



August 02, 2012

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

**Kind Attn : Mr Hari K
Vice President**

Dear Sir,

This is to inform you that at a Board Meeting held today, the Directors have approved the merger of Pressman Advertising Limited, a well established Advertising and PR agency with the company. As per the scheme of amalgamation, post merger the paid up equity share capital of Nucent Estates Limited will stand at Rs.469.66 lacs.

Pressman Advertising is one of India's leading independent agencies with wide capabilities and provides Advertising, Public Relations, Design and Digital services. It has built a strong reputation over the years and its clients include some of the finest companies in the Indian corporate sector. Pressman Advertising is India's only ISO 9001:2008 certified full service agency.

Pressman Advertising is a debt free company with sound financials and has a consistent track record of profitability. The Net Profit after Tax of Pressman Advertising for the year ended 31st March, 2012 was Rs.480.61 lacs.

The scheme of amalgamation is subject to necessary compliance of all formalities under Clause 24f of the Listing Agreement and order of the Hon'ble High Court at Calcutta.

The above information is being given to you in terms of the Listing Agreement.

Thanking you

Yours faithfully,

R L Sureka
Director