HOLDING OF SPECIFIED SECURITIES ANNEXURE - 1

1. Name of Listing Entity : BRANDBUCKET MEDIA & TECHNOLOGY LIMITED

2. 0/BRANDBUC/EQUITY

3. Share Holding Pattern Filed under: Reg. 31(1)(b) SHAREHOLDING AS ON : 29/12/2021 (POST IPO)

4. Declaration : The Listed entity is required to submit the following declaration to the extent of submission of information :-

| | Particulars | Yes* | No* |
|---|--|------|-----|
| 1 | Whether the Listed Entity has issued any partly paid up shares? | | No |
| 2 | Whether the Listed Entity has issued any Convertible Securities? | | No |
| 3 | Whether the Listed Entity has issued any Warrants ? | | No |
| 4 | Whether the Listed Entity has any shares against which depository reseipts are issued? | | No |
| 5 | Whether the Listed Entity has any shares in locked-in? | Yes | |
| 6 | Whether any shares held by promoters are pledge or otherwise encumbered? | | No |
| 7 | Whether company has equity shares with differential voting rights? | | No |
| 8 | Whether the listed entity has any significant beneficial owner? | | No |



Table I - Summary Statement holding of specified securities

| Categ | Category of shareholder (II) | Nos. of | No. of fully | No. of Partly | No. of | Total Nos. | Shareholding | No of voting Rights held in each class of | | | | No of shares | Total | Number of Locked in | | Number of shares pledged | | Number of |
|---------|--------------------------------|---------------|---------------|-----------------|---------|-------------|--------------|---|-------|-------------|--------------|---------------|-----------------|-------------------------|--------------|--------------------------|--------------|--------------|
| ory (I) | | share | paid up | paid -up equity | shares | shares held | as a % of | securities (IX) un | | underlying | Shareholding | shares (XII) | | or otherwise encumbered | | equity | | |
| | | holders (III) | equity shares | shares held (V) | underly | (VII = | total no.of | | | outstanding | as a % | | | (XIII) | | shares held | | |
| | | | held (IV) | | ing | IV+V+VI) | shares | No of voting Rights Total as | | Total as | convertible | assuming full | | | | | in | |
| | | | | | Deposit | | (Calculated | Class X | Class | Total | a % of | Securities | Conversion of | No.(a) | As a % of | No.(a) | As a % of | dematerializ |
| | | | | | ory | | as per SCRR, | | Y | | (A+B+C) | (including | convertible | | Total shares | | Total shares | ed Form |
| | | | | | Receipt | | 1957) (VIII) | | | | | warrants) (X) | securities(as a | | held (b) | | held (b) | (XIV) |
| | | | | | s (VI) | | As a % of | | | | | | % of diluted | | | | | |
| | | | | | | | (A+B+C2) | | | | | | share capital) | | | | | |
| (A) | Promoter and Promoter Group | 3 | 1652652 | 0 | 0 | 1652652 | 52.42 | 1652652 | 0 | 1652652 | 52.42 | 0 | 52.42 | 1652652 | 100.00 | 0 | 0.00 | 1652652 |
| (B) | Public | 349 | 1500348 | 0 | 0 | 1500348 | 47.58 | 1500348 | 0 | 1500348 | 47.58 | 0 | 47.58 | 348 | 0.02 | N/A | N/A | 1500348 |
| (C) | Non Promoter - Non Public | | | | | | | | | | | | | | | | | |
| (C1) | Shares underlying DRs | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | N/A | N/A | 0 |
| (C2) | Shares held by Employee Trusts | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | N/A | N/A | 0 |
| | Total | 352 | 3153000 | 0 | 0 | 3153000 | 100.00 | 3153000 | 0 | 3153000 | 100.00 | 0 | 100.00 | 1653000 | 52.43 | 0 | 0.00 | 3153000 |



Table II - Statement showing Shareholding Pattern of the Promoter and Promoter Group

| | | | | | No. of | | | | No of voting | g Rights securit | held in each c ies (IX) | class of | No of shares | Total Shareholding as a % assuming full Number of Locked in | | f Locked in | Number of shares pledged or otherwise | | Number of |
|-------|--|------------------|---------|----------------|---------|---------------|-------------|--------------|--------------|---------------------|----------------------------|----------|---------------|---|--------------|--------------|---------------------------------------|---------------------|--------------|
| | | Entity type i.e. | | | Partly | | | Shareholding | No of | voting F | Rights | Total as | underlying | Conversion of | shares (XII) | | encumbered (XIII) | | equity |
| | | promoter or | | | paid-up | | | % calculate | Class X | Class | Total | a % of | outstanding | convertible | No.(a) | As a % of | No.(a) | As a % of | shares held |
| | | promoter | Nos. of | No. of fully | equity | No. of shares | Total Nos. | as per SCRR | | Y | | Total | convertible | securities(as a % | | Total shares | | Total shares | in |
| | | group | share | paid up equity | shares | underlying | shares held | 1957 As a % | | | | voting | Securities | of diluted share | | held (b) | | held (b) | dematerializ |
| | Category & Name of the Shareholder | entity(except | holders | shares held | held | Depository | (VII = | of (A+B+C2) | | | | rights | (including | capital) (XI) | | | | | ed Form |
| | (1) | promoter) | (111) | (IV) | (∨) | Receipts (VI) | IV+V+VI) | (VIII) | | | | | warrants) (X) | =(VII)+(X) as a % | | | | | (XIV) |
| 1 | Indian | | | | | | | | | | | | | | | | | | |
| (a) | Individuals/HUFs | | 1 | 156165 | 0 | 0 | 156165 | 4.95 | 156165 | 0 | 156165 | 4.95 | 0 | 4.95 | 156165 | 100.00 | 0 | 0 | 156165 |
| | NISHIGANDHA SHASHIKANT | | | | | | | | | | | | | | | | | | |
| | KELUSKAR | | | 156165 | 0 | 0 | 156165 | | 156165 | 0 | 156165 | 4.95 | | 4.95 | 156165 | | 0 | 0.00 | 156165 |
| (b) | Central Govt./State Govt. | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0 | 0 |
| (c) | Financial Institutions/Banks | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0 | 0 |
| (d) | Any Other(specify) | | | | | | | | | | | | | | | | | | |
| (d-1) | Corporate Bodies | | 2 | 1496487 | 0 | 0 | 1496487 | 47.46 | 1496487 | 0 | 1496487 | 47.46 | 0 | 47.46 | 1496487 | 100.00 | 0 | 0 | 1496487 |
| | CREATEROI FINANCIAL | | | | | | | | | | | | | | | | | | |
| | CONSULTANCY PRIVATE | | | 1061400 | 0 | 0 | 1061400 | 33.66 | 1061400 | 0 | 1061400 | 33.66 | 0 | 33.66 | 1061400 | 100.00 | 0 | 0.00 | 1061400 |
| | | | | | | | | | | | | | | | | | | | |
| | ZYLO ENTERPRISES PRIVATE LIMITED | | | 435087 | 0 | 0 | 435087 | 13.80 | 435087 | 0 | 435087 | 13.80 | | 13.80 | 435087 | 100.00 | 0 | 0.00 | 435087 |
| | Sub Total (A)(1) | | 3 | 1652652 | 0 | 0 | 1652652 | 52.42 | 1652652 | 0 | 1652652 | 52.42 | 0 | 52.42 | 1652652 | 100.00 | 0 | 0.00 | 1652652 |
| 2 | Foreign | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | |
| (a) | Individuals(NRI/Foreign Individuals) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0 | 0 |
| (b) | Government | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0 | 0 |
| (c) | Institutions | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0 | 0 |
| (d) | Foreign Portfolio Investor | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0 | 0 |
| (e) | Any Other(specify) | | | | | | | | | | | | | | | | | | |
| | Sub Total (A)(2) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2) | | 3 | 1652652 | 0 | 0 | 1652652 | 52.42 | 1652652 | 0 | 1652652 | 52.42 | 0 | 52.42 | 1652652 | 100.00 | 0 | 0.00 | 1652652 |



Table III - Statement showing Shareholding Pattern of the Public Shareholder

| | | | | | | | | | | | | No. of Partly | | | Shareholdin | | | held in each ties (IX) Rights | class of Total as | No of shares underlying | Total Shareholding as a % assuming full Conversion of | | of Locked in es (XII) | pledged o | of shares r otherwise ered (XIII) | Number of equity |
|-------|--|---------------|--------------------------------|------------------|----------------------|---------------------------|----------------------------|---------|-------|---------|------------------|---------------------------|---------------------------------------|--------|--------------|--------|--------------|-------------------------------------|----------------------|----------------------------|--|--|--------------------------|-----------|---|---------------------|
| | | | | paid-up | | | g % calculate | Class X | Class | Total | a % of | outstanding | convertible | No.(a) | As a % of | No.(a) | As a % of | shares held | | | | | | | | |
| | | Nos. of | No. of fully paid up equity | equity shares | shares underlying | Total Nos. shares held | as per SCRR 1957 As a % | | Ŷ | | Total | convertible Securities | securities(as a % of diluted share | | Total shares | | Total shares | in dematerializ | | | | | | | | |
| | Category & Name of the shareholder | share | shares held | held | Depository | (VII = | of (A+B+C2) | | | | voting rights | (including | capital) (XI) | | held (b) | | held (b) | ed Form | | | | | | | | |
| | (I) | holders (III) | (IV) | (V) | Receipts (VI) | IV+V+VI) | (VIII) | | | | lights | warrants) (X) | =(VII)+(X) as a % | | | | | (XIV) | | | | | | | | |
| 1 | Institutions | | | | | , | | | | | | | . , , , , | | | | | | | | | | | | | |
| (a) | Mutual Funds | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (b) | Venture Capital Funds | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (c) | Alternate Investments Funds | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (d) | Foreign Venture Capital Investors | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (e) | Foreign Portfolio Investors | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (f) | Financial Institutions/Banks | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (g) | Insurance Companies | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (h) | Provident Funds / Pension Funds | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (i) | Any other (specify) | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Sub Total (B)(1) | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| | Central Government/State | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Government(s)/ President of India | | | | | | | | | | | | | | | | | 1 | | | | | | | | |
| (a) | Central Govt./State Govt. | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| | Sub Total (B)(2) | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| 3 | Non-Institutions | | | | | | | | | | | | | | | | | | | | | | | | | |
| (a) | Individual | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Ind-Hold nominal shr capital upto | | | | | | | | | | | | | | | | | | | | | | | | | |
| (ai) | Rs.2L | 299 | 726261 | 0 | 0 | 726261 | 23.03 | 726261 | 0 | 726261 | 23.03 | 0 | 23.03 | 261 | 0.04 | 0 | 0.00 | 726261 | | | | | | | | |
| | Ind-Hold nominal shr capital in excess | | | | | | | | | | | | | | | | | | | | | | | | | |
| (aii) | of Rs.2L | 6 | 282000 | 0 | 0 | 282000 | 8.94 | 282000 | 0 | 282000 | 8.94 | 0 | 8.94 | 0 | 0.00 | 0 | 0.00 | 282000 | | | | | | | | |
| | CHANDRA KANT AGRAWAL | | 50000 | 0 | 0 | 50000 | 1.59 | 50000 | 0 | 50000 | 1.59 | 0 | 1.59 | 0 | 0.00 | 0 | 0.00 | 50000 | | | | | | | | |
| | GULAMHAIDER YUSUFALI VARTEJI | | 40000 | 0 | 0 | 40000 | 1.27 | 40000 | 0 | 40000 | 1.27 | 0 | 1.27 | 0 | 0.00 | 0 | 0.00 | 40000 | | | | | | | | |
| | IRAMFATEMA GULAMHAIDER | | | | | | | | | | | | | | | | | | | | | | | | | |
| | VARTEJI | | 32000 | 0 | 0 | 32000 | 1.01 | 32000 | 0 | 32000 | 1.01 | 0 | 1.01 | 0 | 0.00 | 0 | 0.00 | 32000 | | | | | | | | |
| | YOGESH JOTIRAM KALE | | 56000 | 0 | 0 | 56000 | 1.78 | 56000 | 0 | 56000 | 1.78 | 0 | 1.78 | 0 | 0.00 | 0 | 0.00 | 56000 | | | | | | | | |
| | Mr. SIRAZALI SHABBIRALI NAYANI | | 78000 | 0 | 0 | 78000 | 2.47 | 78000 | 0 | 78000 | 2.47 | 0 | 2.47 | 0 | 0.00 | 0 | 0.00 | 78000 | | | | | | | | |
| (b) | NBFCs Registered with RBI | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (c) | Employees Trusts | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| | Overseas Depositories (holding DRs) | | | | | | | | | | | | | | | | | | | | | | | | | |
| (d) | (balancing figure) | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | | | | | | | | |
| (e) | Any Other(specify) | | | | | | | | | | | | | | | | | | | | | | | | | |
| (e-1) | Corporate Bodies | 3 | 310087 | 0 | 0 | 310087 | 9.83 | 310087 | 0 | 310087 | 9.83 | 0 | 9.83 | 87 | 0.03 | 0 | 0.00 | 310087 | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | AARNAH CAPITAL ADVISORS PVT LTD . | | 84087 | 0 | 0 | 84087 | 2.67 | 84087 | 0 | 84087 | 2.67 | 0 | 2.67 | 87 | 0.10 | 0 | 0.00 | 84087 | | | | | | | | |
| | MINIBOSS CONSULTANCY PRIVATE | | | | | | | | | | | | | | | | | | | | | | | | | |
| | LIMITED . | | 112000 | 0 | 0 | 112000 | 3.55 | 112000 | 0 | 112000 | 3.55 | 0 | 3.55 | 0 | 0.00 | 0 | 0.00 | 112000 | | | | | | | | |
| | ESPEON CONSULTING PRIVATE | | | | | | | | | | | | | | | | | | | | | | | | | |
| | LIMITED | | 114000 | 0 | 0 | 114000 | 3.62 | 114000 | 0 | 114000 | 3.62 | 0 | 3.62 | 0 | 0.00 | 0 | 0.00 | 114000 | | | | | | | | |
| (e-2) | Hindu Undivided Families (Huf) | 38 | 102000 | 0 | 0 | 102000 | 3.24 | 102000 | 0 | 102000 | 3.24 | 0 | 3.24 | 0 | 0.00 | 0 | 0.00 | 102000 | | | | | | | | |
| (e-3) | Market Maker | 1 | 76000 | 0 | 0 | 76000 | 2.41 | 76000 | 0 | 76000 | 2.41 | 0 | 2.41 | 0 | 0.00 | 0 | 0.00 | 76000 | | | | | | | | |
| | NNM SECURITIES PRIVATE LIMITED | | 76000 | 0 | 0 | 76000 | 2.41 | 76000 | 0 | 76000 | 2.41 | 0 | 2.41 | 0 | 0.00 | 0 | 0.00 | 76000 | | | | | | | | |
| | Non Resident Indians (Non | | | | | | | | | | | | | | | | | | | | | | | | | |
| (e-4) | Repatriable) | 1 | 2000 | 0 | 0 | 2000 | 0.06 | 2000 | 0 | 2000 | 0.06 | 0 | 0.06 | 0 | 0.00 | 0 | 0.00 | 2000 | | | | | | | | |
| (e-5) | Non Resident Indians (Repatriable) | 1 | 2000 | 0 | 0 | 2000 | 0.06 | 2000 | 0 | 2000 | 0.06 | 0 | 0.06 | 0 | 0.00 | 0 | 0.00 | 2000 | | | | | | | | |
| r é | Sub Total (B)(3) | 349 | 1500348 | 0 | 0 | 1500348 | 47.58 | 1500348 | 0 | 1500348 | 47.58 | 0 | 47.58 | 348 | 0.02 | 0 | 0.00 | 1500348 | | | | | | | | |
| | Total Public Shareholding | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | (B)=(B)(1)+(B)(2)+(B)(3) | 349 | 1500348 | 0 | ۵ I | 1500348 | 47.58 | 1500348 | 0 | 1500348 | 47.58 | 0 | 47.58 | 348 | 0.02 | 0 | 0.00 | 1500348 | | | | | | | | |



Table IV - Statement showing Shareholding Pattern of the Non Promoter - Non Public shareholder

| | | | | | | | | | | | | | Total | | | | | |
|-----|------------------------------------|---------------|------------------|----------|---------------|-------------|--------------|---|--------|-----------|----------|-------------------|-------------------|---------------------|--------------------------|-------------------------|---------------------|--------------|
| | | | | | | | | No of voting Rights held in each class of | | | | Shareholding as a | | | Number of shares pledged | | | |
| | | | | | | | | | securi | ties (IX) | | No of shares | % assuming full | Number of Locked in | | or otherwise encumbered | | Number of |
| | | | | No. of | | | Shareholding | No of | voting | Rights | Total as | underlying | Conversion of | shares (XII) | | (XIII) | | equity |
| | | | | Partly | | | % calculate | Class X | Class | Total | a % of | outstanding | convertible | No.(a) | As a % of | No.(a) | As a % of | shares held |
| | | | | paid-up | No. of shares | Total Nos. | as per SCRR | | Y | | Total | convertible | securities(as a % | | Total shares | | Total shares | in |
| | | | No. of fully | equity | underlying | shares held | 1957 As a % | | | | voting | Securities | of diluted share | | held (b) | | held (b) | dematerializ |
| | Category & Name of the shareholder | Nos. of share | paid up equity | shares | Depository | (VII = | of (A+B+C2) | | | | rights | (including | capital) (XI) | | | | | ed Form |
| | (1) | holders (III) | shares held (IV) | held (V) | Receipts (VI) | IV+V+VI) | (VIII) | | | | | warrants) (X) | =(VII)+(X) as a % | | | | | (XIV) |
| 1 | Custodian/ DR Holder | | | | | | | | | | | | | | | | | |
| (a) | GDRs/ADRs/ADSs | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | Sub Total (C)(1) | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | Employee Benefit Trust (under SEBI | | | | | | | | | | | | | | | | | |
| | (Share Based Employee Benefit) | | | | | | | | | | | | | | | | | |
| 2 | Regulations, 2014) | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | Sub Total (C)(2) | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | Total Non-Promoter-Non Public | | | | | | | | | | | | | | | | | |
| | Shareholding (C) = $(C)(1)+(C)(2)$ | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | | | | | | | | | | | | | | | | | | |

