



POKARNA LIMITED

MEDIA RELEASE

28th January, 2006

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 and tiles 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.

From being India’s largest exporter of the legendary Black Galaxy, Pokarna has now introduced the world 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.

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



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The brand 'STANZA®' is available at 150 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.

The Board of Directors of Pokarna Limited met on Saturday, the 28th day of January, 2006 and approved the unaudited financial results for quarter and nine months ended 31st December, 2005.

The performance highlights of Pokarna Limited for nine months ended 31st December, 2005 are:

- ❖ Total Turnover for the nine months under review stood at Rs.11139.20 Lacs recording a growth of 9.10 % over the corresponding previous nine months ended 31.12.04, which stood at Rs.10209.96 Lacs.
- ❖ Profit after tax (PAT) stood at Rs. 745.59 Lacs recording a decline of 28.89 % over the corresponding previous nine months ended 31.12.04, which stood at Rs.1048.48 Lacs.
The Company attributes decline in the Profit after tax (PAT) mainly on account of charge of Rs. Rs.526.66 Lacs relating to promotion and development expenditure of brand 'STANZA®' to revenue for the nine months ended 31.12.2005 sequel to AS-26 issued by the ICAI.
- ❖ EPS stood at Rs.12.02 as against Rs. 16.91 over the corresponding previous nine months ended 31.12.04.
- ❖ The Stand alone EPS of Granite Division of the Company for the nine months stood at Rs. 26.34 recording a growth of 14.62 % over the corresponding previous nine months ended 31.12.04, which stood at Rs.22.98.

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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,

SD/-

**Gautam Chand Jain
Chairman & Managing Director
Pokarna Limited**

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