

SELLAIDS PUBLICATIONS (INDIA) LIMITED

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To,
The Stock Exchange
Mumbai

27/01/12

Dear Sir,

Sub:- Share Holding Pattern as on 31st December 2011

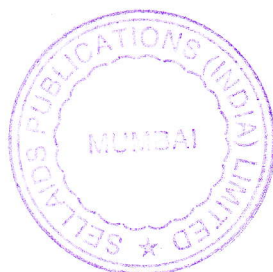
Company Name :- SELLAIDS PUBLICATIONS (INDIA) LTD. (526071)

Please find enclosed herewith Share Holding Pattern as on 31st December 2011
along with soft copy.

Kindly acknowledge the receipt.

For Sellaims Publications (India) Ltd.


Authorized Signatory



(1)(a) Statement showing ShareHolding Pattern

Name of the Company : Sellalids Publications Ltd

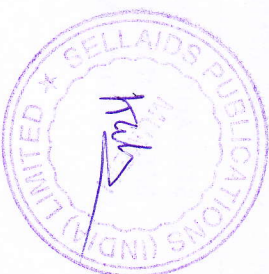
Quarter Ended : 31-12-2011

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
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Scrip Code : 526071

Quarter Ended : 31-12-2011

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		Shares pledged or otherwise encumbered
					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
b	Central/State Gov	0	0	0	0.000	0.000	0
c	Bodies Corporates	0	0	0	0.000	0.000	0
d	Fins / Banks	0	0	0	0.000	0.000	0
e	Any Other specify	0	0	0	0.000	0.000	0
	Sub Total(A)(1)	4	1307336	1159636	35.310	35.310	0
2	Foreign						
a	Indv NRI/For Ind	0	0	0	0.000	0.000	0
b	Bodies Corporate	0	0	0	0.000	0.000	0
c	Institutions	0	0	0	0.000	0.000	0
d	Any Other Specify	0	0	0	0.000	0.000	0
	Sub Total(A)(2)	0	0	0	0.000	0.000	0
	Total Shareholding of Promoter and Promoter Group Total (A)= (A)(1)+(A)(2)	4	1307336	1159636	35.310	35.310	0
(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

Sellards Publications Ltd

Scrip Code : 526071

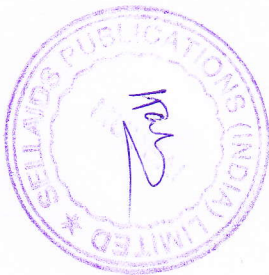
Quarter Ended : 31-12-2011

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		Shares pledged or otherwise encumbered	
					As a percentage of (A+B) ¹	As a percentage of (A+B+C)	Number of shares	As a % of Total No. of Shares
B 2	Non-institutions							
a	Bodies Corporates	38	297577	231477	8.037	8.037		
	Individuals							
	i) upto Rs 1-Lac	707	316028	177058	8.536	8.536		
	ii) above Rs 1-Lac	16	1358905	435605	36.703	36.703		
c	Any Other -Cir-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)	765	2295076	1166706	61.989	61.989		
(B)	Total (B)= (B)(1)+(B)(2)	769	2395065	1258095	64.690	64.690		
	TOTAL (A)+(B)	773	3702401	2417731		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)	773	3702401	2417731		100.000	0	0.000



(1)(b) Statement showing Shareholding 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	As a % of grand total (A)+(B)+(C)	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	0.000	0	0.000	0	0.000	0.014
2	000045	MANGALA SUBHASH RATHOD	147200	3.976	0	0.000	0.000	0	0.000	0	0.000	3.976
3	00199467	SUBHASH P RATHOD	579981	15.665	0	0.000	0.000	0	0.000	0	0.000	15.665
4	10160854	Mangla Subhash Rathod	579655	15.656	0	0.000	0.000	0	0.000	0	0.000	15.656
		Total Promoter & Promoter Group	1307336	35.310	0	0.000	0.000	0	0.000	0	0.000	35.311



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(I)(d) Statement showing details of locked-in shares

Sr. No.	Ref- Num	Cat	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}
1	10009194	-Pub	GANPAT SINGHVI	53571	1.447
2	10015251	-Pub	KAILASH MANWANI	178571	4.823
3	00155628	-Pub	NIRMALA SINGHI	35714	0.965
4	00432783	-Pub	TAHER SUTERWALA	80531	2.175
5	00290874	-Pub	VIKAS GAUTAM	35714	0.965
			Total Locked in Shares	384101	10.374



(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 (I)(a) above}



(II)(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 {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I)(a) above}

