

BEFORE THE ADJUDICATING OFFICER

SECURITIES AND EXCHANGE BOARD OF INDIA

Consent Order. IVD-ID3/ECIL-EZL/AO/JS/SSF/CO-02/2010

CONSENT ORDER

(Consent Application No.1947/2010)

ON THE APPLICATION SUBMITTED BY

ERA E-ZONE (INDIA) LIMITED

(FORMERLY ERA FINANCIAL SERVICES (INDIA) LIMITED)

(PAN – AAACE0280B)

1. Securities and Exchange Board of India (hereinafter referred to as '**SEBI**'), vide order dated April 23, 2009 had initiated adjudication proceedings against Era E-Zone (India) Limited (formerly Era Financial Services (India) Limited) (hereinafter referred to as the '**noticee**'), to inquire into and adjudge under Section 15A(b) of the Securities and Exchange Board of India Act, 1992 (hereinafter referred to as the '**SEBI Act**'), the violation of the provisions of Regulation 7(1A) read with 7(2) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 1997 and the violation of the provisions of Regulation 13(3) read with 13(5) of the Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 1992 alleged to have been committed by the noticee in respect of its dealings in the scrip of Era Constructions (India) Ltd.
2. I was appointed as the Adjudicating Officer for the aforesaid adjudication proceedings vide order dated April 23, 2009 under section 15 I of SEBI Act read with Rule 3 of Securities and Exchange Board of India

(Procedure for Holding Inquiry and Imposing Penalties by Adjudicating Officer) Rules, 1995.

3. The Show Cause Notice dated December 01, 2009 was served on the noticee. Pending adjudication proceedings, the noticee submitted a consent application dated March 15, 2010 (Consent application Regn. No. 1947 of 2010) and undertakings in the format prescribed by SEBI for settlement in the matter in terms of SEBI Circular No. EFD/ED/Cir-1/2007 dated April 20, 2007. Pursuant to the said application, the noticee submitted its revised consent terms vide letter dated June 21, 2010 wherein it proposed an amount of ₹ 2,00,000/- (Rupees Two Lakhs only) towards settlement charges.
4. The revised consent terms were placed before the High Powered Advisory Committee (hereinafter referred to as “**HPAC**”) on July 01, 2010 and the HPAC considered the facts and circumstances of the case, the proposed settlement terms offered by the noticee and the other material brought before the HPAC. HPAC after deliberation recommended the case for settlement on the consent terms proposed by the noticee, which has also been approved by the panel of Whole Time Members of SEBI on August 03, 2010. The same was communicated to the noticee vide SEBI’s letter dated August 11, 2010.
5. In terms of the revised proposal of the noticee for the sole purpose of settling the matter on hand and without admission or denial of guilt on the part of the noticee to the findings of fact or conclusions of law, the noticee has remitted a sum of ₹ 2,00,000/- (Rupees Two Lakhs only) favouring Securities and Exchange Board of India vide Demand Draft no. 103273 dated 16/08/2010 drawn on Axis Bank Ltd. towards the terms of consent in the matter.
6. In view of the above, it is hereby ordered that:
 - i. this consent order disposes of the adjudication proceedings initiated against the noticee under SEBI Act, 1992, and

ii. passing of this order is without prejudice to the right of SEBI to take enforcement actions including commencing / reopening of the pending proceedings against the noticee, if SEBI finds that:

a. any representations made by the noticee in the consent proceedings are subsequently discovered to be untrue.

b. noticee has breached any of the clauses / conditions of undertakings / waivers filed during the current consent proceedings.

7. In terms of Rule 6 of Securities and Exchange Board of India (Procedure for Holding Inquiry and Imposing Penalties by Adjudicating Officer) Rules, 1995, copies of this order are being sent to Era E-Zone (India) Limited (formerly Era Financial Services (India) Limited) (having its address at 153, Okhla Industrial Estate, Phase III, New Delhi – 110020) and also to the Securities and Exchange Board of India, Mumbai.

Place: Mumbai
Date: September 24, 2010

JEEVAN SONPAROTE
ADJUDICATING OFFICER