ADITYA BIRLA

UltraTech

28th February, 2016

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai 400 001.
Tel.: 2272 1233/34
Fax: 22721919
Scrip Code: 532538

The Manager
Listing Department
The National Stock Exchange of India Limited
"Exchange Plaza", Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051.
Tel.: 26598236
Fax: 2659 8237 / 38.
Scrip Code: ULTRACEMCO

Dear Sirs,

Subject: Acquisition of the Cement Units of Jaiprakash Associates Limited

We write to inform you that the Company has today entered into a binding Memorandum of Understanding with Jaiprakash Associates Limited for acquisition of its identified cement plants having cement capacity of 22.4 mtpa situated in the states of Madhya Pradesh, Uttar Pradesh; Himachal Pradesh, Uttarakhand, Andhra Pradesh and Karnataka.

In this connection please find enclosed a copy of the press release which is being issued to the media.

This is for your information and record.

Yours very truly,

S. K. Chatterjee
Company Secretary & Compliance Officer

Mumbai, 28th February, 2016

Press Release

Acquisition of Cement Units of Jaiprakash Associates Limited

UltraTech Cement Limited has today entered into a binding Memorandum of Understanding with Jaiprakash Associates Limited for the acquisition of its identified Cement plants having total cement capacity of 22.4 mtpa (including a 4 mtpa plant under implementation at a cost of Rs. 470 crores) situated in the states of Madhya Pradesh; Uttar Pradesh; Himachal Pradesh; Uttarakhand; Andhra Pradesh and Karnataka.

The assets will give the Company access to the newer markets of Satna, UP East, Himachal Pradesh and Coastal Andhra where it does not have a presence as of now. Upon consummation of the proposed transaction the Company's cement capacity will stand augmented to 90.7 mtpa (current 68.3 mtpa). The parties have agreed to an Enterprise Value of Rs.16,500 crores (rupees sixteen thousand five hundred crores only).

The transaction is subject to definitive agreements and regulatory approvals as may be required.

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UltraTech Cement Ltd.

UltraTech Cement Limited
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