

## **HIL Limited is now BirlaNu Limited**

**Delhi, 24th March 2025, HIL Limited**, a part of the USD 3 billion CK Birla Group, announced it has rebranded to **BirlaNu Limited**. This reflects the company's ambitious growth strategy and its commitment to delivering world class products and services across the building products space. The company has 32 manufacturing facilities across India and Europe, with customers and partners in over 80 countries.

**Avanti Birla, President, BirlaNu**, said, "Our new identity, BirlaNu reflects who we are at our core—a company who is always pushing forward. We're in this business because we believe in quality, innovation and making things that last. The people we serve—homeowners, builders, and designers—are at the heart of everything we do. Whether it's creating better materials, improving sustainability, or bringing fresh ideas to construction, we're here crafting innovative buildings and structures that stand the test of time."

**Akshat Seth, Managing Director and CEO, BirlaNu** said, "Our focus has always been on delivering high-quality, sustainable building materials: pipes, construction chemicals, putty, roofs, walls and floors that meet the needs of modern construction. We're making big moves to back that up. We've introduced Organic Based Stabilizers (OBS) in UPVC pipe manufacturing: an industry first in India, eliminating heavy metals. We've doubled our AAC block capacity in Chennai to 4 lakh cubic meters per year, making it one of the country's largest facilities. And marking our expansion into the home and interiors space, we intend to bring our global premium flooring brand Parador to India."

With integrity, collaboration and excellence at its core, BirlaNu is set to redefine industry benchmarks and drive meaningful impact. BirlaNu is more than just a name—it represents a renewed purpose and commitment to being a trusted partner in building the future purpose. As the world evolves, BirlaNu remains committed to shaping spaces where life unfolds and inspiring beautiful, lasting design.

## **About BirlaNu**

BirlaNu (formerly HIL Limited), part of the USD 3 bn CK Birla Group, is a home and building product and services company.

We serve homeowners, builders and designers with sustainable, innovative solutions across pipes, construction chemicals, putty, roofs, walls and floors, featuring brands like BirlaNuLeakproof Pipes, BirlaNu Construction Chemicals, BirlaNuTruColour Putty, Charminar, BirlaNu Aerocon and Parador.

With 32 manufacturing facilities in India, Germany and Austria, innovation centers in India & Germany and a market presence in over 80 countries, we adhere to the highest global quality standards, holding certifications such as GreenPro, IGBC, PEFC, Blue Angel and EPD. Our products are integral to commercial, healthcare, hospitality, residential and infrastructure projects worldwide.

Powered by over 5000 employees and a strong partner ecosystem, BirlaNu is recognized as one of India's best companies to work For (Great Place to Work®) and has won Iconic Brand, Asia's Most Trusted Brand and Super Brand awards.

## **About the CK Birla Group**

The CK Birla Group, with a revenue of over US \$3 billion, is an Indian multinational conglomerate. With over 35,000 employees, the group operates 52 manufacturing facilities across India and the world, with a presence in diverse sectors including technology, automotive, home and building and healthcare.

The CK Birla Group companies include Birlasoft Limited, GMMCO Limited, National Engineering Industries Limited (manufacturer of NBC Bearings), Orient Cement Limited,

BirlaNu Limited, Orient Electric Limited, CK Birla Healthcare Private Limited (CK Birla Hospitals and Birla Fertility & IVF), Orient Paper & Industries Limited, AVTEC Limited and Neosym Industry Limited.

Our companies share a common purpose of serving customers, partners and communities to create long term value through trust based relationships.