

**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**

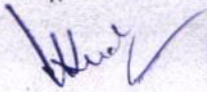
Dear Sir/Madam,

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

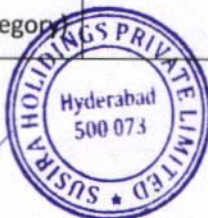
**Copy to:**

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 / <del>disposal</del> as follows	<b>Number</b>	<b>% w.r.t. total share capital</b>	<b>% w.r.t. total diluted share/voting capital of the TC</b>
<b>Before the acquisition/<del>disposal</del> under consideration, holding of :</b>			
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
<b>d) Total (a+b+c)</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Details of acquisition/sale</b>			
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



*[Handwritten signature]*

acquired/sold			
<b>d) Total (a+b+c)</b>	<b>42,42,263</b>	<b>24.93</b>	<b>24.93</b>
<b>After the acquisition/sale, holding of:</b>			
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
<b>d) Total (a+b+c)</b>	<b>42,42,263</b>	<b>24.93</b>	<b>24.93</b>
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

