

## (I)(a) Statement showing Shareholding Pattern

Name of the Company: NORTH EASTERN PUBLISHING & ADVERTISING COMPANY LIMITED  
 Quarter Ended : 30TH SEPTEMBER, 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 Pledged or otherwise	
					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)				
(A)	<b>Shareholding of Promoter and Promoter Group</b>							
(1)	<b>Indian</b>							
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
	<b>Sub Total (A)(1)</b>	<b>5</b>	<b>27514300</b>	<b>NIL</b>	<b>67.926</b>	<b>67.926</b>	<b>NIL</b>	<b>NIL</b>
-2	<b>Foreign</b>							
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
	<b>Sub Total (A)(2)</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>
	<b>Total Shareholding of Promoter and Promoter Group (A)=(A)(1)+(A)(2)</b>	<b>5</b>	<b>27514300</b>	<b>NIL</b>	<b>67.926</b>	<b>67.926</b>	<b>NIL</b>	<b>NIL</b>
B)	<b>Public Shareholding</b>						N.A.	N.A.
1)	<b>Institution</b>						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		
	<b>Sub-Total (B) (1)</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>		
2)	<b>Non-Institutions</b>						N.A.	N.A.
a)	Bodies Corporate	11	12884960	1750000	31.81	31.81		
b)	Individuals: i. Individual Shareholders holding nominal share Capital up to Rs 1lakh ii Individual Shareholders holding nominal shares capital in excess of Rs1 lakh.	1012 NIL	106740 NIL	NIL NIL	0.264 NIL	0.264 NIL		
c)	Any Other (Specify)	NIL	NIL	NIL	NIL	NIL		
	<b>Sub Total(B)(2)</b>	<b>1023</b>	<b>12991700</b>	<b>1750000</b>	<b>32.074</b>	<b>32.074</b>		
	<b>Total Public Shareholding (B)= (B)(1)+(B)(2)</b>	<b>1023</b>	<b>12991700</b>	<b>1750000</b>	<b>32.074</b>	<b>32.074</b>	<b>N.A.</b>	<b>N.A.</b>
	<b>TOTAL(A)+(B)</b>	<b>1028</b>	<b>40506000</b>	<b>1750000</b>	<b>100</b>	<b>100</b>	<b>NIL</b>	<b>NIL</b>
C)	Shares held by custodians and against which Depository Receipts have been issued	NIL	NIL	NIL	N.A.	NIL	N.A.	N.A.
	<b>GRAND TOTAL (A)+(B)+(C)</b>	<b>1028</b>	<b>40506000</b>	<b>1750000</b>	<b>100</b>	<b>100</b>	<b>NIL</b>	<b>NIL</b>

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 30/09/2012.

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 assuming full 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	NIL	4.507
2	GULMOHUR TRADING PVT LTD	600000	NIL	NIL	NIL	NIL	NIL	NIL	1.482
3	KAMINI FINANCE & INVESTMENT CO. LTD	1677000	NIL	NIL	NIL	NIL	NIL	NIL	4.140
4	MAURYA TRADING COMPANY LIMITED	543600	NIL	NIL	NIL	NIL	NIL	NIL	1.342
5	MERLIN RESOURCES PRIVATE LIMITED	1750000	NIL	NIL	NIL	NIL	NIL	NIL	4.320
6	VISISTH CHAY VYAPAR LTD	1775000	NIL	NIL	NIL	NIL	NIL	NIL	4.382
7	SMIFS CAPITAL MARKETS LTD	4045400	NIL	NIL	NIL	NIL	NIL	NIL	9.987
	<b>Total</b>	<b>12216590</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>30.160</b>

(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 30/09/2012.

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
	<b>TOTAL</b>	<b>4045400</b>	<b>9.987</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>NIL</b>	<b>9.987</b>

Statement showing details of locked in shares.

(I)(d)

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

Statement showing details of Depository Receipts (DRs)

(II)(a)

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

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

(II) (b)

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 NORTH EASTERN PUBLISHING & ADVERTISING CO. LTD.

*Subodh Kumar*

DIRECTOR