



8th February, 2024

STOCK. EXG/ AG/ 2023-24

The Corporate Relationship
Department
BSE Limited,
1st Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400001

The Listing Department
National Stock Exchange of
India Limited
Exchange Plaza, 5th Floor,
Plot No.-C/1, 'G' Block,
Bandra- Kurla Complex,
Bandra (E)
Mumbai – 400051

Listing Department
The Calcutta Stock
Exchange Ltd.
7 Lyons Range,
Kolkata-700001

Scrip Code : 509480

Scrip Code: BERGEPAIN

Scrip Code : 12529

Sub : Investor Presentation

With reference to our letter no. STOCK. EXG/ AG/ 2023-24 dated 18th January, 2024 and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 please find enclosed a copy of the investor presentation to be made on Monday, 12th February, 2024 at 19th Nuvama India Investor Conference, 2024.

The aforesaid presentation will also be uploaded on the website of the Company i.e.

<https://www.bergerpaints.com/investors/investor-conference-presentation.html>

Yours faithfully,

For BERGER PAINTS INDIA LIMITED

ARUNITO
GANGULY

Digitally signed by
ARUNITO GANGULY
Date: 2024.02.08
17:11:36 +05'30'

**ARUNITO GANGULY
VICE PRESIDENT &
COMPANY SECRETARY**

Encl.: a/a

Nuvama India Conference 2024

Investor Conference

Abhijit Roy

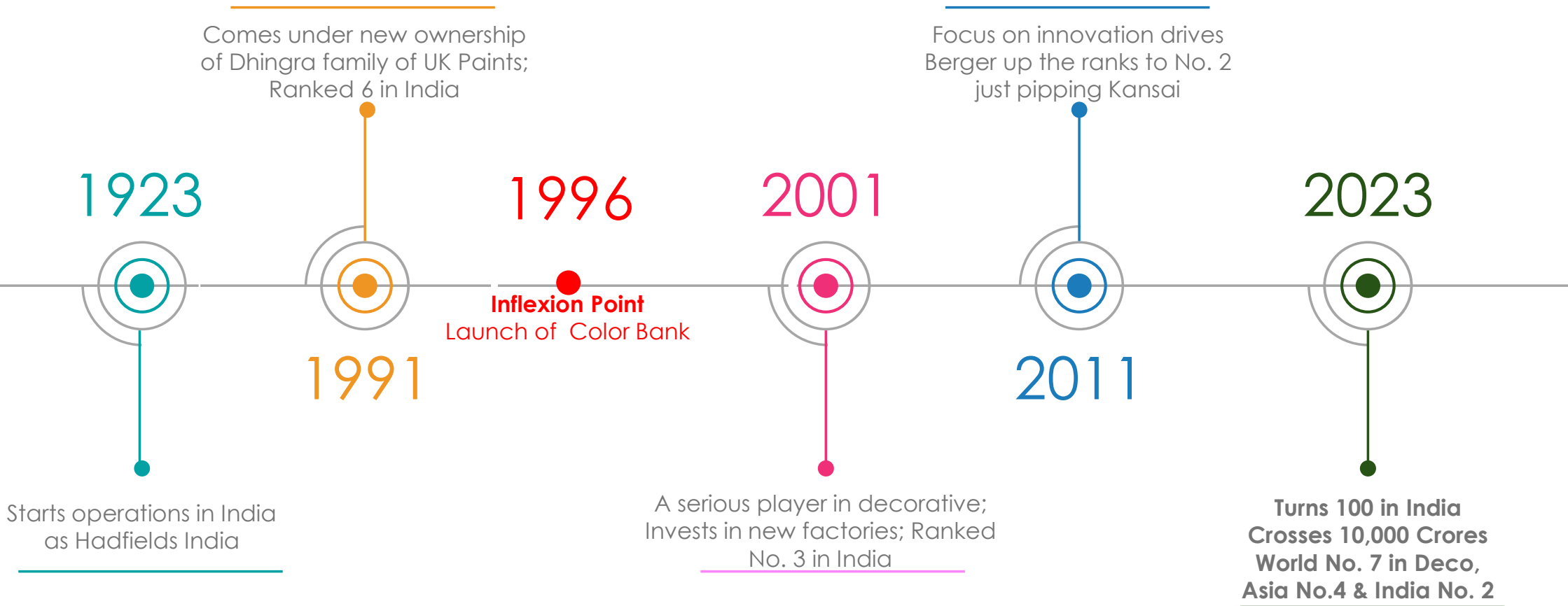
MD & CEO

Berger Paints India Limited



Berger over the years

The story of an evolving organization

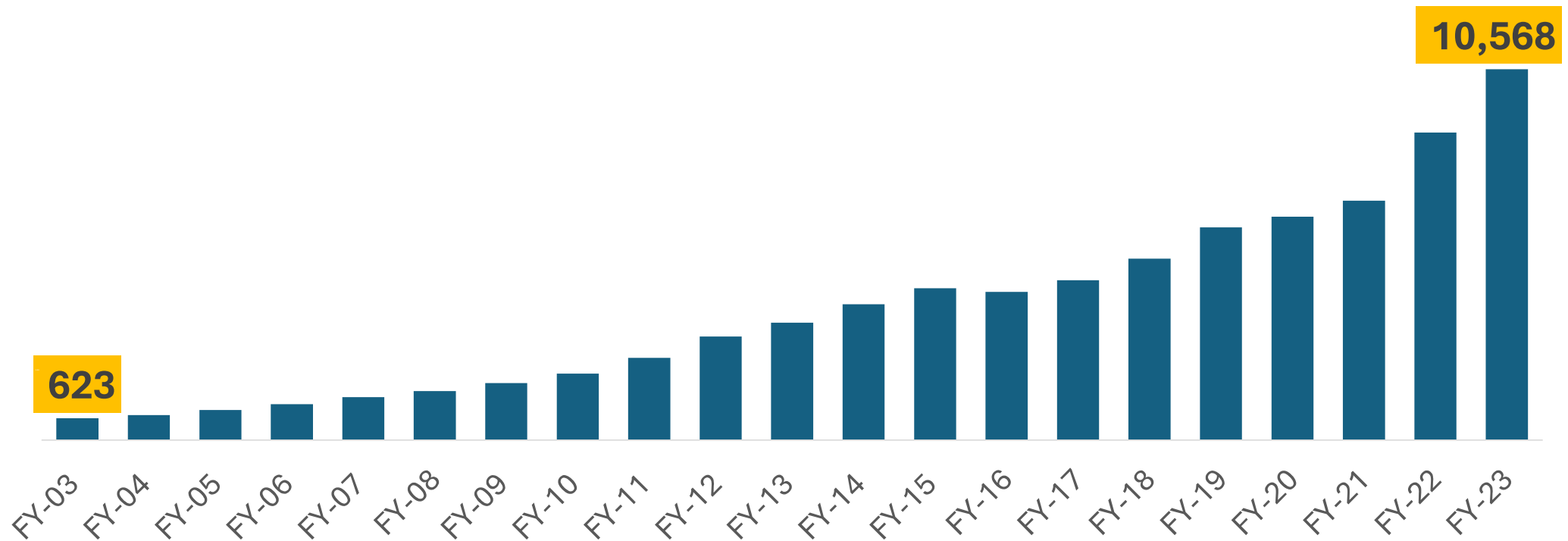


Racing Revenue | 20-Yr Consolidated Sales

From strength to strength



Consolidated Net Sales (Rs Cr)



Note: FY16 Sales corrected for INDAS

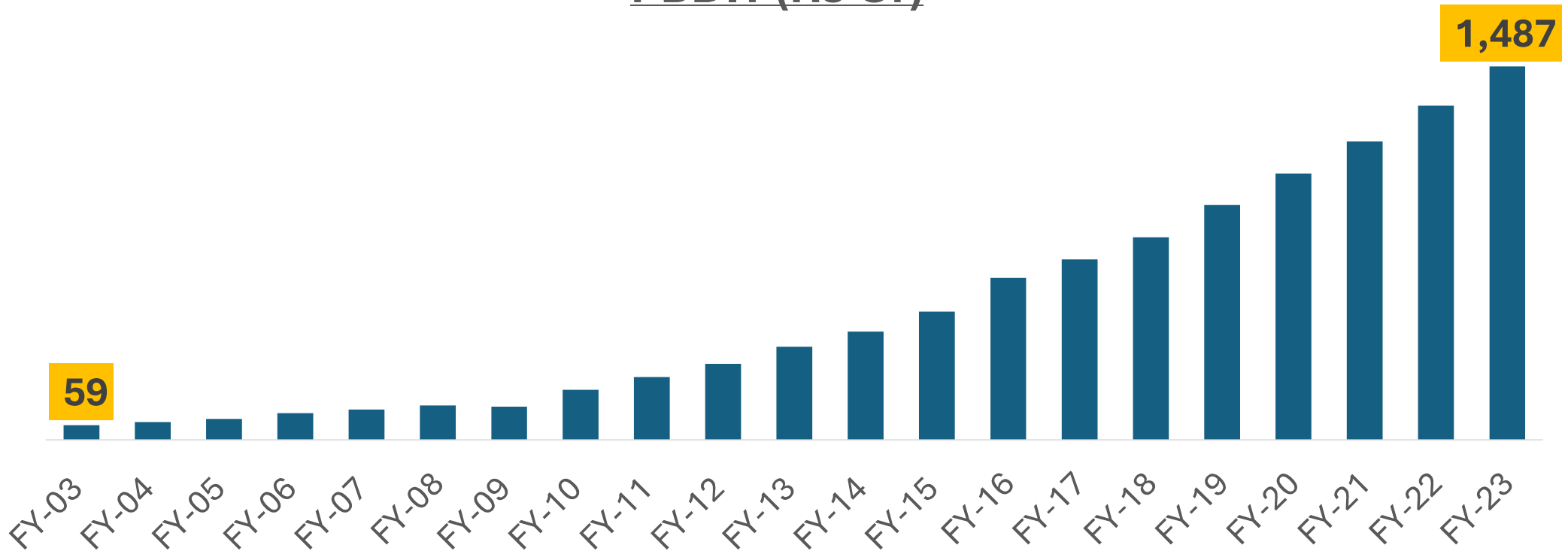
5Yr CAGR 15.4%; 20Yr CAGR 15.2%

Racing Profits | 20-Yr PBDIT

From strength to strength



PBDIT (Rs Cr)



Note: Value in Rs Cr

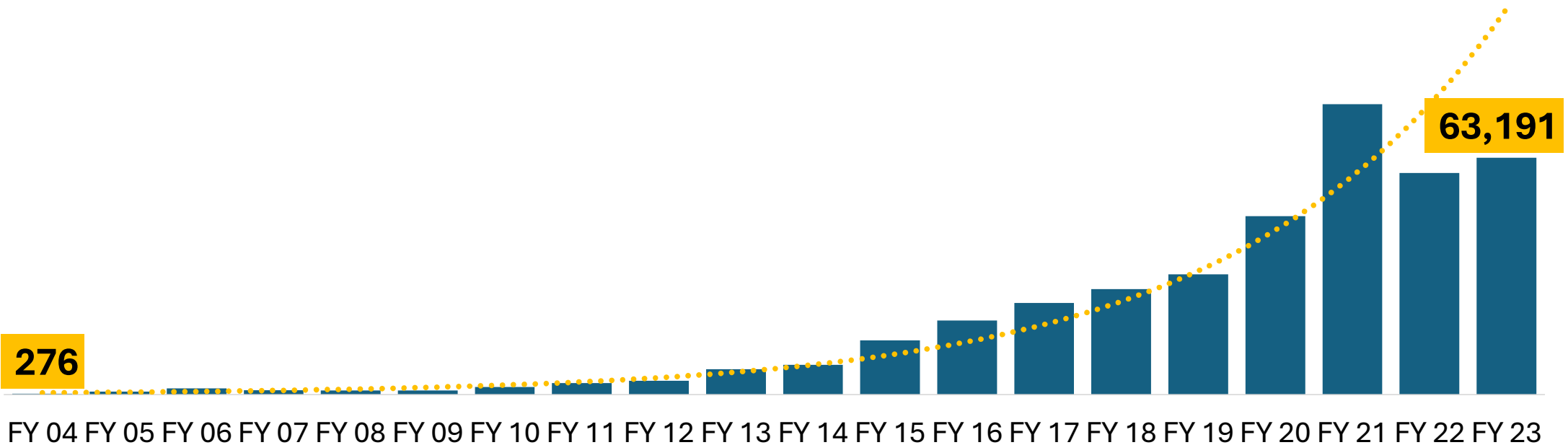
20Yr CAGR 17.5%

Creating Shareholder Value | 20Yr Mkt Cap

From strength to strength



20Y Market Cap



Note: Value in Rs Cr

5Yr CAGR 17.6%; 20Yr CAGR 33.9%

Expanding Presence across borders



India – Presence across segments; Leadership in some; Strong no. 2 in others



Nepal – Strong No. 2 with sizeable and long-standing presence in decorative business



Russia – Niche business in decorative paints



Poland – Dominant in ETICS space through acquisition of Bolix SA

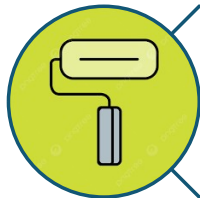


UK – Subsidiary operating in EIFS/ETICS segment in UK & France

Straddling Segments



Protective Coatings & General Industrial - Market leader for decades



Decorative Coatings – Strong No. 2



Automotive Paints – No.2 with BNPA



Construction Chemicals – Fast growing No. 4 with STP

Alliances & Tech Tie-ups

Cooperation through MoUs

- 49% in Coil Coatings with Becker
- 49% in 4W & SUVs with Nippon
- Tigerwerke for Powder Coatings
- Chugoku for Marine Paints
- Promat for Fireproof Coatings



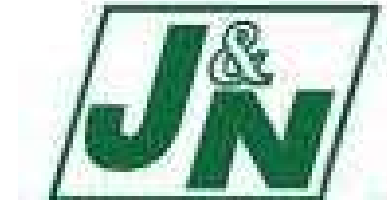
Growth thru Acquisitions

Strategic gaps filled; Capabilities enhanced

- Jenson & Nicholson, Nepal in 2000
- ICI's Motors & Industries business acquired in 2006
- Bolix, Poland acquired in 2008
- Sherwin Williams deco business in India, acquired in 2013 (\$0.15 Mn)
- Saboo Coatings, acquired in 2017
- STP's Waterproofing business, acquired in 2019

❑ SUBSIDIARIES

- Berger Rock Paints in Automotive
- Berger Hesse in Wood Coatings



1991-92 : No6 , Rev 111 cr ,OP 10cr

1991 : Small Fish in a Large & Crowded Ocean

DOMESTIC BRANDS

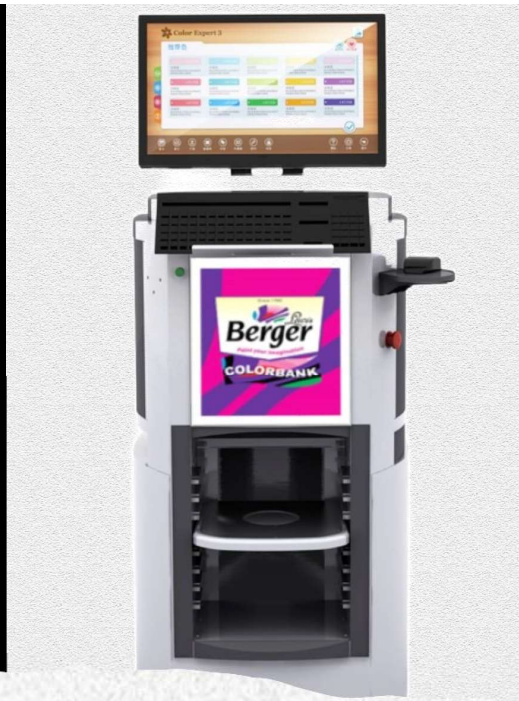


Paints





That we were fighters!



THE COLOR BANK STORY

The bold gamble (innovation) that set the ball rolling....



In the 2000s, an even more crowded Ocean

INTERNATIONAL BRANDS



SHERWIN WILLIAMS



DOMESTIC BRANDS



PAINTS



ADITYA BIRLA GROUP



SHALIMAR



PAINTS



Innovation at the Centre



Category Creator to Leader



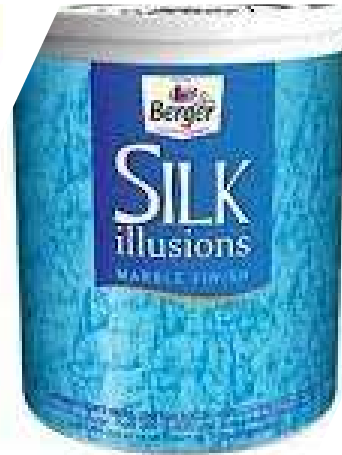
No Daag No Tension
Only beautiful walls

A young girl and a toddler are sitting on a rug in a room with a bright green wall. They are both wearing paint splatters on their clothes and are actively painting. The girl is holding a paintbrush and a palette, while the toddler is also painting. The wall behind them has a colorful drawing of a smiling sun with rays and stars. To the left, there is a beige armchair and a small wooden table with a vase and some books. A large white pillow and a stuffed animal are on the rug.

Since 1760
Berger
Paint your imagination

EASY CLEAN
LUXURY INTERIOR EMULSION

A blue can of Berger Easy Clean paint is shown next to a red roller. The can has the Berger logo and the text 'EASY CLEAN LUXURY INTERIOR EMULSION'.



Battle Scars
Lessons Learnt

Category Disruptor to Leader



An advertisement for Berger Weathercoat Anti Dust paint. It features a man in a traditional orange and yellow Indian outfit and sunglasses, holding a glowing crystal ball. Inside the crystal ball is a clean, white, two-story house. The background is a dusty construction site with cranes and buildings under construction. The text in Hindi reads 'धूल आये, पर घर पे न टिक पाये' (Dust comes, but it doesn't stick to the house). The Berger logo is in the top left corner.



Innovation in Commodity Products

**BERGER
 (HOME)
 SHIELD**
 Complete Waterproofing Solutions
**WATERPROOF
 PUTTY**



**SORA AUR SEELAN SE MUKTI PAO
 SIRF DEEWAREIN NAHI, LIFE CHAMKAO**



Water Repellency



Anti-efflorescent



Extra Coverage



Smooth Finish



Innovation in Services as well



Berger **express painting**
Faster. Cleaner. Safer.

Your Imagination
Our Expertise

- Accurate Price Estimation
- Waterproofing
- Dust Free Experience
- Trained Painters
- Expert Supervision



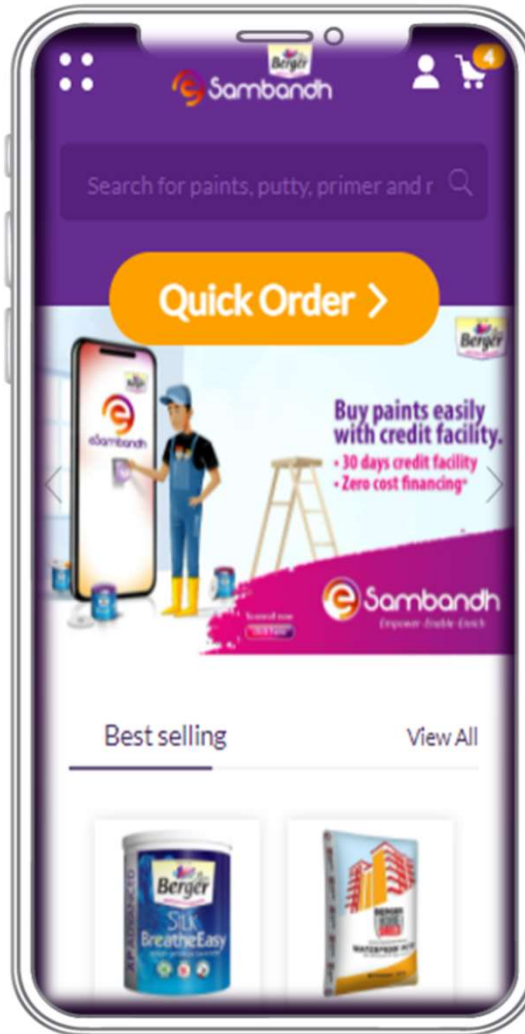
Moisture Meter Reading	Solution
0 - 5	Regular Paint
6 - 10	Waterproof Putty O-Prime
11 - 25	WALL SHIELD Waterproof Putty O-Prime
26 - 30	DAMPSTOP + Waterproof Putty + O-Prime
More than 30	INJECTION SEALER WALL SHIELD 2K + Waterproof Putty + Se O-Prime

Homeshield™ Range of crafted solutions

- Seepage, leakage and damp walls all lead to a substrate conducive for pathogens to grow and multiply
- Till now, no scientific assessment was made before offering treatment.
- But now, **Scientific Detection & Customized Solutions**



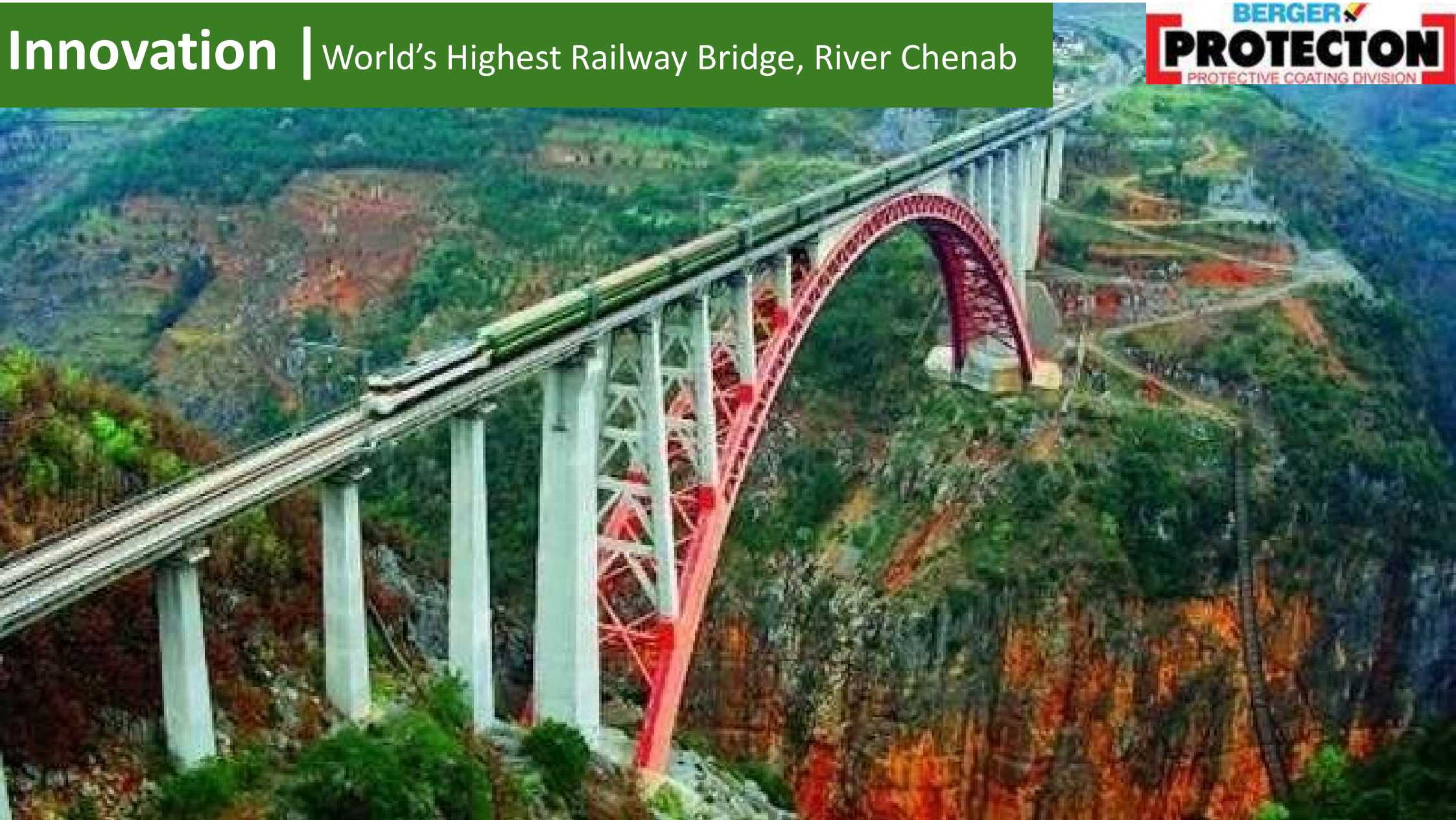
Innovation in Influencer Engagement





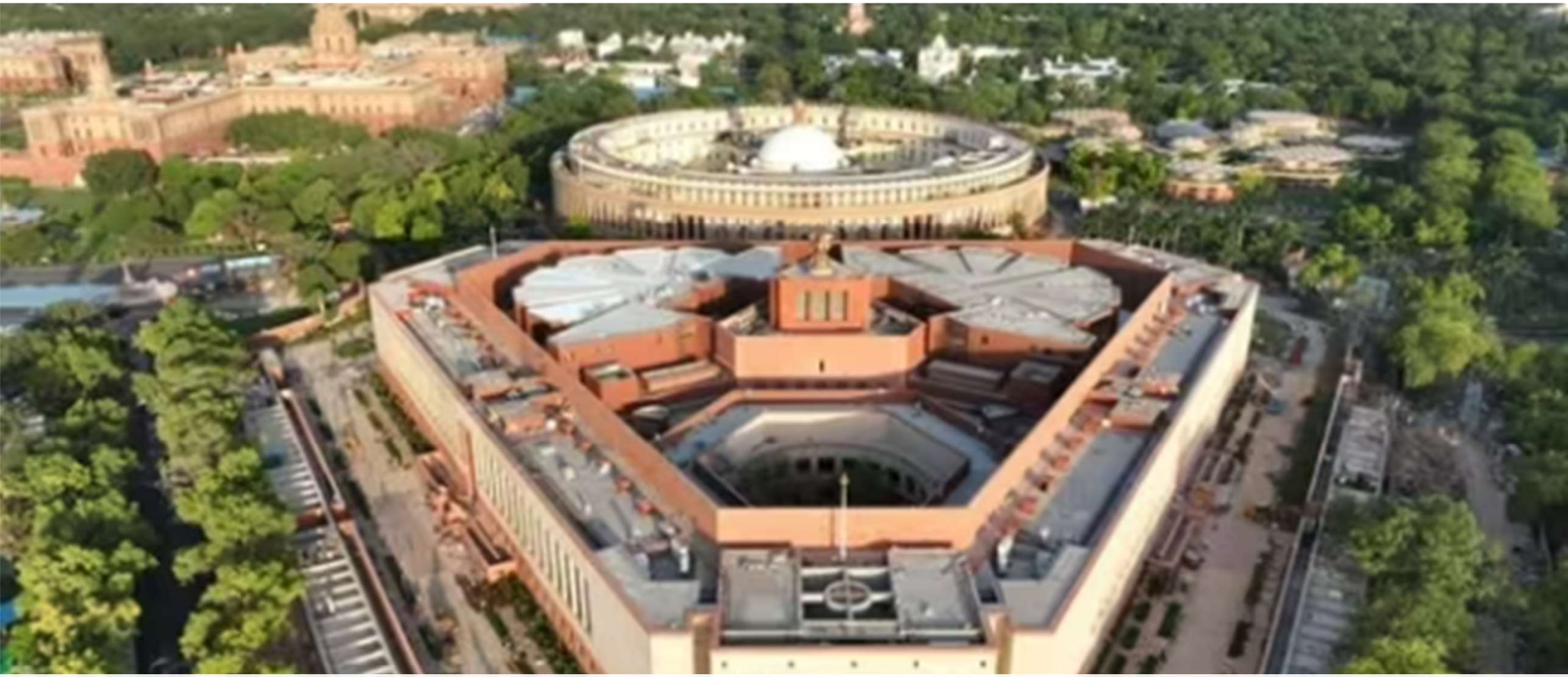
Innovation in Industrial Coatings

Innovation | World's Highest Railway Bridge, River Chenab





Innovation | Yashobhoomi
Convention Centre, Dwarka



New Parliament : Polyurea



TITAGARH WAGONS



EXIDE BATTERIES





Berger's **TAM** Approach

Test-Accelerate-Maintain

A time-tested framework



MAINTAIN

Must do core activities
where execution is the key



ACCELERATE

Scaling up successful
experiments with scalable
revenue potential



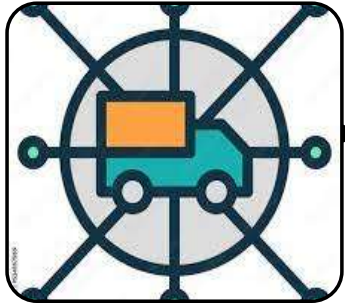
TEST

Conduct fresh
experiments to create
new growth
opportunities



Acceleration Stage

Differentiated Distribution



Distributors

Focus on weaker markets



Stores

700+ Exclusive Stores

Accelerate Stage

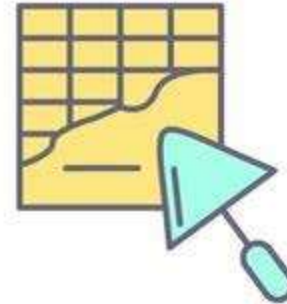
Construction Chemicals



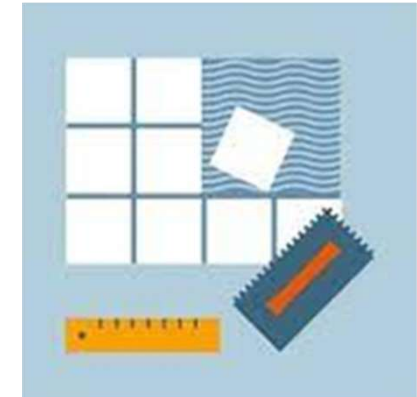
ADMIXTURE



TILE ADHESIVE



TILE GROUTS



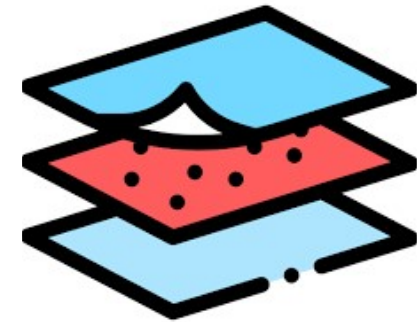
FLOOR HARDENER



SEALANTS

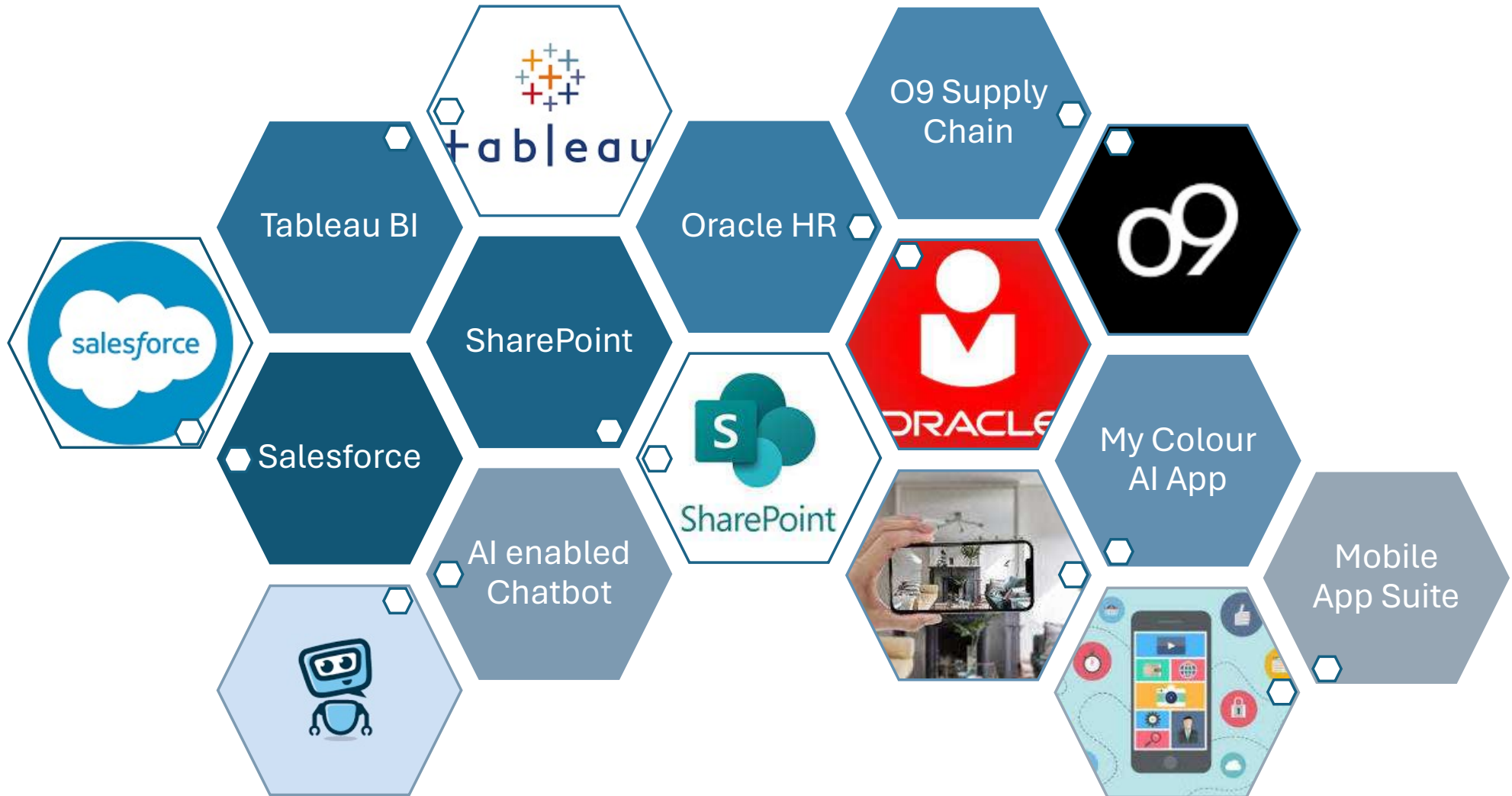


MEMBRANE



Accelerate Stage

Org-wide Digitization



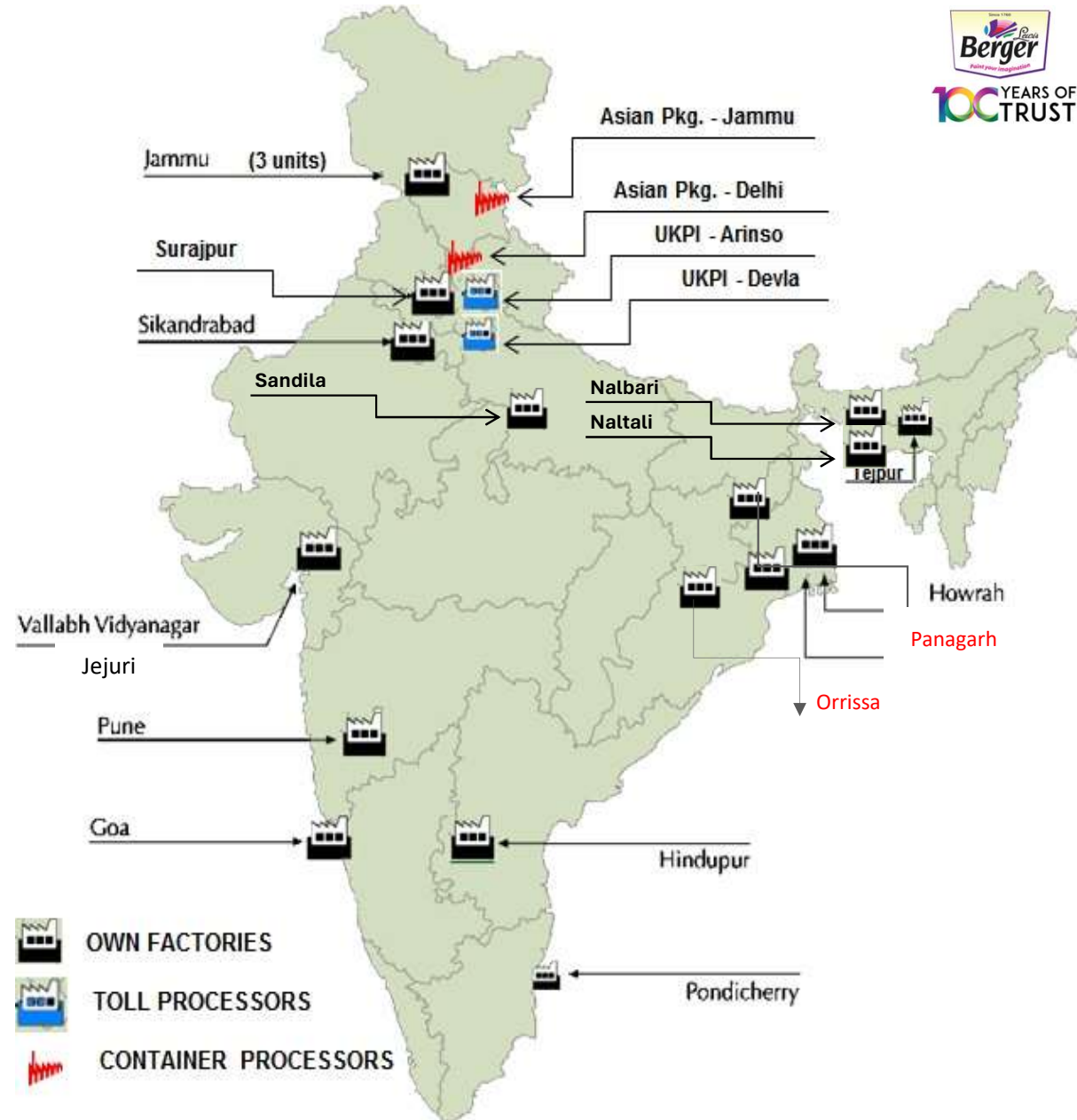
29 Production Facilities Worldwide 14 in India



Grow Stage

Production Facilities

- **Consented Manufacturing Capacity**
 - 1.3 Million MT/annum
- **Brownfield Expansion planned**
 - Hindupur
 - VVN
 - Pondicherry
- **Greenfield Projects**
 - Panagarh 2025
 - Orissa 2026





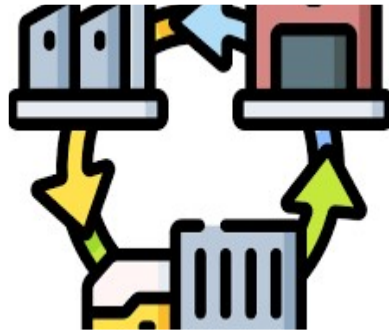
100 YEARS OF
TRUST

The Outlook for Berger

The Outlook for Berger



Products



Supply Chain



Distribution



Branding



Influencer



Services



PEOPLE



ESG



100 YEARS OF TRUST

- 100 Years of Confidence: Building Trust, One Legacy at a Time. -