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June 25, 2020

PPFL/SE/2020-2021/5859

To,

BSE Limited	National Stock Exchange of India Limited
25th Floor, P.J Towers,	Exchange Plaza, Bandra Kurla Complex,
Dalal Street, Mumbai-400001	Bandra (E), Mumbai -400051

Scrip Code: 542907

Scrip Code: PRINCEPIPE

Dear Sir/Madam,

Sub: Presentation at Conference Call for Analyst and Investors

In continuation to our letter No. PPFL/SE/2020-21/55 dated June 24, 2020, please find enclosed presentation to be made for Conference Call Scheduled on Friday June 26, 2020 at 4:00 pm IST.

Kindly take the same on record.

Thanking You.

Yours faithfully,

For PRINCE PIPES AND FITTINGS LIMITED

Shyam Sharda

Chief Financial Officer

Encl. as above.



Corp. Off.: The Ruby, 8th Floor; 29, Senapati Bapat Marg (Tulsi Pipe Road),

600 million Indians 75% of households By 2030, 40% of face high to extreme do not have drinking population will have stress over water * no access to drinking water on the premises * water * 85% of rural 70% of India's water households do not 6% of India's GDP is contaminated * will be lost because have access to piped of the water crisis * water * AMRUT SMART CITY MISSION SWACHH BHARAT Providing basic civic To drive MISSION amenities like water economic growth and To achieve universal supply, sewerage, urban improve the quality of sanitation coverage and transport, parks as to life of people by enabling to put focus on improve the quality of local area development sanitation and harnessing technology. life[.] Budget - Rs. 12,294 cr. Budget - Rs. 77,640 cr. Budget - Rs. 6,450 cr.



Jab piping systems honge leak-free, India banega disease-free.









INVESTOR PRESENTATION Q4 & FY 2020





Disclaimer





Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward looking statements. Important developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

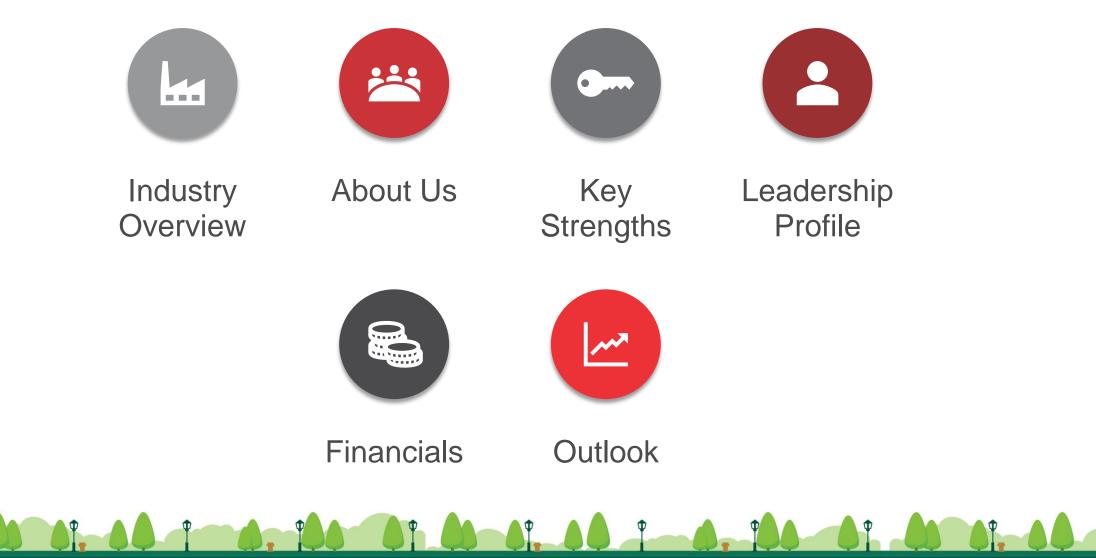
Prince Pipes and Fittings Limited (PPFL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



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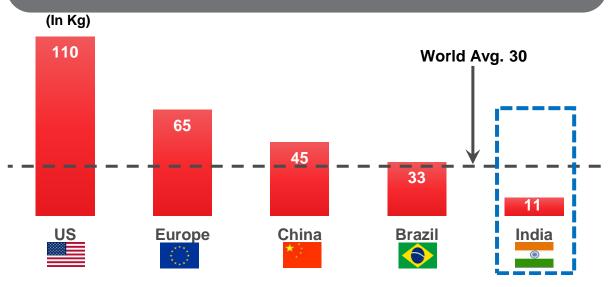




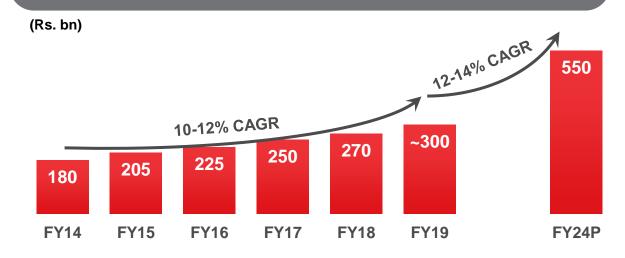
Industry Overview







Domestic Plastic Pipes & Fittings Market Size

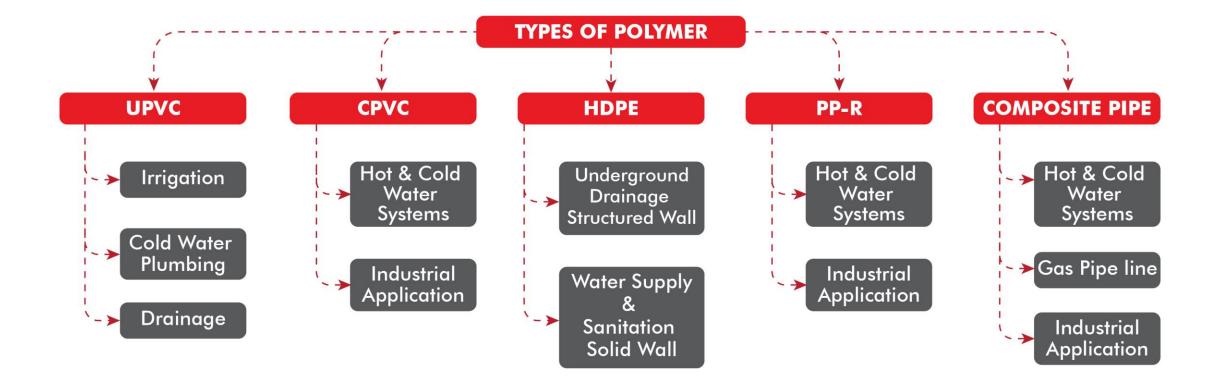




Types of Polymers & Applications







Multiple Growth Drivers





Substitution Demand from Metal Pipes

superior advantages over metal pipes

Replacement demand of older
 pipes with plastic pipes



'Nal se Jal' scheme to offer piped water to every rural house by 2024

Irrigation



Fiscal 2018 Budget increased allocation to PMKSY

Real Estate

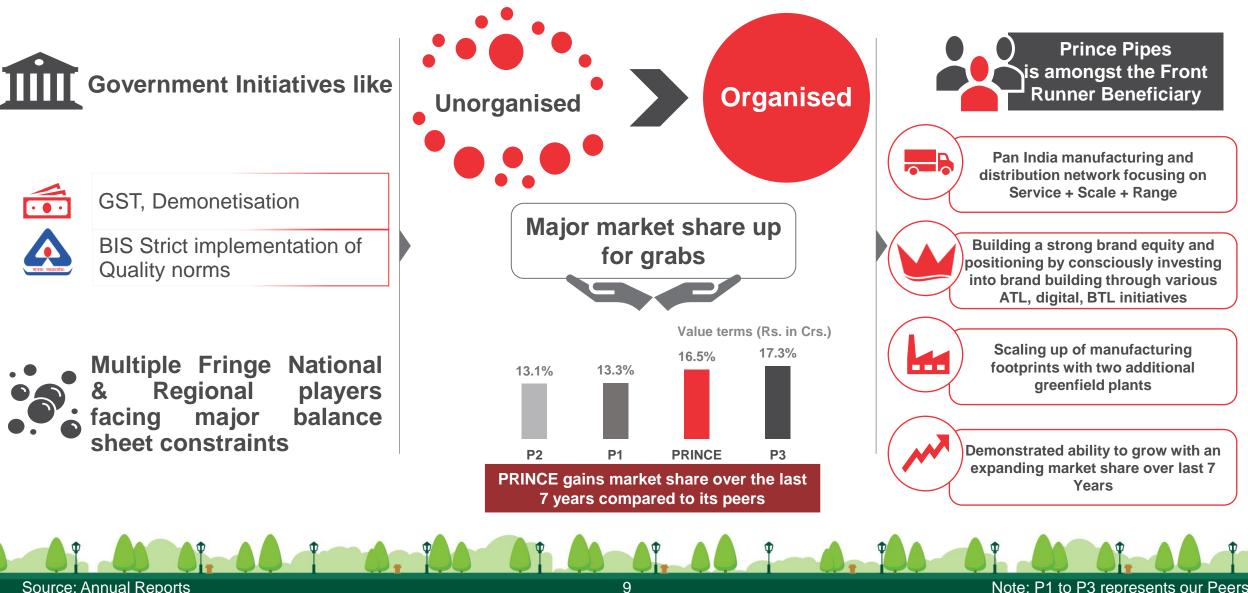
Smart Cities Mission and Affordable Housing

Urbanisation (Traction in tier II & III cities)

Big getting Bigger

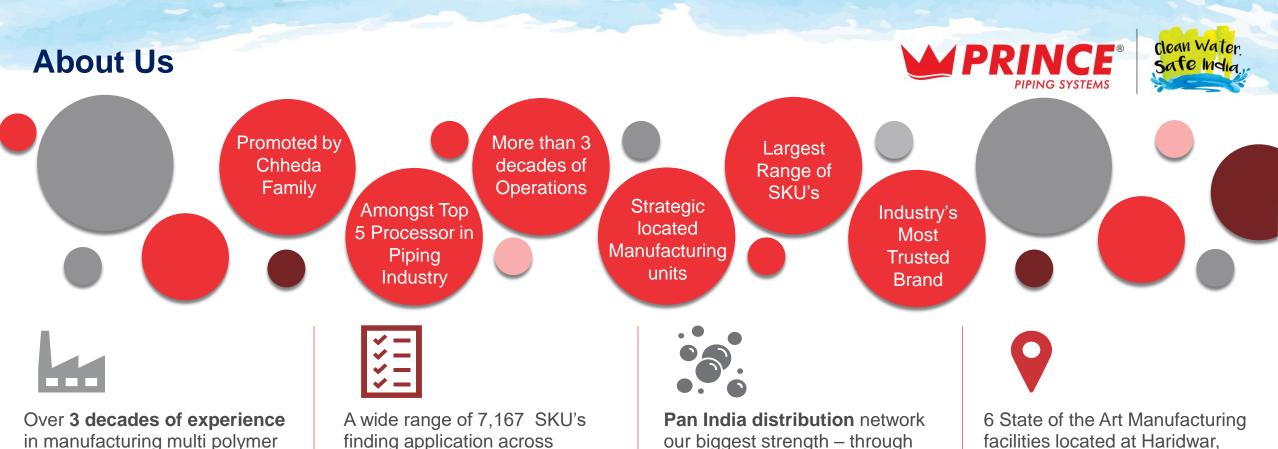






Source: Annual Reports

Note: P1 to P3 represents our Peers



UPVC, CPVC, PPR and HDPE polymers being processed across our 6 manufacturing facilities

piping systems

Products sold through our 2 brands Prince and Trubore finding application across Plumbing, Sewage, Irrigation, Industrial and Underground Drainage

our biggest strength – through 1.408 Channel Partners

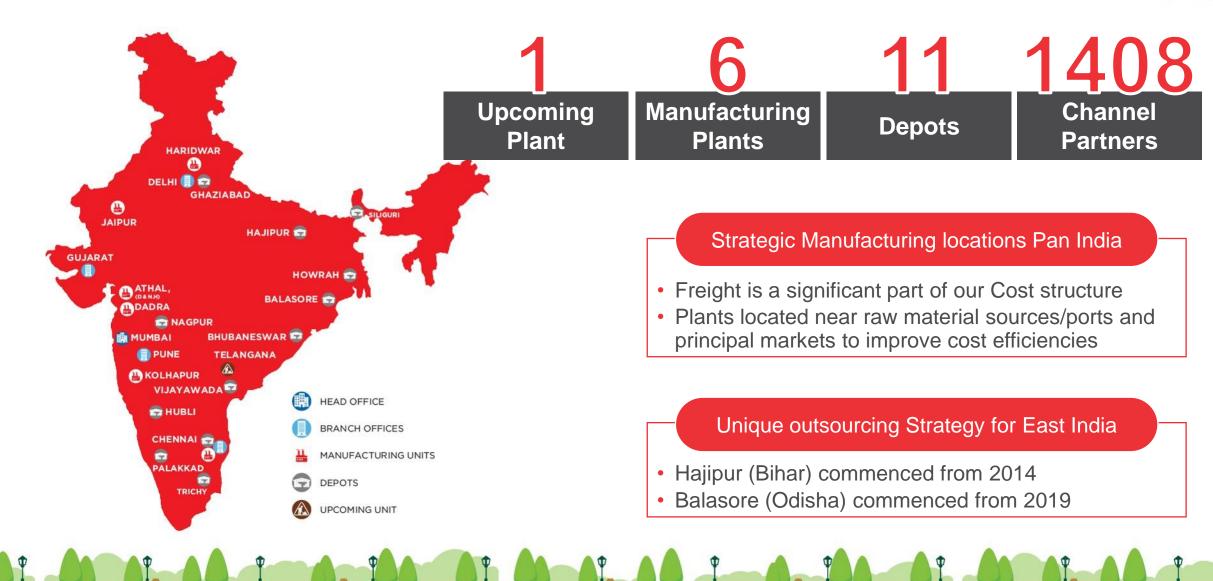
Further more we have 11 warehouses to focus on efficient supply & timely service

facilities located at Haridwar. Jaipur, Athal, Dadra, Chennai, Kolhapur

Our 7th State of the Art plant to come up in Telangana from IPO proceeds

Strategic Distribution & Factory Network



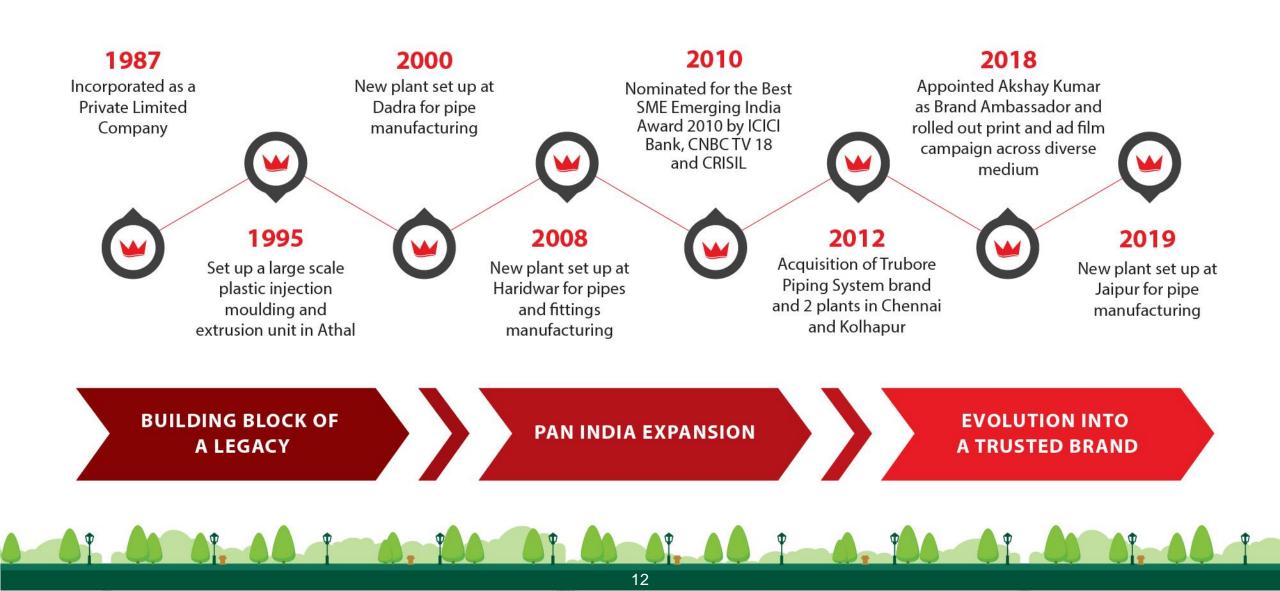


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Our Journey



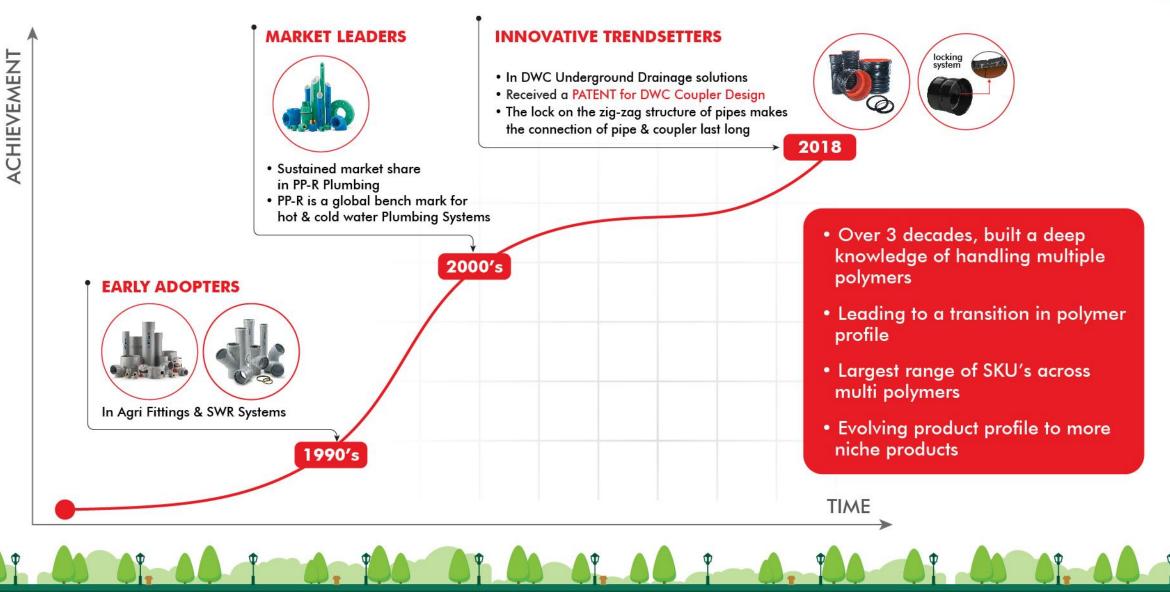




Continuous Innovation through Thought Leadership







Sustained Thought Leadership and Execution Capabilities







- First to move into Northern markets with a manufacturing plant at Haridwar.
- First among peers to demonstrate a risk appetite for inorganic growth.
- Acquired two manufacturing plants of Fairfax backed Chemplast Sanmar located at Kolhapur and Chennai, along with Trubore brand.
- Early movers in East with a unique asset light model.
- Strategically positioned in Bihar and Odisha, catering to the demand of the Eastern region.

Quality & Reliability – Our Cornerstones







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Scaling through Jaipur Plant







- Production at Jaipur plant commenced in Sept, 2019 Installed capacity of ~40kT in next 2-3 year horizon
- Being first mover in North India since 2008 with Haridwar
 - Strong first mover advantage and unparalleled brand equity in northern India
- Jaipur plant- Further improve service to Northern markets as we scale up operations to fortify our market share by efficient supplies and timely service



Scaling through Telangana Plant





Upcoming integrated manufacturing Pipe and Fitting facility in Telangana

To bolster our endeavour in scaling up our distribution reach and market penetration in Southern India



2012 Acquired Chennai & Kolhapur from Chemplast Sanmar Inorganic growth strategy for South India

2020 Way Forward Organic & Integrated Strategy

Approx. 50 kT

Expected Installed Capacity*

Key Advantages



Larger tracts of land being brought under irrigation

O



Government projects like, affordable housing and water for all an added advantage

Strategically located in the southern market with easy availability of skilled manpower, progressive well managed state, ease of doing business, excellent infrastructure

Note: *In next 2-3 year horizon

Brand Play - Winning In Many Indias





WHY AKSHAY?

- Need to establish stronger bond with end consumer due to blurred lines between B2B and B2C segments
- Average Indian consumer's involvement in decision making has significantly increased
- Associate brand with a personality that matches the brand's energy and persona as well as someone who is popular among masses.
- Leveraging an already strong brand equity through a Pan India integrated mktg campaign

COMMON TRAITS OF AKSHAY AND PRINCE



FITNESS ICON Committed towards Quality assurance

MASS APPEAL Pan-India presence

— VERSATILE ACTOR – Wide product portfolio

— WELL ESTABLISHED – Experience of more than 3 decades

- KNOWN PHILANTHROPIST -Crafting its CSR strategies towards societal sustainability

I. Multiple States - Single Strategy: Transit Media







We have extensively used **Transit media** across public transportation buses, taxis, metros, railways or train stations. We feel it is a great way to reach a really diverse audience. be it tourists, families, corporate professionals or students.

II. Digital Marketing Campaign









TVC

Prince Pipes launched A new television commercial featuring Akshay Kumar

Ji ji kar ke baat karo, hum toh plumber hain...

PLUMBER GAANA

The song first originally released on the occasion of World Plumbing Day (2018)



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III. Brand Association – Mission Mangal







We did co-promotional association with Bollywood movie Mission Mangal where we got to use the movie clippings to run our advertisement to break the clutter as well as smartly create a good recall value. In order to leverage on the same we used various media apertures across India viz Pre rolled ads on social media, meet & greet contest, Theatre ads, Hoardings, Auto sticker, Bus and Train branding.



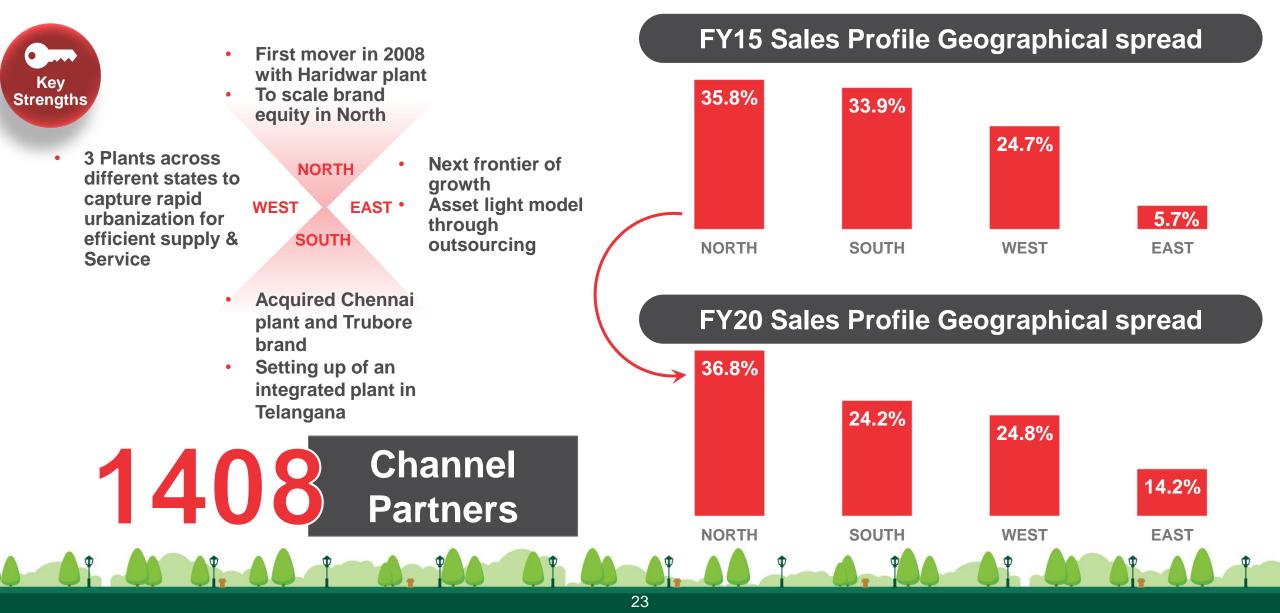


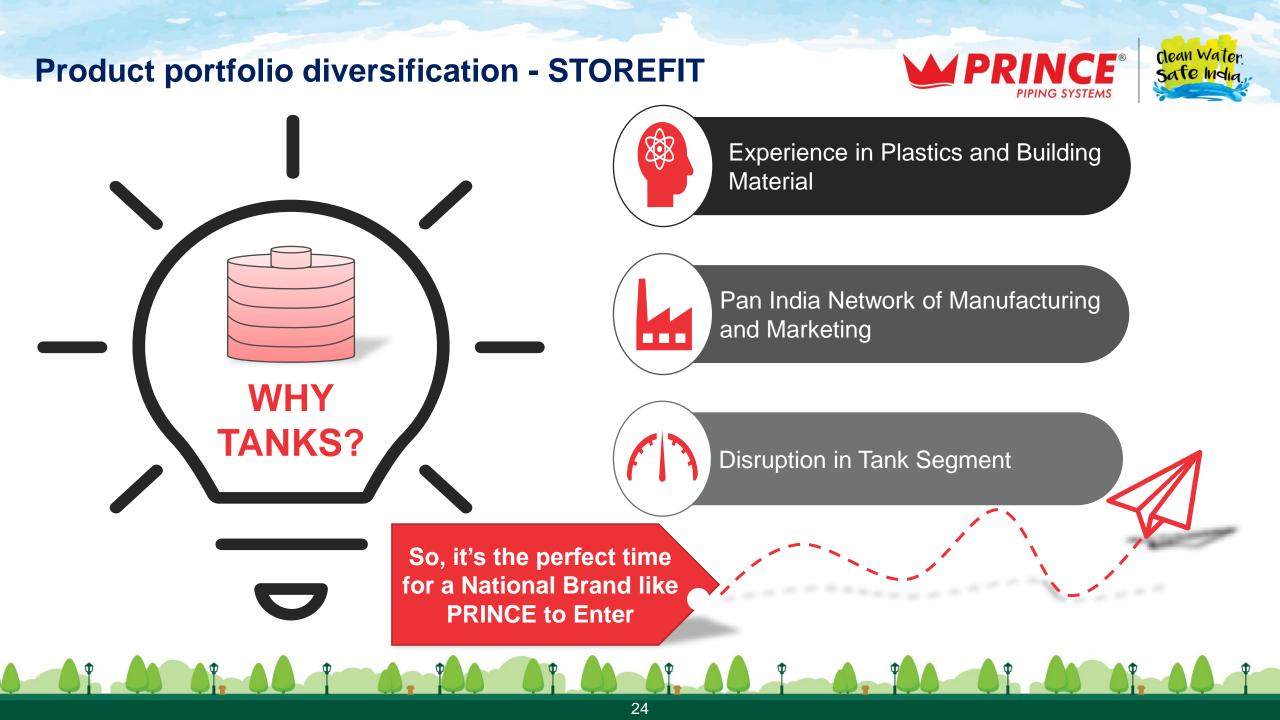
The Parivaar & Mitra Meets are conducted to build confidence, influence community and resolve the issues, queries regarding the product and service, introduce them to our new products, features, benefits and applications of the products respectively.

Pan India Presence and Strategy









Way Forward - STOREFIT

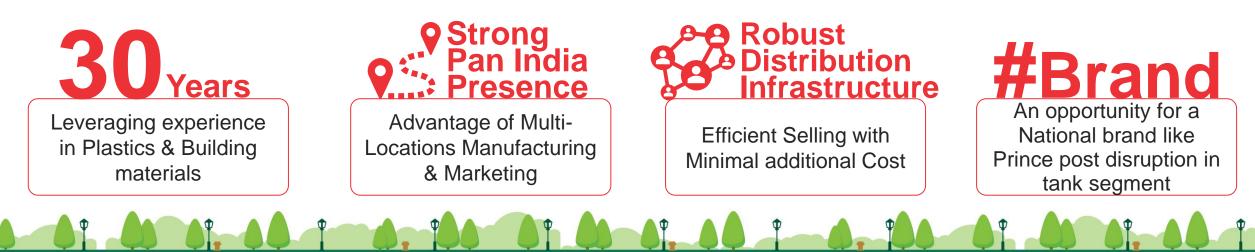




Launched Range of Tanks under the Brand







Strategic Launch - STOREFIT





Pilot Launch in Gujarat Market Will Gradually move to other markets

Wide Range of Sizes (Ltr.) 500 750 1000 1500 2000 3000

Gradually expand range and markets post response from the launch

DESIGNED WITH 3-LAYER INSULATION



Focus on Premium & Quality Products



UV STABILIZATION

UV stabilized material and make sure there is no physical damage to the tank.



Extra ribs for enhanced durability. It reduces bulging when the tank is full and the chances of bursting under pressure



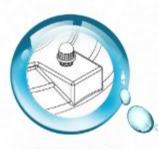
EASY INSTALLATION

Multiple plumbing inlet & outlet provision made for easy installation



ANTIMICROBIAL

Inner layer is added with silver based antimicrobial agent, which prevents bacteria growth & keep water always fresh



AIR VENTILATOR

Build-in ventilators all the water to stay fresh, also helps to avoid deformations.



clean Water

PRINCE®

Safe for drinking water applications



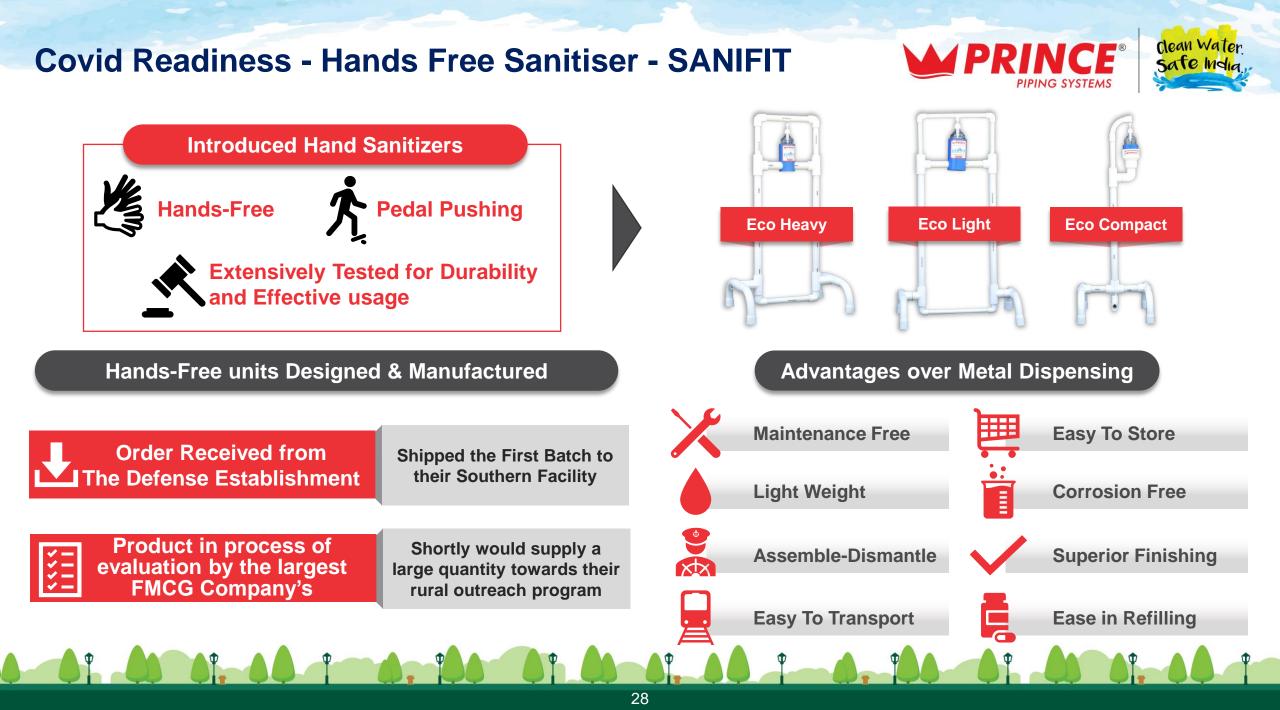
THREADED LID

Unique threaded LID not only ensures life of the cover, but also keeps water free from dust and flies.



UV PROTECTION COVER

A black color cover provided additionally below the lid to prevent UV rays from the top opening of the tank



Social Awareness & Impact - SANIFIT











DM Office Haridwar





Bewell Hospital Annanagar







Chandgad Police Station Kolhapur



Multi Polymer Product Basket



Wide Range of Pipes & Fittings SKUs







SMARTFIT[®]CPVC Plumbing Systems

Key Strengths



Plumbing Systems



GREENFIT®PP-R Plumbing & Industrial Piping Systems



RAINFIT[®] UPVC Roofwater Systems



Irrigation Solutions

AQUAFIT[®]UPVC Pressure & Non Pressure Agri Pipes & Fittings



SAFEFIT[®] UPVC Borewell Systems

Sewage & Underground Drainage Portfolio



Source: Annual Reports

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Note: P1 to P3 represents our Peers

Market share gain on multi pronged growth approach





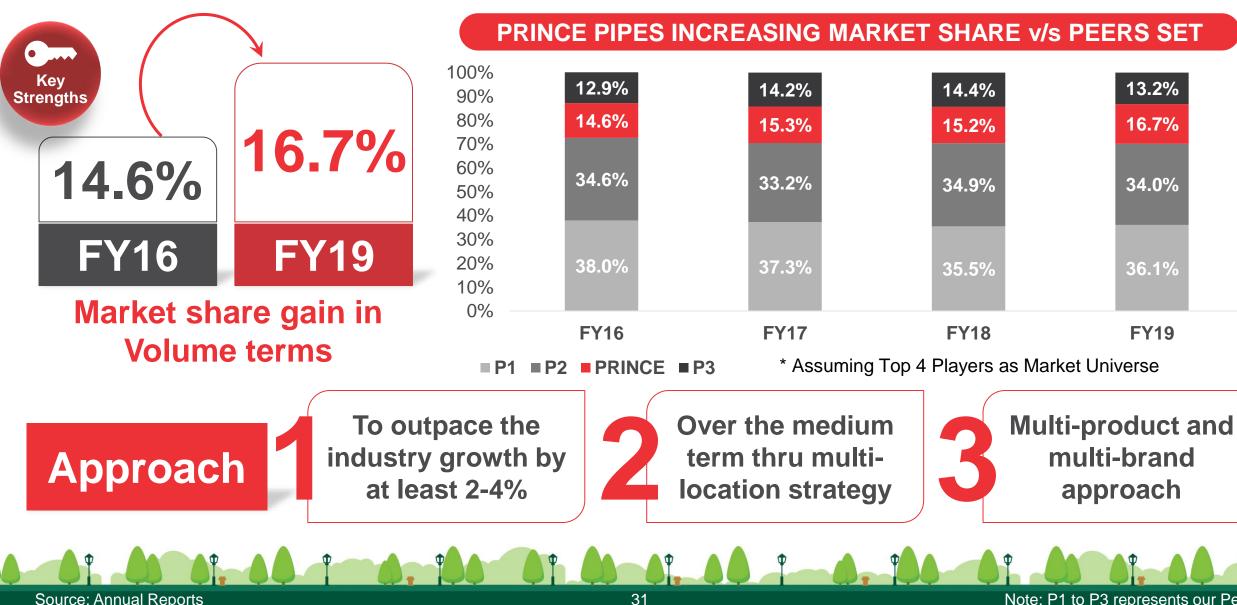
13.2%

16.7%

34.0%

36.1%

FY19

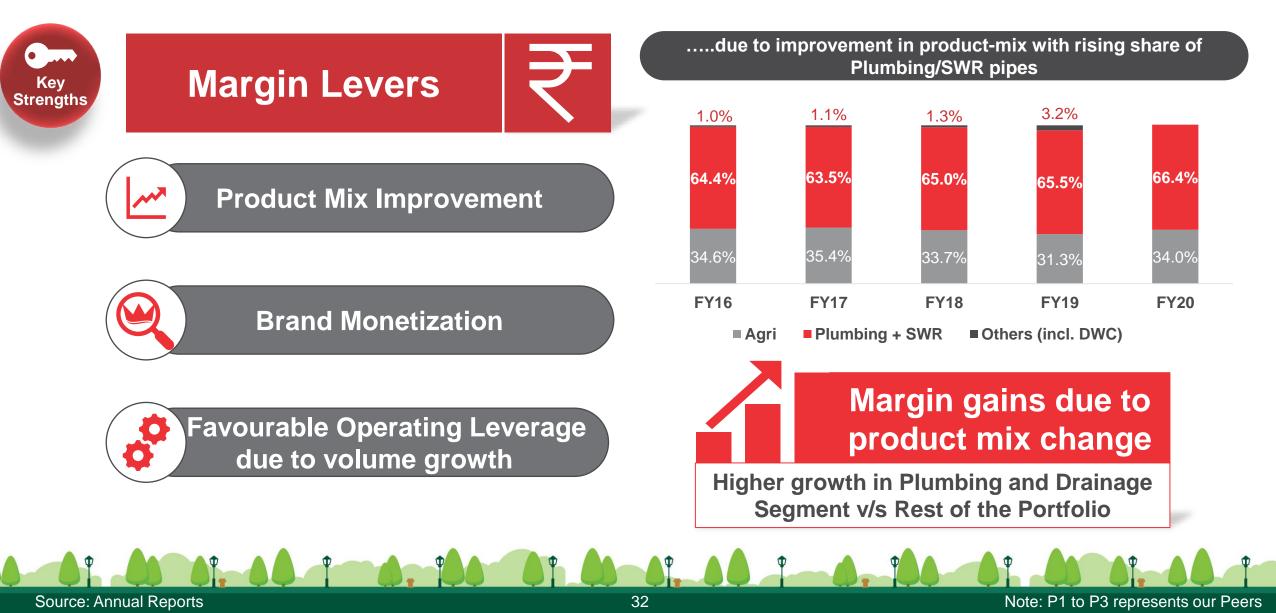


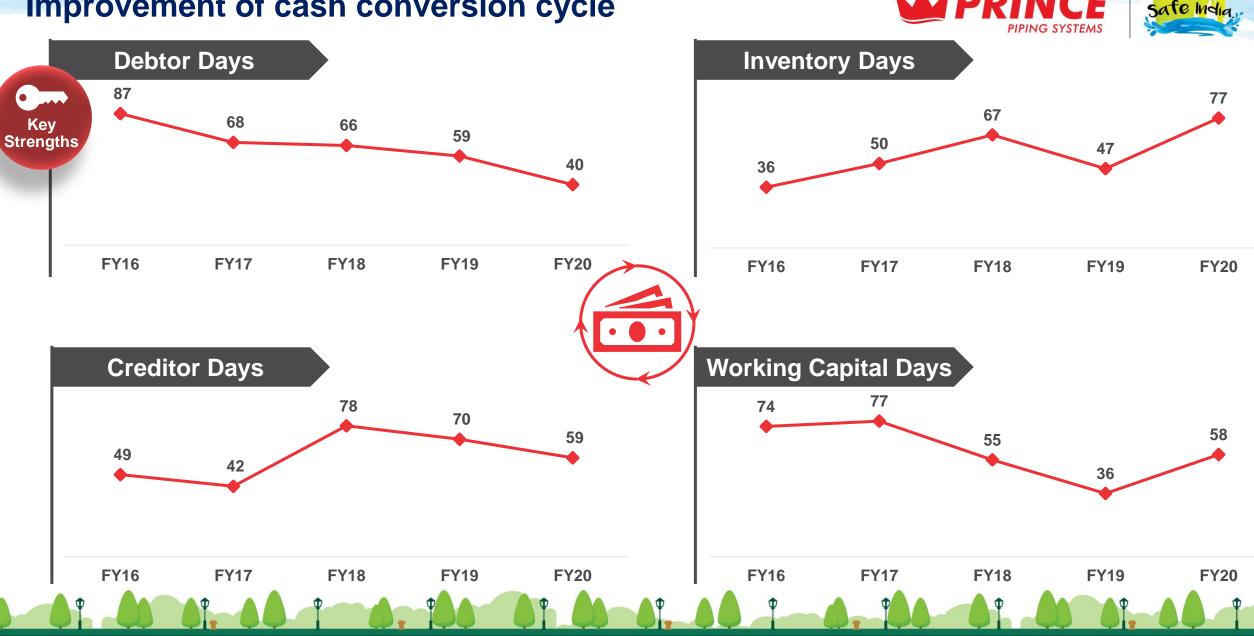
Note: P1 to P3 represents our Peers

Execution capability with thrust on margin









Improvement of cash conversion cycle

PRINCE®



Board of Directors





	Directors	Work Experience	Background
		Mr. Jayant S. Chheda Founder, Chairman and MD Exp. : 40+ Years	 Associated with the company since incorporation Awarded the Lifetime Achievement Award' at the Vinyl India Conference, 2014
		Mr. Parag J. Chheda <i>Executive Director</i> Exp. : 25+ Years	 Associated with company since 1996, holds an associate degree in business administration from Oakland Community College Felicitated with the 'Inspiring Business Leader Award – 2016' at the Economic Times Summit
		Mr. Vipul J. Chheda Executive Director Exp. 22+ years	 Associated with company since 1997
		Rajesh R. Pai Nominee Director MD & Founder of GEF Capital Partners Exp. : 20+ Years	 MBA from University of Chicago - BOOTH MD at CID Capital or growth equity investment firm investing growth and expansion stage capital in the US Consulting & Operational capacity at American Management System, British Telecom and AT&T
•			

Independent Directors





DirectorsWork ExperienceImage: Work ExperienceMr. Ramesh Chandak Independent Director Exp. : 40+ Years		Directorship & Past Affiliation	Background • Directorship in multiple corporates and Chartered Accountant	
		KEC INTERNATIONAL LTD., PARAG MILK FOODS LTD., RR GLOBAL		
	Mr. Mohinder Pal Bansal Independent Director Exp. : 30+ Years	ALLCARGO LOGISTICS LTD., NAVNEET EDUCATION LTD.,	 Directorship in multiple corporates and Chartered Accountant 	
	Mrs. Uma Mandavgane Independent Director Exp. 22+ years	ZEE MEDIA CORPORATION LTD.,	 Directorship in multiple corporates and experience in industry and consulting 	
	Mr. Dilip Deshpande Additional Independent Director Exp. : 45+ Years	FINOLEX INDUSTRIES LTD.,	 Directorship in multiple corporates and experience in industry and professional coaching to executives 	

Strong Core Professional Team





СХО	Work Experience	Past Affiliations	Background
	Mr. Shyam Sharda Chief Financial Officer Age : 48 Years; Exp. : 22+ Years	UNITED PHOSPHOROUS LTD, S. KUMARS LTD.,	 CA in Accounts & Finance Management – ICAI ICWA in Costing & Finance – ICWAI (Intern)
	Mr. Vininder Singh Baweja <i>Chief Operations Officer</i> Age : 41 Years; Exp. : 15+ Years	HINDUSTAN UNILEVER LTD., VOLVO EICHER	 MBA in Marketing & IT – IIT Rorkee B. Tech in Electronics – Punjab Technical University
	Mr. Ashok Mehra Vice President– Sales & Marketing - Prince Age : 53 Years; Exp. 30+ years	JAQAUR P. LTD., PIDILITE INDUSTRIES LTD.	 B.E in Mechanical – KJ Somaiya MMM - NMIMS
	Mr. Hemant Kumar GM – Marketing & New Product Development Age : 61 Years; Exp. : 35+ Years	PIDILITE INDUSTRIES LTD.,	 B.Sc. in Chemistry – Pune University PGDBM in Marketing - IGNOU
R	Mr. Umesh Pillai National Head Sales & Marketing - Trubore Age : 43 Years; Exp. : 21+ Years	ASIAN PAINTS LTD., GODREJ & BOYCE	 B.E in Electricals – VCE Orissa MBA in Marketing - NMIMS
P	Mr. Prakash Hegde Vice President & Chief Human Resources Officer Age : 51 Years; Exp. : 30+ Years	TBZ LTD., BHARAT GEARS LTD.	 MSW in Personal Management & Labour Welfare – Siber Kolhapur EPHRM in HRM – IIM Lucknow EMBA - XLRI
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Key Highlights FY20





- For FY20, revenue at Rs. 1,636 crore compared to Rs. 1,572 crore in FY19, growth of 4.1%
- Sales volume growth 2.9% at 132,816 MT in FY20 as compared to 129,111 MT in FY19
- Gross sales of ~Rs. 130 crore impacted in the month of March'20 owing to Covid lockdown
- For FY20, EBIDTA at Rs. 229 crore compared to Rs. 184 crore in FY19, growth of 24.5%
- EBIDTA margin for FY20 at 14.0% an increase by 230 bps compared to 11.7% in FY19
- For FY20, PAT at Rs. 113 crore compared to Rs. 82 crore in FY19, growth of 37.8%
- Section 115BAA in the Income Tax Act, 1961 provides an option to the Company for paying income tax at reduced rates
- The Company has availed the same resulting in reduction in effective income tax rate from 34.944% to 25.168%
- Debtor days improved from 58 days in March'19 to 40 days in March'20
- Debt to equity ratio at 0.31 as on March 31, 2020

Financial Matrix - P&L FY20





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Particulars	FY20	FY19	Growth % Y-O-Y
Revenue from Operation	1635.7	1571.9	4%
EBIDTA	228.8	184.1	24%
EBITDA %	14.0%	11.7%	228 bps
Other Income	6.9	7.1	-2%
Depreciation	52.0	43.6	19%
Finance Cost	33.2	36.3	-9%
PBT	150.6	111.3	35%
PBT %	9.2%	7.1%	212 bps
TAX	38.1	29.2	30%
PAT	112.5	82.1	37%
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Financial Matrix - P&L Q4 FY20





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Particulars	Q4 FY20	Q4 FY19	Growth % Y-O-Y
Revenue from Operation	430.8	499.0	-14%
EBIDTA	57.6	58.3	-1%
EBITDA %	13.4%	11.7%	169 bps
Other Income	5.2	1.9	174%
Depreciation	14.4	11.3	27%
Finance Cost	8.2	8.9	-8%
PBT	40.2	40.0	1%
PBT %	9.3%	8.0%	132 bps
TAX	11.9	10.0	19%
PAT	28.3	29.9	-5.4%
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COVID Impact on sales of March'20





Our performance in Q4 factors in the impact due to the lockdown driven by Covid-19 Pandemic which affected our sales figures in the month of March-2020. As evident from our performance for Q4 2019-20 in the months of January and February 2020 the company has reported a healthy rate of 10% YOY growth in Volume and 16% YOY growth in Value. The de-growth is attributed to the lockdown impact of March 2020

	Sales (In MT)		Sales (Rs. In Crore)			
Particulars	Q4 FY20	Q4 FY19	Change %	Q4 FY20	Q4 FY19	Change %
Jan & Feb	25,098	22,850	10%	324	280	16%
March	8,042	16,791	-52%	107	219	-51%
Total	33,140	39,641	-16%	431	499	-14%



COVID Impact on sales of March'20



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Anti-dumping duty(ADD) Impact on Q4FY20





The Ministry of Finance (Department of Revenue) issued notification on 26.08.2019 levying provisional anti-dumping duty under the Customs Tariff Act, 1975 on imports of Chlorinated Polyvinyl Chloride (CPVC). Accordingly, the Company has paid Rs. 7.65 crore as a **provisional** anti-dumping duty in the previous quarters. Based on the order of the government on the final anti-dumping duty, during the current quarter, the amount of provisional anti-dumping duty paid is accounted as actual expenses in the financial results. This duty is a one-time hit, since the Company has stopped importing from these countries. The adjusted EBIDTA without the duty hit from previous quarters is as follows-

Particulars (Rs. In in Crore)	Q4 FY 20	Q4 FY20 EBIDTA%
EBIDTA with the impact of Rs 7.65 crore anti-dumping duty	57.6	13.4%
EBIDTA adjusted without the impact of Rs 7.65 crore anti-dumping duty	65.3	15.2%

Key Balance Sheet Details





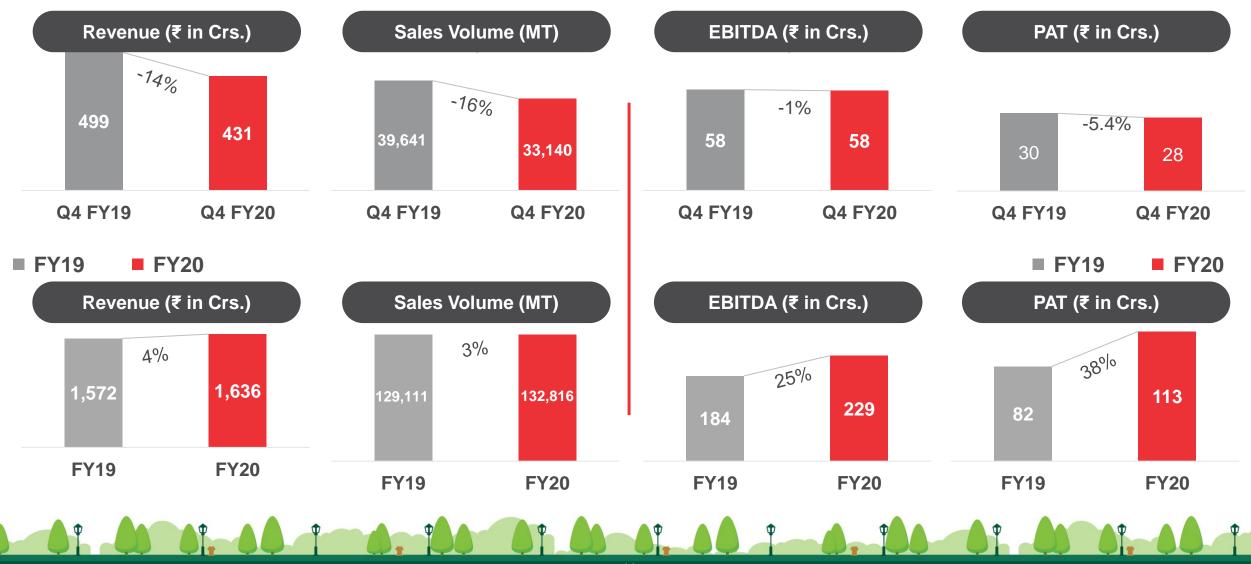
Key Balance Sheet Details (Rs. In crore)	31-Mar-20	31-Dec-19	30-Sep-19	31-Mar-19
Net worth	837.7	821.7	459.5	398.9
Long Term Debt (Including Current Maturity)	56.0	108.3	150.7	151.2
Short Term Debt	203.8	194.4	171.7	145.7
Total debt	260.9	302.7	322.4	296.9
Cash and cash equivalents	0.1	79.0	7.9	8.9
Other Balances with banks	256.9	237.5	16.0	13.4
Fixed Assets(including CWIP)	496.1	486.2	463.3	424.9
Receivables	179.7	162.3	166.2	250.4
Payables	180.8	180.2	197.1	215.2
	[¶] 344.5	324.3	288.2	201.1

Q4 & FY20 Financial Highlights



Q4 FY19 Q4 FY20

Q4 FY19 Q4 FY20

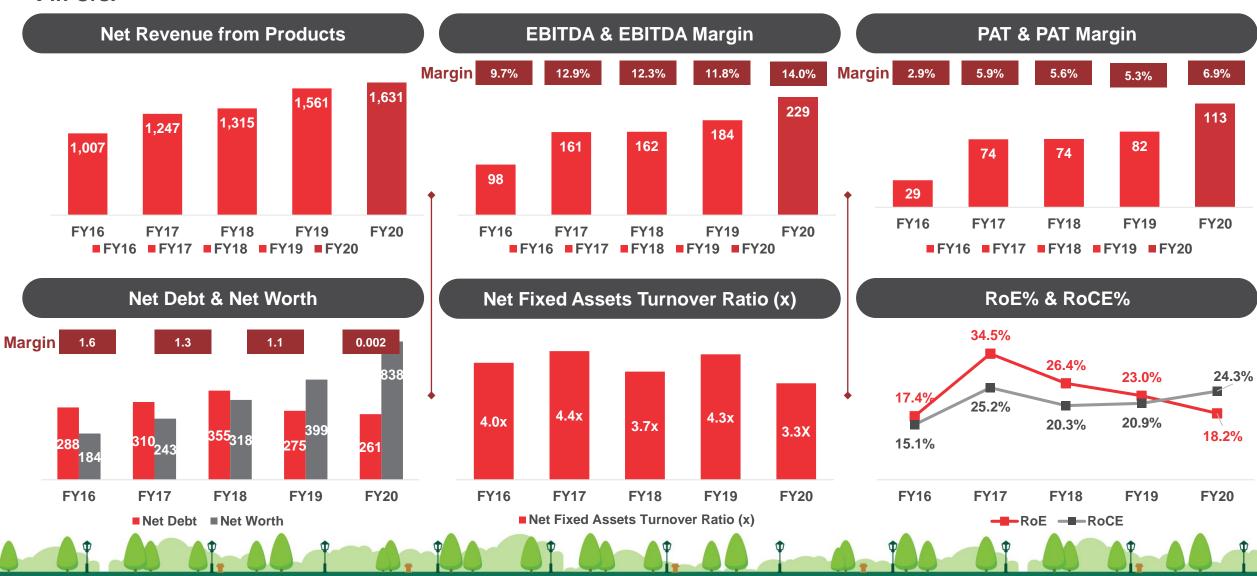


Financial Track Record





₹ in Crs.







Thank You!

Contact Details:

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Mr. Rabindra Basu
Investor Relations
⊠: investor@princepipes.com