

My Idea Advisory Services Limited

(formerly known as Money Matters Advisory Services Ltd.)

Corp. Off.: 4th Floor, Merchant Chambers, 41, Sir Vithaldas Thackersey Marg,
New Marine Lines, Mumbai - 400 020; Tel.: +91 22 4088 8100; Fax: 4088 8170

Date: April 21, 2012

To,

Bombay Stock Exchange Limited, P J Towers Dalal Street, Fort, Mumbai 400 001.	National Stock Exchange of India Limited Listing Department Exchange Plaza, 5 th Floor, Bandra-kurla Complex, Bandra (East), Mumbai - 400 051.
---	---

Dear Sirs,

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

With reference to above, this is to inform you that we as a promoter Group of the Money Matters Financial Services Limited (TC) acquired 191740 (0.5496 %) Equity Shares of TC from Open Market.

The details of the acquisition are attached herewith in the prescribed format.

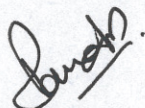
Kindly acknowledge the receipt.

Thanking you,

Yours faithfully,

FOR MY IDEA ADVISORY SERVICES LIMITED

(formerly known as Money Matters Advisory Services Ltd.)



DIRECTOR



CC:

Money Matters Financial Services Limited
1-B, Court Chambers,
35 Sir Vithaldas Thackersey Marg,
New Marine Lines,
Mumbai-400020.

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

1. Name of the Target Company (TC)	Money Matters Financial Services Limited			
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	Acquirer My Idea Advisory Services Limited Persons Acting in Concert (PAC) Rajesh Sharma Seema Sharma Ramesh Chandra Sharma- HUF Ramesh Chandra Sharma My Idea Financial Services Private Limited (Formerly known as Money Matters (India) Private Limited)			
3. Whether the acquirer belongs to Promoter/Promoter group	Yes, Promoter Group			
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange Limited and National Stock Exchange of India Limited			
5. Details of the acquisition / disposal/holding of shares/voting rights/holding of the Acquirer and PAC	Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
<u>Before the acquisition/disposal under consideration, holding of:</u>				
a) Shares carrying voting rights	My Idea Advisory Services Limited	1384650	3.9689	3.5859
	My Idea Financial Services Private Limited	11756052	33.6970	30.4453
	Rajesh Sharma	8971159	25.7145	23.2331
	Ramesh Chandra Sharma - HUF	304681	0.8733	0.7891
	Ramesh Chandra Sharma	16927	0.0485	0.0438
	Seema Sharma	16927	0.0485	0.0438
		22450396	64.3507	58.1411
b) ~~Voting rights (VR) otherwise than by shares~~		NIL	NIL	NIL
c) ~~Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)~~		NIL	NIL	NIL
Total (a+b+c)		22450396	64.3507	58.1411



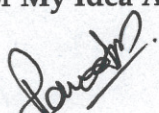
<u>Details of acquisition/sale</u>	Acquirer and PAC	Number	% w.r.t. total share/voting capital wherever applicable	% w.r.t. total diluted share/voting capital of the TC(*)
a) Shares carrying voting rights acquired/sold	My Idea Advisory Services Limited (Acquirer)	191740	0.5496	0.4966
b) ~~VRs acquired /sold otherwise than by shares~~		NIL	NIL	NIL
c) ~~Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold~~		NIL	NIL	NIL
Total (a+b+c)		191740	0.5496	0.4966
<u>After the acquisition/sale, holding of:</u>				
a) Shares carrying voting rights	My Idea Advisory Services Limited	1576390	4.5185	4.0825
	My Idea Financial Services Private Limited	11756052	33.6970	30.4453
	Rajesh Sharma	8971159	25.7145	23.2331
	Ramesh Chandra Sharma - HUF	304681	0.8733	0.7891
	Ramesh Chandra Sharma	16927	0.0485	0.0438
	Seema Sharma	16927	0.0485	0.0438
b) ~~VRs otherwise than by shares~~		NIL	NIL	NIL
c) ~~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~~		NIL	NIL	NIL
Total (a+b+c)		22642136	64.9003	58.6377



6. Mode of acquisition / sale (e.g. open market / ~~off market~~ / ~~public issue~~ / ~~rights issue~~ / ~~preferential allotment~~ / ~~inter se transfer etc~~).	Open Market
7. Date of acquisition / sale of shares / ~~VR or date of receipt of intimation of allotment of shares,~~ whichever is applicable	As per Annexure
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	34887559
9. Equity share capital/ total voting capital of the TC after the said acquisition / sale	34887559
10. Total diluted share/voting capital of the TC after the said acquisition/sale.	38613645

(*) 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.

For My Idea Advisory Services Limited



Director

Place: Mumbai

Date: 21.04.2012

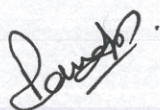


Annexure:

Date of Acquisition:

Sr. No.	Acquirer/PAC	Date	Number of Shares
1.	Acquirer	20/04/2012	163989
2.	Acquirer	20/04/2012	27751
		Total	191740

For My Idea Advisory Services Limited



Director
Place: Mumbai
Date: 21.04.2012

