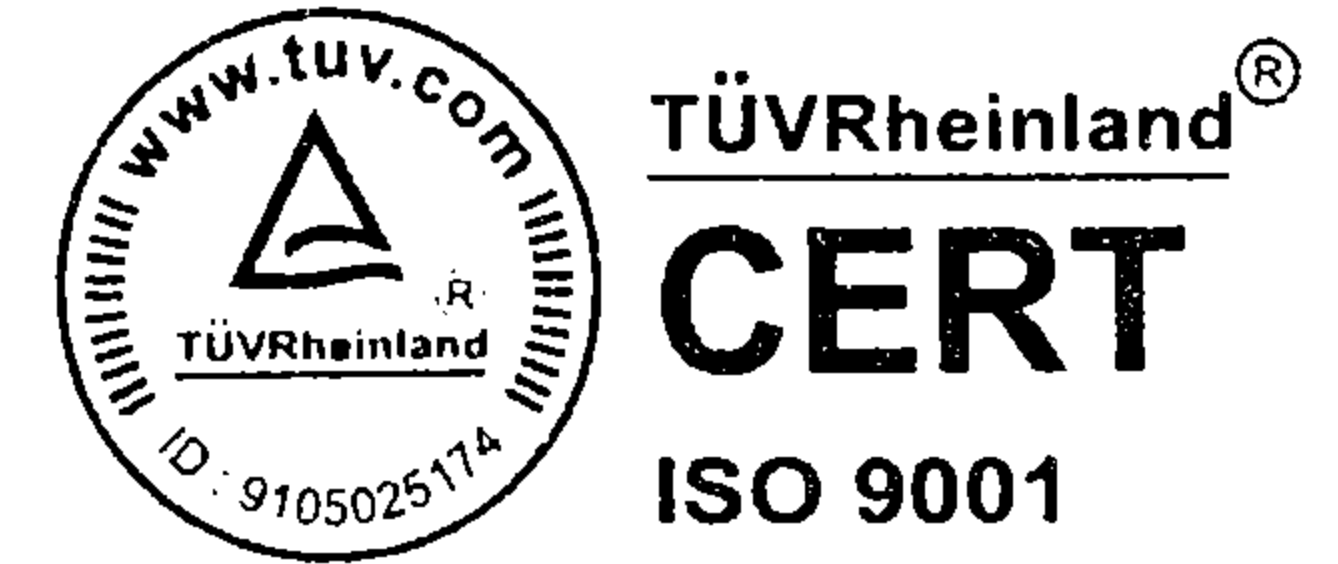

TTK Prestige LIMITED



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April 28, 2016

Bombay Stock Exchange

National Stock Exchange Limited

Dear Sirs,

Sub: Entering new product category.

We wish to inform you that TTK Prestige Limited plans to enter a new product category. The company is holding a Press meet for the same today and the copy of the Press Release is attached.

The above information may please be taken on record.

Thanking you,

Yours faithfully,
For TTK Prestige Limited,

A handwritten signature in black ink, appearing to read 'K. Shankaran'.

K. Shankaran
Director & Secretary



*Press Release
For immediate publication*

TTK Prestige announces entry into the home cleaning market

Launches Prestige Clean Home, a new initiative featuring a range of innovative home cleaning solutions

- The first category expansion after being number one in Indian Kitchens for decades.
- Continues focus on the core customer – the Indian home maker, a relationship nurtured for over 60 years.
- New initiative expected to constitute 5% of the revenues for the financial year 2016 – 17.
- Innovative range of products includes world's first domestic electric mop which sweeps, mops and scrubs at the same time; vacuum cleaner cum floor polisher and all-purpose steam cleaner.

Bangalore, April 28, 2016: TTK Prestige, India's largest kitchen appliance brand, today announced their foray into the Indian home cleaning market. This will be the first time that the company is venturing beyond kitchen appliances, a category that is almost synonymous with the company for over 60 years. The home cleaning segment is pegged at a market opportunity of INR 2500 crores and is growing at over 15%-20% year-on-year.

The new initiative, being launched under the '**Prestige Clean Home**' banner, will feature a slew of unique products, including, India's first Electric Mop, Vacuum cleaner cum floor polisher and an all-purpose steam cleaner. The home cleaning category, like kitchen appliances, will have at its core, the wellbeing of the Indian home maker and market products that can potentially enhance the everyday lives of millions of women in the country.

Mr. T T Jagannathan, Chairman, TTK Group said, "TTK Prestige has the legacy of being present practically in every Indian home. As India's largest kitchen appliances company, we have a 60 year old history of continuous innovation, to become the country's most preferred kitchen brand. This is an opportune moment for us to accelerate the company footprint by entering into the home cleaning segment. We will target significant value addition to home makers, with our best-in-class range of home cleaning products and expect to emerge as the market leader in this space as well."

A dedicated team of more than 50 comprising of Sourcing, R&D, Quality & Sales & Marketing teams are working on the new category. The home cleaning range will be retailed through more than 50,000 retail outlets, including the 571 Smart Kitchen stores across the country. They will also be available online at all leading ecommerce platforms.



The products are currently being piloted in Bangalore, Chennai and Delhi. Prestige Clean Home is expected to constitute 5% of the company revenues in the next year.

Prestige Clean Home comprises electric and non-electric range of innovative floor, air and water care products that offers convenience and ease of use. The electric range includes Electric Mops, Vacuum Cleaner, Floor Polishers, Steam Cleaners and Air purifiers. Whilst the non-electric portfolio consists of Stick Mops, Twister Mop, Squeeze Mop, Magic mops, Spray mops, Ladders & Flip Bins.

The range of products has been especially created to take away the hassle of existing home cleaning methods and streamline the process to make it more hygienic and efficient. Prestige Clean Home will transform the way India cleans homes and will offer health benefits by eliminating dust and pollution that causes allergies and other ailments. The design aesthetic and ergonomic aspect of the products also ensures maximum comfort for the user.

Mr. Chandru Kalro, Managing Director, TTK Prestige said, "After transforming the way India cooks, we are committed to transforming the way India cleans. There is a strong need to launch a range of high quality products that could transform the way homes are cleaned in India. Health, convenience and modern lifestyles demand new ways to approach home cleaning which no other brand has looked at comprehensively in the durable space. Our attempt will be to give the consumer new level of convenience and options."

About TTK Prestige (www.ttkprestige.com)

TTK Prestige Limited is part of TTK Group. Over the past six decades TTK Prestige Limited, has emerged as India's largest kitchen appliances company catering to the needs of home makers in the country. Every Prestige brand product is built on the pillars of safety, innovation, durability and trust, making the brand the first choice in millions of homes.

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