

FORM C

Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992
[Regulation 13(3) and (6)]

Regulation 13(3) — Details of change in shareholding in respect of persons holding more than 5% shares in a listed company

Name, PAN No. & address of shareholders	Shareholding prior to acquisition/sale	No. & % of shares/voting rights acquired/sold	Receipt of allotment advice/acquisition of shares/sale of shares specify	Date of intimation to company	Mode of acquisition (market purchase/public rights/preferential offer etc.)	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
E-Land Fashion China Holdings Limited Walker House, 87 Mary Street, George Town, Grand Cayman KY1-9002, Cayman Islands ("Eland Cayman") PAN No. AACCE5329D	31,598,094 equity shares carrying voting rights [65.84% based on Issued Capital consisting of 47,990,469 shares]	31,598,094 equity shares carrying voting rights [65.84% based on Issued Capital consisting of 47,990,469 shares]	Date of sale of shares - December 30, 2011	January 9, 2012	Inter-se Transfer between group companies i.e. from Eland Cayman (an existing promoter of Mudra Lifestyle Limited) to E-Land Asia Holdings Pte. Ltd., Singapore by way of an 'off-market transaction'	65.84%	Not Applicable	Not Applicable (Off-market transaction)	Not Applicable	Not Applicable	31,598,094 equity shares	Price INR 23.64 per equity share; Total Consideration INR 746,978,942

For and on behalf of
Mudra Lifestyle Limited
Mihir Panchumatiya
Company Secretary