



IMPORTANT

JKLC:SECTL:SE:18
14th May 2018

1. BSE Limited

Department of Corporate Services
25th Floor, P.J. Towers
Dalal Street
MUMBAI – 400 001

2. National Stock Exchange of India Limited

Exchange Plaza
Bandra – Kurla Complex
Bandra (E)
MUMBAI – 400 051

Security Code: 500380

Symbol : JKLAKSHMI, Series : EQ

Dear Sir,

Re: News clarification- Erroneous story of JK Lakshmi Cement Ltd. on its results carried by leading newspapers

1. We had yesterday brought to your notice through e-mail a false incorrect story that appeared in the print edition of Business Standard dated 13th May with a headline "JK Lakshmi Cement Q4 net profit rises two fold." The story filed by PTI was also picked up by web editions of several publication. The story was incorrect as far as JK Lakshmi is concerned due to the fact that our Board is scheduled to meet on Wednesday, the 16th May 2018 and our Q4 and FY 2017-18 Results will be filed subsequently.

2. A letter to this effect was written to PTI, which had emitted the story, the same day (13th May Sunday) around noon and the matter was also taken up with the Editor of Business Standard. It was mentioned that while the results are yet to be declared and this story has done a serious damage to the reputation of the company with respect to compliance and corporate governance. We had asked them to take immediate corrective measures and issue necessary corrections/ corrigendum.

3. PTI admitted the error and issued a fresh story with notes to the editor stating, "(Eds: Correcting DCM 28 of May 12 where PTI had erroneously written JK Cement as JK Lakshmi Cement in the earnings copy; Repeating correcting name throughout; JK Lakshmi Cement is yet to release its Q4 and FY18 results)".

4. The matter was picked up by various web editions and even Business Standard carried a correction in their editions dated 14th May, clarifying that it was an error and the JK Lakshmi is yet to file its results as under:

"Correction

JK Cement's net profit has gone up two-fold in the fourth quarter of 2017-18. A Press Trust of India report, which was published on May 13, had erroneously mentioned JK Lakshmi Cement, which has not announced its results as yet."



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5. We have to submit that as far as the published story (JK Lakshmi Cement Q4 net profit rises two fold) is concerned we have neither deviated from any compliance norm nor violated any clause of the SEBI (Listing Obligations and Disclosure Requirement), Regulations 2015. It was a false incorrect story which had appeared as aforesaid for reasons beyond our control.

6. Kindly note that **JK Lakshmi Cement's Board Meeting is scheduled on Wednesday, the 16th May 2018 and the Q4 financial results are yet to be declared.**

We trust we have clarified the position and would be glad to clarify any other point.

Thanking you and assuring you of our best attention at all times.

Yours faithfully,
For JK Lakshmi Cement Limited

(B. K. Daga)
Sr.Vice President &
Company Secretary

Encl : As above

Copy to: Securities and Exchange Board of India

