

**PERFORMANCE BY INDUSTRY SEGMENT (STANDALONE)**

The Company operates under two major business segments i.e. Branded Consumer & Bazaar and Business to Business.

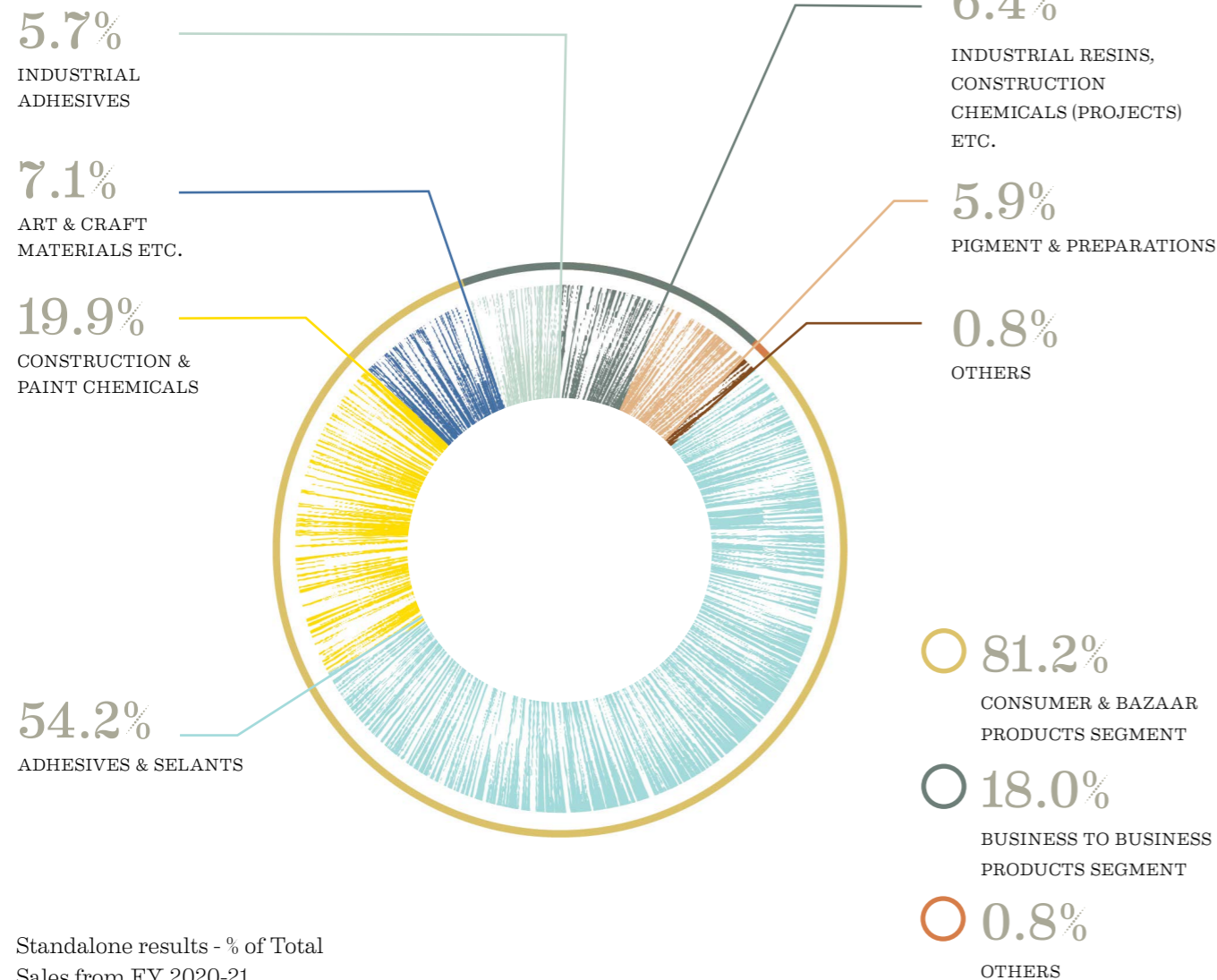
Products, such as Adhesives, Sealants, Art & Craft Materials and Others, Construction and Paint Chemicals are covered under Branded Consumer & Bazaar segment. These products are widely used by carpenters, painters, plumbers, mechanics, households, students, offices etc.

Business to Business segment covers products, such as Industrial Adhesives, Industrial Resins,

Construction Chemicals (Projects), Organic Pigments, Pigment Preparations, etc. and caters to various industries like packaging, joineries, textiles, paints, printing inks, paper, leather, etc.

In both the above business segments, there are a few medium to large companies with national presence and a large number of small companies which are active regionally. Multinational companies are also present in many of the product categories in which the Company operates.

**BUSINESS SEGMENT/ PRODUCT CATEGORY %**



Standalone results - % of Total Sales from FY 2020-21

**CONSUMER & BAZAAR**

Branded Consumer & Bazaar segment contributed

**81.2%**  
of the sales of the Company and declined by 0.3% with volume and mix declining by 0.2%

Adhesives & Sealants category includes adhesives, sealants and tapes. This category contributed

**54.2%**  
of the sales of the Company and grew by

**1.2%**  
Construction and Paint Chemicals contributed

**19.9%**  
of the sales of the Company and grew by

**1.7%**  
Art & Craft Materials etc. contributed

**7.1%**  
of the sales of the Company and declined by 14.1%

**BUSINESS TO BUSINESS**

Business to Business segment contributed

**18.0%**  
of the sales of the Company and declined by 5.5% with volume and mix declining by 7.0%

Industrial Adhesives includes adhesives used in packaging, footwear, cigarette, automotive industry and joinery. This category contributed

**5.7%**  
of the sales of the Company and declined by 8.1%

Industrial Resins, Construction Chemicals (Projects) etc. contributed

**6.4%**  
of the sales of the Company and declined by 3.1%

Pigments and Preparations contributed

**5.9%**  
of the sales of the Company and declined by 5.5%

**OTHERS**

The 'Others' segment largely comprises of manufacture and sale of Speciality Acetates, raw materials etc.