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

 Name of the Target Company (To Name(s) of the acquirer and 		Financial Se	ervices Limited		
Persons Acting in Concert (PAC	Acquirer				
with the acquirer					
	Persons Acting	g in Conce	rt (PAC)	•	
	Persons Acting in Concert (PAC) My Idea Financial Services Private Limited				
	I My Idea Adviso	DIV Services T	imitad		
	Namesn Chandi	ra Sharma – F	-IUF		
3 Whathan the	Kajesh Sharma		101		
3. Whether the acquirer belongs to Promotor (Promotor Promotor Pro	Yes, Promoter				
to Promoter/Promoter group 4. Name(s) of the Stock	<u> </u>	•			
Exchange(s) where the t	Bombay Stock Exchange Limited and National Stock				
Exchange(s) where the shares of TC are Listed	Exchange of Ind	ia Limited	aria ivalion	iai SiOCK	
5. Details of the acquisition	Acquirer and	Number	% w.r.t.	T 0/	
disposal/holding of	PAC		total	% w.r.t.	
shares/voting rights/holding of			share/votin	total	
the Acquirer and PAC			g capital	diluted	
			wherever	share/vot	
Refore the accusion			applicable	ing capital	
Before the acquisition/disposal under		 	пррисавле	of the TC	
consideration, holding of:					
		İ			
) Shares carrying voting rights	Ramesh Chandra	16927	0.0485	0.0420	
	Sharma		5.5.403	0.0438	
1	My Idea	11772979	33.7455	30.4892	
	Financial Services		-5455	30.4892	
	Private Limited]		
	My Idea	1576390	4.5185	4.0825	
	Advisory			4.0023	
<u> </u>	Services Limited		1		
j.	Ramesh Chandra	304681	0.8733	0.7891	
ļ.	Sharma - HUF			0 051	
<u> </u>	Rajesh Sharma	8971159	25.7145	23.2331	
Voting rights (VR) otherwise					
in by shares		N.A.	N.A.	N.A.	
Warrants/convertible					
urities/any other instrument		NIL	NIL	NIL	
t entitles the acquirer to			1		
eive shares carrying voting		1			
nts in the T C (specify holding in	1				
h category)					
al (a+b+c)		22642625			
	1	22642136	64.9003	58.6377	

Details of acquisition/sale	Acquirer and	Number	% w.r.t. total	T 0/
	PAC	Number	share/voting capital wherever applicable	% w.r.t. total diluted share/v. ing capit of the TO
a) Shares carrying voting rights acquired/sold	Chandra Sharma	8971059	25.7142	23.232
b) VRs acquired /sold otherwise than by shares	(Acquirer)	N.A.	N.A.	N.A.
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/sold		NIL	NIL	NIL
Total (a+b+c)		8971059	25.7142	23.232
After the acquisition/sale, holding of:			-51,242	23.232
a) Shares carrying voting rights	Ramesh Chandra Sharma	8987986	25.7627	23.276
	My Idea Financial Services Private Limited	11772979	33.7455	30.4892
	My Idea Advisory Services Limited	1576390	4.5185	4.0825
	Ramesh Chandra Sharma – HUF	304681	0.8733	0.7891
	Rajesh Sharma	100	0.0003	0.0003
b) VRs otherwise than by shares	-	N.A.	N.A.	N.A.
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)		22642136	64.9003	58.6377

6. Mode of acquisition / sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). 7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable 8. Equity share capital / total voting capital of the TC before the said acquisition / sale	Inter-se among Promoter (Transfer by way of Gift) 20 .09.2012 34887559
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale 10. Total diluted share/voting capital of the TC after the said acquisition/sale.	34887559 38613645

Din 71

Rajesh Sharma

Place: Mumbai Date: 20.09.2012