

LIQUID INVESTMENT AND TRADING COMPANY PRIVATE LIMITED

Registered Office: Max House, 1, Dr. Jha Marg, Okhla, New Delhi – 110 020

Phone : +91 11 4259 8000 Fax: +91 11 4060 0098

CIN: U65993DL1982PTC013728

Email Id: secretarial@maxventures.co.in

October 18, 2017

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400021

Listing Department
National Stock Exchange of India
Limited
Exchange Plaza, Bandra Kurla
Complex,
Bandra (East)
Mumbai - 400051

The Secretary
Max Financial
Services Limited
Railmajra, Tehsil
Balachaur, Distt.
Nawanshahr
Punjab - 144533

Sub. Disclosure under Regulation 31(1) and 31(2) of SEBI (SAST) Regulations, 2011

Dear Sirs,

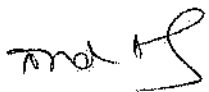
Please find enclosed disclosures in terms of Regulation 31(1) and 31(2) of SEBI (SAST) Regulations, 2011.

You are requested to take note of the above.

Thanking you,

Yours faithfully

For **Liquid Investment and Trading Company Pvt. Ltd.**



Arvind Aggarwal
(Director)

Encl. as above

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 Financial Services Ltd. (Formerly Max India Limited)
Names of the Stock Exchanges where the shares of the target company are listed	BSE Ltd. & National Stock Exchange of India Ltd.
Date of reporting	October 18, 2017
Name of the promoter or PAC on whose shares encumbrance has been created/ released/ invoked	Liquid Investment and Trading Company Private Limited

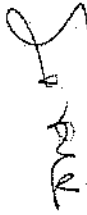
Details of the creation of encumbrance

Name of the promoter(s) or PACs with whom(*)	Promoter holding in the target company (1)		Promoter holding already encumbered (2)		Details of events pertaining to encumbrance. (3)							Post event holding of encumbered shares (creation[(2)+(3)] / release [(2)-(3)] / invocation[(1)-(3)]	
	Number	% of total share capital	Number	% of total share capital	Type of event (creation/ Release/ Invocation)	Date of creation/ invocation/ release of encumbrance	Type of encumbrance (pledge/ lien/ non disposal Undertakings/others)	Reasons for encumbrance**	Number	% of share capital	Name of the entity in whose favour shares encumbered***		Number
Max Ventures Investment Holdings Pvt. Ltd.	43327459	16.16%	17965354	6.69%									
Liquid Investment and Trading Co. Pvt. Limited	23818876	8.87%	23818876	8.87%	Release of Pledge	17.10.2017	Release of Pledge	Repayment of Loan	652500	0.24%	Clix Capital Services Private Limited	23166376	8.63%
Mohair Investment & Trading Co. Pvt. Limited	13690570	5.10%	13690570	5.10%	Creation of Pledge	17.10.2017	Creation of Pledge	Security for Loan	652500	0.24%	Clix Finance India Unlimited	23818876	8.87%
Mr. Anajjit Singh	10000	0.004%	Nil	Nil									
Mrs. Neelu Anajjit Singh	100000	0.04%	Nil	Nil									

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Ms. Piya Singh	110333	0.04%	Nil	Nil																
Mr. Veer Singh	100500	0.04%	Nil	Nil																
Mrs. Tara Singh Vachani	100000	0.04%	Nil	Nil																

For Liquid Investment and Trading Company Private Limited



**Arvind Aggarwal
(Director)**

Place : New Delhi

Date : October 18, 2017

- * The names of all the Promoters, their shareholding in the target company and their pledged shareholding as on the reporting date should appear in the table irrespective of whether they are reporting on the date of event or not.
- ** Loans taken by the company, personal borrowing, third party pledge, etc.
- *** include name of both the lender and the trustee who may hold shares directly or on behalf of the lender.