



August 16, 2022

BSE Limited
Corporate Relationship Department,
1st Floor, New Trading Ring,
Rotunda Building, P.J. Towers,
Dalal Street, Fort, Mumbai - 400 001
BSE Scrip Code: 509874

National Stock Exchange of India Ltd
Exchange Plaza, 5th Floor,
Plot No. C/1, G- Block
Bandra Kurla Complex, Bandra (E),
Mumbai – 400051
NSE Symbol : SHALPAINTS

Sub: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Investors presentation

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the presentation on the financial results of the Company for the quarter ended June 30, 2022. The same is also being uploaded on the website of the Company www.shalimarpaints.com.

You are requested to kindly take the above information on record.

Thanking you,

Yours faithfully,

For Shalimar Paints Limited

Shikha Rastogi
Company Secretary



Encl.: as above



Shalimar Paints Ltd.

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Email Id: askus@shalimarpaints.com Website: www.shalimarpaints.com CIN: L24222HR1902PLC065611



**SHALIMAR
PAINTS**

Shalimar Paints Limited

**Investor Presentation
August 2022**



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1902

Two Britishers A.N. Turner and A.N. Wright - set up Colour & Varnish Company in Howrah, West Bengal. It is the first paint manufacturing plant in the South East Asia

Vision

To persevere and excel as one of the premier paint companies of the country, a leader in product innovation and customer satisfaction. We intend to build long term value relationships with all our shareholders, customers, employees and suppliers.

Mission

To maximise shareholder value by engaging and growing our employees, delivering innovative and superior quality product to every customer segment, building strong human engagement with our dealers & vendors

100-Year-Young Brand: Renowned for High product quality


India’s iconic structures continue to use Shalimar Paints



100+ years of establishment
India's Oldest Brand



69,000+ KL
Production Per annum



3
Manufacturing facilities



30+
Depots

The “Art & Science” of Paints



3000+
Dealers network across the country



Strong Presence in
Decorative & Industrial paints



500+
Employee strength



1
R&D center for paint innovations



SHALIMAR
PAINTS



Shalimar Paints are at the inflection point of exponential growth and partnering with Infra.Market will enable the company to pursue both organic and inorganic growth opportunities within our existing and even newer product categories.

INFRA.MARKET

Backed by investors including Accel, Nexus Venture Partners, Evolve India Fund, Sistema Asia Fund and Fundamental Gmb and Tiger Global

The association with Shalimar is an important step as paints is an exciting category and Shalimar presents a unique opportunity for Infra.Market to partner with an established vintage brand in this much coveted category. Infra.Market's technology-based supply chain solutions, will substantially add value to the robust ecosystem that Shalimar has already built, and together it will be instrumental in enhancing Infra.Market's position as a category leader in the building material industry."

Entry of
Infra.Market into
the lucrative Paints
Category

Access to Next
Generation
Platform to
increase its reach
and distribution
network

Fund infusion
to provide
Growth Capital

Our Product Offerings

Decorative Paints

- An extensive range of decorative and protective paint products for interior and exterior segments
- Our portfolio spans across product categories and price points catering to a wide variety of consumers
- Eco friendly emulsion products certified by Griha Council
- Low VOC products that is certified by National Test House (NTH)

paints that give

walls a persona



Industrial Paints

- Pioneers in Industrial coatings - Introduced notable firsts in high performance coatings such as high-build zinc coatings, radiation resistant coatings for nuclear power plants, polyurethane paint for fighter aircraft and railway coaches
- One of the largest Indian players in high-performance Protective Coatings
- Significant presence in General Industrial (Product Finish) and Packaging coatings



Decorative Paints: Strategy Going Ahead



Focus on areas having significant presence



Focus on smaller Tier 3 & 4 towns and rural area



Focus on deploying Premium emulsion machines in the market



Service improvement-specialty supply

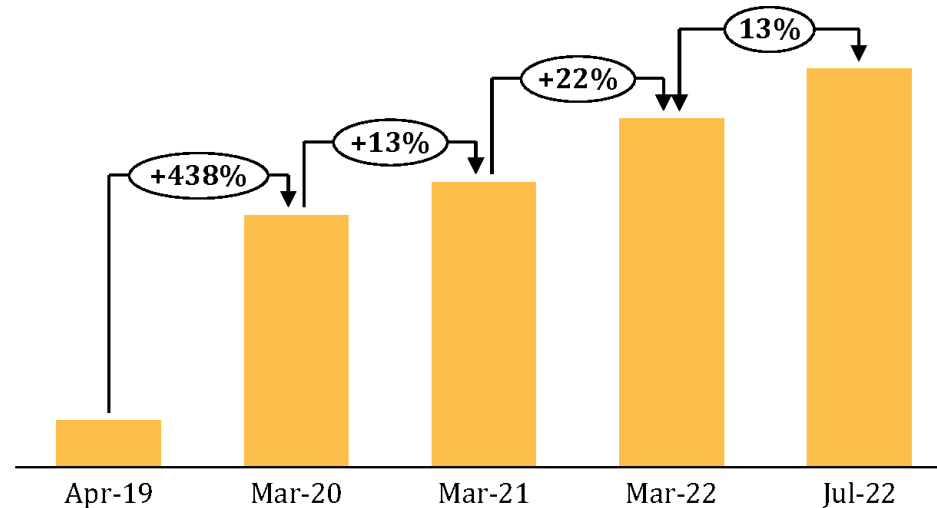


Focus on research & development of newer products



Expert Program

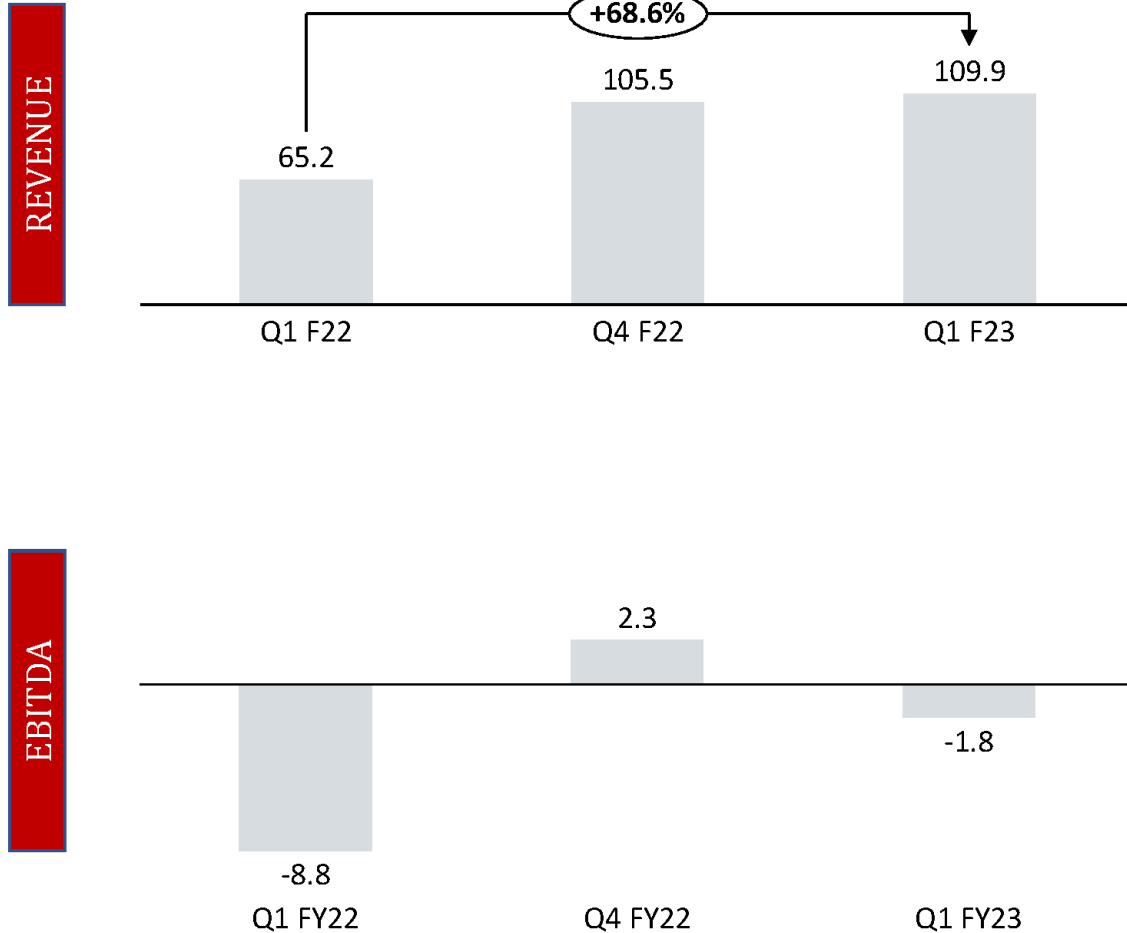
Increase in no. of Painters



Progress over last a year

- ✓ **Cost Reduction:**
 - Cost saving due to optimization of water & solvent-based paints
- ✓ **New Product Development:**
 - Newer products developed & formulations released to plants
- ✓ **Vendor Development:**
 - Newer Raw material evaluated and approved
- ✓ **Quality Upgradation:**
 - Quality of the formulations were improved

Positive outcome on financial performance



Cost Optimization Strategies

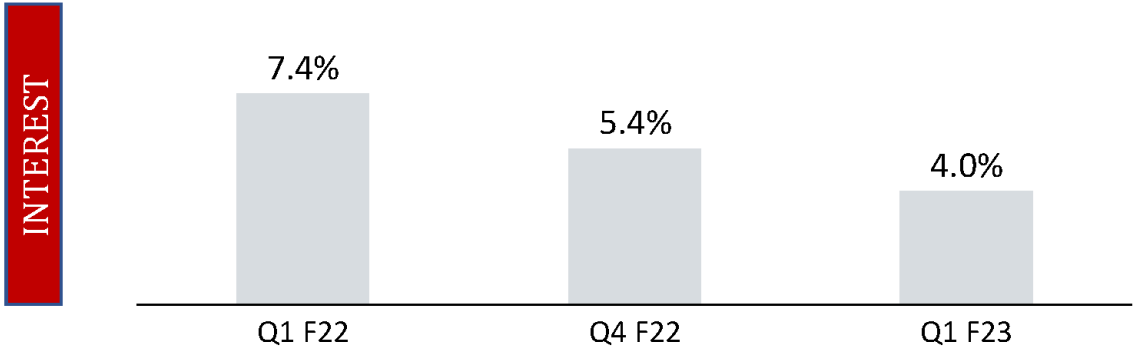
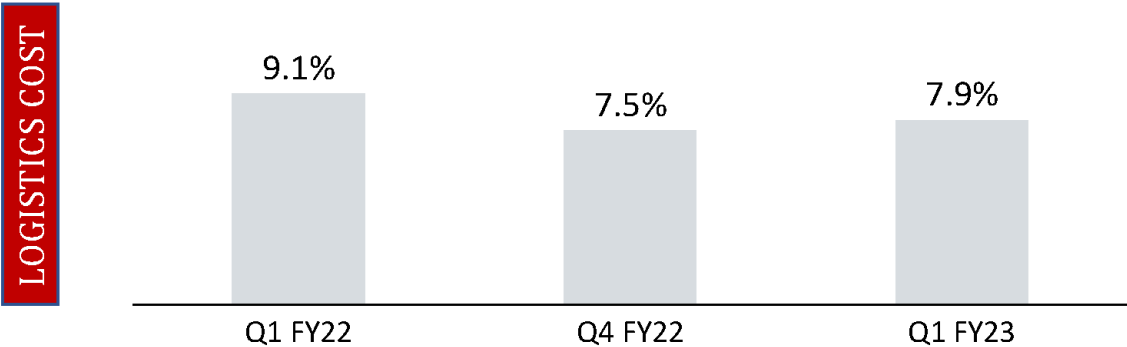
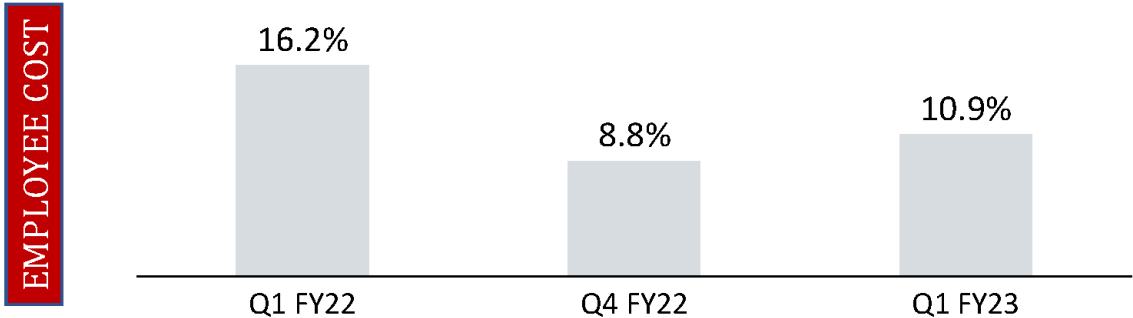
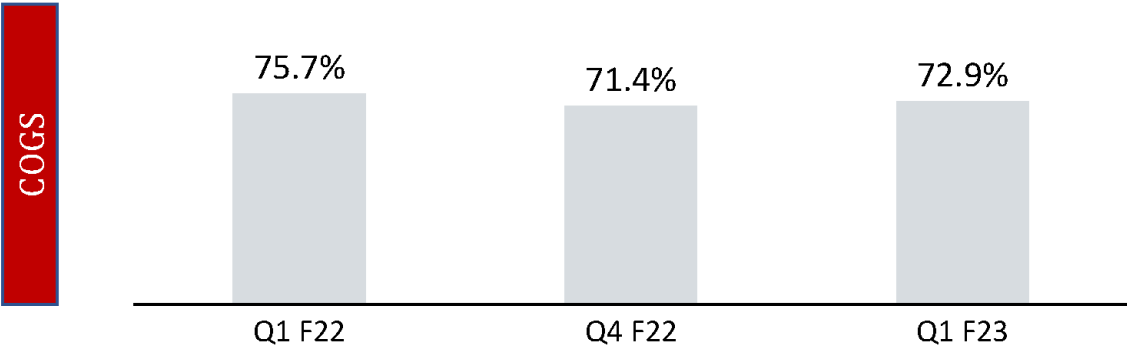
- ✓ Improve Supply / RM Chain Management
- ✓ Improve the Product Supply to Channel partners
- ✓ Reduce overall company related costs

Value Creation

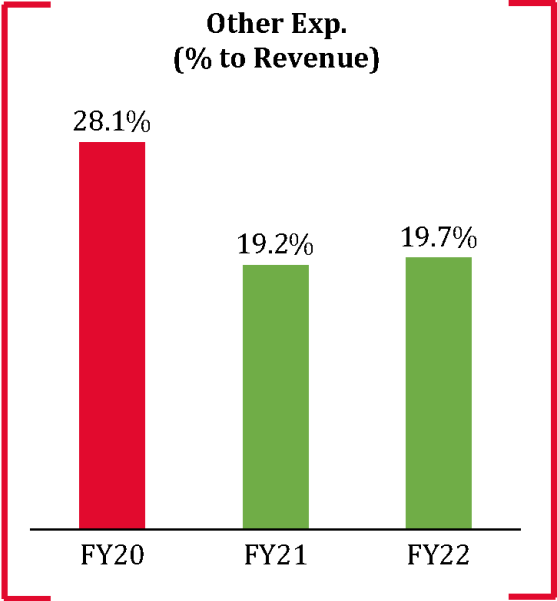
- ✓ Volume Growth in Decorative + Industrial Segments
 - Lead to Improved Operating Efficiencies
- ✓ Increase dealer network and number of depots across the country
 - Optimizing dealer margins over a period of time

Improving Efficiencies

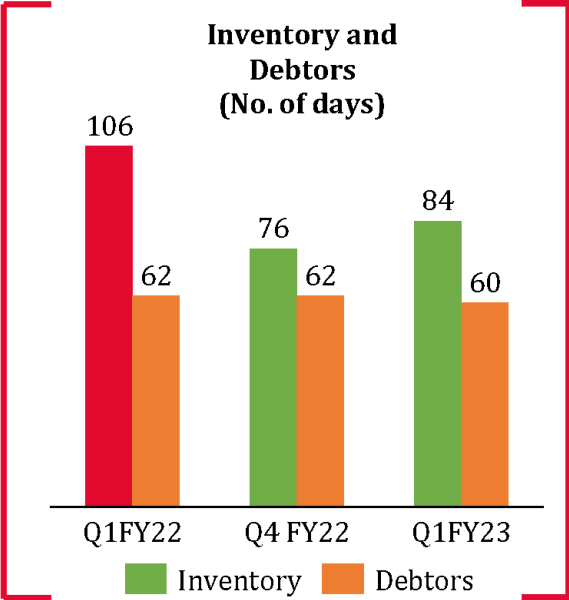
- ✓ Lowering Working Capital requirements and improving profitability



Optimizing
Operating
Efficiencies



Inventory and
debtor days



Profit & Loss Statement Q1 FY23

Particulars	Q1FY23	Q1FY22	Q4FY22
Revenue from Operations	109.9	65.2	105.6
Cost of Materials Consumed	84.3	42.8	76.8
Purchase of Traded Goods	6.9	3.4	5.3
Changes in Inventories of Finished Goods and Work in Progress	-11.1	3.1	-6.8
Gross Profit	29.8	15.9	30.2
GP %	27.1%	24.3%	28.6%
Employee Benefits Expense	11.9	10.6	9.3
Other Expenses	21.2	14.1	20.7
EBITDA	-3.4	-8.9	0.2
Other Income	1.6	0.1	2.1
Depreciation and Amortisation Expense	3.4	3.3	3.3
EBIT	-5.3	-12.2	-1.1
Finance Costs	4.4	4.8	5.7
Exceptional Items	0.0	-2.5	-5.9
PBT	-9.6	-19.4	12.7
Total Tax Expense	0.0	0.0	0.0
Profit for the year	-9.6	-19.4	-12.7
EPS	-1.33	-3.58	-2.27

• Revenue:

- Company has reported revenue growth of 4% from previous quarter, i.e., Q4 FY22 and 69% from Previous Year Q1. Company has recorded highest sales in Q1 Vs Q1 YoY in last 8 years.
- During this quarter company has grown by 22% in Decorative segment from previous quarter, i.e., Q4 F22.
- During this quarter, the company has grown in water base segment by 15% from previous year Q1 F22.
- In the coming quarters looking at the raw material trend, company will decide on the future pricing strategy

• Raw material cost:

- Over the last few quarters, raw material prices have seen on an increasing trend, which has contracted the Gross profit impacting the overall profitability of the company
- The prices of key raw materials have increased as compared to previous quarter slide on the back of steep inflationary trend and sharp increase in commodity prices across the globe
- The company was able to absorb the increased cost by passing on the cost to the consumers through increase in average selling prices. However, due to competitive intensity need to absorb few costs internally impacting the margins of the company
- Company is continuously working on improving its product mix within the segments, which will eventually help to reduce the impact of increase in raw material costs on the company's profitability

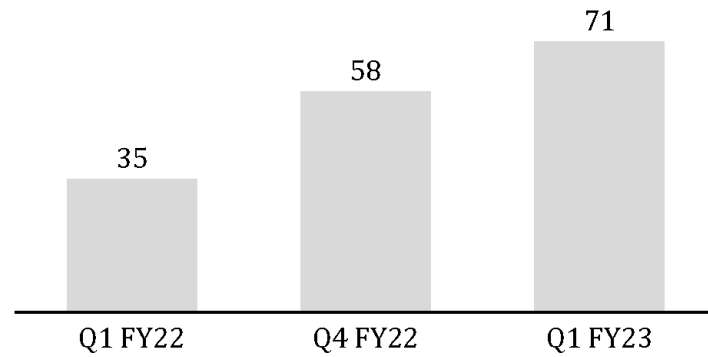
• Other Expenditure:

- Company has maintained the fixed cost at previous year level, however marginal is due to secondary freight on account of increased in fuel prices.`

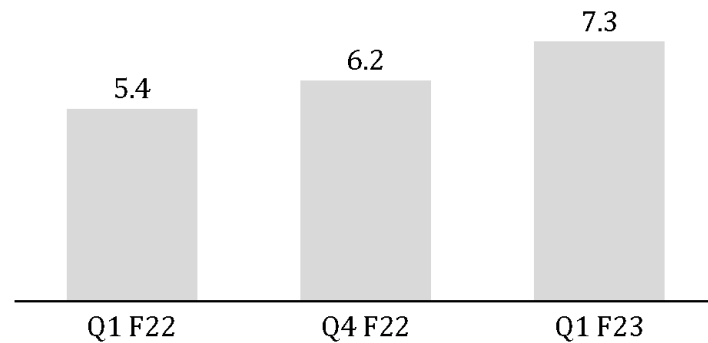
Business Segment Performance

Decorative Paints

Revenues* (Rs. Crs.)

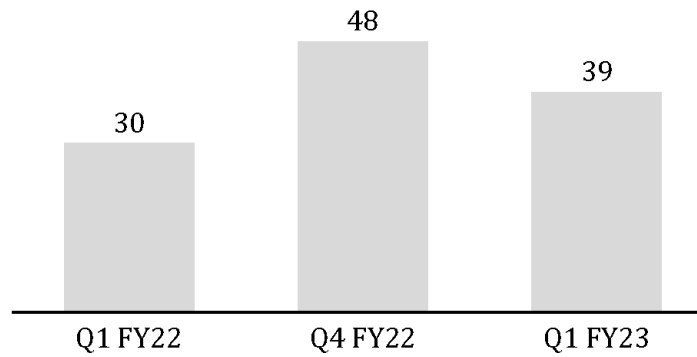


Volumes (in KL '000)

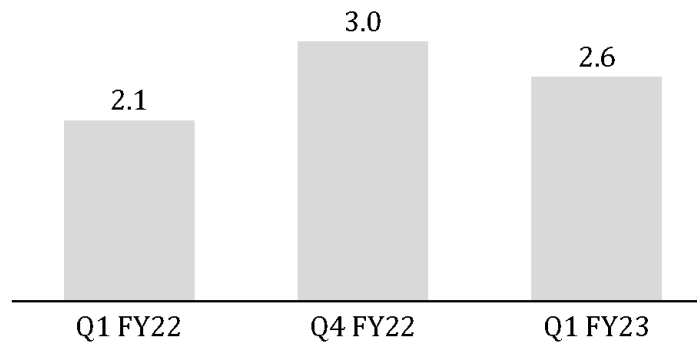


Industrial Paints

Revenues* (Rs. Crs.)

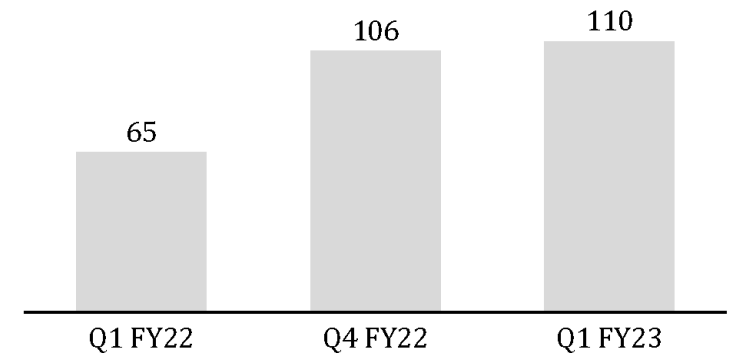


Volumes (in KL '000)

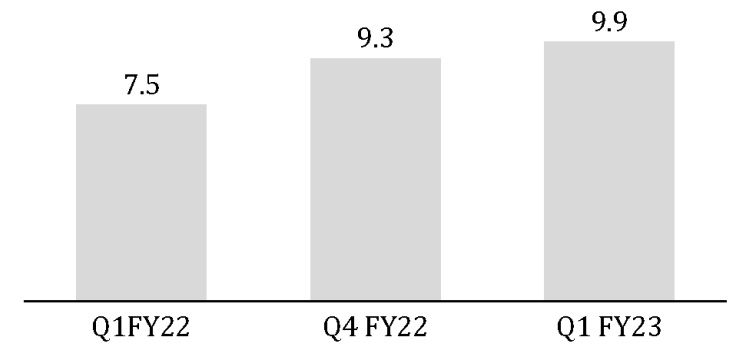


Total

Revenues* (Rs. Crs.)



Volumes (in KL '000)



Thank You

Company :



Shalimar Paints Limited

CIN: L24222HR1902PLC065611

Mr. Mohit Kumar Donter – Chief Financial Officer

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