Corporate Identification Number (CIN): L24220MH1945PLC004598
For Shares related queries, email to investorrelations@asianpaints.com
For Consumer queries, email to customercare@asianpaints.com

Asian Paints Limited
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APL/SEC/08/301

18th January, 2016

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 023

Sir,

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

Further to our letter no. APL/SEC/06/14-15/04 and APL/SEC/08/228 dated 14th May, 2014 and 11th June, 2014, respectively, wherein the Company had informed of the acquisition of the front end sales business of Ess Ess Bathroom Products Pvt. Limited ("Ess Ess"), a quality player in the bath fittings business, along with its brands, network and sales infrastructure, it is further informed that as a further step to creating a complete bathroom solutions over time, the Company shall be launching a comprehensive sanitary ware range by end of January, 2016 under the brand name "Ess Ess by Asian Paints".

This is a step further towards the Company's vision to move from being a paints company to being a provider of complete décor solution to help customers create their dream homes.

None of the persons belonging to Promoter/Promoter Group of the Company has any interest in the aforesaid and it is not a related party transaction for the Company.

This is for your information and record.

Thanking you,

Yours truly,

For **ASIAN PAINTS LIMITED**

JAYESH MERCHANT
CFO & COMPANY SECRETARY,
PRESIDENT – INDUSTRIAL JVs

Cc: National Stock Exchange of India Limited