



VISAKA INDUSTRIES LIMITED®

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CIN: L52520TG1981PLC003072

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To,

National Stock Exchange of India Limited, Exchange Plaza, 5 th Floor, Plot No. C/1G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051	BSE Limited, The Senior General Manager, Listing Compliances, Floor 25, P. J. Towers, Dalal Street, Mumbai – 400 001
Scrip Code – VISAKAIND	Scrip Code – 509055

Sub: Press Release – New businesses

Dear Sir/s,

With reference to above, we enclose herewith a copy of press release dated 25.05.2021 which was released in connection with proposal of venturing into new business segments / areas which complement existing businesses. We wish to inform that the company with a view to *augment its existing businesses and extend customer touchpoints* offering a holistic value proposition proposed to venture into new business segments like *ATUMLife* (chain of retail stores offering fully sustainable, eco-friendly, green products), *ATUMCharge* (a self-sustaining solar powered Electric Vehicle charging stations) and *Vnext Solutions* (an extension to Visaka Industries Limited's range of Vnext fibre cement boards (sustainable products) offering turnkey solutions for a wide range of building requirements) by Company or through its wholly owned subsidiaries Atum Life Private Limited and Vnext Solutions Private Limited.

This is for your information and records please.

Thanking you,

Yours faithfully,

for **VISAKA INDUSTRIES LIMITED**

S. Shafiulla
Chief Financial Officer

Regd. Office & Factory: (A.C. Division I), Survey No. 315, Yelumala Village, R.C. Puram Mandal, Medak District – 502 300 (Telangana)
Factory: (A.C. Division II) : Behind Supa Gas, Manikantham Village, Paramathi, Velur Taluq, Namakkal District – 637 207 (Tamil Nadu)
Factory: (A.C. Division III) : Changsol Mouza, Bankibundh, G.P. No. 4, Saliboni Block, Midnapore West (W.B.) – 721 147
Factory: (A.C. Division IV) : No. 27/1, G. Nagenahalli Village, Kora Hobli, Tumkur – 572 138 (Karnataka)
Factory: (A.C. Division V) : Vill. Kannawan, PS Bachrawan, Tehsil Maharaj'gunj, Dist Raibareli (UP) – 229 301
Factory: (A.C. Division VI) : Survey No. 385, 386, Jujjur Village, Veerullapadu Mandal, Near Kanchika Cherla, Krishna District – 521 181 (A.P.)
Factory: (A.C. Division VII) : 70/3A, 70/3, Sahajpur Industrial Area, Nandur (Village), Daund (Taluka), Pune District – 412 020 (Maharashtra)
Factory: (A.C. Division VIII) : Plot No. 2006, 1994, Khata No. 450, At-Paramanapur Manejwan, Navamunda Village, Sambalpur Dist. – 768 200
Factory: (V-Board Division) : Gajalapuram Village, Peddadevalapally Post, Tripuramam Mandal, Near Miryalaguda, Nalgonda Dist. – 508 207
Factory: (Textile Division) : Survey No. 179 & 180, Chiruva Village, Mouda Taluk, Nagpur District, Maharashtra



-PRESS RELEASE-

Visaka Industries Limited hold their Annual General Meeting and announce entry into new businesses

The Company announces forays into Electric Charging Stations; a chain of retail stores offering sustainable and eco-friendly products; and, into turnkey building projects using sustainable building material.

Hyderabad, 25 May 2021 – Visaka Industries Limited (BSE: 509055, NSE: VISAKAIND), in their Annual General Meeting held earlier today announced their entry into multiple new business segments which complement their existing businesses. These new segments will support their existing businesses by extending customer touchpoints and help in offering a holistic value proposition.

ATUMLife is Visaka's chain of retail stores which will offer fully sustainable, eco-friendly, green products. A one-stop-shop for sustainable products, ATUM Life will deal with Vnext sustainable building material, ATUM solar roof, eco-friendly apparel made with sustainable yarn, organic detergents, sustainable consumables, electric vehicles and reusable kitchenware and cutlery.

Visaka Industries Limited has plans to open 10 ATUMLife stores in major metros across India. Atum Life will store, sell and promote all products sustainable, making sustainable living accessible for everyone.

ATUMCharge is a self-sustaining solar powered Electric Vehicle charging station which will be set up across India, and elsewhere in the world, to support the movement to promote the use of electric vehicles.

Visaka Industries Limited believes that ATUM Solar Roof is the right product as it can generate 40% more clean power in the same given space as compared to any other solar solution. It is also to be noted that ATUM Solar Roof, with its clean and green power, will allow the entire electric vehicle charging proposition to move to 100% solar whereas, currently, most EV charging stations use electricity produced by thermal power generation completely defeating the purpose of moving to environment-friendly power. ATUMCharge is also looking at partnering with other electric charging station providers who are either in the market or are expected to come in the near future.

ATUMCharge stations will not only be powered by ATUM, the world's first integrated solar roof, but it will also be fabricated using Vnext boards (a range of fibre cement boards which are a functional alternate to gypsum and plywood), thereby generating green energy and promoting green commute in the real sense of the word.

Visaka Industries Limited will, in the first phase, set up 10 ATUMCharge EV Charging stations across major metros. These charging stations are designed so that they can be used by all EVs including electric cars, electric bikes and electric scooters.

Vnext Solutions is an extension to Visaka Industries Limited's range of Vnext fibre cement boards which are a sustainable alternate to gypsum and plywood. Vnext solutions aims at offering turnkey solutions



for a wide range of building requirements ranging from pre-fabricated buildings to interior furniture requirements. All the solutions offered aim at using only sustainable products, making this a one-of-its-kind offering in the entire building solutions industry.

Speaking at the launch of ATUMLife, ATUMCharge and Vnext Solutions, Vamsi Gaddam, Joint Managing Director, Visaka Industries Limited said, *“The new business areas – ATUMLife, ATUMCharge and Vnext Solutions – augment our existing businesses, but more importantly they define a viable roadmap for our future. We continue to be driven by our sustainability ethos which dictates our business objectives. our goal is to make Visaka Industries Limited a predominantly green company with products and services which are environment friendly and sustainable.”*

It is to be noted that Visaka Industries Limited has been working in the area of sustainability and has, through its various initiatives, saved over half-a-million trees, have helped in the reduction of over 100,000 tonnes of CO2, and Visaka’s Wonder Yarn, manufactured from sustainable yarn from PET bottles, has used 116 million PET bottles which would have otherwise piled up in dump yards and landfills.

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About Visaka Industries Ltd.

Established in 1981, Visaka Industries (NSE: VISAKAIND, BSE: VISAKAIND) has emerged as a sustainable business enterprise over the years and has become the second-largest roofing manufacturer in the country with close to 5000 direct and indirect employees. Each of Visaka’s products is crafted to meet sustainability demands. Having started with manufacturing corrugated cement fibre sheets in 1984, Visaka in 1992 had diversified and implemented synthetic yarn with revolutionary Twin Air Jet spinning technology. While the fashion industry is reeling under the tag of being the second largest polluter in the world, Visaka’s Wonder Yarn, manufactured from sustainable yarn from PET bottles, understands that style must meet sustainability. Its production has impacted about 116 million PET bottles from piling up in dump yards.

In 2008, the company began to manufacture eco-friendly fibre cement boards and related applications under the brand Vnext. Concentrating on the deforestation issue, we have developed the Vnext line into an eco-friendly substitute to materials like plywood, gypsum boards, and sand/water-based construction, which have helped us save over five lakh trees from deforestation. Our Vnext products are holistic solutions for eco-friendly interior and exterior construction. Used as false ceiling, mezzanine flooring, fixed furniture, and wet area construction, our products aid prefab and fast construction wall solutions.

The world’s first Integrated Solar roof, ATUM was spectacularly introduced by the company, in the year 2018. The newest offering from Visaka is Vnext Solutions - a one-stop, eco-friendly turn-key solution for all construction one’s needs - to build homes, office, industrial and other spaces from scratch to finish. Vnext Solutions can conveniently be accessed through a mobile app. A pan-Indian company, Visaka, is headquartered in Hyderabad. Our products are available across India and extensively exported to South East Asia, Middle East, and African countries.

For more information please visit - <https://www.visaka.co/>

For further media queries, please contact:

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