

2nd March, 2015

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

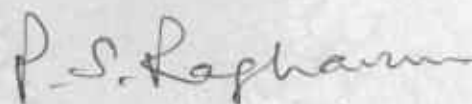
We enclose herewith a copy of the press release being released to various newspapers publications.

Kindly take the above information on record and further place the same on your Notice Board/Website 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

Global Head Office :

162 Wellesley Road, Pune - 411 001, India

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Pune, 2nd March, 2015

Sudarshan Chemicals bags Six awards for Excellence in People Practices

Leading pigment manufacturer Sudarshan Chemical Industries Limited's Higher Purpose is "**Growing Together by being Spiritually Fulfilled, Socially Just and Environmentally Sustainable**". Aligned to this purpose, the organisation has embarked on the journey of implementing best in class People Practices. Over the years, the practices have not only delivered towards the mission of the organisation which is "**Vibrant and Innovative culture**" but have also been recognised as best practices in Global forums.

The organisation has been recognised and has bagged six awards in Global forums as under:

1. **Fun @ Work-** Fun@ Work award was conferred to Sudarshan by World HRD Congress 2013 on 15th February, 2013 for creating a culture where employee not just come for work but enjoy living life through consistent activities of sports, music and festivity at work. This initiative has created a culture of Vibrancy in the organisation.
2. **SUDHA- Corporate Sustainability -** Sudarshan is committed to contributing to society through its initiative titled "SUDHA". It works on areas of Livelihood and Women empowerment, organic farming and Education. Its project on Paper Bag making helps the involved 80 women around Roha to earn a monthly living of Rs. 2500/-3000/-per month. For this initiative Sudarshan was awarded the "**Global CSR Excellence & Leadership Award for Women Empowerment**" by the World CSR Congress on 18th February, 2014.

Also Sudarshan's CS Thought Leader, Mrs. Rachna Rathi, bagged another award for Women Leadership in the World Women Leadership Congress on 14th February, 2014.

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3. **Induction & On-boarding Process-** Sudarshan Induction and On-boarding process is called NEAR- New Employee Assimilation and Reception. This is a complete 6 months handholding programme for a new joiner of Sudarshan which includes the Induction, Buddy Programme, Mentorship programme, manager expectation setting meeting etc which is aimed at helping a new joiner settle in his/her role during the first 6 months of tenure with the organisation. This initiative was awarded the “**Global HR Excellence Award for Organization with Innovative HR Practices**” at the World HRD Congress on 16th February, 2014.
4. **Spiritually Fulfilling Life@Sudarshan** - Peaceful, Centered and happy workforce is emotionally engaged towards delivering excellence. Sudarshan is committed to support employees in this journey and thus has partnered with corporate arm of 'Art of Living' 'APEX- Achieving Personal Excellence' and designed a customised program in line with its Vision, Mission & Values. Employees are introduced to deeper understanding of self and trained in 'Sudarshan Kriya', the powerful breathing technique by Art of Living teachers. Follow through sessions and Satvik food are also an element of this intervention. For this initiative Sudarshan was awarded **Organisation with Innovative HR Practices** award by World HRD congress in Mumbai on 15th February, 2015.
5. **Wholesome Leadership Development Program (WLDP) initiative:** In the endeavour to become a 'Soaring Global' company, it was imperative that the second line of leadership take on higher responsibilities & accelerate the change management process in the organisation. The company partnered with 'Pragati Leadership' to deliver its trademarked and well researched offering 'Wholesome Leadership Development Program' (WLDP). Through 1 year intervention of learning and coaching by experienced facilitators from Pragati Leadership, 40 leaders were developed towards taking higher responsibilities in the organisation. For this initiative Sudarshan was awarded **Best Leadership Development Programme for Middle management** award by World HRD congress in Mumbai on 15th February, 2015.



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Rajesh Rathi – Dy. Managing Director - Sudarshan Chemical Industries Limited said "with our global ambitions we want not only our company but all our stakeholders to blossom and be happy. Our employees are our biggest assets. These initiatives not only create vibrancy in the culture but help emotional engagement of employees which leads to innovative culture consistently delivering excellent business outcomes. Through SUDHA we are able to transform lives in the society we live in. We thus are committed to our Higher Purpose of Growing Together by being Spiritually fulfilled; Socially just; and Environmentally sustainable.

