

Date: January 4, 2017

To,
BSE Ltd.
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400 001
Ref: Scrip Code: 533166

To,
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G Block,
BKC, Bandra (E), Mumbai- 400 051
Ref: Symbol: Sundaram

Sub: Intimation of Press Release

Dear Sir / Madam,

Please find enclosed herewith the communication being released to Press today with regards to "Sundaram Multi Pap Ltd Reduces Its Financial Obligations: Debt Repayment"

Kindly take the above on your records.

For Sundaram Multi Pap Limited

Makwana

Manik R. Makwana
Company Secretary and Compliance Officer



PRESS RELEASE

MUMBAI - 4TH JANUARY, 2017

SUNDARAM MULTI PAP LTD REDUCES ITS FINANCIAL OBLIGATIONS: DEBT REPAYMENT

Sundaram Multi Pap Limited is a prime player in organized sector with the established brand "Sundaram" and is a BSE & NSE listed company. It is the market leader in the field of paper stationary products.

In September 2014, the Company at its own opted for restructuring of Debt and has successfully achieved its objective by reducing the debt to the extent of Rs. 45 Crores by December 2016.

Further the debts have been reduced by recognizing and liquidating its non-core assets located at Palghar and Mumbai and raising of funds from Qualified Institutional Buyers (QIBs). This reduction of the debt has been done in a short span of time and due to which the Company has reduced its financial obligations. The Company has also recognized its non-core assets, which will be liquidated i.e. Paper Mill at Nagpur and Land Parcel at Palghar which will be utilized for reducing the debt as well as for the further expansion of the Company.

During the Six months ended September 30, 2016 the Company has already achieved a turnover of Rs. 52 Crs and has booked a profit before extra-ordinary item and tax of Rs 3 Crs. The debt repayment in December 2016 will reduce the interest burden of the Company and the same shall be reflected in the fiscal year 2017-18. Further in the fiscal year 2017-18 the company plans to reduce the interest burden approximately by Rs. 5 Crs and this would be a huge turnaround in the business operations of the Company.

The Company's wholly-owned subsidiary company i.e E-class Education System Limited is into the business of digital education content having a big platform due to the steps taken by the Government of India for Digitalization.