



February 16, 2023

BSE Limited  
Corporate Relationship Department,  
1st Floor, New Trading Ring,  
Rotunda Building, P.J. Towers,  
Dalal Street, Fort, Mumbai - 400 001  
BSE Scrip Code: 509874

National Stock Exchange of India Ltd  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G- Block  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051  
NSE Symbol : SHALPAINTS

**Sub: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Revised Investors presentation**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the revised presentation on the financial results of the Company for the quarter and nine months ended December 31, 2022. The same is also being uploaded on the website of the Company [www.shalimarpaints.com](http://www.shalimarpaints.com).

You are requested to kindly take the above information on record.

Thanking you,

Yours faithfully,

For **Shalimar Paints Limited**

SHIKHA  
RASTOGI

Digitally signed by  
SHIKHA RASTOGI  
Date: 2023.02.16  
14:15:20 +05'30'

**Shikha Rastogi**  
**Company Secretary**

Encl.: as above



**Shalimar Paints Ltd.**

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Email Id: askus@shalimarpaints.com Website: www.shalimarpaints.com CIN: L24222HR1902PLC065611



**SHALIMAR  
PAINTS**

## **Shalimar Paints Limited**

**Investor Presentation  
February 2023**



# Safe Harbour

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## 1902

Two Britishers A.N. Turner and A.N. Wright - set up Colour & Varnish Company in Howrah, West Bengal. It is the first paint manufacturing plant in the South East Asia

## Vision

To persevere and excel as one of the premier paint companies of the country, a leader in product innovation and customer satisfaction. We intend to build long term value relationships with all our shareholders, customers, employees and suppliers.

## Mission

To maximise shareholder value by engaging and growing our employees, delivering innovative and superior quality product to every customer segment, building strong human engagement with our dealers & vendors

# Our Key Projects



## INDIA'S ICONIC STRUCTURES CONTINUE TO USE SHALIMAR PAINTS



**The Vidyasagar Setu**  
You know 50 shades of grey... We added one more!

**The Vidyasagar Setu**



**The Salt Lake Stadium**  
Lending hues to India's Biggest Football Turf!

**The Salt Lake Stadium**



**The Chenab Bridge**

**The Chenab Bridge**

# Company Overview



**120+ years of establishment**

India's Oldest Brand



**69,000+ KL**

Production Per annum



**3**

Manufacturing facilities



**30+**

Depots



**3000+**

Dealers network across the country



**500+**

Employee strength



**1**

R&D center for paint innovations



# Our Product Offerings



## Decorative Paints

- An extensive range of decorative and protective paint products for interior and exterior segments
- Our portfolio spans across product categories and price points catering to a wide variety of consumers
- Eco friendly emulsion products certified by Griha Council
- Low VOC products that is certified by National Test House (NTH)



## Industrial Paints

- Pioneers in Industrial coatings - Introduced notable firsts in high performance coatings such as high-build zinc coatings, radiation resistant coatings for nuclear power plants, polyurethane paint for fighter aircraft and railway coaches
- One of the largest Indian players in high-performance Protective Coatings
- Significant presence in General Industrial (Product Finish) and Packaging coatings



## Construction Chemicals

- Major products are admixtures, curing compounds and mould release agent
- Dealing in chemicals suitable for readymix concrete, infrastructure and building projects





**SHALIMAR**  
PAINTS

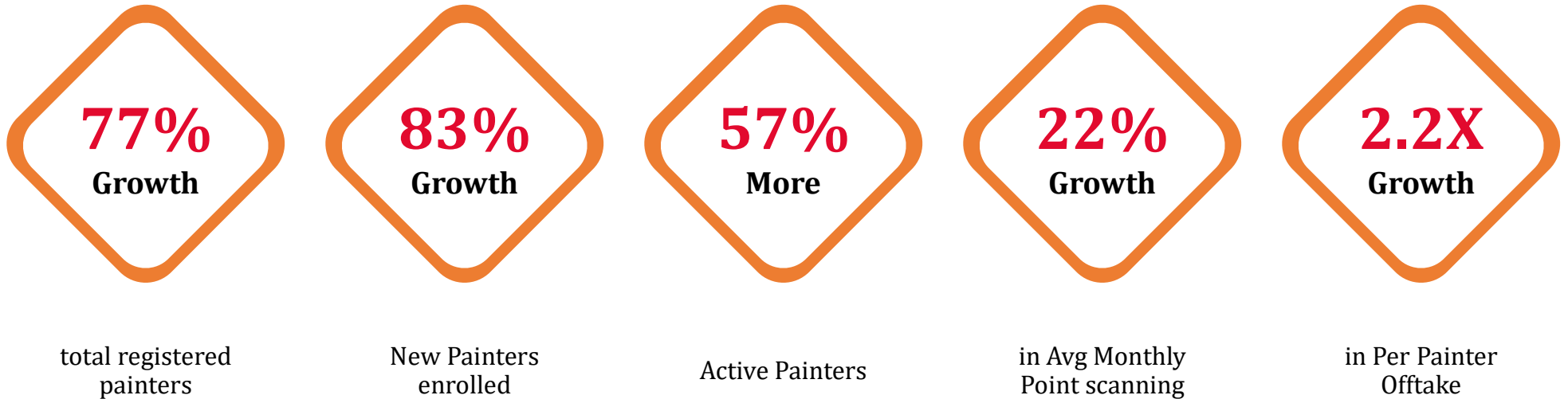
# Performance Snapshot



# New Product Launches during the year 2022-23



# Expert Painter Program Performance



Average Points Scanned increased from 35 Lacs to 43 Lacs in Q3 with all other KPIs showing positive growth

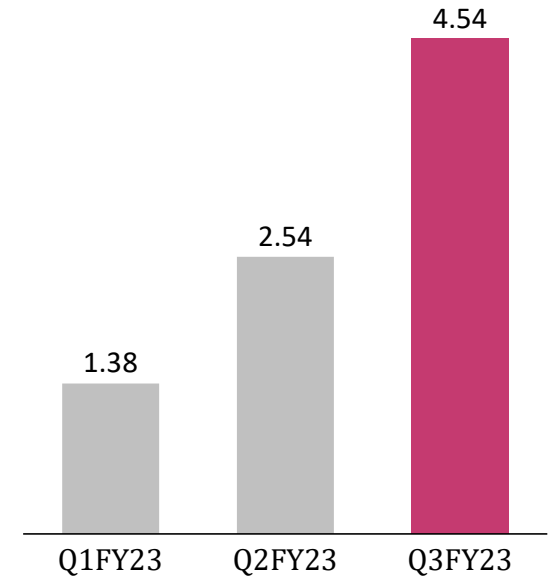
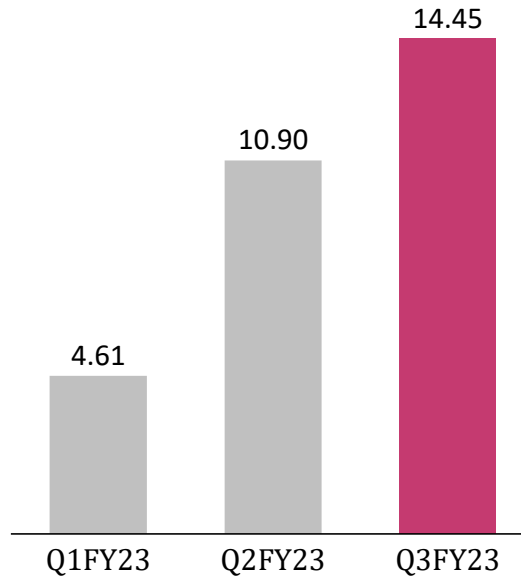
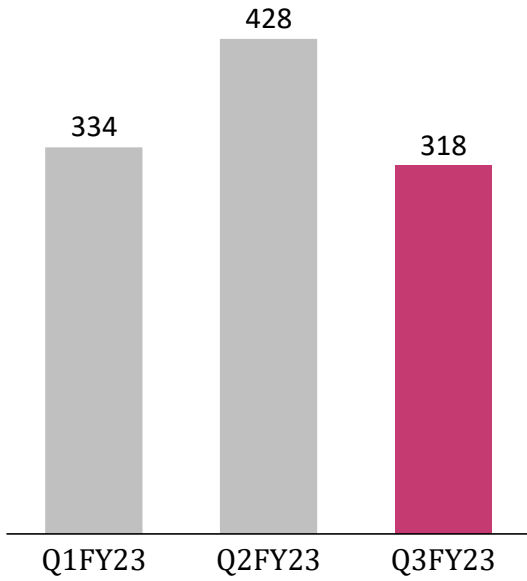
# 9MFY23 : New Dealer performance



**1080**  
NEW DEALERS

**29.96 CR**  
SALE

**12%**  
CONTRIBUTION  
TO NET SALE



New Dealer Additions

Sales (in Crores) from new dealers

Yield per dealer (in lacs)

Rs. In Crs

Rs. In Crs

# Marketing Initiatives



## MARKETING SUPPORT



- Schemes & Festival at Dealer stores
- Brand Signage & OOH Support
- Shade Tools & NPD Launch
- Painter Mega Meets & Painter Trainings



Painter Schemes  
**DBT** On Tinted Products

**2X** Loyalty Points  
for Painters

## Top 50-100 Store

Shalimar Exclusive Store



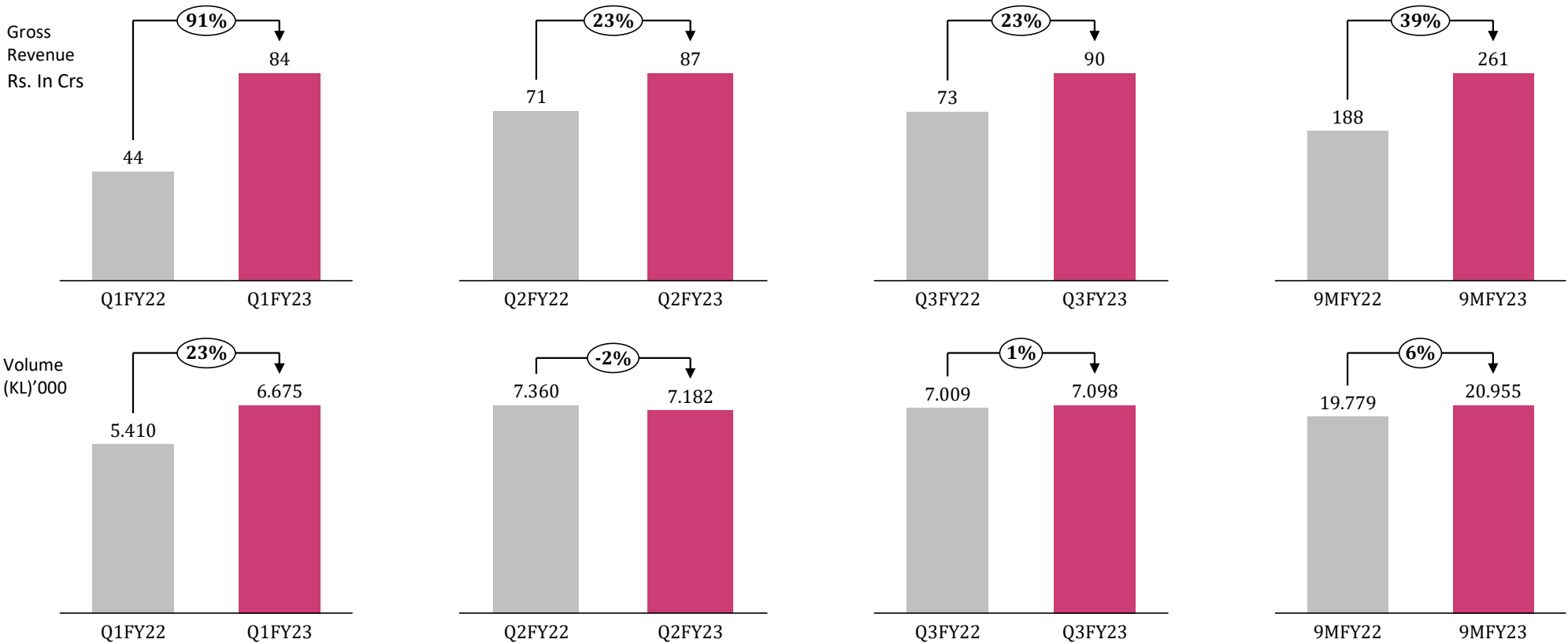
**Dedicated Marketing Budget**  
focussed on CS Dealers



# Decorative Paint Performance



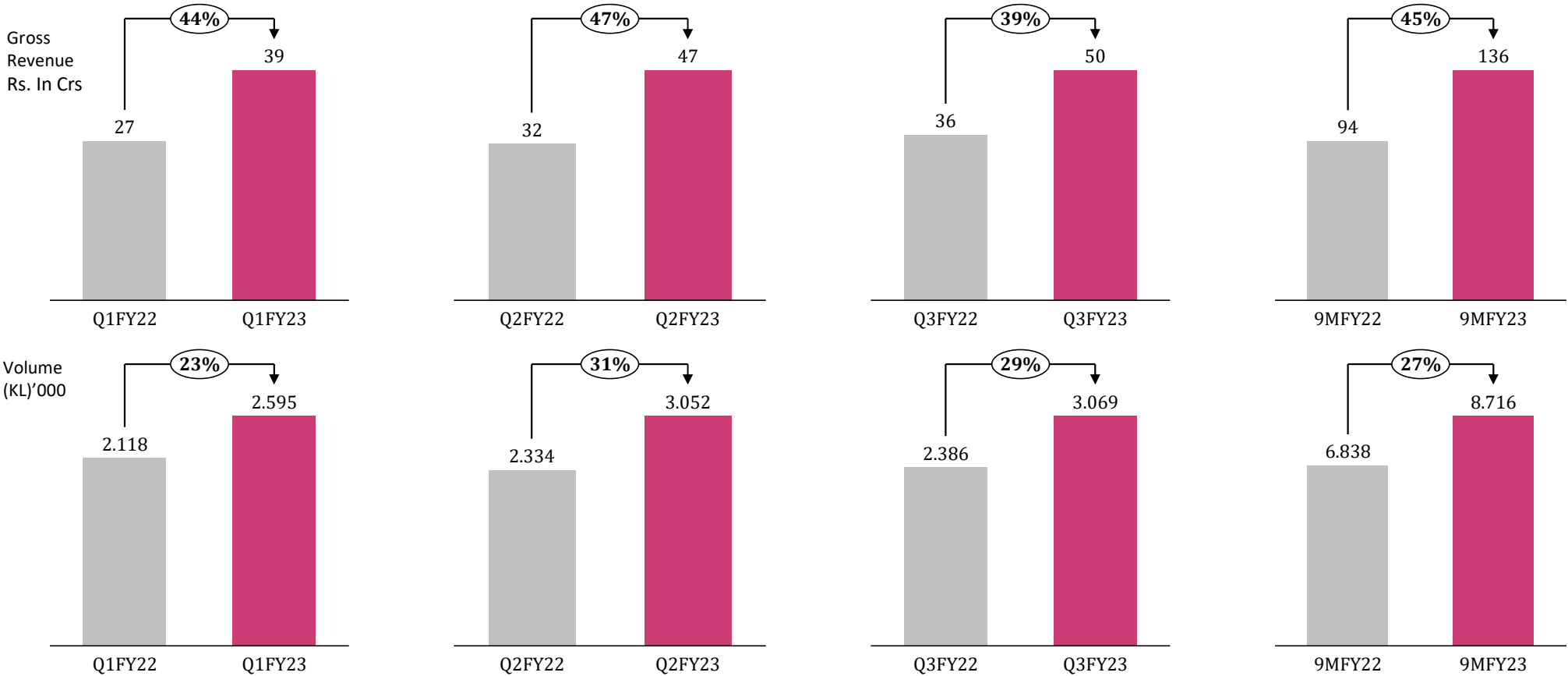
Historical Decorative Paint performance : Y-o-Y Value growth (in Cr) every quarter



# Industrial Performance



Historical Industrial performance : Y-o-Y Value growth (in Cr) every quarter



# Decorative Paints: Strategy Going Ahead



**Focus on areas having significant presence**



**Focus on smaller Tier 3 & 4 towns and rural area**



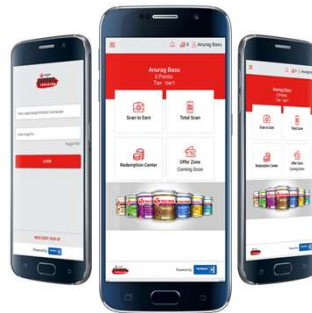
**Focus on deploying Premium emulsion machines in the market**



**Service improvement-specialty supply**



**Focus on research & development of newer products**



## Expert Program

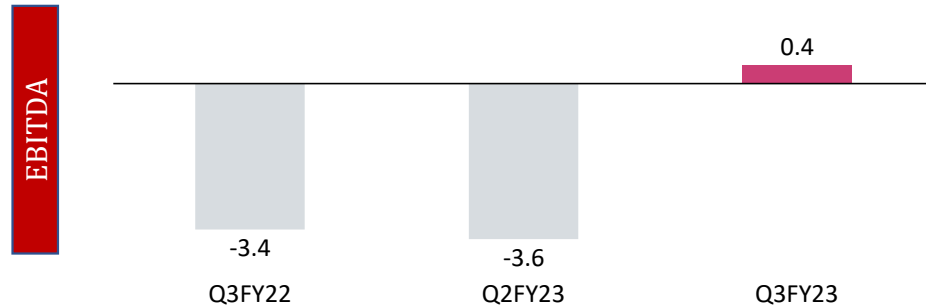
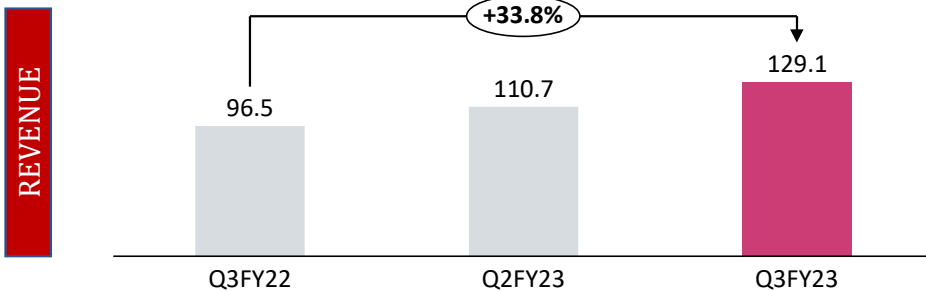
### Progress over last a year

- ✓ **Cost Reduction:**
  - Cost saving due to optimization of water & solvent-based paints
  - Margin improvement plan is in place
  - No extra material addition
- ✓ **New Product Development:**
  - Newer products developed & formulations released to plants
- ✓ **Vendor Development:**
  - Newer Raw material evaluated and approved
- ✓ **Quality Upgradation:**
  - Quality of the formulations were improved
- ✓ **Moving towards manufacturing excellence:**
  - Installation of new pipelines for eliminating flexible hose
  - Improvement in the storage facility

# Positive outcome on financial performance



Rs. In Crs



## Improvement in Net Revenue

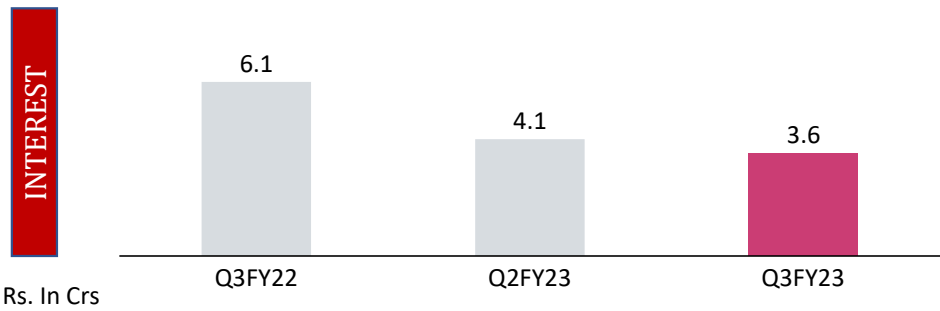
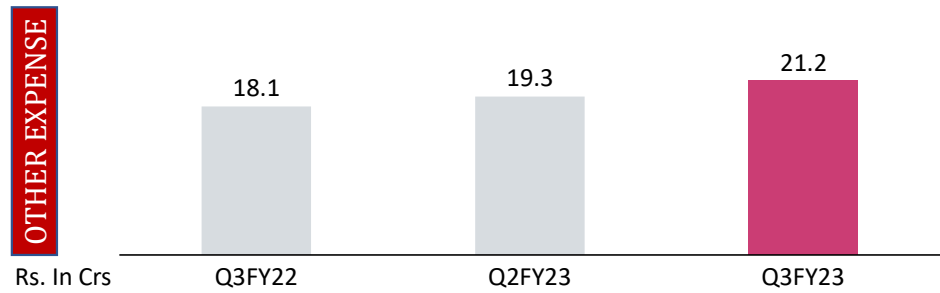
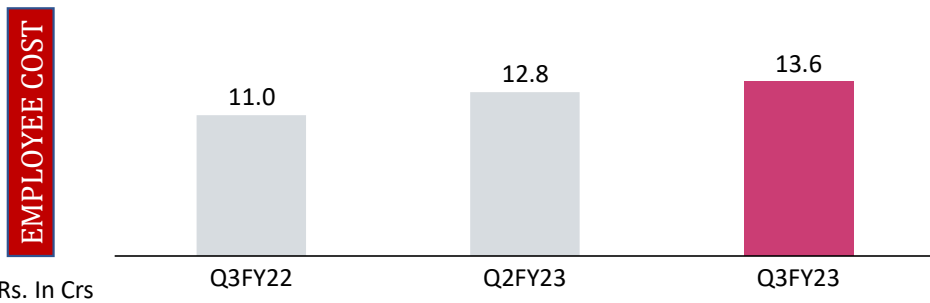
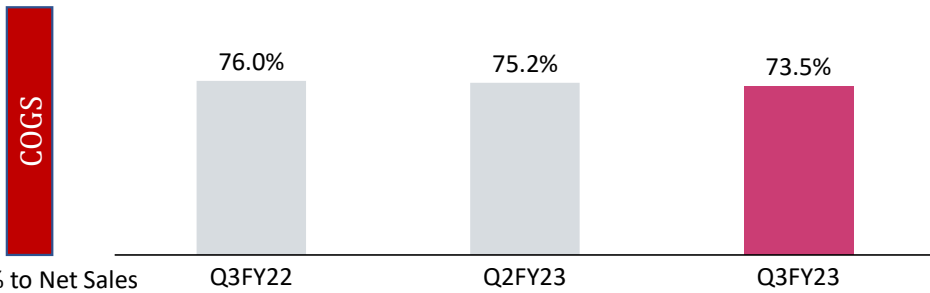
- ✓ Net Revenue growth of 34% v/s last year largely contributed by 36% growth in Industrial Segment and 12% in Decorative Segment
- ✓ Increase in the dealer network and number of depots across the country
- ✓ Increase in the number of tinting machines
- ✓ Brand Alliance with Aap ka Painter
- ✓ Focus on water-based products and increase of products in the water based umbrella
- ✓ Launch of new products in waterproofing range

## Improvement in EBITDA

- ✓ EBITDA is positive in the current quarter as against last year largely due to
  - ✓ Reduction in input cost by 2.5%
  - ✓ Procurement through reverse mechanism which has reduced material as well as freight cost



# Cost Trend

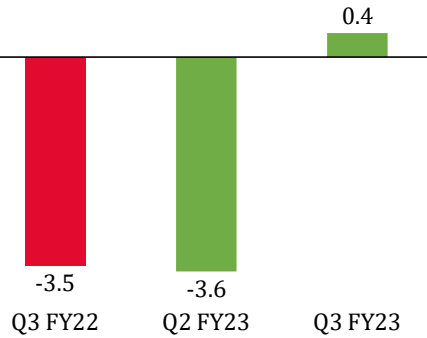


# 360° growth strategy: started yielding results

Rs. In Crs

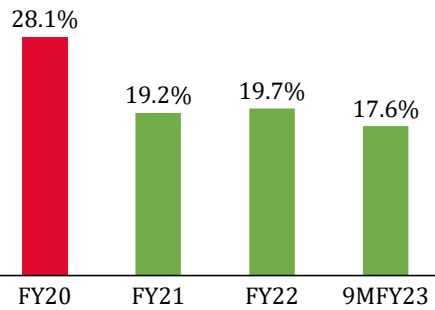
## EBITDA

### EBITDA (Rs. Crs)



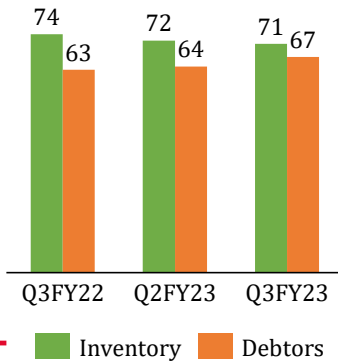
## Optimizing Operating Efficiencies

### Other Exp. (% to Revenue)



## Inventory and debtor days

### Inventory and Debtors (No. of days)



# Consolidated Profit & Loss Statement Q3 FY23



Particulars (Rs. Crs)	Q3FY23	Q3FY22	Q2FY23
<b>Revenue from Operations</b>	<b>129.1</b>	<b>96.5</b>	<b>110.7</b>
Other Income	1.0	2.6	1.2
<b>Total Revenue</b>	<b>130.1</b>	<b>99.0</b>	<b>111.8</b>
Cost of Materials Consumed	95.3	69.9	69.7
Purchase of Traded Goods	5.6	3.9	6.7
Changes in Inventories of Finished Goods and Work in Progress	-6.0	-0.5	6.9
<b>Gross Profit</b>	<b>35.2</b>	<b>25.7</b>	<b>28.5</b>
<b>GP %</b>	<b>27.0%</b>	<b>25.9%</b>	<b>25.5%</b>
Employee Benefits Expense	13.6	11.0	12.8
Other Expenses	21.2	18.1	19.3
<b>EBITDA</b>	<b>0.4</b>	<b>-3.5</b>	<b>-3.6</b>
Depreciation and Amortisation Expense	3.0	3.4	3.1
<b>EBIT</b>	<b>-2.6</b>	<b>-6.8</b>	<b>-6.7</b>
Finance Costs	3.6	6.1	4.1
Exceptional Items	-	-	-
<b>PBT</b>	<b>-6.2</b>	<b>-12.9</b>	<b>-10.8</b>
Total Tax Expense	-	-	-
<b>Profit for the year</b>	<b>-6.2</b>	<b>-12.9</b>	<b>-10.8</b>
EPS	-0.86	-2.37	-1.49

## • **Revenue:**

- Company has reported revenue growth of 34% from previous year which is Q3FY22.
- During this quarter company has grown by 12% in Decorative segment and 36% in Industrial Segment on gross revenue from last year same quarter i.e., Q3 FY23.
- Company has onboarded 1080 new dealers and deployed more than 250 tinting machines during the year which has also contributed in the positive growth in the revenue.
- Company has also experienced a healthy change in mix of water based products and in specific emulsions portfolio

## • **Raw material cost:**

- In the current quarter, the prices of key raw material has been stable which has resulted in the gross margins improvement by 2.5% from Q3FY22 and 1.8% from Q2FY23.
- As against previous quarter, there is a reduction in all the key raw materials by 15-20%
- Company is continuously working on improving its product mix within the segments, which will eventually help to reduce the raw material costs of the company.
- New formulations by R&D has helped the reduction in cost for 3 major categories of water-based paints

## • **Other Expenditure:**

- Company has maintained the fixed cost at previous year level. However, in terms of percentage to sales, the fixed cost is lower by 3% on YoY scale.

## • **Finance Cost :**

- During the quarter, finance cost has been reduced by Rs. 2.5 Crs as against last year mainly due to reduction in the borrowings.

# Thank You

**Company :**



**Shalimar Paints Limited**

CIN: L24222HR1902PLC065611

Mr. Mohit Kumar Donter – Chief Financial Officer

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