



17th October, 2025

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

Dear Sir,

Sub: Press release

Please find attached the press release dated 17th October, 2025.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited

Manisha Shetty
Company Secretary

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Regent Chambers, 7th Floor
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Pidilite Ventures Invests in Imagimake – A Leading Innovation-Driven Educational Toys and Hobby Products Company

Mumbai, 17 October, 2025 – Pidilite Ventures Pvt. Ltd. (Pidilite Ventures), a wholly owned subsidiary of Pidilite Industries Limited (Pidilite), announced an investment not exceeding ₹340 Million in Imagimake Play Solutions Private Limited (Imagimake), an innovation-led company designing and distributing educational toys, games, and art & hobby products. This Series B round comprises a mix of primary and secondary capital.

This marks Pidilite Ventures' second investment in Imagimake, following their Series A infusion of ₹200 Million in October 2023. The continued support underscores strong confidence in Imagimake's vision and execution capability.

Commenting on the investment, **Sanket Parekh, Director at Pidilite Ventures**, said: *"We are delighted to deepen our partnership with Imagimake. Over the last two years, the team has demonstrated impressive growth by creating innovative product lines, scaling distribution, and expanding globally. We believe Imagimake is uniquely positioned to become a category-defining brand at the intersection of play and learning, both in India and overseas."*

The investment from this round will enable Imagimake to accelerate capacity expansion, strengthen R&D, and scale its global distribution network.

Disha Katharani, Co-founder of Imagimake, said: *"At Imagimake, we believe play has the power to shape curiosity, skills, and creativity. This funding allows us to bring more innovative products to life, reaching millions of children globally and inspiring them to learn and explore through play."*

Ravi Kumar, Co-founder of Imagimake, added: *"Pidilite is an iconic Company we have always admired, and their continued backing is a huge vote of confidence in our journey. With this Series B round, we will accelerate capacity expansion, invest in new product development, and deepen our footprint in international markets."*

About Pidilite Ventures

Pidilite Ventures (www.pidilite.vc) is the venture arm of Pidilite. Pidilite Ventures invests in fast-growing and innovative companies that have synergies with Pidilite's core and adjacent businesses.

About Imagimake

Founded by Ravi Kumar and Disha Katharani, Imagimake is an innovation-driven company offering nearly 120 SKUs across educational puzzles, STEM-based kits, creative play products, and hobby sets. Its products are available in 4,000+ retail outlets in India and exported to 30+ countries, with the U.S. being the largest international market. Flagship successes include **Mapology**, a puzzle series that has become a household name, and **Mission Chandrayaan**, developed to celebrate ISRO's space achievements. The company's **Look What I Made!** range of tactile, exploratory play products reinforces its philosophy of making play meaningful and enriching.