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8<sup>th</sup> April 2024

**BSE Limited**  
**Scrip Code: 500300 / 890190**

**National Stock Exchange of India Limited**  
**Symbol: GRASIM / GRASIMPP**

Dear Sir / Madam,

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

Please find attached a press release with respect to Birla Pivot, the B2B e-commerce business unit of the Company which surpasses Rs. 1,000 crore revenue in its first year of operations.

The above is for your information and record.

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.**  
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Services  
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4<sup>th</sup> Floor, New York,  
NY 10013

**Citibank N.A.**  
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Mumbai – 400098

**Grasim Industries Limited**

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



**Birla Pivot, the B2B e-commerce business unit of Grasim Industries surpasses Rs 1,000 crore revenue in its first year of operations.**

*Aspires to hit \$1bn revenue in the next 3 years*

**Mumbai, 8<sup>th</sup> April 2024:** Birla Pivot, Aditya Birla Group's B2B e-commerce platform for building materials, has hit a remarkable milestone of achieving Rs. 1,000 crore revenue in its first year of operations - FY24. This achievement has placed Birla Pivot, the business unit of Grasim Industries, as one of the fastest-growing entities to achieve such a milestone in the B2B e-commerce space.

Birla Pivot offers a wide range of products, now encompassing more than 35 product categories and over 18,000 SKUs sourced from 150+ Indian and international brands. These categories include essential construction materials like cement, steel, plywood, sanitaryware, tiles, among others. Additionally, in response to the increasing demand for superior yet cost-effective products, the Company has introduced its private label for Plywood and Tiles.

Birla Pivot's customer base spans top-tier EPC companies, civil contractors, real estate developers, OEMs, fabricators, dealers, and retailers. With successful deliveries to over 200 cities across 25 states, the Company has established a robust network of suppliers and logistics providers, facilitating seamless operations, and ensuring a pan-India reach. The Company's intelligent Transport Management System (TMS) digitizes processes, providing real-time updates on orders and enhancing operational efficiency across the supply chain.

**On achieving this milestone, Mr. Sandeep Komaravelly, CEO, Birla Pivot,** said, *"India's construction industry is undergoing exponential growth and is projected to reach USD 1.4 trillion by 2025. With less than 2% digital penetration, the construction industry faces many challenges – from fragmented supplier networks, and logistical bottlenecks to access to credit. Birla Pivot's vision is to leverage technology to create smarter and more efficient solutions across the value chain for buyers and sellers. The aspiration is to reach a \$1 billion revenue in the next three years."*

The B2B e-commerce platform was launched in August 2023 by the Chairman of Aditya Birla Group, Mr. Kumar Mangalam Birla. Birla Pivot reinforces Mr. Birla's vision to create a new-age, high-growth digital platform that catalyses the growth of small businesses in India and provides an impetus to the government's vision of 'Digital India'.

For further information visit: <https://www.birlapivot.com/>

### **About Grasim Industries Limited**

Grasim Industries Limited, a flagship Company of the Aditya Birla Group, ranks amongst the top publicly listed companies in India. Grasim has completed 76 glorious years of its existence. 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 Viscose, Diversified Chemicals, Linen Yarn and Fabrics producer in India. The Company recently has entered paints business under the brand name 'Birla Opus' and would be setting up six plants of manufacturing decorative paints across Pan India locations. 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 43000+ employees, 247,000+ shareholders, society, and customers. The Company reported consolidated net revenue of ₹1,17,627 Cr. and EBITDA of ₹20,478 Cr. in FY 2023.

For more information, visit [www.grasim.com](http://www.grasim.com)

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#### **GRASIM INDUSTRIES LIMITED**

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[www.grasim.com](http://www.grasim.com) & [www.adityabirla.com](http://www.adityabirla.com)

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#### **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 express 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, on the basis of any subsequent development, information or events, or otherwise.

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