Ref No.: GIL/CFD/SEC/25/336/SE

27th February 2025

BSE Limited
Scrip Code: 500300

National Stock Exchange of India Limited
Symbol: GRASIM

Dear Sirs/Madam,

Sub: Corporate Dossier of Grasim Industries Limited ("the Company")

Please find enclosed the Corporate Dossier of the Company.

The same is also available on our website www.grasim.com.

The above is for your information and record.

Thanking you,

Yours sincerely,
For Grasim Industries Limited

SAILESH KUMAR DAGA
Digitally signed by SAILESH KUMAR DAGA
Date: 2025.02.27 15:49:38 +05'30'

Sailesh Kumar Daga
Company Secretary and Compliance Officer
FCS - 4164

Cc:

Luxembourg Stock Exchange
35A Boulevard Joseph II
L-1840 Luxembourg

Citi Bank N.A.
Depositary Receipt Services
390 Greenwich Street,
4th Floor, New York,
NY 10013

Citi Bank N.A.
Custodial Services
FIFC, 9th Floor, C-54 & 55,
G Block, Bandra Kurla Complex, Bandra (East),
Mumbai 400 098

ADITYA BIRLA GRASIM

Investor Presentation

February 2025

GRASIM : A PLAY ON INDIA GROWTH STORY

SAFE HARBOR

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DRIVEN BY OUR PURPOSE. LED BY OUR VALUES

Passion

Seamlessness

Integrity

Commitment

Speed

OUR PURPOSE

TO ENRICH LIVES BY BUILDING DYNAMIC AND RESPONSIBLE BUSINESSES AND INSTITUTIONS, THAT INSPIRE TRUST.

ADITYA BIRLA GROUP IS...

A US$ 66 billion* conglomerate

Consolidated market cap of over US$ 100# billion

Across 6 continents and 41 countries

Present across 20+ sectors

180+ state-of-the-art manufacturing units globally

187,000+ employees of over 100 nationalities

300M+ Loyal customer base

#1
IN ALUMINIUM ROLLING

#1
RECYCLER OF ALUMINIUM

#3
IN CEMENT
(EXCLUDING CHINA)

GLOBAL RANKING ACROSS KEY SECTORS

#2
IN CARBON BLACK
(based on installed production capacity)

#2
IN CELLULOSIC STAPLE FIBRES

OUR KEY GROUP COMPANIES

ADITYA BIRLA GRASIM

ADITYA BIRLA UltraTech

ADITYA BIRLA CAPITAL

ADITYA BIRLA HINDALCO

ADITYA BIRLA NOVELIS

ADITYA BIRLA FASHION & RETAIL

ADITYA BIRLA REAL ESTATE

ADITYA BIRLA BIRLA CARBON

Vi Together for Tomorrow

* Revenue as on 31st March 2024 based on FY22 constant currency; # Consolidated Market Capitalisation of listed entities as on 31st December 2024.

GRASIM's LEADERSHIP
ACROSS KEY COMPONENTS OF GROWING ECONOMY

INDIA's AMRIT KAAL

- Strongest and fastest growing among major economies
- Financial maturity, Digitisation and higher credit growth
- Young Population, Higher Disposable Income
- Set to become world's third largest economy by 2027

KEY FACTORS

Infrastructure & Housing Demand	Cement Producer; RMC player; Producer of White Cement based Putty
Increasing Financialisation	Diversified Financial Services Amongst Largest^ well-diversified NBFCs
Aspirational Consumption	#2 Decorative Paints*; Cellulosic Fibres; Linen Textiles
Focus on Manufacturing growth	Chlor-Alkali; Epoxy polymers & curing agents
Fast growing Renewable Energy sector	~2 GW of RENEWABLE energy capacity by FY25
Growing Digital Economy	B2B E-COMMERCE platform enabling MSMEs Digital reach

*Note: Map not to scale; * installed capacity in India by FY25 ^ in terms of AUM ♛ Market leader in India.*

STRONGLOMORATE : KEY STRENGTHS

1

A Legacy of Values and Trust

Operating history of 75+ years

2

Track record of creating large growing Businesses and Brands

Revenue growth ~4.5 times over the past decade

3

Diversified Businesses with Stable cashflow generation

Positive Free Cash flow* in 7 out of last 10 years

4

Sustainable Manufacturing

Increasing share of Renewable power

Reduction in Freshwater consumption across businesses

** On standalone basis*

STRONGLOMORATE : KEY STRENGTHS

5

History of continuous Dividend Distribution

For
>60 years

6

Strong Balance Sheet with "AAA/Stable" rating

Consolidated
D*/E 0.31x

7

Value Creation

~2x/~2.5x outperformance
in stock returns vs. benchmark^ over
10Yr/5Yr period

** Excluding Borrowing related to Financial Services Business; ^ Nifty*


VALUE CREATION STRATEGY

PILLARS OF OUR STRATEGY

BUSINESS LEADERSHIP
Attain leadership position in all our businesses

INNOVATION
Focus on innovation in products and processes

SUSTAINABILITY
Eco-friendly products & responsible manufacturing

CAPITAL ALLOCATION
Investments in core and high growth businesses

COST LEADERSHIP
Continuous cost optimisation

KEY CONSOLIDATED FINANCIAL HIGHLIGHTS

TTM* Revenue	TTM* EBITDA	TTM* PAT^
₹1,39,994 Cr.	₹19,666 Cr.	₹3,867 Cr.

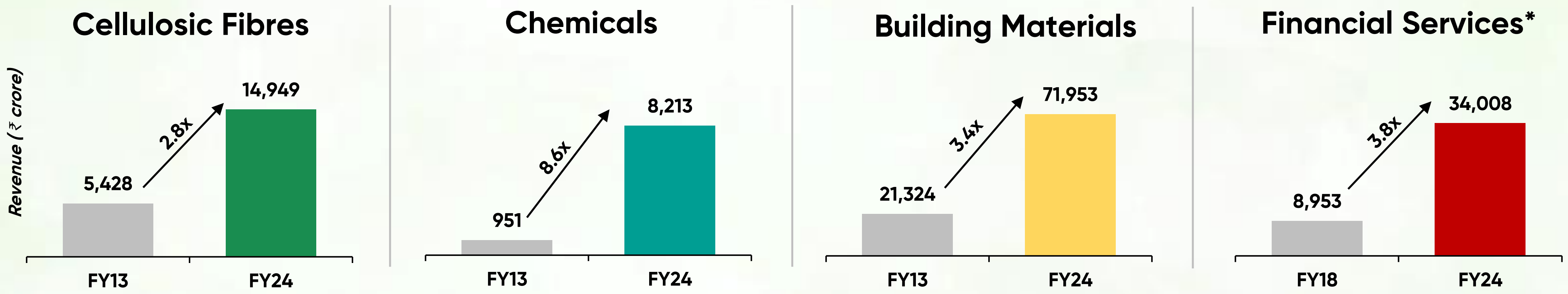
*Jan -24 to Dec-24
^ Owner's share of PAT

LEADERSHIP ACROSS DIVERSIFIED BUSINESSES

		Building Materials Businesses				Other Businesses		
Cellulosic Fibres	**Chemicals**	**Cement**	**Paints**	**B2B E-Commerce**	**Financial Services**	**Textiles**	**Renewables**	**Insulators**
Leading producer of Cellulosic Fibres@, fastest-growing sustainable Fibres in India Focus on Specialty products	Leading producer of Chlor-Alkali and Specialty Chemicals* Focus on improving Chlorine integration	UltraTech: India's largest selling cement brand and 3rd largest cement player globally (ex - China) Leading Player of RMC**, White Cement and Cement based Putty	2nd largest manufacturing capacity of decorative paints in India by FY25 Offering superior products and experience across all segments of Decorative Paints	Digital procurement solution for building materials Assured product quality, Guaranteed delivery, Competitive pricing and Financing solutions	Aditya Birla Capital: A leading Financial Services conglomerate Offering financing, protecting, investing and advisory services	Premium sustainable textile products: linen, wool and cotton fabrics Premium retail brand 'Linen Club'	Presence in clean energy generation i.e. solar, wind and hybrid power Fulfilling renewable energy demand of group companies and power utilities	Leading manufacturer of Insulators

*@Cellulosic Fibres = Cellulosic Staple Fibre (CSF) and Cellulosic Fashion Yarn (CFY); *Specialty Chemicals = Epoxy Polymers and Curing Agents; **RMC = Ready Mix Concrete.*

TRACK RECORD OF CREATING LARGE BUSINESSES & BRANDS



OUR LEADING BRANDS

Birla Cellulose Fibres from nature
spunshades by Birla Cellulose
liva natural fluid fashion
epotec
LINEN CLUB PASSIONATE LIKE YOU
BIRLA opus PAINTS
UltraTech CEMENT The Engineer's Choice
ADITYA BIRLA CAPITAL
livaeco
liva reviva
Raysil The fashion yarn
AQUA ARMOR
twist
BIRLA PIVOT
Birla White WALLCARE White Cement Based Putty

*Financials considered post-merger of Aditya Birla Nuvo Limited with Grasim Industries Limited.

R&D AND INNOVATION

WORLD CLASS R&D FACILITIES

1	5	2	1
Corporate R&D Centre	R&D Centres (Cellulosic Fibres)	R&D Centres (Chemicals & Others)	R&D Centre (Paints)

KEY STRENGTH

Focused innovation across Businesses
R&D focus on the entire value spectrum

Competent R&D Team
Qualified and experienced researchers of 282 people across businesses

Intellectual Property Rights
Patents granted: 25

R&D Expenditure
Spent ~₹330 Cr. last three years

COMMERCIALISED A VARIETY OF HIGH-VALUE PRODUCTS

Cellulosic Fibres

- Liva eco: Traceability of Pulp source from FSC[(1)] certified sustainable forests
- Birla Excel: Eco-friendly cellulose Fibre from in-house lyocell technology
- Liva Antimicrobial: Longer lasting protection from microbes
- Liva reviva: Introduced recyclability of textile waste as a partial replacement to dissolving-grade pulp

Chemicals

- epotec: Primary building blocks for formulated products in Construction, Coating, Composite industries
- twist: Pthalate free plasticizers
- AQUA ARMOR: Addressing water treatment problems in Aquaculture
- Vytal: Specialty variants for industrial water treatment

(1) FSC - Forest Stewardship Council.

SUSTAINABLE BUSINESS PRACTICES AND INITIATIVES

SUSTAINABILITY RATINGS

71	BBB	B	27.2
DJSI[4] Global ESG score	MSCI ESG Ratings	CDP Climate Change, Forest and Water Security	Sustainalytics ESG Risk Rating

Sustainable Products & Circular Economy
- Innovations - LivaEco, Lyocell, Dope dyed, Liva Reviva
- Sustainable textiles: Linen, Wool & Premium cotton fabrics

Responsible Manufacturing
- Closed loop manufacturing process
- ZDHC [1] MMCF [2] Standards

Responsible Sourcing
- RM sourcing for pulp from sustainably managed forests
- Supplier code of conduct – Ethics, Human Rights

Valuable Partnerships
- Value Chain – LAPF [3], Blockchain traceability (GreenTrack)
- Technology & Research Institutes, Licensers

SUSTAINABLE GROWTH

Water Stewardship
- Grasim has implemented ZLD[5] at 12[6] manufacturing sites
- Lowest water consumption/ton of fibre in the world

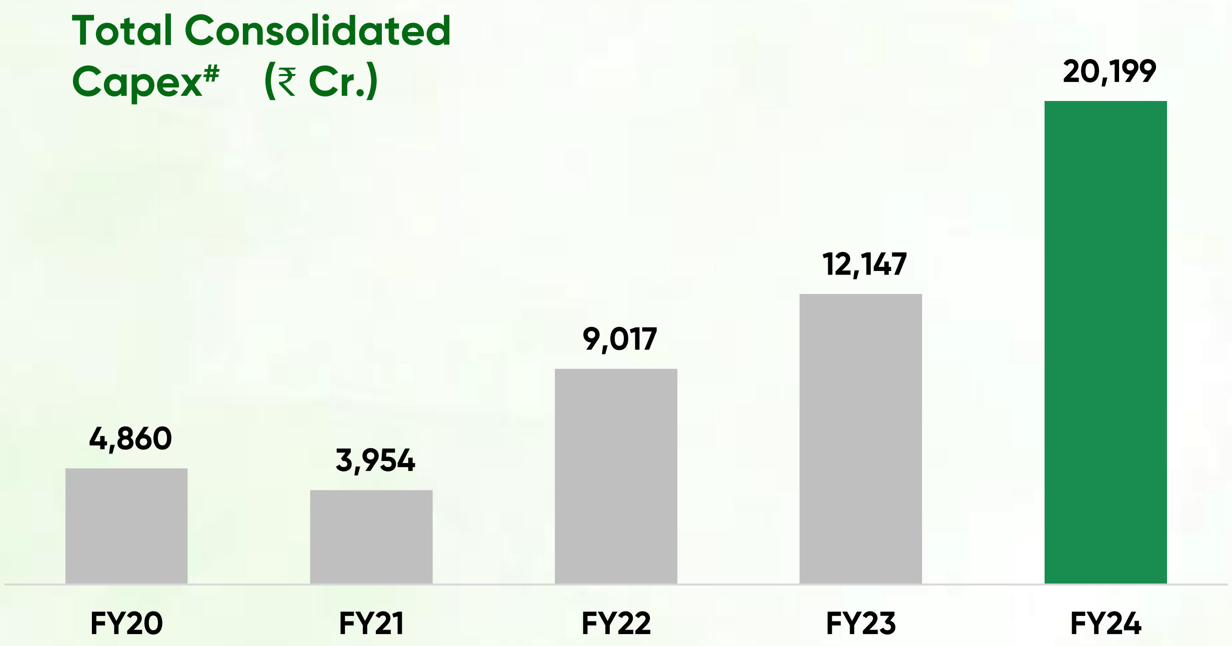
Energy Conservation & Renewable Energy
- Upgraded and optimised the generation of electrolysers
- Lower carbon emissions by higher use of renewable energy

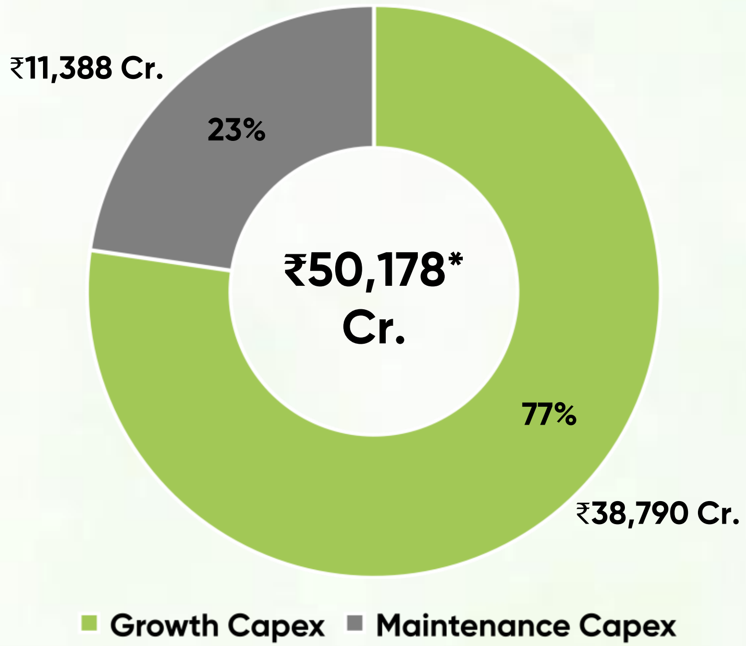
Reduction in Waste Generation
- Installed sulphate removal system
- Optimised yarn spinning output by reducing soft waste

(1) ZDHC - Zero Discharge of Hazardous Chemicals; (2) MMCF - Man-made Cellulosic Fibre; (3) LAPF - Liva Accredited Partner Forum; (4) DJSI - Dow Jones Sustainability Indices; (5) ZLD - Zero Liquid Discharge; (6) one under commissioning

CAPITAL ALLOCATION

FOCUS ON GROWTH BUSINESSES





#Calculation based on the movement in gross block and CWIP.
** Capex over 5-YR (FY20 to FY24).*

COST LEADERSHIP

CELLULOSIC FIBRES

Strong Backward Integration

Caustic, pulp, power and steam

Cost efficient production processes

Best in Class Consumption Ratios

Innovations

Continuous improvements in yields through inhouse innovations

CHEMICALS

Power

Diversified sources (captive + grid) of power with improving renewable energy mix

Chlorine Integration

Cost reduction by increasing production of chlorine derivatives

Strategic Partnership

Building strategic relationships with key value chain partners

PAINTS

Cost Efficient Manufacturing

Right size plants with high level automation and lean systems

Backward Integration

Integrated manufacturing for key inputs: Emulsions & Resins

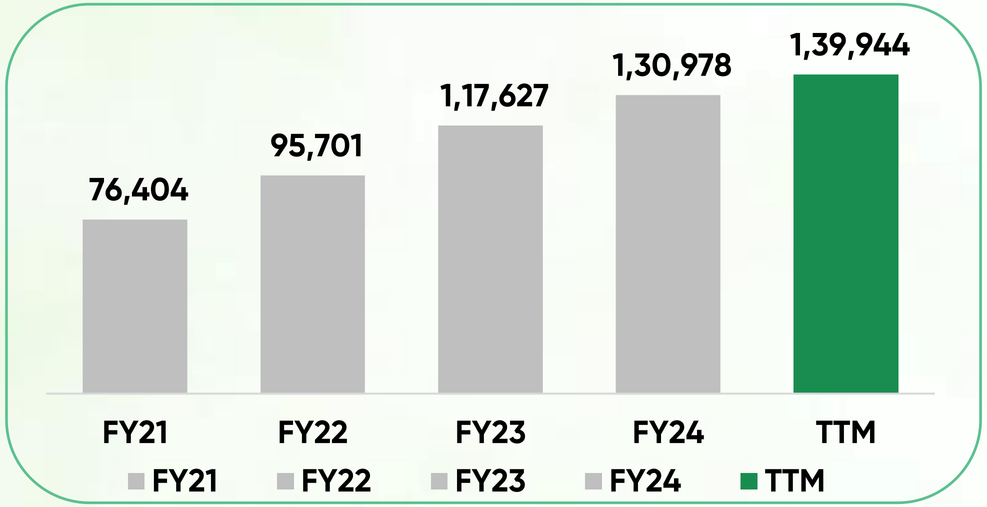
R&D

In-house R&D capability for original polymer chemistry & superior paint formulation

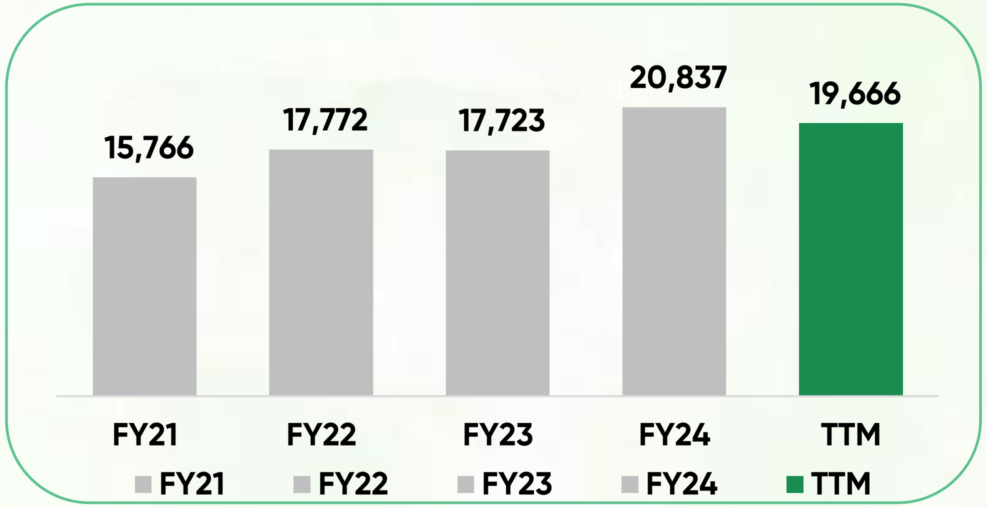
FINANCIAL HIGHLIGHTS

TRACK RECORD OF CONSISTENT GROWTH

REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



Robust performance of Building Materials and Financial Services business coupled with stable Cellulosic Fibres and Chemicals businesses has led to the consistent revenue growth.

TTM EBITDA declined marginally due to lower profitability in Cement business and initial investments in consumer-facing decorative paints business: Birla Opus.

**FY23 EBITDA excludes fair value gain accounted by Aditya Birla Capital Limited post acquisition of 9.99% stake by ADIA entities in Aditya Birla Health Insurance Limited.*

CONSISTENT GROWTH LEADING TO STRONG FINANCIALS

CONSOLIDATED

Particulars	As on 31st Mar 2023	As on 31st Mar 2024	As on 31st Dec 2024
Net worth (₹ Cr.)	78,742	88,652	91,363
Debt - Equity Ratio	0.82x	0.97x	1.15x
Debt* - Equity Ratio	0.15x	0.19x	0.31x
Net debt* (₹ Cr.)	6,978	15,436	32,321
Total debts to Total assets	0.30x	0.33x	0.37x

Raised ₹4,000 Cr. in rights issue during FY25 of which ₹2,000 Cr. was received in Q4FY25

Consolidated Net debt* to TTM EBITDA stood at 1.64x as on 31st Dec'24

**excluding debt related to financial services business.*

CELLULOSIC FIBRES BUSINESS

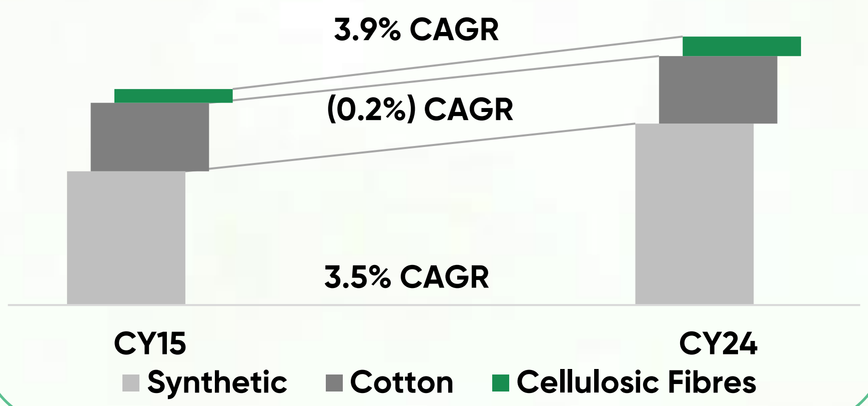
CELLULOSIC FIBRES : FASTEST GROWING FIBRE

INDIA CELLULOSIC FIBRE GROWING FASTEST WITH CAGR

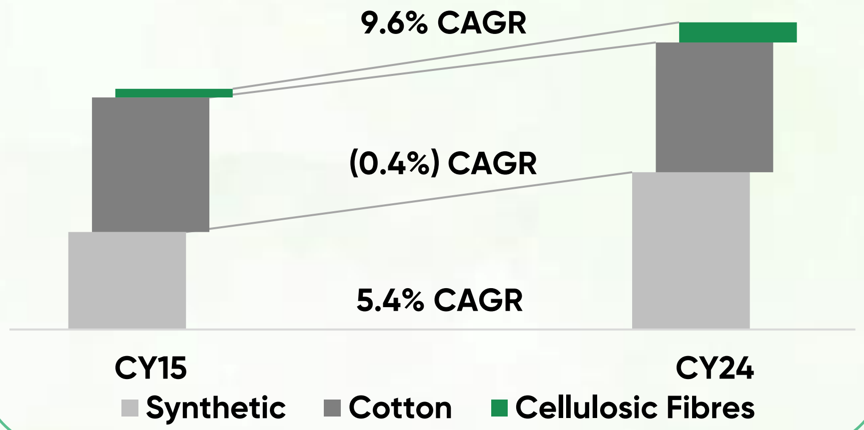
>2x

OF OTHER FIBRES

GLOBAL



INDIA



GROWTH DRIVERS

~6% SHARE

of Cellulosic Fibres in total fibre basket at Global level and in India

CELLULOSIC GAP

huge growth opportunity due to cotton constraints

LIVA BRAND

supporting demand creation of textile value chain

MOST SUSTAINABLE

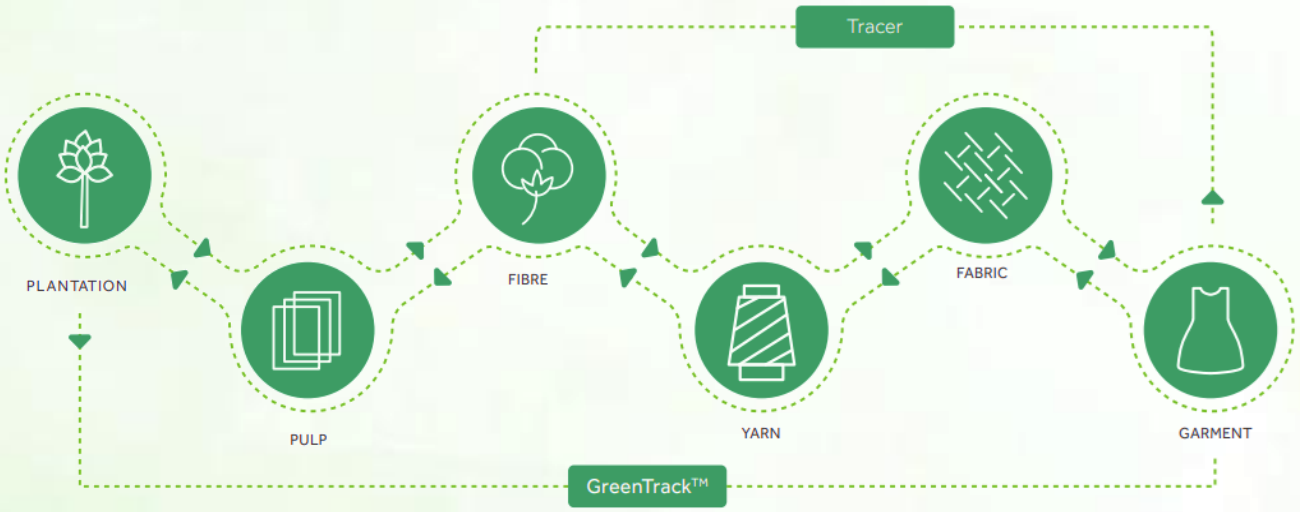
fastest biodegradable and environment friendly

Adding 110K TPA capacity of Lyocell, fastest growing Specialty Cellulosic Fibre, at Harihar, Karnataka. The first phase of 55K TPA will be executed by mid-2027 at an investment of ₹1,350 Cr.

CELLULOSIC FIBRES : INNOVATION

Traceability: Forest to Fashion

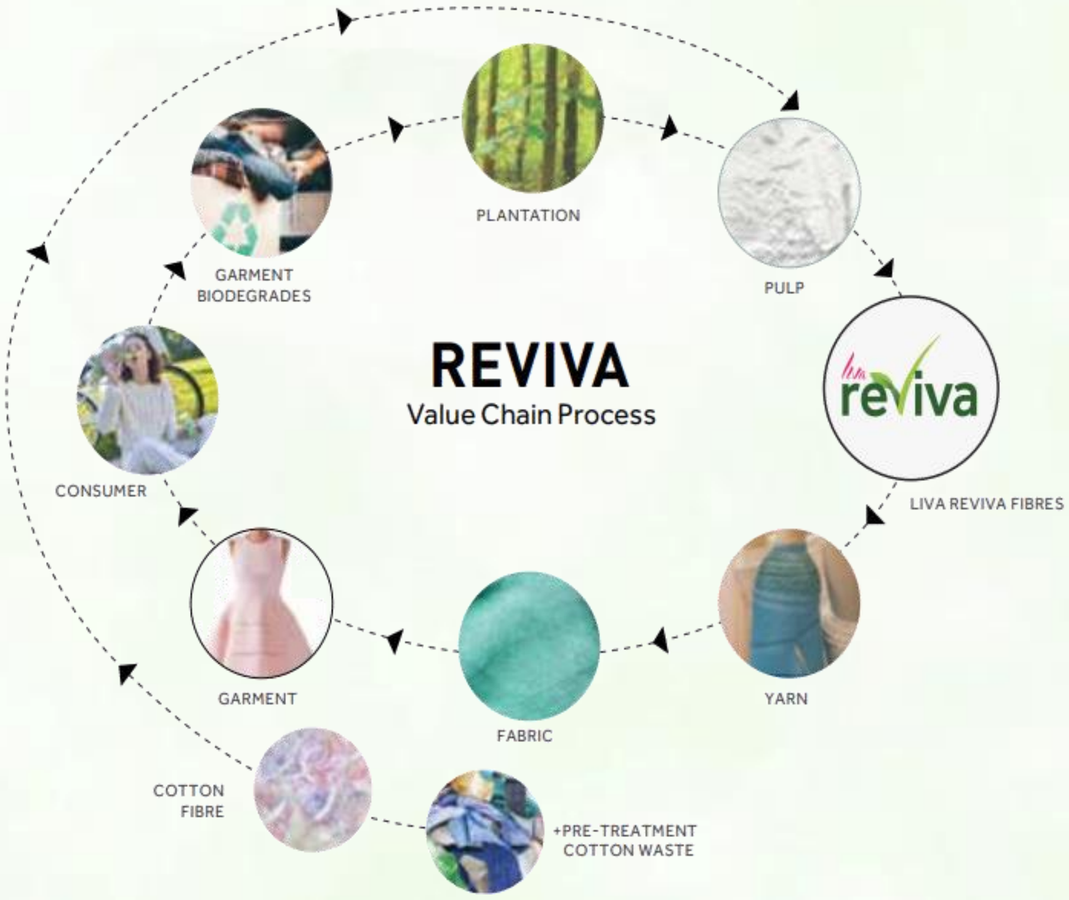
Scan here to know more



CANOPY HOT BUTTON – HIGHEST RATING 5 YEAR IN A ROW

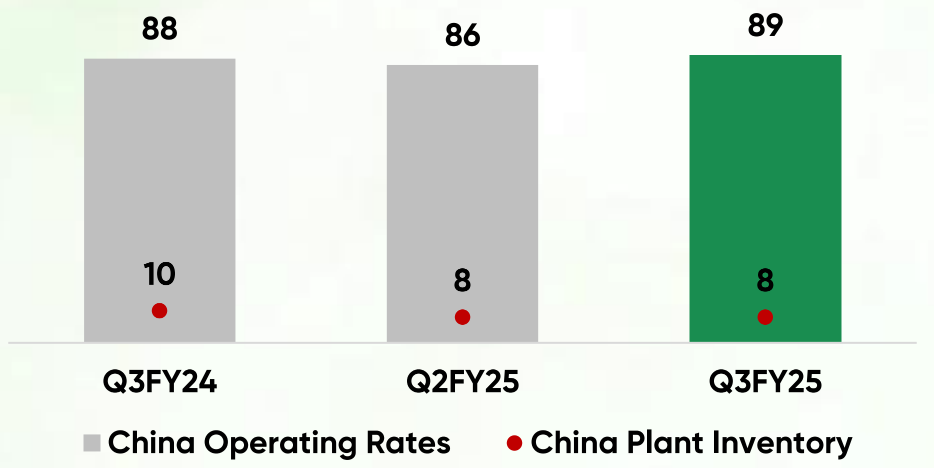
2020 2021 2022 2023 2024

Circular Fashion

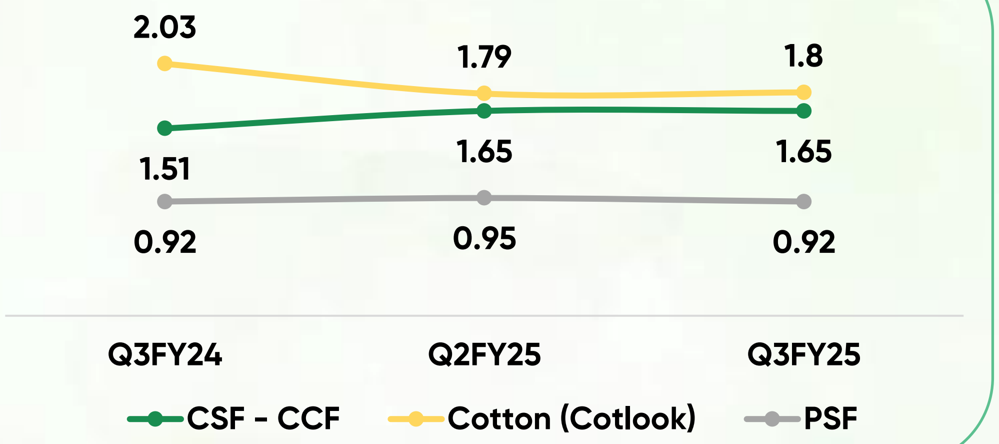


CELLULOSIC FIBRES : KEY MACRO TRENDS

CHINA OPERATING RATE AND INVENTORY DAYS



GLOBAL PRICES TREND ($/KG)



Globally there are improving trends in demand for CSF due to inventory normalization and better sustainability credentials

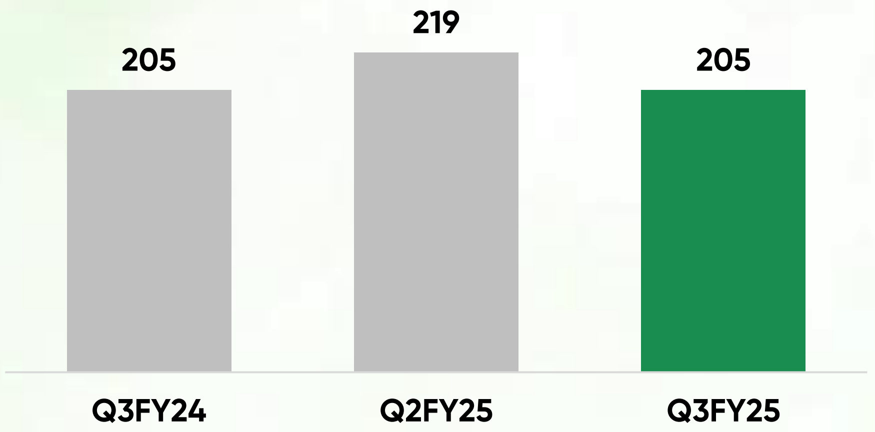
Stable demand scenario has led to operating rates of >85% levels with decline in inventories to 8 days

CSF global prices have improved by 9% YoY, though impact of oversupply in some markets like Indonesia continues

*Source: CCFGroup; *Polyester Staple Fibre.*

CELLULOSIC FIBRES : KEY OPERATIONAL METRICS

CELLULOSIC STAPLE FIBRE (CSF) SALES (KT)



CELLULOSIC FASHION YARN (CFY) SALES (KT)

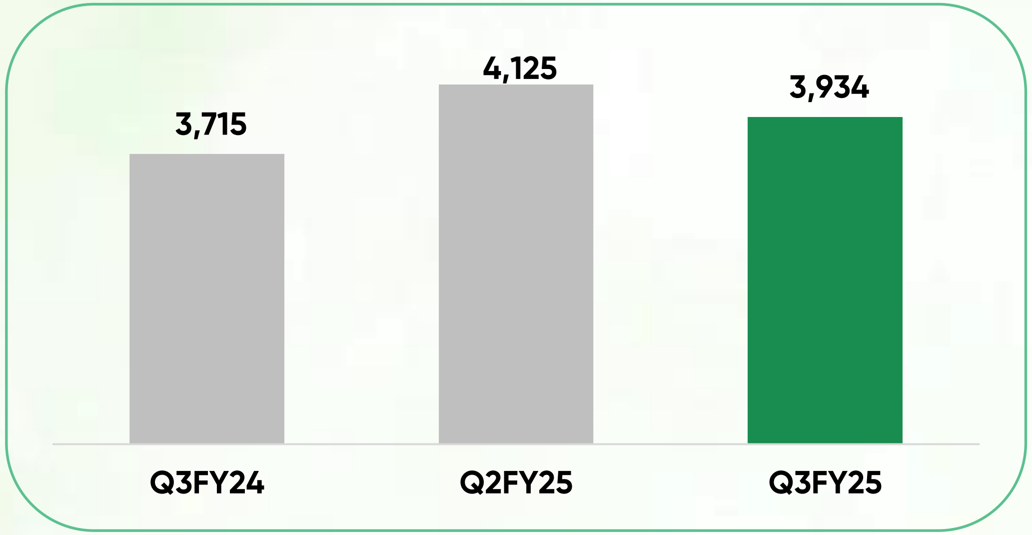
Domestic CSF sales volume grew by 5% YoY, though overall volumes flat due to production disruptions at Excel Kharach

Specialty volumes share improved to 21% against 19% share in Q3FY24

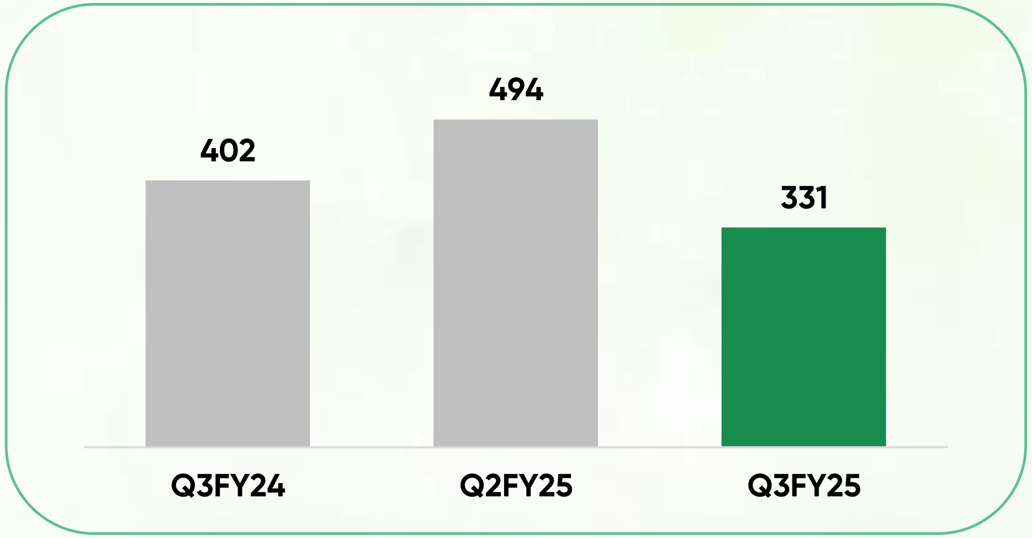
CFY volumes grew by 10% YoY driven by stable demand for certain user categories

CELLULOSIC FIBRES : FINANCIAL PERFORMANCE

REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



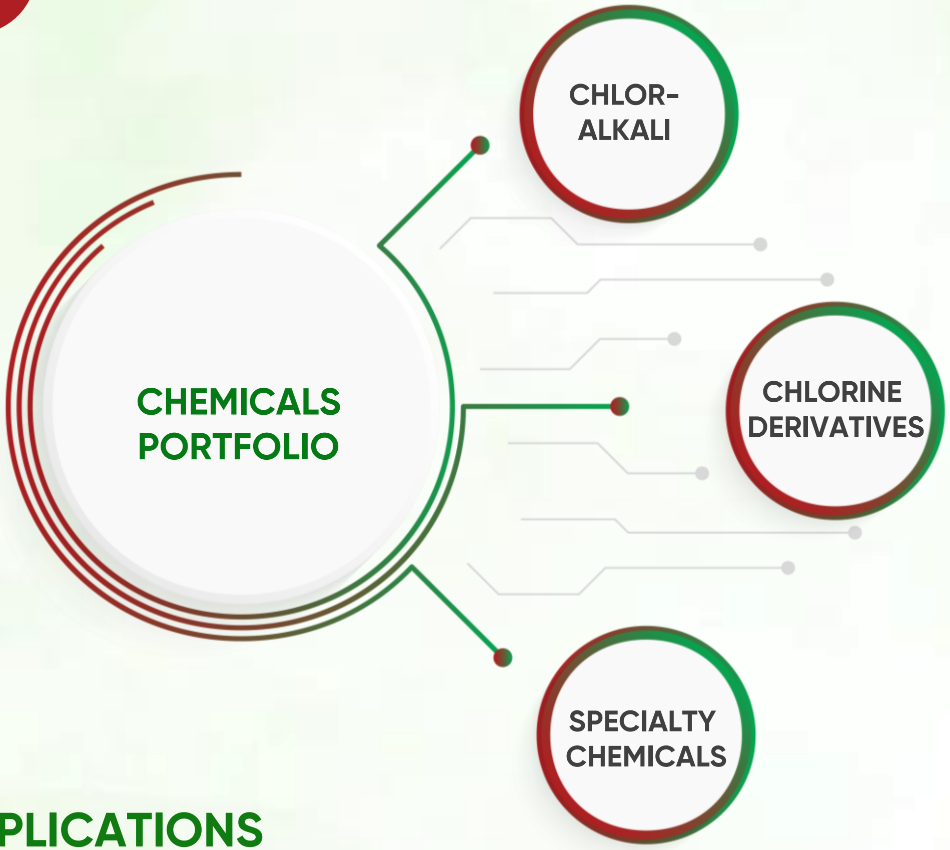
Revenue grew 6% YoY led by improved CSF realization, globally and higher share of Speciality fibres in the sales mix

CFY realisation remains impacted by low priced dumping from China

EBITDA declined by 18% YoY mainly due to higher key RM costs (DG Pulp, Caustic & Sulphur)


CHEMICALS BUSINESS

DIVERSIFIED CHEMICALS PORTFOLIO

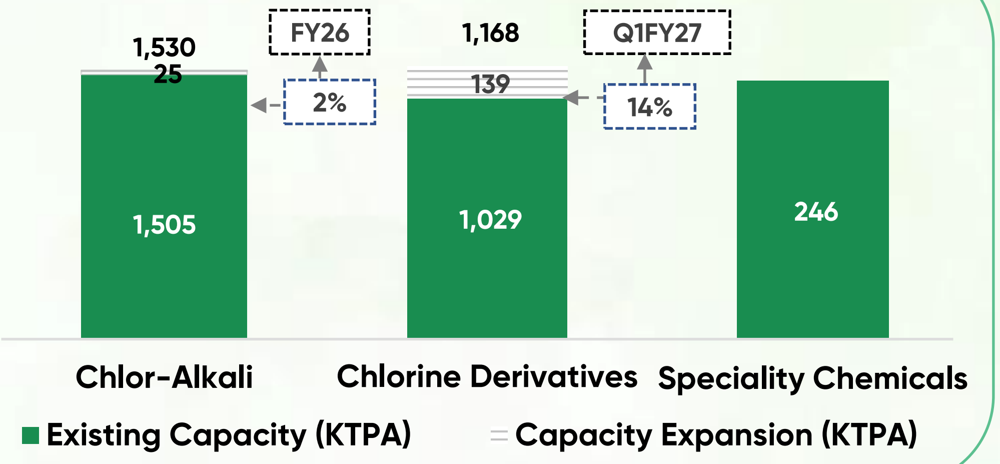


END-USE APPLICATIONS

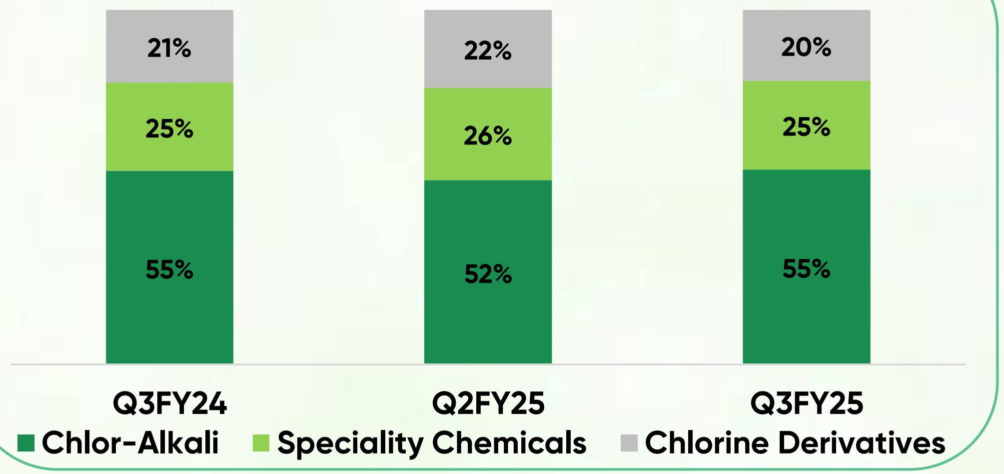
COATINGS
TEXTILES
COMPOSITE
CONSTRUCTION
ALUMINUM PRODUCTION
RENEWABLES
WATER TREATMENT
PVC APPLICATIONS
PHARMA & HEALTHCARE
PAPER MANUFACTURING
SOAP AND DETERGENTS

& many more.....

CHEMICALS PORTFOLIO CAPACITIES



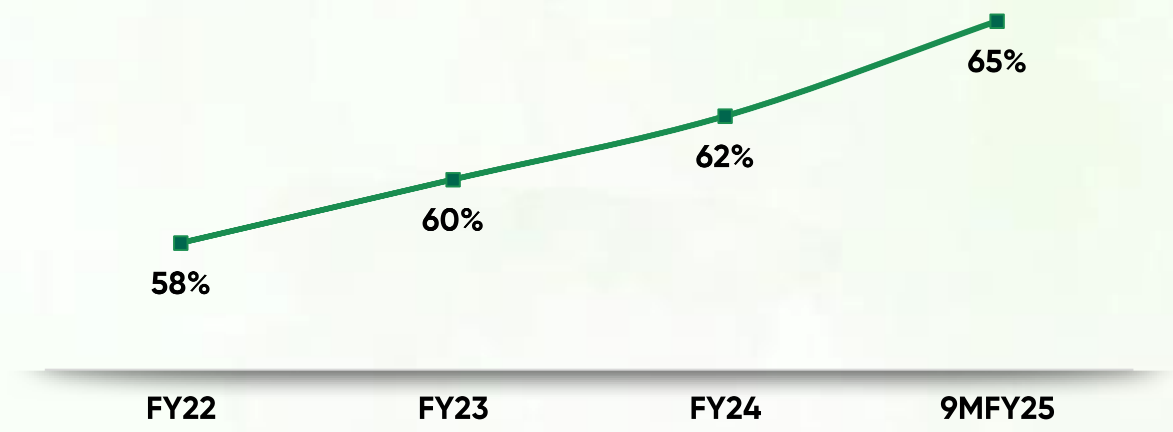
REVENUE BREAK-UP (%)

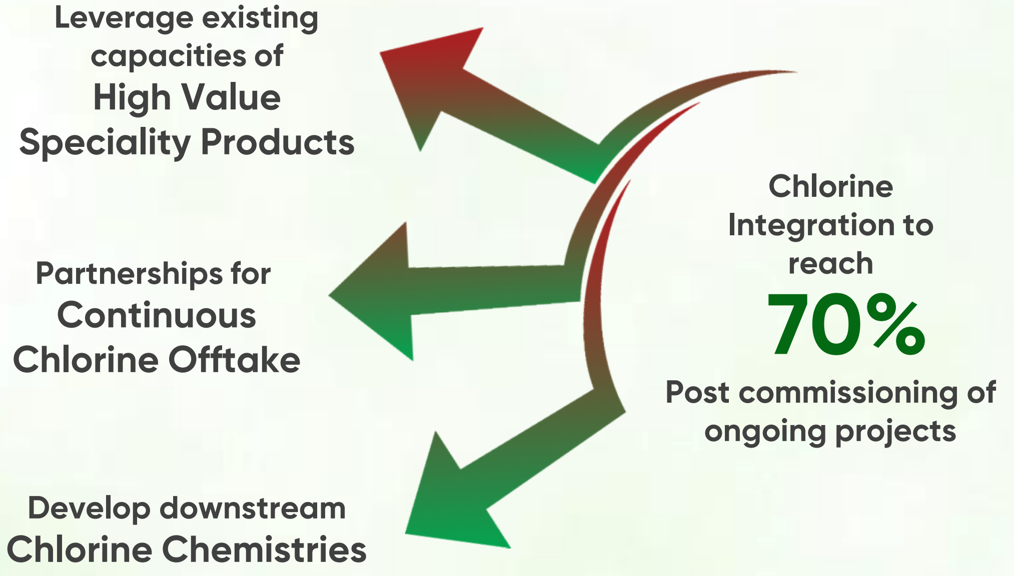


CHEMICALS : FOCUS AREAS

Largest producer of Speciality Chemicals (Epoxy Polymers & Curing Agents) in India. Evaluating further doubling of Epoxy capacity with integrated ECH to maintain market share in the growing market.	SPECIALITY CHEMICALS
Epichlorohydrin (ECH) 50 KTPA plant construction at Vilayat progressing well, commissioning expected by Q2FY26. Evaluating additional capacity expansion of 50 KTPA	CHLORINE DERIVATIVES
Project work of Lubrizol CPVC resin plant for Phase I of 50 KTPA (of total 100 KTPA) at Vilayat is progressing as per plan. Further, evaluating multiple downstream chlorine chemistries to increase chlorine integration	CHLORINE INTEGRATION

CHLORINE INTEGRATION* LEVELS (%)





*Integration includes chlorine consumption for HCL and pipeline sales for dedicated customers.

SPECIALITY CHEMICALS : EPOXY POLYMERS AND CURING AGENTS

EPOXY GROWTH DRIVERS	PROTECTIVE	COATING	CONSTRUCTION	RENEWABLES	AUTOMOTIVE	OTHERS
India Industry Demand Mix (%)	26%	22%	19%	18%	9%	6%

GRASIM

Leading player in Epoxy polymers & curing agents

Market Share of
>50%
In India

Grasim's epoxy resin used in
2 out of 3 cars
manufactured in India

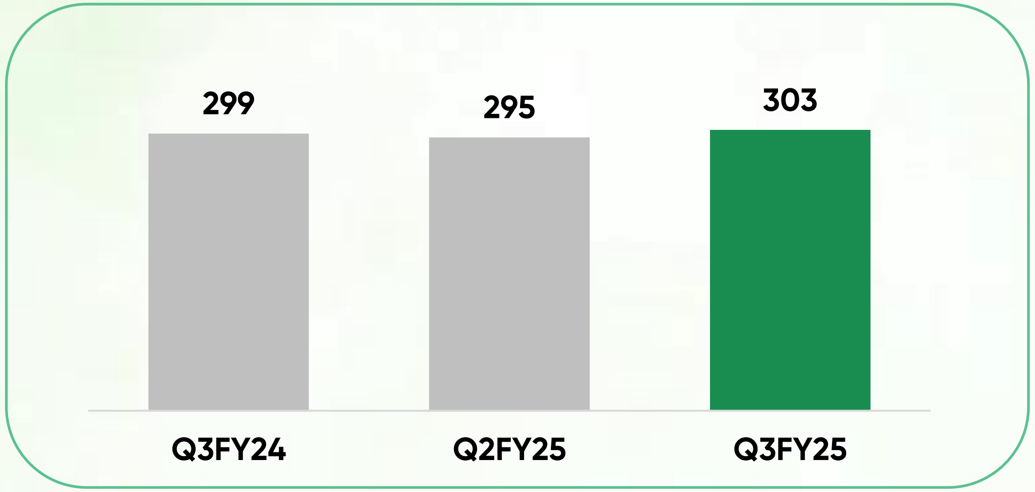
Total Patents filed
8
of which 3 Granted

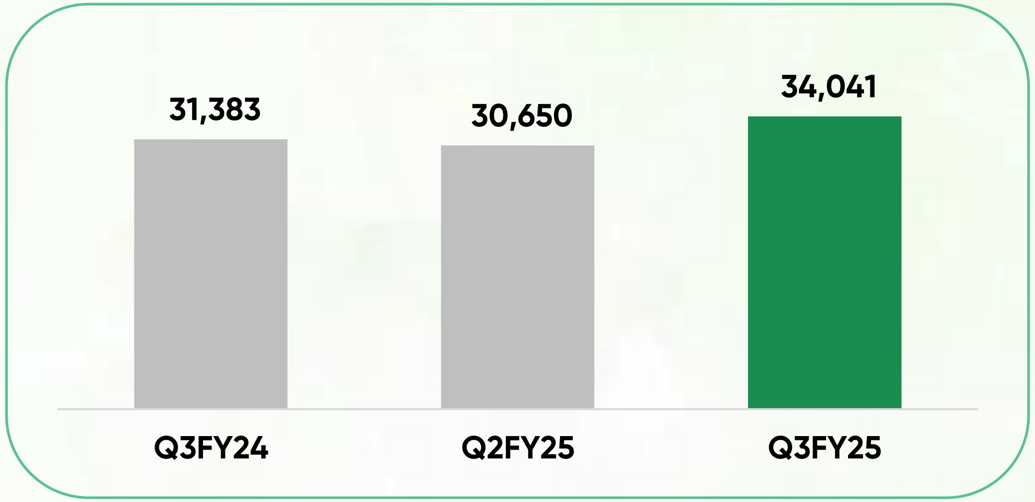
Doubled Capacity to
246 KTPA
Solidifying market leadership

Focus on
Specialty
Epoxy products

Expanded Product portfolio of
100+
Epoxy products

CHLOR-ALKALI : KEY OPERATIONAL METRICS





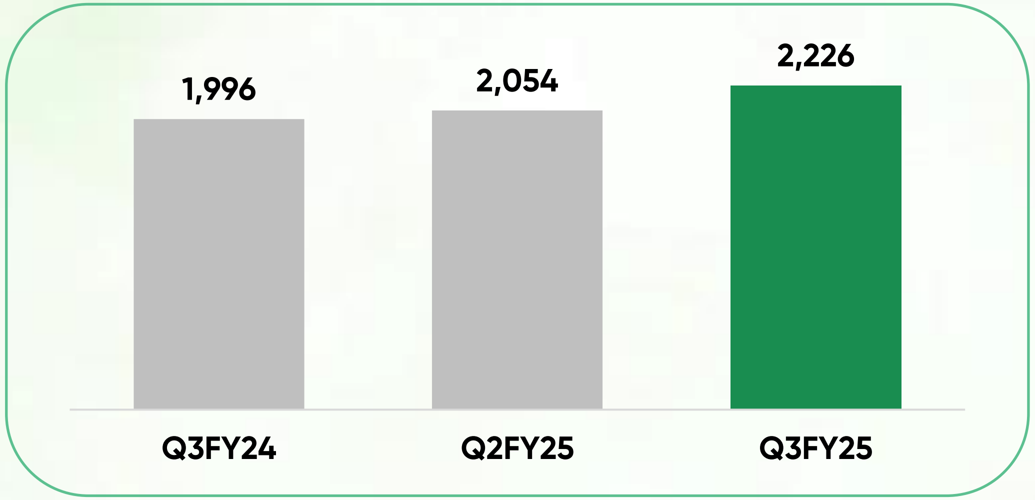
Caustic sales volume growth constrained to 1% YoY due to lower production at Vilayat limited by lower power availability

International average Caustic soda prices (CFR-SEA) improved by 16% YoY to $516/MT in Q3FY25 reflected in the domestic market prices

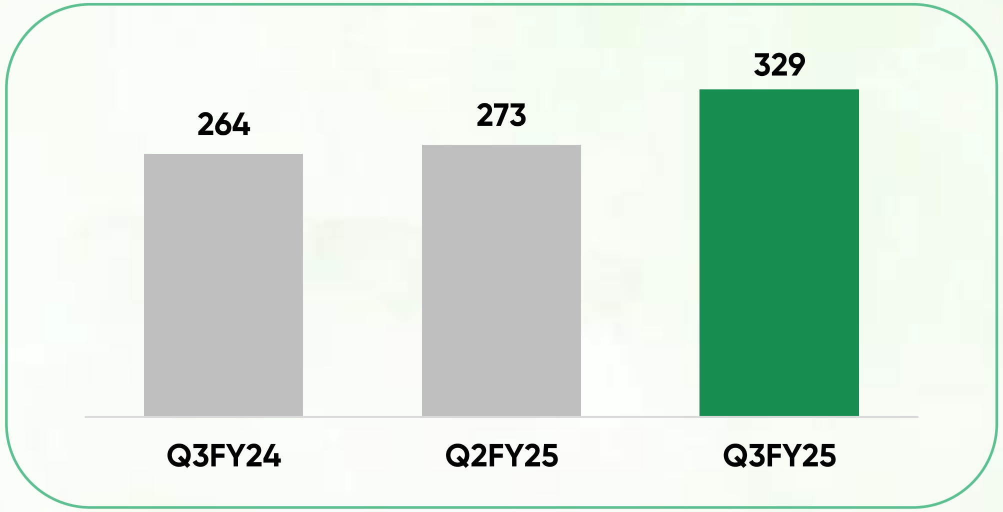
ECU grew by 8% YoY impacted by increasing level of negative Chlorine realisation

CHEMICALS : FINANCIAL PERFORMANCE

REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



Chemicals business revenue grew by 12% YoY led by volume growth and improved ECU realisation

Specialty Chemicals volume grew by 12% YoY, however lower realisation coupled with higher input costs impacted profitability

EBITDA higher by 25% YoY led by improved realisation of Caustic Soda and better profitability in Chlorine Derivatives segment

BUILDING MATERIALS BUSINESS

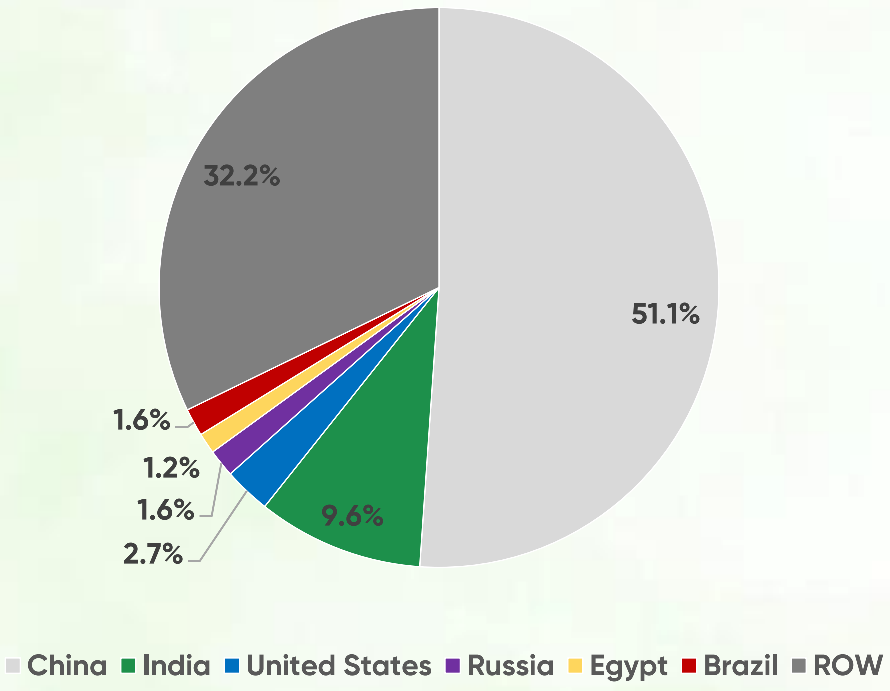
UltraTech
CEMENT
The Engineer's Choice

CEMENT BUSINESS

INDIA CEMENT INDUSTRY GROWTH DRIVERS

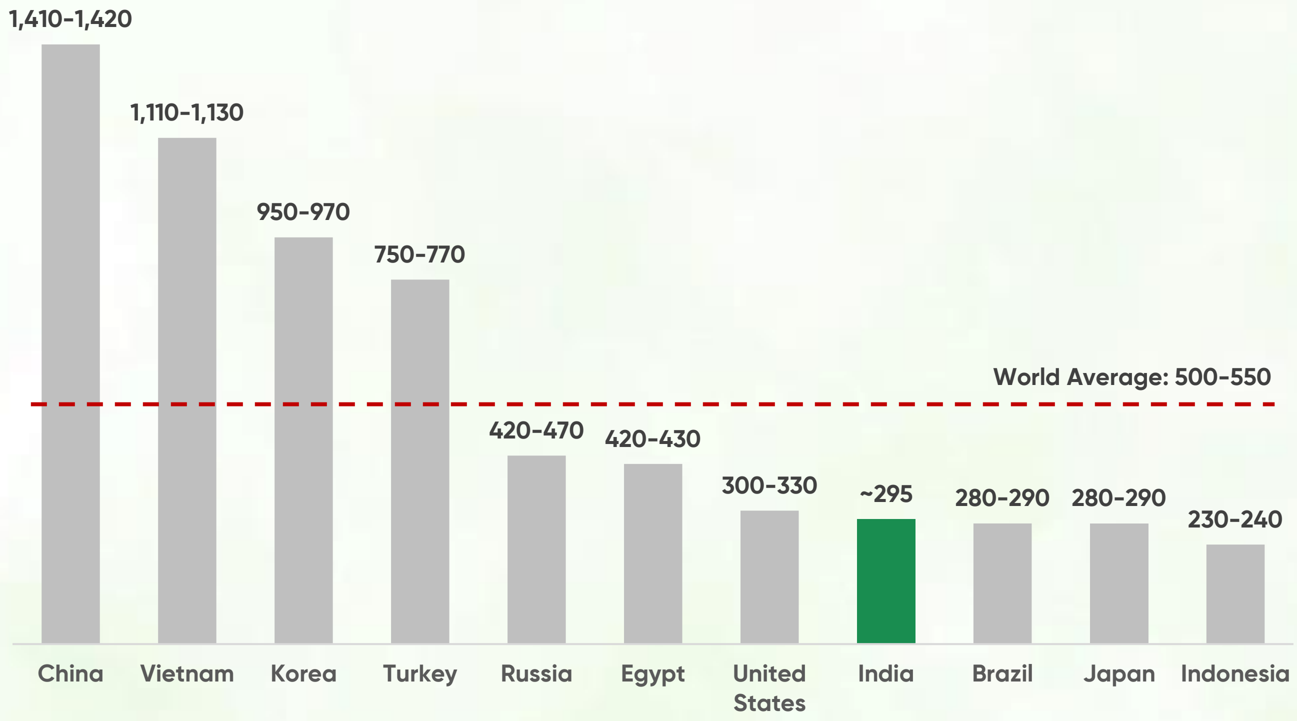
India is the second largest cement producer in the world,

Global Cement Production



but remains a highly underpenetrated market

Per capita Consumption (kg/annum)



Source: Industry estimates, research reports.

CEMENT : OUR STRENGTHS

ULTRATECH : INDIA'S LARGEST SELLING CEMENT BRAND

India's Largest Grey Cement Capacity

188.2 MTPA^
Consolidated Grey cement capacity

25*
Integrated Manufacturing units

33*
Grinding units

Grey Cement

Ordinary Portland Cement, Portland blast-furnace slag Cement, Portland Pozzolana Cement, Portland Composite Cement

Leading Player of White Cement and Cement-based Putty

1.3 MTPA*
White Cement

1.3 MTPA*
Cement Based Putty

White Cement

Portfolio of white cement, white putty, VAPS Textura, Levelplast, pre-cote and fragrance putty

Largest manufacturer of RMC^ in India

348*
Plants

140*
Cities

Ready mix Concrete

Tailor made concrete solutions with 26 specialty concretes based on application

One-stop building solution for the retail customer

4,432*
Outlets

23*
States

Building Solutions

First pan-India multi category retail chain catering to the needs of individual home builders (IHBs)

Scientifically engineered products to cater to new-age constructions

>60
Range of products

Building Products

Portfolio of building solution products such as plasters and mortars, flooring, tile adhesives, industrial grouts, waterproofing products etc.

*^ Total capacity by FY25 including Kesoram's Cement capacity of 10.75 MTPA, pending regulatory approval for transfer of mines ; *as on Dec 2024; ^RMC = Ready Mix Concrete.*

CEMENT: PERFORMANCE UPDATE

During the year, Grey cement capacity expanded by 25 MT (incl. India cement capacity of 14.45 MTPA) till Dec'24. Total grey cement capacity (India and Overseas) to reach 188.2* MTPA by FY25

Domestic sales volume grew 10.5% YoY to 28.1 million tons in Q3FY25 as against ~5% growth in the industry. Domestic grey cement realisation declined 9.6% YoY and improved by 1.4% QoQ to ₹4,970/MT

Q3FY25 EBITDA de-grew by 8% YoY at ₹3,131 Cr. mainly impacted by lower realisations, though domestic operating EBITDA/MT stood at ₹964, higher by 32% QoQ

Green Power Mix improved to 33.4% (24.1% in Q3FY24) comprising of WHRS^ power of 19.9% and RE Power of 13.5%

**including Kesoram's Cement capacity of 10.75 MTPA, pending regulatory approval for transfer of mines*

BIRLA opus

DECORATIVE PAINTS BUSINESS

DECORATIVE PAINTS : GROWTH DRIVERS

Decorative Paints market is estimated to grow at CAGR of >10% over the next decade

- Urbanisation
- Housing Demand
- Changing Aspirations
- Premiumisation

DECORATIVE PAINTS MARKET OPPORTUINITY

INDUSTRY SIZE	UNORGANISED MARKET	PER-CAPITA CONSUMPTION
₹ ~76,000 Cr. (FY25e)	~25%	3.5 kg (vs. Global average of 10 kg)

BIRLA opus

2nd Largest Player* Indian Decorative Paints Industry

- MANUFACTURING PROWESS
- WIDE & SUPERIOR PRODUCT RANGE
- DISTRIBUTION & REACH
- MARKET DIFFERENTIATORS
- CUSTOMER DELIGHT

*in capacity by FY25.

ROAD TO ₹ 10,000 Cr. REVENUE AND PROFITABLE PLAYER

DESIGN

Industry first wide scale launch, offering **complete and superior product** portfolio across six distinct categories

DEVELOP

6 state-of-the-art facilities with capacity of 1,332 MLPA with backward integration

DISTRIBUTE

Building **Pan India** distribution network across 6000 towns serviced by 150 depots within first year of operations

DISRUPT

Industry leading **Technology & Innovation** practices to maximize ROI for dealer, painter & contractor community

DELIGHT

Superior **Customer experience** through retail network and digital touchpoints

BIRLA OPUS : SET TO BECOME 2nd LARGEST PAINTS BRAND

Biggest Launch in the Indian Decorative Paints Market

MANUFACTURING PROWESS	**6** Fully backward integrated plants with Pan India presence equipped with 4.0 manufacturing technology	**1,332 MLPA** Greater than combined current capacity of existing 2nd, 3rd and 4th largest players	**120** scientists at state-of-the-art R&D center	**500 MLPA** Option of adding at lower capital cost
DISTRIBUTION & REACH	**6,000** Towns within first year of operations	**150** Depots planned with latest warehousing systems to service within four hours	**3,00,000+** Painters and contractors' direct registration in just 6 months	**4,600+** Talent across verticals and markets
WIDE & SUPERIOR PRODUCT RANGE	**170+** Products with simplified Brand Architecture	**1,200+** SKUs across water based, enamel, wood finishes, waterproofing and wallpapers	**98%** of our products scored better vs. competition in the field validation exercise across 11 cities	**2,300+/216** Tintable color choices / Iconic Indian Colours
MARKET DIFFERENTIATORS	**40%** Reduced footprint of tinting machine, smallest, digitally connected machine in the market	**11/300** Major cities with Company operated Paint Studios / Towns with franchisee operated Paint Galleries	**1** year additional product warranty on most products	**Digital** And seamless customer experience at the core of our strategy

NEW GROWTH BUSINESS

BIRLA opus

PERFORMANCE UPDATE

Commercial production started at Chamarajanagar (Nov-24), out of total six plants four already operational with capacity of 866 MLPA

Total capex spent stood at ~₹9,015 Cr. as on 31st December 2024, ~90% of total project cost

131 depots are operational across India, 2nd biggest depot network in the industry, supporting quick serviceability to dealers

BIRLA opus

Successful Advertisement campaigns “Naye Zamane Ka Naya Paint” and “Duniya ko Rang do” with an extensive outreach to more than 70 Cr. Indians

170+ products with over 1000+ SKUs are already placed in the distribution channel. Product quality is garnering excellent feedback from customers, dealers, contractors & painters

BIRLA PIVOT

B2B E-COMMERCE BUSINESS

B2B E-COMMERCE FOR CONSTRUCTION MATERIALS

INDUSTRY OPPORTUNITY

Market Opportunity

$100 bn
Market Size of Construction Materials Industry

<2%
Digital Penetration

>10%
3-YR CAGR across building material categories

MSME
enabling efficient procurement and wide reach

Demand Drivers

VALUE PROPOSITION

- COMPETITIVE PRICING
- ASSURED QUALITY
- GUARANTEED DELIVERY
- FINANCING SOLUTIONS
- SEAMLESS EXPERIENCE

BIRLA PIVOT

One-stop Digital solution

40,000+ SKUs

300+ Brands

PRODUCT CATEGORIES

- CEMENT & ALLIED
- SANITARYWARE
- PIPES & FITTINGS
- STEEL & ALLIED
- TILES & SURFACES
- PLY & LAMINATES
- METALS
- CHEMICALS & POLYMERS
- KITCHEN ACCESSORIES
- BITUMEN
- BRICKS & BLOCKS

BIRLA PIVOT: STRATEGY FOR SCALE UP

ASPIRATION OF $1 BILLION REVENUE IN THREE YEARS

BUILD SUPPLY

Deep expertise and partnerships, leveraging the existing ecosystem for growth

FRONTLINE SALES

Focus on good customer experience and building strong relationships

PRIVATE LABELS

Scale up “Birla Pivot” brand across multiple product categories and all channels

FINANCIAL CREDIT

Scale up Financial Credit program across Retail and project-based buyers

UNASSISTED JOURNEYS

Increase ease of access and digital adoption

BIRLA PIVOT : PERFORMANCE UPDATE

Healthy revenue scale up across categories, geographies and new customers

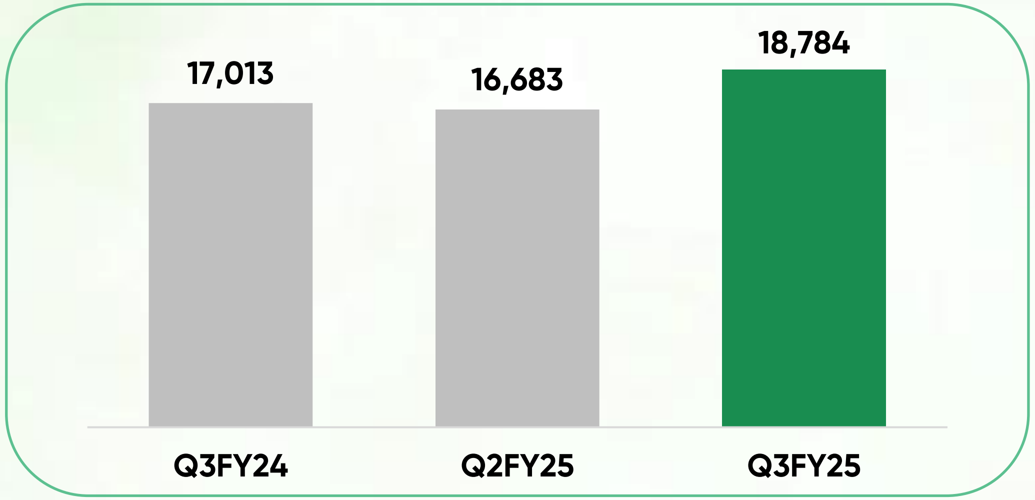
Launched customised self-serve tools driving digital adoption across B2B ecosystem enhancing the user experience

Launched 'Birla Pivot Bathware' expanding private label portfolio beyond Tiles and Plywood

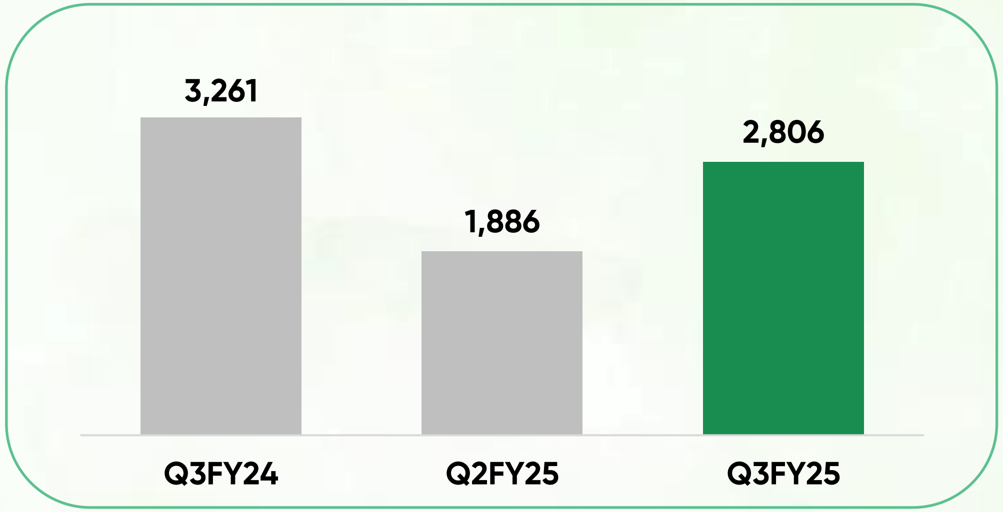
Continuous upgradation of the Logistics platform for enabling a B2C like fulfilment experience through Real time track & trace and delivery modules

BUILDING MATERIALS : FINANCIAL PERFORMANCE

REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



Revenue grew by 10% YoY to ₹18,784 Cr. led by growth in Cement and new growth businesses

Cement business revenue stood at ₹17,193 Cr., growth of 3% YoY led by volume growth

EBITDA impacted by lower realisation in Cement Business and initial investments for building a consumer facing 'Birla Opus'

FINANCIAL SERVICES BUSINESS

ADITYA BIRLA CAPITAL : DIVERSIFIED FINANCIAL SERVICES PLATFORM

NBFC | Housing

₹ 1,46,151 Cr.
Total Lending Portfolio[1]

₹ 77,011 Cr.
Retail SME & HNI Loans (64% of NBFC AUM)

6.00%
NBFC NIM[5]

Asset Management

₹ 5,03,377 Cr.
Total AUM[2]

₹ 3,83,911 Cr.
Total Mutual Fund AAUM[4]

₹ 31,646 Cr.
Passive AUM[9]

Life Insurance | Health Insurance

₹ 16,942 Cr.
9MFY25 Gross Premium[3]

4.5%/8.8%
Market Share[6]
Individual FYP[7] / Group FYP[7]

82%
Digital Renewal[8] of
Total Renewal Premium

1. Lending book of Non-Banking Finance Company (NBFC) + Housing Finance Company (HFC); 2. Asset under management of AMC, Life and Health Insurance; 3. For Life and Health Insurance; 4. Average Asset Under Management ; 5. Net Interest Margin (NIM) includes fee income; 6. For 9MFY25 Market share among private player, Source IRDAI; 7. First Year Premium (FYP); 8. Individual Renewal Premium; 9. Closing AUM for ETFs/FoFs/Index Funds.

ADITYA BIRLA CAPITAL : OMNI CHANNEL ARCHITECTURE

One Experience

Robust & agile digital platforms

- ABCD*-D2C platform for customers
- STELLAR — B2D platform for channel partners
- Udyog Plus — Karo business befikar — Udyog Plus-B2B platform for MSMEs

One ABC locations

- 866 co-located branches across 238 locations
- Dedicated customer service managers for cross sell

Channel Partner

- 2 lakh+ channel partners

1,482 branches across businesses

...providing complete flexibility to customers to choose preferred channel of interaction

*ABCD = Aditya Birla Capital Digital.

ABCD D2C PLATFORM : 4.1 Mn+ APP CUSTOMERS

ABCD APP & REFRESHED WEBSITE LAUNCHED IN APRIL 2024 FOR COMPLETE OMNICHANNEL[2] EXPERIENCE

Everything Finance As Simple As ABCD

4.1Mn+ App customers[3]

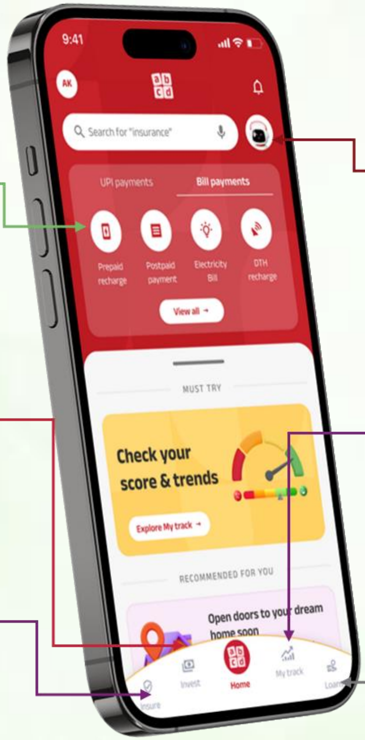
2.0Mn+ VPAs[3]

24+ Product categories

Payments
Bill payments
UPI payments & collections
RuPay on UPI
UPI International

Invest
Stocks
Mutual Funds
Gold
Deposits

Insure
Life Insurance
Health Insurance



Support
Omnichannel from Day1
Gen AI enabled chatbot
Intelligent Search

My Track[1]
Credit Track
Portfolio Track
Health Track
Spend Track
Rewards

Loans
Home Loan
Personal Loan
Credit Cards
Business Loan

FY25 KEY FEATURE LAUNCHES

Pocket Insurance
Affordable coverage against everyday risks

DigiGold Gifting
Gift gold digitally to friends & family

Family Health Scan
Selfie-based health scan now extended up to 5 members

Travel Insurance
International travel insurance starting at ₹269 for 5 days

UPI Lite
PIN-less payments up to ₹500

Physical Gold Gifting
Convert DigiGold to physical gold for gifting to friends & family

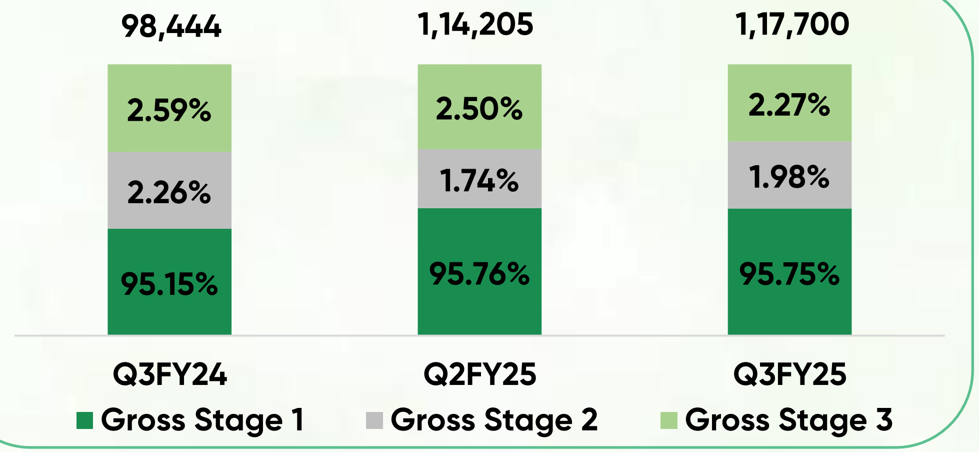
App-Exclusive HI Product
Activ One Max Economy – Health insurance product available exclusively on ABCD App

1 – My Track: Value Added Services like Credit Score, Spend & Budget Analyzer, Financial Portfolio, Digital Health Assessment, Rewards & Loyalty and more.
2 – Branch and Virtual engagement channels already live; 3 - As on Jan 22, 2025;

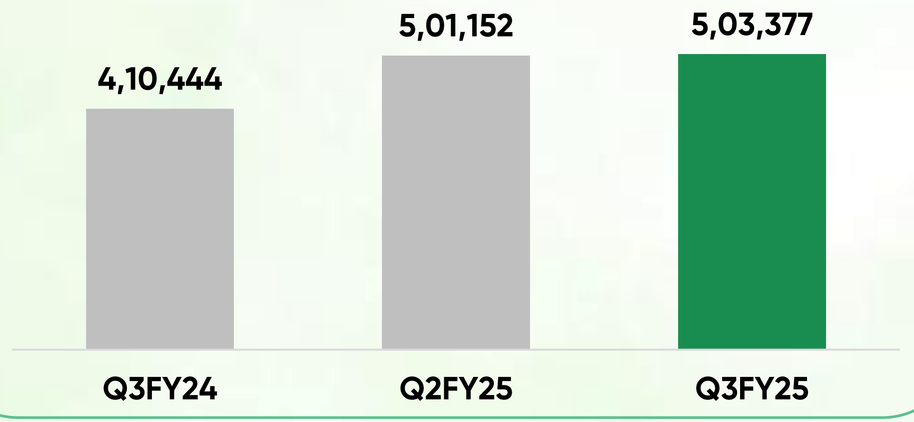
ADITYA BIRLA CAPITAL : FINANCIAL PERFORMANCE

TOTAL LENDING BOOK* (₹ Cr.)

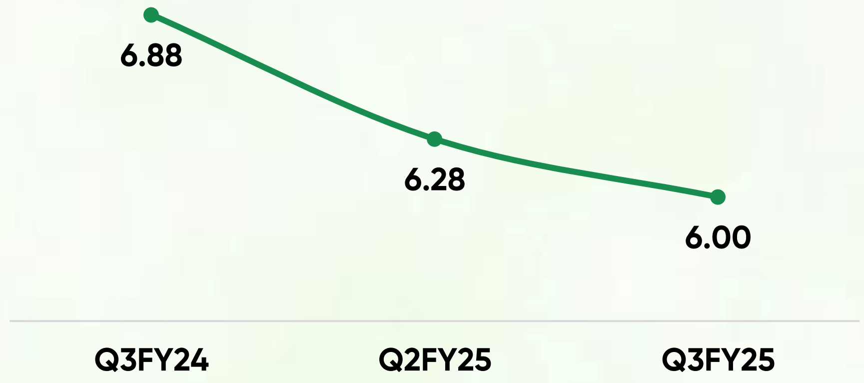
ASSET QUALITY TREND# (₹ Cr.)



TOTAL ASSET UNDER MANAGEMENT^ (₹ Cr.)



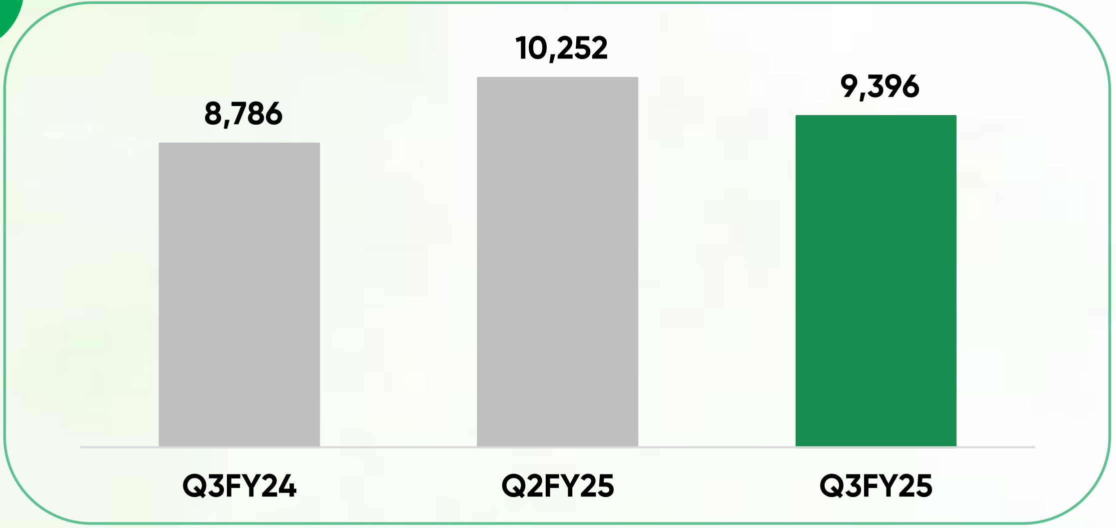
ADITYA BIRLA FINANCE LIMITED – NIM (%)



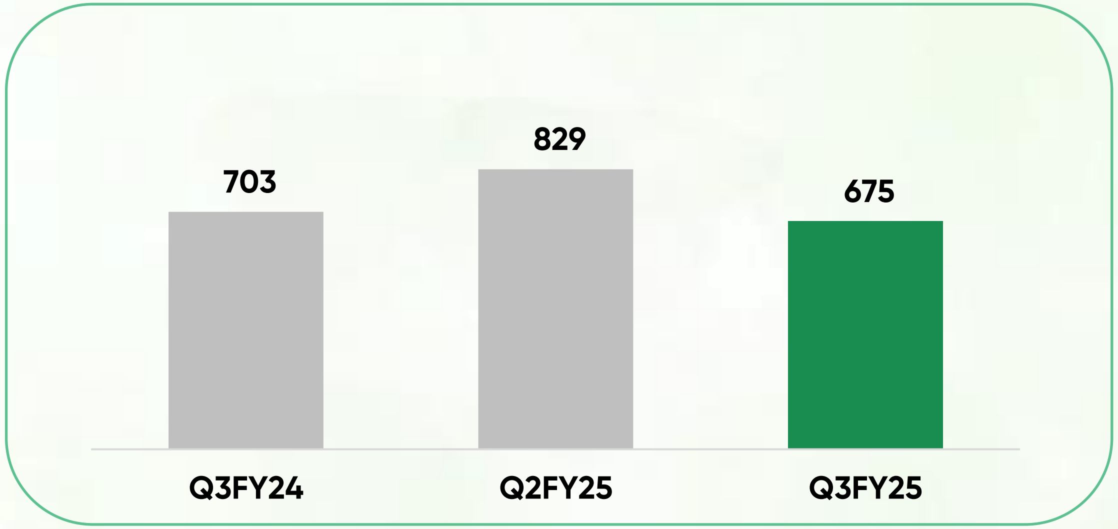
*Includes NBFC and Housing Finance; #NBFC Asset trend; ^Asset under management of AMC, Life and Health Insurance

ADITYA BIRLA CAPITAL : FINANCIAL PERFORMANCE

REVENUE# (₹ Cr.)



PAT^ (₹ Cr.)



Consolidated Revenue stood at ₹9,396 Cr. up 7% YoY, All segments reported robust growth: NBFC up by 12% YoY, Housing Finance grew by 45% YoY and Health Insurance grew 38% YoY

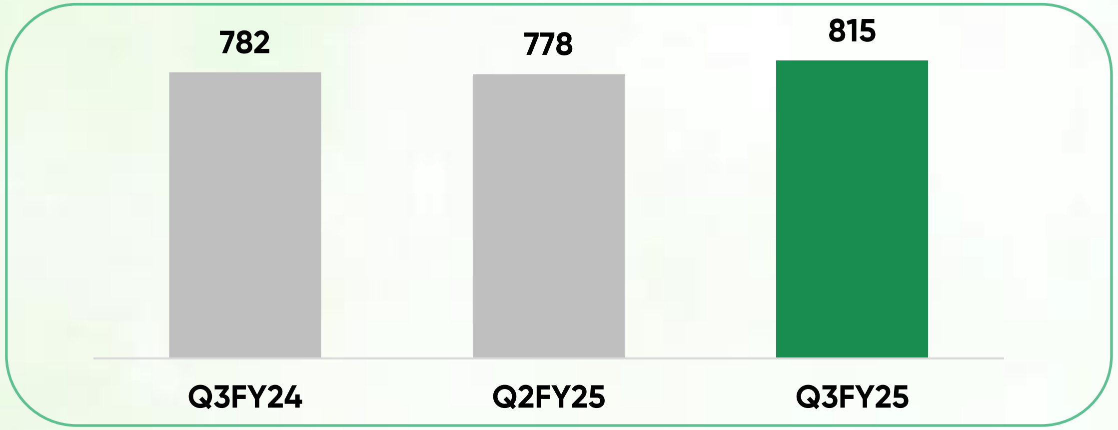
PAT^ for the quarter as consolidated stood at ₹675 Cr., recording de-growth of 4% YoY

*#Revenue as per Ind AS accounting; *as on 21st October 2024 **Includes NBFC and Housing Finance; @ABCD: Aditya Birla Capital Digital.*
^Aditya Birla Capital PAT adjusted in accordance with Ind-AS 103 for Grasim Consolidation

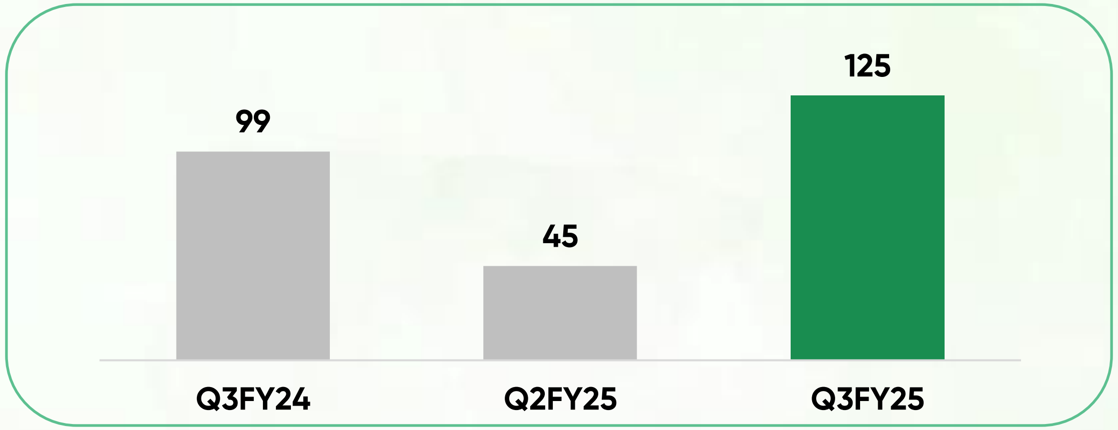
OTHERS

OTHER BUSINESSES* : FINANCIAL PERFORMANCE

REVENUE* (₹ Cr.)



EBITDA* (₹ Cr.)



TEXTILES
Revenue de-grew by 3% YoY to ₹558 Cr. with EBITDA of ₹6 Cr. mainly due to exceptionally high input prices in linen segment

INSULATORS
Transmission market poised for long term growth, driven by renewables and network upgradation

RENEWABLES
The cumulative installed capacity increased to 1.2 GW, of which 37% is with Group companies

*Textiles, Insulators and Renewables.

APPENDIX

CONSOLIDATED INCOME STATEMENT

Particulars (₹ Cr.)	Q3FY25	Q3FY24	% Change	Q2FY25	% Change
Revenue from Operations	34,793	31,965	9	33,563	4
Other Income	369	256	44	395	-7
EBITDA*	4,668	5,150	-9	4,042	15
EBITDA Margin (%)	*13%*	*16%*		*12%*	
Finance Cost	699	433	61	581	20
Depreciation	1,532	1,244	23	1,496	2
Share in Profit of JVs & Associates	10	(1)	-	86	-
PBT	2,448	3,472	-29	2,051	19
Add/(Less): Tax Expense	(604)	(868)	-30	(867)	-30
Add/(Less): Exceptional items	-	-		(83)	-
PAT attributable to Minority Shareholders	945	1,089	-13	710	33
Reported PAT (Owners' share)	899	1,514	-41	390	131
Adjusted PAT^	899	1,514	-41	473	90

**EBDITA excluding interest related to financial services business.*
^PAT adjusted for exceptional items for like-to-like comparison equivalent to Grasim's holding.

STANDALONE INCOME STATEMENT

Particulars (₹ Cr.)	Q3FY25	Q3FY24	% Change	Q2FY25	% Change
Revenue from Operations	8,120	6,400	27	7,623	7
Other Income	102	120	-16	1,294	
EBITDA	372	643	-42	1,619	
EBITDA Margin (%)	*5%*	*10%*		*18%*	
Finance Cost	181	107	69	161	12
Depreciation	421	296	42	406	4
PBT	(230)	239		1,052	-
Add/(Less): Tax Expense	62	(3)	-	(281)	-
Add/(Less): Exceptional items	-	-		(50)	
Reported PAT	(169)	236		721	-
Adjusted PAT^	(169)	236		771	-

^PAT adjusted for exceptional items and one-off items in the respective periods for like-to-like comparison.

STANDALONE CAPEX PLAN

Particulars (₹ Cr.)	Planned Capex FY25	Capex Spent 9MFY25
Cellulosic Fibres Business	**826**	**319**
Capacity Expansion (including debottlenecking)	218	50
Modernisation and Maintenance Capex	*608*	*269*
Chemicals Business (A+B+C)	**800**	**462**
(A) Capacity Expansion - Chlor-Alkali & Chlorine Derivatives	267	169
Caustic Soda: *(1,359 KTPA --> 1,530 KTPA)*	*36*	*17*
Chlorine Derivatives: *(1,029 KTPA --> 1,168 KTPA)*	*231*	*152*
(B) Capacity Expansion - Speciality Chemicals Epoxy Polymers & Curing Agents: *(123 KTPA --> 246 KTPA)*	*36*	*20*
(C) Modernisation and Maintenance Capex	*497*	*273*
New High Growth Businesses	**2,997**	**1,966**
*Birla Opus (Decorative Paints)^*	*2,976*	*1,952*
Birla Pivot (B2B E-commerce)	*21*	*14*
Other Businesses *Textiles, Insulators & Others*	68	38
Total	**4,691**	**2,785**

^Cumulative Capex for Paints business stood at ₹9,015 Cr. till 31st December 2024.

BALANCE SHEET

Standalone (₹ Cr.)			Consolidated (₹ Cr.)	
31st Dec'24 (Unaudited)	31st Mar'24 (Audited)	EQUITY & LIABILITIES	31st Dec'24 (Unaudited)	31st Mar'24 (Audited)
52,434	52,115	Net Worth	91,363	88,652
-	-	Non Controlling Interest	58,748	50,286
-	-	Borrowings related to Financial Services	1,26,150	1,08,322
12,280	9,453	Other Borrowings	46,620	26,780
477	276	Lease Liability	2,386	2,053
2,344	2,297	Deferred Tax Liability (Net)	11,060	9,417
-	-	Policy Holders Liabilities	95,084	85,388
-	-	Liability Related to Assets held for Sale	8	-
10,439	9,997	Other Liabilities & Provisions	41,745	41,641
77,974	74,138	SOURCES OF FUNDS	4,73,164	4,12,539
31st Dec'24	31st Mar'24	ASSETS	31st Dec'24	31st Mar'24
20,783	16,193	Net Fixed Assets	1,01,635	77,821
4,542	7,579	Capital WIP & Advances	21,573	21,675
1,097	910	Right of Use - Lease (including Leasehold Land)	2,846	2,519
3	3	Goodwill	20,670	20,154
		Investments:		
2,636	2,636	*- UltraTech Cement (Subsidiary)*	-	-
18,847	18,847	*- AB Capital (Subsidiary)*	-	-
920	898	*- Solar Subsidiaries*	-	-
-	-	*- ABSLAMC, ABHI and ABW*	8,663	8,423
638	672	*- Other equity accounted investees*	1,105	2,060
4,003	3,472	*- Liquid Investments*	14,299	11,344
2,634	4,396	*- Vodafone Idea*	2,634	4,396
9,952	8,795	*- Other Investments*	19,133	18,199
-	-	*- Investment of Insurance Business*	59,391	50,810
-	-	Assets held to cover Linked Liabilities	38,452	36,005
-	-	Loans and Advances of Financing Activities	1,42,676	1,23,135
-	-	Assets held for Sale	243	23
11,917	9,738	Other Assets, Loans & Advances	39,845	35,976
77,974	74,138	APPLICATION OF FUNDS	4,73,164	4,12,539
8,277	5,981	Net Debt / (Surplus)	32,321	15,436

GRASIM GROUP STRUCTURE

Grasim Industries Limited

Cellulosic Fibres
- **Staple Fibre**
  - Vilayat
  - Kharach
  - Nagda
  - Harihar
- **Fashion Yarn**
  - Kalyan
  - Veraval
- **Pulp**
  - Harihar

Chemicals
- Vilayat
- Nagda
- Rehla
- Renukoot
- Balabhadrapuram
- Karwar
- Veraval
- Ganjam
- **Speciality Chemicals**
  - Vilayat

New Businesses
- **Paints**
  - Panipat
  - Ludhiana
  - Cheyyar
  - Chamarajanagar
  - Mahad
  - Kharagpur
- **B2B E-Commerce**

Textiles
- Rishra
- Malanpur
- Kolhapur
- **Insulators**
  - Halol
  - Rishra

Overseas Pulp & Fibre JVs
- AV Group NB Inc. (Canada) (45.0%)*
- Domsjo (Sweden) (33.3%)*
- AV Terrace Bay (Canada) (40.0%)*
- Staple Fibre JV (China) Birla Jingwei (26.6%)*
- **Indian JVs**
  - Bhubaneshwari Coal Mining Ltd. (26%)*
  - Birla Advances Knits Pvt Limited (50%)*

Subsidiaries
- **UltraTech Cement (57.27%)****
  - Grey Cement
    - India Operations
    - Overseas Operations (UAE, Bahrain & Sri Lanka)
  - White Cement & Putty
  - Ready Mix Concrete
- **Aditya Birla Capital (52.55%)****
  - NBFC, Housing Finance
  - Life & Health Insurance
  - AMC, Broking & Wellness
- **Aditya Birla Renewables (100.00%)****
- **Aditya Birla Power Composites (51%)^^**

Above is not intended to show the complete organizational structure and entities therein. It is intended to describe the key businesses of Grasim.
**Equity Ownership; **Subsidiary companies; ^^consolidated on equity basis as Joint Venture.*

THANK YOU

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