



## NORTH AMERICA PRICE CHANGE ANNOUNCEMENT

July 31, 2015

Dear Valued Customer,

Effective October 1, 2015, Birla Carbon will increase prices for rubber carbon black markets in North America by 10-12%. All shipments made on or after this date are subject to the price increase. Pricing adjustments for customers with supply contracts will be implemented as agreements are renewed.

This measure is necessary to ensure the sustainability of our business and to make continued investment in processes and products possible.

Your business with Birla Carbon is valued and your continued support is appreciated. Please contact your Birla Carbon representative for questions regarding this price change announcement.

Yours sincerely,

Shashank Awasthi  
Director of Sales, North America  
Rubber Carbon Black