

Date: 12th July, 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 - Through: Listing Centre	Scrip Symbol: HIL -Through: NEAPS

Dear Sir/Madam,

Sub: Press Release titled “HIL goes global in high potential Building Material segment set to acquire Parador, a leading manufacturer of premium quality flooring solutions in Europe.

This is with reference to the announcement (s) dated 11th July, 2018, please find attached the press release made by the Company with caption “HIL goes global in high potential Building Material segment set to acquire Parador, a leading manufacturer of premium quality flooring solutions in Europe”

You are requested to take note of above and arrange to bring the same to the notice of all concerned.

Thanking you
For HIL LIMITED


G Manikandan
Company Secretary
& Financial Controller



Encl: As above.

HIL goes global in high potential Building Material segment set to acquire Parador, a leading manufacturer of premium quality flooring solutions in Europe

- Brand renowned for pedigreed capabilities in technology and design aesthetics
- Set up is geared to offer continuously refreshed product portfolio –key to this market
- HIL to expand the offering in India and neighbouring countries

National, July 12, 2018: HIL, part of the USD 1.8 billion diversified CK Birla Group, today announced the acquisition of Parador Holdings GmbH, a Germany based, vertically integrated, full-range supplier which designs, manufactures and distributes a wide range of flooring solutions including resilient flooring, laminate and engineered wood floors, wall & ceiling panels, skirtings and related accessories.

Parador, with the turnover of €142.2 million, is the category leader in design and innovation with all products developed internally and produced with “Made in Germany” and “Made in Austria” quality. The Company has long-standing relationships with all major customers in Europe. The combined entity will continue to enjoy a leadership position in Building Material segment in India with strong capabilities in Europe. Parador has a history of profitable operations and expects sustained growth in revenues and earnings going forward.

The acquisition will enable HIL’s transition into a global player in the Building Materials segment. It will facilitate entry into Flooring Solutions, a segment, which is highly complementary to HIL’s current product portfolio and also provide a renowned brand with strong R&D and design capabilities.

The strong leadership team at the helm, at Parador will continue to be responsible for day to day operations and drive the business forward.

Mr. CK Birla, Chairman of the CK Birla Group, said: “The acquisition of Parador fits into our strategic roadmap and is an important step towards becoming a global player in the building materials industry. It also enables us to enter into adjacent categories for future growth. Parador’s strong developmental capabilities will enable us to build flooring solution products suited to India and South East Asian markets.”

Mr. Dhirup Roy Choudhary, Managing Director & CEO of HIL said “With world class development capabilities and strong customer relationships, we found Parador flooring solutions to be a great alignment with our existing offerings at HIL and it takes us closer to our aspiration of one stop shop for all Building Materials and products. The synergistic combination of complimentary portfolios will create a stronger global business. We believe that we will be able to expand the product sales into India and other South East Asian nations, which will enable us to drive faster growth.”

The acquisition comes at an attractive valuation and remains subject to antitrust filings in Germany and other relevant regulatory approvals.

About HIL Limited

Established in 1946, HIL Limited is a flagship company of the CK Birla Group. Being World’s largest manufacturer and seller of fibre cement roofing, HIL Limited offers comprehensive building solutions. Since last 70 years, the company has achieved market leadership by developing and marketing advanced, high quality, innovative, more sustainable products for the building materials industry. It has recently been awarded Iconic Brands status by Economic Times. HIL has two major brands-Birla Aerocon and Charminar. The company boasts of 20 state-of-the art manufacturing facilities, reiterating its commitment to innovation through a dynamic R&D facility, offering products that are affordable, strong and durable. Having pioneered in green technology keeping in mind the paradigm shift to green building materials almost a decade ago, the company stands

out with its signature True Fit technology that has created a benchmark in the piping industry. The company is committed to health and safety practices, which is reflected through its vast range of products that are environmentally viable and conducive. Given its strong emphasis on customer centricity, HIL Limited also ensures a widespread reach through an extensive sales and distribution network spread across the country, with a representation in all the states. Its strengths are truly its employees, loyal dealers and satisfied customers.

About Parador

Parador GmbH has developed into the leading brand of high-quality systems for floor and wall design since its foundation in 1977. The product range includes laminate flooring, engineered wood flooring, panels and resilient floorings produced at the German headquarters in Coesfeld and at the Austrian site in Güssing. Highest demands on technology, materials and surface refinement guarantee the worldwide success.

For outstanding product design, Parador was awarded international prizes, including the red dot design award, the Interior Innovation Award and the German Design Award.

As a traditional woodworking company, Parador is committed to responsible management of natural resources and sets ecological standards for materials, production, packaging and logistics. Parador has been a partner of the "Plant-for-the-Planet" Foundation, which is active worldwide for afforestation and climate protection.

Enquiries

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