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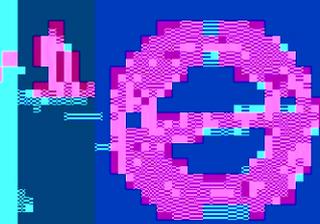
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HIL Limited

Hyderabad, December 22, 2017

HIL commences commercial production of Non Asbestos Roofing Sheets (Green Roofing Solution) under the brand “Charminar Fortune” at Kondapalli Plant, Andhra Pradesh

HIL Ltd (BSE: HIL), flagship company of the C K Birla Group, leader in the Building Material space in India announced the commencement of commercial production of Non Asbestos Roofing Sheets (Green Roofing Solution) under the brand “Charminar Fortune”. It is being manufactured at Kondapalli Plant, Andhra Pradesh with effect from 21st December 2017. The Kondapalli Plant has the capacity to manufacture 33,600 MT PA.

“Charminar Fortune” is a new addition to the Company’s Roofing products; it is Asbestos free and marketed under the brand “Charminar”, one of the most trusted names for building products in the Country for its roofing sheets. It has excellent load bearing capacity, thermal resistance, sound proofing, fire resistance and a life of many decades. This advanced research-based, green roofing solution has been developed in-house by HIL.

The Company’s other key expansion project, the greenfield plant for pipes and fittings at Golan, near Surat, is progressing as per plan and expected to be commercialised by April 2018.

HIL has placed strong emphasis on value accretive growth investments. With these announced projects, the Company expects to continue on its profitable growth momentum.

Mr. Dhirup Roy Choudhary, Managing Director & CEO at HIL said, “

Outlook

HIL is looking at a sustained growth-driven model. Sales momentum is reviving on the back of optimised distribution and stronger marketing in the key roofing business, where Charminar retains leadership stance. Contribution from an augmented portfolio in Pipes & Fittings is expected to flow in progressively with the commissioning of additional capacities. With a solutions-centric approach the building solutions business can be scaled up across existing relationships/markets and add further visibility to revenues.

Initiatives taken to streamline costs and to enhance productivities will deliver leverage to margin growth.

– ENDS –

About HIL Ltd.

Founded in 1946 and having completed 70 glorious years HIL Limited is an integral part of a burgeoning marketplace. It is the flagship company of the C K Birla Group, which is a growing US\$1.8 billion conglomerate with diversified interests. With over 20,000 employees, 24 manufacturing facilities and numerous patents and awards, the Group's businesses operate in five continents.

Today, HIL is the acknowledged leader in the Building Material space in India. HIL has been honoured with the title of "Asia's Most Trusted Building Material Company for 2016 by IBC INFOMEDIA. HIL also holds the SuperBrand title and ranks amongst the top 20% of all other SuperBrands across all categories in India.

HIL manufactures a comprehensive range of products. Its Charminar brand is an established market leader in roofing solutions. HYSIL, an industrial thermal insulation is used in a range of applications in energy-intensive industries. Birla Aerocon, provides Green Building Solutions that includes Dry Walling, Wet Walling and Plumbing solution. These are easy to install, energy efficient along with being superior in quality.

HIL's strength lies in its state-of-the-art manufacturing facilities, an unmatched distribution network, and diligent customer care. HIL exports its products and machinery worldwide. The company is committed to support and provide environment-friendly products by following green and safe practices. With reference to the health surveillance records of our employees, HIL can safely claim that our AC sheets do not pose a health hazard to its workers, people who live under them, and the general population at large.

In its quest for excellence, HIL has developed a world-class R&D facility with a team of highly qualified and dedicated professionals to develop and refresh technologies and processes continuously redefining industry standards leading to solutions that are enriched, cost-effective and environmentally friendly.

HIL has surged ahead with a deep commitment to re-greening the world: it has adopted a unique "five-way green" philosophy to ensure that our products and processes are environmentally friendly from end-to-end. Over 30% of our energy needs are met from renewable sources. The company sources green raw materials with a low carbon footprint and processes them using green manufacturing that produces least effluents, byproducts and emissions. Finally, our end products are green, recyclable and have minimal environmental impact.

HIL is truly dedicated to providing smart choices that ensure environmentally sustainable Solutions. With HIL we can explore a world of possibilities in building our dreams for a greener and safer tomorrow.

For further information on the Company, please visit www.hil.in

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