



Ref No.: GIL/CFD/SEC/25/193/SE

7<sup>th</sup> September 2024

**BSE Limited**  
**Scrip Code: 500300 / 890190**

**National Stock Exchange of India Limited**  
**Symbol: GRASIM / GRASIMPP1**

Dear Sirs/Madam,

**Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to the above-mentioned Regulation, this is to inform that the Company will be interacting with the following investor(s):

Date	Name of the Analyst / Institutional Investor(s)	Type of Meeting	Mode of Meeting	Location
9 <sup>th</sup> September 2024	Blackstone	One on One	Physical	U.S.
	Geosphere Capital			
	Altrinsic Global			
	Millennium Management			
10 <sup>th</sup> September 2024	Putnam Investments			
	Lex Hills Capital			
	Macquarie Asset Management			
	Barca Capital			
11 <sup>th</sup> September 2024	Jain Global			
	Invesco Oppenheimer			
	Lord, Abbett & Co.			

The latest Investor and Corporate Presentation to be discussed and presented to the investors is enclosed below and the same shall be placed on the website of the Company i.e., [www.grasim.com](http://www.grasim.com). Please note that no unpublished price sensitive information will be shared/discussed in the meeting with investors.

The above is for your information and record. The schedule may undergo change due to exigencies on part of the Investors/Company.

Thanking you,

Yours sincerely,

**For Grasim Industries Limited**

**Sailesh Kumar Daga**  
**Company Secretary and Compliance Officer**  
**FCS - 4164**

Encl.: As Above

**Cc:**

**Luxembourg Stock Exchange**  
35A Boulevard Joseph II  
L-1840 Luxembourg

**Citi Bank N.A.**  
Depositary Receipt Services  
390 Greenwich Street,  
4<sup>th</sup> Floor, New York,  
NY 10013

**Citi Bank N.A.**  
Custodial Services  
FIFC, 9<sup>th</sup> Floor, C-54 & 55,  
G Block, Bandra Kurla  
Complex, Bandra (East),  
Mumbai 400 098

**Grasim Industries Limited**

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Regd. Office : P.O. Birlagram, Nagda – 456 331 (M.P.)



**Investor Presentation**  
**September 2024**

**GRASIM : A PLAY ON INDIA  
GROWTH STORY**

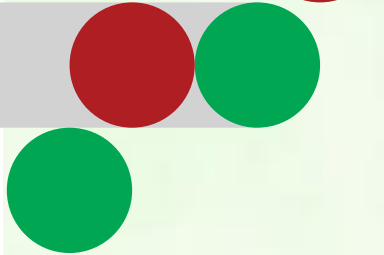
# SAFE HARBOR

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# DRIVEN BY OUR PURPOSE. LED BY OUR VALUES



Passion



Seamlessness



Integrity



Commitment



Speed



# OUR PURPOSE

TO ENRICH LIVES BY  
BUILDING DYNAMIC AND  
RESPONSIBLE BUSINESSES AND  
INSTITUTIONS, THAT INSPIRE TRUST.

# ADITYA BIRLA GROUP IS...

A **US\$ 66 billion\*** conglomerate

Consolidated market cap of **US\$ 113# billion**

Across **6** continents and **40** countries

Present across **20+** sectors

**180+** state-of-the-art manufacturing units globally

**187,000+** employees of over 100 nationalities

**300M+** Loyal customer base



#1

IN ALUMINIUM ROLLING



#1

RECYCLER OF ALUMINIUM



#3

IN CEMENT  
EXCLUDING CHINA



#2

IN CARBON  
BLACK  
(based on installed  
production capacity)



#2

IN CELLULOSIC  
STAPLE FIBRES

## GLOBAL RANKING ACROSS KEY CATEGORIES

ADITYA BIRLA



GRASIM

ADITYA BIRLA



FASHION & RETAIL

ADITYA BIRLA



HINDALCO

ADITYA BIRLA



UltraTech

ADITYA BIRLA



BIRLA CARBON

ADITYA BIRLA



NOVELIS

ADITYA BIRLA



CENTURY



ADITYA BIRLA  
CAPITAL



Together  
for Tomorrow™

## OUR KEY GROUP COMPANIES

# GRASIM'S LEADERSHIP ACROSS KEY COMPONENTS OF GROWING ECONOMY

## INDIA'S AMRIT KAAL

- Strongest and fastest growing among major economies

- Financial maturity, Digitisation and higher credit growth

- Young Population, Higher Disposable Income

- Set to become world's third largest economy by 2027

## KEY FACTORS

Infrastructure & Housing Demand



Cement Producer



RMC player



Producer of White Cement based Putty

Increasing Financialisation

Diversified Financial Services

**Among Top 5** well-diversified NBFCs

Aspirational Consumption

#2

Decorative Paints\*



Cellulosic Fibres



Linen Textiles

Focus on Manufacturing growth



Chlor-Alkali



Epoxy polymers & curing agents

Fast growing Renewable Energy sector

**~2 GW RENEWABLE** energy capacity by CY24

Growing Digital Economy

**B2B E-COMMERCE** platform enabling MSMEs Digital reach

# STRONGLOMORATE : KEY STRENGTHS

1

A Legacy of Values  
and Trust

Operating history  
of **75+ years**

2

Track record of  
creating large  
growing Businesses  
and Brands

Revenue growth  
**~5 times** over the  
past decade

3

Diversified  
Businesses with  
Stable cashflow  
generation

Positive Free  
Cash flow\* in  
**7 out of last  
10 years**

4

Sustainable  
Manufacturing

Increasing share of  
**Renewable power**

Reduction in  
**Freshwater**  
consumption  
across businesses

# STRONGLOMORATE : KEY STRENGTHS

5

History of continuous  
Dividend Distribution

For  
**>60** years

6

Strong Balance Sheet  
with "AAA/Stable"  
rating

Consolidated D/E  
**1x**

7

Value Creation

**~2x outperformance**  
in stock returns vs.  
benchmark over  
10Yr and 5Yr period





# VALUE CREATION STRATEGY

# PILLARS OF OUR STRATEGY



## KEY CONSOLIDATED FINANCIAL HIGHLIGHTS

TTM\* Revenue  
**₹1,33,774 Cr.**

TTM\* EBITDA  
**₹20,615 Cr.**

TTM\* PAT<sup>^</sup>  
**₹5,256 Cr.**

# LEADERSHIP ACROSS DIVERSIFIED BUSINESSES

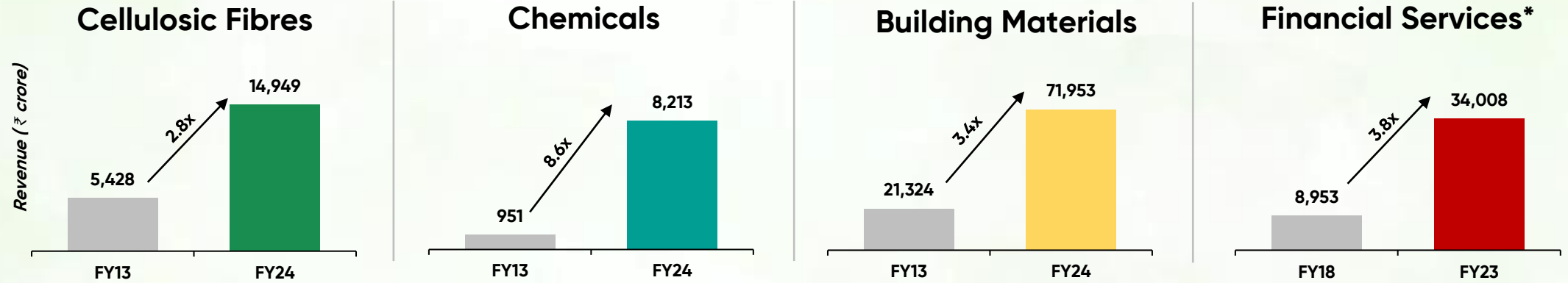


## Building Materials Businesses

## Other Businesses

Cellulosic Fibres	Chemicals	Cement	Paints	B2B E-Commerce	Financial Services	Textiles	Renewables	Insulators
<p>Leading producer of Cellulosic Fibres®, fastest-growing sustainable Fibres in India</p> <p>Focus on Specialty products</p>	<p>Leading producer of Chlor-Alkali and Specialty Chemicals*</p> <p>Focus on improving Chlorine integration</p>	<p>UltraTech: India's largest selling cement brand and 3<sup>rd</sup> largest cement player globally (ex - China)</p> <p>Leading Player of RMC**, White Cement and Cement based Putty</p>	<p>2<sup>nd</sup> largest manufacturing capacity# of decorative paints in India</p> <p>Offering superior products and experience across all segments of Decorative Paints</p>	<p>Digital procurement solution for building materials</p> <p>Assured product quality, Guaranteed delivery, Competitive pricing and Financing solutions</p>	<p>Aditya Birla Capital: A leading Financial Services conglomerate</p> <p>Offering financing, protecting, investing and advisory services</p>	<p>Premium sustainable textile products: linen, wool and cotton fabrics</p> <p>Premium retail brand 'Linen Club'</p>	<p>Presence in clean energy generation i.e. solar, wind and hybrid power</p> <p>Fulfilling renewable energy demand of group companies and power utilities</p>	<p>Leading manufacturer of Insulators</p>

# TRACK RECORD OF CREATING LARGE BUSINESSES & BRANDS



## OUR LEADING BRANDS



\*Financials considered post-merger of Aditya Birla Nuvo Limited with Grasim Industries Limited.

# R&D AND INNOVATION

## WORLD CLASS R&D FACILITIES

<b>1</b> Corporate R&D Centre	<b>5</b> R&D Centres (Cellulosic Fibres)	<b>2</b> R&D Centres (Chemicals & Others)	<b>1</b> R&D Centre (Paints)
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## KEY STRENGTH



**Focused innovation across Businesses**  
R&D focus on the entire value spectrum



**Competent R&D Team**  
Qualified and experienced researchers of 282 people across businesses



**Intellectual Property Rights**  
Patents granted: 25



**R&D Expenditure**  
Spent ~₹330 Cr. last three years

## COMMERCIALISED A VARIETY OF HIGH-VALUE PRODUCTS

### Cellulosic Fibres



Traceability of Pulp source from FSC<sup>(1)</sup> certified sustainable forests



Eco-friendly cellulose Fibre from in-house lyocell technology



Longer lasting protection from microbes



Introduced recyclability of textile waste as a partial replacement to dissolving-grade pulp

### Chemicals



Primary building blocks for formulated products in Construction, Coating, Composite industries



Pthalate free plasticizers



Addressing water treatment problems in Aquaculture



Specialty variants for industrial water treatment

(1) FSC - Forest Stewardship Council.

# SUSTAINABLE BUSINESS PRACTICES AND INITIATIVES

## Sustainable Products & Circular Economy

- Innovations – LivaEco, Lyocell, Dope dyed, Liva Reviva
- Sustainable textiles: Linen, Wool & Premium cotton fabrics

## Responsible Manufacturing

- Closed loop manufacturing process
- ZDHC <sup>(1)</sup> MMCF <sup>(2)</sup> Standards

## Responsible Sourcing

- RM sourcing for pulp from sustainably managed forests
- Supplier code of conduct – Ethics, Human Rights

## Valuable Partnerships

- Value Chain – LAPF <sup>(3)</sup>, Blockchain traceability (GreenTrack)
- Technology & Research Institutes, Licensors



## SUSTAINABLE GROWTH

## SUSTAINABILITY RATINGS

**65**  
DJSI<sup>(4)</sup>  
score

**BBB**  
MSCI ESG  
Ratings

**B**  
CDP  
Climate Change

**27.6**  
ESG  
Risk Rating

## Water Stewardship

- Grasim has implemented ZLD <sup>(5)</sup> plants at Nagda, Renukoot, Ganjam, Rehla, Rishra, Halol and BB Puram sites
- Lowest water consumption/ton of fibre in the world

## Energy Conservation & Renewable Energy

- Upgraded and optimised the generation of electrolyzers
- Lower carbon emissions by higher use of renewable energy

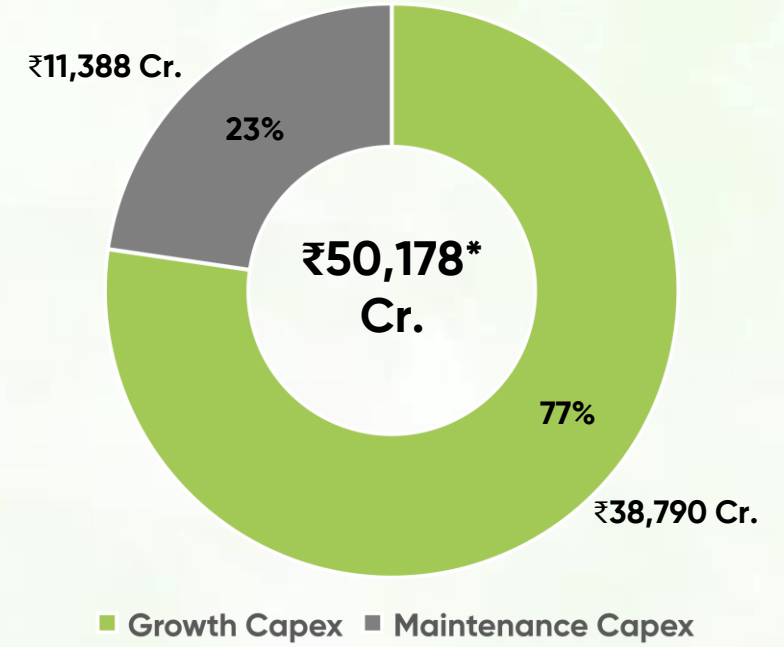
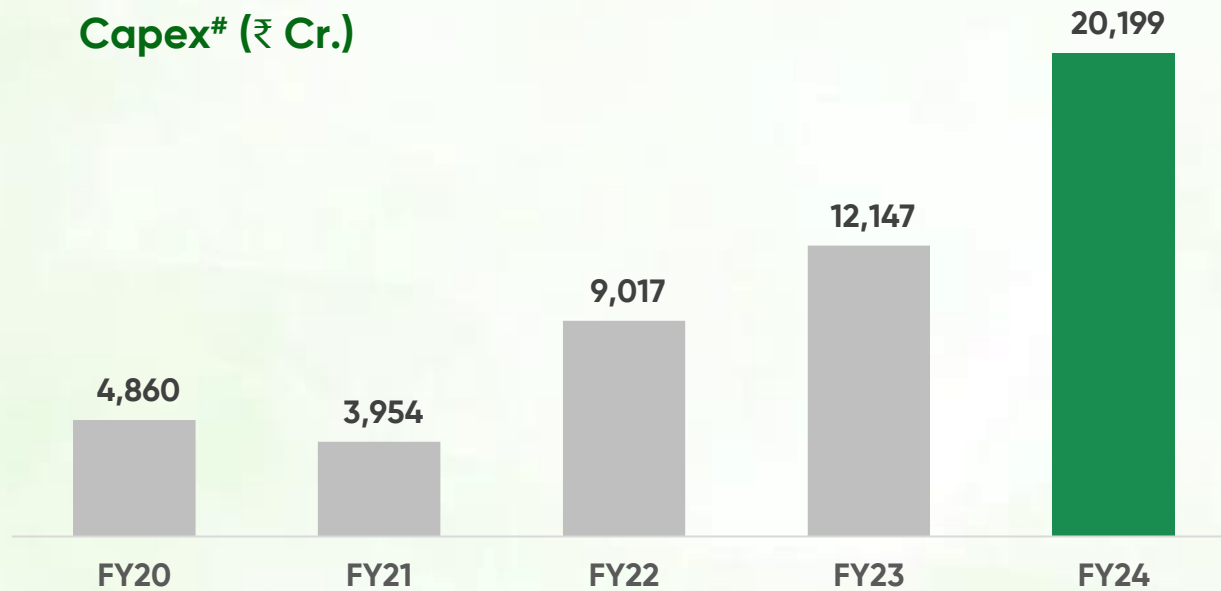
## Reduction in Waste Generation

- Installed sulphate removal system
- Optimised yarn spinning output by reducing soft waste

# CAPITAL ALLOCATION

● FOCUS ON GROWTH BUSINESSES

Total Consolidated Capex# (₹ Cr.)



\*Calculation based on the movement in gross block and CWIP.

\*Capex over 5-YR (FY20 to FY24).

# COST LEADERSHIP



## CELLULOSIC FIBRES

### Strong Backward Integration

Caustic, pulp, power and steam

### Cost efficient production processes

Best in Class Consumption Ratios

### Innovations

Continuous improvements in yields through inhouse innovations



## CHEMICALS

### Power

Diversified sources (captive + grid) of power with improving renewable energy mix

### Chlorine Integration

Cost reduction by increasing production of chlorine derivatives

### Strategic Partnership

Building strategic relationships with key value chain partners



## PAINTS

### Cost Efficient Manufacturing

Right size plants with high level automation and lean systems

### Backward Integration

Integrated manufacturing for key inputs: Emulsions & Resins

### R&D

In-house R&D capability for original polymer chemistry & superior paint formulation



A hand is shown pointing upwards with the index finger. A glowing white line starts from the bottom left, passes through the hand, and ends at a bright white dot at the tip of the finger. The background features a grid pattern and a bar chart with several bars of varying heights. The overall color scheme is a gradient of blue, purple, and pink.

# FINANCIAL HIGHLIGHTS

# TRACK RECORD OF CONSISTENT GROWTH

## REVENUE (₹ Cr.)



## EBITDA (₹ Cr.)



**Robust performance of Cement and Financial Services business are main drivers of the growth**

**Cellulosic Fibres and Chemicals businesses performance remains stable, despite global volatility**

# CONSISTENT GROWTH LEADING TO STRONG FINANCIALS

## CONSOLIDATED

Particulars	As on 31 <sup>st</sup> Mar 2023	As on 31 <sup>st</sup> Mar 2024	As on 30 <sup>th</sup> Jun 2024
Net worth (₹ Cr.)	78,742	88,652	93,317
Debt - Equity Ratio	0.82x	0.97x	1.00x
Debt* - Equity Ratio	0.15x	0.19x	0.21x
Net debt* (₹ Cr.)	6,978	15,436	19,028
Total debts to Total assets	0.30x	0.33x	0.33x



Already raised ₹2,000 Cr. in rights issue and balance to be raised ₹2,000 Cr.

Consolidated Net debt\* to EBITDA stood at 1x as on 30<sup>th</sup> Jun'24



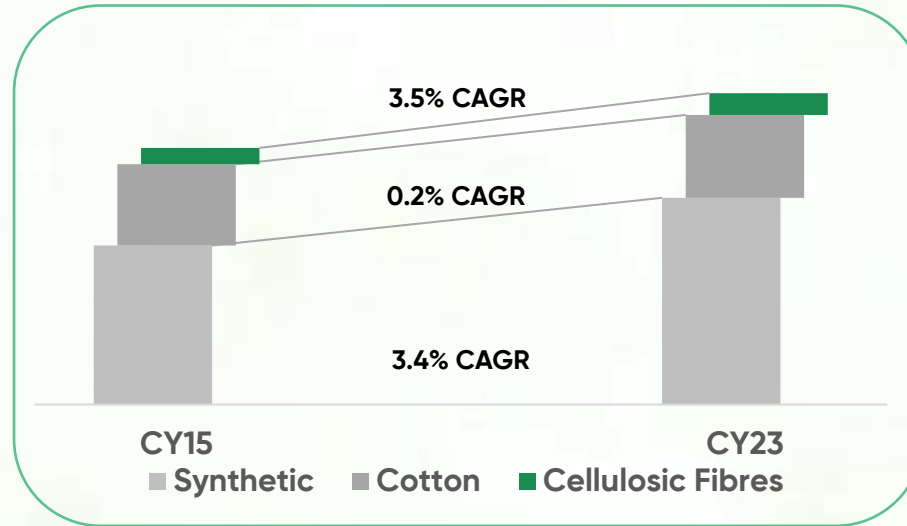


# CELLULOSIC FIBRES BUSINESS

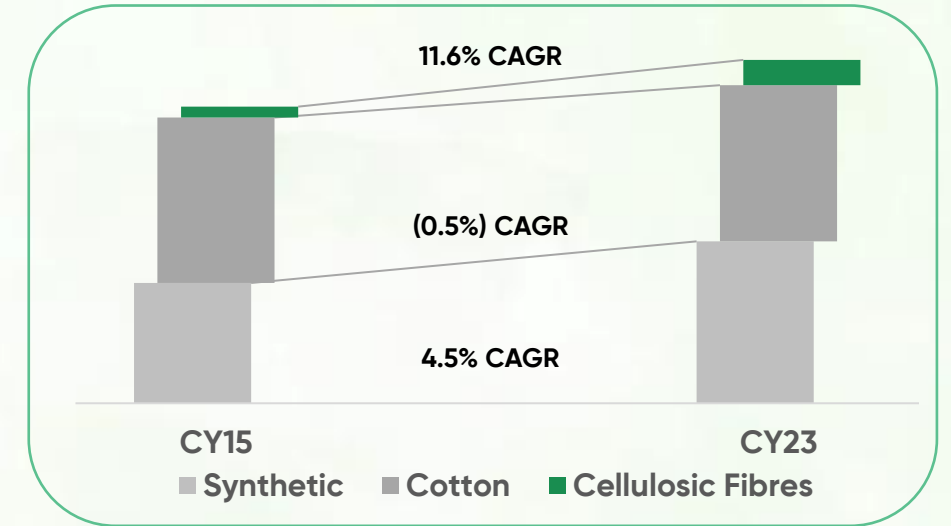
# CELLULOSIC FIBRES : FASTEST GROWING FIBRE

INDIA CELLULOSIC FIBRE GROWING FASTEST WITH CAGR **>2x** OF OTHER FIBRES

## GLOBAL



## INDIA



## GROWTH DRIVERS

**~6% SHARE**

of Cellulosic Fibres in total fibre basket at Global level and in India

**CELLULOSIC GAP**

huge growth opportunity due to cotton constraints

**LIVA BRAND**

supporting demand creation of textile value chain

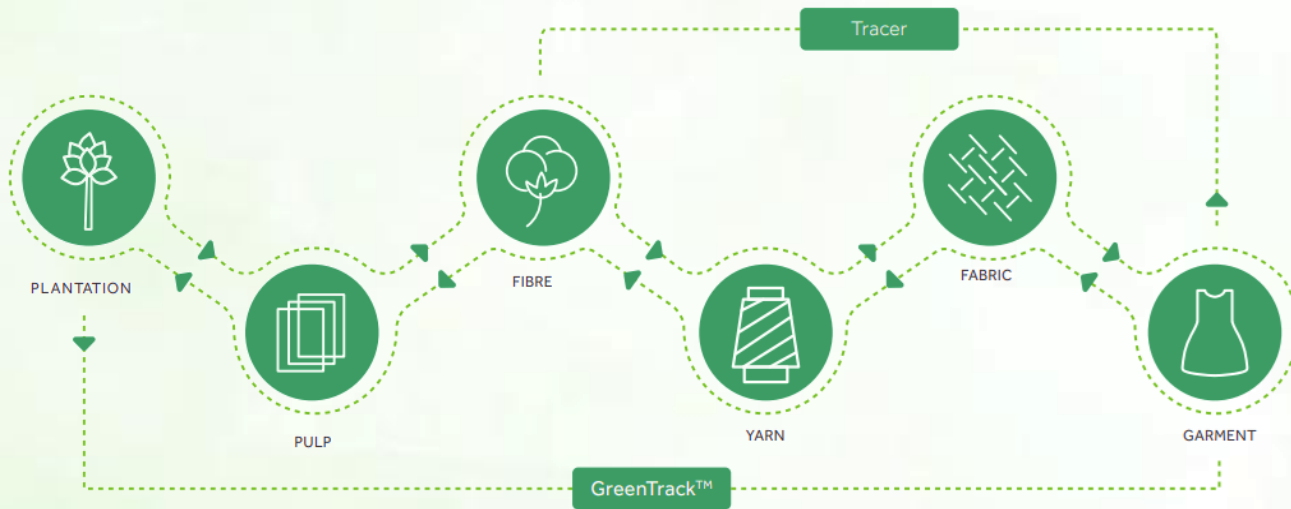
**MOST SUSTAINABLE**

fastest biodegradable and environment friendly

# CELLULOSIC FIBRES : INNOVATION

## Traceability: Forest to Fashion

Scan here  
to know  
more



## CANOPY HOT BUTTON RANKING – HIGHEST RATING



2020



2021



2023



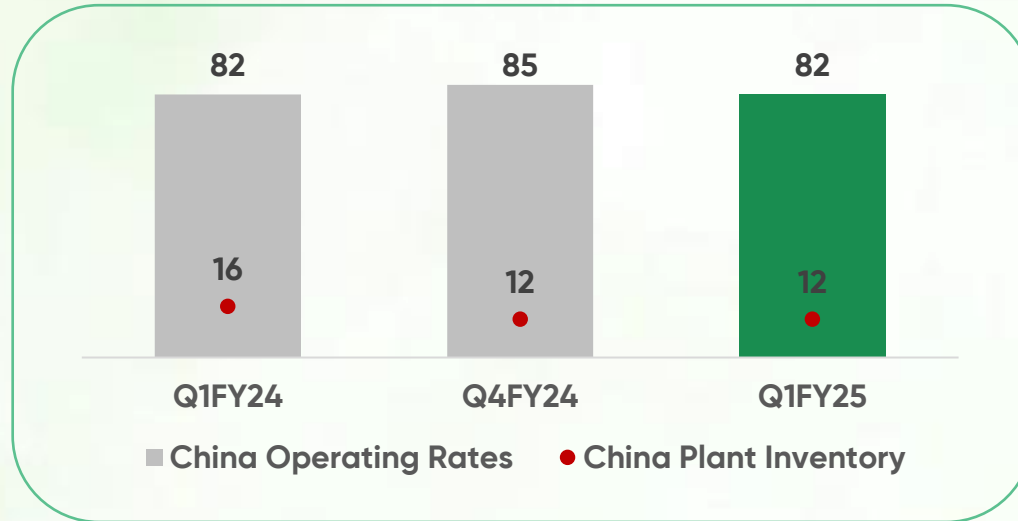
2023

## Circular Fashion

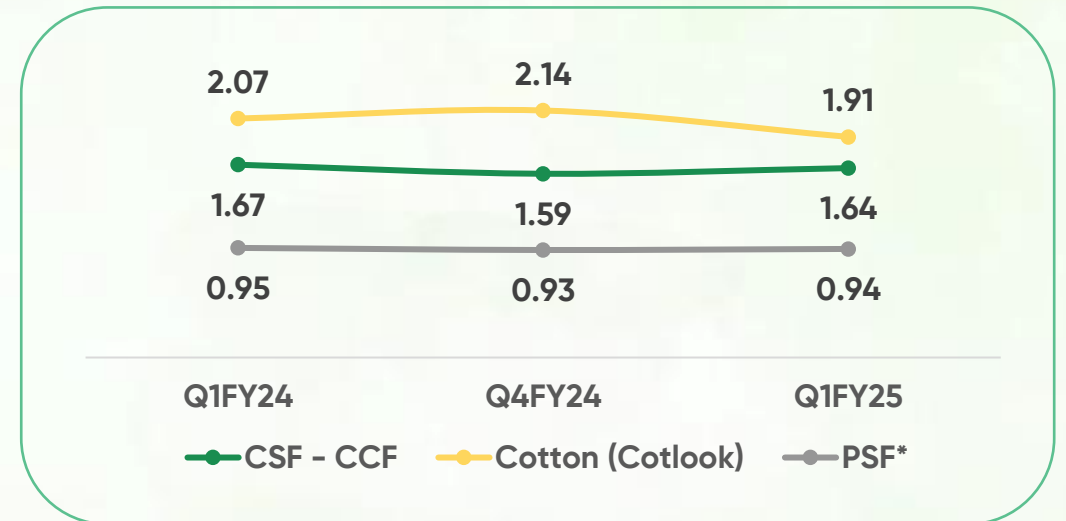


# CELLULOSIC FIBRES : KEY MACRO TRENDS

## CHINA OPERATING RATE AND INVENTORY DAYS



## GLOBAL PRICES TREND (\$/KG)



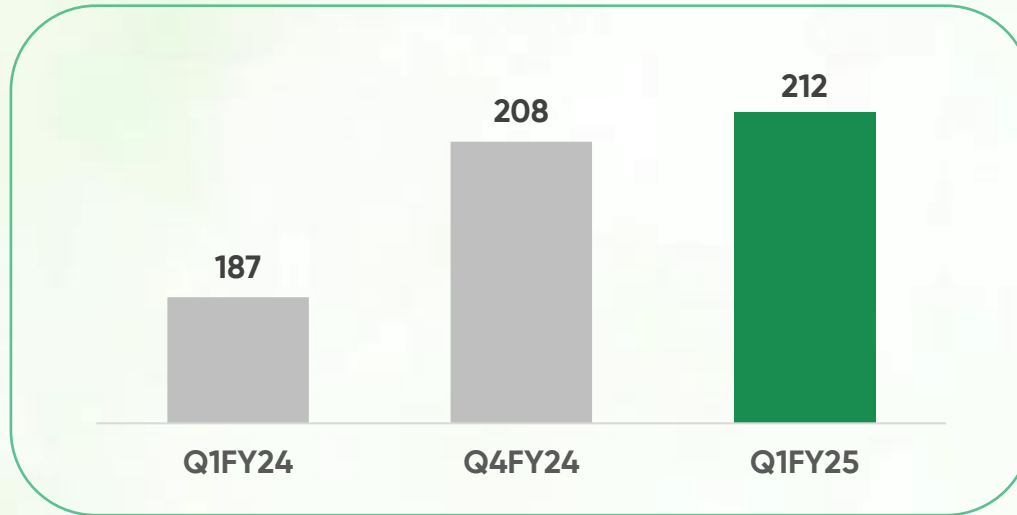
Cellulosic Staple Fibre demand supported by moderating retail inventories and improved consumer buying due to easing inflation

Operating rates continue to remain above 80% levels with decline in inventories of 12 days

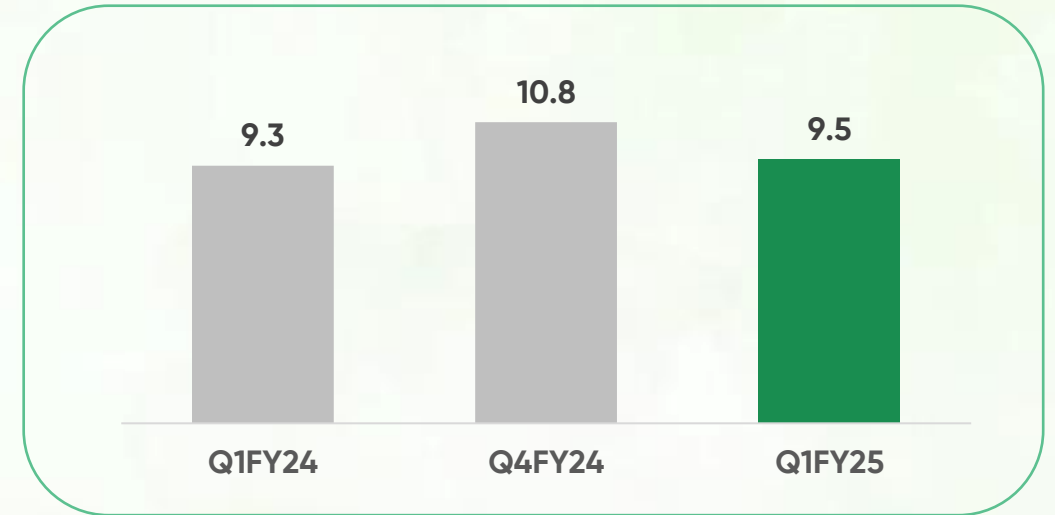
Cellulosic Staple Fibre global prices on upward trend, though impact of oversupply in some markets like Indonesia continues

# CELLULOSIC FIBRES : KEY OPERATIONAL METRICS

## CELLULOSIC STAPLE FIBRE (CSF) SALES (KT)



## CELLULOSIC FASHION YARN (CFY) SALES (KT)



**CSF sales volumes stood at its highest quarterly run-rate of 212 KT**

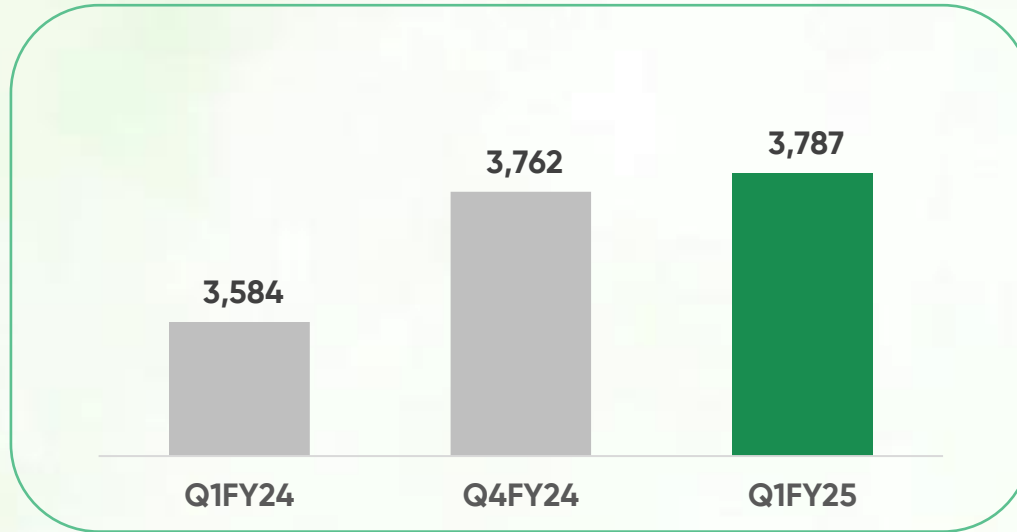
**CSF capacity utilisation >95% led by stable domestic demand**

**CFY business remains impacted by lower priced imports in an already weak demand market**

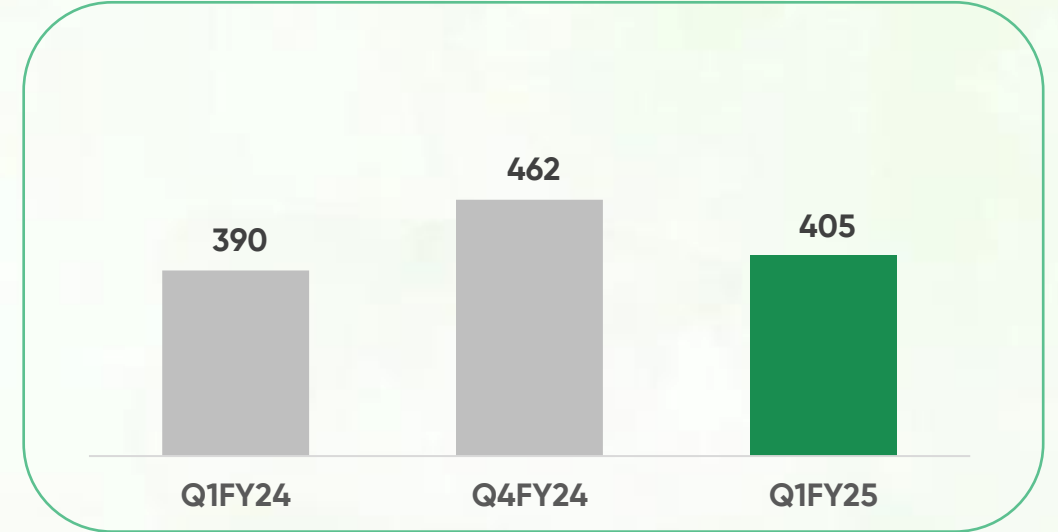


# CELLULOSIC FIBRES : FINANCIAL PERFORMANCE

REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



Revenue supported by volume growth partially impacted by lower realisations on account of softening input prices

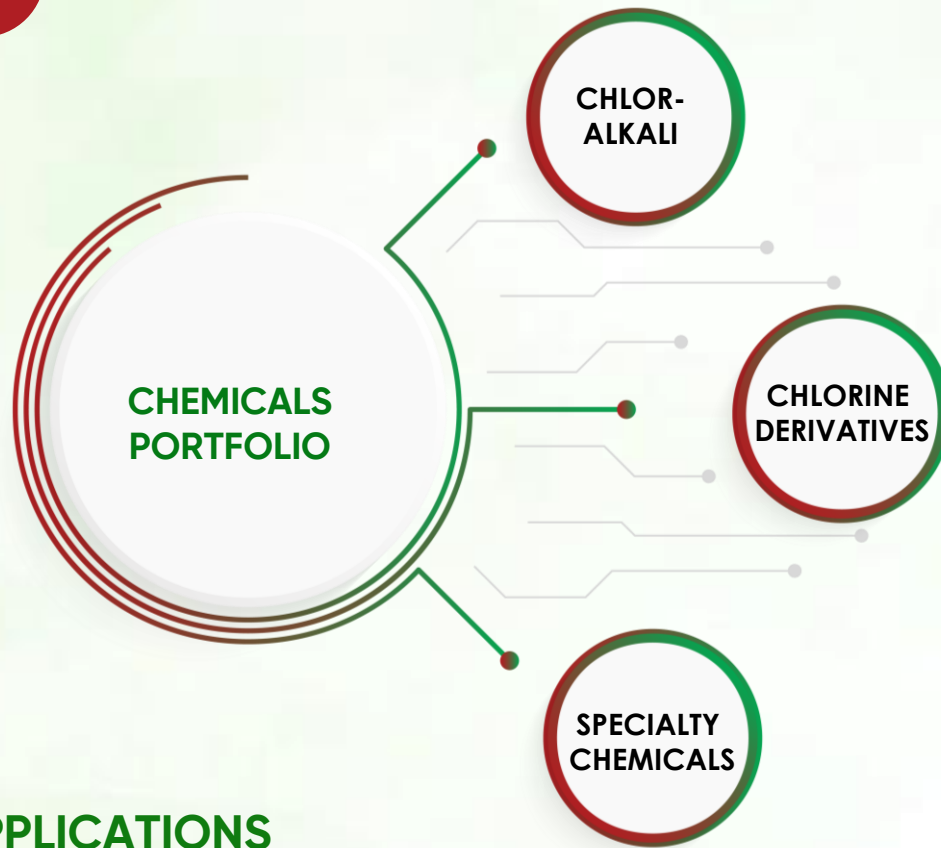
CSF EBITDA was higher by 16% YoY led by lower input (caustic and sulphur) costs and higher volumes

CFY margin were down YoY led by weak demand and low-priced exports by Chinese producers to Indian markets



**CHEMICALS BUSINESS**

# DIVERSIFIED CHEMICALS PORTFOLIO

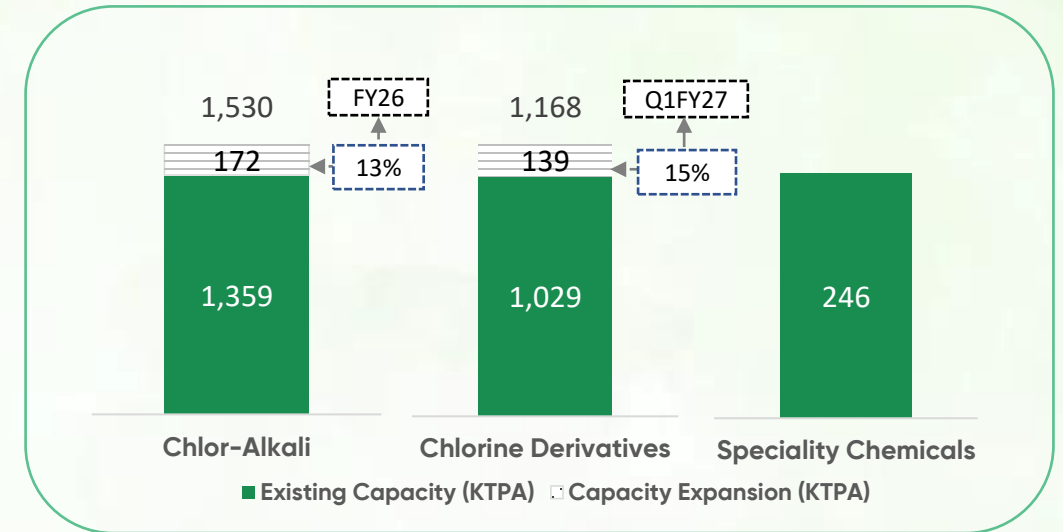


## END-USE APPLICATIONS

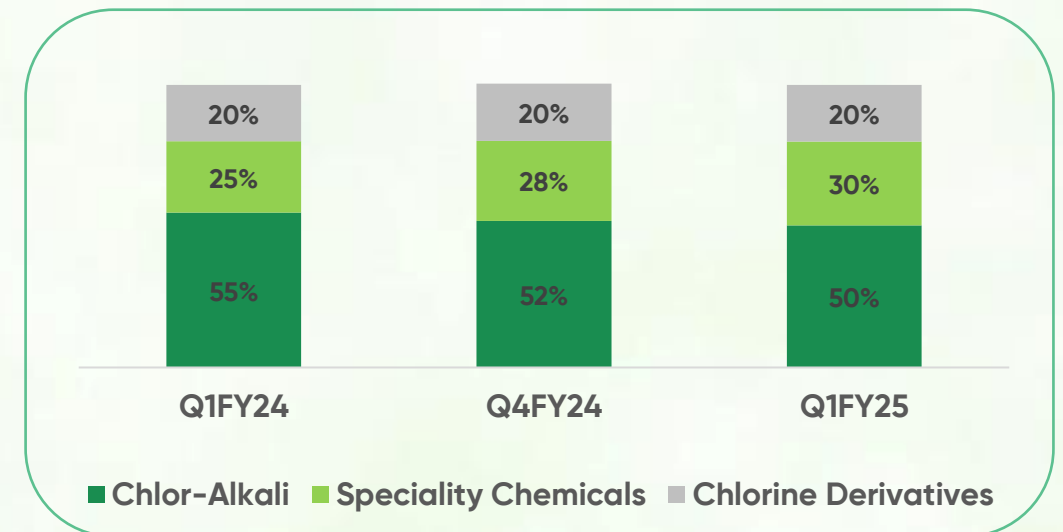
**COATINGS**    **TEXTILES**    **COMPOSITE**    **CONSTRUCTION**  
**ALUMINUM PRODUCTION**    **RENEWABLES**    **WATER TREATMENT**  
**PVC APPLICATIONS**    **PHARMA & HEALTHCARE**  
**PAPER MANUFACTURING**    **SOAP AND DETERGENTS**

& many more.....

## CHEMICALS' CAPACITIES



## REVENUE BREAK-UP (%)



# CHEMICALS : FOCUS AREAS

Doubled Capacity of Epoxy polymers and curing agents to 246 KTPA, in December 2023

SPECIALITY CHEMICALS

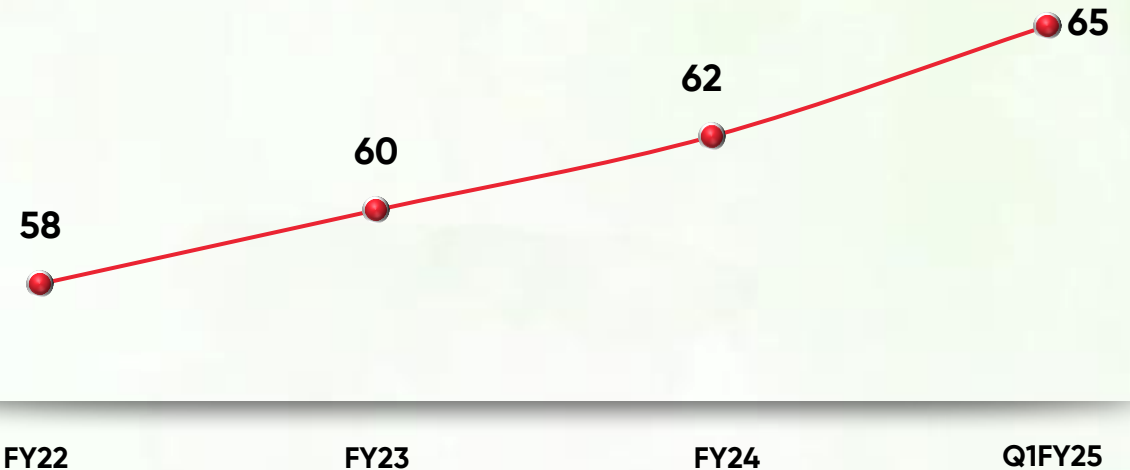
Epichlorohydrin (ECH) 50 KTPA plant construction at Vilayat progressing well, mechanical completion by Q4FY25

CHLORINE DERIVATIVES

Project work of Lubrizol CPVC resin plant for Phase I of 50 KTPA (of total 100 KTPA) at Vilayat is progressing as per plan

CHLORINE INTEGRATION

## CHLORINE INTEGRATION LEVELS (%)



Leverage existing capacities of High Value Speciality Products

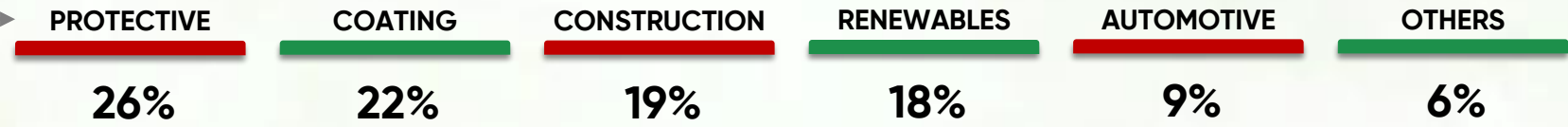
Partnerships for Continuous Chlorine Offtake

Develop downstream Chlorine Chemistries

Chlorine Integration to reach **70%** Post commissioning of ongoing projects

# SPECIALITY CHEMICALS : EPOXY POLYMERS AND CURING AGENTS

## EPOXY GROWTH DRIVERS



India Industry Demand Mix (%)

## GRASIM

Leading player in Epoxy polymers & curing agents

Market Share of **>50%** In India

Grasim's epoxy resin used in **2 out of 3 cars** manufactured in India

Total Patents filed **8** of which 3 Granted

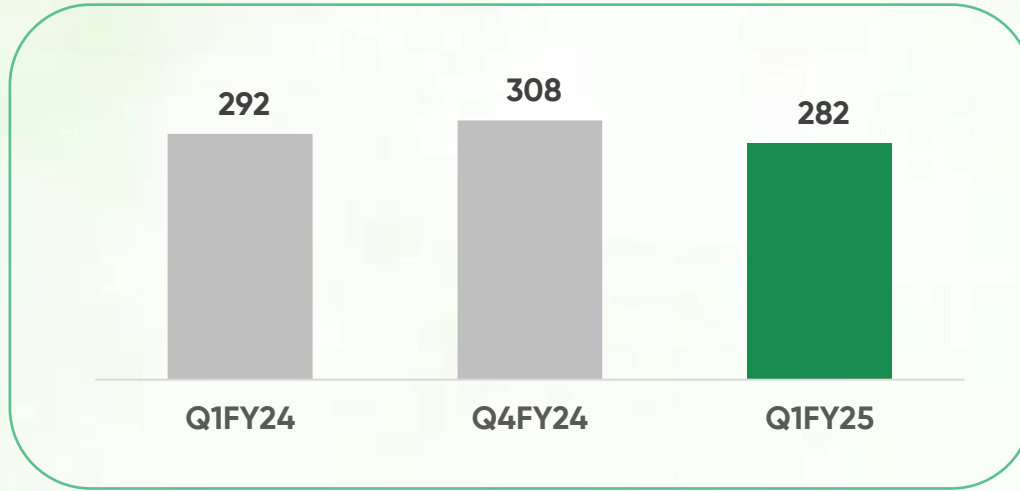
Doubled Capacity to **246 KTPA** Solidifying market leadership

Capacity commenced in **Value Added** Epoxy products

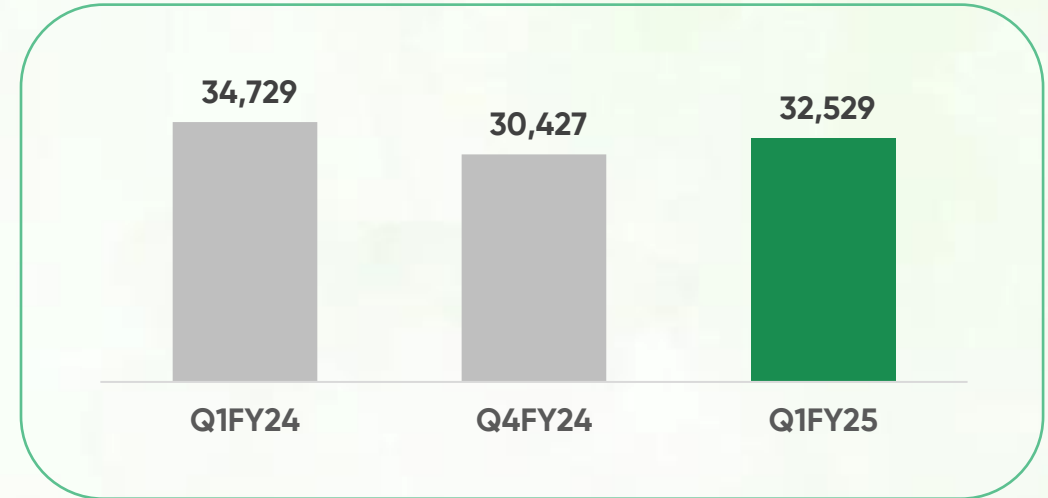
Expanded Product portfolio of **100+** Epoxy products

# CHLOR-ALKALI : KEY OPERATIONAL METRICS

## CAUSTIC SODA SALES (KT)



## GRASIM – ECU (₹/TON)



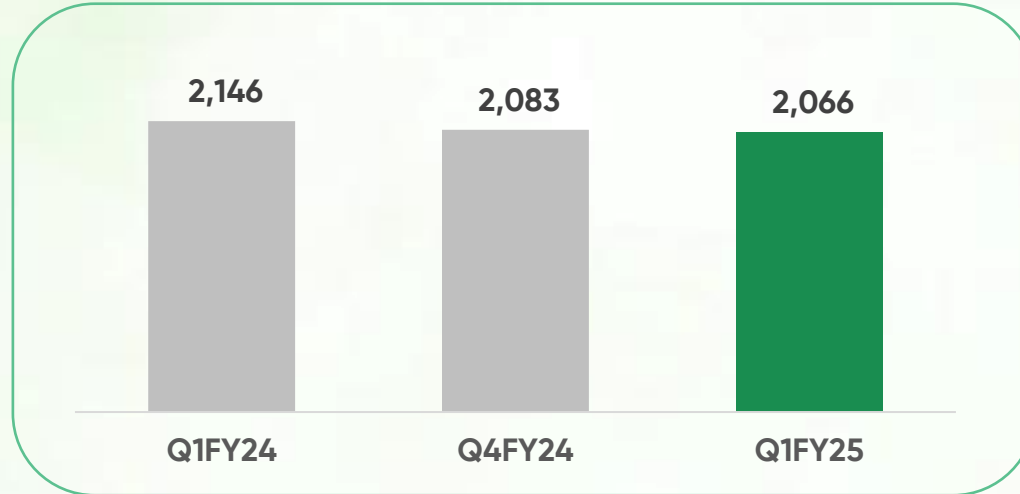
Caustic Soda sales volume stood lower on account of plant shutdown for the new capacity hook-up

International Caustic Soda (CFR-SEA) spot prices are higher by ~10% vs. FY24 average

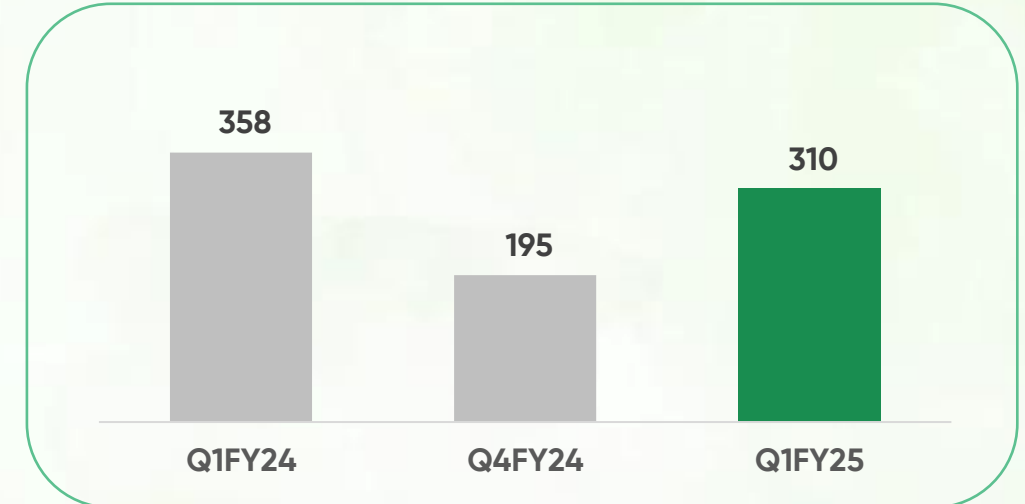
Improved caustic prices and demand recovery in Chlorine Derivatives led QoQ improvement in ECU realisations

# CHEMICALS : FINANCIAL PERFORMANCE

REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



Domestic caustic prices remain lower due to recent capacity additions in the industry

Speciality Chemicals sales volumes and revenue contribution stood at highest levels

EBITDA improved QoQ driven by improvement in ECU and higher profitability Chlorine Derivates

**UltraTech**  
**CEMENT**  
*The Engineer's Choice*

BIRLA  
**opus**

BIRLA  
**PIVOT**

# BUILDING MATERIALS BUSINESS







**UltraTech**  
**CEMENT**  
*The Engineer's Choice*

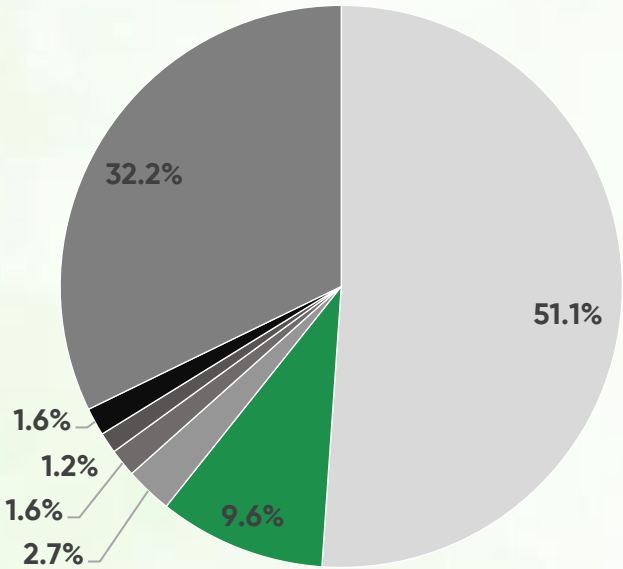
# CEMENT BUSINESS

# INDIA CEMENT INDUSTRY GROWTH DRIVERS

India is the second largest cement producer in the world,

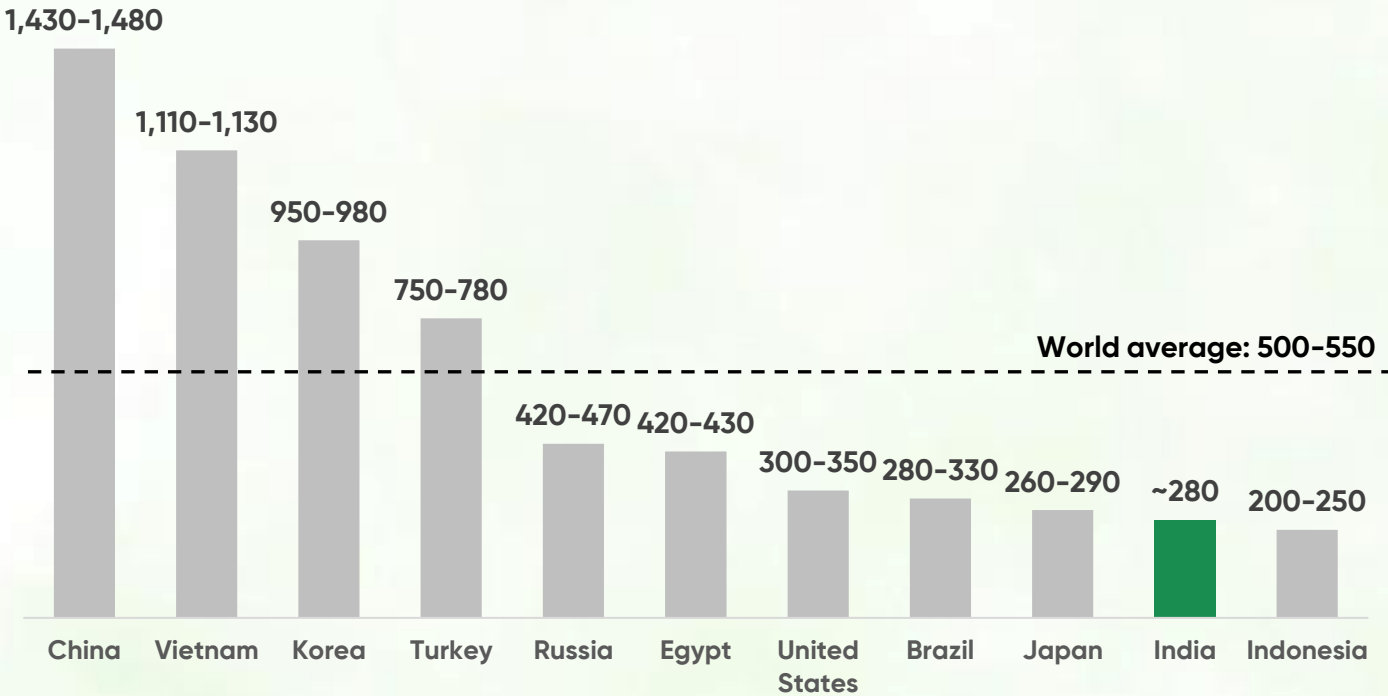
but remains a highly underpenetrated market

Global Cement Production



■ China ■ India ■ United States ■ Russia ■ Egypt ■ Brazil ■ ROW

Per Capita Cement Consumption - FY23 (kg/annum)



# CEMENT : OUR STRENGTHS

## ULTRATECH : INDIA'S LARGEST SELLING CEMENT BRAND

**India's Largest Grey Cement Capacity**

**154.9 MTPA\***  
Consolidated Grey cement capacity

**25\***  
Integrated Manufacturing units

**33\***  
Grinding units

**Grey Cement**




Ordinary Portland Cement, Portland blast-furnace slag Cement, Portland Pozzolana Cement, Portland Composite Cement

**Leading Player of White Cement and Cement-based Putty**

**1.3 MTPA\***  
White Putty

**0.68\***  
White Cement

**White Cement**



Portfolio of white cement, white putty, VAPS Textura, Levelplast, pre-cote and fragrance putty

**Largest manufacturer of RMC^ in India**

**316\***  
Plants

**139\***  
Cities

**Ready mix Concrete**



Tailor made concrete solutions with 26 specialty concretes based on application

**One-stop building solution for the retail customer**

**4,022\***  
Outlets

**23\***  
States

**Building Solutions**



One-stop building solutions for the retail customer

**Scientifically engineered products to cater to new-age constructions**

**>60**  
Range of products

**Building Products**



Portfolio of building solution products such as plasters and mortars, flooring, tile adhesives, industrial grouts, waterproofing products etc.

\*as on June 2024; ^RMC = Ready Mix Concrete.

# CEMENT: PERFORMANCE UPDATE

Grey cement capacity expanded by 8.7 MTPA in Q1FY25, taking total grey cement capacity (India and Overseas) to 154.9 Mn TPA

Green Power Mix of 29.4% (22% in Q1FY24) include WHRS power mix of 18.2% and RE Power Mix of 11.2%

UltraTech Building Solutions (UBS) outlets increased to 4,022; contributing 20% of total sales

EBITDA stood flattish on YoY basis at ₹3,205 Cr. despite lower realisations, helped by volume growth and lower logistics, fuel and power cost



# DECORATIVE PAINTS BUSINESS

# DECORATIVE PAINTS : GROWTH DRIVERS

## DECORATIVE PAINTS MARKET OPPORTUNITY

Decorative Paints market is estimated to grow at CAGR of >10% over the next decade

INDUSTRY SIZE

₹ ~80,000 Cr.  
(FY25e)

UNORGANISED MARKET

~25%

PER-CAPITA CONSUMPTION

3.5 kg  
(vs. Global average of 10 kg)

Urbanisation

Housing Demand

Changing Aspirations

Premiumisation

BIRLA  
**opus**

2<sup>nd</sup> Largest Player\* Indian Decorative Paints Industry



MANUFACTURING  
PROWESS



WIDE & SUPERIOR  
PRODUCT RANGE



DISTRIBUTION  
& REACH

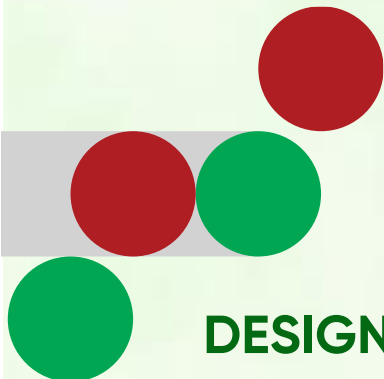


MARKET  
DIFFERENTIATORS



CUSTOMER  
DELIGHT

# ROAD TO ₹ 10,000 Cr. REVENUE AND PROFITABLE PLAYER



## DESIGN



Industry first wide scale launch, offering **complete and superior product** portfolio across six distinct categories

**6** state-of-the-art facilities with capacity of 1,332 MLPA with backward integration



## DEVELOP

## DISTRIBUTE



Building **Pan India** distribution network across 6000 towns serviced by 150 depots within first year of operations



## DISRUPT

## DELIGHT



Superior **Customer experience** through retail network and digital touchpoints

# BIRLA OPUS : SET TO BECOME 2<sup>nd</sup> LARGEST PAINTS BRAND

## Biggest Launch in the Indian Decorative Paints Market

### MANUFACTURING PROWESS

**6**

Fully backward integrated plants with Pan India presence equipped with 4.0 manufacturing technology

**1,332 MLPA**

Greater than combined current capacity of existing 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> largest players

**120**

scientists at state-of-the-art R&D center

**500 MLPA**

Option of adding at lower capital cost

### DISTRIBUTION & REACH

**6000**

Towns within first year of operations

**150**

Depots planned with latest warehousing systems to service within four hours

**3,00,000+**

Painters and contractors' direct registration in just 6 months

**2800**

Talent across verticals and markets with average age of 31 years

### WIDE & SUPERIOR PRODUCT RANGE

**145+**

Products with simplified Brand Architecture

**1,200+**

SKU's across water based, enamel, wood finishes, waterproofing and wallpapers

**98%**

of our products scored better vs. competition in the field validation exercise across 11 cities

**2,300+ / 216**

Tintable color choices / Iconic Indian Colours

### MARKET DIFFERENTIATORS

**40%**

Reduced footprint of tinting machine, smallest, digitally connected machine in the market

**11/300**

Major cities with Company operated Paint Studios / Towns with franchisee operated Paint Galleries

**1**

year additional product warranty on most products

**Digital**

And seamless customer experience at the core of our strategy





## NEW GROWTH BUSINESS



## PERFORMANCE UPDATE

Total Capex spent stood at ₹7,795 Cr. (~77% of planned capital outlay) as on Q1FY25

Operations ramping up at three plants commenced in Apr'24, trial run production started at Chamarajanagar, construction activity at other two plants is progressing as per schedule

Dealer onboarding in progress pan-India across all states and union territories. Highly encouraging feedback from customers, painters and dealers on the quality of 'Birla Opus' products

Media campaign ("Make Life Beautiful") launched with focus on rapid brand building across all marketing channels

More than 80% range of 145 planned products have been placed in the distribution channel

BIRLA  
**opus**

A nighttime cityscape featuring several tall skyscrapers under construction. The buildings are illuminated with warm yellow lights from within, and construction cranes are visible at the top of the tallest structures. The sky is a deep blue, transitioning to a lighter hue near the horizon. The overall scene conveys a sense of urban development and progress.

**BIRLA  
PIVOT**

**B2B E-COMMERCE BUSINESS**

# B2B E-COMMERCE FOR CONSTRUCTION MATERIALS

## INDUSTRY OPPORTUNITY

Market  
Opportunity

**\$100 bn**

Market Size of  
Construction Materials  
Industry

**<2%**

Digital  
Penetration

**>10%**

3-YR CAGR across  
building material  
categories

**MSME**

enabling efficient  
procurement and  
wide reach

Demand  
Drivers

## VALUE PROPOSITION

COMPETITIVE PRICING

ASSURED QUALITY

GUARANTEED DELIVERY

FINANCING SOLUTIONS

SEAMLESS EXPERIENCE

**BIRLA  
PIVOT**

One-stop Digital solution

**18000+**  
SKUs

**150+**  
Brands

## PRODUCT CATEGORIES

CEMENT      STEEL      SANITARYWARE

PIPES & FITTINGS      PAINTS      TILES

DOORS      PLYWOOD      METALS

CHEMICALS & POLYMERS      WINDOWS

# BIRLA PIVOT: STRATEGY FOR SCALE UP

**ASPIRATION OF \$1 BILLION REVENUE IN NEXT 3-4 YRS.**

## **BUILD SUPPLY**

Deep expertise and partnerships, leveraging the existing ecosystem for growth

## **FRONTLINE SALES**

Focus on good customer experience and building strong relationships

## **PRIVATE LABELS**

Scale up "Birla Pivot" brand across multiple product categories and all channels

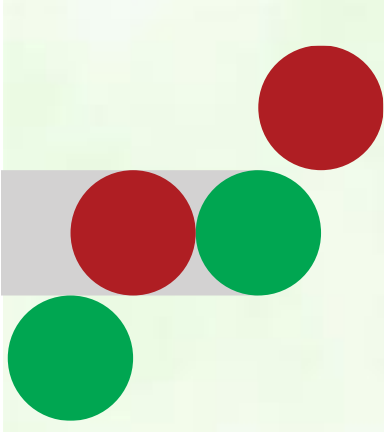
## **FINANCIAL CREDIT**

Scale up Financial Credit program across Retail and project-based buyers

## **UNASSISTED JOURNEYS**

Increase ease of access and digital adoption

# BIRLA PIVOT : PERFORMANCE UPDATE



**Quarterly revenue run-rate now over ₹550 Cr., continued revenue scale up across categories, geographies and new customers**

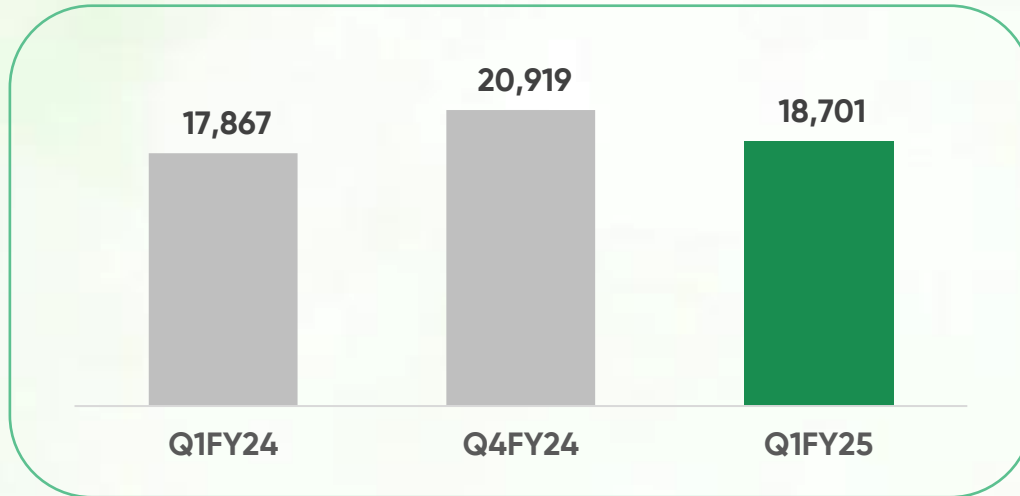
**First export order to Nepal executed; delivered orders to over 200 cities across 25 states and union territories in domestic market**

**Building a retail distribution channel for Private labels "Birla Pivot Tiles, Plywood and Doors" along with sales support for better penetration**

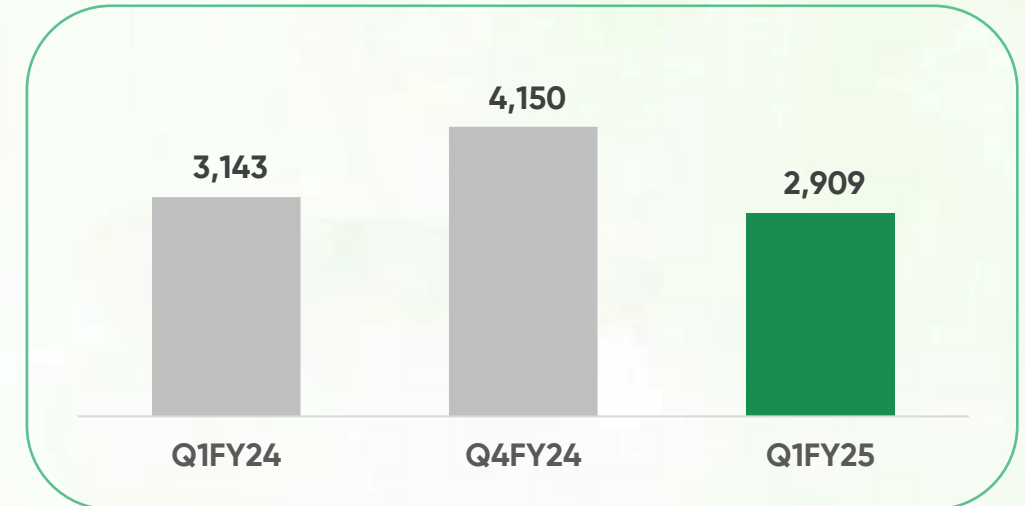
**Scaling up of credit programs across with multiple lending partners catering to diverse set of customer requirements**

# BUILDING MATERIALS : FINANCIAL PERFORMANCE

REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



Revenue growth aided by new growth businesses at standalone level

Cement business revenue stood higher by 2% ₹18,070 Cr., led by volumes though impacted by decline in realisation

EBITDA was lower on account of investments in the consumer facing Paints business, in line with the plan



# FINANCIAL SERVICES BUSINESS



# FINANCIAL SERVICES : OUR STRENGTHS

## ADITYA BIRLA CAPITAL : DIVERSIFIED FINANCIAL SERVICES PLATFORM

NBFC

Housing

₹ 1,27,705 Cr.

Total Lending Portfolio<sup>1</sup>

₹ 70,616 Cr.

Retail SME & HNI Loans (66% of NBFC AUM)

6.56%

NBFC NIM<sup>5</sup>

Asset Management

₹ 4,62,891 Cr.

Total AUM<sup>2</sup>

₹ 3,52,542 Cr.

Total Mutual Fund AAUM<sup>4</sup>

₹ 29,943 Cr.

Passive AUM<sup>9</sup>

Life  
Insurance

Health  
Insurance

₹ 5,027 Cr.

Quarterly Gross Premium<sup>3</sup>

4.5%/10.8%

Market Share<sup>6</sup>  
Individual FYP<sup>7</sup> / Group New Business Premium

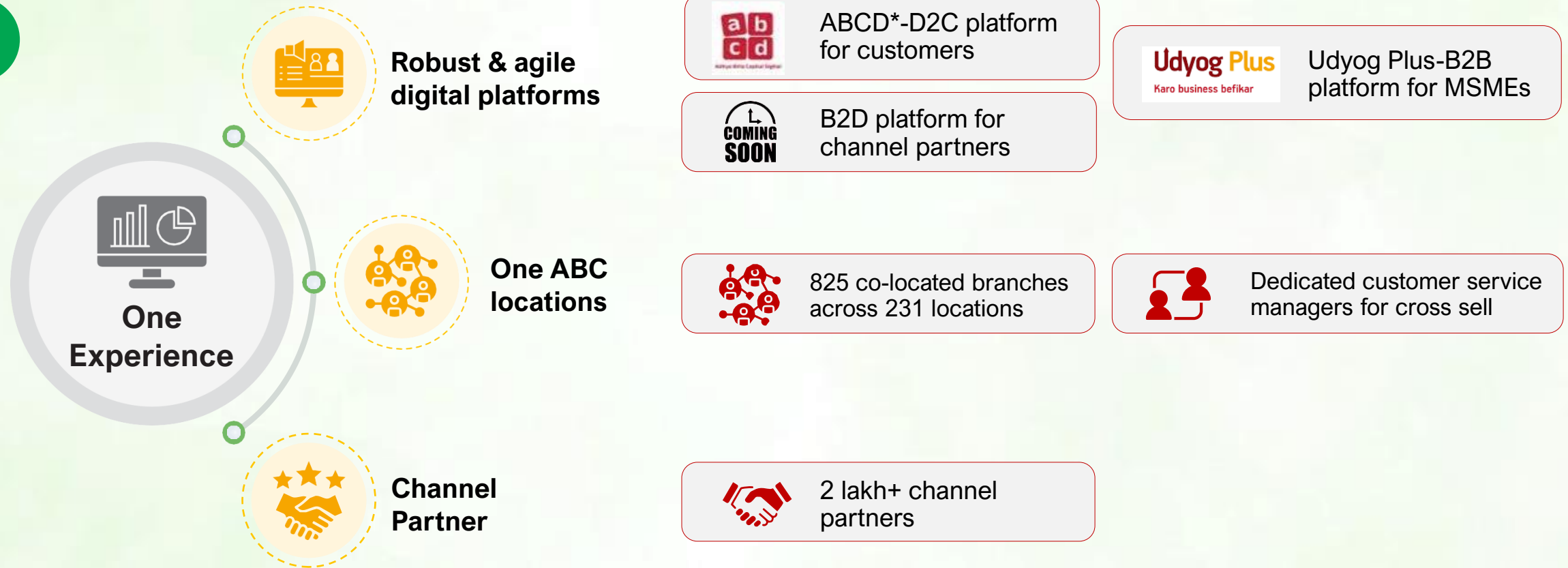
78%

Digital Renewal<sup>8</sup> of  
Total Renewal Premium

1. lending book of Non-Banking Finance Company (NBFC) + Housing Finance Company (HFC); 2. Asset under management of AMC, Life and Health Insurance; 3. For Life and Health Insurance; 4. Average Asset Under Management; 5. Net Interest Margin (NIM) includes fee income; 6. For Q1FY25 Market share among private player, Source IRDAI; 7. First Year Premium (FYP); 8. Individual Renewal Premium; 9. Closing AUM for ETFs/FoFs/Index Funds.



# ADITYA BIRLA CAPITAL : OMNI CHANNEL ARCHITECTURE



**1,505** branches across businesses

**...providing complete flexibility to customers to choose preferred channel of interaction**

# ABCD D2C PLATFORM : 1 LAKH+ REGISTRATIONS

ABCD APP & REFRESHED WEBSITE LAUNCHED IN APRIL 2024 FOR COMPLETE OMNICHANNEL<sup>2</sup> EXPERIENCE

Everything Finance As Simple As ABCD

## 30Mn

New customers targeted in 3 years

## 20+

Product categories



Our Differentiators

## Simplicity

- Unique and engaging design
- Uncluttered layout with intuitive navigation
- Enabling ease of action with jargon free language and guided learning

## My Track

- Unified view of bank accounts, deposits, mutual funds & stocks
- Instant health check across 24 key vitals with just a "selfie"
- Automatically track and categorize spends across all your Bank accounts

## Everything Finance

- Platform for all financial needs
- Product categories across loans, insurance, investments & payments
- In-house manufacturing advantage reducing product delivery cycle

## Omnichannel from Day 1

- Digital, Virtual & Branch coverage
- Gen AI powered chatbot & voice-based search options
- Screen sharing with virtual team for real-time assistance

## Payments

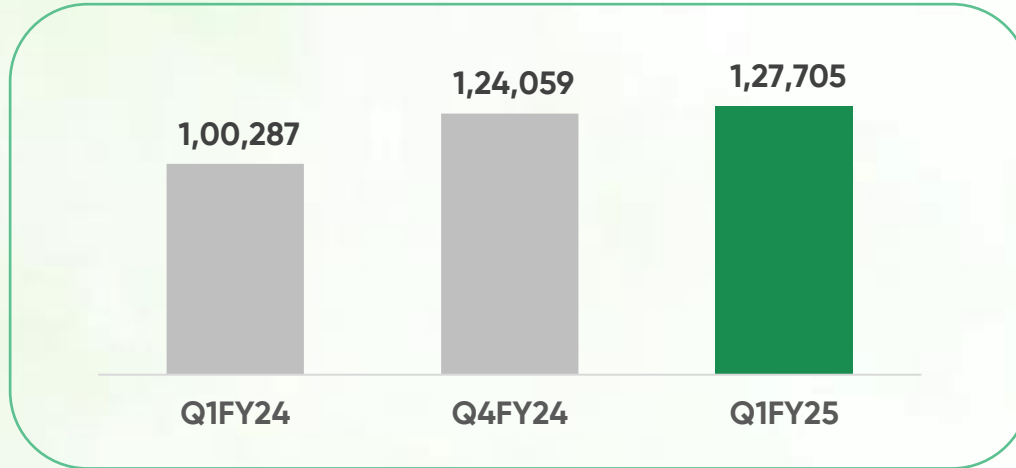
- Pay from multi-account
- Pre-verified bank transfers
- UPI International and RuPay on UPI

1 – My Track: Value Added Services like Credit Score, Spend & Budget Analyzer, Financial Portfolio, Digital Health Assessment, Rewards & Loyalty and more.

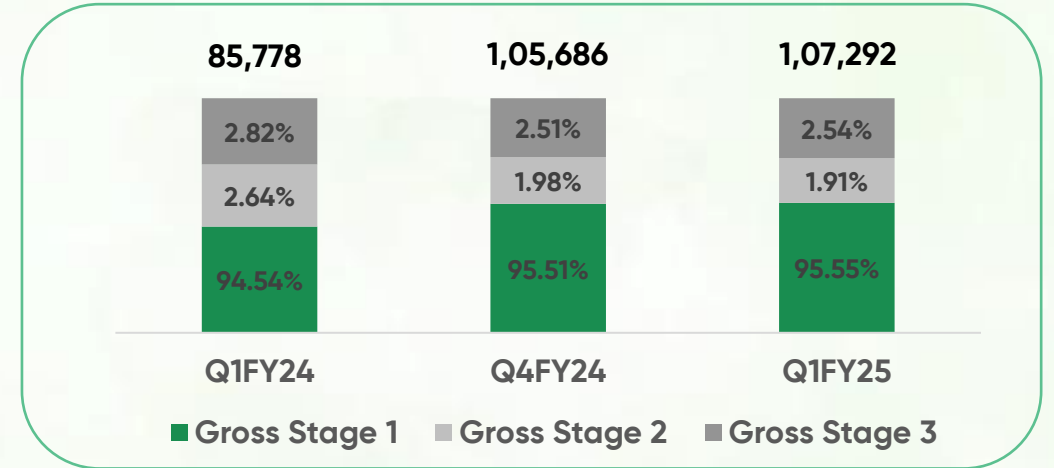
2 – Branch and Virtual engagement channels already live.

# ADITYA BIRLA CAPITAL : FINANCIAL PERFORMANCE

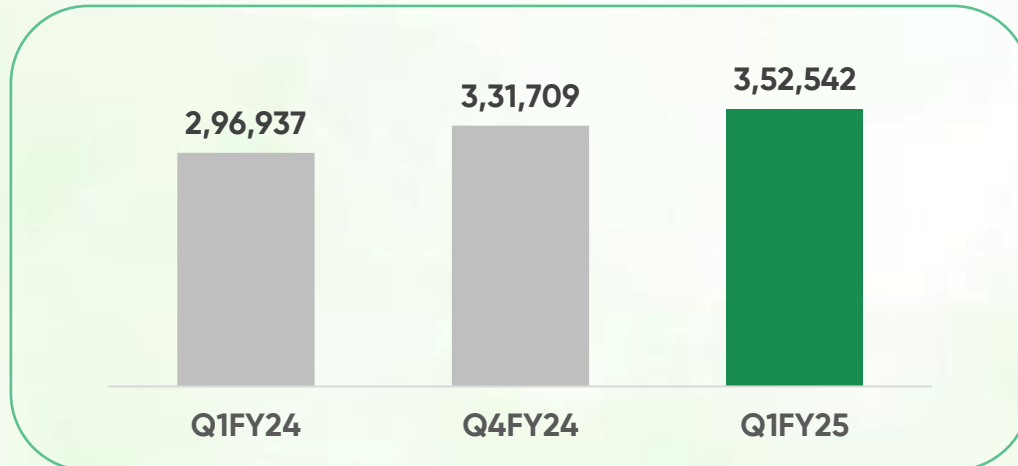
TOTAL LENDING BOOK\* (₹ Cr.)



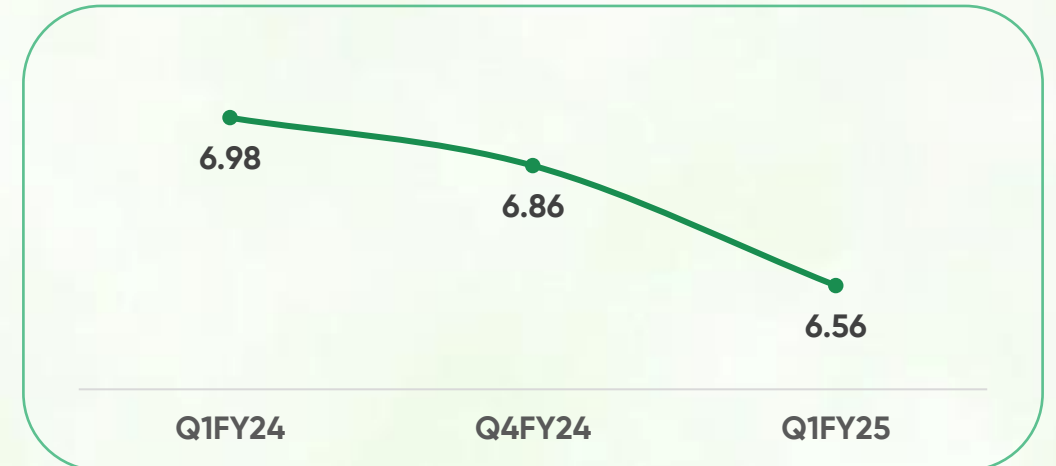
ASSET QUALITY TREND# (₹ Cr.)



AMC - ASSET UNDER MANAGEMENT (₹ Cr.)



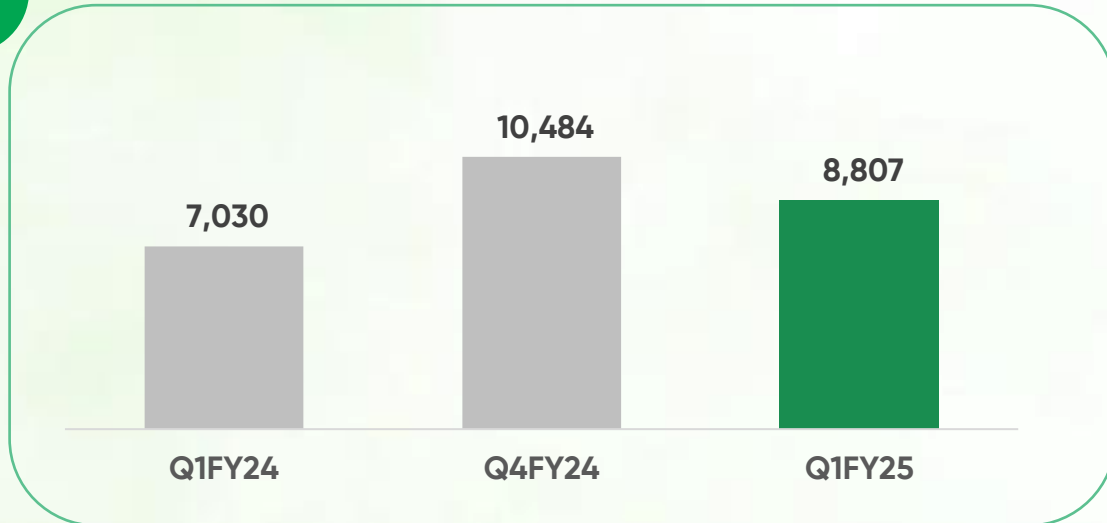
ADITYA BIRLA FINANCE LIMITED - NIM (%)



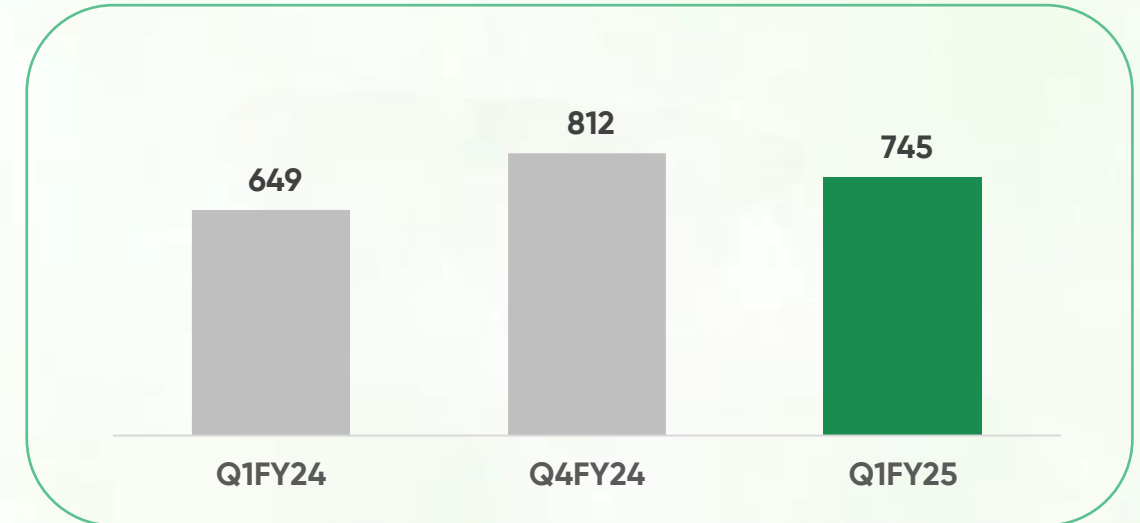
\*Includes NBFC and Housing Finance; #NBFC Asset trend.


# ADITYA BIRLA CAPITAL : FINANCIAL PERFORMANCE

REVENUE# (₹ Cr.)



PAT^ (₹ Cr.)



 **ABCD® commercially launched in Q1FY25 with more than 20+ products and services witnessed strong response with 8 lakh registrations**

**Total Lending Portfolio\*\* increased by 27% YoY. Loans to Retail, SME and HNI customers constitute 66% of the total lending portfolio** 

#Revenue as per Ind AS accounting. \*\*Includes NBFC and Housing Finance; @ABCD: Aditya Birla Capital Digital.

^For Grasim Consolidated PAT, the same has been adjusted in accordance with Ind-AS standards.

An aerial photograph of a vast solar farm. The solar panels are arranged in neat, parallel rows that stretch across a sandy, arid landscape. In the background, a large concrete dam or reservoir wall is visible, along with some utility structures and power lines. The sky is a vibrant blue with scattered white clouds. The word "OTHERS" is overlaid in the top right corner in a large, white, sans-serif font.

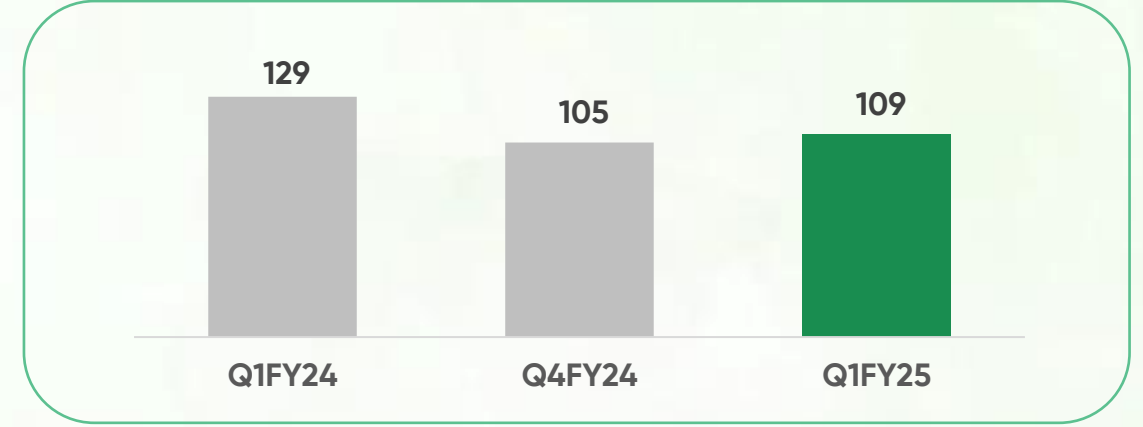
# OTHERS

# OTHER BUSINESSES\* : FINANCIAL PERFORMANCE

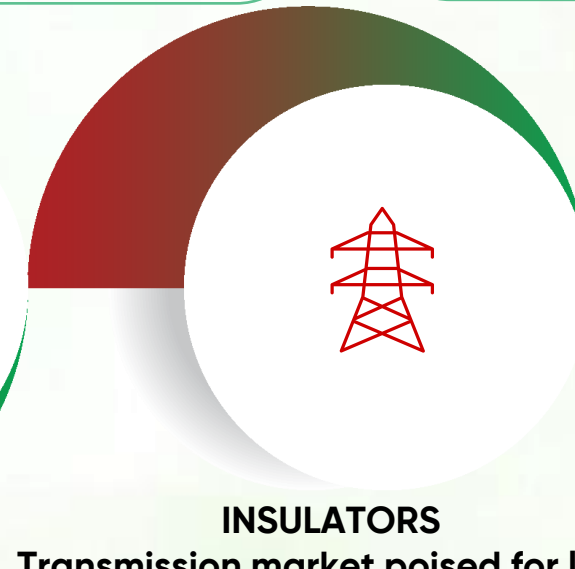
REVENUE\* (₹ Cr.)



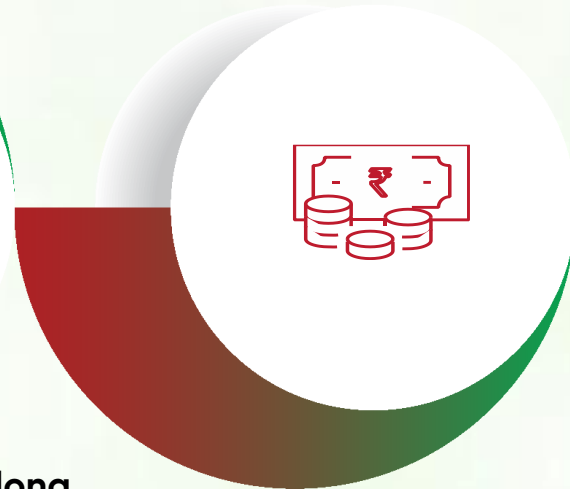
EBITDA\* (₹ Cr.)



**TEXTILES**  
Linen business  
profitability impacted by  
higher flax prices

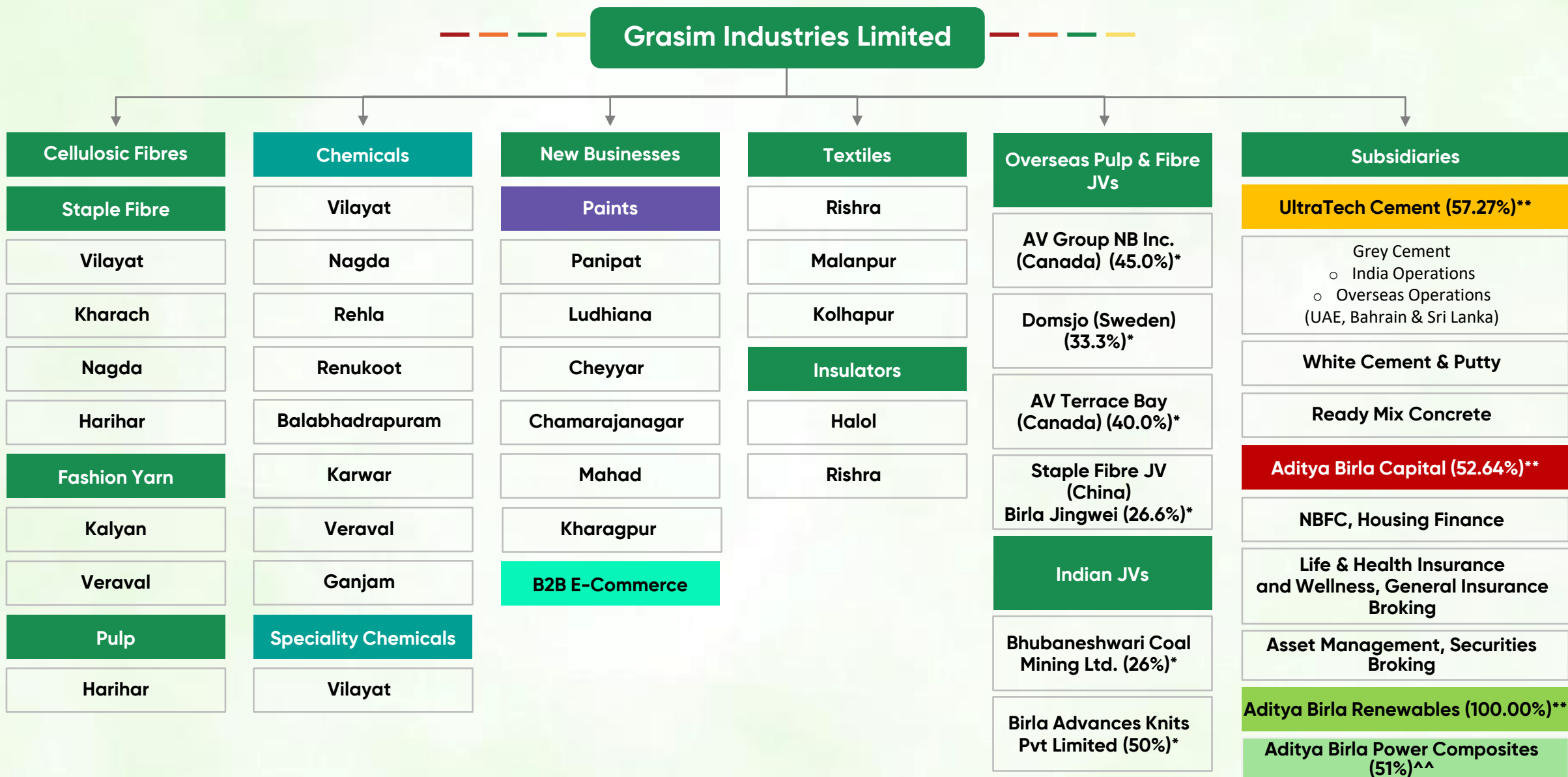


**INSULATORS**  
Transmission market poised for long  
term growth, driven by renewables  
and network upgradation



**RENEWABLES**  
The cumulative  
installed capacity  
increased to 946  
MWp, of which 43% is  
with Group companies

# GRASIM GROUP STRUCTURE



Above is not intended to show the complete organizational structure and entities therein. It is intended to describe the key businesses of Grasim.  
\*Equity Ownership; \*\*Subsidiary companies; ^^consolidated on equity basis as Joint Venture.

# APPENDIX



# CONSOLIDATED INCOME STATEMENT

Particulars (₹ Cr.)	Q1FY25	Q1FY24	% Change	Q4FY24	% Change
Revenue from Operations	33,861	31,065 *	9	37,727	-10
Other Income	300	296	1	427	-30
EBITDA*	4,760	4,981	-4	6,196	-23
<i>EBITDA Margin (%)</i>	14%	16%		16%	
Finance Cost	481	361	33	463	4
Depreciation	1,368	1,183	16	1,329	3
Share in Profit of JVs & Associates	32	0.27	-	93.93	-
PBT	2,944	3,438	-14	4,498	-35
Add/(Less): Tax Expense	(708)	(862)	-18	(1,207)	-41
Add/(Less): Exceptional items	33	-		(569)	-
Consolidated PAT	2,268	2,576	-12	2,722	-17
Reported PAT (Owners' share)	1,208	1,576	-23	1,370	-12
Adjusted PAT^	1,189	1,576	-25	1,908	-38

\*EBDITA excluding interest related to financial services business.

^PAT adjusted for exceptional items for like-to-like comparison equivalent to Grasim's holding.

# STANDALONE INCOME STATEMENT

Particulars (₹ Cr.)	Q1FY25	Q1FY24	% Change	Q4FY24	% Change
Revenue from Operations	6,894	6,238	11	6,768	2
Other Income	93	116	-20	260	-64
EBITDA	418	789	-47	787	-47
<i>EBITDA Margin (%)</i>	<i>6%</i>	<i>12%</i>		<i>11%</i>	
Finance Cost	140	106	32	121	16
Depreciation	349	288	21	339	3
PBT	(70)	396	-118	327	-121
Add/(Less): Tax Expense	18	(41)	145	(52)	135
Reported PAT	(52)	355	-	(441)	-
Adjusted PAT <sup>^</sup>	(52)	355	-	275	-

<sup>^</sup>PAT adjusted for exceptional items and one-off items in the respective periods for like-to-like comparison.

# STANDALONE CAPEX PLAN

Particulars (₹ Cr.)	Planned Capex FY25	Capex Spent Q1FY25
<b>Cellulosic Fibres Business</b>	<b>708</b>	<b>96</b>
<i>Capacity Expansion (including debottlenecking)</i>	<i>100</i>	<i>23</i>
<i>Modernisation and Maintenance Capex</i>	<i>608</i>	<i>73</i>
<b>Chemicals Business (A+B+C)</b>	<b>800</b>	<b>138</b>
<b>(A) Capacity Expansion - Chlor-Alkali &amp; Chlorine Derivatives</b>	<b>267</b>	<b>56</b>
Caustic Soda: (1,359 KTPA --> 1,530 KTPA)	36	5
Chlorine Derivatives: (1,029 KTPA --> 1,168 KTPA)	231	51
<b>(B) Capacity Expansion - Speciality Chemicals</b>	<b>36</b>	<b>5</b>
Epoxy Polymers & Curing Agents: (123 KTPA --> 246 KTPA)		
<b>(C) Modernisation and Maintenance Capex</b>	<b>497</b>	<b>76</b>
<b>New High Growth Businesses</b>	<b>2,997</b>	<b>736</b>
<i>Birla Opus (Decorative Paints)^</i>	<i>2,976</i>	<i>731</i>
<i>Birla Pivot (B2B E-commerce)</i>	<i>21</i>	<i>5</i>
<b>Other Businesses</b>	<b>48</b>	<b>13</b>
<i>Textiles, Insulators &amp; Others</i>		
<b>Total</b>	<b>4,553</b>	<b>983</b>

<sup>^</sup>Cumulative Capex for Paints business stood at ₹7,795 Cr. till 30th June 2024.

# BALANCE SHEET

Standalone (₹ Cr.)		Consolidated (₹ Cr.)	
30th Jun'24	31st Mar'24	30th Jun'24	31st Mar'24
(Unaudited)	(Audited)	(Unaudited)	(Audited)
55,416	52,115	93,317	88,652
-	-	51,441	50,286
-	-	1,13,581	1,08,322
10,058	9,453	30,676	26,780
315	276	2,109	2,053
2,692	2,297	9,927	9,417
-	-	89,345	85,388
11,080	9,997	40,297	41,641
79,560	74,138	4,30,693	4,12,539
<b>30th Jun'24</b>	<b>31st Mar'24</b>	<b>30th Jun'24</b>	<b>31st Mar'24</b>
18,296	16,193	81,787	77,821
6,117	7,579	20,246	21,675
945	910	2,571	2,519
3	3	20,153	20,154
2,636	2,636	-	-
18,847	18,847	-	-
920	898	-	-
-	-	8,572	8,423
673	672	2,013	2,060
3,747	3,472	11,647	11,344
5,938	4,396	5,938	4,396
11,001	8,795	21,123	16,667
-	-	53,679	50,810
-	-	37,661	36,005
-	-	1,26,464	1,23,135
-	-	59	23
10,435	9,738	38,781	37,507
79,560	74,138	4,30,693	4,12,539
<b>6,310</b>	<b>5,981</b>	<b>19,028</b>	<b>15,436</b>

# THANK YOU

Investor Relations Team  
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