

BirlaNu expands construction chemicals portfolio with acquisition of Clean Coats for ~Rs 120 crore

National, 07 November 2025 – BirlaNu, part of the multi-billion-dollar CKA Birla Group, has signed an agreement for the acquisition of Clean Coats Private Limited, a leading Indian manufacturer of high-performance coatings and specialized construction chemicals. The strategic move underscores BirlaNu's commitment to scale its construction chemicals business.

Established in 1999, Clean Coats is a pioneer in specialty coatings with a comprehensive portfolio that includes epoxy and polyurethane coatings, anti-corrosion linings, flooring systems, waterproofing, and food-grade protective coatings. The company serves some of the most demanding industrial, oil & gas, and water management projects across India and in more than 27 countries globally. Supported by an in-house R&D and application development centre, Clean Coats combines formulation excellence with on-ground application expertise to deliver tailored surface-protection systems that enhance the longevity, performance, and aesthetics of critical assets.

Avanti Birla, President, BirlaNu, said: "The acquisition of Clean Coats is a strategic step in strengthening BirlaNu's portfolio in specialty construction chemicals and high-performance coatings. This transaction brings together Clean Coats' technical expertise, proven formulations, and export capability with BirlaNu's strong brand presence, market reach, institutional relationships, and execution scale. Together, we will reinforce our leadership in delivering high-performance solutions for complex infrastructure and industrial customers while further building scale and differentiation in the retail segment."

Akshat Seth, Managing Director and CEO, BirlaNu, added: "The acquisition of Clean Coats is a step forward in our commitment to double our portfolio over the next three years, with an investment outlay of over Rs 1,300 crore. We are strengthening BirlaNu's position as a leading, end-to-end provider of building products and solutions, offering innovative and sustainable products that address evolving consumer needs. Clean Coats enables us to reach a broader spectrum of customers across projects and retail channels – from advanced surface technologies to protection, adhesives, admixtures, and waterproofing – under one integrated, specialized construction-chemicals platform. For our shareholders, this transaction offers significant long-term value creation through deeper participation in this fast-growing, high-value segment."



The acquisition further strengthens BirlaNu's vision of reimagining the way India builds through innovation-led, high-performance solutions that meet modern infrastructure and housing needs. With a renewed focus on technology, sustainability, and customer centric design across its portfolio including Pipes, Construction Chemicals, Putty, Roofs, Walls, and Floors, BirlaNu continues to position itself as a future-ready brand creating scalable impact across the value chain, from homes to highways and from individual consumers to institutional projects.

About BirlaNu

BirlaNu (formerly HIL Limited), part of the multi-billion-dollar CKA Birla Group, is a home and building products 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 BirlaNu Leakproof Pipes, BirlaNu Construction Chemicals, BirlaNu TruColour 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 CKA Birla Group

The CKA Birla Group (formerly the CK Birla Group), is an Indian multinational conglomerate with a multi-billion dollar revenue portfolio. With over 35,000 employees, the group operates 50+ manufacturing facilities across India and the world, with a presence in diverse sectors including technology, automotive, home and building and healthcare.

The CKA Birla Group continuously adapts to stay ahead in a changing world. By harnessing technology and investing in people and digital transformation, the Group consistently remains agile and delivers profitable growth. Viewing value creation through a global lens, our companies operate without borders.



The CKA Birla Group companies include Birlasoft Limited, GMMCO Limited, National Engineering Industries Limited (manufacturer of NBC Bearings), BirlaNu Limited (formerly HIL 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.

Our commitment to our community

The CKA Birla Group is also known for its deep-rooted commitment to community. Its contributions include institutions like BIT Mesra, Modern High Schools, BM Birla Science Centre, and The CMRI Trust Hospitals, serving millions and nurturing generations of talent.

Read more about Clean Coats:

www.cleancoats.com

For further details, contact:

varun.bhardwaj@ckabirlagroup.com