



For Immediate Release

British Safety Council's "Sword of Honor" for DCM Shriram Consolidated Ltd's Kota facility

International award recognize DSCL's commitment to highest workplace health and safety standards

New Delhi, Nov 28, 2009: In a glittering award presentation ceremony at Goldsmiths' Hall in the Trustees of British Safety Council (BSC) presented the "Sword of Honour" award in recognition of DCM Shriram Consolidated Ltd.'s efforts at Kota complex to ensure highest level of health and safety standards for workers at the workplace. **The 'Sword of Honor', is the most prestigious international health and safety accolade** designed to encourage and reward organizations that have successfully implemented and maintained global best practices in health and safety standards.

DSCL Kota Complex has received this award for the third time and second year in succession. Since 2004 DSCL has been maintaining a "Five Star" status of Safety Performance as per standards set by BSC and for which each year the sites are audited by BSC. Out of the five star awardees BSC every year selects companies and only 40 swords are awarded world-wide by them. The Sword of Honor is highly prized and entries come from all over the world. In 2009 awardees have come from as far as India, the UAE and Italy. To become eligible for the Sword of Honour, DSCL underwent BSC's exacting Five Star Health and Safety Management System Audit (in the qualifying period) - and achieved a maximum five stars before an independent adjudication panel which shortlists the top 40 companies internationally.

Speaking on the occasion, K.K. Kaul, Senior Executive Director, DCM Shriram Consolidated Ltd, Rajasthan, India (Kota facility), said, "In India, but particularly in the developing countries, to get a certification from an organization like the BSC helps improve your safety systems tremendously, which we have done. It also puts us in the same league as the best in the world for health and safety."

About DCM Shriram Consolidated Ltd:

DSCL is an integrated business entity, with extensive and growing presence across the entire Agri-rural value chain and Chloro-Vinyl industry. The Company has added innovative value-added businesses in these domains. With a large base of captive power produced at a competitive cost, the Company aims at maximizing value creation in its Chloro-Vinyl businesses. The high-value and knowledge based business being incubated by DSCL include Hariyali Kisaan Bazaar, Fenesta Building Systems and Hybrid Seeds.



About The British Safety Council:

The British Safety Council (BSC) is one of the world's leading health and safety organizations. The mission of BSC is to keep people healthy and safe at work. An ISO 9001:2000 certified organization, BSC's range of charitable initiatives, is supported by a broad mix of commercial activities centered on membership, training, auditing and qualifications. Operating in over 50 countries worldwide, BSC has 10,000 member companies and subscribers and commits itself to 20,000 delegate days of training each year. BSC is determined to play a full part, together with other stakeholders drawn from Government, business, trade unions and professional and expert bodies across the globe, to raise awareness of the effects of poorly managed health and safety, and to build competence and expertise through training and qualifications. The "Sword of Honor" awarded by BSC is the most prestigious international health and safety accolade designed to encourage and reward organizations that have successfully implemented and maintained global best practices in health and safety standards. Inaugurated in 1979, every year only 40 swords are awarded world-wide.

For further information contact:

Maria Mishra, LinOpinion, Cell- 9873001136 Email: maria.mishra@loweworldwide.com

Madhurjya Kotoky, LINOpnion, Cell- 987-360-9144, Email: Madhurjya.kotoky@loweworldwide.com