



5<sup>th</sup> February, 2024

The Secretary  
BSE Ltd.  
Corporate Relationship Dept.,  
14<sup>th</sup> 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**  
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Please find attached the press release dated 5<sup>th</sup> February, 2024.

Thanking You,

Yours faithfully,  
**For Pidilite Industries Limited**

**Manisha Shetty**  
**Company Secretary**

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Regent Chambers, 7th Floor  
Jamnalal Bajaj Marg  
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Mumbai 400 021

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## Pidilite's Roff expands footprint with launch of new factory in Uttar Pradesh

*~The fully automated facility is spread over 11,000 sqm~  
~First of its kind manufacturing unit of any branded tile adhesive in the region~*

**Lucknow, February 5, 2024:** Pidilite Industries Ltd. (Pidilite), a leading manufacturer of construction and specialty chemicals, has announced the inauguration of a new state-of-the-art manufacturing facility in Sandila, near Lucknow, for its prominent tile adhesive brand, Roff.

This fully automated facility, spanning an expansive 11,000 sqm, is set to enhance Roff's footprint in North India, catering to markets in Central and Eastern Uttar Pradesh, Madhya Pradesh, and certain areas of Bihar.

**Bharat Puri, Managing Director at Pidilite, said,** "This greenfield project is part of our plan to modernize this industry and transform the way India fixes tiles and stones. Our objective is to raise awareness about the use of a specialized adhesive product for tile fixing, instead of traditional cement. Therefore, we continue to enhance the availability of high-quality construction chemical solutions across different regions of the country. Roff has right solutions for every kind of tile and stone fixing challenges faced by the customers."

He adds, "Our market findings suggest there is immense potential for this category in Northern India, and hence the facility has been designed to cater to the specific requirements of this market."

This is the first of its kind manufacturing unit of any branded tile adhesive in this region and has been built to adhere to global standards of manufacturing excellence.

With this initiative, Pidilite can now ensure prompt delivery of Roff products to dealers, enhancing efficiency and responsiveness. The inauguration ceremony witnessed enthusiastic participation from dealers and users. Their presence underscores Pidilite's commitment to providing high-quality tile adhesive solutions tailored to the specific needs of the region.

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## 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, Araldite and Fevicryl.

