

SELLAIDS PUBLICATIONS (INDIA) LIMITED

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To,
The Stock Exchange
Mumbai

17/04/12

Dear Sir,

Sub:- Share Holding Pattern as on 31st March 2012

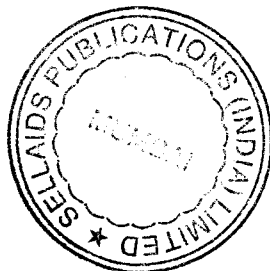
Company Name :- SELLAIDS PUBLICATIONS (INDIA) LTD. (526071)

Please find enclosed herewith Share Holding Pattern as on 31st March,2012

Kindly acknowledge the receipt.

For Sellaims Publications (India) Ltd.


Authorized Signatory



(1)(a) Statement showing ShareHolding Pattern

Name of the Company : Sellaiys Publications Ltd

Quarter Ended : 31-03-2012

Scrip Code : 526071

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 Promoters/ Promoters Group	0		
Held by Public	0		
TOTAL - D	0		
Outstanding Conv. Securities	No. of Outstanding Securities	As a % of Total no. of O/S Conv. Securities	As a % of Total no. of Shares of the Co., assuming full conv.
Held by Promoters/ Promoters Group	0		
Held by Public	0		
TOTAL - E	0		
Warrants :	No. of Warrants	As a % of Total no. of Warrants	As a % of Total no. of Shares of the Co., assuming full conv.
Held by Promoters/ Promoters Group	0		
Held by Public	0		
TOTAL - F	0		
Total paid-up Capital of the Company assuming full conv. Of warrants & securities	3702401		



Statement Showing Shareholding Pattern - Table (I)(a)

Sellaiads Publications Ltd

Script Code : 526071
 Quarter Ended : 31-03-2012

Category code	Category of Shareholder	Number of Shareholders	Total number of shares	Number of shares held in dematerialized form	Total shareholding as a percentage of total number of shares		Number of Shares pledged or otherwise encumbered	As a % of Total No. of Shares
					As a percentage of(A+B) ¹	As a percentage of (A+B+C)		
(A)	Shareholding of Promoter and Promoter Group ²							
1	Indian							
a	Individual/Huf	4	1307336	1159636	35.310	35.310	0	0.000
b	Central/State Gov	0	0	0	0.000	0.000	0	0.000
c	Bodies Corporates	0	0	0	0.000	0.000	0	0.000
d	Fins / Banks	0	0	0	0.000	0.000	0	0.000
e	Any Other specify	0	0	0	0.000	0.000	0	0.000
	Sub Total(A)(1)	4	1307336	1159636	35.310	35.310	0	0.000
2	Foreign							
a	Indv NRI/For Ind	0	0	0	0.000	0.000	0	0.000
b	Bodies Corporate	0	0	0	0.000	0.000	0	0.000
c	Institutions	0	0	0	0.000	0.000	0	0.000
d	Any Other Specify	0	0	0	0.000	0.000	0	0.000
	Sub Total(A)(2)	0	0	0	0.000	0.000	0	0.000
	Total Shareholding of Promoter and Promoter Group Total (A)= (A)(1)+(A)(2)	4	1307336	1159636	35.310	35.310	0	0.000
(B)	Public shareholding							
1	Institutions							
a	Mutual Funds	0	0	0	0.000	0.000		
b	Fins / Banks	4	99989	91389	2.701	2.701		
c	Central/State Govt	0	0	0	0.000	0.000		
d	Venture Cap Fund	0	0	0	0.000	0.000		
e	Insurance Comp(s)	0	0	0	0.000	0.000		
f	Foreign Ins Invest	0	0	0	0.000	0.000		
g	Foreign Ven Cap In	0	0	0	0.000	0.000		
h	Any Other -Specify	0	0	0	0.000	0.000		
	Sub-Total (B)(1)	4	99989	91389	2.701	2.701		

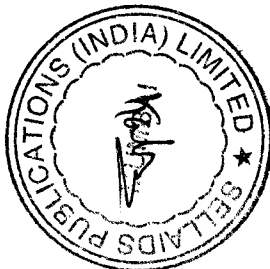


Statement Showing Shareholding Pattern - Table (D)(a)

Selllaid's Publications Ltd

Script Code : 526071
Quarter Ended : 31-03-2012

Category code	Category of Shareholder	Number of Shareholders	Total number of shares	Number of shares held in dematerialized form	Total shareholding as a percentage of total number of shares		Number of shares	As a % of Total No. of Shares
					As a percentage of(A+B) ¹	As a percentage of(A+B+C)		
B 2	Non-institutions							
a	Bodies Corporates	39	240057	173957	6.484	6.484		
b	Individuals							
	(i) upto Rs 1-Lac	719	347386	209416	9.383	9.383		
	(ii) above Rs1-Lac	19	1385067	461767	37.410	37.410		
c	Any Other -Ct-Mem	0	0	0	0.000	0.000		
	-OCB	0	0	0	0.000	0.000		
	-NRI	4	322566	322566	8.712	8.712		
	Sub-Total (B)(2)	781	2295076	1167706	61.989	61.989		
(B)	Total (B)=(B)(1)+(B)(2)	785	2395065	1259095	64.690	64.690		
	TOTAL (A)+(B)	789	3702401	2418731		100.000	0	0.000
(C)	Held by Custodians against Depository Receipts							
	PROMOTER & PRO GRP	0	0	0			0.000	
	PUBLIC	0	0	0			0.000	
	GRAND TOTAL (A)+(B)+(C)	789	3702401	2418731		100.000	0	0.000



(1)(b) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Promoter and Promoter Group"

Sr. No.	Ref. No	Name of the shareholder	Total Shares held		Shares pledged or otherwise encumbered		Details of warrant		Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrant and convertible securities) as a % of diluted share capital
			Number	As a % of grand total (A)+(B)+(C)	Number	% of Total shares held	Number of warrants held	As a % of total No of warrants of the same class	Number of convertible securities held	As a % of total No of convertible securities of the same class	
1	000039	SUBHASH RATHOD	500	0.014	0	0.000	0	0.000	0	0.000	0.014
2	000045	MANGALA SUBHASH RATHOD	147200	3.976	0	0.000	0	0.000	0	0.000	3.976
3	00199467	SUBHASH P RATHOD	579981	15.665	0	0.000	0	0.000	0	0.000	15.665
4	10160854	MANGLA SUBHASH RATHOD	579655	15.656	0	0.000	0	0.000	0	0.000	15.656
		Total Promoter & Promoter Group	1307336	35.310	0	0.000	0	0.000	0	0.000	35.311



(D)c) 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										
Sr. No.	Ref-Num	Name of the shareholder	Number of shares	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 warrant			Details of convertible securities		Total shares (including underlying shares assuming full conversion of warrant and convertible securities) as a % of diluted share capital
					Number of warrants held	As a % of total No of warrants of the same class	Number of convertible securities held	As a % of total No of convertible securities of the same class		
1	000029	BHARAT PHAPALE	147000	3.970	0	0.000	0	0.000	3.970	
2	00000042	FAIRWEALTH SECURITIES LIMITED	71739	1.938	0	0.000	0	0.000	1.938	
3	10009194	GANPAT SINGHVI	53571	1.447	0	0.000	0	0.000	1.447	
4	20087795	HARSHA HITESH JAVERI	101500	2.741	0	0.000	0	0.000	2.741	
5	20087818	HITESH RAMJI JAVERI	60300	1.629	0	0.000	0	0.000	1.629	
6	10015251	KAILASH MANWANI	178571	4.823	0	0.000	0	0.000	4.823	
7	000031	LALIT AREKAR	140000	3.781	0	0.000	0	0.000	3.781	
8	000055	MANGALA SUBHASH RATHOD	75000	2.026	0	0.000	0	0.000	2.026	
9	000033	MUKESH GOND	150000	4.051	0	0.000	0	0.000	4.051	
10	00013423	RENU PALIWAL	50001	1.351	0	0.000	0	0.000	1.351	
11	000040	RUPESH RAMCHANDRA PAWAR	141300	3.816	0	0.000	0	0.000	3.816	
12	000034	SHEKHAR DESAI	167500	4.524	0	0.000	0	0.000	4.524	
13	10526176	SHEKHAR SHIVAJI DESAI	76881	2.077	0	0.000	0	0.000	2.077	
14	10000023	STATE BANK OF INDIA	61389	1.658	0	0.000	0	0.000	1.658	
15	000056	SUBHASH P RATHOD	102500	2.768	0	0.000	0	0.000	2.768	
16	00432783	TAHER SUTERWALA	80531	2.175	0	0.000	0	0.000	2.175	
		Total	1657783	44.776	0	0.000	0	0.000	44.775	



(II)(a) Statement showing details of Depository Receipts (DRs)

Sr. No.	Ref-Num	Name of theHolder	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 (1)(a) above}



(1D)(b) Statement showing Holding of Depository Receipts (DRs), where underlying shares held by Promoter/Promoter Group are in excess of 1% of the total number of shares

Sr. No.	Ref:Num	Name of the DR Holder	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 f.e., Grand Total (A)+(B)+(C) indicated in Statement at para (D)(a) above}

