

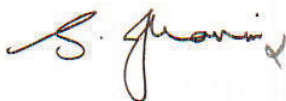
Bloomfield Power Projects Private Limited

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

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 LIMITED (532355)		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	<u>Acquirer:</u> Bloomfield Power Projects Private Limited <u>Transferor:</u> Mrs. Jhansi Sureddi		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE 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	76,00,000	14.54	14.54
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)	Nil	Nil	Nil
e) Total (a+b+c+d)	76,00,000	14.54	14.54
Details of acquisition /sale			
a) Shares carrying voting rights sold	5,00,000	0.96	0.96
b) VRs acquired otherwise than by equity shares	Nil	Nil	Nil

For Bloomfield Power Projects Pvt. Ltd.,



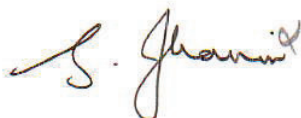
Director

Bloomfield Power Projects Private Limited

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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 acquirer	Nil	Nil	Nil
e) Total (a+b+c+d)	5,00,000	0.96	0.96
After the acquisition /sale, holding of:			
a) Shares carrying voting rights	81,00,000	15.50	15.50
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	Nil	Nil	Nil
e) Total (a+b+c)	81,00,000	15.50	15.50
Mode of acquisition/sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc.)	Inter-se transfer through market		
Date (s) of acquisition/sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	October 31, 2014 - 5,00,000 shares		
Equity share capital / total voting capital of the TC before the said acquisition/sale	5,22,50,000		
Equity share capital/ total voting capital of the TC after the said acquisition/sale	5,22,50,000		
Total diluted share/voting capital of the TC after the said acquisition/sale	5,22,50,000		

For Bloomfield Power Projects Pvt. Ltd.,

 Director

Bloomfield Power Projects Private Limited

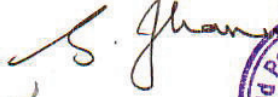

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Note:

(*) Total Share Capital/Voting Capital to be taken as per the latest filing done by the Company to 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.

For BLOOMFIELD POWER PROJECTS PRIVATE LIMITED (Acquirer)

Jhansi Sureddi

Director

Place: Hyderabad

Date: October 31, 2014