

General information about company	
Scrip code	000000
NSE Symbol	CRAYONS
MSEI Symbol	NOTLISTED
ISIN	INE0OFK01019
Name of the company	CRAYONS ADVERTISING 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)	30-09-2025
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 Listed Entity has granted any ESOPs, which are outstanding?	No	No	No	No
5	Whether the Listed Entity has any shares against which depository receipts are issued?	No	No	No	No
6	Whether the Listed Entity has any shares in locked-in?	Yes	Yes	No	No
7	Whether any shares held by promoters are encumbered under "Pledged"?	No	No		
8	Whether any shares held by promoters are encumbered under "Non-Disposal Undertaking"?	No	No		
9	Whether any shares held by promoters are encumbered, other than by way of Pledge or NDU, if any?	No	No		
10	Whether company has equity shares with differential voting rights?	No	No	No	No
11	Whether the listed entity has any significant beneficial owner?	Yes			

Table VI - Statement showing foreign ownership limits

Particular	Approved limits (%)	Limits utilized (%)
As on shareholding date	74	0.34
As on the end of previous 1st quarter	74	0.19
As on the end of previous 2nd quarter	74	0.2
As on the end of previous 3rd quarter	74	0.2
As on the end of previous 4th quarter	74	0.16

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 Shares Underlying Outstanding convertible securities (XA)	No. of Shares Underlying Outstanding Warrants (XB)	No. Of Outstanding ESOP Granted (XC)	No. of Shares Underlying Outstanding convertible securities, No. of Warrants and ESOP etc. (X) = (XA+XB+XC)		
								No of Voting (XIV) Rights							Total as a % of (A+B+C)	
								Class eg:X	Class eg:Y	Total						
(A)	Promoter & Promoter Group	5	17955760			17955760	73.5	17955760		17955760	73.5					
(B)	Public	1121	6474240			6474240	26.5	6474240		6474240	26.5					
(C)	Non Promoter-Non Public															
(C1)	Shares underlying DRs															
(C2)	Shares held by Employee Trusts															
	Total	1126	24430000			24430000	100	24430000		24430000	100					

Table I - Summary Statement holding of specified securities

Category (I)	Category of shareholder (II)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XII) = (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XIII)		Number of Shares pledged (XIV)		Non-Disposal Undertaking (XV)		Other encumbrances, if any (XVI)		Total Number of Shares encumbered (XVII) = (XIV+XV+XVI)		Number of equity shares held in dematerialized form (XVIII)	Sub-categorization of shares		
			No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		Sub-category (i)	Sub-category (ii)	Sub-category (iii)
(A)	Promoter & Promoter Group	73.5	4886000	27.21									17955760			
(B)	Public	26.5											6474240	0	0	0
(C)	Non Promoter-Non Public															
(C1)	Shares underlying DRs															
(C2)	Shares held by Employee Trusts															
	Total	100	4886000	20									24430000	0	0	0

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

Sr. No.	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 Shares Underlying Outstanding convertible securities (XA)	No. of Shares Underlying Outstanding Warrants (XB)	No. Of Outstanding ESOP Granted (XC)	No. of St Underlyi Outstand convertib securities of Warrar and ESO (X) = (XA+XB)	
								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	4	6615760			6615760	27.08	6615760		6615760	27.08				
(d)	Any Other (specify)	1	11340000			11340000	46.42	11340000		11340000	46.42				
Sub-Total (A)(1)		5	17955760			17955760	73.5	17955760		17955760	73.5				
(2)	Foreign														
Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)		5	17955760			17955760	73.5	17955760		17955760	73.5				
B	Table III - Statement showing shareholding pattern of the Public shareholder														
(1)	Institutions (Domestic)														
(2)	Institutions (Foreign)														
(d)	Foreign Portfolio Investors Category I	1	83000			83000	0.34	83000		83000	0.34				
Sub-Total (B)(2)		1	83000			83000	0.34	83000		83000	0.34				
(3)	Central Government / State Government(s)														
(4)	Non-institutions														

(g)	Resident Individuals holding nominal share capital up to Rs. 2 lakhs	942	2425440			2425440	9.93	2425440		2425440	9.93				
(h)	Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs	32	1834000			1834000	7.51	1834000		1834000	7.51				
(i)	Non Resident Indians (NRIs)	16	111000			111000	0.45	111000		111000	0.45				
(l)	Bodies Corporate	47	1711000			1711000	7	1711000		1711000	7				
(m)	Any Other (specify)	83	309800			309800	1.27	309800		309800	1.27				
Sub-Total (B)(4)		1120	6391240			6391240	26.16	6391240		6391240	26.16				
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)+(B)(4)		1121	6474240			6474240	26.5	6474240		6474240	26.5				
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder														
Total (A+B+C2)		1126	24430000			24430000	100	24430000		24430000	100				
Total (A+B+C)		1126	24430000			24430000	100	24430000		24430000	100				

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

Sr. No.	Category & Name of the Shareholders (I)	Shareholding, as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XII)= (VII)+(X) As a % of (A+B+C2)	Number of Locked in shares (XIII)		Number of Shares pledged (XIV)		Non-Disposal Undertaking (XV)		Other encumbrances, if any (XVI)		Total Number of Shares encumbered (XVII) = (XIV+XV+XVI)		Number of equity shares held in dematerialized form (XVIII)	Sub-categorization of shares		
			No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)	No. (a)	As a % of total Shares held (b)		Sub-category (i)	Sub-category (ii)	Sub-category (iii)
A	Table II - Statement showing shareholding pattern of the Promoter and Promoter Group															
(1)	Indian															
(a)	Individuals/Hindu undivided Family	27.08	0	0									6615760			
(d)	Any Other (specify)	46.42	4886000	43.09									11340000			
Sub-Total (A)(1)		73.5	4886000	27.21									17955760			
(2)	Foreign															
Total Shareholding of Promoter and Promoter Group (A)= (A)(1)+(A)(2)		73.5	4886000	27.21									17955760			
B	Table III - Statement showing shareholding pattern of the Public shareholder															
(1)	Institutions (Domestic)															
(2)	Institutions (Foreign)															
(d)	Foreign Portfolio Investors	0.34											83000	0	0	0

	Category I																	
Sub-Total (B)(2)		0.34												83000	0	0	0	
(3)	Central Government / State Government(s)																	
(4)	Non-institutions																	
(g)	Resident Individuals holding nominal share capital up to Rs. 2 lakhs	9.93												2425440	0	0	0	
(h)	Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs	7.51												1834000	0	0	0	
(i)	Non Resident Indians (NRIs)	0.45												111000	0	0	0	
(l)	Bodies Corporate	7												1711000	0	0	0	
(m)	Any Other (specify)	1.27												309800	0	0	0	
Sub-Total (B)(4)		26.16												6391240	0	0	0	
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)+(B)(4)		26.5												6474240	0	0	0	
C	Table IV - Statement showing shareholding pattern of the Non Promoter- Non Public shareholder																	
Total (A+B+C2)		100	4886000	20										24430000				
Total (A+B+C)		100	4886000	20										24430000				

Individuals/Hindu undivided Family					
Sr. No.	1	2	3	4	
Name of the Shareholders (I)	KUNAL LALANI	VIMI LALANI	VISHAL LALANI	TODAR MAL LALANI	Click here to go back
PAN (II)	AAGPL0992C	AACPL7519F	AAUPL9235G	AAQPL6971K	Total
No. of fully paid up equity shares held (IV)	4390160	2200800	24000	800	6615760
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	4390160	2200800	24000	800	6615760
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	17.97	9.01	0.1	0	27.08
Number of Voting Rights held in each class of securities (IX)					
Class eg:X	4390160	2200800	24000	800	6615760
Total	4390160	2200800	24000	800	6615760
Total as a % of Total Voting rights	17.97	9.01	0.1	0	27.08
Total No. of shares on fully diluted basis (including warrants and Convertible Securities etc.) (XI)=(VII+X)	4390160	2200800	24000	800	6615760
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XII)= (VII)+(X) As a % of (A+B+C2)	17.97	9.01	0.1	0	27.08
Number of Locked in shares (XIII)					

No. (a)	0	0	0	0	0
As a % of total Shares held (b)	0	0	0	0	0
Number of equity shares held in dematerialized form (XVIII)	4390160	2200800	24000	800	6615760
Reason for not providing PAN					
Reason for not providing PAN					
Shareholder type	Promoter	Promoter	Promoter Group	Promoter Group	

Any Other (specify)		
Sr. No.	1	
Category	Bodies Corporate	Click here to go back
Name of the Shareholders (I)	VIMI INVESTMENTS AND FINANCE PVT LTD	
PAN (II)	AAACV0590M	Total
No. of the Shareholders (I)	1	1
No. of fully paid up equity shares held (IV)	11340000	11340000
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	11340000	11340000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	46.42	46.42
Number of Voting Rights held in each class of securities (IX)		
Class eg: X	11340000	11340000
Total	11340000	11340000
Total as a % of Total Voting rights	46.42	46.42
Total No. of shares on fully diluted basis (including warrants and Convertible Securities etc.) (XI)=(VII+X)	11340000	11340000
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XII)=	46.42	46.42

(VII)+(X) As a % of (A+B+C2)		
Number of Locked in shares (XIII)		
No. (a)	4886000	4886000
As a % of total Shares held (b)	43.09	43.09
Number of equity shares held in dematerialized form (XVIII)	11340000	11340000
Reason for not providing PAN		
Reason for not providing PAN		
Shareholder type	Promoter Group	

Bodies Corporate		
Sr. No.	1	
Name of the Shareholders (I)	FORTUNE SMART LIFESTYLE PRIVATE LIMITED	Click here to go back
PAN (II)	AABCJ0747P	Total
No. of fully paid up equity shares held (IV)	342000	342000
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	342000	342000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	1.4	1.4
Number of Voting Rights held in each class of securities (IX)		
Class eg: X	342000	342000
Total	342000	342000
Total as a % of Total Voting rights	1.4	1.4
Total No. of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.) (XI)=(VII+X)	342000	342000
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XII)= (VII)+(X) As a % of (A+B+C2)	1.4	1.4
Number of equity shares held in	342000	342000

dematerialized form (XIV)		
Reason for not providing PAN		
Reason for not providing PAN		
Sub-categorization of shares		
Shareholding (No. of shares) under		
Sub-category (i)	0	0
Sub-category (ii)	0	0
Sub-category (iii)	0	0

Individuals - ii. Individual shareholders holding nominal share capital in excess of Rs. 2 lakhs.		
Sr. No.	1	
Name of the Shareholders (I)	ANIL KUMAR GOEL	Click here to go back
PAN (II)	AAJPG2552Q	Total
No. of fully paid up equity shares held (IV)	270000	270000
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	270000	270000
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	1.11	1.11
Number of Voting Rights held in each class of securities (IX)		
Class eg: X	270000	270000
Total	270000	270000
Total as a % of Total Voting rights	1.11	1.11
Total No. of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.) (XI)=(VII+X)	270000	270000
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of diluted share capital) (XII)= (VII)+(X) As a % of (A+B+C2)	1.11	1.11
Number of equity shares held in	270000	270000

dematerialized form (XIV)		
Reason for not providing PAN		
Reason for not providing PAN		
Sub-categorization of shares		
Shareholding (No. of shares) under		
Sub-category (i)	0	0
Sub-category (ii)	0	0
Sub-category (iii)	0	0

Any Other (specify)			
Sr. No.	1	2	
Category	HUF	Firm	
Category / More than 1 percentage	Category	Category	
Name of the Shareholders (I)			Click here to go back
PAN (II)			Total
No. of the Shareholders (I)	79	4	83
No. of fully paid up equity shares held (IV)	264800	45000	309800
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	264800	45000	309800
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	1.08	0.18	1.26
Number of Voting Rights held in each class of securities (IX)			
Class eg: X	264800	45000	309800
Total	264800	45000	309800
Total as a % of Total Voting rights	1.08	0.18	1.26
Total No. of shares on fully diluted basis (including warrants, ESOP, Convertible Securities etc.) (XI)=(VII+X)	264800	45000	309800
Shareholding , as a % assuming full conversion of convertible securities (as a percentage of	1.08	0.18	1.26

diluted share capital) (XII)= (VII)+(X) As a % of (A+B+C2)			
Number of equity shares held in dematerialized form (XIV)	264800	45000	309800
Reason for not providing PAN			
Reason for not providing PAN			
Sub-categorization of shares			
Shareholding (No. of shares) under			
Sub-category (i)	0	0	0
Sub-category (ii)	0	0	0
Sub-category (iii)	0	0	0

Significant Beneficial Owners

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*:				
	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
1	Vimi lalani	AACPL7519F		India		vimi Investment and Finance Private Limited	AAACV0590M		India		33.53	33.53	0	No	No
Total:											33.53	33.53	0		

