ADITYA BIRLA

GRASIM

Ref. No. GIL/CFD/SEC/18/100/SE **20th September 2017**

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001.

National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor
Plot No. C/1, G-Block, Bandra-Kurla Complex,
Bandra (East), Mumbai – 400 051

Dear Sirs,

Sub: Press Release

Attached is the press release 'Grasim Industries - Birla Spunshades gets USDA Biobased Certification' for your information. The same will be released to the media today and will also be displayed on social digital platforms.

Thank you.

Yours faithfully,
For **Grasim Industries Limited**

Hutokshi Wadia
President & Company Secretary

CC: **Luxembourg Stock Exchange**
Market & Surveillance Dept.,
P.O. Box 165, L-2011 Luxembourg,
Grand Duchy of Luxembourg, EUROPE

Citi Bank N.A.
Depositary Receipt Services
388 Greenwich Street, 14th Floor
New York, NY 10013\

Citi Bank N.A.
Custodial Services
FIFC, 11th Floor, C-54 & 55, G Block, Bandra Kurla Complex
Bandra (East), Mumbai 400 051

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Media Release

September 20, 2017

Grasim Industries - *Birla Spunshades* gets USDA Biobased Certification

Birla spunshades

USDA CERTIFIED BIOBASED PRODUCT
PRODUCT 97%

Grasim Industries Limited, a flagship company of Aditya Birla Group has been awarded the US Department of Agriculture (USDA) certified biobased product label for its dope dyed fibres- Birla Spunshades. Utilising renewable, bio-based materials displaces the need for non-renewable petroleum based chemicals. Biobased products, through petroleum displacement, have played an increasingly important role in reducing greenhouse gas emissions that exacerbate global climate change. Biobased products are cost-comparative, readily available, and perform as well as or better than their conventional counterparts.

"We applaud Grasim Industries Ltd for earning the USDA certified biobased product label," said Kate Lewis, USDA BioPreferred Program. "Products from Grasim Industries Ltd are contributing to an ever expanding marketplace that adds value to renewable agriculture commodities, creates jobs in rural communities, and decreases our reliance on petroleum." Third-party verification for a product's biobased content is administered through the USDA BioPreferred Program. One of the goals of the BioPreferred Program is to increase the development, purchase and use of biobased products.

"The USDA biobased certification for our spun dyed fibres is another milestone reached in our sustainability journey and strengthening our belief that sustainability is at the core of our business strategy," managing director of Grasim Industries Ltd., Dilip Gaur, said.

Speaking on the occasion Ajay Sardana , Chief Sustainability Officer of Pulp & Fibre business of Grasim said " Dope Dyed Fibres are the right solution to reduce environmental pollution & waste water discharges in the textile Industry. Birla Spunshades are available in a wide range of colours across the entire palette with the most frequently used shades being readily available.

For further details and queries contact :
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