Pidilite

27th February 2015

To,

The Secretary
Bombay Stock Exchange 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:

Re: Appointment of Managing Director and intimation about other Changes on the Board of Pidilite Industries Limited ("PIL").

In terms of Clause 30 of the Listing agreement, we hereby notify you that the Board of Directors of PIL today passed a resolution appointing Mr. Bharat Puri as the Managing Director of PIL for a period of five years with effect from 10th April, 2015, subject to approval of Shareholders of PIL. Brief Bio-data of Mr. Bharat Puri is attached along with this letter.

With effect from the 10thof April 2015, Mr. Madhukar B. Parekh, the current Chairman and Managing Director of PIL shall cease to be the Managing Director of the Company but shall continue as a whole time director and as the Executive Chairman of PIL.

With effect from the 1st of April 2015, Mr. Narendra K. Parekh, currently the Jt. Managing Director of PIL shall cease to be the Jt. Managing Director of the Company. The Board of Directors has passed a resolution appointing Mr N K Parekh as Non-Executive Vice Chairman of the Company effective 1st April, 2015.

Thanking you,

Yours faithfully,
For **Pidilite Industries Limited**

Savithri Parekh
Secretary

Pidilite Industries Limited

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208 Nariman Point
Mumbai 400 021

Bio Data of Mr Bharat Puri

Mr. Bharat Puri has been an Independent Director on Board of PIL since 2008

Bharat has had a very successful career with leading Indian and Global companies. In his last assignment Bharat has been President - Global Chocolate, Gum and Candy Categories at Mondelēz International, based in Zurich and with worldwide responsibilities for these categories.

He started his career with Asian Paints in 1982 and rose to the position of General Manager - Sales & Marketing. He then moved to Cadbury in 1998 as Director of Sales and Marketing for Cadbury India. In 2002 he was appointed as Managing Director South Asia for Cadbury. After a successful stint in this role, Bharat moved to Singapore in 2006 where he was responsible for Strategy, Marketing and Sales for the Asia Pacific region. Since that time he has held senior leadership positions in Marketing, General Management and Category Management at the country, region and global level.

Bharat completed his schooling from the Lawrence School, Sanawar and thereafter graduated in Commerce from Punjab University. In 1982 he completed his Post Graduate Diploma in Management (MBA) from the Indian Institute of Management, Ahmedabad.