

15th April, 2021

National Stock Exchange of India Limited
Exchange Plaza,
Plot No. C/1, G Block,
Bandra Kurla Complex
Bandra (E)
Mumbai – 400 051.

BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001

Security Code: KAMDHENU

Security Code: 532741

Subject: **Intimation of Press Release**

Sir/Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Media/Press Release of the Company regarding signing of ace Bollywood celebrity and entrepreneur Preity G Zinta as Brand Ambassador of the Company for its Decorative Paints Business.

Please take the same on record.

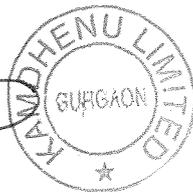
Thanking you,
Yours faithfully,

Yours Faithfully,

For Kamdhenu Limited



Harish Kumar Agarwal
Chief Financial Officer





Kamdhenu Limited Signs Preity G Zinta as Brand Ambassador for its Decorative Paints Business

New Delhi/Gurgaon, 15th April 2021

Kamdhenu Limited, a leading player in branded TMT bars and in the decorative paints segment, has signed ace Bollywood celebrity and entrepreneur, Preity G Zinta as its Brand Ambassador for their decorative paints business under the brand name **KAMDHENU PAINTS**. This collaboration will help enhance the brand's pan-India reach and recall, helping catapult the brand as the preferred consumer choice.

With her wide appeal across demographics, Preity G Zinta's inclusion as the Brand Ambassador is set to blend perfectly with the ethos of the brand, aptly representing a modern woman who performs every role seamlessly.

A dedicated team of young and dynamic professionals is behind the success of Kamdhenu Paints. Kamdhenu Paints has made rapid strides within a short span of time. It has a well-diversified and premium product portfolio comprising of brands like Kamo Hi Sheen, Weather Supreme, Kamodual Luxury, Kamodual Gold, Kamorich, Velvety, Weather Classic, Weather Classic Max, Kamoshield, and Kamosilky etc. With a focus on sustainability, Kamdhenu Paints have made all their paint products eco-friendly ensuring that beauty of nature remains intact.

Commenting on the development, Mr. Satish Kumar Agarwal, Chairman & Managing Director, Kamdhenu Limited said: *"We are excited on signing Preity G Zinta as Brand Ambassador for our decorative paints business. A successful actress and entrepreneur, she exemplifies our dream of creating a world with limitless possibilities for everyone. Her personality completely resonates with our brand ethos of delivering the best. We believe this association will further deepen the brand's connect, increase brand recall, give users a greater sense of purpose and drive greater consumption across the country."*

A young and growing brand in paints, we have been successful in creating a better revenue profile over the years through aggressive but necessary investments to build a sustainable business. Like all other Kamdhenu products, 'Quality' and 'Innovation' have enabled Kamdhenu Paints to excel with flying colours within a short span of time. We expect the rise in disposable income of the average middle class, urbanization, growing rural market, shortening of repainting cycle, upgradation, increase in sale of premium-end products and launch of many innovative products to be the major drivers of growth in the years to come."

On her association with Kamdhenu, Preity G Zinta, said, *"I am truly excited for my association with Kamdhenu Paints. I am happy to be a part of Kamdhenu family. Kamdhenu Paints is a reputed brand built on the touchstone of quality, integrity and commitment to its customers. There was a lot of common ground given the strong culture of innovation and the constant need to adapt to changing preferences. I look forward to our journey together."*



About Kamdhenu Limited

Kamdhenu Group was founded in 1994 with a vision to provide Best Quality TMT Bars at Best Price. Today, led by Mr Satish Kumar Agarwal, the company is the market leader in branded TMT Bars and 'Kamdhenu TMT Bar' is the largest selling TMT Bar in India with brand sales turnover of ~Rs. 10,800 crores. Kamdhenu follows franchisee business model to bring more transparency and dynamism to the operations of the company. Kamdhenu has committed chain of over 11,500 dealers and distributors in India out of which 7,500 are exclusive for steel business. Kamdhenu being TMT expert has also launched earthquake resistant Kamdhenu PAS 10000 Steel and Kamdhenu Nxt TMT Bar. It has been conferred with India Power Brand 2016, Asia's Most Promising Brand – 2016, World's Best Brand 2015 and 2017-18 among Asia & GCC for Steel as well as Paints. ISO 9001:2015 certified company, it is listed on NSE & BSE.

Kamdhenu Paints, one of the leading Paint companies in India, is a division of Kamdhenu Limited. The company is credited for offering best-in-class paint products conforming to global standards. Its product portfolio under the brand KAMDHENU PAINTS, *COLOUR DREAMZ* includes Exterior Emulsions, Interior Emulsions, Acrylic Distempers, Enamel Paints, Cement Paints, Wall Primers & Putty, and Texture & Designer Finishes, Stainers, P.U. Wood Finishes and Metallic Finishes. Kamdhenu Paints has 4,000 dealers and distributors spread across the country.

Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, please contact		
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