

Date: 29th July, 2016

To
The Manager – Listing,
Deptt. of Corporate Services
Bombay Stock Exchange Ltd.
Floor 25, P J Towers,
Dalal Street,
MUMBAI- 400001

To
National Stock Exchange of India Ltd.
“Exchange Plaza”
Bandra-Kurla Complex,
Bandra (East),
Mumbai – 400 051

Sub: Press Release

Dear Sir/Madam,

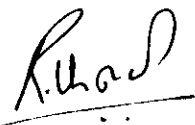
Please find enclosed the press release titled “Business Association with Grasslin GmbH Germany”.

The disclosure is made in compliance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information and record.

Thanking you

Yours faithfully,
For Advance Metering Technology Limited



Rakesh Dhody
AVP (Corporate Affairs)
& Company Secretary

Encl. As above

For immediate release

Grässlin Gmbh forays into Indian market via strategic tie-up with AMTL on energy-efficient technologies

- *To build synergies in green energy; AMTL to introduce time switches, light and temperature control solutions in India*
- *Growth in renewable energy and Smart Cities initiative to boost demand for electrical products*

New Delhi, 28 July 2016: US electrical product MNC Intermatic Inc today announced its foray into India through its subsidiary Grasslin Gmbh, forming up a strategic alliance with home grown AMTL to bring its range of products and provide light and temperature control solutions.

The partnership coincides with the government's initiatives to develop 100 smart cities at an estimated \$ 1.5 billion further following a string of initiatives undertaken by the government like UDAY with a total outlay of INR 1.4 lakh crore and AMRUT mission for economic growth and welfare.

As part of the partnership, AMTL (Advanced Metering Technology Ltd) headquartered in Noida; UP will distribute Grässlin's range of electrical switch products such as time switches, light and temperature control solutions across India. The partnership creates integrated operations that are both a promotion & distribution outlet for electrical products in India, one of the fastest-growing domestic electrical switch markets which is pegged over INR 1000 crore.

In line with the nation's need for energy conservation and energy efficiency, the market demand for time switches, light and temperature control solutions is poised to grow manifold in the next few years. This market is expected to be fuelled by several Government initiatives, including the Smart Cities mission and other programmes being actively promoted by the Ministry of Power through the Bureau of Energy Efficiency (BEE) and other entities. Both Grässlin and AMTL will work closely on various aspects pertaining to the exchange of ideas and sharing of technologies for energy-efficient electrical products across various geographies.

According to **Mr Axel Schuler – Head of Sales and Marketing, Grässlin Gmbh**, "India is an important market for us as it is witnessing high growth, given the spurt in manufacturing and industrial activities. Domestic demand for electrical products is expected to soar due to rising awareness about the supply of quality power and the increasing number of industries and manufacturing facilities in India. We are delighted to partner with AMTL for supply of our range of electrical products such as time switches, light and temperature control solutions. AMTL is undertaking commendable work in energy efficiency and we are confident about their ability to deliver in the Indian market."

Commenting on the strategic partnership, **Mr P K Ranade – Chairman and Managing Director, AMTL**, asserted, "We are upbeat about our association with Grässlin Gmbh vis-à-vis their range of green technologies and products for the Indian market. Increasing awareness among household consumers as well as industry about the need to conserve energy has resulted in widespread adoption of new technologies and products to better control, monitor and conserve energy. Grässlin Gmbh is a pioneer in time switches, light and temperature control and adoption of these products and technology would be pivotal for achieving energy efficiency in India."

The demand for time switches, light and temperature control solutions is expected to surge in the wake of the renewable energy initiatives undertaken by the Government domestically as well as its global commitment to curb emissions intensity between 33 and 35% per unit of GDP by 2030. Rapid adoption of leading technologies will help strengthen this effort by reducing overall energy usage in the electrical power sector.

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Product details

Time switch technology: Grässlin's state-of-the-art time switch technology makes life easier, safer and helps save energy efficiently in residential, office, commercial and industrial buildings. DIN rail and universal time switches offer diverse use options, both indoors and outdoors, for central switching of different rooms, vacation programs and universal switching tasks in switching stations, in machine controls or specific solutions such as swimming pool or sprinkler system controls.

Light control solutions: Grässlin's light controls offer the highest possible degree of functionality, switch separately for the desired situation in residential, office, commercial and industrial buildings as well as outdoors, simultaneously ensuring noticeably improved energy efficiency. The well-engineered solutions for light switching in staircases or entryways are also well suited for modern illuminants such as energy-saving lamps and various ballasts.

Temperature control solutions: Grässlin's room thermostats offer a variety of options for sensitively controlling residential, office, commercial and industrial buildings and simultaneously ensure that valuable energy is saved. The famoso and thermio product lines are distinguished by high functionality and intelligent performance features for controlling time and temperature tailored to needs.

About AMTL

AMTL (formerly Indo Asian Fusegear Limited) manufactures and distributes a complete range of energy meters, panel meters, APFC panels and LED-based efficient light solutions. The Company is extremely active in the field of energy efficiency and provides energy management and audit solutions as an accredited specialist agency of the Bureau of Energy Efficiency (BEE). AMTL is actively engaged in the production of renewable energy for supply to the grid from its portfolio of renewable energy assets.

About Grässlin Gmbh

Grässlin Gmbh is a pioneer and market leader in time switches, light and temperature control solutions based out of Europe. The Company sells more than 1,500 products in 50-plus countries and celebrates 60 years of innovation and ingenuity in the timer and control industry this year.

Grasslin is a wholly owned subsidiary of Intermatic, USA.

Intermatic Inc, USA a 125 year old family owned company is a market leader in the domain of lighting, time and HVAC control devices in North America with its completely integrated manufacturing facilities worldwide.

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