

Salil Chaturvedi

Bungalow no.8, Premium Towers, Lokhandwala Complex, Andheri (West), Mumbai 400 053

Date: 29th December, 2011

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,

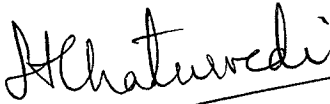
Sub. : Disclosure pursuant to Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

Please find enclosed herewith Disclosure for encumbrance of shares in terms of Regulation 31 (1) and 31 (2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

This is for your information and record.

Thanking you,

Yours truly,



Salil Chaturvedi

Encl: as above

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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)	Salil Chaturvedi, Promoter
Date of reporting	29.12.2011
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 : PROVOGUE)

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	
Salil Chaturvedi	1,02,95,135	9.00%	Creation of pledge	21.12.2011	10,00,00,000 (0.87%)	47,04,351	4.11%	55,90,784	4.89%	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.


Salil Chaturvedi

Date : 29.12.2011
Place: Mumbai