

# **INVESTOR PRESENTATION** May 2018



**Owned Brands** 



#### Licenses











Innovations



1



# DISCLAIMER

The information contained in this presentation is provided by Welspun India Limited (the "Company"), although care has been taken to ensure that the information in this presentation is accurate, and that the opinions expressed are fair and reasonable, the information is subject to change without notice, its accuracy, fairness or completeness is not guaranteed and has not been independently verified and no express or implied warranty is made thereto. You must make your own assessment of the relevance, accuracy and adequacy of the information contained in this presentation and must make such independent investigation as you may consider necessary or appropriate for such purpose. Neither the Company nor any of its directors assume any responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information or opinions contained herein. Neither the Company nor any of its directors, officers, employees or affiliates nor any other person accepts any liability (in negligence, or otherwise) whatsoever for any loss howsoever arising from any use of this presentation or its contents or otherwise arising in connection therewith.

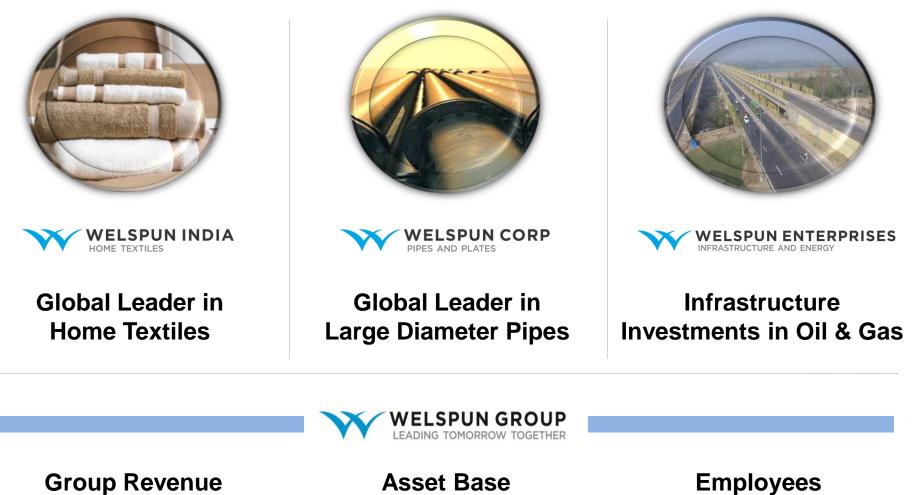
The statements contained in this document speak only as at the date as of which they are made, and the Company expressly disclaims any obligation or undertaking to supplement, amend or disseminate any updates or revisions to any statements contained herein to reflect any change in events, conditions or circumstances on which any such statements are based. By preparing this presentation, none of the Company, its management, and their respective advisers undertakes any obligation to provide the recipient with access to any additional information or to update this presentation or any additional information or to correct any inaccuracies in any such information which may become apparent. This document is for informational purposes and does not constitute or form part of a prospectus, a statement in lieu of a prospectus, an offering circular, offering memorandum, an advertisement, and should not be construed as an offer to sell or issue or the solicitation of an offer or an offer document to buy or acquire or sell securities of the Company or any of its subsidiaries or affiliates under the Companies Act, 2013, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, both as amended, or any applicable law in India or as an inducement to enter into investment activity. No part of this document should be considered as a recommendation that any investor should subscribe to or purchase securities of the Company or any of its subsidiaries or affiliates and should not form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever. This document is not financial, legal, tax, investment or other product advice.

This presentation contains statements of future expectations and other forward-looking statements which involve risks and uncertainties. These statements include descriptions regarding the intent, belief or current expectations of the Company or its officers with respect to the consolidated results of operations and financial condition, and future events and plans of the Company. These statements can be recognized by the use of words such as "expects," "plans," "will," "estimates," or words of similar meaning. Such forward-looking statements are not guarantees of future performance and actual results, performances or events may differ from those in the forward-looking statements as a result of various factors and assumptions. You are cautioned not to place undue reliance on these forward looking statements, which are based on the current view of the management of the Company on future events. No assurance can be given that future events will occur, or that assumptions are correct. The Company does not assume any responsibility to amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events, or otherwise.

Any reference herein to "the Company" shall mean Welspun India Limited, together with its consolidated subsidiaries.



## **INTRODUCTION TO WELSPUN GROUP**



US\$ 2.3 Billion

Asset Base US\$ 2.7 Billion Employees 25,000+



# AGENDA

- 1. Welspun India: An Introduction
- 2. Industry Overview
- 3. Welspun India: Key Differentiators
- 4. Key Strategic Initiatives
- 5. Welspun 2.0 & Way Forward



# WELSPUN INDIA: AN INTRODUCTION



# **WELSPUN INDIA: OVERVIEW**

### Largest

Home Textiles Company Globally<sup>(1)</sup> With presence in

Bed, Bath & Flooring

Presence in

**50+ Countries** 

Trusted and Preferred Suppliers to **17 of Top 30** 

**Global Retail Giants** 

**30 Unique innovations** 37% Sales: Innovative Products<sup>(3)</sup> 17% Sales: Branded Products<sup>(3)</sup>

## Ranked #1

among Home Textile Suppliers to USA

by Home & Textiles Today magazine

## **5 Times in Last 6 Years**



Every 5<sup>th</sup> Towel Every 10<sup>th</sup> Sheet

sold in the US is made by Welspun<sup>(2)</sup>



## 3E's of Corporate

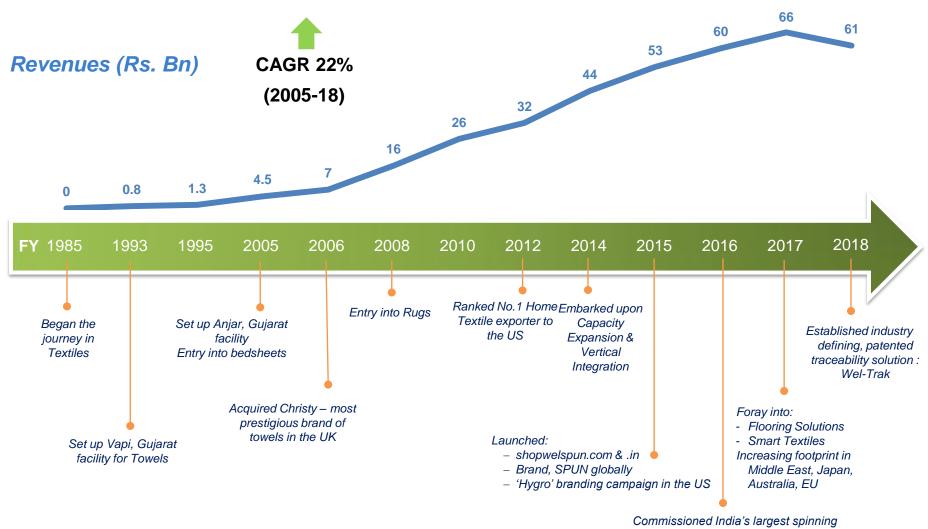
## **Social Value**

Education, Environment & Health, Empowerment





## **KEY MILESTONES**

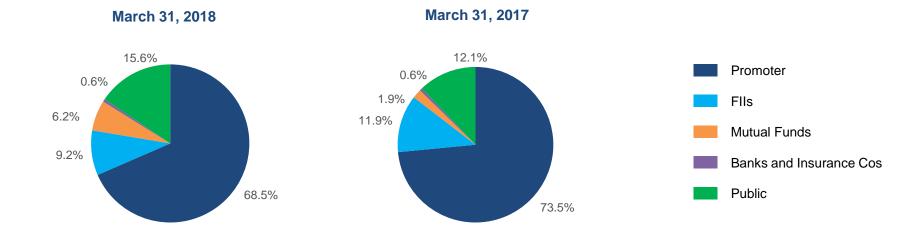


facility under one roof



# SHAREHOLDING AND TRADING SNAPSHOT

#### **Shareholding Pattern**



#### **Market Statistics**

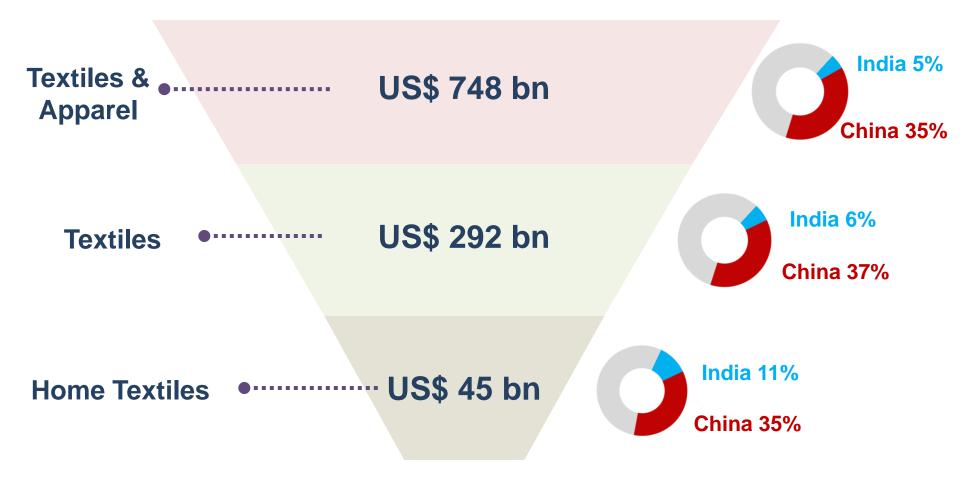
As on Mar 31, 2018	INR	USD
Price per share	57.95	0.89
No of Shares outstanding (Mn)	1,005	1,005
Market Capitalization (Mn)	58,240	895
Daily Average Trading Volumes (Q4FY18) No of shares in Mn	4.06	4.06
Daily Average Trading Value (Q4FY18) (Mn)	295	4.53



# **INDUSTRY OVERVIEW**



## **ASIAN DOMINANCE IN HOME TEXTILES**

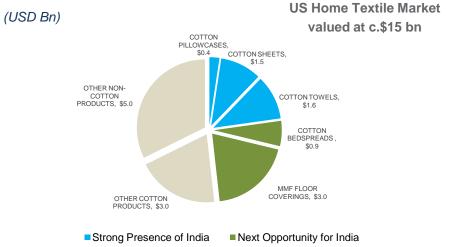




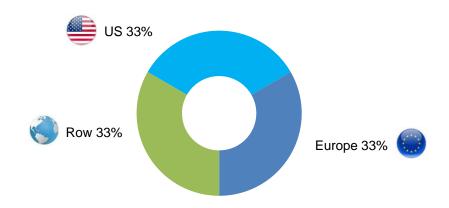
# **GLOBAL MARKET OPPORTUNITY**



#### US Home Textile Market (2016)



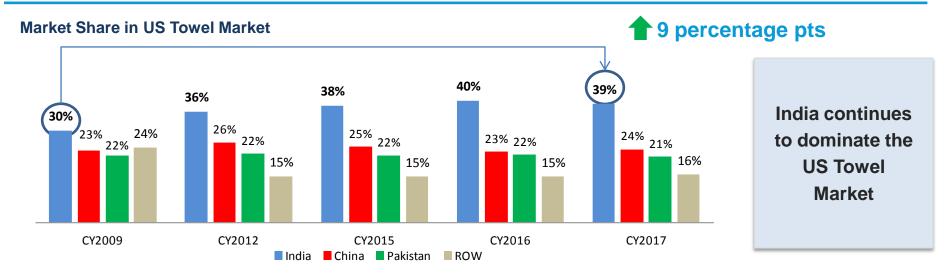
#### **Market Composition**



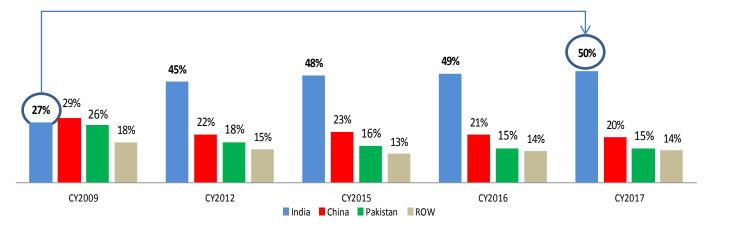
- US and Europe are the major end markets comprising a third each of the home textile market
- ✓ Indian Players have concentrated in US because:
  - US is a large and homogenous market making it a more attractive market to target first
  - While US is a level playing field, Europe provides preferential tariff rates to some competing countries



# **INDIA- LARGEST PLAYER IN US MARKET**



**1** 23 percentage pts



#### Market Share in US Sheet Market

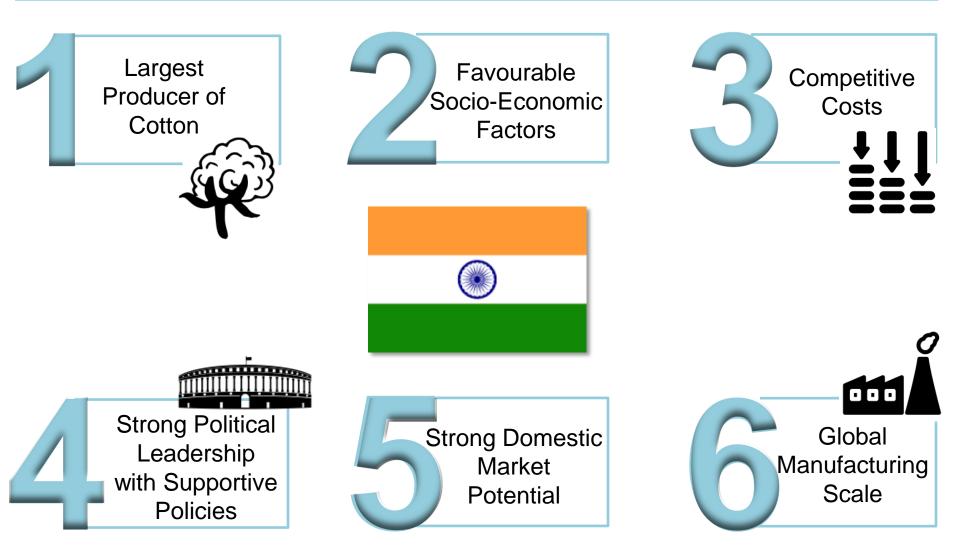
Half of the US

Sheet Market is

Served by India



## FACTORS CONTRIBUTING INDIA'S COMPETITIVE ADVANTAGE

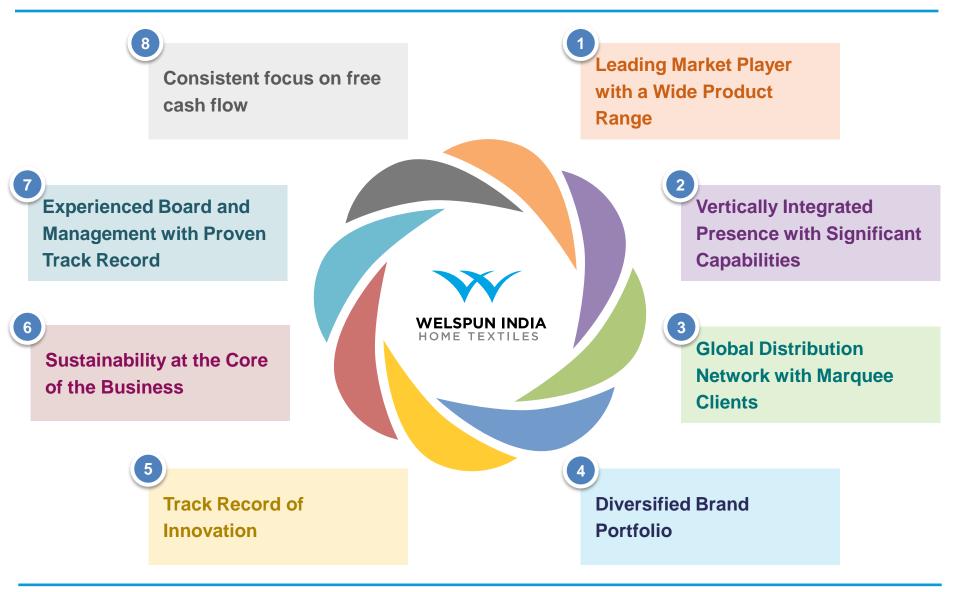




# WELSPUN INDIA: KEY DIFFERENTIATORS

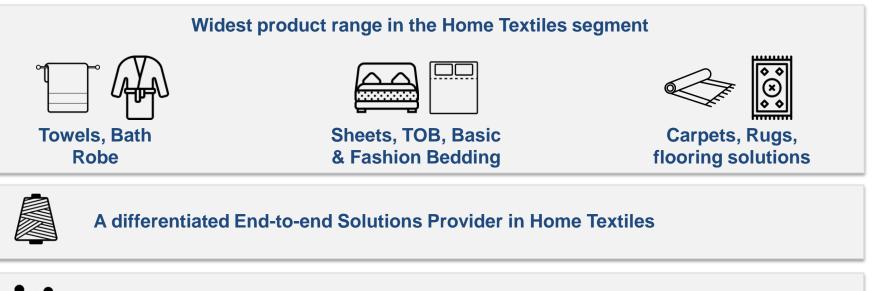


# WELSPUN INDIA: BELLWETHER IN HOME TEXTILES













Higher wallet share due to multi-product portfolio

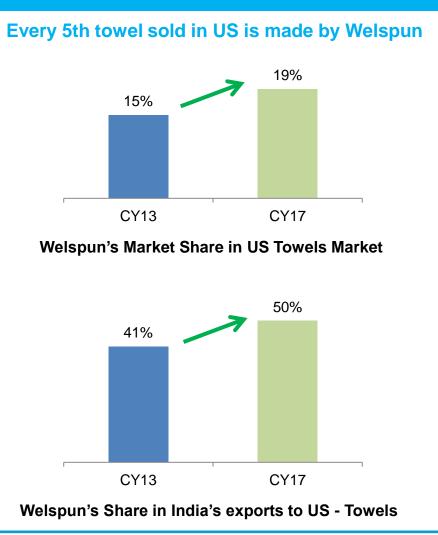


Strong track record of customer satisfaction and repeat business from them; 80% revenue from replenishment



## **1** LEADING MARKET PLAYER

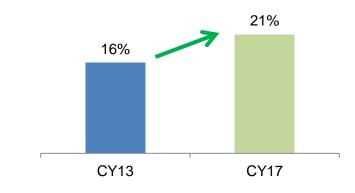
Ranked No.1 supplier to the US for 2016 by Home & Textiles Today magazine; 5 times in last 6 years





Every 10th sheet sold in US is made by Welspun

#### Welspun's Market Share in US Sheets Market



Welspun's Share in India's exports to US - Sheets



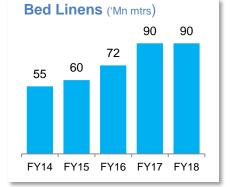
### 2) VERTICALLY INTEGRATED PRESENCE WITH SIGNIFICANT CAPABILITIES

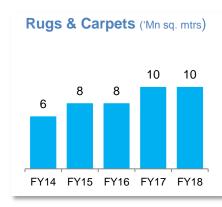


- Current integration of about 70% in Spinning and Weaving
- Captive power generation (through thermal power plant)
- ✓ Welspun India's backward integration have helped improve margins, better quality control and timely delivery



**Growing Capabilities** 





✓ FY18 Effective Utilisation:

Towels : 80%

Sheets: 80%

Rugs : 65%

- Investment of around
  Rs. 9 bn planned in FY19
- Majority of the investment towards flooring solutions project



### **GLOBAL DISTRIBUTION NETWORK WITH MARQUEE CLIENTS**



**Delivery and Reach in Over 50 Countries** 





Spectrum of Welspun Brands: Continue to Evolve



Branded Products Contribution to Sales at 17% in FY18





## TRACK RECORD OF INNOVATION

- 37% of Sales from Innovative Products
- **30** unique inventions filed globally



- Contributes more than \$150 Mn of Sales
- · Good traction in hospitality & domestic market

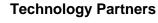


 Received Asthma and Allergy Free Certification for bedding products in US post stringent testing



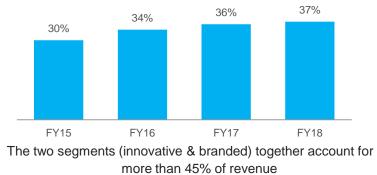


**Top Universities** 





#### **Increasing Share of Innovative Products**



#### **HYGRO Cotton**

before washing after 3 washings



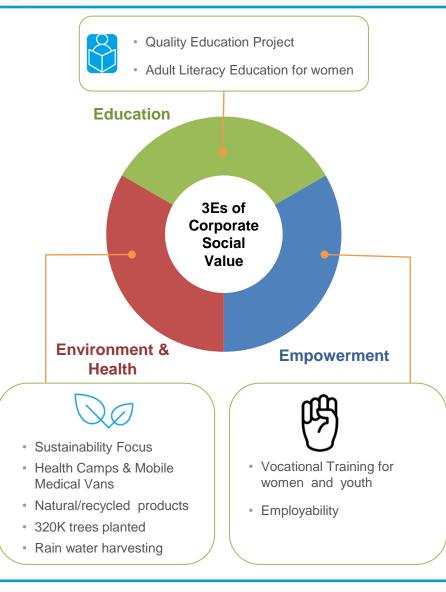
#### Regulates temperature for individual comfort







## SUSTAINABILITY: FOCUS ON THE 3Es



#### Empowerment

- Vocation Centers: 10 centers including SPUN -351 women trained and 239 women employed in Welspun during the quarter
- Walmart's SWASTI foundation for Women Empowerment and Training: Successfully trained 2,335 women in foundation-level and 519 women in advanced level course



#### **Education**

 Welspun Vidya Mandir at Anjar: quality education to 1,600 students with 75 Teachers





- 45 para teachers deployed in 33 schools
- SMART class installed in 10 schools.

#### **Environment & Health**

- Mobile Health Vans (MHV): Moving dispensary manned by a qualified doctor, pharmacist and a social worker. MHVs reach out to 19 villages with 40,000 villagers benefitted.
- Health Camps

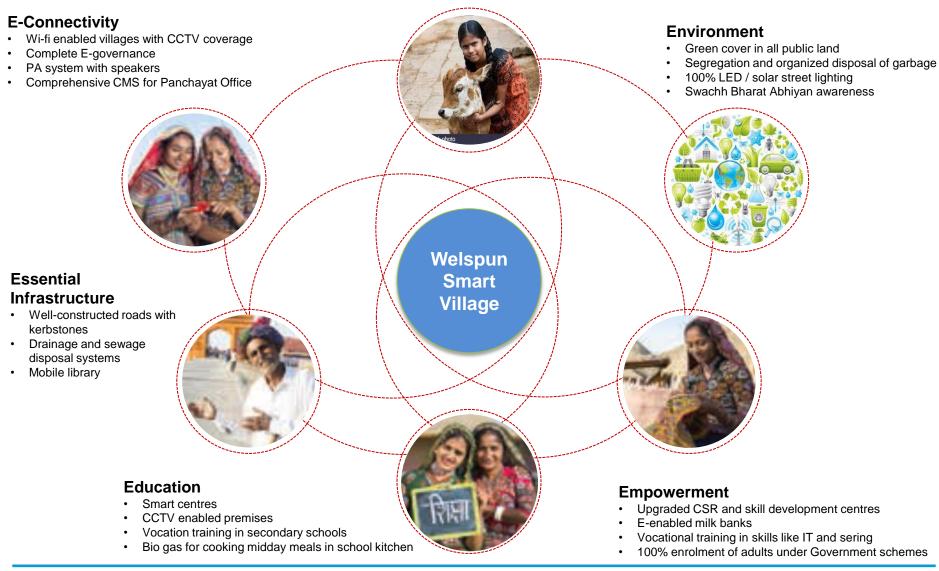
•

- 1,500 toilets have been constructed in 18 villages
  - Blindness Control Program for elderly people





### **INCLUSIVE GROWTH: IMPLEMENTING SMART VILLAGES**





## **6)** SUSTAINABILITY IN EVERYTHING THAT WE DO







### EXPERIENCED BOARD & MANAGEMENT WITH PROVEN TRACK RECORD

#### **Board of Directors**

#### B.K.Goenka, Chairman

- · Amongst India's most dynamic businessmen
- Ranked amongst India's Most Powerful CEO by Economic Times
- Emerging Company of the Year Award in 2008

#### Arun Todarwal, Independent Director, Audit Committee Chairman

• 20+ years of experience in Finance, Audit, Taxation and Quality Management. Member of ICAI, practicing since 1981

#### Ram Gopal Sharma, Independent Director

• 40+ years experience in the field of life insurance, mutual funds, finance, training and development.

#### Pradeep Poddar, Independent Director

• Technocrat & Corporate Leader with 30+ years of experience in consumer products industry and vast experience in brand building

#### Arvind Singhal, Independent Director

 MBA from University of California, founded Technopak, India's leading management & operations consulting firm with focus on Textiles, Retail, Healthcare etc

#### Padma Betai, Nominee Director

• CFO of IDBI Bank with nearly 20 years covering areas like Treasury, Retail Banking, Corporate Advisory Services & Domestic Resources

#### **Management Team**

#### Rajesh Mandawewala, Managing Director

- · In-charge of textile business; instrumental in growing reach over 50 countries
- 25+ years of experience in industries varying from Textiles to SAW pipes.
- · He is a Qualified chartered accountant

#### Dipali Goenka, CEO & Joint Managing Director

- Driving force behind textile business, successfully led development of two brands – SPACES and Welhome
- Graduate in Psychology & completed Management Programm from Harvard

#### Altaf Jiwani, CFO (Welspun India)

- · 25+ years experience in corporate finance roles across diverse industries.
- · Worked with RPG Group for 19years. Last role as CFO, Phillips Carbon Black

#### Julie McKenzie, CEO (Welspun USA)

- 35+ years of domestic and international experience in sales, merchandising, sourcing and licencing in the retail industry.
- · Has been previously associated with Nickelodeon, Wal-Mart among others

#### Leigh Taylor, CEO & President (Welspun UK)

- 30+ years of international experience across consumer products industry.
- Turnaround specialist with expertise in innovation & product development

#### Manjari Upadhye, CEO (Domestic Retail Business)

- 17+ years of experience across the consumer products industry
- · Significant contribution in brand building for FMCG companies

#### Mukesh Savlani, CEO (Welspun Flooring)

- · Home-grown CEO with 17+ years experience in various roles at Welspun
- · Engineering graduate; Leadership Program from Harvard



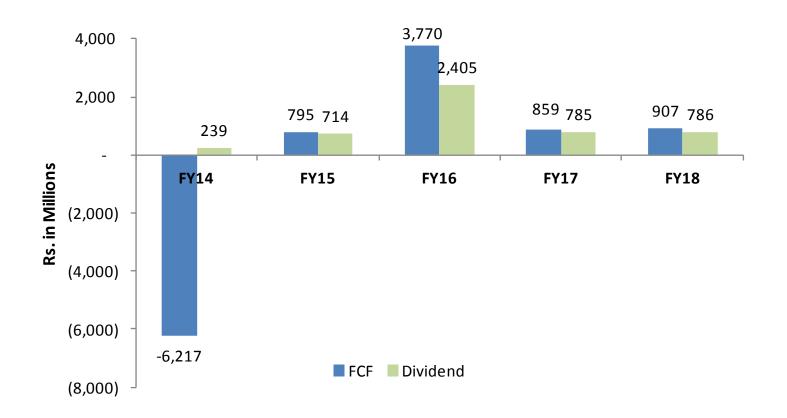
## AWARDS & ACCOLADES – TESTIMONY TO EXCELLENCE



and many more ....





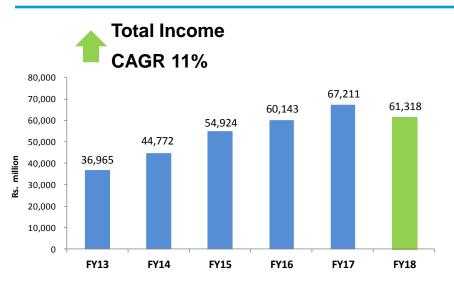


FCF positive for four consecutive years

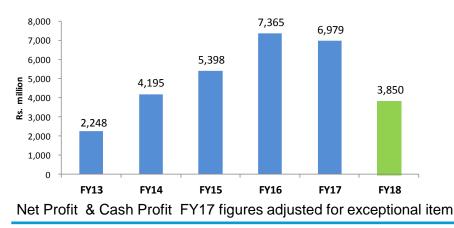


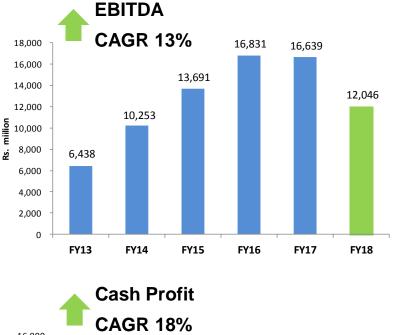


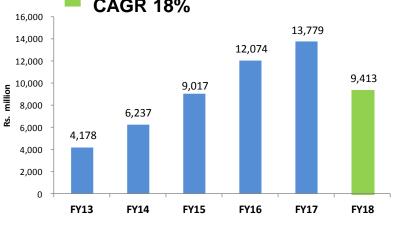
### TREND OF FINANCIAL PERFORMANCE



Net Profit CAGR 11%







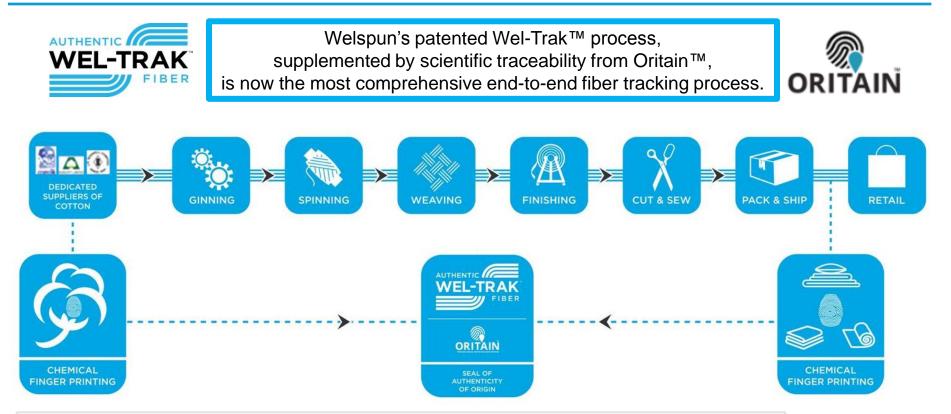
CAGR is based on FY13-FY18



# KEY STRATEGIC INITIATIVES



## WELSPUN'S PATENTED GLOBAL COTTON INTEGRITY PROCESS

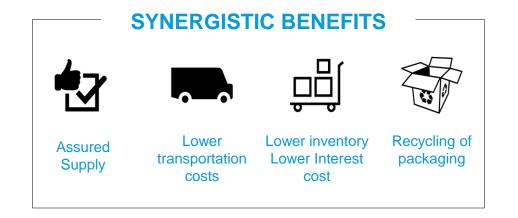


- Verifies fiber from the origin and at every stage of production
- Ensures rigorous process control of fiber's physical parameters
- Authenticates cotton from dedicated sources
- Assures independent third party testing
- Allows consumers to track fiber in product back to the farm where it was produced





# SMARTSOURCING: ASSET LIGHT FUTURE GROWTH



Collaboration with Suppliers for Lead Time Reduction via Exclusive Set-up of Welspun Ancillary Units

- Already Established Ancillaries
  - Spinning
  - Trims
  - Packaging materials





Omni-Channel Support to Top Global Retailers via Product Development, Warehousing, Pick and Pack, Drop-Ship and Analytics

# SCM Analytics for Our Customers





# WELSPUN 2.0 & WAY FORWARD



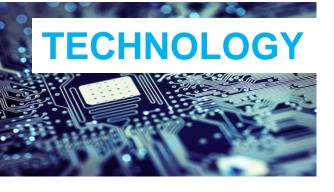
## **WELSPUN INDIA: VISION 2022**







## **1** INNOVATION & PATENTS





## **Transcends to**

with





- Creating interactive experiences through seamless integration of smart technology with home textiles
- Patented augmented reality home décor

Launched in the US for Holiday 2016. Presented at CES 2017 at Las Vegas to Extensive Media Coverage



Consumer Technology Association



# **2** BRANDS : CHRISTY

### **Christy Brand Reinvigorated & Launched Globally**



# A 150-Year Old Legacy.. 'Living Redefined'



- ✓ Reinvigorated the Christy Brand, which has dominant presence in UK
- $\checkmark$  Introduced the brand in US, China and Middle East; witnessed healthy growth
- ✓ Coveted Associations like Wimbledon, Rugby World Cup and Royal Ascot







# **2** BRANDS : SPACES

## Focus on tapping Domestic Market potential

- India one of the fastest growing economies in the world with huge potential for increasing organized market
- ✓ 'Spaces' was recently recognized as a best brand in home category by Myntra. Also, received Amazon Marketing Services Award for Spaces

Shoppers Stop

- ✓ Presence in 200+ shop-in-shops
- ✓ Licenses for Domestic Market:



## The Next Growth Engine

## **Redesigned Brand Strategy**

- Use of 360 degree marketing approach by increasing customer touch points including social media, POS, in-store, PR news, TV, outdoor, radio, customer service.
- Revisited Spaces brand campaign





lifestyle HomeTown

@home





**Future Strategy** 

# **3 NEW MARKETS**

## **Composition of Sales (FY18)**

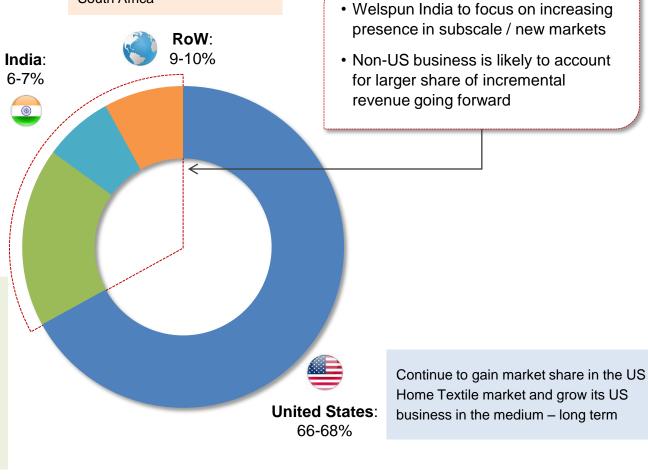
- Indian Urban Home Textile market is expected to grow from INR 257bn in 2016 to INR 438bn by 2021 (i.e. CAGR of 11.25%)
- Government's Policy on 'Housing for all by 2022' to boost domestic consumption
- Implementation of GST to accelerate move towards organised sector

Europe: (17-18%)

Presence in Europe is limited because:

- Pakistan, Turkey, Egypt and Bangladesh have preferential tariff rates from EU, exempting them from import duties
- Welspun's focus on EU has been more recent, mainly through its innovative products

Presence in Japan, the Middle East, Australia, Russia and South Africa





# **4** NEW CHANNELS : E-COMMERCE

In key developed markets, E-commerce constitutes 10-15% in Home Textiles. Expected to reach ~25% by FY23

### Welspun approach to tap the Ecommerce opportunity

#### Key Ecommerce Platforms

- Key Ecommerce players increasing share of private labels to capture more value, cater to increased volumes and to have better control
- Focus on being a preferred sourcing partner for these key ecommerce platforms' private labels

#### Big-Box Retailers' Websites

- Strong relations with existing big-box retailers
- Selling through online channels of these retailers
- Omni Channel support to retailers on Product Development, Warehousing, Pick and Pack, Drop-Ship and Analytics
- Warehouses in US, UK, Germany and India

### **Own Website**

- More than 10% sales of Christy in UK is own website/exclusive online
- Establishing own brands' presence across key markets
- Focus on capturing value on the Company's own portal

<del>,</del>hopшelspun

#### Exclusive Online D2C Players

- Home Textile startups
  penetrating D2C channels
- Looking at significant minority stake in select ventures as a strategic investor
- Partnering to create brands and tap D2C channels

## Welspun sees Omni-channel as an opportunity



# **4** NEW CHANNELS : HOSPITALITY

#### Opportunity

#### Welspun only constitutes ~3% of total US hospitality market



- The US hospitality market is c. \$1.5bn (i.e. for towels and sheets)
- Welspun currently earns c. \$50mn from this category indicating huge growth potential

## High potential global wellness economy of about \$3.7 trillion

- Welspun has partnered with Stay Well to tap global wellness potential



- Stay Well infuses wellness into hotel rooms with features and programs to maximise the guest experience and minimise the impact that travel has on the human body

#### Strategy

Focus on domestic as well as international markets

Tied up with leading hotel chains and wellness centers



# 5 NEW PRODUCTS : FLOORING SOLUTIONS

#### Wide range of Flooring products



## Welspun Flooring: Fully integrated and independent flooring vertical

& Area Rugs

- Aim to become a one-stop flooring solutions provider for domestic and international markets
- Facility to be now located in Telangana vs. earlier planned in Gujarat
- Expected investment is ~Rs. 11 billion
- Capacity of 27 million sq. metres p.a
- Commercial production expected to start during Q3FY20



5 NEW PRODUCTS

## Untapped Opportunity in Bedding

- Large untapped opportunity in basic bedding, comforters and quilts
- Currently, China dominates the market; India is gradually making inroads
- Contributed ~3% of sales in FY18



#### Technical / Advanced Textiles

- Products for specialized use in healthcare, fire departments, aerospace, defense, automobile, railways and other utilities.
- These products include specialized features such as fire retardants, stain resistant, anti-bacterial, PET resistant, and soil resistance, among others.
- Contributed 2% of sales in FY18



## Smart Textiles

Creating interactive experiences through seamless integration of smart technology with home textiles





# **RAISING THE BAR**



# **MOVING TOWARDS VISION 2022**





# **THANK YOU**

## For further details, please contact:

Altaf Jiwani

Director (Finance) & CFO - Welspun India Limited Email: altaf\_jiwani@welspun.com

#### Harish Venkateswaran

AVP - Group Finance and Strategy Email: harish\_venkateswaran@welspun.com





# **APPENDIX**



## **KEY HIGHLIGHTS- Q4 FY18**

Wel-Trak<sup>™</sup> merchandise available on shelves in US stores across multiple retailers

E-commerce contributes double-digit share in Christy sales

**Received Amazon Marketing Services Award 2018 for "Spaces"** 

**EBITDA Margin at 19.0%** 

Company generated positive free cash flows for the fourth consecutive year

Net Debt/Equity at 1.16x ; Net Debt/EBITDA at 2.51x



## **FINANCIAL PERFORMANCE – Q4 FY18**

(Rs. Million)

Particulars	Q4FY18	Q4FY17	Change YoY	Q3FY18	Change QoQ
Total income	15,349	17,727	-13.4%	14,143	8.5%
EBITDA	2,922	3,984	-26.7%	2,687	8.8%
EBITDA Margin	19.0%	22.5%	-344 bps	19.0%	4 bps
Finance Cost	381	430	-11.4%	345	10.3%
Depreciation	1,301	1,365	-4.7%	1,272	2.3%
РВТ	1,241	2,190	-43.3%	1,070	15.9%
PAT (Before Minority Interest)	899	1,545	-41.8%	795	13.0%
PAT (After Minority Interest)	866	1,538	-43.7%	774	11.9%
PAT Margin	5.6%	8.7%	-304 bps	5.5%	17 bps
Cash Profit	2,325	3,189	-27.1%	2,270	2.4%
EPS* (Rs.)	0.86	1.53	-43.7%	0.77	11.9%

\* EPS not annualised

Note: Cash Profit = PBDT less Current Tax



## **FINANCIAL PERFORMANCE – FY18**

(Rs. Million)

Particulars	FY18	FY17	Change YoY
Total income	61,318	67,211	-8.8%
EBITDA	12,046	16,639	-27.6%
EBITDA Margin	19.6%	24.8%	-511 bps
Finance Cost	1,408	1,583	-11.1%
Depreciation	5,042	5,054	-0.2%
PBT	5,597	10,003	-44.0%
Exceptional (Loss)	-	(4,648)	
PAT (Before Minority Interest)	3,982	3,624	9.9%
PAT (After Minority Interest)	3,850	3,576	7.7%
PAT Margin	6.3%	5.3%	96 bps
Cash Profit	9,413	13,812	-31.8%
EPS (Rs.)	3.83	3.56	7.7%

Note: Cash Profit = PBDT less Current Tax



## FINANCIAL PERFORMANCE TREND

(Rs. Million)

Particulars	FY15	FY16	FY17	FY18
Total income	54,924	60,143	67,211	61,318
Growth %	22.7%	9.5%	11.8%	-8.8%
EBITDA	13,691	16,831	16,639	12,046
EBITDA Margin	24.9%	28.0%	24.8%	19.6%
Depreciation	3,329	3,718	5,054	5,042
Finance cost	2,829	2,368	1,583	1,408
РВТ	7,533	10,745	10,003	5,597
Exceptional (Loss)	-	-	(4,648)	-
PAT (Before Minority Interest)	5,443	7,491	3,624	3,982
PAT (After Minority Interest)	5,398	7,365	3,576	3,850
Cash Profit	9,095	12,074	13,779	9,413
EPS (Rs.) #	5.4	7.3	3.6	3.8

Note: Cash Profit = PBDT less Current Tax #Adjusted for stock split



## **BALANCE SHEET TREND**

(Rs. Million)

Particulars	31-Mar-15	31-Mar-16	31-Mar-17	31-Mar-18
Net Worth	14,732	19,700	23,971	26,057
Short Term Loans	13,936	13,533	11,721	12,580
Long Term Loans	20,864	18,945	21,393	20,228
Gross Debt	34,800	32,478	33,114	32,807
Cash & Cash Equiv.	4,321	1,388	2,725	2,538
Net Debt	30,479	31,090	30,389	30,269
Average Capital Employed#	47,619	53,331	58,189	62,111
Net Fixed Assets (incl CWIP)	26,049	33,508	35,713	33,641
Net Current Assets*	17,630	16,845	20,114	23,539
Total Assets	58,960	65,491	73,283	72,249

# Capital Employed = Net worth + Gross Debt + Other Long Term Liabilities

\* Net Current Assets does not include Cash & Cash Equivalents



# **FINANCIAL RATIO TREND**

		FY15	FY16	FY17	FY18
° cy	Net debt/Equity	2.07	1.58	1.27	1.16
Solvency ratios	Net debt/EBITDA	2.23	1.85	1.83	2.51
So	EBIT/Interest	3.66	5.54	7.32	4.98
Operational ratios	Current Ratio	1.12	1.15	1.41	1.41
	Fixed Asset turnover	2.04	1.77	1.86	1.80
	Total Asset turnover	0.90	0.90	0.91	0.84
iona	lnventory days	76	68	70	79
erat	Debtor days	40	52	53	56
ope Ope	Payable days	30	41	41	39
	Cash conversion cycle	86	79	82	96
Return ratios	ROE	41.8%	42.8%	29.6%	15.4%
Re	ROCE (pre-tax)	21.8%	24.6%	19.3%	11.3%

## **Continuous Improvement in Net Debt/Equity**

- 1. ROCE = EBIT / Average Capital Employed; ROE = Net Profit / Average Net worth
- 2. Total asset turnover = Sales/ (Fixed assets + Gross current assets)
- 3. FY17 Return Ratios figures adjusted for Exceptional item



# **DIVIDEND POLICY**

- Clear, defined Dividend Distribution policy
  - 25% of standalone PAT to be the total payout (incl. dividend tax)
- Consistent track record of dividend distribution

Period	Standalone EPS	DPS	Dividend tax per share	Payout Percentage
FY15	5.09	1.05	0.21	25%
FY16	5.99	1.30	0.26	26%
FY17	3.05	0.65	0.13	26%
FY18	3.03	0.65	0.13	26%