

Provogue (India) Ltd.
Regd. Office 105/106, Provogue House, Off New Link road, Andheri (w), Mumbai - 400053. India.
Tel.: 91 22 30620000 | Fax: 91 22 30680570

11th August, 2011

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex
Bandra (E)
Mumbai 400 051

Bombay Stock Exchange Limited
Listing Department
P.J. Towers
Dalal Street, Fort
Mumbai 400 001

Scrip Code: NSE-PROVOGUE / BSE-532647

Dear Sir,

Sub: Unaudited Financial Results of the Company for the Quarter ended 30th June 2011

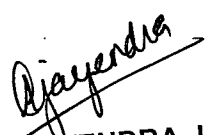
With reference to the captioned subject we hereby inform you that the Board, at its meeting held on 11th August, 2011 has approved the Unaudited limited reviewed financial results for the quarter ended 30th June 2011. A copy of the financial results along with the copy of the limited review report issued by the statutory auditors of the company is enclosed herewith.

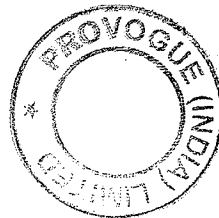
Please take the above on record.

Thanking you

Yours faithfully

For **PROVOGUE (INDIA) LIMITED**


AJAYENDRA JAIN
COMPANY SECRETARY



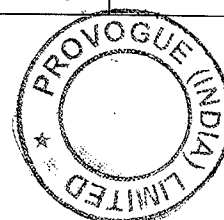
Encl: as above

Provogue (India) Limited

Regd. Off: 105/106, Provogue House, 1st Floor, Off New Link Road,
Andheri (W), Mumbai-400 053

(Rupees in Lacs)

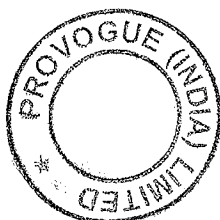
Unaudited Financial Results for the quarter ended 30 th June, 2011				
	Particulars	Unaudited For the Quarter Ended		Audited for the year ended
		30.06.2011	30.06.2010	31.03.2011
1	(a) Income from Operations	10,316.94	9,945.35	55,034.73
	(b) Other Operating Income	471.86	390.23	1,503.77
	Total Income (a+b)	10,788.80	10,335.58	56,538.50
2	Expenditure			
	a) (Increase)/Decrease in stock in trade and work in progress	(515.29)	(367.19)	(436.15)
	b) Consumption of raw materials	4,306.84	2,998.15	19,865.34
	c) Purchase of traded goods	2,346.08	3,667.86	18,256.66
	d) Employees cost	420.55	397.51	1,599.45
	e) Depreciation	289.26	303.83	1,193.10
	f) Other expenditure	2,712.34	2,134.00	10,019.18
	g) Total	9,559.78	9,134.16	50,497.58
3	Profit from Operations before Other Income, Interest and Exceptional Items (1-2)	1,229.02	1,201.42	6,040.92
4	Other Income	391.94	353.61	1,721.78
5	Profit before Interest and Exceptional Items (3+4)	1,620.96	1,555.03	7,762.70
6	Interest	709.57	549.27	2,603.82
7	Profit after Interest but before Exceptional Items (5-6)	911.39	1,005.76	5,158.88
8	Exceptional Items	-	-	851.32
9	Profit / (Loss) from Ordinary Activities before tax	911.39	1,005.76	4,307.56
10	Tax Expenses	199.82	225.00	967.02
11	Net Profit / (Loss) from Ordinary Activities after Tax - (7-8)	711.57	780.76	3,340.54
12	Extraordinary Items (net of tax expenses)	-	-	-
13	Net Profit / (Loss) for the period (11-12)	711.57	780.76	3,340.54
14	Paid-up Equity Share Capital (Face Value of Rs. 2/- each)	2,287.14	2,287.14	2,287.14
15	Reserves excluding revaluation reserves as per balance sheet of previous accounting year	-	-	70,980.44
16	Earnings per Share			
	a) Basic and Diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (in Rs.)	0.62*	0.69*	2.93
	b) Basic and Diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (in Rs.)	0.62*	0.69*	2.92
	*(not annualised)			
17	Public shareholding			
	- Number of Shares	66,038,665	66,038,665	66,038,665
	- Percentage of shareholding	57.75	57.75	57.75



18	Promoters and Promoter Group Shareholding			
	a) Pledged / Encumbered			
	- Number of Shares	19,421,320	21,587,360	18,510,320
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	40.19	44.68	38.31
	- Percentage of shares (as a % of the total share capital of the company)	16.98	18.88	16.19
	b) Non-encumbered			
	- Number of Shares	28,897,110	26,731,070	29,808,110
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	59.81	55.32	61.69
	- Percentage of shares (as a % of the total share capital of the company)	25.27	23.37	26.06

Notes :

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on 11th August 2011.
2. The Statutory Auditors of the Company have carried out Limited Review of the results for the quarter ended 30th June 2011.
3. During the year 2008-09 the Company has raised an amount of Rs. 329.82 Crores through preferential issue of shares and allotment of convertible warrants. The Company has partially utilized the above proceeds for investment in its subsidiary, towards other objects and general corporate purposes. Pending utilization of the balance funds as at 30th June 2011 has been invested in Mutual Funds, Bonds, Other Loans and in fixed deposits/current account with Banks.
4. There were no investor complaints pending at the beginning and end of the quarter, and the company received and resolved 5 complaints during this quarter.
5. During the quarter the Company has opened 4 new stores.
6. The equity shares of promoters are pledged with banks as a collateral security for raising loans for the Company.
7. Deferred Tax Provision has been made during the quarter, which upto the end of the previous year being provided at the end of the financial year.
8. Previous quarter figures have been regrouped, rearranged and reclassified wherever considered necessary.



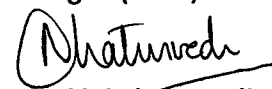
9. The Segment Reporting of the Company had been prepared in accordance with Accounting Standard – 17 on “Segment Reporting” issued by the ICAI/Companies (Accounting Standards) Rules, 2006. The information about the segment reporting are as under:

(Rupees in lacs)

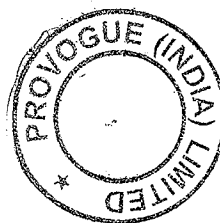
Unaudited Financial Results for the quarter ended 30 th June, 2011				
Particulars		Unaudited For the Quarter Ended		Audited for the year ended
		30.06.2011	30.06.2010	31.03.2011
1.	Segment Revenue			
	a. Domestic	4,934.76	4,855.09	30313.61
	b. Exports	5,854.04	5,480.49	26224.90
	Total	10,788.80	10,335.58	56538.51
2.	Segment Results			
	Profit before tax and interest for each segment			
	a. Domestic	1,713.43	1,649.01	7815.58
	b. Exports	897.97	647.61	2803.49
	Total	2,611.40	2,296.61	10619.07
	Less: i) Interest	709.57	549.27	2603.82
	ii) Un-allocable expenses net off income	990.44	741.58	3707.69
	Total profit before tax	911.39	1,005.76	4307.56

10. Segmental Capital Employed: Fixed Assets and other assets used in the Company's operations or liabilities contracted have not been identified to any of the reportable segments; hence it is not practicable to provide segment disclosures relating to total assets and liabilities.

For and on behalf of Board of Directors of
For Provogue (India) Ltd.


Nikhil Chaturvedi
Managing Director

Place: Mumbai
Date: 11th August 2011



LIMITED REVIEW REPORT

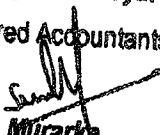
Review Report to the Board of Directors

We have reviewed the accompanying statement of unaudited financial results of **Provogue (India) Limited** for the period ended 30th June, 2011 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' which have been traced from disclosures made by the Management and have not been audited by us. This statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review in accordance with the Standard on Review Engagement (SRE) 2400, engagements to Review Financial Statements issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on review as conducted above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results not prepared in accordance with the applicable accounting standard and other recognized accounting practices and policies and has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.

For **Singrodia Goyal & Co.,**
Chartered Accountants


Suresh Murarka

Partner

Mem. No. 44739



Place: Mumbai

Date: 11th August, 2011

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Telly Cross Lane,
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