

Century Plyboards (India) Limited**Century House,**

P 15/1, Taratala Road, Kolkata - 700088.
Ph: +91 33 3940-3950 Fax: 033 2041-5556
kolkata@centuryply.com
www.centuryply.com
CIN : L20101WB1982PLC034435



Date: 3rd August, 2020

BSE Ltd. Phiroze Jeejeebhoy Towers Dalal Street Mumbai- 400 001 Scrip Code: 532548	National Stock Exchange of India Ltd. Exchange Plaza, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 Scrip Name- Centuryply
---	--

Dear Sir(s) / Madam(s)

Sub: Intimation pursuant to Regulation 30 of the SEBI (LODR) Regulations, 2015 regarding New Product Launch

Pursuant to Regulation 30 SEBI (Listing Obligation and Disclosure Requirement) Regulations, 2015, we are pleased to inform you that our Company has announced the use of nano technology in manufacturing of its plywood and laminate products. The highly activated and energized Nanoparticles physically rupture and kill viruses coming in contact with it. This has been tested and certified under **Antiviral Efficacy Test as per ISO 21702:2019 international standard**, by **Biotech Testing Services (BTS) Mumbai**. **The certification declares an efficiency of 99.99% in killing viruses.** The nanoparticles are effective throughout the lifetime of furniture as those are embedded in the polymer matrix system.

The Company aims to provide its consumers a solution to make them feel safe at their own homes.

The detail of the product as mentioned in the Press Release is attached herewith.

You are requested to kindly take the same on your record.

Thanking you,

Yours faithfully,
For Century Plyboards (India) Limited

Sundeep Jhunjunwala
Company Secretary





CenturyPly Announces Application of Virokill Technology in its Manufacturing Process Killing 99.99% Virus, with the Launch of New TVC

A one-of-its-kind initiative in wood panel industry

India, 3rd August 2020: Century Plyboards (India) Ltd., India's one of the largest manufacturer of plywood and decorative, had been relentlessly working throughout the lockdown period and has come out as a pioneering solution in the wood panel industry. The brand today announced the use of nano technology in manufacturing of its plywood and laminate products. The highly activated and energized Nanoparticles physically rupture and kill viruses coming in contact with it. This has been tested and certified under **Antiviral Efficacy Test as per ISO 21702:2019 international standard**, by **Biotech Testing Services (BTS) Mumbai**. **The certification declares an efficiency of 99.99% in killing viruses.** The nanoparticles are effective throughout the lifetime of furniture as those are embedded in the polymer matrix system. Currently CenturyPly is using Virokill technology in manufacturing of **Architect ply, Architect plus, Club prime/710 plus, Bond 710/Pro710, WIN MR, IS:710 Marine** for plywood range, **Club Prime, Bond 710, Win MR** for Block boards, **Century Laminates (1 mm), Natural Veneer (Natzura woods)** and **entire teak range**.

The brand has launched new advertisement in association with creative agency Wunderman Thompson to explain the benefit of CenturyPly Virokill products. The film features a couple who enter a newly built empty house. Impressed by the various custom-made furniture, the pregnant wife is moved by a beautiful cradle. Her natural instincts was to touch the cradle but she holds herself back apprehending it as in safe. Noticing the hesitation in his wife, the caring husband comes forward and assures that all the furniture are made of Century Laminates and Ply, made with nanotechnology which enables them to destroy viruses coming in contact with it. Renowned actor **Parambrata Chattopadhyay** has been roped in for the advertisement who with his natural charisma will indeed connect with the audience to spread the message of bringing CenturyLaminates and CenturyPly products home . The advertisement will be aired on TV, digital, radio and trade channels to ensure that target consumers are aware of this pioneering advancement brought in wood panel industry by Centuryply. (Ad link: <https://youtu.be/gFWNGNAxvR0>)

Commenting on the launch, **Mr Keshav Bhajanka, Executive Director, CenturyPly** said, "Since February, during the onset of Covid pandemic in our country, we have been trying to provide a solution to our consumers to make them feel safe at their own homes. I am glad that our technology has been certified to offer to our customers, laminates and ply that kills 99.99% virus it comes in contact with. The addition of technology adds another feather to the already existing expertise of CenturyPly as a provider of innovative solutions in home decorative space. Our new TVC addresses same need and concern of consumers regarding the current situation and explains the safety to maintain surface safety at home."



To know more about detailed conditions of nano technology Centuryply has requested all its customers, trade partners and all other stakeholders to visit www.centuryply.com/virokillbycentury

CenturyPly's products reinforced with Nanotechnology will be available across all dealers, retailers and from their own e shop <https://www.centuryply.com/eshop/> along with Flipkart and Amazon.

About CenturyPly:

Century Plyboards (India) Ltd. (CPIL), the first ISO 9002 Company in India for plywood and veneer, started its operations in 1986; CPIL also received ISO 14001 Certification in 2004. The company was formed by Sajjan Bhajanka and Sanjay Agarwal. In a very short span, it has created a niche for itself and is the market leader in this sector. CPIL has its manufacturing units at Kolkata, Chennai, Guwahati, Karnal, Kandla, Myanmar and Laos. CPIL today manufactures the entire range of commercial, marine, shuttering and decorative plywood. Other products are Laminates, Veneers, Doors, MDF, Prelam, Fibre Cement Boards, PVC sheets, Faceveneers, Exteria exterior laminates. 'Construction World', one of the most definitive business journals, has adjudged it as, "the Fastest Growing Company with the Highest Turnover" five times, for the years 2003, 2005, 2006, 2007 and 2008. It has featured in the Super Brands India Top 500 in 2015, and the top 100 list published by Dunn & Bradstreet for 2014-'15. As the pioneers in Borer Proof Plywood and Boiling Water Resistant (BWR) the company, has successfully created a niche in the highly competitive lifestyle segment.

For further information contact:

Anushka Dey - 8240408537

Email Id – anushka.dey@mslgroup.com

Anamika Ghosh- 9038097335

Email ID- anamika.ghosh@mslgroup.com