



RUSHIL

DECOR LIMITED

WE'LL MAKE IT

RDL/065/2023-24

Date: 16.10.2023

To,
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra – Kurla Complex,
Bandra (E), Mumbai – 400 051
NSE EQUITY SYMBOL: RUSHIL

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001
BSE SCRIPT CODE: 533470

ISIN: INE573K01017

Dear Sir/Madam,

Sub: Press release

We are sending herewith copy of the Press Release titled “**Rushil Décor launches AI-generated TV ad for VIR MDF**” which will be disseminated shortly.

The Press release is self-explanatory.

Please take the same into your records and do the needful.

Thanking you,

Yours faithfully,
For Rushil Decor Limited

Hasmukh K. Modi
Company Secretary

Encl.: a/a



RUSHIL DÉCOR LTD., RUSHIL HOUSE, NEAR NEELKANTH GREEN BUNGALOW,
OFF SINDHU BHAVAN ROAD, SHILAJ, AHMEDABAD-380058, GUJARAT, INDIA.

REGD. OFFICE: S. NO. 125, NEAR KALYANPURA PATIA, VILLAGE ITLA, GANDHINAGAR-MANSA ROAD,
TA. KALOL, DIST. GANDHINAGAR-382845, GUJARAT, INDIA. | CIN: L25209GJ1993PLC019532

PH: +91-79-61400400 | FAX: +91-79-61400401 | EMAIL: INFO@RUSHIL.COM | WWW.RUSHIL.COM

Rushil Décor launches AI-generated TV ad for VIR MDF

Introduces VIR MDF mascot that signifies strength and durability

The campaign says “MDF means VIR MDF”

India’s first AI generated TVC in the MDF segment

October, 16 2023, Ahmedabad / Mumbai — Rushil Décor (BSE: 533470, NSE: RUSHIL) a leading company in Laminate and MDF panel boards, today launched AI generated Television advertisement with key message “MDF means VIR MDF”.

The company has always been at the forefront of adopting new technologies for better customer connect. This festive session, company has harnessed the power of AI technology to create VIR MDF TV ad, which is a first in the MDF segment.

The new TVC weighs-in on the power of MDF, which is a better alternative to plywood and other wood-based panels. The campaign titled, ‘MDF means VIR MDF’ introduces a mascot who personifies the strength and durability of VIR MDF. It encourages carpenters, interior decorators, architects, end consumers, OEM’s, furniture manufacturers and people at large, to embrace VIR MDF for durable and stylish furniture, shelves, doors, cabinets and other applications.

Rushil Thakkar, Director, Rushil Decor Ltd. said “Rushil décor is known for adopting newer technologies to meet growing consumer demand. Our new AI-generated VIR MDF ad is one such step to connect with them better. This television ad highlights ‘Strength’ that is at the core of VIR MDF - both in the product and relationship with our consumer.”

He further added, “We will always be at the forefront of innovation and believe that our new commercial will set an industry standard and encourage others to embrace new age technologies in their communication.”

The ad was released strategically across all leading news and general entertainment channels during the festive session. This TVC will increase brand presence, awareness and help VIR MDF to stay connected with its consumers.

About Rushil Décor:

About Rushil Décor: Founded in 1993, Rushil Décor Ltd. (BSE: 533470, NSE: RUSHIL), a globally leading company in modern interior infrastructure, and eco-friendly, composite wood panels is committed to shaping a better planet. Leveraging modern technology, inspiring designs, next generation innovations, and a people-first, purposeful approach, RUSHIL is passionate about setting new industry standards and superior experiences, ensuring high productivity. The company has five state-of-the-art manufacturing plants with an annual capacity of 3,30,000 CBM MDF and 3.49 million Laminates, which

caters to its customers in more than 51 countries across the world. With a strong network of branches, distributors, thousands of dealers and a rich talent pool of experts, RUSHIL is focused on redefining the future of wood. What makes RUSHIL special is its unmatched quality, design, customer centricity, value-led DIY green engineered products from agroforestry, and a wide range of high-performance surface engineering solutions. Driven by automated plants, world-class German technologies and global standards, RUSHIL relentlessly creates smarter spaces. RUSHIL's product portfolio includes VIR Laminates, VIR MDF boards, VIR MAXPRO (HDFWR) boards / VIR Pre-laminated Decorative MDF / HDFWR boards, VIR PVC and VIR WPC boards / doors. Optimal supply chain efficiencies, utilization of resources, and strategic local plantations offer cost advantage in raw material sourcing, and manufacturing excellence, enabling high output to cover global market demand.

Media contacts:

Parin Shah- Rushil Décor – parin.shah@rushil.com +91 7573947247

Yuvraj Mehta – StrateRise Consulting – yuvraj.mehta12@gmail.com - +91 8588888272