

May 20, 2025

To  
**BSE Limited**  
P.J. Towers, Dalal Street  
Mumbai – 400 001  
*Scrip Code: 509675*  
*Through: BSE Listing Centre*

To  
**National Stock Exchange of India Limited**  
5<sup>th</sup> Floor, Exchange Plaza, Bandra (E),  
Mumbai – 400 051  
*Scrip Symbol: BIRLANU*  
*Through: NEAPS*

**Sub: Revised Investor Presentation on the audited financial results for the quarter and financial year ended March 31, 2025**

**Sub: Regulation 30 of SEBI LODR Regulations, 2015**

Dear Sir/Madam,

Please find enclosed the revised Investor Presentation on the audited standalone and consolidated financial results of the Company for the quarter and financial year ended March 31, 2025.

Kindly note that the revision pertains only to cosmetic changes in the presentation, with no changes to the financial or other substantive details.

The same is also available on Company's website at <https://birlanu.com/investor/financials>

Kindly take the same on record.

Yours faithfully,  
For **BirlaNu Limited**  
(formerly HIL Limited)

Nidhi Bisaria  
**Company Secretary & Compliance Officer**  
Membership No. F5634

Encls. As stated



**birlanu**

Financial Results Presentation  
Q4 & FY25

# Contents

- Welcome to BirlaNu
- About BirlaNu
- Brands and Products Overview
- Q4 and FY25 Results Overview

Welcome to BirlaNu



birlanu

BirlaNu represents a bold evolution of HIL's legacy, blending innovation with heritage. The "Nu" stands for reinvention and fresh perspectives, symbolizing a modern, global reboot while staying rooted in trust and quality.

Inspired by creativity and sustainability, it embodies the spirit of self-expression, encouraging people to build their world in their own way. With a commitment to lasting design and a future-forward mindset, BirlaNu is more than a name, it is a promise to innovate, inspire, and create meaningful spaces for generations to come.



## WHO WE ARE ?



For nearly 80 years, BirlaNu Limited (formerly HIL Limited), has been a pioneer in redefining the art of creating home and building solutions.

Our portfolio spans Pipes, Construction Chemicals, Putty, Roofs, Walls and Floors. As a global leader in home and building solutions, BirlaNu integrates purpose and innovation into every offering, ensuring we meet evolving customer needs.





## BRAND STORY

Since 1946, we've been on a journey of continuous evolution and today, we are proud to announce a new chapter in our legacy: HIL is now BirlaNu.

BirlaNu is inspired by the people we serve and driven by a passion for continuous growth. Rooted in connection, creativity and sustainability, we empower homeowners, builders and designers to bring a vision to life, crafting innovative buildings and structures that stand the test of time. As the world evolves, we remain committed to shaping spaces where life unfolds and inspiring beautiful, lasting design with our customers at the heart of everything we do.

BirlaNu isn't just a name. It reflects our renewed purpose and promise to be the partner you trust in building the future.

## Message from Chairman



BirlaNu reflects who we are at our core - a company driven by purpose, progress and a deep commitment to those we serve. We believe in building with integrity, pushing the boundaries of innovation, and creating materials and ideas that endure. Our renewed identity is more than a name; it's a promise to be the trusted partner in shaping spaces that last.

**CK Birla - Chairman**



## About BirlaNu

# CKA Birla Group : 165+ years of rich legacy



~US\$3.0 billion  
conglomerate



Over  
35,000  
employees



Focus on  
long-term  
values,  
trust-based  
relationships



52  
manufacturing  
facilities across  
India and the  
world



Numerous  
patents &  
awards



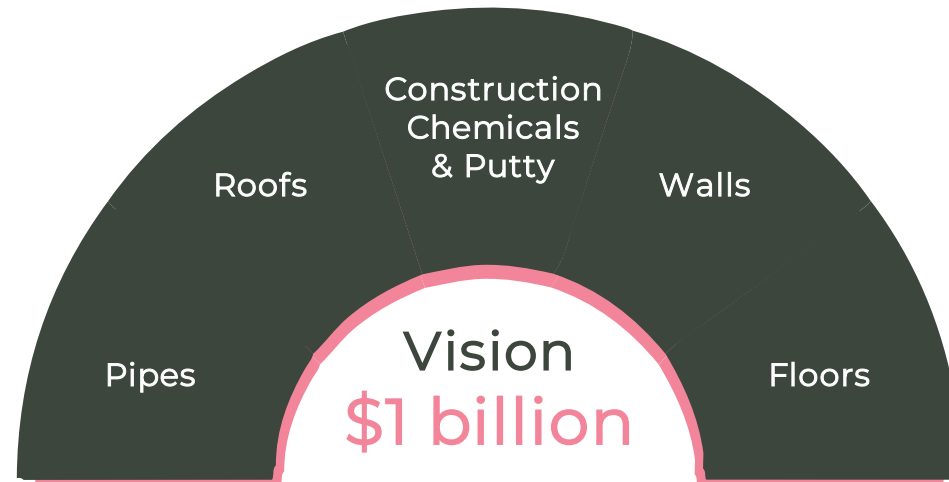
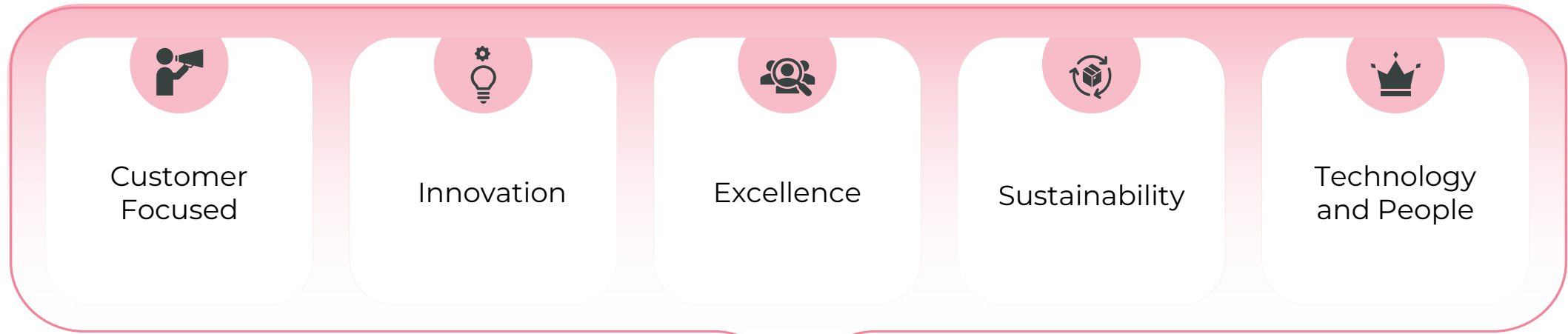
Relationships &  
philanthropy

# CKA Birla Group - Industry Clusters & Key Companies

	Technology and Automotive					
	Home and Building					
	Healthcare					
	Education					

# BirlaNu Poised for sustained value creation

## Key drivers







## OUR VISION

“To be a leading global provider of innovative, sustainable Home & Building solutions”



## OUR MISSION

BirlaNu's Mission is to empower homeowners, builders and designers to bring their vision to life – a promise to be the trusted partner in building their future.

Our passion for creating sustainable and innovative products, guides us in shaping spaces where life happens.

We inspire timeless, beautiful design with our customers at the core of every decision we make.

We are powered by a modern, technology led, inclusive and safe work culture.





## OUR VALUES

Customers at the heart of everything we do

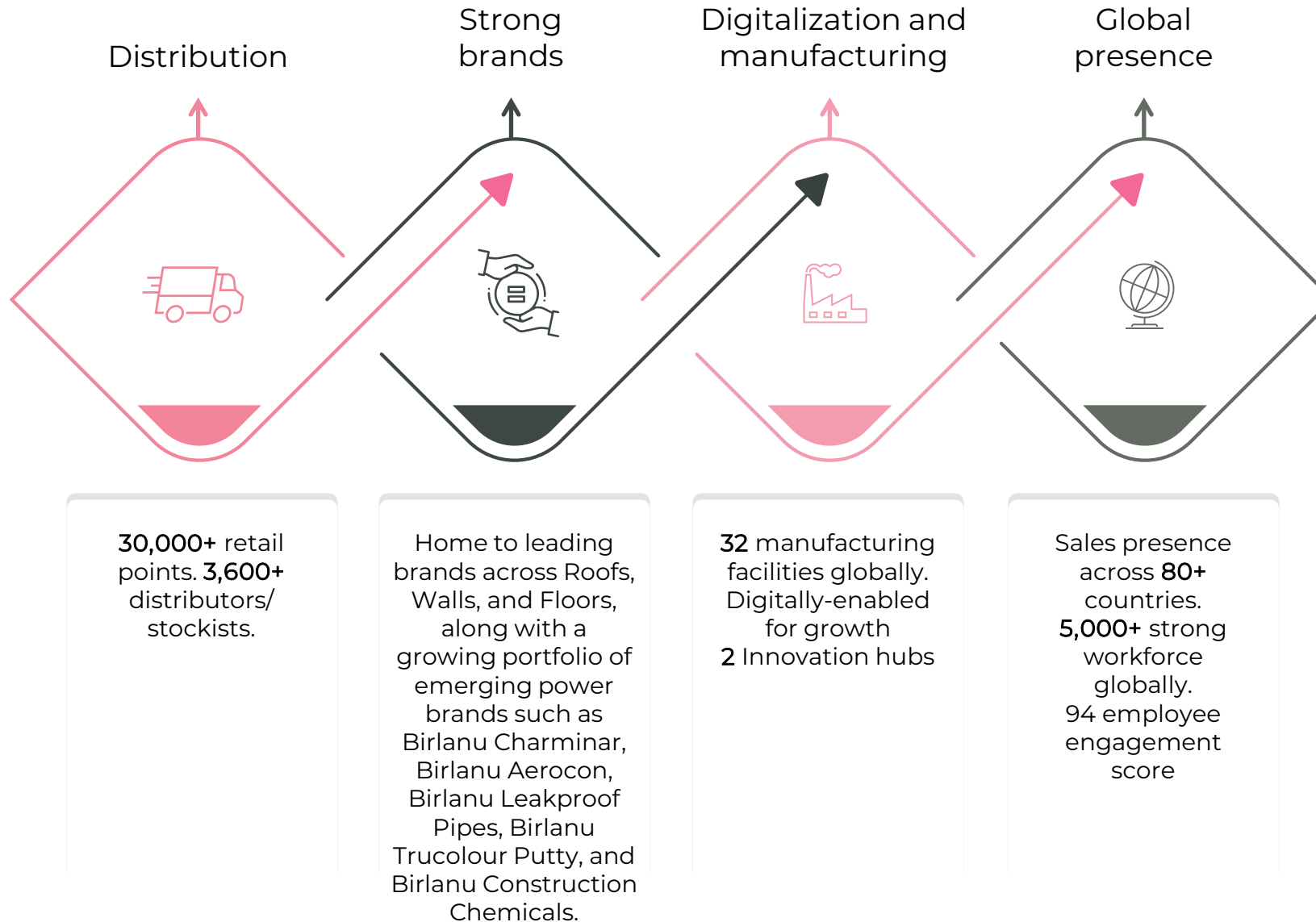
I Own, I am Responsible

Trust, Respect and Help each other

Make it Simple, act Fast

Challenge the status quo, raise the bar

# BirlaNu's strengths





## Experienced leadership team



**Akshat Seth**

MD & CEO

- Over 2 decades of professional experience with CKA Birla Group & AT Kearney in various roles across India, Europe and the Middle east
- Expertise in scaling up and transforming businesses and building high performing teams
- He is a Chemical Engineer from IIT Delhi and an MBA from IIM Calcutta



**Ajay Kapadia**

Chief Financial Officer

- Over 2 decades of experience with METROD (OFHC) Sdn. Bhd., JohnsonDiversey India, ABB, and Alembic Ltd.
- Expertise in M&A, International business, business analysis, controlling & evaluation, including Investor Relations
- He is a Chartered Accountant, CMA, M.Com & DTP



**Mudit Agarwal**

Head - Strategy

- Over 2 decades of experience across multiple geographies at Landmark Group, Aditya Birla Group, Deloitte Touche India, KPMG, PwC, and YUM! Restaurants India
- Experienced in different facets of Operations & Strategy including M&A, GTM and Growth Strategy
- He is an Engineer and an MBA from IIM Calcutta



**N Sesa Srinivas**

Chief Human Resource Officer

- Nearly 3 decades of experience in with Orient Cement, KEC International, Crompton Greaves, Ion Exchange & Sriman Organic..
- He holds Master's degree in Social Work & Bachelor's degree in Law.
- He is a certified Hogan Assessor & ACC Coach

## Experienced leadership team



**Vijay Kumar Lahoti**

Chief Business Officer-  
Roofs, Putty and  
Construction  
Chemicals

- Over 2 decades of experience with Gujarat Tea Packer & Processor, Creamline Dairy, Mars International, and Colgate Palmolive
- Expertise in Sales & Distribution, Strategy & RTM, Channel Sales, Key Account Management, and Business Development
- He is a B.Com graduate & MBA



**Arun Kumar Magoo**

Chief Business Officer -  
Pipes

- Over 2 decades of Leadership experience with CKA Birla Group, McKinsey & Company, and ITC Ltd
- Expertise in growth, strategy, operations, business transformation,
- He is Chemical Engineer from IIT Delhi & MBA from IIM Ahmedabad



**Y Srinivasa Rao**

Chief Business Officer-  
Walls

- More than 3 decades of sales & marketing experience across Orient Cement & Bharathi Cement
- He holds Master's degree in Civil Engineering & MBA in Marketing.
- He also holds Executive MBA from ISB, Hyderabad and attended Business Leadership Engagement program at IIM Ahmedabad



**David (Neel) Bradham**

MD & CEO of Parador

- Over 2 decades of experience with top firms: Mohawk, Interface, and Milliken & Co.
- Expertise in strategic communication and business management across global markets
- He is a B. Communication & MBA

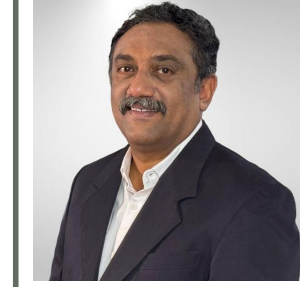
## Experienced leadership team



**Peeyush Bachlaus**

Chief Marketing  
Officer

- Over 2 decades of experience across sectors including automobiles, FMCG, telecom, and lifestyle décor (paints) with Aditya Birla, Kansai Nerolac Paints, Aircel Limited, Wrigley India, Maruti Udyog, and Mahindra & Mahindra
- Experienced in Business transformation, brand launch, innovation and consumer centricity
- He is an Engineer and MBA



**Rajesh Rajan**

Chief Information  
Officer

- More than 3 decades of experience in manufacturing IT & consulting across Orient Cement, MYK Laticrete, Virtusa, Deloitte, Intelligroup Asia & Mukund.
- Experienced in IT & Digital Transformation journeys having worked in different segments at global level in India, Europe & APAC.
- He is an MBA in Operations & holds Bachelor's degree in Mechanical Engineering.



**Pranav Desai**

Head -  
Innovation

- Over 2 decades of professional experience with Nuvoco Vistas Corp, Reliance, Pidilite, and EFGE Consultants
- Experienced in innovation, material science and R&D
- He is a Master of Engineering (Civil) & MBA



**Sunit Kumar Dey**

Head -  
Supply Chain

- Over 2 decades of professional experience with Tata Steel, Lafarge Canada and Nuvoco Vistas Corp. Ltd.
- Expertise in Procurement, Supply Chain, Strategy & RTM, Business Development and key Account Mgt.
- He is an Engineer from IIT BHU, MBA from SCHMHRD and SMP from IIMA

# Global manufacturing presence

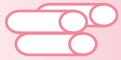
## Manufacturing Units



Roofs



Walls



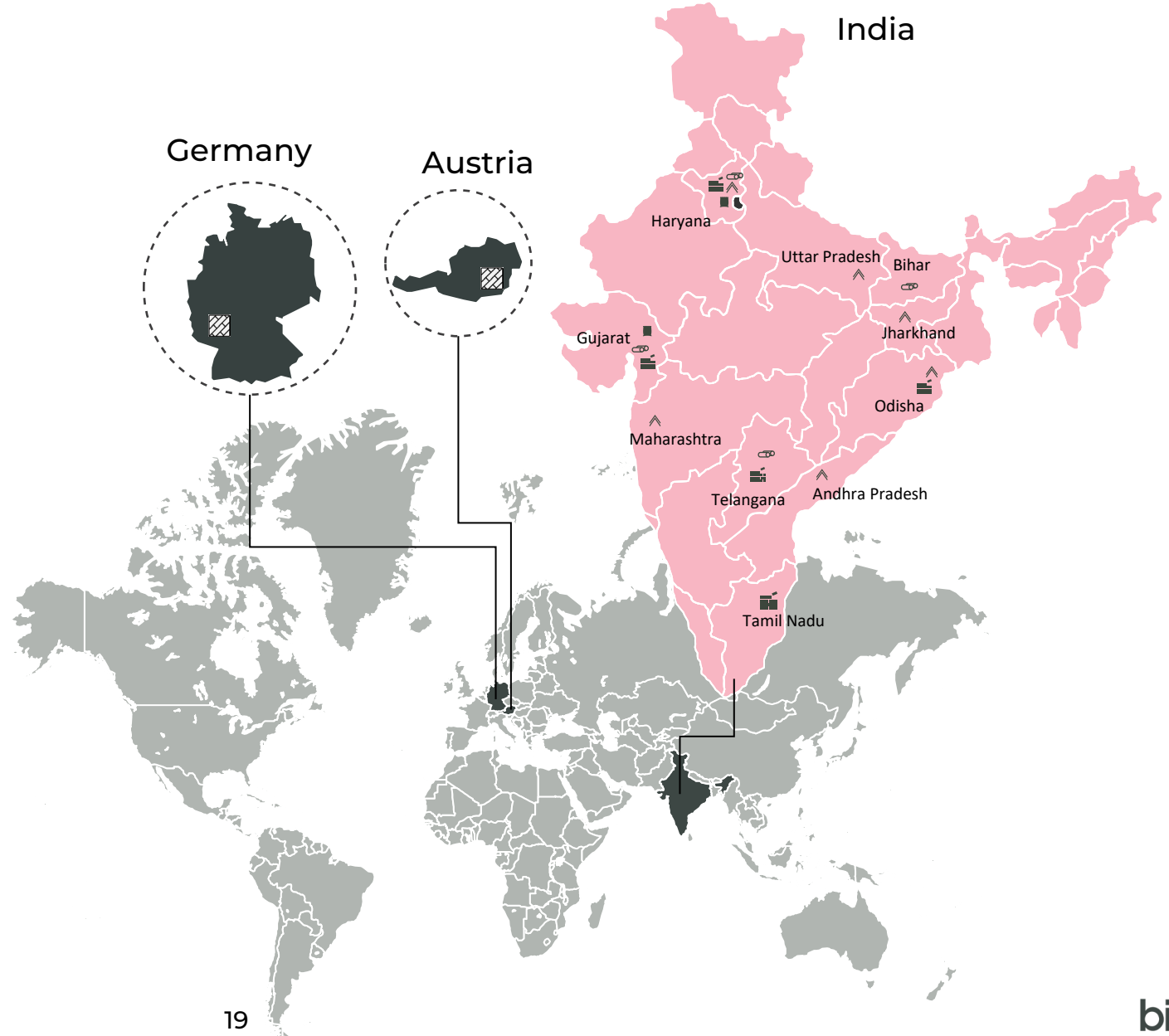
Pipes



Construction Chemicals  
& Putty



Floors





# Commitment to Sustainability

## Environment



### Eco-Footprint minimization

- Initiatives in energy and waste management, raw material sourcing, and innovation.
- Continuous improvement in operational efficiency with the 3R principle.

### Waste reduction strategies

- Optimization of manufacturing processes and reduction of packaging materials.
- Promotion of eco-friendly products and engagement with suppliers for sustainable practices

### Product innovation for sustainability

- Focus on developing eco-friendly building materials.
- Hold certifications (GRIHA, IGBC, GreenPro) as a testament to commitment to sustainable construction practices.

## Society



### CSR commitment to rural empowerment

- Dedicated initiatives aimed at benefiting underprivileged sections in rural India.
- Continuous engagement to promote social equity within these communities.

### Adherence to corporate standards

- As responsible corporate citizens, strict adherence to the standards and regulations outlined in the Companies Act 2013 (CSR).

### Social value creation for sustainable society

- Commitment to creating social value and providing equitable opportunities for all community members.
- Focused efforts towards fostering a thriving and sustainable society.

## Governance



### Robust corporate governance for sustainability

- Implementation of a well-structured corporate governance system to effectively address sustainability issues.

### Board-Level commitment to sustainability

- Periodic discussions at the board level underscore our commitment to sustainability and its significance in our operations.

### Transparency and ethical practices

- Integration of transparency and ethical behavior into our operations.
- Establishment of policies, including a code of conduct, whistleblower awareness policy, and measures to prevent workplace harassment, to uphold these values.

## Rewards and recognitions



Superbrand 2025



Legacy Leader in Building Material Solutions" 2024



Most trusted BRANDS of India



Brand of the year 2025 - Roofing & Ceiling ideas



Impactful CEO – ET Edge CEO Summit 2024



Great Place to Work



Greenpro award for 2023-25



## CSR Initiatives

# 29,880+

beneficiaries;  
100% vulnerable/ marginalized group

- Live Love Laugh Foundation for rural mental health program at Tangi, Cuttack in Odisha, NTR Dist.(Kondapalli) in AP, Rangareddy Dist.(Thimmapur) in Telangana
- Child Survival India for mobile medical unit at 12+ villages in Chennai near our unit
- School project in Balasore benefitting girl students & Faridabad benefitting students
- Skill Development by Sambhav Foundation (2,500-3,000 nos.)

Our Partners

# Ranked #12 GPTW in India & amongst Top 50 in Asia

## Awards and accolades

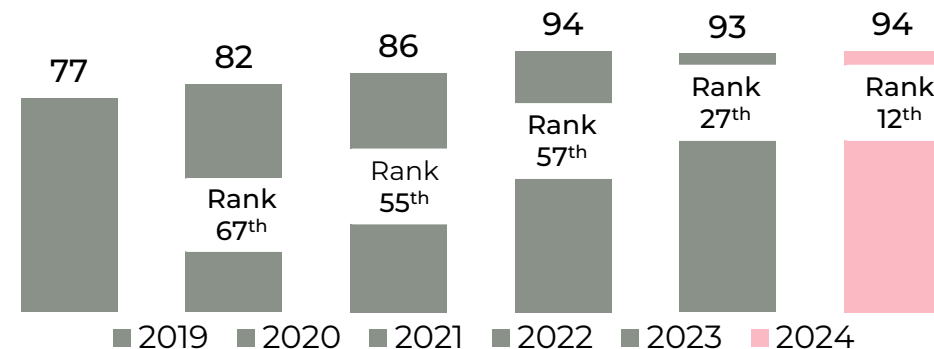
- India's Best Companies to Work for 2024: Ranked #12 in India
- Best Workplaces in Asia™ in 2024: Ranked # 41 in Asia
- Best in industry: Cement & Building Materials, 2024
- Great Place To Work®, India; Re-certified from March 2024 to March 2025
- Top 25 | India's Best Workplaces™ in Manufacturing, 2024 & 2025
- Top 50 | Large India's Best Workplaces Building a culture of Innovation by All, 2024
- Top 50 | Large India's Best Workplaces for Millennials, 2024

Building diverse talent pool, hiring from FMCG, Manufacturing, Consumers, Retail & various other industries

Strengthening corporate functions across Strategy, Marketing, M&A, Product Management and beyond

1,040+ people trained for 10,100+ hours

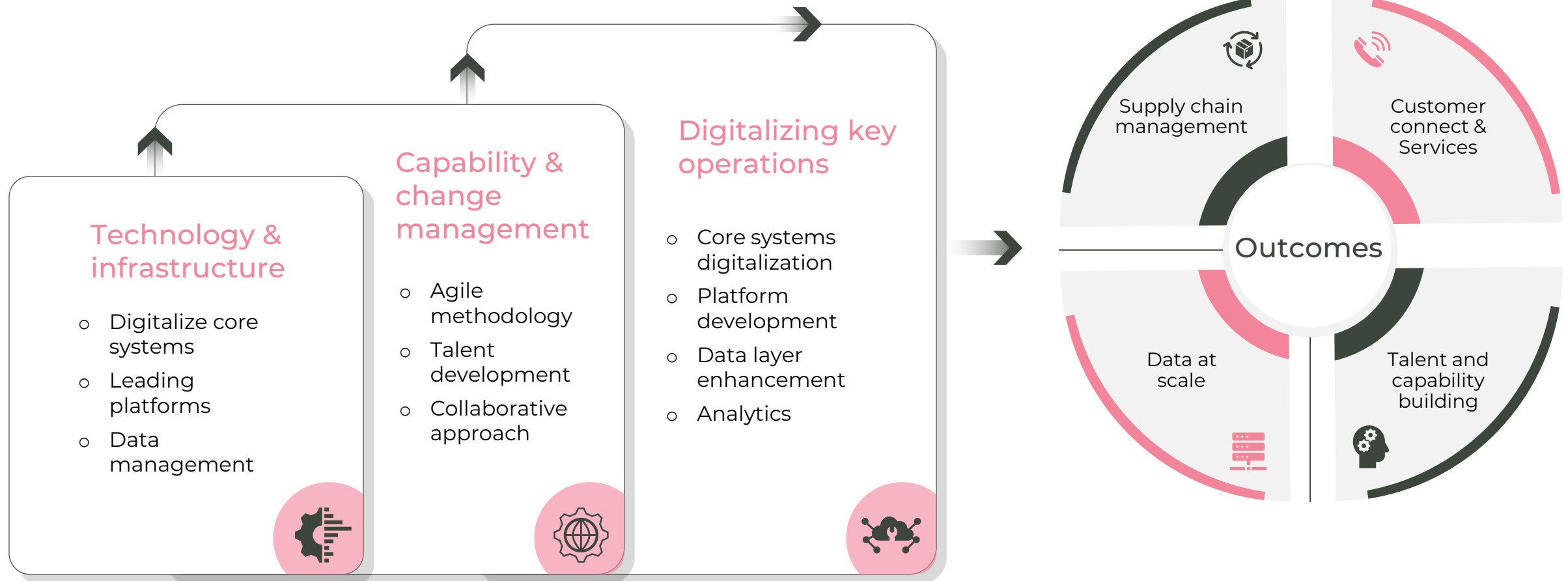
## Trust Index Score





# BirlaNu's digital transformation journey

## Enablers of Digital Transformation



# Our social media presence



BirlaNu



birlanu\_buildyourworld



BirlaNu



BirlaNu

## Brands and Products Overview

## OUR PRODUCT RANGE





### Installed Capacity

- 1.1 million MT



‘Charminar’ Fiber Cement Roofs

‘Charminar’ Coloured Fiber Cement Roofs

‘Charminar Fortune’ Next Gen Eco-Friendly  
Fiber Cement Roofs

‘Charminar’ Ultracool Fiber Cement Roofs





### Installed Capacity

- Blocks 1.1 million CuM
- Boards & Panels 2.3 lakh MT

# birlanu

AEROCON

AAC Blocks

Panels

Boards



# birlanu

LEAKPROOF PIPES

Pipes

Water Tanks

Fittings

## Installed Capacity

- Pipes & Fittings 100k+ MTPA



# birlanu

TRUCOLOUR PUTTY

Putty Plus

Coarse Putty

Waterproof Putty

Texture

## Installed Capacity

- Putty 250k+ MTPA





# **birla**nu

**CONSTRUCTION CHEMICALS**

Tile Adhesives

Grouts

Plasters

Surface Cleaners

Accessories



Installed Capacity

- 15 million SQM

# PARADOR

birla**nu**

Engineered Wood

Laminates

Vinyl

Modular-One



## Engagement with key stakeholders

Featured in ACE Update magazine Jan edition

Won the Inex Realty+ Best Brand of the Year 2025 award for AAC blocks under the concrete category.

Amber Feedback surveys were sent to 72 customers, with a 28% response rate.

### Key Events :

Rachna Expo(Nagpur) , Sthapatya (Gujarat), MPSO( Odisha) D Arch (Mumbai), engaging with over 400 + people and attracting 6,500+ stall visits



## Q4 & FY25 Results Overview

## Message from MD & CEO



Akshat  
Seth

MD & CEO

HIL is now BirlaNu. This transformation represents our collective aspiration to be a leading global provider of innovative, sustainable Home & Building solutions. It is a strategic evolution that underscores our commitment to innovation, sustainability and a customer-first approach. It extends across our people, processes and digital initiatives, ensuring we remain ahead in a rapidly evolving industry.

The updated brand architecture unifies, under BirlaNu, the full breadth of our offerings across Pipes, Construction Chemicals (CC), Putty, Roofs, Walls and Floors.

Uncertain macro-economic and weak demand scenario across our markets made FY25 a challenging year. Further, price decline by 2-5% across most categories placed significant margin pressures. For pipes, the decline was 10%+ driven by a meltdown in PVC resin prices. In this scenario, we chose to focus on (1) Gaining market share in our growth segments (Pipes, Parador, CC) (2) Agile cost management to minimize impact on margins and 3) Judicious investment for long term growth (capacity enhancement, product innovation, branding, technology and sustainability initiatives).

Our consolidated revenue in FY25 was INR 3,615 Cr which was 7% higher over LY and EBITDA of INR 88 cr. This was driven by strong growth in our Pipes (76% volume and 57% revenue growth) and CC segments (23% revenue growth) and robust performance at Parador (9% volume and 7% revenue growth). Pipes is now the second largest segment in India and the non-Roofs part of our portfolio is now over ~70%. We also sustained our leading market share and superior price / profitability positioning in the Roofs business, despite intense competition and price erosion in the market. Successful acquisition and integration of Crestia and being ranked #12 in India and #41 in Asia amongst the Great Places to Work were other key milestones.

Our robust Q4 performance, despite continued market weakness, provides the first glimpse of the impact of strategic initiatives at play for BirlaNu. We registered a 9% revenue growth and a 14% improvement in profitability for the quarter. Pipes volumes grew by 80% and revenue by 66%. Our CC business crossed the important INR 100 Cr p.a. mark, based on March run rate – a significant achievement within two years of launching this business. Parador revenue grew by 10% with 8% volume growth and 2% price increase, outperforming peers by a distance.

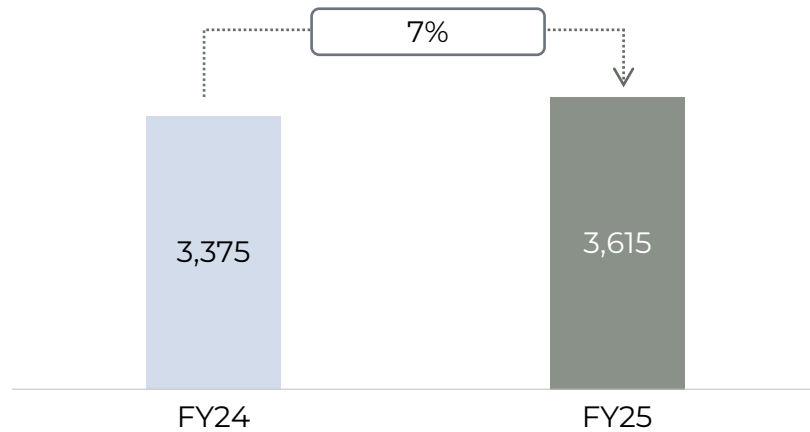
Beyond numbers, I would like to share four key achievements over Q4 that highlight our push across themes of growth, innovation and sustainability:

- We have doubled our AAC block capacity in Chennai to 4 lakh cubic meters per year, making it one of the largest facilities in the country
- We started work on a new, state of the art, greenfield investment for OPVC Pipes which represents the next generation of pipe technology
- We introduced an industry first innovation with the use of Organic Based Stabilizers (OBS) in UPVC pipes, eliminating heavy metals
- We launched Parador in India, marking our expansion into the home and interiors space

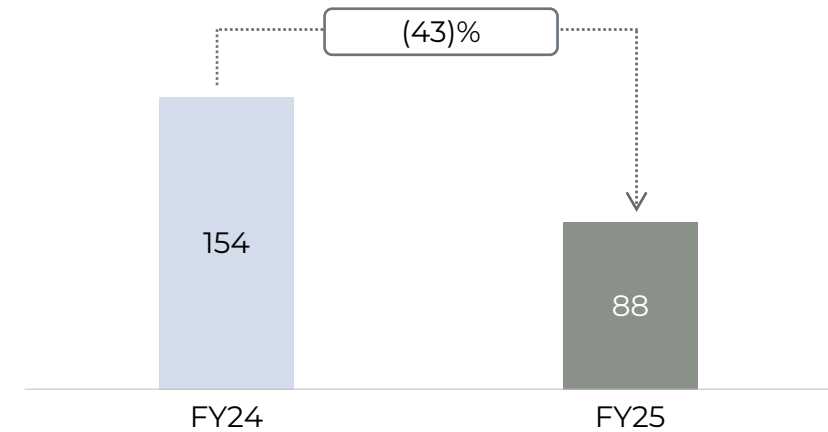
As we look at FY26 and beyond, our path is clear. With integrity, collaboration and excellence at its core, BirlaNu is set to redefine industry benchmarks and drive meaningful impact. As the world evolves, BirlaNu remains committed to shaping spaces where life unfolds and inspiring beautiful, lasting design with our customers at the heart of everything we do.

## FY25 Highlights - Consolidated

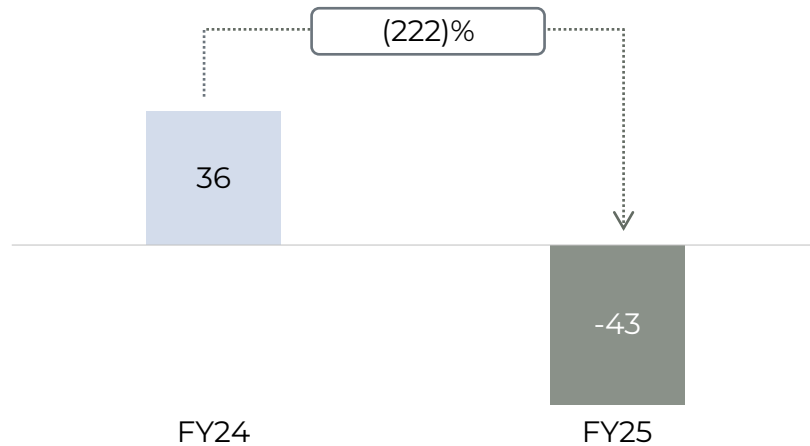
Revenue (INR Cr)



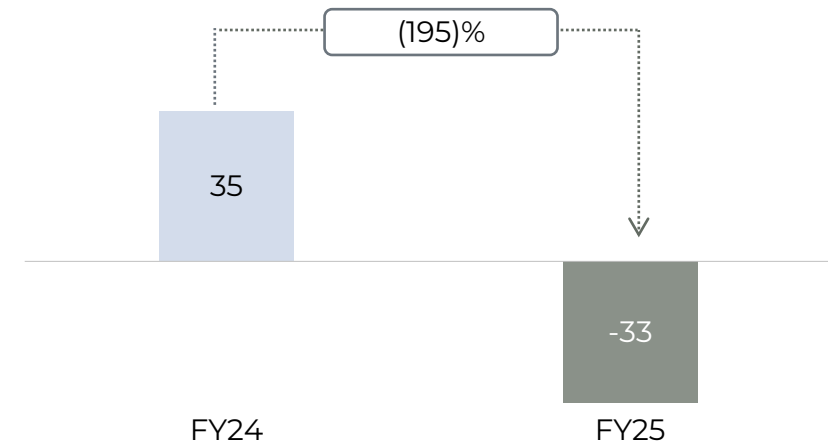
EBITDA (INR Cr)



PBT (INR Cr)



PAT (INR Cr)

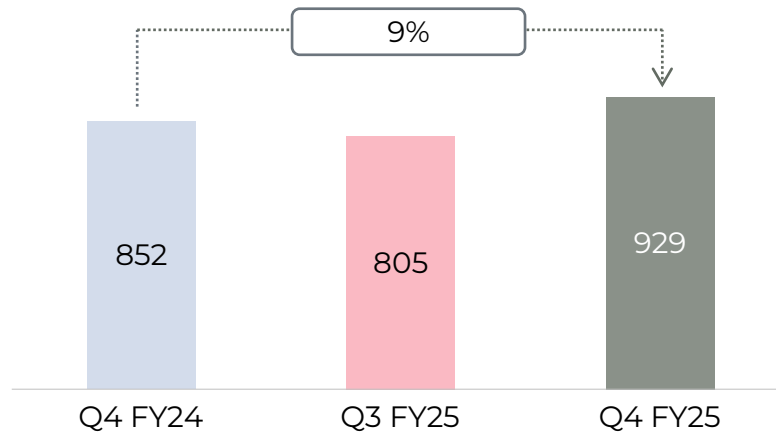


Note: PBT & PAT includes non-operating income of INR 82 Crore in FY25 and INR 37 Crore in FY24 on account of sale of assets

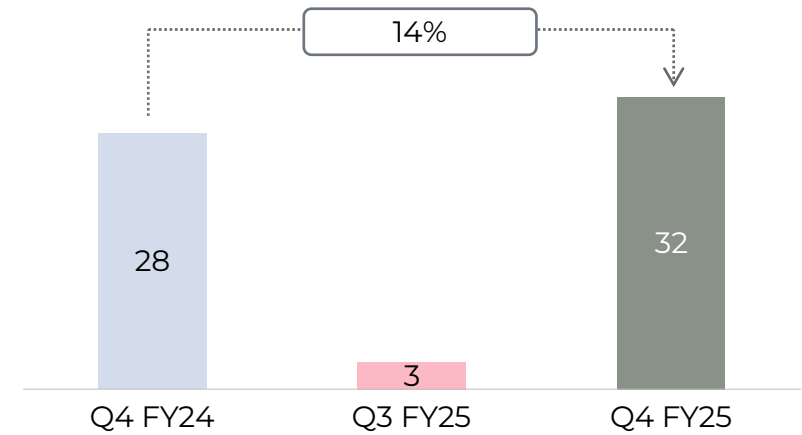


## Q4 FY25 Highlights - Consolidated

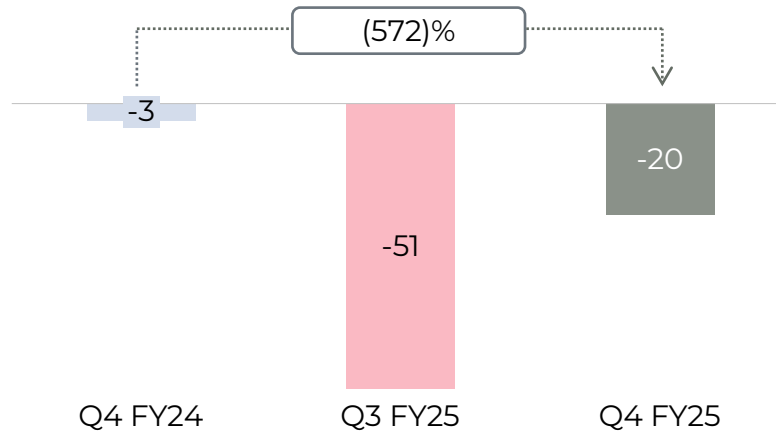
Revenue (INR Cr)



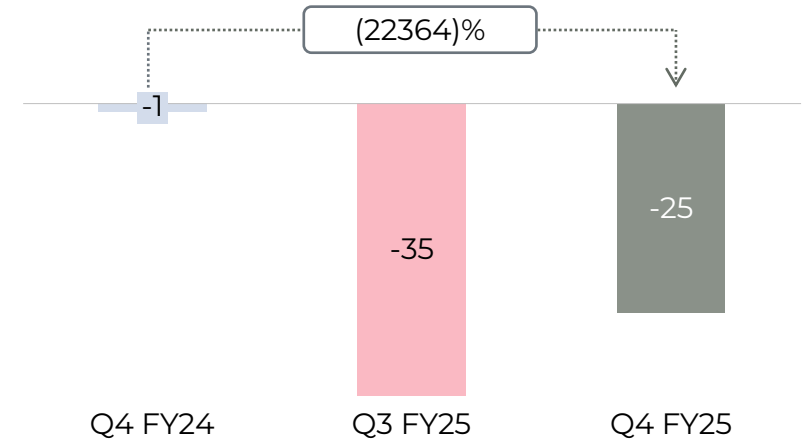
EBITDA (INR Cr)



PBT (INR Cr)

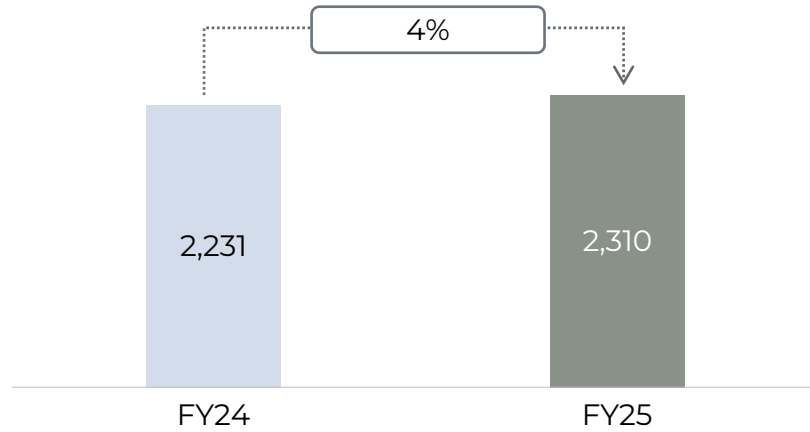


PAT (INR Cr)

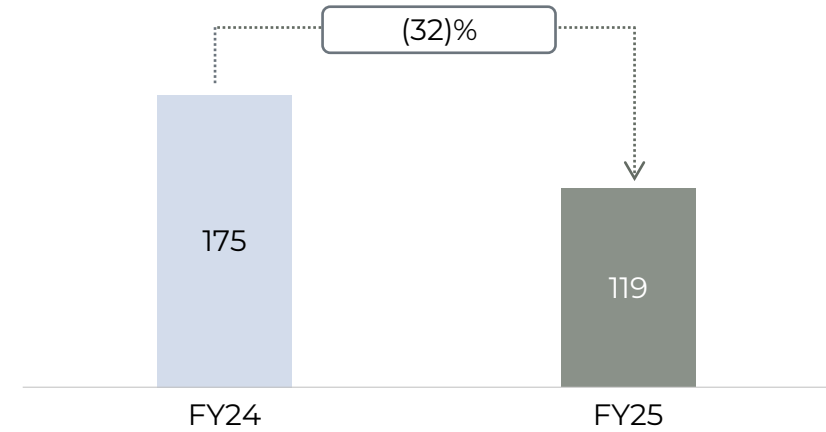


## FY25 Highlights - Standalone

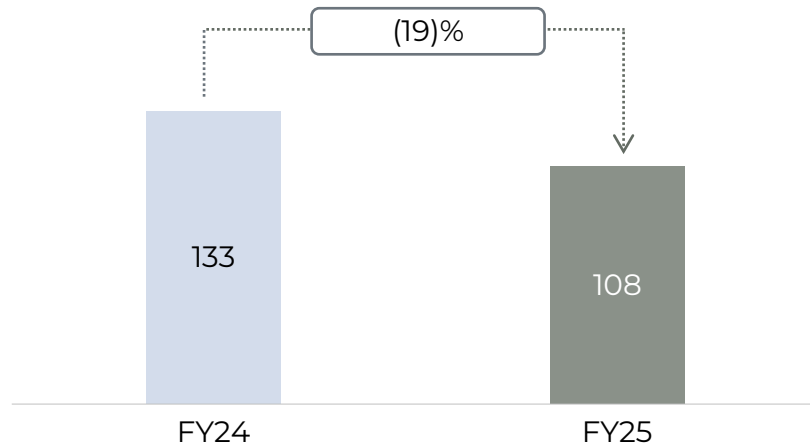
Revenue (INR Cr)



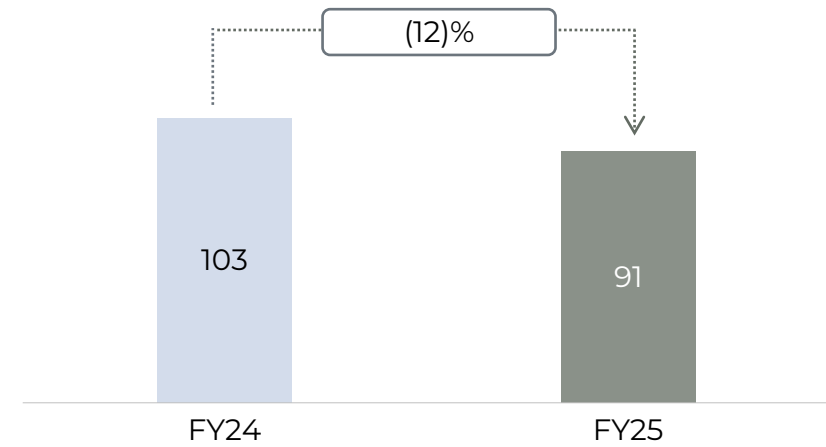
EBITDA (INR Cr)



PBT (INR Cr)



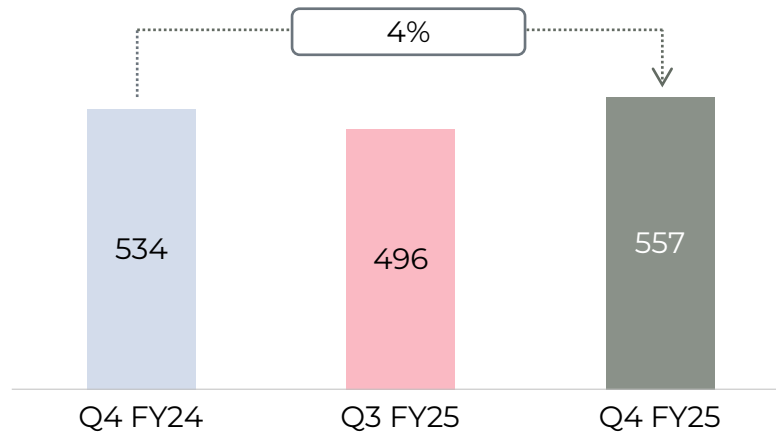
PAT (INR Cr)



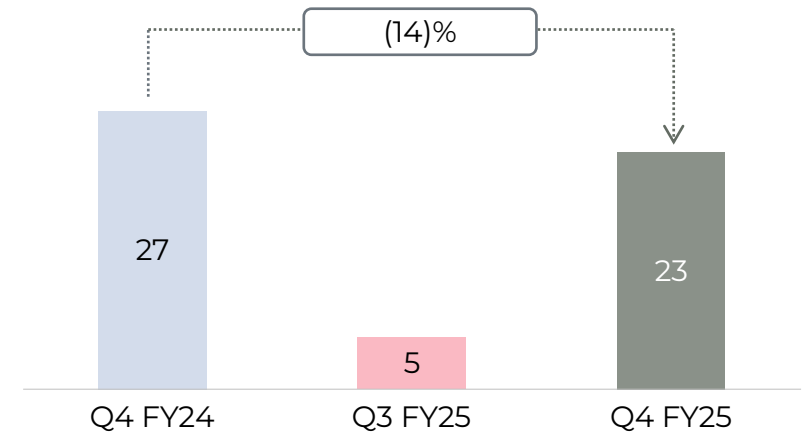
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## Q4 FY25 Highlights - Standalone

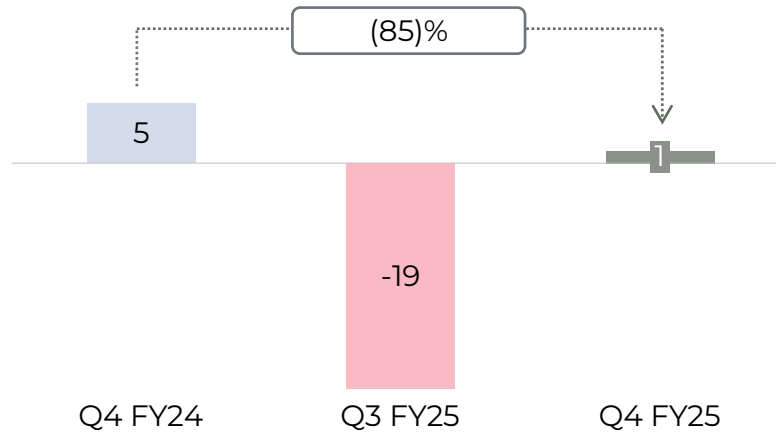
Revenue (INR Cr)



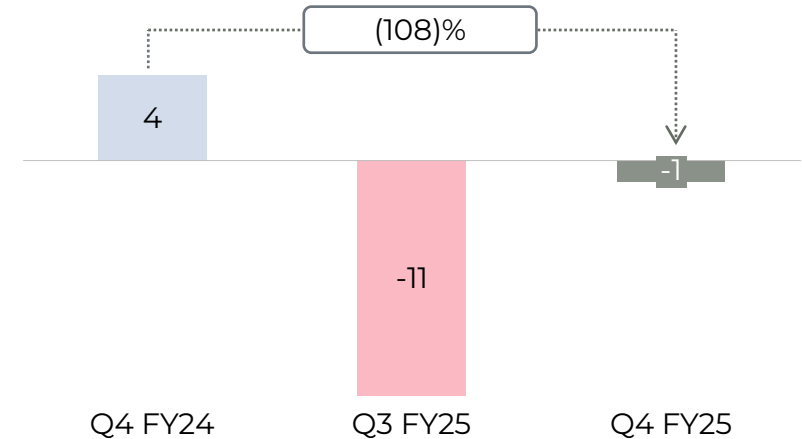
EBITDA (INR Cr)



PBT (INR Cr)



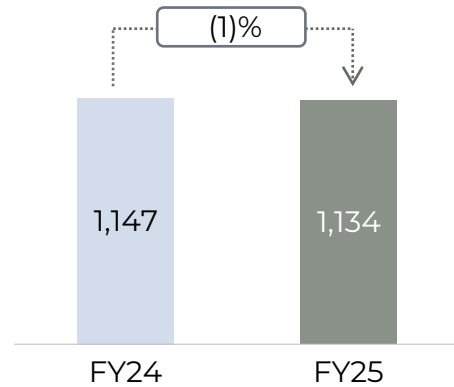
PAT (INR Cr)



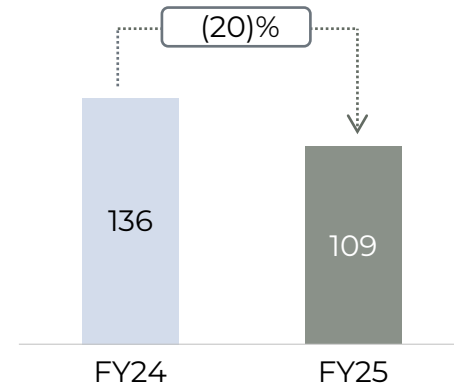
# Key segment performance

## Roofing Solutions

Revenue (INR Cr)

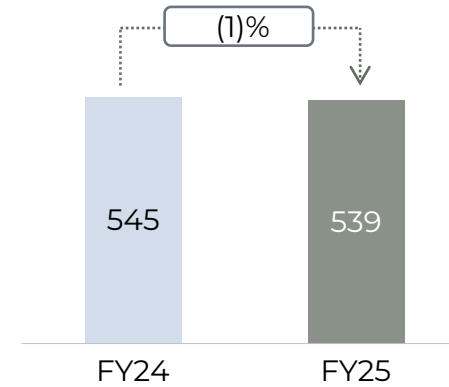


PBT (INR Cr)

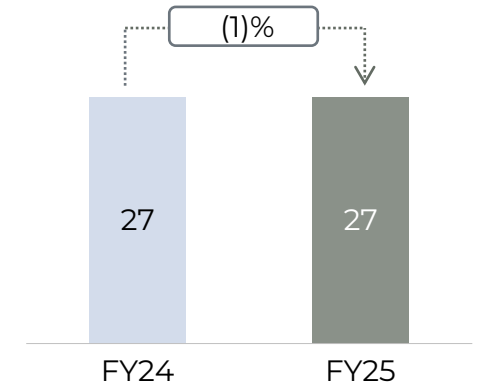


## Building Solutions

Revenue (INR Cr)

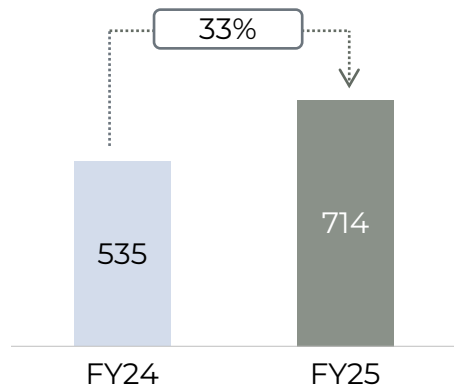


PBT (INR Cr)

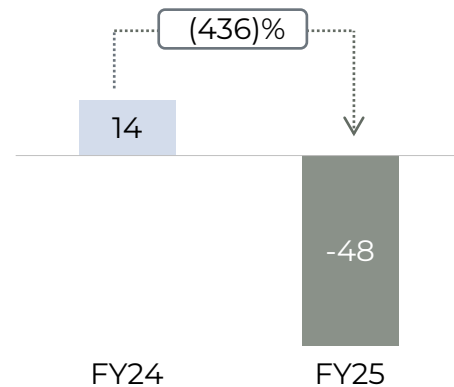


## Polymer Solutions

Revenue (INR Cr)

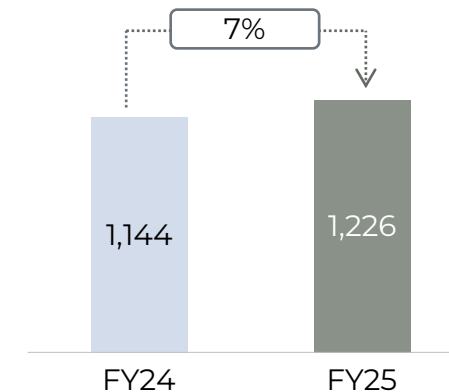


PBT (INR Cr)

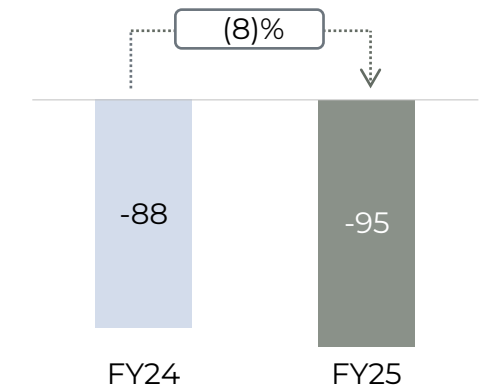


## Flooring Solutions

Revenue (INR Cr)



PBT (INR Cr)





## Financial statements – Balance Sheet

Particulars (INR Cr)	Standalone		Consolidated	
	31.03.2025	31.03.2024	31.03.2025	31.03.2024
<b>A) Equity &amp; Liabilities</b>				
Shareholder's funds	1,267	1,191	1,211	1,253
Non-current liabilities	119	162	579	628
Current liabilities	643	599	1,136	862
<b>Total Equity &amp; Liabilities</b>	<b>2,029</b>	<b>1,952</b>	<b>2,926</b>	<b>2,743</b>
<b>B) Assets</b>				
Non-current assets	1,360	1,147	1,819	1,527
Current assets	669	805	1,107	1,216
<b>Total Assets</b>	<b>2,029</b>	<b>1,952</b>	<b>2,926</b>	<b>2,743</b>

# Disclaimer

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