

**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 & MEDIA LIMITED
Date of reporting	27.08.2011
Names of the stock exchanges where the shares of the target company are listed	DSE/NSE/BSE

**Details of the acquisition/ sale received in terms of Reg. 7(1) and 7(1A)**

Names of the acquirers/ sellers and PACs with them	Rajiv Shukla
Date of Acquisition/ sale	24.08.2011
Date of receipt of intimation of allotment by acquirer/ seller	26.08.2011

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

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	10461298	6.332%
b) Shares/ voting rights acquired / sold	9906717	5.996%
c) Shares / VR of the acquirer/ seller after acquisition/ sale	554581	0.336%
Paid up capital/ total voting capital of the target company before the said acquisition	165218090	
Paid up capital/ total voting capital of the target company after the said acquisition	165218090	

**Note:**  
 1. The disclosure shall be made within 7 days of receipt of information u/r 7(1) & 7(1A).  
**B.A.G. Films and Media Ltd.**

*Rajiv Shukla*

Signature of the Authorised Signatory  
**Company Secretary**

Place : NOIDA

Date : 27.08.2011