

September 11, 2019

**Scrip Code – 532507**

**Symbol: BAGFILMS**

**BSE Limited**

Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI - 400 001

**National Stock Exchange of India Limited**

'Exchange Plaza', Bandra Kurla Complex,  
Bandra (East)  
MUMBAI - 400 051

**Sub: Disclosure pursuant to Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, as amended**

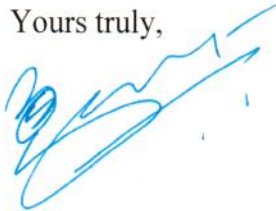
Dear Sirs,

Pursuant to Regulation 29(2) of Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find enclosed a disclosure in the prescribed format, in respect of decrease in voting rights/ percentage of my shareholding in the Company.

This is for your information and record.

Thanking you,

Yours truly,



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**Sameer Gehlaut**

Encl: as above

CC:

The Board of Directors  
**B.A.G. Films and Media Limited**

Registered Office:  
352, Aggarwal Plaza,  
Plot No. 8, Kondli,  
New Delhi – 110096

**DISCLOSURE OF DETAILS OF ACQUISITION TO TARGET COMPANY AND STOCK EXCHANGES WHERE THE SHARES OF THE TARGET COMPANY ARE LISTED, IN TERMS OF REGULATION 29(2) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 2011**

1	Name of the Target Company (TC)	<b>B.A.G. Films and Media Limited</b>		
2	Name(s) of the Acquirer and Persons Acting in Concert (PACs) with the acquirer	Sameer Gehlaut		
3	Whether the acquirer belongs to Promoter/Promoter group	No		
4	Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited		
5	Details of the acquisition / disposal as follows	<b>No. of shares</b>	<b>% w. r. t. total share/voting capital, wherever applicable</b>	<b>% w. r. t. total diluted share/ voting capital of the TC</b>
<b><u>Before the acquisition/disposal under consideration, holding of:</u></b>				
(a)	Shares carrying voting rights	20,250,900	10.232%	10.232%
(b)	Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	Nil	Nil	Nil
(c)	Voting rights (VRs) otherwise than by shares	Nil	Nil	Nil
(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)	Nil	Nil	Nil
<b>Total (a + b + c + d)</b>		<b>20,250,900</b>	<b>10.232%</b>	<b>10.232%</b>
<b><u>Details of acquisition/ sale:</u></b>				
(a)	Shares carrying voting rights acquired/ <del>sold</del>	4,097,458	2.070%	2.070%
(b)	Voting rights (VRs) acquired/ sold otherwise than by 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>Total (a + b + c +/- d)</b>		<b>4,097,458</b>	<b>2.070%</b>	<b>2.070%</b>

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<b><u>After the acquisition/ sale, holding of:</u></b>				
(a)	Shares carrying voting rights	16,153,442	8.162%	8.162%
(b)	Shares encumbered with the acquirer	Nil	Nil	Nil
(c)	Voting rights (VRs) otherwise than by shares	Nil	Nil	Nil
(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) after acquisition	Nil	Nil	Nil
<b>Total (a + b + c + d)</b>		<b>16,153,442</b>	<b>8.162%</b>	<b>8.162%</b>
6	Mode of <del>acquisition</del> / sale (e.g. open market/off-market/public issue/rights issue/preferential allotment / <i>inter-se</i> transfer etc.)	Open Market Sale of 4,097,458 equity shares.		
7	Date of <del>acquisition</del> / sale of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	From August 28, 2019 till September 9, 2019		
8	Equity share capital / total voting capital of the target company before the said <del>acquisition</del> / sale	Rs. 395,836,180/- (comprising 197,918,090 Equity shares of face value Rs. 2/- each)		
9	Equity share capital/total voting capital of the target company after the said <del>acquisition</del> / sale	Rs. 395,836,180/- (comprising 197,918,090 Equity shares of face value Rs. 2/- each)		
10	Total diluted capital/ voting capital of the target company after the said <del>acquisition</del> / sale	Rs. 395,836,180/- (comprising 197,918,090 Equity shares of face value Rs. 2/- each)		

64



**Sameer Gehlaut**

Date: September 11, 2019  
Place: New Delhi