



Investor Presentation

August 2018

DISCLAIMER

This presentation may contain statements which reflect Management's current views and estimates and could be construed as forward looking statements. The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

Responses can only be given to questions which are not price sensitive.

ASIAN PAINTS TODAY

No. 1
Paint Company
in India

Over
\$ 2.5 Billion
Group revenue

3
Times nearest
Competitor in India

3rd Largest Paint
Company in Asia
9th Largest Paint
Co In the World

Operations in
16
countries

25
Paint
Manufacturing
Plants

Part of
30 share
BSE
S&P SENSEX

50+
Years of Market
Leadership in India

Forbes Asia's Fab
50
Company; Fifth
times in a row

Part of NSE Nifty
50

Servicing
Consumers in over
65
Countries

7500+
Employees
worldwide

Offerings across:

Paints

Chemicals

Wall Coverings

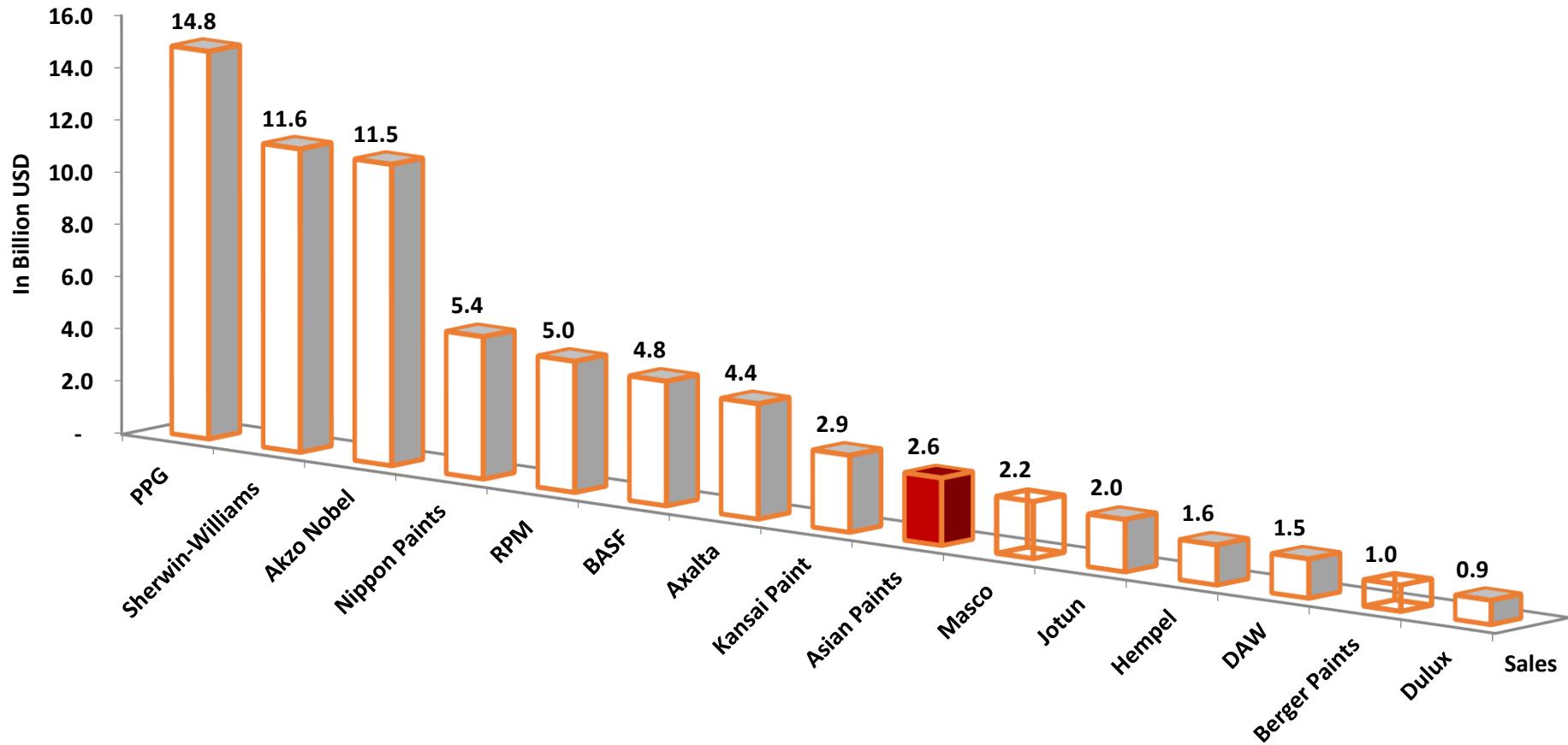
Water
proofing

Kitchen

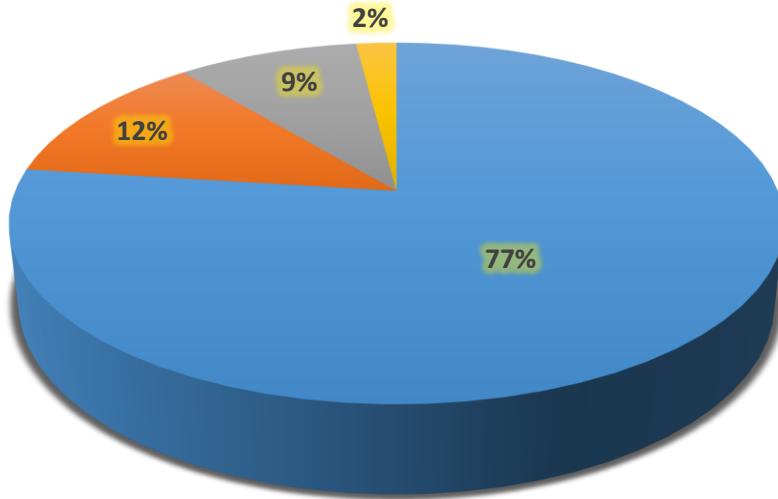
Bath fittings

Adhesives

COATINGS INDUSTRY - GLOBAL STANDING



BUSINESS SEGMENTS - PORTFOLIO



■ DECO - INDIA ■ INTERNATIONAL ■ INDUSTRIAL PAINTS ■ HOME IMPROVEMENT

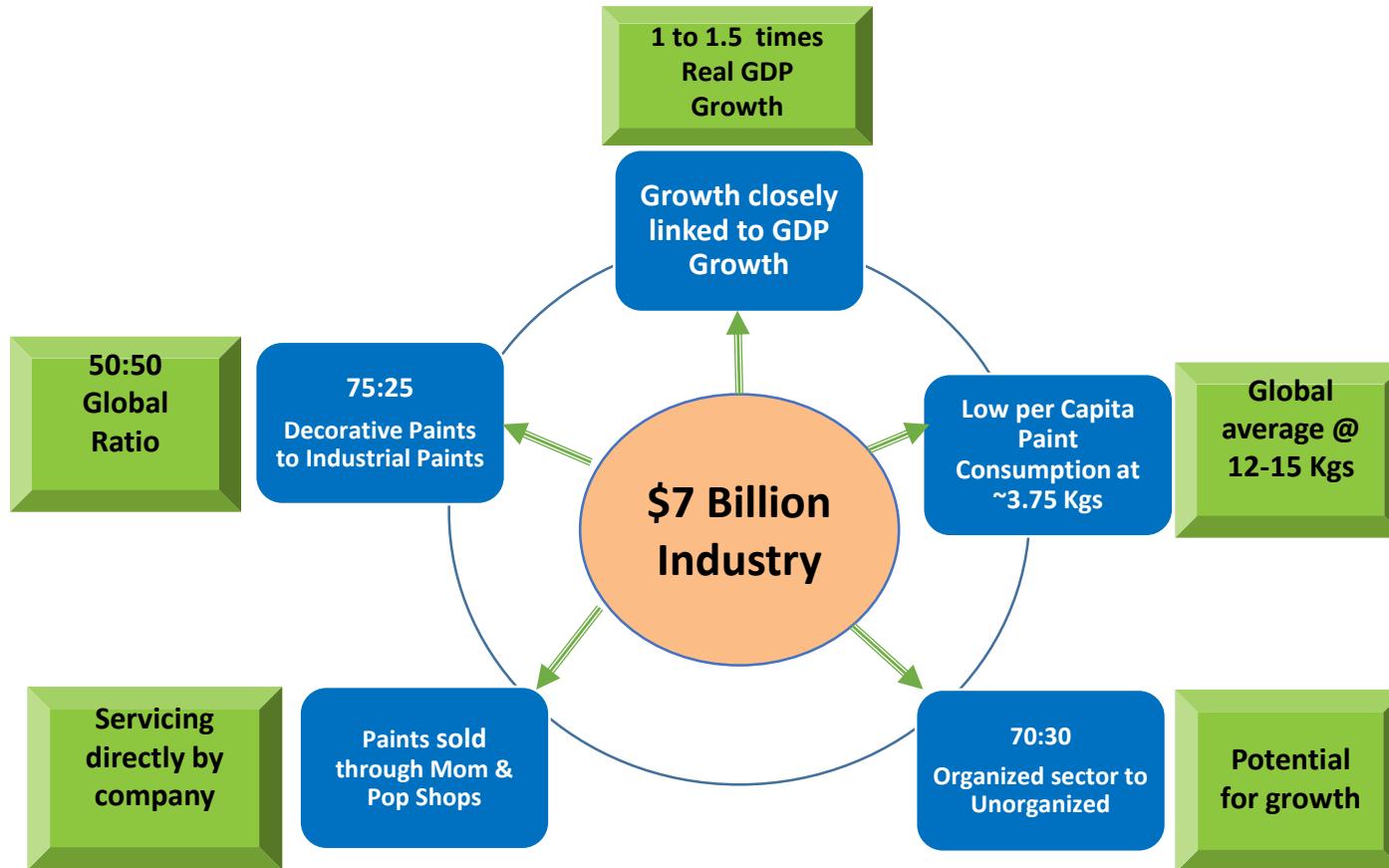
Deco India : Paints, Water Proofing, Wall Coverings & Adhesives

International – Operations outside India (Asia, Africa, Middle East and South Pacific)

Industrial – Two 50:50 JVs with PPG Inc, USA for automotive & Industrial paints in India

Home Improvement – Bath & Kitchen business in India

INDIAN PAINT INDUSTRY - DYNAMICS



INDIAN PAINT INDUSTRY - GROWTH DRIVERS

- Urbanization & Nuclear Family phenomenon; Smart Cities; Affordable Housing
 - Family involvement in decision making
 - Upgradation, trendy colours, wall coverings, designer walls etc.
- Higher awareness influencing customer preferences
 - Quality, Decorative and Protective features of paints
- Unorganized to Organized shift with GST implementation from July 2017
 - GST rate reduction – latest reduction from 28% to 18% (July 2018)
- Infrastructure growth viz. Roads, Ports, Refineries etc.
 - Benefits Industrial Paint segment
- Automobile majors' India focus and Making India an Export hub
 - Benefits Auto Paint segment

DECO INDIA - BUSINESS FOOTPRINT

- Largest business unit - 77% of group revenues
- Leveraging its distribution strength (55,000 dealers across the country)
 - Introduced new categories like Water-proofing, Adhesives, Wallpapers
- State of the art, highly automated decorative paint manufacturing plants – Six such plants across the country for an efficient distribution footprint
 - Total manufacturing capacity of 1.13 million KL/annum of Decorative paint products
 - Some of the largest single location automated paint manufacturing capacities across the world
- Setting up paint manufacturing facilities with full scale capacity of 0.6 million KL/annum in Mysuru (Karnataka) and 0.5 million KL/annum in Vizag (Andhra Pradesh)
 - First phase of 0.3 million KL/annum to be commissioned in FY 2018-19 at both locations



DECO INDIA

LAST 20 YEARS.....

- Increased Market Share by over 20%
- Exploded emulsion growth – especially in exteriors
- Upgraded distempers to emulsions
- Launched over 150 new products
- Re-invented the brand - moved into Décor & services – APHS, Paint Total, ColourPro, Colour Consultancy
- **VISION:-**

‘To be the fore runner of inspiring décor and to actively empower customers to create their dream homes’

DECO INDIA - CHANGING WITH TIMES



- Lifting the brand into a modern, contemporary space
- Unique, Vibrant, Colourful
- Symbol of creativity and décor

DECO INDIA

The key has been continuously attempting to understand and meet the changing needs of the ever-changing consumer

- Refashioned retailing – focus on dealer influencing the consumer
- Increased reach – 15,000 retailers to 55,000 retailers (43,000 ColourWorlds – proprietary tinting system)
- Achieved a premium image; high sale of faux finishes.
- Leader across all geographies except Kashmir
- 70% of sale on 3 day payment
- Use Information Technology across all areas of operation
- 135 depots servicing 55,000 customers yet reduced FG inventories
- 20 to 30 new products every year
- Built the largest and most modern factories in the world
- Branched into waterproofing, painting tools, premium wood finishes, adhesives

DECO INDIA

- Network Expansion
 - About 3000 dealers added every year
 - 4000 ColourWorlds additions per annum
 - 25 Colour Ideas additions per annum
- Most products sell at a 5 to 10% premium to competition while gaining share.
- Research & Development
 - 225 scientists at a \$25 million facility
 - Continuous Sourcing / Formulation efficiency; New Product Development
- Training & Development
 - Painter training for skill development /upskilling -100,000 trainings in FY17-18.

DECO INDIA - INNOVATION IN RETAILING

- Innovating the retailing footprint with more than 385 Colour Ideas stores
 - Showcasing latest product and solution offerings
 - Enabling consumers to get inspired, try and decide – helped by a consultant



Traditional Hardware shops



43000+ Colour World -
Paints tinted at dealer outlets



Colour Ideas – Modern dealer outlets
– end to end home décor solutions

DECO INDIA - INNOVATION IN RETAILING

- Experimenting with AP Homes
 - Multi-category integrated décor store offering products & solutions across categories of paints, wallpapers, kitchen, bath fittings, sanitaryware, furnishings, light fittings, etc.



AP Homes - Multi-category décor stores at Coimbatore, New Delhi, Kochi & Raipur



INDUSTRIAL COATINGS INDIA

- Participating in the Indian Industrial coatings segment through 2 Joint ventures with PPG Inc. of USA, the global coatings leader
- Industrial business makes up about 9% of the group revenues
- Servicing the entire spectrum of Industrial coatings products - Automotive coatings, Refinishes, Protective coatings, Floor coatings, Powder coatings
- Market leader in the Auto Refinish segment
- Second largest player in the Auto OEM segment
- Expanding Industrial coatings manufacturing capacity to cater to OEM demand
- Many Auto OEMs (including Ford, Hyundai, General Motors) focused on using India as a base for servicing overseas markets



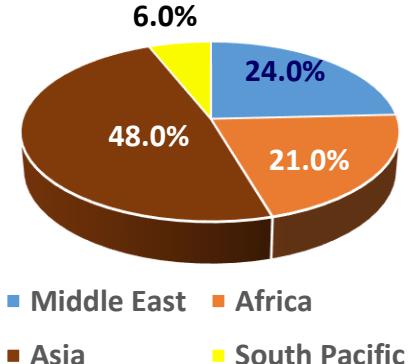
INTERNATIONAL BUSINESS

- Contributes about 12% of group revenues operating in 15 countries outside India
- In top three in all markets in Decorative paints, except in Singapore & Indonesia
- Significant presence in Middle East and South Asia
- Expanding its international presence with key focus on Africa and South East Asia
 - Setting up greenfield operations in Indonesia with capacity of 24,550 KL/annum
 - Acquired the 2nd largest paint company, Kadisco, in Ethiopia in 2015
 - Acquired the 2nd largest paint company, Causeway, in Sri Lanka in April 2017
- Recently divested operations in Caribbean to realign the portfolio towards high growth emerging markets

MARKET POSITION ACROSS GEOGRAPHIES

REGION	COUNTRY	MARKET POSITION	BRAND
ASIA	NEPAL	1	ASIAN PAINTS
	SRI LANKA	1	CAUSEWAY PAINTS
	BANGLADESH	2	ASIAN PAINTS
	INDONESIA	-	ASIAN PAINTS
	SINGAPORE	-	BERGER PAINTS
MIDDLE EAST	BAHRAIN	1	BERGER PAINTS
	UAE	3	BERGER PAINTS
	OMAN	4	BERGER PAINTS
AFRICA	ETHIOPIA	2	KADISCO
	EGYPT	3	SCIB PAINTS
SOUTH PACIFIC	FIJI, SOLOMON ISLANDS, SAMOA, VANUATU, TONGA	1	TAUBMANS, APCO

IBU Group



HOME IMPROVEMENT SEGMENT

- Forayed in this business segment five years back with a vision of being a complete décor solutions provider to help customers create their dream homes
- Currently offering products and solutions in 2 categories
 - Kitchens – engaged in business of manufacturing, selling and distributing complete modular kitchens, kitchen components including wire baskets, cabinets, appliances, accessories, etc;
 - Recently introduced Wardrobes
 - Bath Fittings
 - Introduced sanitaryware recently
- Currently contributes to less than 2% of group revenues but a key focus area for future growth alongside the growth potential in main coatings business
- Leveraging our distribution strength and customer understanding around Décor

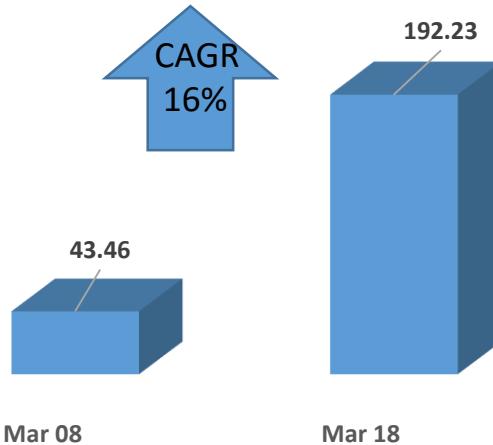


HIGHEST STANDARDS OF CORPORATE GOVERNANCE

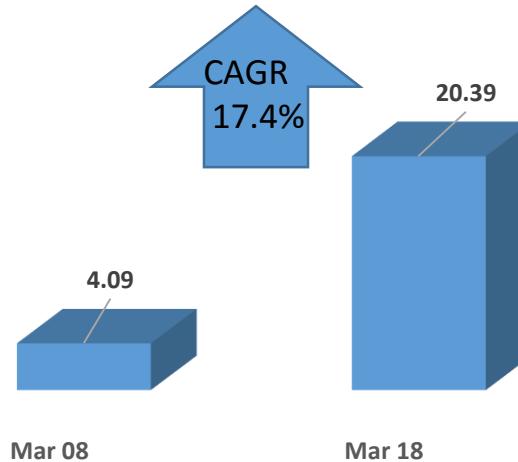
- Company's philosophy founded on fairness, accountability, disclosures and transparency
- Comprehensive disclosures, structured accountability in exercise of powers, adhering to best practices and commitment to compliance with regulations - Integral part of business
- Experienced Board of Directors – Independent Directors with strong industry knowledge & experience

CONSISTENT PERFORMANCE

CONSOLIDATED GROSS SALES (₹ Billion)



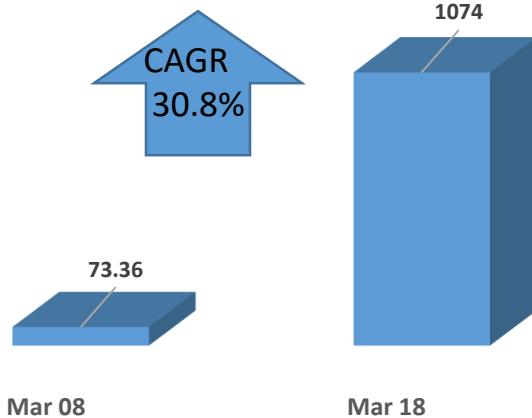
CONSOLIDATED NET PROFIT * (₹ Billion)



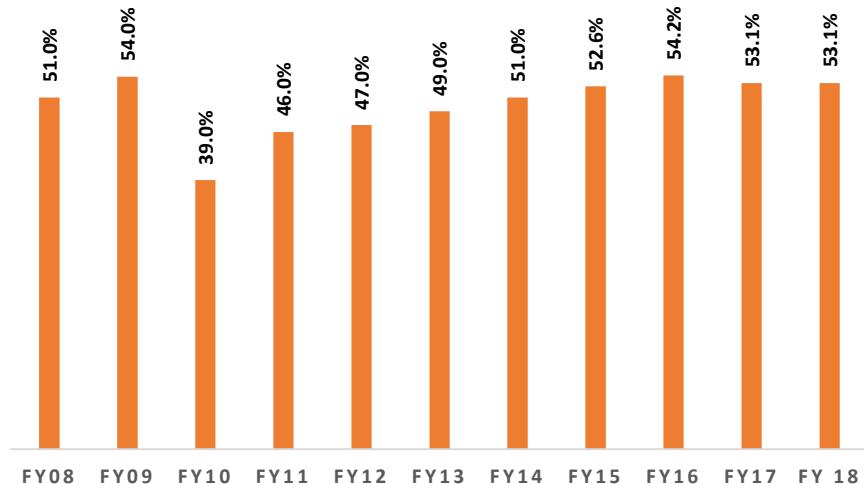
* After Tax and Minority Interest

SUSTAINED VALUE CREATION

MARKET CAPITALIZATION (₹ Billion)



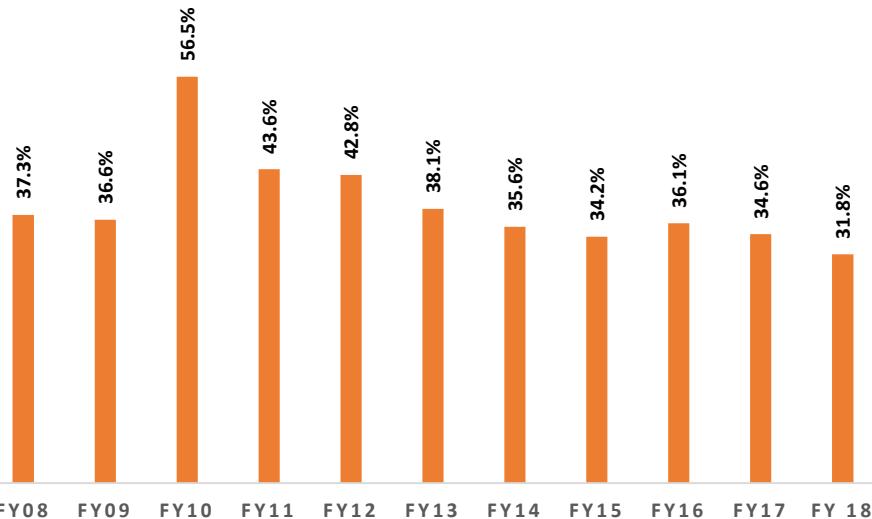
DIVIDEND PAYOUT



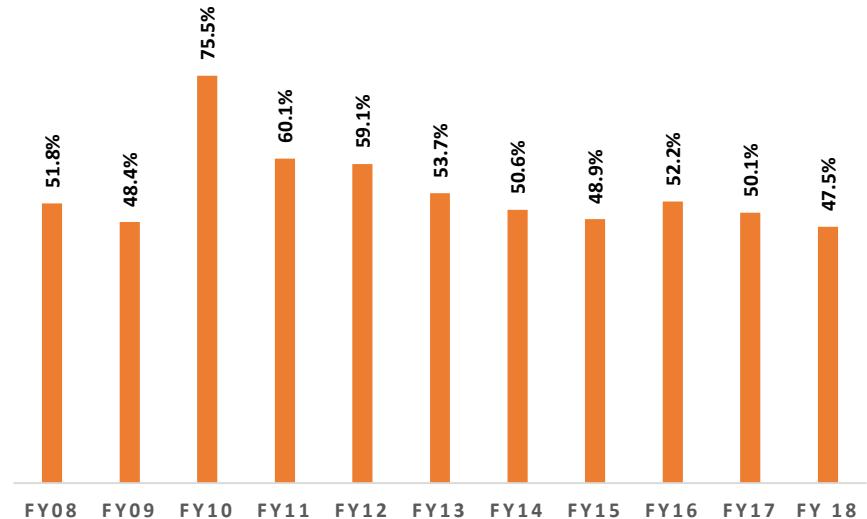
Current Market Cap at ~ ₹ 1380 Billion
(\$ 20 billion)

SUSTAINED VALUE CREATION

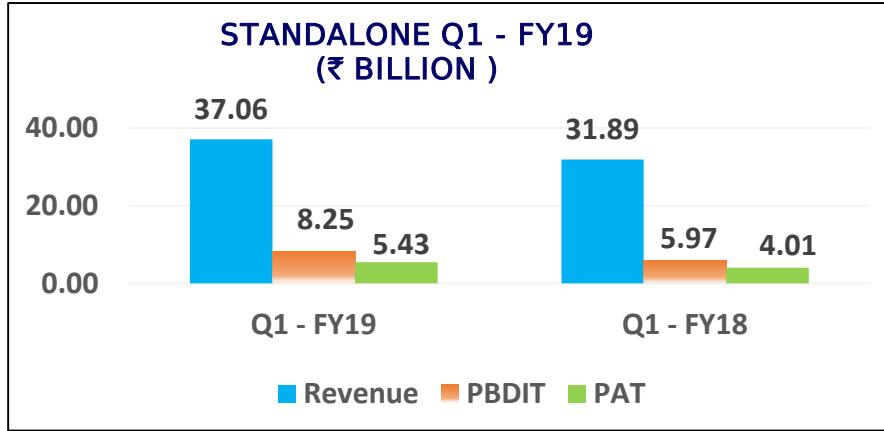
RETURN ON NETWORTH



RETURN ON CAPITAL EMPLOYED



FINANCIALS : QUARTER 1 - FY 2018-19

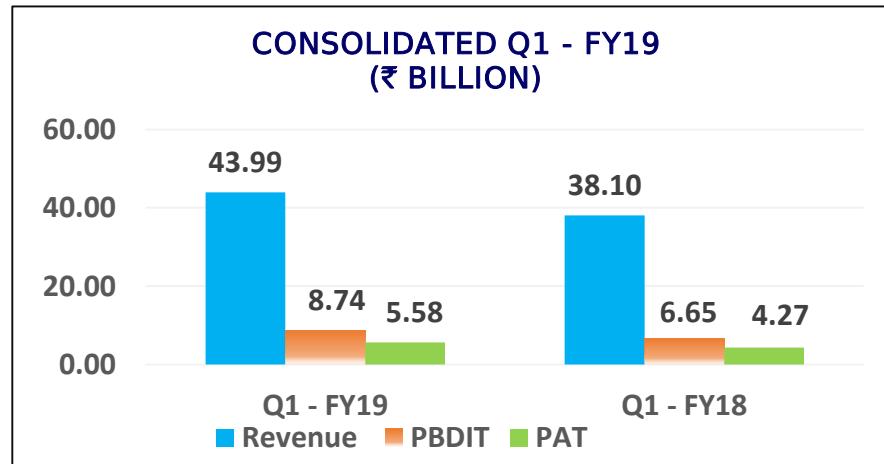


Revenue from Operations: 16.2%

PBDIT : 38.2%

PAT : 35.4%

PBDIT Margin of 22.3% in Q1 – FY19 as compared to 18.7% in Q1 - FY18



Revenue from Operations: 15.5%

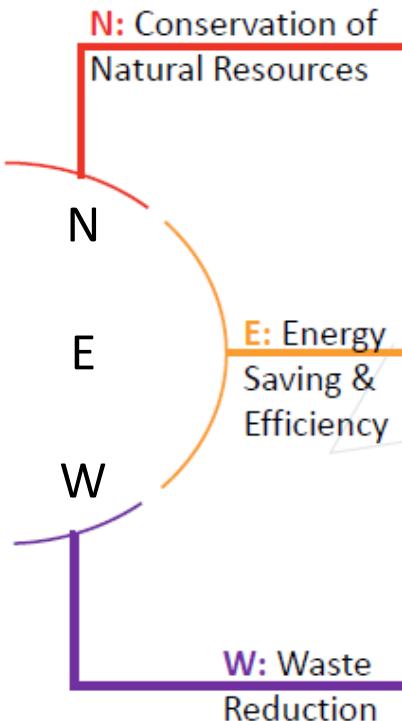
PBDIT : 31.4%

PAT : 30.5%

PBDIT Margin of 19.9% in Q1 - FY19 as compared to 17.5% in Q1 - FY18

THANK YOU

SUSTAINABILITY - DRIVING RESPONSIBLE GROWTH



- Reduce Specific Raw Water Consumption
- Achieve Water Neutrality

Rainwater use & recharge inside factory
Integrated watershed development in nearby areas
Installation of zero liquid discharge RO+MEE facilities

- Reduce Specific Electricity Consumption
- Energy from Renewable Sources

Investment in renewable energy – Solar & Wind
Use of Biogas instead of diesel
LED lighting & optimized use of utilities

- Reduce Solid Waste Generation
- Zero Industrial Effluent Generation

Anti-sticking coatings inside equipments to reduce sticking loss
Reduce, Reuse & Recycle schemes for effluent & waste reduction
Wash-water reuse in formulations

Sustainability Performance:

Themes	Targets		Performance	
	Target 2020	Target 2017-18	Mar 17-18	FY 16-17
Sp. non process fresh water consumption (KI/KI)	0.32 (66%)	0.37 (61%)	0.35 (63%)	0.40 (58%)
Sp. Trade effluent generation (L/KI)	20.2 (75%)	22.5 (73%)	22.6(73%)	28.4 (65%)
Water Neutrality (%)	100%	108%	142%	118%
Sp. electricity consumption (KWH/KI)	77.1 (33%)	79.4 (32%)	79.7(32%)	89.3 (23%)
Renewable energy (%)	36.2%	31.7%	35.8%	21.9%
Sp. HW Disposal (Kg/KI)	1.47 (45%)	1.68 (37%)	1.68 (37%)	2.04 (24%)