



E·LAND APPAREL

Date: 18th May, 2015

**The General Manager,
Department of Corporate Services
BSE Limited,
New Trading Ring,
Rotunda Building, 1st Floor,
P.J Towers, Dalal Street,
Fort, Mumbai- 400 001
Scrip Code: 532820**

**The Manager
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G-Block,
Bandra-Kurla Complex, Bandra (East)
Mumbai- 400 051
Symbol: ELAND**

Dear Sir,

Sub: Code of Fair Disclosures and Conduct under the SEBI (Prohibition of Insider Trading) Regulation, 2015

We wish to inform you that Board of Directors of the Company has formulated the following which will be effective from 15th May, 2015.

1. Code of practices and procedures for fair disclosure of Unpublished Price Sensitive Information (UPSI) in accordance with the Regulation 8(1) of SEBI (Prohibition of Insider Trading) Regulation, 2015 (copy attached for your reference).
2. Code of Conduct for regulation, monitoring and reporting of trading by insider in accordance with the Regulation 9 of SEBI (Prohibition of Insider Trading) Regulation, 2015.

Kindly take note of the same.

Thanking You,

Yours truly,
For E-Land Apparel Limited

**Ashitosh Sheth
Company Secretary
Membership No. A25997**



E-Land Apparel Limited

(Formerly Known as "Mudra Lifestyle Limited")

Reg Off :- Office No. 509, 5th Floor, Western Edge-1, Western Express Highway, Magathane, Borivali (East), Mumbai - 400066.

Tel : +91-22-4097 2600, Fax : +91-22-4097 2601, CIN : L17110MH1997PLC106945, Web : www.elandapparel.com



E-LAND
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"Code of practices and procedures for fair disclosure of unpublished price sensitive information" (Code of fair disclosure) Pursuant to Regulation 8(1) of Securities Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015.

1. Prompt public disclosure of unpublished price sensitive information that would impact price discovery no sooner than credible and concrete information comes into being in order to make such information generally available.
2. Uniform and universal dissemination of unpublished price sensitive unpublished price sensitive information to avoid selective disclosure.
3. Designation of a senior officer as a chief investor relations officer to deal with dissemination of information and disclosure of unpublished price sensitive information.
4. Prompt dissemination of unpublished price sensitive information that gets disclosed selectively, inadvertently or otherwise to make such information generally available.
5. Appropriate and fair response to queries on news reports and requests for verification of market rumours by regulatory authorities.
6. Ensuring that information shared with analysts and research personnel is not unpublished price sensitive information.
7. Developing best practices to make transcripts or records of proceedings of meetings with analysts and other investor relations conferences on the official website to ensure official confirmation and documentation of disclosures made.
8. Handling of all unpublished price sensitive information on a need-to-know basis.

The Code shall be effective from 15.05.2015



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