

WIL/SEC/2022

May 10, 2022

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and Disclosure Requirements) Regulations, 2015 and the Company's Code of Practices and Procedure for Fair Disclosure of Unpublished Price Sensitive Information, kindly find attached Earnings Presentation, inter alia, on audited financial results of the Company for the quarter and year ended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, 2022.

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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Works: Survey No. 76, Village Morai, Vapi, District Valsad, Gujarat 396 191, India.

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Corporate Identity Number: L17110GJ1985PLC033271



Earnings Presentation

Welspun India Limited

Home Textile | Advance Textile | Flooring

Q4 FY22

10th May 2022

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





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Welspun India - Global Home Textiles Leader



Diversified Brand & License Portfolio



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



Strong Emerging Businesses:

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



Thought leader

Tamper-proof Blockchain platform for state-of-the-art transparency for All Fibers & All Product Categories



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



I am pleased to share that in these challenging times, Welspun India Limited delivered a stellar 26.6% growth in revenues with strong performance demonstrated by all businesses. Our Home Textile Business became a US\$1 bn revenue, Domestic business grew by over 60% in a challenging consumption environment and Flooring business more than doubled in FY22. While there are near term concerns around significant inflationary pressures, commodity price increases and slowing market growth, we are confident of sound margin profile in the medium to long term driven by sustained momentum in our brands, emerging businesses, B2C and D2C channels including retail and e-commerce.

Innovation and sustainability are core to our operations. On the ESG front, Welspun continues to set benchmarks for the industry through focused execution and results-oriented efforts, with several significant outcomes already achieved. We stay committed to upholding highest standards in ethical business practices and driving sustainable and profitable business growth in the medium to long term.



Awards & Recognition – Testimony of Excellence

TESCO

Best Community Sustainable award

2022



TEXPROCIL

Platinum trophy for highest global exports

2022



FUTURESCAPE

Sustainability & CSR

2021

Amongst Top 100 Companies in India

Feathers in our cap



[Read More](#)

Dipali Goenka: Most Influential Women
Featured in Business world



[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



Nitori Product Development Award

2022

National Water Award

2022

Ministry of Jal Shakti



Innovation Award

2021

Clarivate South and South East Asia Innovation Award 2021



Dow Jones Sustainability Index (DJSI)

DJSI rates Welspun with a rating of 48



Global Textile Company of the Year

2021



US FDA

2021

1st Indian firm to get US FDA nod for 3 ply surgical masks

and many more...

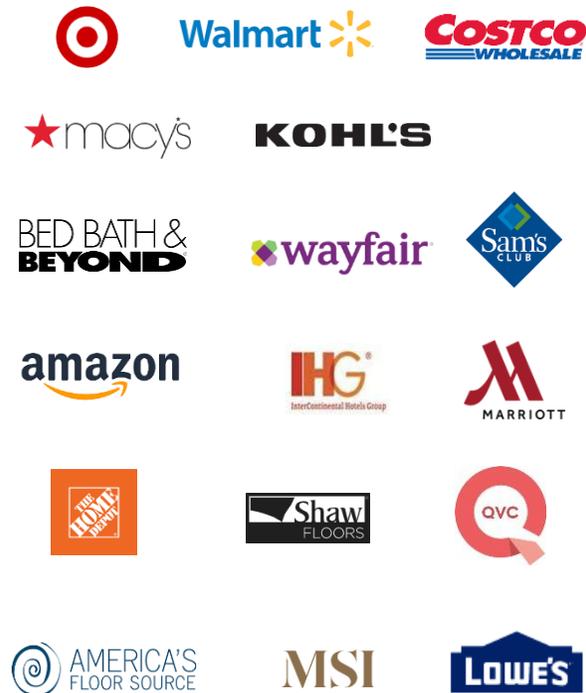
Strong Global Presence



Over **50**
Countries
Presence

Key Customer Partnership

North America



UK & Europe



India



ROW



Key Highlights



Brands



E-Commerce



Innovation



Click the Icons to know more

Total Income

Q4 → up 3.4% YoY at ₹ 22,471 mn

FY22 → up 26.6% YoY at ₹ 93,773 mn

EBITDA

Q4 → Stood at ₹ 2,464 mn

FY22 → ₹ 14,246 mn up by 0.3% YoY

Textile Business EBITDA at ₹ 2,404 mn in Q4FY22 and ₹ 14,111 mn in FY22

Branded business at ₹13,643 mn in FY22, grew by 40.3% YoY

Innovation business up by 5.9% YoY and stood at ₹ 20,466 mn in FY22

Flooring Business grew by 107.4%YoY in FY22 to reach ₹ 6,611 mn

Net Debt stood at ₹ 22,289 mn vs. ₹ 23,327 mn (March 2021)



Annual Highlights

(₹ Million)

	Revenue	EBITDA	PBT	PAT	Cash Profit
	93,773	14,246	8,728	6,012	10,703
Growth (YoY)	26.6% ↑	0.3% ↑	13.6% ↑	11.4% ↑	5.0% ↑
Margin (%)		15.2%	9.3%	6.4%	
Margin Expansion/Contraction (y-o-y)		(397 Bps)	(107 Bps)	(87 Bps)	
EPS/CEPS				6.06	10.83

Note:

1. Prior period figures are restated wherever necessary

Quarterly Highlights

Q4FY22

(₹ Million)

	Revenue	EBITDA	PBT	PAT	Cash Profit
	22,471	2,464	1,087	522	1,918
Growth (YoY)	3.4% ↑	(31.2%) ↓	(39.5%) ↓	(59.9%) ↓	(11.0%) ↓
Growth (QoQ)	(7.8%) ↓	(25.4%) ↓	(34.9%) ↓	(60.6%) ↓	(30.0%) ↓
Margin (%) (y-o-y)		11.0%	4.8%	2.3%	
Margin Expansion/Contraction (y-o-y)		(551 Bps)	(343 Bps)	(366 Bps)	
EPS/CEPS				0.53	1.94

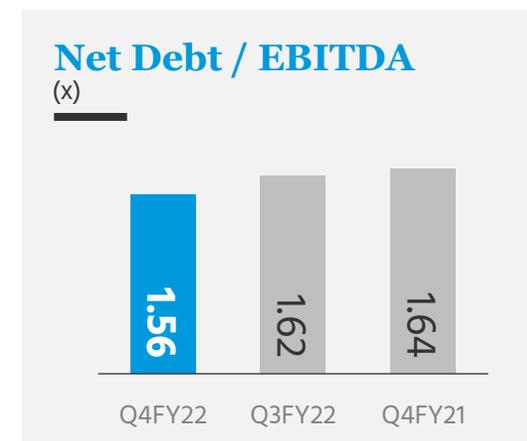
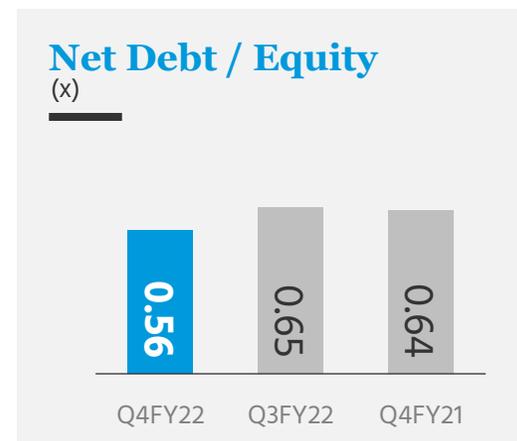
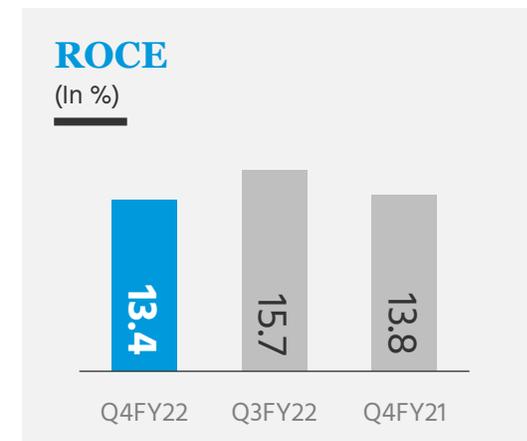
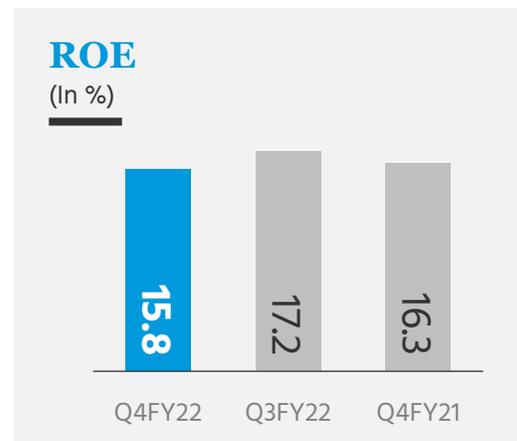
Note:

1. Prior period figures are restated wherever necessary

Quarterly Highlights

(₹ Million)

Particulars	31-Mar-22	31-Dec-21	31-Mar-21
Net Worth	39,717	39,371	36,447
Short Term Loans	19,742	20,449	17,452
Long Term Loans	12,142	12,130	10,962
of which Net Flooring Debt	8,300	8,088	6,959
Gross Debt	31,884	32,580	28,414
Cash & Cash Equiv.	9,595	7,160	5,087
Net Debt	22,289	25,420	23,327
Net Debt excl. Flooring debt	13,989	17,333	16,368
Total Assets	94,368	96,095	86,778



Note:

1. All quarterly chart figures are on TTM basis.

Revenue Highlights

(₹ Million)

Revenue	B2B			Branded#			
	Global*		Domestic	Global*		Domestic	
	Innovation	Others		Online	Offline	Online	Offline
Q4FY22 <i>Sales Contribution (%)</i>	4,103 <i>20%</i>	11,832 <i>58%</i>	1,123 <i>6%</i>	885 <i>4%</i>	1,277 <i>6%</i>	25 <i>0%</i>	1,019 <i>5%</i>
Q3FY22 <i>Sales Contribution (%)</i>	5,102 <i>23%</i>	11,805 <i>54%</i>	1,092 <i>5%</i>	986 <i>5%</i>	1,554 <i>7%</i>	56 <i>0%</i>	1,282 <i>6%</i>
Q4FY21 <i>Sales Contribution (%)</i>	6,106 <i>31%</i>	9,640 <i>48%</i>	995 <i>5%</i>	811 <i>4%</i>	1,602 <i>8%</i>	23 <i>0%</i>	811 <i>4%</i>
<i>Growth YoY (%)</i>	<i>-33%</i>	<i>23%</i>	<i>13%</i>	<i>9%</i>	<i>-20%</i>	<i>9%</i>	<i>26%</i>
FY22 <i>Sales Contribution (%)</i>	20,466 <i>25%</i>	45,057 <i>54%</i>	4,301 <i>5%</i>	4,182 <i>5%</i>	5,655 <i>7%</i>	179 <i>0%</i>	3,626 <i>4%</i>
FY21 <i>Sales Contribution (%)</i>	19,287 <i>29%</i>	33,372 <i>51%</i>	3,612 <i>5%</i>	3,741 <i>6%</i>	3,500 <i>5%</i>	176 <i>0%</i>	2,253 <i>3%</i>
<i>Growth YoY (%)</i>	<i>6%</i>	<i>35%</i>	<i>19%</i>	<i>12%</i>	<i>58%</i>	<i>20%</i>	<i>61%</i>

Note:

*Non-Domestic

#Includes Innovation

Revenue excludes Other Operating Income

35% YoY

Growth in **Domestic Business**

40% YoY

Growth in **Branded business**

26% YoY

Growth in **Global Business**

Revenue Highlights

(₹ Million)

Revenue	Home Textile Business				Flooring Business	
	HT - B2B	HT – Branded	HT - E-Comm	Advanced Textiles	Flooring – B2B	Flooring – Branded
Q4FY22	14,924	2,070	910	742	1,392	226
<i>Sales Contribution (%)</i>	<i>74%</i>	<i>10%</i>	<i>4%</i>	<i>4%</i>	<i>7%</i>	<i>1%</i>
Q3FY22	15,814	2,619	1,042	630	1,555	217
<i>Sales Contribution (%)</i>	<i>72%</i>	<i>12%</i>	<i>5%</i>	<i>3%</i>	<i>7%</i>	<i>1%</i>
Q4FY21	14,993	2,217	834	806	942	196
<i>Sales Contribution (%)</i>	<i>75%</i>	<i>11%</i>	<i>4%</i>	<i>4%</i>	<i>5%</i>	<i>1%</i>
<i>Growth YoY (%)</i>	<i>0%</i>	<i>-7%</i>	<i>9%</i>	<i>-8%</i>	<i>48%</i>	<i>15%</i>
FY22	61,890	8,565	4,362	2,671	5,264	716
<i>Sales Contribution (%)</i>	<i>74%</i>	<i>10%</i>	<i>5%</i>	<i>3%</i>	<i>6%</i>	<i>1%</i>
FY21	51,003	5,138	3,918	2,850	2,418	615
<i>Sales Contribution (%)</i>	<i>77%</i>	<i>8%</i>	<i>6%</i>	<i>4%</i>	<i>4%</i>	<i>1%</i>
<i>Growth YoY (%)</i>	<i>21%</i>	<i>64%</i>	<i>12%</i>	<i>-7%</i>	<i>118%</i>	<i>16%</i>

Note:

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

23% YoY

Growth in **Textile business**

107% YoY

Growth in **Flooring Business**

Operational highlights (Quarterly)

Manufacturing Capacity & Utilization

Home Textile	Particulars	UOM	Annual Capacity	Q4FY22	Utilization (%)	Q3FY22	Utilization (%)	Q4FY21	Utilization (%)	
	Bath Linen	MT	85,400	14,360	67%	18,387	88%	19,951	100%	
	Bed Linen	Mn mtrs	90	15.5	69%	22.3	99%	20.2	90%	
	Rugs & Carpets	Mn sq mtrs	12.0	1.7	57%	2.1	70%	2.6	105%	
	Advanced Textile									
	Spunlace*	MT	27,729	2,010	93%	1,576	80%	2,450	99%	
	Needle Punch	MT	3,026	318	50%	326	53%	426	50%	
	Wet Wipes	Mn Packs	100	6.5	40%	5.0	34%	4.2	21%	

Flooring	Particulars	UOM	Annual Capacity		Q4FY22	Utilisation (%)	Q3FY22	Utilisation (%)	Q4FY21	Utilisation (%)
			Expected	Operational						
Flooring		Mn sq mtrs	27	18	1.5	37%	1.7	38%	1.2	49%

*Additional Capacity of 17,729 MT, commenced effective 12th March 2022

Operational highlights (Annual)

Manufacturing Capacity & Utilization

Home Textile	Particulars	UOM	Annual Capacity	FY22	Utilization (%)	FY21	Utilization (%)
	Bath Linen	MT	85,400	71,695	84%	70,406	88%
	Bed Linen	Mn mtrs	90	77.8	86%	69.2	77%
	Rugs & Carpets	Mn sq mtrs	12	9.2	77%	8.2	82%
	Advanced Textile						
	Spunlace*	MT	27,729	7,140	85%	9,152	92%
	Needle Punch	MT	3,026	1,355	54%	1,176	34%
	Wet Wipes	Mn Packs	100	22	35%	23.1	28%

Flooring	Particulars	UOM	Annual Capacity		FY22	Utilisation (%)	FY21	Utilization (%)
			Expected	Operational				
	Flooring	Mn sq mtrs	27	18	5.5	34%	2.4	22%

*Additional Capacity of 17,729 MT, commenced effective 12th March 2022

Quarterly Profit & Loss

(₹ Million)

Particulars	Q4 FY22	Q4 FY21	YoY Change	Q3FY22	QoQ Change	FY22	FY21	YoY Change
Total Income	22,471	21,736	3.4%	24,379	(7.8%)	93,773	74,080	26.6%
EBITDA	2,464	3,582	(31.2%)	3,305	(25.4%)	14,246	14,198	0.3%
EBITDA Margin (%)	11.0%	16.5%	(551 bps)	13.6%	(259 bps)	15.2%	19.2%	(397 bps)
Finance Cost	263	642	(59.1%)	208	26.3%	1,313	1,975	(33.5%)
Depreciation	1,115	1,143	(2.5%)	1,067	4.5%	4,205	4,536	(7.3%)
PBT (after exceptional)	1,087	1,797	(39.5%)	1,671	(34.9%)	8,728	7,686	13.6%
PAT (After Minority Interest)	522	1,301	(59.9%)	1,324	(60.6%)	6,012	5,397	11.4%
PAT Margin	2.3%	6.0%	(366 bps)	5.4%	(311 bps)	6.4%	7.3%	(87 bps)
Cash Profit [^]	1,918	2,154	(11.0%)	2,739	(30.0%)	10,703	10,197	5.0%
EPS (₹)	0.53	1.30	(59.2%)	1.34	(60.6%)	6.06	5.37	12.8%

Note:

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

Quarterly Segment Results

(₹ Million)

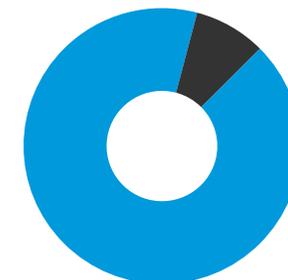
Particulars	Q4 FY22	Q4 FY21	YoY Change	Q3 FY22	QoQ Change*	FY22	FY21	YoY Change
Home Textile								
Revenue	20,730	20,523	1.0%	22,508	(7.9%)	87,911	71,283	23.3%
EBITDA	2,404	3,687	(34.8%)	3,126	(23.1%)	14,111	14,863	(5.1%)
EBITDA Margin (%)	11.6%	18.0%	(637 bps)	13.9%	(229 bps)	16.1%	20.9%	(480 bps)
Flooring								
Revenue	1,892	1,185	59.7%	1,909	(0.9%)	6,611	3,187	107.4%
EBITDA	(29)	(189)	-	103	-	(143)	(996)	-
EBITDA Margin (%)	(1.5%)	(15.9%)	-	5.4%	-	(2.2%)	(31.3%)	-

Note:

1. Prior period figures are restated wherever necessary

Revenue Segmentation (%)

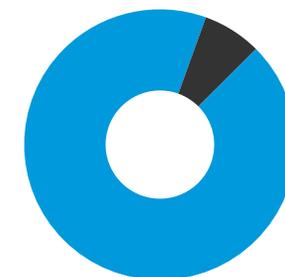
Q4 FY22



91.6%

8.4%

FY22



93.0%

7.0%

Legend



Home Textile



Flooring

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}

Capacity in FY21

85,400^{MT}

Capacity in FY22

90,000^{MT}

Starting Q1FY23



Bed Linen

90 Mn. Meters

Capacity in FY21

90 Mn. Meters

Capacity in FY22

108 Mn. Meters

Starting Q1FY23



Rugs & Carpets

10 Mn. Sq. Meters

Capacity in FY21

12 Mn. Sq. Meters

Capacity in FY22

18 Mn. Sq. Meters

Starting Q1FY24

HOME TEXTILE:

- ◆ Capacity expansion at Vapi and Anjar operationalized in Q1FY23

ADVANCED TEXTILE:

- ◆ Spunlace expansion commercialized in Q4FY22

FLOORING:

- The planned capacity installation to be completed by Q2FY23



Summary of **Financial Statements**

Profit & Loss Summary

(₹ Million)

Particulars	FY18	FY19	FY20	FY21	FY22
Total Income	61,318	66,084	68,362	74,080	93,773
Growth %	-8.8%	7.8%	3.4%	8.4%	26.6%
EBITDA	12,046	11,467	13,098	14,198	14,246
EBITDA Margin	19.6%	17.4%	19.2%	19.2%	15.2%
Depreciation	5,042	4,358	4,811	4,536	4,205
Finance cost	1,408	1,593	1,777	1,975	1,313
PBT (Before exceptional)	5,597	5,516	6,510	7,686	8,728
Exceptional Items	-	(2,647)	434	-	-
PAT (After Minority Interest)	3,850	2,098	5,074	5,397	6,012
Cash Profit*	9,413	8,977	9,702	10,197	10,703
EPS (₹)	3.83	2.09	5.05	5.37	6.06

Note:

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

Balance Sheet Summary

(₹ Million)

Particulars	31-Mar-18	31-Mar-19	31-Mar-20	31-Mar-21	31-Mar-22
Net Worth	26,057	27,793	29,721	36,447	39,717
Short Term Loans	12,580	14,080	17,717	17,452	19,742
Long Term Loans	20,228	19,024	16,704	10,962	12,142
<i>of which Net Flooring Debt</i>	-	2,797	6,526	6,959	8,300
Gross Debt	32,807	33,104	34,421	28,414	31,884
Cash & Cash Equiv.	2,538	2,821	4,803	5,087	9,595
Net Debt	30,269	30,283	29,618	23,327	22,289
Net Debt excluding Flooring debt	30,269	27,486	23,092	16,368	13,989
Capital Employed*	62,962	65,456	68,825	71,305	79,053
Net Fixed Assets (incl CWIP)^	33,641	36,154	38,105	38,042	39,881
Net Current Assets	23,734	22,210	21,828	24,536	24,839
Total Assets	72,249	77,423	83,103	86,778	94,368

Net Debt of Core business reduced by 49.1% in last 4 Years (FY 19 to FY22)

Note:

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

Ratios Summary

		FY18	FY19	FY20	FY21	FY22
Solvency ratios	Net Debt/Equity	1.16	1.09	1.00	0.64	0.56
	Net Debt/EBITDA	2.51	2.64	2.26	1.64	1.56
	EBIT/Interest	4.98	4.46	4.66	4.89	7.65
Operational ratios	Current ratio	1.42	1.25	1.19	1.33	1.37
	Fixed asset turnover	1.80	1.81	1.77	1.93	2.33
	Total asset turnover	0.84	0.84	0.81	0.85	0.99
	Inventory days	79	75	83	88	78
	Debtor days	56	60	59	59	39
	Payable days	39	39	49	54	36
	Cash conversion cycle	96	95	93	93	80
Return ratios	ROE	15.4%	15.2%	16.1%	16.3%	15.8%
	ROCE (Pre-tax)	11.3%	10.9%	12.3%	13.8%	13.4%

Improving Key Ratios, Continuous Reduction in Net Debt

Note:

- ROCE = EBIT / Average Capital Employed & ROE = Net Profit / Average Net worth
- Total asset turnover = Sales / (Fixed assets + Gross current assets)
- FY17, FY19, FY20 & FY21 Return Ratios figures adjusted for Exceptional item

Welspun 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. Our social and philanthropic initiatives are run through Welspun Foundation and are centered around 3E's – Environment & Health, Education, Empowerment.

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 ISO 14001 Environmental Management Systems at both manufacturing sites
- ◆ Flagship facility is fresh water positive: 30 mn liters per day sewage treatment plant enables use of 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)
- ◆ Recognized with the prestigious National Water Award 2020 (1st prize in "Best Industry" category)

Water Story



Social

- ◆ Engaged with Cotton Farmers to train & enable them grow sustainable forms of Cotton (Better Cotton Initiative and Organic Cotton) in an initiative spread over 350 villages, impacting 15,314 farmers.
- ◆ Focus on inclusion and gender diversity – large segment of women workers in Cut-&-Sew operations
- ◆ "SPUN" initiative: empowering women in rural communities earn livelihood by making handicraft goods from Factory textile scrap
- ◆ "SPUN" by Welspun recognized as one of the top 100 corporate-ready social enterprises, globally by World Economic Forum

Sustainable Cotton Story



Governance

- ◆ Board Committee on ESG
- ◆ Executive remuneration linked to ESG goals
- ◆ Initiated a broad Enterprise Risk Management framework
- ◆ ACCESS module in SAP to enable access of relevant data to authorized users
- ◆ Launched *ESG Compass* - an integrated ESG digital platform with automated data dashboards covering over 90 indicators and extending to all sites, locations and subsidiaries in India
- ◆ Robust Ethics framework in place
- ◆ Compliance management tool in place
- ◆ Innovation & intellectual property oriented culture reflected in 35 patents filled globally

Governance Framework

Sustainability Initiatives – Growing business responsibly (1/2)



Rated “**Low Risk**” on ESG factors by one of the **top ESG rating agency**

Among **Top 100 Sustainable** companies in India by ET-Futurescape

Tesco Sustainability & Community Award for exceptional focus on community initiatives and outstanding ethical performance

Sustainalytics

MSCI ESG Leaders Index



ESG 2020

Score improved to 14.8 from 17.9 (Mar'21)

Score improved to 8 from 48 (Nov'21)

Journey Till Date – Environmental Impact



164,730+ acres

Landbank of sustainable cotton farming



4,083 million

Liters of recycled water used in process in FY'21-22



254,482 GJ Energy

Saved through energy conservation in FY'21-22



45%

Of cotton used from sustainable sources in FY'21-22



11,445 tons

Recycled cotton reused in process FY'21-22

Journey Till Date – Social Impact



- ◆ Students reached ~89K



Health Impact –

- ◆ Total beneficiaries ~51K



Welspun Super Sport Women

- ◆ 31 athletes supported across India
- ◆ Medals: 100

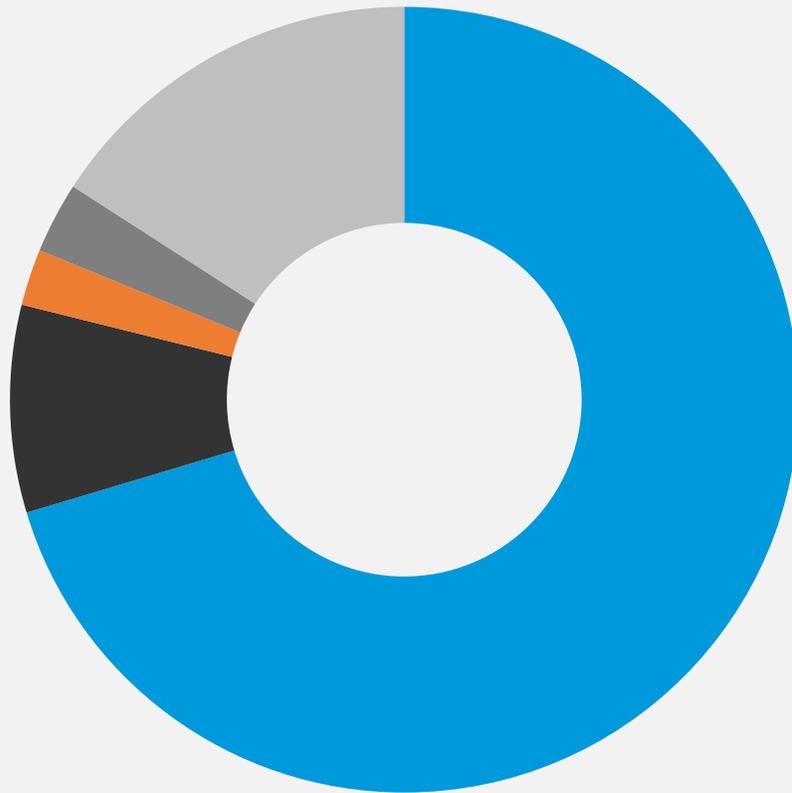
Sustainability – Progress against Targets

Aspects	FY21-22	Goal 2025	Goal 2030
Carbon Neutral (measured as % RE)	WIP	20% RE	100% RE
100% Sustainable Cotton	45%	50%	100%
Fresh Water Positive in Production operations	11 KL/MT	5 KL/MT	0 KL/MT
Zero hazardous waste to Landfill (ETP chemical sludge)	42.5 MT	0 MT	0 MT
Impacting 1 million lives in CSV	1,95,375	5,00,000	1,000,000
Farmers in Welspun sustainable farming project (cumulative)	16,400	20,000	50,000



Share Holding Summary

Shareholding Pattern (Mar 2022)



Promoter Group	70.4%
FPIs	8.5%
Mutual Funds/AIF	2.3%
Insurance Co's	2.9%
Public	15.9%

Top Institutional Shareholders

LIC of India

L&T Mutual Fund

DSP Mutual Fund

Aditya Birla Sunlife MF

Tata Mutual Fund

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Let's connect

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TheWelspunGroup



welspungroup



Annexure



Owned Brands - Domestic



Brand Positioning

- ◆ Premium
- ◆ Thoughtfulness

- ◆ Mass



Presence

- ◆ **2,402+** outlets
- ◆ **380** towns

- ◆ **6,642+** outlets
- ◆ **482+** towns



Early Success

- ◆ **Leading brand on Myntra** in home category
- ◆ Improved brand awareness
- ◆ Foray in mattress category with Yours'n'mine range

- ◆ **#1** distributed Brand of HT in Home Linen **in the country***
- ◆ Significant improvement in brand awareness

Note: * As per 3rd party research

Festive Collection: Rangana Campaign



Click here to view

Launch of Healthy Life Campaign: Anti Viral



Click here to view

Regional Festive Campaign : Chalo Paltai



Click here to view

'Welspun' Campaign: Dono Taraf Khushiyan



Click here to view

E-Commerce – Multipronged strategy to drive growth

3

Geographies in focus



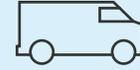
Ecommerce Channel Growth

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
Capability

Notes:

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

Value



Earth Friendly



Health & Wellness

Fashion



Luxury



Innovation – Our strong suite

35 Patented Technologies

Filed globally

WIL: 31

Advance Textiles: 2

Flooring: 2

WINNER 2nd time in a row

CLARIVATE SOUTH AND
SOUTH EAST ASIA
INNOVATION AWARD 2021



Welspun India

has been recently recognized as the most 'Influential Innovators' at the Clarivate South and South East Asia Innovation Award 2021

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



Thought leader

Collaboration With Tamper-proof Blockchain platform for state-of-the-art transparency for All Fibers & All Product Categories



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