

SHARP

SHARP INDIA LIMITED

Registered Office & Factory
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SEC/BSE PSE /2010-2011 / 244

Date: 27th December 2010

<p>Mr. S. Subramanian, DCS – CRD Corporate Relationship Dept, Dept. of Corporate Services Bombay Stock Exchange Limited P J Towers, Dalal Street, Fort <u>Mumbai 400001</u></p> <p>Company Scrip Code : 523449</p>	<p>The Executive Director, Pune Stock Exchange Limited, “Shivleela Chambers”, 752, Sadashiv Peth, R.B. Kumthekar Marg, <u>PUNE – 411 030</u></p> <p>Company Scrip Code : KALSH</p>
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Dear Sir,

Sub: Announcement Pursuant to Clause 36 of the Listing Agreement.

The Board of Directors of Sharp India Limited in its meeting held on today , i.e. Monday, 27th December 2010 have given its consent to the following business model changes:

Sharp India Limited, (SIL) a subsidiary Company of Sharp Corporation, Japan, which is listed on Mumbai Stock Exchange and Pune Stock Exchange , is principally engaged in the manufacturing and sale of Colour Televisions and LCD TVs. Further the company is also engaged in trading of Microwave Ovens Refrigerators, Colour televisions, LCD TVs, and Air Purifiers etc. All the traded products are manufactured by Sharp Corporation, Japan & its associate companies.

Sharp Corporation, Japan has decided to implement new business model in India to expand overall Indian business and accordingly effective from 1st April 2011, role of SIL will focus on it's core strength of manufacturing.

Sale of products manufactured by SIL will be now be made to:

- Sharp Business systems (India) Limited (SBSIL) a 100 % subsidiary company of Sharp Corporation. Japan operating in India;
- other overseas subsidiaries of Sharp Corporation Japan as & when the opportunity arises; and
- companies desirous of making OEM/ODM purchases.



SBSIL will handle after sales service activity for all products including consumer electronics products manufactured by SIL. This arrangement will accrue twin benefits of growth in sales & saving in costs for SIL

Thanking you,
Yours Faithfully,
For Sharp India Limited



K. Ajikawa
Managing Director

