

NAMRA TRADERS AND DISTRIBUTORS LLP

LLPIN: AAD-4714

Registered office: 405/A Wing, Baldev Jyot, Vinayak Nagar Road, Bhayander (West), Thane - 401101

Email ID: namra.trade@gmail.com

September 18, 2018

To,

The Listing Department,
BSE Limited,
P.J. Towers,
Dalal Street,
Mumbai – 400 001

Sub: Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and takeovers) Regulations, 2011.

Scrip Code Of Smel: 541799

Dear Sir/ Madam,

With reference to the captioned subject matter, please find attached Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and takeovers) Regulations, 2011

Please take it on your record.

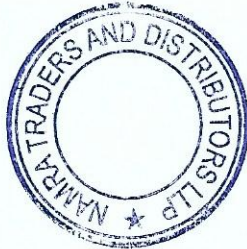
Thanking you,

Yours faithfully,

FOR NAMRA TRADERS AND DISTRIBUTORS LLP

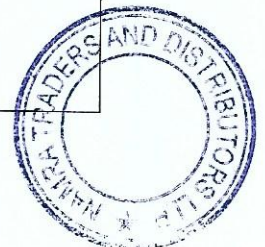
सौ. कविता शाह

**KAVITA SHAH
DESIGNATED PARTNER
DPIN: 02911484**



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

Name of the Target Company (TC)	SUNGOLD MEDIA AND ENTERTAINMENT LIMITED		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	NAMRA TRADERS AND DISTRIBUTORS LLP		
Whether the acquirer belongs to Promoter/Promoter group	NO		
Name(s) of the stock exchange(s) where the shares of the TC are listed	SME PLATFORM OF BOMBAY STOCK EXCHANGE LIMITED		
Details of the acquisition / disposal as follows	Number of shares	% w.r.t. total share /voting capital wherever applicable	% of total diluted share/voting capital of TC (*)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	90000	1.8	--
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	--	--	--
c) Voting rights (VR) otherwise than by shares	--	--	--
d) 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)	--	--	--
e) Total (a+b+c+d)	--	--	--
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold	180000	3.6	--
b) Voting rights (VR) 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	--	--	--
d) Shares encumbered / invoked/released by the acquirer	--	--	--
e) Total (a+b+c+d)	180000	3.6	--



After the acquisition/sale, holding of:			
a) Shares carrying voting rights acquired/sold	270000	5.4	--
b) Shares encumbered with the acquirer	--	--	--
c) 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 TC (specify holding in each category) after acquisition	--	--	--
d) Total (a+b+c+d)	180000	3.6	
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Open Market		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	17.09.2018		
Equity share capital / total voting capital of the TC before the said acquisition / sale	5000000		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	5000000		
Total diluted share/voting capital of the TC after the said acquisition	5000000		

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

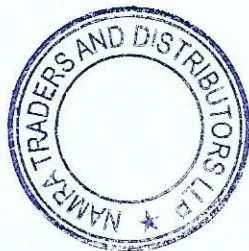
(**) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

Signature of the acquirer / seller / Authorised Signatory

For Namra Traders And Distributors LLP

श्री. कविता शाह

Kavita Shah
Designated Partner
DPIN: 07946745



Place: Mumbai
Date: 17/09/2018