

L. VINAY REDDY

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

Date: February 01, 2018

From,

Name: L VINAY REDDY

Address: 701,7TH FLOOR, 2 A EXCELLENCY CHS,
4TH CROSS LANE, LOKHANDWALA COMPLEX,
ANDHERI WEST MUMBAI

To,

BSE Limited (Bombay Stock Exchange)

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai- 400001.

National Stock Exchange India Limited

'Exchange Plaza', C-1, Block G,

Bandra- Kurla Complex, Bandra (E),

Mumbai- 400051

Dear Sirs,

Subject: Intimation pursuant to Regulation 29 (2) of SEBI (Acquisition of Shares and Takeovers) Regulations, 2011.

With reference to the above subject, I would like to inform, that my direct holding along with Promoter Group is changed pursuant to Buy- Back of Shares.

In this regard please find herewith, the disclosure under Regulation 29(2) of SEBI (Acquisition of Shares and Takeovers) Regulations, 2011.

Please take the above intimation on records.

Thanking You,
Yours' Sincerely,



Name: L Vinay Reddy

Designation: Chairman & Managing Director (Promoter)

L. VINAY REDDY

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

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

Name of the Target Company (TC)	Lovable Lingerie Limited		
Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Mr. L Vinay Reddy (Promoter) Mrs. Shobha Jaipal Reddy (Promoter Group) Mr. Prashant Reddy (Promoter Group) Mrs. Taruna V.Reddy (Promoter Group) Mr. Lattupalli Vinay Reddy (Promoter Group) Mr. L Jaipal Reddy (Promoter Group) Mrs. Lattupalli Veena Reddy (Promoter Group)		
Whether the acquirer belongs to Promoter/Promoter group	Yes		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Limited (Bombay Stock Exchange), National Stock Exchange of India Limited (NSE)		
Details of the acquisition / disposal (Buy- Back) 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/ disposal under consideration, holding of:			
a) Shares carrying voting rights by the way of Buy Back as against the Pre Buy-Back share capital:			
Mr. L Vinay Reddy	5,124,250	30.50%	30.50%
Mrs. Shobha Jaipal Reddy	3,415,000	20.33%	20.33%
Mr. Prashant Reddy	2,035,250	12.11%	12.11%
Mrs. Taruna V.Reddy	387,326	2.31%	2.31%
Mr. Lattupalli Vinay Reddy	172,500	1.03%	1.03%
Mr. L Jaipal Reddy	7,500	0.04%	0.04%
Mrs. Lattupalli Veena Reddy	153,000	0.91%	0.91%
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 T C (specify holding in each category)	-	-	-
e) Total (a+b+c+d)	11294826	67.23%	67.23%
Details of acquisition/sale (Buy-Back)			
a) Shares carrying voting rights acquired/sold by the way of Buy Back as against the Post Buy-Back share capital:			
Mr. L Vinay Reddy	1,004,045	6.78%	6.78%
Mrs. Shobha Jaipal Reddy	432,057	2.92%	2.92%
Mr. Prashant Reddy	319,998	2.16%	2.16%
Mrs. Taruna V.Reddy	46,928	0.32%	0.32%
Mr. Lattupalli Vinay Reddy	21,745	0.15%	0.15%
Mr. L Jaipal Reddy	2,156	0.01%	0.01%

L. VINAY REDDY

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

Mrs. Lattupalli Veena Reddy	18,614	0.13	0.13
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)	1,845,543	10.47%	10.47%
After the acquisition/sale (Buy-Back) holding of:			
a) Shares carrying voting rights acquired/sold by the way of Buy Back as against the Post Buy-Back share capital:			
Mr. L Vinay Reddy	4,120,205	27.84%	27.84%
Mrs. Shobha Jaipal Reddy	2,982,943	20.15%	20.15%
Mr. Prashant Reddy	1,715,252	11.59%	11.59%
Mrs. Taruna V.Reddy	340,398	2.30%	2.30%
Mr. Lattupalli Vinay Reddy	150,755	1.02%	1.02%
Mr. L Jaipal Reddy	5,344	0.04%	0.04%
Mrs. Lattupalli Veena Reddy	134,386	0.91%	0.91%
b) Shares encumbered with the acquirer	-	-	-
c) 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	-	-	-
e) Total (a+b+c+d)	9,449,283	63.85	63.85
Mode of acquisition / sale (Buy Back) (e.g. open-market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc).	Buy Back of Shares		
Date of acquisition / sale (Buy Back) of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	January 30, 2018 (Date of Settlement)		
Equity share capital / total voting capital of the TC before the said acquisition / sale (Buy Back)	16,800,000 Equity Shares of Rs.10 each		
Equity share capital/ total voting capital of the TC after the said acquisition / sale (Buy Back)	14,800,000 Equity Shares of Rs. 10 each		
Total diluted share/voting capital of the TC after the said acquisition/ Sale (Buy Back)	14,800,000 Equity Shares of Rs. 10 each		

(*) 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.


L. Vinay Reddy

Place: Mumbai

Date: 01.02.2018