The Secretary
BSE Ltd.
Corporate Relationship Dept., $14^{\text {th }}$ floor, P. J. Tower, Dalal Street, Fort Mumbai - 400001
Stock Code - 500331

The Secretary
National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex,
Bandra (E),
Mumbai - 400051
Stock Code - PIDILITIND

## Sub: Investor Update

Dear Sir,
Please find attached the Investor Update for the quarter and year ended $31^{\text {st }}$ March, 2021 and a presentation.

Thanking You,
Yours faithfully,
For Pidilite Industries Limited


Puneet Bansal
Company Secretary
Encl: a/a

Pidilite Industries Limited
Investor Update

Quarter and year ended March 2021

## Financial Highlights

## Coverage

- Financial Highlights
- Business segment wise results
- Overseas subsidiaries performance
- Domestic subsidiaries performance
- Financial Results

| Particulars | Consolidated |  | Standalone |  |
| :--- | ---: | ---: | ---: | ---: |
|  | Quarter <br> Ended <br> Mar'21 | Year <br> Ended <br> Mar'21 | Quarter <br> Ended <br> Mar'21 | Year <br> Ended <br> Mar'21 |
| Sales |  |  |  |  |
| Growth/(Decline) | $45.3 \%$ | (0.0\%) | $41.5 \%$ | $(1.6 \%)$ |
| EBITDA <br> Growth/(Decline) | $52.1 \%$ | $6.5 \%$ | $42.8 \%$ | $4.3 \%$ |

## Investor Communication

This investor update covers the Company's performance for the quarter and year ended $31^{\text {st }}$ March 2021.

## Contact information

Mr. Puneet Bansal, Company Secretary
E-mail: puneet.bansal@pidilite.com
Telephone : 022-2835 7949

## Mumbai, May 12, 2021:

The Consumer and Bazaar (C\&B) segment registered volume and value growth in excess of forty five percent during this quarter. Robust growth was registered across all major categories like adhesives, construction chemicals and DIY segment driven by continued demand momentum in both rural and urban geographies. The Business to Business (B2B) segment posted sequential strong volume and value growth in excess of twenty six percent aided by gradual and consistent pick-up in economic activities.

## Financial Highlights

## January - March 2021

## Consolidated Performance as compared to the same quarter last year:

- Net sales grew by 45.3\% (Excluding PAPL: 38.2\%).
- Material cost as a \% to net sales is higher by 440 Bps vs same quarter last year and 390 Bps vs previous quarter. Gross margins have been impacted due to significant inflation in input costs.
- EBITDA before non-operating income grew by 52.1\% (Excluding PAPL: 40.8\%).
- Profit before tax and Exceptional Items (PBT) grew by 62.6\% (Excluding PAPL: 49.4\%).
- Profit after tax (PAT) grew by 96.3\% (Excluding PAPL 80.2\%).


## Standalone Performance as compared to the same quarter last year:

- Net sales grew by 41.5\%, with underlying sales volume \& mix growth of $39.7 \%$. This was driven by growth of $45.3 \%$ in sales volume \& mix of C\&B and $25.9 \%$ in sales volume \& mix of B2B.
- Material cost as a \% to net sales is higher by 388 Bps over same quarter last year and 317 Bps vs previous quarter.
- EBITDA before non-operating income grew by 42.8\%
- Profit before tax and Exceptional Items (PBT) grew by 43.3\%.
- PAT grew by 73.3\%.


## April - March 2021

## Consolidated Performance as compared to last year ended:

- Net sales reported flat growth (Excluding PAPL declined by 2.4\%).
- Material cost as a \% to net sales is lower by 33 Bps.
- EBITDA before non-operating income grew by 6.5\% (Excluding PAPL grew by 2.7\%).
- Profit before tax and Exceptional Items (PBT) grew flat. (Excluding PAPL declined by 3.8\%).
- PAT grew flat (Excluding PAPL declined by 3.6\%).


## Standalone Performance as compared to last year ended:

- Net sales declined by $1.6 \%$, with underlying sales volume \& mix decline of $2.6 \%$. This was driven by flat sales volume \& mix of C\&B and 7.0\% decline in sales volume \& mix of B2B.
- Material cost as a \% to net sales is lower by 88 Bps.
- EBITDA before non-operating income grew by 4.3\%.
- Profit before tax and Exceptional Items (PBT) declined by $2.6 \%$ mainly due to lower income from investments in current year.
- PAT declined by 1.8\%.

The Company acquired 100\% stake in Pidilite Adhesives Pvt Ltd (PAPL) [Formerly known as Huntsman Advanced Materials Solutions Private Limited (HAMSPL)] on $3^{\text {rd }}$ November 2020.

## Dividend

The Board of Directors have proposed a final dividend of Rs. 8.5 Per share, subject to approval of shareholders at the AGM.

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## Rs Crores



## January - March 2021

- Net sales of Consumer and Bazaar segment grew by 46.4\%. PBIT of C\&B segment grew by 51.4\%.
- Net sales of B2B segment grew by $27.4 \%$. PBIT of B2B segment declined by $18.2 \%$ on account of rising input cost and exchange gains in same quarter last year.


## April - March 2021

- Net sales of Consumer and Bazaar segment grew flat. PBIT of C\&B segment grew by $8.1 \%$.
- Net sales of B2B segment declined by $6.5 \%$. PBIT of B2B segment declined by $34.3 \%$.


## Overseas subsidiaries performance

- The Company has 20 overseas subsidiaries ( 6 direct and 14 step-down) and one joint venture.
- Overseas subsidiaries have reported high double-digit constant currency revenue growth as well as improved earnings growth for the quarter.
- The performance of the following geographies in constant currency terms is detailed below. These are like for like actual reported numbers excluding translations and other consolidation impacts.

Rs Crores

| Sales | Quarter ended |  |  |
| :--- | ---: | ---: | ---: |
|  | March-21 | March-20 | Growth |
| Asia | 69.6 | 56.4 | $23.5 \%$ |
| Middle East and Africa | 48.8 | 40.3 | $21.0 \%$ |
| Americas | 56.6 | 38.8 | $45.9 \%$ |
| Total | $\mathbf{1 7 5 . 0}$ | $\mathbf{1 3 5 . 5}$ | $\mathbf{2 9 . 2 \%}$ |


| Year ended |  |  |
| ---: | ---: | ---: |
| March-21 | March-20 | Growth |
| 226.0 | 233.9 | $-3.4 \%$ |
| 156.0 | 155.7 | $0.2 \%$ |
| 244.5 | 189.3 | $29.2 \%$ |
| 626.5 | 578.9 | $\mathbf{8 . 2 \%}$ |

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| EBITDA | Quarter ended |  |  |
| :--- | ---: | ---: | ---: |
|  | March-21 | March-20 | Growth |
| Asia | 12.8 | 7.9 | $61.4 \%$ |
| Middle East and Africa | -1.8 | -0.9 | $-98.2 \%$ |
| Americas\# | 1.6 | -7.2 | $122.2 \%$ |
| Total\# | $\mathbf{1 2 . 6}$ | $\mathbf{- 0 . 2}$ | $\mathbf{8 2 2 7 . 2 \%}$ |


| Year ended |  |  |
| ---: | ---: | ---: |
| March-21 | March-20 | Growth |
| 37.0 | 28.7 | $28.7 \%$ |
| -6.3 | -5.5 | $-13.4 \%$ |
| 42.1 | 1.4 | $2955.3 \%$ |
| 72.8 | $\mathbf{2 4 . 6}$ | $\mathbf{1 9 6 . 4 \%}$ |

\# Including diminution in investments Rs 3.6 Cr in current quarter and one of tax provision of Rs 6.60 Cr in same quarter last year and tax gain of Rs 9.5 Cr pertaining to earlier years in current year.

## Domestic subsidiaries performance

- The Company has 15 domestic subsidiaries and 1 partnership firms.
- The performance of major subsidiaries is detailed below. These are like for like actual reported numbers excluding consolidation impacts.

Rs Crores

| Sales | Quarter Ended |  |  |
| :--- | ---: | ---: | ---: |
|  | Mar '21 | Mar '20 | Growth |
| Nina Percept Pvt Ltd | 72.1 | 70.0 | $3.0 \%$ |
| ICA Pidilite Pvt Ltd | 61.5 | 39.2 | $57.0 \%$ |
| Cipy Polyurethane Pvt Ltd | 33.1 | 30.9 | $7.1 \%$ |
| Others | 25.3 | 15.3 | $65.3 \%$ |
| Total (excl. PAPL) | $\mathbf{1 9 2 . 0}$ | $\mathbf{1 5 5 . 4}$ | $\mathbf{2 3 . 5 \%}$ |
| Pidilite Adhesives Pvt Ltd | 109.6 | - | -na- |
| Total | $\mathbf{3 0 1 . 6}$ | $\mathbf{1 5 5 . 4}$ | $\mathbf{9 4 . 1 \%}$ |


| Year Ended |  |  |
| ---: | ---: | ---: |
| Mar '21 | Mar '20 | Growth |
| 176.6 | 267.8 | $-34.0 \%$ |
| 178.2 | 185.8 | $-4.1 \%$ |
| 89.7 | 121.4 | $-26.1 \%$ |
| 71.7 | 61.1 | $17.3 \%$ |
| 516.2 | 636.1 | $-18.8 \%$ |
| 168.3 | - | -na- |
| 684.5 | 636.1 | $7.6 \%$ |

Rs Crores

| EBITDA | Quarter Ended |  |  | Year Ended |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | :---: |
|  | Mar '21 | Mar '20 | Growth | Mar '21 | Mar '20 | Growth |  |
| Nina Percept Pvt Ltd | -3.9 | -1.7 | $-138.0 \%$ | -26.9 | 11.5 | $-333.9 \%$ |  |
| ICA Pidilite Pvt Ltd | 6.3 | 4.0 | $57.6 \%$ | 25.2 | 24.1 | $4.5 \%$ |  |
| Cipy Polyurethane Pvt Ltd | 4.8 | 2.6 | $83.8 \%$ | 1.6 | 15.4 | $-89.4 \%$ |  |
| Others | 0.9 | 2.0 | $-55.7 \%$ | -0.7 | 6.3 | $-111.7 \%$ |  |
| Total (excl. PAPL) | $\mathbf{8 . 1}$ | $\mathbf{6 . 9}$ | $\mathbf{1 6 . 4 \%}$ | $\mathbf{- 0 . 8}$ | $\mathbf{5 7 . 3}$ | $\mathbf{- 1 0 1 . 5 \%}$ |  |
| Pidilite Adhesives Pvt Ltd | 34.3 | - | - na- | 60.3 | - | - na- |  |
| Total | $\mathbf{4 2 . 4}$ | $\mathbf{6 . 9}$ | $\mathbf{5 1 2 . 1 \%}$ | $\mathbf{5 9 . 5}$ | $\mathbf{5 7 . 3}$ | $\mathbf{3 . 8 \%}$ |  |

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## PIDILITE INDUSTRIES LIMITED

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Email address : investor.relations@pidilite.co.in Website : www.pidilite.com CIN : L24100MH1969PLC014336

STATEMENT OF STANDALONE FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31.03.2021
Rs Crores

@ For the period only and not annualised
See accompanying Notes to Financial Results

Rs Crores

| Sr. <br> No. | Particulars | For the Quarter ended |  |  | For the Year ended |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 31.03.2021 | 31.12.2020 | 31.03.2020 | 31.03.2021 | 31.03.2020 |
|  |  | Unaudited | Unaudited | Unaudited | Audited | Audited |
| 1 | Segment Revenue <br> a) Consumer \& Bazaar Products <br> b) Business to Business <br> c) Others | $\begin{array}{r} 1450.97 \\ 420.73 \\ 17.40 \end{array}$ | $\begin{array}{r} 1597.54 \\ 378.62 \\ 12.17 \end{array}$ | $\begin{array}{r} 993.93 \\ 333.23 \\ 15.12 \end{array}$ | $\begin{array}{r} 4998.16 \\ 1282.73 \\ 38.53 \end{array}$ | $\begin{array}{r} 4999.82 \\ 1377.87 \\ 76.45 \end{array}$ |
|  | Total | 1889.10 | 1988.33 | 1342.28 | 6319.42 | 6454.14 |
|  | Less : Inter Segment Revenue | 32.09 | 31.63 | 23.73 | 103.09 | 121.55 |
|  | Revenue from Operations | 1857.01 | 1956.70 | 1318.55 | 6216.33 | 6332.59 |
| 2 | Segment Results <br> a) Consumer \& Bazaar Products <br> b) Business to Business <br> c) Others | $\begin{array}{r} 429.46 \\ 60.61 \\ 1.41 \end{array}$ | $\begin{gathered} 591.06 \\ 57.61 \\ (0.52) \end{gathered}$ | $\begin{array}{r} 283.74 \\ 74.06 \\ (1.08) \\ \hline \end{array}$ | $\begin{array}{r} 1658.63 \\ 167.58 \\ (1.84) \end{array}$ | $\begin{array}{r} 1533.86 \\ 254.96 \\ (4.55) \\ \hline \end{array}$ |
|  | Total | 491.48 | 648.15 | 356.72 | 1824.37 | 1784.27 |
|  | Less: i) Finance Costs <br> ii) Other Unallocable Expenditure net of Unallocable Income | 4.39 111.22 | 6.23 93.06 | 3.70 90.69 | 16.99 350.30 | 13.40 274.64 |
|  | Total Profit Before Exceptional Item and Tax | 375.87 | 548.86 | 262.33 | 1457.08 | 1496.23 |
|  | Exceptional Items | - | - | 37.04 | 0.45 | 59.28 |
|  | Total Profit Before Tax | 375.87 | 548.86 | 225.29 | 1456.63 | 1436.95 |
| 3 | Segment Assets |  |  |  |  |  |
|  | a) Consumer \& Bazaar Products | 2724.66 | 2471.65 | 2256.02 | 2724.66 | 2256.02 |
|  | b) Business to Business | 979.15 | 852.24 | 786.05 | 979.15 | 786.05 |
|  | c) Others | 20.53 | 9.35 | 76.36 | 20.53 | 76.36 |
|  | d) Unallocated | 3899.07 | 3997.42 | 2700.63 | 3899.07 | 2700.63 |
|  | Total Segment Assets | 7623.41 | 7330.66 | 5819.06 | 7623.41 | 5819.06 |
| 4 | Segment Liabilities |  |  |  |  |  |
|  | a) Consumer \& Bazaar Products | 1208.22 | 1103.76 | 905.78 | 1208.22 | 905.78 |
|  | b) Business to Business | 395.70 | 347.71 | 289.00 | 395.70 | 289.00 |
|  | c) Others | 1.74 | 1.93 | 4.77 | 1.74 | 4.77 |
|  | d) Unallocated | 456.53 | 595.45 | 154.69 | 456.53 | 154.69 |
|  | Total Segment Liabilities | 2062.19 | 2048.85 | 1354.24 | 2062.19 | 1354.24 |

The Company operates in two business segments namely Consumer \& Bazaar (C\&B) and Business to Business (B2B). C\&B segment covers sale of products mainly to end consumers which are retail users such as carpenters, painters, plumbers, mechanics, households, students, offices, etc. Sale consists of mainly Adhesives, Sealants, Art and craft Materials and Construction and paint Chemicals. B2B covers sale of products to end customers which are mainly large business users. This includes Industrial Products (IP) such as adhesives, synthetic resins, organic pigments, pigment preparations, construction chemicals (projects), surfactants, etc. and caters to various industries like packaging, textiles, paints, joineries, printing inks, paper, leather, etc. Others includes sale of speciality acetates, raw materials etc.

Unallocated Segment Assets as at 31st March 2021 include the following:-
a) Investments in units of mutual funds, debenture, bonds, preference shares, term deposits with banks, etc Rs. 334.51 Crores (31st December 2020 Rs. 512.83 Crores, 31st March 2020 Rs. 1527.23 Crores).

STANDALONE STATEMENT OF ASSETS AND LIABILITIES AS AT 31.03.2021


|  |  | Rs Crores |
| :---: | :---: | :---: |
|  | For the year ended |  |
| Particulars | $\begin{array}{r} \hline 31.03 .2021 \\ \text { Audited } \\ \hline \end{array}$ | $\begin{array}{r} 31.03 .2020 \\ \text { Audited } \\ \hline \end{array}$ |
| A] Cash Flows from Operating Activities |  |  |
| Profit before tax | 1,456.63 | 1,436.95 |
| Adjustments for: |  |  |
| Finance costs recognised in Statement of Profit and Loss | 16.99 | 13.40 |
| Interest income recognised in Statement of Profit and Loss | (12.78) | (5.93) |
| Dividend income recognised in Statement of Profit and Loss | (2.78) | (13.38) |
| Loss / (Profit) on disposal of Property, Plant and Equipment | 5.85 | (2.67) |
| Net gain arising on financial assets designated at FVTPL | (39.99) | (110.39) |
| Allowance for Doubtful Debts | 3.73 |  |
| Exceptional Item - Impairment in value of Assets and Investments | 0.45 | 59.28 |
| Depreciation, Amortisation and Impairment Expense | 147.10 | 125.79 |
| Unrealised foreign exchange gain (net) | (1.88) | (0.15) |
| Provision for Employee Benefits | 7.89 | (11.36) |
| Write back of allowance for doubtful debts / advance to vendors |  | (5.80) |
| Expense recognised in respect of Equity-Settled Share-Based Payments | 17.28 | 14.31 |
| Operating profits before Working Capital changes | 1,598.49 | 1,500.05 |
| Movements in Working Capital: |  |  |
| (Increase)/Decrease in Operating Assets |  |  |
| Trade Receivables | (200.06) | (17.94) |
| Inventories | (240.47) | 3.81 |
| Non-Current Loans | (0.78) | (1.10) |
| Current Loans | (7.87) | (10.00) |
| Other Non-Current Financial Assets | 0.02 | 5.39 |
| Other Current Financial Assets | 0.89 | 1.02 |
| Other Non-Current Non Financial Assets | (27.80) | 2.83 |
| Other Current Non Financial Assets | 13.39 | (25.70) |
| Increase/(Decrease) in Operating Liabilities |  |  |
| Trade Payables | 296.34 | 37.89 |
| Other Current Financial Liabilities | 121.42 | 113.99 |
| Other Non-Current Financial Liabilities | 6.37 | (38.75) |
| Other Current Non Financial Liabilities | (17.40) | 32.60 |
| Cash generated from Operations | 1,542.54 | 1,604.09 |
| Taxes paid (net of refunds) | (342.02) | (375.92) |
| Net Cash generated from Operating Activities [A] | 1,200.52 | 1,228.17 |
| B] Cash Flows from Investing Activities |  |  |
| Payments for purchase of Property, Plant and Equipment, Other Intangible Assets \& Capital | (323.97) | (398.87) |
| Proceeds from disposal of Property, Plant and Equipment \& Other Intangible Assets | 1.76 | 5.03 |
| Net Cash outflow on acquisition / Investment in Subsidiaries | $(2,109.95)$ | (127.44) |
| Payments to purchase Investments | $(2,898.47)$ | $(1,305.53)$ |
| Proceeds on sale of Investments | 3,634.27 | 1,907.30 |
| Payment towards Share Application Money | - | (18.74) |
| Decrease in Bank Deposits | 1.42 | 53.67 |
| Decrease / (Increase) in Other Bank Balances | 0.69 | (1.40) |
| Interest received | 12.78 | 5.93 |
| Dividend received | 2.78 | 13.38 |
| Net cash (used) /generated in Investing Activities [B] | $(1,678.69)$ | 133.33 |
| C] Cash Flows from Financing Activities |  |  |
| Proceeds from Borrowings | 305.00 |  |
| Repayment of Borrowings | (250.00) | - |
| Proceeds from issue of Equity shares of the Company | 0.01 | 0.01 |
| Payment of Lease Liabilities | (24.08) | (25.05) |
| Dividends paid on Equity Shares (including tax thereon) | (0.69) | (825.36) |
| Interest paid | (11.53) | (7.32) |
| Net cash generated/ (used) in Financing Activities [C] | 18.71 | (857.72) |
|  |  |  |
| Net (decrease) / increase in Cash and Cash Equivalents [A+B+C] | (459.46) | 503.78 |
| Cash and Cash Equivalents at the beginning of the period | 564.17 | 60.24 |
| Bank unrealised gain | 0.18 | 0.33 |
| Cash and Cash Equivalents at the beginning of the period | 564.35 | 60.57 |
| Cash and Cash Equivalents at the end of the period | 109.81 | 564.17 |
| Bank unrealised loss/gain | (0.05) | 0.18 |
| Cash acquired on acquisition (Refer note no. 7) | (4.87) |  |
| Cash and Cash Equivalents at the end of the period | 104.89 | 564.35 |
|  |  |  |
| Net (decrease) / increase in Cash and Cash Equivalents | (459.46) | 503.78 |

## Notes:

The above Cash Flow Statement has been prepared under the 'Indirect Method' as set out in the Indian Accounting Standard (IND AS 7) -
Statement of Cash Flows.

Notes to the Standalone Financial Results:

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on 12 th May 2021.
2. The financial results of the Company have been prepared in accordance with Indian Accounting Standards ("Ind AS") notified under Section 133 of the Companies Act, 2013 ('Act') read with Companies (Indian Accounting Standards) Rules, 2015, as amended. The Statutory auditors have performed audit of the standalone financial results for the year ended 31st March 2021 and limited review of financial results for the quarter ended 31st March 2021 and have issued an unmodified opinion.
3. Exceptional items represents - i) diminution / impairment in value of investment in a subsidiary of Rs. 0.45 Crores for year ended 31st March 2021 and Rs. 4.09 Crores for the quarter and year ended 31st March 2020 ii) impairment loss on fair value of "Assets held for Sale" of Rs. 32.95 Crores for quarter ended 31st March 2020 and Rs. 55.19 Crores for the year ended 31st March 2020 pertaining to Synthetic Elastomer Project.
4. In March 2020, the World Health Organisation declared COVID 19 to be a pandemic. As a result, the operation of the Company were impacted in FY'21 with series of lockdowns announced by the government. Further disruptions in operations also happened in between during the year with unexpected closure of sites due to detection of Covid patients. The situation gradually normalised from Q3' FY'21 onward. However the Second wave of Covid again disrupted operations in certain part of the country in Apr'21. The Company has evaluated the impact of Covid 19 on the operations of the Company, order booking and revenue, cash flow, assets and liabilities and factored in the impact of it upto the date of approval of these financial results on the carrying value of its assets and liabilities.
Even though, it is very difficult to predict the duration of the disruption and severity of its impact, on the basis of evaluation of overall economic environment, outstanding order book, liquidity position, debt status, recoverability of receivables, the Company expects to recover the carrying amount of these assets and currently does not anticipate any further impairment of it. In assessing the recoverability, the Company has considered internal and external information upto the date of approval of these Ind AS financial results and has concluded that there are no material impact on the operations and the financial position of the Company.
Given the uncertainties, the impact of COVID-19 maybe different from that estimated as at the date of approval of these financial results, and the Company will continue to closely monitor the developments.
5. The Company has allotted 5600 equity shares on 4th January 2021 and 3500 equity shares on 26 th February 2021 of face value of Re. 1/- each under Employee Stock Option Plan - 2016 to the employees of the Company, to whom the options were granted.
6. On 22nd April, 2021, the Company's shareholding in its subsidiary namely M/s. Cipy Poly Urethanes Pvt. Ltd. (CIPY), has increased from $70 \%$ to $100 \%$, pursuant to the acquisition of the balance 28,249 equity shares from certain other shareholders, in accordance with the provisions of the shareholders agreement dated 5 th January 2018. Consequent to this, CIPY is a wholly owned subsidiary of the Company. The consideration of Rs 60.49 Crores (excluding certain contingent payment) has been paid in cash.
7. The Board of Directors at its meeting held on 29th January 2020 had approved a restructuring proposal whereby the Company shall, for operational convenience and synergies, acquire the business of wholly owned entity, M/s Nitin Enterprise (a partnership firm having two partners which are wholly owned subsidiaries of the Company) on a slump sale basis for a cash consideration. The Company has completed the acquisition of the business of wholly owned entity, Ms Nitin Enterprise on 31st March 2021.
8. Subject to the approval of the shareholders at the Annual General Meeting, The Board recommended payment of Dividend of Rs. 8.50 per equity share of Re. 1 each for the financial year ended 31st March 2021.
9. The figures for the quarter ended 31st March 2021 and 31st March 2020 are the balancing figures between the audited figures in respect of the full financial year and the published year to date figures upto the third quarter of the relevant financial year.
10. Previous periods' figures are regrouped to make them comparable with those of current period, wherever applicable.

FOR AND ON BEHALF OF THE BOARD OF DIRECTORS

Mumbai
Dated : 12th May 2021

BHARAT PURI
Managing Director DIN: 02173566

@ For the period only and not annualised.
See accompanying Notes to Financial Results

Rs Crores

| Sr. <br> No. | Particulars | For the Quarter ended |  |  | For the Year ended |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 31.03.2021 | 31.12.2020 | 31.03.2020 | 31.03.2021 | 31.03.2020 |
|  |  | Unaudited | Unaudited | Unaudited | Audited | Audited |
| 1 | Segment Revenue <br> a) Consumer \& Bazaar <br> b) Business to Business <br> c) Others | 1730.27 535.01 <br> 17.39 | $\begin{array}{r} 1848.89 \\ 475.08 \\ 12.17 \end{array}$ | $\begin{array}{r} 1119.41 \\ 441.09 \\ 15.12 \\ \hline \end{array}$ | $\begin{array}{r} 5808.88 \\ 1575.40 \\ 38.53 \end{array}$ | $\begin{array}{r} 5573.85 \\ 1796.81 \\ 76.45 \end{array}$ |
|  | Total | 2282.67 | 2336.14 | 1575.62 | 7422.81 | 7447.11 |
|  | Less: Inter Segment Revenue | 47.15 | 37.12 | 30.94 | 130.10 | 152.64 |
|  | Revenue from Operations | 2235.52 | 2299.02 | 1544.68 | 7292.71 | 7294.47 |
| 2 | Segment Results <br> a) Consumer \& Bazaar <br> b) Business to Business <br> c) Others | 469.22 52.41 1.40 | 645.12 55.80 <br> (0.52) | $\begin{array}{r} 279.14 \\ 72.70 \\ (1.08) \\ \hline \end{array}$ | $\begin{array}{r} 1773.63 \\ 118.13 \\ (1.84) \\ \hline \end{array}$ | $\begin{array}{r} 1549.64 \\ 268.54 \\ (4.55) \\ \hline \end{array}$ |
|  | Total | 523.03 | 700.40 | 350.76 | 1889.92 | 1813.63 |
|  | Less: i) Finance Costs <br> ii) Other Unallocable Expenditure net of Unallocable Income | $\begin{array}{r} 7.44 \\ 102.10 \end{array}$ | $\begin{aligned} & 12.07 \\ & 88.68 \end{aligned}$ | $\begin{array}{r} 9.79 \\ 86.02 \end{array}$ | $\begin{array}{r} 37.23 \\ 330.56 \end{array}$ | $\begin{array}{r} 33.60 \\ 258.10 \end{array}$ |
|  | Add: Share of profit of associates/joint venture | 1.32 | 1.58 | 0.10 | 3.98 | 3.03 |
|  | Total Profit Before Exceptional Item and Tax | 414.81 | 601.23 | 255.05 | 1526.11 | 1524.96 |
|  | Exceptional Items | 3.62 | - | 32.95 | 3.62 | 55.19 |
|  | Profit before tax | 411.19 | 601.23 | 222.10 | 1522.49 | 1469.77 |
| 3 | Segment Assets |  |  |  |  |  |
|  | a) Consumer \& Bazaar | 6353.49 | 5720.86 | 3069.02 | 6353.49 | 3069.02 |
|  | b) Business to Business | 1565.54 | 1412.71 | 1382.59 | 1565.54 | 1382.59 |
|  | c) Others | 20.53 | 9.35 | 76.36 | 20.53 | 76.36 |
|  | d) Unallocated | 890.86 | 1006.39 | 2007.73 | 890.86 | 2007.73 |
|  | Total Segment Assets | 8830.42 | 8149.31 | 6535.70 | 8830.42 | 6535.70 |
| 4 | Segment Liabilities |  |  |  |  |  |
|  | a) Consumer \& Bazaar | 1653.18 | 1224.07 | 962.11 | 1653.18 | 962.11 |
|  | b) Business to Business | 837.44 | 768.30 | 696.40 | 837.44 | 696.40 |
|  | c) Others | 1.74 | 1.93 | 4.77 | 1.74 | 4.77 |
|  | d) Unallocated | 505.06 | 649.06 | 201.16 | 505.06 | 201.16 |
|  | Total Segment Liabilities | 2997.42 | 2643.36 | 1864.44 | 2997.42 | 1864.44 |

The Group operates in two business segments namely Consumer \& Bazaar (C\&B) and Business to Business (B2B). C\&B segment covers sale of products mainly to end consumers which are retail users such as carpenters, painters, plumbers, mechanics, households, students, offices, etc. Sale consists of mainly Adhesives, Sealants, Art and craft Materials and Construction and paint Chemicals. B2B covers sale of products to end customers which are mainly large business users. This includes Industrial Products (IP) such as adhesives, synthetic resins, organic pigments, pigment preparations, construction chemicals (projects), surfactants, etc. and caters to various industries like packaging, textiles, paints, joineries, printing inks, paper, leather, etc. Others includes sale of speciality acetates, raw materials etc.

Operating Segment disclosures are consistent with the information provided to and reviewed by the Managing Director (Chief Operating Decision Maker).

Consequent to acquisition of Pidilite Adhesives Pvt. Ltd, which has been included as a part of consumer and bazaar segment, hence figures for the corresponding periods are not comparable.

Unallocated Segment Assets as at 31st March 2021 include the following:-
a) Investments in units of mutual funds, debenture, bonds, preference shares, term deposits with banks, etc Rs. 334.51 Crores ( 31 st December 2020 Rs. 512.83 Crores, 31st March 2020 Rs. 1527.23 Crores).

CONSOLIDATED STATEMENT OF ASSETS AND LIABILITIES AS AT 31.03.2021

|  |  |  | Rs Crores |
| :---: | :---: | :---: | :---: |
| Sr No | Particulars | $\begin{array}{\|r\|} \hline \text { As at } \\ 31.03 .2021 \\ \text { Audited } \\ \hline \end{array}$ | $\begin{array}{r} \text { As at } \\ 31.03 .2020 \\ \text { Audited } \\ \hline \end{array}$ |
| A | ASSETS |  |  |
|  | Non Current Assets |  |  |
|  | (a) Property, Plant and Equipment | 1,285.03 | 1,141.95 |
|  | (b) Right of Use Assets | 157.81 | 147.00 |
|  | (c) Capital Work-In-Progress | 293.87 | 259.33 |
|  | (d) Goodwill | 1,283.95 | 184.03 |
|  | (e) Other Intangible Assets | 1,691.13 | 333.73 |
|  | (f) Investments accounted for using equity method | 32.47 | 25.30 |
|  | (g) Financial Assets |  |  |
|  | (i) Investments | 307.04 | 441.16 |
|  | (ii) Loans | 4.85 | 4.09 |
|  | (iii) Other Financial Assets | 51.06 | 42.85 |
|  | (h) Income Tax Assets (net) | 97.12 | 109.53 |
|  | (i) Deferred Tax Assets (net) | 16.59 | 13.00 |
|  | (j) Other Non-current Assets | 94.13 | 72.78 |
|  | Total Non Current Assets | 5,315.05 | 2,774.75 |
| 2 | Current Assets |  |  |
|  | (a) Inventories | 1,234.15 | 929.47 |
|  | (b) Financial Assets |  |  |
|  | (i) Investments | 176.46 | 719.73 |
|  | (ii) Trade Receivables | 1,321.02 | 1,088.50 |
|  | (iii) Cash and cash equivalents | 442.65 | 692.23 |
|  | (iv) Bank balances other than (iii) above | 8.81 | 11.02 |
|  | (v) Loans | 16.89 | 17.38 |
|  | (vi) Other Financial Assets | 85.26 | 103.18 |
|  | (c) Current Tax Assets (net) | 3.13 | 1.93 |
|  | (d) Other Current Assets | 227.00 | 197.51 |
|  | Total Current Assets | 3,515.37 | 3,760.95 |
|  | TOTAL ASSETS | 8,830.42 | 6,535.70 |
| B | EQUITY AND LIABILITIES |  |  |
|  | EQUITY |  |  |
|  | (a) Equity Share Capital | 50.82 | 50.81 |
|  | (b) Other Equity | 5,542.14 | 4,404.80 |
|  |  | 5,592.96 | 4,455.61 |
|  | Non-Controlling Interests | 240.04 | 215.65 |
|  | Total Equity | 5,833.00 | 4,671.26 |
| 1 | LIABILITIES |  |  |
|  | Non-Current Liabilities |  |  |
|  | (a) Financial Liabilities |  |  |
|  | (i) Borrowings | 12.39 | 25.13 |
|  | (ii) Lease Liabilities | 80.68 | 83.08 |
|  | (iii) Other Financial Liabilities | 13.63 | 7.26 |
|  | (b) Provisions | 57.98 | 51.95 |
|  | (c) Deferred Tax Liabilities (net) | 398.03 | 82.29 |
|  | Total Non-Current Liabilities | 562.71 | 249.71 |
| 2 | Current Liabilities |  |  |
|  | (a) Financial Liabilities |  |  |
|  | (i) Borrowings | 201.51 | 143.99 |
|  | (ii) Trade Payables |  |  |
|  | - Total Outstanding Dues of Micro Enterprise and Small Enterprises | 86.03 | 23.13 |
|  | - Total Outstanding Dues of Creditors other than Micro Enterprise and Small Enterprises | 920.71 | 597.88 |
|  | (iii) Lease Liabilities | 27.71 | 28.39 |
|  | (iv) Other Financial Liabilities | 1,034.04 | 668.74 |
|  | (b) Other Current Liabilities | 114.73 | 122.34 |
|  | (c) Provisions | 24.96 | 21.59 |
|  | (d) Current Tax Liabilities (net) | 25.02 | 8.67 |
|  | Total Current Liabilities | 2,434.71 | 1,614.73 |
|  | Total Liabilities | 2,997.42 | 1,864.44 |
|  | TOTAL EQUITY AND LIABILITIES | 8,830.42 | 6,535.70 |

Refer note 9 to financial results

|  |  | Rs Crores |
| :---: | :---: | :---: |
|  | For the year ended |  |
| Particulars | $\begin{array}{r} 31.03 .2021 \\ \text { Audited } \end{array}$ | $\begin{array}{r} 31.03 .2020 \\ \text { Audited } \end{array}$ |
| A] Cash Flows from Operating Activities |  |  |
| Profit before tax | 1,522.49 | 1,469.77 |
| Adjustments for: |  |  |
| Share of profit from Associate | (3.98) | (3.03) |
| Finance costs recognised in Statement of Profit and Loss | 37.23 | 33.60 |
| Interest income recognised in Statement of Profit and Loss | (16.84) | (12.46) |
| Dividend income recognised in Statement of Profit and Loss | (1.13) | (11.59) |
| Dividend from Associate | 1.79 | 2.16 |
| Exceptional Item - Impairment in value of Assets and Investments | 3.62 | 55.19 |
| Loss / (Profit) on disposal of Property, Plant and Equipment | 5.73 | (2.67) |
| Net gain arising on financial assets designated at FVTPL | (40.26) | (109.79) |
| Allowance for Doubtful Debts | 11.01 | 8.45 |
| Depreciation, Amortisation and Impairment Expense | 200.66 | 169.92 |
| Unrealised Foreign Exchange (Gain) / Loss (Net) | (9.01) | 6.90 |
| Provision for Employee Benefits | 8.09 | (10.12) |
| Provision / Write back of Warranties and Others | (0.35) | 5.31 |
| Expense recognised in respect of Equity-Settled Share-Based Payments | 17.24 | 14.44 |
| Operating profits before Working Capital changes | 1,736.29 | 1,616.08 |
| Movements in Working Capital: (Increase)/Decrease in Operating Assets |  |  |
|  |  |  |
| Trade Receivables | (175.88) | (37.58) |
| Inventories | (278.70) | 0.02 |
| Non-Current Loans | (0.76) | (1.03) |
| Current Loans | 0.49 | (5.26) |
| Other Non-Current Financial Assets | (0.19) | (1.34) |
| Other Current Financial Assets | 17.94 | (32.57) |
| Other Non-Current Non Financial Assets | (4.20) | 2.65 |
| Other Current Non Financial Assets | (29.20) | (34.15) |
| Increase/(Decrease) in Operating Liabilities |  |  |
| Trade Payables | 354.61 | 41.70 |
| Other Current Financial Liabilities | 147.68 | 166.92 |
| Other Non-Current Financial Liabilities | 6.37 | (75.61) |
| Other Current Non Financial Liabilities | (11.41) | 32.79 |
| Cash generated from Operations | 1,763.04 | 1,672.62 |
| Taxes paid (net of refunds) | (370.91) | (393.07) |
| Net Cash generated from Operating Activities [A] | 1,392.13 | 1,279.55 |
| B] Cash Flows from Investing Activities |  |  |
| Payments for purchase of Property, Plant and Equipment, Other Intangible Assets \& | (353.76) | (467.13) |
| Proceeds from disposal of Property, Plant and Equipment \& Other Intangible Assets | 1.76 | 23.20 |
| Payments to purchase Investments | (2931.95) | $(1,438.73)$ |
| Proceeds on sale of Investments | 3638.81 | 1,910.03 |
| Payments for business acquisitions | (2056.86) | - |
| (Increase) / Decrease in Bank Deposits | (4.75) | 53.03 |
| Decrease / (Increase) in Other Bank Balances | 0.89 | (1.51) |
| Interest received | 16.84 | 12.46 |
| Dividend received | 1.13 | 11.59 |
| Net cash generated / (used) in Investing Activities [B] | $(1,687.89)$ | 102.94 |
| C] Cash Flows from Financing Activities |  |  |
| Proceeds from issue of Equity Instruments of the Company | 0.01 | 0.01 |
| Payment of Lease Liabilities | (33.93) | (34.02) |
| Net increase in Current Borrowings | 27.93 | 10.77 |
| Net (Decrease) / Increase in Non-Current Borrowings | (11.13) | 22.03 |
| Proceeds from Share Capital issued to Minority | (29.11) | 2.75 |
| Dividend paid on Equity Shares (including tax thereon) | (0.69) | (825.36) |
| Interest paid | (29.32) | (25.39) |
| Net cash used in Financing Activities [C] | (76.24) | (849.21) |
|  |  |  |
| Net increase /(decrease) in Cash and Cash Equivalents [A+B+C] | (372.00) | 533.28 |
| Cash and Cash Equivalents at the beginning of the year | 606.37 | 72.94 |
| Bank unrealised gain | 0.18 | 0.33 |
| Cash and Cash Equivalents at the beginning of the year | 606.55 | 73.27 |
| Cash and Cash Equivalents at the end of the year | 327.20 | 606.37 |
| Bank unrealised gain | (0.05) | 0.18 |
| Cash acquired on acquisition | (92.60) | - |
| Cash and Cash Equivalents at the end of the year | 234.55 | 606.55 |
| Net increase / (decrease) in Cash and Cash Equivalents | (372.00) | 533.28 |
|  | (372.00) | 533.28 |

## Notes:

The above Cash Flow Statement has been prepared under the 'Indirect Method' as set out in the Indian Accounting Standard (IND AS 7) - Statement of Cash Flows.

|  | As at 31.03.2021 | As at 31.03.2020 |
| :--- | ---: | ---: |
|    <br> Cash and Cash Equivalents comprises of 442.65 692.23 <br> Less:  115.45 |  |  |
| - Bank overdrafts | 327.20 | 85.86 |

1. The above results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on 12 th May 2021
2. The above results comprise the results of Pidilite Industries Ltd. (Holding Company), 36 subsidiary companies (including one partnership firms), (Holding Company and it's subsidiaries together referred as "the Group") two Associate Company and one Joint Venture. The Statutory auditors have performed audit of the consolidated financial results for the year ended 31 st March 2021 and limited review of financial results for the quarter ended 31st March 2021 and have issued an unmodified opinion.
3. The financial results of the Company have been prepared in accordance with Indian Accounting Standards ("Ind AS") notified under Section 133 of the Companies Act, 2013 ('Act') read with Companies (Indian Accounting Standards) Rules, 2015, as amended.
4. Exceptional items represents - i) diminution / impairment in value of investment of Rs.3.62 Crores for quarter and year ended 31 st March 2021 ii) impairment loss on fair value of "Assets held for Sale" of Rs. 32.95 Crores for quarter ended 31st March 2020 and Rs. 55.19 Crores for the year ended 31st March 2020 pertaining to Synthetic Elastomer Project.
5. In March 2020, the World Health Organisation declared COVID 19 to be a pandemic. As a result, the operation of the Group were impacted in FY'21 with series of lockdowns announced by the government. Further disruptions in operations also happened in between during the year with unexpected closure of sites due to detection of Covid patients. The situation gradually normalised from Q3' FY'21 onward. However the Second wave of Covid again disrupted operations in certain part of the country in Apr'21.
The Group has evaluated the impact of Covid 19 on the operations of the Group, order booking and revenue, cash flow, assets and liabilities and factored in the impact of it upto the date of approval of these financial results on the carrying value of its assets and liabilities.
Even though, it is very difficult to predict the duration of the disruption and severity of its impact, on the basis of evaluation of overall economic environment, outstanding order book, liquidity position, debt status, recoverability of receivables, the Group expects to recover the carrying amount of these assets and currently does not anticipate any further impairment of it. In assessing the recoverability, the Group has considered internal and external information upto the date of approval of these Ind AS financial results and has concluded that there are no material impact on the operations and the financial position of the Group.
Given the uncertainties, the impact of COVID-19 maybe different from that estimated as at the date of approval of these financial results, and the Group will continue to closely monitor the developments.
6. The Company has allotted 5600 equity shares on 4th January 2021 and 3500 equity shares on 26th February 2021 of face value of Re. 1/- each under Employee Stock Option Plan - 2016 to the employees of the Company, to whom the options were granted.
7. The Board of Directors at its meeting held on 29th January 2020 had approved a restructuring proposal whereby the Company shall, for operational convenience and synergies, acquire the business of wholly owned entity, M/s Nitin Enterprise (a partnership firm having two partners which are wholly owned subsidiaries of the Company) on a slump sale basis for a cash consideration. The Company has completed the acquisition of the business of wholly owned entity, Ms Nitin Enterprise on 31st March 2021.
8. Subject to the approval of the shareholders at the Annual General Meeting, The Board recommended payment of Dividend of Rs. 8.50 per equity share of Re. 1 each for the financial year ended 31st March 2021.
9. The Company acquired control of Pidilite Adhesives Pvt. Ltd (PAPL) (Formerly known as Huntsman Advanced Material Solutions Pvt. Ltd) on 3rd November, 2020. After acquisition, assets and liabilities are fair valued and certain intangible assets are identified and fair valued based on purchase price allocation report obtained from external valuer. Accordingly figures of the current period financial results are not comparable with the corresponding previous periods.
10. The figures for the quarter ended 31 st March 2021 and 31 st March 2020 are the balancing figures between the audited figures in respect of the full financial year and the published year to date figures upto the third quarter of the relevant financial year
11. Previous periods' figures are regrouped to make them comparable with those of current period, wherever applicable.

FOR AND ON BEHALF OF THE BOARD OF DIRECTORS

## Q4 and FY 21

## Earnings Presentation

Pidilite


COM: ONE DROP
m-sent ${ }^{\text {® }}$
Fevicryt
Rangeela
steelgrip ${ }^{\circ}$ MOTA


QNDM $^{T M}$
Araldite

Jowate
WUTIN

## Disclaimer

Pidilite

This presentation may contain statements which reflect the management's current views and estimates and could be construed as forward looking statements.

The future involves certain 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 fluctuations, competitive product and pricing pressures and regulatory developments.

## Market Outlook

* The current second wave of the pandemic poses challenges and demand outlook remains uncertain.
* Due to significant inflation in input costs, gross margins continue to be impacted.
* Our priority is to ensure employees health and safety in various parts of the geography.
* Pidilite remains committed to working with our partners to overcome this crisis.
* Our focus is on ensuring supply, service and customer/end user connect when markets are operating.


## Pidilite

Building bonds over 60 years

## Financial Highlights

## Q4 FY21 Earnings Summary


excluding PAPL is shown in shaded portion

| Standalone | Rs 1,851 Cr | Rs 408 Cr | Rs 376 Cr |
| :--- | :---: | :---: | :---: |
| YoY Growth | $41.5 \%$ | $42.8 \%$ |  |

[^0]
## FY21 Earnings Summary

Pidilite

excluding PAPL is shown in shaded portion

| Standalone | Rs 6,187 Cr | Rs 1,550 Cr | Rs 1,457 Cr | Rs 1,081 Cr |
| :--- | :---: | :---: | :---: | :---: |
| YoY Growth | $-1.6 \%$ | $4.3 \%$ |  |  |

[^1]
## Performance Overview

- Resilient Consumer demand momentum in rural \& metros across all major categories like adhesives, construction chemicals and DIY segment.
- The Business-to-Business segment posted sequential volume and value growth aided by gradual and consistent pick-up in economic activity.
- Despite significant challenges in FY 21, we have displayed adaptability and resilience while building capacity and capability.
- Gross margins have been impacted due to significant inflation in input costs.
- Overseas subsidiaries have reported high double-digit constant currency revenue growth as well as improved earnings growth for the quarter.


## Q4 FY21 Overseas Subsidiaries Performance


\# Including diminution in investments Rs 3.6 Cr in current quarter and one of tax provision of Rs 6.6 Cr in same quarter last year.

- Amounts are like for like actual reported numbers excluding translations and other consolidation impacts
- Amounts in 'bold 'denotes CY


## FY21 Overseas Subsidiaries Performance

Pidilite

\# Including diminution in investments Rs 3.6 Cr in current quarter and one of tax provision of Rs 6.6 Cr in same quarter last year and tax gain of Rs 9.5 Cr pertaining to earlier years in current year.

- Amounts are like for like actual reported numbers excluding translations and other consolidation impacts
- Amounts in 'bold 'denotes CY


## Q4 FY21 Domestic Subsidiaries Performance



EBITDA

*The Company acquired 100\% stake in Pidilite Adhesives Pvt Ltd (PAPL) [Formerly known as Huntsman Advanced Materials Solutions Private Limited (HAMSPL)] on $3^{\text {rd }}$ November 2020.
EBITDA is before exception items. Figures are reported excluding other consolidation impacts.

## FY21 Domestic Subsidiaries Performance


*The Company acquired 100\% stake in Pidilite Adhesives Pvt Ltd (PAPL) [Formerly known as Huntsman Advanced Materials Solutions Private Limited (HAMSPL)] on $3^{r d}$ November 2020.
EBITDA is before exception items. Figures are reported excluding other consolidation impacts.

## Company Overview

## Pidilite



ONE DROP
IT ADHESIVE

m-seal ${ }^{\circ}$ Fevicnyt rangeela steelgip MOTDX


CDy
Araldite
LiTㅍ́푼
Jowater
WUTN

## Company Overview

Brand established in 1959.
Pioneer in Consumer and Specialty Chemicals

Adhesives \& sealants, construction chemicals, art \& craft products and polymer emulsions


Pidilite

History of creating strong brands

Among the most trusted brands in the country. Other big brands include M-Seal, Fevikwik, Fevistik, Roff, Dr. Fixit, Fevicryl, Motomax, Hobby Ideas, Araldite, Araldite Karpenter and Araseal

## Industry Segment Composition



## 5-Year Performance by Business Segments

Numbers represent Percentage of Total Sales

Consumer and Bazaar (C\&B)


## Domestic Presence - India operations

- 6,000+ SKUs of 600+ products
- Domestic Revenue of Rs. 5,547 Cr for FY21
- 28 plants, 31 Co-makers
- $4,800+$ distributors
- 44 warehouses (including PAPL 3)
- 9 regional offices \& 2 RDCs



## Global Presence

- Exports to more than 80 countries. Major exports to Middle East, SAARC, Africa, USA \& Europe.
- Export Revenue of Rs. 669 Cr in FY21.
- 20 Overseas subsidiaries - 6 Direct and 14 Step down. 1 Joint Venture.
- Total revenue from Overseas subsidiaries of Rs. 627 Cr in FY21.
- International manufacturing facilities in USA, Thailand, Dubai, Brazil, Egypt, Bangladesh, Sri Lanka and Kenya.


## Connecting users and dealers via digital platform

Two things you've been stuck to since 1959
\#WorldTelevisionDay


FEVICOL


Pidilite Industries Limited

Fevikwik
\#ContestAlert
Here's your big break to become a Fevikwik Star!


## Celebrating Occasions via Digital Media

REVİBr Fevical
Dhote jao, dhote jao, dho :p
\#Holi \#FevicolKaJod \#MazbootJod


Bunty ka sabun slow hi rahega

नखीiçu Fevical
We're doing this to drive 'engagement' es
\#HappyValentinesDay \#MazbootJod \#FevicolkaJod

## Considerrinc sticking

 with someone forever?\#HappyValentinesDay


## FEWicin Fevical

This will have a 'domino' effect on your weight loss plans \#VVorldPizzaDay \#FevicolkaJod \#MazbootJod


Fevikwik
1t could be
RS $10 \%$
\#HappyBasantPanchami \#Fevikwik \#PhenkoNahiJodo

Keep yel/ow
things nearby
\#HappyBasantPanchami



Brand: Pidilite

M.R.P: $=750.00$

Price: \#322.00
Deal Price: ₹ 319.00 FREE Delivery. No Minimum order value for first order in this category Details
You Save: ₹ 31.00 ( $9 \%$ )
Inclusive of all texes
Delivery by: Sunday, Jan 24

## Adopting Alternate Trade Channels

- Alternate Trade Channels like Ecommerce, Modern Trade (MT) and Pidilite Ki Duniya (PKD) have augmented Q4 growth
- E-comm Sales at 4X growth
- Modern Trade Sales at 1.3X growth
- PKD Sales at 1.3X growth


## Marketing/ Advertising

- Consistent and effective brand building activities across various categories (a) Consumer Adhesives \& Sealants (b) Craftsmen Adhesives (c) Waterproofing Chemicals
(d) Hobby \& Craft Colours
- Several of the brands are well-known in respective
 categories (Fevicol, Fevikwik, M-Seal, Dr Fixit, Fevicryl, etc.)
- Award winning advertisements resulting in mass appeal of brands across all segments and geographies.
- Significant relationship building activities with end users and influencers.
- Extensive grass root contact with end-users to promote usage of products and brands.



Pidilite Industries Limited


## Shareholding Pattern as of March 31, 2021



## Share Price Movement



Rebased to 100

## Backed by consistent dividend payouts



Note: The Net Profit considered for above calculation is excluding exceptional items FY 21: The Board of Directors have proposed a final dividend of Rs. 8.5 Per share, subject to approval of shareholders at the AGM.

## Investor Contacts



## Pidilite

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Fax : +91 2228216007

## The ultimate adhesive


[^0]:    * EBITDA is before non operating income. PBT is Profit before tax and Exceptional Items

[^1]:    * EBITDA is before non operating income. PBT is Profit before tax and Exceptional Items

