

PPFL/SE/2022-2023/034

August 09, 2022

To,

**BSE Limited**  
25th Floor, P.J Towers,  
Dalal Street, Mumbai-400001

**National Stock Exchange of India Limited**  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai -400051

**Scrip Code: 542907**

**Scrip Code: PRINCEPIPE**

Dear Sir/Madam,

**Sub: Presentation at Conference Call for Analyst and Investors**

In continuation to our letter No. PPFL/SE/2022-23/031 dated August 05,2022, please find enclosed presentation to be made for Conference Call Scheduled on Wednesday, August 10, 2022 at 11:30 a.m. IST.

Kindly take the same on record.

Thanking You.

Yours faithfully,

**For PRINCE PIPES AND FITTINGS LIMITED**



**Shailesh K Bhaskar**  
**Company Secretary & Compliance Officer**  
**ACS: 36475**  
Encl. as above.

# Prince Pipes and Fittings Limited



**PRINCE**<sup>®</sup>  
PIPING SYSTEMS

INVESTOR PRESENTATION

Q1 FY23

This information may contain certain forward-looking statements/details in the current scenario, which is extremely dynamic and increasingly fraught with risks and uncertainties. Actual results, performances, achievements or sequence of events may be materially different from the views expressed herein. Investors/shareholders/public are hence cautioned not to place undue reliance on these statements/details, and are advised to conduct their own investigation and analysis of the information contained or referred to in this section before taking any action with regard to their own specific objectives. Further, the discussion following here in reflects the perceptions on major issues as on date and the opinions expressed here are subject to change without notice. The Company undertakes no obligation to publicly update or revise any of the opinions or forward-looking statements expressed in this section, consequent to new information, future events or otherwise.

# TABLE OF CONTENTS

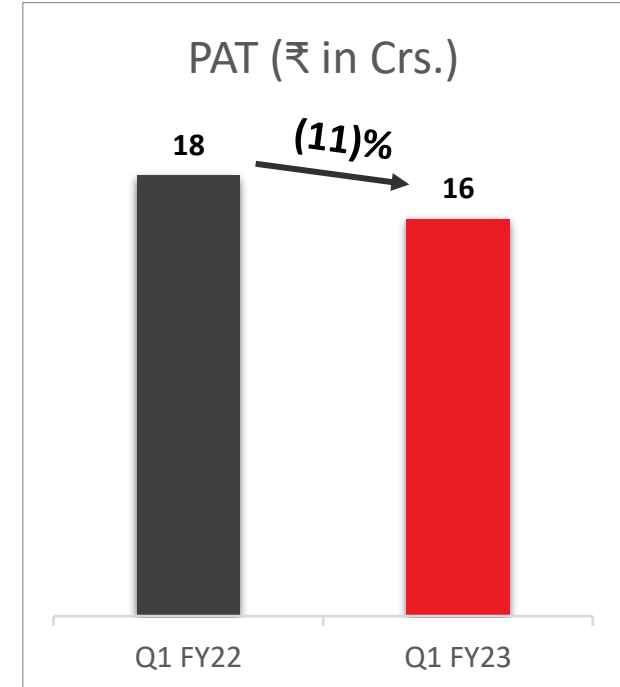
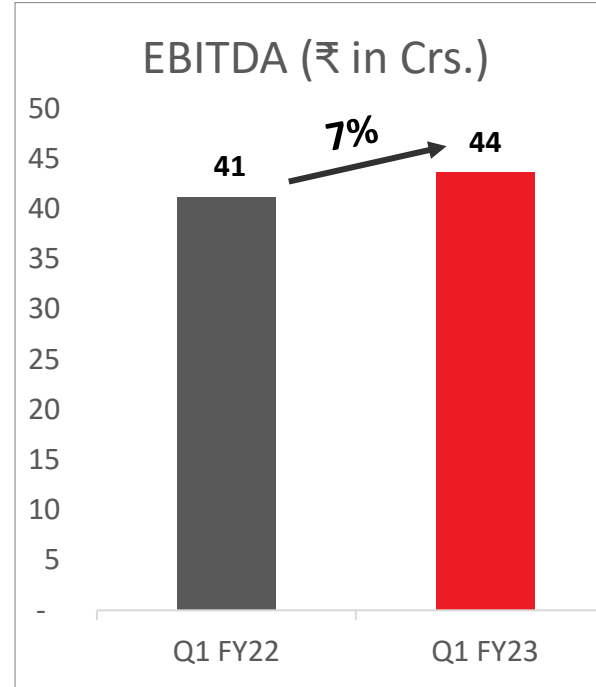
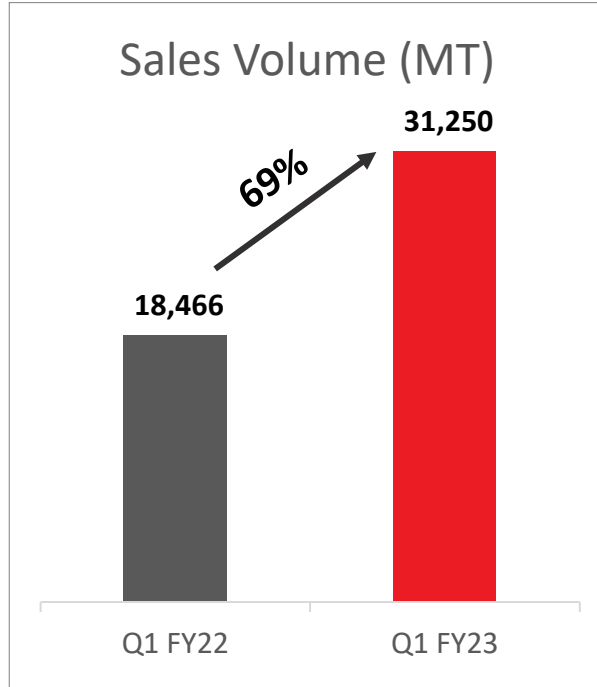
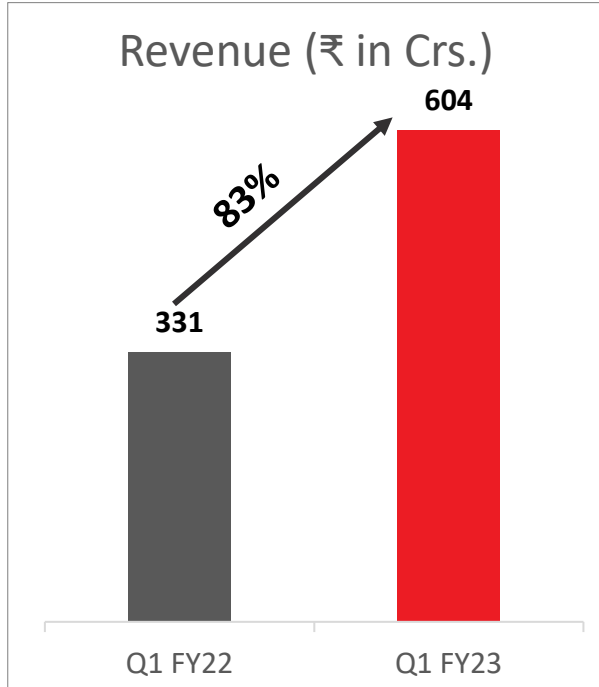
PERFORMANCE HIGHLIGHTS	04
BUSINESS HIGHLIGHTS	05
FINANCIAL PERFORMANCE	06
INDUSTRY OVERVIEW	10
COMPANY OVERVIEW	12
THE ROAD AHEAD...	22
PRODUCT BASKET	23
SEEKING GROWTH...THE ESG WAY	28
AWARDS AND BRANDING	29
BOARD OF DIRECTORS	32
CORPORATE STRUCTURE AND SHAREHOLDING	33
ANNUAL FINANCIAL PERFORMANCE	34
STAKEHOLDERS VALUE CREATION	35
OUTLOOK	36

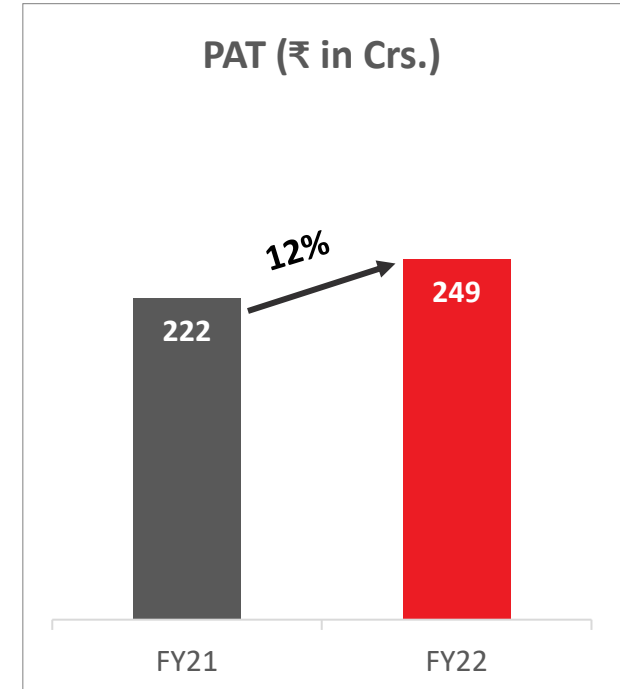
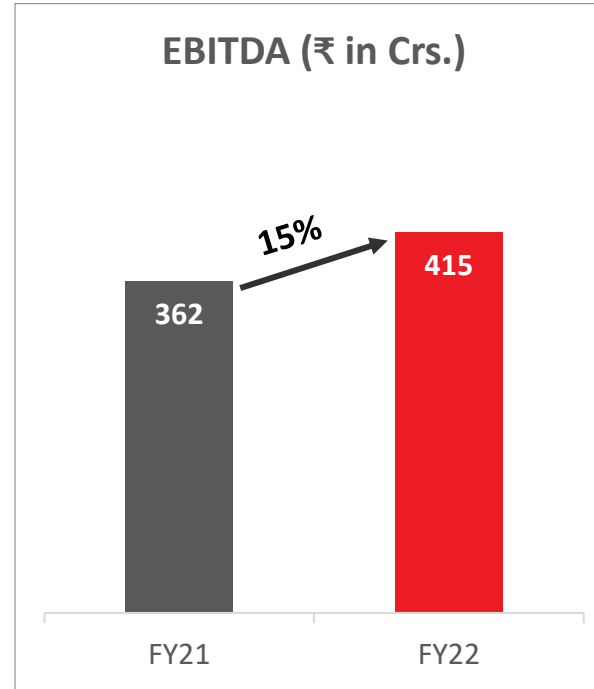
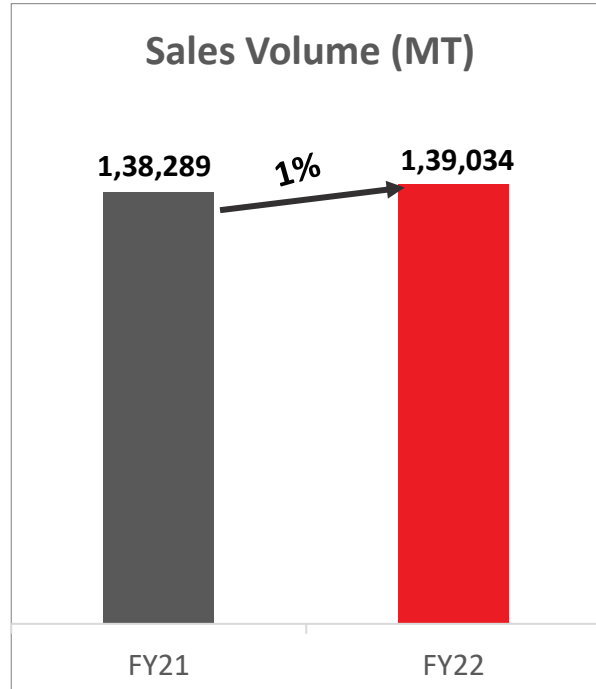
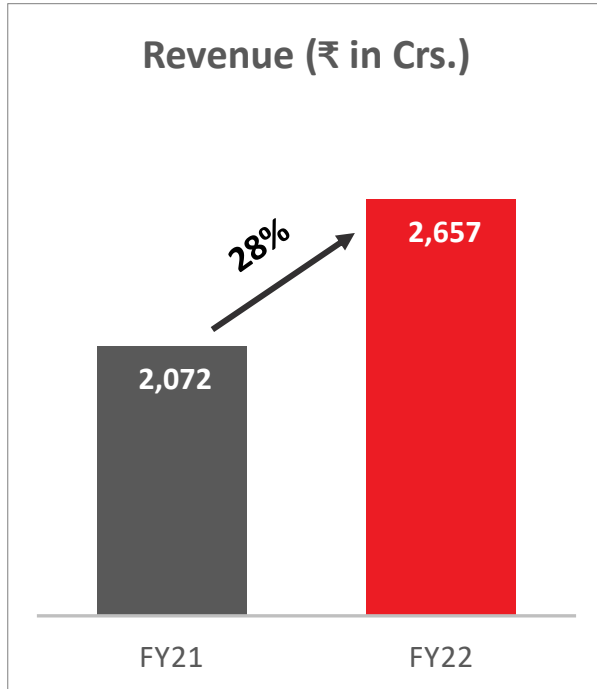
- **For Q1FY23**, revenue at ₹ **604 crore** compared to ₹ 331 crore in Q1FY22, **grew by 83%**
- Sales volume increased by **69% at 31,250 MT** in Q1FY23 as compared to 18,466 MT in Q1FY22
- **For Q1FY23**, EBITDA at ₹ **44 crore** compared to ₹ 41 crore in Q1FY22, **increase by 7%**
- EBITDA margin for **Q1FY23 at 7.3%** compared to 12.5% in Q1FY22
- **For Q1FY23**, PAT at ₹ **16 crore** compared to ₹ 18 crore in Q1FY22
- Company issued and allotted 507 units of Commercial Papers (CP) of ₹ 5 Lakhs each, aggregating to ₹ 25.35 crore. The CP was issued on May 11, 2022, and has been repaid on August 05, 2022



- **Prince Pipes announces entry into Bathware Sector - natural extension of product portfolio into faucets and sanitaryware**
  - The initiative is a part of our growth strategy to offer a complete range of bathroom solutions & leverage pan-India network of dealers
- **Renewal of Akshay Kumar as a brand ambassador for 2 years, till 2024**
  - To strengthen and penetrate our market in rural/semi urban areas
- **In May 2022, launched new products PE-FIT Aqua - HDPE Piping Systems and Corfit Manhole Chambers**
  - Both products gaining steady traction in Institutional and Government segments
- **In June 2022, ASSOCHAM announced induction of Nihar Chheda, VP Strategy, as Co-Chairman of its National Water Council**
  - In this role, Nihar Chheda will represent ASSOCHAM'S National Water Council to work with Government and other stakeholders to help shape policy to improve India's water infrastructure

# FINANCIAL PERFORMANCE FOR Q1 FY2023



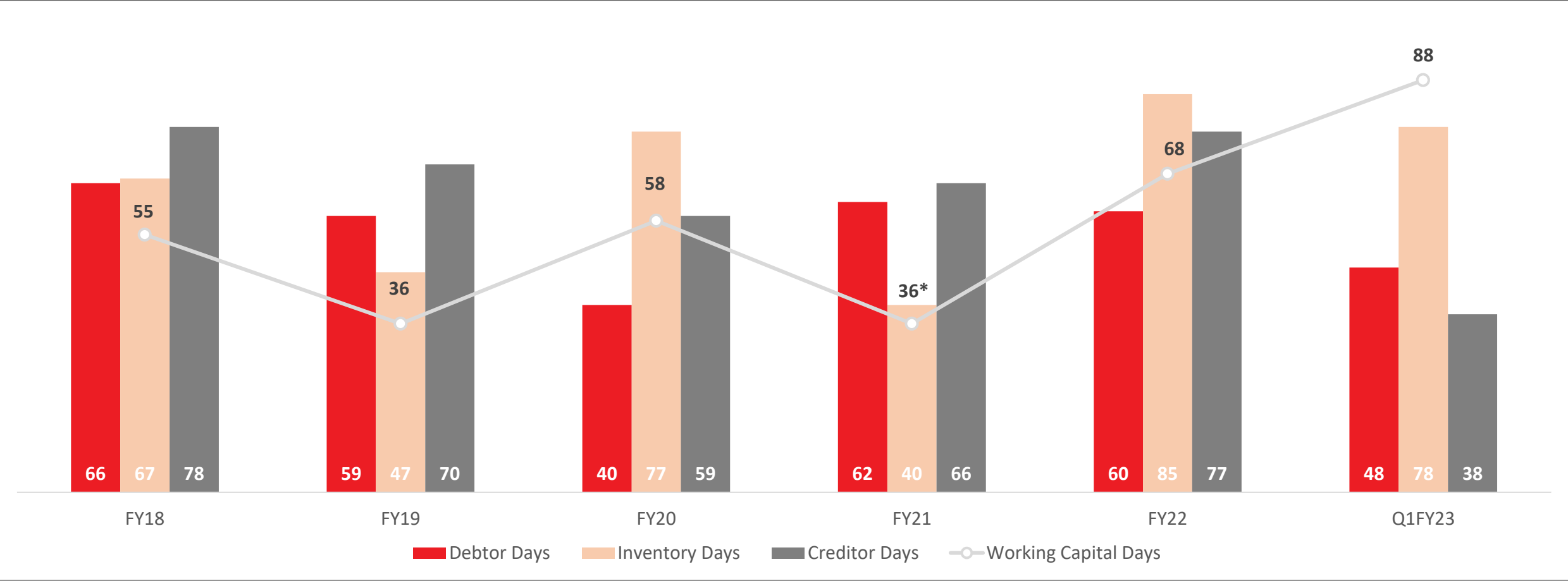




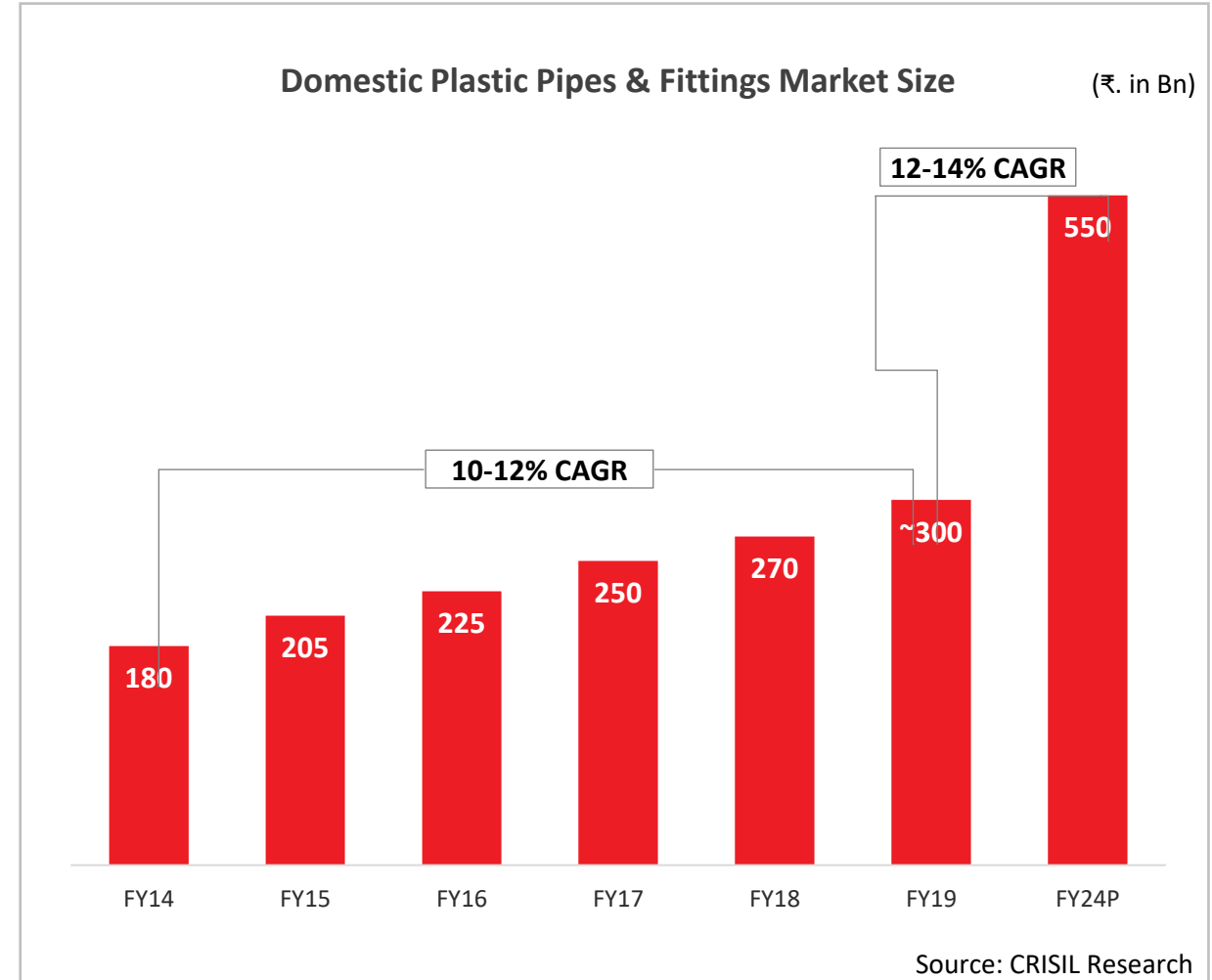
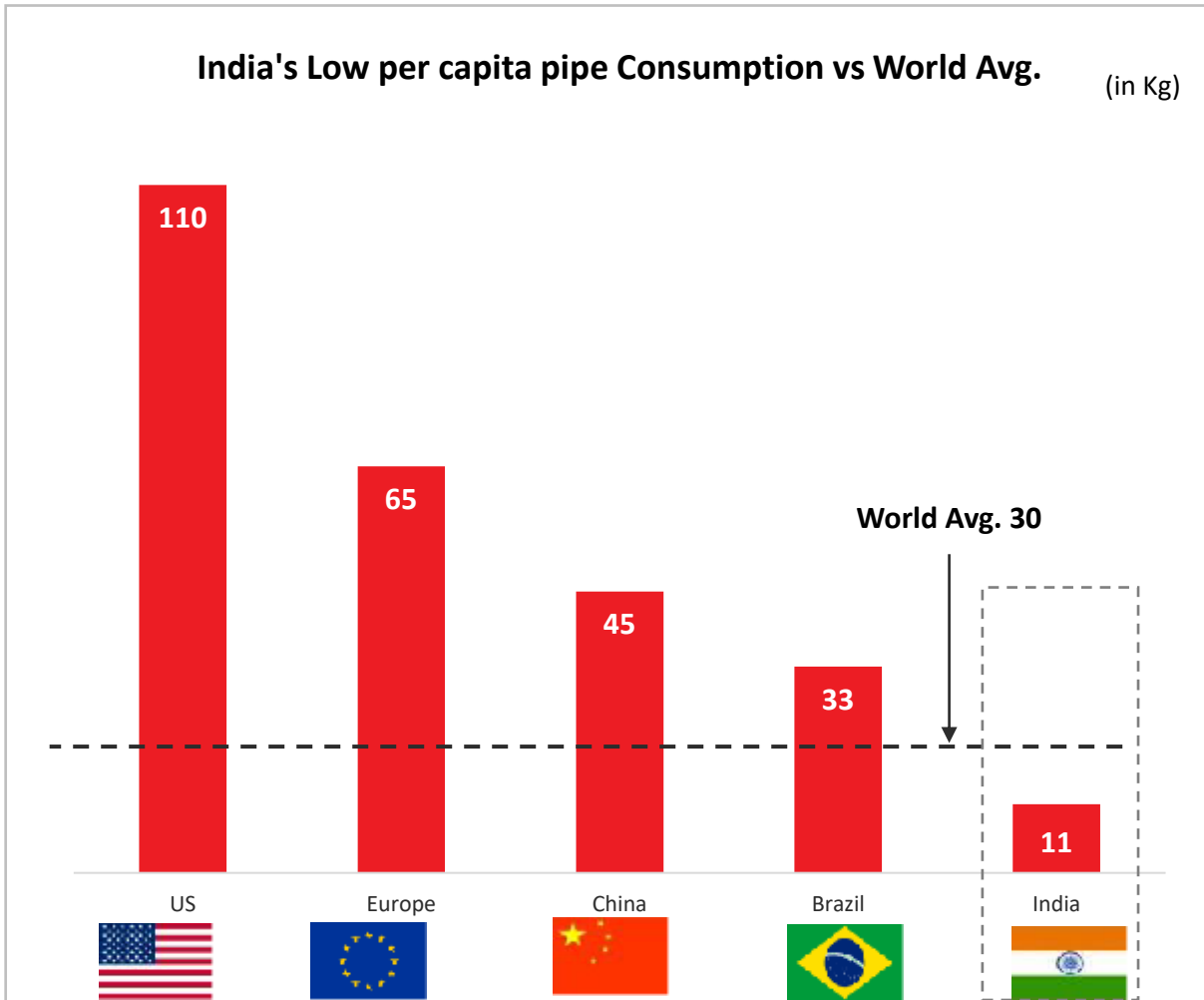
# PROFIT & LOSS STATEMENT AS ON 30<sup>TH</sup> JUNE, 2022

₹ in Crore

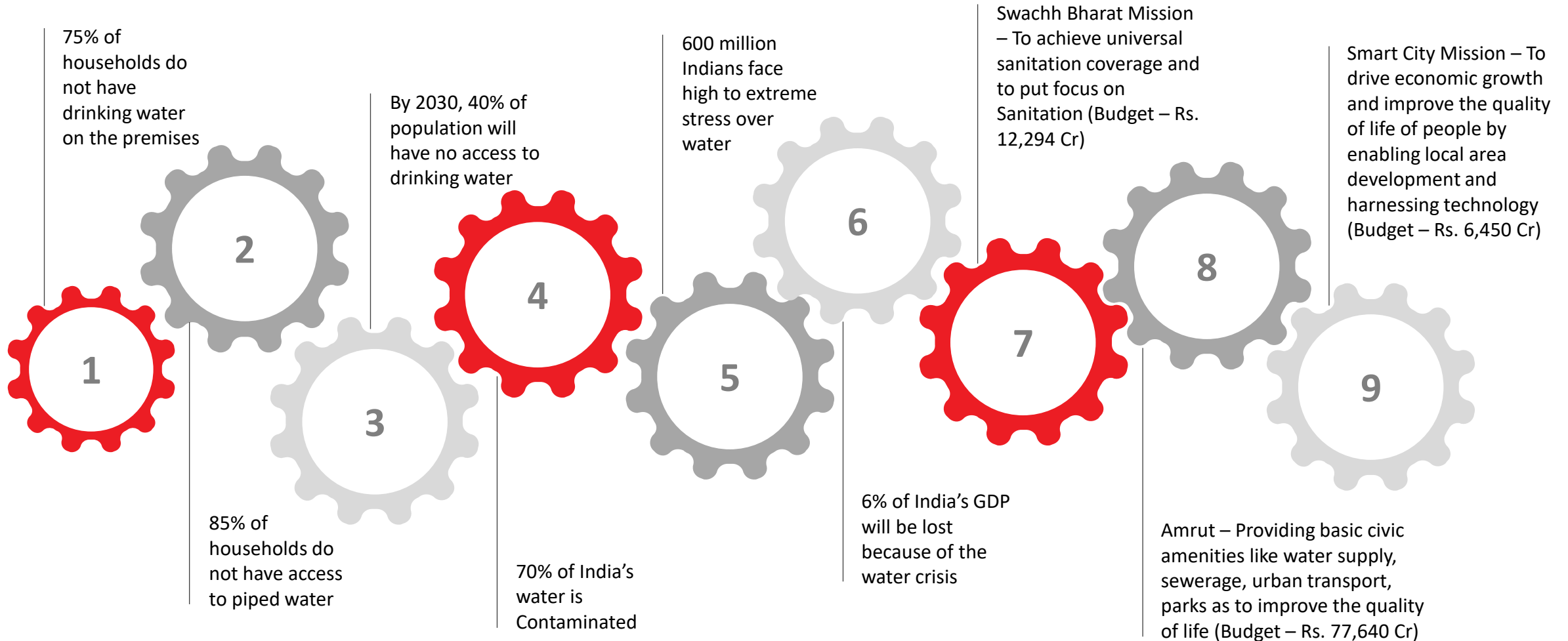
Particulars	Q1FY23	Q1FY22	Y-o-Y (%)
<b>Total Sales</b>	<b>604</b>	<b>331</b>	<b>83%</b>
Raw Material Consumed	478	233	105%
Employee benefit expenses	26	21	24%
Other Expenses	56	36	56%
<b>EBITDA</b>	<b>44</b>	<b>41</b>	<b>7%</b>
<b>EBITDA Margin (%)</b>	<b>7.3</b>	<b>12.5</b>	<b>(520) Bps</b>
Depreciation	20	16	25%
<b>EBIT</b>	<b>24</b>	<b>25</b>	<b>4%</b>
<b>EBIT Margin (%)</b>	<b>4.0</b>	<b>7.7</b>	<b>(370) bps</b>
Other Income	1	2	(50)%
Finance Cost	3	3	-
<b>PBT</b>	<b>22</b>	<b>25</b>	<b>(12)%</b>
<b>PBT Margin (%)</b>	<b>3.6</b>	<b>7.5</b>	<b>(390)bps</b>
Tax Expenses	6	7	14%
<b>PAT</b>	<b>16</b>	<b>18</b>	<b>(11)%</b>
<b>PAT Margin (%)</b>	<b>2.7</b>	<b>5.4</b>	<b>(270) bps</b>
EPS (in INR)	1.45	1.61	



\* Reclassified to 15 days based on regrouping of financials for FY 21



- Industry growth outlook remains strong driven by Government’s focus on expanding areas under irrigation and increasing urban infrastructure spending
- Growing penetration of branded plumbing pipes in affordable housing project segment would further led to demand among the pipe segment



Source: Union Budget Highlights 20-21, Industry Data

Prince Pipes and Fittings Limited is an Indian manufacturer of polymer pipes and fittings for plumbing, irrigation and sewage disposal.

It ranks amongst the top 5 companies in the piping industry thanks to its massive production capacity and a wide distribution network. PPFL is considered the Industry's Most Trusted Brand and has the Largest Range of SKUs.

Having operated for more than three decades, the company has numerous manufacturing units located strategically across the country. It is promoted by the Chedda family and is recognised for its extensive range of products and their pristine quality.



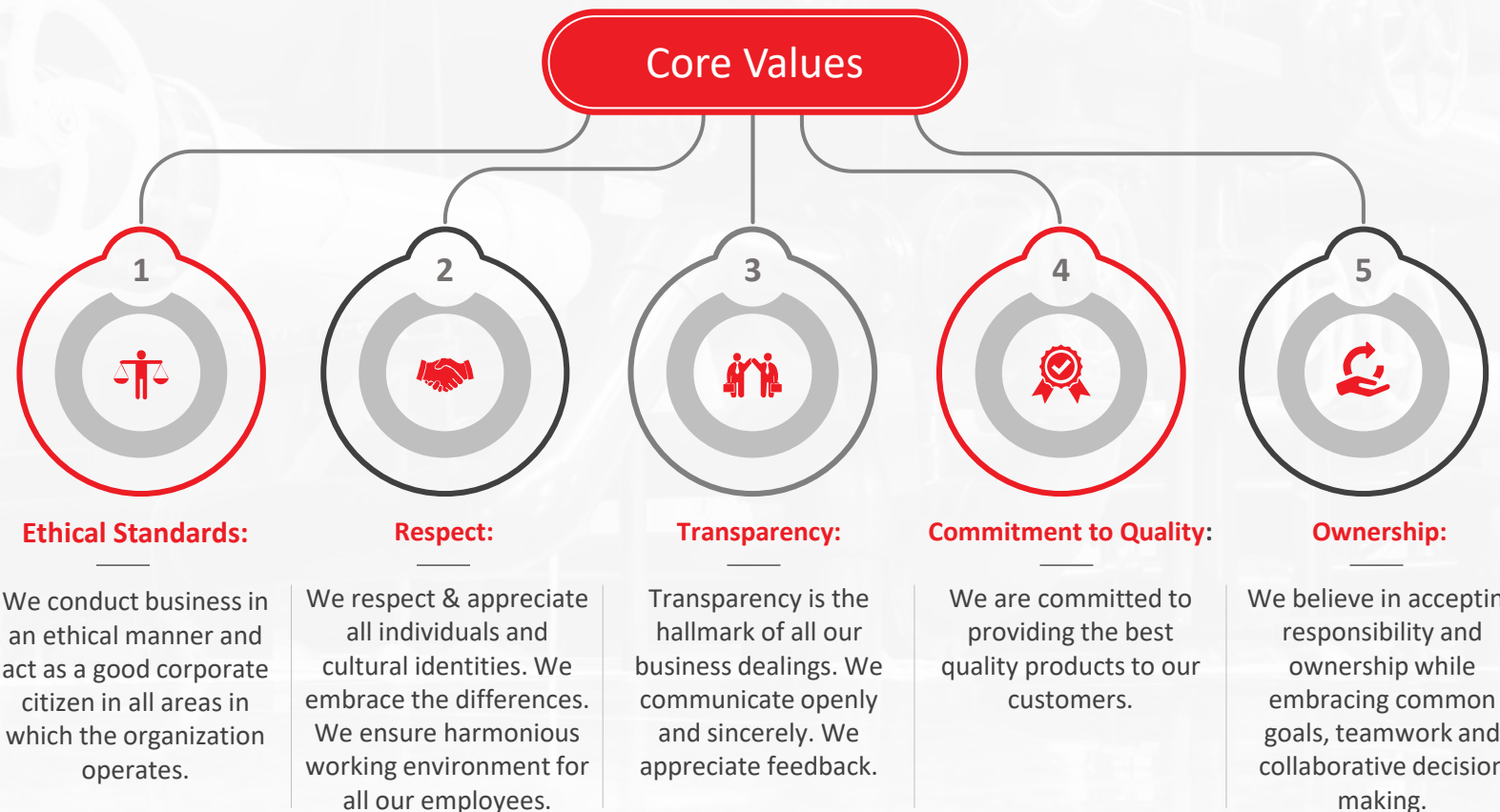
## Vision

To be an acknowledged leader in Indian plastic piping industry by exceeding customers expectations and maximizing bottom line for all our stake holders.



## Mission

Our mission is to bring a revolution in plastic piping industry through innovative solutions which would create a profitable growth and benefit our customers & the society at large.





**1987**

Incorporation



**7**

No. of Facilities



**8**

Warehouses



**7,200+**

SKUs



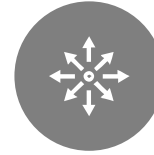
**~1,500+**

Channel Partners



**CRISIL A+**

Outlook: **STABLE**



**Long Term  
Debt Free**



**1,660**

Employees



**6,613 Cr**

Market Cap  
(For June 30<sup>th</sup> 2022)



**249 Cr**

PAT  
(For FY 2022)



**~3,09,000** MTPA

Total installed  
Capacity



**Prince and  
Trubore**

Product Brands



Amongst Top 5  
Processor in  
Piping Industry

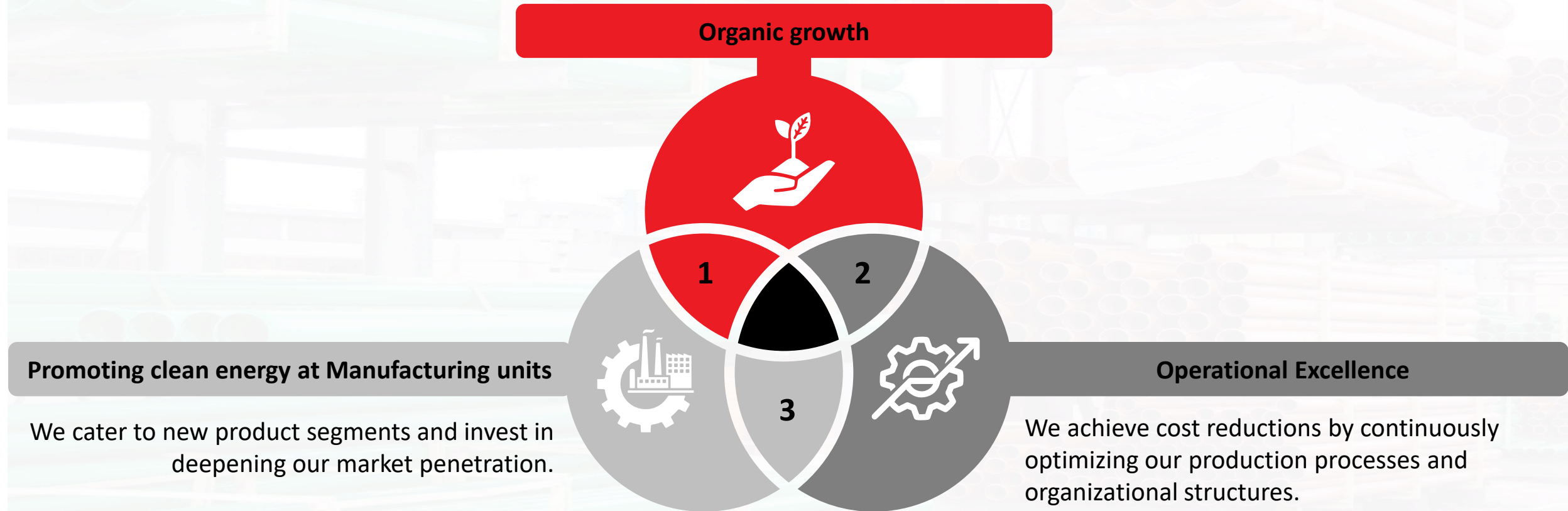
More than 3  
decades of  
Operations

Strategic located  
Manufacturing  
units

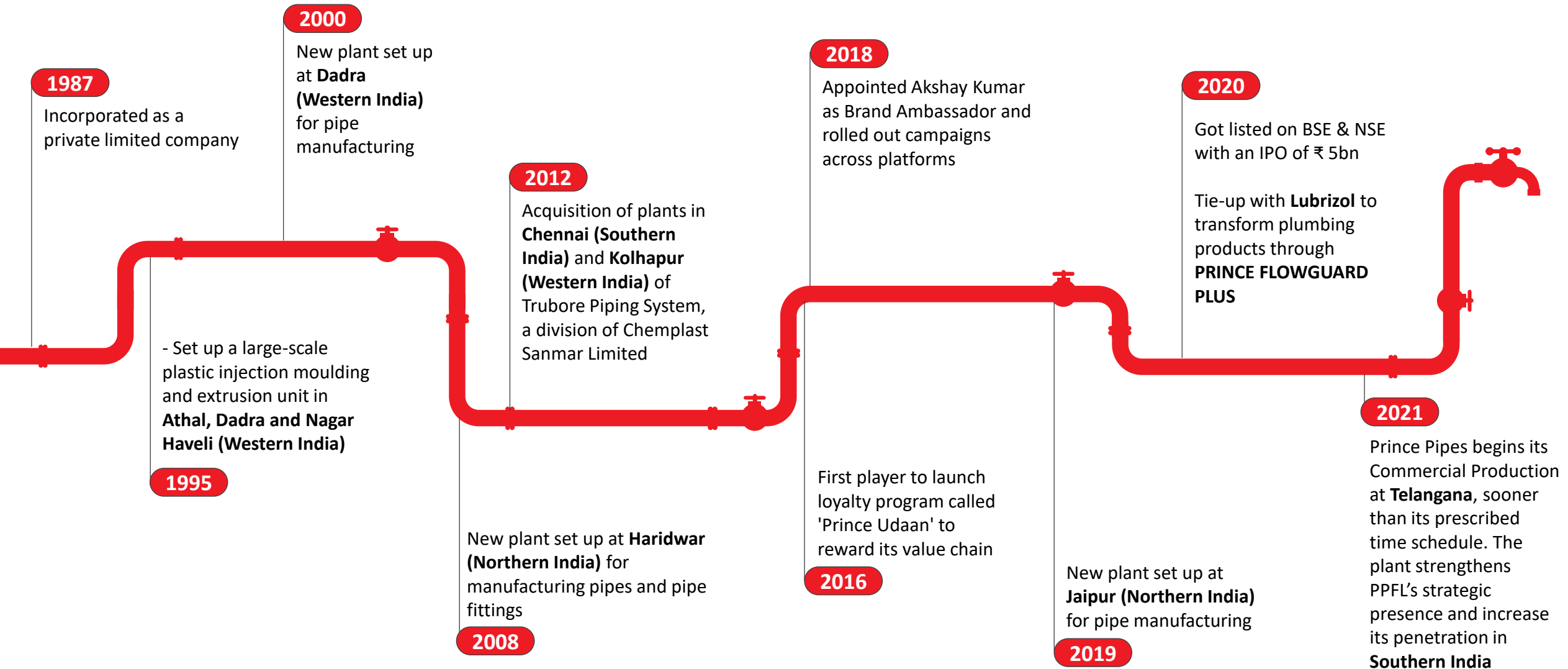
Industry's Most  
Trusted Brand



We generate organic growth by focusing on innovation, market proximity, digitalization and our industrial potential.







# OUR MANUFACTURING CAPABILITIES


**Athal** 1995



Installed Capacity **11,110 MTPA**

Product **FITTINGS**

**Dadra** 2000



Installed Capacity **60,286 MTPA**

Product **PIPES**

**Haridwar** 2008



Installed Capacity **89,163 MTPA**

Product **PIPES & FITTINGS**

**Chennai** 2012



Installed Capacity **50,825 MTPA**

Product **PIPES**


**Kolhapur** 2012



Installed Capacity **14,861 MTPA**

Product **PIPES**

**Jaipur** 2019



Installed Capacity **34,646 MTPA**

Product **PIPES**

**Telangana** 2021



Installed Capacity **47,716\*** MTPA

Product **PIPES & FITTINGS**

\*Phase wise capacity expansion over the next 2-3 quarters

# ALWAYS STAYING AHEAD OF THE CURVE



**2008**

First company to venture into North India and set up a plant at Haridwar

**2012**

Acquired Chennai & Kolhapur plant through inorganic strategy from Chemplast Sanmar

**2014**

Early movers in Eastern India with a unique asset light model

**2020**

Tie up with Lubrizol to form CPVC compound and market the brand FlowGuard Plus

**2021**

Commissioning of Telangana plant, marking the Company's expansion towards South India

# STRATEGIC DISTRIBUTION - EXPANDING FOOTPRINTS

**NORTH**

First mover in 2008 with Haridwar plant

To scale brand equity in North

**WEST**

3 Plants across different states to capture rapid urbanization for efficient supply & Service

**SOUTH**

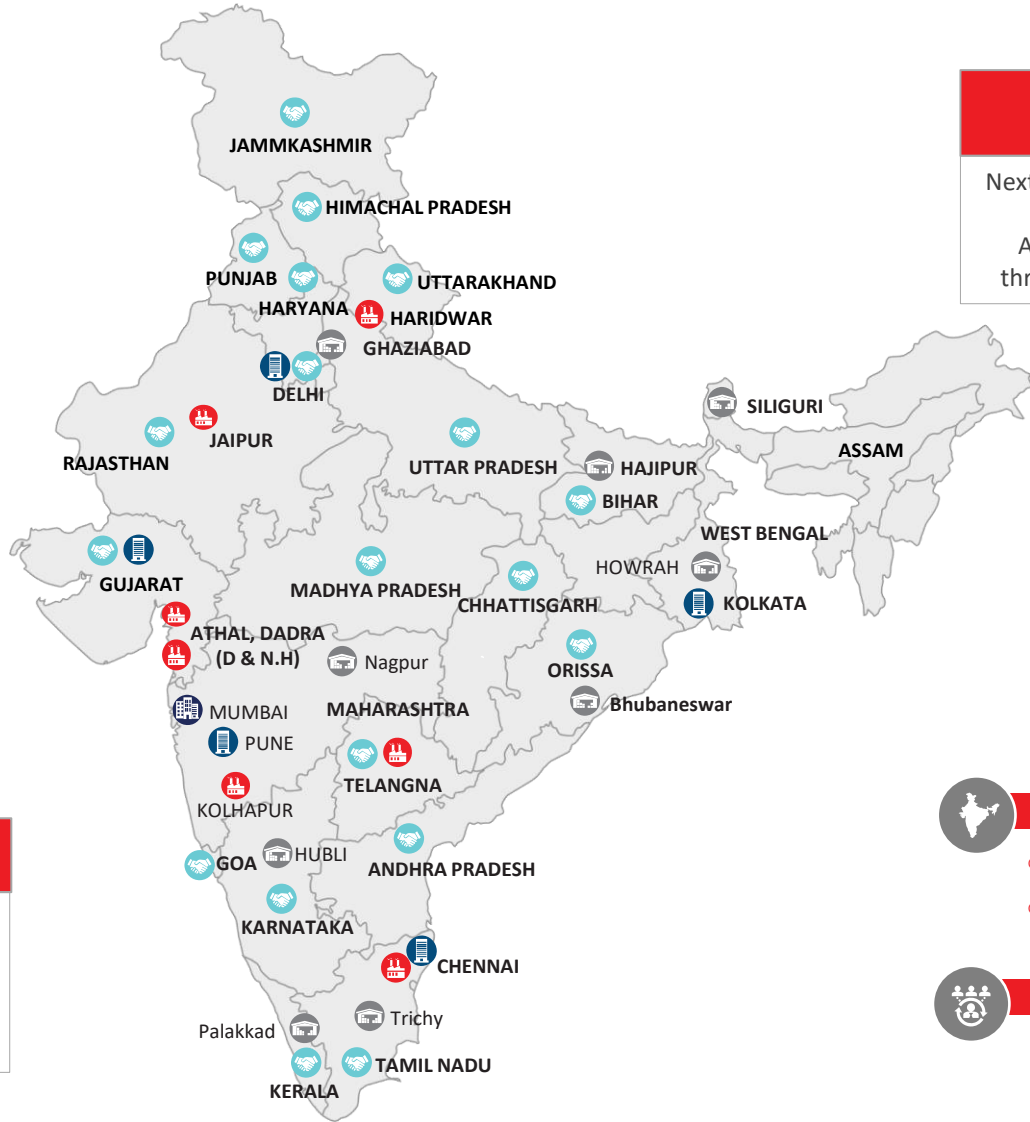
Acquired Chennai plant and Trubore brand

Telangana Plant is operational from 2021

**EAST**

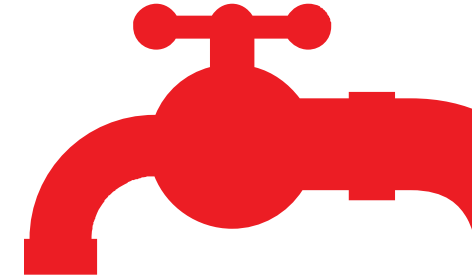
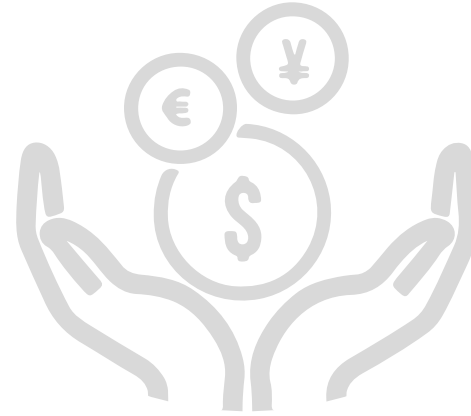
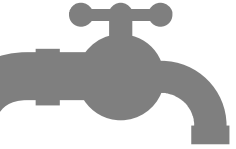
Next frontier of growth

Asset light model through outsourcing



-  **CORPORATE OFFICE**
-  **BRANCH OFFICES**
-  **MANUFACTURING UNITS**
-  **WAREHOUSE**
-  **CHANNEL PARTNERS**

-  **Strategic Manufacturing locations Pan India**
  - Freight is a significant part of our Cost structure
  - Plants located near raw material sources/ports and principal markets to improve cost efficiencies
-  **Unique outsourcing Strategy for East India**
  - Hajipur (Bihar) commenced from 2014
  - Jamshedpur (Jharkhand) commenced from 2021



**1** A management team of experienced and skillful professionals with proven leadership skills

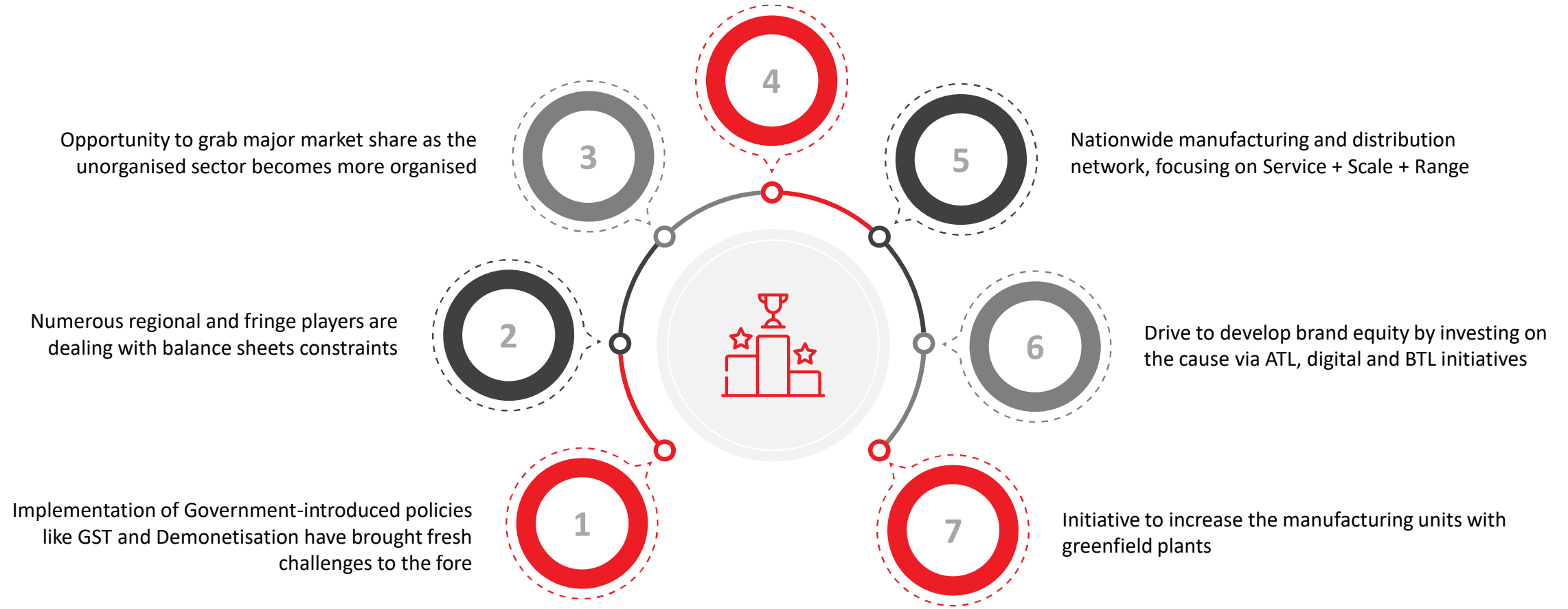
**2** A nationwide robust distribution network

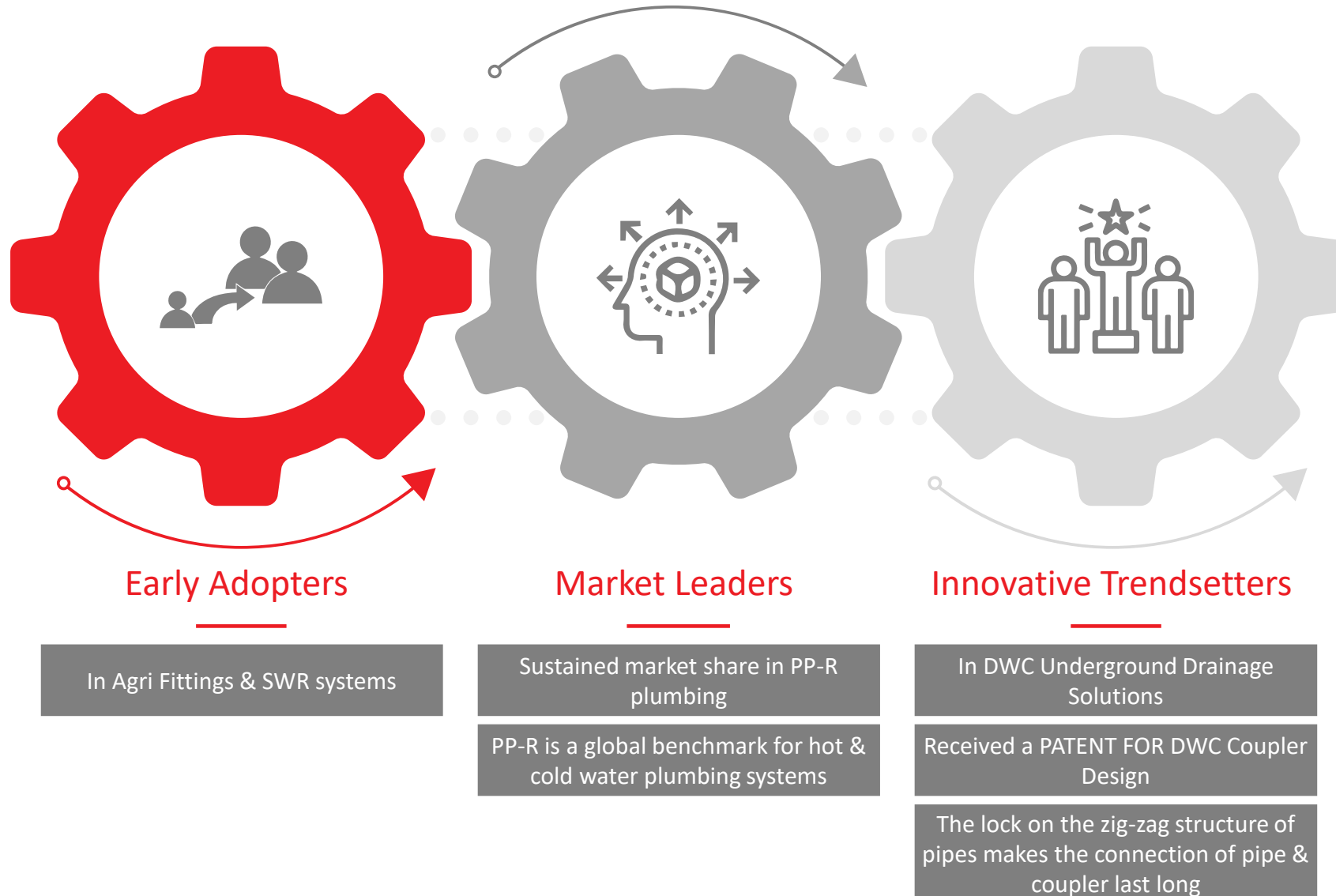
**3** Strategic placement of manufacturing plants running on clean energy

**4** Portfolio of 7200+ SKUs, one of the largest amongst the peers

**5** Long-term partnerships to ensure smooth and cohesive operations

**PPFL is one of the front-runners to benefit from these events and has gained significant market share over the last seven years**





Over 3 decades, built a deep knowledge of handling multiple polymers



Leading to a transition in polymer profile



Largest range of SKU's across multi polymers



Evolving product profile to more niche products



# THE ROAD AHEAD...WHY PRINCE FLOWGUARD PLUS ?

## Lubrizol

The Inventors World's Largest Manufacturers of CPVC Compounds

A Technology

## PRINCE

PIPING SYSTEMS

India's Leading Pipes and Fittings Brand

A Product

### FLOWGUARD PLUS

CPVC PLUMBING SYSTEMS™



1<sup>st</sup> Choice Globally for Potable Water Applications

World's most preferred range of CPVC Pipes & Fittings with 50 Years of Life Span

World-Class Product now comes with 30 Years of Trust

Extreme Temperature Resistance for use upto 93°C

Manufactured from Lubrizol's NSF approved compound

Low transportation and handling cost

UV resistant

High tensile and impact strength

Freedom from toxicity, odours and tastes

Light, Quick & Easy to install

High tensile and impact strength

Highest numbers of project in the World and India

Regular upgradation of Compounds & Technical Services

Finished compound for consistent quality

Lubrizol takes equal responsibility for Training & Education

A quality assurance program to be followed by the licensee

## Plumbing Solutions



**FLOWGUARD PLUS**  
CPVC PLUMBING SYSTEMS  
CPVC Plumbing



**BLUE GREENFIT**  
PPR Plumbing &  
Industrial



**SILENTFIT**  
Low Noise SWR



**EASYFIT**  
UPVC Plumbing



**RAINFIT**  
Roofwater



**FOAMFIT**  
Underground Drainage  
Piping Systems



**EASYFIT iN**  
UPVC Industrial Piping Systems

## Sewage & Underground Drainage Portfolio



**CORFIT**  
Underground Double  
Wall Corrugated Pipes



**EASYFIT RE**  
Reclaim Piping Systems



**ULTRAFIT**  
SWR Piping Systems



**CABLEFIT**  
Cable Ducting Pipes

## Sewage & Underground Drainage Portfolio



**PEFit**AQUA™  
HDPE PIPING SYSTEMS

## Manhole & Chamber Covers Solutions



**DURAFIT**™  
FRP Manhole & Chamber Cover



**CORFIT**®  
MANHOLE CHAMBERS

## Irrigation Solutions



**AQUAFIT**®  
Agriculture Piping Systems



**SAFEFIT**®  
Borewell

## Storage Solutions



**PRINCE**  
**STOREFIT**™  
Paani Ka Bank

## INNOVATING TO THE NEXT LEVEL PRINCE PIPES TIES UP WITH TOOLING HOLLAND BV



Global leaders in Mould Manufacturing



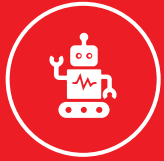
Researcher & Innovator



40+ Rich Experience in Mould Making



Good potential in Tool Room and Project



Pioneers in many critical Technologies



Great impetus to Prince Pipes' growth plans

Building & offering superior products, aligned to global standards and at competitive costs



Enabling to sharpen competitive edge

Own technical know-how upgradation with productivity improvements

## Launched Range of Tanks under the Brand



### 30 Years

Leveraging experience in Plastics & Building materials offering a wide range of sizes from 500 to 5,000 ltrs

### Strong Pan India Presence

Advantage of Multi-Locations Manufacturing & Marketing

### Robust Distribution Infrastructure


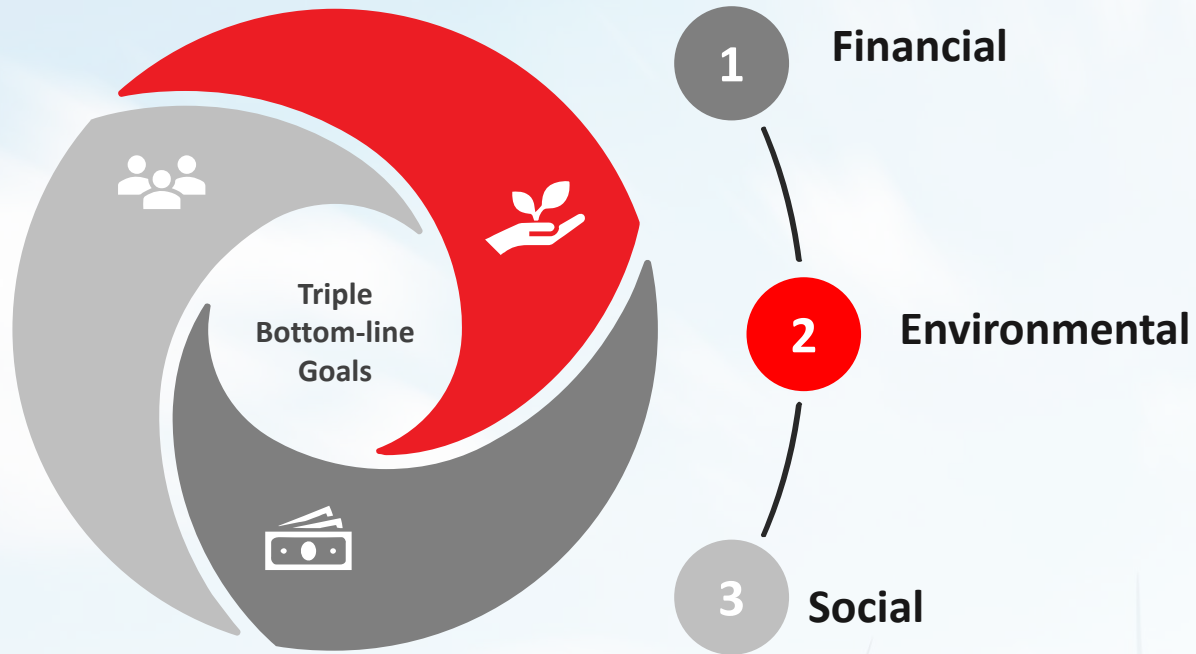
Efficient Selling with Minimal additional Cost

### #Brand

An opportunity for a National brand like Prince post disruption in tank segment







**Green Energy Equal To**

- 8,898 MT Coal Burned/Year
- 293 K Tree Seedlings, Grown for a Decade

Reduce Green-house Gas Emissions over the past years

**4.8%** Carbon Footprints reduced in 1 year

**61,041 MT** Carbon Footprints saved in 5 years

**25,020 MWH** Green Energy used in 3 years



Embracing Green Energy across Factories

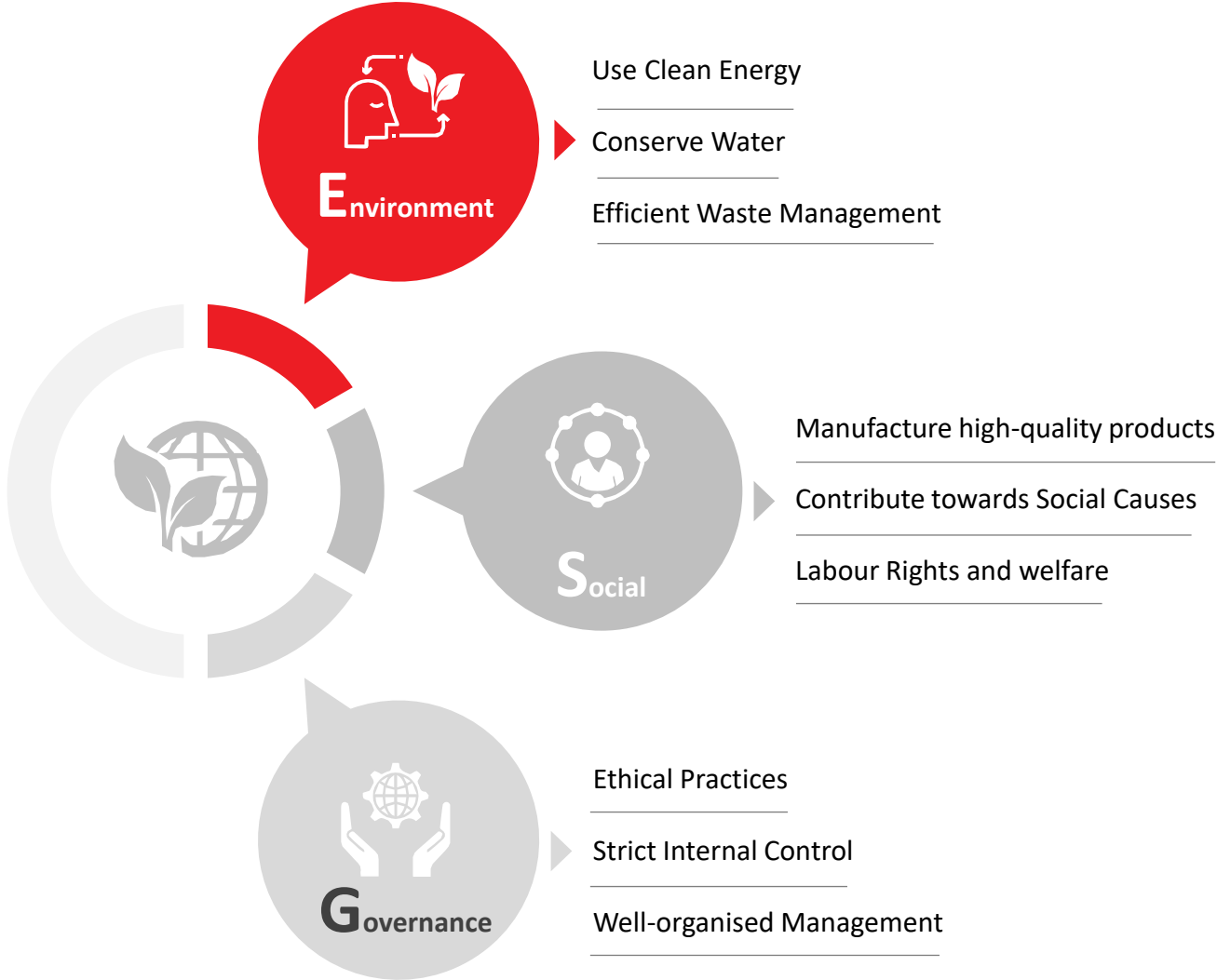


To improve Equipment Efficiency & Machine Output



Energy Audits to Curb Energy Leakages

The challenging times during the pandemic showcased the value of environment, sustainability and cleanliness. We, at Prince Pipes are dedicated to manufacturing products which are smart, resourceful and pro-environment





# AWARDS & ACHIEVEMENTS



Certificate of appreciation for active association at the Gujarat Premier 10th Mega Industrial Exhibition VCCI Global Trade Show 2016

Mr. Parag Chheda - JMD was awarded the 'Inspiring Business Leader Award' at the Economic Times Summit, 2016

Digital Transformation Awards 2016 – Transformation with Cloud Networking by Citrix



Prince pipes has been awarded The best channel Loyalty Program in the customer FEST Awards



The Economic Times Polymers Awards 2017 – for Excellence in Building and Construction (Plumbing) Large Enterprises



Prince pipes has been awarded Brand of the year- pipes at Reality+ INEX Awards 2021

Prince pipes & fittings Jaipur plant wins gold at National awards for Manufacturing competitiveness 2021

Nihar Chheda wins "ET POLYMERS – Next Generation Leader" Award 2021



Auto Branding & Marketing



Targeting Regional Festivals



Promoting Prince + FGP through shop boards



Auto Branding & Marketing

World Plumbing Day Campaign





## DEALER MEETS



Digha - WB



Bengaluru - KA



Balasore - OD



Siliguri - WB

## PLUMBER MEETS



Himmatnagar - GJ



Dhanbad - JH



Plant Visit @ HARIDWAR PLANT



Vashi, MUMBAI

The Parivaar & Mitra Meets are conducted to build confidence, influence community and resolve the issues, queries regarding the product and service, introduce them to our new products, features, benefits and applications of the products respectively.



**Mr. Jayant S. Chheda**  
*Founder, Chairman and MD*

He has an extensive industry knowledge, more than four decades of experience and has been associated with the company since its incorporation. He was conferred with the Lifetime Achievement Award at the Vinyl India Conference, 2014.



**Mr. Parag J. Chheda**  
*Joint Managing Director*

Associated with the company since 1996 and was awarded Inspiring 'Business Leader Award 2016' at the Economic Times Summit.



**Mr. Vipul J. Chheda**  
*Executive Director*

His honed skills and dedication towards our vision for 20 years have made him a vital part of our growth story.

## Independent & Nominee Directors



**Mr. Rajendra Gogri,**  
*Independent Director*

He has an experience of nearly four decades and has served as the Chairman & Managing Director of Aarti Industries Ltd. His adept skills in financial and commercial matters set him apart.



**Mr. Dilip Deshpande,**  
*Independent Director*

He has more than 45 years of experience, having served C-level roles in multiple corporates, including Finolex Industries Ltd. He also provides professional coaching to executives.



**Mr. Ramesh Chandak,**  
*Independent Director*

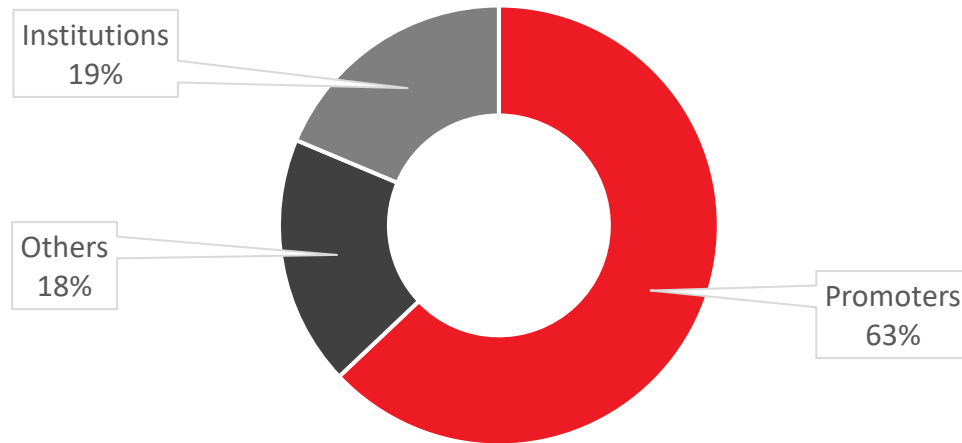
With past affiliations at KEC International Ltd., Parag Milk Foods Ltd. and RR Global, he has more than 40 years of industry experience. He also served as the Director in numerous corporates and is a Chartered Accountant.



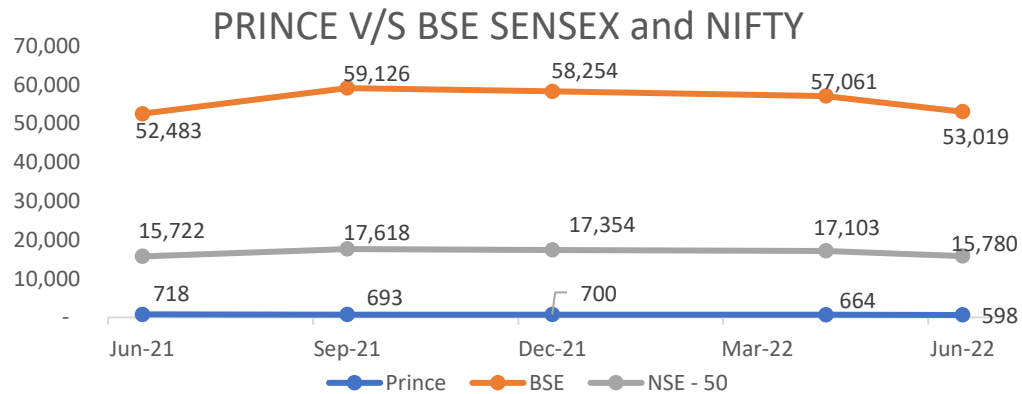
**Mrs. Uma Mandavgane,**  
*Independent Director*

With an experience of nearly 22 years, she has served at numerous capacities including directorship in multiple corporates and experience in industry and consulting. Her last professional stint was in Zee Media Corporation Ltd.

## Shareholding Pattern (as on 30<sup>th</sup> June, 2022)



## Stock Performance (as on 30<sup>th</sup> June, 2022)



	3 months	6 months	9 months	12 months
Prince Pipes & Fitting Ltd	-6%	-15%	-14%	-17%
BSE	-9%	-9%	-10%	1%
NSE -50	-10%	-9%	-10%	0%

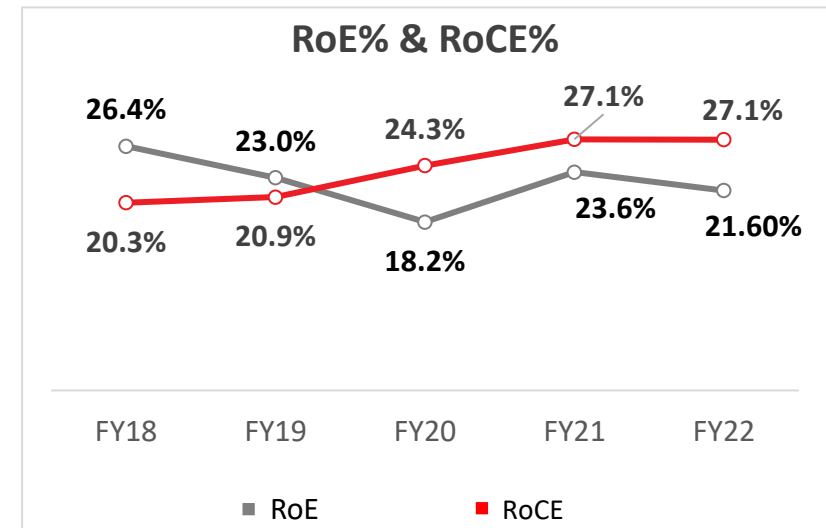
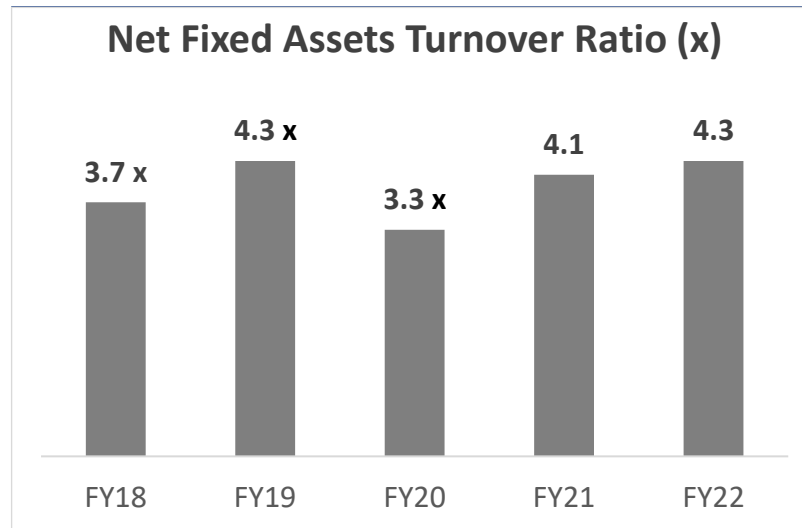
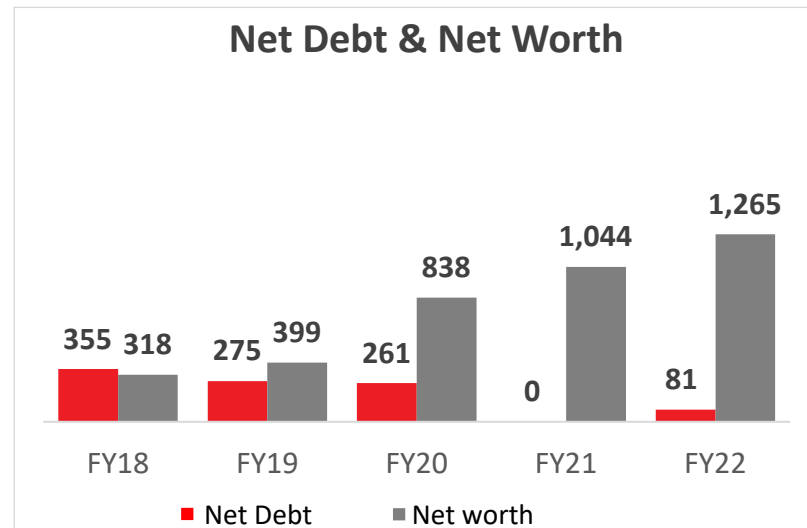
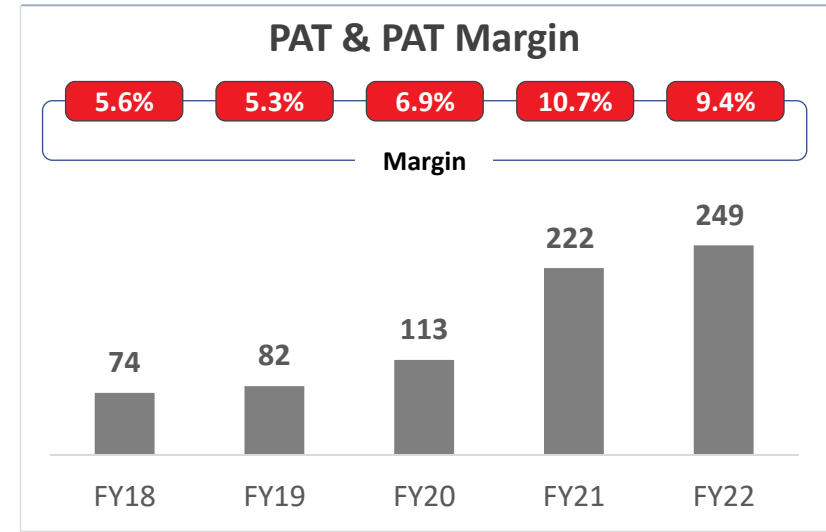
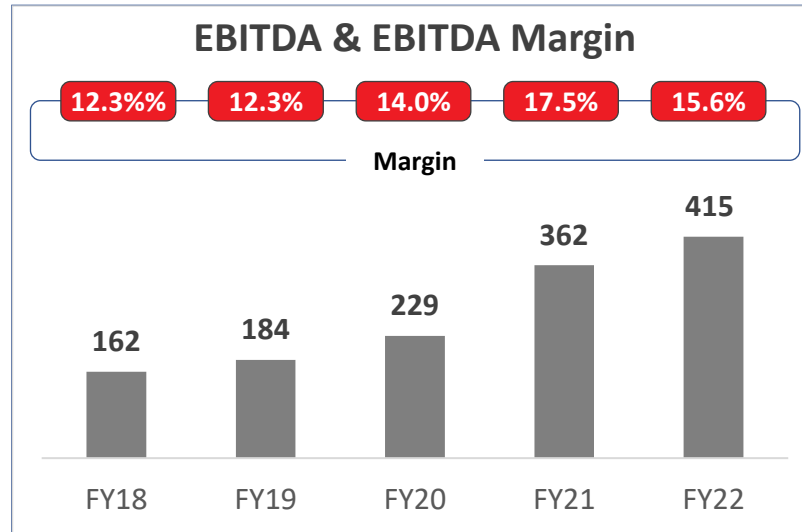
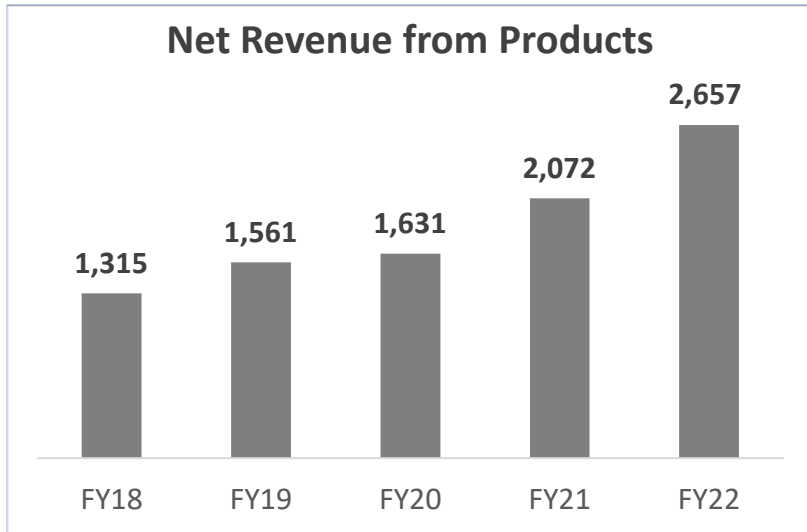
## Stock Data

 Market Cap as on 08 <sup>th</sup> August 2022	₹ 7,022 Cr.
 Stock Price as on 08 <sup>th</sup> August 2022	₹ 635.20
 52 Week (High / Low)	₹ 897.0/549.3
 NSE / BSE - Symbol	PRINCEPIPE / 542907
 No. of Shares Outstanding	11,05,61,079

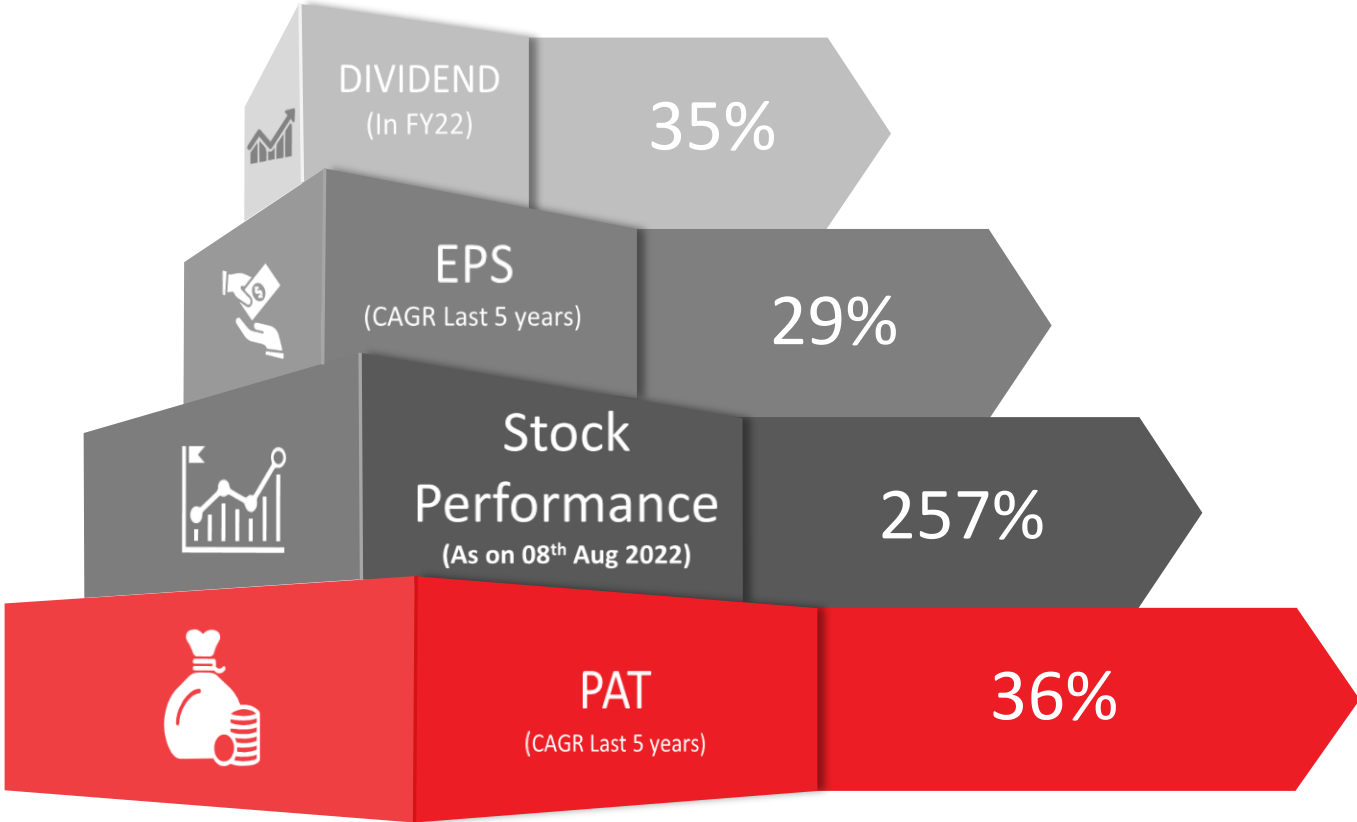
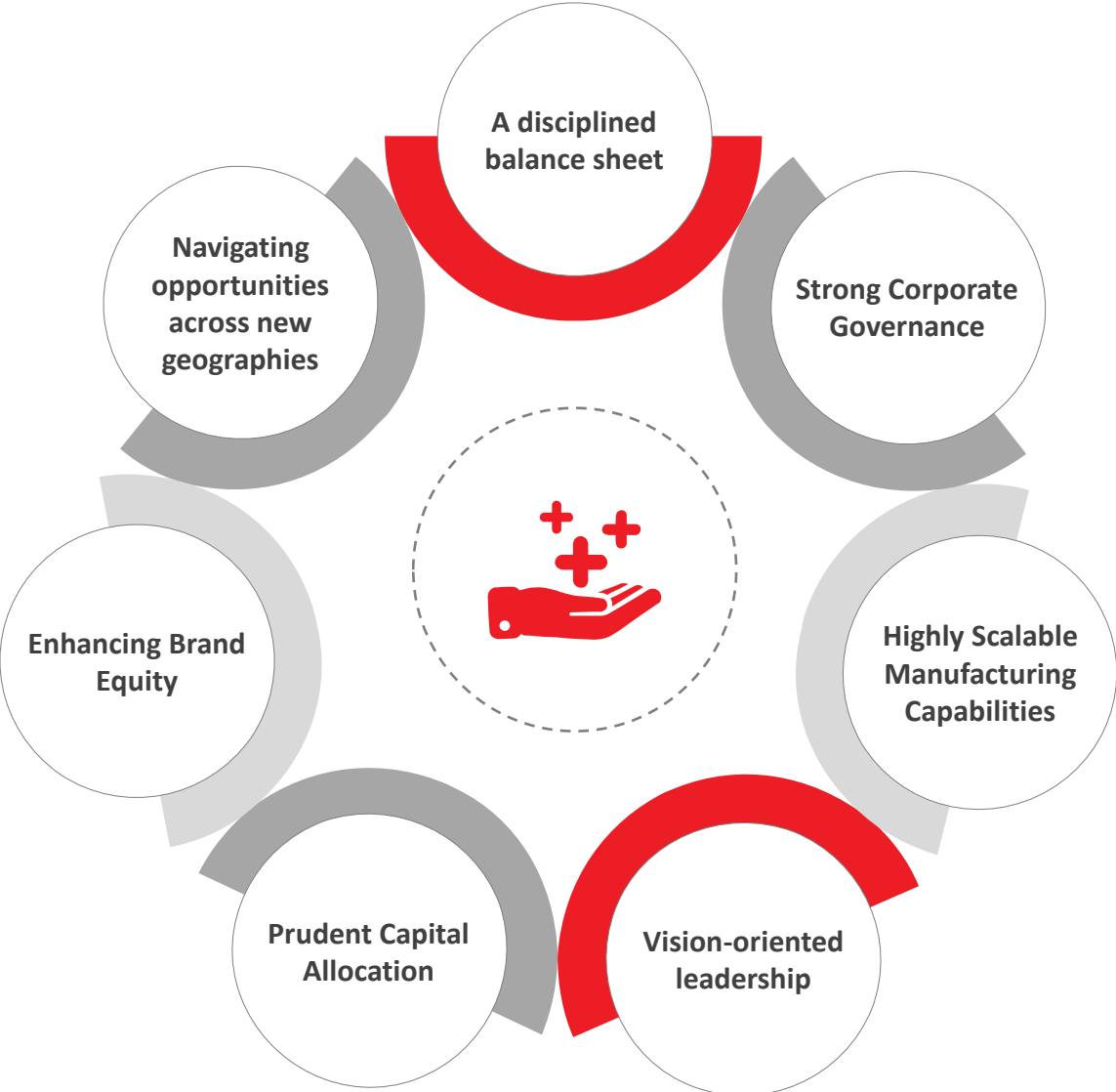
## Top Institutional Shareholding (as on 30<sup>th</sup> June, 2022)

Name of Institution	% O/S
Mirae Asset	7.46
Oman India Joint Investment Fund	2.54
Kuwait Investment Authority	1.63
New Mark Advisors LLP	1.13
Aditya Birla Sun Life Trustee Private Limited	1.01

₹ in Crore









Expanding our distribution network across target markets

Introducing value added products to ensure cost efficiency and enhanced market share

Improving RoCE and RoE ratios by monitoring volume and price growth

Garnering support of a dedicated team of experts and promoters to support future growth

Achieving sustainable growth through judicious operational methods and product innovation

Reducing costs to ensure comfortable EBITDA margins



THANK  
YOU

## PRINCE PIPES AND FITTINGS LTD.

---

THE RUBY, 8TH FLOOR, 29, SENAPATI BAPAT MARG  
(TULSI PIPE ROAD), DADAR (WEST), MUMBAI- 400028, INDIA.

**Fax:** + 91 22 6602 2220

**Email:** [info@princepipes.com](mailto:info@princepipes.com)

## CONTACT DETAILS

---

**Mr. Shyam Sharda**

CFO

Mail: [shy@princepipes.com](mailto:shy@princepipes.com)

**Mr. Anand Gupta**

Deputy CFO

Mail: [aag@princepipes.com](mailto:aag@princepipes.com)

**Mr. Karl H Kolah**

Investor Relations

Mail: [khk@princepipes.com](mailto:khk@princepipes.com)

