



POKARNA LIMITED

MEDIA RELEASE

29th October, 2005

Pokarna began over a decade ago with a single-minded objective to produce the finest granite in the world and achieve a pre-eminent position in the global arena. It has done this successfully and consistently year after year, expanding sales and winning the most prestigious awards. Today, Pokarna Limited is a well-known and leading name in the export of processed granite slabs from the Country.

'Reach for the skies with feet firmly on the earth', has been the cornerstone of Pokarna Limited's corporate philosophy. It is reflected in its continuous search for new quarries and new raw materials, its judicious and timely investments in the latest equipment and facilities, its belief in training and in employee welfare.

By constantly upgrading its equipment both at its quarries and in its manufacturing complex, Pokarna is able to optimize its raw material utilization, ensuring the highest quality with minimal wastage. By continuously diversifying its raw material resources, it is able to maintain supplies of its premium varieties and to introduce exotic new varieties.

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From being India's largest exporter of the legendary Black Galaxy, Pokarna has now introduced the world to Pokarna Green and Acacia to name a few.

Pokarna Limited has now diversified into apparel manufacturing with a gleaming new factory at the Apparels Export Park near Hyderabad. Besides launching 'STANZA®', a powerful new premium brand in India, Pokarna's apparels division is in the process of making major forays overseas as well.

The brand 'STANZA®' is available at 100 Stores across the country including High end Malls and Shopping Centers apart from exclusive outlet at Liberty Circle, Himayat Nagar, Hyderabad. The Company would be shortly starting a chain of exclusive 'STANZA®' outlets across the country.

Pokarna Limited has been conferred prestigious 'ROCKY' Award by the 'Marble Institute of America Advertising Award Competition', in Print Advertising Category, for the year 2004-2005.

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Pokarna Limited has also been conferred '**Special Export Award**' for its outstanding export performance by '**CAPEXIL**' at its recently concluded Award ceremony in Chennai on 8th October, 2005.

The Board of Directors of Pokarna Limited met on Saturday, the 29th day of October, 2005 and approved the unaudited financial results for quarter and half year ended 30th September, 2005.

The performance highlights of Pokarna Limited half year ended **30th September, 2005** are:

- ❖ Total Turnover for the half year under review stood at Rs.7174.10 Lacs recording a growth of 8 % over the same half year of the previous year ended (31.03.2005), which stood at Rs.6638 Lacs.
- ❖ Profit after tax (PAT) stood at Rs. 426.60 Lacs recording a decline of 37 % over the same half year of the previous year ended (31.03.2005), which stood at Rs.426.60 Lacs.

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- ❖ EPS stood at Rs.6.68 as against Rs, 10.84 of the same half year of the previous year ended (31.03.2005).
- ❖ The Stand alone EPS of Granite Division of the Company for the half year stood at Rs. 15.66.

The Company attributes decline in the Profit after tax (PAT) mainly to the initial loss arising out of operations of the Apparel Division of the Company.

Copy of the Results is enclosed herewith for your reference and analysis.

May I request you to kindly disseminate the aforesaid performance of the Company through your valuable newspaper.

Thanking you,

Yours truly,

Gautam Chand Jain
Chairman & Managing Director
Pokarna Limited

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