

August 14, 2024

To,  
BSE Limited  
P J Tower, Dalal Street,  
Fort, Mumbai – 400 001  
Security Code: 543637

To,  
**PACE E-COMMERCE VENTURES LIMITED**  
**(FORMERLY KNOWN AS PACE E-COMMERCE VENTURES PRIVATE LIMITED)**  
**(PREVIOUSLY KNOWN AS PACE SPORTS AND ENTERTAINMENT PRIVATE LIMITED)**  
Compliance Officer  
**Add: Anugrah Bunglow, Street 4, Pallod Farms II, Shambhu Vihar Society,  
Nankude Vasti , Aundh, Pune , Maharashtra - 411045, India**  
**Email: compliance@pacesports.in**

**Ref.: PACE E-COMMERCE VENTURES LIMITED (FORMERLY KNOWN AS PACE E-COMMERCE VENTURES PRIVATE LIMITED) (PREVIOUSLY KNOWN AS PACE SPORTS AND ENTERTAINMENT PRIVATE LIMITED)**

**Sub: Reporting under Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

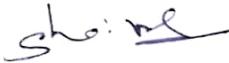
Dear Sir/ Madam,

With reference to the above cited subject, please be informed that 12,50,000 equity shares, held by me in Pace E-Commerce Ventures Limited (Formerly known as Pace E-Commerce Ventures Private Limited) (Previously known as Pace Sports and Entertainment Private Limited) are pledged with Finstars Capital Limited (Formerly known as Gopalka Motor Finance Limited) (Pledgee DP: KIFS Trade Capital Private Limited) with effect from August 13, 2024 and the disclosure under Regulation 31(1) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011 is enclosed.

This is for your information and records.

Thanking You

Yours Truly

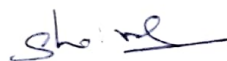


**Shaival Dharmendra Gandhi**  
**Promoter**

**Enclosure: As below**

Disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / ~~invocation of encumbrance~~ / ~~release of encumbrance~~, in terms of Regulation 31(1) and ~~31(2)~~ of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

| Name of the Target Company (TC)   |  |                          |   |                          |   |                  |                     | Pace E-Commerce Ventures Limited<br>(Formerly known as Pace E-Commerce Ventures Private Limited) (Previously known as Pace Sports and Entertainment Private Limited) |           |                    |   |  |                          |
|---|--|--------------------------|---|--------------------------|---|------------------|---------------------|--|-----------|--------------------|---|--|--------------------------|
| Name(s) of the Stock Exchange(s) where the shares of Target Company are Listed                        |  |                          |   |                          |   |                  |                     | BSE Limited  |           |                    |   |  |                          |
| Date of Reporting   |  |                          |   |                          |   |                  |                     | August 14, 2024  |           |                    |   |  |                          |
| Name of the Promoter or PAC on whose shares encumbrance has been created/ <del>released/invoked</del> |  |                          |   |                          |   |                  |                     | Mr. Shaival Dharmendra Gandhi  |           |                    |   |  |                          |
| Details of the Creation of Encumbrance  |  |                          |   |                          |   |                  |                     |  |           |                    |   |  |                          |
| Name of the Promoter (s) or PACs with him*  | Promoter holding in the Target Company (1) |                          | Promoter holding already encumbered (2) |                          | Details of events pertaining to Encumbrance (3) |                  |                     |  |           |                    |   | Post Event Holding of Encumbered Shares (Creation [(2)+(3)]) |                          |
|   | No.  | % of Total Share Capital | No.                                     | % of Total Share Capital | Type of Event                                   | Date of Creation | Type of Encumbrance | Reasons for Encumbrance  | No.       | % of Share Capital | Name of the Entity in whose favor shares are Encumbered   | No.  | % of Total Share Capital |
| Shaival Dharmendra Gandhi   | 1,38,21,465                                | 61.33                    | Nil                                     | Nil                      | Creation  | 13.08.2024       | Pledge              | Loan   | 12,50,000 | 5.54               | Finstars Capital Limited<br>(Formerly known as Gopalka Motor Finance Limited)<br>(Pledgee DP: KIFS Trade Capital Private Limited) | 12,50,000  | 5.54                     |



Shaival Dharmendra Gandhi  
Promoter

Place: Ahmedabad

Date: August 14, 2024