



14th August, 2023

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

This is to inform you that our wholly owned subsidiary namely M/s. Pidilite Ventures Pvt. Ltd. (PVPL) had made investments through subscription of Compulsorily Convertible Preference Shares of M/s. Pepperfry Limited (Pepperfry), which is a leading e-commerce marketplace for furniture and home goods of an amount of Rs. 20.59 crores. With the aforesaid investment, the cumulative investment by PVPL in Pepperfry is Rs. 93.56 crores, which is 2.47% on a fully diluted basis. The investment was made at a mutually agreed pre-money enterprise valuation and the nature of subscription was cash.

The subscription of shares of Pepperfry was not a related party transaction. The promoter/ promoter group of PVPL had no interest in Pepperfry.

This intimation is being made pursuant to the amended SEBI (Listing Obligations and Disclosure Requirements) (Second Amendment) Regulations, 2023 dated 14th June, 2023.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited

Manisha Shetty
Company Secretary

Regd. Office
Regent Chambers, 7th Floor
Jamnalal Bajaj Marg
208 Nariman Point
Mumbai 400 021

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