

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

|  |  |   |  |
|--|--|---|--|
| Name of the Target Company (TC)  | Mudra Lifestyle Limited (the "Company")                  |   |  |
| Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer  | Mr. Murari Agarwal ( the "Seller")                       |   |  |
| Whether the seller belongs to Promoter/Promoter group  | The Seller belongs to the Promoter/Promoter Group        |   |  |
| Name(s) of the Stock Exchange(s) where the shares of TC are Listed   | BSE Ltd; and<br>National Stock Exchange of India Limited |   |  |
| Details of the acquisition / disposal as follows   | Number   | % w.r.t.total share/voting capital wherever applicable(*) | % w.r.t. total diluted share/voting capital of the TC (**) |
| <b>Before the sale under consideration, holding of :</b>   |  |   |  |
| a) Shares carrying voting rights   | 41,19,386#   | 8.583   | 8.583  |
| b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)  | Nil  | Nil   | Nil  |
| c) Voting rights (VR) otherwise than by shares   | Nil  | Nil   | Nil  |
| d) 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)              | Nil  | Nil   | Nil  |
| e) Total (a+b+c+d)   | 41,19,386  | 8.583   | 8.583  |
| <b>Details of sale</b>   |  |   |  |
| a) Shares carrying voting rights sold  | 25,85,000  | 5.386   | 5.386  |
| b) VRs acquired /sold 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) acquired/sold | Nil  | Nil   | Nil  |
| d) Shares encumbered / invoked/released by the acquirer  | Nil  | Nil   | Nil  |
| e) Total (a+b+c+/-d)   | 25,85,000  | 5.386   | 5.386  |

|  |  |       |       |
|--|--|-------|-------|
| <b>After the sale, holding of:</b>   |  |       |       |
| a) Shares carrying voting rights   | 15,34,386  | 3.197 | 3.197 |
| b) Shares encumbered with the acquirer   | Nil  | Nil   | Nil   |
| c) VRs otherwise than by shares  | Nil  | Nil   | Nil   |
| d) 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   |
| e) Total (a+b+c+d)   | 15,34,386  | 3.197 | 3.197 |
| Mode of sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).   | Offer for Sale through Stock Exchange Mechanism                        |       |       |
| Date of sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable   | 26 <sup>th</sup> September, 2014                                       |       |       |
| Equity share capital / total voting capital of the TC before the said sale   | 4,79,90,469 equity shares of Rs. 10 each amounting to Rs. 47,99,04,690 |       |       |
| Equity share capital/ total voting capital of the TC after the said acquisition / sale   | 4,79,90,469 equity shares of Rs. 10 each amounting to Rs. 47,99,04,690 |       |       |
| Total diluted share/voting capital of the TC after the said acquisition  | 4,79,90,469 equity shares of Rs. 10 each amounting to Rs. 47,99,04,690 |       |       |

(\* ) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(\*\*) 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.

(#) The Promoter, Mr. Murari Agarwal holds shares under two folios, the shareholding given above is the cumulative holding under both the folios.

Signature of the acquirer / seller / Authorised Signatory 

Place: MUMBAI

Date: 30.09.2014

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