

WIL/SEC/2021

May 14, 2021

Bombay Stock Exchange Limited Department of Corporate Services, SP. J. Towers, Dalal Street, Mumbai – 400 001 (Scrip Code-514162)	National Stock Exchange of India Limited Listing Compliance Department Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai – 400 051 (Symbol: WELSPUNIND)
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Dear Sirs/ Madam,

Subject: Disclosure of information pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

In compliance with Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and the Company's Code of Practices and Procedure for Fair Disclosure of Unpublished Price Sensitive Information, kindly find attached Earnings Presentation, inter alia, on audited financial results of the Company for the quarter and year ended March 31, 2021.

Please take the same on record.

Thank you,

For Welspun India Limited**Shashikant Thorat**
Company Secretary
ICSI Membership No. : FCS-6505**Enclosed: Earnings Presentation as mentioned above****Welspun India Limited**

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E-mail : companysecretary_wil@welspun.com Website : www.welspunindia.com

Registered Address: Welspun City, Village Versamedi, Taluka Anjar, District Kutch, Gujarat 370 110, India.

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Corporate Identity Number: L17110GJ1985PLC033271



Earnings Presentation

Welspun India Limited

Home Textile | Advance Textile | Flooring

Q4 & FY21

May 2021

NSE: WELSPUNIND
Bloomberg: WLSI:IN
Reuters: WLSP.NS



Christy
ENGLAND

WELSPUN
FLOORING

SPACES[®]
BED • BATH • RUGS

AUTHENTIC
WEL-TRAK[™]
FIBER

HYGRO
COTTON



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Executive Summary



Diversified Brand & License Portfolio



Strong Emerging Businesses:

- ♦ Flooring Solutions disrupting the world of flooring
- ♦ Advanced Textiles dealing with innovative product applications



Thought leader

in Home Textiles with robust innovation portfolio of 32 patented technologies



Multipronged

E-Commerce

Strategy to accelerate growth & capture larger share of the fast-growing market



ESG Focused

organization with well-defined principles, roadmap and targets



#1 Ranking

Consistently as Home Textile Supplier to USA.*

1 in 5 Towels &
1 in 9 Sheets Sold in US made by Welspun**

Note:

* Source: HTT Magazine

** Source: OTEXA data



A certified woman owned business

with >25% women in a 20,000+ strong workforce



Welspun India Ltd (WIL), part of \$2.7 bn Welspun Group, is a global leader in the Home Textiles landscape. With a strong global distribution network and world-class vertically-integrated manufacturing facilities located in India, Welspun is strategic partners with top global retailers.

WIL is differentiated by its strategy based on Branding, Innovation and Sustainability.

Management Commentary



FY21 was a landmark year for us, as we have achieved **\$ 1 bn in annual revenue** which is our highest ever. I feel extremely privileged to lead a committed team and am thankful for their continued dedication and hard work despite unprecedented challenges this past year. Their resilience was critical in helping us deliver a record year.

Emerging businesses delivered strong performance during the year and global e-comm sales contributed 6% to the topline.

We have coined our ESG strategy as WELOCITY with acceleration at its core. As a global leader in our industry with a strong strategy in place, we are very well positioned for the years ahead.

Ms. Dipali Goenka

CEO & Joint Managing Director, Welspun India Limited



Key Highlights



Brands



E-Commerce



Innovation

Click the Icons to know more

Total Income

- **Q4** → up 31% YoY at ₹ 21,736 mn
- **FY21** → up 8% YoY at ₹ 74,080 mn

Highest ever in a quarter & year

Branded business grew by 20% YoY and stood at ₹ 9,670 mn in FY21

Emerging Business (Advanced Textile & Flooring) grew by 89% YoY in FY21

EBITDA:

- **Q4** → up 21% YoY at ₹ 3,582 mn (16.5%)
- **FY21** → up 8% YoY at ₹ 14,198 mn (19.2%)

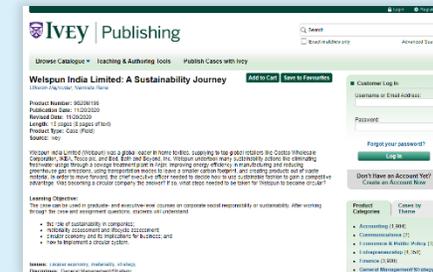
Core business EBITDA up 1% YoY at ₹ 14,863 mn in FY21 & Margin stood at 20.9%

E-Comm business grew by 84% YoY and its share in revenue has doubled from 3% to 6% in FY21

Net Debt stood at ₹ 23,327 mn vs. ₹ 29,618 mn (March 2020);

Reduction of ₹ 6,291 mn

Recent Awards & Recognition



Visit Website

Read More

Welspun's Sustainability journey now a case study on Ivey publishing website



Watch video

Read More

Welspun has been recognized by Walmart as its **trusted partner for 20 years** in their recent corporate announcement & HT leadership summit

Quarterly Highlights

(₹ Million)

	Revenue*	EBITDA*	PBT	PAT	Cash Profit
	21,736	3,582	1,797	1,301	2,154
Growth (YoY)	30.6% ↑	20.9% ↑	62.9% ↑	52.0% ↑	9.9% ↑
Growth (QoQ)	6.0% ↑	(14.5)% ↓	(27.8)% ↓	(28.0)% ↓	(33.0)% ↓
Margin (%) (y-o-y)		16.5% ↓	8.3% ↑	6.0% ↑	
Margin Expansion/Contraction (y-o-y)		(132) Bps	164 Bps	84 Bps	
EPS/CEPS				1.30	2.14

Note:

1. Prior period figures are restated wherever necessary
2. *As the Rate for RoDTEP has not been notified, we have not accrued RoDTEP Income in Q4FY21

Annual Highlights

(₹ Million)

	Revenue*	EBITDA*	PBT	PAT	Cash Profit
	74,080	14,198	7,686	5,397	10,197
Growth (YoY)	8.4% ↑	8.4% ↑	18.1% ↑	6.4% ↑	5.1% ↑
Margin (%) (y-o-y)		19.2%	10.4% ↑	7.3%	
Margin Expansion/Contraction (y-o-y)		-	85 bps	-	
EPS/CEPS				5.37	10.15

Annual growth will be double digit if adjusted for lockdown period of 45 days during March and April 2020

Note:

1. Prior period figures are restated wherever necessary
2. *As the Rate for RoDTEP has not been notified, we have not accrued RoDTEP Income in Q4FY21

Quarterly Highlights (Cont.)

(₹ Million)

Particulars	31-Mar-21	31- Dec-20	31-Mar-20
Net Worth	36,447	35,324	29,721
Short Term Loans	17,452	16,374	17,717
Long Term Loans	10,962	14,633	16,704
of which Flooring Debt	7,112	6,799	6,378
Gross Debt	28,414	31,007	34,421
Cash & Cash Equiv.	5,087	6,321	4,803
Net Debt	23,327	24,686	29,618
Net Debt excl. Flooring debt	16,215	17,887	23,240
Total Assets	86,778	85,446	83,103

Net Debt reduced by ₹ 6,291 mn; excl. Flooring by ₹ 7,025 mn

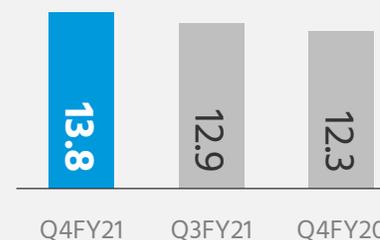
ROE

(In %)



ROCE

(In %)



Net Debt / Equity

(x)



Net Debt / EBITDA

(x)



Note:

1. All quarterly chart figures are on TTM basis.

Quarterly Highlights (Cont.)

(₹ Million)

Revenue	B2B			Branded#			
	Global*		Domestic	Global*		Domestic	
	Innovation	Others		Online	Offline	Online	Offline
Q4FY21 <i>Sales Contribution (%)</i>	6,106 31%	9,640 48%	995 5%	811 4%	1,602 8%	23 0%	811 4%
Q3FY21 <i>Sales Contribution (%)</i>	6,060 34%	8,225 46%	1,033 6%	900 5%	873 5%	60 0%	846 5%
Q4FY20 <i>Sales Contribution (%)</i>	3,714 26%	7,548 53%	932 7%	475 3%	1,049 7%	9 0%	432 3%
FY21 <i>Sales Contribution (%)</i>	19,287 29%	33,372 51%	3,612 5%	3,741 6%	3,500 5%	176 0%	2,253 3%
FY20 <i>Sales Contribution (%)</i>	18,127 30%	31,256 52%	2,831 5%	2,029 3%	3,376 6%	105 0%	2,515 4%
<i>Growth YoY (%)</i>	6%	7%	28%	84%	4%	69%	(10%)

Note:

*Non-Domestic

#Includes Innovation

Revenue excludes Other Operating Income

84% YoY

Growth in **E-Com channel**

20% YoY

Growth in **Brand business**

6% YoY

Growth in **Innovation**

Quarterly Highlights (Cont.)

(₹ Million)

Revenue	Textiles Business			Other Businesses		
	HT - B2B	HT – Branded	HT - E-Comm	Advanced Textile	Flooring – B2B	Flooring – Branded
Q4FY21 <i>Sales Contribution (%)</i>	14,993 <i>75%</i>	2,217 <i>11%</i>	834 <i>4%</i>	806 <i>4%</i>	942 <i>5%</i>	196 <i>1%</i>
Q3FY21 <i>Sales Contribution (%)</i>	13,855 <i>77%</i>	1,509 <i>8%</i>	960 <i>5%</i>	738 <i>4%</i>	725 <i>4%</i>	210 <i>1%</i>
Q4FY20 <i>Sales Contribution (%)</i>	11,448 <i>81%</i>	1,377 <i>10%</i>	484 <i>3%</i>	618 <i>4%</i>	214 <i>2%</i>	103 <i>1%</i>
FY21 <i>Sales Contribution (%)</i>	51,003 <i>77%</i>	5,138 <i>8%</i>	3,918 <i>6%</i>	2,850 <i>4%</i>	2,418 <i>4%</i>	615 <i>1%</i>
FY20 <i>Sales Contribution (%)</i>	49,516 <i>82%</i>	5,483 <i>9%</i>	2,134 <i>4%</i>	2,338 <i>4%</i>	360 <i>1%</i>	408 <i>1%</i>
<i>Growth YoY (%)</i>	<i>3%</i>	<i>(6%)</i>	<i>84%</i>	<i>22%</i>	<i>572%</i>	<i>51%</i>

Note:

HT - Home Textile
HT-Branded includes sales from licensed brands
Revenue excludes Other Operating Income

5% YoY

Growth in **Textile business**

19% YoY

Growth in **HT Branded business** (incl. E-Comm)

89% YoY

Growth in **Other Businesses**

Operational highlights (Quarterly)

Manufacturing Capacity & Utilization

Home Textile	Particulars	UOM	Annual Capacity	Q4FY21	Utilization (%)	Q3FY21	Utilization (%)	Q4FY20	Utilization (%)
	Bath Linen	MT	80,000	19,951	100%	19,717	99%	16,742	84%
	Bed Linen	Mn mtrs	90	20.2	90%	21.2	94%	15.0	67%
	Rugs & Carpets	Mn sq mtrs	10	2.6	105%	2.6	105%	1.9	75%

Advanced Textile	Particulars	UOM	Annual^ Capacity	Q4FY21	Utilization (%)	Q3FY21	Utilization (%)	Q4FY20	Utilization (%)
	Spunlace	MT	10,000	2,450	99%	2,147	86%	1,808	73%
	Needle Punch	MT	3,000	426	50%	369	43%	304	36%
	Wet Wipes	Mn Packs	75	4.2	21%	4.4	22%	2.9	15%

Flooring	Particulars	UOM	Annual Capacity		Q4FY21	Utilisation (%)	Q3FY21	Utilization (%)	Q2FY21	Utilisation (%)
			Expected*	Operational						
	Soft Flooring	Mn sq mtrs	16.3	7.5 [#]	0.34	18%	0.16	8%	0.13	7%
	Hard Flooring		10.7	5.4 [@]	0.90	74%	0.50	74%	0.20	29%

Note:

*Expected Capacity at Full Capex | [@] Increased to 5.4 on 15 Jan 2021 | [#] The same will increase to 16.3 mn sq mtrs operationally based on business needs by making small investment in balancing equipment During Q4FY20 the flooring plant was in stabilization stage | [^]Nominal Capacity

Operational highlights (Annual)

Manufacturing Capacity & Utilization

Home Textile	Particulars	UOM	Annual Capacity	FY21	Utilization (%)	FY20	Utilization (%)
	Bath Linen	MT	80,000	70,406	88%	67,548	84%
	Bed Linen	Mn mtrs	90	69.2	77%	62.0	69%
	Rugs & Carpets	Mn sq mtrs	10	8.2	82%	8.0	80%

Advanced Textile	Particulars	UOM	Annual^ Capacity	FY21	Utilization (%)	FY20	Utilization (%)
	Spunlace	MT	10,000	9,152	92%	8,433	85%
	Needle Punch	MT	3,000	1,176	34%	1,349	40%
	Wet Wipes	Mn Packs	75	23.1	28%	9.4	12%

Flooring	Particulars	UOM	Annual Capacity		FY21	Utilisation (%)
			Expected*	Operational		
	Soft Flooring	Mn sq mtrs	16.3	7.5 [#]	0.70	9%
	Hard Flooring		10.7	5.4 [@]	1.67	52%

Note:

*Expected Capacity at Full Capex | [@] Increased to 5.4 on 15 Jan 2021 | [#] The same will increase to 16.3 mn sq mtrs operationally based on business needs by making small investment in balancing equipment During FY20 the flooring plant was in stabilization stage | [^] Nominal Capacity

Enhancing capacity; catering to growing demand

- ◆ Rise of homebody economy & focus on hygiene driving increased consumption of Home textile products
- ◆ Enhancing our capacity through de-bottlenecking & rebalancing facilities to cater to this demand
- ◆ Capital light expansion in the areas of processing, cut & sew etc.



Towels

80,000_{MT}

Current Annual Capacity

85,400_{MT}

*Revised Annual Capacity



7%

Starting Q1 FY22 E



Bed Linen

90 Mn. Meters

Current Annual Capacity

108 Mn. Meters

*Revised Annual Capacity



20%

Starting Q2 FY22 E



Rugs & Carpets

10 Mn. Sq. Meters

Current Annual Capacity

18 Mn. Sq. Meters

*Revised Annual Capacity



80 %

Starting Q2 & Q3 FY22 E

HOME TEXTILE:

- ◆ Capacity expansion at Vapi and Anjar
- ◆ Benefits will start accruing from early Q2 FY22 and revenue potential from second year ~ ₹ 12,000 mn

ADVANCED TEXTILE:

- ◆ Spunlace expansion to commence operations in H2 FY21
- ◆ Potential business topline: over ₹ 6,000 mn by FY23

FLOORING:

- Hard flooring capacity doubled in January 2021
- Further doubling of capacity of Hard Flooring by Q2FY22

Quarterly Profit & Loss

(₹ Million)

Particulars	Q4 FY21*	Q4 FY20	YoY Change	Q3 FY21	QoQ Change	FY21*	FY20	YoY Change
Total Income	21,736	16,645	30.6%	20,497	6.0%	74,080	68,362	8.4%
EBITDA	3,582	2,963	20.9%	4,187	(14.5%)	14,198	13,098	8.4%
EBITDA Margin (%)	16.5%	17.8%	(132 bps)	20.4%	(395 bps)	19.2%	19.2%	1 bps
Finance Cost	642	612	4.8%	559	14.9%	1,975	1,777	11.1%
Depreciation	1,143	1,247	(8.4%)	1,139	0.3%	4,536	4,811	(5.7%)
PBT (before exceptional)	1,797	1,103	62.9%	2,489	(27.8%)	7,686	6,510	18.1%
PAT (After Minority Interest)	1,301	856	52.0%	1,808	(28.0%)	5,397	5,074	6.4%
Cash Profit [^]	2,154	1,960	9.9%	3,217	(33.0%)	10,197	9,702	5.1%
EPS (₹)	1.30	0.85	52.0%	1.80	(28.0%)	5.37	5.05	6.4%

Note:

1. ^Cash Profit = PBDT (before exceptionals) less Current Tax
2. Prior period figures are restated wherever necessary
3. As the Rate for RoDTEP has not been notified, we have not accrued RoDTEP Income in Q4FY21

Quarterly Segment Results

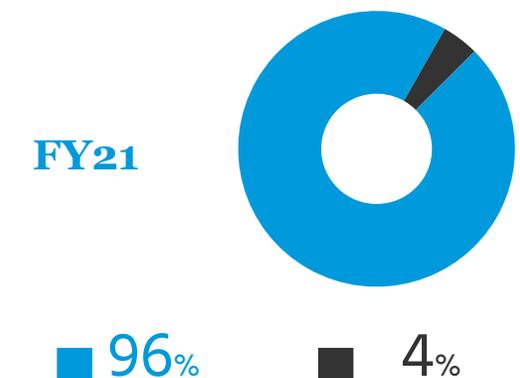
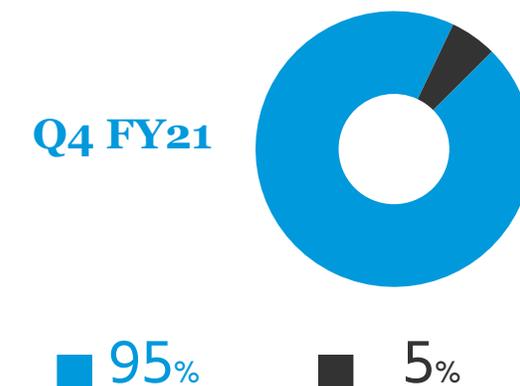
(₹ Million)

Particulars	Q4 FY21*	Q4 FY20	YoY Change	Q3 FY21	QoQ Change	FY21*	FY20	YoY Change
Home Textile								
Revenue	20,523	15,845	29.5%	19,672	4.3%	71,283	66,633	7.0%
EBITDA	3,687	3,767	(2.1%)	4,348	(15.2%)	14,863	14,692	1.2%
EBITDA Margin (%)	18.0%	23.8%	(581 bps)	22.1%	(414 bps)	20.9%	22.0%	(120 bps)
Flooring								
Revenue	1,185	421	181.8%	977	21.3%	3,187	872	265.4%
EBITDA	(189)	(597)	-	(240)	-	(996)	(1,423)	-

Note:

1. Prior period figures are restated wherever necessary
2. As the Rate for RoDTEP has not been notified, we have not accrued RoDTEP Income in Q4FY21

Revenue Segmentation (%)



Legend



Home Textile



Flooring



Summary of **Financial Statements**

Profit & Loss Summary

(₹ Million)

Particulars	FY17	FY18	FY19	FY20	FY21
Total Income	67,211	61,318	66,084	68,362	74,080
Growth %	11.8%	-8.8%	7.8%	3.4%	8.4%
EBITDA	16,639	12,046	11,467	13,098	14,198
EBITDA Margin	24.8%	19.6%	17.4%	19.2%	19.2%
Depreciation	5,054	5,042	4,358	4,811	4,536
Finance cost	1,583	1,408	1,593	1,777	1,975
PBT (Before exceptional)	10,003	5,597	5,516	6,510	7,686
Exceptional Items	(4,648)	-	(2,647)	434	-
PAT (After Minority Interest)	3,576	3,850	2,098	5,074	5,397
Cash Profit*	9,131	9,413	8,977	9,702	10,197
EPS (₹)	3.56	3.83	2.09	5.05	5.37

Note:

- *Cash Profit = PBDT (before exceptionals) less Current Tax
- Prior period figures are restated wherever necessary

Balance Sheet Summary

(₹ Million)

Particulars	31-Mar-17	31-Mar-18	31-Mar-19	31-Mar-20	31-Mar-21
Net Worth	23,971	26,057	27,793	29,721	36,447
Short Term Loans	11,721	12,580	14,080	17,717	17,452
Long Term Loans	21,393	20,228	19,024	16,704	10,962
<i>of which Flooring Debt</i>	-	-	2,870	6,378	7,112
Gross Debt	33,114	32,807	33,104	34,421	28,414
Cash & Cash Equiv.	2,725	2,538	2,821	4,803	5,087
Net Debt	30,389	30,269	30,283	29,618	23,327
Net Debt excluding Flooring debt	30,389	30,269	27,412	23,064	16,215
Capital Employed*	61,259	62,962	65,456	68,825	71,303
Net Fixed Assets (incl CWIP)^	35,713	33,641	36,154	38,105	38,042
Net Current Assets	20,114	23,734	22,210	21,828	24,534
Total Assets	73,283	72,249	77,423	83,103	86,778

Net Debt of Core business reduced by 46% in last 3 Years

Note:

*Capital Employed = Net worth + Gross Debt + Other long term liabilities | ^Net current assets does not include Cash & cash equivalents

Ratios Summary

		FY17	FY18	FY19	FY20	FY21
Solvency ratios	Net Debt/Equity	1.27	1.16	1.09	1.00	0.64
	Net Debt/EBITDA	1.83	2.51	2.64	2.26	1.64
	EBIT/Interest	7.32	4.98	4.46	4.66	4.89
Operational ratios	Current ratio	1.41	1.42	1.25	1.19	1.33
	Fixed asset turnover	1.86	1.80	1.81	1.77	1.93
	Total asset turnover	0.91	0.84	0.84	0.81	0.85
	Inventory days	70	79	75	83	88
	Debtor days	53	56	60	59	59
	Payable days	41	39	39	49	54
	Cash conversion cycle	82	96	95	93	93
Return ratios	ROE	29.6%	15.4%	15.2%	16.1%	16.3%
	ROCE (Pre-tax)	19.3%	11.3%	10.9%	12.3%	13.8%

Continuous improvement in ROCE in last 3 Years

Note:

- ROCE (pre-tax) excluding Welspun Flooring is 13.9% for FY20 & 16.0% in FY21
- ROCE = EBIT / Average Capital Employed & ROE = Net Profit / Average Net worth
- Total asset turnover = Sales/ (Fixed assets + Gross current assets)
- FY17, FY19 & FY20 Return Ratios figures adjusted for Exceptional item

The ESG way: Encompassing all stakeholders



Welspun is going through a major transformation where we are embedding sustainability and circularity in every realm of our value chain.

We are striving to be the absolute benchmark and global leader in the use of ESG framework and compliance to sustainable practices.

We have built a roadmap on Sustainability for WIL that enlists our goals under Sustainability till 2030.



Independent review of Welspun India's performance across 170+ ESG (Environmental, Social & Governance) parameters



[Click here for more details](#)



Environmental

- ◆ Implemented the ISO 140001 EMS at both manufacturing sites
- ◆ "SPUN" business is empowering women in rural communities earn livelihood by making handicraft goods from Factory textile scrap - thus circular economy
- ◆ Setup 30-MLD STP to collect sewage from 3 municipalities and use the treated sewage instead of Freshwater in production operations
- ◆ Successfully completed trials to use Hazardous sludge from ETP as alternate fuel in Power Plant (coal replacement)

Water Story



Social

- ◆ Focus on inclusion and gender diversity – large segment of women workers in Cut-&-Sew operations
- ◆ Welspun Foundation is established to run the CSR and philanthropic programs
- ◆ Welspun CSR initiatives are based on 3E's – Environment & Health, Education, Empowerment
- ◆ Contributed to COVID-19 relief efforts
- ◆ Working with Cotton Farmers to enable them to grow sustainable forms of Cotton

Sustainable Cotton Story



Governance

- ◆ Initiated putting in place a broad Enterprise Risk Management framework
- ◆ Implemented the ACCESS module in SAP to enable access of relevant data to authorized users
- ◆ Ethics framework is in place
- ◆ Compliance management tool is in place
- ◆ Innovation and intellectual property is encouraged as evidenced in 30+ patents

Governance Framework

ESG Journey till date & Way Forward ...

Featured among Top 100 Sustainable companies in India by ET-Futurescape

Journey Till Date



100,000+ acres

Landbank of sustainable cotton farming



4000+ million

Liters of water recycled annually



175,697 GJ of energy

Saved annually through energy conservation



45%

Of cotton from sustainable sources



2,822 tons

Cotton recycled and reused in the factories

Welspun is rated **“Low Risk”** on ESG factors by one of the **top ESG rating agency**

Welspun’s Sustainability journey now a case study on Ivey publishing website

Way Forward

	Sustaianalytics	DJSI (S&P Global)
ESG 2020 Score	Available by Jul-21	Available by Sep-21

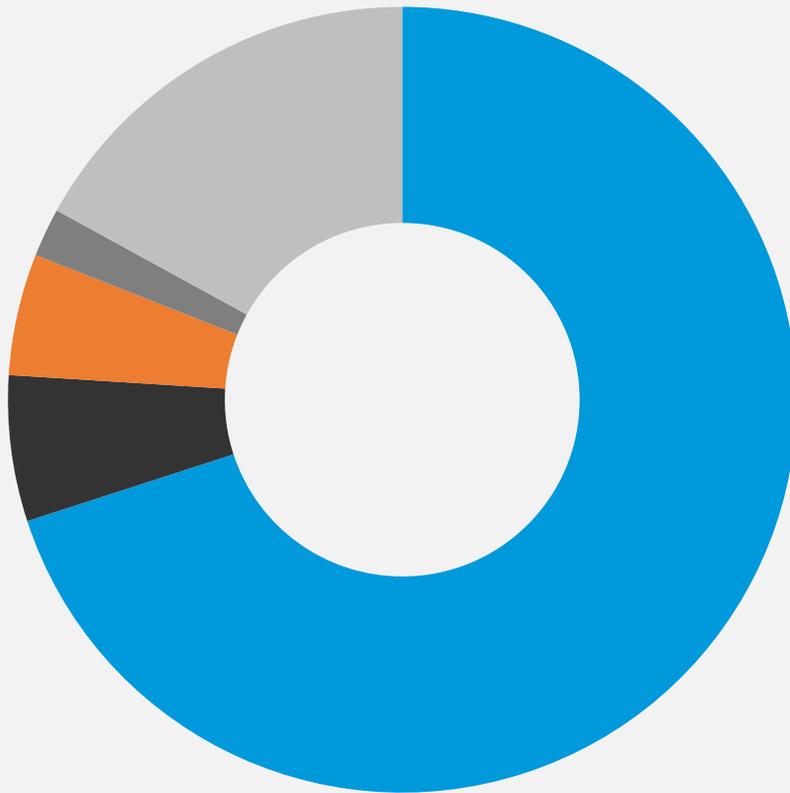
Conducting Gap-assessment and identifying measures to move to **“Negligible” risk rating**

Sustainability targets

Aspects	FY 2020-21	Goal 2025	Goal 2030	Key Highlights of FY20-21
Carbon Neutral (measured as % RE)	--	20% RE	100% RE	Planned installation of 10MW solar plant to enable incremental 2.5% sourcing of RE in FY21-22
100% Sustainable Cotton	45%	50%	100%	Sourcing of both Organic Cotton & BCI-cotton has increased (Due to increased customer demand)
Fresh Water Positive in Production operations	10 KL/MT	5 KL/MT	0 KL/MT	Planned recycled wastewater use at Vapi factory; existing treated wastewater use in Anjar factory continues
Zero hazardous waste to Landfill (ETP chemical sludge)	41 MT	0 MT	0 MT	Hazardous Waste used as Alternate Fuel in Power Plant, reducing use of Coal
Impacting 1 million lives in CSV	1,60,735	5,00,000	1,000,000	3E program beneficiaries accounted here
Farmers in Welspun sustainable farming project	12,167	20,000	50,000	Despite Covid pandemic, sustained our farmer connect in the 3 Farming Projects

Share Holding Summary

Shareholding Pattern (March 2021)



Promoter Group	70%
FIIS	6%
Mutual Funds/AIF	5%
Banks and Insurance Co's	2%
Public	17%

Top Institutional Shareholders

DSP Mutual Fund

L&T Mutual Fund

Aditya Birla Mutual Fund

LIC of India

Vanguard

Dimensional

State Street

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Let's connect

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Annexure



Brands – Evolving into a dominant retail player

Owned Brands

India



Licensed Brands

India



Global



Global



Brand Presence

Brand Presence: SPACES

- ◆ 2,300+ outlets | 240+ shop-in-shops | 370+ cities & towns

Brand Presence: WELSPUN

- ◆ 3,800+ outlets | 50+ distributors | 65+ cities & towns

Brands Highlights

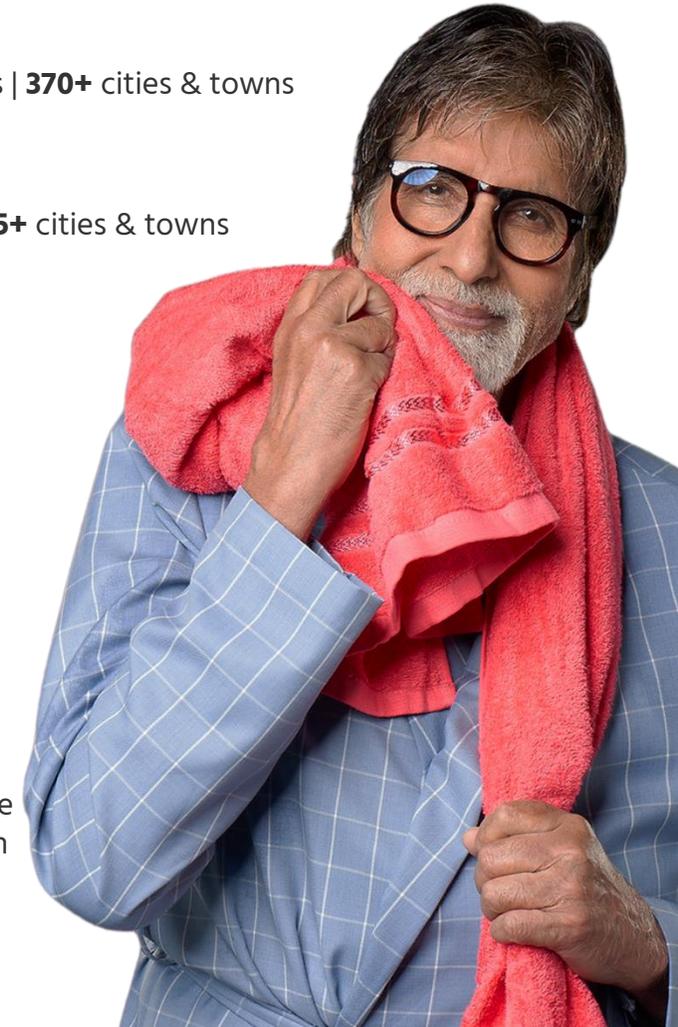
SPACES

- ◆ 2nd most famous brand in premium category
- ◆ No 1 brand in shop-in-shops
- ◆ Best brand on Mynta in home category

WELSPUN

- ◆ 2nd most famous brand in the Home Linen mass-market* category within 2 years of launch

Note: * In FY 19-20 as per 3rd party research



E-Commerce – Multipronged strategy to drive growth



Project WAVE Accelerating E-Commerce growth

\$100 Mn+

Target Revenue by FY23

3

Geographies in focus



Target Annualized Share (%)

70%

US

15% - 20%

UK

7% - 10%

India



Ecommerce Channel Growth

Brand.com
Marketplaces
Retailer.com



Build & Grow Branded Business

Own Brand
License Brand



Robust Supply Chain

Inventory Planning
Network Design



Strong Technology Back-end

Tech-Stack: Middleware
PIM
Analytics – GC3



Right Organization

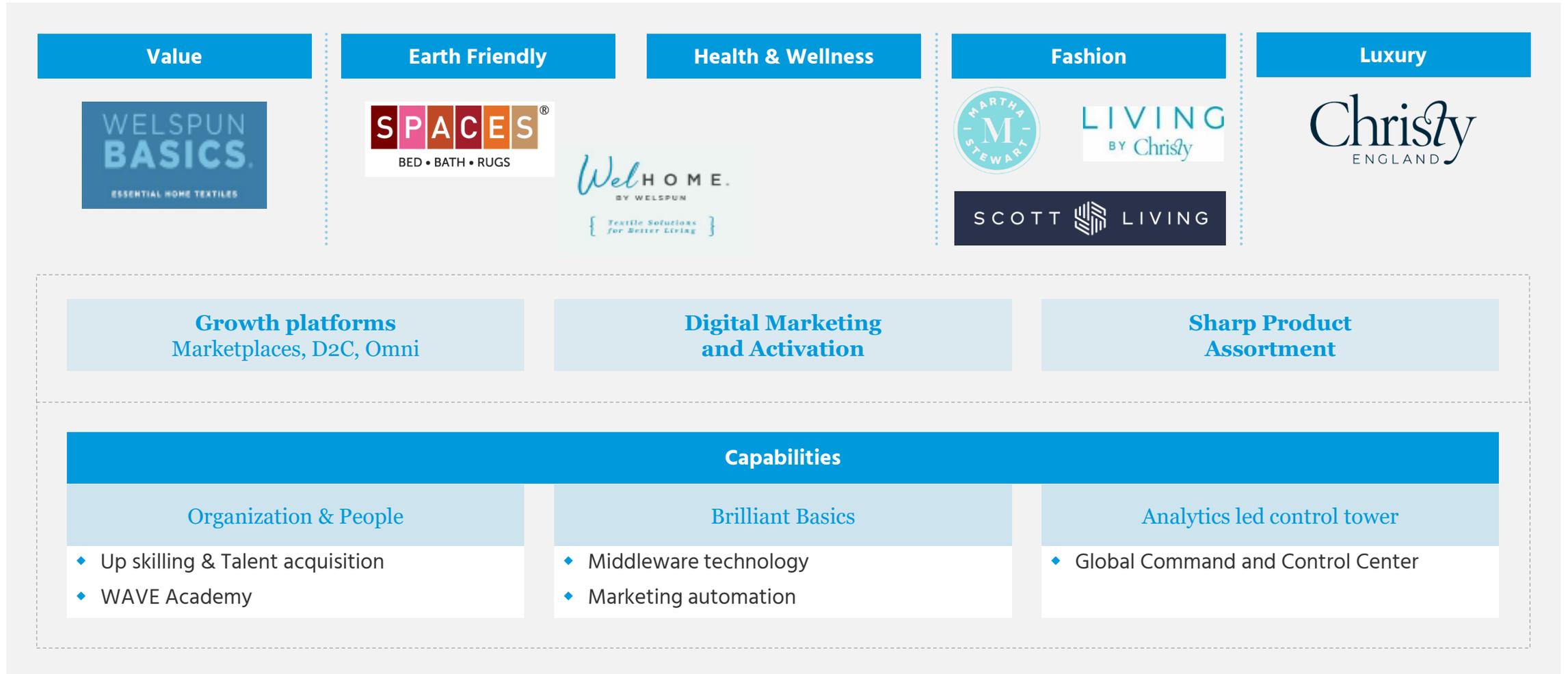
COE Org Model
Wave Academy
Capability

Notes:

- PIM –Product Information Management
- GC3 –Global Command & Control Centre
- COE –Center of Excellence

E-Commerce – (Contd.)

← Back



Innovation – Our strong suite

← Back

32 Unique patents

Filed globally



Welspun India

has been recently recognized as the most 'Influential Innovators' at the Clarivate South and South East Asia Innovation Award 2020

Global Collaborations

with Top Universities, Technology Partners and Industry Associations

Key Innovations



HYGROCOTTON

Patented spinning technology makes towel softer loftier and sheet temperature regulating



Softer



Fluffier after wash



Temperature regulating



WEL-TRAK

Patented traceability solution tracking fibre from source to finished product.



Building Trust



Digital Verification



Enhancing Transparency

Other Innovations



ORGANIC

- ◆ Wrinkle resist properties



NANOCORE

- ◆ Prevent Allergy & Asthma
- ◆ Chemical-free



DRYLON

- ◆ Ultra soft
- ◆ Dries super fast



CHARCOAL

- ◆ Odor-control
- ◆ Hygienic & Detoxifying