

Resolved to outperform



CELEBRATING
70
YEARS

ANNUAL REPORT

2016-17

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2016-17 at a glance

CK BIRLA GROUP



10,535.87

Revenue from operations

1,264.40

Operating EBIDTA

734.26

Profit before tax

545.65

Profit after tax

1053.70

Cash flow from operations

7904.67

Gross block

*All figures in ₹ in million

Revenue from operations
(₹ in million)

(3.9)% Y-o-Y

| | |
|------|-----------|
| FY17 | 10,535.87 |
| FY16 | 10,962.77 |
| FY15 | 11,077.91 |
| FY14 | 8,694.74 |

Operating EBIDTA
(₹ in million)

13.17% Y-o-Y

| | |
|------|----------|
| FY17 | 1,264.40 |
| FY16 | 1,117.24 |
| FY15 | 1,350.73 |
| FY14 | 523.92 |

Profit before tax
(₹ in million)

22.27% Y-o-Y

| | |
|------|--------|
| FY17 | 734.26 |
| FY16 | 600.50 |
| FY15 | 919.54 |
| FY14 | 98.88 |

Profit after tax
(₹ in million)

37.56% Y-o-Y

| | |
|------|--------|
| FY17 | 545.65 |
| FY16 | 396.62 |
| FY15 | 668.57 |
| FY14 | 71.32 |



It is said that contentment is the enemy of excellence. We agree.

This year, our performances have been at par with our expectations. Our numbers have made our shareholders happy. We built a business model that'll be resilient enough to propel us ahead. Reasons enough to sit back and revel at our good work.

Instead, we are gearing up with a stronger drive to go that extra mile. We're adding fuel to our strategies, technologies and inspiring our people to keep aiming at bigger horizons. And we are resolved to outperform ourselves and set a benchmark worth striving for.

Because, it's not complacency but the relentless pursuit of larger successes that makes a true leader.



1st

Ranked in the domestic Building Material Industry

5835

Market Cap (₹ in million) as on March 31, 2017

Pioneer

To introduce certified green building products in India



Who we are

Established in 1946, HIL Limited is among the country's largest and most respected companies in the Building Material Industry for the last seven decades. The CK Birla Group is a growing US \$1.6 billion conglomerate that has a history of enduring relationships with renowned global companies.

With over 3,950 employees, 20 manufacturing facilities, HIL is today a leader in the domestic Fibre Cement industry selling under its iconic brand 'Charminar'. Over the years, the Company has expanded its business verticals and product portfolio to emerge as a trusted building material solutions company in India. Our brand Aerocon is also a leader in the Green Building Product space. In line with our evolving strategies we are proud to inform that **Aerocon will be now Birla Aerocon.**

Vision

To sustain our domestic market leadership position and become a global provider of building products and solutions, with a commitment to support Green Building & Habitats by supplying environment-friendly products, and following green and safe practices.



Mission

- To enhance long-term shareholder value
- To make environmental friendly products that exceed customer expectations
- To establish a corporate culture that drives engagement, learning, teamwork, adaptability, improvement and innovation
- To meet high standards in corporate social responsibility, safety, health and environmental practices



Values

- Moral & Ethical Principles
- Care & Respect
- Apolitical & Non- Bureaucratic
- Responsibility & Accountability
- Fair & Transparent
- Integrity & Trust




Our business overview

Headquartered in Hyderabad, our 20 manufacturing facilities are spread across various states with a wide distribution network supported by our 59 depots and 8 sales offices. Our industry-focused business verticals, wide product portfolio and state-of-the-art machinery has helped us emerge as a preferred player in the building material solutions industry in India.




Roofing Solutions

| Brand | Products | Capacity/Annum | Manufacturing plants |
|---|-----------------------|----------------|----------------------|
|  | Fibre Cement Sheets | 11.5 Lacs MT | 7 |
| | Coloured Steel Sheets | 27,600 MT | 2 |



Building Solutions

| Brand | Products | Capacity/Annum | Manufacturing plants |
|---|----------------------|----------------|----------------------|
|  | Solid Wall Panels | 78,000 MT | 2 |
| | Fly-Ash Bricks (AAC) | 8.25 lacs CuM | 4 |
| | FOB & C-Boards | 54,000 MT | 1 |
| | Dry Mix | 72,000 MT | 1 |
| | Pipes & Fittings | 7,555 MT | 2 |



Thermal Insulation

| Brand | Products | Capacity/Annum | Manufacturing plants |
|---|--|----------------|----------------------|
| HYSiL Calcium Silicate Insulation | Insulation for energy-intensive industries | 4,800 MT | 1 |



Renewable Energy

| No of Turbines | Products | Capacity | Manufacturing plants |
|----------------|---|----------|-----------------------------------|
| 6 | Captive consumption/ Sale to State Electricity Board | 9.35 MW | Gujarat, Tamil Nadu and Rajasthan |

Our presence



Sales Offices

Bangalore
Chennai
Delhi
Hyderabad
Kolkata
Mumbai
Noida
Raipur



Manufacturing Plants

Balasore - AC Sheets
Faridabad - AC Sheets
Jasidih - AC Sheets
Kondapalli - AC Sheets
Satharia - AC Sheets
Thrissur - AC Sheets
Wada - AC Sheets
Balasore - CC Steel Sheets
Wada - CC Steel Sheets
Jhajjar - Fly-Ash Bricks (AAC)
Chennai - Fly-Ash Bricks (AAC)

Golan - Fly-Ash Bricks (AAC)
Timmerpur - Fly-Ash Bricks (AAC)
Faridabad - Solid Wall Panels
Timmerpur - Solid Wall Panels
Faridabad - Pipes & Fittings
Timmerpur - Pipes & Fittings
Hyderabad - FOB & C-Board
Jhajjar - Dry-Mix
Dharuhera - Hysil

Mr. CK Birla
Chairman



Chairman's communique

Dear Shareholders,

HIL has completed 70 glorious years on 6th June, 2017. This marks an important milestone in the journey of HIL as also for the CK Birla Group. Over the years, the company has shown commendable resilience by continuously challenging the status quo and reinventing itself in order to meet the dynamic requirements of the Indian industry. HIL continues to be a leading player and a trendsetter in the Building Materials Industry in India.

HIL has completed yet another successful fiscal 2016-17, with sustainable profitability and revenues. Owing to the extraordinary trust displayed by our customers and our dependable retail network, IBC INFOMEDIA recognized HIL with the title of 'Asia's Most Trusted Building Material Company' for 2016. Our brands Charminar and Aerocon have yet again been recognized as Consumer Superbrands for the year 2016-17.

Our determination and passion aptly backed by committed manpower and strong corporate governance remains the driving force to take HIL ahead. India is one of the world's fastest growing economies and the next few years will definitely see renewed growth in the rural and semi-urban parts of the country. We believe there is considerable potential for growth across our business verticals. To meet the evolving customer needs, our focus will remain on innovation and proactive efforts in order to enhance value for our shareholders as well as make positive contributions towards the society at large.

We thank all our stakeholders for their continued trust in HIL.

Our determination and passion aptly backed by committed manpower and strong corporate governance remains the driving force to take HIL ahead.

Dhirup Roy Choudhary
Managing Director & CEO

