kotak Investment Banking

February 2, 2018

The Secretary
BSE Limited
P J Towers
Dalal Street
Mumbai 400 001

The Secretary
The National Stock Exchange of India Limited
Exchange Plaza
Plot no. C/1, G Block
Bandra-Kurla Complex
Bandra (E)
Mumbai - 400 051

Dear Sir/Madam,

Sub: Buyback of 50,00,000 equity shares of INR 1/- each ("Share") of Pidilite Industries Limited ("Company") at a price of INR 1,000/- per Share under tender offer route ("Buyback")

We are pleased to inform you that Pidilite Industries Limited has issued a public announcement for the Buyback of its equity shares through tender offer route **("Public Announcement")**. The Public Announcement has been released to appear on February 2, 2018 in the following newspapers:

- Financial Express (English national daily) (all editions)
- Jansatta (Hindi national daily) (all editions)
- Navshakti (Regional language daily – Marathi)

Kotak Mahindra Capital Company Limited ("KMCC") has been appointed as the Manager to the Offer.

In this regard, please find enclosed copy of the Public Announcements that has been released to appear in Financial Express (English national daily) on February 2, 2018.

Yours Sincerely,

For **Kotak Mahindra Capital Company Limited**

Amit Joshi
Vice President

Encl.: As above

Kotak Mahindra Capital Company Limited
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