

5th April, 2011

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 Sir,

Sub.: Publication of Press Release

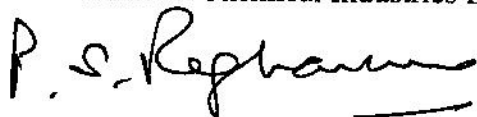
We are attaching herewith the press release regarding company's proposed expansion plan at Roha for the first phase.

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

Thank you.

Yours truly,

For Sudarshan Chemical Industries Limited



P.S.Raghavan

Company Secretary

Encl.: As above.

Sudarshan Chemical Industries Limited

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PRESS RELEASE

Pune , 05 April 2011

Sudarshan from a domestic player to a global leader in the world of color -Upgrades its Roha facility to world class standards with a Rs. 100 crore investment in the first phase

Sudarshan Chemical Industries Ltd, with its global headquarters in Pune, is one of the fastest growing entities in the pigment industry worldwide and the flagship Company of the Pune based Rathi Group of Companies . Sudarshan manufactures an extensive range of Organic, Inorganic and Pearlescent pigments & dispersions catering to the Coatings, Plastics, Inks, Cosmetics, Textiles and Construction Industries worldwide. The product offerings of Sudarshan's recognised Brands include Sudaperm, Sudafast, Sudacolor, Sudadur, Sudatex, Sudafine, Sumica and Sumicos.

As part of its globalization strategy, Sudarshan is upgrading its manufacturing facility at Roha with an investment of Rs.100 crores. The key developments include a state of the art warehouse, High Performance Pigment plants, Pearlescent and Cogeneration plants and an ultra-modern employee facility. It has also modernized its R&D and application laboratory. The Roha facilities will be inaugurated at a special function by the Honourable Union Agriculture Minister Sharad Pawar, Dy. Chief Minister Ajit Pawar and Minister of Water Resources Sunil Tatkare, Govt. of Maharashtra , on Saturday 9th April 2011, in Roha.

Mr. Rajesh B. Rathi , Director , Head Pigment operations said that “the current expansion at Roha is part of a phase-wise strategy to become the 4th largest global Pigment Company by the end of 2014, with a focus on high performance pigments for the Coatings, Plastics and Speciality Ink markets”.

The main features of the new world class facilities are as follows –

1. Located at its existing Roha site of 89 acres.
2. Total investment - Rs.100 Crores.

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SUDARSHAN

3. A state of the art ultra modern warehouse, spread over 120000 sq ft. This will have ground plus 8 stacking levels with a total of 5121 pallet positions having a storage capacity of 1600 MT. The warehouse will be operated by "Very Narrow Aisle, (VNA)" trucks and online stock updation with help of SAP Warehouse Management System.
4. High performance pigment plant to cater to automotive coatings and high end plastic industry. These plants have a high level of automation and instrumentation for better process control.
5. Effect pigment –The new plant will cater to the automotive coatings and cosmetic industry. The plant will also recycle 1000 cubic meters of water per day.
6. A Cogeneration plant with a high efficiency boiler incorporating RO and ESP is installed in an area of 12,200 sq.ft. This will reduce effluent load and SPM levels, impacting the environment in a positive way.
7. Ultra-modern employee facility will have 150 showers, 1175 lockers and an automated laundry

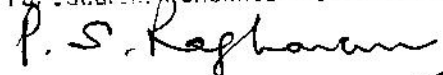
With a strong foothold in the Indian pigment industry already, Sudarshan has expanded into global markets since 2008 with wholly-owned subsidiaries in North America and Europe, and is preparing to open sales offices in Asia Pacific and Latin America by the end of 2011. Sudarshan will continue to invest in its sales and distribution network, global supply chain, ultra-modern R&D and application lab near Pune and manufacturing sites at Roha and Mahad, with the aim to become the global leader in performance colorants.

As per indicative unaudited figures , the Company will end with a turnover for F.Y. 2010 -11 of Rs. 700 crores.

Mr Rajesh Rathi , Director concluded "The investment in our facilities not only aims to make a difference in the pigment industry worldwide, but will also benefit our employees who are with us on this journey, and the local communities in Roha and Mahad. Sudarshan is committed to making a difference to the future of its customers, the environment, its people and the community around it. ."

For more information about Sudarshan, please visit www.sudarshan.com.

For Sudarshan Chemical Industries Ltd.



P. S. RAGHAVAN
Company Secretary

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