



Ref No. GIL/CFD/SEC/25/102/SE

18th June 2024

BSE Limited
Scrip Code: 500300

National Stock Exchange of India Limited
Symbol: GRASIM

Dear Sir / Madam,

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Please find attached a press release by Birla Opus with respect to Launch of its New Thematic Communication which embarks on a journey to **'Make Life Beautiful'!**.

Thanking you,

Yours sincerely,
For Grasim Industries Limited

Sailesh Kumar Daga
Company Secretary and Compliance Officer
FCS – 4164

Cc:

Luxembourg Stock Exchange
Market & Surveillance Dept.,
P.O. Box 165, L-2011
Luxembourg, Grand Duchy of
Luxembourg

Citibank N.A.
Depository Receipt Services
390 Greenwich Street,
4th Floor, New York,
NY 10013

Citibank N.A.
Custodial Services
FIFC, 9th Floor, C-54 & 55,
G Block Bandra Kurla
Complex, Bandra (East),
Mumbai – 400098

Grasim Industries Limited

Aditya Birla Centre, 'A' wing, 2nd Floor, S.K. Ahire Marg, Worli, Mumbai 400 030, India
T: +91 22 6652 5000 / 2499 5000 | F: +91 22 6652 5114 / 2499 5114
E: grasim.secretarial@adityabirla.com | W: www.grasim.com | CIN: L17124MP1947PLC000410

Regd. Office : P.O. Birlagram, Nagda – 456 331 (M.P.)



Birla Opus Launches Its New Thematic Communication and embarks on a journey to 'Make Life Beautiful'!

~The brand film features an animated colourless world made vibrant by a kid who beautifies spaces with his magical touch~

Link of the video: [Make Life Beautiful](#)

Mumbai; 18 June 2024: Birla Opus Paints, housed under Aditya Birla Group's Grasim Industries, today released its first thematic communication. The film brings to life the brand philosophy of Birla Opus articulated through the tagline '**Make Life Beautiful**'. With this new thematic communication, Birla Opus showcases the brand's transformative power, which helps create a more beautiful world.

The film showcases a never done before Hi-Definition, 3D feature animation with realistic silhouettes, an industry first for any brand within the paints category in India. It has a melodious track created by renowned Indian composer, **Ram Sampath** which captures the essence of the campaign with the resounding message – '*Duniya Ko Rang Do*' (Colour the world). This landmark campaign marks a significant milestone for Birla Opus Paints as it continues to expand its footprint across the nation. The film will be advertised in Hindi and all major regional languages and backed by a 360-degree activation across TV, Digital, OOH, Print, and Radio to drive awareness and induce trials. The communication has been conceptualised by **Leo Burnett India** and produced by **Zombie Studio**; a leading global animation studio based out of Brazil.

In February 2024, the Aditya Birla Group made a significant entry into the paint industry with the launch of Birla Opus. Committed to expanding its paints business, the company plans to establish six manufacturing facilities nationwide by 2025.

Commenting on the film launch, **Rakshit Hargave, CEO, Birla Opus**, said, "*We understand the discerning tastes of today's consumers who seek products and experiences that resonate with purpose and value. With this film's playful rendition which personifies our brand belief of 'Make Life Beautiful', we are excited to embark on this journey of transformation with our customers, inspiring them to embrace beauty with purpose.*"

Inderpreet Singh, Head – Marketing, Birla Opus, added, "*We're thrilled to unveil our first-ever brand film for Birla Opus. The film exemplifies beauty which comes alive through one of the best animation styles in the world, comparable to HD animation in Hollywood movies, a first in the paints industry in India. The message, 'Duniya Ko Rang Do' crafted by renowned music composer, Ram Sampath, resonates with a powerful idea of finding hope, happiness and beauty in life.*"

Rajdeepak Das, CCO, Publicis Groupe - South Asia & Chairman, Leo Burnett - South Asia, said, "*Birla Opus is a brand that is designed for today's dynamic new Indian audiences. And we wanted to give the campaign a fresh and innovative approach. Using animation for storytelling, our film is an artistic approach to express how our audiences can surround themselves with colour that inspires and transforms.*"

Concept: The film opens in a black and white world where a kid is shown touching an object in his house which transforms into its real vibrant colours. His mother is concerned that if anybody sees him doing this, they will get angry with him, so she tries to protect him by telling him not to do so. Later when he steps out, he again tries to use his power and then goes on a spree and touches all possible surfaces that transforms the dull and lifeless to colourful, vibrant and full of joy. The mother then realises the positive effect that her son has brought towards making the world a beautiful place!



Link to the film: [Make Life Beautiful](#)

Agency credits:

Client: Birla Opus Paints

Creative Agency: Leo Burnett India

Production House: Zombie Studio, Brazil

About Birla Opus Paints:

Birla Opus Paints, housed under Grasim Industries, Aditya Birla Group's flagship firm, offers Decorative Painting Solutions to consumers in India. Launched in 2024, Birla Opus Paints has a complete portfolio featuring a range of superior products across categories like interiors, exteriors, waterproofing, enamel paints, wood finishes, and wallpapers. With six manufacturing plants spread across India, Birla Opus Paints is well positioned to be amongst the market leaders in the decorative paints category. The brand aims to inspire people to turn their surrounding spaces into their very own masterpiece.

About Grasim Industries Limited

Grasim Industries Limited, a flagship company of the Aditya Birla Group, ranks amongst the top publicly listed companies in India. Incorporated in 1947, it started as a textiles manufacturer in India. Today, it has evolved into a leading diversified player with leadership presence across many sectors. It is a leading global producer of Cellulosic Fibres, Diversified Chemicals, Fashion Yarn and Fabrics producer in India. Implementing next phase of transformational growth journey, the company has entered paints business under the brand name 'Birla Opus'. Out of the six plants to be set-up for manufacturing decorative paints across pan India locations, three plants commenced operations in Apr'24. Leveraging the Group synergies, Grasim has launched 'Birla Pivot', the B2B online marketplace for building materials. Through its subsidiaries, UltraTech Cement, Aditya Birla Capital and Aditya Birla Renewables, it is also India's prominent cement producer, leading diversified financial services player and clean energy solutions player. At Grasim, there is an endeavour to create sustainable value for 45,000+ employees, 2,52,000+ shareholders, society, and customers. The company reported consolidated net revenue of ₹1,30,978 Cr. and EBITDA of ₹20,837 Cr. in FY 2024.

GRASIM INDUSTRIES LIMITED

Aditya Birla Centre, 'A' Wing, 2nd Floor, S. K. Ahire Marg, Worli, Mumbai - 400 030

Registered Office: Birlagram, Nagda - 456 331 (M.P.)

Tel: (07366) 246766, CIN: L17124MP1947PLC000410

www.grasim.com; www.adityabirla.com

'X': www.twitter.com/adityabirlagr ; 'X' handle: @GrasimInd / @AdityaBirlaGrp

Cautionary Statement

Statements in this "Press Release" describing the Company's objectives, projections, estimates, expectations, or predictions may be "forward looking statements" within the meaning of applicable securities law and regulations. Actual results could differ materially from those expressed or implied. Important factors that could make a difference to the Company's operations include global and Indian demand supply conditions, finished goods prices, feedstock availability and prices, cyclical demand and pricing in the Company's principal markets, changes in Government regulations, tax regimes, economic developments within India and the countries within which the Company conducts business and other factors such as litigation and labour negotiations. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statement, based on any subsequent development, information or events, or otherwise.
