



27th September, 2024

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: Press release

Please find attached the press release dated 27th September, 2024 of M/s. Pidilite Ventures Pvt. Ltd., a wholly owned subsidiary of the company.

Please note that this is not a material transaction.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited

Manisha Shetty
Company Secretary

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Mumbai 400 021

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Pidilite Ventures Invests INR 50 Million in Wify - a Leading Home Improvement and Maintenance Platform

Mumbai, 27th September, 2024 – Pidilite Ventures Pvt. Ltd. (Pidilite Ventures), a wholly owned subsidiary of Pidilite Industries Limited (Pidilite), announced an investment of INR 50 Million in Wify (Installco Wify Technology Private Limited), a home improvement and maintenance services platform. This pre-Series A round was led by Capria and Mount Judi Ventures, with participation from Blume Ventures.

Wify specializes in delivering B2B2C home improvement and maintenance services, prioritizing quality and consistency through the training of adept tradespeople dedicated to enhancing the reputation of home improvement brands. They offer a full-stack solution, from workflow management to after-sales support, for brands and consumers. Their clientele spans across home improvement retailers, e-commerce giants, interior design services, water solutions, audio and electronics, flooring solutions, and home furniture services.

Commenting on the investment, **Mr. Sanket Parekh, Director at Pidilite Ventures, said**, “At Pidilite Ventures, our strategy centers on investing in opportunities that resonate with our areas of interest. India’s home improvement sector has experienced rapid growth and holds significant future potential. We are happy to back Wify and be a part of their growth story. Wify’s innovative approach and dedication to superior home improvement services will benefit the customers.”

The investment from this round will fuel Wify's growth, enabling them to enhance their tech stack, expand services, and strengthen their market position.

Vikram Sharma, Co-founder, Wify, said “This investment will accelerate our mission to be a key contributor to the #ViksitBharat vision, empowering millions of tradesmen in the home improvement industry while serving both brands and households. We are really excited by this, and looking forward to leveraging Pidilite's invaluable expertise and experience in this industry”

About Pidilite Ventures

Pidilite Ventures (www.pidilite.vc) is the venture arm of Pidilite. Pidilite Ventures invests in fast growing and innovative companies that have synergies with Pidilite’s core and adjacent businesses.

About Wify:

Founded in 2019 by Vikram Sharma and Deepanshu Goel, Wify, is a full-stack B2B2C startup that offers home improvement and maintenance services including installation and after sales services for consumer durables. Wify's customers include local and global brands such as IKEA, Godrej, Amazon, Hettich, Livspace, Panasonic among others. Wify has over 3,000 technicians on its platform and serves over 80 cities across India.