



24<sup>th</sup> March, 2023

STOCK. EXG/ AG/ 2022-23

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

The Listing Department  
National Stock Exchange of  
India Limited  
Exchange Plaza, 5<sup>th</sup> 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

Dear Sirs,

Sub : Presentation

This is with reference to our letter no. STOCK. EXG/ AG/ 2022-23 dated 10<sup>th</sup> March, 2023.


Please find enclosed a copy of the presentation made during the meeting with a group of select Institutional Investors at a conference organised by Kotak Securities Limited today at Kolkata.

We request you to take the above information on record.

Thanking you.

Yours faithfully,

For **BERGER PAINTS INDIA LIMITED**

  
Arunito Ganguly  
Vice President & Company Secretary

Encl. a/a

**BERGER PAINTS INDIA LIMITED**

Berger House, 129, Park Street, Kolkata - 700 017, Phone : 2229 9724-28, 2229 6005-06, Fax : 91-33-2249 9009/9729, www.bergerpaints.com  
CIN - L51434WB1923PLC004793, E-mail : consumerfeedback@bergerindia.com



# Berger Paints India Ltd.

## Corporate Presentation

March 24, 2023




## **Berger India Group- Corporate Profile**

- **Flagship company, Berger Paints India Ltd (BPIL) incorporated in 1923.**
- **BPIL is the 2nd largest paint company in India having operations in Poland, Nepal and Russia.**
- **BPIL through its wholly owned subsidiary Bolix SA, Poland has operation in UK, France and Ukraine.**
- **Berger group is in Top 15 among paint companies in the world & Top 4 paint companies in Asia & Top 7 Architectural(decorative) coatings companies in the world.**
- **Present in all significant paint segments/business lines either directly or through JV's and collaborations**
- **Promoter group also controls Berger Bangladesh Ltd, the largest paint company in Bangladesh. However, their numbers are not consolidated in Berger India.**

# Deloitte's global marquee programme





Proud to be one of  
India's Best Managed Companies 2021



**Berger Paints India moves up on Fortune India 500 list for 2021**

India Inc.'s Profit Story • Special Issue • Adani Infra Build-up

**India's Largest Companies**

CAPEX TAKES OFF • BIL'S CONSUMER BET • METAMORPHOSIS OF ILO COS




**Berger Paints India recognised as the 'Best Indian Paint Company' at Times Business Awards**

Berger Paints India has won the Best Indian Paint Company at Times Business Awards in Kolkata.

The award recognises excellence in business and brings together the finest from various fields of business.

We, at Berger Paints India, are humbled that our efforts are being recognised. This prestigious award is a manifestation of our relentless pursuit of excellence in all aspects of our business. We thank Times Business Awards for this appreciation. This recognition reflects our commitment towards delivering outstanding business results and also serves as a motivation for us to set higher industry benchmarks.

This award reinforces our position as leaders, which would have been impossible without the dedication and unending efforts of our committed and passionate team who have customers at the heart of the business.




**Berger Silk Glamor recognised as the Most Preferred Paint Brand**

Berger Paints India is pleased to announce that Silk Glamor has been recognised as the Most Preferred Paint Brand under the Home Decor Category in The Times Business Awards West Bengal 2022 - 5th Edition.

A glittering felicitation ceremony was held on 26th April 2022 at ITC Kolkata, which was graced by eminent business leaders and celebrities. The award was presented to Mr Sumantra Sarkar, Category Head, Interior Emulsion at Berger Paints India by Bollywood actress, Yami Gautam.

The Times Business Awards is an initiative done by The Times Group that celebrates trailblazers and businesses that demonstrate exemplary performance in corporate India.

At Berger Paints, our goal is to lead the way in business ideas and development. With the focus on innovations, we aim to fulfill the demand of quality-conscious customers. This recognition is a testimony to our constant effort in delivering innovative products to our customers.

★★★★★



**Berger Paints makes its way to the global platform!**



**Proud Winner of the GOLD MEDAL in ICQCC -2022**

We are excited to announce that Berger Paints has won the International Sudomo Quality Gold Award in the prestigious International Convention on Quality Control Circle (ICQCC) 2022 held at Jakarta, Indonesia - our first-ever International Gold award in the Quality segment.

A special thanks and congratulations to the participants, Mr. Sushakti Swain and Mr. Ayush Shome who represented our flagship project BORNODISHA (giving directions to colour matching) initiated at our centenary plant in Howrah, who earned this award due to their excellent teamwork, commitment and endeavor towards "Excellence in Quality". A special shoutout to the core team, our MD & CEO, Mr. Abhijit Roy, VP (Manufacturing & Engg) Mr. Rajesh Kumar Tewari, Sr. VP, Dr. P.K. Ghosh, Sr. VP, (R&D) Mr. Tapan Kumar Dhar and Corporate EHS & Quality head Mr. Dipankar Nag for taking this initiative forward to the international stage.




**Berger Paints features on the list of Forbes India Super-50 companies every year since its inception in 2015.**

# Present Across All the Business Lines



## Decorative Paints

2<sup>nd</sup> largest player in India

## Protective & Infrastructure coatings

Business leader in India

## Auto Paints

Present in two wheelers, CV and tractors

In JV with Nippon Paints present in passenger cars, 3 wheelers and SUVs

## General Industrial

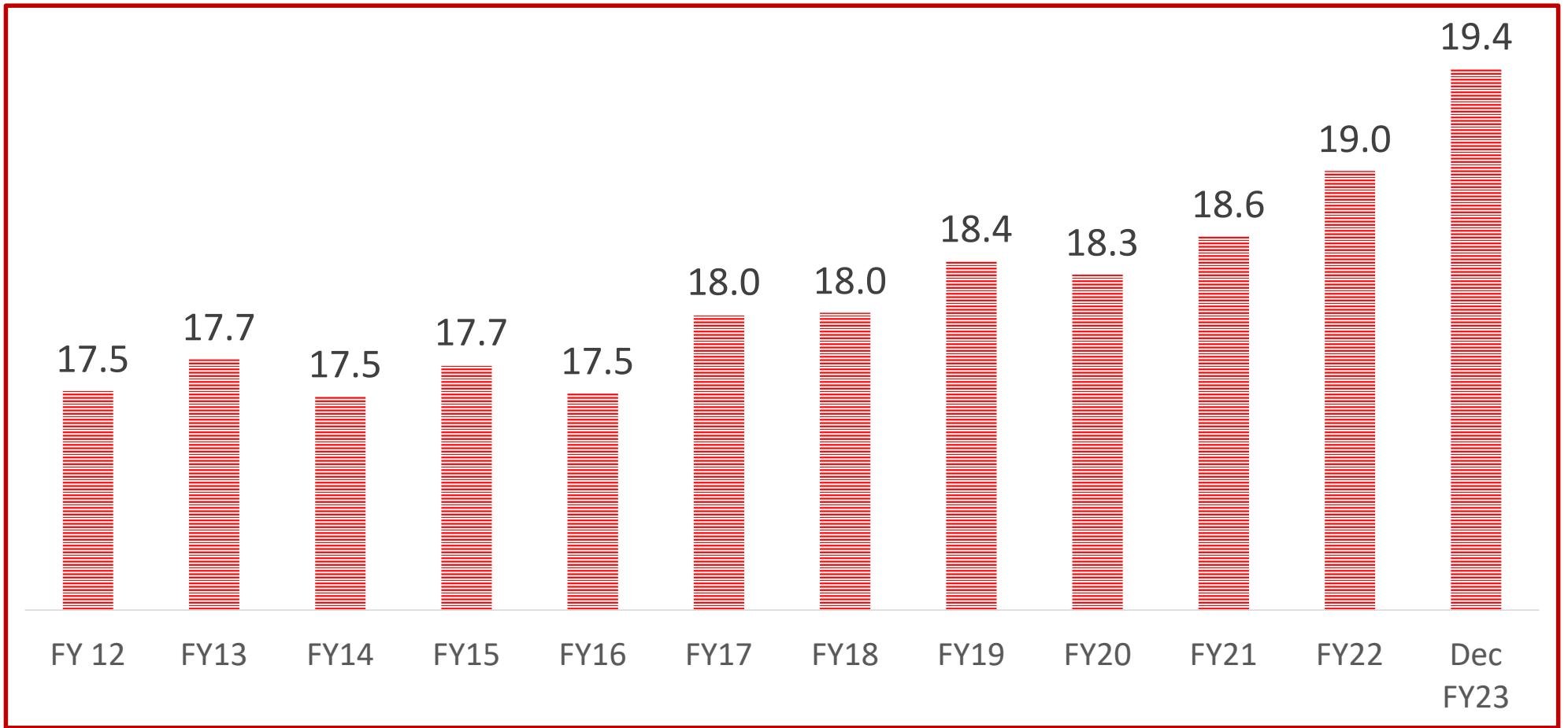
Dominant Player along with subsidiary SBL Specialty Coatings Ltd

## Powder Coating

For white goods and consumer durables

Very small share in the overall mix

# Market Share



Market Share percentage calculated on 6 listed paint companies

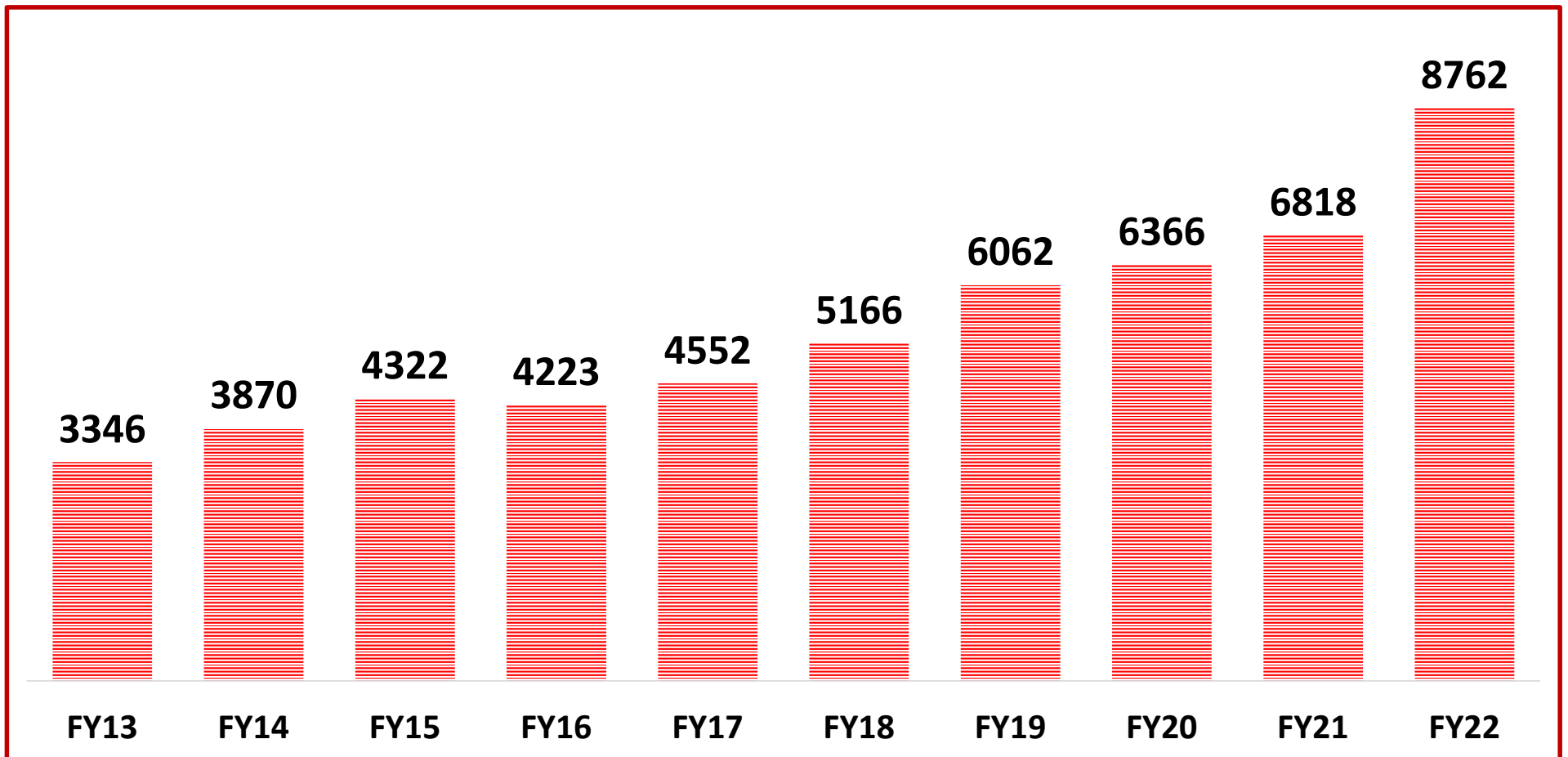
The background features a dynamic, abstract composition of ink-like splatters. On the left, a large, dense cluster of bright pink ink dominates the frame. To its right, a smaller, more dispersed splash of light blue ink is visible. Further right, another splash of pink ink is present, though less dense than the one on the left. The overall effect is one of vibrant, organic movement against a plain white background.

# Company Performance



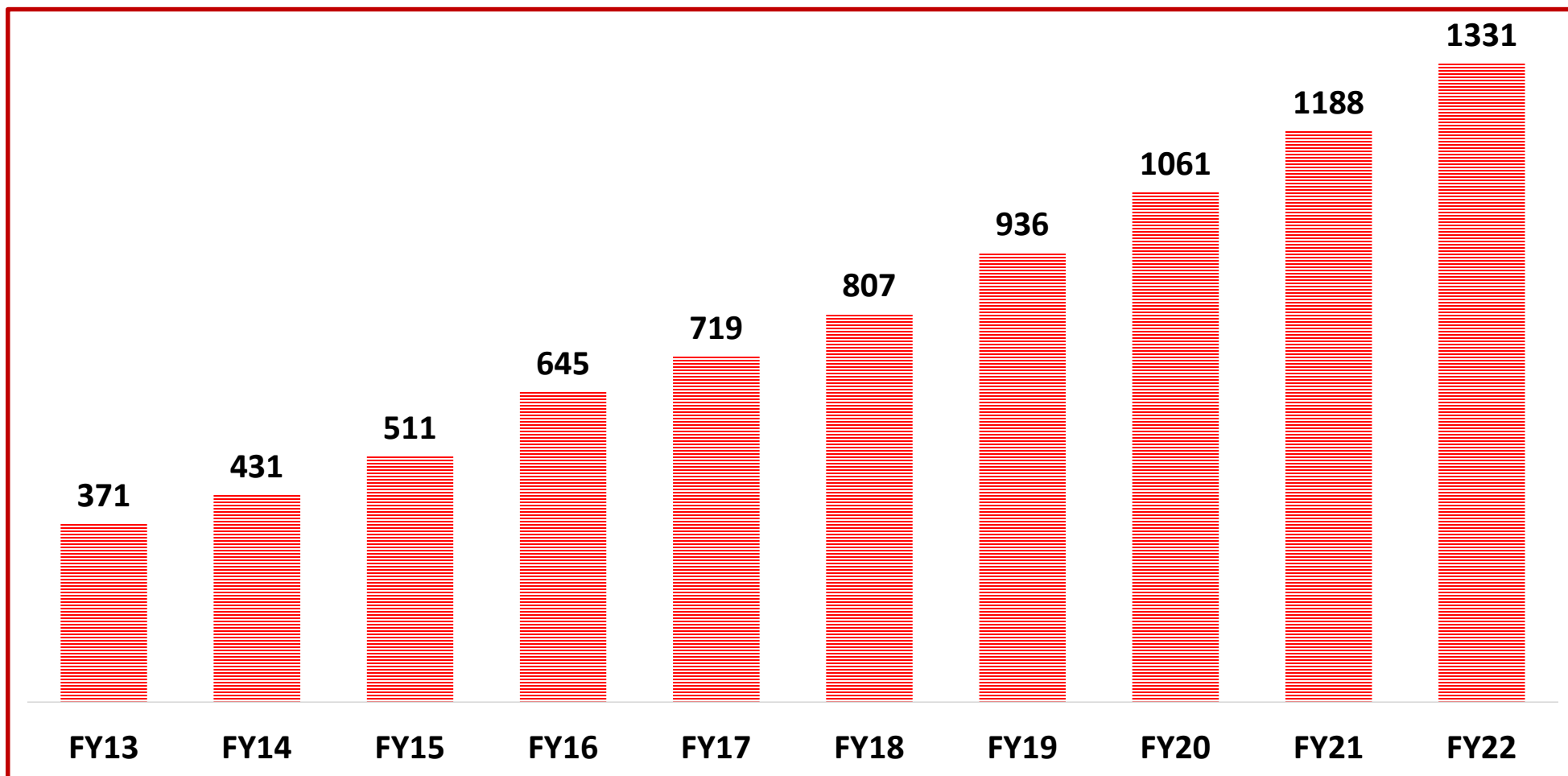
# BPIL: Net Operating Revenues

Rs Crores

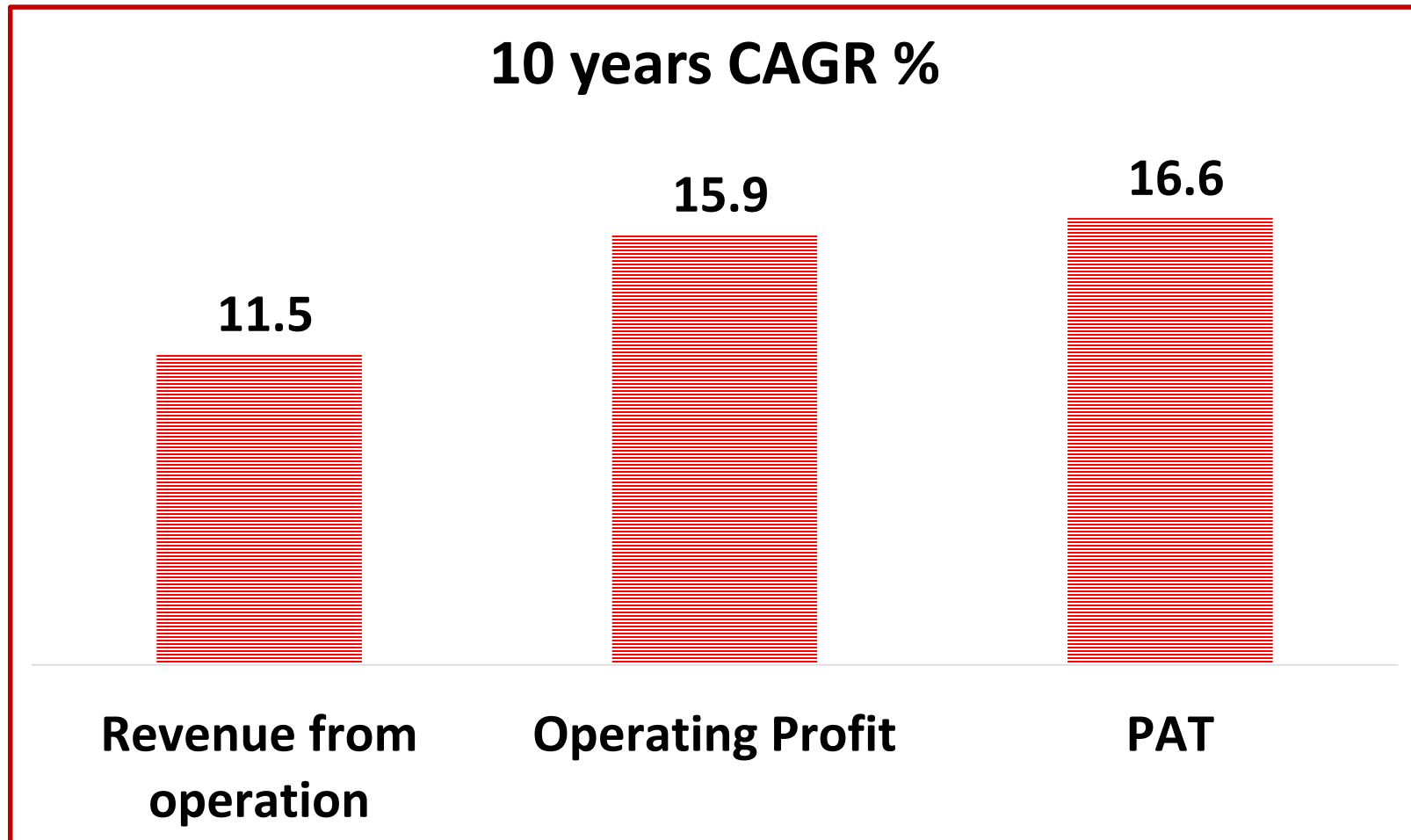


# BPIL : Operating Profit

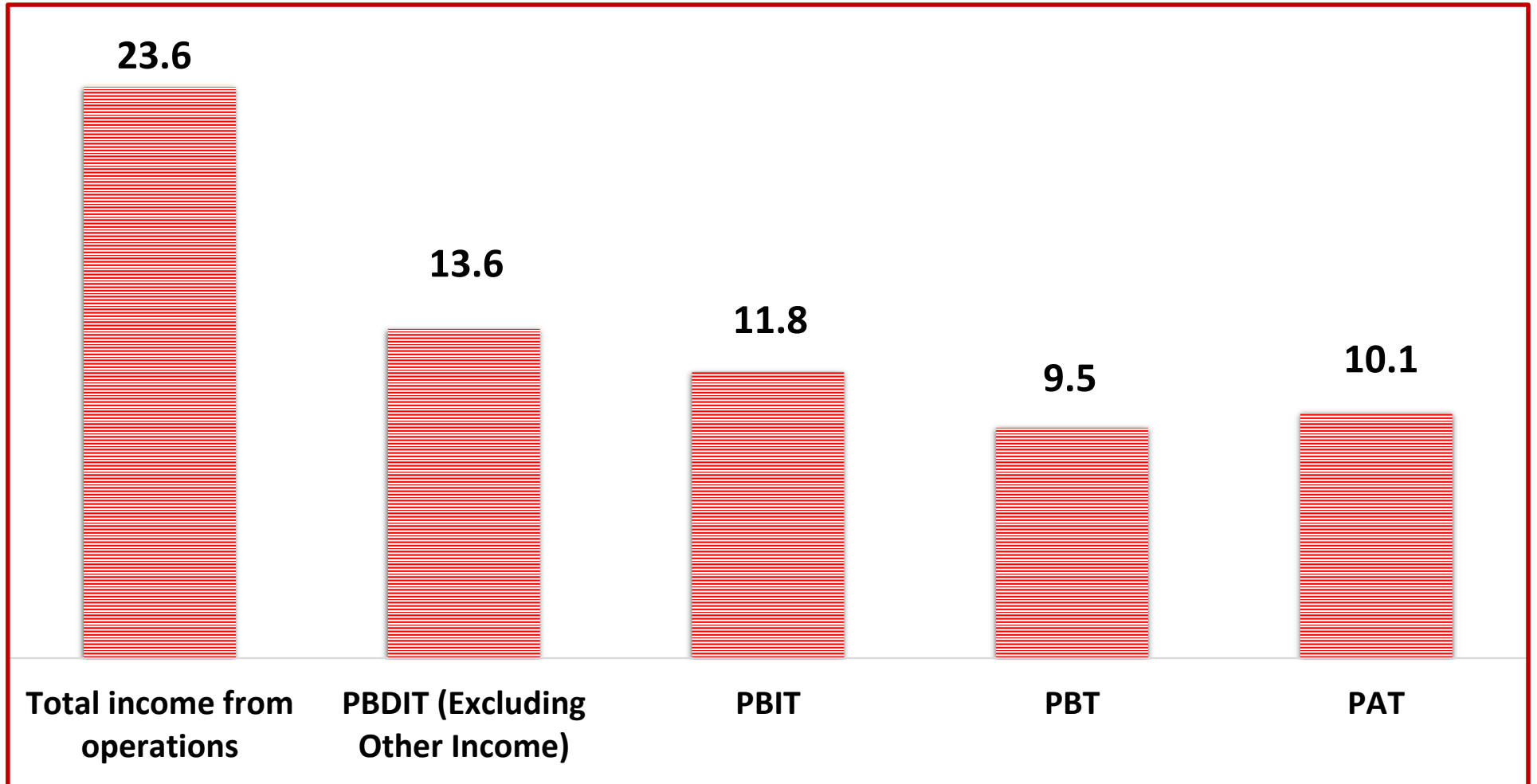
Rs Crores



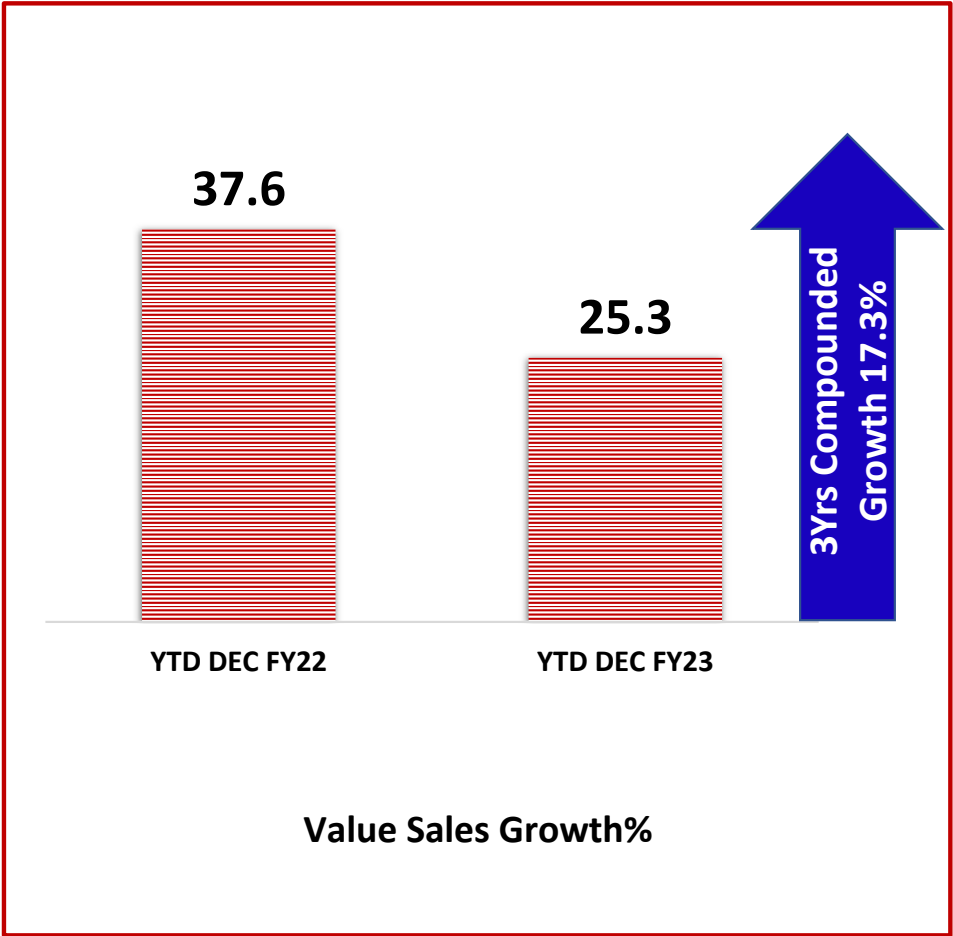
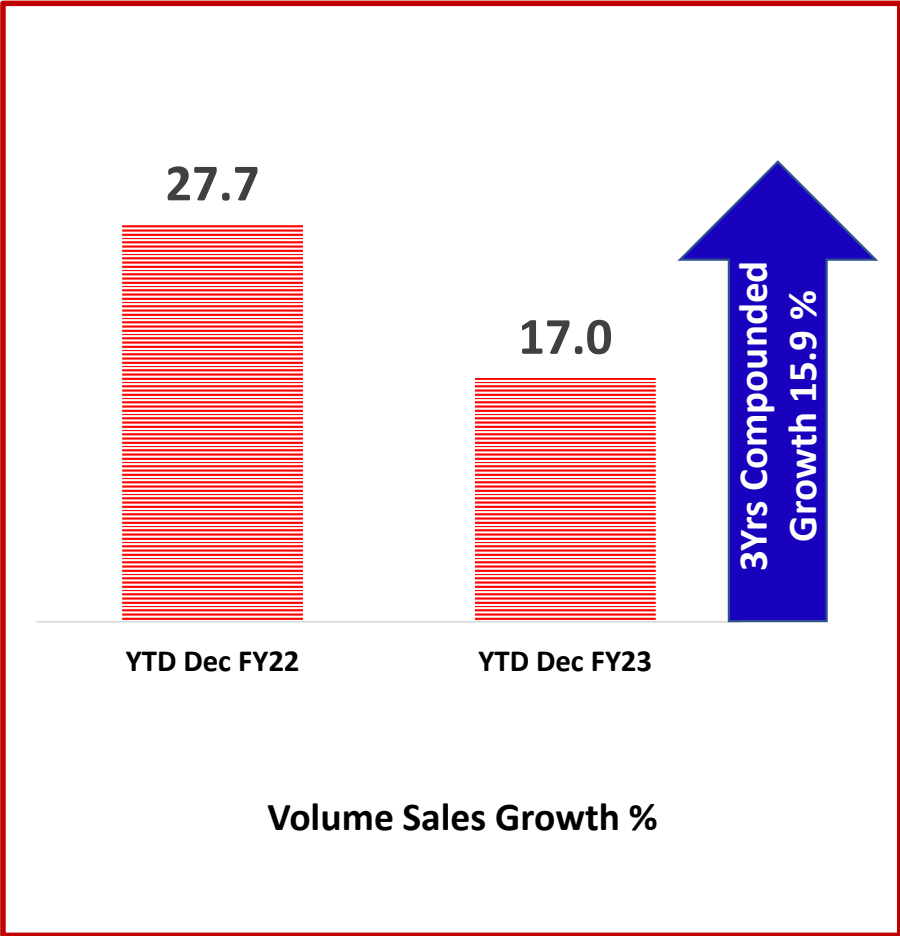
# BPIL CAGR



## BPIL - YTD Dec FY23- Growth (%)



# Growth Rates



# Business Outlook

- **Company expects double digit volume & value growth in Q4 FY23**
- **Income from operations expected to touch INR 10000 crs in FY23**
- **Non-urban markets have picked up in February 2023**
- **For the first time Indian market share seen above 20%**
- **Gross margin expected to improve significantly in Q4 FY23 over Q3 FY23**
- **Advertisement and Promotion expenses to increase as a % of sales going forward by about 0.5 to 0.7%**
- **Increased capacity to help in easing out pressure of inventory build up and working capital management**



## Capacity Expansion

- Present capacity - 95000 to 100000 MT
- Biggest Plant went on commercial production in February 2023 (33000 MT) – will manufacture products across all categories
- New plant to be commissioned in West Bengal for production of Industrial and construction chemicals
- Further capacity being explored in the state of Orissa

# Competitive Strategy

## ❖ Network Expansion

- **Build on existing strength & work on fundamentals**
  - Company has added around 8000+ retail touchpoints in FY23
  - Plan to add 10000 retail touchpoints in FY24



## ❖ Product Innovation

- **Several innovative products introduced over the years and some more in pipeline**
- **Recently launched “Long Life 15” & “Dampstop Duo”**





## ❖ **Increased spend on Branding and Trade Promotion**

- **Focus on digital side of advertising**

## ❖ **Cost restructuring**

- **Raw material**
  - Working with R & D to find more cost-effective alternatives
  - Formulation efficiencies
- **Manufacturing Cost**
  - Improvement in manufacturing efficiencies through automation
- **Other Overheads**



**THANK YOU**