

RAMA RAJAGOPAL
10, Rajagopalan II Street, Valmiki Nagar, Thriuvanmiyur, Chennai - 600041

29th August, 2017

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001.

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex
Bandra(East), Mumbai - 400 051

CELEBRITY FASHIONS LIMITED

SDF-IV & C2, THIRD MAIN ROAD,
MEPZ-SEZ, TAMBARAM
CHENNAI - 600 045

Dear Sir/ Madam,

Sub: Disclosure under Regulation 31(1) of the SEBI (Substantial Acquisition of Shares & Takeovers) Regulation, 2011

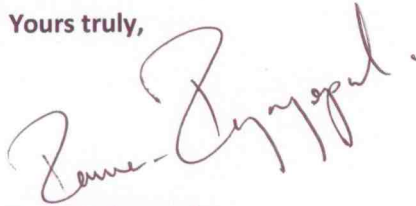
Ref.: Celebrity Fashions Limited - BSE Scrip Code - 532695 & NSE Symbol - CELEBRITY

Pursuant to the provisions of Regulation 31(1) of SEBI (Substantial Acquisition of Shares & Takeovers) Regulation, 2011, please find enclosed herewith the requisite disclosure in prescribed format relating to creation of pledge on 30,91,710 equity shares of Celebrity Fashions Limited

Request you to kindly take the same on record.

Thanking You,

Yours truly,



Rama Rajagopal
DIN: 00003565

Encl: As above

Disclosure by the Promoter(s) to the stock exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance, in terms of Regulation 31(1) and 31(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company(TC)			Celebrity Fashions Limited										
Names of the stock exchanges where the shares of the target company are listed			BSE Limited National Stock Exchange of India Limited										
			29 th August 2017										
Date of reporting			Rama Rajagopal										
Name of the promoter on whose shares encumbrance has been created													
Details of the creation of encumbrance:													
Name of the promoter (s) or PACs with him*	Promoter holding in the target company (1)	Promoter holding already encumbered (2)	Details of events pertaining to encumbrance (3)								Post event holding of encumbered shares {creation [(2)+(3)] / release [(2)-(3)] / invocation [(1)-(3)]}		
			No. of shares	% of Total share Capital	No. of shares	% of Total share Capital	Type of event (creation / release / invocation)	Date of creation/ release/ invocation of encumbrance	Type of encumbrance (pledge/ lien/ non disposal undertaking/ others)	Reasons for encumbrance **		Number	% of share Capital
Rama Rajagopal	6794902	16.15	2676258	6.36	Creation	21-08-2017	Pledge	Further collateral for loans taken by the Company	3091710	7.35	State Bank of India (Lender) & SBICAP Trustee Company Limited (Trustee)	5767968	13.71

Rama Rajagopal

Place : Chennai

Date: 29-08-2017

Signature:



Name : Rama Rajagopal

DIN: 00003565

*The names of all the promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.

** For Example, for the purpose of collateral for loans taken by the company, personal borrowing, third party, etc.

***This would include name of both the lender and the trustee who may hold shares directly or on behalf of the lender.