

28th June, 2019

The Secretary
BSE Ltd.
Corporate Relationship Dept.,
14th floor, P. J. Tower,
Dalal Street, Fort
Mumbai - 400 001
Stock Code – 500331

The Secretary
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E),
Mumbai - 400 051
Stock Code - PIDILITIND

Sub: Investor Presentation

Dear Sir,

Please find attached Investor presentation.

Thanking You,

Yours faithfully,

For Pidilite Industries Limited


Puneet Bansal
Company Secretary

Encl: as above



Pidilite Industries Limited

Corporate Office

Ramkrishna Mandir Road
Andheri - E, Mumbai 400059, India

Regd. Office

Regent Chambers, 7th Floor
Jamnalal Bajaj Marg
208 Nariman Point
Mumbai 400 021

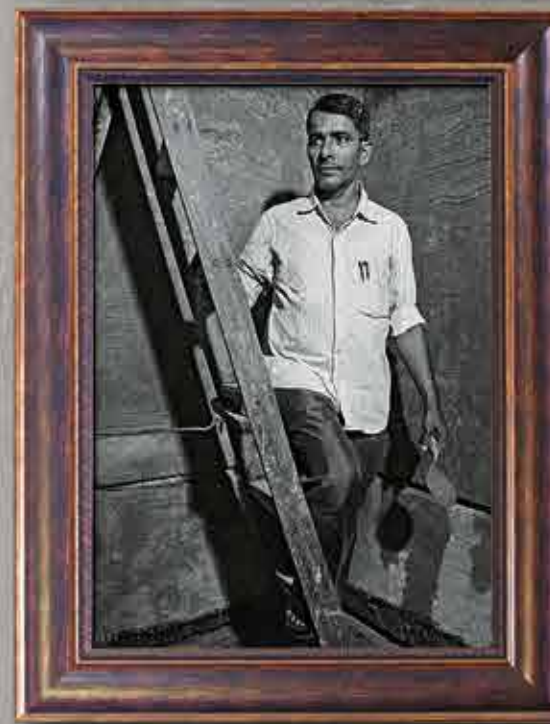
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2835 7952 / 2835 7365

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www.pidilite.com

CIN:L24100MH1969PLC014336



WE ARE
PIDILITE
2019





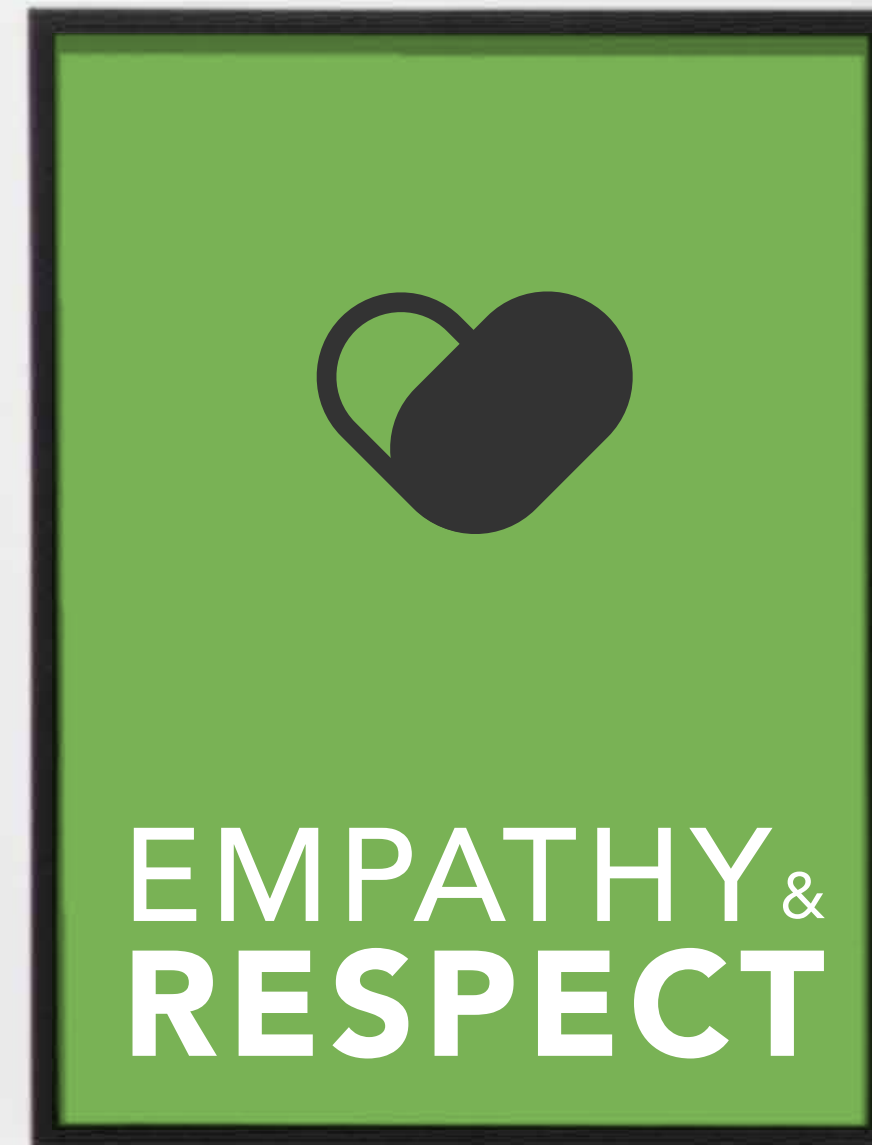
Who
we are

What
we do

How
we win

Together we will create
a high performance,
innovative, Indian multi-national
where it is a **pleasure to work.**

Core Values



Company Overview



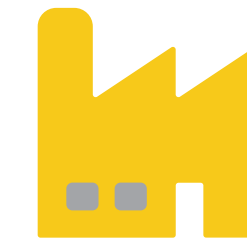
No.1 Adhesives
company in India



>5300
permanent
employees



Operations in
9 countries



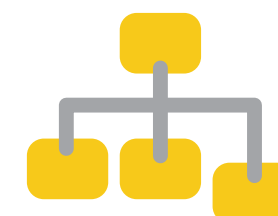
23 Mfg. Plants &
23 Co-Makers
in India



>500
Products



Exporting to
>80 countries



18 International &
9 Domestic
Subsidiaries



8 R&D Centres

Our History

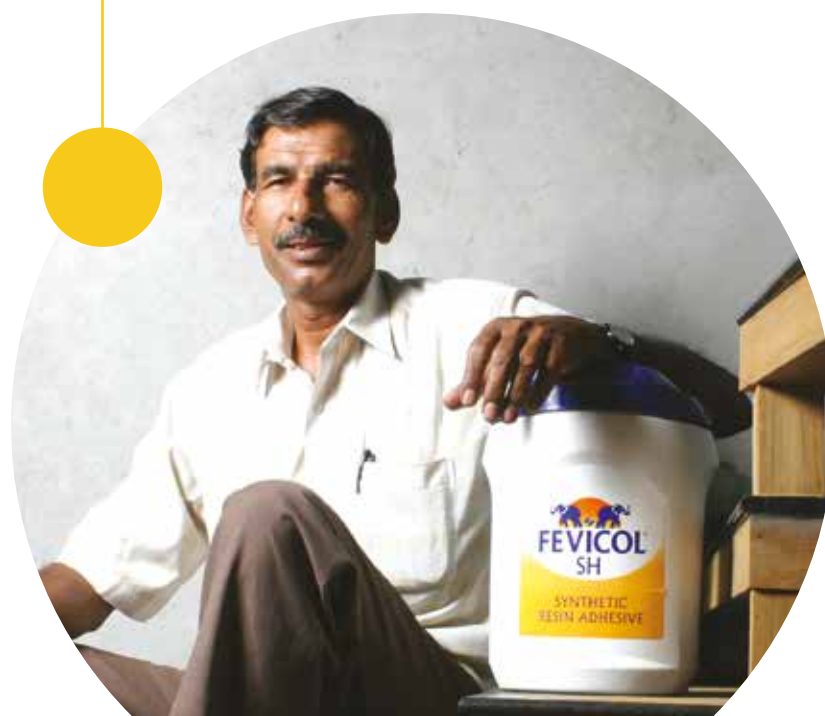


1959

Plants commissioned for Acron brand of Pigment Emulsion and Fevicol brand of Adhesive

1965

Fevicol established as Carpenters' preferred choice



1984

Consumer Products division is born



1993

Pidilite goes public, valued at INR 60 Crs.



2000

M-seal comes on-board. CP-MNT division is established



2001

Dr. Fixit is introduced



2002

The "Bus" ad wins the Silver Lion award at Cannes Lions International Festival of Creativity 2002.

Our History



2004

Pidilite reaches 1000 Cr. mark

Roff brand of Construction Chemicals is acquired



2005

Incorporated "Pidilite Middle East Ltd" in Dubai

Acquired Jupiter Chemicals in Dubai

2013

Incorporated subsidiary company Percept Waterproofing Services Ltd - A waterproofing consultancy & project based service



2015

On April 10th, Mr. Bharat Puri took charge as MD of Pidilite

Took over NINA Constructions

A Waterproofing consultant and Services provider



2016

Pidilite forms JV with Italy's ICA

Awarded the 'Most Promising Company of the Year Award' at the CNBC-TV18, 11th Indian Business Leader Awards (IBLA)

2017 onwards

Acquisition of CIPY Polyurethane Pvt. Ltd. In flooring space

Collaboration with Jowat for Joinery business

Partnership with Stauf Klebstoffwerk to launch commercial flooring business in the GCC region



Who
we are

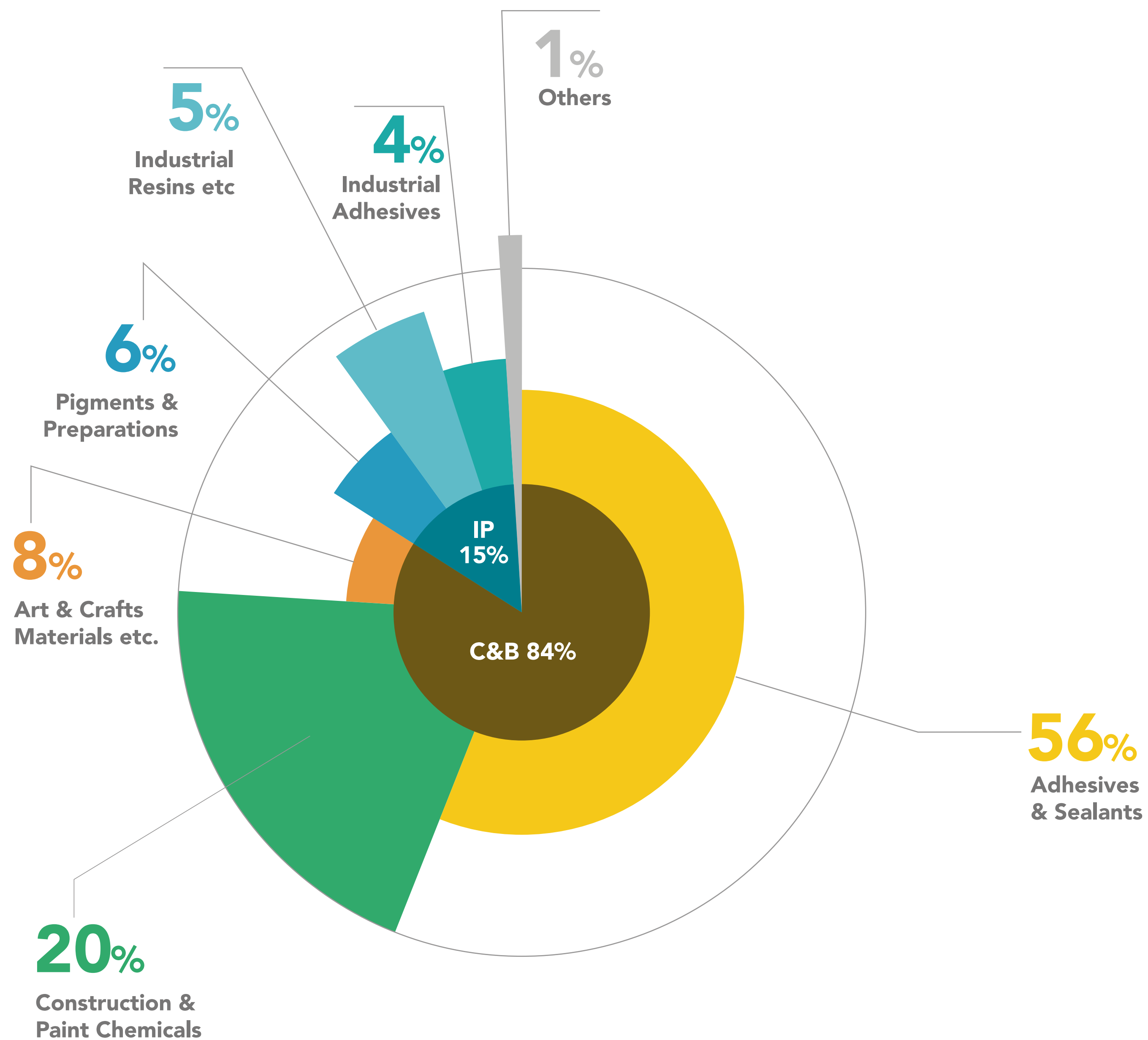
What
we do

How
we win

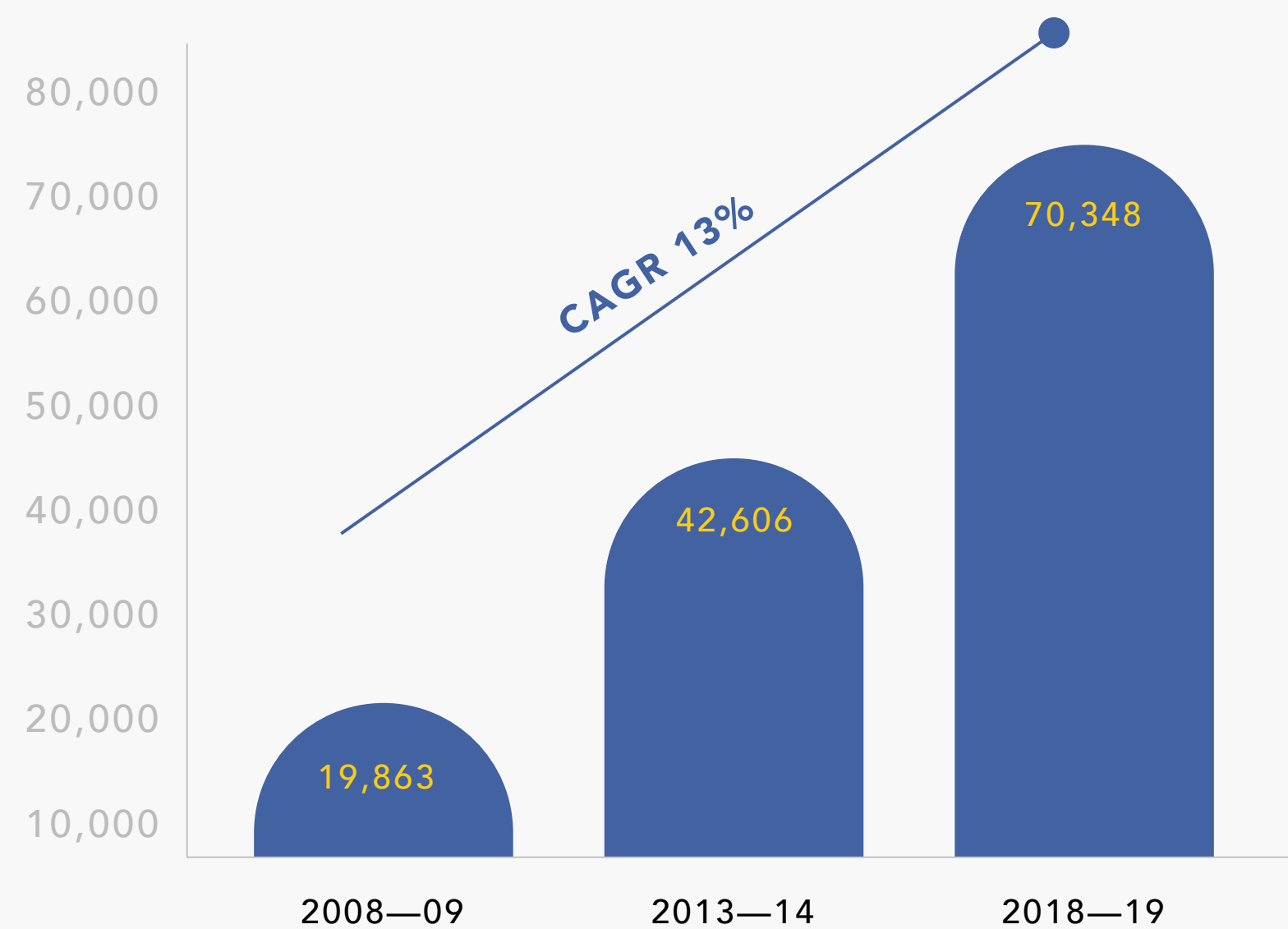
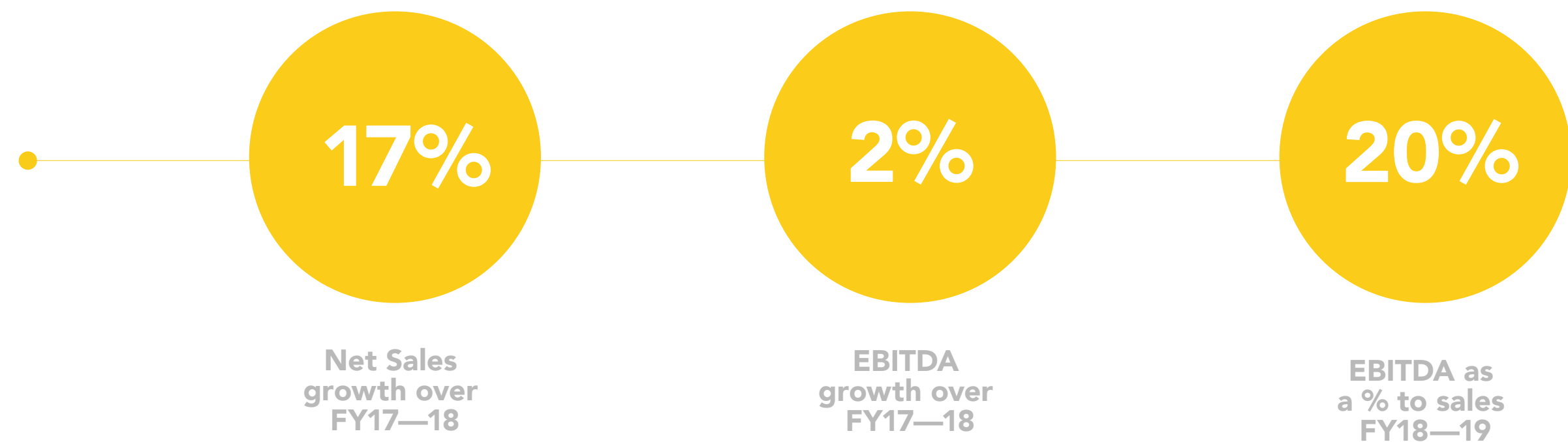
Portfolio: Revenue Split

Standalone Results – % of Total Sales for 2018-19

■ **C&B** - Consumer & Bazaar,
■ **IP** - Industrial Products



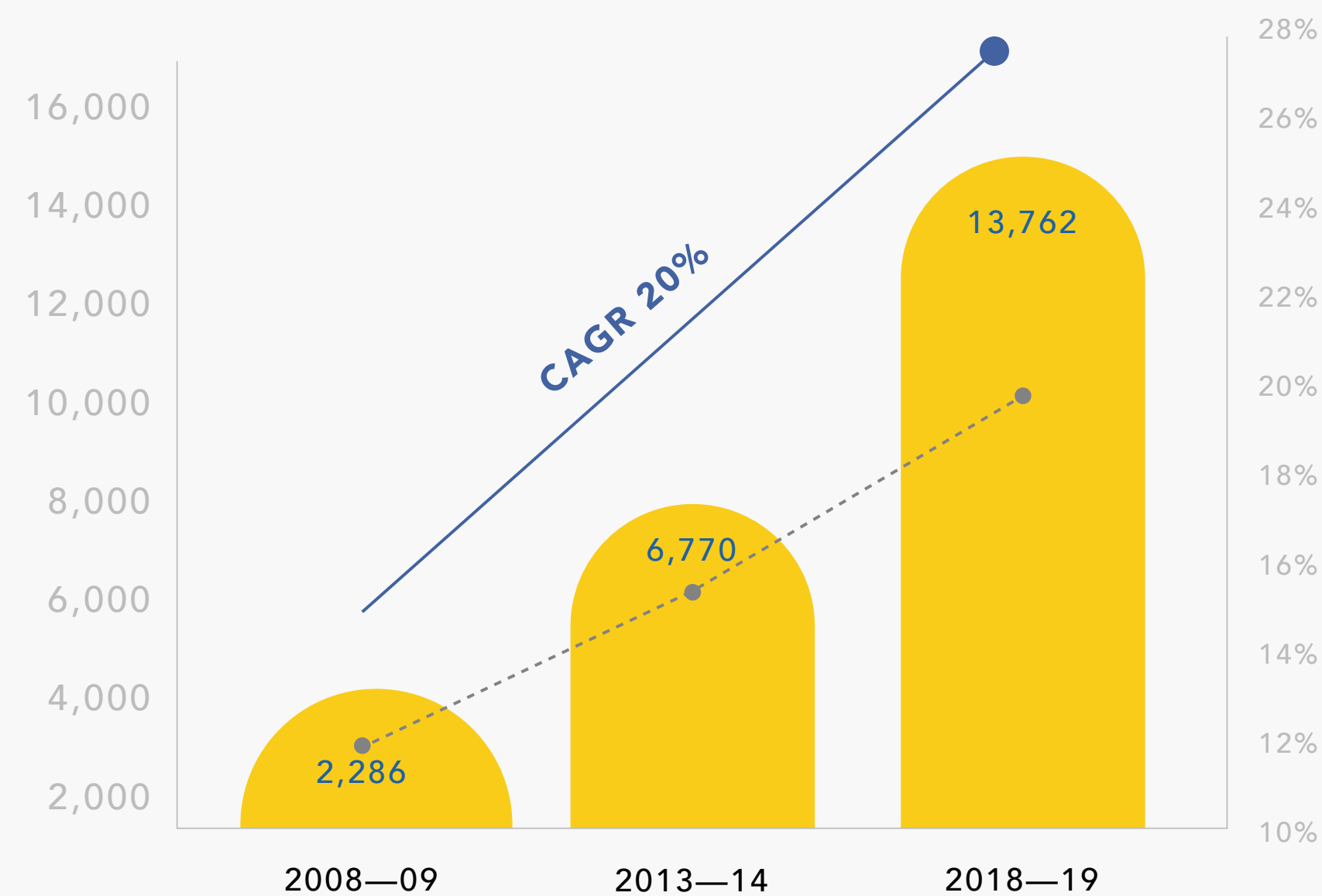
Track Record of Consistent Growth



● Consolidated Net Sales(Rs Millions)*

**Sales net of excise duty*

EBITDA GROWTH TREND OVER LAST 10 YEARS

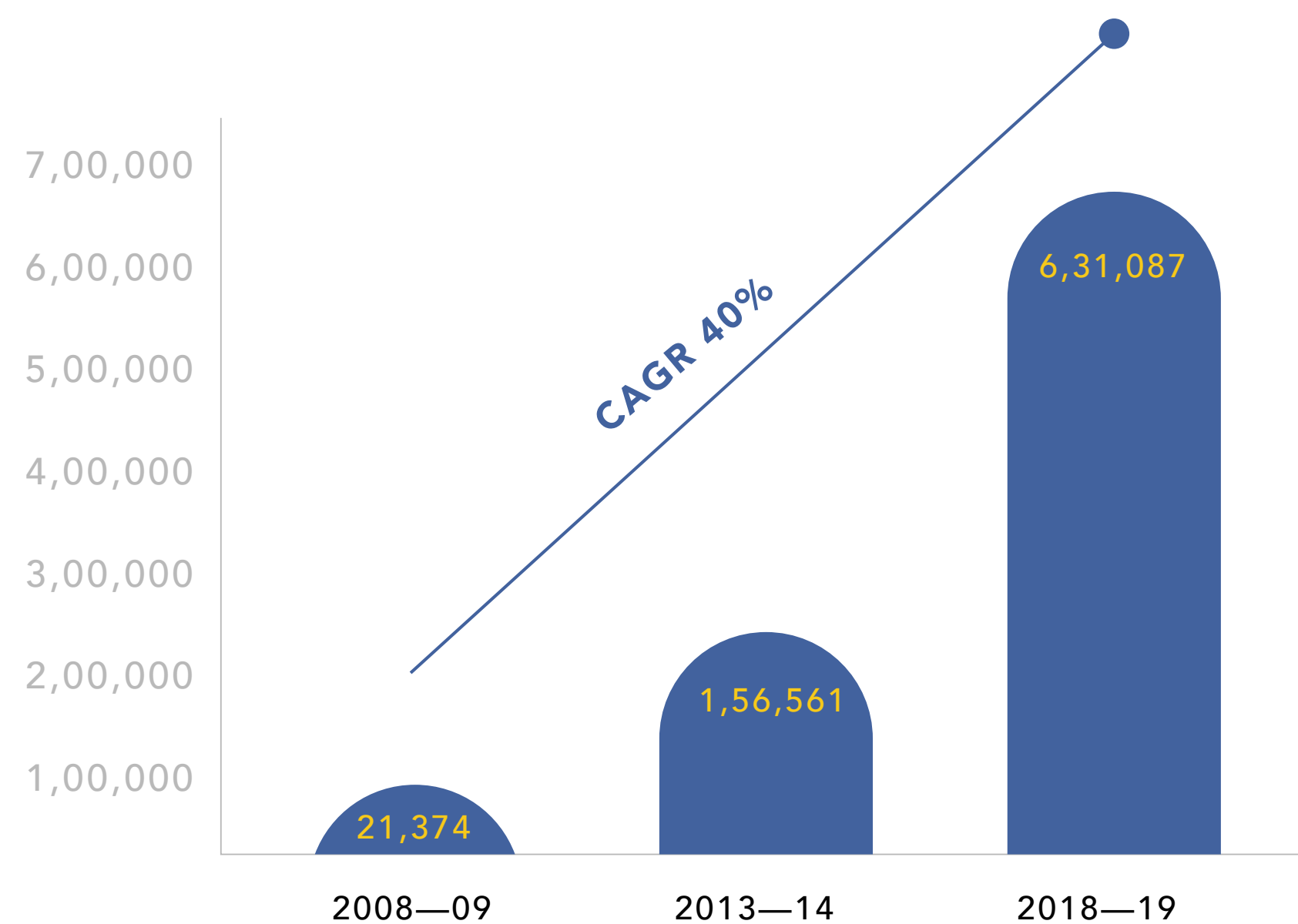
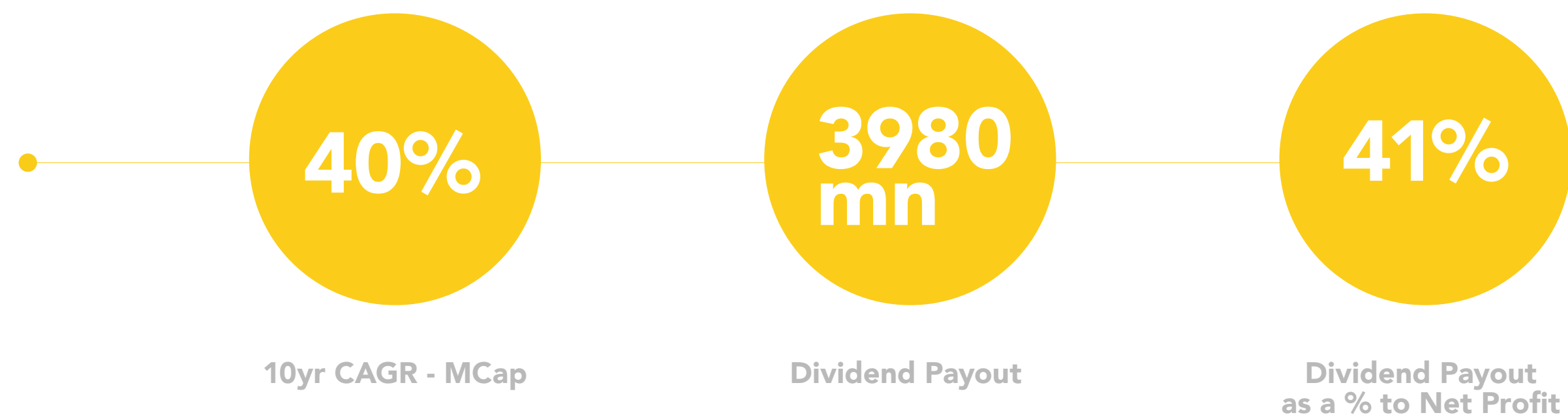


● Consolidated EBITDA(Rs Millions)*

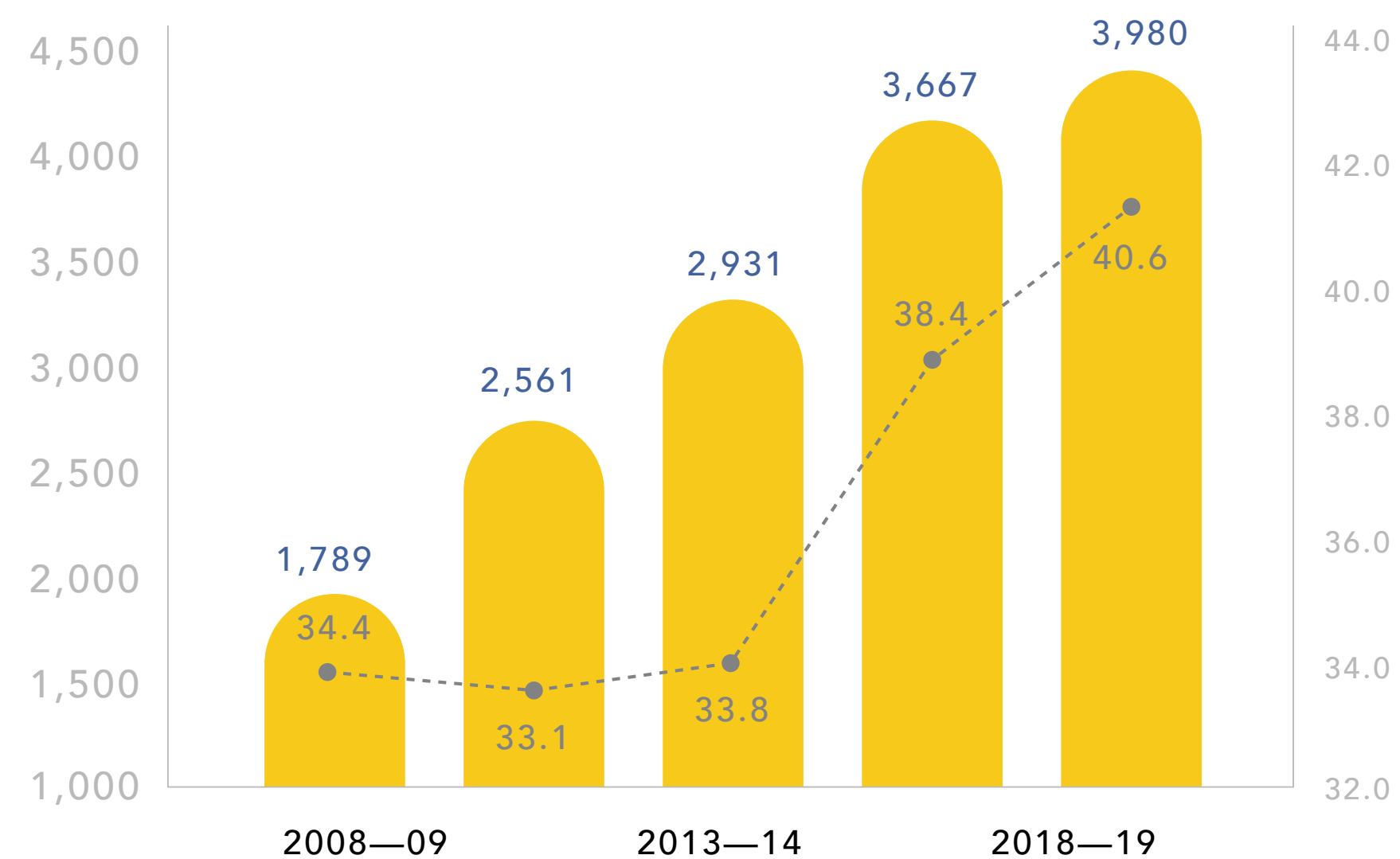
---●--- EBITDA as a % to Net Sales

***EBITDA before Non Operating Income*

Creating Value for Shareholders



● Market Cap (Rs Millions)



● Dividend payout (Rs Millions)

● % to Net Profit (excluding exceptional items)

Portfolio: Overview

CORE



GROWTH



PIONEER





Who
we are

What
we do

How
we win

How we grow our core at 1-2X GDP...



Premiumizing

Innovating

Power Brands



**No. 03
MOST
TRUSTED
BRAND**

IN HOUSEHOLD CARE
BRAND EQUITY
- 2016 & 2017



Available
in **3.6 mn**
outlets

- Nielson Audit Report



Power Brands

**70%
Market
Share**

**IN PLUMBING
SEALANT SEGMENT
ET MARKETS - 2018**



**0.7 mn
Members on
the largest
moderated
Art & Craft
Facebook
group**



Premiumizing Core Category



FEATURES

APPLICATIONS



Water resistant
adhesive



Fast Setting
adhesive



Anti-bubble
adhesive



Heat Resistant
Rubber Adhesive



PVC & Acrylic
Laminates



AC Ducts



Foam Sheets



Vinyl Flooring

Accelerating Innovation

**R&D
centres**

**154% increase
in R&D spends
since 2015**

3 fully equipped
in-house centres
in India

INNOVATE

The heart and soul of the company
is creativity and innovation.

5 centres in
Singapore,
Thailand, Brazil,
Dubai & USA.

Accelerating Innovation

Pidilite design studio

creates designs, strategies & experiences to make things better

150+
transformative design projects every year

fast,
collaborative,
curious &
passionate
team

How we fuel growth businesses at 2-4X GDP...



**Creating
Categories**

**Wholistic Brand
Management**

**Driving
Penetration**

Power
Brands

Dr. Fixit =
waterproofing

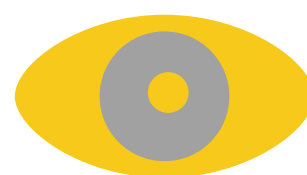
*98% Top of the Mind Awareness
among consumers



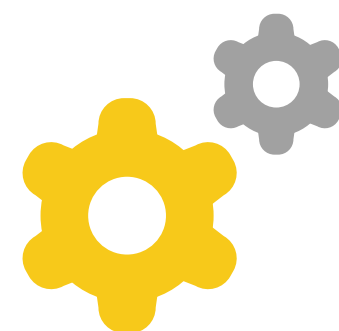
Creating Categories



Spotting
unmet
needs



Exhaustive
insighting



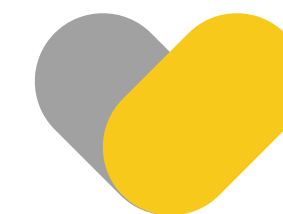
Technical
capabilities



Intense
field
marketing



ATL
support



Passionate
team



Wholistic Brand Management:

The Dr. Fixit Story

Dr.Fixit will prevent leakage from happening



Verbal

Visual



Right Waterproofing is using right quantity of LW+



Right Waterproofing is waterproofing before painting.



Right Waterproofing is application on 5 surfaces



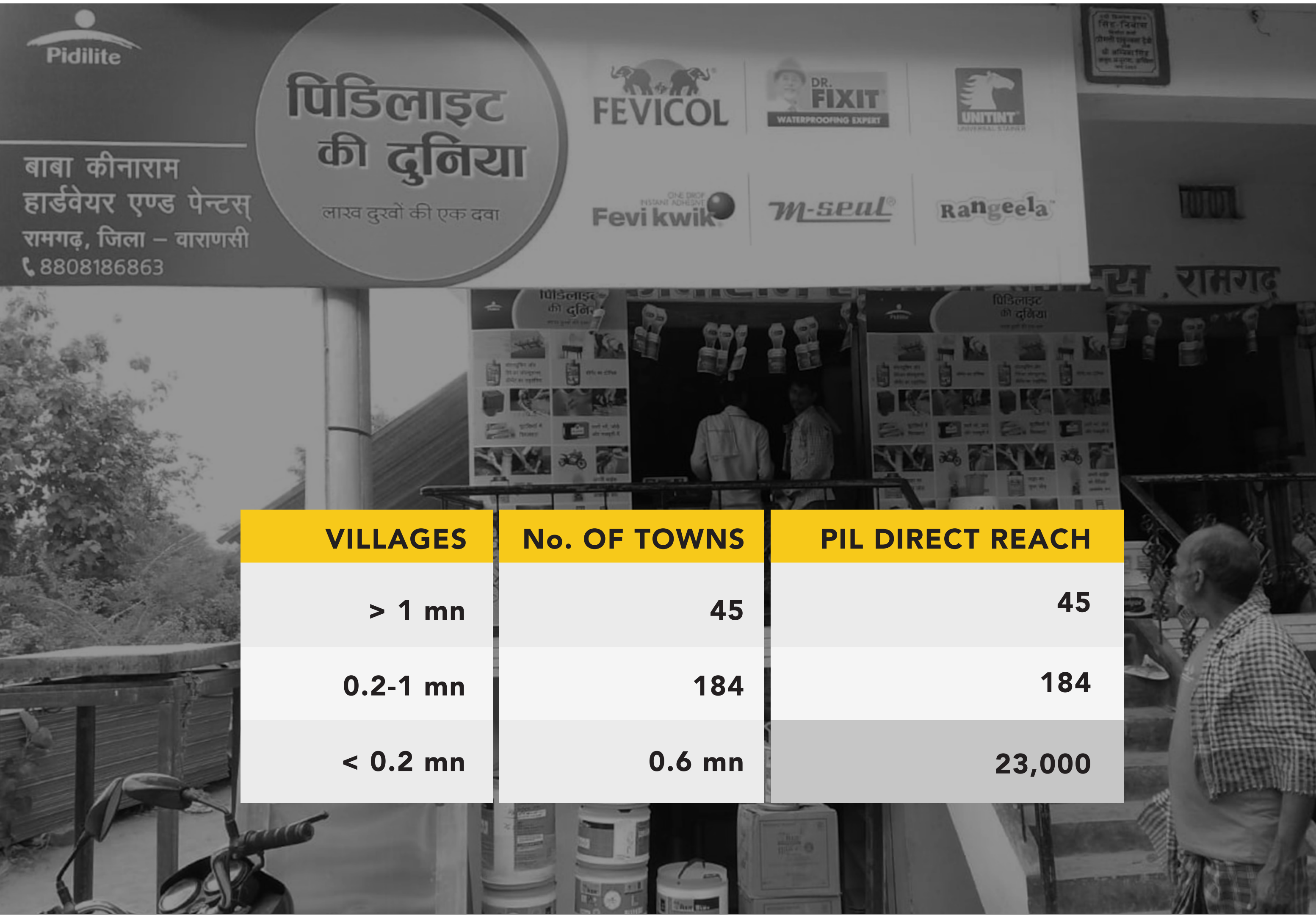
1 driving need of waterproofing

2 showing consequences of not doing waterproofing

3 communicating importance of right waterproofing

Driving Penetration

The Emerging India Story



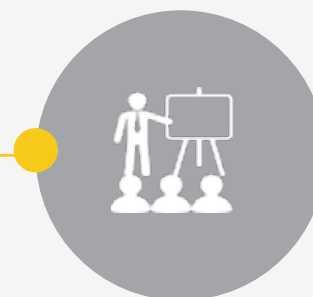
VILLAGES	No. OF TOWNS	PIL DIRECT REACH
> 1 mn	45	45
0.2-1 mn	184	184
< 0.2 mn	0.6 mn	23,000

Accessing deep rural markets through 'Pidilite Ki Duniya'



Merchandised Outlet in sub **12K population villages**

पिडिलाइट की दुनिया



Pidilite's One stop **Solution & Training centre**



End User Connect through meets and site visits

What are our Pioneering categories



New Categories and Collaborations



European
Leader in
Hot Melt
Adhesives

26% sales
growth

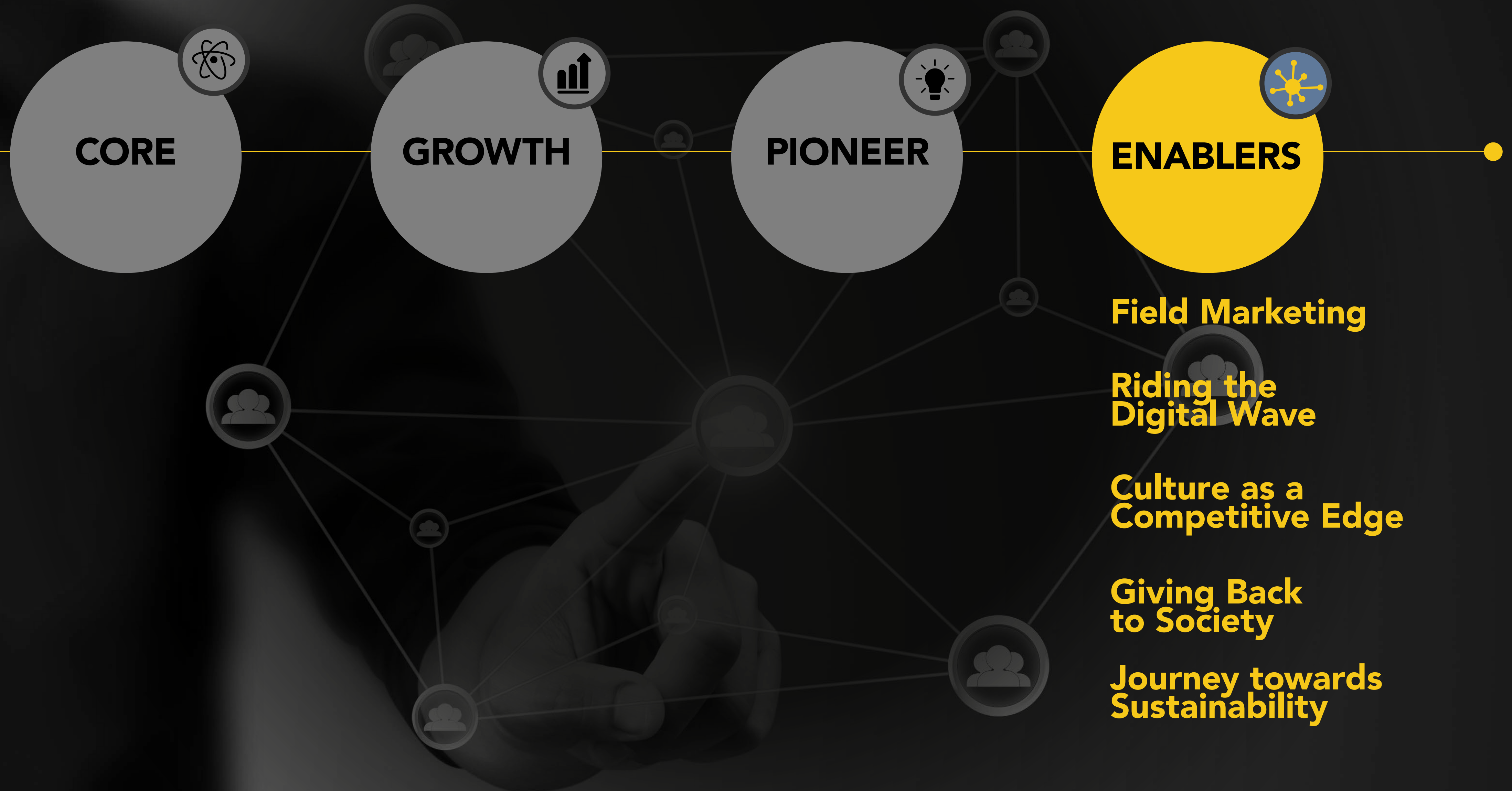


27% sales
growth

World Leader
in multi-purpose
maintenance
chemicals



Enabling Themes



Field Marketing

Gain deeper understanding of users, products and categories

1



Cater to needs of users beyond business (FCC)

2

Well oiled machinery of Field Marketing:

3

Customer centricity



4

Source of inspiration

Riding the Digital Wave



Creating Culture which is P ro-eneurial

Culture as a Competitive Advantage

1

Listening Culture

MyPidilite

Helpline for all stakeholders, including employees

2

Focus on Frontline

Capability building

Career map for field teams

Engaged teams

3

Leadership Pipeline

 **Capstone**
A PIDILITE LEADERSHIP DEVELOPMENT PROGRAM

 **SCENT**

 **नेतृत्व**

 **RISE**

4

Building an Inspiring Place to Work

Happy & Healthy Pidilite

46% of employees participated



82% of active employees



*Giving Back to Society

We undertake extensive community-support activities in the village of Mahuva, Gujarat and have received multiple accolades from the local government.

Rural Development



Water Resource Management Projects

built
38 *check dams* / **166** *farm ponds*

1200 *hectares farms converted to drip irrigation*



Animal Husbandry Projects

7000 *farmers* **200** *farm clubs*

400 *farmers adopted the best package of practices for groundnut*

*The above figures are for the year 2017 - 2018.

*Giving Back to Society

We undertake extensive community-support activities in the village of Mahuva, Gujarat and have received multiple accolades from the local government.



Healthcare & Education Initiatives



Hanumant Hospital

*treated over **48000** patients*

*performed **1600** surgeries*

*handled **4700** emergency cases*

***416** free cataract surgeries*

*Free eye check up camps in **30** villages*

**HIGHER
EDUCATION
SCHOLARSHIPS**
*to **204** students*

**Sustainability
will be a key
part of our
growth**

Carbon
Disclosure
Project

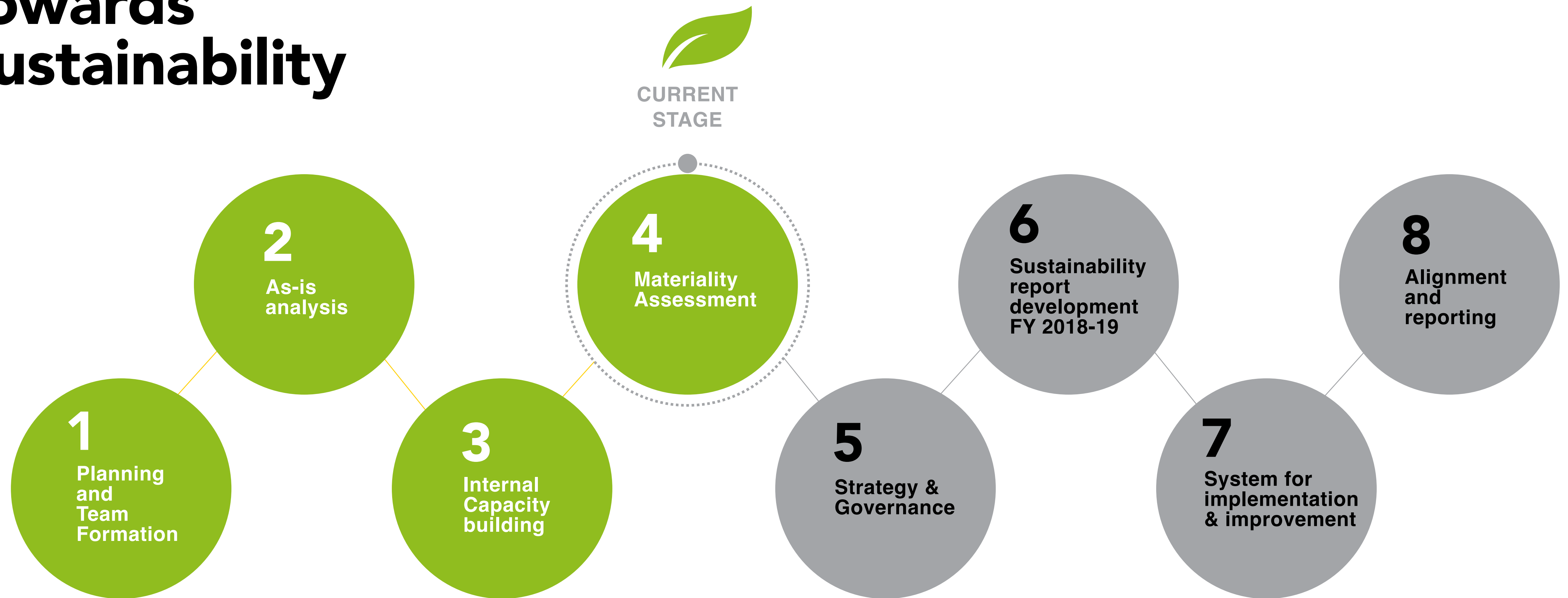
Task Force on
Climate related
Financial
Disclosures
(TCFD)

Global
Reporting
Initiative

Supporting partner



Journey towards Sustainability



Investor Contact



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