

SUMEDHA FISCAL SERVICES LTD.

Disclosure under Regulation 46(n) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 pertaining to Agreement with media Company

The Company had entered into an Agreement on 30-Mar-11 with Brand Equity Treaties Ltd., Shivanand Apartment, Bhaskar Colony, Shivaji Nagar Road, Naupada, Thane (W) – 400 601 in connection with brand building exercise for the Company.

As required under Regulation 46(n) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we furnish the following information :

a)	Disclosures regarding the shareholding (if any) of such media companies/ associates in the company	:	Name of the Associate – Sahujain Services Ltd. No. of Shares held – 8,88,710 Equity Shares on Rs. 10/- each (as on 31-Mar-16)
b)	Any other disclosures related to such agreements viz. Details of nominee of the media companies on the Board of the company, any management control or potential conflict of interest arising out of such agreements, etc.	:	NIL
c)	Disclosures regarding any other back to back treaties/ contracts/ Agreements / MOUs or similar instruments entered into by the issuer company with media companies and/ or their associates for the purpose of advertising, publicity, etc.	:	The Agreement entered into with Brand Equity Treaties Ltd. is for the issue of advertisements for brand building exercise to be undertaken by the Company for a initial period 4 (four) years or as extended from time to time, at prevailing market rate. The Company is to design the content, timing, mode (print & electronic) etc. of such media exercise in all media belonging to / associated with Bennet, Colman & Co. Ltd.