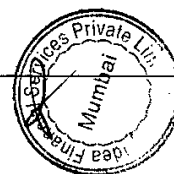


**Disclosures under Regulation 10(5) - Intimation to Stock Exchanges in respect of acquisition under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1.	Name of the Target Company (TC)	Money Matters Financial Services Limited
2.	Name of the acquirer(s)	My Idea Financial Services Private Limited (Formerly known as Money Matters (India) Private Limited)
3.	Whether the acquirer(s) is/are promoters of the TC prior to the transaction. If not, nature of relationship or association with the TC or its promoters	Yes
4.	Details of the proposed acquisition	
	a. Name of the person(s) from whom shares are to be acquired	Seema Sharma
	b. Proposed date of acquisition	June 05, 2012
	c. Number of shares to be acquired from each person mentioned in 4(a) above	16927
	d. Total shares to be acquired as % of share capital of TC	0.0485 % of Share Capital of TC
	e. Price at which shares are proposed to be acquired	Market Price
	f. Rationale, if any, for the proposed transfer	Rationalization of Promoter Group shareholding inter se
5.	Relevant sub-clause of regulation 10(1)(a) under which the acquirer is exempted from making open offer	10(1)(a)(ii)
6.	If, frequently traded, volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on the stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.	NSE- Rs.84.45/-
7.	If in-frequently traded, the price as determined in terms of clause (e) of sub-regulation (2) of regulation 8.	Not Applicable
8.	Declaration by the acquirer, that the acquisition price would not be higher by more than 25% of the price computed in point 6 or point 7 as applicable.	As per Annexure -1
9.	Declaration by the acquirer, that the transferor and transferee have complied / will comply with applicable disclosure requirements in Chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997)	As per Annexure -2



10.	Declaration by the acquirer that all the conditions specified under regulation 10(1)(a) with respect to exemptions has been duly complied with.	As per Annexure -3			
11.	Shareholding details	Before the proposed transaction		After the proposed transaction	
		No. of shares /voting rights	% w.r.t total share capital of TC	No. of shares /voting rights	% w.r.t total share capital of TC
	- Acquirer(s) and PACs (other than sellers)(*)				
	My Idea Financial Services Private Limited (Acquirer)	11756052	33.6970	11772979	33.7455
	My Idea Advisory Services Limited	1576390	4.5185	1576390	4.5185
	Rajesh Sharma	8971159	25.7145	8971159	25.7145
	Ramesh Chandra Sharma - HUF	304681	0.8733	304681	0.8733
	Ramesh Chandra Sharma	16927	0.0485	16927	0.0485
	<b>Total</b>	<b>22625209</b>	<b>64.8518</b>	<b>22642136</b>	<b>64.9003</b>
	- Seller (s)				
	Seema Sharma	16927	0.0485	Nil	Nil
	<b>Total</b>	<b>16927</b>	<b>0.0485</b>	<b>Nil</b>	<b>Nil</b>

**Note:**

- (\*) Shareholding of each entity may 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.

**For MY IDEA FINANCIAL SERVICES PRIVATE LIMITED**  
(formerly known as Money Matters (India) Pvt. Ltd.)

  
**DIRECTOR**

Date: 28th May, 2012  
Place: Mumbai



# MY IDEA FINANCIAL SERVICES PRIVATE LIMITED

(formerly known as Money Matters (India) Pvt. Ltd.)

Corp. Off.: 4<sup>th</sup> Floor, Merchant Chambers, 41, Sir Vithaldas Thackersey Marg,  
New Marine Lines, Mumbai - 400 020; Tel.: +91 22 4088 8100; Fax: 4088 8170

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Annexure -1

## DECLARATION

We, My Idea Financial Services Private Limited (formerly known as Money Matters (India) Pvt. Ltd.), Promoter of Money Matters Financial Services Limited (TC) hereby declare that the acquisition price for inter-se transfer of 16927 Equity Shares constituting 0.0485% of the total paid up capital of the TC, will not be higher by more than 25% of the volume weighted average market price for a period of 60 trading days preceding the date of issuance of this notice as traded on stock exchange where the maximum volume of trading in the shares of the TC are recorded during such period.

For MY IDEA FINANCIAL SERVICES PRIVATE LIMITED  
(formerly known as Money Matters (India) Pvt. Ltd.)



DIRECTOR



Date: 28<sup>th</sup> May, 2012

Place: Mumbai

# MY IDEA FINANCIAL SERVICES PRIVATE LIMITED

(formerly known as Money Matters (India) Pvt. Ltd.)

Corp. Off.: 4<sup>th</sup> Floor, Merchant Chambers, 41, Sir Vithaldas Thackersey Marg,  
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Annexure -2

## DECLARATION

We, My Idea Financial Services Private Limited (formerly known as Money Matters (India) Pvt. Ltd.), Promoter of Money Matters Financial Services Limited (TC) hereby declare that the transferor(s) and the transferee(s) have complied/ will comply with applicable disclosure requirement in chapter V of the Takeover Regulations, 2011 (corresponding provisions of the repealed Takeover Regulations 1997).

For MY IDEA FINANCIAL SERVICES PRIVATE LIMITED  
(formerly known as Money Matters (India) Pvt. Ltd.)



DIRECTOR



Date: 28<sup>th</sup> May, 2012

Place: Mumbai

# MY IDEA FINANCIAL SERVICES PRIVATE LIMITED

(formerly known as Money Matters (India) Pvt. Ltd.)

Corp. Off.: 4<sup>th</sup> Floor, Merchant Chambers, 41, Sir Vithaldas Thackersey Marg,  
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Annexure -3

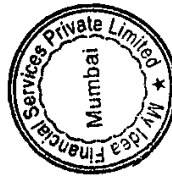
## DECLARATION

We, My Idea Financial Services Private Limited (formerly known as Money Matters (India) Pvt. Ltd.), Promoter of Money Matters Financial Services Limited (TC) hereby declare that, all the conditions specified under Regulation 10(1)(a) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulation 2011, with respect to exemptions has been duly complied with.

**For MY IDEA FINANCIAL SERVICES PRIVATE LIMITED**  
(formerly known as Money Matters (India) Pvt. Ltd.)



**DIRECTOR**



Date: 28<sup>th</sup> May, 2012

Place: Mumbai