

31st January, 2017

To
The Secretary
Listing Department
The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400001

The Manager,
The National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra(E), Mumbai-400051

Symbol: SFL

Scrip Code: 838084

Subject: Con Call invite-Friday, February 3, 2017

Dear Sir/Madam

Pursuant to the relevant provisions of the Securities and Exchange Board of India (Listing obligation and Disclosure Requirements) Regulations, 2015, we wish to inform that the Company will be holding investor/analyst conference calls on Friday, February 3, 2017 from 6.00 p.m(IST). During such calls, the Management will comment on the financial results for the quarter ended 31st December, 2016. Transcript of the said call will be subsequently published on the Company's website <http://www.sheelafaam.com/investor/conferencecall>

Please find enclosed details of the aforesaid investor/analyst conference call.

Thanking you.
Yours faithfully,

For Sheela Foam Limited



Md Iqbal Ahmad
Company Secretary and Compliance Officer

SHEELA FOAM LIMITED

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CIN U74899DL1971PLC005679

Conference Calls on Friday, February 3, 2017 from 6.00 p.m(IST)

Hosted by ICICI Securities Limited

Sheela Foam Limited will organise a conference call for investors, analysts and members of the financial community on Friday, February 3, 2017 from 6.00 p.m(IST).

The conference call follows the announcement of Sheela Foam Limited financial results on Friday, February 3, 2017 from 6.00 p.m(IST) for the quarter ended December 31, 2016.(Post Board Meeting).

Sheela Foam Limited will be represented on the call by Mr. Rahul Gautam, Managing Director and Mr. Dhruv Mathur, Chief Financial Officer.

Details of the conference call are as under:

Dial in Details:**India:**

Primary Access Number: +91 22 3938 1074

(This number is universally accessible from all net works and all countries)

	3940 3977
Local Access Number	Available in - Gurgaon (NCR), Chennai, Kolkata, Hyderabad, Bangalore, Ahmedabad, Pune, Chandigarh, Kochi/Cochin, Lucknow, Accessible from all carriers.

International Toll Free Numbers:

Singapore	800 101 2045
Hong Kong	800 964 448
UK	0 808 101 1573
USA	1 866 746 2133

You are requested to dial-in 5-10 minutes pro to the call to avoid connectivity issues.

For further information Contact:

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SHEELA FOAM LIMITED