

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	MARCH 19, 2014
Name of the promoter or PAC on whose shares encumbrance has been created/ released/ invoked	JHANSI SUREDDI

Details of the creation 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 [(2)-(3)]		
	No. of shares	% of total share capital	% w.r.t diluted share capital (*)	No. of shares	% of total share capital	Type of event (creation / release / invocation)	Date of creation/ invocation / release of encumbrance	Type of encumbrance (pledge / lien/ non disposal undertaking / others)	No. of shares	% of total share capital	Name of the entity in whose favor shares encumbered	No. of shares	% of Total share capital

⊗ S. Jhanin

1.	Jhansi Suredi	19857249	38.00	38.00	1500000	2.87	Creation	March 13, 2014	Pledge	6000000	11.48	Alpana Mundra	7500000	14.35
2.	Southfield Energy Projects Pvt Ltd.	12299650	23.54	23.54	1155000	2.21	Nil	NA	Nil	Nil	Nil	NA	1155000	2.21
3.	PVP Ventures Ltd.	3353114	6.42	6.42	Nil	NA	Nil	NA	Nil	Nil	Nil	NA	Nil	NA
4.	PVP Global Ventures Pvt Ltd.	3136641	6.00	6.00	Nil	NA	Nil	NA	Nil	Nil	Nil	NA	Nil	NA

⑧

Jhansi Suredi



Place: Hyderabad

Date: March 19, 2014

(\*\*) 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.