

# Bloomfield Power Projects Private Limited

Regd. Office: KRM Centre, 9<sup>th</sup> Floor, No.2  
Harrington Road, Chetpet, Chennai – 600 031  
Tamil Nadu, India  
CIN: U40108TN2013PTC090996

Format for Disclosures under Regulation 10(5) - Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1.	Name of the Target Company (TC)	Picturehouse Media Ltd
2.	Name of the acquirer(s)	Bloomfield Power Projects Private Limited
3.	Whether the acquirer(s) is/ are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Mrs. Jhansi Sureddi is the main Promoter of the Target Company and also holds 99.9% equity stake in the Acquirer Company
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Mrs. Jhansi Sureddi
	b. Proposed date of acquisition	Between October 21, 2014 & October 31, 2014
	c. Number of shares to be acquired from each person mentioned in 4(a) above	1,23,57,249 (One crore Twenty Three lakhs Fifty Seven Thousand Two Hundred and Forty Nine Only) in one or more tranches.
	d. Total shares to be acquired as % of share capital of TC	23.65% (Twenty Three point six five per cent)
	e. Price at which shares are proposed to be acquired	At the prevailing market price on the date of execution of the transaction
	f. Rationale, if any, for the proposed transfer	Consolidation of shareholding, as the Acquirer is a Company which is owned by the Seller/Transferor (99.9% holding)
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	10(1)(a)(iii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	Rs.19.70

For Bloomfield Power Projects Pvt. Ltd.,

  
Director

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7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8	Not Applicable, since shares are frequently traded.			
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	Enclosed as Annexure - I.			
9.	Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)	Enclosed as Annexure - I.			
10.	Declaration by the acquirer that all the conditions specified under regulation 10(1) (a) with respect to exemptions has been duly complied with.	Enclosed as Annexure - I.			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares / voting Rights	% w.r.t total share capital of TC	No. of shares / voting Rights	% w.r.t total share capital of TC
	- Acquirer(s) and PACs (other than sellers)(*)	Nil	Nil	1,23,57,249	23.65
	- Seller (s)	1,98,57,249	38	75,00,000	14.35

**Note:**

- (\*) Shareholding of each entity may be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

**For Bloomfield Power Projects Pvt. Ltd.,**



**Director**  
Bloomfield Power Projects Private Limited  
Name of the Acquirer

Date: October 14, 2014  
Place: Hyderabad



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Annexure - 1

## Declaration

We, Bloomfield Power Projects Private Limited , proposed acquirer of 1,23,57,249 equity shares of Picturehouse Media Ltd, pursuant to Regulation 10(1)(a) read with regulation 10(5) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulation, 2011 do hereby declare that :-

- The acquisition price would not be higher by more than 25% of the price computed in point 6
- The transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)
- All the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.

**For Bloomfield Power Projects Pvt. Ltd.,**



**Director**

Bloomfield Power Projects Private Limited  
Name of the Acquirer

Date: October 14, 2014  
Place: Hyderabad