



Date: 06<sup>th</sup> January, 2017

Department of Corporate Services, Bombay Stock Exchange Limited, Phiroze Jeebhoy Towers, Dalal Street, Mumbai – 400001	Listing Department, National Stock Exchange of India Ltd, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
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Dear Sir,

**Sub:** Press release

**Ref:** Scrip Code / Symbol: 532486/ POKARNA

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 Paruchuri**  
**Company Secretary**  
**Encl: a/a**

## **Pokarna Limited**

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CIN: L14102TG1991PLC013299

## POKARNA PARTNERS IKEA

**Hyderabad, 06<sup>th</sup> January, 2017:** Pokarna Limited announced today that Pokarna Engineered Stone Limited (“PESL”), the wholly owned subsidiary, has partnered IKEA India, to serve as its exclusive quartz surfaces supply and installation partner. Under the agreement, Pokarna will supply engineered quartz surfaces countertop and will also undertake measuring, planning, installation and home delivery of its products to IKEA’s customer.

**Commenting on this development, Mr. Gautam Chand Jain, Managing Director of PESL** said: *“We are happy to be IKEA’s exclusive engineered quartz surfaces partner in India and are delighted to have the opportunity to extend our products and services to the world’s best known furniture company”*.

**Commenting on this Development, Mr. Sandeep Sanan, New Business Manager, IKEA said:** *We are very excited to have PESL as our partner and look forward to a long term partnership. IKEA has been in India for last 30 years with many long term partners. We are currently building a new supplier base in India for the supply of home furnishings globally as well as for Indian stores. Our vision is “To create a better everyday life for many people”*.

**About Pokarna:** Pokarna Limited, headquartered in Secunderabad, processes granite at its two state-of-the-art manufacturing facilities with raw material majorly sourced from its own quarries. The Company’s Quartz operations are handled by its wholly owned subsidiary Pokarna Engineered Stone Limited.

**About IKEA:** IKEA is the world’s largest home furnishing company with about 389 stores in 46 countries and a sales volume of 34.2 billion Euros. It was founded in Sweden more than 65 years ago and its vision is to ‘create a better everyday life for the many people’. This vision is achieved by offering a wide range of home furnishings solutions with good design and function, at prices so low that as many people as possible, will be able to afford them.

*P. Vinay*  


## **IKEA in India**

The IKEA Group has been sourcing from India for over 30 years and in this time brought in many processes and best practices that have improved the way we work with our suppliers and helped to continuously grow our sourcing operations. Today IKEA does business worth 315 million Euros yearly from India and the plan is to double the purchase volume by 2020. IKEA Foundation, the philanthropic arm has been present in India the last 15 years enhancing social and economic empowerment of women and children. The IKEA Foundation focuses on health, education and nutrition but has recently launched a skill building program aiming to skill 10,000,00 women. IKEA cooperates with social entrepreneurs in a program called Next generation reviving local craft and giving the artisans market access in selected IKEA stores. More than 1200 women in India are now involved in the Next Generation projects.

For more information about us, please visit [www.pokarna.com](http://www.pokarna.com) or [www.quantra.in](http://www.quantra.in) OR contact:

**Vinay Paruchuru**

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