

PRASHANT JAIPAL REDDY

(For and on behalf of Acquirers)

7 SAVIJAY CHS, 3RD FLOOR, 29TH ROAD BANDRA (WEST), MUMBAI - 400 050.

To,

March 29, 2017

Corporate Service Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001.
Fax No. 022-22723121/1919/3027
Scrip Code: 0533343

The Listing Department
The National Stock Exchange of India Ltd.
"Exchange Plaza" C-1, Block G,
Bandra Kurla Complex, Bandra (E)
Mumbai- 400 051.
Fax No. 022-26598237/38/26598347
Trading Symbol: Lovable

Dear Sirs,

Sub: Disclosure under Regulation 10(6) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Takeover Regulations")

With reference to our intimation under Regulation 10(5) of Takeover Regulations submitted on 16.03.2017 ("Intimation"), Prashant Reddy, Taruna Reddy and L Vinay Reddy (HUF) have acquired 2,00,000 Equity Shares, 3,35,000 Equity Shares and 40,000 Equity Shares respectively of Lovable Lingerie Ltd. respectively on 27.03.2017 by way of inter-se transfer amongst Promoters and Promoter Group by way of purchase and sale on BSE Ltd out of the proposed acquisition details provided under the Intimation.

In this connection, please find enclosed the disclosure as per Regulation 10(6) of Takeover Regulations.

Kindly take the same on record.

Thanking you,

Yours faithfully,



Prashant Reddy
(For and on behalf of the Acquirers)

Encl: as above

PRASHANT JAIPAL REDDY**(For and on behalf of Acquirers)****7 SAVIJAY CHS, 3RD FLOOR, 29TH ROAD BANDRA (WEST), MUMBAI - 400 050.****Disclosures under Regulation 10(6) –Report to Stock Exchanges in respect of any acquisition made in reliance upon exemption provided for in Regulation 10 of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011**

1.	Name of the Target Company (TC)	Lovable Lingerie Limited	
2.	Name of the acquirer(s)	Prashant Jaipal Reddy Taruna V. Reddy L Vinay Reddy (HUF)	
3.	Name of the stock exchange where shares of the TC are listed	BSE Limited National Stock Exchange of India Limited	
4.	Details of the transaction including rationale, if any, for the transfer/ acquisition of shares.	Restructuring of promoter holdings by inter-se transfer amongst promoter and promoter group by way of purchase and sale on BSE Ltd.	
5.	Relevant regulation under which the acquirer is exempted from making open offer	10(1)(a)(ii) & (iv)	
6.	Whether disclosure of proposed acquisition was required to be made under regulation 10 (5) and if so, - whether disclosure was made and whether it was made within the timeline specified under the regulations. - date of filing with the stock exchange.	Yes. The disclosure was made within the timeline specified under Regulation 10(5). BSE Ltd.: 16.03.2017 National Stock Exchange of India Ltd.: 16.03.2017	
7.	Details of acquisition	Disclosures required to be made under regulation 10(5)	Whether the disclosures under regulation 10(5) are actually made
a.	Name of the transferor / seller	Vinay Reddy Shobha Jaipal Reddy	Yes Yes
b.	Date of acquisition	On or after 23.03.2017	27.03.2017
c.	Number of shares/ voting rights in respect of the acquisitions from each person mentioned in 7(a) above	No. of shares proposed to be acquired as per disclosure made under Regulation 10(5)	No. of shares actually acquired*
	1. Prashant Jaipal Reddy	4,80,000	2,00,000
	2. L Vinay Reddy (HUF)	1,60,000	40,000
	3. Taruna V. Reddy	3,60,000	3,35,000

	d.	Total shares proposed to be acquired / actually acquired as a % of diluted share capital of TC	Shares proposed to be acquired		Shares actually acquired*	
			No. of shares	% of diluted	No. of shares	% of diluted
				Share/ Voting Capital of TC		Share/ Voting Capital of TC
			10,00,000	5.95	5,75,000	3.42
	e.	Price at which shares are ~~proposed to be acquired~~ / actually acquired	As per Annexure 'A'			
8.	Shareholding details		Pre- Transaction		Post- Transaction	
			No. of Shares held	% w.r.t total shares held	No. of shares held	% w.r.t total share capital of TC
	a	Each Acquirer/ Transferee	As per Annexure 'B'			
	b	Each Seller/ Transferor				

Note:

- (*) Refer to Intimation under Regulation 10(5) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("Takeover Regulations") dated 16.03.2017 ("said intimation"). The acquisition details provided herein above is part of the total quantum of acquisition details provided in the said intimation. With these trades, the entire quantum of the total shares proposed to have been sold/ acquired have been transferred/ executed.
- The Acquirers and sellers are a part of promoter and promoter group. The aggregate shareholding of the promoter and promoter group prior to the transfers and after the transfers has remained unchanged.
- Shareholding of each entity shall be shown separately and then collectively in a group.
- The above disclosure shall be signed by the acquirer mentioning date & place. In case, there is more than one acquirer, the report shall be signed either by all the persons or by a person duly authorized to do so on behalf of all the acquirers.

Prashant Reddy

(For and on behalf of the Acquirers)

Place: Mumbai

Date: 29 March 2017

Annexure 'A'

Price at which shares actually acquired under this transaction:

	Acquirer	Proposed Quantity	Proposed Price	Actual Quantity [#]	Actual Price/ Share
1	Prashant Jaipal Reddy	4,80,000	At the market price prevailing on the date of acquisition subject to proviso to Regulation 10(1)(a) and subject to SEBI circular on Block Deals.	2,00,000	234.60
2	L Vinay Reddy HUF	1,60,000		40,000	234.60
3	Taruna Reddy	3,60,000		3,35,000	234.60
	Total	10,00,000		5,75,000	

[#] Out of total 10,00,000 Equity shares proposed to be acquired by the Acquirers as intimated under Regulation 10(5) of SEBI (Substantial Acquisition of shares and Takeover) Regulations, 2011 dated 16.03.2017; 4,25,000 Equity shares were acquired on 23.03.2017 for which disclosure has been submitted. Remaining 5,75,000 Equity shares were acquired on 27.03.2017 for which disclosure has been provided herewith.

Handwritten signature

Annexure 'B'

Sr. No.	Particulars	PRE-TRANSACTION		POST-TRANSACTION	
		No. of shares held	% w.r.t. total share capital of TC	No. of shares held	% w.r.t. total share capital of TC
A.	Each Acquirer / Transferee				
1	Prashant Jaipal Reddy	18,35,250	10.92	20,35,250	12.11
2	L Vinay Reddy HUF	1,32,500	0.79	1,72,500	1.03
3	Taruna V. Reddy	52,326	0.31	3,87,326	2.31
	Total (A)	<u>20,20,076</u>	<u>12.02</u>	<u>25,95,076</u>	<u>15.45</u>
B	Each Seller/ Transferor				
1	Vinay Reddy	51,99,250	30.95	51,24,250	30.50
2	Shobha Jaipal Reddy	39,15,000	23.30	34,15,000	20.33
	Total (B)	<u>91,14,250</u>	<u>54.25</u>	<u>85,39,250</u>	<u>50.83</u>

held