RADHA MADHAV CORPORATION LIMITED

Date: 28.04.2015

To,
Bombay Stock Exchange Limited
PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai.

Fax : 022-22723121/2041/ 1072

The National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor,
Plot No. C/1, G block,
Bandra-Kurla Complex,
Bandra (E)
Mumbai – 400 051.
Fax : 022-26598237/38

Ref : Scrip ID – RMCL Scrip Code 532692

Sub: Outcome of Board meeting held on 28.04.2015

Ref: Clause 36 Compliance with the Listing Agreement

Creation of Awareness for the E-Commerce Marketplace Portal www.rmcluniverse.com

Dear Sir,

Board of Directors have met on 28th April, 2015 to discuss following agenda.

It was decided to create general awareness about the new business of the company amongst all Stakeholders viz. Suppliers, Customers, Shareholders etc. by informing them through a newsletter, electronic communication, mass media etc.

It should be informed to all Stakeholders that Company is predominantly involved in Retail and Distribution of more than 1500 products in 14 large categories.

Category	Brand name
Color Cosmetics	Raelyn, Cyra etc.
Skin Care	Nefer, IiSis, Aphro, V & S, Sea-Crust, Babylon Water, etc.
Hair Care	Rossa-Bella, Sanatan, Vasco, R & L, R & E, Triton, Doris Jewels, Hylen, The K Factor, etc.
Wellness	Hylen, Aghori, etc.
Woman Fashion	Cacoon, Hot Chik, V & S, etc.

Man Fashion	Prothemus, Lazzie Leopard, Caliphate, Vice Roy, PCB, etc.
Kids	Chikoo,
Nutraceuticals and Herbal products	Elix-R, Vama, Rise-Onn, Nutrashield, Kohi-Baba
Electrical Appliances	Graham
Electronics	Graham
Cleaning and Hygiene	Zero.Zero, Kleen-Bolt, Flo-Kleen, Thor-Ex, Sun-Oxy
Household	Akuya, Clean-Green
Writing & Stationary	Theseus,
Food & Beverages	Syra, Prithi, Sisily, Fruity Fresh, DaadiAmma, La Jawab, Shenzen

Apart from the same, company is selling 3rd Party labels like Energy Drinks, Jewelry, and Fashion Products etc.

Board believes that stakeholders of the company should be informed about the FMCG and Retail Products so that larger audience can be created. It is decided to send an informative newsletter to all such stakeholders. Board also directed Finance& Marketing Team to explore if additional discounts could be offered to the stakeholders on the purchase of goods on www.rmcluniverse.com

Board took cognition of the efforts made by SEO/SMO team of the company and was informed of substantial improvement in the rankings of the portal.

Board was satisfied with the overall performance of the Marketing Team. Marketing Team assured Board of Quick increase in Sales in coming days. They also assured Board to promote High-Margin products in the market.

Board also took stock of Packaging business of the company. It was informed that apart from Conventional, the Packaging Business of the company would also grow alongside the FMCG business. Board was informed that Packaging Material for various offerings like Bathing Soaps, Incense Sticks, Nutraceuticals, Toiletries, Grocery, Masala etc. was sourced internally. Board has asked the Technical Team to explore the possibility of internal consumption of packaging material on remaining Categories.

Marketing Team put forth the proposal to work upon following products, which comprises of high packaging Cost.

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Offering	Approximate Packaging Cost	Offering	Approximate Packaging Cost
Shampoo Sachet	50%	50 paisa Candies	50%
Hair Oil Sachets	50%	Mixed Masalas	40%
Mehndi	40%	Ready to Drink Sorbet	40%
Mouth Fresheners	60%	Seasonings (single use)	50%
Fryums	45%	Sauces (single use)	70%
Chips	45%	2/- Tea sachets	40%
Various Snacks	45%	Hair Dye	50%

Board has asked Finance department to give detailed Costing of the mentioned products with market prices of Competing Brands.

THANKING YOU,
FOR RADHA MADHAV CORPORATION LIMITED

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MR. ABHISHEK AGARWAL
JT. MANAGING DIRECTOR
Din:- 00071858