

By E-mail Submission

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 Bungalow, 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 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

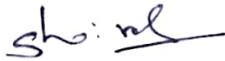
Dear Sir/Madam,

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 effect from August 13, 2024 and the disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations, 2011 is enclosed herewith.

This is for your information and records.

Thanking You

Yours Truly



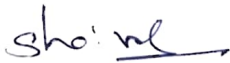
**Shaival Dharmendra Gandhi
Promoter**

Enclosure: As below

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

Name of the Target Company (TC)	Pace E-Commerce Ventures Limited (Formerly known as Pace E-Commerce Ventures Private Limited) (Previously known as Pace Sports and Entertainment Private Limited)		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Shaival Dharmendra Gandhi		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of Target Company are Listed	BSE Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t. Total Share / Voting Capital	% w.r.t. Total Diluted Share / Voting Capital
Before the acquisition / sale under consideration, holding of :			
a) Shares carrying voting rights	1,38,21,465	61.33%	61.33%
b) Shares in the nature of encumbrance (pledge / lien / non-disposal undertaking / others)	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by equity shares	Nil	Nil	Nil
d) 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
e) Total (a+b+c+d)	1,38,21,465	61.33%	61.33%
Details of Acquisition/ Sale	Number	% w.r.t. Total Share / Voting Capital	% w.r.t. Total Diluted Share / Voting Capital
a) Shares carrying voting rights acquired / sold	Nil	Nil	Nil
b) VRs acquired / sold 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) acquired / sold	Nil	Nil	Nil
d) Shares encumbered /pledged/ invoked / released by the acquirer	12,50,000	Nil	Nil
e) Total (a+b+c+/-d)	12,50,000	5.54%	5.54%

After the Acquisition / Sale, holding of:	Number	% w.r.t. Total Share / Voting Capital	% w.r.t. Total Diluted Share / Voting Capital
a) Shares carrying voting rights acquired	1,25,71,465	55.79%	55.79%
b) Shares encumbered / pledged with the acquirer	12,50,000	5.54%	5.54%
c) VRs otherwise than by equity shares	Nil	Nil	Nil
d) 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
e) Total (a+b+c+d)	1,38,21,465	61.33%	61.33%
Mode of Acquisition / Sale (e.g. open market / public issue / rights issue / preferential allotment / inter se transfer, etc.)	Off Market – Pledge Creation in Depository		
Date of Acquisition / Sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of Pledge: 13.08.2024 Date of receipt of intimation of Pledge: 14.08.2024		
Equity share capital / total voting capital of the TC before the said acquisition / sale	2,25,33,510 Equity Shares of Rs. 10 each aggregating to Rs. 22,53,35,100/-		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	2,25,33,510 Equity Shares of Rs. 10 each aggregating to Rs. 22,53,35,100/-		
Total diluted share/voting capital of the TC after the said acquisition / sale	2,25,33,510 Equity Shares of Rs. 10 each aggregating to Rs. 22,53,35,100/-		



Shaival Dharmendra Gandhi
Promoter

Place: Ahmedabad
Date: August 14, 2024