

March 07, 2011

To,
General Manager
Listing Department,
Bombay Stock Exchange Limited
P. J. Tower, Dalal Street,
Mumbai-400001

To,
Vice President
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400051

Sub: Public Issue of 45,50,000 Equity Shares of Face Value of ₹ 10 each of Lovable Lingerie Limited ("The Company" or "The Issuer") for cash at a price of ₹ [●] per Equity Share (Including a Share Premium of ₹ [●] per Equity Share) aggregating ₹ [●] Lacs (The "Issue"). The Issue would constitute 27.08% of the Post Issue Paid-Up Capital of the Issuer.

The Issue Committee of the Board of Directors of the Company at its meeting held on March 07, 2011, in consultation with the BRLM, has finalized allocation of 6,82,500 Equity Shares, in aggregate to Anchor Investors at ₹ 205 per Equity Shares (including share premium of ₹ 195 per Equity Shares) in the following manner:

Sr. No.	Name of the Anchor Investor	No. of Equity Shares Allocated	% of Anchor Investor Portion (%)
1	HDFC Trustee Company Limited HDFC MF Monthly Income Plan, Long Term Plan	2,92,683	42.88%
2	SBI MF - Magnum Sector Funds Umbrella - Emerging Businesses Fund	97,561	14.29%
3	DSP Blackrock Micro Cap Fund	97,561	14.29%
4	HSBC Equity Fund	72,743	10.66%
5	Birla Sun Life Trustee Company Private Limited A/C Birla Sun Life 95 Fund	121,952	17.87%
Total		6,82,500	100.00%

As per the SEBI Regulations, if the Issue Price fixed as a result of book building exercise is higher than the price at which Anchor Investors have been allocated Equity Shares, Anchor Investors would be required to bring in the additional amount.

We request you to make the same 'Public' by disclosing the same on your respective websites.

Yours Sincerely,

For Lovable Lingerie Limited

Name: Vinay Reddy

Designation: Chairman & Managing Director

Cc: Securities and Exchange Board of India

LOVABLE LINGERIE LTD.