



SURYA ROSHNI LIMITED

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SRL /21-22/37

June 16, 2021

The Secretary
The Stock Exchange, Mumbai
Dalal Street, Fort,
MUMBAI - 400 001
Scrip Code: 500336

The Manager (Listing Department)
The National Stock Exchange of India Ltd
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051
NSE Symbol: SURYAROSNI

**SUB: APPOINTMENT OF OGILVY AND MATHER PRIVATE LIMITED (O&M) AS
THE COMPANY'S CREATIVE AGENCY TO BUILD THE 'SURYA' BRAND**

Madam/Sir

In terms of Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with corresponding circulars and notifications issued thereunder it is hereby informed that the Company has appointed Ogilvy and Mather Private Limited (O&M), a renowned global advertising and marketing communications agency, as its creative agency. O&M will work with Surya on its advertising and communication strategy, and overall brand building.

A brief profile is appended below:

Ogilvy and Mather (O&M) is an award-winning integrated creative network that makes brands matter for Fortune Global 500 companies as well as local businesses across 131 offices in 83 countries. The company creates experiences, design and communications that shape every aspect of a brand's needs through six core capabilities: Brand Strategy, Advertising, Customer Engagement and Commerce, PR and Influence, Digital Transformation, and Partnerships. O&M is a WPP company. They were judged the most effective agency in India at the Effie Awards 2020, the country's highest honour in innovation and effectiveness. They serve some of India's most renowned brands.

The above is for your information and records.

Thanking you,
for SURYA ROSHNI LIMITED

B B SINGAL
SR. V.P & COMPANY SECRETARY

