

SIRCA PAINTS INDIA LIMITED

(Formerly known as Sircolor Wood Coatings Pvt. Ltd.)

📍 **Regd. office** : Plot No-50, Badli Industrial Area, Phase-2, New Delhi-110042

☎ 011-42083083 / 47533213

✉ info@sircapaints.com 🌐 www.sircapaints.com

CIN NO : L24219DL2006PLC145092



TO,

LISTING DEPARTMENT

NATIONAL STOCK EXCHANGE OF INDIA LTD.

EXCHANGE PLAZA , 5TH FLOOR, PLOT NO. C/1

G-BLOCK, BANDRA-KURLA COMPLEX, BANDRA (E)

MUMBAI – 400051.

SUBJECT: PRESS RELEASE/MEDIA RELEASE

REF: SYMBOL - SIRCA

Dear Sir / Madam,

Please find enclosed press release dated 17th December 2020.

This is for your information and records.

Kindly acknowledge the receipt

Thanks & Regards,

SIRCA PAINTS INDIA LIMITED

(Formerly Known as Sircolor Woods Coating Pvt. Ltd.)

For SIRCA PAINTS INDIA LIMITED
(Formerly known as Sircolor Wood Coatings Pvt. Ltd.)

Chahat Mahajan Company Secretary

M.No: 51255

Company Secretary & Compliance Officer

Date: 17/12/2020

Place: Delhi

Exclusive Agreements with San Marco Group and Durante & Vivan Group

Agreement with San Marco Group SpA

Delhi, December 17, 2020: Sirca Paints India Limited (SPIL) has executed a definitive & exclusive distribution agreement with San Marco Group SpA (San Marco) for their flagship, high-end brand San Marco whose primary offerings include 'Decorative Finishes & Solid Colour Finishes'. SPIL will exclusively market & distribute San Marco products in India through its strong distribution network of more than 1600 nodes.

Commenting on this milestone, **Mr. Apoorv Agarwal, Joint Managing Director** said, *"Being the official partner of such a prestigious brand is a matter of great pride for us, for more than 80 years San Marco has been a point of reference in the Paints & Varnish industry globally, especially in the Special Effects product range where it is a worldwide leader. San Marco will prove to be a very valuable addition to our Wall Paints product category, and aid to the vertical integration of our product kitty."*

About San Marco Group: San Marco is an established 80-year-old leader in the Italian paints and varnishes market. The Group, which is headquartered in Marcon (Venice) has 9 production facilities, 7 brands, presence in 100+ countries and more than €80 million in turnover.

[Corporate Website](#)

Agreement with Durante & Vivan SpA

Delhi, December 17, 2020: Sirca Paints India Limited (SPIL) has executed a definitive & exclusive distribution & manufacturing agreement with Durante & Vivan SpA (Pordenone) for their 'Adhesives Product Range' that find application in furniture, woodworking, paper, and PVC industry. In the first-phase of launching Durante & Vivan, beginning Q4FY2021, the Company will focus on Industrial Adhesives range through its strong OEM clientele of ~300 loyal customers. In second-phase of the launch, the Company will add Retail product categories most commonly referred to as 'White Glue' that will be manufactured in India in Technical Collaboration with Durante & Vivan SpA, and distributed through our existing distribution network.

Commenting on this milestone, **Mr. Sanjay Agarwal, Chairman and Managing Director** said, *"We are extremely excited to announce the launch of Durante & Vivan in India, this is a further addition and strengthening of our long-standing relationship with the [Durante Group](#) with whom we have been working on creating a market for Italian Wood Coatings in India (through Sirca) for close to two decades now. We see a very big opportunity in the Indian Adhesives market, and are very confident of the partner we have chosen for this journey, Durante & Vivan's strong commitment to the values of quality and the promise of 'Made in Italy' make it a formidable brand."*

About Durante Vivan Group: The Durante Group, founded and managed by brothers Tarcisio and Luigi Durante, includes four specialist businesses: Durante & Vivan specializing in adhesives for various uses, Sirca and Polistuc specializing in wood paints, metal paints and resins, and Technogel specializing in coloured pastes, gelcoat, and putties. The Group is a major player with a turnover exceeding €160 million, 370 employees and a presence in more than 60 countries.

[Corporate Website](#)

About Sirca Paints India Limited: Sirca Paints India Limited was incorporated in 2006 based out of Delhi. The company has emerged as a premium wood finish brand, which commands the highest market share in the Northern-India market. The company has an exclusive tie-up with Sirca SpA (Italy) for manufacturing and distributing rights of Sirca products in India, Nepal, Bangladesh, Sri Lanka. The company has recently commissioned its manufacturing facility for NC, PU, and melamine products.

[Corporate Website](#)

For further information, please contact:

Mr. Chahat Mahajan

CS, Sirca Paints India Limited

Email: cs@sircapaints.com

Mr. Sayam Pokharna

IR, The Investment Lab

Email: sayam@theinvestmentlab.in

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward- looking statements. Sirca Paints India Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.