

ADVENTURE MARKETING PRIVATE LIMITED

Regd. Off.: 403, Prabhat Kiran, 17 Rajendra Place, New Delhi - 110 008

Aug 15, 2011

Bombay Stock Exchange Limited
P J Towers, Dalal Street
Mumbai - 400 001

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

Sub: Disclosure under Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir,

Please find enclosed herewith the details in the prescribed format in term of Regulations 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in respect of Release / Pledge on the Equity Shares of Network18 Media & Investments Limited.

After the transaction, out of total holding of 8,278,180 (5.64% of the total paid up capital) equity shares in Network18 Media & Investments Limited 6,641,000 (4.53% of the total paid up capital) equity shares of Network18 Media & Investments Limited have been pledged.

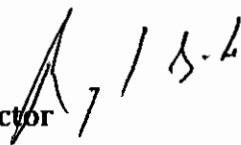
You are requested to take the above information on record.

Thanking you,

Yours faithfully,

For **Adventure Marketing Private Limited**

Director



Format for 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)		Network18 Media & Investments Limited							
Name of the Promoter(s) on whose share encumbrance was credited /invoked/released (tick the relevant one)		Adventure Marketing Private Limited							
Date of Reporting		August 23, 2012							
Names of the Stock Exchanges where the shares of the target company are listed		National Stock Exchange and Bombay Stock Exchange							
Details of the promoters' holding: (the term "event" indicates creation /invocation/release of encumbrance, as the case may be)		70,790,089 (48.30%) Please refer to enclosed details of Promoters'/Promoter Group Shareholding							
Promoter(s) or PACs with him	Pre-event Holding		Details of events pertaining to encumbrance			Post event holding (encumbered shares to be excluded)		(*) Details of encumbrance (pledge/lien or others - give details	
Names	Number	% of total shares capital	Type - creation/ invocation / release	Date (s)	Number	% of total share capital	Particulars	Shares	%
Adventure Marketing Private Limited	8,278,180	5.65	Creation - 6,641,000 Shares	16 Aug, 2012	1,637,180	1.12	Pre Event Pledge	564,000	3.30
							Event (Creation in favour of Religare Finance Ltd)	564,000	4.53
							Post Event Pledge	564,000	4.53
(*) Details shall include the details regarding the person(s) on whose favour the incumbrance has been created and other important features of such encumbrance. For Adventure Marketing Private Limited  Director									
Place : New Delhi									
Date : 23/8/2012									

NETWORK18 MEDIA & INVESTMENTS LIMITED
SHAREHOLDING OF PERSONS BELONGING TO "PROMOTER GROUP"

SNO	NAME OF THE SHAREHOLDER	TOTAL SHARES HELD	PRE				POST			
			AS a % OF TOTAL CAPITAL	PLEDGE SHARES	AS a PERCENTAGE OF TOTAL HOLDING	AS a % OF TOTAL CAPITAL	TOTAL SHARES	AS a % OF TOTAL CAPITAL	PLEDGE SHARES	AS a PERCENTAGE OF TOTAL HOLDING
1	RB HOLDINGS PRIVATE LIMITED	36826612	25.13	29549504	80.24	20.16	0	0	0	0.00
2	NETWORK18 GROUP SENIOR PROFESSIONAL WELFARE TRUST (held in the name of its Trustee Mr. R D S Bawa)	15922729	10.86	15922729	100.00	10.86	15922729	10.86	15922729	100.00
3	RAGHAV BAHL	6791720	4.63	0	0.00	0.00	0	0	0	0.00
4	RAGHAV BAHL	6030039	4.11	5671101	94.05	3.87	0	0	0	0.00
5	R3 INVESTMENTS PRIVATE LIMITED	3731454	2.55	3731454	100.00	2.55	0	0	0	0.00
6	R TU KAPUR	641342	0.44	632933	98.69	0.43	8409	0.01	0	0.00
7	TV 18 EMPLOYEES WELFARE TRUST	568407	0.39	0	0.00	0.00	568407	0.39	0	0.00
8	VANDANA MALIK	87566	0.06	0	0.00	0.00	87566	0.06	0	0.00
9	NETWORK 18 EMPLOYEES WELFARE TRUST	59878	0.04	0	0.00	0.00	59878	0.04	0	0.00
10	SUBHASH BAHL	58818	0.04	0	0.00	0.00	58818	0.04	0	0.00
11	RAGHAV BAHL	50213	0.03	35861	71.42	0.02	0	0	0	0.00
12	VANDANA MALIK	7145	0.00	0	0.00	0.00	7145	0	0	0.00
13	RB MEDIASOFT PRIVATE LIMITED	5000	0.00	0	0.00	0.00	8283180	5.65	7835752	94.60
14	RRB MEDIASOFT PRIVATE LIMITED	5000	0.00	0	0.00	0.00	12679195	8.65	8696267	68.59
15	RITU KAPUR	2166	0.00	2166	100.00	0.00	0	0	0	0.00
16	WATERMARK INFRA TECH PRIVATE LIMITED	500	0.00	0	0.00	0.00	8278680	5.65	8278180	99.99
17	COLORFUL MEDIA PRIVATE LIMITED	500	0.00	0	0.00	0.00	8278680	5.65	817820	98.71
18	ADVENTURE MARKETING PRIVATE LIMITED	500	0.00	0	0.00	0.00	8278680	5.65	664000	80.22
19	RB MEDIA HOLDINGS PRIVATE LIMITED	500	0.00	0	0.00	0.00	5278722	5.65	0	0.00
20	PRAMOD KAPUR	0	0.00	0	0.00	0.00	0	0	0	0.00
21	MANJU KAPUR	0	0.00	0	0.00	0.00	0	0	0	0.00
22	INFOMEDIA 18 LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
23	BIG TREE ENTERTAINMENT PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
24	DIGITAL 18 MEDIA LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
25	e-EIGHTEEN.COM LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
26	MONEYCONTROL DOT COM INDIA LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
27	BK MEDIA PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
28	KEYMAN FINANCIAL SERVICES PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
29	NETWORK18 PUBLICATIONS LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
30	RB SOFTWARE PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
31	RB INVESTMENTS PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
32	RVT SOF TECH PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
33	CAPITAL18 FINCAP PRIVATE LIMITED (EARLIER VT HOLDINGS PVT.LTD)	0	0.00	0	0.00	0.00	0	0	0	0.00
34	VT SOF TECH PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
35	RRK FINHOLD PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
36	RVT FINHOLD PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00
37	VT MEDIA PRIVATE LIMITED	0	0.00	0	0.00	0.00	0	0	0	0.00

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