Dhanuka Agritech Limited

AN ISO 9001 : 2008 COMPANY

By Courier/Mail/Fax

Ref. No.: DAL:SD:2013: 14th November, 2013

The Department of Corporate Services
The National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G - Block,
Bandra Kurla Complex,
Bandra East, Mumbai 400051

Attention : Corporate Relation Department

Symbol : (DHANUKA)

Sub: Dhanuka enter into Media Agreement with M/s Ketchum Sampark Pvt. Ltd

Dear Sir,

With reference to the above subject, please find attached herewith the press release regarding the agreement entered into between M/s Dhanuka Agritech Limited and M/s Ketchum Sampark Pvt. Ltd. to act as Public Relation Consultants for the Company.

Thanking you,

Yours faithfully,

For Dhanuka Agritech Ltd.

Shubha Singh
Company Secretary

Encl: As above

AGREEMENT OF DHANUKA AGRITECH LIMITED WITH MEDIA COMPANIES
DISCLOSURE UNDER CLAUSE 53 OF THE LISTING AGREEMENT

The Company has executed a service agreement with M/s Ketchum Sampark Pvt. Ltd, (hereinafter referred as an "Agency") a Company incorporated under the Companies Act, 1956, having its Registered Office at Mangalam House, Walchand Hirachand Marg, Ballard Estate, Mumbai – 400 001, as its Public Relations Agency to look after media relations for 1 year, w.e.f. 1st November, 2013.

Further, Agency or its associates do not hold any shares and do not have interest of any kind whatsoever in Dhanuka Agritech Limited. It also does not have any nominee on the Board of Directors of Dhanuka Agritech Limited or any management control in Dhanuka Agritech Limited. We do not foresee any potential conflict of interest arising from this agreement. Dhanuka Agritech Limited has not entered into any back to back treaties/ contracts/ agreements/ MOUs or similar instruments with this media Company and/ or their associates for the purpose of advertising, publicity etc.

For Dhanuka Agritech Limited

Shubha Singh
Company Secretary

About Dhanuka Agritech Limited

Dhanuka Agritech Limited is in the business of crop-protection chemicals. The company reaches out to more than 10 million farmers with its eco-friendly high quality crop care products. The Agri-Division has a pan-India presence through its marketing offices in all major states in India. It has manufacturing units at Gurgaon, Sanand & Udhampur. It has one of the largest distribution networks in India with over 7,500 distributors/ dealers selling to over 70,000 retailers and ultimately benefitting 10 million farmers across India.

Dhanuka Agritech Limited has always laid special emphasis on eco-friendly formulations, low-dose active pesticides, integrated pest and weed management. Numerous measures taken by the company in the line of educating farmers regarding use of pesticides, directly and through its field force of 'Dhanuka Doctors'; rain water harvesting and adopting better agricultural practices, coupled with an aggressive growth strategy have contributed to the company's growth over the years.