

ADVANTA INDIA LIMITED

Registered Office :
Krishnama House
8-2-418, 3rd Floor,
Road No. 7, Banjara Hills,
Hyderabad - 500 034. A.P. India.
Phone : +91 40 6628 4000,
Website : www.advantaindia.com

June 30, 2011

The Listing Department
The National Stock Exchange of India Ltd
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400051

Sir/Madam,

Sub: Advanta India Limited, ("Company") announces the launch of US\$ 50 Million Foreign Currency Convertible Bonds

Ref: Company Trading Symbol: ADVANTA EQ

This is to inform you that the Issue and Allotment Committee of the Company, ("**Committee**"), authorized the launch of the offering of unsecured foreign currency Convertible Bonds aggregating to US\$ 50 Million, ("**FCCBs**"), today.

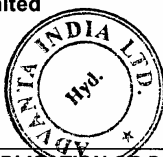
The Committee has adopted the floor price in respect of the conversion of the FCCBs, based on the pricing formula as prescribed by the Ministry of Finance, Government of India, pursuant to its circular dated November 27, 2008, amending the Issue of Foreign Currency Convertible Bonds and Ordinary Shares (Through Depository Receipt Mechanism) Scheme, 1993, ("**Notification**"), is Rs. 257.13 per equity share of Rs. 10/- each of the Company, ("**Equity Share**"), and the relevant date for this purpose, in terms of the Notification, is June 30, 2011.

You are requested to take the same on record and oblige.

Thanking you,

Yours faithfully,
For Advanta India Limited


Pushpalatha K
Company Secretary



NOT FOR RELEASE, PUBLICATION OR DISTRIBUTION IN OR INTO THE UNITED STATES

This announcement is not an offer for sale of securities in any jurisdiction, including the United States. The FCCBs and the Equity Shares to be issued upon conversion of the FCCBs (the "Shares") may not be offered or sold in the United States absent registration or an exemption from registration under the U.S. Securities Act of 1933 (the "Securities Act"). The Company has not registered, and does not intend to register, the FCCBs or the Shares in the United States, and does not intend to conduct a public offering of the FCCBs or the Shares in the United States.