

Date: September 17, 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,
PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai-400 001.

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 the 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.A.G. Films and Media Limited		
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 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 (**)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	21479190	10.853	10.853
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
e) Total (a+b+c+d)	21479190	10.853	10.853
Details of acquisition/sale			
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) Total (a+b+c+/-d)	500000	0.253	0.253
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	21979190	11.105	11.105
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) Total (a+b+c+d)	21979190	11.105	11.105
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 13.09.2019 till 16.09.2019		
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: 17.09.2019