

14th February, 2013

To,

Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001.
Script code : 532787

National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai-400 051
Script code : ESSDEE

Dear Sir,

Sub: Company Update

Please find below a note on the updates on the Company :

As you are aware we have opened an office in Singapore, our first step towards global expansion. Our recent experience after opening an offshore office has given us new sights.

These are

- 1) The opportunity for packaging is huge globally and not limited to India.
- 2) The industry is changing rapidly, we are seeing consolidation in the industry which is being driven by customer needs.
- 3) Customers are the same corporate entity with different country operations. Unlike the past where they placed orders on a product-country basis, they are consolidating purchase decisions. They are behaving as a single buyer across countries. Hence, they want suppliers to be global as well. They want partners with them not only in a product or country but for global solution through a product's life cycle.
- 4) Line between big pharma a generic is blurring – needing new packaging solutions which are global and not country specific. To become a meaningful player in the global landscape, we are exploring new strategic options for the company including joint ventures, partnerships as well as technology upgradation.

ESS DEE ALUMINIUM LIMITED

ESS DEE HOUSE, Akurli Road, Kandivali (East), Mumbai - 400 101. INDIA
Tel. : +91-22-6690 8200 • Fax : +91-22-6690 8395 / 96 • Web : www.essdee.in

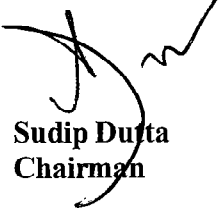
Registered Office : 1, Sagore Dutta Ghat Road, Kamarhati, Kolkata - 700 058. West Bengal

We think we are well positioned in the current industry environment and our strategic initiatives will yield results in the coming months and will create long term value for all our stakeholders.

This is for your information and record.

Thanking You,

Yours faithfully
For **Ess Dee Aluminium Limited**



Sudip Dutta
Chairman

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