

● Sundaram Multi Pap Ltd.

(Government Recognised Export House)

Manufacturer & Exporter of Exercise Book & Paper Stationery



Books for Success...

Date: August 30, 2010

To,
Bombay Stock Exchange Limited
P.J. Tower, Fort
Mumbai 400 001

Sub: Updates:

Dear Sir,

This is to update your office that, the Company has successfully launched in March 2010 a new business vertical-an innovative educational content under the brand name "e-class" for the Maharashtra SSC Board's 8th, 9th & 10th standards for all subjects, except languages, through it's wholly owned subsidiary viz., Sundaram Edusys Pvt. Ltd. The "e-class" contains each subject with a real and animated teacher in a virtual classroom, teaching each subject chapter by chapter. The entire content of all the subjects is offered in the form of a pen drive which will run through multimedia player - "e-box" - plugged into any television set, which is a revolutionary step in the education system. The "e-class" can also be easily loaded on a PC and a laptop. This could be installed in school's computer labs, in the classroom and the teacher concerned could use this "e-class" as a meaningful and a convenient tool for teaching.

Currently, the market is flooded with run of the mill kind host of very poor quality contents which are strictly not based on SSC Board's syllabus and thus have created confusion worst confounded among the schools, teachers, students and parents. Sundaram on the other hand has been researching on developing and creating an educational content which could be very easily and conveniently utilized by all and that too also without them having to utilize any technology. Sundaram has been very methodically conducting "Sundaram Merit Abhiyan" an innovative counseling and motivational programs for students and teachers since 2003 throughout the State of Maharashtra. These programmes essentially train students for improving their handwritings so that they can write exams papers in a legible manner thereby, making it easier for the examiners to evaluate each student properly. Parents and students have unequivocally appreciated Sundaram's efforts in this regard as well as the teachers and schools on account of overall improvement in the success rate of students. These programmes are held by Sundaram all throughout the year and the Company has been recognized as a socially committed education oriented Company in the entire state of Maharashtra.

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H. O. : 903, Dev Plaza, Opp Andheri Fire Station, S.V. Road, Andheri (W), Mumbai 400 058, INDIA.

Tel : (91-22) 67602200, Fax : (91-22) 67602244/55

Plant : Plot No. 3, 4, 5, PIDCO, Palghar (W), Dist. Thane 401 404, Maharashtra, INDIA. Tel : 02525 253166, 254166, Fax : 02525 253198
Email : sundarampap@vsnl.com website : www.sundarampaper.com

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Sundaram through its team of 50 highly experienced, qualified and committed teachers, approximately 100 technical people like animators, advanced graphic designers and sound engineers have researched, developed and created "e-class" as an innovative educational content purely based on Maharashtra SSC Board's syllabus as the most simple, easy and convenient tool at the most affordable prices for all - school, coaching/tutorial classes, Students and parents. Infact "e-class" has been acknowledged as the most qualitative and innovative content by the well known educationists, managements and trustees of schools, principals, teachers, students and their parents. "e-class" has made learning and studying absolutely stress free and as an interesting daily activity on account of easy understanding of the subjects, allowing students to develop higher retention of their learning and also enabling them to have easy recall at the time of exams. These features of "e-class" have relieved the parents of performance related anxieties and stress.

"e-class" for 8th and 10th standards has been very successfully launched while for the 9th standard it would be launched from 1st September 2010 due to changes made in the syllabus by the Government of Maharashtra recently, requiring Sundaram to re-do and modify the entire content of the related subjects of 9th standard.

The Company has developed in-house dynamic marketing and advertising network with experienced and well trained staff to meet the high sales target/performances. As a result of successful demos of "e-class" with school authorities - trustees, managements, principals & teachers, with coaching classes, parents and students, Company has received an overwhelming response and till date 24 well known schools including Balmohan Vidya Mandir, one of the reputed schools of Dadar, Mumbai, 80 reputed coaching classes and 235 individual students are successfully using "e-class". "e-class" has been successfully marketed in Mumbai and its suburbs - Navi Mumbai, Thane, Dombivli, Kalyan, Ulhasnagar and Nerul on the East and Virar, Bhayander, Borivali and Dadar on the West. Within Maharashtra other cities where "e-class" has been marketed include Dahanu, Palghar, Pune, Nashik, Aurangabad, Kolhapur, Akola and Jalna. These satisfied buyers have given a very useful feedback to the Company. To meet further requirements of schools, the Company is in the process of developing Server Room Network System for schools that have computer lab in their premises.

The Company is successfully organizing the demos of "e-class" in different districts of Maharashtra. The Raigad District had organized a principal's meet under the leadership of Education Officer of Raigad in Tara and Mahad which was successfully attended by

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around 450 School Principals. Further Nagpur Jilla Parishad had also organized the Principals meet which was attended by around 600 school principals from Nagpur. The Company is receiving a positive and overwhelming response from the different prospective buyers.

Kindly take the above updates on your record and oblige.

Yours faithfully,
For **Sundaram Multi Pap Limited**

Hasmukh A. Gada
Director

Cc:

National Stock Exchange of India Ltd.
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051.

The Pune Stock Exchange Ltd.,
752, Shivleela Chambers,
R B Kumthekar Marg,
Sadashiv Peth,
Pune- 411 030

Ahemdabad Stock Exchange Ltd.
Kamdheni Complex,
Opp. Sahajanand Pole,
Ambawadi, Ahmedabad - 380 015

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