A Govt. Recognised Export House

SANWARIA AGRO OILS LTD.

SAOL

Regd. Office : E-1/1, Arera Colony, Bhopal-462016 Ph.: (0755) 4294878, Fax : (0755) 4295038
website : www.sanwariaagro.com, E-mail : saolbhopal@gmail.com
Branch Office : Room No. 19, 1st Floor, Hassan Ali House, 17 Jijabhoy Dadabhoy Lane, Fort, Mumbai-400 001
Ph.: (022) 40026634, Fax : (022) 40026648, E-mail : rkiyer@sanwariaagro.com
Marketing Office : Plot No. 1, Flat No. 2, Ground Floor, G-Sector, Town Centre, CIDCO, Aurangabad-431 003 (M.H.)
Ph.: (0240) 2471584, Tele Fax : (0240) 2475284

24th January, 2012

To
The Bombay Stock Exchange
Phiroze Jeejeebhoy Tower,
Dalal Street
Mumbai – 400 001

To,
The National Stock Exchange
Exchange Plaza, Bandra Kurla Complex
Bandra East,
Mumbai – 400 051

Subject: - Notice as per Clause 36-Launch of various new products

Dear Sir,

Board of Directors informed that Sanwaria Agro Oils Limited is going to become an FMCG Company.

"SAOL" is shortly to launch its wheat whole meal flour (Atta) in its existing "Sanwaria" brand name. Apart from this, launch of its value added products like Soya Flour /Soya Bari is also on cards.

"SAOL" will also launch its Basmati Rice in consumer pack in next 3-4 months Target of the Company is to increase its revenue from its branded and value added portfolio significantly so as to enable the Company to change its revenue mix by replacing Low EBITA sales with High EBITA branded and value added products sales.

This may accordingly be treated as necessary compliance under listing agreement.

Thanking You,

Yours faithfully
For Sanwaria Agro Oils Ltd.

For Sanwaria Agro Oils Ltd.

(Shazia Afzal)
Company Secretary

Company Secretary