



Sambhaav Media Limited

"Sambhaav House", Opp. Judges' Bungalows,
Premchandnagar Road, Satellite, Ahmedabad-380015
Tel : +91-79 26873914/15/16/17, Fax : +91-79 26873922
Email : info@sambhaav.com Website : www.sambhaavnews.com
CIN : L67120GJ1990PLC014094

SML/Cs/2017/16
Date: February 27, 2017

To,
The Department of Corporate Services
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai - 400 001

To,
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051

Scrip Code: 511630

Scrip Symbol: SAMBHAAV

Dear Sir,

Sub: Investor Release upon declaration of FM Radio Channel e-auction results

**Ref: Regulation 30 read with Schedule III of the Securities and Exchange Board of India
(Listing Obligations and Disclosure Requirements) Regulations, 2015**

This is to submit that the Ministry of Information and Broadcasting (MIB) has today declared results of e-auction of Second Batch of Private FM Radio Phase - III Channels.

The Company has won FM Radio Channels for 13 various cities of Gujarat and Jammu & Kashmir. In this connection an Investor Release is enclosed herewith for the information of the exchanges.

Kindly take the enclosed investor release on your record and disseminate promptly.

Thanking you,
Yours faithfully,
For, Sambhaav Media Limited


Palak Asawa
Company Secretary



Encl: a/a



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Investor Release

For Immediate Release

Sambhaav Media Limited Wins FM Radio Channels for 13 Various Cities of Gujarat and Jammu & Kashmir

Ahmedabad, February 27, 2017: Sambhaav Media Limited (SML) has today won FM Radio Channels for 13 Cities, through E-auction undertaken by the Ministry of Information and Broadcasting (MIB) for Second Batch of Private FM Radio Phase – III Channels. The cities include **Bhavnagar, Jamnagar, Bharuch, Godhara, Mehsana, Veraval, Porbandar, Junagadh of Gujarat and Poonch, Leh, Baderwah, Kargil, and Kathua of Jammu & Kashmir.** The detailed information of various frequencies and E-auction is available at the website of MIB at www.mib.nic.in

Commenting on this development, **Mr. Kiran B Vadodaria, CMD** of Sambhaav Media Limited said:

"This achievement is in line with longterm business strategy of the Company to transform into electronic and digital media that offers a promising future. With this the Company expands operations geographically in Northern India too. We believe FM Radio Business will create value for the stakeholders in the long run. Since inception SML is known for its convention to introduce unique business structures: be it in-transit channel, vehicle tracking system, public information system, afternoon tabloid, and now FM Radio Channels. FM Radio Channels are catalysing the Indian Consumption Story in rural and semi urban areas. The Company is well poised for the growth and is committed to grab opportunities appearing from the digitization of media and communication industry while keeping the core moral values and vision of the founder intact. I wish to congratulate the stakeholders on this success and am grateful for their confidence in the Company."

About Sambhaav Media Limited

Incorporated in the year 1990, SML has been promoted by Vadodaria Family. Late Bhupatbhai Vadodaria – a prominent writer, journalist and renowned literaturist paved the way of the Sambhaav Group with a vision to encourage unbiased media. Headquartered at Ahmedabad presently SML is into the business of printing and publication of newspaper, magazine, marketing of News TV channel, Transit TV, vehicle tracking system, public information system, advertisements and communication. The Company has emerged as a 360 degree advertisement solution provider with basket of media products.

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NEWS

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Safe harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.

For more Information please contact:

Sambhaav Media Limited

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Mr. Kalpesh Pandya

Chief Finance Officer

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