

**BAG****B.A.G. Films and Media Limited**

"CIN: L74899DL1993PLC051841"

FC-23, Sector 16A, Film City,

Noida 201 301

Tel.: 0120 4602424 | Fax : 0120 3911401

Mail : info@bagnetwork.in

www.bagnetwork24.in

BAG/STX/letters/2021-22/AM/1083  
April 12, 2021

To,  
The Listing Compliance Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Plot No. C/1, G  
Block, Bandra-Kurla Complex,  
Bandra (E), Mumbai-400 051  
Email: [takeover@nse.co.in](mailto:takeover@nse.co.in)

To,  
The Listing Department  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400 001  
Email: [corp.relations@bseindia.com](mailto:corp.relations@bseindia.com)

**NSE-SYMBOL: BAGFILMS****BSE-Scrip Code: 532507**

**Sub: Disclosure under Regulation 30(2) of the SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Dear Sir/Madam,

Please find enclosed the yearly disclosure under regulation 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 from Promoters/Promoter Group of Company for the year ended on 31<sup>st</sup> March, 2021 for your kind perusal and Record.

Should you require any further information on the above subject, please do let us know.

Thanking you,

Yours sincerely,

For **B.A.G. Films and Media Limited**

RAJEEV  
PARASHAR

Digitally signed by  
RAJEEV PARASHAR  
Date: 2021.04.12  
16:29:36 +05'30'

**(Rajeev Parashar)**  
**Company Secretary &**  
**Compliance Officer**



Encl: a/a



**Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A-Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                      |                                                          |                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                   | B.A.G. FILMS AND MEDIA LIMITED                                       |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                            | National Stock Exchange of India Limited (NSE) and BSE Limited (BSE) |                                                          |                                                   |
| 3. Particulars of the shareholder(s) :<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.<br><br>or<br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | ANURADHA PRASAD SHUKLA                                               |                                                          |                                                   |
| 4. Particulars of the shareholding of person(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                               | Number of shares                                                     | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31, 2021, holding of:<br><br>a) Shares<br>b) Voting Rights (otherwise than by shares)<br>c) Warrants,<br>d) Convertible Securities<br>e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                 | 23,049,190                                                           | 11.65                                                    | 11.65                                             |
| Total                                                                                                                                                                                                                                                                                                                                                                                                                                | 23,049,190                                                           | 11.65                                                    | 11.65                                             |

**Part-B\*\*****Name of the Target Company:**

B.A.G. Films and Media Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| Anuradha Prasad Shukla                                                    | Promoter                                               |                            |

**Anuradha Prasad Shukla**

Place: Noida

Date: 08.04.2021

**Note**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.

(\*\*)Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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**Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A-Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                      |                                                          |                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                   | B.A.G. FILMS AND MEDIA LIMITED                                       |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                            | National Stock Exchange of India Limited (NSE) and BSE Limited (BSE) |                                                          |                                                   |
| 3. Particulars of the shareholder(s) :<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.<br><br>or<br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | SUDHIR SHUKLA                                                        |                                                          |                                                   |
| 4. Particulars of the shareholding of person(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                               | Number of shares                                                     | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31, 2021, holding of:<br><br>a) Shares<br>b) Voting Rights (otherwise than by shares)<br>c) Warrants,<br>d) Convertible Securities<br>e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                 | 26,700                                                               | 0.01                                                     | 0.01                                              |
| Total                                                                                                                                                                                                                                                                                                                                                                                                                                | 26,700                                                               | 0.01                                                     | 0.01                                              |

**Part-B\*\*****Name of the Target Company:**

B.A.G. Films and Media Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| Sudhir Shukla                                                             | Promoter                                               |                            |

**Sudhir Shukla**

Place: New Delhi

Date: 08.04.2021

**Note**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

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(\*\*)Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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**Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A-Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                      |                                                          |                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                   | B.A.G. FILMS AND MEDIA LIMITED                                       |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                            | National Stock Exchange of India Limited (NSE) and BSE Limited (BSE) |                                                          |                                                   |
| 3. Particulars of the shareholder(s) :<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.<br><br>or<br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | JYOTI SHUKLA                                                         |                                                          |                                                   |
| 4. Particulars of the shareholding of person(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                               | Number of shares                                                     | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31, 2021, holding of:<br>a) Shares<br>b) Voting Rights (otherwise than by shares)<br>c) Warrants,<br>d) Convertible Securities<br>e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                     | 1,900                                                                | 00.001                                                   | 00.001                                            |
| Total                                                                                                                                                                                                                                                                                                                                                                                                                                | 1,900                                                                | 00.001                                                   | 00.001                                            |

**Part-B\*\*****Name of the Target Company:**

B.A.G. Films and Media Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| Jyoti Shukla                                                              | Promoter                                               |                            |

*Jyoti Shukla***Jyoti Shukla**

Place: New Delhi

Date: 08.04.2021

**Note**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.

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**Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A-Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                      |                                                          |                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                   | B.A.G. FILMS AND MEDIA LIMITED                                       |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                            | National Stock Exchange of India Limited (NSE) and BSE Limited (BSE) |                                                          |                                                   |
| 3. Particulars of the shareholder(s) :<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.<br><br>or<br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | ARVR COMMUNICATIONS PRIVATE LIMITED                                  |                                                          |                                                   |
| 4. Particulars of the shareholding of person(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                               | Number of shares                                                     | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31, 2021, holding of:<br><br>a) Shares<br>b) Voting Rights (otherwise than by shares)<br>c) Warrants,<br>d) Convertible Securities<br>e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                 | 38,194,868                                                           | 19.30                                                    | 19.30                                             |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>38,194,868</b>                                                    | <b>19.30</b>                                             | <b>19.30</b>                                      |

**Part-B\*\*****Name of the Target Company:**

B.A.G. Films and Media Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| ARVR COMMUNICATIONS PRIVATE LIMITED                                       | Promoter                                               |                            |

For ARVR Communications Private Limited

**Anuradha Prasad Shukla**

Signature of the Authorized Signatory:

Place: New Delhi

Date: 08.04.2021

**Note**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.

(\*\*)Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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**Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A-Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                      |                                                          |                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                   | B.A.G. FILMS AND MEDIA LIMITED                                       |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                            | National Stock Exchange of India Limited (NSE) and BSE Limited (BSE) |                                                          |                                                   |
| 3. Particulars of the shareholder(s) :<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.<br><br>or<br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | SKYLINE TELE MEDIA SERVICES LIMITED                                  |                                                          |                                                   |
| 4. Particulars of the shareholding of person(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                               | Number of shares                                                     | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31, 2021, holding of:<br><br>a) Shares<br>b) Voting Rights (otherwise than by shares)<br>c) Warrants,<br>d) Convertible Securities<br>e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                 | 2,72,25,524                                                          | 13.76                                                    | 13.76                                             |
| Total                                                                                                                                                                                                                                                                                                                                                                                                                                | 2,72,25,524                                                          | 13.76                                                    | 13.76                                             |

**Part-B\*\*****Name of the Target Company:**

B.A.G. Films and Media Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| Skyline Tele Media Services Limited                                       | Promoter Group                                         |                            |

For Skyline Tele Media Service Ltd.

  
Authorised Signatory**Vinay Kumar Srivastava**

Signature of the Authorized Signatory:

Place: Noida

Date: 08.04.2021

**Note**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.

(\*\*)Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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**Disclosures under Regulation 30(1) and 30(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

**Part-A-Details of Shareholding**

|                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                      |                                                          |                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------|
| 1. Name of the Target Company (TC)                                                                                                                                                                                                                                                                                                                                                                                                   | B.A.G. FILMS AND MEDIA LIMITED                                       |                                                          |                                                   |
| 2. Name(s) of the stock exchange(s) where the shares of the TC are listed                                                                                                                                                                                                                                                                                                                                                            | National Stock Exchange of India Limited (NSE) and BSE Limited (BSE) |                                                          |                                                   |
| 3. Particulars of the shareholder(s) :<br>a. Name of person(s) together with Persons Acting in Concert (PAC) whose total holding (including that in the form of shares, warrants, convertible securities and any other instrument that would entitle the holder to receive shares in the TC) is more than 25% of the voting rights of the TC.<br><br>or<br>b. Name(s) of promoter(s), member of the promoter group and PAC with him. | B.A.G. LIVE ENTERTAINMENT LIMITED                                    |                                                          |                                                   |
| 4. Particulars of the shareholding of person(s) mentioned at (3) above                                                                                                                                                                                                                                                                                                                                                               | Number of shares                                                     | % w.r.t. total share /voting capital wherever applicable | % of total diluted share/voting capital of TC (*) |
| As of March 31, 2021, holding of:<br><br>a) Shares<br>b) Voting Rights (otherwise than by shares)<br>c) Warrants,<br>d) Convertible Securities<br>e) Any other instrument that would entitle the holder to receive shares in the TC.                                                                                                                                                                                                 | 42,50,000                                                            | 2.15                                                     | 2.15                                              |
| <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>42,50,000</b>                                                     | <b>2.15</b>                                              | <b>2.15</b>                                       |

**Part-B\*\***

**Name of the Target Company:**

B.A.G. Films and Media Limited

| Name(s) of the person and Persons Acting in Concert (PAC) with the person | Whether the person belongs to Promoter/ Promoter group | PAN of the person and PACs |
|---------------------------------------------------------------------------|--------------------------------------------------------|----------------------------|
| B.A.G. Live Entertainment Limited                                         | Promoter Group                                         |                            |

**For B.A.G. Live Entertainment Limited**

  
**Niyaz A Khan** **Authorized Signatory**

Signature of the Authorized Signatory:

Place: Noida

Date: 08.04.2021

**Note**

1. In case of promoter(s) making disclosure under regulation 30(2), no additional disclosure under regulation 30(1) is required.

(\*) 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.

(\*\*)Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.

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