

Date: 23rd September, 2021

To,
Corporate Relationship Department,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai- 400 001

To,
Sungold Media And Entertainment Limited
(BSE Scrip Code- 541799)
13, Radhakrishna Mandir Compound,
Village-Rajpipla, Nandod
Narmada-393145

**Sub: Disclosure under Regulation 29(2) of Securities And Exchange Board of India
(Substantial Acquisition of Shares and Takeover) Regulations, 2011**

Dear Sir/Madam,

Please find enclosed herewith the disclosure pursuant to requirement of Regulation 29(2) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011 as Annexure "A".

You are requested to take the information on your record.

Thanking you,

Yours faithfully,



Raj Kotia

Encl: As Above

Annexure A: Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and takeovers) Regulations, 2011

Name of the Target Company (TC)	SUNGOLD MEDIA AND ENTERTAINMENT LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	RAJ KOTIA		
Whether the acquirer belongs to Promoter/Promoter group	YES (PROMOTER)		
Name(s) of the stock exchange(s) where the shares of the TC are listed	BSE LIMITED (SME PLATFORM OF Bombay Stock Exchange Limited)		
Details of the acquisition / disposal as follows	Number of shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	1751132	35.02%	35.02%
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	--	--	--
c) Voting rights (VR) otherwise than by shares	--	--	--
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	--	--	--
e) Total (a+b+c+d)	1751132	35.02%	35.02%

Details of acquisition/sale			
a) Shares carrying voting rightsacquired/sold	180348	3.61%	3.61%
b) Voting rights (VR) acquired /sold otherwise than by shares	--	--	--
c) Warrants/convertible securities/any other instrumentthat entitles the acquirer to receive shares carryingvoting rights in the TC (specify holding in eachcategory) acquired/sold	--	--	--
d) Shares encumbered / invoked/released by the acquirer	--	--	--
e)Total (a+b+c+d)	180348	3.61%	3.61%
After the acquisition/sale, holding of:			
a) Shares carrying voting rightsacquired/sold	1931480	38.63%	38.63%
b) Shares encumbered with the acquirer	--	--	--
c) Voting rights (VR) otherwise than by shares	--	--	--
d) Warrants/convertible securities/any other instrumentthat entitles the acquirer to receive shares carryingvoting rights in the TC (specify holding in eachcategory) after acquisition	--	--	--
e) Total (a+b+c+d)	1931480	38.63%	38.63%

Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Off Market Purchase
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	23/09/2021
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 5,00,00,000/- divided into 50,00,000 Equity Shares of Rs. 10/- each
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 5,00,00,000/- divided into 50,00,000 Equity Shares of Rs. 10/- each
Total diluted share/voting capital of the TC after the said acquisition	Rs. 5,00,00,000/- divided into 50,00,000 Equity Shares of Rs. 10/- each

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended.

(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Signature of the acquirer / seller / ~~Authorized Signatory~~

Raj

Raj Kotia

Place: Ahmedabad

Date: 23/09/2021