

Simbhaoli Sugars unveils the new sugar range

Healthier, natural, higher quality, longer shelf life

New Delhi, June 11, 2007: Simbhaoli Sugars Ltd (SSL) today announced the launch of its new range of sugars, namely **Trust Sunehra and Trust Classic range** at India Habitat center. The Trust sunehra is complete natural golden mineral sugar. The Trust classic white sugar is available in multiple variants namely Sulphur less white crystal sugar, Superfine, Cubes and Pure Mishri.

SSL has become the pioneer of the modern sugar industry and proclaims that it makes the best sugar with widest range. The new sugars are manufactured without using harmful chemicals.

The Trust Sunehra sugar is a totally natural golden sugar made for the first time in India which retains all the goodness of sugarcane. It is the purest form of mineral sugar, which preserves all the natural value and taste of sugarcane. Sunehra is made from sugarcane juice without addition of sulphur or any harmful chemicals whilst retaining all its nutrients such as minerals like calcium, iron, potassium and other natural pigments like chlorophylls, xanthophylls, and flavanoids.

“Trust Sunehra uses a special ‘Mineral XO’ technology to retain Calcium, Iron and other nutrients in the sugar (which are normally taken away in the process of whitening of sugar). The natural golden color and the mild aroma is the proof of the presence of these nutrients in the sugar”, asserted Dr G. S. C. Rao, Executive Director, Simbhaoli Sugars Limited.

Trust classic sugar is available in white crystal, superfine, cubes and candy form. It is made through the DRPIE technology, in which color is removed by a sophisticated filtration process supported by natural crystallization without using sulphur in the process.

Trust Superfine sugar is international quality fine grain sugar. It gets dissolved 2.5 times faster than regular sugar. Trust Cubes are refined sugar cubes which dissolve quickly. Trust Mishri is ultra pure diamond shaped candy, which is manufactured by any sugar company for the **first time in India**. This makes the Trust a full range of sugars.



“More than 95% of white sugar is made using chemicals like sulphur which could usually come with other contaminants. The need is to create a sugar which does not sacrifice health for whiteness. We have given extra care to the quality of sugar, as is evident from our eminent customers including premier institutions such as five star hotels, airlines, Indian Railways and pharmaceuticals companies; overseas buyers and premium retail counters”, said Dr Rao, Executive Director, SSL.

Simbhaoli Sugars Limited:-

Simbhaoli Sugars Limited (SSL) (BSE SCRIP ID: SIMBHALS, NSE SYMBOL: SIMBHSUGAR), is one of India’s leading producers of high quality sugar and operates one of the largest integrated sugar complexes in India. It produces and sells international standard refined, pharmaceutical-grade and specialty sugars to the retail and bulk institutional consumer segments. Its sugar brand, Trust, commands a significant share of the north Indian market. SSL is a major supplier to a multinational and domestic customer base that includes Indian railways and Indian Airlines, Coca-Cola, PepsiCo, GlaxoSmithKline, Haldiram’s, ITC, Taj Group of Hotels, Jet Airways and Kingfisher Airlines. Currently, SSL operates three technologically advanced sugar-manufacturing facilities in Simbhaoli, Brijnathpur and Chilwaria, all of them located in Uttar Pradesh. The Company’s facilities have a total installed sugarcane crushing capacity of 20,100 TCD and are capable of manufacturing up to 300,000 MTPA of sugar.

The Company also utilizes a significant proportion of the by-products from the sugar production process to co-generate power and manufacture ethanol, alcohol and bio-manure for sale to third parties. Simbhaoli Sugars Ltd (SSL) successfully commissioned its new Ethanol plant at Chilwaria (District Bahraich, UP) with an installed capacity of 60 KL/D in October 2006. With the ongoing growth plan in place, the power- cogeneration capacity of the Company will go upto 39 MW/hr from July 2007 onwards. For more information, visit <http://www.simbhaolisugars.com> .

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