Pidilite

September 28, 2016

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 a copy of the communication being released to the Press today.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited

A. N. Parekh
Whole Time Director

Encl: As above

Pidilite Industries Limited

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Pidilite Industries, WD-40 Company enter tie-up for multi-purpose spray in India

~Pact to strengthen distribution and enhance network expansion nationwide~

September 28, 2016: Adhesives and industrial chemicals manufacturer Pidilite, today, announced its sales and distribution tie-up with WD-40 Company, a global marketing organization dedicated to creating positive lasting memories by developing and selling products that solve problems in workshops, factories and homes around the world.

In India, WD-40 Company has joined with Pidilite Industries Ltd to distribute and sell WD-40® Multi-Use Product. **Mr Apurva Parekh, Director, Pidilite Industries Ltd.** said "WD-40 Multi-Use product is a well known global brand and is also popular in India. We already cater to the Industrial Maintenance segment, Hardware and Auto Retail customers with current brands like MSeal and Fevikwik. We look at WD-40 Multi-Use Product as synergistic with our overall strategy to introduce larger ranges of products for this segment to better serve the need of customers and consumers. We aim to significantly expand distribution and awareness of this product"

Mr. Peter Forster, Regional Director of Distributor Markets for WD-40 Company states, "The development of the product goes back to1953. Working in a small lab in San Diego, California, it took us 40 attempts to get the water displacing formula worked out. But it must have been good because the original secret formula for WD-40 Multi-Use Product - which stands for water displacement, perfected on the 40th try - is still in use today. We are delighted to partner with Pidilite to offer WD-40 Company products to Indian consumers. We expect they will find them extremely useful, just as millions of existing consumers have, worldwide."

WD-40 Multi-Use Product is a multi-purpose maintenance product with more than 2000 uses. It protects metal from rust and corrosion, penetrates stuck parts, displaces moisture, lubricates moving parts, and removes grease and grime from most surfaces. WD-40 Multi-Use Product is used by trades people and do-it-yourselfers to get their jobs done right in more than 176 countries and territories around the world. It is used in numerous consumer and industrial markets, including automotive maintenance and repair, construction, farming, heating ventilation and air conditioning, maintenance repair and operations, and home improvement.

Through this seamless integration, WD-40 Company and Pidilite Industries respectively aim to expand the reach and range of their offered products to the Indian market. This agreement will allow the WD-40 brands to have a larger reach and support the network expansion, while making it extensively available to consumers.

About Pidilite Industries Ltd- Pidilite Industries Limited is a leading manufacturer of adhesives and sealants, construction chemicals, craftsmen products, DIY (Do-It-Yourself) products and polymer emulsions in India. Our products range also includes paint chemicals, automotive chemicals, art materials and stationery, fabric care, maintenance chemicals, industrial adhesives, industrial, textile resins and organic pigments & preparations. Most of the products have been developed through strong in-house R&D. Our brand name Fevicol has become synonymous with adhesives to millions in India and is ranked amongst the most trusted brands in the country. Some of our other major brands are MSeal, Fevikwik, Fevistik, Roff, Dr.Fixit, Fevicryl, Motomax and Hobby Ideas.