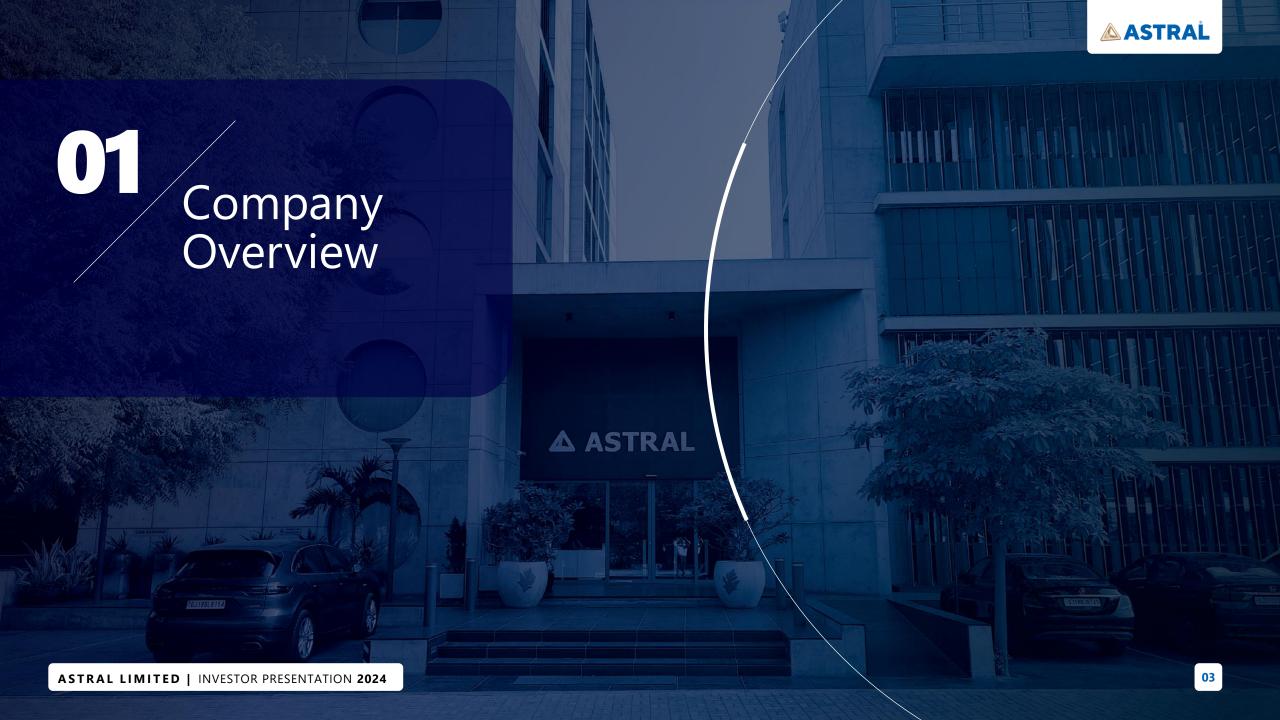


Unfolding New Possibilities

Investor Presentation MAY 2024







Astral at a Glance (1/2)

1996 **Astral Incorporated** 31+ **Export Presence**

25

09

Pipes

06

Water

Tanks

8,500 +**Employees**

Depots

18 Pipes

11

Paints

11 Adhesives

02 Faucets

Manufacturing Units

06

01 Adhesives **Faucets**

03

Paints

5,12,582

3,34,040

Pipes, Water

36,686

Adhesives & Sealants (UK & US)

Production Capacity (M.T. PA)

2,29,000+

1,05,856

Tanks & Bathware

36,000

Adhesives &

Sealants (India)

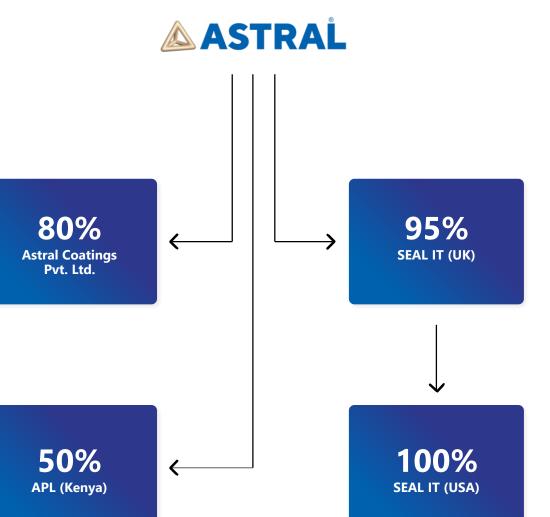
Paints

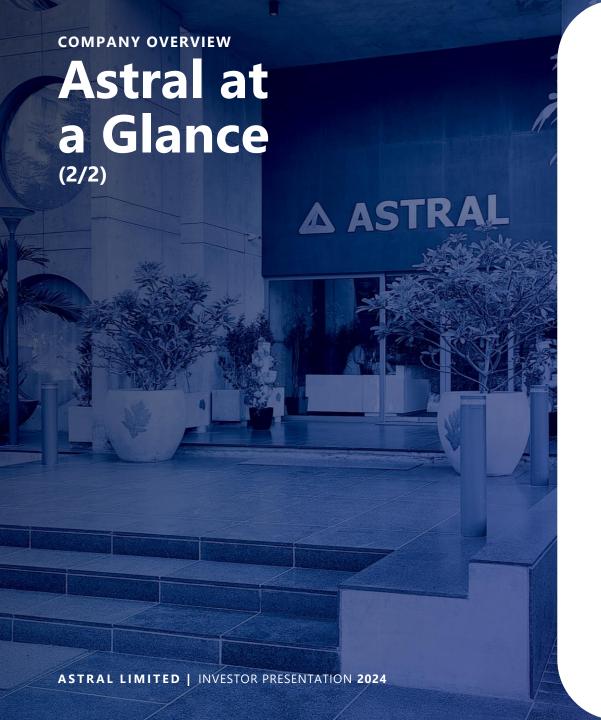
03 **Manufacturing Presence** In 3 Countries

3,303 +**Distributors**

Dealers

CORPORATE STRUCTURE







Operating in 8 High Growth Categories



































Astral The Trendsetter

O 1 First to introduce CPVC Piping in India

O4 First to introduce low-noise drainage pipes in India

7 First to introduce Water Tanks with NSF and Anti-Viral Copper shield

02 India's first lead-free uPVC pipes for potable water and column pipes for stream water

05 Introduced DWC and Infrastructure products in the Infra segment

Robust network of 2,29,000+ Dealers and 3,303+ Distributors

One of the fastestgrowing building materials companies 06 Introduced countless innovations in the Pipe category

09 Extensive Manufacturing facilities across the country

Astral Journey

Where we started

1996

Astral Incorporated

2014-16

- Acquired Seal It Limited, UK
- Acquired Resinova Chemie Limited
- Salman khan endorsed the brand.
- Enters the Billion \$ Market cap club
- Fortune India 500 Company
- Launch of CPVC Pro

2018-20

- USA Plant of Seal It Limited Operational
- Ghiloth Plant Commissioned
- Acquired Rex Polyextrusion Limited
- Acquired Water Tank Business and launched Sarita by Astral
- Ranveer Singh comes on board as Brand Ambassador

2021

- Introduced India's first Anti Viral Water Tanks – Cleo & Vito
- Expanded product portfolio by introducing HDPE Pro, Under Ground Pipes & Eco Pro
- BondTite Pro Launch

2022

APP APP IN

- Drain Pro Launch
- Bhubaneshwar Plant operational
- Astral Enters Bathware Category
- Astral Enters Paints segment by acquiring controlling stake in Gem Paints
- Appointed Allu Arjun as brand ambassador to strengthen brand recall in Southern Indian markets

2023

- Celebrated 25 years of Astral
- Dahej Adhesive Plant operational
- Launched RainWay
- Launched Industrial Ball Valve & Plumbing Union Ball Valve
- Achieved Great Place to Work Certification for 2023

COMPANY OVERVIEW

2024 Year at Astral





Launch of Astral Paints

Embarking on a colorful journey, we introduced Astral Paints, a range designed to redefine aesthetics and durability in the painting industry.





Collaboration with Jawan and Dunki

Astral Limited launched a marketing initiative by collaborating with the films Dunki for Astral Pipes and Jawan for BondTite, promoting their distinct product categories: Pipes and Adhesives & Sealants.



A Great Place to Work Certification 2024

At Astral, our success is fueled by the dedication and passion of our team members. We take immense pride in being recognized as a Great Place to Work for the year 2024.



PTMT Launch

In a bid to enhance our product portfolio, we proudly unveil our PTMT line, catering to the diverse needs of plumbing and sanitation solutions



Awards and Recognition

2013





- Awarded as Business Standard Star SMF
- Recognised for Smart Innovation by Inc. India Innovative 100 under category of 'Technology'

2015





- Awarded as Value Creator during the first ever Fortune India Next 500
- Awarded as India's Most Desired Brand by TRA

2019-24



Awarded as India's Most Trusted Pipe Brand from the year 2019 to 2024

2022-24





- Certified as Great Place to Work for 3 consecutive years
- Most trusted brand award in piping category by TRA
- Bondtite Brand of the year by ET Now
- Valve unit awarded Green Plant Certification

2014



Awarded as India's Most Promising Brand

2016







- Awarded as India's Most Attractive Pipe Brand
- Shortlisted & profiled in Dun & Bradstreet's list of India's Top 500 Companies for the year 2021 publication
- Awarded as India's Most Trusted Pipe Brand in the year 2016

2019-23



- Recognised as Consumer Validated Superbrand – India for pipes in 2017 and then for five consecutive years 2019, 2020, 2021, 2022 and 2023
- Recognised as Consumer Validated Superbrand – India for BondTite in 2023



Awards & Certifications Achieved in FY24



Certified as
Great Place to Work for
3 consecutive years



India's Most Trusted brand award in Piping category By TRA



India's Most Desired Pipe Brand By TRA



Astral is certified as Most Preferred Work Place in 2023-24 by Team Marksmen



Astral BondTite & Pipes recognised for Consumer Validated Superbrands in 2023-2024









The Torch Bearer in The Pipes Category

1998

Introduced CPVC pipes and fittings

2004-08

- Lead-free uPVC pipes and fittings
- NSF approval for CPVC pipes
- Foamcore PVC Drainage System

2010-13

- Low Noise PP Drainage System
- Lead-free Column Pipes

2016

Indigenous CPVC Compound 2021

Water Tanks With Anti-viral Copper Shield 2023

- NSF approval for water tanks
- ISI approval for Fire Pro Fittings range
- Indigenous Industrial Ball Valve range launched
- DiBT and SKZ Certifications for Astral Silencio

2024

Indigenous Range of surface drainage – Channel Pro launch

1ST TO INTRODUCE IN INDIA



Core Competencies

UNBEATABLE QUALITY

WORLD-CLASS MFG. CAPABILITIES & TECHNICAL TIE-UPS PRODUCT INNOVATIONS & VALUE ENGINEERING STRONG BRAND EQUITY

WIDE AND DEEP DISTRIBUTION REACH SEAMLESS BACKWARD INTEGRATION



Pipes & Water Tanks Manufacturing Units

Installed Capacity

SANTEJ



75,420 м.т.

DHOLKA



58,582 м.т.

GHILOTH



42,778 м.т.

HOSUR



56,004 м.т.

JAMNAGAR



336 м.т.

SANGLI



40,496 m.t.

AURANGABAD



11,687 м.т.

SITARGANJ



5,076 м.т.

BHUBANESHWAR (CUTTACK)



32,873 м.т.

GUWAHATI



10,788 м.т.



Paint Manufacturing Units

Installed Capacity





PEENYA



12,447 M.T.

DABASPET



6,837 m.t.

SOMPURA



16,716 м.т.



Upcoming Manufacturing Units



70,000 м.т.

Phase 1 – 30,000 MT to be operational by H2FY25 | Phase 2 – 40,000 MT to be operational by H2FY26

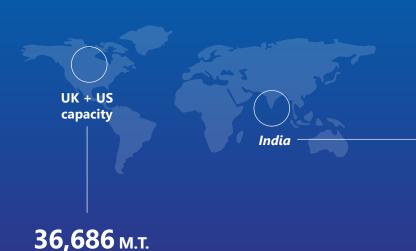


60,000 м.т.



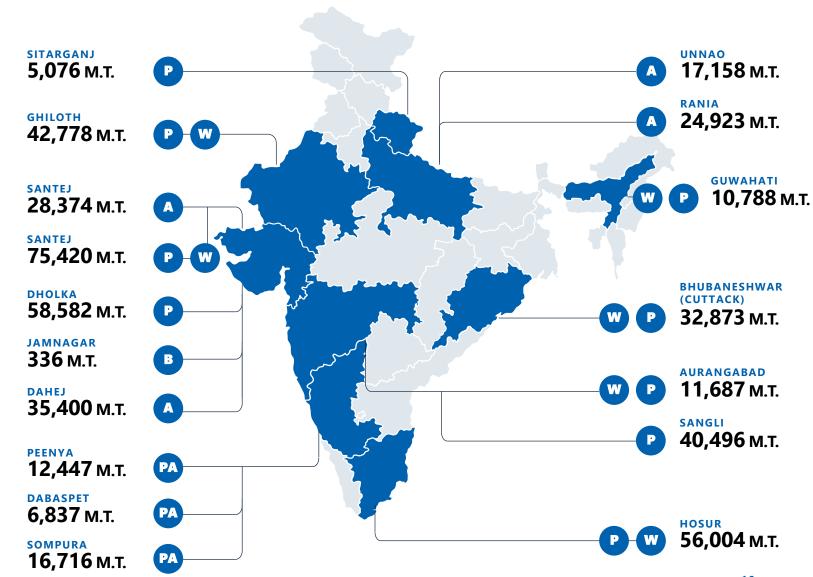
△ ASTRAL

Manufacturing Facilities



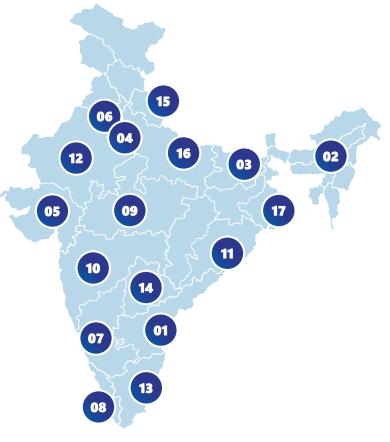








Pan India Presence -Plumbing Business



Office - 1

01. Andhra Pradesh	02. Assam	03. Bihar	04. Delhi
Depot - 1	Plant - 2 Depot - 1	Depot - 1	Depot - 2 Office - 1
05. Gujarat	06. Haryana	07. Karnataka	08. Kerala
Plant - 4 Depot - 1 Office - 1	Depot - 1 Office - 1	Office - 1	Office - 1
09. Madhya Pradesh	10. Maharashtra	11. Odisha	12. Rajasthan
Depot - 1 Office - 1	Plant - 3 Depot - 3	Plant - 2 Depot - 1	Plant - 2 Depot - 2
	Office - 2		Office - 1
13. Tamil Nadu	Office - 2 14. Telangana	15. Uttarakhand	Office - 1 16. Uttar Pradesh
13. Tamil Nadu Plant - 2 Depot - 2 Office - 1		15. Uttarakhand Plant - 1	
Plant - 2 Depot - 2	14. Telangana Depot - 1		16. Uttar Pradesh Depot - 2

162013TOTAL PLANTTOTAL DEPOTTOTAL OFFICE



Pan India Presence -

Adhesives & Paints Business



01. Andhra Pradesh	02. Assam	03. Bihar	04. Delhi
Depot - 1	Depot - 1	Depot - 1	Depot - 1
05. Gujarat	06. Karnataka	07. Kerala	08. Madhya Pradesh
Plant - 2 Office - 1	Plant - 3 Depot - 6 Office - 1	Depot - 1	Depot - 1
09. Maharashtra	10. Punjab	11. Rajasthan	12. Tamil Nadu
09. Maharashtra Depot - 2 Office - 1	10. Punjab Depot - 1	11. Rajasthan Depot - 1	12. Tamil Nadu Depot - 4
Depot - 2		•	

07
TOTAL PLANT

22
TOTAL DEPOT

)**4**

TOTAL OFFICE





Pipes Products at a Glance



Plumbing System



Drainage System



Agriculture System



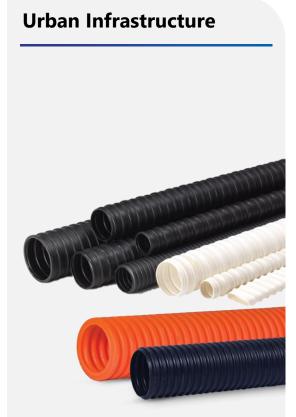


Pipes Products at a Glance











Pipes Products at a Glance









Specialized Valves at a Glance

Compact True Union Ball Valve







PTMT Product Range Launch





Water Tanks Products at A Glance





New Products launched

Channel Pro –Indigenously Developed Product

Features

- UV resistance
- Lower Manning coefficient
- Wide range for various applications
- · Keeps walkways and driveways dry for safer conditions



Oriented PVC Pipes for High Pressure Piping System

Features

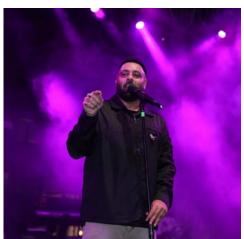
- Higher impact resistance
- High pressure-bearing capacity
- Smooth inner surface for better flow
- Food grade material, ideal for potable applications



Celebrating 25 Years of Astral

















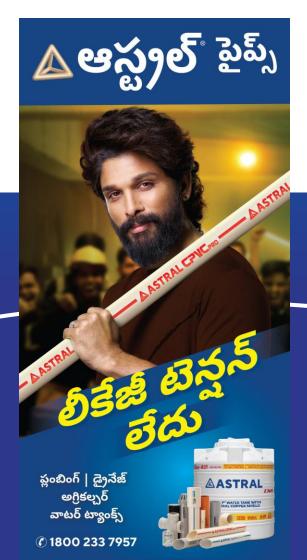
Branding Pipe Business

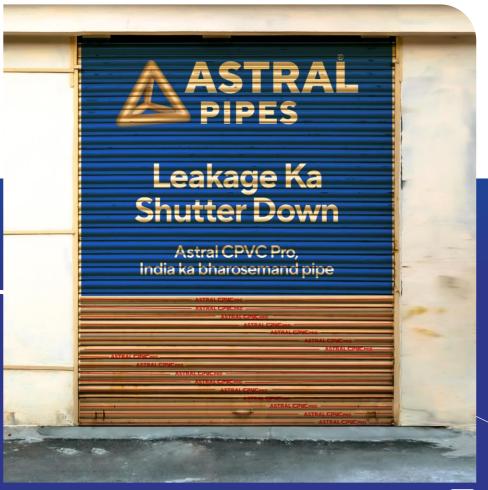






Leakage ki No Tension!







Marketing Communication

We co-sponsored 5 IPL teams in IPL 2024 edition.









Marketing Communication







Leakage ki No Tension!







Astral Bathware



Proudly Made in India



Supporting local industry with high-quality Indian manufacturing.



Design & Innovation Centre



Leading in design trends and technological advancements.



Strong After Sales Service



Dedicated professional team ensuring efficient support.



Standardized Spare Parts



Easier maintenance and quicker repairs for customer convenience.



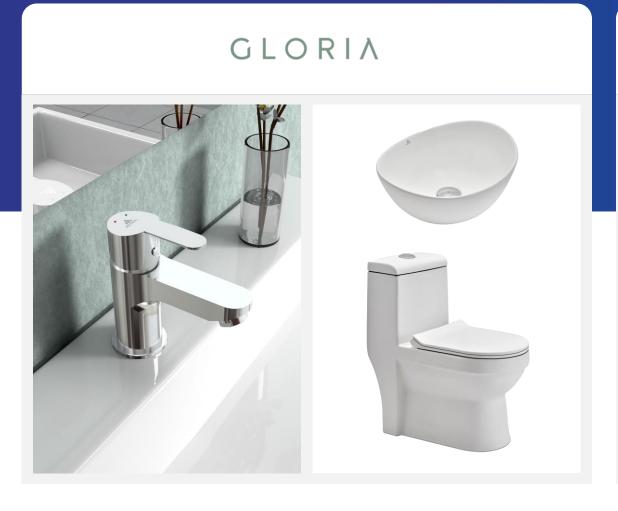
Strong Partner Network



Extensive reach through channel partners and industry influencers.



Bathware Products at a Glance (1/2)







Bathware Products at a Glance (2/2)

IMPERIA



CELESTIA



PRODUCT OFFERINGS AND BRANDING – PLUMBING BUSINESS

Branding Bathware Business











04

Sustainability Initiatives

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35



Empowering Communities, Enhancing Lives

While financial success is a key metric of our achievements, we place equal value on the development and empowerment of the communities where we operate.

Bearing this in mind, we have partnered with various institutions to cater specifically to their unique needs.





Contributing to a Better Society



Empowering Educational Excellence



Championing Environmental Sustainability



Protecting
Wildlife and
Habitats



Building Foundations for the Future



Empowering the Differently Abled













Sustainability Initiatives



Certified with Green Pro certification (From CII) for Drain Pro as well as for CPVC Pro.

The Award is received for reducing the environment impacts during the construction, operation and maintenance of their buildings and factories.



TRAINING

Substantial increase in training hours from 12,048 hours to 23,107 hours

01

TRAINING

Increase in training man hours by 32%

02

CSR

23% growth in CSR spends compared to last year

03

FSG

Solar energy capacity is 4,381 kwp

03

Energy Consumption

Energy consumption through renewable source was 18% and 20% respectively in Santej and Dholka plant 03

ESG

Certified with Green Pro certification (From CII) for Drain Pro as well as for CPVC Pro.

03

ESG

IMS (Integrated Management System) ISO 14001:2015 (EMS) & ISO 45001:2018 (OHSMS) for Sangli - Kanadwadi & Ghiloth Plants. 03

ESG

ISO 9001:2015 Quality Management System (QMS) for Cuttack





New Bharat Initiative (1/2)

OBJECTIVE

Tap into the massive untapped market potential of rural India by establishing a unified presence under the "New Bharat" umbrella.

Target Market

69%

of India's population (91 crore people) residing in rural areas as per 2011 Census

Reduced

competition and opportunity to establish strong brand presence

Key Highlights

- One unified brand identity and distribution channel for Astral's wood adhesives, construction chemicals, and maintenance products
- Leverage the strong brand equity of Bondtite to enter the wood adhesives segment in rural markets
- Cross-selling opportunities by offering a diverse yet complementary product portfolio
- Comprehensive solutions catering to rural consumer needs under a single brand



New Bharat Initiative (2/2)

Strategic Approach

- Identify and onboard rural distributors with established networks and logistical capabilities
- Streamlined marketing strategies targeting rural influencers (carpenters, masons, contractors)
- Customized product offerings and packaging tailored to rural consumer preferences
- Leverage cost efficiencies through synergies in distribution and marketing efforts

Benefits

Establish strong brand visibility and recognition in rural markets

Capture market share by being an early mover in underserved regions

Diversify revenue streams and reduce dependence on urban markets

Gain insights into rural consumer behavior for future product development

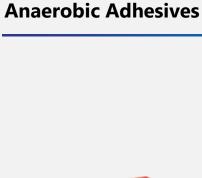


Adhesives & Sealants Products at a Glance





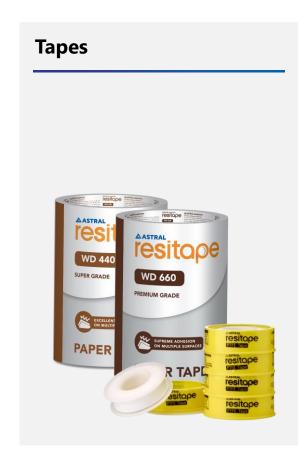








Adhesives & Sealants Products at a Glance











Construction Chemical Products at a Glance

Water Proofing AASTRAL AASTRAL ADVANCED WATERPROOFING ADVANCED WATERPROOFING ROOFTECT ROOF







Forayed into Paints Business with Wide Range of Offerings





Range of Offerings

CATEGORY	ECONOMY	PREMIUM	LUXURY	соммон
INTERIOR EMULSION	STYLA (POPULAR, SMART SHEEN, HI SHEEN)	ESTEEMA (PREMIUM, PREMIUM SHEEN)	ELITA (LUXURY)	KITCHEN SPECIAL
EXTERIOR EMULSION	RAGA (POPULAR, SMART)	EXTURA (PREMIUM)	EXTURA PLUS (LUXURY)	
ENAMEL		SYNTHETIC (PREMIUM)		
DISTEMPER		STYLA (PREMIUM)		
WATERPROOFING				TRUBUILD DAMPSTOP
PRIMER	POPULAR (WT) POPULAR DUAL (WT)	PREMIUM (WT, ST) PREMIUM EXTERIOR (WT)		
METAL PRIMER		RED OXIDE, YELLOW EPOXY		
WALL PUTTY				ACRYLIC PUTTY CEMENT (Smooth, Waterproof)
STAINERS				UNIVERSAL
COLORANTS				PREMIUM
INDUSTRIAL	TOTAL RANGE			
ANCILLARIES				ROLLERS, BRUSH



Paints Products at a Glance

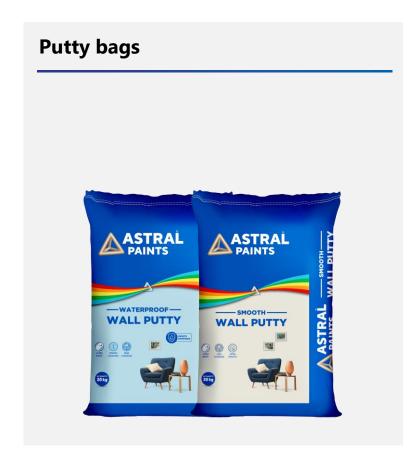
Interior Emulsion







Paints Products at a Glance









Way Forward

Astral Limited's robust performance this year is a testament to our strategic initiatives and commitment to growth.

With the pipes industry witnessing a 10-11% growth rate and a shift towards organised players, we are well-positioned to capitalise on this opportunity through our newly launched products and upcoming offerings. Our decentralised manufacturing strategy has proven effective, enhancing logistical efficiency, and we will continue to expand our geographical footprint, dealer and distributor network, and plumber partnerships.

In the adhesives segment, the operational Dahej site and our R&D efforts have been pivotal in driving growth and innovation. We are the first Indian company to manufacture the entire sealant range domestically, and our focus on backward integration, packaging processing, and raw material intermediaries will further strengthen our market position. The New Bharat Division and the Winner Circle loyalty app will enable us to tap into rural markets and expand our network, respectively.

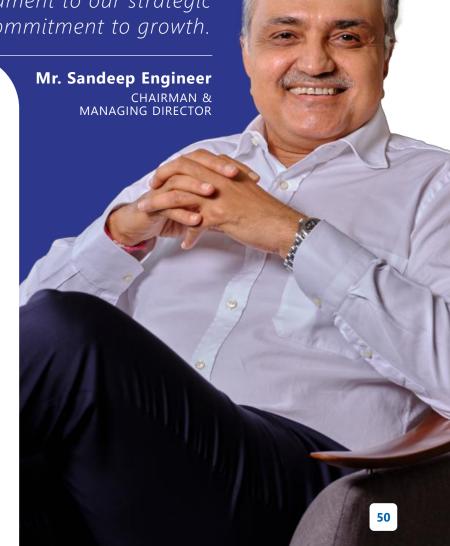
We are pleased to report that the prices of chemicals and polymers have bottomed out, with polymer prices showing signs of improvement. This will help us achieve better realisation and robust topline growth in the coming year.

As an established brand, we can effectively pass on the increase in raw material prices to our customers. The anticipated increase in topline will help us absorb overhead costs, resulting in improved EBITDA margins going forward.

We remain reasonably confident about the industry growing at 10-11%. With our strong brand reputation, lean balance sheet, innovative products, and strong leadership team, we are confident in our ability to outpace industry growth rates as we have consistently done in the past. We anticipate a continued 15% plus growth rate.

Furthermore, our confidence in the decentralisation strategy, in which we have invested over the years, remains unwavering. This strategy will help us achieve cost efficiencies through logistical advantages and enhance our market share.

With stabilised raw material prices and a strategic focus on new verticals like bathware and paints, we are poised for sustained growth.



Industry Outlook Pipes



Unorganized players continue to face challenges which is helping organized players, as demonstrated by recent market share gain by Astral.

Government spending on schemes like Nal se Jal, slowed by the pandemic, is gaining momentum. Furthermore, increased budgets for infrastructure projects under government initiatives will support DWC pipes.

Industry consolidation will continue in coming time.

Polymer prices have bottomed out and have started showing early signs of improvement. The housing boom in the country has begun, and we expect it to continue for at least 3-5 years.

■ ASTRAL Aquarius Lead Free UPVE

ASTRAL CPVCPR



Revenue Drivers for Next 5 years – Pipes

Projected overall industry growth of 10%-11%

04 Upcoming product launches to drive further growth

07 Ongoing addition of new dealers and distributors

02 Shift from unorganised to organised sector

05 Decentralisation of manufacturing plants

08 Expanding network of plumbers in the Astral family

Higher growth from recently launched products

06 Entering new geographies to expand market reach

Government spending is set to increase in the coming years, boosting the growth of Astral's infrastructure vertical products.



Industry Outlook Adhesives & Sealants



Chemical prices have bottemd out and stabilisied.

New categories to outpace other categories in terms of growth in coming years. Expecting the industry to grow 8-10% under normal circumstances, while companies like Astral will keep acquiring market share and grow further.

Industry consolidation will continue in the coming years.

Unorganized regional players to continue to loose market share.



Revenue Drivers for Next 5 years – Adhesive

Operational state-ofthe-art facility at Dahej Plant with a capacity of 35,400 MTPA Launched innovative adhesives like WPC fix and Acrylic fix for wood plastic composite substrates.

New Bharat Division leverages multibrand offerings via a dedicated rural sales team.

1 Innovating with R&D facilities in India and abroad (SEAL IT).

First Indian company to make the entire sealant range in India, including silicone, hybrid, acrylic, and SBS

Expanding our network through the Winner Circle loyalty app, now including stone masons and fabricators.

Strong focus on backward integration, including packaging processing and RM intermediaries.

106 Tapping into rural India's potential with the New Bharat Division.

The UK economy has started improving, and chemical prices have bottomed out.

Consequently, we anticipate double-digit growth and better margins in the coming year, recovering from last year's inventory loss.



Option Value

O 1 ► Huge cash on book ₹ 610 Cr., that will help the Company to grow organically and inorganically Two additional new pipe locations, Kanpur and Hyderabad, will help us further increase our market share and accelerate our growth over the next 5 years

Existing standalone Pipes
Business likely to double
its revenue over 5 years

East India plants represents a strong option value over the next 5 years

Launching a few new products in Adhesive & Sealants segment under a different chemistry, that along with existing products will double the Company's revenue within the next 5 years

Due to a lower base and positive market response, our new products—
Bathware, Tank, Valve,
Drain Pro, and Silencio—are expected to deliver healthy growth. Additionally, the launch of Paints under the Astral brand is anticipated to further boost our growth.



O6
Financial
Performance

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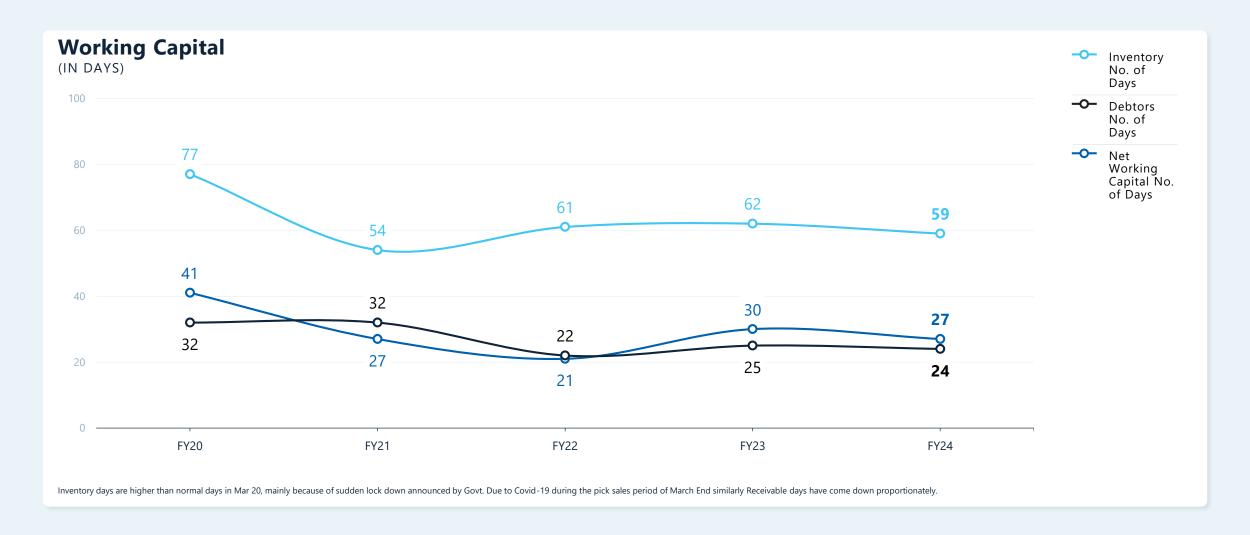


Consolidated Full Year Performance (1/3)



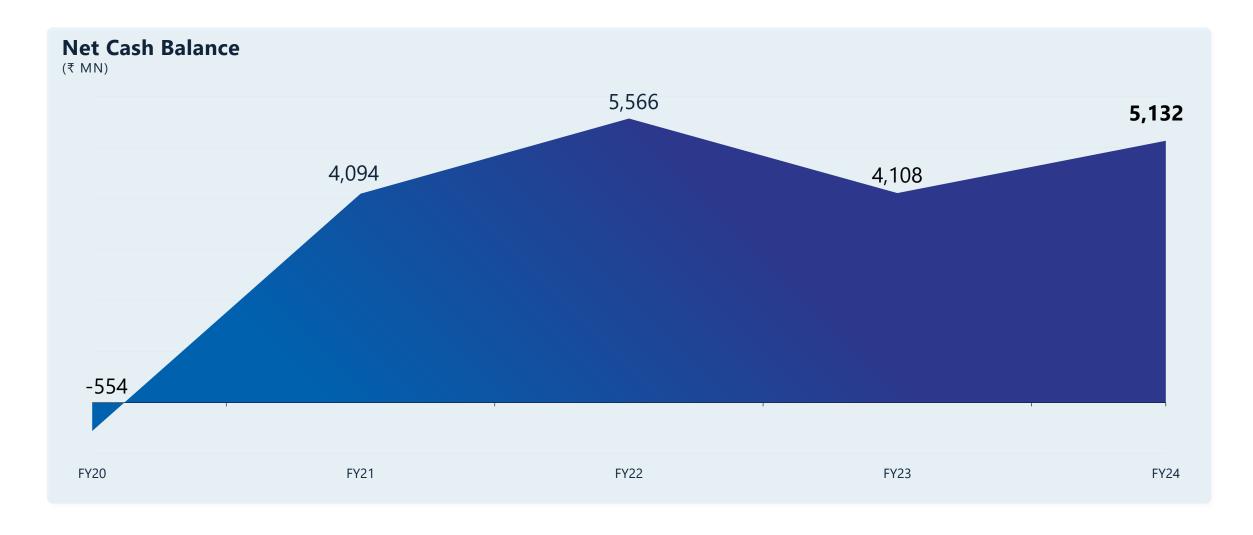


Consolidated (2/3)



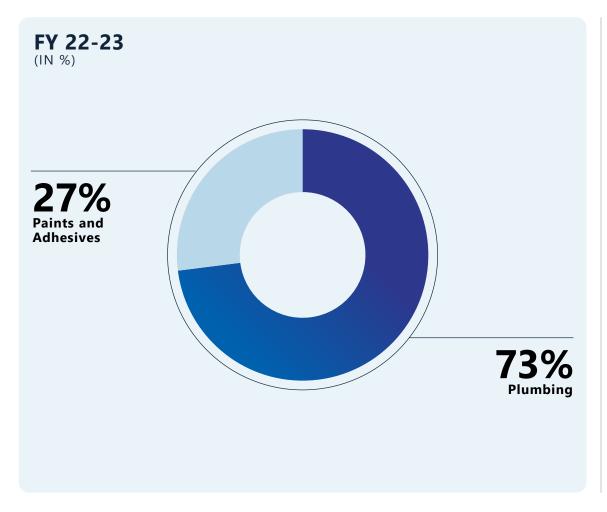


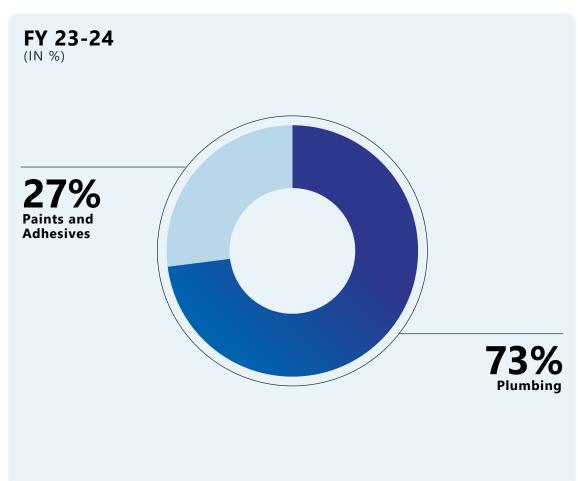
Consolidated (3/3)





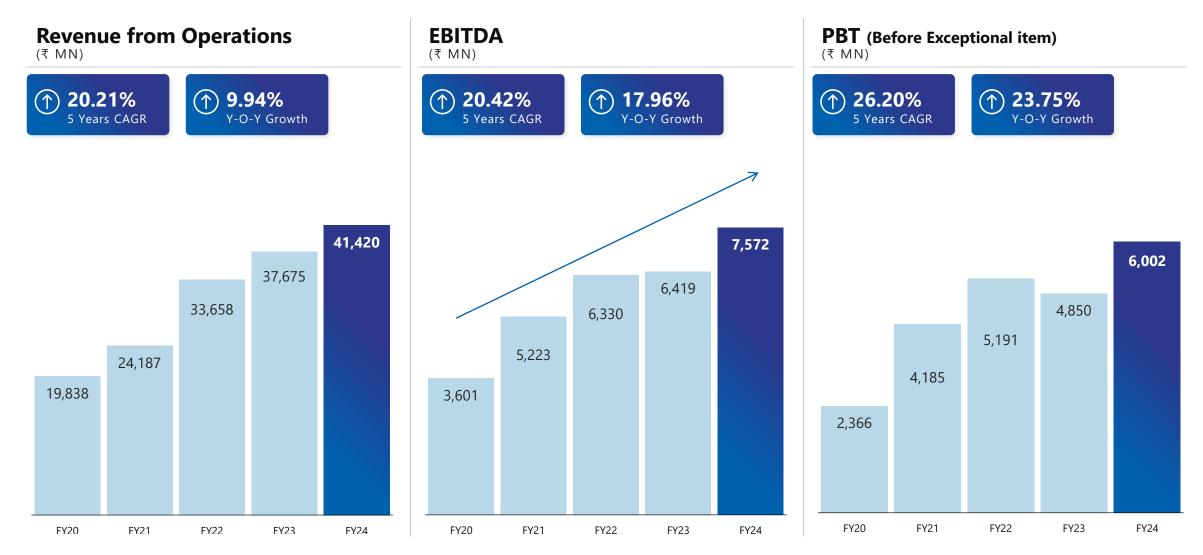
Group Revenue Breakup







Plumbing Business (1/3)





Plumbing Business (2/3)







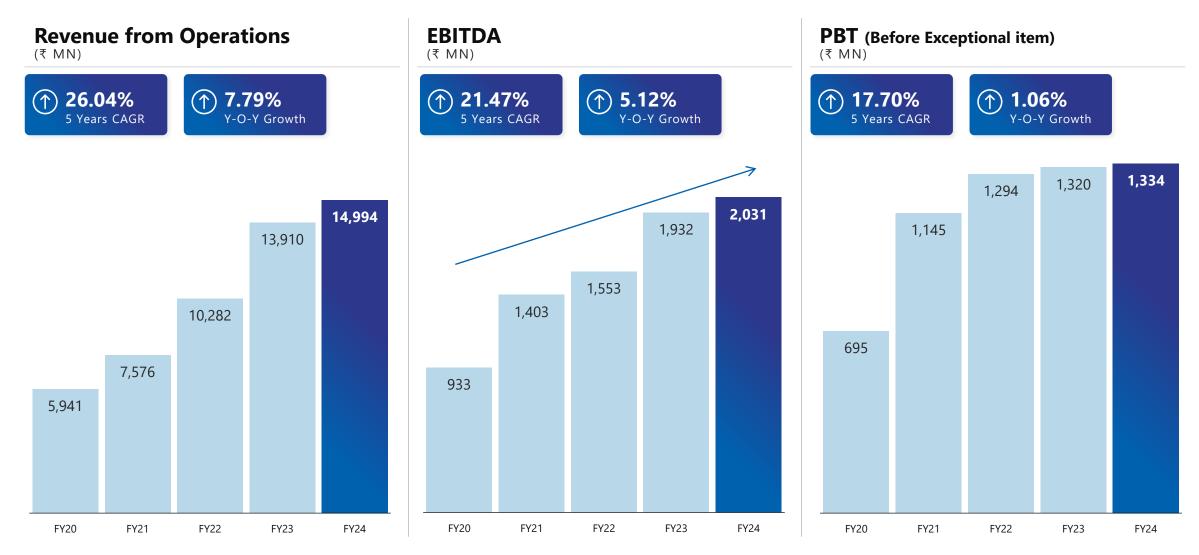
Plumbing Business (3/3)



In FY20 Inventory days are higher than normal days mainly because of sudden lock down announced by Govt. Due to Covid-19 during the pick sales period of March End similarly Receivable days have come down proportionately. During the year FY 19, Rex Poly extrusion is amalgamated with the company w.e.f. July 10, 2018.



Paints and Adhesives Business



Key Take Away

1

Recorded strong volumetric growth and gain in market share (Both Pipes & Adhesives)

2

Unorganized regional players continue to lose market share

3

Recently launched products continue to drive good growth

4

New launches are in pipeline for the both segments - Pipes & Adhesives

5

Two upcoming plants in Hyderabad and Kanpur will further accelerate the growth momentum in the coming years

6

Contributions from value added products and decentralization of plants to help in margin expansion





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May 2024

Thank You

ASTRAL

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