

MAX VENTURES INVESTMENT HOLDINGS PRIVATE LIMITED

Registered Office: Max House, 1, Dr. Jha Marg, Okhla, New Delhi – 110 020

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CIN: U74899DL1988PTC030778

Email Id: secretarial@maxventures.co.in

September 07, 2023

To

Listing Department

BSE Limited

Phiroze Jeejeebhoy Towers

Dalal Street

Mumbai – 400021

Listing Department

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,

Bandra (East)

Mumbai – 400051

Sub. Disclosure under Regulation 31 (2) SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 (“Regulations”)

Dear Sir/Madam,

This is to inform you that, pursuant to the introduction of System Driven Disclosures (SDD), the Company (Promoter) is no longer required to make disclosure under Regulation 31 (1) and (2) of the Regulations w.r.t. any Pledge/Release done by the Company.

However, as on 7th September, 2023, total pledge level of Max Financial Services Limited (Target Company) has been reduced to 3.67% of the total paid up capital of the Target Company. Further, the Pledge level of the Promoters has been reduced to 57.25% of its total holding in the Target Company which has not been reflected in the Stock Exchange (BSE SDD Disclosure).

In view of the above, please find enclosed disclosure w.r.t. Pledge/release of pledge of shares in last few transactions in terms of Regulation 7(2) read with Regulation 6(2) of SEBI (Prohibition of Insider Trading) Regulations, 2015 (“Regulations”)

You are requested to take note of the above.

Thanking you,

Yours faithfully,

For **Max Ventures Investment Holdings Pvt. Ltd.**



Arvind Aggarwal
(Director)

Encl. as above



Disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares/invocation of encumbrance/release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011												
Name of the Target Company (TC)			Max Financial Services Ltd.									
Names of the Stock Exchanges where the shares of the target company are listed			BSE Ltd. & National Stock Exchange of India Ltd.									
Date of reporting			September 07, 2023									
Name of the promoter or PAC on whose shares encumbrance has been created/ released/invoked			Max Ventures Investment Holdings Private Limited									
Details of the creation of encumbrances												
Name of the promoter(s) or PACs with him (*)	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Type of event (creation/invocation/release/invoked)	Date of creation/invocation/release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal Undertakings/others)	Reasons for encumbrance**	Number	% of share capital	Name of the entity in whose favour shares encumbered***	Post event holding of encumbered shares [creation (2)+(3)] / release % of total share capital
	Number	% of total Share Capital	Number	% of total Share Capital								
Max Ventures Investment Holdings Pvt. Ltd	#22095923	6.40%	21876313	6.34%	Release	25-08-23	Release of Pledge on Shares	In terms of Loan Agreement	200000	0.06%	Aditya Finance Limited	21,676,313 6.28%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	21,676,313	6.28%	Release	28-08-23	Release of Pledge on Shares	In terms of Loan Agreement	3460985	1.00%	JM Financial Credit Solutions Limited	18,215,328 5.28%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	18,215,328	5.28%	Release	28-08-23	Release of Pledge on Shares	In terms of Loan Agreement	335678	0.10%	JM Products Limited	17,879,650 5.18%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	17,879,650	5.18%	Release	28-08-23	Release of Pledge on Shares	In terms of Loan Agreement	510000	0.15%	Rajasthan Global	17,369,650 5.03%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	17,369,650	5.03%	Release	29-08-23	Release of Pledge on Shares	In terms of Loan Agreement	145000	0.04%	HSBC Investdirect Financial Services Limited	17,224,650 4.99%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	17,224,650	4.99%	Release	30-08-23	Release of Pledge on Shares	In terms of Loan Agreement	257000	0.07%	Hero Fincorp Limited	16,967,650 4.92%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	16,967,650	4.92%	Release	30-08-23	Release of Pledge on Shares	In terms of Loan Agreement	85000	0.02%	STCI Finance Ltd.	16,882,650 4.89%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	16,882,650	4.89%	Release	30-08-23	Release of Pledge on Shares	In terms of Loan Agreement	505250	0.15%	PP Suppliers and Agencies Pvt Ltd	16,377,400 4.75%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	16,377,400	4.75%	Release	31-08-23	Release of Pledge on Shares	In terms of Loan Agreement	437593	0.13%	LRSID Securities (P) Ltd.	15,939,807 4.62%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,939,807	4.62%	Release	31-08-23	Release of Pledge on Shares	In terms of Loan Agreement	102500	0.03%	NM Finance and Consultancy Limited	15,837,307 4.59%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,837,307	4.59%	Release	31-08-23	Release of Pledge on Shares	In terms of Loan Agreement	16500	0.00%	PP Suppliers and Agencies Pvt Ltd	15,820,807 4.58%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,820,807	4.58%	Release	01-09-23	Release of Pledge on Shares	In terms of Loan Agreement	70000	0.02%	Badjate Stock Broking	15,750,807 4.56%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,750,807	4.56%	Release	01-09-23	Release of Pledge on Shares	In terms of Loan Agreement	369182	0.11%	JM Financial Credit Solutions Limited	15,381,625 4.46%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,381,625	4.46%	Release	01-09-23	Release of Pledge on Shares	In terms of Loan Agreement	16427	0.00%	JM Products Limited	15,365,198 4.45%

Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,365,198	4.45%	Release	05-09-23	Release of Pledge on Shares	In terms of Loan Agreement	50000	0.01%	KLJ Limited	Resources	15,315,198	4.44%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,315,198	4.44%	Release	05-09-23	Release of Pledge on Shares	In terms of Loan Agreement	260000	0.08%	Visra (ITCL) Limited	India	15,055,198	4.36%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	15,055,198	4.36%	Release	07-09-23	Release of Pledge on Shares	In terms of Loan Agreement	290000	0.08%	Aditya Birla Finance Limited	Birla	14,765,198	4.28%
Max Ventures Investment Holdings Pvt. Ltd	22095923	6.40%	14,765,198	4.28%	Release	07-09-23	Release of Pledge on Shares	In terms of Loan Agreement	2115000	0.61%	Visra (ITCL) Limited	India	12,650,198	3.67%
Mr. Anajit Singh	110000	0.03%	Nil	Nil	-	-	-	-	-	-	-	-	-	-
Mrs. Neelu Anajit Singh	100000	0.03%	Nil	Nil	-	-	-	-	-	-	-	-	-	-
Ms. Piya Singh	110333	0.03%	Nil	Nil	-	-	-	-	-	-	-	-	-	-
Mrs. Tara Singh Vachani	100000	0.03%	Nil	Nil	-	-	-	-	-	-	-	-	-	-

For MAX VENTURES INVESTMENT HOLDINGS PRIVATE LIMITED

ARVIND AGGARWAL
DIRECTOR

Place: Noida

Date: September 07, 2023

Note

The Company has disposed off 1,25,00,000 shares in the Target Company on 24th August, 2023, which resulted in reduction of No of shares held and % of holding.

* The names of all the Promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

** loans taken by the company, personal borrowing, third party pledge, etc.

*** include name of both the lender and the trustee who may hold shares directly or on behalf of the lender.