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For immediate release

**Shriram EPC sells stake in Sree Jayajothi Cements Limited (SJCL)
My Home Industries Limited values SJCL at Rs.1,400 crore**

Chennai, 12th August, 2013: Shriram EPC Limited (SEPC), a leading service provider of integrated design, engineering, procurement, construction and project management services for power plants, renewable energy projects, process and metallurgical plants and municipal service sector projects throughout India announced today that it has finalized the sale of stake in SJCL to My Home Industries Limited (MHIL), a 50:50 JV between CRH Plc., Ireland and My Home Group, Hyderabad.

MHIL has valued SJCL at an enterprise value of Rs. 1,400 crore. Proceeds from the transaction will be used primarily for debt reduction, in line with the SEPC's goal of improving its financial profile and strengthening its core business. This transaction will also result in the release of debt on SEPC's book which was undertaken on behalf of SJCL.

SJCL has a manufacturing cement facility at Kurnool, Andhra Pradesh with a cement manufacturing capacity of 3.2 million tons per annum. The acquisition will further strengthen MHIL's position in the South Indian cement market.

MAPE Advisory Group Pvt. Ltd. was the advisor to the Sellers on the transaction.

Commenting on the transactions, **Mr. T. Shivaraman, Managing Director & CEO of Shriram EPC Limited**, said:

"We are pleased to conclude this transaction and are delighted that committed player like MHIL will take control of SJCL as they are well positioned to help it realize its true potential. Cement was a non – core business for SEPC and by virtue of its vast experience in the cement industry, MHIL can bring its managerial and financial expertise on board and rapidly and profitably expand SJCL's business.

Earlier this year SEPC had divested its stake in subsidiary companies in favor of the Shriram Industrial Holdings Ltd, a subsidiary of Shriram Venture Limited. The resources unlocked from that transaction as well as the current transaction will help us to improve our balance sheet position. This will enable us to focus on our core EPC business which is well placed for growth. With recent addition of international orders and traction in verticals of water and process and metallurgy we have an order backlog of over Rs.

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K. SURESH
Company Secretary

4,000 crore. We are now focused on execution and improved operational performance which will help us to deliver value to our shareholders”

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Dr. Rameswar Rao.J, Chairman, My Home Industries Ltd added “We are pleased with the acquisition of Sree Jayajothi Cements Ltd which allows us to further expand our market base and achieve our targeted growth plans, taking our total Cement capacity to 8.4 Million tonnes per annum. The strategic location of the plant along with My Home’s technical and financial strength will help us achieve significant synergies and economies of scale.

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About Shriram EPC

Shriram EPC (NSE: SHRIRAMEPC, BSE: 532945) is one of the leading service providers of integrated design, engineering, procurement, construction and project management services for power plants, renewable energy projects, process and metallurgical plants and municipal service sector projects throughout India and overseas.

The EPC business is focused on providing integrated turnkey solutions for biomass-based power plants, process and metallurgy plants (including cement & thermal power plants), water and wastewater treatment plants, water and sewer infrastructure and pipe rehabilitation.

Shriram EPC is headquartered in Chennai with offices New Delhi, Kolkata and Beijing. Their EPC project experience and footprint reaches across 16 states in India, and internationally.

About MHIL

MHIL is an established cement player with a total capacity of 5.2 MTPA. With its cement units in Nalgonda District along with the Grinding Unit in Vizag, Andhra Pradesh, MHIL’s “MAHA” cement is well accepted in Southern India and in the Eastern Indian Markets. MHIL also has 75 MW Captive Power generating capacity and operates two Ready Mix Concrete Plants. In 2008, CRH Plc., a leading international building materials company acquired 50% stake in My Home Industries Ltd.

About CRH Plc.


CRH, a FTSE 100 and Fortune 500 company is a diversified building materials group which manufactures and distributes a diverse range of building material products. CRH employs approximately 76,000 people at 3,500 operating locations in 35 countries with 2012 sales revenue in excess of €18.5bn.

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Safe Harbour



Some of the statements in this press release that are not historical facts are forward looking statements. These forward-looking statements include our financial and growth projections as well as statements concerning our plans, strategies, intentions and beliefs concerning our business and the markets in which we operate. These statements are based on information currently available to us, and we assume no obligation to update these statements as circumstances change. There are risks and uncertainties that could cause actual events to differ materially from these forward-looking statements. These risks include, but are not limited to, the level of market demand for our services, the highly-competitive market for the types of services that we offer, market conditions that could cause our customers to reduce their spending for our services, our ability to create, acquire and build new businesses and to grow our existing businesses, our ability to attract and retain qualified personnel, currency fluctuations and market conditions in India and elsewhere around the world, and other risks not specifically mentioned herein but those that are common to industry.

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FRESH
Secretary