

**Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1. Name of the Target Company (TC)	<b>Money Matters Financial Services Limited</b>			
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	<b>Acquirer</b> My Idea Advisory Services Limited  <b>Persons Acting in Concert (PAC)</b> Rajesh Sharma Seema Sharma Ramesh Chandra Sharma- HUF Ramesh Chandra Sharma My Idea Financial Services Private Limited (Formerly known as Money Matters (India) Private Limited)			
3. Whether the acquirer belongs to Promoter/Promoter group	Yes, Promoter Group			
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited and National Stock Exchange of India Limited			
5. Details of the acquisition / <del>disposal</del> /holding of shares/voting rights/holding of the Acquirer and PAC	Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
<u>Before the acquisition/<del>disposal</del> under consideration, holding of:</u>				
a) Shares carrying voting rights	My Idea Advisory Services Limited	NIL	NIL	NIL
	My Idea Financial Services Private Limited	11597838	33.2435	30.0356
	Rajesh Sharma	8971159	25.7145	23.2331
	Ramesh Chandra Sharma - HUF	304681	0.8733	0.7891
	Ramesh Chandra Sharma	16927	0.0485	0.0438
	Seema Sharma	16927	0.0485	0.0438
b) <del>Voting rights (VR) otherwise than by shares</del>		NIL	NIL	NIL
c) <del>Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T-C (specify holding in each category)</del>		NIL	NIL	NIL
Total (a+b+c)		20907532	59.9283	54.1455





<u>Details of acquisition/sale</u>	Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
a) Shares carrying voting rights acquired/sold	My Idea Advisory Services Limited (Acquirer)	772775	2.2150	2.0013
	My Idea Financial Services Private Limited (PAC)	102830	0.2947	0.2663
b) <del>VRs acquired /sold otherwise than by shares</del>		NIL	NIL	NIL
c) <del>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/sold</del>		NIL	NIL	NIL
Total (a+b+c)		875605	2.5097	2.2676
<u>After the acquisition/sale, holding of:</u>				
a) Shares carrying voting rights	My Idea Advisory Services Limited	772775	2.2150	2.0013
	My Idea Financial Services Private Limited	11700668	33.5382	30.3019
	Rajesh Sharma	8971159	25.7145	23.2331
	Ramesh Chandra Sharma - HUF	304681	0.8733	0.7891
	Ramesh Chandra Sharma	16927	0.0485	0.0438
	Seema Sharma	16927	0.0485	0.0438





b) VRs otherwise than by 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)		21783137	62.438	56.413
6. Mode of acquisition / sale (e.g. open market / <del>off market</del> / <del>public issue</del> / <del>rights issue</del> / <del>preferential allotment</del> / <del>inter se transfer</del> etc).	Open Market			
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	As per Annexure			
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	34887559			
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	34887559			
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	38613645			

(\*) 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.

For My Idea Advisory Services Limited



Director  
Place: Mumbai  
Date: 11.04.2012



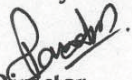


**Annexure:**

**Date of Acquisition:**

Sr. No.	Acquirer/PAC	Date	Number of Shares
1.	Acquirer	2/4/2012	163450
2.	Acquirer	2/4/2012	162839
3.	Acquirer	4/4/2012	659
4.	Acquirer	4/4/2012	100907
5.	Acquirer	9/4/2012	140
6.	Acquirer	10/4/2012	171681
7.	Acquirer	10/4/2012	173099
8.	PAC	10/4/2012	70362
9.	PAC	10/4/2012	32468
		<b>Total</b>	<b>875605</b>

**For My Idea Advisory Services Limited**

  
Director

Place: Mumbai  
Date: 11.04.2012

