



**SHALIMAR
PAINTS**

November 11, 2020

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: Intimation of Investor's Presentation

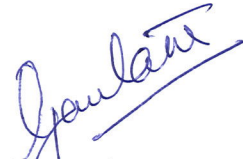
Dear Sir/Madam,

Please find attached the Investor's Presentation for the quarter and half year ended 30th September, 2020. The same is also being uploaded on the website of the Company www.shalimarpaints.com.

This is for your information and records.

Thanking you

For Shalimar Paints Limited


(Gautam)
Company Secretary





Investor Presentation

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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 .

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Company Overview

- A pioneer in the Indian Paints industry with a rich brand legacy of 118+ years
- Operational manufacturing facilities in 3 locations: Sikandrabad (UP), Gummidipoondi (Tamil Nadu) and Nashik (Maharashtra) with a total capacity of 69,000 KLPA
- PAN-India sales and distribution network with more than 5,300 dealers and 33 depots
- Comprehensive Product Portfolio catering to the high growth decorative segment

Emulsions

Enamel

Distemper

Others



Company Overview



Rich brand heritage of

118+
Years



Annual capacity of KLPA

69000



PAN India dealer base

5300+



Presence across cities

730+



Strategically located manufacturing facilities

4



Regional distribution centers

3

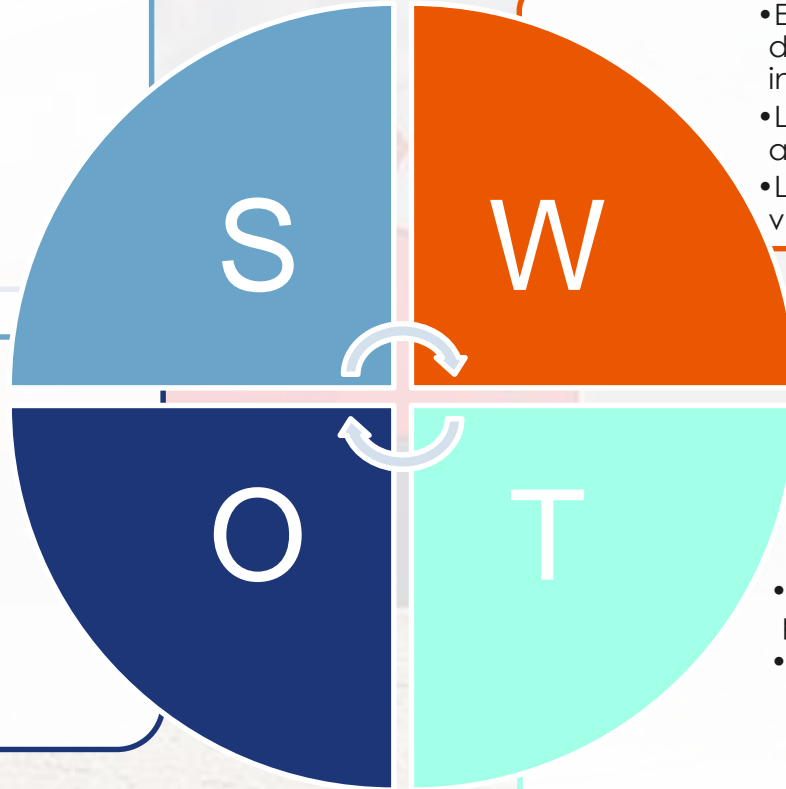


Depots across India

33

- Legacy of over 100 years
- National presence
- Varied product range from deco to industrial to wood and ancillaries and marine coatings
- Professional management

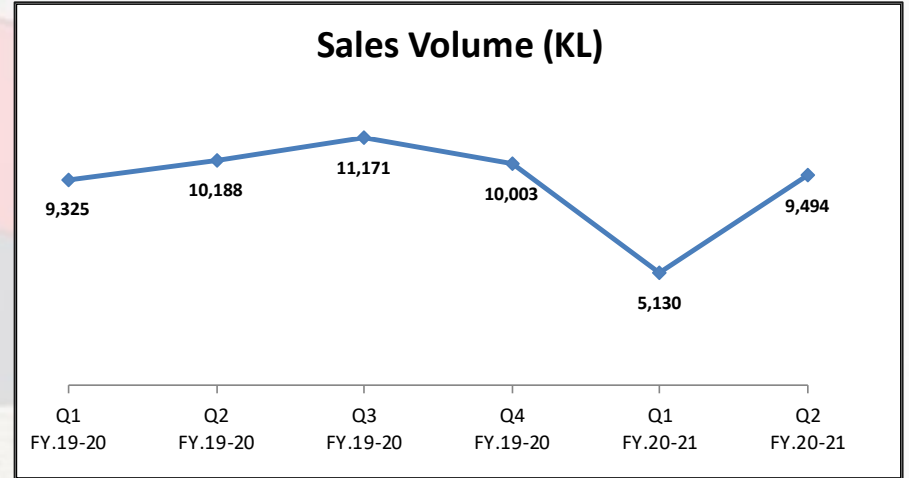
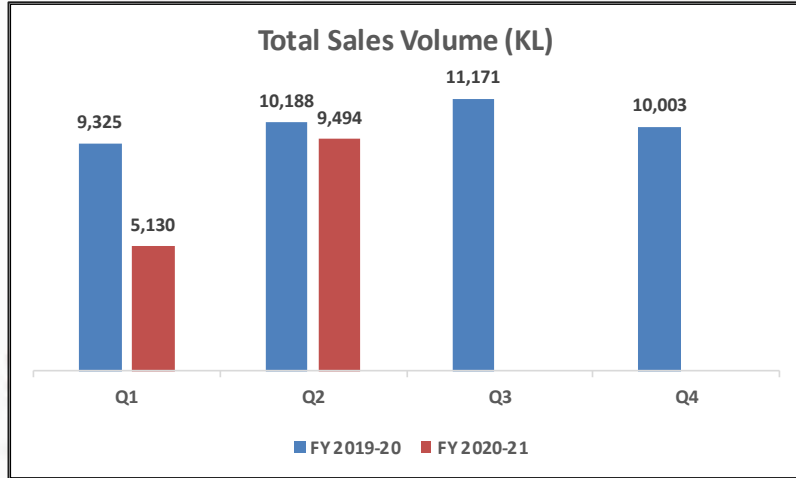
- People becoming hygiene conscious post Covid and this opens up opportunities for the paint sector
- Ample opportunities for distribution expansion and capacity build up in factories



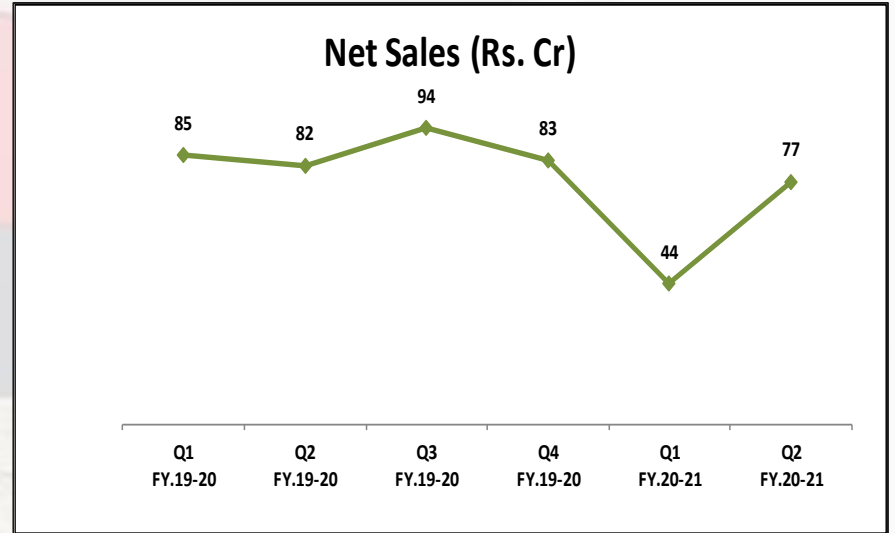
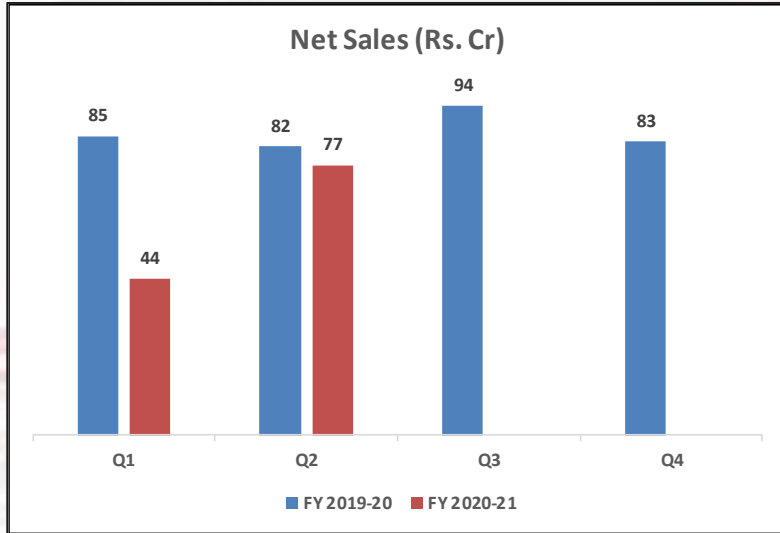
- Erosion in market share in past due to mishaps in factory and inconsistent supplies
- Lesser connect with contractors and painters
- Lack of enablers for consumers vis a vis competition

- Predatory pricing on mass products by larger players
- Account receivables

Total Sale By Volume



Total Sale By Value

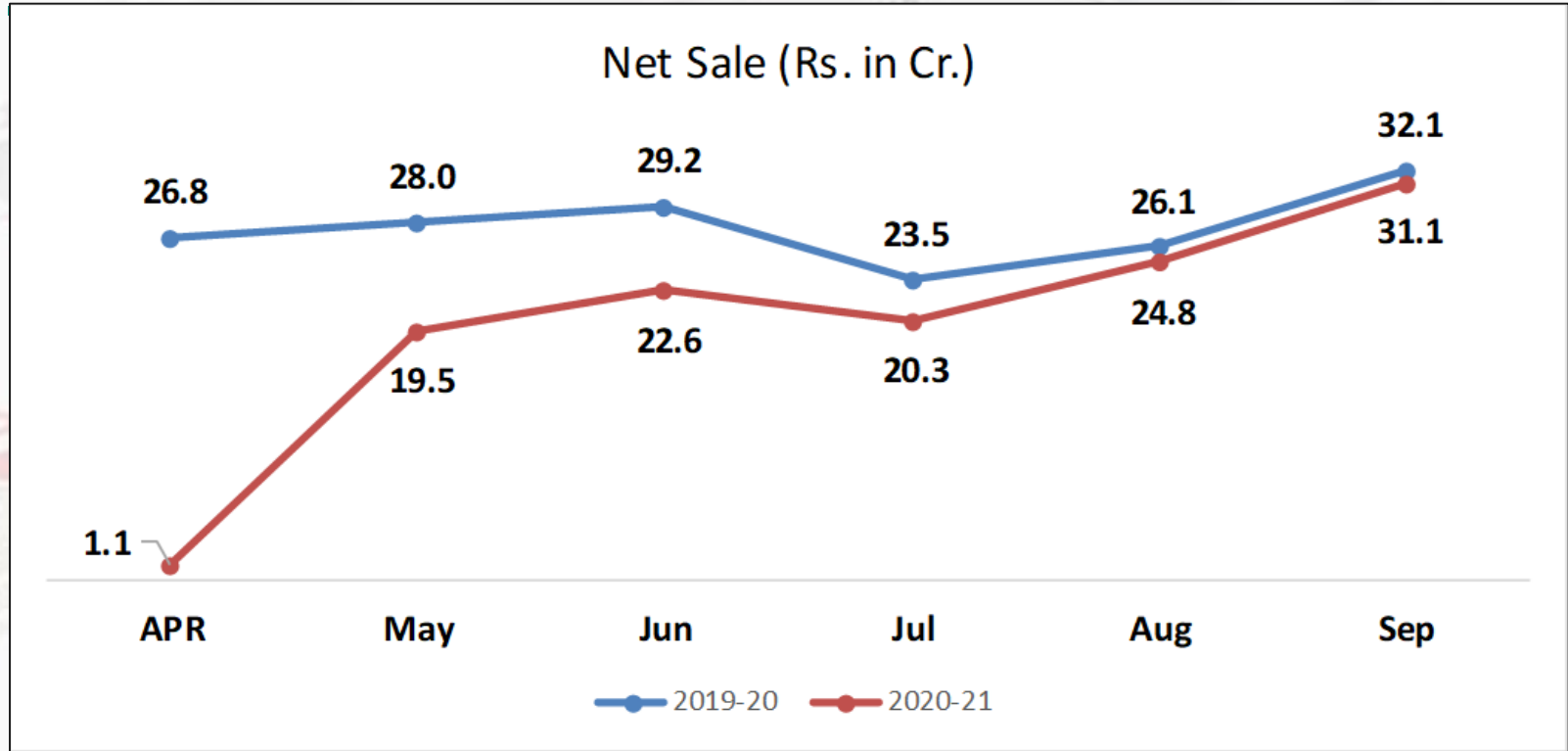


Net sales - Quarter Wise

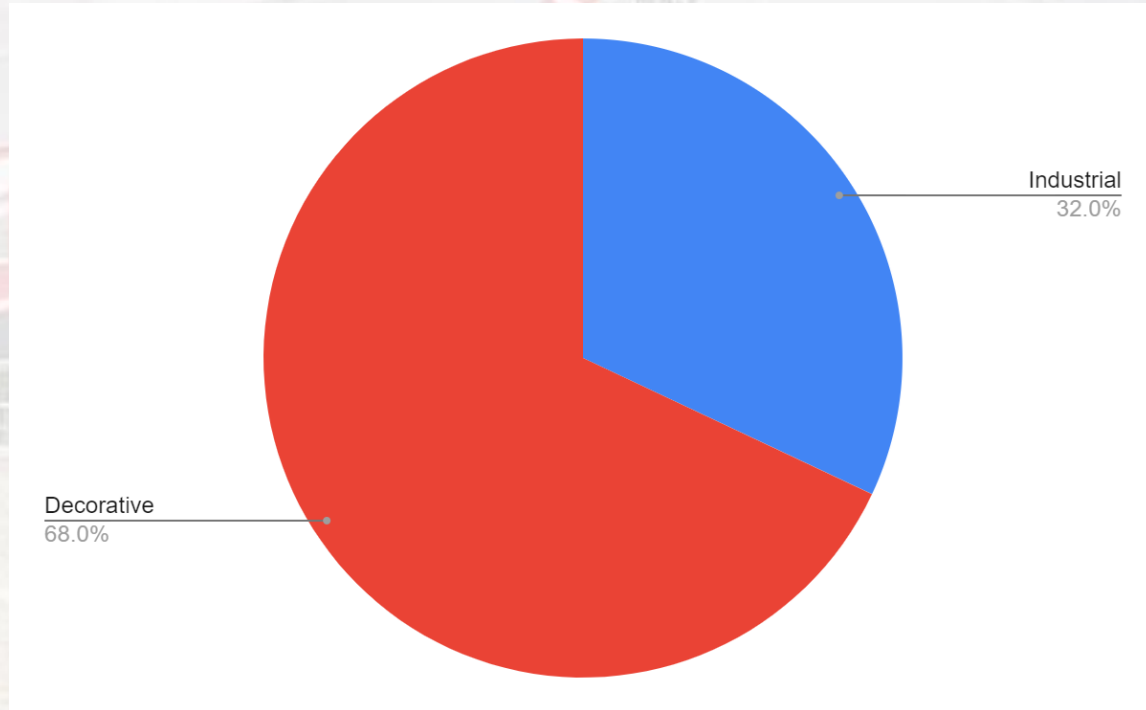


Particulars		2020-21	2019-20	Y-oY Growth %	2020-21	2020-21	Q-o-Q Growth %
		Q2	Q2		Q2	Q1	
Net Value (Rs. Cr.)	Industrial	26.8	27.3	-1.70%	26.8	19	41%
	Decorative	49.4	54.4	-9.10%	49.4	24.2	104%
	Total	76.2	81.7	-6.70%	76.2	43.2	77%

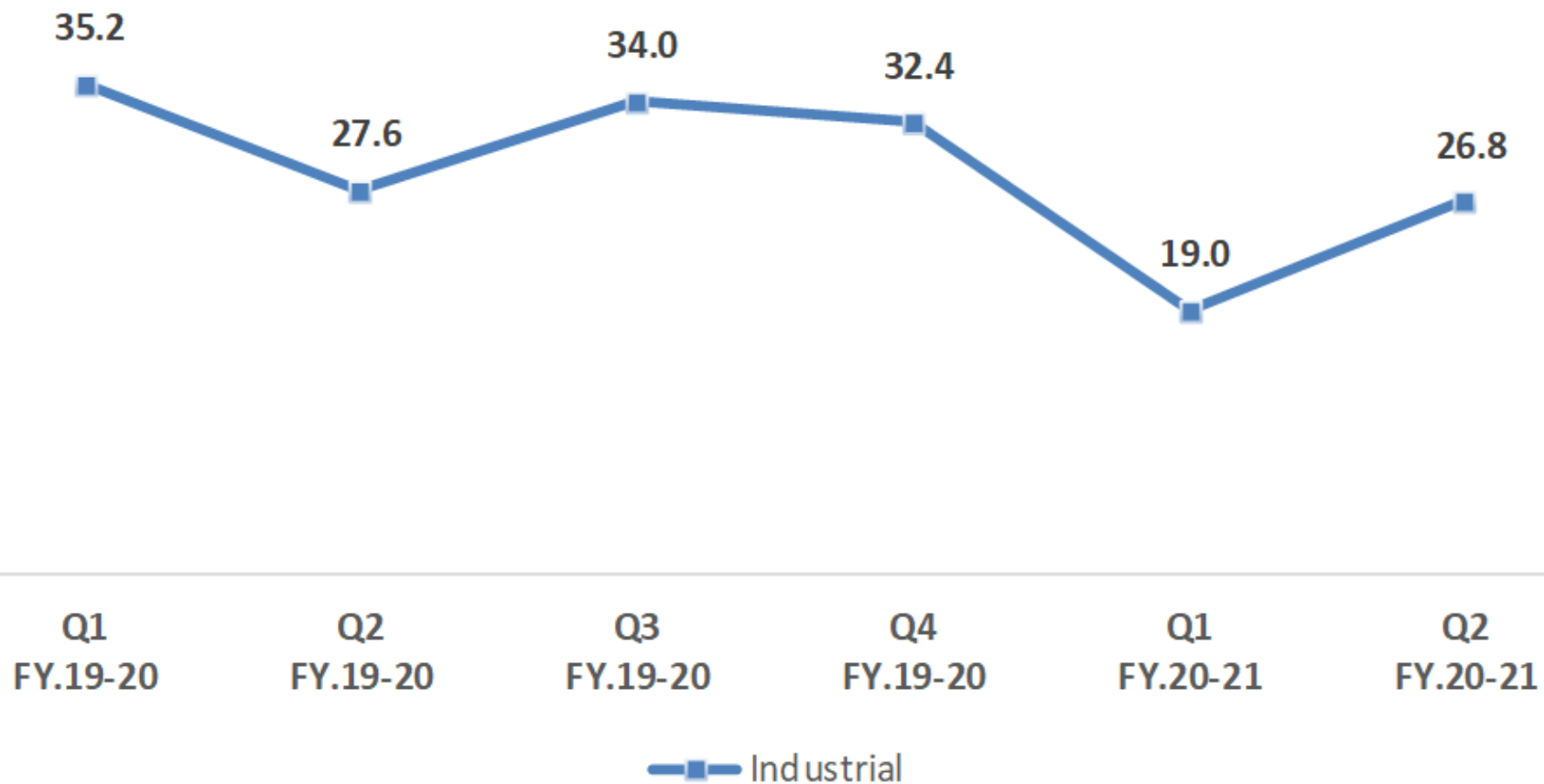
Net sales (month wise)



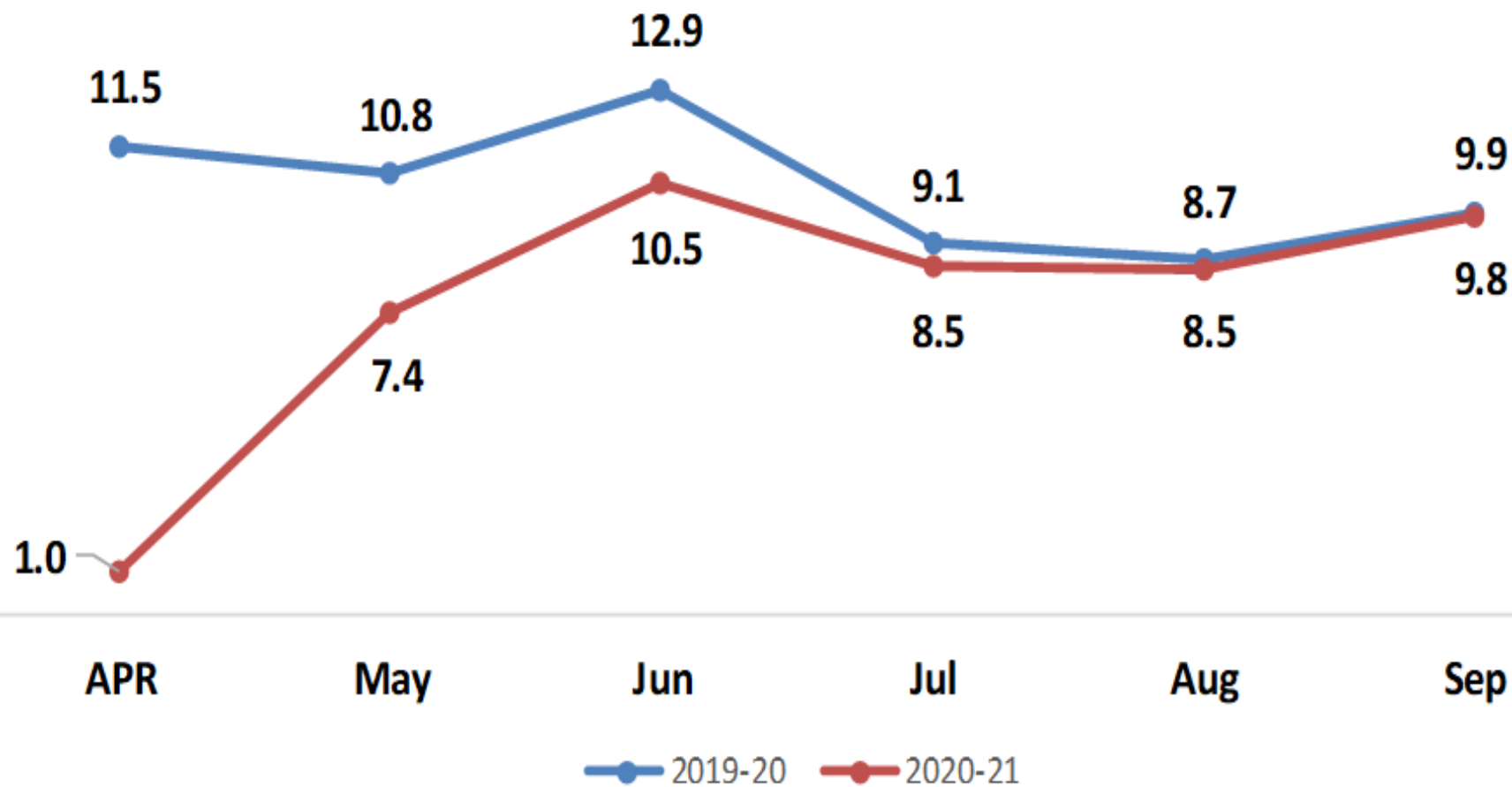
Revenue Segment Wise - %



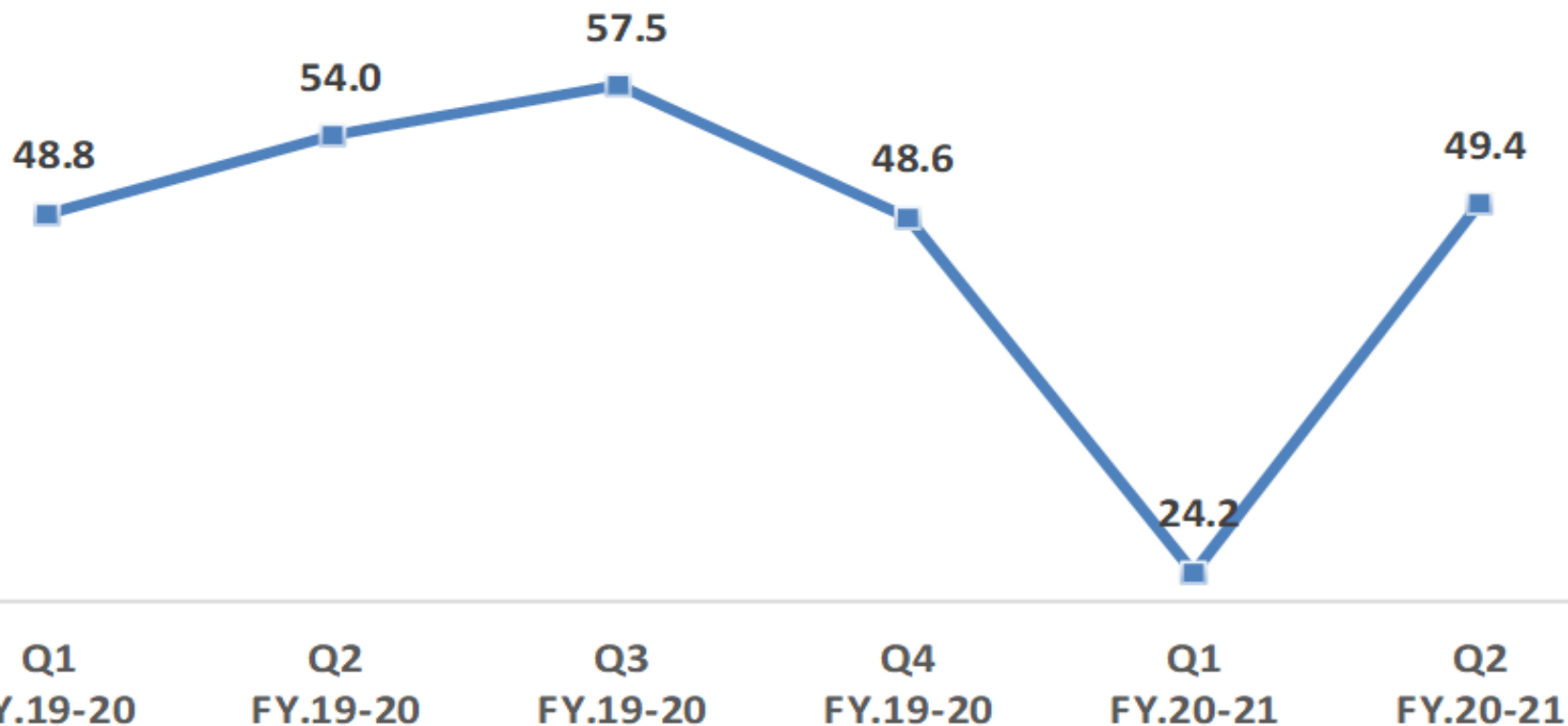
Industrial Sales (In Cr)



Industrial Sale (Rs. in Cr.)

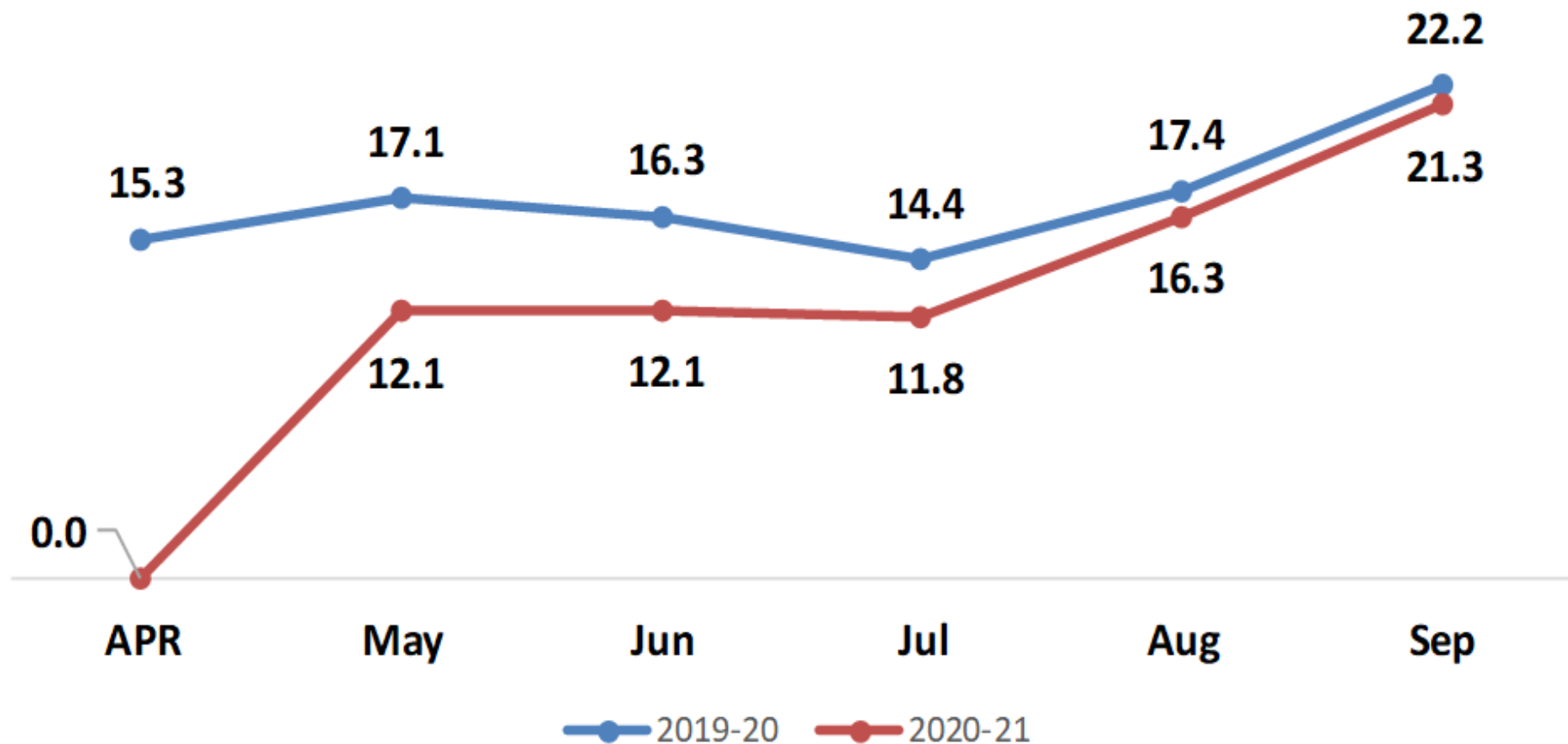


Decorative Sales (In Cr)

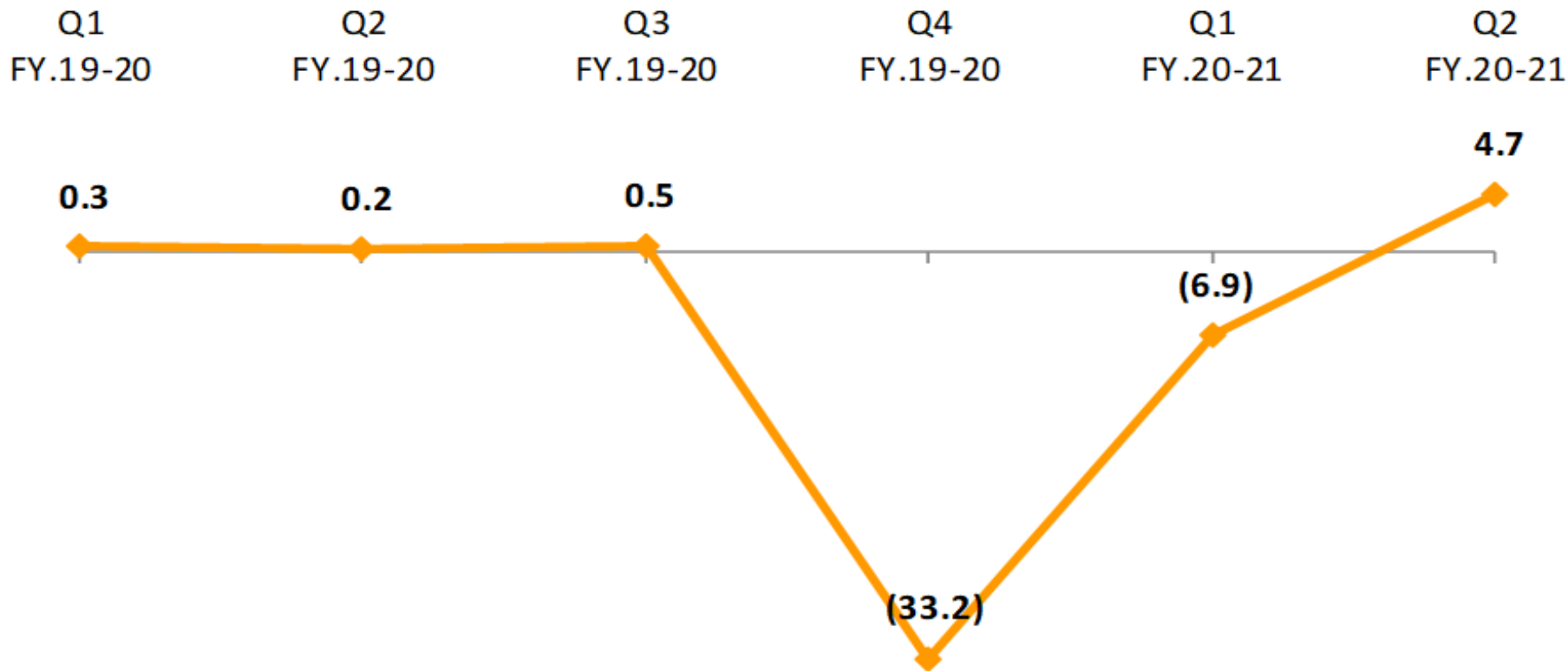


Decorative

Deco Sale (Rs. in Cr.)



EBITDA (Rs. Cr)



Financial Summary: Q2 FY21 (Standalone)

In INR Crores	Q2 - FY21	Q1 - FY21	Q2 - FY20	FY20
Total Revenue	77.03	44.93	82.28	345.27
COGS	50.06	31.01	55.32	232.28
Employee Expenses	9.63	9.59	11.18	48.68
Other Expenses	12.62	9.21	15.55	96.42
EBITDA	4.72	(4.88)	0.23	(32.11)
Interest Expense	4.65	4.56	5.09	19.85
Cash Profit/(Loss)	0.07	(9.45)	(4.86)	(51.96)
Depreciation	3.33	3.33	2.56	10.84
PBT	(3.26)	(12.77)	(7.42)	(62.8)
Exceptional Items	-	(2.00)	-	6.95
Taxes	0.34	(4.24)	(2.25)	(17.97)
PAT	(3.60)	(10.53)	(5.17)	(37.88)

Financial Summary: Q2 FY21 (Consolidated)

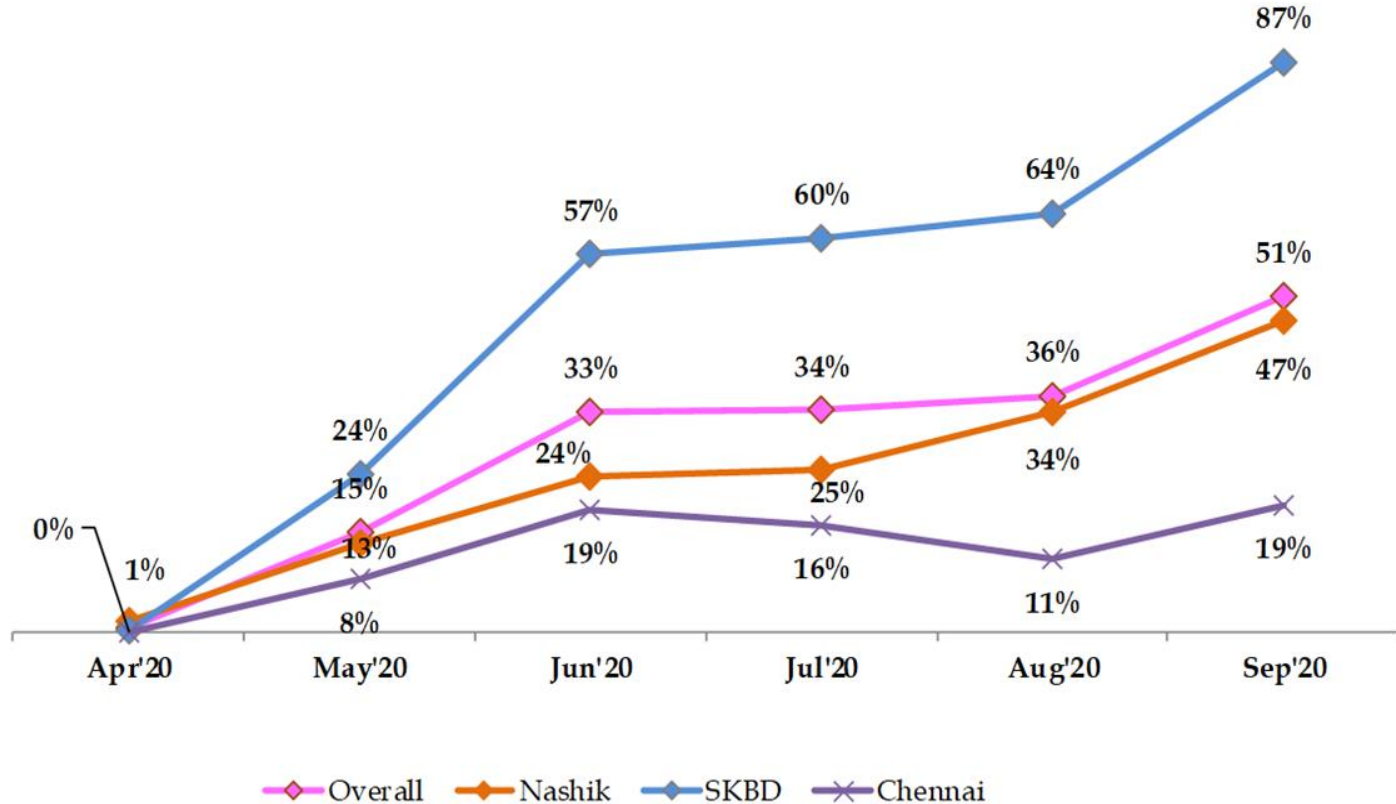
In INR Crores	Q2 - FY21	Q1 - FY21	Q2 - FY20	FY20
Total Revenue	76.95	44.85	82.21	344.98
COGS	50.06	31.01	55.32	232.28
Employee Expenses	9.63	9.59	11.18	48.68
Other Expenses	12.62	9.21	15.55	96.42
EBITDA	4.64	(4.96)	0.16	(32.40)
Interest Expense	4.65	4.56	5.09	19.85
Cash Profit/(Loss)	(0.01)	(9.53)	(4.93)	(52.25)
Depreciation	3.33	3.33	2.57	10.85
PBT	(3.34)	(12.86)	(7.50)	(63.10)
Exceptional Items	-	(2.00)	-	6.95
Taxes	0.34	(4.24)	(2.23)	(17.97)
PAT	(3.68)	(10.62)	(5.27)	(38.18)

Production Quantity (in KL)

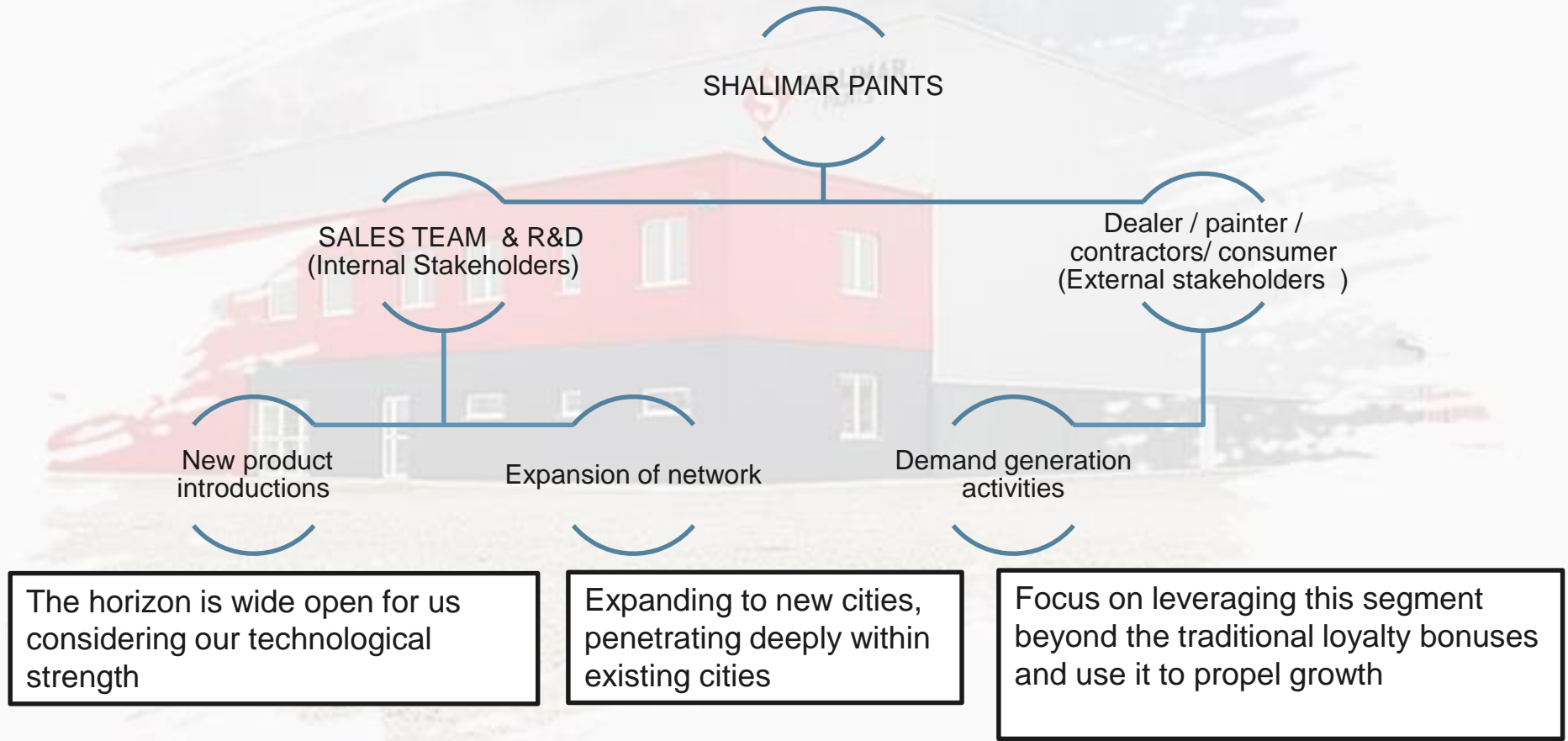


Particulars		2020-21	2019-20	Y-oY Growth %	2020-21	Q-o-Q Growth %
		Q2	Q2		Q1	
Volume (KL)	Chennai	933	2479	-62.00%	530	76%
	SKBD	4094	4595	-11.00%	1590	158%
	Nashik	1896	489	288.00%	695	173%
	Total Paint	6923	7563	-8.00%	2814	146%

Production capacity utilization %



360 degree focus on growth



SHALIMAR PAINTS

SALES TEAM & R&D
(Internal Stakeholders)

Dealer / painter /
contractors/ consumer
(External stakeholders)

New product
introductions

Expansion of network

Demand generation
activities

The horizon is wide open for us considering our technological strength

Expanding to new cities, penetrating deeply within existing cities

Focus on leveraging this segment beyond the traditional loyalty bonuses and use it to propel growth

Focus - Road Ahead

1	Expanding Sales	3	Being Cash Positive
2	Controlling Costs	4	Improving Servicing
Industrial		Decorative	
1. Horizontal expansion in approvals and customer acquisition 2. Regaining old customers 3. Customized products		1. Focus on areas having significant presence 2. Focus on smaller tier 3 & tier 4 towns 3. Premium emulsion sales scaling 4. Service improvement - specially supply	

For further queries



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Company Secretary

Gautam

gautam.verma@shalimarpaints.com