



PONNI SUGARS (ERODE) LIMITED

CIN : L15422 TN1996 PLC037200

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PEL: SH: 45

20 February, 2015

National Stock Exchange of India Ltd
Exchange Plaza
5 th Floor, Flat No. C / 1 – G Block
Bandra-Kurla Complex
Bandra East
Mumbai 400 051

Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers
Dalal Street
Fort
Mumbai 400 001

Attention: Listing Department

Dear Sirs,

Sub: Clause 36 of Listing Agreement - Review of the incentive towards marketing and promotion services for raw sugar production

The Cabinet Committee on Economic Affairs (CCEA) on 19-February-2015 has approved the continuation of the incentive scheme for marketing and promotion services of raw sugar production during current sugar season 2014-15 (October-September) for a quantity of 14 lakh metric tonnes. The CCEA further approved fixed uniform rate of Rs.4000 per metric tonne for 2014-15 sugar season.

The incentive aims at kick-starting sugar exports, shoring up domestic market sentiments and help bringing in additional cash flows to sugar companies for clearing cane dues. Our Company however has no present plan to produce or export raw sugar.

This information is furnished in deference to the provisions of Clause 36 of the Listing Agreement.

Thanking you

Truly yours

N Ramanathan
Managing Director