



**SHALIMAR
PAINTS**

Date: May 23, 2020

The Secretary
BSE Limited
Corporate Relationship Department
Phiroze Jeejeebhoy Towers
25th Floor, Dalal Street,
Mumbai- 400001
Scrip Code: BSE-509874

Listing Department
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor,
Plot No., C/1, G-Block
Bandra Kurla Complex, Bandra
Mumbai- 400051
Scrip Code: NSE - SHALPAINTS

Subject- Submission of Investor's Presentation

Dear Sir/Madam,

Please find attached Investor's Presentation in respect for your records and acknowledgement receipt.

Thanking you
For **Shalimar Paints Limited**

Sd/-
Ashish Kumar Bagri
Chief Financial Officer



**SHALIMAR
PAINTS**

Corporate Office: 1st Floor, Plot No. 28, Sector 32, Gurugram – 122001, Haryana
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

POST COVID STRATEGY



POST COVID-19

Impact on the Paint Industry



- For the first time in 64 Quarters, the paint companies expected to report EBITDA losses in 1QFY21F
- Also first time in 22 years, the volume decline of c.10.6% expected in FY21F;
- Overall for FY21F the Paint Industry is expected to see a sales decline of 10.3%

Source: Nomura | Indian paints industry Anchor Report, 2020

PERSONAL HYGIENE

The Next Big Boom In The Indian Consumer Market



- India hand sanitiser market is projected to surpass \$ 43 million by 2025.
- The overall intimate hygiene market is expected to grow past \$5 billion mark by 2025, the market will grow by more than 100 times in about five years

While Other Sectors Are Facing The Brunt Of Pandemic IT'S ADVANTAGE - HYGIENE INDUSTRY

- To enter into healthcare segment with series of products for sanitization and disinfectants - an opportunity to mitigate some of the problems we will face due to lower demand.
- This can help us leverage the similarities and synergy between paint and chemical part of health industry in raw materials and manufacturing process
- Also, along with products an initiation into sanitisation services can help us break the entry barrier into homes and can lead to formalized painting services



Introducing

Shalimar HEALTH





VIRO **GUARD**

A Light Weight & Portable
Disinfectant Fogging
Machine



VIROCLEANER

A Disinfection Device based on Dual
disinfection technology, i.e. UV
Disinfection & Liquid Disinfection

NEXT STEP

Setting up Sales Channels



B2C

1. Product listing on ecommerce websites like Amazon, Flipkart, 1mg, Pharmeasy, Medlife etc.
2. Starting in house dedicated ecommerce website for direct sale (shalimarhealth.com)
3. Reaching out directly to corporate for office hygiene practices - Direct or Via Facilities Management Firms
4. Affiliate Marketing Boost
5. Strategic Alliances towards Sales/Branding of products

B2B

1. Pursuing ecommerce companies to start their own private labels with our ingredients
2. Approaching distributors to penetrate into Hospitals & Retail
3. Reaching out to established firms to take us as their manufacturers i.e - Peesafe, Peebuddy etc

INVESTMENT REQUIRED



- Venture into healthcare related business.
- Investment of Rs. 1 crore in fixed assets and Rs. 2 crores in working capital

A white, three-dimensional ribbon with a slight shadow underneath, set against a solid teal background. The ribbon is curved and has a slight fold in the middle. The words "THANK YOU" are written on the ribbon in a bold, black, sans-serif font. The ribbon has a slight gradient and a soft shadow, giving it a realistic appearance.

THANK YOU