

A Superbrand.

7 August, 2012

The Manager
Listing Department
National Stock Exchange of India Ltd
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex
Bandra (E), Mumbai 400 051

Dear Sir,

Re: Scrip ID – PNC

In terms of Listing Agreement we are submitting to you the text of our Press Release for display on your Website

PRESS RELEASE

Pritish Nandy Communications (PNC) appoints Upala KBR as Vice President, Media and Projects

After 18 years of working with leading media houses like Zee, Mid-Day and the Times of India, Upala KBR has joined Pritish Nandy Communications (PNC) as Vice President, Media and Projects. While her major focus will be to ensure a smooth roll out of PNC's forthcoming line-up of movie projects, she will additionally steer the Company's public relations strategy.

Confirming the development, Pritish Nandy, Chairman PNC says, "We're glad to have Upala on board Team PNC. She brings with her considerable experience and understanding of the Media and Entertainment industry. Upala has assumed office and will be directly reporting to Creative Director, Rangita Pritish Nandy. She will be based out of our Mumbai office".

Upala KBR's last assignment was as Assistant Editor, Bombay Times, Mumbai.

Yours truly,
For Pritish Nandy Communications Ltd




Rupali Vaidya
Company Secretary

