

February 9, 2017

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

Dear Sir,

Sub: Presentation

Please find attached the Presentation made to Analyst/ Institutional Investors.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited



Savithri Parekh
Secretary

NA

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

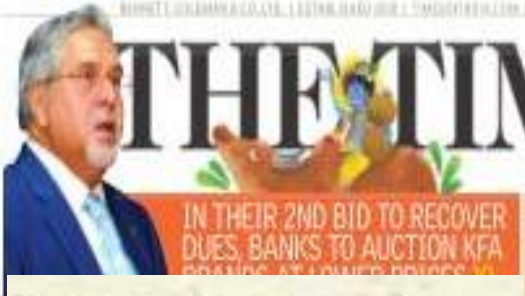
Pidilite Industries Limited
Corporate Office
Ramkrishna Mandir Road
Andheri - E, Mumbai 400059, India
T + 91 22 2835 7000
F + 91 22 2835 7852
www.pidilite.com
CIN : L24100MH1969PLC014336



¹⁹Pioneering ⁵⁹Difference



We live in an Increasing uncertain world



Rabi Crops Acreage Jumps by 7% in Just a Week: Ministry

New Delhi: The acreage under rabi crops increased by 7% in the last seven weeks, data from the agriculture ministry shows. The rabi crop planting was completed on 54.48 lakh hectares, up from 51.27 lakh hectares at the end of the previous week. For the year till December 31, acreage under rabi crops, including wheat, pulses and oilseeds, is 54.48 lakh hectares, up from 51.27 lakh hectares a week ago when it was 50.83 lakh hectares.

50 DAYS SINCE DEMONETISATION... Real Estate Sales Fall 20%; Benami Deals Come to a Halt

Public reaction of more 20% across the year ago, suggesting better availability of money for a better crop. The more and, however, much less than the 10% average.

Worst Ever: Sensex Plunges 1,625 Pts, ₹7L Cr Investor Wealth Wiped Out

Global Crash, Made In China

Re Loses 82p, At New 2-Year Low Of 66.65/\$

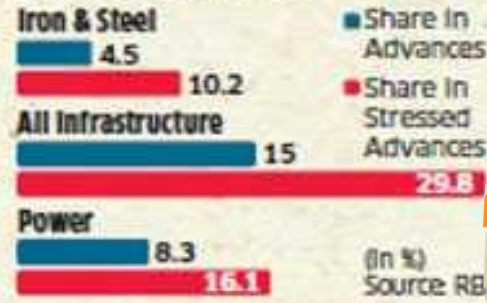
Tough Times

Falling profit margins and decreasing debt repayment capabilities of corporates a matter of concern

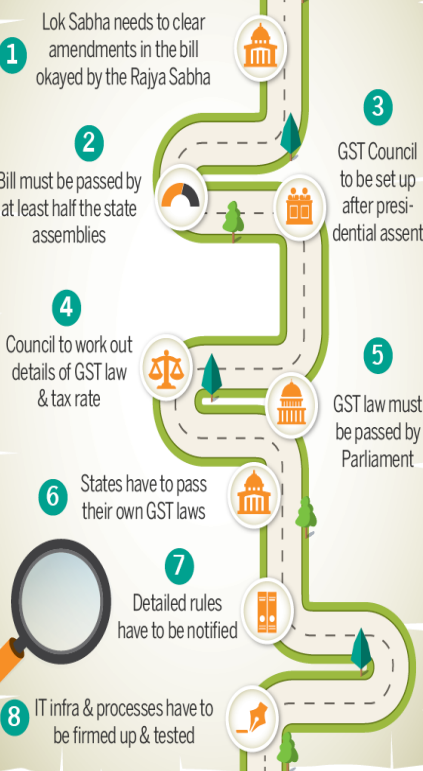
STATE-OWNED banks will have to continue to shoulder economy's growth needs

HENCE, Improving governance and management processes at public sector banks crucial

Contribution of stressed sectors to advances as well as stressed advances (Dec 2014)



ROAD TO GST



Dispatch

TRUMP PREVAILS IN SHOCKER



O'Halloran defeats Babeu in CDI

Kortsen, McBride secure seats

Lamb easily wins Pinal sheriff's race

ATMs Shut For 2 Days, Banks Closed Today

Not More Than 2K A Day Per Card From ATMs Till Nov 18, 4K After That

Black Out? ₹500, 1000 Notes No Longer Valid

Surgical Strike On Terror Funding, Indisclosed Money



DAILY Mirror



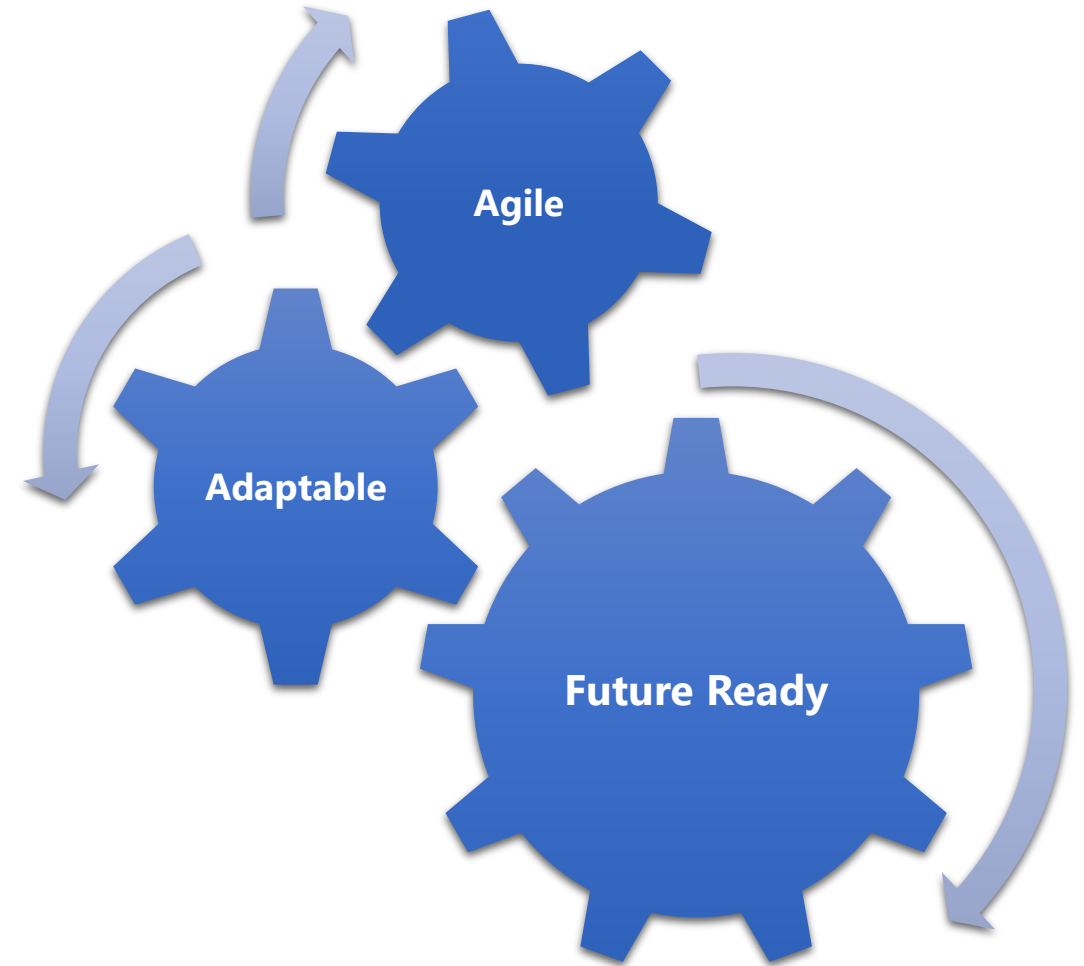
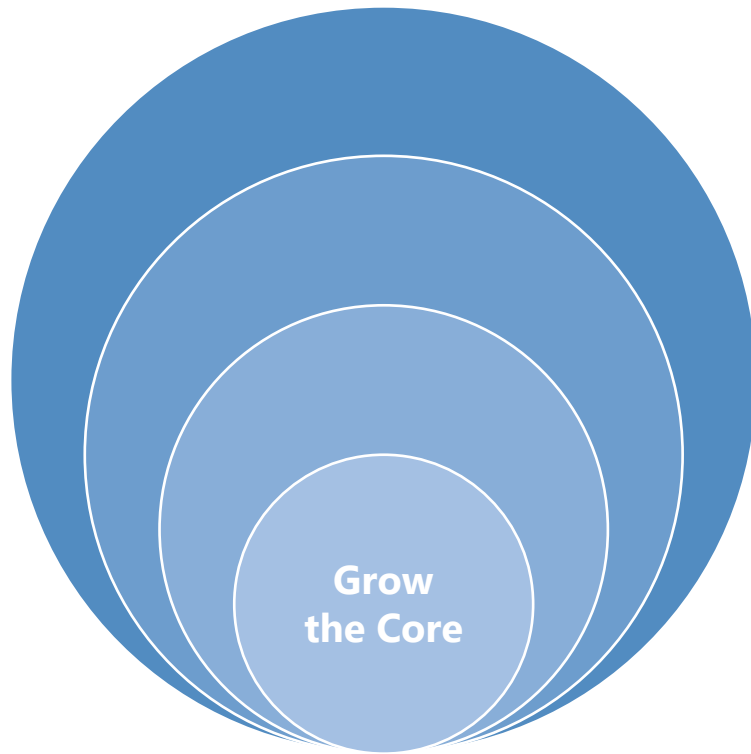
THE Sun



We live in an Increasing uncertain world

Look **Before**
You Leap

Look **While**
You Leap



**Persistent innovation
focused on continuous
improvement**

**Deep insight into each
domain, leading to
continuous identification of
Major Initiatives**

**Holistic brand management
that builds strong emotional
connect with users,
influencers & consumers**

**Passionate about pioneering
segments and achieving
significant leadership**



**Teams working together
with passion**

Passionate about *Pioneering*



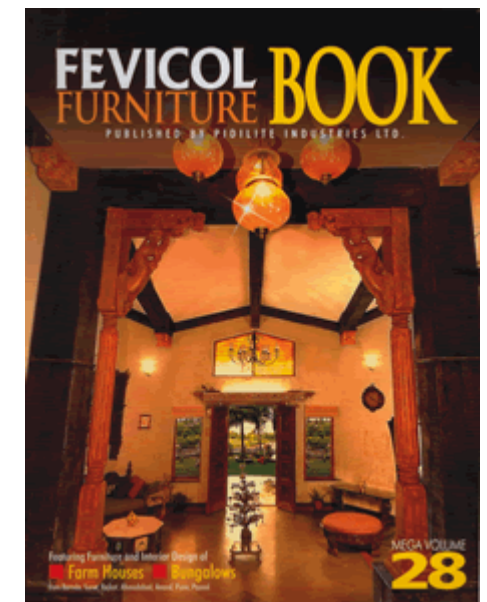
- **1959** – Introduction of laminate in India coincides with launch of White Glue amongst unbranded *Saresh* resin players
- **1960's** – **Consistent work with carpenter community to develop trust** via sampling and product demonstration
 - The **iconic 8-hr hammer test** seals the deal
- **1970's** – Enhancing trust with carpenters & enrolling consumers
 - **Elephant symbol launched** for easy identification amongst carpenters
 - Woodworking adhesive **Fevicol enters household space by launching a tube SKU**



Passionate about *Pioneering*



- 1980's – 1st in the category to reach users & consumers with press ads
- 1990's –
 - 1st in the category to launch TVCs
- Launch of **Fevicol Furniture book**; given free with 5Ltr pack to spur consumer demand



Passionate about *Pioneering*

- **2000's** – Launch of
 - **First of its kind influencer-connect initiative in India** to educate as well as engage furniture contractors
 - Engagement ideas (like *Bhagwan Vishwakarma collaterals* – *Bhajan cassette, Chalisa, Briefcase tape* etc.) generated using grounded insights
- **2010's** – Continued **innovative marketing initiatives** to increase brand equity with the consumers



**FEVICOL
CHAMPIONS' CLUB (FCC)**



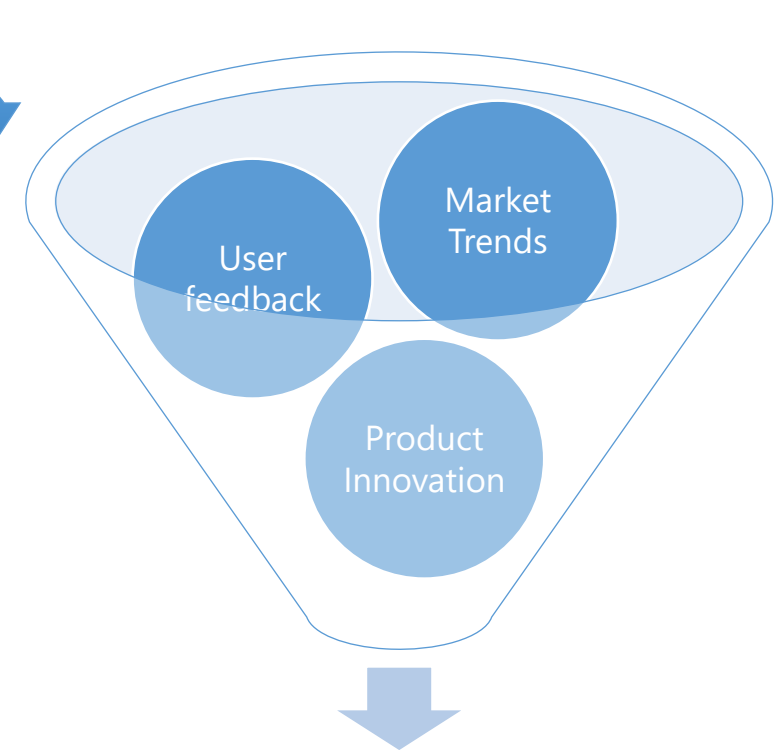
**Fevicol Opened a Free Store
In A Mall, And It Was Their
Wittiest Campaign Yet**



'The Fevicol Room'

Insights

- Wood industry talking about waterproof plywood
- Water-resistant laminate being introduced
- Fevicol gives way in wet conditions



Fevicol Marine





• Stakeholder 1 – Users

- Largest & most comprehensive influencer connect program in the world
- **95000 furniture contractors** associated across **950 clubs** in **821 towns**
- Field marketing team meets ~2000 contractors everyday



• Stakeholder 2 – Influencers

- Digital portal to connect consumers with designers and contractors
- Platform for sharing design ideas from contractors and interior designers
- Hosts 1L+ design ideas



Fevicol Design Ideas

• Stakeholder 3 – Consumers

- Most Trusted Brand 2016 (4th in Household)
- Buzziest Brand 2014
- PowerBrand 2012-13
- 2011 ABBY for Integrated campaign, Outdoor and 2009 ABBY for Press, Radio
- Cannes Award, 2002

HOUSEHOLD CARE

1	Good knight	2
2	All Out	3
3	Harpic	5
4	Fevicol	4
5	Vim	1
6	Fevikwik	NE
7	Mortein	6
8	HIT	7
9	Lizol	8
10	Domex	9



We continue to pioneer across categories



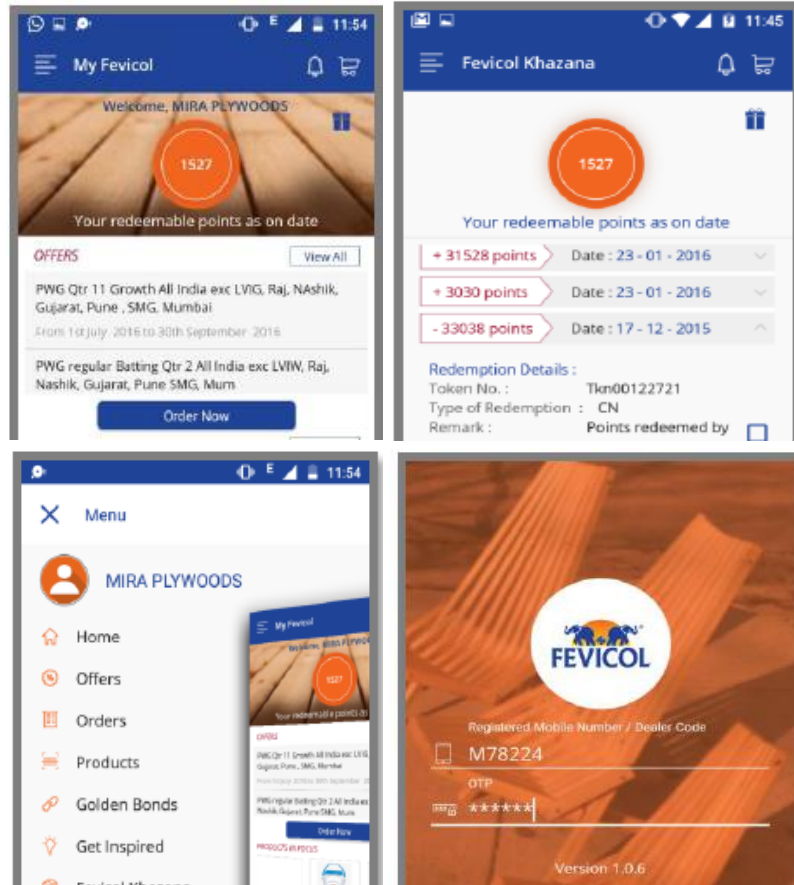
- Responding to Demonetisation



- Being GST Ready



- Pidilite Genie App



- Leverage Rural and Small town Opportunity

Emerging India
Opportunity with 84% of
India's population

Revamp route to market
and activation process

- Adapt to Changing Consumer needs



Future Ready Organisation



- Build Capability and Talent Pipeline



- Workplace by Facebook to improve employee engagement



- Several platforms to improve consumer experience



“Together we will create a high performance, innovative Indian Multi-national where it is a pleasure to work”

Thank You





Questions



This presentation may contain statements which reflect the management's current views and estimates and could be construed as forward looking statements.

The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed.

Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

Investor Contact



CIN : L24100MH1969PLC014336

Investor Relations - investor.relations@pidilite.co.in

Savithri Parekh, Company Secretary

Ramkrishna Mandir Road, Off Mathuradas Vasanji Road,
Andheri (E), Mumbai - 400 059.

Phone : +91 22 67697000

Fax : +91 22 28216007

The ultimate adhesive

