Ref: ASCL/1605/24

AsahiSongwon

May 31, 2016

1. To,
Deputy General Manager
Department of Corporate Services
BSE Limited
25th Floor, P. J. Towers
Dalal Street
Mumbai – 400 001
Company Code: 532853

2. To,
General Manager (Listing)
National Stock Exchange of India Ltd
5th Floor, Exchange Plaza
Bandra – Kurla Complex
Bandra (East)
Mumbai – 400 051
Company Symbol: ASAHISONG

SUB: CHANGE IN THE NAME OF THE PROMOTER COMPANY

REF: REGULATION 30 OF SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015

Dear Sir/Madam,

This is to inform you that **M/s. Intercon Finance Private Limited**, our Promoter Company has changed its name to **M/s. Chelsea Marketing Private Limited**, which was approved by the Registrar of Companies, Ahmedabad, Gujarat with effect from 27th May, 2016.

The intimation letter dated 31st May, 2016 received from the Promoter Company is attached for reference and records.

However, there is no change in the Shareholding Pattern of the Promoter Company.

Kindly take the above information on your records.

Thanking you,

Yours faithfully,
For, **ASAHI SONGWON COLORS LIMITED**

MRS. PARU M. JAYKRISHNA
Chairperson and Managing Director

Encl: As above

AsahiSongwon Colors Ltd.
CIN: L24222GJ1990PLC014789
Regd. Office: **"Asahi House"**,13, Aaryans Corporate Park, Nr. Shilaj Railway Crossing, Thaltej-Shilaj Road, Thaltej, Ahmedabad-380 059, Gujarat. India
Tele : 91-79 3982 5000 • Fax : 91-79 3982 5100 • Web Site: www.asahisongwon.com

CHELSEA MARKETING PRIVATE LIMITED

(Formerly known as Intercon Finance Private Limited)

Nikhil Chambers, 36, Lal Darwaja, Ahmedabad - 380 001

CIN: U51909GJ1994PTC021321

May 31, 2016

To,
The Board of Directors
Asahi Songwon Colors Limited
"Asahi Hosue", 13, Aaryans Corporate Park
Nr. Shilaj Railway Crossing, Shilaj - Thaltej Road
Thaltej
Ahmedabad - 380 059

Sub: Change of name of the Company from Intercon Finance Private Limited to Chelsea Marketing Private Limited

Dear Sir/Madam,

This is to inform you that the name of **M/s. Intercon Finance Private Limited** has been changed to **M/s. Chelsea Marketing Private Limited**, with effect from 27th May, 2016.

A copy of "Certificate of Incorporation pursuant to change of name" issued by the Registrar of Companies, Ahmedabad, Gujarat is enclosed herewith for your records.

Please note that there is no change in the number of shares held in your Company.

This may be taken on record and future correspondence be made to **M/s. Chelsea Marketing Private Limited.**

Thanking you,

Yours faithfully,
For, CHELSEA MARKETING PRIVATE LIMITED
(Formerly known as Intercon Finance Private Limited)

DIRECTOR

Encl: As above

सत्यमेव जयते

GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS

Office of the Registrar of Companies

RoC Bhavan, Opp Rupal Park Society Behind Ankur Bus Stop, Ahmedabad, Gujarat, India, 380013

Certificate of Incorporation pursuant to change of name

[Pursuant to rule 29 of the Companies (Incorporation) Rules, 2014]

Corporate Identification Number (CIN): U51909GJ1994PTC021321

I hereby certify that the name of the company has been changed from INTERCON FINANCE PRIVATE LIMITED to CHELSEA MARKETING PRIVATE LIMITED with effect from the date of this certificate and that the company is limited by shares.

Company was originally incorporated with the name INTERCON FINANCE PRIVATE LIMITED.

Given under my hand at Ahmedabad this Twenty seventh day of May two thousand sixteen.

Ministry of Corporate Affairs - Govt of India

Rathod Kamleshkumar Gangjibhai
Deputy RoC
Registrar of Companies
RoC - Ahmedabad

Mailing Address as per record available in Registrar of Companies office:

CHELSEA MARKETING PRIVATE LIMITED

Nikhil Chambers, 36 LALDARWAJA, AHMEDABAD, Gujarat, India, 380001