



Dawood Lawrencepur Limited

Fax / Courier

March 2, 2012

< The General Manager
 Karachi Stock Exchange (Guarantee) Limited
 Stock Exchange Building, Stock Exchange Road
 Karachi 74000
 Fax No. 021 111-573-329

The Secretary
 Lahore Stock Exchange (Guarantee) Limited
 19, Khayaban-e-Aiwan-e-Iqbal
 Lahore 54000
 Fax No. 042 36368485

Dear Sir,

Material Information

In accordance with the Regulation 35 (xxiii) of the Listing Regulations of Karachi and Lahore Stock Exchanges, we are pleased to convey the following information:

The Board of Directors of Dawood Lawrencepur Limited ("DLL") in its meeting held on March 1, 2012 approved the non-exclusive licensing of its 'Lawrencepur' Brand to an associated Company, Messrs SACH International (Pvt) Limited ("SIL"). This licensing would extend to:

- Sales of all Lawrencepur Branded Fabrics
- Sales of all Lawrencepur Branded Garments
- Manufacture of Lawrencepur Branded Garments

The transaction is being conducted on an arm's length basis and will generate license fee income for DLL.

SIL has an international standard garment manufacturing facility and the Board of Directors feel confident that this arrangement will continue maintaining the superior quality of 'Lawrencepur' garments, something which is of paramount importance in the mind of the consumer.

Thanking you,

Yours faithfully,

Hafsa Shamsi
 Company Secretary

Cc.: The Securities Exchange Commission of Pakistan
 NIC Building, Jinnah Avenue, Blue Area, Islamabad