



8th December, 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: a/a

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Regent Chambers, 7th Floor
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208 Nariman Point

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Over-view of HAMSPL, India acquisition



Building bonds over 60 years





Pidilite acquired 100% stake in Huntsman Advanced Material Solutions



- On 3rd November 2020, Pidilite has completed the acquisition of 100% stake in Huntsman Advanced Materials Solutions Privat Limited (HAMSPL) for a cash consideration of approximately Rs. 2100 crores, excluding customary working capital and other adjustments.
- 90% cash paid on closing. Balance 10% earnout to be paid within 18 months if business achieves sales revenue in line with 2019.
- HAMSPL sells Adhesives, Sealants and other products under well-known brands such as Araldite, Araldite Karpenter and Araseal in Indian Sub-continent Region
- In the calendar year 2019, business revenue was approximately Rs 400 Cr.
- Araldite is the market leader in the epoxy adhesives and will add to the strong portfolio of Pidilite's adhesive and sealant brands.
- HAMSPL has a nation-wide distribution network and a strong presence in Retail Trade.



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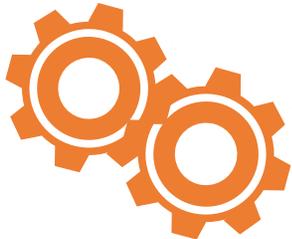


- Araldite TMs have been assigned to HAMSPL for Indian Sub-Continent.
- HAMSPL has given a TM license to Huntsman for use of Araldite TM for certain goods/usage in Indian Sub-Continent.
- HAMSPL has a TM license for use of Araldite TM for certain goods/usage in Middle East, Africa and ASEAN and a Know-How License
- Gross Margins and EBITDA Margins in line with PIL Standalone business
- ROCE in line with PIL standalone business
- Transitional arrangements with Huntsman to ensure business continuity for material and services

Unlocking Acquisition Synergies



Identify Market Potential and Drive Penetration



Leveraging PIL Sales & Distribution Excellence



Market positioning and strategy



Drive Growth

Epoxy Adhesives



PVA Adhesive



Synthetic Rubber Adhesive



Epoxy Putty

