Lovable

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Date : **October 27, 2017**

To

The Department of Corporate Services- CRD
BSE Limited (BSE)
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001.

Scrip Code: **533343**

The Listing Department
National Stock Exchange of India Limited (NSE)
'Exchange Plaza', C - 1, Block G,
Bandra-Kurla Complex,
Bandra (E),
Mumbai 400051.

Symbol: **LOVABLE**

Dear Sir/ Madam,

Sub: Intimation of Newspaper Advertisement under Regulation 30 of SEBI (LODR) Regulations, 2015.

In compliance with Regulation 30 of Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015, we wish to inform you that the company has on October 27, 2017 released advertisement in English Newspaper- Business Standard and Vernacular Newspaper- Navshakti about having completed the dispatch of Postal Ballot Notice dated October 17, 2017 to shareholders seeking their consent by way of a special resolution for approving the Buy-back of up to 20,00,000 Equity Shares through Tender Offer Route.

The copy of Advertisement published in the above mentioned newspapers is attached herewith for your record.

Thanking you
For Lovable Lingerie Limited

L. Vinay Reddy
Chairman & Managing Director

LOVABLE LINGERIE LTD.
Regd. Office : A-46, Road No.2, Opp. IDBI Bank, M.I.D.C., Andheri (E), Mumbai - 400 093. INDIA Tel: 022-2838 3581 Telefax : 022-2838 3582
Email: [illegible]

LOVABLE LINGERIE LIMITED

CIN: L17110MH1987PLC044835

Regd. Office: A-46, Street No. 2, MIDC, Andheri (East), Mumbai-400093. Maharashtra, India | **Tel:**022-2838 3581 | **Fax:**022-2838 3582
E-mail Id: corporate@lovableindia.in **Website:** www.lovableindia.in

NOTICE

Members are hereby informed that pursuant to provisions of section 110 of the Companies Act, 2013 read with Rule 22 of the Companies (Management and Administration) Rules, 2014 as amended, the Company has on Thursday, October 26, 2017 completed the dispatch of postal ballot notice along with postal ballot form to the members whose names appeared on the register of members/list of beneficial owners as on the close of working hours of the cut-off date i.e. Friday, October 13, 2017 **("Cut-off date")**

back of equity shares of the Company through tender offer route.

The Company has engaged the services of Central Depository Services (India) Limited **("CDSL")** for the purpose of providing e-voting facility to all its members. Members are requested to note that the voting, both through postal ballot and through electronic mode commences from 10.00 a.m. IST on Friday, October 27, 2017 and shall end at 5.00 p.m. IST on Saturday, November 25, 2017. Members holding equity shares as on Cut-off date, may cast their vote through postal ballot or through e-voting. A person, who is not a member of the Company as on Cut-off date, should treat this Notice for information purposes only as he is not eligible to cast vote and if any vote is cast by such member such votes shall not be considered.

The Board of Directors has appointed Mr. Chintan Goswami, proprietor of C.J. Goswami & Associates, Practicing Company Secretaries (CP No. 12721) as the scrutinizer **("Scrutinizer")** for conducting the postal ballot including e-voting process in a fair and transparent manner. Members are requested to note that the duly completed and signed postal ballot forms should reach the Scrutinizer at C/o. Link Intime India Private Limited (unit Lovable Lingerie Limited) C101, 247 Park, LBS Marg, Vikhroli (West), Mumbai – 400083, Maharashtra, India, not later than 05.00 p.m. IST on Saturday, November 25, 2017.

Postal Ballots received from the members after 05.00 p.m. IST on Saturday, November 25, 2017 will not be considered as valid.

The members of the Company who have not received copy of postal ballot form or who have received the same on e-mail and wish to vote through physical postal ballot can obtain the postal ballot form by writing to our Registrar and Share Transfer Agent, Link Intime India Private Limited at mt.helpdesk@linkintime.co.in. The postal ballot notice and postal ballot form can also be downloaded from our website **www.lovableindia.in**

The result of postal ballot shall be announced on or before Monday, November 27, 2017 and displayed on the notice board of the Company at its registered office and shall also be communicated to BSE Limited and National Stock Exchange of India Limited **("Stock Exchanges")** where the equity shares of the Company are listed. The results will also be displayed on the website of the Company i.e. **www.lovableindia.in**

Any queries/grievances pertaining to:

1. Voting by postal ballot can be addressed to L. Vinay Reddy, Chairman & Managing Director of the Company at A-46, Street No. 2, MIDC, Andheri (East), Mumbai-400093, Maharashtra, India or by sending an e-mail at corporate@lovableindia.in or call at 022-2838 3581; and
2. The e-voting process can be addressed to CDSL by sending an e-mail at helpdesk.evoting@cdslindia.com

For, Lovable Lingerie Limited
Sd/-
L. Vinay Reddy
Chairman and Managing Director

Place : Mumbai
Date : October 26, 2017

लव्हेबल लिंगरी लिमिटेड

सीआयएन : एल१७११०एमएच१९८७पीएलसी०४४८३५

नों. कार्यालय : ए-४६, स्ट्रीट क्र. २, एमआयडीसी, अंधेरी (पूर्व), मुंबई-४०००९३.
महाराष्ट्र, भारत. । दू. ०२२-२८३८३५८१ । फॅक्स : ०२२-२८३८ ३५८२
ई-मेल आयडी : corporate@lovableindia.in वेबसाईट : www.lovableindia.in