TM

# Kshitij Polyline Ltd.

Regd.Office : 8,Sona Udyog, Parsi Panchayat Road, Andheri (E), Mumbai - 400 069. INDIA.
FactoryAddress:SurveyNo.110/1/13,AmliVillage,NearAlfaPackaging,66KVARoad,Silvassa,D.N.H.(U.T.) Tel.: 28388562/28386812 I Email: kshitij123@hotmail.com I Website:www.kshitijpolyline.co.in
CIN :L25209MH2008PLC180484

To
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (E), Mumbai – 400051

Date: September 12, 2022

NSE Symbol: **KSHITIJPOL**

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

Dear Sir/Madam,

With reference to the captioned subject matter and in accordance with Regulations 30 of the SEBI Listing Regulations read with para-B of Part A of Schedule III, we hereby inform you that the Board of Directors of the Company at its Meeting held today, i.e., September 12, 2022, 2022 has inter alia, approved the following:

1. The Board has considered and approved entering into the eCommerce space for increasing revenue and developing its brand from stationery products and its ancillary products through all possible modes like developing a website, selling on other e-platform, opening stores for speedy delivery, tie-up with other vendors, off-line and online marketing platforms and distributors, all possible efforts to increase the revenue and take advantage of technologies and e-platforms.

2. The Board also approved the agenda for increasing the product range to all possible products which will be useful to schools, colleges, offices, corporates, printers, government departments and other places where such products will be consumed and utilised. The Board will strengthen its product line with quality and durability through research & development and requirements of consumers.

*Disclosure:*

Regulations 30 of the SEBI Listing Regulations read with para-B of Part A of Schedule III

*B. Events which shall be disclosed upon application of the guidelines for materiality referred sub-regulation (4) of the regulation (30)*

2. *Change in the general character or nature of business brought about by arrangements for strategic, **technical**, manufacturing, or marketing tie-up, **adoption of new lines of business** or closure of operations of any unit/ division (entirety or piecemeal).*

KSHITIJ POLYLINE LIMITED MUMBAI



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***Adoption of New line of business:***

1. ***Industry:*** *The Company will continue focusing on the Main object and strengthening its pillars in the stationery industry and ancillary products. Entering into the e-commerce space through the owned website and other e-platforms. E-commerce will cover the whole of India (gradually) initially.*
2. ***Expected benefits:*** *Covering a wide product range and area, the brand value and products reach will increase in the country. It will also impact positively on the revenue, exploring market segments and brand existence all over India.*
3. ***Estimated the amount of investment:*** *Initially, website developments, partnering with other platforms, marketing, adding a range of products like office/school stationary material, printing, customise corporate stationaries, ancillary products used in office, corporate etc, will cost approximately Rs. 8 Crores and empowering current products will cost approximately Rs 2 crores. Actual usage will vary the amount and will depend upon demand. The mode of finance will be from internal reserves and/or loans from financial institutions*

***Capacity addition or product additions:***

1. *Adding an online mode of business will increase market geographic potential including capacity increasing gradually on demand for products.*
2. *New Products in stationary and its ancillary product line: Customise Corporate/education institutes files and stationery items, corporate gifts and many others which would be other than the current product range. Existing capacities will be increased strategically and through investments.*
3. *Time: It is expected to place the website on go-live within 4 months – 6 months' time period and add product wide range gradually on through strategic marketing and assessing demand.*
4. *Investment: Initially, website developments, partnering with other platforms, marketing, adding a range of products like office/school cleaning material, printing, customise corporate stationaries, etc, will cost approximately Rs. 8 Crores and empowering current products will cost approximately Rs 2 crores. Actual usage will vary the amount and will depend upon demand. The mode of finance will be from internal reserves and/or loans from financial institutions.*
5. *Rationale: Increase in the technological competitive environment, a sudden jump in increasing birth rates and changing corporate environment post-covid-19, management is optimistic about the demand for its products and its market potential. And exploring possibilities like adding product range, customisation, etc will increase presence and demand for our products.*

The meeting commenced at 12.00 p.m. and concluded at 1.00 p.m.

Please take the same in your records and do the needful.

For **Kshitij Polyline Limited**

Bharat Gala
Managing Director
DIN:01994342
Address: Mumbai

Place: Mumbai
Date: 12-09-2022



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