

V&A VENTURES LLP

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

1. Name of the Target Company (TC)	Media Matrix Worldwide Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	V AND A VENTURES LLP		
3. Whether the acquirer belongs to Promoter/Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited (BSE) Madhya Pradesh Stock Exchange Ltd		
5. Details of the acquisition / disposal as follows	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 under consideration, holding of:</u>			
a) Shares carrying voting rights	2,00,00,000	19.83	8.89%
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)	12,40,92,219	-	55.16%
d) Total (a+b+c)	14,40,92,219	19.83	64.05%
<u>Details of acquisition/sale</u>			
a) Shares carrying voting rights acquired/sold	18,00,00,000 (acquired in Rights Issue)	17.85%	15.89%
b) VRs acquired /sold otherwise than by shares	-	-	-

For V&A VENTURES LLP

Anand Kumar
Designated Partner

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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	-	-	
d) Total (a+b+c)	18,00,00,000	17.85%	15.89%
<u>After the acquisition/sale, holding of:</u>			
a) Shares carrying voting rights	20,00,00,000	19.83%	17.66%
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.	12,40,92,219	-	10.96%
d) Total (a+b+c)	32,40,92,219	19.83%	28.62%
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Rights Issue		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	10th May, 2013		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	10,08,65,000		
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	100,86,50,000		
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	113,27,42,219		

(*) 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.

For **V AND A VENTURES LLP**
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(Authorized Signatory)
Designated Partner

Place: New Delhi

Date: 14.05.2013