

INVESTOR PRESENTATION

October 2018







Owned Brands









Innovations







Licenses

















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INTRODUCTION TO WELSPUN GROUP





Global Leader in Home Textiles





Global Leader in Large Diameter Pipes





Infrastructure
Investments in Oil & Gas



Group Revenue US\$ 2.3 Billion

Asset Base US\$ 2.7 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

30 Unique innovations

37% Sales: Innovative Products(3)

17% Sales: Branded Products⁽³⁾

Ranked #1

among Home Textile Suppliers to USA

by Home & Textiles Today magazine

5 Times in Last 6 Years



sold in the US is made by Welspun⁽²⁾

3E's of Corporate Social Value

Education, Environment & Health, Empowerment

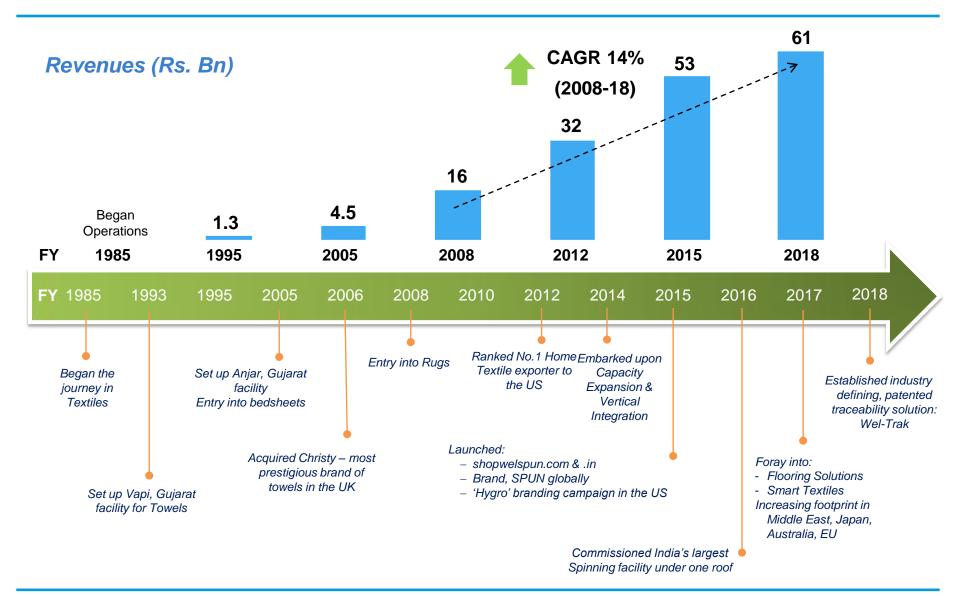








KEY MILESTONES

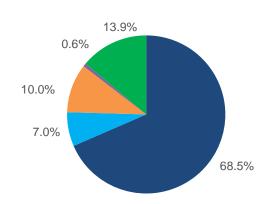




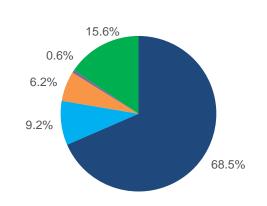
SHAREHOLDING AND TRADING SNAPSHOT

Shareholding Pattern

Sept 30, 2018



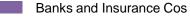
March 31, 2018













Market Statistics

As on Sept 30, 2018	INR	USD
Price per share	58.10	0.80
No of Shares outstanding (Mn)	1,005	1,005
Market Capitalization (Mn)	58,391	806
Daily Average Trading Volumes (Q2FY19) No of shares in Mn	2.95	2.95
Daily Average Trading Value (Q2FY19) (Mn)	192	2.65

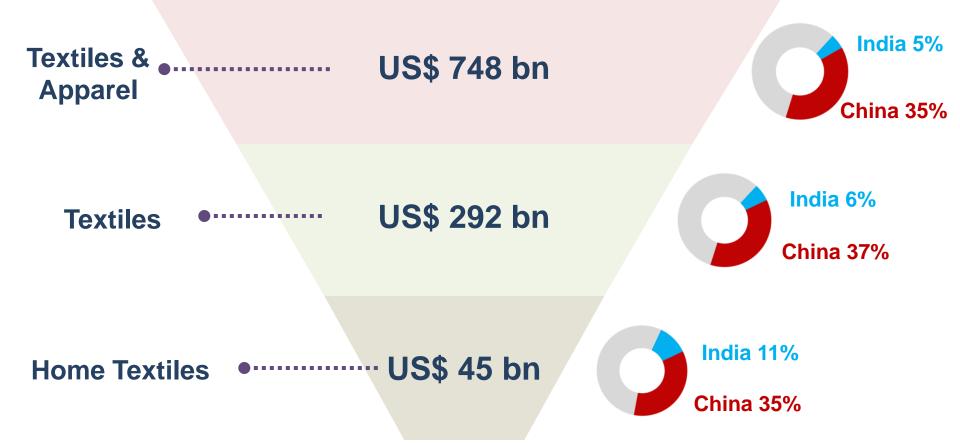
Source: BSE & NSE



INDUSTRY OVERVIEW



ASIAN DOMINANCE IN HOME TEXTILES



10

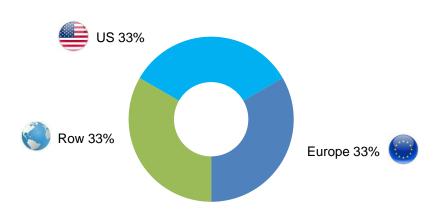


GLOBAL MARKET OPPORTUNITY





Market Composition

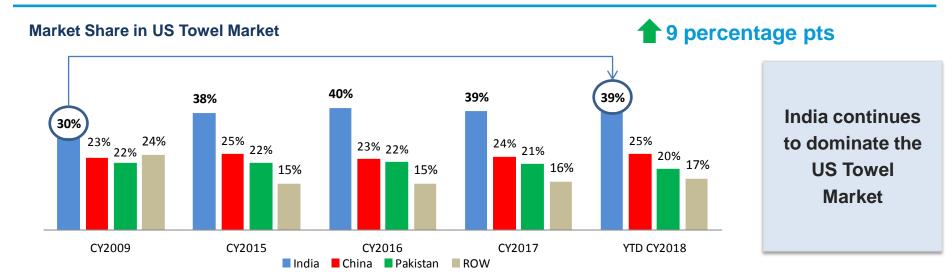


- ✓ US and Europe are the major end markets comprising a third each of the home textile market
- ✓ Indian Players have concentrated in US because:
 - US is a large and homogenous market making it a more attractive market to target first
 - While US is a level playing field, Europe provides preferential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

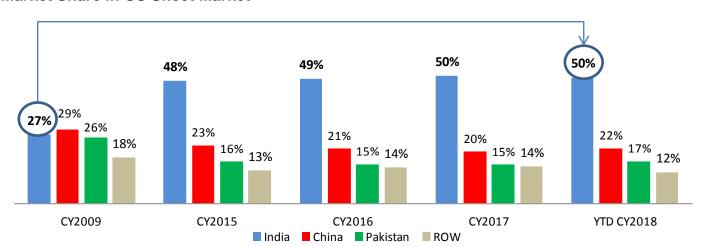
Source: OTEXA, Industry Reports



INDIA- LARGEST PLAYER IN US MARKET



Market Share in US Sheet Market



23 percentage pts

Half of the US Sheet Market is served by India

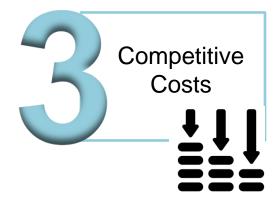
Source: OTEXA, August 2018 Update



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

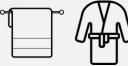






LEADING MARKET PLAYER WITH A WIDE PRODUCT RANGE

Widest product range in the Home Textiles segment









Sheets, TOB, Basic & Fashion Bedding





Carpets, Rugs, Flooring Solutions



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





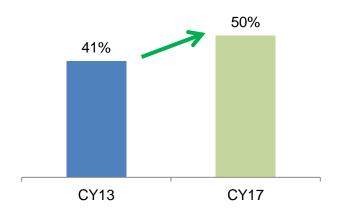
LEADING MARKET PLAYER

Ranked No.1 supplier to the US 5 times in last 6 years by Home & Textiles Today magazine

Every 5th towel sold in US is made by Welspun



Welspun's Market Share in US Towels Market



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

Every 10th sheet sold in US is made by Welspun



Welspun's Market Share in US Sheets Market



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

Source: OTEXA 17



2 VERTICALLY INTEGRATED PRESENCE WITH SIGNIFICANT CAPABILITIES

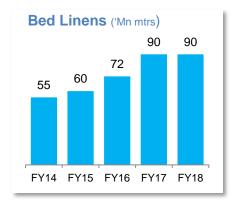
India Supply Advantage Cotton

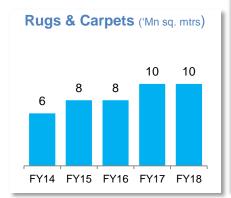


- ✓ Current integration of about 70% in Spinning and Weaving
- ✓ Captive power generation (through thermal power plant)
- ✓ Welspun India's backward integration have helped improve margins, better quality control and timely delivery

Growing Capabilities





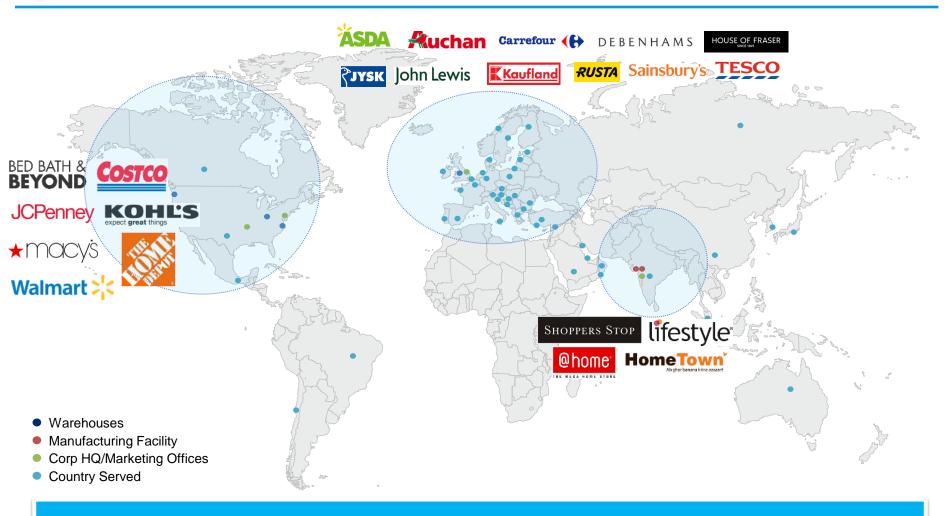


- ✓ FY18 Effective Utilisation:
 - Towels: 80% Sheets: 80%
 - Rugs : 65%
- ✓ Investment of around Rs. 9 bn planned in FY19; Rs. 3.2 bn done in H1FY19
- Majority of the investment towards flooring solutions project



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 17% in FY18





TRACK RECORD OF INNOVATION

- **37%** of Sales from Innovative Products
- **30** unique inventions filed globally



- Contributes more than \$175 Mn of Sales annually
- · 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

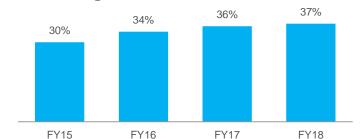


Technology Partners



Industry Associations

Increasing Share of Innovative Products



The two segments (innovative & branded) together account for more than 45% 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





- 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 1200+ women engaged;
 2.29 mn products developed till date
- Welspun Foundation for Health & Knowledge: Financial assistance to women from sports; vision to benefit 20,000+ women

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 10,000+ students.
- WELSPUN
- Digital software installed in 20 schools benefiting 4,600 students. Targeting 500 schools; 1 lakh students

Environment & Health

- Planted around 10,000 saplings in 25 villages of Anjar
- Mobile Health Vans: 19 villages with 40,000 villagers benefitted
- Built over 5,000 sanitation blocks in Vapi and Anjar
- Project Navchetna initiated to curb malnutrition in total 15 villages





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 via Welspun's Skill Development Program



1,200+ Women Engaged Across 10 Vocational Centers



Annual saving of 9 mn kWh of Energy



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

Anisha Motwani, Independent Director

 28+ years experience in advertising, auto-manufacturing, financial and health services. Currently advisor to World Bank. Voted among '50 Most Powerful Women in Indian Business' by Business Today for 3 consecutive years

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

Shalil Mukund Awale, Nominee Director

 Chief GM at IDBI Bank with nearly 22 years covering areas like Priority sector, Retail Banking, Investment & Treasury, Venture Capital Finance, Audit

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 & completed Management Programm from Harvard

Altaf Jiwani, CFO (Welspun India)

- 25+ years experience in corporate finance roles across diverse industries.
- Worked with RPG Group for 19years. Last role as CFO, 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 & product development

Manjari Upadhye, CEO (Domestic Retail Business)

- 17+ years of experience across the consumer products industry
- Significant contribution in brand building for FMCG companies

Mukesh Savlani, CEO (Welspun Flooring)

- Home-grown CEO with 17+ years experience in various roles at Welspun
- Engineering graduate; Leadership Program from Harvard





AWARDS & ACCOLADES – TESTIMONY TO EXCELLENCE











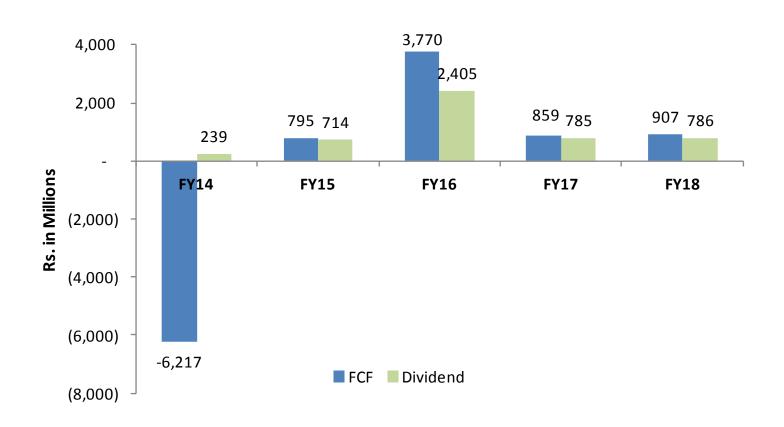


and many more....





CONTINUED FOCUS ON FREE CASH FLOW

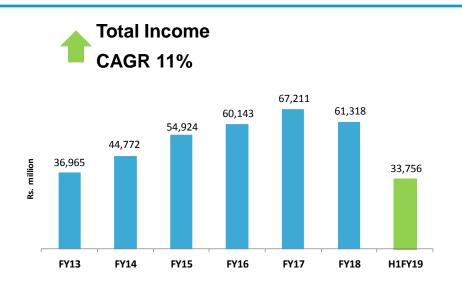


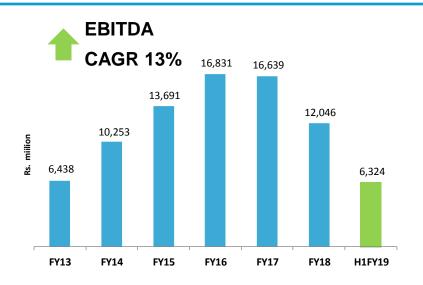
FCF positive for four consecutive years

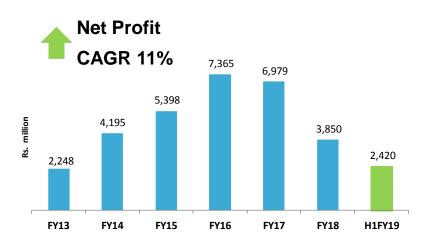


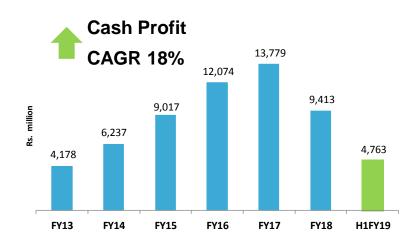
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TREND OF FINANCIAL PERFORMANCE









Net Profit & Cash Profit FY17 figures adjusted for exceptional item

CAGR is based on FY13-FY18



KEY STRATEGIC INITIATIVES

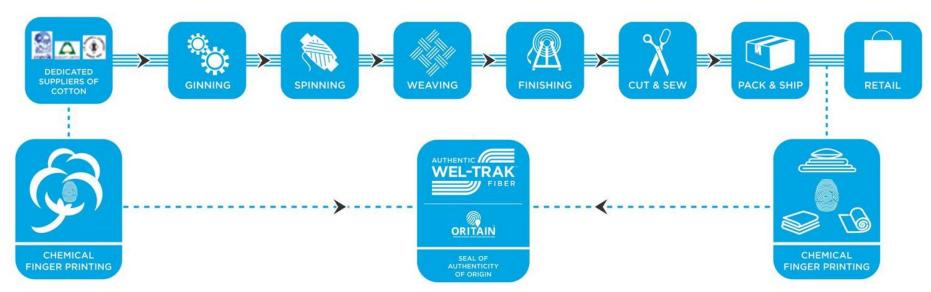


WELSPUN'S PATENTED GLOBAL COTTON INTEGRITY PROCESS



Welspun's patented Wel-Trak™ process, supplemented by scientific traceability from Oritain™, is now the most comprehensive end-to-end fiber tracking process.



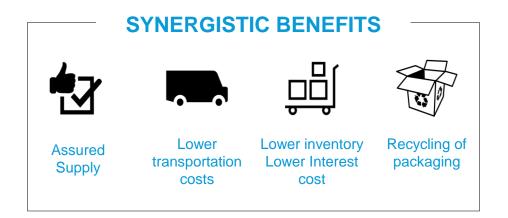


- Verifies fiber from the origin and at every stage of production
- Ensures rigorous process control of fiber's physical parameters
- Authenticates cotton from dedicated sources
- Assures independent third party testing
- Allows consumers to track fiber in product back to the farm where it was produced





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





BRANDS: CHRISTY

Christy Brand Reinvigorated & Launched Globally









2008

2013

2017

- A 150-Year Old Legacy.. 'Living Redefined'

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









BRANDS: SPACES

Focus on tapping Domestic Market potential



- India one of the fastest growing economies in the world with huge potential for increasing organized market
- 'Spaces' was recently recognized as a best brand in home category by Myntra. Also, received Amazon Marketing Services Award for **Spaces**
- Presence in 200+ shop-in-shops









Licenses for Domestic Market:











The Next **Growth Engine**

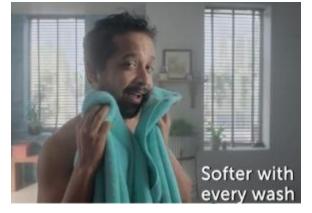
Redesigned Brand Strategy

Use of 360 degree marketing approach by increasing customer touch points including social media, POS, in-store, PR news, TV,

outdoor, radio, customer service.

Revisited Spaces brand campaign











NEW MARKETS

Composition of Sales (FY18)

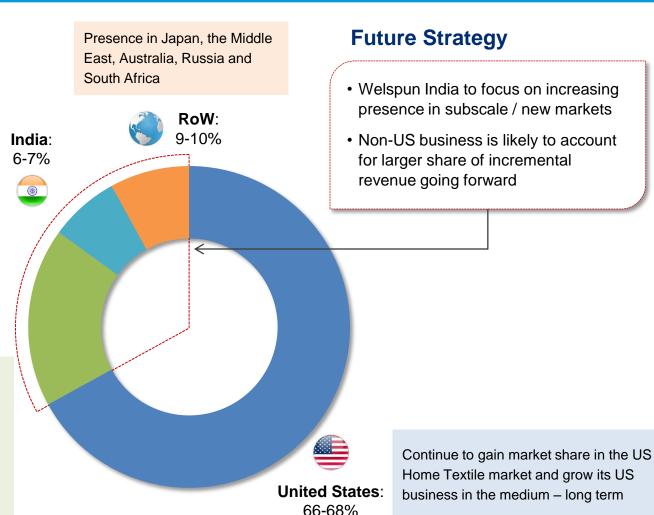
- Indian Urban Home Textile market is expected to grow from INR 257bn in 2016 to INR 438bn by 2021 (i.e. CAGR of 11.25%)
- Government's Policy on 'Housing for all by 2022' to boost domestic consumption
- Implementation of GST to accelerate move towards organised sector

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: E-COMMERCE

In key developed markets, E-commerce constitutes 10-15% in Home Textiles. Expected to reach ~25% by FY23

Welspun approach to tap the Ecommerce opportunity

Key Ecommerce Platforms

- Key Ecommerce players increasing share of private labels to capture more value, cater to increased volumes and to have better control
- Focus on being a preferred sourcing partner for these key ecommerce platforms' private labels

Big-Box Retailers' Websites

- Strong relations with existing big-box retailers
- Selling through online channels of these retailers
- Omni Channel support to retailers on Product Development, Warehousing, Pick and Pack, Drop-Ship and Analytics
- Warehouses in US, UK, Germany and India

Own Website

- More than 10% sales of Christy in UK is own website/exclusive online
- Establishing own brands' presence across key markets
- Focus on capturing value on the Company's own portal



Exclusive Online D2C Players

- Home Textile startups penetrating D2C channels
- Looking at significant minority stake in select ventures as a strategic investor
- Partnering to create brands and tap D2C channels

Welspun sees Omni-channel as an opportunity





NEW CHANNELS: HOSPITALITY

Opportunity

Welspun only constitutes ~3% of total US hospitality market



- The US hospitality market is c. \$1.5bn (i.e. for towels and sheets)
- Welspun currently earns c. \$50mn from this category indicating huge growth potential

High potential global wellness economy of about \$3.7 trillion



- Welspun has partnered with Stay Well to tap global wellness potential
- Stay Well infuses wellness into hotel rooms with features and programs to maximise the guest experience and minimise the impact that travel has on the human body

Strategy

Focus on domestic as well as international markets

Tied up with leading hotel chains and wellness centers





NEW PRODUCTS: FLOORING SOLUTIONS

Wide range of Flooring products



Carpet Tiles



Broadloom Carpets & Area Rugs



Artificial Grass

Welspun Flooring: Fully integrated and independent flooring vertical

- Aim to become a one-stop flooring solutions provider for domestic and international markets
- Facility to be now located in Telangana vs. earlier planned in Gujarat
- Expected investment is ~Rs. 11 billion
- Capacity of 27 million sq. metres p.a
- Commercial production expected to start during Q3FY20





1 Untapped Opportunity in Bedding

- Large untapped opportunity in basic bedding, comforters and quilts
- · Currently, China dominates the market; India is gradually making inroads
- Contributed ~3% of sales in FY18



2 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 FY18



3 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



Volatile Rupee



THANK YOU

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APPENDIX



KEY HIGHLIGHTS- Q2 FY19

Wel-Trak available on shelves across multiple fibers, products and geographies

'Spaces' launched new brand campaign

Christy's E-commerce revenues grows 140% YoY

Major client win in Advanced Textiles for industrial filters **Texprocil Gold Trophies:**

Highest Terry Towels Export
Highest Bed Linen Export

Double-digit revenue growth YoY, predominantly volume driven



FINANCIAL PERFORMANCE – Q2 FY19

Particulars	Q2FY19	Q2FY18	Change YoY	Q1FY19	Change QoQ
Total income	17,978	16,299	10.3%	15,778	13.9%
EBITDA	3,073	3,063	0.3%	3,251	-5.5%
EBITDA Margin	17.1%	18.8%	-170 bps	20.6%	-351 bps
Finance Cost	369	325	13.6%	342	7.8%
Depreciation	1,083	1,287	-15.8%	1,059	2.3%
PBT	1,621	1,451	11.7%	1,850	-12.4%
PAT (After Minority Interest)	1,148	966	18.8%	1,272	-9.8%
PAT Margin	6.4%	5.9%	46 bps	8.1%	-168 bps
Cash Profit*	2,322	2,393	-3.0%	2,441	-4.9%
EPS** (Rs.)	1.14	0.96	18.8%	1.27	-9.8%

^{*} Cash Profit = PBDT less Current Tax

^{**} EPS not annualised



FINANCIAL PERFORMANCE – H1 FY19

Particulars	H1FY19	H1FY18	Change YoY
Total income	33,756	31,826	6.1%
EBITDA	6,324	6,437	-1.8%
EBITDA Margin	18.7%	20.2%	-149 bps
Finance Cost	712	681	4.4%
Depreciation	2,142	2,469	-13.3%
PBT	3,471	3,286	5.6%
PAT (After Minority Interest)	2,420	2,209	9.6%
PAT Margin	7.2%	6.9%	23 bps
Cash Profit*	4,763	4,818	-1.1%
EPS** (Rs.)	2.41	2.20	9.6%

^{*} Cash Profit = PBDT less Current Tax

^{**} EPS not annualised



FINANCIAL PERFORMANCE TREND

Particulars	FY15	FY16	FY17	FY18	H1FY19
Total income	54,924	60,143	67,211	61,318	33,756
Growth %	22.7%	9.5%	11.8%	-8.8%	6.1%
EBITDA	13,691	16,831	16,639	12,046	6,324
EBITDA Margin	24.9%	28.0%	24.8%	19.6%	18.7%
Depreciation	3,329	3,718	5,054	5,042	2,142
Finance cost	2,829	2,368	1,583	1,408	712
PBT	7,533	10,745	10,003	5,597	3,471
Exceptional (Loss)	-	-	(4,648)	_	-
PAT (After Minority Interest)	5,398	7,365	3,576	3,850	2,420
Cash Profit*	9,095	12,074	13,779	9,413	4,763
EPS** (Rs.)	5.4	7.3	3.6	3.8	2.4

^{*} Cash Profit = PBDT before exceptions less Current Tax

^{**} Adjusted for stock split



BALANCE SHEET TREND

Particulars	31-Mar-15	31-Mar-16	31-Mar-17	31-Mar-18	30-Sep-18
Net Worth	14,732	19,700	23,971	26,057	26,390
Short Term Loans	13,936	13,533	11,721	12,580	14,216
Long Term Loans	20,864	18,945	21,393	20,228	19,714^
Gross Debt	34,800	32,478	33,114	32,807	33,930
Cash & Cash Equiv.	4,321	1,388	2,725	2,538	3,600
Net Debt	30,479	31,090	30,389	30,269	30,330
Average Capital Employed #	47,619	53,331	58,189	62,111	63,425
Net Fixed Assets (incl CWIP)	26,049	33,508	35,713	33,641	33,045
Net Current Assets*	17,630	16,845	20,114	23,734	22,506
Total Assets	58,960	65,491	73,283	72,249	78,241

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

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

[^] Includes Rs. 853 mn of loans of Welspun Flooring



FINANCIAL RATIO TREND

		FY15	FY16	FY17	FY18	H1FY19
S C	Net debt/Equity	2.07	1.58	1.27	1.16	1.15
Solvency	Net debt/EBITDA	2.23	1.85	1.83	2.51	2.40
So	EBIT/Interest	3.66	5.54	7.32	4.98	5.88
	Current Ratio	1.12	1.15	1.41	1.42	1.23
tios	Fixed Asset turnover	2.04	1.77	1.86	1.80	2.01
II ra	Total Asset turnover	0.90	0.90	0.91	0.84	0.85
Operational ratios	Inventory days	76	68	70	79	72
	Debtor days	40	52	53	56	63
odo	Payable days	30	41	41	39	51
	Cash conversion cycle	86	79	82	96	84
Return	ROE	41.8%	42.8%	29.6%	15.4%	18.5%
Re	ROCE (pre-tax)	21.8%	24.6%	19.3%	11.3%	13.2%

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 adjusted for Exceptional item
- 4. For H1FY19, P&L figures have been annualized
- 5. ROCE (pre-tax) excluding Welspun Flooring is 13.4% for H1FY19



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

Period	Standalone EPS	DPS	Dividend tax per share	Payout 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%
FY18	3.03	0.65	0.13	26%