

**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 01, 2011
Names of the stock exchanges where the shares of the target company are listed	NSE, BSE and DSE
<b>Details of the acquisition/ sale received in terms of Reg. 7(1) and 7(1A)</b>	
Names of the acquirers/ sellers and PACs with them	ARVR Communications Pvt. Ltd.
Date of Acquisition/ sale	March 31, 2011
Date of receipt of intimation of allotment by acquirer/ seller	March 31, 2011

Mode of acquisition ( e.g. open market/public issue/ rights issue/ preferential allotment/ interse transfer etc).	Preferential Allotment
Mode of sale (e.g. open market/ MOU/ off market etc.)	N.A.

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	25334868	16.11
b) Shares/ voting rights acquired / sold	7860000	4.76
c) Shares / VR of the acquirer/ seller after acquisition/ sale	33194868	20.11
Paid up capital/ total voting capital of the target company before the said acquisition	Rs. 314446180*	
Paid up capital/ total voting capital of the target company after the said acquisition	Rs. 330166180*	

**Note:**

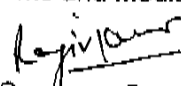
- The disclosure shall be made within 7 days of receipt of information u/r 7(1) & 7(1A).

Signature of the Authorised Signatory

Place : Noida

Date : 01.04.2011

B.A.G. Films and Media Ltd.

  
 Company Secretary

\*Including calls in arrears amounting to Rs. 174641.