



28th April, 2022

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 28th April, 2022.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited

Manisha Shetty
Company Secretary

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Regent Chambers, 7th Floor
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Mumbai 400 021

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Pidilite Industries strengthens its waterproofing portfolio - partners with GCP Applied Technologies, USA

*Pidilite will offer GCP's specialized waterproofing technologies for challenging sites under its brand **Dr.Fixit**®, further strengthening its robust product portfolio*

Mumbai, 28th April, 2022: Pidilite Industries Limited, a leading manufacturer of adhesives, sealants and construction chemicals, has partnered with GCP Applied Technologies Inc, a global leader in construction products, to offer high-performance waterproofing solutions for challenging sites that have exposure to high temperature variation and water table, under its brand Dr.Fixit®.

Pidilite, with its brand Dr.Fixit®, is the pioneer of waterproofing in India. It offers comprehensive waterproofing solutions for all structures including commercial and residential buildings, tunnels, bridges and prominent government buildings. With this association, Pidilite will further strengthen its robust product portfolio by offering specialised waterproofing solutions by GCP.

GCP products are globally renowned for their technology, performance and ease of application, and have many international standard test certifications to their credit. As a part of the partnership, Pidilite's Dr.Fixit® will offer GCP's **PREPRUFE**® - differentiated, fully adhered waterproofing membranes and **SILCOR**® **1100** – fast and secure liquid waterproofing membranes in the Indian market.

PREPRUFE® is a high performing, pre-applied waterproofing system for critical below grade applications. Water can easily permeate through the seams of a poorly designed or installed membrane and can adversely affect the foundation of building or structure. This is where application of a membrane like PREPRUFE® can prove extremely effective. PREPRUFE® is easy to install and provides a strong protection against migration of water, moisture and gas. It is also UV resistant and delivers great results even in harsh conditions or environment.

SILCOR® 1100 is a structural waterproofing membrane designed for buried application and the protection of concrete structures. SILCOR® 1100 is formulated by using the unique ESSELAC® advanced resin technology that has been used for several prestigious projects across globe. It is economical, fast, easy to apply, seamless, durable, and its unlimited overcoat time reduces wastage and ensures longevity of the structure.

Speaking on this association, Himanshu Kapadia, Chief Business Officer - Construction Chemicals (Large User Business & Services), Pidilite Industries Limited, said “We are delighted to partner with GCP Applied Technologies. Specialised waterproofing solutions for challenging and tough sites is a huge need gap in the Indian market. GCP's cutting edge products, complemented with Pidilite's brand strength and market reach have the potential to unlock a



huge opportunity in the Indian waterproofing market. We are excited to chart this journey together.”

Mr. Mazen El Tabaa , General Manager METAI, GCP Applied Technologies, said, “We are excited to partner with Pidilite. Through this partnership, we aim to leverage Pidilite’s leadership, strong expertise & wide footprint in the waterproofing space to best capitalise the huge opportunity that India as a market has to offer.”

GCP is headquartered in Atlanta, USA, with its R&D and manufacturing facilities available across the globe. GCP’s global support operations are present in over 100 countries with a portfolio of construction chemicals and materials. These include concrete admixtures, cement additives and high performance waterproofing / building envelope solutions designed to protect and increase the life of structures. Being highly focused on sustainability, GCP is committed to “Building with the World in mind”.

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, Fevicryl, Motomax, Hobby Ideas, Araldite.

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