

August 8, 2018

To The Department of Corporate Services –CRD BSE 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 Center	Scrip Symbol: HIL; Through NEAPS

Dear Sir/Madam,

Sub: Investors' Presentation for the quarter ended June 30, 2018

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

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Regulations"), kindly find enclosed Investors' Presentation for the quarter ended June 30, 2018.

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

Thanking you
For HIL LIMITED




G Manikandan
Company Secretary &
Financial Controller

HIL Limited

Q1 FY19 Results presentation

Cautionary statement regarding forward-looking statements

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Strategic Overview

A RICH LEGACY

- A **US\$1.8 billion** conglomerate
- Over **20,000** employees
- Numerous **Patents** and **Awards**
- Presence across **Five** continents
- Focus on **Long-term value, Trust-based Relationships and Philanthropy**

CK Birla Group



Home and Building

HIL Limited

Orient Cement

Orient Electricals

Orient Paper & Industries



Technology and Automotive

AVTEC Limited

Birlasoft Limited

GMMCO Limited

National Engineering Industries Limited (NBC Bearings)

Neosym Limited



Healthcare and Education

BMBHRC

The Calcutta Medical Research Institute

BIT, Mesra

Modern High School for Girls, Kolkata

Rukmani Birla Modern High School, Jaipur

Strong brand equity



- Fibre Cement Sheets
- Coloured Steel Sheets
- Non-asbestos Cement based Corrugated Sheets



- Dry Wall:**
- Solid Wall Panels
 - C- Boards
 - Flex-O-Boards
 - SmartBond
 - Designer Board

- Wet Wall:**
- AAC Blocks
 - Wall Putty
 - Block Jointing Mortar

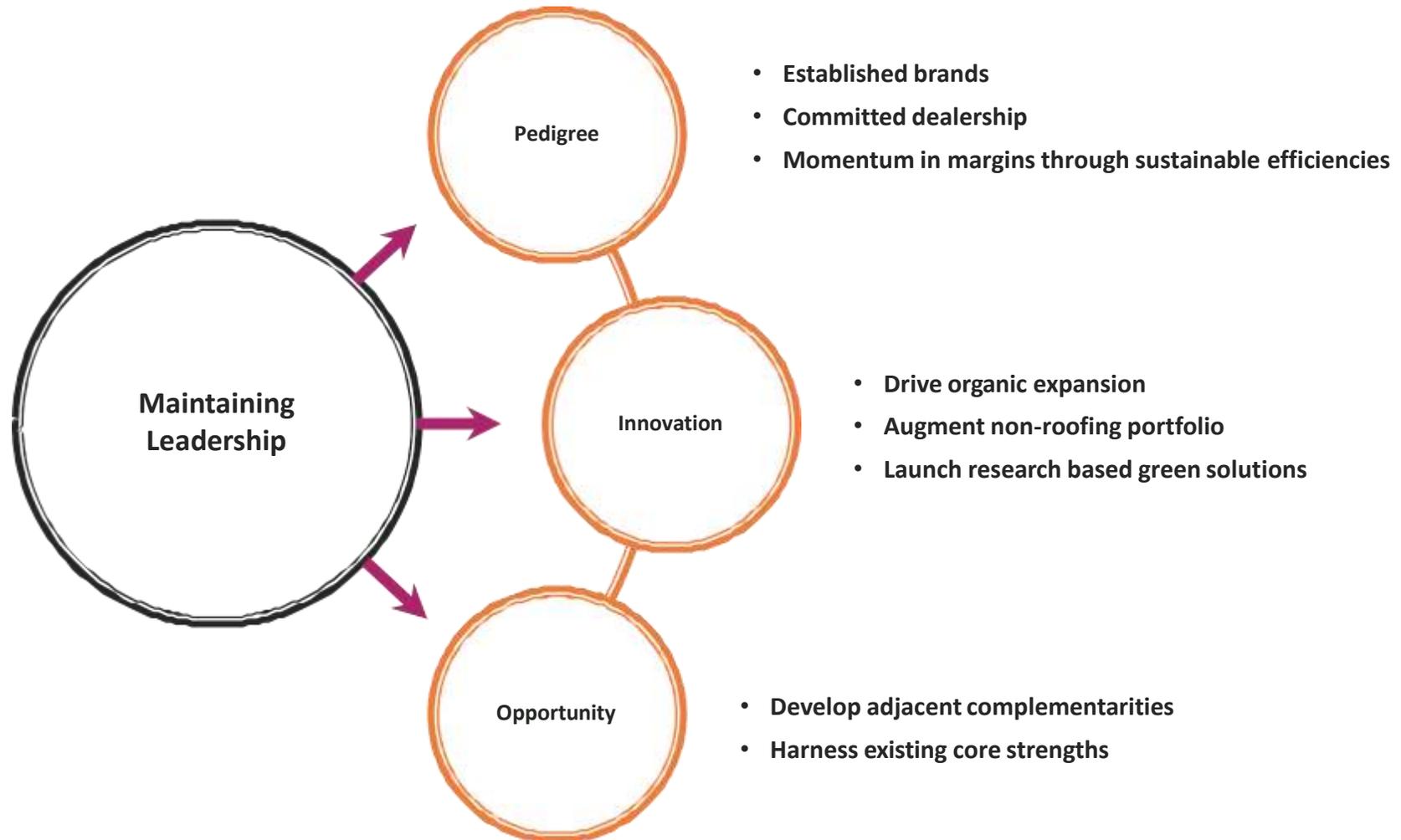
- Plumbing :**
- UPVC Pipes and Fitting
 - CPVC Pipes and Fitting
 - SWR Pipes and Fitting

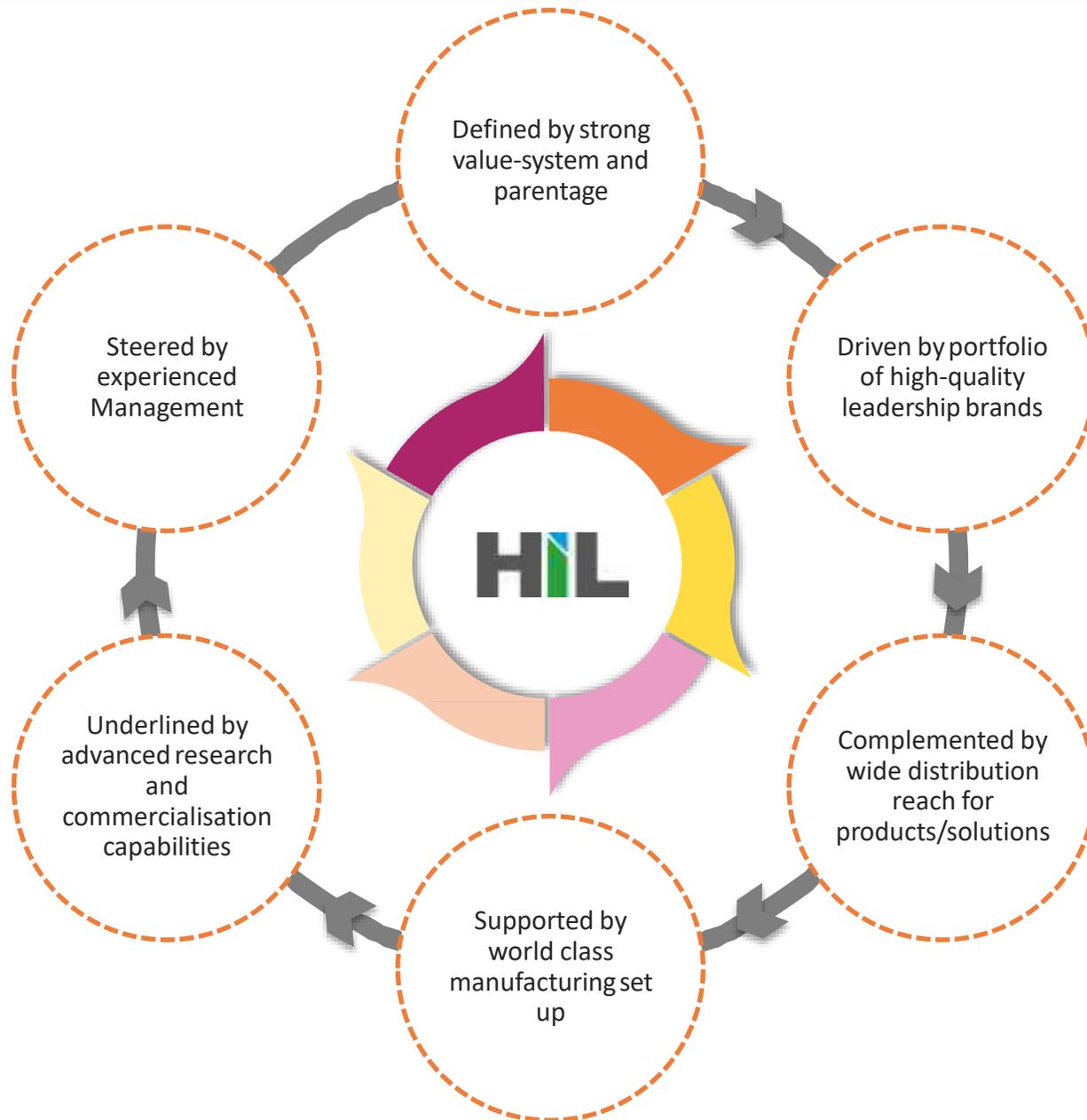


- Revolutionary High Temperature Insulation

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





Out of 4500 existing brands, only 263 brands have been able to secure the 'Superbrand' status



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 amongst the top 20% of all 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.

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

One amongst only three companies in the world making AC Steel templates.

First company in India to manufacture autoclaved flat sheets and sandwich panels.



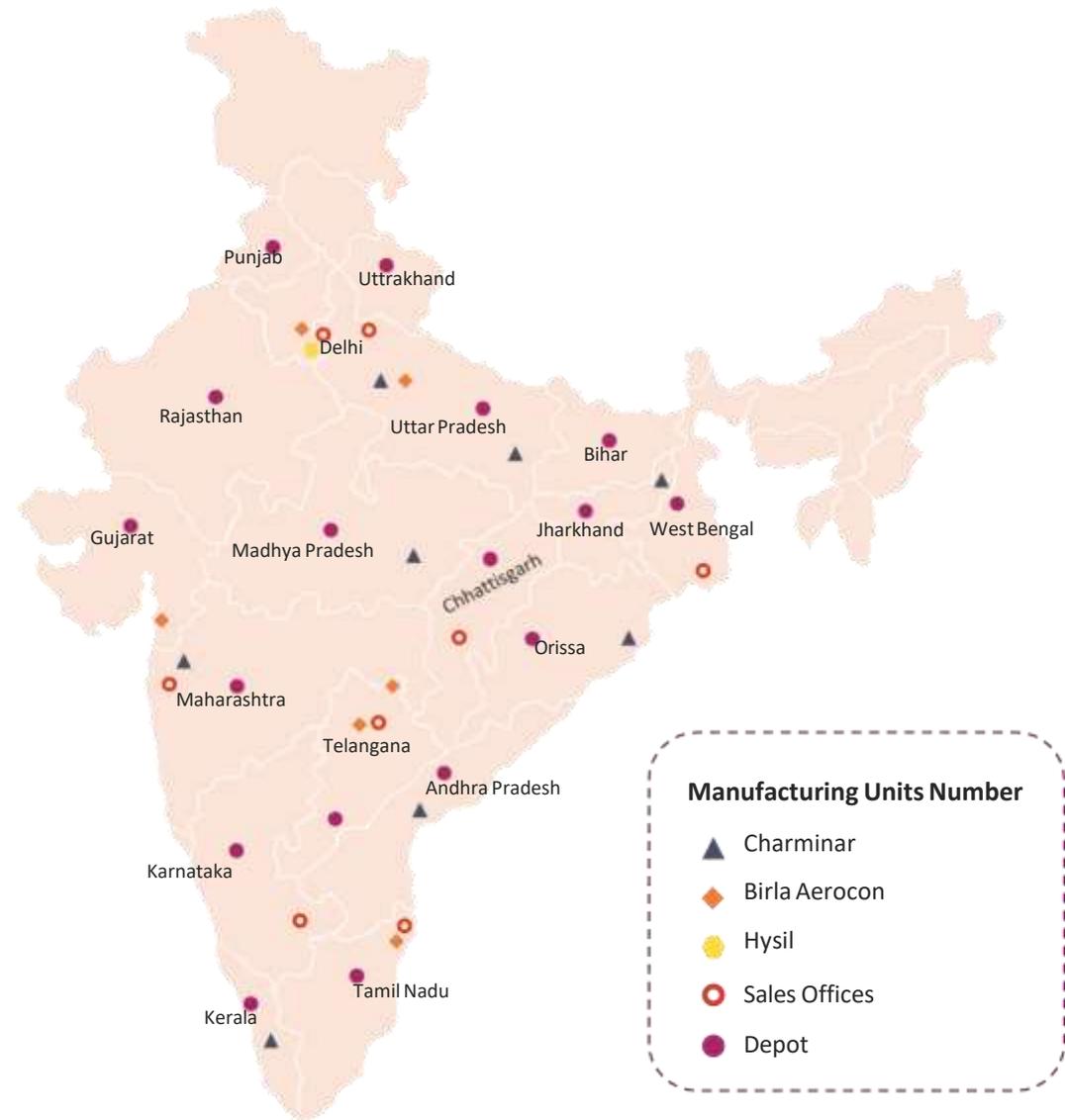
Only Company in the industry to have Environment, Health and Safety wing to monitor health of each employee and participating in global Chrysotile forum

First to set-up an Engineering Division (ED) to develop in-house state-of-the-art capability to manufacture plant and machinery for flat and corrugated sheets

First in industry to have state-of-the-art research center to continuously develop latest technology product

Key competitive advantage

- 20 Manufacturing facilities
- 40 Sales depots
- 8 sales offices
- 2500 loyal stockiest/distributors
- 6500 sub-dealers
- Deeper market penetration – Rural
- Urban real estate markets & green building products
- Low cost, high strength & best quality roofing products



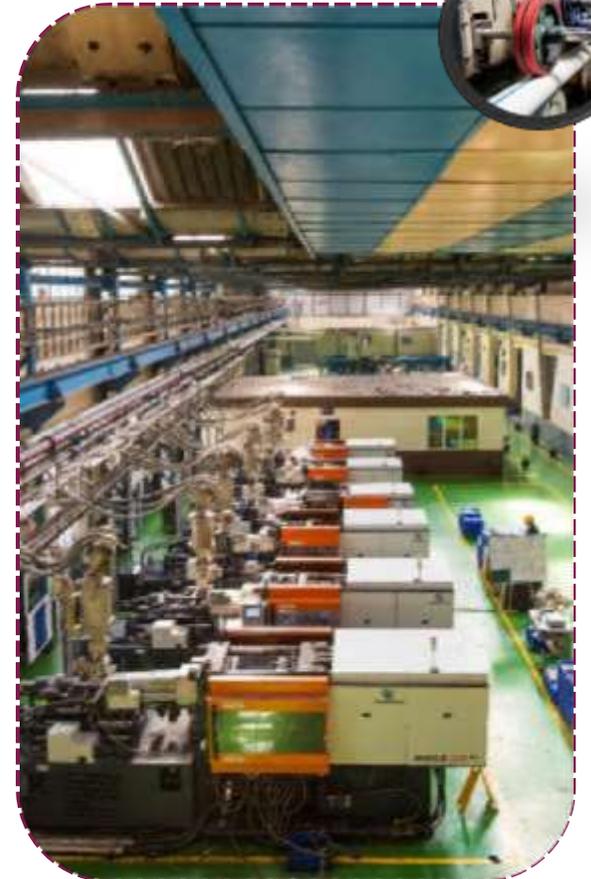
Roofing Solutions

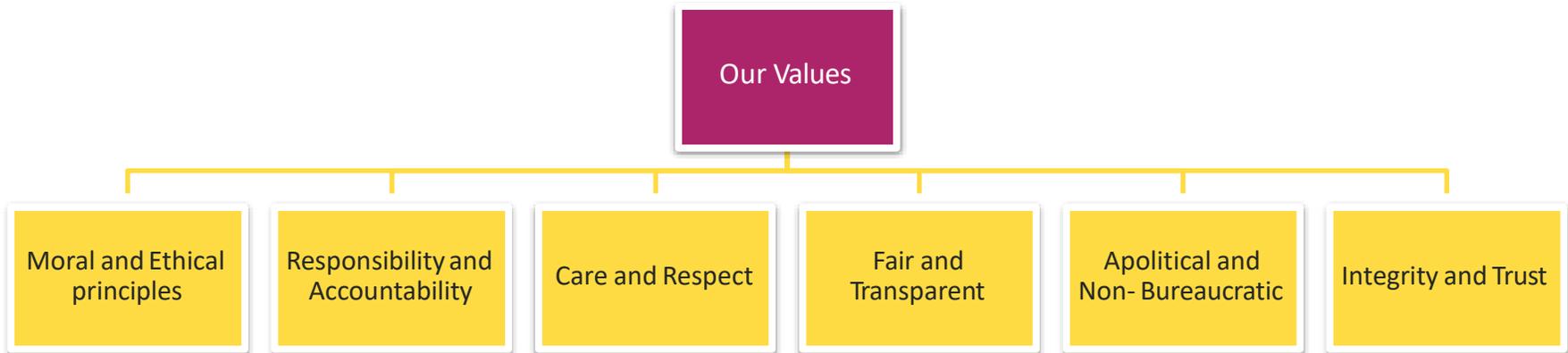


Building Solutions



Pipes & Fittings





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



HIL was recognized as an **ICONIC BRAND** by **ECONOMIC TIMES ICONIC BRANDS OF INDIA** in their 2nd edition, 2018. Iconic status is something every brand should aspire to be as it represents quality, consistency, durability, growth and grandeur of the brand over time. It represents the hard work and grit of everyone involved to make the brand one that is synonymous with Iconic.



HIL has been the recipient of **INDIA'S BEST COMPANY OF THE YEAR, 2017**.

It is a unique recognition of the success and ingenuity of the fastest growing companies across India. The selection was based on overall market share, innovation, workplace culture, governance, reputation & other such factors of the company.



HIL was awarded the **TPM Excellence "Category A"** Award at Kondapalli and Satharia for manufacturing excellence.

TPM Excellence awards are given to factories that:

- Achieve Zero Accidents
- Achieve Zero Defects
- Achieve Zero Break downs / Losses.
- Involve people in all levels of organization
- Form Cross- functional Team for identifying new ideas for the implementation and sustenance and Self-Maintenance across all the workplaces.



New construction under progress



CSR Activation by Golan Plant.

This is a Hostel Facility wherein the Tribal Students stay Free of Cost. It is Managed by Manav Kalyan Trust. The plant has donated Rs.10 lac towards this reconstruction of Hostel and School Facility for the betterment of Tribal Students on 14.06.2018

As of Now it is under construction, the Interiors and finishing works is under progress



Renovation of Sanitation & drinking water facilities at Government School, Ameerpet by Sanatnagar Plant



Renovation of a Primary Health Center in Satharia, UP



Renovation of Primary Govt School at Faridabadv

HIL goes Global with PARADOR

HIL Limited, to acquire Parador Holdings GmbH (“Parador”) for ~ €82.8 million

The strong leadership team at the helm, at Parador will continue to be responsible for day to day operations and drive the business forward

It will facilitate entry into Flooring Solutions, a highly complementary to HIL’s current product portfolio & also provide a renowned brand with strong R&D & design capabilities

Global provider of Building Products and Solutions

Transaction provides a compelling value proposition and underscores HIL’s aspiration of one stop shop for all Building Products & Solutions

To enhance HIL’s position as a leader in building material solutions in India with strong capabilities in Europe

To enable HIL’s transition into a global player, expanding the product sales into India and South-East Asean Nations



Parador Holdings GmbH, founded in 1977, is a Germany based, vertically integrated, full-range supplier which designs, manufactures and distributes a wide range of flooring solutions including resilient flooring, laminate and engineered wood floors, wall & ceiling panels, skirtings and related accessories

Has one factory each in Coesfeld, Germany and Güssing, Austria

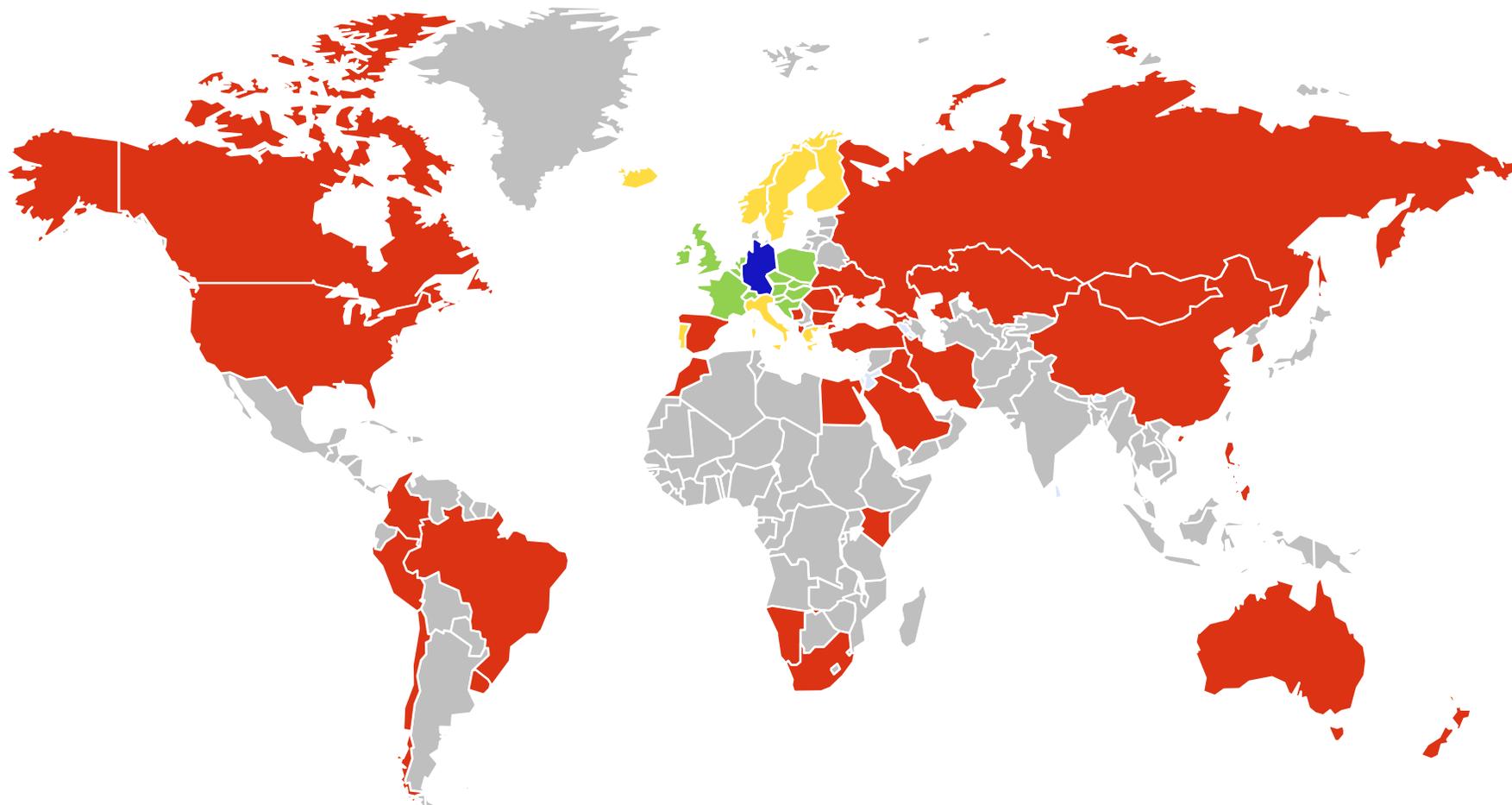
Its net revenue rose to €142.2 million in CY2017 from €134.8 million the year before

Parador, is the category leader in design and innovation with all products developed internally and produced with “Made in Germany” and “Made in Austria” quality

The Company has long-standing relationships with all major customers in Europe

For outstanding product design, Parador was awarded international prizes, including the red dot design award, the Interior Innovation Award and the German Design Award

Parador has been a partner of the "Plant-for-the-Planet" Foundation, which is active worldwide for afforestation and climate protection



Germany



Central Europe



Rest of Europe



Overseas

Catering to 65 Countries



Key Strategic Objectives

- ✓ Transform towards becoming a global player in Building Material industry
- ✓ Evaluate entry into adjacent categories in building materials for future growth
- ✓ Maximise cross-selling opportunity by leveraging strong network in India
- ✓ Stay ahead of the curve: be a technology pioneer in the Building Material industry
- ✓ Leverage CK Birla group strengths



PARADOR

A Unique Proposition

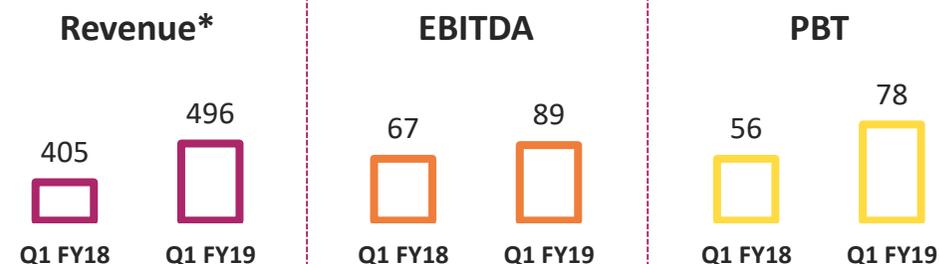
- ✓ Enable HIL's transition into a global player in Building Materials segment
- ✓ Facilitates entry into Flooring Solutions segment - highly complementary to HIL's product portfolio
- ✓ Parador is vertically integrated and comes with a renowned brand, strong R&D and design capabilities
- ✓ Developmental capabilities to build products suited to markets such as India and South East Asia
- ✓ Strong organizational setup led by experienced and capable management

Quarterly Discussion

In INR Crore

Highlights

- Streamlined model driving volume and earnings momentum – realizing volume gains in roofing solutions whereas growth in building solutions linked to salience of brand and embedded solutions based offering
- Initiatives in non-asbestos segment – green roofing and pipes & fittings, progressing as per plan



*Revenue shown net of duties and taxes on sale of goods, for comparison

Developments

- Healthy trends in asbestos based roofing solutions backed by optimization of processes across production facilities and distribution set-up. Consistent enhancement seen in market share
- Non-asbestos portfolio gaining traction across products. Contact established in many reputed institutional segments including Government bodies and Private sector companies
 - Solutions orientation infusing new dynamic in sales, Birla Aerocon brand continues to generate strong gains in crowded marketplace
 - Developing profile in piping business through enhanced range of offering. Capability augmentation across Faridabad, Golan and Chennai in SWR to strengthen market play

INR Crore	Q1 FY18	Q1 FY19	Y-o-Y
Total Revenue	405	496	23%
Total Expenditure	353	423	20%
EBITDA	67	89	33%
PBT	56	78	40%
PAT	37	52	41%
EPS	49.4	69.7	

Complied as per Ind AS

Total Revenue and Total Expenditure are shown net of duties and taxes on sale of goods for comparison

Rs. Crore	Q1 FY18	Q1 FY19	Y-o-Y
Revenues			
Roofing Solutions	308	352	14%
Building Solutions	85	116	37%
Others	12	29	131%

Complied as per Ind AS

Total Revenue are shown net of duties and taxes on sale of goods for comparison

Sustained trends in roofing solutions backed by robust volume momentum, benefiting from concurrent foray into institutional segment with non-asbestos green roofing solution and focused increase in marketing/branding tie-ups Q1 saw 14% improvement YoY.

37% YoY gains in building solutions follows pursuit of brand-backed differentiated model. Solutions based strategy resulting in market share gains across wet/dry walling categories

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

Building Solutions: Dry/Wet walling products and Thermal Insulation materials

Others comprises: Pipes & Fittings, Wind Power and Material Handling and Processing Plant and Equipment

INR Crore	Q1 FY18	Q1 FY19	Y-o-Y
EBITDA	67	89	33%
EBITDA Margin	16%	18%	133 bps

Strong YoY trends in EBITDA in line with volume gains in key brands, enhanced productivity and efficiency and focused initiatives to tighten operating costs
 Development in margins broad-based, seeing enhancement with higher business in non-asbestos segments and continued improvement in roofing business

INR Crore	Q1 FY18	Q1 FY19	Y-o-Y
PBT	56	78	40%
PBT Margin	14%	16%	193 bps

Judicious capital allocation complemented by initiatives to enhance enterprise productivities is setting stage for superior returns

State-of-the-art eco-friendly roofing solution aimed at growing the market

Incubated, developed and manufactured, completely in-house. R&D spend of only Rs. 13 crore

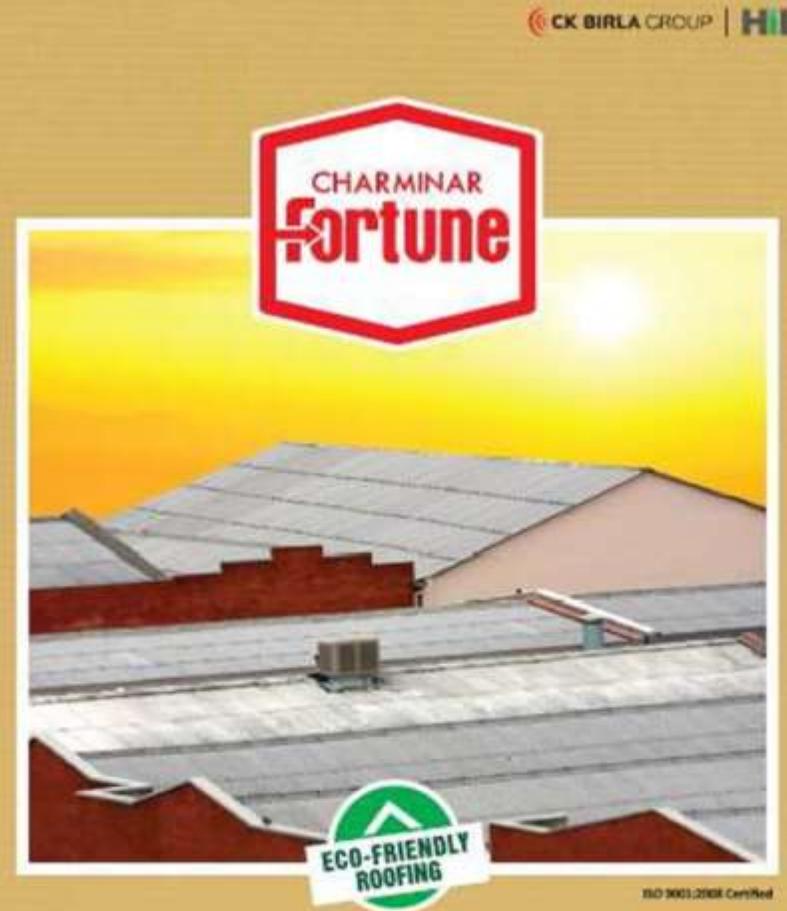
Offers superior product attributes vis-à-vis complimentary product at competitive prices

Tailored to requirements of institutional customers – launched initially with few customers

Commenced commercial production at Kondapalli Plant, Andhra Pradesh with a capacity of 33,600 MT PA

Initial focus on seeding this product, product education and mindshare gains

Response from target segment has been encouraging, expect meaningful contribution H2 FY19 onwards



LIGHT WEIGHT



AUTOCLAVED PRODUCT



HIGH IMPACT STRENGTH



SOUND INSULATION



THERMAL INSULATION



EXCELLENT FIRE RESISTANCE





“The brand recall, loyalty, followers of HIL’s products are quite symbolic to what CSK has...is a champion in its respective segments

INVESTING FOR SUSTAINED GROWTH

HIL Ltd debuted as sponsor of Chennai Super Kings (CSK) in the latest season of IPL

Launched first ever TVC introducing the new positioning for HIL, ‘Together, we Build’ which highlights the presence of the company in various building materials with its brands Birla Aerocon and Charminar with products for roofing, pipes and fittings, smartputty, panel and blocks.

Dhirup Roy Choudhary



"HIL is a company in throes of transformation. With strong operating foothold in the core roofing solutions we have interest in growing the non-asbestos business more robustly in the coming years.

Our acquisition of the premium flooring solutions concern, Parador gives us access to a swathe of industry relationships in key new advanced markets and opens up possibilities to distribute our products further afield. We are very enthused with the business that it brings and a very capable management team that backs it; and have exciting plans to chart growth going ahead. The deal is expected to close in a months' time from now. The buyout will need antitrust approvals in certain jurisdiction whereas the shareholders have already approved the investment in the 71st AGM held on 6th August 2018.

Q1 traditionally represents peak demand for our asbestos roofing product. The 23% improvement in sales is backed by volume growth and is the result of concerted activity by our sustained corporate communication campaigns and dealer activations, nationwide. We have continued to grow ahead of the market consistently and added to our market share.

Our non-asbestos businesses have fared better as well on YoY. We have a strong brand profile in Birla Aerocon and we are driving it to gain share from the unorganized market. The implementation of the GST last has been a shot in the arm proverbially. Work on expanding the range of products is an ongoing effort for us but the real focus is on presenting a cogent solution to our customer base. And this approach is showing up in the results quarter upon quarter.

I have great ambitions for the pipes and fittings business, where we are aiming for a larger pie with an extended portfolio of products, especially in the SWR category. The industry rates of growth aside we firmly believe in the brand promise and our ability to logically play a larger role in the coming years.

There is great organizational fervor behind this stupendous progression in our performance. The energy is pervasive and very apparent across our plants that are each rising to the growth challenge through enhanced dedication and passion and our extended distributor-dealer-retailer family which is the true face of HIL to our customers."

Growth from leadership roofing business through optimised distribution and stronger marketing

Investment in creating opportunities for growth in Pipes & Fittings by way of capacity expansion

Focus on driving non-roofing portfolio comprising Building Solutions

Launched advanced research based non-asbestos roofing solutions to harness existing business strengths and capture emergent growth opportunities - focus on institutional customers

To become one stop shop for all Building Solutions

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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\$1.8 billion conglomerate with diversified interests. With over 20,000 employees, 24 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 honoured with the title of "Asia's Most Trusted Building Material Company for 2016 by IBC INFOMEDIA. HIL also holds the 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. HYSIL, an industrial thermal insulation is used in a range of applications in energy-intensive industries. Birla Aerocon, provides Green Building Solutions that includes Dry Walling, Wet Walling and Plumbing solution. 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