



# INVESTOR PRESENTATION

## Q1 FY 2021



# Disclaimer



Certain statements in this communication may be 'forward looking statements' within the meaning of applicable laws and regulations. These forward-looking statements involve 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 developments that could affect the Company's operations include changes in the industry structure, significant changes in political and economic environment in India and overseas, tax laws, import duties, litigation and labour relations.

Prince Pipes and Fittings Limited (PPFL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



Industry  
Overview



About Us



Key  
Strengths



Leadership  
Profile



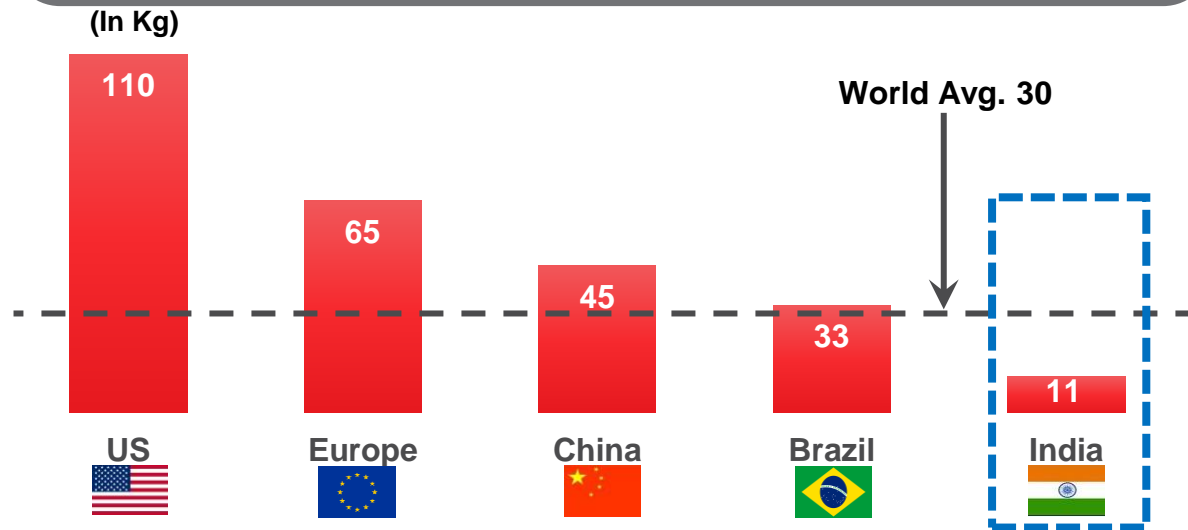
Financials



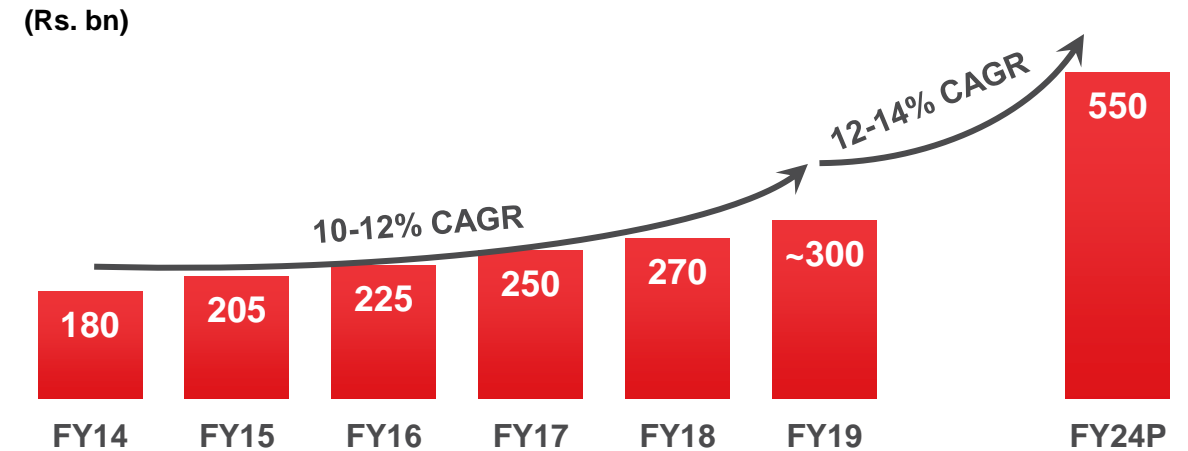
Outlook

# Industry Overview

## India's low Per Capita Plastic Consumption vs World Avg.

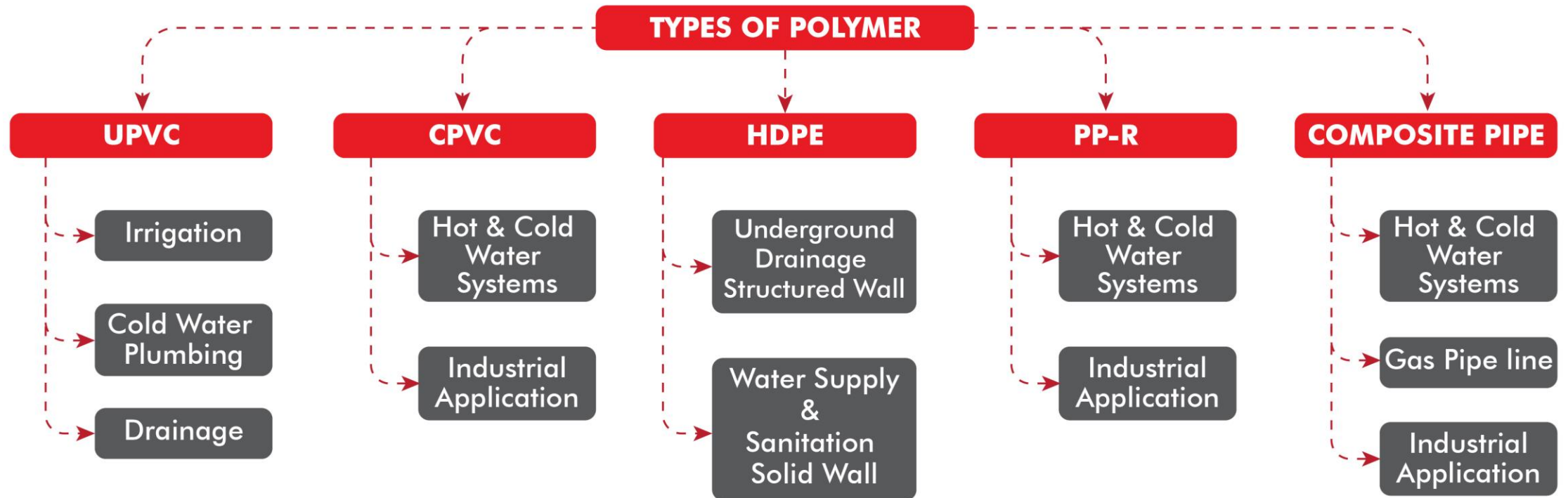


## Domestic Plastic Pipes & Fittings Market Size





# Types of Polymers & Applications



# Multiple Growth Drivers

## Substitution Demand from Metal Pipes



superior advantages over metal pipes



Replacement demand of older pipes with plastic pipes

## Irrigation



Irrigation Investment to grow at 10%-11% (FY18-FY23)



Fiscal 2018 Budget increased allocation to PMKSY

## Government Initiatives



Set up of **Jal Shakti Ministry**



'**Nal se Jal**' scheme to offer piped water to every rural house by 2024

## Real Estate



Smart Cities Mission and Affordable Housing



Urbanisation  
(Traction in tier II & III cities)

# Big getting Bigger

Market consolidation to further accelerate post Covid-19



Government Initiatives like



GST, Demonetisation



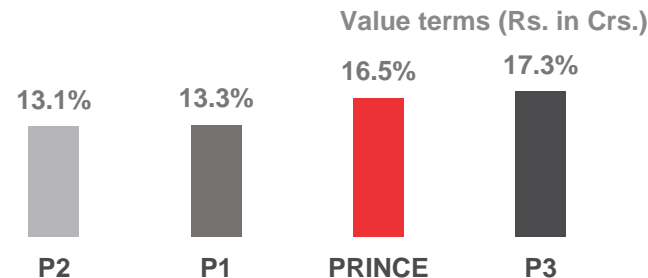
BIS Strict implementation of Quality norms



Multiple Fringe National  
& Regional players  
facing major balance  
sheet constraints



Major market share up  
for grabs



PRINCE gains market share over the last 7 years compared to its peers



Prince Pipes  
is amongst the Front  
Runner Beneficiary



Pan India manufacturing and  
distribution network focusing on  
Service + Scale + Range



Building a strong brand equity and  
positioning by consciously investing  
into brand building through various  
ATL, digital, BTL initiatives



Scaling up of manufacturing  
footprints with two additional  
greenfield plants



Demonstrated ability to grow with an  
expanding market share over last 7  
Years

# About Us



Promoted by  
Chheda  
Family

Amongst Top  
5 Processor in  
Piping  
Industry

More than 3  
decades of  
Operations

Strategic  
located  
Manufacturing  
units

Largest  
Range of  
SKU's

Industry's  
Most  
Trusted  
Brand



Over **3 decades of experience**  
in manufacturing multi polymer  
piping systems

UPVC, CPVC, PPR and HDPE  
polymers being processed  
across our **6 manufacturing  
facilities**

Products sold through our 2  
brands **Prince** and **Trubore**



A wide range of 7,167 SKU's  
finding application across  
Plumbing, Sewage, Irrigation,  
Industrial and Underground  
Drainage



**Pan India distribution** network  
our biggest strength – through  
1,408 Channel Partners

Further more we have 11  
warehouses to focus on  
**efficient supply & timely  
service**



6 State of the Art Manufacturing  
facilities located at Haridwar,  
Jaipur, Athal, Dadra, Chennai,  
Kolhapur

Our 7<sup>th</sup> State of the Art plant to  
come up in Telangana from IPO  
proceeds



# Strategic Distribution & Factory Network



1

Upcoming  
Plant

6

Manufacturing  
Plants

11

Depots

1408

Channel  
Partners

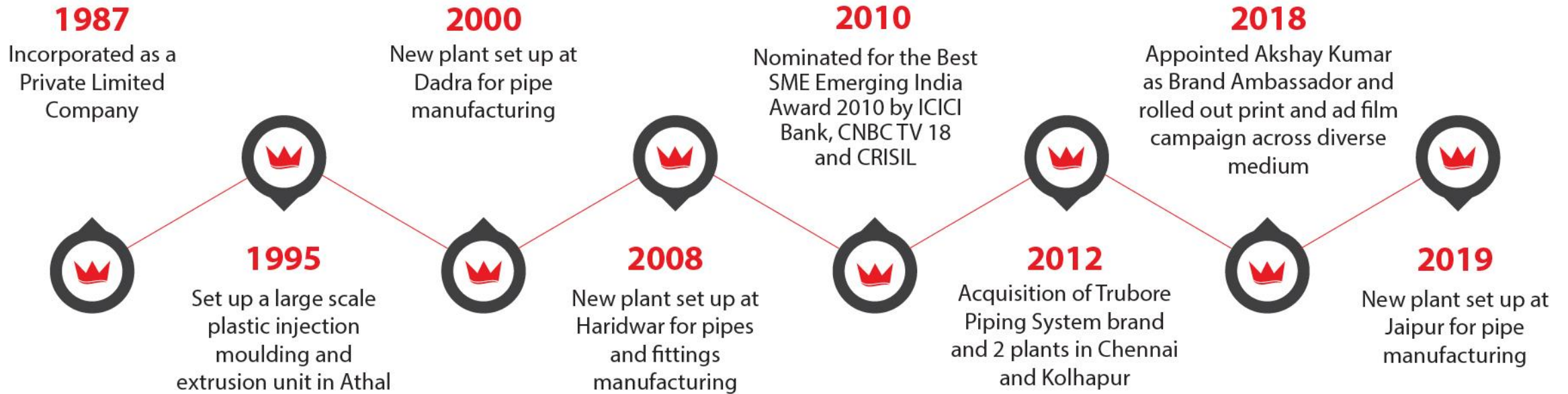
## Strategic Manufacturing locations Pan India

- Freight is a significant part of our Cost structure
- Plants located near raw material sources/ports and principal markets to improve cost efficiencies

## Unique outsourcing Strategy for East India

- Hajipur (Bihar) commenced from 2014
- Balasore (Odisha) commenced from 2019

# Our Journey

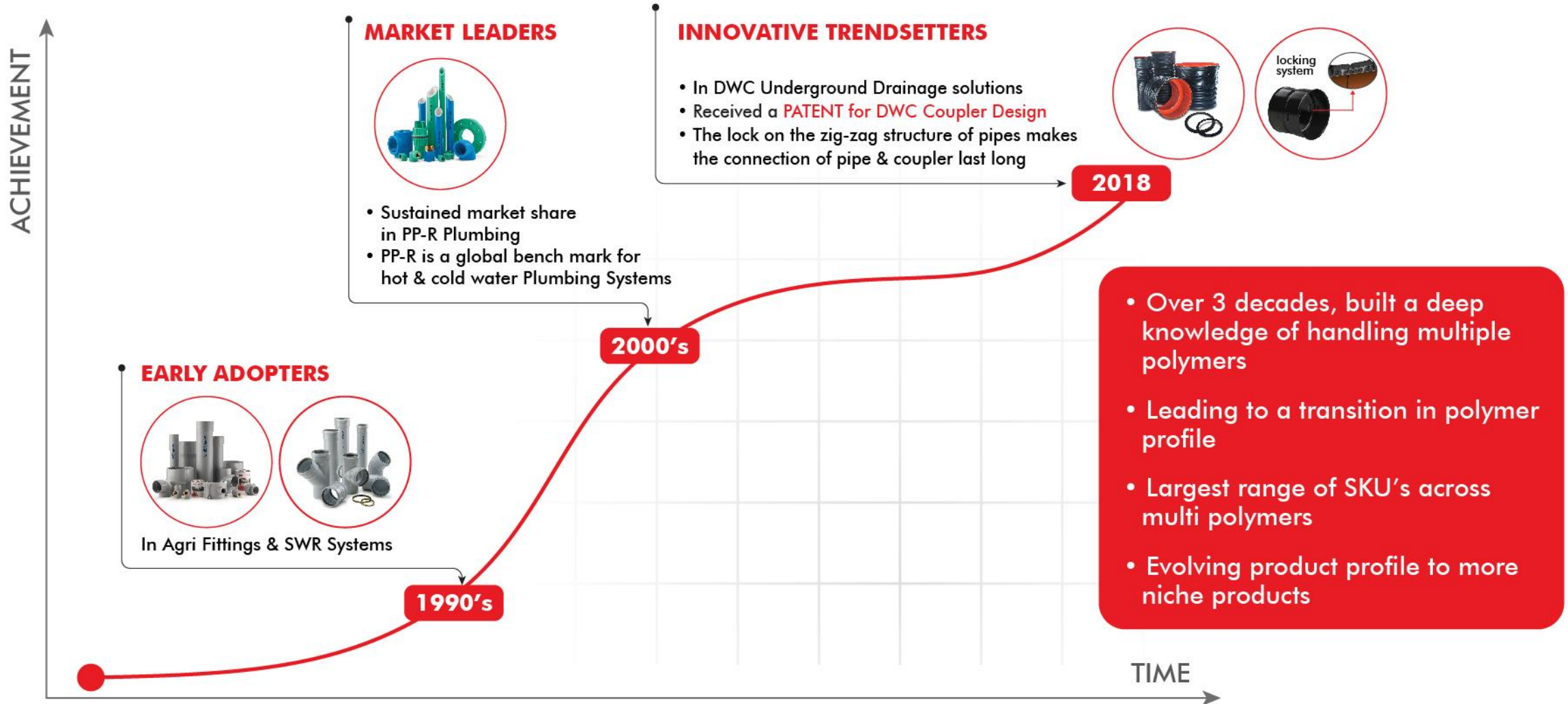


**BUILDING BLOCK OF  
A LEGACY**

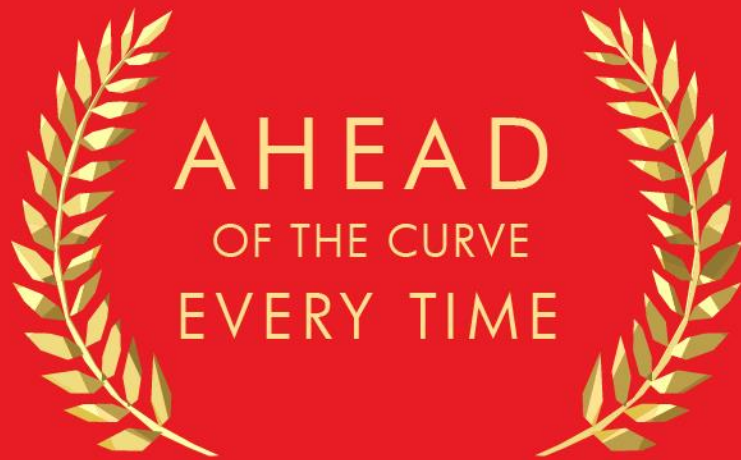
**PAN INDIA EXPANSION**

**EVOLUTION INTO  
A TRUSTED BRAND**

# Continuous Innovation through Thought Leadership







- **First** to move into Northern markets with a manufacturing plant at Haridwar.
- **First** among peers to demonstrate a risk appetite for inorganic growth.
- Acquired two manufacturing plants of Fairfax backed Chemplast Sanmar located at Kolhapur and Chennai, along with Trubore brand.
- **Early movers** in East with a unique asset light model.
- Strategically positioned in Bihar and Odisha, catering to the demand of the Eastern region.



# Quality & Reliability – Our Cornerstones



**2014**

CMD Shri Jayant S. Chheda received lifetime achievement award at Vinyl India



**2016**

MR. PARAG CHHEDA JMD Prince Pipes & Fittings Pvt. Ltd., was awarded the INSPIRING BUSINESS LEADERS INDIA award at THE ECONOMIC TIMES SUMMIT.



**2010**

Award for outstanding quality contribution in the pipe sector - EPC World Awards

**VINYL INDIA**

**2015**

- Indian Manufacturing Excellence Award by Frost & Sullivan
- National Awards for Excellence in Learning & Development



**2017**

Awarded for Excellence in Building & Construction (Plumbing) - Economic Times Polymers Award

# Scaling through Jaipur Plant



**JAIPUR  
PLANT**



- Production at Jaipur plant commenced in Sept, 2019 – Installed capacity of ~40kT in next 2-3 year horizon
- Being first mover in North India since 2008 with Haridwar
  - Strong first mover advantage and unparalleled brand equity in northern India
- Jaipur plant- Further improve service to Northern markets as we scale up operations to fortify our market share by efficient supplies and timely service

**~40 kT**  
Installed Capacity



# Scaling through Telangana Plant



**Upcoming integrated manufacturing Pipe and Fitting facility in Telangana**

To bolster our endeavour in scaling up our distribution reach and market penetration in Southern India



**2012**

**Acquired Chennai & Kolhapur from Chemplast Sanmar Inorganic growth strategy for South India**

**2020 Way Forward Organic & Integrated Strategy**

**Approx. 50 kT**

**Expected Installed Capacity\***

## Key Advantages



**Larger tracts of land being brought under irrigation**



**Government projects like, affordable housing and water for all an added advantage**



**Strategically located in the southern market with easy availability of skilled manpower, progressive well managed state, ease of doing business, excellent infrastructure**

# Brand Play - Winning In Many Indias



## WHY AKSHAY?

- Need to establish stronger bond with end consumer due to blurred lines between B2B and B2C segments
- Average Indian consumer's involvement in decision making has significantly increased
- Associate brand with a personality that matches the brand's energy and persona as well as someone who is popular among masses.
- Leveraging an already strong brand equity through a Pan India integrated mktg campaign

## COMMON TRAITS OF AKSHAY AND PRINCE



### FITNESS ICON

Committed towards  
Quality assurance

### MASS APPEAL

Pan-India presence

### VERSATILE ACTOR

Wide product portfolio

### WELL ESTABLISHED

Experience of more than  
3 decades

### KNOWN PHILANTHROPIST

Crafting its CSR strategies  
towards societal sustainability



# I. Multiple States - Single Strategy: **Transit Media**



Bus Branding, HYDERABAD



Bus Branding, ANDHRA PRADESH



Auto Branding @ Surat, RAJKOT -GJ



Train Branding, MUMBAI



Cab Branding, DELHI



Metro Branding, DELHI

We have extensively used **Transit media** across public transportation buses, taxis, metros, railways or train stations. We feel it is a great way to reach a really diverse audience. be it tourists, families, corporate professionals or students.



## II. Digital Marketing Campaign



### TVC

Prince Pipes launched A new television commercial featuring Akshay Kumar

### PLUMBER GAANA

The song first originally released on the occasion of World Plumbing Day (2018)





### III. Brand Association – Mission Mangal



We did co-promotional association with Bollywood movie Mission Mangal where we got to use the movie clippings to run our advertisement to break the clutter as well as smartly create a good recall value. In order to leverage on the same we used various media apertures across India viz Pre rolled ads on social media, meet & greet contest, Theatre ads, Hoardings, Auto sticker, Bus and Train branding.



## IV. Pan India-Influencer & Channel Engagement Activities



### DEALER MEETS



Digha - WB



Bengaluru - KA



Balasore - OD



Siliguri - WB

### PLUMBER MEETS



Himmatnagar - GJ



Dhanbad - JH



Plant Visit @ HARIDWAR PLANT



Vashi, MUMBAI

The Parivaar & Mitra Meets are conducted to build confidence, influence community and resolve the issues, queries regarding the product and service, introduce them to our new products, features, benefits and applications of the products respectively.



# Pan India Presence and Strategy

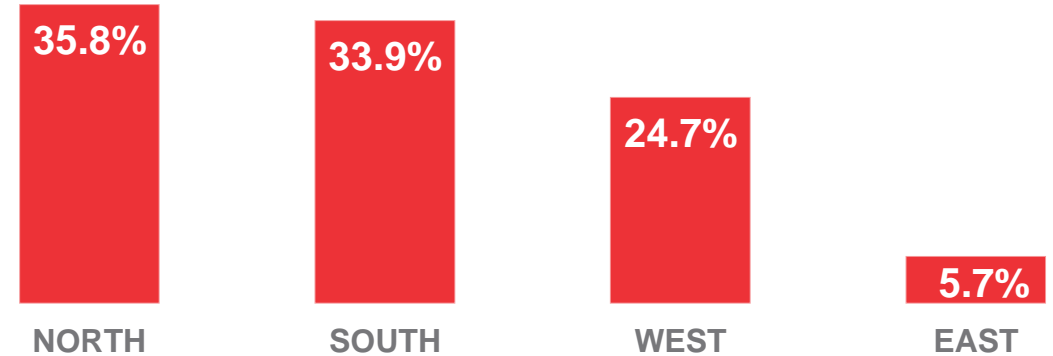


## Key Strengths

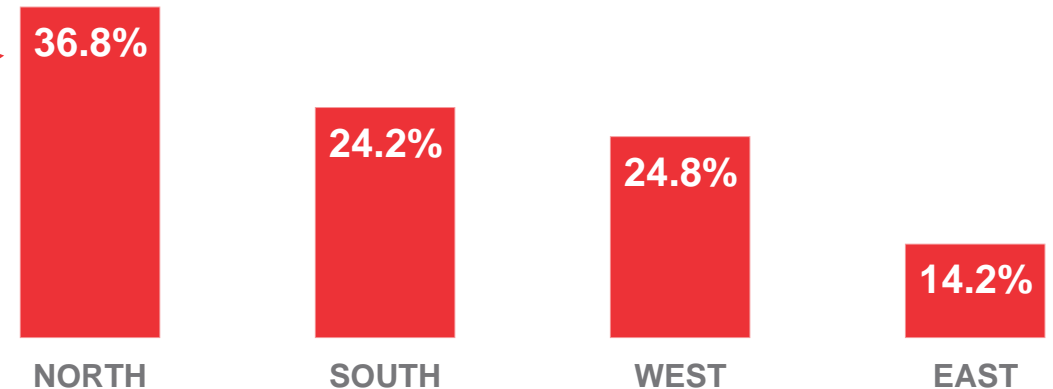
- First mover in 2008 with Haridwar plant
- To scale brand equity in North
- 3 Plants across different states to capture rapid urbanization for efficient supply & Service
- Next frontier of growth
- Asset light model through outsourcing
- Acquired Chennai plant and Trubore brand
- Setting up of an integrated plant in Telangana

**1408** Channel Partners

## FY15 Sales Profile Geographical spread



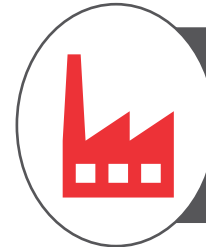
## FY20 Sales Profile Geographical spread



# Product portfolio diversification - STOREFIT



Experience in Plastics and Building Material



Pan India Network of Manufacturing and Marketing



Disruption in Tank Segment

So, it's the perfect time for a National Brand like PRINCE to Enter



# Way Forward - STOREFIT

## Launched Range of Tanks under the Brand



# 30 Years

Leveraging experience  
in Plastics & Building  
materials

 **Strong  
Pan India  
Presence**

Advantage of Multi-  
Locations Manufacturing  
& Marketing

 **Robust  
Distribution  
Infrastructure**

Efficient Selling with  
Minimal additional Cost

# #Brand

An opportunity for a  
National brand like  
Prince post disruption in  
tank segment



# Strategic Launch - STOREFIT



**Pilot Launch in Gujarat  
Market**

Will Gradually move to other markets

**Wide Range of Sizes (Ltr.)**

500 750 1000 1500 2000 3000



**Gradually expand range and markets  
post response from the launch**





# Focus on Premium & Quality Products

## Key Features



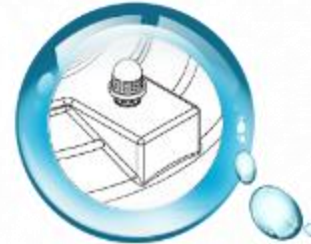
### UV STABILIZATION

UV stabilized material and make sure there is no physical damage to the tank.



### EASY INSTALLATION

Multiple plumbing inlet & outlet provision made for easy installation



### AIR VENTILATOR

Build-in ventilators all the water to stay fresh, also helps to avoid deformations.



### FOOD GRADE

Safe for drinking water applications



### STRONGER

Extra ribs for enhanced durability. It reduces bulging when the tank is full and the chances of bursting under pressure



### ANTIMICROBIAL

Inner layer is added with silver based antimicrobial agent, which prevents bacteria growth & keep water always fresh



### THREADED LID

Unique threaded LID not only ensures life of the cover, but also keeps water free from dust and flies.



### UV PROTECTION COVER

A black color cover provided additionally below the lid to prevent UV rays from the top opening of the tank

# Covid Readiness - Hands Free Sanitiser - SANIFIT



## Introduced Hand Sanitizers



**Hands-Free**



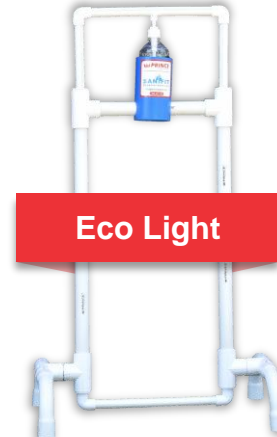
**Pedal Pushing**



**Extensively Tested for Durability and Effective usage**



**Eco Heavy**



**Eco Light**



**Eco Compact**

## Hands-Free units Designed & Manufactured



**Order Received from  
The Defense Establishment**

Shipped the First Batch to  
their Southern Facility



**Product in process of  
evaluation by the largest  
FMCG Company's**

Shortly would supply a  
large quantity towards their  
rural outreach program

## Advantages over Metal Dispensing



**Maintenance Free**



**Light Weight**



**Assemble-Dismantle**



**Easy To Transport**



**Easy To Store**



**Corrosion Free**



**Superior Finishing**



**Ease in Refilling**



# Social Awareness & Impact - SANIFIT

## CSR INITIATIVES



DM Office  
Haridwar



Bewell Hospital  
Annanagar



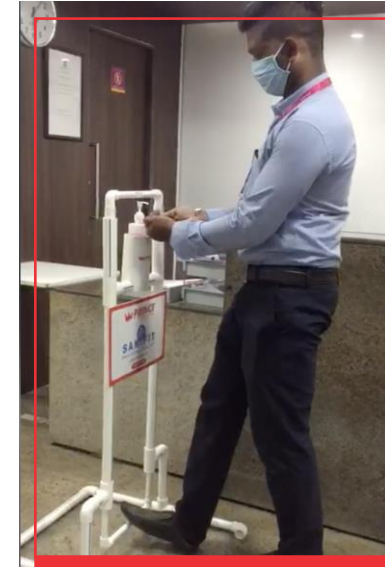
Chandgad Police Station  
Kolhapur



ATS Units  
Mumbai



Police Station  
Silvassa



Kauvery Hospital  
Alwarpet



# Multi Polymer Product Basket



Key Strengths

## Plumbing Solutions Portfolio



**SMARTFIT<sup>®</sup> CPVC**  
Plumbing Systems



**EASYFIT<sup>®</sup> UPVC**  
Plumbing Systems



**GREENFIT<sup>®</sup> PP-R**  
Plumbing & Industrial Piping Systems



**RAINFIT<sup>®</sup> UPVC**  
Roofwater Systems



**AQUAFIT<sup>®</sup> UPVC**  
Pressure & Non Pressure Agri Pipes & Fittings



**SAFEFIT<sup>®</sup> UPVC**  
Borewell Systems

## Irrigation Solutions

## Sewage & Underground Drainage Portfolio



**ULTRAFIT<sup>®</sup> UPVC**  
SWR Systems  
With World Class Seals



**SILENTFIT<sup>®</sup> UPVC**  
Low Noise SWR Systems

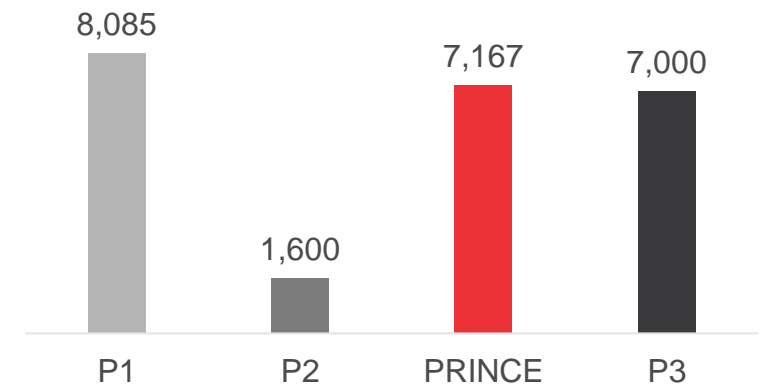


**FOAMFIT<sup>®</sup> UPVC**  
Underground Drainage Piping Systems



**CORFIT<sup>®</sup> HDPE**  
Underground Double Wall Corrugated Pipes

## Wide Range of Pipes & Fittings SKUs



# Execution capability with thrust on margin



## Margin Levers



Product Mix Improvement

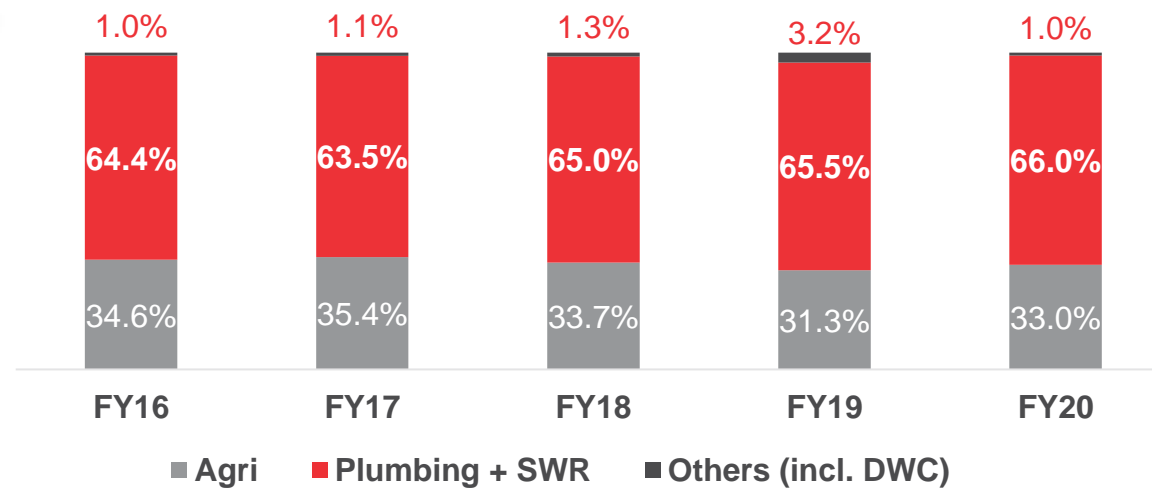


Brand Monetization



Favourable Operating Leverage  
due to volume growth

.....due to improvement in product-mix with rising share of Plumbing/SWR pipes



Margin gains due to  
product mix change

Higher growth in Plumbing and Drainage  
Segment v/s Rest of the Portfolio

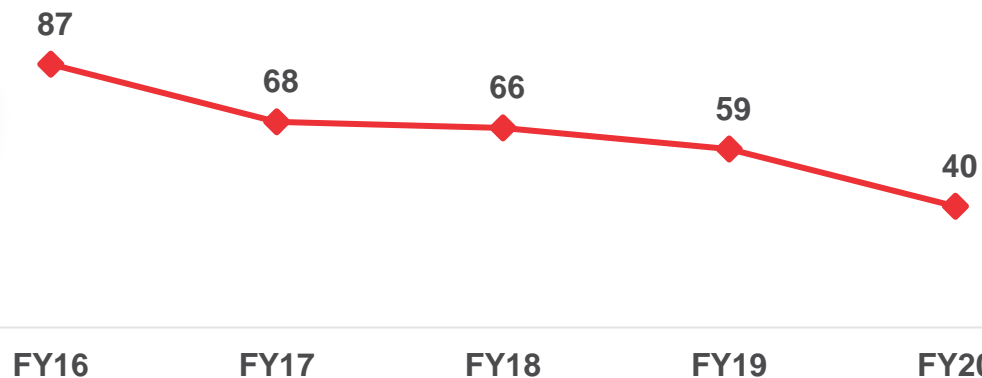


# Improvement of Annual cash conversion cycle

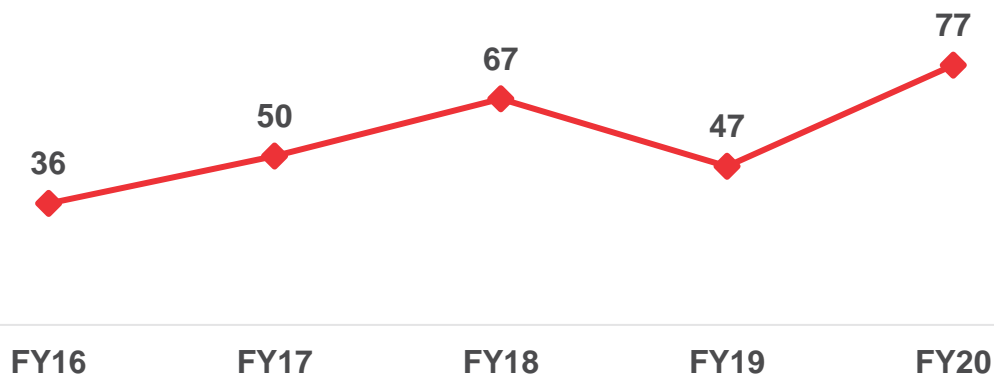


Key  
Strengths

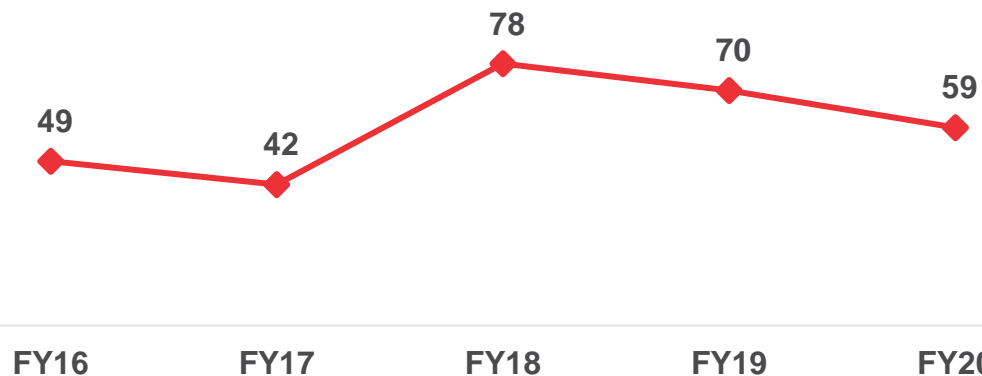
## Debtor Days



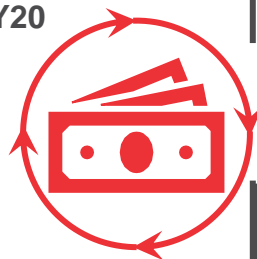
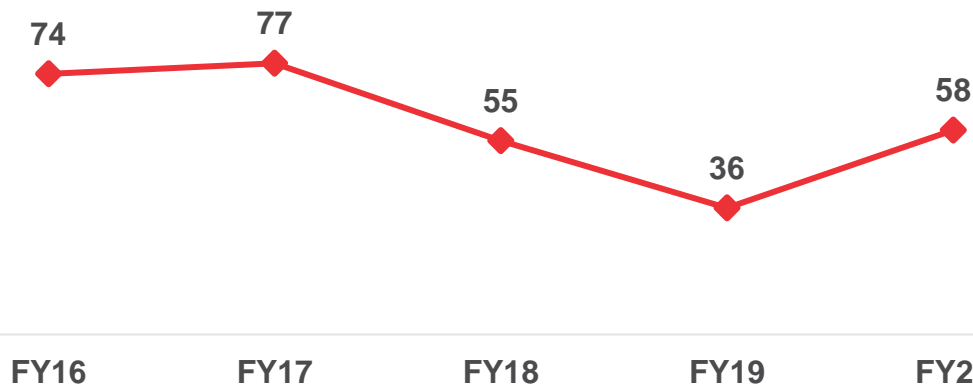
## Inventory Days



## Creditor Days



## Working Capital Days



# Board of Directors



## Directors

## Work Experience

## Background



**Mr. Jayant S. Chheda**  
*Founder, Chairman and MD*  
*Exp. : 40+ Years*

- Associated with the company since incorporation
- Awarded the Lifetime Achievement Award' at the Vinyl India Conference, 2014



**Mr. Parag J. Chheda**  
*Executive Director*  
*Exp. : 25+ Years*

- Associated with company since 1996, holds an associate degree in business administration from Oakland Community College
- Felicitated with the 'Inspiring Business Leader Award – 2016' at the Economic Times Summit



**Mr. Vipul J. Chheda**  
*Executive Director*  
*Exp. 22+ years*

- Associated with company since 1997



**Rajesh R. Pai**  
*Nominee Director*  
*MD & Founder of GEF Capital Partners*  
*Exp. : 20+ Years*

- MBA from University of Chicago - BOOTH
- MD at CID Capital or growth equity investment firm investing growth and expansion stage capital in the US
- Consulting & Operational capacity at American Management System, British Telecom and AT&T



# Independent & Nominee Directors



## Directors Work Experience

## Directorship & Past Affiliation

## Background



**Mr. Ramesh Chandak**  
*Independent Director*  
Exp. : 40+ Years

KEC INTERNATIONAL LTD., PARAG MILK FOODS LTD., RR GLOBAL

- Directorship in multiple corporates and Chartered Accountant



**Mr. Mohinder Pal Bansal**  
*Independent Director*  
Exp. : 30+ Years

ALLCARGO LOGISTICS LTD., NAVNEET EDUCATION LTD.,

- Directorship in multiple corporates and Chartered Accountant



**Mrs. Uma Mandavgane**  
*Independent Director*  
Exp. 22+ years

ZEE MEDIA CORPORATION LTD.,

- Directorship in multiple corporates and experience in industry and consulting



**Mr. Dilip Deshpande**  
*Additional Independent Director*  
Exp. : 45+ Years

FINOLEX INDUSTRIES LTD.,- PAST AFFILIATION

- Directorship in multiple corporates and experience in industry and professional coaching to executives



**Mr. Rajendra Gogri**  
*Additional Independent Director*  
Exp. : 36+ Years

AARTI INDUSTRIES LTD.,- CMD

- Chairman & Managing Director of Aarti Industries Ltd., adept at handling financial and commercial matters



**Mr. Satish Chavva**  
*Additional Nominee Director*  
Exp. : 20+ Years

OMAN INDIA JOINT INVESTMENT FUND

- Rich experience in private equity and investment banking

# Strong Core Professional Team



## CXO Work Experience

## Past Affiliations

## Background



**Mr. Shyam Sharda**  
*Chief Financial Officer*  
Age : 48 Years; Exp. : 22+ Years

UNITED PHOSPHOROUS LTD, S. KUMARS LTD.,

- CA in Accounts & Finance Management – ICAI
- ICWA in Costing & Finance – ICWAI (Intern)



**Mr. Vininder Singh Baweja**  
*Chief Operations Officer*  
Age : 41 Years; Exp. : 15+ Years

HINDUSTAN UNILEVER LTD., VOLVO EICHER

- MBA in Marketing & IT – IIT Rorkee
- B. Tech in Electronics – Punjab Technical University



**Mr. Ashok Mehra**  
*Vice President– Sales & Marketing - Prince*  
Age : 53 Years; Exp. 30+ years

JAQAUR P. LTD., PIDILITE INDUSTRIES LTD.

- B.E in Mechanical – KJ Somaiya
- MMM - NMIMS



**Mr. Hemant Kumar**  
*GM – Marketing & New Product Development*  
Age : 61 Years; Exp. : 35+ Years

PIDILITE INDUSTRIES LTD.,

- B.Sc. in Chemistry – Pune University
- PGDBM in Marketing - IGNOU



**Mr. Umesh Pillai**  
*National Head Sales & Marketing - Trubore*  
Age : 43 Years; Exp. : 21+ Years

ASIAN PAINTS LTD., GODREJ & BOYCE

- B.E in Electricals – VCE Orissa
- MBA in Marketing - NMIMS



**Mr. Prakash Hegde**  
*Vice President & Chief Human Resources Officer*  
Age : 51 Years; Exp. : 30+ Years

TBZ LTD., BHARAT GEARS LTD.

- MSW in Personal Management & Labour Welfare – Siber Kolhapur
- EPHRM in HRM – IIM Lucknow
- EMBA - XLRI



# Key Highlights Q1FY21



- For Q1FY21, **revenue** at **Rs. 302 crore** compared to Rs. 380 crore in Q1FY20, **contracted by 20.4%**
- Sales volume reduced by 27.0% at 24,792 MT in Q1FY21 as compared to 33,982 MT in Q1FY20
- For Q1FY21, **EBIDTA** at **Rs. 32 crore** compared to Rs. 53 crore in Q1FY20, contracted by **40.0%**
- **EBIDTA margin** for Q1FY21 at **10.5%** compared to 13.9% in Q1FY20
- For Q1FY21, **PAT** at **Rs. 11 crore** compared to Rs. 27 crore in Q1FY20
- Debt to equity ratio at **0.30x** as on June 30, 2020

## Financial Matrix - P&L Q1FY21

Particulars	Q1FY21	Q1FY20	Growth % Y-O-Y
Revenue from Operation	302.5	379.8	-20.4%
EBIDTA	31.6	52.7	-40.0%
EBITDA margin %	10.5%	13.9%	(343) bps
Other Income	5.2	0.4	1121.7%
Depreciation	14.0	11.8	18.5%
Finance Cost	6.8	7.5	-8.8%
PBT	16.0	33.8	-52.7%
PBT margin %	5.3%	8.9%	(362) bps
TAX	4.7	7.3	-34.8%
PAT	11.3	26.5	-57.6%



# COVID Impact on sales of Q1FY21



Despite the lockdown, we were able to mitigate the COVID impact better than we anticipated. April being a wash out across all industries, led to a considerable loss in sales. May'20 saw a healthy traction, and we recovered more than 80% of sales from the previous year May'19 sales, largely agri driven which was classified as essential goods. Despite the headwinds of the pandemic, June'20 saw a full recovery over the previous year, as we saw an encouraging growth over June'19. June'20 saw recovery not just in agri segment but also in plumbing and SWR segments

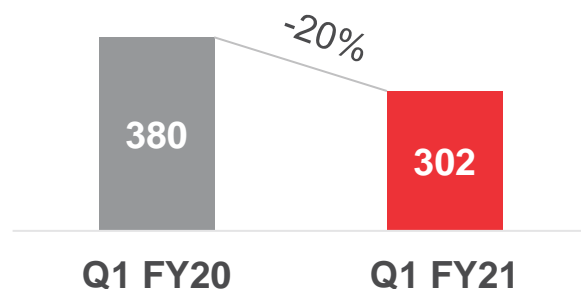
Particulars	Sales (Rs. In Crore)		
	Q1FY21	Q1FY20	Change %
April	9	79	-89%
May	122	148	-18%
June	171	153	12%
Total	302	380	-20%

# Q4 & FY20 Financial Highlights

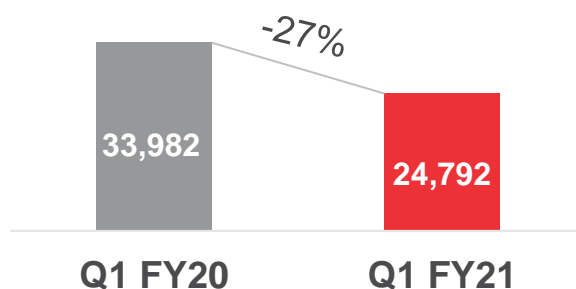


■ Q1 FY20 ■ Q1 FY21

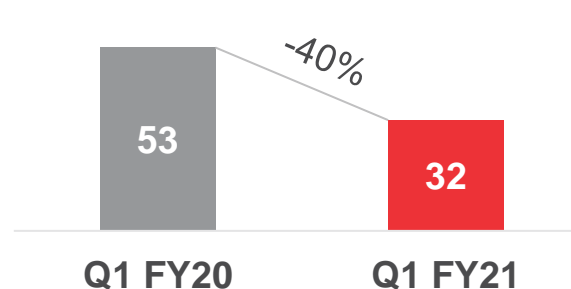
Revenue (₹ in Crs.)



Sales Volume (MT)

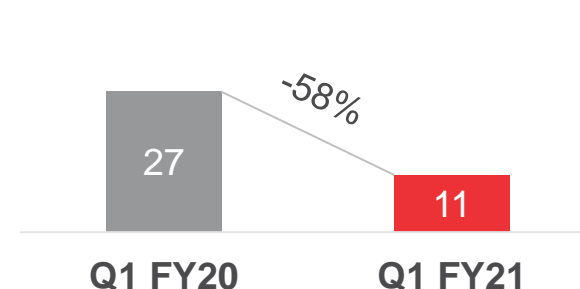


EBITDA (₹ in Crs.)



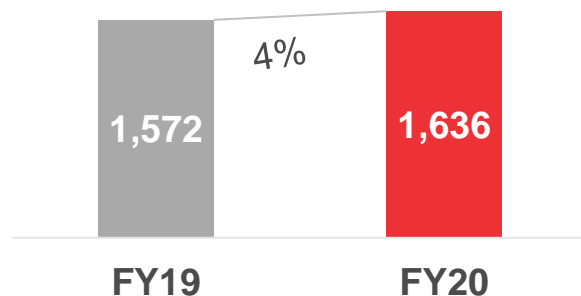
■ Q1 FY20 ■ Q1 FY21

PAT (₹ in Crs.)

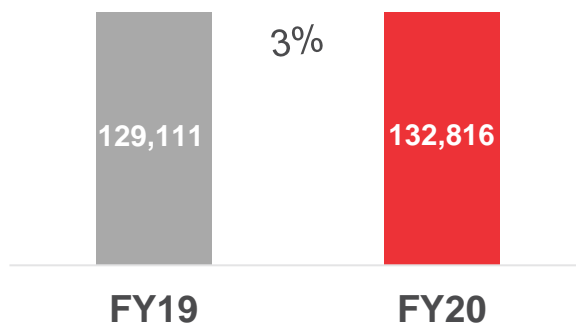


■ FY19 ■ FY20

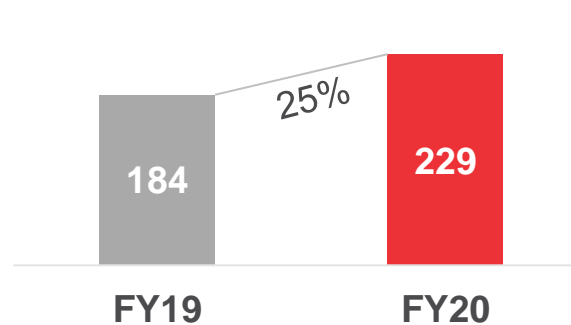
Revenue (₹ in Crs.)



Sales Volume (MT)

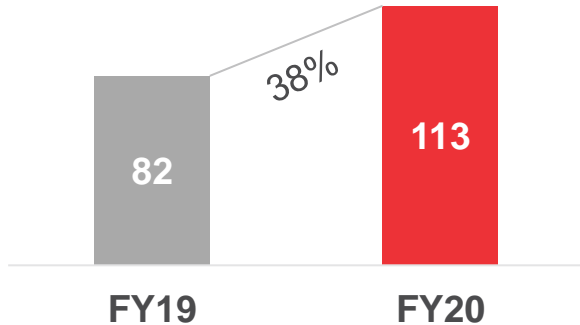


EBITDA (₹ in Crs.)



■ FY19 ■ FY20

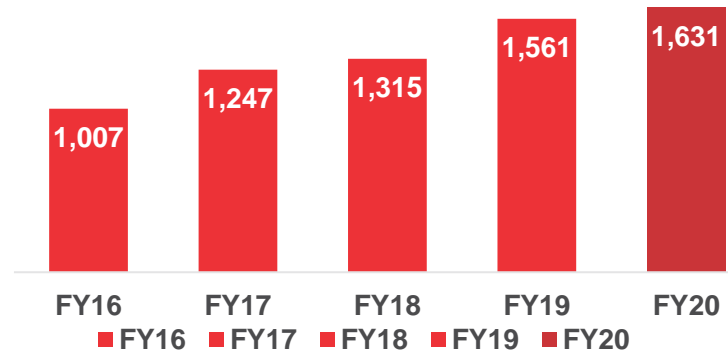
PAT (₹ in Crs.)



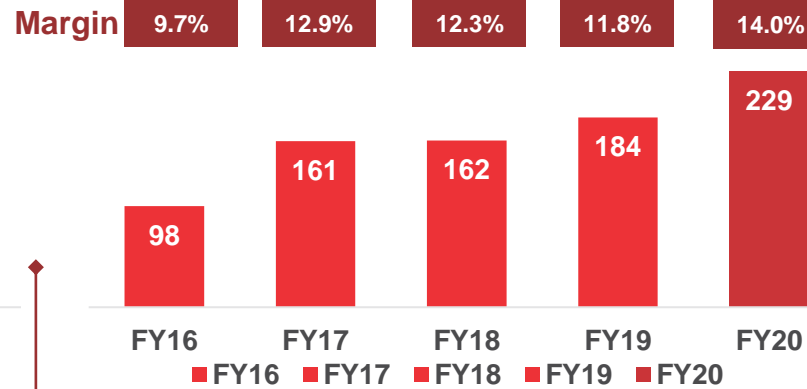
# Annual Financial Track Record

₹ in Crs.

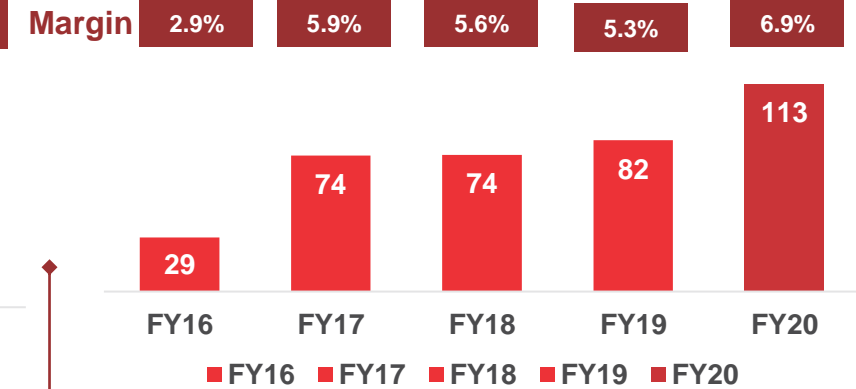
## Net Revenue from Products



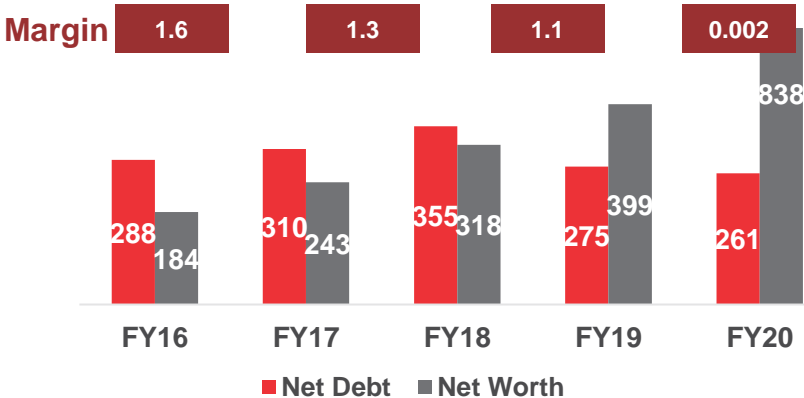
## EBITDA & EBITDA Margin



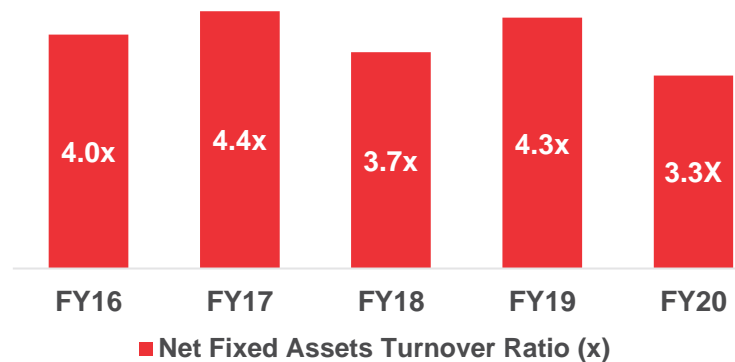
## PAT & PAT Margin



## Net Debt & Net Worth



## Net Fixed Assets Turnover Ratio (x)



## RoE% & RoCE%

