Pidilite Industries Ltd, established in India 1959 are a global pioneer and market leader in the manufacture of high performance construction chemicals, waterproofing materials, adhesives & sealants in the branded consumer, trade and industrial market sectors.

PIDILITE INDUSTRIES LIMITED.

KEY DATES.

2015  launches ROK and Roff brands in Dubai
2010  acquires polyester putty brand Metaplast
2007  enters adhesives and sealants market in Brazil
2006  acquires manufacturing facility in USA
2005  establishes manufacturing in Singapore and Dubai
2004  strengthens construction chemicals portfolio with Roff
2000  enters construction chemicals with Dr Fixit and MSeal
1993  Pidilite makes maiden public equity issue
1984  Consumer products division established
1965  Fevicol established as favoured brand of joineries
1959  Established in Mumbai, India to manufacture Fevicol adhesive & Acron pigment emulsion
Consumers of these products include carpenters, painters, plumbers, mechanics, electricians, cobblers, masons, households, artists, teachers, school, children, offices etc. Over the years our focus has increased on construction chemicals, adding to our growth.

**BRANDED CONSUMER PRODUCTS**

- Adhesives
- Sealants
- Art Materials
- Fabric Whitener
- Construction Chemicals
- Paint Chemicals
- Stationery & Hobby Kits
- Automotive products

Over the years, the Pidilite Group focus on construction chemicals has increased adding to international market sector growth.

**GROSS SALES AND GROWTH %**

- **ADHESIVES & SEALANTS**: 50%
- **CONSTRUCTION/PAINT CHEMICALS**: 19%
- **ART MATERIALS & OTHERS**: 12%
- **ORGANIC PIGMENTS & REPARATIONS**: 07%
- **INDUSTRIAL RESINS**: 06%
- **INDUSTRIAL ADHESIVES**: 06%

**PBT (USD IN MILLION)**

- **PBT AS % OF NET SALES**

<table>
<thead>
<tr>
<th>Year</th>
<th>PBT (USD in Million)</th>
<th>PBT as % of Net Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>09-10</td>
<td>51.8</td>
<td>17</td>
</tr>
<tr>
<td>10-11</td>
<td>67</td>
<td>18</td>
</tr>
<tr>
<td>11-12</td>
<td>71.9</td>
<td>16.3</td>
</tr>
<tr>
<td>12-13</td>
<td>96.7</td>
<td>18.5</td>
</tr>
<tr>
<td>13-14</td>
<td>100</td>
<td>16.5</td>
</tr>
</tbody>
</table>
We have established our presence globally through manufacturing facilities, research and development centres, sales and distribution units.

- **8** global manufacturing bases
- **10%** & growing year on year...
- **100** global sales and service centres
- **150 +** R & D Professionals worldwide
33 regional offices
22 manufacturing sites
6000 distributors
2 million retailers
500+ construction products
Over $800 million gross sales
Over 5000 employees
Pidilite has a proven track record in the Middle East for more than 10 years and now operates out of a modern purpose built factory at Dubai Investment Park II, manufacturing and supporting a proven range of construction chemicals tailor made specifically for the GCC market. These broadly cover, flooring solutions, tile adhesives, concrete repair and finishes, sealants, waterproofing and surface plasters.
**Dr Fixit:** Proven structural protection and waterproofing systems, delivering protection and performance in the harshest of environments. Dr Fixit offers liquid applied, seamless performance for podiums, roofs, terraces, wet areas, landscaping, swimming pools, basements and civil structures. Delivering watertight performance for commercial and residential developments

**Roff:** Trusted performance for all screed, underlayment and tiling applications. Roff delivers a proven single source solution for commercial flooring and walling applications; DPMs, tile adhesives and grouts, rapid set pumpable underlayments and screed additives

**ROK:** Delivers cutting edge system solutions and seamless flooring performance across industry and commerce. ROK offers performance flooring for all floor zone applications
Pidilite Middle East has manufactured materials that have been the product of choice on a number of the Region’s most prestigious construction projects. Working closely at every stage of the construction process with architects, engineers, main contractors, our approved specialist applicators have installed Pidilite waterproofing, flooring and walling and concrete repair systems throughout the Gulf.
Pidilite Industries Ltd and Pidilite Middle East acknowledge the requirement for sustainability in construction. Through the ongoing development of water based and solvent-free technologies, the use of non-food chain and plant based raw materials in our resin manufacturing and the use of cement replacement materials based on pre-consumer recycled products in our polymer materials we endeavour to be at the forefront of sustainable technology and green construction.