

Date: 04/01/2019

To,
BSE Limited
P.J.Towers, Dalal Street,
Mumbai - 400 001

Scrip Code: 505509

To,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (East),
Mumbai- 400 051
Scrip Code: RESPONIND

Sub: Press Release- Product Launch

Dear Sirs,

We are pleased to enclose a copy of the press release on the new product launch of Responsive Industries Limited.

The above is for your information and records.

Thanking You

Yours faithfully,
For **Responsive Industries Limited**



Ruchi Jaiswal
Company Secretary & Compliance Officer



Encl: as above

Responsive enters B2C segment with launch of Luxury Vinyl Tile (LVT)

Responsive Industries is proud to launch it's latest floor covering innovation - Impact Rigid Core. Impact Rigid Core is an interlocking click system vinyl tile which is designed to exact look & feel of natural wooden and stone flooring.

Impact is classified as SPC (Stone Plastic Composite) or a Rigid Luxury Vinyl Tile (LVT) floor covering. Impact is completely waterproof, has easy click system installation, hair line joints, natural underfoot feel, zero maintenance, 20 years durability, floorscore certification and excellent acoustic properties.

Impact is a consumer facing product which is used anywhere and everywhere - residential, hospitality, retail, and corporate offices. The range is currently available in 24 wooden designs and 12 stone designs in a variety of sizes.

This floor is truly revolutionary and is meant to replace the use of engineered wood, vitrified tiles, ceramic tiles, stone tiles, natural marble and other such flooring alternatives.

