

SAHARA INDIA MASS COMMUNICATION LIMITED

Shareholding Pattern
as on 30.09.2005

| | CATEGORY | Number of Shares | % |
|-----------|---|------------------|--------|
| A. | Promoter's holding | | |
| 1 | Promoters* | | |
| | - Indian Promoters | 16,577,030 | 96.38 |
| | - Foreign Promoters | - | - |
| 2 | Persons acting in concert # | - | - |
| | Sub Total | 16,577,030 | 96.38 |
| B. | Non Promoters holding | - | - |
| 3 | Institutional Investors | | |
| a. | Mutual Funds and UTI | 50,445 | 0.29 |
| b. | Banks, Financial Institutions, Insurance Companies (Central/ State Govt. Institutions/ Non-Government Institutions) | - | - |
| c. | FII's | - | - |
| | Sub Total | 50,445 | 0.29 |
| 4 | Others | | |
| a. | Private Corporate Bodies | 509,321 | 2.96 |
| b. | Indian Public | 63,197 | 0.37 |
| c. | NRIs/OCBs | 7 | 0.00 |
| d. | Any other (please specify) | - | - |
| | Sub-Total | 572,525 | 3.33 |
| | GRAND TOTAL | 17,200,000 | 100.00 |

Foot Note

| | | |
|----------------------|---|------|
| Foreign Shareholding | 7 | 0.00 |
|----------------------|---|------|

SAHARA INDIA MASS COMMUNICATION LIMITED

Shareholding Pattern
as on 30.09.2005

HOLDING MORE THAN 1% SHARES OF THE COMPANY

| CATEGORY | Number of Shares | % |
|---|-------------------|--------------|
| Promoter's holding | | |
| Promoters | | |
| - Indian Promoters | | |
| Shri Subrata Roy Sahara | 5,200,000 | 30.23 |
| Smt. Swapna Roy | 350,000 | 2.03 |
| Sahara India Financial Corporation Limited | 3,512,240 | 20.42 |
| Sahara India Corporation Limited | 3,261,790 | 18.96 |
| Shri. O. P. Srivastava | 1,000,000 | 5.81 |
| Shri J. B. Roy | 1,000,000 | 5.81 |
| Shri Ishtiaque Ahmed | 825,000 | 4.80 |
| Joint Sahara India Commercial Corp. Ltd. and Shri I. Ahmed (for Sahara India Mass Communication) | 825,000 | 4.80 |
| Sahara India Commercial Corporation Limited | 189,500 | 1.10 |
| Sain Processing and Weaving Private Limited | 189,500 | 1.10 |
| Sahara India International Corporation Limited | 224,000 | 1.30 |
| Sub Total | 16,577,030 | 96.38 |
| - Foreign Promoters | - | - |
| Persons acting in concert # | - | - |
| Sub Total | 16,577,030 | 96.38 |
| Non Promoters holding | | |
| Private Corporate Bodies | | |
| HFCL Trade Invest Limited | 350,950 | 2.04 |
| Total | 16,927,980 | 98.42 |