

July 31, 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: 540203

**Subject: Con Call invite-Friday, August 4, 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, August 4, 2017 from 18.00 to 19.00 Hours (India Time). During such calls, the Management will comment on the financial results for the quarter ended 30<sup>th</sup> June 2017. Transcript of the said call will be subsequently published on the Company's website <http://www.sheelafoam.com/investor/conferencecall>

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

Thanking you.  
Yours faithfully,

For Sheela Foam Limited



Md Iquebal Ahmad  
Company Secretary and Compliance Officer

**SHEELA FOAM LIMITED**

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Toll Free: 1800 103 6664 | [www.sleepwellproducts.com](http://www.sleepwellproducts.com) | [www.sheelafoam.com](http://www.sheelafoam.com)  
CIN-U74899DL1971PLC005679

**Conference Calls Friday, August 4, 2017 from 18.00 to 19.00 Hours (India Time)**

Hosted by ICICI Securities Limited

Sheela Foam Limited will organise a conference call for investors, analysts and members of the financial community on August 4, 2017 from 18.00 to 19.00 Hours (India Time).

The conference call follows the announcement of Sheela Foam Limited financial results for the quarter ended June 30, 2017.(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)	
Local Access Number	3940 3977 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:

Mr. Anand Mour: ICICI Securities

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