

Date: February 02, 2021

To The Department of Corporate Services –CRD Bombay Stock Exchange Ltd P.J.Towers, Dalal Street MUMBAI – 400 001	To National Stock Exchange of India Limited 5 th Floor, Exchange Plaza Bandra (E), MUMBAI – 400 051
Scrip Code: 509675/HIL; Through Listing Centre	Scrip Symbol: HIL: Through NEAPS

Dear Sir / Madam,

Sub: Investors' presentation for the quarter and nine months ended December 31, 2020

Ref: Intimation under Regulation 30 of SEBI (LODR) Regulation, 2015

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirement), Regulation 2015 (the "Regulation"), kindly find enclosed Investors' Presentation for the quarter and nine months ended December 31, 2020.

You are requested to kindly take the same on record and acknowledge the receipt.

Thanking You
for HIL LIMITED

KR Veerappan
KR Veerappan
Chief Financial Officer



Financial Results Presentation

Q3 & 9M FY2021

HIL
TOGETHER, WE BUILD.



 **CK BIRLA GROUP**

Disclaimer

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Strategic Overview

CK Birla Group – 160+ Years of Rich Legacy

Over **US\$2.4 billion**
Conglomerate



Present across
Five Continents



Over **25,000**
Employees



Focus on **Long-term**
Values, Trust-based



Numerous
Patents & Awards



Relationships &
Philanthropy



HIL steadily moving towards One-Stop Building Solution

Strong brand equity



- Fibre Cement Sheets
- Coloured Steel Sheets
- "Charminar +" Coloured Fibre Cement Sheets



Dry Wall:

- Solid Wall Panels
- C- Boards
- Flex-O-Boards
- SmartBond
- Designer Board

Wet Wall

- AAC Blocks
- Block Jointing Mortar



Pipes & Fittings:

- UPVC Pipes and Fitting
- CPVC Pipes and Fitting
- SWR Pipes and Fitting
- Column Pipes
- Pressure Pipes

Wall Putty



- Next Gen Non-asbestos Corrugated Roofing Sheets



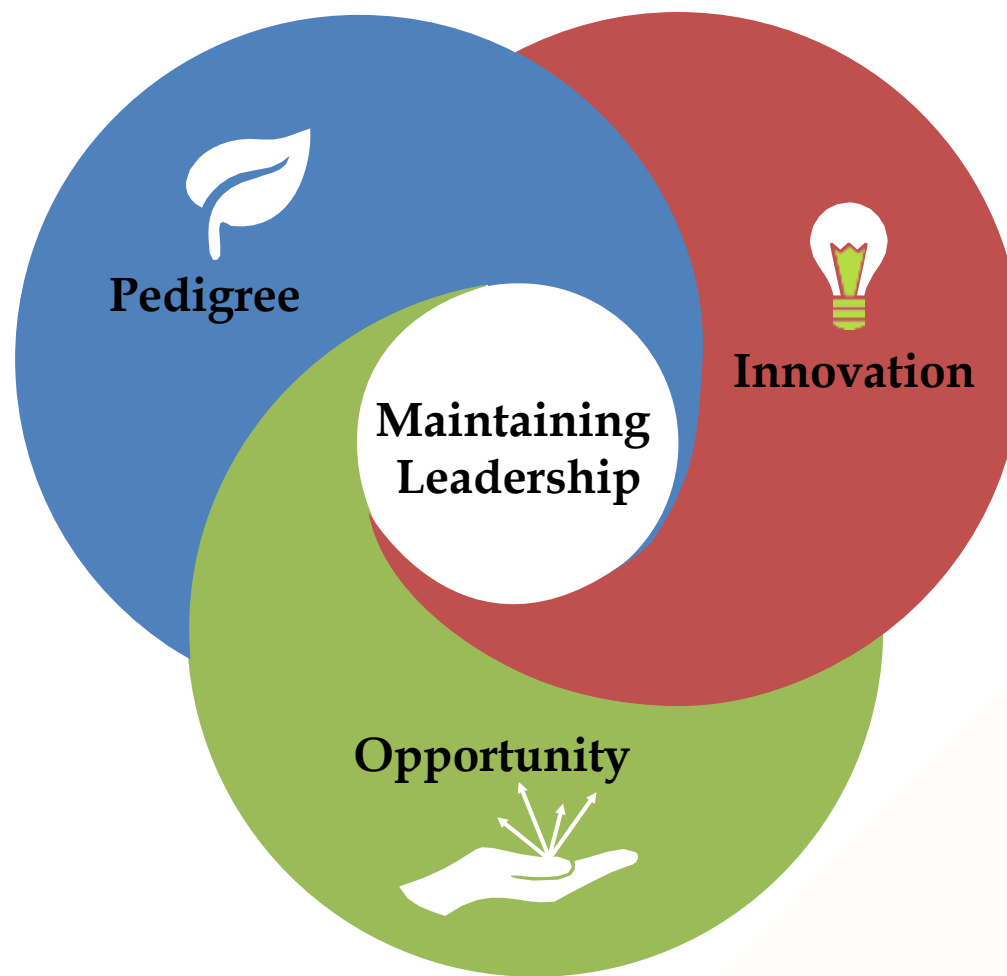
- Engineered Wood Flooring
- Laminate Flooring
- Resilient Flooring
 - LVT
 - ModularOne
 - SPC
- Skirting, Wall & Ceiling Panel and Accessories

Over 7 decades experience in handling of Chrysotile: Blemish-free health & safety record

Unique product attributes driving competitive advantage: Highest strength, Least breakage, Durable across lifetime

HIL's Agenda for Growth

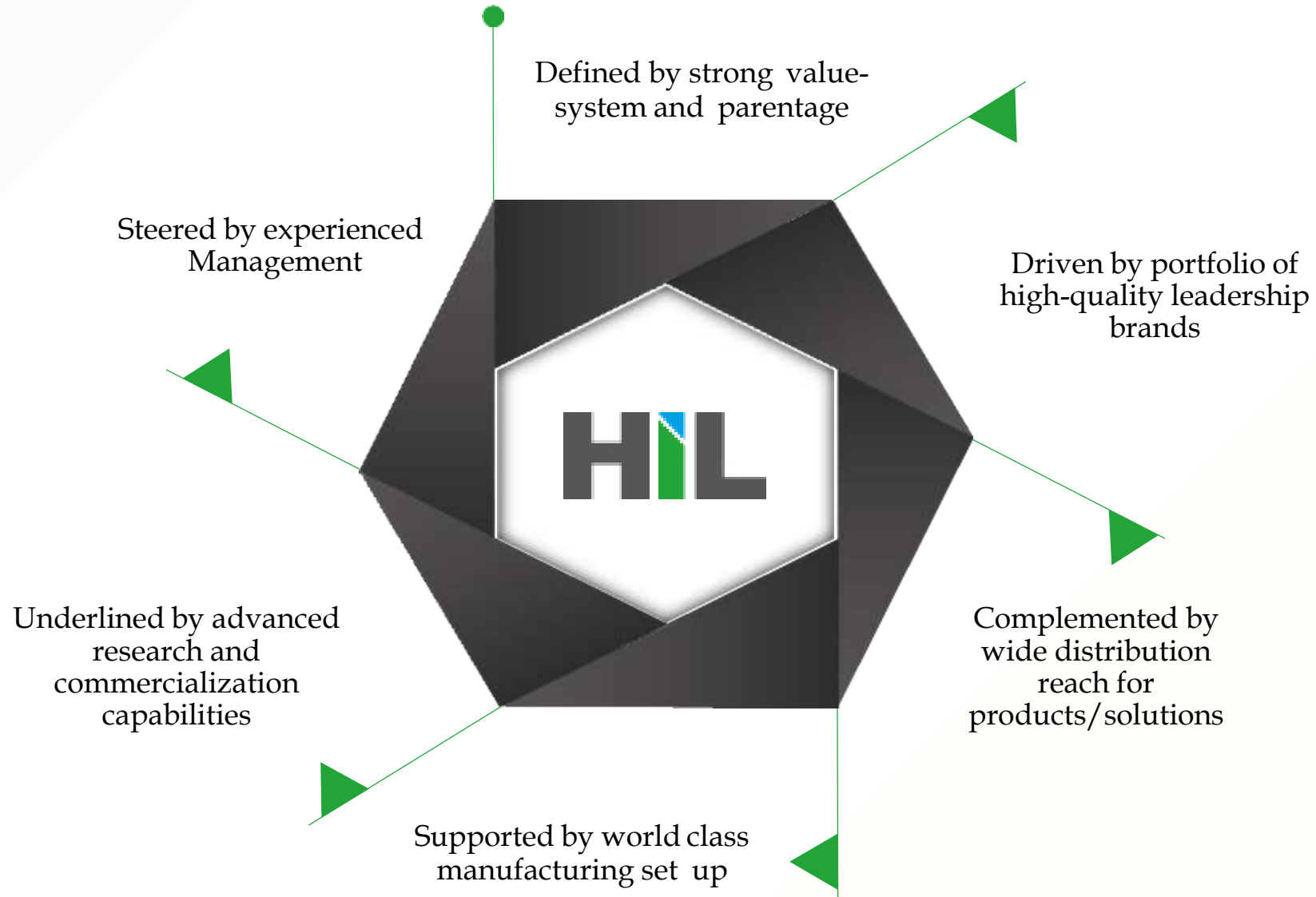
- Established brands
- Committed dealership
- Momentum in margins through sustainable efficiencies
- Great Place to Work with diverse and competent workforce



- Drive organic expansion
- Augment non-roofing portfolio
- Launch research based green solutions

- Develop adjacent complementarities
- Diverse and sustainable portfolio
- Harness existing core strengths

HIL's Strengths



The Superbrands

HIL has been enjoying the Superbrand status for the past 5 consecutive years



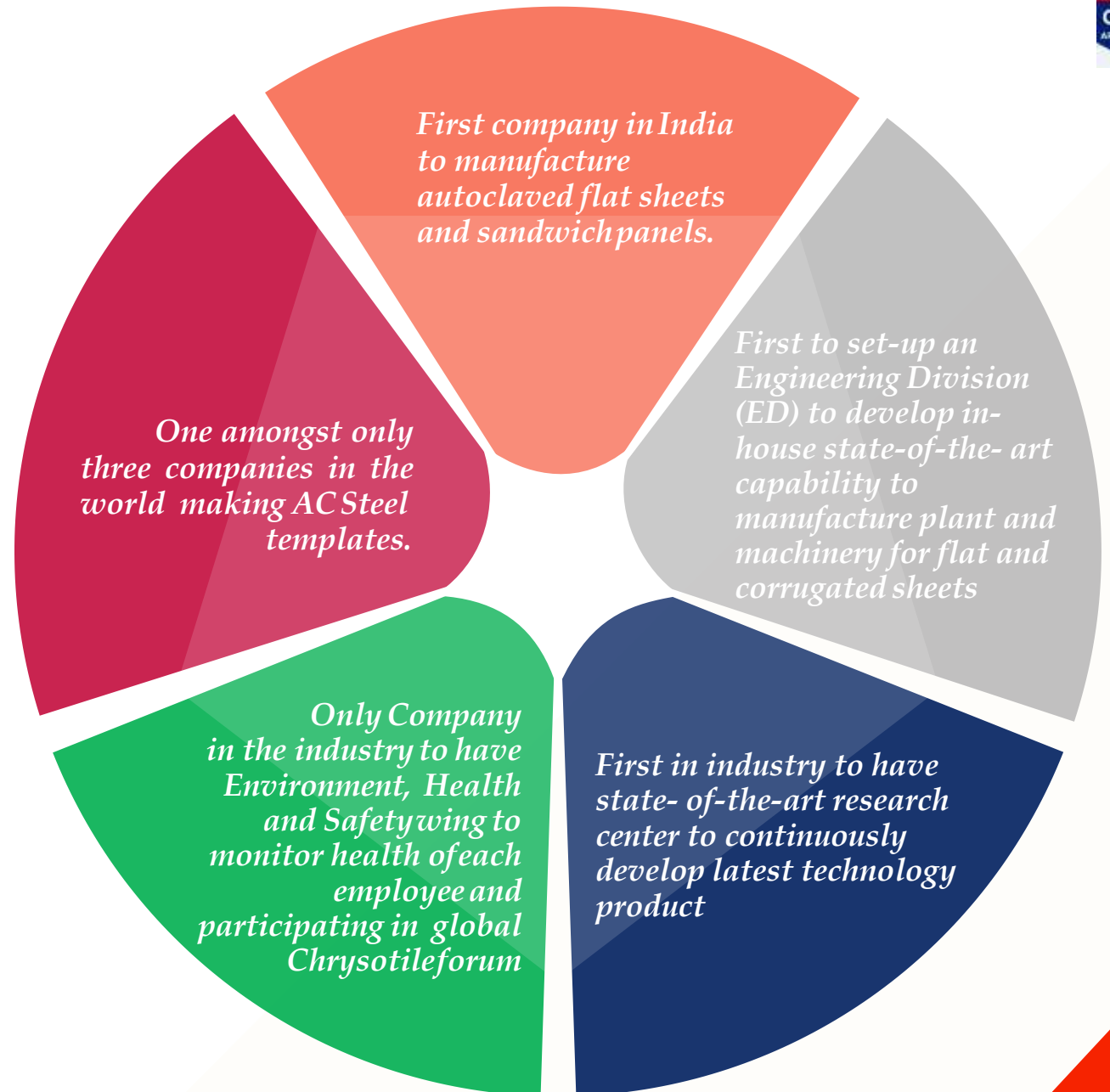
A Superbrand is a recognition of a brand's commitment to quality and excellence of products and services.

Birla Aerocon and Charminar of HIL have been bestowed upon with the status of 'CONSUMER SUPERBRAND' this year. Both have been ranked one of the top brands across all categories in India.

Both Birla Aerocon and Charminar offer customer advantages and benefits over its competitors and also contribute to the development of the society promoting eco- friendly products.

HIL a Trendsetter

Trendsetter in the building material industry by creating new benchmarks in Quality, Processes and Products



Distribution Spread

Building the nation through high quality, cost effective products

Key competitive advantage

- 23 Manufacturing facilities globally
- Presence in 80+ Countries
- 38 Sales depots in India
- 2,500 loyal stockiest/distributors in India
- 6,500 sub-dealers in India
- Deeper market penetration – Rural
- Urban real estate markets & green building products
- Low cost, high strength & best quality roofing products



Manufacturing Prowess

Roofing Solution



Building Solution



Polymer Solution



World-class facilities. Transparent operations

Vision

**“To be a leading, global,
innovative, and eco-
friendly, building and
infrastructure solutions
company and create
sustainable value for
our stakeholders”**

Mission



Value, Vision and Lineage

Our Values

Accountability

Integrity

Respect

Teamwork

Excellence

Innovation



Mr. CK Birla:

Business must be conducted with highest standards of excellence, values, respect for the environment and human health. Business is the means to develop a better society and provide care to all. HIL will play its role in the infrastructure and construction sectors as a leader, shaping the future of this industry with practices and products that are eco - friendly and technologically advanced

Awards Won Recently



Superbrand
(India) of the year
– 2019



Asia's Most Trusted
Company, 2019
- IBC, USA



Most Promising
Business Leaders of
Asia , 2019-20
- The Economic Times



Design Award
for Parador,
2019



Iconic Award
for Parador,
2019



Fortune
The Next 500



Awards Won Recently



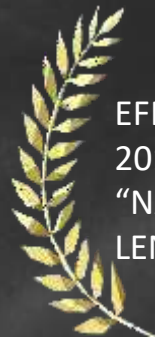
GERMAN DESIGN
AWARD SPECIAL
2019



ICONIC AWARDS
FOR INNOVATIVE
INTERIOR PARADOR
2020



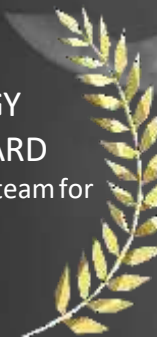
GERMAN DESIGN
AWARD WINNER
2019



EFFIES AWARD
2019-20 for TVC
"NAAM DEKHKE
LENA"



TECHNOLOGY
SENATE AWARD
Received by IT team for
INDUSTRY 4.0



Parador: Suite of Products

Laminate
Flooring



Engineered
wood flooring



Resilient Floor
Covering



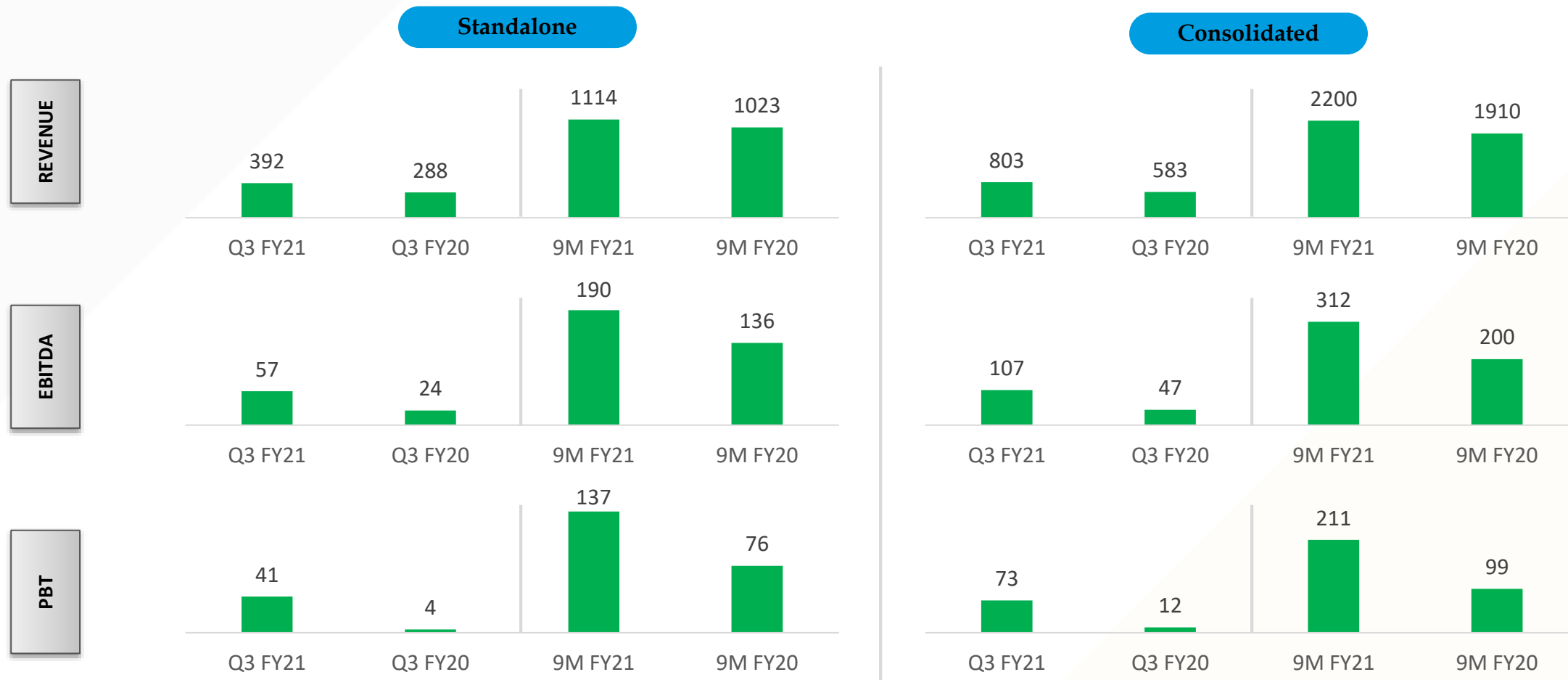
ModularOne
Flooring



Quarterly Discussion

Highlights of Q3 & 9M FY21 Performance

In Rs. Crore



All numbers are exclusive of discontinued operations of Thermal Insulation business

EBITDA and PBT margins are improved due to zero based cost planning and improved efficiencies

Financial Statements – P&L

Standalone

Consolidated

In Rs. Crore

	Q3 FY21	Q3 FY20	Y-o-Y	9M FY21	9M FY20	Y-o-Y	Q3 FY21	Q3 FY20	Y-o-Y	9M FY21	9M FY20	Y-o-Y
Total Income	400	294	36%	1,139	1,048	9%	809	587	38%	2,219	1,929	15%
Total Expenditure	343	270	27%	949	912	4%	702	540	30%	1,907	1,729	10%
EBITDA	57	24	131%	190	136	40%	107	47	129%	312	200	56%
PBT (for continuing operations)	41	4	982%	137	76	81%	73	12	512%	211	99	112%
PAT (for continuing operations)	30	4	675%	102	62	65%	53	9	506%	152	76	99%
EPS (for continuing operations)	40.69	5.26	674%	135.85	82.49	65%	70.11	11.60	504%	202.57	101.82	99%
Total PBT	41	5	724%	199	84	138%	73	13	457%	272	107	154%
Total PAT	30	5	523%	147	68	117%	53	10	446%	197	82	140%
EPS (for continuing & discontinued operations)	40.69	6.54	522%	196.62	90.64	117%	70.11	12.88	444%	263.34	109.97	140%

Complied as per Ind AS

Results discussion - Segmental

In Rs. Crore

Particulars	Q3 FY21	Q3 FY20	Y-o-Y	9M FY21	9M FY20	Y-o-Y
Revenue	803	583	38%	2,200	1,910	15%
Roofing Solutions	183	136	34%	664	580	15%
Building Solutions	84	81	4%	181	241	-25%
Polymer Solutions	123	67	83%	263	192	37%
Flooring Solutions	413	298	39%	1,089	894	22%

Complied as per Ind AS

Roofing Solutions comprises: Fibre Cement Sheets and Coloured Steel Sheets.

Building Solutions: Dry/Wet walling products

Polymer Solutions: Pipes and Fittings and Wall Putty

Flooring Solutions: Laminate Flooring, Engineered Wood Flooring, Resilient Flooring, Skirtings and Accessories

Others comprises: Wind Power and Material Handling and Processing Plant and Equipment

All numbers are exclusive of discontinued operations of Thermal Insulation business

- Roofing Solutions continues to deliver a healthy comparative performance despite seasonally weak quarter
- Building Solutions witnessed better Q-o-Q performance with a gradual revival witnessed in the real estate space
- Polymer Solutions growth supported by the attractive product portfolio and distribution synergies pan India
- Parador continues to show encouraging performance despite impact of second wave of COVID
- Introduction of E-business, focus on DIY were key success factors to positively impact Parador Germany business

Results discussion

In Rs. Crore

	Standalone						Consolidated					
	Q3 FY21	Q3 FY20	Y-o-Y	9M FY21	9M FY20	Y-o-Y	Q3 FY21	Q3 FY20	Y-o-Y	9M FY21	9M FY20	Y-o-Y
EBITDA	57	24	131%	190	136	40%	107	47	129%	312	200	56%
EBITDA Margin	14%	8%	581 Bps	17%	13%	372 Bps	13%	8%	526 Bps	14%	10%	372 Bps
PBT	41	4	982%	137	76	81%	73	12	512%	211	99	112%
PBT Margin	10%	1%	898 Bps	12%	7%	482 Bps	9%	2%	703 Bps	9x`%	5%	434 Bps
PAT	30	4	675%	102	62	65%	53	9	506%	152	76	99%
PAT Margin	8%	1%	629 Bps	9%	6%	304 Bps	6%	1%	502 Bps	7%	4%	289 Bps

- HIL converted the crisis into an opportunity to redefine working capital norms and reduce overall debt
- Efficient cash flow management helps to manage running the businesses effectively
- Daily review of operational cost across all plant at various levels has inculcated immense cost discipline
- Health and safety of Employees given utmost priority and impetus
- Daily huddle meets across the organisation helped connect, stay focused and bring in a sense of purpose, agility, commitment and pride. Operational challenges are mitigated with quick decision making
- Opportunistic sales and reimagine the sales funnel with minimum cash risk
- Product lines across products continue to maintain lead in quality and pricing

Financial Statements – Balance Sheet

Particular (Rs. Crore)	Standalone		Consolidated	
	31.12.2020	31.03.2020	31.12.2020	31.03.2020
A) Equity & Liabilities				
Shareholder's funds	846	705	961	743
Non-current liabilities	173	256	509	606
Current liabilities	376	576	656	805
TOTAL EQUITY & LIABILITIES	1,395	1,537	2,126	2,154
B) Assets				
Non-current assets	1,013	1,049	1,250	1,214
Current assets	382	488	876	940
TOTAL ASSETS	1,395	1,537	2,126	2,154

- Net worth increased to Rs.961 crore as on Dec 31, 2020 from Rs.743 crore as on Mar 31, 2020
- Net Debt reduced by Rs.241 crore during the first 9 months of the year
- Net Debt to Equity at 0.52x as on Dec 31, 2020 vs. 1.0x as on Mar 31, 2020
- Continue to take measures to strengthen the Balance Sheet

Building a Covid-19 proof, robust Business Model

- Overall Q3 has seen signs of normalcy returning and economy and businesses returning to Pre-Covid levels
 - Witnessed a normalized capacity utilization across all business verticals
 - HIL's zero based planning to cut down variable and fixed costs have proven effective as margins have been strong despite the effects on the topline
- After a successful H1, Roofing solution business continued the positive performance
 - The Company continues to evaluate newer geographies and rural areas – added 700+ new counters during the year
- Building Solutions segment operated at 85-90% capacity and Polymer segment at 60% capacity, seeing a good increase in capacity utilization Q-o-Q
 - With their strong efficiencies and a reputable brand name, both segments have performed well in the new tier-II & III cities
- Parador operated at 72% capacity in Q3 FY21 as the situation improved in most geographies of Europe
 - Q3 is a moderate quarter in Europe due to the Christmas holidays, but performance has been better than we expected
 - Initiated initiatives on expanding Parador into newer geographies, both in and out of Europe through JVs and direct presence

Message from Managing Director & CEO



Shirup Roy Choudhary

“Q3 builds upon our robust performance during the first half of the year, with revenues growing 38% and profit after tax expanding 506%, in consolidated terms. HIL’s juggernaut continues to roll. Combining the vigour of our people and robustness of processes, we have not only conserved momentum during the pandemic but also scoped out new opportunities. I am pleased with the speed and calibre of our own internal transformation. Some of the gains you see on the cost side will stay with us, post pandemic.

With three, good, consecutive, cropping seasons, our Roofing solutions business is very attractively poised for the upcoming year. Given our generational acumen, advanced algorithms and deep distribution, our brand can deftly satisfy demand profitably. Our stature on quality remains un-diminished even as we have adapted operations to a diverse input mix. Measures taken to support the rural economic engine will add further to this buoyancy.

Through ingenuity and rigour our research set-up is engaged in further refining Charminar Fortune on commercial attributes. Manufacturing the product is getting easier and with ‘Humid Cure’ we are closer to applying the technology across board. Still aimed at the institutional segment, we are focused presently on new process & recipe and commissioning of new facility at Faridabad. This green offering underlines our commitment towards sustainable growth while at the same time de-risking business prospects.

We are enthused with the progress in Building solutions, where backed by the strengths we enjoy we have reasserted sales salience. As lockdowns get lifted in India, our core customer base in real estate and construction, is seeing traction in businesses. We are nearing full capacity utilization and will contemplate capacity augmentation at some time in the future. While the industry is still under slight pressure owing to slower rebound in the real estate sector, we have been able to improve on our top line from Q3 FY20.

Polymer solutions is on track to achieve projected milestones in the longer-term. The sector continues to grow with the persisting firmness in pricing acting as a tailwind. Our accent as yet remains on product development, penetrating territories in the hinterland better and further curtailing on superfluous cost. Concurrently steps are being taken to expand our leadership in putties in the North and West to the rest of the nation.

Parador has proven to be impervious to macro environment due to the adaptability shown in the home market of Germany and Austria. Whereas we have injected the business with efficiency enhancing initiatives but the real fillip is coming from broad basing of our sales reach. The brand is available more widely today, across the world and thereby is better able to absorb market dynamics during these trying times. India has already seen sizeable number of installations and the coming months shall see this number build up strongly.

We are very closely looking at growth investments. We remain keen to strengthen our position in building solutions through expanded capacities. At the same time we are looking at adding to our footprint in piping solutions additional SKUs.

The virus has clearly upended the way we do business. However through dint of determination, a panoply of brands and superlative execution, our teams have shown resilience. We have survived the worst and as the vaccinations underway in most major economies of the world suggest, better times are lining up ahead. I remain in awe of the commitment of our fellow workers and commend them once again for their remarkable efforts.”

Outlook

Growth from leadership roofing business through optimised distribution and stronger marketing

Investment in creating opportunities for growth in AAC Blocks & Panels by way of capacity expansion

Focus on driving non-roofing portfolio comprising Building, Polymer & Flooring Solutions

Established advanced research based non-asbestos roofing solutions to focus on institutional & MNC customers in India and overseas market - including state-of-the-art facility

Build a sustainable distribution network by establishing Sales Joint Ventures / subsidiaries in selected markets in flooring business globally

Committed to driving profitability momentum in coming quarters while strengthening Balance Sheet

GPTW Certified Company – 2nd Consecutive year



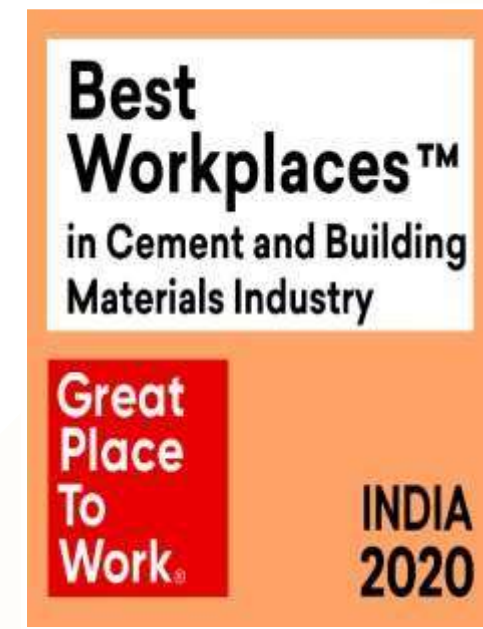
Recognized as “India’s Best Companies to Work For 2020”, Ranked at 67



Recognized as Top 30 of India's best workplaces in Manufacturing 2020



Certified 2nd year in a row with satisfaction score at 82% (from²⁹ 77% in 2019)



Recognized as Best Workplaces in Cement and Building Materials Industry 2020

Contact Us

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About Us:

Founded in 1946 and having completed 70 glorious years HIL Limited is an integral part of a burgeoning marketplace. It is the flagship company of the C K Birla Group, which is a growing US\$2 billion conglomerate with diversified interests. With over 25,000 employees, 41 manufacturing facilities and numerous patents and awards, the Group's businesses operate in five continents.

Today, HIL is the acknowledged leader in the Building Material space in India. HIL has been honored with the title of "Asia's Most Trusted Building Material Company for last 2 consecutive years by IBC INFOMEDIA. HIL also holds two consumer SuperBrand title and ranks amongst the top 20% of all other SuperBrands across all categories in India.

HIL manufactures a comprehensive range of products. Its Charminar brand is an established market leader in roofing solutions. Birla Aerocon, provides Green Building Solutions that includes Dry Walling, Wet Walling and Plumbing solution. Parador, the category leader in design & innovations, covers wooden flooring solutions. These are easy to install, energy efficient along with being superior in quality.

HIL's strength lies in its state-of-the-art manufacturing facilities, an unmatched distribution network and diligent customer care. HIL exports its products and machinery worldwide. The company is committed to support and provide environment-friendly products by following green and safe practices. With reference to the health surveillance records of our employees, HIL can safely claim that our AC sheets do not pose a health hazard to its workers, people who live under them, and the general population at large.

In its quest for excellence, HIL has developed a world-class R&D facility with a team of highly qualified and dedicated professionals to develop and refresh technologies and processes continuously redefining industry standards leading to solutions that are enriched, cost-effective and environmentally friendly.

HIL has surged ahead with a deep commitment to re-greening the world: it has adopted a unique "five- way green" philosophy to ensure that our products and processes are environmentally friendly from end-to-end. Over 30% of our energy needs are met from renewable sources. The company sources green raw materials with a low carbon footprint and processes them using green manufacturing that produces least effluents, byproducts and emissions. Finally, our end products are green, recyclable and have minimal environmental impact.

HIL is truly dedicated to providing smart choices that ensure environmentally sustainable Solutions.

With HIL we can explore a world of possibilities in building our dreams for a greener and safer tomorrow.

Additional information on the Company is available at the following link; <http://www.hil.in>

Thank You