



Dhanuka Agritech Limited

AN ISO 9001 : 2008 COMPANY

By Courier

Ref. No.: DAL:SD:2013:

15th April, 2013

To,
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: Press Release regarding the engagement of Shri Amitabh Bachchan

Dear Sir,

With reference to the above subject, please find attached herewith the press release regarding the engagement of Shri Amitabh Bachchan as Brand Ambassador for Dhanuka.

Thanking you,

**Yours faithfully,
For Dhanuka Agritech Ltd.**

**Shubha Singh
Company Secretary**

Encl: As above



Press Release

Dhanuka Agritech Limited - Engagement of Shri Amitabh Bachchan as Brand Ambassador

Dhanuka has always endeavoured in promoting scientific agro-chemicals and increasing awareness of farmers in India at the grass-roots level. The Company has also taken initiatives in promoting a number of farmer friendly concepts like - water conservation, seed treatment and soil testing. To take this message to the masses and to support Dhanuka's initiative in harnessing agricultural prosperity, the Company has engaged Legendary Super-star, Shri Amitabh Bachchan as its Brand Ambassador.

The Chairman, Shri R G Agarwal said, "We are delighted that the Legend of Indian Film Industry, Shri Amitabh Bachchan will promote Dhanuka's products."

For Dhanuka Agritech Limited

Shubha Singh
Company Secretary

