

Date: May 23, 2020

The Secretary
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
25th Floor, Dalal Street,
Mumbai- 400001
Scrip Code: BSE-509874

Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor,
Plot No., C/1, G-Block
Bandra Kurla Complex, Bandra
Mumbai- 400051

Scrip Code: NSE - SHALPAINTS

Subject- Submission of Investor's Presentation

Dear Sir/Madam,

Please find attached Investor's Presentation in respect for your records and acknowledgement receipt.

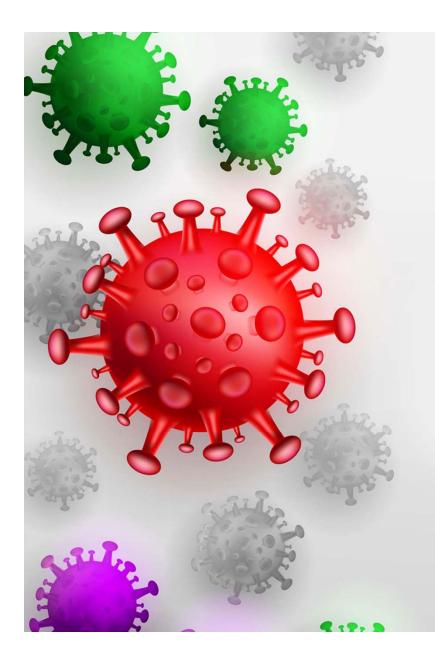
Thanking you For **Shalimar Paints Limited**

Sd/Ashish Kumar Bagri
Chief Financial Officer









POST COVID STRATEGY

POST COVID-19

Impact on the Paint Industry





- For the first time in 64 Quarters, the paint companies expected to report EBITDA losses in 1QFY21F
- Also first time in 22 years, the volume decline of c.10.6% expected in FY21F;
- Overall for FY21F the Paint Industry is expected to see a sales decline of 10.3%

Source: Nomura | Indian paints industry Anchor Report, 2020

PERSONAL HYGIENE



The Next Big Boom In The Indian Consumer Market

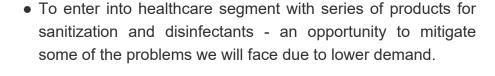


- India hand sanitiser market is projected to surpass \$ 43 million by 2025.
- The overall intimate hygiene market is expected to grow past \$5 billion mark by 2025, the market will grow by more than 100 times in about five years

Source: Techsci Research Report, 2020



While Other Sectors Are Facing The Brunt Of Pandemic IT'S ADVANTAGE - HYGIENE INDUSTRY



- This can help us leverage the similarities and synergy between paint and chemical part of health industry in raw materials and manufacturing process
- Also, along with products an initiation into sanitisation services can help us break the entry barrier into homes and can lead to formalized painting services













A Light Weight & Portable
Disinfectant Fogging
Machine



A Disinfection Device based on Dual disinfection technology, i.e. UV Disinfection & Liquid Disinfection

NEXT STEP

Setting up Sales Channels





B₂C

- 1. Product listing on ecommerce websites like Amazon, Flipkart, 1mg, Pharmeasy, Medlife etc.
- 2. Starting in house dedicated ecommerce website for direct sale (shalimarhealth.com)
- 3. Reaching out directly to corporate for office hygiene practices Direct or Via Facilities Management Firms
- 4. Affiliate Marketing Boost
- 5. Strategic Alliances towards Sales/Branding of products

B₂B

- 1. Pursuing ecommerce companies to start their own private labels with our ingredients
- 2. Approaching distributors to penetrate into Hospitals & Retail
- 3. Reaching out to established firms to take us as their manufacturers i.e Peesafe, Peebuddy etc



INVESTMENT REQUIRED



- Venture into healthcare related business.
- Investment of Rs. 1 crore in fixed assets and Rs. 2 crores in working capital

