

Format for disclosure of details of acquisition to Stock Exchanges by target company, in terms of Regulation 7(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 {Regulations}

Name of the Target company	B.A.G. Films and Media Limited
Date of reporting	April 24, 2010
Names of the stock exchanges where the shares of the target company are listed	NSE, BSE and DSE
Details of the acquisition/ sale received in terms of Reg. 7(1) and 7(1A)	
Names of the acquirers/ sellers and PACs with them	SPARROW INDIA DIVERSIDE OPPORTUNITIES FUND-I
Date of Acquisition/ sale	April 19, 2010
Date of receipt of intimation of allotment by acquirer/ seller	April 19, 2010

Mode of acquisition (e.g. open market//public issue/ rights issue/ preferential allotment/ interse transfer etc).	Public Issue
Mode of sale (e.g. open market/ MOU/ off market etc.)	-

Particulars of acquisition/ sale	Number	% w.r.t. total paid up capital of Target Company
a) Shares / Voting rights (VR) of the acquirer/ seller before acquisition/ sale	0	0
b) Shares/ voting rights acquired / sold	10000000	6.3671%
c) Shares / VR of the acquirer/ seller after acquisition/ sale	10000000	6.3671%
Paid up capital/ total voting capital of the target company before the said acquisition	31,41,16,180	
Paid up capital/ total voting capital of the target company after the said acquisition	31,41,16,180	

B.A.G. Films and Media Ltd.

[Signature]
Company Secretary

Note:
1. The disclosure shall be made within 7 days of receipt of information u/r 7(1) & 7(1A).
[Signature]
Signature of the Authorised Signatory
Place: Noida