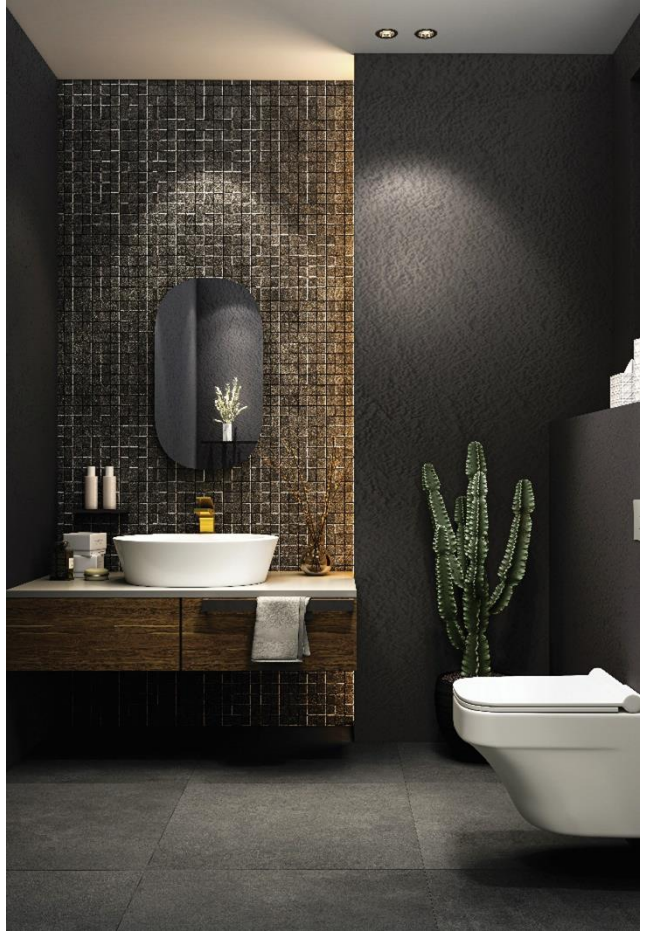
hindware

home innovation limited





Q1 FY25 Financial Result Presentation







"Focused on Excellence"

"Committed to Customers"



August 09, 2024

Disclaimer

This presentation has been prepared by Hindware Home Innovation Limited (formerly Somany Home Innovation Limited) (the "Company") solely for your information and may not be distributed, reproduced, or redistributed or passed on directly or indirectly to any other person, whether within or outside your organization or firm, or published in whole or in part, for any purpose by recipients directly or indirectly to any other person. By accessing this presentation, you agree to be bound by the following restrictions and to maintain absolute confidentiality regarding the information disclosed in these materials. The Company may alter, modify or otherwise change in any manner the contents of this presentation, without obligation to notify any persons of such change or changes. This presentation and its contents are confidential and may not be copied, published, reproduced or disseminated in any manner. This presentation may contain certain forward looking statements based on the currently held beliefs and assumptions of the management of the Company which are expressed in good faith and in their opinion, reasonable. These statements include descriptions regarding the intent, belief or current expectations of the Company or its directors and officers with respect to the results of operations and financial condition of the Company. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in such forward-looking statements as a result of various factors and assumptions which the Company believes to be reasonable in light of its operating experience in recent years. Many factors could cause the actual results, performances, or achievements of the Company to be materially different from any future results, performances, or achievements. Significant factors that could make a difference to the Company's operations include, but are not reasonable to, domestic and international economic conditions, changes in government regulations, tax regime and other statutes. The Company does not undertake to revise any forward-looking statement that may be made from time to time by or on behalf of the Company. This presentation contains certain supplemental measures of performance and liquidity that are not required by or presented in accordance with Indian GAAP, and should not be considered an alternative to profit, operating revenue or any other performance measures derived in accordance with Indian GAAP or an alternative to cash flow from operations as a measure of liquidity of the Company. In no event shall the Company be responsible to any person or entity for any loss or damage, whether direct, indirect, incidental, consequential or otherwise, arising out of access or use or dissemination of information contained in this presentation, including, but not limited to, loss of profits. No representation, warranty, guarantee or undertaking (express or implied) is made as to, and no reliance should be placed on, the accuracy, completeness or correctness of any information, including any estimates, targets and opinions, contained herein, and no liability whatsoever is accepted as to any errors, omissions or misstatements contained herein and, accordingly, none of the Company, its advisors and representative and any of its or their affiliates, officers, directors, employees or agents, and anyone acting on behalf of such persons accepts any responsibility or liability whatsoever, in negligence or otherwise, arising directly or indirectly from this presentation or its contents or otherwise arising in connection therewith. You must make your own assessment of the relevance, accuracy and adequacy of the information contained in this presentation and must make such independent analysis as you may consider necessary or appropriate for such purpose. Any opinions expressed in this presentation are subject to change without notice and past performance is not indicative of future results. By attending this presentation you acknowledge that you will be solely responsible for your own assessment of the market and the market position of the Company and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the Company's business. This presentation and its contents are not and should not be construed as a prospectus or an offer document, including as defined under the Companies Act, 2013, to the extent notified and in force) or an offer document under the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, as amended. This presentation is not for publication or distribution or release in any country where such distribution may lead to a breach of any law or regulatory requirement. The information contained herein does not constitute or form part of an offer, or solicitation of an offer to purchase or subscribe, for securities for sale. The distribution of this presentation in certain jurisdictions may be restricted by law and persons into whose possession this presentation comes should inform themselves about and observe any such restrictions. None of the Company's securities may be offered or sold in the United States without registration under the U.S. Securities Act of 1933, as amended, except pursuant to an exemption from registration there from. By accessing this presentation, you accept that this disclaimer and any claims arising out of the use of the information from this presentation shall be governed by the laws of India and only the courts in Delhi, and no other courts, shall have jurisdiction over the same.

Business Overview

Premium Consumer Appliances and Building Products Company

hindware

Owner of Brand Hindware



Consumer Appliances Business (CAB)



33 patents filed since inception



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



Retail Touch Points
35,000+



Distribution Partners
3,100+



Modern & Retail Outlets
700+



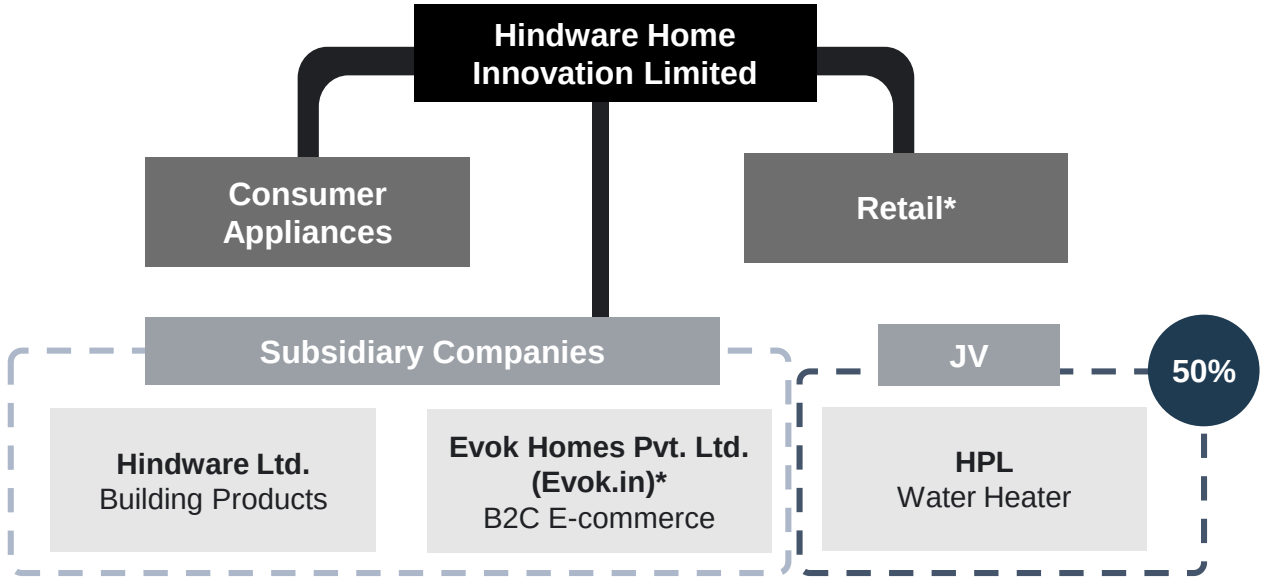
Omni-channel presence

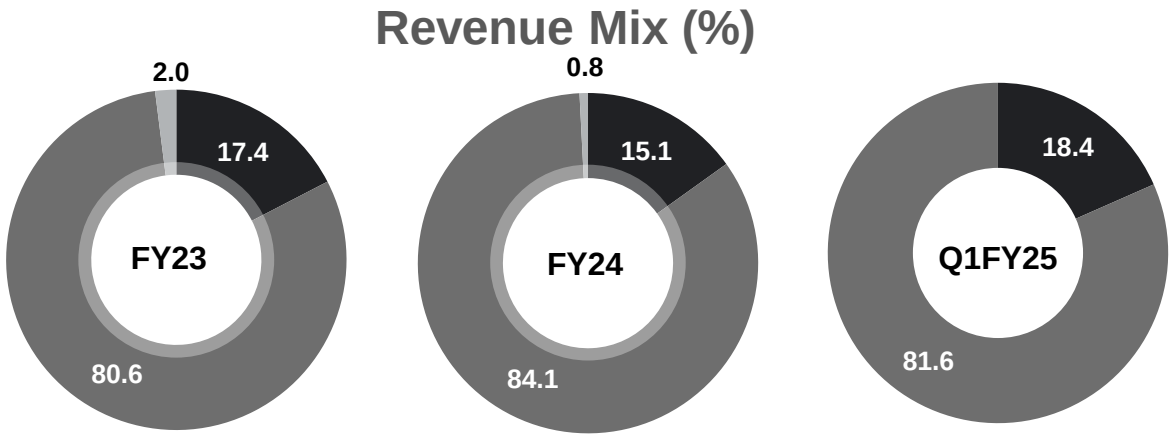
3 Distinct Channels
Sanitaryware & Faucets
Consumer Appliances
Hardware (Pipes)

About Us

- Hindware Home Innovation is a Building Products and Consumer Appliances 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
- Hintastica Private Limited (HPL) is a 50:50 JV with Groupe Atlantic, a leading French Group in heating solutions globally

*Business discontinued





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

Introduce innovative products across categories

Leverage distribution channels

- 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

- Emphasize 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

Capital efficient model

Multiple revenue streams

- 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

39+ years of experience in the ceramics & glass industry. He is the past President of FICCI (2018-19) and Chairman Indian Council of Sanitaryware Manufacturers (INCOSAMA). He holds a degree from the University of California, USA, and a bachelor's degree from Delhi University.



Mr. Sandeep Sikka

Group Chief Financial Officer

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



Mr. Naveen Malik

CEO & CFO, Hindware Home Innovation

29+ years of experience in banking, strategy, project finance & implementation, investor relations. He has previously worked with Godrej & Boyce, GMR Group – Delhi International Airport Limited.



Mr. Sudhanshu Pokhriyal

Chief Executive Officer, Bath Business

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



Mr. Rajesh Pajnoo

Chief Executive Officer, Pipes Business

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

Our Environmental, Social and Governance Commitments



Environment:

Hindware Home Innovation Limited is dedicated to reducing its carbon footprint, adopting energy-efficient technologies, and promoting the use of recycled materials to minimize its environmental impact, in aligning with global sustainability benchmarks.

Social:

The company prioritizes social responsibility by fostering an inclusive workplace, ensuring employee well-being and safety, and promoting diversity, fairness, and development opportunities. It actively engages with stakeholders and upholds ethical standards.

Governance:

The Company values governance based on trust, transparency, and accountability. It integrates ESG factors into its strategy, setting ambitious sustainability goals, and actively seeking partnerships to drive innovation and sustainability, all to ensure long-term success and resilience.

Fulfilling Our Sustainability Initiatives

Energy efficiency is achieved through daylight harvesting, LED lights, efficient motors, and cooling, while electric belling machines and robotics enhance efficiency

Water efficiency includes 'Zero' discharge, rainwater harvesting, low-flow fixtures, meter monitoring, and domestic wastewater recycling

Rooftop solar energy across our plants helps in reducing carbon emissions, lowering energy costs, and enhancing energy independence

Waste management practices involve process mapping, source segregation, wastewater treatment, & vermi-composting for organic waste which helps in minimizing environmental pollution, and efficient resource utilization

Greenhouse gas emissions are reduced through on-site solar PV, green spaces, efficient logistics, and eco-friendly products and processes helps in the mitigation of the climate change





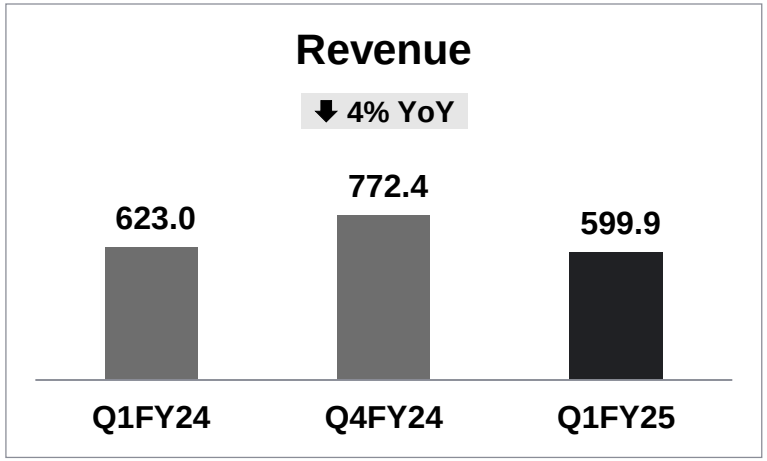


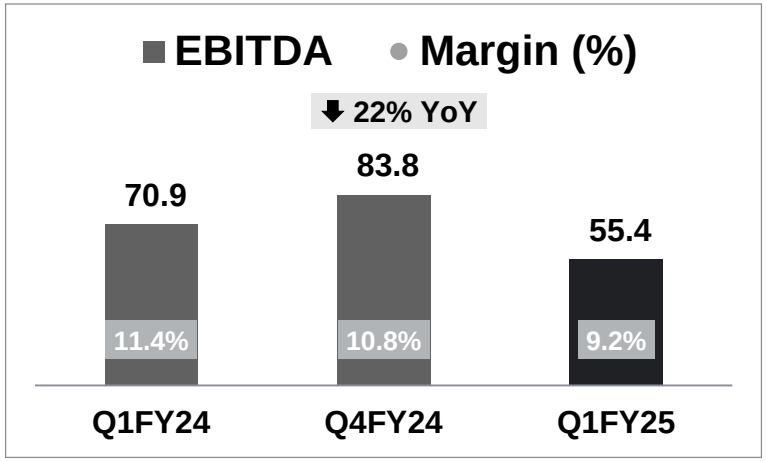
Financial Performance

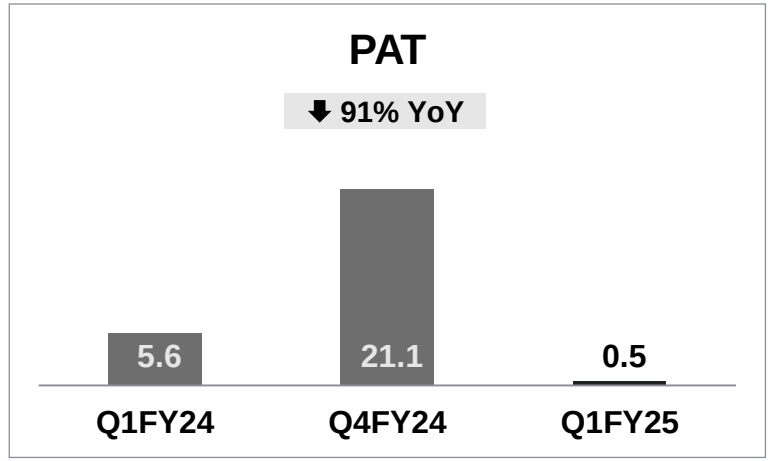
Consolidated Financial Performance

(₹ in crore)

Q1 FY 25







Notes:

1. The PAT figures does not include share of profit /(loss) after tax of Joint Venture

2. All figures are from Continuing Operations



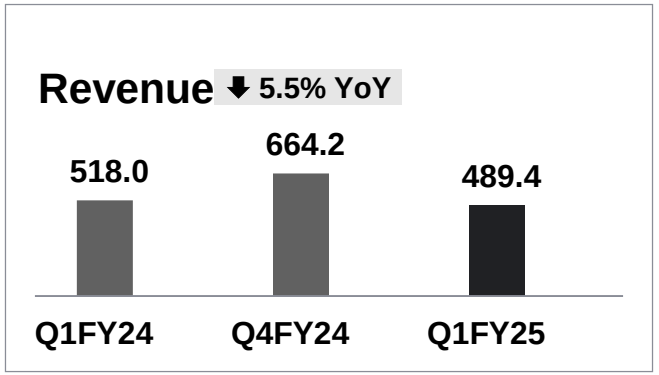
Building Products Segment

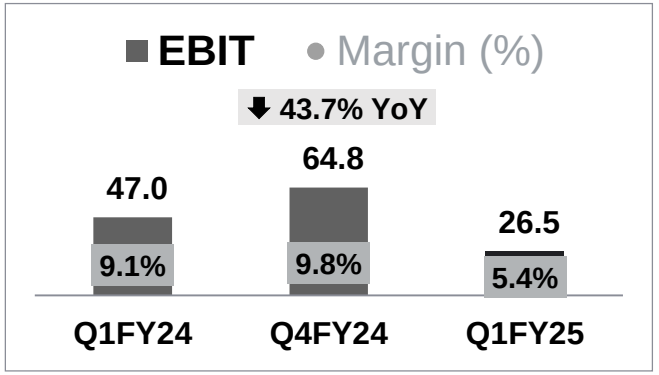
Building Products Business Update

Bathware Business

- Demand landscape has been subdued, resulting in muted revenue
- New product introductions have been met with a positive customer reception
- Continues expansion in Tier 3 and 4 markets, enhance brand visibility through innovative marketing strategies
- Productivity and cost optimisation along with ensuring working capital management is more optimised to drive future success and operational excellence

Building Products Business (₹ in crore)





Pipes Business

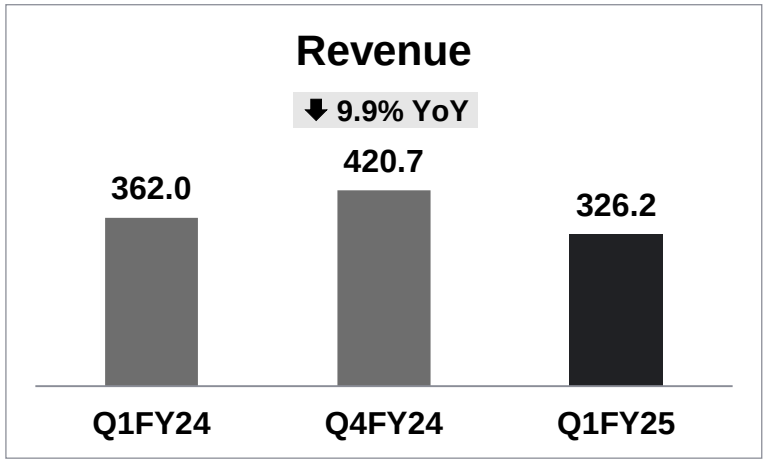
- Delivered strong volume growth of 24% Y-o-Y. CPVC contributed 33% to the revenue during the quarter
- To enhance brand visibility & expand market share, the company continues to engage with plumbing consultants and channel partners
- Expanded product offerings to deliver complete and versatile plumbing solutions to meet diverse customer needs

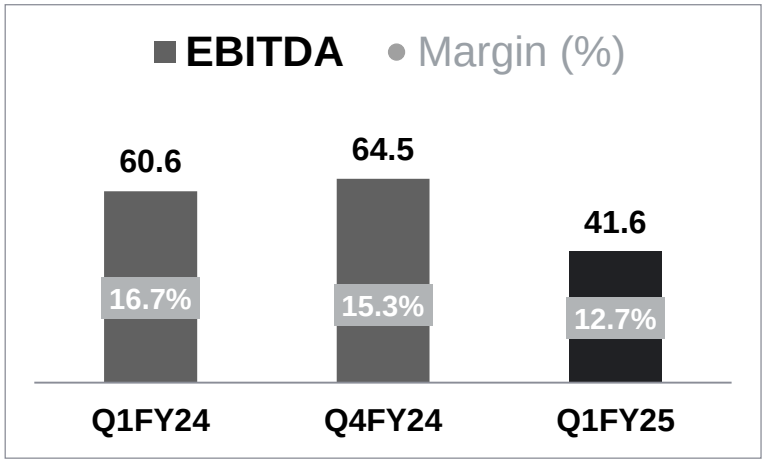


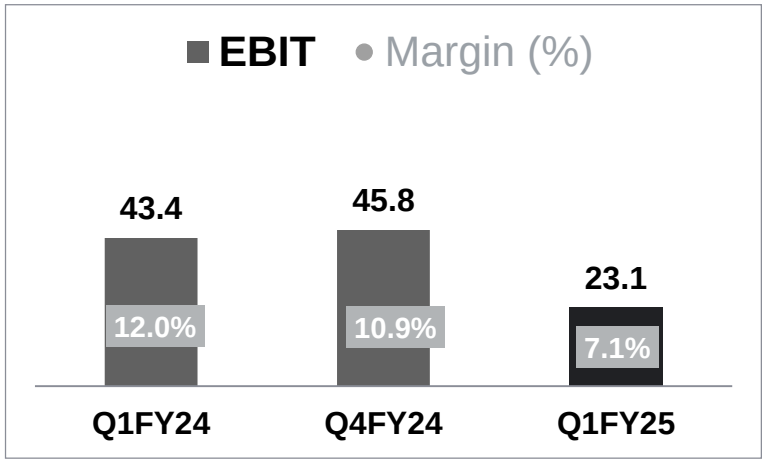
Note: *Revenue and EBIT for BPD includes contribution from Bathware and Plastic Pipes & Fittings businesses*

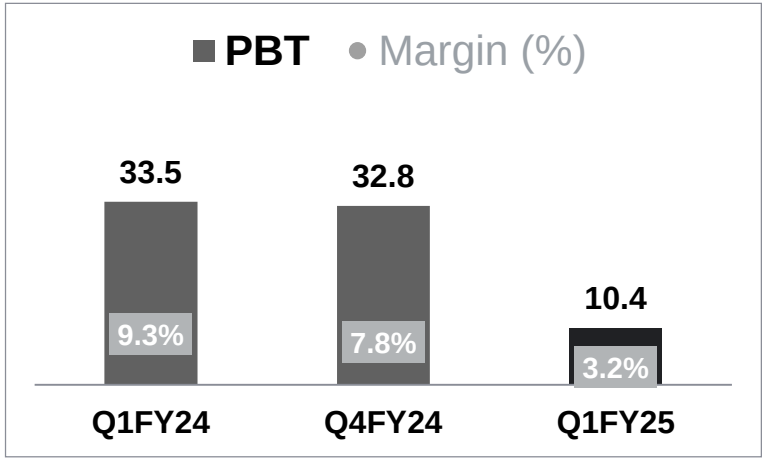
Bathware Business Update – Q1 FY25

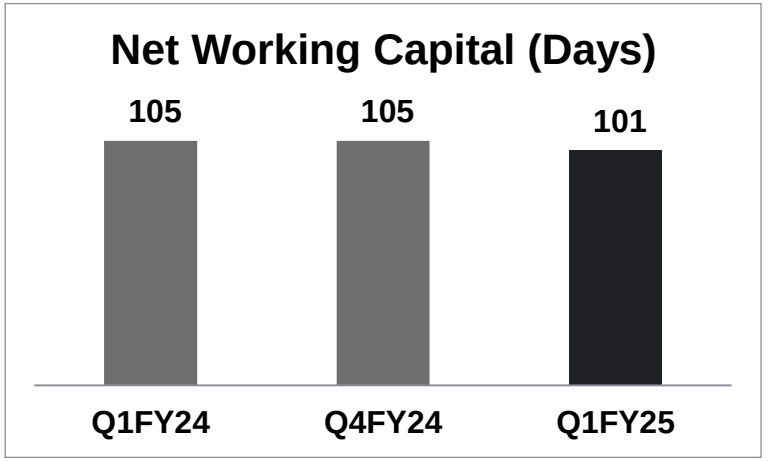
(₹ in crore)

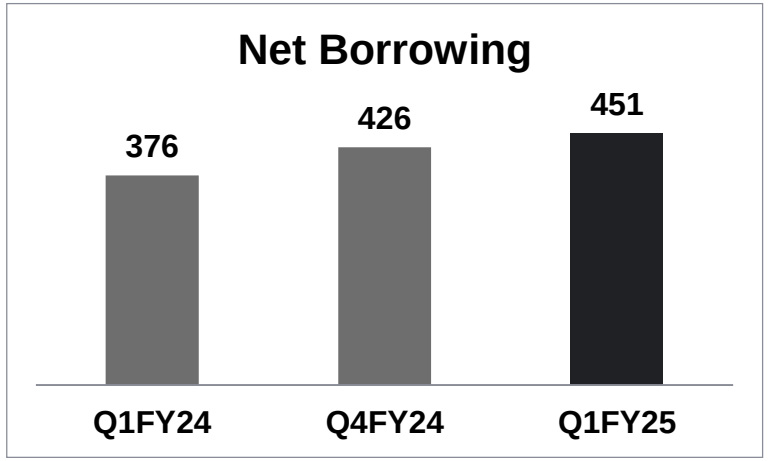












Note: *Above stated financials are rounded off and as per management reported figures*

Building Products Business - Bathware

- Leading player in sanitaryware & faucets segments
  - Brands available across price points

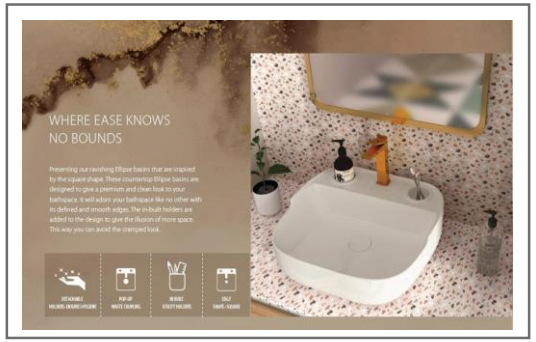
- Control over the entire value chain & a strong network of distribution & service:
  - 660+ Brand Stores for an immersive customer experience
  - 500+ distributors, dealers and modern retail outlets
  - 35,000+ active retail touchpoints
  - Catering to 1,200+ institutional clients
  - A service network of 1,090+ technicians pan India covering more than 700+ districts, with a TAT of 24 hours in metro markets and 48 hours in upcountry markets

- Establishing an ecosystem to foster rapid growth in a sustainable manner:
  - Continued engagement with intermediaries and end-users
  - Established platform for channel partners to streamline operations
  - Positioned Hindware as a contemporary, innovative, design-driven brand targeting millennials
  - Enhanced brand visibility in retail via updated product displays and store imagery
  - Expanded distribution channels for nationwide presence
  - Increased presence in the Indian tiles market, with ongoing plans for network expansion



Industry- First Innovative-Design Led Products





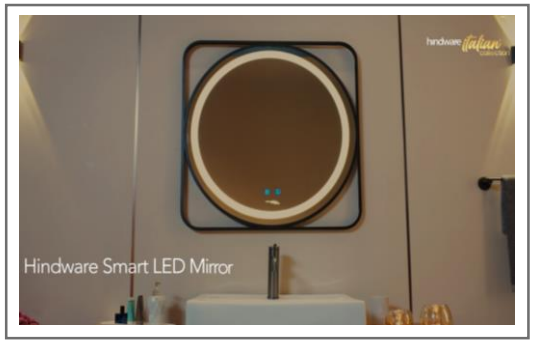


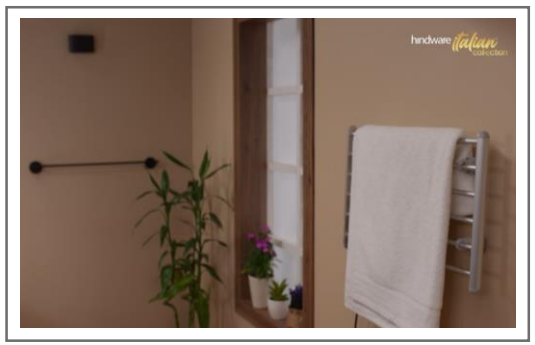


















MARKETING INTITATIVES

IPL TV CAMPAIGN | SURROUND ACTIVITIES



5 - STAR BATHROOM



AQUA PRO 98 - ULTRA EDGE



VANITHA FILM AWARDS 2024 - HIC POWERED BY PARTNER











PRIORITIES FOR NEW BRAND STORE DESIGN





Design Approach & Priorities have to flow across all 3 formats

BOUTIQUE	GALLERIA / PREMIER
Declutter & Bring Experience	High on Experience
Mock-up – 1	Mock-up – 3-4
Plug n Play & Modular	Improved Live Section

Create space for more SKUs & new launches

Space optimization – use vertical space, pillars, islands

Cost effective display – use metal frames, less wood/MDF

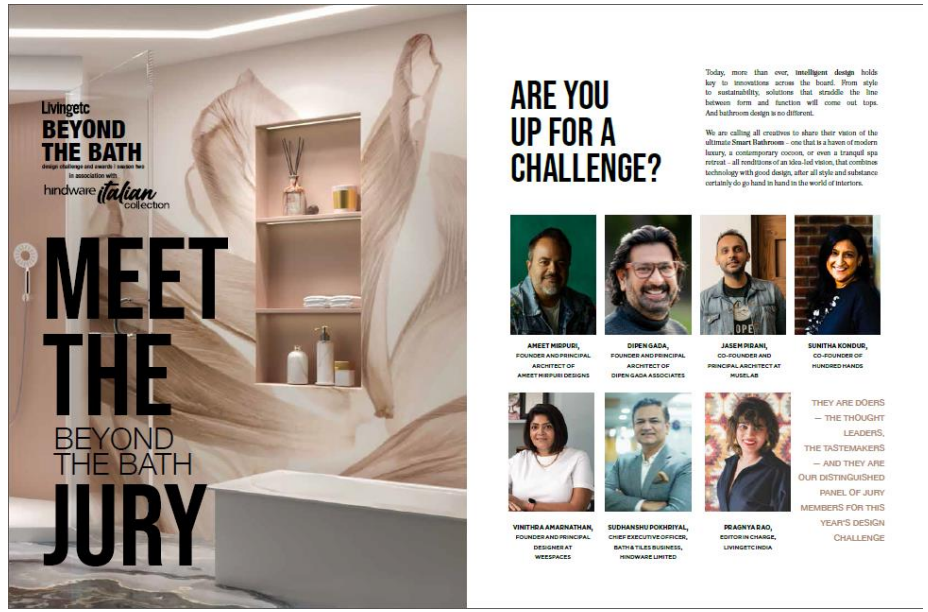
Improve premium feel in design

BEYOND THE BATH DESIGN CHALLENGE - SEASON 2

Season 2 Theme - Smart Bathrooms



Jury Members



4 Regional Events Create Connect With Regional Architects

Chandigarh	Ranchi	Indore	Chennai

Finale With Winner Awards In Bengaluru/ Hyderabad

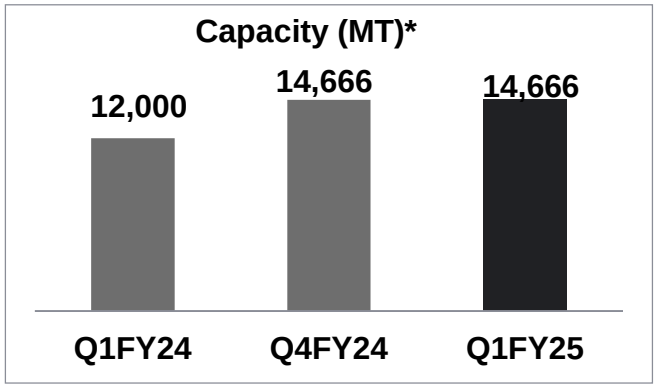
Marquee Clients

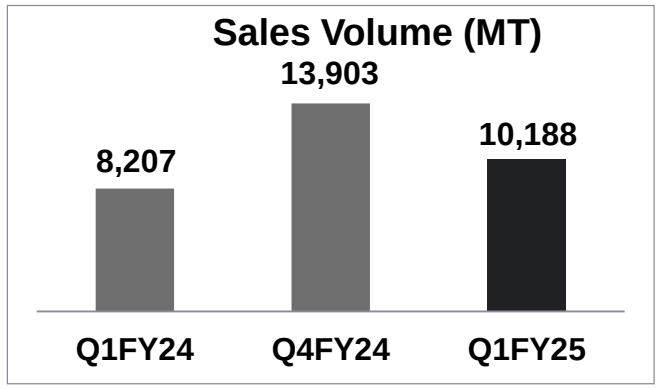


Plastic Pipes & Fittings Business Update

- TRUFLO by Hindware is the fastest-growing plastic pipes and fittings brand in India
- Expanded Product Range: 2,000+ SKUs. Offers CPVC pipes for hot and cold-water plumbing, lead-free UPVC pipes, SWR pipes, PVC pipes for potable water, column pipes, and overhead water storage tanks
- The business currently operates with 300+ active distributors and 30,000+ dealers/retail outlets
- TRUFLO products are NSF-certified, utilizing the CPVC compound Durastream, supplied by Sekisui Chemical Co. Ltd., a US$10 billion company
- The Roorkee, Uttarakhand plant is on track and expected to be operational by Q3 FY24-25
- In FY25, the brand will introduce high-value products, starting with foam core (underground drainage), and plans to manufacture Double Wall Corrugated (DWC) pipes and fire sprinkler systems





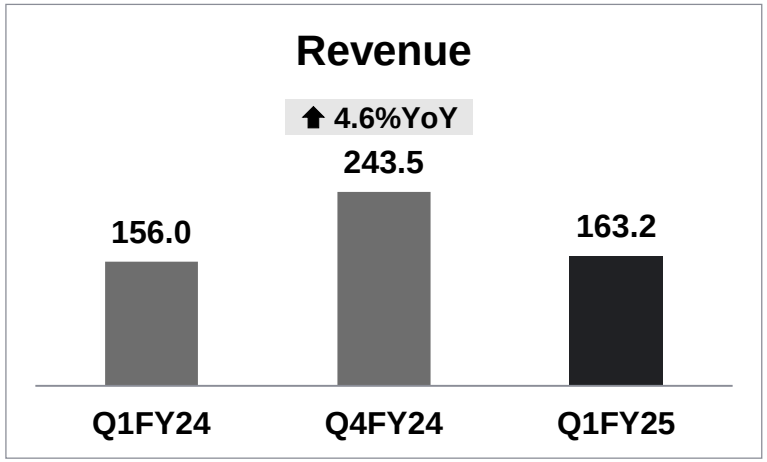


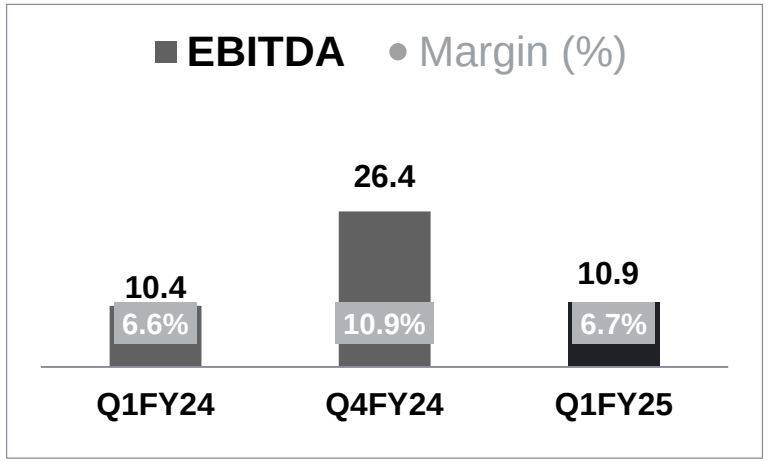
Note : *Above stated financials are rounded off and as per management reported figures*
**Capacity is on a quarterly basis*

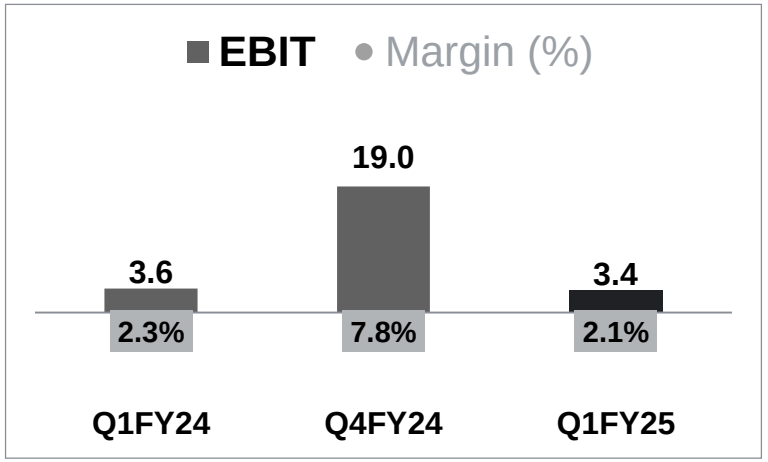
hindware
home innovation limited

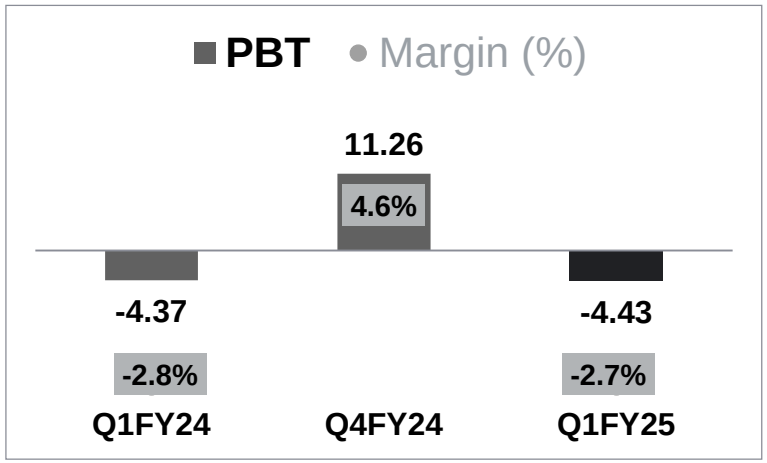
Plastic Pipes & Fittings Business Update – Q1 FY25

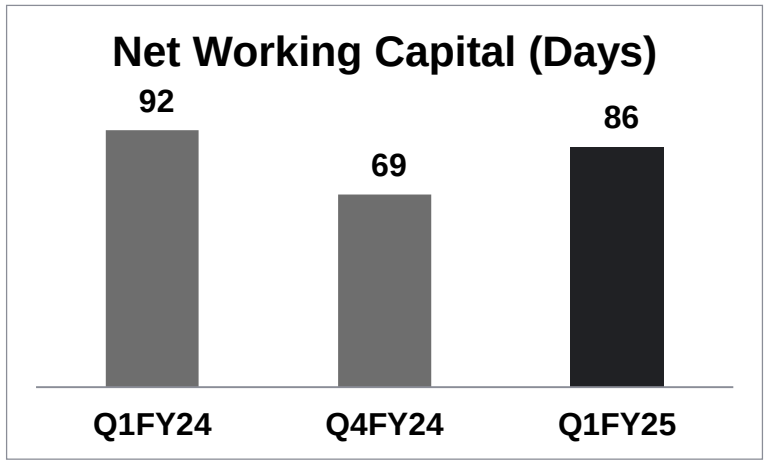
(₹ in crore)

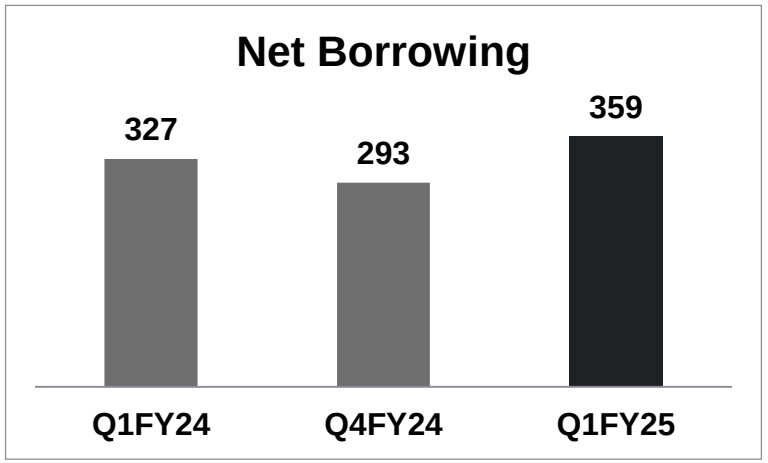












Note: *Above stated financials are rounded off and as per management reported figures*

Product Range, Plant & Showroom and Marketing Initiatives







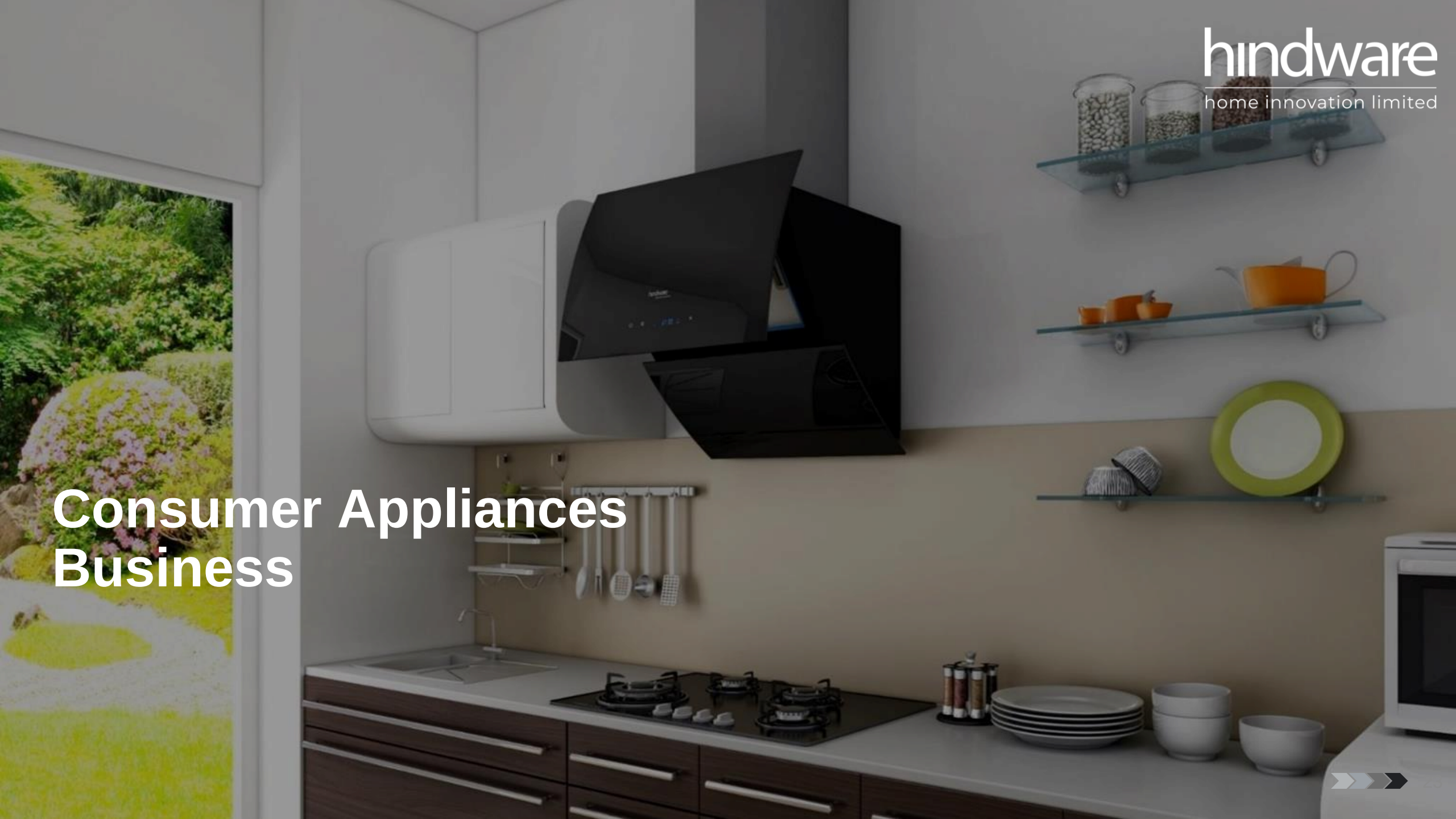






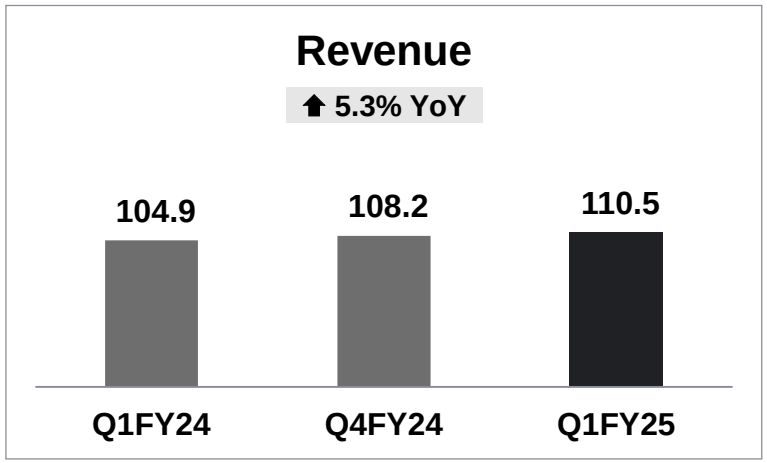


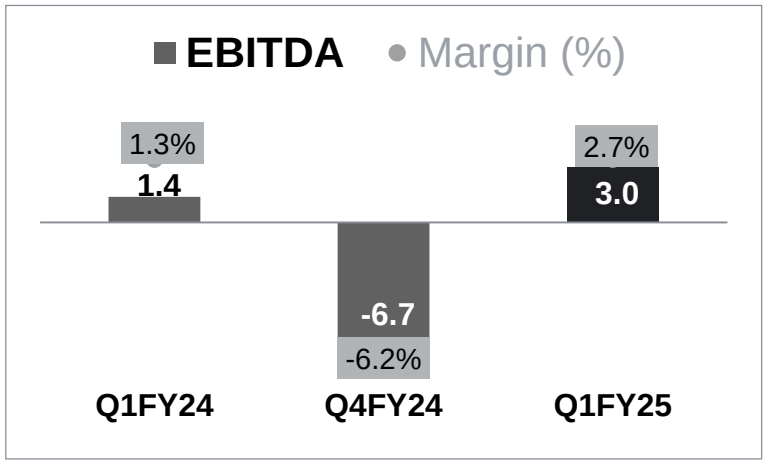


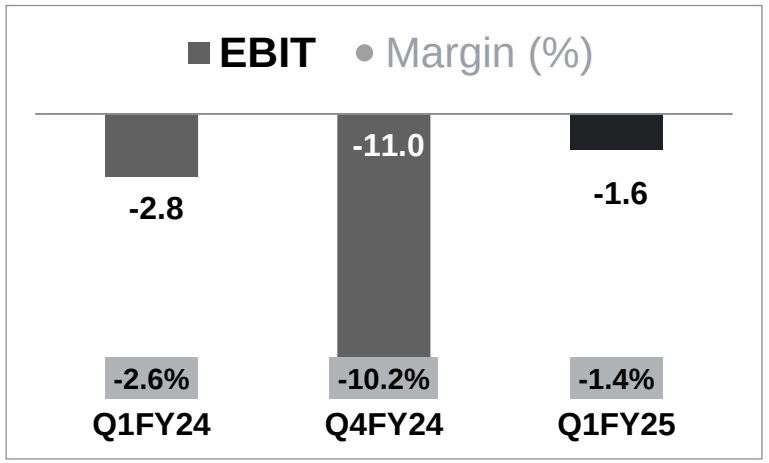

hindware
home innovation limited
Consumer Appliances
Business

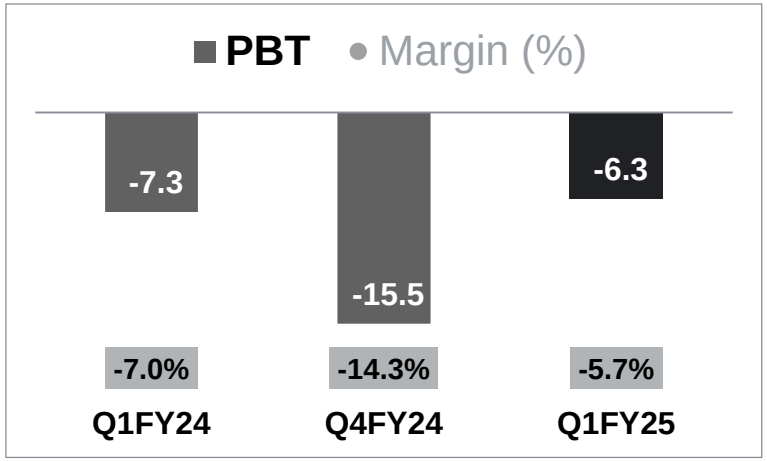
Consumer Appliances Business Update – Q1 FY25

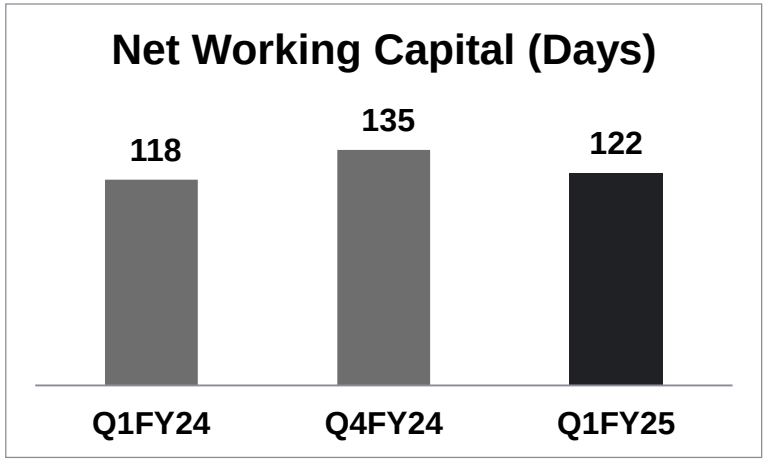
(₹ in crore)

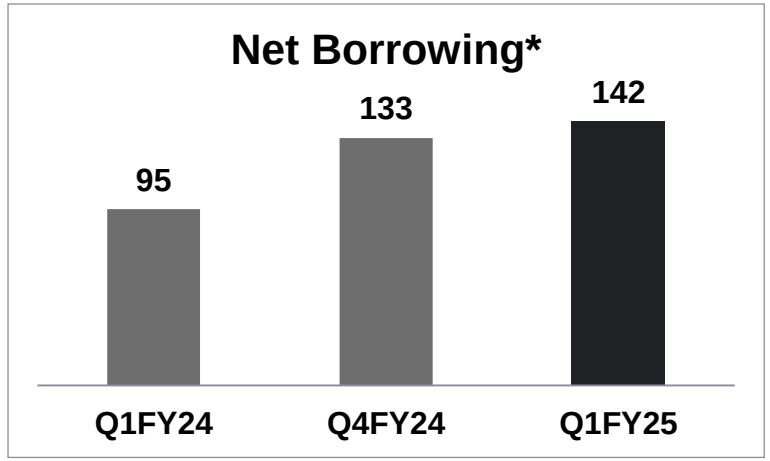












Notes :

1. * *Net Borrowing figure is for Hindware Home Innovation Limited on a standalone basis*

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

hindware
home innovation limited

Consumer Appliances Business Update

- Generated ₹110.5 crore revenues in Q1 FY25, expanded 5.3% on a Y-o-Y basis, largely aided by higher sales of air-coolers
- Maintained its leadership position in the kitchen appliances segment, reflecting the strength and resilience of its brand, despite challenges
- Leader in the industry with a range of IoT-enabled, voice-controlled smart appliances, including water heaters, air coolers, and chimneys, enhancing convenience and integrating advanced technology into daily life
- Extensive Distribution Network includes – Over 14,000 retail outlets, 1,300+ distributors and 700+ large format retail stores









Diverse and Exciting Products & Brands



Kitchen Appliances



Air Coolers



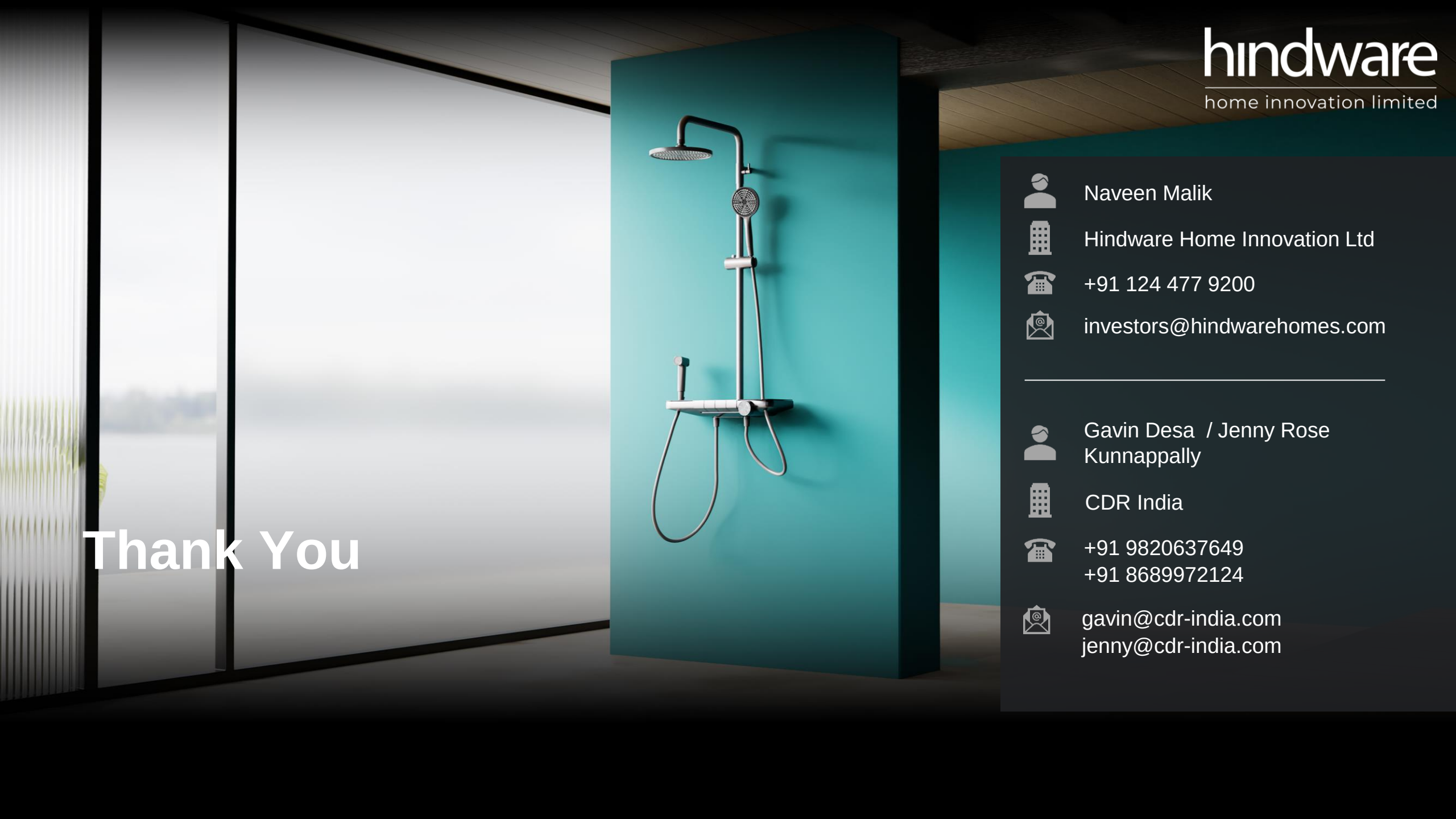
Water Heaters
(50:50 JV with Groupe Atlantic)



Fans



Kitchen & Furniture Fittings



Thank You

Naveen Malik

Hindware Home Innovation Ltd

+91 124 477 9200

investors@hindwarehomes.com

Gavin Desa / Jenny Rose Kunnappally

CDR India

+91 9820637649
+91 8689972124

gavin@cdr-india.com
jenny@cdr-india.com