

General information about company

Scrip code	000000
NSE Symbol	CRAYONS
MSEI Symbol	NOTLSITED
ISIN	INE00FK01019
Name of the company	CRAYONS ADVERTISING LIMITED
Whether company is SME	Yes
Class of Security	Equity Shares
Type of report	Yearly
Quarter Ended / Half year ended/Date of Report (For Prelisting / Allotment)	31-03-2025
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 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 VI - Statement showing foreign ownership limits

Particular	Approved limits (%)	Limits utilized (%)
As on shareholding date	100	0.19
As on the end of previous 1st quarter	100	0.2
As on the end of previous 2nd quarter	100	0.2
As on the end of previous 3rd quarter	100	0.16
As on the end of previous 4th quarter	100	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 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	1178	6474240			6474240	26.5	6474240		6474240	26.5
(C)	Non Promoter-Non Public										
(C1)	Shares underlying DRs										
(C2)	Shares held by Employee Trusts										
	Total	1183	24430000			24430000	100	24430000		24430000	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)	Sub-categorization of shares		
						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.	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	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	147000			147000	0.6	147000		147000	0.6
Sub-Total (B)(2)		1	147000			147000	0.6	147000		147000	0.6
(3)	Central Government / State Government(s)										
(4)	Non-institutions										
(g)	Resident Individuals holding nominal share capital up to Rs. 2 lakhs	980	2535440			2535440	10.38	2535440		2535440	10.38
(h)	Resident Individuals holding nominal share capital in excess of Rs. 2 lakhs	33	1862000			1862000	7.62	1862000		1862000	7.62
(i)	Non Resident Indians (NRIs)	17	113000			113000	0.46	113000		113000	0.46
(l)	Bodies Corporate	54	1384000			1384000	5.67	1384000		1384000	5.67
(m)	Any Other (specify)	93	432800			432800	1.77	432800		432800	1.77
Sub-Total (B)(4)		1177	6327240			6327240	25.9	6327240		6327240	25.9
Total Public Shareholding (B)=(B)(1)+(B)(2)+(B)(3)+(B)(4)		1178	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)		1183	24430000			24430000	100	24430000		24430000	100
Total (A+B+C)		1183	24430000			24430000	100	24430000		24430000	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)	Sub-categorization of shares		
					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)				27.08	0	0			6615760			
(d)				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)				0.6					147000	0	0	0
Sub-Total (B) (2)				0.6					147000	0	0	0
(3)	Central Government / State Government(s)											
(4)	Non-institutions											
(g)				10.38					2535440	0	0	0
(h)				7.62					1862000	0	0	0
(i)				0.46					113000	0	0	0
(l)				5.67					1384000	0	0	0
(m)				1.77					432800	0	0	0
Sub-Total (B) (4)				25.9					6327240	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

Searial 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
No. Of Partly paid-up equity shares held (V)					
No. Of shares underlying Depository Receipts (VI)					
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
Class eg:y					
Total	4390160	2200800	24000	800	6615760
Total as a % of Total Voting rights	17.97	9.01	0.1	0	27.08
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)	17.97	9.01	0.1	0	27.08

Number of Locked in shares (XII)

No. (a)	0	0	0	0	0
As a % of total Shares held (b)	0	0	0	0	0

Number of Shares pledged or otherwise encumbered (XIII)

No. (a)					
As a % of total Shares held (b)					
Number of equity shares held in	4390160	2200800	24000	800	6615760

dematerialized form (XIV)					
Reason for not providing PAN					
Reason for not providing PAN					
Shareholder type	Promoter	Promoter	Promoter Group	Promoter Group	

Any Other (specify)

Serial No.	1	
Category	Bodies Corporate	Click here to go back
Name of the Shareholders (I)	VIMI INVESTMENTS AND FINANCE PRIVATE LIMITED	
PAN (II)	AAACV0590M	Total
No. of the Shareholders (I)	1	1
No. of fully paid up equity shares held (IV)	11340000	11340000
No. Of Partly paid-up equity shares held (V)		
No. Of shares underlying Depository Receipts (VI)		
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
Class eg:y		
Total	11340000	11340000
Total as a % of Total Voting rights	46.42	46.42
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)	46.42	46.42
Number of Locked in shares (XII)		
No. (a)	4886000	4886000
As a % of total Shares held (b)	43.09	43.09
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)	11340000	11340000
Reason for not providing PAN		
Reason for not providing PAN		
Shareholder type	Promoter	

Bodies Corporate

Searial 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
No. Of Partly paid-up equity shares held (V)		
No. Of shares underlying Depository Receipts (VI)		
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
Class eg:y		
Total	342000	342000
Total as a % of Total Voting rights	1.4	1.4
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)	1.4	1.4
Number of Locked in shares (XII)		
No. (a)		
As a % of total Shares held (b)		
Number of equity shares held in dematerialized form (XIV)	342000	342000
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.

Searial 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
No. Of Partly paid-up equity shares held (V)		
No. Of shares underlying Depository Receipts (VI)		
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
Class eg:y		
Total	270000	270000
Total as a % of Total Voting rights	1.11	1.11
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)	1.11	1.11
Number of Locked in shares (XII)		
No. (a)		
As a % of total Shares held (b)		
Number of equity shares held in dematerialized form (XIV)	270000	270000
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)

Serial 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)	86	7	93
No. of fully paid up equity shares held (IV)	306800	126000	432800
No. Of Partly paid-up equity shares held (V)			
No. Of shares underlying Depository Receipts (VI)			
Total nos. shares held (VII) = (IV)+ (V)+ (VI)	306800	126000	432800
Shareholding as a % of total no. of shares (calculated as per SCRR, 1957) (VIII) As a % of (A+B+C2)	1.26	0.52	1.78
Number of Voting Rights held in each class of securities (IX)			
Class eg: X	306800	126000	432800
Class eg:y			
Total	306800	126000	432800
Total as a % of Total Voting rights	1.26	0.52	1.78
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)	1.26	0.52	1.78
Number of Locked in shares (XII)			
No. (a)			
As a % of total Shares held (b)			
Number of equity shares held in	306800	126000	432800

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	0
Sub-category (ii)	0	0	0
Sub-category (iii)	0	0	0

