

Format of holding of specified securities

1. Name of Listed Entity: CRAYONS ADVERTISING LIMITED
2. Scrip Code/Name of Scrip/Class of Security
3. Share Holding Pattern Filed under: Reg. 31(1)(a)/Reg. 31(1)(b)/Reg.31(1)(c)
 - a. If under 31(1)(b) then indicate the report for Quarter ending Reg.31(1)(A)
30/05/2023 (Post Issue)
 - b. If under 31(1)(c) then indicate date of allotment/extinguishment
4. **Declaration:** The Listed entity is required to submit the following declaration to the extent of submission of information:-

	Particulars	Yes*	No*
1.	Whether the Listed Entity has issued any partly paid up shares?		No
2.	Whether the Listed Entity has issued any Convertible Securities or Warrants?		No
3.	Whether the Listed Entity has any shares against which depository receipts are issued?		No
4.	Whether the Listed Entity has any shares in locked-in?	Yes	
5.	Whether any shares held by promoters are pledge or otherwise encumbered?		No

** If the Listed Entity selects the option 'No' for the questions above, the columns for the partly paid up shares, Outstanding Convertible Securities/Warrants, depository receipts, locked-in shares, No of shares pledged or otherwise encumbered by promoters, as applicable, shall not be displayed at the time of dissemination on the Stock Exchange website. Also wherever there is 'No' declared by Listed Entity in above table the values will be considered as 'Zero' by default on submission of the format of holding of specified securities.*

5. The tabular format for disclosure of holding of specified securities is as follows:-

Table I - Summary Statement holding of specified securities																		
Category	Category of shareholder	Nos. of share holders	No. of fully paid up equity shares held	No. of Partly paid-up equity shares held	No. of shares underlying Depository Receipts	Total nos. shares held	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities				No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) As a % of (A+B+C2)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialized form
								No of Voting Rights			Total as a % of (A+B+C)			No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	
								Class:Equity	Class:equy	Total								
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)=(IV)+(V)+(VI)	(VIII)	(IX)			(X)	(XI)= (VII)-(X)	(XII)		(XIII)		(XIV)	
(A)	Promoter & Promoter Group	5	17955760	0		17955760	73.50	17955760		17955760.00	73.50	0	73.50	17955760	100.00	0		17955760
(B)	Public	1483	6474240	0		6474240	26.50	6474240		6474240.00	26.50	0	26.50	1874240	28.9451894	0		6474240
(C)	Non Promoter- Non Public					0												
(C1)	Shares underlying DRs	0			0	0		0		0	0.00			0		0		0
(C2)	Shares held by Employee Trusts	0	00	0	0	0	0.00	00		0	0.00	0	0.00	0		0		0
	Total	1488	24430000	0	0	24430000	100.00	24430000	0.00	24430000.00	100.00	0	100.00	19830000	81.17	0	0.00	24430000

Table II - Statement showing shareholding pattern of the Promoter and Promoter Group																			
Category & Name of the Shareholders	Entity type i.e. promoter OR promoter group entity (except promoter)	No. of shares held	No. of fully paid up equity shares held	Partly paid-up equity shares held	Nos. of shares underlying Depository Receipts	Total nos. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) as a % of A+B+C2	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held as dematerialized form		
								No of Voting Rights					Total as a % of Total Voting rights	No. (a)	As a % of total Shares held (b)	No. (a)		As a % of total share s held (b)	
								Class X	Class Y	Total									
1	Indian																		
	Individual/Hindu Undivided Family		5	17955760	0	0	17955760	73.36	17955760	0	17955760	73.36	0	73.36	17955760	100.00	0	0.00	17955760
	VIMI INVESTMENTS AND FINANCE PVT LTD.	Promoter		11340000	0		11340000	46.42	11340000		11340000	46.42	0	46.42	11340000	100.00	0	0.00	11340000
	KUNAL LALANI	Promoter		4390160	0		4390160	17.97	4390160		4390160	17.97	0	17.97	4390160	100.00	0	0.00	4390160
	VIMI LALANI	Promoter		2200800	0		2200800	9.01	2200800		2200800	9.01	0	9.01	2200800	100.00	0	0.00	2200800
	VISHAL LALANI	Promoter Group		24000	0		24000	0.10	24000		24000	0.10	0	0.10	24000	100.00	0	0.00	24000
	TODAR MAL LALANI	Promoter Group		800	0		800	0.00	800		800	0.00	0	0.00	800	100.00	0	0.00	800
(b)	Central Government/State Government(s)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
(c)	Financial Institutions/Banks		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
(d)	Any Other (Specify)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
	Sub Total (A)(1)		5	17955760	0	0	17955760	73.36	17955760	0	17955760	73.36	0	73.36	17955760	100.00	0	0.00	17955760
2	Foreign						0	0.00			0	0.00		0.00		0.00		0.00	
(a)	Individual/Non Resident Individual/Foreign		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
(b)	Government		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
(c)	Institutions		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
(d)	Foreign Portfolio Investor		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
(e)	Any Other (Specify)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
	Sub Total (A)(2)		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0
	Total Shareholding of Promoter and Promoter Group (A+B+C)(3)		5	17955760	0	0	17955760	73.36	17955760	0	17955760	73.36	0	73.36	17955760	100.00	0	0.00	17955760

Table III - Statement showing shareholding pattern of the Public shareholder																					
Sl. No.	Category & Name of the Shareholders	Nos. of shares held	No. of fully paid up equity shares held	Partly paid-up equity shares held	Nos. of shares underlying Depository Receipts	Total nos. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Total shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialized form		Sub-categorization of shares (D)		
								No. of Voting Rights					No. (A)	As a % of total Shares held (B)	No. (Not applicable) (A)	As a % of total shares held (Not applicable) (A)	Sub category (i)	Sub category (ii)	Sub category (iii)		
								Class X	Class Y	Total											
1	Institutions Domestic																				
(a)	Mutual Fund	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(b)	Venture Capital Funds	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(c)	Alternative Investment Funds	0	216000	0	0	216000	0.88	216000	0	216000	0.88	0	0.00	0	0.00	0	0.00	216000	0	0	
(d)	Banks	1	80000	0	0	80000	0.33	80000	0	80000	0.33	0	0.00	0	0.00	0	0.00	80000	0	0	
(e)	Insurance Companies	1	8000	0	0	8000	0.03	8000	0	8000	0.03	0	0.00	0	0.00	0	0.00	8000	0	0	
(f)	Pension Fund/Pension Fund	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(g)	Asset Reconstruction	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(h)	Securities Wealth Fund	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(i)	MFPCs Registered with SEBI	1	88800	0	0	88800	0.40	88800	0	88800	0.40	0	0.00	0	0.00	0	0.00	88800	0	0	
(j)	Other Financial Institutions	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(k)	Any Other Specific	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
2	Institution Foreign	7	418000	0	0	418000	1.71	418000	0	418000	1.71	0	0.00	0	0.00	0	0.00	418000	0	0	
(a)	Foreign Direct Investment	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(b)	Foreign Venture Capital	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(c)	Foreign Portfolio Investors	7	1866000	0	0	1866000	7.64	1866000	0	1866000	7.64	0	0.00	0	0.00	0	0.00	1866000	0	0	
(d)	Foreign Portfolio Investors Category 1	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(e)	GLOBAL INFRASTRUCTURE FUND - GIC	0	862000	0	0	862000	3.50	862000	0	862000	3.50	0	0.00	0	0.00	0	0.00	862000	0	0	
(f)	AGRIUM INVESTMENT FUND PCC	0	302000	0	0	302000	1.24	302000	0	302000	1.24	0	0.00	0	0.00	0	0.00	302000	0	0	
(g)	GLOBAL CAPITAL FUND PCC	0	302000	0	0	302000	1.24	302000	0	302000	1.24	0	0.00	0	0.00	0	0.00	302000	0	0	
(h)	GLOBAL CAPITAL FUND PCC	0	302000	0	0	302000	1.24	302000	0	302000	1.24	0	0.00	0	0.00	0	0.00	302000	0	0	
(i)	GLOBAL INVESTMENT FUND	0	302000	0	0	302000	1.24	302000	0	302000	1.24	0	0.00	0	0.00	0	0.00	302000	0	0	
(j)	Foreign Portfolio Investors Category 2	0	1866000	0	0	1866000	7.64	1866000	0	1866000	7.64	0	0.00	0	0.00	0	0.00	1866000	0	0	
(k)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(l)	Any Other (Specify)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
3	Sub Total (D2)	12	2064000	0	0	2064000	8.45	2064000	0	2064000	8.45	0	0.00	1676000	81.30	0	0.00	2064000	0	0	0
4	Central Government/State Government	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(a)	Central Government/President of India	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(b)	State Government/Governor	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(c)	State Government/Governor	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(d)	Sub Total (D3)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
5	Non-Institution	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(a)	Associate companies /	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(b)	Directors and their relatives (excluding independent directors and nominees)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(c)	Any Shareholder/Depositor	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(d)	Relatives of promoters (other than "immediate relatives" of promoters disclosed under Promoter and Promoter Group/Caterpillar)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(e)	Trusts where any person belonging to "Promoter and Promoter Group" category is Trustee, Beneficiary, or	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(f)	Investor Education and Protection Fund (IEPF)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(g)	Individual Shareholders holding Nominal Share Capital Up to 2	1209	2718240	0	0	2718240	11.13	2718240	0	2718240	11.13	0	0.00	32340	0.00	0	0.00	2718240	0	0	
(h)	Individual Shareholders holding Nominal Share Capital in excess of 2 Lakhs	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(i)	Non Resident Indians (NRIs)	0	86000	0	0	86000	0.35	86000	0	86000	0.35	0	0.00	0	0.00	0	0.00	86000	0	0	
(j)	Foreign Nationals	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(k)	Foreign Companies	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(l)	Banks	0	880000	0	0	880000	3.62	880000	0	880000	3.62	0	0.00	166000	0.00	0	0.00	880000	0	0	
(m)	US GOVERNMENT SECURITIES	0	310000	0	0	310000	1.31	310000	0	310000	1.31	0	0.00	0	0.00	0	0.00	310000	0	0	
(n)	Any Other (Specify)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(o)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(p)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(q)	Resident Indian Ref.	187	228000	0	0	228000	0.93	228000	0	228000	0.93	0	0.00	0	0.00	0	0.00	228000	0	0	
(r)	Trusts	1	16000	0	0	16000	0.07	16000	0	16000	0.07	0	0.00	0	0.00	0	0.00	16000	0	0	
(s)	Firms	1	2000	0	0	2000	0.01	2000	0	2000	0.01	0	0.00	0	0.00	0	0.00	2000	0	0	
(t)	Foreign Nationals	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(u)	Foreign Companies	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(v)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(w)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(x)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(y)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(z)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(aa)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ab)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ac)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ad)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ae)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(af)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ag)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ah)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ai)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(aj)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(ak)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(al)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	
(am)	Overseas Depositories (Holding Sub-Denominated Asset)	0	0	0	0	0	0.00	0	0	0											

Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder																			
	Category & Name of the Shareholders	No. of shareholder	No. of fully paid up equity shares held	Partly paid up equity shares held	Nos. of shares underlying Depository Receipts	Total no. shares held	Shareholding % calculated as per SCRR, 1957 As a % of (A+B+C2)	Number of Voting Rights held in each class of securities			No. of Shares Underlying Outstanding convertible securities (including Warrants)	Total shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital)	Number of Locked in shares		Number of Shares pledged or otherwise encumbered		Number of equity shares held in dematerialized form (Not Applicable)		
								No of Voting Rights					Total as a % of Total Voting rights	No.	As a % of total Shar es held	No. (Not applicable)		As a % of total share s held (Not applic. able)	
								Class X	Class Y	Total									
C1	Custodian/DR Holder	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0		
C2	Employees Benefit Trust (Under SEBI (Share Based Employee Benefit Regulation 2014)	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0		
	Total Non Promoter Non Public Shareholding (C)= (C)(1)+(C)(2)	0	0	0	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0		

Table V - Statement Showing Details of Significant beneficial Owners (SBOs)

Sr .No.	Details of the SBO		Details of the Registered Owner		Details of Holding/ exercise of right of the SBO in the reporting company, Whether direct or Indirect			Date of creation / acquisition of significant beneficial interest
	(I)		(II)		(III)			(IV)
	Name	Nationality	Name	Nationality	Whether by Virtue of :			
					Shares	NA	%	NA
	NA	NA	NA	NA	Voting Rights	NA	%	
					Rights of distributable dividend or any other distribution	NA	%	
					Exercise of control	NA		
					Exercise of significant influence	NA		

* In case the nature of the holding/ exercise of the right of a SBO falls under multiple categories specified under (a) to (e) under Column III, multiple rows for the same SBO shall be inserted
.....accordingly for each of the categories.

* This column shall have the details as specified by the listed entity under Form No. BEN-2 as submitted to the Registrar.

Annexure B

Table VI - Statement showing foreign ownership limits

	Board approved limits	Limits utilized
As on shareholding date		
As on the end of previous 1st quarter	NA	NA
As on the end of previous 2nd quarter	NA	NA
As on the end of previous 3rd quarter	NA	NA
As on the end of previous 4th quarter	NA	NA