

FOR IMMEDIATE RELEASE
1 OCTOBER 2010

**ELEPHANT CAPITAL PLC (“ELEPHANT CAPITAL” OR “THE COMPANY”)
APPOINTMENT OF JOINT CORPORATE BROKER**

Elephant Capital is pleased to announce that Arden Partners plc have been appointed joint corporate broker to Elephant Capital alongside Seymour Pierce, with immediate effect.

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Notes to editors:

Elephant Capital plc

Elephant Capital plc (previously named Promethean India plc) was launched in April 2007 as an AIM listed fund. The fund invests in private and public equity investments in India and is advised by an India-based advisory team. Eight investments have been made to date across a range of sectors including Hospitality, Automotive, Education, Building Materials, Mobile Banking Services, Online Media, Broadcasting and Children’s Media and Clinical Research.