

17<sup>th</sup> August, 2020

The Secretary  
BSE Ltd.  
Corporate Relationship Dept.,  
14<sup>th</sup> 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: a/a

**Regd. Office**  
Regent Chambers, 7th Floor  
Jamnalal Bajaj Marg  
208 Nariman Point

**Pidilite Industries Limited**  
Ramkrishna Mandir Road  
Andheri - E, Mumbai 400059, India

**T + 91 22 2835 7000**  
**F + 91 22 2835 7853**  
[www.pidilite.com](http://www.pidilite.com)

# BUILDING BONDS



IN NEW  
WAYS



# Our Journey

## Inception

**1959**

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



**1984**

Consumer Products division is born



**1965**

Fevicol established as Carpenters' preferred choice



**1993**

Pidilite goes public, valued at INR 60 Crs.



## Building Power Brands & Pioneer Categories

**2000**

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



**2002**

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



**2001**

Dr. Fixit is introduced



**2004**

Pidilite reaches 1000 Cr. mark  
Roff brand of Construction Chemicals is acquired



## Expanding the Global Footprint and entering into Collaborations

**2005**

Incorporated "Pidilite Middle East Ltd" in Dubai

Acquired Jupiter Chemicals in Dubai



**2017**

Acquisition of CIPY Polyurethane Pvt. Ltd. in flooring space



**2013**

Took over NINA Constructions

A Waterproofing consultant and Services provider

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

**2018**

Collaboration with Jowat for Joinery business



**2015**

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



**2019**

Invested in Web-enabled interior design firm Homelane.  
Invested in Pepperfry, the online furniture shopping store.  
Acquisition of C-Techos in the Construction space  
Pidilite forms JV with Italy's Litokol to strengthen epoxy grout business in India.  
Collaboration with Grupo Puma, largest mortar manufacturer in Spain.



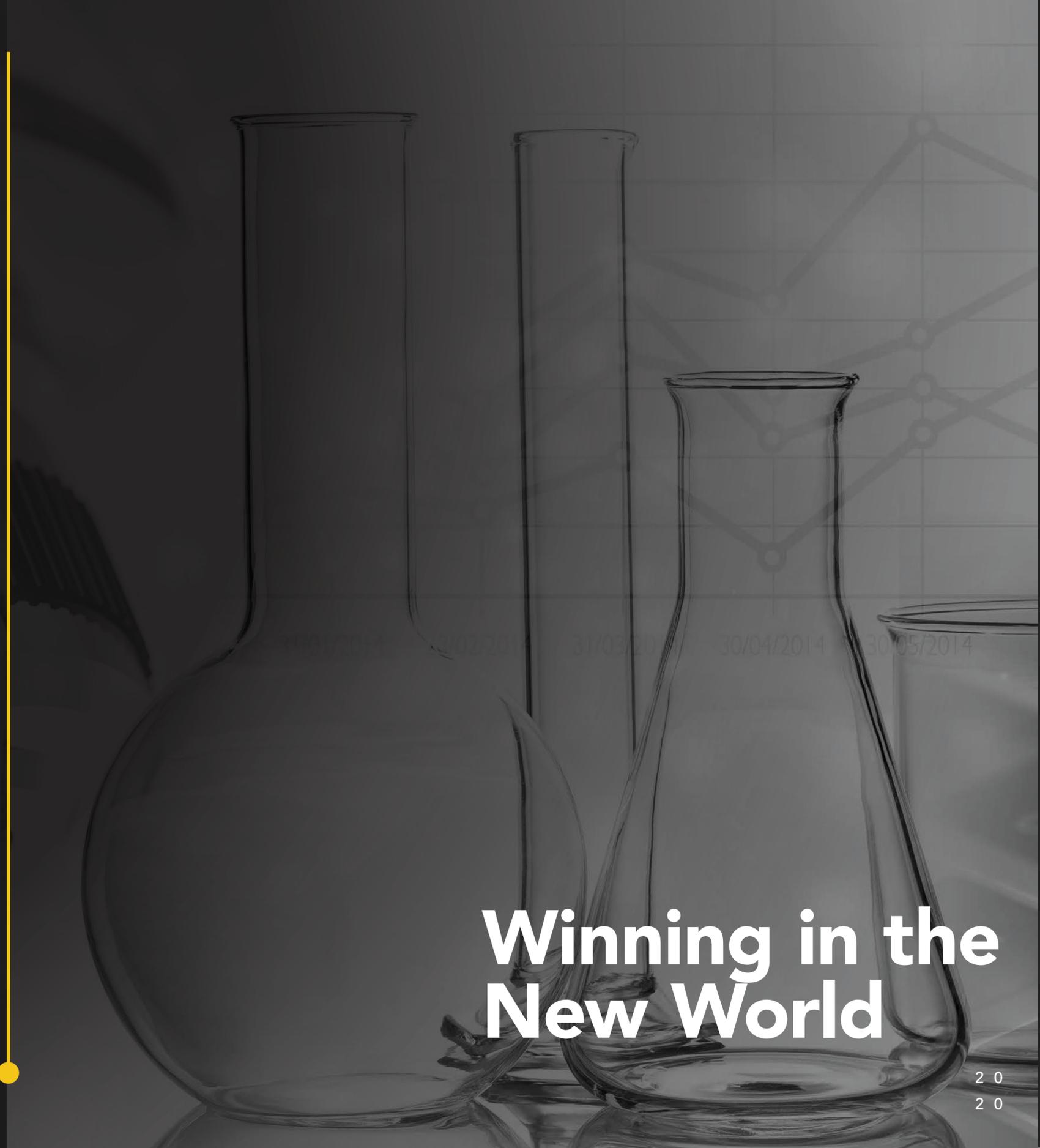
**2016**

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)



# Building Resilience by Creating Categories



**Winning in the  
New World**

# Building Resilience by Creating Categories



**CORE**

**Established Brands with high market maturity and strong share position**

**1-2X GDP**



**GROWTH**

**Emerging categories with significant potential for market growth or share gain**

**2-4X GDP...**



**PIONEER**

**Nascent Categories with huge market creation opportunity**

**100 Crores revenue in 3 years**



# Portfolio for Building Resilience

CORE



GROWTH



PIONEER



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



**Premiumizing**  
**Innovating**

# Growing the Core at 1-2X of GDP: The Fevicol Story

## Premiumization in Core: Fevicol Evolution

## Innovation in Core: Fevicol Ezeespray



FEATURES



APPLICATIONS



Water resistant adhesive



Fast Setting adhesive



Anti-bubble adhesive



Heat Resistant Rubber Adhesive



PVC & Acrylic Laminates



AC Ducts



Foam Sheets



Vinyl Flooring

EASE OF USE



REACH ODD SPACES



LAST MINUTE FINISHING



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



- Creating Categories**
- Wholistic Brand Management**
- Driving Penetration**
- International Expansion**

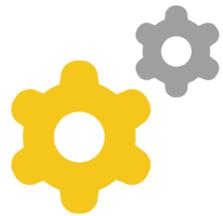
# Creating Categories



Spotting unmet needs



Exhaustive insighting



Technical capabilities



Intense field marketing



ATL support



Passionate team



# Dr. Fixit = Waterproofing

\***98%** Top of the Mind Awareness among consumers

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

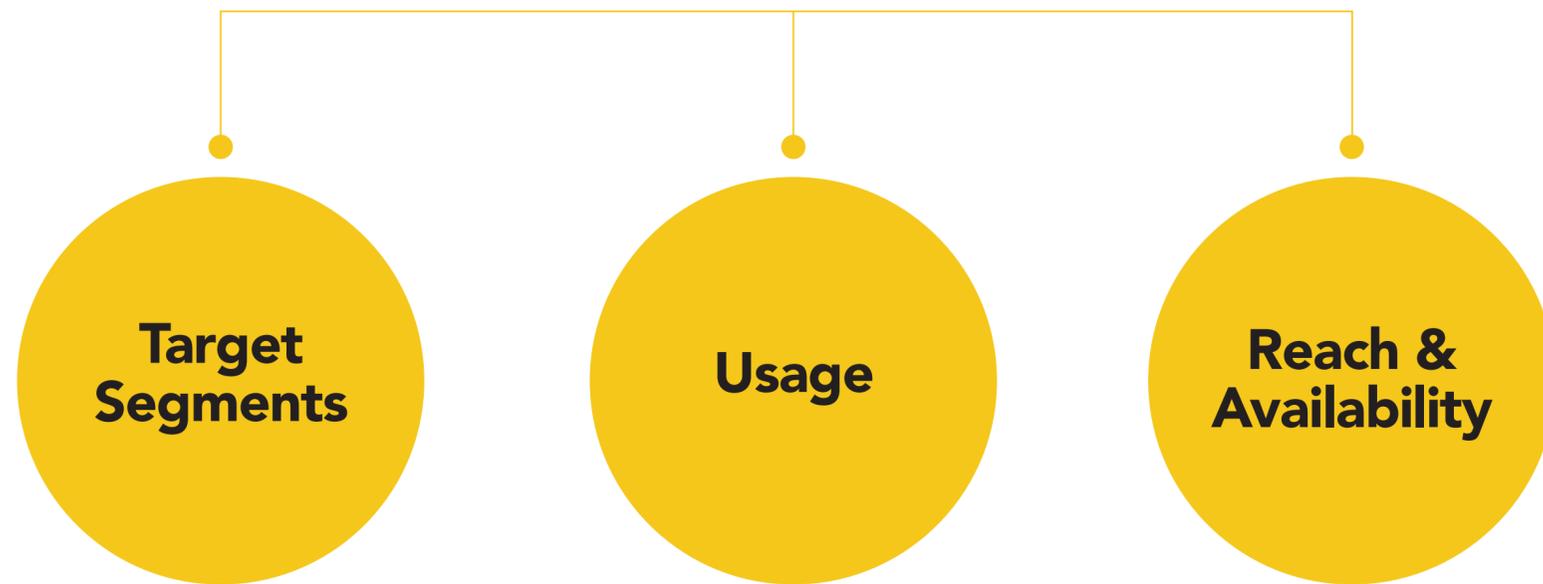
**2** showing consequences of not doing waterproofing

**3** communicating importance of right waterproofing

# Wholistic Brand Management

- Exhaustive immersions to collect insights
- Identify usage patterns and accordingly select target segments
- Focussed media strategy to reach target segment and deliver growth

## Driving Penetration Through



**\*Available in 3.2 mn outlets**



# Digital Ads

**Fevikwik**

Kyunki kal ho na ho!  
#Fevikwik #EarthDay #PhenkoNahiJodo

Cheezon ko **PHENKO NAHI, JODO!** taaki  
**DHARTI DHARTHI**  
mein na badal jaaye

#EarthDay

**Fevicol**

Door-i banaye rakhna mat bhoolna  
#FevicolKaJod #MazbootJod #StayHome #StaySafe

Ab sabse mazboot door - INdoor

**Fevicol**

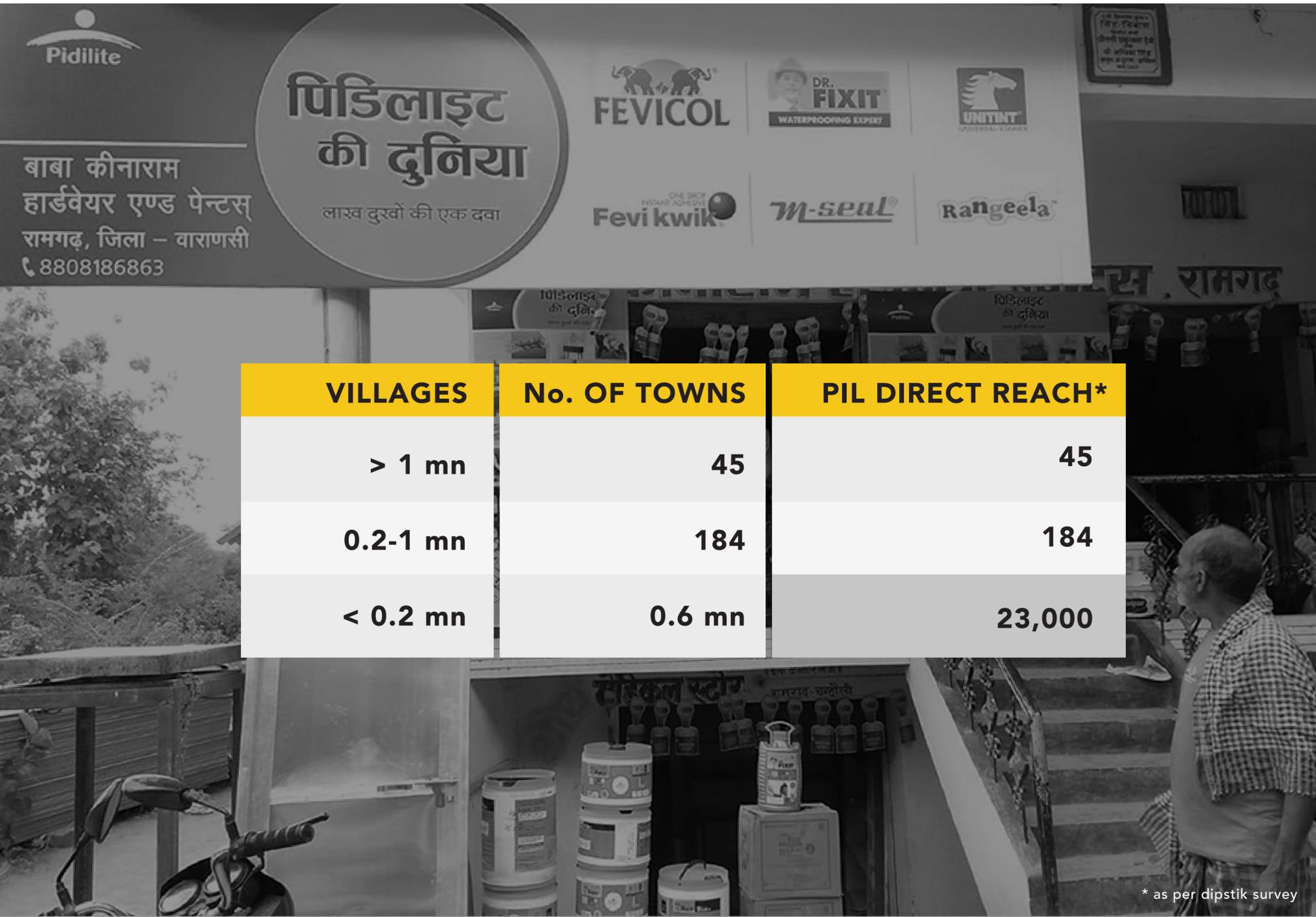
Mazbootaasan  
#FevicolKaJod #InternationalYogaDay

Yeh **aasan** nahi asaan  
#InternationalYogaDay

**FEVICOL** | THE ULTIMATE BOND

# 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

\* as per dipstik survey

Accessing deep rural markets through 'Pidilite Ki Duniya'



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



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



**End User Connect** through meets and site visits

# International Expansion

Taking Pidilite's Success Story to Emerging Markets across the World.

**Target markets with high headroom for growth, with a high-touch, "India-like" approach**

## Drive market: Bangladesh

- Began operations 15+ years ago
- Play across all major categories of Pidilite (including C&B and IP)
- Setup local manufacturing, with 2nd plant opened recently
- Expanded distribution reach aggressively
- Focused on influencer and market development
- Built local talent and capability
- Investing in scaling up reach further through ATL and localized campaigns

- Market leading position across some segments



# What are our Pioneering categories



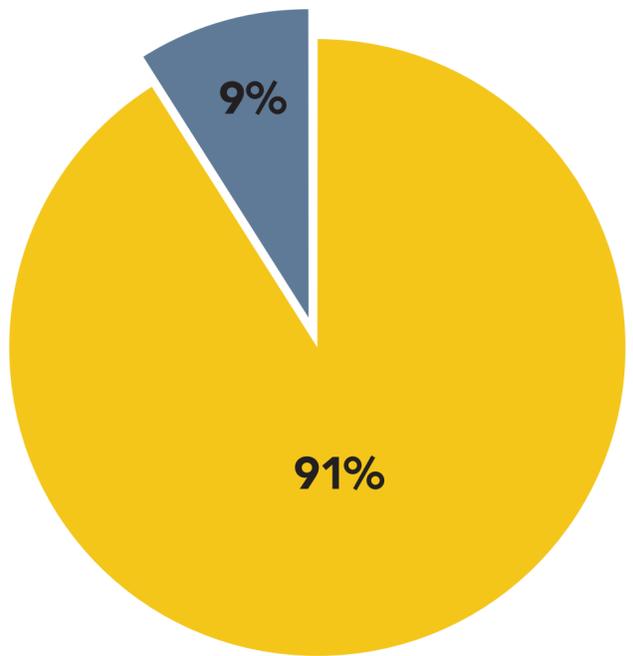
# Roff Growth Story

Roff is driving category creation and exponential growth in an under-penetrated tile and stone fixing solutions market, through a comprehensive portfolio and go-to-market approach.

### Untapped potential

- The Tile & Stone Solutions market is currently worth Rs. 1400 Crores
- <10% penetration of Modern Tiling Solutions
- 90% of the Market still uses cement to fix tiles

### Tiling and Stone Solutions Market



■ Current Market    ■ Overall Tiles & Stone Solution Market

Roff is positioned as an expert Tile and Stone solutions in Indian Market and it is present in 4 major categories



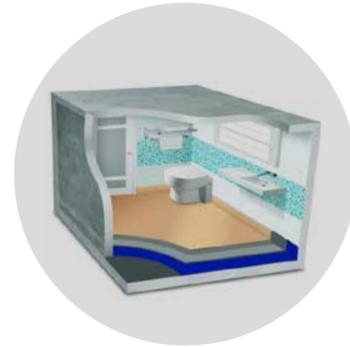
**Tile and Stone Installations**



**Grouts**



**Stone and Tile Care products**



**Under Tile waterproofing Solutions**

Roff was chosen as the focus division to unlock disproportionate growth in 2016-17 and since then, it has grown exponentially in the past few years.

### Levers enabling exponential growth :

#### Quick and Cost effective Market Servicing :

- Capacity expansion to optimize the supply chain & manufacturing network
- Automation to produce best-in-class products.

**Product:** complete adhesive range to cater to basic and specialized application.

**Retail Channel** expansion for mass projects and project channel activation for large projects.

**Consumer** mass media for brand creation at the right time.

# Winning in the New World

**Accelerating  
Innovation**

**Future-Fit  
Supply chain**

**Influencer  
& User  
Marketing**

**Riding  
the Digital  
Wave**

**Culture as a  
competitive  
edge**

**Giving  
back to  
the society**

**Journey  
towards  
Sustainability**

# Accelerating Innovation

**R&D centres**

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

**3** fully equipped in-house centres in India

**2** centres in USA & Singapore



# Future-Fit Supply chain

## Network Expansion:

- There are a total of 8 plants added since 2015.
- Manufacturing capacity expansion in Bangladesh
- A new plant has been set up in Sri-Lanka.
- 12 more plants being added by 2022 to create a seamless manufacturing & supply chain network across the country.

## Capability Building:

- State of the Art facility developed at Vizag Plant
- Capacity Expansion & Automation to provide Best-In-Class Services
- To incorporate state of the art manufacturing and process control systems
- Material handling to be done through ASRS (Automated Storage & Retrieval Systems)



# Influencer & User Marketing

1 Gain deeper understanding of users, products and categories



2 Cater to needs of users beyond business (FCC)



Well oiled machinery of Field Marketing



3 Customer centricity

4 Source of inspiration



# Riding the Digital Wave

Fully operational virtually



**Employee enablement**



**Channel Partner Management**

Dealer App Platform consolidation

Field Marketing - Automation via Salesforce.com

**Field Force Effectiveness**



**Influencer Community Management**

Common Loyalty Management Solution



Prescriptive Analytics project to aid sales process

**Advanced Analytics**



**Integrated Supply Chain**

Upgrading and automating key processes at Plants & Warehouses



**E-com**



# Culture as a Competitive Edge

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



4

## Building an Inspiring Place to Work



NPS turnaround, with scores at Best-In-Class



# Giving Back to Society

## Skill initiatives



During the current year, a total of **13,000** trainees from **185** ITIs were benefitted from carpentry, plumbing, electrician, and construction technician courses supported by the Company.

## Covid relief



We have pledged Rs. **25** crores towards relief funds to combat Covid-19.

Provided support to Covid Relief Funds of various geographies.

## Healthcare



During the year, Hanumant Hospital in Mahuva treated over **63,505** outpatients, performed over **3,179** surgeries and successfully handled **5,287** emergency cases.

Four educational training programmes were conducted for medical fraternity. Seven speciality medical camps were conducted.

## Education Initiatives



More than **5,200** children are enrolled under 'WAGALE' initiative which helped students with slow learning abilities. Shri N N Mehta Memorial Education Trust provided scholarship amounting to Rs. **41** lakhs to **244** deserving students for higher education.

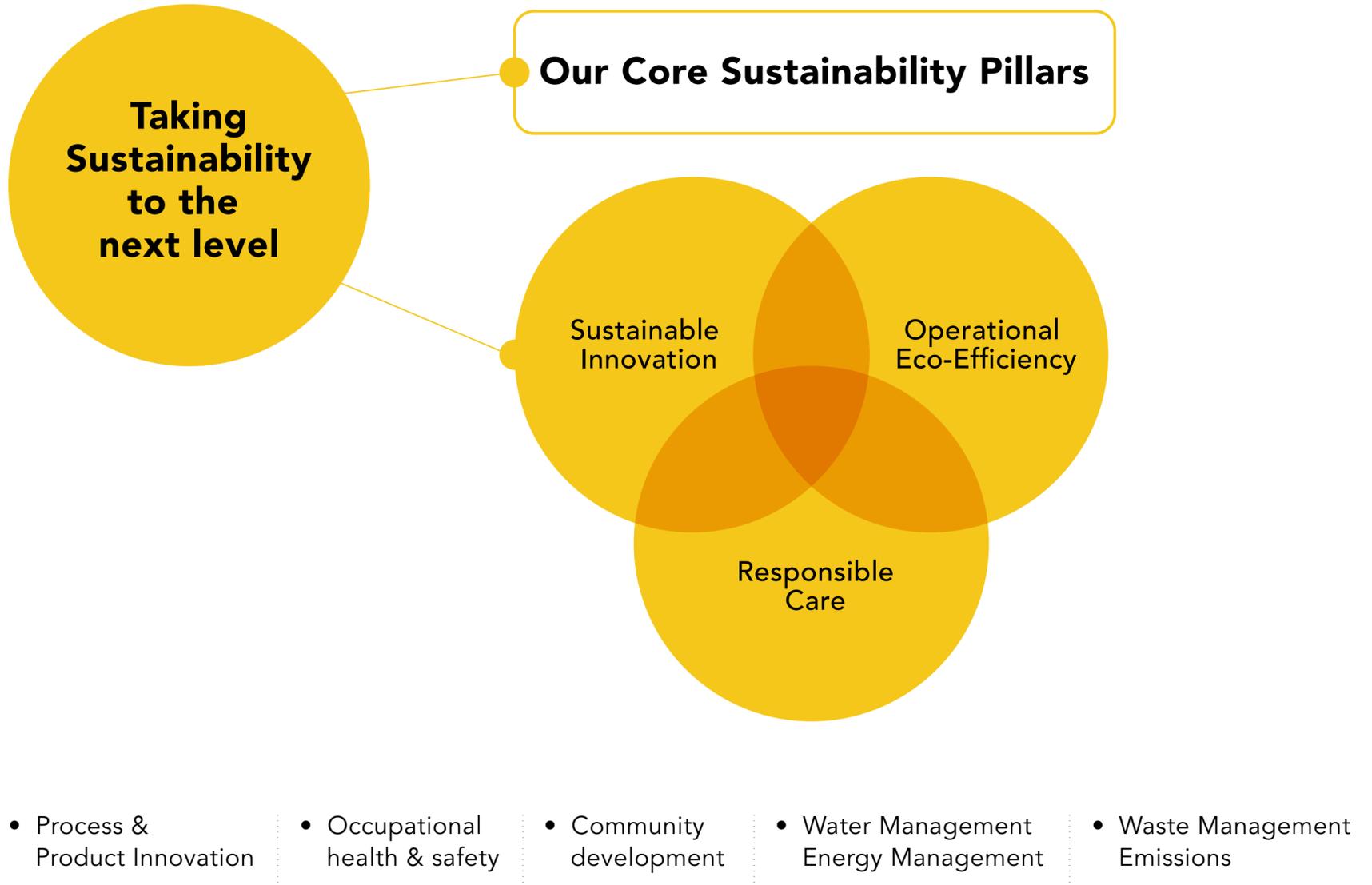
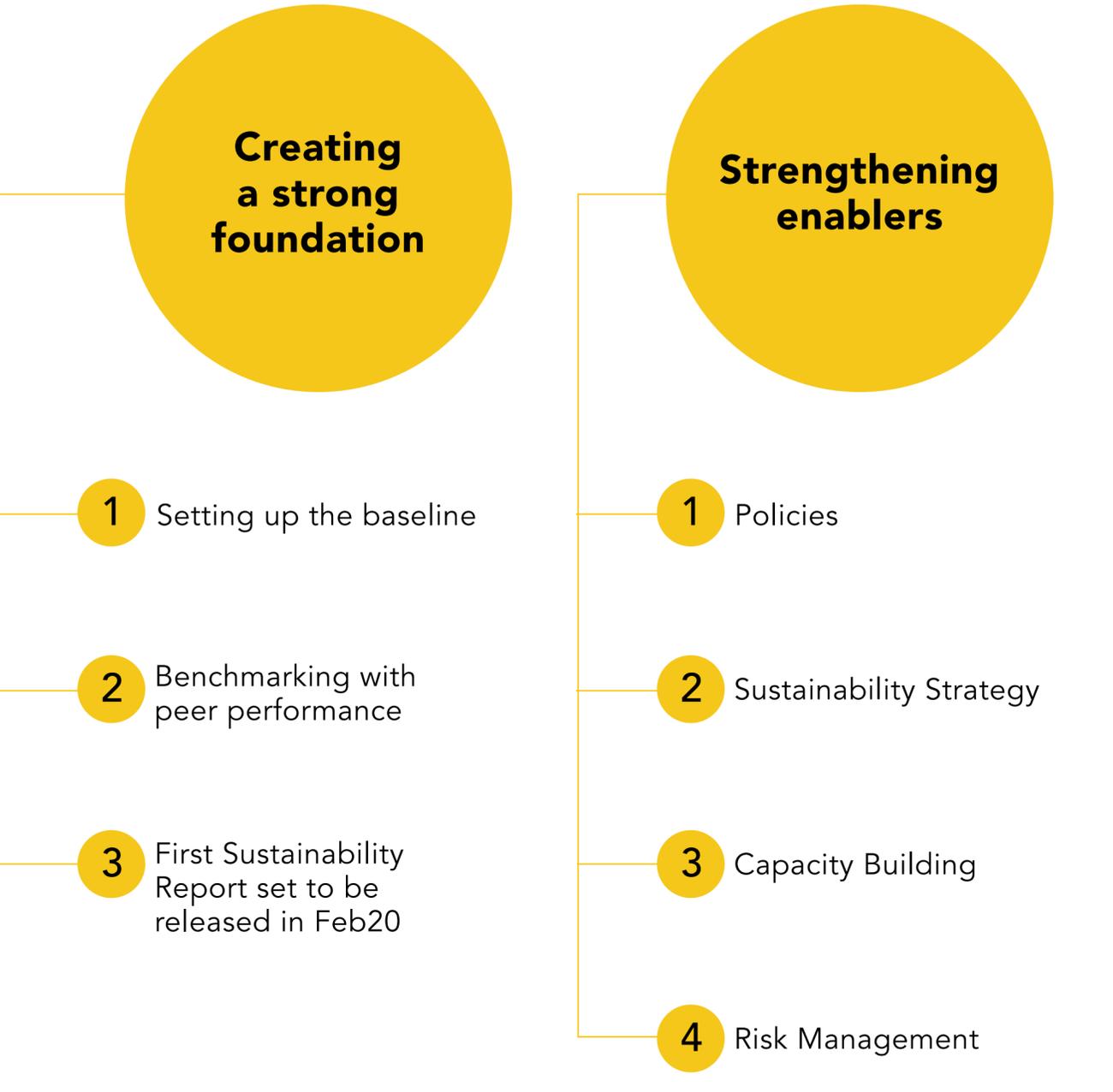
## Water Resource Management



Built **96** check dams. **369** farm ponds **2800** hectares farms converted to drip irrigation

# Journey towards Sustainability

Pidilite is geared up to reach World class standards in Sustainability Initiatives



**Thank you**

# Investor Contact



CIN : L24100MH1969PLC014336

[investor.relations@pidilite.co.in](mailto:investor.relations@pidilite.co.in)

Puneet Bansal,  
Company Secretary

Ramkrishna Mandir Road,  
Off Mathuradas VasANJI Road,  
Andheri (E), Mumbai - 400 059.  
Phone : +91 22 67697000  
Fax : +91 22 28216007

Disclaimer: This presentation may contain statements which reflect the management's current views and estimates and could be construed as forward looking statements. The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

# Annexures

# Company Overview



**No.1** Adhesives company in India



**>5300** permanent employees



Operations in **9** countries



**23** Mfg. Plants & **25** Co-Makers in India



**>500** Products



Exporting to **>80** countries



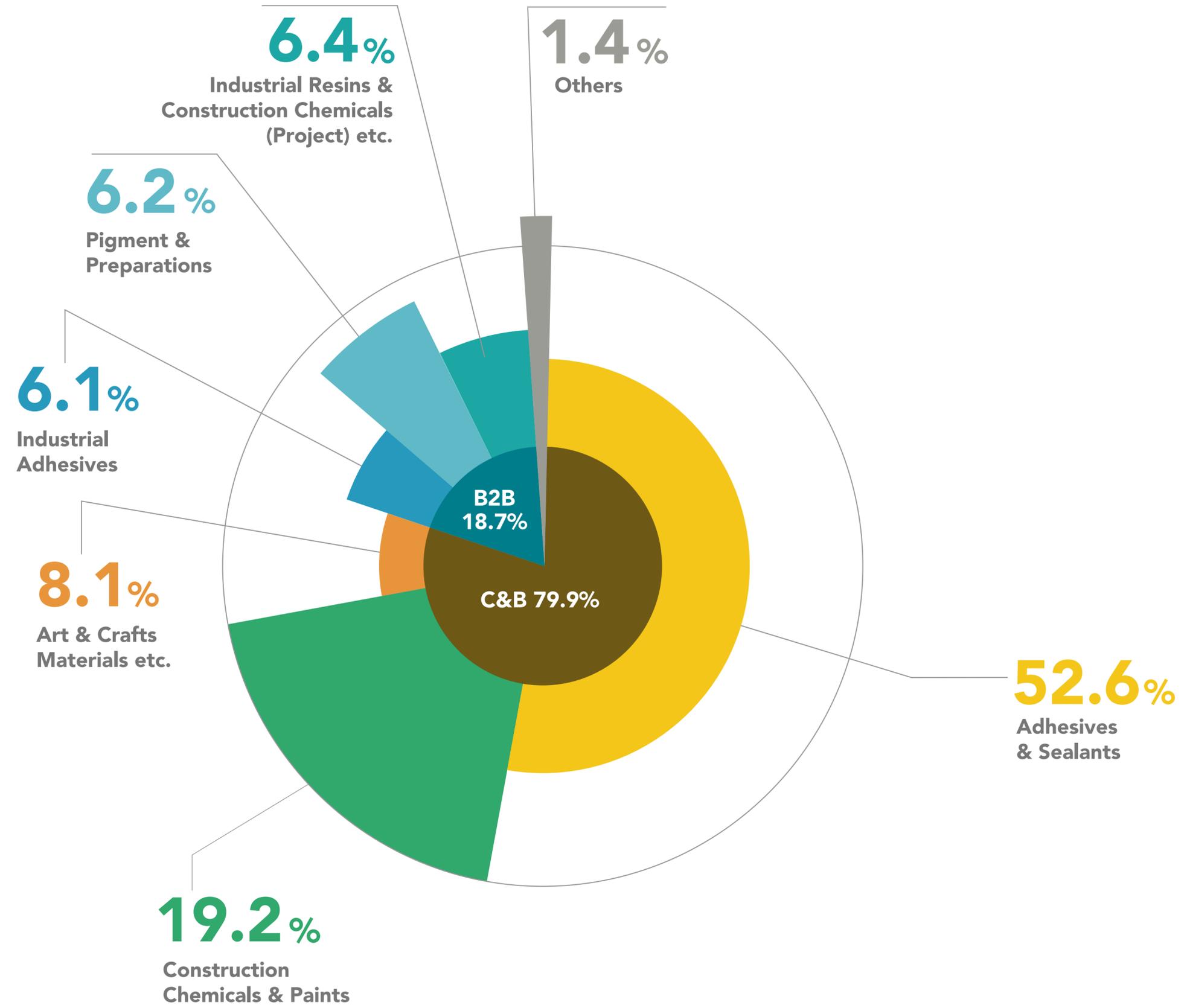
**19** International & **11** Domestic Subsidiaries



**5** R&D Centres

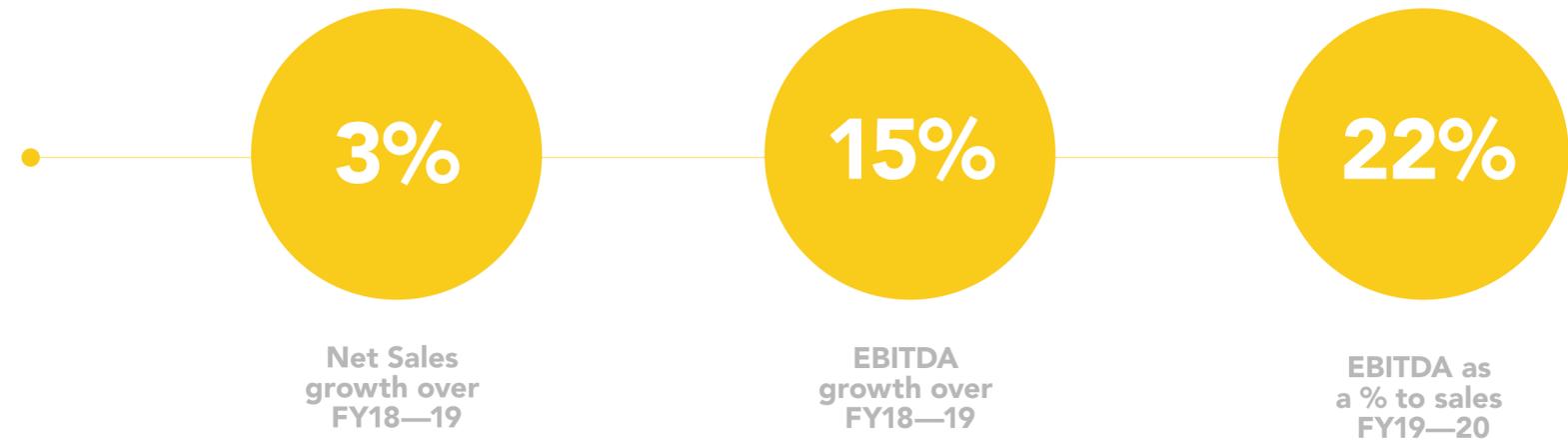
# Revenue Split

Standalone Results – % of Total Sales for 2019-20

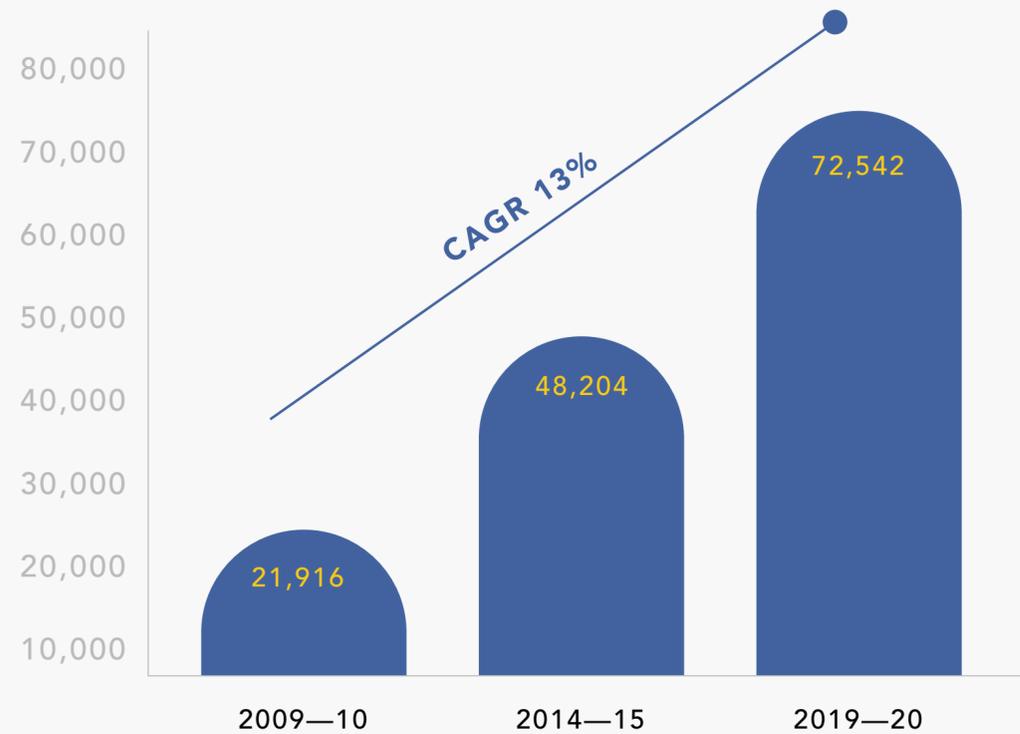


- 79.9% Consumer & Bazaar Products segment
- 18.7% Business to Business Products segment
- 1.4% Others

# Track Record of Rapid Growth



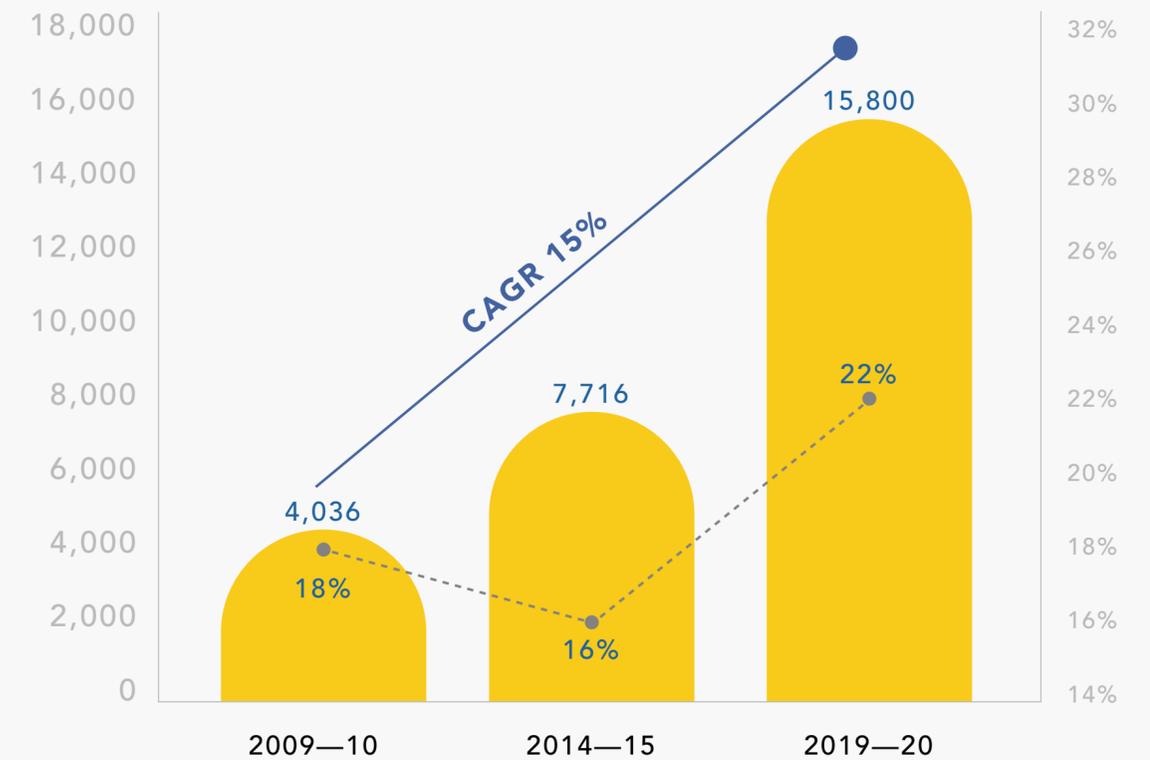
NET SALES GROWTH TREND OVER LAST 10 YEARS



● Consolidated Net Sales(Rs Million)\*

\*Sales net of excise duty

EBITDA GROWTH TREND OVER LAST 10 YEARS

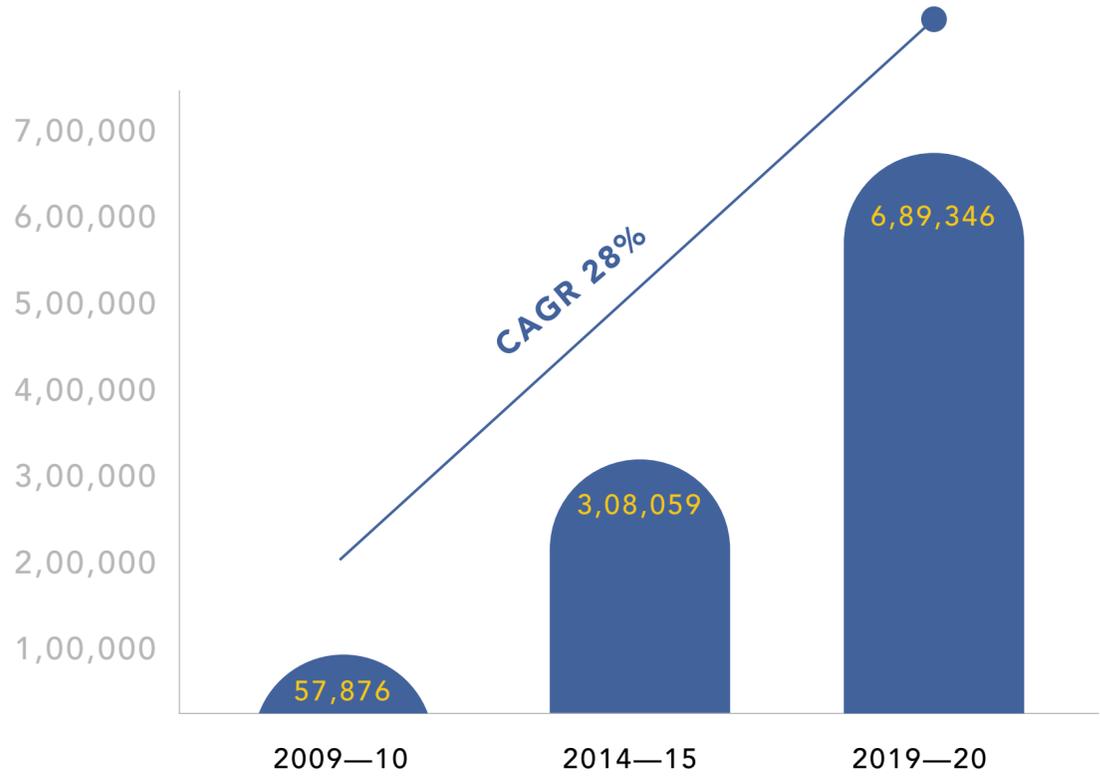


● Consolidated EBITDA(Rs Million)\*

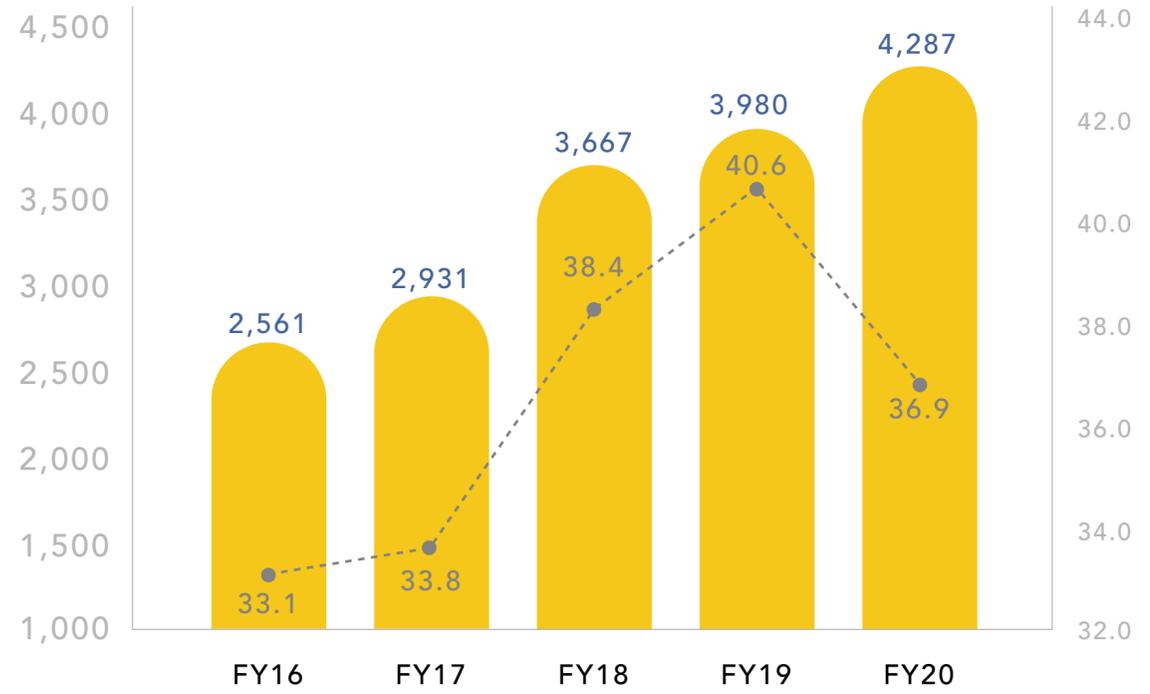
● EBITDA as a % to Net Sales

\*\*EBITDA before Non Operating Income

# Creating Value for Shareholders



● Market Cap (Rs Million)



● Dividend payout (Rs Million)  
 ---●--- % to Net Profit (excluding exceptional items)