VIR LAMINATE
design your lifestyle

RDL/BSE/098/2015-16
Date: 24.11.2015

To,
Dept. of Corporate Services
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001

BSE Equity Script Code 533470

Dear Sir,

Sub.: Submission under Clause 36 of the Listing Agreement

We are enclosing herewith a copy of the Article being published by the Times of India Ahmedabad Times edition of today. As per oral communication with them, the article may also be published by the Times of India newspaper in other editions of Gujarat.

This is for your information please.

Thanking you,

Yours Faithfully,
For Rushil Decor Limited

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Encl.: as above

Enhance every corner with durable laminates

One of the most attractive features of a home is the elegant blend of dÉcor and furnishing. But what makes this amalgamation stronger and durable is the use of lamination. With the increasing demand of modern day dÉcor, the demand of lamination has also increased. Keeping this very trend in mind and giving their valued customers the best laminates available in the market is Rushil DÉcor, popularly known as Vir Laminates. The company has been awarded with ISO 9001:2000 for quality assured, ISO 18001:1999 for health and safety and ISO14001:2004 for environmental system for all the units. The company believes in constantly evolving with time, hence has a sole division that takes care of their research and development process. Bollywood actress Sridevi has also been the brand ambassador for Vir Laminate.

Rushil DÉcor, one of the largest growing companies in the business of manufacturing decorative laminate sheets, MDF boards and prelam boards, was incorporated on May 24, 1993. Their promoters have been associated with laminated production for more than two decades. Today, the company has successfully carved its niche as one of the modern state-of-art manufacturers of decorative laminated sheets and MDF board with a network of branches, distributors and dealers across globe. Presently the company accounts for the combined installed capacity of more than 48 lakh sheets per annum.

Krupesh Ghanshyambhai Thakkar, managing director, Rushil DÉcor has over a decade of experience in trading and manufacture of plywood, laminates and allied products. He has been honored with "Rajiv Gandhi Shiromani Award" and "Indira Gandhi Shadbhavna Award" in 2007, for his outstanding achievements in this field. He is also associated with Indian Laminate manufacturing association & Association of Panel board manufacturers. Currently he is the President of both these bodies, and is a representative of both these bodies when asserting an issue to the Government.

The company's laminate sheet manufacturing units in Gujarat have sufficient raw materials enabling them to cover Gujarat along with other Western and global markets. Their MDF board manufacturing unit in Chikamagaluru, Karnataka, provides a huge amount of raw material. Rushil DÉcor, became a public limited company in 2007. The Ahmedabad based company is fast emerging on the global map and becoming a hub for industrial manufacturing for laminates, and is carrying forward the 'Make in India' initiative.

After achieving tremendous success in many markets, the company is now looking to expand in the global and never-before-chartered arenas; and is the company's vision and long term goals. Also they will be creating new production facilities for the same segment via backward integration. Their vision also includes exporting to 40 more countries including Africa and SAARC countries.

The company targets to achieve a turnover of ₹ 300 crore from that of ₹ 275 crore. The company has grown tremendously at a pace of 10% each year. Looking at the data published in the quarterly results, analysts are foreseeing future profitability of the company increased by reduction in financial cost each year because of long term debt repayment and adding depreciation and deferred tax liability amount two years down the line it will be doubled as compared to current year results.

The company has also taken part in exhibitions overseas Viz., Fimma, Brazil–2015, Interzum, Germany–2015, Sri Lanka Woods Expo, Sri Lanka–2015 while nationally the company has participated in Acetech, Mumbai Delhi woods, Delhi, and India woods, Bengaluru.

Krupesh Ghanshyambhai Thakkar

THE GROWTH

- Today, it exports 60% of its manufactured products.
- In 1994, the company received maiden export order from Bangladesh.
- From 2006 to 2013, every year the company has a record of declaring dividends of ₹ 0.5 to ₹ 1 to its shareholders, which in itself speaks of the progress and consistency that the company has displayed.
- In the year 2011, the company's shares got listed with BSE & NSE.
- It appears that in coming year the company, in long term debt, will be saving ₹ 2 crores of interest PA
- The company is expected to be debt free in coming years

USP OF COMPANY

- 2105 Certificate of compliance (CE) issued by UK Certification & Inspection Limited
- Rushil has mastery in the production of Rushil Kitchen Door, known as RKD.

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Pic for representational purpose only