

Ref: ASCL/SEC/2020-21/40

December 14, 2020

1. To,
The General Manager
Department of Corporate Services
BSE Limited
1st Floor, New Trading Ring
Rotunda Building, P. J. Tower
Dalal Street, Fort
Mumbai - 400 001
BSE Scrip Code: 532853

2. To,
The General Manager (Listing)
National Stock Exchange of India Ltd
5th Floor, Exchange Plaza
Plot No. C/1, G Block
Bandra - Kurla Complex
Bandra (East)
Mumbai - 400 051
NSE Trading Symbol: ASAHISONG

SUB: ASAHI TENNANTS COLOR PRIVATE LIMITED A SUBSIDIARY OF ASAHI SONGWON COLORS LIMITED COMMENCED THE COMMERCIAL OPERATIONS AT DAHEJ PLANT, BHARUCH, GUJARAT

REF: REGULATION 30 OF THE SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015

Dear Sir/Madam,

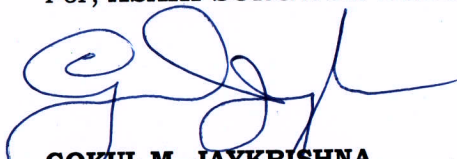
We wish to inform you that Asahi Tennants Color Private Limited a subsidiary of the Company has commenced commercial operations at its Dahej Plant, Bharuch, Gujarat.

A press release in this regards is attached herewith.

Kindly take the above information on your records.

Thanking you,

Yours faithfully,
For, **ASAHI SONGWON COLORS LIMITED**



GOKUL M. JAYKRISHNA
Jt. Managing Director & CEO



Asahi Songwon Colors Ltd.

CIN: L24222GJ1990PLC014789

Regd. Office: "Asahi House", 13, Aaryans Corporate Park, Nr. Shilaj Railway Crossing, Thaltej-Shilaj Road, Thaltej, Ahmedabad-380 059, Gujarat. India
Tele : 91-79 6832 5000 • Fax : 91-79 6832 5099 • Web Site: www.asahisongwon.com



Press Release

Asahi announces commencement of operations at Dahej plant of its JV Asahi Tennants Color (ATC)

Ahmedabad, 14th December 2020 (BSE & NSE: ASAHISONG): Asahi Songwon Colors Limited, a global leader in Blue Pigments, Monday announced commencement of commercial operations at the Dahej plant of Asahi Tennants Color, its joint venture with Tennants Textile Colours Limited (TTC) of UK.

The state-of-the-art Dahej plant will make Red & Yellow pigments. The installed capacity of the AZO pigment plant is 2400 metric tonnes per annum. The plant has been set up at a cost of Rs. 82 crore.



The JV, in which Asahi holds 51% stake and TTC 49%, was announced on October 22, 2019, and ground breaking ceremony of the plant was performed on December 12, 2019, with an expected date of commissioning in March 2021.

Speaking on the occasion of commencement of commercial operations, Mr. Arjun Jaykrishna, Executive Director, Asahi Songwon Colors, said, "It is our pleasure to announce that in spite of the Covid-19 pandemic, we successfully commissioned the plant on December 14, four months before the original target date. We are going to work towards full capacity utilisation at the plant, and aim to double capacity by 2022."

The Dahej plant will enable Asahi to extend its global pigment presence, which is currently dominant in the phthalocyanine pigment space, to the full range of pigment colors.

Mr. Gokul Jaykrishna, CEO of Asahi Songwon Colors, said "The commencement of operations of the JV company gives Asahi the perfect launching pad to widen its presence as a leading global supplier of pigments, and make a mark in the AZO pigment space."

...2...

About Asahi Songwon Colors Limited

Asahi Songwon, headquartered in Ahmedabad, Gujarat, India is a 30-year-old company engaged in manufacturing and supplying phthalocyanine pigments and derivatives products, which find applications across ink, paints, plastics, textiles and paper industries. Over the years it has differentiated itself from competitors as a leading global manufacturer of pigments, by supplying consistent high quality products to the world's top MNCs. Its principal manufacturing facilities are at Padra in Vadodara in Gujarat.

About Tennants Textile Colours Limited (TTC), England

TTC is the leading UK-based colour manufacturer. It was started in 1797 and has an annual turnover in excess of 4500 crore INR. It produces a wide range of colour dispersions (Water & Solvent base) tailored to optimise their suitability for a range of markets. Today they export to over 41 countries globally from their base in the UK.

For more information, please contact;

Asahi Songwon Colors Limited
CIN: L24222GJ1990PLC014789

Mr. Saji V. Joseph
email : cs@asahisongwon.com

Asahi Songwon Colors Limited

Corporate Office: 13, Aaryans Corporate Park, Nr. Shilaj Railway Crossing, Thaltej-Shilaj Road,
Thaltej, Ahmedabad-380 059, Gujarat, India
Tele: 91-79 6832 5000 Fax: 91-79 6832 5099 Website: www.asahisongwon.com

