

ADITYA BIRLA



2nd August, 2016

BSE Limited
Corporate Relationship Department
Rotunda Building, 1st Floor,
New Trading Ring, Dalal Street
Fort, Mumbai 400 001.
Tel.: 2272 1233/34
Fax: 2272 2039
Scrip Code: 532538

The Manager
Listing Department
The National Stock Exchange of India Limited
"Exchange Plaza", Bandra-Kurla Complex,
Bandra (East), Mumbai 400 051.
Tel.: 26598236
Fax: 2659 8237 / 38.
Scrip Code: ULTRACEMCO

Dear Sirs,

We write to inform you that the Company participated in the auction of coal linkages for captive power plant sub-sector and secured 129,000 tons of coal at a premium of Rs 100 per ton over floor price of Rs 970 per ton from Gevra Road mines in Maharashtra and 138,200 tons of coal at a premium of Rs 125 per ton over floor price of Rs 970 per ton from New Kusmunda (NKCR) mines in Chhattisgarh.

A formal communication vesting the said linkages in the Company's favour is expected in due course.

With these auctions, the Company has secured in all, coal linkages for 4,09,500 tons for its plants located at Maharashtra and Chhattisgarh. Both these locations are land locked and this helps the Company in mitigating the impact of rising costs of petcoke/ imported coal.

The Company intends to participate in the future linkage auctions for its plants located strategically near the coal mines.

The above is for your information please.

Yours very truly,

S. K. Chatterjee
Company Secretary

UltraTech Cement Limited

Registered Office :
B - Wing, Ahura Centre, 2nd Floor
Mahakali Caves Road, Andheri (E), Mumbai - 400093

Tel. 022-66917800 / 29267800
Fax 022-66928109

Website www.ultratechcement.com
www.adityabirla.com
CIN L 26940MH2000PLC128420