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For immediate release

Triveni Engineering & Industries Ltd. receives the Frost & Sullivan 2010 Growth Excellence Award in the Indian Water and Wastewater Treatment Market

Mumbai, Maharashtra, India, Tuesday, March 08, 2011 --

Frost & Sullivan honored Triveni Engineering & Industries Ltd. with the 2010 Growth Excellence Award in the Indian Water and Wastewater Treatment Market. The Award was presented in recognition of Triveni's exemplary achievements in water and wastewater treatment projects.

Frost & Sullivan, through its study on the Indian Water and Wastewater Treatment Market, identified Triveni Engineering & Industries Ltd. as an emerging player in the market. Triveni has executed unique projects for raw water treatment, as well as wastewater recycling and reuse. It has a gamut of technologies, from traditional systems like Anaerobic Digestion, to advanced systems such as Membrane Bioreactors (MBR) and Zero Liquid Discharge Systems (ZLD), which cater to diverse industrial, municipal, and commercial end users. Triveni has also successfully executed projects aimed at converting treated sewage into cooling tower make-up water with high degree of consistency in treated water quality.

India is a growing market for advanced recycle and reuse systems, estimated to be 10 percent of the overall INR 60,000 million-market for water and wastewater treatment equipment. Some of the key challenges that cripple companies offering recycle and reuse solutions are negative perceptions about the use of recycled water and the need for strong domain expertise with qualified personnel for efficient servicing and maintenance. As the Indian economy expands, water consumption by industries is expected to touch 70-80 billion cubic meters in the next 10 years, seriously affecting the water requirement of the agricultural and domestic sectors. This has led the government to highlight incentivizing of water recycle and reuse as a key strategy in its National Water Mission. Triveni is well positioned to leverage this opportunity, as low availability of freshwater sources and initiatives to reduce the water footprint would encourage end users to reuse equipment and adopt recycling methods.

Mr. Nikhil Sawhney, Executive Director of Triveni Group said, "Over the past few years the growth of our Water Business Group has been remarkable. We take pride in receiving this prestigious award from Frost & Sullivan as it is indeed a result of the consistent and concerted approach to provide high-end and cost-effective technological life-cycle solutions to both industrial and municipal water & wastewater customers. It is a great achievement to have been acknowledged for our committed services and best practices."

Mr. Y. S. Shashidhar, Vice President South Asia and Managing Director, Middle East and North Africa, Frost & Sullivan, said, "Triveni Engineering & Industries Ltd. has grown at an exceptional rate, consistently clocking a Compound Annual Growth Rate (CAGR) of 60-70 percent, which is well above the industry CAGR of 18-20 percent. Over the past few years, it has also scaled up its technological offerings by bagging key projects. These include an RO-UF water treatment plant and Moving Bed Bio Reactor (MBBR) to reclaim treated sewage for

use in boilers and other high-purity water treatment systems. These achievements are both noteworthy and laudable, and have catapulted Triveni into the big league as a formidable player in a highly-competitive water and wastewater market.”

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation, and leadership. The Company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

About Triveni Engineering & Industries Ltd.

Triveni Engineering & Industries Limited is a focused, growing corporation having core competencies in the areas of sugar and engineering. The Company is one amongst the largest sugar manufacturers in India, and the market leader in its engineering business comprising steam turbines, high speed gears, gearboxes, and water treatment solutions. Triveni currently has seven sugar mills in operation at Khatauli, Deoband, Sabitgarh, (all in western Uttar Pradesh), Chandanpur, Rani Nangal and Milak Narayanpur (all in central Uttar Pradesh) and Ramkola (eastern Uttar Pradesh). The Company's Turbine manufacturing and Gear manufacturing facilities are located at Bengaluru and Mysore respectively while the Water & Waste water treatment business is located at Noida. Triveni's sugar crushing capacity is 61,000 TCD. The Company also has a total Co-generation capacity of 68 MW located in two of its major facilities viz., Khatauli (46 MW) & Deoband (22 MW) and a 160,000 litre per day capacity distillery at Muzaffarnagar.

Water Business Group (WBG), the fastest growing segment in Triveni's engineering business portfolio, registered an aggressive growth over the last 3 years with sales and order book CAGR at 68 percent and 95 percent respectively. With a focus on high end technology projects in Industrial & Municipal sector, like Sea Water Desalination, effluent recycling, high purity water system, etc., WBG has supplied, installed and commissioned over 2,000 numbers of process equipments for water and waste water treatment applications. WBG has a complete range of solutions for meeting the entire gamut of requirements and uniquely positioned itself to provide all high technology water and waste water solutions.

For further information on the Company, its products and services please visit www.trivenigroup.com/water

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