

April 18, 2016

Ref: VFSPL/MB/EIL/001

To,

Listing Department,
National Stock Exchange of India Ltd.,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E)
Mumbai – 400 051.

Dear Sir,

Sub: Filing of Addendum to Public Announcement for Buyback of Equity Shares of Excel Industries Limited pursuant to the provisions of Regulation 15 of SEBI (Buy Back of Securities) Regulations, 1998

With reference to the captioned subject and further to Company's letter dated April 12, 2016 with ref no. EIL/2016-17/BB/002 in relation to deposit of Rs.45,00,000 (Forty Five Lakhs Only) in the Escrow Account in terms of Regulation 15B of SEBI (Buy Back of Securities) Regulations, 1998, we would like to inform you that company has published Addendum to the Public Announcement dated April 6, 2016 on April 16, 2016 in the same newspapers, in which the Public Announcement was released. The said Addendum was published in Business Standard-English (All Editions), Business Standard- Hindi (All Editions) and Navshakti- Marathi (Regional Edition), on April 16, 2016.

Please find enclosed herewith the newspaper clippings of Business Standard- English (All Editions) and Navshakti- Marathi (Regional Edition).

Kindly receive the same in order and take the same on record.

Thanking you,

Yours faithfully,

For, Vivro Financial Services Private Limited,


Harish Patel
(AVP)

Encl.: As above

Watching inflation....

Transmission by banks would also be critically monitored before deciding on rates. Banks have passed about 70 basis points so far.

"At this point, we want to get a better sense of what the big uncertainties surrounding the economy are before we take further action," Rajan had said in the interaction on April 5. "More importantly, we want to see past rate cuts pass through. There is no point just cutting rates, which makes the market happy for a day, but the economy doesn't benefit if the pass-through doesn't happen," he said.

The policy statement also said an erratic monsoon would chip off some of the growth prospects of the economy. With reservoirs drying up fast, India suffered two consecutive years of deficient rainfall. However, the monsoon is expected to be "above normal" this year at 106 per cent of the Long Period Average, the Indian Meteorological Department said recently. Rajan's comments in the interview come after this projection.



EXCEL INDUSTRIES LIMITED

Corporate Identity No. (CIN): L24200MH1960PLC011807

Registered Office Address: 184-187, Swami Vivekanand Road, Jogeshwari (West), Mumbai - 400 102, Maharashtra, India.

Tel. No.: +91-22-6646-4200, Fax No.: +91- 22-2678-3657,

Website: www.excelind.co.in Email: surendra.singhvi@excelind.com

Company Secretary and Compliance Officer: Mr. S. K. Singhvi

ADDENDUM TO THE PUBLIC ANNOUNCEMENT

FOR THE ATTENTION OF THE SHAREHOLDERS/BENEFICIAL OWNERS OF THE EQUITY SHARES OF
EXCEL INDUSTRIES LIMITED

This Addendum ("Addendum") to the Public Announcement ("PA") dated April 6, 2016 is being issued by Excel Industries Limited ("Company") in relation to the Buyback of Equity Shares by the Company from its shareholders / beneficial owners holding Equity Shares, other than the Persons in Control of the Company, from the open market using the electronic trading facilities of BSE Limited ("BSE") and The National Stock Exchange of India Limited ("NSE") (BSE & NSE are collectively referred to as the "Stock Exchanges").

This Addendum should be read in conjunction with the PA. The capitalized terms used in this Addendum have the same meaning as ascribed to them in the PA, unless otherwise specified.

The shareholders/beneficial owners of Equity Shares are requested to take notice of the following in connection with the PA:

DETAILS OF ESCROW ACCOUNT

In accordance with Regulation 15B of the Buyback Regulations and further to the disclosure in paragraph 9.1 & 9.2 of the PA, towards security for performance of its obligations under the Buyback Regulations, the Company in addition to Bank Guarantee of Rs. 4,50,00,000/- (Rupees Four Crore Fifty Lakhs Only) being 25% of Maximum Buyback Size, has on April 7, 2016 deposited in the Escrow Account, cash, aggregating to Rs. 45,00,000/- (Rupees Forty Five Lakhs), being 2.5% (two point five percent) of the Maximum Buyback Size ("Cash Escrow").

All other information and terms of the Buyback disclosed in the PA remain unchanged.

MANAGER TO THE BUYBACK OFFER

VIVRO

VIVRO FINANCIAL SERVICES PRIVATE LIMITED

607/608, 6th Floor, Marathon Icon, Veer Santaji Lane, Off Ganpatrao Kadam Marg,

Opp. Peninsula Corporate Park Lower Parel, Mumbai - 400013, Maharashtra, India.

Tel.: 91 22 66668047; Fax: +91 22 66668047 Email: investors@vivro.net Website: www.vivro.net

Contact Person: Mrs. Shashi Singhvi / Mr. Harish Patel

SEBI Registration No.: INM000010122

CIN: U67120GJ1996PTC029182

DIRECTORS' RESPONSIBILITY

As per Regulation 19(1)(a) of the Buyback Regulations, the Board accepts responsibility for all the information contained in the PA and this addendum or any other information advertisement, circular, brochure, publicity material which may be issued and confirms that the information on such documents contain true, factual and material information and shall not contain any misleading information.

For and on behalf of Board of Directors of
Excel Industries Limited

Date: April 16, 2016
Place: Mumbai

Sd/-
Ashwin C. Shroff
Chairman & Managing Director

Sd/-
Ravi A. Shroff
Executive Director

Sd/-
S.K. Singhvi
Company Secretary

Published in Business Standard (English & Hindi) &
Navshakti (Marathi) on 16.04.2016.