

May 8, 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-Thursday, May 11, 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 Thursday, May 11, 2017 from 10.00 a.m(IST). During such calls, the Management will comment on the financial results for the quarter and year ended 31st March, 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

Conference Calls Thursday, May 11, 2017 from 10.00 a.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 Thursday, May 11, 2017 from 10.00 a.m(IST).

The conference call follows the announcement of Sheela Foam Limited financial results on Thursday, May 11, 2017 from 10.00 a.m(IST) for the quarter and year ended March 31, 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

Phone: +91 22 6637 7209, e-mail: anand.mour@icicisecurities.com