

August 13, 2019

To,
BSE Limited
Security Code - 517385

To,
National Stock Exchange of India Limited
Symbol - SYMPHONY

Sub.: Launch of a unique new range of Commercial Air Coolers. A first in the organised sector in India

Dear Sir,

We are pleased to inform you about the launch of Symphony commercial air cooler range under the brand 'Movicool'. After conducting initial field trials last summer we are now ready for national launch of this range.

Commercial coolers are essentially portable coolers which can cool very large spaces. Symphony had been selling limited quantities of commercial coolers over the past 3 years which were being imported from our subsidiary GSK in China. The Movicool range is based on the learnings and customer insights gathered during these 3 years and leveraging on the combined R&D capabilities of Symphony in India and GSK in China. The range consists of models which are not only portable but are very rugged, suitable for outdoor use and can cool vast indoor and outdoor spaces very effectively, while consuming water and electricity efficiently.

The target market for this range would be banquet halls, party plots, farmhouses, factories, warehouses etc. There are no organised sector players in the commercial cooler space in India. With this range, Symphony will be developing a virgin market altogether.

The Movicool range consists of 6 models in various sizes and cooling capacities ranging in introductory price from Rs. 22000 to Rs. 58000.

For the larger models, Symphony has developed and invested in dies and moulds which are massive in size and probably the largest ever in India in any industry.

The Movicool range is unique in size, performance and features not only in India but across the world.

The Movicool range will be introduced in international markets in mid 2020.

Kindly take the above on your record.

Thanking you,

Yours Truly,
For Symphony Limited



Mayur Barvadiya
Company Secretary

