SIRCA PAINTS INDIA LIMITED
(Formerly known as Sircolor Wood Coatings Pvt. Ltd.)
Plot No-50, Badli Industrial Area, Phase-2,
New Delhi-110042
011-42083083 / 47533213
info@sircolor.in www.sircapaints.com
CIN NO : L24219DL2006PLC145092

August 10th, 2019

TO,
LISTING DEPARTMENT
NATIONAL STOCK EXCHANGE OF INDIA LTD.
EXCHANGE PLAZA , 5TH FLOOR, PLOT NO. C/1
G-BLOCK, BANDRA-KURLA COMPLEX, BANDRA (E)
MUMBAI – 400051.

SUB: BUSINESS UPDATE PURSUANT TO SEBI (LISTING OBLIGATIONS & DISCLOSURE REQUIREMENTS) REGULATIONS, 2015.

REF: SYMBOL- SIRCA

Dear Sir/Ma'am,

With Respect of subject captioned we, **Sirca Paints India Limited** (the "Company"), are hereby submit **Business Update.**

You are requested to take the same on record and oblige.

Yours faithfully,
Sirca Paints India Limited
(Formerly Known as Sircolor Wood Coatings Pvt. Ltd.)

For SIRCA PAINTS INDIA LIMITED
(Formerly Known as Sircolor Wood Coatings Pvt. Ltd.)

Company Secretary

Chahat Mahajan
Company Secretary & Compliance Officer
(Membership No. 51255)

Place: Delhi

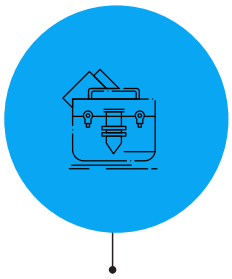
Business Update

August 2019

Company Profile:

Sirca Paints India Limited, earlier know as Sircolor Wood Coatings Private Limited, was incorporated in 2006 by our founders Mr. Sanjay Agarwal and Mr. Gurjit Singh Bains. We have come a long way since then, today we have emerged as a premium wood finish brand which is the leader in northern India. Sirca Paints India Limited has the exclusive tie-up with Sirca S.p.A (Italy) for manufacturing and distributing rights of Sirca products in India, Nepal, Bangladesh, Sri Lanka. Post our fundraising last year through an initial public offer, we are in the process of commissioning our manufacturing facility, at Sonipat, for NC, PU and melamine products.

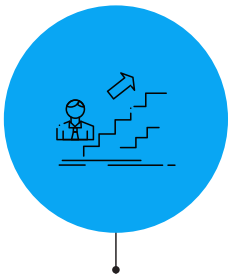
Company Snapshot:



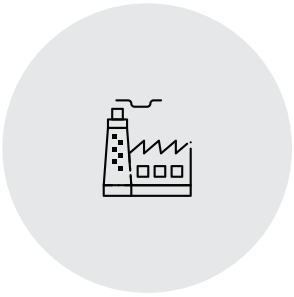
Marketer of Premium Wood, Metal and Glass Coating Products



Exclusive tie-up with Sirca S.p.A Italy for Bangladesh, Nepal, Sri Lanka and India



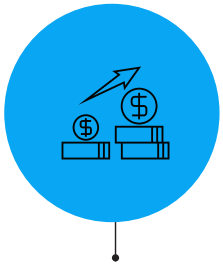
Market leader in North India



2 Manufacturing Facility



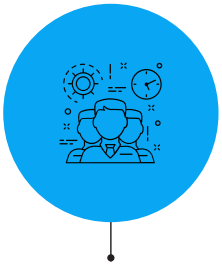
Number of dealers – 555+



OEM vs Retail Revenue Mix – 30% Vs. 70%



Migration from NSE Emerge to NSE Mainboard



Team Size – ~200

Q1FY20 Performance Highlight:

26.4 % ▲

Q1FY20 Revenue from Operations at 33.21 Crores* as compared to 26.26 Crore* in Q1FY19, recording an increase of 26.4% on q-o-q basis.

(stands for unaudited figures)*

33.4 % ▲

33.4% increase in **Q1FY20 Volumes**, compared to Q1FY19.

Newer Markets

The Majority of growth was witnessed from **newly tapped markets outside Delhi** with **Chennai, Mumbai and other parts of NCR** shaping up to be good markets for the company.

Business Updates:

Strengthened Physical Infrastructure

Major thrust on creating the physical infrastructure to support growth across India. Stock depots, stockist, studios and branch offices being created across the country.

New Branch Office

Launched a new branch office in Chandigarh to cater to the demand of the Punjab region.

Additional Distributor

Added a prominent distributor in Kerala, to grow business in Southern-India.

OEM Clientele

On-boarded a new OEM customer based out of Udaipur, Rajasthan.

Increased Promotional Activities

Increased promotion activities, on both regional and national media. We will be sponsoring weather news on a prominent national news channel - Aajtak, along with advertisements on regional channels for the Southern-India region.

Entered Wall Paints

The latest addition to our product offering is premium wall paints, we have entered this segment with 7 premium products. We successfully commissioned a wall paint manufacturing unit at Rai, Sonipat (NCR).

Corporate Updates:

Bonus Issue

The company has done a Bonus Issue of shares in the proportion of 1 new fully paid-up equity share for every 2 existing fully paid-up equity shares held.

Migration to Mainboard

We have successfully migrated from NSE Emerge (SME Platform) to NSE Mainboard, being one of the fastest migrations on the NSE Emerge platform.

Additional Directors

To strengthen corporate governance practices, strategic decisions and policy making the boards of directors have appointed two Additional Non Executive Independent Directors i.e. Mrs. Anu Chauhan and Mr. Anil Kumar Mehrotra.

Contact Us:

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Company Secretary and Compliance Office
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Mr. Sayam Pokharna
Integrated Reporting Advisor
The Investment Lab
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