



August 06, 2024

To,  
**BSE Limited**  
**Corporate Relationship Department**  
25<sup>th</sup> Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai- 400001  
**Scrip Code: 543258**

To  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C-1, Block G,  
Bandra Kurla Complex, Bandra (East)  
Mumbai - 400051  
**NSE SYMBOL: INDIGOPNTS**

Dear Sir/Madam,

**Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 for Investor Presentation.**

Pursuant to the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the presentation, for the Investors/Analysts, on unaudited Financial Results of the Company for the quarter ended June 30, 2024.

You are requested to take note of the same.

Thanking you,

**For Indigo Paints Limited**

**DAYEETA** Digitally signed by  
**SHRINIVAS** DAYEETA SHRINIVAS  
**GOKHALE** GOKHALE  
Date: 2024.08.06  
**GOKHALE** 17:41:01 +05'30'

**Dayeeta Gokhale**  
**Company Secretary & Compliance Officer**

Encl: as above



# INDIGO Paints Ltd

## Investor Presentation (Q1 FY25)

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# Disclaimer

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*Certain statements and opinions with respect to the anticipated future performance of Indigo Paints Ltd (“Indigo”) in the presentation (“forward-looking statements”), which reflect various assumptions concerning the strategies, objectives and anticipated results may or may not prove to be correct. Such forward-looking statements involve a number of risks, uncertainties and assumptions which could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These include, among other factors, changes in economic, political, regulatory, business or other market conditions. Such forward-looking statements only speak as at the date the presentation is provided to the recipient and Indigo is not under any obligation to update or revise such forward-looking statements to reflect new events or circumstances. No representation or warranty (whether express or implied) is given in respect of any information in this presentation or that this presentation is suitable for the recipient’s purposes. The delivery of this presentation does not imply that the information herein is correct as at any time subsequent to the date hereof and Indigo has no obligation whatsoever to update any of the information or the conclusions contained herein or to correct any inaccuracies which may become apparent subsequent to the date hereof. Certain figures may have been rounded off to the nearest decimal.*



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# Industry leading growth despite subdued market conditions

## Standalone | Q1 FY25

**Rs. 293.9 Cr**

Revenue from  
Operations

6.1% YoY Growth

**8.9%**

PAT Margin %

PAT Rs. 26.5 Cr  
-15.4% YoY Growth

**47.0%**

Gross Margin %

Maintaining pole position

**7.2%**

A&P as % of Revenue  
from Ops

YoY reduction from  
7.6%

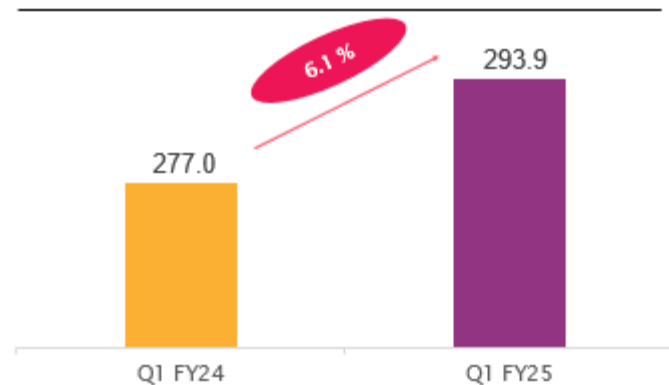
**15.6%**

EBITDA Margin %

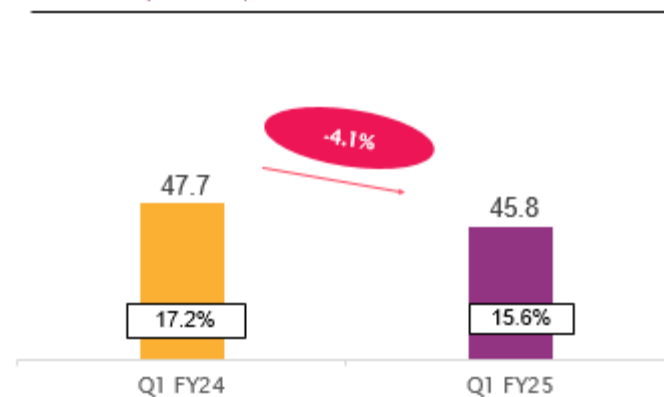
EBITDA Rs. 45.8 Cr  
-4.1% YoY Growth

# Profitability impacted by industry wide price cut & higher employee

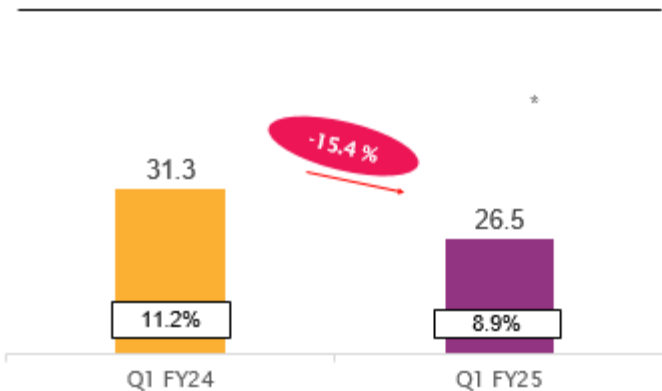
## Sales (INR Cr)



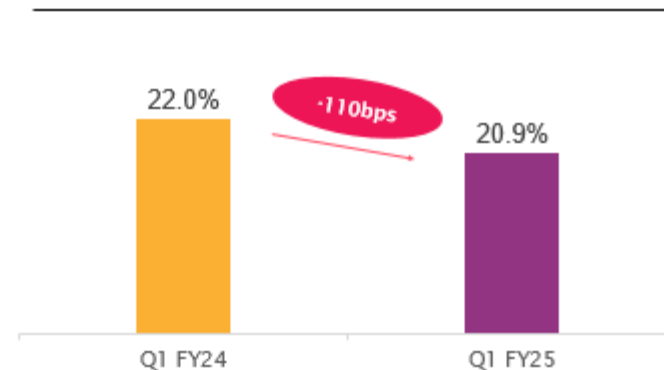
## EBITDA (INR Cr)



## PAT (INR Cr)



## RoCE (%)



Note: RoCE calculated on TTM basis

# Financial Analysis

## 1

Company has outperformed industry growth despite subdued market conditions

Stark slowdown in Kerala, our major revenue contributor

## 2

Indigo continues to maintain pole position in gross margin despite price reduction in Q4 FY24 and Q3 FY24

Realizations were slightly affected due to elevated discounts

## 3

Indigo continued to invest in brand building. The A&P expense for FY24 as % of revenue was 7.2%.

Focus shifting more on digital outreach

## 4

The EBITDA margin for the quarter moderated to 15.6% from 17.2% in Q1 FY24

Margin impacted due to contraction in gross margin as well as higher employee cost incurred

## 5

The PAT margin for the quarter reduced from 11.2% in Q1 FY24 to 8.9% in Q1 FY25.

The reduction is primarily due to higher depreciation charge due to the commissioning of new plant in Tamil Nadu

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# Consolidated revenue aided by outstanding growth in Apple Chemie

## Consolidated | Q1 FY25

**Rs. 311.0 Cr**

Revenue from Operations

7.7% YoY Growth

**8.5%**

PAT Margin %

PAT Rs. 26.7Cr  
-15.4% YoY Growth

**46.6%**

Gross Margin %

Industry Leading Gross  
Margin

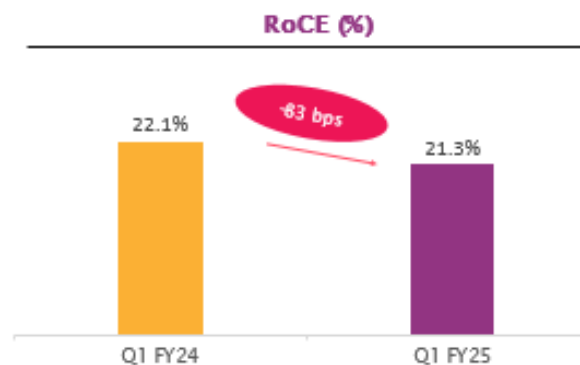
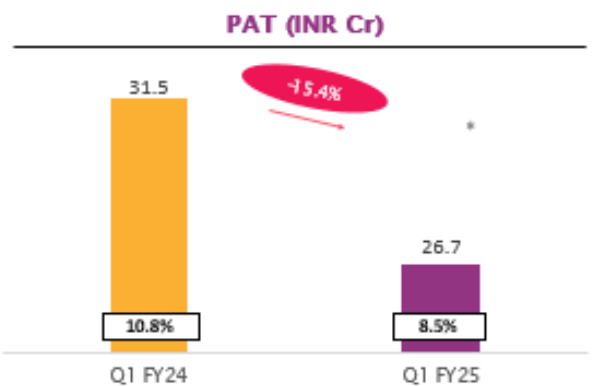
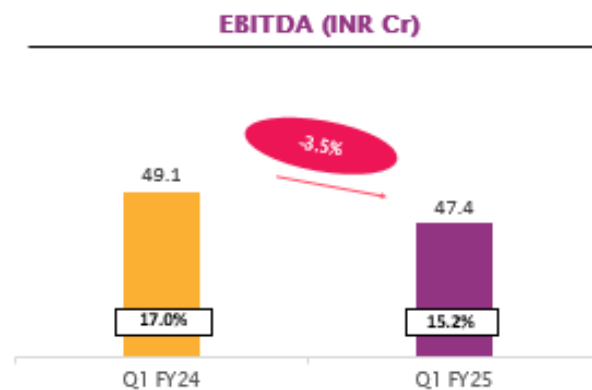
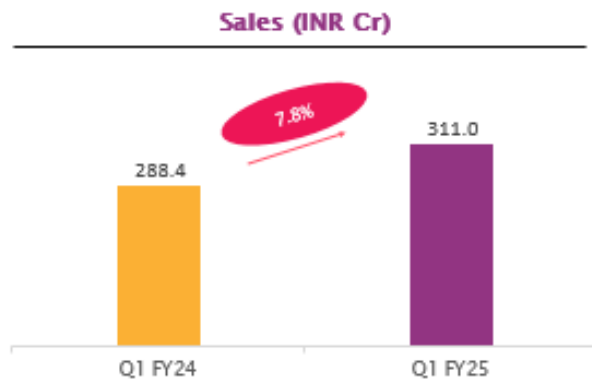
**15.2%**

EBITDA Margin %

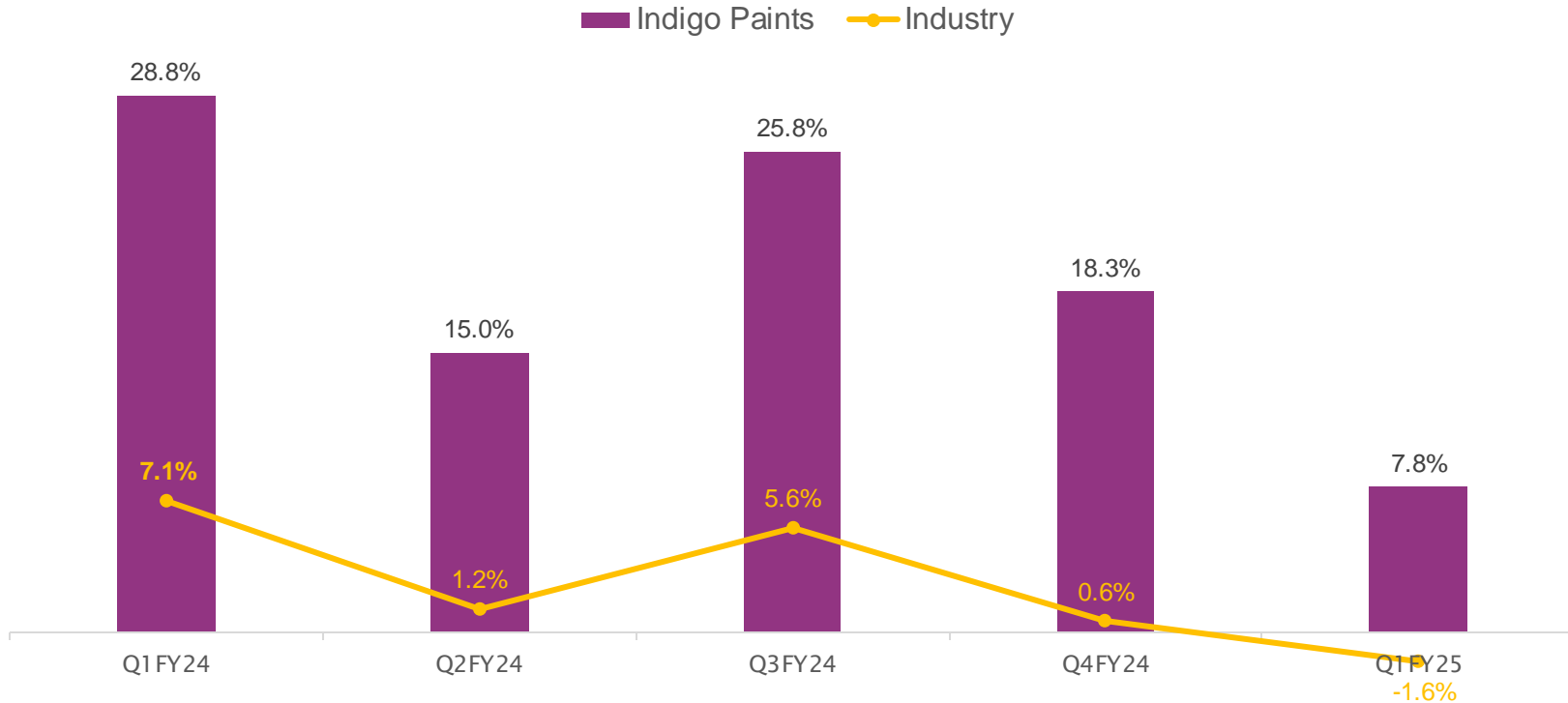
EBITDA Rs. 47.4 Cr  
-3.5% YoY Growth



# Profitability impacted due to lower realization & increased manpower

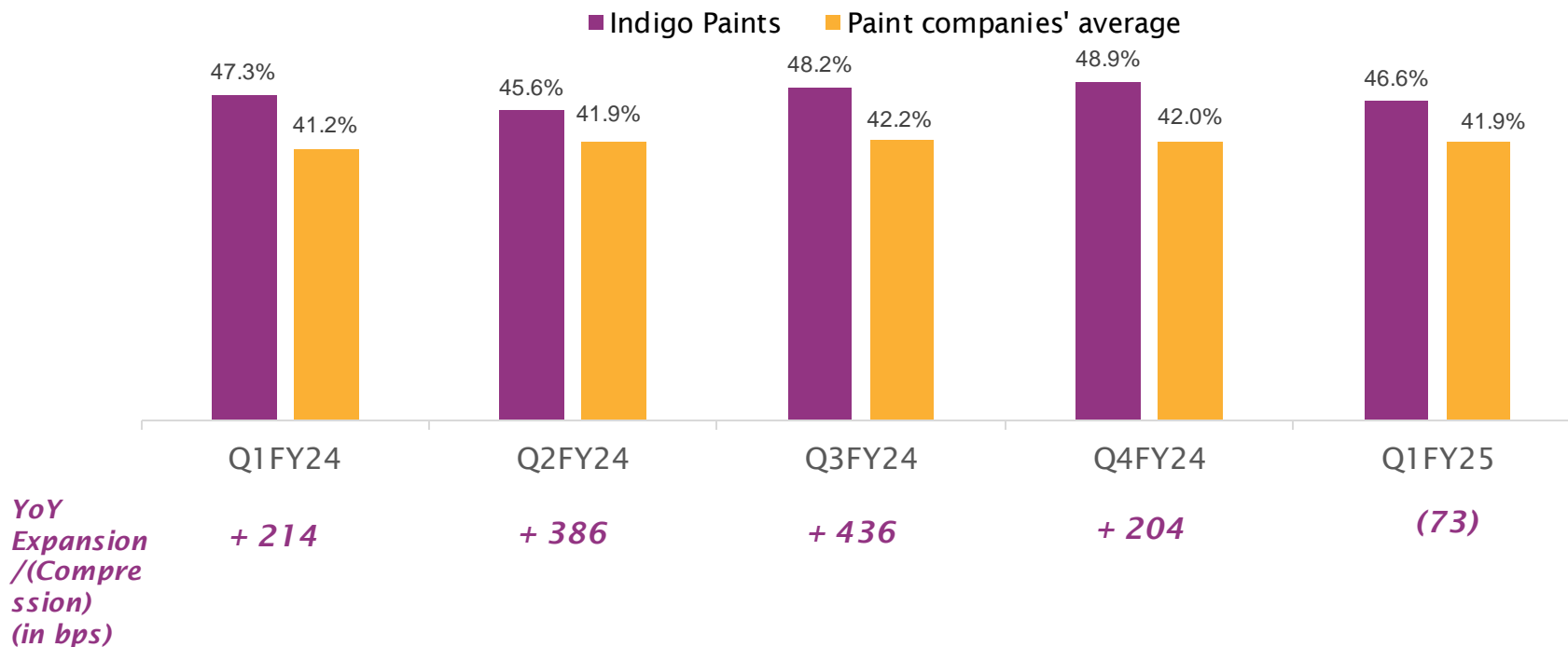


# Consistently outpacing industry growth for 5 quarters



Source: Paints company data based on latest filings of publicly listed peers for period ending 30<sup>th</sup> Jun 2024 (Consolidated)

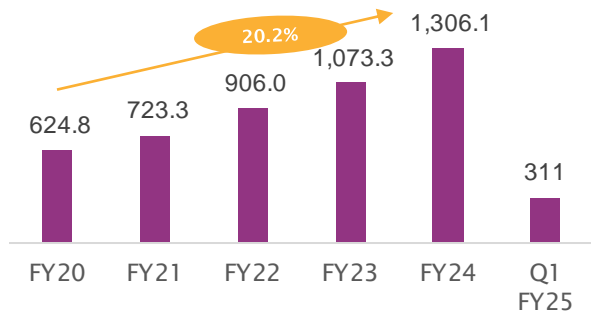
# Maintaining pole position in terms of Gross Margin%



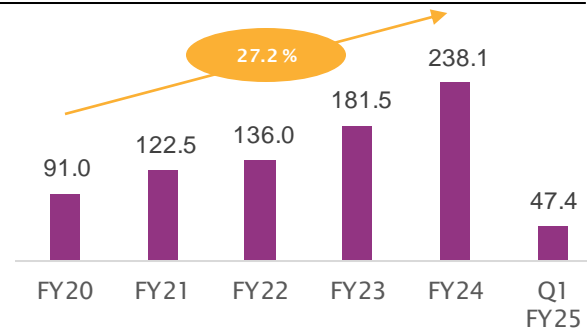
Source: Paints company data based on latest filings of publicly listed peers for period ending 30<sup>th</sup> Jun 2024 (Consolidated)

# Financial snapshot for last 5 years

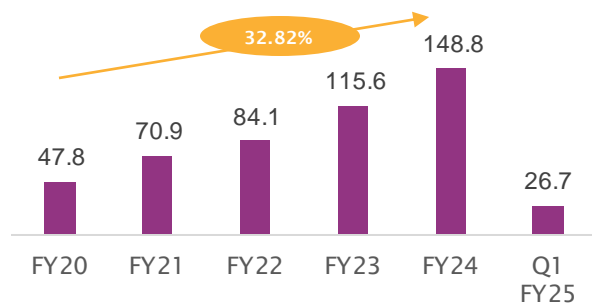
## Sales (INR Cr)



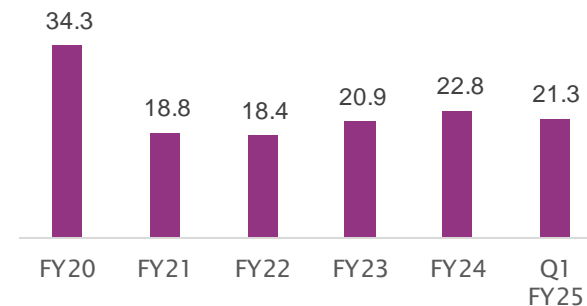
## EBITDA (INR Cr)



## PAT (INR Cr)



## RoCE (%)



Note: Financials on a consolidated basis

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# Product category snapshot for Q1 FY25

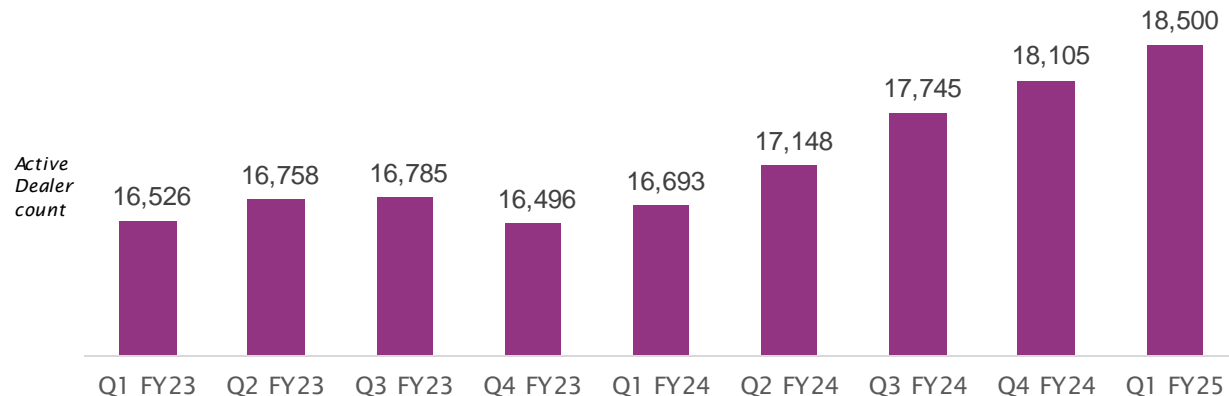
## YoY growth for Q1 FY25 vs. Q1 FY24

Product	Value growth (%)	Volume growth (%)
Putty + Cement Paints	8.9%	8.2%
Emulsions	-3.1%	0.4%
Enamels and wood coatings	-1.0%	5.0%
Primers + Distempers + Others	28.6%	24.4%

# Continued network expansion

## Active dealers and depots (#)

	Q1 FY23	Q2 FY23	Q3 FY23	Q4 FY23	Q1 FY24	Q2 FY24	Q3 FY24	Q4 FY24	Q1 FY25
# of depots	47	47	47	47	49	51	53	53	53
Active Tinting m/c	7,435	7,716	7,978	8,273	8,657	9,114	9,510	9,842	10,210



- Active dealer base increased to 18,500 and focus continues to be on improving throughput per dealer
- Tinting machines deployed crossed a milestone of 10,000



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# Future growth drivers – Indigo Paints 2.0 Strategy



## V. Expansion into adjacencies

- Expand into non decorative segment. Foray into adjacencies like construction chemicals & waterproofing.
- Tapping high growth India infrastructure segment through Apple Chemie India Ltd



## IV. Brand & marketing focus

- Ramp up salesforce
- Step up brand promotion and engage with influencer community
- Increase customer engagement through digital channel



## III. Capacity augmentation -being future ready

- Expand in the existing strategic locations
- State of the art plant with automated material handling



## II. Geographic expansion

- Grow in Tier I and II cities
- Augment engagement with painters & contractors



## I. Product innovation

- Develop differentiated products to grow market share
- Expand product portfolio on the back of inorganic growth initiatives

# New Products/Variants/Designs

## Stain Free Interior Emulsion



A high opacity Interior wall finish with soft sheen and pleasant smell. It is based on highly durable acrylic emulsion and special additives to give exceptional flexibility, high wash ability, and excellent stain resistance for easy to clean properties.

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Acrylic Distemper (Bronze) is a budget variant for interiors designed to give a smooth matt finish.

## Acrylic Distemper (Bronze)



# Geographical Expansion | Deepening our Network

**5** Manufacturing plants

**28** States

**53** Depots

**18,500+** Active dealers

**10,210** Tinting machines



Fortifying our presence in Tier 3,4 cities and fast growing in Tier 1,2 cities

# Capacity Augmentation | Expansion Progress



## Upcoming Plant at Jodhpur

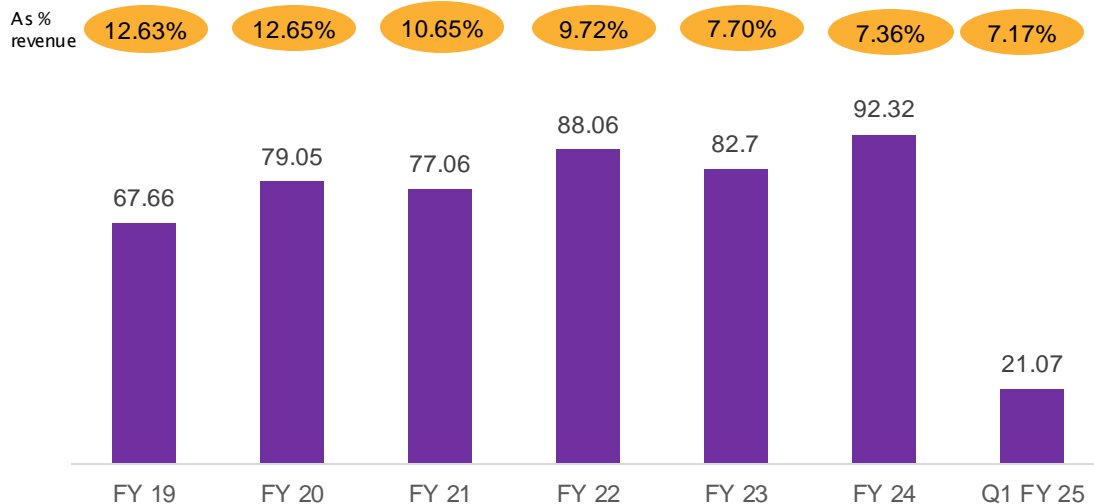
- Foundation completed and erection work progressing in full pace at the water based plant with capacity of 90,000 KLPA
- Foundation work nearing completion at the solvent based plant with a capacity of 12,000 KLPA
- Brownfield expansion of the putty capacity has commenced
- Once commissioned, infrastructure will be sufficient to cater to demands for the next 5 years

## Manufacturing Capacity

	Current	Addition	Total
Liquid Based (KLPA)	1,60,000	1,02,000	2,62,000
Powder Based (MTPA)	1,38,000	1,38,000	2,76,000

# Brand Focus | Consistent focus to build a pan-India brand

## Advertising & Promotional Spends (INR Cr)



- Continue to punch above weight with differentiated advertisement campaigns. A&P spends as % of revenue ~2x of industry
- Focus on both ATL & BTL marketing activities
- Intensifying engagement through digital channels

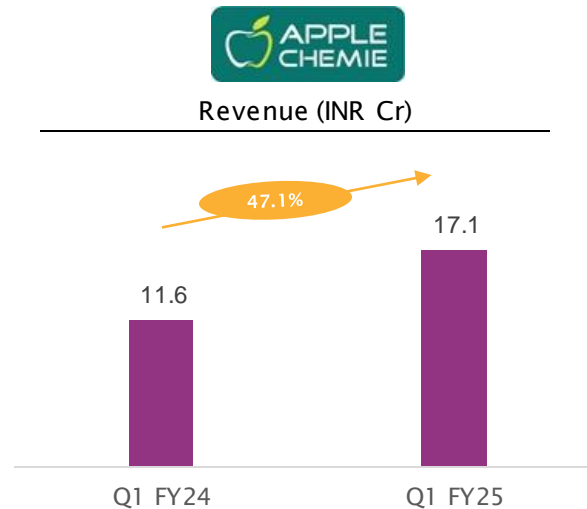


# Marketing Focus | Gaining loyalty of channel partners



# Robust Sales Traction At Apple Chemie India Pvt Ltd

- Indigo Paints acquired 51% of Apple Chemie to foray into construction chemicals & water proofing segment (WPCC)
- WPCC products for retail channel launched and marketed under Indigo brand (Protect Plus Series) while Apple Chemie continues to target the B2B, fast growing infrastructure segment.
- Business presence in Maharashtra, Telangana, Tamil Nadu, Orissa, West Bengal, Madhya Pradesh, Delhi (NCR), Bihar, Karnataka
- Expecting the growth to sustain as the investment in terms of salesforce expansion has started yielding results





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Deployment of EV for last mile delivery

Last mile delivery through EV expanded to three states and exploring deployment in more states



Transitioning to renewable energy

- Deployed solar panels with capacity of 20 kW at Corporate office
- Targeting deployment of 1 MW deployment in factories in FY 25



Education of underprivileged girls

Extending education assistance & career guidance provided to an additional 63 girls over and above the 300 girls through Payal Jalan Trust - Educare initiative



Healthcare for the underprivileged

Continuing to provide healthcare for the underprivileged through Cancure foundation near Kochi Factory



Health Insurance for the Painter Community

Extending the health insurance to painter community to the state of Orissa and Chhattisgarh apart from Bihar

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# Outlook

1

The Company expects to continue to outpace the industry growth

Anticipate a return to double-digit growth as the underlying growth strengthens.

2

Expecting the margins to expand with the price hike & upcoming festive season in Q3 FY25

Multiple price hike effected to pass on the higher costs

3

The A&P expense for the entire fiscal is expected to decline marginally as a % of revenue, despite increasing spends on digital advertising

4

The EBITDA margin% for FY25 is expected to increase slightly, although quarterly variations will be visible due to change in product mix and advertising outlay.

5

Apple Chemie expected to log high growth in revenue in FY25 due to expansion in sales & marketing activities in many more states

Thank You

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