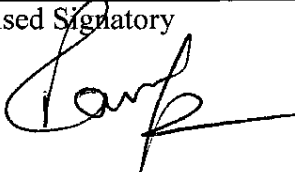


Annexure A

<u>Format for disclosure of details of acquisition to target company and stock exchanges where the shares of the target company are listed, in terms of Regulation 7(1)</u>		
Name of the Target Company	Mid-day Multimedia Limited	
Name of the acquirer and PAC with the acquirer	Bennett Coleman & Company Limited	
Details of Acquisition as follows	Number	% w.r.t total paid-up capital of target company
Shares/ Voting Rights (VR) before acquisition under consideration	40,481	0.08
Shares / voting rights acquired	3,649,391	6.91
Shares or voting rights after acquisition	3,689,872	6.98
Mode of acquisition (open market/ public issue/ rights issue /preferential allotment/ inter se transfer etc.)	Inter se transfer	
Date of acquisition of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable	26/05/2011	
Paid-up capital/total voting capital of the target company before the said acquisition	528,35,276	
Paid-up capital/total voting capital of the target company after the said acquisition	528,35,276	
Signature of acquirer / Authorised Signatory		
Place : Mumbai		
Date: 27.05.2011		