

PPFL/SE/2024-2025/061

February 11, 2025

To,

BSE Limited 25th Floor, P.J Towers, Dalal Street, Mumbai-400001 National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai -400051

Scrip Code: 542907

Scrip Code: PRINCEPIPE

Dear Sir/Madam,

Sub: Presentation at Conference Call for Analyst and Investors

In continuation to our letter No. PPFL/SE/2024-25/058 dated February 06, 2025, please find enclosed presentation to be made for Conference Call Scheduled on Wednesday, February 12, 2025, at 11:30 a.m. IST.

Kindly take the same on record.

Thanking You.

Yours faithfully,

For PRINCE PIPES AND FITTINGS LIMITED



Shailesh Bhaskar Company Secretary & Compliance Officer FCS: 13188 Encl. as above.

PRINCE PIPES AND FITTINGS LIMITED

Mfg. & Exporters of UPVC, CPVC, PPR & HDPE Pipes, Fittings, Valves & Water Tanks



Corp. Off.: The Ruby, 8th Floor; 29, Senapati Bapat Marg (Tulsi Pipe Road), Dadar (W), Mumbai - 400 028; Maharashtra, India.

T: 022-6602 2222 F: 022-6602 2220 E: info@princepipes.com W: www.princepipes.com

Regd. Off.: Plot No. 1, Honda Industrial Estate, Phase II, Honda Sattari, Honda - 403 530, Goa, India. CIN: L26932GA1987PLC006287



PRINCE PIPES AND FITTINGS LIMITED

DISCLAIMER



This information may contain certain forward-looking statements/details in the current scenario, which is extremely dynamic and increasingly fraught with risks and uncertainties. Actual results, performances, achievements or sequence of events may be materially different from the views expressed herein. Investors/shareholders/public are hence cautioned not to place undue reliance on these statements/details and are advised to conduct their own investigation and analysis of the information contained or referred to in this section before taking any action with regard to their own specific objectives. Further, the discussion following here in reflects the perceptions on major issues as on date and the opinions expressed here are subject to change without notice. The Company undertakes no obligation to publicly update or revise any of the opinions or forward-looking statements expressed in this section, consequent to new information, future events or otherwise.



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Results Overview

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Company Overview

Product Portfolio

Poised for Future Growth



Results Overview

PERFORMANCE HIGHLIGHTS – Q3 & 9M FY25

Q3FY25 Vs Q3FY24



Q3FY25 revenues at ₹ 578 crore as compared to ₹ 619 crore in Q3FY24



Finished Goods volumes in Q3FY25 at 41,267 MT as compared to 42,665 MT in Q3FY24



EBITDA for Q3FY25 at ₹ 3 crore versus ₹ 76 crore in Q3FY24



PAT for Q3FY25 at ₹ (20) crore as compared to ₹ 38 crore in Q3FY24



9MFY25 Vs 9MFY24



9MFY25 revenues at ₹ 1,804 crore as compared to ₹ 1,829 crore in 9MFY24



Finished Goods volumes increased by 4% YoY in 9MFY25 at 126,748 MT as compared to 121,349 MT in 9MFY24



EBITDA for 9MY25 stood at ₹ 107 crore versus ₹ 215 crore in 9MFY24



PAT stood at ₹ 19 crore in 9MFY25 as compared to ₹ 128 crore in 9MFY24*

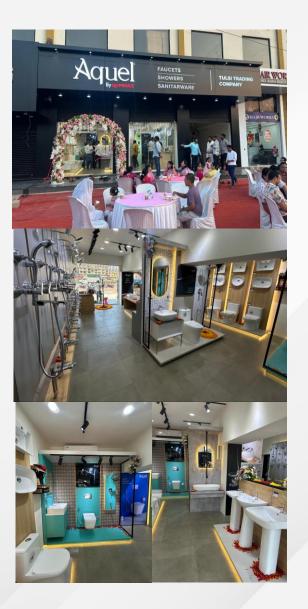
* Exceptional item for the nine months ended 31.12.23 represents net gain of Rs.17.93 crore towards settlement of registration of Corporate office, at The Ruby, Dadar, Mumbai, based on the valuation report.

BUSINESS HIGHLIGHTS



Aquel by Prince continues to steadily expand its footprint with an expanded presence of new showrooms across Goa, two in Jaipur, and Pune

- Present across North, West and South regions of India
- Presence across more than 200 retail touchpoints as the product continues to make deep inroads into key tier 2 and tier 3 markets
- Continues to build strong engagements across exhibitions and retailer meets conducted across India
- The second phase of the Asset Purchase Agreement, which includes the acquisition of the manufacturing unit comprising land, building as well as manufacturing equipment is under process, subject to regulatory approvals



BUSINESS HIGHLIGHTS



Achieved official certification as a Great Place to Work (GPTW) organization, an independent, concrete evidence of employee experience at Prince which is a cut above the rest. GPTW is a global authority to certify organizations across the world

- This signifies that the Company has an ambient work culture, high employee satisfaction and advocates sustainable business success and a significant occasion for the Company
- GPTW will help to attract and retain best talent, boost employee engagement and morale

Prince Pipes is among the Top 2 Most Desired Brands in the Pipes Category – as declared by TRA Research in its Most Desired Brand, 2024. This recognition marks an important milestone for the Prince brand.

• TRA Research's annual rankings are highly regarded by the industry, providing valuable insights into consumer perceptions and preferences





BUSINESS HIGHLIGHTS

Launched Udaan 2.0 – an updated loyalty program for plumbers

 Prince Pipes' new loyalty program exclusively for plumber associates Udaan 2.0, urges plumbers to join Udaan 2.0 platform that offers exciting cashback incentives on every purchase, while members also enjoy exclusive discounts and benefits

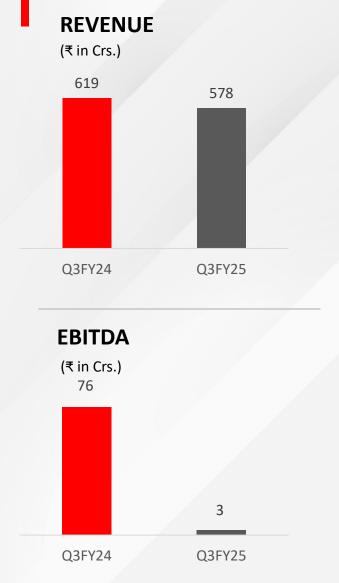




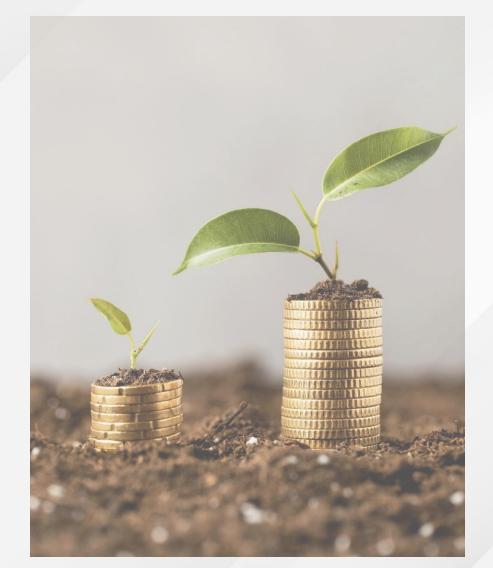


FINANCIAL PERFORMANCE FOR Q3FY25



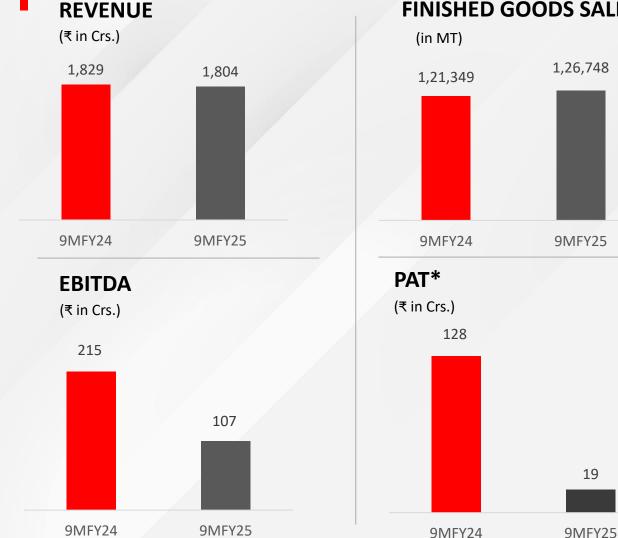


FINISHED GOODS SALES VOLUME (in MT) 42,665 41,267 Q3FY24 Q3FY25 PAT (₹ in Crs.) 38 Q3FY25 Q3FY24 -20

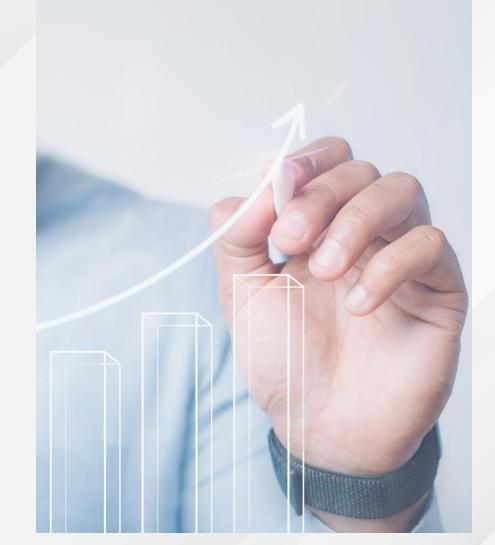


FINANCIAL PERFORMANCE FOR 9MFY25





FINISHED GOODS SALES VOLUME



* Exceptional item for nine months ended 31.12.23 represents net gain of Rs.17.93 crore towards settlement of registration of Corporate office, at The Ruby, Dadar, Mumbai, based on the valuation report.

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PROFIT & LOSS STATEMENT AS ON 31st DECEMBER 2024

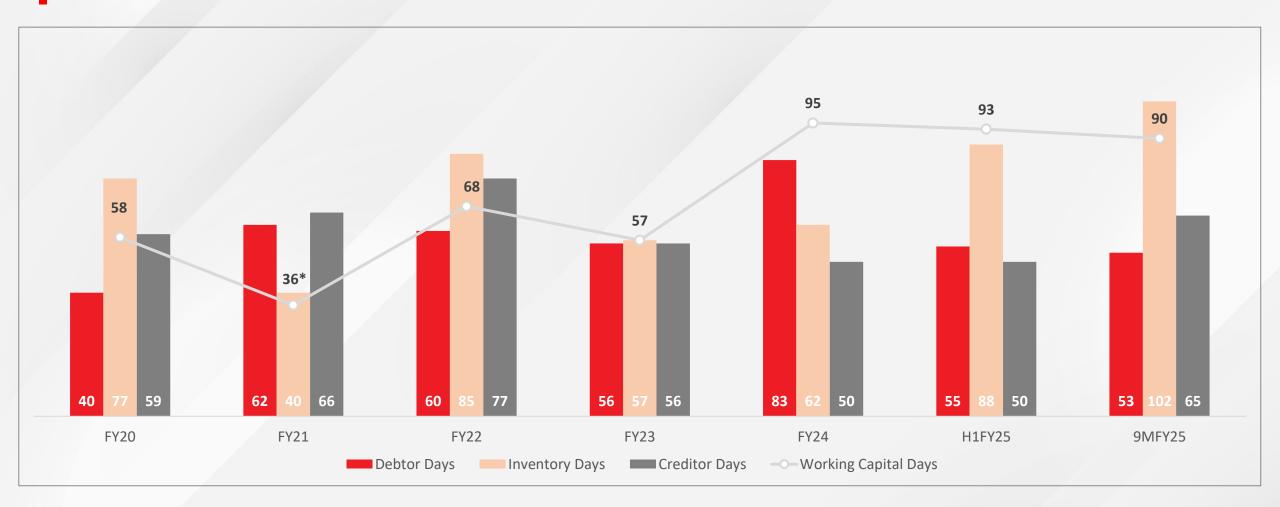


Particulars Q3FY25 Q3FY24 Y-o-Y (%) **9MFY25 9MFY24** Y-o-Y (%) **Revenue from Operations** 578 619 (7) 1,804 1,829 (1) **Raw Material Consumed** 432 5 1,344 453 1,297 22 Employee benefit expenses 45 37 128 110 16 Other Expenses 77 74 4 226 207 3 (96) (50) **EBITDA** 76 107 215 **EBITDA Margin (%)** (1,180) Bps (590) Bps 0.5 12.3 5.9 11.8 26 23 13 80 67 Depreciation 19 EBIT (23) 53 27 (82) 148 **EBIT Margin (%)** 8.6 1.5 8.1 (660) Bps (33)Other Income 2 3 8 10 (20)**Finance Cost** 3 3 6 5 20 Exceptional item (Gain)* 18 (100) **PBT** (including Exceptional item) (25) 53 29 171 (83) **PBT** (excluding Exceptional item) (25) 53 29 154 (81) **PBT Margin(%)**(excluding Exceptional item) (4.3)8.6 1.6 8.4 (5)(77)Tax 15 10 44 **PAT** (including exceptional item) (20)38 19 128 PAT Margin (%) (including exceptional item) 6.1 1.1 7.0 (590) Bps (1.9)3.4 1.7 11.6 EPS (in INR) (including exceptional item) (990)

* Exceptional item for the nine months 31.12.23 represents net gain of Rs.17.93 crore towards settlement of registration of Corporate office, at The Ruby, Dadar, Mumbai, based on the valuation report.

WORKING CAPITAL CYCLE





* Reclassified to 15 days based on regrouping of financials for FY 21

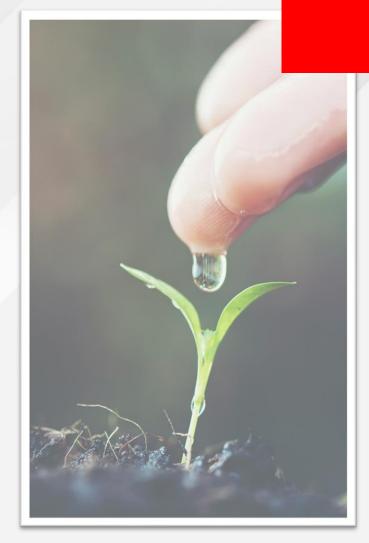
Company Overview

COMPANY OVERVIEW

Over the last 4 decades, Prince Pipes has emerged as a leader in the Indian pipes and fittings industry, creating innovations in plumbing, irrigation, storage, and sewerage systems. Now the journey has taken a much larger scale.

Today we are one of India's largest integrated piping solutions providers. Our operations continue to expand across agriculture, plumbing, borewell categories, and are building the widest sewerage range and underground drainage solutions.

With a product portfolio of 7,200+ SKUs positions we are an end-to-end solutions provider. Prince Pipes has an extensive pan-India distribution network of over 1,500 channel partners. With seven manufacturing units we are well positioned to address the growing potential of the Indian pipes and fittings industry.





To be an acknowledged leader in Indian plastic piping industry by exceeding customers expectations and maximizing bottom line for all our stake holders.

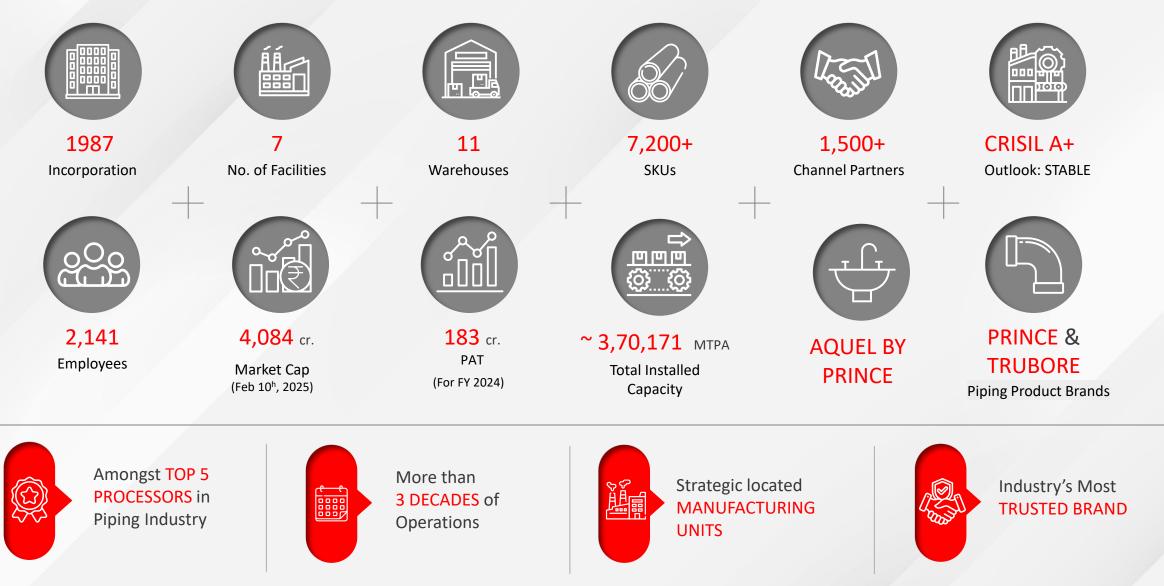


MISSION

Our mission is to bring a revolution in plastic piping industry through innovative solutions which would create a profitable growth and benefit our customers & the society at large.

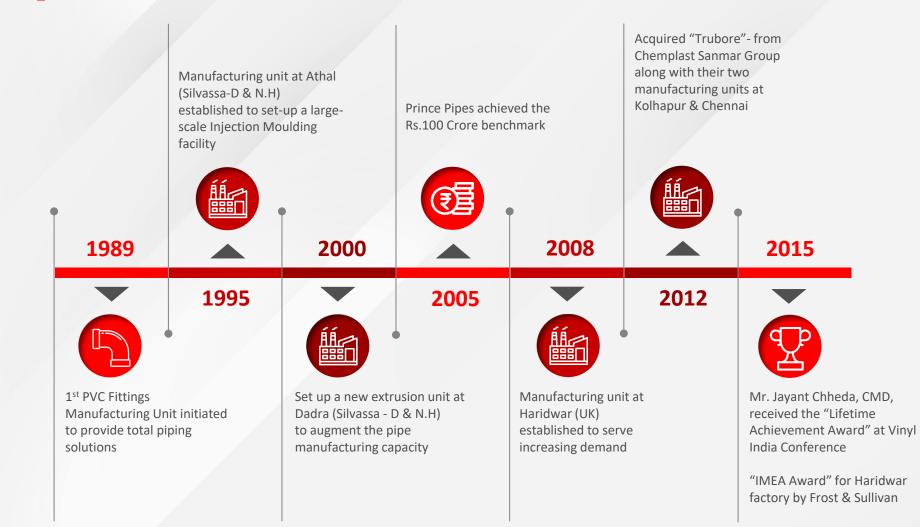
COMPANY AT A GLANCE





OUR JOURNEY...

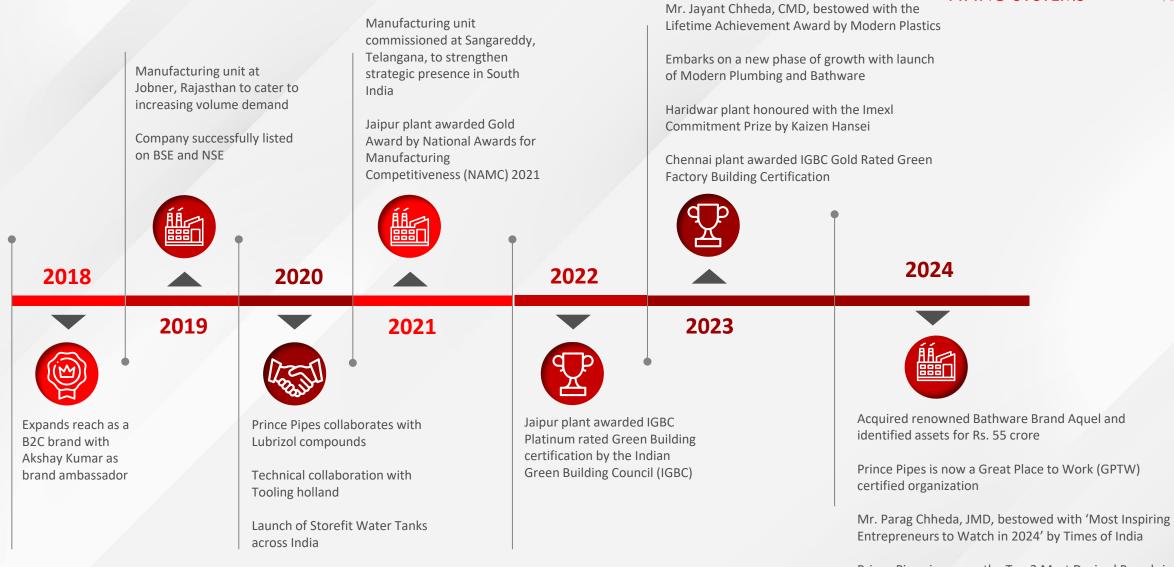






...OUR JOURNEY





Prince Pipes is among the Top 2 Most Desired Brands in the Pipes Category – as declared by TRA Research

GROWTH STRATEGY



BUILDING PRESENCE ACROSS THE PRODUCT CHAIN TO STRENGTHEN INDIA'S WATER INFRASTRUCTURE



PRESENCE ACROSS WATER INFRASTRUCTURE - ADDING DEPTH TO PRODUCT PORTFOLIO

- Continue to launch state-of-art products in the piping division to bring innovative and global products to the domestic market
- Launched: Prince Onefit with Corzan CPVC technology ; New vertical Modern Plumbing & Expansion into Prince Bathware



PREMIUMIZATION - THE KEY TO BRAND GROWTH

- Transforming marketing strategy to create demand-pull to emphasise value of Prince products
- High decibel BTL branding campaigns, road shows with dealers, architects, builders, plumber meets, education & awareness campaigns, active channel partner engagements



BUILDING FUTURE CAPACITIES & MANUFACTURING EXCELLENCE

- Aim of being future fit, build multiple pillars of the business
- Built footprint across the country with expected Bihar facility to cater to the North-east

INNOVATION CAPABILITIES - BRING STATE-OF-ART GLOBAL PRODUCTS

- Strategically driving activities towards diversification strategy to bring new global products to the Indian market
- Also bring new technology and global knowledge to bolster India's water infrastructure



DRIVING ESG - PROGRESS WITH PURPOSE

- Delivery of growth, which is consistent, competitive, profitable and responsible
- Overarching goal remain: Achieve cost reductions by continuously optimizing our production processes and organizational structures

STRONG & GROWING NETWORK OF PAN-INDIA CHANNEL PARTNERS

• Long term and relationship driven

• Channel associate ecosystem of over 1500 partners an integral part of business delivery to drive mutual and sustainable growth

PIPING INDUSTRY GROWTH DRIVERS





India still has way to go with water

- 600 million Indians face high to extreme stress over water
- 75% of households do not have drinking water on the premises



Government's strong & clear intent on ensuring infrastructure acts as a force multiplier

Led by Government's continued focus on agriculture, 'Housing for All', creation & improvement of WSS infra, Make in India, etc.



Awareness & education on pipes and global standards

Demand for metal to polymer pipes has significantly changed across industries



Per Capita PVC Consumption lowest in India compared globally

India marks strong potential to align to future global trends and per capita consumption



Growing domestic potential

Real estate, construction, industrial opportunities are huge – to be captured by strong legacy companies



Strong industry growth

Expected industry growth: 11-12% CAGR over FY21-FY25E to reach ~ Rs 500bn by FY25E



KEY BUSINESS SEGMENTS



FAUCETS | SANITARYWARE SHOWERS | CISTERNS





WATER STORAGE

NEW APPLICATIONS



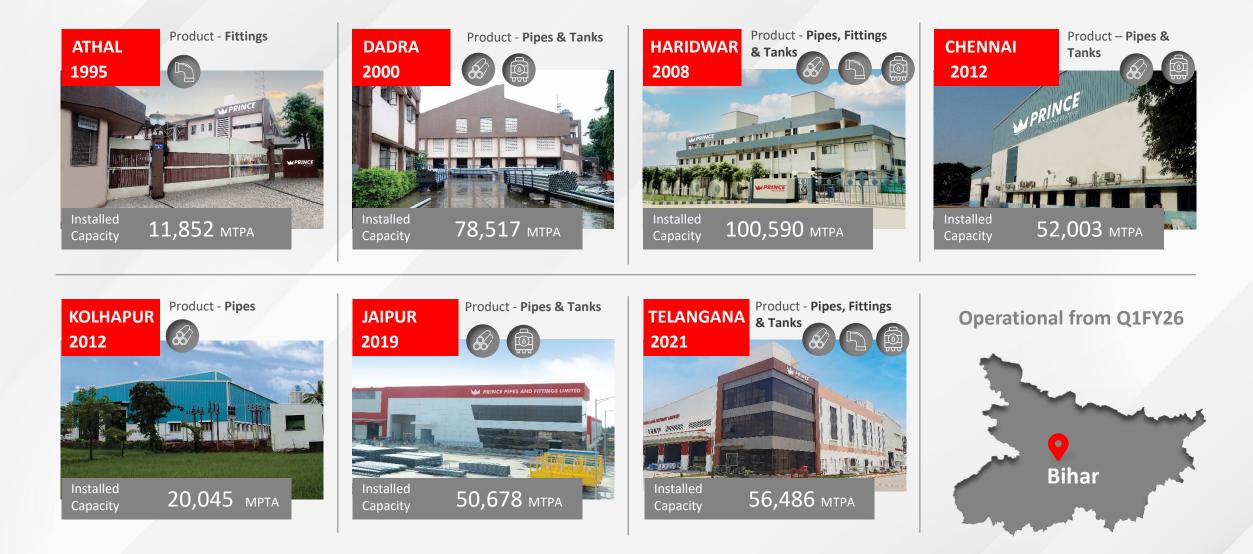
Bring Home world class plumbing solutions

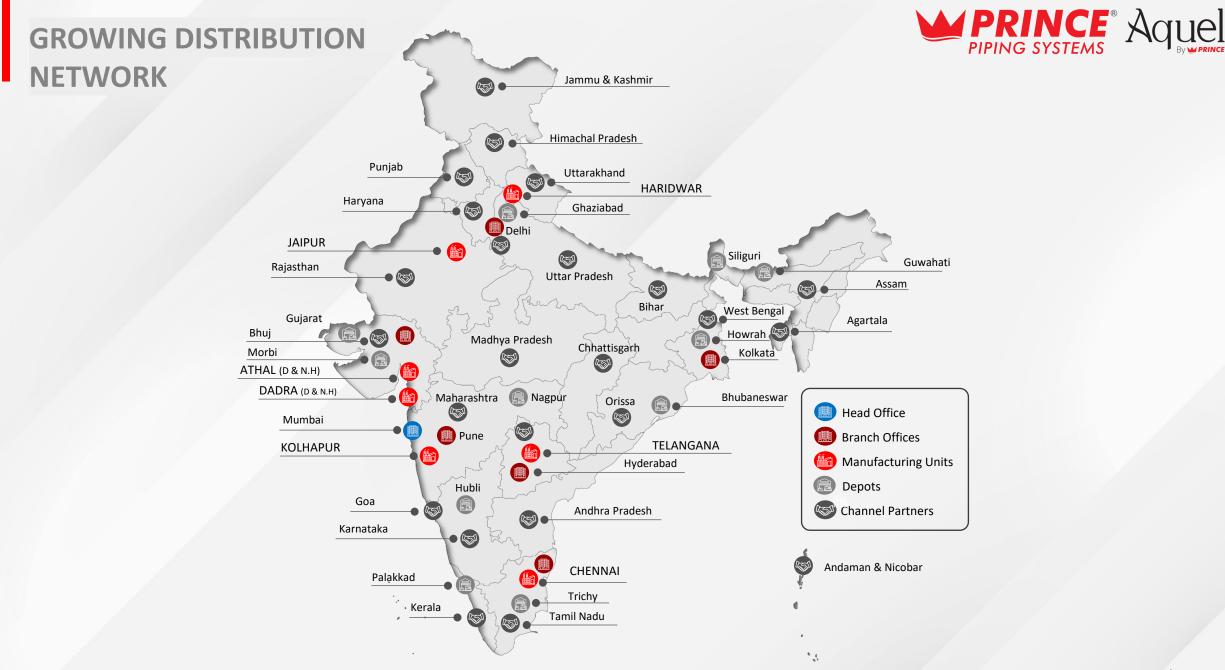


H hauraton

MANUFACTURING FACILITIES ACROSS THE COUNTRY







BOARD OF DIRECTORS



INDEPENDENT DIRECTORS



MR. JAYANT S. CHHEDA Founder, Chairman and MD

Leads by extensive industry knowledge, more than four decades of experience and a founder member since Prince Pipes' incorporation. He was conferred with the Lifetime Achievement Award at Vinyl India Conference, 2014 and with Lifetime Achievement Award by Modern Plastics in 2023.



MR. PARAG J. CHHEDA

MR. VIPUL J. CHHEDA

Executive Director

Joint Managing Director

Associated with the since company 1996. Was awarded Inspiring 'Business Leader Award 2016' at the Economic Times Summit.

His honed skills

and dedication

vision over last

towards our

25 years has made him a vital

part of our

growth story.



Mr. Rajendra Gogri

Independent Director

Brings experience of nearly four decades and served as the Chairman & Managing Director of Aarti Industries Ltd. His sharp skills in financial and commercial matters set him apart.



Mrs. Amisha Vora

Independent Director

Has been appointed as a Non-Executive Women Independent Director (Additional) on the Board of the Company w.e.f Aug 2023. She is highly acknowledged equity market veteran, with 35+ years of experience and is CMD of Prabhudas Lilladher Group



Mr. Ankur Bansal Independent Director

He is the Co-Founder and Director of BlackSoil, an alternative credit platform. Before co-founding BlackSoil, he worked with J.P. Morgan, Citi and Morgan Stanley. He is a Chartered Accountant and a Chartered Financial Analyst by qualification.

Product Portfolio



EXPANDING RANGE OF PRODUCTS

- PLUMBING
- SEWERAGE
- UNDERGROUND DRAINAGE
- SURFACE DRAINAGE
- AGRICULTURE
- BOREWELL
- SUB SURFACE DRAINAGE

- INDUSTRIAL
- WATER STORAGE
- MODERN PLUMBING
- CABLE PROTECTION
- BATHWARE
- PTMT TAPWARE

PRODUCT BASKET





PRODUCT BASKET







PTMT TAPWARE



ADDITION TO PORTFOLIO



MODERN / PLUMBING

Brings home world class plumbing solutions with German Technology



- Skolan Safe Premium PP Silent Drainage Systems offers the latest technological innovation in noise insulated drainage systems sound rated at 12 db at 2 lps flow rate and certified by Fraunhofer, Germany
- Finds applications in luxury homes, condominiums, large commercial buildings, hotels, office buildings, hospitals, commercial kitchens, libraries, and educational institutes
- HT Safe offers sound insulation of up to 17 dB and is backed with certification from Fraunhofer, Germany



- Prince Hauraton An innovative range of drainage systems developed with German technology
- Hauraton is one of the world leaders in supplying effective drainage systems for over 65 years
- The products find application across civil constructions (car parks, airports, container terminals, petrol stations), landscapes (private & public areas, terraces, gardens, squares & parks, railway platforms) and sports facilities (sports fields, stadiums, racetracks)

ADDITION TO PORTFOLIO



A strong platform, complementary to Prince's growth plans in the high growth Indian bathware market

Signed an Asset Purchase Agreement with Klaus Waren Fixtures Pvt Ltd., for the acquisition and assignment of identified assets for Rs. 55 crores in March 2024

Acquisition presents strong synergies and advantages:

- > Direct access to an iconic brand along with state-of-the-art facility
- Increase in presence in the plumbing and bathing segments, enables Prince to increase its participation and contribution to the high growth real estate
- > Access to distribution channel in major markets across India
- Presents opportunity to build greater depth for Prince's bathware segment and leverage Aquel's iconic brand equity



Poised for Future Growth

GLOBAL COLLABORATIONS



PRINCE[®] PIPING SYSTEMS

World class technology to strengthen India's water infrastructure



Product Collaboration

H hauraton

An innovative range of drainage systems developed with German technology

Hauraton - a world leader in supplying effective drainage systems for over 65 years.



Product Collaboration



Inventors and largest manufacturers of CPVC compounds worldwide.

Exclusive marketing partners for the Prince FlowGuard[®] Plus brand.

General Plus WORLD'S NO.1 CPVC PLUMBING SYSTEMS



Product Collaboration



Prince Skolan Safe - Premium Polypropylene (PP) Silent Drainage System manufactured by Ostendorf Kunststoffe GmbH in Germany



Prince-HT Safe Low Noise PP Drainage System manufactured by Ostendorf Kunststoffe GmbH in Germany



Technical Collaboration



A global leader in the international plastic injection moulding industry based in The Netherlands. Benefit from their technical expertise, knowledge, build skills at par with international standards

ALWAYS STAYING AHEAD OF THE CURVE

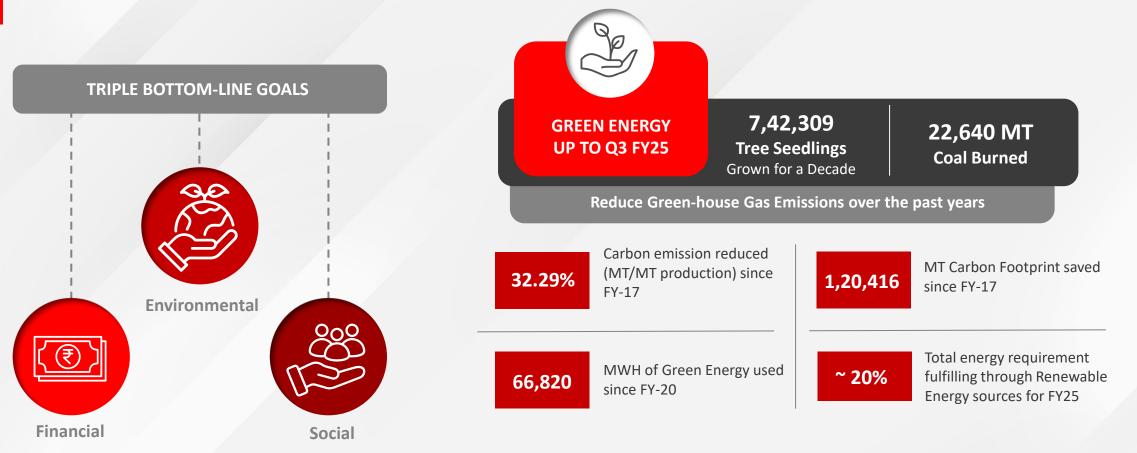






FOCUS ON TRIPLE BOTTOM LINE







Embracing Green Energy across Factories



To improve Equipment Efficiency & Machine Output



Energy Audit conducted through 3rd party to Curb Energy Leakages & Carbon Footprint Certification done for Haridwar plant from DQS

AWARDS & ACHIEVEMENTS



Certificate of appreciation for active association at the Gujarat Premier 10th Mega Industrial Exhibition VCCI Global Trade Show 2016

Mr. Parag Chheda - JMD was awarded the 'Inspiring Business Leader Award' at the Economic Times Summit, 2016

Digital Transformation Awards 2016 – Transformation with Cloud Networking by Citrix





The Economic Times Polymers Awards 2017 – for Excellence in Building and Construction (Plumbing) Large Enterprises Jaipur plant wins gold at National awards for Manufacturing competitiveness 2021

Awarded Brand of the

year-pipes at Reality+

INEX Awards 2021

2021

Nihar Chheda wins "ET POLYMERS - Next Generation Leader" Award 2021



Awarded the best channel Loyalty Program in the customer FEST Awards

Awarded the best channel Loyalty Program in the customer FEST Awards



Awarded The best channel Loyalty Program for second time at the customer FEST Awards

Chennai plant achieved IGBC Gold rated Green Building certification from the Indian Green Building Council (IGBC)

Wins Sustainability 4.0 awards by Frost & Sullivan

Wins brand of the year water. Technologies award by INEX Reality



Founder and Chairman Mr. Jayant Chheda awarded the lifetime achievement award by Society of Plastic Engineers India

Athal plant wins the IMEXL commitment prize for facilitating operational excellence and sustainable improvement culture

Dadra plant wins the IMEA's silver certificate of merit for Commitment toward efficient and sustainable manufacturing and optimizing supply chain operations

Mr. Parag Chheda, JMD, bestowed with 'Most Inspiring Entrepreneurs to Watch in 2024' by Times of India



INVESTMENT RATIONALE



Legacy Pipe manufacturer – core competency growing in piping business

1

Committed to transforming India's water infrastructure through innovation Huge headroom for domestic growth – with Per Capita PVC Consumption lowest in India compared globally

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Long term demand visibility led by Real Estate, Industrial Agriculture & infrastructure

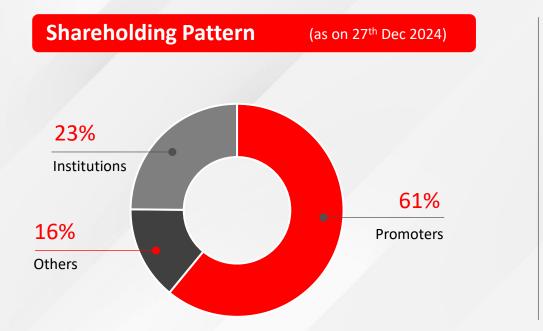
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Strong domain expertise of promoters along with execution prowess

5

CORPORATE INFORMATION & SHAREHOLDING



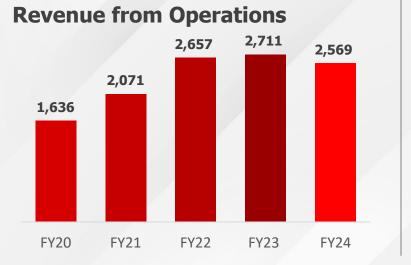


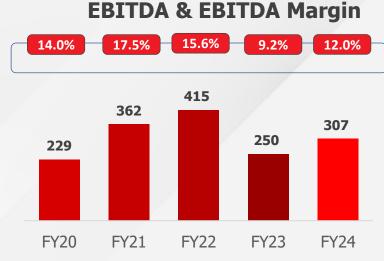
Stock Information	
Market Cap as on 10 th Feb 2025	₹ 4084 Cr.
Stock Price as on 10 th Feb 2025	₹ 369.35
↑↓ 52 Week (High / Low)	₹ 352.05 / 721.00
NSE / BSE - Symbol	PRINCEPIPE / 542907
No. of Shares Outstanding	11,05,61,079

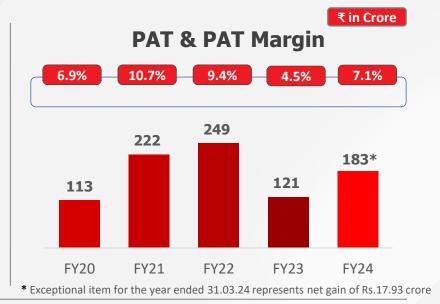
Top Institutional Shareholding (as on 27	^{7th} Dec 2024)
Name of Institution	% O/S
Mirae Asset	10.49
DSP Small Cap Fund	4.47
Government Pension Fund Global	2.01
Aditya Birla Sun Life	0.80
EASTSPRING INVESTMENTS INDIA	0.79
New Mark Advisors LLP	0.47

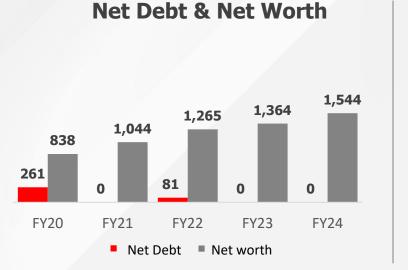
ANNUAL FINANCIAL PERFORMANCE

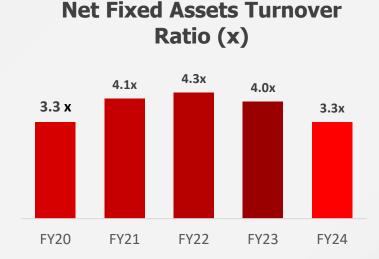


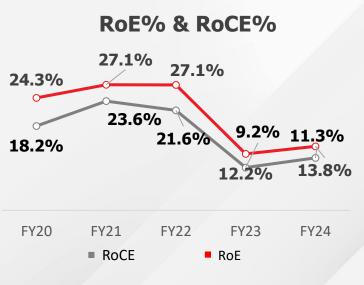












WAY FORWARD









PRINCE PIPES AND FIT FMGS LIMITED

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CONTACT US

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Mr. Karl H Kolah Head - Investor Relations Mail: khk@princepipes.com