



Ref. No: HSCL / Stock-Ex/2025-26/44

Date: 18/06/2025

E-mail: monika@himadri.com

Ref: Listing Code: 500184 BSE Limited Department of Corporate Services P. J. Towers, 25 th Floor, Dalal Street, Mumbai - 400 001	Ref: Listing Code: HSCL National Stock Exchange of India Ltd Exchange Plaza, C-1, Block-G Bandra Kurla Complex, Bandra (E) Mumbai - 400 051
---	---

**Sub: Press Release titled “Birla Tyre unveils new Brand along with the Logo and Website,
Marking a New Era of Growth”**

Dear Sir/ Madam,

We are enclosing herewith for your information a copy of Press Release titled “Birla Tyre unveils new Brand along with the Logo and Website, Marking a New Era of Growth.” issued by Himadri Speciality Chemical Ltd (“Company”/ “Strategic Partner”) along with Dalmia Bharat Refractories Limited (“Resolution Applicant”).

You are requested to take same on record.

Thanking You

Yours faithfully,
For Himadri Speciality Chemical Ltd

(Company Secretary &
Compliance Officer)
ACS: 29322

Himadri Speciality Chemical Ltd

(Formerly known as Himadri Chemicals & Industries Limited) CIN: L27106WB1987PLC042756
Regd. Office: 23A, Netaji Subhas Road, 8th Floor, Kolkata – 700 001, India
Corp. Office: 8, India Exchange Place, 2nd Floor, Kolkata – 700 001, India
Tel: 91-33-2230-9953, 2230-4363, Fax: 91-33-2230-9051, Website: www.himadri.com

Birla Tyre unveils new Brand along with the Logo and Website, Marking a New Era of Growth



Kolkata, June 2025: Birla Tyre is proud to unveil the launch of its new brand identity, including a modernized logo and a redesigned corporate website, reflecting the company's renewed direction under its new promoters – a consortium led by Resolution Applicant Dalmia Bharat Refractories Limited (“DBRL”) along with Himadri Speciality Chemical Ltd (“HSCL, Strategic Partner”).

Birla Tyre's new identity represents renewed focus towards excellence and speed and is a significant milestone in Birla Tyre's transformation journey as the new logo that features a custom-designed wordmark symbolising speed and forward motion, paired with a striking tiger mnemonic—Tyger—that embodies power, agility, and leadership. With its vivid Blue and Orange palette, the logo stands as a vibrant expression of trust, optimism, and the brand's unwavering drive to lead. Together, these elements signal Birla Tyre's renewed ambition and its commitment to winning in a rapidly evolving mobility landscape.

Speaking on the occasion, Mr. Anurag Choudhary, Chairman cum Managing Director & CEO of Himadri Speciality Chemical Ltd said: “This rebranding is more than merely a visual transformation; it is a reaffirmation of our dedication to purposeful development and progress.” **Dr. Chandra Narain Maheswari, Whole Time Director & CEO of Dalmia Bharat Refractories Limited further added:** Our new logo encapsulates the essence of Birla Tyre, which is founded on four fundamental pillars: a legacy that motivates boldness, a product line that is prepared for the future, an unwavering commitment to continuous innovation and a oneness with world around us. As this new identity signals Birla Tyre's readiness to meet the evolving needs of the automotive industry with energy, innovation, and purpose.”

The rebranding is part of a broader effort to reposition Birla Tyre as a high-performance, future-ready brand globally. The company is set to roll out integrated marketing campaigns across digital, television, print, and outdoor platforms in the coming months, aimed at strengthening brand recall and connecting with both new-age and long-standing customers.

Backed by strategic clarity, operational restructuring and fresh capital, Birla Tyre is now focused on re-entering key markets, expanding distribution reach, and building a robust product portfolio that aligns with current mobility trends and consumer expectations.

About Birla Tyre:

Birla Tyre has long been one of India's most trusted names in tyre manufacturing, recognized for its quality, durability, and performance across commercial and off-road segments. Now, under the dynamic leadership of its new promoters Birla Tyre is entering a bold new chapter of revival and reinvention. Blending its storied legacy with innovation, fresh capital, and a renewed customer focus, Birla Tyre is poised to deliver cutting-edge, high-performance solutions for the evolving needs of the mobility and automotive sectors, both in India and globally.