

Format for Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	Mudra Lifestyle Limited		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	E-Land Asia Holdings Pte. Ltd. (a company incorporated under the laws of Singapore) ("Eland Singapore" or the "Acquirer")		
3. Whether the acquirer belongs to Promoter/Promoter group	Yes.		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	i) Bombay Stock Exchange, and, ii) National Stock Exchange		
5. Details of the acquisition of shares/voting rights/holding of the Acquirer and PAC	Number	% w.r.t.total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC (*)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights	Nil	Nil	Nil
b) Voting rights (VR) otherwise than by equity shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the	Nil	Nil	Nil

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TC (specify holding in each category)			
Total (a+b+c)	Nil	Nil	Nil
Details of acquisition			
a) Shares carrying voting rights acquired	31,598,094	65.84%	65.84%
b) VRs acquired otherwise than by equity shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired	Nil	Nil	Nil
Total (a+b+c)	31,598,094	65.84%	65.84%

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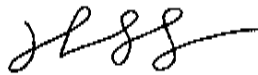
After the acquisition, holding of:			
a) Shares carrying voting rights	31,598,094	65.84%	65.84%
b) VRs otherwise than by equity shares	Nil	Nil	Nil
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	Nil	Nil	Nil
Total (a+b+c)	31,598,094	65.84%	65.84%
6. Mode of acquisition (e.g. open market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	<p>The acquisition involves <i>inter se</i> transfer of shares between 'qualifying persons' (as defined under Regulation 10(1)(a)(iii) of the SEBI Takeover Regulations) i.e. from E-Land Fashion China Holdings Ltd (a company organized under the laws of Cayman Islands) ("Eland Cayman" or the "Seller") to Eland Singapore.</p> <p>The Acquirer and the Seller are both subsidiaries of E-Land World Limited, Korea.</p>		
7. Date of acquisition of/ date of receipt of intimation of allotment of shares /VR/ warrants/convertible securities/any other instrument that entitles the acquirer to receive shares in the TC.	The date of acquisition of shares of the Target Company was December 30, 2011.		
8. Equity share capital / total voting capital of the TC before the said acquisition	47,990,469		

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9. Equity share capital/ total voting capital of the TC after the said acquisition	47,990,469
10. Total diluted share/voting capital of the TC after the said acquisition	47,990,469

Note:

(*) Diluted share/voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities/warrants into equity shares of the TC.

 Hong Jung Ho

Signature of the acquirer / Authorised Signatory

Place: Mumbai

Date: January 2, 2012