



**SHALIMAR
PAINTS**

November 11, 2019

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: Submission of Investor's Presentation

Dear Sir/ Ma'am,

Please find attached Investor's Presentation in respect of Investor's Tele Conference which is to be held today November 11, 2019 at 5:15 pm.

This is for your information and record.

Thanking you,
For **Shalimar Paints Limited**


(Gautam)
Company Secretary



Encl: a/a



**SHALIMAR
PAINTS**

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Regd. Office: Stainless Centre, 4th Floor, Plot No. 50, Sector 32, Gurugram - 122001, Haryana.
Call: +91 124 461 6600 Fax: +91 124 461 6659 Toll Free: 1800-103-6509
Email Id: askus@shalimarpaints.com Website: www.shalimarpaints.com CIN: L24222HR1902PLC065611



Investor Presentation Q 2-FY'20

Sales - Quarter (KL)

Particulars		2018-19	2019-20	Y-o-Y Growth%	2019-20	Q-o-Q Growth%	2018-19
		Q2	Q2		Q1		Q1
Volume (KL)	Industrial	2,053	2,064	1%	2758	-25%	1524
	- Putty	464	2,455	429%	1178	108%	397
	-Paint	5,050	5,669	12%	5389	5%	3879
	Decorative Paint	5,515	8,124	47%	6567	24%	4277
	Total Paint	7,568	10,188	35%	9,325	9%	5,801

Sales - Half Year (KL)

Particulars		2018-19	2019-20	Y-o-Y
		H1	H1	Growth%
Volume (KL)	Industrial	3,578	4,823	35%
	- Putty	862	3,633	322%
	-Paint	8,930	11,058	24%
	Decorative Paint	9,791	14,691	50%
	Total Paint	13,369	19,514	46%

Gross Sales -Quarter (Rs In Cr)

(Including Discounts)

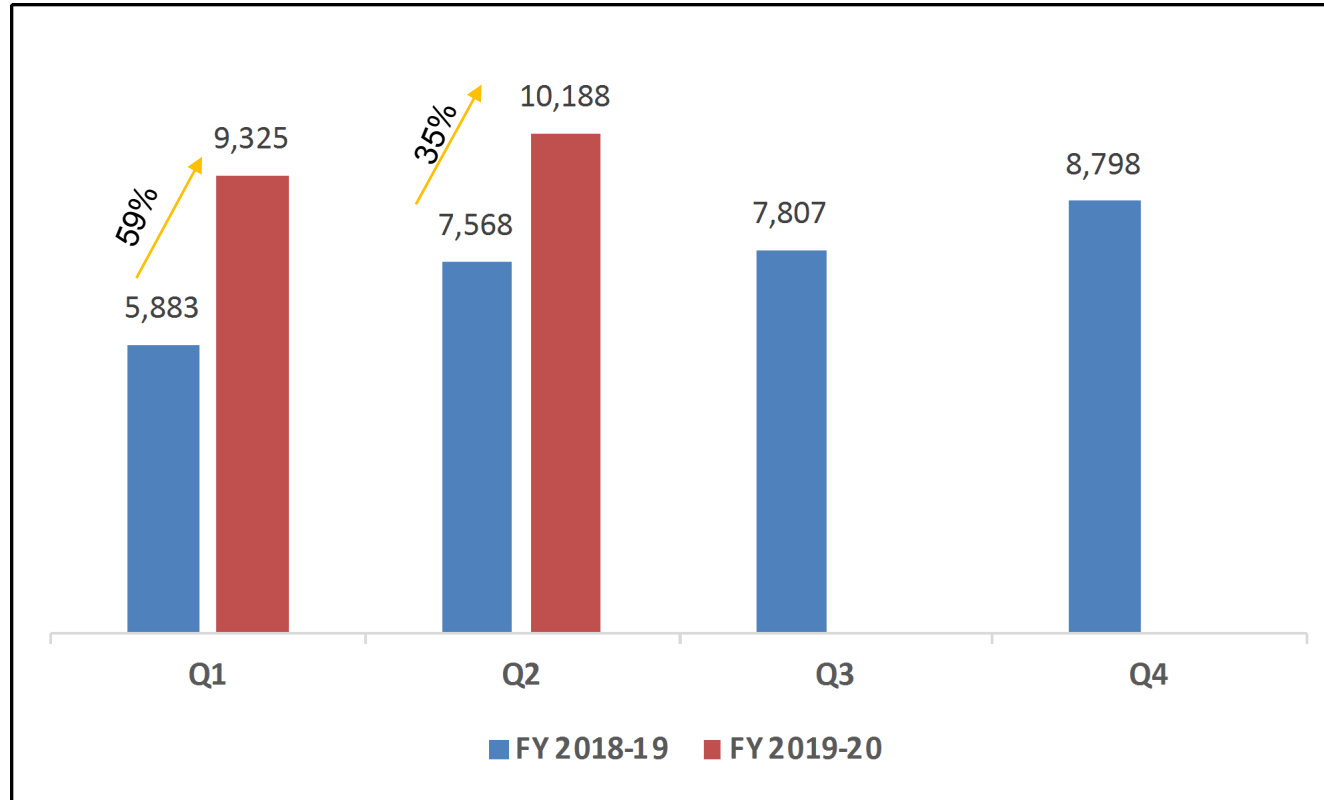
Particulars		2018-19	2019-20	Y-o-Y	2019-20	Q-o-Q	2018-19
		Q2	Q2	Growth%	Q1	Growth%	Q1
Gross Value (Rs. Cr.)	Industrial	25.97	27.27	5%	35.19	-23%	17.70
	- Putty	0.96	4.24	343%	2.16	97%	0.84
	-Paint	51.47	58.29	13%	56.61	3%	38.85
	Decorative Paint	52.42	62.53	19%	58.77	6%	39.69
	Total Paint	78.40	89.81	15%	93.96	-4%	57.39

Gross Sales -Half Year (Rs in Cr)

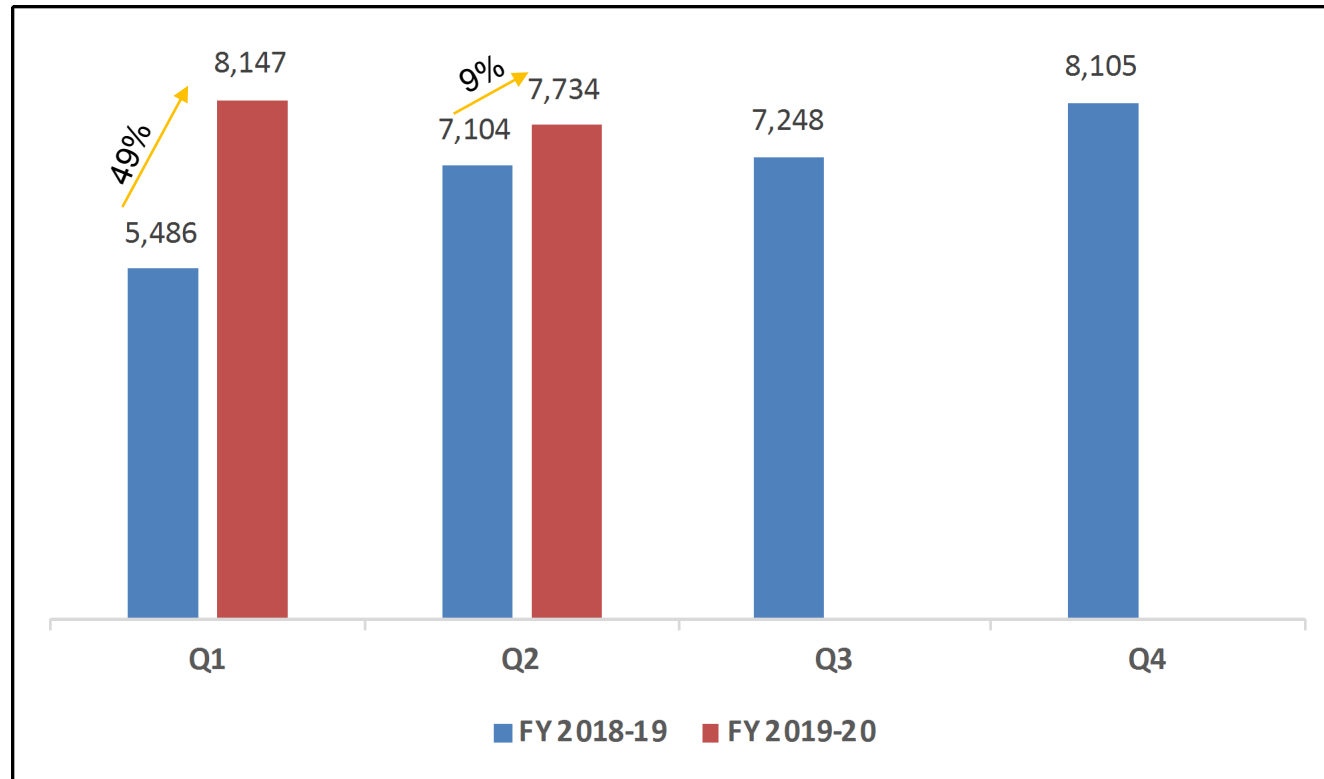
(Including Discounts)

Particulars		2018-19	2019-20	Y-o-Y
		H1	H1	Growth%
Gross Value (Rs. Cr.)	Industrial	43.68	62.47	43%
	- Putty	1.80	6.40	256%
	-Paint	90.31	114.90	27%
	Decorative Paint	92.11	121.30	32%
	Total Paint	135.79	183.77	35%

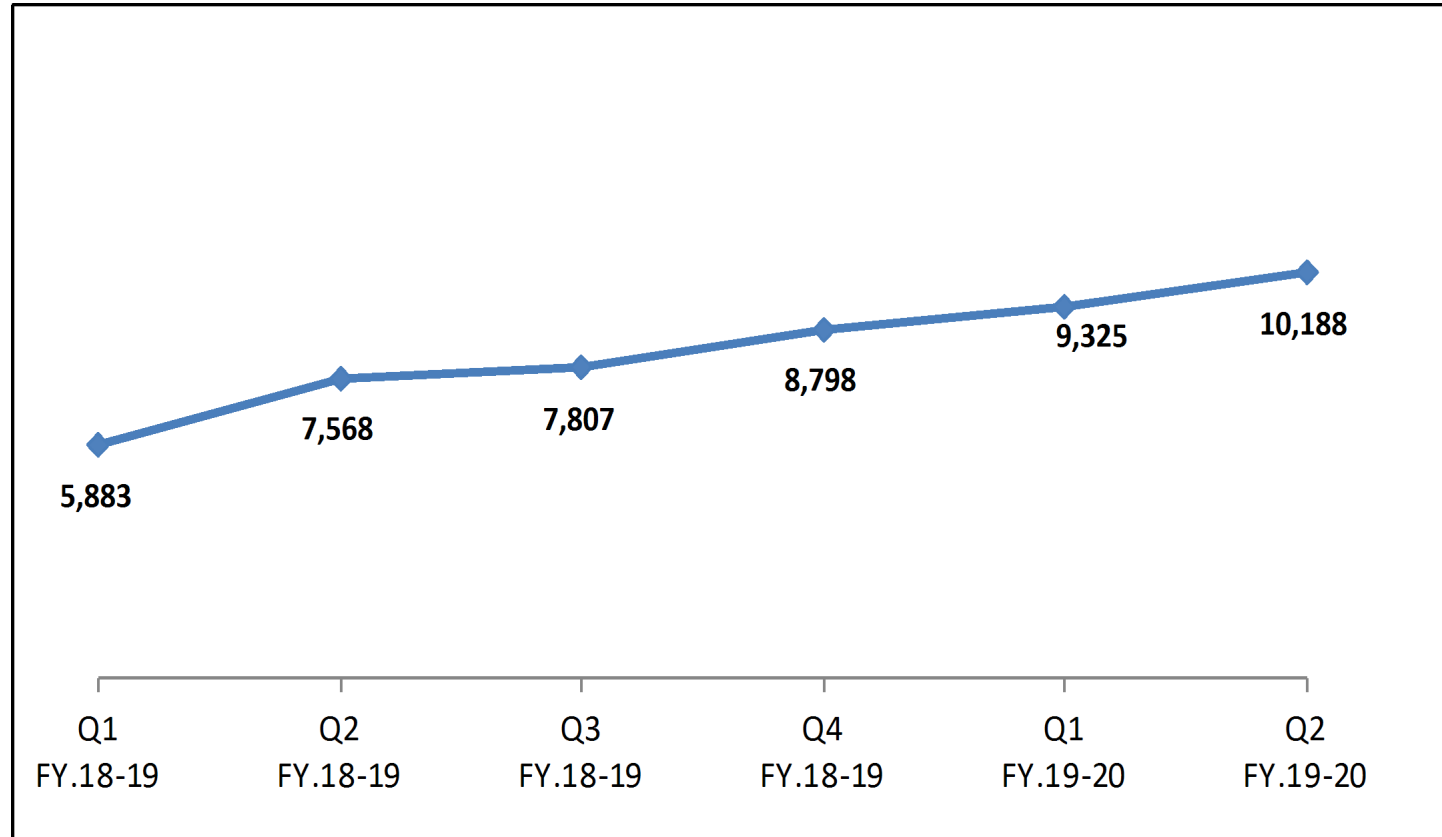
Total Sales Volume (KL)



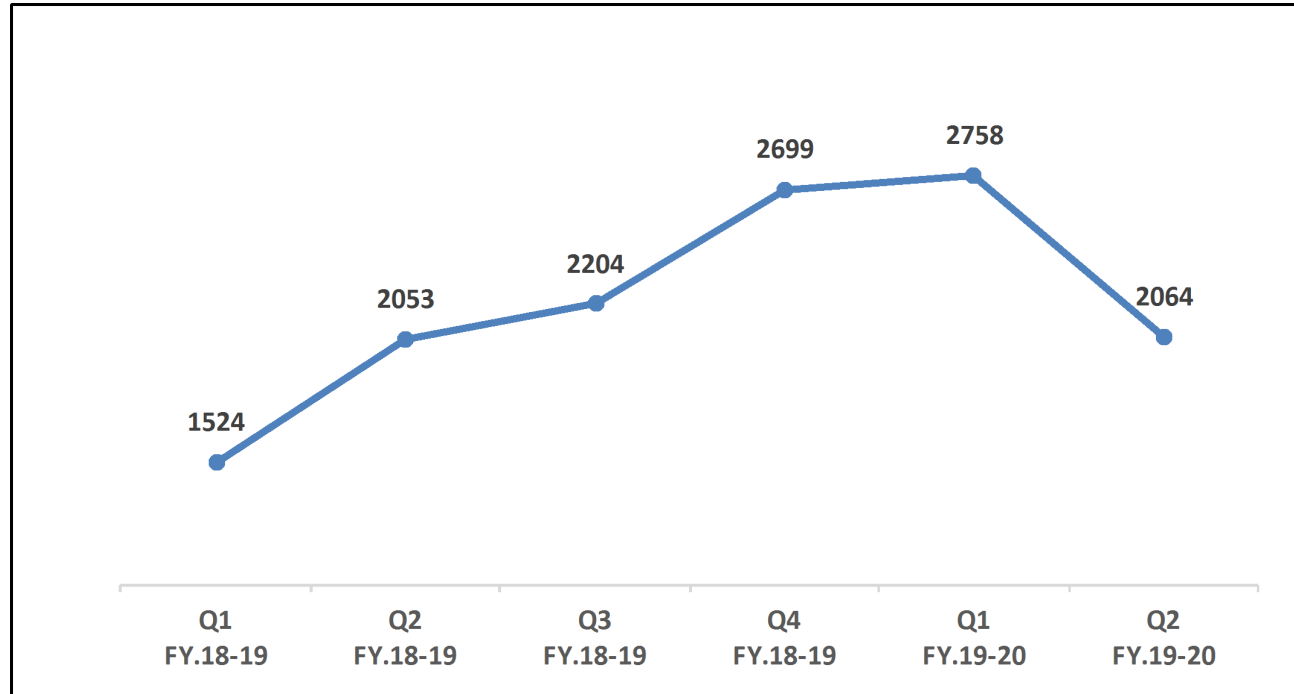
Sales Volume other than Putty (KL)



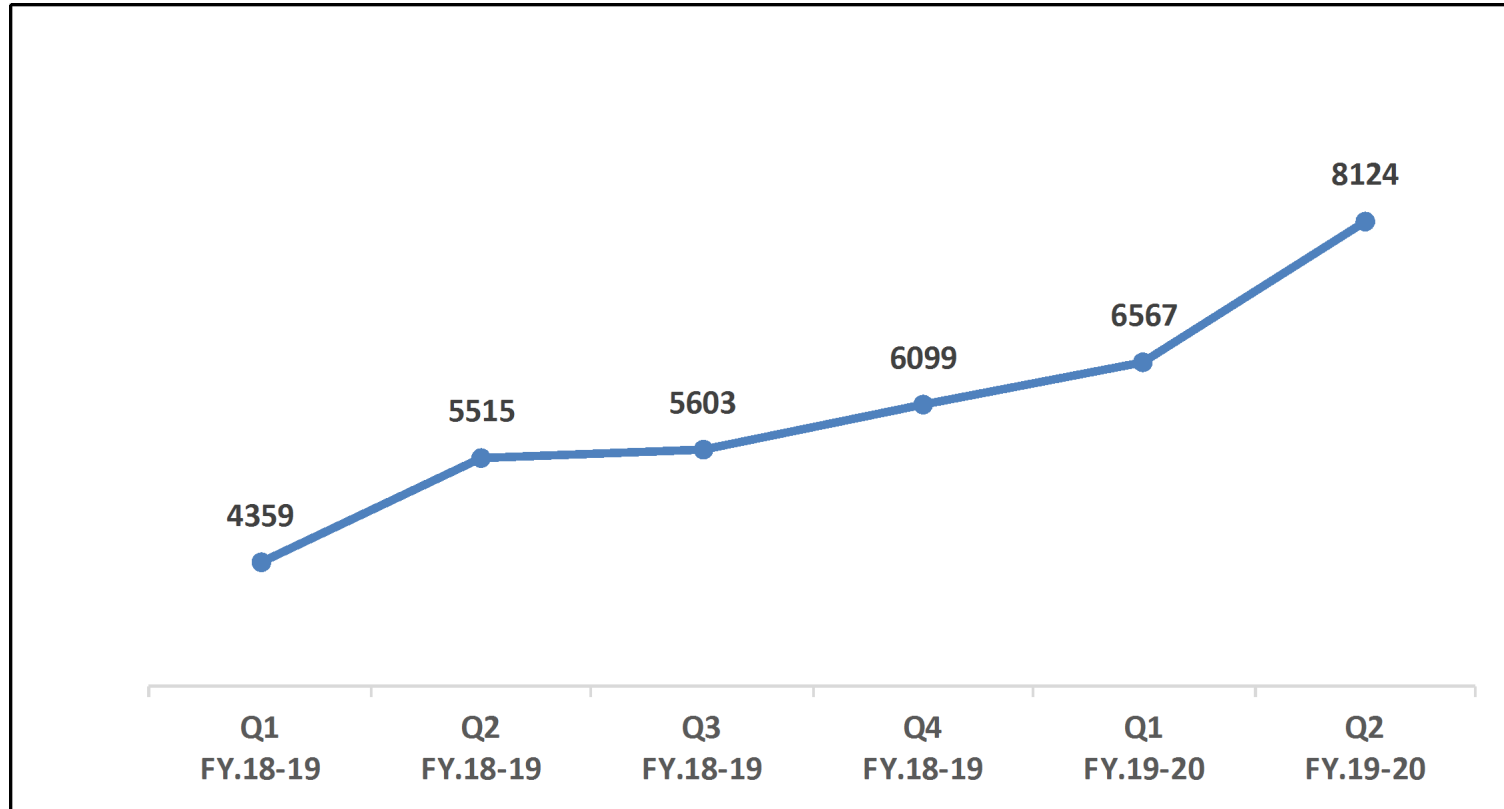
Total Sale Volume (KL)



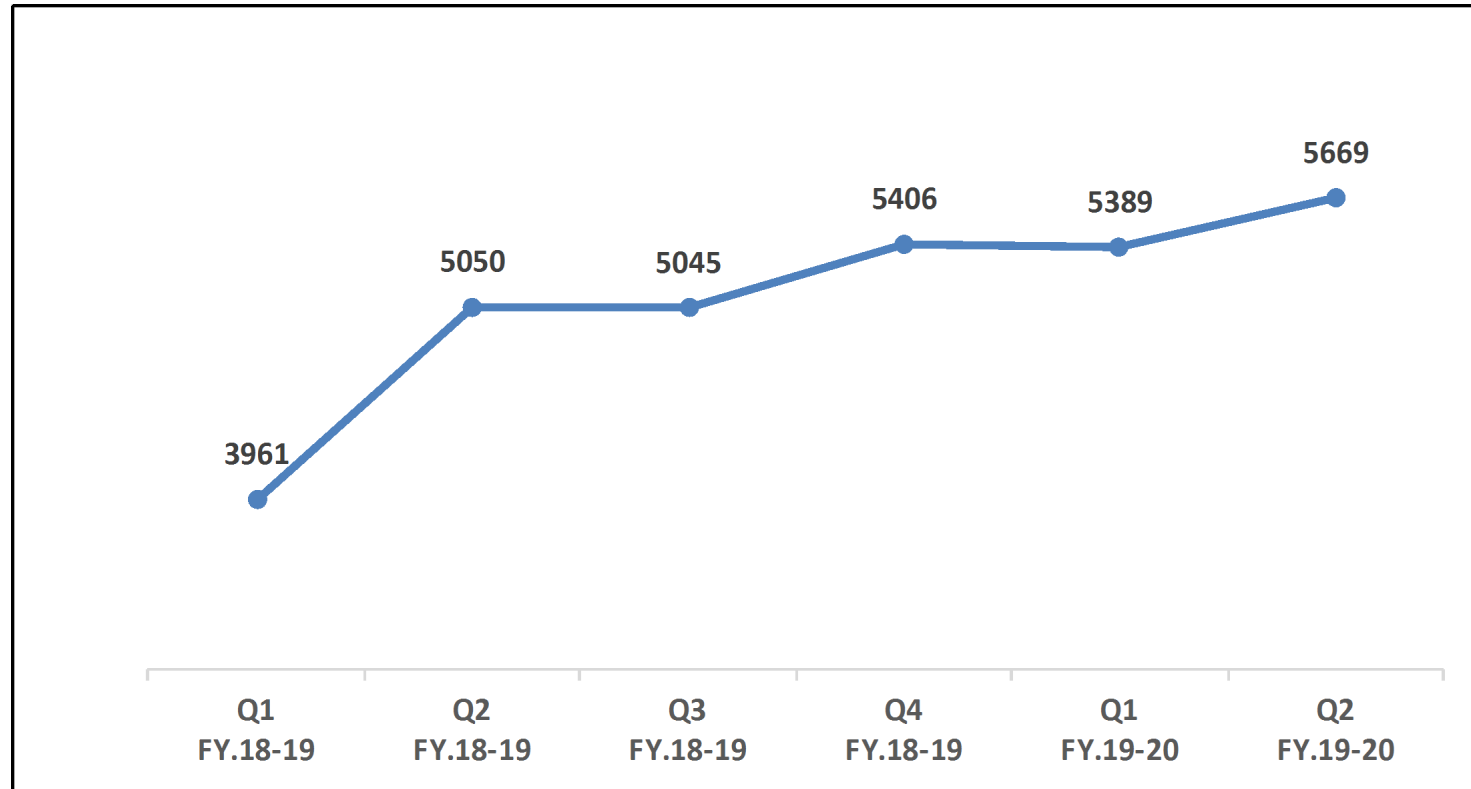
Industrial Sale Volume (KL)



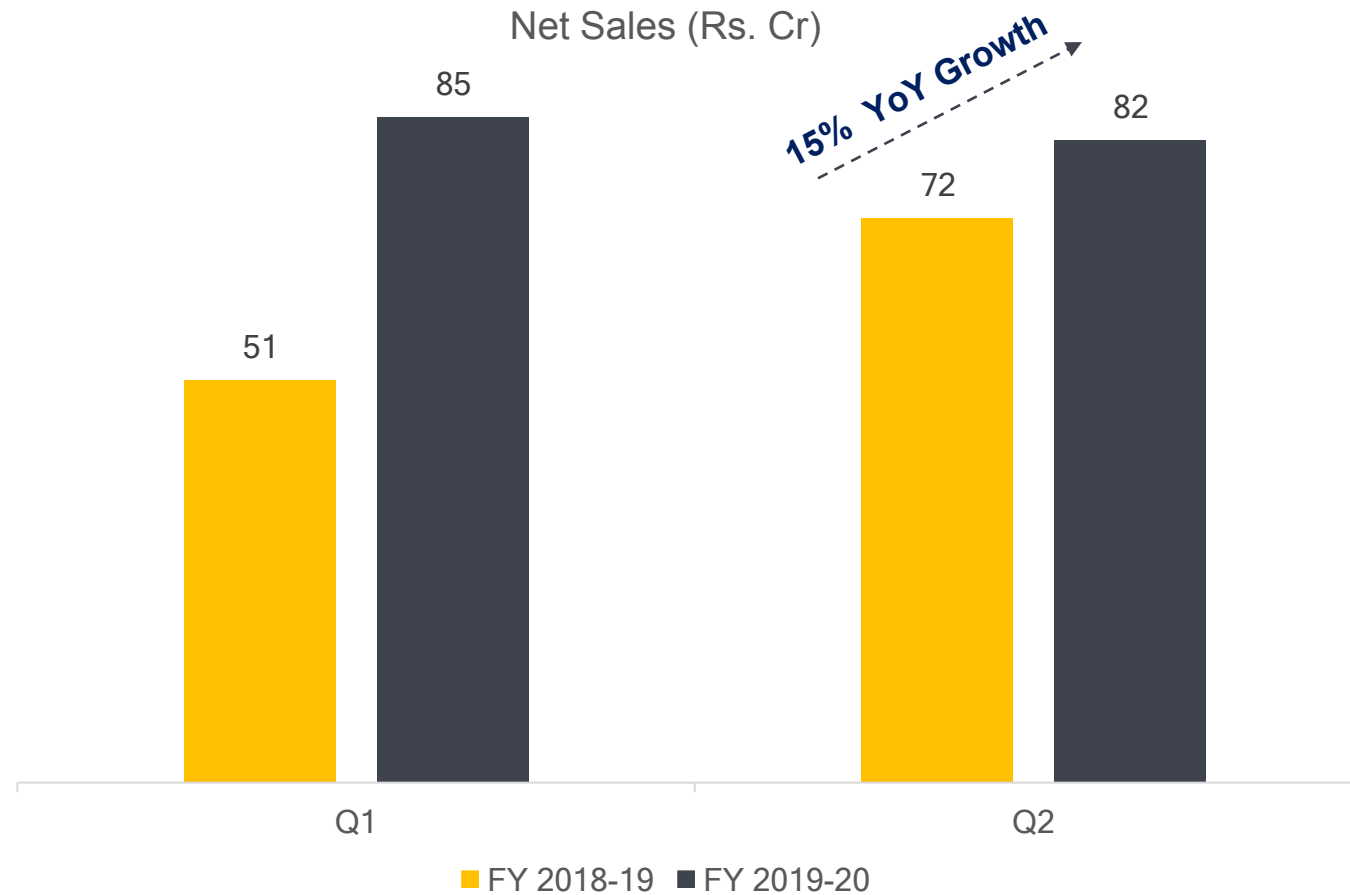
Decorative Sale Volume (KL)



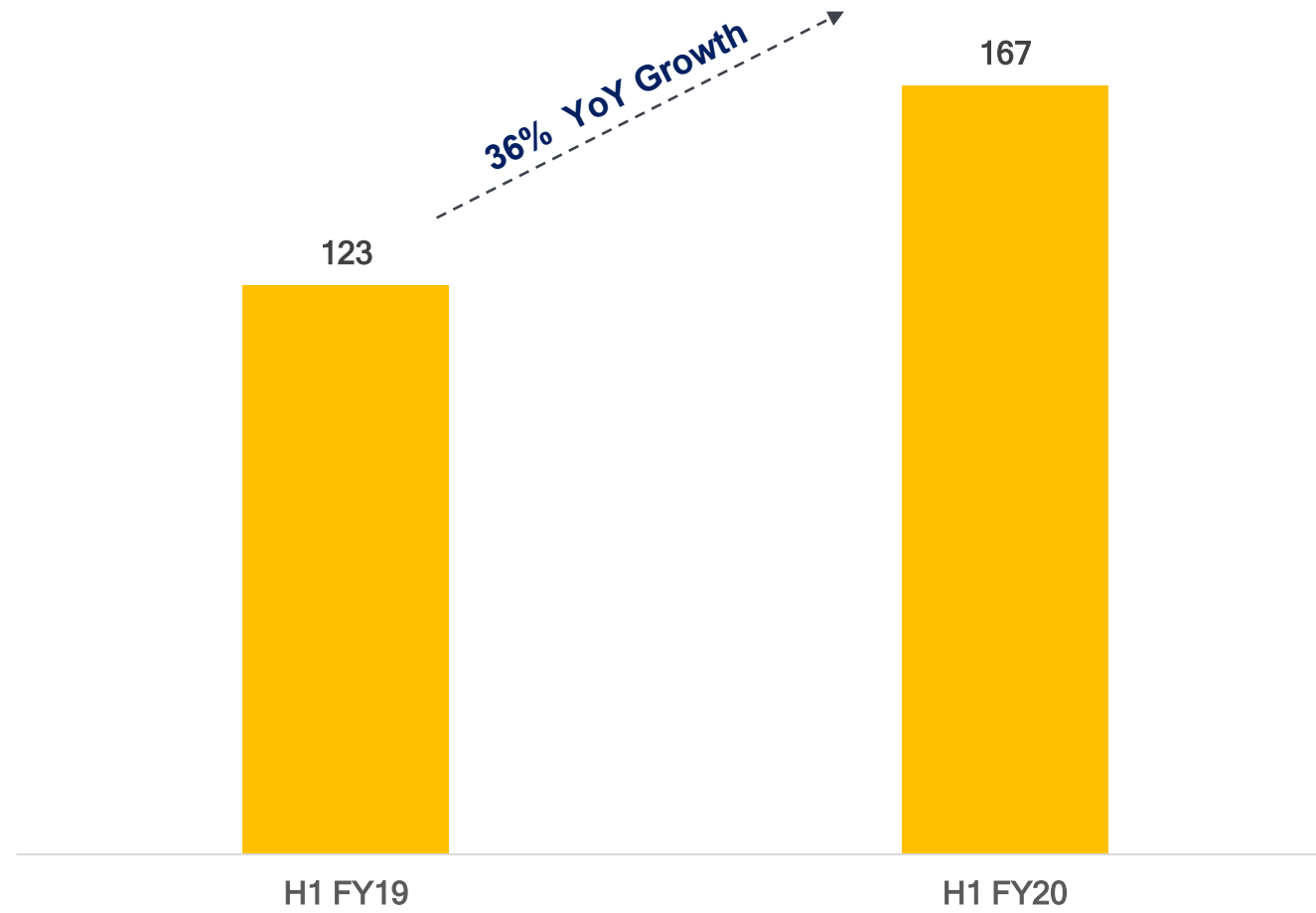
Decorative Sale Volume-Other than Putty (KL)



Net Sales - Q2 (Rs in Cr)



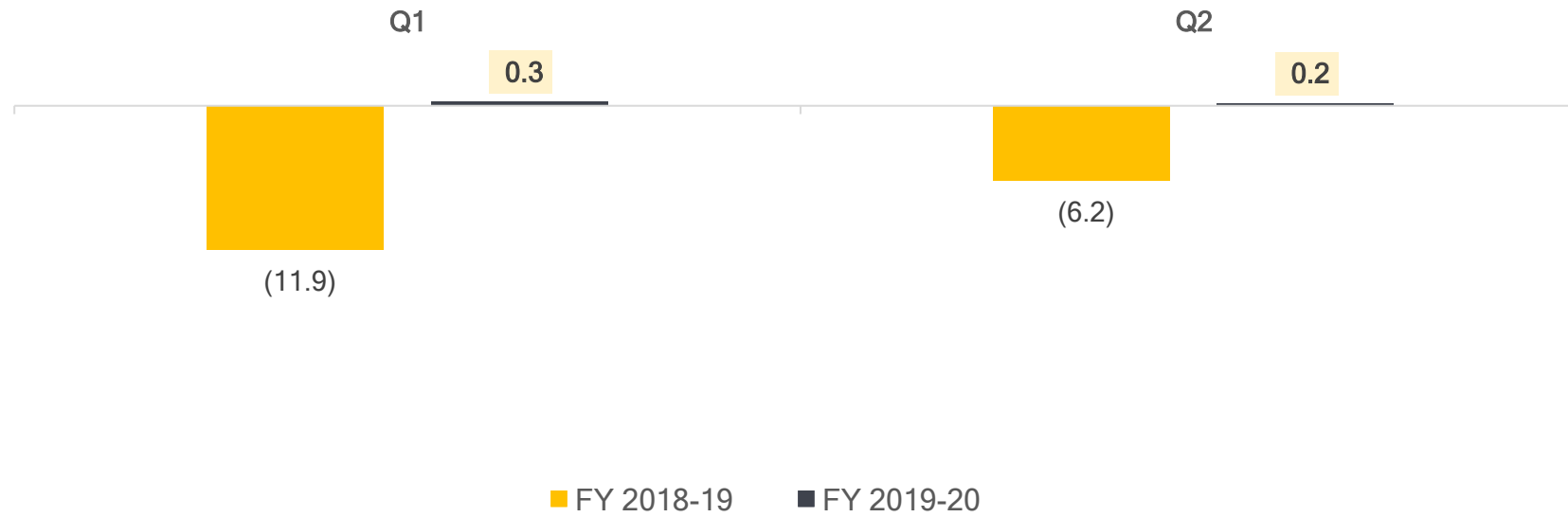
Net Sales -H1 (Rs in Cr)



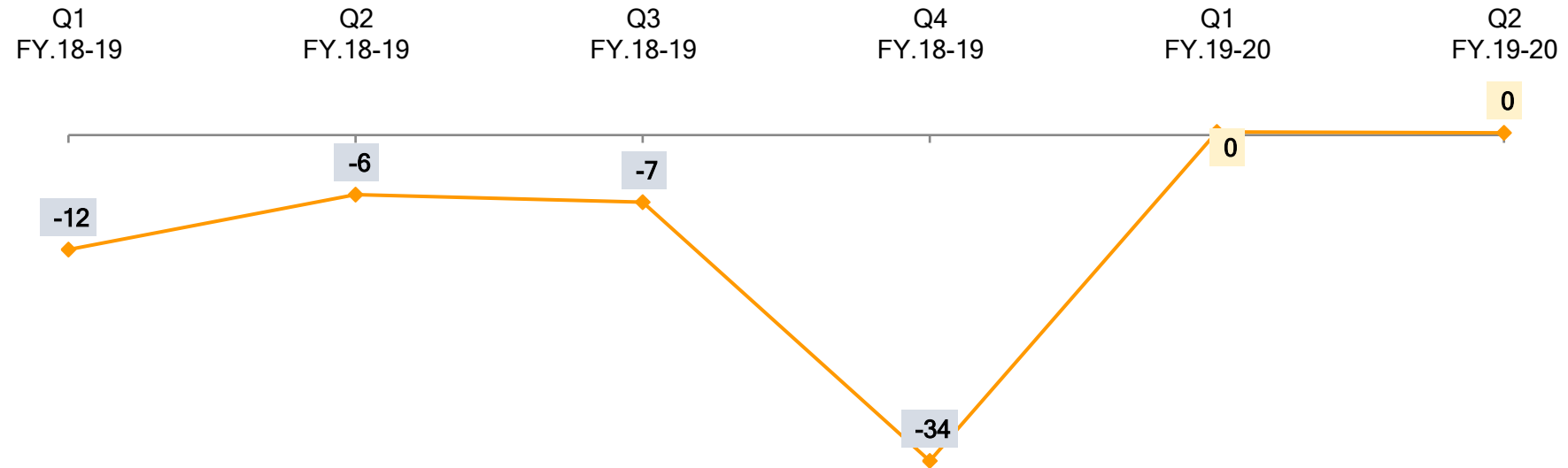
Financial Summary: Q2 FY20

In Rs. Crore	Q2 FY20	Q1 FY20	Q2 FY19	H1 FY20	H1 FY19	FY19
Total Revenue	82.21	85.18	72.07	167.39	123.62	289.66
COGS	55.32	58.69	52.45	114.01	89.83	220.56
Employee Expenses	11.18	11.89	10.59	23.07	20.59	42.01
Other Expenses	15.55	14.34	15.31	29.89	31.49	86.77
EBITDA	0.16	0.26	-6.28	0.42	-18.29	-59.68
Interest Expense	5.09	4.21	6.51	9.29	12.72	25.05
Cash Loss	(4.93)	(3.95)	(12.79)	(8.87)	(31.01)	(84.73)
Depreciation	2.56	2.21	2.11	4.77	4.18	8.77
PBT	(7.49)	(6.16)	(14.91)	(13.64)	(35.19)	(93.50)
Exceptional Items	0.00	0.00	0.00	0.00	0.00	(15.68)
Taxes	(2.23)	(0.81)	(4.79)	(3.04)	(10.33)	(27.40)
PAT	(5.26)	(5.35)	(10.12)	(10.60)	(24.86)	(81.78)

EBITDA (Rs in Cr.)



EBITDA (Rs in Cr.)



Production Qty. (KL)

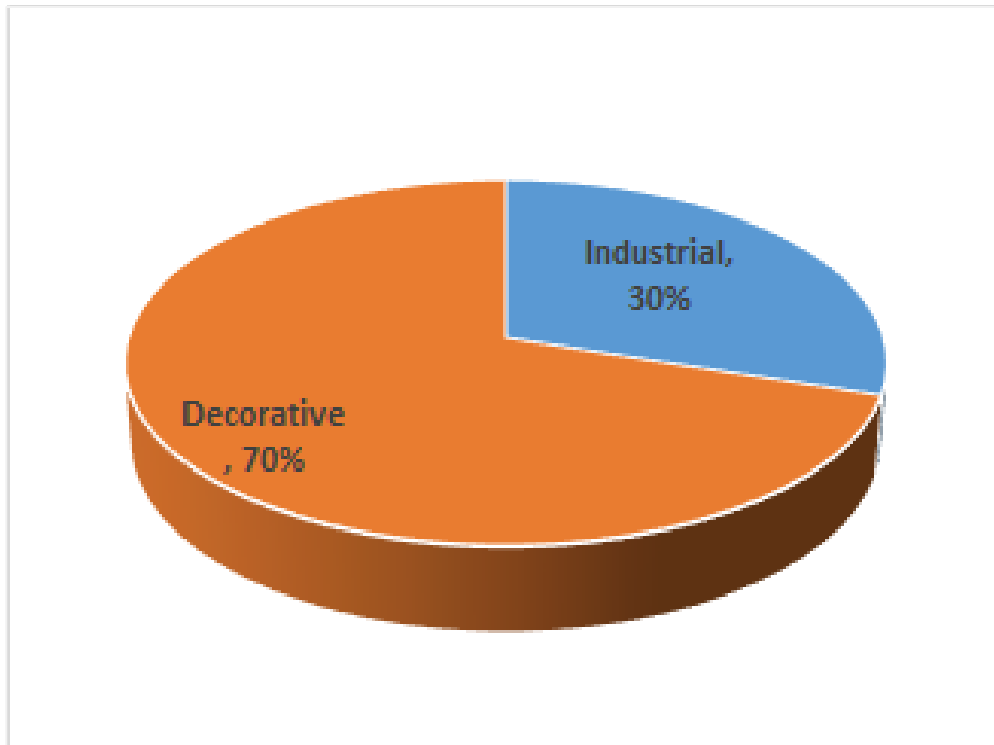
Particulars		2018-19	2019-20	Y-o-Y Growth%	2019-20	Q-o-Q Growth%
		Q2	Q2		Q1	
Volume (KL)	SKBD	4,555	4,595	1%	4,866	-6%
	Chennai	2,167	2,479	14%	2,744	-10%
	Nasik	26	489	-	141	248%
	Total Paint	6,747	7,564	12%	7,750	-2%

Production Qty. (KL)

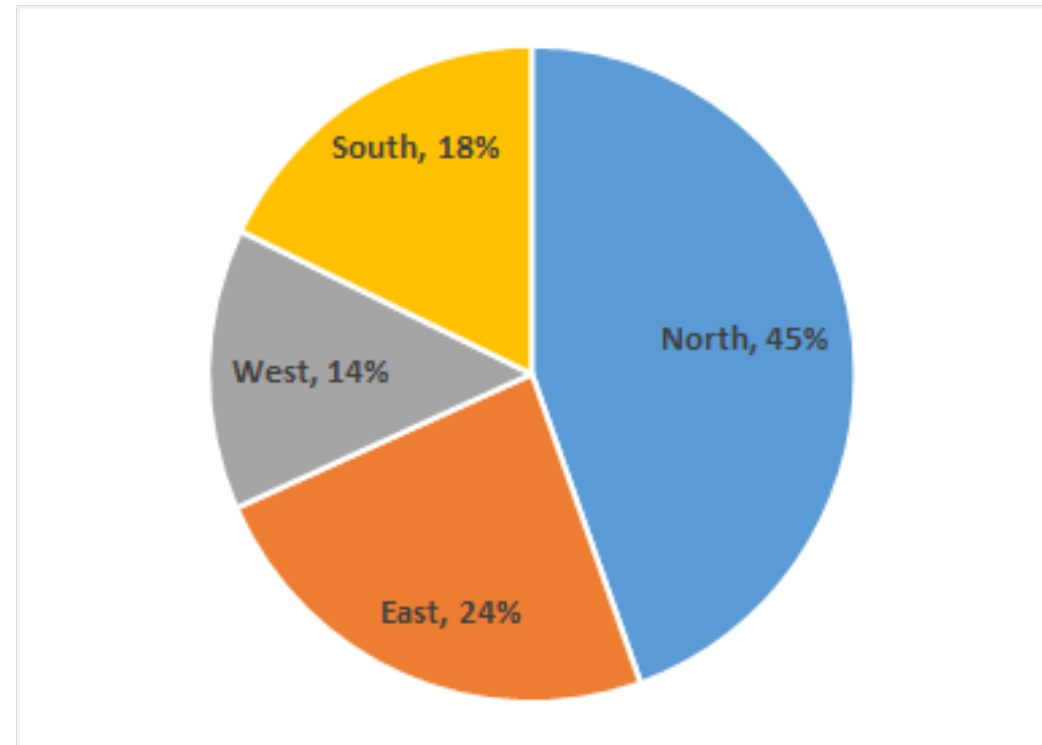
Particulars		2018-19	2019-20	Y-o-Y
		H1	H1	Growth%
Volume (KL)	SKBD	7,962	9,461	19%
	Chennai	3,674	5,223	42%
	Nasik	49	630	-
	Total Paint	13,369	19,514	46%

Q2 FY20: Break-Up

Revenues: Segment Wise %

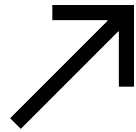


Revenues: Region Wise %



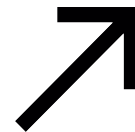
Key Highlights

Volume
Growth
Q2 FY20



10188 KL
Highest in last 12 qtr.

Revenue
Q2



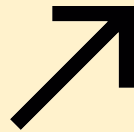
15%
FY20

EBITDA



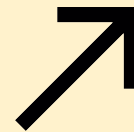
+ve

Volume
Growth - H1



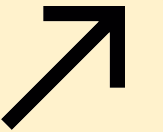
46%
YoY

Revenue
H1



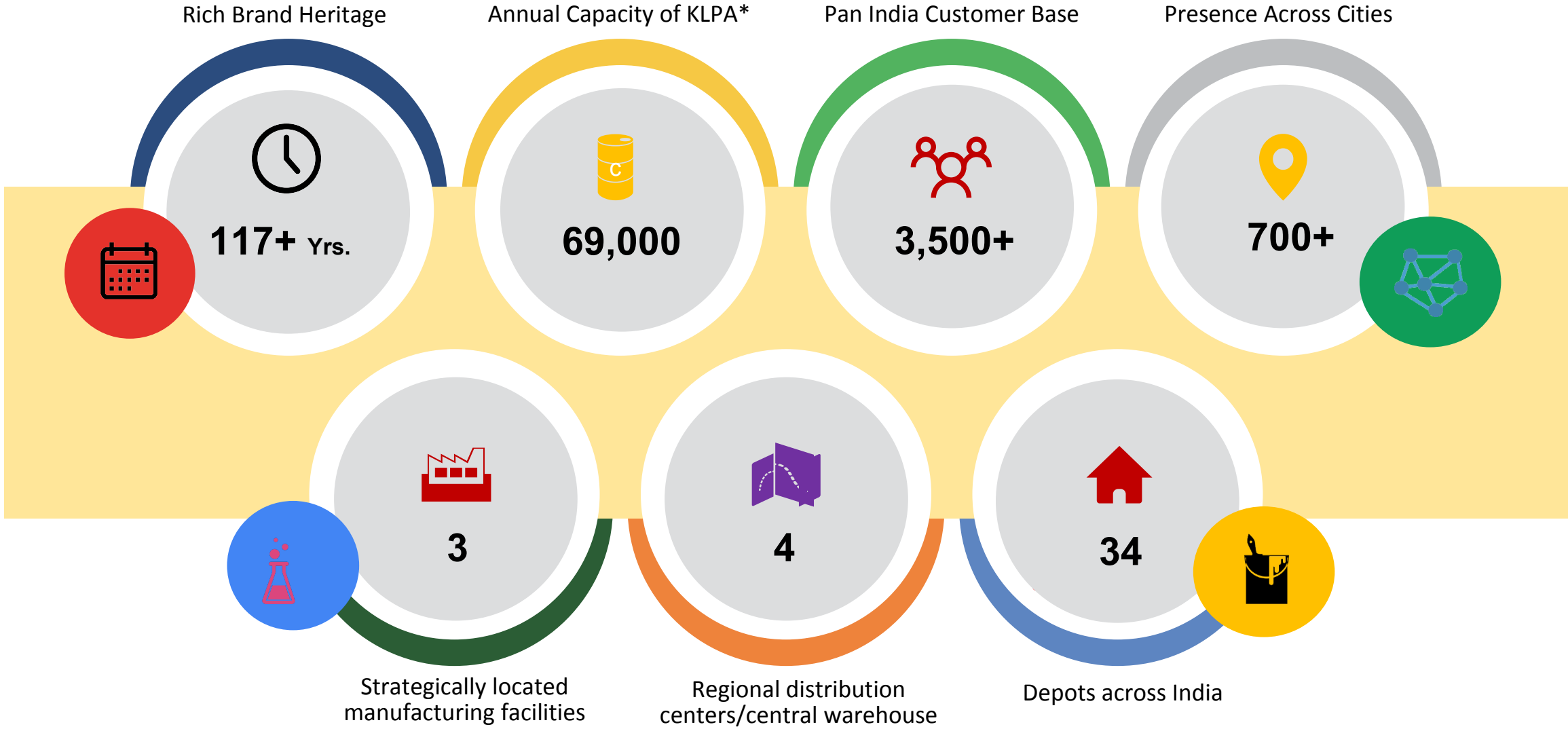
36%
FY20

Nashik
Started



400 KL
Sep-19

About Company:



* Capacity includes Nashik plant which started its commercial production * KLPA – Killo Ltr. Per Annum




Strengths

Nationwide Presence

**Widely
Known &
Reputed
Brand Name**

Warehouse
North – 14 Nos.
East – 7 Nos.
West – 7 Nos.
South – 8 Nos.

Sales %
North – 44%
East – 24%
West – 14%
South – 18%


**3,500+
Distributors**


**Approval in
Major
Industrial
Units**

**Industrial
Products**

21 Nos.

**Decorative
Products**

28 Nos.

**Balanced
Team**

Expertise in Manufacturing

Strategy



- Expanding Sales

- Control Cost

- Bring Cash Positive

- Limited Branding

Focus

Industrial

- Horizontal expansion in approvals and customer acquisition
- Regain Customers
- Customized Products

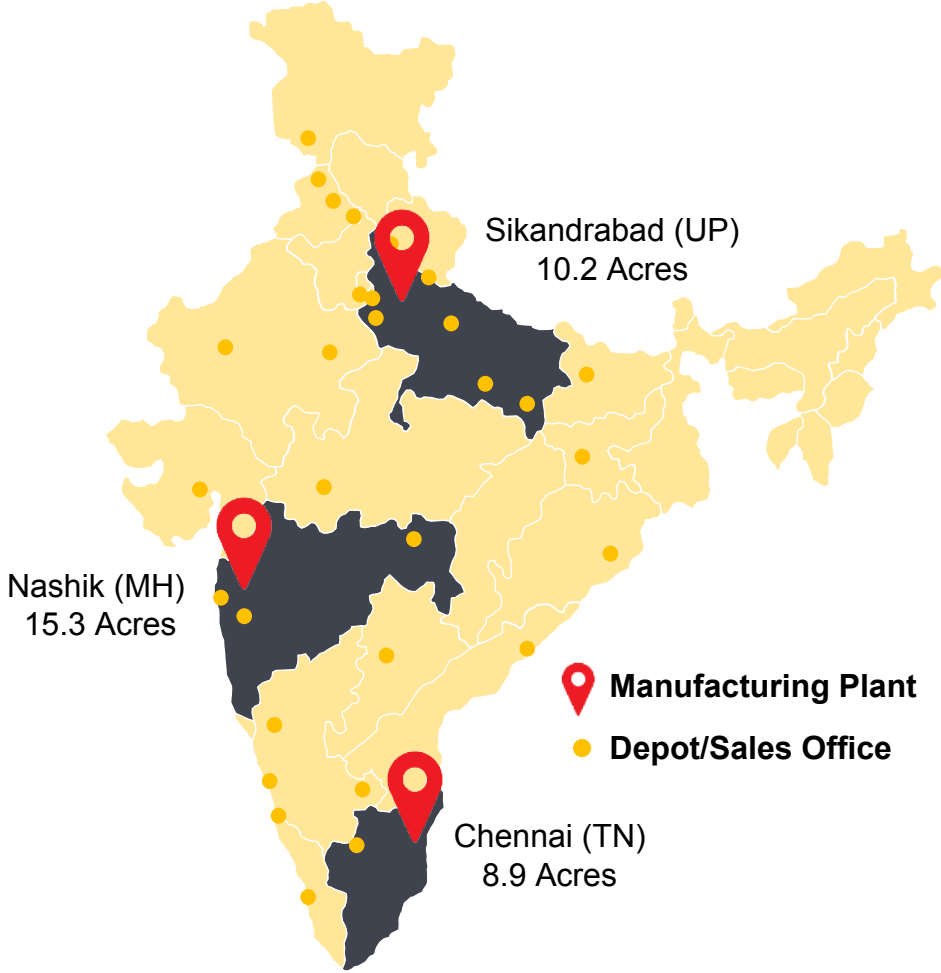
Decorative

- Focus on areas having significant presence
- Small Tier 3 & Tier 4 Towns
- Emulsion – Premium
- Service - Specially Supply

National Manufacturing & Distribution Footprint



Pan-India reach through strategically located manufacturing facilities and wide distribution network



Strategically located 3 manufacturing facilities, with total capacity of 69,000 KLPA, catering to consumer demand across India

Distribution network with 3,500+ active customers, 34 sales depots and 4 RDC / Central warehouse across India

1. Nashik plant commercial production has started

Marketing & Branding Initiatives

Focus on “Pull Marketing” Strategy

Above the Line Initiatives



Outdoor

Geographically focussed campaigns to enhance distribution expansion



Radio

Radio campaigns pan India in leading radio stations



Magazines

Campaign ads in leading magazines



Social Media

Social media campaigns on Facebook, Twitter & LinkedIn



Outdoor Branding

Multiple dealers are provided with In-shop standees and dealer boards to ensure visual presence at the marketplace



Events

Hold painter & contractor meets to strengthen the influencer networks
CSR led marketing activities to create good brand visibility

Continued focus on expanding the market outreach and capturing greater mind share of the customers



HAR RANG KHOOBSURAT

Latest Campaign – 2019

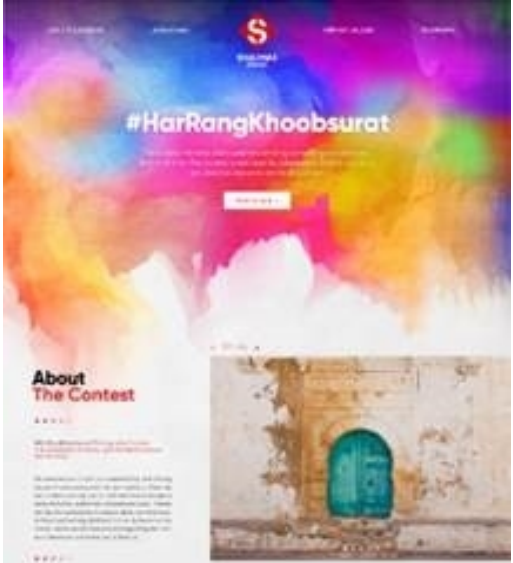


Marketing & Branding Initiatives



Har Rang Khoobsurat

Shalimar Paints is about to launch its first ever campaign titled HAR RANG KHOOBSURAT



For further queries



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.



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CFO

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