

hindware

home innovation limited

ACCELERATING GROWTH ASPIRATIONS

AGILE • FLEXIBLE • INNOVATIVE

Q4 & FY23 Financial Result Presentation

May 24, 2023



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



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



Consumer Appliances Business (CAB)



33 patents filed since inception



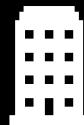
Retail Segment (Focus on Franchise & E-commerce business)



Retail Touch Points 35,000+



Distribution Partners 3,100+



Modern & Retail Outlets 700+

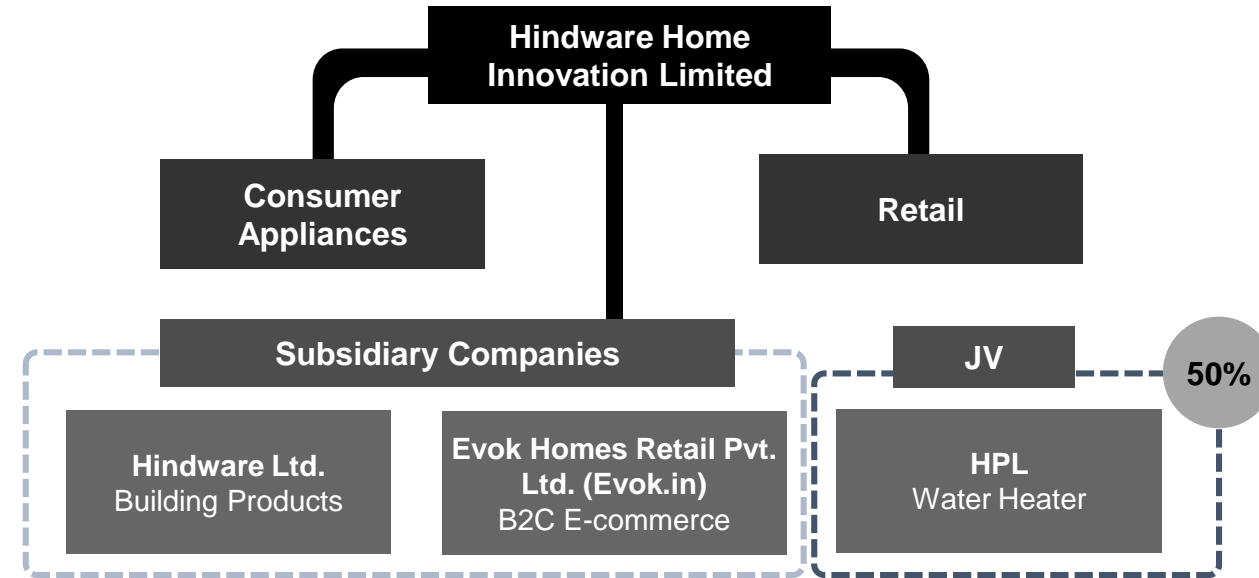


Omni-channel presence

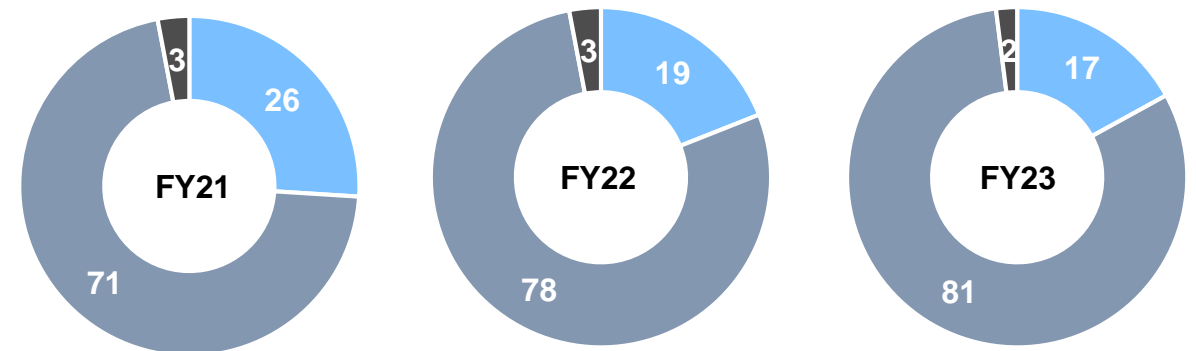
3 Distinct Channels
Sanitaryware & Faucets
Consumer Appliances
Hardware (Pipes)

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
 - **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
 ➤➤➤➤ 4

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

- Emphasis 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

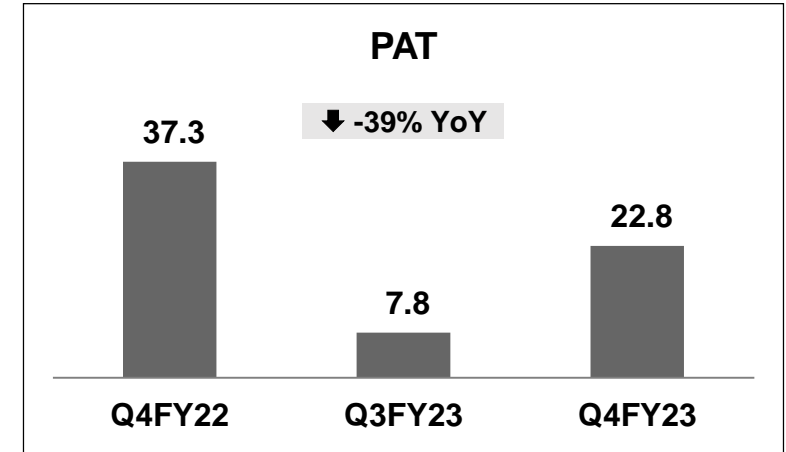
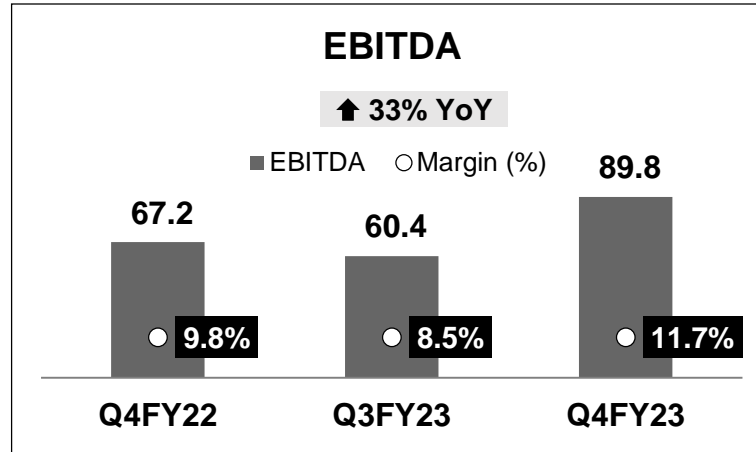
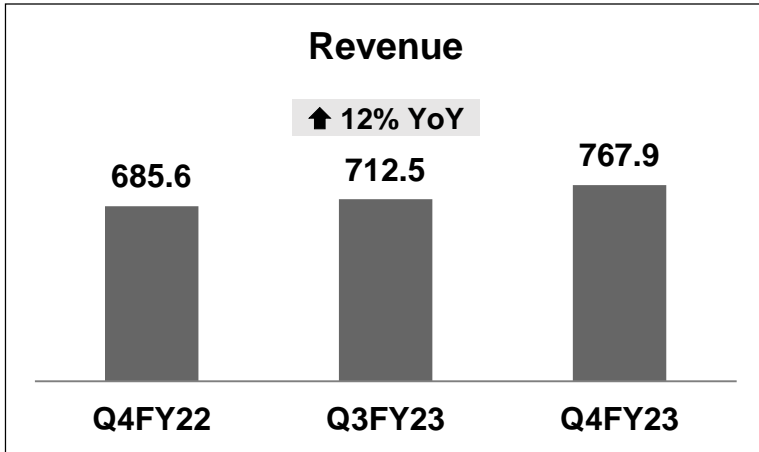
A high-angle photograph of a modern bathroom vanity. On the left, a white countertop holds a clear glass vase with a green orchid plant. To the right, a white ceramic sink is set into a dark wood vanity. A chrome faucet is mounted on the right side of the sink, with water flowing from its spout. The background features a dark, textured wall and a blue-tinted tiled wall. A semi-transparent white box with rounded corners and a dashed border is overlaid on the image, containing the text 'Financial Performance'.

Financial Performance

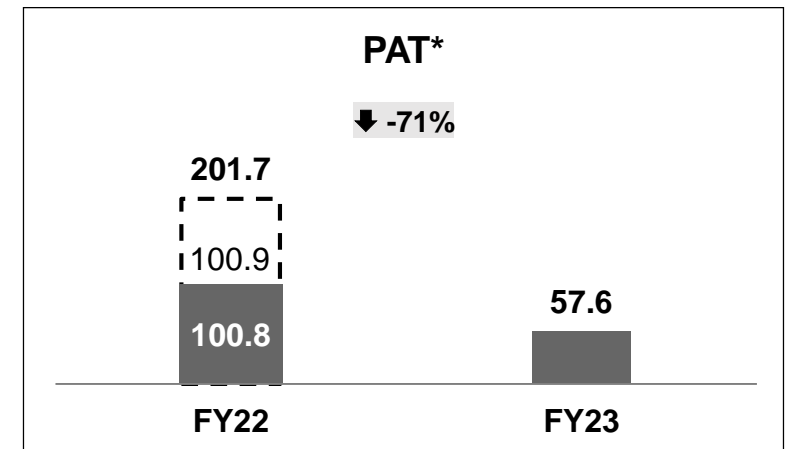
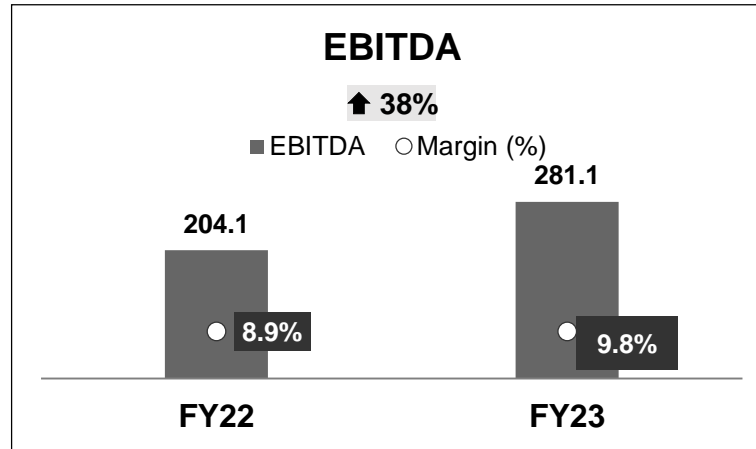
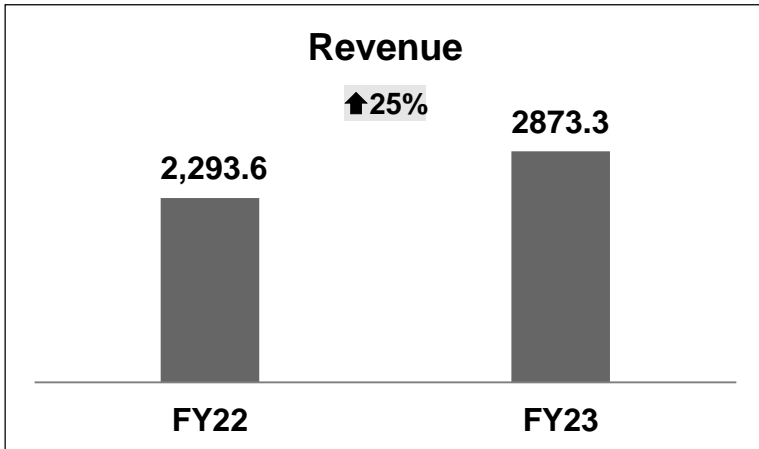
Consolidated Financial Performance

(₹ in crore)

Q4 FY23



FY23



Note:

* FY22 PAT of Rs.201.7 crore includes one-time exceptional gain amounting to Rs.100.86 crore, comprising Rs.66.11 crore from the investment in HPL on account of loss of control of the subsidiary and gain of Rs.34.75 crore on account of slump sale of the water heater business undertaken by the Company to HPL

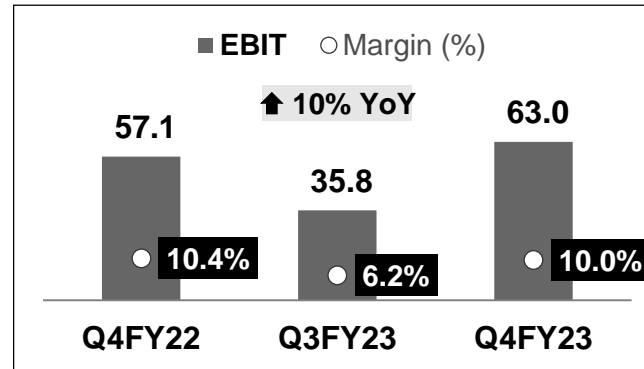
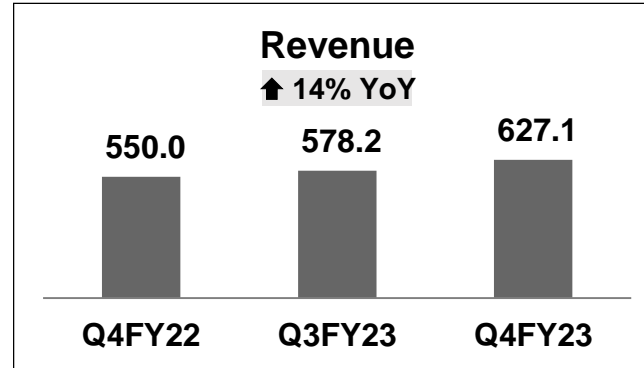
Building Products Business Update

- In FY23, Revenue stood at ₹ 2,316 vs ₹1,795 crore in FY22, higher by 29% - reflective of the business solid customer preference.
 - Growth driven by key initiatives across both Bathware and Plastic Pipes & Fittings businesses

Bathware Business

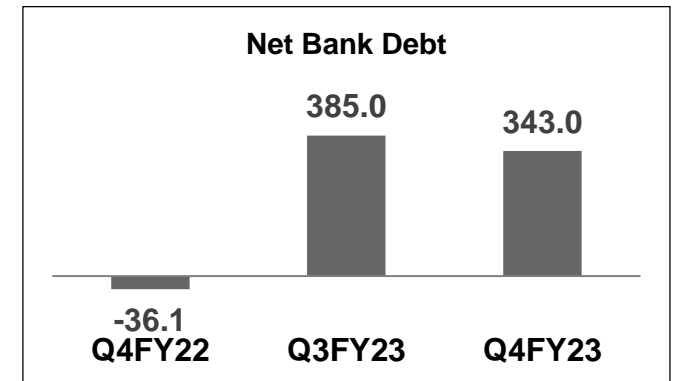
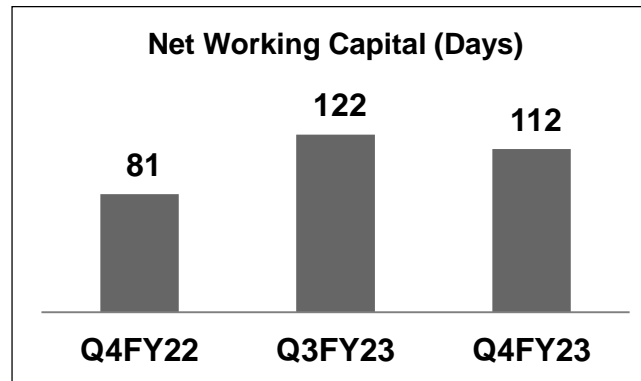
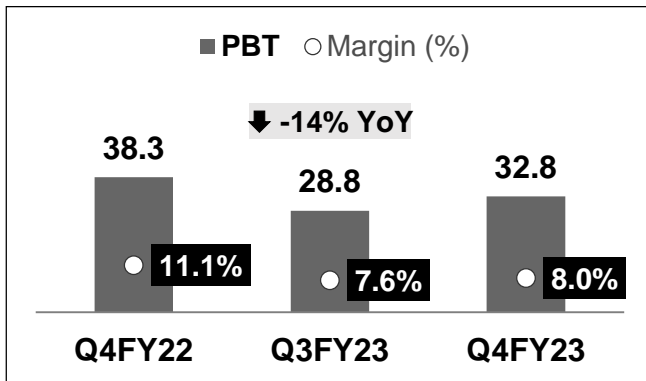
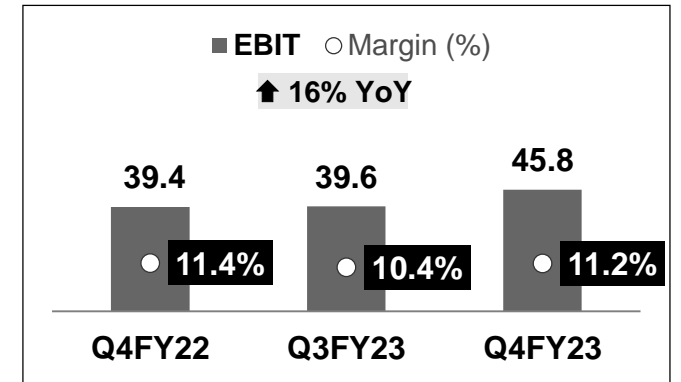
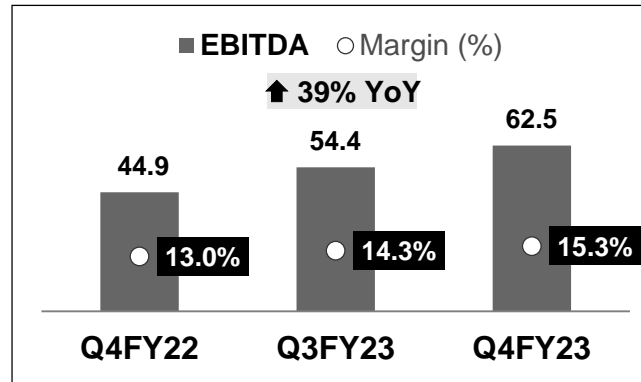
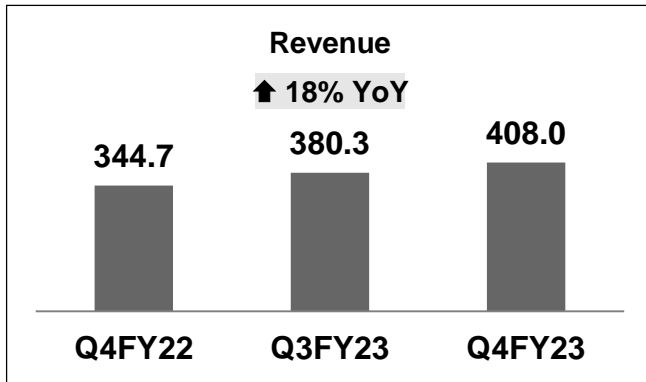
- Sanitaryware and Faucets maintained its leadership position in the Industry
- Registered a strong performance, a result of operating leverage on the back of improved product mix, retrieval of margins
 - Innovative capability reflected in rich and diverse product portfolio introduced to offer improved product mix
 - Continued to strengthen distribution network in FY23
 - Focused on the launch of brand shops, tapping newer markets
 - Strong marketing campaigns strengthened brand pull

Building Products Business (₹ in crore)



Bathware Business Update – Q4 FY23*

(₹ in crore)

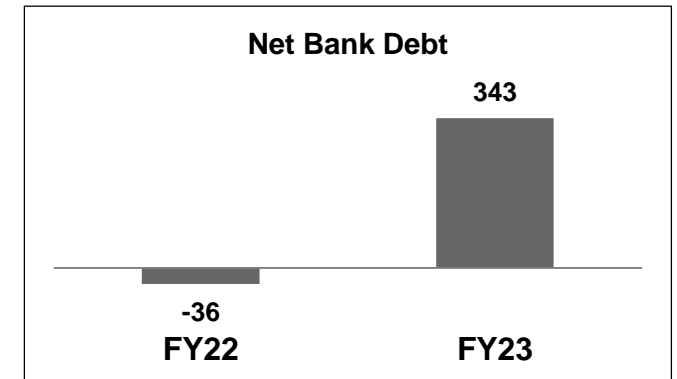
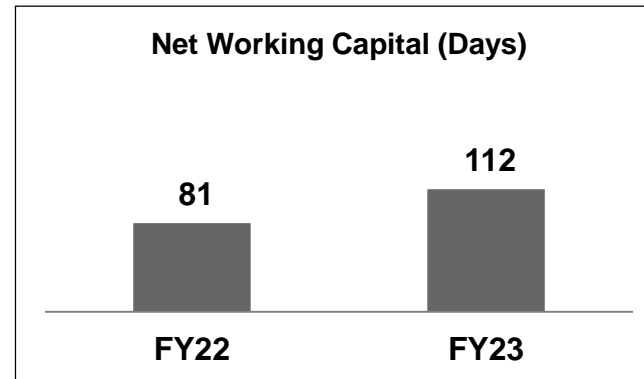
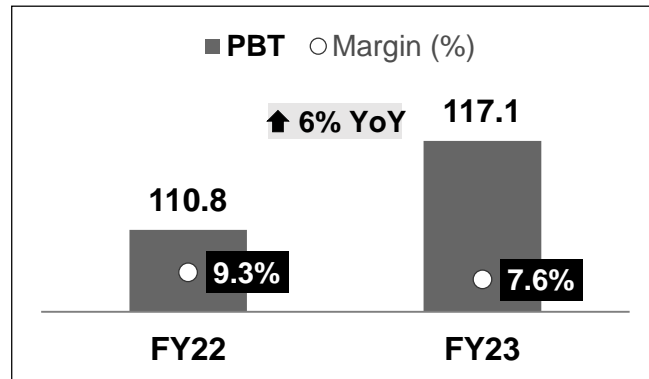
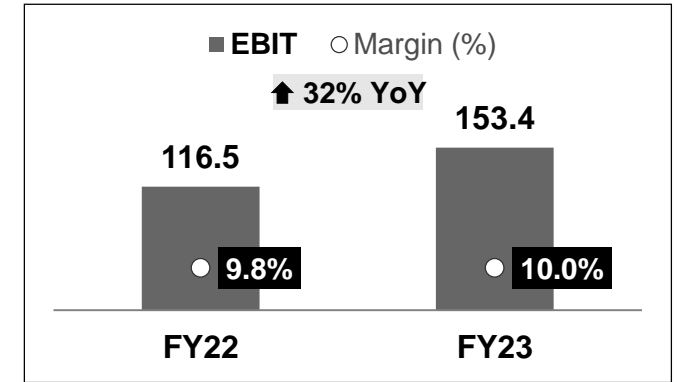
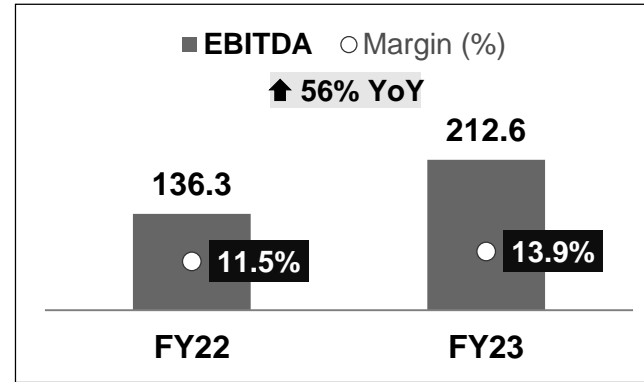
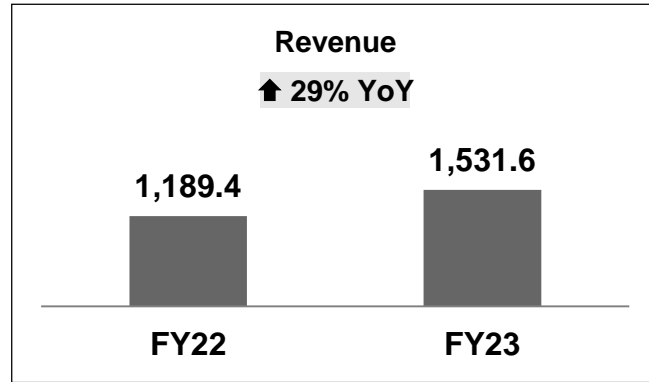


Notes:

- Pursuant to the acquisition of the Building Products manufacturing facilities from AGI Greenpac, all benefits relating to the same are now seen in the financials. However, increases in raw material prices arising out of global macro environment challenges have impacted the performance
- *FY23 numbers are post acquisition of the Building Products manufacturing division of AGI Greenpac Limited (formerly HSIL Limited) by subsidiary Hindware Limited. Hence, the consolidated results for the quarter ended 31st March 2023 are not comparable with Q4FY22
- Above stated financials are rounded off and as per management reported figures

Bathware Business Update – FY23*

(₹ in crore)

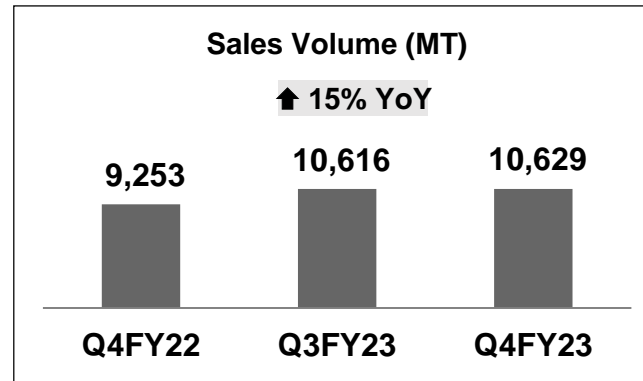
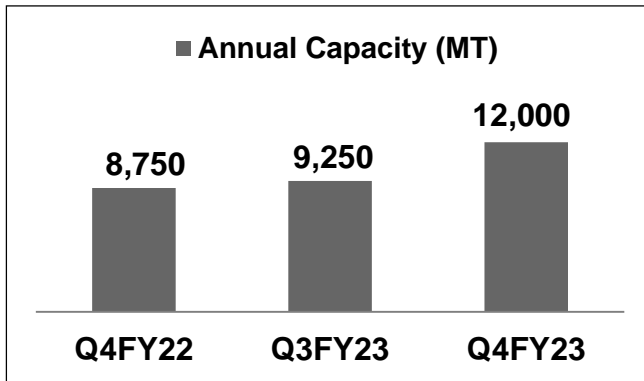


Notes:

- *FY23 numbers are post acquisition of the Building Products manufacturing division of AGI Greenpac Limited (formerly HSIL Limited) by subsidiary Hindware Limited. Hence, the consolidated results FY23 are not comparable with FY22
- Above stated financials are rounded off and as per management reported figures

Plastic Pipes & Fittings Business Update

- Truflo continues to be the fastest growing plastic pipes brand in India. The business reported revenue of ₹785 crore in FY23, up 30% Y-o-Y driven by a strong brand connection, increasing customer loyalty, and the successful launch of a second manufacturing plant
 - Higher contribution of CPVC products - 50+% of the total product portfolio in Q4 FY23
- Commercial production of the second manufacturing plant commenced during Q4 FY23, taking annual production capacity to 48,000 MT
- Forayed into PTMT Faucets and Accessories to provide customers with a one-stop solution for all their plumbing requirements
- Collaborated with RWC Reliance World Wide Corporation to introduce and market multilayer composite pipes and push to connect fittings under brand Truflo Sharkbite
- Towards enhancing reach and market access, a new manufacturing plant is being set up in Roorkee, Uttarakhand. Land for the same has been purchased and other documentation is in process

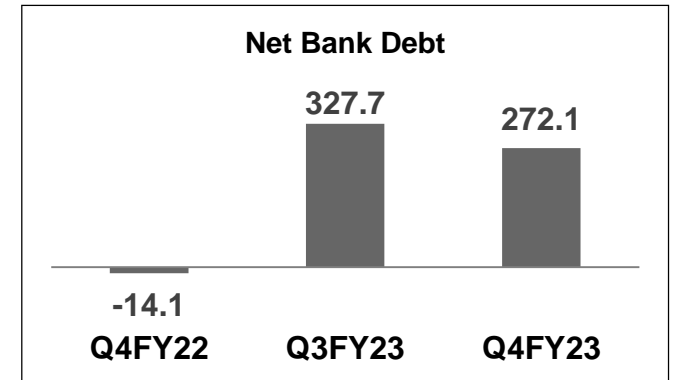
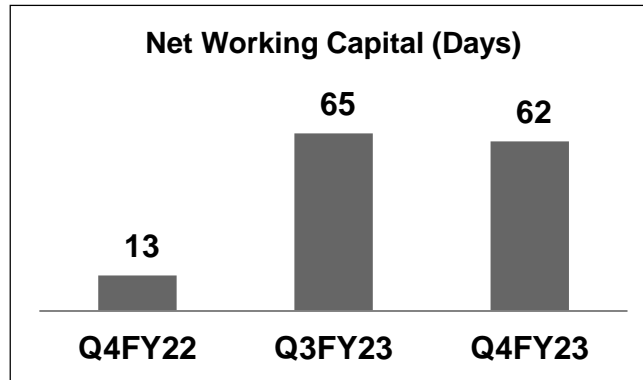
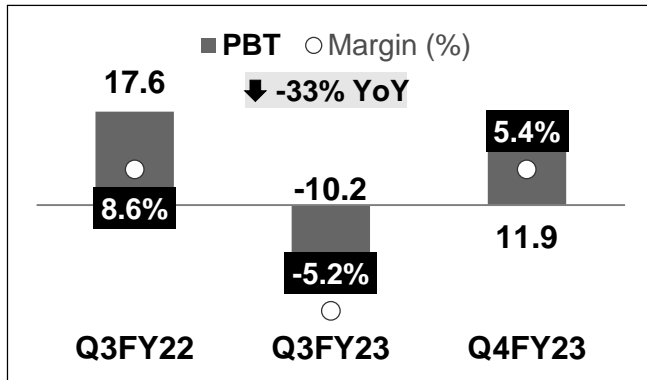
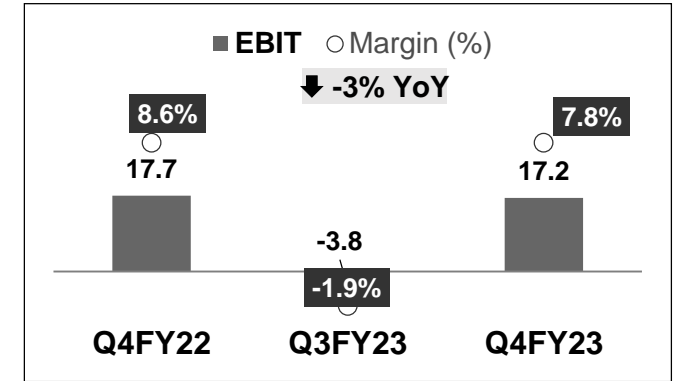
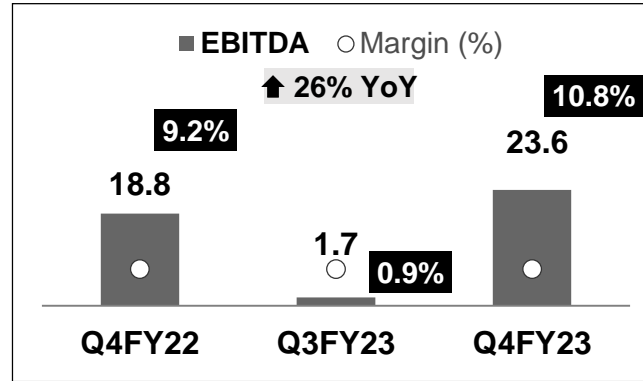
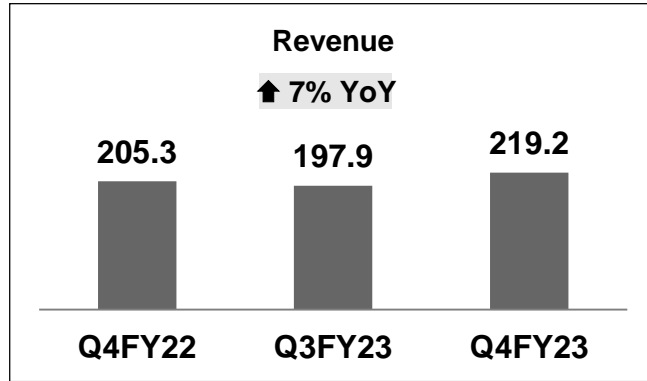


Note : Above stated financials are rounded off and as per management reported figures



Plastic Pipes & Fittings Business Update – Q4 FY23*

(₹ in crore)

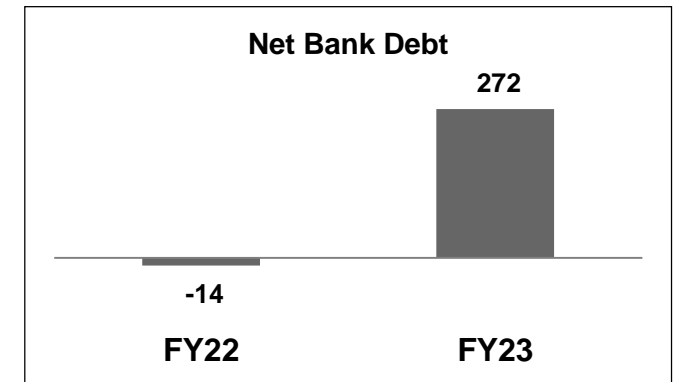
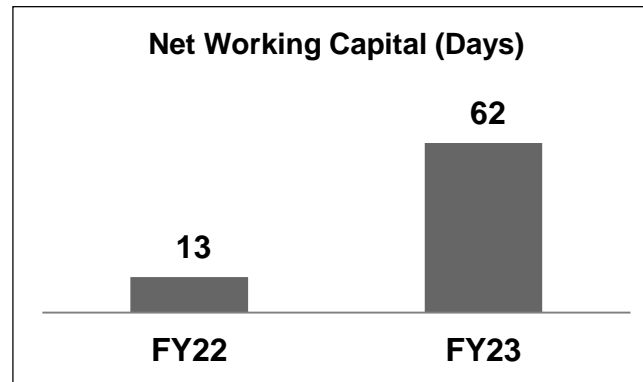
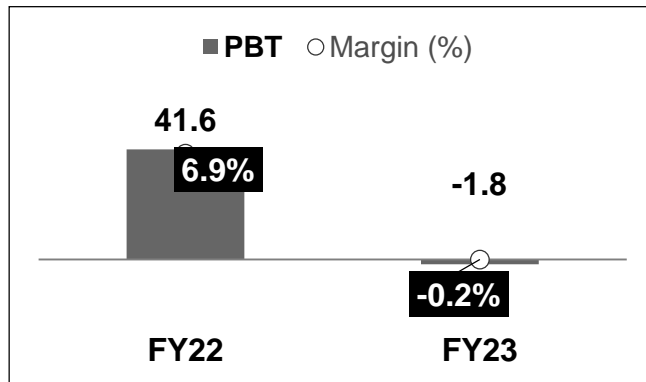
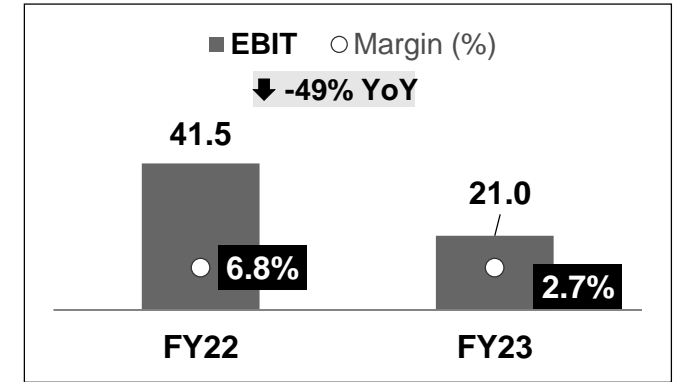
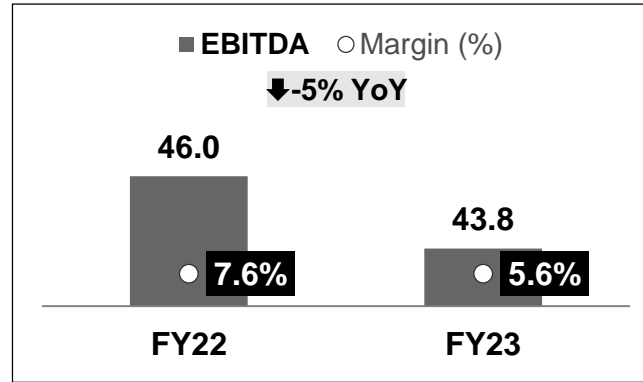
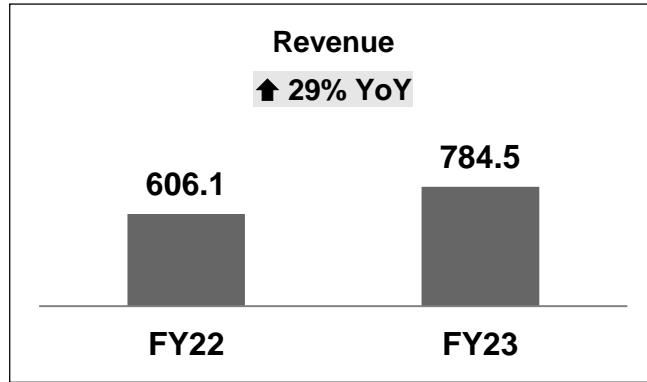


Notes :

- *FY23 numbers are post acquisition of the Building Products manufacturing division of AGI Greenpac Limited (formerly HSIL Limited) by subsidiary Hindware Limited. Hence, the consolidated results for the quarter ended 31st March 2023 are not comparable with Q4FY22
- Above stated financials are rounded off and as per management reported figures

Plastic Pipes & Fittings Business Update – FY23 *

(₹ in crore)



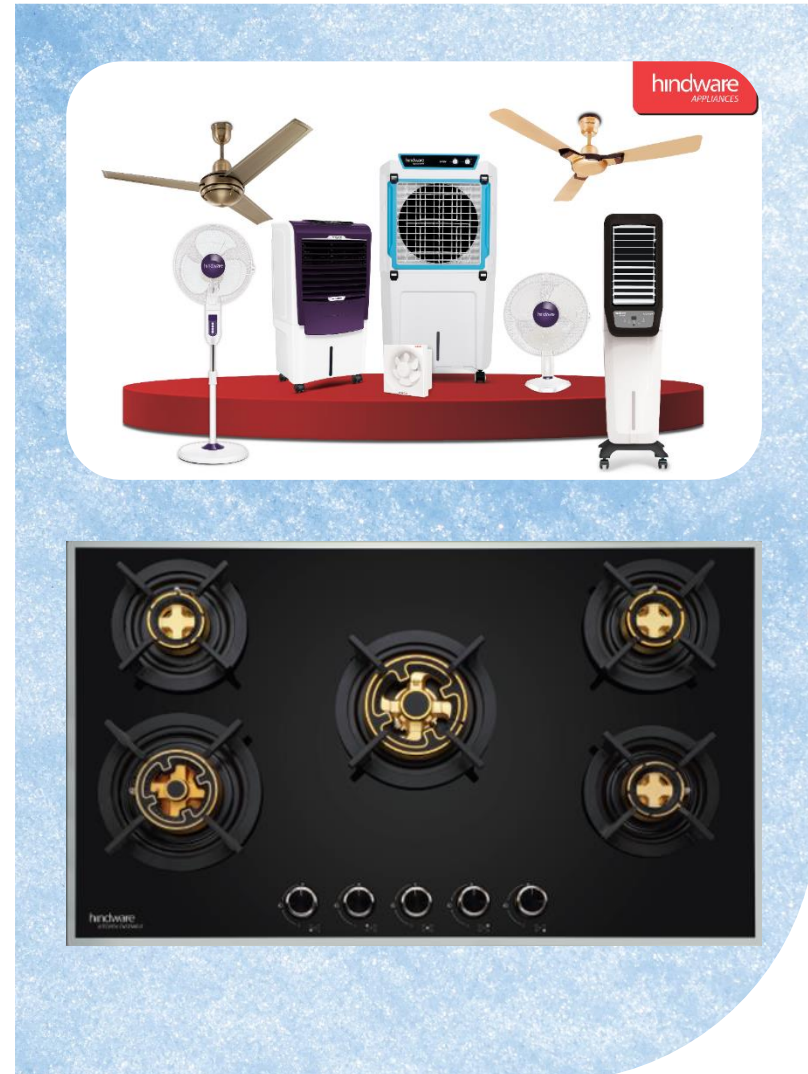
Notes :

* FY23 numbers are the post acquisition of the Building Products manufacturing division of AGI Greenpac Limited (formerly HSIL Limited) by subsidiary Hindware Limited. Hence, the consolidated results FY23 are not comparable with FY22

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

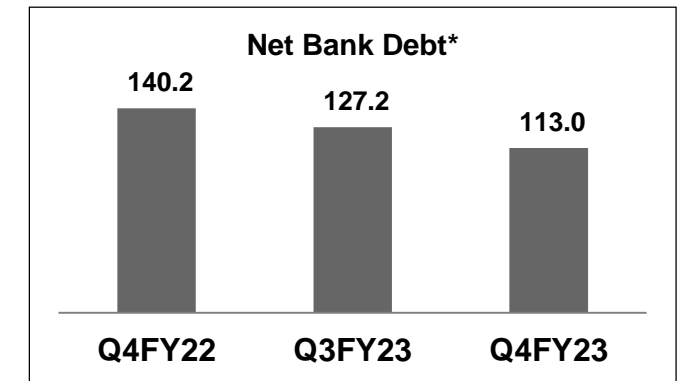
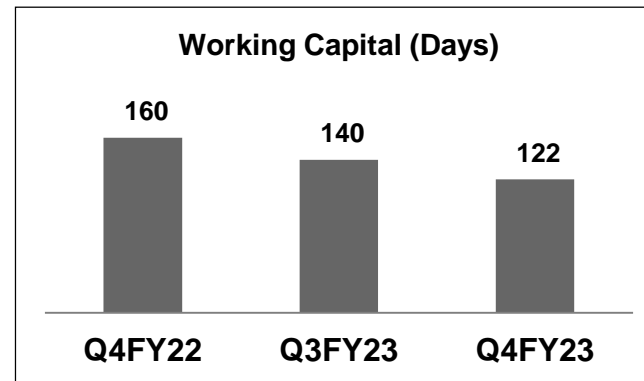
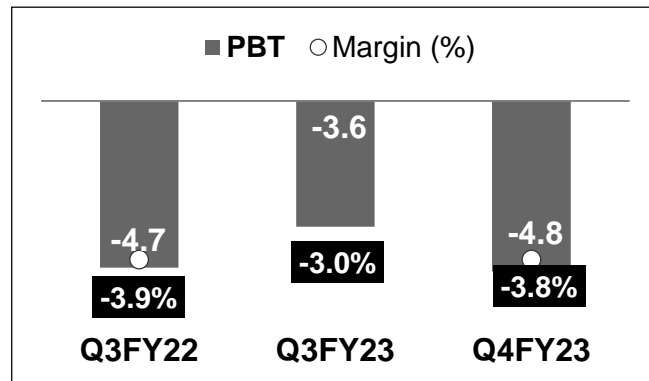
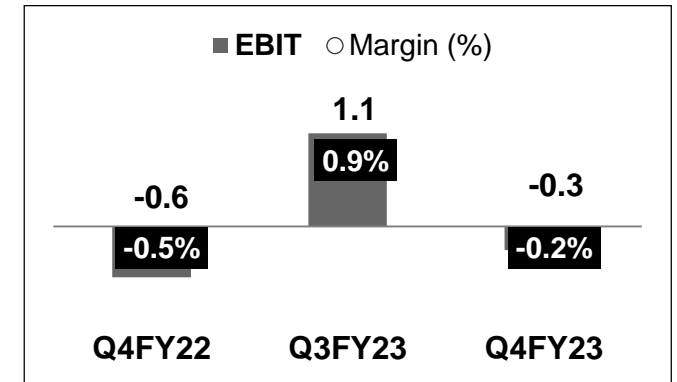
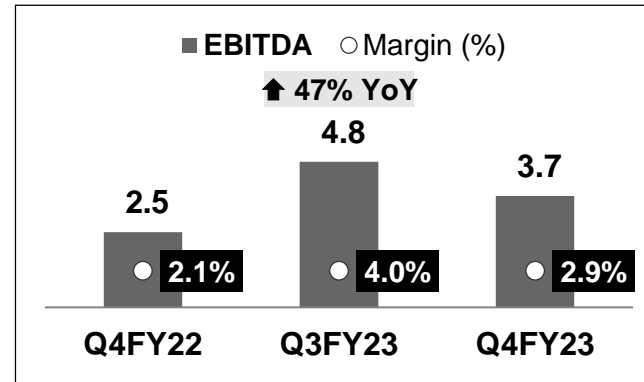
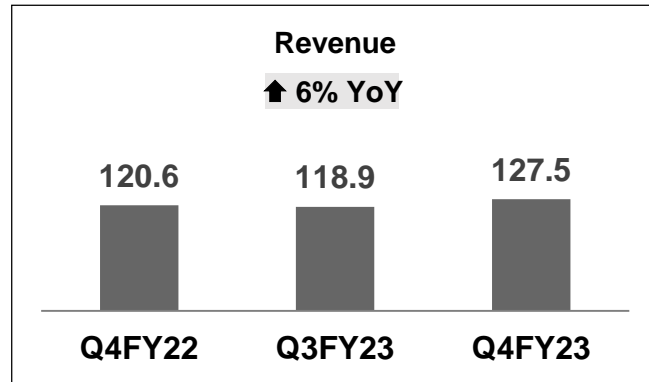
Consumer Appliances Business Update

- We continued with our leading position in the kitchen appliances segment amidst a highly inflationary environment and increased competition
 - In FY23, revenue expanded by 16% to ₹501 crore and EBIT came in at ₹ 10 crore
 - In Q4 FY23 revenue stood at ₹128 crore and EBIT stood at a negative ₹0.3 crore
- Currently, the business has 1,400+ distributors and 13,000+ retailers in India
- Hintastica Private Limited (JV) announced the commencement of the production of its range of heating appliances at its state-of-the-art manufacturing plant in Jadcherla, Telangana in FY23 Q3



Consumer Appliances Business Update – Q4 FY23

(₹ in crore)

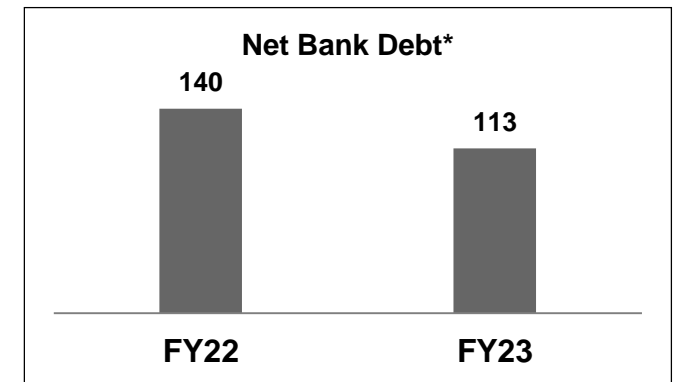
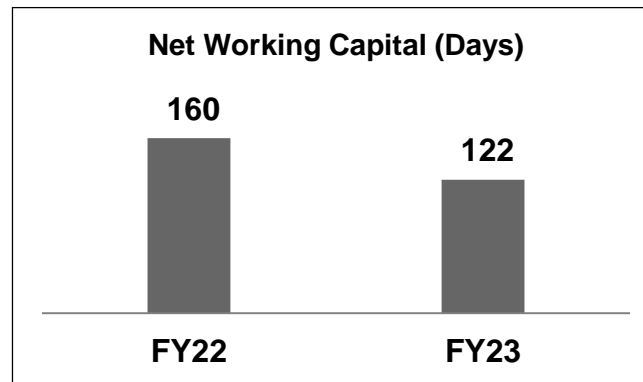
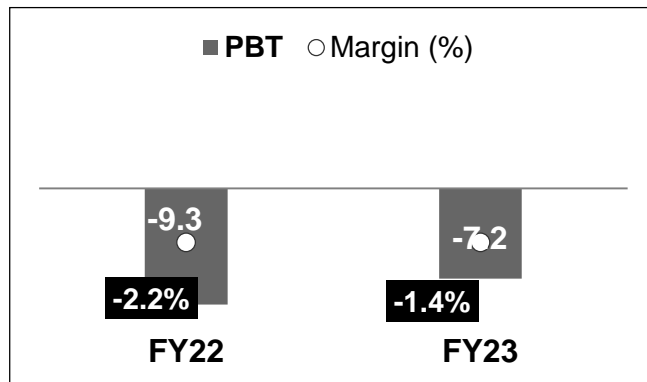
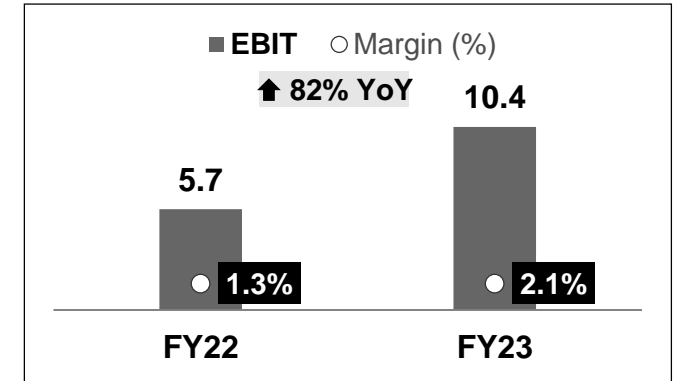
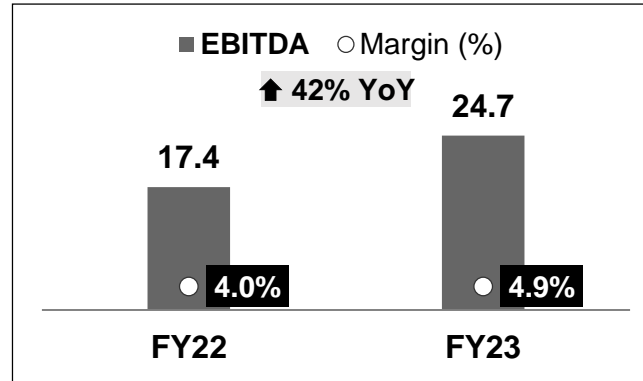
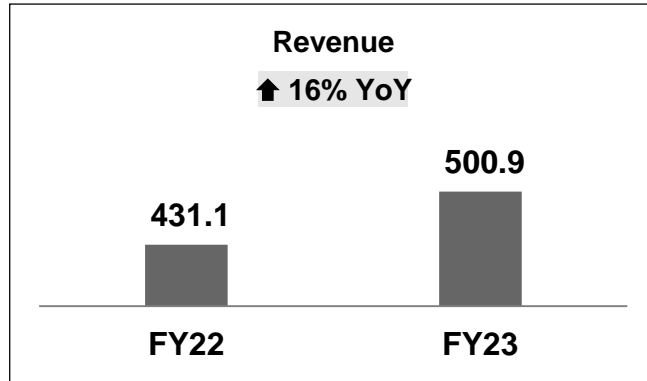


Notes :

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

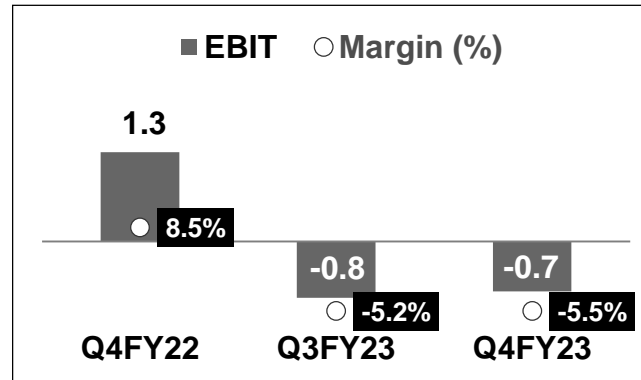
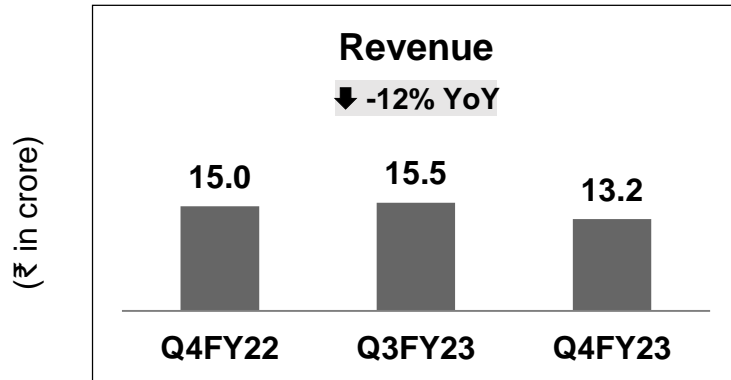
Consumer Appliances Business Update – FY23

(₹ in crore)



Retail Business Update

- In FY23, revenue stood at ₹56 crore and EBIT came in at ₹(-1.6) crore
- In Q4 FY23, revenue stood at ₹13 crore and EBIT came in at ₹(-0.7) crore
- Continued focus on franchise model and strengthening of online retail through owned websites such as www.evok.in and other e-commerce platforms





Business Segments Overview



Building Products Segment

Building Products Business - Bathware

- Leading player in sanitaryware & faucets segments
 - Brands available across price points
- Expanded our reach in the Indian tiles market, with plans to expand the network further
- Control over the entire value chain and a strong network of distribution and service
 - In-house manufacturing and sourcing capabilities of Sanitaryware and Faucets, to have better and more efficient control over processes
 - 470+ Brand Stores for an immersive customer experience
 - 390+ distributors, dealers and modern retail outlets
 - 34000+ active retail touchpoints
 - Catering to 1200+ 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
- Building eco-system for accelerated growth
 - Constant engagement with intermediaries & end-users
 - Providing a 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 brand salience at retail (product displays and refreshed in-shop imagery)
 - Expand the distribution reach to establish a truly pan-India presence

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
 ENCLOSES HYGIENE
 POST-CLEANSE FLUSH

[/hindware](#)
[/hindware_homes](#)
[/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-ENCLOSES HYGIENE
 POP-UP WASTE COUPLING
 IN-BUILT UTILITY HOLDERS
 ELEGI 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

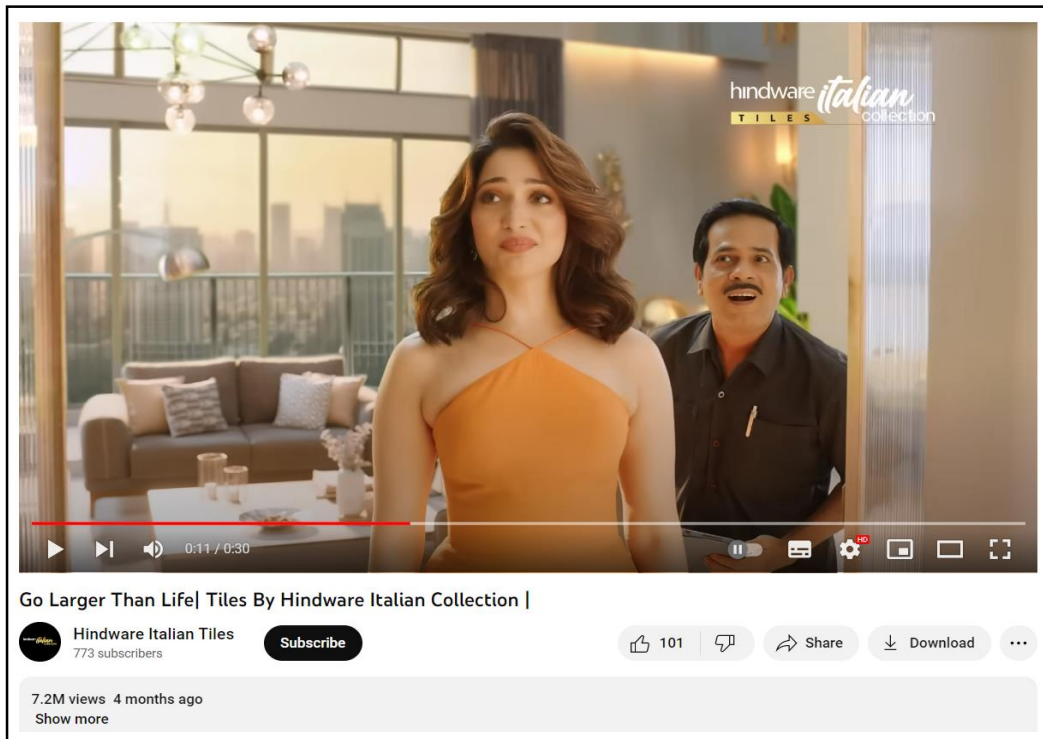
INTELLIGENT CLOSETS

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

▪ Hindware Italian Collection Tiles – Digital Media Campaign

- Executed digital media campaign to drive awareness for Hindware Italian Collection Tiles
- Reached the target audience through the right media mix
- The campaign delivered 85 Million Ad Impressions; Reaching out to 29 Million audiences at an average frequency of 3



▪ New In shop branding developed for Elevated Imagery

- New in shop branding focusing on USP's of the product with clear focus, highlighting RTB's to the consumer



Marketing Initiatives

- Hindware partnered with two IPL teams Royal Challengers Bangalore & Punjab Kings for this IPL 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
- The website traffic during the IPL season was 2times the normal traffic



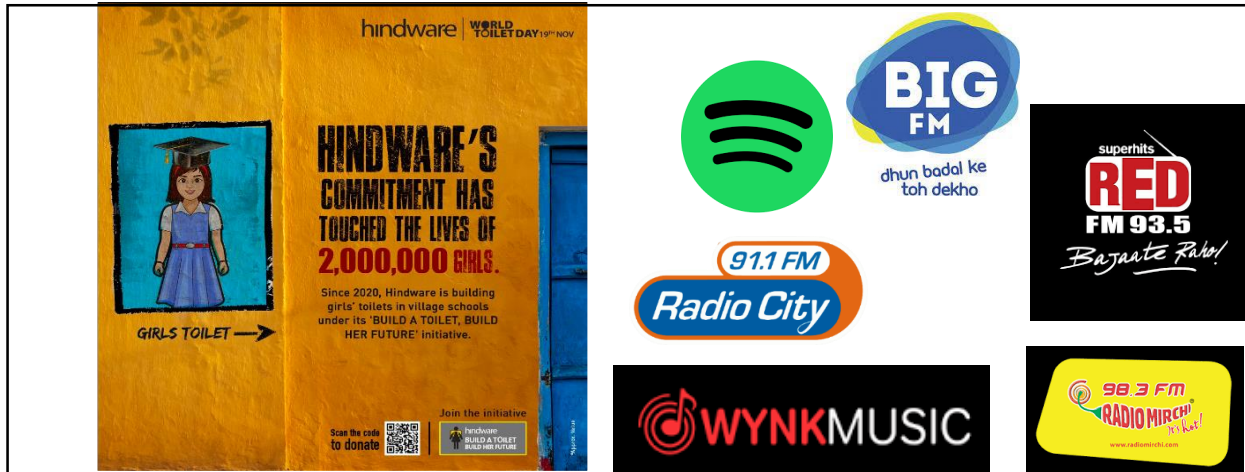
Marketing Initiatives

- **Brand with a Purpose – Driving conversations on World Toilet Day**

- Have Built nearly 170 toilets over the last 2 years majorly in and around Haryana and Rajasthan close to our manufacturing plants
- Campaign was promoted in Agra, Bangalore, Delhi, Gorakhpur, Hyderabad, Indore, Kolkata, Mumbai, Pune, Patna & Jaipur
- Delivered 32 Million Impressions, with a reach to 14 Million audience
- This year under the campaign, the brand pledges to build 80 more toilets

- **Upping The Ante With Acetech : Mumbai and Delhi**

- Larger than life Bath & Tiles mockups
- More than 1200+ architects & dealers visited the Hindware Stall.
- Hindware stall was the winner of the Jury choice award at Acetech Mumbai and Winner of Grand Stand Award at Acetech Delhi



Marketing Initiatives

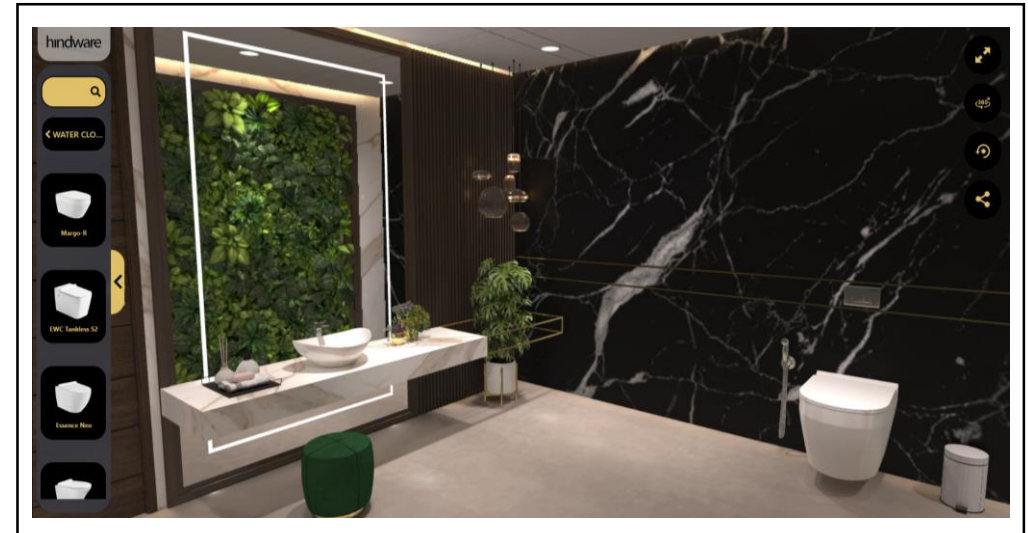
▪ Launched Online Reputation Management Tool – LOCOBUZZ

- A platform which enables brands to listen, analyze and engage with audiences and customers across all digital platforms such as Facebook, Twitter, Google+, Instagram, YouTube, News, Blogs Discussion Forums etc., to ensure improved focus on customer experience & grievance redressal
- The tool will also measure brand insights, customer behavior, competitor insights and performance analytics across all key digital channels to give empowering business insights on a unified platform



▪ Launch of 3D Bathroom Visualizer – Live on Hindware Website

- Empowers the customers to experience the actual setting of bath products instantaneously in custom built 3D concept bathrooms

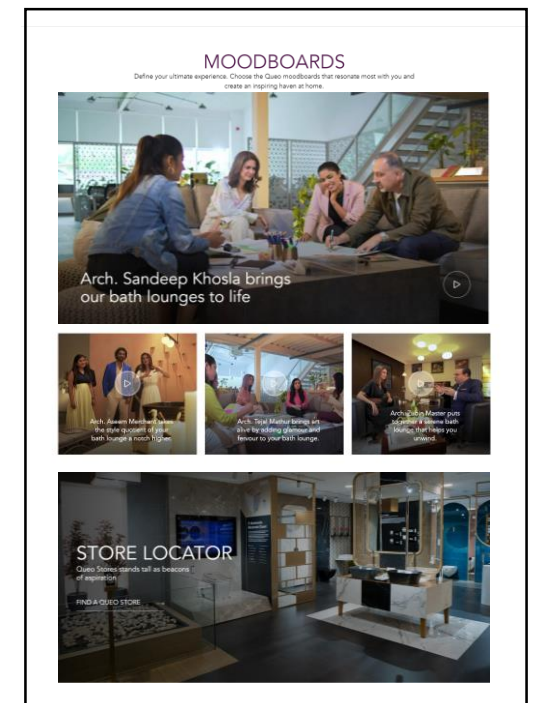
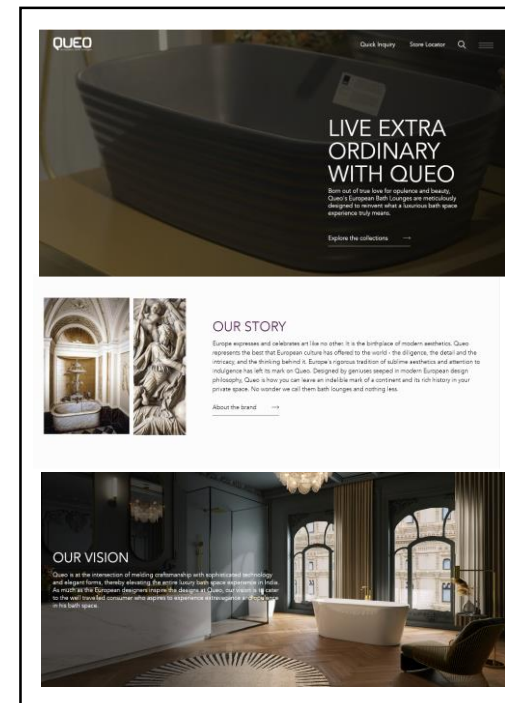


Marketing Initiatives

- Queo New brand film launched with redefined brand identity & positioning-“Let Time Wait”
 - 105Mn impressions on digital and OTT
 - Extensive PR coverage of 150+ stories with PR value

- QUEO Refresh Website Launched

- QUEO’s brand new website with new brand story “LIVE EXTRAORDINARY WITH QUEO” focusing on accentuation of the brand and its products in the target consumer’s minds



Marquee Clients



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 280+ active distributors with more than 25,000 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





Consumer Appliances Business

Consumer Appliances Business

- Emphasis on innovation
 - Widest range of connected and smart appliances in the industry
- Forward looking portfolio spanning categories
 - Kitchen appliances & Sinks
 - Water purifiers
 - Air coolers
 - Fans
 - Water heaters (part of 50:50 JV with Groupe Atlantic)
 - Room Heaters
 - Kitchen & Furniture fittings (brand FGV Powered by Hindware, a strategic tie-up with Italian company Formenti & Giovenzana)
- Strong Distribution reach
 - 13,000+ Retail outlets
 - 1,400+ Distributors, dealers and modern & large retail outlets
 - 170+ 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)



*Source GFK Report, March 2020

Emphasis on R&D and Innovation

- Our in-house R&D is recognised by Department of Scientific and Industrial Research
- With major emphasis on technology and innovation , we have registered 33 Patents (applied for) since inception of our business
- With an aim of attaining leadership position in Smart Appliances, we developed a smart and Intelligent IOT Platform "Hindware Konnect" that has Industry first features such as Single App control, Voice Integration, One Touch SVC Request, Geo Fencing etc.

Innovations- Internet of Things

Optimus iPro Chimney

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

Achelous Premium iPro Water Purifier

- India's 1st IoT enabled water purifier
- RO Membrane Alert*
- Real-time Filters life Alert*
- Auto-fill Jug



Spectra iPro Air Cooler

- Geo-fencing
- Wi-Fi Direct, Alexa-controlled
- Gesture Control

Ondeo Evo iPro Water Heater

- Operate from anywhere, schedule shower.
- Track power consumption and service status 24x7

Diverse and Exciting Products & Brands



Kitchen Appliances



Air Coolers



Water Purifiers



Fans



Kitchen & Furniture Fittings



Water Heaters
(50:50 JV with Groupe Atlantic)



Retail Business

Retail Business

- Specialty home interior products through modern format stores and digital platforms under the brand 'EVOK'
- Offering a range of 5,000+ products across 17,000+ pin codes
- 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 e-commerce giants such as Amazon, Flipkart, Pepperfry, etc.
- Priorities of go-to-market approach
 - Increase the number of franchises to establish a Pan India presence
 - Focus on online retail channels in terms of developing new Products, Building on Hyper Local Initiative
- Emphasis on minimising overheads; higher profitability – move from Cash burn to Cash earn
- Collaboration with Dalmia Group (Hippo Store) as SIS operation, First SIS open in Noida

36

Company owned and Franchise Stores





Thank You



Naveen Malik



Hindware Home Innovation Ltd



+91 124 477 9200



investors@shilgroup.com



Gavin Desa / Jenny Rose
Kunnappally



CDR India



+91 98206 37649
+91 8689972124



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