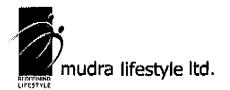


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Format for disclosure of details of acquisition to Stock Exchange by target company, in terms of regulation 7(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 (Regulations)		
Name of the Target Company	Mudra Lifestyle Limited	
Date of reporting	July 25, 2011	
Names of the stock exchanges where the shares of the target company are listed.	The Bombay Stock Exchange Limited and the National Stock Exchange of India Limited	
Details of the acquisition received in terms of	Reg. 7 (1A)	
Names of the acquirers and PAC's with them Acquirer: E-Land Fashion China Limited		Land Fashion China Holdings,
	PAC: There are no "persons acting in concert" with the Acquirer for the purpose of this Offer within the meaning of Regulation 2(1)(e) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997.	
Date of Acquisition	July 23, 2011	
Date of receipt of intimation of allotment by acquirer	July 25, 2011	
Mode of acquisition (e.g. open market/public issue/ rights issue/ preferential allotment/ interse transfer etc.)	Acquisition under the open offer made vide public announcement published on October 21, 2010.	
Mode of sale (e.g. open market /MQU/ off market etc.)	N/A	
Particulars of acquisition	Number	% w.r.t total paid up capital of Target Company
a) Shares / Voting rights (VR) of the acquirer before acquisition under consideration	12,000,000	25.005%
b) Shares / Voting rights acquired	9,598,094	20.00%
c) Shares / VR of the acquirer after acquisition	21,598,094	45.005%
Paid up Capital / total voting capital of the target company before the said acquisition	47,990,469 fully paid-up equity shares of	



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Paid up capital / total voting capital of the target company after the said acquisition

47,990,469 fully paid-up equity shares of Rs. 10/- each.

Note:

1. The disclosures shall be made within 7 days of receipt of information u/r 7(1) & 7 (1A). For Mudra Lifestyle Limited,

Chief Financial Officer

Signature of the Authorised Signatory

Place: Mumbai

Date: 25 July, 2011