



**Asian Paints Limited**  
Asian Paints House  
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Santacruz (E)  
Mumbai 400 055  
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APL/SEC/32/2023-24/83

1<sup>st</sup> March 2024

BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
Security Code: 500820

National Stock Exchange of India Limited  
Exchange Plaza, 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**

We refer to our letter no. APL/SEC/32/2022-23/64 dated 7<sup>th</sup> January 2023, wherein the Company had, *inter alia*, informed you about the proposal for setting up a new water-based paint manufacturing facility with a capacity of 4 lakhs KL per annum at an approximate investment of Rs. 2,000 crores, in the state of Madhya Pradesh, subject to grant of requisite incentives by the Government of Madhya Pradesh and such other approvals and clearances, as may be required.

This is to inform you that the Company has, today, received the letter allotting the land admeasuring 166 acres (approx.) situated at Pithampur, Madhya Pradesh, for setting up the said paint manufacturing facility, subject to such other approvals and clearances, as may be required. The Company is in the process of executing the necessary agreements with the MP Industrial Development Corporation Limited in this regard.

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

This is for your information and record.

Thanking you,

Yours truly,

For **ASIAN PAINTS LIMITED**

**R J JEYAMURUGAN**  
**CFO & COMPANY SECRETARY**

