HOLDING OF SPECIFIED SECURITIES ANNEXURE - 1

1. Name of Listing Entity: MAAGH ADVERTISING AND MARKETING SERVICES LIMITED

2. 10/MAAGH/EQUITY

- 3. Share Holding Pattern Filed under: Reg. 31(1)(b) SHAREHOLDING AS ON: 10/10/2022 (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	No. of	No. of	Total Nos.	Shareholding	No of voting	g Rights	held in each	class of	No of shares	Total	Number	of Locked in	Numbe	er of shares	Number of
ory (I)		share	fully paid	Partly paid	shares	shares held	as a % of		securi	ties (IX)		underlying	Shareholding	shares (XII)		s (XII) pledged or		equity
		holders	up equity	up equity	underly	(VII =	total no.of					outstanding	as a %			oth	nerwise	shares held
		(III)	shares	shares	ing	IV+V+VI)	shares	No of	voting	Rights	Total as	convertible	assuming full			encum	bered (XIII)	in
			held (IV)	held (V)	Deposi		(Calculated	Class X	Class	Total	a % of	Securities	Conversion of	No.(a)	As a % of	No.(a)	As a % of	dematerializ
					tory		as per SCRR,		Υ		(A+B+C)	(including	convertible		Total shares		Total	ed Form
					Receipt		1957) (VIII)					warrants) (X)	securities(as a		held (b)		shares	(XIV)
					s (VI)		As a % of						% of diluted				held (b)	
							(A+B+C2)						share capital)					
(A)	Promoter and Promoter Group	2	1759120	0	0	1759120	53.63	1759120	0	1759120	53.63	0	53.63	1759120	100.00	0	0.00	1759120
(B)	Public	131	1520880	0	0	1520880	46.37	1520880	0	1520880	46.37	0	46.37	880	0.06	N/A	N/A	1520880
(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	133	3280000	0	0	3280000	100.00	3280000	0	3280000	100.00	0	100.00	1760000	53.66	0	0.00	3280000

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

	Category & Name of the Shareholder (I)	Entity type i.e. promoter or promoter group entity(except promoter)	Nos. of share holders (III)	No. of fully paid up equity shares held (IV)	No. of Partly paid- up equity shares held (V)	No. of shares underlying Depository Receipts (VI)	Total Nos. shares held (VII = IV+V+VI)	Shareholdin g % calculate as per SCRR 1957 As a % of (A+B+C2) (VIII)		of sec	hts held in ea curities (IX) g Rights Total	Total as a % of Total voting rights	No of shares underlying outstanding convertible Securities (including warrants) (X)	Conversion of convertible securities(as a % of diluted share capital) (XI)		of Locked in res (XII)	ple oth encum	er of shares dged or nerwise bered (XIII) As a % of Total shares held (b)	Number of equity shares held in dematerializ ed Form (XIV)
1	Indian																		
(a)	Individuals/HUFs		0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0		0
(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		1	1709120	0	0	1709120	52.11	1709120	0	1709120	52.11	0	52.11	1709120	100.00	0	0	1709120
	MINIBOSS CONSULTANCY PRIVATE																		
	LIMITED			1709120	0	0	1709120	52.11		0	1709120		0	52.11			0	0.00	1709120
(d-2)	Directors		1	50000	0	0	50000	1.52	50000	0	50000	1.52	0	1.52	50000	100.00	0	-	50000
	AZHARUDDIN RABBANI MULLA			50000	0	0	50000	1.52	50000	0	30000	1.52	0	1.52	50000	100.00	0		50000
	Sub Total (A)(1)		2	1759120	0	0	1759120	53.63	1759120	0	1759120	53.63	0	53.63	1759120	100.00	0	0.00	1759120
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)		2	1759120	0	0	1759120	53.63	1759120	0	1759120	53.63	0	53.63	1759120	100.00	0	0.00	1759120

Table III - Statement showing Shareholding Pattern of the Public Shareholder

				No. of Partly			Shareholdin			held in each o	class of	No of shares	Total Shareholding as a % assuming full Conversion of		of Locked in	pledged or	of shares r otherwise ered (XIII)	Number of equity		egorization of share	
	Category & Name of the	Nos. of	No. of fully paid up equity shares held	up equity	No. of shares underlying Depository	Total Nos. shares held (VII =	g % calculate as per SCRR 1957 As a % of (A+B+C2)	Class X	Class	Total	a % of Total voting rights	outstanding convertible Securities (including	convertible securities(as a % of diluted share capital) (XI)	No.(a)	As a % of Total shares held (b)	No.(a)	As a % of Total shares held (b)		Subcategory(i)	Subcategory(ii)	
	shareholder (I)	holders (III)	(IV)	(v)	Receipts (VI)	IV+V+VI)	(VIII)				•	warrants) (X)	=(VII)+(X) as a %					(XIV)			
	Institutions (Domestic)	_	ļ .				0.00				0.00	_						_		_	
	Mutual Funds Venture Capital Funds	0	0) (0 0	0	0.00	0		0	0.00	0	0.00	0		0	0.00	0			
(c)	Alternate Investments Funds	0						0		0	0.00	0	0.00	0		0	0.00	0			
	Banks	0						0		0	0.00	0		0		0	0.00	0		0	0
	Insurance Companies	0	0	0				0	0	0	0.00	0	0.00	0		0	0.00	0	C	0	0
	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	0	0	0
	Asset Reconstruction Companies								\square												
	Sovereign Wealth Funds 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		0	
	Other Financial Institutions	0						0			0.00	0				0	0.00				
	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	C	0	0
	Institutions (Foreign)																				
	Foreign Direct Investment	_	ļ .	.	ļ .							ļ .		_				_	ļ .		-
	Foreign Venture Capital Sovereign Wealth Funds	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	-
(0)	Sovereign wealth runus			_					\vdash												
(d)	Foreign Portfolio Investors Category I	0	0	ه اه	0	0	0.00	0	ا ا	0	0.00	۰ ا	0.00	0	0.00	0	0.00	0	0	0	1 0
	Foreign Portfolio Investors Category II																				
	Overseas Depositories (holding DRs)				_	_		_	_					_		_		_	l .	_	1 .
	(balancing figure) Any Other (specify)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00		0.00	0	0.00	0	0	0	-
18/	Sub Total (B)(2)	0	0	1 0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0		0	0
	Central Government/State		_									_								_	
3	Government(s)																				
	Central Government / President of																				
(a)	India	0	0		0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	0
	State Government / Governor Shareholding by Companies or Bodies	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	- 9
	Corporate where Central / State																				1
(c)	Government is a promoter																				1
	Sub Total (B)(3)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0		0	0
	Non-Institutions																				
(a)	Associate companies / Subsidiaries																				
	Directors and their relatives (excluding independent directors and																				1
(b)	nominee directors)																				1
	Key Managerial Personnel								\vdash												
	Relatives of promoters (other than																				
	'immediate relatives' of promoters																				1
	disclosed under 'Promoter and																				1
(d)	Promoter Group' category) Trusts where any person belonging to			_					\vdash												\leftarrow
	Promoter and Promoter Group																				1
	category is trustee, beneficiary, or																				1
(e)	author of the trust																				
	Investor Education and Protection																				
(f)	Fund (IEPF)	0	0	0	0	0	0.00	0	0	0	0.00	0	0.00	0	0.00	0	0.00	0	0	0	0
	Resident Individuals holding nominal																1				
(g)	share capital up to Rs. 2 lakhs	117	296880	0		296880	9.05	296880	ا ا	296880	9.05		9.05	880	0.30	0	0.00	296880	0	0	1 0
				T				,									. , , ,		1		\vdash
	Resident Individuals holding nominal																1				
(h)	share capital in excess of Rs. 2 lakhs	1	578000		0	578000		578000	0	578000	17.62		17.62	0	0.00	0	0.00	578000		0	0
(3)	YASHWANT AMRATLAL THAKKAR		578000					578000			17.62	0		0		0	0.00	578000			
(i)	Non Resident Indians (NRIs) Foreign Nationals	1 0				2000	0.06	2000		2000	0.06	0	0.06	0		0	0.00	2000			
(k)	Foreign Companies	0				0		0	-	0	0.00	0		0		0	0.00	0			
	Bodies Corporate	3	552000				16.83	552000		552000	16.83	ő	16.83	0		0	0.00	552000			
	ESPEON CONSULTING PRIVATE																				
_	LIMITED		298000	0	0	298000	9.09	298000	0	298000	9.09	0	9.09	0	0.00	0	0.00	298000	0	0	0
	CREATEROI FINANCIAL					433000	,,	12205-	ا ِ ا	12200-		l .	,	_		0	0.55	12200-	l .	-	
\vdash	CONSULTANCY PRIVATE AARNAH CAPITAL ADVISORS PVT LTD		122000	0	0	122000	3.72	122000		122000	3.72	0	3.72	0	0.00	0	0.00	122000	0	0	0
			132000	ه ار		132000	4.02	132000	ا ،	132000	4.02	۰ ا	4.02	n	0.00	n	0.00	132000	1 .	n	1 6
(m)	Any Other (specify)				Ť														C	0	0
(m-1)	Hindu Undivided Families (Huf)	8						16000		16000	0.49			0		0	0.00				0
(m-2)	Market Maker	1						76000		76000	2.32					0	0.00				
-	NNM SECURITIES PRIVATE LIMITED	4	76000					76000		76000	2.32	0		0		0	0.00	76000			
\vdash	Sub Total (B)(4) Total Public Shareholding	131	1520880	0	0	1520880	46.37	1520880	0	1520880	46.37	0	46.37	880	0.06	0	0.00	1520880	0	0	0
	(B)=(B)(1)+(B)(2)+(B)(3)+(B)(4)	131	1520880	، ا		1520880	46.37	1520880	ا ا	1520880	46.37		46.37	880	0.06	n	0.00	1520880	١ .	0	
$\overline{}$		131	1323880			1520300	40.37	1320300		1320000	40.37		-0.37	360	0.00		0.00	1320300		-	

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

													Total				er of shares	
								No of v	oting R	ights held in e	ach class		Shareholding as a			pl	edged or	
				No. of					of se	ecurities (IX)		No of shares	% assuming full	Numb	er of Locked	of	therwise	Number of
				Partly			Shareholdin	No	of voti	ng Rights	Total as	underlying	Conversion of	in s	hares (XII)	encun	nbered (XIII)	equity
				paid-up	No. of		g % calculate	Class X	Class	Total	a % of	outstanding	convertible	No.(a)	As a % of	No.(a)	As a % of	shares held
			No. of fully	equity	shares	Total Nos.	as per SCRR		Y		Total	convertible	securities(as a %		Total shares		Total shares	in
		Nos. of	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	share	shares held	held	Depository	(VII =	of (A+B+C2)				rights	(including	capital) (XI)					ed Form
	(1)	holders (III)	(IV)	(V)	Receipts (VI)	IV+V+VI)	(VIII)					warrants) (X)	=(VII)+(X) as a %					(XIV)
1	Custodian/ DR Holder																	
(a)	Name of DR Holder	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 / Employee																	
	Welfare Trust under SEBI (Share																	
	Based Employee Benefits and Sweat																	
2	Equity) Regulations,2021	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

Table VI - Statement showing foreign ownership limits										
Particular	Approved limits (%)	Limits utilized (%)								
As on shareholding date	Nil	Nil								
As on the end of previous 1st quarter	Nil	Nil								
As on the end of previous 2nd quarter	Nil	Nil								
As on the end of previous 3rd quarter	Nil	Nil								
As on the end of previous 4th quarter	Nil	Nil								