



UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 144

NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

OCT 30 2009

Washington, DC

ATTENTION: **104** submit for filing 3 copies of this form concurrently with either placing an order with a broker to execute sale or executing a sale directly with a market maker.

OMB APPROVAL OMB Number: 3235-0101 Expires: December 31, 2009 Estimated average burden hours per response 2.00		SEC USE ONLY DOCUMENT SEQUENCE NO.	
CUSIP NUMBER		WORK LOCATION	
(a) NAME OF ISSUER (Please type or print) E-HOUSE (CHINA) HOLDINGS LTD		(b) IRS IDENT. NO. 001-33616	(c) S.E.C. FILE NO.
(d) ADDRESS OF ISSUER STREET 171F, MERCHANDISE HARVEST BUILDING (EAST), NO 333 NORTH CHENGDU ROAD, SHANGHAI, 200041 CHINA		CITY CHANGMAI	STATE ZIP CODE 001-33616
(a) NAME OF PERSON FOR WHOM ACCOUNT THE SECURITIES ARE TO BE SOLD JUN HONG INVESTMENT LTD		(b) RELATIONSHIP TO ISSUER CHAIRMAN	(c) ADDRESS STREET ROOM 1706, 171F, TWO EXCHANGE SQUARE, CENTRAL, HONG KONG
(e) TELEPHONE NO. AREA CODE 86		NUMBER 2161330700	

INSTRUCTION: The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

3 (a)	(b)	SEC USE ONLY		(c)	(d)	(e)	(f)	(g)
Title of the Class of Securities To Be Sold	Name and Address of Each Broker Through Whom the Securities are to be Offered or Each Market Maker who is Acquiring the Securities	Broker-Dealer File Number	Number of Shares or Other Units To Be Sold (See instr. 3(c))	Aggregate Market Value (See instr. 3(d))	Number of Shares or Other Units Outstanding (See instr. 3(e))	Approximate Date of Sale (See instr. 3(f)) (MO. DAY YR.)	Name of Each Securities Exchange (See instr. 3(g))	
ADS	MERRILL LYNCH PIERCE FENNER & SMITH INC		50,000 ADS	\$849,000 246.98/ADS 25 at 10/29/09	79,769,481	10/29/09	NYSE	

INSTRUCTIONS:

- (a) Name of issuer
(b) Issuer's I.R.S. Identification Number
(c) Issuer's S.E.C. file number, if any
(d) Issuer's address, including zip code
(e) Issuer's telephone number, including area code
- (a) Name of person for whose account the securities are to be sold
(b) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)
(c) Such person's address, including zip code
- (a) Title of the class of securities to be sold
(b) Name and address of each broker through whom the securities are intended to be sold
(c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
(d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to filing of this notice
(e) Number of shares or other units of the class outstanding, or if debt securities the face amount thereof outstanding, as shown by the most recent report or statement published by the issuer
(f) Approximate date on which the securities are to be sold
(g) Name of each securities exchange, if any, on which the securities are intended to be sold

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

TABLE I — SECURITIES TO BE SOLD

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired (If gift, also give date donor acquired)	Amount of Securities Acquired	Date of Payment	Nature of Payment
ADS	21 DEC 2004	FOUNDING SHARE HOLDER	E-HOUSE (CHINA) HOLDINGS LTD	24,884,500 ORDINARY SHARES	NIA	NIA

INSTRUCTIONS:

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

TABLE II — SECURITIES SOLD DURING THE PAST 3 MONTHS

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
PLS REFER TO ATTACHED LIST				

REMARKS:

INSTRUCTIONS:

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

10/29/09

DATE OF NOTICE

09/30/09

DATE OF PLAN ADOPTION OR GIVING OF INSTRUCTION, IF RELYING ON RULE 10b5-1

(SIGNATURE)

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)

NAME OF STUDENT:

SUN HENG INVESTMENT LTD

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DATE OF NOTICE : 10/29/09

Name of Seller	Title of Security Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	18-Aug-09	50,000	\$ 926,835.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	19-Aug-09	100,000	\$ 1,869,230.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	20-Aug-09	100,000	\$ 1,911,360.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	21-Aug-09	50,000	\$ 939,625.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	24-Aug-09	100,000	\$ 1,910,890.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	25-Aug-09	50,000	\$ 941,805.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	26-Aug-09	50,000	\$ 952,545.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	27-Aug-09	50,000	\$ 941,480.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	28-Aug-09	50,000	\$ 946,510.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	31-Aug-09	50,000	\$ 951,205.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	3-Sep-09	25,000	\$ 481,145.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	4-Sep-09	25,000	\$ 508,557.50
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	9-Sep-09	50,000	\$ 1,003,935.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	19-Oct-09	50,000	\$ 1,133,870.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	20-Oct-09	50,000	\$ 1,102,980.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	21-Oct-09	50,000	\$ 1,084,945.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	22-Oct-09	50,000	\$ 1,037,210.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	23-Oct-09	50,000	\$ 1,033,200.00
Jun Heng Investment Ltd	E-House (China) Holdings Ltd	26-Oct-09	25,750	528,333.3500
Total:			1,025,750	\$ 20,205,660.85

NAME OF SELLER :
SUN HING INVESTMENT LTD

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DATE OF NOTICE : 10/29/09

Name of Seller	Title of Security Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
On Chance Inc.	E-House (China) Holdings Ltd	14-Aug-09	250,000	\$ 5,533,075.00
On Chance Inc.	E-House (China) Holdings Ltd	17-Aug-09	150,000	\$ 2,801,460.00
On Chance Inc.	E-House (China) Holdings Ltd	18-Aug-09	150,000	\$ 2,773,455.00
On Chance Inc.	E-House (China) Holdings Ltd	19-Aug-09	100,000	\$ 1,873,940.00
On Chance Inc.	E-House (China) Holdings Ltd	20-Aug-09	50,000	\$ 955,830.00
On Chance Inc.	E-House (China) Holdings Ltd	21-Aug-09	50,000	\$ 939,625.00
On Chance Inc.	E-House (China) Holdings Ltd	24-Aug-09	145,312	\$ 2,750,799.75
On Chance Inc.	E-House (China) Holdings Ltd	25-Aug-09	54,688	\$ 1,030,108.64
On Chance Inc.	E-House (China) Holdings Ltd	26-Aug-09	150,000	\$ 2,844,905.00
On Chance Inc.	E-House (China) Holdings Ltd	27-Aug-09	100,000	\$ 1,892,360.00
On Chance Inc.	E-House (China) Holdings Ltd	28-Aug-09	50,000	\$ 946,510.00
On Chance Inc.	E-House (China) Holdings Ltd	31-Aug-09	50,000	\$ 951,205.00
On Chance Inc.	E-House (China) Holdings Ltd	3-Sep-09	25,000	\$ 481,145.00
On Chance Inc.	E-House (China) Holdings Ltd	4-Sep-09	25,000	\$ 508,597.50
On Chance Inc.	E-House (China) Holdings Ltd	9-Sep-09	50,000	\$ 1,003,935.00
On Chance Inc.	E-House (China) Holdings Ltd	21-Sep-09	30,000	\$ 639,804.00
On Chance Inc.	E-House (China) Holdings Ltd	22-Sep-09	50,000	\$ 1,083,835.00
On Chance Inc.	E-House (China) Holdings Ltd	23-Sep-09	20,000	\$ 432,424.00
On Chance Inc.	E-House (China) Holdings Ltd	19-Oct-09	50,000	\$ 1,133,870.00
On Chance Inc.	E-House (China) Holdings Ltd	20-Oct-09	50,000	\$ 1,102,980.00
On Chance Inc.	E-House (China) Holdings Ltd	21-Oct-09	50,000	\$ 1,084,945.00
On Chance Inc.	E-House (China) Holdings Ltd	22-Oct-09	50,000	\$ 1,037,210.00
On Chance Inc.	E-House (China) Holdings Ltd	23-Oct-09	50,000	\$ 1,033,200.00
On Chance Inc.	E-House (China) Holdings Ltd	26-Oct-09	25,750	\$ 528,333.35
		Total:	1,775,750	\$ 35,363,552.24