



**Driving Customer Aspirations**  
Enriching Experiences | Innovative Offerings

**Q3 & 9M FY22 Financial  
Result Presentation**

February 11<sup>th</sup>, 2022



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# Business Overview



Building Product  
Segment

**Premium Consumer Appliances and  
Building Products Company**

**hindware**

Owner of Brand  
Hindware™



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



Consumer Appliances  
Business (CAB)

**Leader in**  
Sanitaryware and second  
largest in the faucets  
segment

**Industry leading  
growth in Plastic Pipes  
& Fittings Business**



32 patents filed  
since inception

**45**

New launches in  
9M FY22

**Strong Growth  
Outlook**



Retail Touch Points  
**35,000+**



Distribution Partners  
**3,100+**



Modern & Retail Outlets  
**700+**

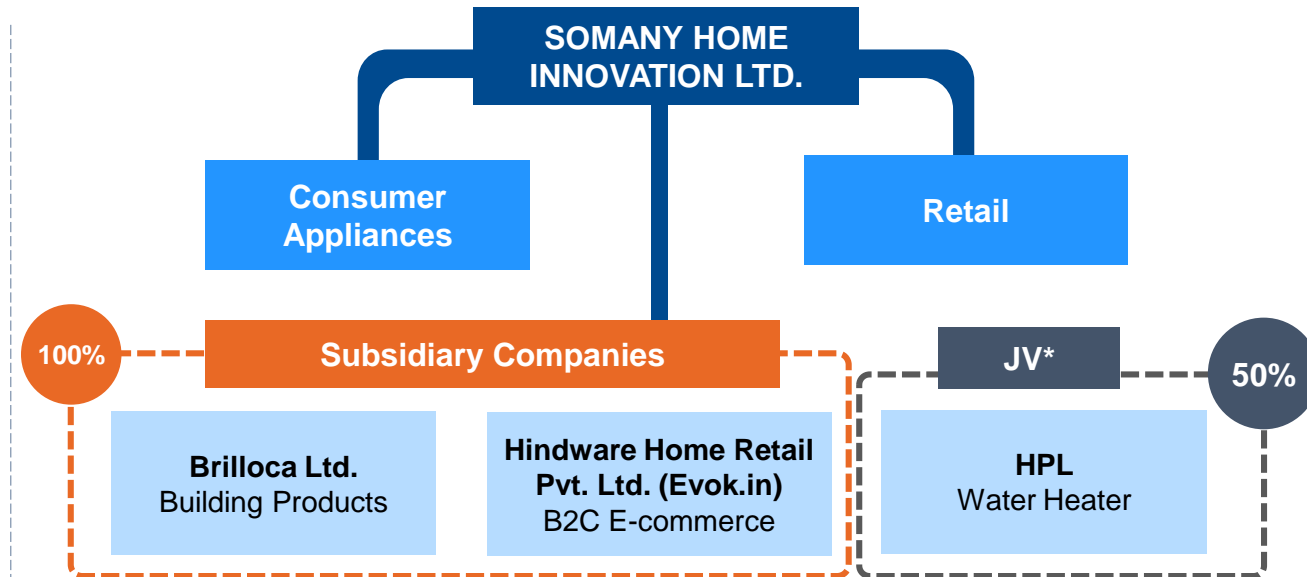


Omni-channel  
presence

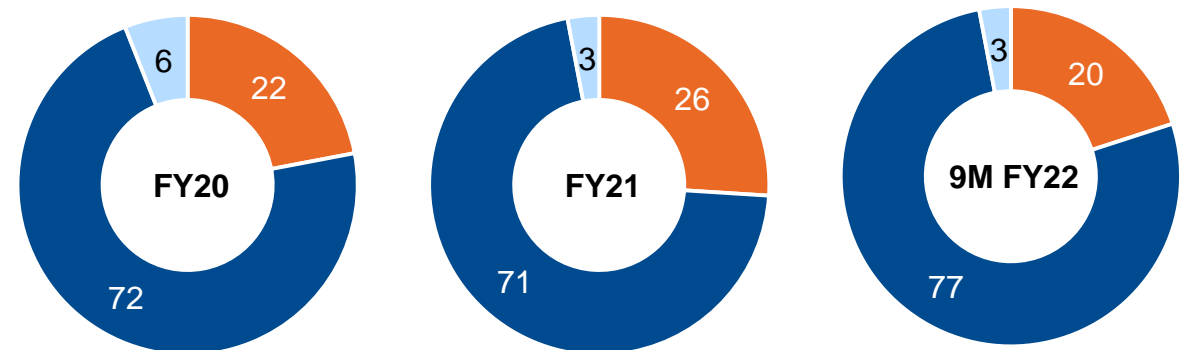
**3 Distinct Channels**  
Sanitaryware & Faucets  
Consumer Appliances  
Hardware (Pipes)

# About Us

- ⊙ The Consumer Appliances and Building Products Company
- ⊙ **Hindware™**, a reliable and trusted brand across India
- ⊙ Leveraging innovation and expansive distribution infrastructure across businesses
  - **Building Products Business** –
    - Leading player in sanitaryware & faucets space
    - Growing presence in plastic pipes and fittings solutions with a recent foray in overhead water storage & column pipes segment
  - **Consumer Appliances Business** – innovative product offerings across varied categories
  - **Retail Business** - Specialty home interior products under the brand 'Evok by hindware'
- ⊙ **Hintastica Private Limited (HPL)** is a 50:50 JV with Groupe Atlantic, leaders in heating solutions globally



Revenue Mix (%)



\*Note: Wholly-owned subsidiary of SHIL as on 31<sup>st</sup> March 2021

# Our Approach



## Introduce innovative products across categories

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



## 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



## Prudent capital allocation

- ⌚ Investments undertaken in recent past towards new product segments and distinct distribution networks have started delivering results
- ⌚ Capital allocation towards fast growing profitable segments



## Multiple revenue streams

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



## Capital efficient model

- ⌚ Emphasis on further improving capital return ratios in long term
- ⌚ High quality, versatile manufacturing operations (post proposed acquisition of BPD manufacturing assets of HSIL) combined with strong supply chain ensure efficient delivery of a wide range of products

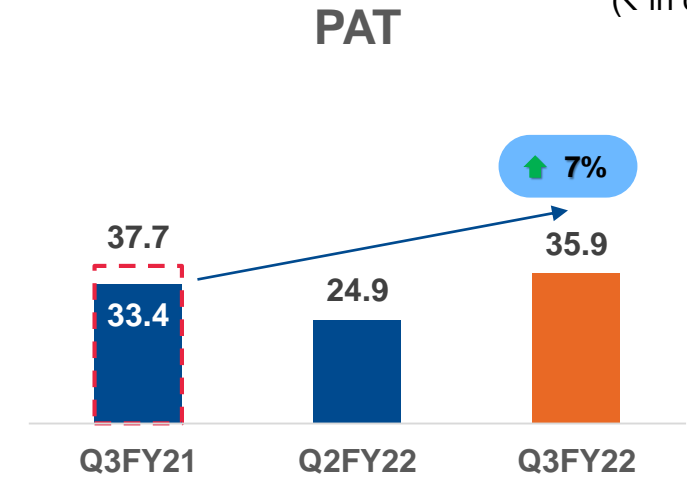
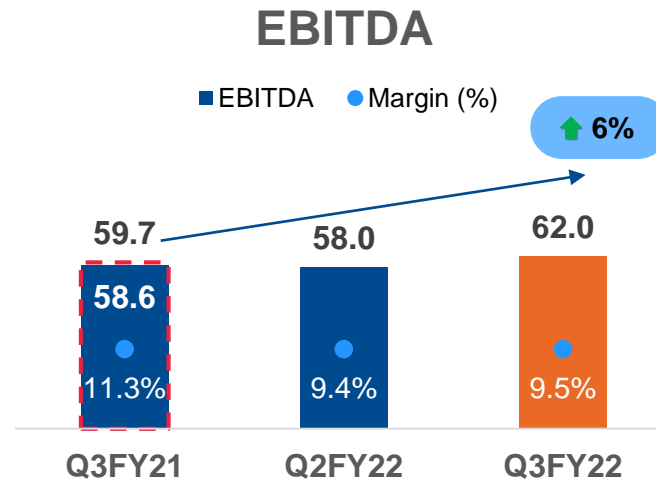
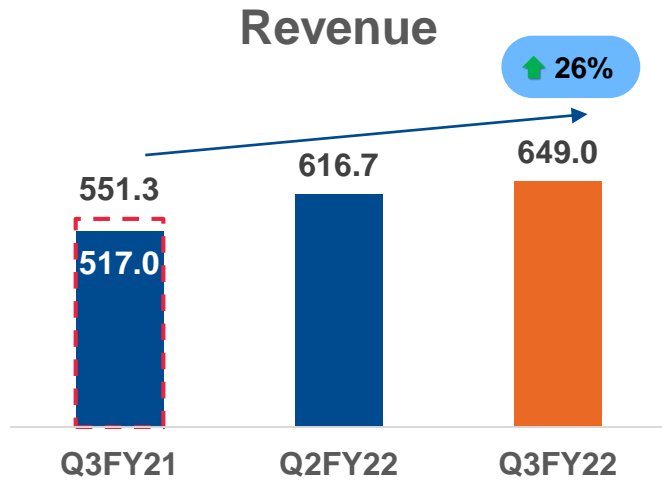
# Q3 & 9M FY22 Financial Performance



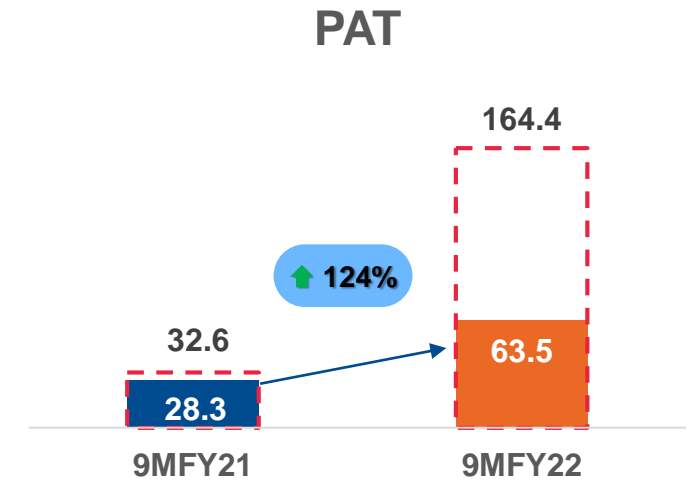
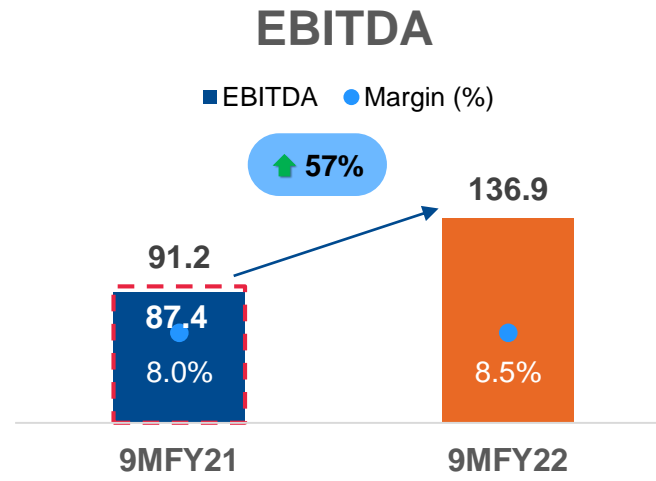
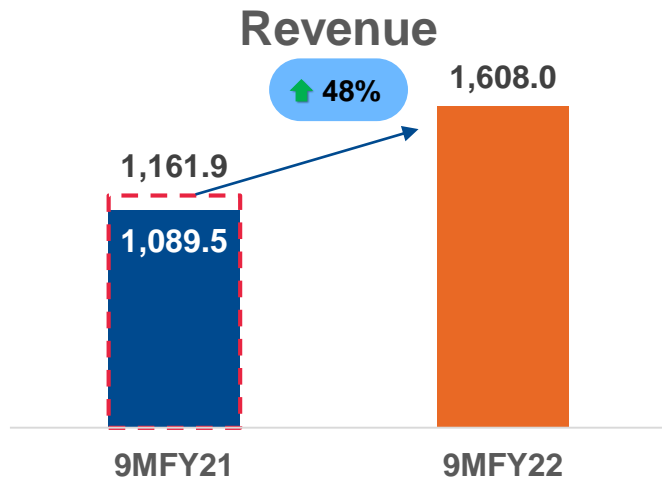
# Q3 & 9M FY22 Performance (Consolidated)

(₹ in crore)

Q3 FY22

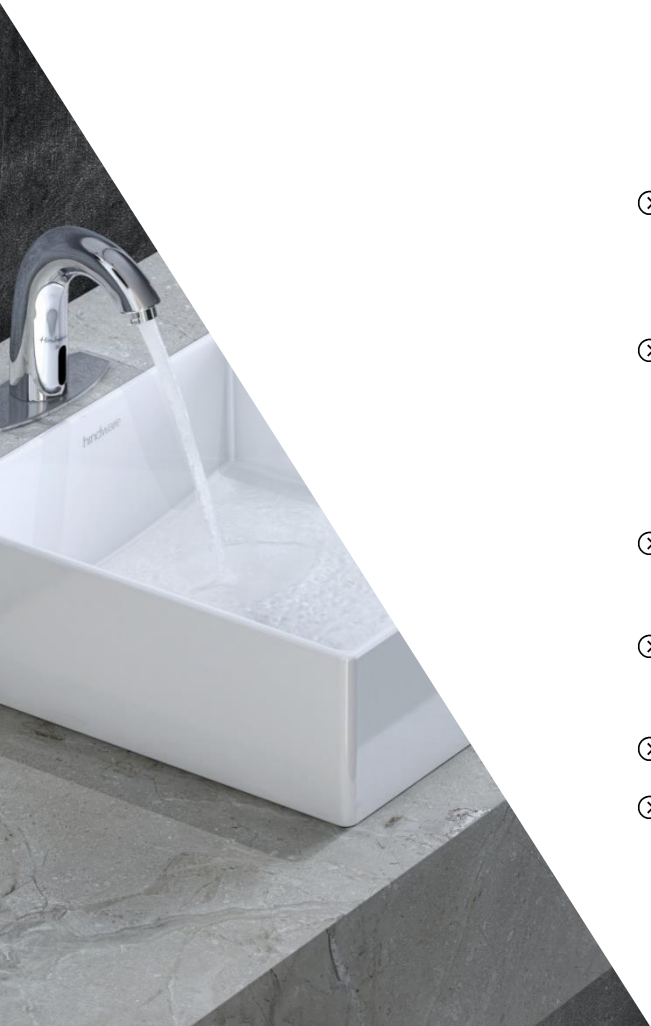


9M FY22

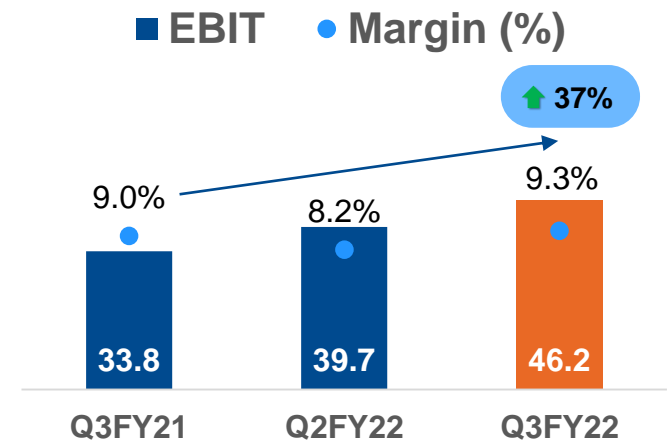
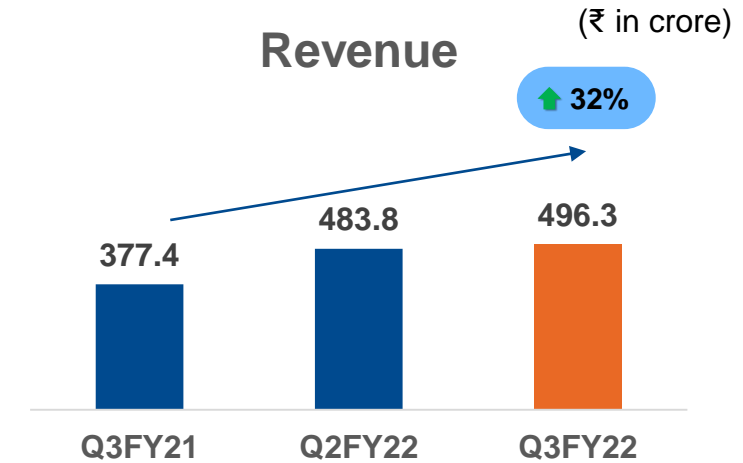


**Note:** Revenue, EBITDA and EBITDA margins of Q3 FY21 and 9M FY21 are adjusted for contribution from the Water Heater business. Revenue, EBITDA and EBITDA margins Y-o-Y growth have been calculated on the management reported adjusted figures. Also, PAT of Q3 FY21 and 9MFY21 exclude tax refund of ₹4.3 crore.

9MFY22 PAT includes a fair value (gain) of ₹66.11 crore of its investment in HPL on account of loss of control of the subsidiary and recorded gain of ₹34.75 crore on account of slump sale of Water Heater Business Undertaking by the Company to HPL. Growth has been calculated for the adjusted figure.



- ⊙ Stellar growth witnessed
  - Industry-leading performance in Sanitaryware and Faucet segments over the past quarters
  - Revenue grew by 32% Y-o-Y to ₹496.3 crore
  - EBIT increased by 37% Y-o-Y by to ₹46.2 crore
  - EBIT margin improved to 9.3% from 9.0% in Q3 FY21 despite input price inflation
- ⊙ Demand is supported by customers going for home improvement and growth of real estate sector owing to low-interest rates, Government incentives, and increasing sales
- ⊙ Hindware recorded significant rise in both Sanitaryware and Faucets market shares on the back of product and design leadership, brand salience, wide product portfolio, and distribution network
- ⊙ Strengthened the retail and distribution network to bolster presence in tier 1 & 2 markets and reach out to tier 3-5 markets
- ⊙ Launched Aspiro range of Sanitaryware and faucets which is seeing great traction in the market
- ⊙ Our strengthened Institutional business contributed to growth
- ⊙ Consolidation of the brand teams continues to improve profitability

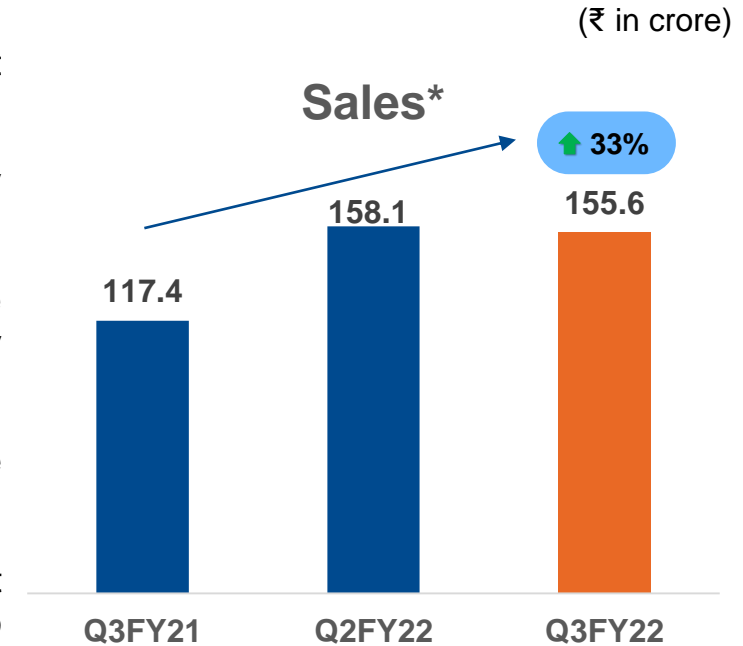


**Note:** Revenue and EBIT for BPD include contribution from Plastic Pipes & Fittings business





- ⊙ TRUFLO registered a growth of 33% Y-o-Y to report sales of ₹155.6 crore
  - Pipes Business continues to contribute positively to the bottom line
- ⊙ TRUFLO grew in sales, volumes and market share owing to the wide acceptance of the brand and quality of the products
- ⊙ Despite frequent fluctuations in raw material prices, the business has grown substantially
- ⊙ The business recorded a favorable mix of product sales, with the CPVC range contributing significantly to the overall realization
- ⊙ We continue to engage with the plumbing community to enhance awareness of our products

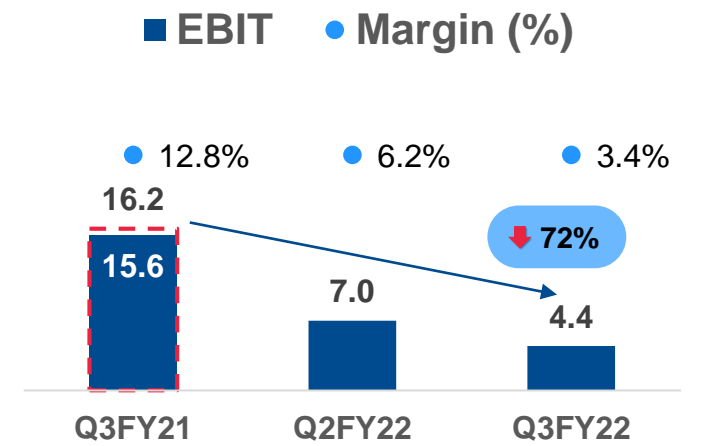
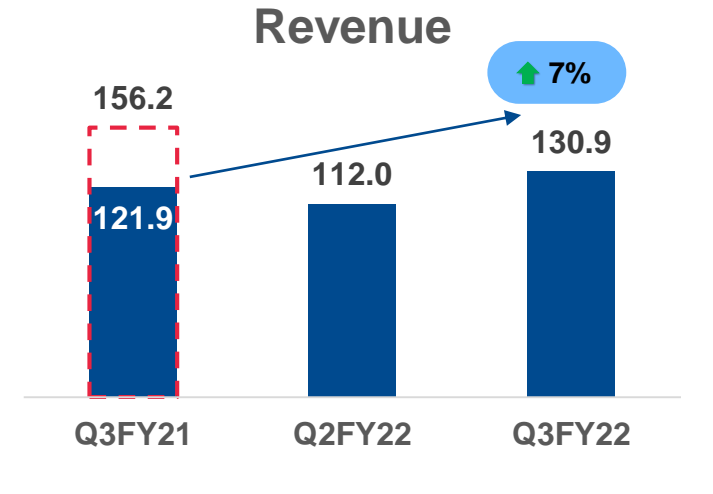


**Note:** Sales is as per management reported figures and is included in BPD segment reported numbers

# Q3 FY22 – Consumer Appliance Business Update

(₹ in crore)

- ⌚ Growth in revenue but profitability was impacted on account of significantly higher input costs and slow market demand
  - Revenue for the quarter stood at ₹130.9 crore, growing by 7% Y-o-Y
  - EBIT came in at ₹4.4 crore
  - EBIT margin stood at 3.4%
- ⌚ Appointed 93 new distributors to capture growing consumer demand
- ⌚ Launched 16 new exclusive kitchen galleries (140 total pan-India) during the quarter to be available to customers through as many touchpoints as possible
- ⌚ 19 new launches across product categories in Q3 FY22 to expand product range
- ⌚ Launched a 360-degree campaign for kitchen appliances and a radio led campaign for water heaters during the festive season

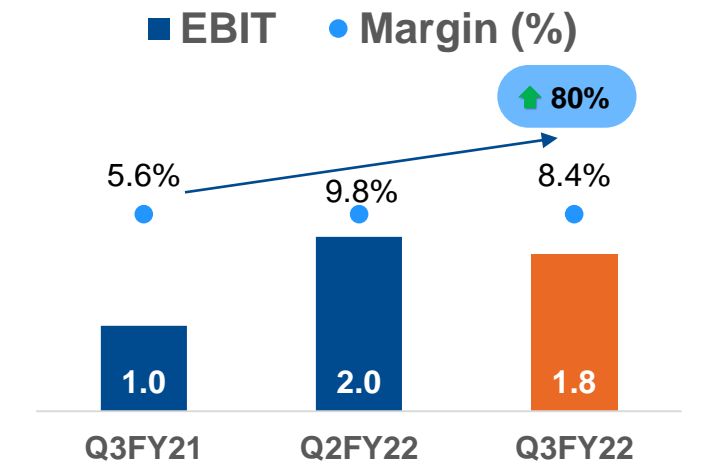
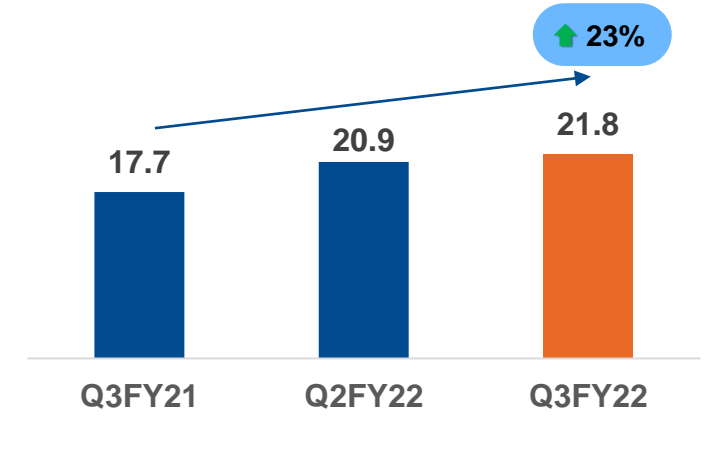


**Note:** Revenue, EBIT and EBIT margin of Q3 FY21 are adjusted for contribution from Water Heater business, which was transferred under slump sales to HPL, which is now a 50:50 JV with Groupe Atlantic, to make it comparable to Q3 FY22. Revenue, EBIT and EBIT margin Y-o-Y growth have been calculated on the management reported adjusted figures.

- ③ Increased demand for home renovations led to growth in revenue and profitability
  - Revenue stood at ₹21.8 crore, growing by 23% Y-o-Y
  - EBIT came in at ₹1.8 crore, growing by 80% Y-o-Y
  - EBIT margin for the quarter stood at 8.4%
- ③ Launched ~200 new products to expand the product portfolio to offer variety across price points
- ③ Added 10 new EVOK Franchise stores to strengthen omnichannel presence
  - The Franchise store count now stands at 39

(₹ in crore)

## Revenue



# Business Segment Overview



# Building Products Division



- ⦿ **Leading player in sanitaryware & faucets segments**
  - Brands available across price points – luxury, premium and mass categories
- ⦿ **Strong Network of distribution and service**
  - 250+ Brand Stores for an immersive customer experience
  - 225+ Distributors for wide network
  - 7000+ direct retail touchpoints: Indirect reach covering around 20,000 touchpoint
  - Catering to 1100+ institutional clients
  - A service network of 400+ technicians pan India covering more than 640 districts, with a TAT of 24 hours in metro markets and 48 hours in upcountry markets
- ⦿ **Building eco-system for accelerated growth**
  - Constant engagement with intermediaries & end-users
  - Providing platform to all the channel partners to help them keep track of their operations
  - Establish Hindware as a modern, innovative, design-led brand to connect with millennials
  - Increased product consideration and awareness using beautiful design & thoughtful features (technology and innovation) as a bedrock for all new product launches
  - Increased brand salience at retail (product displays and refreshed in-shop imagery)
  - Expand the distribution reach to establish a truly pan-India presence



## Market Size

~₹4,800 crore

Sanitaryware

~₹9,000 crore

Faucets



hindware



Sanitaryware & Faucets

hindware  
ITALIAN COLLECTION  
*Thoughtful is beautiful*



Sanitaryware & Faucets

QUEO  
NOTHING LESS WILL DO



Sanitaryware & Faucets

NEOM  
NEO MODERN TILES



Tiles

TANKLESS  
FUTURE OF BATHROOM

151  
TIME IN INDIA

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

GRABS ATTENTION.  
WITHOUT MAKING NOISE.

WATER CLOSETS WITH **AQUASHEET**  
TECHNOLOGY FOR QUIETER FLUSHING.\*

\*QUIETER THAN A REGULAR FLUSH

TOUCH-FREE TECHNOLOGY

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

#TouchFreeIsCarefree

AUTOMATE

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.

- Easy Computerized Control Panel
- Foot Press Flush
- Minimalist Touch Remote

E Clenz

Intelligent wall mounted  
water closet at a smart price

SENSOR  
FAUCETS

- INFRA RED SENSOR
- LOW CONTACT
- WORLD CLASS TECH
- LONGER LIFE CYCLE
- SAVE WATER





- ⊙ TRUFLO by Hindware™, is the fastest growing plastic pipes and fittings brand in India
  - With 1,100+ SKUs already being offered and many more being added, TRUFLO aims to be amongst the top 5 players in 5 years
- ⊙ Offers best-in-class, NSF-certified (uses CPVC compound Durastream, supplied by ~US\$10 bn Sekisui Chemical Co. Ltd.), 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
- ⊙ Export to ASEAN and Middle Eastern countries
- ⊙ Complete range of TRUFLO pipes is Lead-free

## Market Size

**~₹10,000 crore**

TRUFLO by Hindware™, addressable market size





# Marquee Clients




# Consumer Appliance Business



# Consumer Appliances Business

## ④ Emphasis on innovation

- Widest range of connected and smart appliances in the industry

## ④ Forward looking portfolio spanning categories

- Kitchen appliances & food sanitizer
- Air coolers
- Water purifiers
- Ceiling & pedestal fans
- Water heaters (*part of 50:50 JV with Groupe Atlantic*)
- Kitchen & Furniture fittings (*brand FGV Powered by Hindware™, a strategic tie-up with Italian company Formenti & Giovenzana*)

## ④ Strong Distribution reach

- 10,000+ Retail outlets
- 1,000+ Distributor partners
- 700+ Modern & large retail outlets
- 140+ Exclusive Kitchen galleries

## #2

Player in the Kitchen  
Chimney Segment

## #5

Player in the Air Cooler  
Segment

## #6

Player in the Water Heater  
Segment (50:50 JV with  
Groupe Atlantic)



# Emphasis on R&D and Innovation

⊙ Recognized in-house R&D, registered with DSIR

- *Registered 4 new patents in FY22, taking the total to 32 patents since inception*

⊙ Hindware Konnect, an IoT platform, connects intelligent products to customers through Hindware appliances mobile app for remote operation

- *Works with Alexa and Ok Google*

⊙ Hindware, mentioned among the top companies in the Smart Homes domain at Google's IO, a global event

## Achelous Premium iPro Water Purifier

- *India's 1st IoT enabled water purifier*
- *Makes life easy for consumers as it tells them the exact time to replace the RO membrane and filters*

## Optimus iPro Chimney

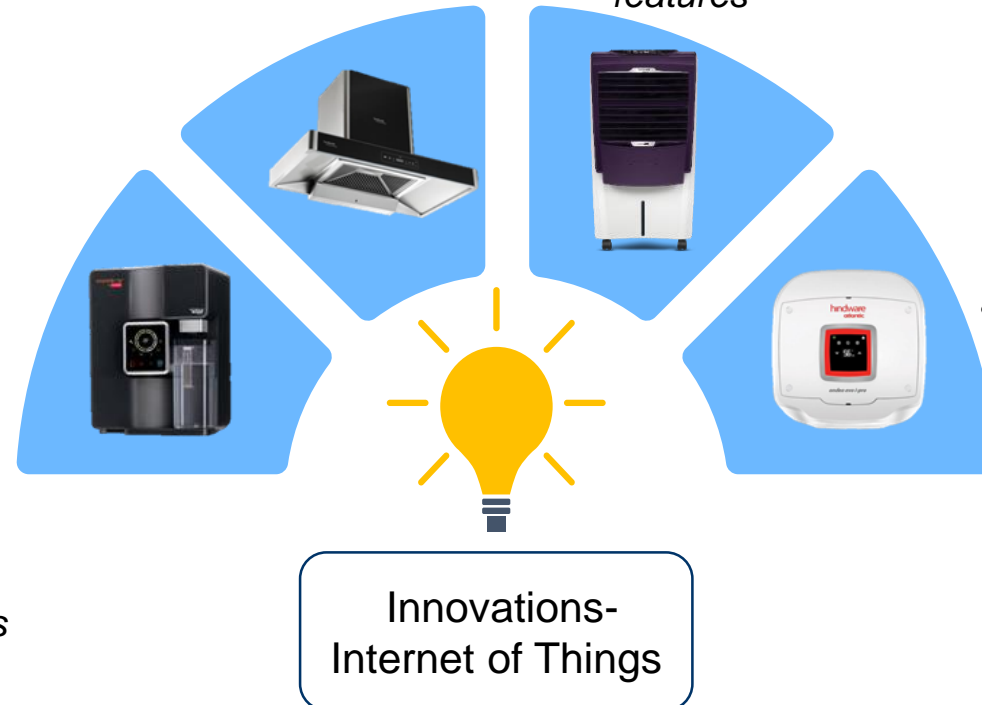
- *India's 1st ever IoT – enabled chimney*
- *MaxX Silence Technology\**

## Spectra iPro

- *Equipped with features such as Geo-fencing and Wi-Fi Direct, and Alexa-controlled features*

## Ondeo Evo iPro Water Heater

- *Operate from anywhere, track monthly power consumption and status of your complaint 24x7*



\* Patent applied

# Diverse and Exciting Products & Brands

hindware



Kitchen Appliances

hindware  
SNOWCREST



Air Coolers

hindware

moonbow  
by hindware



Water Purifiers

hindware  
SNOWCREST



Fans

FORNITI & GIOVENZANA  
Powered by hindware  
Italian Designs - Great Value



Kitchen & Furniture Fittings

hindware  
atlantic



Water Heaters  
(50:50 JV with Groupe Atlantic)

# Retail Division



- ⊙ Specialty home interior products through modern format stores and digital platforms under the brand 'EVOK'
- ⊙ Offering a range of 3,600+ products across 16,700+ pin codes
- ⊙ 2 Display and Sales centres in Delhi and Faridabad and a growing chain of franchise stores
- ⊙ Strong e-commerce presence through online portal [EVOK.in](https://www.evok.in) and other sites like Amazon, Flipkart, Pepperfry, etc.
- ⊙ Delivering and installing furniture in 16,700+ pin codes across India
- ⊙ Priorities of go-to-market approach
  - Maintain franchise – based large format store
  - Focus on on-line retail channels
  - Reach new geographies
- ⊙ Emphasis on minimising overheads; higher profitability – move from Cash burn to Cash earn

2

Company owned stores

39

Franchise Stores





# Thank You



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