



12<sup>th</sup> September, 2022

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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Dear Sir,

Please find attached the press release.

Thanking You,

Yours faithfully,  
**For Pidilite Industries Limited**

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

Encl. as above

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

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## 100X.VC partners with Pidilite Industries for its CVC initiative

**India, September 12, 2022:** 100X.VC ([www.100x.vc](http://www.100x.vc)), a leading seed stage CAT 1 VC Fund announced its partnership with Pidilite Industries Ltd ([www.pidilite.com](http://www.pidilite.com)) for the latter's venture arm called **Pidilite Ventures** ([www.pidilite.vc](http://www.pidilite.vc)). Pidilite Industries is India's leading company in specialty chemicals such as adhesives, construction chemicals, and sealants, and a trusted consumer brand for the past 60+ years. As a part of the partnership, 100X.VC will collaborate with Pidilite Ventures to identify strategic investment opportunities for them.

Pidilite Ventures will aim to mentor and guide innovative businesses that have synergies with Pidilite's core and adjacent businesses.

While 100X.VC has the size, scale, track-record, relationships, and experience of transforming early-stage businesses into large ones, Pidilite has the experience and expertise in building winning brands in the space it operates in. This will offer a definite competitive edge to the portfolio companies.

**Apurva Parekh**, Executive Director, **Pidilite Industries**, said, "We are excited to partner with 100X.VC. They have been instrumental in identifying some compelling investment opportunities for Pidilite Ventures and we look forward to a long and fruitful association."

**Yagnesh Sanghrajka**, Founder and CFO, **100X.VC** said, "We are excited to partner with Pidilite group for Pidilite Ventures. One of 100X.VC's core values is to be a rising tide for start-ups. A rising tide lifts all boats and creates a profound multiplier effect. At 100X, there is a strong belief that innovation thrives with collaboration, and this is what Pidilite backed start-ups will experience in the future."

100X.VC is focused on discovering category defining businesses. 100X.VC also offers **Venture Capital as a Service (VaaS)** with a unique multi-stage investment thesis for category defining start-ups to help large corporations get access to research and innovation.

### **About Pidilite Industries**

Pidilite Industries Limited ([www.pidilite.com](http://www.pidilite.com)) 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.

### **About Pidilite Ventures**

Pidilite Ventures Pvt Ltd ([www.pidilite.vc](http://www.pidilite.vc)), erstwhile Madhumala Ventures Pvt. Ltd., is the venture arm of Pidilite Industries Limited. Pidilite Ventures invests in fast growing and innovative companies that have synergies with Pidilite's core and adjacent businesses. Pidilite Ventures has recently invested in three innovative ventures. These include [Buildnext](#), an IT Enabled Construction company, [Finemake](#), a digital design and procurement platform for contractors and [Kaarwan](#), a fast growing edtech platform for aspiring and young architects and interior designers.

### **About 100X.VC**

100X.VC is India's first venture fund to invest in early-stage startups using iSAFE (India Simple Agreement for Future Equity) Notes. 100X.VC is a SEBI Registered CAT I AIF, Investment Adviser and the first Institutional Investor in its portfolio companies. The fund is sponsored by Mehta Ventures ([www.mehtaventures.co](http://www.mehtaventures.co)), the Family Office Investment arm of Sanjay Mehta. 100X.VC has so far invested in 80 startups which have gone ahead and raised upwards of ~60 mn (~450+ crores) cumulative funding from VC funds, HNIs, Angel Networks and Family Offices.

#### **For media queries, please contact:**

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