

ESSAR OIL TIES-UP WITH CAFÉ COFFEE DAY

- Opens first CCD outlet at EOL petrol pump at Pune – Ahmednagar Highway
- EOL to use its 1400-strong retail network to strengthen non-fuel revenues

Mumbai, August 30, 2012: Essar Oil Limited (EOL), India's leading private sector refiner, has tied up with leading coffee retail outlet Café Coffee Day (CCD) and opened its first outlet at Essar Oil petrol pump on the Pune Ahmednagar Highway (SH60).

Marking this tie-up as another milestone in its attempt to increase the share of the non-fuel revenues, Mr. S. Thangapandian, CEO– Marketing, Essar Oil Ltd. said, “Non-fuel business is a strategic business for Essar Oil and we expect it to contribute significantly to the company's growth in the coming few years. Our tie-up with Café Coffee Day is part of this strategy and it also results in effective use of available land in a retail outlet's premises, thus leveraging on the available resources to a maximum level. It also gives a choice to the consumer, who can now refresh themselves with CCD's delightful range of food and beverages while tanking up their vehicle”.

Café Coffee Day, India's leading coffee joint is a part of the country's largest coffee conglomerate, the Amalgamated Bean Coffee Trading Company. Commenting on the tie-up with EOL, K.Ramakrishnan, President-Marketing said, “We are pleased to partner with Essar Oil and set up a café at their retail outlet. We have shortlisted several more EOL outlets to set up our signature cafes.” The café offers its entire range of food and beverages.

EOL has been continuously developing strategic alliances with alternative fuel and non-fuel retail products to offer more congenial and mutually-beneficial business environment to its franchisees. The company has existing tie-ups with around 23 brands across segments like lubricants, agro products, banking and financial services, and food and beverage companies.

About Essar Oil

Essar Oil is a fully integrated oil & gas company of international scale with strong presence across the hydrocarbon value chain from exploration & production to refining and oil retail. It has a global portfolio of onshore and offshore oil & gas blocks, with about 2.1 billion barrels of oil equivalent in reserves & resources. Essar Oil now has



405,000 bpsd (barrels per stream-day) of crude refining capacity. There are more than 1,600 Essar-branded oil retail outlets in various parts of India.

About Essar Group

The Essar Group is a multinational conglomerate and a leading player in the sectors of Steel, Energy, Infrastructure and Services. With operations in more than 25 countries across five continents, the Group employs 75,000 people, with revenues of over US\$ 27 billion.

Media contacts:

Rabin Ghosh, Corporate Communications, (Mumbai)

Tel: 91 99 301 36268, email: rabin.ghosh@essar.com

Parikshit Kaul, Corporate Communications (New Delhi),

Tel: +91 98735 70816, Email: parikshit.kaul@essar.com

Priyank Talati, Corporate Communications (Ahmedabad),

Tel: +91 91 9979868817, Email: priyank.talati@essar.com

Jayesh Thanki, Corporate Communications (Vadinar),

Tel: +91 99 798 91425, Email: jbthanki@essar.com

Adfactors PR

Hiral Vora, (Mumbai) : +91 97 699 98892, hiral.vora@adfactorspr.com

Narayan Bhatt, (Ahmedabad): +91 91 9979915777, narayan.bhatt@adfactorspr.com