

hindware
home innovation limited



Q3 & 9M FY24 Financial Result Presentation



*“Delivering
sustainable growth”*

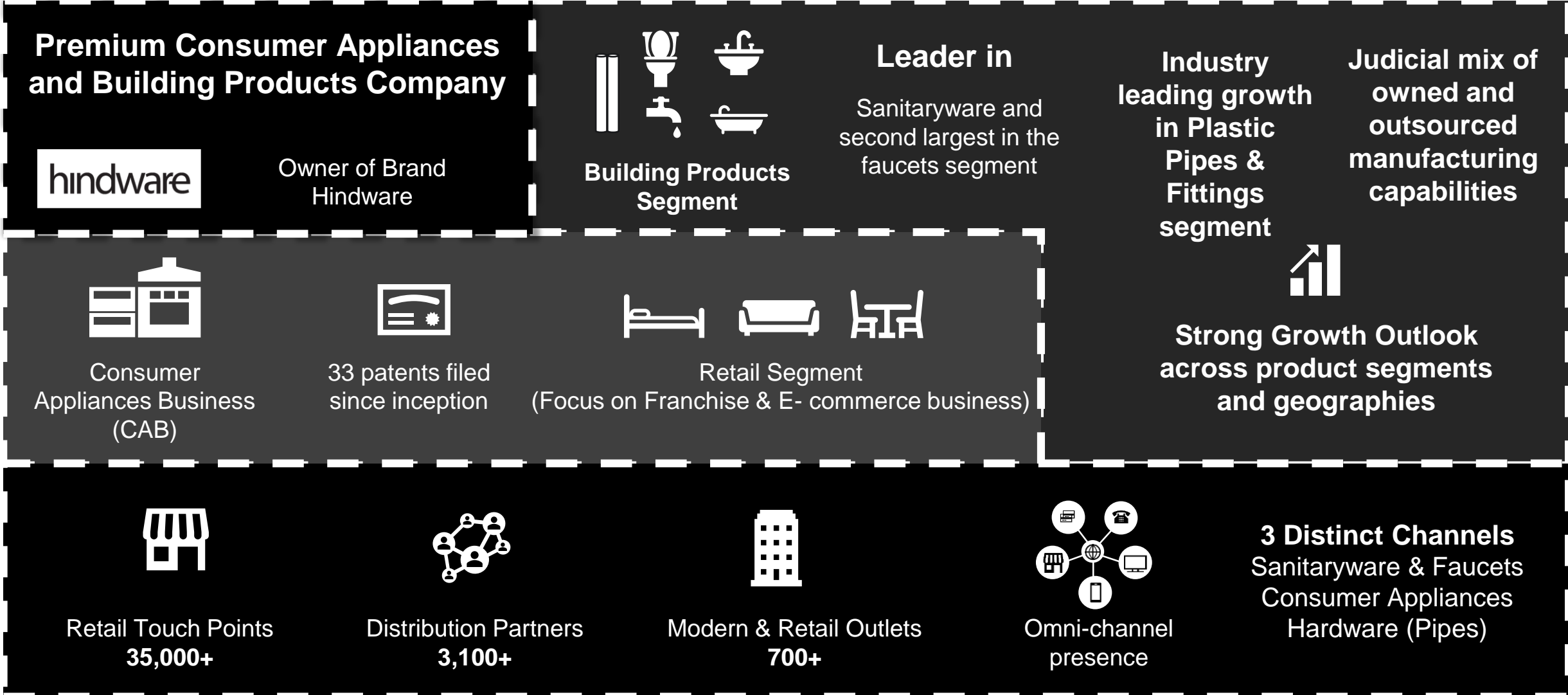
*“With customers at
the core”*

February 12, 2024

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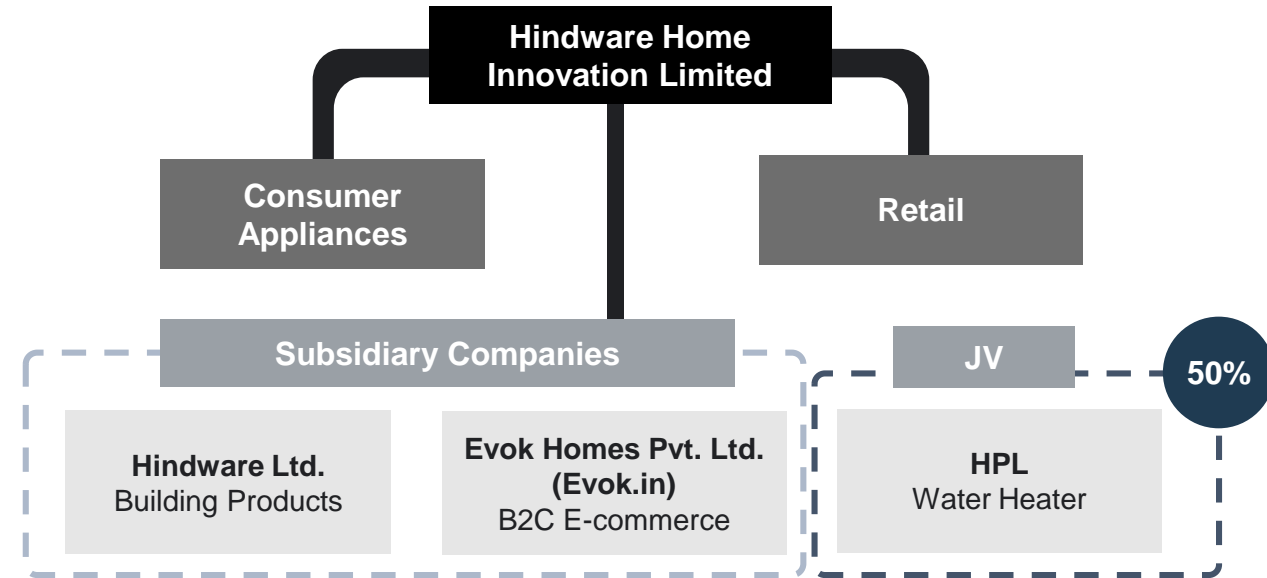
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Business Overview

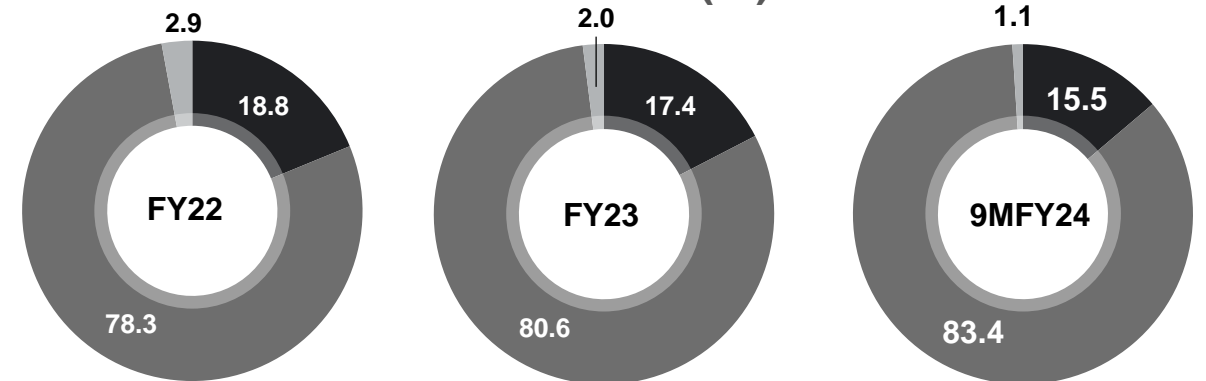


About Us

- 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



Revenue Mix (%)



Building
 Consumer
 Retail



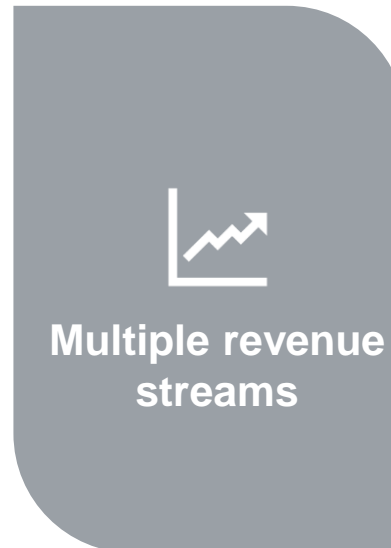
Our Approach

- 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

- 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



- 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

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 – Delhi International Airport Limited.



Mr. Salil Kappoor

Chief Executive Officer, Consumer Appliances and Retail Business

30+ years of 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, and Voltas.



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:

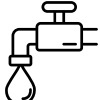
The Company values governance based on trust, transparency, and accountability. It integrates ESG factors into its strategy, setting ambitious sustainability goals, and actively seeking partnerships to drive innovation and sustainability, all to ensure long-term success and resilience.



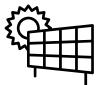
Fulfilling Our Sustainability Initiatives



Energy efficiency is achieved through daylight harvesting, LED lights, efficient motors, and cooling, while electric bell 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



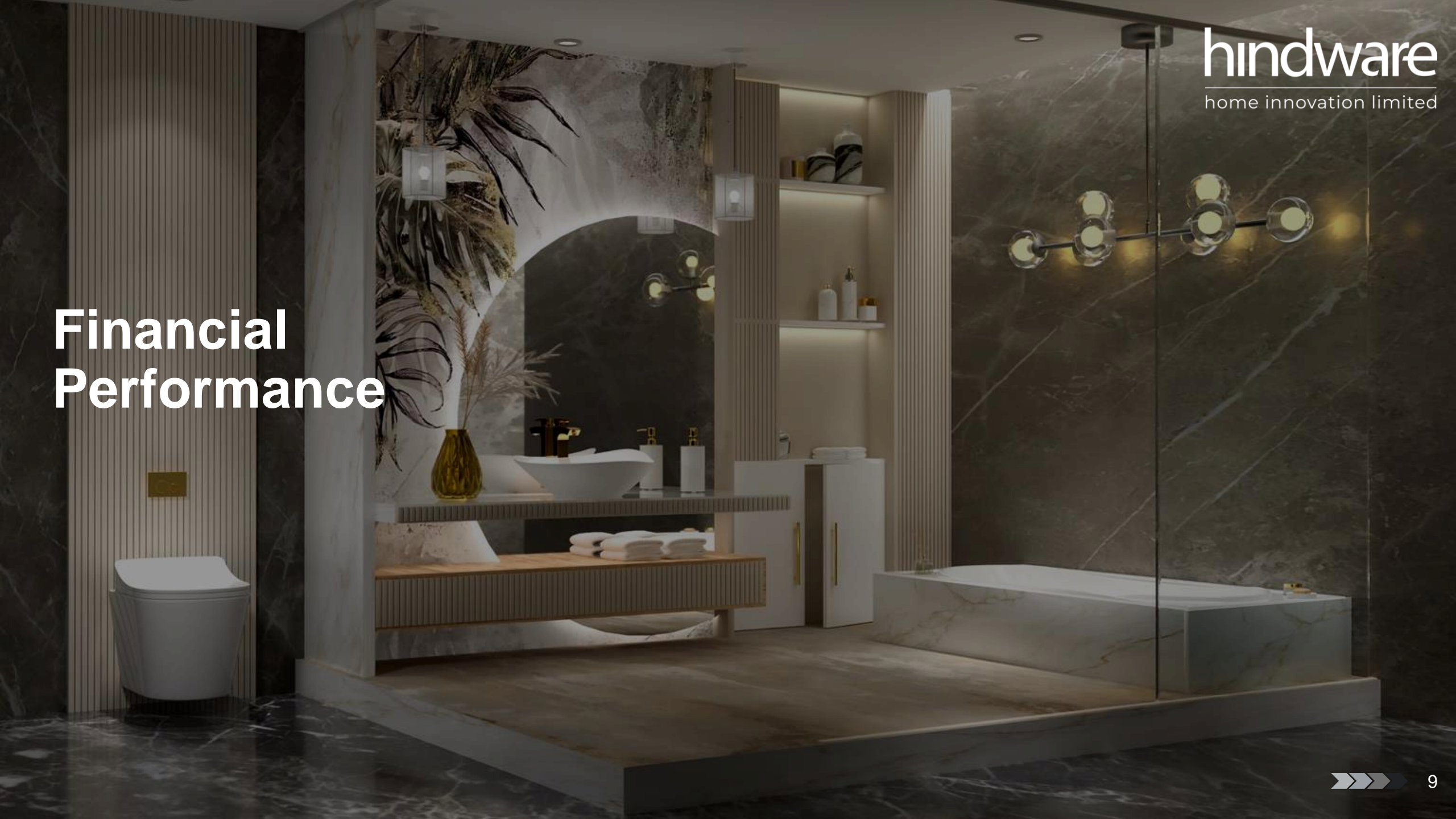
Waste management practices involve process mapping, source segregation, wastewater treatment, & vermi-composting for organic waste which helps in minimizing environmental pollution, and efficient resource utilization



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



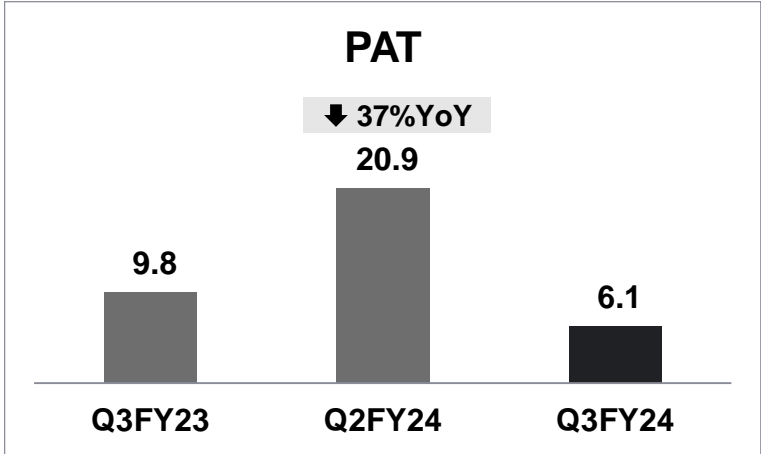
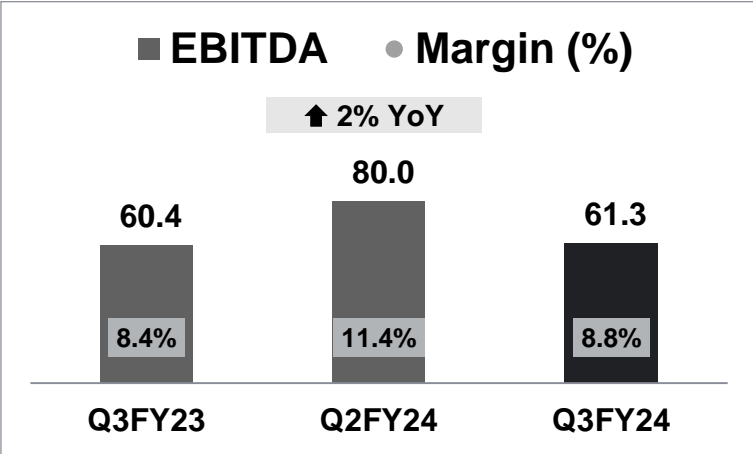
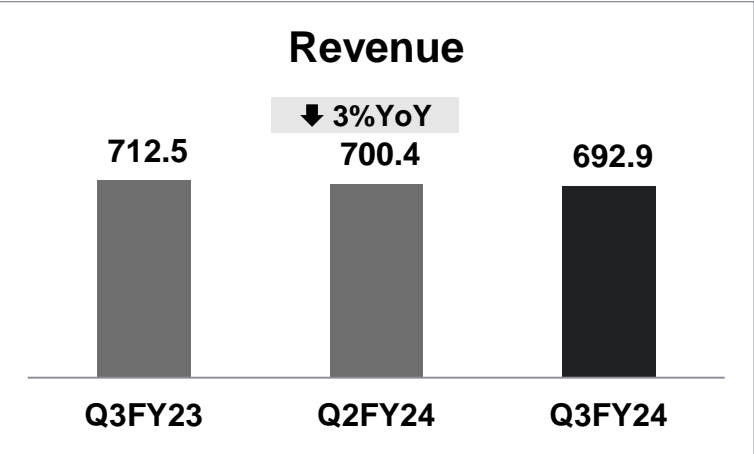
Financial Performance



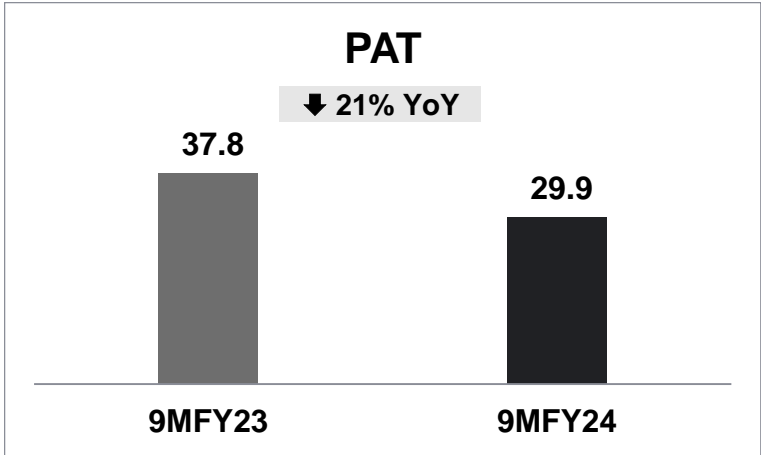
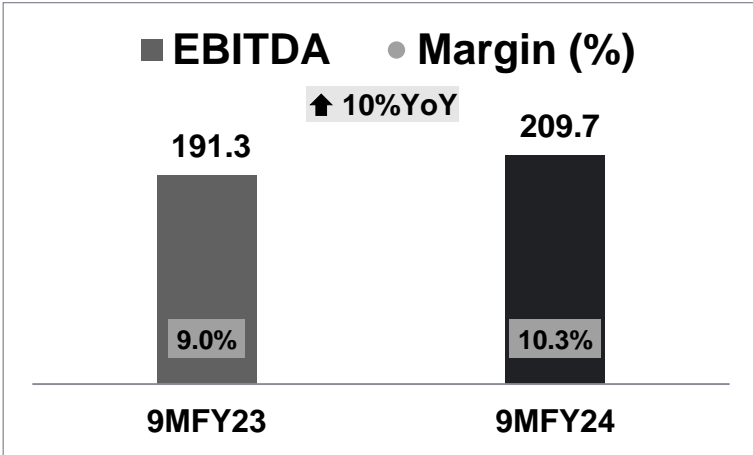
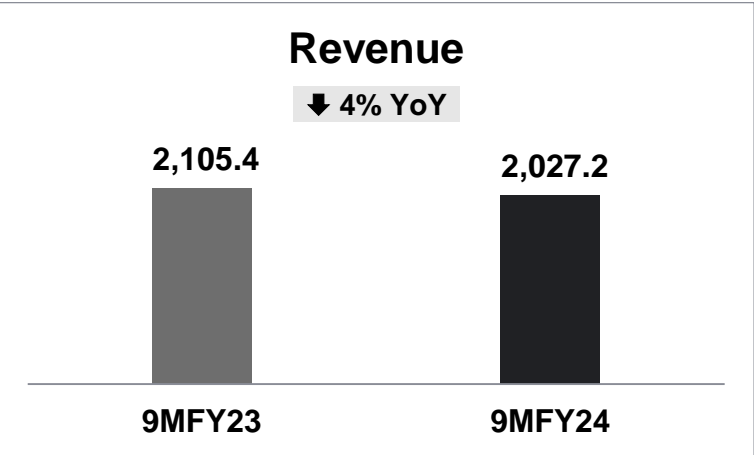
Consolidated Financial Performance

(₹ in crore)

Q3 FY 24



9M FY 24



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



Building Products Segment



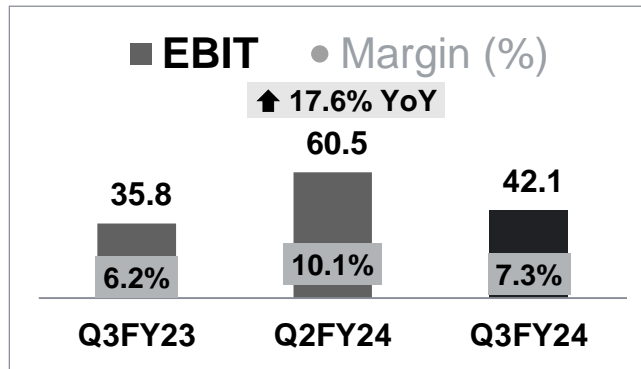
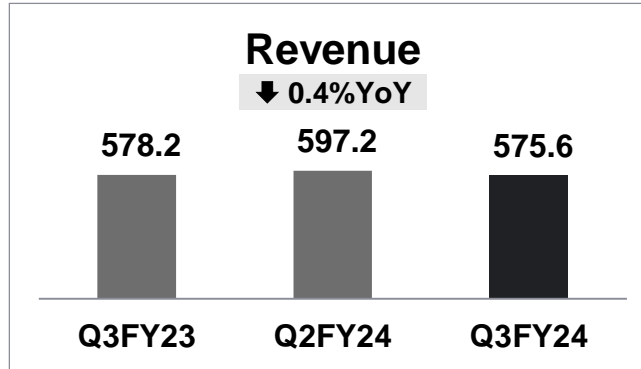
WOOD VIBE

Building Products Business Update

Bathware Business

- High interest rates, inflation concerns & liquidity pressure weighed in on demand sentiments especially for mid – affordable category
- Efforts were concentrated on entering new markets, enhancing productivity, and optimizing working capital management
- Increased marketing spends & focused efforts on expanding the distribution network
- Customer response to newly launched products remains encouraging. Revenue contribution from new products was 24% of 9M FY24* revenues
- Undertaking steps towards amplifying brand visibility to drive future growth. Diverse marketing campaigns are enhancing nationwide brand visibility and appeal.

Building Products Business (₹ in crore)



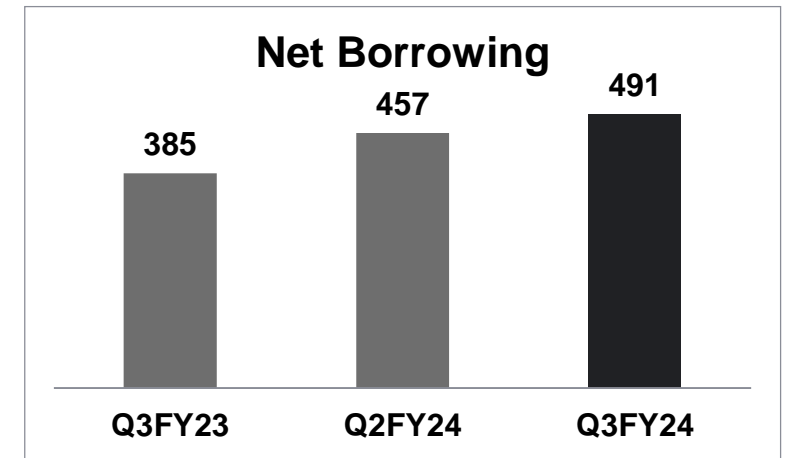
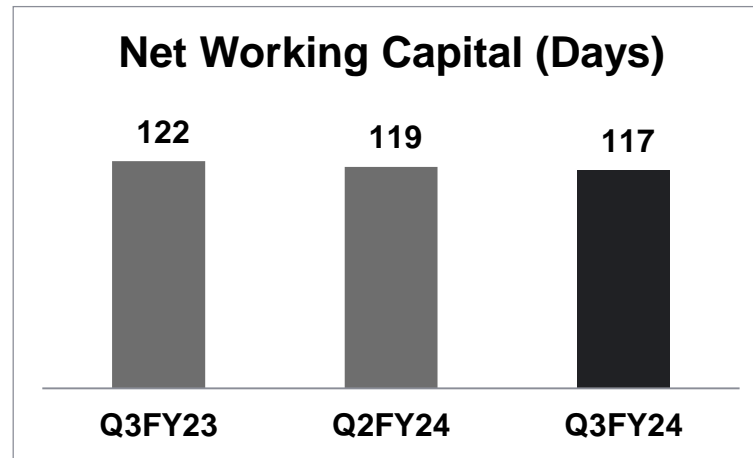
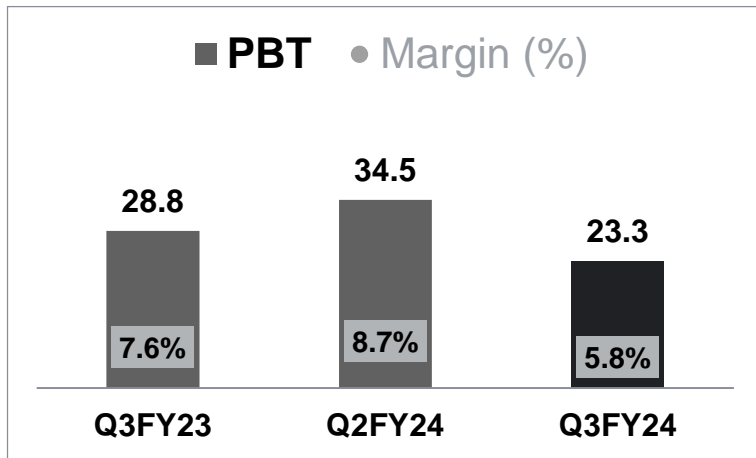
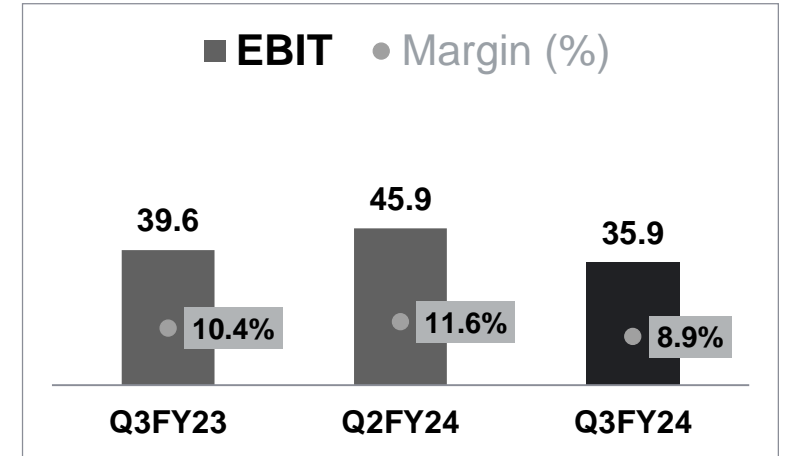
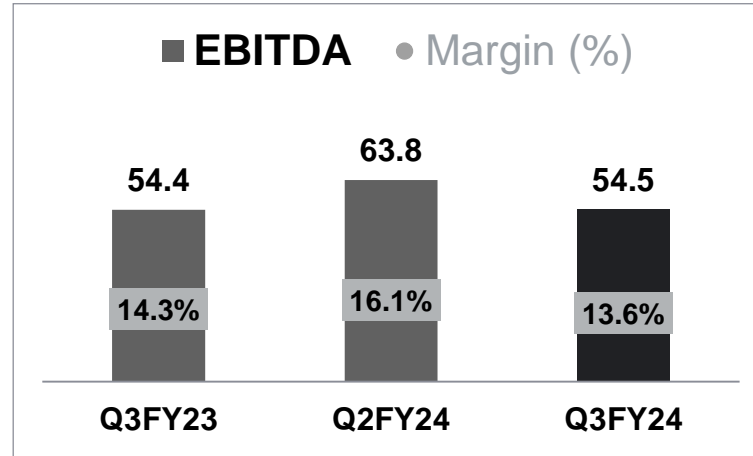
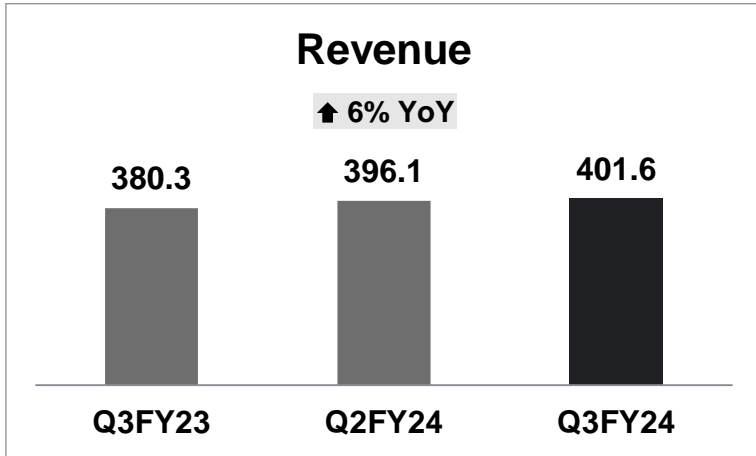
Note: Revenue and EBIT for BPD include contribution from Bathware and Plastic Pipes & Fittings businesses.

*New products comprise launches over the last 36 months



Bathware Business Update – Q3 FY24

(₹ in crore)

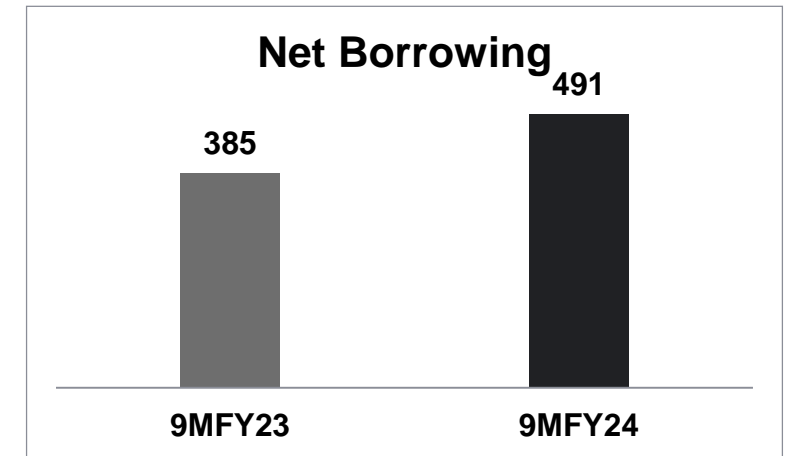
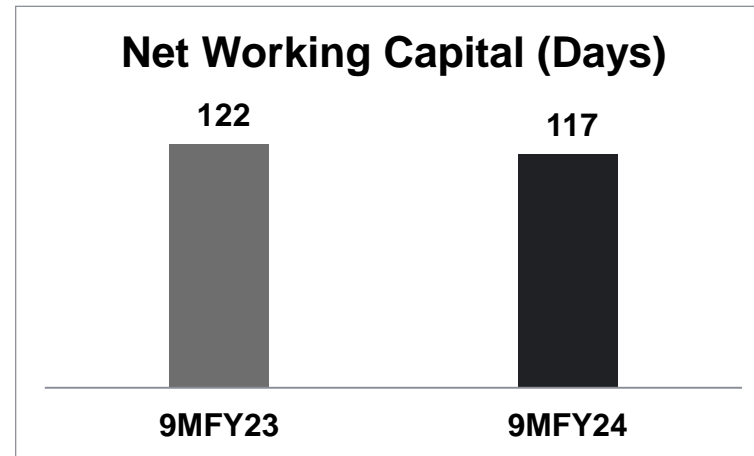
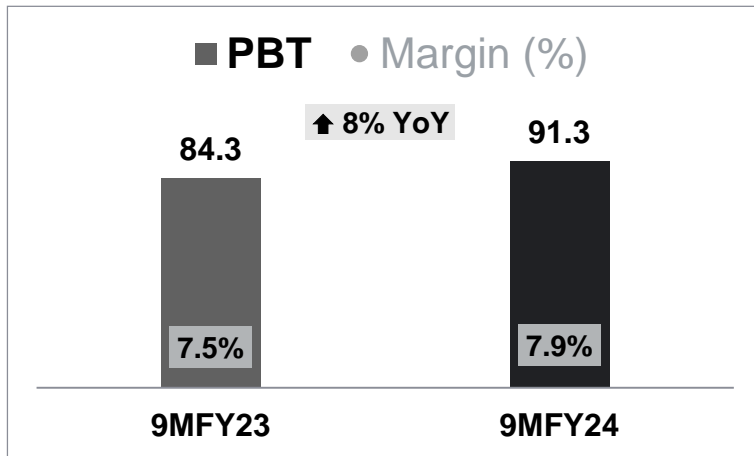
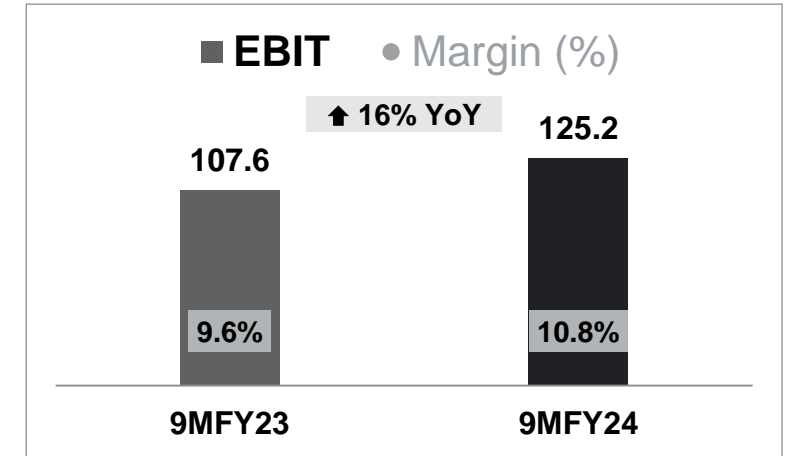
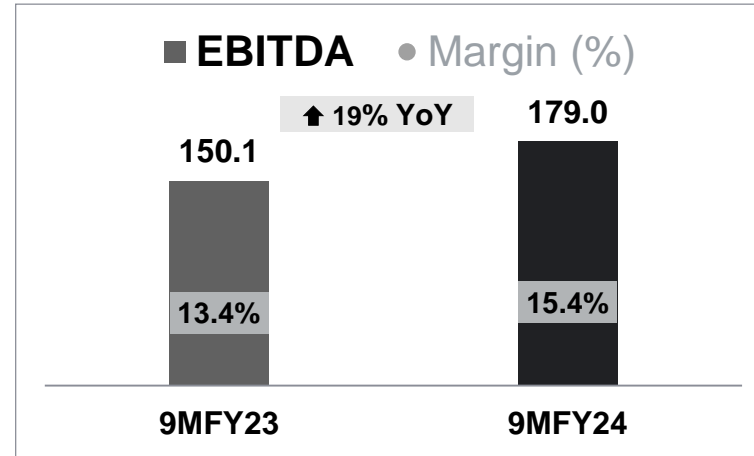
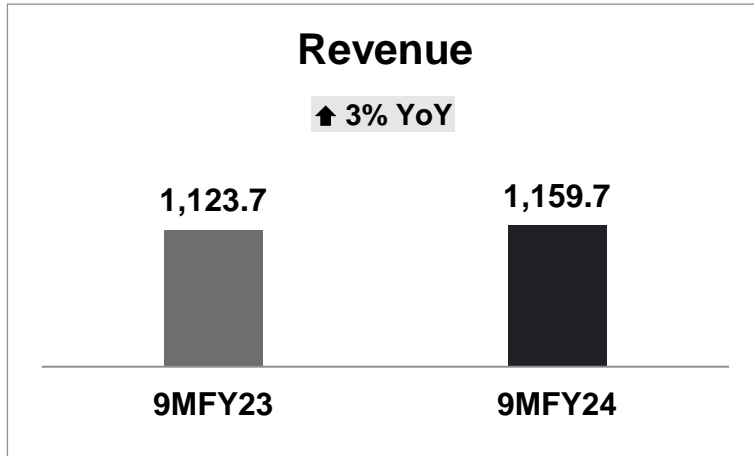


Notes:

- Ad Spends of around ₹7 crore on advertising during the World Cup in the quarter led to a compression in margins
- Above stated financials are rounded off and as per management reported figures

Bathware Business Update – 9M FY24

(₹ in crore)



Notes:

- 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
 - In-house manufacturing and sourcing capabilities of sanitaryware and faucets, enhances our control over processes for improved efficiency
 - 575+ 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 650+ 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

Market Size

₹6,000+ crore

Sanitaryware

₹12,000+ crore

Faucets



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
 ENHANCES HYGIENE
 POST-FLUSH

[/hindware](#)
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[/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-ENHANCES 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 – World Cup Presence with Super 4s



- Platforms – Hotstar CTV & Mobile
- Impressions served in 5 Weeks – 5.58 Billion (558 Crore)
- India-Pakistan match ended on a '4' and Viewership was 3.4 Crore



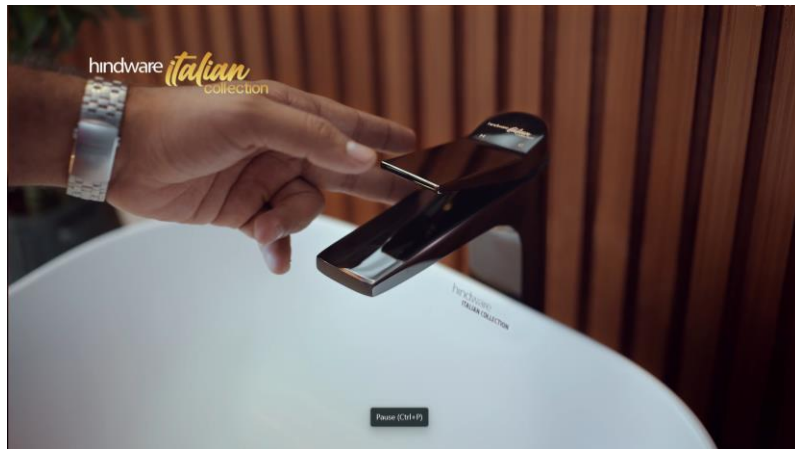
Marketing Initiatives – World Cup Presence with Super 4s



Feature	Duration	Period	Platform	Impressions expected during Tournament	Impressions served in Oct-Nov	Total L- Bands Shown	Hindware & Queo Brands given visibility
Super Fours L Bands	50 Overs x 48 matches x 5 sec	5 th Oct – 19 th Nov	Hotstar CTV & Mobile	6-7 Billion (600-700 Cr)	10.19 Billion (1,019 Cr)	1,167 times in 48 matches	

Marketing Initiatives – Asia Cup & IPL 2023 TV Ad Campaign

Hindware at Asia Cup



FILM – Virat + Siraj TVC

Ads played on Star Sports – 6 India Matches
(Highest Views received)

On DTH (Star Sports) - 9 Ads/Match (135 sec) were aired

On Connected TV – 2 Crore impressions served in 2 India-Pakistan Matches

The first 7 matches aggregated a reach of 194 Mn,
34% ↑ from Asia Cup'18

Hindware @IPL 2023



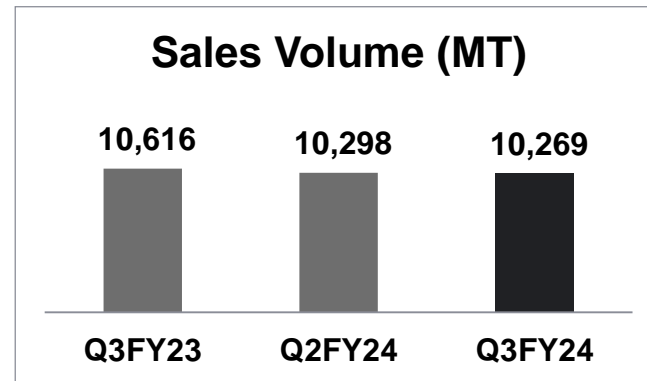
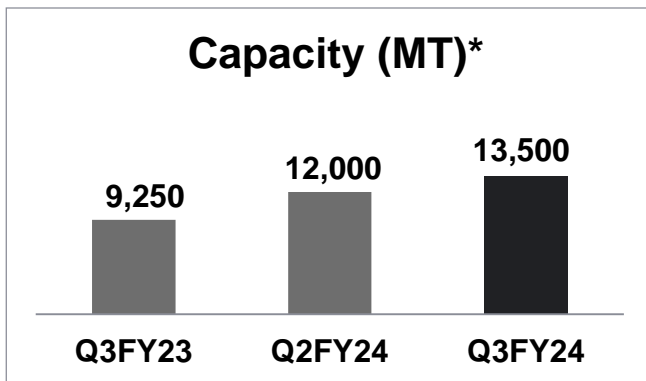
- Hindware partnered with two IPL teams Royal Challengers Bangalore & Punjab Kings for IPL 2023 season
- Launched “5 star Hotel like Bathroom” campaign featuring players from RCB & Punjab Kings
- 360 degree campaign was launched on TV, OTT, Digital, Radio & BTL activations
- 179M impressions were served during the campaign with a reach of 45M

Marquee Clients



Plastic Pipes & Fittings Business Update

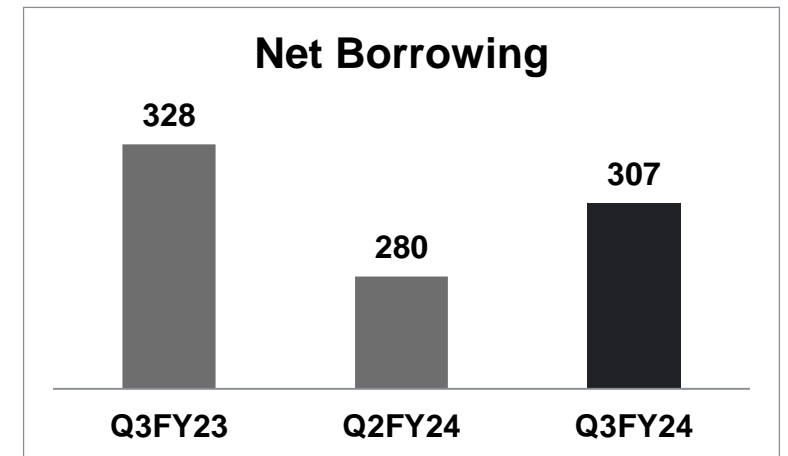
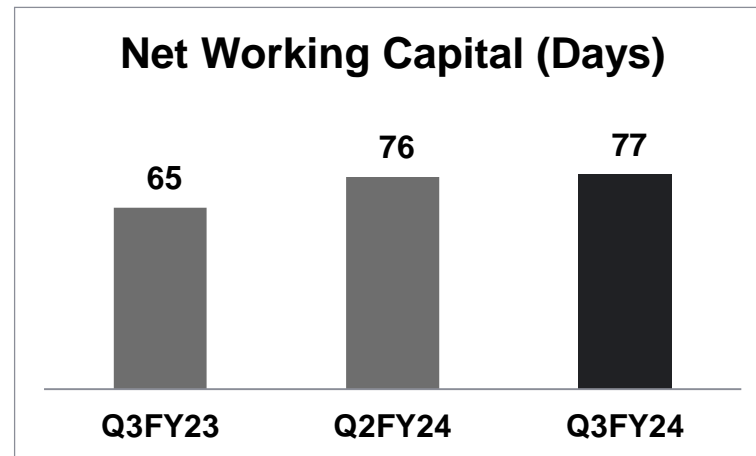
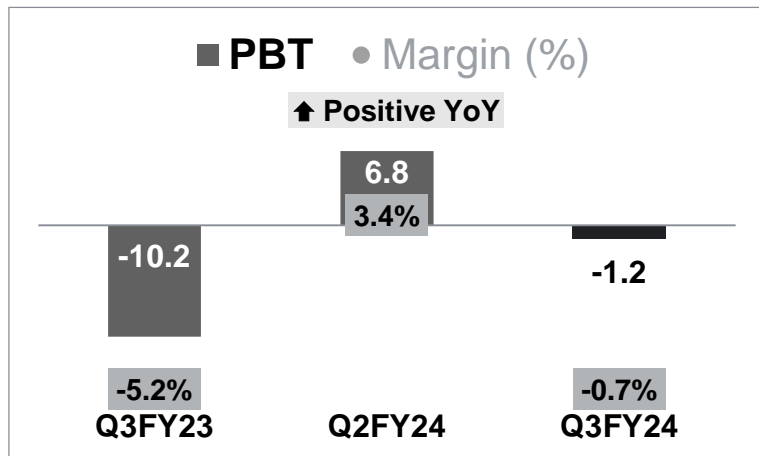
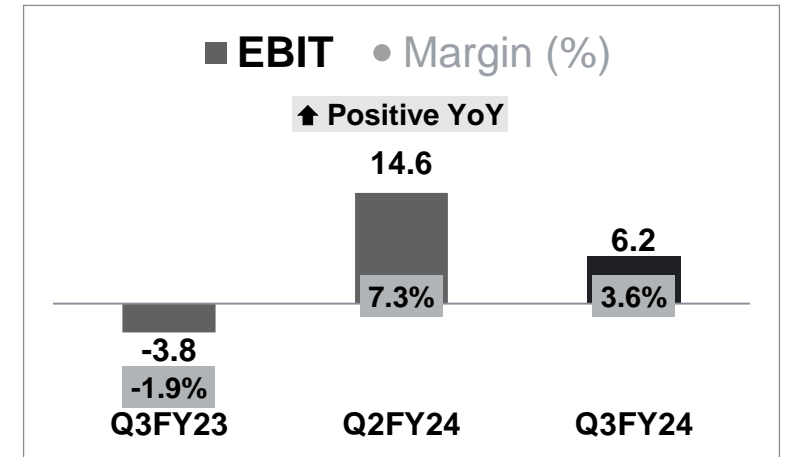
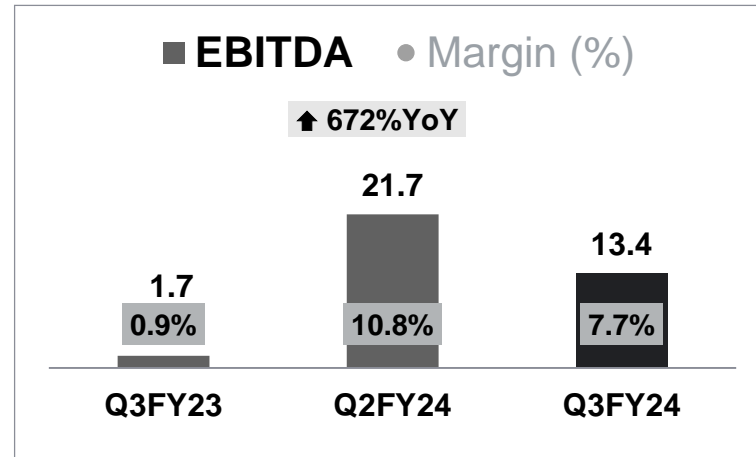
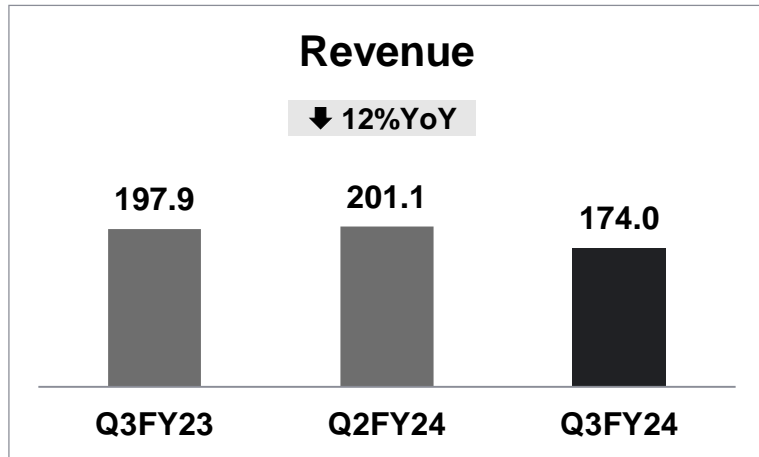
- Truflo, a leading brand in Plastic Pipes and Fittings, maintains its position as the fastest-growing despite sector challenges
 - Focuses on brand awareness, and expansion of CPVC pipes and fittings market share
 - Active engagement with plumbing consultants and training sessions for channel partners reinforce market presence
 - Focused on maintaining price-value balance to stimulate volume growth
- Lower realisations led to margin compression during Q3FY24 (Q-o-Q basis)
- We are diversifying our product portfolio with the introduction of high-value-added items, commencing with foam core (underground drainage) in Q1FY25. Furthermore, we plan to manufacture Double Wall Corrugated (DWC) Pipes and fire sprinkler systems in Q3FY25.
- Diversified product portfolio:
 - Expanded product line to include PTMT Faucets and Accessories, providing complete plumbing solutions for customer requirements.
 - Teamed up with RWC Reliance Worldwide Corporation to introduce Truflo Sharkbite, featuring cutting-edge multilayer composite pipes and fittings
- The new manufacturing plant in Roorkee, Uttarakhand is expected to be operational in Q3 FY24-25



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

Plastic Pipes & Fittings Business Update – Q3 FY24

(₹ in crore)

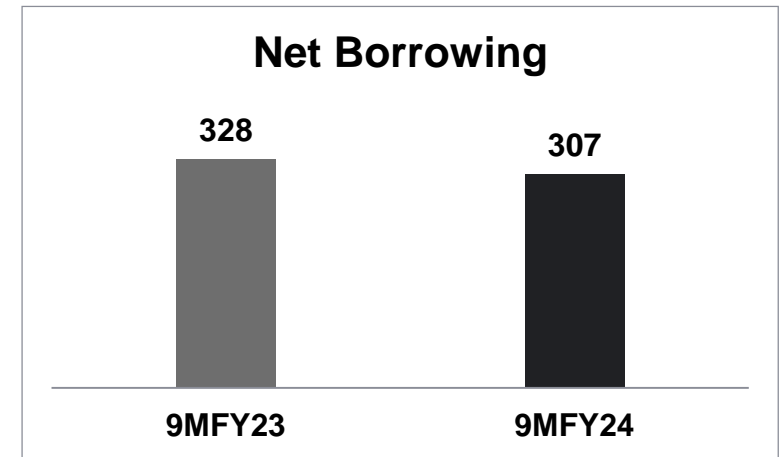
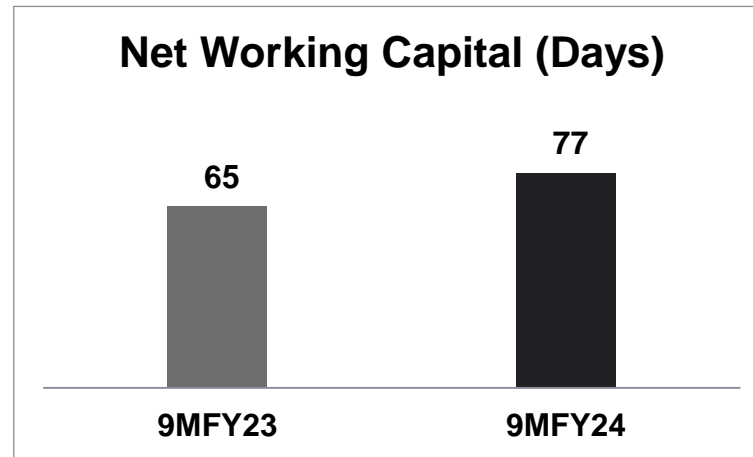
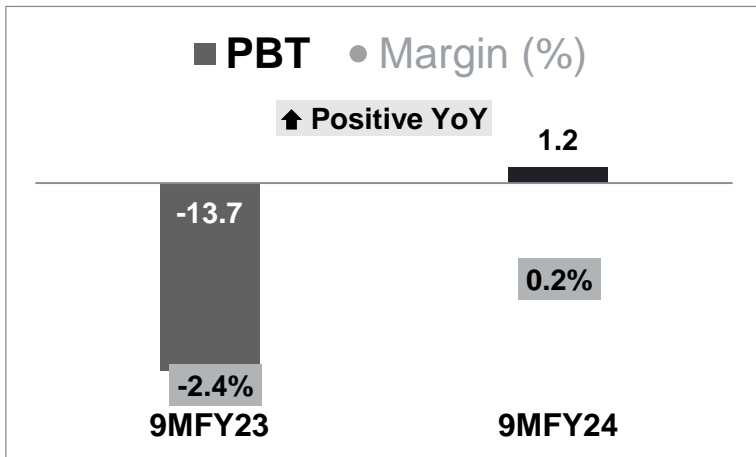
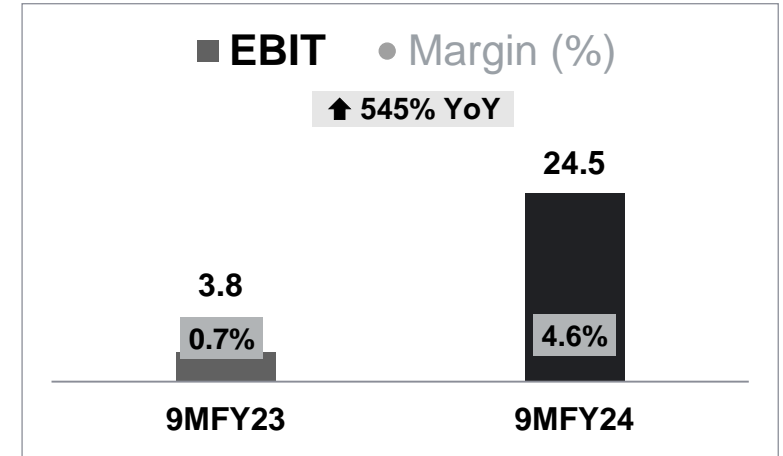
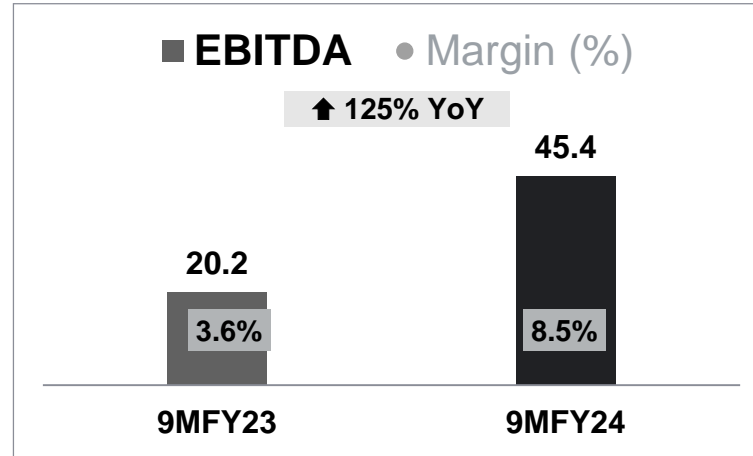
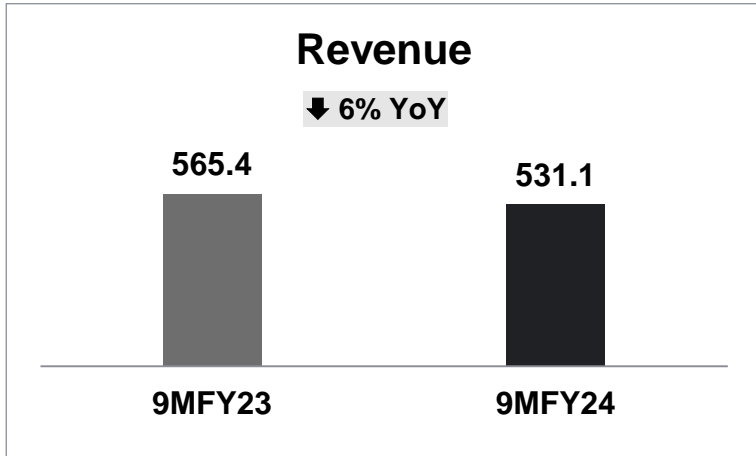


Notes :

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Plastic Pipes & Fittings Business Update – 9M FY24

(₹ in crore)



Notes :

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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 Billion Sekisui Chemical Co. Ltd.)




Market Size

~₹22,000 crore

TRUFLO by Hindware™,
addressable market size




Plastic Pipes & Fittings - Product Range



Durastream
CPVC COMPOUND


NSF certified


IS: 15776
L1



IS: 15102
L1

IS: 14736
L1





IS: 4100
L1

IS: 1934
L1

**CPVC PLUMBING SYSTEM
FOR HOT AND COLD WATER**

**SWR PIPING SYSTEM
FOR SANITARY WASTE WATER
APPLICATION**

**UPVC PLUMBING SYSTEM
FOR COLD WATER**

**PVC PIPING SYSTEM
FOR POTABLE WATER
TRANSPORTATION**



IS: 15776
L1



TRUFLO
by **hindware**



TRUFLO
Aqua

**UPVC COLUMN PIPES
FOR BOREWELL
APPLICATION**

**LONG LASTING,
SAFE WATER STORAGE TANKS
WITH ANTI-MICROBIAL
PROTECTION**

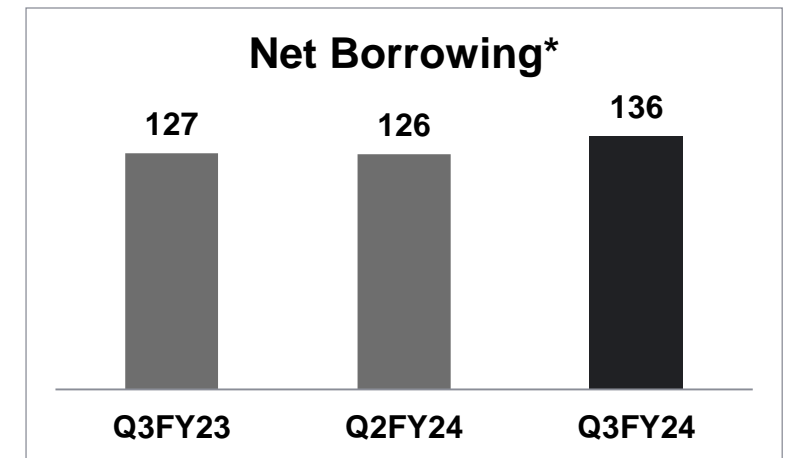
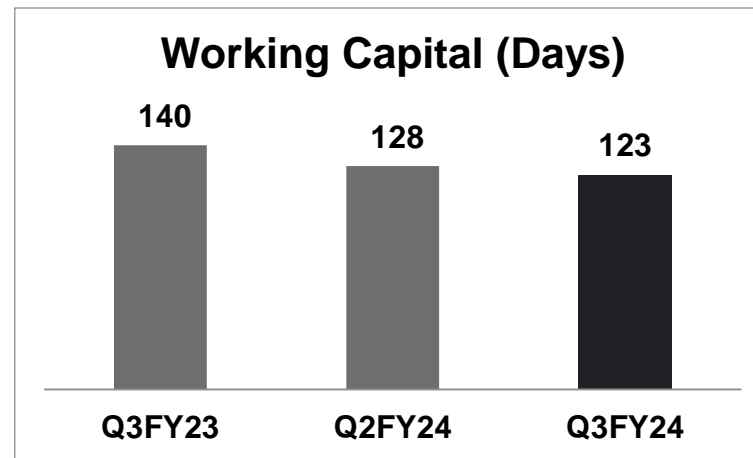
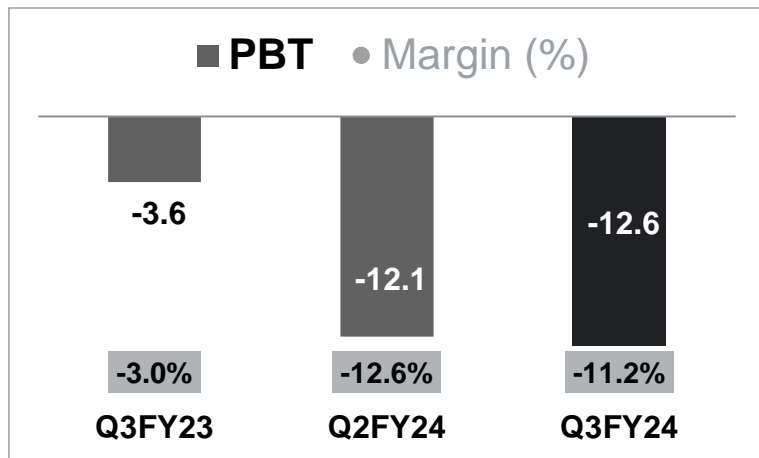
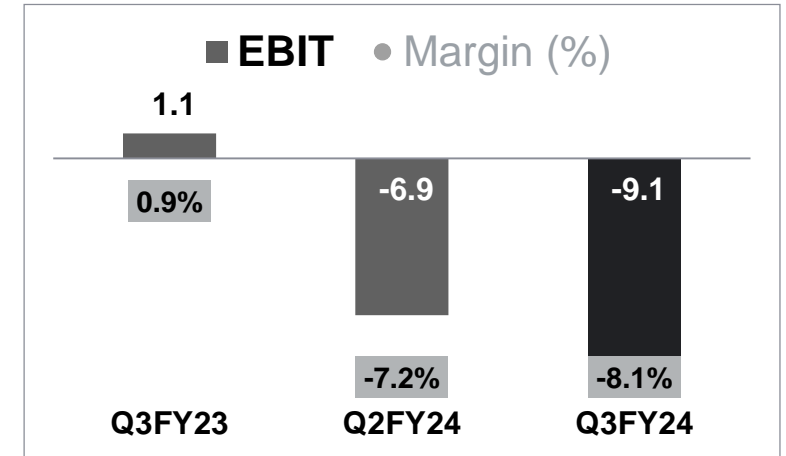
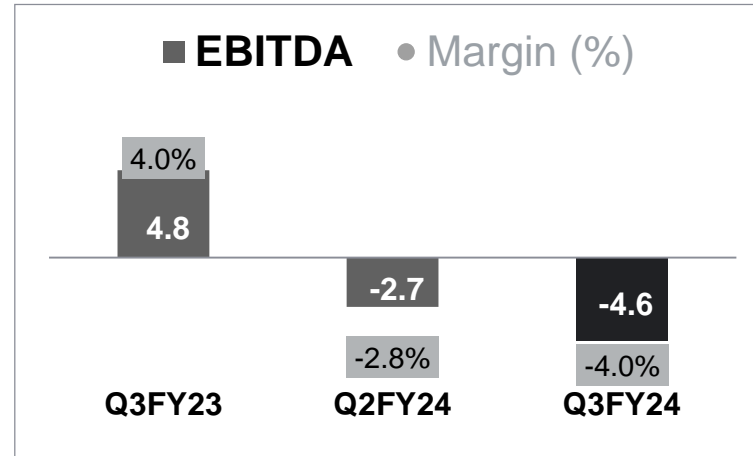
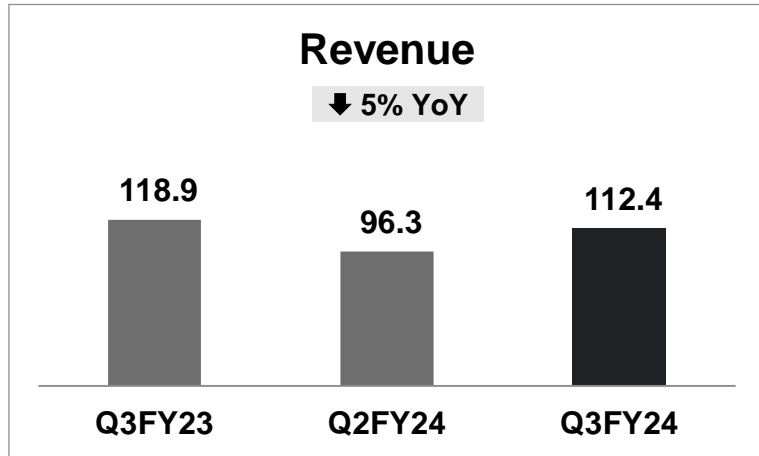
**BATH FITTINGS
(PTMT FAUCETS, FLUSH TANKS,
ACCESSORIES)**

Consumer Appliances Business



Consumer Appliances Business Update – Q3 FY24

(₹ in crore)

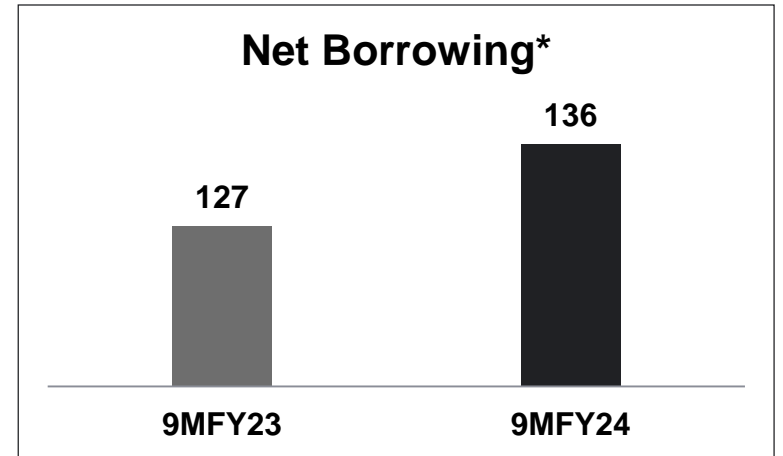
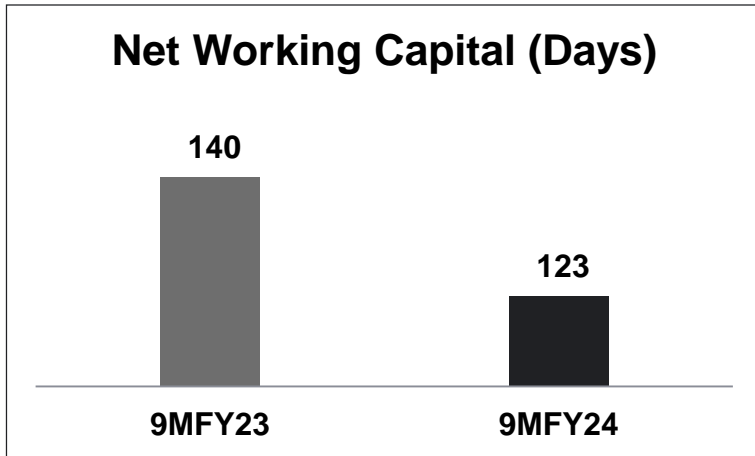
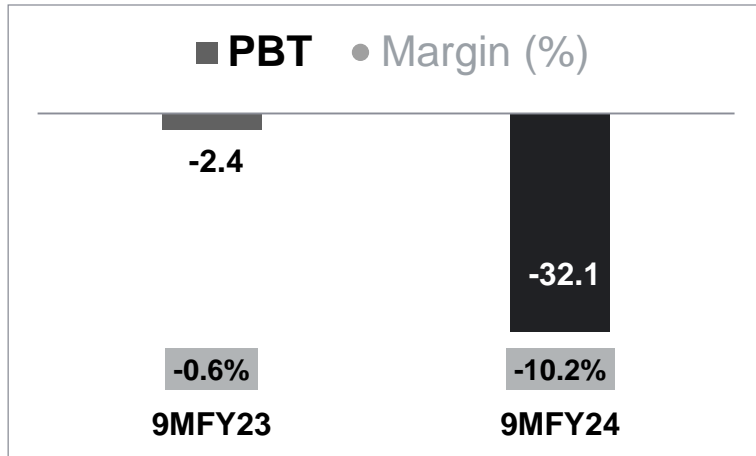
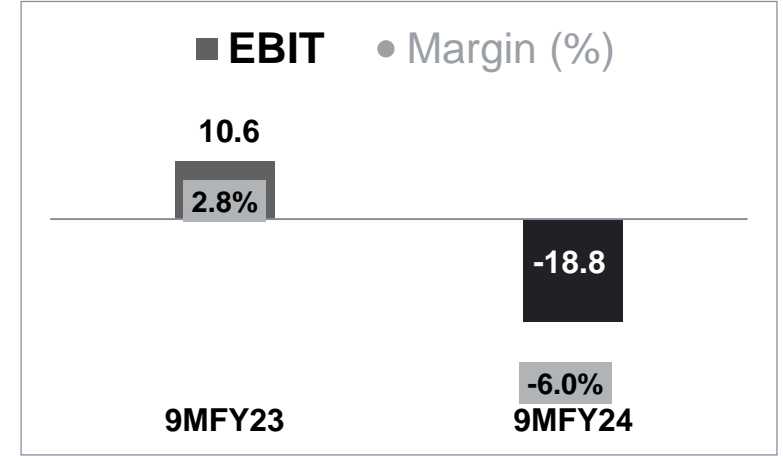
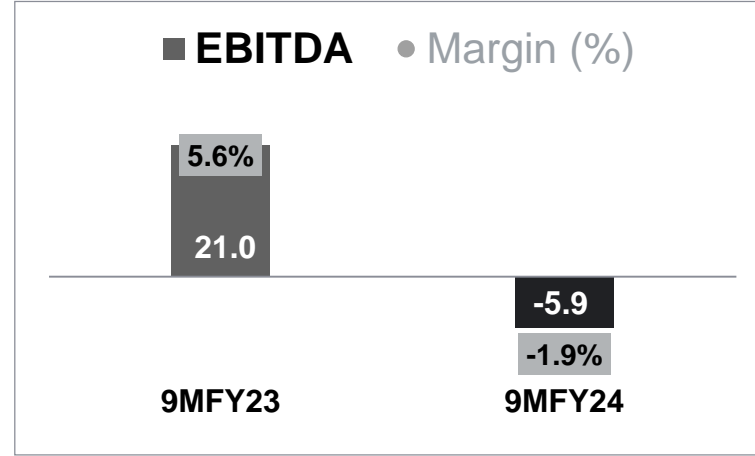
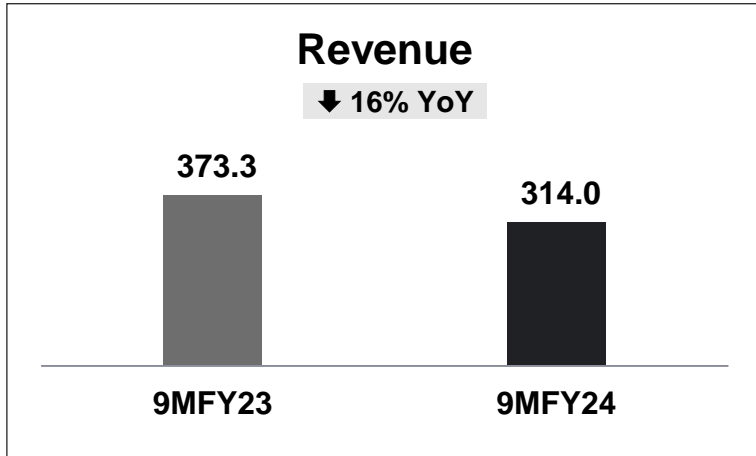


Notes :

- * 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 – 9M FY24

(₹ in crore)

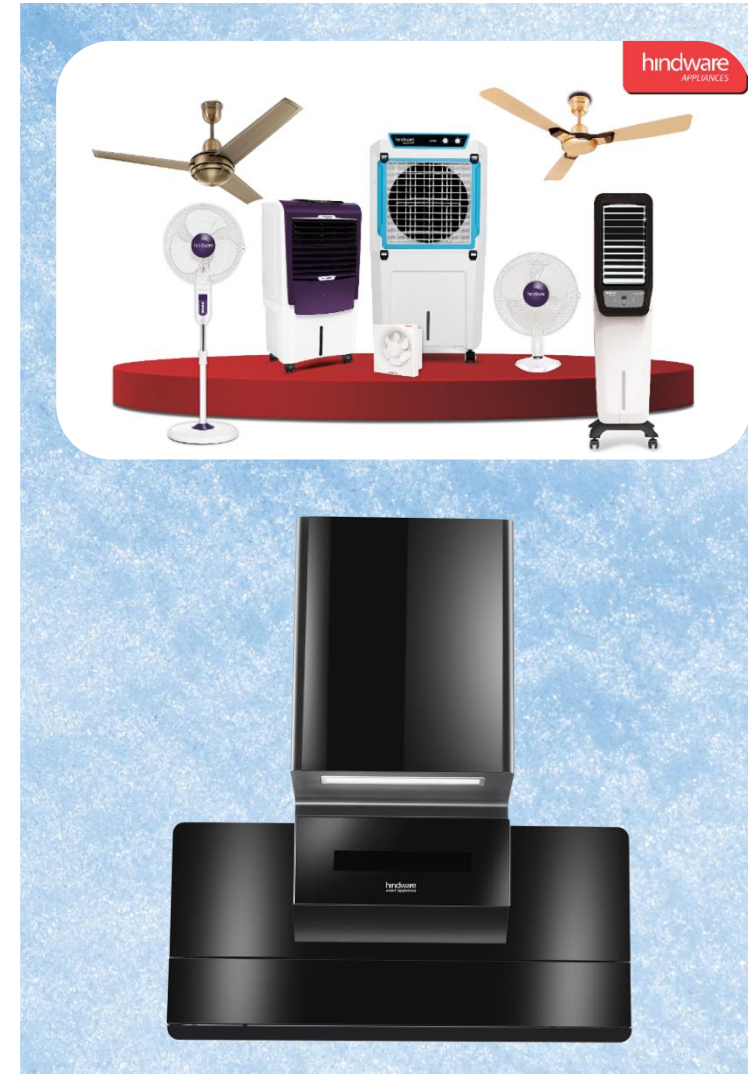


Notes :

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

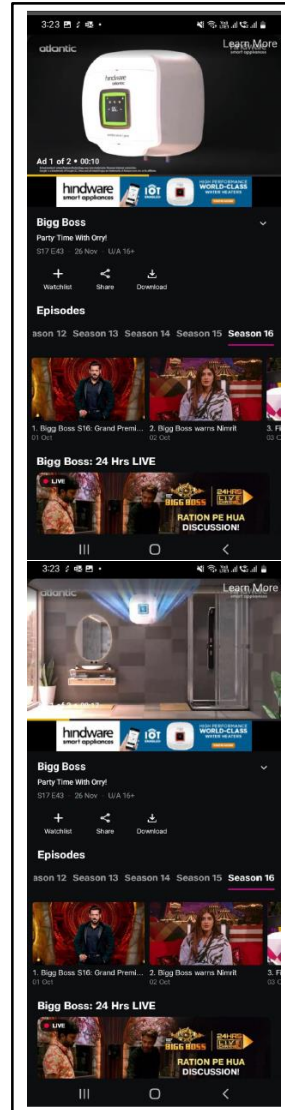
Consumer Appliances Business Update

- 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 ₹112 crore in Q3FY24 and ₹314 crore in 9MFY24 – Growth remained subdued amidst benign demand environment, compounded by factors such as a muted consumer demand and inflationary concerns
 - Maintained leading position in Kitchen Appliances segment despite inflation & rising competition
 - Actively expanding our kitchen appliances portfolio, leveraging strengths, and streamlining product offerings to increase margins
- The setting up of several residential apartments also opens up B2B opportunities which we are actively pursuing.
- Industry-leading range of IoT-enabled, voice-controlled smart appliances including water heaters, air coolers, chimneys, air purifiers, and water 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 particular success in online sales of kitchen chimneys.



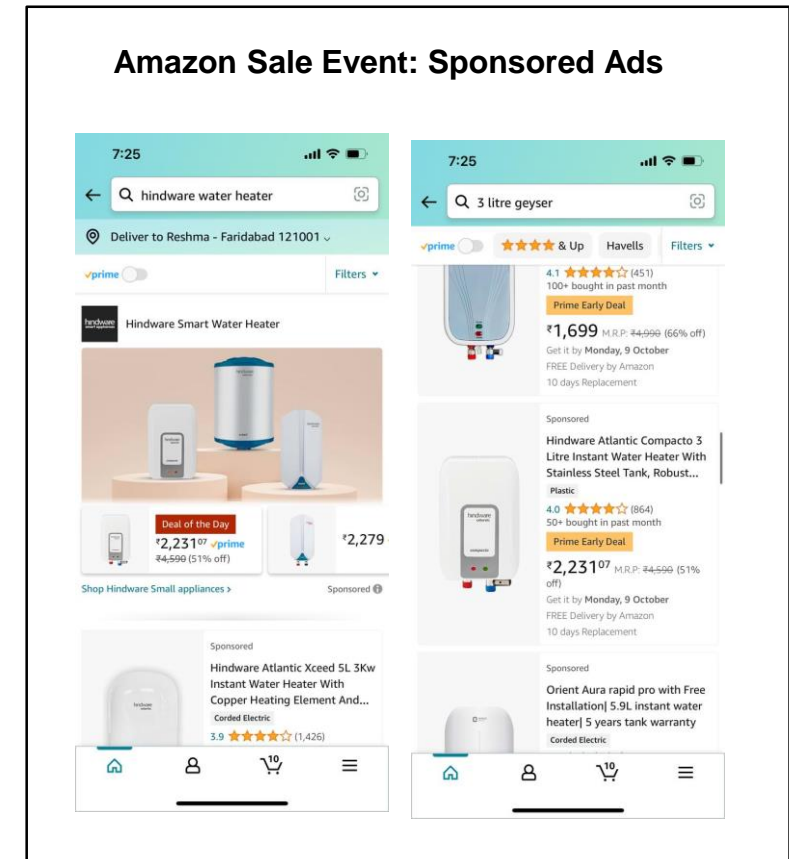
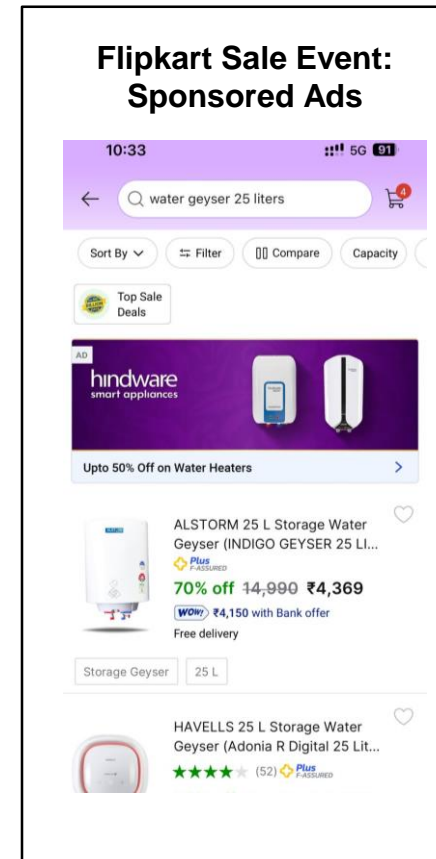
Marketing Initiatives

- Conducted targeted OTT campaign on Jio Cinema's web and app platforms, showcasing our state-of-the-art water heaters and kitchen appliances
- Kitchen Appliances Campaign**
 - Focusing on key markets including Delhi NCR, Rajasthan, Punjab, Uttar Pradesh, Uttarakhand, Karnataka, Telangana, Maharashtra, Bihar, Madhya Pradesh, West Bengal, and Gujarat
 - Generating approximately 3.8 crore impressions in just a month with a non-skippable video ad property boasting over 95% view rate
- Water Heaters Campaign**
 - Targeted North India, with emphasis on Delhi NCR, J&K, Punjab, Rajasthan, and UP
 - Garnering 2 crore impressions, over 90% view rate, and a Click-through rate (CTR) of 0.35%.
 - Strategically aligned with popular shows like Big Boss Season 17, Asur, Khatron ke Khiladi, and blockbuster movies



Festive Digital Drive

Hindware Smart Appliances actively promoted water heaters on Amazon and Flipkart during the festive season, enhancing brand visibility and driving sales through sponsored ads including brand and video campaigns.



Aiming for Leadership with Smart Products

Hindware Home Innovations received the Gold Award in the Smart Products Category at the 2nd FICCI Industry 4.0 Awards, reaffirming our commitment to innovation and excellence.



- **“India’s First”** range of Smart Appliances controlled via single app & voice platform.
- **“India’s First” IoT enabled** Water Purifier & Kitchen Chimney
- India’s Only IOT Ecosystem **“Fully Integrated with Service CRM software”**

Smart Features



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



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