



**Ref. No. :** SIL/CHD/2019-20/110220

**Dated :** 11/02/2020

The President  
Corporate Relation Department,  
Bombay Stock Exchange Limited,  
Phiroze Jeejeebhoy Towers,  
25<sup>th</sup> Floor, Dalal Street,  
Mumbai – 400001

**BSE Scrip Code:** 526951

**Trading Symbol:** STYLAMIND

**Sub: Investor Presentation Q3FY20**

Dear Sir/Madam

Please find enclosed Investor Presentation for Q3FY20

Kindly take the same on record.

Thanking you,

**For Stylam Industries Limited**

  
  
**CS Srishty Chaudhary**  
**Company Secretary**

## **Stylam Industries Limited**

**Regd. Office:** SCO 14, Sector 7 C, Madhya Marg, Chandigarh (INDIA)-160019 **T:** +91-172 - 5021555/5021666 **F:** +91-172-5021495

**Works I:** Plot No. 192 - 193, Industrial Area Phase -1 Panchkula (Haryana) INDIA - 134109 **T:** +91-172-2563907/2565387

**Works II:** Village Manak Tabra towards Raipur Rani, Mattewala Chowk, Distt. Panchkula (Haryana)

**W:** www.stylam.com **CIN:** L20211CH1991PLC011732 (Govt. of India recognised Star Export House)



# Stylam Industries Limited

INVESTOR PRESENTATION

February 2020



# Safe Harbor Statement

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# Corporate Overview

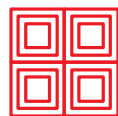


# About Stylam

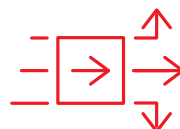
## COMPANY PROFILE



Incorporated in  
**1991**



One of the emerging leaders in  
**Residential and industrial luxury decorative laminates**



**Key products include**

- Decorative laminates
- Industrial laminates
- Fire-retardant laminates
- Restroom cubicles
- Exterior cladding



Has  
**2 plants**

situated in Panchkula,  
Haryana



Has  
**~1,200**

employees

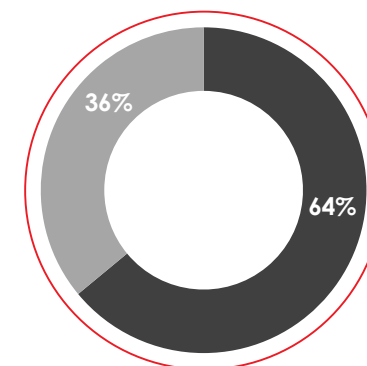


Present in  
**60+ countries**

## FINANCIAL SNAPSHOT – FY19

Revenues (₹ crore)	461
EBITDA margin (%)	17%
Debt/Equity (x)	0.8
Interest coverage ratio (x)	5.5

## REVENUE MIX – FY19



■ Exports

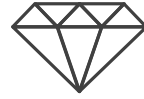
■ Domestic

# About Stylam



## Mission Statement

To produce and continually develop quality products with highest possible standards. Stylam will always strive to service its customers with utmost integrity, and to their complete satisfaction. It is the company's goal to ensure its mission by continuous self improvement, growth in its operations and employees; while maintaining profitability to the benefit of its customers, employees, and community.



## Value Statement



### Design

Stylam offers the widest selection of patterns and finishes available to match the breadth of the customers' imagination and make design unique.



### Performance

Stylam uses premium materials with high-quality standards to keep the designs pristine even in the most strenuous environments.



### Service

Stylam has a large footprint with Asia's largest manufacturing facilities located at Panchkula, India & distribution centres all across globe to ensure timely delivery.



### Community

Stylam is dedicated to giving back to the communities in which it resides by supporting local and national non-profit organisations with both funding and products.



### Sustainability

Stylam is committed to preserving the environment and enhancing the quality of life for the communities that it serves.

# Our Journey & Milestones

Incorporated  
as Golden  
Laminates Pvt.  
Ltd.

1991

IPO &  
Listing on  
BSE

1995

Recognized as  
India's Export  
House

1996

Pan India  
presence &  
thriving  
Export  
market.

2001

2010

Changed name of  
the Company to  
"Stylam Industries  
Limited"

India's first Company  
to manufacture HPL  
Exterior Cladding with  
brand name 'Fascia'

2012



# Our Journey & Milestones

Introduced its premium sub brand 'VIOLAM'

2013

- Started Asia's largest laminate mfg. plant with the capacity to manufacture 11 million sheets per annum
- Entered Cubicles and lockers business and became the first Indian company to manufacture restroom cubicles and lockers having a panel size of 1,860 mm x 4,320 mm under the brand name 'CUBOID'
- Introduced range of Specialty Laminates with MR+Gloss, Mirror, Magnetic & Anti Finger Laminates.

2017

India's first Acrylic Solid plant Surfaces plant with German Technology Brand 'GRANEX'

2018

## ➤ Introduced:

- World's First hot Coating Process machine from Spain with German Technology for HPL
- Anti Finger Print Laminate with brand 'TOUCH ME'
- MR+High Gloss Laminate with brand 'GLOSS PRO+'

2019

# **Our Journey & Milestones**

- Incorporated a Wholly Owned Subsidiary in Singapore with the name 'STYLAM ASIA PACIFIC PTE. LTD.'
- Acquired 34% stake in Alca Vstyle Sdn. Bhd., a Company incorporated under the laws of Malaysia.
- Company completed the process of sale of its property situated at Plot No.19, Sector22, IT Park, Panchukla, Haryana, proceeds of which will be utilized in repayment of debt of the Company.
- Activities under process:
  - Fully automated Short Cycle Press technique for making Pre Lam Board in both Anti Finger & High Gloss finishes.
  - Polyester Solid Surfaces which will be made in First Ever Organized European Plant of India.
  - Expansion of Press Line.

**2020**

# Manufacturing infrastructure

PLANT 1



Facility established in

**1992**

Laminates-manufacturing capacity

**~4.5 million**

PLANT 2



- Asia's largest single-location laminates manufacturing infrastructure
- One of two units in India with capability to manufacture 6 ft. \* 14 ft. laminates

Facility established in

**2017**

Laminates-manufacturing capacity

**~6.5 million**

# Worldwide presence

A WELL-KNOWN BRAND GLOBALLY

STYLAM IS PRESENT IN OVER 60 COUNTRIES



Europe



Middle East



Singapore and Myanmar



India

# Stylam: Power brands



# Board of Directors

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**MR. JAGDISH RAI GUPTA**  
*Managing Director*

---

Mr. Jagdish Gupta has been instrumental in developing new business for the Company since its inception.

**MR. MANIT GUPTA**  
*Director*

---

Mr. Manit Gupta is a chemical engineer and an MBA holder. He looks after the operational activities in the Company, including planning, marketing and sourcing of raw material.

**MR. MANAV GUPTA**  
*Wholetime Director*

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Mr. Manav Gupta is a computer engineer and an MBA holder. He looks after the activities relating to general administration and sourcing of raw material.

**MR. SACHIN BHATLA**  
*Wholetime Director*

---

Mr. Sachin Bhatla holds a B. E. (Mechanical) degree and has over 23 years of experience in the laminates industry at different levels of management.

**MR. VINOD KUMAR**  
*Independent Director*

Mr. Vinod Kumar is a successful entrepreneur with huge experience in infrastructural Business and finance related matters

**MR. SATPAL GARG**  
*Independent Director*

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Mr. Satpal Garg is a successful entrepreneur with experience in building, scaling and running businesses.

**MS. SONIA GOYAL**  
*Independent Director*

---

Ms. Sonia Goyal is an Independent Director of the Company.

**MS. RENU SOOD**  
*Independent Director*

---

Ms. Renu Sood is an Independent Director of the Company and has substantial experience in the field of infrastructure

**MR. SACHIN KUMAR BHARTIYA**  
*Nominee Director*

---

Mr. Sachin Kumar Bhartiya is a Nominee Director on the Board of the Company on behalf of Lighthouse Funds.

**DR. PURVA KANSAL**  
*Independent Director*

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Dr. Purva Kansal has done PhD from the University Business School, Punjab University, Chandigarh. She has also earned an FDP certification from IIM Ahmedabad. Dr. Kansal, has more than 15 years of experience in area of research methodology and strategic management

# Accreditations



**ISO 9001:2015** certified, which shows the integrity, quality and reliability of the Company



All products are **GREENGUARD** certified



Received **ISO-14001** and **OHSAS-18001** certifications from the **ECA**



Certified by the **Forest Stewardship Council (FSC)**



Only company in India that offers certified **fire-retardant laminates**



Certified by **ETB** for compact exterior and interior laminates



Received ISI Certification as per **IS:2016-1995** from the Bureau of Indian Standards for thin laminates with 0.8-1.0 mm thickness



First Indian laminates to get **CE certification**



Recognised for 'environmentally-improved low-emission, low-toxicity' high-pressure laminates by the **Singapore Green Labelling Scheme Secretariat**



Recognised as **Star Export House** by the Government of India



Recognised by **Financial Times** and **Statista** as one of the FT 1000 High-Growth Companies Asia-Pacific 2018

# The Road Ahead

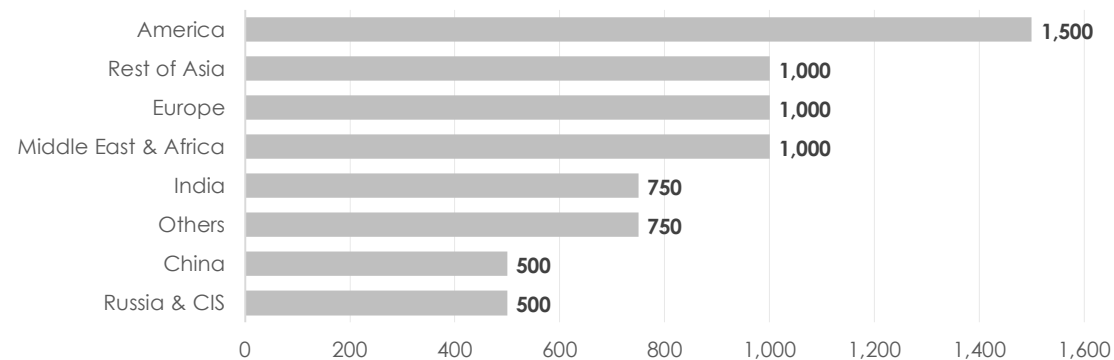




# Stylam: Well-positioned to capitalise on macro-growth opportunities

**Global laminates market is estimated to grow at 5.5% CAGR from 2016 to 2023 and reach \$8 billion**

## GLOBAL LAMINATES MARKET (\$ MILLION)



Source: India Laminates - Structural Growth Drivers in Place (Initiating Coverage) - Report by Anand Rathi

**Rising formalisation in the domestic market is likely to benefit organised players**

## DYNAMICS OF THE INDIAN LAMINATES MARKET

Market size	₹5,000 crore
Exports	₹1,050 crore
Domestic market	₹3,950 crore
Organised	₹2,560 crore
Unorganised	₹1,390 crore

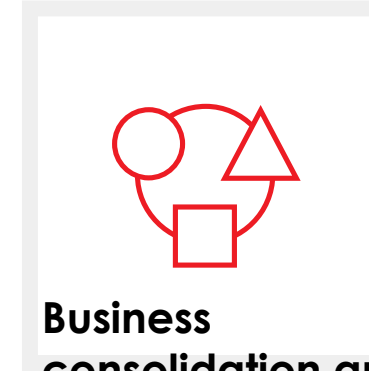
# Stylam: Growth strategy



**Enhance market share in the domestic market**



**Focus on innovation to launch products with differentiated finishing and sizes**



**Business consolidation and foray into new segments:**

- Business consolidation with associate concern Golden Chem-tech
- Entry into acrylic solid surface panels, better known as artificial marble/ Corian and polyester sheets

# Stylam: Investment case

## Strong brand recall

- Strong brand recall across India and in 60+ export markets
- The 'STYLAM' brand comprises over 1,200 designs, textures, colours and finishes
- Winner of Power Brands Rising Star Award 2016

## Diversified product portfolio

- Offers products across decorative laminates, high-pressure laminates, exterior cladding, exterior floor boards and cubicles segments

## Consistent financial track record

- Achieving profitable growth has been a key focus area for the Company

**5-year CAGR**

**Revenue: 20.0%**

**Net profit: 38.9%**

## Healthy growth prospects

- Capacity expansion to aid Stylam's growth in both domestic and international markets

**Current capacity  
11 million**

## Value accretion post amalgamation of Golden Chem-tech Ltd.

- Received SEBI approval for amalgamation of Golden Chemtech Ltd. with Stylam Industries Ltd.
- Commenced commercial production of acrylic solid surfaces under the brand name 'Granex'
- The amalgamation is expected to be value-accretive due to diversification of products offered by Stylam

# Financial Snapshot



# Rewarding investors

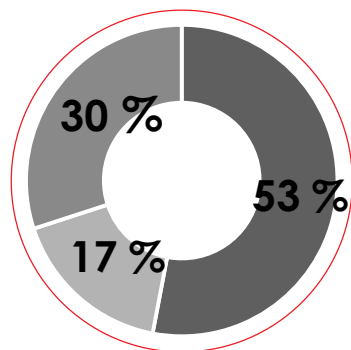
## CAPITAL MARKET DETAILS

BSE Scrip Code	526951
Bloomberg Code	SYIL IN
GICS Sector	Forest Products
Market Cap*	₹428.64 crore
Face Value	₹10
52-week High*	₹810
52-week Low*	₹413.05

\* As on 31<sup>st</sup> December, 2019

## SHAREHOLDING PATTERN

■ Promoters ■ Institutions ■ Non-Institutions



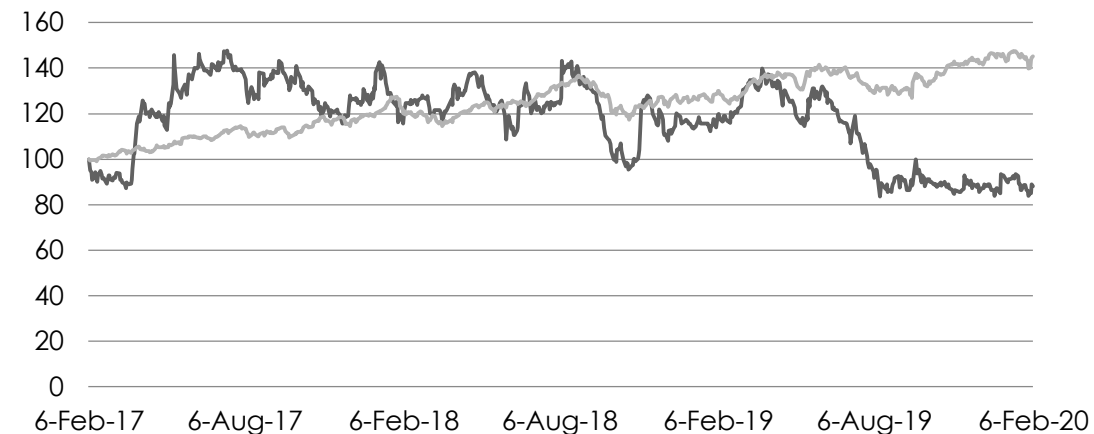
As on 31<sup>st</sup> December, 2019

## INSTITUTIONAL INVESTORS

## STAKE

Lighthouse Funds	12.9%
Sundaram Alternative Opportunities Fund	2.1%
Others	2%

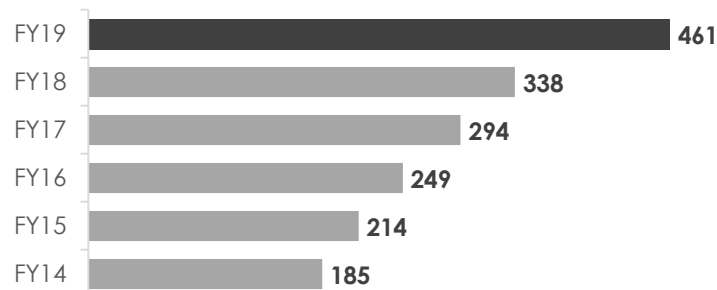
## COMPARATIVE STOCK PRICE PERFORMANCE - BSE SENSEX



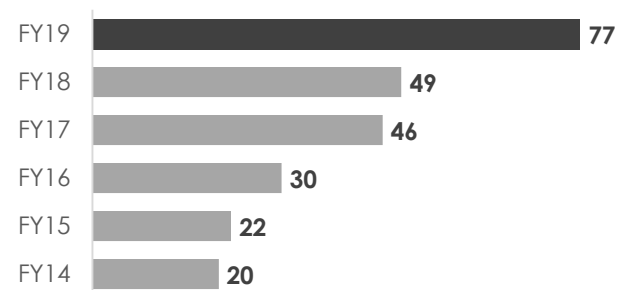
Closing price and Sensex as on 06<sup>th</sup> Feb 2017 have been indexed to 100; last closing prices as on 06<sup>th</sup> Feb, 2020

# Summary financials

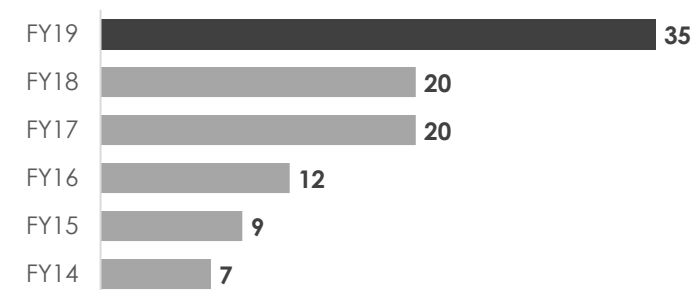
## REVENUES (₹ CRORE)



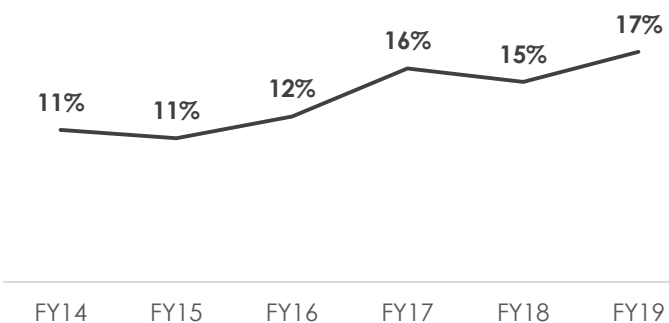
## EBITDA (₹ CRORE)



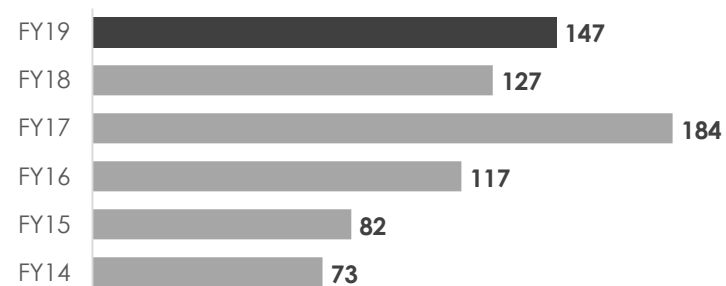
## NET PROFIT (₹ CRORE)



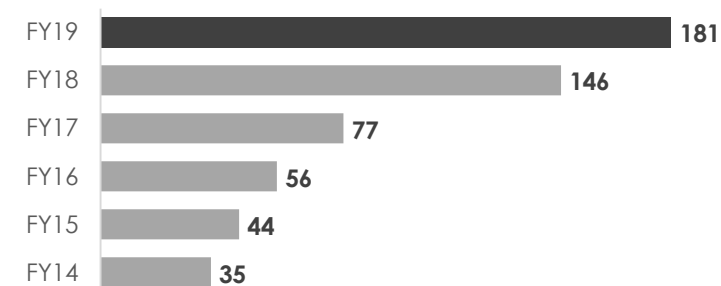
## EBITDA MARGIN (%)



## TOTAL DEBT (₹ CRORE)



## NET WORTH (₹ CRORE)



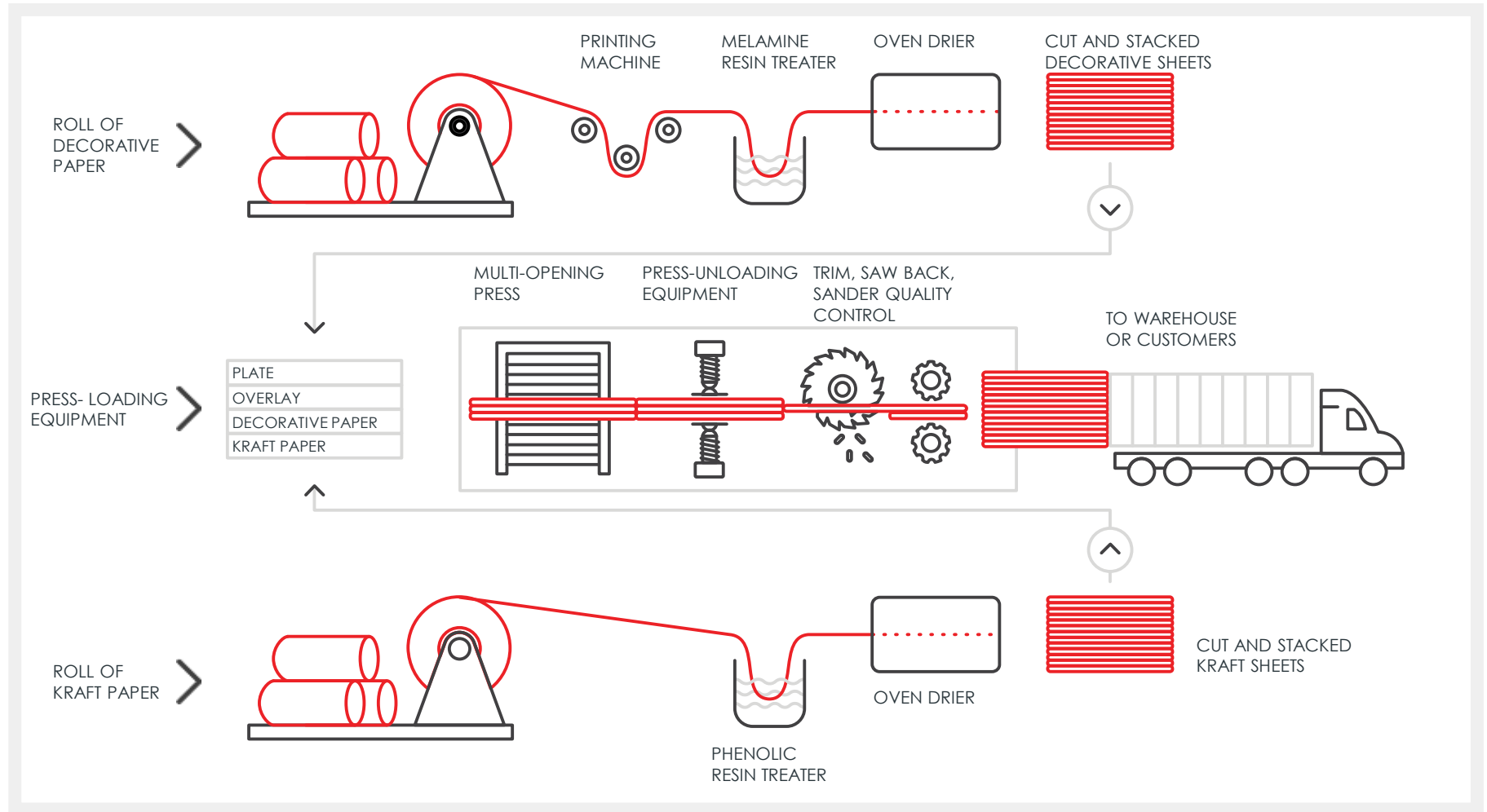
# Quarterly results

PARTICULARS	ANNUAL			GROWTH		QUARTER			GROWTH	
	FY17	FY18	FY19	FY18	FY19	Dec 2018	Sept 2019	Dec 2019	QoQ	YoY
Net Sales (₹ crore)	294	339	461	15%	36%	120	118	126	7	5%
EBITDA (₹ crore)	46	50	77	8%	55%	21	18	21	17%	-
EBITDA MARGIN	16%	15%	17%			18%	15%	17%		
PAT (₹ crore)	20	21	35	2%	71%	11	8	11	37.5%	-
PAT MARGIN	7%	6%	8%			9%	7%	9%		

# Annexure: Laminates-manufacturing process

## The typical laminates-manufacturing process comprises:

- Preparation and loading of resin to the dipping tray at the impregnator
- Squeezing of impregnated paper (craft/design)
- Travelling of the impregnated paper in drying chambers
- Cutting sheets to the desired sizes
- Stacking/ Kraft pack making/ design assembly
- Loading in press/ hydraulic pressure application/ heating, cooling and releasing of hydraulic pressure
- Unloading from press
- Trimming, sanding, wrapping and packing as per order





# Thank You

For further information, please contact

**MR. SANJEEV VAID**

CFO

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**Email:** sanjeev.vaid@stylam.com

**REGISTERED OFFICE**

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**Plant 2:** Village Manak Tabra, Ramgarh-Raipur Rani Road, Distt. Panchkula, Haryana

**website:** [www.stylam.com](http://www.stylam.com)