

NEAPS/BSE ONLINE

10th August, 2023

The Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers,
1st Floor, New Trading Ring,
Rotunda Building, Mumbai-400001
(BSE Scrip Code: 542905)

Listing Department
National Stock Exchange of India
Limited Plot No. C/1, Block-G,
Exchange Plaza, 5th Floor,
Bandra Kurla Complex, Bandra (E),
Mumbai - 400 051
(NSE Symbol: HINDWAREAP)

Dear Sir/Madam,

Sub: Financial Result Presentation for the first quarter ended 30.06.2023

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of Financial Result Presentation on the unaudited Standalone & Consolidated Financial Results of the Company for the first quarter ended 30th June, 2023.

The aforesaid presentation will also be available on the website of the Company i.e. www.hindwarehomes.com.

You are requested to take the enclosed document on records.

For Hindware Home Innovation Limited
(Formerly known as Somany Home Innovation Limited)

Payal M Puri
(Company Secretary and Sr. V. P. Group General Counsel)

Name: Payal M Puri
Address: 301-302, 3rd Floor, Park Centra, Sector-30, Gurugram-122001
Membership No.: 16068

hindware

home innovation limited

ACCELERATING GROWTH ASPIRATIONS

AGILE • FLEXIBLE • INNOVATIVE

Q1 FY24 Financial Result Presentation

August 10, 2023



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Business Overview

Premium Consumer Appliances and Building Products Company

hindware

Owner of Brand Hindware



Building Products Segment

Leader in

Sanitaryware and second largest in the faucets segment

Industry leading growth in Plastic Pipes & Fittings segment

Judicial mix of owned and outsourced manufacturing capabilities



Strong Growth Outlook across product segments and geographies



Consumer Appliances Business (CAB)



33 patents filed since inception



Retail Segment (Focus on Franchise & E-commerce business)



Retail Touch Points
35,000+



Distribution Partners
3,100+



Modern & Retail Outlets
700+

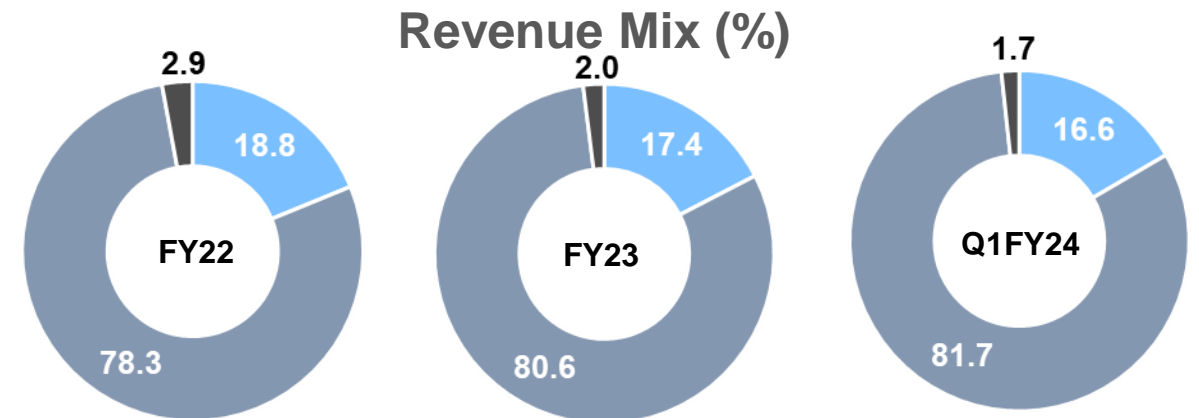
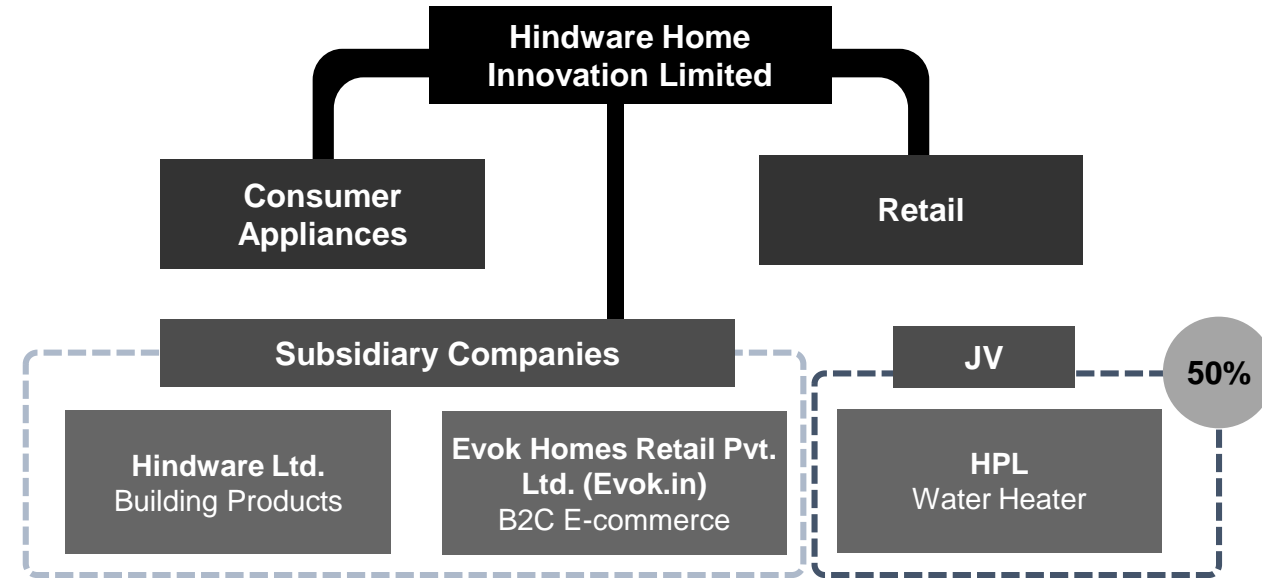


Omni-channel presence

3 Distinct Channels
Sanitaryware & Faucets
Consumer Appliances
Hardware (Pipes)

About Us

- Hindware Home Innovation is a Consumer Appliances and Building Products Company
- Owner of **Hindware**, a reliable and trusted brand across India
- Leveraging innovation and expansive distribution infrastructure across businesses
 - **Building Products Business** –
 - Well entrenched distribution network supported by strong and efficient manufacturing and sourcing capabilities
 - Leading player in sanitaryware & faucets space
 - Leading growth in plastic pipes and fittings solutions
 - Expanding manufacturing for our plastic pipes business to cater to markets across geographies
 - **Consumer Appliances Business** – innovative offerings across varied product categories
 - **Retail Business** - Specialty home interior products under the brand 'Evok'
- **Hintastica Private Limited (HPL)** is a 50:50 JV with Groupe Atlantic, a leading French Group in heating solutions globally



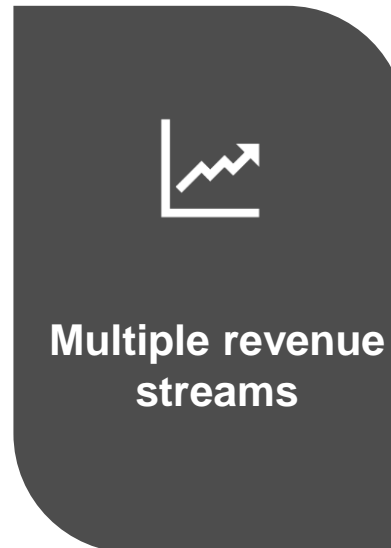
Our Approach

- Several successful launches at regular intervals to cater to the burgeoning needs of the customers
- Strong R&D capabilities help in introducing an innovative range of products to gain market share



- Harnessing distinct distribution networks to market newer products and cross-selling
- Expansive distribution reach across all segments, enabling us to service existing markets & reach out to newer markets
- Strong connect with trade partners enables a deeper understanding of customer preferences

- Emphasis on further improving capital return ratios in the long term
- Completely integrated player: High quality, versatile manufacturing and sourcing combined with a robust supply chain ensures efficient delivery of a wide range of quality products



- Differentiated product mix supported by intelligent marketing and branding campaigns
- Scaling up presence in fast growing Plastic pipes and fittings segment

Proficient and Committed Leadership



Mr. Sandip Somany

Chairman and Non-Executive Director

38+ years of experience in the ceramics and glass industry. He is the Chairman of Indian Council of Sanitaryware Manufacturers and is the past President of FICCI (2018-19). He holds a graduate degree and a diploma in Ceramic Manufacturing technology from the US.



Mr. Sandeep Sikka

Group Chief Financial Officer

28+ years of experience in project finance, business strategy, structured finance etc. He has previously worked with Jindal Stainless as VP and Head - Corporate Finance and with Usha International as Group CFO



Mr. Naveen Malik

Chief Financial Officer, Hindware Home Innovation

28+ years of experience in banking, strategy, project finance & implementation, investor relations. He has previously worked with Godrej & Boyce, GMR Group - DIAL



Mr. Salil Kappoor

Chief Executive Officer, Hindware Home Innovation, (Consumer Appliances and Retail)

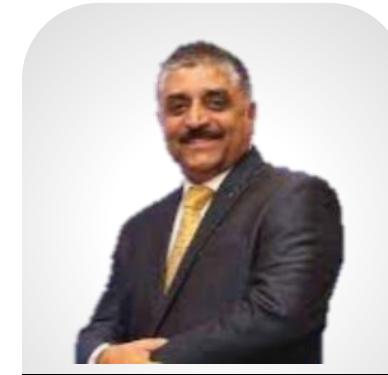
30+ years of rich and diverse experience across industries, especially in the consumer durable space. He previously led the Appliances Division at Orient Electric as the Business Unit Head. Also, served in leadership capacities at companies such as LG Electronics, Samsung, Voltas



Mr. Sudhanshu Pokhriyal

Chief Executive Officer, Bath Business

21+ years of experience in FMCG, building products, sales and marketing, etc. He has previously worked with Asian Paints, Coca-Cola, SC Johnson and Raymond



Mr. Rajesh Pajnoo

Chief Executive Officer, Pipes Business

25+ years of experience in plastic and PVC industry. He has earlier worked as COO with Kisan Mouldings

A high-angle photograph of a modern bathroom vanity. On the left, a clear glass vase holds several white orchids with green leaves. To the right is a white, oval-shaped drop-in sink with a sleek, curved chrome faucet. The sink is set on a white countertop. The background features a dark wood-grain wall panel and a dark blue tiled wall. A semi-transparent white box with rounded corners and a dashed border is centered over the sink, containing the text 'Financial Performance'.

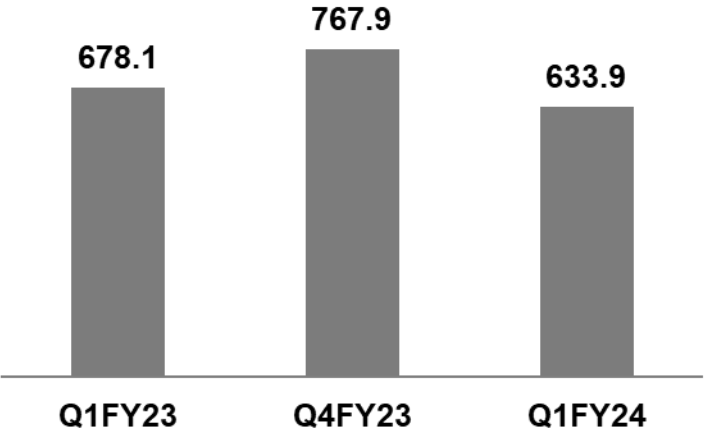
Financial Performance

Q1 FY24 Consolidated Financial Performance

(₹ in crore)

Revenue

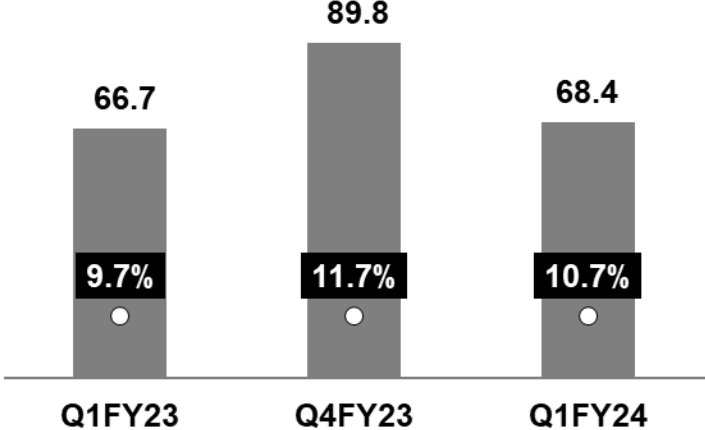
↓ -7% YoY



EBITDA

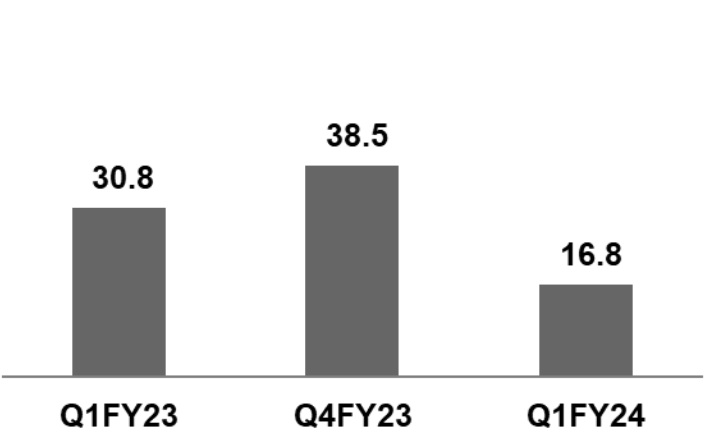
↑ 3% YoY

■ EBITDA ○ Margin (%)



PBT

↓ -46% YoY



Q1 FY 24





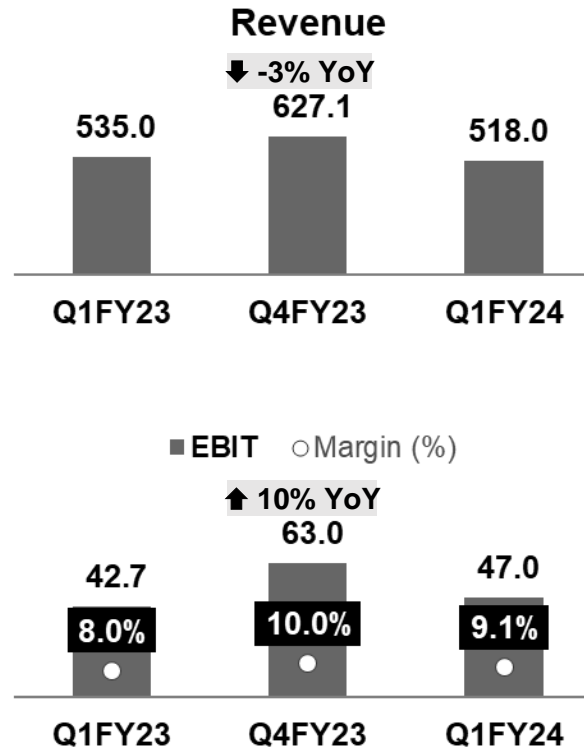
Building Products Segment

Building Products Business Update

Bathware Business

- Inflationary concerns and rising interest rate have slightly impacted the demand for mid and lower priced offerings
- Margins improved on a Y-o-Y basis, owing to operating leverage, better product mix and lower gas prices
- Integrated marketing spearheaded by vibrant IPL campaign further boosted brand recognition and appeal
- Collaborated with Water Management & Plumbing Skill Council (WMPSC) to upskill 5,000 plumbers over the next two years
- Focus on launching brand shops to foray into untapped markets
- Continued to focus on optimising our working capital days

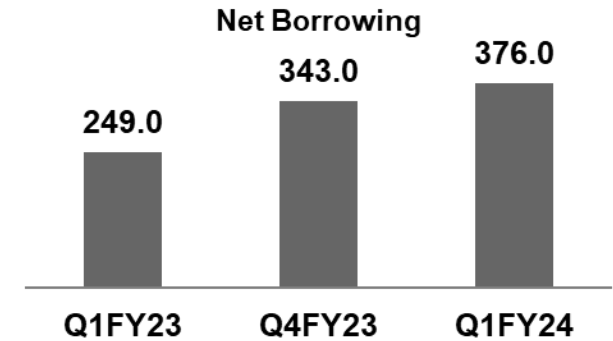
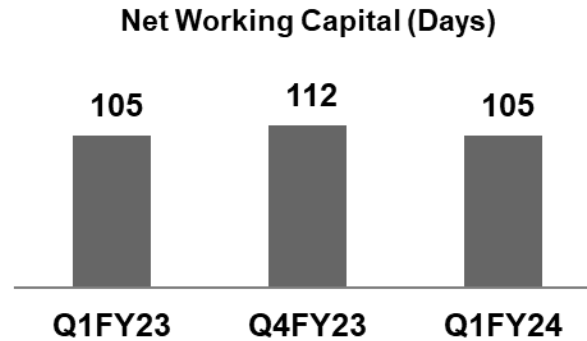
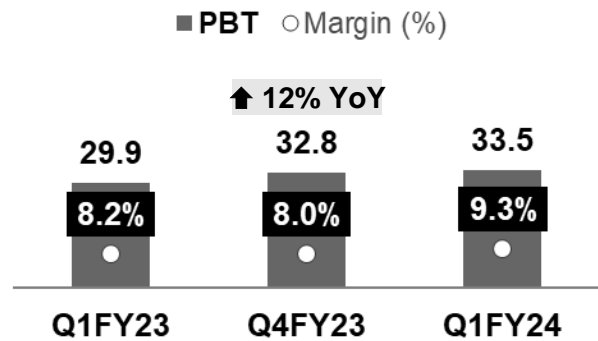
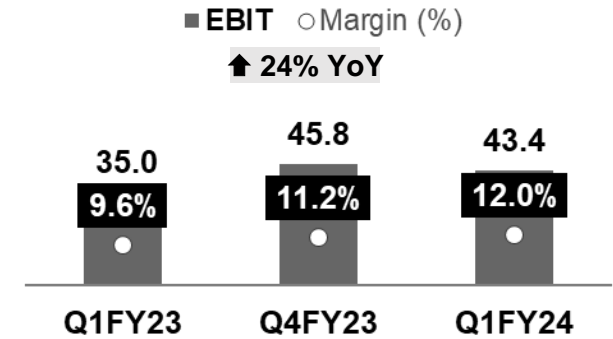
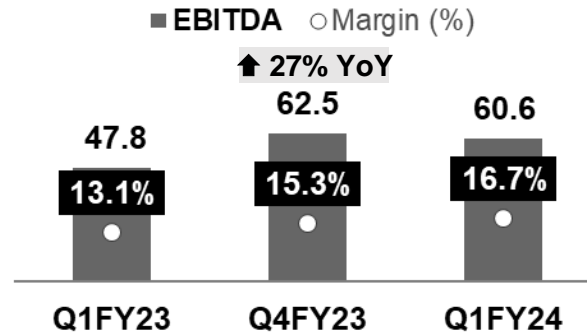
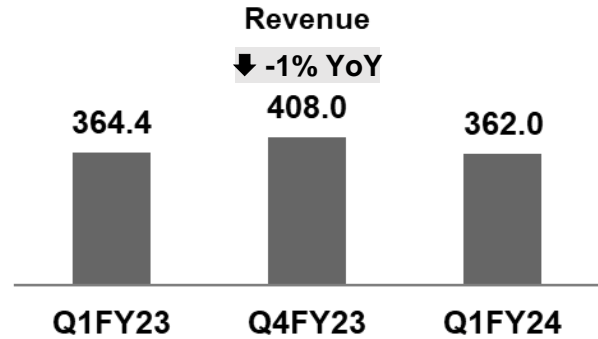
Building Products Business (₹ in crore)



Note: Revenue and EBIT for BPD include contribution from Plastic Pipes & Fittings business

Bathware Business Update – Q1 FY24

(₹ in crore)



Note: Above stated financials are rounded off and as per management reported figures

Building Products Business - Bathware

- Leading player in sanitaryware & faucets segments
 - Brands available across price points
- Expanded our reach in the Indian tiles market, with plans to expand the network further
- Control over the entire value chain and a strong network of distribution and service
 - In-house manufacturing and sourcing capabilities of Sanitaryware and Faucets, to have better and more efficient control over processes
 - 577 Brand Stores for an immersive customer experience
 - 430+ distributors, dealers and modern retail outlets
 - 34,700+ active retail touchpoints
 - Catering to 1,200+ institutional clients
 - A service network of 650+ technicians pan India covering more than 700+ districts, with a TAT of 24 hours in metro markets and 48 hours in upcountry markets

Market Size

₹6,000+ crore
Sanitaryware

₹12,000+ crore
Faucets



Building Products Business - Bathware

- Leading player in sanitaryware & faucets segments
 - Brands available across price points
- Building eco-system for accelerated growth
 - Constant engagement with intermediaries & end-users
 - Providing a platform to all the channel partners to help them keep track of their operations
 - Establish Hindware as a modern, innovative, design-led brand to connect with millennials
 - Increased brand salience at retail (product displays and refreshed in-shop imagery)
 - Expand the distribution reach to establish a truly pan-India presence



Industry- First Innovative-Design Led Products

hindware *italian* collection
Easy clean
 SWITCH TO A SMARTER BATHROOM.
 Visit www.hindware.com for more such bathroom solutions.

MODERN DESIGN
 POP-UP WASTE COUPLING
 SELF-CLEAN FLOW DETECTOR FUNCTION
 ENDURES HYGIENE
 POST-CLEANSE FLUSH

[/hindware](#) [/hindware_homes](#) [/hindwarehomes](#)

WHERE EASE KNOWS NO BOUNDS

Presenting our ravishing Ellipse basins that are inspired by the square shape. These countertop Ellipse basins are designed to give a premium and clean look to your bathspace. It will adorn your bathspace like no other with its defined and smooth edges. The in-built holders are added to the design to give the illusion of more space. This way you can avoid the cramped look.

DETACHABLE HOLDERS-ENJOYS HYGIENE
 POP-UP WASTE COUPLING
 IN-BUILT UTILITY HOLDERS
 EDGE SHAPE-SQUARE

TANKLESS
 FUTURE OF BATHROOM
1ST TIME IN INDIA

Unique Space Saving Design
 Water Saving Efficient 4L Flushing
 Hassle-Free Installation

TOUCH-FREE TECHNOLOGY

WATER CLOSETS WITH TOUCH-FREE FLUSHING FOR GREATER SAFETY & HYGIENE. #TouchFreeIsCarefree

E Clenz
 Intelligent wall mounted water closet at a smart price

AUTOMATE

Easy Computerized Control Panel
 Foot Press Flush
 Minimalist Touch Remote

INTELLIGENT CLOSETS
 A range of Hi-tech Toilets that come with a remote control to cater to all your needs at just the press of a button.

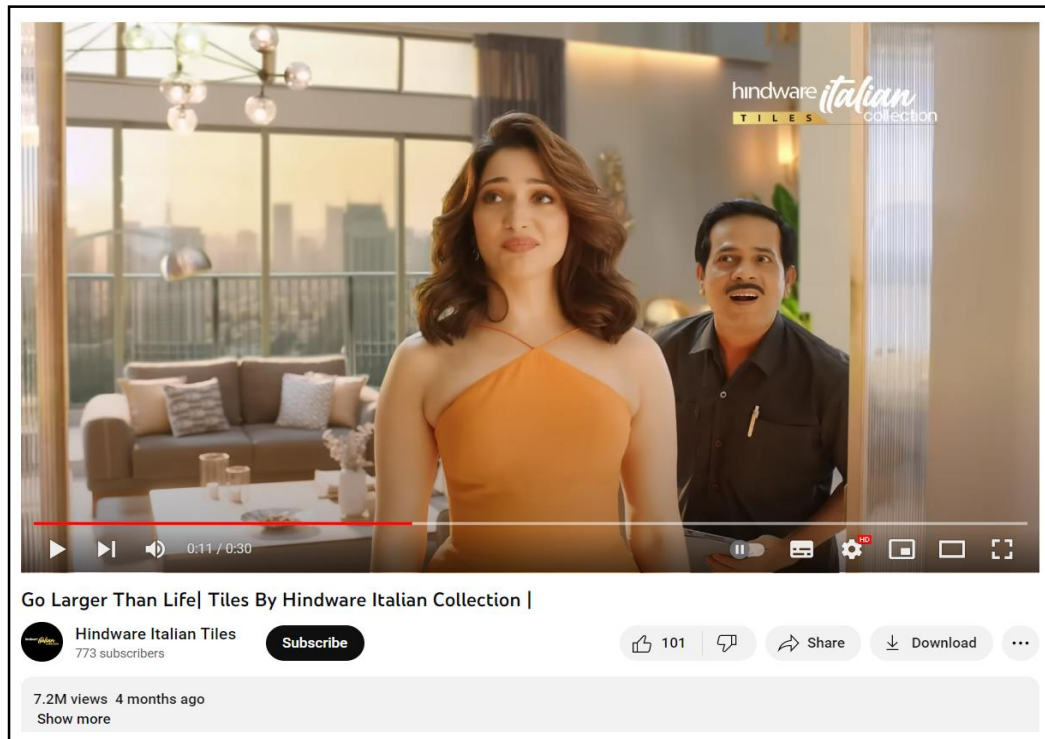
Marketing Initiatives

- Hindware partnered with two IPL teams Royal Challengers Bangalore & Punjab Kings for this IPL season
- Launched “5 star Hotel like Bathroom” campaign featuring players from RCB & Punjab Kings
- 360 degree campaign was launched on TV, OTT, Digital, Radio & BTL activations
- 179M impressions were served during the campaign with a reach of 45M
- The website traffic during the IPL season was twice the normal traffic



Marketing Initiatives

- **Hindware Italian Collection Tiles – Digital Media Campaign**
 - Executed digital media campaign to drive awareness for Hindware Italian Collection Tiles
 - Reached the target audience through the right media mix
 - The campaign delivered 85 Million Ad Impressions; Reaching out to 29 Million audiences at an average frequency of 3



- **New In shop branding developed for Elevated Imagery**
 - New in shop branding focusing on USP's of the product with clear focus, highlighting RTB's to the consumer



Marketing Initiatives

- **Brand with a Purpose – Driving conversations on World Toilet Day**
 - Have Built nearly 170 toilets over the last 2 years majorly in and around Haryana and Rajasthan close to our manufacturing plants
 - Campaign was promoted in Agra, Bangalore, Delhi, Gorakhpur, Hyderabad, Indore, Kolkata, Mumbai, Pune, Patna & Jaipur
 - Delivered 32 Million Impressions, with a reach to 14 Million audience
 - This year under the campaign, the brand pledges to build 80 more toilets

- **Upping The Ante With Acetech : Mumbai and Delhi**

- Larger than life Bath & Tiles mockups
- More than 1200+ architects & dealers visited the Hindware Stall.
- Hindware stall was the winner of the Jury choice award at Acetech Mumbai and Winner of Grand Stand Award at Acetech Delhi



Marketing Initiatives

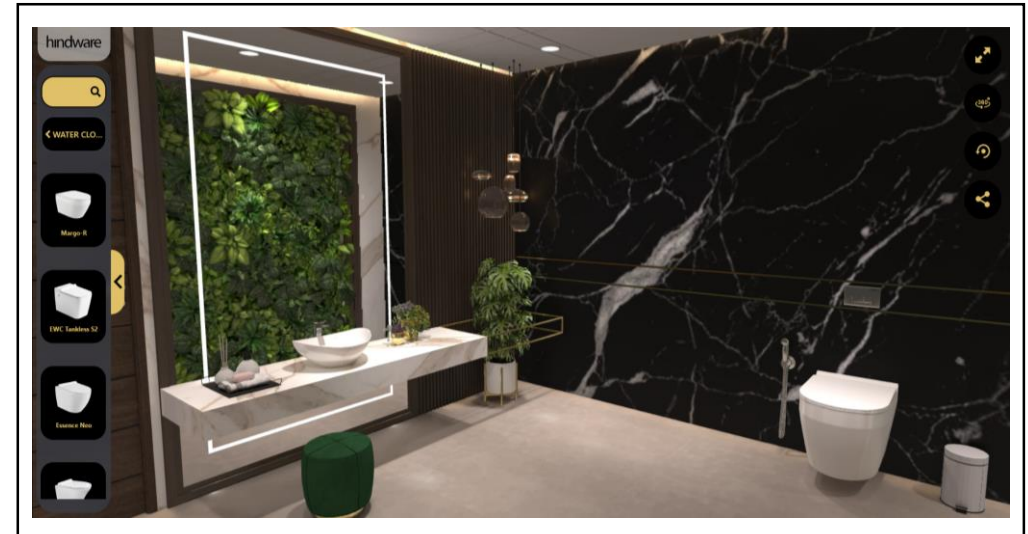
- **Launched Online Reputation Management Tool – LOCOBUZZ**

- A platform which enables brands to listen, analyze and engage with audiences and customers across all digital platforms such as Facebook, Twitter, Google+, Instagram, YouTube, News, Blogs Discussion Forums etc., to ensure improved focus on customer experience & grievance redressal
- The tool will also measure brand insights, customer behavior, competitor insights and performance analytics across all key digital channels to give empowering business insights on a unified platform



- **Launch of 3D Bathroom Visualizer – Live on Hindware Website**

- Empowers the customers to experience the actual setting of bath products instantaneously in custom built 3D concept bathrooms

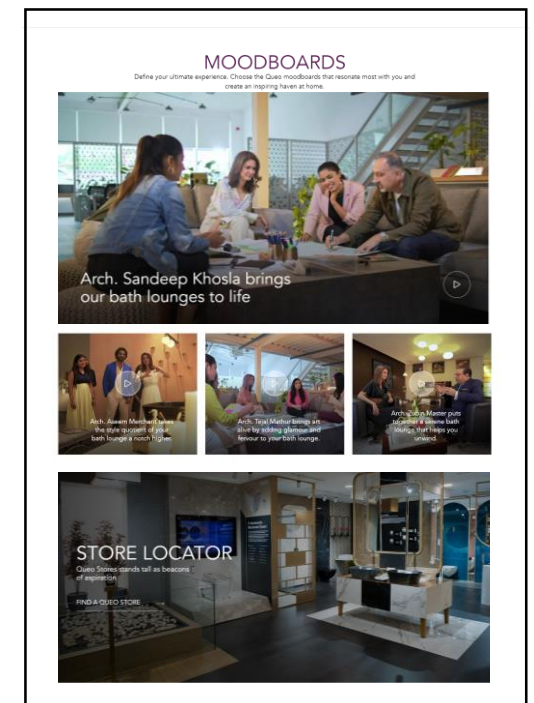
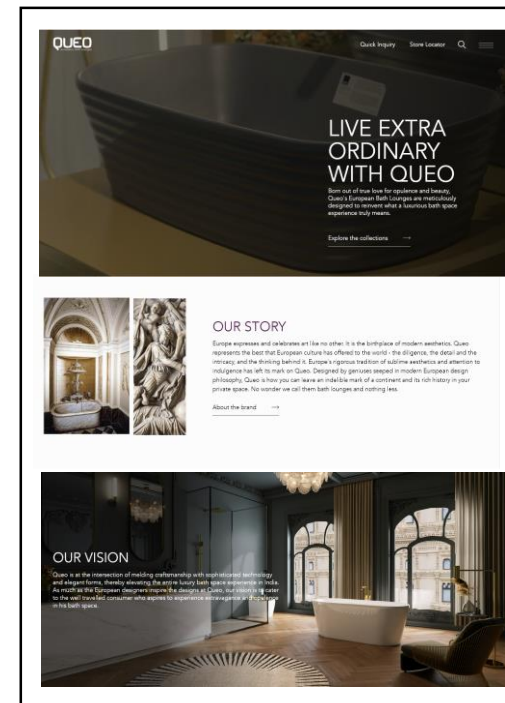


Marketing Initiatives

- Queo New brand film launched with redefined brand identity & positioning-“Let Time Wait”
 - 105Mn impressions on digital and OTT
 - Extensive PR coverage of 150+ stories with PR value

- QUEO Refresh Website Launched

- QUEO’s brand new website with new brand story “LIVE EXTRAORDINARY WITH QUEO” focusing on accentuation of the brand and its products in the target consumer’s minds

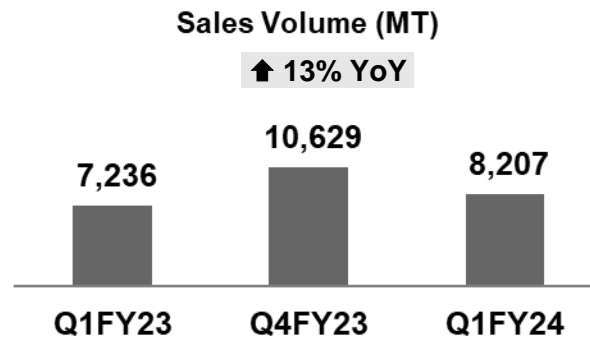
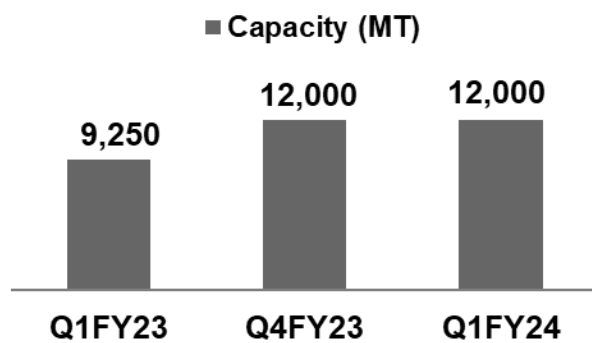


Marquee Clients



Plastic Pipes & Fittings Business Update

- We continue our momentum towards achieving higher market share despite slight headwinds in Q1 on account of lower demand and reduced input prices
 - Efforts to secure volume growth through price rationalization and incentives amid a highly competitive environment
 - Continued focus on increasing brand awareness to further improve market share
- Diversified into PTMT Faucets and Accessories to offer comprehensive plumbing solutions for customers' needs
- Exclusive collaboration up with RWC Reliance Worldwide Corporation to launch Truflo Sharkbite, a range of innovative multilayer composite pipes and fittings
- Establishing a new manufacturing facility in Roorkee, Uttarakhand, and construction of the facility is underway

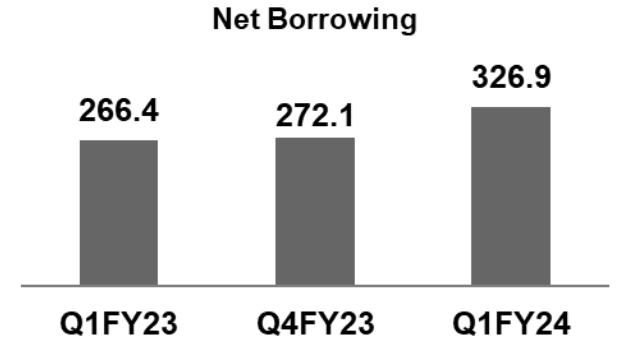
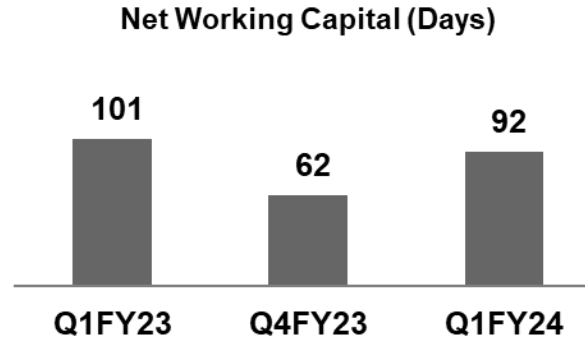
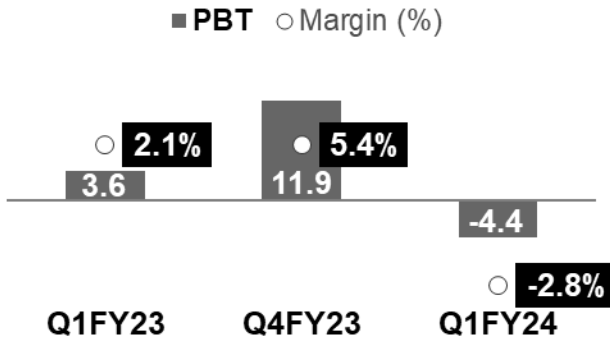
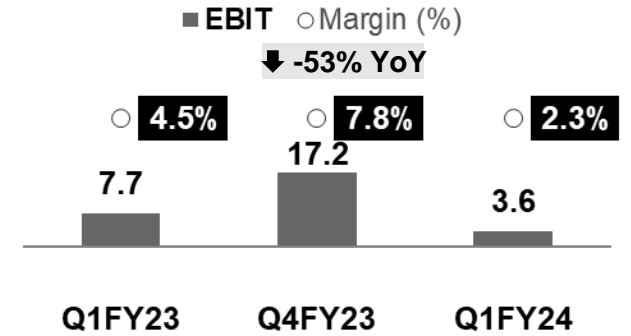
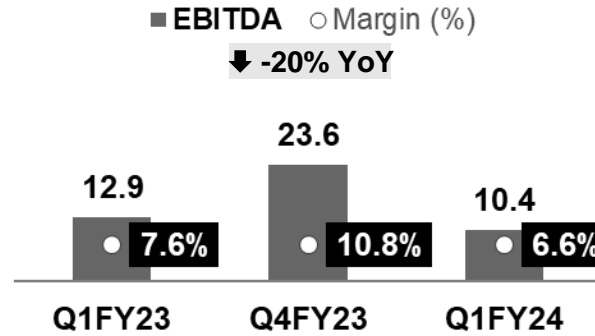
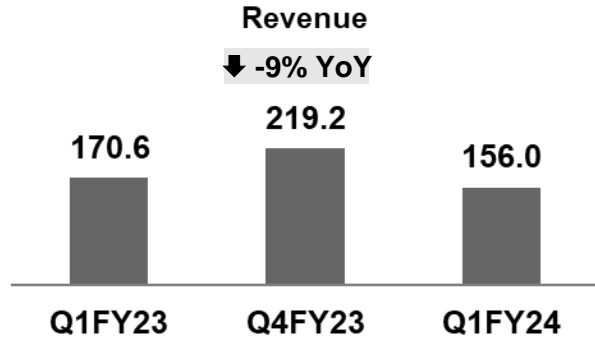


Note : Above stated financials are rounded off and as per management reported figures



Plastic Pipes & Fittings Business Update – Q1 FY24

(₹ in crore)



Notes :

- Above stated financials are rounded off and as per management reported figures

Plastic Pipes & Fittings

- TRUFLO by Hindware, is the fastest growing plastic pipes and fittings brand in India
 - With 2000+ SKUs already being offered and many more being added, TRUFLO aims to be amongst the top 5 CPVC players in 3 years
- In-house manufacturing for better efficiencies & end to end logistics and supply chain control
- The Company offers CPVC pipes for hot and cold-water plumbing applications, along with lead-free UPVC pipes, SWR pipes, PVC pipes for potable water, column pipes and overhead water storage tanks
 - Currently, the business has 280+ active distributors with more than 25,000 retail outlets
- Best-in-class, NSF-certified (uses CPVC compound Durastream, supplied by ~US\$10 Billion Sekisui Chemical Co. Ltd.)



Market Size

~₹22,000 crore

TRUFLO by Hindware™,
addressable market size

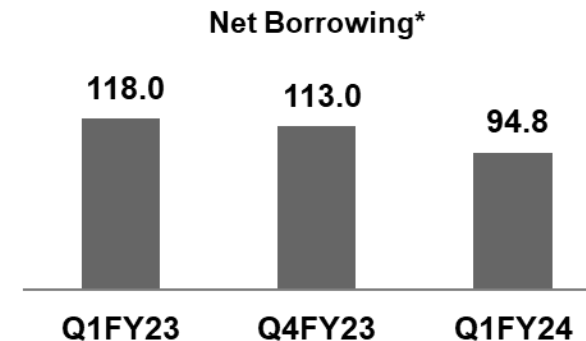
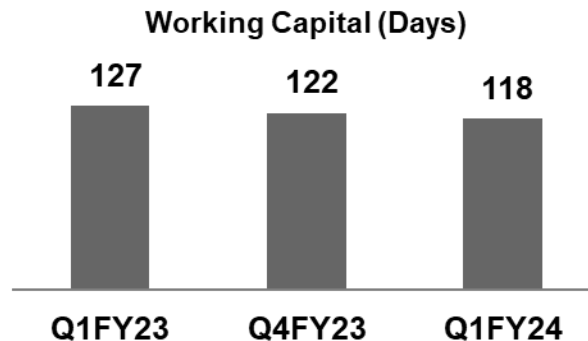
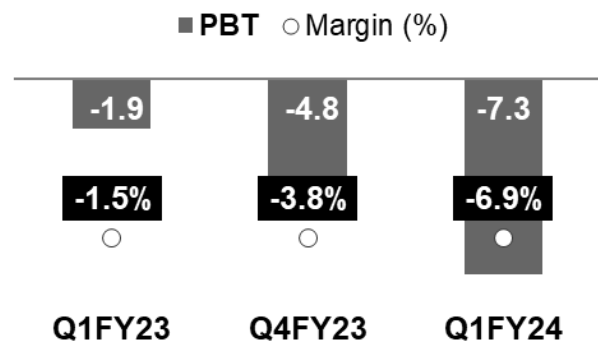
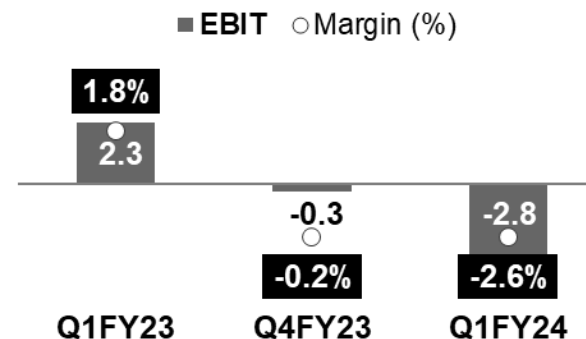
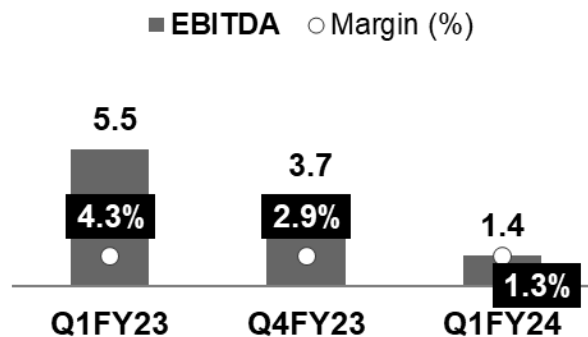
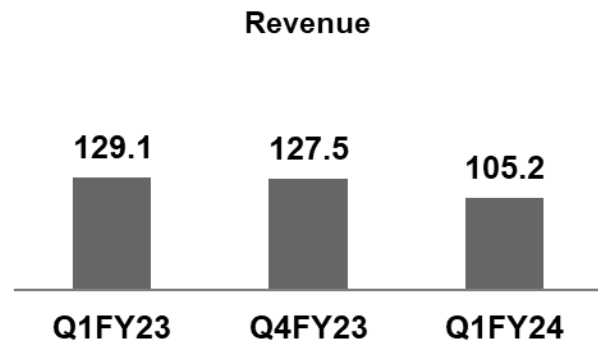




Consumer Appliances Business

Consumer Appliances Business Update – Q1 FY24

(₹ in crore)

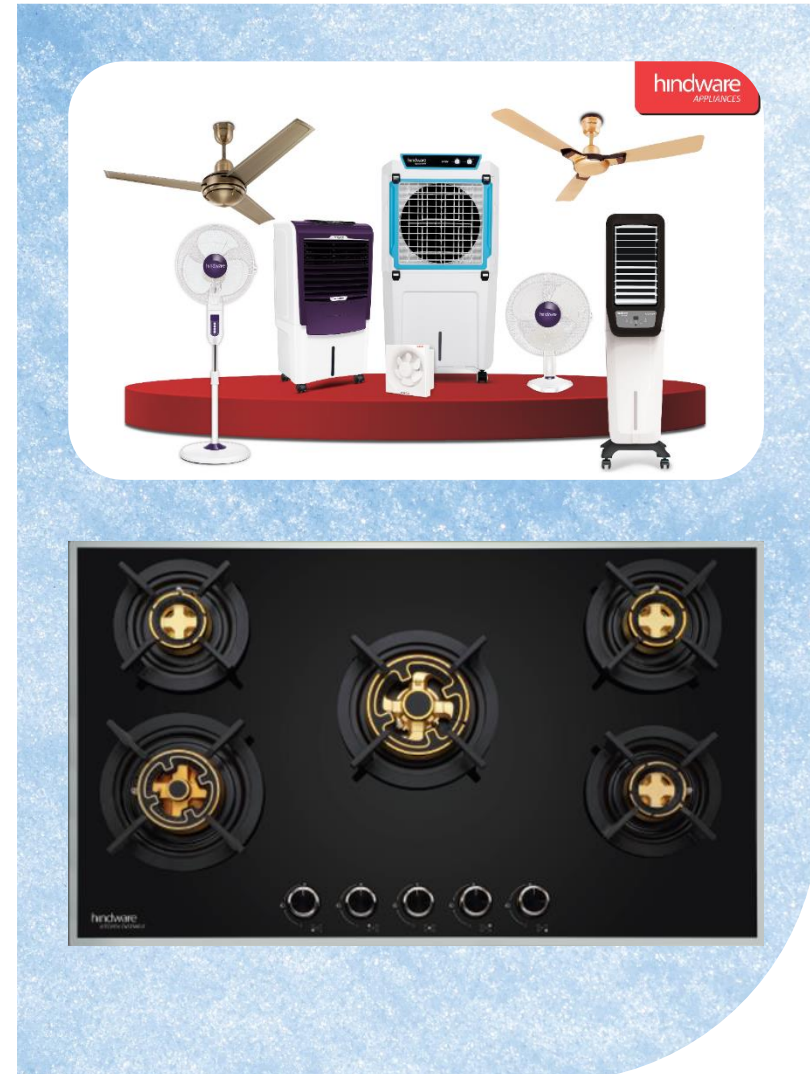


Notes :

- *Net Borrowing figure is for Hindware Home Innovation Limited on a standalone basis
- Above stated financials are rounded off and as per management reported figures

Consumer Appliances Business Update

- Core Consumer Business built over last 6 years with a leading position in Kitchen appliances and growing presence in water heating and air coolers segments
- Revenue stood at ₹105 crore
 - Market sentiment facing challenges initially on account of increased input prices and recently on account of inflationary pressure and increased interest rate.
 - Market expects a positive festive season unlike last year
 - Maintained leading position in kitchen appliances segment despite inflation and rising competition
 - Unseasonal rains impacted air coolers demand
- Currently, the business has 1,400+ distributors and 14,000+ retailers in India
- Successful launch of the Hintastica Private Limited (JV) line of heating appliances at its state-of-the-art manufacturing facility in Jadcherla, Telangana, is delivering as per expectations



Diverse and Exciting Products & Brands



Kitchen Appliances



Air Coolers



Water Purifiers



Fans



Kitchen & Furniture Fittings



Water Heaters
(50:50 JV with Groupe Atlantic)



Thank You



Naveen Malik



Hindware Home Innovation Ltd



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investors@shilgroup.com



Gavin Desa / Jenny Rose
Kunnappally



CDR India



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