

13<sup>th</sup> August, 2019

The Secretary  
BSE Ltd.  
Corporate Relationship Dept.,  
14<sup>th</sup> floor, P. J. Tower,  
Dalal Street, Fort  
Mumbai - 400 001  
**Stock Code – 500331**

The Secretary  
National Stock Exchange of India Ltd.  
Exchange Plaza, Plot no. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (E),  
Mumbai - 400 051  
**Stock Code - PIDILITIND**

Dear Sir,

**Sub: Press Release(s)**

With reference to the letter dated 7<sup>th</sup> August, 2019, please find attached the press releases dated 13<sup>th</sup> August, 2019.

Further, the transactions detailed in the attached Press Releases are not related party transactions.

You are requested to take the above on record.

Thanking You,

Yours faithfully,  
**For Pidilite Industries Limited**

  
**Puneet Bansal**  
**Company Secretary**

Encl. as above

**Pidilite Industries Limited**

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**Pidilite Industries Limited and Spain's Corporacion Empresarial Grupo Puma S.L. (Grupo Puma) entered into joint venture for Technical Mortars**

**National, August 13, 2019-** Pidilite Industries Ltd, a leading manufacturer of adhesives, sealants and construction chemicals in India, has entered into a joint venture with Corporacion Empresarial Grupo Puma S.L. (Grupo Puma) a leading technical mortars manufacturer based in Spain to establish a Joint Venture Company (JVC) in India.

This joint venture will provide a comprehensive array of technical mortars for wide applications ranging from flooring, wall plasters, textured wall plasters, decorative plasters and insulation. Grupo Puma will license the technology to the JVC which will invest in a modern manufacturing facility in India. The entity will service the key markets of SAARC (excluding Pakistan) and Myanmar.

**Mr. Bharat Puri, Managing Director, Pidilite Industries Limited,** said "The joint venture is in line with Pidilite's strategy of building its market position in pioneering categories. There is an excellent value match between Pidilite and Grupo Puma to meet the future needs of customers for quality products. The Grupo Puma core competence lies in innovation in both technology and R&D, and in delivering outstanding technical service to customers."

**Mr. Francisco Jiménez, CEO of Grupo Puma,** said "This joint venture reinforces the commitment towards the internationalization of Grupo Puma by presence in a country with enormous growth potential, along with Pidilite a recognized leader in its category. The combination of both companies sets up a winning partnership based on market knowledge, continuous investment in R&D as well as excellent technical service that allows us to be close to our customers."

**About Pidilite Industries Ltd** - Pidilite Industries Limited is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. The company's product range also includes paint chemicals, automotive chemicals, art materials, and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial, textile resins and organic pigments & preparations. Most of the company's products have been developed through strong in-house R&D. The Company's principal brand Fevicol has become synonymous with adhesives to millions in India. The brand is ranked amongst the most trusted brands in the country. Some of the company's other major brands are M-Seal, Fevikwik, Fevistik, Roff, Dr. Fixit, Fevicryl, Motomax, and Hobby Ideas. The company's strong presence in several consumer product segments is matched by a focused presence in several important categories of industrial products.

**About Grupo Puma** – Grupo Puma is the leading company in the Spanish mortars market, present in three continents with manufacturing capabilities. The company manufactures a complete range of products like adhesives, coating mortars, pavements, thermal insulation systems, repair, and waterproofing mortars and complies with the most demanding standards of quality and service. The company's continued commitment to R&D has enabled Grupo Puma to launch new products every year to fulfill the evolving needs of customers. The company's strategy is to focus on energy efficiency, durability, savings in material application and protection of the environment.

**Pidilite Industries Limited and Italy's Litokol  
entered into joint venture for strengthening its Epoxy Grout business in India**

**National, August 13, 2019-** Pidilite Industries Ltd, a leading manufacturer of adhesives, sealants, and construction chemicals in India has entered into a joint venture with Litokol, a leading Tile Adhesives and epoxy grout manufacturer from Italy, to establish a Joint Venture Company ( JVC) in India.

Litokol is the market leader in epoxy grouts with patented technology being used for the 'Starlike' range of easy-clean epoxy grouts. 'Starlike' epoxy grouts are unique for India and offer significant ease and durability.

The joint venture company will invest in a new manufacturing facility in India. Litokol will transfer the technology to the JVC while Pidilite will have exclusive distribution of JVC products. This JVC will provide a comprehensive array of products ranging from epoxy, urethane grout and certain epoxy adhesives for tile application. The joint venture entity will service the key markets of SAARC (excluding Pakistan) and Myanmar.

**Mr. Bharat Puri, Managing Director, Pidilite Industries Limited,** said "The joint venture is in line with Pidilite's strategy of building its market position in pioneering categories. Roff, the pioneering brand from the house of Pidilite, is the category definer with high-quality products in tile and stone fixing adhesives and grouts. The joint venture with Litokol will strengthen our product range, help upgrade the product offering and service the evolving needs of the market."

**Mr. Luciano Cottafavi, Chairman Litokol,** said "The opportunity that Pidilite Industries offered us for the establishment of a JVC in India represents a further essential step for the development of Litokol products in the emerging world markets. We are proud of the success that our high-end products are getting around the world, which is a direct result of cutting-edge R&D in adhesives and sealants for ceramic tiles. We are confident of the same success in India".

**About Pidilite Industries Ltd** - Pidilite Industries Limited is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products, and polymer emulsions in India. The company's product range also includes paint chemicals, automotive chemicals, art materials, and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial, textile resins and organic pigments & preparations. Most of the company's products have been developed through strong in-house R&D. The company's principal brand Fevicol has become synonymous with adhesives to millions in India. The brand is ranked amongst the most trusted brands in the country. Some of the company's other major brands are M-Seal, Fevikwik, Fevistik, Roff, Dr. Fixit, Fevicryl, Motomax, and Hobby Ideas. The company's strong presence in several consumer product segments is matched by a focused presence in several important categories of industrial products.

**About Litokol** - Litokol is an Italian leading brand for professional products in ceramic tiles adhesives and sealants, with a high expertise in epoxy and polyurethane based solutions for building industry. In its 50 years of history, Litokol moved from the early ceramic district of Sassuolo in Italy, to an international scale group, which exports to 100 countries worldwide and has manufacturing or trading branches in Russia, Ukraine, Armenia and China. Litokol's striking development has been the revolutionary turning of epoxy sealants and reactive industrial products to a residential range of uses, where ease and aesthetic architectural features have resulted in its leading position in the market.