

Date: 08.08.2017



To
Bse Limited
Phiroze Jeejeebhoy Towers.
Dalal Street.
Mumbai- 400001

Dear Sir,


Sub: DR.COPPER HAS BEEN SUCESSFULLY LAUNCHED IN KARNATAKA BY R. RAMALINGA REDDY (Hon'ble Minister for Transport, Govt of Karnataka).

With reference to the above subject, we would like to inform you that our product DR.COPPER has been successfully launched in Karnataka at a Grand Launch event in Bangalore by R. RAMALINGA REDDY (Hon'ble Minister for Transport, Govt of Karnataka). We are hereby enclosing the Press Release of the event to this letter for your reference.

This is for your information purpose only.

Thanking You,

For M/s. MSR INDIA LIMITED

Abhilash

Abhilash. T
Company Secretary

Encl: As Above



Unit - I : Jeedimetla Unit - II : Bachupally

☎ 040-23686600 ☎ info@msrindia.in

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CIN - L15122TG2002PLC039031



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

Plastic **Kills** You !!! LONG LIVE WITH **DR.COPPER**



PRESS NOTE

DR.COPPER - World's 1st seamless copper water bottle, was officially launched by Sri R. Ramalinga Reddy, Honourable Minister of Karnataka and Famous Film Actress Ms. Kavya M Shetty, on 6th August, 2017 @ Fairfield Hotel by Marriott, Bangalore

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 day by day 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 free & leak proof packing. It fits in standard cup-holder size and is easy to carry in bags, slots/holders in cars etc.

DR.COPPER after a long R&D of 4 years, was launched in Hyderabad market first in the month of May, 2017.

Product response is excellent across all the Channels such as Modern Trade, General Trade, Chemists, Home appliance stores, Steel stores, Organic stores, Gifts & Novelty stores & Ayurvedic stores

Through the above channels, **DR.COPPER** is reaching more than one lakh consumers per month & it's keep increasing month on month. 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 this product so far.

DR. COPPER also useful for Gifting purpose like Corporate Gifts, returned Gifts etc.

Detailing the production and expansion plans, Mr. Rajasekhar Reddy stated that the present production capacity is 24 lakh bottles per annum, and would increase the production further 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** @ INR 799/- which is a very affordable 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 America, Dubai, France, Germany, Canada, Singapore, Malaysia and Middle East countries.

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 all the leading Stores in BANGALORE

USE DR. COPPER - STAY HEALTHY



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