

SEC/0704/2022

By e-filing

7th April, 2022

National Stock Exchange of India Limited "Exchange Plaza", C-1, Block G, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051	BSE Limited Corporate Relationship Department 27 th Floor, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai - 400 001
Scrip Symbol : APARINDS Kind Attn. : Listing Department	Scrip Code : 532259 Kind Attn. : Corporate Relationship Dept.

Dear Sir,

Sub. : Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations) and other applicable regulations.

APAR Industries Limited (the Company) has entered into an Endorsement Agreement with Mr. Sonu Sood, an Artist and renowned film Actor for the endorsement of the Company's Cable and Wire Products as Brand Ambassador and also engaged an Agency viz. Everest Brand Solutions Private Limited for availing performance services of the Artist.

Mr. Sonu Sood is known for his strong prowess in acting, philanthropy and for being a wonderful and trusted human being. This matches perfectly with the ethos of APAR.

APAR is a highly trusted manufacturer and supplier of conductors, transmission cables, speciality oils, polymers and lubricants not only in India but in over 125 countries with the philosophy and tagline to provide "Tomorrow's solutions today." Mr. Sonu Sood as the Brand Ambassador will communicate the goodness of the APAR brand to its customers and constituents.



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APAR Industries Limited

Corporate Office: APAR House, Corporate Park, V N Purav Marg, Chembur, Mumbai 400 071, India
+91 22 2526 3400/6780 0400 corporate@apar.com www.apar.com

Regd Office: 301/306, Panorama Complex, RC Dutt Road, Alkapuri, Vadodara - 390007, India
+91 265 6178 700/6178 709 apar.baroda@apar.com www.apar.com CIN: L91110GJ1989PLC012802

The other details as required under Listing Regulations are as under:

Sr. No.	Particulars	Details
1.	Name(s) of parties with whom the agreement is entered; and purpose of entering into the agreement;	<p>1. The Company, in the ordinary course of its business, has entered into an Endorsement Agreement with Mr. Sonu Sood, an Artist and renowned film Actor for the endorsement of the Company's Cable and Wire Products as Brand Ambassador.</p> <p>2. Agreement for Engagement of Artist with Everest Brand Solutions Private Limited for availing performance services of the Artist.</p>
2.	Shareholding, if any, in the entity with whom the agreement is executed;	NA
3.	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.;	NIL
4.	Whether, the said parties are related to promoter / promoter group / group companies in any manner. If yes, nature of relationship;	No
5.	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length";	No
6.	In case of issuance of shares to the parties, details of issue price, class of shares issued;	Not Applicable

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APAR

Tomorrow's solutions today

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7.	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.;	The Agreements did not contain any such clause with regard to Nominee Directors on the Board of the Company and there was no potential conflict of interest arising out of such agreements.
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Kindly take the above information on your record.

Thanking You,

Yours faithfully,

For APAR Industries Limited

(Sanjaya Kunder)

Company Secretary

