



ATUL LIMITED

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SEC:A:1

February 1, 2011

The Company Secretary
Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai 400 001.

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The Manager
Listing Department
National Stock Exchange of India Limited
"Exchange Plaza" C-1, Block G,
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**FAX No. (022) 26598237 / 26598238
26598120**

Dear Sir,

Sub.: Press Release dated February 1, 2011

Pursuant to Clause 36(7) of the Listing Agreement, we are enclosing a copy of Press Release which is self explanatory.

Kindly take note of the same.

Thank you,

Yours faithfully,
FOR ATUL LIMITED

J N Desai
Manager,
Secretarial & Legal

Encl. : as above.



A MEMBER OF LALBHAI GROUP

Atul Limited is incorporated in India. Registered office: Ashoka Chambers, Rasala Marg, Ahmedabad 380 006. Gujarat

Press release

Feb 1, 2011

Atul and MDohmen collaborate to offer a complete solution to valued customers

A part of US\$1.5 billion Lalbhai Group, one of the oldest business houses of India, Atul Limited (Atul) is engaged in the manufacture and marketing of chemicals, with current sales of US\$350 million, serving diversified industries such as aerospace, agriculture, construction, flavours & fragrance, paint & coatings, paper, pharmaceuticals and textile. In 1952, Atul became the first Indian company to have manufactured synthetic dyestuffs on a large-scale, and its current range comprises **cellulosic** dyes such as vat dyes, sulphur dyes and reactive dyes for cotton textile and paper, and has current sales of US\$75 million. Atul Colors has an excellent reputation for the highest order of quality of its products in the international markets.

M Dohmen SA (MD) is acknowledged as an innovative **synthetic** dyes company, providing integrated solutions especially for automotive and polyamide / wool applications apart from its recent foray into other industrial dye applications such as paper, wood and plastic. It has a turnover of around US\$75 million and is headquartered in Switzerland with manufacturing facilities in Germany, South Korea, and Switzerland and having subsidiary companies in major textile markets of China, Germany, Italy, South Korea, Turkey and the USA. MD is a global market leader and is strong in the automotive supply chain where it is considered as an integral partner for development of automotive interior textiles.

MD has now become a 50:50 JV between M Dohmen GmbH & Co KG and Atul. Thus MD is now strong in both **cellulosic** and **synthetic** dyes and will offer a complete range of dyes and hence can provide a total solution to the customers. While Atul will offer to its customers in India and certain other markets not reached by MD currently the entire range of MD products comprising automotive, wool, polyamide and other dyes and textile chemicals, MD will be able to service its customers with the vat, sulphur, reactive and other dyes of Atul Colors. This partnership also brings a significant increase in synthesis and research capacity to the fore and is expected to substantially strengthen the competitive advantage of the company and significantly enhance its customer focus, relationships and servicing.

