



Asian Paints Limited
Asian Paints House
6A, Shantinagar
Santacruz (E)
Mumbai 400 055
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www.asianpaints.com

APL/SEC/32/2022-23/46

20th October, 2022

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
25th Floor, Dalal Street,
Fort, Mumbai – 400 001
Scrip Code: 500820

National Stock Exchange of India Limited
Exchange Plaza, Plot No. 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 ("Listing Regulations")

This is to inform you that, the Company has, today, entered into a binding term sheet for the setting up of a joint venture in Fujairah, United Arab Emirates (UAE), with Riddhi Siddhi Crusher & Land Transport (Riddhi Siddhi), Fujairah, UAE, Associated Soap Stone Distributing Company Private Limited (ASD), India and others (collectively referred to as 'the Parties'). The proposed joint venture would be set up with 60:40 partnership between the Company and the Parties and would carry out the business of manufacturing and exporting white cement and white cement clinker, on such terms as may be mutually decided by the Parties. This is subject to due diligence and obtaining necessary regulatory and other approvals.

The initial capacity of the said manufacturing facility, to be set up in Fujairah, UAE, would be 2,65,000 tons per annum. In addition, clinker grinding units would be set up in India as well. The overall investment would be approximately Rs. 550 crores, to be invested over the next 2 (two) years.

The cost of the project would be funded through a combination of equity funding by the Company & the Parties and external debt financing.

The Company is in the business of manufacturing of paints and undercoats as part of its integrated coatings and allied products offerings. White cement is the key raw material for some of the powder products and undercoats like putty which is a levelling powder product for various substrates. At present, the Company purchases white cement for manufacturing powder products and undercoats in India. The above proposal of setting up the manufacturing facility for white cement is towards fulfilling the Company's long-term requirements to cater to internal consumption and also for selling white cement as a finished product. This would ensure new opportunities for Asian Paints, a sustainable cost advantage along with an assured supply of good quality raw materials.

Riddhi Siddhi holds mining permits for high – quality limestone mines in Fujairah, UAE, and is a supplier of limestone. ASD (Golcha Group) is one of the trusted suppliers of certain raw materials to the Company.





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The required information under Regulation 30 of the Listing Regulations read with the SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015, is appended as **Annexure A**.

None of the related parties of the Company, including the Director(s) and/or Key Managerial Personnel(s) of the Company are concerned or interested in this transaction.

Please find attached a Press Release on the subject.

The Company will be holding a conference call with the investors at 5 pm (IST) today, wherein the management will brief on the same.

The details of the said conference call are available on the Company's website (www.asianpaints.com).

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

This is for your information and record.

Thanking you,

Yours truly,

For **ASIAN PAINTS LIMITED**



R J JEYAMURUGAN
CFO & COMPANY SECRETARY

Encl.: as above



ANNEXURE A

Disclosure of information pursuant to Regulation 30 of the Listing Regulations read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated 9th September, 2015

Sl. No.	Particulars	Disclosure
1.	Name(s) of parties with whom the agreement is entered	The Company has entered into a binding term sheet with Riddhi Siddhi Crusher & Land Transport (Riddhi Siddhi), Mr. Raj Kumar Bohra, Mrs. Nita Bohra and Associated Soap Stone Distributing Company Private Limited (ASD) (collectively referred to as 'the Parties').
2.	Purpose of entering into the agreement	The binding term sheet has been entered into for the potential setting up of a joint venture in Fujairah, United Arab Emirates (UAE), for carrying out the business of manufacturing and exporting white cement and white cement clinker.
3.	Shareholding, if any, in the entity with whom the agreement is executed	The proposed shareholding of the joint venture company to be set up shall be as follows: Asian Paints Limited: 60% Parties: 40%
4.	Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc.	Necessary details will be disclosed upon finalisation of definitive agreements with the Parties.
5.	Whether, the said parties are related to promoter/promoter group/ group companies in any manner. If yes, nature of relationship	No
6.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length"	No
7.	In case of issuance of shares to the parties, details of issue price, class of shares issued	Necessary details will be disclosed upon finalisation of definitive agreements with the Parties.
8.	Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.	Further, to the best of our knowledge there is no potential conflict of interest arising out of the same.



9.	<p>In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s):</p> <p>a) name of parties to the agreement; b) nature of the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof.</p>	Not Applicable
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Press Release

Asian Paints proposes to set up white cement manufacturing facility

Mumbai, October 20, 2022: Asian Paints, today, signed a binding term sheet with Riddhi Siddhi Crusher & Land Transport (Riddhi Siddhi), Fujairah, United Arab Emirates and Associated Soap Stone Distributing Company Private Limited (ASD), *inter alia*, to form a joint venture to carry out the business of manufacturing and exporting white cement & white cement clinkers by setting up a manufacturing plant in Fujairah, UAE, subject to due diligence and necessary regulatory and other approvals. The joint venture would be a 60:40 partnership between the Company and Riddhi Siddhi & ASD.

The initial capacity of the said manufacturing facility, to be set up in Fujairah, UAE, would be 2,65,000 tons per annum. In addition, clinker grinding units would be set up in India as well. The overall investment would be approximately Rs. 550 crores, to be invested over the next 2 (two) years.

White Cement is a key raw material in the manufacture of powder paints and undercoats like putty - a powder levelling solution used for various interior/exterior substrates. In addition, white cement is used in the home construction & repair segment, for various applications like – tile/marble fixing, sanitary-ware work, repair work, etc. The market for usage in undercoats and in repair/ tile fixing area is growing at 15-20% every year.

Riddhi Siddhi holds mining rights for high quality limestone mines in Fujairah, UAE. ASD is one of the trusted suppliers of certain raw materials to the Paint Industry and have partnered with Riddhi Siddhi for setting up the joint venture with the Company.

“Asian Paints is excited to enter the white cement space by setting up its own manufacturing facility in partnership with Riddhi Siddhi and ASD in Fujairah, UAE. We have always innovated in our offerings and with this we will enrich our powder products with custom made, value for money white cement, coupled with an uninterrupted supply, to deliver a strong value to our customers. Given the synergy of 70% of the white cement being sold through the paint/hardware/tile retailers, this offers Asian Paints a huge opportunity to market white cement to our extensive network of dealers across the country. This unique endeavour of backward integration and having a finished product gives us a chance to value add to our customers and at the same time add to our revenue and margins” commented Mr. Amit Syngle, MD & CEO of Asian Paints Limited.

About Asian Paints Limited:

Asian Paints is India’s leading paint and decor company and ranked among the top ten Decorative coatings companies in the world with a consolidated turnover of ₹ 29,101.28 crores (₹ 291 billion) with a market capital of approx. ₹ 3100 billion. Asian Paints along with its subsidiaries have operations in 15 countries across the world with 27 paint manufacturing facilities, servicing consumers in over 60+ countries through Asian Paints, Apco Coatings, Asian Paints Berger, Asian Paints Causeway, SCIB Paints, Taubmans and Kadisco Asian Paints. Asian Paints also offers a wide range of Home Décor products and is an emerging strong player in the Home Improvement and Décor space in India.