

May 12, 2016

To,
1) The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400 001

Code No.:- 517385

2) The Secretary
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051

Symphony:- SYMPHONY
Series :- EQ

3) The Secretary
Ahmedabad Stock Exchange Limited
Kamdheni Complex, Opp. Sahajanand Complex,
Panjarapole,
Ahmedabad – 380 015

Code No.:- 51760

Sub: Press Release - Symphony Ltd launches World's first air cooler range with multi-stage air purification system

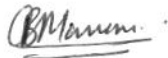
Dear Sir,

With reference to the captioned subject, we enclose herewith Press Release dated May 11, 2016.

This is for your information and record.

Thanking you,

Yours faithfully,
For, **SYMPHONY LIMITED**



Manan Bhavsar
Company Secretary



Symphony Ltd launches World's first air cooler range with multi-stage air purification system

i-PURE is the latest technological innovation by Symphony and comes with a set of filters that works together to deliver the cool and pure air.

Highlights:

- *i-PURE is the latest technology that Symphony is integrating into its innovative range of coolers. Company has applied for the patent for the technology.*
- *i – Pure technology coolers equipped with a set of filters including antibacterial filter, smell filter, dust filter, allergy filter and PM 2.5 wash filters to keep away air pollutants and deliver cool air, in pure form*
- *Symphony possess largest number of trademarks and registered designs in the international air cooler industry with large no. of intellectual properties.*
- *Company has recently won 'India Design Mark Award' for 'Silver- i' air cooler with i – Pure technology*
- *Market size of the air cooler industry estimated at Rs. 3,000 crore, growing 15% per annum*

May 11, 2016: Now enjoy cool air in pure form, thanks to Symphony Ltd's latest technology innovation, i - PURE technology.

Leader in the air cooler market, Symphony Ltd has launched World's first air cooler range with multi-stage air purification system that comes with a set of filters that work together to keep the air and water pollutants away and deliver cool and pure air. Symphony Ltd has applied to patent this revolutionary technology and will integrate some of its existing and new coolers with i – PURE technology.

i – PURE technology coolers are equipped with advanced features, high quality PM2.5 wash filter pads and other filters which remove smell, dust and allergy particles.

Commenting on the launch, Mr. Achal Bakeri, Chairman and Managing Director, Symphony Ltd said, "i – PURE technology is yet another industry first innovation by Symphony Ltd which possess largest number of trademarks and registered designs in the international air cooler industry. Design, innovation and brand are the three main pillars of Symphony Ltd. Company has continuously evolved its product portfolio to infuse new and technologically advanced products for its customers and i –PURE technology is one more such innovation among many delivered by Symphony Team."

Company has recently won 'India Design Mark Award' for 'Silver- i' air cooler that was launched with i – Pure technology.

"Symphony's products are rated superior by customers because of its performance, robust engineering, unique features, aesthetic designs and energy efficiency. The air cooler industry



has seen a big shift in the last decade or so, from traditional coolers to the coolers with smart technology and better performance. With the introduction of i – PURE, Symphony is confident to build upon its leadership position in the residential air cooling space,” said Mr. Bakeri.

Air cooler market in India is estimated to be around Rs. 3,000 crore and growing at 15-20% per annum. Symphony Ltd is the market leader in the Indian air cooler industry and commands 50% market share in value terms among organised players.

Symphony Ltd has created a basket of over 35 models of air coolers in the residential segment with wide variety, created niche segments i.e Diet Cooler, Desert Coolers, Personal Coolers, Room Coolers, Window Range, Central Air Cooling Solutions, Packaged Coolers etc. and enhanced product features such as power saver technology, space saver range, four-side cooling, humidity control, powerful exhaust fan and fully functional remote operability.

ABOUT SYMPHONY LIMITED (www.symphonylimited.com):

A world leader in evaporative air coolers, Symphony focuses on innovative design to create better and eco-friendly products for domestic and industrial customers in 60 countries across the globe. At Symphony, design-driven innovation and green engineering is a sustainable competitive advantage. Company delivers market-leading products with engineering and design innovation, improved energy conservation, distinctive styling and customer-centric design.

Established in 1988, Symphony leverages a unique and successful asset-light business model for its residential coolers in India and in-house lean manufacturing for its industrial coolers in Mexico to achieve sustainable and profitable growth.

Headquartered in Ahmedabad, Gujarat, India, Symphony is a global company committed to develop sustainable and responsible products. This means leading the air-cooling industry's efforts to develop breakthrough green technologies to combat climate change. A publicly traded company in India with a manufacturing base in North America offering products in over 60 countries, Symphony continuously delivers value to its stakeholders in a profitable and predictable way. For the year ended June 30, 2015, Symphony posted net profit of Rs. 116.42 cr. on net sales of Rs. 462.28 cr.

For further information, please contact:

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