



POKARNA LIMITED

MEDIA RELEASE

30th October, 2006

“Great things happen when men and mountains meet”, said poet William Blake. He could not have been more profound.

The challenge of taking on the steepest gradient, of staying the course no matter what the odds, of reaching and staying at the summit – that sums up the Pokarna story over two decades. Producing the finest granite in the world and achieving 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 export awards. A journey in continuous search of new quarries and new raw materials, of judicious and timely investments in the latest equipment and facilities, of an unflinching belief in training and in employee welfare.

Pokarna optimises raw material utilisation, ensures 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. By constantly upgrading its equipment both at its quarries and in its manufacturing complex, it delivers cost efficiency to its customers and maximizes turnover and profits in the process.

The same philosophy is behind Pokarna’s diversification into apparel manufacture with a gleaming new factory in the Apparels Park near Hyderabad. Two years ago it launched an exciting new label in the domestic market, ‘**STANZA®**’ shirts and trousers, made from premium Italian fabric.

For Pokarna it is new journey with its own gradient, full of challenge and promise. Domestically, the brand ‘**STANZA®**’ has already won recognition as one of India’s most visible and fastest-growing. Across the globe, it is beginning to make its presence felt in the United States, in premium stores on New York’s Fifth Avenue; a remarkable first for an Indian label.

Pokarna Limited
Corporate Office:
105, Surya Towers, S P Road
Secunderabad-3



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Stage is all set to witness Pokarna's ambitious diversification into engineered stone and the story to continue.....

The Board of Directors of Pokarna Limited met on Monday, the 30th day of October, 2006 and approved the unaudited financial results for the quarter and half year ended 30th September, 2006.

In comparison to the half year ended 30th September, 2005, the performance highlights of Pokarna Limited half year ended 30th September, 2006 are:

- **Net Sales** increase by 13% from 7141 Lacs to 8043 Lacs.
- **Operating Profit (PBDIT)** increase by 7 % from 1252 Lacs to 1340 Lacs.
- **Profit Before Tax (PBT)** increase by 12% from 634 Lacs to 707 Lacs.
- **Net Profit** increase from Rs.602 Lacs to Rs. 604 Lacs.
- **EPS** for the half year is Rs.9.74.
- The **Stand alone EPS** of Granite Division of the Company for the half year stood at Rs. 20.50.

Thanking you,

Yours truly,

SD/-

Gautam Chand Jain
Chairman & Managing Director

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