

1) B S E Limited
Floor 1, 'Phiroze JeeJeebhoy Towers'
Dalal Street
Mumbai - 400 001

2) The Listing Department
National Stock Exchange of India Ltd.
"Exchange Plaza",
Bandra-Kurla Complex, Bandra (E)
MUMBAI - 400 051

Dear Sir's

Sub: Nippo' has entered the list of India's 1,000 most desired consumer brand 2021 compiled by TRA.

We wish to inform that Nippo Brand, ranked 367th makes an entry in the list of India's 1,000 most desired consumer brands 2021 by TRA.

A brief note is enclosed for dissemination in the stock exchange.

This is for your information and records.

Thanking you.

Yours faithfully,
For Indo National Limited



J. Srinivasan
Company Secretary

Encl: as above

Indo-National Ltd

The 'NIPPO' brand, ranked 367th, makes an entry in the list of India's 1,000 most desired consumer brands 2021 by TRA

The sharp improvement in brand salience has been driven by the diverse marketing initiatives undertaken to spread brand awareness

Chennai, December 10, 2021: Indo-National Ltd. (INL) is a leading consumer goods company with a portfolio comprising dry-cell batteries, Flash lights, LED lights, Mosquito bats, and electrical accessories. Through its subsidiaries and step-down joint ventures, it has also emerged as a global supplier of composites to the railway, aerospace, and defense industries.

INL's Consumer Products brand 'Nippo' has entered the list of India's 1,000 most desired consumer brand 2021 compiled by TRA list with a ranking of 367. Further insights into the Brand Assessment indicated:

1. Brand desirability has increased significantly and has moved ahead of 'brand usage' which indicates that consumers wish to use Nippo's products even though they are not using presently.
2. There has been efficient and effective transference of message from brand to consumer to increase desirability. Consumers have indicated that they connect the 'Nippo' brand with Attributes such as 'Creativity', 'Trust' and 'Relevant Utility'.
3. The brand has been able to develop appeal in key buckets like millennials (Age Group 25-40 Years) while being favourably perceived by categories of mid-income and above. Further, there is a fairly even split across genders with the brand appealing to both male and females.

TRA (*formerly Trust Research Advisory*), incorporated in 2010, is a Brand Intelligence and Data Insights Company dedicated to understand and analyze stakeholder behavior through 2 globally acclaimed, proprietary matrices of Brand Trust and Brand Attractiveness. TRA conducts primary research with consumers and stakeholders to assist brands with their business decisions based on deep insights on Consumer Behavior. TRA's reports are a result of syndicated primary research on Brand Trust and Brand Attractiveness that generates more than 27.5 million data-points every year across 15,000 unique brands from over 32,000 hours of fieldwork conducted in 16 cities in India.

Commenting on the development, **Mr. M. Subramanyam – President, Indo-National Ltd.**, said:

"We are delighted to mark an entry in the Top 1,000 most desired consumer brands in India. The ranking validates the wide awareness and desirability of our 'Nippo' brand which enjoys a rich legacy having served discerning consumers in India for over four decades now.

In recent years, we have widened our portfolio of consumer products and the initiatives undertaken to market this wider portfolio under our flagship B2C 'Nippo' brand are clearly resonating well with consumers. With a well-established 'brick-and-mortar' footprint that is

increasing steadily, we are focussed on increasing penetration through online channels as well. This ranking and the report gives us immense confidence that the reliability and desirability of our brand will reflect in greater demand for our products.”

- ENDS -

About Indo-National Limited

Indo-National Ltd. (formerly, Nippo Batteries Company Ltd.) is a leading manufacturer of dry-cell batteries in India. Headquartered in Chennai, it is the second-largest player in the industry, with capacity of 80 crore batteries per annum and a market share over 30%. Leveraging on its established distribution network comprising of depots, distributors, supported by wholesale and retail outlets, the Company also offers Flashlights (torches), LED lights, Mosquito bats and emergency power back-up products.

INL was Incorporated in 1972 as a joint venture (JV) between the late Mr. P Obul Reddy and Panasonic Corporation (leading Japanese electronics company, which subsequently exited the JV in 2012). It has a dry-cell battery manufacturing facility located in Tada Kandriga Village, Nellore (A.P) and has also set up a 4.6 megawatt solar power plant in Polepally village, Telangana.

INL holds a 51% stake in Kineco Ltd., which manufactures composites for Railways, aerospace, and defence. Kineco holds a 51% stake in Kineco Kaman Composites Pvt Ltd which is a joint venture with Kaman Aerospace Group, USA, to manufacture advanced composites for the medical, aerospace and telecom industries. Kineco also holds a 45% stake in Kineco Exel Composite India Private Ltd., a JV with Exel Composites Oyj (listed on the Helsinki Nasdaq).

INL is listed on the BSE and NSE in India with stock code ‘504058’ and ‘NIPPOBATRY’ respectively. It enjoys high credit ratings of ‘A1’ for short-term and long-term ratings by CRISIL.

Corporate Identification No: L31909TN1972PLC006196

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For more information about us, please visit www.nippo.in or contact:

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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. Indo-National Ltd 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.