

**CODE OF PRACTICES AND PROCEDURES FOR FAIR DISCLOSURE OF
UNPUBLISHED PRICE SENSITIVE INFORMATION FOR ADHERING TO THE
PRINCIPLES OF FAIR DISCLOSURE.**

(As envisaged under Regulation 8(1) of the SEBI (Prohibition of Insider Trading) Regulations, 2015.)

Introduction:

The Securities and Exchange Board of India (SEBI), in its endeavor to protect the interests of investors in general, has formulated the SEBI (Prohibition of Insider Trading) Regulations, 2015 under the powers conferred on it under the SEBI Act, 1992. These regulations were notified on 15th January, 2015 and shall come into force with effect from 120th day from the date of its notification i.e. w.e.f. 15th May, 2015. These regulations shall be applicable to all companies whose shares are listed on a Stock Exchange. It is mandatory in terms of the Regulations for every listed Company to formulate a Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information.

In order to comply with the mandatory requirement of the Regulations, it was necessary to formulate a specific Code of Fair Disclosure for Lovable Lingerie Limited (hereinafter referred to as "the Company") for use by its promoters, directors, officers, employees, connected persons. This document (the Code) seeks to ensure timely, fair and adequate disclosure of price sensitive information to the investor community by the Company to enable them to take informed investment decisions with regard to the Company's securities.

The Board of Directors of the Company has always thrived to conduct its business in a transparent manner with a view to protect the interest of all the stakeholders in the Company. Towards achieving this objective, the Company and the members of the Board, officers, all employees and connected persons shall adhere to the following principles of fair disclosure of Unpublished Price Sensitive Information in letter as well as spirit.

- 1 The Company shall endeavor to make prompt public disclosure of unpublished price sensitive information(s) that may impact price discovery, as soon as credible and concrete information comes into being, in order to make such information generally available.
- 2 The Company shall endeavor to make uniform and universal dissemination of unpublished price sensitive information to avoid selective disclosure.



LOVABLE LINGERIE LTD.

Regd. Office: A-46, Road No.2, Opp. IDBI Bank, M.I.D.C., Andheri (E), Mumbai - 400 093. INDIA Tel.: 022-2838 3581 Telefax : 022-2838 3582

E-mail : loveble.fashion@federalbrands.in • website : www.lovableindia.in • CIN No.: L17110MH1987PLCO44835

- 3 The Company shall designate a senior officer to act as the Chief Investor Relations Officer to deal with dissemination of information and disclosure of unpublished price sensitive information.
- 4 The Company shall endeavor to make prompt dissemination of unpublished price sensitive information that gets disclosed selectively, inadvertently or otherwise to make such information generally available.
- 5 Appropriate and timely responses shall be provided by Chief Investor Relations Officer wherever considered necessary to the queries of Stock Exchange, on news reports and requests for verification of market rumors. However, the company does not believe in clarifying every market rumors wherever they are unfounded and baseless.
- 6 The Company shall ensure that information shared with analysts and research personnel is not unpublished price sensitive information.
- 7 The Company shall endeavor to develop best practices to make transcripts or records of proceedings of meetings with analysts and other investor relations conferences and place the same on the official website of the Company to ensure official confirmation and documentation of disclosures.
- 8 The Company shall endeavor to put in place a system to ensure handling of all unpublished price sensitive information on a need-to-know basis.

The Managing Director of the Company, subject to approval of the Board, is authorized to amend modify this Code in whole or in part.

This code shall be published on the official website of the Company.

This code and every subsequent modification, alteration or amendment made thereto, shall also be intimated to the Stock Exchange where the securities of the Company are listed.

This code has been adopted in the Board Meeting of the Company held on 29th May, 2015 and is **effective from 15th May, 2015.**

Subsequent modification(s) / amendment(s) to SEBI (Prohibition of Insider Trading) Regulations, 2015 shall automatically apply to this Code.



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