



The Managing Director
Karachi Stock Exchange (Guarantee) Ltd
Stock Exchange Building
Stock Exchange Road
Karachi - 74000

ICI Pakistan Limited

ICI House 5 West Wharf
PO Box 4731 Karachi 74000

Telephone +92 21 3231 3717-22
Fax +92 21 3231 1739

www.ici.com.pk
UAN 111 100 200

Ref# Com Sec/Brand/6

28 August 2013

Subject: Disclosure of Material Information- Launch of New Logo and Corporate Identity

Dear Sir

The Board of Directors of ICI Pakistan Limited ("Company") has approved the new logo and corporate identity for the Company consequent to the acquisition of ICI Pakistan Limited by the YB Group. A copy of the new logo is enclosed herewith for your information.

The Company is in the process of officially launching the new logo and corporate identity.

Sincerely

A handwritten signature in black ink, appearing to be 'Saima Kamila Khan', written in a cursive style.

Saima Kamila Khan
General Counsel & Company Secretary

- cc: The Managing Director, Lahore Stock Exchange Limited
19, Khayaban-e-Aiwan-e-Iqbal, Lahore - 54000
- cc: The Managing Director, Islamabad Stock Exchange Limited
55-B, Jinnah Avenue, Blue Area, Islamabad - 44000
- cc: The Chairman, Securities & Exchange Commission of Pakistan
NIC Building, Jinnah Avenue, Islamabad