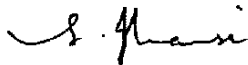


Jhansi SureddiPlot No. 1277, Road No. 63A
Jubilee Hills, Hyderabad-500033**Format for disclosure by the Promoter (s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target company	PVP Ventures Limited
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)	Mrs. Jhansi Sureddi
Date of reporting	April 19, 2012
Names of the stock exchanges where the shares of the target company are listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited

Details of the promoters' holding: (The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)

Promoter(s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance		Post event holding (Encumbered shares to be excluded)		Details of encumbrance (pledge/lien or other- give details)
	Number	% of total share capital	Type creation/ invocation/ release	Date (s)	Number	% of Total share capital	
Mrs. Jhansi Sureddi	68,78,000	2.81%	Creation	19.04.2012	Nil	Nil	Pledge of shares against loan raised by Picturehouse Media Limited


Mrs. Jhansi SureddiHyderabad
April 19, 2012