

Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Part-A- Details of the Acquisition

Name of the Target Company (TC)	B.A.G. Films and Media Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the	Skyline Tele Media Services Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited Bombay Stock Exchange Limited Delhi Stock Exchange Limited		
Details of the acquisition / disposal as follows	Number	% w.r.t.total share/voting capital wherever	% w.r.t. total diluted share/voting capital of the TC
Before the acquisition under consideration, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	Nil	Nil	Nil
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by equity shares	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	Nil	Nil	Nil
e) Total (a+b+c+d)	Nil	Nil	Nil
Details of acquisition			
a) Shares carrying voting rights acquired	Nil	Nil	Nil
b) VRs acquired otherwise than by equity shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying category) acquired	24,000,000	Nil	9.59%
d) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/ others)	Nil	Nil	Nil
e) Total (a+b+c+/-d)	24,000,000	Nil	9.59%
After the acquisition, holding of acquirer along with PACs of:			
a) Shares carrying voting rights	Nil	Nil	Nil
b) VRs otherwise than by equity shares	Nil	Nil	Nil
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	24,000,000	Nil	9.59%
d) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	Nil	Nil	Nil
e) Total (a+b+c+d)	24,000,000	Nil	9.59%

For Skyline Telemedia Services Ltd.

 Company Secretary

Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer/encumbrance,	Preferential Allotment
Salient features of the securities acquired including time till redemption, ratio at which it can be converted into equity shares, etc.	Allotment of Warrants fully convertible into equal number of Equity Shares at the option of warrant holders within 18 months from the date of Allotment of Warrants i.e. 16th July, 2014
Date of acquisition of/ date of receipt of intimation of allotment of shares / VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	16th July, 2014
Equity share capital / total voting capital of the TC before the said acquisition	170,218,090
Equity share capital/ total voting capital of the TC after the said acquisition	170,218,090
Total diluted share/voting capital of the TC after the said acquisition	250,218,090

For Skyline Telemedia Services Ltd.

 Company Secretary