



Date: 21-09-2019

To,  
BSE Limited  
P. J. Towers,  
Dalal Street, Mumbai-400 001  
**Ref: Scrip Code: 533166**

To,  
National Stock Exchange of India Limited  
Exchange Plaza, Plot No. C/1, G Block,  
BKC, Bandra (E), Mumbai- 400 051  
**Ref: Symbol: SUNDARAM**

Dear Sir/Madam

**Sub: Updates**

In terms of the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby wish to inform you that Turnaround Story of Sundaram Multi Pap Limited has been featured in case study of Reviving Fortunes at IVEY Cases.

IVEY Business School, Canada is the second best school after Harvard Business School. The case is authored by Mrs. Shalini Talwar and Mrs. Reena Mehta from K. J. Somaiya Institute of Management Studies and Research (KJ SIMSR).

**Learning Objective of the said case study is as under:**

This case can be used effectively for senior undergraduate students and first year students in a graduate program as a way to introduce management principles, fundamentals of management, and business environments. The case can also be used for an introductory class on analyzing financial statements. Using the case, students will undertake the following tasks:

- Evaluate a business from the perspective of opportunities and threats in its operating environment.
- Analyze financial statements to identify issues that could impact a company's profitability and liquidity.
- Diagnose the decision dilemma faced by a business in the midst of crisis.

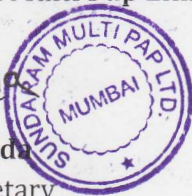
Here is the link to the case: <https://www.iveycases.com/ProductView.aspx?id=105657>

Kindly take the above information on your records.

Thanking you,  
Yours faithfully,

**For Sundaram Multi Pap Limited**

*B.s.chhed*



**Bhavesh Chhed**  
Company Secretary