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APL/SEC/32/2024-25/20

17th July 2024

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
Security Code: 500820

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai – 400 051
Symbol: ASIANPAINT

Sir/Madam,

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Investor Presentation

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), please find enclosed the presentation being made to the investors on the business and financial performance of the Company for the quarter ended 30th June 2024.

The audio recording and transcript of the Investors Conference will be uploaded on the website of the Company (www.asianpaints.com) and the Stock Exchanges, as prescribed under the Listing Regulations.

You are requested to take the above information on record.

Thanking you,

Yours truly,

For **ASIAN PAINTS LIMITED**

R J JEYAMURUGAN
CFO & COMPANY SECRETARY

Encl.: As above



Investor Conference

Q1 - FY2025 Results



Delivering joy since 1942....
We exist to Beautify, Preserve, Transform all Spaces and Objects,
Bringing happiness to the World!



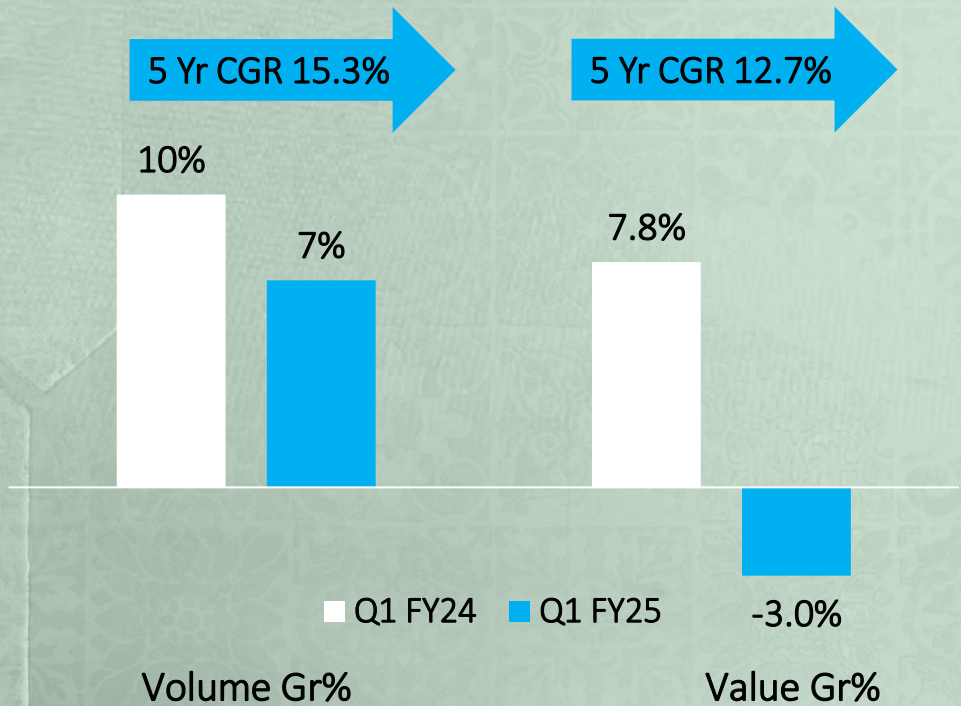
Disclaimer

This communication, except for the historical information, may contain statements which reflect the Management's current views and estimates and could be construed as forward-looking statements. The future involves many risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange and commodity price fluctuations, competitive product and pricing pressures and regulatory developments.

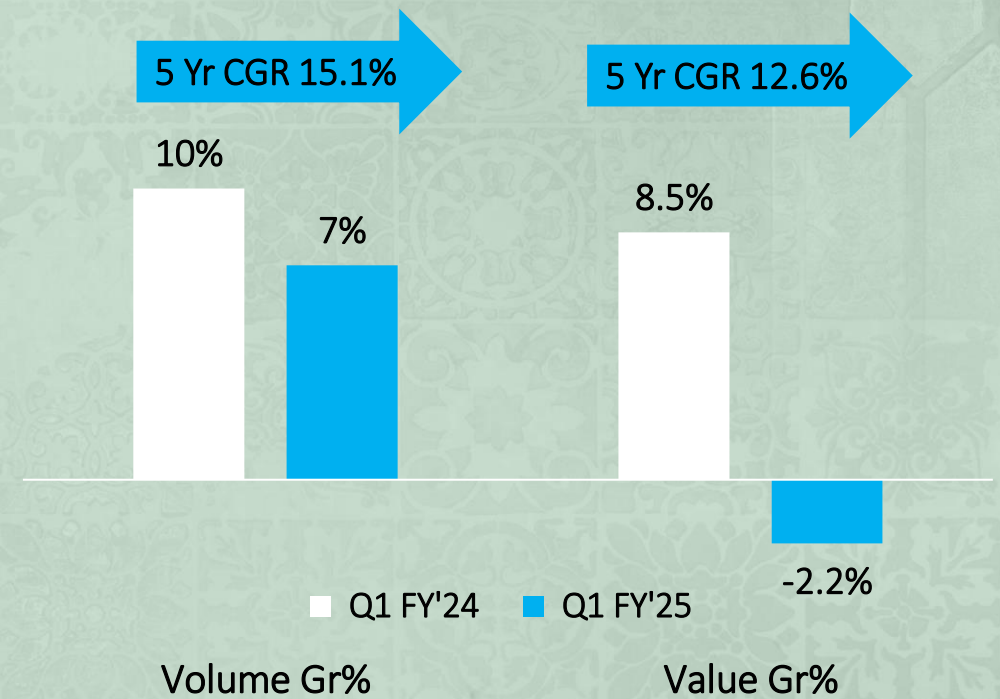
Healthy Volume Growth for the Quarter

Value impacted by Price Reductions & Higher Growth in Economy Range
Good Traction in Automotive Coatings Segment in Industrial Business

Decorative Business (India)



Decorative Plus Industrial



Resilient Double – Digit Volume Growth Trajectory on 5 Year Compounded Growth Rate Basis

Decorative Business (India)



Quarterly Representation of Volumes Sold on Base of Q1 FY19 as 100
**% represents 5 Year Compounded Growth Rate*

Leading Growth Indicators

- ❑ Q1 demand impacted by heatwave, general elections
 - June month saw good demand recovery
 - Early signs of green shoots in rural demand
- ❑ Q1 mix led by Smartcare Waterproofing, Distempers and Wood Finishes :
 - Economy Emulsions did not do well
 - PreLux Emulsions as a category did relatively well
- ❑ Continued expansion of distribution footprint
 - Catering to over 1.65 lakh retail touchpoints
- ❑ Projects / Institutional Business saw some deceleration in Govt. sector due to elections
 - Builder & Factories segment performed well

- ❑ Sustained strong demand for Beautiful Homes Painting Service & Trusted Contractor Service
 - Exponential growth over last year
- ❑ Continued focus on innovation
 - New products contributed to ~12% of overall revenues in Q1
 - NeoBharat Latex Paint showing good pick-up across markets
- ❑ Capacity expansion, backward integration initiatives progressing well
 - Installed capacity at the Mysuru plant has increased from 300,000 to 600,000 KL p.a.

NeoBharat - Nurturing Aspirations of Progressive Bharat



Har Ghar Khelega, Har Ghar Khilega | Colours of Progress

- Penetrating the unorganized space and 'bottom of the pyramid' segment with a branded solution which is smart, affordable & accessible to consumers
- Launched in both – Interior & Exterior application; Seeing strong traction across all markets

“Parivaar AP Ka”

A Series Showcasing our relationships with our Dealer Partners



Dehradun, Uttarakhand
One of the 1st dealers to embrace the Colour World concept by us



Kochi, Kerala
Proud member of our family since 1977, set to evolve the partnership for the next 50 alongside his son



Bengaluru, Karnataka
Four-decade long partnership solidified with one of our 1st BH stores



Kanpur, Uttar Pradesh
Industry stalwart & valuable contributor to our growth



Kanpur, Uttar Pradesh
Set to celebrate 50 glorious years of dealership with us



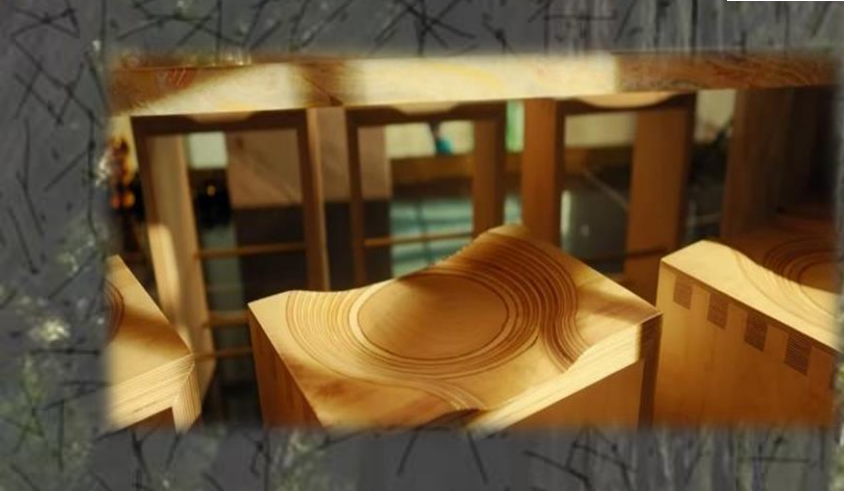
WOODTECH

Emporio Gold



aslanpaints

*Woodtech Emporio – Ultra Luxury Wood Finish
Launched “Into the Grain” a new digital series –
1st of its kind, shining the spotlight on architects,
designers across India highlighting innovative and
aesthetic projects that celebrate wood as the
primary material*



light, space, air

WOODTECH

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Our Home Décor Foray



Modular Kitchen, Kitchen Hardware & Components



Bath Fittings & Sanitaryware



Fabrics & Furnishings



Wardrobes and Vanities



Furniture



Wall Coverings



Decorative Lighting



Rugs



uPVC Windows and Doors

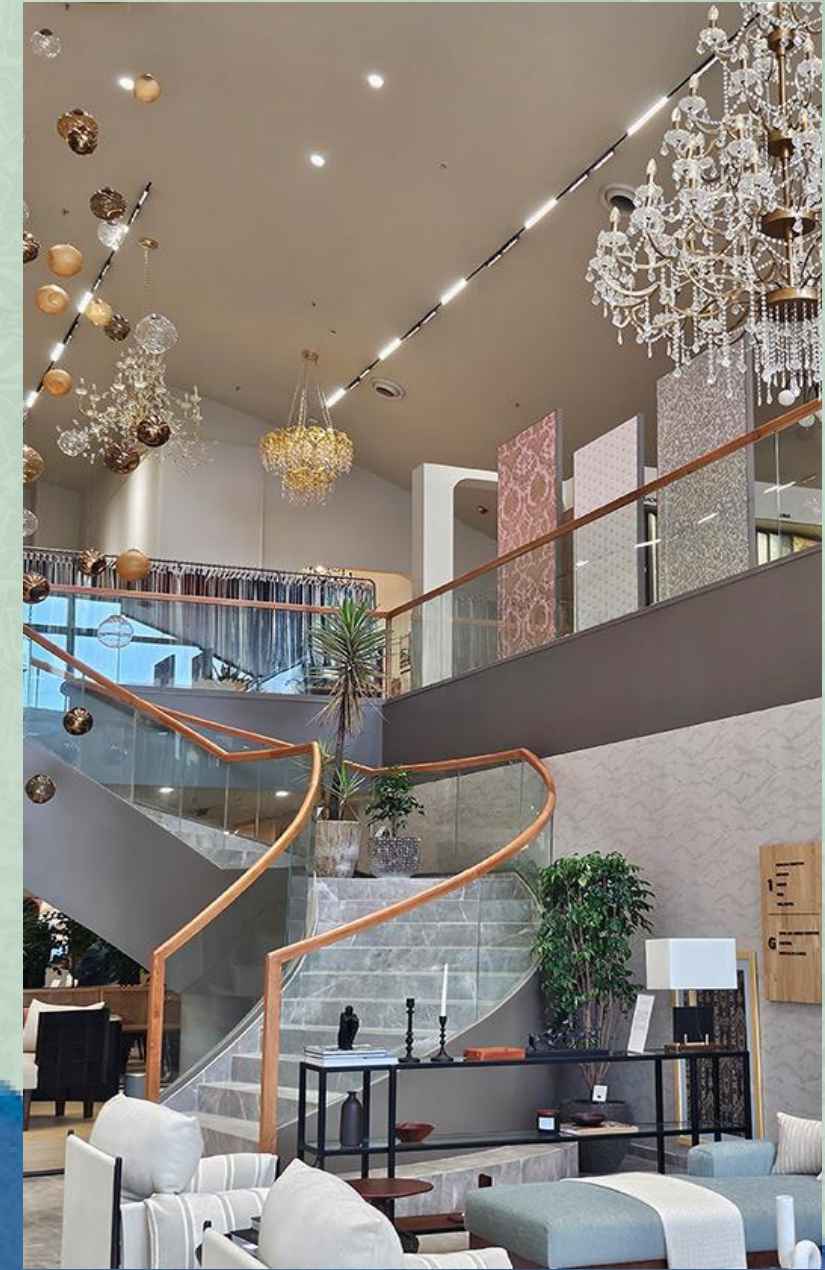


2024 Collection of Fabrics & Wallcoverings



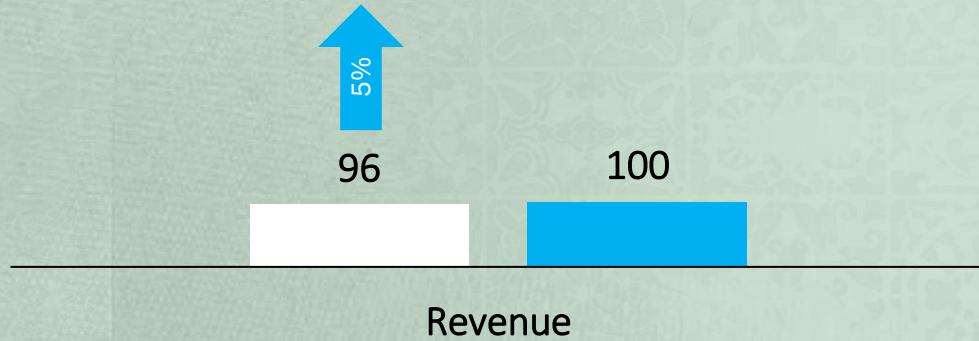
Beautiful Homes Studio – the Next Frontier of our Home Décor Journey

*2nd BH Studio launched in Guwahati,
Spanning over 16,000 square feet*



Kitchen & Bath: Successfully Collaborating with our Beautiful Homes Network

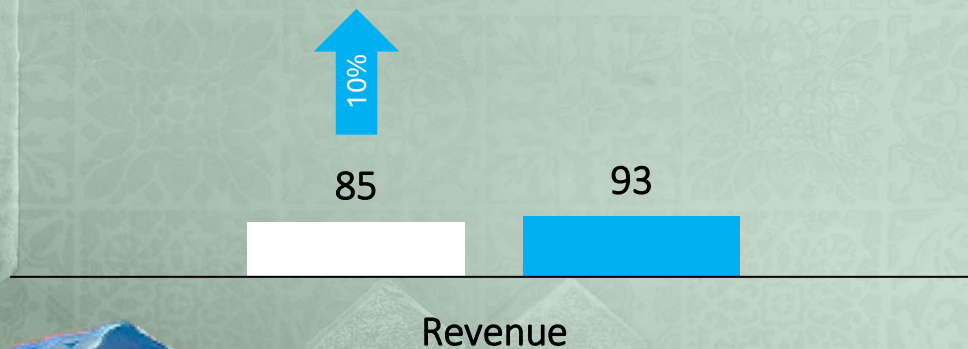
■ Q1 FY24 ■ Q1 FY25



Kitchen Business

- ~5% growth in revenue; Seeing pick up in sales over past 2 quarters
 - Benefits of expanding reach through BH network
- Strong focus on driving operational efficiencies & cost rationalization
 - Continued trajectory of positive PBDIT for 6 quarters; loss at PBT level of Rs. 3 crs vs. Rs. 2 crs loss in Q1 last year

■ Q1 FY24 ■ Q1 FY25



Bath Business

- ~10% Revenue growth, though on a lower base of last year
 - Supported by our own BH network expansion
- To sustain focus on profitability through operational efficiencies
 - Loss at PBT level of Rs. 2 crs vs. breakeven in Q1 last year

(figures in columns in Rs. crs)

White Teak & Weatherseal – Reaping Benefit from Network Synergies

White Teak (Offering Decorative & Designer Lights)

- ❑ Net Sales of Rs. 30 crs in Q1 with 14% growth

Weatherseal (uPVC Windows and Doors)

- ❑ Net Sales of Rs. 12 crs in Q1 with 18% growth

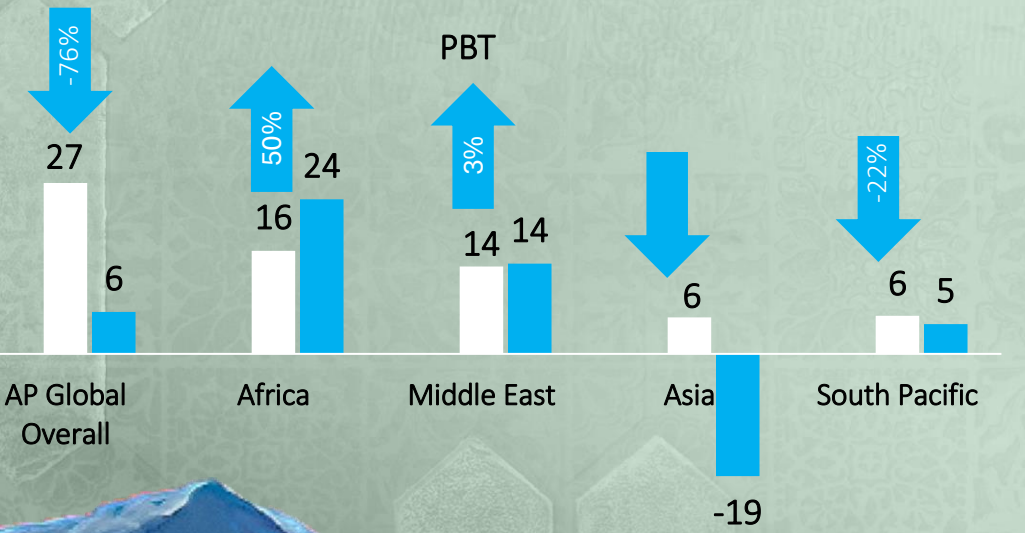
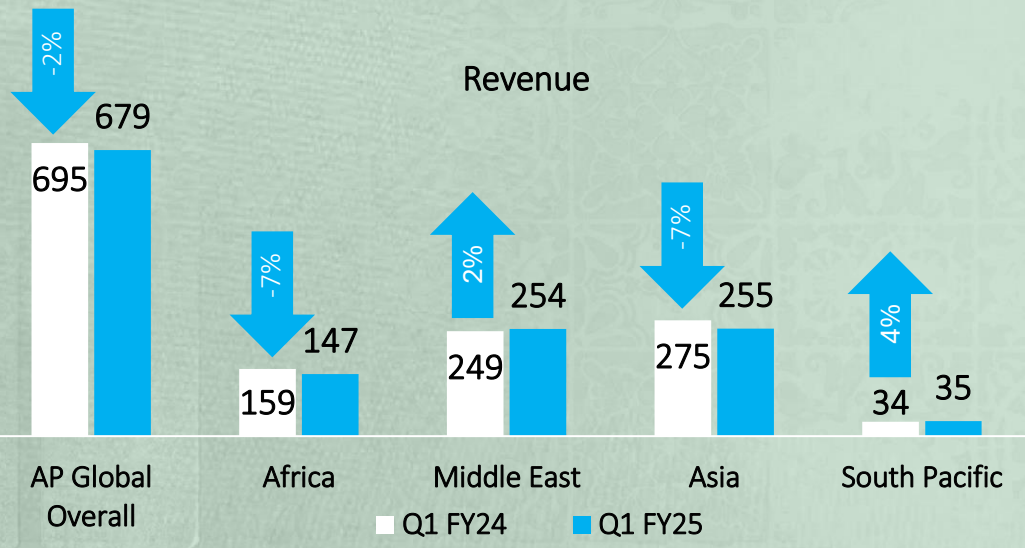
Growth from extended product offerings,
expanded reach and synergies with our
Beautiful Homes Network





Business Environment Impacted by External Factors

International Business

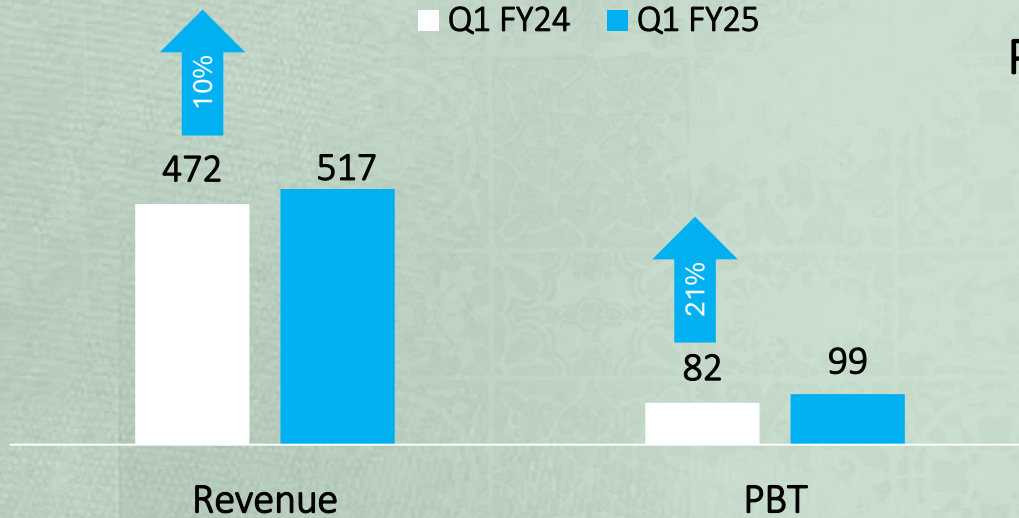


(figures in columns in Rs. crs)

- Q1 de-growth of ~2% in INR terms; constant currency growth of 1.8%
- Strong growth in Ethiopia (relatively better forex availability) and Sri Lanka (economic conditions picking up)
- Slowdown experienced in Middle East – outlook positive
- Muted performance in key Asian markets & Egypt:
 - Unfavorable macroeconomic situation and liquidity constraints impacting sales in Nepal
 - Currency devaluation and softer industry growth adversely impacted Bangladesh
 - Egypt impacted by weak demand on the back of steep inflation and currency devaluation
- Subdued business in the above key markets impacted profitability

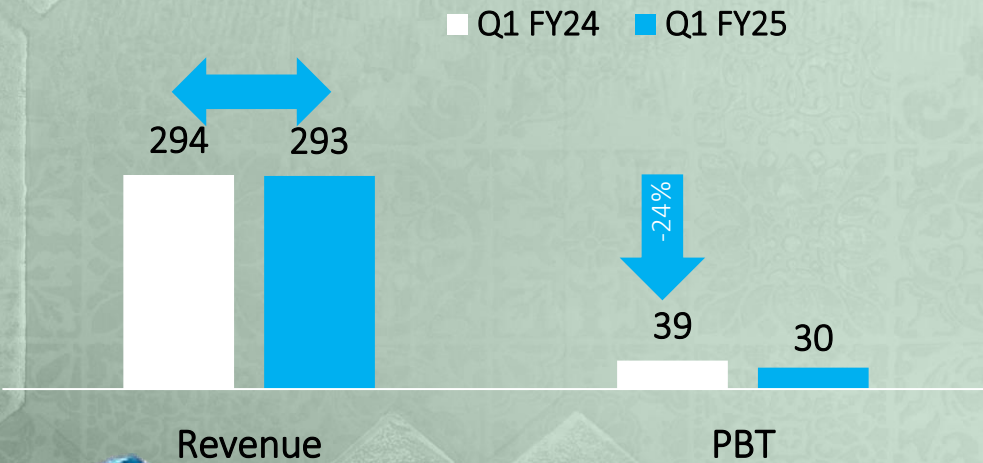
Industrial Business: Strengthening our Base

Industrial Business



PPGAP

- Double-digit revenue growth benefiting from growth in Automotive & General Industrial segment
- Moderating raw material prices and improved operating efficiencies led to improvement in margins
 - PBT margin at 19.2% vs. 17.4% in Q1 of last year



APPPG

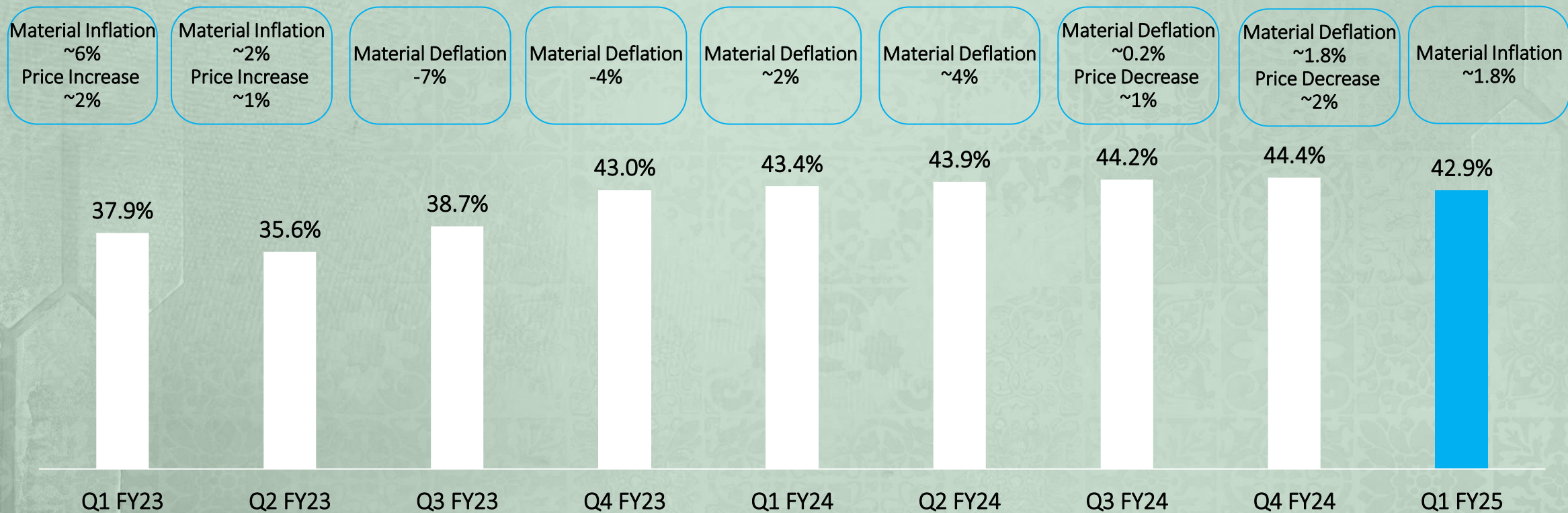
- Flat revenue growth – subdued demand in infra related sectors due to elections
- PBT margin at 10.7% vs. 13.3% in Q1 of last year
 - Pricing pressure in a weak demand environment

(figures in columns in Rs. crs)

Moderation in Gross Margins on Material Price Inflation & Lower Mix

Sourcing & Formulation Efficiencies Sustained

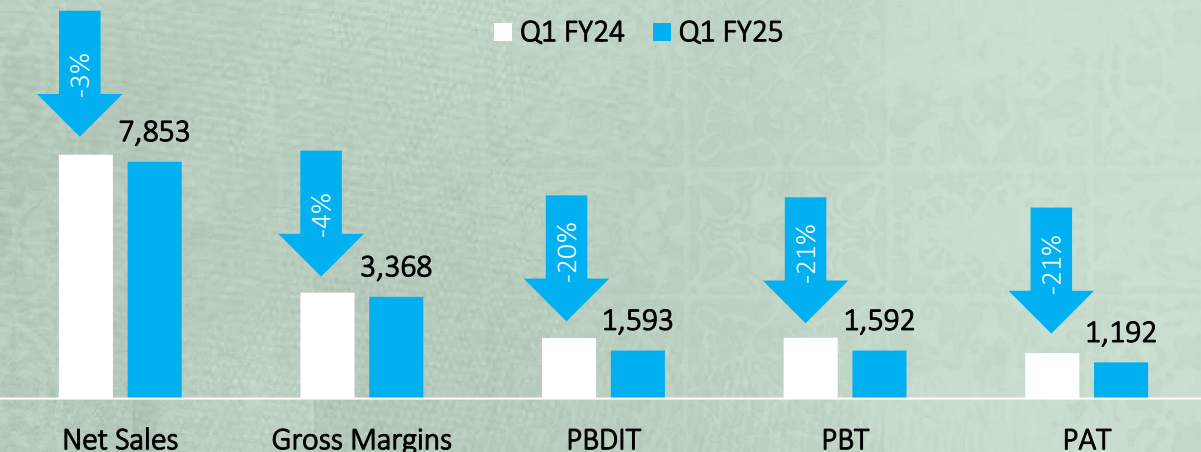
Implemented price increase of ~1% in July



Gross margin shown here is at standalone level & as a % of Net sales

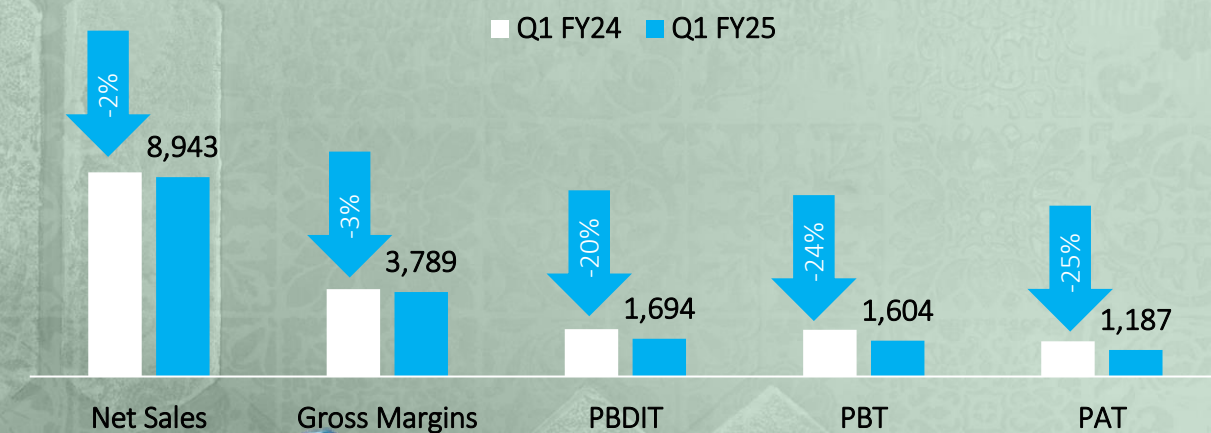
Summary Financials

Standalone Financials



- Net Sales de-growth of ~3% driven by price cuts & shift in mix
- Gross margins at 42.9% in Q1; 50 bps decline over Q1 last year – impact of material price inflation
- PBDIT margin at 20.3%; 440 bps lower than Q1 (400 bps lower excluding one-time impact* in Q1 last year)

Consolidated Financials

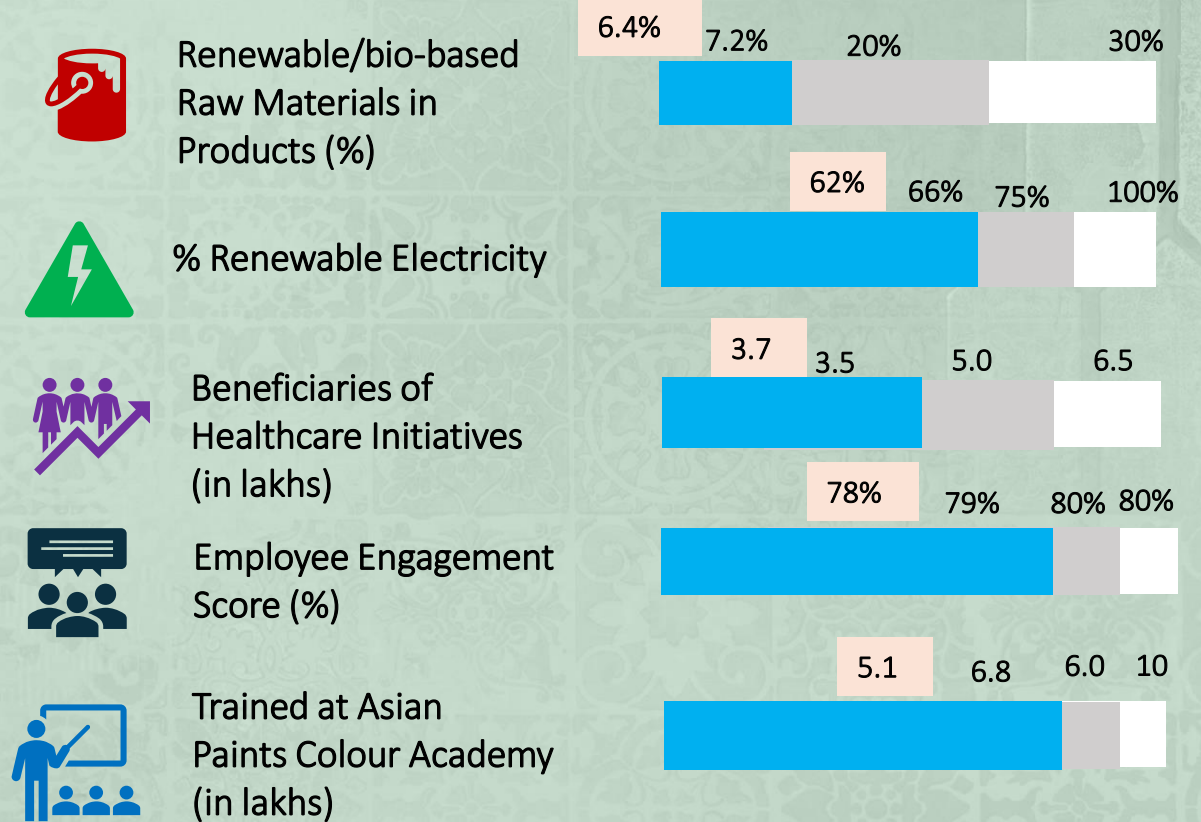
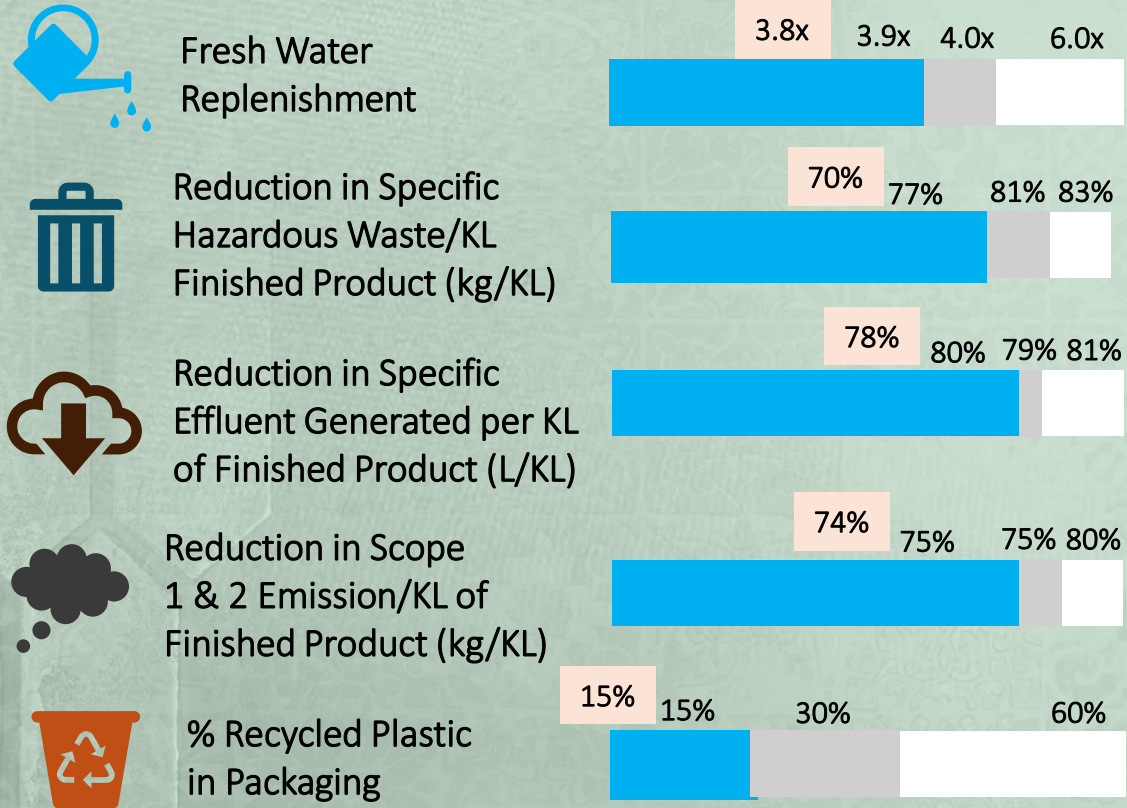


- Net Sales de-growth of ~2%
- Gross margins at 42.4%; 40 bps decline over Q1 last year
- PBDIT margin at 18.9%; 420 bps lower than Q1 (380 bps lower excluding one-time impact* in Q1 last year)

*PBDIT in Q1 FY24 included one-time provision reversal of ~ Rs. 39 crs (standalone) & ~ Rs. 41 crs (consolidated) due to change in leave policy

(figures in columns in Rs. crs)

Near & Medium Sustainability Targets & Progress



Performance in FY2023 Performance in FY2024

Target for FY2025 Target for FY2030

For further data & information on the above, read our FY24 Integrated Annual Report at: [Asian Paints Annual Report](#)

Outlook for FY25

- ❑ Confident about improving demand conditions:
 - Green shoots seen in rural markets
 - Expected progression of monsoon to support this uptick
 - Upcoming festive season augurs well for peak season demand

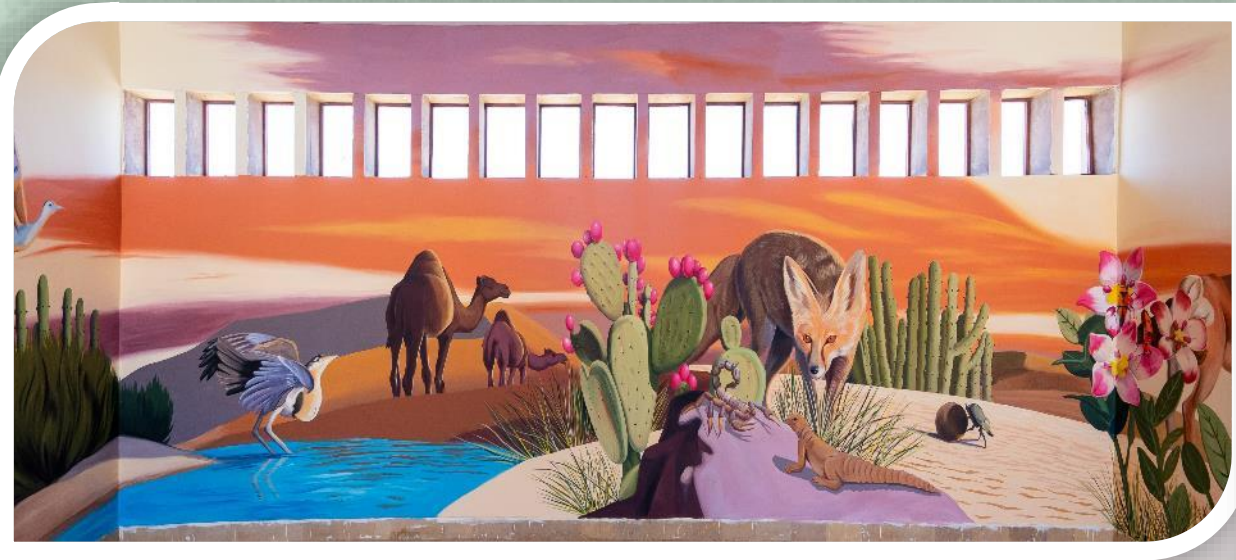
- ❑ Post elections, growth momentum from Government investments expected to continue driving our B2B business

- ❑ Seeing some signs of inflation in certain raw materials; Supply chain challenges to be monitored with continued Red Sea shipping crisis

- ❑ Focused on scaling up our Industrial Businesses and further galvanize our Home Décor categories

- ❑ Key geographies of Nepal, Bangladesh & Egypt expected to remain challenged by macroeconomic issues in the near term

In collaboration with St+art India, murals painted by artists at Rajkumari Ratnavati Girls' School in Jaisalmer



THANK YOU