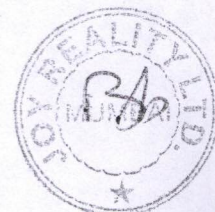


**Unaudited Financial Results for the 3 months ended on 30<sup>th</sup> September, 2010.**

(Amount in Rupees)

Particulars	3 months ended (30/09/2010)	Corresponding 3 months ended in the previous year (30/09/2009)	Year to Date figures for current Period ended (30/09/2010)	Year to Date figures for the previous year ended (30/09/2009)	Previous accounting year ended (31/03/2010)
	Audited/ Unaudited*	Audited/ Unaudited*	Audited/ Unaudited*	Audited/ Unaudited*	Audited/ Unaudited*
1. (a) Net Sales/Income from Operations	0.00	980,328.00	962,694.00	1,446,487.00	927,035.00
(b) Other Operating Income	290,893.00	0.00	581,786.00	0.00	4,676,565.00
2. Expenditure					
a. Increase/decrease in stock in trade and work in progress	0.00	0.00	0.00	0.00	0.00
b. Consumption of raw materials	0.00	0.00	0.00	0.00	0.00
c. Purchase of traded goods	0.00	0.00	0.00	0.00	0.00
d. Employees cost	112,014.00	150,463.00	239,077.00	224,618.00	465,692.00
e. Depreciation	53,123.00	53,665.00	108,428.00	107,330.00	214,283.00
f. Other expenditure	630,042.00	584,252.00	1,359,032.00	660,589.00	1,992,905.00
g. Total (Any item exceeding 10% of the total expenditure to be shown separately)	795,179.00	788,380.00	1,706,537.00	992,537.00	2,672,880.00
3. Profit from Operations before Other Income, Interest and Exceptional Items (1-2)	(504,286.00)	191,948.00	(162,057.00)	453,950.00	2,930,720.00
4. Other Income	0.00	0.00	0.00	0.00	0.00
5. Profit before Interest and Exceptional Items (3+4)	(504,286.00)	191,948.00	(162,057.00)	453,950.00	2,930,720.00
6. Interest	378.85	13,425.06	3,745.54	47,211.82	183,764.00
7. Profit after Interest but before Exceptional Items (5+6)	(504,664.85)	178,522.94	(165,802.54)	406,738.18	2,746,956.00
8. Exceptional items	0.00	0.00	0.00	0.00	0.00
9. Profit (+)/ Loss (-) from Ordinary Activities before tax (7+8)	(504,664.85)	178,522.94	(165,802.54)	406,738.18	2,746,956.00
10. Tax expense	0.00	0.00	0.00	0.00	478,175.00
11. Net Profit (+)/ Loss (-) from Ordinary Activities after tax (9-10)	(504,664.85)	178,522.94	(165,802.54)	406,738.18	2,268,781.00
12. Extraordinary Item (net of tax expense Rs. _____)	0.00	0.00	0.00	0.00	0.00
13. Net Profit(+)/ Loss(-) for the period (11-12)	(504,664.85)	178,522.94	(165,802.54)	406,738.18	2,268,781.00
14. Paid-up equity share capital (Face Value of the Share shall be indicated)	60,082,000	60,082,000	60,082,000	60,082,000	60,082,000
15. Reserve excluding	37,043,500	37,043,500	37,043,500	37,043,500	37,043,500





Revaluation Reserves as per balance sheet of previous accounting year					
16. Earnings Per Share (EPS)	(0.084)	0.03	(0.028)	0.08	0.378
a) Basic and diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (not to be annualized)					
b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized)	(0.084)	0.03	(0.028)	0.08	0.378
17. Public Shareholding	2,300,300	2,300,300	2,300,300	2,300,300	2,300,300
- No. of shares					
- Percentage of shareholding	38.28%	38.28%	38.28%	38.28%	38.28%
<b>18. Promoters and promoter group Shareholding **</b>	NIL	NIL	NIL	NIL	NIL
<b>a) Pledged/Encumbered</b>					
- Number of shares					
- 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)					
<b>b) Non-encumbered</b>					
- Number of Shares					
- 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)					

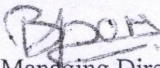
Notes:

1. The above results were taken on record by the Board of Directors at their meeting held on 30<sup>th</sup> October 2010 and are subject to Limited Review by the Auditors of the Company.
2. Depreciation is calculated at the rates prescribed in the Companies Act, 1956 under Straight Line Method.
3. Provision for Income Tax / Fringe Benefit Tax, as may be applicable and deferred Tax Liability / Assets if any, shall be calculated at the end of the year.
4. Provision for deferred tax asset / liability are calculated as required under accounting standard – 22 issued by ICAI and will be determined at the year end Audited Balance sheet.
5. Earning per share has been calculated on net profits before Deferred Tax Assets / Liability.
6. There is no outstanding investor's Complaint at the beginning of the Quarter and no investor's complaint have been received during the Quarter and there are no outstanding complaints pending to be resolved at the end of the Quarter under Review.
7. Figures of the Previous year / period have been re-arranged / regrouped, wherever necessary.

Mumbai

For Joy Reality Limited

Date: 30.10.2010

  
Managing Director



Date: 30<sup>th</sup> October, 2010

To,  
Corporate Relationship Department,  
The Bombay Stock Exchange Limited,  
Dalal Street, Mumbai 400 001

**Sub: Outcome of Board Meeting held on 30<sup>th</sup> October, 2010 i.e today.**

**Ref: Joy Reality Limited**  
**Corporate Identification Number: L65910MH1983PLC031230**  
**BSE Code No. 508929**

Dear Sir/Madam,

With reference to the captioned subject matter, we would like to inform that the Board at their Meeting held on Saturday, 30<sup>th</sup> October, 2010 at 3.30 pm, i.e today considered following matters:-


1. Approval of Un-audited financial results for the Quarter end as on 30<sup>th</sup> September, 2010

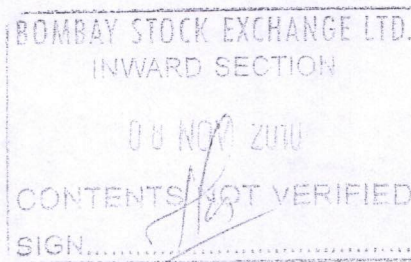
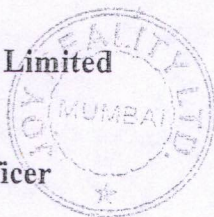
Kindly take on record and oblige.

Thanking You,

Yours Sincerely

**For Joy Reality Limited**

  
**Compliance Officer**





(FORMERLY MADHUSUDAN LEASING AND FINANCE LIMITED)

**JOY**  
REALITY LTD.

BUILDERS & DEVELOPER

Date: - 01.11.2010

To  
Corporate Relationship Department  
The Bombay Stock Exchange Limited  
Dalal Street, Mumbai - 400 001

**SUB:** - Publication of Unaudited financial results for the Quarter ended 30<sup>th</sup> September, 2010.

**Ref:** Joy Reality Ltd

**Corporate Identification Number:** L65910MH1983PLC031230

**Scrip Code:** - 508929

Dear Sir,

With reference to the captioned subject matter, we are enclosing herewith the copies of unaudited financial results of the Company for the quarter ended 30<sup>th</sup> September, 2010, which was published in the Following newspapers:

The Free Press Journal: - English Daily Newspaper  
Nav Shakti : - Marathi daily Newspaper

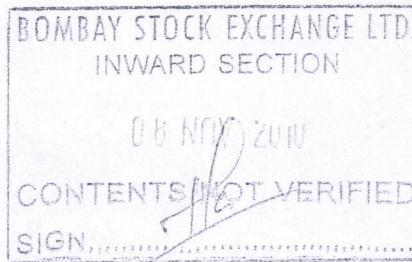
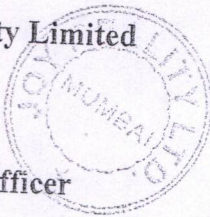
Kindly take on record and oblige.

Thanking You, .

Yours Sincerely

For Joy Reality Limited

  
Compliance Officer







(FORMERLY MADHUSUDAN LEASING AND FINANCE LIMITED)  
 Read. Office: 306, Madhva, C-4, Bandra Kurla Complex, Bandra (E), Mumbai-51.  
 Tel/Fax: 6702 1550 • Email: joyreality@yahoo.com

Unaudited Financial Results for the 3 months ended on 30th September, 2010.  
 (Amount in Rupees)

SN	Particulars	3 months ended	Corresponding	Year to Date	Year to Date	Previous
		(30/09/2010)	3 months ended	figures for	figures for the	accounting
		Unaudited*	Unaudited*	current Period	previous year	Year ended
				ended	ended	Year ended
				(30/09/2010)	(30/09/2009)	(31/03/2010)
				Unaudited*	Unaudited*	Audited
1.	(a) Net Sales / Income from Operations	0.00	980,328.00	962,694.00	1,446,487.00	927,035.00
	(b) Other operating Income	290,893.00	0.00	581,786.00	0.00	4,676,565.00
2.	Expenditure					
	a. Increase / decrease in stock in trade and work in progress	0.00	0.00	0.00	0.00	0.00
	b. Consumption of raw materials	0.00	0.00	0.00	0.00	0.00
	c. Purchase of traded goods	0.00	0.00	0.00	0.00	0.00
	d. Employees cost	112,014.00	150,463.00	239,077.00	224,618.00	465,692.00
	e. Depreciation	53,123.00	53,565.00	108,428.00	107,330.00	214,283.00
	f. Other expenditure	630,042.00	564,252.00	1,359,032.00	660,589.00	1,952,505.00
	g. Total	795,179.00	788,380.00	1,706,537.00	992,537.00	2,672,860.00
	(Any item exceeding 10% of the total expenditure to be shown separately)					
3.	Profit from Operations before Other Income, Interest and Exceptional Item (1-2)	(504,266.00)	191,948.00	(162,057.00)	453,950.00	2,930,720.00
4.	Other Income	0.00	0.00	0.00	0.00	0.00
5.	Profit before Interest and Exceptional Items (3+4)	(504,266.00)	191,948.00	(162,057.00)	453,950.00	2,930,720.00
6.	Interest	378.85	13,425.06	3,745.54	47,211.02	183,764.00
7.	Profit after interest but before Exceptional Items (5-6)	(504,644.85)	178,522.94	(165,802.54)	406,738.18	2,746,956.00
8.	Exceptional Items	0.00	0.00	0.00	0.00	0.00
9.	Profit (+) / Loss (-) from Ordinary Activities before tax (7+8)	(504,644.85)	178,522.94	(165,802.54)	406,738.18	2,746,956.00
10.	Tax expense	0.00	0.00	0.00	0.00	478,175.00
11.	Net Profit (+) / Loss (-) from Ordinary Activities after tax (9-10)	(504,644.85)	178,522.94	(165,802.54)	406,738.18	2,268,781.00
12.	Extraordinary Item (Net of tax expense Rs. )	0.00	0.00	0.00	0.00	0.00
13.	Net Profit (+)/Loss (-) for the period (11-12)	(504,644.85)	178,522.94	(165,802.54)	406,738.18	2,268,781.00
14.	Paid-up equity share capital (Face value of the Share shall be indicated)	60,082,000.00	60,082,000.00	60,082,000.00	60,082,000.00	60,082,000.00
15.	Reserve excluding Revaluation Reserve as per balance sheet of previous accounting year	37,043,500.00	37,043,500.00	37,043,500.00	37,043,500.00	37,043,500.00
16.	Earning per share (EPS)					
	a) Basic and diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (not to be annualized)	(0.084)	0.03	(0.028)	0.08	0.378
	b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized)	(0.084)	0.03	(0.028)	0.08	0.378
17.	Public shareholding					
	- No of shares	2,300,300	2,300,300	2,300,300	2,300,300	2,300,300
	- Percentage of shareholding	36.28%	36.28%	36.28%	36.28%	36.28%
18.	Promoters and Promoter group: Shareholding**	NIL	NIL	NIL	NIL	NIL
	a) Pledged / Encumbered					
	- Number of shares					
	- 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)					
	b) Non - Encumbered					
	- Number of shares					
	- 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)					

Notes:

1. The above results were taken on record by the Board of Directors at their meeting held on 30th October, 2010 and are subject to Limited Review by the Auditors of the Company. 2. Depreciation is calculated at the rates prescribed in the Companies Act, 1956 under Straight Line Method. 3. Provision for Income Tax / Fringe Benefit Tax, as may be applicable and deferred Tax Liability / Assets if any, shall be calculated at the end of the year. 4. Provision for deferred tax asset / liability are calculated as required under accounting standard - 22 issued by ICAI and will be determined at the year end Audited Balance sheet. 5. Earning per share has been calculated on net profits before Deferred Tax Assets / Liability. 6. There is no outstanding investor's Complaint at the beginning of the Quarter and no Investor's complaint have been received during the Quarter and there are no outstanding complaints pending to be resolved at the end of the Quarter under Review. 7. Figures of the Previous year / period have been re-arranged / regrouped, wherever necessary.

Mumbai  
 Date: 30.10.2010

For Joy Reality Limited  
 s/-  
 Managing Director





मुंबई, मंगळवार, २ नोव्हेंबर २०१०

SN		Unaudited Financial Results for the 3 months ended on 30th September, 2010. (Amount in Rupees)				
		3 months ended (30/09/2010)	Corresponding 3 months ended in the previous year (30/09/2009)	Year to Date figures for current Period ended (30/09/2010)	Year to Date figures for the previous year ended (30/09/2009)	Previous accounting Year ended (31/03/2010)
		Unaudited*	Unaudited*	Unaudited*	Unaudited*	Audited
1.	(a) Net Sales / Income from Operations	0.00	980,328.00	962,694.00	1,446,467.00	927,035.00
	(b) Other operating Income	290,893.00	0.00	581,766.00	0.00	4,676,565.00
2.	Expenditure					
	a. Increase / decrease in stock in trade and work in progress	0.00	0.00	0.00	0.00	0.00
	b. Consumption of raw materials	0.00	0.00	0.00	0.00	0.00
	c. Purchase of traded goods	0.00	0.00	0.00	0.00	0.00
	d. Employees cost	112,014.00	150,463.00	239,077.00	224,618.00	465,682.00
	e. Depreciation	53,123.00	53,665.00	108,426.00	107,338.00	214,263.00
	f. Other expenditure	630,042.00	564,252.00	1,355,032.00	660,589.00	1,992,905.00
	g. Total (Any item exceeding 10% of the total expenditure to be shown separately)	795,179.00	768,380.00	1,706,537.00	992,537.00	2,672,880.00
3.	Profit from Operations before Other Income, Interest and Exceptional Item (1-2)	(504,286.00)	191,948.00	(162,057.00)	453,950.00	2,930,720.00
4.	Other Income	0.00	0.00	0.00	0.00	0.00
5.	Profit before Interest and Exceptional Items (3+4)	(504,286.00)	191,948.00	(162,057.00)	453,950.00	2,930,720.00
6.	Interest	378.85	13,425.06	3,745.54	47,211.82	183,764.00
7.	Profit after interest but before Exceptional Items (5-6)	(504,664.85)	178,522.94	(165,802.54)	406,738.18	2,746,956.00
8.	Exceptional Items	0.00	0.00	0.00	0.00	0.00
9.	Profit (+) / Loss (-) from Ordinary Activities before tax (7+8)	(504,664.85)	178,522.94	(165,802.54)	406,738.18	2,746,956.00
10.	Tax expense	0.00	0.00	0.00	0.00	478,175.00
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12.	Extraordinary item (Net of tax expense Rs. )	0.00	0.00	0.00	0.00	0.00
13.	Net Profit (+)/Loss (-) for the period (11-12)	(504,664.85)	178,522.94	(165,802.54)	406,738.18	2,268,781.00
14.	Paid-up equity share capital (Face value of the Share shall be indicated)	60,082,000.00	60,082,000.00	60,082,000.00	60,082,000.00	60,082,000.00
15.	Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year	37,043,500.00	37,043,500.00	37,043,500.00	37,043,500.00	37,043,500.00
16.	Earning per share (EPS)					
	a) Basic and diluted EPS before Extraordinary items for the period, for the year to date and for the previous year (not to be annualized)	(0.084)	0.03	(0.028)	0.08	0.378
	b) Basic and diluted EPS after Extraordinary items for the period, for the year to date and for the previous year (not to be annualized)	(0.084)	0.03	(0.028)	0.00	0.378
17.	Public shareholding					
	- No of shares	2,300,300	2,300,300	2,300,300	2,300,300	2,300,300
	- Percentage of shareholding	38.28%	38.28%	38.28%	38.28%	38.28%
18.	Promoters and Promoter group: Shareholding**	NIL	NIL	NIL	NIL	NIL
	a) Pledged / Encumbered					
	- Number of shares					
	- 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)					
	b) Non - Encumbered					
	- Number of shares					
	- 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)					

Notes:

1. The above results were taken on record by the Board of Directors at their meeting held on 30th October, 2010 and are subject to Limited Review by the Auditors of the Company. 2. Depreciation is calculated at the rates prescribed in the Companies Act, 1956 under Straight Line Method. 3. Provision for Income Tax / Fringe Benefit Tax, as may be applicable and deferred Tax Liability / Assets if any, shall be calculated at the end of the year. 4. Provision for deferred tax asset / liability are calculated as required under accounting standard - 22 issued by ICAI and will be determined at the year end Audited Balance sheet. 5. Earning per share has been calculated on net profits before Deferred Tax Assets / Liability. 6. There is no outstanding investor's Complaint at the beginning of the Quarter and no investor's complaint have been received during the Quarter and there are no outstanding complaints pending to be resolved at the end of the Quarter under Review. 7. Figures of the Previous year / period have been re-arranged / regrouped, wherever necessary.

Mumbai  
Date: 30.10.2010

For Joy Reality Limited  
s/-  
Managing Director