

WHERE YOU WANT TO BE®



To

May 09, 2016

The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Fort, Mumbai - 400001

Dear Sir(s)/Madam(s),

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

With reference to the subject cited, please find enclosed the Disclosure required under Regulation 31 (1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011.

This is for your information and records.

Thanking you.

Yours faithfully,
For PVP Ventures Limited

A handwritten signature in blue ink, appearing to read 'Prasad V. Potluri', is written over a faint circular watermark.

Prasad V. Potluri
Chairman & Managing Director

Copy to:

The Compliance Officer
M/s. Picturehouse Media Limited
KRM Centre, 9th Floor, No. 2,
Harrington Road, Chetpet,
Chennai - 6000031

PVP Ventures Ltd.

Corp. Office: Plot No. 83 & 84 4th Floor Punnaiah Plaza Road No. 2
Banjara Hills Hyderabad - 500 034 T: +91 40 6730 9999
F: +91 40 6730 9988

Regd. Office: KRM Centre 9th Floor No. 2 Harrington Road Chetpet
Chennai - 600 031 T: +91 44 3028 5570 F: +91 44 3028 5571

info@pvpglobal.com | pvpglobal.com

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)		Picturehouse Media Limited											
Names of the Stock Exchanges where the shares of the target company are listed		The BSE Limited											
Date of reporting		09.05.2016											
Name of the promoter or PAC on whose shares encumbrance has been created/released/invoked		PVP Ventures Limited											
Details of the creation/invocation/release of encumbrance:													
Name of the promoter (s) or PACs with him(**)	Promoter holding in the target company (1)	Promoter holding already encumbered (2)	Details of events pertaining to encumbrance (3)							Post event holding of encumbered shares {creation [(2)+(3)] / release [(2)-(3)] / invocation [(1)-(3)]}			
			No. of shares	% of total share capital	% w.r.t diluted share capital (*)	No. of shares	% of total share capital	Date of creation/invocation/release of encumbrance	Type of event (creation / release / invocation)		Type of Encumbrance (pledge/lien/non disposal undertakings/others)	No. of shares	% of total share capital
PVP Ventures Limited	3353114	6.42	6.42	Nil	N.A.	Creation	05.05.2016	Pledge	1000000	1.91	UCO Bank	1000000	1.91

For PVP-VENTURES LIMITED



Chairman & Managing Director

PVP Global Ventures Private Limited	11236641	21.51	21.51	7000000	13.40	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	7000000	13.40
PVP Media Ventures Private Limited	12299650	23.54	23.54	1155000	2.21	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	1155000	2.21
Mrs. Jhansi Sureddi	11757249	22.50	22.50	7500000	14.35	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	7500000	14.35

For PVP Ventures Limited



Prasad V. Potluri
Chairman & Managing Director

Place: Hyderabad
Date: 09.05.2016

(**) 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.

(*) Total share 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.