



SURYA ROSHNI LIMITED

AN ISO-9001 : 2000 COMPANY

LIGHTING DIVISION CIN - L31501HR1973PLC007543

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SRL/TK/se/14-15/18

October 07, 2014

The Secretary

The Stock Exchange, Mumbai

New Trading Ring, 14th Floor,

Rotunda Building, P.J.Towers,

Dalal Street, Fort,

MUMBAI - 400 001

The Manager

Listing Department

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

Subject: SURYA LAUNCHES HOME APPLIANCES IN INDIAN MARKET

Dear Sir,

Please find enclosed herewith the copy of Press Release title – **"SURYA ENTERS INTO HOME APPLIANCES BUSINESS – SURYA LAUNCHES HOME APPLIANCES IN INDIAN MARKET"**.

This is for your information, please.

Thanking you,

Yours faithfully

For Surya Roshni Limited



B.B SINGAL

VP & COMPANY SECRETARY

Enclosed : as above.

SURYA

CFL, BULBS & TUBES

● Regd. Office: Prakash Nagar, Bahadurgarh, Haryana - 124507, Ph.: 01276-241540-41



AN ISO 9001:2000 COMPANY



SURYA ROSHNI LIMITED (LIGHTING DIVISION)

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SURYA ENTERS INTO HOME APPLIANCES BUSINESS

SURYA LAUNCHES HOME APPLIANCES IN INDIAN MARKET

Surya group, a Rs. 4000 Crore company is an Indian multinational which takes pride for being the largest Indian lighting company & largest G.I & Hollow section Pipes manufacturer. It has proved its mettle in every venture. Recently, Surya Roshni has embarked upon a new journey by entering into Fan Segment.

Keeping in mind the long time demand from the channel partners and 2 lakh strong retailer network, Surya now launches Home Appliances in the Indian market. The range of products launched in the first phase are Water Heaters / Room Heaters, Dry Irons, Steam Irons and Mixer-Grinders.

The Company's Managing Director, Mr. Raju Bista said, "Surya products are used today in every city, every home and enjoy excellent patronage from retailers and customers. The Company is confident that the Surya retailer network, across the country, will promote appliances with the same enthusiasm as they have done for Lighting and Fans and make Surya a truly household electrical products company."

Mr. Bista further added that "technologically superior features, attractive designs, affordability, durability and safety would be the key differentiators". Appliances segment will also achieve the same level of success as in Fans, and Company will achieve target of about Rs. 200 Crore in 2-3 years period from Appliances business.

Surya products are exported to 44 countries across the globe, including Europe & America. Impeccable quality is the hallmark of all Surya products and the reason behind the meteoric rise in its demand, not just in India but in other parts of the world too.

For any query feel free to contact :
Sunil Gupta (Head - Corporate Communications) - Cell : 9811140088

SURYA
TUBES & BULBS

• Regd. Office : Prakash Nagar, Sankhol, Bahadurgarh - 124507, Ph. : (01276)241980-82

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For SURYA ROSHNI LTD.

B B Singal
VP & Company Secretary