

Shareholding Pattern under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

1. Name of Listed Entity: SIMCA ADVERTISING LIMITED
2. Scrip Code/Name of Scrip/Class of Security: SIMCA / EQUITY
3. Share Holding Pattern Filed under: Reg. 31(1)(a)
 - a. if under 31(1)(b) then indicate the report for quarter ending :
 - b. if under 31(1)(c) then indicate date of allotment/extinguishment :

POST ISSUE
13.05.2026

4. Declaration : The Listed entity is required to submit the following declaration to the extent of submission of information:

	Particulars	YES*	NO*
a	Whether the Listed Entity has issued any partly paid up shares?		NO*
b	Whether the Listed Entity has issued any Convertible Securities ?		NO*
c	Whether the Listed Entity has issued any Warrants ?		NO*
d	Whether Listed Entity has granted any ESOPs, which are outstanding?		NO*
e	Whether the Listed Entity has any shares against which depository receipts are issued?		NO*
f	Whether the Listed Entity has any shares in locked-in?	YES*	
g	Whether any shares held by promoters are encumbered under "Pledged"?		NO*
h	Whether any shares held by promoters are encumbered under "Non-Disposal Undertaking"?		NO*
i	Whether any shares held by promoters are encumbered, other than by way of Pledge or NDU, if any?		NO*
j	Whether company has equity shares with differential voting rights?		NO*
k	Whether the listed entity has any significant beneficial owner?		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:

Introductory sub-table (I)(a) -	
Name of the Company:	SIMCA ADVERTISING LIMITED
Scrip Code, Name of the scrip, class of security :	EQUITY
As on :	13.05.2026

POST ISSUE

Table I - Summary Statement showing holding of specified securities of the listed entity

Category	Category of shareholder	Nos. of shareholders	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	No. of Shares Underlying Outstanding Warrants	No. of Underlying Outstanding ESOP Granted	No. of Shares Underlying Outstanding convertible securities, No of Warrants and ESOP etc.	Total No of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.)	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		Non-Disposal Undertaking		Other encumbrances, if any		Total Number of Shares encumbered		Number of equity shares held in dematerialized form	Sub-categorization of shares				
								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)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)		As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	Shareholding (No. of shares) under (XIX)	
								Class: Equity Shares	Class: NIL	Total																						
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)= (IV)+(V)+(VI)	(VIII)	(IX)			(XA)	(XB)	(XC)	(X)= (XA+XB+XC)	(XI)= (VII)+(X)	(XII)= (VII)+(X)	(XIII)	(XIV)		(XV)		(XVI)		(XVII) = (XIV)+(XV)+(XVI)		(XVIII)	Sub-category (i)	Sub-category (ii)	Sub-category (iii)			
(A)	Promoter & Promoter Group	4	8799472	0	0	8799472	73.50	8799472		0	8799472	73.50	0	0	0	0	8799472	73.50	8799472	100.00	0	0.00	0	0.00	0	0.00	0	0.00	8799472	NA	NA	NA
(B)	Public	1506	3172128	0	0	3172128	26.50	3172128		0	3172128	26.50	0	0	0	0	3172128	26.50	439728	13.86	NA	NA	NA	NA	NA	3172128	0	0	0	0	0	
(C)	Non Promoter- Non Public		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	NA	NA	NA	NA		
(C1)	Shares underlying DRs		0	0	0	0	NA	0	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	NA	NA	NA	NA		
(C2)	Shares held by Employee Trusts		0	0	0	0	0.00	0	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	NA	NA	NA	NA		
	Total	1510	11971600	0	0	11971600	100.00	11971600		0	11971600	100.00	0	0	0	0	11971600	100.00	9239200	77.18	0	0.00	0	0.00	0	0.00	0	0.00	11971600	0	0	0

Table II - Statement showing holding of specified securities by the Promoter and Promoter Group

Category & Name of the Shareholders	Entity type Promoter or Promoter group would exclude promoters	Nos. of shareholders	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	No. of Shares Underlying Outstanding Warrants	No. of Underlying ESOP Granted	No. of Shares Underlying Outstanding convertible securities, No of Warrants and ESOP etc.	Total No of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.)	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		Non-Disposal Undertaking		Other encumbrances, if any		Total Number of Shares encumbered		Number of equity shares held in dematerialized form	Sub-categorization of shares																																																																																																																																																																																																																																																																		
								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 Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)		As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	

Table III - Statement showing holding of specified securities by the Public shareholders

Category & Name of the Shareholders		Nos. of shareholders	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	No. of Shares Underlying Outstanding Warrants	No. of Underlying Outstanding ESOP Granted	No. of Shares Underlying Outstanding convertible securities, No of Warrants and ESOP etc.	Total No of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.)	Total 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		Non-Disposal Undertaking		Other encumbrances, if any		Total Number of Shares encumbered		Number of equity shares held in dematerialized form	Sub-categorization of shares				
								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 Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)		As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	Shareholding (No. of shares) under XIX	
								Class: Equity Shares	Class: NIL	Total																						Sub-category (i)
(I)		(III)	(IV)	(V)	(VI)	(VII)= (IV)+(V)+(VI)	(VIII)	(IX)			(XA)	(XB)	(XC)	(XD)= (XA+XB+XC)	(XI)= (VII)+(X)	(XII)= (VII)+(X)	(XIII)	(XIV)		(XV)		(XVI)		(XVII)= (XIV)+(XV)+(XVI)		(XVIII)	Sub-category (i)	Sub-category (ii)	Sub-category (iii)			
(1) Institutions (Domestic)																																
(a) Mutual Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	NA	0	0	0	0	0	0		
(b) Venture Capital Funds		1	3000	0	0	3000	0.03	3000	0	3000	0.03	0	0	0	0	3000	0.03	0	0.00	NA	NA	NA	NA	NA	3000	0	0	0	0	0	0	
(c) Alternate Investment Funds		23	198600	0	0	198600	1.66	198600	0	198600	1.66	0	0	0	0	198600	1.66	0	0.00	NA	NA	NA	NA	NA	198600	0	0	0	0	0	0	
(d) Banks		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	
(e) Insurance Companies		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	
(f) Provident / Pension Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	
(g) Asset reconstruction companies		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	
(h) Sovereign Wealth Funds		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	
(i) NBFCs registered with RBI		8	390600	0	0	390600	3.26	390600	0	390600	3.26	0	0	0	0	390600	3.26	219600	56.22	NA	NA	NA	NA	NA	390600	0	0	0	0	0	0	0
Urd Securities Pvt Ltd			135600	0	0	135600	1.13	135600	0	135600	1.13	0	0	0	0	135600	1.13	109800	80.97	NA	NA	NA	NA	NA	135600	0	0	0	0	0	0	0
Rajasthan Global Securities Private Limited			135000	0	0	135000	1.13	135000	0	135000	1.13	0	0	0	0	135000	1.13	109800	81.33	NA	NA	NA	NA	NA	135000	0	0	0	0	0	0	0
(j) Other Financial Institutions		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	
(k) Any Other (specify)		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	0
		0	0	0	0	0	0.00	0	0	0	0.00	0	0	0	0	0	0.00	0	0.00	NA	NA	NA	NA	NA	0	0	0	0	0	0	0	0
Sub-Total (B)(1)		32	592200	0	0	592200	4.95	592200	0	592200	4.95	0	0	0	0	592200	4.95	219600	37.08	NA	NA	NA	NA	NA	592200	0	0	0	0	0	0	0

[illegible]

[illegible]

Table IV - Statement showing holding of specified securities by the Non Promoter- Non Public shareholders

[illegible]

Table V - Statement showing details of Significant Beneficial Owners (SBOs)

Sr. No	Details of the SBO (I)			Details of the registered owner (II)			Details of holding/ exercise of right of the SBO in the reporting company, whether direct or indirect*: (III)					Date of creation / acquisition significant beneficial interest (IX)
	Name	PAN/ Passport No. in case of a foreign national§	Nationality	Name	PAN/ Passport No. in case of a foreign national	Nationality	Whereby by virtue of:					
							Shares (a)	Voting Rights (%) (b)	Rights on distributable dividend or any other distribution (%) (c)	Exercise of control (d)	Exercise of significant influence (e)	
N A												
Note:												
* 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.												
§ PAN/ Passport number not to be disclosed on the website of the Stock Exchange(s).												

Table VI - Statement showing foreign ownership limits

		Board approved limits (%)	Limits utilized (%)
1	As on shareholding date	10	2.82
2	As on the end of previous 1st quarter	NA	NA
3	As on the end of previous 2nd quarter	NA	NA
4	As on the end of previous 3rd quarter	NA	NA
5	As on the end of previous 4th quarter	NA	NA