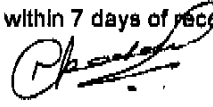


Format for disclosure of details of acquisition to Stock Exchanges by target company. In terms of Regulation 7(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (Regulations)		
Name of the Target company	Mudra Lifestyle Limited	
Date of reporting	27/11/2010	
Names of the stock exchanges where the shares of the target company are listed	Bombay Stock Exchange Limited (BSE) and National Stock Exchange of India Limited (NSE)	
Details of the acquisition/ sale received in terms of Reg. 7(1) and 7(1A)		
Names of the acquirers and PACs with them	E-Land Fashion China Holdings Limited	
Date of Acquisition	November 27, 2010	
Date of receipt of intimation of allotment by acquirer	November 27, 2010	
Mode of acquisition (e.g. open market/public issue/ rights issue/ preferential allotment/ interse transfer etc).	Preferential Allotment	
Mode of sale (e.g. open market/ MOU/ off market etc.)	N.A.	
Particulars of acquisition/ sale	Number	% w.r.t. total paid up capital of Target Company
a) Shares / Voting rights (VR) of the acquirer before acquisition	Nil	Nil
b) Shares/ voting rights acquired	12,000,000	25.005%
c) Shares /VR of the acquirer after acquisition	12,000,000	25.005%
Paid up capital/ total voting capital of the target company before the said acquisition	Rs.359,904,690	
Paid up capital/ total voting capital of the target company after the said acquisition	Rs.479,904,690	
Note:		
1. The disclosure shall be made within 7 days of receipt of information u/r 7(1) & 7(1A).		
Signature of the Authorised Signatory 		
Place : Mumbai		
Date: 27/11/2010		