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Disclosure of details of acquisition to the target company and stock exchanges where the shares of the target company are listed, in terms of Regulation 7(1) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997

Name of the Target company	Mudra Lifestyle Limited	
Name of the acquirer and PAC with the acquirer	<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.	
Details of the acquisition as follows	Number of shares	% w.r.t. total paid up capital of Target Company
a) Shares / Voting rights (VR) before acquisition under consideration	21,598,094	45.00%
b) Shares/ voting rights acquired	10,000,000	20.84%
c) Shares / VR after acquisition	31,598,094	65.84%
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.	
Date of acquisition of shares/ VR or date of receipt of intimation of allotment of shares, whichever is applicable	August 23, 2011	
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.	

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Note:

1. The disclosure shall be made whenever the post acquisition holding crosses 5%, 10%, 14%, 54% and 74% of the total paid up capital of the target company within 2 days of acquisition.
2. The stock exchange shall immediately display the above information on the trading screen, the notice board and also on its website.

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Signature of the acquirer/ Authorised Signatory

Place : Hong Kong

Date : August 23, 2011