



Date: 03.05.2017

To,

BSE Limited  
P.J. Towers, Dalal Street  
Mumbai-400001

Dear Sir/ Madam,

**Sub: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

With reference to the subject cited, we would like to inform you that the Launch of our product DR.COPPER was successfully completed in N Convention Hyderabad on 2<sup>nd</sup> May, 2017. We have released a press note in regards to the event in Media, the same has been enclosed to this letter for your reference.

Please take the same on records,

Thanking You,

For M/s. MSR INDIA LIMITED

*Abhilash*



Abhilash T  
Company Secretary

**Enclosure:** As above



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CIN - L15122TG2002PLC039031



**MSR INDIA LIMITED**  
MSR Towers, 3rd floor  
Road No-36, Jubilee Hills  
Hyderabad - 500033

## PRESS NOTE

**DR.COPPER** - World's 1<sup>st</sup> seamless copper water bottle, was officially launched by Sri K.T. Ramarao, Honourable Minister of Telanaga & Rasi Khanna ( Famous Film Actress) on 02<sup>nd</sup> May, 2017 at a grand function held at N-Convention, Hyderabad.

Speaking on the occasion, they said that **DR.COPPER** intend to "bring back the age-old tradition of drinking water in a copper vessel" with the combination of present generation requirements. They also said that it is highly essential for everyone to keep a healthy life style. They further said that **DR.COPPER** is made from **100% pure copper** and helps to carry water with many health benefits. They said that *Health consciousness among people is growing and they are showing great interest in products with health benefits.*

Mr.K.V. Rajasekhar Reddy, MD-MSR told that **DR.COPPER** is completely machine made and **SEAMLESS (does not have any joints/welding)**. **DR.COPPER** comes in an innovative, damage and leak proof packing. It fits in standard cup-holder size and is easy to carry in bags, slots/holders in cars etc.

**DR.COPPER**, was launched after a long R&D of 4 years and is launched in January, 2017. It is test marketed in Hyderabad and about One lakh bottles were sold in a period of three months. It's an Ancient product coming in modern, stylish look. **DR.COPPER** is manufactured by using special purpose machinery imported from Europe. It is a very prestigious & patented product from the MSR group and there are no competitors for product so far.

Detailing the production and expansion plans, he stated that the present production capacity is 18 lakhs per annum, we are increasing the production capacity by 1.5 lakhs per month from the next month and we would further increase the production to 36 lakhs per annum in next six months after which we would expand to PAN India as there is a huge demand from other states through our e-commerce site and market leads.

He further stated that 'we fixed the price of **DR.COPPER** at INR 799/- which is a very affordable price to the consumers' – our aim is to spread health to all. The pricing is reasonably kept to encourage the common people. We are going to market this product under FMCG category through our network of distributors and retailers in tier 2 and 3 towns.

We are also exporting **DR.COPPER** to Dubai, France, Germany, Canada, Singapore, Malaysia, Middle East countries etc.

Our product **DR.COPPER** is doing extremely well in all leading e-commerce websites. The demand for our product has been growing exponentially in these websites.

We have presently tied-up with all major retail chains for selling our **DR.COPPER**. **DR.COPPER** is presently available in Heritage, Ratnadeep, Q mart, Ushodaya, Vijetha and SPAR, HYPERCITY and all other leading stores.

డాక్టర్ కాపర్ వాడండి - ఆరోగ్యంగా జీవించండి

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