Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	B.A.G. Films and Media Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	B.A.G. Live Entertainment Limited		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	National Stock Exchange of India Limited Bombay Stock Exchange Limited Delhi Stock Exchange Limited		
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	Nil	Nil	Nil
b) Shares in the nature of encumbrance (pledge/ lien/non-disposal undertaking/ others)	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by equity shares	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)	24,000,000	Nil	9.59%
e) Total (a+b+c+d)	24,000,000	Nil	9.59%
Details of acquisition/sale :			
a) Shares carrying voting rights acquired/sold	42,50,000	2.38%	1.70%
b) VRs acquired /sold otherwise than by shares	Nil	Nil	Nil
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	Nil	Nil	Nil
d) Shares encumbered / invoked / released by the acquirer.e)	Nil	Nil	Nil
e) Total (a+b+c+/-d)	42,50,000	2.38%	1.70%

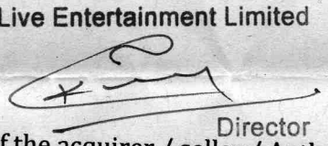
After the acquisition/sale, holding of:			
a) Shares carrying voting rights	42,50,000	2.38%	1.70%
b) Shares encumbered with the acquirer	Nil	Nil	Nil
c) VRs otherwise than by equity shares	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	19,750,000	Nil	7.89%
e) Total (a+b+c+d)	24,000,000	2.38%	9.59%
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue /preferential allotment / inter-se transfer etc.)	Preferential Allotment (conversion of warrants)		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	31st March, 2015		
Equity share capital / total voting capital of the TC before the said acquisition/sale	170,218,090		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	178,718, 090		
Total diluted share/voting capital of the TC after the said acquisition/sale	250,218,090		

Note:

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) 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.

B.A.G. Live Entertainment Limited



Director

Signature of the acquirer / seller / Authorised Signatory

Place: New Delhi

Date: 02.04.2015