

07th February 2017

BSE Ltd. Department of Corporate Services 1st Floor, New Trading Ring, Rotunda Building, P J Towers, Dalal Street, Fort, Mumbai - 400 001 The Secretary National Stock Exchange of India Ltd. Exchange Plaza Bandra-Kurla Complex, Bandra (East) Mumbai - 400 051

Dear Sir,

Sub: Intimation of Investor Conference on 8th February 2017.

In terms of the provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, attached is the schedule of the meeting that will be having during Edelweiss Conference in Mumbai on 8th February 2017. Also Attached is the presentation that we will be sharing with the Investors.

The Schedule may undergo change due to exigencies on the part of Investors/Company.

The above is for your information and record.

Thank you,

Yours faithfully, For Grasim Industries Limited

Hutokshi Wadia President & Company Secretary





Grasim Industries Limited: Edelweiss Conference, Mumbai

Date: 08th February 2017

Sr. no	Fund House
1.	HDFC Life Insurance Company Limited
2.	Alchemy Capital Management Pvt. Ltd
3.	Bharti AXA Life Insurance Company Ltd.
4.	Bharti AXA Life Insurance Company Ltd.
5.	Blue Lotus Investments
6.	Edelweiss Asset Management
7.	Farley Capital
8.	HDFC Asset Management Company Limited -
9.	Kotak Mahindra Asset Management Company Ltd.
10.	Mirae Asset Management (India)
11.	Principal PNB Asset Management
12.	Reliance Nippon Life Asset Management
13.	synergy
14.	Templeton Emerging Markets Group
15.	Astute Investment Management Pvt Ltd
16.	Canara Robeco MF
17.	Hornbill Capital
18.	ICICI Prudential AMC
19.	Solidarity Investment Advisors
20.	UTI PMS
21.	Amansa Investment Advisors Pvt Ltd
22.	Old Mutual Investment Group



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Regd. Office : P.O. Birlagram, Nagda - 456 331 (M.P.)



Grasim Industries Limited Building, Consolidating, Growing

February 2017



Cautionary Statement

Statements in this 'Presentation' describing the Company's objectives, estimates, expectations or predictions may be 'forward looking statements' within the meaning of applicable securities laws and regulations. Actual results could differ materially from those expressed or implied. Important factors that could make a difference to the Company's operations include global and Indian demand supply conditions, finished goods prices, feedstock availability and prices, cyclical demand and pricing in the Company's principal markets, changes in Government regulations, tax regimes, economic developments within India and the countries within which the Company conducts business and other factors such as litigation and labour negotiations. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statement, on the basis of any subsequent development, information or events, or otherwise.

Glossary

VSF : Viscose Staple Fiber, MT : Metric Ton, TPA : Tons Per Annum, YoY: Year on Year Comparison, CY : Current Year, EBITDA : Earnings before Interest, Tax, Depreciation and Amortisation, ROAvCE : Return on Avg. Capital Employed, RONW : Return on Net Worth Revenue is net of excise unless stated otherwise, EBITDA Margin = EBITDA / Revenue + Other Income * 100 Financials from FY16 onwards are as per Ind AS



Presentation Structure



Merger of Grasim with ABNL

- Creating a Premier Play on India's Growth

Grasim Businesses



The Aditya Birla Group

- Amongst the top business houses in India
- Operations spread over 36 countries
- Revenue at \$ 41 Bn., over 50% from overseas operations
- Anchored by 120,000 employees, belonging to 42 nationalities
- Trusted by 1.2 Mn. shareholders & 180 Mn.+ customers
- Ranked 1st in India by Nielson Corporate Image Monitor consecutively for 3 years



Group Vision:

To be a premium global conglomerate with clear focus on each business



The Aditya Birla Group : Leadership Across Businesses

Leading Global Player

- Hindalco Novelis is the largest aluminum rolling company
- Largest player in carbon black
- Second largest producers of Viscose Staple Fiber (VSF)
- Among the top global players in Cement
- Fourth largest producer of insulators and acrylic fibre

Leadership position in India

- Largest Player : VSF/ VFY, Cement, Aluminum, Carbon Black, Branded Apparels, Linen, Copper, Chloralkali and Insulators
- Among top three mobile telephony companies
- Leading player in Life Insurance & Asset Management

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Grasim: Market leader across Business Segments

Viscose Staple	Leading Global Player	
Fibre	– Capacity : 498K TPA	
Revenue ₹ 60 Bn.	 Grasim commands 9% global share; ABG share 17% 	
(US\$ 0.9 Bn.)	 Integrated model with experience of more than six decades 	
	Largest Chlor-Alkali Manufacturer in India	
Chemical	– Capacity : 840K TPA	
Revenue ₹ 34 Bn. (US\$ 0.5 Bn.)	 Capacity to increase by 25% to 1048K TPA on Brownfield expansion and debottlenecking 	
(U O \$ 0.5 DIL)		

 Portfolio of value added products – Chlorine Derivatives (410K TPA) and Epoxy (52K TPA)

Cement Revenue ₹ 252 Bn. (US\$ 3.8 Bn.)

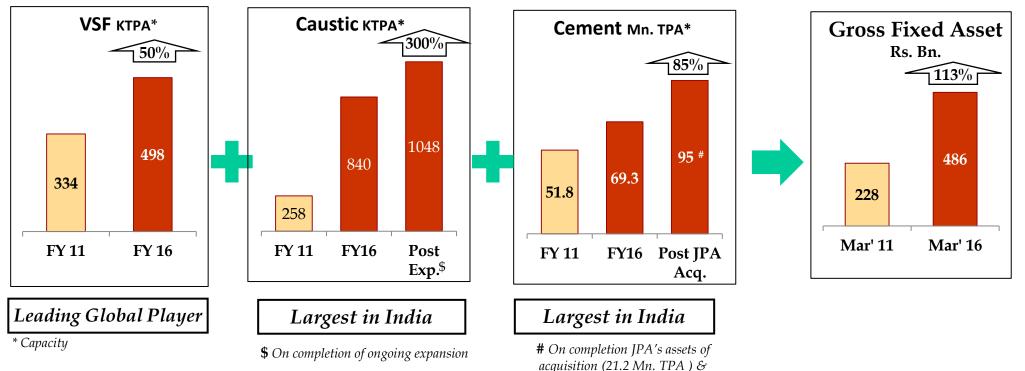
Largest manufacturer in India

- Capacity : 69.3 Mn. TPA
- Total capacity to reach 95 Mn. on completion of JPA acquisition (21.2 Mn. TPA) and Greenfield expansion (3.5 Mn. TPA)
- Market leader in White Cement & Putty (1.4 Mn. TPA) and Ready Mix Concrete



Investment in Growth.....

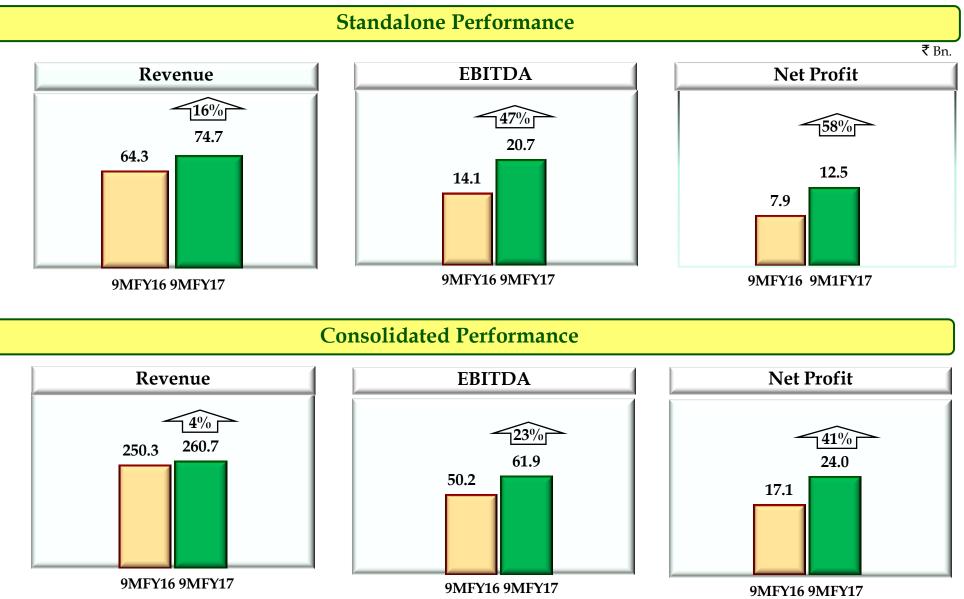
Substantial Investment made across Businesses – US\$ 4 Bn. over last five years.....



acquisition (21.2 Mn. TPA) & Greenfield expansion (3.5 Mn. TPA)



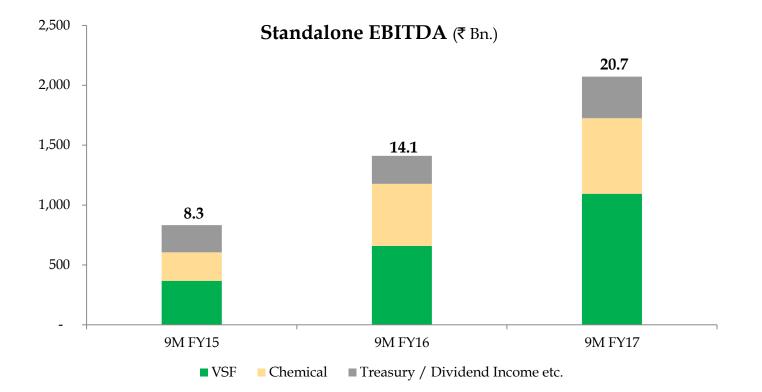
.....Yielding Results



.....Yielding Results

ADITYA BIRLA

GRASIM

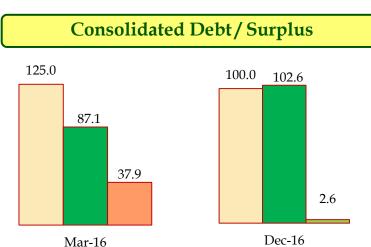


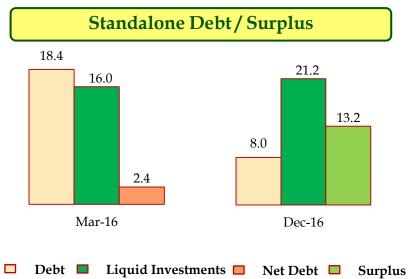
- Standalone EBITDA have shown robust growth
 - > Speedy rampup of new capacities in both VSF and Chemical businesses
 - Merger of ABCIL with Grasim w.e.f. 1st April, 2015
 - > Better operating efficiencies and improvement in margins



Robust Financial Ratios

Consolidated Financial Ratios 3/31/2016 12/31/2016 **Debt:Equity (x)** 0.35 0.25 Net Debt: Equity (x) 0.10 _ Net Debt / EBITDA 0.54 ROAvCE (%) 11.3 12.9 (Excluding CWIP) **RONW (%)** 9.4 11.2



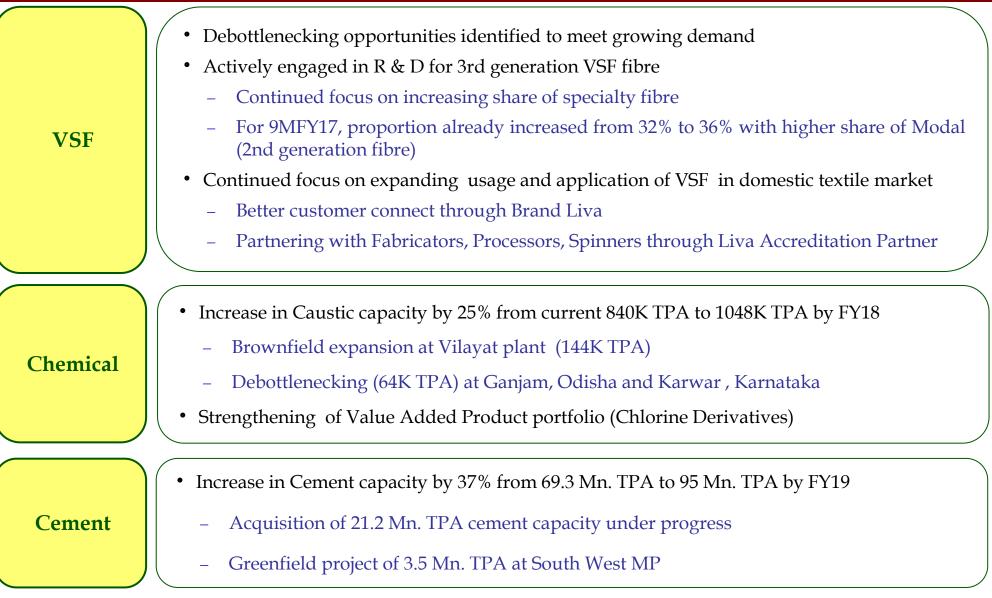


Strong Balance Sheet – Robust Financial Ratios

₹Bn.



Growth Plans under Implementation





Recent Corporate Actions

Measures to Improve Liquidity

- Investment limit for Registered Foreign Portfolio Investors / Foreign Institutional Investors being increased from 30% to 49%
- Sub-divided equity shares from one (1) equity share of face value of Rs.10 each fully paid up to five (5) equity shares of face value of Rs. 2 each fully paid up

Dividend Distribution Policy

- Dividend Distribution Policy approved as per the SEBI Regulations, 2015
- Target Dividend Payout :
 - The Board will endeavor to achieve a dividend payout ratio in the range of 25% to 45% of the Standalone Profit after Tax
 - Subject to the above dividend payout range, the Board will strive to pass on the dividend received from material Subsidiaries, Joint Ventures and Associates



Presentation Structure



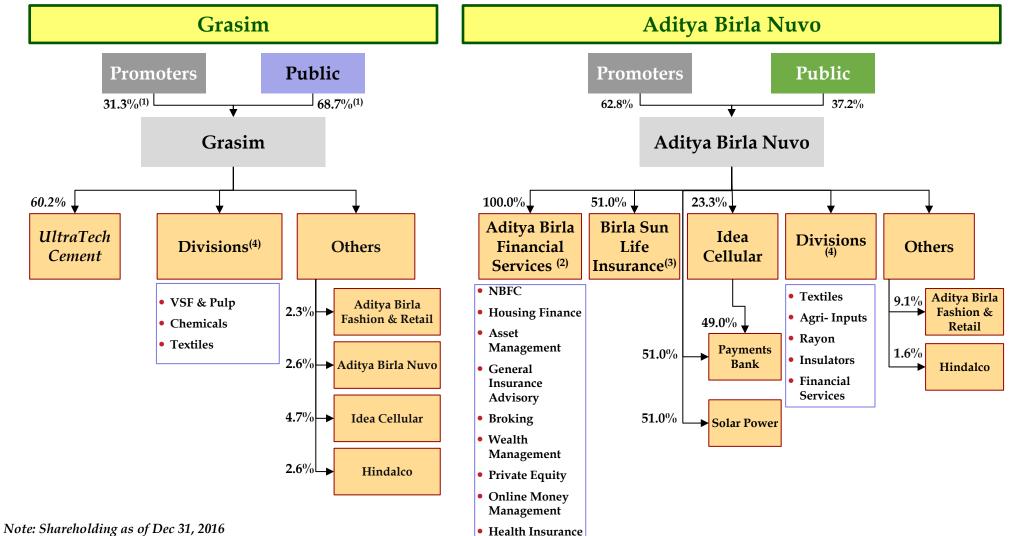
Merger of Grasim with ABNL

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Grasim Businesses



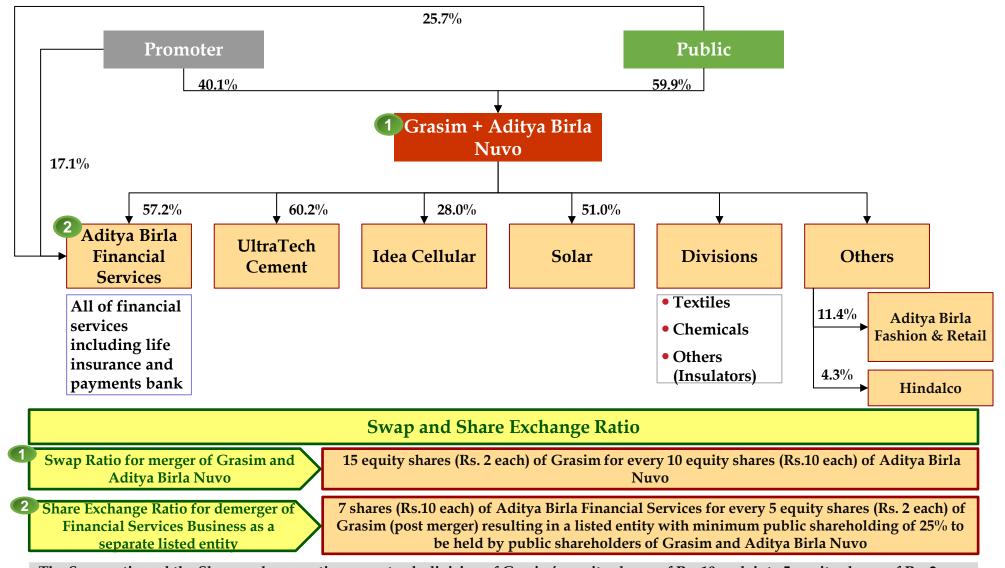
Current Holding Structure



(1) Includes GDRs listed on Luxembourg Stock Exchange; (2) Financial services businesses reside in separate subsidiaries / Joint Ventures under Aditya Birla Financial Services Limited; (3) Aditya Birla Nuvo will enter into an agreement to transfer this stake to Aditya Birla Financial Services Limited subject to regulatory approvals; (4) Divisions have underlying investments



Resultant Holding Structure



The Swap ratio and the Share exchange ratio are post sub-division of Grasim's equity shares of Rs. 10 each into 5 equity shares of Rs. 2 each



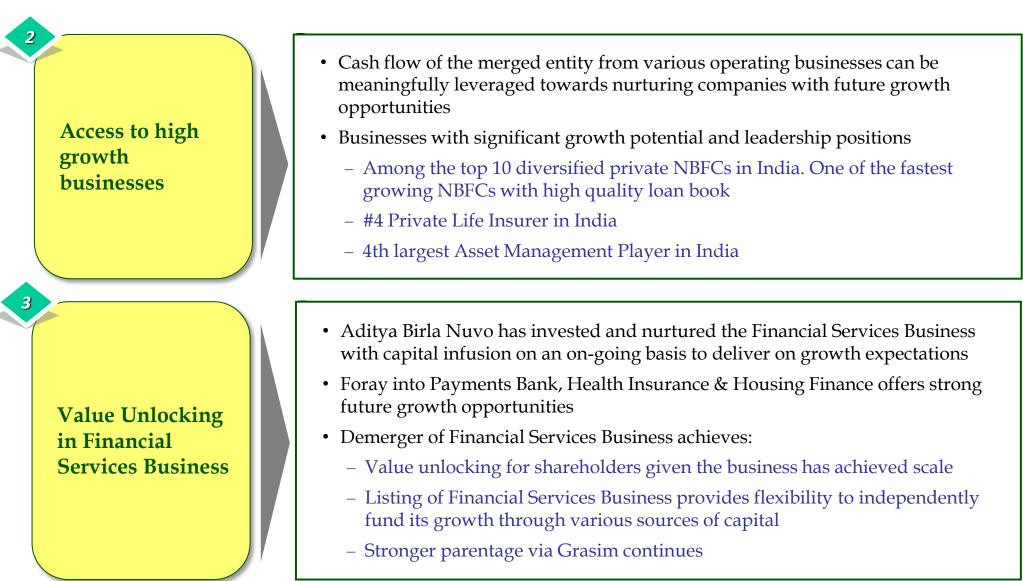
Transaction Rationale

Stronger parentage for Financial Services Business

- Financial Services Business is likely to benefit from lower cost of funds, given stronger credit rating of Grasim (CRISIL AAA):
 - AAA parent may potentially lead to reduction in cost of borrowing
 - Will provide access to larger pool of funds through capital markets in the form of both debt as well as equity
 - Borrowing mix can be optimized
- Grasim's stronger parentage will provide additional comfort to financial services regulators for on-going support to meet solvency requirements
- Strong balance sheet of Grasim overcomes ABNL's current capital constraints (2.5x FY 16 Standalone Net Debt/EBITDA adjusted for BSLI stake sale proceeds) and provides runway for future funding capability
- Ability to consistently support growth with capital through business cycles, e.g. inability of banks and infrastructure companies to raise capital in the recent past



Transaction Rationale (cont'd)





Shareholders Benefits

	Comments			ABNL
Exposure to fast growing sectors (Financial Services & Telecom)	ABFS growth (FY 11-16) Lending book: 15x Total AUM: 2.1x	Idea Cellular growth (FY 12-16) Revenue Market Share: 14.3% to 18.9% Subscriber Market Share: 15.4% to 19.6%	•	
Mix of businesses with strong cash flow generation and high growth profile	 FY 16 Consolidated Revenue Mix: Fast growing (Financial Services & Telecom(1)): ~32% Strong cash flow (Cement, Textiles & Chemicals): ~68% Consolidation of similar businesses (Textiles & Chemicals) 			•
Value unlocking via direct access to a fast growing listed Financial Services Business	 Public Ownership in FS: Direct ~26%; further exposure through Grasim Listing of Financial Services Business provides flexibility to independently fund growth through various sources of capital 			✓



Shareholders Benefits (Cont'd)

	Comments		ABNL
Stronger parentage with robust balance sheet	 Strong credit rating & reduction in cost of borrowing for Financial Services Business Access to larger pool of funds through capital markets for both equity and debt Cash surplus in Grasim: Rs. 1,096 cr (Sep 16) 		•
Larger market capitalisation & free float	 Grasim (Post merger) will benefit from a larger free float and higher liquidity Stock split will potentially aid liquidity Resultant FII holding in merged entity at ~19.8% will create headroom for FII 	•	•



Presentation Structure



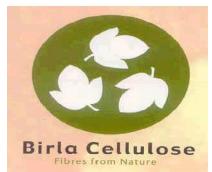
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Grasim Businesses



Viscose Staple Fibre (VSF)



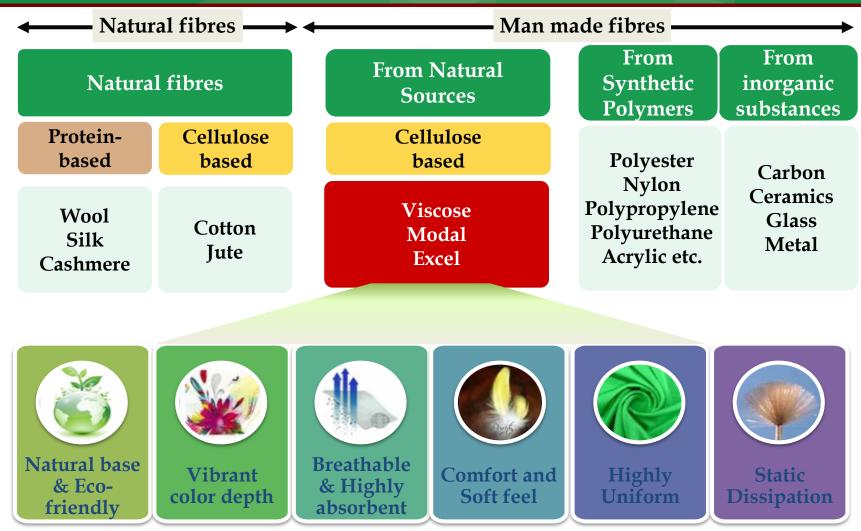








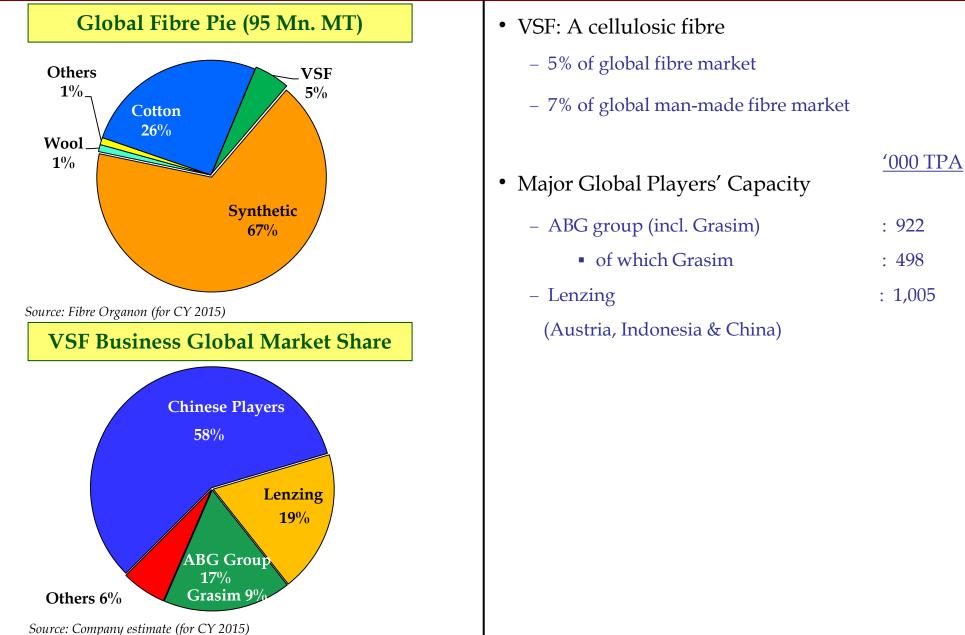
VSF: Cellulosic Fibre With Many Unique Attributes



Blend, Technology & Application Versatility



VSF: Global Industry Scenario

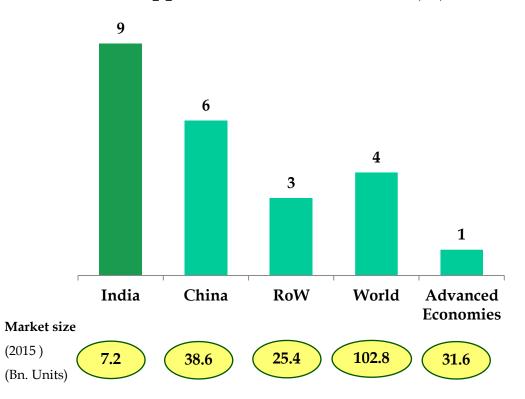




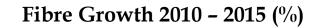
Grasim : Rightly Placed

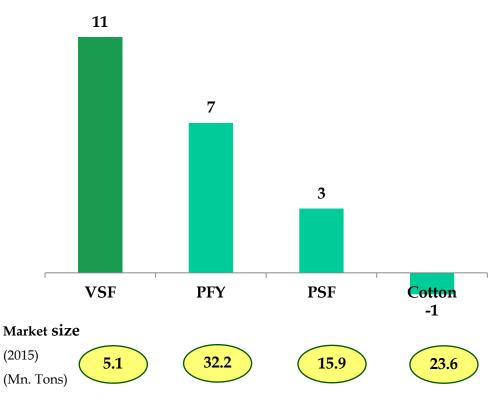
Presence in Right Market

Apparel Growth 2010 – 2015 (%)



.....and Right Product



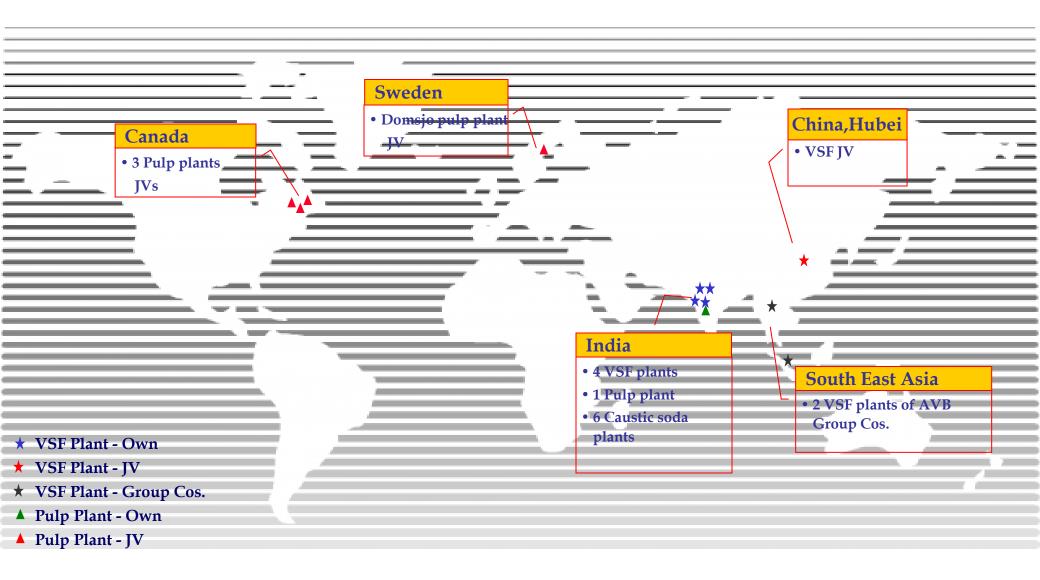


Source : Fibre Organon

(2015)



VSF: Global Presence





VSF: High Backward Integration

Input	% of Cost	Capacity	Requirement Met
• Dissolving Grade Pulp	• 50% - 55%	• 4 Manufacturing plants (India : 1 & Overseas : 3)	• 55% - 60%
• Caustic Soda	• 10% - 15%	• 840K TPA	• Fully captive
• Power & Steam	• 10%	• 290 MW	• Fully captive

Sustainable competitive advantage through integrated business model



LIVA : Greater Connect with Consumers





A Co-branded partner uses a "liva tag" on each garment



^{by}lifestyle^{*}





VSF: 9M FY17 Performance

(₹ Bn.)	2014-15	2015-16	9M FY17
Capacity ('000 Ton)*	434	498	375
Sales Volume ('000 MT)	403	467	367
Net Revenue	49.7	60.2	51.6
EBITDA	4.7	9.2	11.0
EBITDA Margin	9%	15%	21%
EBIT	3.1	6.9	9.2
ROAvCE	8%	15%	26%

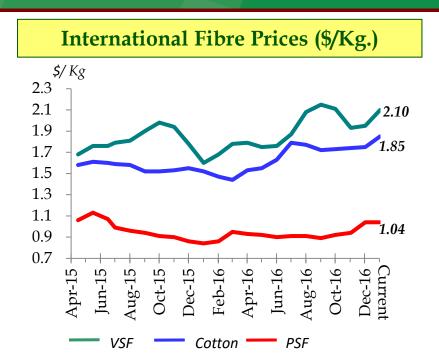
* Effective capacity for the period

- Sales volume up by 9% YoY
 - Intensive business development activities leading to increase VSF usage in domestic market
 - Higher sales of specialty fiber
- Revenue grew by 20%
- EBITDA increased from ₹ 6.6 Bn. to ₹ 11.0 Bn.
 - Higher volumes and realisation
 - Improvement in operating efficiency and economies of scale
 - Higher quantum of specialty fibre volumes
- Better performance by Pulp JVs
 - Company's share of PAT at ₹ 1.1 Bn as against
 ₹ 0.3 Bn in corresponding period
 - Driven by higher volume and improved realisation

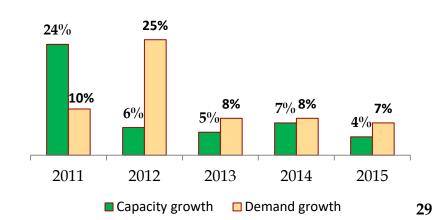


VSF: Outlook

- Textile consumption in India expected to grow at higher rates, vis-à-vis global consumption
 - Augur well for VSF demand
- Limited capacity addition leading to higher operating rates
 - Short term variations likely in utilisation level and pricing
- Cotton stock expected to decline further in Season 16-17 with consumption projected to be higher than production



Global VSF Demand & Supply Growth











Largest Chlor - Alkali manufacturer in India

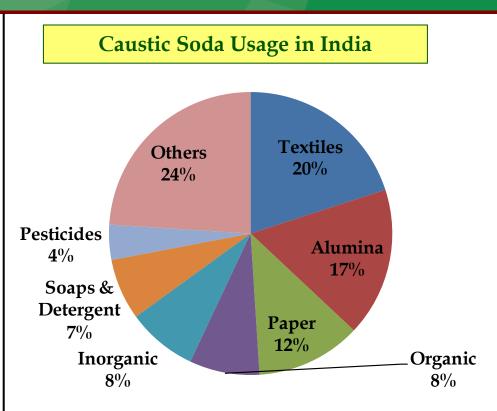
Largest producer of Epoxy Resins in India

Largest value-added product portfolio with total capacity of 410K TPA including water treatment chemicals



Chlor Alkali Industry

- Caustic Soda demand currently at ~3.4 Mn. TPA
- Caustic Soda has developed end-user market in India
- Top 5 players account for 60% of market share
- Manufacturing capacities concentrated in Western and Southern region, with easy availability of Salt
- India net importer of Caustic Soda
 - Sluggish demand growth of Chlorine (a by product)
 restricts capacity addition



Source : AMAI



Chemical Business : 9M FY17 Performance

(₹ Bn.)	2014-15	2015-16#	9MFY17
Caustic Soda			
Capacity (000' Ton)	452	804	630
Sales Volume ('000 Ton) *	409	763	590
Chemical Business			
Net Revenue	17.0	34.3	27.5
EBITDA	2.9	7.5	6.3
EBITDA Margin	17%	22%	23%
EBIT	2.0	5.4	4.8
ROAvCE	11%	16%	18%

* Includes captive consumption # ABCIL amalgamated wef 1st April 2015

- Volume up by 5%
 - Additional volume from Ganjam plant which was acquired in September last year
 - Ramp up of Karwar plant
- EBITDA up by 22% at ₹ 6.3 bn.
 - Higher volumes
 - Improvement in margin from 21% to 23%



meraTech

UltraTech Build

Cement



No. 1 RMC player in India With > 100 plants



Different Products to provide complete Building Solutions > 1100 stores

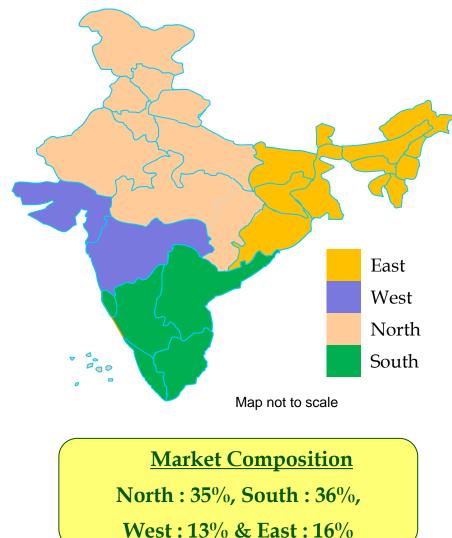


No.1 Player of White Cement & Cement based Putty

GRASIM

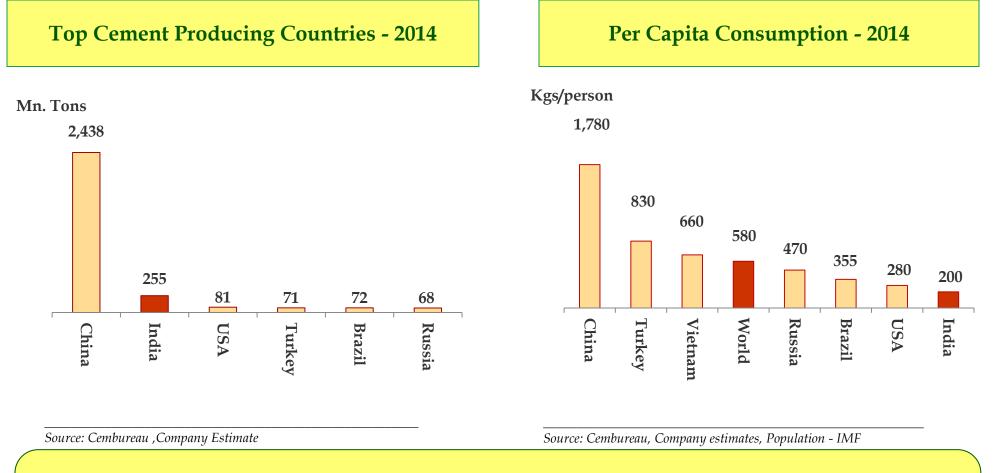
Indian Cement Industry : Overview

- Second largest cement market in world
- Cement Capacity ~ 411 Mn. TPA
- Sustained cement consumption growth of around 7.5% in last 15 years
 - Though demand has been week in last 3-4 years
- Industry capacity doubled in last decade
 - Around 50 million tons capacity added in last 3 years
 - Though, demand remained low in last 3 years
- Primarily retail market driven by Brand
- No. of plants ~195, owned by ~55 players
- Consolidation in the industry at regular intervals
- Top 5 players market share ~ 50% of capacity





Global Cement Capacity and Per Capita Consumption



- India's per capita consumption (200 kgs) is lowest among developing nations (Brazil ~355 kgs, China ~1,780 kgs, World Average ~580 kgs)
- Low per capita consumption reflects significant potential for future growth



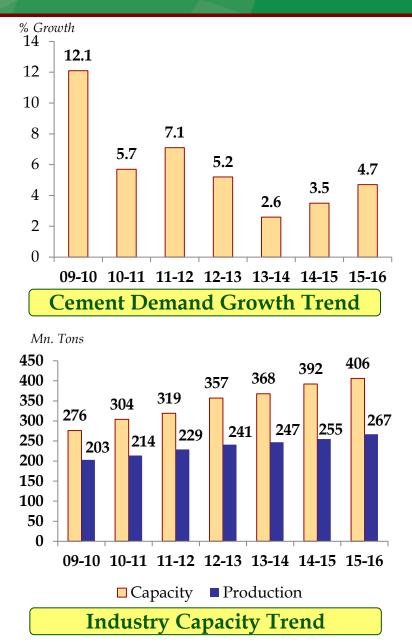
Cement – Major Growth Drivers in India

Housing (~60% - 65%)	 Favorable demographics with growing young population Rising affordability - Increasing income level Government vision of house for every family by 2022 Rapid Urbanisation (33% in 2011, likely to be 40% by 2030) No. of Cities with population of 1Mn.+ to grow from 53 in 2011 to 87 in 2030
Commercial & Industrial Investments (~20%)	 Demand from IT / ITES Expected revival in corporate capex Emerging growth from resources based industries from Eastern India
Infrastructure (~15% - 20%)	 Investment projected across various Infrastructure segments Government's focus on building concrete highways Western and Eastern dedicated freight corridor with investment of ~\$ 13 Bn. Metro projects in tier II cities (~\$ 17 Bn.) 5 new Mega Power Projects each of 4000 MW in the Plug-and-Play mode (~\$ 16 Bn.) Target of 175,000 MW renewable energy by 2022 Port development – Handling capacity to more than double to 3000 mn. ton by 2025 (~ \$ 15 bn.)



Cement Sector Outlook

- Expected Cement demand growth drivers :
 - Increase in Government spending on Infrastructure and low cost housing
 - AP and Telangana development
 - Reduction in interest rates and subsidies for housing
- Demand Supply Balance to improve gradually in next three years
 - Slower pace of capacity addition
 - Likely improvement in demand
- Setting up new Cement capacity becoming more challenging due to
 - Tougher land acquisition process
 - Increased gestation period
 - Availability of new limestone mines (Through auction)



Source: Company Estimates, DIPP data



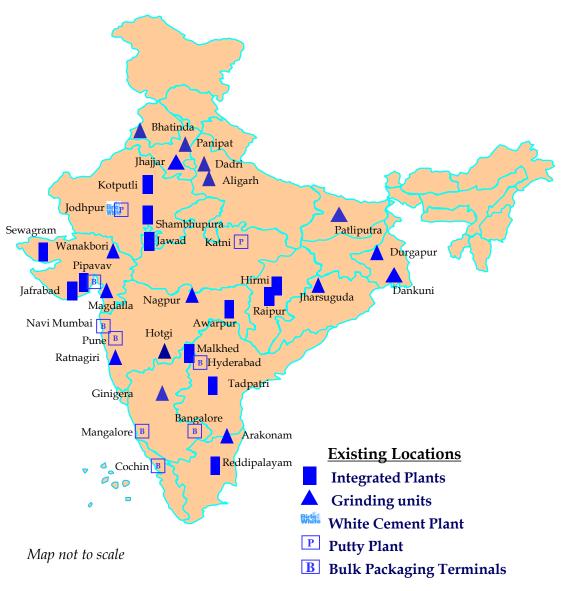
Cement Business : Key Strengths

- Excellent growth record
 - Domestic capacity increased > 10 fold since FY98
 - Proven capabilties to grow organically (44 Mn. TPA) and inorganically (25 Mn. TPA)
- Market Leadership
 - "UltraTech" Premium national brand
 - Leadership in key consuming markets
 - Strong nationwide distribution network
- Cost leadership
 - Economy of scale with large size kilns
 - Latest technology plants
 - > 85% of power self sufficiency through thermal power plants & WHRS
 - Capacity CPP : 717 MW, WHRS 63 MW
 - Hub and Spoke model thru' split grinding units / terminals near markets and efficient logistics
- Leadership in Ready Mix Concrete and White Cement businesses

Strong brand with pan India presence



Cement Business Footprint – A Pan India Player



	Current	Post Acquisition	Mix
North	12.8	17.6	20%
Central	6.2	17.6	20%
East	11.4	11.4	13%
West	20.5	20.5	23%
South	15.5	20.5	23%
All India	66.3	87.5	100%
Overseas	3.0	3.6	
Total	69.3	91.1	



Cement Business : 9M FY17 Performance

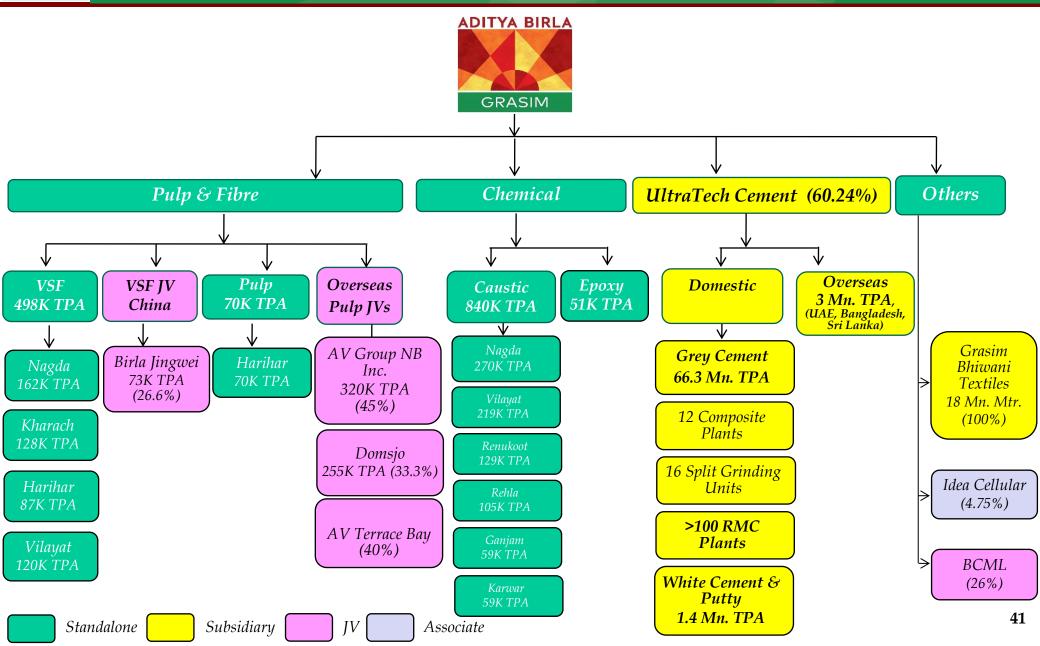
(₹ Bn.)	2014-15	2015-16	9MFY17
Capacity (Mn. Ton)	63.2	67.7	51.9
<u>Sales Volume</u> Cement and Clinker * (Mn. Ton)	48.2	51.3	37.7
Net Revenue	243.5	251.6	183.6
EBITDA	47.8	53.5	42.8
EBITDA Margin	19%	21%	23%
EBIT	35.7	39.7	32.9

- Improved operating margins from 20% to 23% with decline in operational cost
 - Higher usage of petcoke
 - Improved energy consumption
 - Increase in WHRS power share
 - Decline in logistic cost with reduction in lead distance
- EBITDA up by 14% at ₹ 42.8 bn. led by better operating margins

* Includes captive consumption for RMC

ADITYA BIRLA GRASIM

Grasim Group Structure



Thank You

<u>Contacts:</u> Grasim Industries Limited (Corporate Finance Division) Aditya Birla Centre, S.K. Ahire Marg, Worli, Mumbai - 400 030 CIN: L17124MP1947PLC000410

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