

8th December, 2017

The General Manager
Corporate Relationship Dept.,
BSE Limited,
1st Floor, New Trading Ring,
Rotunda Building,
Sir Phiroze Jeejeebhoy Towers,
Dalal Street, Fort, Mumbai-400 001

The Secretary,
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 051

Subject: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, regarding New Product Launch

Dear Sir/ Madam,

This is to inform you that the Company has launched a new Product Series in tiles "Glosstra Plus" – India's glossiest wall tiles on 7th December, 2017, post commissioning of a state of the art plant at Kassar (Haryana) having capacity to produce 4.5 million square meter per annum of 300 mm x 600 mm Glosstra Plus tiles.

The details of the Product are as follows:

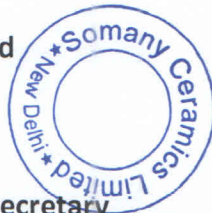
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|---|---|---------------------------------------|
| a. Name of the Product | - | Glosstra Plus (Details as Annexure-1) |
| b. Date of Launch | - | 7 th December, 2017 |
| c. Category of the Product | - | Tiles |
| d. Whether caters to domestic / international market | - | Both domestic and international |
| e. Name of the countries in which the product is launched | - | India |

We request you to take the above on your record.

Thanking you,

Yours Faithfully,
For Somany Ceramics Limited


Ambrish Julka
DGM (Legal) and Company Secretary
M. No.: FCS 4484



Encl: as above

Somany Ceramics Launches Glosstra Plus - India's Glossiest Tiles

Following the success of Glosstra, a range of fun, colorful and glossy wall tiles, Somany Ceramics has launched "Glosstra Plus" – India's glossiest wall tiles on 7th December, 2017. Post commissioning of state of the art plant at Kassar (Haryana), the company now has own capacity to produce 4.5 million square meters per annum of 300 mm x 600 mm Glosstra Plus tiles. Glosstra Plus wall tiles exude a sense of energy making the ambience more lively and exciting.

Created using "Ultra Gloss Technology" with fabric texture, undulated surfaces and stone finishes Glosstra Plus wall tiles are an amalgamation of technological expertise and luxury, from the house of Somany Ceramics. These tiles reflect light propagating a sense of a bigger space while the use of high definition digital printing captures the intricate detailing on the tile surface crating a virtually seamless canvas.

The new Glosstra Plus range offers the consumers a wide range of designs such as floral fusion, brocades, chevron, checks, basket weave, gingham, Chinoiserie and Moroccan lattice, cast metal damask & harlequin designs patterns, intricately carved on tiles.

Glosstra Plus wall tiles will be available across India at all Somany franchisee stores and Experience Centers. The newly launched tiles are available in the size of 300 mm x 600 mm.

