

Dated 18th October 2017

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/Madam,

Sub. : Disclosure of information- Regulation 30 of SEBI (LODR) Regulations 2015

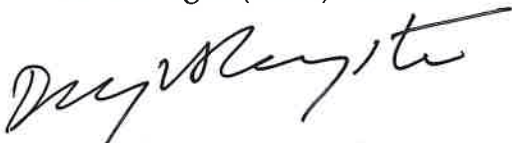
In compliance with requirement of regulation 30 of SEBI (LODR) Regulation 2015, we wish to inform you that the Company has sold a part of its investment in its subsidiary i.e. Sporting and Outdoor Ad Agency Pvt. Ltd., and consequently the same has ceased to be its subsidiary with effect from 18th October 2017.

The details of transaction in term of Annexure of SEBI circular no CIR/CFD/CMD/4/2015 dated September 9. 2015 are enclosed herewith.

Kindly take the same on your record and oblige.

Thanking you,

Yours truly,
For Provogue (India) Limited



Deep Gupta
Whole time Director & CFO
Encl: as above



Annexure

a.	The amount and percentage of the turnover or revenue or income and net worth contributed by such unit or division of the listed entity during the last financial year;	The transaction is for disposal of a part of its investment in subsidiary company % of turnover in consolidated income of the Company as on 31 st March 2017- 0.022% % of networth in consolidated network of the Company as on 31 st March 2017- (0.48%)
b.	Date on which the agreement for sale has been entered into;	18 th October 2017
c.	The expected date of completion of sale/disposal;	18 th October 2017
d.	Consideration received from such sale/disposal;	Rs. 2,09,060/-
e.	Brief details of buyers and whether any of the buyers belong to the promoter/promoter group/group companies. If yes, details thereof;	N.A.
f.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arms length"	No
g.	Additionally, in case of a slump sale, indicative disclosures provided for amalgamation/merger, shall be disclosed by the listed entity with respect to such slump sale.	N.A.

