

# Jolly Merchandise Ltd.

CIN NO: L01130GJ1990PLC014435

To,  
The Manager,  
Department of Corporate Services,  
**Bombay Stock Exchange Limited**  
P. J. Towers, Dalal Street,  
Mumbai- 400001


Dear Sir,

**Sub: Submission of Share Holding Pattern under Clause 35 of the Listing Agreement  
for the Quarter ended on 31st March, 2014**  
**Ref: Scrip Code: 519191 Scrip ID: JOLYMER**

We are sending herewith Share Holding Pattern of the Company under Clause 35 of the Listing Agreement for the quarter ended on 31st March, 2014.

Please find above and acknowledge the same.

*Thanking You,*

Yours faithfully,  
For, **JOLLY MERCHANDISE LIMITED**  
  
*M.H. Khataw*  
**DIRECTOR/ AUTHORIZED SIGNATORY**

Encl: As above.

Introductory sub-table (I)(a)			
Name of the Company:	JOLLY MERCHANDISE LIMITED		
Scrip Code, Name of the scrip, class of security:	519191	JOLYMER	
Quarter ended:	31.03.2014		
<b>Partly paid-up shares:-</b>	<b>No. of partly paid-up shares</b>	<b>As a % of total no. of partly paid-up shares</b>	<b>As a % of total no. of shares of the company</b>
Held by promoter/promoter group	Nil	Nil	Nil
Held by public	Nil	Nil	Nil
<b>Total - D</b>	Nil	Nil	Nil
<b>Outstanding convertible securities:-</b>	<b>No. of outstanding securities</b>	<b>As a % of total no. of outstanding convertible securities</b>	<b>As a % of total no. of shares of the company, assuming full conversion of the convertible securities</b>
Held by promoter/promoter group	Nil	Nil	Nil
Held by public	Nil	Nil	Nil
<b>Total - E</b>	Nil	Nil	Nil
<b>Warrants:-</b>	<b>No. of warrants</b>	<b>As a % of total no. of warrants</b>	<b>As a % of total no. of shares of the company, assuming full conversion of warrants</b>
Held by promoter/promoter group	Nil	Nil	Nil
Held by public	Nil	Nil	Nil
<b>Total - F</b>	Nil	Nil	Nil
<b>Total paid-up capital of the company, assuming full conversion of warrants and convertible securities</b>	<b>4830000</b>		





**Statement Showing Shareholding Pattern**

Category code	Category of Shareholder	Number of Shareholders	Table (I)(a)		SCRIPT CODE :- 519191		QUARTER ENDED 31.03.2014	
			Total number of shares	Number of shares held in dematerialized form	Total shareholding as a percentage of total number of shares		Shares Pledged or otherwise encumbered	
					As a percentage of(A+B) <sup>1</sup>	As a percentage of (A+B+C)	Number of shares	As a percentage
(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)= (VIII)/(IV)*100
<b>(A)</b>	<b>Shareholding of Promoter and Promoter Group<sup>2</sup></b>							
<b>1</b>	<b>Indian</b>							
(a)	Individuals/ Hindu Undivided Family	3	579600	0	12.00	12.00	0	0.00
(b)	Central Government/ State Government(s)	0	0	0	0.00	0.00	0	0
(c)	Bodies Corporate	0	0	0	0.00	0.00	0	0
(d)	Financial Institutions/ Banks	0	0	0	0.00	0.00	0	0
(e)	Any Others(Specify)	0	0	0	0.00	0.00	0	0
	<b>Sub Total(A)(1)</b>	<b>3</b>	<b>579600</b>	<b>0</b>	<b>12.00</b>	<b>12.00</b>	<b>0</b>	<b>0</b>
<b>2</b>	<b>Foreign</b>							
a	Individuals (Non-Residents Individuals/ Foreign Individuals)	0	0	0	0.00	0.00	0	0
b	Bodies Corporate	0	0	0	0.00	0.00	0	0
c	Institutions	0	0	0	0.00	0.00	0	0
d	Any Others(Specify)	0	0	0	0.00	0.00	0	0
	<b>Sub Total(A)(2)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0</b>
	<b>Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)</b>	<b>3</b>	<b>579600</b>	<b>0</b>	<b>12.00</b>	<b>12.00</b>	<b>0</b>	<b>0.00</b>
<b>(B)</b>	<b>Public shareholding</b>							
<b>1</b>	<b>Institutions</b>							
(a)	Mutual Funds/ UTI	0	0	0	0.00	0.00	0	0
(b)	Financial Institutions/ Banks	0	0	0	0.00	0.00	0	0
(c)	Central Government/ State Government(s)	0	0	0	0.00	0.00	0	0
(d)	Venture Capital Funds	0	0	0	0.00	0.00	0	0
(e)	Insurance Companies	0	0	0	0.00	0.00	0	0
(f)	Foreign Institutional Investors	0	0	0	0.00	0.00	0	0
(g)	Foreign Venture Capital Investors	0	0	0	0.00	0.00	0	0
(h)	Any Other (specify)	0	0	0	0.00	0.00	0	0
	<b>Sub-Total (B)(1)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0</b>
<b>B 2</b>	<b>Non-institutions</b>							
(a)	Bodies Corporate	57	2407760	11300	49.85	49.85	0	0
(b)	Individuals							
<b>i</b>	<b>Individual shareholders holding nominal share capital up to Rs 1 lakh</b>	1248	467340	24040	9.68	9.68	0	0
<b>ii</b>	<b>Individual shareholders holding nominal share capital in excess of Rs. 1 lakh.</b>	28	1281300	197000	26.53	26.53	0	0
(c)	Any Other (specify)	0	0	0	0.00	0.00	0	0
(c-i)	Hindu Undivided Family	2	94000	0	1.95	1.95	0	0
	<b>Sub-Total (B)(2)</b>	<b>1335</b>	<b>4250400</b>	<b>232340</b>	<b>88.00</b>	<b>88.00</b>	<b>0</b>	<b>0</b>
<b>(B)</b>	<b>Total Public Shareholding (B)= (B)(1)+(B)(2)</b>	<b>1335</b>	<b>4250400</b>	<b>232340</b>	<b>88.00</b>	<b>88.00</b>	<b>0</b>	<b>0</b>
	<b>TOTAL (A)+(B)</b>	<b>1338</b>	<b>4830000</b>	<b>232340</b>	<b>100.00</b>	<b>100.00</b>	<b>0</b>	<b>0</b>
<b>(C)</b>	<b>Shares held by Custodians and against which Depository Receipts have been issued</b>							
<b>1</b>	<b>Promoter and Promoter Group</b>	0	0	0	0.00	0.00	0	0.00
<b>2</b>	<b>Public</b>	0	0	0	0.00	0.00	0	0.00
	<b>Sub-Total (C )</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0</b>	<b>0</b>
	<b>GRAND TOTAL (A)+(B)+(C)</b>	<b>1338</b>	<b>4830000</b>	<b>232340</b>	<b>100.00</b>	<b>100.00</b>	<b>0</b>	<b>0.00</b>



Sr.No	Notes
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(I)(b) Statement showing holding of securities (including shares, warrants, convertible securities) of persons belonging to the category "Promoter and Promoter Group"											
Sr. No.	Name of the shareholder	Details of Shares held		Encumbered shares (*)			Details of warrants		Details of convertible securities		Total shares (including underlying full conversion of warrants and convertible securities) as a % of diluted share capital
		Number of shares held	As a % of grand total (A)+(B)+(C)	No.	As a percentage	As a % of grand total (A)+(B)+(C) of sub-clause (I)(a)	Number of warrants held	As a % total warrants of the same class	Number of convertible securities held	As a % total convertible securities of the same class	
(i)	(ii)	(iii)	(iv)	(v)	(vi) = (v)/(iii)*100	(vii)	(viii)	(ix)	(x)	(xi)	(xii)
1	NILESH KHATRI	195000	4.04	0	0	0	0	0	0	0	4.04
2	GOVIND SENMA	200000	4.14	0	0	0	0	0	0	0	4.14
3	MAYUR PATEL	184600	3.82	0	0	0	0	0	0	0	3.82
<b>TOTAL</b>		<b>579600</b>	<b>12.00</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12.00</b>

(\* ) The term "encumbrance" has the same meaning as assigned to it in regulation 28(3) of the SAST Regulations, 2011





<b>(D)(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</b>									
Sr. No.	Name of the shareholder	Number of shares held	Shares as a percentage of total number 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	
				Number of warrants held	As a % total number of warrants of the same class	Number of convertible securities held	% w.r.t total number of convertible securities of the same class		
1	Hiteshbhai Arunkumar Chokshi	104700	2.17	0	0.00	0	0.00	2.17	
		104700	2.17	0	0.00	0	0.00	2.17	



**(D)(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.**

Sr. No.	Name(s) of the shareholder(s) and the Persons Acting in Concert (PAC) with them	Number of shares	Shares as a percentage of total number 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
				Number of warrants	As a % total number of warrants of the same class	Number of convertible securities held	% w.r.t total number of convertible securities of the same class	



<b>(D)(d) Statement showing details of locked-in shares</b>			
<b>Sr. No.</b>	<b>Name of the shareholder</b>	<b>Number of locked-in shares</b>	<b>Locked-in shares as a percentage of total number of shares {i.e., Grand Total (A)+(B)+(C) indicated in Statement at para (D)(a) above}</b>
1	NILESH KHATRI	195000	4.04
2	GOVIND SENMA	200000	4.14
3	MAYUR PATEL	184600	3.82
	Total	579600	12.00
<b>PROMOTER HOLDING LOCK IN UP TO 30.06.2014</b>			





(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
		<b>NIL</b>	
<b>TOTAL</b>			

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}



(II)(b) Statement showing holding of Depository Receipts (DRs), where underlying shares held by "promoter/promoter group" 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 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}
		NIL		

