

Shareholding Pattern under Regulation 31 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

| | |
|---|---|
| 1 | Name of Listed Entity: SAB EVENTS & GOVERNANCE NOW MEDIA LIMITED |
| 2 | Scrip Code/Name of Scrip/Class of Security: 540081/SAB EVENTS/EQUITY |
| 3 | Share Holding Pattern Filed under: Reg. 31(1)(b) |
| | a. Report for Quarter ending - 30th September, 2017 |
| 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 or Warrants? | | No |
| 3 | Whether the Listed Entity has any shares against which depository receipts are issued? | | No |
| 4 | Whether the Listed Entity has any shares in locked-in? | | No |
| 5 | Whether any shares held by promoters are pledge or otherwise encumbered? | Yes | |



SAB EVENTS AND GOVERNANCE NOW MEDIA LTD.

- 📍 REGISTERED OFFICE ADDRESS
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- 📍 Ground Floor, 24 A, Mindmill Corporate Tower, Film City, Sector - 16A, Noida - 201301
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 CIN : L22222MH2014PLC254848



SAB Events & Governance Now Media Limited
Table 1 - Summary Statement holding of specified securities

| Category | Category of shareholder | Nos. of shareholders | No. of fully paid up equity shares held | No. of Partly paid-up equity shares held | No. of shares underlying Depository Receipts | Total nos. shares held (IV)+(V)+(VI) | Shareholding as a % of total no. of shares | | | Number of Voting Rights held in each class of securities | | | No. of Shares Underlying convertible securities (including Warrants) | Shareholding as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) | Number of Locked in shares | | Number of Shares pledged or otherwise encumbered | | Number of equity shares held in dematerialised form |
|----------|-------------------------------|----------------------|---|--|--|--------------------------------------|--|-------------------------|-----------------------|--|-------------------------------------|----------|--|---|----------------------------|--------------------------------|--|--------------------------------|---|
| | | | | | | | (VII)As a % of (A+B+C2) | (VIII)As a % of (A+B+C) | (IX)As a % of (A+B+C) | Equity Shares | Class eg: y | Total | | | No. (a) | As a % of total Shares held(b) | No. (a) | As a % of total Shares held(b) | |
| (I) | (II) | (III) | (IV) | (V) | (VI) | (VII) = (IV)+(V)+(VI) | (VIII)As a % of (A+B+C2) | (IX)As a % of (A+B+C) | (IX)As a % of (A+B+C) | (X) | (XI) = (VII)+(X) As a % of (A+B+C2) | (XII) | (XIII) | (XIV) | | | | | |
| | Promoter & Promoter Group | 8 | 4600714 | 0 | 0 | 4600714 | 43.88 | 4600714 | 0 | 43.88 | 0 | 0 | 2357600 | 51.24 | 4600714 | | | | |
| (A) | Public | 7053 | 5882997 | 0 | 0 | 5882997 | 56.12 | 5882997 | 0 | 56.12 | 0 | 0 | NA | NA | 5868527 | | | | |
| (B) | Non Public | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0.00 | 0 | 0 | NA | NA | 0 | | | | |
| (C) | Shares Underlying DRs | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0.00 | 0 | 0 | NA | NA | 0 | | | | |
| (C2) | Shares Held By Employee Trust | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0.00 | 0 | 0 | NA | NA | 0 | | | | |
| | Total | 7061 | 10483711 | 0 | 0 | 10483711 | 100.00 | 10483711 | 0 | 100 | 0 | 0 | 2357600 | 22.49 | 10469241 | | | | |

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SAB Events & Governance Now Media Limited
Table II (f)(e)- Statement showing shareholding pattern of the Promoter and Promoter Group

| Sr No. | Category & Name of the Shareholders | PAN | Nos. of shareholders | No. of fully paid up equity shares held | No. of Partly paid-up equity shares held | No. of shares underlying Depository Receipts | Total nos. shares held | Shareholding as a % of total no. of shares | Number of Voting Rights held in each class of securities | | | No. of Shares Underlying Outstanding convertible securities (including Warrants) | Shareholding as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) | Number of Locked in shares | | Number of Shares pledged or otherwise encumbered | | Number of equity shares held in dematerialised form | |
|--------|---|------------|----------------------|---|--|--|------------------------|--|--|-------------|---------|--|---|----------------------------|--------------------------------|--|--------------------------------|---|---------|
| | | | | | | | | | Equity Shares | Class eg: Y | Total | | | No. (e) | As a % of Total Shares held(b) | No. (e) | As a % of Total Shares held(b) | | |
| (I) | | (II) | (III) | (IV) | (V) | (VI) | (VII) = (IV)+(V)+(VI) | (VIII) As a % of (A+B+C2) | (IX) | | | (X) | (XI) = (VII)+(X) As a % of (A+B+C2) | (XII) | (XIII) | (XIV) | | | |
| 1 | Indian Individuals/Hindu Undivided Family | | 6 | 3280178 | 0 | 0 | 3280178 | 31.29 | 3280178 | 0 | 3280178 | 31.29 | 0 | 31.29 | 0 | 0.00 | 1585100 | 48.32 | 3280178 |
| (a) | HEEREN NAVNITLAL ADHKARI | ABCTA1999F | 1 | 150 | 0 | 0 | 150 | 0.00 | 150 | 0 | 150 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 150 |
| | SWATI HIRENKUMAR ADHKARI | AFIPA0251Q | 1 | 150 | 0 | 0 | 150 | 0.00 | 150 | 0 | 150 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 150 |
| | BINDU RAMAN MARKAND NAVNITLAL ADHKARI | AAEPR0138G | 1 | 150 | 0 | 0 | 150 | 0.00 | 150 | 0 | 150 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 150 |
| | GAUTAM NAVNITLAL ADHKARI | AACTA0168K | 1 | 1636089 | 0 | 0 | 1636089 | 15.61 | 1636089 | 0 | 1636089 | 15.61 | 0 | 15.61 | 0 | 0.00 | 584400 | 35.72 | 1636089 |
| | RAVI GAUTAM ADHKARI | AACTA0167G | 1 | 1253639 | 0 | 0 | 1253639 | 11.96 | 1253639 | 0 | 1253639 | 11.96 | 0 | 11.96 | 0 | 0.00 | 610700 | 48.71 | 1253639 |
| | Central Government / State Government(s) | ALDPA6283F | 1 | 390000 | 0 | 0 | 390000 | 3.72 | 390000 | 0 | 390000 | 3.72 | 0 | 3.72 | 0 | 0.00 | 390000 | 100.00 | 390000 |
| (b) | 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 |
| (c) | Any Other (Specify) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| (d) | Bodies Corporate | | 2 | 1320536 | 0 | 0 | 1320536 | 12.60 | 1320536 | 0 | 1320536 | 12.60 | 0 | 12.60 | 0 | 0.00 | 772500 | 58.50 | 1320536 |
| | PRIME GLOBAL MEDIA PRIVATE LIMITED | AAHCF297JK | 1 | 750536 | 0 | 0 | 750536 | 7.16 | 750536 | 0 | 750536 | 7.16 | 0 | 7.16 | 0 | 0.00 | 285000 | 37.97 | 750536 |
| | GLOBAL SHOWBIZ PRIVATE LIMITED | AAFCG0322H | 1 | 570000 | 0 | 0 | 570000 | 5.44 | 570000 | 0 | 570000 | 5.44 | 0 | 5.44 | 0 | 0.00 | 487500 | 85.53 | 570000 |
| 2 | Foreign | | 8 | 4600714 | 0 | 0 | 4600714 | 43.88 | 4600714 | 0 | 4600714 | 43.88 | 0 | 43.88 | 0 | 0.00 | 2357600 | 51.24 | 4600714 |
| (e) | Individuals (Non-Resident Individuals / Foreign Individuals) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| (f) | Government | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| (g) | Institutions | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| (h) | Foreign Portfolio Investor | | 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) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | Sub Total (A)(1) | | 8 | 4600714 | 0 | 0 | 4600714 | 43.88 | 4600714 | 0 | 4600714 | 43.88 | 0 | 43.88 | 0 | 0.00 | 2357600 | 51.24 | 4600714 |
| | Total Shareholding Of Promoter And Promoter Group (A) = (A)(1)+(A)(2) | | 8 | 4600714 | 0 | 0 | 4600714 | 43.88 | 4600714 | 0 | 4600714 | 43.88 | 0 | 43.88 | 0 | 0.00 | 2357600 | 51.24 | 4600714 |

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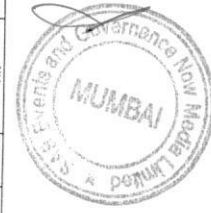
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SAB Events & Governance Now Media Limited
Table III - Statement showing shareholding pattern of the Public shareholder

| Category & Name of shareholders | PAN | Nos. of shareholders | No. of fully paid up equity shares held | No. of Equity Shares held | No. of underlying Depository Receipts | Total nos. shares held (VII) = (IV) + (V) + (VI) | Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) | Number of Voting Rights held in each class of securities | | | No. of Shares Underlying Outstanding convertible securities (including Warrants) | Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) | Number of Locked in shares | | Number of Shares pledged or otherwise encumbered | | Number of shares held in dematerialised form |
|--|-------------|----------------------|---|---------------------------|---------------------------------------|--|---|--|-------|-------|--|--|----------------------------|--------------------------------|--|--------------------------------|--|
| | | | | | | | | No of Voting Rights | | | | | No. (a) | As a % of total Shares held(b) | No. (a) | As a % of total Shares held(b) | |
| | | | | | | | | Equity Shares (eg. 3) | Class | Total | | | | | | | |
| (I) | (II) | (III) | (IV) | (V) | (VI) | (VII) As a % of (A+B+C2) | (VIII) As a % of (A+B+C2) | (IX) | (X) | (XI) | (XII) | (XIII) | (XIV) | | | | |
| 1 Institutions | | | | | | | | | | | | | | | | | |
| (a) Mutual Fund | | 2 | 270 | 0 | 0 | 270 | 0.00 | 270 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 270 | |
| (b) Venture Capital Funds | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| (c) Alternate Investment Funds | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| (d) Foreign Venture Capital Investors | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| (e) Foreign Portfolio Investor | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| (f) Financial Institutions/Banks | | 5 | 1094884 | 0 | 0 | 1094884 | 10.44 | 1094884 | 0 | 0 | 10.44 | 0 | 0.00 | NA | NA | 1094884 | |
| (g) Insurance Companies | AAACC2498F | 1 | 1086892 | 0 | 0 | 1086892 | 10.37 | 1086892 | 0 | 0 | 10.37 | 0 | 0.00 | NA | NA | 1086892 | |
| (h) Provident Funds/ Pension Funds | | 2 | 60703 | 0 | 0 | 60703 | 0.58 | 60703 | 0 | 0 | 0.58 | 0 | 0.00 | NA | NA | 60703 | |
| (i) Any Other (Specify) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| Sub Total (B)(1) | | 2 | 330 | 0 | 0 | 330 | 0.00 | 330 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| Sub Total (B)(2) | | 11 | 1156187 | 0 | 0 | 1156187 | 11.03 | 1156187 | 0 | 0 | 11.03 | 0 | 0.00 | NA | NA | 1156187 | |
| 2 Central Government/State Government(s) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| Sub Total (B)(2) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| 3 Non-Institutions | | | | | | | | | | | | | | | | | |
| (a) Individuals | | 6800 | 492711 | 0 | 0 | 492711 | 4.70 | 492711 | 0 | 0 | 4.70 | 0 | 0.00 | NA | NA | 492711 | |
| (b) Individual shareholders holding nominal share capital up to Rs. 2 lakhs | | 5 | 733252 | 0 | 0 | 733252 | 7.18 | 733252 | 0 | 0 | 7.18 | 0 | 0.00 | NA | NA | 733252 | |
| (c) Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs | | 1 | 395090 | 0 | 0 | 395090 | 3.77 | 395090 | 0 | 0 | 3.77 | 0 | 0.00 | NA | NA | 395090 | |
| (d) Employee Trusts | | 1 | 150834 | 0 | 0 | 150834 | 1.44 | 150834 | 0 | 0 | 1.44 | 0 | 0.00 | NA | NA | 150834 | |
| (e) Employee Trusts (balancing figure) | | 1 | 139500 | 0 | 0 | 139500 | 1.33 | 139500 | 0 | 0 | 1.33 | 0 | 0.00 | NA | NA | 139500 | |
| (f) Corporate Entities (holding DRs) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | NA | NA | 0 | |
| (g) Any Other (Specify) | | 237 | 3480847 | 0 | 0 | 3480847 | 31.20 | 3480847 | 0 | 0 | 31.20 | 0 | 0.00 | NA | NA | 3480847 | |
| 4 Bodies Corporate - Above 1% | | | | | | | | | | | | | | | | | |
| (a) ASSENT TRADING PRIVATE LIMITED | AAHC/A927F | 1 | 1013384 | 0 | 0 | 1013384 | 9.67 | 1013384 | 0 | 0 | 9.67 | 0 | 0.00 | NA | NA | 1013384 | |
| (b) AKANAV TRADING AND INVESTMENTS PRIVATE LIMITED | AAAC/R278P | 1 | 695464 | 0 | 0 | 695464 | 6.63 | 695464 | 0 | 0 | 6.63 | 0 | 0.00 | NA | NA | 695464 | |
| (c) KEYNOTE ENTERPRISES PRIVATE LIMITED | AAAC/K747R | 1 | 642669 | 0 | 0 | 642669 | 6.13 | 642669 | 0 | 0 | 6.13 | 0 | 0.00 | NA | NA | 642669 | |
| (d) KALASH TRADING AND INVESTMENTS PRIVATE LIMITED | AAAC/A9233D | 1 | 756000 | 0 | 0 | 756000 | 7.21 | 756000 | 0 | 0 | 7.21 | 0 | 0.00 | NA | NA | 756000 | |
| Sub Total (B)(3) | | 782 | 4726810 | 0 | 0 | 4726810 | 45.09 | 4726810 | 0 | 0 | 45.09 | 0 | 0.00 | NA | NA | 4726810 | |
| Total Public Shareholding (B) = (B)(1)+(B)(2)+(B)(3) | | 783 | 5882997 | 0 | 0 | 5882997 | 56.12 | 5882997 | 0 | 0 | 56.12 | 0 | 0.00 | NA | NA | 5882997 | |



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Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder

| Category | Category & Name of shareholders | PAN | Nos. of shareholders | No. of fully paid up equity shares held | No. of partly paid-up equity shares held | No. of shares underlying Depository Receipts | Total nos. shares held | Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) | Number of Voting Rights held in each class of securities | | | No. of Shares Underlying Outstanding convertible securities (including Warrants) | Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) | Number of Locked in shares | | Number of Shares pledged or otherwise encumbered | | Number of equity shares held in dematerialised form |
|----------|--|------|----------------------|---|--|--|------------------------|---|--|----------------------|-------------------------------------|--|--|----------------------------|--------------------------------|--|--------------------------------|---|
| | | | | | | | | | No of Voting Rights | | Total as a % of (A+B+C) | | | No. (a) | As a % of total Shares held(b) | No. (a) | As a % of total Shares held(b) | |
| | | | | | | | | | Equity Shares | Class eg: Preference | | | | | | | | |
| | (I) | (II) | (III) | (IV) | (V) | (VI) | (VII) = (IV)+(V)+(VI) | (VIII) As a % of (A+B+C2) | (IX) | (X) | (XI) = (VII)+(X) As a % of (A+B+C2) | (XII) | (XIII) | (XIV) | | | | |
| 1 | Custodian/DJR Holder | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| 2 | Employee Benefit Trust (under SEBI (Share based Employee Benefit) Regulations, 2014) | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |
| | Total Non-Promoter- Non Public Shareholding (C) = (C1)+(C)2 | | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0.00 | 0 | 0.00 | 0 |



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