

Introductory sub-table (I)(a)

NAME OF THE COMPANY **Picturehouse Media Limited**
SCRIP CODE: **BSE-532355**
Name of the Scrip: **PICTUREHS**
Class of Security: **Equity**
As on **December 31, 2012.**

| Partly paid-up shares | No. of partly paid-up shares | As a % of total no. of partly paid-up shares | As a % of total no. of shares of the Company. |
|---|--------------------------------------|---|--|
| Held by promoter/promoter group | 0 | 0 | 0.00 |
| Held by Public | 0 | 0 | 0.00 |
| Total: | 0 | 0 | 0.00 |
| Outstanding convertible securities: Compulsorily Convertible Preference Shares of Rs. 10 each (See Note 1) | No. of outstanding securities | As a % of total no. of outstanding convertible securities. | As a % of total no. of shares of the Company assuming full conversion of the convertible securities |
| Held by promoter/promoter group | | | 0.00 |
| Held by Public | | | 0.00 |
| Total: | | | 0.00 |
| Warrants of Rs.10 Each (See Note 2) | No. of warrants | As a % of total no. of warrants | As a % of total no. of shares of the Company, assuming full conversion of warrants |
| Held by promoter/promoter group | | | |
| Held by Public | | | |
| Total: | | | |
| Total paid-up capital of the Company, assuming full conversion of warrants and convertible securities | 52,250,000 | | |

Statement Showing Shareholding Pattern

Table (I)(a)

| Category Code | Category of Shareholder | No. of shareholders | Total number of shares | Number of shares held in dematerialized form | Total shareholding as a %age of total no. of | | Shares Pledged or otherwise encumbered | |
|---------------|--|---------------------|------------------------|--|--|----------------------------|--|----------------------|
| | | | | | As a percentage of (A+B)1 | As a percentage of (A+B+C) | No. of shares | As a percentage |
| (I) | (II) | (III) | (IV) | (V) | (VI) | (VII) | (VIII) | (IX)=(VIII)/(IV)*100 |
| (A) | PROMOTER AND PROMOTER GROUP | | | | | | | |
| (1) | INDIAN | | | | | | | |
| (a) | Individual /HUF | 1 | 32,156,899 | 32,156,899 | 61.54 | 61.54 | 14750000 | 45.87 |
| (b) | Central Government/State Government(s) | - | - | - | - | - | 0 | 0.00 |
| (c) | Bodies Corporate | 2 | 3,805,101 | 3,805,101 | 7.28 | 7.28 | 0 | 0.00 |
| (d) | Financial Institutions / Banks | - | - | - | - | - | 0 | 0.00 |
| (e) | Others | - | - | - | - | - | 0 | 0.00 |
| | Sub-Total A(1) : | 3 | 35,962,000 | 35,962,000 | 68.83 | 68.83 | 14,750,000 | 41 |
| (2) | FOREIGN | | | | | | | |
| (a) | Individuals (NRIs/Foreign Individuals) | - | - | - | - | - | 0 | 0.00 |
| (b) | Bodies Corporate | - | - | - | - | - | 0 | 0.00 |
| (c) | Institutions | - | - | - | - | - | 0 | 0.00 |
| (d) | Others | - | - | - | - | - | 0 | 0.00 |
| | Sub-Total A(2) : | - | - | - | - | - | 0 | 0.00 |
| | Total A=A(1)+A(2) | 3 | 35,962,000 | 35,962,000 | 68.83 | 68.83 | 14,750,000 | 41.01 |
| (B) | PUBLIC SHAREHOLDING | | | | | | NA | NA |
| (1) | INSTITUTIONS | | | | | | | |
| (a) | Mutual Funds /UTI | - | - | - | - | - | | |
| (b) | Financial Institutions /Banks | 1 | 28 | 28 | - | - | | |
| (c) | Central Government / State Government(s) | - | - | - | - | - | | |
| (d) | Venture Capital Funds | - | - | - | - | - | | |
| (e) | Insurance Companies | - | - | - | - | - | | |
| (f) | Foreign Institutional Investors | 1 | 4,750,000 | - | 9.09 | 9.09 | | |
| (g) | Foreign Venture Capital Investors | - | - | - | - | - | | |
| (h) | Others | - | - | - | - | - | | |
| | Sub-Total B(1) : | 2 | 4,750,028 | 28 | 9.09 | 9.09 | | |
| (2) | NON-INSTITUTIONS | | | | | | | |
| (a) | Bodies Corporate | 95 | 9,900,593 | 7,400,593 | 18.95 | 18.95 | | |
| (b) | Individuals | | | | | | | |
| | (i) Individuals holding nominal share capital upto Rs.1 lakh | 4,610 | 810,654 | 769,068 | 1.55 | 1.55 | | |
| | (ii) Individuals holding nominal share capital in excess of Rs.1 lakh | 24 | 759,677 | 759,677 | 1.45 | 1.45 | | |
| (c) | Others | | | | | | | |
| | NON RESIDENT INDIANS | 6 | 683 | 683 | 0.00 | 0.00 | | |
| | HUF | 105 | 63,209 | 63,209 | 0.12 | 0.12 | | |
| | CLEARING MEMBERS | 4 | 3,156 | 3,128 | 0.01 | 0.01 | | |
| | Sub-Total B(2) : | 4,844 | 11,537,972 | 8,996,358 | 22.08 | 22.08 | | |
| | Total B=B(1)+B(2) : | 4,846 | 16,288,000 | 8,996,386 | 31.17 | 31.17 | | |
| | Total (A+B) : | 4,849 | 52,250,000 | 44,958,386 | 100.00 | 100.00 | | |
| (C) | Shares held by custodians, against which Depository Receipts have been issued | | | | | | | |
| (1) | Promoter and Promoter Group | - | - | - | - | - | | |
| (2) | Public | - | - | - | - | - | | |
| | GRAND TOTAL (A+B+C) : | 4,849 | 52,250,000 | 44,958,386 | 100.00 | 100.00 | 14,750,000 | 28.22 |

| (I) (b) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the "Promoter and Promoter Group" | | | | | | | | | | | |
|---|----------------------------|-------------------|-----------------------------------|------------------------------|--------------------|--|-------------------------|---|---------------------------------------|---|--|
| S. No. | Name of the Shareholder | Total shares held | | Details of encumbered shares | | | Details of warrants | | Details of convertible securities | | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share |
| | | Number | As a % of grand total (A)+(B)+(C) | Number | As a percentage | As a % of grand total (A)+(B)+(C) of sub-clause (I)(a) | Number of warrants held | As a % total number of warrants of the same class | Number of convertible securities held | As a % total number of convertible securities of the same class | |
| (I) | (II) | (III) | (IV) | (V) | (VI)=(V)/(III)*100 | (VII) | (VIII) | (IX) | (X) | (XI) | (XII) |
| 1 | PVP Ventures Limited | 3,353,114 | 6.42 | 0 | 0.00 | 0.00 | 0 | 0.00 | 0 | 0.00 | 6.42% |
| 2 | PVP Energy Private Limited | 451,987 | 0.87 | 0 | 0.00 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0.87% |
| 3 | Mrs. Jhansi Sureddi | 32,156,899 | 61.54 | 14750000 | 45.87 | 28.22 | 0 | 0.00 | 0 | | 61.54% |
| | TOTAL | 35,962,000 | 68.83 | 14750000 | 41.02 | 28.22 | 0 | 0.00 | - | 0.00 | 68.83% |

(I) (c) (i) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 1% of the total number of shares

| S. No. | Name of the Shareholder | No. of shares held | shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above} | Details of warrants | | Details of convertible securities | | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|--------|--|--------------------|--|-------------------------|---|---------------------------------------|---|--|
| | | | | Number of warrants held | As a % total number of warrants of the same class | Number of convertible securities held | As a % total number of convertible securities of the same class | |
| 1 | Rayudu Media Projects Private Limited | 4,506,490 | 8.62 | - | 0.00 | 0 | 0.00 | 8.62 |
| 2 | Pearl Dealers Private Limited | 2,500,000 | 4.78 | - | 0.00 | 0 | 0.00 | 4.78 |
| 3 | Sparrow Asia Diversified Opportunity Fund | 4,750,000 | 9.09 | - | 0.00 | 0 | 0.00 | 9.09 |
| 4 | Metaphor Real Estates & Projects Private Limited | 2,200,000 | 4.21 | 0 | 0.00 | 0 | 0.00 | 4.21 |
| | TOTAL : | 13,956,490 | 26.71 | 0 | 0.00 | 0 | 0.00 | 26.71 |

(I)(c)(ii) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 5% of the total number of shares

| S. No. | Name of the Shareholder | No. of shares held | shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above} | Details of warrants | | Details of convertible securities | | Total shares (including underlying shares assuming full conversion of warrants and convertible securities) as a % of diluted share capital |
|--------|---|--------------------|--|-------------------------|---|---------------------------------------|---|--|
| | | | | Number of warrants held | As a % total number of warrants of the same class | Number of convertible securities held | As a % total number of convertible securities of the same class | |
| 1 | Rayudu Media Projects Private Limited | 4,506,490 | 8.62 | - | 0.00 | 0 | 0.00 | 8.62 |
| 2 | Sparrow Asia Diversified Opportunity Fund | 4,750,000 | 9.09 | - | 0.00 | 0 | 0.00 | 9.09 |
| | Total | 9,256,490 | 18 | - | - | - | - | 17.72 |

| (I) (d) Statement showing details of Locked-in Shares | | | |
|--|---|-----------------------------------|--|
| S. No. | Name of the Shareholder | Number of locked-in shares | Locked-in shares as a percentage of total number of shares (i.e. Grand Total (A)+(B)+(C) indicated in Statement at Para (I)(a) above) |
| | <u>Promoter & Promoter Group</u> | | |
| 1 | Jhansi Sureddi | 10,450,000 | 20.00 |
| | <u>Public</u> | | |
| 2 | Rayudu Media Projects Private Limited | 3,506,490 | 6.71 |
| 4 | Peral Dealers Private Limited | 2,500,000 | 4.78 |
| | <u>Foreign Institutional Investors</u> | | |
| 5 | Sparrow Asia Diversified Opportunity Fund | 4,750,000 | 9.09 |
| | Total | 21,206,490 | 40.58 |

| (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) indicated in Statement at Para (I)(a) above) |
| Not Applicable | | | | |

| (II)(b) Statement showing Holding of Depository Receipts (DRs), where underlying shares held by | | | | |
|--|-------------------------------|--|--|--|
| Sr. No. | Name of the DR Holders | Type of outstanding DR (ADRsm 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) |
| Not Applicable | | | | |