

By E-mail Submission

February 22, 2024

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

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

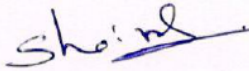
Ref.: PACE E-COMMERCE VENTURES LIMITED (FORMERLY KNOWN AS PACE E-COMMERCE VENTURES PRIVATE LIMITED) (PREVIOUSLY KNOWN AS PACE SPORTS AND ENTERTAINMENT PRIVATE LIMITED)

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

Dear Sir/Madam,

With reference to the subject cited above, please find enclosed disclosure under Regulation 29(2) read with Regulation 29(3) of SEBI (SAST) Regulations, 2011 w.r.t. disposal of 96,000 shares of Pace E-Commerce Ventures Limited (Formerly known as Pace E-Commerce Ventures Private Limited) (Previously known as Pace Sports and Entertainment Private Limited) by me on February 20, 2024 through an Open Market transaction and disposal of 1,35,600 (One Lac Thirty- Five Thousand and Six Hundred) shares of Pace E-Commerce Ventures Limited (Formerly known as Pace E-Commerce Ventures Private Limited) (Previously known as Pace Sports and Entertainment Private Limited) by me on February 22, 2024 through an Open Market transaction.

Yours Faithfully



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Shaival Dharmendra Gandhi  
Managing Director & CFO

*Enclosure: As below*



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

For transaction 1.

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 Sellers	Shaival Dharmendra Gandhi		
Whether the Sellers belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of Target Company are Listed	BSE Limited		
<b>Details of the acquisition / disposal as follows</b>	<b>Number</b>	<b>% w.r.t. Total Share / Voting Capital</b>	<b>% w.r.t. Total Diluted Share / Voting Capital</b>
<b>Before the acquisition- / disposal under consideration, holding of:</b>			
a) Shares carrying voting rights	1,46,45,865	65.00%	65.00%
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
<b>e) Total (a+b+c+d)</b>	<b>1,46,45,865</b>	<b>65.00%</b>	<b>65.00%</b>
<b>Details of Acquisition- / Sale</b>	<b>Number</b>	<b>% w.r.t. Total Share / Voting Capital</b>	<b>% w.r.t. Total Diluted Share / Voting Capital</b>
a) Shares carrying voting rights acquired / sold	96,000	0.42%	0.42%
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 / invoked / released by the acquirer	Nil	Nil	Nil
<b>e) Total (a+b+c+/-d)</b>	<b>96,000</b>	<b>0.42%</b>	<b>0.42%</b>

<b>After the Acquisition / Sale, holding of:</b>	<b>Number</b>	<b>% w.r.t. Total Share / Voting Capital</b>	<b>% w.r.t. Total Diluted Share / Voting Capital</b>
a) Shares carrying voting rights acquired	1,45,49,865	64.56%	64.56%
b) Shares encumbered with the acquirer	Nil	Nil	Nil
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
<b>e) Total (a+b+c+d)</b>	<b>1,45,49,865</b>	<b>64.56%</b>	<b>64.56%</b>
Mode of Acquisition / Sale (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	Open Market		
Date of Acquisition / Sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	February 20, 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/-		



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

**For Transaction 2.**

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 Sellers	Shaival Dharmendra Gandhi		
Whether the Sellers belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of Target Company are Listed	BSE Limited		
<b>Details of the acquisition / disposal as follows</b>	<b>Number</b>	<b>% w.r.t. Total Share / Voting Capital</b>	<b>% w.r.t. Total Diluted Share / Voting Capital</b>
<b>Before the acquisition- / disposal under consideration, holding of:</b>			
f) Shares carrying voting rights	1,45,49,865	64.56%	64.56%
g) Shares in the nature of encumbrance (pledge / lien / non-disposal undertaking / others)	Nil	Nil	Nil
h) Voting rights (VR) otherwise than by equity shares	Nil	Nil	Nil
i) 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>j) Total (a+b+c+d)</b>	<b>1,45,49,865</b>	<b>64.56%</b>	<b>64.56%</b>
<b>Details of Acquisition- / Sale</b>	<b>Number</b>	<b>% w.r.t. Total Share / Voting Capital</b>	<b>% w.r.t. Total Diluted Share / Voting Capital</b>
f) Shares carrying voting rights acquired / sold	1,35,600	0.60%	0.60%
g) VRs acquired / sold otherwise than by equity shares	Nil	Nil	Nil
h) 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
i) Shares encumbered / invoked / released by the acquirer	Nil	Nil	Nil



j) Total (a+b+c+/-d)	1,35,600	0.60%	0.60%
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After the Acquisition / Sale, holding of:	Number	% w.r.t. Total Share / Voting Capital	% w.r.t. Total Diluted Share / Voting Capital
f) Shares carrying voting rights acquired	1,44,14,265	63.96%	63.96%
g) Shares encumbered with the acquirer	Nil	Nil	Nil
h) VRs otherwise than by equity shares	Nil	Nil	Nil
i) 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>j) Total (a+b+c+d)</b>	<b>1,44,14,265</b>	<b>63.96%</b>	<b>63.96%</b>
Mode of Acquisition / Sale (e.g. open market / <del>public issue / rights issue / preferential allotment / inter-se transfer, etc.</del> )	Open Market		
Date of Acquisition / Sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	February 22, 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/-		

Date: February 22, 2024

Place: Ahmedabad