Greenlam

## Investor & Analyst Meet FY2018 & Q1 FY2019 July 27, 2018

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## "SOME PEOPLE LOOK FOR BEAUTIFUL SPACE, OTHERS MAKE A PLACE BEAUTIFUL"

We at Greenlam, transform and **beautify spaces** with **evolving technologies** and **creative design solutions**.

A one stop solution for all surfacing needs.

Laminate | Compact Laminates | Decorative Veneer | Engineered Wood Floor | Engineered Doors & Door sets



## 25 Years of Excellence

1992 foundation of laminate unit at Behror, Rajasthan

1993 initiated commercial production and exports of laminates

2002 started commercial production of decorative veneer

2006 established1st overseas subsidiary in Singapore

2008 established overseas subsidiary in United States

2009 awarded largest exporter of Laminates from India

2009 commercial production started at 2nd laminate unit at Nalagarh, HP

2014 Nov Demerged and became separate legal entity as Greenlam Industries

## 25 Years of Excellence

**2014** commercial production of Engineered Wooden Flooring and Melamine Faced Chipboards started at Behror

2015 commercial production of Engineered Doors at Behror

2015 launched Teak & Engineered Veneer in Decorative Veneer segment

2015 Expanded laminate capacity by 2mn sheets at Nalagarh

2017 Expanded laminate capacity by 2mn sheets at Nalagarh





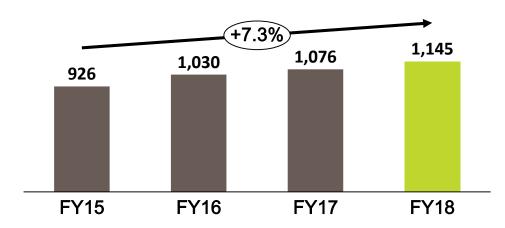
## GREENLAM TODAY

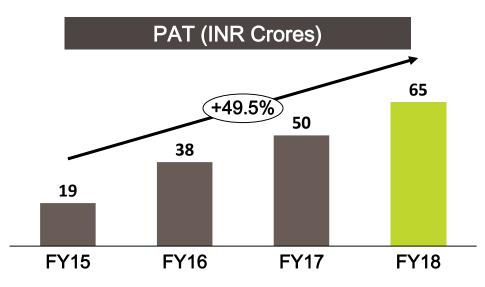
- Among World's Top 3 Laminate producers
- Asia's Largest Laminate brand
- India's Largest Exporter of Laminates
- India's No. 1 Decorative Veneer brand
- India's Only Manufacturer of Engineered
  Wood Flooring
- India's 1st Organized Manufacturer of
  - Engineered Door (Doors Sets & Frames)
- A one stop solution provider for All Surfacing Needs

Greenlam Industries Limited

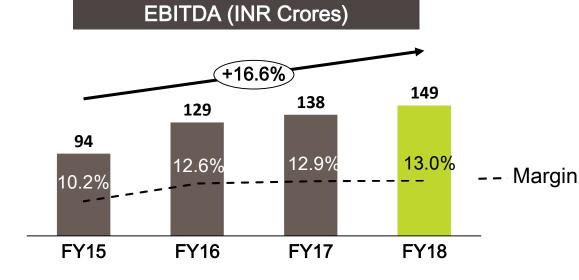
## **Performance Parameters**

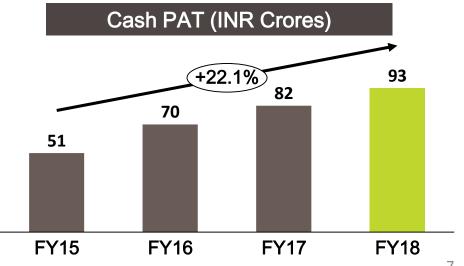
#### Net Revenue (INR Crores)





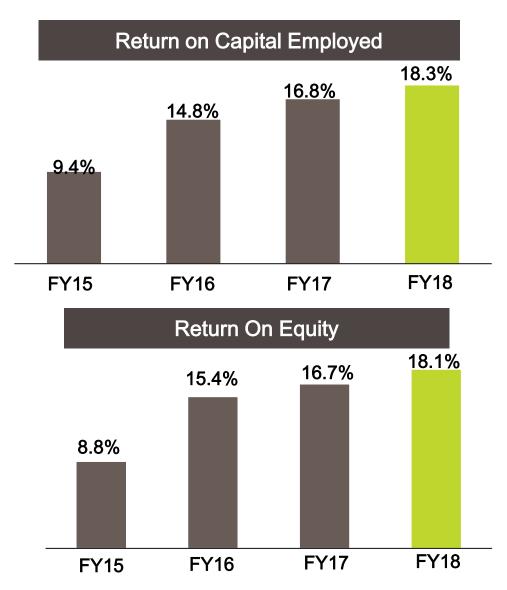
# FY17 financial data has been reclassified as per IND-AS



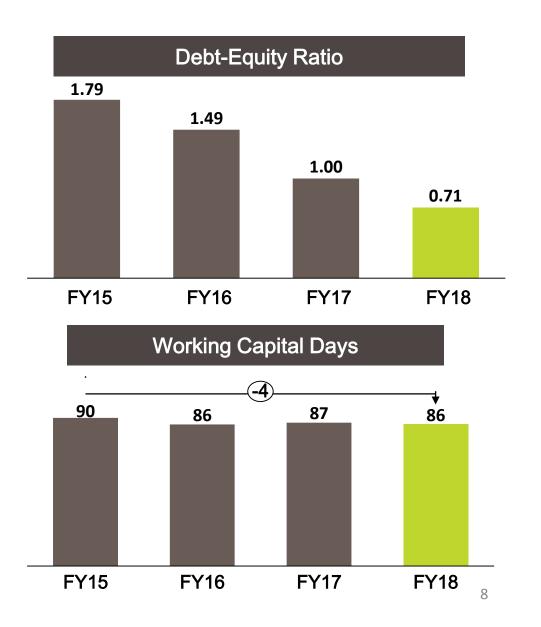


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## **Debt & Operating Parameters**



# FY17 financial data has been reclassified as per IND-AS





Mercedes-Benz

PGIMER CHD-INDFREEJOBS

#### **Our Customers** Goldman Sachs ORACLE Shell Corporate HDFC BANK nvent **Education 8** D Y PATIL and a special Health HOSPITAL **SYMBIOSIS** PRESIDENCY BENNETT INTERNATIONAL UNIVERSITY IIT JAMMU COLHATA **Retail & Real** KALPA-TARU GANT Estate ĦĦ HOUSING LACOSTE

Hospitality









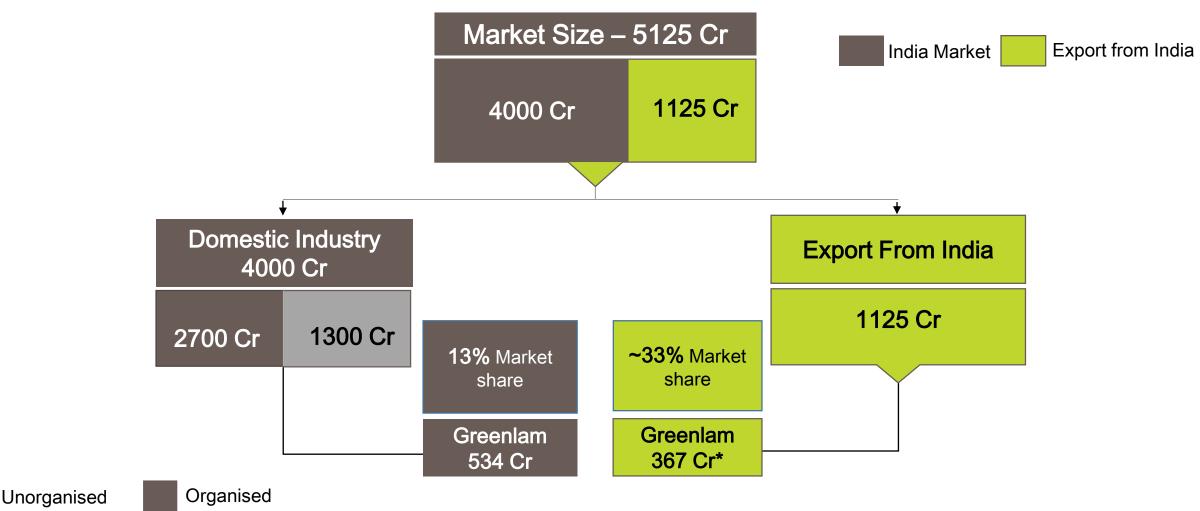
NAVI MUMBAI



# **Industry Snapshot**



## Industry Snapshot Laminates & Allied Products – India & Export From India



#### \*Standalone

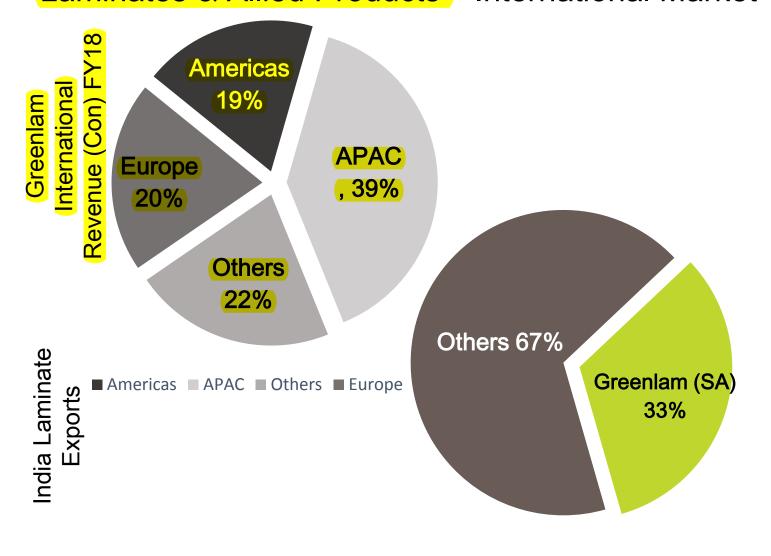


### Industry Snapshot Laminates & Allied Products – India

- The laminate and allied business accounts for 86% of Greenlam's business
- The Indian laminate industry grew by 4-5%
- The organized sector controls around 68% of the laminate market, with the unorganized sector accounting for balance
- The growth has been primarily in the organized segment while unorganized segment remained flattish due to constrained economic and business scenario
- The imposition of GST at 18% narrowed the price gap between the organized and unorganized segment to an extent, though the real impact of compliance is yet to be seen
- Our domestic laminate business grew by 15% in FY18



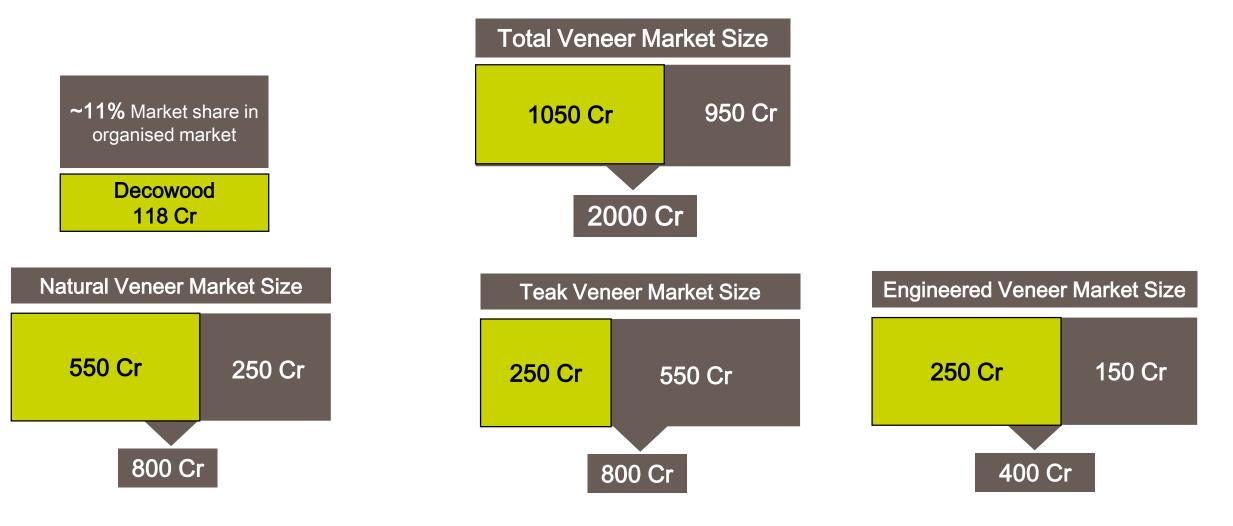
### Industry Snapshot Laminates & Allied Products – International Market



- Market Size USD 7.2 Billion
- Global Laminate market is growing by 2-3%
- Exports from India is USD 170 mn
- Greenlam presence in 100+ countries
- Exports grew at a CAGR of 8.7% over the past 5 years
- Greenlam continues to be the highest exporter of Laminates from India accounting for 33% of the total export market



## Industry Snapshot Decorative Veneer and Allied Products





### Industry Snapshot Engineered Wood Floorings – India & Global



- India Market is estimated at 2 msqm
- Category is witnessing a 7-8% growth
- Majority demand met through import
- India's only domestic manufacturer
- Manufacturing capacity 1 msqm at Behror
- Our capacity utilisation is ~14%
- Global engineered wood flooring market is estimated to be ~130 msqm with CAGR of 4-5%
- Greenlam is developing potential export opportunities in select markets



## Industry Snapshot Engineered Door & Door Sets

- Door (including flush door) market is estimated at 24mn units annually
- Engineered Finished Door category is witnessing a 10-15% growth
- First organised players providing complete solution
- Specification led product category driven by Architects, ID's
- Demand is driven by new construction and development





## **Economic Outlook**



## Indian Economy

- The overall annual GDP growth stood at 6.7% for FY 2017-18, lower than 7.1% for FY 2016-17
- India at present is 6<sup>th</sup> largest economy in terms of GDP
- Consumer spending in India is expected to more than double by 2025
- Growth in India's consumer market would be primarily driven by a favourable population composition and increasing disposable incomes
- India remained amongst the most favoured investment destinations of the world
- Implementation of new tax regime
  - FY 2017-18 witnessed a disruptive year in the domestic economy with the implementation of new tax regime, Goods and Service Tax (GST), from July 2017
  - The implementation of GST, as anticipated, witnessed disruptions in supply chain, working capital constraints and greater compliance responsibility, especially for small and medium enterprises
  - Consumer sentiments were subdued & economy witnessed a revival in the second half of the year

## Domestic Growth Triggers

#### **Government Policy Initiatives**

- RERA, a much needed initiative to regulate real estate sector
- Swatch Bharat Abhiyan
- Smart Cities Mission, over 100 cities being developed under this initiative
- 1.4 mn houses sanctioned under Pradhan Mantri Avas Yojana (PMAY)

#### Per Capita Income on a Rise

- India's per capita income is estimated to cross Rs. 1.13 Lakh in FY18
- Higher disposable income

#### **Consumer Market Growth**

- Growing purchasing power and rising influence of social media is leading to higher aspirations for modern furniture, fixtures & home decor
- Indian consumption market is expected to grow at 7.1%



## Domestic Growth Triggers

#### Indian Real Estate Sector

- Sector is expected to clock USD 180 Bn. by 2020
- Cross-border capital inflows to India's real estate sector have increased 600 per cent between 2012-17 to reach USD 2.6 billion
- India ranked 19th out of 73 countries in attracting cross-border capital to its property market

#### **Commercial Spaces**

- Office space growth has been driven mostly by ITeS/IT,BFSI, consulting and manufacturing
- Office space leasing increased by over 10 per cent to cross 20 million square feet in the first half of 2018
- Warehousing space is expected to reach 247 million square feet in 2020 and see investments of Rs 50,000 crore (USD 7.76 billion) between 2018-20

#### Luxury Market

- Rising HNI's
- Influx of global lifestyle trends and growing aspirations
- Rising Business confidence
- Propelling many middle-income group individuals



## Domestic Growth Triggers

#### **Demand for Modern Homes**

- 10 mn Urban Housing shortage
- Increased consciousness for stylish interiors and aesthetic indoors
- Change in people's perception leading to an increase in spending on Furniture, Fixtures & on Home Decor

#### **Growing Middle Class Segment**

- 52% nuclear families & 33.5% urbanized population in India
- Look out for Quality products at affordable propositions
- Rising incomes and improvement in infrastructure are enlarging consumer markets and accelerating the convergence of consumer tastes

#### Working Women Spending Capacity

- Indian women are becoming more particular about the needs for their home luxury and its design
- They are spending a significant part of their income and savings on home decor



## Global Economy

Global growth is pegged at 3.5% in 2017 & 3.6% in 2018, as per IMF

Cyclical recovery in investment, manufacturing, and trade leading to pick up in Global economic activity

Low Inflation in advanced economies is likely to move up as their labour market continue to strengthen; low commodity and import price scenario unwinds

World economies are still supported by easy financial conditions and fiscal policy

## **Global Growth Triggers**

- Developed economies are witnessing a growth cycle
- USA, worlds largest economy, entered in ninth straight year of growth in 2017
- Local manufacturing is increasingly becoming unviable in some countries due to higher manufacturing cost and tighter environmental regulations. In such scenario, it is expected that product sourcing will move to countries like India which has strong manufacturing base and cost advantage



# Leveraging Growth Opportunities

# **Product Portfolio**

## **Product Portfolio**

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### **Decorative Laminate & Allied products**

### Veneer & Allied

Laminates	Compact Panel	MFC	Decorative Veneer	Mikasa Floor	Mikasa Door
Commodity to Premium products	Standard Compact Panel Lab Guardian Restroom & Locker solutions Clads – exterior façade panels	Melamine Faced Chip Board	Natural Veneer Teak Veneer Engineered Veneer	Engineere d Wood Floor	Engineered Door sets (Door + Frames)

A large portfolio of surfacing product catering to various segments across price points

## Laminate Category



- Laminate category has witnessed an immense change in terms of design evolution and product performance
- It graduated from a commodity product to be a lifestyle and low maintenance surfacing option
- Greenlam offers variety of laminates catering to various application needs, starting from liners to specialized material for segments like hospitality, health, education, retail, commercial and residential spaces
- It comes in varied dimensions and thickness
  - Dimensions offered: 3'X7', 4'x8', 4'x10', 4.25'x10', 5'x12'
  - Thickness: 0.5mm: 1.5mm
  - No. of SKU's 2500+

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## Laminate Applications









## **Compact Category**

- Compact laminate panel is gaining momentum and acceptance in India
- With the growth of organized carpentry in the country, customers are seeking high performance and durable product solutions
- Compact panels are now used for furniture's & paneling purpose specially in health, education and commercial spaces
- Rest Room cubicles made of compact laminates are now replacing traditional methods of brick and mortar which saves water, labour, reduces the load on the building, hygienic, easy to maintain and economical
- The exterior grade compact panels are gaining popularity as a new age façade solution and comes with properties such as resistance to color fade, fire and anti graft
  - Thickness: 3mm -25mm; Dimensions offered: 4'x8', 4.25'x10', 5'x12' & 6'X12'



## **Compact Applications**





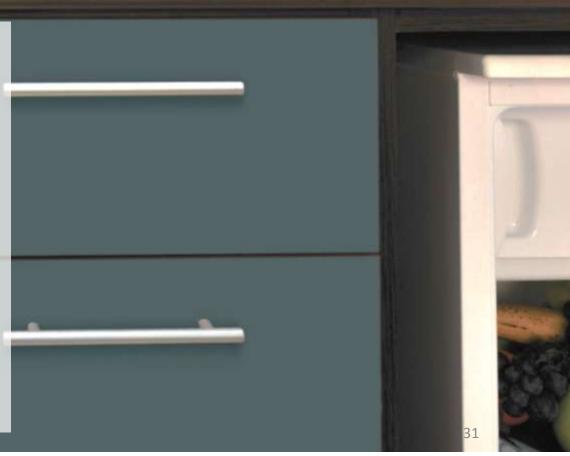








- With the increase in organized carpentry (OEM) in the country, the usage of engineered wood like MFC is gaining pace in kitchen & modular furniture segment
- MFC compliments laminate sales to OEM segment with matching decors
- Greenlam offers best in class quality product with European & Japanese Décor paper
  - Standard Thickness (9mm, 12mm, 18mm, 25mm)
  - Standard Size 8'x4', 8'x6', 9'x6'

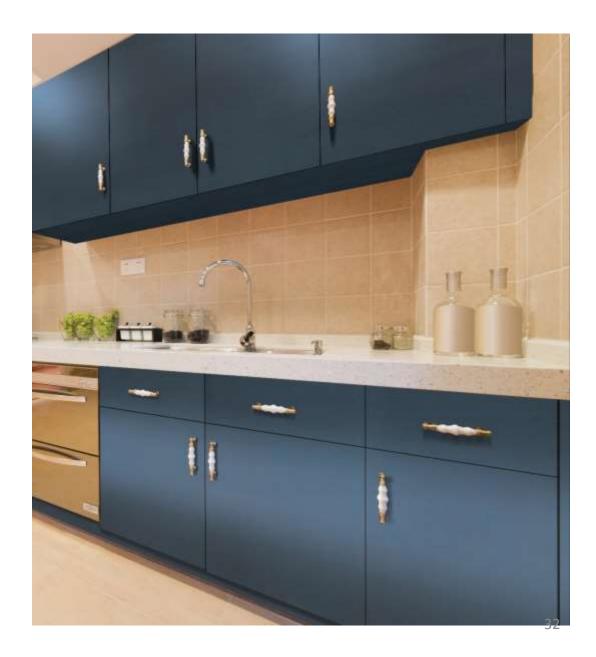




## MFC Applications







## **Decorative Veneers**

- Decorative Veneer segment has seen various changes with the implementation of GST which has resulted in narrowing the price gap
- Overall the industry is transforming towards more organized sector
- The specification industry leads the sales of this category
- Decowood has a wide and beautiful range of offering of decorative veneers and are sourced from across the globe with over 200 species with over 600 product offering





## **Decorative Veneer Applications**









## Engineered Wood Flooring Category

- Indian wooden flooring market is still at nascent stage
- Acceptability of wooden flooring is increasing in residential segment but due to lack of category awareness, the wooden flooring segment is dominated by laminate floors which occupies nearly 90% of the market at present
- Being the only manufacturer and the organized player in the category, access and demand of engineered wooden flooring is on upward trend
- Engineered wood flooring usage is on a rise in luxury residential, premium commercial & retail spaces
- Mikasa has been instrumental in meeting the demands of builders, large retail chains & the consumers with lower lead time, reduced import dependencies, customized products, meeting international specifications and also after sales service



## **Engineered Wood Flooring Applications**









#### **Engineered Door & Door sets**

- An industry set for transformation from traditional carpentry to factory finished door solutions owing to super finish and product performance
- A great forward integration solution backed by the manufacturing capabilities of Laminates and Decorative Veneers has enabled us to provide wider choice to our customers at best price
- Mikasa offers wide variety of designs at various price points across segments
- The focus on developer segment is yielding results with product concept is gaining acceptance with the developers and specifiers for both residential and commercial segments
- Mikasa is not only offering superior finish products but also offers solution in line with regulations such as FD30, FD6, FD90 and FD120 mins doors which have been recognized for their performance by leading certification bodies such as Exova UK with the Q-Mark Certification

#### **Engineered Door Applications**



# Manufacturing



#### Manufacturing Capabilities

Behror, Rajasthan



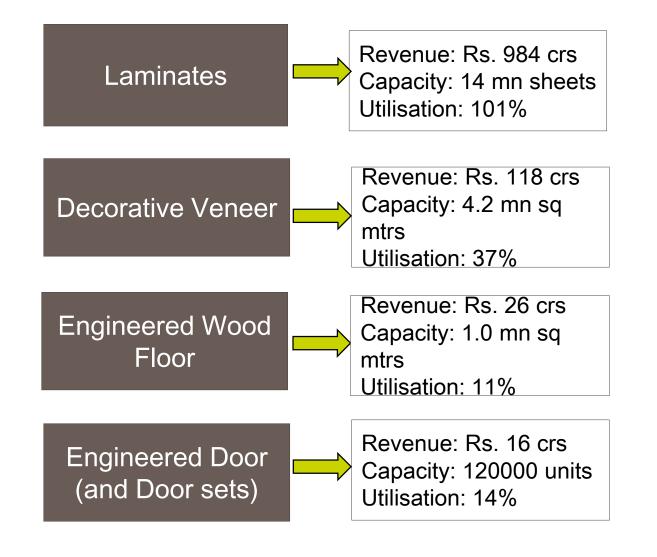
#### Nalagarh, Himachal Pradesh



Products	Laminates and compact laminates	5.34 mn sheets
	Decorative veneers	4.20 mn sq. m
	Melamine-faced chipboard	2.00 mn sq. m
	Engineered wood flooring	1.00 mn sq. m
	Engineered door sets	0.12 mn doors
Droducte	Laminataa and	0 60 mp aboata

Products Laminates and 8.68 mn sheets compact laminates

#### Sufficient leverage available without significant capex





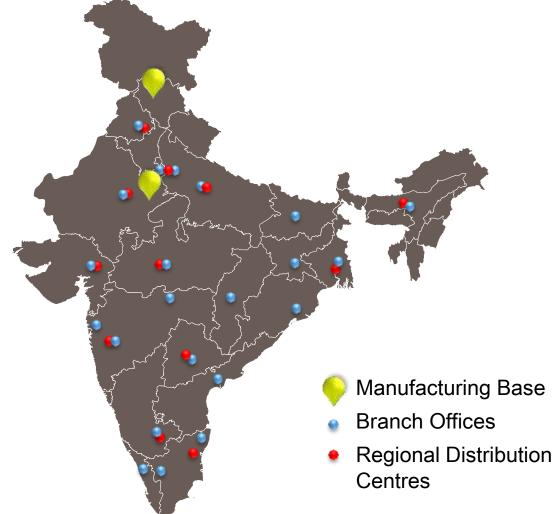
#### Yet to Unlock our true potential

# **Distribution Network**

**Domestic Footprints** 

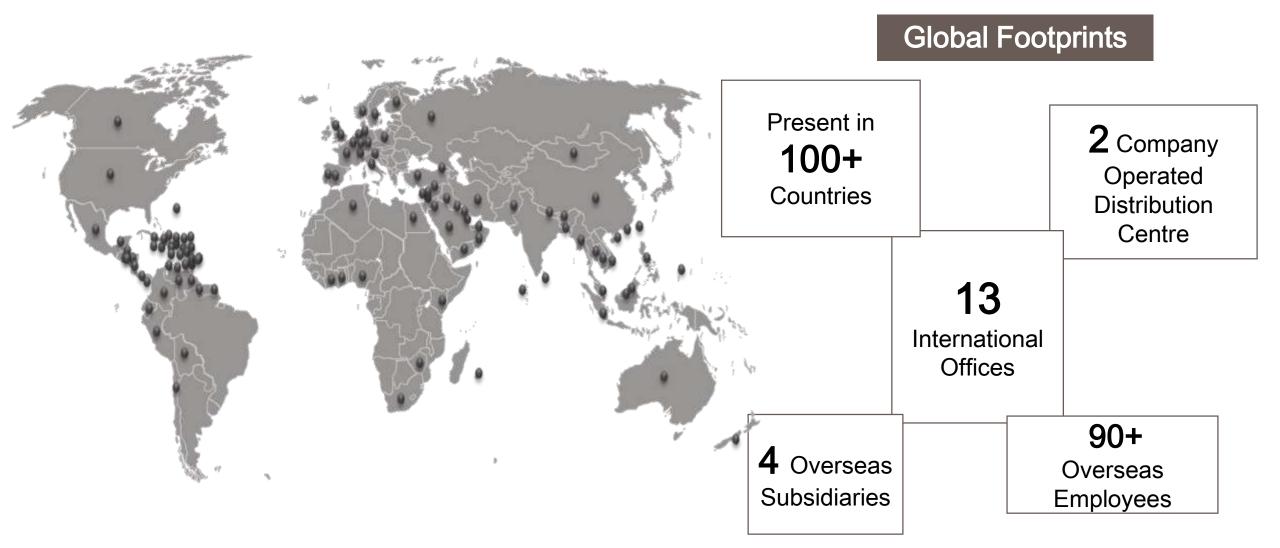
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# 'People & Planet Positive' Certifications



# GREENLAM



















PEFC/16-01-01



#### 360 Degree Marketing

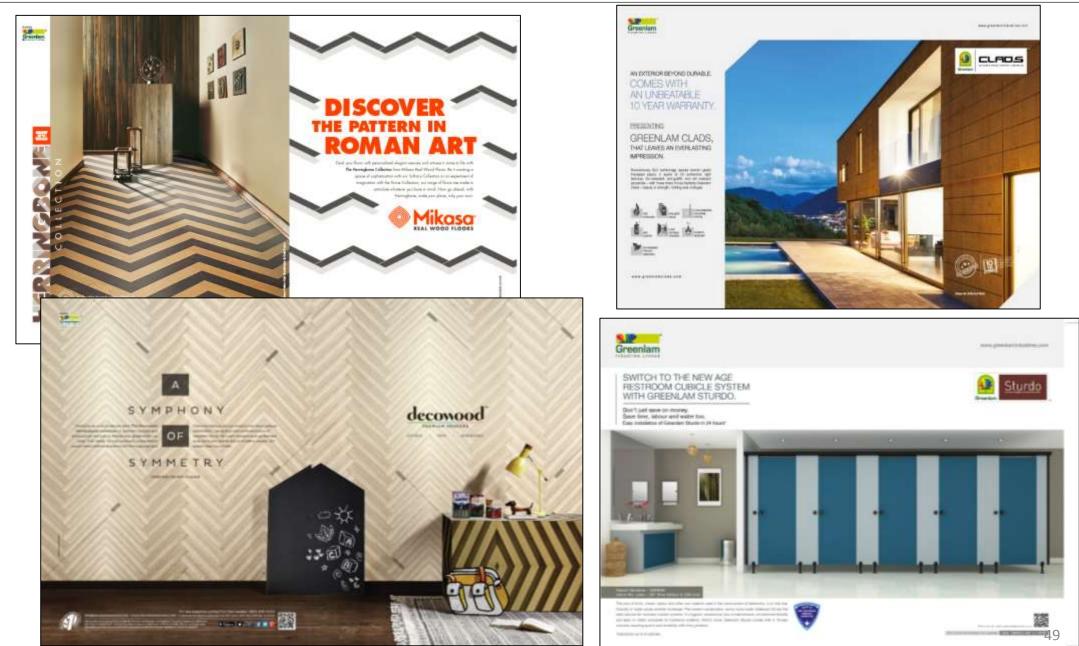


### **Target Audience**

- Specifier
- Influencer
- Consumer Commercial, Residential



**Print Campaigns** 





# -earning & Engagement









# **Training Programs**















Fans: 439,708





Followers: 1056





Fans: 109,151

Followers: 43

Followers: 201



TEAR

NATURAL

ENGINEERED

Fans: 59053

Followers: 42





Followers: 4415



Analyst Meet Presentation 2018

# **CSR Initiatives**

#### PROFITING FROM DISCIPLINE

#### Current Programs at various location

BEHROR | NALAGARH | GHAZIABAD | PALI NAGAR

#### Initiatives

- Awareness on Reproductive, Maternal, New born, Child and Adolescent's Heath and creating linkages to public health services to community members
- HealthCare Awareness of community about critical issues of Health and Sanitation. Creating access channels to connect community to health service providers
- Education To fill learning gaps of students and establish a child-friendly learning environment in selected government schools
- Foster Care and holistic development for orphaned minor girls in Udayan Ghar which exclusively caters to these girls

#### **Touching Lives of**

40+ Teachers 280+ Students 85+ Villages 2500+ Parents, adolescent boys and girls

#### Glimpses from Initiatives at - Nalagarh



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Inauguration of CRC and BaLA in Sobhan Majjra



Students participating in poster making contest



**Remedial Classes** 



Celebration of Independence Day



Sports Meet in Panjhera

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#### Glimpses from Initiatives at - Behror



Mothers Group formation at Gandala Village Community Meeting at Sherpur Village

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#### Glimpses from Initiatives at - Pali / Nagaur



#### Adolescents meetings





#### EDP training follow up





#### Learning and Sharing Event



NGO Meeting Event 58

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#### Glimpses from Initiatives at - Ghaziabad



Birthday Celebration in Ghar



Volunteer Visit in Ghar



Dance Performance by children of Ghar



Group Counselling for the children



Exposure visit to slums 59







#### Laminate & Allied

- Capitalize on the shrinking market share of the unorganized sector for profitable growth
- Further consolidate Branches and Regional Distribution Centers to create an efficient distribution chain
- Sustain growth in interior and exterior clads on account of the renewed housing & commercial segment
- Focus on achieving higher sales volumes for the restroom cubicle, locker & compact laminate products
- Continue engaging dealers with higher focus on ROI and debtor cycle
- Focus to consolidate and improve the depth in existing international markets, both in terms of volume and value



#### **Decorative Veneer**

- Focus on increasing dealer network to achieve higher penetration
- Promote mid-range products as viable alternatives
- Focus on gaining market share from the local unorganized players
- Continue offering customized solutions for large orders to achieve better cost competitiveness

#### Engineered Wood Flooring

- Continue expansion of our dealer network
- Engage with various designers and architects to promote Mikasa flooring
- Expand product portfolio with mid and high range products
- Greenlam shaping up as the first exporter of engineered wood flooring from India

#### **Engineered Door Segment**

- Looking at export opportunities in Middle East & Europe
- Investments planned to deploy automation at the plant
- Automation focus will improve specifications and cost competitiveness
- Targeting a robust revenue growth from this segment in the coming year



## **Financials**



Consolidated Net Revenue stood at INR 1,145 Crores as compared to INR 1,076 Crores, growth of 6.4% YoY, GST adjusted revenue growth is 8.8%

- Domestic laminate revenue grew by 10.8% in volume terms and 14.9% in value terms YoY. GST adjusted revenue growth is 18.7%
- Laminate Exports grew by 5.1% in volume but de-grew by 5.0% in value terms due to
  - Currency appreciation ~ 3.7%,
  - Negative GST impact of ~1.7% on exports from July onwards
- Decorative Veneer segment grew by 16.4% in volume terms and 10.8% in value
- Revenues of engineered wood flooring business stood at INR 26 crores as against INR 18 crores in FY18
- Revenues of engineered door business stood at INR 16 crores as against INR 12 crores in FY18



- Gross Margin at 47.7% improvement of 40 bps in FY18 from 47.3% in FY17
- EBIDTA margin expanded by 10 bps from 12.9% in FY17 to 13.0% for FY18
- EBIDTA grew by 7.6% at INR 148.9 crores in comparison to INR 138.3 crores in the FY17
  - Lower losses in Engineered Floor and Door, which stood at INR 8.0 crores against INR 14.5 crores YoY
- PAT for the FY18 grew by 30.1% at INR 64.6 crores, as against INR 49.7 Crores in corresponding period last year
- Working capital cycle was reduced by 1 day to 86 days in FY18 from 87 days in FY17
- Total Debt stood at INR 252 crores, reduced by INR 47 crores for the year



Consolidated Net Revenue stood at INR 288 Crores as compared to INR 278 Crores, growth of 3.7%, GST adjusted revenue growth 7.1%

- Domestic laminate revenue de-grew by 10.8%. GST adjusted revenue de-growth is 7.0%
- Laminate exports grew by 17.5% in INR and 14.2% in US Dollar terms with volume growth of 8.2% for the quarter GST adjusted revenue growth is 21.5%
- Revenues of decorative veneer business grew by 17.6% from INR 24.3 crores in Q1FY18 to INR 28.6 crores in Q1FY19 and volume growth of 24.5%
- Revenues of engineered wood flooring business stood at INR 8.3 crores as against INR 6.5 crores in Q1FY18
- Revenues of engineered door business stood flat at INR 4.1 crores in Q1FY18



- Gross Margin stood at 47.8% in Q1FY19 from 48.1% in Q1FY18, decline of 30 bps
- EBIDTA margin marginally de-grew by 10 bps to 11.7% in Q1FY19
- EBIDTA grew by 2.9% to INR 33.7 crores in Q1FY19 as comparison to INR 32.8 crores in the Q1FY18
- PAT for the quarter grew by 14.3% at INR 15.3 crores, as against INR 13.4 Crores in corresponding quarter last year
- Working capital cycle was reduced by 4 day to 85 days

**Profit and Loss Statement** 

INR Crores	Q1FY19	Q1FY18	YoY%	FY18	FY17	YoY%
Revenue	288.1	277.8	3.7%	1,144.7	1,075.8	6.4%
Raw Material	150.4	144.2		598.3	566.7	
Gross Profit	137.7	133.6	3.1%	546.4	509.1	7.3%
Gross Margin %	47.8%	48.1%	- 30 bps	47.7%	47.3%	40 bps
Employee Cost	47.3	42.7		173.4	152.5	
Other Expenses	56.6	58.1		224.1	218.3	
EBIDTA	33.7	32.8	2.9%	148.9	138.3	7.6%
EBIDTA Margin %	11.7%	11.8%	- 10 bps	13.0%	12.9%	10 bps
Other (Income)/Cost	(0.5)	(0.8)		(1.6)	(2.5)	
Interest	4.1	4.7		18.1	28.5	
Depreciation	9.2	8.7		36.0	36.6	
PBT	20.9	20.2	3.8%	96.5	75.7	27.6%
PBT Margin %	7.3%	7.3%	-	8.4%	7.0%	140 bps
Tax	5.6	6.8		31.9	26.0	
PAT	15.3	13.4	14.3%	64.6	49.7	30.0%
PAT Margin %	5.3%	4.8%	50 bps	5.6%	4.6%	<b>100 bps</b> 70

Laminates & Allied Segment

INR Crores	Q1FY19	Q1FY18	YoY%	FY18	FY17	YoY%
Net Revenue from Operations	247.2	242.9	1.7%	984.3	939.0	4.8%
Gross Profit	117.7	114.7	2.6%	461.3	439.7	4.9%
Gross Margin %	47.6%	47.2%	40 bps	46.9%	46.8%	10 bps
EBIDTA	32.5	30.8	5.7%	133.4	136.2	-2.1%
EBIDTA Margin %	13.1%	12.7%	40 bps	13.6%	14.5%	-90 bps
Capital Employed	426.8	385.2		405.9	396.7	

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#### **Consolidated Financial Performance**

#### Laminates & Allied Segment



Capacity increased by 2 Mn sheets w.e.f. from June 2017

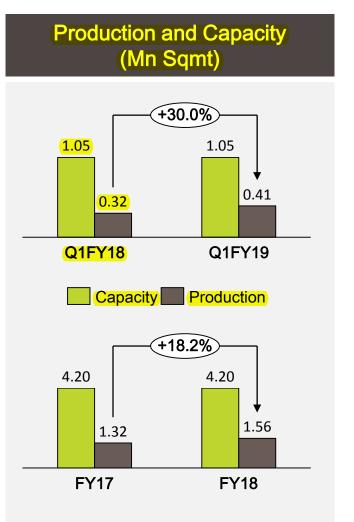
Veneers & Allied Segment

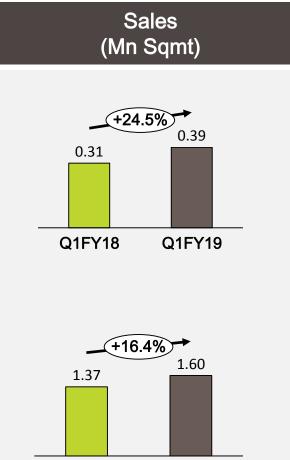
INR Crores	Q1FY19	Q1FY18	ΥοΥ%	FY18	FY17	ΥοΥ%
Net Revenue from Operations	41.0	34.8	17.6%	160.4	136.8	17.3%
Gross Profit	20.0	18.9	6.0%	85.2	69.4	22.7%
Gross Margin %	48.8%	54.1%	- 530 bps	53.1%	50.7%	240 bps
EBIDTA	1.2	2.0	-38.7%	15.5	2.1	624.9%
EBIDTA Margin %	3.0%	5.8%	-2.8%	9.7%	1.6%	810 bps
Capital Employed	193.0	203.6		197.1	198.1	

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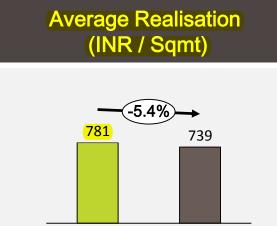
#### **Consolidated Financial Performance**

#### **Decorative Veneers**

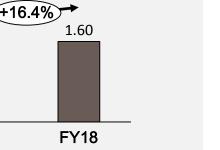




**FY17** 



**Q1FY18** 

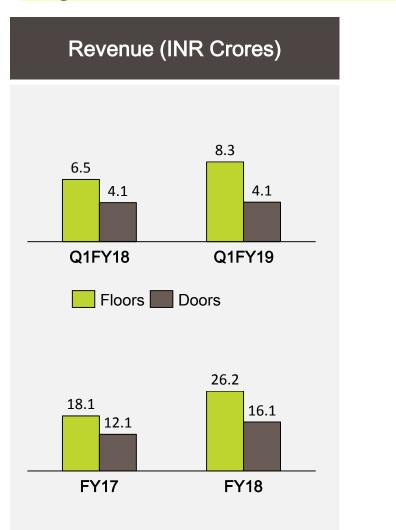




Q1FY19

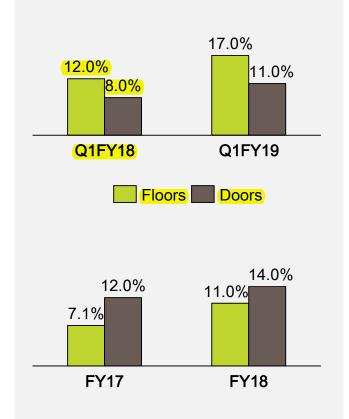


#### **Engineered Doors and Floors**



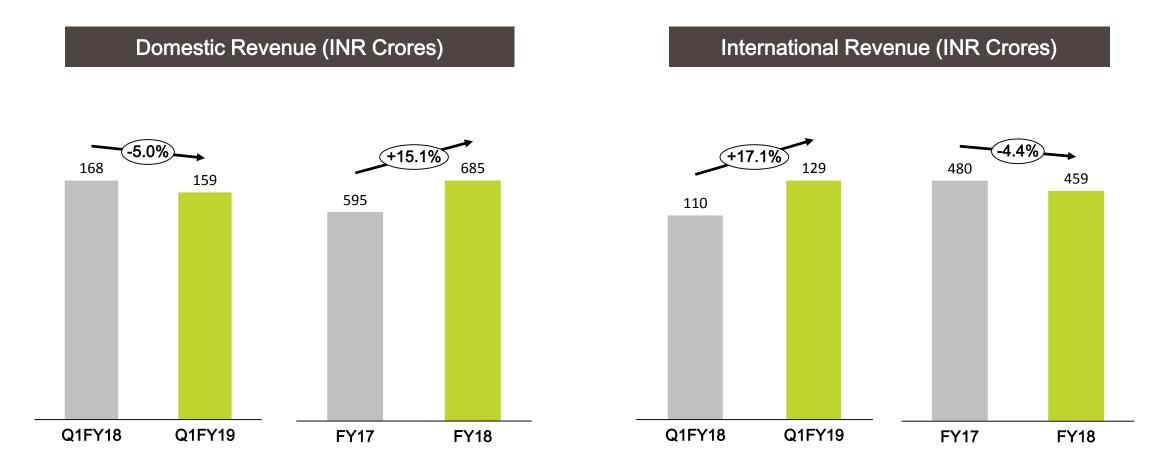


#### **Capacity** Utilization





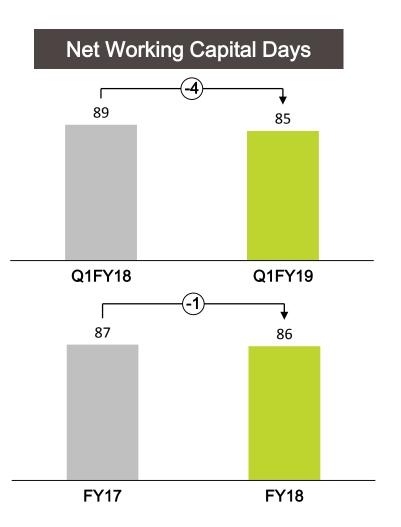
**Geographic Segments** 





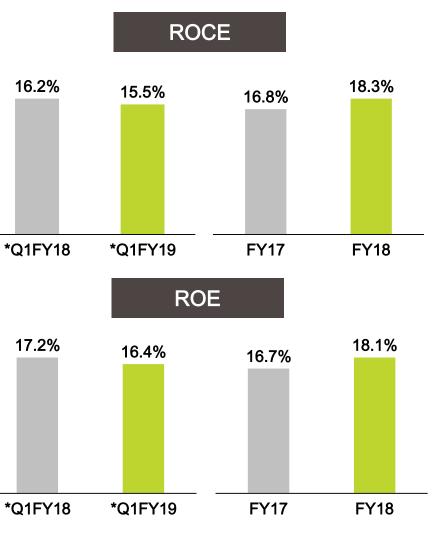
**Operating Parameters- Net Working Capital (Days)** 

In Days	Q1FY18	Q1FY19	FY17	FY18
Inventory	84	89	77	82
Debtors	50	49	54	54
Creditors	45	53	44	50
Net Working Capital	89	85	87	86



Return Ratios – ROCE & ROE

INR Crores	Q1FY18	Q1FY19	FY17	FY18
EBIT	24.8	25.1	104.2	114.6
ΡΑΤ	13.4	15.3	49.7	64.6
Capital Employed	614.2	648.2	618.5	627.4
Net Worth	310.7	373.5	298.1	356.1
ROCE	16.2%	15.5%	16.8%	18.3%
ROE	17.2%	16.4%	16.7%	18.1%

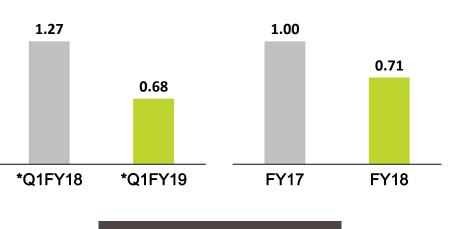


\*Annualised Basis

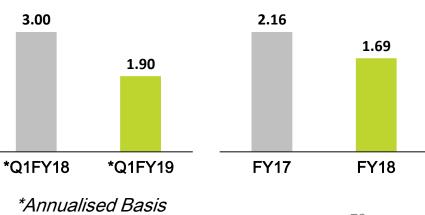
**Debt Position** 

INR Crores	Q1FY18	Q1FY19	FY17	FY18
Long Term Debt (Including current portion)	220.6	112.7	137.5	122.1
Short Term Debt	172.9	142.8	161.0	129.6
Total Debt	393.6	255.5	298.5	251.7
Net Worth	310.7	373.5	298.1	356.1
EBIDTA	32.8	33.7	138.3	148.9
Debt – Equity Ratio	1.27	0.68	1.00	0.71
Debt – EBIDTA Ratio	3.00	1.90	2.16	1.69

Debt-Equity Ratio



Debt-EBIDTA Ratio



#### **Balance Sheet**

Greenlam

INR Crores	Mar-18	Mar-17	INR Crores	Mar-18	Mar-17
Shareholder's Fund	356.1	298.1	Non-Current Assets	352.9	350.3
Share capital	12.1	12.1	Fixed assets	329.8	326.3
Reserves & Surplus	344.1	286.1	Goodwill	1.8	2.9
Borrowings	251.7	298.5	Other Non-Current Assets	21.4	21.2
Long Term Borrowings**	122.1	137.5	Current Assets	470.4	440.5
Short Term Borrowings	129.6	161.0	Inventories	256.3	228.0
Liabilities	215.5	194.2	Trade receivables	170.5	158.3
Trade Payables	157.6	129.1	Cash and Bank Balances	10.4	7.9
Other Liabilities	57.9	65.2	Other current assets	33.2	46.3
Total Liabilities	823.3	790.9	Total Assets	823.3	790.9
**Include Current Maturity of Long Term Bo	orrowings				

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