

Date: September 20, 2019

To,  
The Listing Compliance Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Plot No. C/1, G  
Block, Bandra-Kurla Complex,  
Bandra (E), Mumbai-400 051

To,  
The Listing Department  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400 001.

**NSE-SYMBOL: BAGFILMS**

**BSE-Scrip Code: 532507**

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

Dear Sir/Madam,

Pursuant to Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011, please find enclosed a disclosure in the prescribed format, in respect of increase in voting rights/percentage of my shareholding in B.A.G. Films and Media Limited.

This is for your information and record please.

Thanking You

Yours sincerely



**Anuradha Prasad Shukla**

Encl: a/a

CC:  
The Board of Directors,  
B.A.G. Films and Media Limited  
352, Aggarwal Plaza,  
Plot No.8, Kondli,  
New Delhi-110096

**Disclosure of Details of Acquisition to Target Company and Stock Exchanges under Regulation 29 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

|  |   |   |   |
|--|---|---|---|
| Name of the Target Company (TC)  | <b>B.A.G. Films and Media Limited</b>                   |   |   |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer  | Anuradha Prasad Shukla                                  |   |   |
| Whether the acquirer belongs to Promoter/Promoter group  | Yes   |   |   |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed   | National Stock Exchange of India Limited<br>BSE Limited |   |   |
| Details of the acquisition/disposal as follows   | <b>Number</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>Before the acquisition under consideration, holding of:</b>   |   |   |   |
| a) Shares carrying voting rights   | 21979190  | 11.105  | 11.105  |
| b) Shares in the nature of encumbrance pledge/lien/non-disposal undertaking/others)  | Nil   | Nil   | Nil   |
| c) Voting rights (VR) 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 TC (specify holding in each category) | Nil   | Nil   | Nil   |
| <b>e) Total (a+b+c+d)</b>  | <b>21979190</b>   | <b>11.105</b>   | <b>11.105</b>   |
| <b>Details of acquisition/sale</b>   |   |   |   |
| a) Shares carrying voting rights acquired/sold   | 500000  | 0.253   | 0.253   |
| b) 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  | Nil   | Nil   | Nil   |

|  |   |               |               |
|--|---|---------------|---------------|
| voting rights in the TC (specify holding in each category) acquired/sold   |   |               |               |
| d) Shares encumbrance/invoked/released by acquirer   | Nil   | Nil           | Nil           |
| e) <b>Total (a+b+c+/-d)</b>  | <b>500000</b>   | <b>0.253</b>  | <b>0.253</b>  |
| <b>After the acquisition/sale, holding of:</b>   |   |               |               |
| a) Shares carrying voting rights   | 22479190  | 11.358        | 11.358        |
| b) Shares encumbered with the acquirer   | Nil   | Nil           | Nil           |
| c) 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 TC (specify holding in each category) after acquisition | Nil   | Nil           | Nil           |
| e) <b>Total (a+b+c+d)</b>  | <b>22479190</b>   | <b>11.358</b> | <b>11.358</b> |
| Mode of acquisition/sale (e.g. open market off-market/ public issue / rights issue /preferential allotment / inter-se transfer, etc.)  | Open market acquisition of 500000 equity shares                                       |               |               |
| Date of acquisition/sale of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable   | From 19.09.2019 till 19.09.2019   |               |               |
| Equity share capital / total voting capital of the TC before the said acquisition/Sale   | Rs. 395,836,180/- (comprising of 197918090 equity shares of face value Rs. 2/- each)# |               |               |
| Equity share capital/ total voting capital of the TC after the said acquisition/Sale   | Rs. 395,836,180/- (comprising of 197918090 equity shares of face value Rs. 2/- each)# |               |               |
| Total diluted share/voting capital of the TC after the said acquisition  | Rs. 395,836,180/- (comprising of 197918090 equity shares of face value Rs. 2/- each)# |               |               |

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) 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.

(#) Including Rs. 1,70,341/- on calls unpaid on 170341 equity shares @ Rs. 1/- each.

**Signature of the acquirer**

**Anuradha Prasad Shukla**

Place: Noida

Date: 20.09.2019