



E-LAND
APPAREL

Date: 22th February, 2017

**The General Manager,
Department of Corporate Services
BSE Limited,
New Trading Ring,
Rotunda Building, 1st Floor,
P.J Towers, Dalal Street,
Fort, Mumbai- 400 001
Scrip Code: 532820**

**The Manager
Listing Department,
National Stock Exchange of India
Limited
Exchange Plaza, Plot No. C/1, G-
Block, Bandra-Kurla Complex,
Bandra (East)
Mumbai- 400 051
Symbol: ELAND**

Dear Sir/Madam,

SUB: Newspaper Advertisement of Dispatch of Notice of Postal Ballot and

E- Voting

In continuation to our letter dated 20th February, 2017, we attach herewith copy of the advertisements published in the newspapers regarding dispatch of Notice of Postal Ballot and E- Voting together with Postal Ballot Form and self – addressed postage pre – paid Business Reply Envelop, to all the Members holding shares in physical or dematerialized form, as on the cut – off date i.e. Friday, 10th February, 2017 specifying the other required details pursuant to Rule 22 of the Companies (Management and Administration) Rules, 2014.

This is for your kind information and records

Thanking you,

For E-Land Apparel Limited

**Sunita Kanungo
Company Secretary
Membership No.A16678**

Encl: A/a

E-Land Apparel Limited

(Formerly Known as "Mudra Lifestyle Limited")

Reg Off :- Office No. 404, 4th Floor, Western Edge-1, Western Express Highway, Magathane, Borivali (East), Mumbai - 400066.
Tel : +91-22-4097 2600, Fax : +91-22-4097 2601, CIN : L17110MH1997PLC106945, Web : www.elandapparel.com



E-Land Apparel Limited

CIN:L17110MH1997PLC106945

Registered Office: Office No. 404, 4th Floor, Western Edge - I, Western Express Highway, Magathane, Borivali (East), Mumbai-400 066.

Tel.: 022-40972600; Fax: 022-40972601

Website: www.elandapparel.com, Email: investor@elandapparel.com

NOTICE OF POSTAL BALLOT

Members are hereby informed that the Company has on Monday, 20th February, 2017 completed dispatch of Notice of Postal Ballot dated 14th February, 2017 along with Postal Ballot Form and self-addressed Business Reply Envelope in compliance with Section 108 and 110 of the Companies Act, 2013 read with Rules 20 and 22 of the Companies (Management and Administration) Rules, 2014 as amended by the Companies (Management and Administration) Amendment Rules, 2014 and Regulation 44 of SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015, to the members through electronic mode whose e-mail addresses are registered with the Company or with the Depository (ies) and in physical mode to other members, for seeking approval of the Members of the Company by Postal Ballot for Special Resolutions as set out in the Notice of Postal Ballot dated 14th February, 2017.

The Board of Directors of the Company has appointed CS Manish L. Ghia, Partner, M/s. Manish Ghia & Associates, Company Secretaries, Mumbai (C.P. No. 3531) as Scrutinizer for conducting the Postal Ballot process including the e-voting process in a fair and transparent manner.

The members of the Company are also hereby informed and requested to note that:

1. The business as set out in the aforesaid Notice is to be transacted by the members through Postal Ballot including E-voting process. The Company is providing facility for voting through e-voting platform of Central Depository Services (India) Limited. The necessary instructions for e-voting have been set out in the said Notice.
2. The Notice of Postal Ballot along with the Form and instructions for remote e-voting are available on the website of the Company at www.elandapparel.com, BSE Limited viz. www.bseindia.com, National Stock Exchange of India Limited viz. www.nseindia.com and Central Depository Services (India) Limited (CDSL) at www.evotingindia.com.
3. Member(s) can opt for only one mode for voting i.e. either by physical Postal Ballot Form(s) or e-voting. In case, Members cast their votes through both the modes, voting done by e-voting shall prevail and votes cast through physical Postal Ballot Form(s) shall be treated as invalid.
4. The remote e-voting period commences on Tuesday, 21st February, 2017 from 9.00 a.m. up to and Wednesday, 22nd March, 2017 till 5.00 p.m. The remote e-voting module shall be disabled by CDSL for voting thereafter.
5. Members may please return the Postal Ballot Form duly completed in all respects in the self-addressed Business Reply Envelope enclosed along with the Notice so as to reach the Scrutinizer on or before 05.00 p.m. on Wednesday, 22nd March, 2017. Postal Ballot Forms received after that date will be strictly treated as if reply from such member has not been received and will stand as invalid.
6. The voting rights of the members / beneficial owners shall be reckoned on the cut-off date (record date) i.e. Friday, 10th February, 2017.

Members who do not receive the Postal Ballot Form may apply to the Company and obtain a duplicate thereof or can download the same from website of the Company at www.elandapparel.com.

The Result of the voting by Postal Ballot including e-voting will be announced by the Managing Director or Whole-time Director or such other person authorized by them on Friday, 24th March, 2017 at 5.00 p.m. at the Registered Office of the Company. The said results along with the Scrutinizer's Report will be displayed at the Registered Office of the Company intimated to BSE Limited, National Stock Exchange of India and also be placed on the website of the Company viz. www.elandapparel.com and website of CDSL viz. www.evotingindia.com.

For any queries/clarifications/grievances connected with the electronic voting or voting by Postal Ballot can be addressed to Company Secretary of the Company at the contact details given above.

For E-Land Apparel Limited

Sd/-

Sunita Kanungo

Company Secretary

Mem. No. : A16678

Place: Mumbai

Date: 20th February, 2017

