

19th August, 2020

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: a/a

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Regent Chambers, 7th Floor
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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

2018

Collaboration with Jowat for Joinery business



2013

Took over NINA Constructions

A Waterproofing consultant and Services provider

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

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.



2015

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



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)



2020

Pandemic strikes & Lockdown across the globe.

Acquired majority stake in Tenax India Stone Products.

Invested in Pepperfry and Liv space.

Creating Value through Creating Categories



**Winning in the
New World**

Creating Value 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 Creating value

CORE



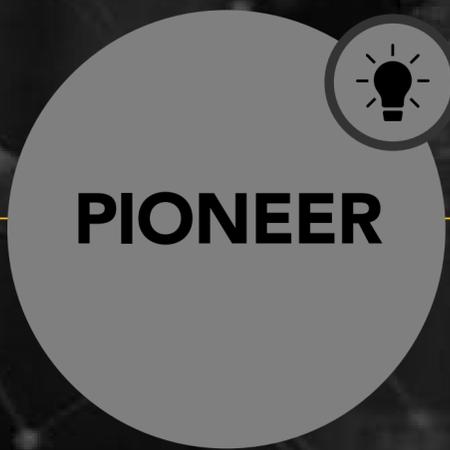
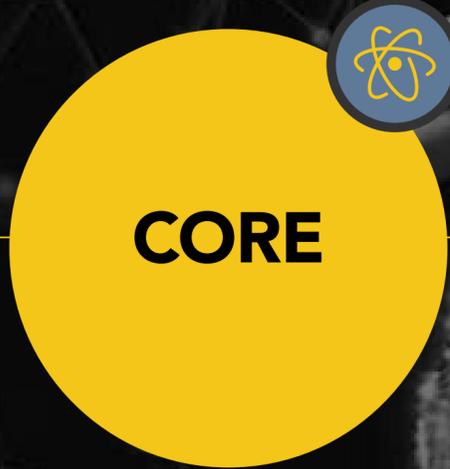
GROWTH



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**

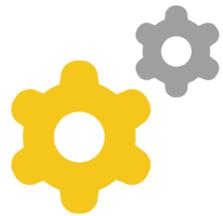
Creating Categories



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

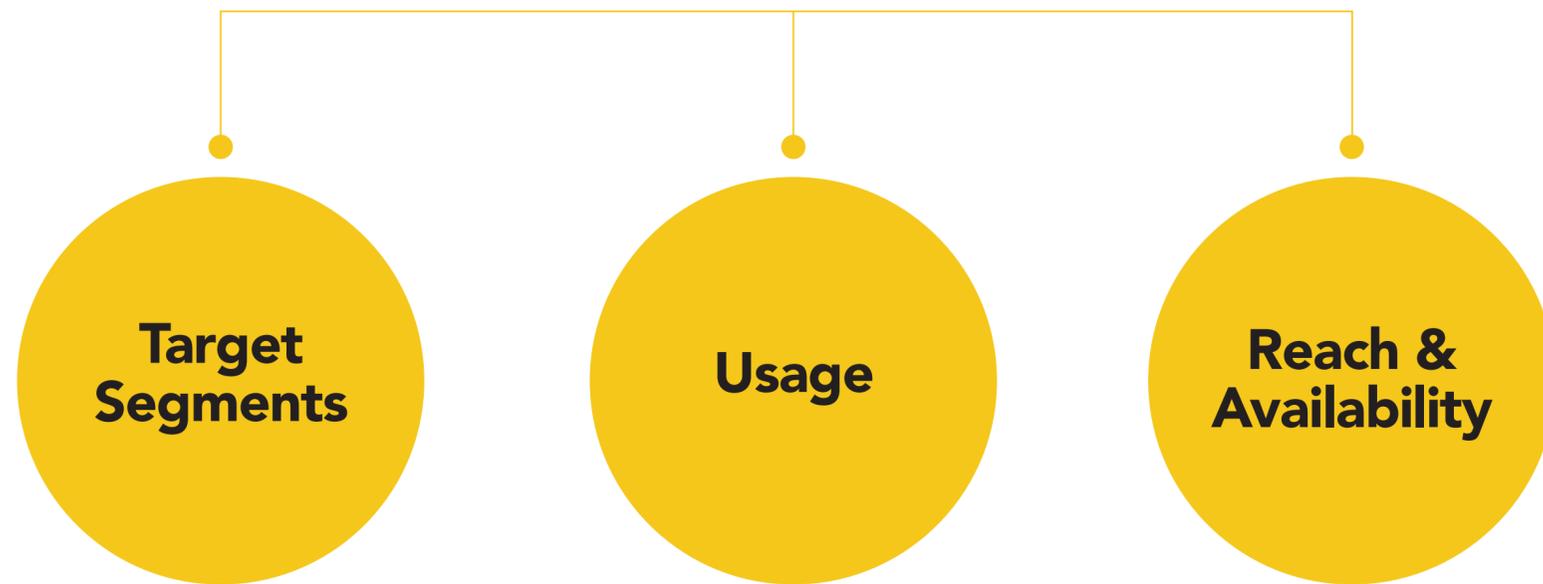
2 showing consequences of not doing waterproofing

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

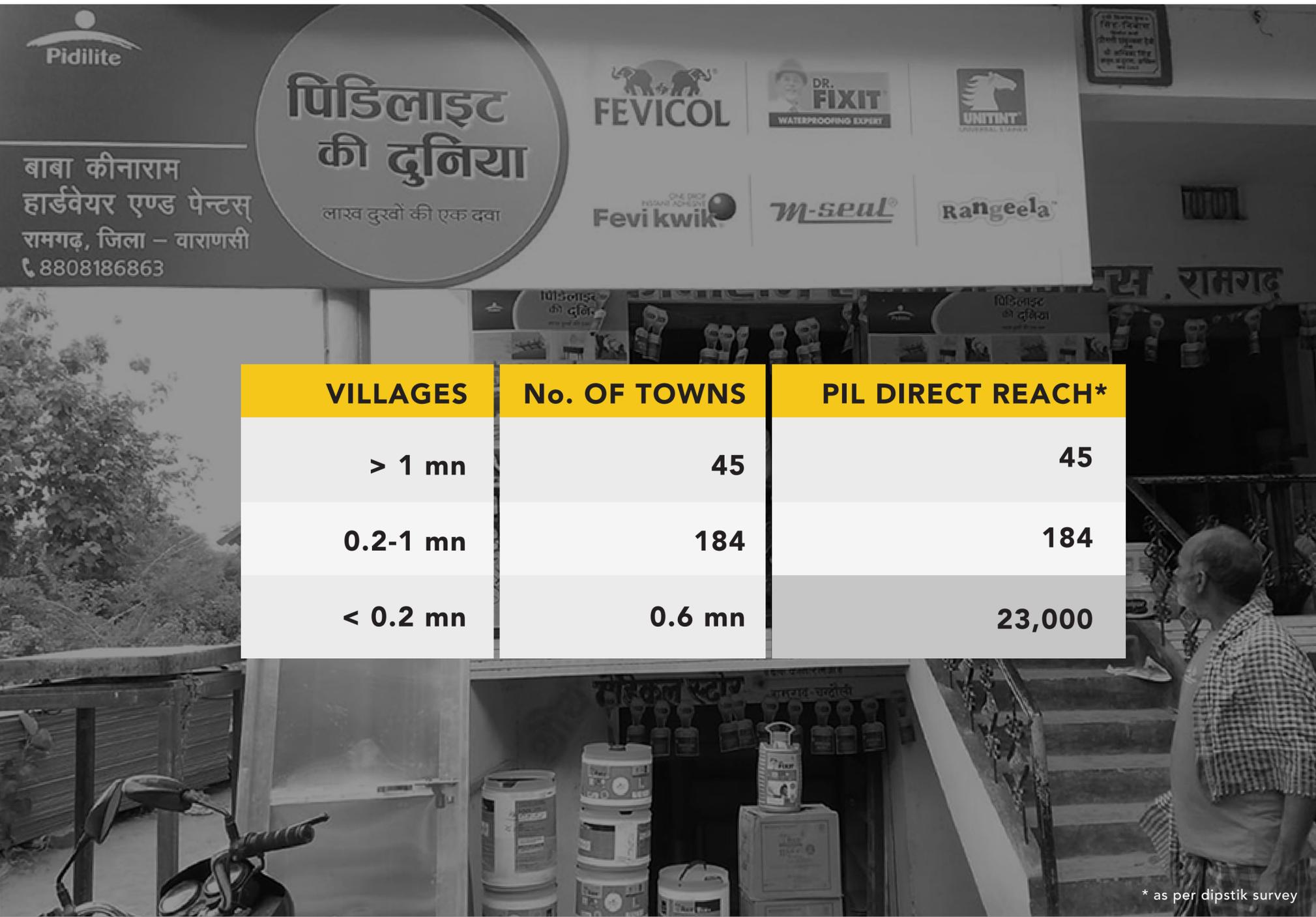


***Available in 3.2 mn outlets**



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



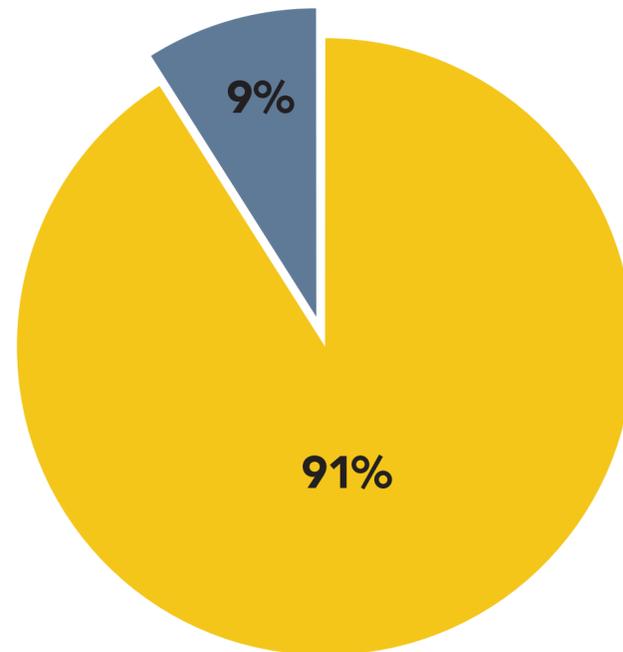
Roff Growth Story

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



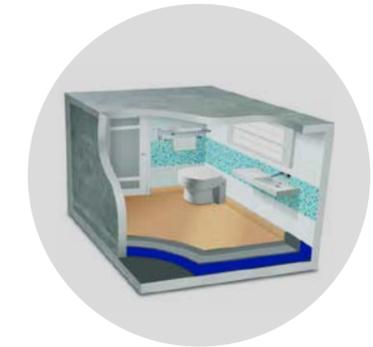
Tile and Stone Installations



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.

Growth Enablers

**Accelerating
Innovation**

**Future-Fit
Infrastructure**

**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 Infrastructure

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 and Kenya.
- 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

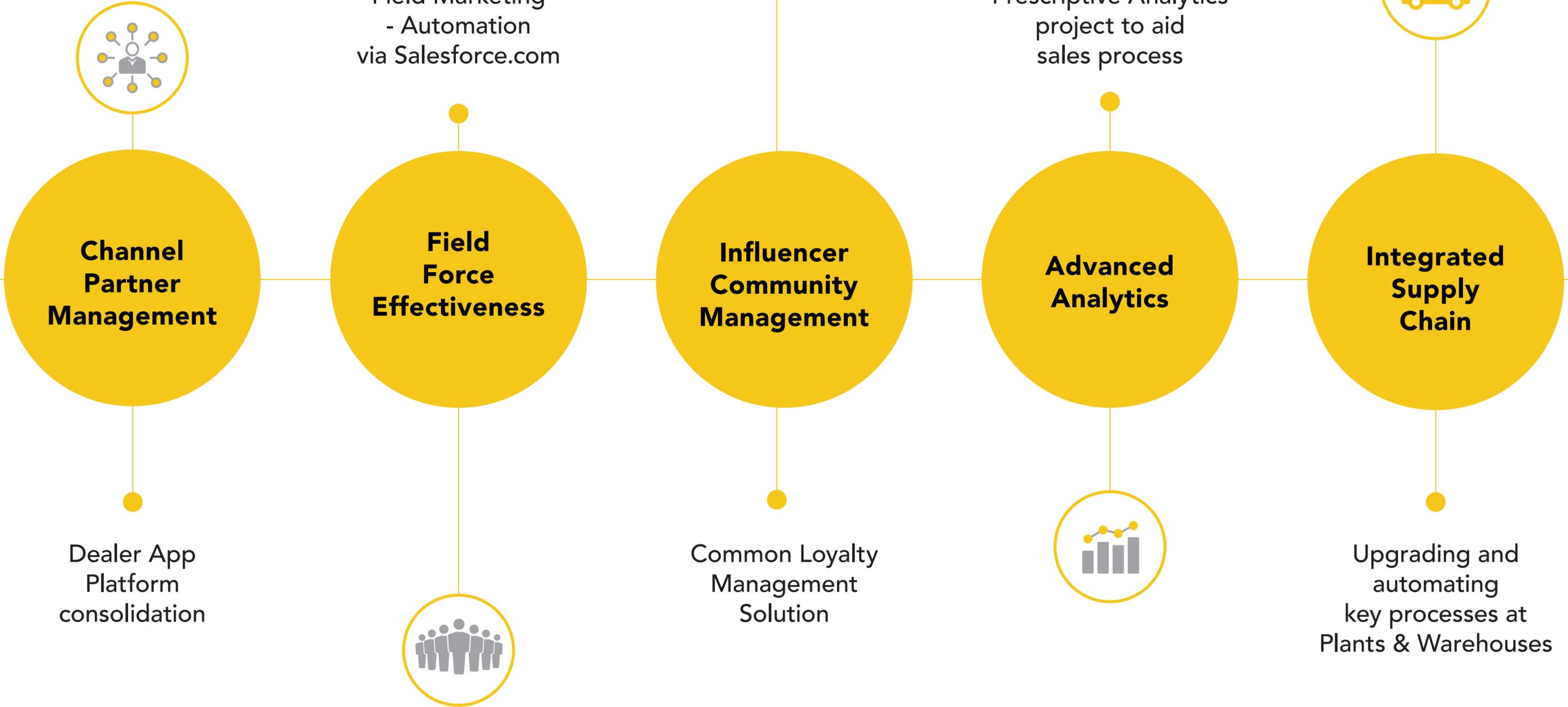


3 Customer centricity

4 Source of inspiration



Riding the Digital Wave



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



Adapting and winning in the post Covid world



People our
Priority



Agile
Supply-chain



Innovation led by
Consumer Insights



Phyigital
Approach

People our Priority



- Safety at Work.
- Work from home.
- Medical coverage for employees, channel partners and users
- Bonding with Employees through helpline, chat box, fun events.

Agile Supply-chain



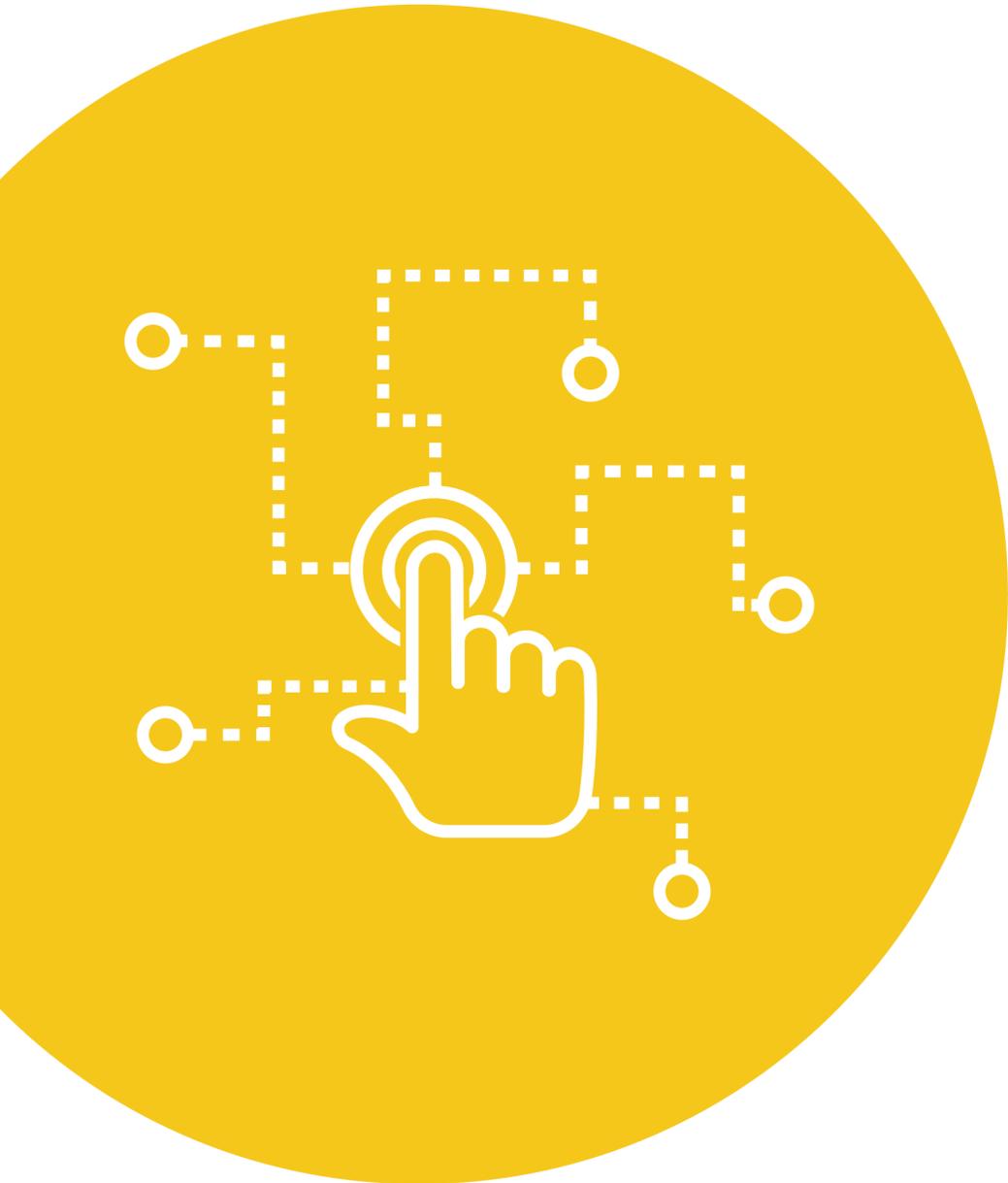
- Increasing covers for input materials
- Direct despatch from factories
- Review network
- Additional space and new warehouses to cater to regional demands
- Alternate transporters

Innovation



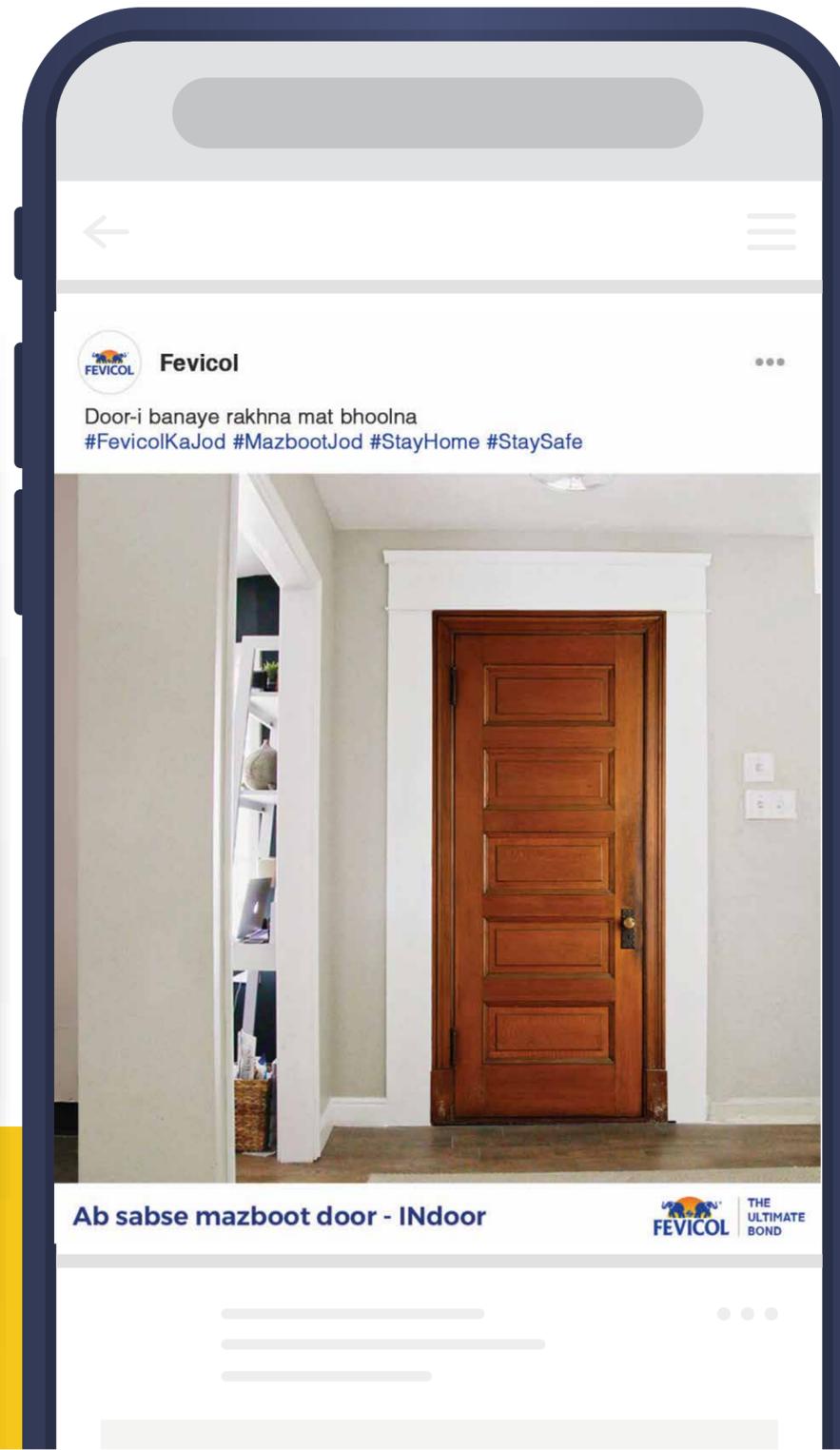
- Gathered insights of changing Consumer behaviour
- Innovation calendar reprioritised
- Opportunities in anti viral platform

Phyigital approach



- Digital Ads
- Influencer connect : digital meets, safety practices
- Growing E-commerce

Digital Ads



**In times of change, learners inherit the earth,
while the learned find themselves beautifully
equipped to deal with a world that no longer exists.**

Thank you

Investor Contact



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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



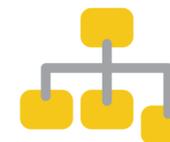
23 Mfg. Plants & **25** Co-Makers in India



>500 Products



Exporting to **>80** countries



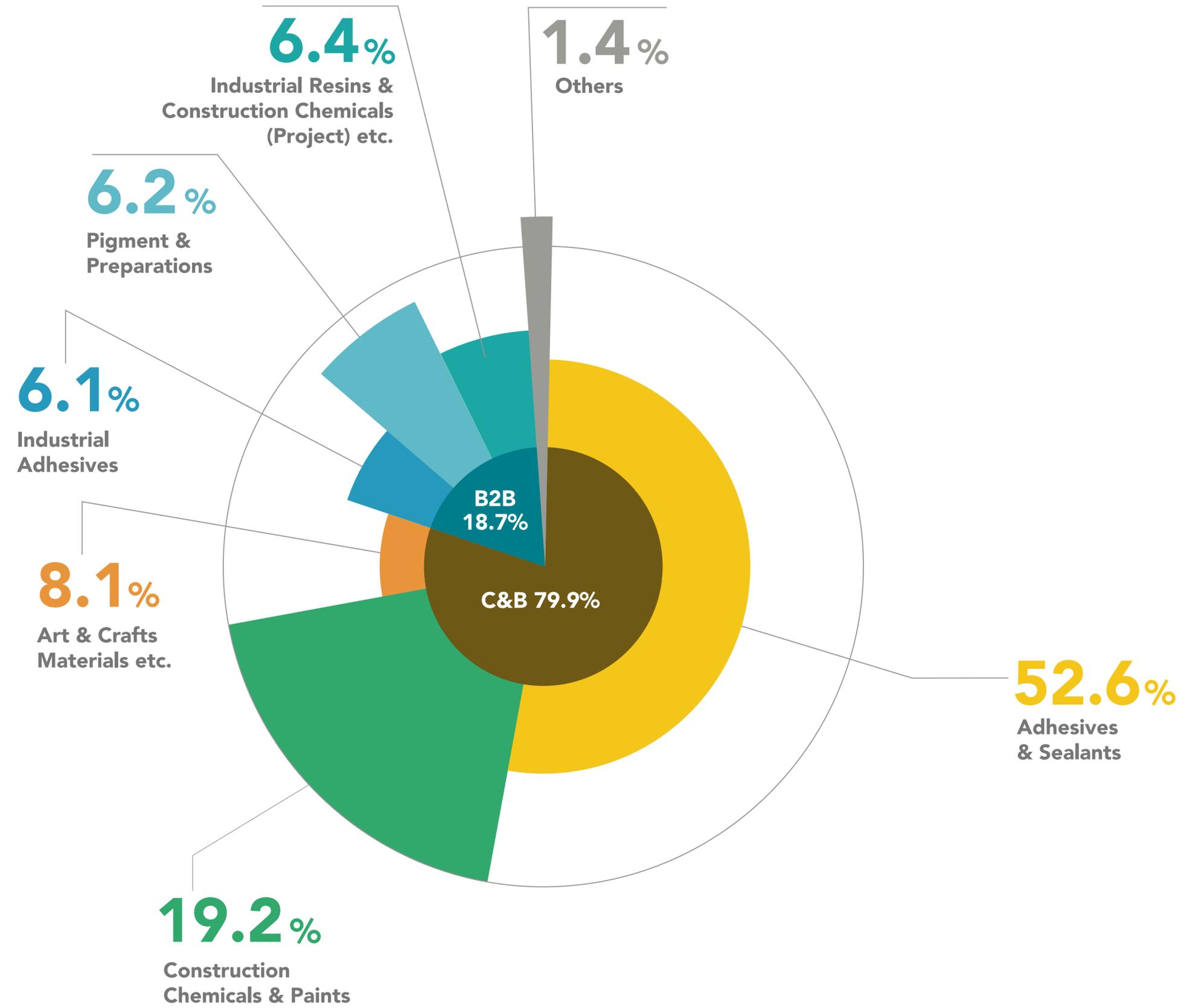
19 International & **11** Domestic Subsidiaries



5 R&D Centres

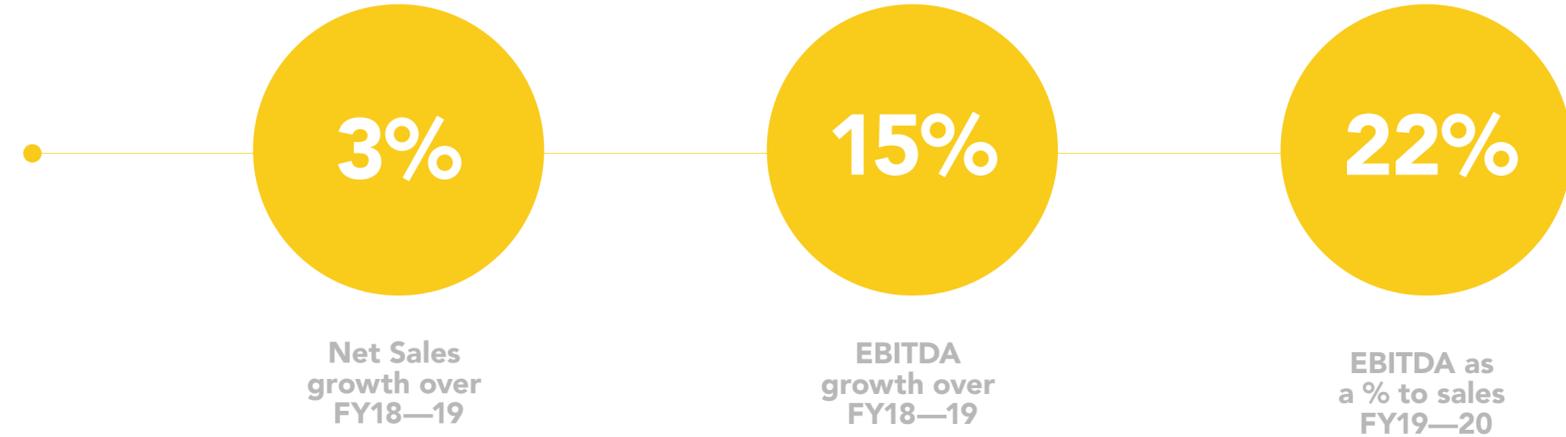
Revenue Split

Standalone Results – % of Total Sales for 2019-20

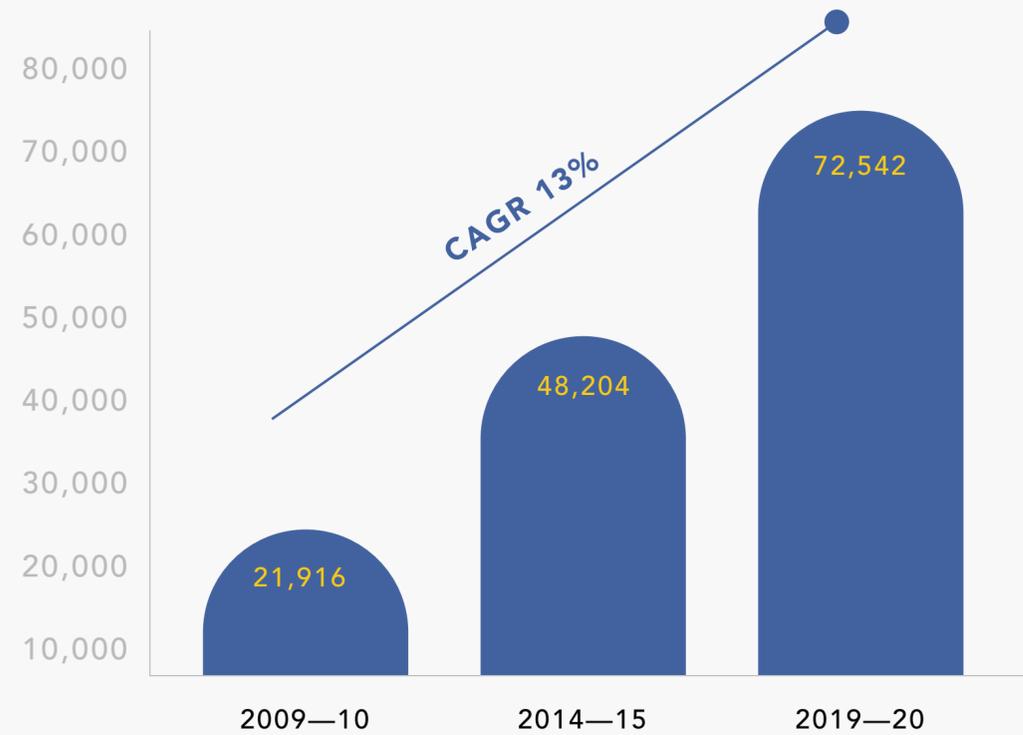


- 79.9% Consumer & Bazaar Products segment
- 18.7% Business to Business Products segment
- 1.4% Others

Track Record of Rapid Growth



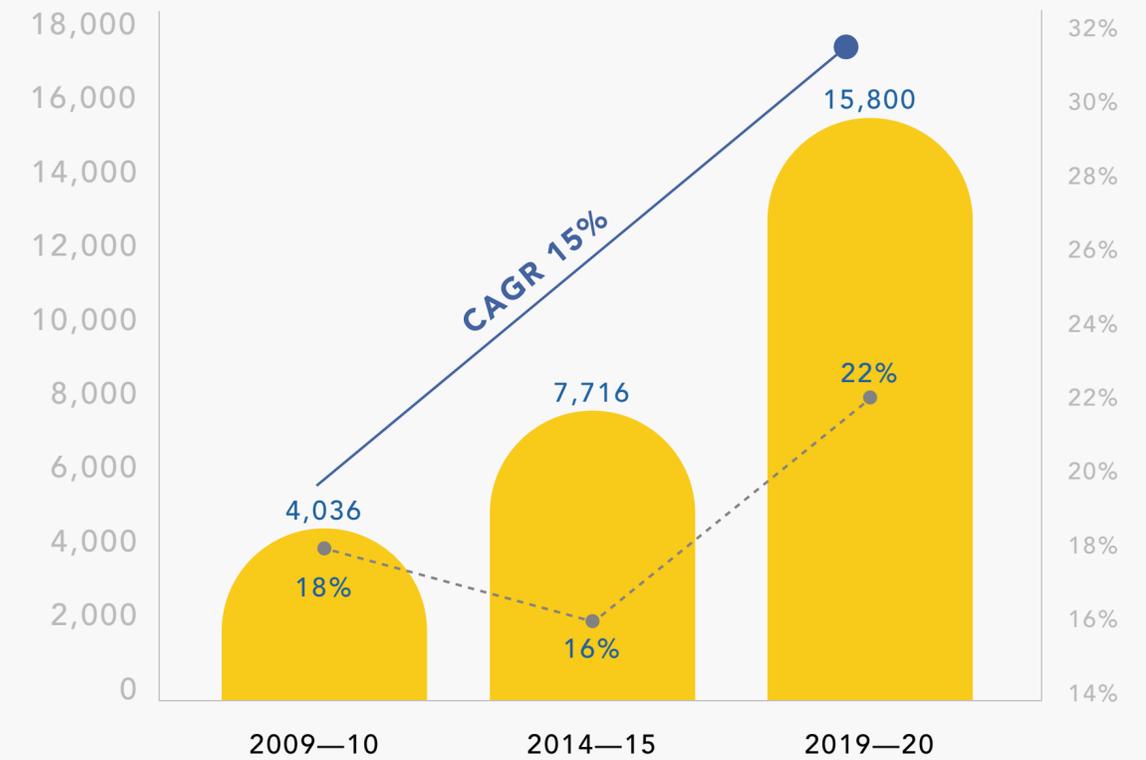
NET SALES GROWTH TREND OVER LAST 10 YEARS



● Consolidated Net Sales(Rs Million)*

*Sales net of excise duty

EBITDA GROWTH TREND OVER LAST 10 YEARS

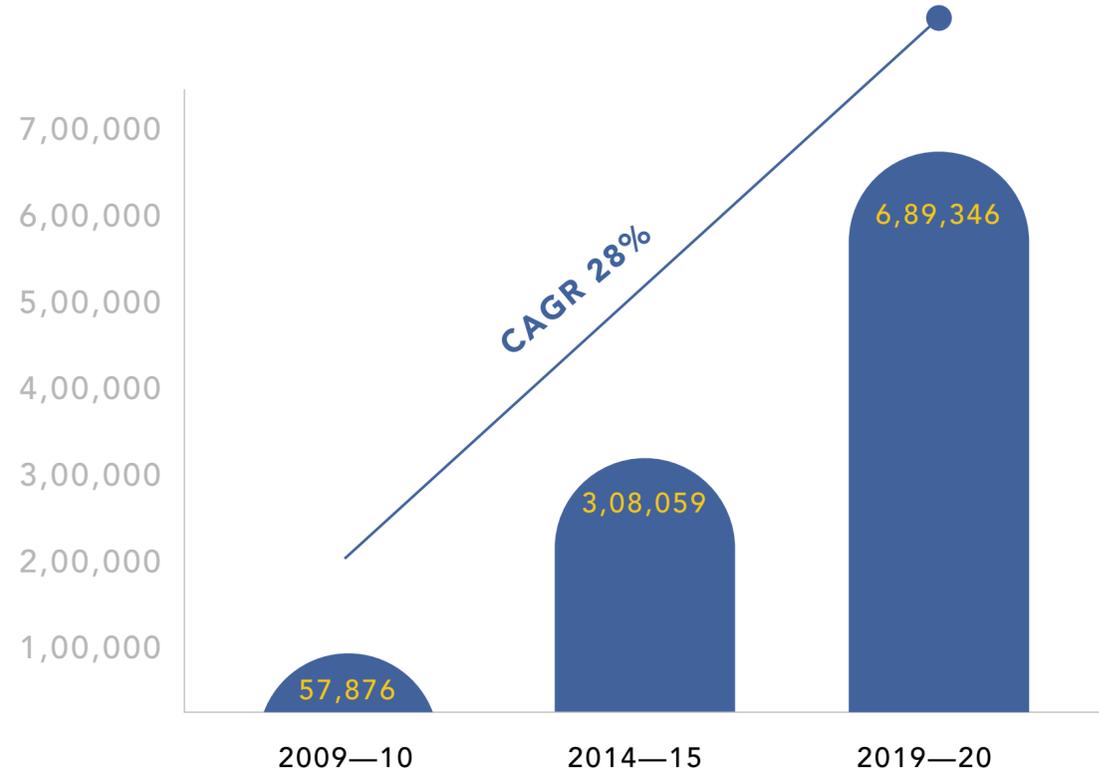


● Consolidated EBITDA(Rs Million)*

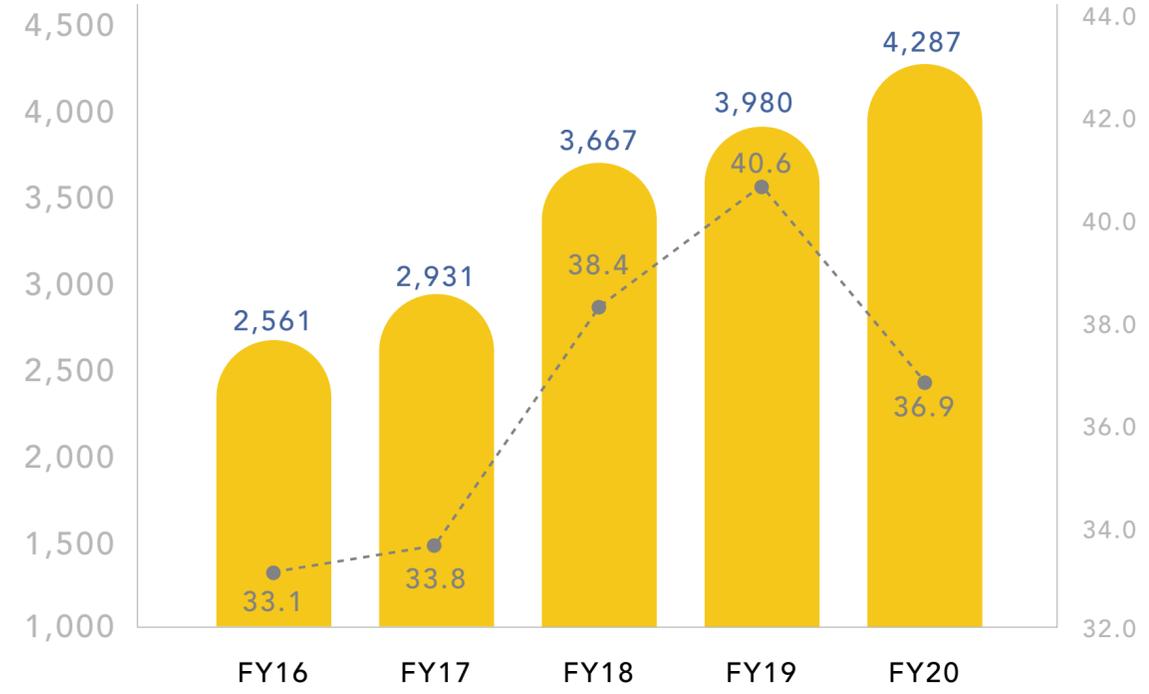
● EBITDA as a % to Net Sales

**EBITDA before Non Operating Income

Creating Value for Shareholders



● Market Cap (Rs Million)



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