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11th October 2024

BSE Limited
Scrip Code: 500300 / 890190

National Stock Exchange of India Limited
Symbol: GRASIM / GRASIMPP1

Dear Sir / Madam,

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Please find attached a press release by Birla Opus for their latest campaign 'Naye Zamane Ka Naya Paint' i.e. 'New Paint for the New era'.

Thanking you,

Yours sincerely,
For Grasim Industries Limited

Sailesh Kumar Daga
Company Secretary and Compliance Officer
FCS – 4164

Encl: as above

Cc:

Luxembourg Stock Exchange
35A Boulevard Joseph II
L-1840 Luxembourg

Citibank N.A.
Depository Receipt Services
390 Greenwich Street,
4th Floor, New York,
NY 10013

Citibank N.A.
Custodial Services
FIFC, 9th Floor, C-54 & 55,
G Block Bandra Kurla
Complex, Bandra (East),
Mumbai – 400098

Grasim Industries Limited

Aditya Birla Centre, 'A' wing, 2nd Floor, S.K. Ahire Marg, Worli, Mumbai 400 030, India
T: +91 22 6652 5000 / 2499 5000 | F: +91 22 6652 5114 / 2499 5114
E: grasim.secretarial@adityabirla.com | W: www.grasim.com | CIN: L17124MP1947PLC000410

Regd. Office : P.O. Birlagram, Nagda – 456 331 (M.P.)

Birla Opus Paints ropes in Vicky Kaushal and Rashmika Mandanna for their latest campaign ‘Naye Zamane Ka Naya Paint’

~The campaign showcases Birla Opus Paints as the youngest paint brand that understands and solves today’s modern consumer needs through its superior product performance~

Mumbai, 11th October 2024: After foraying into the decorative paints sector earlier in the year, Birla Opus Paints housed under Aditya Birla Group’s Grasim Industries, has now launched its latest campaign – ‘Naye Zamane ka Naya Paint’ i.e. ‘New Paint for the New era’. Conceptualized by Leo Burnett India, the film features two of India’s most loved actors – Vicky Kaushal and Rashmika Mandanna, as brand ambassadors talking about its unique and distinctive features and quality, along with veteran and versatile actors like Neena Gupta and Saurabh Shukla. The unique idea, stellar cast and strong conceptualization is aimed towards making Birla Opus Paints as “**new**” and “**desirable**”.

The campaign will be amplified in Hindi and all major regional languages and backed by a 360-degree activation across TV, Digital, OOH, Print, and Radio to drive awareness and induce trials.

Commenting on the campaign, **Rakshit Hargave, CEO, Birla Opus Paints**, said – “*With our new campaign, ‘Naye Zamane ka Naya Paint,’ which is getting launched this festive season, we highlight our product’s performance through a dynamic cast, blending the fresh energy of Vicky Kaushal and Rashmika Mandanna along with the timeless charm of Saurabh Shukla and Neena Gupta. We’re confident this campaign will deeply resonate with our consumers, showcasing our innovative and inspiring approach!*”

Bollywood superstar Vicky Kaushal mentioned – “*I’m thrilled to be a part of the Birla Opus Paints family and looking forward to spreading vibrancy and colors in the lives of consumers. The campaign is creatively brought to life through these films in a really differentiated manner. I had a lot of fun shooting the ad with veteran actor Saurabh Shukla whose improvisation during the shoot was a treat to watch.*”

Pan India Star Rashmika Mandanna mentioned – “*I believe one should evolve with changing times. The latest campaign by Birla Opus Paints is a reflection of my belief to make choices backed by facts and not following the general practice. I am happy to partner with Birla Opus as their ambassador and shooting the ad with Neena Ji was a great experience. I look forward to a great association with Birla Opus Paints.*”

Speaking about the campaign Rajdeepak Das, Chairman, Leo Burnett - South Asia said “*We live in a world that’s constantly transforming, reshaping our homes, needs and perspectives. Our film featuring an ensemble cast brings an entertaining perspective of how while old school paints worked in the past, it’s time to embrace the next generation of paints which are meticulously designed to meet new India’s ever-changing needs.*”

Concept: NAYE ZAMANE KA NAYA PAINT i.e., New Paint for the New Era

Link to the film:

Rashmika Mandanna’s Interior Luxury Film – <https://www.youtube.com/watch?v=eWFGnrDJH5k>

Vicky Kaushal’s Interior Economy Film - <https://www.youtube.com/watch?v=Qt4IvLEYN0k>



Agency credits:

Client: Birla Opus Paints

Creative Agency: Leo Burnett India

Production House: Chrome Pictures

About Birla Opus Paints:

Birla Opus Paints, housed under Grasim Industries, Aditya Birla Group's flagship firm, offers Decorative Painting Solutions to consumers in India. Launched in 2024, Birla Opus Paints has a complete portfolio featuring a range of superior products across categories like interiors, exteriors, waterproofing, enamel paints, wood finishes, and wallpapers. With six manufacturing plants spread across India, Birla Opus Paints is well positioned to be amongst the market leaders in the decorative paints category. The brand aims to inspire people to turn their surrounding spaces into their very own masterpiece.

About Grasim Industries Limited

Grasim Industries Limited, a flagship company of the Aditya Birla Group, ranks amongst the top publicly listed companies in India. Incorporated in 1947, it started as a textiles manufacturer in India. Today, it has evolved into a leading diversified player with leadership presence across many sectors. It is a leading global producer of Cellulosic Fibres, Diversified Chemicals, Fashion Yarn and Fabrics producer in India. Implementing next phase of transformational growth journey, the company has entered paints business under the brand name 'Birla Opus'. Out of the six plants to be set-up for manufacturing decorative paints across pan India locations, three plants commenced operations in Apr'24. Leveraging the Group synergies, Grasim has launched 'Birla Pivot', the B2B online marketplace for building materials. Through its subsidiaries, UltraTech Cement, Aditya Birla Capital and Aditya Birla Renewables, it is also India's prominent cement producer, leading diversified financial services player and clean energy solutions player. At Grasim, there is an endeavour to create sustainable value for 45,000+ employees, 2,52,000+ shareholders, society, and customers. The company reported consolidated net revenue of ₹1,30,978 Cr. and EBITDA of ₹20,837 Cr. in FY 2024.

GRASIM INDUSTRIES LIMITED

Aditya Birla Centre, 'A' Wing, 2nd Floor, S. K. Ahire Marg, Worli, Mumbai - 400 030

Registered Office: Birlagram, Nagda - 456 331 (M.P.)

Tel: (07366) 246766, CIN: L17124MP1947PLC000410

www.grasim.com; www.adityabirla.com

'X': www.twitter.com/adityabirlagrp ; 'X' handle: [@GrasimInd](https://twitter.com/GrasimInd) / [@AdityaBirlaGrp](https://twitter.com/AdityaBirlaGrp)

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