



14<sup>th</sup> November, 2019

The Secretary  
BSE Ltd.  
Corporate Relationship Dept.,  
14<sup>th</sup> 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**

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Dear Sir,

In continuation to our letter dated 13<sup>th</sup> November, 2019 regarding Ambit Daiwa Investor Conference Meeting in Hongkong, please find attached Investor presentation in this regard.

Thanking You,

Yours faithfully,

**For Pidilite Industries Limited**

**Puneet Bansal**  
**Company Secretary**

**Encl: as above**

**Pidilite Industries Limited**

**Corporate Office**

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Andheri - E, Mumbai 400059, India

**T + 91 22 2835 7000**

**2835 7952 / 2835 7365**

**F + 91 22 2830 4482**

**www.pidilite.com**

**CIN:L24100MH1969PLC014336**

**Regd. Office**

Regent Chambers, 7th Floor  
Jamnalal Bajaj Marg  
208 Nariman Point  
Mumbai 400 021



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

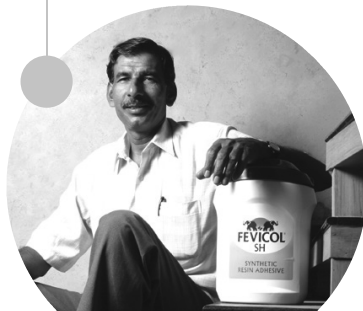


**1959**

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

Acquisition of CIPY Polyurethane Pvt. Ltd. In flooring space



## 2018

Collaboration with Jowat for Joinery business

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



## 2019

Collaboration with Grupo Puma, largest mortar manufacturer in Spain

Pidilite forms JV with Italy's Litokol to strengthen epoxy grout business in India

Acquisition of C-Techos in the construction space.



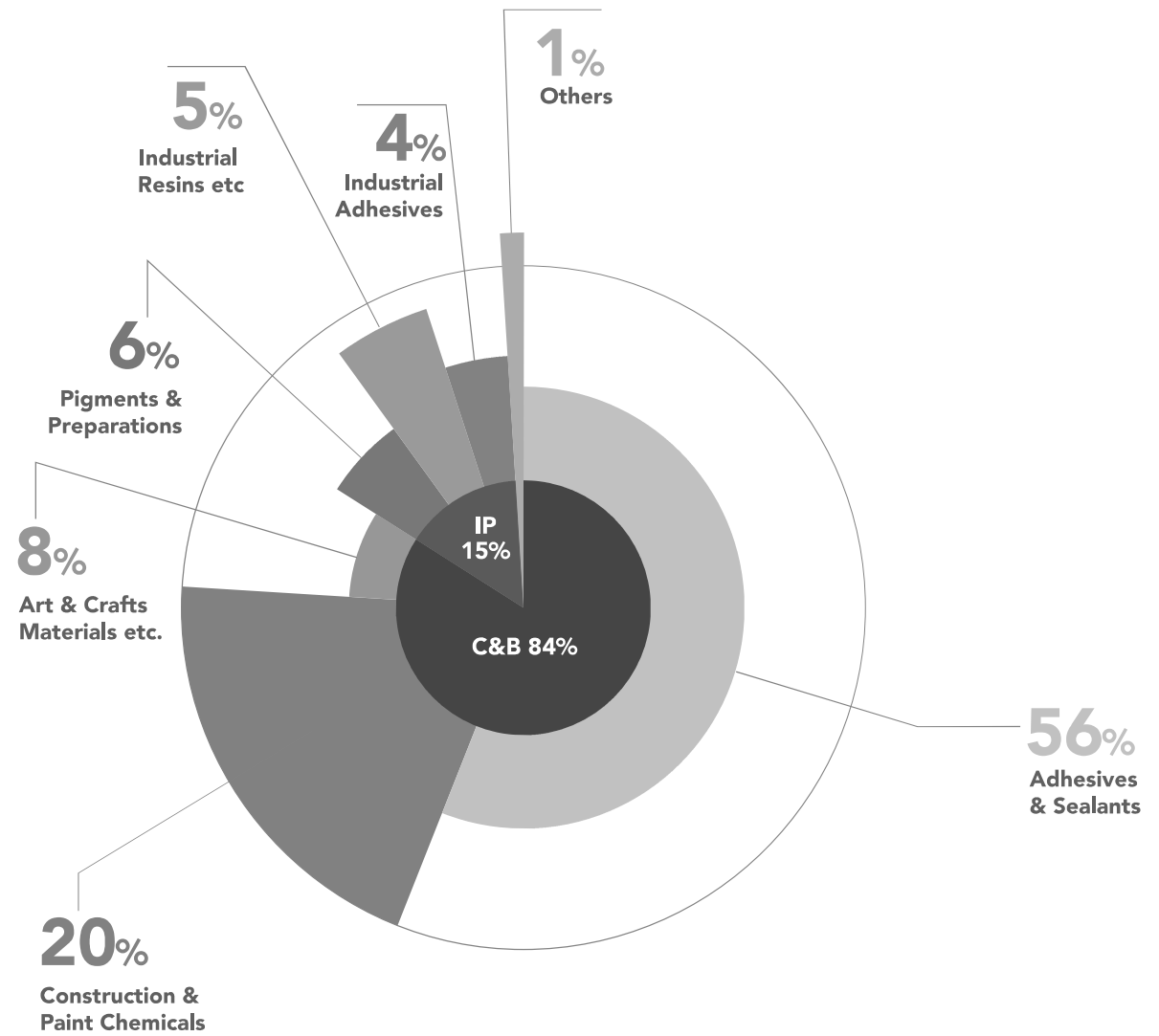
**Who**  
we are

**What**  
we do

**How**  
we win

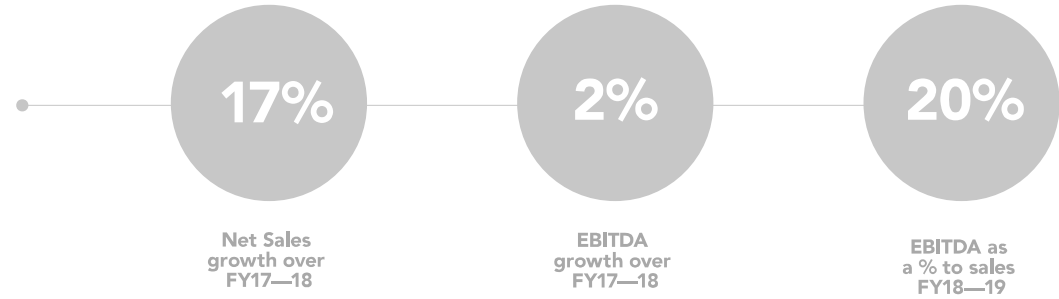
# Portfolio: Revenue Split

Standalone Results – % of Total Sales for 2018-19

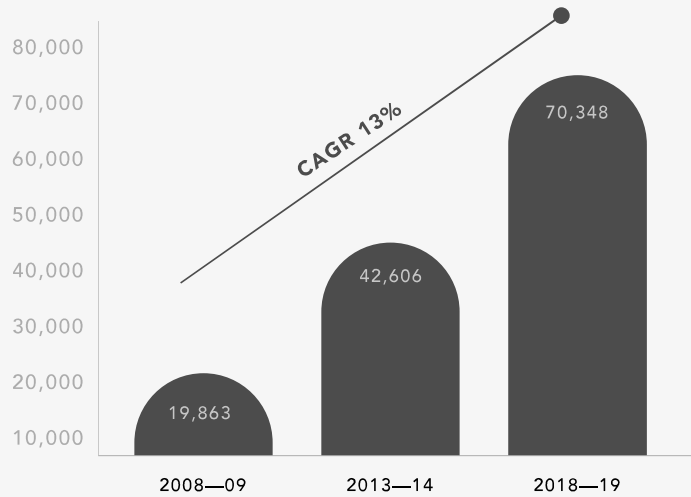


■ C&B - Consumer & Bazaar,  
■ IP - Industrial Products

# Track Record of Consistent Growth



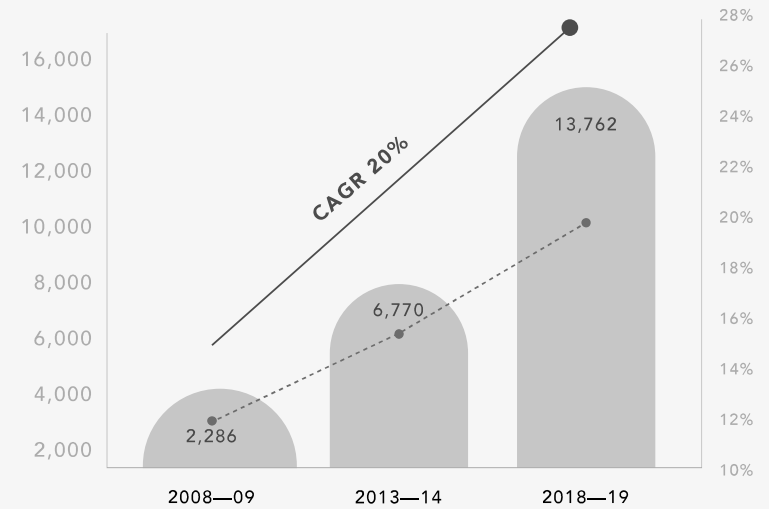
NET SALES GROWTH TREND OVER LAST 10 YEARS



● Consolidated Net Sales(Rs Millions)\*

\*Sales net of excise duty

EBITDA GROWTH TREND OVER LAST 10 YEARS

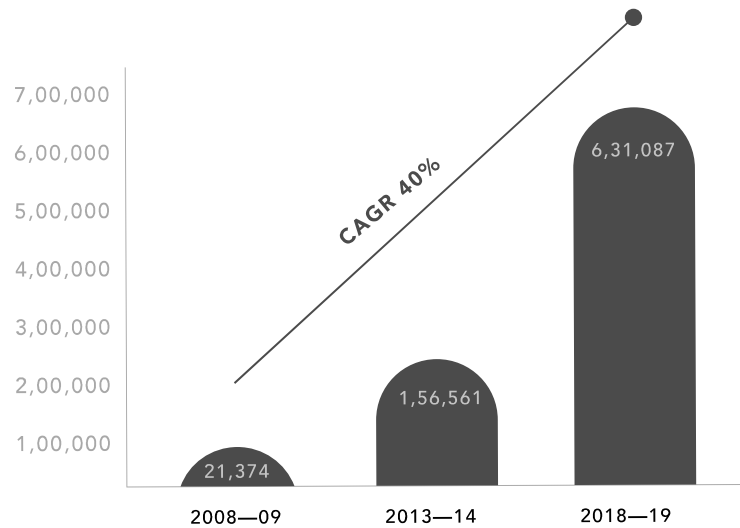
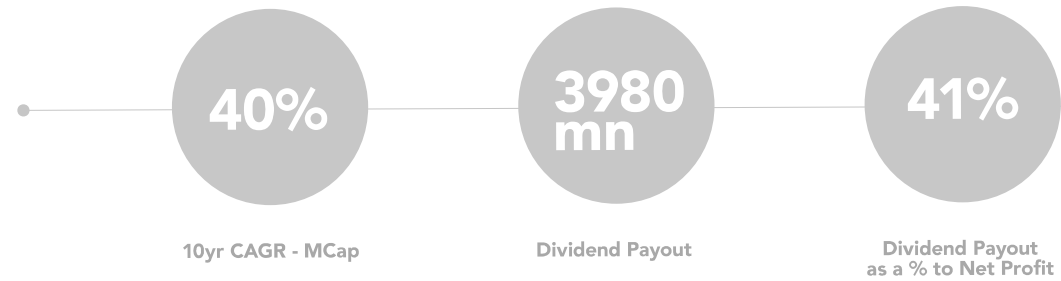


● Consolidated EBITDA(Rs Millions)\*

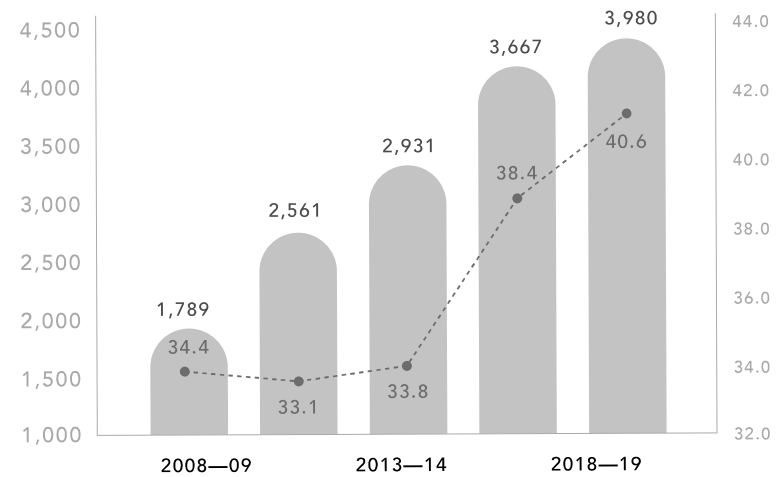
---●--- EBITDA as a % to Net Sales

\*\*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**

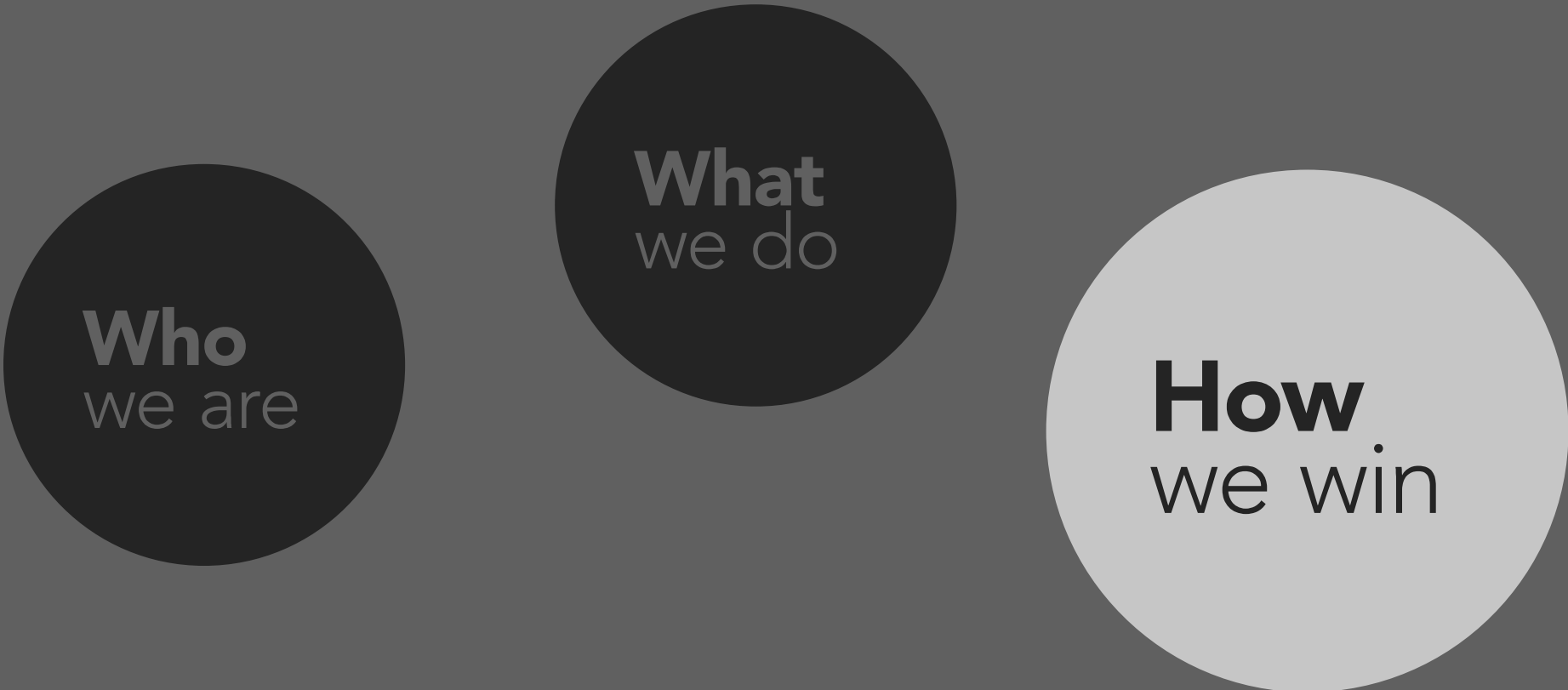


  
**GROWTH**



**PIONEER**  






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



Premiumizing

Innovating

# Power Brands



**No. 03  
BUZZIEST  
BRAND**

**IN HOUSEHOLD PRODUCTS  
AFAQS - 2019**



Available  
in **3.2 mn**  
outlets

- Nielsen 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

**R&D  
centres**

**3** fully equipped  
in-house centres  
in India

**154%** increase  
in R&D spends  
since 2015



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



































