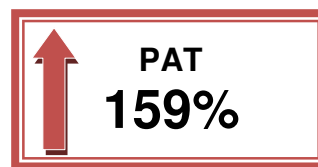
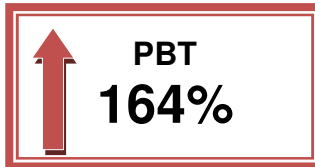
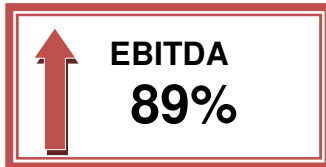


PRESS RELEASE

BINANI CEMENT REGISTERS 159% GROWTH IN PAT; REGISTERS EBITDA GROWTH OF 89%



HIGHLIGHTS Q4 FY10:

- ◆ EBIDTA gone up by Rs. 316 million to Rs. 1280 million in Q4 FY10
- ◆ PBT of Q4 FY10 stood at Rs. 824 million registering an increase of 52%
- ◆ PAT of Q4 FY10 stood at Rs. 169 million registering a decrease of 16%
- ◆ Cement Sales volume grown to 14.85 lacs MT reported a growth of 12%

Mumbai, April 23, 2010: Binani Cement Limited, the flagship company of Braj Binani Group, announced its annual results for the year ended 31 March, 2010 of FY 10.

YEAR FY10 Vs. YEAR FY09

- ◆ Net Sales increased by 24% to Rs. 18511 million as compared to Rs. 14898 million in previous year.
- ◆ EBIDTA gone up by 89% to Rs. 5782 million from Rs. 3064 million in previous year.
- ◆ PBT of FY10 stood at Rs. 4080 million as compared to Rs 1546 million, registering an increase of 164%
- ◆ PAT of FY10 stood at Rs. 2819 million as compared to Rs 1087 million in nine months period FY10 registering an increase of 159%
- ◆ Sales Volume grown to 52.95 lacs MT, reported a growth of 25%
- ◆ Power generation (net of captive consumption) increased by 31% to 2449 lacs kwh

The logo for Binani, featuring the word "Binani" in a red serif font inside a grey rectangular box.

BRAJ BINANI GROUP

Commenting on the Company's performance in fourth quarter of financial year 2010 and business outlook, Mr. Vinod Juneja, Managing Director, said, *"We at Binani are in the expansion mode not only in India but also overseas. As we have strengthened our base in the Indian markets we also look at expanding our footholds in the international markets. In the coming years we are aiming at increasing capacities both in India & overseas."*

About Binani Cement:

The flagship subsidiary of BIL, the Braj Binani Group is Binani Cement Ltd with global gross fixed assets value of Rs 28077 million as on 31st March'10 and gross income of Rs 25087 million for the year ended 31st March '10 and cement manufacturing capacity of 8.5MTPA, with subsidiaries in Dubai and China The company's product portfolio includes Ordinary Portland Cement, Pozzolona Portland Cement and Ground Granulated Blast furnace Slag (GGBFS in Dubai). The products are marketed under the premium "Binani Cement" brand name and enjoy significant market share in Rajasthan and other regions in northern and western India, sharing top-notch status with many of the nation's leading cement brands.

The company is certified as ISO 9001, ISO 14001 and OHSAS 18001 compliant within a short span of commencement, an achievement that clearly illustrates the management's commitment to quality, efficiency, and the environment.

For more information, please contact:

Mr. Onassis / Ms.Nidhi

Hanmer MS&L

Mobile +91-9820053487 / 9820188007

Tel :022 – 67524617/ 4651