

MRS. SUSHEELA HARIPRASAD GUPTA

AA 19 RADHE PARK SOCIETY, KAPODRA ROAD, BHARUCH, ANKLESHWAR-393009

To
The Manager,
Department of Corporate Services,
Bombay Stock Exchange Limited,
Dalal Street, Fort, Mumbai – 400001

Kind Attention: Mr. Rakesh Parekh
Dear Sir,

Sub.: Disclosure under Regulation 29 (1) of SEBI Regulation, 2011 (Substantial Acquisition of Shares and Takeover)

Ref.: Name- New Markets Avenue Limited (Formerly Known as New Markets Advisory Limited) and Scrip Code- 508867

With reference to the subject matter, enclosed herewith please find the details of Shares acquired along with person acting in concern of New Markets Avenue Limited (Formerly Known as New Markets Advisory Limited) in term of Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeover) Regulation, 2011 on 27th November, 2025.

Kindly take the same on your records and acknowledge the receipt.



Mrs. Susheela Hariprasad Gupta
Authorised Signatory

Date: 28/11/2025

Place: Mumbai

**Format for disclosures under Regulation 29(1) of Securities and Exchange Board of India
(Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

Name of the Target Company (TC)	New Markets Avenue Limited (Formerly Known as New Markets Advisory Limited)		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Ms. Susheela Hariprasad Gupta Along with PAC Mr. Hariprasad Sukhari Gupta		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange 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 (**)
Before the acquisition/disposal under consideration, holding of:	0	0.00%	0.00%
a) Shares carrying voting rights b) Shares in the nature of encumbrance (pledge/ lien/ non disposal undertaking/ others) c) Voting rights (VR) otherwise than by shares d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category) e) Total (a+b+c+d)	0	0.00%	0.00%
Details of acquisition/sale			
a) Shares carrying voting rights acquired/sold b) VRs acquired/sold otherwise than by shares c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold d) Shares encumbered / invoked/released by the acquirer e) Total (a+b+c+-d)	2,50,000(Ms. Susheela Hariprasad Gupta) 2,50,000(Mr. Hariprasad Sukhari Gupta)	10.12%	10.12%
	5,00,000	10.12%	10.12%

After the acquisition/sale, holding of:				
a) Shares carrying voting rights	2,50,000(Ms. Susheela Hariprasad Gupta)	10.12%	10.12%	
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)	5,00,000	10.12%	10.12%	
Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter se transfer etc).		Preferential Allotment		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable		27-11-2025		
Equity share capital / total voting capital of the TC before the said acquisition / sale		49,40,000 equity shares of Rs. 10/-		
Equity share capital/ total voting capital of the TC after the said acquisition / sale		49,40,000 equity shares of Rs. 10/-		
Total diluted share/voting capital of the TC after the said acquisition		NA		

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) 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.



Ms. Susheela Hariprasad Gupta
Authorised Signatory

Place: Mumbai
Date: 28-11-2025