



PONNI SUGARS (ERODE) LIMITED

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January 8, 2015

National Stock Exchange of India Ltd
Exchange plaza
5th Floor, Flat No.C / 1 G Block
Bandra-Kurla Complex
Bandra East, Mumbai 400 051

Bombay Stock Exchange Ltd
Phiroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai 400001

Attn: Listing Department

Dear Sirs,

Sub: State Advised Price for Sugarcane for 2014-15 season

As per Press Release No.002 dt.08.01.2015, the Government of Tamil Nadu has announced the State Advised Price (SAP) for sugarcane for 2014-15 season. It is fixed at the same level as for 2013-14 season, namely Rs.2650/- including transport charge of Rs.100 per tonne.

Private sector mills in Tamil Nadu have been persistently pleading with the Government for introducing revenue sharing formula like Karnataka and Maharashtra. They have also expressed their inability to pay higher cane price in the backdrop of steep fall in sugar prices.

While the retention of SAP at same level has brought no new negatives, failure to realign cane prices to sugar prices would continue to pose formidable challenge and inflict hefty losses for private sector sugar mills in Tamil Nadu for 2014-15 season.

This information is furnished in deference to the provisions of clause 36 of the Listing Agreement.

Thanking you

Yours truly

N Ramanathan
Managing Director