

INVESTOR PRESENTATION

November 2017







Owned Brands











Innovations





Licenses















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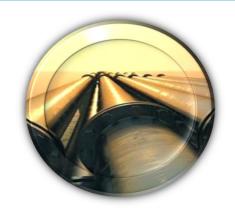


INTRODUCTION TO WELSPUN GROUP





Global Leader in Home Textiles





Global Leader in Large Diameter Pipes





Infrastructure
Oil & Gas
Financial Services



Group Revenue US\$ 2.3 Billion

Market Cap US\$ 2 Billion

Employees 25,000+



AGENDA

- 1. Welspun India: An Introduction
- 2. Industry Overview
- 3. Welspun India: Key Differentiators
- 4. Key Strategic Initiatives
- 5. Welspun 2.0 & Way Forward



WELSPUN INDIA: AN INTRODUCTION



WELSPUN INDIA: OVERVIEW

Largest

Home Textiles Company Globally⁽¹⁾
With presence in

Bed, Bath & Flooring

Presence in

50+ Countries

Trusted and Preferred Suppliers to

17 of Top 30

Global Retail Giants

27 Patents

36% Sales: Innovative Products⁽³⁾

16% Sales: Branded Products⁽³⁾

Ranked #1

among Home Textile Suppliers to USA

by Home & Textiles Today magazine for

5th Year in a Row



in the US is made by Welspun⁽²⁾

3E's of Corporate Social Value

Education, Environment & Health, Empowerment

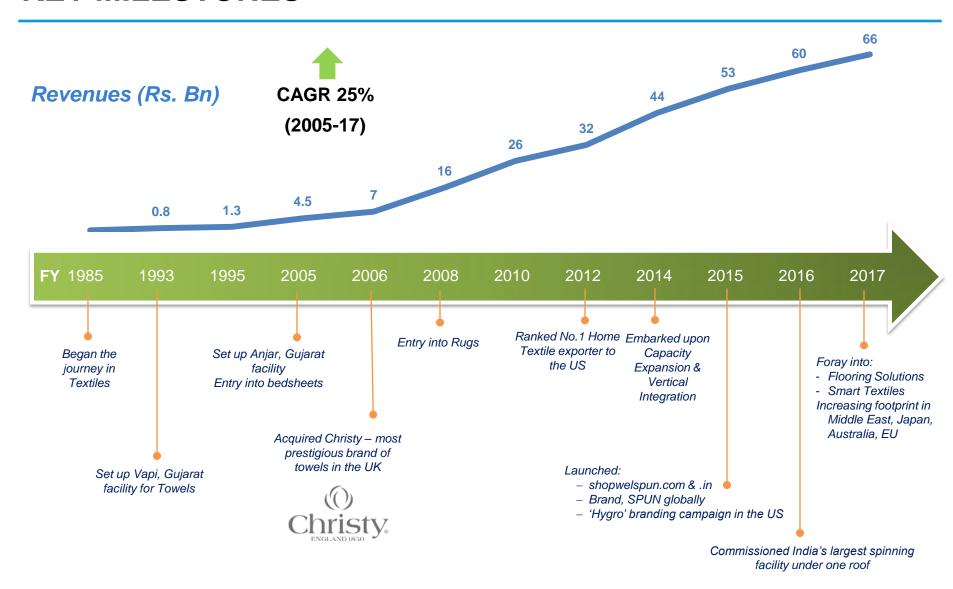








KEY MILESTONES

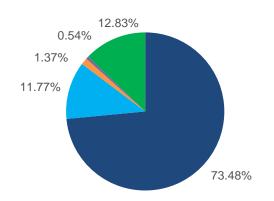




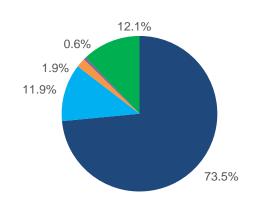
SHAREHOLDING AND TRADING SNAPSHOT

Shareholding Pattern

Sept 30, 2017



March 31, 2017







Mutual Funds





Market Statistics

As on Sept 30, 2017	INR	USD
Price per share	68.25	1.05
No of Shares outstanding (Mn)	1,005	1,005
Market Capitalization (Mn)	68,573	1,051
Daily Average Trading Volumes (Q2FY18) No of shares in Mn	0.83	0.83
Daily Average Trading Value (Q2FY18) (Mn)	67	1.03

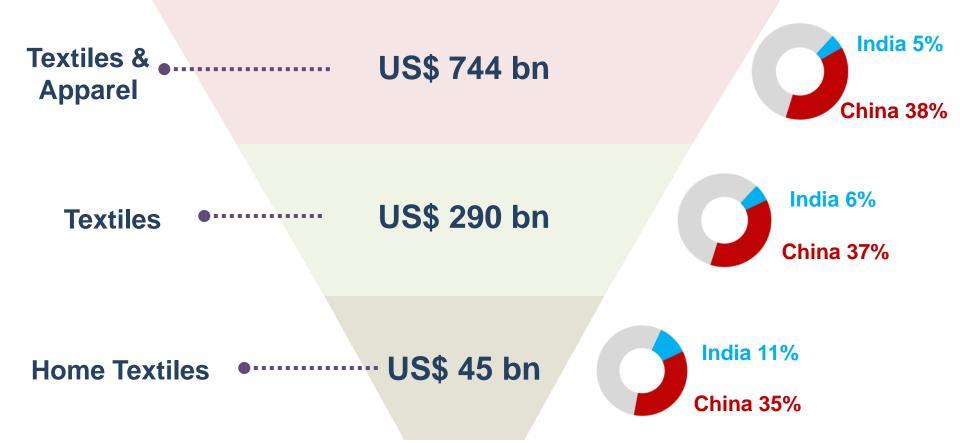
Source: BSE & NSE



INDUSTRY OVERVIEW



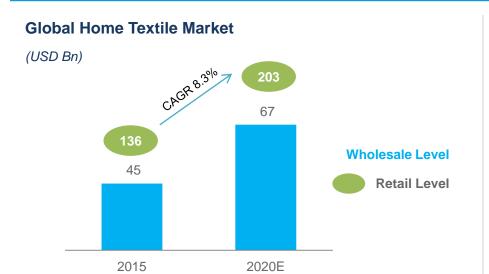
ASIAN DOMINANCE IN HOME TEXTILES

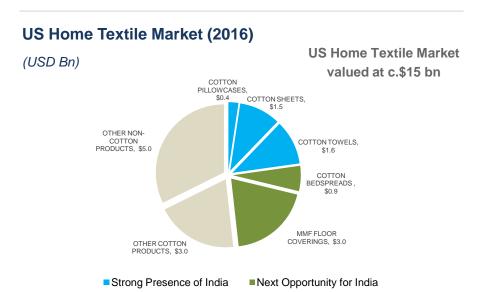


Source: WTO - 2015 data, Texprocil, OTEXA

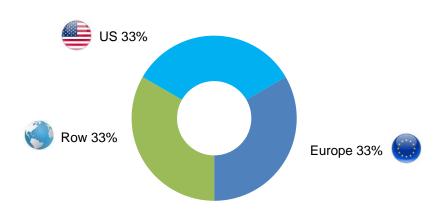


GLOBAL MARKET OPPORTUNITY





Market Composition

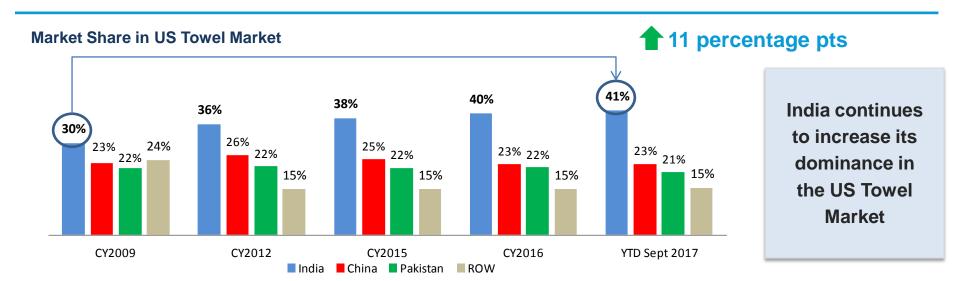


- ✓ US and Europe are the major end markets comprising a third each of the home textile market
- ✓ Indian Players have concentrated in US because:
 - US is a large and homogenous market making it a more attractive market to target first
 - While US is a level playing field, Europe provides preferential tariff rates to some competing countries

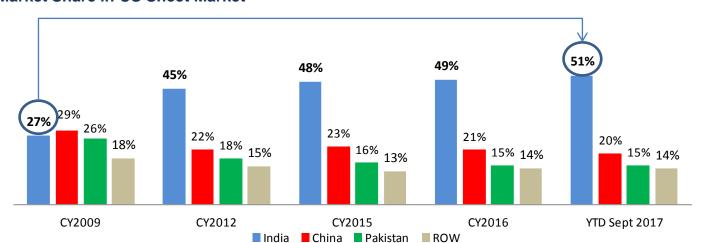
Source: OTEXA, Industry Reports



INDIA- LARGEST PLAYER IN US MARKET



Market Share in US Sheet Market



1 24 percentage pts

More than half of the US Sheet Market is Served by India

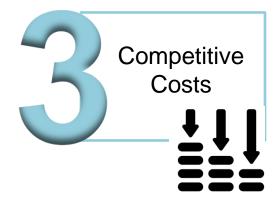
Source: OTEXA, Sept 2017 Update



FACTORS CONTRIBUTING INDIA'S COMPETITIVE ADVANTAGE

Largest Producer of Cotton

Favourable Socio-Economic Factors





Strong Political
Leadership
with Supportive
Policies

Strong Domestic Market Potential





WELSPUN INDIA: KEY DIFFERENTIATORS



WELSPUN INDIA: BELLWETHER IN HOME TEXTILES

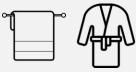






LEADING MARKET PLAYER WITH A WIDE PRODUCT RANGE

Widest product range in the Home Textiles segment



Towels, Bath Robe





Sheets, TOB, Basic & Fashion Bedding





Carpets, Rugs



A differentiated End-to-end Solutions Provider in Home Textiles



Uniquely positioned for cross-selling due to Customer reach, Competitive manufacturing, Global delivery model



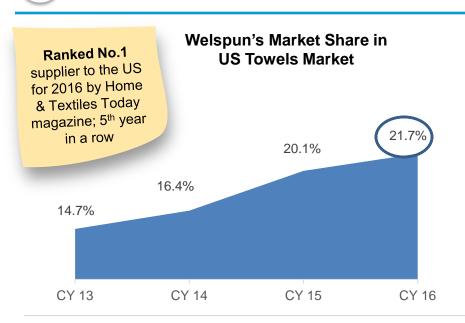
Higher wallet share due to multi-product portfolio

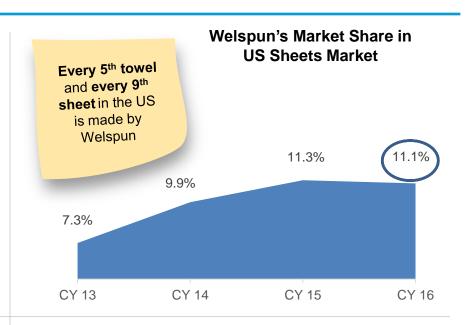


Strong track record of customer satisfaction and repeat business from them; 80% revenue from replenishment

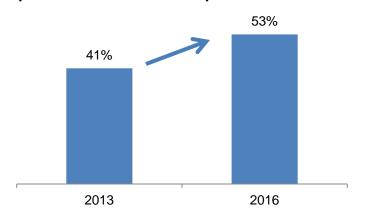


1 LEADING MARKET PLAYER

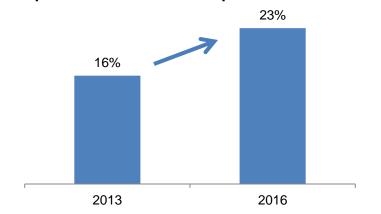




Welspun's Share in India's exports to US - Towels



Welspun's Share in India's exports to US - Sheets



Source: OTEXA 17



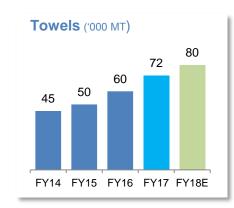
2 VERTICALLY INTEGRATED PRESENCE WITH SIGNIFICANT CAPABILITIES

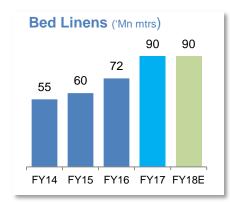
India Supply Advantage Cotton

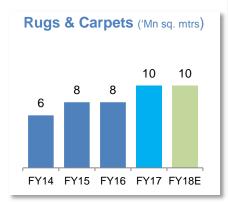


- ✓ Current integration of about 70% in Spinning and Weaving
- ✓ Captive power generation (through thermal power plant)
- ✓ Welspun India's backward integration have helped improve margins, better quality control and timely delivery

Growing Capabilities







√ FY17 Effective Utilisation:

Towels: 97% Sheets: 86% Rugs: 85%

- ✓ Investment of around Rs. 4.5 bn planned in FY18
- ✓ Expansion of Towel capacity & new flooring solutions to be focus



3

GLOBAL DISTRIBUTION NETWORK WITH MARQUEE CLIENTS



Delivery and Reach in Over 50 Countries





DIVERSIFIED BRAND PORTFOLIO

Spectrum of Welspun Brands: Continue to Evolve

Premium & Luxury

Innovation

Sustainability & Empowerment

Technology













Coveted Licenses













Branded Products Contribution to Sales at 16% in FY17, up from 13% in FY16





TRACK RECORD OF INNOVATION

- **36%** of Sales from Innovative Products
- **27** unique inventions filed globally



- Crossed \$200 Mn Sales in FY17
- · Good traction in hospitality & domestic market



 Received Asthma and Allergy Free Certification for bedding products in US post stringent testing

Global Collaboration on Innovation



Top Universities

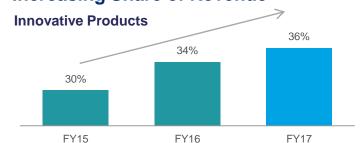


Technology Partners



Industry Associations

Increasing Share of Revenue



The two segments (innovative & branded) together account for c. 40% of revenue

HYGRO Cotton

before washing after 3 washings



Regulates temperature for individual comfort







SUSTAINABILITY: FOCUS ON THE 3Es



- · Quality Education Project
- Adult Literacy Education for women





- Sustainability Focus
- Health Camps & Mobile Medical Vans
- Natural/recycled products
- 320K trees planted
- · Rain water harvesting



- · Vocational Training for women and youth
- Employability

Empowerment

- Vocation Centers: 10 centers including SPUN -351 women trained and 239 women employed in Welspun during the quarter
- Walmart's SWASTI foundation for Women **Empowerment and Training: Successfully** trained 2,335 women in foundation-level and 519 women in advanced level course



Education

- · Welspun Vidya Mandir at Anjar: quality education to 1,600 students with 75 Teachers
- Quality Education Project at 41 government schools in Anjar reaches out to over 10,000 students.



- 45 para teachers deployed in 33 schools
- SMART class installed in 10 schools.

Environment & Health

Mobile Health Vans (MHV): Moving dispensary manned by a qualified doctor, pharmacist and a social worker. MHVs reach out to 19 villages with 40,000 villagers benefitted.



- **Health Camps**
- 1,500 toilets have been constructed in 18 villages
- Blindness Control Program for elderly people
- 4,000 saplings planted during the quarter







INCLUSIVE GROWTH: IMPLEMENTING SMART VILLAGES

E-Connectivity

- Wi-fi enabled villages with CCTV coverage
- Complete E-governance
- PA system with speakers
- Comprehensive CMS for Panchayat Office



Environment

- Green cover in all public land
- Segregation and organized disposal of garbage
- 100% LED / solar street lighting
- Swachh Bharat Abhiyan awareness



Essential Infrastructure

- Well-constructed roads with kerbstones
- Drainage and sewage disposal systems
- Mobile library





Education

- Smart centres
- CCTV enabled premises
- Vocation training in secondary schools
- Bio gas for cooking midday meals in school kitchen

Empowerment

- Upgraded CSR and skill development centres
- E-enabled milk banks
- Vocational training in skills like IT and sering
- 100% enrolment of adults under Government schemes





SUSTAINABILITY IN EVERYTHING THAT WE DO



STP Installed with a Capacity to Process 30 MN Liters Per Day; currently saving 6,500 million Liters of Water annually



85% Water Recovered From STP Used at Plant



10,000 Youth Trained in FY17 via Welspun's Skill Development Program



1,200+ Women Engaged Across 10 Vocational Centers



Saved 3 mn kWh of Energy in FY17



SA 8000 Certified Operations for Socially Responsible Practices





EXPERIENCED BOARD & MANAGEMENT WITH PROVEN TRACK RECORD

Board of Directors

B.K.Goenka, Chairman

- · Amongst India's most dynamic businessmen
- · Ranked amongst India's Most Powerful CEO by Economic Times
- Emerging Company of the Year Award in 2008

Arun Todarwal, Independent Director, Audit Committee Chairman

 20+ years of experience in Finance, Audit, Taxation and Quality Management. Member of ICAI, practicing since 1981

Ram Gopal Sharma, Independent Director

 40+ years experience in the field of life insurance, mutual funds, finance, training and development.

Pradeep Poddar, Independent Director

 Technocrat & Corporate Leader with 30+ years of experience in consumer products industry and vast experience in brand building

Arvind Singhal, Independent Director

 MBA from University of California, founded Technopak, India's leading management & operations consulting firm with focus on Textiles, Retail, Healthcare etc

Padma Betai, Nominee Director

 CFO of IDBI Bank with nearly 20 years covering areas like Treasury, Retail Banking, Corporate Advisory Services & Domestic Resources

Management Team

Rajesh Mandawewala, Managing Director

- In-charge of textile business; instrumental in growing reach over 50 countries
- 25+ years of experience in industries varying from Textiles to SAW pipes.
- He is a Qualified chartered accountant

Dipali Goenka, CEO & Joint Managing Director

- Driving force behind textile business, successfully led development of two brands – SPACES and Welhome
- Graduate in Psychology and completed Management Programme from Harvard

Altaf Jiwani, CFO (Welspun India)

- 25+ years experience in corporate finance roles across diverse industries.
- · Previously worked with the RPG Group for 19 years
- · His last role was as the CFO of Phillips Carbon Black

Julie McKenzie, CEO (Welspun USA)

- 35+ years of domestic and international experience in sales, merchandising, sourcing and licencing in the retail industry.
- · Has been previously associated with Nickelodeon, Wal-Mart among others

Leigh Taylor, CEO & President (Welspun UK)

- 30+ years of international experience across consumer products industry.
- Turnaround specialist with expertise in innovation and new product development





AWARDS & ACCOLADES – TESTIMONY TO EXCELLENCE













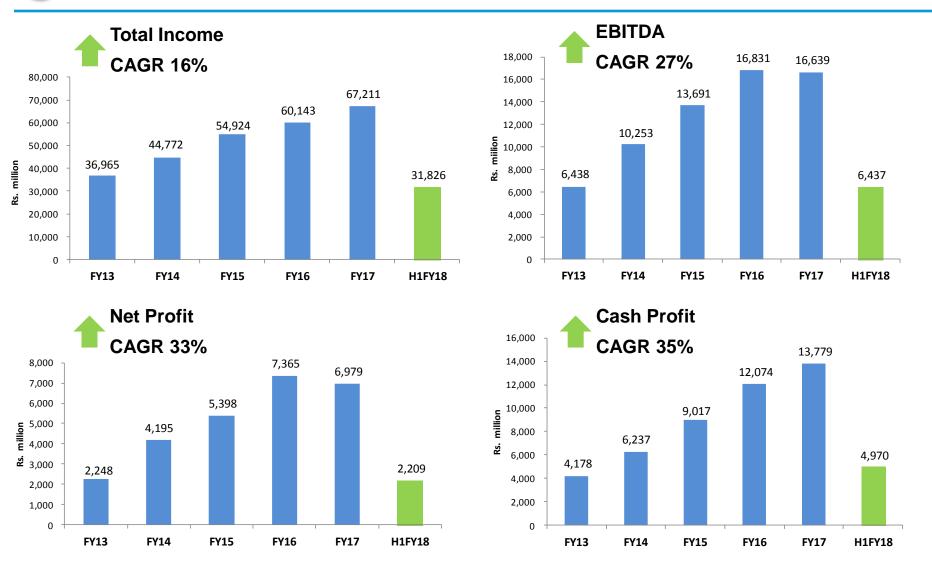
and many more....



27

8

CONSISTENT FINANCIAL PERFORMANCE RECORD

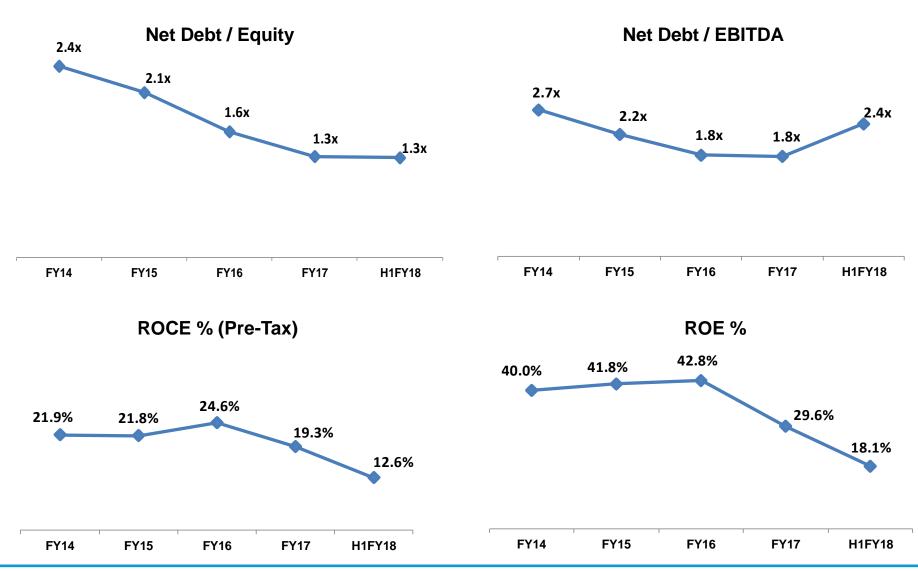


Net Profit & Cash Profit FY17 figure is excluding one time impact of Exceptional item of Rs. 5,005 Mn



8

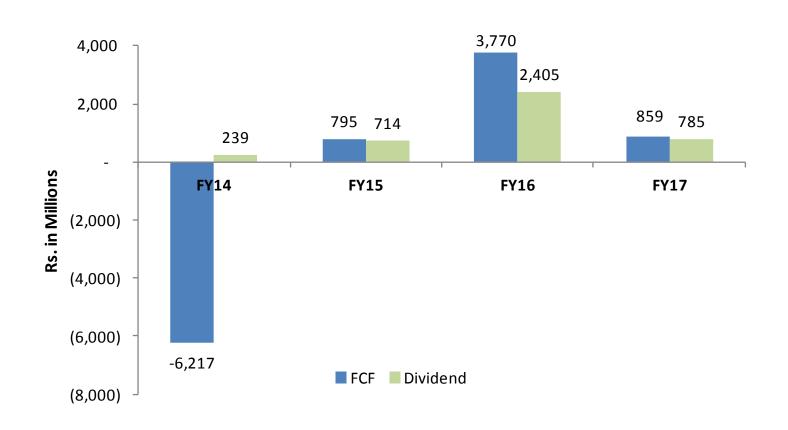
CONSISTENT FINANCIAL PERFORMANCE RECORD







CONTINUED FOCUS ON FREE CASH FLOW



FCF positive for three consecutive years



KEY STRATEGIC INITIATIVES





Welspun's Proprietary Patented Industry-Defining Multi-Level Traceability Process













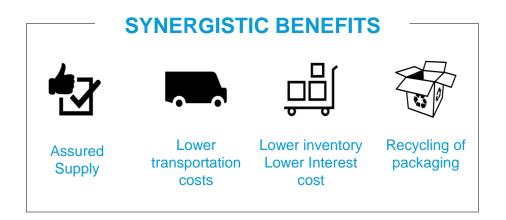




Tracking Cotton from Farm - Factory - Finished Goods - Shelf using RFID, Barcodes, QR Code Scanners with ERP System integration



SMARTSOURCING: ASSET LIGHT FUTURE GROWTH



Collaboration with
Suppliers for Lead Time
Reduction via Exclusive
Set-up of Welspun
Ancillary Units

- Already Established Ancillaries
 - Spinning
 - Trims
 - Packaging materials





Omni-Channel Support to Top Global Retailers via Product Development, Warehousing, Pick and Pack, Drop-Ship and Analytics

SCM Analytics for Our Customers







Integrate

Analyze

Visualize



WELSPUN 2.0 & WAY FORWARD



WELSPUN INDIA: VISION 2022





Net Debt

Innovative / Branded Revenue Share

50%

Women Employees

20%

Share of Domestic Revenue

20%





INNOVATION & PATENTS



Transcends to with







- Creating interactive experiences through seamless integration of smart technology with home textiles
- √ Patented augmented reality home décor

Launched in the US for Holiday 2016. Presented at CES 2017 at Las Vegas to Extensive Media Coverage









Global Expansion of Owned Brands

A 150-Year Old Legacy.. Reinvented









- Reinvigorated the Christy Brand, which has dominant presence in UK
- ✓ Introduced the brand in US, China and Middle East; witnessed healthy growth
- ✓ Long Standing Associations like Wimbledon, Rugby World Cup and Royal Ascot

Domestic Expansion

✓ India – one of the fastest growing economies in the world with huge potential for increasing organized market



- 'Spaces' was recently recognized as a best performing brand in home category in Shoppers Stop
- ✓ Presence in 200+ shop-in-shops









The Next Growth Engine

✓ Licenses for Domestic Market:













3

NEW MARKETS

Composition of Sales (FY17)

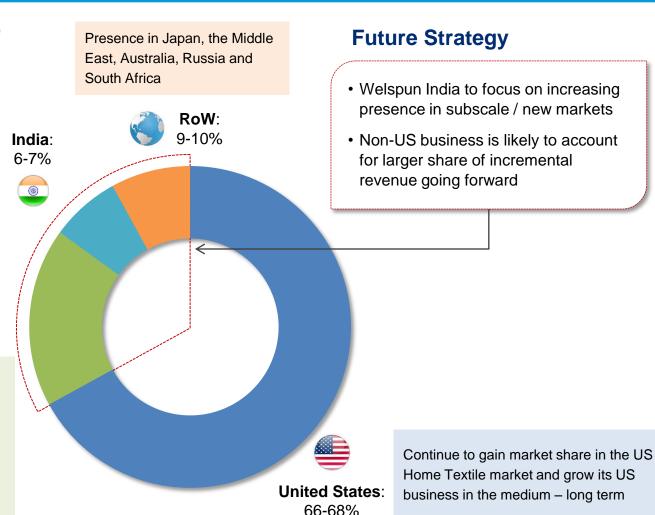
- Indian Urban Home Textile market is expected to grow from INR 257bn in 2016 to INR 438bn by 2021 (i.e. CAGR of 11.25%)
- Government's Policy on 'Housing for all by 2022' to boost domestic consumption
- Implementation of GST to accelerate move towards organised sector

Europe: 17-18%



Presence in Europe is limited because:

- Pakistan, Turkey, Egypt and Bangladesh have preferential tariff rates from EU, exempting them from import duties
- Welspun's focus on EU has been more recent, mainly through its innovative products







NEW CHANNELS

Hospitality and Healthcare

- ✓ The US hospitality and healthcare market is c. \$1.5bn (i.e. for towels and sheets); Welspun currently earns c. \$50mn from these categories indicating huge growth potential
- ✓ Focus on domestic as well as international markets.
- ✓ Tied up with leading hotel chains and wellness centers

E-Commerce

- ✓ Created Drop-Ship facility in US, UK & India
- ✓ Leveraging distribution infrastructure to serve customers of:
 - ✓ Online channel of Brick & Mortar retailers
 - ✓ Online marketplaces
 - ✓ Own e-commerce portal (shopwelspun.in for India and shopwelspun.com for the US)



5 NEW PRODUCTS

1 Flooring Solutions to Drive Growth

- Offerings: Existing bath rugs, floor rugs and decorative carpets Potential – tile carpets segment, wall-to-wall carpets
- Market Size: Domestic market is c. US\$125mn with potential to increase to US\$500mn in the next 5 years
- Capex: Planned capex of INR 6bn ((likely to be installed and functional by H2 FY19)

2 Untapped Opportunity in Bedding

- · Large untapped opportunity in basic bedding, comforters and quilts
- Currently, China dominates the market; India is gradually making inroads
- Contributed 2% of sales in FY17

3 Technical / Advanced Textiles

- Products for specialized use in healthcare, fire departments, aerospace, defense, automobile, railways and other utilities.
- These products include specialized features such as fire retardants, stain resistant, anti-bacterial, PET resistant, and soil resistance, among others.
- Contributed 2% of sales in FY17

4 Smart Textiles

Creating interactive experiences through seamless integration of smart technology with home textiles











RAISING THE BAR

Differentiation Strategy: Innovation, Branding & Sustainability



Industry Defining
Traceability
Solution



Focus on Domestic Market



New Product Lines



New channels



MOVING TOWARDS VISION 2022



Volatile raw material costs



Rising energy costs



Appreciating Rupee



THANK YOU

For further details, please contact:

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AVP - Group Finance and Strategy

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APPENDIX



KEY HIGHLIGHTS- Q2 FY18

'Christy' brand growth at 15%; Expanded to 24 stores in China

'Spaces' brand growth at 47%

Domestic e-commerce growth at 123%; Spaces won "Best Home Brand" Award from Myntra

Technical Textiles approved by Automobile, Aerospace and Railways

Product Innovation Award from Kohl's Long-term
Credit rating
upgraded to 'AA'

EBITDA Margin at 18.8%

Net Debt/Equity at 1.25x and Net Debt/EBITDA at 2.42x

ROE at 18.1%



FINANCIAL PERFORMANCE – Q2 FY18

(Rs. Million)

Particulars	Q2FY18	Q2FY17	Change YoY	Q1FY18	Change QoQ
Total income	16,299	18,151	-10.2%	15,526	5.0%
EBITDA	3,063	4,569	-33.0%	3,374	-9.2%
EBITDA Margin	18.8%	25.2%	-638 bps	21.7%	-294 bps
Finance Cost	325	320	1.6%	356	-8.8%
Depreciation	1,287	1,264	1.8%	1,183	8.8%
PBT	1,451	2,985	-51.4%	1,835	-20.9%
Exceptional (Loss)	-	(4,895)		-	
PAT (Before Minority Interest)	1,003	(1,510)		1,286	-22.0%
PAT (After Minority Interest)	966	(1,475)		1,243	-22.2%
PAT Margin	5.9%	-8.1%		8.0%	-207 bps
Cash Profit	2,284	4,149		2,686	-15.0%
EPS (Rs.)	0.96	(1.47)		1.24	-22.2%

Note: Cash Profit = PBDT before exceptionals minus Tax Outflow



FINANCIAL PERFORMANCE - H1 FY18

(Rs. Million)

Particulars	H1FY18	H1FY17	Change YoY
Total income	31,826	34,266	-7.1%
EBITDA	6,437	8,982	-28.3%
EBITDA Margin	20.2%	26.2%	-599 bps
Finance Cost	681	673	1.3%
Depreciation	2,469	2,385	3.5%
PBT	3,286	5,925	-44.5%
Exceptional (Loss)	-	(4,895)	
PAT (Before Minority Interest)	2,288	577	296.9%
PAT (After Minority Interest)	2,209	543	306.6%
PAT Margin	6.9%	1.6%	536 bps
Cash Profit	4,970	7,753	-35.9%
EPS (Rs.)	2.20	0.54	306.6%

Note: Cash Profit = PBDT before exceptionals minus Tax Outflow



FINANCIAL PERFORMANCE TREND

(Rs. Million)

Particulars	FY15	FY16	FY17	H1FY18
Total income	54,924	60,143	67,211	31,826
Growth %	22.7%	9.5%	11.8%	-7.1%
EBITDA	13,691	16,831	16,639	6,437
EBITDA Margin	24.9%	28.0%	24.8%	20.2%
Depreciation	3,329	3,718	5,054	2,469
Finance cost	2,829	2,368	1,583	681
PBT	7,533	10,745	10,003	3,286
Exceptional (Loss)	-	-	(4,648)	-
PAT (Before Minority Interest)	5,443	7,491	3,624	2,288
PAT (After Minority Interest)	5,398	7,365	3,576	2,209
Cash Profit	9,095	12,074	13,779	4,970
EPS (Rs.)#	5.4	7.3	3.6	2.2

Note: Cash Profit = PBDT before exceptionals minus Tax Outflow

#Adjusted for stock split



BALANCE SHEET TREND

(Rs. Million)

Particulars	31-Mar-15	31-Mar-16	31-Mar-17	30-Sep-17
Net Worth	14,732	19,700	23,971	24,865
Short Term Loans	13,936	13,533	11,721	14,455
Long Term Loans	20,864	18,945	21,393	21,678
Gross Debt	34,800	32,478	33,114	36,133
Cash & Cash Equiv.	4,321	1,388	2,725	5,018
Net Debt	30,479	31,090	30,389	31,116
Average Capital Employed#	47,619	53,331	58,189	63,225
Net Fixed Assets (incl CWIP)	26,049	33,508	35,713	35,034
Net Current Assets*	17,630	16,845	20,114	22,246
Total Assets	58,960	65,491	73,283	75,039

Net Debt Maintained

Capital Employed = Net worth + Gross Debt + Other Long Term Liabilities

^{*} Net Current Assets does not include Cash & Cash Equivalents



FINANCIAL RATIO TREND

		FY15	FY16	FY17	H1FY18
Solvency ratios	Net debt/Equity	2.07	1.58	1.27	1.25
	Net debt/EBITDA	2.23	1.85	1.83	2.42
So	EBIT/Interest	3.66	5.54	7.32	5.82
_	Current Ratio	1.12	1.15	1.41	1.36
Operational ratios	Fixed Asset turnover	2.04	1.77	1.86	1.80
	Total Asset turnover	0.90	0.90	0.91	0.84
onoi	Inventory days	76	68	70	67
rati	Debtor days	40	52	53	57
Ope	Payable days	30	41	41	34
	Cash conversion cycle	86	79	82	90
Return ratios	ROE	41.8%	42.8%	29.6%	18.1%
Ret	ROCE (pre-tax)	21.8%	24.6%	19.3%	12.6%

Continuous Improvement in Net Debt/Equity

- 1. ROCE = EBIT / Average Capital Employed; ROE = Net Profit / Average Net worth
- 2. Total asset turnover = Sales/ (Fixed assets + Gross current assets)
- 3. FY17 Return Ratios figures are excluding one time impact of Exceptional item of Rs. 5,005 Mn



DIVIDEND POLICY

- Clear, defined Dividend Distribution policy
 - 25% of standalone PAT to be the total payout (incl. dividend tax)
- Consistent track record of dividend distribution

	Standalone		Dividend tax	Payout
Period	EPS	DPS	per share	Percentage
FY15	5.09	1.05	0.21	25%
FY16	5.99	1.30	0.26	26%
FY17	3.05	0.65	0.13	26%