

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

Name of the Target Company (TC)	Mudra Lifestyle Limited (the "Company")
Name(s) of the seller and Persons Acting in Concert (PAC) with the seller	Mr. Ravindra Agarwal (the "Seller")
Whether the seller belongs to Promoter/Promoter group	The Seller belongs to the Promoter/Promoter
Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BSE Ltd; and National Stock Exchange of India Limited

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 (**)
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Before the sale under consideration, holding of :

a) Shares carrying voting rights	41,41,697	8.630	8.630
b) Shares in the nature of encumbrance (pledge/ lien/ non-disposal undertaking/ others)	Nil	Nil	Nil
c) Voting rights (VR) otherwise than by shares	Nil	Nil	Nil
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the T C (specify holding in each category)	Nil	Nil	Nil
e) Total (a+b+c+d)	41,41,697	8.630	8.630

Details of sale

a) Shares carrying voting rights sold	25,85,000	5.386	5.386
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
d) Shares encumbered / invoked/released by the acquirer	Nil	Nil	Nil
e) Total (a+b+c+/-d)	25,85,000	5.386	5.386

After the sale, holding of:

a) Shares carrying voting rights	15,56,697	3.244	3.244
b) Shares encumbered with the acquirer	Nil	Nil	Nil
c) VRs otherwise than by shares	Nil	Nil	Nil
d) 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
e) Total (a+b+c+d)	15,56,697	3.244	3.244

Mode of sale (e.g. open market / off-market / public issue / rights issue / preferential allotment / inter-se transfer etc). Offer for Sale through Stock Exchange Mechanism

Date of sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable 26th September, 2014

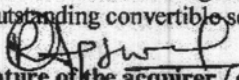
Equity share capital / total voting capital of the TC before the said sale 4,79,90,469 equity shares of Rs. 10 each amounting to Rs. 47,99,04,690

Equity share capital/ total voting capital of the TC after the said acquisition / sale 4,79,90,469 equity shares of Rs. 10 each amounting to Rs. 47,99,04,690

Total diluted share/voting capital of the TC after the said acquisition 4,79,90,469 equity shares of Rs. 10 each amounting to Rs. 47,99,04,690

(*) Total share capital/ voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) 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: 01/10/2014
