

11th February, 2020

The Secretary
BSE Ltd.
Corporate Relationship Dept.,
14th 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

Sub: Investor Presentation

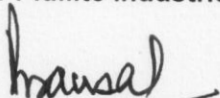
Dear Sir,

Please find attached Investor presentation.

Thanking You,

Yours faithfully,

For Pidilite Industries Limited


Puneet Bansal
Company Secretary

Encl: as above

Pidilite Industries Limited

Corporate Office

Ramkrishna Mandir Road
Andheri - E, Mumbai 400059, India

T + 91 22 2835 7000

F + 91 22 2835 7470 / 7831

www.pidilite.com

CIN:L24100MH1969PLC014336

Regd. Office

Regent Chambers, 7th Floor
Jamnalal Bajaj Marg
208 Nariman Point
Mumbai 400 021



WE ARE
PIDILITE
2020



Finding Alpha: The Pidilite Journey

Inception

1959

Plants commissioned for Acron brand of Pigment Emulsion and Fevicol brand of Adhesive



1984

Consumer Products division is born



1965

Fevicol established as Carpenters' preferred choice



1993

Pidilite goes public, valued at INR 60 Crs.



Building Power Brands & Pioneer Categories

2000

M-seal comes on-board. CP-MNT division is established



2002

The "Bus" ad wins the Silver Lion award at Cannes Lions International Festival of Creativity 2002.



2001

Dr. Fixit is introduced



2004

Pidilite reaches 1000 Cr. mark

Roff brand of Construction Chemicals is acquired



Expanding the Global Footprint and entering into Collaborations

2005

Incorporated "Pidilite Middle East Ltd" in Dubai

Acquired Jupiter Chemicals in Dubai



2017

Acquisition of CIPY Polyurethane Pvt. Ltd. in flooring space



2013

Took over NINA Constructions

A Waterproofing consultant and Services provider

Incorporated subsidiary company Percept Waterproofing Services Ltd - A waterproofing consultancy & project based service

2018

Collaboration with Jowat for Joinery business



2015

On April 10th, Mr. Bharat Puri took charge as MD of Pidilite



2019

Invested in Web-enabled interior design firm Homelane.

Acquisition of C-Techos in the Construction space

Pidilite forms JV with Italy's Litokol to strengthen epoxy grout business in India.

Collaboration with Grupo Puma, largest mortar manufacturer in Spain.



2016

Pidilite forms JV with Italy's ICA

Awarded the 'Most Promising Company of the Year Award' at the CNBC-TV18, 11th Indian Business Leader Awards (IBLA)



Creating Value Through Creating Categories



