PROVOGUE

Provogue (India) Ltd.

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Date: 11th February, 2016

National Stock Exchange of India Limited Exchange Plaza

Bandra Kurla Complex, Bandra (E)

Mumbai 400 051

Scrip Code: PROVOGE

BSE Limited

Listing Department P.J. Towers, Dalal Street, Fort

Mumbai 400 001

Scrip Code: 532647

Dear Sir,

Sub: Clarification to news released by 'Live Mint' on 10th Feb 2016- Provogue SDR

We refer to a market news released by 'Live Mint' on 10th February 2016 titled as 'Lenders to Provogue to decide on invoking SDR' and would like to clarify that the total amount of debt availed by the Company from lenders is Rs. 305.90 Crore instead of Rs. 9,595.22 Crore as wrongly published on 'Live Mint'.

We are submitting this information to correct the news published by the newspaper, as the same was published without taking confirmation from the Company.

You are requested to publish this clarification on Stock Exchange website for the information of investors.

Thanking you,

Yours truly,

For Provogue (India) Limited

Vishant Shetty

CS & Compliance Officer