

(L-R) Ms. Heena Chheda, Mr. Jayant Chheda, Mr. Akshay Kumar, Mr. Parag Chheda, Mr. Vipul Chheda



Prince Pipes and Fittings Limited (Prince Pipes) is delighted to announce the appointment of Bollywood actor Akshay Kumar as its brand ambassador for Prince Piping Systems, one of its two brands. Prince Pipes is one of the leading polymer pipes and fittings manufacturers in India in terms of production capacity, number of distributors, and number and variety of products manufactured. With an array of piping solutions used for varied applications in plumbing, irrigation, and sewage disposal and a range of 8400+ SKUs, Prince Pipes is striving to ensure a future for our nation through zero defect product offerings.

Akshay Kumar's passion to amplify relevant social messages through his films makes him an ideal icon not just for the community of plumbers but also end users. Prince Pipes believes that Akshay's new brand campaign will help Prince Pipes to reach deep pockets of rural India.

According to Mr. Parag Chheda, Executive Director, **“Prince Pipes and Fittings Limited’s partnership with Akshay will only strengthen our resolve to capitalize on our success. Through this campaign, I believe that we will achieve and even surpass the goals we have set for the brand.”**

On the association, superstar Akshay Kumar said, **“Prince Pipes and Fittings Limited has been a name that India trusts and its vision of a Zero Defect India resonates with my efforts to work towards a better future for India. It’s an association I’m proud of and I look forward to a fruitful partnership.”**

About Prince Pipes and Fittings Limited

Prince Pipes and Fittings Limited is one of the leading polymer pipes and fittings manufacturers in India in terms of production capacity, number of distributors, and number and variety of products manufactured. It markets its products under two brand names: Prince Piping Systems; and Trubore Piping Systems. Due to its comprehensive product range, the company is positioned as an end-to-end polymer piping systems solution provider. It has more than 30 years' experience in manufacturing polymer pipes and more than 20 years' experience in manufacturing fittings. The company currently manufacture polymer pipes and fittings using four different polymers: UPVC; CPVC; PPR; and PP. As at December 31, 2017, the company had a product range of 8,420 SKUs. The company's products are used for varied applications in plumbing, irrigation, and sewage disposal. Its product range meets the requirements of both the rural and urban markets.

Prince Pipes and Fittings Limited proposes, subject to applicable statutory and regulatory requirements, receipt of requisite approvals, market conditions and other considerations to make an initial public offering of its equity shares in India and has filed a draft red herring prospectus with SEBI on September 27, 2017 (“DRHP”). The DRHP is available on the websites of SEBI at www.sebi.gov.in, BSE Limited at www.bseindia.com, National Stock Exchange of India Limited at www.nseindia.com, respectively, and is available at the respective websites of the book running lead managers at www.jmfl.com and www.edelweissfin.com. Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, please see the section entitled “Risk Factors” beginning on page 15 of the DRHP. Potential investors should not rely on the DRHP filed with SEBI for making any investment decision.

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from the company and that will contain detailed information about the company and management, as well as financial statements.

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