



26th November, 2025

The Secretary
BSE Ltd.
Corporate Relationship Dept.,
14th 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: Press release

Please find attached the press release dated 26th November, 2025.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited

Manisha Shetty
Company Secretary

Regd. Office
Regent Chambers, 7th Floor
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Mumbai 400 021

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Pidilite Ventures Invests in MagicDecor—A Bespoke Home Décor Solutions Company

Mumbai, 26 November 2025 — Pidilite Ventures Pvt. Ltd. (Pidilite Ventures), a wholly owned subsidiary of Pidilite Industries Limited (Pidilite), has announced a strategic investment in Printpanda India Pvt Ltd (MagicDecor), an early stage company specializing in bespoke, sustainable, and premium home décor products such as wallpapers, blinds, curtains and canvas. This investment marks Pidilite Ventures' latest foray into India's rapidly growing home improvement sector, reinforcing its commitment to backing businesses at the forefront of design and consumer experience.

Sanket Parekh, Director at Pidilite Ventures, commented:

"We are excited to partner with MagicDecor as they embark on their journey to transform the home décor space. The team has demonstrated impressive capability in marrying customization with quality, catering to the evolving needs of modern Indian homeowners and interior designers. We believe MagicDecor is uniquely positioned in the premium, personalized wall solutions market. Over the last two years, the team has demonstrated impressive traction by innovating across its product lines and scaling distribution and we look forward to supporting them in their expansion across India and overseas."

The proceeds from this investment will empower MagicDecor to accelerate capacity expansion, invest in advanced technology and AI, and scale up both digital and physical distribution networks spanning major Indian cities.

Siddheshwar Panda, Co-founder & CEO of MagicDecor, said:

"This strategic investment from Pidilite, a brand we have long admired for its leadership in the home improvement sector, marks a pivotal milestone in expanding our manufacturing capabilities, driving product innovation, and rapidly scaling our digital and physical distribution networks to reach more customers across India and globally. We look forward to leveraging Pidilite's expertise and ecosystem."

About Pidilite Ventures

Pidilite Ventures (www.pidilite.vc) is the venture arm of Pidilite. Pidilite Ventures invests in fast-growing and innovative companies that have synergies with Pidilite's core and adjacent businesses.

About MagicDecor

Founded by Siddheshwar Panda, Samir Panda, and Anoop Ulahannan, MagicDecor offers custom and sustainable home décor products with special expertise in high-quality, personalized wallpapers, wall coverings, and furnishings. The company's mission is to redefine the interior design experience—making premium, customized décor accessible to the diverse, fast-evolving Indian market and beyond.