



Corporate Office

Redington (India) Limited

"Redington House" Centre Point
Plot Nos. 8 & 11 (SP)
Thiru.Vi.Ka Industrial Estate,
Guindy, Chennai- 600032.
Board No : + 91 - 44 - 42243353
Fax No : + 91 - 44 - 22253799
CIN : L52599TN1961PLC028758

28th January 2015

The National Stock Exchange of India Limited
Exchange Plaza,
Bandra- Kurla Complex,
Bandra(E), Mumbai – 400 051.

Sub : Apple's go-to-market strategy in India.

This has reference to the news articles appeared in the Newspapers and the change in the price of our shares being traded on the market.

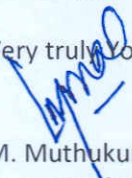
Redington and Apple have seen great success in the Mac Business and iPhone Business in the last two years and are working very closely to maximise growth of these Categories. In iPhone, Apple is well poised to gain and grow a higher market share in the fast growing Smart Phone category. Redington is closely aligned with Apple in its strategy and will continue to be the leading distributor for Apple in the period going forward.

We wish to inform you that given the aggressive plan of Apple to significantly grow the iPhone business, Apple is relooking at its distribution landscape and redefining its customer segments and realign the geographies being addressed. We strongly believe that all the new initiatives by Apple to expand and grow the business will significantly benefit Redington resulting in Redington continuing at the leadership position in future as well.

Please acknowledge receipt.

Thanking you,

Very truly Yours,


M. Muthukumarasamy
Company Secretary

CC: The Bombay Stock Exchange Ltd., Mumbai.
Floor 25, P.J. Towers, Dalal Street,
Mumbai – 400 001.

All Correspondence to Corporate office only

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