



**SHALIMAR
PAINTS**

February 6th, 2020

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

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

Reference: Scrip Code - NSE-SHALPAINTS, BSE-509874

Subject: Submission of Investor's Presentation

Dear Sir(s),

Please find attached Investor's Presentation in respect of Investor's Tele Conference which is scheduled to be held on February 07th, 2020 at 1:00 pm, IST.

This is for your information and records.

Thanking you,

For Shalimar Paints Limited

Ashish Kumar Bagri
Chief Financial Officer



Encl: a/a



Investor Presentation

Q3 - FY'20

Key Highlights

**Volume
Growth**
Q3 FY20
Other than Putty



19%
YoY

**Revenue
Growth-Q3**



13%
FY20

EBITDA



+ve

**Volume
Growth – 9M**
Other than Putty



24%
YoY

**Revenue
9m**



31%
FY20

Nashik



2202_{KL}
YTD Dec
19

Net Sales -Quarter (Rs In Cr)

Particulars		2019-20	2018-19	Y-o-Y	2019-20	Q-o-Q
		Q3	Q3	Growth%	Q2	Growth%
Net Value (Rs. Cr.)	Industrial	34.0	29.3	15.8%	27.6	22.9%
	Decorative	57.5	46.6	23.4%	54.0	6.5%
	Total Paint	91.5	76.0	20.4%	81.7	12.1%

Net Sales –Nine Months (Rs in Cr)

Particulars		2019-20	2018-19	Y-o-Y
		9M	9M	Growth%
Net Value (Rs. Cr.)	Industrial	96.8	73.0	32.6%
	Decorative	160.3	126.3	26.9%
	Total Paint	257.1	199.3	29.0%

Sales Volume (KL)

Excluding Putty

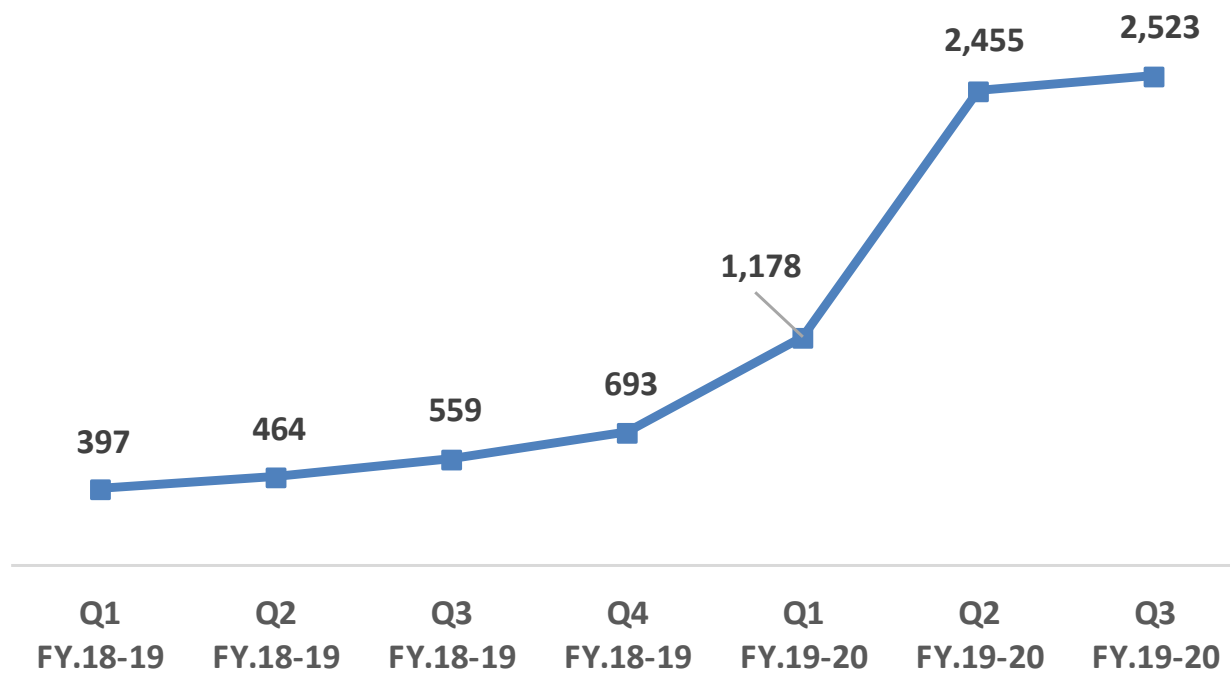
Particulars		2019-20	2018-19	Y-o-Y	2019-20	Q-o-Q
		Q3	Q3	Growth%	Q2	Growth%
Volume (KL)	Industrial	2,413	2,204	9.5%	2,064	16.9%
	Decorative	6,235	5,045	23.6%	5,669	10.0%
	Total Paint	8,648	7,248	19.3%	7,734	11.8%

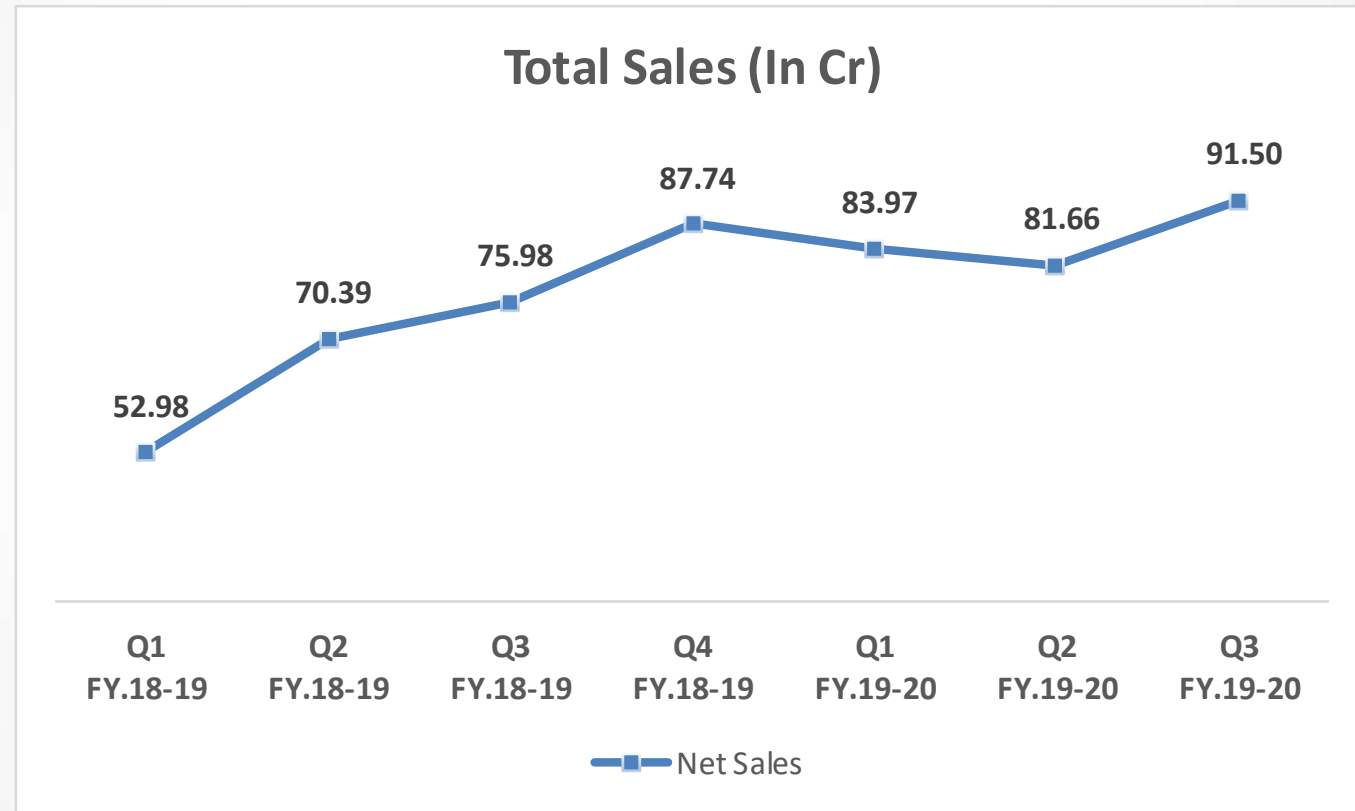
Sales Volume (KL)

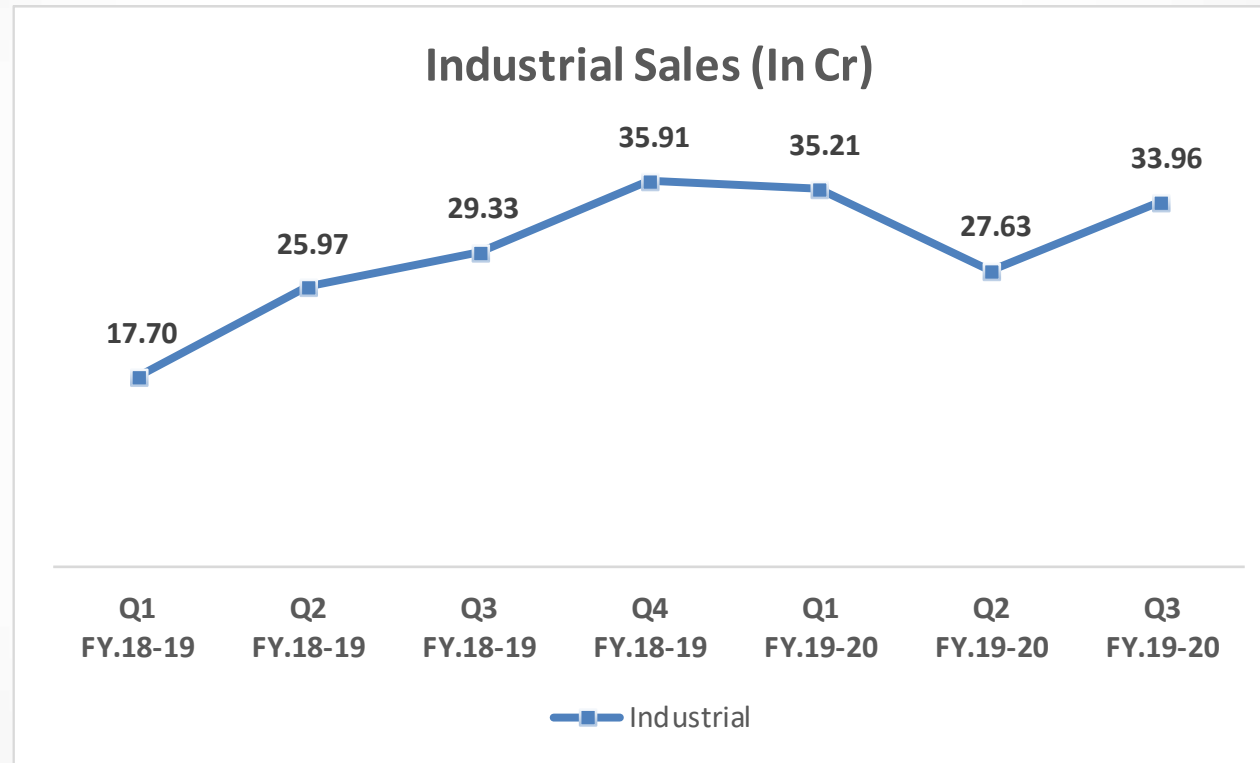
Excluding Putty

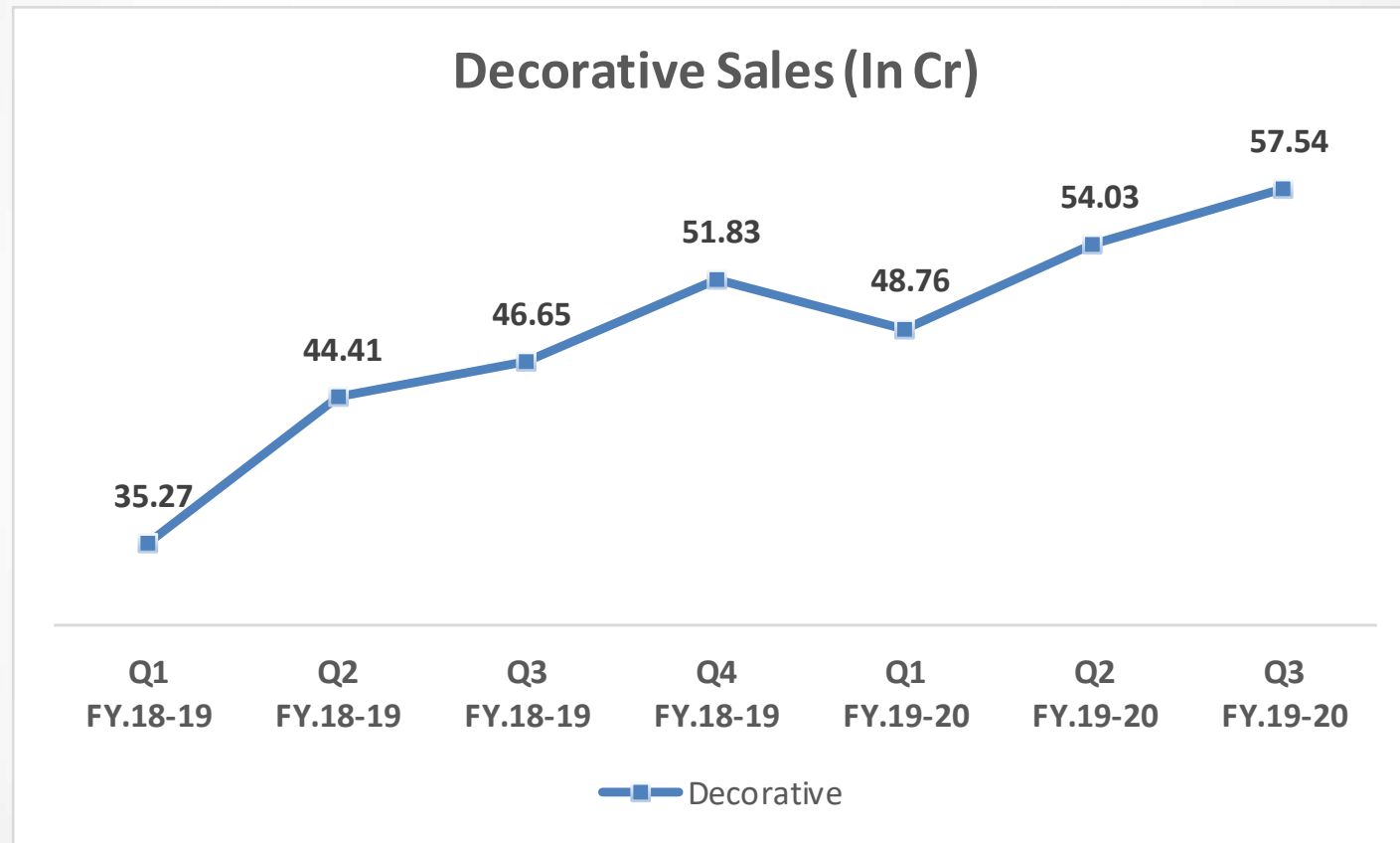
Particulars		2019-20	2018-19	Y-o-Y
		9M	9M	Growth%
Volume (KL)	Industrial	7,236	5,781	25.2%
	Decorative	17,293	14,033	23.2%
	Total Paint	24,529	19,814	23.8%

Putty Sales Volume (In KL)







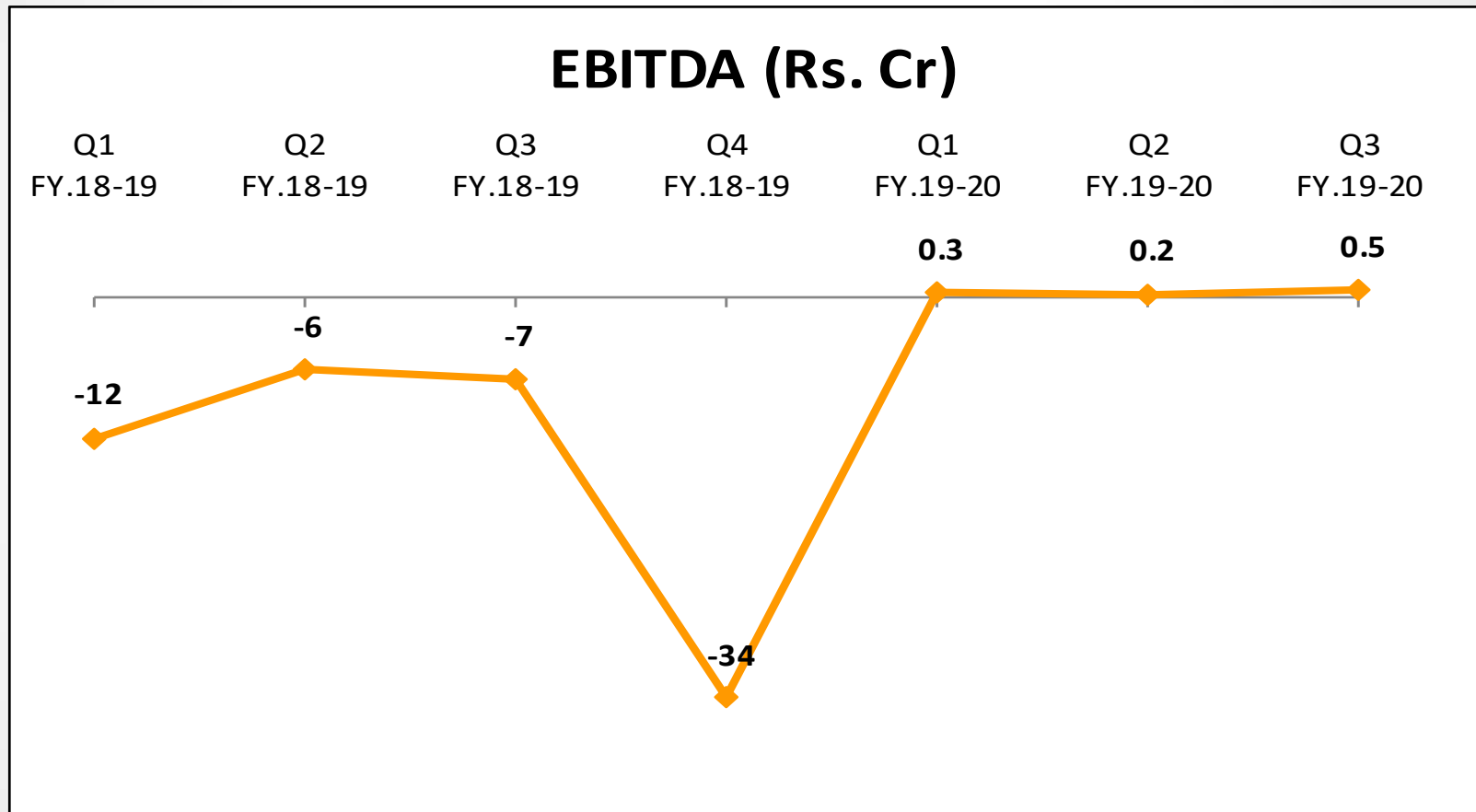


Financial Summary: Q3 FY20 (Standalone)

In Rs. Crore	Q3 FY20	Q2 FY20	Q1 FY20	Q3 FY19	9M FY20	9M FY19	FY19
Total Revenue	93.7	82.3	85.3	75.3	261.2	199.1	289.9
COGS	61.6	55.3	58.7	57.4	175.6	147.2	220.6
Employee Expenses	12.6	11.2	11.9	10.6	35.7	31.2	42.0
Other Expenses	19.0	15.6	14.3	14.6	48.9	46.1	86.8
EBITDA	0.5	0.2	0.3	(7.2)	1.1	(25.4)	(59.4)
Interest Expense	5.1	5.1	4.2	6.0	14.4	18.7	25.0
Cash Loss	(4.6)	(4.9)	(3.9)	(13.2)	(13.4)	(44.1)	(84.4)
Depreciation	2.8	2.6	2.2	2.2	7.5	6.4	8.8
PBT	(7.4)	(7.4)	(6.1)	(15.4)	(20.9)	(50.5)	(93.2)
Exceptional Items	-	-	-	(4.1)	-	(4.1)	(15.7)
Taxes	(2.3)	(2.3)	(0.8)	(6.1)	(5.3)	(16.4)	(27.3)
PAT	(5.1)	(5.2)	(5.3)	(13.5)	(15.6)	(38.3)	(81.6)

Financial Summary: Q3 FY20 (Consolidated)

In Rs. Crore	Q3 FY20	Q2 FY20	Q1 FY20	Q3 FY19	9M FY20	H9 FY19	FY19
Total Revenue	93.6	82.2	85.2	75.3	261.0	199.1	289.7
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PBT	(7.5)	(7.5)	(6.2)	(15.5)	(21.1)	(50.7)	(93.5)
Exceptional Items	-	-	-	(4.1)	-	(4.1)	(15.7)
Taxes	(2.3)	(2.2)	(0.8)	(6.1)	(5.3)	(16.4)	(27.4)
PAT	(5.2)	(5.3)	(5.3)	(13.5)	(15.8)	(38.4)	(81.8)



Production Qty. (KL)

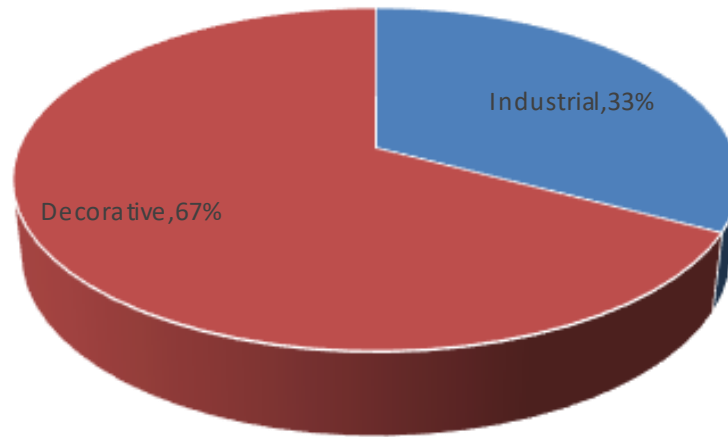
Particulars		2019-20	2018-19	Y-o-Y	2019-20	Q-o-Q
		Q3	Q3	Growth%	Q2	Growth%
Volume (KL)	Chennai	1,859	2,239	-17%	2,479	-25%
	SKBD	4,633	4,337	7%	4,595	1%
	Nasik	1,572	28	-	489	-
	Total Paint	8,064	6,604	22%	7,563	7%

Production Qty. (KL)

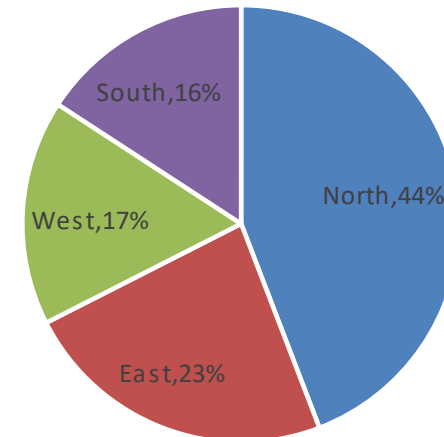
Particulars		2019-20	2018-19	Y-o-Y
		9M	9M	Growth%
Volume (KL)	Chennai	7,082	5,912	20%
	SKBD	14,094	12,300	15%
	Nasik	2,202	78	-
	Total Paint	23,378	18,290	28%

Q3 FY20: Break-Up

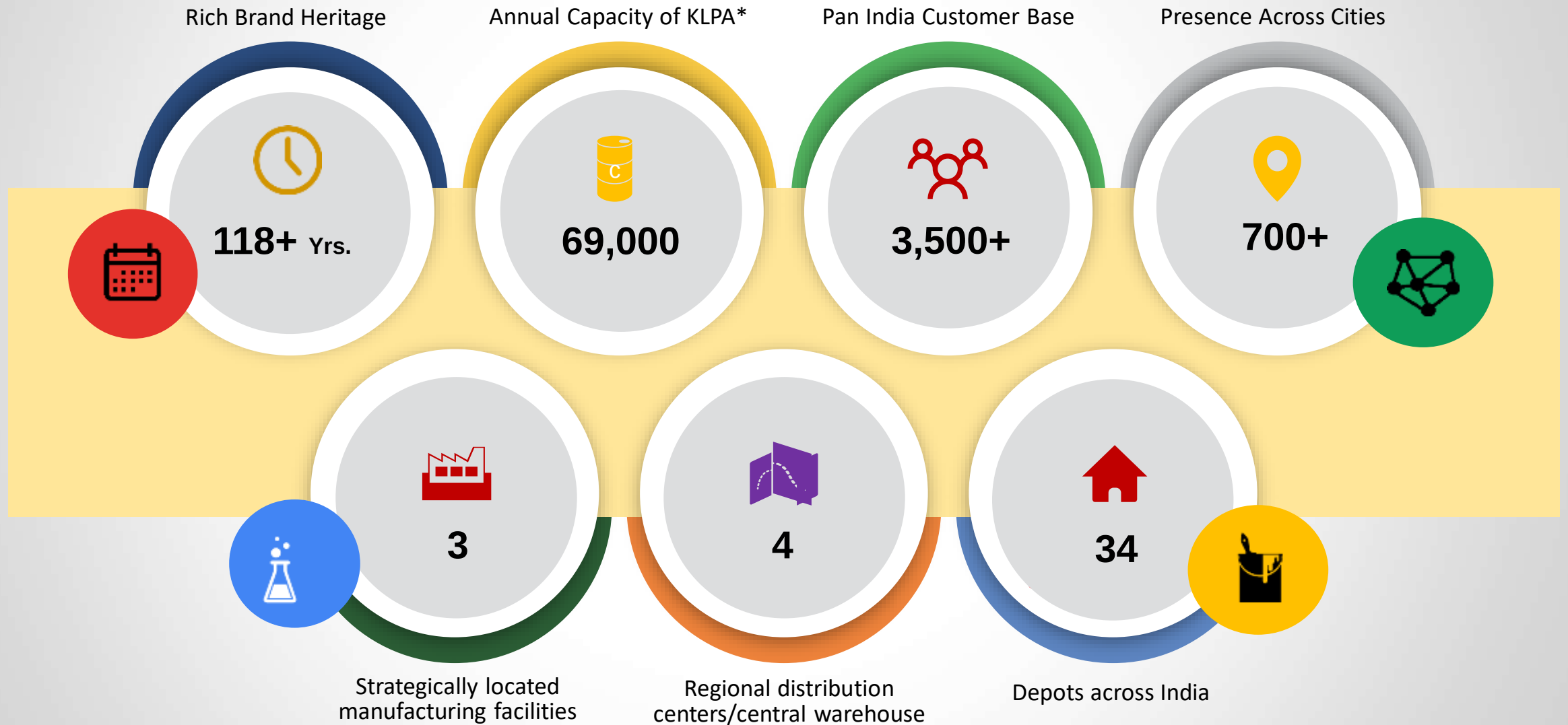
Revenue Segmentwise %



Revenue Region wise %

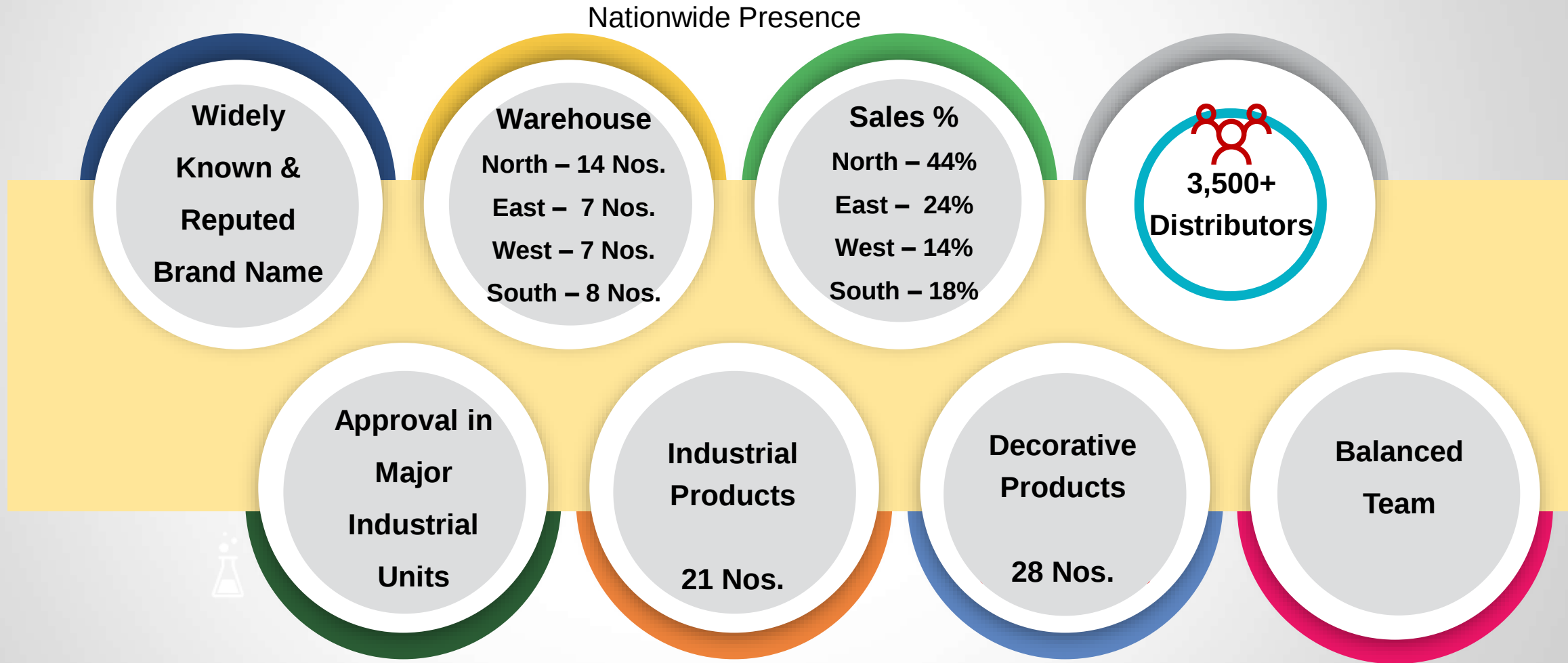


About Company:



* Capacity includes Nashik plant which started its commercial production * KLPA – Killo Ltr. Per Annum

Strengths



Strategy

- Expanding Sales

- Control Cost

- Bring Cash Positive

- Limited Branding

Focus

Industrial

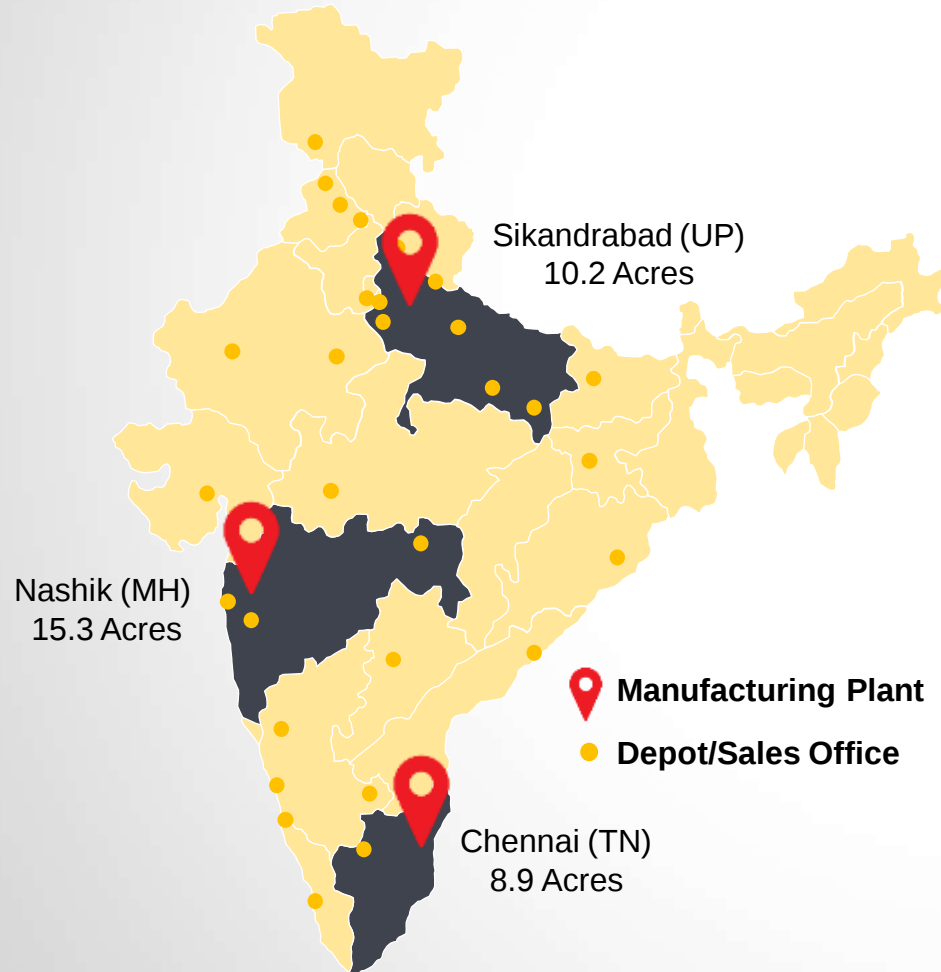
- Horizontal expansion in approvals and customer acquisition
- Regain Customers
- Customized Products

Decorative

- Focus on areas having significant presence
- Small Tier 3 & Tier 4 Towns
- Emulsion – Premium
- Service - Specially Supply

National Manufacturing & Distribution Footprint

Pan-India reach through strategically located manufacturing facilities and wide distribution network



Strategically located 3 manufacturing facilities, with **total capacity of 69,000 KLPA**, catering to consumer demand across India

- Distribution network with 3,500+ active customers, 34 sales depots and 4 RDC / Central warehouse across India

Focus on “Pull Marketing” Strategy

Above the Line Initiatives

Below the Line Initiatives



Outdoor

Geographically focussed campaigns to enhance distribution expansion



Radio

Radio campaigns pan India in leading radio stations



Magazines

Campaign ads in leading magazines



Social Media

Social media campaigns on Facebook, Instagram, Twitter & LinkedIn



Outdoor Branding

Multiple dealers are provided with In-shop standees and dealer boards to ensure visual presence at the marketplace



Events

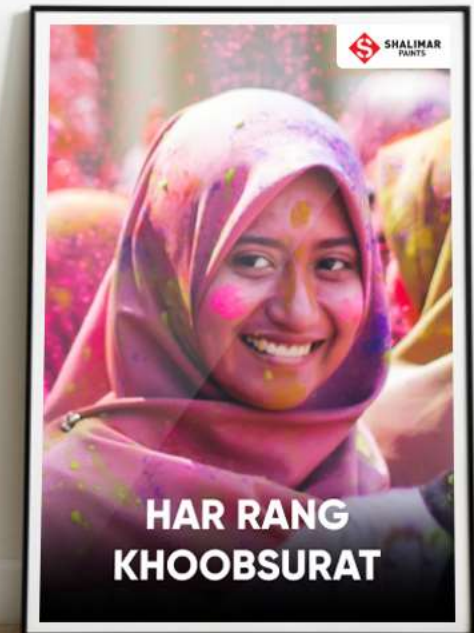
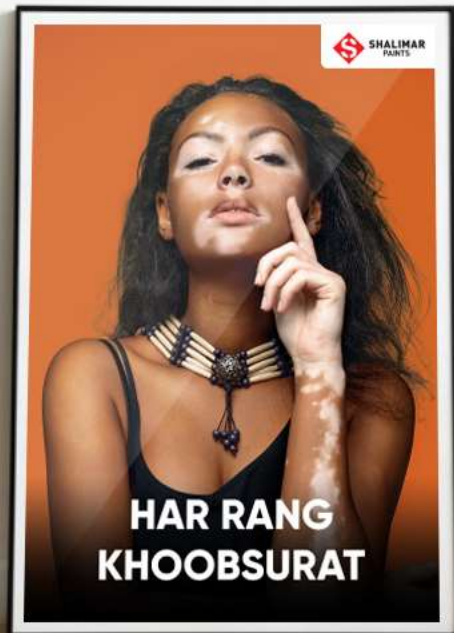
Hold painter & contractor meets to strengthen the influencer networks
CSR led marketing activities to create good brand visibility

Continued focus on expanding the market outreach and capturing greater mind share of the customers

HAR RANG KHOOBSURAT

After years of silence,
brand took a big leap with its campaign #HarRangKhoobsurat which spoke about breaking taboos.

A one-of-a-kind brand initiative to articulate its message of inclusivity and equity to audiences across India through a 360-degree marketing campaign via radio, outdoor, and digital mediums.



PHOTOGRAPHY CONTEST & MICRO SITE




SHALIMAR
PRINTS

HAR RANG KHOOBSURAT

PHOTOGRAPHY CONTEST

Do you have a story to tell?
Show us the world through your lens.

Contest starts
2nd August, 2019 onwards

5 winners will receive prizes
worth **INR 10,000** each

7 winners will receive prizes
worth **INR 5,000** each

JURY


ANKIT KUMAR
PHOTOGRAPHER


MALVIKA RALLAN
FASHION INFLUENCER


SAMAR KHAN
DODDLER

Scan and Participate



OUTDOOR



Leveraging Publications! Offline & Online - The campaign was widely covered by mainline, ad and marketing media, presenting Shalimar as a bold brand and its approach to change opinionated and judgemental mindset of the society.

MORE THAN **200+ COVERAGES** APPEARED.



Shalimar Paints launches 360 marketing campaign 'Har Rang Khoobsurat'

MARKETING TIMES
JUN 18, 2019

ADVERTISING BREAKTHROUGH
Sampark

Change in the dynamics of Advertising
Marketing, Media and Business of
Communication

HAR RANG KHOOBSURAT

Underlining its vision to contribute wellness and harmony across India, iconic paint manufacturer Shalimar Paints has launched its latest campaign, 'Har Rang Khoobsurat' (HRK). Scheduled to run in a few selected cities, HRK is a one-of-a-kind brand initiative by Shalimar Paints to articulate its message of inclusivity and equity to audiences across India.

Steering away from conventional marketing, Shalimar Paints is taking a bolder approach to change divisive,

Shalimar plans to double its dealer network in TS, AP

The paint brand is looking towards women-led marketing and applying concepts for their campaign

Shalimar Paints has announced a new initiative to double its dealer network in Telangana and Andhra Pradesh. The company is looking towards women-led marketing and applying concepts for their campaign. The initiative is part of a larger effort to expand the company's reach and impact in these states.

ET BRANDEQUITY.com

From The Economic Times

NEWS	LONG COPY	INDUSTRY SPEAK	PORTFOLIO	FACTS & STATS	BE TV
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MARKETING • ADVERTISING • DIGITAL • MEDIA • DIGIPLUS CONCLAVE 2020 • BE CELEBRATING 30 YEAR

AD CAMPAIGN

Shalimar Paints launches 360-degree marketing campaign, 'Har Rang Khoobsurat'

Leveraging radio, outdoor, digital, and BTL activations, the latest brand campaign aims to address topical issues that are often considered a taboo in the society

Shalimar Paints roll out its latest campaign, 'Har Rang Khoobsurat'

MIT NEWS SERVICE
Jammu, July 25:

Iconic paint manufacturer Shalimar Paints has launched its latest campaign, 'Har Rang Khoobsurat' (HRK). HRK is a one-of-a-kind brand initiative by Shalimar Paints to articulate its message of inclusivity and equity to audiences across India.

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HAR RANG KHOOBSURAT

opinionated and judgemental mindsets. Through this campaign, the paint maker attempts to question deep-seated prejudices that usually ignite from archaic beliefs, and have been a part of India for ages. Shalimar Paints aims to raise awareness about these topical issues and fuel a positive change among masses while promoting a colourful outlook towards life.

As part of the campaign, Shalimar Paints will also organize a photography contest to share the joy of diverse colors. All the participants will be required to explore deep into the shades of life and bring out the best of them through their camera lens. The one who clicks the best picture expressing the various emotions of life will receive exciting prizes. The campaign will also include other interesting on-ground activities around topical issues like individual diversity, empowering the Trans community, promoting equality across the nation, among others.

Commenting on the latest campaign, Ms. Minal Srivastava, Vice President, Strategy, Growth & Marketing, Shalimar Paints Limited said, "For ages, most people in our country have either straightaway ignored listening to topical issues or considered them a taboo. With HRK, we are trying to address this challenge and bring about a change, however small the impact might be. We are striving to break through the wilful silence and encourage people to respect, and love every colour in terms of religion, caste, sexual preference, and profession by treating them equally. We are excited to launch such an innovative campaign and hope to add meaning to the lives around us."

शालीमार पेंट्स ने नया कैम्पेन 'हर रंग खूबसूरत' लांच किया

शालीमार पेंट्स ने अपने नवीनतम अभियान, 'हर रंग खूबसूरत' (एचआरके) लॉन्च किया है। शालीमार पेंट्स की ओर से एचआरके एक अनूठी पहल होगी, जिससे समावेशी और समानता का संदेश पूरे भारत में दिया जाएगा। पारंपरिक मार्केटिंग से दूर हटते हुए शालीमार पेंट्स विभाजनकारी, राय से प्रेरित और जजमेटल निर्णयवादी मानसिकता को बदलने के लिए श्रद्धा अर्पित अपना रहा है। इस कैम्पेन के माध्यम से पेंट निर्माता भारतीयों में गहराई से बैठे पूर्वाग्रहों पर सवाल उठाने की कोशिश कर रहा है जो आम तौर पर पुरातन मान्यताओं से प्रेरित हैं, और युगों से भारत का हिस्सा रहे हैं। शालीमार पेंट्स का उद्देश्य इन सामयिक मुद्दों के बारे में जागरूकता बढ़ाना और जीवन के प्रति एक रंगीन दृष्टिकोण को बढ़ावा देते हुए जनता के बीच सकारात्मक बदलाव को बढ़ावा देना है। इस कैम्पेन के हिस्से के रूप में शालीमार पेंट्स विविध रंगों के आनंद को साझा करने के लिए एक फोटोग्राफी प्रतियोगिता का आयोजन करेगा। सभी प्रतिभागियों के लिए जीवन के रंगों में गहराई तलाशने और उनमें से सर्वश्रेष्ठ को कैमरे के लेंस के माध्यम से बाहर लाना आवश्यक होगा। जीवन की विभिन्न भावनाओं को व्यक्त करने वाली सर्वश्रेष्ठ तस्वीरें क्लिक करने वाले को रोमांचक पुरस्कार मिलेंगे।

HAR RANG KHOOBSURAT

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HAR RANG KHOOBSURAT

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Commenting on the latest campaign, Minal Srivastava, Vice President, Strategy, Growth & Marketing, Shalimar Paints Limited said, "For ages, most people in our country have either straightaway ignored listening to topical issues or considered them a taboo. With HRK, we are trying to address this challenge and bring about a change, however small the impact might be. We are striving to break through the wilful silence and encourage people to respect, and love every colour in terms of religion, caste, sexual preference, and profession by treating them equally. We are excited to launch such an innovative campaign and

SHALIMAR

शालीमार पेंट्स ने 'हर रंग खूबसूरत' किया लांच

चंडीगढ़। प्रतिष्ठित पेंट निर्माता शालीमार पेंट्स ने अपना नवीनतम अभियान, 'हर रंग खूबसूरत' (एचआरके) लॉन्च किया है। शालीमार पेंट्स की ओर से एचआरके एक अनूठी पहल होगी, जिससे समावेशी और समानता का संदेश पूरे भारत में दिया जाएगा। पारंपरिक मार्केटिंग से दूर हटते हुए शालीमार पेंट्स विभाजनकारी, राय से प्रेरित और जजमेटल निर्णयवादी मानसिकता को बदलने के लिए श्रद्धा अर्पित अपना रहा है। इस कैम्पेन के माध्यम से पेंट निर्माता भारतीयों में गहराई से बैठे पूर्वाग्रहों पर सवाल उठाने की कोशिश कर रहा है जो आम तौर पर पुरातन मान्यताओं से प्रेरित हैं, और युगों से भारत का हिस्सा रहे हैं। शालीमार पेंट्स का उद्देश्य इन सामयिक मुद्दों के बारे में जागरूकता बढ़ाना और जीवन के प्रति एक रंगीन दृष्टिकोण को बढ़ावा देते हुए जनता के बीच सकारात्मक बदलाव को बढ़ावा देना है। इस कैम्पेन के हिस्से के रूप में शालीमार पेंट्स विविध रंगों के आनंद को साझा करने के लिए एक फोटोग्राफी प्रतियोगिता का आयोजन करेगा। सभी प्रतिभागियों के लिए जीवन के रंगों में गहराई तलाशने और उनमें से सर्वश्रेष्ठ को कैमरे के लेंस के माध्यम से बाहर लाना आवश्यक होगा। जीवन की विभिन्न भावनाओं को व्यक्त करने वाली सर्वश्रेष्ठ तस्वीरें क्लिक करने वाले को रोमांचक पुरस्कार मिलेंगे।

HAR RANG KHOOBSURAT



SOCIAL MEDIA



FOR FURTHER QUERIES

Disclaimer

Certain statements in this communication may be considered as “forward looking statements” within the meaning of applicable law and regulations. These forward – looking statements involves a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward looking statements , important development that could affect the company’s operations include changes in the industry structure, significant changes in politics and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

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Shalimar Paints Limited will not be in any way responsible for any action taken based on such statement and undertake no obligation to publicly update these forward looking statement to reflect subsequent event or circumstances.

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THANK YOU



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