

March 27, 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

Sub: Symphony Unveils New Advertising Campaign to tap Fan Users

Dear Sir,

Placed between “Fans” on one hand and “ACs” on the other, Symphony has been trying to expand “Coolers” as a category. Strategically, it has always spoken to a mindset that longed for an AC but hesitated to make the purchase for economic reasons. This approach has worked well. It has delivered consistent growth and opened up new markets. While it has worked very well, it addressed a rather limited audience who had to be convinced logically. Hence it was imperative that we looked at an alternative, a larger source of business – the fan market!

There are 160 million+ households in India that have only fans and no other cooling devices. The obvious upgrade for them is air coolers to beat the scorching Indian summers. With a powerful proposition of its air coolers consuming electricity similar to a fan, Symphony decided to create an aggressive advertising campaign to highlight this and have a communication that looked relevant to the fan users. The campaign highlights the limitations of a fan in tackling heat and urges consumers to be fair to the fan and bring home a Symphony cooler to tackle the harsh heat of Indian Summers.

Symphony is the most visible brand in the air cooler category with over 70% share of voice. This years' campaign will be on leading TV Channels and will be suitably supported by print, digital, radio and also through local activation. The advertising budget has been increased substantially this year, most of which will be spent in the coming months. This is a long term investment that will show positive results in years to come.

Thanking you,
Yours faithfully,
For **Symphony Limited**

Chandrakant Gandhi
Company Secretary

