

<b>General information about company</b>	
Scrip code	543624
NSE Symbol	
MSEI Symbol	
ISIN	INE0KY201013
Name of the company	MAAGH ADVERTISING AND MARKETING SERVICES LIMITED
Whether company is SME	Yes
Class of Security	Equity Shares
Type of report	Quarterly
Quarter Ended / Half year ended/Date of Report (For Prelisting / Allotment)	31-12-2022
Date of allotment / extinguishment (in case Capital Restructuring selected) / Listing Date	
Shareholding pattern filed under	Regulation 31 (1) (b)
Whether the listed entity is Public Sector Undertaking (PSU)?	No

<b>Declaration</b>					
Sr. No.	Particular	Yes/No	Promoter and Promoter Group	Public shareholder	Non Promoter- Non Public
1	Whether the Listed Entity has issued any partly paid up shares?	No	No	No	No
2	Whether the Listed Entity has issued any Convertible Securities ?	No	No	No	No
3	Whether the Listed Entity has issued any Warrants ?	No	No	No	No
4	Whether the Listed Entity has any shares against which depository receipts are issued?	No	No	No	No
5	Whether the Listed Entity has any shares in locked-in?	Yes	Yes	Yes	No
6	Whether any shares held by promoters are pledge or otherwise encumbered?	No	No		
7	Whether company has equity shares with differential voting rights?	No	No	No	No
8	Whether the listed entity has any significant beneficial owner?	No			

<b>Table VI - Statement showing foreign ownership limits</b>		
<b>Particular</b>	<b>Approved limits (%)</b>	<b>Limits utilized (%)</b>
As on shareholding date	0	0
As on the end of previous 1st quarter	0	0
As on the end of previous 2nd quarter	0	0
As on the end of previous 3rd quarter	0	0
As on the end of previous 4th quarter	0	0

**Table I - Summary Statement holding of specified securities**

Category (I)	Category of shareholder (II)	Nos. Of shareholders (III)	No. of fully paid up equity shares held (IV)	No. Of Partly paid-up equity shares held (V)	No. Of shares underlying Depository Receipts (VI)	Total nos. shares held (VII) = (IV)+(V)+(VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)			
								No of Voting (XIV) Rights			Total as a % of (A+B+C)
								Class eg: X	Class eg:y	Total	
(A)	Promoter & Promoter Group	2	1759120			1759120	53.63	1759120		1759120	53.63
(B)	Public	115	1520880			1520880	46.37	1520880		1520880	46.37
(C)	Non Promoter-Non Public										
(C1)	Shares underlying DRs										
(C2)	Shares held by Employee Trusts										
	Total	117	3280000			3280000	100	3280000		3280000	100

**Table I - Summary Statement holding of specified securities**

Category (I)	Category of shareholder (II)	No. Of Shares Underlying Outstanding convertible securities (X)	No. of Shares Underlying Outstanding Warrants (Xi)	No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)	Shareholding , as a % assuming full conversion of convertible securities ( as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialized form (XIV)	Sub-categorization of shares		
						No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		Sub-category (i)	Sub-category (ii)	Sub-category (iii)
(A)	Promoter & Promoter Group				53.63	1759120	100			1759120			
(B)	Public				46.37	880	0.06			1520880	0	0	0
(C)	Non Promoter-Non Public												
(C1)	Shares underlying DRs												
(C2)	Shares held by Employee Trusts												
	Total				100	1760000	53.66			3280000	0	0	0

<b>Table II - Statement showing shareholding pattern of the Promoter and Promoter Group</b>											
Sr.	Category & Name of the Shareholders (I)	Nos. Of shareholders (III)	No. of fully paid up equity shares held (IV)	No. Of Partly paid-up equity shares held (V)	No. Of shares underlying Depository Receipts (VI)	Total nos. shares held (VII) = (IV)+(V)+(VI)	Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	Number of Voting Rights held in each class of securities (IX)			
								No of Voting (XIV) Rights			Total as a % of Total Voting rights
								Class eg: X	Class eg:y	Total	
A	Table II - Statement showing shareholding pattern of the Promoter and Promoter Group										
(1)	Indian										
(d)	Any Other (specify)	2	1759120			1759120	53.63	1759120		1759120	53.63
Sub-Total (A)(1)		2	1759120			1759120	53.63	1759120		1759120	53.63
(2)	Foreign										
Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)		2	1759120			1759120	53.63	1759120		1759120	53.63
B	Table III - Statement showing shareholding pattern of the Public shareholder										
(1)	Institutions (Domestic)										
(2)	Institutions (Foreign)										
(3)	Central Government / State Government(s)										
(4)	Non-institutions										
(g)	Resident Individuals holding nominal share capital up to Rs. 2 lakhs	91	270880			270880	8.26	270880		270880	8.26
(h)	Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs	7	304000			304000	9.27	304000		304000	9.27
(i)	Non Resident Indians (NRIs)	1	2000			2000	0.06	2000		2000	0.06
(l)	Bodies Corporate	10	930000			930000	28.35	930000		930000	28.35
(m)	Any Other (specify)	6	14000			14000	0.43	14000		14000	0.43
Sub-Total (B)(4)		115	1520880			1520880	46.37	1520880		1520880	46.37
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)+(B)(4)		115	1520880			1520880	46.37	1520880		1520880	46.37
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder										
Total ( A+B+C2 )		117	3280000			3280000	100	3280000		3280000	100
Total (A+B+C )		117	3280000			3280000	100	3280000		3280000	100

Table II - Statement showing shareholding pattern of the Promoter and Promoter Group												
Sr.	No. Of Shares Underlying Outstanding convertible securities (X)	No. of Shares Underlying Outstanding Warrants (Xi)	No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)	Shareholding , as a % assuming full conversion of convertible securities ( as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XII)		Number of Shares pledged or otherwise encumbered (XIII)		Number of equity shares held in dematerialized form (XIV)	Sub-categorization of shares		
					No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		Sub-category (i)	Sub-category (ii)	Sub-category (iii)
A	Table II - Statement showing shareholding pattern of the Promoter and Promoter Group											
(1)	Indian											
(d)				53.63	1759120	100			1759120			
Sub-Total (A)(1)				53.63	1759120	100			1759120			
(2)	Foreign											
Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)				53.63	1759120	100			1759120			
B	Table III - Statement showing shareholding pattern of the Public shareholder											
(1)	Institutions (Domestic)											
(2)	Institutions (Foreign)											
(3)	Central Government / State Government(s)											
(4)	Non-institutions											
(g)				8.26	880	0.32			270880	0	0	0
(h)				9.27	0	0			304000	0	0	0
(i)				0.06	0	0			2000	0	0	0
(l)				28.35	0	0			930000	0	0	0
(m)				0.43	0	0			14000	0	0	0
Sub-Total (B)(4)				46.37	880	0.06			1520880	0	0	0
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)+(B)(4)				46.37	880	0.06			1520880	0	0	0
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder											
Total ( A+B+C2 )				100	1760000	53.66			3280000			
Total (A+B+C )				100	1760000	53.66			3280000			

<b>Any Other (specify)</b>			
Serial No.	1	2	
Category	Bodies Corporate	Director or Director's Relatives	<a href="#">Click here to go back</a>
Name of the Shareholders (I)	MINIBOSS CONSULTANCY PRIVATE LIMITED	AZHARUDDIN RABBANI MULLA	
PAN (II)	AAMCM9715B	AOOPM9175J	Total
No. of the Shareholders (I)	1	1	2
No. of fully paid up equity shares held (IV)	1709120	50000	1759120
No. Of Partly paid-up equity shares held (V)			
No. Of shares underlying Depository Receipts (VI)			
Total nos. shares held (VII) = (IV)+(V)+ (VI)	1709120	50000	1759120
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	52.11	1.52	53.63
Number of Voting Rights held in each class of securities (IX)			
Class eg: X	1709120	50000	1759120
Class eg:y			
Total	1709120	50000	1759120
Total as a % of Total Voting rights	52.11	1.52	53.63
No. Of Shares Underlying Outstanding convertible securities (X)			
No. of Shares Underlying Outstanding Warrants (Xi)			
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)			
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	52.11	1.52	53.63
Number of Locked in shares (XII)			
No. (a)	1709120	50000	1759120



As a % of total Shares held (b)	100	100	100
Number of Shares pledged or otherwise encumbered (XIII)			
No. (a)			
As a % of total Shares held (b)			
Number of equity shares held in dematerialized form (XIV)	1709120	50000	1759120
Reason for not providing PAN			
Reason for not providing PAN			
Shareholder type	Promoter	Promoter	

Bodies Corporate						
Serial No.	1	2	3	4	5	6
Name of the Shareholders (I)	ESPEON CONSULTING PRIVATE LIMITED.	SHREE MALLIKARJUN TRADINVEST PVT LTD	NNM SECURITIES	CREATEROI FINANCIAL CONSULTANCY PRIVATE	AARNAH CAPITAL ADVISORS PVT LTD	MULTIPLIER SHARE & STOCK ADVISORS PVT LT
PAN (II)	AAFCE8177J	AACCS0918G	AAACN8070G	AAICC6494R	AAQCA5722J	AADCM6646A
No. of fully paid up equity shares held (IV)	298000	66000	76000	122000	132000	178000
No. Of Partly paid-up equity shares held (V)						
No. Of shares underlying Depository Receipts (VI)						
Total nos. shares held (VII) = (IV)+(V)+ (VI)	298000	66000	76000	122000	132000	178000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	9.09	2.01	2.32	3.72	4.02	5.43
Number of Voting Rights held in each class of securities (IX)						
Class eg: X	298000	66000	76000	122000	132000	178000
Class eg:y						
Total	298000	66000	76000	122000	132000	178000
Total as a % of Total Voting rights	9.09	2.01	2.32	3.72	4.02	5.43
No. Of Shares Underlying Outstanding convertible securities (X)						
No. of Shares Underlying Outstanding Warrants (Xi)						
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)						
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	9.09	2.01	2.32	3.72	4.02	5.43
Number of Locked in shares (XII)						
No. (a)	0	0	0	0	0	0
As a % of total Shares held (b)	0	0	0	0	0	0

Number of equity shares held in dematerialized form (XIV)	298000	66000	76000	122000	132000	178000
Reason for not providing PAN						
Reason for not providing PAN						
Sub-categorization of shares						
Sub-category (i)	0	0	0	0	0	0
Sub-category (ii)	0	0	0	0	0	0
Sub-category (iii)	0	0	0	0	0	0

<b>Bodies Corporate</b>	
Serial No.	
Name of the Shareholders (I)	<a href="#">Click here to go back</a>
PAN (II)	Total
No. of fully paid up equity shares held (IV)	872000
No. Of Partly paid-up equity shares held (V)	
No. Of shares underlying Depository Receipts (VI)	
Total nos. shares held (VII) = (IV)+(V)+ (VI)	872000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	26.59
Number of Voting Rights held in each class of securities (IX)	
Class eg: X	872000
Class eg:y	
Total	872000
Total as a % of Total Voting rights	26.59
No. Of Shares Underlying Outstanding convertible securities (X)	
No. of Shares Underlying Outstanding Warrants (Xi)	
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)	
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	26.59
Number of Locked in shares (XII)	
No. (a)	0
As a % of total Shares held (b)	0
Number of equity shares held in dematerialized	872000

form (XIV)	
Reason for not providing PAN	
Reason for not providing PAN	
Sub-categorization of shares	
Shareholding (No. of shares) under	
Sub-category (i)	0
Sub-category (ii)	0
Sub-category (iii)	0

<b>Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.</b>				
Serial No.	1	2	3	
Name of the Shareholders (I)	MAYUR RAJENDRABHAI PARIKH	SAMIR P SHAH	ABICHANDANI CHINTAN	<a href="#">Click here to go back</a>
PAN (II)	AHAPP7753Q	ACIPS5821R	ADSPA4039Q	Total
No. of fully paid up equity shares held (IV)	78000	62000	50000	190000
No. Of Partly paid-up equity shares held (V)				
No. Of shares underlying Depository Receipts (VI)				
Total nos. shares held (VII) = (IV)+(V)+ (VI)	78000	62000	50000	190000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	2.38	1.89	1.52	5.79
<b>Number of Voting Rights held in each class of securities (IX)</b>				
Class eg: X	78000	62000	50000	190000
Class eg:y				
Total	78000	62000	50000	190000
Total as a % of Total Voting rights	2.38	1.89	1.52	5.79
No. Of Shares Underlying Outstanding convertible securities (X)				
No. of Shares Underlying Outstanding Warrants (Xi)				
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)				
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	2.38	1.89	1.52	5.79
<b>Number of Locked in shares (XII)</b>				
No. (a)	0	0	0	0
As a % of total Shares held (b)	0	0	0	0
Number of equity shares held in dematerialized	78000	62000	50000	190000

form (XIV)				
Reason for not providing PAN				
Reason for not providing PAN				
Sub-categorization of shares				
Shareholding (No. of shares) under				
Sub-category (i)	0	0	0	0
Sub-category (ii)	0	0	0	0
Sub-category (iii)	0	0	0	0

Any Other (specify)		
Searial No.	1	
Category	HUF	
Category / More than 1 percentage	Category	
Name of the Shareholders (I)		<a href="#">Click here to go back</a>
PAN (II)		Total
No. of the Shareholders (I)	6	6
No. of fully paid up equity shares held (IV)	14000	14000
No. Of Partly paid-up equity shares held (V)		
No. Of shares underlying Depository Receipts (VI)		
Total nos. shares held (VII) = (IV)+(V)+ (VI)	14000	14000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	0.43	0.43
Number of Voting Rights held in each class of securities (IX)		
Class eg: X	14000	14000
Class eg:y		
Total	14000	14000
Total as a % of Total Voting rights	0.43	0.43
No. Of Shares Underlying Outstanding convertible securities (X)		
No. of Shares Underlying Outstanding Warrants (Xi)		
No. Of Shares Underlying Outstanding convertible securities and No. Of Warrants (Xi) (a)		
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XI)= (VII)+(X) As a % of (A+B+C2)	0.43	0.43
Number of Locked in shares (XII)		



No. (a)	0	0
As a % of total Shares held (b)	0	0
Number of equity shares held in dematerialized form (XIV)	14000	14000
Reason for not providing PAN		
Reason for not providing PAN		
Sub-categorization of shares		
Shareholding (No. of shares) under		
Sub-category (i)	0	0
Sub-category (ii)	0	0
Sub-category (iii)	0	0

