

Ref: JAL :SEC:2013

September 11, 2013

BSE Limited

25th Floor, New Trading Ring,
Rotunda Building,
P J Towers, Dalal Street, Fort,
MUMBAI 400 001

Fax No.

022-22723121/2037/2039/41

The Manager

Listing Department

National Stock Exchange of India Ltd

"Exchange Plaza", C-1, Block G,
Bandra-Kurla Complex,
Bandra (E), , Mumbai - 400 051

Fax No. 022-26598237/38

022-26598347/48

Dear Sir,

Please note that as informed to us by Jaypee Cement Corporation Limited (JCCL), a wholly owned subsidiary of the Company, it has, today evening, executed an agreement with M/s UltraTech Cement Limited, a company of Aditya Birla Group, for sale of its Gujarat Cement Plant comprising an integrated 2.4 MTPA Cement Plant at Kutch and a 2.4 MTPA Cement Grinding Unit at Wanakbori, through a Scheme of Arrangement pursuant to Sections 391-394 of the Companies Act, 1956 at an Enterprise Value of Rs.3800 Crores.

A copy of the Press Release being issued in this regard is attached.

Thanking you,

Yours faithfully,

For JAIPRAKASH ASSOCIATES LIMITED



(HARISH K. VOID)

Sr. President (Corporate Affairs) &
Company Secretary

Encl : As above

PRESS RELEASE

New Delhi, September 11, 2013

JAYPEE Group has reached an agreement to sell its 4.8 MnTPA Gujarat Cement Plant (a unit of Jaypee Cement Corporation Ltd. – JCCL which is a 100 % owned subsidiary of **JAIPRAKASH ASSOCIATES LTD.-- JAL**) to Ultra Tech Cement Ltd. The enterprise value of the deal is Rs. 3800 crores, besides the actual net working capital. Gujarat Cement Project consists of an Integrated Cement Plant at Kutch & a 2.4 MTPA Cement Grinding Unit at Wanakbori.

Sh. Manoj Gaur, Executive Chairman, expressed satisfaction upon reaching the agreement between the two companies. **“UltraTech Cement, led by Sh. Kumar Mangalam Birla**, with this acquisition has demonstrated faith in India’s future growth as well as in the quality of assets for which **JAYPEE Group** is known for. We wish UltraTech the very best in their journey to become a global cement player,” said Mr Gaur.

He further commented that **“JAYPEE Group** continues to be on course to bring down the debt and consolidate its operations in the given economic scenario, which necessitates all creditable organizations to respond to the challenges in a proactive manner.”

Over the past decade, **JAIPRAKASH ASSOCIATES LTD.** increased its cement capacity from 4.40 MT in 2002 to 36.8 MT, and post this deal will continue to remain the 3rd largest cement manufacturer in the country.

The proposed transaction is subject to the approval of shareholders and creditors, sanction of the Scheme of Arrangement by the High Courts, approval of the Competition Commission of India and all other statutory approvals. We anticipate the transaction to close in 7 to 9 months.

Standard Chartered assisted JAL as Transaction Advisors while M/s. Bansi S Mehta & Co. as Valuation Advisors. M/s. Vaish Associates are our legal advisors and M/s. Sobhagya Capital Options Ltd. our Merchant Bankers.

For any further information please get in touch with the undersigned:

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Jaypee Group
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