



ISO 9001 - 2008
CERT - 44100084016 - E3

January 19, 2011

AMRUTANJAN

*be
ready!*

Madras Stock Exchange Ltd.,
Exchange Building,
Post Box No.183,
11, Second Line Beach,
Chennai 600 001.

Dear Sirs,

Further to our letter dated January 12, 2011, we wish to inform that the Board of Directors of our Company at its meeting held today, discussed and approved the entering into an Memorandum of Understanding (MoU) with Austin Chemical Company Inc., Chicago, Illinois, USA for strengthening and improving its chemical business.

In this connection, we are enclosing in the annexure a brief note on the same.

Thanking you,

Yours faithfully,
For AMRUTANJAN HEALTH CARE LIMITED,

(Hema Pasupatheeswaran)
Company Secretary.

Encl.: as above.

CC : Mr. S. Subramanian, DCS
Corporate Relationship Department,
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400 001.

Amrutanjan Health Care Limited

Regd. Office : 103 (Old No. 42-45), Luz Church Road, Mylapore, Chennai - 600 004, India.

Telephones : 0091- 44 - 24994146 / 4164 / 4465 / 4366 Fax : 0091 - 44 - 24994585

E-Mail : customercare@amrutanjan.com Web Site : <http://www.amrutanjan.com> Toll Free No. : 1 - 800 - 425 - 4545

AMRUTANJAN
to form a JV with
AUSTIN CHEMICAL, USA

Amrutanjan's Fine Chemical Division, in its new Avatar, Pharmaessense, has been providing Value Added Services to several MNCs as a CRAMS (Contract research And manufacturing Services) company. Commensurate with its Classical and Historical excellence in its OTC products for more than a Century, it has been looking at opportunities to enhance this chemical division's market penetration by strategic partnering with a marketing leader in USA.

In this context, both Amrutanjan and Austin have signed an MOU today. Amrutanjan Healthcare Ltd (Chennai, Tamil Nadu, India) and Austin Chemical Company Inc (Chicago, Illinois, USA) are pleased to announce their intent to form a Joint Venture named Amrutanjan Pharmaessense Ltd ("Pharmaessense").

Amrutanjan's facility, based in Alathur, Chennai, will focus on the supply of non-GMP and cGMP intermediates and APIs from gram scale to commercial quantities. The primary target market is pharmaceuticals in Phase I, II and III. Pharmaessense currently has lab facilities to house 55 scientists and a new world class kilo lab / pilot plant facility that conform to ICH Q7 guidelines (Class 100,000) in addition to a fully equipped GLP analytical lab. With Austin's strength in sales and marketing, distribution as well as sourcing and procurement, the managements of both companies are highly confident that the new synergies will create dynamic high value opportunities.

