



28th September, 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) has agreed to make an investment of approximately Rs. 20 crores in M/s. Imagimake Play Solutions Private Limited (the Investee Company), which is engaged in the business of design, manufacturing & distribution of innovative range of educational toys, games and art & hobby products for the holistic development of children, for Indian and overseas market. The investment would be done by subscribing to compulsorily convertible preference shares which would, upon conversion, aggregate to not more than 20% (twenty percent) of the issued and paid-up share capital of the Investee company, on a fully diluted basis. The nature of subscription will be cash. Subscription to its shares is being done at a mutually agreed pre-money enterprise valuation, which has not been disclosed herein due to reasons of confidentiality.

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

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

Pidilite Industries Limited
Corporate Office
Ramkrishna Mandir Road
Andheri - E, Mumbai 400059, India

T + 91 22 2835 7000
2835 7952 / 2835 7365
F +91 22 2830 4482

www.pidilite.com

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