

MEERUT FESTIVAL CITY LLP

Regd. Off.: Unit 8, Premium Units CHS Ltd., Lokhandwala, Andheri (W), Mumbai - 400053.

Date: 28th June, 2012

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

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

Please find enclosed herewith Disclosure for encumbrance of shares in terms of Regulation 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This is for your information and record.

Thanking you,

Yours truly,
For Meerut Festival City LLP



Sanjay Vaidh
Designated Partner

Encl: as above

CC: Provogue (India) Limited
Add: 105/106, Provogue House,
Off. New Link Road, Andheri (W),
Mumbai - 400053

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

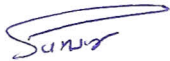
Name of the Target Company (TC)	Provogue (India) Limited
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)	Meerut Festival City LLP
Date of reporting	28.06.2012
Names of the stock exchanges where the shares of the target company are listed	Bombay 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	
Meerut Festival City LLP	49,25,669	4.31%	Creation of pledge	28.06.2012	14,25,000 (1.25%)	3669	0.00%	49,22,000	4.30%	Pledge in favour of STCI Finance Limited

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

For Meerut Festival City LLP



Designated Partner

Date : 28.06.2012

Place: Mumbai