



Mattel India announces recall of Batman toy

This is with regards to the voluntary recall announcement by Mattel, Inc.

Details of the recall in India are as follows:

Though a full list of affected products is published on the company's Website, the impact in India is restricted to only one product from "The Batman" range.

The toy in question is J1943 Magnet Lok Batman Figures (MRP Rs. 649).

"In all, less than 2000 pieces of this toy sold since September 2006 would be affected by this announcement," said Mr. Sanjay Luthra, Managing Director, Mattel Toys (India) Pvt. Ltd.

This toy has been voluntarily recalled due to the possibility that the toy may liberate small magnets, and is based on Mattel's new and more rigorous standards for magnet retention.

Parents seeking more India-centric details can log onto www.service.mattel.com/intl.asp. They can also:

- Email queries to: service.india@mattel.com
- Fax queries to: 91-22-66613900

with Subject: Product Recall.

About Mattel India:

Mattel Toys (India) Private Limited is a subsidiary of Mattel, Inc., the worldwide leader in the design, manufacture and marketing of toys and family products. The Mattel family is comprised of such best-selling brands as Barbie®, the most popular fashion doll ever introduced, Hot Wheels®, Matchbox®, Polly Pocket®, Radica® and Fisher-Price® brands, including a wide array of entertainment-inspired toy lines. Mattel is recognized as one of the 100 Most Trustworthy U.S. Companies by Forbes Magazine and is ranked among the 100 Best Corporate Citizens by CRO Magazine. Committed to ethical manufacturing practices, Mattel marks a 10-year milestone in 2007 for its ever-evolving Global Manufacturing Principles and focus on sustainable business practices. Mattel employs more than 30,000 people in 43 countries and territories and sells products in more than 150 nations. Mattel's vision is to be the world's premier toy brands today and tomorrow. In India, the company has a strong presence in the branded toys market and is committed to delivering superior quality and safe toy products with high play value.

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