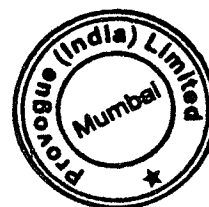


Provogue (India) Limited

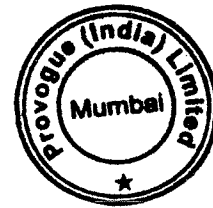
Regd. Off: 105/106, Provogue House, 1st Floor, Off New Link Road,
Andheri (W), Mumbai-400 053

(Rs. in Lacs)

Unaudited financial results for the quarter ended 31 st December, 2010						
	Particulars	Unaudited				Audited for the year ended
		Quarter Ended		Nine months ended		
		31.12.2010	31.12.2009	31.12.2010	31.12.2009	
1	(a) Income from Operations	14,135.40	12,149.03	38,338.59	31,010.82	46,536.12
	(b) Other Operating Income	406.62	161.85	796.85	757.71	1,530.57
	Total Income (a+b)	14,542.02	12,310.88	39,135.44	31,768.53	48,066.69
2	Expenditure					
	a) (Increase)/Decrease in stock in trade and work in progress	(912.81)	(510.24)	(1,577.66)	(2,133.52)	(2,657.51)
	b) Consumption of raw materials	4,801.23	5,713.34	12,680.40	12,483.71	17,735.51
	c) Purchase of traded goods	4,967.85	2,289.82	13,441.81	8,530.59	14,973.55
	d) Employees cost	411.70	478.14	1,192.50	1,243.90	1,661.32
	e) Depreciation	309.75	296.25	890.59	870.67	1,228.43
	f) Other expenditure	2,783.22	2,945.77	7,185.10	7,988.59	11,228.81
	g) Total	12,360.94	11,213.08	33,812.74	28,983.94	44,170.11
3	Profit from Operations before Other Income, Interest and Exceptional Items (1-2)	2,181.08	1,097.80	5,322.70	2,784.59	3,896.58
4	Other Income	455.19	577.74	1,292.06	1,774.83	2,074.25
5	Profit before Interest and Exceptional Items (3+4)	2,636.27	1,675.54	6,614.76	4,559.42	5,970.83
6	Interest	744.34	490.29	1,895.93	1,371.44	1,994.49
7	Profit after Interest but before Exceptional Items (5-6)	1,891.93	1,185.25	4,718.83	3,187.98	3,976.34
8	Exceptional Items	422.06	(17.54)	846.91	(17.54)	(38.18)
9	Profit / (Loss) from Ordinary Activities before tax	1,469.87	1,202.79	3,871.92	3,205.52	4,014.52
10	Tax Expenses	502.00	300.00	1,152.00	750.00	1,179.26
11	Net Profit / (Loss) from Ordinary Activities after Tax - (7-8)	967.87	902.79	2,719.92	2,455.52	2,835.26
12	Extraordinary Items (net of tax expenses)	-	-	-	-	-
13	Net Profit / (Loss) for the period (11-12)	967.87	902.79	2,719.92	2,455.52	2,835.26
14	Paid-up Equity Share Capital (Face Value of Rs. 2/- each)	2,287.14	2,296.38	2,287.14	2,296.38	2,287.14
15	Reserves excluding revaluation reserves as per balance sheet of previous accounting year	-	-	-	-	67,972.97



16	Earnings per Share					
	a) Basic and Diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (in Rs.)	0.85*	0.76*	2.38*	2.10*	2.45
	b) Basic and Diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (in Rs.)	0.85*	0.76*	2.38*	2.10*	2.45
	* (not annualised)					
17	Public shareholding					
	- Number of Shares	66,038,665	66,500,600	66,038,665	66,500,600	66,038,665
	- Percentage of shareholding	57.75	57.92	57.75	57.92	57.75
18	Promoters and Promoter Group Shareholding					
	a) Pledged / Encumbered	21,587,360	15,112,360	21,587,360	15,112,360	21,587,360
	- Number of Shares	44.68	31.28	44.68	31.28	44.68
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)					
	- Percentage of shares (as a % of the total share capital of the company)	18.88	13.16	18.88	13.16	18.88
	b) Non-encumbered					
	- Number of Shares	26,731,070	33,206,070	26,731,070	33,206,070	26,731,070
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	55.32	68.72	55.32	68.72	55.32
	- Percentage of shares (as a % of the total share capital of the company)	23.28	28.92	23.28	28.92	23.38

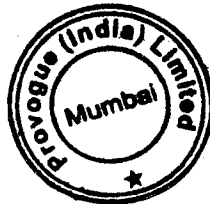


Notes:

1. The above financial results have been reviewed and recommended by the Audit Committee in its meeting held on February 10th 2011 and approved and taken on record by the Board of Directors in their meeting held on February 11th 2011.
2. A limited review of the financial results for the quarter ended 31st December, 2010 has been carried out by the Statutory Auditors.
3. During the quarter the Company has opened 11 new stores.
4. During the years 2006-07 to 2008-09 the Company has raised an aggregate amount of Rs. 522.44 Crores through preferential issue of shares and allotment of convertible warrants. The Company has partially utilized the above proceeds for investment in its subsidiary, towards other objects and general corporate purposes. Pending utilization of the balance funds as at 31st December 2010, the same has been invested in Mutual Funds, Bonds, other Loans and in fixed deposits/current account with Bank.
5. Exceptional items, during the current quarter December 31st 2010, reflects loss of Rs 420.14 lacs on discard of certain assets on account of closure of the company's large format discount Promart Store at Indore.
6. The above results are on a standalone basis and does not include results of subsidiaries, step down subsidiaries and Joint ventures.
7. EPS has been calculated in accordance with Accounting Standard 20 issued by ICAI/Companies (Accounting Standards) Rules, 2006.
8. During the Quarter ended December 31, 2010 the Company has received 3 investor complaints which were resolved. There were no investor complaints pending both at the opening and end of the quarter.
9. The equity shares of the promoters are pledged with banks as collateral security for raising loans for the Company.
10. Deferred Tax Provision will be made at the end of the financial year.
11. Previous quarter figures have been regrouped, rearranged and reclassified wherever considered necessary.

Date: February 11th 2011

Place: Mumbai



For Provogue (India) Ltd.

Nikhil Chaturvedi
Nikhil Chaturvedi
Managing Director

(Rs. in Lacs)		
Particulars	Quarter Ended 31 st Dec 2010	Nine Months Ended 31 st Dec 2010
1. Segment Revenue		
a. Domestic	8,108.30	20,803.86
b. Exports	6,433.72	18,331.57
Total	14,542.02	39,135.43
2. Segment Results		
Profit before tax and interest for each segment		
a. Domestic	2,685.53	6,781.35
b. Exports	788.81	2,012.53
Total	3,474.34	8,793.88
Less : i) Interest	744.34	1,895.93
ii) Un-allocable expenses net off income	1,260.14	3,026.03
Total Profit before Tax	1,469.86	3,871.92

Notes :

1. The Segment Reporting of the Company had been prepared in accordance with Accounting Standard – 17 on “Segment Reporting” issued by the ICAI/Companies (Accounting Standards) Rules, 2006.
2. Fixed Assets and other assets used in the Company’s operations or liabilities contracted have not been identified to any of the reportable segments; hence it is not practicable to provide segment disclosures relating to total assets and liabilities.
3. The Company, based on business activities during this financial year has identified the above two primary segments and hence corresponding figures for previous year’s quarter, nine months ended and year end have not been furnished.

