

30th October, 2014

Listing Department
National Stock Exchange Of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (E),
Mumbai – 400 051

Dear Sirs,

Sub.: Press Release

We enclose herewith a copy of the press release being released to various newspapers publications.

Kindly take the above information on record and further place the same on your Notice Board and website for the information of our shareholders, investors and general public at large.

Thank you.

Yours truly,

For Sudarshan Chemical Industries Limited

P.R.Rathi

Vice Chairman & Managing Director



Encl.: As above.

PRESS RELEASE

Sudarshan to restructure operations

Roha / Mahad 29 October 2014 : Leading pigment manufacturer Sudarshan Chemicals Ltd has decided to restructure its operations in a bid to become globally competitive and achieve its goal of becoming fourth largest pigment player in the world. The company has taken a transformational approach for survival by initiating a scientific study on manpower productivity and working capital to achieve global standards.

The company had reached a sales turnover of Rs. 1000 crores in FY 2013-14, which was an increase of as much as 32% over last year sales yet the bottom-line performance continued to remain under pressure and much below industry average. Additionally, it is operating at a higher working capital and fixed cost, whereas the company is now competing with global giants and new age players who are extremely agile, competitive and cost effective.

Keeping in mind the need for transformation, the following focus areas were identified as major thrust areas for FY 2014-15:

1. Fixed cost reduction with key focus on Manpower productivity and improving utilization.
2. Working capital management

Based on the requirement for the Manpower productivity improvement, a scientific study was carried out using best in class organization design practices such as time and motion study, DILO, value stream mapping, observational studies on the shop floor, brainstorming sessions, interviews and comparison with best in class benchmarks. After closely working with functional heads and line managers, the final restructuring has been done and is being implemented.

Rajesh Rathi, Head Pigment Division said that given the context and background, restructuring and manpower reduction is a very tough decision, however, throughout the process our values of "Respect" and "Fairness" will be upheld. We have decided to take one step further, reach out to all employees, take them in confidence and in all fairness to lead the process in a sincere way so that the departing employees are in a win-win situation.

For Sudarshan Chemical Industries Limited



P.R. RATHI
VICE CHAIRMAN AND MANAGING DIRECTOR
Pune, 30th October 2014

