



PREMIER LTD.

Engineering • Automotive

August 13, 2014

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

Scrip Symbol: PREMIER

Dear Sir,

Press Release dated 13.8.2014

We are forwarding herewith a Press Release for your information and record.

Thanking you,

Yours faithfully,
For Premier Ltd.

Ramesh M. Tavhare
Vice President (Legal and Corporate Affairs)
& Company Secretary

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13.8.2014

PRESS RELEASE

It has come to our attention that a certain Dr. M.S. Kamath had called a press conference yesterday and issued a press release pertaining to our Company that is factually incorrect, defamatory and highly misleading.

Dr. Kamath is a self serving activist having no connection to our Company; he has been harassing the Management, with a view to extract some form of compensation through litigation, false publicity etc.

In this context, we would like to clarify the facts:

1. This entire issue pertains to PAL - Peugeot Ltd. and **not** Premier Ltd. (formerly known as Premier Automobiles Ltd.) as is wrongly alleged by Dr. Kamath. There is **no case** filed by him against Premier Ltd.; it is against PAL - Peugeot Ltd.
2. Dr. Kamath's claim of having a High Court order in his favour is misleading. When a Company is under liquidation (in this case PAL-Peugeot Ltd.), the approval of the High Court has to be taken to proceed against the Company. **This High Court order is purely procedural in nature;** it has merely permitted proceedings before the District Consumer Court, Thane. By no means, does this order mean that the High Court has upheld his claim.
3. There are **no arrest warrants** issued against Mr Maitreya Doshi and Mr Arvind Doshi as wrongly claimed by Dr. Kamath. The District Consumer Court has only issued a summons to attend the next hearing pertaining to this case. Furthermore, the summons has not yet been officially received. This matter before the District Consumer Court, Thane is currently sub - judice.
4. Premier Ltd., is **not** "now wound up" as alleged by Dr. Kamath; it is a running, profitable, dividend paying company quoted on BSE and NSE, with over 35,000 shareholders, and 1,500 employees.
5. PAL - Peugeot Ltd. was a Joint Venture formed by Premier Ltd. and Automobiles Peugeot, France in 1994; each holding 32% shareholding and the balance with the public. PAL-Peugeot Ltd. was, therefore, an independent legal entity under the Companies Act. It was **never a subsidiary** of Premier Ltd.

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6. In 1997, PAL-Peugeot Ltd. was unilaterally and unexpectedly abandoned by Peugeot, resulting in its eventual closure and being liquidated by secured creditors; despite strenuous efforts by Premier Ltd. to revive and rehabilitate the Company. It is currently under the control of the Official Liquidator of the Bombay High Court.
7. As per an order of the Bombay High Court upheld by the Supreme Court, **none of the liabilities** of PAL-Peugeot Ltd., can be claimed from Premier Ltd. Therefore, all claims made by Dr. Kamath are erroneous as they are not legally binding on Premier Ltd. All creditors - secured or otherwise, of PAL-Peugeot Ltd., can claim their dues from the Official Liquidator, Bombay High Court.
8. Contrary to Mr. Kamath's claim of 40,000 unpaid car booking holders of PAL-Peugeot Ltd., in fact, almost all bookings for Peugeot 309 car have been resolved long ago. While there may be a few unresolved cases, who have right to file their claims with the Official Liquidator, the figure of 40,000 claimed by Dr. Kamath is intentionally exaggerated and without any factual basis.
9. Mr Maitreya Doshi has an order from the National Consumer Dispute Redressal Commission, New Delhi – the apex body for consumer complaints, clearly stating he cannot be held personally liable for any booking refund amount.
10. It is apparent that Mr. Kamath's motives are mala fide: neither Mr. Maitreya V. Doshi nor Mr. Arvind R. Doshi, were made parties in his original complaint filed only against PAL-Peugeot Ltd. However, now Mr. Kamath is attacking Mr. Maitreya V. Doshi and Mr. Arvind R. Doshi personally, to sensationalize the issue and needlessly harass them in this matter. The Company is taking the necessary legal steps to deal with this matter.

Contact person:

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