

PPFL/SE/2022-2023/035

August 09, 2022

To,

BSE Limited
25th Floor, P.J Towers,
Dalal Street, Mumbai-400001

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai -400051

Scrip Code: 542907

Scrip Code: PRINCEPIPE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed a Press Release on "Prince Pipes Announces Entry into Bathware Sector Extension of portfolio into Faucets and Sanitaryware to leverage robust Distribution & Brand Equity".

This is for your information and record.

Yours faithfully,

For PRINCE PIPES AND FITTINGS LIMITED

Shailash K. Bhaskar



Shailesh K. Bhaskar
Company Secretary & Compliance Officer
ACS: 36475
Encl: As above



Prince Pipes Announces Entry into Bathware Sector
Extension of portfolio into Faucets and Sanitaryware to leverage robust
Distribution & Brand Equity

Press Release

Mumbai, 09 August 2022: Prince Pipes and Fittings Ltd. (PPFL), one of India's largest growing integrated piping solutions providers & multi polymer manufacturers, today announced its foray into the bathware division with plans to launch faucets and sanitaryware. The products will be initially introduced in a phase wise manner across India.

This initiative is a part of its growth strategy to offer a complete range of bathroom solutions, leverage the Prince Pipes brand values and the Company's pan-India network of dealers and channel partners. As per market estimates the overall market size of the bathware segment is expected to approximately Rs.15,000 crores with the organized market at ~65% and unorganized market at ~35%. In the bathware segment, faucets are estimated to be in the range of Rs.9,000 - 10,000 crores and Sanitary in the range of Rs. 6,000 – 7,000 crores.

The Company has appointed Harsh Kumar to drive initial foray into Bathware. He will be guided by the existing national Head of Sales, Ashok Mehra.

Ashok Mehra, President Sales and CMO, has been with Prince Pipes since April 2017. Ashok has over 33 years of deep domain expertise in the building materials and sanitaryware industries and leads the sales and marketing team at Prince having past experience with reputed companies like Jaquar (5 years) and Pidilite amongst others.

Recently the Company appointed Harsh Kumar, who is an expert in the Bathware segment with relevant experience of over 22 years. He has spent a large part of his career, with over 15 years at Jaquar.

Mr. Parag Chheda, Joint Managing Director, said, "Today, the Prince brand is the hallmark of trust and innovation. As we continue to strengthen our leadership position in piping, our foray into the bathware segment is a natural extension of our business. Making a presence in the 'front-of-the-wall' category will enable us to organically expand the product portfolio, leverage the equity of a leading brand and serve the real estate market, where we already have a robust presence.

I welcome Harsh Kumar to lead the bathware division at Prince Pipes. Harsh will be guided by Ashok Mehra (President Sales & CMO- Prince) and they both will drive the entry of Prince into the bathware sector. Prince Pipes will offer an extensive choice of bathware solutions to Indian homeowners and architects as we introduce the latest range of faucets and sanitaryware solutions which are aligned with global mega-trends.

Our entry into this high growth sector will help our emerging channel partners across India to expand their businesses. This strategy will also provide an impetus to the Government's goal of 'Atmanirbhar Bharat' and support our distributor & supplier ecosystem of MSMEs by enhancing their business prospects going forward."



The Company shall share further details at a later stage following the completion of regulatory and necessary approvals.

About the Company:

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Prince Pipes and Fittings Limited (PPFL) (NSE: PRINCEPIPE | BSE: 542907) is one of India's largest integrated piping solutions providers and multi polymer manufacturers, based in Mumbai. Over 3 decades, the company has been engaged in the manufacturing of polymer piping solutions in five types of polymers - CPVC, UPVC, HDPE, PPR and LLDPE. Prince is a Fortune India 500 company.

Incorporated in 1987, Prince is one of the fastest growing companies in the Indian pipes and fittings industry. In August 2020, the Company announced its association with Lubrizol - inventors and largest manufacturers of CPVC compounds worldwide, headquartered in the United States; and launched Prince Flowguard Plus CPVC plumbing systems. The Company's 7 state-of-art manufacturing units are located across at Haridwar (Uttarakhand), Athal (Dadra and Nagar Haveli), Dadra (Dadra and Nagar Haveli), Kolhapur (Maharashtra), Chennai (Tamil Nadu), Jobner (Rajasthan) and Sangareddy (Telangana).

The company's Jaipur manufacturing facility was awarded a GOLD medal in the 8th edition of National Awards for Manufacturing Competitiveness (NAMC) 2021, organized by International Research Institute for Manufacturing, in strategic association with Moneycontrol.

For more information: visit www.princepipes.com or follow us on Twitter @Prince_Pipes

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