

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)		Max India Ltd.	
Name of the Promoter(s) on whose shares encumbrance was created/ invoked/ released (tick the relevant one)		Mohair Investment and Trading Co. Pvt. Ltd.	
Date of reporting		February 21, 2014	
Names of the stock exchanges where the shares of the target company are listed		Bombay Stock Exchange Ltd. & National Stock Exchange of India Ltd.	
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)
Names	Number	% of total Share Capital	% of total Share Capital
Mohair Investment and Trading Co. Pvt. Ltd.	8086560	3.04%	2.52%
		Type-creation/invocation/release Encumbrance created on 80,000 equity shares	Number 67,03,560
		Date(s) 20.02.2014	
			(*) Details of encumbrance (pledge / lien or others-give details) Pledged in favour of Kotak Mahindra Prime Ltd.

For Mohair Investment and Trading Company Private Limited



Director

Place : New Delhi

Date : February 21, 2014