



# ARROW COATED PRODUCTS LTD.

'Arrow House'  
5-D, Laxmi Industrial Estate,  
New Link Road, Andheri (West),  
Mumbai - 400 053.  
CIN No. : L21010MH1992PLC069281

Tel.: +91-22-4074 9000  
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Email: sales@arrowcoated.com  
Website: www.arrowcoated.com

December 24, 2014

To  
The Bombay Stock Exchange Limited,  
Listing Department,  
P.J. Towers, Dalal Street,  
Fort, Mumbai - 400 001

Ref: Stock Code-516064  
Sub.: Announcement regarding entered into an agreement

Dear Sir,

We would like to inform you that the Company has entered into an Exclusive Supply Agreement with Careli, a Company incorporated in Spain.

Enclosed, please find a detail note regarding the agreement.

Thanking you,

For Arrow Coated Products Limited

*Poonam Bansal*  
Poonam Bansal  
Company Secretary





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## ARROW ENTERS INTO AN EXCLUSIVE SUPPLY AGREEMENT WITH CARELI, SPAIN

Arrow Coated Products Ltd, a Bombay Stock Exchange listed Company has informed BSE that they have entered into an exclusive long-term collaboration agreement for supply of the chemicals and technology required for commercial success of Arrow CAREZ, KLENZ brand of cleaning products.

Careli SA is a Spanish chemical company located in Catalunya, manufacturing a wide range of products including liquid formulations for fabric washing, automatic dish washing and surface cleaning. This collaboration is perceived to be win-win for both corporations.

Neil Patel, Director of Arrow Coated, who was instrumental in signing this agreement, said that Arrow, being a premium manufacturer of Water Soluble Films (WSF), saw an opportunity to push this economically viable solution for the Indian market, which will be welcome by Indian citizens and our Swachh (Clean India) vision. The development of the right quality of WSF which is compatible with Careli chemistry is the key to this project".

Ms. Elisabet Jordà, CEO of Careli, said that Arrow Coated, being one of the leading manufacturers of water soluble films, was consistently patient in developing the right solution for a big and emerging country like India. Arrow knows the market and we have the manufacturing skills so our collaboration fits perfectly. We are confident that with our chemistry and Arrow's branding of Klenz, we will be successful in giving a run to the big multi-national players in this market, as we have done in other markets.

### Contacts:

Arrow Investor Relations: Ms. Poonam Bansal 022 4074 9000

### Safe Harbour Statement:

This announcement contains forward-looking statements. Arrow may also make forward-looking statements in our periodic reports to the Bombay Stock Exchange as per prevalent rules and in its annual report to shareholders, in its proxy statements, in its offering circulars and prospectuses, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Arrow assumes no obligation to update the forward-looking statements in this release and elsewhere. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of important factors could cause actual results to differ materially from those contained in any forward-looking statement.

