

Camlin Limited

Camlin

Corporate Office : 48/2, Hilton House, Central Road,
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4th February, 2011

To,

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

Dear Sir,

This has reference to the clarification sought by you with regard to the News Report that appeared in the Business Standard on 4th February 2011 regarding our MOU with Zebra Co Ltd., of Japan. We would like to clarify that the arrangement with Zebra (Japan) is a part of our regular business. This MOU will add Zebra pens made in Japan to our product offerings which is of writing instruments. We are not diversifying into any other area, but is improving upon our Product Offerings which is an on going exercise, which is not a significant disclosure affecting our price sensitivity.

We have launched this product on 24th January, 2011. we are enclosing a brief note on the same.

Thanking You

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For Camlin Limited



Ravindra Damle
Company Secretary

Encl :as Above

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Camlin Ltd and Zebra Co. Ltd, Japan tie up for Exclusive Distribution of Zebra Products in India.

Camlin Limited is one of India's leading Stationery companies for over 79 years with strong brand equity, with a wide product range and large distribution network making Camlin and Camel a household name in school and education stationery products.

Zebra Company Ltd, with \$300 m annual sales company was established in Japan in 1897 and is today one of the leading writing instruments company in Japan. Zebra manufactures and sells ball point pens, gel pens, roller ball pens, mechanical pencils, markers, highlighters and other similar writing instruments. Zebra also sells and exports its products to U.S.A., South America, Southeast Asia, Europe, China and Middle East. Zebra products have been known for good quality and continuously innovative to bring new writing instruments products to the market.

The Indian writing instrument market is close to \$1 B in size and estimated to be growing at an annual rate of 8-10%. The growth is being felt both in urban and rural. While at the lower end of the market there is still a huge opportunity with increasing education and literacy, at the upper end of the market people are ready to upgrade. The pen market that forms the bulk of the writing instruments market is extremely competitive with many players. In such a dynamic and growing market both the companies wanted to have an attractive share of the pie. Camlin being a well known Indian stationery company would like to spread its presence into pens category whereas Zebra would be keen to make their presence stronger in the large and growing Indian market.

With this in mind Camlin Limited and Zebra Company Ltd decided to join together to bring Zebra products into India. Initially the products would be imported from Zebra factories and Camlin would be marketing and distributing Zebra Products through its extensive distribution network in India. Subsequently both the companies could jointly explore setting up manufacturing facilities in India.

