Dt: 07.10.2013

To,

1) The Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, 05th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra East,
Mumbai - 400051
Fax: 022 26598237 / 38

2) The Corporate Relationship Department,
The Bombay Stock Exchange Limited,
01st Floor, New Trading Ring,
Rotunda Building, P.L.Towers,
Dalal Street, Mumbai - 400001
Fax: 022 22723121 / 3719 / 2039

Dear Sir / Madam,

Sub: HIL's foray in plastic (cPVC&uPVC) plumbing products business - Commissioning of state of art cPVC and uPVC Pipes and Fittings manufacturing unit today i.e., 07th October'2013, at Faridabad, Haryana.

HIL Limited, a C.K.Birla Group Company, is currently engaged in the business of manufacturing of various building products under the brand name of "**CHARMINAR**" & "**AEROCON**". In tandem with our motto- ***"Upgrading India's life spaces",*** and adding to our arsenal of building materials we are now venturing into plastic business, with **cPVC and uPVC plumbing products**.

Constant innovation and abundant applications of plastics is changing the face of the building products Industry. Looking at the exponential growth of the Plastic plumbing products market and with intent to leverage the Company's pan India manufacturing, distribution and selling facilities, HIL forays into this segment by commissioning today i.e., 7th October'2013, its state of art cPVC and uPVC Pipes and Fittings manufacturing unit at Faridabad, Haryana with an initial capacity of 6000 MT, under the brand name of **"AEROCON Pipes and Fittings"**.

This is for your information and record.

Thanking you

Yours faithfully
For HIL LIMITED

HIL LIMITED SANATHNAGAR HYDERABAD-500 018.

P. Rajesh Kumar Jain
Company Secretary.