Crompton Greaves Limited
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Corporate Identity Number: L99999MH1937PLC002641

Smart solutions.
Strong relationships.

Our Ref : COSEC/11/2015

April 21, 2015

BY EMAIL

The Corporate Relationship Department
Stock Exchange, Mumbai
1st Floor, New Trading Ring
Rotunda Building
PhirozeJeejeebhoy Towers
Dalal Street
Mumbai 400 001

The Assistant Manager – Listing
National Stock Exchange of India
Exchange Plaza, Bandra-Kurla Complex
Bandra (East)
Mumbai 400 051

Dear Sir,

Press Release – "CG No.1 trusted brand in engineering"

Enclosed is a press release dated 21st April, 2015 *on* ***"CG No.1 trusted brand in engineering".***

We would appreciate if you could please take the above on record.

Thanking you

Yours faithfully
for Crompton Greaves Limited

MINAL BHOSALE
Company Secretary

AVANTHA
GROUP COMPANY

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GROUP COMPANY

Smart solutions.
Strong relationships

For immediate publication **Press Release**

CG No.1 trusted brand in engineering

- **Reaffirms CG's position as the preferred choice of customers**
- **Only engineering company to feature in the top 1000 list**
- **Top 1000 brands listed from over 19,000 unique brands**

Mumbai, April 21, 2015: Avantha Group Company CG has been announced as the most trusted No. 1 brand in India in the 'Engineering' category, based on the Trust Research Advisory's Brand Trust Report, India Study 2015. Trust Research Advisory is a Brand Intelligence and Data Insights company dedicated to understand and analyse stakeholder behaviour.

The study is based on research carried out across 16 Indian cities, with over 13,000 hours of fieldwork and interactions with 2373 consumer influencers. Over 5 million data points were covered, with the top 1000 brands listed from over 19,000 unique brands. CG was the only engineering company to make it to the top 1000 list. The report measured and understood consumers' trust attitude, with brand insights quantified by measuring variables that influence consumer preference.

A 78 year old legacy, CG is committed to helping its customers by enabling them to use electrical power efficiently, increase industrial productivity, but in a sustainable manner. We are continuously investing in our capabilities to give our customers smart and robust systems that add value to their operations. Innovation, Technology and Quality are the cornerstones of our products, solutions and services and we have remained an industry frontrunner for being able to evolve with changing times.

Sachin Bhosle, Research Head, Trust Research Advisory said, "Crompton Greaves has been listed as India's Most Trusted Engineering brand according to the 'Brand Trust Report - India Study 2015'. The over seventy year long association that the brand has with the Indian audiences has remained strong, despite several newer brands coming into the market, they are unable to shake the standing of this engineering behemoth."

Commenting on this development, **Avantha Group Company CG's CEO & Managing Director, Laurent Demortier, said:** "We are honoured with the continued trust our customers have shown in us. This recognition, of featuring as the topmost brand in engineering in India, reaffirms our position as the preferred choice of customers and our commitment to provide best-in-class globally benchmarked

solutions to our customers that add value to their operations. We are focused on leveraging India's value differential in cost effective manufacturing and diverse talent pool to offer innovative and energy efficient solutions to our customers worldwide".

About CG

Avantha Group Company CG is a global pioneering leader in the management and application of electrical energy. With more than 15,000 employees across its operations in around 85 countries, CG provides electrical products, systems and services for utilities, power generation, industries, and consumers. The company is organised into four business groups: Power, Industrial, Automation, and Consumer.

For more information on CG, please visit: www.cgglobal.com

About Avantha

The Avantha Group's entities in diversified sectors include Crompton Greaves (power transmission and distribution equipment and services), BILT (paper and pulp), The Global Green Company Limited (food processing), Biltech Building Elements Limited (infrastructure), Avantha Power (energy), Avantha Business Solutions Limited (IT and ITES), Jg Glass (glass containers).

With a global footprint, the Group operates in 90 countries with more than 25,000 employees worldwide.

For more information on Avantha, please visit: www.avanthagroup.com

For further information, please contact:

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