

SAHARA ONE MEDIA AND ENTERTAINMENT LIMITED

(Formerly Sahara India Mass Communication Limited)

Shareholding Pattern
as on 31.03.2006

	CATEGORY	Number of Shares	%
A.	Promoter's holding		
1	Promoters*		
	- Indian Promoters	16,577,030	90.58
	- Foreign Promoters	-	-
2	Persons acting in concert #	-	-
	Sub Total	16,577,030	90.58
B.	Non Promoters holding	-	-
3	Institutional Investors		
a.	Mutual Funds and UTI	49,336	0.27
b.	Banks, Financial Institutions, Insurance Companies (Central/ State Govt. Institutions/ Non-Government Institutions)	-	-
c.	FII's	-	-
	Sub Total	49,336	0.27
4	Others		
a.	Private Corporate Bodies	1,602,299	8.76
b.	Indian Public	71,328	0.39
c.	NRIs/OCBs	7	0.00
d.	Any other (please specify)	-	-
	Sub-Total	1,673,634	9.15
	GRAND TOTAL	18,300,000	100.00

Foot Note

Foreign Shareholding	7	0.00
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SAHARA ONE MEDIA AND ENTERTAINMENT LIMITED

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Shareholding Pattern
as on 31.03.2006

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	28.42
Smt. Swapna Roy	350,000	1.91
Sahara India Financial Corporation Limited	3,512,240	19.19
Sahara India Corporation Limited	3,261,790	17.82
Shri O. P. Srivastava	1,000,000	5.46
Shri J. B. Roy	1,000,000	5.46
Shri Ishtiaque Ahmed	825,000	4.51
Joint Sahara India Commercial Corp. Ltd. and Shri I. Ahmed (for Sahara India Mass Communication)	825,000	4.51
Sahara India Commercial Corporation Limited	189,500	1.04
Sain Processing and Weaving Private Limited	189,500	1.04
Sahara India International Corporation Limited	224,000	1.22
Sub Total	16,577,030	90.58
- Foreign Promoters	-	-
Persons acting in concert #	-	-
Sub Total	16,577,030	90.58
Non Promoters holding		
Private Corporate Bodies		
Bennett, Coleman & Co. Ltd	1,100,000	6.01
HFCL Trade Invest Limited	350,950	1.92
Sub Total	1,450,950	7.93
Total	18,027,980	98.51