

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992


(Regulation 13 (3) and (6))

Regulation 13(3) -- Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN No. & address of shareholders	Shareholding prior to acquisition	No. and % of shares/voting rights acquired	Receipt of allotment/advice/sale of shares specify	Date of Intimation to Company	Mode of transaction (market sale/public/rights/preferential offer etc.)	No. & % of shares/voting rights post-acquisition	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exchange on which the trade was executed	Buy quantity	Buy value INR	Sell quantity	Sell value INR
See attached Schedule for breakdown of funds under the management of FMR LLC and its direct and indirect subsidiaries and FIL Limited and its direct and indirect subsidiaries Contact Details FIL Asia Services Pty Ltd Level 8, 167 Macquarie Street Sydney NSW 2000 Australia Fax: +61 2 9221 0101 Email: info@filsydney@fil.com	6,534,515 5.44%	0 0.00%	11 March 2010	15 March 2010	A change in total shares in issue due to issue new GDR, resulting in dilution of shareholding %	6,534,515 4.16%	N/A	N/A	0	0	0	0

B.A.G. Films and Media Ltd.

Company Secretary

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By: 
Clara Lin
Registry Reporting Manager
Duly authorized under Powers of Attorney effective October 30, 2009 by Scott Goebel and on behalf of FMR LLC and its direct and indirect subsidiaries, and FIL Limited and its direct and indirect subsidiaries.

Schedule

Fund	Shares held	% of shares and voting rights held
FID FDS - (MAURITIUS) LTD	6,534,515	4.16%
Total	6,534,515	4.16%

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B.A.G. Films and Media Ltd.


Company Secretary