Pidilite

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

T + 91 22 2835 7000
2835 7952 / 2835 7365
F + 91 22 2830 4482
www.pidilite.com
CIN:L24100MH1969PLC014336

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


Pidilite
हम हैं
PIDILITE
WE ARE
PIDILITE
2019

Who
we are

What
we do

How
we win

Our Vision

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

Core Values


HIGH
ETHICAL
STANDARDS
FAIRNESS &
TRANSPARENCY
EMPATHY &
RESPECT
ACT LIKE
OWNERS

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

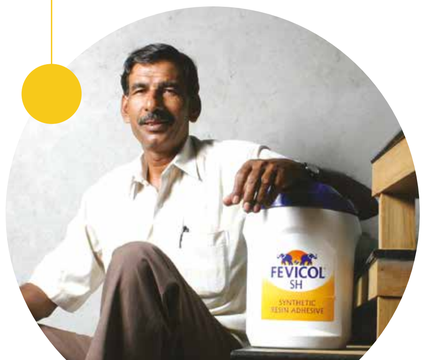


1959

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

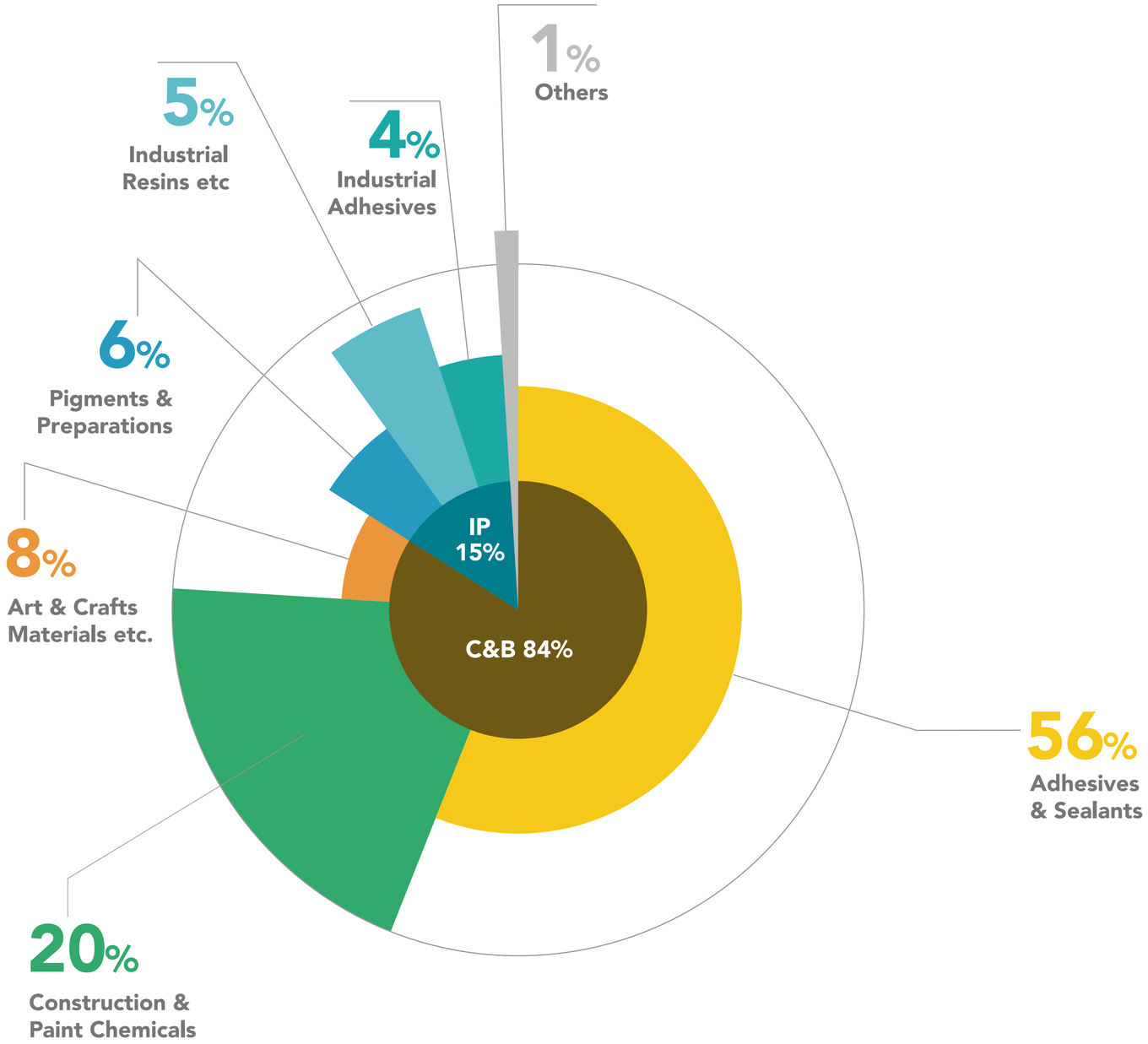
Who
we are

What
we do

How
we win

Portfolio: Revenue Split

Standalone Results – % of Total Sales for 2018-19



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

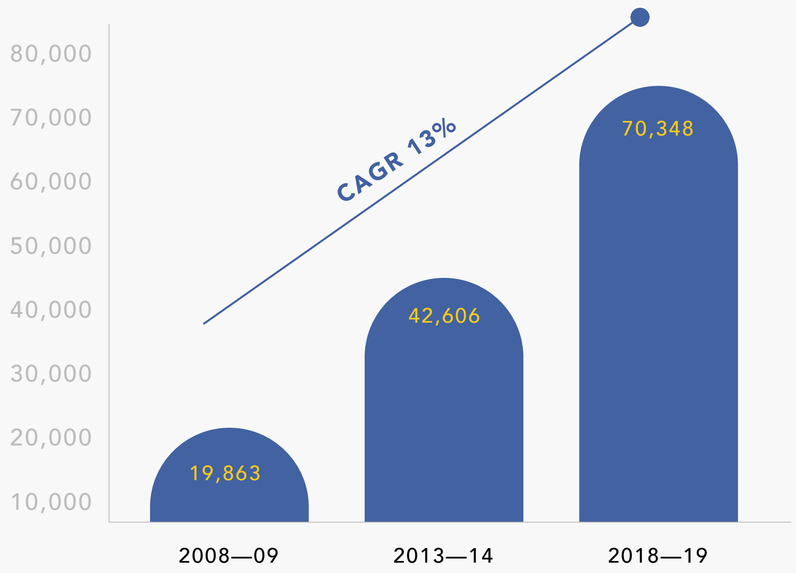
Track Record of Consistent Growth

17%
Net Sales growth over FY17—18

2%
EBITDA growth over FY17—18

20%
EBITDA as a % to sales FY18—19

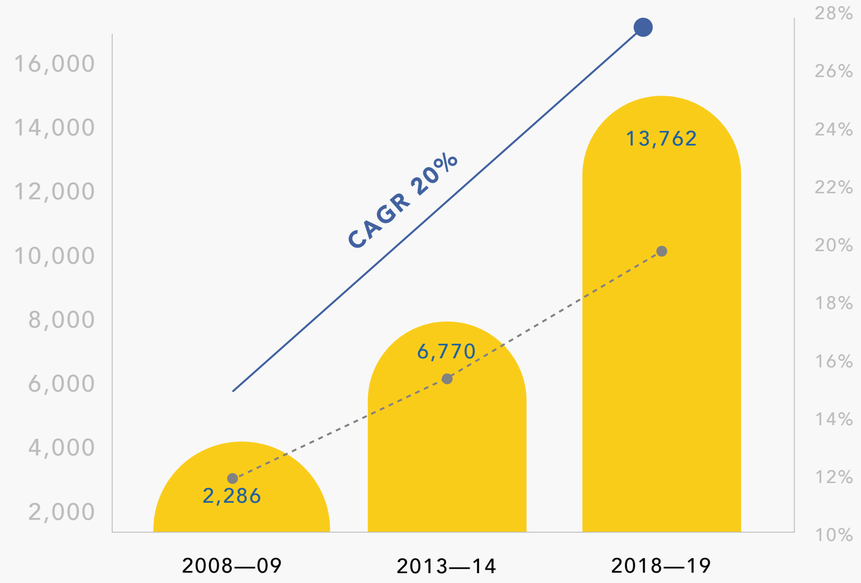
NET SALES GROWTH TREND OVER LAST 10 YEARS



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

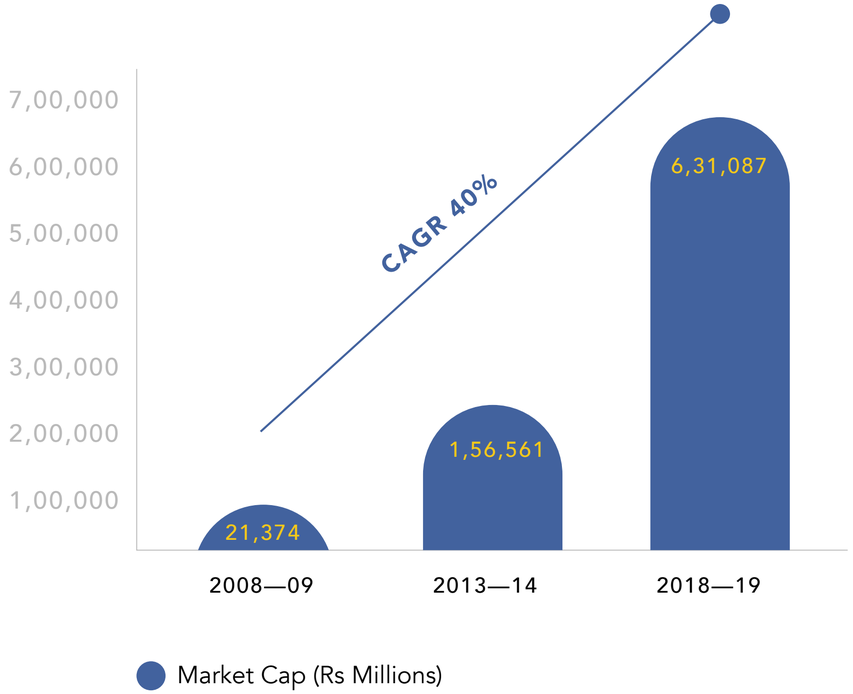
***EBITDA before Non Operating Income*

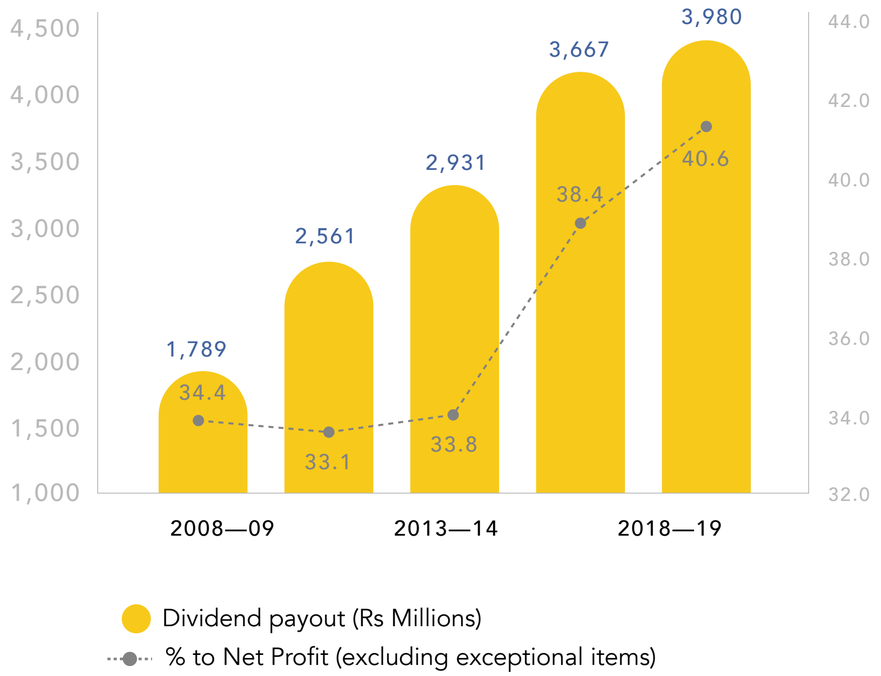
Creating Value for Shareholders

40%
10yr CAGR - MCap

3980 mn
Dividend Payout

41%
Dividend Payout as a % to Net Profit





Portfolio: Overview

CORE

FEVICOL SH®

FEVICOL MARINE® Waterproof Adhesive

FEVICOL® MR

ONE DROP INSTANT ADHESIVE Fevi kwik®

M-seal®

Fevicryl®

GROWTH

DR. FIXIT® WATERPROOFING EXPERT

WD-40® MULTI-USE PRODUCT

NINA PERCEPT

ICA Pidilite

Pidilite EMERGING INDIA

PIONEER

cipy

Jowat Klebstoffe

Roff TILE & STONE FIXING SOLUTIONS

Who
we are

What
we do

How
we win

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

CORE

GROWTH

PIONEER

ENABLERS

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



Water resistant adhesive



Fast Setting adhesive



Anti-bubble adhesive



Heat Resistant Rubber Adhesive

APPLICATIONS



PVC & Acrylic Laminates



AC Ducts



Foam Sheets



Vinyl Flooring

Accelerating Innovation



3 fully equipped in-house centres in India

R&D centres

154% increase in R&D spends since 2015

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



*Dipstick survey by Market Vista

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

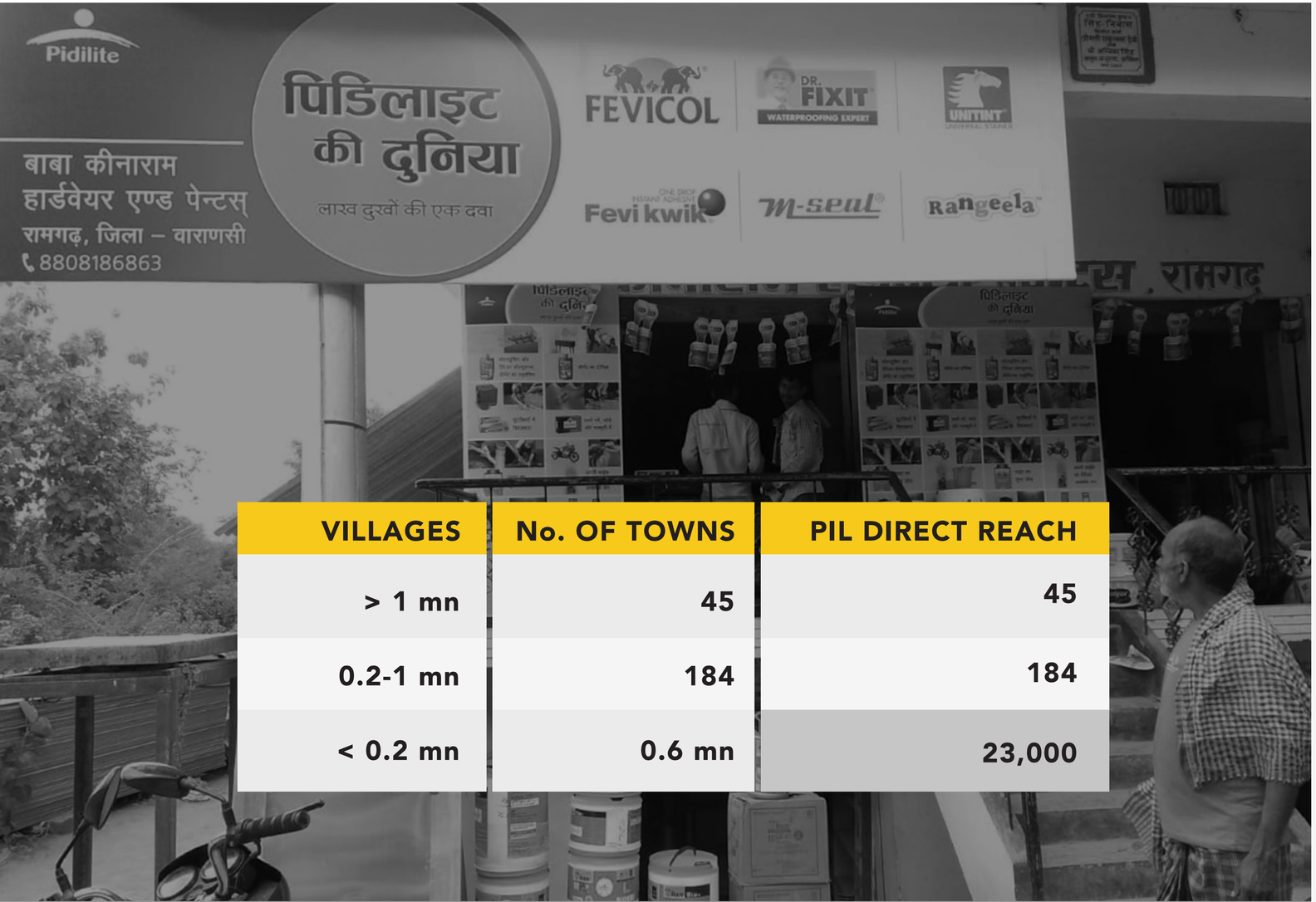


1 driving need of waterproofing

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'*

पिडिलाइट की दुनिया

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

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

End User Connect through meets and site visits

What are our Pioneering categories



New Categories and Collaborations

Jowat Klebstoffe

European Leader in Hot Melt Adhesives

26% sales growth

ICA Pidilite

cipy

27% sales growth

World Leader in multi-purpose maintenance chemicals

WD-40 MULTI-USE PRODUCT

Enabling Themes



Field Marketing

Riding the Digital Wave

Culture as a Competitive Edge

Giving Back to Society

Journey towards Sustainability

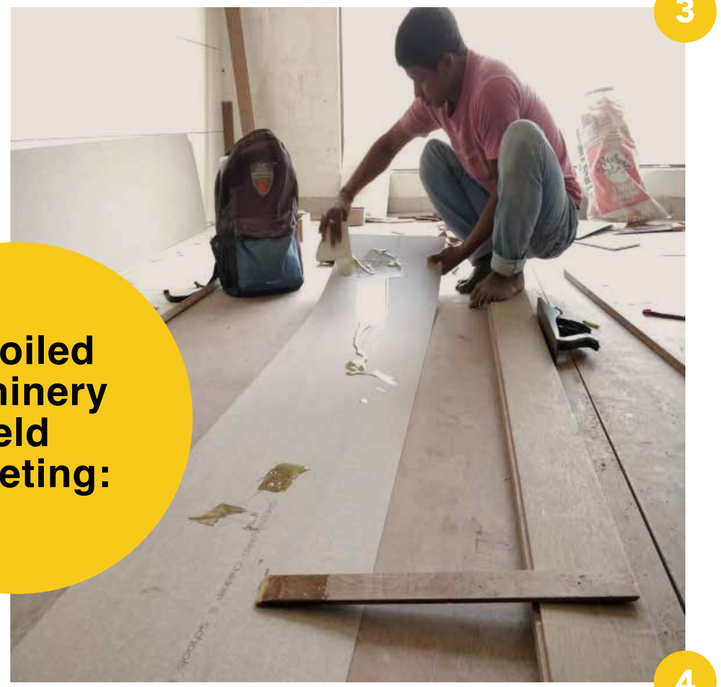
Field Marketing

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

Channel Partner Management

Dealer App Platform consolidation

Field Force Effectiveness

Field Marketing - Automation via Salesforce.com

Influencer Community Management

Common Loyalty Management Solution

Advanced Analytics

Prescriptive Analytics project to aid sales process

Integrated Supply Chain

Upgrading and automating key processes at Plants, Warehouses

Creating Culture which is Proeneurial

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

HAH
HAPPY & HEALTHY PIDILITE

82% of active employees

Workplace BY FACEBOOK

*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

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

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

KPMG

2019

Journey towards Sustainability



Investor Contact



CIN : L24100MH1969PLC014336

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

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