

(I)(a) Statement showing Shareholding Pattern

Name of the Company: NORTH EASTERN PUBLISHING & ADVERTISING COMPANY LIMITED
 Quarter Ended : 31st MARCH, 2012

Category Code	Category of Shareholder	No. of Shareholder	Total no of Shares	No of Shares held in demat form	Total Shareholding as a % of total no of shares		Shares Pledged or otherwise encumbered	
					As a % of (A+B) (VI)	As a % of (A+B+C) (VII)	No of shares (VIII)	As a % (IX)= (VIII)/(IV)*100
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
(A)	Shareholding of Promoter and Promoter Group							
(1)	Indian							
a)	Individuals/ Hindu Undivided Families	NIL	NIL	NIL	NIL	NIL	NIL	NIL
b)	Central Government/State Government	NIL	NIL	NIL	NIL	NIL	NIL	NIL
c)	Bodies Corporate	5	27514300	NIL	67.926	67.926	NIL	NIL
d)	Financial Institutions/ Banks	NIL	NIL	NIL	NIL	NIL	NIL	NIL
e)	Any Other (Specify)	NIL	NIL	NIL	NIL	NIL	NIL	NIL
	Sub Total (A)(1)	5	27514300	NIL	67.926	67.926	NIL	NIL
(2)	Foreign							
a)	Individuals (Non Resident Individuals/Foreign Individuals)	NIL	NIL	NIL	NIL	NIL	NIL	NIL
b)	Bodies Corporate	NIL	NIL	NIL	NIL	NIL	NIL	NIL
c)	Institutions	NIL	NIL	NIL	NIL	NIL	NIL	NIL
d)	Any Other (Specify)	NIL	NIL	NIL	NIL	NIL	NIL	NIL
	Sub Total (A)(2)	NIL	NIL	NIL	NIL	NIL	NIL	NIL
	Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)	5	27514300	NIL	67.926	67.926	NIL	NIL
B)	Public Shareholding						N.A.	N.A.
1)	Institution						N.A.	N.A.
a)	Mutual Funds/UTI	NIL	NIL	NIL	NIL	NIL		
b)	Financial Institutions/Banks	NIL	NIL	NIL	NIL	NIL		
c)	Central Government/State Government(s)	NIL	NIL	NIL	NIL	NIL		
d)	Venture Capital Funds	NIL	NIL	NIL	NIL	NIL		
e)	Insurance Companies	NIL	NIL	NIL	NIL	NIL		
f)	Foreign Institutional Investors	NIL	NIL	NIL	NIL	NIL		
g)	Foreign Venture Capital Investors	NIL	NIL	NIL	NIL	NIL		
e)	Any Other (specify)	NIL	NIL	NIL	NIL	NIL		
	Sub-Total (B) (1)	NIL	NIL	NIL	NIL	NIL		
2)	Non-Institutions						N.A.	N.A.
a)	Bodies Corporate	10	12884960	1750000	31.81	31.81		
b)	Individuals:	1012	106740	NIL	0.264	0.264		
	i. Individual Shareholders holding nominal share Capital up to Rs 1lakh							
	ii Individual Shareholders holding nominal shares capital in excess of Rs1 lakh.	NIL	NIL	NIL	NIL	NIL		
c)	Any Other (Specify)	NIL	NIL	NIL	NIL	NIL		
	Sub Total(B)(2)	1022	12991700	1750000	32.074	32.074		
	Total Public Shareholding (B)=	1022	12991700	1750000	32.074	32.074	N.A.	N.A.
	TOTAL(A)+(B)	1027	40506000	1750000	100	100	NIL	NIL
C)	Shares held by custodians and against which Depository Receipts have been issued	NIL	NIL	NIL	N.A.	NIL	N.A.	N.A.
	GRAND TOTAL (A)+(B)+(C)	1027	40506000	1750000	100	100	NIL	NIL

N.A. - Not applicable

(I) (c)(i) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Public" and holding more than 1% of the total number of shares as on 31/03/2012.

Sr.No.	Name of the Shareholder	No of Shares held	Shares as a % of total no of shares {i.e., grand total (A)+(B)+(C) indicated in Statement at para (I) (a) above}		Details of Warrants		Details of convertible securities		Total shares (including underlying shares conversion of warrants and convertible securities) as a % of diluted share capital
			No of warrants held	As a % total no of warrants of the same class	No of convertible securities held	% w.r.t total no of convertible securities of the same class			
1	CHEMO TRADERS PVT LTD	1825590	NIL	NIL	NIL	NIL	NIL	4.507	
2	GULMOHUR TRADING PVT LTD	600000	NIL	NIL	NIL	NIL	NIL	1.482	
3	KAMINI FINANCE & INVESTMENT CO. LTD	1677000	NIL	NIL	NIL	NIL	NIL	4.140	
4	MAURYA TRADING COMPANY LIMITED	543600	NIL	NIL	NIL	NIL	NIL	1.342	
5	MERLIN RESOURCES PRIVATE LIMITED	1750000	NIL	NIL	NIL	NIL	NIL	4.320	
6	VISISTH CHAY VYAPAR LTD	1775000	NIL	NIL	NIL	NIL	NIL	4.382	
7	SMIFS CAPITAL MARKETS LTD	4045400	NIL	NIL	NIL	NIL	NIL	9.987	
	Total	12216590	NIL	NIL	NIL	NIL	NIL	30.160	

(I) (c)(ii) Statement showing holding of securities (including shares, warrants, convertible securities) of persons (together with PAC) belonging to the category "Public" and holding more than 5% of the total number of shares of the company as on 31/03/2012.

Sr.No	Name(s) of the Shareholder(s) and the person Acting in Concert (PAC) with them	No of shares	Shares as a %age of total no of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (I) (a) above }	Details of Warrants		Details of convertible securities		Total shares (including underlying warrants and convertible securities) as a % of diluted share capital
				No of warrants	As a % total no of warrants of the same class	No of convertible securities held	% w.r.t total no of convertible securities of the same class	
(i)	(ii)	(iii)	(iv)	(v)	(vi)=(v)/(iii)*100	(vii)	(viii)	(ix)
1	SMIFS CAPITAL MARKET LIMITED.	4045400	9.987	NIL	NIL	NIL	NIL	9.987
	TOTAL	4045400	9.987	NIL	NIL	NIL	NIL	9.987

(I)(d)

Statement showing details of locked in shares.

Sr.No	Name of the Shareholder	Category of Shareholders (Promoter/ Public)	No of Locked in Shares	% to Total
1	NIL	NIL	NIL	NIL
	Total	NIL	NIL	NIL

(II)(a)

Statement showing details of Depository Receipts (DRs)

Sr.No	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}
1	NIL	NIL	NIL	NIL
	Total	NIL	NIL	NIL

(II) (b)

Statement showing Holding of Depository Receipts(DRs) where underlying shares are in excess of 1% of the total number of shares.

Sr. No.	Name of the DR Holder	Type of Outstanding DR (ADRs, GDRs, SDRs, etc)	Number of shares underlying outstanding	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}
1	NIL	NIL	NIL	NIL
	Total	NIL	NIL	NIL

FOR

FOR PUBLISHING & ADVERTISING CO. LTD.

DIRECTOR