



STCI FINANCE LIMITED

(Formerly Securities Trading Corporation of India Limited)

Regd. Off.: A/B 1-802, A - Wing, 8th Floor, Marathon Innova, Marathon Nextgen Compound,
Opp. Ganpatrao Kadam Marg, Lower Parel (W), Mumbai - 400 013.

STCI.No. / 350 /CS/2012-13

June 29, 2012,

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot no.C/1, G Block,
Bandra -Kurla Complex
Bandra (E)
Mumbai -400 051

Dear Sir,

Sub: Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers)
Regulations 2011

We enclose herewith the disclosure / format in terms of Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeover) Regulations 2011.

Thanking you,
Yours faithfully,

Suparna Sharma
Company Secretary

Encl: As above.

Name of the Target Company (TC)	Provogue (India) Limited		
Name (s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	STCI Finance Limited		
Whether the acquirer belongs to Promoter/Promoter group	No		
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	Bombay Stock Exchange & National Stock Exchange		
Details of the acquisition/disposal 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 under consideration, holding of:			
(a) Share carrying voting rights	11,397,000	9.96%	9.96%
(b) Voting rights (VR) otherwise than by shares			
(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)			
(d) Total (a+b+c)	11,397,000	9.96%	9.96%
Details of acquisition/sale			
(a) Shares carrying voting rights acquired/sold	7,125,000	6.23%	6.23%
(b) VRs acquired/sold otherwise than by shares			
(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			
(d) Total (a+b+c)	7,125,000	6.23%	6.23%
After acquisition/sale, holding of:			
(a) Shares carrying voting rights	18,522,000	16.19%	16.19%
(b) VRs otherwise than by shares			
(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			
(d) Total (a+b+c)	18,522,000	16.19%	16.19%
Mode of acquisition / sale (e.g. open market / off-market/ public issue / preferential allotment / inter-se transfer etc).	By way of pledge of Shares offered as part of collateral/encumbrances created in consideration of borrowing by client and which becomes reportable under the New Takeover Regulations.		
Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	29/06/2012		
Equity share capital / total voting capital of the TC before the said acquisition / sale	114,357,095		
Equity share capital / total voting capital of the TC after the said acquisition / sale	114,357,095		
Total diluted share / voting capital of the TC after the said acquisition	114,357,095		

(*) 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.

Signature of the acquirer / seller / Authorised Signatory

Place: Mumbai

Date: 29/06/2012