

SUSIRA HOLDINGS PRIVATE LIMITED
CIN : U64200TS2024PTC185228

Date: 13.08.2024

To
The Concerned Officer,
BSE Limited
Phiroze Jeebhoy Towers,
Dalal Street, Mumbai-400 001

Sub: Intimation under Regulation 29(2) of SEBI (Substantial Acquisitions of Shares and Takeovers) Regulations, 2011 – In the matter of Colorchips New Media Limited, bearing CIN: L74110TG1985PLC051404, Scrip Code: 540023 and ISIN: INE621I01042

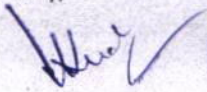
Dear Sir/Madam,

This is to inform and place on record the following transactions pursuant to Regulation 29(2) of SEBI (Substantial Acquisitions of Shares and Takeovers) Regulations, 2011:

M/s. Susira Holdings Private Limited, has purchased 38,42,263 (Thirty Eight Lakh Forty two Thousand Two Hundred and Sixty Three) equity shares comprising of 22.58% on 12.08.2024 and 4,00,000 (Four Lakh) equity shares comprising of 2.35% on 13.08.2024, aggregating to 42,42,263 (Forty Two Lakhs Forty Two Thousand Two Hundred and Sixty Three) equity shares comprising of 24.93% in M/s. Colorchips New Media Limited (hereinafter referred to as the "Company"), through open market. The shareholding of M/s. Susira Holdings Private Limited post acquisition stands at 42,42,263 (Forty Two Lakhs Forty Two Thousand Two Hundred and Sixty Three) equity shares comprising of 24.93% of the total paid up share capital of the Company. Copy of disclosure as per the above cited Regulations is attached as Annexure -1.

You are requested to take note of the above attachment for your records in compliance of Regulation 29 (2) of the Regulations cited in the subject above.

Yours Faithfully,



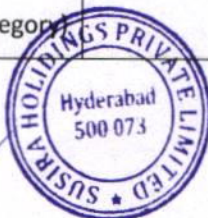
M/s. Susira Holdings Private Limited
Represented by its Authorized Signatory

Copy to:

Colorchips New Media Limited (Scrip Code: 540023)
House No. 8-3-833/85 & 85A, Plot No. 85, Phase 1,
Kamalapuri Colony, Hyderabad -500073, Telangana.

Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Colorchips New Media Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Acquirer: M/s. Susira Holdings Private Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange (BSE Limited)		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share capital	% w.r.t. total diluted share/voting capital of the TC
Before the acquisition/disposal under consideration, holding of :			
a) Shares carrying voting rights	0	0	0
b) Voting rights (VR) otherwise than by equity shares	NIL	NIL	NIL
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	NIL	NIL	NIL
d) Total (a+b+c)	0	0	0
Details of acquisition/sale			
a) Shares carrying voting rights acquired	42,42,263	24.93	24.93
b) VRs acquired otherwise than by equity shares	NIL	NIL	NIL
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	NIL	NIL	NIL



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acquired/sold			
d) Total (a+b+c)	42,42,263	24.93	24.93
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	42,42,263	24.93	24.93
b) VRs otherwise than by equity shares	NIL	NIL	NIL
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	NIL	NIL	NIL
d) Total (a+b+c)	42,42,263	24.93	24.93
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Open Market - Interse		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	On 12.08.2024, 38,42,263 shares were purchased On 13.08.2024, 4,00,000 shares were purchased		
Equity share capital / total voting capital of the TC before the said acquisition/sale	1,70,09,900 Equity Shares of Rs. 10/- each		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	1,70,09,900 Equity Shares of Rs. 10/- each		
Total diluted share/voting capital of the TC after the said acquisition/sale	1,70,09,900 Equity Shares of Rs. 10/- each		

Signature of the Acquirer represented by its Authorized Signatory

[Handwritten Signature]

Place: Hyderabad

Date: 13.08.2024

