

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(1A) OF SEBI (SUBSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATIONS, 1997

Name of the Target company	B.A.G FILMS & MEDIA LIMITED	
Name of the acquirer and PACs with the acquirer	Anuradha Shukla	
Details of the acquisition as follows	No. of shares	% w.r.t. total paid up capital of Target Company
(a) Shares/Voting rights (VR) before acquisition/sale under consideration	11017892	6.669
(b) Shares/Voting rights acquired/sold	9906717	5.996
(c) Shares/VR after acquisition/sale	20924609	12.665
Mode of acquisition (e.g. open market/public issue/rights issue/preferential allotment/ <i>inter se</i> transfer etc.).	Inter Se Transfer Among the promoters	
Mode of sale (e.g. open market/MOU/off market etc.)	Off Market	
Date of acquisition/sale of shares/VR or date of receipt of intimation of allotment of shares, whichever is applicable	24 th August 2011	
Paid up capital/total voting capital of the target company before the said acquisition/sale	165218090	
Paid up capital/total voting capital of the target company after the said acquisition/sale	165218090	

Notes:

1. The disclosure shall be made within 2 days of acquisition/sale.
2. The term 'acquirer' shall also include a pledgee, other than a bank or a financial institution and such pledgee shall make disclosure to the target company and the stock exchange within two days of creation of pledge.
3. The stock exchange shall immediately display the above information on the trading screen, the notice board and also on its website.



(Signature of the acquirer/Authorised Signatory)

Place: NOIDA

Date: 26.08.2011