



28th June, 2019

The Secretary
BSE Ltd.
Corporate Relationship Dept.,
14th floor, P. J. Tower,
Dalal Street, Fort
Mumbai - 400 001
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 - 400 051
Stock Code - PIDILITIND

Sub: Investor Presentation

Dear Sir,

Please find attached Investor presentation.

Thanking You,

Yours faithfully,

For Pidilite Industries Limited


Puneet Bansal
Company Secretary

Encl: as above



Pidilite Industries Limited

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Andheri - E, Mumbai 400059, India

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Mumbai 400 021

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www.pidilite.com

CIN:L24100MH1969PLC014336



WE ARE
PIDILITE
2019



Who
we are

What
we do

How
we win

Our Vision

Together we will create
**a high performance,
innovative, Indian multi-national**
where it is a **pleasure to work.**

Core Values



**HIGH
ETHICAL
STANDARDS**



**FAIRNESS &
TRANSPARENCY**



**EMPATHY &
RESPECT**



**ACT LIKE
OWNERS**

Company Overview



No.1 Adhesives company in India



>5300 permanent employees



Operations in **9** countries



23 Mfg. Plants & **23** Co-Makers in India



>500 Products



Exporting to **>80** countries



18 International & **9** Domestic Subsidiaries



8 R&D Centres

Our History

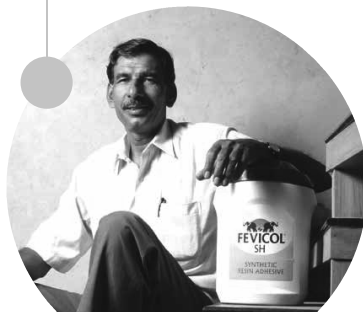


1959

Plants commissioned for Acron brand of Pigment Emulsion and Fevicol brand of Adhesive

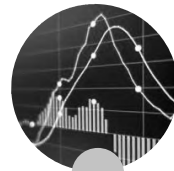
1965

Fevicol established as Carpenters' preferred choice



1984

Consumer Products division is born



1993

Pidilite goes public, valued at INR 60 Crs.

m-seal®

2000

M-seal comes on-board. CP-MNT division is established



2001

Dr. Fixit is introduced



2002

The "Bus" ad wins the Silver Lion award at Cannes Lions International Festival of Creativity 2002.

Our History



2004

Pidilite reaches 1000 Cr. mark

Roff brand of Construction Chemicals is acquired



2005

Incorporated "Pidilite Middle East Ltd" in Dubai

Acquired Jupiter Chemicals in Dubai

2013

Incorporated subsidiary company Percept Waterproofing Services Ltd - A waterproofing consultancy & project based service



2015

On April 10th, Mr. Bharat Puri took charge as MD of Pidilite

Took over NINA Constructions

A Waterproofing consultant and Services provider



2016

Pidilite forms JV with Italy's ICA

Awarded the 'Most Promising Company of the Year Award' at the CNBC-TV18, 11th Indian Business Leader Awards (IBLA)

2017 onwards

Acquisition of CIPY Polyurethane Pvt. Ltd. In flooring space

Collaboration with Jowat for Joinery business

Partnership with Stauf Klebstoffwerk to launch commercial flooring business in the GCC region

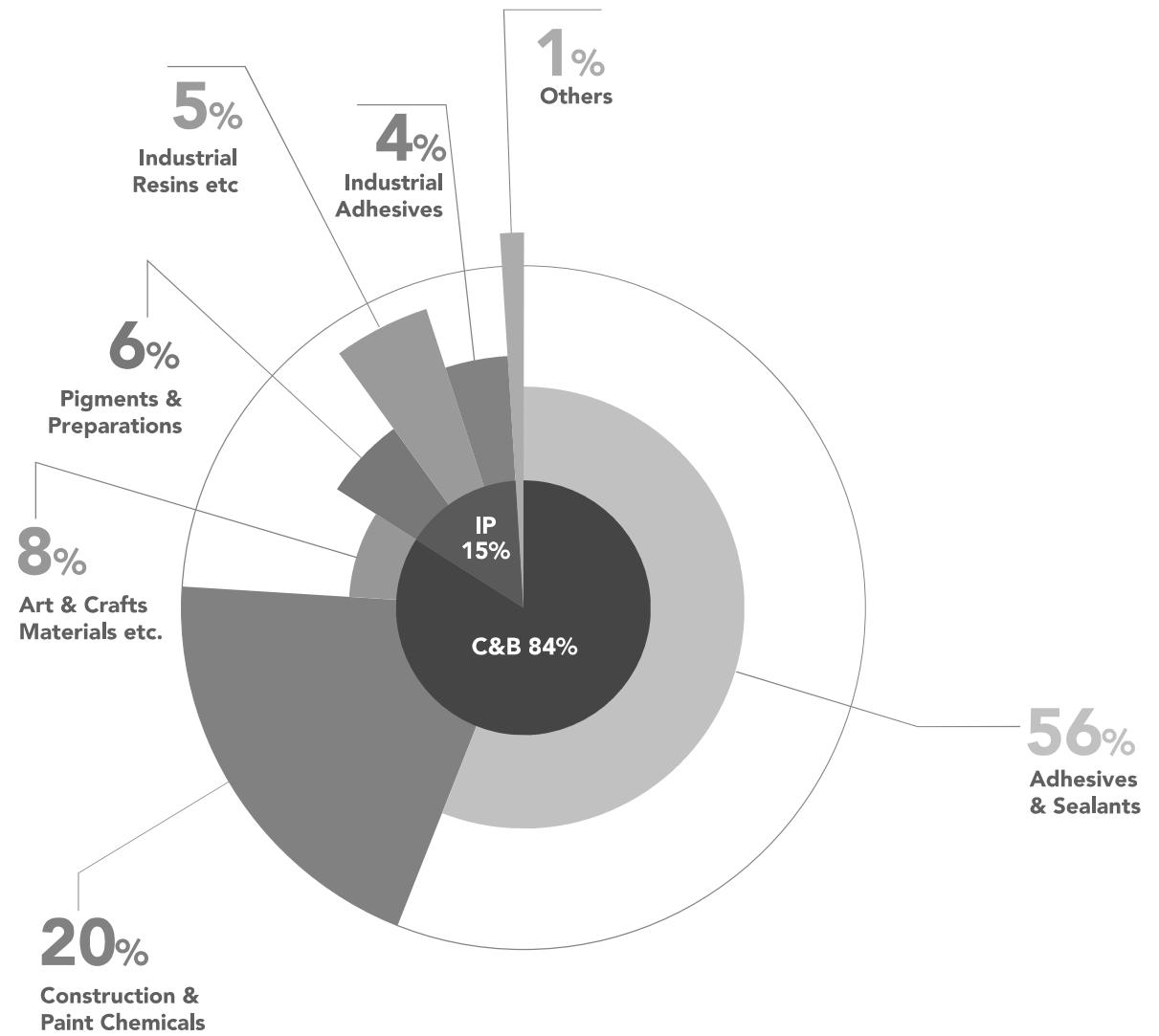
Who
we are

What
we do

How
we win

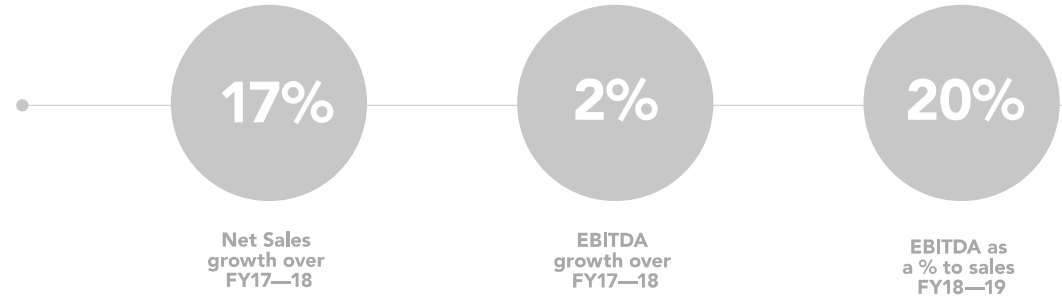
Portfolio: Revenue Split

Standalone Results – % of Total Sales for 2018-19

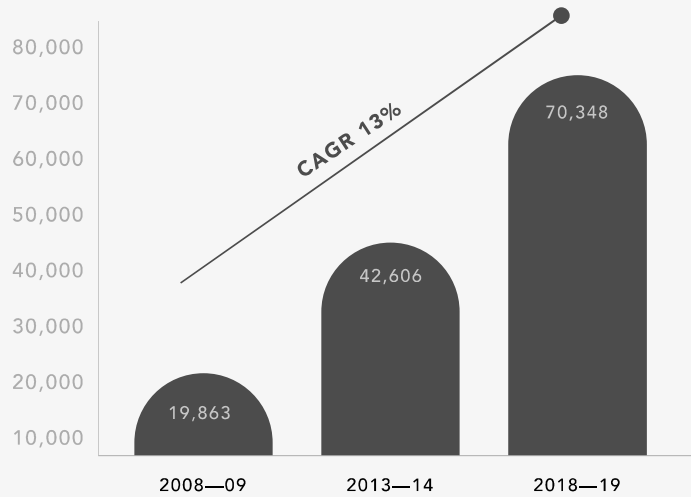


■ C&B - Consumer & Bazaar,
■ IP - Industrial Products

Track Record of Consistent Growth



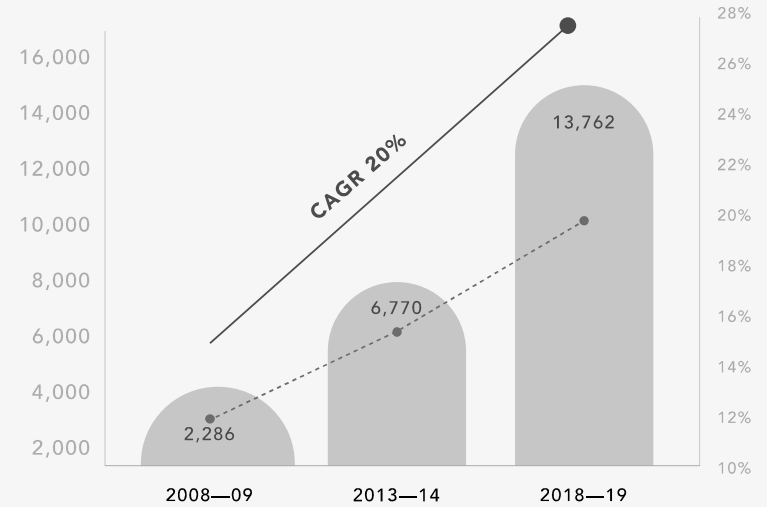
NET SALES GROWTH TREND OVER LAST 10 YEARS



● Consolidated Net Sales(Rs Millions)*

*Sales net of excise duty

EBITDA GROWTH TREND OVER LAST 10 YEARS

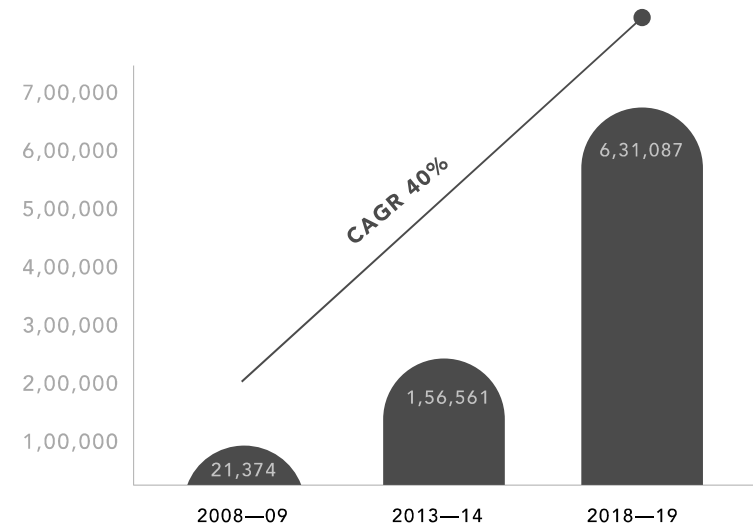
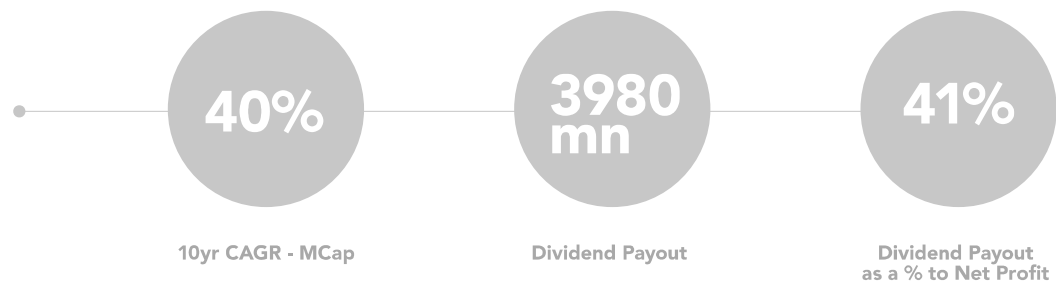


● Consolidated EBITDA(Rs Millions)*

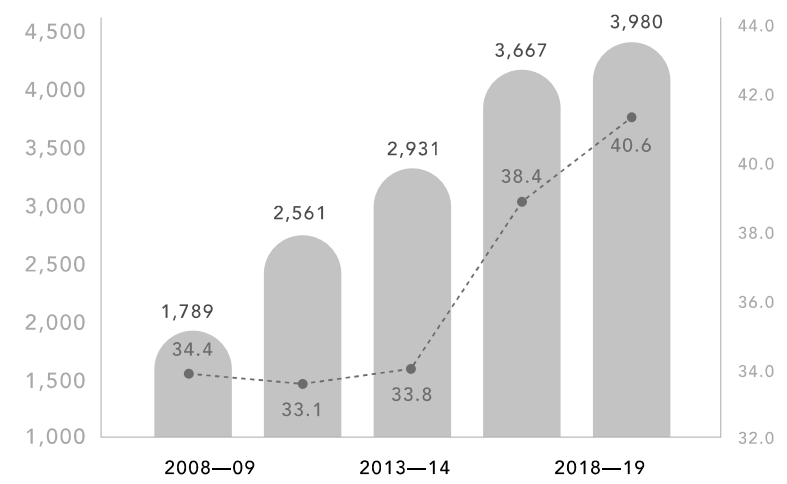
---●--- EBITDA as a % to Net Sales

**EBITDA before Non Operating Income

Creating Value for Shareholders




● Market Cap (Rs Millions)



● Dividend payout (Rs Millions)
●●● % to Net Profit (excluding exceptional items)


Portfolio: Overview


CORE




GROWTH



PIONEER




Who
we are

What
we do

How
we win

How we grow our core at 1-2X GDP...



Premiumizing

Innovating

Power Brands



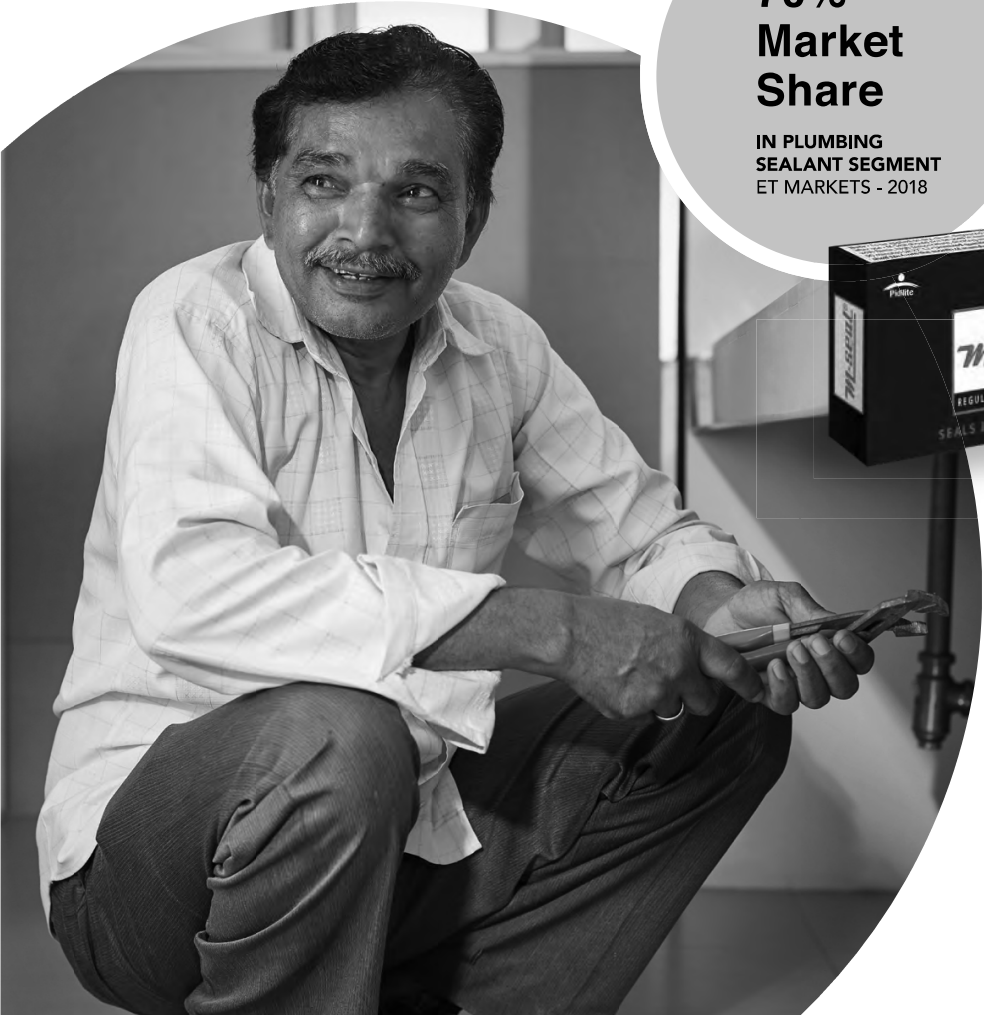
**No. 03
MOST
TRUSTED
BRAND**
IN HOUSEHOLD CARE
BRAND EQUITY
- 2016 & 2017



Available
in **3.6 mn**
outlets
- Nielson Audit Report



Power Brands



**70%
Market
Share**

**IN PLUMBING
SEALANT SEGMENT
ET MARKETS - 2018**



**0.7 mn
Members on
the largest
moderated
Art & Craft
Facebook
group**



Premiumizing Core Category



FEATURES

APPLICATIONS



Water resistant adhesive



Fast Setting adhesive



Anti-bubble adhesive



Heat Resistant Rubber Adhesive



PVC & Acrylic Laminates



AC Ducts



Foam Sheets



Vinyl Flooring

Accelerating Innovation

R&D centres

154% increase in R&D spends since 2015

3 fully equipped in-house centres in India

INNOVATE

The heart and soul of the company is creativity and innovation.

5 centres in Singapore, Thailand, Brazil, Dubai & USA.

Accelerating Innovation

Pidilite design studio

creates **designs,**
strategies & experiences
to make things better

150+
transformative
design projects
every year

fast,
collaborative,
curious &
passionate
team

How we fuel growth businesses at 2-4X GDP..

CORE



GROWTH



PIONEER



ENABLERS



**Creating
Categories**

**Wholistic Brand
Management**

**Driving
Penetration**

Power
Brands

Dr. Fixit =
waterproofing

*98% Top of the Mind Awareness
among consumers



*Dipstick survey by Market Vista

Creating Categories



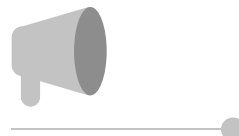
Spotting unmet needs



Exhaustive insighting



Technical capabilities



Intense field marketing



ATL support



Passionate team



Wholistic Brand Management: The Dr. Fixit Story

Dr.Fixit will prevent leakage from happening



Verbal



Visual



Right Waterproofing is using right quantity of LW+



Right Waterproofing is waterproofing before painting.



Right Waterproofing is application on 5 surfaces



1 driving need of waterproofing

2 showing consequences of not doing waterproofing

3 communicating importance of right waterproofing

Driving Penetration

The Emerging India Story



VILLAGES	No. OF TOWNS	PIL DIRECT REACH
> 1 mn	45	45
0.2-1 mn	184	184
< 0.2 mn	0.6 mn	23,000

Accessing deep rural markets through 'Pidilite Ki Duniya'



Merchandised Outlet in sub **12K population villages**

पिडिलाइट की दुनिया

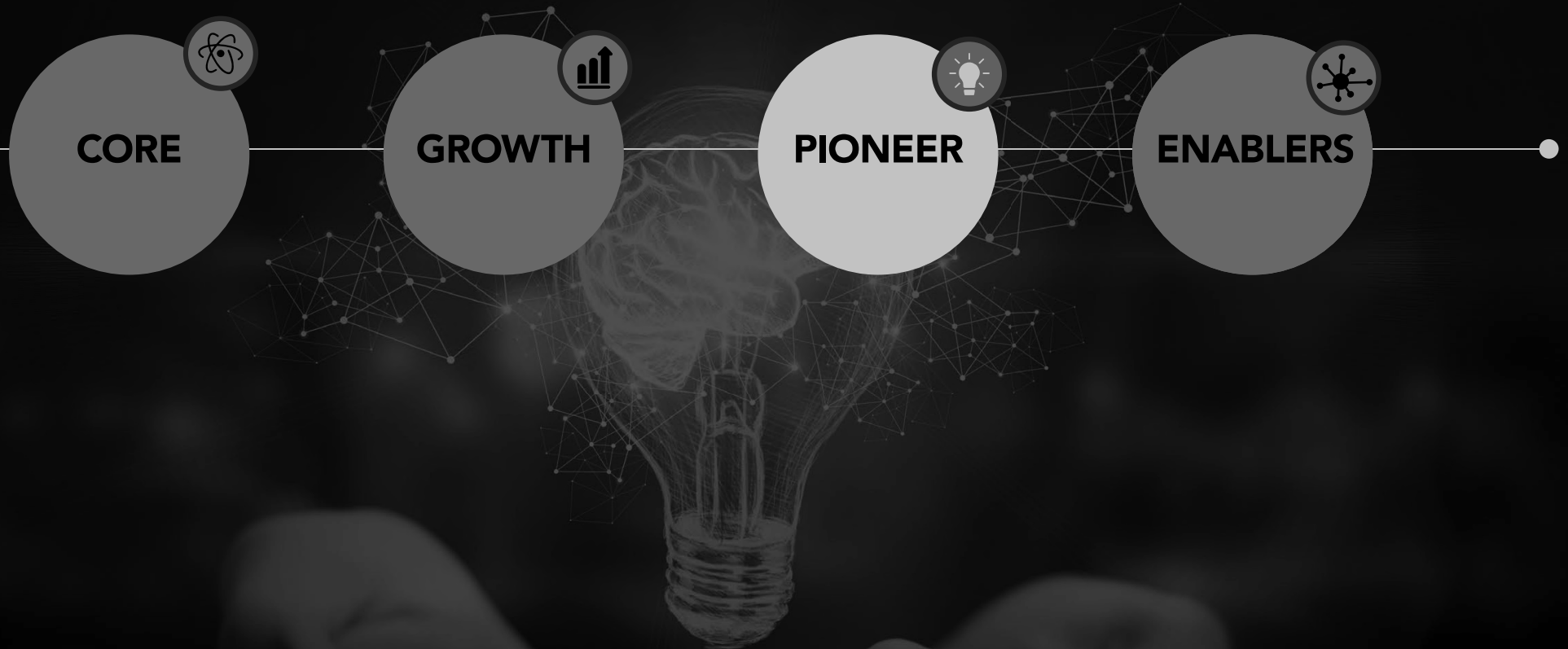


Pidilite's One stop **Solution & Training centre**



End User Connect through meets and site visits

What are our Pioneering categories



New Categories and Collaborations



European Leader in Hot Melt Adhesives

26% sales growth

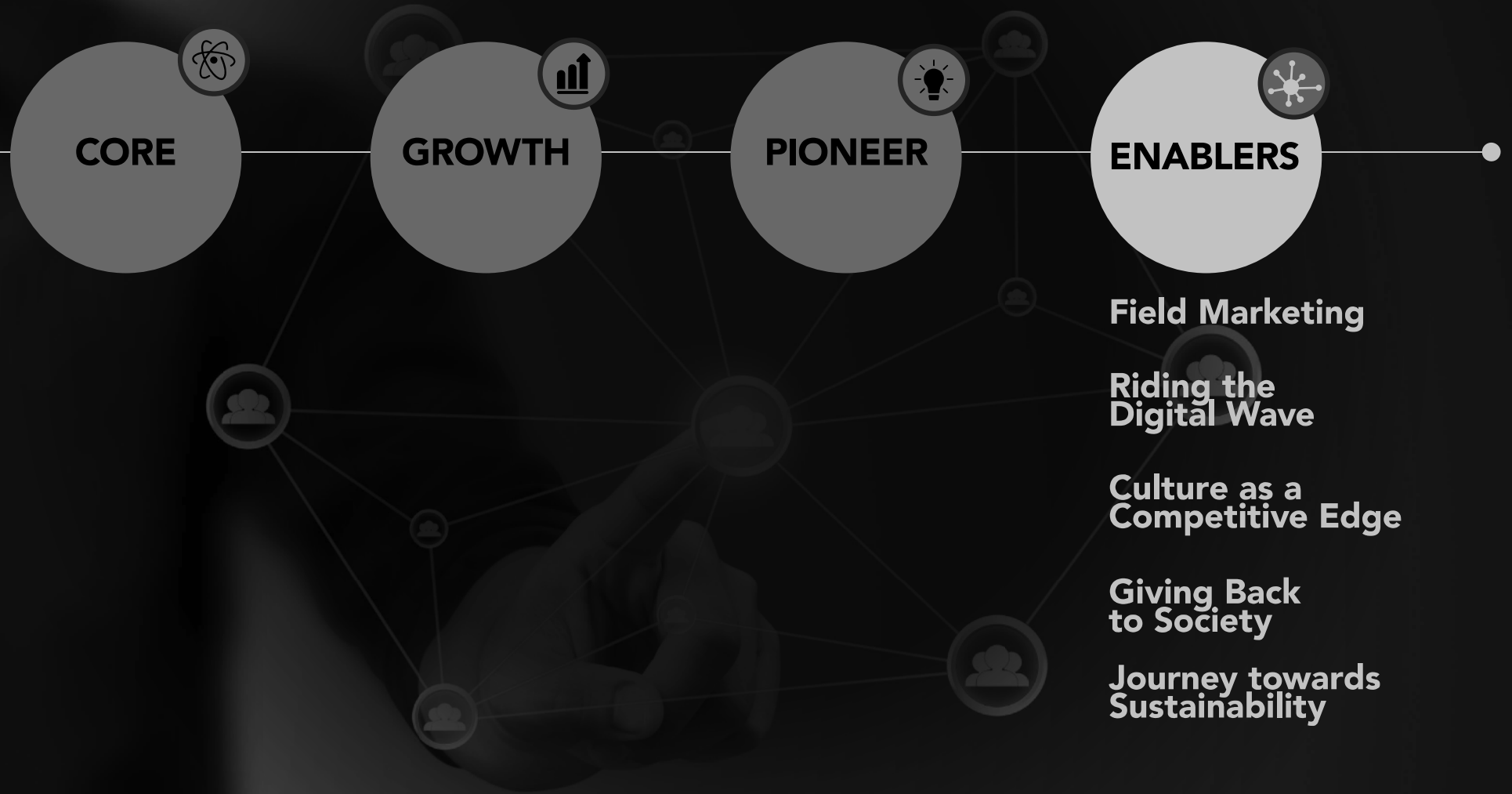


27% sales growth

World Leader in multi-purpose maintenance chemicals



Enabling Themes



Field Marketing

1 Gain deeper understanding of users, products and categories



2 Cater to needs of users beyond business (FCC)

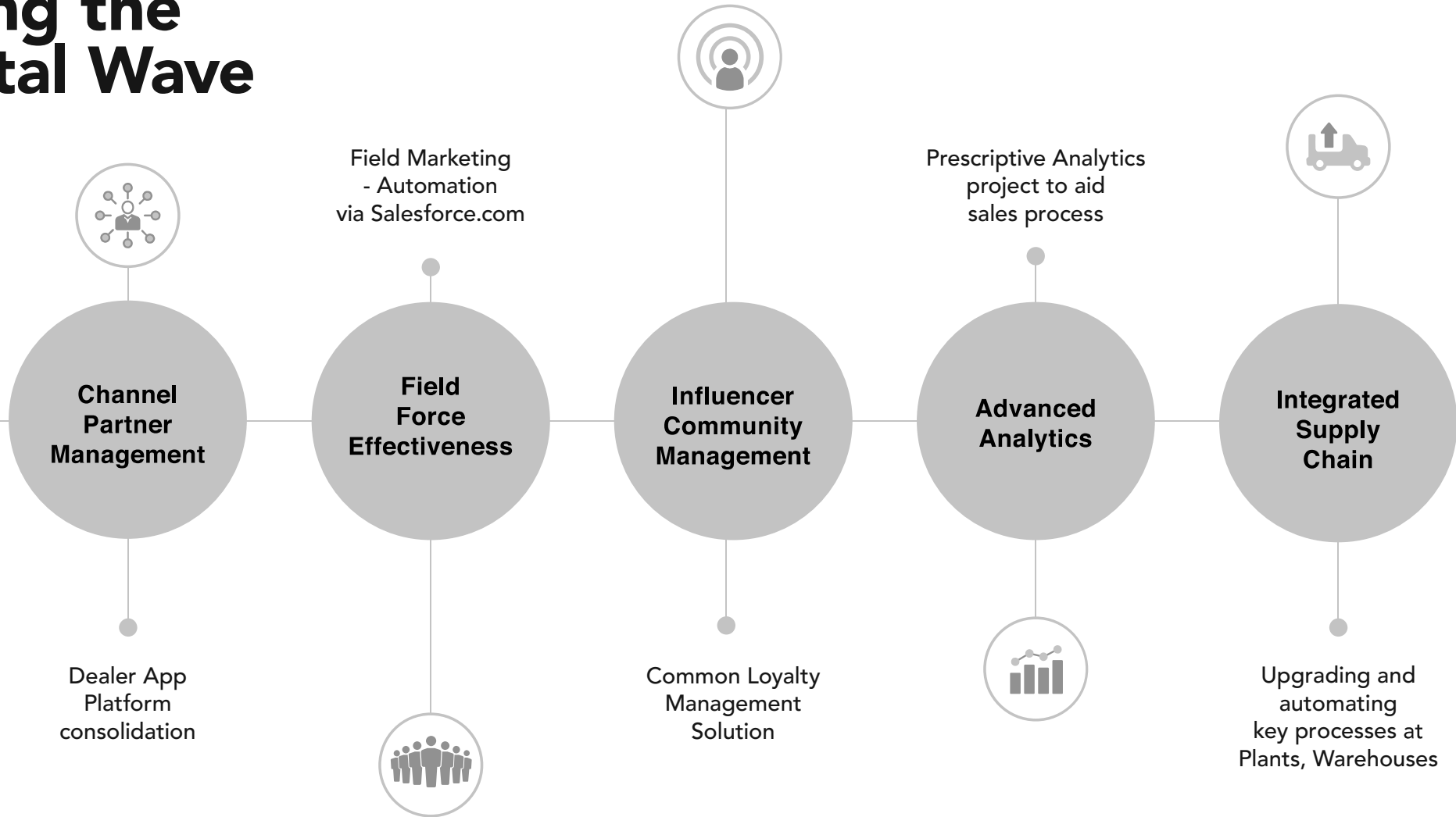
Well oiled machinery of Field Marketing:



3 Customer centricity

4 Source of inspiration

Riding the Digital Wave



Creating Culture which is **Pro-eneurial**

Culture as a Competitive Advantage

1

Listening Culture

MyPidilite

Helpline for all stakeholders, including employees

2

Focus on Frontline

Capability building

Career map for field teams

Engaged teams

3

Leadership Pipeline

Capstone

SCENT

नेतृत्व

RISE

4

Building an Inspiring Place to Work

Happy & Healthy Pidilite

46% of employees participated



82% of active employees

Workplace BY FACEBOOK

*Giving Back to Society

We undertake extensive community-support activities in the village of Mahuva, Gujarat and have received multiple accolades from the local government.



Water Resource Management Projects

built
38 check dams / **166** farm ponds

1200 hectares farms converted to drip irrigation

Rural Development



Animal Husbandry Projects

7000 farmers **200** farm clubs

400 farmers adopted the best package of practices for groundnut

*The above figures are for the year 2017 - 2018.

*Giving Back to Society

We undertake extensive community-support activities in the village of Mahuva, Gujarat and have received multiple accolades from the local government.



Hanumant Hospital

treated over 48000 patients

performed 1600 surgeries

handled 4700 emergency cases

416 *free cataract surgeries*

Free eye check up camps in 30 villages

Healthcare & Education Initiatives



HIGHER EDUCATION SCHOLARSHIPS
to 204 students

*The above figures are for the year 2017 - 2018.

Sustainability will be a key part of our growth



Carbon
Disclosure
Project

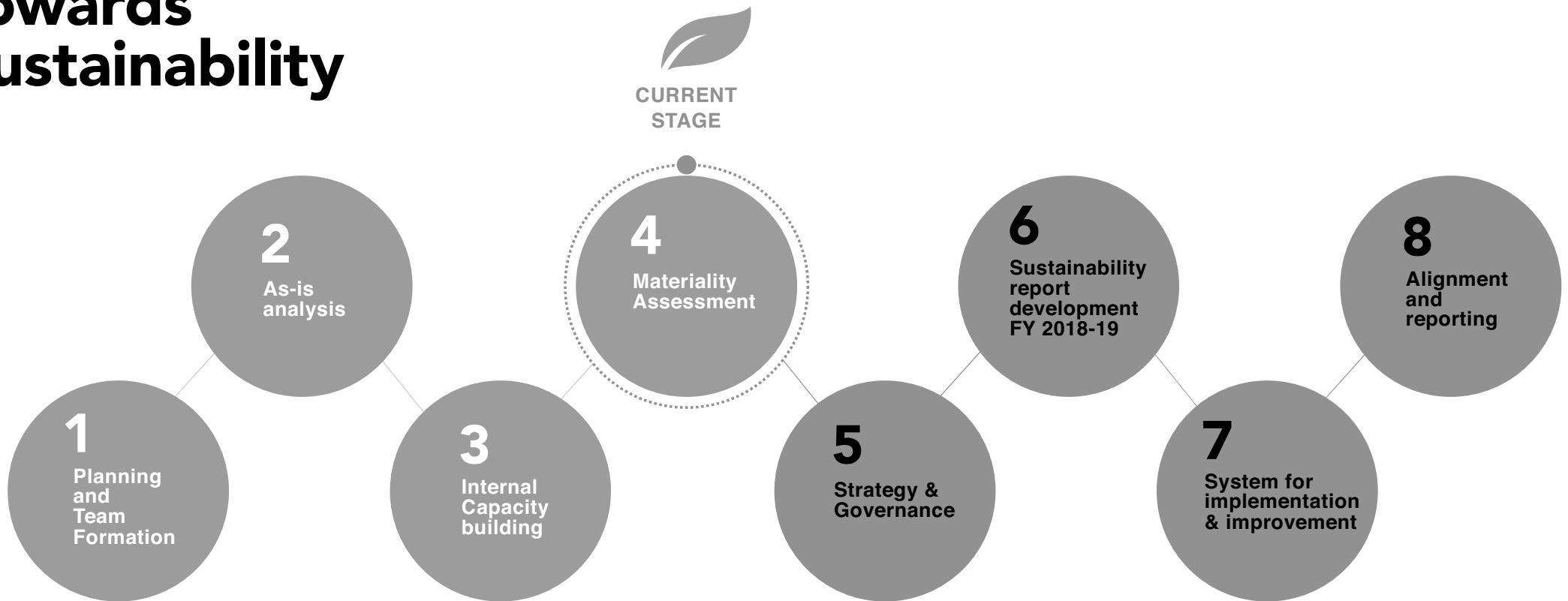
Global
Reporting
Initiative

Task Force on
Climate related
Financial
Disclosures
(TCFD)

Supporting partner

KPMG

Journey towards Sustainability



Investor Contact



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