

VINAY REDDY

701, 7TH FLOOR, 2A EXCELLENCY CHS, 4TH CROSS LANE, LOKHANDWALA
COMPLEX, ANDHERI WEST, MUMBAI – 400 053.

March 27, 2017

To,

The BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400001
Fax No. 022-22723121/1919/3027
/2039/2061/2041

**The National Stock Exchange of India
Ltd.**

“Exchange Plaza” C-1, Block G
Bandra Kurla Complex, Bandra (E)
Mumbai-400051
Fax No. 022-26598237/38/26598347

Dear Sirs,

**Sub.: Disclosure under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and
Takeovers) Regulations, 2011 (“Takeover Regulations”)**

Please find attached the disclosure under Regulation 29(2) in respect of acquisition/sale of shares
(Inter-se transfer) made by the Promoter and Promoter group on March 23, 2017.

Kindly, take it on record.

Thanking you,

Yours Faithfully,



Vinay Reddy

(On behalf of himself and the Acquirers)

Encl: as above

Copy To:

Company Secretary
Lovable Lingerie Limited
A-46, Road No.2, MIDC,
Andheri (East),
Mumbai – 400 093.

VINAY REDDY

701, 7TH FLOOR, 2A EXCELLENCY CHS, 4TH CROSS LANE, LOKHANDWALA
COMPLEX, ANDHERI WEST, MUMBAI – 400 0530

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

1. Name of the Target Company (TC)	Lovable Lingerie Limited		
2. Name(s) of the acquirer/ seller and Persons Acting Concert (PAC) with the acquirer	Vinay Reddy <i>("Seller")</i> Prashant Jaipal Reddy <i>("Acquirer 1")</i> Lattupalli Vinay Reddy (HUF) <i>("Acquirer 2")</i> L Jaipal Reddy (HUF) Shobha Jaipal Reddy Lattupalli Veena Reddy Taruna V Reddy		
3. Whether the acquirer/ seller belongs to Promoter / Promoter group	Promoter and Promoter group		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited National Stock Exchange of India Limited		
5. 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(*)
Before the acquisition under consideration, holding of :			
a) Shares carrying voting rights:			
(i) Vinay Reddy	5,624,250	33.48%	33.48%
(ii) Prashant Jaipal Reddy	1,535,250	9.14%	9.14%
(iii) Lattupali Vinay Reddy (HUF)	7,500	0.04%	0.04%
(iv) L Jaipal Reddy (HUF)	7,500	0.04%	0.04%
(v) Shobha Jaipal Reddy	3,915,000	23.30%	23.30%
(vi) Lattupalli Veena Reddy	153,000	0.91%	0.91%

(vii) Taruna V Reddy	52,326	0.31%	0.31%
b) Shares in the nature of encumbrance (pledge/lien/ non-disposal undertaking/ others)			
c) Voting rights (VR) 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)			
e) Total (a+b+c+d)	11,294,826	67.23%	67.23%
Details of acquisition/sale			
a) Shares carrying voting rights acquired / sold:			
(i) Vinay Reddy	(425,000)	(2.53%)	(2.53%)
(ii) Prashant Jaipal Reddy	300,000	1.79%	1.79%
(iii) Lattupalli Vinay Reddy (HUF)	125,000	0.74%	0.74%
(iv) L Jaipal Reddy (HUF)	Nil	Nil	Nil
(v) Shobha Jaipal Reddy	Nil	Nil	Nil
(vi) Lattupalli Veena Reddy	Nil	Nil	Nil
(vii) Taruna V Reddy	Nil	Nil	Nil
b) VRs acquired / sold otherwise than by shares			
c) Warrants / convertible securities/ any other instrument that entitles the acquirer to receive shares carrying voting rights in TC (specify holding in each category) acquired / sold			
d) Shares encumbered / invoked / released by the acquirer			
e) Total (a+b+c+d)	Nil [#]	Nil [#]	Nil [#]
After the acquisition/sale, holding of:			
a) Shares carrying voting rights:			
(i) Vinay Reddy	5,199,250	30.95%	30.95%
(ii) Prashant Jaipal Reddy	1,835,250	10.92%	10.92%
(iii) Lattupalli Vinay Reddy (HUF)	132,500	0.79%	0.79%
(iv) L Jaipal Reddy (HUF)	7,500	0.04%	0.04%
(v) Shobha Jaipal Reddy	3,915,000	23.30%	23.30%
(vi) Lattupalli Veena Reddy	153,000	0.91%	0.91%
(vii) Taruna V Reddy	52,326	0.31%	0.31%
b) Shares encumbered with the acquirer			
c) VRs otherwise that by shares			
d) Warrants/ convertible securities / any other instruments that entitles the acquirer to receive shares carrying voting rights in the TC (specify holdings in each category) after acquisition			
e) Total (a+b+c+d)	11,294,826	67.23%	67.23%
6. Mode of acquisition / sale (e.g. open market / off- market / public issue/ right issue/ preferential allotment/ inter-se transfer etc)	Inter-se transfer amongst promoter and promoter group entities through BSE Ltd.		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of	23 March, 2017		

shares, which is applicable	
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	Rs. 16,80,00,000/- (1,68,00,000 Equity shares of Rs. 10/- each)
9. Equity share capital / total voting capital of the TC after the said acquisition / sale	Rs. 16,80,00,000/- (1,68,00,000 Equity shares of Rs. 10/- each)
10. Total diluted share / voting capital of the TC after the said acquisition / sale.	Rs. 16,80,00,000/- (1,68,00,000 Equity shares of Rs. 10/- each)

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Regulation 31 of the SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015.

(*) 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.

Since the shares acquired and sold between the Promoter and Promoter group i.e. inter-se transfer through BSE Ltd., the net effect of the transaction does not affect the position of shareholding and voting rights of Promoter and Promoter group in TC.

Vinay Reddy
(On behalf of himself and Acquirer 1 and Acquirer 2)

Place: Mumbai

Date: 27 March, 2017