

November 16, 2016

To,

1) The Secretary
BSE Limited
PhirozeJeejeebhoy 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,
BandraKurla 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.: Press Release – Symphony Limited launches mobile commercial air cooler range – ‘MobiCool’

Dear Sir,

With reference to the captioned subject, we enclose herewith Press Release dated November 16, 2016.

This is for your information and record.

Thanking you,

Yours faithfully,
For, **SYMPHONY LIMITED**



Mayur Barvadiya
Company Secretary



Encl.: as above.

E-mail ID: corporate@symphonylimited.com

Media Release

Symphony Ltd launches mobile commercial air cooler range – ‘MobiCool’

Highlights:

- *Launches 5 models in portable commercial air cooler range ‘MOBICOOL 30’, ‘MOBICOOL 30S’, ‘MOBICOOL 70’, ‘MOBICOOL 190’ and ‘MOBICOOL XL’ to tap the potential in the commercial cooling space*
- *Dual use of indoor as well as outdoor, ‘MobiCool’ capable of cooling large spaces*
- *Company eyes huge potential for ‘MobiCool’ in outdoor events, banquet halls, restaurants, warehouses & workshops, factories, bus stations, railway stations, schools and colleges, religious spaces and such large floor space places etc.*

November 16, 2016: Expanding its product portfolio in the commercial and industrial cooling segment, Symphony Ltd, World’s largest air cooler company has launched ‘**MobiCool**’ range of air coolers to tap huge potential in the commercial and industrial space including cooling requirement of large open spaces, halls etc. Company eyes to tap huge potential for ‘**MobiCool**’ range which is currently catered by unorganised players. Company is also considering exporting these coolers globally.



‘**MobiCool**’ is an ideal cooling appliance for outdoors and most suitable for large open areas including party plots, wedding halls, restaurants, religious spaces. It also has huge potential in the commercial and industrial spaces such as factories, workshops, warehouses, school and colleges, bus stations, railway stations and similar large floor space places. Easy to operate and maintain, ‘MobiCool’ has remote control, robust weather resistant body, strong wheels for easy portability and also runs on inverter.

Commenting on this unique product, Mr. Achal Bakeri, Chairman and Managing Director, Symphony Ltd said “Symphony has wide range of residential air coolers. Company also serves the needs of the industrial and large commercial segments under the aegis of the central air

cooling solution. **‘MobiCool’** will cater to the segment that falls between the residential and the large commercial spaces. There is a huge potential for cooling requirement of large open spaces, banquet halls, open restaurants etc. With the launch of ‘MobiCool’, Symphony is confident for a leadership position in this space too.”

Symphony Ltd launched 5 models in ‘MobiCool’ range, ‘MOBICOOL 30’, ‘MOBICOOL 30S’, ‘MOBICOOL 70’, ‘MOBICOOL 190’ and ‘MOBICOOL XL’ which cools large spaces and with huge tank capacity up to 190 litres. MOBICOOL XL is a unique portable cooler that comes with ducts and grills. **‘MobiCool’** range of coolers with sleek robust body and superior cooling performance are portable, equipped with advanced features, intelligent controls, honeycomb cooling pads, consumes less power and can also run on inverter.

Company’s clientele in the industrial cooling includes Yamaha, Ford, GE, Walmart, DHL, Decathlon, Cinepolis, Nestle, Coca Cola and many more.

Residential air cooler market in India is estimated to be around Rs. 3,000 crore and growing at 15-20% per annum. Symphony Ltd is the market leader in the Indian air cooler industry and commands 50% market share in value terms among organised players.

ABOUT SYMPONY LIMITED (www.symphonylimited.com):

A world leader in evaporative air coolers, Symphony focuses on innovative design to create better and eco-friendly products for domestic and industrial customers in 60 countries across the globe. At Symphony, design-driven innovation and green engineering is a sustainable competitive advantage. Company delivers market-leading products with engineering and design innovation, improved energy conservation, distinctive styling and customer-centric design.

Established in 1988, Symphony leverages a unique and successful asset-light business model for its residential coolers in India and in-house lean manufacturing for its industrial coolers in Mexico to achieve sustainable and profitable growth.

Headquartered in Ahmedabad, Gujarat, India, Symphony is a global company committed to develop sustainable and responsible products. This means leading the air-cooling industry's efforts to develop breakthrough green technologies to combat climate change. A publicly traded company in India with a manufacturing base in North America offering products in over 60 countries, Symphony continuously delivers value to its stakeholders in a profitable and predictable way. For the year (Nine Months period) ended March 2016, Symphony posted on consolidated basis net profit of Rs. 118.37 crore on net sales of Rs. 444.36 crore.

For further information, please contact:

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