S Mobility Limited
S Global Knowledge Park
19 A & 19 B, Sector 125,
Noida - 201301
Tel.: +91 - 120 - 3355131
www.spice-mobile.com

July 27, 2012

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400 001
Scrip Code: 517214

National Stock Exchange of India Limited
Exchange Plaza, Plot no.C/1, G Block
Bandra – Kurla Complex, Bandra (E)
Mumbai – 400 051
Scrip Code: SMOBILITY

Sub: Intimation pursuant to clause 36 of the Listing Agreement – Acquisition of Spice Online Retail Private Limited

Dear Sir(s),

With reference to above, this is to inform you that Hindustan Retail Private Limited ("HRPL"), a wholly owned subsidiary of the Company, has acquired entire share capital of Spice Online Retail Private Limited ("SORPL"). Consequent upon the said acquisition, SORPL has become a wholly-owned subsidiary of HRPL. SORPL is an early stage startup aiming to establish a leading E-commerce brand for aspirational products in India. It's portal is India's leading online shopping portal for aspirational products such as the mobile phones etc.

Accordingly SORPL has become a step down subsidiary of the Company.

You are requested to kindly take the above on record and oblige.

Thanking you.

Yours faithfully,
For **S Mobility Limited**

M.R. Bothra
General Manager – Corporate Affairs