



27th June, 2023

STOCK. EXG/ AG/ 2023-24

The Corporate Relationship
Department
BSE Limited,
1st Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

The Listing Department
National Stock Exchange of
India Limited
Exchange Plaza, 5th Floor,
Plot No.-C/1, 'G' Block,
Bandra- Kurla Complex,
Bandra (E)
Mumbai - 400051

Listing Department
The Calcutta Stock
Exchange Ltd.
7 Lyons Range,
Kolkata-700001

Scrip Code : 509480

Scrip Code: BERGEPAIN

Scrip Code : 12529

Dear Sirs,

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

Please find attached press release in relation to the Company awarding media mandate to dentsu X, the media agency from the house of dentsu India.

We request you to take the above information on record.

Yours faithfully,

For BERGER PAINTS INDIA LIMITED


ARUNITO GANGULY
VICE PRESIDENT &
COMPANY SECRETARY

Encl.: as above

BERGER PAINTS INDIA LIMITED

Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9729, www.bergerpaints.com
CIN - L51434WB1923PLC004793, E-mail : consumerfeedback@bergerindia.com

Berger Paints awards its Media account to dentsu X
Agency to drive strategy & growth for the India market...

Berger Paints, a paint major in India and among the frontrunners in the paints & coatings industry globally has awarded its media mandate to dentsu X, the media agency from the house of dentsu India. Berger paints has current media spends of around 200 crores. The account was won following a multi-agency pitch and will be serviced from the agency's Kolkata office.

Under the direction of Anita Kotwani, CEO Media, dentsu South Asia, the team will collaborate to develop cutting-edge strategies that improve the brand's commercial success. The agency will oversee media strategy, planning, buying, and execution to increase brand equity through offline media including print, television, and radio, notionally.

Speaking on the achievement, Anita Kotwani, CEO Media, dentsu South Asia said, "The inclusion of Berger Paints to our portfolio holds massive significance. It represents a new chapter in dentsu India's journey, characterized by a renewed sense of purpose and a clear direction. Our network has been actively engaging in competitive pitches, with an intrinsic focus on securing remarkable victories that propel us toward an exciting future. We firmly believe in driving meaningful transformations, embracing change, and nurturing our talented workforce to deliver client-centric solutions and exceptional services."

Anita Kotwani added, "Dentsu has played a pivotal role in propelling numerous brands towards a growth trajectory, leveraging our distinctive data-driven, consumer-centric design thinking, and strategic expertise. We have been at the forefront of deploying innovative media and content concepts to establish brand equity, ensuring sustained brand growth. However, efficiency and effectiveness remain paramount in our approach. The win of Berger Paints symbolizes the recognition of our strategic approach, and we are privileged to form a partnership with such a formidable brand."

KK Sai, the Sr. Vice President and head of the Decorative Division for Berger Paints who chaired this project added that the insights that the dentsu X team brought to the table as well as their integrated media approach ; promises to give a innovative and bright spark to media campaigns of Berger.

It is pertinent to note here that dentsu India has been diligently engaged in developing and strengthening practice areas across key market segments such as gaming, e-commerce, and content. These strategic efforts further enable dentsu X to provide cutting-edge solutions tailored to the unique demands of these industries.

