



Abhiyaan News Weekly (Mumbai) | Sambhaav Metro (Ahmedabad) | Lokasatta-Jansatta (Ahmedabad, Vadodara & Rajkot) | Out of Home (Outdoors)

By Fax/Courier

Date: 29/02/2012

Sml/Cs/2011/

To,
Department of Corporate Services
Bombay Stock Exchange Limited
Phirojee Jeejeebhoy Towers
Dalal Street, Fort,
Mumbai- 400001

Scrip Code: 511630

To,
Corporate Relation Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No C/a, G Block,
Bandra Kurla Complex,
Bandra E, Mumbai - 400051

Scrip Id: SAMBHAHV

Dear Sir,

Reg: Intimation under SEBI (Prohibition of Insider Trading Regulation), 1992 and Disclosures under SEBI (SAST) Regulations, 2011

With respect to the captioned subject matter, It may please be noted that the Company has received intimations from M/s Shyam Equities Pvt. Ltd under Regulation 13(1) and (6) of the SEBI (Prohibition of Insider Trading) Regulation, 1992 and Regulation 29(1) of the SEBI (SAST) Regulations, 2011.

We are herewith sending the same in compliance with the SEBI Regulations.

Please take the same on your record and oblige.

Thanking you,
Yours faithfully,
For, **SAMBHAHV MEDIA LTD**


Director

Sambhaav Media Limited

Corporate Office : Sambhaav House, Opp. Chief Justice's Bungalow, Sadakdev, Ahmedabad - 15. Tel : +91-79-2687 3914 / 15 / 16 / 17 Fax : +91-79-2687 3992
email : sambhaav@sambhaav.com website : www.sambhaav.com

Branch Offices

Ahmedabad : Jansatta - Tel : 079-26873995/96/97 Fax : 079-26873990 | Vadodara : Lokasatta - Tel : 0265-2426221 Fax : 0265-2432210
Rajkot : Jansatta - Tel : 0281-2455411 Fax : 0281-2450186 | Mumbai : Abhiyaan - Tel : 022-28687515 Fax : 022-28687901
Surat : Tel : 0291-2455411 Fax : 0291-2450186

SHYAM EQUITIES PRIVATE LIMITED

Regd. Office : 331-336, Raheja Arcade, Koramangala, Bangalore 560 095.

Tel : 91 80 6628 2559, Fax : 91 80 3022 8775

Date 29th February 2012

To,

The Company Secretary & Manager (Legal),
Sambhaav Media Limited
Opp: Chief Justice's Bungalow,
Bodakdev,
Ahmedabad-380015 (Gujarat).

SUB: Intimation under Securities and Exchange Board of India (Prohibition of Insider Trading) Regulation, 1992 [Regulation 13(3) and (6)]

We Shyam Equities Private Limited have sold our holding of 1,32,82,800 Equity Shares of Shambhaav Media Limited face value of Re. 1/- each listed on the NSE with ISIN: INE699B01027 and BSE with Scrip code 511630.

Disclosure under regulation 13(3) and 13(6) of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulation, 1992 is given in form-C attached as annexure 1.

For Shyam Equities Private Limited

 Arunima Thomas

Signature of the seller / Authorized Signatory

Place: Bangalore

Date: 23rd February 2012



Annexure-1

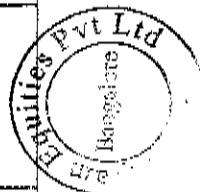
FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

[Regulation 13(3) and (6)]

Regulation 13(3) — Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN No. & address of share- holders	Share- holding prior to acquisition/ sale	No. & % of shares/ voting rights acquired/ sold	Receipt of affirmation advised/ acquisition of shares/ sale of shares specify	Date of intim- ation to comp- any	Mode of acquisition (market purchase/ public/ rights/ preferential offer etc.)	No. & % of shares/ voting rights post- acquisition/ sale	Trading member through whom the trade was executed with SEBI Registration No. of the TM	Exch- ange on which the trade was exec- uted	Buy quantity	Buy value	Sell quantity	Sell value
Shyam Equities Private Limited, Pan No. AAKCS3737 R, 131-336, Raheja Arcade, Koramangla, Bangalore - 560095, India	1,32,83,800 representing 9.09%	1,32,82,800 representing 9.09%	27 th February, 2012	29 th February, 2012	Off- market	NIL	N.A	N.A	N.A	N.A	1,32,82,800	1,59,39,360



SHYAM EQUITIES PRIVATE LIMITED

Regd. Office : 331-336, Raheja Arcade, Koramangala, Bangalore 560 095.
Tel : 91 80 6628 2559, Fax : 91 80 3022 8775

29th February 2012

To,

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

General Manager,
Department of Corporate Services,
14th Floor, Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

CC

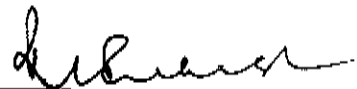
The Company Secretary & Manager (Legal),
Sambhaav Media Limited
Opp: Chief Justice's Bungalow,
Bodakdev,
Ahmedabad-380015 (Gujarat).

SUB: DISCLOSURE UNDER REGULATION 29 (2) OF SEBI (SUSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATION, 2011

We Shyam Equities Private Limited sold of 1,32,82,800 Equity Shares of Shambhaav Media Limited face value of Re. 1/- each listed on the NSE with ISIN: INE699B01027 and BSE with Scrip code 511630.

Disclosure under regulation 29(2) of SEBI (SUSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATION, 2011 is attached as annexure 1.

For Shyam Equities Private Limited

Name  Anandamma Thomas

Signature of the acquirer / Authorized Signatory

Designation VICE PRESIDENT

Place: Bangalore

Date: 29th February 2012



Annexure-1

DISCLOSURE UNDER REGULATION 29 (2) OF SEBI (SUSTANTIAL ACQUISITION OF SHARES AND TAKEOVERS) REGULATION, 2011

1. Name of the Target Company (TC)	Sambhhaav Media Limited		
2. Name(s) of the Seller/acquirer and Persons Acting in Concert (PAC) with the acquirer	Shyam Equities Private Limited		
3. Whether the Seller/acquirer belongs to Promoter / Promoter group	No		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited (NSE) Bombay Stock Exchange Limited (BSE)		
5. Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
Before the acquisition under consideration, holding of:			
a) Shares carrying voting rights	1,32,82,800	9.09%	9.09%
b) Voting rights (VR) otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	-	-	-
d) Total (a+b+c)	1,32,82,800	9.09%	9.09%
Details of acquisition/sale:			
a) Shares carrying voting rights acquired / sold	1,32,82,800	9.09%	9.09%
b) VRs acquired / sold otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold	-	-	-
d) Total (a+b+c)	1,32,82,800	9.09%	9.09%
After the acquisition/sale, holding of:			



a) Shares carrying voting rights	NIL	NIL	NIL
b) VRs otherwise than by shares	-	-	-
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	-	-	-
d) Total (a+b+c)	NIL	NIL	NIL
6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.).	Equity Shares have been sold through a negotiated off-market deal.		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	27 th February 2012		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	14,61,10,840		
9. Equity share capital / total voting capital of the TC after the said acquisition / sale	14,61,10,840		
10. Total diluted share / voting capital of the TC after the said acquisition / Sale	14,61,10,840		

(*) 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.