



PRESS RELEASE

For Immediate Release

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DCM Shriram celebrates Shriram Jayanti virtually

Kota, April 28, 2020: DCM Shriram recently celebrated their Founders Day, Shriram Jayanti to honor the values on their founding father, Sir Shri Ram. As the world grapples with a severe pandemic, over 4000 employees and families of DCM Shriram got together virtually across locations, to be inspired and guided by the values of their founding father, Sir Shri Ram. This is the first time that the company celebrated this important milestone virtually. Each business location also had their own individual virtual events.

Shriram Jayanti honors the life and achievements of DCM Shriram's founding father – Sir Shri Ram. He was an eminent and public-spirited philanthropist and one of the most visionary industrialist and leader of the Indian business community. Sir Shri Ram began as a humble worker and went on to set up one of India's largest business houses - the DCM Group.

DCM Shriram added all elements to the virtual celebration which the company normally does for the annual Shriram Jayanti function. The Founders Day celebration also includes a message from Managing Directors of DCM Shriram Ltd, talking about the values of Sir Shri Ram and how he overcame many challenges throughout his life, especially during the 2 world wars and partition. The message speaks about how the founder came back stronger every time and how we need to collectively draw inspiration from Sir Shri Ram to face the current challenges posed due to Covid-19 and stand tall as an organization to overcome the pandemic.

Speaking about the contribution of employees during Covid-19 crisis, Mr Ajay Shriram, Chairman and Managing Director, DCM Shriram Ltd added "At DCM Shriram, our employees are the greatest asset of the company. I'm happy to note that all employees across the company have been incredibly supportive during the coronavirus crisis, and have come forward to contribute part of their salaries towards PM-Cares fund. This attitude reflects our value system, we are proud to be contributing towards the country's recovery and hope to do more in the future."

The company also celebrated their Long Service Awardees. Employees and families from all locations put together a cultural medley to celebrate this community milestone and birthday of founder Sir Shri Ram.

About DCM Shriram Ltd

DCM Shriram Ltd. is a leading business conglomerate with a group turnover of Rs 7,771 crores. The business portfolio of DCM Shriram comprises of a. Agri-Rural Business - Urea & Phosphatic Fertilisers, Sugar, Farm Solution Business covering entire range of agri-inputs, R&D based Hybrid Seeds b. Chlor-Vinyl Business – Caustic Soda, Chlorine, Calcium Carbide, Aluminium Chloride, PVC resins, Power and Cement. DCM Shriram has entered into a JV with Axiall Inc, U.S. for PVC compounds. c. Value added business Fenesta Building Systems making UPVC windows & doors.

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