



**GANESHA ECOSPHERE LTD.**  
(FORMERLY KNOWN AS GANESH POLYTEX LTD.)

GESL/2016-17

07.09.2016

To,  
The BSE Limited,  
Corporate Relationship Department,  
1st Floor, New Trading Wing,  
Rotunda Building,  
PJ Towers,  
Dalal Street, Fort,  
Mumbai-400 001.  
Fax No.: 022-22723121, 22722037  
Scrip Code: 514167

To,  
National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra- Kurla Complex,  
Bandra (East),  
Mumbai-400051.  
Tel No.: 022-26598100-8114/ 66418100  
Fax No. : 022-26598237/38  
Scrip Symbol: GANECOS

**Sub.: Media Release**

Dear Sirs,

With reference to the captioned subject, we are pleased to inform you that the Company has appointed "M/s. Gem Enviro Management Pvt. Ltd." for Brand Building of Company's recycled products and strengthening the raw material supply chain.

In this regard a Media Release is enclosed herewith, which we shall be releasing after sending this letter to you.

Kindly take the above on record and oblige.

Thanking you,

Yours faithfully  
For Ganesha Ecosphere Ltd.

**(Bharat Kumar Sajnani)**  
**Company Secretary-cum-Compliance Officer**

Encl.: As above



## Media Release

### **Ganesha Ecosphere Ltd. appoints “Gem Enviro Management Pvt. Ltd.” for Brand Building of Company’s recycled products and strengthening raw material supply chain**

#### **Plans to sell Recycled Polyester Staple Fiber (RPSF) as a Branded Product**

**September 07, 2016, Kanpur:** Ganesha Ecosphere Ltd. (BSE: 514167, NSE: GANECOS), leading Company of PET waste material in India, is pleased to announce the appointment of “**Gem Enviro Management Pvt. Ltd.**” for branding and marketing their products.

The new branding exercise is in line with the strategy of positioning the quality of the product which is at par with the virgin fibers. At the sametime, it will enable the Company to earn better realizations thereby reducing the gap between the realizations of Man-made and Virgin fiber. This exercise will also help in strengthening the raw material supply chain by creating a strong infrastructure in terms of PET bottles collection directly from the source, leading to dedicated sourcing with better quality raw material and lower costs of procurement. GEM Enviro is amongst the few companies in India that work in the space of PET recycling and sustainability.

#### **Management Comment:**

Commenting on the development, Mr. Shyam Sunder Sharmma, Chairman & Managing Director, Ganesha Ecosphere Ltd. said *“Ganesha Ecosphere, over the past few years, has focused on increasing the capacity of RPSF and maintaining its leadership position thereby contributing to cleaner environment. Our timely and strategic investments in capacities and technology have enabled us to capitalize on the market opportunities. Our endeavor has been towards building brand of our own which would enable us to maintain the current momentum and achieve newer milestones.”*

#### **About Ganesha Ecosphere Ltd. (GESL):**

*Ganesha Ecosphere Ltd. is India’s leading Recycling Company with a 25% market share, primarily engaged in the production of Recycled Polyester Staple Fibre (RPSF) from waste PET bottles. Pioneer in process, GESL recycles more than 4.4 billion bottles annually.*

*Headquartered in Kanpur, GESL’s manufacturing plants are located at Kanpur, Rudrapur and Bilaspur in India. It’s modern PET waste washing and recycling facilities ensure the recycling of waste in an*



environment and people friendly manner with all environmental clearances in place from concerned departments for its facilities.

**For more details, please visit: [www.ganeshaecosphere.com](http://www.ganeshaecosphere.com)**

**About Gem Enviro Management Private Limited:**

Gem Enviro Management Private Limited is formed to facilitate recycling of all kinds of packaging waste (such as PET, plastics, paper, etc.) and marketing / promotion of recycled products, thus ensuring a greener and safer environment for the present and future generations. The company provides end to end packaging waste solutions which involve following activities - Packaging Waste Collection and Recycling, Development and Promotion of recycled products and Organizing various awareness programs to promote environment sustainability and recycling.

**For more details, please visit: [www.gemrecycling.com](http://www.gemrecycling.com)**

**For any Investor Relations query, please contact:**

<b>Mr. Gopal Agarwal</b> <b>Chief Financial Officer</b> <b>Ganehsa Ecosphere Ltd.</b> Email: <a href="mailto:gopal@ganeshaecosphere.com">gopal@ganeshaecosphere.com</a>	<b>Dheeraj Manwani</b> <b>Bridge Investor Relations Pvt. Ltd</b> Phone: +91-22-41200439 Email: <a href="mailto:dheeraj@bridge-ir.com">dheeraj@bridge-ir.com</a>
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**Note:** Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward looking statements. Ganehsa Ecosphere Ltd. will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.