



26<sup>th</sup> November, 2025

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

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This is to inform you that our wholly owned subsidiary namely M/s. Pidilite Ventures Pvt. Ltd. (PVPL) has agreed to make an investment not exceeding Rs. 5.10 crores in M/s. Printpanda India Private Limited (MagicDecor) ('the Investee Company'), which is engaged in the business of providing premium home décor solutions. The investment would be done by subscribing to equity shares and compulsorily convertible preference shares which would, upon conversion, aggregate to not more than 20% 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 details as required pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13<sup>th</sup> July, 2023 are enclosed as Annexure I.

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**  
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Andheri - E, Mumbai 400059, India

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2835 7952 / 2835 7365  
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[www.pidilite.com](http://www.pidilite.com)

CIN:L24100MH1969PLC014336

**Annexure I**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Details</b>								
a)	Name of the target entity, details in brief such as size, turnover etc	Name: M/s. Printpanda India Private Limited (MagicDecor)  Turnover as on 31 <sup>st</sup> March 2025: Rs. 6.29 Crores								
b)	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”;	Not a Related Party Transactions  Promoter/ promoter group/ group companies do not have any interest in MagicDecor								
c)	Industry to which the entity being acquired belongs	MagicDecor is engaged in the business of providing premium home décor solutions viz. wallpapers, blinds, curtains and canvas.								
d)	Objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	Investment in adjacency business.								
e)	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable								
f)	Indicative time period for completion of the acquisition	15 <sup>th</sup> December, 2025								
g)	Consideration - whether cash consideration or share swap or any other form and details of the same	Cash								
h)	Cost of acquisition and/or the price at which the shares are acquired	Not exceeding Rs. 5.10 Crores								
i)	Percentage of shareholding / control acquired and / or number of shares acquired	Not exceeding 20%								
j)	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	MagicDecor is engaged in the business of providing premium home décor solutions.  Date of incorporation: 20/02/2020  Turnover: <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>As on</th> <th>Turnover</th> </tr> </thead> <tbody> <tr> <td>31<sup>st</sup> March, 2025</td> <td>Rs 6.29 Crores</td> </tr> <tr> <td>31<sup>st</sup> March, 2024</td> <td>Rs 5.09 Crores</td> </tr> <tr> <td>31<sup>st</sup> March, 2023</td> <td>Rs 5.72 Crores</td> </tr> </tbody> </table> Country: India	As on	Turnover	31 <sup>st</sup> March, 2025	Rs 6.29 Crores	31 <sup>st</sup> March, 2024	Rs 5.09 Crores	31 <sup>st</sup> March, 2023	Rs 5.72 Crores
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