

# VIVID MERCANTILE LIMITED

(Formerly Known as Veeram Infra Engineering Limited)

CIN: L74110GJ1994PLC021483

Registered Office: Basement Medicare Centre, B/H. M J Library, Opp. Stock Exchange, Ellisbridge,  
Ahmedabad - 380006, Gujarat.

Contact: 079-48921375

Website: [www.vividmercantile.com](http://www.vividmercantile.com)

Email: [complianceviel@gmail.com](mailto:complianceviel@gmail.com)

Date: 23.08.2023

To  
BSE Limited,  
Floor 25, P J Towers,  
Dalal Street,  
Mumbai- 400001.

To  
Kenvi Jewels Limited  
40, Ground Floor,  
Sankdi Sheri Naka,  
Manek Chowk,  
Ahmedabad-380001.

Subject: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Dear Sir/Ma'am,

Please find the attached herewith disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 in relation to market sale of 3963882 equity shares (3.14%) of Kenvi Jewels Limited between 01<sup>st</sup> August, 2023 to 23<sup>rd</sup> August, 2023.

Kindly take the same on record.

Thanking you

**FOR, VIVID MERCANTILE LTD**

Satishkumar  
Ramanlal  
Gajjar

**SATISH GAJJAR**  
**MANAGING DIRECTOR**  
**DIN: 05254111**

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## Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

### Part-A- Details of the Acquisition/Selling

|  |                          |   |  |
|--|--------------------------|---|--|
| Name of the Target Company (TC)  | KENVI JEWELS LTD         |   |  |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer  | VIVID MERCANTILE LIMITED |   |  |
| Whether the acquirer belongs to Promoter/Promoter group  | NO                       |   |  |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed   | BSE LIMITED              |   |  |
| Details of the acquisition / disposal as follows   | Number                   | % w.r.t. total share/voting capital wherever applicable (*) | % w.r.t. total diluted share/voting capital of the TC (**) |
| <b>Before the acquisition/disposal under consideration, holding of:</b>  |                          |   |  |
| a) Shares carrying voting rights   | 27002771                 | 21.37   | NA   |
| b) Shares in the nature of encumbrance (pledge/lien)<br>non-disposal undertaking/ others)  | ---                      | ---   | ---  |
| c) Voting rights (VR) otherwise than by shares   | ---                      | ---   | ---  |
| d) Warrants/convertible securities/any other instrument<br>that entitles the acquirer to receive shares carrying<br>voting rights in the T C (specify holding in each category)              | ---                      | ---   | ---  |
| e) Total (a+b+c+d)   | ---                      | ---   | ---  |
| <b>Details of Sale</b>   |                          |   |  |
| a) Shares carrying voting rights   | 3963882                  | 3.14  | NA   |
| b) VRs acquired /sold otherwise than by shares   | ---                      | ---   | ---  |
| c) Warrants/convertible securities/any other instrument<br>that entitles the acquirer to receive shares carrying<br>voting rights in the TC (specify holding in each category) acquired/sold | ---                      | ---   | ---  |
| d) Shares encumbered / invoked/released by the acquirer  |                          |   |  |

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|  |   |       |     |
|--|---|-------|-----|
| e) Total (a+b+c+/-d)   | ---   | ---   | --- |
|  | ---   | ---   | --- |
| <b>After the Transfer, holding of:</b>   |   |       |     |
| a) Shares carrying voting rights   | 23038889  | 18.23 | NA  |
| b) Shares encumbered with the acquirer   | ---   | ---   | --- |
| c) VRs otherwise than by shares  | ---   | ---   | --- |
| d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition | ---   | ---   | --- |
| e) Total (a+b+c+d)   | ---   | ---   | --- |
| Mode of acquisition / sale (e.g., open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).  | 2363882- Market<br>1600000- Market  |       |     |
| Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable   | Date of Transfer<br>01-08-2023 to 23-08-2023                                |       |     |
| Equity share capital / total voting capital of the TC before the said acquisition / sale   | Rs. 12,63,80,174/- consisting of 12,63,80,174 equity shares of Rs. 1/- each |       |     |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale   | Rs. 12,63,80,174/- consisting of 12,63,80,174 equity shares of Rs. 1/- each |       |     |
| Total diluted share/voting capital of the TC after the said acquisition/ sale  | NA  |       |     |

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## Part-B\*\*\*

Name of the Target Company: Kenvi Jewels Limited

| Name(s) of the acquirer/seller and Persons Acting in Concert (PAC) with the acquirer | Whether the acquirer belongs to Promoter/ Promoter group | PAN of the acquirer/seller and/ or PACs |
|--|--|---|
| VIVID MERCANTILE LIMITED   | NO   | AAACV7171J                              |

## FOR, VIVID MERCANTILE LTD

Satishkumar  
Ramanlal  
Gajjar

**SATISH GAJJAR**  
**MANAGING DIRECTOR**  
**DIN: 05254111**

Place: Ahmedabad

Date: 23.08.2023

### Note:

(\*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of SEBI (LODR) Regulations, 2015.

(\*\*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

(\*\*\*) Part-B shall be disclosed to the Stock Exchanges but shall not be disseminated.