



Asian Paints Limited
Asian Paints House
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Mumbai 400 055
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www.asianpaints.com

APL/SEC/32/2022-23/45

20th October, 2022

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
25th Floor, Dalal Street,
Fort, Mumbai – 400 001
Scrip Code: 500820

National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1,
Block G, Bandra - Kurla Complex,
Bandra (East),
Mumbai – 400 051
Symbol: ASIANPAINT

Sir/Madam,

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

This is to inform you that the Board of Directors of the Company at their meeting held today have approved the setting up of manufacturing facility for Vinyl Acetate Ethylene Emulsion (VAE) and Vinyl Acetate Monomer (VAM) in India.

An amount of approximately Rs. 2,100 crores would be invested by the Company over a period of 3 (three) years, including the cost of land to be acquired. This is subject to entering into definitive agreements including technology license agreement for manufacturing VAM & VAE and obtaining necessary regulatory and other approvals. The installed capacity of the said manufacturing facility would be 100,000 tons per annum for VAM and 150,000 tons per annum for VAE. VAM is a key input for manufacturing VAE.

VAE is considered to be the emulsion of the future, and the key constituent for manufacturing environment friendly paints. VAE offers better paint properties and can significantly improve paint performance in customer facing attributes. In addition, the manufacturing of VAM and VAE would provide substantial sustainable cost efficiencies, substituting Company's dependence on imports and would be used for the Company's internal consumption. Asian Paints, already imports VAE & VAM for its internal consumption. This would be a key backward integration project for the Company.

The setting up of facility for manufacture of VAM would be based on licensed technology tie up with Kellogg Brown & Root LLC (KBR), USA. KBR is a USD 7.3 Bn company based at USA and has presence in 80+ countries.

The Company will make necessary disclosures on any material developments in this regard.

None of the related parties of the Company, including the Director(s) and/or Key Managerial Personnel(s), are concerned or interested in the aforesaid proposal.





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Please find attached a press release on the subject.

The Company will be holding a conference call with the investors at 5 pm (IST) today, wherein the management will brief on the same.

The details of the said conference call are available on the Company's website (www.asianpaints.com).

This is for your information and record.

Thanking you,

Yours truly,

For **ASIAN PAINTS LIMITED**



R J JEYAMURUGAN
CFO & COMPANY SECRETARY

Encl.: as above

Press Release

Asian Paints to set up manufacturing facility for VAE and VAM

Mumbai, October 20, 2022: Asian Paints has approved the setting up of a manufacturing facility for VAE (Vinyl Acetate Ethylene Emulsion) and VAM (Vinyl Acetate Monomer) in India for a proposed investment of approximately Rs. 2,100 crores over a period of 3 (three) years. This is subject to entering into definitive agreements including technology license agreement for manufacturing of VAE & VAM and obtaining necessary regulatory and other approvals. The installed capacity of the said manufacturing facility would be 100,000 tons p.a. for VAM and 150,000 tons p.a. for VAE.

About VAE & VAM

- VAE is considered to be the emulsion of the future, and the key constituent for manufacturing environment friendly paints.
- VAE offers better paint properties and can significantly improve paint performance in customer facing attributes.
- VAE is a key raw material for the Company. VAM is a key input for manufacturing VAE.

Rationale for manufacturing VAM & VAE in – house

- Manufacturing VAM and VAE in India would provide substantial sustainable cost efficiencies, substituting our dependence on imports and would be used for the Company's internal consumption.
- This would be a key backward integration project for the Company.

The setting up of facility for manufacture of VAM would be based on licensed technology tie up with Kellogg Brown & Root LLC (KBR), USA. KBR is a USD 7.3 Bn company based at USA and has presence in 80+ countries.

“Vinyl Acetate Ethylene Emulsion is the Next Gen environment friendly emulsion, based on a unique Vinyl Acetate Monomer technology, which gives a robust competitive edge to Asian Paints in the coatings business. This pioneering technology comes to Asian Paints with a strong sustainable cost advantage and helps us to offer next level innovation for our paint customers. Asian Paints will be one of the first Paint companies to get into backward integration with setting up of this VAM and VAE manufacturing facility and we feel that this would be a true game changer in the Indian market” commented Mr. Amit Syngle, MD & CEO of Asian Paints Limited.

About Asian Paints Limited:

Asian Paints is India's leading paint and décor company and ranked among the top ten Decorative coatings companies in the world with a consolidated turnover of ₹ 29,101.28 crores (₹ 291 billion) with a market capital of approx. ₹ 3100 billion. Asian Paints along with its subsidiaries have operations in 15 countries across the world with 27 paint manufacturing facilities, servicing consumers in over 60+ countries through Asian Paints, Apco Coatings, Asian Paints Berger, Asian Paints Causeway, SCIB Paints, Taubmans and Kadisco Asian Paints. Asian Paints also offers a wide range of Home Décor products and is an emerging strong player in the Home Improvement and Décor space in India.