

**(I) (a) Statement showing Shareholding Pattern of B.A.G. Films & Media Limited as on 31.12.2009**

Category	Category Shareholder	No. of Shareholders	Total No. of Shares	Number of shares held in Dematerialised Form	Total Shareholding as a percentage of total no. of shares		Shares pledged or otherwise encumbered	
					As a Percentage of (A+B)	As a Percentage of (A+B+C)	Number of shares	As a Percentage
<b>(A)</b>	<b>Shareholding of Promoter and Promoter Group</b>							
<b>(1)</b>	<b>Indian</b>							
(a)	Individuals/ Hindu Undivided Family	4	21,507,790	21,507,790	17.93	17.93	-	-
(b)	Central Government/ State Government(s)	-	-	-	-	-	-	-
(c)	Bodies Corporate	1	25,334,868	18,194,868	21.12	21.12	-	-
(d)	Financial Institutions/ Banks	-	-	-	-	-	-	-
(e)	Any other (specify)	-	-	-	-	-	-	-
	<b>Sub – Total (A) (1)</b>	<b>5</b>	<b>46,842,658</b>	<b>39,702,658</b>	<b>39.05</b>	<b>39.05</b>	-	-
<b>(2)</b>	<b>Foreign</b>							
(a)	Individuals (Non-Resident/ Individuals/Foreign Individuals)	-	-	-	-	-	-	-
(b)	Bodies Corporate	-	-	-	-	-	-	-
(c)	Institutions	-	-	-	-	-	-	-
(d)	Any other (specify)	-	-	-	-	-	-	-
	<b>Sub – Total (A) (2)</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
	<b>Total shareholding of Promoter and Promoter Group (A) = (A) (1) + (A) (2)</b>	<b>5</b>	<b>46,842,658</b>	<b>39,702,658</b>	<b>39.05</b>	<b>39.05</b>	-	-
<b>(B)</b>	<b>Public shareholding</b>						N.A.	N.A.
<b>(1)</b>	<b>Institutions</b>							
(a)	Mutual Funds/ UTI	-	-	-	-	-		
(b)	Financial Institutions/ Banks	2	59,450	59,450	0.05	0.05		
(c)	Central Government/ State Government(s)	-	-	-	-	-		
(d)	Venture Capital Funds	-	-	-	-	-		
(e)	Insurance Companies	-	-	-	-	-		
(f)	Foreign Institutional Investors	7	7,534,548	7,534,548	6.28	6.28		
(g)	Foreign Venture Capital Investors	-	-	-	-	-		
(h)	Any other (specify):	-	-	-	-	-		
	<b>Sub – Total (B) (1)</b>	<b>9</b>	<b>7,593,998</b>	<b>7,593,998</b>	<b>6.33</b>	<b>6.33</b>		
<b>(2)</b>	<b>Non-Institutions</b>							
(a)	Bodies Corporate	1,139	24,837,586	24,837,584	20.71	20.71		
(b)	Individuals –							
	Individuals holding nominal share capital upto Rs. One Lac	30,062	15,746,990	15,542,821	13.13	13.13		
	Individuals holding nominal share capital in excess of Rs. One Lac	25	24,391,432	24,321,182	20.33	20.33		
(c)	Any other (specify)							
	NRIs	144	441,626	441,626	0.37	0.37		
	OCBs	3	98,700	49,400	0.08	0.08		
	Trust	1	100	100	0.00	0.00		
	<b>Sub - Total (B) (2)</b>	<b>31,374</b>	<b>65,516,434</b>	<b>65,192,713</b>	<b>54.62</b>	<b>54.62</b>		
	<b>Total Public Shareholding (B) = (B) (1) + (B) (2)</b>	<b>31,383</b>	<b>73,110,432</b>	<b>72,786,711</b>	<b>60.95</b>	<b>60.95</b>		
	<b>TOTAL (A) + (B)</b>	<b>31,388</b>	<b>119,953,090</b>	<b>112,489,369</b>	<b>100.00</b>	<b>100.00</b>		
<b>(C)</b>	<b>Shares held by Custodians and against which Depository Receipts have been issued</b>							
		-	-	-	-	-		
	<b>GRAND TOTAL (A) + (B) + (C)</b>	<b>31,388</b>	<b>119,953,090</b>	<b>112,489,369</b>	<b>100.00</b>	<b>100.00</b>		

<b>I (b) Statement Showing Shareholding of Persons belonging to the category "Promoters and Promoter Group" as on 31.12.2009</b>						
SN	Name of the Shareholder	No.of Shares	Shares as Percentage of Total No. of Shares	Shares pledged or otherwise encumbered		
				No.of Shares	As a Percentage	As a % of grand total
<b>(A) 1 (a) Individuals/Hindu Undivided Family</b>						
1	Anuradha Shukla	11,017,892	9.19	-	-	-
2	Rajiv Shukla	10,461,298	8.72	-	-	-
3	Jyoti Shukla	1,900	0.00	-	-	-
4	Sudhir Shukla	26,700	0.02	-	-	-
<b>(A) 1 (c) Bodies Corporate</b>						
1	ARVR Communications Pvt. Ltd.	25,334,868	21.12	-	-	-
<b>TOTAL</b>		<b>46,842,658</b>	<b>39.05</b>	-	-	-

<b>Statement Showing Shareholding of Persons belonging to the category Public holding more than 1% of Total no. of shares as on 31.12.2009</b>			
SN	Name of the Shareholder	No.of Shares	Shares as Percentage of Total No. of Shares
<b>B 1 (f) Foreign Institutional Investors</b>			
1	FID Funds (Mauritius) Limited	6,534,515	5.45
<b>(B) 2 (a) Bodies Corporate</b>			
1	High Growth Distributors Pvt Ltd	13,078,000	10.90
2	Pragmatic Traders Pvt. Ltd.	1,400,000	1.17
<b>(B) 2 (b) Individuals</b>			
1	Sameer Gehlaut	20,250,900	16.88
<b>TOTAL</b>		<b>41,263,415</b>	<b>34.40</b>

<b>Statement Showing details of Locked-in Shares as on 31.12.2009</b>				
SN	Name of the Shareholder	Category of Shareholders (Promoters/ Public)	No.of Shares	Shares as Percentage of Total No. of Shares
1	ARVR Communications Pvt. Ltd.	Promoter A 1 ( c )	25,334,868	21.12
<b>TOTAL</b>			<b>25,334,868</b>	<b>21.12</b>

(II)(a)

Statement Showing details of Depository Receipts (DRs)				
Sr. No.	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of outstanding DRs	Number of shares underlying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C)}
1	N.A.	N.A.	N.A.	N.A.

(II)(b)

Statement showing Holding of Depository Receipts (DRs), where underlying shares are in excess of 1% of the total number of shares				
Sr. No.	Name of the DR Holder	Type of outstanding DR (ADRs, GDRs, SDRs, etc.)	Number of shares underlying outstanding DRs	Shares underlying outstanding DRs as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}
1	N.A.	N.A.	N.A.	N.A.