

# VIVID MERCANTILE LIMITED

(Formerly Known as Veeram Infra Engineering Limited)

CIN: L74110GJ1994PLC021483

Registered Office: Basement Medicare Centre, B/H. M J Library, Opp. Stock Exchange, Ellisbridge,  
Ahmedabad - 380006, Gujarat.

Contact: 079-48921375

Website: [www.vividmercantile.com](http://www.vividmercantile.com)

Email: [complianceviel@gmail.com](mailto:complianceviel@gmail.com)

Date: 01.07.2024

To  
BSE Limited,  
Floor 25, P J Towers,  
Dalal Street,  
Mumbai- 400001.

To  
Palm Jewels Limited  
C/205, D/205, 2<sup>nd</sup> Floor, Super Mall  
Besides Lal Bunglow, C. G. Road  
Ahmedabad-380009.

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

Dear Sir/Ma'am,

Please find the attached herewith disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in relation to market purchase of 230909 equity shares (2.30%) of Palm Jewels Limited between 24<sup>th</sup> April, 2024 to 28<sup>th</sup> June, 2024.

Kindly take the same on record.

Thanking you

**FOR, VIVID MERCANTILE LTD**

Satishkumar  
Ramanlal  
Gajjar

Digitally signed by  
Satishkumar Ramanlal  
Gajjar  
Date: 2024.07.01  
17:09:09 +05'30'

**SATISH GAJJAR**  
**MANAGING DIRECTOR**  
**DIN: 05254111**

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

### Part-A- Details of the Acquisition/Selling

Name of the Target Company (TC)	PALM JEWELS LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	VIVID MERCANTILE LIMITED		
Whether the acquirer belongs to Promoter/Promoter group	NO		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE LIMITED		
Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
<b>Before the acquisition/disposal under consideration, holding of:</b>			
a) Shares carrying voting rights	1283346	12.78	NA
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)	---	---	---
<b>Details of Purchase</b>			
a) Shares carrying voting rights	230909	2.30	NA
b) VRs 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	---	---	---

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d) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	---	---	---
	---	---	---
<b>After the Transfer, holding of:</b>			
a) Shares carrying voting rights	1514255	15.08	NA
b) Shares encumbered with the acquirer	---	---	---
c) VRs 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	---	---	---
e) Total (a+b+c+d)	---	---	---
Mode of acquisition / sale (e.g., open market / off-market /public issue / rights issue / preferential allotment / inter-se transfer etc).	230909- Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	Date of Acquisition 24-04-2024 to 28-06-2024		
Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 1,00,40,960/- consisting of 10,04,096 equity shares of Rs. 10/- each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	Rs. 1,00,40,960/- consisting of 10,04,096 equity shares of Rs. 10/- each		
Total diluted share/voting capital of the TC after the said acquisition/ sale	NA		

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## Part-B\*\*\*

Name of the Target Company: Palm Jewels Limited

Name(s) of the acquirer/seller and Persons Acting in Concert (PAC) with the acquirer	Whether the acquirer belongs to Promoter/ Promoter group	PAN of the acquirer/seller and/ or PACs
VIVID MERCANTILE LIMITED	NO	AAACV7171J

## FOR, VIVID MERCANTILE LTD

Satishkumar Ramanlal Gajjar  
Digitally signed by Satishkumar Ramanlal Gajjar  
Date: 2024.07.01 17:10:41 +05'30'

**SATISH GAJJAR**  
**MANAGING DIRECTOR**  
**DIN: 05254111**

Place: Ahmedabad

Date: 01.07.2024

## Note:

(\*) 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 SEBI (LODR) Regulations, 2015.

(\*\*) 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.

(\*\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.