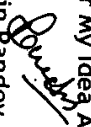


**FORM D**  
**Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992**  
**[Regulations 13(4A)]**

To, **1. Money Matters Financial Services Limited**  
**2. Bombay Stock Exchange Limited**  
**3. National Stock Exchange Of India Limited**

| Name, PAN No. & Address of Promoter/ Person who is part of Promoter Group/Director/Officer.  | No. & % of shares/ voting rights held by the Promoter/ Person who is part of Promoter Group/Director/Officer | Date of receipt of allotment/ acquisition | Date of intimation to company | Mode of Acquisition (market purchase/ public right offer, preferential offer, etc.) | No. & % of shares/ voting rights post acquisition | 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 |
|--|--|---|-------------------------------|---|---|---|--|-----------------|-----------------|---------------|------------|
| My Idea Advisory Services Limited (Promoter Group)<br>PAN No. AACCP2478C<br>Address: 1-B, Court Chambers, 35, Sir Vitthaladas Thackersey Marg, New Marine Lines, Mumbai-400020 | 2,717,602 (7.7745%)  | As per Annexure                           | As per Annexure               | Market purchase   | 2,743,075 (7.8473)                                | As per Annexure   | As per Annexure                          | As per Annexure | As per Annexure | N.A.          | N.A.       |

For My Idea Advisory Services Limited  
  
**Nitin Pandey**  
 Director

Place: Mumbai  
 Date: 22.07.2013



My Idea Advisory Services Limited


Annexure to Form D of Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992

Regulation 13(4A)

| Sr. No. | Date of Acquisition | Date of intimation to company | Trading Member through whom the trade was executed with SEBI Registration No. of the TM | Exchange on which the trade was executed | Buy quantity No. | Buy value (Excluding Taxes) Rs. |
|---------|---------------------|-------------------------------|---|--|------------------|---------------------------------|
| 1       | 19.07.2013          | 20.07.2013                    | Fairwealth Securities Ltd.<br>SEBI Regn No.: INB231272338                               | National Stock Exchange of India Limited | 2,247            | 370755.00                       |
| 2       | 19.07.2013          | 20.07.2013                    | Fairwealth Securities Ltd.<br>SEBI Regn No.: INB011272334                               | Bombay Stock Exchange Ltd.               | 23,226           | 3836006.16                      |
|         |                     |                               |   | Total                                    | 25,473           | 4206761.16                      |

Place: Mumbai  
Date: 22.07.2013

For My Idea Advisory Services Limited

  
Nitin Pandey  
Director

