

Format for Disclosures under Regulation 10(6) -Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

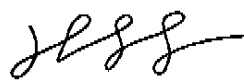
1.	Name of the Target Company (TC)	Mudra Lifestyle Limited	
2.	Name of the acquirer(s)	E-Land Asia Holdings Pte. Ltd. (a company incorporated under the laws of Singapore) ("Eland Singapore" or the "Acquirer")	
3.	Name of the stock exchange where shares of the TC are listed	i) Bombay Stock Exchange, and, ii) National Stock Exchange	
4.	Details of the transaction including rationale, if any, for the transfer/acquisition of shares.	The transaction involves transfer of shares from E-Land Fashion China Holdings, Limited (a company organized under the laws of Cayman Islands) ("Eland Cayman" or the "Seller"), which presently holds 65.84% of the paid up equity share capital of the Target Company, to the Acquirer, as part of an internal group restructuring. The Acquirer and the Seller are both subsidiaries of E-Land World Limited, Korea.	
5.	Relevant regulation under which the acquirer is exempted from making open offer.	Regulation 10(1)(a)(iii)	
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10 (5) and if so, - whether disclosure was made and whether it was made within the timeline specified under the regulations. - date of filing with the stock exchange.	Yes. The acquisition took place on December 30, 2011 and the disclosure under Regulation 10(5) was made on December 26, 2011 within the specified time period i.e. <u>at-least 4 working days prior to the proposed acquisition.</u>	
7.	Details of acquisition	Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
	a. Name of the transferor / seller	Eland Cayman	Yes
	b. Date of acquisition	December 30, 2011	Yes

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	c.	Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	31,598,094	Yes	
	d.	Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	65.84%	Yes	
	e.	Price at which shares are proposed to be acquired / actually acquired	Rs. 23.64 per share (Total Consideration: Rs. 746,978,942/-)	Yes	
8.	Shareholding details		Pre-Transaction		Post-Transaction
			No. of shares held	% w.r.t total share capital of TC	No. of shares held % w.r.t total share capital of TC
	a	Each Acquirer / Transferee(*)	Nil	Nil	31,598,094 65.84%
	b	Each Seller / Transferor	31,598,094	65.84 %	Nil Nil

Note:

- (*) Shareholding of each entity shall be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.



Hong, Jung Ho

Signature of the acquirer / Authorised Signatory

Place: Mumbai

Date: January 2, 2012
