

28th March 2024

Department of Corporate Services
BSE Limited
1st floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort
Mumbai - 400 001
Scrip Code: 500710

The Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th floor,
Bandra-Kurla Complex
Bandra (E)
Mumbai – 400051
Symbol: AKZOINDIA

Sub: Press release

Dear Sir/Ma'm,

In terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please note that the Company announces its new brand ambassador for Dulux Weathershield alongwith rolling-out of a television commercial to be aired this week. A copy of the Press Release in this regard is enclosed.

Kindly take the aforesaid on record.

Thanking you.

Yours truly,
For Akzo Nobel India Limited

Rajiv L Jha
Company Secretary & Compliance Officer
Membership No. F5948

Encl: as above

Media release

Gurugram, March 28, 2024

AkzoNobel announces Rocking Star Yash as new brand ambassador for Dulux Weathershield, launches “It’s Colourful. It’s Powerful” campaign

AkzoNobel India, a leading Paints and Coatings company and makers of Dulux paints, today welcomes the actor Yash, as the new brand ambassador for its Dulux Weathershield exterior emulsions in India.

Mr. Rajiv Rajgopal, Chairman and Managing Director, Akzo Nobel India said, “We’re thrilled to welcome the Rocking Star Yash to our family. He perfectly embodies the Dulux Weathershield spirit of unmatched performance and originality that stems from confidence of innovation. A true superstar, Yash has earned the love of millions of fans across India, much like our iconic Dulux Weathershield exterior emulsions.”

With Yash on board, AkzoNobel aims to strengthen the association of its flagship Dulux Weathershield exterior emulsions with Indian consumers seeking high-performance with bold aesthetics.

As superstar **Yash** elaborates, “Every role brings with it the potential to inspire, captivate, and entertain. My greatest power lies in getting to live up to the expectations of the audience. Much like Dulux Weathershield exterior emulsions, I believe in channeling that power and add colours to the lives of many while staying true to my values. I am happy to bring alive the Dulux Weathershield ‘It’s Colourful. It’s Powerful’ story. When life isn’t lived monochrome, why should our homes be?”

Crafted by Mullen Lintas Delhi, the campaign begins with a reporter asking Yash how can colourful be powerful. In his true larger-than-life style, Yash rigorously tests Dulux Weathershield Powerflexx across all parameters - relentless sunlight, torrential rains to extreme sandstorms. With the Triple Defence Technology at its core, every hue of Dulux Weathershield Powerflexx ensures that home exteriors continue to stay vibrant and protected for longer – that’s why “It’s Colourful. It’s Powerful.”

Sharing business insights, **Rohit Totla, Marketing and Sales Unit Director - Paints, Akzo Nobel India** said, “For over 25 years, Dulux Weathershield is synonymous with pioneering technologies for home exteriors. Exterior emulsions being one of the largest contributors to AkzoNobel’s decorative paint business in India, we aim to turbocharge our consumer connect with the power of Yash, in sync with expansion of our brand footprint.”

Sharing insights into the “It’s Colourful. It’s Powerful” narrative, **Vandana Krishnia, Marketing Director, Decorative Paints – South Asia, AkzoNobel** added, “Be the festivals, celebrations, century old identity of cities such as the Blue City, our homes or our lives – colours are deeply engrained in India’s and every Indian’s sense of identity. While Dulux Weathershield Powerflexx’s powerful credentials are a given, this campaign is about celebrating India’s love with colour and who better to highlight this than Yash.”

Starting this week, fans and paint consumers will witness Yash in a bold avatar as he brings alive the latest ‘It’s Colourful. It’s Powerful’ campaign featuring the super-premium Dulux Weathershield Powerflexx offering of the exterior emulsion range. The campaign will be launched across traditional and digital platforms in India.

About AkzoNobel

We supply the sustainable and innovative paints and coatings that our customers, communities – and the environment – are increasingly relying on. Our world class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe. We're active in more than 150 countries and have set our sights on becoming the global industry leader. It's what you'd expect from a pioneering paints company that's committed to science-based targets and is taking genuine action to address globally relevant challenges and protect future generations.

About Akzo Nobel India Limited

Akzo Nobel India is present in India for 69 years. In 2008, the company became a member of the AkzoNobel Group. With an employee strength of around 1,500, AkzoNobel India has five manufacturing sites, two RD&I centers, regional offices and a distribution network spread across the country. All manufacturing facilities have a state-of-the-art environmental management system. It's commitment to Health, Safety, Environment and Security (HSE&S) has been among the best-in-class globally, with due care being taken to protect people and the environment. For more information, please visit www.akzonobel.co.in

Not for publication – for more information

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