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OUR COMMITMENT TO SUSTAINABILITY

DEEPAK NITRITE LIMITED

DNL/140/ 214/2013
Date: 24th October, 2013

Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza
Bandra Kurla Complex
Bandra (East)
MUMBAI – 400 051

Re: Stock Symbol: DEEPAKNTR

Dear Sirs,

We would like to inform you that in order to intensify focus on individual businesses to drive accelerated growth in top and bottom line, the Company has reorganized its operations into Strategic Business Units viz. (a) Bulk Speciality Chemicals (b) Fine Chemicals and (c) Fluorescent & Whitening Agents.

Each of these Strategic Business Units ("SBUs) will be headed by a President and will be responsible for the overall operational and financial performance of respective SBUs.

In this connection we enclose herewith a Press Release issued by the Company. You are requested to suitably notify the said information on your website for information of shareholders of the Company, investors and all other concerned.

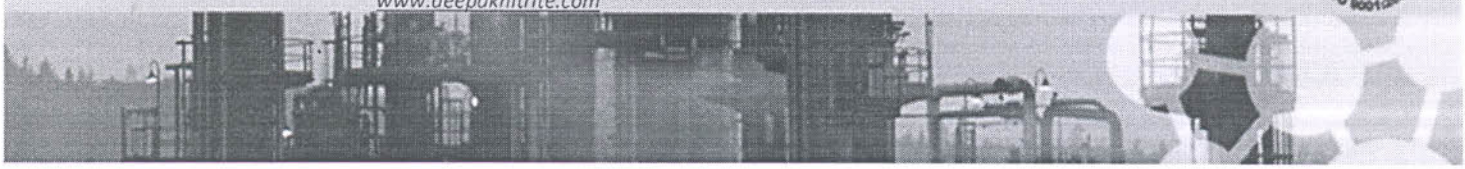
Thanking you,

Yours faithfully,

For DEEPAK NITRITE LIMITED

SANJAY UPADHYAY
Chief Financial Officer &
Company Secretary

Encl.: as above



Deepak Nitrite strengthens the foundation for Sustained Growth

Creates SBUs, Augments Leadership Team

Vadodara, October 24, 2013: Deepak Nitrite Ltd. (DNL), a leading manufacturer of Bulk Specialty Chemicals, Fine Chemicals & Fluorescent Whitening Agents (FWA) and preferred business partner of global chemical companies, has announced a strategy where it has organised its operations into Strategic Business Units to intensify focus on individual businesses to drive accelerated growth in top and bottom line.

DNL's business segments of Organic Intermediates, Inorganic Intermediates and Fine & Specialty Chemicals have been reorganised into 3 SBUs, viz. (i) Bulk Specialty Chemicals, (ii) Fine Chemicals and (iii) Fluorescent Whitening Agent. This will enable the company to categorise products which are synergistic in nature within common business units that are reflective of the nature of product, supply economics and customer end use applications.

DNL will undertake activities of quality management, procurement & logistics, inventory management, technical upgradation, sales & marketing in a focussed manner for each SBU enabling the company to optimize its overall operations. Each SBU will be headed by a President (SBU Head) who will be responsible for the overall operational and financial performance. In line with this strategy, DNL is pleased to announce the appointment of:

- Mr. Ajay Patwardhan as President – Fluorescent & Whitening Agents (FWA). Mr. Patwardhan enjoys professional experience of over 22 years in domestic as well as international markets with reputed organisations such as Nippon Denro Ispat Ltd., GE Plastics India Ltd., E.I. Dupont Ltd. and DSM India. Mr. Patwardhan has earned a Bachelor's in Civil Engineering and has also completed his MBA in Marketing.
- Mr. Ajit Bagade as President – Bulk Specialties Chemical (BSC). Mr. Bagade has a rich experience of over 22 years with Reliance Industries Ltd. and Cadila Pharmaceuticals Ltd. Mr. Bagade has completed his Masters in Chemical Engineering from IIT, Bombay and has completed his MBA from NMIMS, Mumbai.
- Appointment of President for Fine Chemicals segment is under progress.

DNL has increased its revenue four-fold over the last decade and aims to double it in the next three to four years.

DEEPAK NITRITE LIMITED

Registered Office: 9/10, Kunj Society, Alkapuri, Vadodara – 390 007
Investor Relation Contact: investor@deepaknitrite.com

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About Deepak Nitrite Limited

Deepak Nitrite Limited [NSE - DEEPAKNITR, BSE - 506401] is a leading manufacturer of Bulk Specialty Chemicals, Fine Chemicals & Fluorescent Whitening Agents (FWA) and is the partner of choice for several global chemical majors. Headquartered at Vadodara, Gujarat, DNL is a multi-division and multi-product company with manufacturing facilities at Nandesari & Dahej in Gujarat, Roha and Taloja in Maharashtra, and at Hyderabad in Andhra Pradesh.

The end user industries for DNL range from agro-chemicals, dyestuffs, pigments, inks, whiteners, pharmaceuticals to fuel additives, textiles, paper, detergent and solar industry. DNL prioritises R&D activities and invests around 1% of its annual revenues in this area. It has a government approved central R&D facility which has a sophisticated analytical laboratory, state-of-the-art equipment and advanced facilities.

Safe Harbour

Some of the statements in this document that are not historical facts are forward-looking statements. These forward-looking statements include our financial and growth projections as well as statements concerning our plans, strategies, intentions and beliefs concerning our business and the markets in which we operate. These statements are based on information currently available to us, and we assume no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual events to differ materially from these forward-looking statements. These risks include, but are not limited to, the level of market demand for our services, the highly-competitive market for the types of services that we offer, market conditions that could cause our customers to reduce their spending for our services, our ability to create, acquire and build new businesses and to grow our existing businesses, our ability to attract and retain qualified personnel, currency fluctuations and market conditions in India and elsewhere around the world, and other risks not specifically mentioned herein but those that are common to industry.

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