

# Together, We Build.

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Annual Report  
2017-18

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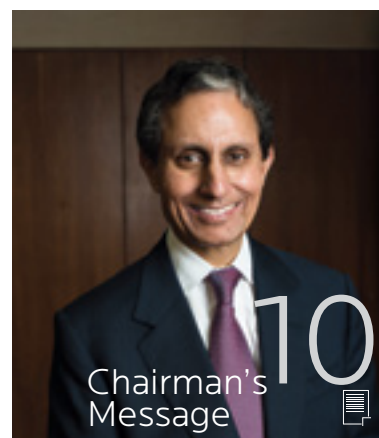
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## TOGETHER, WE BUILD

With a rich legacy of 70+ years, HIL is amongst the largest operative names in the building materials and solution industry. With a strong focus on quality, strength and reliability, HIL has built the nation with a widespread dealer network, loyal stockists, dedicated employees and repeat customers.

The philosophy of HIL, “**Together, We Build**”, has helped it to create not only a global benchmark of success with highly sustainable, excellence-oriented performance but also a thriving world for citizens.

Revenue from Operations (₹ In million)

14%



Y-O-Y

11191	12786
2016-17	2017-18

EBIDTA (₹ In million)

41%



Y-O-Y

1040	1470
2016-17	2017-18

\*excludes other income

PAT (₹ In million)

48%



Y-O-Y

546	808
2016-17	2017-18

Finance Cost (₹ In million)

25%



Y-O-Y

52	39
2016-17	2017-18

# About HIL Limited

## Our vision



To sustain our domestic market leadership position and become a global provider of Building Products and Solutions. We are simultaneously committed towards supporting 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 both meet and 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
- Fair & Transparent
- Integrity & Trust
- Responsibility & Accountability



The cover design showcases the ideology of the theme for this year's report. The building blocks showcase the growth philosophy at HIL. Each block, when put together, helps build a sustainable and profitable organisation.



## HIL today

The Company has evolved over the years to become a one-stop shop for building products, growing from just one manufacturing facility in 1949 to 22 manufacturing facilities in 2018.

With an aptly capable management team, assisted by an equally capable 4400+ workforce, HIL today stands as a trusted custodian and is regarded as a benchmark company in the Indian building material solutions industry.

## Innovation

Launched next generation, revolutionized cement based roofing product (non-asbestos) under the brand name 'Charminar Fortune' through in-house Research & Development.

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## #1

Market leader in Fibre Cement Sheet, Fly-Ash Blocks, Sandwich Panels & Thermal Insulation sheets selling under its iconic brands 'Charminar' and 'Birla Aerocon'.

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## Largest

in the industry to have 22 manufacturing facilities across India

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## Who we are

With a rich legacy of 70+ years, HIL is one of the most respected and largest business entities in the building materials industry having pan India presence with 22 state of the art manufacturing facilities. Supported by a strong and widespread distribution network of 2500+ loyal stockists/distributors and 5500+ dealers, serviced through 8 sales offices and 40 sales depots, HIL provides quality products and solutions in a timely manner.

## What we do

HIL offers a wide range of building material solutions for homes, offices and retail establishments. Backed by expertise in supplying high-quality products HIL has introduced new age Building Solutions which has contributed towards developing a better world.

## Products we offer

### Roofing Solutions



Major products	Manufacturing facilities	Capacity per annum
Fibre Cement Sheets	6	1078000 MT
Coloured Steel sheets	2	27600 MT

### Green Roofing Solutions



Major products	Manufacturing facilities	Capacity per annum
Next Gen non-asbestos corrugated roofing sheets	1	33600 MT

### Building Solutions



Major products	Manufacturing facilities	Capacity per annum
Sandwich Panels	2	78000 MT
Fly-Ash Blocks	4	8.25 lacs CuM
Boards	1	54000 MT
Dry Mix	1	72000 MT

### Plumbing Solutions



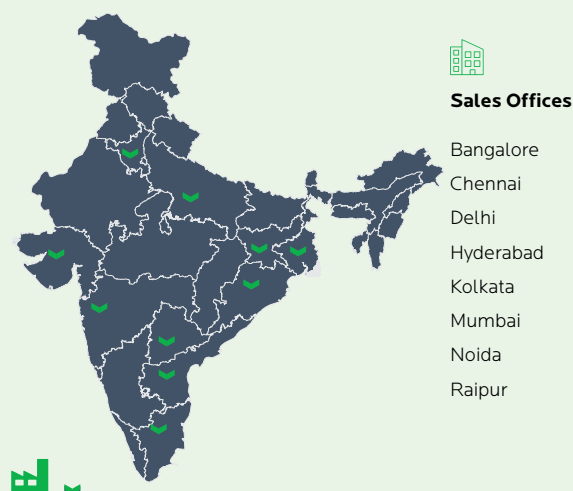
Major products	Manufacturing facilities	Capacity per annum
CpVC & UpVC Pipes & Fittings	2	7555 MT
SWR Pipes and Fittings	2	5220 MT

**Thermal insulation**

Major products	Manufacturing facilities	Capacity per annum
Calcium Silicate Insulation	1	4800 MT

**Wind Power**

Particulars	Number of Turbines	Capacity
Captive consumption/ Sale to State Electricity Board	6	9.35 MW

**HIL's reach****Manufacturing Facilities**

Balasore - AC Sheets	Golan - Fly Ash Blocks
Faridabad - AC Sheets	Timmapur- Fly Ash Blocks
Jasidih - AC Sheets	Faridabad - Sandwich panels
Kondapally - AC Sheets	Timmapur - Sandwich panels
Satharia - AC Sheets	Faridabad - Pipes & Fittings
Wada - AC Sheets	Golan - Pipes & Fittings
Kondapally - Next Gen Sheets	Timmapur- Pipes & Fittings
Balasore - Coloured Steel Sheets	Hyderabad -Boards
Wada - Coloured Steel Sheets	Jhajjar - Dry Mix Products
Jhajjar - Fly Ash Blocks	Dharuhera - Thermal Insulation
Chennai - Fly Ash Blocks	

**Where we are listed**

HIL's shares are listed and actively traded on the BSE Limited (BSE) and National Stock Exchange of India Limited (NSE) in India.

**Market Capitalisation** (₹ in crores)

**107** % Y-O-Y

2017-18 1214

2016-17 585

2015-16 385

2014-15 456

2013-14 222



# Our Business Model

HIL has created a business model which facilitates to report a better business performance each year while contributing to national, economical, social and sectoral development. It continuously strives to innovate and bring new Building Solutions which contribute to business growth as well as progress of community.



## Inputs

### Equity:

₹ **5661** million

### Interest-bearing debts:

**NIL**

### Cash & Cash Equivalents:

₹ **1315** million

### Presence in PAN India with

**22** manufacturing facilities

### Key relationships

- Customers
- Renowned companies
- Distributors
- Sales agents
- Dealers
- Employees

**4400** + employees,  
professionals and associates across  
India

**In-house** R&D unit

**9** patents filed in last 3 years.

### Total raw material purchased:

₹ **5713** million



## Business activities

### Sustainable products and solutions:

- Unique product development strategy based on expertise and application knowhow, makes HIL a complete solutions provider in the building materials category.
- Continuous product improvements to develop eco-friendly products which have better application.
- Introduction of Kaizen and TPM related processes leading to higher productivity in manufacturing.
- Ensuring safety and security at workplace for all employees across the organisation.
- Strong process control with high quality-check parameters and round the clock monitoring.

### Operation excellence in procurement and supply chain:

- By achieving economies of scale HIL ensures optimum cost of production
- Sustainability in sourcing raw materials with efficient supply chain management
- Ensure wide spread product presence with a deep rooted distribution network
- Efficient procurement of higher quality raw material enables HIL to save time, cost and resources.

### Product development strategy

- High thrust on R&D to develop new generation products
- Technological upgradation across all manufacturing facilities.

### Branding

- Highlighted the brand synergies by associating with two time IPL winning team Chennai Super Kings (CSK) and cemented its positioning as a champion brand .

### Prudent Financial Management

- Aggressive focus on optimization of working capital
- Continued focus on Cost Reduction

### People and integrity

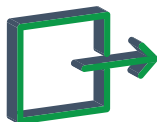
- Transparent and fearless culture
- Strict compliance to HIL's Code of Conduct and Corporate Governance.
- Continuous employee engagement and Leadership development programs.

### Giving back to community



- Active participation towards developing a stronger India through various CSR initiatives.



## Outputs



### Sustainable and durable products and solutions

-    
Fibre cement sheets and Coloured steel sheets
-    
Next gen Non Asbestos Cement Sheets
- **BIRLA AEROCON**   
Fly-Ash Blocks, Sandwich Panels, Boards, CpVC, UpVC & SWR Pipes & Fittings, Dry Mix Products
- **HYSiL**   
Calcium Silicate Insulation   
Calcium silicate insulation

### Maintained Market Leadership position in Fibre Cement Sheet, Fly-Ash Blocks, Sandwich Panels & Thermal Insulation.

#### Capacity Utilization

Roofing Solution Business

65%

Building Solution Business

90%

## Achievements



### Customers

- Trusted product quality, optimum customer satisfaction and product yield optimization
- Strong brand recall
- Efficient Processes and Energy utilization
- Only Company in the industry to have Environment, Health and Safety wing to monitor health of each and every employee.

### Shareholders

- ₹ **643.3** million paid in dividends in the last five years

**HIL's strength resides in its healthy balance sheet with prudent policy of reinvesting operational surplus in asset building and growing liquidity reinvested into company's reserves**

# What makes HIL Unique

**HIL emerged as one of the most exciting stories in building material solutions industry in 2017-18.**

Since inception HIL has always tried to make a mark for itself by creating a path of its own rather than following others' footprints.

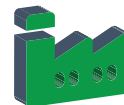
HIL embarked on the journey of becoming a complete building materials and solutions Company with a commitment to provide high quality yet affordable products and solutions to every citizen of the country.

With a clear focus on building **One HIL** Team and product innovation, supported by widespread dealer network, HIL showcased strong traction with profitable growth across all business parameters and cemented its place as the preferred building material solution provider.



**70+** years

Of rich industry experience



**₹ 5661** million

Net worth as on  
March 31, 2018



**4400+**

Employees  
As on March 31, 2018



**Pioneer**

HIL is the first company in India to manufacture autoclaved flat sheets and sandwich panels



**Superbrand**

HIL's Charminar and Birla Aerocon have been recognised as superbrands