

### General information about company

Scrip code	542046
NSE Symbol	
MSEI Symbol	
ISIN	INE647Z01017
Name of the company	VIVID MERCANTILE LIMITED
Whether company is SME	Yes
Class of Security	Equity Shares
Type of report	Half yearly
Quarter Ended / Half year ended/Date of Report (For Prelisting / Allotment)	30-09-2020
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

Declaration					
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	No	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			

**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)			Total as a % of (A+B+C)
								No of Voting (XIV) Rights			
								Class eg: X	Class eg:y	Total	
(A)	Promoter & Promoter Group	3	3599576			3599576	45.24	3599576		3599576	45.24
(B)	Public	34	4357276			4357276	54.76	4357274		4357274	54.76
(C)	Non Promoter-Non Public										
(C1)	Shares underlying DRs										
(C2)	Shares held by Employee Trusts										
	Total	37	7956852			7956852	100	7956850		7956850	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)
						No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	
(A)	Promoter & Promoter Group				45.24	1623085	45.09			3599576
(B)	Public				54.76					4357274
(C)	Non Promoter-Non Public									
(C1)	Shares underlying DRs									
(C2)	Shares held by Employee Trusts									
	Total				100	1623085	20.4			7956850

**Table II - Statement showing shareholding pattern of the Promoter and Promoter Group**

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										
(a)	Individuals/Hindu undivided Family	3	3599576			3599576	45.24	3599576		3599576	45.24
Sub-Total (A) (1)		3	3599576			3599576	45.24	3599576		3599576	45.24
(2)	Foreign										
Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A) (2)		3	3599576			3599576	45.24	3599576		3599576	45.24
B	Table III - Statement showing shareholding pattern of the Public shareholder										
(1)	Institutions										
(3)	Non-institutions										
(a(i))	Individuals - i.Individual shareholders holding nominal	16	66748			66748	0.84	66748		66748	0.84

	share capital up to Rs. 2 lakhs.										
(a(ii))	Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.	5	382400			382400	4.81	382400		382400	4.81
(e)	Any Other (specify)	13	3908128			3908128	49.12	3908126		3908126	49.12
Sub-Total (B) (3)		34	4357276			4357276	54.76	4357274		4357274	54.76
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)		34	4357276			4357276	54.76	4357274		4357274	54.76
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder										
Total (A+B+C2)		37	7956852			7956852	100	7956850		7956850	100
Total (A+B+C)		37	7956852			7956852	100	7956850		7956850	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)
					No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	
A	Table II - Statement showing shareholding pattern of the Promoter and Promoter Group								
(1)	Indian								
(a)				45.24	1623085	45.09			3599576
Sub-Total (A) (1)				45.24	1623085	45.09			3599576
(2)	Foreign								
Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)				45.24	1623085	45.09			3599576
B	Table III - Statement showing shareholding pattern of the Public shareholder								
(1)	Institutions								
(3)	Non-institutions								

(a(i))				0.84				66748
(a(ii))				4.81				382400
(e)				49.12				3908126
Sub-Total (B) (3)				54.76				4357274
Total Public Shareholding (B)=(B)(1)+ (B)(2)+(B)(3)				54.76				4357274
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder							
Total ( A+B+C2 )				100	1623085	20.4		7956850
Total (A+B+C )				100	1623085	20.4		7956850



<b>Individuals/Hindu undivided Family</b>				
Searial No.	1	2	3	
Name of the Shareholders (I)	SATISHKUMAR RAMANLAL GAJJAR	GEETABEN SATISHBHAI GAJJAR	DHAVAL S GAJJAR	<a href="#">Click here to go back</a>
PAN (II)	AEYPG6786M	AFDPG6746D	BBEPG8867K	Total
No. of fully paid up equity shares held (IV)	3230064	369325	187	3599576
No. Of Partly paid-up equity shares held (V)				
No. Of shares underlying Depository Receipts (VI)				
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	3230064	369325	187	3599576
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	40.59	4.64	0	45.24
<b>Number of Voting Rights held in each class of securities (IX)</b>				
Class eg:X	3230064	369325	187	3599576
Class eg:y				
Total	3230064	369325	187	3599576
Total as a % of	40.59	4.64	0	45.24

Total Voting rights				
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)+(Xi)(a) As a % of (A+B+C2)	40.59	4.64	0	45.24
Number of Locked in shares (XII)				
No. (a)	1623085	0	0	1623085
As a % of total Shares held (b)	50.25	0	0	45.09
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)	3230064	369325	187	3599576
Reason for not providing PAN				
Reason for not providing PAN				
Shareholder type				

**Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.**

Serial No.	1	
Name of the Shareholders (I)	PINAL RAKSHITBHAI SHAH	<a href="#">Click here to go back</a>
PAN (II)	BEAPS7911B	Total
No. of fully paid up equity shares held (IV)	224400	224400
No. Of Partly paid-up equity shares held (V)		
No. Of shares underlying Depository Receipts (VI)		
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	224400	224400
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	2.82	2.82
Number of Voting Rights held in each class of securities (IX)		
Class eg: X	224400	224400
Class eg:y		
Total	224400	224400
Total as a % of	2.82	2.82

Total Voting rights		
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)	2.82	2.82
Number of Locked in shares (XII)		
No. (a)		
As a % of total Shares held (b)		
Number of equity shares held in dematerialized form (XIV)	224400	224400
Reason for not providing PAN		

Reason for not providing PAN		
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Any Other (specify)							
Searial No.	1	2	3	4	5	6	7
Category	Bodies Corporate	Bodies Corporate	Bodies Corporate	Bodies Corporate	Bodies Corporate	Bodies Corporate	Clearing Members
Category / More than 1 percentage	More than 1 percentage of shareholding	More than 1 percentage of shareholding	More than 1 percentage of shareholding	More than 1 percentage of shareholding	More than 1 percentage of shareholding	More than 1 percentage of shareholding	Category
Name of the Shareholders (I)	ARDI ANVESTMENT AND TRADING COMPANY LTD	ALACRITY SECURITIES LIMITE	U H ZAVERI LIMITED	DARSHAN ORNA LIMITED	VEERAM ORNAMENTS LIMITED	S. M. GOLD LIMITED	
PAN (II)	AAACA3248B	AACCA0737D	AACCU1349R	AADCD7142E	AAECV7446G	AAZCS0013P	
No. of the Shareholders (I)	1	1	1	1	1	1	6
No. of fully paid up equity shares held (IV)	720000	458000	278000	134000	304000	336000	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)	720000	458000	278000	134000	304000	336000	14000
Shareholding as a % of total no. of shares (calculated)	9.05	5.76	3.49	1.68	3.82	4.22	0.18

as per SCRR, 1957) (VIII) As a % of (A+B+C2)							
Number of Voting Rights held in each class of securities (IX)							
Class eg: X	720000	458000	278000	134000	304000	336000	14000
Class eg:y							
Total	720000	458000	278000	134000	304000	336000	14000
Total as a % of Total Voting rights	9.05	5.76	3.49	1.68	3.82	4.22	0.18
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)	9.05	5.76	3.49	1.68	3.82	4.22	0.18



Number of Locked in shares (XII)							
No. (a)							
As a % of total Shares held (b)							
Number of equity shares held in dematerialized form (XIV)	720000	458000	278000	134000	304000	336000	14000
Reason for not providing PAN							
Reason for not providing PAN							

Any Other (specify)			
Searial No.	8	9	
Category	Non-Resident Indian (NRI)	Bodies Corporate	
Category / More than 1 percentage	More than 1 percentage of shareholding	Category	
Name of the Shareholders (I)	SALIM MOHAMED HUSSEIN PUNJAN		<a href="#">Click here to go back</a>
PAN (II)	ARLPP5666R		Total
No. of the Shareholders (I)	1	6	12
No. of fully paid up equity shares held (IV)	1664128	2230000	2244000
No. Of Partly paid-up equity shares held (V)			
No. Of shares underlying Depository Receipts (VI)			
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	1664128	2230000	2244000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	20.91	28.03	28.21
Number of Voting Rights held in each class of securities (IX)			

Class eg: X	1664128	2230000	2244000
Class eg:y			
Total	1664128	2230000	2244000
Total as a % of Total Voting rights	20.91	28.03	28.21
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)	20.91	28.03	28.21
Number of Locked in shares (XII)			
No. (a)			
As a % of total			

Shares held (b)			
Number of equity shares held in dematerialized form (XIV)	1664128	2230000	2244000
Reason for not providing PAN			
Reason for not providing PAN			

Sr. No. Details of the SBO Details of the registered owner Details of holding/ exercise of right of the SBO in the reporting company, whether direct or indirect\*: Date of creation / acquisition of significant beneficial interest Name PAN Passport No. in case of a foreign national Nationality Nationality (Applicable in case of Any other is selected) Name PAN Passport No. in case of a foreign national Nationality Nationality (Applicable in case of Any other is selected) Whether by virtue of: Shares Voting rights Rights on distributable dividend or any other distribution Exercise of control Exercise of significant influence