



**KANSAI  
NEROLAC**  
PAINTS LIMITED

Investor Presentation  
2018-19  
May 2019



## **Disclaimer**

This presentation may contain statements which reflect management's current views and estimates and could be construed as forward making statements. The future involves certain risks and uncertainties that could cause actual results to differ materially from the current views being expressed. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.



# Agenda

**Business Environment FY 18-19\***

**Financial Performance FY 18-19\***

**Business Review FY 18-19\***

**Risks and future outlook**

*\*The details in the presentation are for the period April – March 2019*

# Business Environment 18-19

- ☐ Reduction of GST rates from 28% to 18% is positive for the industry
- ☐ Demand was a concern in fourth quarter
- ☐ Automotive industry saw a downward trend from quarter 3
- ☐ High inflationary trend in the first half of the year followed by volatility in the second half
- ☐ Geo-political concerns at a global level



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# Financials

## Q4 and 18-19

*Rs. Crore*

<b>Standalone</b>	<b>Q4 2018</b>	<b>Q4 2019</b>	<b>% Gr</b>	<b>1718</b>	<b>1819</b>	<b>% Gr</b>
Net Sales	1098	1142	4.0	4720	5139	8.9
EBITDA	169	150	-11.2	790	742	-6.1
EBITDA % of Net Sales	15.4	13.1	-2.3	16.7	14.4	-2.3
PAT	106	93	-12.3	516	467	-9.5
PAT % of Net Sales	9.6	8.1	-1.5	10.9	9.1	-1.8

# Financial Analysis 1819

## Positive Factors

- Increased saliency of Decorative
- Increased emulsion saliency
- Cost increased in decorative could be passed but with lag effect, and in industrial it was passed on partially
- Cost Reduction efforts across the company

## Negative Factors

- Adverse impact of foreign exchange & Crude
- Only partial price increase in Industrial

## Other Hallmarks

- All new capital projects funded through internal accruals
- Dividend maintained at 260%. Payout ratio is 36%



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# Decorative 1819

- ❑ Double digit growth
- ❑ Cumulative price increase around 6.2% due to increase in input prices
- ❑ Continued increase in Dealer Network to above 24,000 with CCD Machine penetration of around 70%
- ❑ Increase in Emulsion salience consistently
- ❑ New products in Premium Category : Premium emulsions(Ultra HD & Ultra Fresh) and Premium Wood coating(Italia & Gloria) launched



# Decorative 1819

- ❑ Soldier brand continued its high growth path
- ❑ Introduced paint application tools in select markets
- ❑ Entry into Adhesives and Construction Chemicals
- ❑ Growing Brand
  - Launch of marketing campaign “Little bit of Nerolac”, introducing Mr. Ranveer Singh as the new face of brand Nerolac
  - Continued marketing on sporting events (Nerolac 12<sup>th</sup> Man & 3 IPL teams)
  - Launch of *Colour my Space* – a unique engagement Virtual Reality tool



# Decorative 1819



'Little Bit of Nerolac' Campaign with Ranveer Singh



Nerolac Website in seven different languages



IPL 12<sup>th</sup> Man



Nerolac Colour Trails

# Innovation

## PRODUCTS

- Nerofix
- Gloria
- Impressions Ultra HD, Ultra Fresh
- TopGuard
- Excel Mica Marble



## CONSUMERS

- Increased Reach
- Increased Engagement
- Inspiration marketing



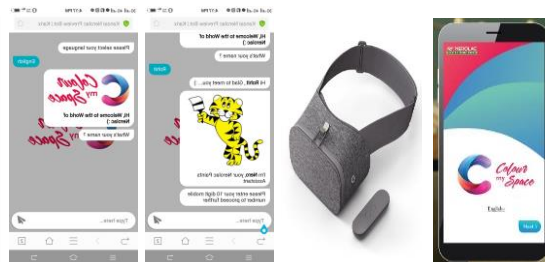
## INFLUENCERS

- Tech led Training
- Loyalty Programs



## Technology Solutions

- VR & Chatbot
- Website in Regional Languages
- Visualiser



## BRAND ASSETS

- Nerolac Anthem (8 languages)
- Brand Ambassador

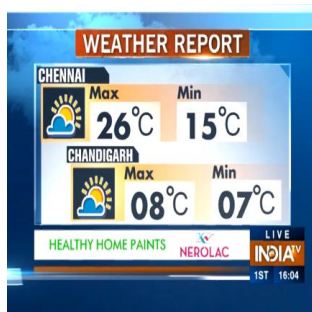
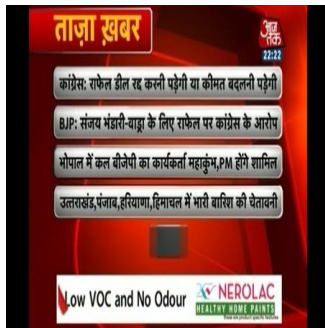




# Media Snapshot

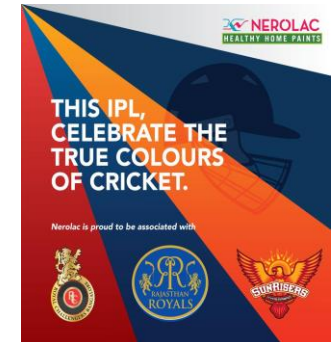
## Dominated News:

- High visibility sponsorships



## Dominated Cricket:

- Innovations on air programing
- Astons, Jingle etc.



# Industrial 1819

## Automotive

- Increase in Market share
- Introduced new technologies for productivity improvement, process improvement and energy saving
- Price Increase not in line with raw material inflation
- Auto-refinish continues to grow at accelerated pace

## Performance Coating

- Double digit growth in Liquid and Powder segments leading to gain in Market share
- Improvement in Topline and Bottomline in Marpol
- Major gains in Coil Coating
- Entered new segments



# International Operations 1819

## □ Nepal

- Good growth in Topline and Bottomline

## □ Lanka

- Good growth in sales
- Break-even on a horizon of 2-3 years

## □ Bangladesh

- Acquired RAK Paints Bangladesh with a diverse range of products in Decorative and Protective coating
- Significant improvement in Topline and Bottomline

# Operations 1819

## Procurement:

- Rise in crude oil accelerated the cost of raw materials leading to Inflationary pressures
- Tight availability of key raw materials continued

## New production facilities:

- Sayakha (Gujarat) : Operations started
- Goindwal Sahib (Punjab) : Advanced stage of commissioning





# Operations 1819

## Strengthening IT:

- KNPL has forayed into Machine Learning technologies, becoming the first paint company in India to do so using the SAP Leonardo platform
- Integration of Robotic Process Automation (RPA) to support key operations

## Driving Sustainability Agenda:

- Increased usage of green energy resources
- Dedicated webpage for Sustainability



# Key Awards & Recognition 1819

- Certified as a Great Place to Work by GPTW
- Received Vendor excellence awards from Honda Motorcycles & Scooters India(HMSI) and Bharat Heavy Electricals Limited (BHEL)
- Economic Times recognized Kansai Nerolac Paints as one of the Best Brands 2018-19
- Kansai Nerolac Paints named as one of the most valuable Indian brands of 2019 by Interbrand



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# Risks and Outlook

## Risks:

- High volatility in Forex and Crude prices

## Outlook:

- Improvement expected in automotive demand in second half of the year
- Prediction of near normal monsoon, growth in the agriculture sector and reduced interest rates in the economy should provide necessary impetus for growth



# Thank You

