

DEEP GUPTA

Sushila Sadan, Manchubhai Road, Malad (East), Mumbai-400097

Date: 8th April 2013

National Stock Exchange of India Limited
Exchange Plaza
Bandra Kurla Complex, Bandra (E)
Mumbai 400 051
Scrip Code: PROVOGE

Bombay Stock Exchange Limited
Listing Department
P.J. Towers, Dalal Street, Fort
Mumbai 400 001
Scrip Code: 532647

Dear Sir,

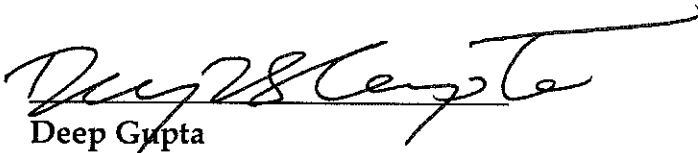
Sub. : Disclosure pursuant to Regulation 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

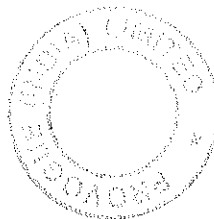
I, the undersigned and one of the promoters of Provogue (India) Limited, enclose herewith disclosures of promoter group of the company in compliance of Regulation 31(2) and 31(3) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 for and on behalf of Promoters group of the Company,

Kindly take the same on your record.

Thanking you,

Yours truly,


Deep Gupta
Promoter of Provogue (India) Limited



Encl.: a/a

CC:

Compliance Officer
Provogue (India) Limited
105/106, Provogue House, Off New Link Road,
Andheri (West), Mumbai - 400 053

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Format for disclosure by the Promoter (s) to the Stock Exchanges and to the Target Company for encumbrance of shares / invocation of encumbrance/ release of encumbrance,

In terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Name of the Target Company (TC)	Provogue (India) Limited
Name of the Promoter(s) on whose shares encumbrance was created/invoked/ released (tick the relevant one)	Nikhil Chaturvedi, Promoter
	Salil Chaturvedi, Promoter
	Rakesh Rawat, Promoter
	Deep Gupta, Promoter
	Nigam Patel, Promoter
	Akhil Chaturvedi, Promoter
	Topspeed Trading Company LLP, Promoter group
	Floro Mercantile LLP, Promoter group
Date of reporting	08.04.2013
Names of the stock exchanges where the shares of the target company are listed	Bombay Stock Exchange Limited (Scrip Code : 532647)
	National Stock Exchange of India Limited (Scrip Code : PROVOGE)

Details of the promoters' holding: (The term "event" indicates creation/ invocation/ release of encumbrance, as the case may be.)

Promoter (s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance			Post event holding (encumbered shares to be excluded)		Post event holding (encumbered shares)		*Details of encumbrance (pledge/ lien or other- give details (Post event)
	Number	% of total share capital	Type - creation/ invocation/ release	Date (s)	No. of Shares encumbered	Number	% of total share capital	Number	% of total share capital	
Nikhil Chaturvedi	1,06,11,995	9.28%	Release	30.03.2013	27,06,000	27,11,995	2.37%	79,00,000	6.91%	Release of pledged shares
Salil Chaturvedi	1,02,95,135	9.00%	Release	30.03.2013	45,90,784	45,95,135	4.02%	57,00,000	4.98%	
Rakesh Rawat	41,11,750	3.60%	Release	30.03.2013	24,04,700	41,11,750	3.60%	0	0.00%	
Deep Gupta	56,73,445	4.96%	Release	30.03.2013	27,40,572	56,73,445	4.96%	0	0.00%	
Nigam Patel	29,12,830	2.55%	Release	30.03.2013	11,25,392	29,12,830	2.55%	0	0.00%	
Akhil Chaturvedi	29,12,830	2.55%	Release	30.03.2013	11,25,392	29,12,830	2.55%	0	0.00%	

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PROVOGE INDIA LIMITED

Promoter (s) or PACs with him	Pre-event holding		Details of events pertaining to encumbrance				Post event holding (encumbered shares to be excluded)		Post event holding (encumbered shares)		*Details of encumbrance (pledge/ lien or other- give details (Post event)
	Names	Number	% of total share capital	Type -- creation/ invocation/ release	Date (s)	No. of Shares encumbered	Number	% of total share capital	Number	% of total share capital	
	Topspeed Trading Company LLP	48,00,000	4.20%	Release	30.03.2013	48,00,000	48,00,000	4.20%	0	0.00%	do
	Floro Mercantile LLP	62,40,000	5.46%	Release	30.03.2013	47,40,000	47,40,000	4.14%	15,00,000	1.32%	

(*) Details shall include the details regarding the person(s) on whose favour the encumbrance has been created and other important features of such encumbrance.

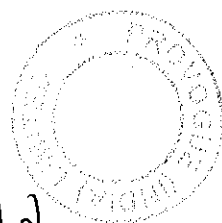
Deep Gupta

Deep Gupta

Promoter of Provogue (India) Limited

Date : 08.04.2013

Place: Mumbai



Notes:

1. With effect from 29.03.2013, Topspeed Trading Co. Pvt. Ltd and Floro Mercantile Pvt. Ltd. Were converted into LLP.
2. Loans & Investment Committee of the Company in their meeting held on 20.03.2013 authorised Mr. Deep Gupta and/or Mr. Akhil Chaturvedi to make/file disclosures to the stock exchanges and other authorities for and on behalf of all Promoter and Promoter group of the Company.