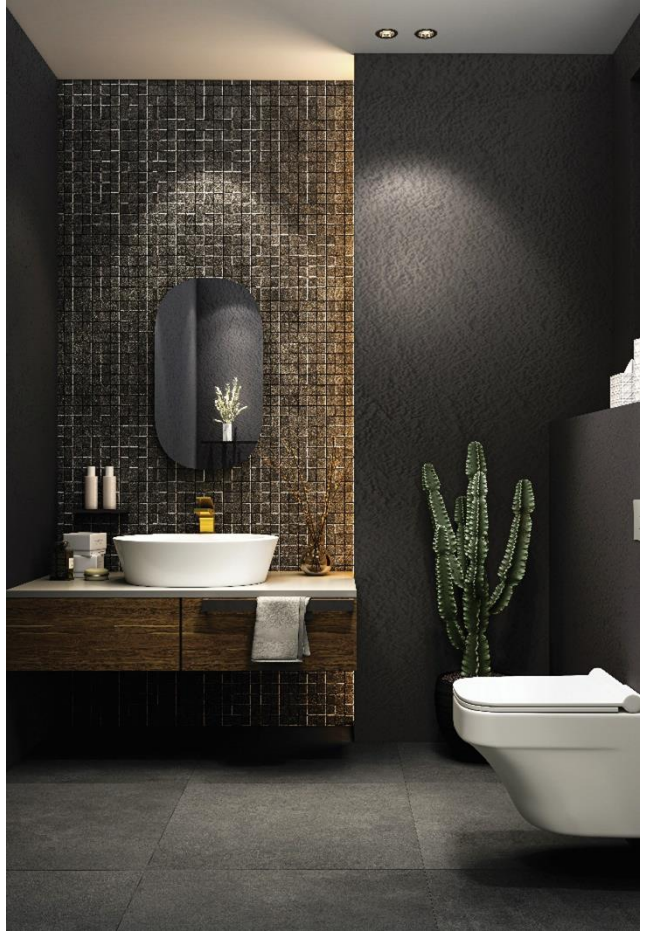
hindware

home innovation limited





Q4 & FY24 Financial Result Presentation







"Delivering sustainable growth"

"With customers at the core"



May 28, 2024

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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+



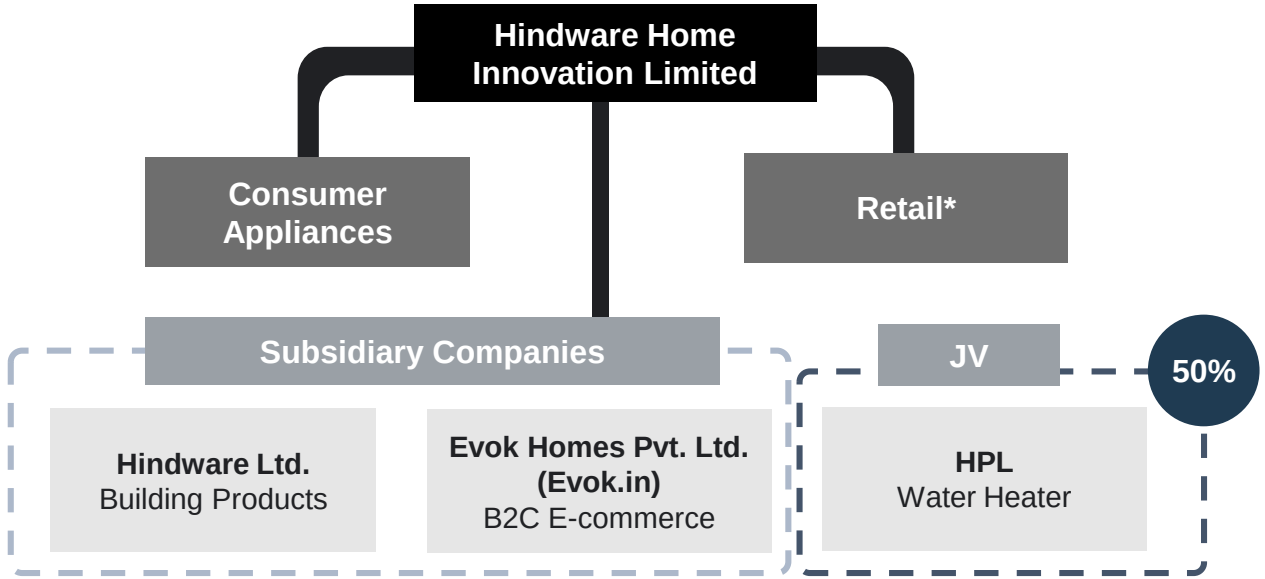
Omni-channel presence

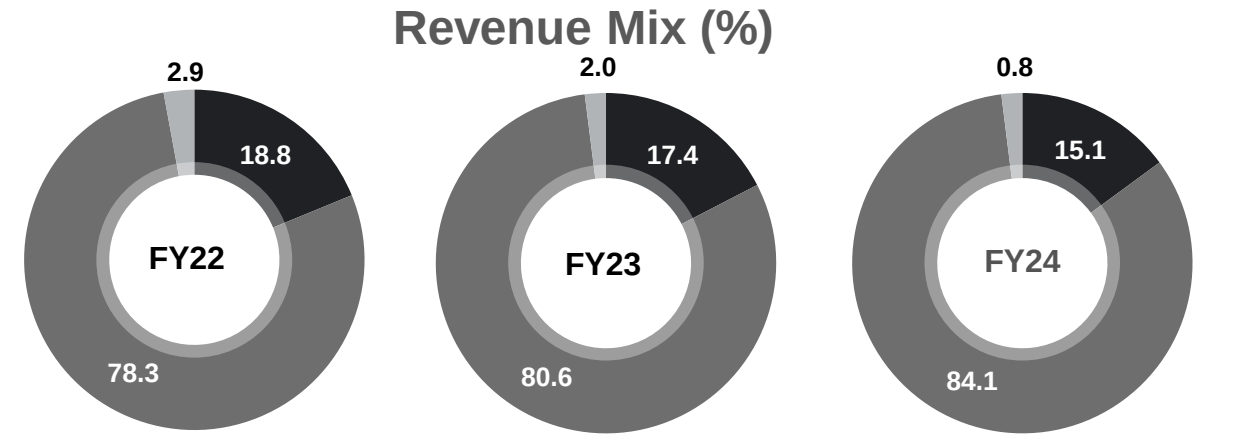
3 Distinct Channels
Sanitaryware & Faucets
Consumer Appliances
Hardware (Pipes)

About Us

- Hindware Home Innovation is a 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
- 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

38+ 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

28+ 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

28+ 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

21+ 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

25+ 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

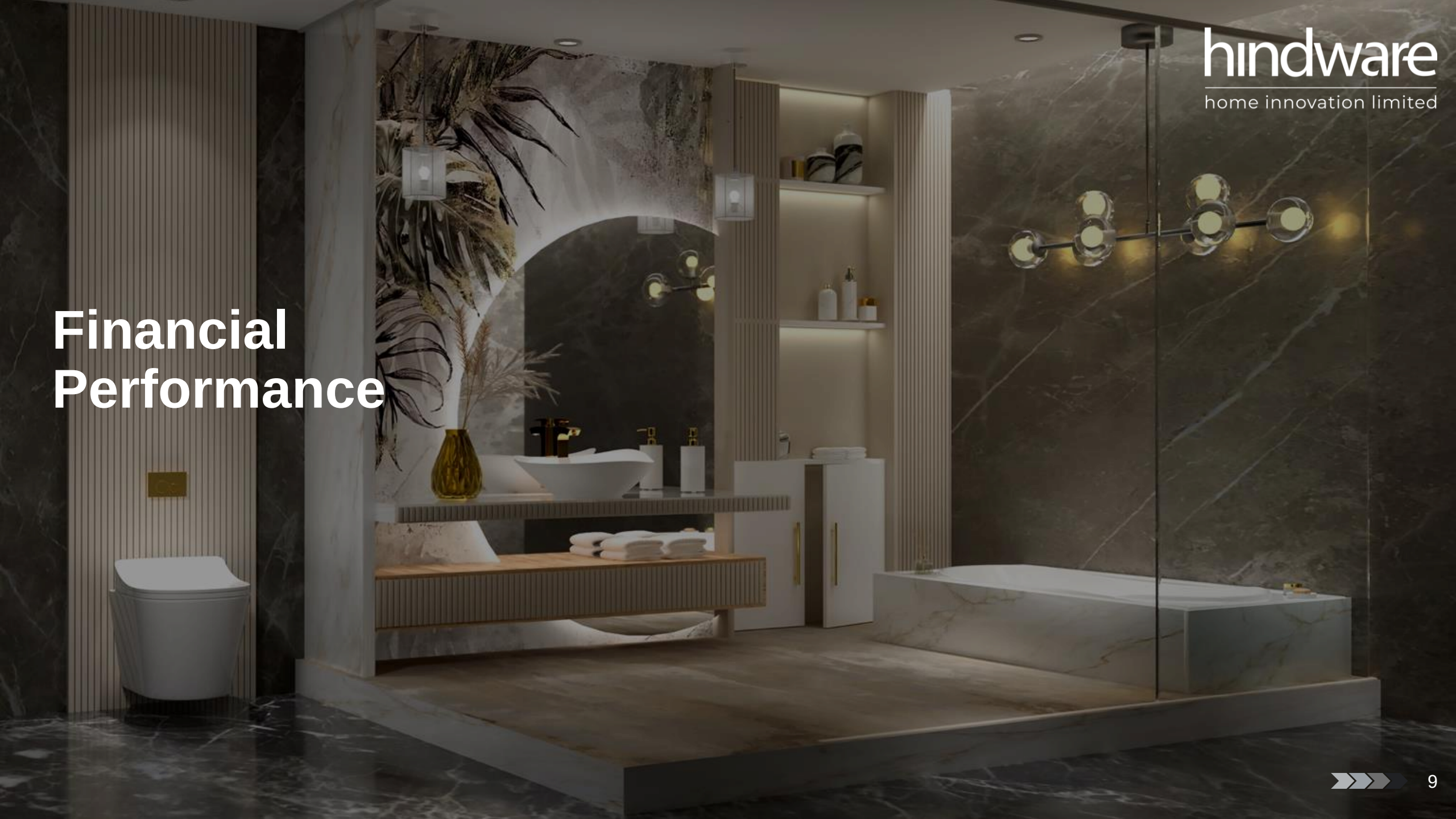
Rooftop solar energy across our plants helps in reducing carbon emissions, lowering energy costs, and enhancing energy independence

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





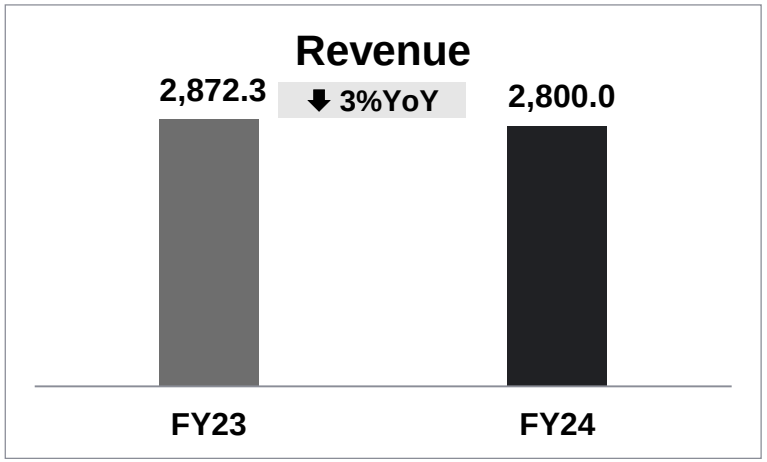


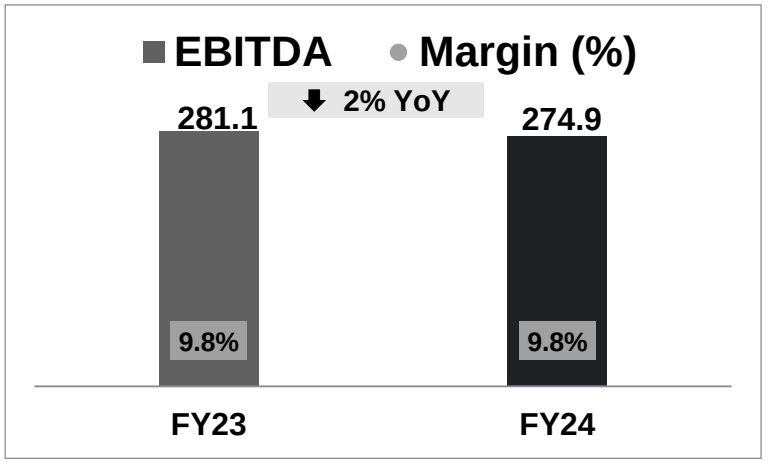
Financial Performance

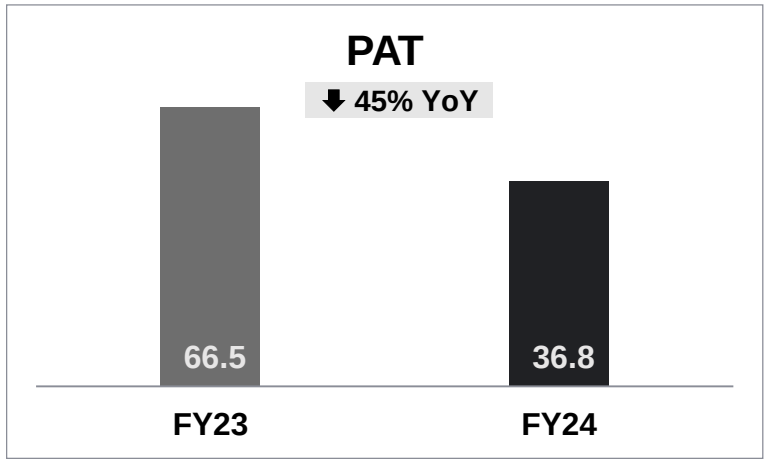
Consolidated Financial Performance

(₹ in crore)

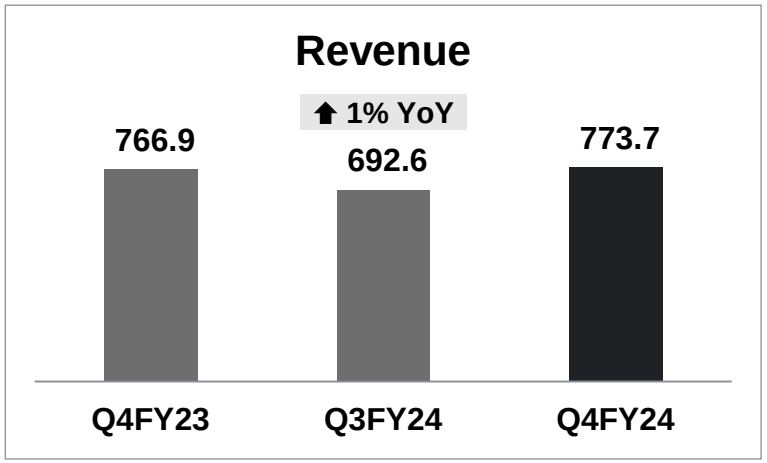
FY 24

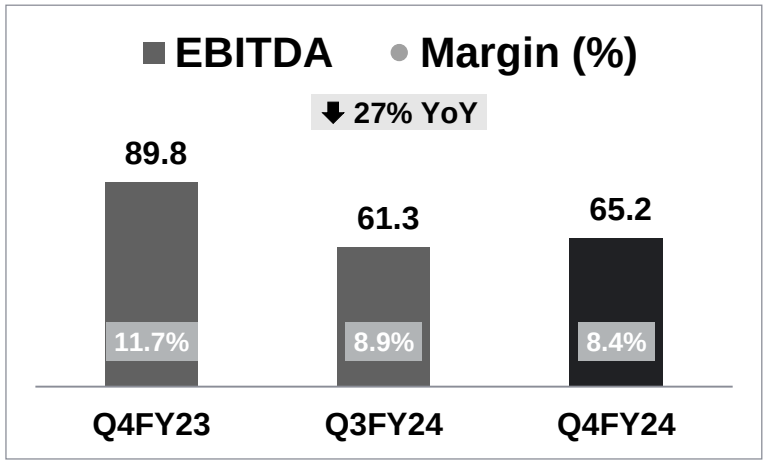


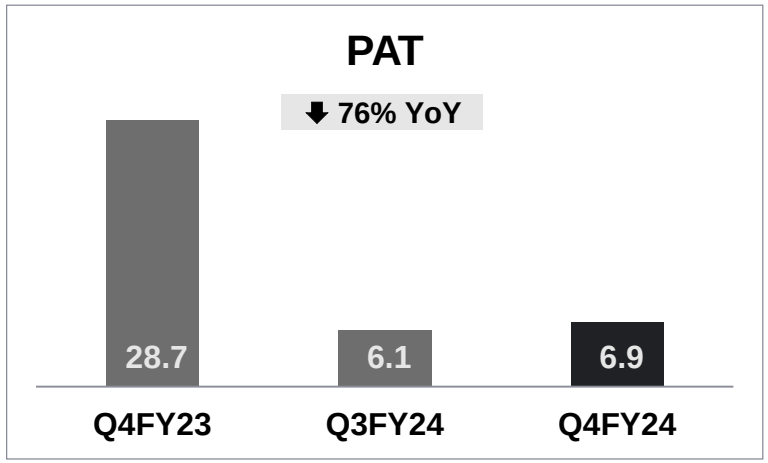




Q4 FY 24







Notes:

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

2. In FY24 and Q4 FY24, EBITDA and PAT includes provision of ₹15.58 crore related to the discontinuance of the Retail Business

hindware
home innovation limited



Building Products Segment

hindware
home innovation limited

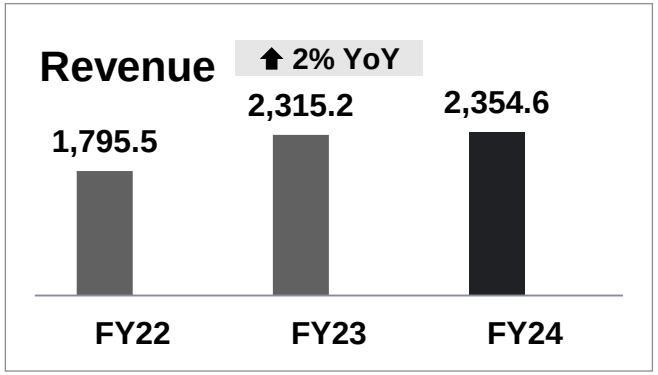
Building Products Business Update

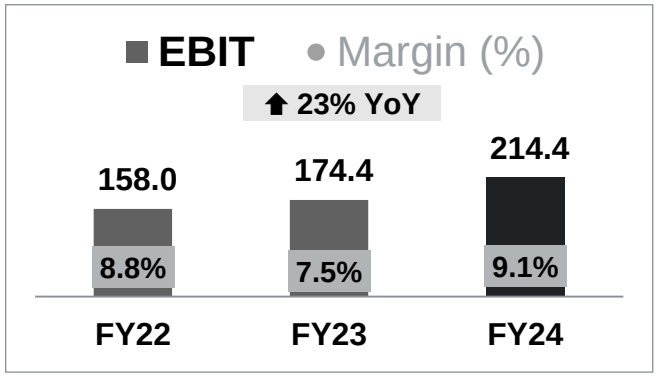
In FY24, Revenue stood at ₹2355 vs ₹2,315 crore in FY23, higher by 2% and EBIT grew to ₹214 crore from ₹174 crore, registering a growth of 23% YoY- driven on the back of diversified offerings, a strong brand, and ambitious expansion plans

Bathware Business

- Overall, demand environment remained subdued resulting in lower revenue growth
- Focus remains on expanding to Tier 3 and 4 markets, enhancing productivity, and optimizing working capital management
- Increased marketing investments and undertaken initiatives to enhance brand visibility
- Newly launched products received favorable customer response, contributing 18% to FY24 revenue supported by a strong integrated marketing campaign

Building Products Business (₹ in crore)



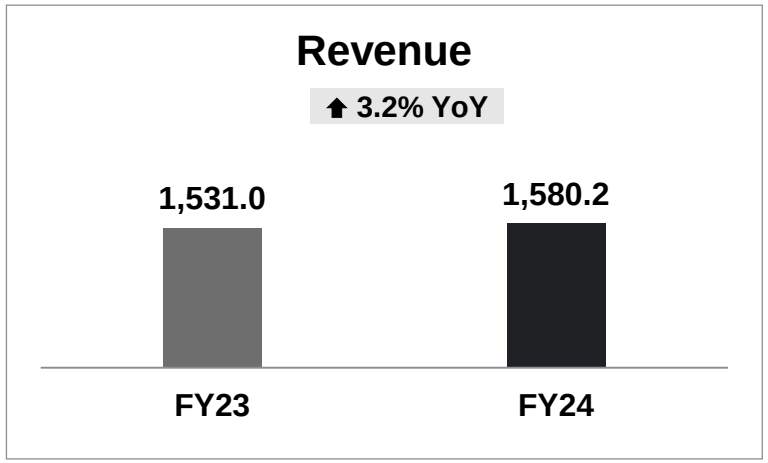


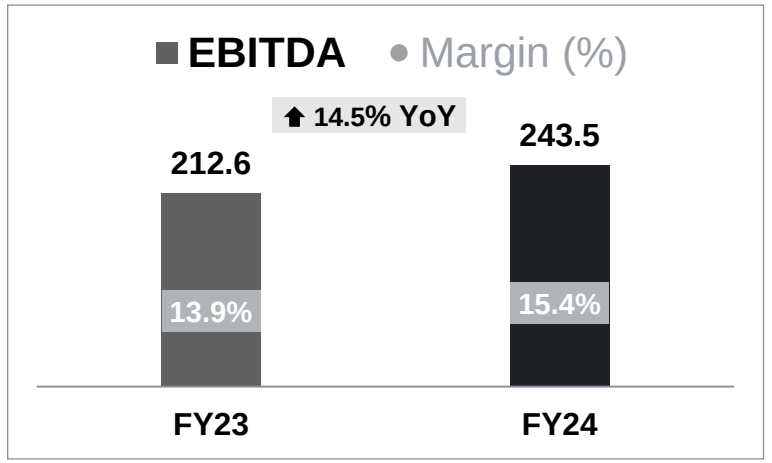


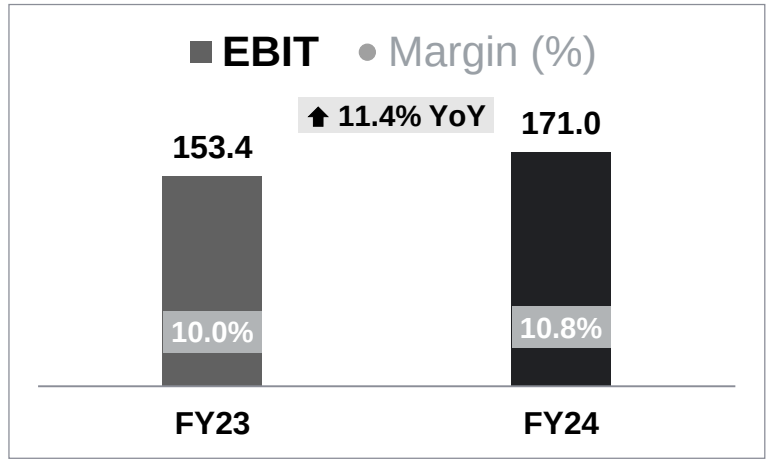
Note: *Revenue and EBIT for BPD include contribution from Bathware and Plastic Pipes & Fittings businesses*

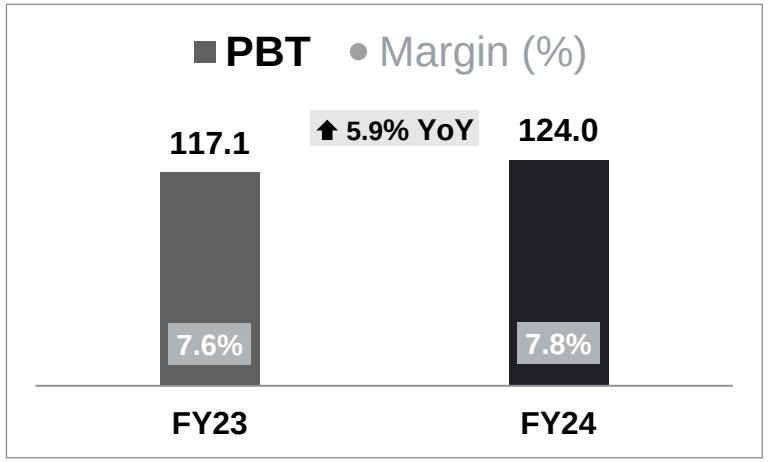
Bathware Business Update – FY24

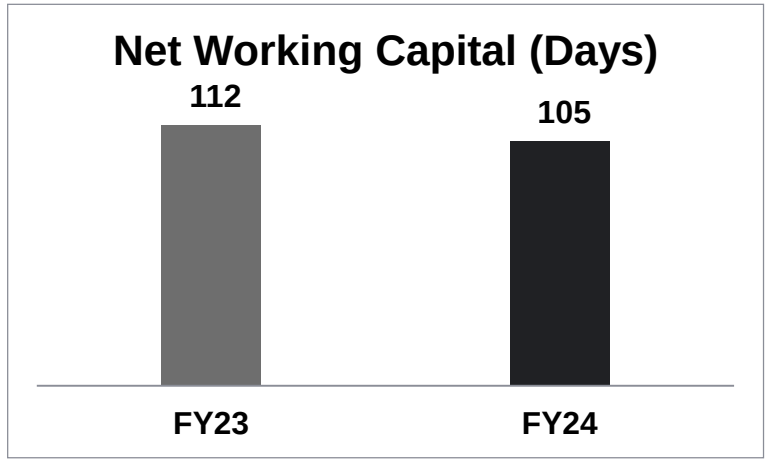
(₹ in crore)

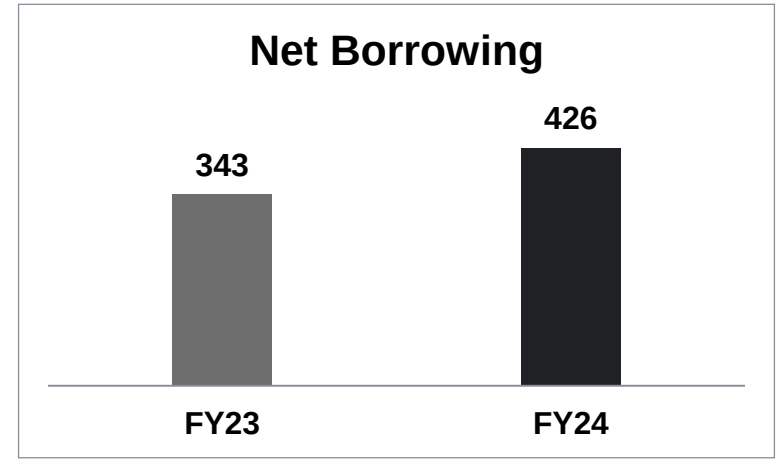








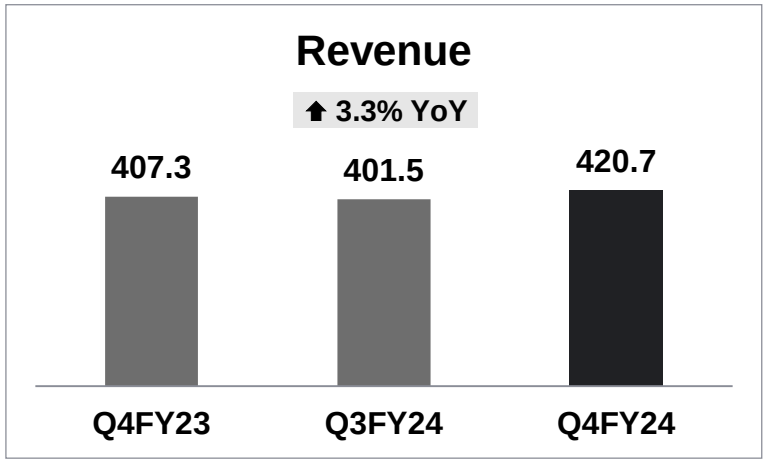


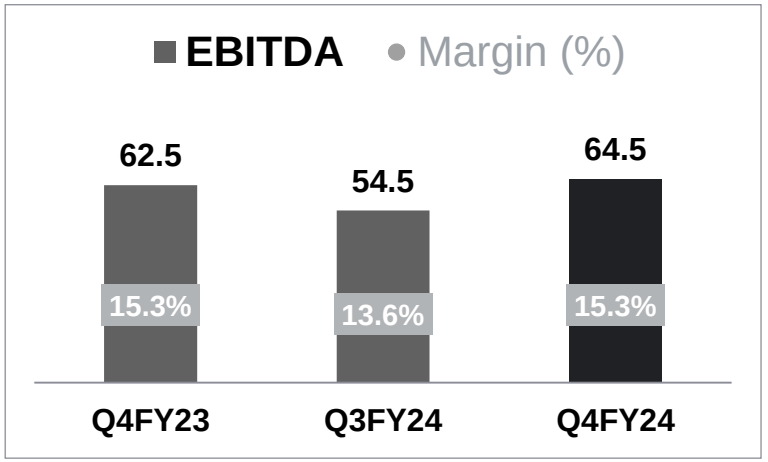


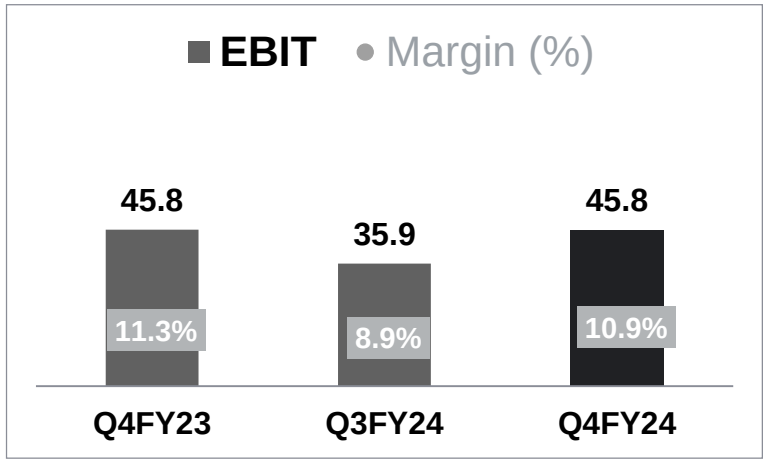
Note: *Above stated financials are rounded off and as per management reported figures*

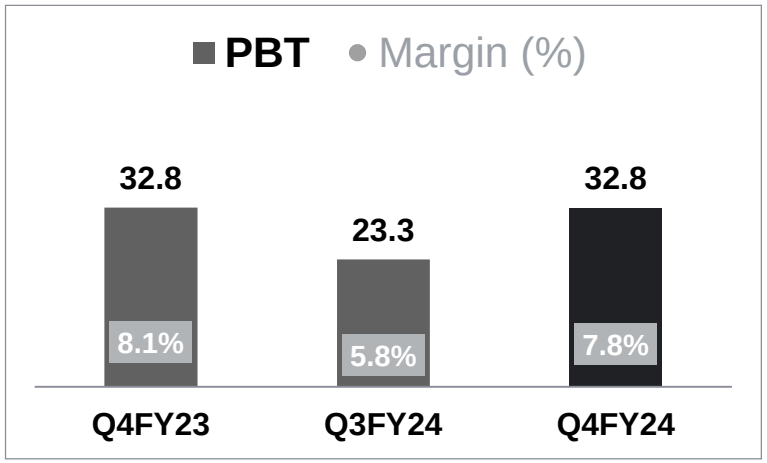
Bathware Business Update – Q4 FY24

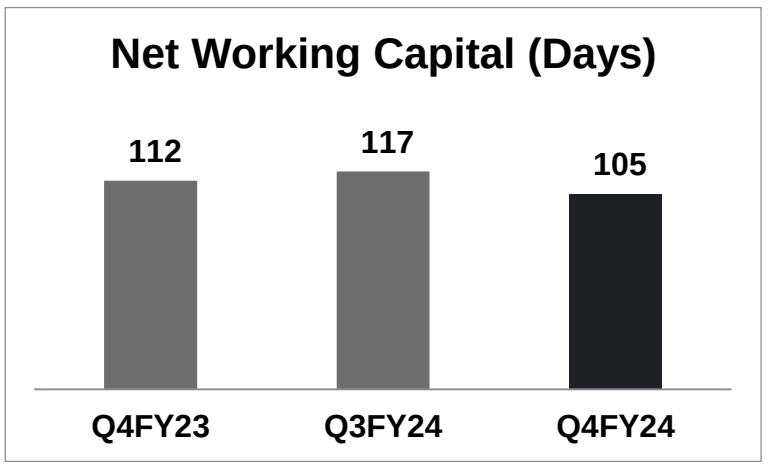
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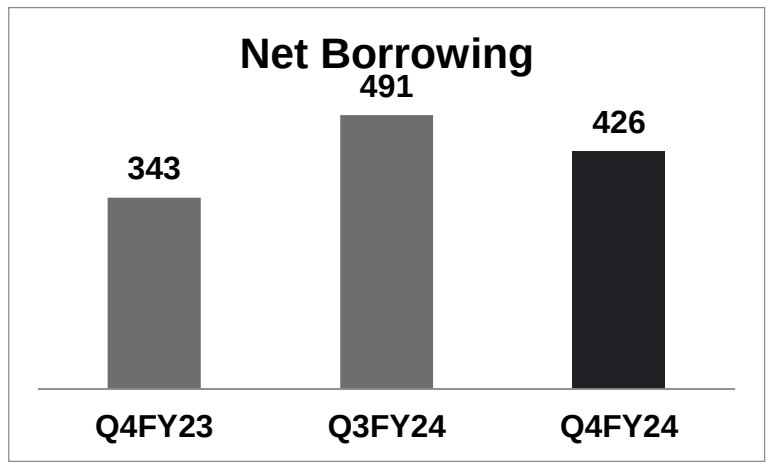












Note: *Above stated financials are rounded off and as per management reported figures*

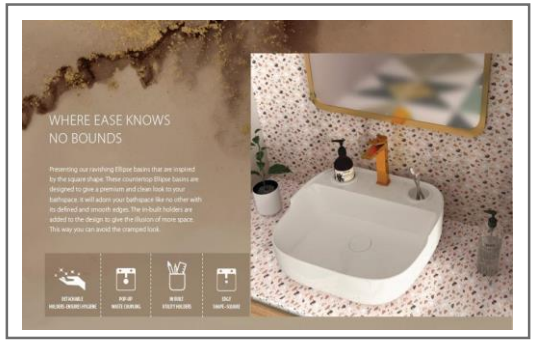
Building Products Business - Bathware

- 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





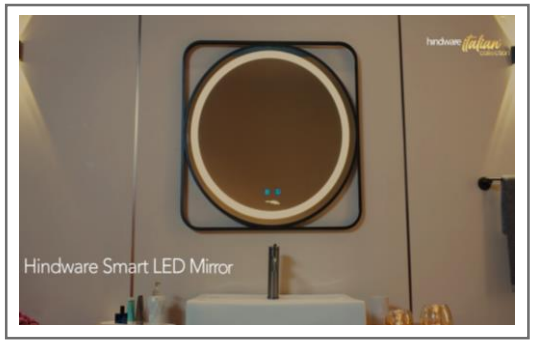


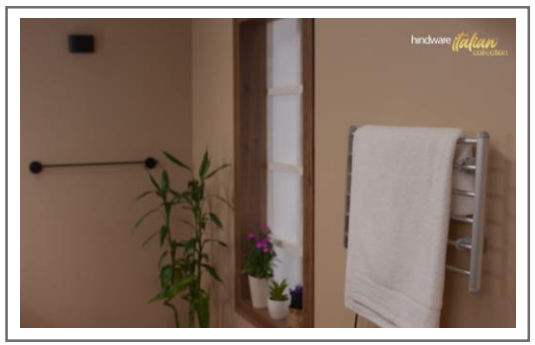


















New Products Launched

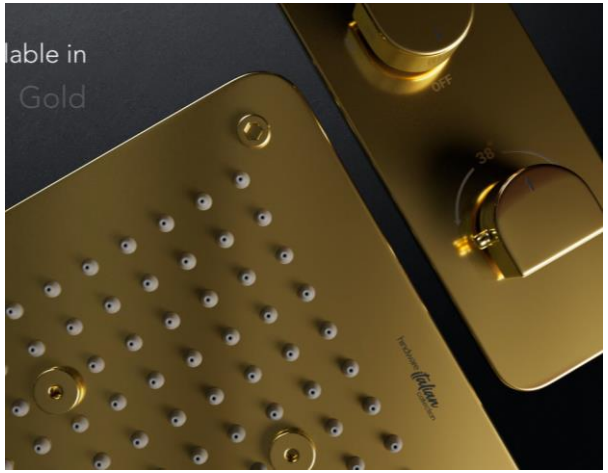
THERMOSTAT & MULTIFUNCTION SHOWER











AGNESE FAUCET RANGE





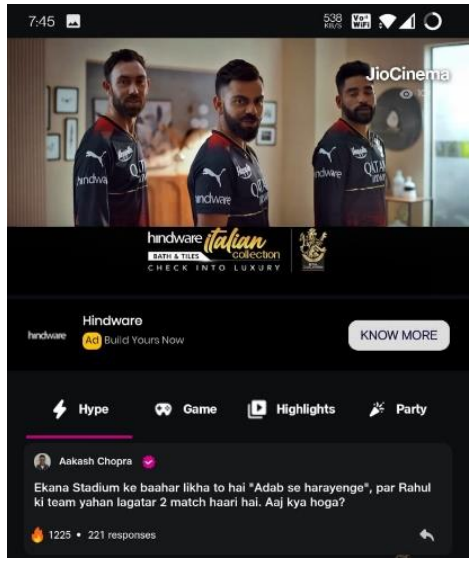


Marketing Initiatives

Started the year on a high-leveraging IPL as a Platform and Unlocking the Power of Cricket

Non leading arm





Leading Helmet





Mix of TV and OTT ensuring maximum reach

PREFESTIVE SEASON – HINDWARE @ASIA CUP



FILM – Virat + Siraj TVC

WORLD CUP – SUPER 4s



Feature : Super Fours
L Bands

Marketing Initiatives

QEUO



Let Time Wait Campaign Starring Aahana Kumra -

Period: July & Aug 23

Chanel: English News & South News Channels

Spots: More Than 8000 Spots Served



Hindware Italian Tiles









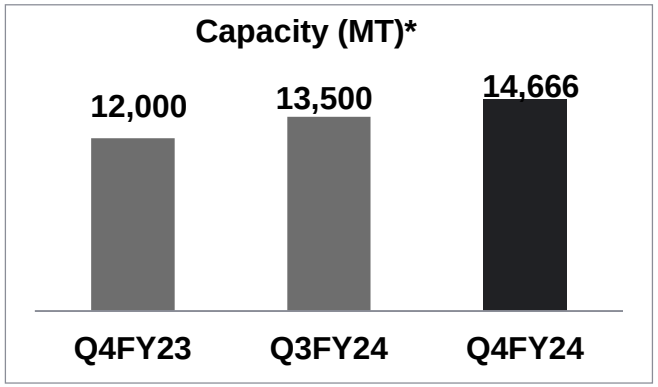
hindware
home innovation limited

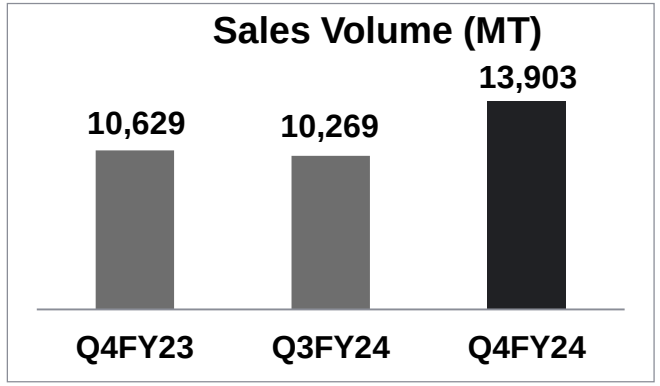
Marquee Clients



Plastic Pipes & Fittings Business Update

- Truflo, a leading brand in plastic pipes and fittings, continues to be the fastest-growing in the sector despite challenges.
  - Focus on brand awareness and expanding market share in CPVC pipes and fittings
  - Market presence has been strengthened through active engagement with plumbing consultants and training sessions for channel partners
- The product line has expanded to include PTMT faucets and accessories, providing complete plumbing solutions for customers
- The new manufacturing plant in Roorkee, Uttarakhand, is on track, expected to be operational by Q3 FY24-25
- During FY25, we are enhancing our product portfolio by introducing high-value items, starting with foam core (underground drainage), and plans to manufacture Double Wall Corrugated (DWC) Pipes and fire sprinkler systems



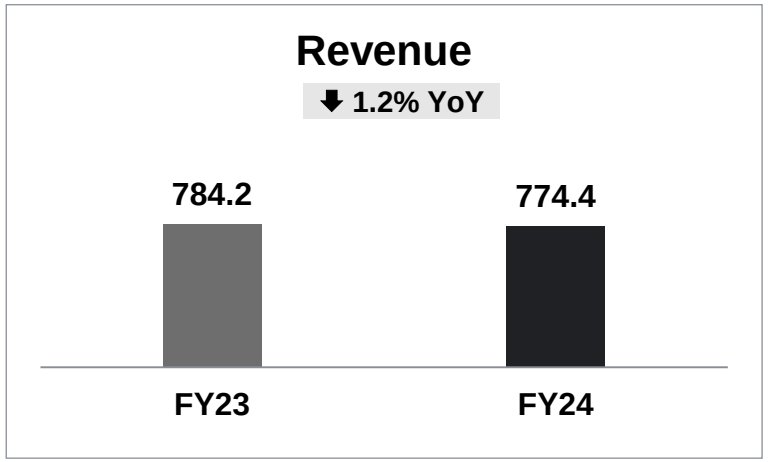


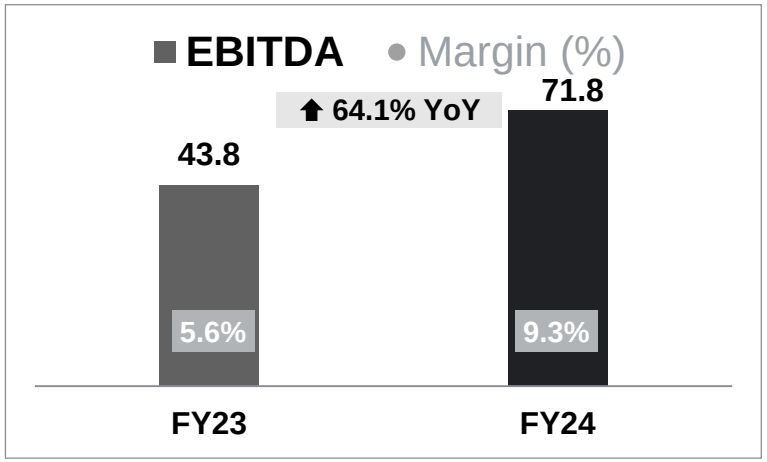


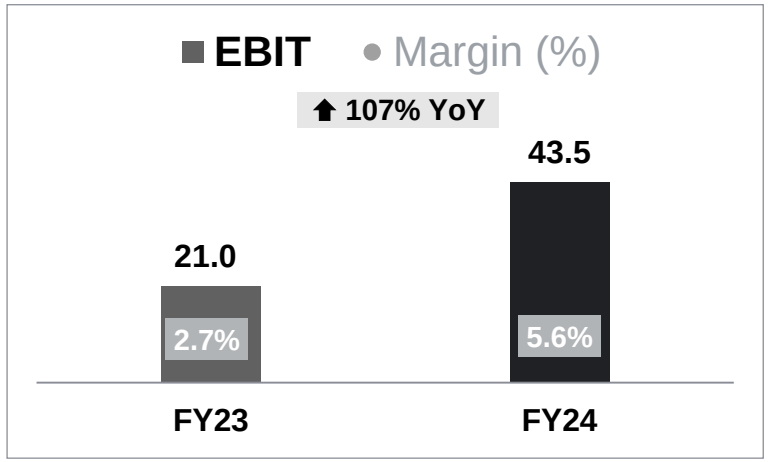
Note : *Above stated financials are rounded off and as per management reported figures*
**Capacity is on a quarterly basis*

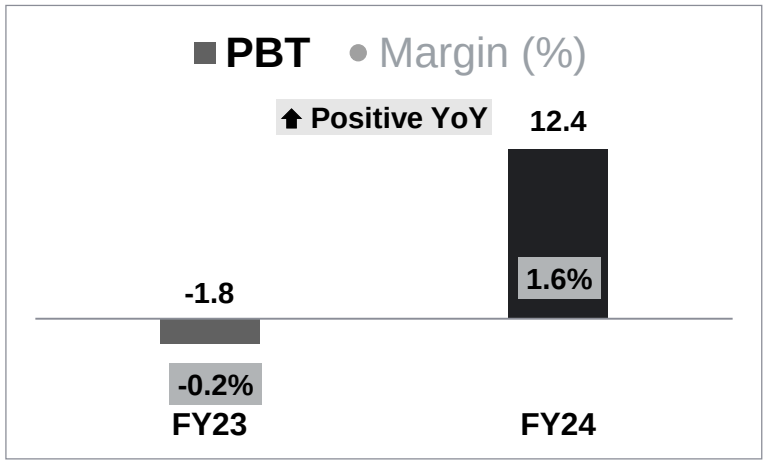
Plastic Pipes & Fittings Business Update – FY24

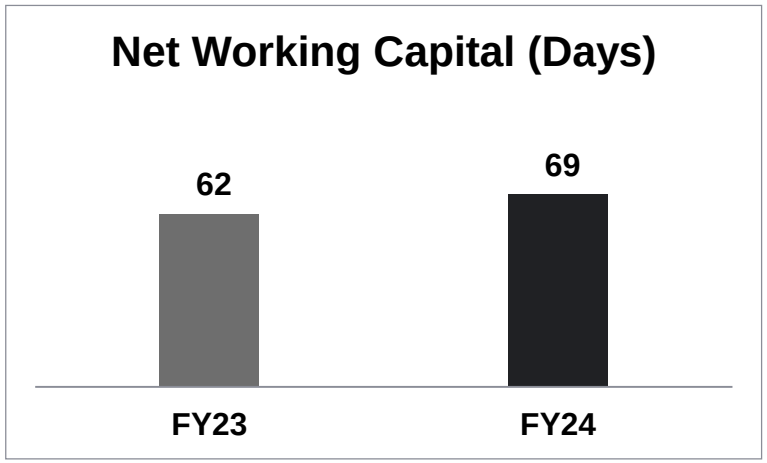
(₹ in crore)

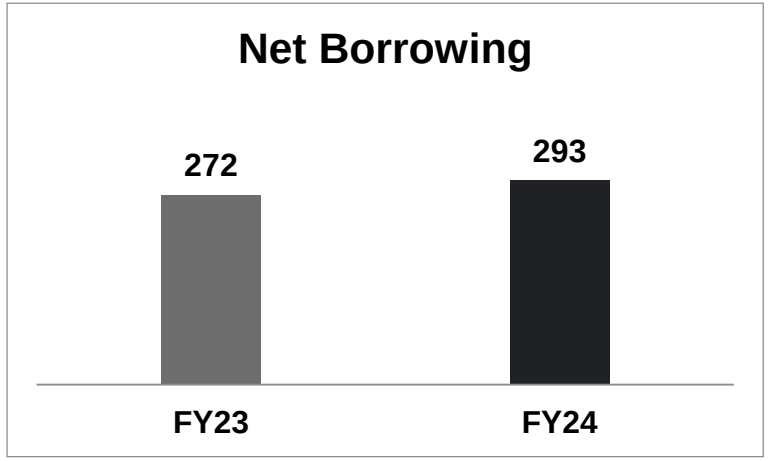








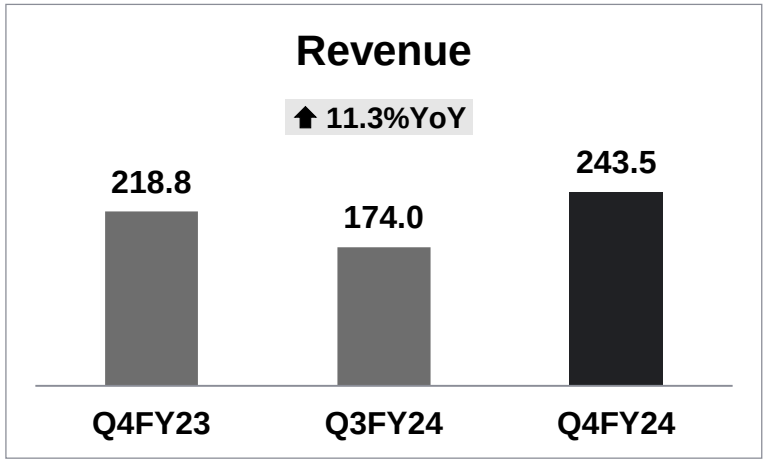


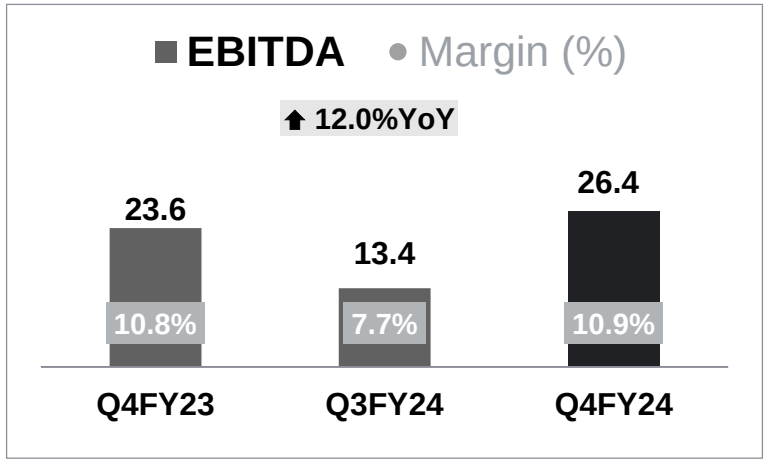


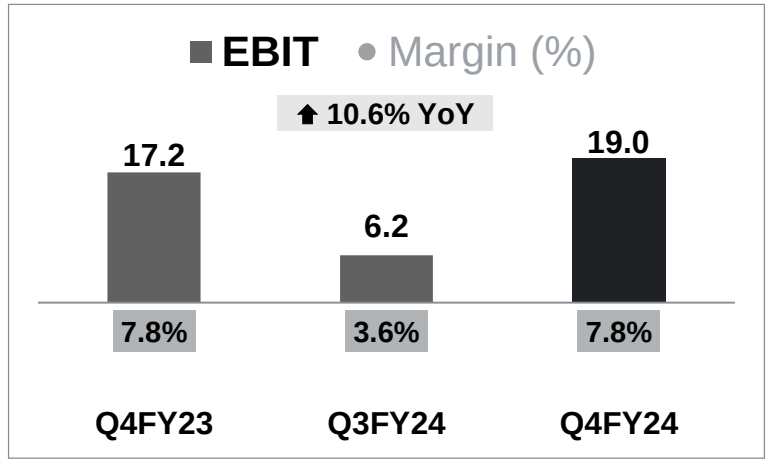
Note: *Above stated financials are rounded off and as per management reported figures*

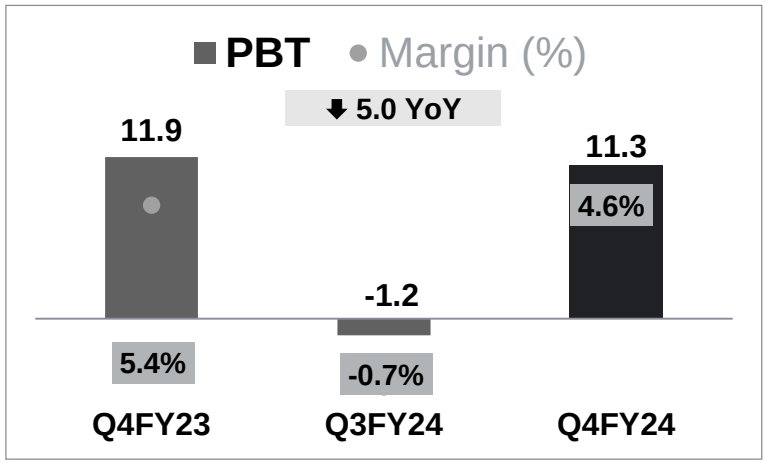
Plastic Pipes & Fittings Business Update – Q4 FY24

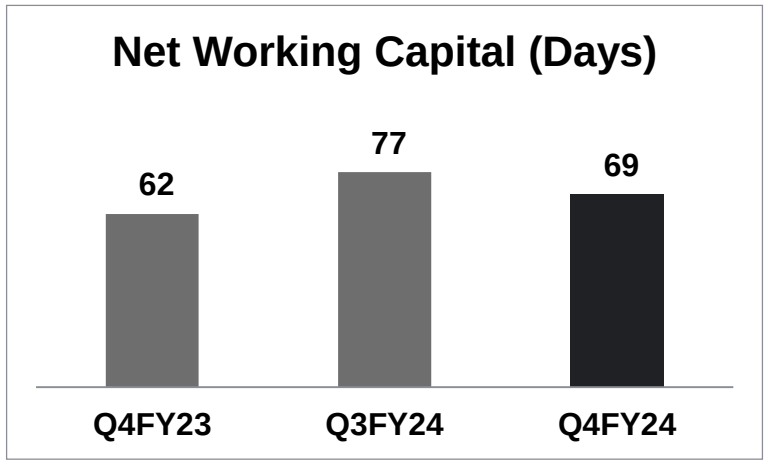
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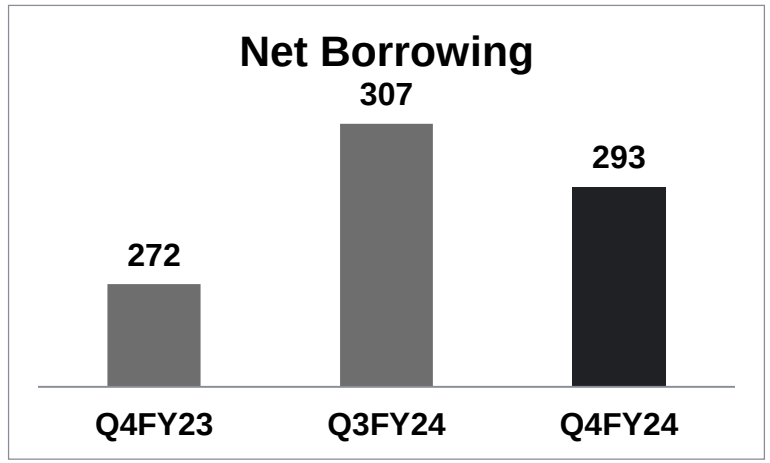












Note: *Above stated financials are rounded off and as per management reported figures*

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 300+ active distributors with more than 30,000+ dealers/retail outlets
- Best-in-class, NSF-certified (uses CPVC compound Durastream, supplied by ~US$10 Billon Sekisui Chemical Co. Ltd.)





Product Range, Plant & Showroom and Marketing Initiatives







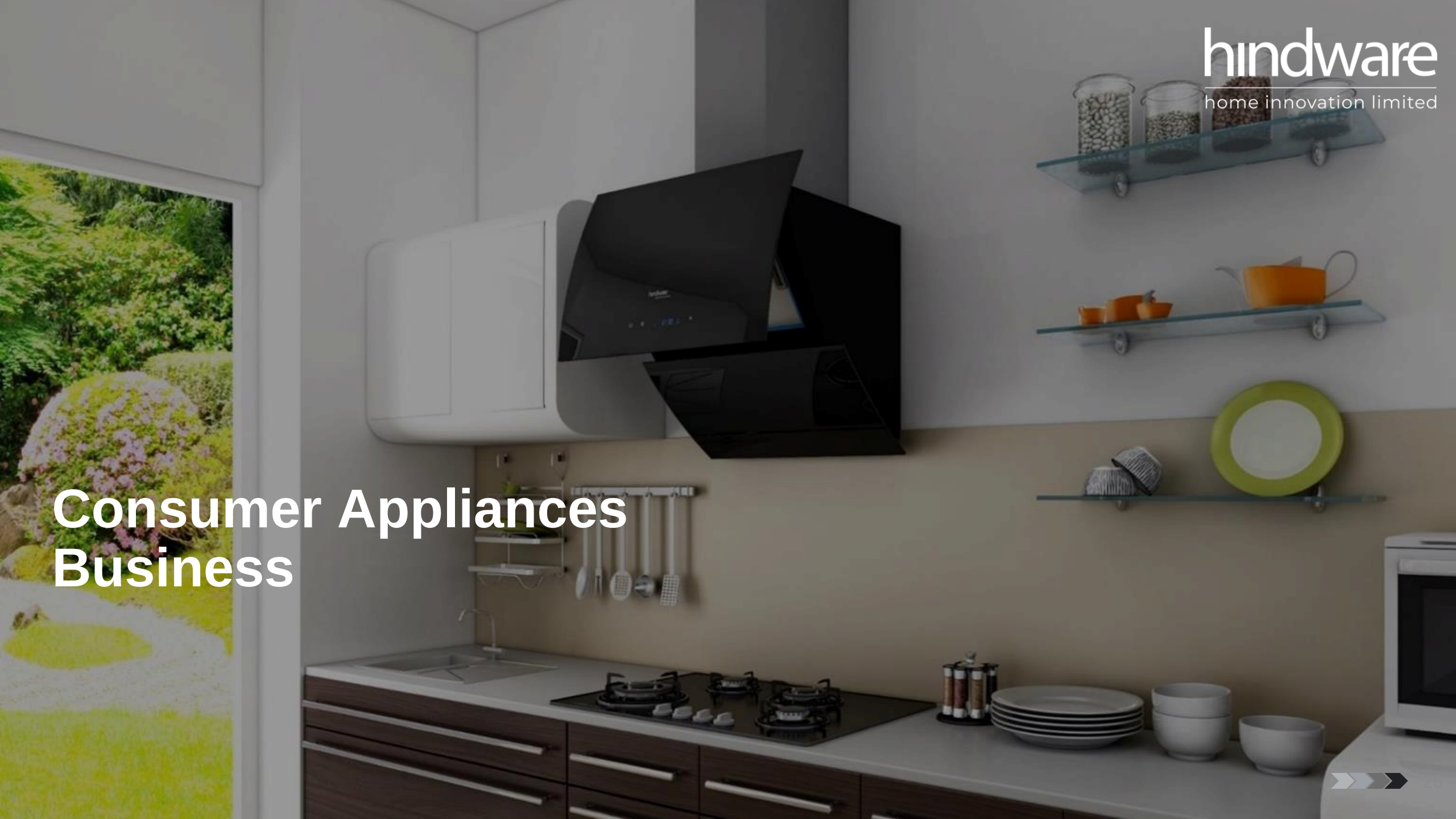






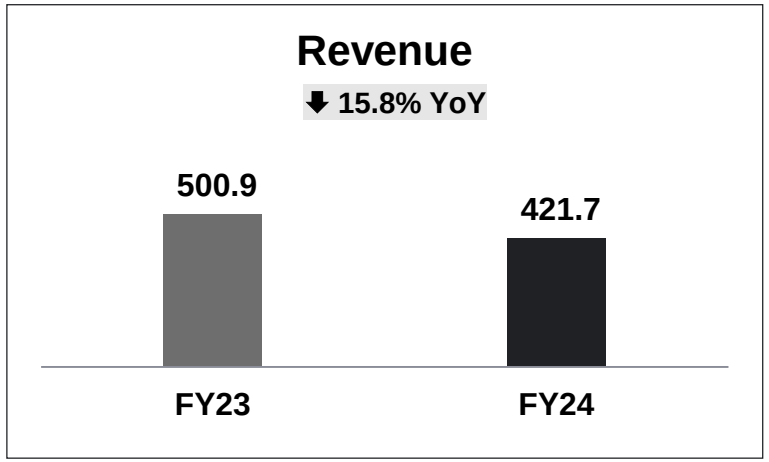


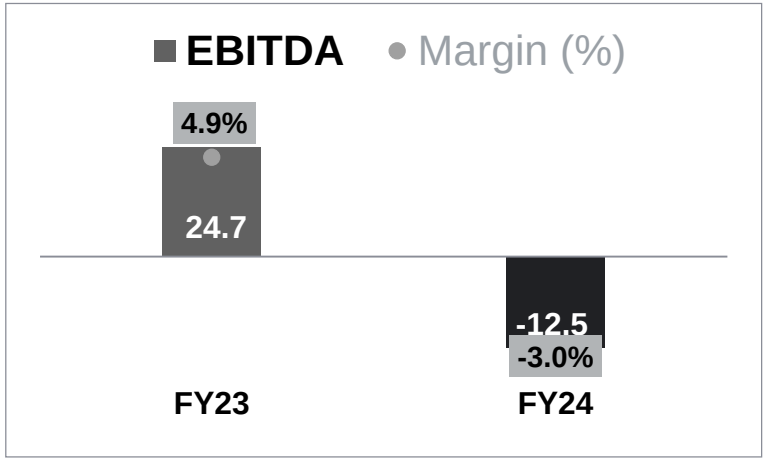


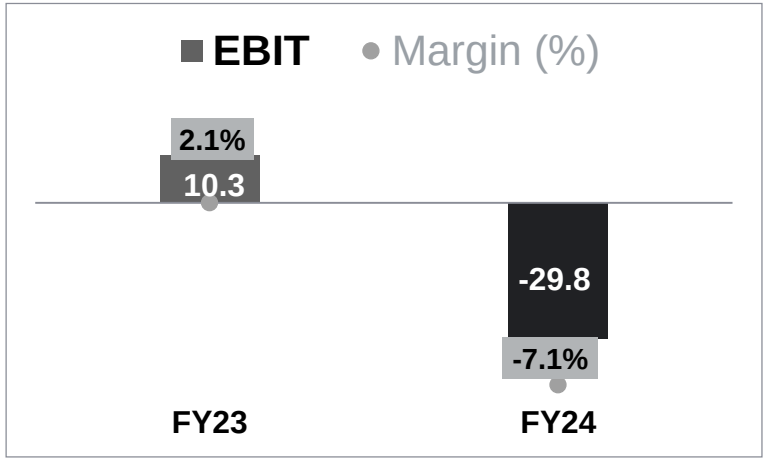

hindware
home innovation limited
Consumer Appliances
Business

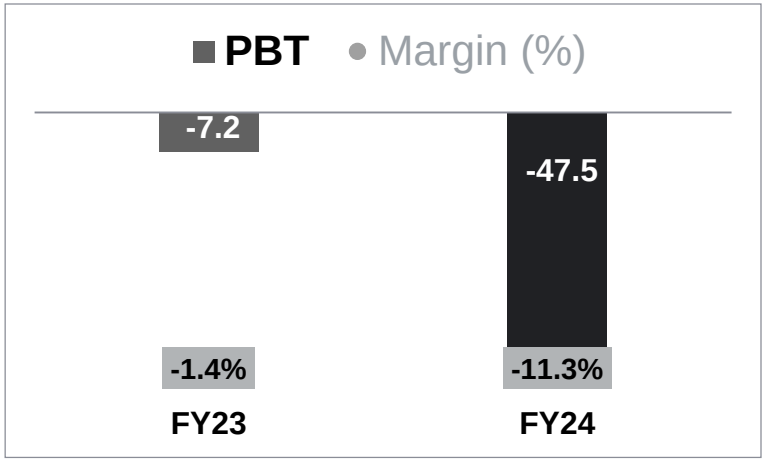
Consumer Appliances Business Update – FY24

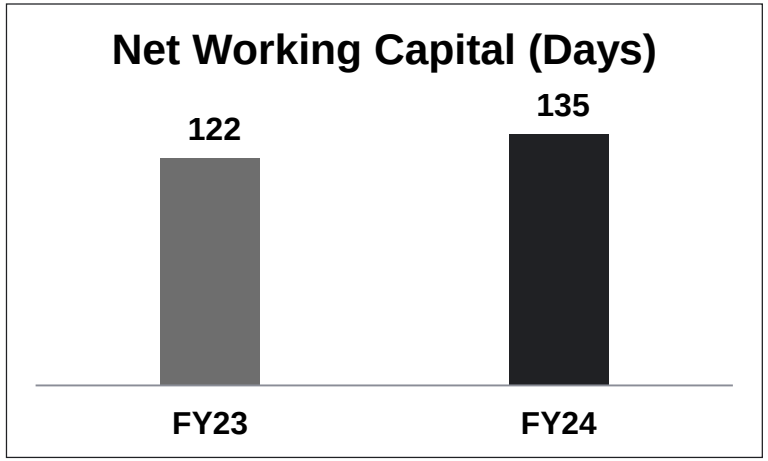
(₹ in crore)

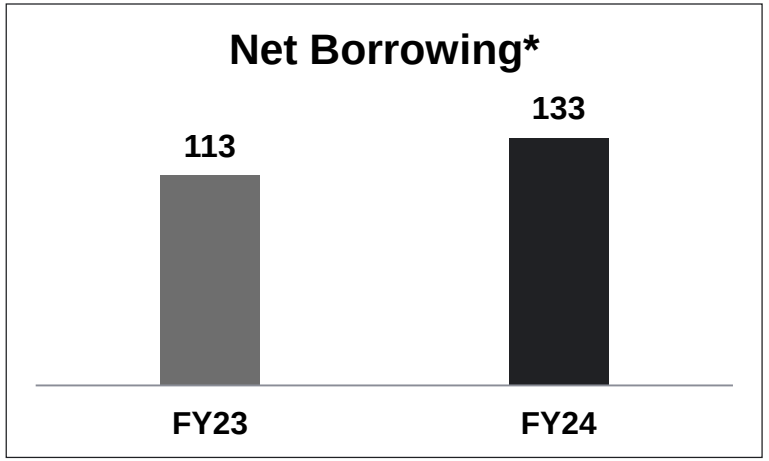












Notes :

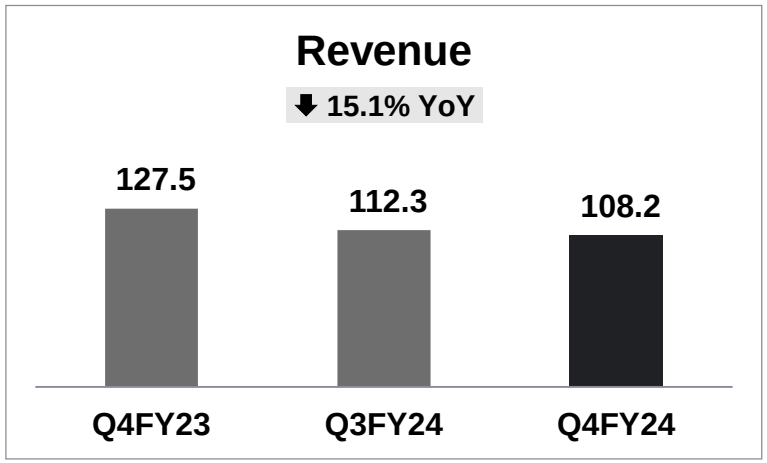
1. * *Net Borrowing figure is for Hindware Home Innovation Limited on standalone basis*

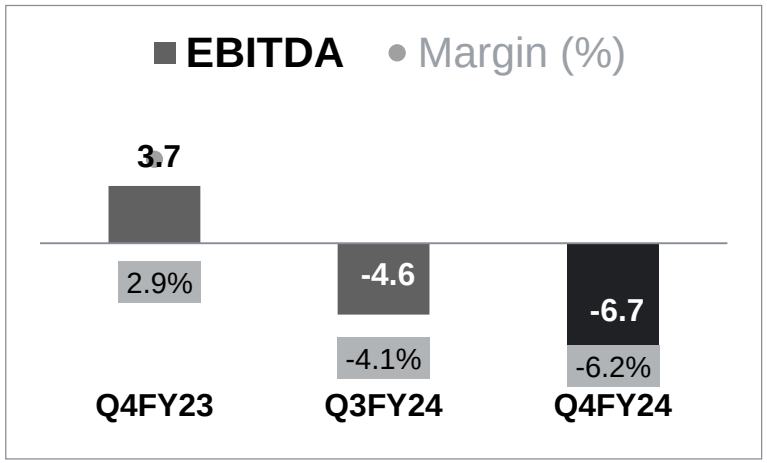
2 . Above stated financials are rounded off and as per management reported figures

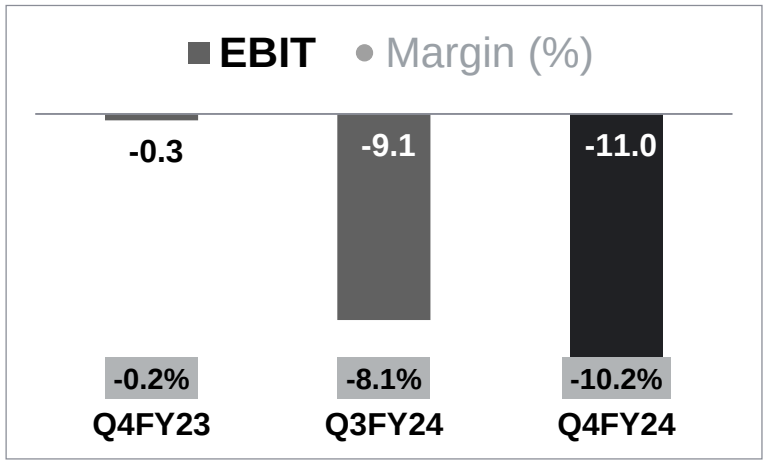
hindware
home innovation limited

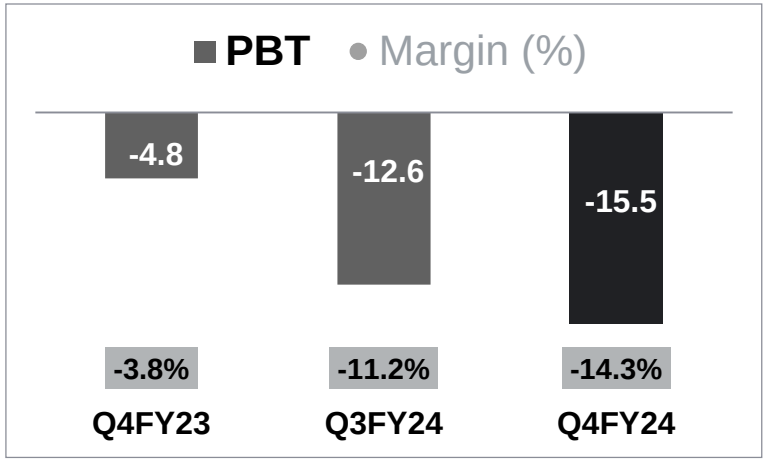
Consumer Appliances Business Update – Q4 FY24

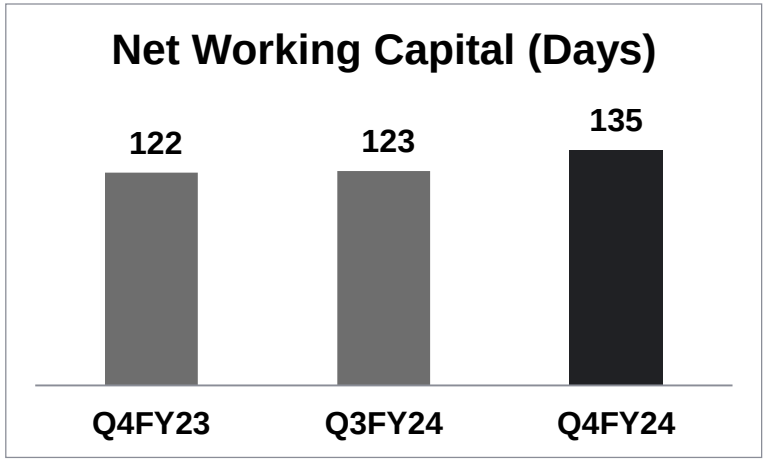
(₹ in crore)

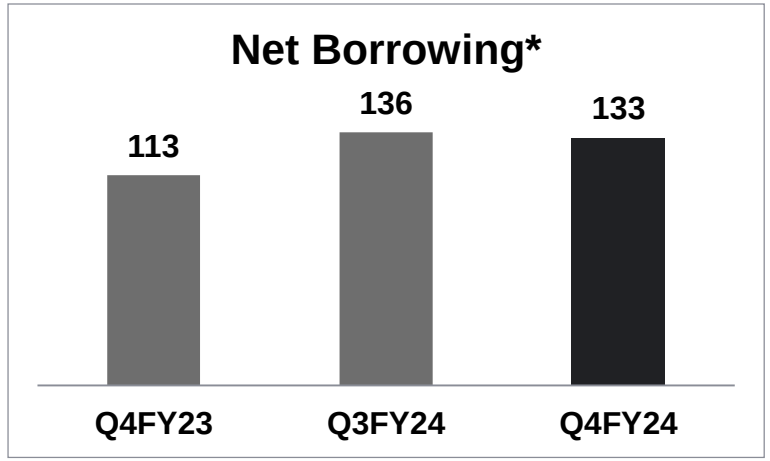












Notes :

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

- Revenue was ₹422 crore in FY24 and ₹108 crore in Q4FY24. Muted demand environment and inflationary concerns weighed in on revenue
  - Continued to maintain our leading position in the kitchen appliances segment despite inflation and increasing competition
  - Actively expanding our kitchen appliances portfolio, leveraging strengths, and streamlining product offerings to improve margins
- Offering an industry-leading range of IoT-enabled, voice-controlled smart appliances, including water heaters, air coolers, chimneys and air purifiers
- Extensive distribution network with 14,000+ retail outlets, 1300+ distributors, 700+ large format retail stores, and 180+ exclusive brand stores. Supported by a team of 600+ professionals and a strong focus on innovation, evidenced by 33 patents in 7 years, with notable success in online sales of kitchen chimneys



Diverse and Exciting Products & Brands



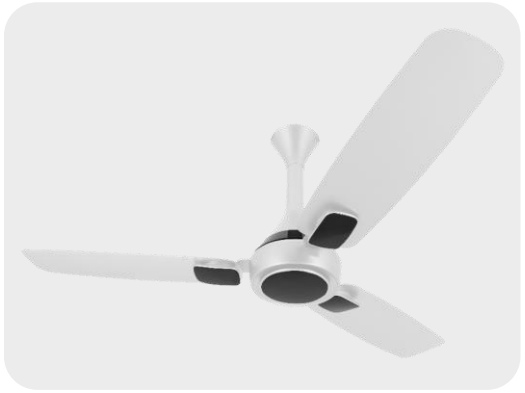
Kitchen Appliances



Air Coolers



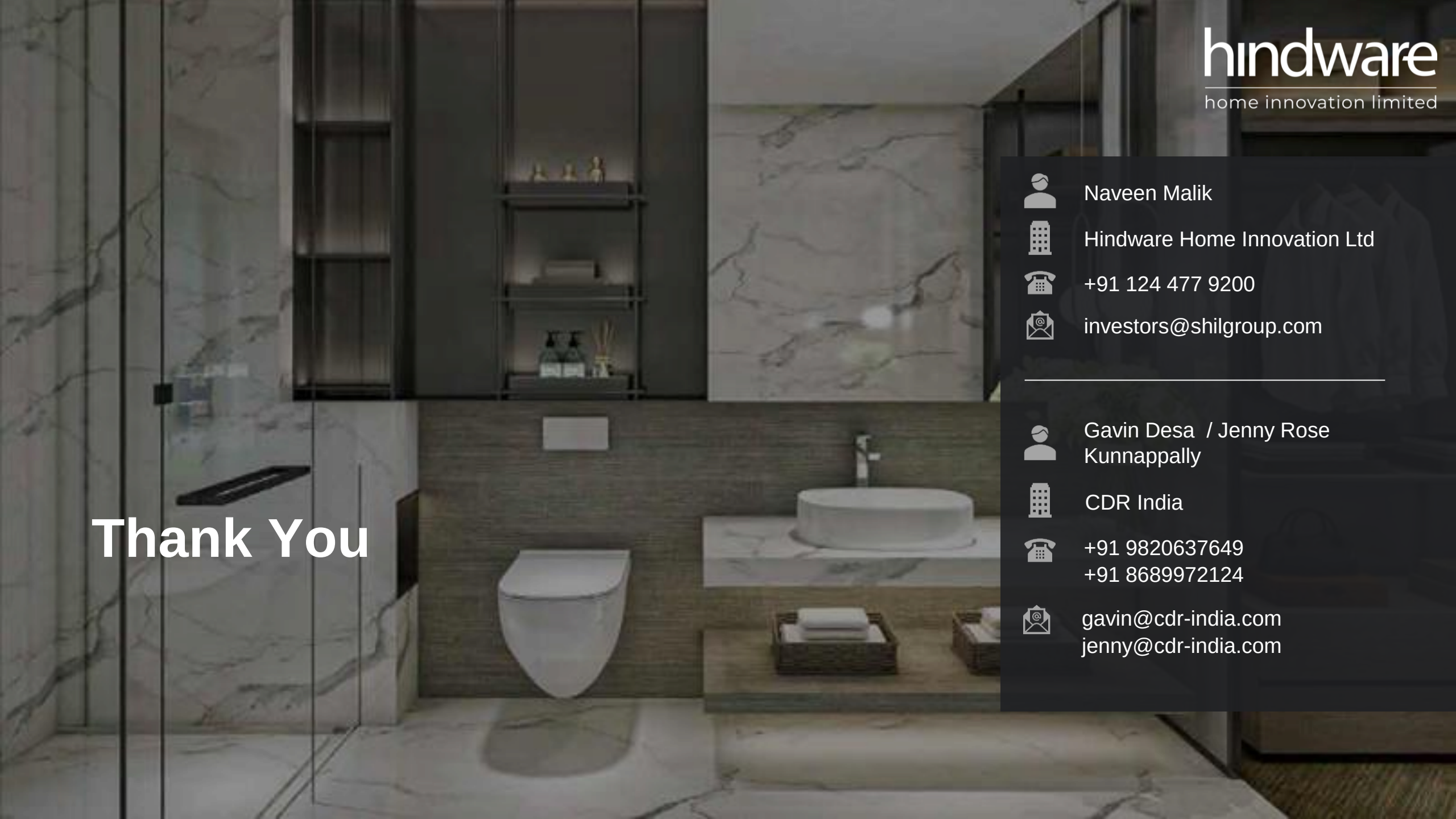
Water Heaters
(50:50 JV with Groupe Atlantic)



Fans



Kitchen & Furniture Fittings



Thank You

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