Piramal
knowledge action care

9th November, 2015

To:

Ms. Arpita Joshi,
Associate Manager - Listing Compliance,
BSE Limited, P J Towers,
Dalal Street,
Mumbai – 400 001.

Mr. Amit Phatak,
Assistant Manager – Listing Compliance,
National Stock Exchange of India Limited (NSE),
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai - 400051

Dear Sir / Madam,

Ref: Your query received by email today – Clarification on news item appearing in today's edition of 'Mint' and 'The Financial Express' captioned "Piramal Enterprises acquires baby care brand Little's"

BSE Scrip Code: 500302, **NSE Scrip Symbol:** PEL

We refer to your email of today seeking our clarification on the news item appearing in today's edition of 'Mint' and 'The Financial Express' captioned "Piramal Enterprises acquires baby care brand Little's".

We would like to confirm that the Company has acquired baby-care brand "Little's", which includes the entire product range across six categories for a consideration of approximately Rs. 73 crores.

We would like to state that since the total consideration for this particular acquisition does not exceed Rs. 100 crores and neither will this acquisition impact the Company's consolidated revenue to the extent of Rs. 100 crores, the same has not been disclosed to the Stock Exchanges as the thresholds as prescribed in the Company's Code of Practices and Procedures for fair disclosure of Unpublished Price Sensitive Information have not been breached.

Kindly take the above on record and oblige. Any other information required will be gladly given.

Yours sincerely,

For Piramal Enterprises Limited

Chanda Makhija Thadani
Assistant Company Secretary