

NEAPS/BSE ONLINE

8th November, 2023

**The Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers,
1st Floor, New Trading Ring,
Rotunda Building, Mumbai-400001
(BSE Scrip Code: 542905)**

**Listing Department
National Stock Exchange of India
Limited Plot No. C-1, Block-G,
Exchange Plaza, 5th Floor,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051
(NSE Symbol: HINDWAREAP)**

Dear Sir/Madam,

Sub: Financial Result Presentation for the second quarter and half year ended 30.09.2023

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of Financial Result Presentation on the unaudited Standalone & Consolidated Financial Results of the Company for the Second quarter and half year ended 30th September, 2023.

The aforesaid presentation will also be available on the website of the Company i.e. www.hindwarehomes.com.

You are requested to take the enclosed document on records.

**For Hindware Home Innovation Limited
(Formerly known as Somany Home Innovation Limited)**

**Payal M Puri
(Company Secretary and Sr. V. P. Group General Counsel)**

**Name: Payal M Puri
Address: 301-302, 3rd Floor, Park Centra, Sector-30, Gurugram-122001
Membership No.: 16068**

hindware
home innovation limited



Q2 & H1 FY24 Financial Result Presentation



*“Delivering
sustainable growth”*

*“With customers at
the core”*



November 08, 2023

Disclaimer

This presentation has been prepared by Hindware Home Innovation Limited (formerly Somany Home Innovation Limited) (the “Company”) solely for your information and may not be distributed, reproduced, or redistributed or passed on directly or indirectly to any other person, whether within or outside your organization or firm, or published in whole or in part, for any purpose by recipients directly or indirectly to any other person. By accessing this presentation, you agree to be bound by the following restrictions and to maintain absolute confidentiality regarding the information disclosed in these materials. The Company may alter, modify or otherwise change in any manner the contents of this presentation, without obligation to notify any persons of such change or changes. This presentation and its contents are confidential and may not be copied, published, reproduced or disseminated in any manner. This presentation may contain certain forward looking statements based on the currently held beliefs and assumptions of the management of the Company which are expressed in good faith and in their opinion, reasonable. These statements include descriptions regarding the intent, belief or current expectations of the Company or its directors and officers with respect to the results of operations and financial condition of the Company. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in such forward-looking statements as a result of various factors and assumptions which the Company believes to be reasonable in light of its operating experience in recent years. Many factors could cause the actual results, performances, or achievements of the Company to be materially different from any future results, performances, or achievements. Significant factors that could make a difference to the Company’s operations include, but are not reasonable to, domestic and international economic conditions, changes in government regulations, tax regime and other statutes. The Company does not undertake to revise any forward-looking statement that may be made from time to time by or on behalf of the Company. This presentation contains certain supplemental measures of performance and liquidity that are not required by or presented in accordance with Indian GAAP, and should not be considered an alternative to profit, operating revenue or any other performance measures derived in accordance with Indian GAAP or an alternative to cash flow from operations as a measure of liquidity of the Company. In no event shall the Company be responsible to any person or entity for any loss or damage, whether direct, indirect, incidental, consequential or otherwise, arising out of access or use or dissemination of information contained in this presentation, including, but not limited to, loss of profits. No representation, warranty, guarantee or undertaking (express or implied) is made as to, and no reliance should be placed on, the accuracy, completeness or correctness of any information, including any estimates, targets and opinions, contained herein, and no liability whatsoever is accepted as to any errors, omissions or misstatements contained herein and, accordingly, none of the Company, its advisors and representative and any of its or their affiliates, officers, directors, employees or agents, and anyone acting on behalf of such persons accepts any responsibility or liability whatsoever, in negligence or otherwise, arising directly or indirectly from this presentation or its contents or otherwise arising in connection therewith. You must make your own assessment of the relevance, accuracy and adequacy of the information contained in this presentation and must make such independent analysis as you may consider necessary or appropriate for such purpose. Any opinions expressed in this presentation are subject to change without notice and past performance is not indicative of future results. By attending this presentation you acknowledge that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the Company’s business. This presentation and its contents are not and should not be construed as a prospectus or an offer document, including as defined under the Companies Act, 2013, to the extent notified and in force) or an offer document under the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended. This presentation is not for publication or distribution or release in any country where such distribution may lead to a breach of any law or regulatory requirement. The information contained herein does not constitute or form part of an offer, or solicitation of an offer to purchase or subscribe, for securities for sale. The distribution of this presentation in certain jurisdictions may be restricted by law and persons into whose possession this presentation comes should inform themselves about and observe any such restrictions. None of the Company’s securities may be offered or sold in the United States without registration under the U.S. Securities Act of 1933, as amended, except pursuant to an exemption from registration there from. By accessing this presentation, you accept that this disclaimer and any claims arising out of the use of the information from this presentation shall be governed by the laws of India and only the courts in Delhi, and no other courts, shall have jurisdiction over the same.

Business Overview

Premium Consumer Appliances and Building Products Company

hindware

Owner of Brand Hindware



Building Products Segment

Leader in Sanitaryware and second largest in the faucets segment

Industry leading growth in Plastic Pipes & Fittings segment

Judicial mix of owned and outsourced manufacturing capabilities



Consumer Appliances Business (CAB)



33 patents filed since inception



Retail Segment (Focus on Franchise & E-commerce business)



Strong Growth Outlook across product segments and geographies



Retail Touch Points 35,000+



Distribution Partners 3,100+



Modern & Retail Outlets 700+

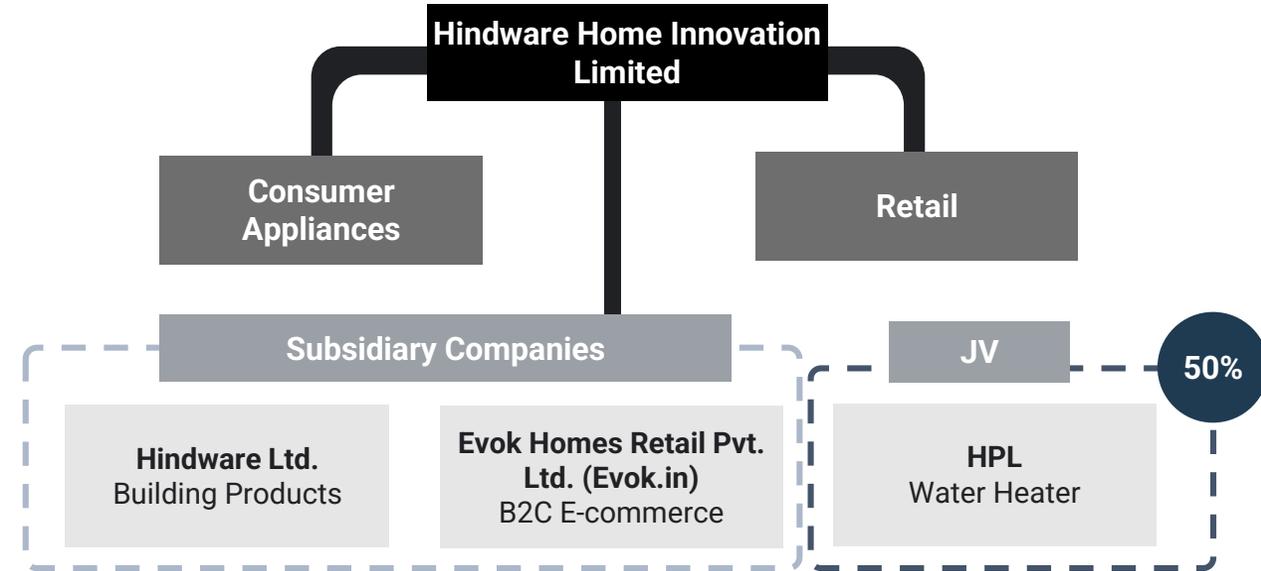


Omni-channel presence

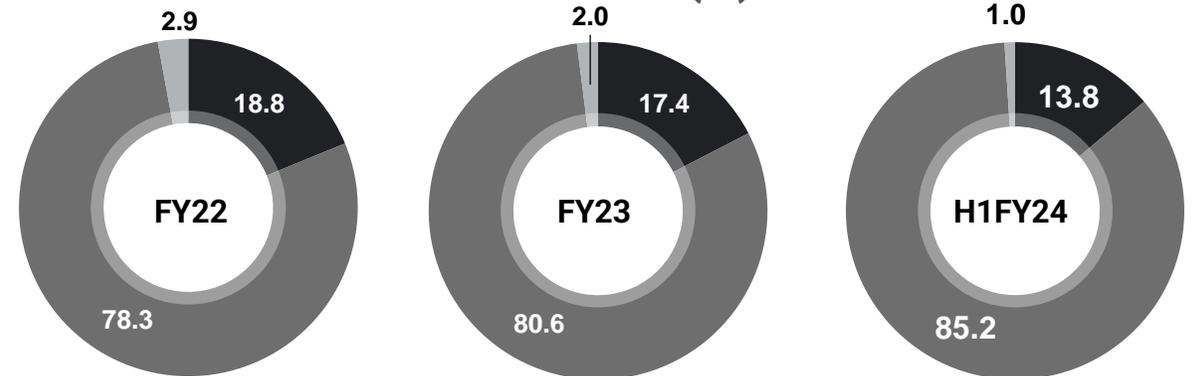
3 Distinct Channels
Sanitaryware & Faucets
Consumer Appliances
Hardware (Pipes)

About Us

- Hindware Home Innovation is a Consumer Appliances and Building Products Company
- Owner of **Hindware**, a reliable and trusted brand across India
- Leveraging innovation and expansive distribution infrastructure across businesses
 - **Building Products Business** –
 - Well entrenched distribution network supported by strong and efficient manufacturing and sourcing capabilities
 - Leading player in sanitaryware & faucets space
 - Leading growth in plastic pipes and fittings solutions
 - Expanding manufacturing for our plastic pipes business to cater to markets across geographies
 - **Consumer Appliances Business** – innovative offerings across varied product categories
 - **Retail Business** - Specialty home interior products under the brand 'Evok'
- **Hintastica Private Limited (HPL)** is a 50:50 JV with Groupe Atlantic, a leading French Group in heating solutions globally



Revenue Mix (%)



■ Building ■ Consumer ■ Retail



Our Approach

- Several successful launches at regular intervals to cater to the burgeoning needs of the customers
- Strong R&D capabilities help in introducing an innovative range of products to gain market share



- Harnessing distinct distribution networks to market newer products and cross-selling
- Expansive distribution reach across all segments, enabling us to service existing markets & reach out to newer markets
- Strong connect with trade partners enables a deeper understanding of customer preferences

- Emphasize on further improving capital return ratios in the long term
- Completely integrated player: High quality, versatile manufacturing and sourcing combined with a robust supply chain ensures efficient delivery of a wide range of quality products



- Differentiated product mix supported by intelligent marketing and branding campaigns
- Scaling up presence in fast growing Plastic pipes and fittings segment

Proficient and Committed Leadership



Mr. Sandip Somany

Chairman and Non-Executive Director

38+ years of experience in the ceramics & glass industry. He is the Chairman Indian Council of Sanitaryware Manufacturers (INCOSAMA) and is the past President of FICCI (2018-19). holds an engineering diploma from the University of California, USA, and a bachelor's degree from Delhi University.



Mr. Sandeep Sikka

Group Chief Financial Officer

28+ years of experience in project finance, business strategy, structured finance etc. He has previously worked with Jindal Stainless as VP and Head - Corporate Finance and with Usha International as Group CFO



Mr. Naveen Malik

Chief Financial Officer, Hindware Home Innovation

28+ years of experience in banking, strategy, project finance & implementation, investor relations. He has previously worked with Godrej & Boyce, GMR Group - DIAL



Mr. Salil Kapoor

Chief Executive Officer, Hindware Home Innovation, (Consumer Appliances and Retail)

30+ years of rich and diverse experience across industries, especially in the consumer durable space. He previously led the Appliances Division at Orient Electric as the Business Unit Head. Also, served in leadership capacities at companies such as LG Electronics, Samsung, Voltas



Mr. Sudhanshu Pokhriyal

Chief Executive Officer, Bath Business

21+ years of experience in FMCG, building products, sales and marketing, etc. He has previously worked with Asian Paints, Coca-Cola, SC Johnson and Raymond



Mr. Rajesh Pajnoo

Chief Executive Officer, Pipes Business

25+ years of experience in plastic and PVC industry. He has earlier worked as COO with Kisan Mouldings

Our Environmental, Social and Governance Commitments



Environment:

Hindware Home Innovation Limited is dedicated to reducing its carbon footprint, adopting energy-efficient technologies, and promoting the use of recycled materials to minimize its environmental impact, in aligning with global sustainability benchmarks.



Social:

The company prioritizes social responsibility by fostering an inclusive workplace, ensuring employee well-being and safety, and promoting diversity, fairness, and development opportunities. It actively engages with stakeholders and upholds ethical standards.



Governance:

The Company values governance based on trust, transparency, and accountability. It integrates ESG factors into its strategy, setting ambitious sustainability goals, and actively seeking partnerships to drive innovation and sustainability, all to ensure long-term success and resilience.



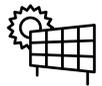
Fulfilling Our Sustainability Initiatives



Energy efficiency is achieved through daylight harvesting, LED lights, efficient motors, and cooling, while electric bell machines and robotics enhance efficiency



Water efficiency includes 'Zero' discharge, rainwater harvesting, low-flow fixtures, meter monitoring, and domestic wastewater recycling



Rooftop solar energy across our plants helps in reducing carbon emissions, lowering energy costs, and enhancing energy independence



Waste management practices involve process mapping, source segregation, wastewater treatment, & vermi-composting for organic waste which helps in minimizing environmental pollution, and efficient resource utilization



Greenhouse gas emissions are reduced through on-site solar PV, green spaces, efficient logistics, and eco-friendly products and processes helps in the mitigation of the climate change



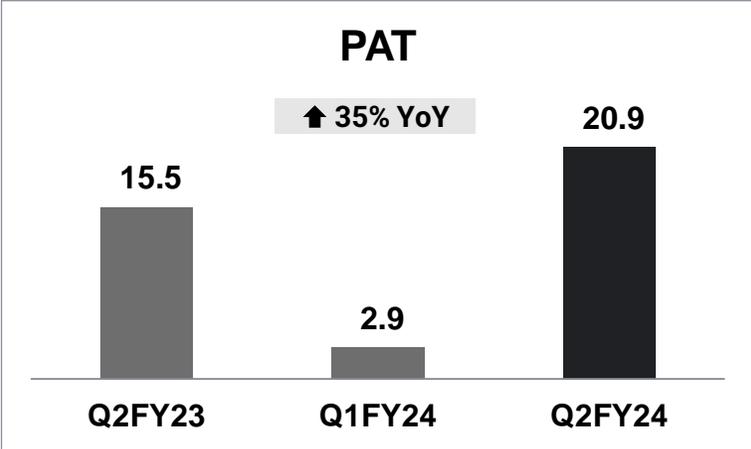
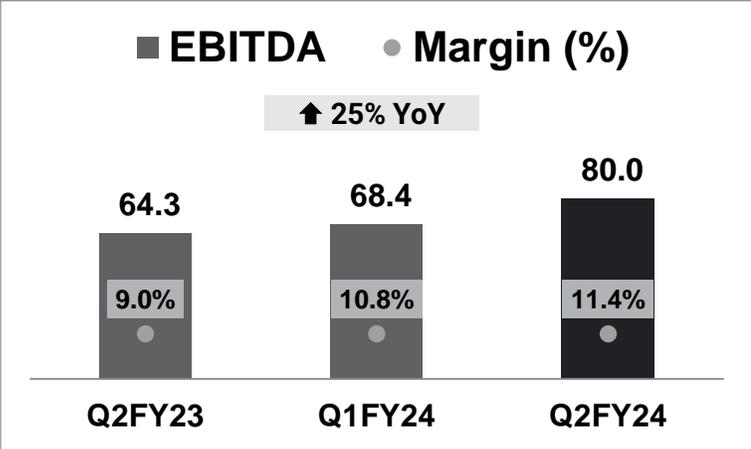
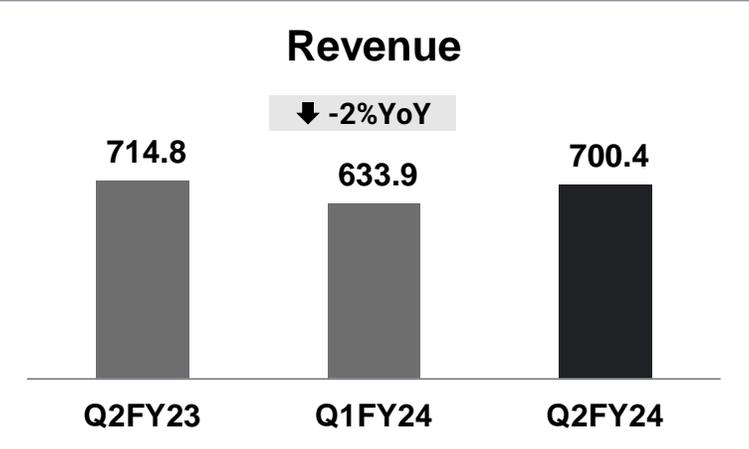


Financial Performance

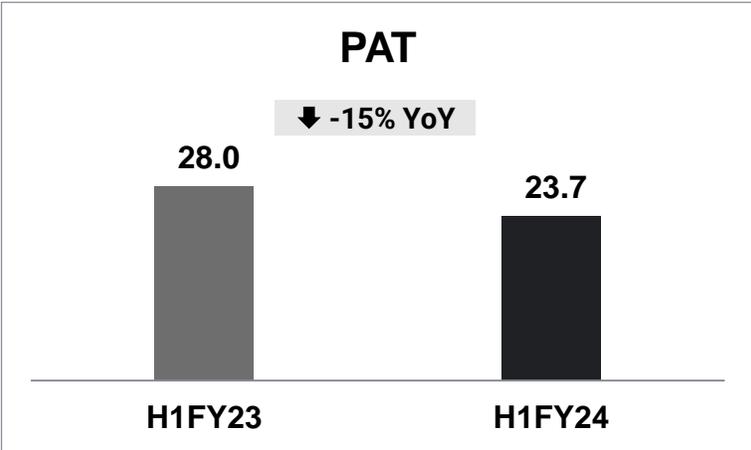
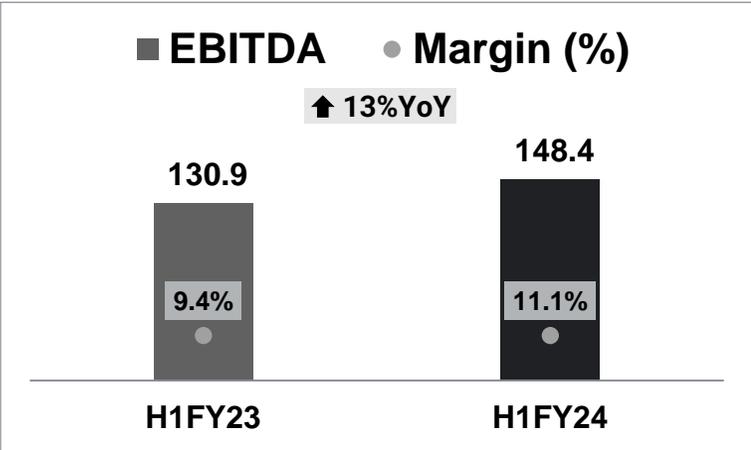
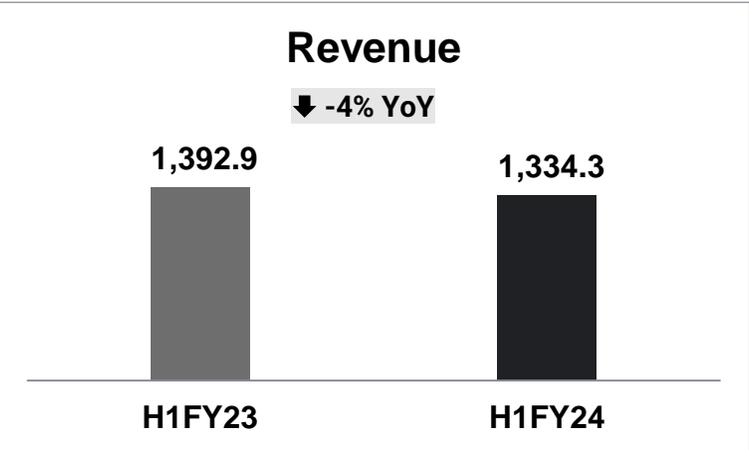
Consolidated Financial Performance

(₹ in crore)

Q2 FY 24



H1 FY 24





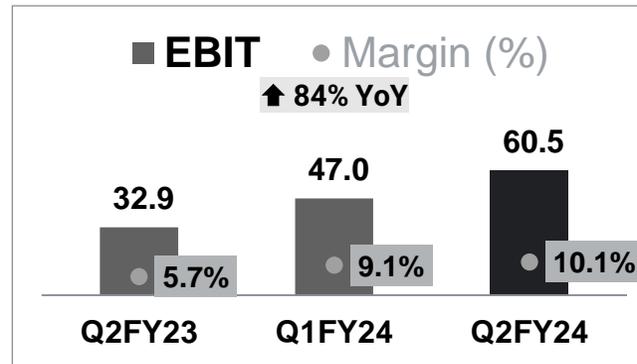
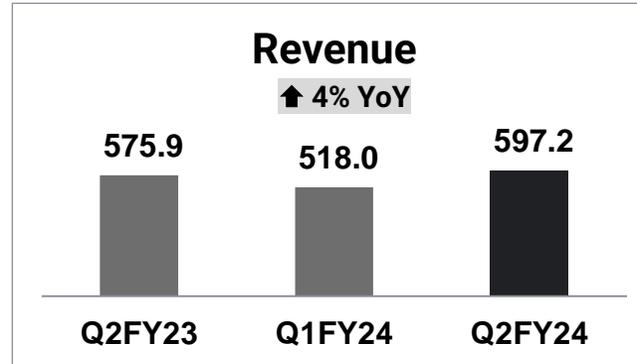
**Building Products
Segment**

Building Products Business Update

Bathware Business

- Inflation, higher interest rates and liquidity pressures translated to subdued demand for mid and lower-priced products
- Year-over-year, margins increased on the back of operating efficiencies and improved product mix
- An integrated marketing strategy, with a dynamic IPL, Asia Cup and World Cup 2023 campaigns, further enhanced brand visibility and appeal
- Partnered with the Water Management & Plumbing Skill Council (WMPSC) to upskill 5,000 plumbers within the next two years
- Expansion through setting up of brand shops to explore new markets remains a key focus
- Sustained emphasis is on optimizing working capital cycle

Building Products Business (₹ in crore)

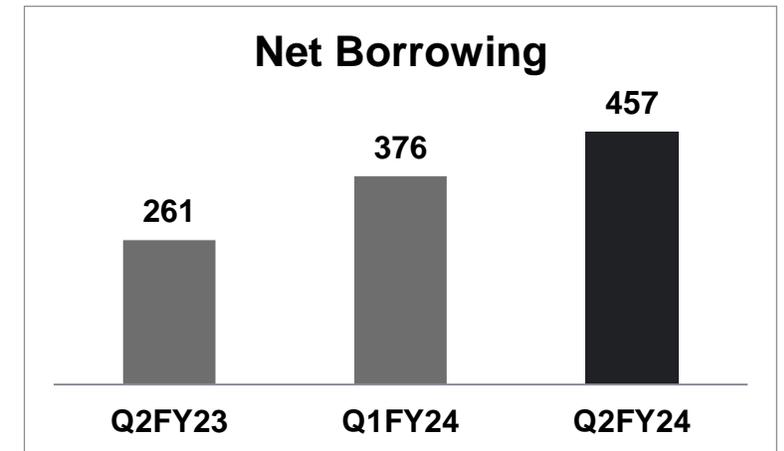
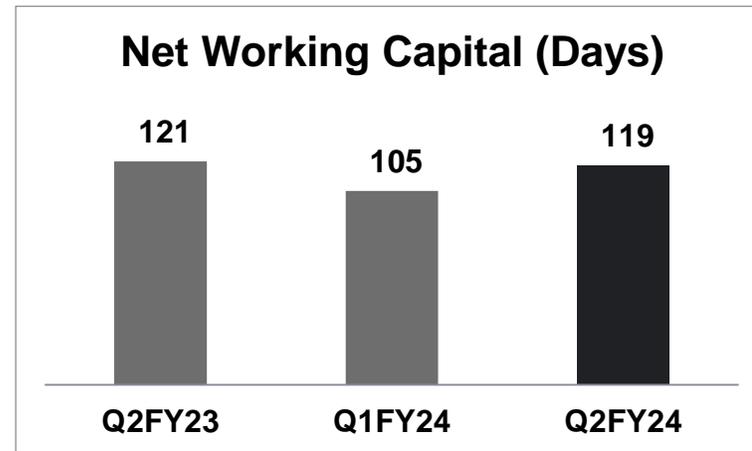
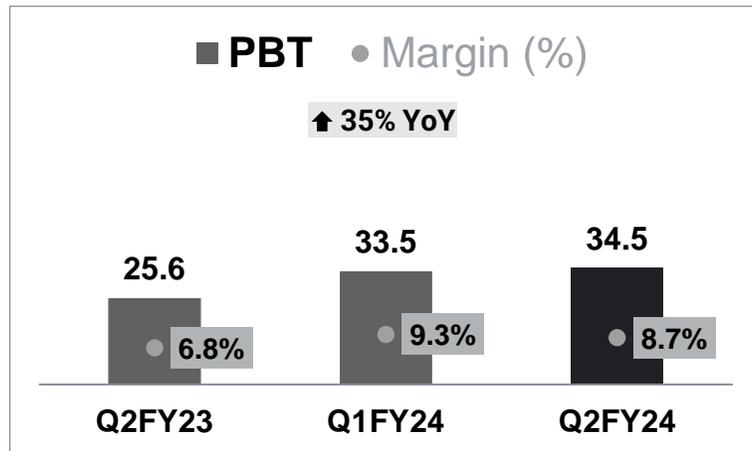
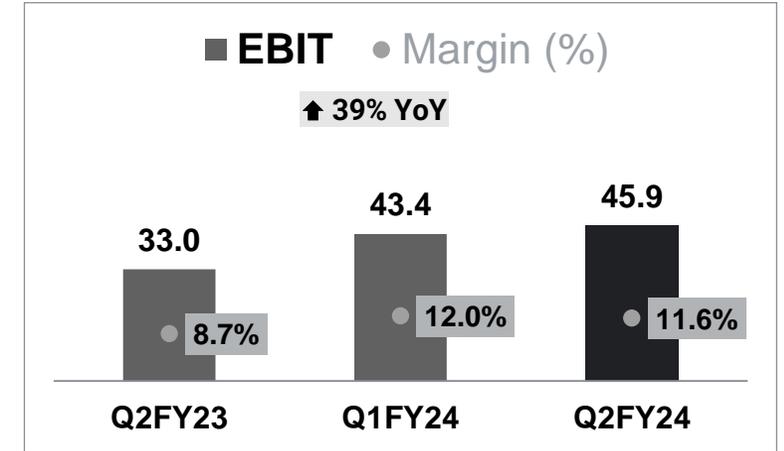
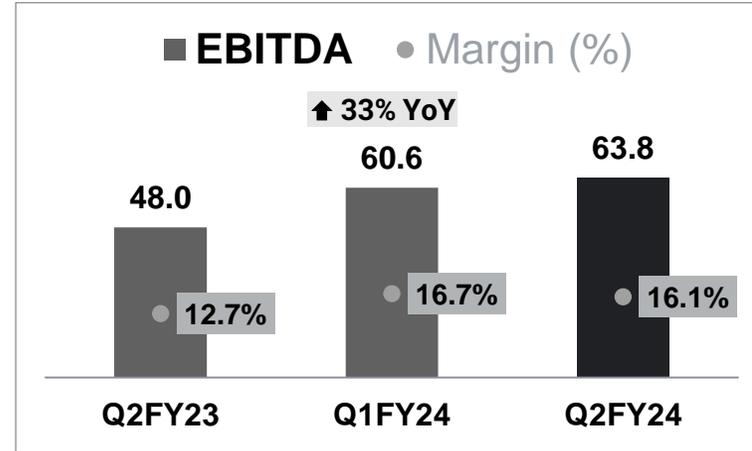
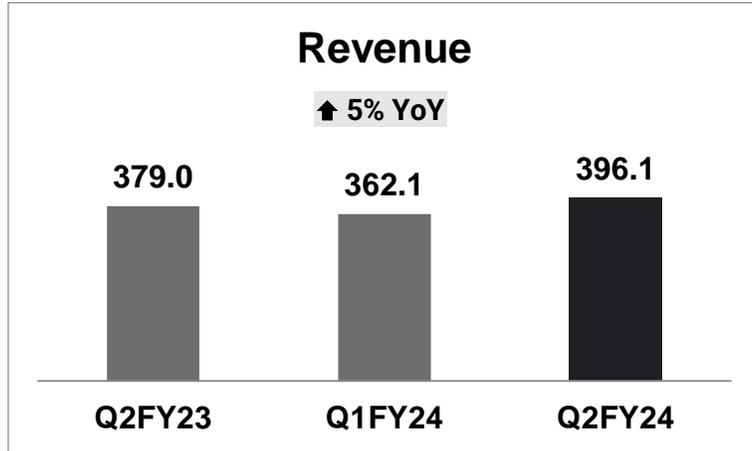


Note: Revenue and EBIT for BPD include contribution from Bathware and Plastic Pipes & Fittings businesses



Bathware Business Update – Q2 FY24

(₹ in crore)

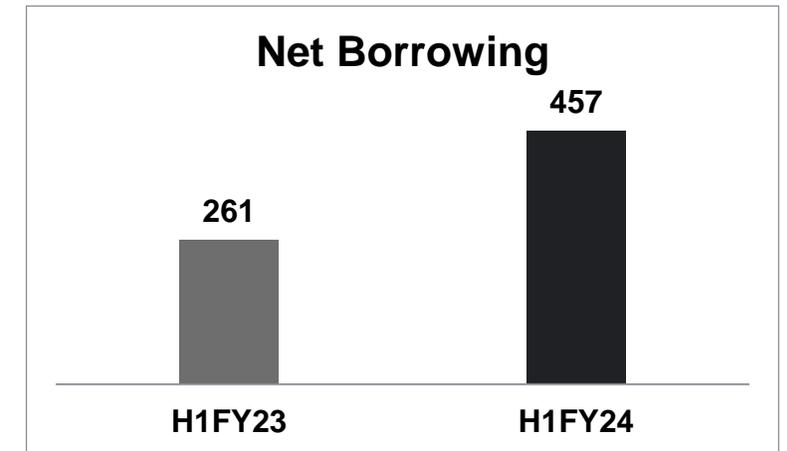
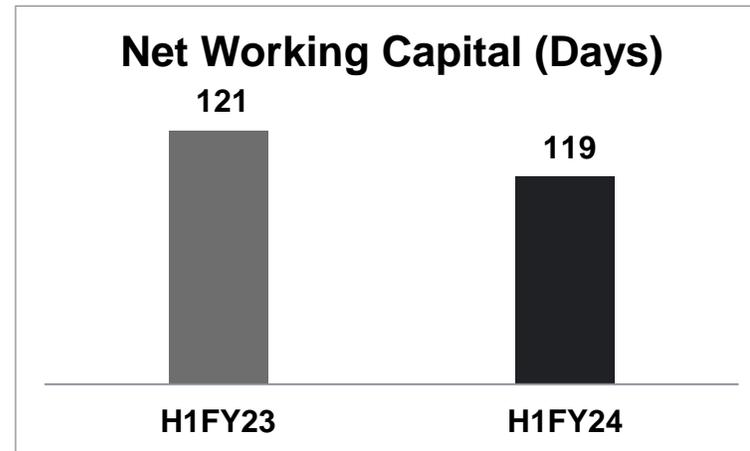
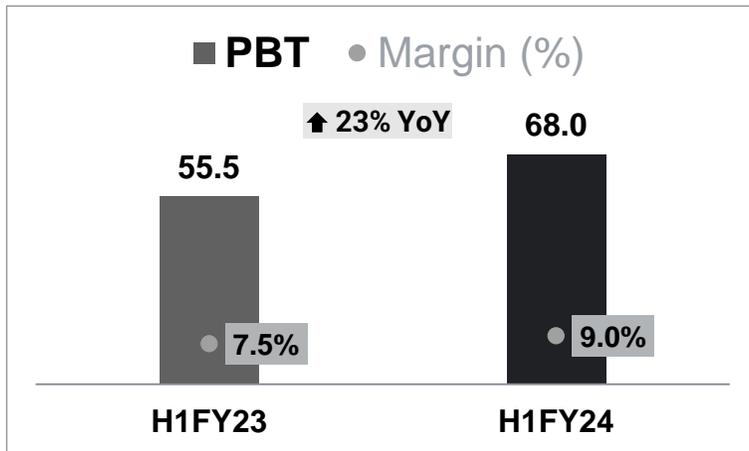
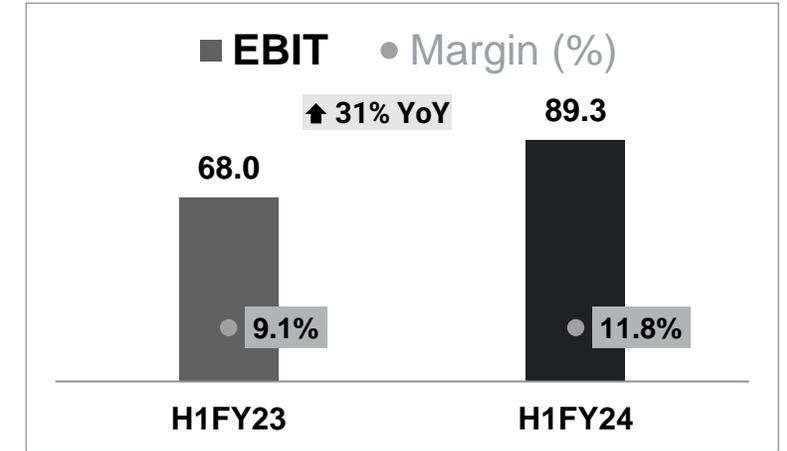
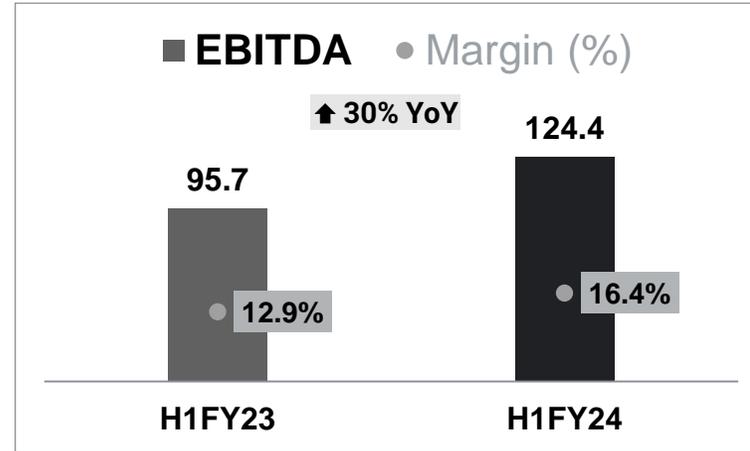
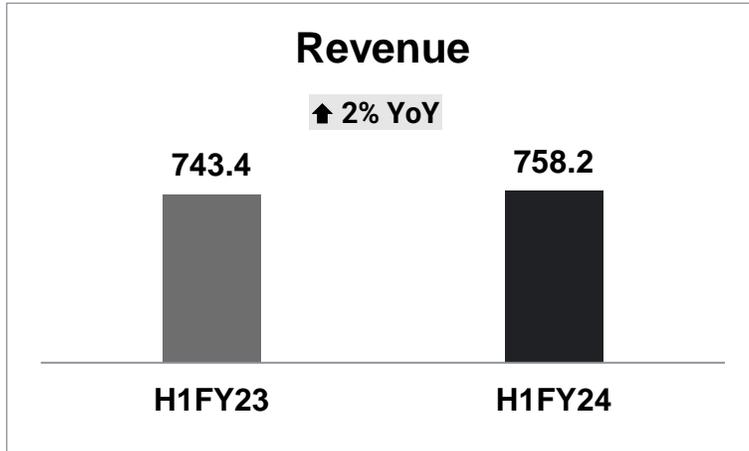


Notes:

- Above stated financials are rounded off and as per management reported figures

Bathware Business Update – H1 FY24

(₹ in crore)



Notes:

- Above stated financials are rounded off and as per management reported figures

Building Products Business - Bathware

- Leading player in sanitaryware & faucets segments
 - Brands available across price points
- Control over the entire value chain & a strong network of distribution & service
 - In-house manufacturing and sourcing capabilities of Sanitaryware and Faucets, enhances our control over processes for improved efficiency.
 - 577 Brand Stores for an immersive customer experience
 - 430+ distributors, dealers and modern retail outlets
 - 34,700+ active retail touchpoints
 - Catering to 1,200+ institutional clients
 - A service network of 650+ technicians pan India covering more than 700+ districts, with a TAT of 24 hours in metro markets and 48 hours in upcountry markets
- Building eco-system for accelerated growth
 - Continuing engagement with both intermediaries and end-users
 - Creating a platform for channel partners to manage operations efficiently
 - Positioning Hindware as a contemporary, innovative, design-driven brand to resonate with millennial
 - Enhancing brand visibility in retail through updated product displays and store imagery
 - Expanding distribution channels to establish a nationwide presence
 - Expanded our reach in the Indian tiles market, with plans to expand the network further
- Expanded our reach in the Indian tiles market, with plans to expand the network further



Industry- First Innovative-Design Led Products

hindware *italian* collection
Easy clean
 SWITCH TO A SMARTER BATHROOM.
 Visit www.hindware.com for more such bathroom solutions.

MODERN DESIGN
 POP-UP WASTE COUPLING
 SELF-CLEAN FLOW DETECTOR FUNCTION
 ENCLOSURES HYGIENE
 POST-FLUSH FLUSH

[/hindware](#) [/hindware_homes](#) [/hindwarehomes](#)

WHERE EASE KNOWS NO BOUNDS

Presenting our ravishing Ellipse basins that are inspired by the square shape. These countertop Ellipse basins are designed to give a premium and clean look to your bathspace. It will adorn your bathspace like no other with its defined and smooth edges. The in-built holders are added to the design to give the illusion of more space. This way you can avoid the cramped look.

DETACHABLE HOLDERS-ENCLOSURES HYGIENE
 POP-UP WASTE COUPLING
 IN-BUILT UTILITY HOLDERS
 EDGE SHAPE-SQUARE

TANKLESS
 FUTURE OF BATHROOM

1ST
 TIME IN INDIA

Unique Space Saving Design
 Water Saving Efficient 4L Flushing
 Hassle-Free Installation

TOUCH-FREE TECHNOLOGY

WATER CLOSETS WITH TOUCH-FREE FLUSHING FOR GREATER SAFETY & HYGIENE.

#TouchFreeIsCarefree

E Clenz
 Intelligent wall mounted water closet at a smart price

AUTOMATE

Easy Computerized Control Panel
 Foot Press Flush
 Minimalist Touch Remote

INTELLIGENT CLOSETS
 A range of Hi-tech Toilets that come with a remote control to cater to all your needs at just the press of a button.

Marketing Initiatives

Pre Festive Season – Hindware @AsiaCup



- Coverage – 6 India Matches
- 2 Crore impressions served in 2 Ind-Pak Matches

Hindware @IPL 2023



- Hindware partnered with two IPL teams Royal Challengers Bangalore & Punjab Kings for this IPL season
- Launched “5 star Hotel like Bathroom” campaign featuring players from RCB & Punjab Kings
- 360 degree campaign was launched on TV, OTT, Digital, Radio & BTL activations
- 179M impressions were served during the campaign with a reach of 45M

Hindware - World Cup Presence with Super 4s



- Platforms – Hotstar CTV & Mobile
- Impressions served in 5 Weeks – 5.58 Billion (558 Crore)
- Ind-Pak match ended on a 4 and Viewership was 3.4 Crore



Regional Festive Campaigns

Onam



Boat Race

Ganesh Chaturthi



Puri Rath Yatra



Hindware Stall & water distribution on the way to temple

QUEO
COMMERCIAL SPACE SOLUTIONS

SWARNAMAZHA

Dear Associates,

QUEO from the house of Hindware, is delighted to announce the grand opening of our latest showroom in Kerala, in collaboration with CE TRADING, a well-known supplier of sanitary ware and electrical products. With this new endeavour, we are offering a range of exciting programs for our customers, as a special tribute to this momentous occasion. We are pleased to announce QUEO SWARNAMAZHA, a festive scheme designed exclusively for the CONTRACTOR category. We take pride in presenting the scheme's details, which are outlined below:

SLABS	SALES BILANCE	GOLD VOUCHER / FOREIGN TRIP VOUCHER
SLAB 1	5,00,000	4 CRT
SLAB 2	8,00,000	8 CRT
SLAB 3	10,00,000	12 CRT OR 03S SINGAPORE TRIP
SLAB 4	15,00,000	20 CRT OR 04S SINGAPORE TRIP

Terms & conditions:

- 1. The scheme is valid for all QUEO dealers who are registered with Hindware Limited.
- 2. The scheme is valid for all QUEO dealers who are registered with Hindware Limited.
- 3. The scheme is valid for all QUEO dealers who are registered with Hindware Limited.
- 4. The scheme is valid for all QUEO dealers who are registered with Hindware Limited.

BUMPER BONANZA:
HERO HONDA SPLENDOR PLUS BIKE !!!

Hindware Limited

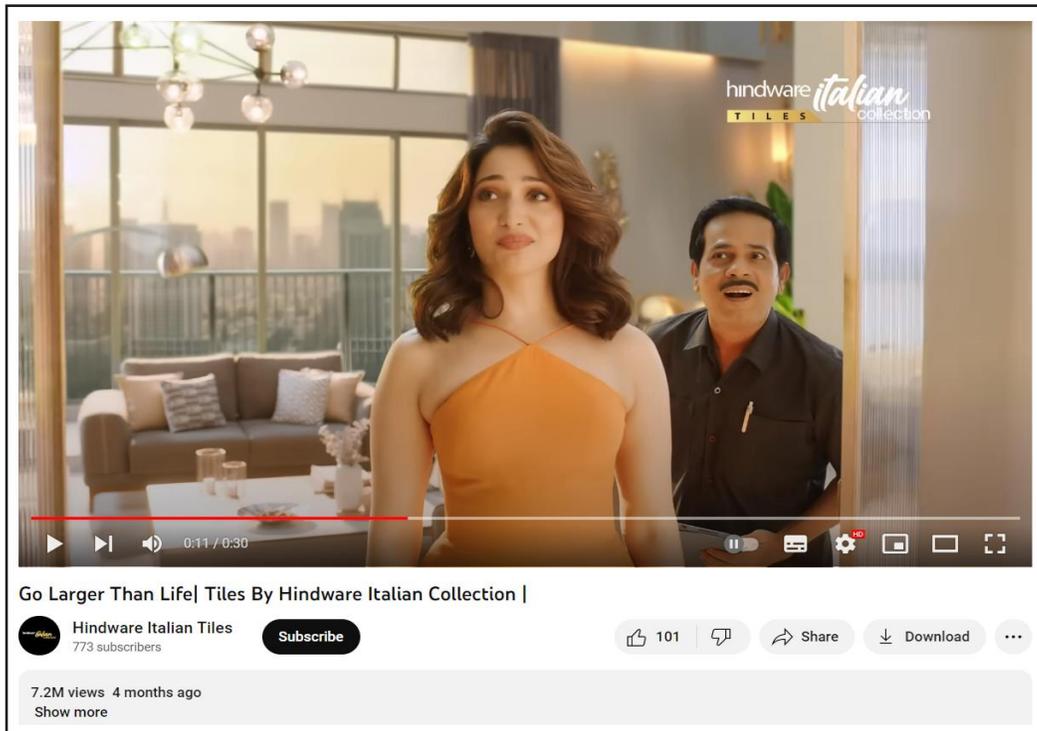
Queo Gold Scheme for selected Dealers



Marketing Initiatives

- **Hindware Italian Collection Tiles – Digital Media Campaign**

- Executed digital media campaign to drive awareness for Hindware Italian Collection Tiles
- Reached the target audience through the right media mix
- The campaign delivered 85 Million Ad Impressions; Reaching out to 29 Million audiences at an average frequency of 3



- **New In shop branding developed for Elevated Imagery**

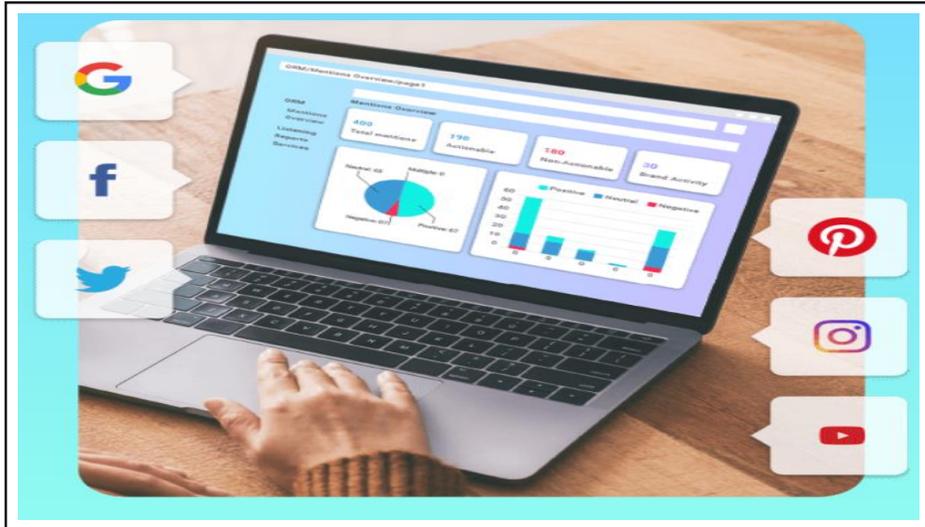
- New in shop branding focusing on USP's of the product with clear focus, highlighting RTB's to the consumer



Marketing Initiatives

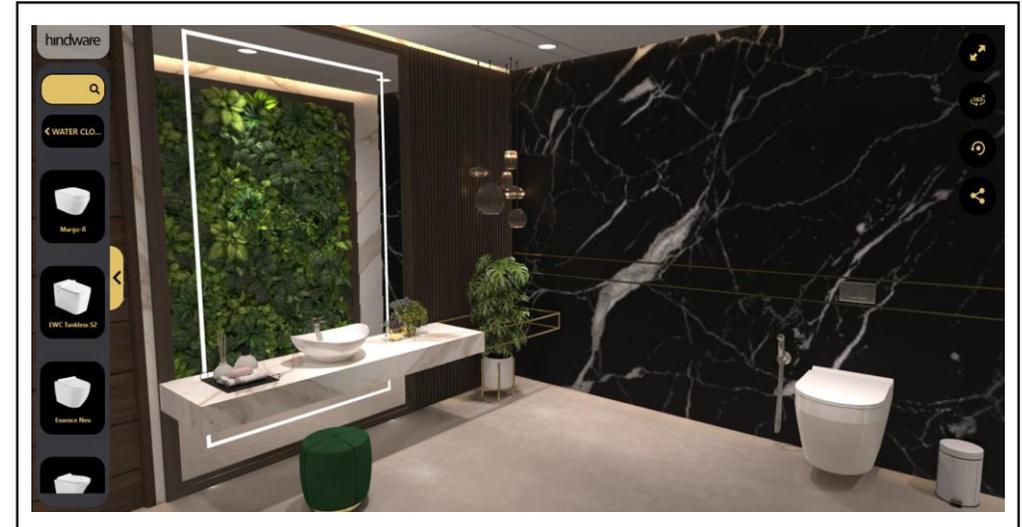
- **Launched Online Reputation Management Tool – LOCOBUZZ**

- A platform which enables brands to listen, analyze and engage with audiences and customers across all digital platforms such as Facebook, Twitter, Google+, Instagram, YouTube, News, Blogs Discussion Forums etc., to ensure improved focus on customer experience & grievance redressal
- The tool will also measure brand insights, customer behavior, competitor insights and performance analytics across all key digital channels to give empowering business insights on a unified platform



- **Launch of 3D Bathroom Visualizer – Live on Hindware Website**

- Empowers the customers to experience the actual setting of bath products instantaneously in custom built 3D concept bathrooms

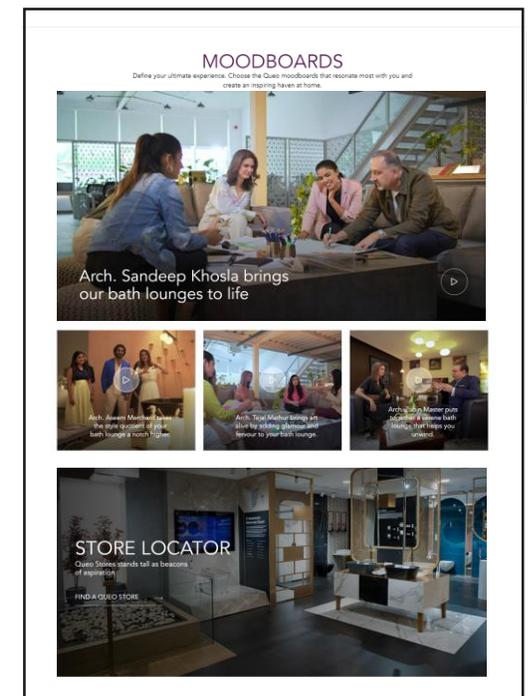
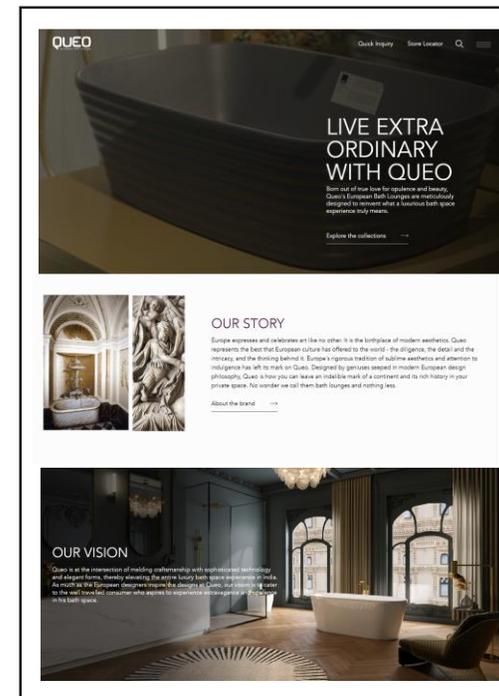


Marketing Initiatives

- Queo New brand film launched with redefined brand identity & positioning-“Let Time Wait”
 - 105Mn impressions on digital and OTT
 - Extensive PR coverage of 150+ stories with PR value

- QUEO Refresh Website Launched

- QUEO’s brand new website with new brand story “LIVE EXTRAORDINARY WITH QUEO” focusing on accentuation of the brand and its products in the target consumer’s minds

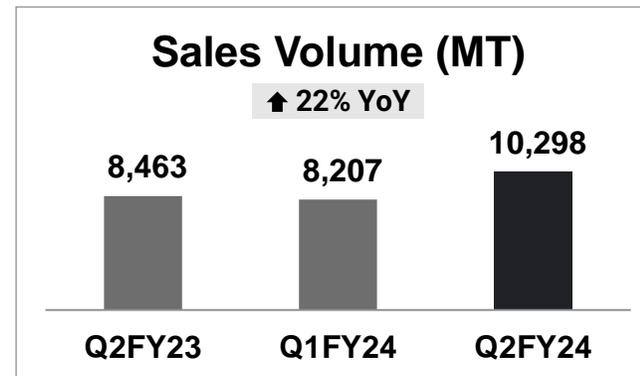
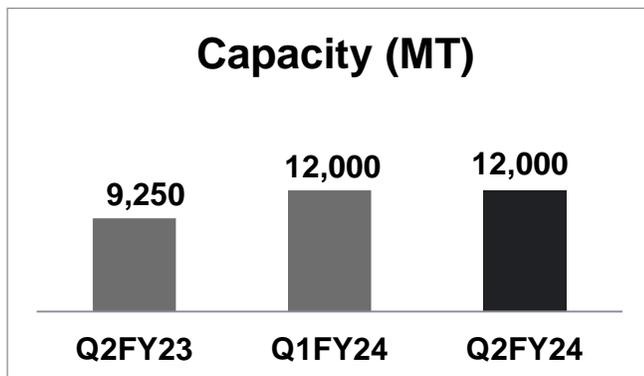


Marquee Clients



Plastic Pipes & Fittings Business Update

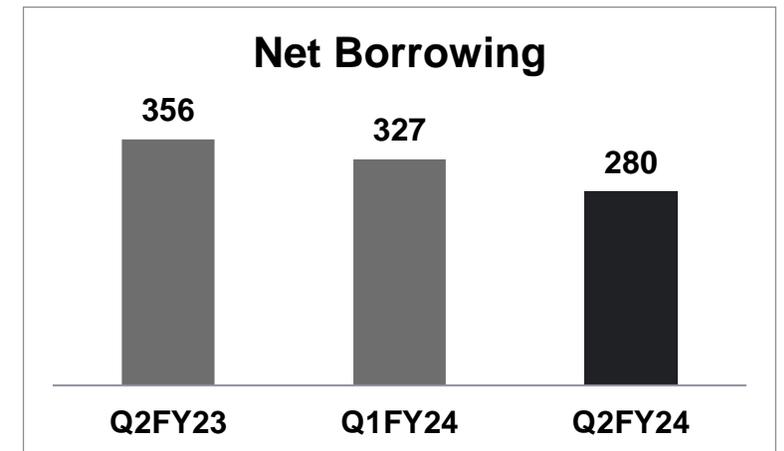
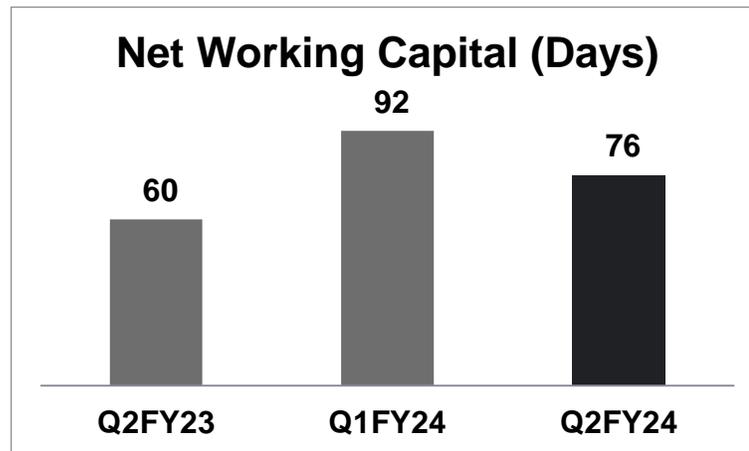
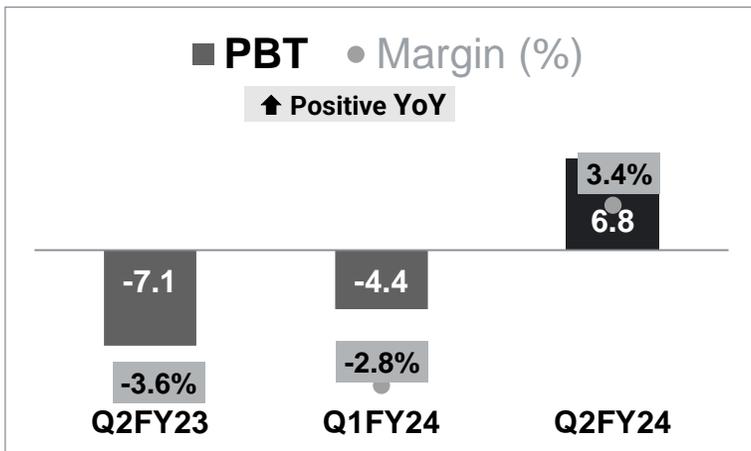
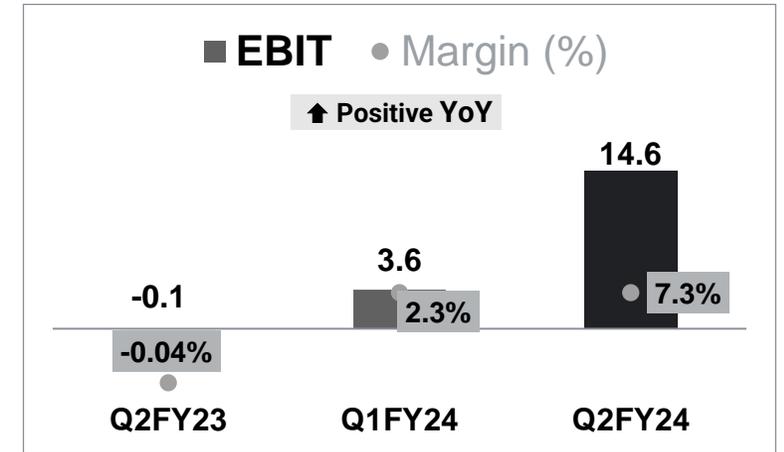
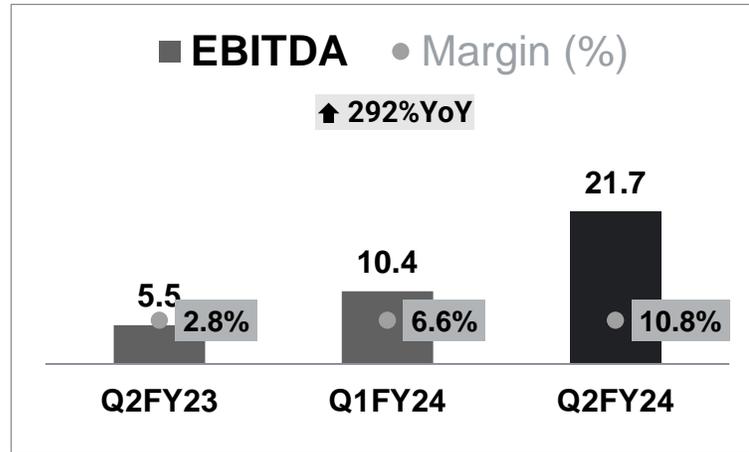
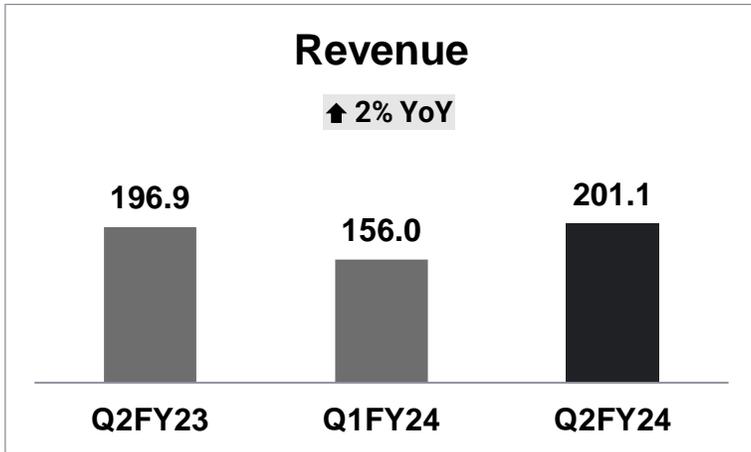
- The Business continue its momentum towards expanding market share and presence across product portfolio despite slight headwinds on account of muted demand in home plumbing segment
 - Endeavour towards maintaining prices in line with superior quality product offering while driving volume growth
 - Sustained thrust on increasing brand awareness to further improve market share
- Diversified into PTMT Faucets and Accessories to offer comprehensive plumbing solutions for customers' needs
- Exclusive collaboration up with RWC Reliance Worldwide Corporation to launch Truflo Sharkbite, a range of innovative multilayer composite pipes and fittings
- Establishing a new manufacturing facility in Roorkee, Uttarakhand, and construction of the facility is underway



Note : Above stated financials are rounded off and as per management reported figures

Plastic Pipes & Fittings Business Update – Q2 FY24

(₹ in crore)

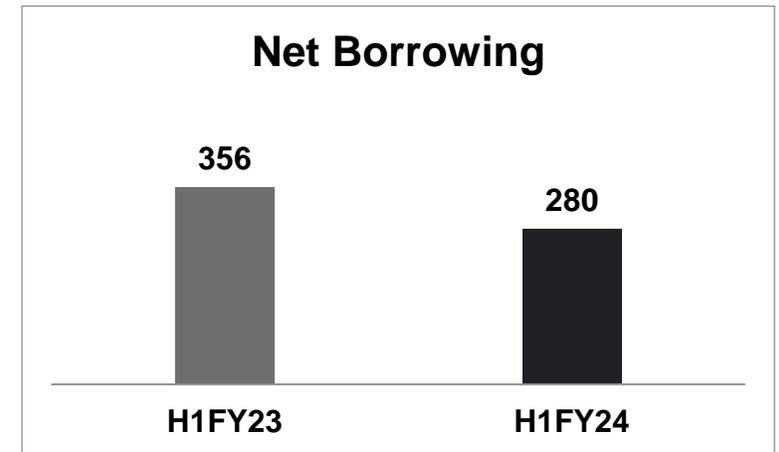
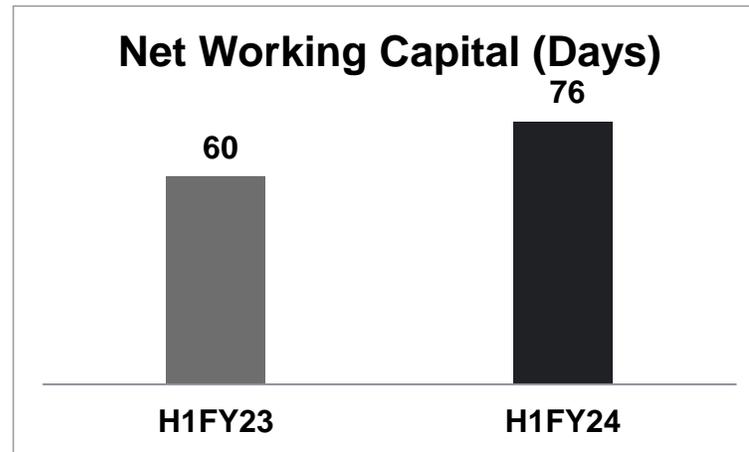
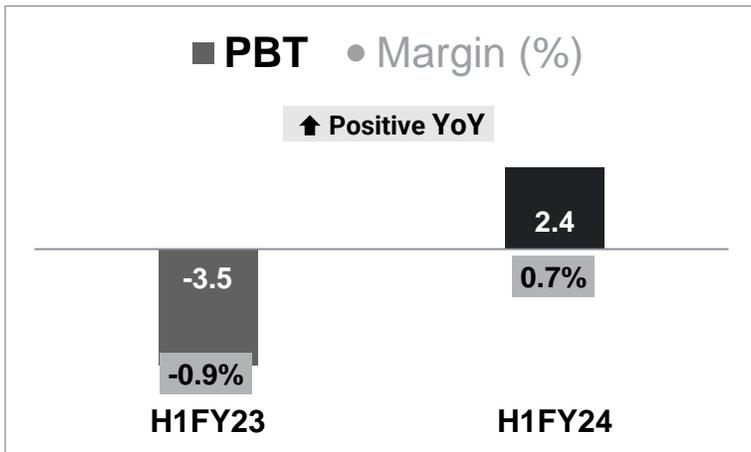
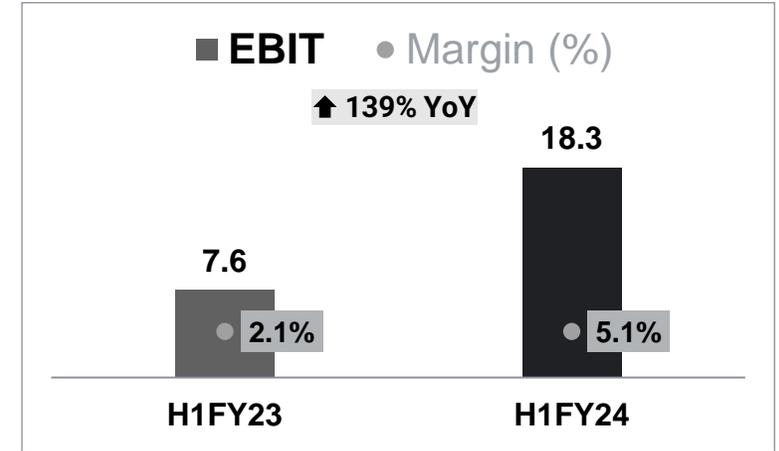
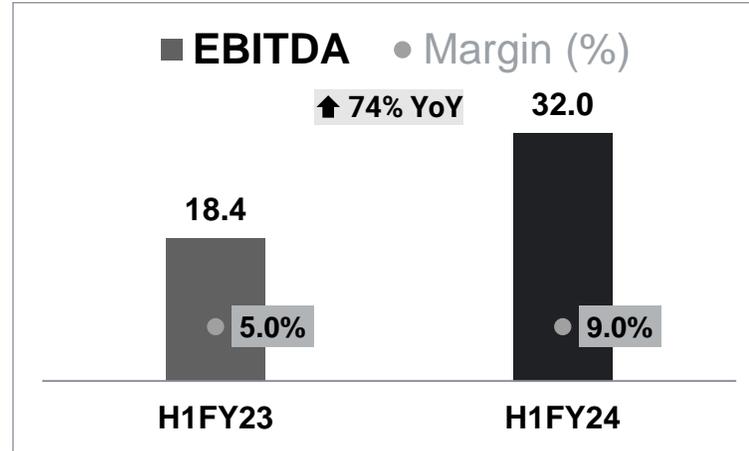
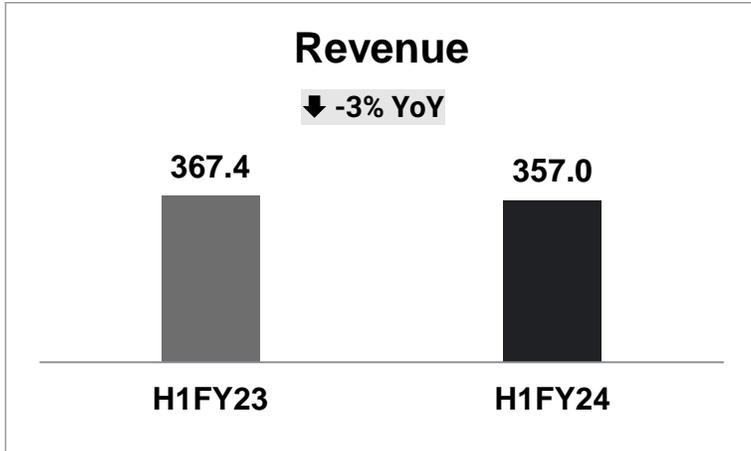


Notes :

- Above stated financials are rounded off and as per management reported figures

Plastic Pipes & Fittings Business Update – H1FY24

(₹ in crore)



Notes :

- Above stated financials are rounded off and as per management reported figures

Plastic Pipes & Fittings

- TRUFLO by Hindware, is the fastest growing plastic pipes and fittings brand in India
 - With 2000+ SKUs already being offered and many more being added, TRUFLO aims to be amongst the top 5 CPVC players in 3 years
- In-house manufacturing for better efficiencies & end to end logistics and supply chain control
- The Company offers CPVC pipes for hot and cold-water plumbing applications, along with lead-free UPVC pipes, SWR pipes, PVC pipes for potable water, column pipes and overhead water storage tanks
 - Currently, the business has 300+ active distributors with more than 30,000+ dealers/retail outlets
- Best-in-class, NSF-certified (uses CPVC compound Durastream, supplied by ~US\$10 Billion Sekisui Chemical Co. Ltd.)

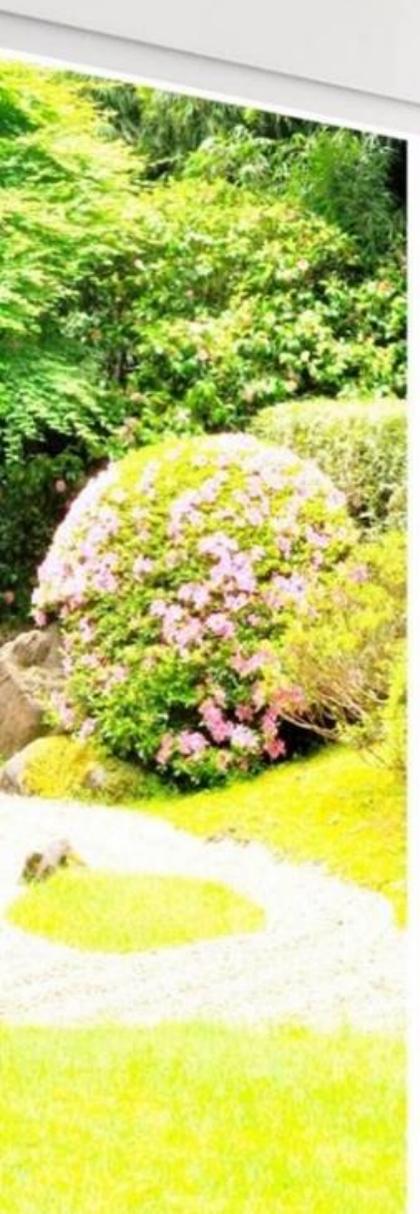


Market Size

~₹22,000 crore

TRUFLO by Hindware™,
addressable market size



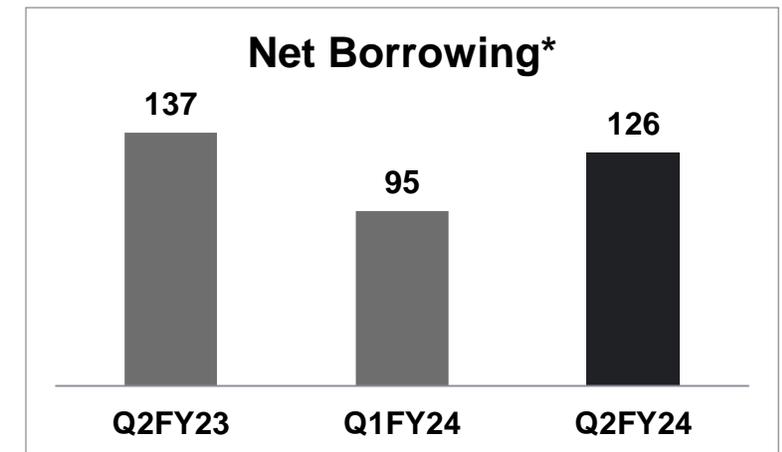
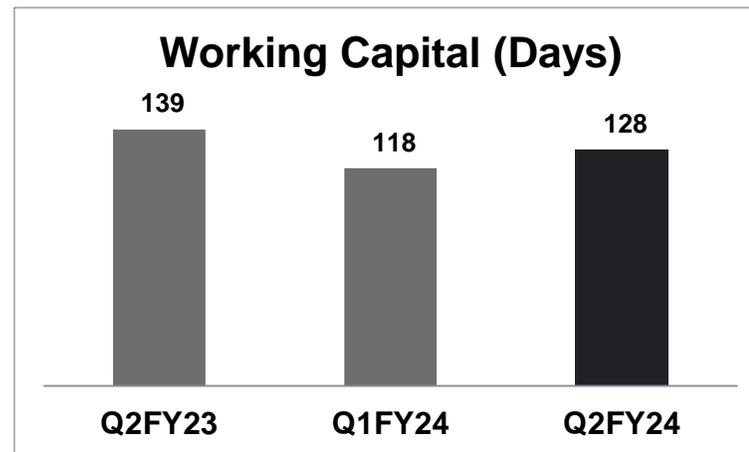
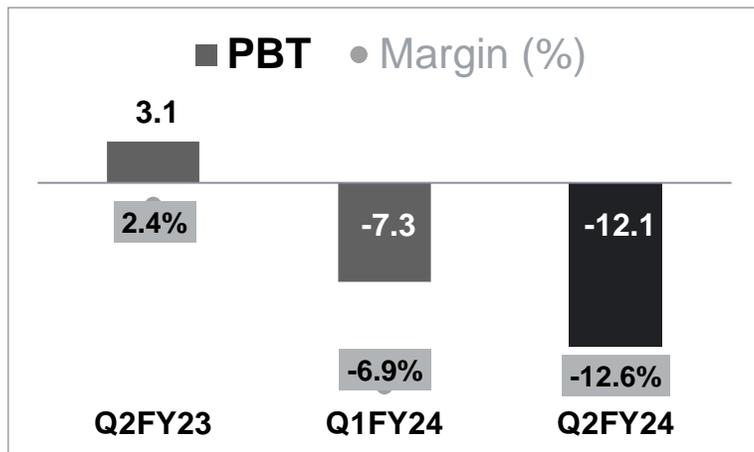
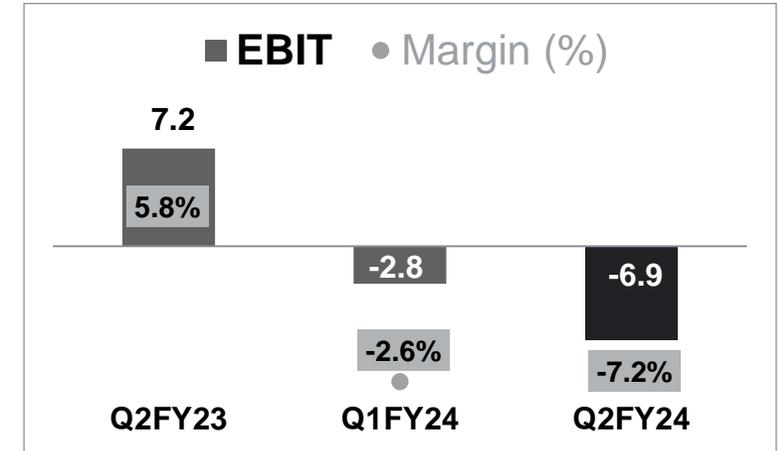
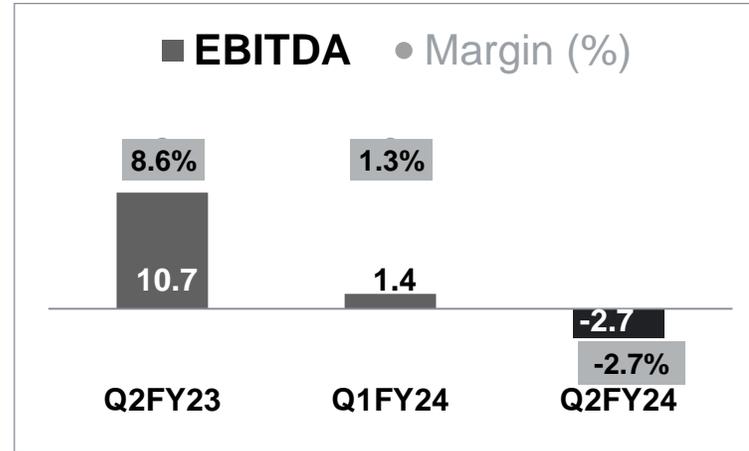
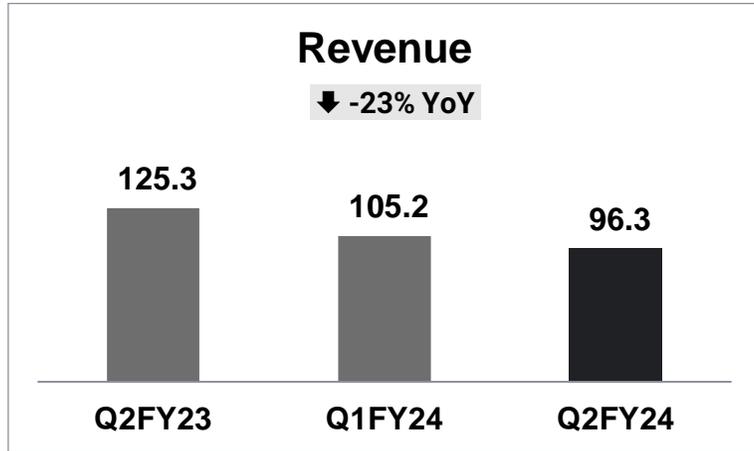


Consumer Appliances Business



Consumer Appliances Business Update – Q2 FY24

(₹ in crore)

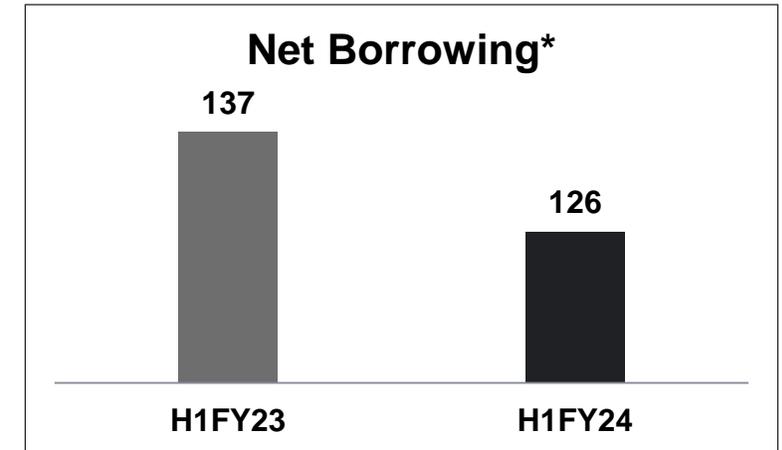
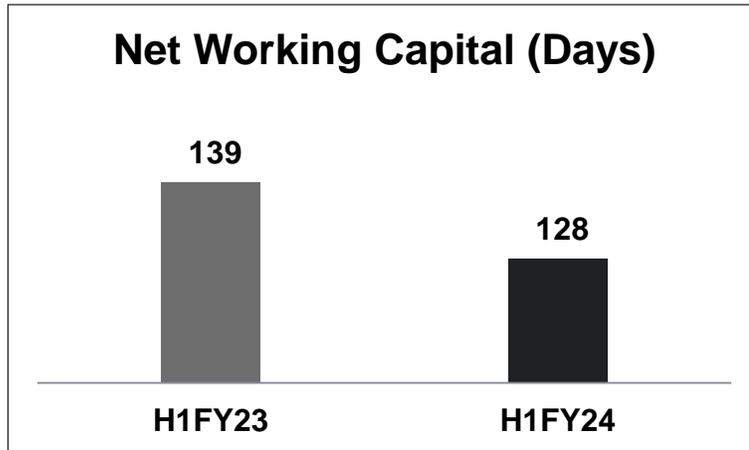
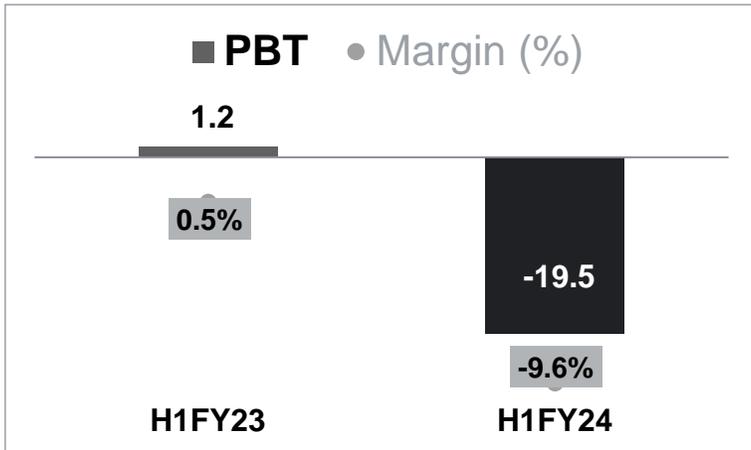
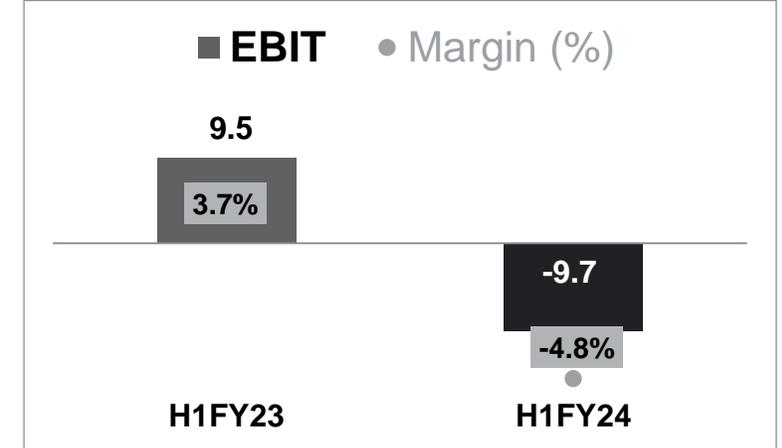
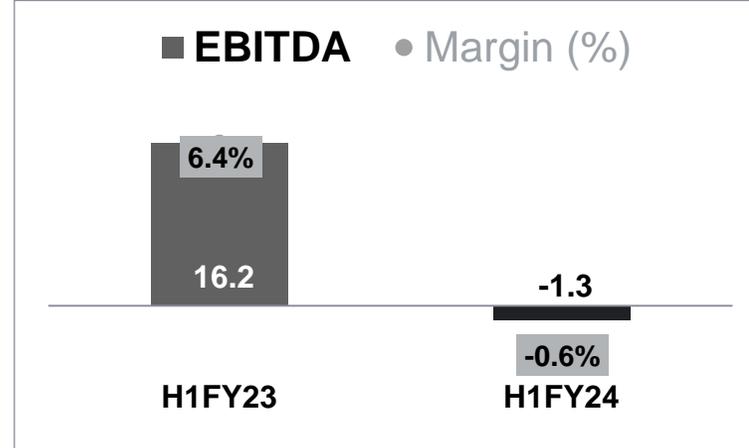
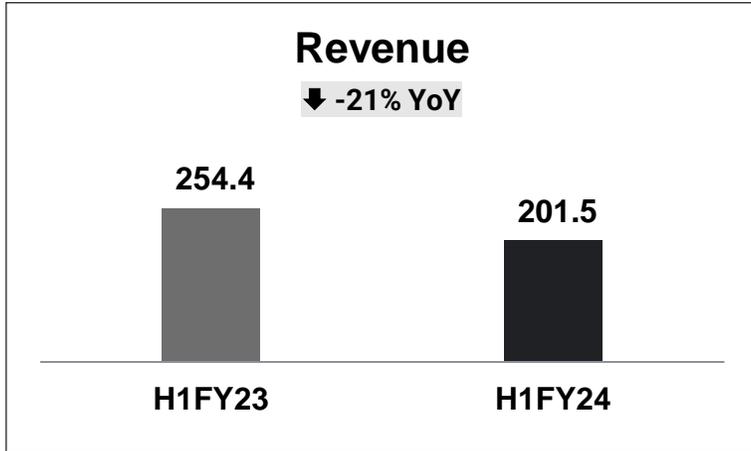


Notes :

- * Net Borrowing figure is for Hindware Home Innovation Limited on a standalone basis
- Above stated financials are rounded off and as per management reported figures

Consumer Appliances Business Update – H1 FY24

(₹ in crore)

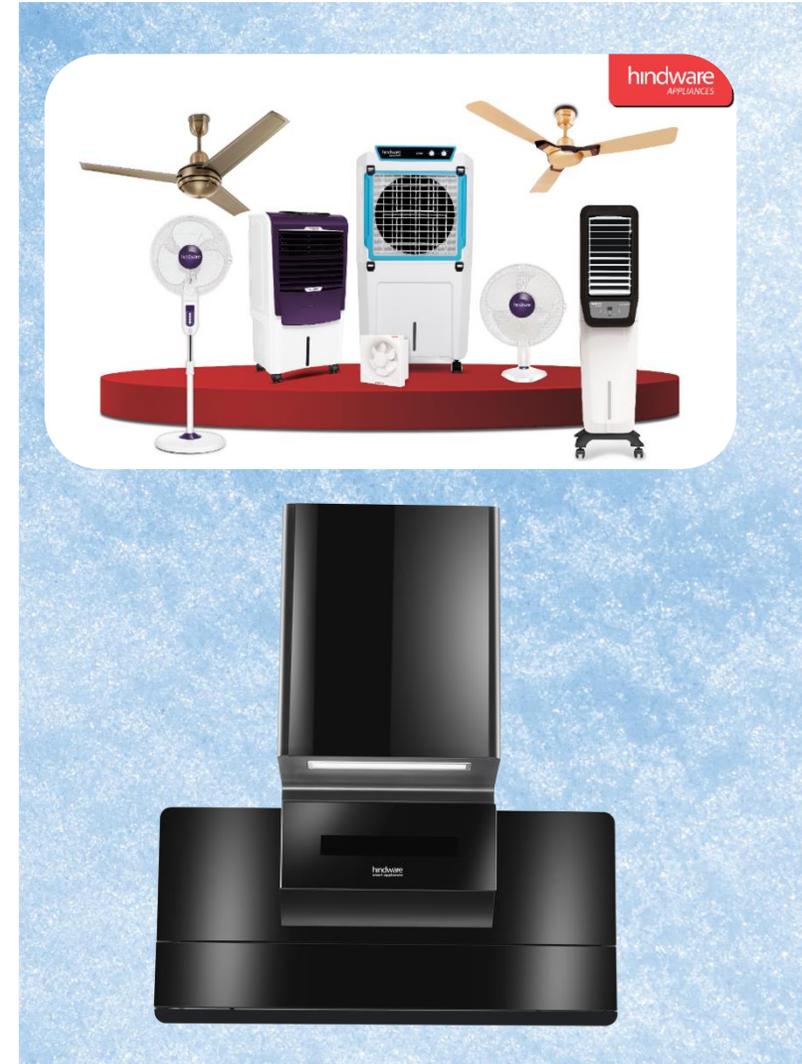


Notes :

- * Net Borrowing figure is for Hindware Home Innovation Limited on standalone basis
- Above stated financials are rounded off and as per management reported figures

Consumer Appliances Business Update

- Consumer Business built over last 6 years with a leading position in Kitchen appliances and growing presence in water heating and air coolers segments
- Revenue stood at ₹96 crore in Q2FY24 and ₹202 crore in H1FY24
 - Market sentiment facing challenges on account of liquidity pressure, higher interest rates and shifting of festival season to Quarter 3
 - Market maintains a positive outlook for the upcoming festive season, driven by optimistic market dynamics and consumer preferences
 - Maintained leading position in kitchen appliances segment despite inflation and rising competition
 - Unseasonal rains impacted air coolers demand
- The Company has an extensive network in India with 1400+ distributors and 13,000+ retailers, supported by a versatile commerce strategy effective in both online and offline domains
- With 33 patents filed since inception, providing us a distinct 'Product Differentiation' advantage
- Successful launch of the Hintastica Private Limited (JV) line of heating appliances at its state-of-the-art manufacturing facility in Jadcherla, Telangana, is delivering as per expectations



Diverse and Exciting Products & Brands



Kitchen Appliances



Air Coolers



Water Purifiers



Fans



Kitchen & Furniture Fittings



**Water Heaters
(50:50 JV with Groupe Atlantic)**

Thank You

hindware
home innovation limited



Naveen Malik



Hindware Home Innovation Ltd



+91 124 477 9200



investors@shilgroup.com



Gavin Desa / Jenny Rose
Kunnappally



CDR India



+91 9820637649
+91 8689972124



gavin@cdr-india.com
jenny@cdr-india.com

