Excel Crop Care Limited
Beyond crop protection. Behind every farmer

ECCL/SEC/2016
1st July, 2016

The BSE Ltd.
P. J. Tower,
Dalal Street,
Mumbai 400001.

The National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra Kurla Complex,
Bandra (East), Mumbai 400051.

Sub: Advertisement to be released in Newspaper

Dear Sir/Madam,

As required by Regulation 47(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose the advertisement which we are publishing in Free Press Journal (English Newspaper) and Navshakti (Marathi Newspaper) in relation to our Annual General Meeting and remote e-voting at the Meeting.

Kindly take note of the same.

Thanking you,

Yours faithfully,
For EXCEL CROP CARE LIMITED

(Pravin D. Desai)
V.P. - Legal & Company Secretary

CORPORATE OFFICE : 13/14, Aradhana Ind. Development Corp. Near Virwani Indl. Estate, Goregaon (E), Mumbai - 400063. Ph:+91-22-4252 2200 Fax: +91-22-4252 2380
REGD. OFFICE:184-87, Swami Vivekanand Road,Jogeshwari (West), Mumbai-400 102 INDIA Ph: 91-22-6646 4200
E-mail: eccl@excelcropcare.com URL: www.excelcropcare.com CIN: L74999MH1964PLC012878

Excel Crop Care Limited
Beyond crop protection. Behind every farmer

Regd. Office: 184/87, S. V. Road, Jogeshwari (West), Mumbai – 400102.
Tel: +91 22 42522200 **Fax:** +91 22 42522380
Website: www.excelcropcare.com **Email:** pravin@excelcropcare.com / abm@excelcropcare.com
CIN: L74999MH1964PLC012878

NOTICE

Annual General Meeting

NOTICE IS HEREBY GIVEN THAT the Fifty Second Annual General Meeting (AGM) of the Company is scheduled to be held on **Thursday, the 28th July,** 2016 at Rama and Sundri Watumull Auditorium, Kishinchand Chellaram College, Dinshaw Wacha Road, Churchgate, Mumbai - 400020 **at 3.00 p.m.** to transact the business as set out in the Notice convening the AGM, which has been dispatched/e-mailed to all the Members of the Company alongwith Annual Report for the financial year 2015-16 on 30th June, 2016. The Annual Report including the Notice is also available on the Company's website **www.excelcropcare.com**

Remote E-voting Facility

Pursuant to Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014, the Company is providing Remote e-voting facility to the Members to cast their votes by electronic means on all the resolutions set out in the Notice convening the AGM. The Company is making available the e-voting platform provided by Central Depository Services Limited (CDSL) for e-voting by Members. Members are requested to follow the instructions available in the AGM Notice which can also be downloaded from the Company's website **www.excelcropcare.com**

The Company has fixed **22nd July, 2016 as the cut-off date** to record the entitlement of shareholders to cast their vote. The procedure for remote e-voting is available in the Notice of the AGM sent to the Members. The e-voting period begins on **Monday, the 25th July, 2016 (09.00 a.m. IST)** and ends on **Wednesday, the 27th July, 2016 (05.00 p.m. IST).** The remote e-voting facility shall be disabled by CDSL thereafter and remote e-voting shall not be allowed thereafter.

Eligible Members who have acquired shares after the despatch of the Annual Report have option to request for electronic/physical copy of the Annual Report by sending an email to **abm@excelcropcare.com** or **deepika.trivedi@excelcropcare.com** by mentioning their Folio/DP ID and Client ID No. Members can also download it from the website of the Company **www.excelcropcare.com.**

In case you have any queries or issues regarding e-voting, you may refer the Frequently Asked Questions ("FAQs") and e-voting manual available at **www.evotingindia.com** under help section or write an email to **helpdesk.evoting@cdslindia.com**

Any query or grievances connected with the remote e-voting may be addressed to
Mr. Arun Mahamunkar, Manager – Legal or Ms. Deepika Trivedi, Manager – Secretarial on the following address:

Excel Crop Care Limited
13/14, Aradhana Ind. Development Corp.,
Near Virwani Ind. Estate, Goregaon (East),
Mumbai - 400063
Email Id.: **abm@excelcropcare.com/deepika.trivedi@excelcropcare.com**
Tel. no.: 022 42522200

Voting at the venue of the Annual General Meeting

The Company shall provide facility for voting on the resolutions set out in the Notice convening the AGM by means of ballot or polling papers for all those Members who are present at the AGM but have not cast their votes by availing the remote e-voting facility. However, a Member who has voted on a resolution through the remote e-voting facility will not be permitted to vote again at the venue of the AGM. He shall, however, be permitted to participate in the AGM.

Results of Voting on Resolutions

Mr. Prashant Diwan, Practicing Company Secretary, has been appointed as the Scrutinizer by the Board of Directors of the Company to scrutinize the remote e-voting process and voting at the venue of the AGM in a fair and transparent manner.

The results of voting on the resolutions shall be declared as per the proceedings of the AGM and shall be placed along with the Consolidated Scrutinizer's Report on the Company's website **www.excelcropcare.com** and on the website of CDSL **www.evotingindia.com** within two days of passing the resolutions at the AGM and shall also be communicated to the BSE Limited and National Stock Exchange India Limited where the shares of the Company are listed.

For Excel Crop Care Limited
Pravin D. Desai
Vice President – Legal and Company Secretary

Place: Mumbai
Date: 3rd July, 2016.