



Date: 12/09/2024

To, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051 NSE Scrip Symbol: INTERARCH	To, BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai- 400001 BSE Scrip Code 544232
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Subject: Intimation/Disclosure of appointment of Public Relations (PR) Agency under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/ Madam,

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and other applicable provisions, we are pleased to intimate that the Company has appointed M/s Adfactors PR Private limited, as the Public Relations (PR) Agency for providing Public Relations services to the Company with effect from 12th September, 2024.

As required under Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the SEBI Circular No. SEBI/HO/CFD/CFDPoD1/P/CIR/2023/123 dated July 13, 2023, details are enclosed as “Annexure”.

We request you to take the same on records.

Thanking You,

For INTERARCH BUILDING PRODUCTS LIMITED

NIDHI GOEL
Company Secretary & Compliance Officer
Membership No.A19279

INTERARCH BUILDING PRODUCTS LIMITED

(Formerly known as Interarch Building Products Private Limited)

Corporate Office : B-30, Sector 57, Noida - 201301, India.

Tel.: +91 120 4170200, CIN: U45201DL1983PLC017029



BUILDING
INNOVATORS

Registered Office: Farm No-8, Khasra No. 56/23/2, Dera Mandi Road, Mandi Village, Tehsil Mehrauli, New Delhi - 110047, India.

info@interarchbuildings.com www.interarchbuildings.com



As per SEBI Master Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 details to be provided while disclosing events given in part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are as under

S.NO	Particulars	Details
1.	Name(s) of parties with whom the agreement is entered;	M/s Adfactors PR Private limited
2	Purpose of entering into the agreement;	For the purpose of managing Public Relation activities of the Company
3	Shareholding, if any, in the entity with whom the agreement is executed	NA
4	Significant terms of the agreement (in brief) special right like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc;	Adfactors PR will help develop a target media universe and develop national media lists and also provide A strategic approach, delivered through a thought-through, detailed quarterly plan with clear roadmap of key initiatives, themes and measurement. Consistent outreach to key opinion influencers around companies strategic initiatives, Amplification of all relevant PR initiatives in online media, Leveraging digital media platforms to communicate key initiatives and develop a communication program to highlight the management views and impact on the Indian manufacturing eco-system, Reporting Weekly and monthly activity tracking from the agency to be a key metric to measure outputs and momentum of the campaign, Daily tracking of news on Interarch Building Products Limited.
5	Whether the said parties are related to promoter/promoter group/group companies in any manner. If yes, nature of relationship;	NA
6	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length"	NA
7	In case of issuance of shares to the parties, details of issue price, class of shares issued;	NA



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8	Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.;	NA
9	In case of termination or amendment of agreement, listed entity shall disclose additional details to the stock exchange(s): a) name of parties to the agreement; b) nature of the agreement; c) date of execution of the agreement; d) details of amendment and impact thereof or reasons of termination and impact thereof;	NA



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