



POKARNA LIMITED

Date: 24/09/2014

Department of Corporate Services,
Bombay Stock Exchange Limited,
Phiroze Jeebhoy Towers,
Dalal Street,
Mumbai – 400001

Dear Sir,

Sub: Press release

Please find the enclosed Press release, which is proposed to be issued by the Company today.

This is for your record and dissemination.

Thanking you,

For Pokarna Limited

Vinay Paruchuru
Company Secretary
Encl: a/a



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Press Release

Quantra® Quartz Surfaces showcases the largest product launch in its history

-To unveil 16 exotic surfaces at globally renowned Marmomacc, 2014-

Secunderabad, September 24, 2014: Pokarna Limited (Pokarna), the largest exporter of finished granite in India announced that its 100% subsidiary, 'Pokarna Engineered Stone Limited' (PESL) is unveiling 16 exotic Quantra® Quartz Surfaces at the largest and most important showcase for the global stone industry - Marmomacc, 2014 at Verona, Italy. This is the largest product launch in the Company's history.

Quartz Surfaces, also known as 'Engineered Stones' or 'Compound Stones' is one of the hardest and most abundant natural minerals available in the world and hence possesses superior abrasion properties and a very high chemical resistance. Given its initial malleable form, Quartz permits innovation and flexibility in the design, styles, thicknesses, textures and production process, as well as ease of fabrication and installation. Andhra Pradesh and Telangana possess the largest and one of the best quality Quartz stone quarries in the world.

Marmomacc is the world's biggest annual event for the stone industry. The 2013 edition recorded extremely positive results; attracting over 56,000 visitors from 143 countries and 1,425 exhibitors. This exhibition offers much focus on latest technologies, stone and design, making it the perfect place to meet and network with international key specialists and qualified buyers, gain new contacts and generate new business leads, validate market position, boost Company's image, showcase innovations and launch new products. It hence acts as a unique platform to present exhibitors to highly-qualified professionals and decision makers in stone, tools, accessories, chemical products, machinery and services for the stone industry.

Quantra® Natural Quartz Surface at present has 64 colors catering to best of every market across all spectrums. PESL through its fully equipped centre for research, development and innovation is constantly innovating to develop new colors which are in tune with the latest trends in fashion and style. These are created by PESL's state-of-the-art manufacturing facility using patented Bretonstone® Technology. These are marketed across 19 countries including India, Belgium, Brazil, Canada, Italy, UAE, USA and UK.

The all new 'Ganges Collection' is inspired by naturally occurring patterns and color tones of exotic natural marble and granite. The end result is that it echoes the warmth and texture of natural stone.

For POKARNA LIMITED

Vinay Paruchuru
Company Secretary



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Commenting on this launch, Mr. Gautam Chand Jain, Chairman at Pokarna Limited said: *"Our all new Ganges Collection is a significant departure from the look and feel for which Quantra® is currently known. On our 5th anniversary, we want to dedicate this collection to architects and interior designers to create environments that everyone will obsess over and dream about."*

Mr. Rahul Jain, Director at Pokarna Limited added: *"Our Ganges Collection tells a lot about our innovation and about our tireless efforts to win customers' hearts."*

About Quantra® Quartz Surfaces

Quantra® Quartz Surfaces is a pure natural quartz surface with debonair appearance, the feel of the natural stone, but with an unbeatable quality and panache. It makes it possible to create anything from beautiful kitchen worktops through to the most innovative flooring and cladding surface and comes with the endless possibility of adding variety of customized aesthetic elements. Quantra® Quartz Surfaces is marketed in 19 countries including India, Belgium, Brazil, Canada, Italy, UAE, USA and UK.

About Pokarna Engineered Stone Limited (PESL)

Pokarna Engineered Stone Limited is the wholly owned subsidiary of Pokarna Limited [BSE: 532486, Bloomberg: POKR@IN, Reuters: POKR.BO]. PESL is the only producer of natural quartz surfaces in India using the patented Bretonstone® Technology. PESL's state-of-the-art manufacturing facility and fully equipped centre for research, development and innovation is located at APSEZ in Visakhapatnam.

About Pokarna Limited

Pokarna Limited, headquartered in Secunderabad, is the largest exporter of finished granite in India with exports to over 27 countries globally across Europe, Middle East and predominantly North America. The Company processes its granite at two state-of-the-art manufacturing facilities with raw material from own quarries as well as carefully identified independent ones ensuring the production is only the best.

The Company, through its wholly owned subsidiary, M/s. Pokarna Engineered Stone Limited (PESL), manufactures "Natural Quartz Surfaces" also known as "Engineered Stone" or "Compound Stone", created entirely by Breton technology and brilliantly engineered using the finest raw materials known to man. The Company sells this stone under the brand 'Quantra'.

Pokarna also manufactures and sells apparels under the brand 'Stanza' through its 10 retail shops pan India.

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Vinay Paruchuru
Company Secretary



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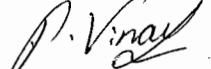
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For POKARNA LIMITED


Vinay Paruchuru
Company Secretary