



Asian Paints Limited
Asian Paints House
6A, Shantinagar
Santacruz (E)
Mumbai 400 055
T : (022) 6218 1000
F : (022) 6218 1111
www.asianpaints.com

APL/SEC/32/2024-25/5

9th May 2024

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Security Code: 500820

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051
Symbol: ASIANPAINT

Sir/Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Investor Presentation

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), please find enclosed the presentation being made to the investors on the business and financial performance of the Company for the quarter and financial year ended 31st March 2024.

The audio recording and transcript of the Investors Conference will be uploaded on the website of the Company (www.asianpaints.com) and the Stock Exchanges, as prescribed under the Listing Regulations.

You are requested to take the above information on record.

Thanking you,

Yours truly,

For **ASIAN PAINTS LIMITED**

R J JEYAMURUGAN
CFO & COMPANY SECRETARY

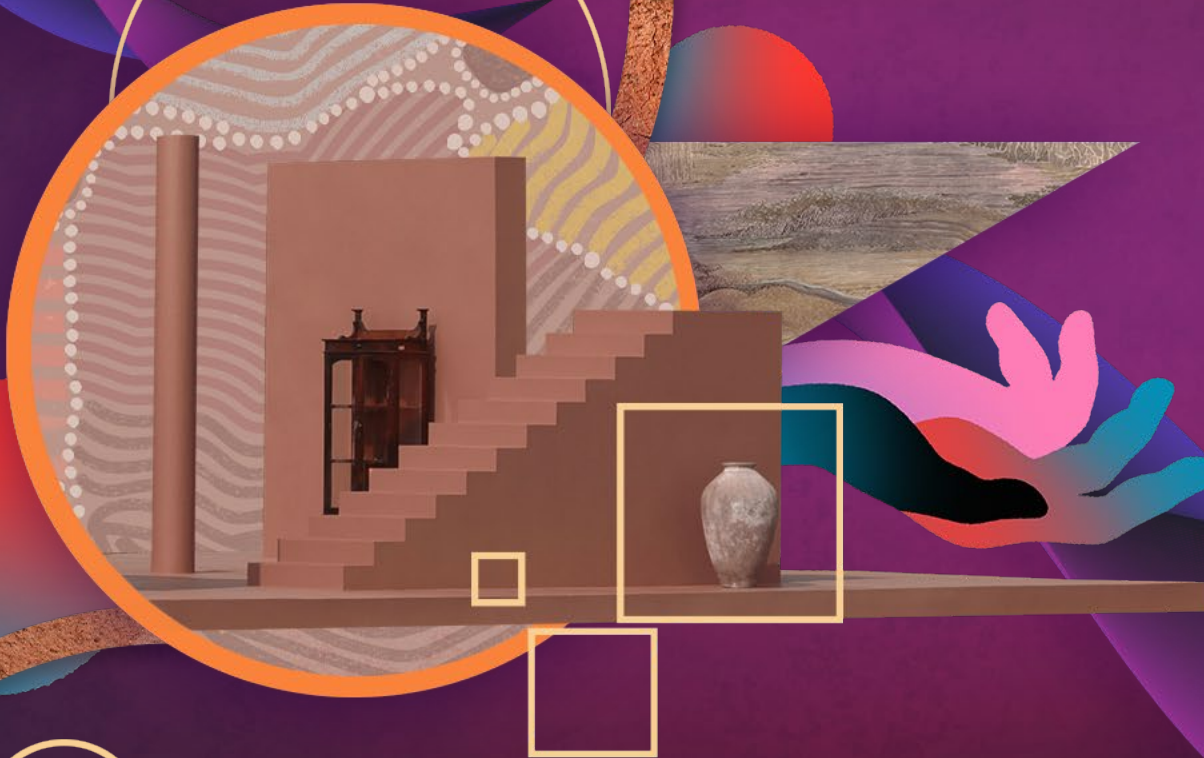
Encl.: As above





Investor Conference

Q4 - FY2024 Results



Delivering joy since 1942....
We exist to Beautify, Preserve, Transform all Spaces and
Objects, bringing happiness to the World!



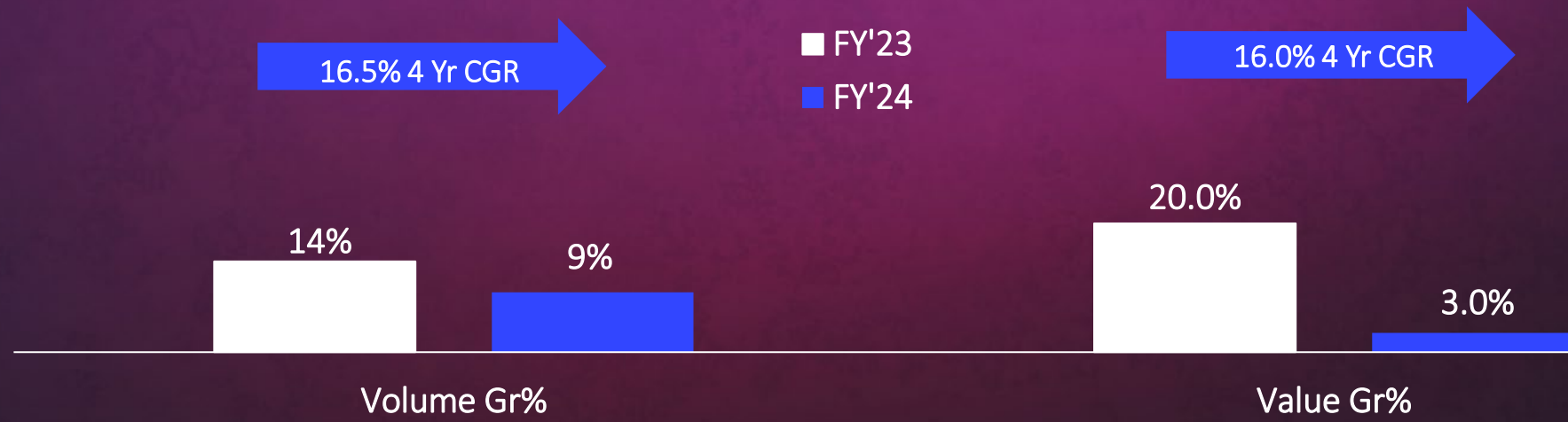
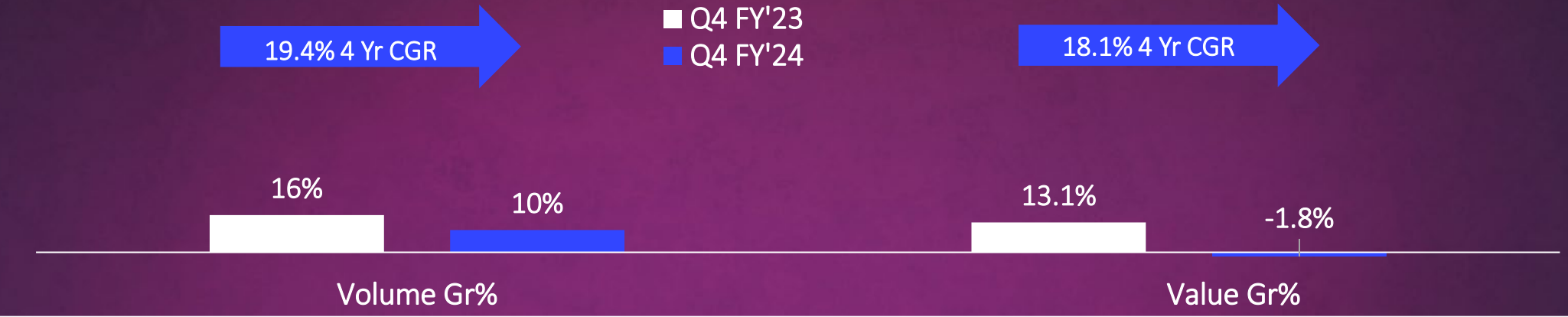


Disclaimer

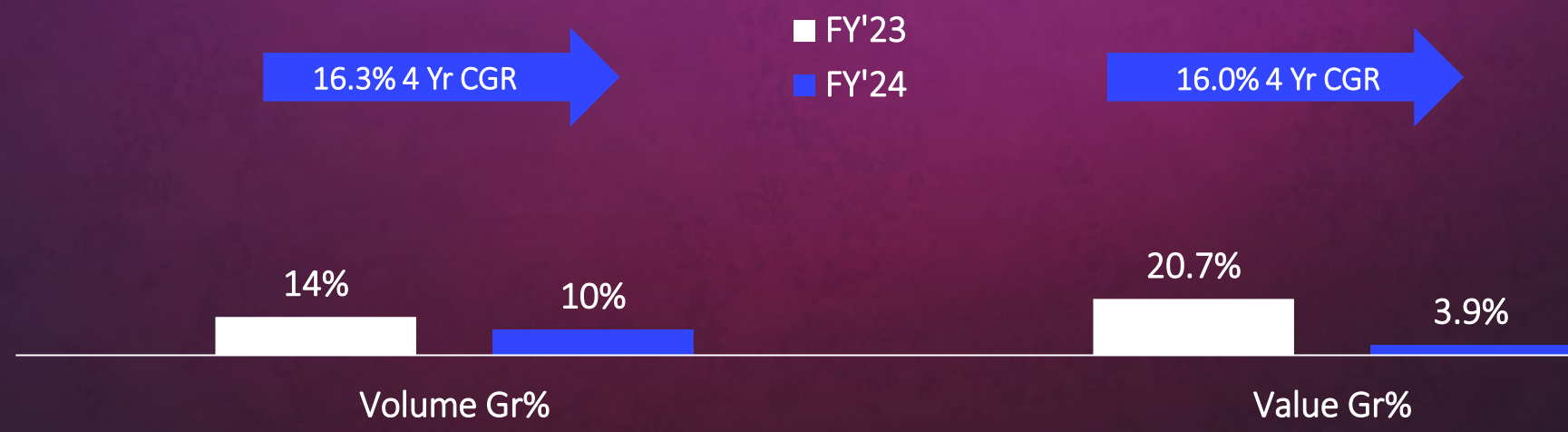
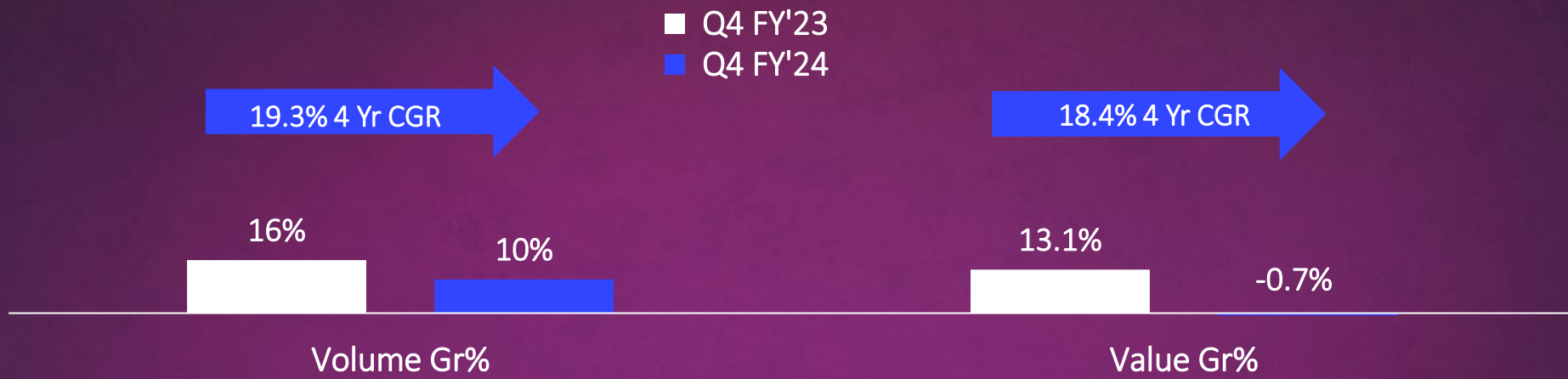
This communication, except for the historical information, may contain statements which reflect the Management's current views and estimates and could be construed as forward-looking statements. The future involves many risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange and commodity price fluctuations, competitive product and pricing pressures and regulatory developments.

Double – Digit Volume Growth in Q4

Topline Impacted by Price Reductions Passed on to Consumers & Downtrading

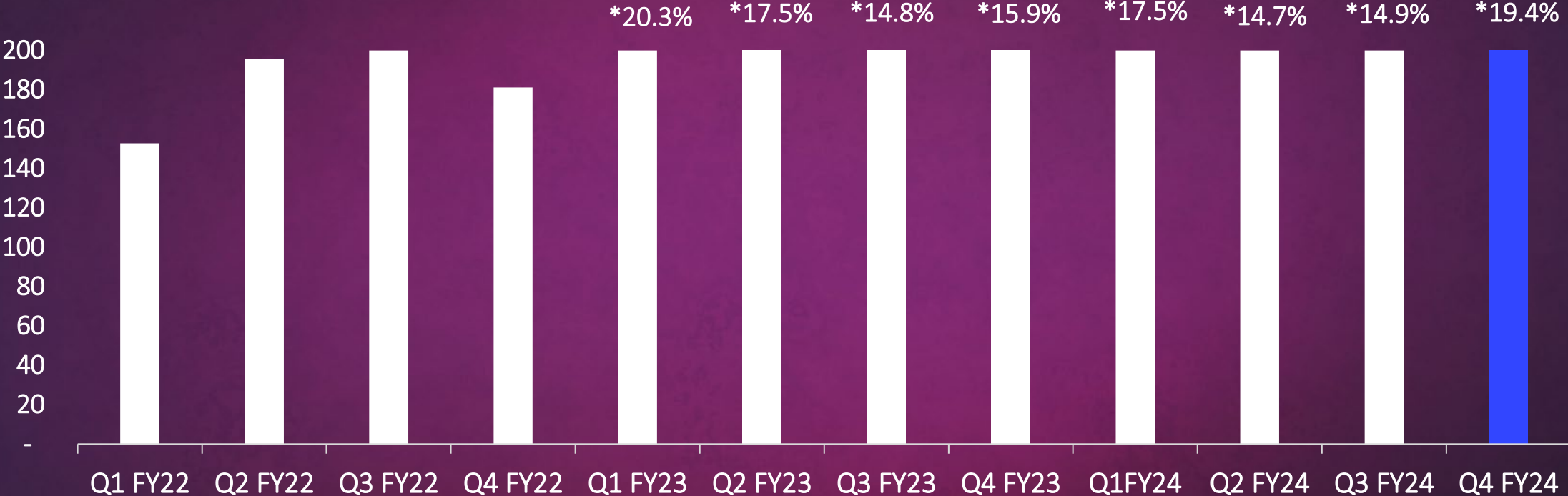


Industrial Business Sustained its High Growth Trajectory



Resilient Double - Digit Volume Growth on 4 Year Compounded Growth Rate Basis

Decorative Business (India)



Quarterly Representation of Volumes Sold on Base of Q1 FY19 as 100
**% represents 4 Year Compounded Growth Rate*

Key Performance Drivers

- ❑ Overall, a weak demand environment in Q4
 - Demand in rural areas especially impacted by overall inflationary pressures
- ❑ Double-digit volume growth in urban markets in Q4; Rural markets grew a tad slower
- ❑ Q4 mix led by Economy range; Luxury range also saw good traction
 - Downtrading leading to slower growth in Premium product range
- ❑ Continued expansion of distribution footprint
 - Catering to over 1.63 lakh retail touchpoints

- ❑ Projects / Institutional Business continued to grow well
 - Largely driven by Builder & Factories segment. Pre-election slowdown in Govt. sector visible
- ❑ Maintained strong growth in Smartcare Waterproofing in Q4
 - Benefiting the Projects business with its wide range offerings
- ❑ Continued our focus on innovation
 - New products contributed to ~11% of overall revenues in Q4

Investments to Support Next Phase of Growth

| Capex in Progress | Status |
|--|---|
| Greenfield water-based paint manufacturing facility with a capacity of 4 lakh KL p.a. (Madhya Pradesh) | Completed land acquisition; Statutory approval process WIP. Targeting completion by CY28 |
| Brownfield Capacity Enhancement (from 17.3 to 22.7 lakh KL p.a. across Kasna, Khandala, Ankleshwar, Mysuru) | <ul style="list-style-type: none"> • Khandala & Kasna expansions complete augmenting capacity by 1.2 lakh KL p.a. • Ankleshwar & Mysuru expansion on track. Targeting completion in the current year |
| Backward Integration for VAM-VAE/ White Cement | <ul style="list-style-type: none"> • VAM-VAE: Environment Clearance received; Civil work has commenced; Targeting completion by CY26 • White Cement: Civil construction started; Targeting commissioning of plant in CY25 |

VAM: Vinyl Acetate Monomer ; VAE: Vinyl Acetate Ethylene Emulsion

White Cement JV established for setting manufacturing capacity in Fujairah, UAE

Revolutionizing the Industry with Neo Bharat Latex Paint

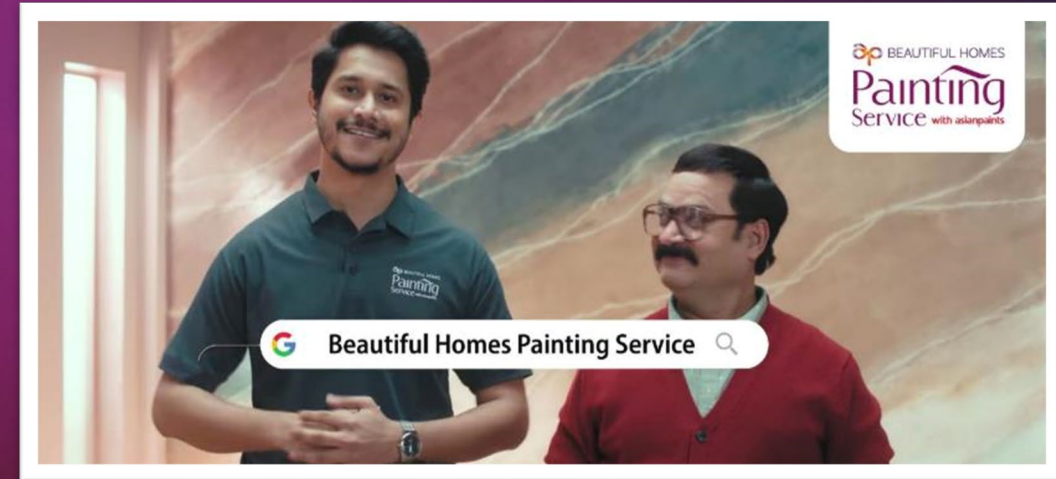


Penetrating the unorganized segment with a branded solution which is smart, affordable & accessible to consumers

Har Ghar Khelega, Har Ghar Khilega | Colours of Progress

Creating Differentiation in the Market

- ❑ Innovation for every consumer segment across products and services
 - Neo Bharat Latex to Royal Glitz
 - Beautiful Homes Painting Services
 - New products contribute in double digits to overall revenue, 11%+ for FY24
 - Highest number of patents granted in the industry
- ❑ Investing in our Brand; Deepening the emotional connect with consumers
 - Reinforcing the proposition of ‘Har Ghar Kuch Kehta Hai’
 - Extensive digital and social marketing
 - Democratizing décor through street art
- ❑ Stakeholder relationships – key for success
 - Maintaining our deep dealer connect; Ensuring they grow with us - creating and sustaining a “win-win” relationship
 - Upskilling of contractors – 6.8 lakh contractors trained at our Colour Academies in FY’24; 33% increase from FY’23
 - Continuous engagement with the Architects, Interior Designer community



COLOUR NEXT: 2 Decades+ of Colour Forecasting

*Collaborating with experts mapping
consumer behavior, consumption patterns,
socio-cultural sentiments & lifestyle shifts*



*Into the Deep “Embracing the Fantastical
Depths of Oceanic Marvels”*



*Soil “Refining the Earth into Modern
Sanctuaries”*

*Indo Futurism “India’s Retro-Futuristic Cultural
Tapestry”*



*Terra: Colour of the Year representing
“Strong Sense of Grounding & Belonging”*



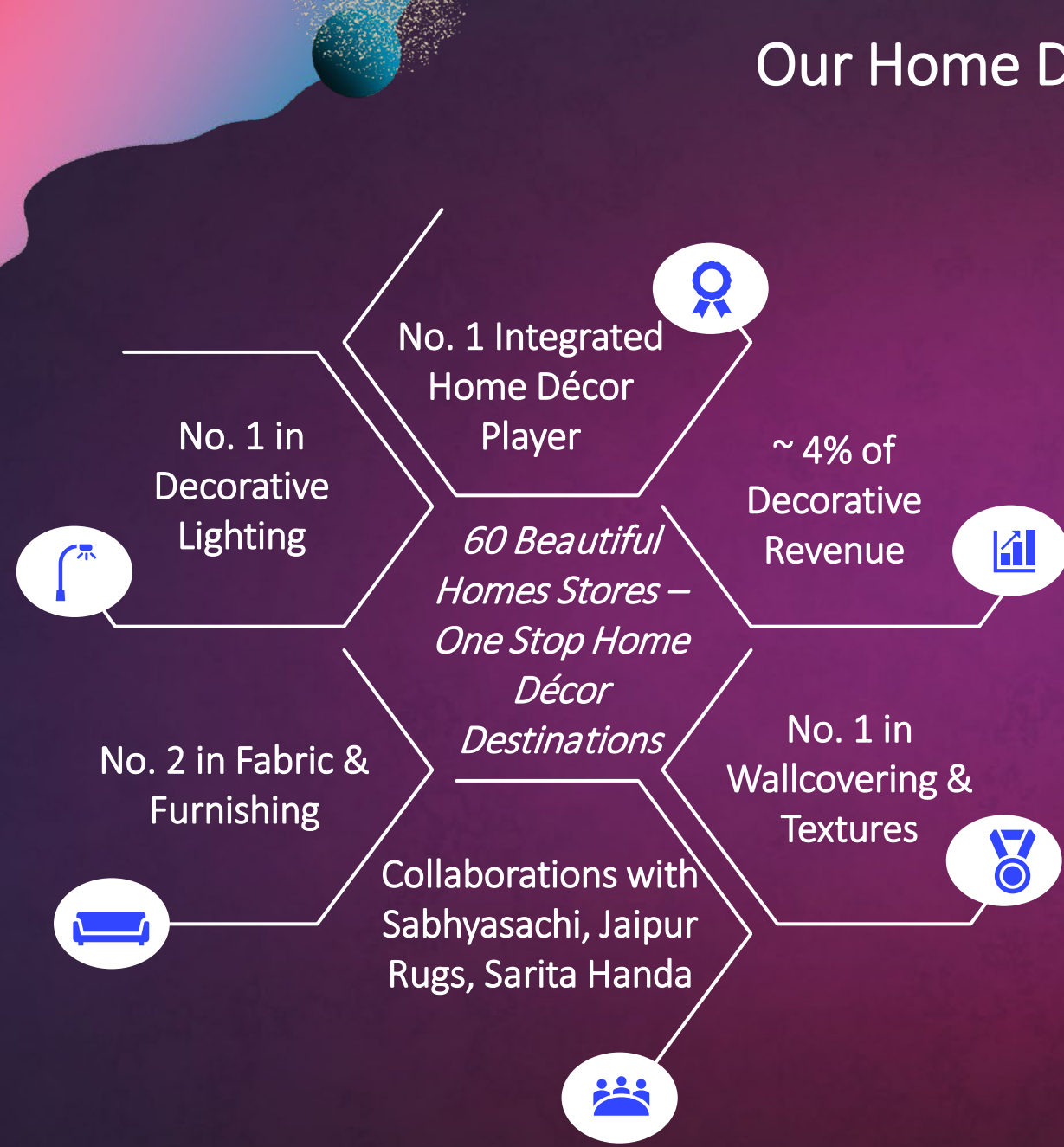
*Goblin Mode “Joyful Surrender to One’s
Authentic Self”*





HOME DÉCOR BUSINESS

Our Home Décor Foray



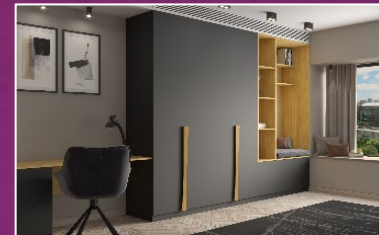
Kitchen, Kitchen Hardware & Components



Bath & Sanitary



Designer and General Tiles



Wardrobes and Vanities



Fabric and Furnishing



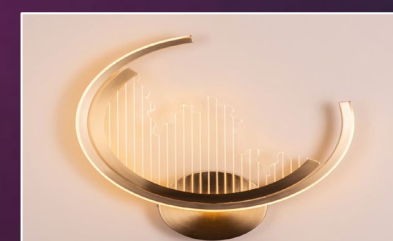
Designer Wallpaper



Furniture



Rugs

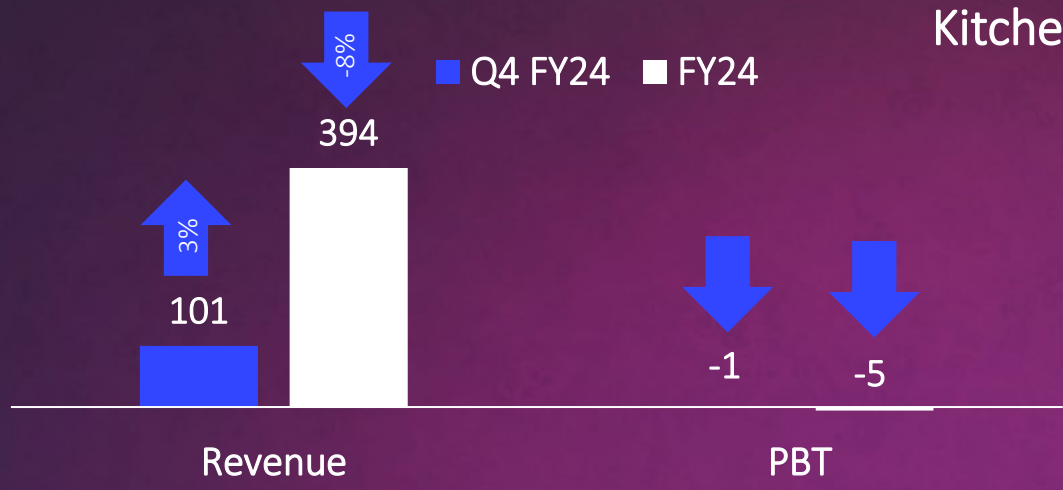


Lighting Solutions



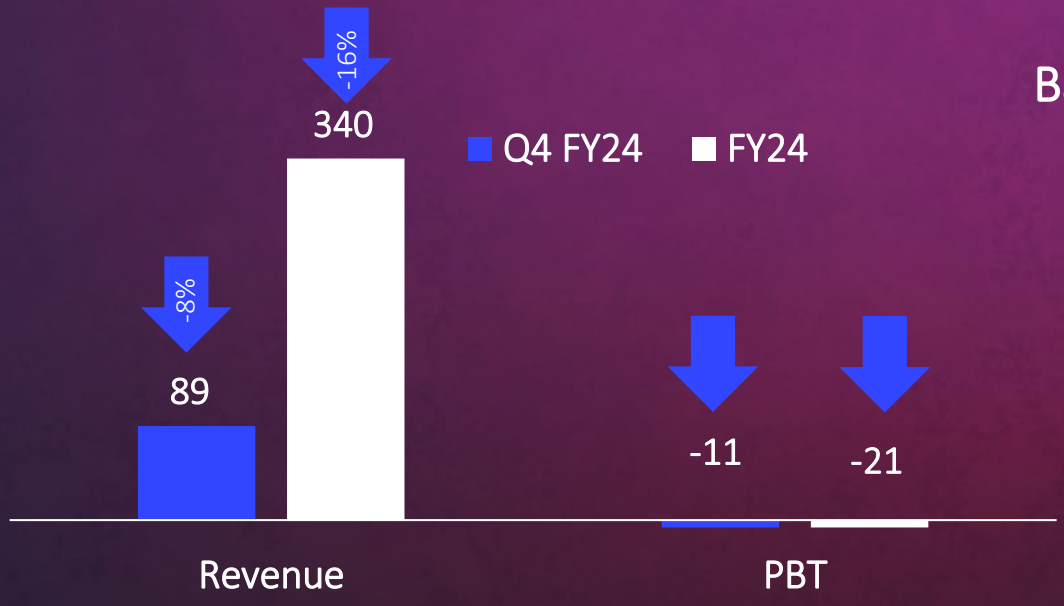
uPVC Windows and Doors

Kitchen & Bath: Difficult Demand Conditions Gaining from Synergies with Beautiful Homes Network



Kitchen Business

- ~3% growth in revenue in Q4 post 5 quarters of de-growth
 - Efforts centered around expansion of reach
- Strong focus on driving operational efficiencies & cost rationalization
 - Resulted in positive PBDIT for all 4 quarters of FY24



Bath Business

- De-growth of 8% in Q4 due to weak demand trend at industry level; Seeing slow pick up in revenue over last 3 quarters
- Working on product innovation that elevates user experience

(figures in columns in ₹. crs)

White Teak & Weatherseal: Expanding our Home Décor Offerings

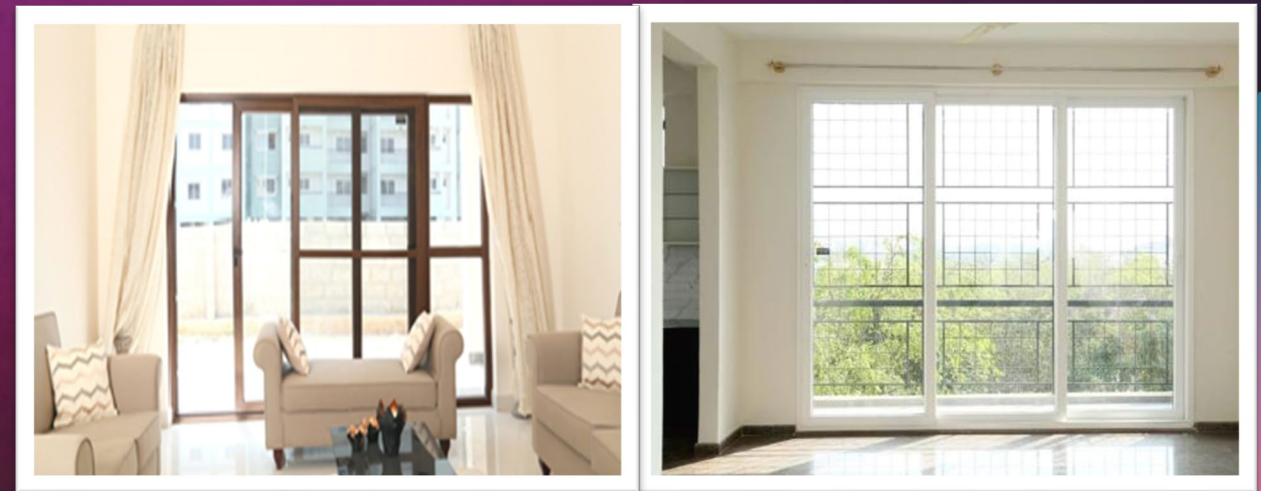
White Teak (Offering Decorative & Designer Lights)

- Net Sales of ₹ 47.7 crs in Q4 with 33% growth; Full year sales at ₹ 133.4 crs, growth of 23%

Weatherseal (uPVC Windows and Doors)

- Net Sales of ₹ 15.6 crs in Q4 with 63% growth, more than doubling of revenue in FY24 at ₹ 51.7 crs

Growth from extended product offerings,
Expanded reach and synergies with our
Beautiful Homes Network

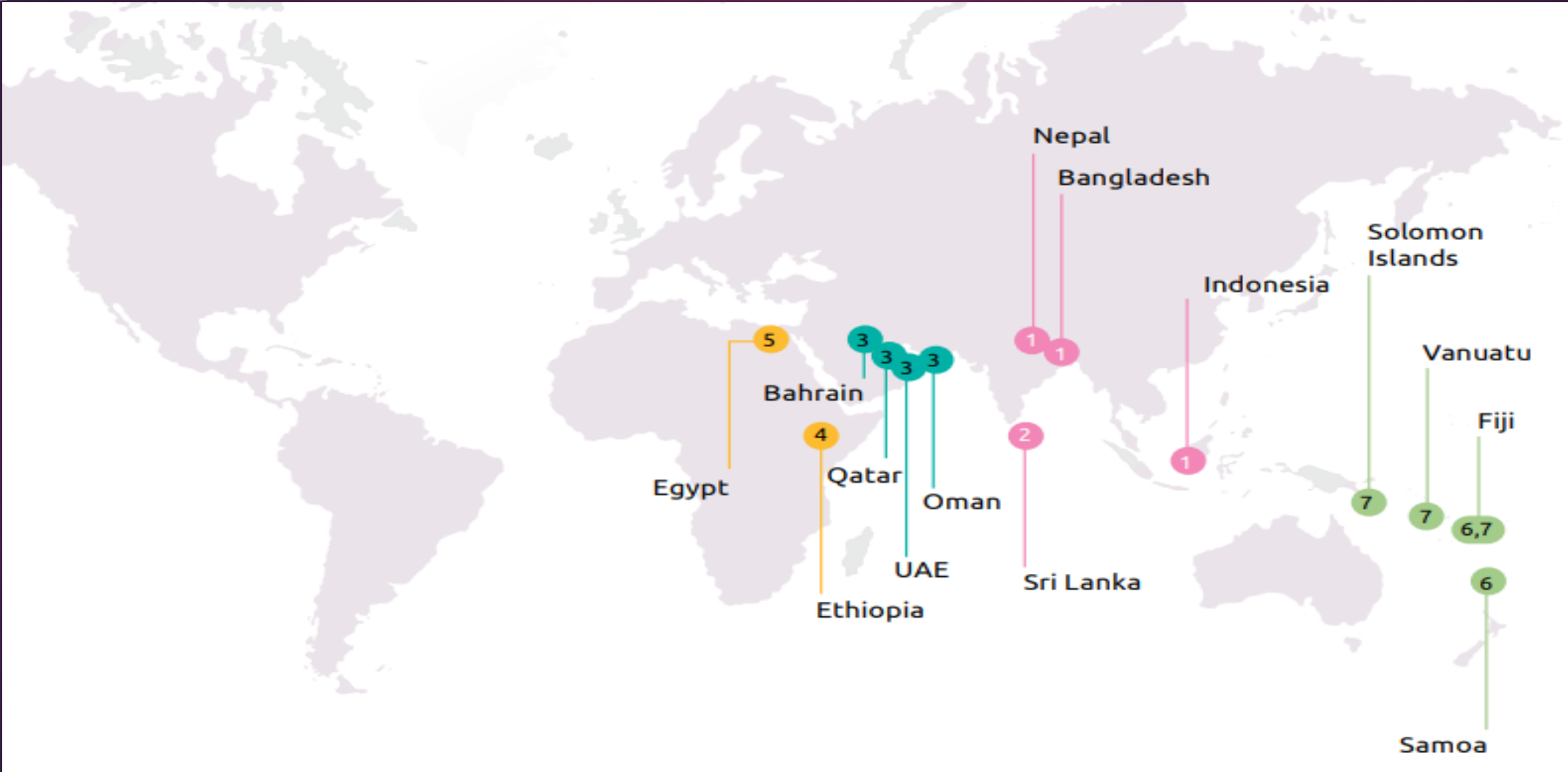




In their 10th year of association, Sabyasachi with Asian Paints presented their Paris-Kolkata collection of wallpapers and fabrics

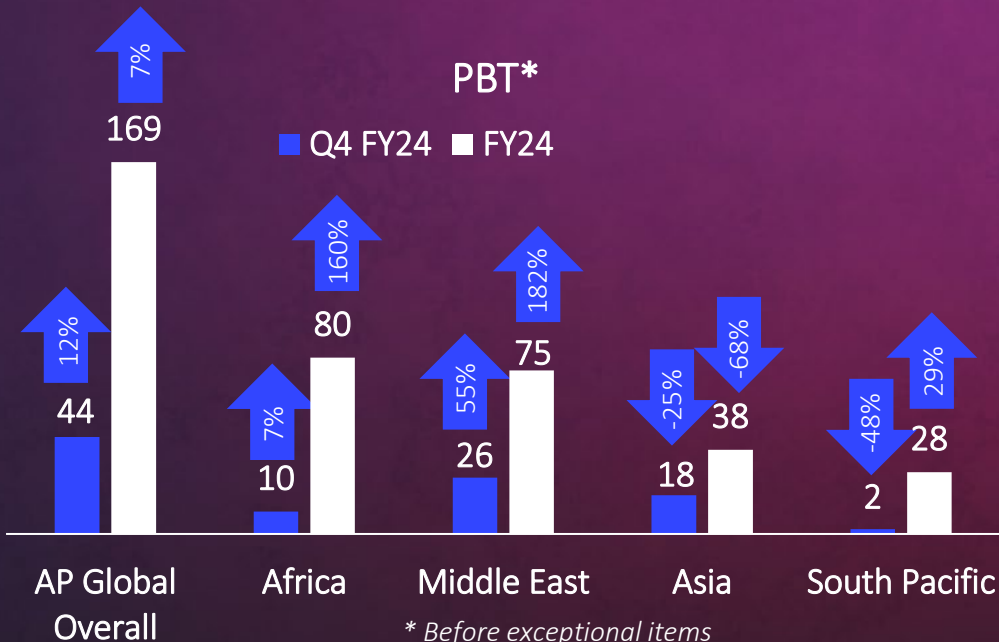
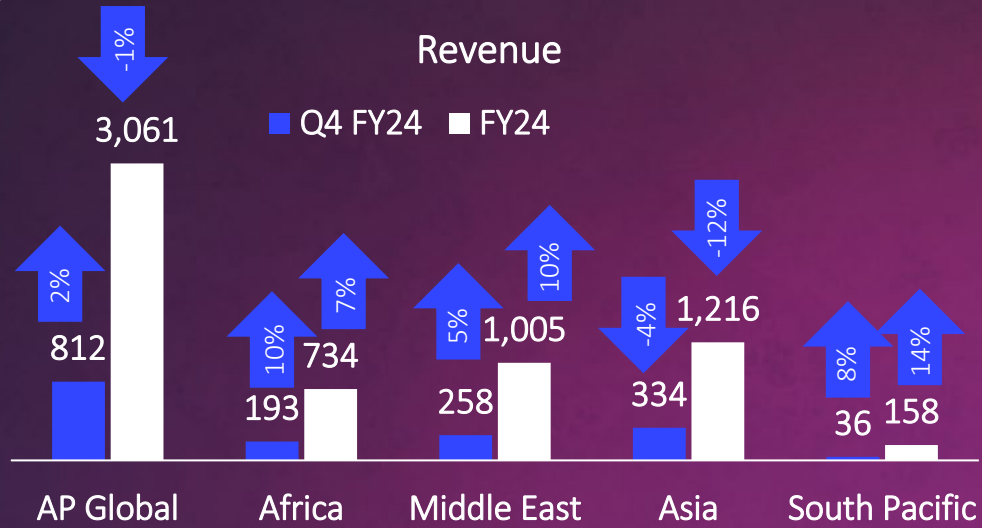


International Business



Strengthened Profitability Undeterred by Macro-economic Headwinds

International Business

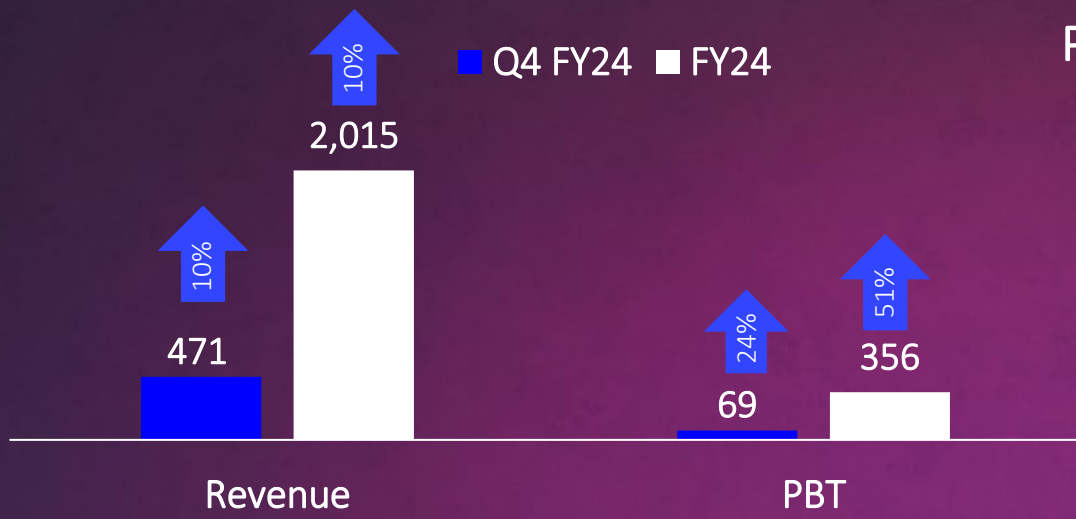


* Before exceptional items
(figures in columns in ₹. crs)

- Q4 growth of 2% in INR terms; Double-digit growth ex-Nepal
- Sturdy growth in Africa & Middle East
- Continuation of a subdued performance in Asian markets:
 - Liquidity crunch & adverse macroeconomic situation impacting sales in Nepal
 - Slower industry growth influenced Bangladesh sales
 - Stabilizing economic conditions supported by currency appreciation aided revenue recovery in Sri Lanka
- Full year 1% de-growth in INR terms; high single digit growth ex-Nepal
- Q4 improvement in profitability driven by operating efficiencies

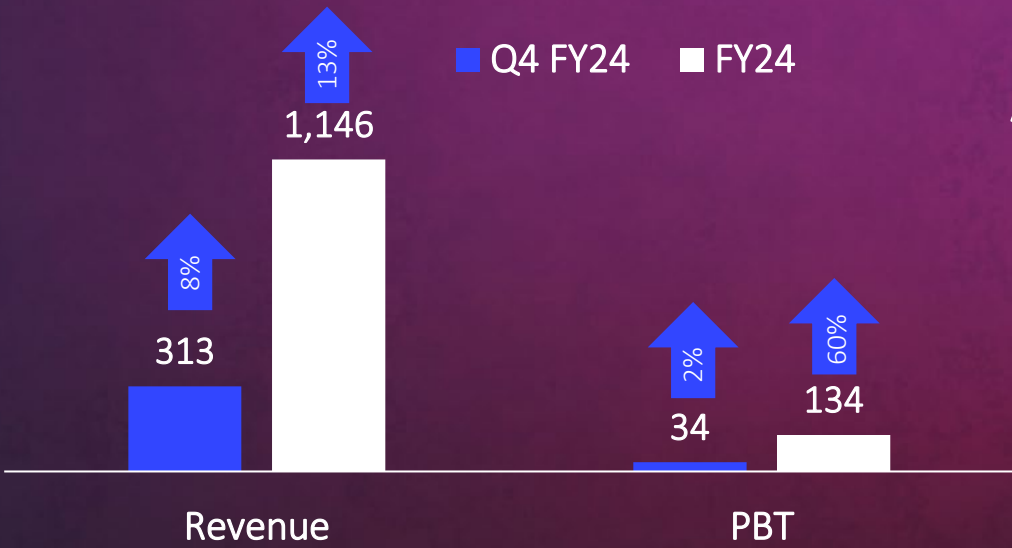
Industrial Business Growing in Strength

Industrial Business



PPGAP

- Double-digit revenue growth in Q4 & FY24; benefiting from growth in Auto OEM segment
- Moderating raw material prices led to improvement in margins
 - FY24 PBT margin at 17.7% vs. 12.9% last year

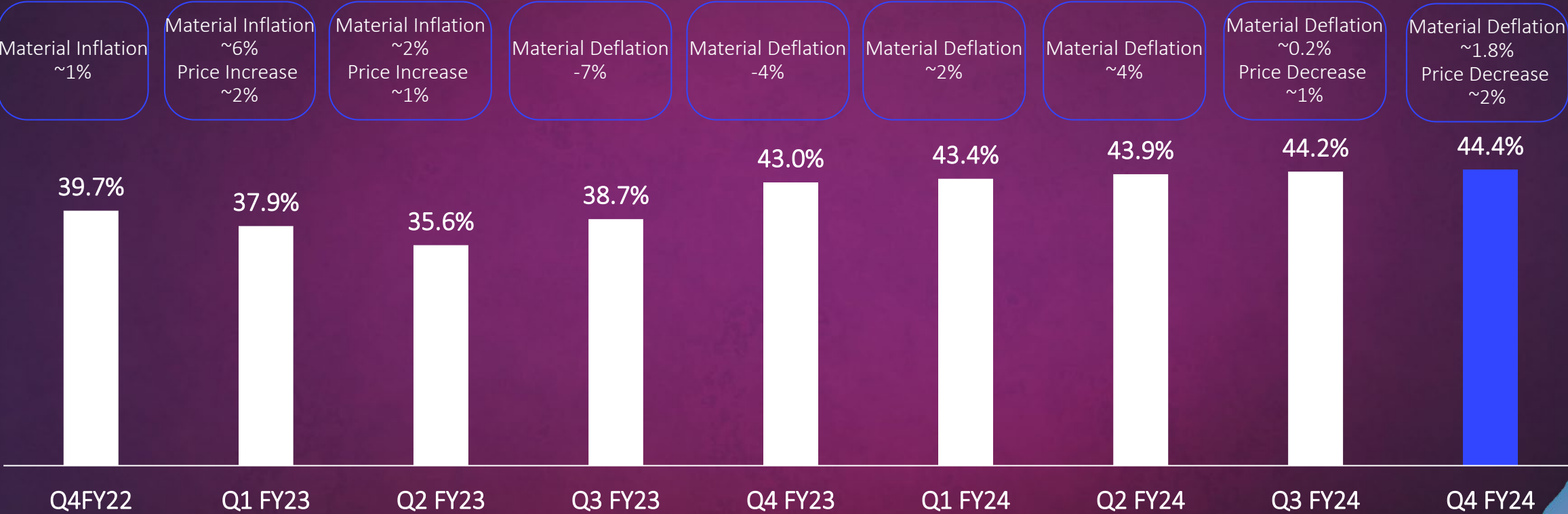


APPPG

- Record revenue in Q4, double-digit revenue growth in FY24 driven by Protective & Powder coating segments
- Q4 PBT margin at 10.7%, FY24 PBT margin at 11.7% vs. 8.3% last year

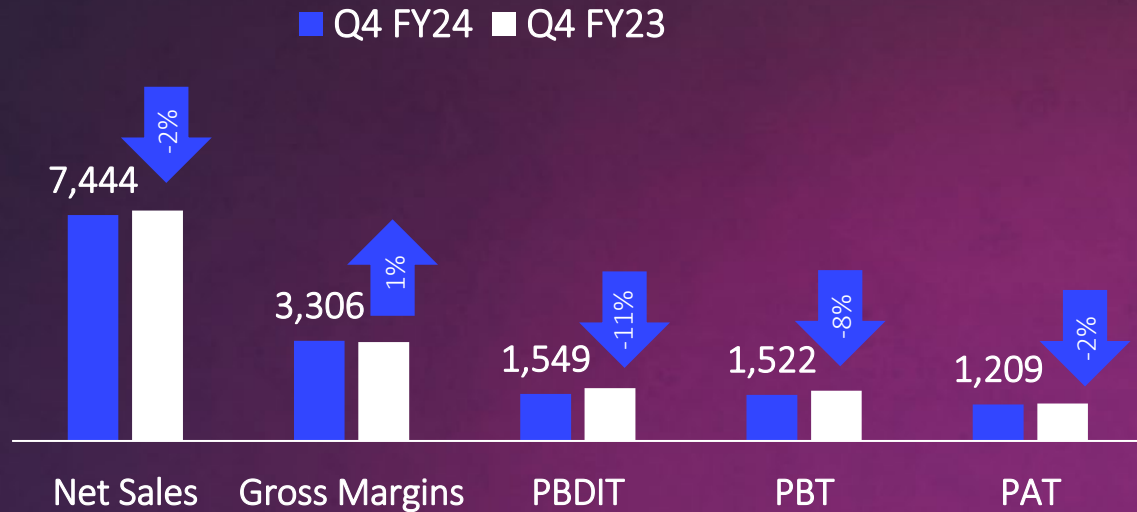
(figures in columns in ₹. crs)

Sustained Gross Margins through Efforts on Sourcing & Formulation Efficiencies



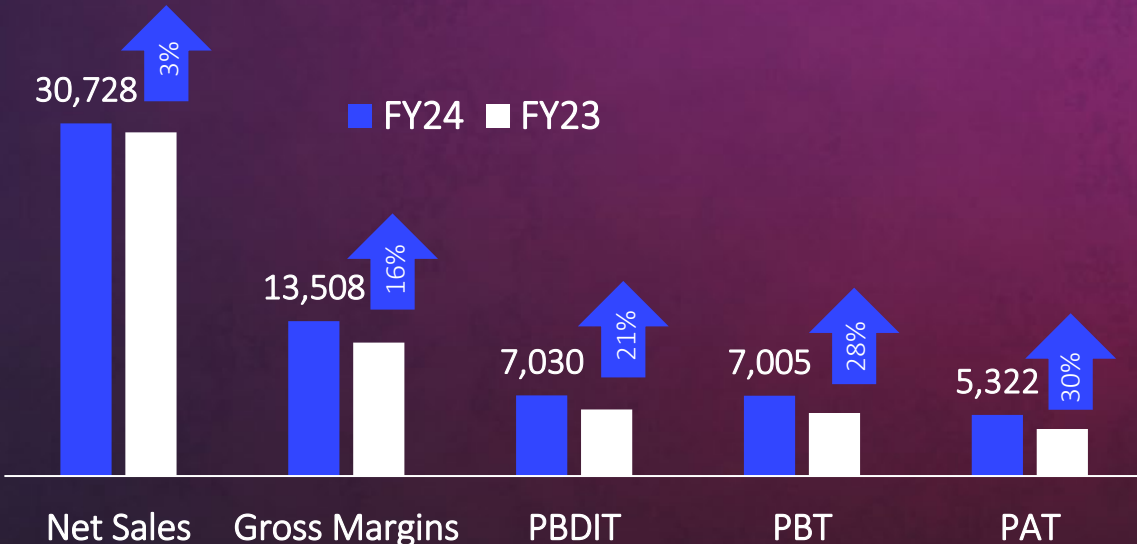
Gross margin shown here is at standalone level & as a % of Net sales

Summary Standalone Financials



Q4

- Net Sales de-growth of ~2% driven by price cuts & downtrading despite double-digit volume growth
- Gross margins at 44.4% in Q4; 140 bps improvement over Q4 last year; Driven by softening raw material prices and sourcing & formulation efficiencies
- Above margin buffer reinvested in our brand; Leading to PBDIT margin at 20.8% vs. 23.0% in Q4 last year

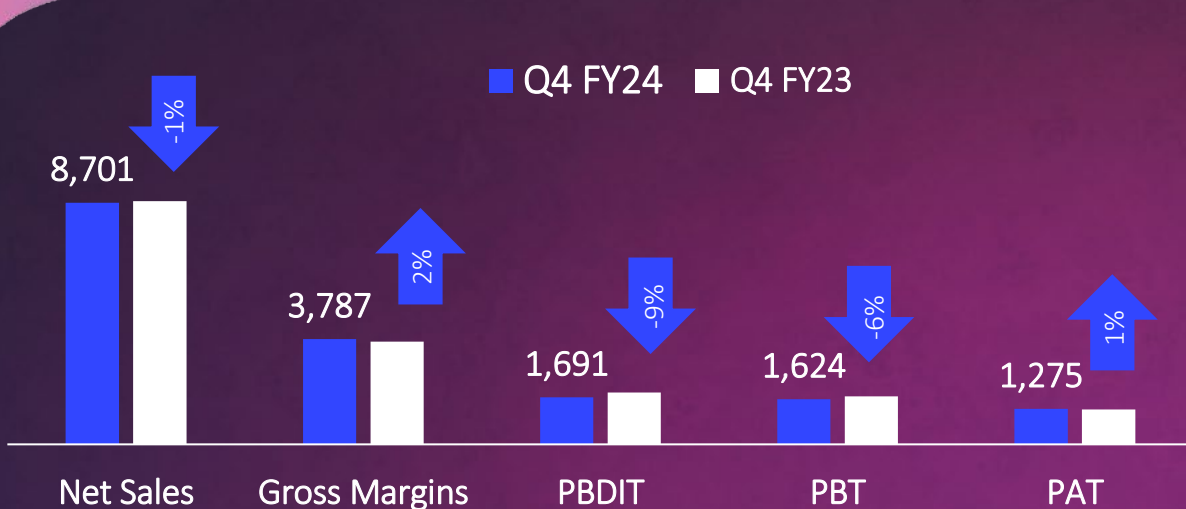


FY24

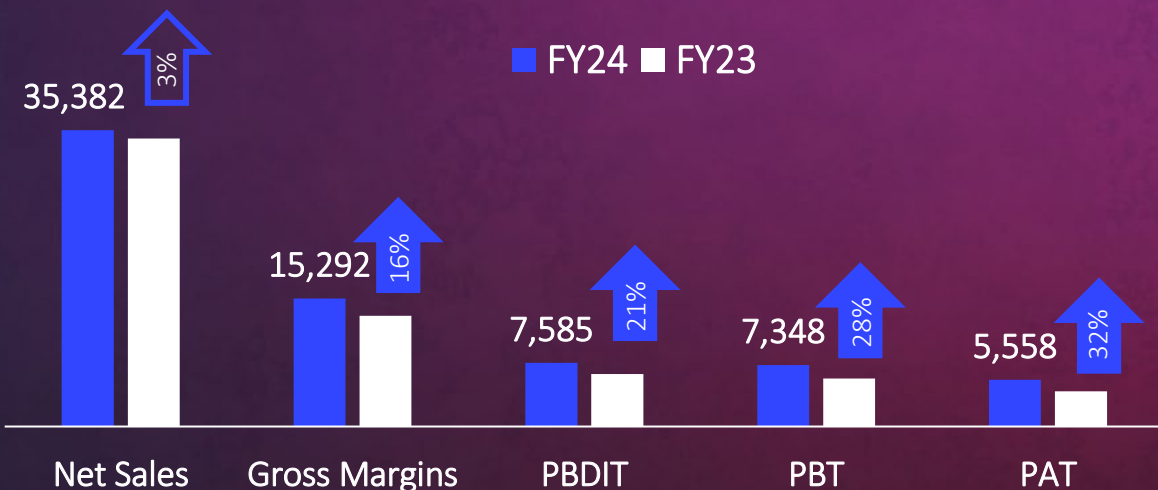
- Net Sales growth of ~3%
- Gross margins at 44%; 520 bps improvement over last year
- PBDIT margin at 22.9% vs. 19.4% last year

(figures in columns in ₹. crs)

Summary Consolidated Financials



- Net Sales de-growth of ~1%
- Gross margins at 43.5% in Q4; 120 bps improvement over Q4 last year; Supported by better gross margins even in Industrial Business
- PBDIT margin at 19.4% vs. 21.3% in Q4 last year



- Net Sales growth of ~3%
- Gross margins at 43.2%; 480 bps improvement over last year
- PBDIT margin at 21.4% vs. 18.2% last year

(figures in columns in ₹. crs)

Consistently Rewarding Shareholders



Dividend Payout %

(figures in columns in ₹ per share)

- Board of Directors recommended final dividend of ₹ 28.15 / share (2815%)
- Interim dividend of ₹ 5.15 / share (515%) declared in Oct'23
- Total dividend for FY24 at ₹ 33.30/ share, dividend payout of 60%
- Dividend increase of 30% over FY23

Outlook for FY25

- ❑ Rural markets seem to be picking up and we expect Q1 demand to be supported by that sentiment. Strong focus on the bottom of the pyramid which offers good potential to grow and enlarge the pie
- ❑ B2B business expected to pick up in Q2 post election results and we anticipate strong growth in Government/ Infrastructure/construction business
- ❑ Monsoon prediction is normal which would support Q2 sentiment and performance
- ❑ Watchful on geo-political developments and its impact on raw material prices
 - Could lead to increased volatility in some key inputs
- ❑ Focused on further strengthening growth in the Industrial Business and scaling up and expanding our footprint across our Home Décor foray
- ❑ On the International Business front - some of our key geographies, especially Nepal & Egypt, are likely to continue seeing macro-economic headwinds which will impact near term performance

ESG at our Core

Environment

- Product Stewardship
- Water Neutrality
- Energy Conservation
- Nature Positive



Governance

- Building a resilient organization
- World-Class Governance
- Building a sustainable and responsible supply chain



Social

- Building Safety Culture
- Energising, Equitable & Inclusive Work Environment
- Community Owner, Customer Celebrations
- Water Stewardship

Near & Medium-Term Sustainability Targets



2030 Target

6x ↑

83% ↑

6.5 ↑

2025 Target

4x ↑

81% ↑

5.0 ↑

Current Status

3.9x ↑

77% ↑

3.5 ↑

Fresh Water Replenishment

Reduction in Specific
Hazardous Waste/KL
Finished Product (kg/KL)

Beneficiaries of
Healthcare Initiatives
(lakhs)



THANK YOU

Continuing our Work of Democratizing Décor

Ukkadum Art District, situated at Coimbatore, continues its initiative to develop into Tamil Nadu's third and India's seventh open-air art gallery, welcoming everyone to experience art in public spaces