

10.10. 2011

TO

1. National Stock Exchange of India Limited
5th Floor, Exchange Plaza
Bandra Kurla Complex, Bandra East
Mumbai
2. Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai
3. Delhi Stock Exchange Limited
DSE house, 3/1, Asaf Ali Road
New Delhi

**Subject: Press Release regarding Appointment of S. Sridhar as Chief
Executive officer of Escorts Limited- Agri Machinery Group**

Dear Sir

Please find enclosed herewith a Press Release regarding Appointment of S. Sridhar as Chief Executive Officer of Escorts Limited- Agri Machinery Group released to the newspapers today.

Kindly take the same on record.

Thanking you

Yours Faithfully

For Escorts Limited



Saurabh Jain

Senior Manager

Corporate Secretariat & Law



PRESS RELEASE

**ESCORTS LIMITED APPOINTS S. SRIDHAR AS
CHIEF EXECUTIVE OFFICER OF AGRI MACHINERY GROUP**

New Delhi, October 10, 2011: Escorts Limited today announced the appointment of S. Sridhar as the Chief Executive Officer of Agri Machinery Business. S. Sridhar brings to the Agri Machinery Group 26 years of experience in Engineering, Automotive Industry and Manufacturing. An Agriculture Engineer, Sridhar's domain experience will be important for driving the Group's strategic thrust in expansion of markets, diversification of product portfolio and creation and leadership in new categories. Mr. Rohtash Mal will be superannuating early next year.

Announcing the appointment, Mr. Rajan Nanda, Chairman of Escorts Limited said, "The coming years will see significant focus on agriculture and farm mechanization in the country. In the immediate future, the Agri Machinery Business will re-gear itself to take advantage of fundamental changes that will see a new category of farmers and farm practices changing agriculture in India. Sridhar's rich experience in driving change in his previous organizations, entrepreneurial and business skills will be important at a transformational time for the Agri Machinery Group. I am confident that Sridhar has the vision and leadership qualities, backed with experience to take the Agri Machinery Group to the next level."

In his previous assignment, Mr Sridhar was the President of Motorcycle Business at Bajaj Auto Limited with additional responsibility of product planning. Mr. Sridhar has a firm grounding in frontline sales and marketing. He has core experience in the automotive domain, having worked a decade each in TVS and Bajaj Auto and received firm grounding in frontline sales and sales promotions with M&M for his first six years.

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