

# TOGETHER **WE BUILD**

ANNUAL REPORT **2018-19**





With the acquisition of Parador, HIL becomes an end-to-end building solution provider from roofing to flooring. This also marks a significant milestone for HIL as it embarks on its global journey.



[www.hil.in](http://www.hil.in)

## Annual Report Formats

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# From being an Indian Superbrand to an emerging Global Brand.

Embarking on a journey to conquer new and foreign territories, HIL's innovative, cutting-edge and eco-friendly business synergies, is well on its way to ace expansion and empower growth.

## INDEX

### Corporate Overview

Pg  **02-35**

Belief	02
Expanding Boundaries	04
Chairman's Message	06
HIL - Today	08
Highlights - A summary of the year under review	10
MD's Message	12
Value-creation - Our stakeholder value-creation model	14
Financials - Sustaining growth, consistently!	16
Diverse Portfolio - Driving accelerating growth	18
Innovation - To redefine customer aspirations!	20
People - Our driving force for igniting progress	22
Brand Recall	26
Impacting Lives - Leading business responsibly	28
Board of Directors	30
Leadership Team	32
Awards	34

### Statutory Reports

Pg  **36-104**

Corporate Information	36
Directors' Report	37
Annexure(s) to the Directors' Report	50

### Financial Statements

Pg  **105-244**

<b>Standalone</b>	
Independent Auditors' Report	106
Balance Sheet	114
Statement of Profit and Loss	115
Statement of Cash Flow	116
Notes to Financial Statements	120
<b>Consolidated</b>	
Independent Auditors' Report	171
Balance Sheet	178
Statement of Profit and Loss	179
Statement of Cash Flow	180
Notes to Financial Statements	184

### Shareholders Information

Pg  **245-256**

Notice	245
Proxy form	253
Attendance slip	255
Route map	256

# BELIEF

Over the last few years, we had set some targets for ourselves at HIL, which were successfully met last year through organic and inorganic growth. Considering the speed and the new momentum built in HIL, we re-visited our stated goals and guiding principles to set higher, aspirational targets for ourselves. With an extensive workshop involving senior management and key stakeholders, we updated our Vision, Mission and Values, to support our ambitions better.

## VISION

To be a leading, global, innovative, and eco-friendly, building and infrastructure solutions company and create sustainable value for our stakeholders.

## MISSION

- a) To deliver a diversified portfolio of eco-friendly products and solutions fueled by innovation
- b) To build a strong corporate brand present across all continents
- c) To digitalize processes end -to-end for business excellence
- d) To be a diverse workplace that is a preferred employer

...while continuing to meet our highest standards of, quality, corporate social responsibility, safety, health and environment.





## VALUES



### Innovation

*Embed innovation in organizational processes at all levels*



### Respect

*Care and respect for all stakeholders*



### Accountability

*Complete ownership and responsibility of outcomes*



### Teamwork

*Together we build the success of ONE HIL*



### Integrity

*Being ethical and honest in our behavior*



### Excellence

*Strive to achieve highest standards of performance*



Team photograph at Off-Site



# EXPANDING BOUNDARIES



Our vision of moulding HIL into a global building material solutions provider is a step closer with the acquisition of Parador. Along with expanding our product-mix into flooring solutions, we are looking at leveraging the trade relationships and market understanding of Parador to strengthen our business position. Parador brings best-in-class technology, brand equity, market access and will complement HIL's growth aspiration going forward.

**Mr Dhirup Roy Choudhary**, Managing Director & CEO

Parador Holdings GmbH, Germany founded in 1977, is a Germany based, vertically integrated, full-range manufacturer and distributor of flooring solutions including resilient floor coverings, laminate and engineered wood floorings, wall and ceiling panels, skirtings and related accessories. The in-house

design capabilities further provide an unmatched value-proposition to its clients.

The combined business of HIL and Parador makes HIL a stronger, intelligent, integrated and a globally recognized entity.



Office of Parador in Gussing, Austria.

## Parador in numbers

₹ **662** Crores

Parador's Enterprise Value

₹ **273** Crores

Debt funding from India

**2**

Manufacturing units at Germany and Austria

₹ **726** Crores

Parador's net revenue for 7 months

₹ **306** Crores

Debt funding from Europe

**5**

Product Categories

₹ **64** Crores

Parador's EBIDTA for 7 months\*

**40+**

Years of existence

**80+**

Countries of market presence

\*Before one time acquisition cost.

Office of Parador in Coesfeld,  
Germany.



# CHAIRMAN'S MESSAGE

CK Birla  
Chairman





## DEAR SHAREHOLDERS



HIL has consistently anticipated the evolution of customer requirement while continually innovating its product offering in accordance.

Over the past seven decades, HIL has evolved as a company focused on realising opportunities in the \$126 billion Indian building material industry. Over time HIL has learnt to continuously innovate its product offerings, leverage technological advancements and be prepared to accommodate the changing needs of our customers and keep pace with a very dynamic business scenario. The consistent growth of our building materials business is a testament to HIL's resilience and ability to continuously reinvent itself and adapt to the challenges posed by a rapidly evolving business environment.

It's my pleasure to share with you that amidst several headwinds, FY2019 has proved to be another good year. HIL has not only embraced new tools, techniques and opportunities without compromising on customer satisfaction and employee engagement. This has enabled HIL to grow and deliver strong performance on many fronts including achieving record revenues and profit in the past financial year.

With the acquisition of Parador, the German flooring company, HIL commenced its global journey towards becoming a one-stop shop for all Building Material needs. Amidst various

accolades, your MD & CEO, Dhirup Roy Choudhary was recognised by the Economic Times with "The Most Promising Business Leader of Asia Award" in 2018.

As a company, HIL is dedicated to endorsing and upholding the highest standards of governance and have adopted and implemented appropriate structures and policies to ensure the same. I strongly believe that these robust values and practices will continue to drive HIL's sustainable growth and make an impact to the societal growth at large.

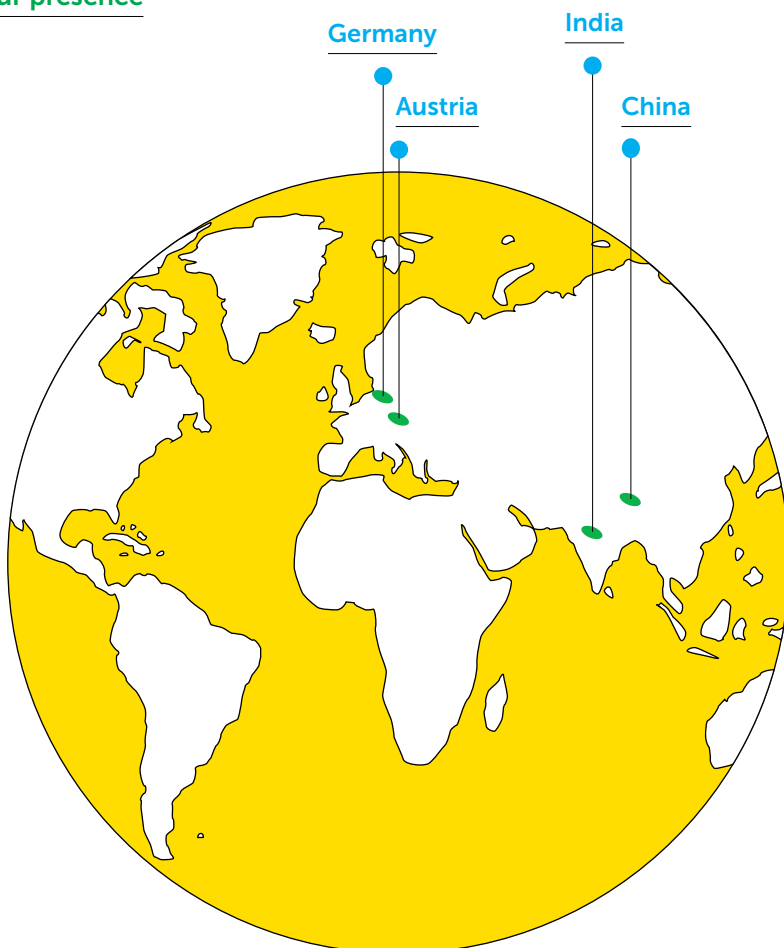
Moving forward, I am confident that we will continue to uphold this spirit, break records, and continue to instil confidence among our stakeholders. HIL enjoys a strong presence in the industry and is capable of becoming a market leader and trendsetter in this dynamic market. The energy, spirit and adaptive approach we've brought, augmented by the resolute commitment and efficiency of our employees and channel partners, will certainly help us maintain our leadership position and grow our global presence in coming years.

Thank you to all of you, our shareholders, for your trust and confidence in HIL. Your support goes a long way in inspiring us to deliver business excellence and a strong financial performance.

# HIL TODAY

Over the last seven decades, HIL has cemented its leadership in the building material space in India. **Charminar**, with its rich legacy, is the leader in the roofing segment and has launched an innovative eco-friendly range of **Charminar Fortune** cement sheeting products. **Birla Aerocon** dominates the building solutions segment and **Birla HIL Pipes** and **Wallputty** stand strong and are rapidly growing in their respective markets. With the acquisition of **Parador**, we are an emerging global building materials player, with a worldwide network, well-positioned to capitalize on the long-term opportunities in global markets. **HYSIL** maintains its leadership position in its thermal insulation category.

## Our presence



## Cash and cash Equivalents (₹ Crores)

**64**

India - 8

Overseas - 56

## Shareholders Dividend paid for last 5 years (₹ Crores)

**94**

India - 94

## Employees and Associates

Over **4850+**

India - 4400+

Overseas - 480+

## Manufacturing facilities

**23**

India - 21

Overseas - 2

## Gross Block (₹ Crores)

**1016**

India - 656

Overseas - 360

## Revenue from Operations (₹ Crores)

**2208**

India - 1482

Overseas - 726

## PAT (₹ Crores)

**101**

India - 101

Overseas - (0.12)

## EBIDTA (₹ Crores)

**282**

India - 222

Overseas - 60\*

## Net worth (₹ Crores)

**637**

Note: Overseas figures for 7 months \*Before exceptional item