

11th August 2015

The National Stock Exchange of India Ltd
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E),
Mumbai-400 051.

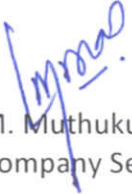
Sub: Tie-up with Xiaomi for distribution of their Smartphones

Dear Sir/Madam,

We are pleased to share with you that the company has been appointed by Xiaomi, a leading smartphone vendor, for distribution of their smartphones in a number of cities across India. We expect this to significantly improve our smartphone offering to the aspirational consumers.

Thanking you,

Truly yours,



M. Muthukumarasamy
Company Secretary

CC: BSE Limited, Floor, 25, P.J. Towers, Dalal Street, Mumbai-400 001.