



Provogue (India) Ltd.

Registered Office: Provogue House, 105/106 Off New Link Road, Andheri (W), Mumbai 400 053
Tel: +91-22-30620000 Fax: +91-22-30680570; Website: www.provogue.net
Email: investorservice@provogue.net Compliance Officer: Mr. Anil Cherian, Company Secretary

CORRIGENDUM TO PUBLIC NOTICE CUM PUBLIC ANNOUNCEMENT For the attention of the Equity Shareholders of Provogue (India) Limited

This Corrigendum ("**Corrigendum**"), is in continuation of and should be read in conjunction with the public notice cum public announcement ("**Announcement**"), dated August 14, 2009, and is in compliance with the Securities and Exchange Board of India (Buy-back of Securities) Regulations, 1998 (the "**Buy-back Regulations**"), as amended. The capitalized terms and abbreviations used in this Corrigendum have the same meaning as ascribed to them in the Announcement, unless otherwise specified.

The shareholders of Provogue (India) Limited are requested to note the following developments/ amendments with respect to and in connection with the Announcement which was published on August 17, 2009 in the all editions of the following publications – Business Standard, Pratahkal and Navshakti.

Point 12 has been modified to reflect the change in the date of commencement of the Buy-back as provided below:

The Buy-back will now commence from September 2, 2009. There is no other change in the activity schedule as mentioned in para 12 of the PA.

Point 13.7 has been modified as provided below:

"It may be noted that all the Equity Shares bought back by the Company may not be at a uniform price. Orders for buying back the Equity Shares will be placed by the Company at least once a week at market related prices so long as the market price is lower than the Maximum Offer Price."

The statement "Further, the Company is under no obligation to place a "buy" order on a daily basis." in point 13.7 stands withdrawn.

All other information and terms of the Buy-back as disclosed in the Announcement remains unchanged. This corrigendum will also be available on SEBI website at www.sebi.gov.in

DIRECTORS' RESPONSIBILITY

The Board of Directors of the Company accepts responsibility for the information contained in this Corrigendum.

For and on behalf of Board of Directors of
Provogue (India) Limited

Sd/-
Nikhil Chaturvedi
Managing Director

Sd/-
Akhil Chaturvedi
Whole time Director

Sd/-
Anil Cherian
Company Secretary

Place: Mumbai
Date: August 31, 2009