



**SHALIMAR
PAINTS**

February 10, 2021

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: Intimation of Investor's Presentation

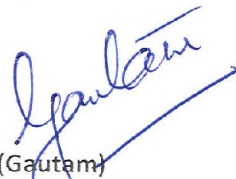
Dear Sir/Madam,

Please find attached the Investor's Presentation for the quarter and nine months ended 31st December, 2020. The same is also being uploaded on the website of the Company www.shalimarpaints.com.

This is for your information and records.

Thanking you

For Shalimar Paints Limited


(Gautam)
Company Secretary





**SHALIMAR
PAINTS**

Investor Presentation

Q3- 2020-2021

Har Rang Khoobsurat



An abstract graphic on the left side of the page, featuring thick, flowing, and overlapping brushstrokes in vibrant shades of red, blue, and magenta. The strokes create a sense of dynamic movement and depth, resembling a stylized ribbon or a close-up of a flower's petals.

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.
- Shalimar Paints Limited does not undertake to revise any forward – looking statement that may be made from time to time by or on behalf of the company.
- 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.

Contents

- 01 Company Overview
- 02 Industry Overview
- 03 Critical Analysis & Outlook
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Company Overview

Snapshot



Established in

1902

India's oldest
Paint Brand



Our Network

5300+

Dealers



Our Facilities

4&1

Factories &
R&D centre



Production of

69000KL

of Paint every
year



We make

**Decorative
& Industrial**

Paint



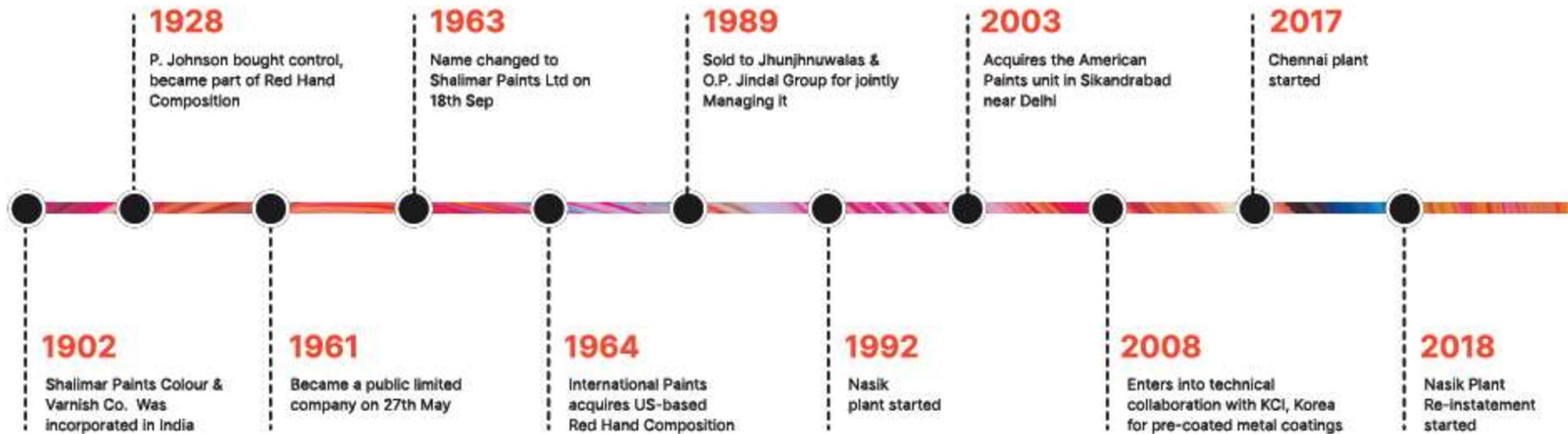
We are

500+

People Strong

Company Overview

Key Milestones



Company Overview: Our Products



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, etc.
- One of the largest Indian players in high-performance Protective Coatings
- Significant presence in General Industrial (Product Finish) and Packaging coatings

Company Overview: Our Products - Decorative Paints

Surface Decoration

Emulsions		Distemper	Enamel	Wood Finishes	Floor Coatings		Cement Paints
Interior	Exterior	Interior	All Surfaces	Interior Wood surfaces	Interior Floors	Exterior Floors	Exterior Walls

Surface Preparation & Protection

Primer				Putty	
Interior Walls	Exterior Walls	Metal Surfaces	Wood Surfaces	Interior Walls	Exterior Walls

Company Overview: Key Projects - Decorative Paints

Rashtrapati Bhawan, Delhi



Howrah Bridge, Kolkata



Bestech Group, Gurgaon



BHEL Township, Hyderabad



**Indian Institute of Technology,
Delhi**



Wave Mall, Ludhiana



VBPS, Noida



**Silchar Airport, Assam
And many more....**

Company Overview: Our Products & Key Projects - Industrial Paints



Proprietary + Confidential



Protective Coating



Packaging



Marine

Key Projects



**NTPC IVRCL, Main Plant,
Allahabad**



**Indian Oil Corporation,
Panipat**



JSW Energy Ltd., Ratnagiri



**Grasim Industries Ltd.,
Pune**

And many more....

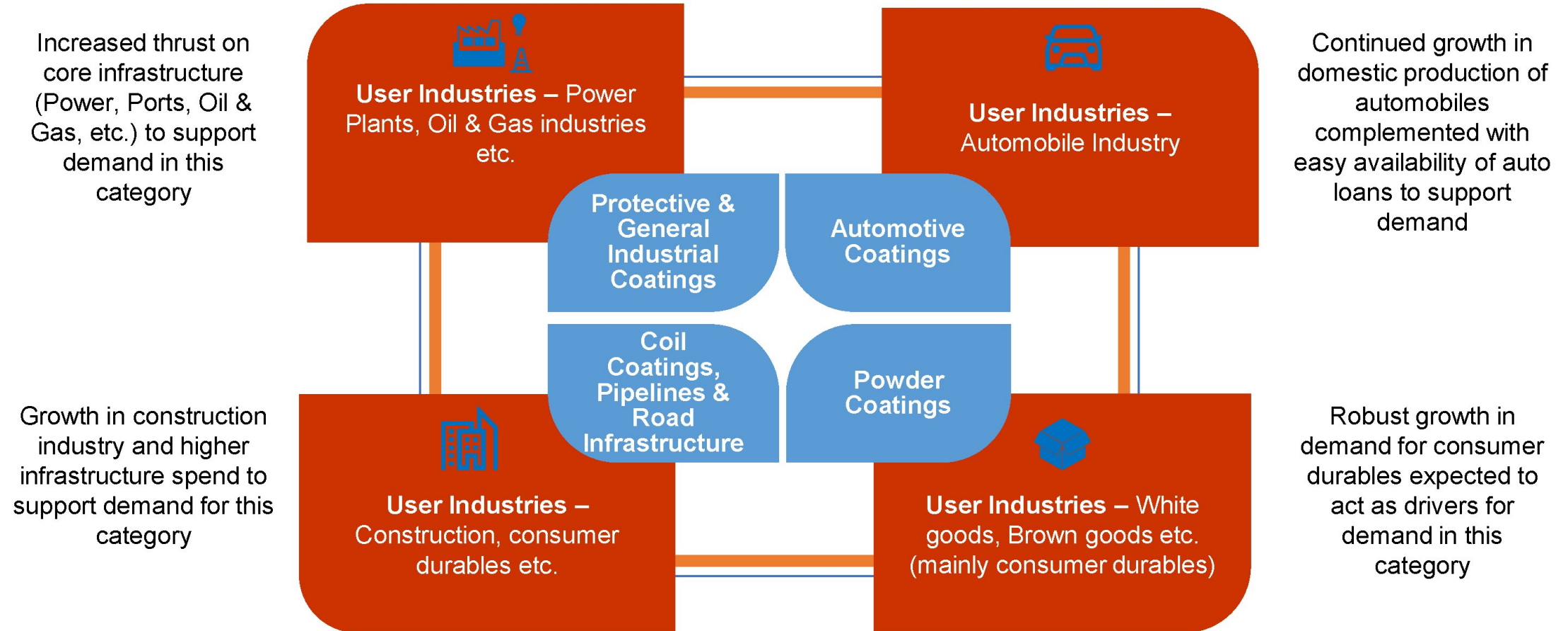
Company Overview: Key Customers

We service marquee customers in oil & gas, petrochemicals, fertilizers, steel, power, engineering, shipping and auto-ancillary industries.



And many more....

Industry Overview : Demand Drivers - Industrial segment



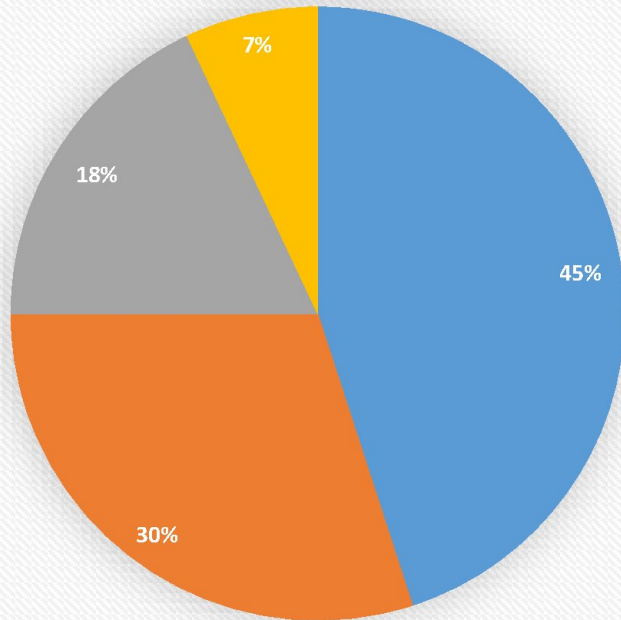
Industry Overview: Demand Drivers

Decorative segment



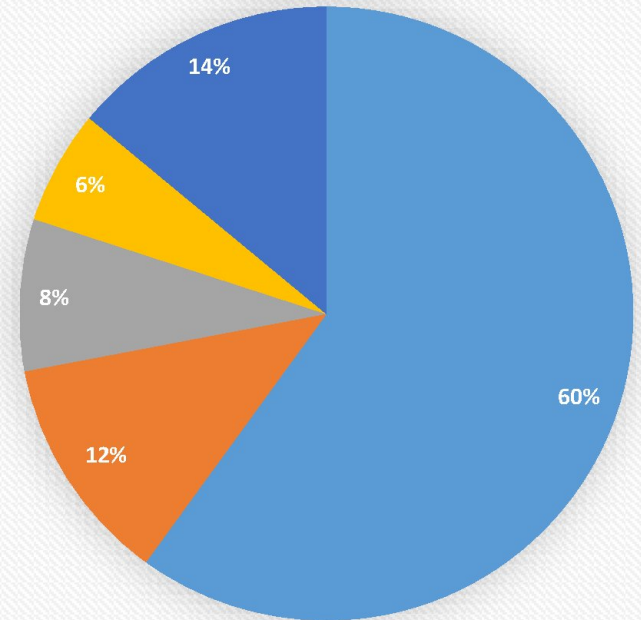
Industry Overview : Global Picture

Global Market Share



■ Asia Pacific ■ EMEA ■ US and Canada ■ Latin America

Asia Pacific Market Share

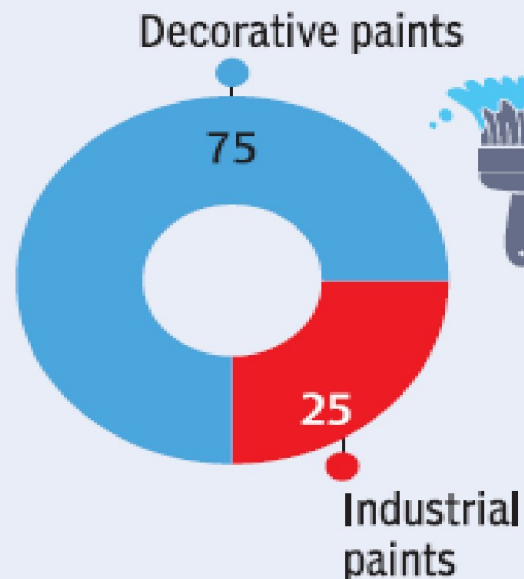


■ China ■ India ■ Japan ■ Korea ■ Others

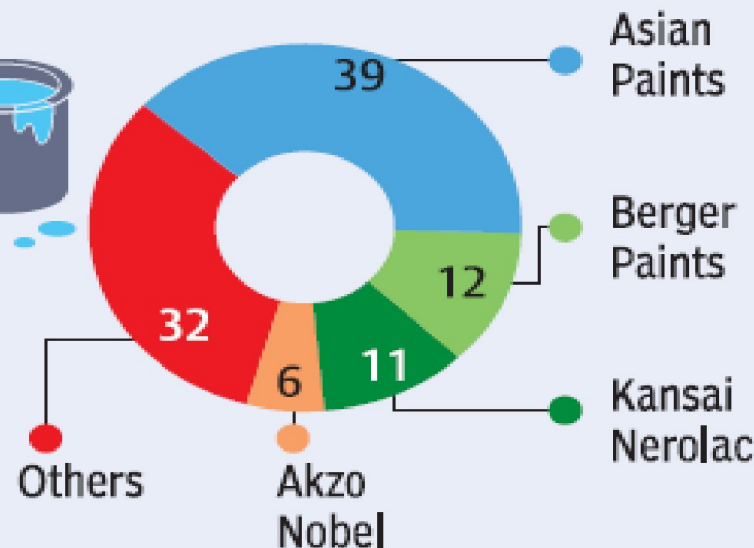
1. Asia Pacific is the world's largest coating market with **45%** market share
2. In Asia Pacific, Top 3 Countries demand **80%** of the market share, India is at Second place with the market share of **12%.**

Industry Overview : At a Glance

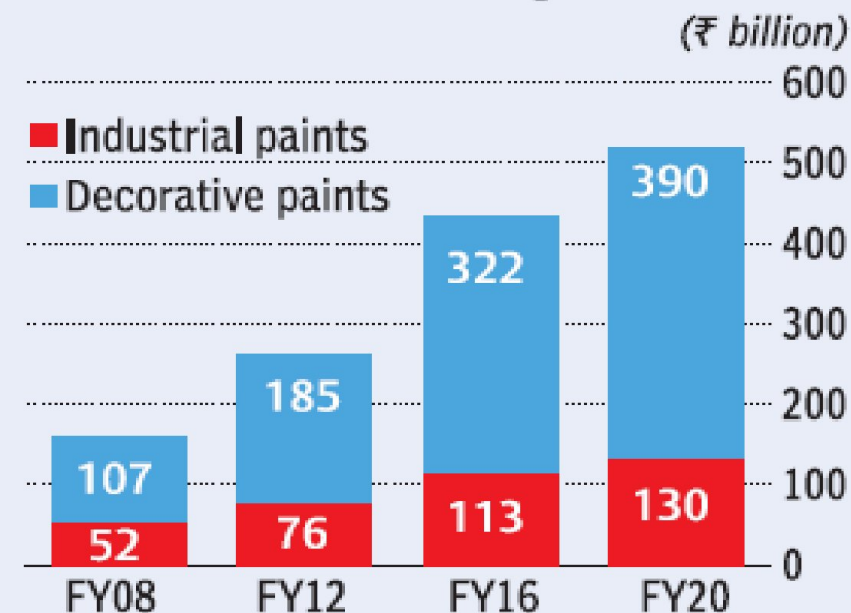
Market share by category (in %)



Market size of paint companies (in %)



Growth of paint industry from FY08 to FY20 -10.4 per cent



1. The market for India paints and coatings is expected to expand at a **CAGR of 8.56%*** during the forecast period of 2019 – 2024.
2. By 2030, Indian middle class is expected to have the second largest share in global consumption at 17%.

Critical Analysis & Outlook-Key Highlights

Company has shown V Shaped
Recovery in Q-2 and Q-3 FY21

EBITDA Growth “25%”
Q-3 FY 21(Q-O-Q)

Production Growth “33%” Q-3
FY 21 (Q-O-Q)
(Other Than Putty)

Decorative paints Segment has
grown by “28%”
in Q-3 FY 21 (Q-O-Q)
(Other Than Putty)

Industrial Paints segment has
grown by “10%”
In Q-3 FY 21(Q-O-Q)

Revenue Growth “20.45%”
Q-3 FY 21(Q-O-Q)

Critical Analysis & Outlook- Past Performance(Year Wise)

Financial Summary : An Overview (Past Performance)			
In INR Crores	Mar-20	Mar-19	Mar-18
Net Sales	344.00	288.00	278.00
Other Income	1.00	2.00	1.00
Total Income	345.00	290.00	279.00
Total Expenditure	377.00	349.00	312.00
EBIT	(32.00)	(59.00)	(33.00)
Intrest	20.00	25.00	26.00
Depreciation	11.00	9.00	8.00
Tax	(18.00)	(27.00)	22.00
Exception Item	(7.00)	(16.00)	0.00
Net Profit	(38.00)	(82.00)	(45.00)

1. EBIT has been Improved by **45.76%** in FY 20 in comparison to FY 19 and **3.03%** in FY 20 in comparison to FY 18
2. Company has been able to reduce its loss by **53.66%** in the FY 20 in comparison to FY 19 and **15.56 %** in comparison to FY 18, Company is taking all the measures to become the profitable.
3. Interest Expense of the company has been reduced by **20%** in the FY 20 in comparison to FY 19 and **23.08%** in comparison to FY 18

Critical Analysis & Outlook- Financial Summary

Financial Summary : An Overview (Standalone)				
In INR Crores	Q3- FY21	Q2- FY21	Q1- FY21	FY-20
Total Revenue	92.63	77.03	44.93	345.27
COGS	59.06	50.06	31.01	232.28
Employee Expenses	11.96	9.63	9.59	48.68
Other Expenses	15.73	12.62	9.21	96.42
EBITDA	5.88	4.72	(4.88)	(32.11)
Intrest Expenses	4.91	4.65	4.56	19.85
Cash Profit/ (Loss)	0.97	0.07	(9.44)	(51.96)
Depreciation	3.31	3.33	3.33	10.84
PBT	(2.34)	(3.26)	(12.77)	(62.80)
Exceptional Items	0.00	0.00	(2.00)	6.95
Taxes	4.60	0.34	(4.24)	(17.97)
PAT	(6.94)	(3.60)	(10.53)	(37.88)

1. Revenue has been increased by **20.25%** on Q-O-Q Basis in Q-3
2. EBITDA has been increased by **24.58%** on Q-O-Q basis in Q-3

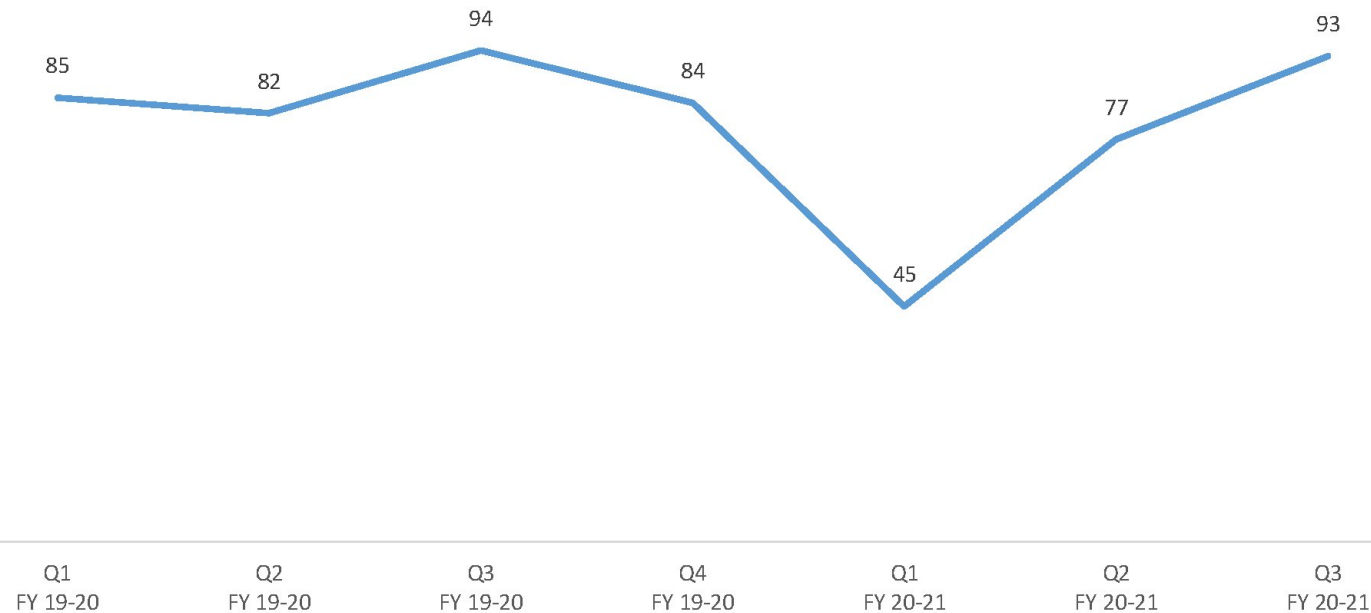
Critical Analysis & Outlook- Financial Summary

Financial Summary : An Overview (Consolidated)				
In INR Crores	Q3- FY21	Q2- FY21	Q1- FY21	FY-20
Total Revenue	92.55	76.95	44.85	344.98
COGS	59.06	50.06	31.01	232.28
Employee Expenses	11.96	9.63	9.59	48.68
Other Expenses	15.73	12.62	9.21	96.42
EBITDA	5.80	4.64	(4.96)	(32.40)
Intrest Expenses	4.91	4.65	4.56	19.85
Cash Profit/ (Loss)	0.89	(0.10)	(9.52)	(52.25)
Depreciation	3.32	3.33	3.33	10.84
PBT	(2.43)	(3.34)	(12.85)	(63.10)
Exceptional Items	0.00	0.00	(2.00)	6.95
Taxes	4.60	0.34	(4.24)	(17.97)
PAT	(7.03)	(3.68)	(10.61)	(38.18)

1. Revenue has been increased by **20.27%** on Q-O-Q Basis in Q-3
2. EBITDA has been increased by **25%** on Q-O-Q basis in Q-3

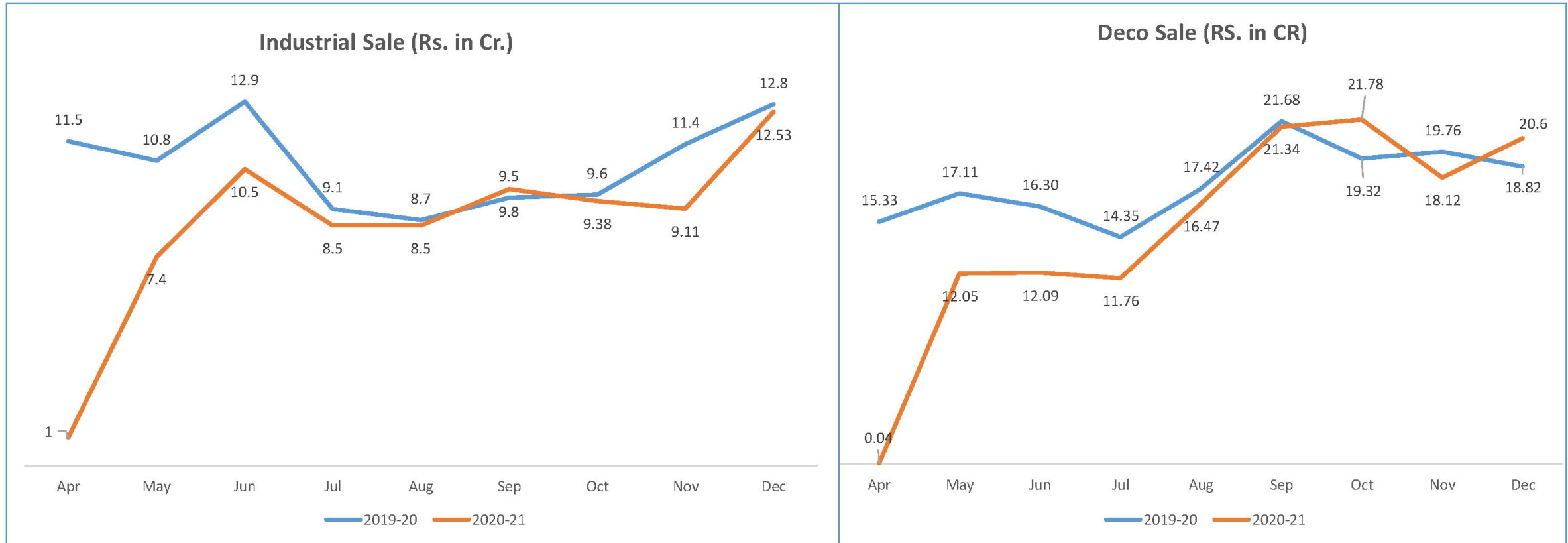
Critical Analysis & Outlook- Sales Analysis

Net Sales (RS. in CR)



1. Decrease in Revenue has been recorded due to COVID-19 Pandemic
2. Company has shown the **V-Shaped** recovery

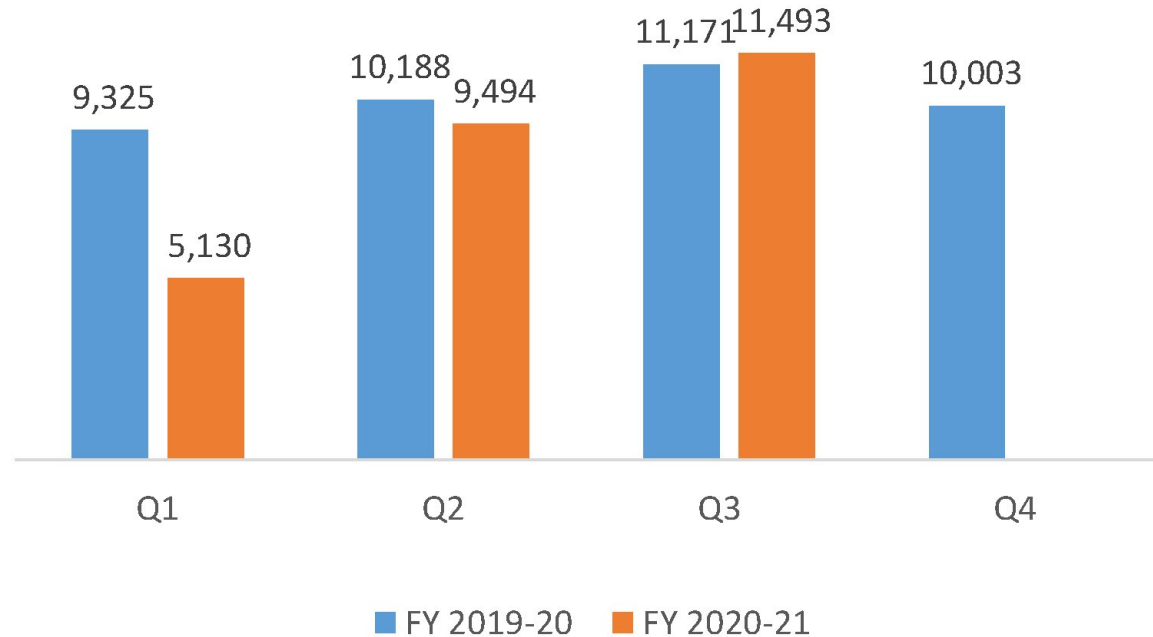
Critical Analysis & Outlook- Sales Analysis-Segment Wise



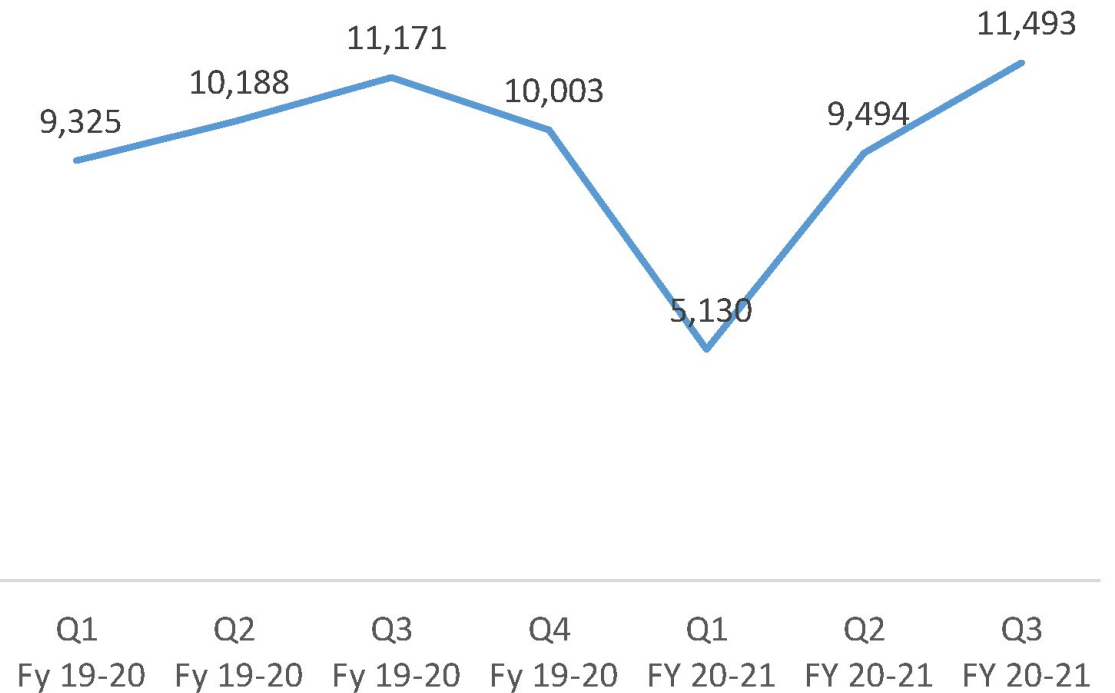
1. Decrease in Industrial Segment's Revenue has been recorded due to COVID-19 Pandemic, Company has shown a **V-Shaped** recovery in this area
2. Revenue from Decorative Paint's segment has been grown in Q-3 FY 21 in Comparison of Q-3 FY 20 by **4.49%**

Critical Analysis & Outlook- Sales Analysis-Volume Wise

Total Sales Volume (KL)



Sales Volume (KL)



1. Net increase in sales volume in Q-3 FY 21 is of approx. 2,000 KL in compare to Q-2 FY 21 i.e. of **21.05%**
2. An increase of 322KL has been recorded in Q-3 FY-21 vs Q-2 FY-20 i.e. **2.88%**

Critical Analysis & Outlook- Production Qty. (KL)

Production Qty. (KL)					
Particulars	FY 20-21	FY 19-20	Y-O-Y Growth	2020-2021	Q-O-Q
	Q3	Q3	%	Q2	Growth %
Chennai	1,363	1,859	-26.68%	933	46.09%
SKBD	5,167	4,633	11.53%	4094	26.21%
Nasik	2,637	1,572	67.75%	1863	41.55%
Total Qty.(KL)	9,167	8,064	13.68%	6890	33.05%

1. Net Production quantity has been increased by **33.05%** on Q-O-Q basis.
2. Production Capacity of Nasik has been Increased by **67.75%** on Y-O-Y basis.

Summary & Road Ahead

1	Expanding Sales	3	Being Net Positive
2	Controlling Costs	4	Improving Servicing
5	Launching New Products	6	Expenditure on R & D
Industrial		Decorative	
1. Horizontal expansion in approvals and customer acquisition 2. Regaining old customers 3. Innovative Products 4. Improve Brand Recognition		1. Focus on areas having significant presence 2. Focus on smaller tier 3 & tier 4 towns and Rural Area 3. Premium emulsion sales scaling 4. Service improvement-specially supply	



Thank you