



Press Release

Birla Carbon North America Price Change Announcement

Mumbai, India and Marietta, USA - March 22, 2019 - Effective May 1, 2019, Birla Carbon will increase base prices for all carbon black markets in North America by \$170/MT. All shipments made on or after this date are subject to the price increase. Adjustments for customers with supply agreements will be implemented as agreements are renewed.

Birla Carbon is committed to serving its customers in every region of the world and making investments that allow it to continue to do so. This increase is made necessary by capital requirements and increased operating cost associated with meeting emission limits in the United States and the increasing cost of compliance elsewhere in North America.

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

Maria Valehrach
Director of Sales, North America
Rubber Carbon Black

David Murphy
Regional Director, North America
Specialty Blacks

About Birla Carbon

Birla Carbon is one of the world's largest manufacturers and suppliers of high-quality carbon black and a flagship business of the US\$ 44.3 billion Aditya Birla Group. The Company's footprint extends across 12 countries with 16 manufacturing facilities. Birla Carbon provides a complete portfolio of products across ASTM grades and specialty blacks to meet the specific end requirements across Tires, Rubber, Plastics, Coatings, Inks and other industries.

Birla Carbon has two state-of-the-art technology centers at Marietta (USA) and Taloja (India), besides well-equipped laboratories across its manufacturing units providing for continuous R&D. As an ardent practitioner of sustainable development, Birla Carbon's Sustainable Operational Excellence (SOE) strategy focuses on employee safety, environmental stewardship, efficient use of carbon sources and a key focus on conducting operations in a socially and ethically responsible manner.

Birla Carbon's Purpose - 'Share the Strength' is about balanced and shared leadership, working at the product level to innovate cutting edge solutions, through collaboration with its people, customers, and communities and backed by knowledge built over a century.

For more information, visit: www.birlacarbon.com