KESORAM
www.kesocorp.com

December 4, 2018

The Secretary
BSE Limited
Floor 25, P.J. Towers
Dalal Street
Mumbai 400 001

The Secretary
National Stock Exchange of India Limited
Exchange Plaza
Bandra-Kurla Complex
Bandra (E)
Mumbai 400 051

The Secretary
The Calcutta Stock Exchange Ltd.
7, Lyons Range
Kolkata - 700 001

Dear Sirs,

Sub: Press Release

We are enclosing herewith a copy of Press Release on the Proposed Demerger of the Tyre Business of the Company, for your information and record.

Thanking you,
Yours faithfully,
For KESORAM INDUSTRIES LIMITED

Gautam Ganguli
Company Secretary

Encl:-

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Kesoram Industries Limited
Registered & Corporate Office
9/1 R.N. Mukherjee Road, Kolkata - 700 001
CIN - L17119WB1919PLC003429

BIRLA GROUP OF COMPANIES

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Press Release

Kesoram Industries Limited, ("Kesoram") a flagship company of the B.K. Birla Group of Companies, decided at a Board Meeting held today to spin off its Tyre Business ("Birla Tyres") by demerging this Undertaking as per the "demerger" provisions in the Income Tax Act,1961 into a Resulting Company, Birla Tyres Limited ("BTL"). Upon grant of the requisite approvals, BTL will also become a listed company with its shareholding pattern mirroring Kesoram.

The Appointed Date for such Demerger will be commencement of business 1st January 2019.

The demerger proposed is part of an ongoing exercise undertaken by Kesoram over the past few months in further realigning and recalibrating operations. The objective has been to transform each business into entities that are market driven in their approach.

For BTL, especially, the proposition and its implementation will open new growth vistas as it looks at opportunities with renewed vigour. The process is expected to act as a stimulant for further investments into BTL. Resultantly, BTL will be benefitted through the

- revitalising of its existing product portfolio range by extension of reach into a much wider spectrum of tyre segments and markets; and
- leveraging of the positive brand image of Birla Tyres and the enormous brand equity of the "Birla" name to take on a rapidly growing yet discerning tyre market.

With the proposed spin-off , Kesoram's focus on the both its Businesses viz. Cement and Tyre will get even further sharpened and pave the way for their robust growth.

4th December 2018

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