

June 19, 2017

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza, Plot No. C/1,
G-Block, Bandra Kurla Complex,
Bandra (E),
Mumbai – 400 051.

Kind Attention: **Mr. Avishkar Naik, AVP - Surveillance**

Subject: **News Item appearing in Media/ Publication: ET NOW on June 19, 2017,**
captioned "Rupa looking to buy stake in Lovable."

Ref: **Your letter dated June 19, 2017 from BSE Limited vide ref. no.**
NSE/CM/Surveillance/6825

Dear Sirs,

With reference to the aforementioned letter, we respond as under:

As a listed company, we are conscious of our responsibility to disseminate to the Stock Exchanges all information about every binding obligation that could have an impact on the price of the Company's shares. Consistent with this approach, we have been appropriately disseminating to the Stock Exchanges information about all the important events/ information, etc.

In this regard, we further clarify/ confirm on the news item in detail as following:

- No such negotiations are taking place.
- I/ Company are not aware of any such information which has not been announced to the Exchanges which could explain the aforesaid movement in the trading. This has been clarified by our letter dated June 15, 2017.

We categorically state that the abovementioned news item appeared in "ET NOW"- dated 19th Jun 2017 is factually incorrect.

Please be assured we are aware of our obligations under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations") and as and when appropriate disclosures are required under the Listing Regulations, the same shall be made by the Company.

Thanking you,

Yours Sincerely,
For **Lovable Lingerie Limited**


L Vinay Reddy
Managing Director



LOVABLE LINGERIE LTD.