



mudra lifestyle ltd.

Regd. Office :  
5129-41, D-Wing, 5th Floor,  
Oberoi Garden Estate,  
Chandivall Farms Road,  
Chandivall, Andheri (E),  
Mumbai - 400 072.

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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   |  |
| <b>Details of the acquisition received in terms of Reg. 7 (1A)</b>   |  |  |
| Names of the acquirers and PAC's with them   | <p><u>Acquirer:</u> E-Land Fashion China Holdings, Limited</p> <p><u>PAC:</u> 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.</p> |  |
| 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 <i>vide</i> public announcement published on October 21, 2010.   |  |
| Mode of sale (e.g. open market /MOU/ off market etc.)  | N/A  |  |
| <b>Particulars of acquisition</b>  | <b>Number</b>  | <b>% w.r.t total paid up capital of Target Company</b> |
| 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 10/- each.   |  |



*Handwritten signature/initials*



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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,

Ganeshmal Sufana  
Chief Financial Officer  
Signature of the Authorised Signatory



Place : Mumbai

Date: 25 July, 2011