

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)	31-03-2021
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)			
								No of Voting (XIV) Rights			Total as a % of (A+B+C)
								Class eg: X	Class eg:y	Total	
(A)	Promoter & Promoter Group	3	4535467			4535467	45.24	4535467		4535467	45.24
(B)	Public	40	5490173			5490173	54.76	5490173		5490173	54.76
(C)	Non Promoter-Non Public										
(C1)	Shares underlying DRs										
(C2)	Shares held by Employee Trusts										
	Total	43	10025640			10025640	100	10025640		10025640	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	2045087	45.09			4535464
(B)	Public				54.76					5490162
(C)	Non Promoter-Non Public									
(C1)	Shares underlying DRs									
(C2)	Shares held by Employee Trusts									
	Total				100	2045087	20.4			10025626

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	4535467			4535467	45.24	4535467		4535467	45.24
Sub-Total (A)(1)		3	4535467			4535467	45.24	4535467		4535467	45.24
(2)	Foreign										
Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)		3	4535467			4535467	45.24	4535467		4535467	45.24
B	Table III - Statement showing shareholding pattern of the Public shareholder										
(1)	Institutions										
(3)	Non-institutions										
(a(i))	Individuals - i. Individual shareholders	22	82088			82088	0.82	82088		82088	0.82

	holding nominal share capital up to Rs. 2 lakhs.										
(a(ii))	Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.	8	798840			798840	7.97	798840		798840	7.97
(e)	Any Other (specify)	10	4609245			4609245	45.97	4609245		4609245	45.97
Sub-Total (B)(3)		40	5490173			5490173	54.76	5490173		5490173	54.76
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)		40	5490173			5490173	54.76	5490173		5490173	54.76
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder										
Total (A+B+C2)		43	10025640			10025640	100	10025640		10025640	100
Total (A+B+C)		43	10025640			10025640	100	10025640		10025640	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	2045087	45.09			4535464
Sub-Total (A) (1)				45.24	2045087	45.09			4535464
(2)	Foreign								
Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)				45.24	2045087	45.09			4535464
B	Table III - Statement showing shareholding pattern of the Public shareholder								
(1)	Institutions								
(3)	Non-institutions								

(a(i))				0.82					82083
(a(ii))				7.97					798840
(e)				45.97					4609239
Sub-Total (B) (3)				54.76					5490162
Total Public Shareholding (B)=(B)(1)+ (B)(2)+(B)(3)				54.76					5490162
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder								
Total (A+B+C2)				100	2045087	20.4			10025626
Total (A+B+C)				100	2045087	20.4			10025626

Individuals/Hindu undivided Family				
Searial No.	1	2	3	
Name of the Shareholders (I)	SATISHKUMAR RAMANLAL GAJJAR	GEETABEN SATISHBHAI GAJJAR	DHAVAL S GAJJAR	Click here to go back
PAN (II)	AEYPG6786M	AFDPG6746D	BBEPG8867K	Total
No. of fully paid up equity shares held (IV)	4069881	465350	236	4535467
No. Of Partly paid-up equity shares held (V)				
No. Of shares underlying Depository Receipts (VI)				
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	4069881	465350	236	4535467
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
Number of Voting Rights held in each class of securities (IX)				
Class eg:X	4069881	465350	236	4535467
Class eg:y				
Total	4069881	465350	236	4535467
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)	2045087	0	0	2045087
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)	4069880	465349	235	4535464
Reason for not providing PAN				
Reason for not providing PAN				
Shareholder type	Promoter	Promoter	Promoter	

Any Other (specify)							
Searial No.	1	2	3	4	5	6	7
Category	Clearing Members	Bodies Corporate	Bodies Corporate	Bodies Corporate	Bodies Corporate	Bodies Corporate	Bodies Corporate
Category / More than 1 percentage	Category	Category	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
Name of the Shareholders (I)			ARDI ANVESTMENT AND TRADING COMPANY LTD	ALACRITY SECURITIES LIMITED	U H ZAVERI LIMITED	DARSHAN ORNA LIMITED	VEERAM SECURITIES LIMITED
PAN (II)			AAACA3248B	AACCA0737D	AACCU1349R	AADCD7142E	AAECV7446G
No. of the Shareholders (I)	3	6	1	1	1	1	1
No. of fully paid up equity shares held (IV)	3	2512440	907200	340200	332640	246960	259560
No. Of Partly paid-up equity shares held (V)							
No. Of shares underlying Depository Receipts (VI)							
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	3	2512440	907200	340200	332640	246960	259560
Shareholding as a % of total no. of shares (calculated as per SCRR,	0	25.06	9.05	3.39	3.32	2.46	2.59

1957) (VIII) As a % of (A+B+C2)							
Number of Voting Rights held in each class of securities (IX)							
Class eg: X	3	2512440	907200	340200	332640	246960	259560
Class eg:y							
Total	3	2512440	907200	340200	332640	246960	259560
Total as a % of Total Voting rights	0	25.06	9.05	3.39	3.32	2.46	2.59
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)	0	25.06	9.05	3.39	3.32	2.46	2.59
Number of Locked in shares (XII)							

No. (a)							
As a % of total Shares held (b)							
Number of equity shares held in dematerialized form (XIV)	0	2512438	907200	340199	332640	246959	259560
Reason for not providing PAN							
Reason for not providing PAN							

Any Other (specify)			
Searial No.	8	9	
Category	Bodies Corporate	Non-Resident Indian (NRI)	
Category / More than 1 percentage	More than 1 percentage of shareholding	More than 1 percentage of shareholding	
Name of the Shareholders (I)	S. M. GOLD LIMITED	SALIM MOHAMED HUSSEIN PUNJANI	Click here to go back
PAN (II)	AAZCS0013P	ARLPP5666R	Total
No. of the Shareholders (I)	1	1	9
No. of fully paid up equity shares held (IV)	425880	2096802	2512443
No. Of Partly paid-up equity shares held (V)			
No. Of shares underlying Depository Receipts (VI)			
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	425880	2096802	2512443
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	4.25	20.91	25.06
Number of Voting Rights held in each class of securities (IX)			

Class eg: X	425880	2096802	2512443
Class eg:y			
Total	425880	2096802	2512443
Total as a % of Total Voting rights	4.25	20.91	25.06
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)	4.25	20.91	25.06
Number of Locked in shares (XII)			
No. (a)			
As a % of total			

Shares held (b)			
Number of equity shares held in dematerialized form (XIV)	425880	2096801	2512438
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