

Panasonic Carbon India Co. Ltd.

CIN: L29142TN1982PLC009560

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PCIN/NEWS/SE/2015-16

13th Oct, 2015

Corporate Relationship Department
The BSE Limited,
P. J Towers, Dalal Street, 25th Floor,
Mumbai-400001

Dear Sir,

Sub: Panasonic Carbon India Co. Limited News item dated 6th Oct,2015 released by PTI

This has reference to the news item dated 6th Oct, 2015 released by PTI and appeared in few websites of investment portal. The news item states some details about our Company informed by our Managing Director, Mr. R. Senthil Kumar during the interview. In this regard we wish to inform you that no such interview was given by our Managing Director, Mr. R. Senthil Kumar and the details contained in the news item are not our official information.

We have informed to PTI that the interview was not given by our Managing Director, Mr. R. Senthil Kumar and refuted the details published in the news item. (A copy of the news item released is attached for your reference)

This is for your information.

Thanking You,

Yours Faithfully,
For Panasonic Carbon India Co. Ltd


R. Manoranjan
Company Secretary

Panasonic Carbon eyes doubling exports, ramping up Indian operations

By PTI | 6 Oct, 2015, 08:22PM IST

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MUMBAI: Panasonic Carbon BSE -3.13 %

India (PCI), one of the world's largest suppliers of primary consumer batteries, today said it is looking to double its exports and making Indian operations a major hub for international clients.

"We are growing at 25 per cent per annum. We are hopeful of registering turnover of Rs 50 crore in current year from Rs 41 crore in FY 15. The company exports half of its turnover and is looking at increasing the ratio in the near future," PCI Managing Director R Senthil Kumar told here.

At present, the company is targeting to double exports and making Indian operations a major hub for international clients.

Panasonic sells more than 3 billion zinc-carbon batteries per annum across various emerging markets, which it used to source primarily from its arms in Taiwan, China and India.

The total battery consumption in India stood at 2.7 billion pieces in 2014-15 fiscal, of which 2.62 billion were zinc-carbon batteries, which require carbon rods.

"We believe that the Indian market, unlike the developed ones, may see quicker adoption of rechargeable batteries. As the consumption story across rural India plays out, the demand for zinc carbon batteries will remain strong," Kumar said.

Besides India, markets such as Latin America and Africa, where demand for power far outweighs availability, will continue to see strong growth in demand for zinc carbon batteries.

The company sells 50 per cent of its production to Panasonic group companies, Kumar added.

Panasonic Carbon is believed to be the lowest cost producer of high quality carbon rods in the world. PCI is the only carbon rod manufacturer in India and the only such manufacturer globally, outside of China, Taiwan and Indonesia.

PCI is part of the USD 73.5 billion Japanese electronics giant Panasonic, a 98-year-old group.

Panasonic owns 63.3 per cent stake in PCI, whereas the Indian promoters Jiwarajka family own 9 per cent.

Kumar refused to comment on the rumours of delisting PCI from Indian bourses.

<http://economictimes.indiatimes.com/industry/indl-goods/svs/chem/-/fertilisers/panasonic-carbon-eyes-doubling-exports-ramping-up-indian-operations/articleshow/49244749.cms>