

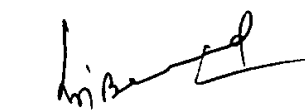
Format for disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

| | | | |
|---|---|---|--|
| 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 | Mahendra Nahata | | |
| 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 | BSE Limited Madhya Pradesh Stock Exchange Ltd. | | |
| 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 | 2,23,26,166 | 1.97% | 1.97% |
| 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) | - | - | - |
| Total (a+b+c) | 2,23,26,166 | 1.97% | 1.97% |
| <u>Details of acquisition/sale</u> | | | |
| a) Shares carrying voting rights acquired/sold | 50,00,000 | 0.44% | 0.44% |
| b) VRs acquired /sold otherwise than by shares | - | - | - |
| c) Warrants/convertible securities/any other instrument | - | - | - |

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| | | | |
|---|------------------|-------|-------|
| that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold | | | |
| Total (a+b+c) | 50,00,000 | 0.44% | 0.44% |
| <u>After the acquisition/sale, holding of:</u> | | | |
| a) Shares carrying voting rights | 1,73,26,166 | 1.53% | 1.53% |
| 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) | 1,73,26,166 | 1.53% | 1.53% |
| 6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). | Open Market Sale | | |
| 7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable | 10.11.2014 | | |
| 8. Equity share capital / total voting capital of the TC before the said acquisition / sale | 1132742219 | | |
| 9. Equity share capital/ total voting capital of the TC after the said acquisition / sale | 1132742219 | | |
| 10. Total diluted share/voting capital of the TC after the said acquisition/sale. | 1132742219 | | |

(* 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.



Signature of the acquirer / seller / Authorised Signatory

Place: New Delhi

Date: 11.11.2014