

29th August, 2018

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

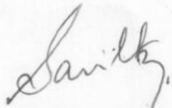
Sub: Investor Presentation

Dear Sir,

Please find attached the Investor Presentation.

Thanking You,

Yours faithfully,
For Pidilite Industries Limited



Savithri Parekh
Secretary

Encl: a/a

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Pidilite Industries Limited

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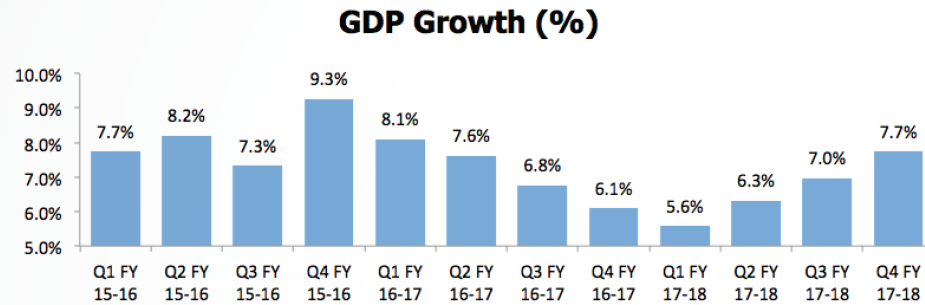


Pioneering Category Creation



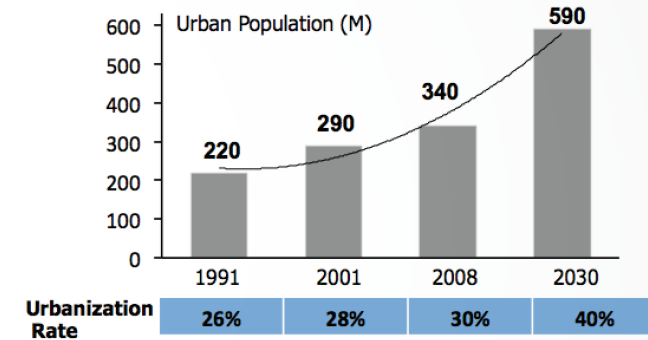
The Macro Economic Story Remains Strong...

GDP GROWTH STORY INTACT



Source : Reserve bank of India (www.rbi.org.in)

BY 2030, 40% OF INDIA WILL LIVE IN CITIES



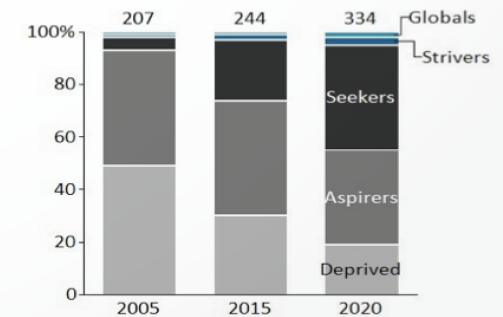
...OPPORTUNITY IN TIER 2 & TIER 3 STATES



- Breakthrough:** Growth > 6.5%* and NDP per capita > \$1000
- Emerging:** Growth > 6.5%* or NDP per capita > \$500
- Steady:** Growth < 6.5%* and NDP per capita ~\$250-750

Note: Urban (GOI definition): 4,000 People/75% of men in non agricultural work/Population density of 400 per sqkm
Source: MGI, Secondary Research, Monitor Analysis

...AND IN ASPIRERS / BOTP CONSUMER SEGMENTS



Pidilite Strategy on a hand.

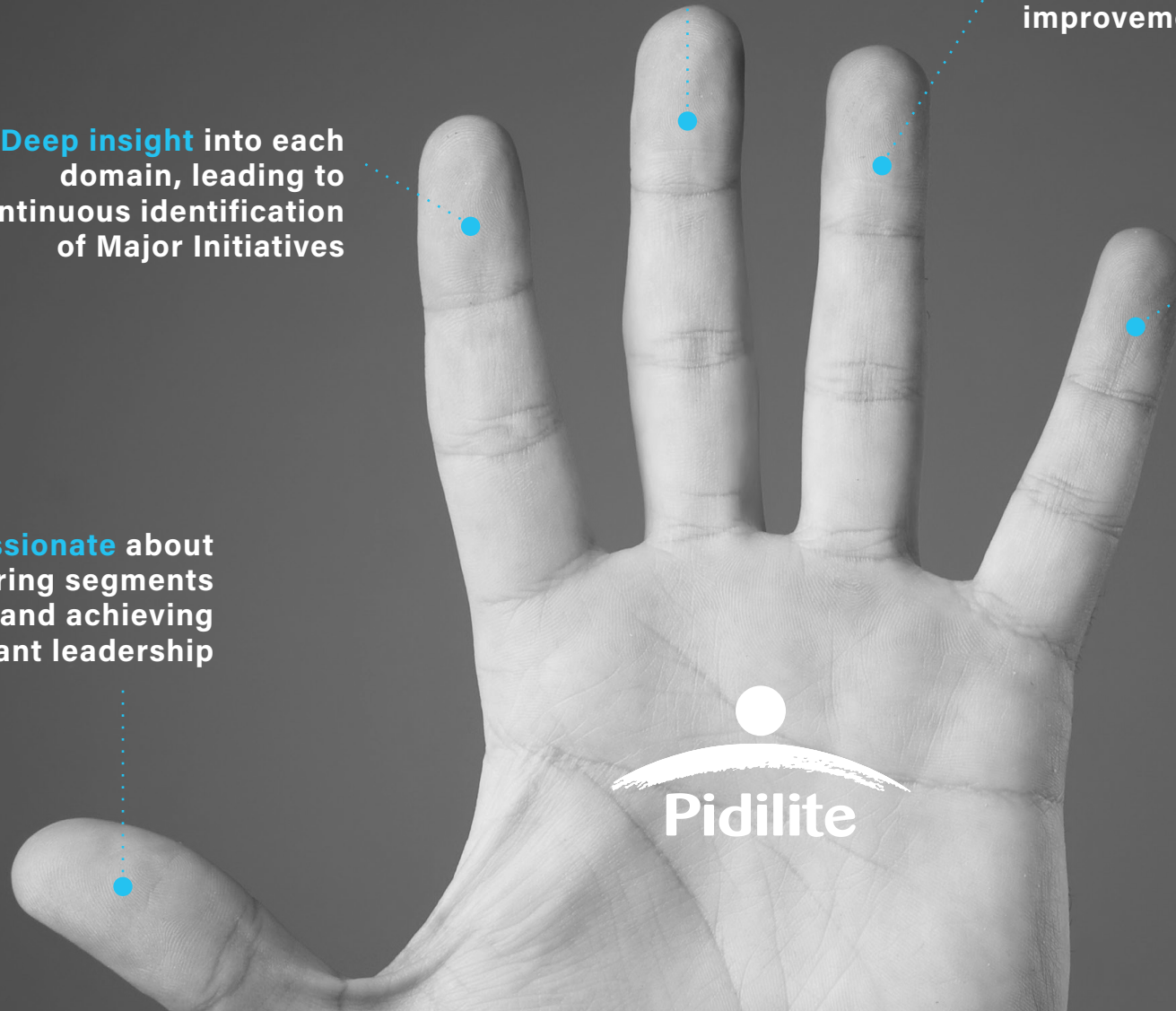
Wholistic brand management that builds strong emotional connect with users, influencers & consumers

Persistent innovation focused on continuous improvement

Deep insight into each domain, leading to continuous identification of Major Initiatives

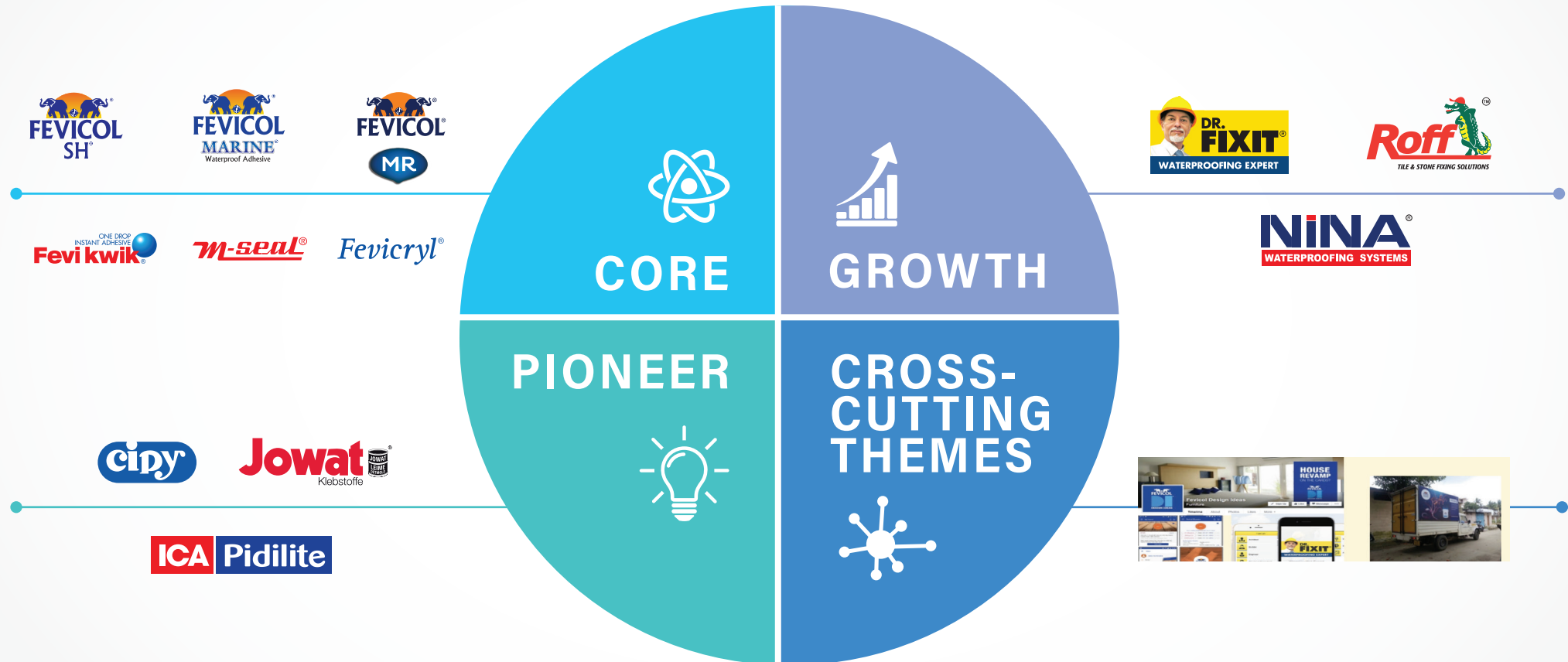
Teams working together with passion

Passionate about pioneering segments and achieving significant leadership



Pidilite

How we view our portfolio...



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

1. DRIVING PENETRATION

2. INNOVATE

3. PREMIUMIZE


CORE



1. DRIVING PENETRATION

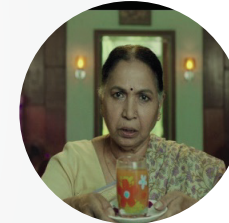
Exhaustive immersions
to collect insights

Identify usage patterns and
accordingly select
target segments

Focussed media strategy
to reach target segment
and deliver growth



Usage



Target Segments



Reach & Availability

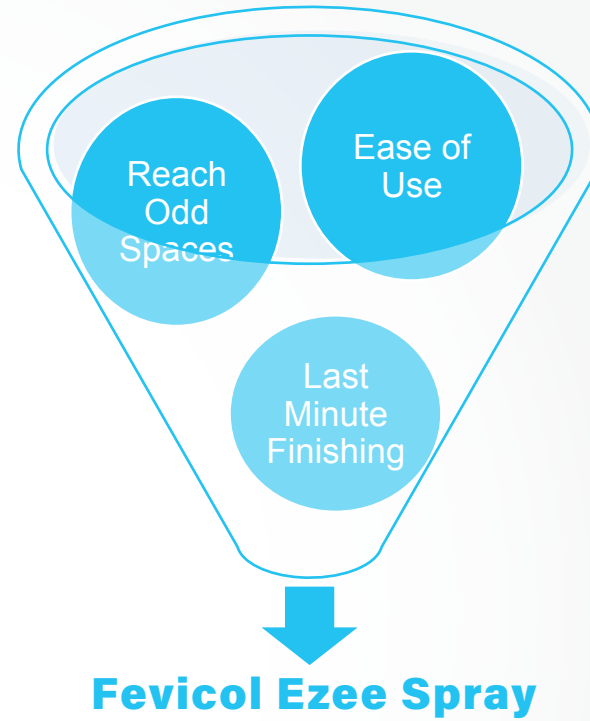
Nongriat village, Meghalaya

Driving Penetration Through

CORE



2. INNOVATE



FEATURES:

Fast Grab & Rapid Bonding

Excellent Heat Resistance

Application Control



CORE



3. PREMIUMIZATION



Features



Applications



Water resistant adhesive



Fast Setting adhesive



Anti-bubble adhesive



Heat Resistant Rubber Adhesive



PVC & Acrylic Laminates



AC Ducts



Foam Sheets



Vinyl Flooring

How growth businesses grow at 2-4X GDP...

1. CREATE CATEGORIES

2. WHOLISTIC BRAND MANAGEMENT



GROWTH

GROWTH



1. WE CREATE CATEGORIES



Cement Additive for integral waterproofing



Latex based product for general repairs and economical waterproofing



Elastomeric coating for external walls



2 component waterproofing for the sunken portion and splash zone





2. WHOLISTIC BRAND MANAGEMENT

वाटरपूफगि करो



Dr.Fixit will prevent leakage from happening

वाटरपूफगि नहीं कराओगे तो पछताओगे



Visual way of showing consequence of not Waterproofing

Verbal way of showing consequence of not Waterproofing

सही वाटरपूफगि नहीं कराओगे तो पछताओगे



Right Waterproofing is application on 5 surfaces



Right Waterproofing is using right quantity of LW+



Right Waterproofing is waterproofing before painting

**What are our
Pioneering categories...**



PIONEER

PIONEER



Largest player in specialized floor coatings
Acquisition for establishing place in
resin flooring and floor coatings market.

Technical collaboration aimed at providing
a comprehensive range of Thermoplastic
Hot Melt adhesives for catering to the
requirements of joineries and
industrial consumers.

Range of premium wood finishes Engaging
in high technology wood finish business
in India and other select countries



Cross-cutting themes that are organisation-wide

1. GOING DIGITAL.. GETTING FUTURE READY..

2. SALES & DISTRIBUTION EXCELLENCE

3. CULTURE AS COMPETITIVE EDGE

CROSS-CUTTING
THEMES

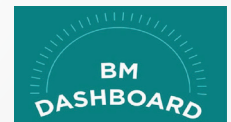
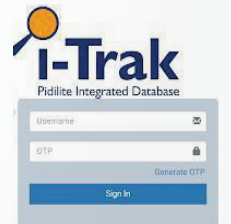
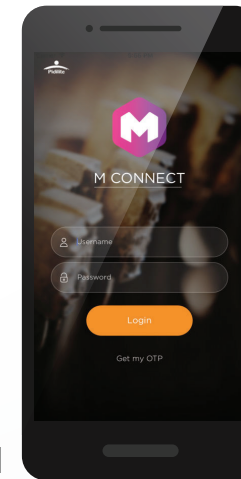


1. GOING DIGITAL.. GETTING FUTURE READY..



Leveraging potential of predictive and prescriptive analytics to transform Ways of Working

Business Operations Done Digitally..



2. SALES & DISTRIBUTION EXCELLENCE

TAPPING THE
EMERGING INDIA OPPORTUNITY...

1Bn+ consumers
Huge opportunity with 84%
of India's population

**450 small towns &
22k 'Rurban' areas**
Large scale and scope of operations

One-Pidilite Approach
Integrated approach to leverage our scale

Accessing deep rural markets
through 'Pidilite Ki Duniya'



Merchandised Outlet in
sub 12K population
villages



Pidilite's One
stop Solution &
Training centre



End User Connect
through meets and
site visits



2. SALES & DISTRIBUTION EXCELLENCE

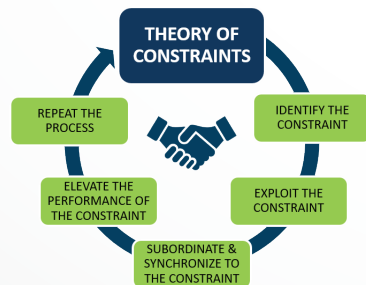
AVAILABILITY

Optimize Distribution Network Post GST

Better customer linkage resulting in optimized logistics cost

Optimizing warehousing locations

Lower transit time resulting in improved service



Extending TOC to WSS, and then Dealers

VISIBILITY



USER EDUCATION





3. CULTURE AS A COMPETITIVE EDGE..

The Magical **P** of **Pidilite** ▶



3. CULTURE AS A COMPETITIVE EDGE..

Culture which is
Pro-eneurial



CELEBRATION



ACTION-ORIENTED



YOUTHFUL



COMMUNICATION



IDEA
MERITOCRACY



INFORMAL

In Summary

**We remain committed to be a
Performance Driven, Innovative,
Indian MNC where it is a
Pleasure to work.**



Thank you



Questions??

Investor Contact



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