

February 04, 2016

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Dear Sirs

We refer to your Mail dated 2nd March, 2016.

We apologise for the delayed response as the background behind the contents of the impugned Report in The Financial Express ("FE") of 24th February, 2016 were unclear to us. The Company never organised or sponsored any event in relation to Ready Mix Concrete that the FE Report referred to and we were therefore unaware of what the impugned Report was alluding to.

For your information, Ready Mix Concrete ("RMC") is merely a product line that Birla Shakti Cement already has. Supplies of Birla Shakti Cement RMC to the market are entirely outsourced. The Company has no capital investment in any RMC plant.

All that seems to have happened is a franchisee of Birla Shakti Cement, who also happens to be a franchisee for competing brands, opened a RMC plant with his own capital, Representatives of Birla Shakti Cement merely attended the inauguration. As far as Birla Shakti Cement is concerned, this was an event in the ordinary course of business and cannot constitute price sensitive information.

Thank you

Yours faithfully
Kesoram Industries Limited


Gautam Ganguli
Company Secretary