

**Date: 23<sup>rd</sup> March, 2026**

To,

|   |  |
|---|--|
| <p>The Manager - DCS<br/><b>BSE Limited</b><br/>Phiroze Jeejeebhoy Towers,<br/>Dalal Street, Mumbai – 400 001<br/><b>Scrip Code: 544519</b></p> | <p>The Manager - Listing Department<br/><b>National Stock Exchange of India Ltd.</b><br/>Exchange Plaza, Bandra-Kurla Complex,<br/>Bandra (East), Mumbai- 400051<br/><b>Symbol: EUROPRATIK</b></p> |
|---|--|

Dear Sir / Ma'am,

**ISIN: INE198501012**

Dear Sir / Ma'am,

**Sub: Intimation of Investor Presentation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclosed herewith investor presentation relating to acquisition of Chawla Brothers.

Kindly take the above in your record.

Thanking you,

Yours faithfully,

**For Euro Pratik Sales Limited**


**Shruti Kuldeep Shukla**  
**Company Secretary & Compliance Officer**  
**Encl: As stated above**

**EURO PRATIK SALES LIMITED**

(FORMERLY KNOWN AS "EURO PRATIK SALES PVT. LTD..")

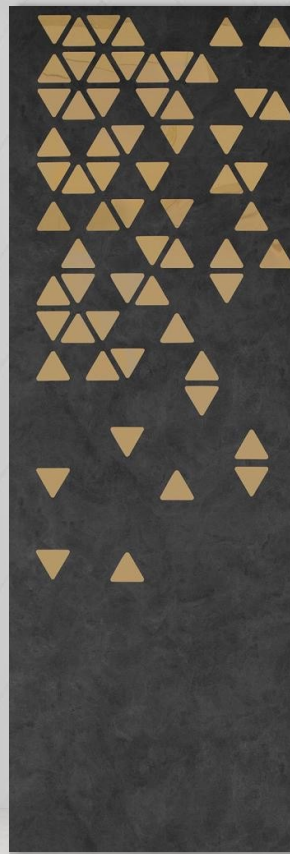
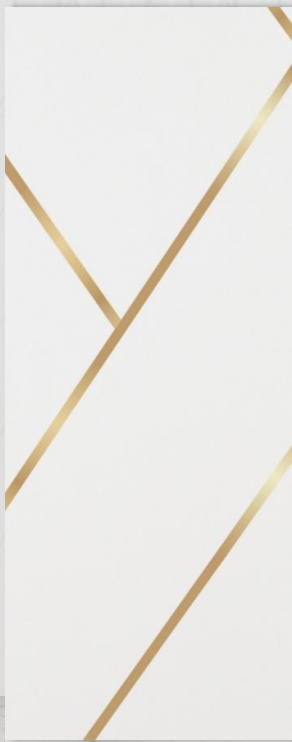
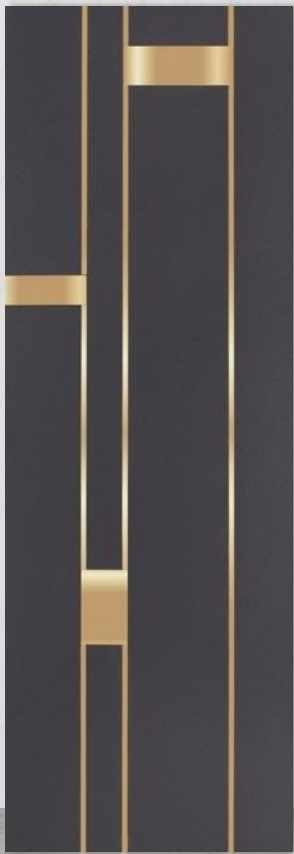
+91-22-3513 1076  [INFO@EUROPRATIK.COM](mailto:INFO@EUROPRATIK.COM)

**CIN-L74110MH2010PLC199072**

 601-602, 6TH FLOOR, PENINSULA HEIGHTS, C D BARFIWALA LANE, ANDHERI (WEST), MUMBAI CITY, MUMBAI-400 058. MAHARASHTRA, INDIA.  
[INFO@EUROPRATIK.COM](mailto:INFO@EUROPRATIK.COM)

**EURO PRATIK**  
An Opus of Products

**CHAWLA BROTHERS**  
Kamariya - Varnas - Surfaces  
Since 1978



**Acquisition of 51% stake in Chawla Brothers**

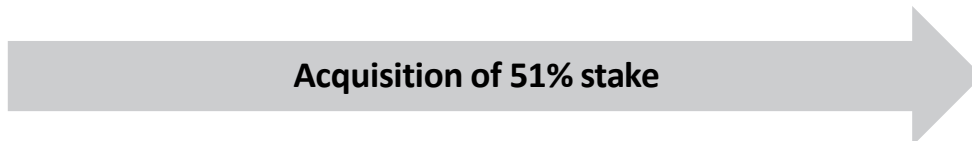
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# Acquisition Snapshot



## Financials

Projected Revenue: ₹ ~80 crs in FY27

## Purchase Consideration

₹ 33.2 crs which includes capital infusion of ₹ 4.1 crs in the firm

## Funding

Internal Accrual

## Transaction Outer Date of Closure

31st March 2026

# Euro Pratik Sales Limited - At a Glance



*Euro Pratik provides high-quality, eco-friendly alternatives to traditional wall décor products like wallpaper, wood, and paint. We operate as a leading seller and marketer in the decorative wall panel and laminate industry.*



**\*15.87%  
Market Share**

Leader in Organized Decorative  
Wall Panels Industry



**Low Leverage  
Company**



**1000+**  
Designs Launched Every Year



**30+ Product Categories  
& 3,000+ Designs**

Eco-friendly, pre-finished and  
ready-to-use portfolio



**From India: 99.6%  
Outside India: 0.4%**

Sales Contribution



**Euro Pratik and Gloirio**

Premium brands targeting upper-middle  
and luxury segments



Distribution network in **138** cities & **188**  
Distributors across **25** States & **6** Union  
Territories



**184,162.50**  
square feet of Operational Warehouses  
located strategically across Bhiwandi,  
Chennai, Delhi, and Bangalore



**Fixed Asset-light model** with **36+**  
**contract manufacturers** in India and abroad  
including South Korea, China, United States,  
Romania, Turkey, Indonesia and Portugal

Source: Technopak Report  
Note: \*by revenue in the organized Decorative Wall Panels industry in Fiscal 2023

Investor Presentation






# About Chawla Brothers




# About Chawla Brothers | A Legacy of Trust For Last 5 Decades




*Chawla Brothers, presence in Retail and Wholesale Segment, is a legacy business in decorative surfaces, known for trust, quality, and scale. Under second-generation leadership, the group continues to expand with a strong focus customer service*




**1978**  
Established




**More than 450**  
Dealers network



**7,500 sq.ft.**  
Showrooms- Ludhiana & Jalandhar




**Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir**  
Territory served



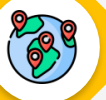
**75**  
Team strength




**50,000 sq. ft.**  
Warehousing



**40-50 visitors/ day**  
Daily footfall



**Jalandhar | Ludhiana**  
Business locations



**Architects, Builders, Contractors, OEM's, End users**  
Customer Segments



# Business Footprints Infrastructure in North India

## CHAWLA BROTHERS – JALANDHAR



Showroom area  
**5,000 sq.ft.**

Warehouse  
**35,000 sq.ft.**

Team strength  
**50**

Daily visitors  
**25-30**

## CHAWLA PANELS – LUDHIANA



Experience centre  
**2,500 sq.ft.**

Warehouse  
**15,000 sq.ft.**

Team strength  
**25**

Daily visitors  
**15-20**





# Comprehensive Product Portfolio Across Interior Solutions



## Plywood

Commercial | Marine | Teak Ply | Structural Panels

## Laminates & Decorative Surfaces

Modern textures, highlighters, designer collections and lit panels

## Acrylic Sheets & UV Surfaces

High-gloss and premium decorative solutions

## Veneers & Decorative Veneers

Premium sheet veneers for architect-led selection

## Boards Range

MDF | HDHMR | PVC Boards

## Edge Bands & Accessories

Edge band tapes and allied interior materials

## Decorative Panels

Charcoal sheets, fluted panels, Stone sheets, Fabric sheets

## Doors

Flush doors and Hdhmr

## Adhesives

Fevicol, HeatX, Fevicol Probond, Eurobond, Sprays

## Frames

Highlighters, mouldings, pvc mouldings

## Façade solutions

Exterior louvers, exterior clay sheets

## Solid Boards

Rubberwood, teak boards

# Marque Clients of Chawla Brothers (1/2)



## Schools



Ivy World Play School, Jalandhar  
VASAL EDUCATION\*

## Universities



## Hospitals



## Hotels



# Marque Clients of Chawla Brothers (2/2)



## Business House



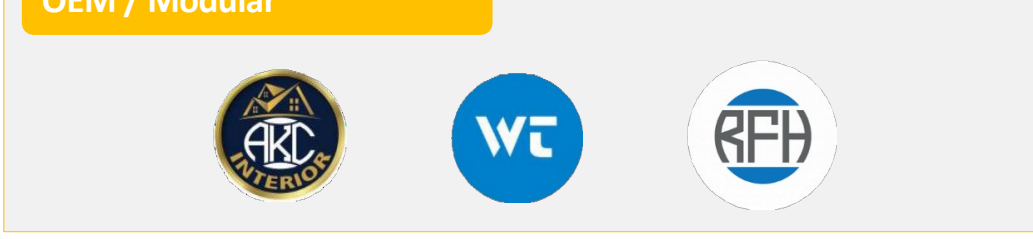
## Builders/ Real estate



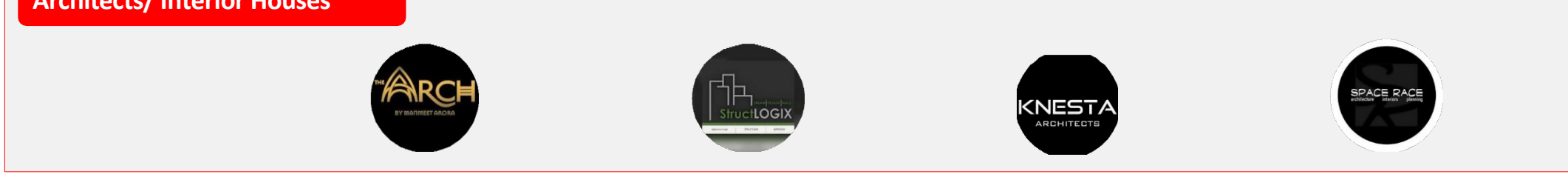
## Banks



## OEM / Modular



## Architects/ Interior Houses



# Strategic Growth Levers Post Acquisition



## Leverage Northern Distribution Network

- Access to an established regional distribution network
- Faster product penetration into underpenetrated northern markets



## Product Portfolio Integration

- Replacing competitive offerings with Euro Pratik's own products
- Push the non-core categories of Euro Pratik such as veneers and laminates etc



## Distribution & Channel Synergies

- Access to a well-established dealer network, across Tier 2/3 towns
- Expands reach across both B2B (wholesale) and B2C (retail) channels
- Improve logistics efficiency through existing infrastructure



## Brand Equity & Market Expertise

- Leverage the strong connect with Architects, builders & Interior designers
- Capitalize the Chawla Brothers' strong regional brand and relationships
- Benefit from deep understanding of local tastes and customer preferences



## Financial Upside

- Potential for margin expansion through product substitution
- Improve top line growth



**COMPANY :**



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Shruti Shukla (Compliance Officer)  
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[www.europratik.com](http://www.europratik.com)

**INVESTOR RELATIONS ADVISORS :**



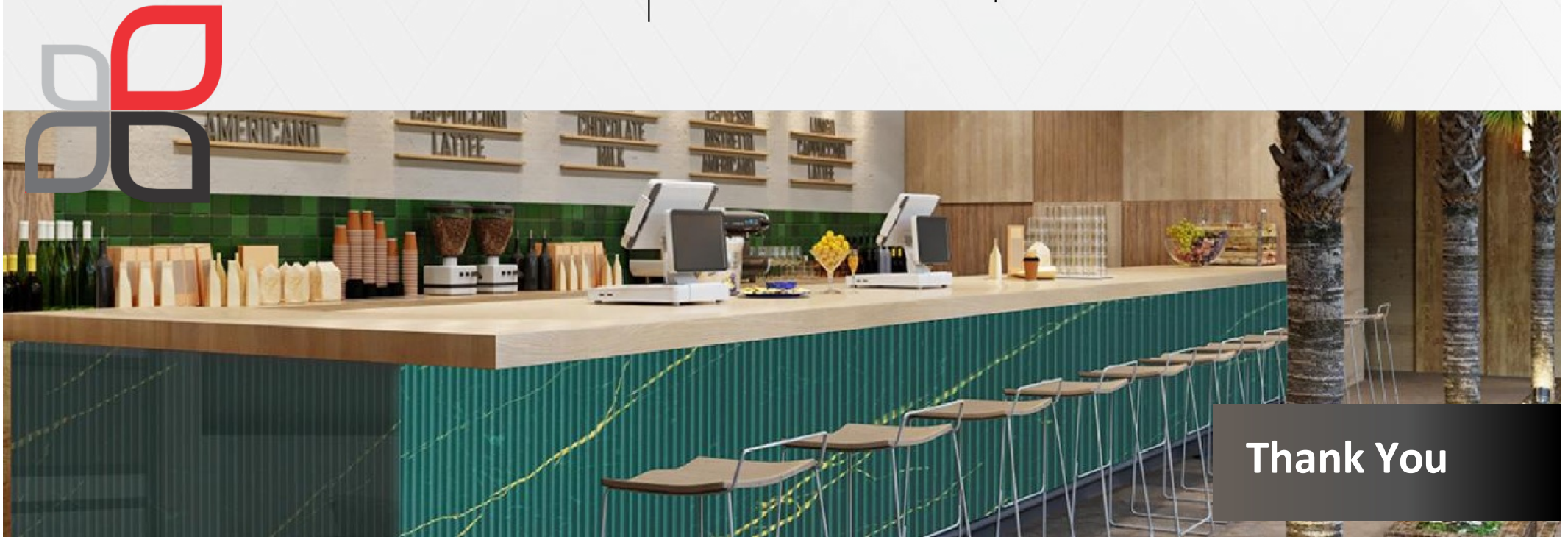
**MUFG Intime India Private Limited**

A part of MUFG Corporate Markets, a division of MUFG Pension & Market Services

**MUFG (Investor Relations)**

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**Thank You**