



20th June, 2023

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 20th June, 2023.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited

Sandeep Batra
Executive Director Finance & Chief Financial Officer

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Pidilite to manufacture Litokol and Tenax products from Italy in India

~The state-of- the art manufacturing facilities are located in Amod, Gujarat~

~Development to strengthen Pidilite's presence in the tile and stone care range ~

Mumbai/ Ahmedabad: Pidilite Industries Ltd, a leading manufacturer of construction and specialty chemicals, announced the launch of its state-of-the-art manufacturing facilities under its two joint ventures, Pidilite Litokol Pvt Ltd (PLPL) and Tenax Pidilite Pvt Ltd (TPPL), in Amod, Gujarat. Litokol SPA Italy and Tenax SPA Italy have transferred technology to Pidilite as part of the Joint Venture. This event signifies a milestone development in technology transfer in India's stone and ceramic solutions industry.

Tenax offers some of the best product solutions for the installation and upkeep of marble and granite stones. These products provide a seamless finish and long-lasting luster and shine to marble and Granite. Litokol's Starlike range of quartz-based technology epoxy grouts are stain proof, nonabsorbent and highly suitable for both interior and exterior floor and wall applications, even in severe operating conditions.

Bharat Puri, Managing Director at Pidilite Industries Limited, said, "At Pidilite, we continuously strive to innovate and lead the way in all our categories and product offerings. Roff, our pioneering brand, is a true game-changer that aims to revolutionize the stone and tile fixing industry in India. The joint ventures with Tenax and Litokol reiterate our commitment to redefine industry standards and delivering world-class solutions. Given our robust distribution network and this global expertise, we will empower our customers with new age and long-lasting solutions. This partnership marks a significant milestone as we stride confidently towards a future of success. We congratulate the teams of Roff, Litokol, and Tenax for their outstanding efforts in making this journey possible."

Igino Bombana from Tenax SPA said, "Our collaboration with Pidilite signifies a momentous leap in the Indian stone solutions industry. By introducing cutting-edge technology, we are revolutionizing the market, enhancing natural stone surfaces, and elevating the aesthetics and durability of consumer spaces. Our aim is to provide high-quality products, including superior epoxy grouts that truly transform and enhance the beauty of every space."

Fabio Plazzi, Managing Director & Chief Financial Officer, Litokol, said, "We are excited to join forces with Pidilite to introduce game-changing tile grouts in the Indian market. Our partnership brings technology and innovative solutions that offer enhanced durability, aesthetics, and ease of use, raising the bar for tile installations in the Indian market."



The new manufacturing units are spread over an area of 27000 sq ft for Litokol & 21000 sq ft for Tenax respectively and are fully automated. With this technology transfer to the joint ventures, Pidilite will be leveraging its distribution network to market & sell epoxy, urethane grout and certain epoxy adhesives for tile application in case of Pidilite Litokol Private Limited and stone care range products in case of Tenax Pidilite India Private Limited.

With advanced technology and strategic partnerships, Pidilite is poised to redefine the industry landscape and offer customers world class products.

About Pidilite:

Pidilite Industries Limited is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our products range also includes paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial resins and organic pigments & preparations. Most of the products have been developed through strong in-house R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are M-Seal, Fevikwik, Fevistik, Roff, Dr. Fixit, Araldite and Fevicryl.

About Tenax

Tenax India Stone Products Pvt Ltd was incorporated in 2005, as a subsidiary of Tenax SPA Italy, engaged in the sales and distribution of Tenax Italy products in India. Tenax Italy is the leading manufacturer of adhesives, coating, surface treatment chemicals and abrasives for the marble, granite and stone Industry. In 2020 Pidilite acquired 70% of the share capital of Tenax India Stone Products Pvt. Ltd and the company was renamed as Tenax Pidilite India Pvt Ltd (Tenax India). Some of the major products of Tenax are Mastics, Cerafluida, Ager & Elix.

About Litokol

In 2019, Pidilite entered into a joint venture with Litokol SPA a leading specialized grout manufacturer from Italy, to offer consumers with advanced tile joint fillers. Some of the major products of Litokol are Starlike®, Epoxy Élite and Litonet.

Litokol SPA was established in 1968 and from 1970s itself the company began to establish relations abroad in its powerful drive for internationalisation. Litokol's mission is to promote, on a global scale, innovative solutions for professionals in the sector of building and design. Litokol has a distribution network that extends throughout Italy and in over 90 countries world-wide.

For any further queries, please contact:

Pidilite

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