

ND/SY/7508

April 25, 2018

Bombay Stock Exchange Limited
P J Towers, Dalal Street, Fort
Mumbai-400001
Scrip Code: 533309

National Stock Exchange of India Limited
"Exchange Plaza", Plot No. C-1, Block G
Bandra – Kurla Complex, Bandra (East),
Mumbai – 400 051
Symbol: DALMIABHA

Dear Sirs/Madam,

Sub: Media /Press release

Please find enclosed press release by the Company titled **"Dalmia Bharat Limited, Ministry of Tourism and Archaeological Survey of India sign MoU to take up the Red Fort, Delhi and Gandikota Fort, Kadapa"**

You are requested to take the same on record.

Thanking you,

Yours faithfully,

For Dalmia Bharat Limited



Dr. Sanjeev Gemawat
Company Secretary

Dalmia Bharat Limited

11th & 12th Floors, Hansalaya Building, 15, Barakhamba Road, New Delhi-110 001, India
t 91 11 23465100 f 91 11 2331 3303 w www.dalmiabharat.com CIN : L40109TN2006PLC058818
Registered Office: Dalmiapuram, Dist. Tiruchirapalli, Tamil Nadu- 621 651, India
A **Dalmia Bharat Group** company, www.dalmiabharat.com

Press Release

Dalmia Bharat Limited, Ministry of Tourism and Archaeological Survey of India sign MoU to take up the Red Fort, Delhi and Gandikota Fort, Kadapa

Becomes the first corporate to sign a MOU under the Government's "Adopt a Heritage" project

New Delhi, April 24, 2018: Dalmia Bharat Limited today signed a Memorandum of Understanding (MoU) with Ministry of Tourism for adoption of Red Fort monument under the "Adopt a Heritage" project. With an estimate over Rs. 5 crores per year, Dalmia Bharat Limited joins 'Monument Mitras' from other various private sector companies to look after the operations and the maintenance of this heritage site for the next five years.

The MoU was signed in the presence of Chief guest Shri. K. J. Alphons, Hon'able Minister of State for Tourism (Independent Charge) and other senior officials of Ministry of Tourism, Ministry of Culture and Archaeological Survey of India(ASI).

Talking about the signing of MoU, **Mr. Puneet Dalmia, Managing Director, Dalmia Bharat Group** said, "We are very honoured to have adopted one of the India's top heritage sites. At Dalmia Bharat, we take pride in Indian culture and practise it at the workplace. For us, it is an extension of what we believe in. Adopting a Heritage Project is a unique endeavour by Ministry of Tourism which envisions in developing monuments, heritage and tourist sites across India to enhance their tourism potential and cultural importance. We look forward to adding value to India's heritage sites in every possible manner."

On the occasion, **Mr Sundeep Kumar, Executive Director, Dalmia Bharat** said, "We are grateful to the Ministry of Tourism for trusting us and giving us this opportunity. With our dedicated efforts we will endeavour to make Red Fort a world-class monument in terms of amenities and experience. Such initiatives will enhance the tourist experience, resulting in more footfall from both domestic and foreign tourists. With our efforts we will make Indian heritage sites a symbol of pride for all of us."

The first of its kind adoption enables Dalmia Bharat to construct, landscape, illuminate and maintain activities related to provision and development of tourist amenities. This includes various basic and advanced amenities such as public conveniences, clean drinking water, cleanliness of the monument, accessibility for all, signage, cloakroom facilities, illumination and night viewing, surveillance system, tourist facilitation cum interpretation centre among others.

In addition to this, Dalmia Bharat will also introduce other key amenities for the visitors like App based Multi lingual Audio-Guide, Digital Interactive Kiosk, Digital (LED) screening, free W-Fi and cafeteria along with souvenir shop which will help in promoting local art and craftsmanship. Keeping in mind easy accessibility to the differently-abled visitors, there will be construction of ramps & differently-abled friendly toilets. Facilities like wheelchair availability, Battery-operated vehicles, braille signages are some of the key addition which will make Red Fort a barrier free monument. Use of advanced surveillance system like PTZ based CCTV cameras will also be installed as permissible guidelines as per ASI. Dalmia Bharat will also assist in controlling the advanced tourist flow management system linked with carrying capacity of the monuments including Light and Sound Shows with regular cultural shows and facilitation of night visits to the monuments.

The Adopt a Heritage Scheme' (Apni Dhरोhar Apni Pehchan Project) was launched by President of India on World Tourism Day (27th September 2017). Under it, Private, Public Sector Companies and Corporate individuals are invited to adopt heritage sites and to take up responsibility for making them and promote sustainable tourism through conservation and development under their Corporate Social Responsibility activities.

About Dalmia Bharat Group

Dalmia Bharat Group (www.dalmiabharat.com) is a leading national player in India's core manufacturing sector since 1939. With a turnover of over ₹ 10,000 crore it has a leadership position in Cement, Sugar, Refractories. A leader in specialty cements and the country's largest producer of slag cement, Dalmia Bharat is the world's greenest cement company. And a leader in Sustainability best practices set to global benchmarks. In generic sugar, the group caters to several marquee brands. It has an enduring and growing customer base in refractories.

Media Contact**Dalmia Bharat Group**

Rashika Kaul

kaul.rashika@dalmiacement.com

M: +91 9873411525

Alphabet Consulting

Anuradha Singh/ Shailja Singh

Email: anuradhas@alphabetconsulting.com ;

shailjas@alphabetconsulting.com

M: +97113 06191/ 99209 31022