



Duroply Industries Limited

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September 21, 2023

Department of Corporate Services

BSE Limited
25th Floor, P.J. Towers,
Dalal Street, Fort,
Mumbai - 400 001

Scrip Code: BSE: 516003

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

Dear Sir/Madam,

Please find enclosed herewith the Media Release issued by the Company with regard to launch of "**DURO ADVANTAGE**" – 09 layers of protection on its top brands at **Matecia 2023**, India's leading exhibition for the Building Material industry.

The copy of the Media Release will also be available on the Company's website, www.duroply.in.

This is for your information and record.

Thanking you,

Yours faithfully,

For DUROPLY INDUSTRIES LIMITED

KOMAL DHRUV
Company Secretary

Enclosed: As above

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Find us on:    [duroplyindia](https://www.instagram.com/duroplyindia)

Regd. Office: 9, Parsee Church Street, Kolkata-700001 • CIN: L20211WB1957PLC023493



Media Release

**DUROPLY TO LAUNCH 'DURO ADVANTAGE - 09 LAYERS OF PROTECTION'
ON ITS TOP BRANDS AT MATECIA 2023**

**'DURO ADVANTAGE' IS AN ASSURANCE OF NINE MOST SOUGHT AFTER
FEATURES BY THE CUSTOMERS IN ITS PREMIUM BRANDS**

INNOVATION IS AT THE CORE OF CUSTOMER CENTRIC ORGANISATION

**BEING MOST EXPERIENCED AMONG LEADING PLYWOOD PLAYERS,
DUROPLY LAUNCHES PRODUCTS WHICH INDUSTRY LATER ADOPTS**

**INTERIOR INDUSTRY PARTNERS ARE LOOKING FORWARD TO DUROPLY
PAVILION AT MATECIA 2023**

Delhi, September 21, 2023: Duroply, the most experienced among the leading players in the plywood industry, is all set to launch 'Duro Advantage - 09 Layers of Protection' on its top brands at the upcoming MATECIA 2023, India's leading exhibition for the Building Material industry. Scheduled from September 22 - 24, 2023, at Pragati Maidan, New Delhi, MATECIA brings together all players in the building material industry under one roof. Acclaimed for its premium quality products, Duroply has become a sought-after pavilion at the exhibition.

MATECIA Exhibition is an annual event where architects, designers, construction and building materials industry enthusiasts and professionals come and showcase their latest products and services.

Mr. Akhilesh Chitlangia, Executive Director and Chief Operating Officer, Duroply, emphasised the company's commitment to customer-centric innovation, *"Customers are always looking for individual features on plywood products. We have clubbed together nine most sought after features and are going to launch it at MATECIA 2023. Our products with 'Duro Advantage' coupled with 'Duro Lifetime Guarantee' from insect infestation are an unparalleled assurance to our esteemed customers."*

He added, *"We are thrilled to be a part of the MATECIA Exhibition once again, where true to its tradition, Duroply is launching products led by innovation. Products launched by us go on to become the norm in the industry. We invite all architects, designers, and Skill Partners to visit Duroply pavilion to experience first-hand how we have imbibed customer centricity and ingrained innovation in the DNA of our company. We understand customers' needs and craft products that meet those requirements. Our approach to*

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innovation has consistently set industry benchmarks, encouraging other players to follow suit."

With a strong foothold and reputation in the plywood industry, Duroply has been steadily expanding its reach across India.

'Duro Advantage - 09 Layers of Protection' has all the sought after features that a plywood customer expects from a premium brand: Five Heat Treatment, Duro Advanced Fireshield Technology, Termite Proofing, 72-hour Boiling Water Proof Grade, Super Log Criterion, Superior Calibration, PFS Super Bonded, Low Formaldehyde Emission, and QR-Based Fraud Protection. Duroply is initially going to launch 'Duro Advantage' across its top six brands: Duro Titanium, Duro Derby, Durobord, Duro Pumaply, Duro Door, and Duro Plus.

About Duroply Industries Limited

With 65-plus years of rich legacy, DURO is the oldest brand among the leading Indian plywood makers. It is best known for its high-quality products that attract a premium compared to the general market. Duroply also focuses on sourcing all its raw materials from sustainable sources, making it a 'Forest Friendly Company'.

Duroply has launched Duro TV – a YouTube channel focused on providing consumers with knowledge on purchasing plywood to increase their knowledge. Focused on innovation to ensure the durability of customers' home and office interiors, Duroply offers a complete range of Plywood, Block boards, Doors and Decorative Veneers.

Duroply is India's First plywood brand to manufacture and market 10 feet Range of Plywood, Boards, Doors and Veneers as a value-added solution to consumers under its brand 'Duro Plus'.

Duroply's deep commitment to its customers is evident through its extensive Guarantee on all its products ranging from Lifetime to 10 Years which further cements its enviable high Brand Equity in the Plywood Industry.

Duroply has renewed its FSC® License for the next five years, re-enforcing its environmental sustainability commitment.

For further information, please contact:

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