

Press Release



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BNY Mellon Appointed as Depository Bank by Bombay Rayon Fashions Ltd.

NEW YORK, November 19, 2009 — BNY Mellon, the global leader in asset management and securities servicing, has been selected by Bombay Rayon Fashions Ltd. (Bombay Rayon) as depository bank for its global depository receipt (GDR) program. Each Bombay Rayon GDR represents one equity share. Bombay Rayon has received in-principle approval for the listing of the GDRs on the Singapore Exchange Securities Trading Limited. Bombay Rayon's equity shares trade on the Bombay Stock Exchange Limited and National Stock Exchange of India Limited under the symbol "BRFL."

Based in India, Bombay Rayon is a vertically integrated textile group engaged in the manufacture and export of quality designer fabrics and garments. Bombay Rayon is present across the value chain from fabric to garments and has a full range of facilities, including yarn dyeing, weaving, processing and garmenting. Bombay Rayon owns 32 manufacturing facilities, including one sampling unit, across the country.

"By offering investors the option to trade Bombay Rayon's shares in GDR form, we expect to attract new international investment to India's robust and growing manufacturers segment as well as enjoy increased liquidity in both markets," said A. R. Mundra, Bombay Rayon executive director of finance.

"India has the largest number of DR programs of any country in the world and BNY Mellon has helped bring many of these companies to the global market place," said Michael Cole-Fontayn, chief executive officer of BNY Mellon's Depository Receipts business. "Our extensive experience working with Indian clients and our specialized market outreach services will enable us to support Bombay Rayon's efforts to expand its global profile."

BNY Mellon acts as depository for more than 2,100 American and global depository receipt programs, acting in partnership with leading companies from 67 countries. With an unrivaled commitment to helping securities issuers succeed in the world's rapidly evolving financial markets, the company delivers the industry's most comprehensive suite of integrated depository receipt, corporate trust and stock transfer services. Learn more at www.bnymellon.com/dr.

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation. BNY Mellon is a global financial services company focused on helping clients manage and service their financial assets, operating in 34 countries and serving more than 100 markets. The company is a leading provider of financial services for institutions, corporations and high-net-worth individuals, providing superior asset management and wealth management, asset servicing, issuer services, clearing services and treasury services through a worldwide client-focused team. It has \$22.1 trillion in assets under custody and administration and \$966 billion in assets under management, services \$11.9 trillion in outstanding debt and processes global payments averaging \$1.6 trillion per day. Additional information is available at bnymellon.com.

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