

6th September, 2018

1. Corporate Relationship Department  
**BSE Limited,**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001.
2. Manager – Listing  
**National Stock Exchange of India Ltd.**  
Exchange Plaza,  
Bandra – Kurla Complex,  
Bandra (E), Mumbai – 400 051

**BSE Scrip Code: 500165**  
**NSE Scrip Code: KANSAINER**

Dear Sirs,

**Re: Press Release that will be issued by the Company**

Please find enclosed Press Release that will be issued by the Company.

Thanking you,

Yours Faithfully,

For **KANSAI NEROLAC PAINTS LIMITED**

  
**G.T. GOVINDARAJAN**  
**COMPANY SECRETARY**

Encl: as above.



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**Press Release****Kansai Nerolac Paints signs superstar Ranveer Singh as Brand Ambassador**

**Mumbai: 6<sup>th</sup> September, 2018:** Kansai Nerolac Paints Ltd. (KNPL), one of the leading paint companies in India and pioneers of 'Healthy Home Paints' has roped in the energetic Bollywood superstar Ranveer Singh as its brand ambassador. Introducing Ranveer as an exciting face of the brand, the company aims to develop and foster its promise to celebrate the joy of beautifying one's home and life.

Commenting on Ranveer Singh's appointment as brand ambassador, **Mr. Anuj Jain, Executive Director – Kansai Nerolac Paints Ltd.** said, *"Through our product offerings, we have always strived towards bringing about a positive transformation – of our surroundings, the environment and the lives that we touch. For this reason and more, Nerolac finds the perfect brand ambassador in Ranveer Singh. We believe that his versatility as an actor, coupled with his bold personality and effervescent energy, resonates well with our brand. Not only is he the embodiment of positivity and joy, he has an energetic and vivid personality - a trusted actor, who is a rare combination of youthful exuberance and intelligence."*

**Ranveer Singh, brand ambassador Kansai Nerolac Paints Ltd.** said, *"It feels good to be associated with Kansai Nerolac, a brand that strongly believes in the journey of transformation by bringing colours into our lives. I have grown up watching this brand and I feel the connect is very natural. The iconic jingle is well embedded in my mind and still brings a smile to my face. I look forward to a great relationship with the brand ahead."*

Nerolac as a brand has always stood for joyous transformations of the home. From all its communication to its jingle, which is an iconic property, the idea has always been to bring in the warmth and happiness that the brand stands for.

Commenting on the marketing approach, **Mr. Peeyush Bachlaus, GM - Marketing, Kansai Nerolac Paints Ltd.** said; *"The decision makers in paints today are getting younger and more dynamic. Ranveer is the new age star with incredible appeal. He is loved across age segments with strong credentials built around path breaking work. It's a delight to have Ranveer Singh on board as brand ambassador."*

**About Kansai Nerolac Paints Ltd:**

With a rich heritage of 98 years in the paint industry, Kansai Nerolac Paints is one of the largest paint companies in India and the leader in industrial segment. A subsidiary of Kansai Paint Co. Ltd. Japan, one of the largest paint companies in the world, Kansai Nerolac manufactures a diversified range of products ranging from decorative paint coatings for homes, offices, hospitals and hotels to sophisticated industrial coatings for industries. Kansai Nerolac has established itself as a leader in product innovation with its initiatives including no added lead, Low VOC and HD finishes with brands like Impression & Excel. Through its product portfolio and customer awareness campaigns to promote environmental sensitivity, KNPL is trying in its own way to gift a sustainable future. For more information, visit [www.nerolac.com](http://www.nerolac.com)

