

December 23, 2019

The Secretary
BSE Ltd.
Corporate Relationship Dept.,
14th floor, P. J. Tower,
Dalal Street, Fort
Mumbai - 400 001
Stock Code – 500331

The Secretary
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E),
Mumbai - 400 051
Stock Code - PIDILITIND

Dear Sir,

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

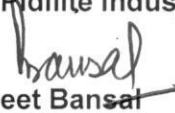
Madhumala Traders Private Limited (Madhumala), a wholly owned subsidiary of the Company, has agreed to make an investment of Rs 49 crores in Homevista Decor and Furnishings Private Limited ("the Investee Company") by subscribing to its Series D2 Cumulative Compulsorily Convertible Preference Shares ("CCCPS") which on conversion would translate to over 5 (five) percent of the issued and paid-up share capital of the Investee Company (on a fully diluted basis). Alongwith Madhumala, other reputed investors have also made investment in the Investee Company. The nature of subscription will be cash. Subscription of CCCPS is being done at a mutually agreed pre-money enterprise valuation, which has not been disclosed herein due to reasons of confidentiality. Founded in 2014, the Investee Company is a fast growing home interiors company backed by strong tech-stack and presence in 7 cities with 16 experience centers in India.

The subscription of CCCPS of the Investee Company is not a related party transaction. The promoter/ promoter group of Madhumala have no interest in the Investee Company.

As an organization, we continuously track the development of the start-up ecosystem in adjacent areas and relevant geographies. We intend to make strategic financial investments in relevant start-ups and support and collaborate with these start-ups for mutual benefit.

Thanking You,

Yours faithfully,
For **Pidilite Industries Limited**


Puneet Bansal
Company Secretary

Pidilite Industries Limited

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Andheri - E, Mumbai 400059, India

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