

February 02, 2015

To,  
1) The Secretary  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai – 400 001

Code No.:- 517385

2) The Secretary  
National Stock Exchange of India Limited  
Exchange Plaza, Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400 051

Symphony :- SYMPHONY  
Series :- EQ

3) The Secretary  
Ahmedabad Stock Exchange Limited  
Kamdhenu Complex, Opp. Sahajanand Complex,  
Panjarapole,  
Ahmedabad – 380 015

Code No.:- 51760

Dear sir,

**Re. Launch of special models for online retail, TV shopping and B2B segments:**

Symphony has continuously explored new ways to distribute its products in every market. It began its journey in India with traditional trade, added modern retail several years ago and then later expanded to the emerging channels of online retail, TV shopping and B2B. To further expand its sales in the burgeoning non-traditional segments of online retail, TV shopping network and B2B, Symphony has developed special model variants to be offered beginning the summer of 2015. This will enable each channel to have mutually exclusive models which allow them to pursue independent sales and pricing strategies.

However, as some online portals have adopted the market place model, there still exists the possibility of unauthorized individual traders selling the company's regular models through them. Neither Symphony nor any other company is in a position to stop this practice.

Symphony recognizes the importance of emerging non-traditional segments and will evolve policies and develop products to fully harness their potential, while continuing to reap strong relationships with its vast network of dealers in the traditional trade channel.

Thanking you,

Yours faithfully,  
For, **Symphony Limited**

  
Chandrakant Gandhi  
Company Secretary



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