

Date: 17th March, 2023

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, Radhakrushna 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".

The disclosure has been made as the holding of Rajiv Kotia is decreased from 6.07% to 4.94% due to preferential allotment made by company upon conversion of convertible warrants into Equity Shares.

You are requested to take the information on your record.

Thanking you,

Yours faithfully,



Rajiv Kotia

Encl: a/a

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	RAJIV 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	303550	6.07%	6.07%
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)	303550	6.07%	6.07%

Details of acquisition/sale			
a) Shares carrying voting rights acquired/ sold	—	—	—
b) Voting rights (VR) acquired / sold otherwise than by shares	--	--	--
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	240000	1.13%	1.13%
d) Shares encumbered / invoked/released by the acquirer/ sold	--	--	--
e) Total (a+b+c+d)	240000	1.13%	1.13%
After the acquisition/sale, holding of:			
a) Shares carrying voting rights acquired/ sold	543550	4.94%	4.94%
b) Shares encumbered with the acquirer/ sold	--	--	--
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 TC (specify holding in each category) after acquisition/ sold	--	--	--
e) Total (a+b+c+d)	543550	4.94%	4.94%

Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Preferential Allotment		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	23/11/2022		
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 11,00,00,000 divided into 1,10,00,000 equity shares of Rs 10 each		
Total diluted share/voting capital of the TC after the said acquisition/sale	Rs 11,00,00,000 divided into 1,10,00,000 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

Rajiv Kotia

Place: Ahmedabad
Date: 17.03.2023