

ASAL

Automotive Stampings and Assemblies Limited

ASAL/SE/2011-12
May 31, 2011

The Executive Director,
Bombay Stock Exchange Limited
Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Bldg., P.J.Towers,
Dalal Street, Mumbai 400 001.

The Executive Director,
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra (East),
Mumbai 400 051

Scrip Code: **520119**

Scrip Code: **ASAL**

Sub: Intimation pursuant to Clause 53 of the Listing Agreement

Dear Sir,

We would like to inform you that the Company has entered into an understanding / agreement with Pressman Advertising Limited, 126, Jolly Maker Chambers II, Nariman Point, Mumbai- 400 021 in connection with the proposed Rights Issue of the Company.

As required under Clause 53, we hereby furnish you the following information:

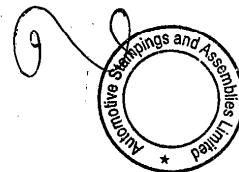
- a) Disclosures regarding the shareholding (if any) of the said media company, in the issuer Company – **NIL**
- b) Any other disclosures related to such understanding/ agreement viz details of the nominee of the media companies on the Board of the Issuer Company, any management control or potential conflict of interest arising out of such agreement/ understanding etc – **NIL**
- c) Disclosure regarding any back to back treaties / contracts/ agreements/ MoU's or similar instrument entered into by the issuer company with the media company / or their associates with for the purpose of advertising, publicity etc.

The Agreement/ understanding has been entered into with Pressman Advertising Limited exclusively for Rights Issue and consists of:

1. Pressman being responsible for disclosures as per SEBI (ICDR) Regulations; and

Regd Office: G-71/2, MIDC, Bhosari, Pune 411 026 (India) Tel: 020-66314300 Fax-020-6631 4343
Chakan : Gat No. 427, Medankarwadi, Chakan, Tal. Khed, Dist: Pune -410 501 Tel: 91 2135 679801-05
Halol: Survey No. 173, Village Khakharia, Taluka: Savali, Dist: Vadodara, Halol - 389 350, Gujarat Telefax: 91 2667 288042
Uttarakhand: Plot No. 71, Sector 11, Integrated Industrial Estate, Pantnagar, US Nagar 263153 State- Uttarakhand Tel: 91 9219415663

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2. Release of Statutory and Other Advertisements in connection with the proposed Rights Issue of the Company.

Thanking you.

Yours faithfully,
For **Automotive Stampings and Assemblies Limited**


Shailendra Dindore
Secretary

