

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

August 30, 2011

Re: Scrip Code 532387

Dear Sir

Subject: Press Release

In terms of the Listing Agreement, we are submitting to you the text of our press release.

-----PRESS RELEASE-----

PNC'S MOKSH WINS MOST HAPPENING WELLNESS BRAND AWARD 2011

Moksh, a wholly owned subsidiary of Pritish Nandy Communications Ltd and one of India's leading wellness brands, received the **Most Happening Wellness Brand Award** in Mumbai from **BIG Brands Research**. In a recently organized gala event by BIG Brands Research, the prestigious award, presented to Mrs Rina Pritish Nandy, Director PNC Wellness Ltd was accepted on her behalf by Ms Ishita Pritish Nandy, Chief Brand Strategist PNC and Mr Aspi Kotwal who runs operations at **Moksh**. Noted author and columnist Mr Chetan Bhagat presented the award.

BIG Brands Research is an organization dedicated to identification and felicitation of the best performers in different industries, business categories and geographies. *BIG Brands Research* is a multi-faceted organization that has several business interests including market research and brand management. Mrs Rina Pritish Nandy said "The Award to **Moksh** makes us feel hugely rewarded for the decade of struggle we invested into building India's first wellness brand and place. Starting a new idea is never an easy idea and **Moksh** began a little ahead of its time. But we are lucky that the concept of wellness has finally caught on and everyone wants to be fit, healthy, good looking, happy. It is no longer cool to be grumpy and unfit. We delight in this transformation and are now about to launch a *Zip* version of **Moksh** for those who are short on time and yet want to be a **Moksh** citizen in spirit."

Yours truly,

For Pritish Nandy Communications Ltd



Anand Upadhyay
Company Secretary

