

**April 03, 2023**

To, The Managing Director <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5th Floor, Plot No. C/1 G-Block, Bandra-Kurla Complex, Bandra (E), Mumbai – 400051  <b>NSE Symbol-SIRCA</b>	To, The General Manager <b>BSE Limited</b> Department of Corporate Services Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400001  <b>BSE Scrip Code:543686</b>
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**SUB: PRESS RELEASE/MEDIA RELEASE**

Dear Sir/Madam,

Please find attached the press release titled "**Sirca Paints India Exclusively Launches OIKOS Paints in India**"

This will also be hosted on the company's website at <https://www.sircapaints.com/>

Thanking you,

Yours faithfully

**For Sirca Paints India Limited**

**SURAJ SINGH** Digitally signed  
by SURAJ SINGH  
Date: 2023.04.03  
11:26:23 +05'30'

**Suraj Singh**  
**Company Secretary & Compliance Officer**

***Encl: As above***

## Sirca Paints India Exclusively Launches OIKOS Paints in India

**Delhi, April 3, 2023:** Sirca Paints India Limited (“SPIL” or “the Company”) has executed a definitive and exclusive distribution agreement with OIKOS S.P.A. (“OIKOS”) – Italy’s leading decorative finishes and solid colour finishes (textured paints) brand that stands for sustainable, eco-friendly, paints & colours and fine Italian craftsmanship. This exclusive distribution agreement for the Indian markets also has a provision to manufacture these products in India in the future. The Company will immediately start with the distribution and marketing of OIKOS through its extensive and growing distribution network of 2,400+ nodes across India.

OIKOS Paints product range primarily spans over decorative surface coatings & textured paints for interior and exterior wall surfaces including dry walls of MDF, HDF and Gypsum. These technologically superior products exhibit features such as being water-repellent, resistant to atmospheric pollution, resistant to abrasion, easily cleanable, anti-algae, and anti-mould. These products will be available at premium and luxury price points in the Indian markets.

Speaking on this important milestone, **Mr. Sanjay Agarwal, Chairman and Managing Director** said:

*“We are elated to announce this important partnership for SPIL with yet another international brand – a true leader and trendsetter in its domain. Being the exclusive partner for the OIKOS Paints brand in India, is a matter of great prestige for each one of us at SPIL. OIKOS with its sustainable and ecologically friendly product portfolio is more relevant than ever, Indian consumers are actively seeking building material products that are sustainable, free of toxic substances and ensure well-being of their living environments, while at the same time delivering excellence of Italian decorative tradition and craftsmanship.*”

*OIKOS Paints will be replacing our earlier partnership for decorative finishes & solid colour finishes (textured paints) with San Marco Group S.P.A. We have already come up with aggressive plans to launch this brand in our Indian trade channels, distribution network, trade exhibitions and influencer community of architects, interior designers and contractors. We are confident of strengthening our wall paints portfolio with this valuable addition.”*



### About OIKOS Paints

Established in 1984, OIKOS has been producing eco-friendly paints and colours, free of toxic substances to ensure well-being in the living environments. Continuous attention to research and innovation has allowed it to create exclusive projects, combining respect for the Italian decoration tradition and the design of high performance solutions, which explore new materials, processes and finishes to meet the technical and decorative needs of any type of indoor and outdoor surface. All OIKOS products are subject to the LCA system, an analysis method that evaluates the interaction of each stage of the product’s life cycle with the environment (e.g., extraction and transformation of raw materials, transportation and production period of usage, disposal and recycling).

[oikos-paint.com](http://oikos-paint.com)



### About Sirca Paints India

Sirca Paints India Limited ('Sirca') is one of the leading brands for wood coating products in India, with over two decades of experience in the industry. The Company is engaged in the manufacturing and sales of wood coatings and other decorative paints, under its owned or exclusively licensed brands such as Sirca, Unico, San Marco and DuranteVivan, and is also geared to begin exporting its products in some of the South Asian countries shortly. Sirca is significantly expanding its domestic footprint by setting up additional manufacturing facilities & infrastructure to strengthen its position in the East, West and South Indian markets.

[sircapaints.com](http://sircapaints.com)

### For more information, contact:

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