

May 5, 2016

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  
Kamdheni Complex, Opp. Sahajanand Complex,  
Panjarapole,  
Ahmedabad – 380 015

Code No.:- 51760

**Sub: Press Release - Symphony files for global patent for world's first wall mounted air cooler - 'CLOUD'**

Dear Sir,

With reference to the captioned subject, we enclose herewith Press Release dated May 4, 2016.

This is for your information and record.

Thanking you,

Yours faithfully,

For, **SYMPHONY LIMITED**

*B.V. Mehta*  
B.V. Mehta  
CFO



## Symphony files for global patent for world's first wall mounted air cooler - 'CLOUD'

**Company has created a completely new category in the air cooler market with an AC like home placement cooler**

**May 04, 2016:** World's largest air cooler company, Symphony Limited, has come out with a first of its kind air cooling invention under the 'CLOUD' brand name and it has filed for a global patent with the concerned bodies. With this first of its kind wall mounted air cooler, Symphony has created a completely new category in the cooling industry as this 'CLOUD' air cooler can take the place of an air-conditioner when placed inside any home.

Another major advantage of this unique air cooler is that the 'CLOUD' does not have an outdoor unit (unlike air-conditioner) and does not require any alteration in the house for its installation. There is no need to drill holes through the wall as there is no outdoor unit. The cooler will hang on the robust mounting bracket and does not require screws or bolts. Additionally, unlike other air coolers, the 'CLOUD' occupies no floor space. It also gives uniform cooling and comes with advanced features such as electronic humidity control, intelligent remote, automatic water fill, empty water tank alarm, system restore function, auto clean function and free installation.

Commenting on this new global innovation, **Mr. Achal Bakeri, Chairman and Managing Director of Symphony Ltd.** said, "CLOUD is yet another industry first innovation by Symphony Ltd which has the largest number of trademarks and registered designs in the international air cooler industry. Design, innovation and brand are the three main pillars of our company. The Company has continuously evolved its product portfolio to infuse new and technologically advanced products for its customers. We have filed for a patent for this unique product of ours in India and with other global bodies too. This makes us the first air cooler company in the world to file for a global patent."

He further added, "CLOUD will be a game changer for air cooling industry globally as it is meeting an aspirational need of a large mass of consumers who cannot afford to have air-conditioners in their homes but can put an air cooler in place of the AC. Major changes in the lifestyle of the Indian masses is leading to a two-pronged change in their mindset which will be of huge benefit to players like Symphony. Firstly, a huge mass of consumers in urban and rural areas are upgrading from fans to air coolers. Secondly, a big segment of India's population is moving from the unorganized/non-branded segment to the organised/branded market. So, the potential growth for branded air coolers, including 'CLOUD', is huge."





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. The domestic market for residential air-coolers, both organised and unorganised, is around 7 million units. Unorganised segment accounts for 80% of volume with 5.6 million units while organised air-cooler market is around 1.4 million units. There are 160 million plus households in India that have only fans and no other cooling devices.

**ABOUT SYMPHONY LIMITED ([www.symphonylimited.com](http://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 ended June 30, 2015, Symphony posted net profit of Rs. 116.42 cr. on net sales of Rs. 462.28 cr.

**For further information, please contact:**

Gopal Modi / Rupesh Panchal

Adfactors PR

Cell: 9099030184 / 9925023103

[gopal.modi@adfactorspr.com](mailto:gopal.modi@adfactorspr.com) / [rupesh.panchal@adfactorspr.com](mailto:rupesh.panchal@adfactorspr.com)

