Date: January 04, 2018

To	To
The Department of Corporate Services –CRD Bombay Stock Exchange Ltd P.J.Towers, Dalal Street MUMBAI – 400 001	National Stock Exchange of India Limited 5th Floor, Exchange Plaza Bandra (E), MUMBAI – 400 051
Scrip Code: 509675/HIL	**Scrip Symbol: HIL**

Dear Sir/Madam,

Sub: News Paper Publication on "*Charminar Fortune*"
Ref: Intimation under regulation 30 of SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Regulations"), please find attached the newspaper article published in Business Standard (All Editions) on commercial production/launch of its new product "***Charminar Fortune***" at its plant located at Kondapalli, Andhra Pradesh. This advanced research-based, green roofing solution has been developed by HIL in-house.

"**Charminar Fortune**" is a new addition to the Company's Roofing products which is Asbestos free and marketed under the brand "**Charminar**", one of the most trusted name for building products in the Country for its roofing sheets.

You are requested to kindly take the same on record and acknowledge the receipt.

Thanking you
For HIL LIMITED

HIL LIMITED GACHIBOWLI HYDERABAD 500 032

G Manikandan
Company Secretary &
Financial Controller

HIL Limited
L7 Floor, SLN Terminus , Sy. No. 133, Beside Botanical Gardens, Gachibowli, Hyderabad 500032, Telangana, India
Ph: +91 40 30999000 Fax: +91 40 30999240 Customer Care: 1800 425 425 99 Email: info@hil.in Website: www.hil.in

A TRENDSETTER FOR TECHNOLOGY

Commercial Feature

HIL, a flagship CK Birla Group Company, has recently expanded its product range with the launch of revolutionary non-asbestos fibre cement roofing solutions under the brand CHARMINAR FORTUNE. Mr. Dhirup Roy Choudhary, MD & CEO of HIL Limited, talks about the massive opportunities lying before the company in every segment of the business. Excerpts of the interview:--



MR. DHIRUP ROY CHOUDHARY, MANAGING DIRECTOR & CEO, HIL LTD

TELL US ABOUT THE COMPANY'S NEW PRODUCTS. WHAT KIND OF RESEARCH WAS UNDERTAKEN BEFORE LAUNCHING THESE?

The significance of undertaking comprehensive research before introducing a product cannot be denied or overlooked. We undertook an in depth analysis of the market and its requirements in the roofing segment. We brought a sustainable strategy to promote and create a place for the new products in the domestic market.

Being the pioneer in cement roofing sheets, we have come up with a new product- The Non-Asbestos Cement Based Roofing Solution.

This new range of cement based asbestos-free sheets, known as "CHARMINAR FORTUNE", is eco-friendly and light weight. The autoclaved sheets have high impact strength, good dimensional stability, and low drying shrinkage/moisture movement. Besides these, they offer good sound and thermal insulation, excellent fire resistant properties, easy nail-ability and long durability. This is a revolutionary product in the market and we do not see any competition on our quality and service. The market experts have shown immense confidence in our product.

HOW CAN THE CUSTOMERS BENEFIT FROM THE NEW PRODUCTS? HOW DO THE NEW PRODUCTS COMPLEMENT YOUR CORE COMPETENCIES?

With the launch of Charminar Fortune, we are looking to provide to our consumers, end-to-end roofing solutions that are eco-friendly and robust. With this product, we are offering an alternate option to the customers for durable roofing solution, superior to metal sheets in every manner. These have three times the life of a metal sheet and have excellent resistance to heat, sound and fire.

This new product fits in perfectly with our core competency. Charminar, a leader in Fiber Cement Sheets, has also been recognized with the consumer Superbrand award for three consecutive years in its segment. Charminar Fortune is an apt brand extension. The company's R&D team has worked relentlessly for years to come up with this product. It can and will be as successful as our existing products, which have a legacy of serving customer needs for decades.

WHAT IS THE DOMESTIC INDUSTRY SIZE FOR ROOFING PRODUCTS? WHERE DOES THE NEW PRODUCT FIT IN?

The Indian roofing market is worth Rs 45,000cr. Our products cater to a segment that constitutes about 40 per cent of this or Rs 18,000cr. This includes fibre cement sheets, metal roofing sheets, tiles and other similar substances.

The awareness about non-asbestos cement roofing products in the retail and institutional sectors is quite low owing to absence of a dependable solution. Our first priority is creating awareness about 'Charminar Fortune' amongst the prospective customers in the market.

Charminar Fortune is an environment friendly product. This new product, with its, advantages in terms of being asbestos-free and light weight, will drive a shift towards non-asbestos cement based roofing sheets in the very near future

HOW ARE HIL PRODUCTS UNIQUE? WHAT COMPETITIVE ADVANTAGE THESE ENJOY?

We are the trendsetter in Indian building materials space. With 70 years of long and successful legacy of providing durable and affordable roofing solutions to the nation, we were the first to successfully introduce AAC blocks and panels and were also one of the first companies globally to start manufacturing sheeting templates. Our plants have received many laurels including the TPM certification, NAMC certification etc. Our R&D facility, meeting global standards, is well recognized by the Department of Scientific and Industrial Research (DSIR). HIL was also recently bestowed with the title of "Asia's Most Trusted Building Material Company" by IBC INFOMEDIA. The laurels that we have achieved speak for us when it comes to competition in the building materials segment.

WITH THE LAUNCH OF CHARMINAR FORTUNE, WE ARE LOOKING TO PROVIDE END-TO-END ROOFING SOLUTIONS TO CONSUMERS THAT ARE ECO-FRIENDLY AND ROBUST.

We are amidst transformation with special emphasis of growing this company organically and inorganically. Our recent focus has been to expand our range of products and provide our customers through comprehensive solutions. In this regards, along with the launch of Charminar Fortune, we are parallelly expanding our Pipes & Fittings business with an investment of over Rs 100 crore.

CAN YOU THROW LIGHT ON THE COMPANY'S NEW MANUFACTURING FACILITY, ITS PRODUCTION CAPACITY, INVESTMENT INVOLVED ETC?

We have deployed one of the existing lines in our state-of-the-art Kondapalli manufacturing facility near Vijayawada for the manufacture of Charminar Fortune sheets. This 14-acre world-class facility has already bagged several prestigious awards. Our expert in-house Engineering Division (ED) , together with our operations team and R&D has innovated a mechanism wherein the existing fibre cement sheets' production lines, with some modifications, can cater to manufacturing non-asbestos fibre cement sheets. The current capacity of about 33600 metric tonnes can be further scaled up. We will be pumping further investments at the Kondapalli plant and other locations in the near future to ramp up capacity.

WHAT ARE SOME OF THE CHALLENGES BEFORE THE SECTOR? WHAT WILL BE YOUR STRATEGY TO OVERCOME SUCH CHALLENGES?

It is disappointing that the roofing industry has not witnessed ample innovations of late, which has led to complacency in pockets. More and more institutional customers have got driven to using steel roofing sheets in absence of other viable options, even though steel sheets have an inherent sound, heat and longevity issues. Therefore, one of our key challenges is to educate people about various alternatives in the roofing segment. Our non-asbestos cement based roofing sheets will provide the right solution to customers to overcome all these shortcomings.

TELL US ABOUT YOUR BUSINESS STRATEGY FOR DOMESTIC MARKET AND FOR OTHER KEY MARKETS?

Our approach will be to initially target the institutional segment, where the requirement of green roofing sheets is high and the alternatives are limited. We are progressing well in our strategy and our non-asbestos cement based roofing sheets are already approved by a few PSUs. We hope to break new grounds with Charminar Fortune. Once we have established our product in the domestic markets, we will also look at exports to adjoining countries. We are confident that this innovative product will take the industry by surprise and create a revolution in the times to come.

HIL, a comprehensive building solutions provider



HIL Ltd., a CK Birla Group company, was established in 1946 and is one of the oldest building material companies in India. With over 3,950 employees, 20 manufacturing facilities, a 6500 active and loyal dealer network with many of them serving in their 3rd generation, HIL is today a leading manufacturer and seller of building material solutions including Fibre Cement Sheets, AAC Blocks, dry walling solutions and Pipes & fittings in the country. Founded with an agenda of supporting development and providing shelter to every Indian, HIL is today a leader in the domestic fibre cement industry and owner of the iconic brand Charminar.

HIL has an in-house state-of-the-art R&D facility, which is recognized by the Department of Scientific and Industrial Research, Government of India. HIL has a fully-equipped Engineering Division that could manufacture plant and machinery required for producing its products. HIL's biggest strength lies in the dedicated workforce backed by state-of-the-art manufacturing facilities and unmatched distribution network across India.

HIL's Charminar brand is the established market leader in roofing solutions with a market share of over 21% in fibre cement sheets category. Coloured Steel Sheets were launched under Charminar brand in 2015-16 and has been growing at a rapid pace since then. Recently, HIL has launched non-asbestos fibre cement sheets under the brand Charminar Fortune. HIL's green building brand Birla Aerocon includes panels for fast-track dry-walling solutions, AAC blocks, putty, dry mix and advanced polymer products - pipes and fittings with True Fit technology for leak-proof joints. And HIL's durable HYSIL industrial thermal insulation finds a range of applications in energy-intensive industries.

HIL LTD. HAS AN IN-HOUSE STATE-OF-THE-ART R&D FACILITY, WHICH IS RECOGNIZED BY THE DEPARTMENT OF SCIENTIFIC AND INDUSTRIAL RESEARCH, GOVERNMENT OF INDIA.

Alongside a host of products, HIL has a skilled technical support team that helps its customers benefit from solutions that use these products for maximum efficiency and effectiveness. HIL also has a green energy profile with 30% of the energy needs being met from renewable sources supplied from its wind mills. The end products are also green, and can be reused and recycled for minimal environmental impact.

Birla Aerocon and Charminar have been bestowed upon with the status of 'CONSUMER SUPERBRAND' for consecutive years. Both have been ranked amongst the top 20% of all brands across all categories in India. HIL has been awarded as the "Asia's Most Trusted Building Material Company-2016" by IBC Infomedia.

The Kondapalli unit of HIL has been certified TPM category-B by JIPM, Japan for excellence in Operational Manufacturing. Three of HIL's plants at Sathariya, Faridabad and Balasore respectively have been certified by the National Association for Manufacturing Excellence. HIL's pipes and fittings plant at Faridabad won "The Machinery Super Shop Floor 2016" award in the Technology Adoption category for Innovation sponsored by the Times of India group.

With a lot of laurels in its belt and also as a pioneer of green building products, HIL continues to push its capacities and scale its products for building a greener and a prosperous nation through its innovative offerings.

