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December 2, 2010

The Corporate Relations Department Bombay Stock Exchange Limited P. J. Towers, Dalal Street Mumbai - 400 001	The Corporate Relations Department The National Stock Exchange of India Ltd. Exchange Plaza, Bandra-Kurla Complex, Bandra East, Mumbai - 400059
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Dear Sirs,

**Sub: Videocon Industries Limited announces the launch of USD 200 million Convertible Bonds**

Videocon Industries Limited ("Company") has today launched an issue of USD 200 million direct, unsubordinated, unconditional and (subject to the conditions of the negative pledge) unsecured convertible bonds due 2015 ("Bonds") convertible into ordinary equity shares of the Company. The Company has decided to issue the Bonds *inter alia*, for (i) capital expenditure on new and existing projects, (ii) overseas direct investment in joint ventures and wholly owned subsidiaries subject to the existing FEMA guidelines, and (iii) any other use as may be permitted under applicable law or regulations from time to time. The Bonds will be convertible into ordinary shares of the Company quoted in Indian Rupees.

Application will be made for the Bonds to be listed on the Singapore Exchange Securities Trading Limited and for in-principle approval for the shares to be issued upon conversion of the Bonds to be listed on the NSE and BSE. The Issuer has already obtained the approval of its shareholders by a special resolution passed on 22 June 2010 for the issue of the Bonds and for issue of the Shares to be issued upon conversion of the Bonds.

Credit Suisse and Standard Chartered are the Joint Bookrunners for the offering.

For more information, please contact:

**Videocon Industries Limited**  
Vinod Kumar Bohra  
Company Secretary  
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Best regards,  
For Videocon Industries Limited

  
Authorized Signatory

Copy to:

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*The Bonds may not be offered or sold in the United States except pursuant to an exemption from the registration requirements of the Securities Act. There will be no public offer of securities in the United States.*

## VIDEOCON INDUSTRIES LIMITED

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Fort House, 2nd Floor 221, Dr. D. N. Road, Fort Mumbai - 400 001 (India)	14 KM Stone, Auranaabad-Paithan Road Village Chittegaon, Taluka Paithan District Auranaabad - 431 105, (India)	Videocon Tower, 12th Floor Ranjansi Marg, E-1 Handewalan Extn New Delhi - 110055 (India)	42, Thirumalai Pillai Road 1st Floor, T. Nagar Chennai - 600 017 (India)
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