



PONNI SUGARS (ERODE) LIMITED

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ISO
9001/14001
CERTIFIED

PEL / SH / 304

December 23, 2013

National Stock Exchange of India Ltd
Exchange plaza
5th Floor, Flat No.C / 1 G Block
Bandra-Kurla Complex
Bandra East, Mumbai 400 051

Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai 400001

Attn: Listing Department

Dear Sirs,

Sub: State Advised Price for sugarcane for 2013-14 season

As per Press Release No.335 dt.21.12.2013, the Government of Tamil Nadu has announced the State Advised Price for sugarcane for 2013-14 season. It is fixed at Rs.2650/ t, including transport charge of Rs.100/ t as against Rs.2350/ t for 2012-13 season. This is also Rs.550/ t higher than the FRP of Rs.2100/ t fixed by the Central Government for 2013-14 season.

At a time when sugar prices have considerably crashed and are already ruling at below viable levels, the hike in State Advised Price would significantly add to the losses of sugar operations.

This information is furnished in deference to the provisions of clause 36 of the Listing Agreement.

Thanking you

Yours truly

N Ramanathan
Managing Director