



MEDIA RELEASE

Dalmia Bharat Reinforces Confidence in India through Brand Campaign

'Mera Bharat Bada Ho Raha Hai' , its first ever corporate campaign

New Delhi, August 13, 2014:Dalmia Bharat Group, (www.dalmiabharat.com) a 75 year old Indian conglomerate, today launched its first-ever integrated television and multimedia brand campaign. The campaign, which coincides with the Group's platinum year, underlines continued commitment to nation-building with Dalmia Bharat's demonstrated philosophy of '*newthink!*', which leverages its proposition of wise and young. With the tagline '*Mera Bharat Bada Ho Raha Hai*', projecting a self-actualizing India, Dalmia Bharat reiterates its position as a brand which has been intrinsic to the India story through its pre and post-Independence phases.

Puneet Dalmia, Managing Director, believes the campaign "Symbolizes the youthful energy yet eternal wisdom...that permeates the soul and boundless spirit of this country."

Speaking about the campaign, B. K. Singh, Senior Executive Director and Group Head Marketing & Corporate Communications, said "For over 5000 years India has devised uniquely Indian answers to Indian problems, many of which have found global application. The campaign underlines our confidence in, and celebration of, this intrinsic genius of India and reflects our abiding faith in Bharat, tinged with pride."

With the imagination, initiative and application of youth as its central anchor, the narrative reposes both faith and confidence in the capabilities of an ancient civilization, increasingly defined by a young population. Over 65% of India's people are under 35 years of age. The brand reflects this in the sentiment "wise and young", with its median employee age at 34 years. Every aspect of the campaign underlines the new, bright dynamics of the brand sentiment, reflecting progress, imagination and entrepreneurial spirit, while preserving and articulating the enduring values of Dalmia Bharat.

Conceptualised by J. Walter Thompson (JWT), directed by Aniket Shirke and produced by Imaginary Friends (Production House), the TVC has been shot in parts of Gujarat (Dharmaj, Vadodra, IIM-Ahmedabad) and Manali.

Babita Baruah, Executive Business Director and Vice-President, JWT, Delhi, said, "The most inspiring part of the brief was Dalmia Bharat Group's timeline that could be plotted on top of India's growth milestones achieved over the decades. India needs more committed and forward-thinking brands like Dalmia Bharat for it to really grow. Whoever said patriotism is restricted only to individuals."

Campaign TV Commercial - <https://www.youtube.com/watch?v=uvbOQYduyZW>

Facebook Channel - <https://www.facebook.com/DalmiaBharatGroup>

Twitter Channel - <https://twitter.com/DalmiaBharat>

YouTube Channel - <https://www.youtube.com/user/DalmiaBharatGroup>

About Dalmia Bharat Ltd.

Dalmia Bharat Limited (DBL) (BSE Code: 533309 (DALMIABHA) | NSE Symbol: DALMIABHA and listed in MSE), part of the Dalmia Group, is a pioneer in the cement manufacturing for over seven decades since 1939. With an expanding India footprint, the company is a category leader in super-specialty cements used for oil well, railway sleepers and air strips. Dalmia Bharat Group has strong foothold in southern and eastern India (including north east India). Dalmia Cement Bharat Ltd, a subsidiary of Dalmia Bharat Ltd, owns 47.3 % stake in OCL India Ltd. The Group with current capacity of 17 million tonnes (along with its subsidiaries and associate) is ranked fourth largest in the Indian cement industry. Post completion of the ongoing expansions, scheduled to be completed by September, 2014, the total capacity including our subsidiaries and associate would be 22 MnT. Visit us at <http://www.dalmiabharat.com>

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