

Date: 21-08-2018

To,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
BKC, Bandra (E), Mumbai- 400 051
Ref: Symbol: SUNDARAM

Dear Sir,

Sub: Reply to the Clarification Sought

We are in receipt of your E-mail dated August 21, 2018, in respect of clarification sought for outcome of Board Meeting held on August 14, 2018. In reply to the aforesaid clarification sought we hereby submit as under:

1. Company has entered into Business Transfer Agreement for acquiring Augmented Reality business division of the Target Company. Cost of acquisition for the same is Rs.1.90 Crore. Company have not acquired shares or voting rights in the Target Company.
2. Acquisition is proposed to be completed up to March 31, 2019.
3. Sundaram Multi Pap Ltd is in the business of stationary, note books, writing and drawing instrument and materials including computer stationery. In view of prevailing market condition and future growth prospects, company would like to expand its writing and drawing instruments and books being offered to students so that by incorporating Augmented Reality into lessons, teachers are able to involve students into the process with 2 and 3-dimensional models for drawing and learning objects. It is just be a part of lesson, like a teaser, or the support of main topic with extra info from a different perspective for making the school students understanding easier. This is especially good for visual learners and practically anyone to translate theoretical material into a real concept. The proposed Augmented Reality business is an extension to our prevailing current business as schools are demanding new orientation for teaching materials

Further, Subsidiary of our company is in the business of e-learning, providing educational accessories, high end learning software, multimedia content etc. Proposed augmented reality (AR) of the parent company i.e. Sundaram Multi Pap Ltd will also play a complimentary role along with the offerings of the subsidiary company M/s. E-Class Education Systems Limited.



R.O. 5/6 Papa Industrial Estate, Suren Road, Andheri (East), Mumbai - 400 093, INDIA

Tel : 022 67602200 Fax : (91-22) 67602244

Plant : Plot no. 33 to 37, Sundaram Industrial Zone, Palghar (W) 401 404, Maharashtra, INDIA. Tel : 02525 253166, Fax : 02525 253198

Email : info@sundaramgroups.in Web : www.sundaramgroups.in

Also, our company is in the process of broad-basing the business objectives considering the new age education requirements, its objects clause of the company in ensuing Annual General Meeting.

4. Our company is acquiring Augmented Reality as Business Only (not any entity). The segment of Acquired Business comes under Educational Products, Offerings and Accessories.
5. Acquisition doesn't fall under Related Party Transactions and none of the promoter or promoter group members are interested in the aforesaid acquisition.

Kindly take the same in records and do the needful.

For Sundaram Multi Pap Limited


Amrut P. Shah
Chairman & Managing Director