

From,
 KHEM-SUM APPARELS OVERSEAS LTD.
 71, Laxmi Building,
 Sir P. M. Road,
 Fort,
 Mumbai - 400 001

To,
 The General Manager,
 Department of Corporate Services,
 Bombay Stock Exchange Ltd.,
 Phiroze Jeejeebhoy Towers,
 Dalal Street, Mumbai - 400 001.

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Annexure - A

Format for Disclosures under Regulation 29(2) of SEBI (Substantial Acquisition of Shares and Takeovers) Regulations, 2011

1. Name of the Target Company (TC)	NEW MARKETS ADVISORY LTD		
2. Name(s) of the acquirer and Persons Acting in Concert (PAC) with the acquirer	KHEM-SUM APPARELS OVERSEAS LTD.		
3. Whether the acquirer belongs to Promoter/Promoter group	YES		
4. Name(s) of the Stock Exchange(s) where the shares of TC are Listed	BOMBAY STOCK EXCHANGE		
5. Details of the acquisition / disposal as follows	Number	% w.r.t. total share/voting capital wherever applicable (*)	% w.r.t. total diluted share/voting capital of the TC (**)
<u>Before the acquisition under consideration, holding of:</u>			
a) Shares carrying voting rights	20,000	1.61%	N. A.
b) Shares in the nature of encumbrance (pledge/lien/non-disposal undertaking/others)			
c) Voting rights (VR) otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category)			
Total (a+b+c+d)	20,000	1.61%	N. A.

Details of acquisition/sale	20,000	1.61%	N. A.
a) Shares carrying voting rights acquired/sold			
b) VRs acquired/sold otherwise than by shares			
c) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) acquired/sold			
d) Shares encumbered/invoked/released by the acquirer			
Total (a+b+c+d)	20,000	1.61%	N. A.
After the acquisition, holding of:			
a) Shares carrying voting rights			
b) Shares encumbered with the acquirer	NIL	NIL	N. A.
c) VRs otherwise than by shares			
d) Warrants/convertible securities/any other instrument that entitles the acquirer to receive shares carrying voting rights in the TC (specify holding in each category) after acquisition			
Total (a+b+c+d)	NIL	NIL	N. A.
6. Mode of acquisition/sale (e.g. open market / off market / public issue / rights issue / preferential allotment / inter-se transfer, etc.)	OFF MARKET (***) PURSUENT TO SHARE PURCHASE AGREEMENT DATED 28/03/2014		
7. Date of acquisition / sale of shares / VR or date of receipt of intimation of allotment of shares, whichever is applicable	28/03/2014		
8. Equity share capital / total voting capital of the TC before the said acquisition / sale	₹ 1,24,00,000/-		
9. Equity share capital / total voting capital of the TC after the said acquisition / sale	₹ 1,24,00,000/-		
10. Total diluted share/voting capital of the TC after the said acquisition	N. A.		

Note:

(*) Total share capital / voting capital to be taken as per the latest filing done by the company to the Stock Exchange under Clause 35 of the listing Agreement.

(**) Diluted shares / voting capital means the total number of shares in the TC assuming full conversion of the outstanding convertible securities / warrants into equity shares of the TC.

(***) The above shares will be transferred to the acquirers account as per terms of Share Purchase Agreement.

Signature of the acquirer / seller / Authorised Signatory

SHREYAS APPARELS OVERSEAS LTD.

Place : Mumbai


DIRECTOR

Date : 31/03/2014