Corporate Identification Number (CIN): L24220MH1945PLC004598
For Shares related queries, email to investor.relations@asianpaints.com
For Consumer queries/complaints/Dealership enquiries,
email to customercare@asianpaints.com
For HR related queries, email to careers@asianpaints.com
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APL/SEC/06/14-15/04

May 14, 2014

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
25th Floor, Dalal Street
Mumbai – 400 023

**Sub**: Disclosure pursuant to Clause 36 of the Listing Agreement

Dear Sir(s),

We wish to inform you that the Company has today entered into a binding agreement with Ess Ess Bathroom Products Pvt Limited ("Ess Ess") and its promoters to acquire its entire front end sales business including Brands, Network and Sales Infrastructure, subject to satisfaction of certain conditions precedents and applicable statutory approvals. Ess Ess is a prominent player in the bath and wash business segment in India and has high quality products in this segment.

This is for your information and record.

Thanking you,

Yours faithfully,
For **ASIAN PAINTS LIMITED**

**JAYESH MERCHANT**
**CFO & COMPANY SECRETARY,**
**PRESIDENT – INDUSTRIAL JVs**

Cc: The National Stock Exchange of India Limited
5th Floor, Plot No. C/1, G Block, Bandra – Kurla Complex,
Bandra (East), Mumbai 400 051