

WIL/SEC/2022

October 01, 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,

Ref: Our letter no. WIL/SEC/2022 dated September 30, 2022 regarding intimation of schedule of Analyst / Institutional Investor Meetings under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Subject: Investor Presentation.

In continuation to our letter no. WIL/SEC/2022 dated September 30, 2022 intimating about schedule of Analyst / Institutional Investor Meetings at our manufacturing facility in Welspun City, Anjar, please find attached herewith the investor presentation which is being simultaneously hosted on the website of the Company at www.welspunindia.com.

Please take the same on record.

Thank you,

For Welspun India Limited

Shashikant Thorat
Company Secretary
ICSI Membership No. : FCS-6505

Enclosed: Investor Presentation as mentioned above

Welspun India Limited

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

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Corporate Identity Number: L17110GJ1985PLCO33271

कल आज कल

Investor Presentation

Welspun India Limited

Home Textile | Advance Textile | Flooring

1st October 2022, Anjar

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

welspunindia.com



Christy
ENGLAND

SPACES®
BED • BATH • RUGS

WELSPUN
BED • N • BATH

WELSPUN
FLOORING

AUTHENTIC
WEL-TRAK™
FIBER
traced - tracked - trusted™

HYGRO
COTTON

Management Team



Rajesh Mandawewala
MD; MEMBER OF BOARD

- ◆ Qualified Chartered Accountant; Played an instrumental role in establishing Welspun's Textile & Pipe business
- ◆ Leading new strategic initiatives of the Group



Dipali Goenka
CEO & JT. MD;
MEMBER OF BOARD

- ◆ Driving force behind Welspun's global leadership in home textile with focus on Innovation, Brands & ESG
- ◆ Graduate in Psychology & completed Management Program from Harvard



Sanjay Gupta
President (Finance) and CFO

- ◆ 29+ years of experience in corporate finance, accounts, strategy and M&A
- ◆ Worked with organizations like Tata Tesco JV, Bata, Glenmark Pharma, Roche, etc.



Keyur Parekh
Global Head (HOME TEXTILE)

- ◆ 18+ years of experience in Sales, Marketing and New Business Development in International markets
- ◆ Instrumental in forging Strategic partnership with Top Retailers & Hotel chains across the globe



Manjari Upadhye
CEO (Domestic Business)

- ◆ 20+ of rich experience & expertise in Strategic Portfolio management, Consumer Insights, Advertising and Innovation domains.
- ◆ Experience in FMCG sector with leading international marquee brands like Colgate, PepsiCo, Mondelez etc.



Mukesh Savlani
CEO (FLOORING -EXPORTS)

- ◆ Home-grown CEO with 17+ years experience in various roles at Welspun; Engineering graduate
- ◆ Leadership Program from Harvard



Rajesh Srivastava
President & CHRO

- ◆ 26+ years of experience in diverse sectors and roles.
- ◆ Worked with Aditya Birla Group. He has worked with Group HR of, UltraTech Cement, Birla Sun Life Insurance, Birla Sun Life Mutual Fund, and AB Money & Capital Foods



Ravi Panicker
HEAD (CHRISTY)

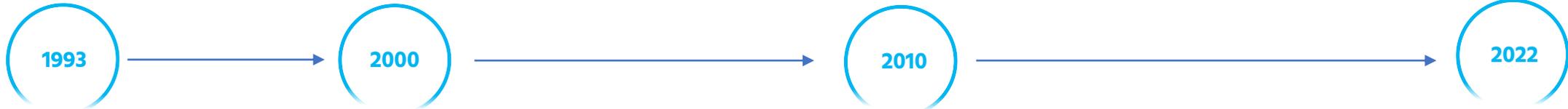
- ◆ 26+ yrs. experience in Retail Sales, Ecommerce & Category
- ◆ Previously worked with Raymond, Bombay Dyeing among others



Cherian Thomas
CEO (ADVANCED TEXTILES)

- ◆ 24+ years of experience across diverse functions & global functional expertise
- ◆ Worked with Essel Propack, ITW Signode, Packaging India Private India Limited, Amcor Flexibl

Welspun “कल”



- Terry towel facility set up at Vapi
- Partnership with Global Retailers

- Setting up of Welspun city Anjar
- Integrated Home textile manufacturer
- Acquisition of Christy

- Thought leader in home with consumer as bedrock
- Farm to Shelf traceability with Weltrak
- Domestic foray – Spaces & Welspun

- End-to-end solution provider Home solutions provider
- ESG leader in Home Textiles
- Digital & Ecommerce

Welspun “ आज ”

Delighting customers through Innovation & technology; achieving inclusive & sustainable growth to remain eminent in all our businesses

FARM TO SHELF

Capabilities, Vertically integrated facilities, DC's in US, UK, EU



THOUGHT LEADER

Capabilities, Vertically integrated facilities, Distribution Centers



ESG CHAMPIONSHIP

GIGAGURU, ESG roadmap, DJSI listed, Woman owned business



CATEGORY CAPTAINCY

1 in 5 Towels & 1 in 9 Sheets sold in US Complete Flooring solution



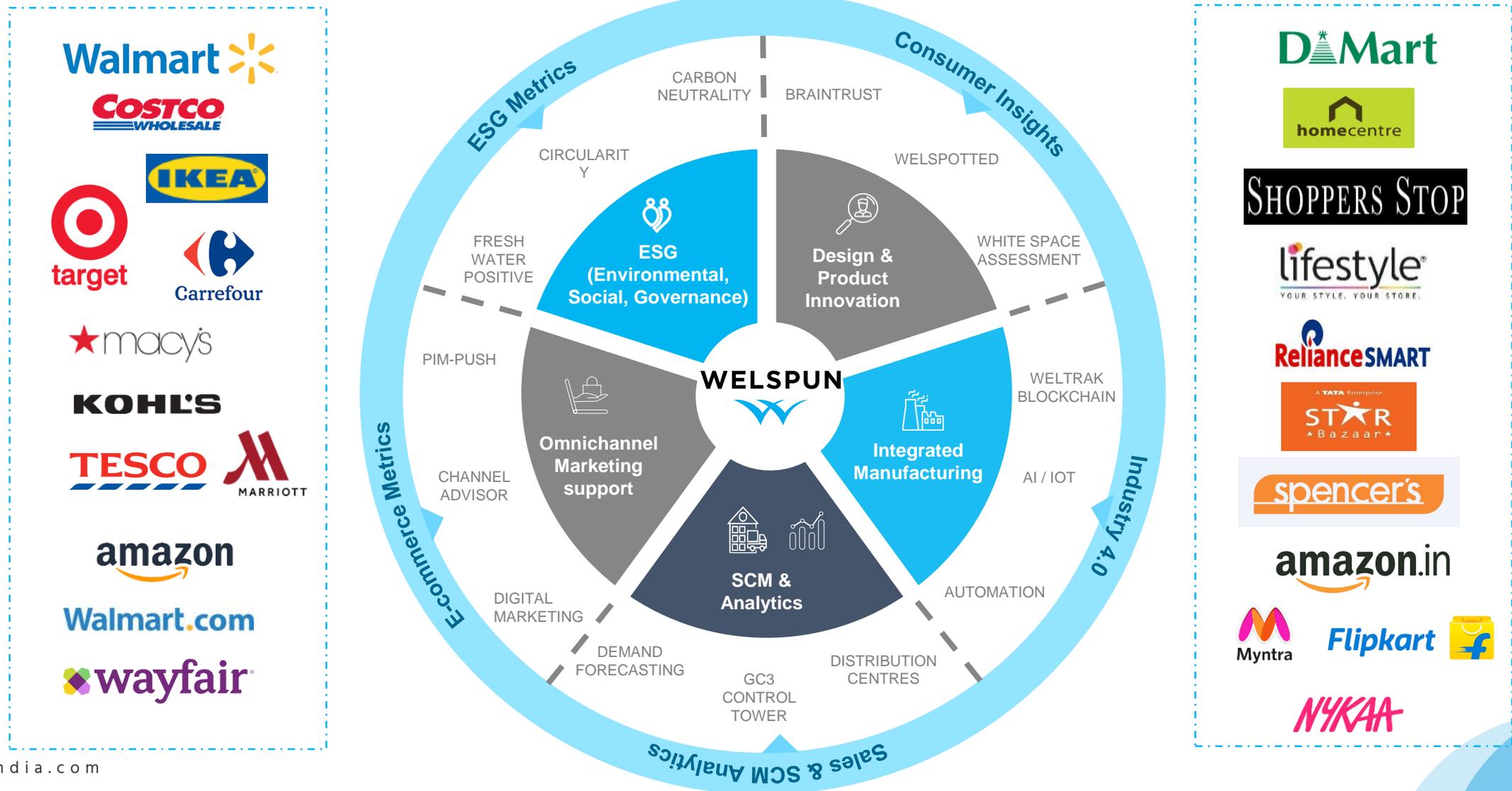
OMNI CHANNEL & CONSUMER FIRST

Content to Commerce, Diversified brand portfolio



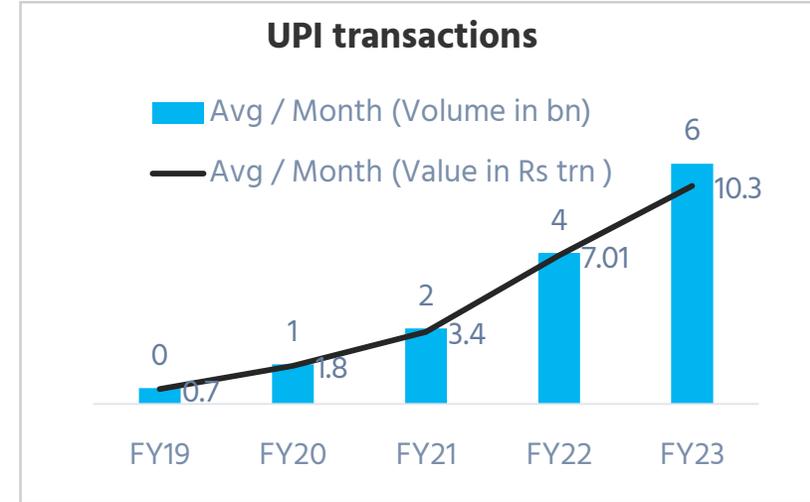
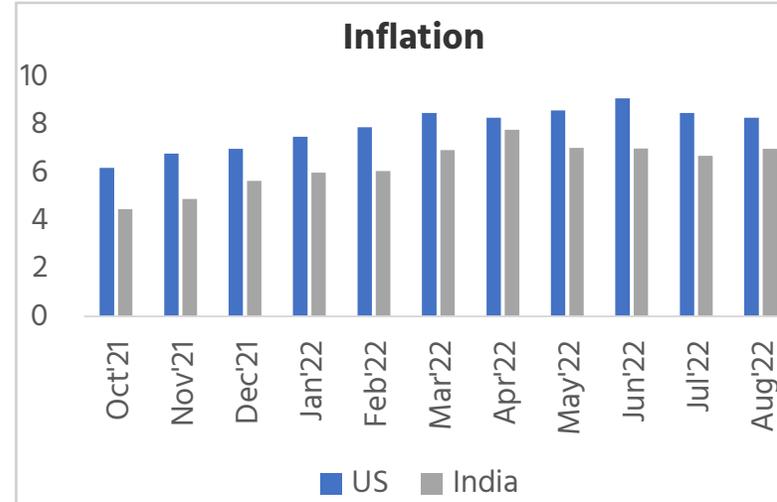
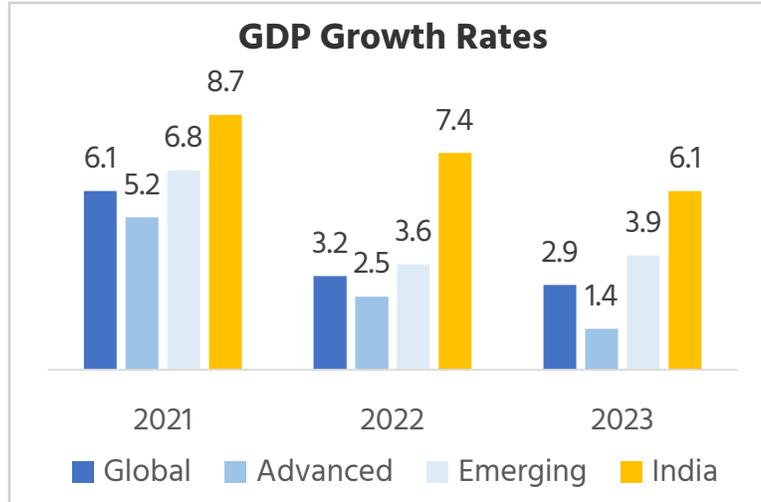
Welspun 360 solution for customers “ आज ”

Welspun 2.0 - capturing new market opportunities and catering to ever-changing customer demand in an agile and responsible manner



Buoyant Domestic Market Opportunity

World's 5th largest economy is backed by **strong fundamentals** and **improving broad base factors** like – Tax collections, Infrastructure growth, shift towards digital (UPI payments), sectoral growth presents a **huge domestic market opportunity**

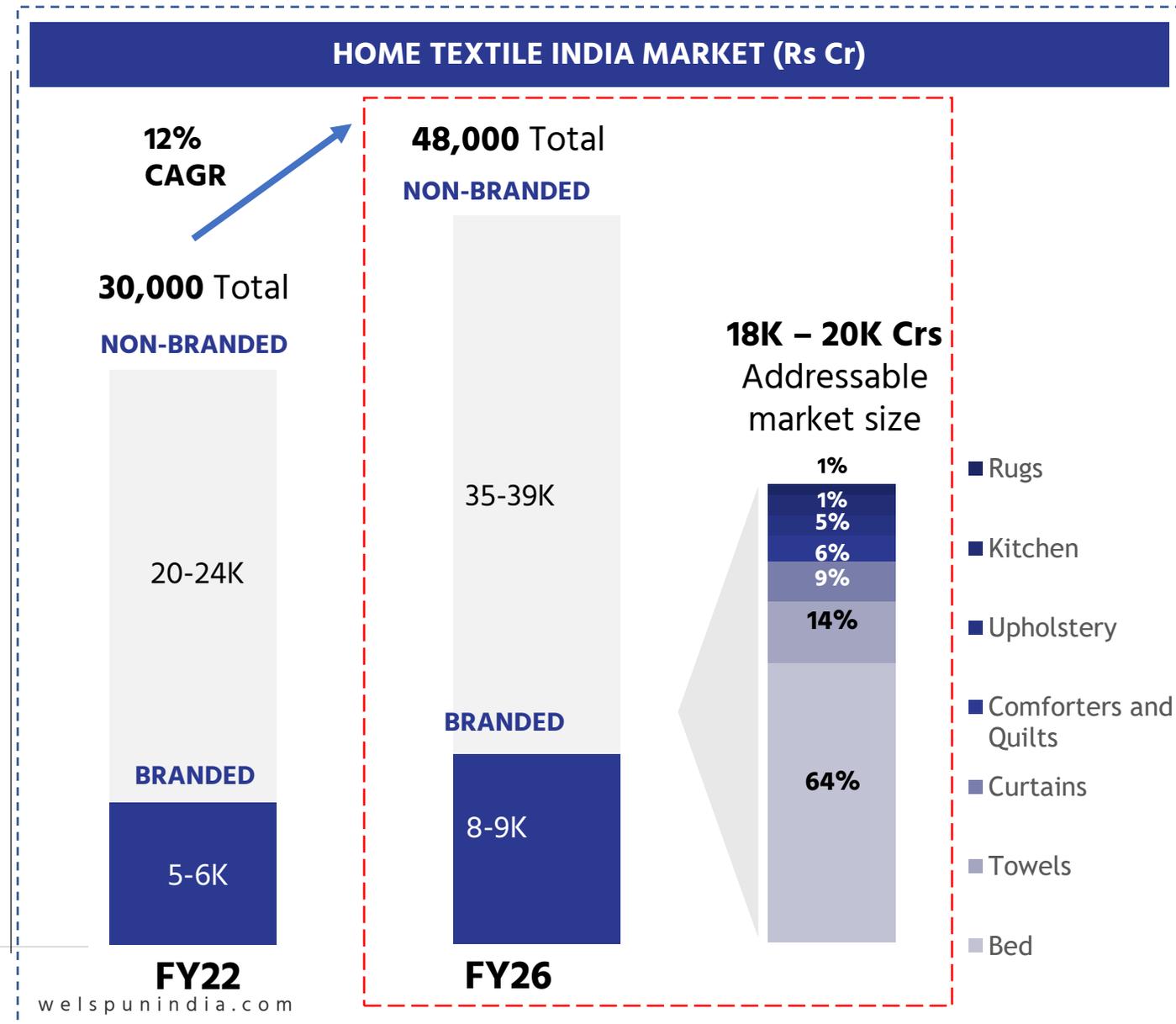


- **GST led formalization** of India Economy, \$19 Bn collections in Aug'22
- GDP/capita at **\$2277**, CAGR: **6%** (from 2014)
- **National Logistics Policy** to bring logistics cost from 14% to 8%-10%
- Changes in ITR to **bring more people** under tax bracket

- **3X Increase** in air passengers, **2X growth** in airports (from 2014)
- **40X rise** in **broadband** connection over a decade
- Strong Growth in **home loan market**; **strong Home portfolio growth** in **Tier3/4 cities (13% cagr.)**
- **Strong growth** in 2-wheeler sales

- **Jan Dhan, Aadhar** and **Mobile** leading to last mile financial inclusion
- **3x Bank accounts** in last decade
- **10 Cr+ Demat Accounts** in Aug'22
- **Rapid scaleup of Physical infrastructure** improving access

Domestic Market Opportunity: multiple drivers for growth



Welspun poised to grow at 3X of the market growth rate

Category expansion

“Har Ghar Welspun” has a well-defined category expansion strategy

Channel expansion

Expanding presence through TT/MT channels and Ecommerce

Industry Growth Drivers

Changing landscape

Increase in Urban Population aided by higher disposable income

Evolving sector

Shift towards organized retail; higher market in mass-premium, premium category

Consumers

Target age group: 25-45 yrs
More discerning consumers with aspirations for brands

Category preference

High awareness and increased involvement toward home décor

Welspun “ आज ” : Har Ghar Welspun

FY22: Domestic business

~INR 423Cr. *

Distribution network

- Towns: 500+
- Stores (MBO, EBO): 10,000+
- Channel Partners: ~180+
- 12+ large formats, across 500+ stores

* Includes Home textiles and Domestic Flooring



Highlights

SPACES[®]
BED • BATH • RUGS



#1 shop-in-shops
brand



Top Brand
on Myntra (HT)

WELSPUN
— BED - N - BATH —

#1 distributed
Brand of HT

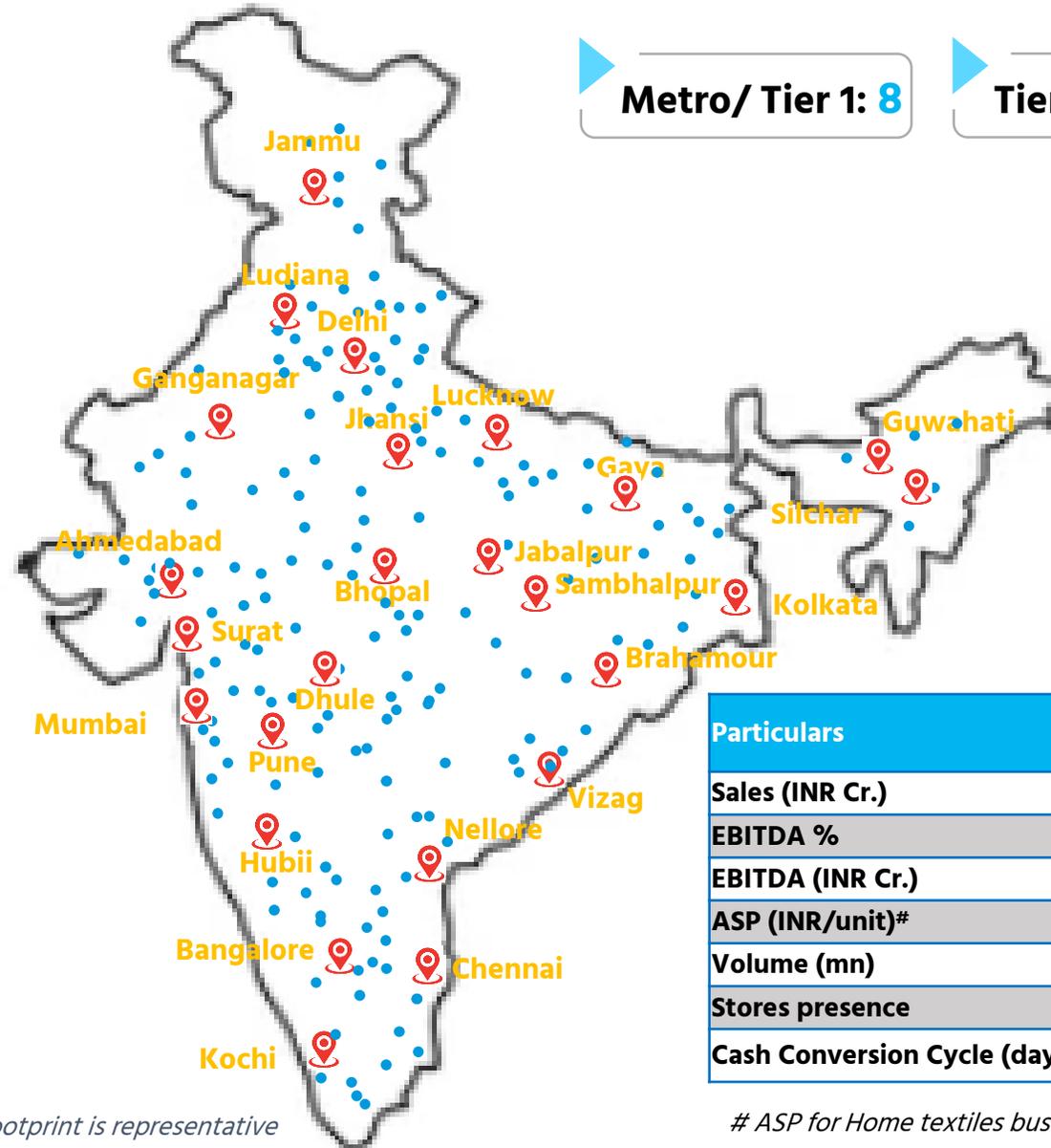
Welspun “कल” : Har Ghar Welspun – Unfolding the domestic India opportunity

FY26: Domestic business
~INR 1700 Cr, 40% CAGR

Distribution network

- Towns: 600+
- Stores (MBO, EBO): 50,000+
- Channel Partners: ~400+
- 15+ large formats, across 900+ stores

** Includes Home textiles and Domestic flooring*



Metro/ Tier 1: 8

Tier 2: ~100+

Tier 3: ~300

Metro/Tier 1: 1mn +
 Tier 2 1L-10L
 Tier 3: 50K-1L
 As per RBI classification

Particulars	FY22	FY24	FY26	CAGR (22-26)
Sales (INR Cr.)	423	910	1720	42%
EBITDA %	-14%	10%	15%	
EBITDA (INR Cr.)	-60.8	92.8	259.7	>100%
ASP (INR/unit)#	361	441	529	10%
Volume (mn)	13	21	30	23%
Stores presence	5400	25000	50000	74%
Cash Conversion Cycle (days)	64	51	39	

Domestic - Diversified Product Portfolio

PRODUCT PORTFOLIO

BED LINEN



Bedsheets
Comforters
Dohars
Pillow covers

BATH LINEN



Towels
Bath mats
Bath robes

RUGS



Door mats
Yoga mats
Bed side runner
Grass mats

CURTAINS & UPHOLSTERY



Cushion cover
Curtains
Blinds
Wall paper

MATTRESSES



FLOORING SOLUTIONS



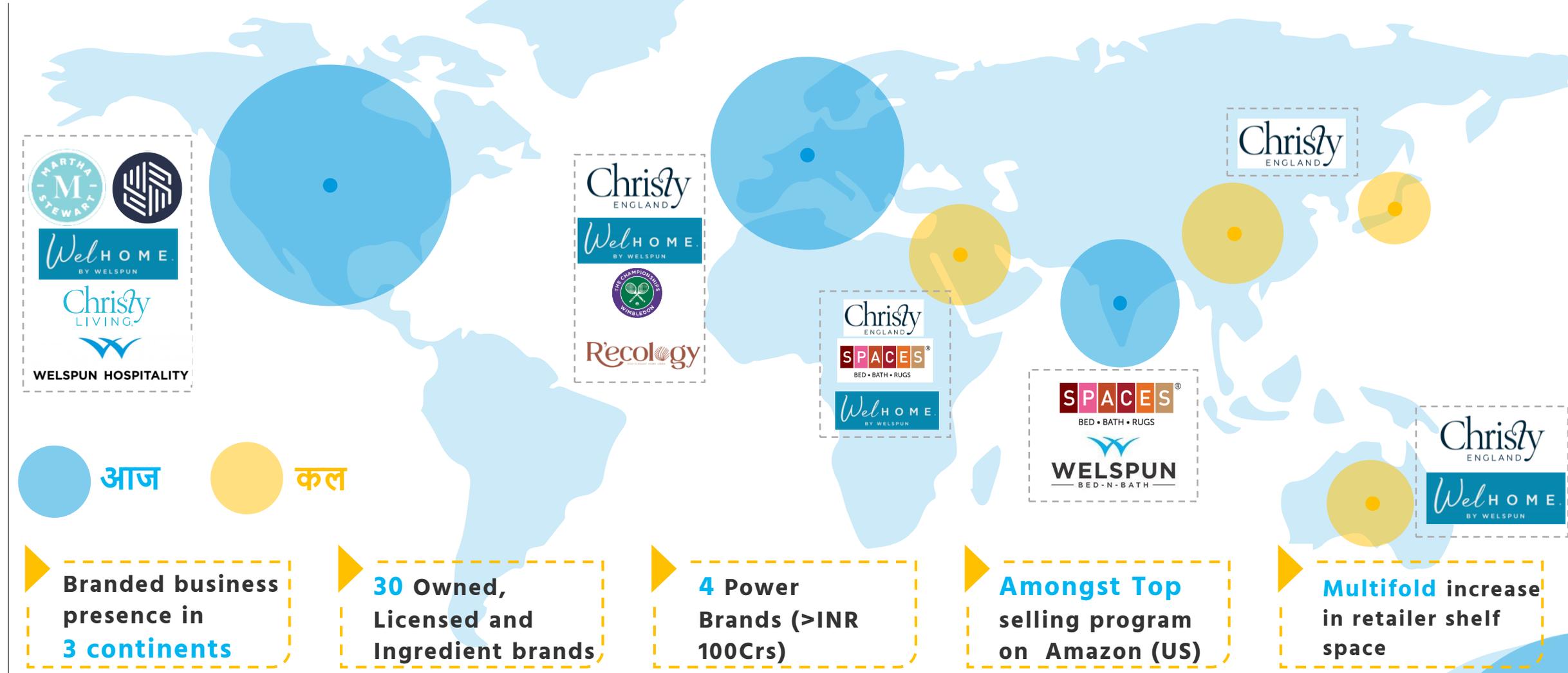
Click & Lock tiles
Carpet Tiles
W2W carpets
Greens

Segmented product offering across all "sweet consumer price points"



Brands powering profitable growth globally

FY26: Branded business ~INR 3200Cr. and 35% CAGR



Tapping the flooring opportunity

Building Capabilities to tap the global and domestic market



Greenfield Fully Integrated facility spread over 600 acres



Annual Capacity
27 Mn Sq.Mt.



Warranty (5-15 YEAR)
Only company to offer warranty in flooring industry



INNOVATING TO TRANSFORM THE FUTURE OF THE FLOORING INDUSTRY



India's **First** company to create **anti-viral flooring**



India's largest **LEED certified** production facility

Highlights

- **Top-line** : Business to grow by ~40% CAGR to reach INR 2500Cr by FY26
- **Innovation**, key enabler for market differentiation
- **Capacity utilisation**: Expect full utilisation of annual installed capacity by FY26
- **Operational breakeven** achieved

Emerging Business: Advanced Textiles Opportunity

Welspun is well positioned to leverage the underpenetrated consumption of technical textiles in India, still at 5-10% against 30-70% in advanced countries

FY26 expected to be upwards of Rs. 1000 Cr. at a CAGR of 35%

Trademarks

- welaer™**
 - ENGINE AIR & CABIN AIR FILTER MEDIA
 - HIGHER DUST HOLDING CAPACITY
- WellStrat™**
 - UNIQUE & PATENTED BLEND*
 - MID RANGE TEMPERATURE FILTRATION
- WelPleat™**
 - PLEATABLE FILTER MEDIA
 - SUPERIOR PLEATABILITY
 - ABRASION RESISTANCE
- WelFilter™**
 - INDUSTRIAL FILTRATION MEDIA
 - VARIOUS APPLICATIONS
 - ALL TEMPERATURE RANGES
- WelPore™**
 - LIQUID FILTRATION MEDIA
 - FDA APPROVED
 - ZERO FIBRE MIGRATION

Spunlace

Annual Capacity
27,729 MT.

Needlepunch

Annual Capacity
3026 MT.

Wet Wipes

Annual Capacity
100 Mn packs



Certifications



WAMIL commercialized; expected to break even within the year

Innovation – Staying ahead of the curve

25% Innovation contribution
To total sales

Market leader

Highest patented technology in
Home Textiles segment

DUPONT SORONA



Sustainable Blend of Cotton and
Bio-based Polyester

welspunindia.com

WELSPUN
INNOVATION
35 INDUSTRY
HIGHEST
PATENTED
TECHNOLOGIES

WINNER

CLARIVATE SOUTH AND
SOUTH EAST ASIA
INNOVATION AWARD 2020, 2021

WEL-TRAK™ 2.0
BLOCKCHAIN
BY WELSPUN

Patented
traceability
solution now on
Blockchain



SEQUENTIAL SLEEP SYSTEM



Complete range
of products for a
superior sleep
experience

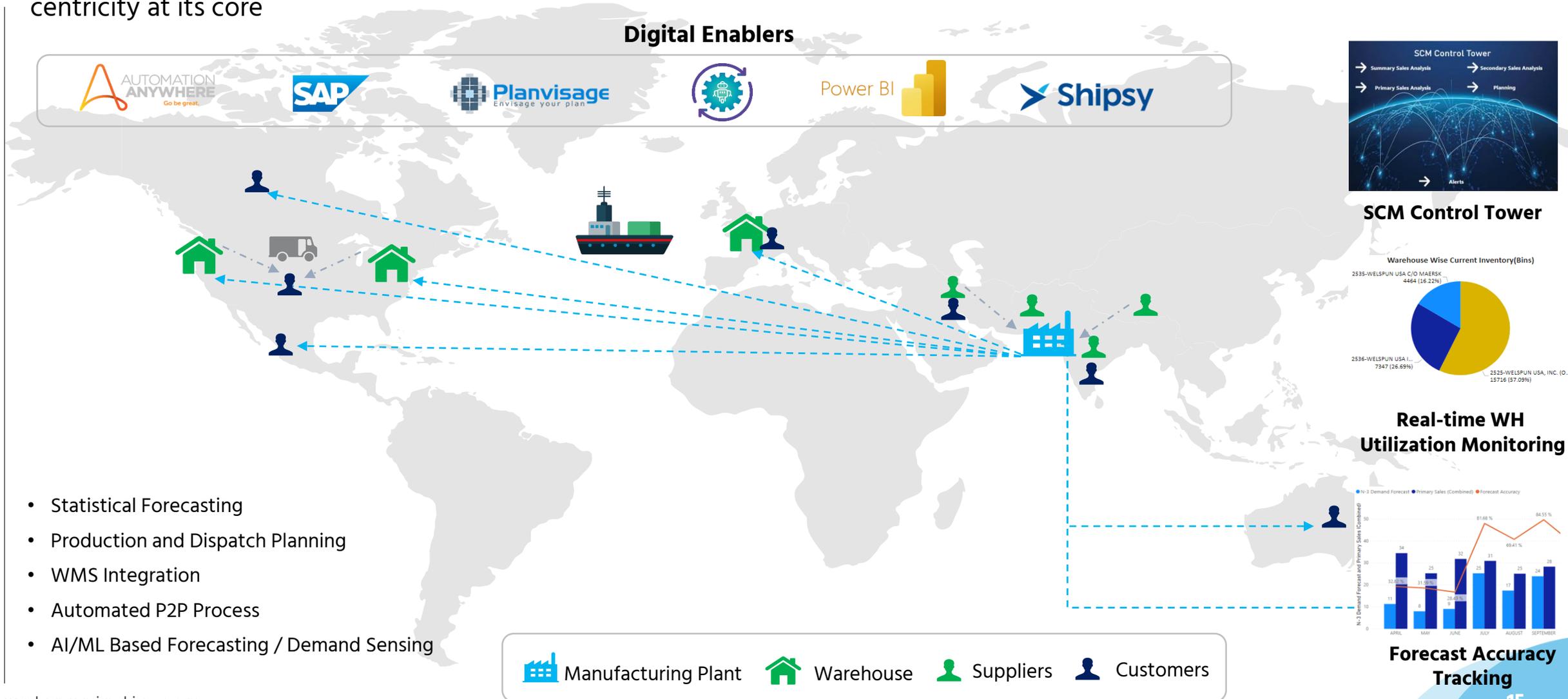
DREAMTEC™

A BEDSHEET REVOLUTION



Digitalization

Welspun aims to digitize all the existing processes and create a Digital Twin for better scenario analysis, keeping customer centricity at its core



Digital Enablers



SCM Control Tower



Real-time WH Utilization Monitoring

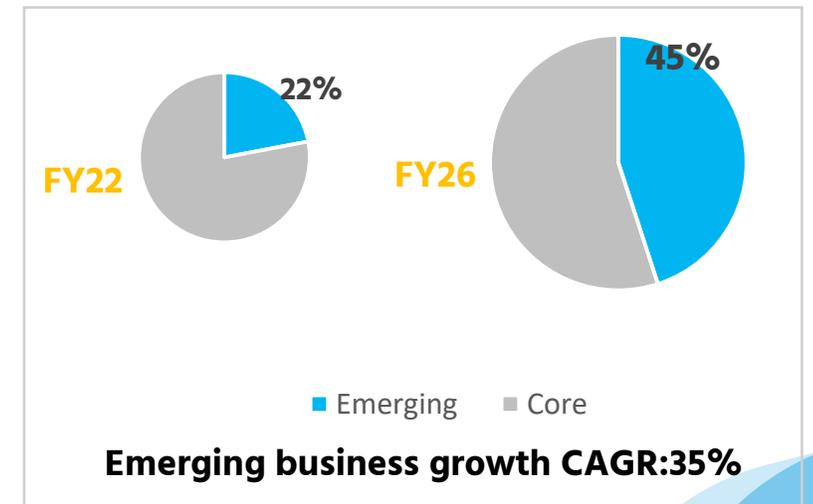
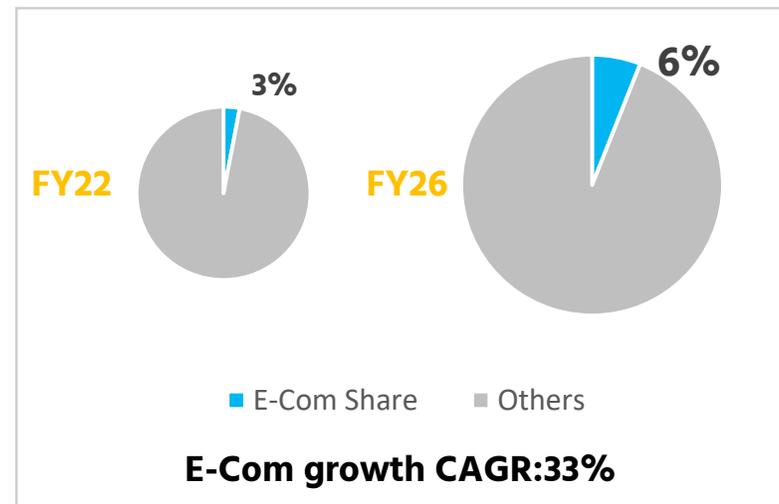
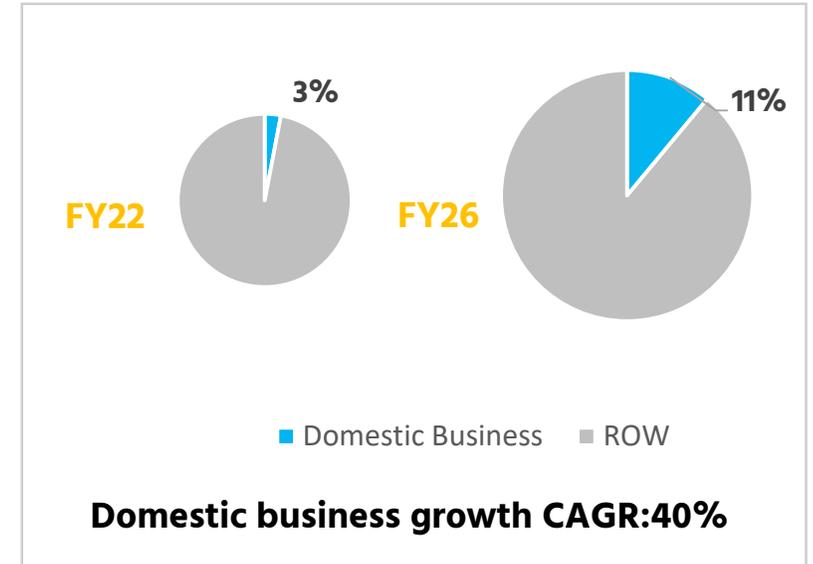
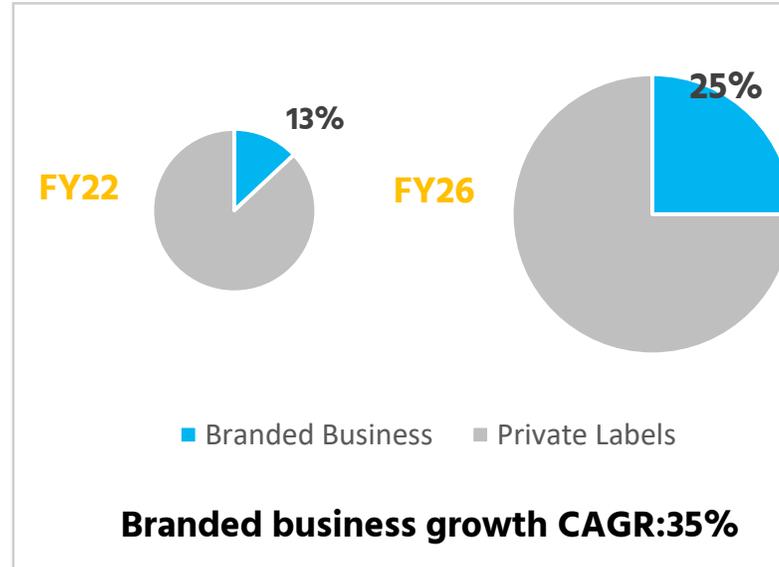


Forecast Accuracy Tracking

- Statistical Forecasting
- Production and Dispatch Planning
- WMS Integration
- Automated P2P Process
- AI/ML Based Forecasting / Demand Sensing

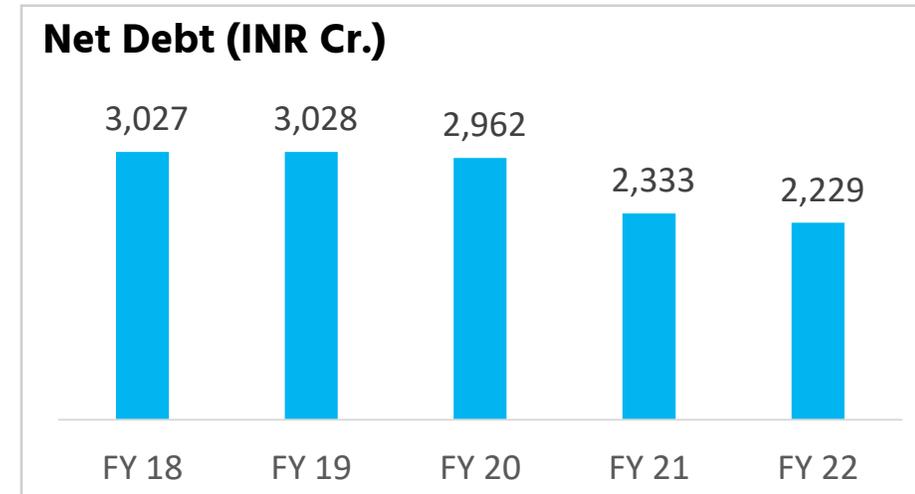
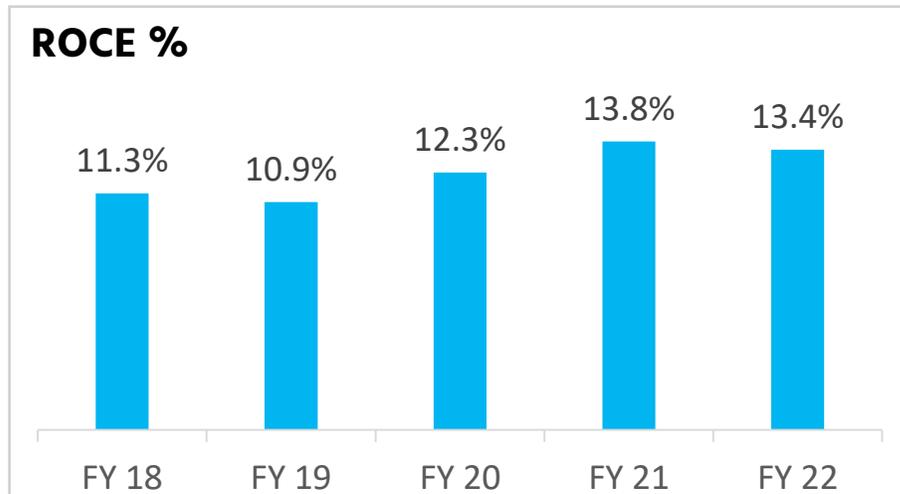
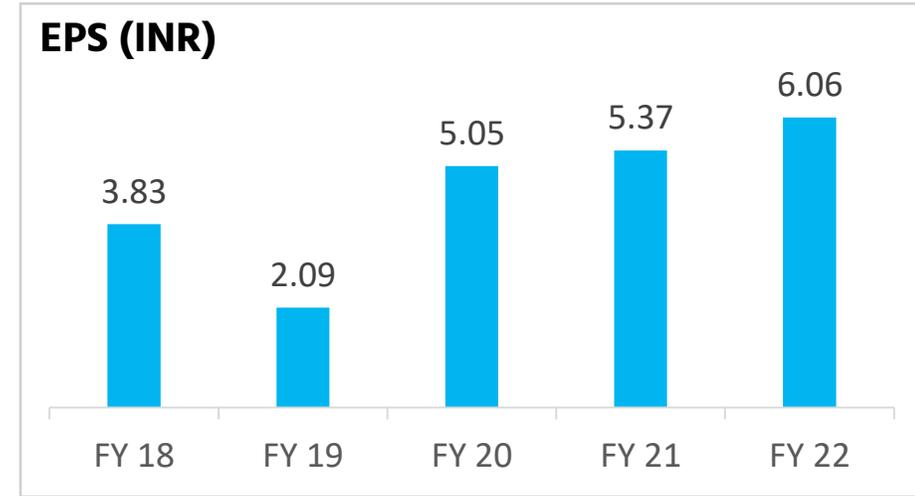
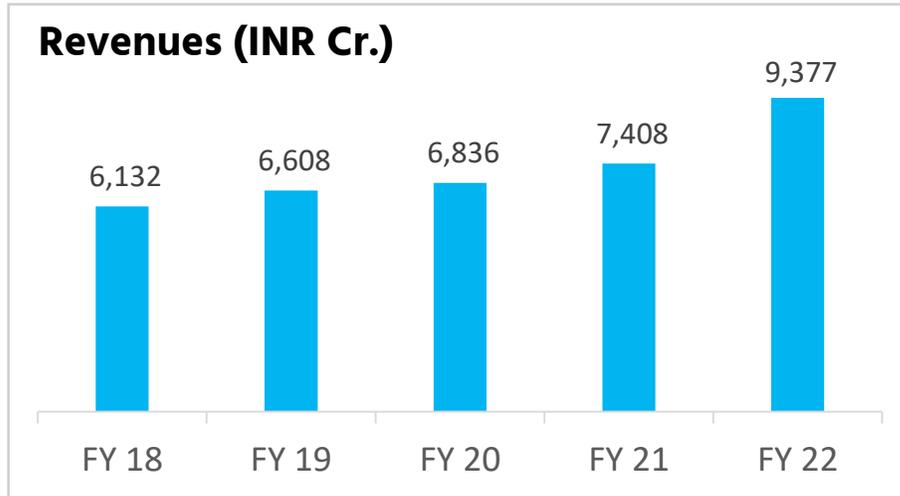
Welspun – Changing landscape

FY26 expected to be upwards of Rs. 15000+ Cr at a CAGR of 26% (over FY23 expected)



Financials

Proven track record of **consistent growth** with **strong Balance sheet**





**HarGhar
WELSPUN**

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