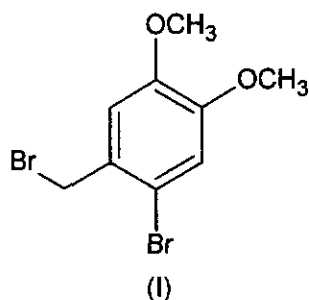


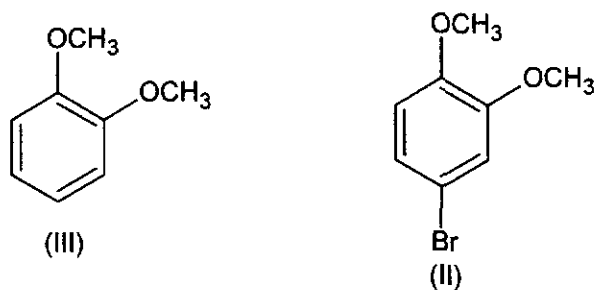
We claim:

1. A process for the preparation of (2-bromo-4,5-dimethoxy-phenyl)-methyl bromide of formula (I)



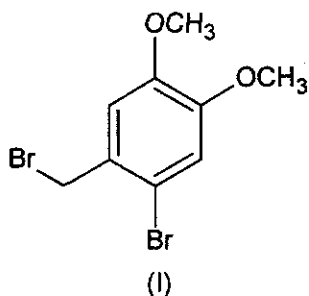
which comprise;

(a) reacting veratrole of formula (III) with a brominating agent in the presence of hydrogen peroxide in a suitable solvent to provide 4-bromo-veratrole of formula (II);



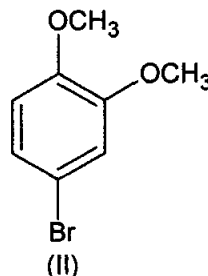
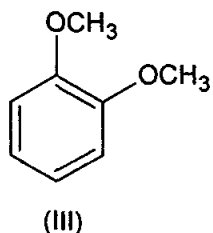
(b) reacting 4-bromo-veratrole of formula (II) with formaldehyde and a brominating agent in a suitable solvent to provide (2-bromo-4,5-dimethoxy-phenyl)-methyl bromide of formula (I).

2. A one pot process for the preparation of (2-bromo-4,5-dimethoxy-phenyl)-methyl bromide of formula (I)



which comprise;

(a) reacting veratrole of formula (III) with a brominating agent in the presence of hydrogen peroxide in a suitable solvent to provide 4-bromo-veratrole of formula (II);



(b) reacting *in situ* 4-bromo-veratrole of formula (II) with formaldehyde and a brominating agent in a suitable solvent to provide (2-bromo-4,5-dimethoxy-phenyl)-methyl bromide of formula (I).

3. The process as claimed claim 1 or 2, wherein the brominating agent is selected from the group comprising of bromine, hydrogen bromide or N-bromosuccinamide.

4. The process as claimed in claim 3, wherein the brominating agent is hydrogen bromide.

5. The process as claimed in claim 1 or 2, where in the suitable solvent in step (a) is selected from the group comprising of methylene dichloride, chlorobenzene, toluene, xylene, ethyl acetate, butyl acetate, isopropyl acetate, diethyl ether, isopropyl ether, diisopropyl ether, methyl *tert*-butyl ether.

6. The process as claimed in claim 5, wherein the suitable solvent is methylene dichloride.

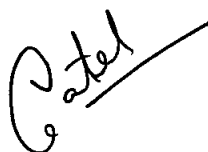
7. The process as claimed in claim 1 or 2, wherein the suitable solvent in step (b) is selected from acetic acid, halogenated solvent or mixtures thereof.

8. The process as claimed in claim 7, wherein the suitable solvent is acetic acid.

9. A process for preparing (2-bromo-4,5-dimethoxy-phenyl)-methyl bromide of formula (I) such as herein described in accordance with accompanying text, description and examples thereof.

Dated this 1st day of January, 2013

Signature:



VITAL MAFATLAL PATEL

MANAGING DIRECTOR, VIHITA CHEM PVT. LTD.