

Ref: APCL/SECTL/SE/2026-27/11

June 11, 2026

The BSE Limited Phiroje Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001	National Stock Exchange of India Limited Exchange Plaza, 5th Floor, Plot No. C/1, G-Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051
Scrip Code: 518091	Symbol: APCL

Dear Sir/Madam,

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Transition of Cement Brand

Pursuant to Regulation 30 read with Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), 2015, we wish to inform you that the Board of Directors of the Company vide a resolution passed by way of circulation dated today has approved the gradual transition of the brand of the cement manufactured by the company and its subsidiary, M/s Bhavya Cements Private Limited, from "Anjani" and "Bhavya" brands respectively to "Chettinad" as part of the brand harmonization / brand integration initiative in the Cement vertical at the group level by the parent company, Chettinad Cement Corporation Private Limited.

Anjani Portland Cement Limited ("the Company"), is a subsidiary of Chettinad Cement Corporation Private Limited (CCCPL), which presently holds 75.00% of the Company's equity share capital.

As part of the business integration and brand harmonization initiatives being undertaken in the cement vertical at group level by the holding company, CCCPL, our Company has commenced a phased transition in the branding, marketing and market presentation of certain cement products from the existing "Anjani" brand to the "Chettinad Cement" brand. The transition is being implemented in a gradual and orderly manner in line with business requirements and market conditions. A similar action is also being undertaken by the company's subsidiary, M/s Bhavya Cements Private Limited, for transition of its brand of cement from "Bhavya" to "Chettinad".

This brand transition is expected to result in

- Strengthening of brand equity under a unified and well-established national brand
- Improved market visibility and alignment of sales and distribution channels
- Optimization of marketing and operational efficiencies, and long-term value creation for shareholders and other stakeholders



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- Leverage the wider and established brand recall and integrated business strengths of the Chettinad group

We further confirm that this brand harmonization exercise does not alter the legal identity of Anjani Portland Cement Limited as a listed entity, and that all applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and other applicable laws, rules and regulations, shall continue to be duly complied with.

Further, in continuation to the said transition, Mr. A Narayana Rao, Sr. Vice President – Marketing of the Company by way of internal transfer has been moved to Chettinad Cement Corporation Private Limited.

The above are for your information and record.

Thanking you,

Sincerely yours,

For **Anjani Portland Cement Limited**

Krithika Vijay Karthik
Company Secretary and Compliance Officer