



MEDIA RELEASE

Mary Kom; the Brand Ambassador of Dalmia Cement (Bharat) Ltd.

Champion boxer represents the brand in India

Guwahati, January 12, 2013: Dalmia Cement (Bharat) Ltd (DCBL) today announced Olympic champion Ms. Mary Kom, as its brand ambassador. The celebrated boxer will promote DCBL cement products in India. She will appear in multi-media campaigns for the brand and raise awareness through direct consumer outreach.

"It's an honour and a privilege to be associated with the pioneer of the cement industry in India. The company has a legacy of bringing high quality products to the market and I look forward to my association with the Dalmia Bharat family," Mary Kom said.

Puneet Dalmia, Managing Director, Dalmia Cement (Bharat) Ltd., said: "We are delighted to introduce Ms Mary Kom as brand ambassador for Dalmia Cement (Bharat) Ltd. Our products have carved a niche for customer focus, quality and consistency. Mary's consistent performance, commitment and a continued desire to scale new heights and standards personifies our brand. Our association with her will strengthen our image as a brand which offers the most reliable and innovative cement products with best-in-class quality and strength."

"Mary will play a key role in familiarizing our brand and value proposition to consumers. We wish her all the best and look forward to a period of sustained growth and brand promotion," said Chandrashekar Kini, CEO, North East, DalmiaCement (Bharat) Ltd.

About Dalmia Cement (Bharat) Ltd.

Dalmia Cement (Bharat) Limited (DCBL)(BSE Code: 533309 | NSE Symbol: DALMIABEL), part of the Dalmia Bharat Group, is a leader in cement manufacturing since 1939. The company is a top quartile player with an expanding India footprint and is a category leader in speciality cements. It has equity in OCL India Ltd. and Calcom Cement. DCBL has also acquired subsidiary in Meghalaya based Adhunik Cement.

Dalmia Cement (Bharat) Ltd. has the distinction of being one of the first cement companies in India to be awarded the ISO 9000 certification as well as certification for oil well cement by the American Petroleum Institute. Benchmarked to international standards, DCBL's focus is on product development and comprehensive best-in-class practices. After investing in Calcom and Adhunik Cement, Dalmia has brought its considerable experience to raise the standards of its products manufactured in the North East to its national benchmark.



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