



Press Release

Kesoram Industries Ltd

28th January, 2010: Kesoram Industries Ltd. is a well diversified B K Birla flagship conglomerate having interest in Tyres, Cement, Rayon Yarn and Transparent Paper etc. with a focus on two core business segments i.e. Tyres which accounted for 57% and Cement 38% of the turnover in 9 months ended 31st December 2009.

The Company is listed on three major Stock Exchanges in India i.e. National Stock Exchange of India Ltd. Mumbai, Bombay Stock Exchange Ltd. Mumbai, The Calcutta Stock Exchange Association Ltd., Kolkata and at the Societe de la Bourse de Luxembourg, Luxembourg, abroad.

The Company in its Board Meeting held today at Mumbai has approved the Unaudited Quarterly Results for the Quarter and Nine Months period ended 31st December 2009 and has recorded a Sales of Rs.1245.79 Crore and 3673.94 crore for the quarter ended and Nine Months period ended 31st December 2009 respectively, which is an increase of over 18% over the corresponding quarter and Nine Months period ended 2008 respectively.

The Company has performed well. Its PBIDT and PBT stood at Rs.135.87 Crores and 64.83 Crores an increase of 32.88% and 98.50% for the quarter ended 31.12.2009 over the corresponding quarter of December 2008. The nine months period December 2009 PBIDT and PBT has also seen an impressive growth over the last corresponding nine months period by registering an increase of Rs.167.68 Crores and 123.33 Crores, a growth of over 38% and 45% respectively.

The Company has an installed Cement Capacity of 7.25 Million Tons/Annum in Karnataka and Andhra Pradesh with captive power plants. The Vasavadatta Cement Plant of the Company with a manufacturing capacity of 5.75 million ton is one of the best energy efficient Cement Plants in India.

The Company in the recent past has embarked on an aggressive expansion mode in its Tyre Section by increasing the capacities at Brown Field Project at Balasore in Orissa as well as undertaking Greenfield Project at Uttarakhand. The total capacity at the Orissa Plant has been augmented to 271 MT/Day of Truck/Bus Bias, LCV and Off The Road Tyres. It is in the process of implementing Passenger/LCV Radial tyres of 80 MT/Day at a cost of Rs.450 Crores. This is expected to commence production by December 2010.

The total capacity at the Greenfield Project in Haridwar is proposed to be 637 Ton/Day with an estimated cost of Rs.2218.60 Crores. Out of this, Truck Bias and Tractor Tyres plant of 257 MT/Day is fully commissioned and operative. Balance 60 MT/Day is expected to be completely operative by March 2010. Commercial Production of 95 MT/Day of Motor Cycle/LCV tyres has started in Oct. 2009 and shall be fully operative by March 2010. The first phase of Truck/Bus Radial project of 225 MT/Day is expected to start Commercial Production by March 2010.

For any details and clarifications, please contact Mr. Deepak Tandon, Cell : 9831086266