

PPFL/SE/2020-2021/67

July 02, 2020

BSE Limited
25th Floor, P.J Towers,
Dalal Street, Mumbai-400001

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai -400051

Scrip Code: 542907

Scrip Code: PRINCEPIPE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed a Press Release on **"Prince Pipes ropes in Akshay Kumar, for its newly launched Water Tank Segment."**

This is for your information and record.

Yours faithfully,

For Prince Pipes and Fittings Limited


Jayant Shamji Chheda
Chairman and Managing Director



Enclosures: As above.

Press Release

Prince Pipes ropes in Akshay Kumar, for its newly launched Water Tank segment





**QUALITY BRINGS US TOGETHER.
CONSISTENCY KEEPS US TOGETHER.**

“Prince Pipes is delighted to announce further strengthening of their association with Akshay Kumar”

Toll-free: 1800 267 7555

www.princepipes.com

Mumbai, July 02, 2020: Prince Pipes and Fittings Limited (PPFL), one of India’s largest integrated piping solutions & multi polymer manufacturers, today announced that leading actor Akshay Kumar **will represent the company as** brand ambassador for its recently launched water tanks segment. In present times, when health is of primary concern, the association will provide even more impetus to the company’s vision by capitalising on Akshay’s tremendous brand recall to reinforce the brand values of Prince Pipes centering on trust, quality and high value. The actor will also continue to be the brand ambassador for the company’s piping business.



Prince Pipes is one of the leading polymer pipes and fittings manufacturers in India in terms of production capacity, number of distributors, and number and variety of products manufactured. The company's product portfolio comprises an array of piping solutions used for varied applications in plumbing, irrigation, and sewage disposal and a range of **7167** SKUs, and now also includes the newly launched water tanks category.

Akshay Kumar said, *"Enduring relationships must be cherished and valued. I am very happy to be associating with Prince Pipes once again and to continue the work we have done so far for a very important cause. This association reflects our common belief in trust, quality and value and I surely look forward to the journey ahead."*

Commenting on the announcement Mr. Parag Chheda, Executive Director of Prince Pipes and Fittings Limited, said, *"Akshay has been the brand ambassador for Prince Pipes since 2018 and we are delighted to extend this association with him and work with him for the new water tank segment, which is expected to grow at a high pace. He has been an integral influencer of several Indian social issues and the Prince Pipes brand portfolio resonates very well with Akshay's ability to reach out to our industry participants across India, especially in Tier 2/3 regions and hyper local domains. With a 30 year legacy in manufacturing high quality water piping and now storage systems for a whole gamut of applications, our brand stands for expertise, trust, quality and high value, which are also true to Akshay."*

About the Company:

PRINCE PIPES AND FITTINGS LTD. ("PPFL") continuously aims at growing its product range to meet the needs of a growing India. We are committed towards constant innovations in plumbing, irrigation and sewerage technologies to meet the nation's constantly increasing water demands. Prince Pipes constantly strives to pave the way for a future that provides clean water for everyone and everywhere from the smallest villages to the largest cities.

Water conservation is as important as leak-proof water transport. We also provide Borewell systems for groundwater extraction.

With a combined network of 1,408 distributors which includes 1,161 Prince Distributors and 267 Trubore Distributors, PPFL is constantly increasing its pan-India distributor base to ensure it is always close to its customers and ever ready to address their needs.

With its corporate office in Mumbai, PRINCE PIPES AND FITTINGS LTD. has its manufacturing plants at Athal (Silvassa), Dadra (Silvassa), Haridwar (Uttarakhand), Kolhapur (Maharashtra), Chennai (Tamil Nadu) and Jaipur (Rajasthan).

For further information, please contact:

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Cautionary Statement: Except for historical information, all of the statements, expectations and assumptions, including expectations and assumptions, contained in this presentation may be forward-looking statements that involve a number of risks and uncertainties. Although PPFL attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. Other important factors which could cause these statements to differ materially including economic conditions, Government policies, dependence on partnerships, retention of key personnel, technological advances that may make our service offerings less competitive; PPFL does not undertake to update any forward-looking statements that may be made from time to time.