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"FORM D"

Securities Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

Regulation 13 (4A)

Details of change in shareholding or voting rights held by Director or Officer and his dependents or Promoter or Person who is part of Promoter Group of a listed company.

Name, PAN No. & Address of Promoter / Person who is part of Promoter Group/ Director/ Officer	No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/ Director/ Officer*	Date of receipt of allotment advice/ acquisition / sale of shares / voting rights	Date of intimation to company	Mode of acquisition (market purchase / public/rights/ preferential offer etc./ sale.	No & % of shares / voting rights post acquisition / sale.	Trading member through whom the trade was executed with SEBI Registration No. of the TM.	Exchange on which the trade was executed	Buy quantity	Buy Value	Sell quantity	Sell Value
Name: E-Land Fashion China Holdings, Limited PAN number: AACCE5329D Address: Walker House, 87 Mary Street, George Town, Grand Cayman KY1-9002, Cayman Islands	21,598,094 fully paid-up equity shares constituting 45.00% of the paid-up capital of the Company.	August 23, 2011	August 25, 2011	Acquisition under a Share Purchase Agreement dated October 15, 2010	31,598,094 fully paid-up equity shares constituting 65.84% of the paid-up equity share capital of the Company	N/A	N/A	10,000,000 fully paid-up equity shares	Rs. 60/- per equity share aggregating to Rs. 600,000,000	N/A	N/A

*Note: No. & % of shares/ voting rights held prior to becoming promoter of the Company.