

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)		Boom Investments Pvt. Limited	
Date of reporting		July 8, 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	Type- creation/invocation/release	Number
Boom Investments Private Limited	5604010	Release of 12,24,740 equity shares	39,04,010
	% of total Share Capital	Date(s)	% of total Share Capital
	2.10%	07.07.2014	1.47%
(*) Details of encumbrance (pledge / lien or others-give details)			Shares released by IDBI Trusteeship Services Limited

For Boom Investments Pvt. Limited

Arvind Aggarwal

Arvind Aggarwal
Authorised Signatory

Place : New Delhi
Date : July 8, 2014