



Start of a new subsidiary in India

Tamron Co., Ltd. (Morio Ono, President & CEO) announced today that it had established a new wholly owned subsidiary in India aimed at expanding sales organization to achieve higher sales volumes and improving every facet of the customer service.

1. Objective

India, being one of the major markets in the world that has posted significant growths in recent years, has been served by local distributors. In 2009, Tamron established a representative office in India to collect market information and initiated extensive research activities thereafter.

To take it to the next phase, Tamron decided to establish a subsidiary to be prepared for further expansion of the market relating to interchangeable lenses for DSLR/mirror-less cameras, and optics for security/surveillance cameras. This is a major strategic move of the company to solidify its foothold in one of the fast growing markets in the world by broadening the customer base as well as enhancing the brand recognition.

2. Specifics of the plan

(1)	Company name	TAMRON INDIA PRIVATE LIMITED
(2)	Address	Gurgaon (Suburbs of Delhi), Haryana, India
(3)	Representative	Nitin Goel, President & CEO
(4)	Principal Business	Marketing and service of optical products
(5)	Capital	28 Million Indian Rupee
(6)	Share Ratio	99.6% by Tamron Co., Ltd., 0.4% by Tamron Europe GmbH.
(7)	Date of establishment	March 15, 2013
(8)	Employees	5 (starting)
(9)	Start of Operation	June, 2013 (projected)

3. Effect on the fiscal term ending December 31, 2013

There is no significant effect on the financial position for the current year ending December 31, 2013.