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	03.09.2011
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	Anuradha Shukla
Date of Acquisition/ sale	03.09.2011
Date of receipt of intimation of allotment by acquirer/ seller	03.09.2011
Mode of acquisition (e.g. open market//public issue/ rights issue/ preferential allotment/ interse transfer etc).	Inter-se transfer among the promoters
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	20924609	12.67
b) Shares/ voting rights acquired / sold	554581	0 .33
c) Shares / VR of the acquirer/ seller after acquisition/ sale	20980060	13.00
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.

Signature of the Authorised Signatory

Company Secretary

Place : NOIDA

Date : 08.09.2011