

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

Name of the Target Company (TC)	PICTUREHOUSE MEDIA LTD.		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	ANANA MUNDRA (PAC) VIREK MUNDRA MUMBAI HOLDINGS PVT. LTD.		
Whether the acquirer belongs to Promoter/Promoter group	NO		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE		
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 (**)
<b>Before the acquisition under consideration, holding of :</b>			
a) Shares carrying voting rights	1396984	2.67	2.67
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	7500000	14.35	14.35
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)			
e) Total (a+b+c+d)	8896984	17.02	17.02
<b>Details of acquisition/sale</b>			
a) Shares carrying voting rights acquired/sold	5,00,000	0.96	0.96
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) Shares encumbered / invoked/released by the acquirer			
e) Total (a+b+c+/-d)	5,00,000	0.96	0.96

After the acquisition/sale, holding of:			
a) Shares carrying voting rights	896984	1.71	1.71
b) Shares encumbered with the acquirer	7500000	14.35	14.35
c) VRs otherwise than by shares			
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			
e) Total (a+b+c+d)	8396984	16.06	16.06
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	OPEN MARKET		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	03/03/2015		
Equity share capital / total voting capital of the TC before the said acquisition / sale	S, 22,50,000		
Equity share capital/ total voting capital of the TC after the said acquisition / sale	S, 22,50,000		
Total diluted share/voting capital of the TC after the said acquisition	S, 22,50,000		

(\*) 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.

**Signature of the acquirer / seller / Authorised Signatory**

Place: KOLKATA

Date: 03/03/2015

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