

Date: January 09, 2018

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

Dear Sir/Madam,

Sub: News Paper Publication on “HIL Marketing & Branding Activities”
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 The Hindu (Hyderabad Edition) on Marketing & Branding initiative.

As a part of Marketing & Branding initiative to connect the companies brand with a wider range of customer & dealers, HIL has associated itself with “**Chennai Super Kings**” as “Official Partner” for the next two seasons of “**Indian Premier League**”.

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

Thanking you
For HIL LIMITED

G Manikandan
Company Secretary &
Financial Controller



HIL to 'whistle' for Chennai Super Kings

CK Birla Group firm to debut as IPL sponsor

N. RAVI KUMAR
HYDERABAD

Building materials maker HIL Ltd (formerly Hyderabad Industries Ltd) is all set to make its Indian Premier League (IPL) debut as a sponsor – it will back Chennai Super Kings (CSK) from the forthcoming season of the cash-rich sporting tournament.

Behind the decision to associate with IPL is the CK Birla Group firm's emphasis on connecting its brands to a wider customer base.

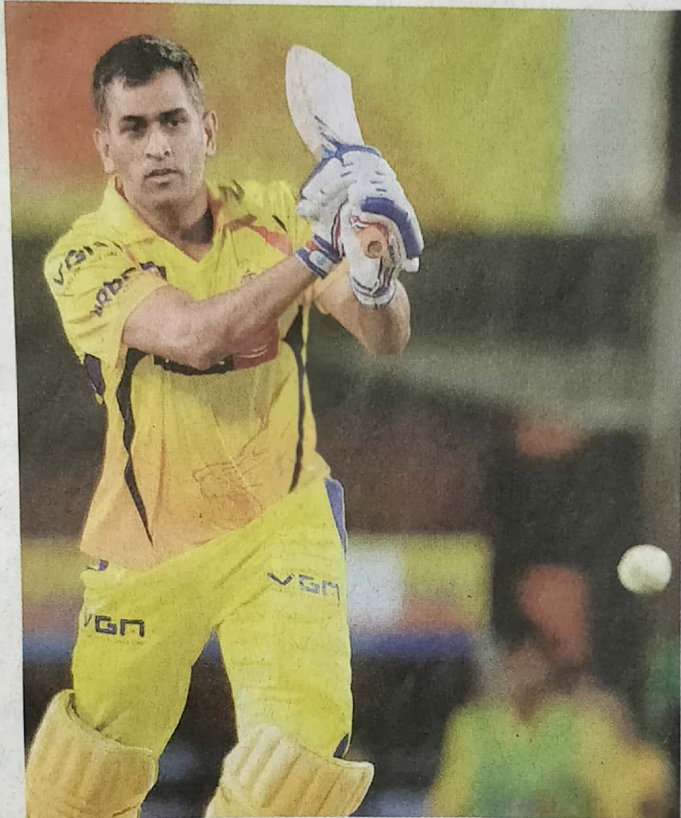
This focus comes in the backdrop of the asbestos maker adding new capacities to grow the pipes and fittings business manifold and launching a non-asbestos roofing solution.

"We thought this would be the ideal proposal... excite our branding," CEO and MD Dhirup Roy Choudhary said about partnering with CSK.

The team, returning to the IPL fold after two seasons, has already roped in M.S. Dhoni, Suresh Raina and Ravindra Jadeja.

"The brand recall, loyalty, followers of our products are quite symbolic to what CSK has... we believe we are a champion as well," he said.

Birla Aerocon and Char-



Star of the side: Former Indian captain M.S. Dhoni will be seen in the Chennai Super Kings jersey in this year's IPL. ■ FILE PHOTO

minar are the major brands of the seven-decade-old company that is into roofing solutions, panels, walling blocks, plywood substitutes, pipes and fittings and industrial insulation.

The recently unveiled non-asbestos roofing product, under the Charminar Fortune brand, targeted at

institutional customers like railways, is expected to get a big boost from the company partnering with CSK.

"We are there as a product, we want to now come up in developing the brand of HIL as a company," Mr. Choudhary said, adding that the company has signed a two-year contract with CSK.

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DHIRUP ROY CHOUDHARY,
CEO and MD, HIL Ltd.

The IPL season, he said, syncs well with the peak demand period for roofing solutions and as new capacities, with an investment of ₹130 crore, for UPVC and CPVC pipes and fittings in Surat and Faridabad come on stream.

HIL is confident that the popularity of the CSK franchise and star players such as Dhoni, Raina and Jadeja would help it connect with new customers and grow their association with the 6,500-strong dealer network. "CSK would be a good platform," he said, hinting at a series of commercials and events on the cards involving star players for dealers, retailers, plumbers and employees.

On the financial aspect of the sponsorship, Mr. Choudhary said, "It is a reasonably good expenditure... it's an investment for future growth."

STAFF REPORTER
HYDERABAD

The Bureau of Police Research and Development will publish a booklet on the

FACTFILE

2014

TOTAL PROFIT
3,07,03,635

Target in
2018