

Jhansi Sureddi

Plot No. 1277, Road No. 63A
Jubilee Hills, Hyderabad-500033

April 19, 2012

The Compliance Officer
PVP Ventures Limited
Door No. 2, 9th Floor,
KRM Centre, Harrington Road,
Chetpet, Chennai-600031
Fax: +91-44-30285571

The Manager
Listing Department
The Bombay Stock Exchange Ltd.
Phiroze Jeejeebhoy Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax No.: +91-22-22722039

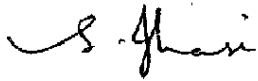
The Manager
Listing Department
The National Stock Exchange of India Ltd.
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai - 400051
Fax No.: +91-22-26598237/38

Sub: Disclosure under Regulations 31(1) of the SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011

Dear Sirs,

Please find enclosed a disclosure, in the prescribed format w/R 31(1) of the SEBI SAST Regulations, 2011.

You are requested to upload it at the earliest.



(Jhansi Sureddi)

Jhansi Sureddi

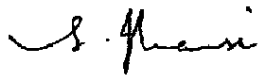
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Format for disclosure by the Promoter (s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31 (1) and 31 (2)-of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target company	PVP Ventures Limited
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)	Mrs. Jhansi Sureddi
Date of reporting	April 19, 2012
Names of the stock exchanges where the shares of the target company are listed	Bombay Stock Exchange Limited National Stock Exchange of India Limited

Details of the promoters' holding: (The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be)

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 other- give details
Names	Number	% of total share capital	Type creation/ invocation/ release	Date (s)	Number	% of Total share capital	
Mrs. Jhansi Sureddi	68,78,000	2.81%	Creation	19.04.2012	Nil	Nil	Pledge of shares against loan raised by Picturehouse Media Limited



Mrs. Jhansi Sureddi

Hyderabad
April 19, 2012