The Manager,
Listing Department **BSE Limited**Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001. **Scrip Code**: 532695

The Manager,
Listing Department

National Stock Exchange of India Limited
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex
Bandra(East), Mumbai – 400 051

NSE Symbol: CELEBRITY

Dear Sir/ Madam,

Sub: Disclosures under Regulation 29(1) & 29(2) read with Regulation 29(3) of the SEBI (Substantial Acquisition of Shares & Takeovers) Regulation, 2011

In compliance with the disclosure requirements under Regulation 29(1) & Regulation 29(2) read with Regulation 29(3) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulations, 2011, as amended, please find enclosed herewith the disclosures in the prescribed format in relation to acquisition of 30,67,484 fully paid equity shares of Rs.10 each and 56,96,756 Convertible warrants with each warrant convertible into one equity share having face value of Rs.10/- each on preferential basis as mentioned herein below:

Date of Allotment	Name of the allottee/ acquirer	No	of Securities	
		<b>Equity Shares</b>	Convertible Warrants	
04-03-2017	Mr. Venkatesh Rajagopal	-	1314636	
04-03-2017	Mrs. Rama Rajagopal	1752848	2191060	
04-03-2017	Mr. Charath Ram Narsimhan	1314636	2191060	

We request you to kindly take the same on record.

Thanking You,

For and on behalf of Acquirers

Charalt- Narsamhan Charath Ram Narsimhan

Encl: Disclosures in the prescribed format

# <u>Disclosures under Regulation 29(1) of SEBI (Substantial Acquisition of Shares and Takeovers)</u> Regulations, 2011

### Part A - Details of the Acquisition

Name of the Target Company (TC)	Celebrity Fashions Limited ("CFL")		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Mr. Charath Ram Narsimhan (hereinafter the "Acquirer")		
Persons acting in concert with the Other shareholders of CFL belonging promoter and promoter group, na  (i) Mr. Venkatesh Rajagopal (ii) Mr. Rajagopal (iii) Mr. Vidyuth Rajagopal (iv) Mrs. Anjali Rajagopal and (v) Mr. Rajagopalan K.A.  (hereinafter the "PAC")		nging to its namely Mrs. Rama	
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock	c Exchange of Indi	
Details of the acquisition as follows	Number	% w.r.t.total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
Before the acquisition under consideration, holding of acquirer along with PACs of :			
a) Shares carrying voting rights	1025619 (15718400)#	2.63 (40.30)#	2.63 (40.30)#
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)			_
<ul> <li>c) Voting rights (VR) otherwise than by shares</li> <li>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)</li> </ul>			-
e) Total (a+b+c+d)	1025619 (15718400)#	2.63 (40.30)#	2.63 (40.30)#
Details of acquisition			
a) Shares carrying voting rights acquired	1314636 (3067484)#	2.93 (4.35)#	2.27 (-0.97)#
<ul> <li>b) VRs acquired otherwise than by equity shares</li> <li>c) Warrants/convertible securities/any other</li> <li>instrument that entitles the acquirer to receive</li> <li>shares carrying voting rights in the TC (specify</li> </ul>	2191060 (5696756)#		4.59 (11.93)#

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holding in each category) acquired Shares in the nature of encumbrance		-	-	
	Minus Del			
Total (a+b+c+/-d)	3505696 (8764240)#	2.93 (4.35)#	6.86 (10.95)#	
ne acquisition, holding of acquirer along with f:				
Shares carrying voting rights	2340255 (18785884)#	5.56 (44.65)#	4.90 (39.33)#	
(pledge/lien/non-disposal undertaking/others)				
VRs otherwise than by equity snares	2191060		4.59	
instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition	(5696756)#		(11.93)#	
Total (a+b+c+d)	4531315 (24482640)#	5.56 (44.65)#	9.49 (51.25)#	
of acquisition / sale (e.g. open market / public issue sissue / preferential allotment / inter-se transfer	Acquirer pursu	ant to the Prefer	ential allotment.	
features of the securities acquired including time emption, ratio at which it can be converted into shares, etc.	of Rs.10/- each of CFL, in one or more tranches, within a period of 18 months from the date of		having face Value r more tranches,	
f acquisition of/ date of receipt of intimation of ent of shares / VR/ warrants/convertible ties/any other instrument that entitles the acquirer				
Equity share capital / total voting capital of the TC before		3,90,03,765 paid-up equity shares of Rs.10/- each aggregating to Rs. 39,00,37,650/-		
Equity share capital/ total voting capital of the TC after the said acquisition		4,20,71,249 paid-up equity shares of Rs.10/- each aggregating to Rs. 42,07,12,490/-		
Total diluted share/voting capital of the TC after the said acquisition		Rs. 47,76,80,050 enversion of all the	0/- Warrants issued	
	Shares in the nature of encumbrance (Pledge/lien/non-disposal undertaking/ others)  Total (a+b+c+/-d)  The acquisition, holding of acquirer along with files.  Shares carrying voting rights  Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)  VRs otherwise than by equity shares  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  Total (a+b+c+d)  Of acquisition / sale (e.g. open market / public issue issue / preferential allotment / inter-se transfer  features of the securities acquired including time emption, ratio at which it can be converted into shares, etc.  If acquisition of/ date of receipt of intimation of ent of shares / VR/ warrants/convertible ies/any other instrument that entitles the acquirer sive shares in the TC.  Share capital / total voting capital of the TC before d acquisition  share capital/ total voting capital of the TC after d acquisition  liluted share/voting capital of the TC after the said	Shares in the nature of encumbrance (Pledge/lien/non-disposal undertaking/ others)  Total (a+b+c+/-d)  Total (a+b+c+d)  Shares carrying voting rights  Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others) VRs otherwise than by equity shares 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  Total (a+b+c+d)  Total (a+b+c+d)	Shares in the nature of encumbrance (Pledge/lien/non-disposal undertaking/ others)  Total (a+b+c+/-d)  Re acquisition, holding of acquirer along with file acquisition, holding of acquirer along with file shares carrying voting rights  Shares carrying voting rights  Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)  VRs otherwise than by equity shares  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  Total (a+b+c+d)  Assilia 5.56  (44.65)#  Equity Shares & Warrants acquired including time emption, ratio at which it can be converted into shares, etc.  Warrant holders have the right Warrant into one Equity Share of Rs. 10/- each of CFL, in one owithin a period of 18 months fra allotment of the Warrants.  Total (ashere/ VR/ warrants/convertible ies/any other instrument that entitles the acquirer rive shares in the TC.  Share capital/ total voting capital of the TC before dacquisition  Share capital/ total voting capital of the TC after dacquisition  Warrant Polders have the right Warrant into one Equity Share in the Shares in the TC.  Share capital/ total voting capital of the TC after dacquisition  Warrant holders have the right Warrant into one Equity Share in the Shares in the TC.  Share capital/ total voting capital of the TC after dacquisition  Warrant holders have the right Warrant into one Equity Share in the Shares in the TC.  Share capital/ total voting capital of the TC after dacquisition  Warrant holders have the right Warrant into one Equity Share and Share capital/ total voting capital of the TC after dacquisition  Warrant holders have the right Warrant into one Equity Share and Share capital/ total voting capital of the TC after dacquisition  Warrant holders have the right Warrant into one Equity Share and Share capital/ total voting capital of the TC after dacquisition  Warrant holders have the right Warrant into one Equity Share and S	

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## <u>Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers)</u> Regulations, 2011

Name of the Target Company (TC)		Celebrity Fashions Limited ( "CFL")		
Name(s) of the acquirer and Persons Acting in Concer (PAC) with the acquirer		Mr. Venkatesh Rajagopal (hereinafter the "Acquirer")  Persons acting in concert with the Acquirer: a) Other shareholders of CFL belonging to its promoter and promoter group, namely: (i) Mrs. Rama Rajagopal (ii) Mr. Vidyuth Rajagopal, (iii) Mrs. Anjali Rajagopa and (iv) Mr. Rajagopalan K.A. b) Mr. Charath Ram Narsimhan (hereinafter the "PACs")		
	a) Other share promoter and (i) Mrs. Rama (ii) Mr. Vidyut and (iv) Mr. Rab) Mr. Charatt			
Whether the acquirer belongs to Promoter/Promoter	Yes			
group Name(s) of the Stock Exchange(s) where the shares o	f TC BSE Limited The National S	BSE Limited The National Stock Exchange of India Limited		
are Listed  Details of the acquisition / <del>disposal</del> as follows	Number	% w.r.t. total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)	
Before the acquisition under consideration, holdin Acquirers and PACs:	ng of			
a) Shares carrying voting rights	9642981 (15718400)#	24.72 (40.30)#	24.72 (40.30)#	
<ul> <li>b) Shares in the nature of encumbrance (pledge lien/ non-disposal undertaking/ others)</li> <li>c) Voting rights (VR) otherwise than by shares</li> <li>d) Warrants/convertible securities/any other instrument that entitles the acquirer to receishares carrying voting rights in the T C (speci</li> </ul>	ive			
holding in each category)				
e) Total (a+b+c+d)	9642981 (15718400)#	24.72 (40.30)#	24.72 (40.30)#	
Details of acquisition/sale		1		
a) Shares carrying voting rights acquired/sold	(3067484)#	(4.35)#	(-0.97)#	
<ul> <li>b) VRs acquired /sold otherwise than by shares</li> <li>c) Warrants/convertible securities/any other instrument that entitles the acquirer to rece shares carrying voting rights in the TC (specifically holding in each category) acquired/sold</li> <li>d) Shares encumbered / invoked/released by the</li> </ul>	1314636 ive (5696756)# fy		2.75 (11.93)#	

Aual

	acquirer			
e)	Total (a+b+c+/-d)	1314636 (8764240)#	(4.35)#	2.75 (10.95)#
After t	he acquisition/sale, holding of Acquirer and PACs:			
a)	Shares carrying voting rights	9642981 (18785884)#	22.92 (44.65)#	20.19 (39.33)#
b) c)	Shares encumbered with the acquirer VRs otherwise than by shares			
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	1314636 (5696756)#		2.75 (11.93)#
e)	Total (a+b+c+d)	10957617 (24482640)#	22.92 (44.65)#	22.94 (51.25)#
public	of acquisition / sale (e.g. open market / off-market / issue / rights issue / preferential allotment / interasfer etc).	Warrants acqui		rer pursuant to the
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable		Date of Allotme 04 <sup>th</sup> March, 20	17	
Equity share capital / total voting capital of the TC before the said acquisition / sale		3,90,03,765 paid-up equity shares of Rs.10/- each aggregating to Rs. 39,00,37,650/-		
Equity share capital/ total voting capital of the TC after the said acquisition / sale		4,20,71,249 paid-up equity shares of Rs.10/- each aggregating to Rs. 42,07,12,490/-		
Total diluted share/voting capital of the TC after the said acquisition/sale		4,77,68,005 paid-up equity shares of Rs.10/- each aggregating to Rs. 47,76,80,050/- (assuming conversion of all the Warrants issued by CFL to the Acquirers into the equity shares of face value of Rs.10 each)		

#### Note:

- (\*) 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.

Power of Attorney Holder

# signifies total holding of Promoter & Promoter Group along with PACs.

For VENEZIESH RATAGIOPAL

Signature of the Authorised Signatory

Place: Chennai Date: 06-03-2017

# <u>Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers)</u> <u>Regulations, 2011</u>

Name of the Target Company (TC)		Celebrity Fashions Limited ("CFL")		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer		Mrs. Rama Rajagopal (hereinafter the "Acquirer")		
		Persons acting in concert with the Acquirers:  a) Other shareholders of CFL belonging to its promoter and promoter group, namely: (i) Mr. Venkatesh Rajagopal (ii) Mr. Vidyuth Rajagopal, (iii) Mrs. Anjali Rajagopal and (iv) Mr. Rajagopalan K.A. b) Mr. Charath Ram Narsimhan (hereinafter the "PAC")		elonging to its , namely: Mrs. Anjali alan K.A.
Whether group	r the acquirer belongs to Promoter/Promoter	Yes		
Name(s)	of the Stock Exchange(s) where the shares of TC	BSE Limited The National S	Stock Exchange o	f India Limited
are Listed  Details of the acquisition <del>/ disposal</del> as follows		Number	% w.r.t.total share/voting capital wherever applicable(*)	% w.r.t. total diluted share/voting capital of the TC (**)
	the acquisition under consideration, holding of er and PACs :			
a)	Shares carrying voting rights	5042054 (15718400)#	12.93 (40.30)#	12.93 (40.30)#
c) d)	Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others) Voting rights (VR) otherwise than by shares 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)		-	
e)	Total (a+b+c+d)	5042054 (15718400)#	12.93 (40.30)#	12.93 (40.30)#
Details	of acquisition/ <del>sale</del>			
a)	Shares carrying voting rights acquired/sold	1752848 (3067484)#	3.22 (4.35)#	1.29 (-0.97)#
b) c)	VRs acquired /sold otherwise than by shares 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	2191060 (5696756)#		4.59 (11.93)#

Qual

d) Shares encumbered / invoked/released by the				
acquirer e) Total (a+b+c+/-d)	3943908 (8764240)#	3.22 (4.35)#	5.88 (10.95)#	
fter the acquisition/sale, holding of Acquirer and PA	Cs:			
a) Shares carrying voting rights	6794902 (18785884)#	16.15 (44.65)#	14.22 (39.33)#	
b) Shares encumbered with the acquirer	الفرر المنطقة والراب			
<ul> <li>VRs otherwise than by shares</li> <li>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</li> </ul>	2191060 e (5696756)#		4.59 (11.93)#	
e) Total (a+b+c+d)	8985962 (24482640)#	16.15 (44.65)#	18.81 (51.25)#	
Mode of acquisition / <del>-sale</del> (e.g. open market / off-mar public issue / rights issue / preferential allotment / in the transfer etc).		& Warrants acqui uant to the Prefe	red by the rential allotment.	
Date of acquisition / sale of shares / VR or date of recent intimation of allotment of shares, whichever is applicable	04" March, 20	17		
Equity share capital / total voting capital of the TC bef the said acquisition / <del>sale</del>	aggregating to	3,90,03,765 paid-up equity shares of Rs.10/- each aggregating to Rs. 39,00,37,650/-		
Equity share capital/ total voting capital of the TC afte the said acquisition / sale	aggregating to	4,20,71,249 paid-up equity shares of Rs.10/- each aggregating to Rs. 42,07,12,490/-		
Fotal diluted share/voting capital of the TC after the sacquisition/ <del>sale</del>	aggregating to (assuming con	Rs. 47,76,80,050 version of all the Acquirers into the	res of Rs.10/- each 0/- Warrants issued e equity shares of	

(\*) 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.

# signifies total holding of Promoter & Promoter Group along with PACs.

FOI RAMA RAJAGIOPAL

Signature of the Authorised Signatory

Place: Chennai Date: 06-03-2017