



Ref: BIRLANU/SE/2025-26/14

May 20, 2025

To
BSE Limited
P.J. Towers, Dalal Street
Mumbai – 400 001
Scrip Code: 509675
Through: BSE Listing Centre

To
National Stock Exchange of India Limited
5th Floor, Exchange Plaza, Bandra (E),
Mumbai – 400 051
Scrip Symbol: BIRLANU
Through: NEAPS

Sub: Investor Presentation on the audited financial results for the quarter and financial year ended March 31, 2025

Sub: Regulation 30 of SEBI LODR Regulations, 2015

Dear Sir/Madam,

Please find enclosed Investor Presentation on the audited standalone and consolidated financial results of the Company for the quarter and financial year ended March 31, 2025.

The same is also available on Company's website at <https://birlanu.com/investor/financials>

Kindly take the same on record.

Yours faithfully,
For **BirlaNu Limited**
(formerly HIL Limited)

Nidhi Bisaria
Company Secretary & Compliance Officer
Membership No. F5634

Encls. As stated



birlanu

Financial Results Presentation
Q4 & FY25

Contents

- Welcome to BirlaNu
- About BirlaNu
- Brands and Products Overview
- Q4 and FY25 Results Overview

Welcome to BirlaNu



birlanu

BirlaNu represents a bold evolution of HIL's legacy, blending innovation with heritage. The "Nu" stands for reinvention and fresh perspectives, symbolizing a modern, global reboot while staying rooted in trust and quality.

Inspired by creativity and sustainability, it embodies the spirit of self-expression, encouraging people to build their world in their own way. With a commitment to lasting design and a future-forward mindset, BirlaNu is more than a name, it is a promise to innovate, inspire, and create meaningful spaces for generations to come.



WHO WE ARE ?

For nearly 80 years, BirlaNu Limited (formerly HIL Limited), has been a pioneer in redefining the art of creating home and building solutions.

Our portfolio spans Pipes, Construction Chemicals, Putty, Roofs, Walls and Floors. As a global leader in home and building solutions, BirlaNu integrates purpose and innovation into every offering, ensuring we meet evolving customer needs.



BRAND STORY

Since 1946, we've been on a journey of continuous evolution and today, we are proud to announce a new chapter in our legacy: HIL is now BirlaNu.

BirlaNu is inspired by the people we serve and driven by a passion for continuous growth. Rooted in connection, creativity and sustainability, we empower homeowners, builders and designers to bring a vision to life, crafting innovative buildings and structures that stand the test of time. As the world evolves, we remain committed to shaping spaces where life unfolds and inspiring beautiful, lasting design with our customers at the heart of everything we do.

BirlaNu isn't just a name. It reflects our renewed purpose and promise to be the partner you trust in building the future.

Message from Chairman



BirlaNu reflects who we are at our core - a company driven by purpose, progress and a deep commitment to those we serve. We believe in building with integrity, pushing the boundaries of innovation, and creating materials and ideas that endure. Our renewed identity is more than a name; it's a promise to be the trusted partner in shaping spaces that last.

CK Birla - Chairman

About BirlaNu

CKA Birla Group : 165+ years of rich legacy



~US\$3.0 billion conglomerate



Over 35,000 employees



Focus on long-term values, trust-based relationships



52 manufacturing facilities across India and the world



Numerous patents & awards



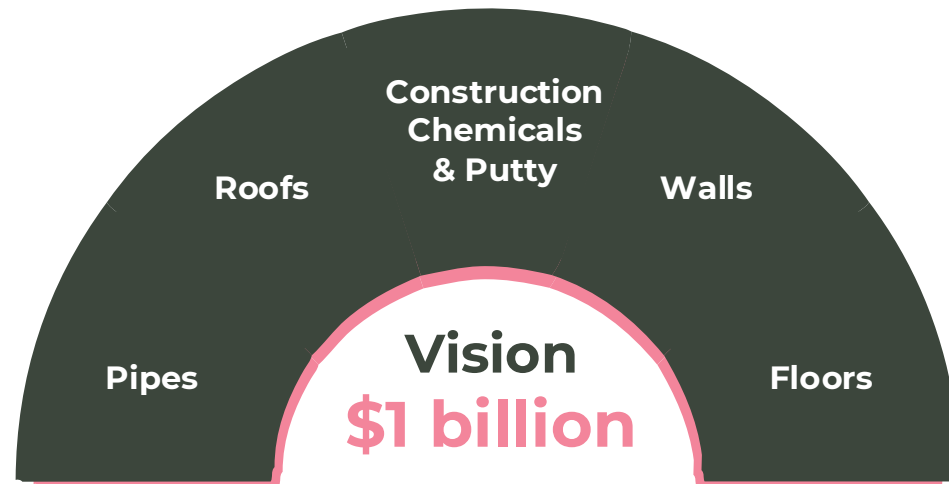
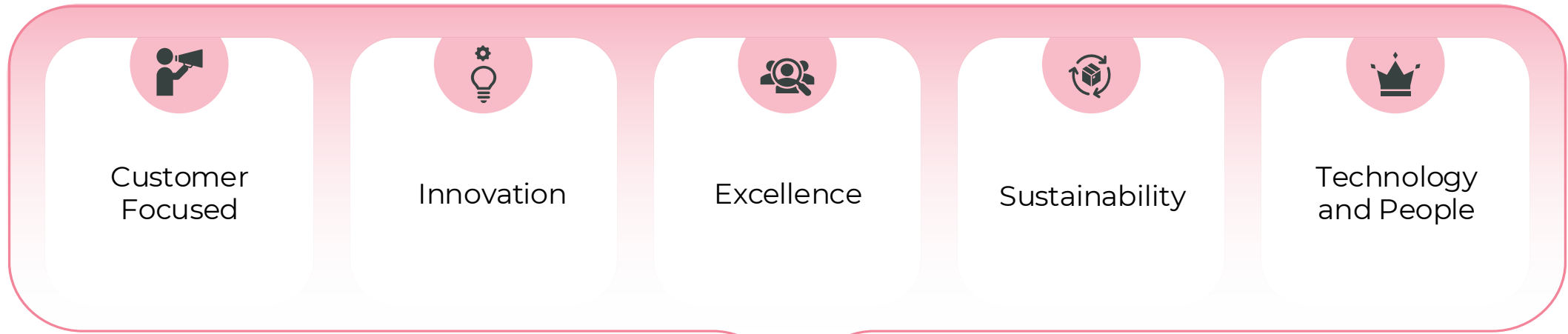
Relationships & philanthropy

CKA Birla Group - Industry Clusters & Key Companies

	Technology and Automotive					
	Home and Building					
	Healthcare					
	Education					

BirlaNu Poised for sustained value creation

Key drivers





OUR VISION

“To be a leading global provider of innovative, sustainable Home & Building solutions”



OUR MISSION

BirlaNu's Mission is to empower homeowners, builders and designers to bring their vision to life – a promise to be the trusted partner in building their future.

Our passion for creating sustainable and innovative products, guides us in shaping spaces where life happens.

We inspire timeless, beautiful design with our customers at the core of every decision we make.

We are powered by a modern, technology led, inclusive and safe work culture.



OUR VALUES

Customers at the heart of everything we do

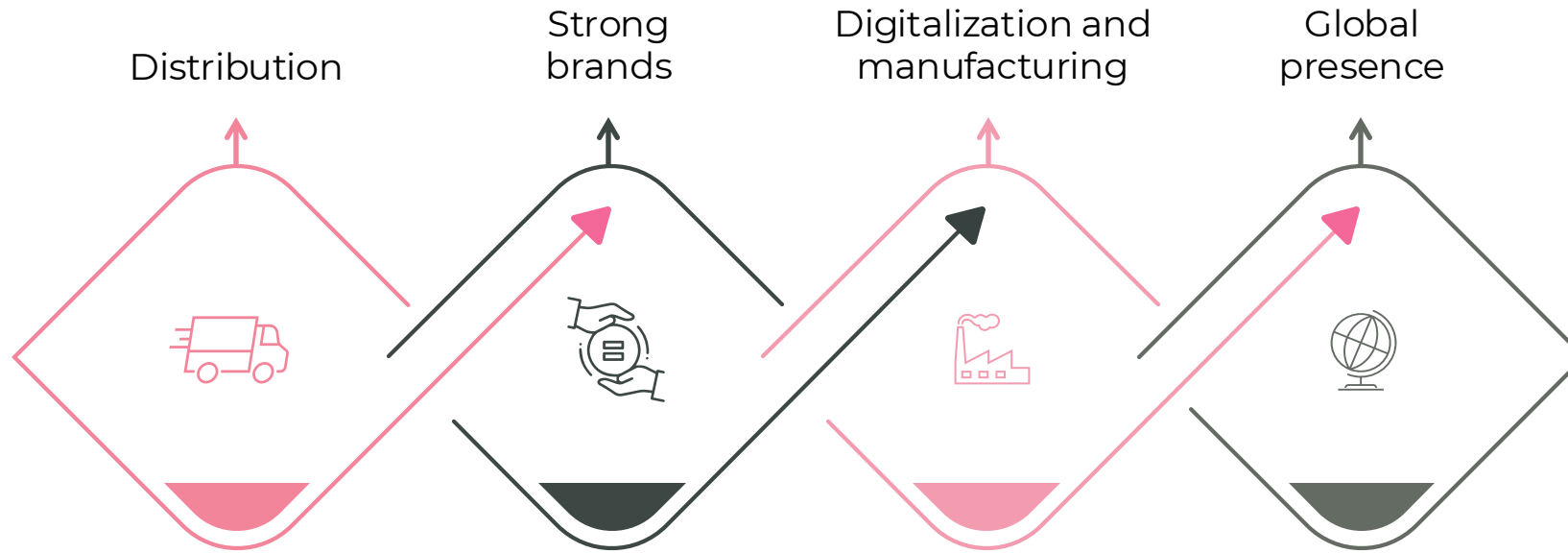
I Own, I am Responsible

Trust, Respect and Help each other

Make it Simple, act Fast

Challenge the status quo, raise the bar

BirlaNu's strengths



Distribution

Strong brands

Digitalization and manufacturing

Global presence

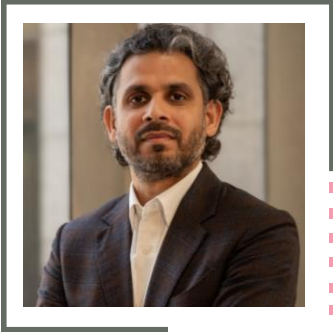
30,000+ retail points. **3,600+** distributors/stockists.

Home to leading brands across Roofs, Walls, and Floors, along with a growing portfolio of emerging power brands such as Birlanu Charminar, Birlanu Aerocon, Birlanu Leakproof Pipes, Birlanu Trucolour Putty, and Birlanu Construction Chemicals.

32 manufacturing facilities globally. Digitally-enabled for growth
2 Innovation hubs

Sales presence across **80+** countries.
5,000+ strong workforce globally.
94 employee engagement score

Experienced leadership team



Akshat Seth

MD & CEO

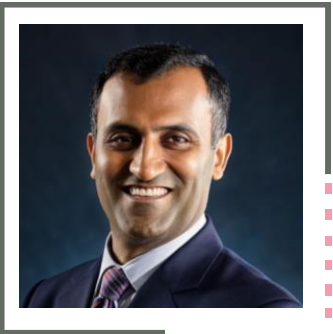
- Over 2 decades of professional experience with CKA Birla Group & AT Kearney in various roles across India, Europe and the Middle east
- Expertise in scaling up and transforming businesses and building high performing teams
- He is a Chemical Engineer from IIT Delhi and an MBA from IIM Calcutta



Ajay Kapadia

Chief Financial Officer

- Over 2 decades of experience with METROD (OFHC) Sdn. Bhd., JohnsonDiversey India, ABB, and Alembic Ltd.
- Expertise in M&A, International business, business analysis, controlling & evaluation, including Investor Relations
- He is a Chartered Accountant, CMA, M.Com & DTP



Mudit Agarwal

Head - Strategy

- Over 2 decades of experience across multiple geographies at Landmark Group, Aditya Birla Group, Deloitte Touche India, KPMG, PwC, and YUM! Restaurants India
- Experienced in different facets of Operations & Strategy including M&A, GTM and Growth Strategy
- He is an Engineer and an MBA from IIM Calcutta

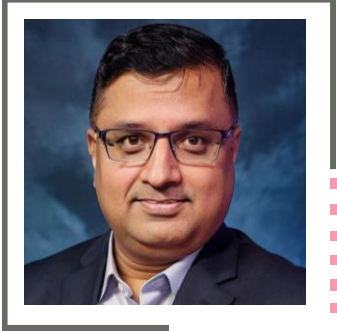


N Sessa Srinivas

Chief Human Resource Officer

- Nearly 3 decades of experience in with Orient Cement, KEC International, Crompton Greaves, Ion Exchange & Sriman Organic..
- He holds Master's degree in Social Work & Bachelor's degree in Law.
- He is a certified Hogan Assessor & ACC Coach

Experienced leadership team



Vijay Kumar Lahoti

Chief Business Officer -
Roofs, Putty and
Construction
Chemicals

- Over 2 decades of experience with Gujarat Tea Packer & Processor, Creamline Dairy, Mars International, and Colgate Palmolive
- Expertise in Sales & Distribution, Strategy & RTM, Channel Sales, Key Account Management, and Business Development
- He is a B.Com graduate & MBA



Arun Kumar Magoo

Chief Business Officer -
Pipes

- Over 2 decades of Leadership experience with CKA Birla Group, McKinsey & Company, and ITC Ltd
- Expertise in growth, strategy, operations, business transformation,
- He is Chemical Engineer from IIT Delhi & MBA from IIM Ahmedabad



Y Srinivasa Rao

Chief Business Officer -
Walls

- More than 3 decades of sales & marketing experience across Orient Cement & Bharathi Cement
- He holds Master's degree in Civil Engineering & MBA in Marketing.
- He also holds Executive MBA from ISB, Hyderabad and attended Business Leadership Engagement program at IIM Ahmedabad



David (Neel) Bradham

MD & CEO of Parador

- Over 2 decades of experience with top firms: Mohawk, Interface, and Milliken & Co.
- Expertise in strategic communication and business management across global markets
- He is a B. Communication & MBA

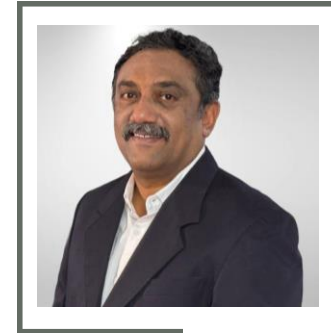
Experienced leadership team



Peeyush Bachlaus

Chief Marketing
Officer

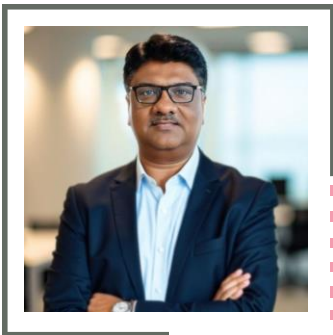
- Over 2 decades of experience across sectors including automobiles, FMCG, telecom, and lifestyle décor (paints) with Aditya Birla, Kansai Nerolac Paints, Aircel Limited, Wrigley India, Maruti Udyog, and Mahindra & Mahindra
- Experienced in Business transformation, brand launch, innovation and consumer centricity
- He is an Engineer and MBA



Rajesh Rajan

Chief Information
Officer

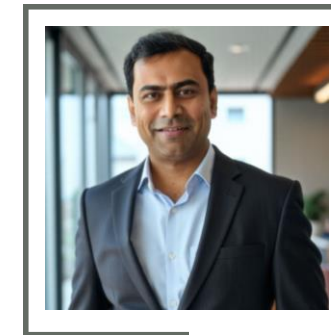
- More than 3 decades of experience in manufacturing IT & consulting across Orient Cement, MYK Laticrete, Virtusa, Deloitte, Intelligroup Asia & Mukund.
- Experienced in IT & Digital Transformation journeys having worked in different segments at global level in India, Europe & APAC.
- He is an MBA in Operations & holds Bachelor's degree in Mechanical Engineering.



Pranav Desai

Head -
Innovation

- Over 2 decades of professional experience with Nuvoco Vistas Corp, Reliance, Pidilite, and EFGE Consultants
- Experienced in innovation, material science and R&D
- He is a Master of Engineering (Civil) & MBA



Sunit Kumar Dey

Head -
Supply Chain

- Over 2 decades of professional experience with Tata Steel, Lafarge Canada and Nuvoco Vistas Corp. Ltd.
- Expertise in Procurement, Supply Chain, Strategy & RTM, Business Development and key Account Mgt.
- He is an Engineer from IIT BHU, MBA from SCHMHRD and SMP from IIMA

Global manufacturing presence

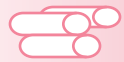
Manufacturing Units



Roofs



Walls



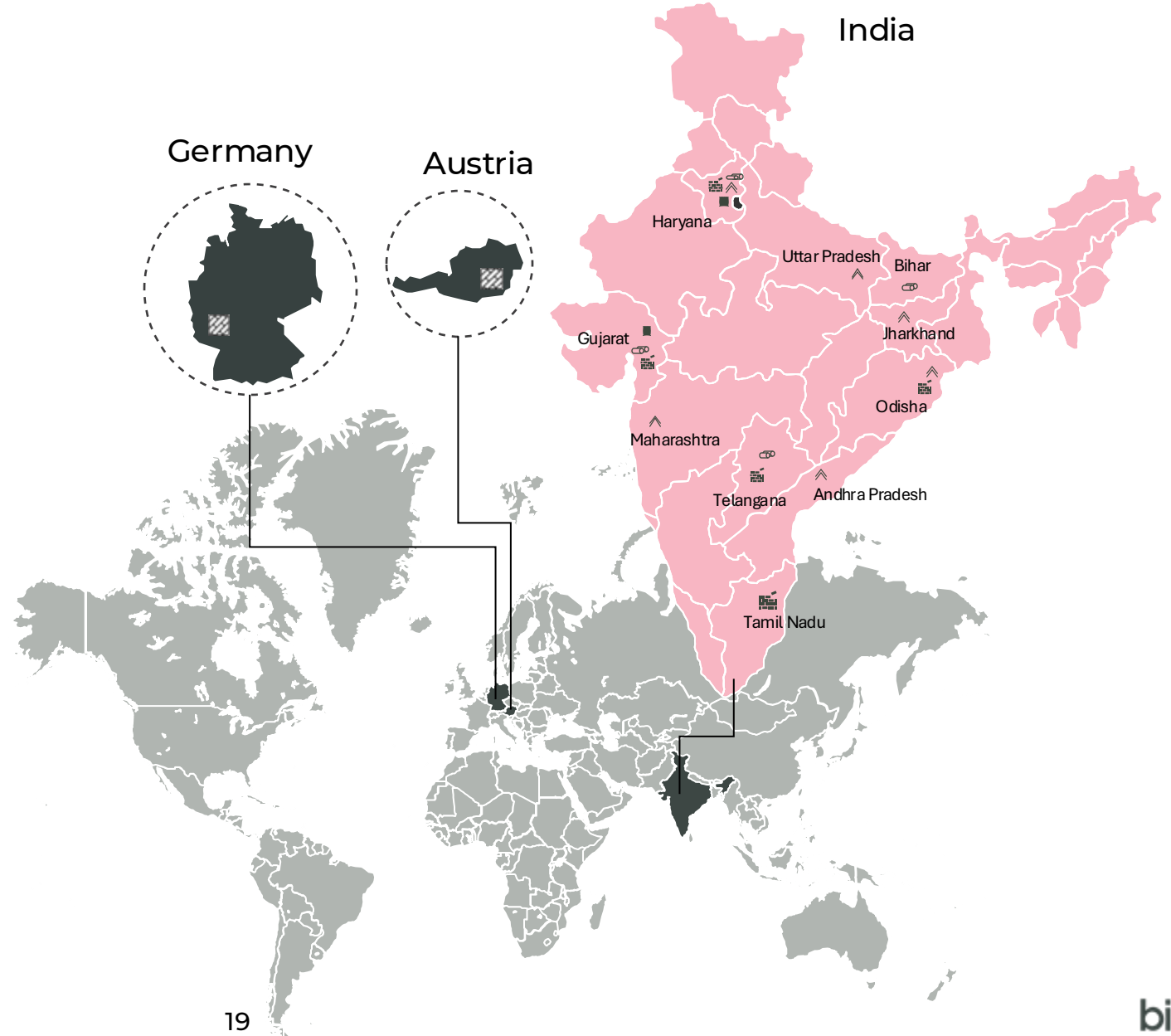
Pipes



Construction Chemicals & Putty



Floors



Commitment to Sustainability

Environment



Eco-Footprint minimization

- Initiatives in energy and waste management, raw material sourcing, and innovation.
- Continuous improvement in operational efficiency with the 3R principle.

Waste reduction strategies

- Optimization of manufacturing processes and reduction of packaging materials.
- Promotion of eco-friendly products and engagement with suppliers for sustainable practices

Product innovation for sustainability

- Focus on developing eco-friendly building materials.
- Hold certifications (GRIHA, IGBC, GreenPro) as a testament to commitment to sustainable construction practices.

Society



CSR commitment to rural empowerment

- Dedicated initiatives aimed at benefiting underprivileged sections in rural India.
- Continuous engagement to promote social equity within these communities.

Adherence to corporate standards

- As responsible corporate citizens, strict adherence to the standards and regulations outlined in the Companies Act 2013 (CSR).

Social value creation for sustainable society

- Commitment to creating social value and providing equitable opportunities for all community members.
- Focused efforts towards fostering a thriving and sustainable society.

Governance



Robust corporate governance for sustainability

- Implementation of a well-structured corporate governance system to effectively address sustainability issues.

Board-Level commitment to sustainability

- Periodic discussions at the board level underscore our commitment to sustainability and its significance in our operations.

Transparency and ethical practices

- Integration of transparency and ethical behavior into our operations.
- Establishment of policies, including a code of conduct, whistleblower awareness policy, and measures to prevent workplace harassment, to uphold these values.

Rewards and recognitions



Superbrand 2025



Legacy Leader in Building Material Solutions" 2024



Most trusted BRANDS of India



Brand of the year 2025 - Roofing & Ceiling ideas



Impactful CEO – ET Edge CEO Summit 2024



Great Place to Work



Greenpro award for 2023-25

CSR Initiatives

29,880+

beneficiaries;
100% vulnerable/ marginalized group

- **Live Love Laugh Foundation** for rural mental health program at Tangi, Cuttack in Odisha, NTR Dist.(Kondapalli) in AP, Rangareddy Dist.(Thimmapur) in Telangana
- **Child Survival India** for mobile medical unit at 12+ villages in Chennai near our unit
- School project in Balasore benefitting girl students & Faridabad benefitting students
- Skill Development by **Sambhav Foundation** (2,500-3,000 nos.)

Our Partners



Ranked #12 GPTW in India & amongst Top 50 in Asia

Awards and accolades

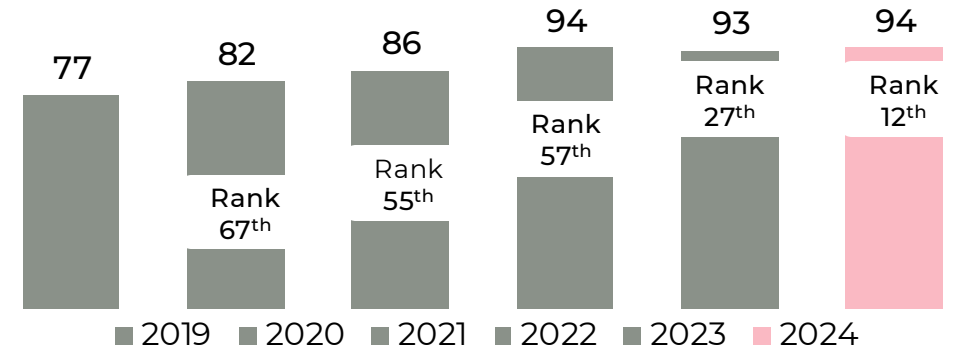
- India's Best Companies to Work for 2024: Ranked #12 in India
- Best Workplaces in Asia™ in 2024: Ranked # 41 in Asia
- Best in industry: Cement & Building Materials, 2024
- Great Place To Work®, India; Re-certified from March 2024 to March 2025
- Top 25 | India's Best Workplaces™ in Manufacturing, 2024 & 2025
- Top 50 | Large India's Best Workplaces Building a culture of Innovation by All, 2024
- Top 50 | Large India's Best Workplaces for Millennials, 2024

Building diverse talent pool, hiring from FMCG, Manufacturing, Consumers, Retail & various other industries

Strengthening corporate functions across Strategy, Marketing, M&A, Product Management and beyond

1,040+ people trained for 10,100+ hours

Trust Index Score



BirlaNu's digital transformation journey

Enablers of Digital Transformation

Technology & infrastructure

- Digitalize core systems
- Leading platforms
- Data management



Capability & change management

- Agile methodology
- Talent development
- Collaborative approach



Digitalizing key operations

- Core systems digitalization
- Platform development
- Data layer enhancement
- Analytics



Outcomes

Supply chain management



Customer connect & Services



Data at scale



Talent and capability building



Our social media presence



BirlaNu



birlanu_buildyourworld



BirlaNu



BirlaNu

Brands and Products Overview

OUR PRODUCT RANGE





Installed Capacity

- 1.1 million MT



'Charminar' Fiber Cement Roofs

'Charminar' Coloured Fiber Cement Roofs

'Charminar Fortune' Next Gen Eco-Friendly
Fiber Cement Roofs

'Charminar' Ultracool Fiber Cement Roofs



Installed Capacity

- Blocks 1.1 million CuM
- Boards & Panels 2.3 lakh MT

birlanu

AEROCON

AAC Blocks

Panels

Boards



Installed Capacity

- Pipes & Fittings 100k+ MTPA

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LEAKPROOF PIPES

Pipes

Water Tanks

Fittings



birlanu

TRUCOLOUR PUTTY

Putty Plus

Coarse Putty

Waterproof Putty

Texture

Installed Capacity

- Putty 250k+ MTPA



birlanu

CONSTRUCTION CHEMICALS

Tile Adhesives

Grouts

Plasters

Surface Cleaners

Accessories



Installed Capacity

- 15 million SQM

PARADOR

birlanu

Engineered Wood

Laminates

Vinyl

Modular-One

Engagement with key stakeholders

Featured in ACE Update magazine Jan edition

Won the Inex Realty+ Best Brand of the Year 2025 award for AAC blocks under the concrete category.

Amber Feedback surveys were sent to 72 customers, with a 28% response rate.

Key Events :

Rachna Expo(Nagpur) , Sthyapatya (Gujarat), MPSO(Odisha) D Arch (Mumbai), engaging with over 400 + people and attracting 6,500+ stall visits



Q4 & FY25 Results Overview

Message from MD & CEO



**Akshat
Seth**

MD & CEO

HIL is now BirlaNu. This transformation represents our collective aspiration to be a leading global provider of innovative, sustainable Home & Building solutions. It is a strategic evolution that underscores our commitment to innovation, sustainability and a customer-first approach. It extends across our people, processes and digital initiatives, ensuring we remain ahead in a rapidly evolving industry.

The updated brand architecture unifies, under BirlaNu, the full breadth of our offerings across Pipes, Construction Chemicals (CC), Putty, Roofs, Walls and Floors.

Uncertain macro-economic and weak demand scenario across our markets made FY25 a challenging year. Further, price decline by 2-5% across most categories placed significant margin pressures. For pipes, the decline was 10%+ driven by a meltdown in PVC resin prices. In this scenario, we chose to focus on (1) Gaining market share in our growth segments (Pipes, Parador, CC) (2) Agile cost management to minimize impact on margins and 3) Judicious investment for long term growth (capacity enhancement, product innovation, branding, technology and sustainability initiatives).

Our consolidated revenue in FY25 was INR 3,615 Cr which was 7% higher over LY and EBITDA of INR 88 cr. This was driven by strong growth in our Pipes (76% volume and 57% revenue growth) and CC segments (23% revenue growth) and robust performance at Parador (9% volume and 7% revenue growth). Pipes is now the second largest segment in India and the non-Roofs part of our portfolio is now over ~70%. We also sustained our leading market share and superior price / profitability positioning in the Roofs business, despite intense competition and price erosion in the market. Successful acquisition and integration of Crestia and being ranked #12 in India and #41 in Asia amongst the Great Places to Work were other key milestones.

Our robust Q4 performance, despite continued market weakness, provides the first glimpse of the impact of strategic initiatives at play for BirlaNu. We registered a 9% revenue growth and a 14% improvement in profitability for the quarter. Pipes volumes grew by 80% and revenue by 66%. Our CC business crossed the important INR 100 Cr p.a. mark, based on March run rate – a significant achievement within two years of launching this business. Parador revenue grew by 10% with 8% volume growth and 2% price increase, outperforming peers by a distance.

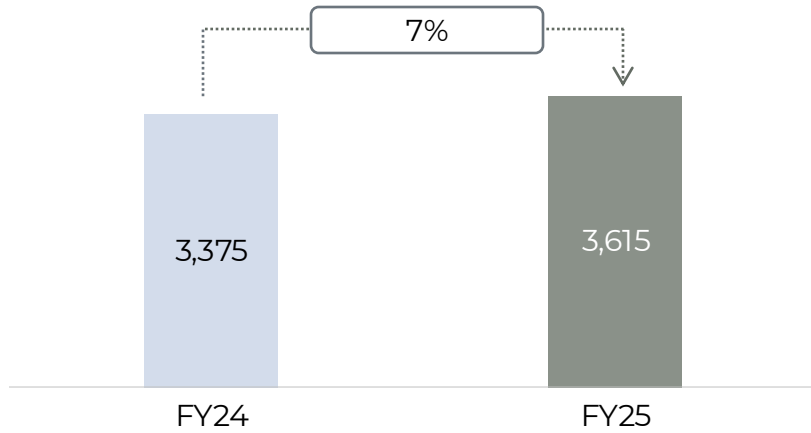
Beyond numbers, I would like to share four key achievements over Q4 that highlight our push across themes of growth, innovation and sustainability:

- We have doubled our AAC block capacity in Chennai to 4 lakh cubic meters per year, making it one of the largest facilities in the country
- We started work on a new, state of the art, greenfield investment for OPVC Pipes which represents the next generation of pipe technology
- We introduced an industry first innovation with the use of Organic Based Stabilizers (OBS) in UPVC pipes, eliminating heavy metals
- We launched Parador in India, marking our expansion into the home and interiors space

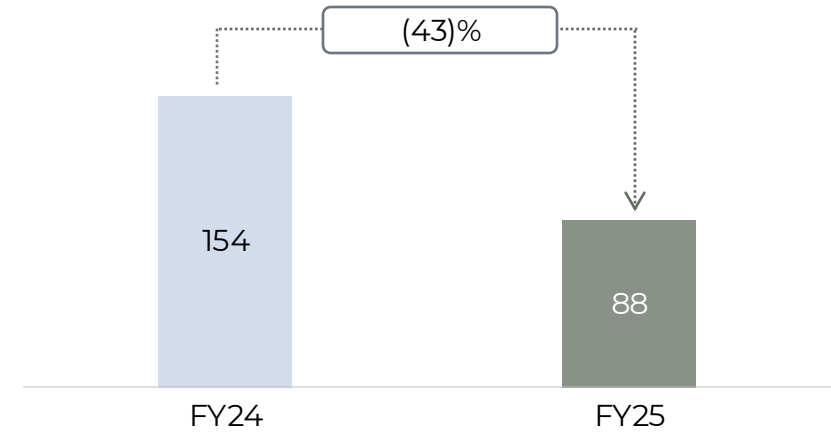
As we look at FY26 and beyond, our path is clear. With integrity, collaboration and excellence at its core, BirlaNu is set to redefine industry benchmarks and drive meaningful impact. As the world evolves, BirlaNu remains committed to shaping spaces where life unfolds and inspiring beautiful, lasting design with our customers at the heart of everything we do.

FY25 Highlights - Consolidated

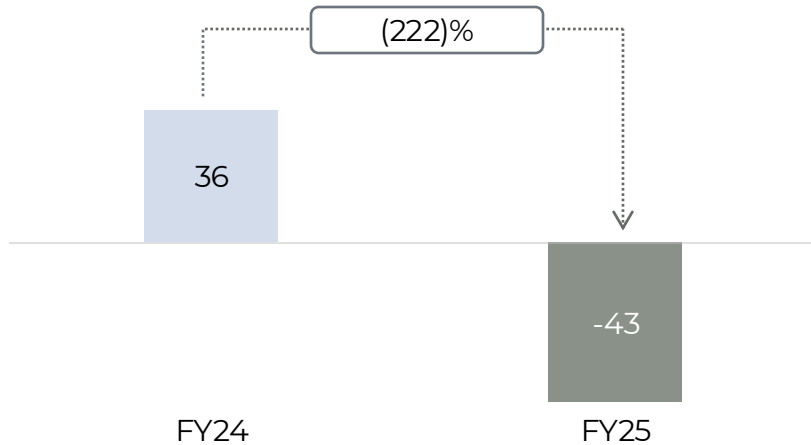
Revenue (INR Cr)



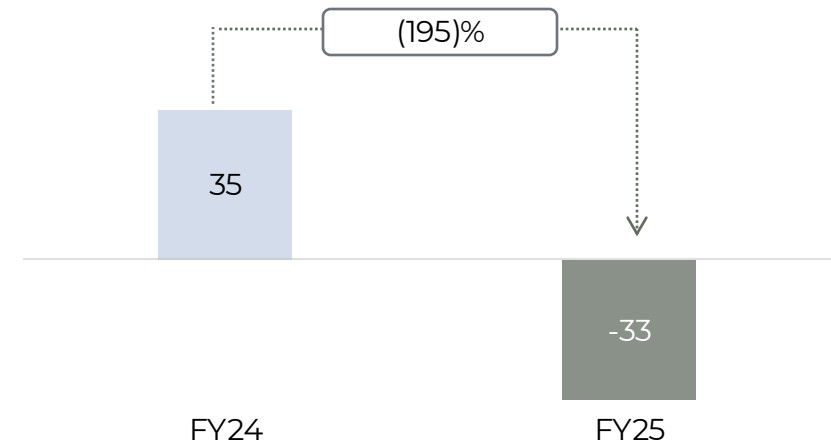
EBITDA (INR Cr)



PBT (INR Cr)



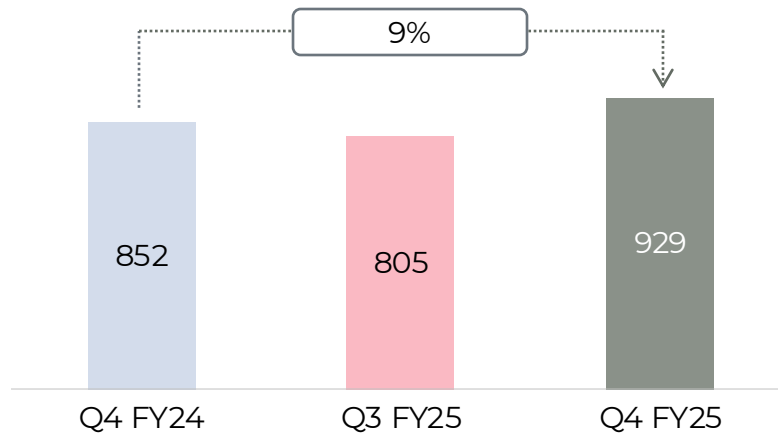
PAT (INR Cr)



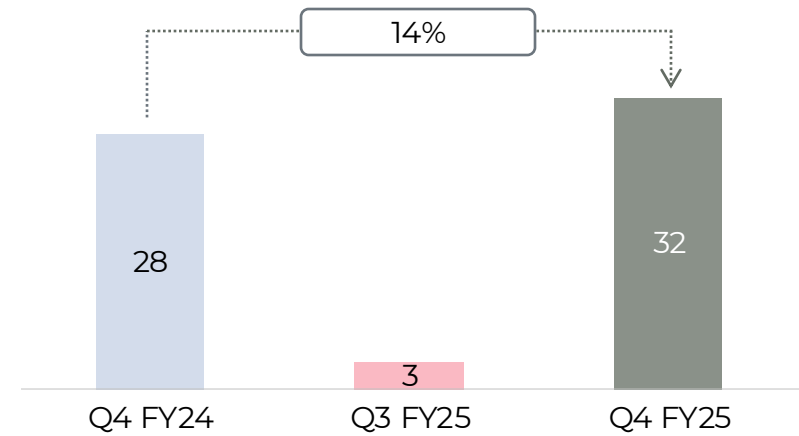
Note: PBT & PAT includes non-operating income of INR 82 Crore in FY25 and INR 37 Crore in FY24 on account of sale of assets

Q4 FY25 Highlights - Consolidated

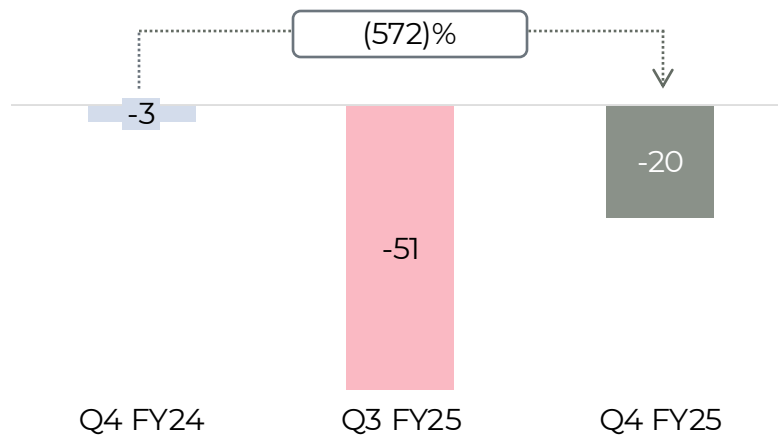
Revenue (INR Cr)



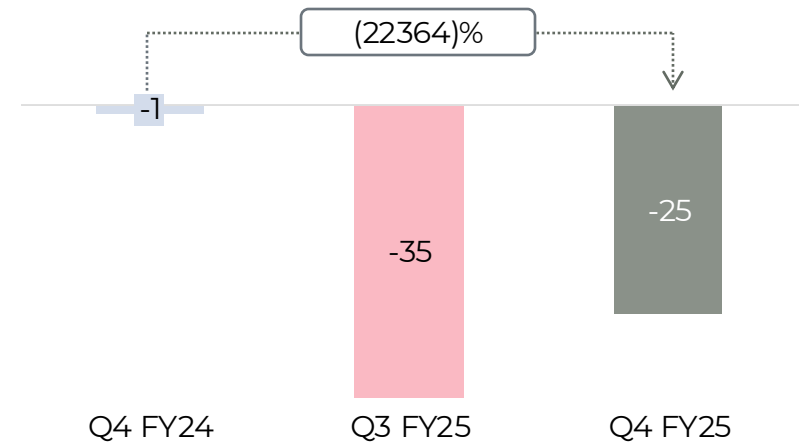
EBITDA (INR Cr)



PBT (INR Cr)

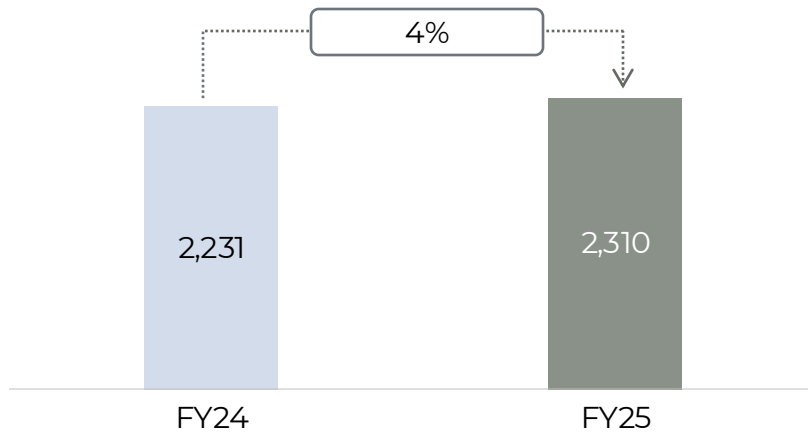


PAT (INR Cr)

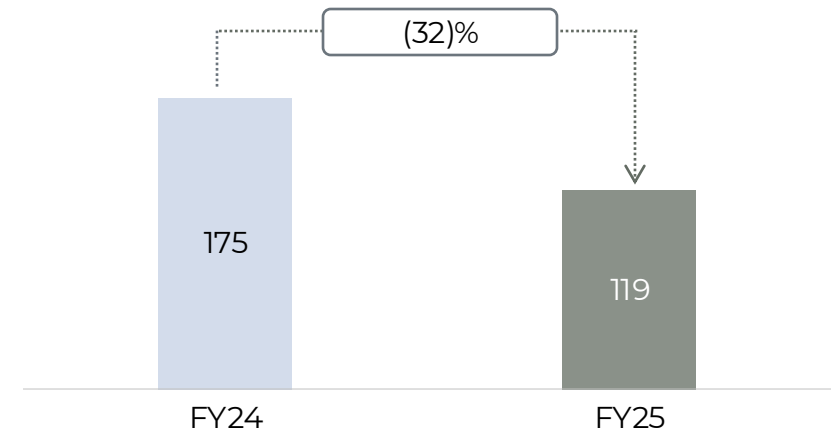


FY25 Highlights - Standalone

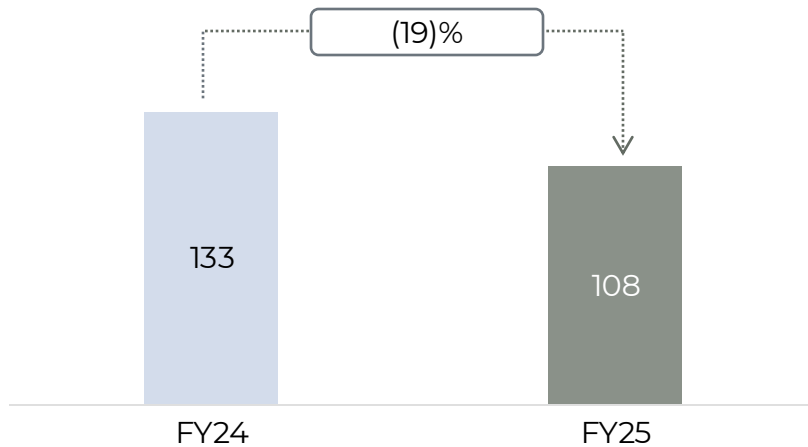
Revenue (INR Cr)



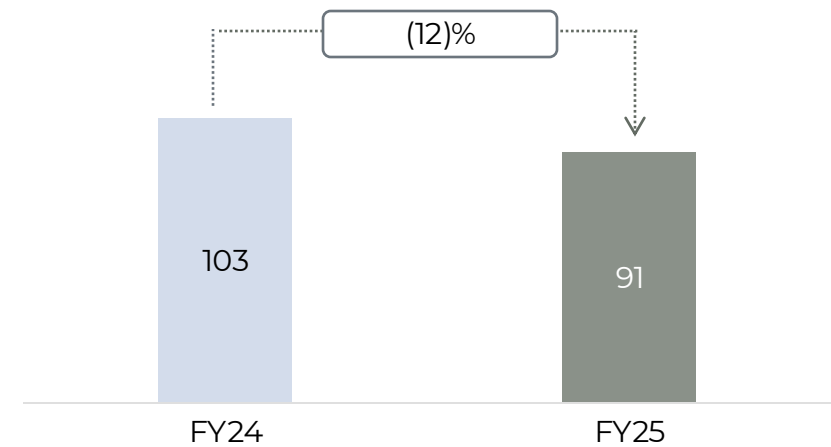
EBITDA (INR Cr)



PBT (INR Cr)



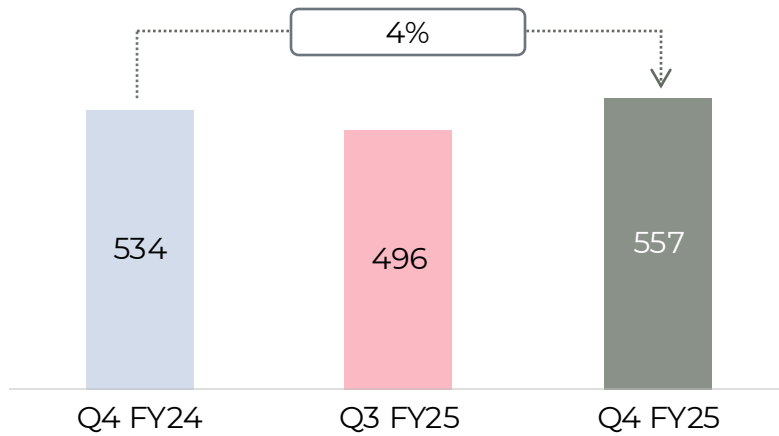
PAT (INR Cr)



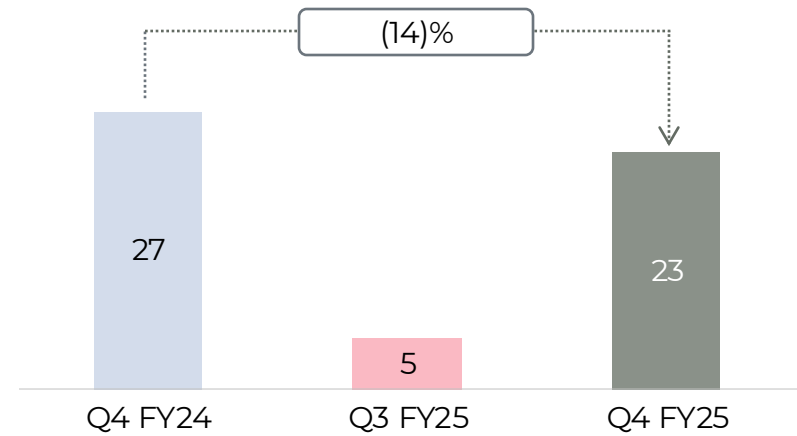
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Q4 FY25 Highlights - Standalone

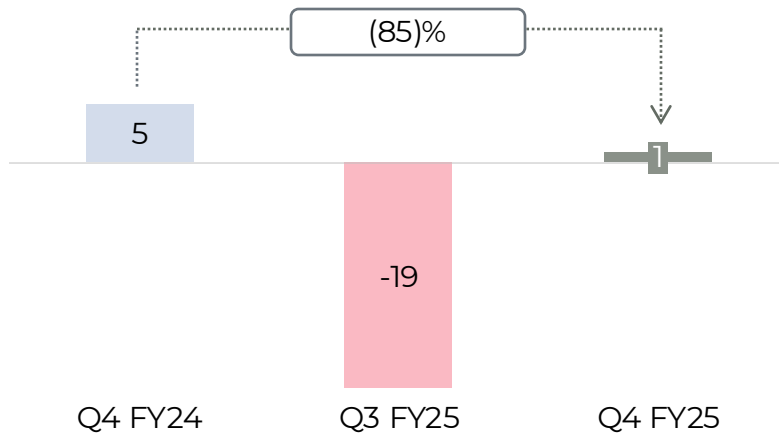
Revenue (INR Cr)



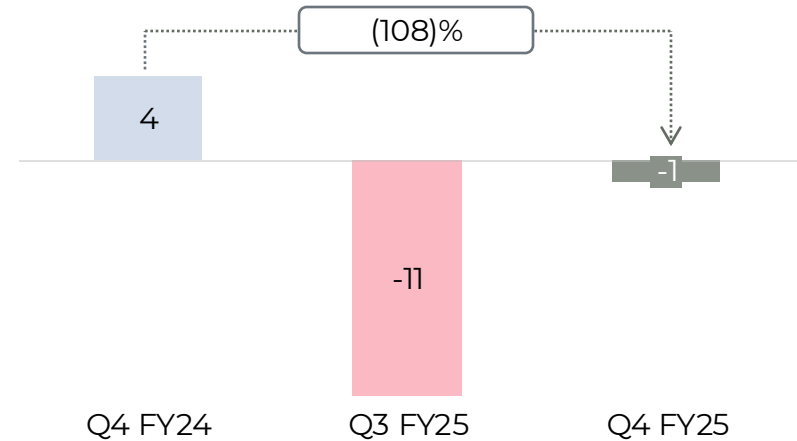
EBITDA (INR Cr)



PBT (INR Cr)



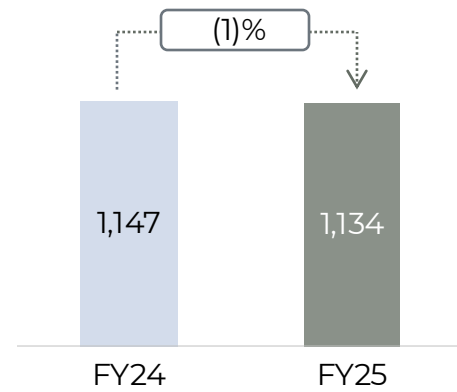
PAT (INR Cr)



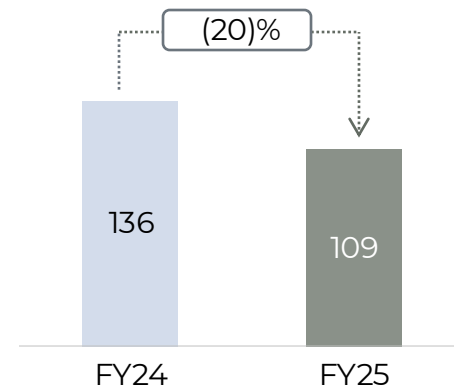
Key segment performance

Roofing Solutions

Revenue (INR Cr)

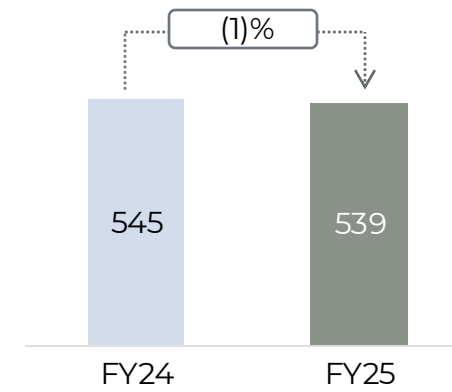


PBT (INR Cr)

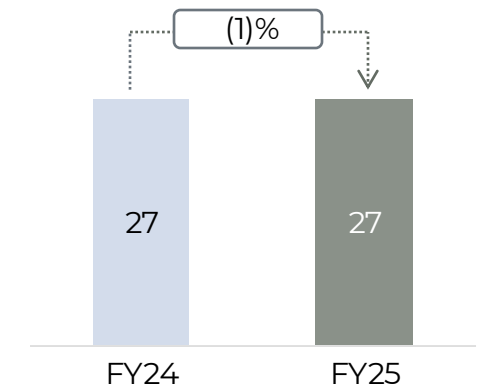


Building Solutions

Revenue (INR Cr)

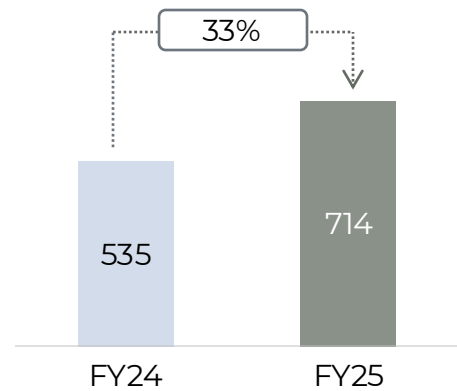


PBT (INR Cr)

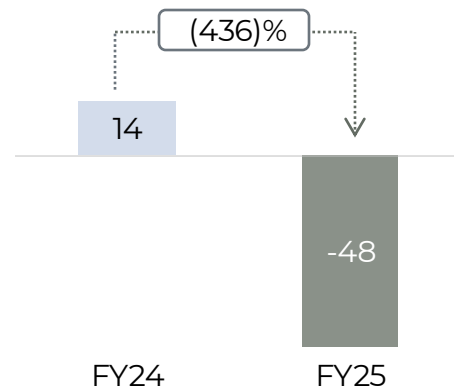


Polymer Solutions

Revenue (INR Cr)

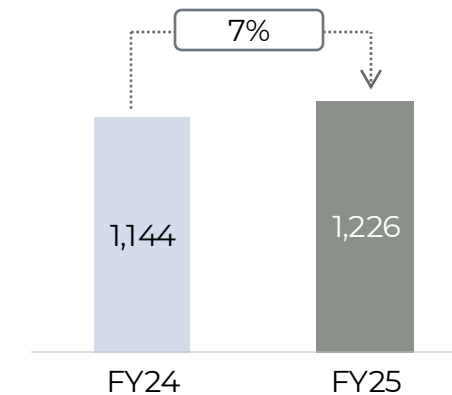


PBT (INR Cr)

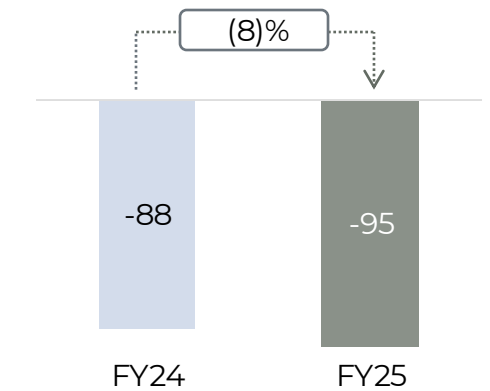


Flooring Solutions

Revenue (INR Cr)



PBT (INR Cr)



Financial statements – Balance Sheet

Particulars (INR Cr)	Standalone		Consolidated	
	31.03.2025	31.03.2024	31.03.2025	31.03.2024
A) Equity & Liabilities				
Shareholder's funds	1,267	1,191	1,211	1,253
Non-current liabilities	119	162	579	628
Current liabilities	643	599	1,136	862
Total Equity & Liabilities	2,029	1,952	2,926	2,743
B) Assets				
Non-current assets	1,360	1,147	1,819	1,527
Current assets	669	805	1,107	1,216
Total Assets	2,029	1,952	2,926	2,743

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