



PERFORMANCE HIGHLIGHTS – HALF YEAR ENDED SEPTEMBER 30, 2013.

- **REVENUE UP BY 7%**
- **VOLUME SLIGHTLY LESS BY 2% DUE TO HEAVY MONSOONS**
- **EBITDA DOWN BY 7% DUE TO ABBERATION IN INPUT COST**

During the first half of the year the industry remained flat with Tamil Nadu losing 20% of its volumes on account of higher end-consumer prices and the unfavorable ordering pattern of TASMACH, which also affected the UBL volumes in this State.

The Company posted volume growth in key markets contributing to revenue growth of 7%. Double digit volume growth was witnessed in Rajasthan, West Bengal, Orissa and Uttar Pradesh.

The Company has maintained its All India market share of 50% despite the adverse developments in Tamil Nadu. It has increased its market share in key markets at a time when pressure from competition has been at its peak, considering the difficult times the industry has been going through.

The volumes for this second quarter have been under pressure, also as a result of the extended and heavy rains experienced during this year's monsoon period.

The Company took price increases in select markets that helped in off-setting a major portion of input price increases in an inflationary economy. However the effect of the Company being forced to use new bottles for 100% of its production in the state of Maharashtra on account of local excise laws lead to an unprecedented increase in input costs of over Rs.46 crore during the first half year.

The Maharashtra State Government has since reversed this policy and passed a notification in October 2013 permitting once again the use of second hand bottles which will reduce input costs to normal levels.

Bangalore, November 7, 2013