

18<sup>th</sup> May 2012

The National Stock Exchange of India  
Exchange Plaza  
Bandra-Kurla Complex,  
Bandra(E), Mumbai – 400051.

Sub: Strategic tie up with Samsung in Africa by our overseas subsidiary.

Dear Sirs,

We wish to inform you that one of the Company's overseas subsidiary M/s. Redington Gulf FZE., Dubai (RGF) has taken a strategic decision to tie-up with Samsung for distributing their mobile phones in Africa. Samsung is the current global leader in mobile devices (normal feature phones + smart phones). We believe that they will continue their leadership position going forward. Samsung, the current number 2 player in Africa is very keen to grow their market share to number 1 position in the next 3-4 years.

Whilst Samsung has great potential and promise and hence our keenness to tie up with them, we were conscious of the Nokia principle that their distributor should be single branded (mobile phones). In spite of our best efforts to convince Nokia, they have decided to discontinue the distribution contract with RGF with immediate effect.

We estimate this development (Samsung appointment and Nokia discontinuation) to have a negative impact of about 3.5% on the expected consolidated sales & profits of the company for the Financial Year 2012-13.

Thanking you,

Very truly yours,



M. Muthukumarasamy  
Company Secretary.

Cc : Bombay Stock Exchange Ltd., Mumbai.  
Floor 25, P.J. Towers, Dalal Street,  
Mumbai – 400 001.