

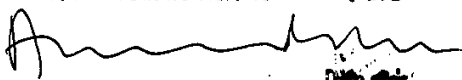
**Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	B.A.G. Films and Media Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	ARVR Communications Private Limited		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	NSE,BSE & DSE		
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
<u>Before the acquisition/disposal under consideration, holding of:</u>			
a) Shares carrying voting rights	33194868	20.09	18.46
b) Voting rights (VR) otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	5000000	03.02	02.78
Total (a+b+c)	38194868	23.11	21.24
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired/sold	5000000	02.93	18.46
b) VRs acquired /sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument			

that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
Total (a+b+c)	5000000	02.93	18.46
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	38194868	22.44	18.46
b) VRs otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition.			
Total (a+b+c)	38194868	22.44	18.46
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Preferential Allotment		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	05.04.2012		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	33194868		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	38194868		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	38194868		

(\* ) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

ARV COMMUNICATIONS PVT. LTD



Signature of the acquirer / seller / Authorized Signatory

Place: New Delhi

Date: 09.04.2012