



KAMDHENU VENTURES LIMITED

02nd Floor, Tower A, Building No. 9, DLF Cyber City, Phase III, Gurgaon-122002

Phone No.: 0124-4604500, E- mail: cs@kamdhenupaints.com

CIN: U51909HR2019PLC089207

Ref: KVL/SEC/2022-23/02

Date: 24th January, 2023

To,
The Manager- Listing
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400 051

To,
The Manager- Listing
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400 001

NSE Symbol: KAMOPAINTS

BSE Scrip Code: 543747

Sub: Press Release.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the listing of Kamdhenu Ventures Limited (KAMOPAINTS) has been made successfully on National Stock Exchange of India Limited and BSE Limited on 24th January, 2023, please find enclosed herewith the Press Release of the Kamdhenu Ventures Limited.

We request you to kindly take the same on records.

Thanking you,

Yours faithfully,

For Kamdhenu Ventures Limited

Nitin Misra

Company Secretary & Compliance Officer



KAMDHENU VENTURES LIMITED

Kamdhenu Ventures Limited (Kamdhenu Paints) lists on Indian bourses

The paint business of Kamdhenu Limited will now be undertaken in Kamdhenu Colour and Coatings Limited, a wholly owned subsidiary of Kamdhenu Ventures Limited

Gurugram, 24th January 2023: The equity shares of Kamdhenu Ventures Limited (Kamdhenu Paints) made its debut on the bourses on Tuesday by getting listed on both National Stock Exchange (NSE) & Bombay Stock Exchange (BSE). Kamdhenu Ventures Limited is the demerged paints business arm of Kamdhenu Limited. Under the scheme of demerger, the parent company, Kamdhenu Limited issued one equity share of Kamdhenu Ventures Limited against every existing share held of Kamdhenu Limited.

The new business structure affirms the Group's focused approach towards the paints business. The demerger will lead to operational flexibility and facilitate businesses to independently pursue their growth plans through organic & inorganic routes.

Kamdhenu Paints will continue to focus on the decorative paint industry, expanding its footprints in the emerging cities of India. The company aims to expand into smaller towns by identifying underserved markets by introducing innovative paint products.

Kamdhenu Paints has a wide range of decorative paint products that includes exterior & interior emulsions, acrylic distempers, water based & solvent primers, synthetic & GP enamel, wood finishes, aluminium paints, textured to designer finishes, strainers, P.U. Wood Finishes and Metallic Finishes.

Commenting on the occasion, Mr. Satish Kumar Agarwal, Chairman, Kamdhenu Group, said: "The listing of Kamdhenu Ventures Limited (Kamdhenu Paints) marks the beginning of a new chapter in the company's history. The demerger activity will help streamline business initiatives of the group and create shareholder value.

With a wide presence and substantial network across India, the Company aims to strengthen its foothold in the paint industry. For FY22, paints revenue stood at Rs. 241 crore and is expected to reach a turnover of Rs. 1,000 crore in next five years on account of increased discretionary spend, urbanisation and positive macro tailwinds.

To enhance Pan India foothold, the company will be aggressively spending on advertising and promotions, focus on urban markets through institutional sales and enhanced sales penetration in the Southern market.

Also, I would like to thank all our stakeholders including employees and customers for their continued trust and support."

About Kamdhenu Ventures Limited

Established in 2008, Kamdhenu Paints, one of the leading manufacturer of decorative paints, having over 4,000 dealers associated with the Company. Kamdhenu Paints has a wide range of decorative paint products that includes exterior & interior emulsions, acrylic distempers, water based & solvent primers, synthetic & GP enamel, wood finishes, aluminium paints, textured to designer finishes, strainers, P.U. Wood Finishes and Metallic Finishes.

With renewed focus on premium products, innovative ideas and rewarding schemes along with refreshed branding & advertisement campaign, Kamdhenu plans to increase its share of premium products. The Company has 1,300+ active tinting machines installed at dealer outlets to make wide range of shades by mixing colorant from computerized tinting machine with the paint bases.

The Company has prominence in Tier I, II & III Cities through its 33 Sales Depots. Kamdhenu Paints also commands a stronghold in the vast rural Indian hinterland. Kamdhenu Paints has a vision to grow through premiumization of portfolio through launch of innovative products and expanding into newer segments, increase capacities through new plants, increasing density of dealer network and by adding new tinting machines across the dealer networks.

About Kamdhenu Limited

Kamdhenu Limited 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, in the retail segment with brand sales turnover of ~Rs. 16,000 crores in FY22. Kamdhenu follows franchisee business model to bring more transparency and dynamism to the operations of the company.

Kamdhenu has committed chain of over 12,500 dealers and distributors in India out of which 8,500 are exclusive for steel business. Kamdhenu being TMT expert has also launched earthquake resistant 'Kamdhenu PAS10000 Steel' and 'Kamdhenu Nxt TMT Bar'. It has been conferred with India Power Brand 2016 & 2019-20, Asia's Most Promising Brand – 2016, World's Best Brand 2015 and 2017-18 among Asia & GCC for Steel as well as Paints. Kamdhenu Ltd. is a ISO 9001:2015 certified company, it is also listed on NSE & BSE.

Safe Harbor

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:

Company: Kamdhenu Ventures Limited



CIN: U51909HR2019PLC089207

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Investor Relations: Strategic Growth Advisors



CIN: U74140MH2010PTC204285

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