



KAMDHENU VENTURES LIMITED
Regd. Off. : 2nd Floor, Building No. 9A, DLF Cyber City,
Phase-III, Gurugram, Haryana - 122002 (India)

KVL/SEC/2024-25/50

Date: 27th September, 2024

To,
The Manager- Listing
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400 051
NSE Symbol: KAMOPAINTS

To,
The Manager- Listing
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400 001
BSE Scrip Code: 543747

Sub: Press Release.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Press Release titled "**Kamdhenu Paints Launches its First Exclusive Retail Outlet KAMDHENU eNEXA SHOPEE in Gurugram**".

We request you to kindly take the same on records.

Thanking you,
Yours faithfully.

For Kamdhenu Ventures Limited

Nitin Misra
Company Secretary & Compliance Officer

Encl: as above



Press Release

Kamdhenu Paints Launches its First Exclusive Retail Outlet KAMDHENU eNEXA SHOPEE in Gurugram *Targets 50 stores across the country in one year*

Gurugram, 27th September, 2024: Kamdhenu Paints, a leading manufacturer of high-quality paints and emulsions, opened its first **Kamdhenu eNEXA Shopee** (*The exclusive retail outlet*) in Gurugram. The very First **Kamdhenu eNEXA Shopee** was inaugurated by Shri Satish Agarwal, CMD of Kamdhenu Group along with Mr. Saurabh Agarwal, MD; Mr. Sachin Agarwal, Director; Mr. Rajkumar Srivastava, Chief Operating Officer and Mr. Vineet Agarwal, CFO of the Company.

Kamdhenu eNEXA Shopee is specially designed to enhance customer accessibility and provide a convenient shopping experience. It offers a comprehensive range of solutions for all exterior and interior painting and construction needs from emulsions to designer finishes, metallic effects, wood coatings, and construction chemicals. Customers can also avail the in-house paint booth to sample various colours and visualize finishes for their dream home.

The Company has strategically designed a scheme for prominent dealers having premium location to establish **Kamdhenu eNEXA Shopee** (*The exclusive retail outlet*) at 50 different locations within a span of one year wherein investment in Shopee shall be done by the respective dealers and upon achievement of targeted sales, the Company will reimburse the cost under the said scheme. This will be strategic move on the part of Company's growth plan to establish network of exclusive retail stores across the country.

At the inauguration ceremony, Managing Director of the Company Mr. Saurabh Agarwal said, "This new retail outlet marks a significant step in our growth journey. We are committed to delivering the best possible products and services at accessible cost to our customers. With customers seeking more personalized experiences, the outlet will deliver a holistic experience that will assist them in making the right decisions. We are confident that our focus on innovation, quality, and customer satisfaction will continue to drive our next phase of growth."

A key features of the retail outlet is the live display of paint samples in various finishes allowing customers a firsthand experience of the textures, designer finishes, wood coatings and colors for a well informed decision about the best finishes for their homes.

Kamdhenu Paints has established **33 Sales Depots** across the country and boasts a strong nationwide network of **~4,300+ dealers** and **20,000+ painters**.

About Kamdhenu Paints

Kamdhenu Paints, established in 2008 under the umbrella of Kamdhenu Group, evolved as Kamdhenu Colour and Coatings Limited, a wholly owned subsidiary of Kamdhenu Ventures Limited listed in NSE & BSE, is one of the leading manufacturer of decorative paints, having more than 4,300 dealers and 20,000 painters associated with the Company. Kamdhenu Paints has a wide range of decorative paint products that includes exterior & interior emulsions, acrylic distempers, water based & solvent primers, synthetic & GP enamel, wood finishes, aluminium paints, textured to designer finishes, stainers, P.U. Wood Finishes and Metallic Finishes.