



13th September, 2012

Bombay Stock Exchange Limited
Department of Corporate Services
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The Secretary
National Stock Exchange of India Ltd.
Exchange Plaza
Bandra-Kurla Complex, Bandra (East)
Mumbai - 400 051
Fax: 022-26598237/8238
Email: cmlist@nse.co.in

Dear Sir,

Sub: Agreement entered with Omikenshi Company Limited, Japan to jointly develop New International Markets for Rayon Products

Kindly note that the Company has entered into an Agreement with Omikenshi Company Limited, Japan to jointly develop New International Markets for Viscose Staple Fibre (Rayon) Products.

We are enclosing herewith, for your records and reference, a copy of Press Release of date issued on the above subject matter.

Thanking you,
Yours faithfully,

Ashok Malu
Company Secretary

encl: as above

Luxembourg Stock Exchange
Market & Surveillance Dept.,
P.O. Box 165, L-2011 Luxembourg,
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BY AIR MAIL

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New York, NY – 10013
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Grasim to tap new international markets with Japan's Omikenshi

Mumbai, India, September 13, 2012 – Aditya Birla Group's Grasim Industries Limited and Omikenshi Co. Ltd., today announced that they have entered into an agreement to jointly develop new international markets for several functional rayon products. Under the terms of the agreement signed, Omikenshi and Grasim will develop the technology together and manage the increased production anticipated as the Companies enter new markets.

"Synergies between Grasim and Omikenshi will be leveraged for delivering enhanced value to our customers. We look forward to building a strong long term relationship with Omikenshi", said Mr. K. K. Maheshwari, Managing Director of Grasim Industries and Head of Pulp & Fiber business of Aditya Birla Group.

"We are pleased to be collaborating with Grasim," said Makoto Otomura, president of Omikenshi. "We believe that the combination of Grasim's considerable production capacity and Omikenshi's functional rayon technology will open markets for both companies".

In addition to specific products at the core of the agreement, the two companies will also explore future collaboration through a joint Research and Development Program.

About Grasim Industries Limited

Grasim Industries Limited is a flagship company of Aditya Birla Group, a US\$ 40 billion global corporation with operations spanning 36 countries. Incorporated in 1947, its products include viscose staple fiber, grey cement, white cement, chemicals and textiles. Grasim is a publicly traded company listed on the Bombay Stock Exchange and National Stock Exchange of India while its GDRs are listed on the Luxembourg Stock Exchange. Grasim achieved a consolidated turnover of US\$ 5.3 billion in FY 2011-12.

About Omikenshi Co., Ltd.

Omikenshi Co., Ltd. is a Japanese company with its principal offices in Osaka and Tokyo. Omikenshi was founded in 1917 and operates three major divisions: rayon viscose fiber including textiles, real estate development and retail consumer goods. Omikenshi is a publicly traded company listed on the Tokyo Stock Exchange and the Osaka Stock Exchange.


