



mudra lifestyle ltd.

Regd. Office :
5129-41, D-Wing, 5th Floor,
Oberoi Garden Estate,
Chandivali Forma Road,
Chandivali, Andhori (E),
Mumbai - 400 072.

Tel : +91-22-2847 2600 / 4007 2600/1/2
Fax : +91-22-2847 2603
e-mail : contact@mudralifestyle.com
Web : www.mudralifestyle.com

Paid up Capital / total voting capital of the target company before the said acquisition	47,990,469 fully paid-up equity shares of Rs. 10/- each.
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,

Mr. Murarilal Agarwal
Joint Managing Director

Place : Mumbai

Date: August 24, 2011



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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	August 24, 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(1) and Reg. 7 (1A)

Names of the acquirers and PAC's with them	<u>Acquirer:</u> E-Land Fashion China Holdings, Limited <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.
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Date of Acquisition	August 23, 2011
Date of receipt of intimation of allotment by acquirer	August 23, 2011
Mode of acquisition (e.g. open market/public issue/ rights issue/ preferential allotment/ interse transfer etc.)	Acquisition under a Share Purchase Agreement dated October 15, 2010.
Mode of sale (e.g. open market /MOU/ off market etc.)	N/A

Particulars of acquisition	% w.r.t total paid up capital of Target Company	
	Number	
a) Shares / Voting rights (VR) of the acquirer before acquisition under consideration	21,598,094	45.00%
b) Shares / Voting rights acquired	10,000,000	20.84%
c) Shares / VR of the acquirer after acquisition	31,598,094	65.84%