



**FEVICOL  
SH**

THE ULTIMATE  
ADHESIVE

**FEVICOL  
FOAMFIX**

FOR SAFE, SOFT AND  
SUPERIOR BONDING

**Fevi kwik**

ONE DROP  
INSTANT ADHESIVE

**BRITE-O  
SUPER**

POLISH FOR ALL  
METAL SURFACES

# PIDILITE AT home



5

SOLVENT CEMENT FOR  
PIPES AND FITTINGS



6

WATERPROOF  
ADHESIVE



7

SEALS, JOINS,  
FIXES & BUILDS



8

FOR THE LOVE  
OF CRAFT





1

COMPLETE WATERPROOFING  
FOR BATROOMS



2

FAST SETTING  
ADHESIVE



3

PVC INSULATION TAPE



4

THE QUICK  
MAINTENANCE SPRAY

PIDILITE AT  
work



5

IDEAL FOR  
STICKING PAPER



6

GENERAL PURPOSE  
WHITE ADHESIVE



7

UNIVERSAL STAINER

**Pidicryl<sup>®</sup>**

8

BINDER FOR WOVEN &  
NON-WOVEN FABRICS

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## Company Information

### Board of Directors

**M B Parekh**

*Executive Chairman  
(wef 10.04.2015)*

**N K Parekh**

*Vice Chairman  
(wef 01.04.2015)*

**Bharat Puri**

*Managing Director  
(wef 10.04.2015)*

**N J Jhaveri**

*Director  
(Ceased to be a director  
wef 06.06.2015 due to demise)*

**B S Mehta**

*Director*

**Ranjan Kapur**

*Director*

**Yash Mahajan**

*Director (upto 04.11.2014)*

**Sanjeev Aga**

*Director*

**A B Parekh**

*Whole Time Director*

**A N Parekh**

*Whole Time Director*

**R Sreeram**

*Whole Time Director  
(upto 07.11.2014)*

**Uday Khanna**

*Director*

**Meera Shankar**

*Director*

**J L Shah**

*Whole Time Director  
(from 04.11.2014 to  
19.05.2015)*

**Sabyaschi Patnaik**

*Whole Time Director  
(wef 19.05.2015)*

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Consolidated Financial  
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**Corporate Office**

Ramkrishna Mandir Road  
Off Mathuradas Vasanji Road  
Andheri (E), Mumbai 400059

**Registrar & Transfer Agent**

TSR Darashaw Limited  
6-10, Haji Moosa Patrawala  
Ind. Estate 20, Dr. E Moses  
Road, Mahalaxmi  
Mumbai 400 011

**Solicitors & Advocates**

Wadia Ghandy & Co

**Auditors**

Deloitte Haskins & Sells

**Bankers**

Indian Overseas Bank  
Corporation Bank  
ICICI Bank  
The Royal Bank of Scotland N.V.  
HDFC Bank  
Citibank N.A.  
Standard Chartered Bank PLC.

**Registered Office**

Regent Chambers  
7<sup>th</sup> Floor Jamnalal Bajaj Marg  
208, Nariman Point  
Mumbai 400 021

**Company Secretary**

Savithri Parekh

**Internal Auditors**

Mahajan & Aibara

# Management Discussion & Analysis

## Standalone Financials

Net sales of the Company grew by 13.5%. Sales of Consumer & Bazaar products grew by 15% while growth in Industrial Products was slower at 6.6%.

Margins were impacted in the first half of the year due to the steep increase in prices of key inputs like VAM. Selective price increases were taken during the year and with input prices softening in the second half, margins in the fourth quarter were higher than the rest of the year.

Due to the slow down in the sales growth, the Company undertook several cost conservation initiatives so as to limit the increase in costs.

Consequently “EBIDTA” (earnings before interest, taxes, depreciation, exceptional items and foreign exchange differences) excluding non-operating income grew by 12.5%.

As required by the Companies Act 2013, the Company reviewed and revised the useful life of its fixed assets. As a result depreciation charge for the year increased and is higher than last year by ₹ 391 million.

During the year, the Company acquired the adhesive business of Bluecoat Pvt Ltd on a slump sale basis. The intangibles acquired along with the business are being amortized and this together with the higher depreciation rates, resulted in a 57% increase in the depreciation and amortization charge.

Non operating income was marginally lower than last year.

Based on an independent valuation, the Company made an impairment provision of ₹ 127 million towards its investment in Pulvitec, the Brazilian subsidiary.

During the year, the Company offered voluntary retirement to its workmen in its units in Panvel, Kamothe and Taloja for which a charge of ₹ 49 million was taken.

Consequently Profit before Tax grew by 5.9% and Profit after Tax grew by 7.1%.

## Consolidated Financials

On a consolidated basis, net sales grew by 13.1%.

During the financial year, the Company acquired 70% shareholding in Nina Waterproofing Systems Private Ltd. (NWSPL), making NWSPL a domestic subsidiary of the Company. Subsequently, in April, 2015, NWSPL acquired the water proofing business of Nina Concrete Systems Private Ltd. on a slump sale basis. NWSPL is engaged in the business of supply and installation of waterproofing systems.

It may be noted that in FY 2013-14 the Company had set up two domestic subsidiaries namely Building Envelope Systems India Ltd (BESI) and Percept Waterproofing Services Ltd (PWSL). The results of the current year include the full year performance of these subsidiaries.

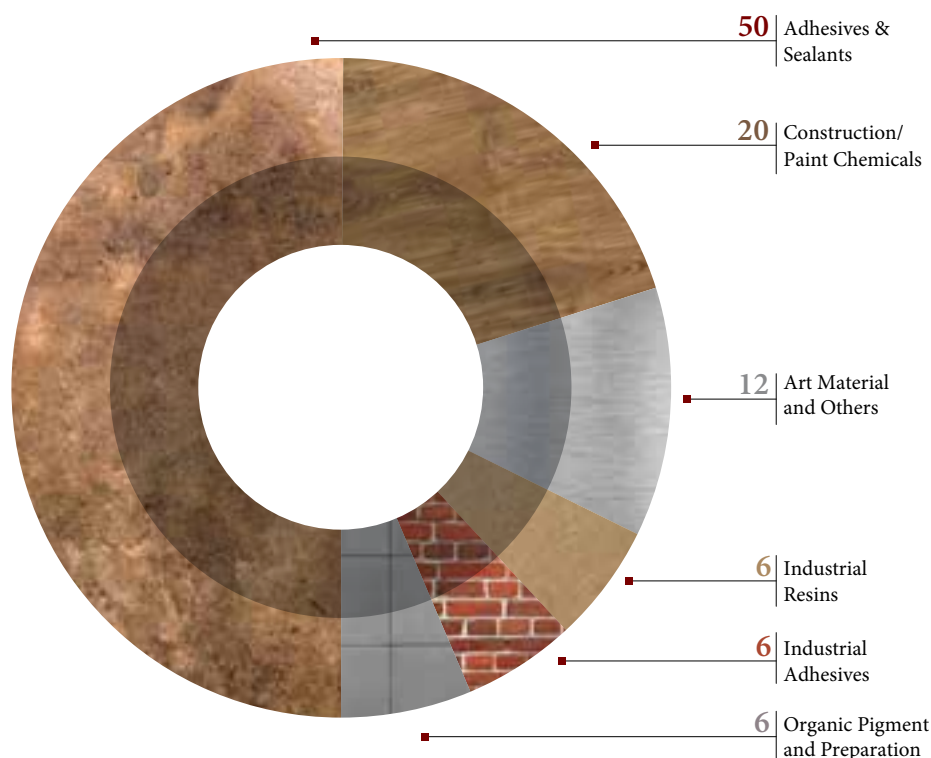
The performance of overseas subsidiaries have shown improvement as compared to the previous year. While aggregate sales of overseas subsidiaries grew by 14.2%, aggregate losses (PBT) declined from ₹ 180.1 million to ₹ 20.2 million this year.

The Company along with its wholly owned subsidiary, Pidilite International Pte Ltd has incorporated a subsidiary Company, namely Pidilite Chemical PLC, in Ethiopia for manufacturing of adhesives, paints, varnishes etc.



## Performance by industry segment

(Business segments %)



### Consumer & Bazaar Products

Branded Consumer & Bazaar Products Segment contributed 82 % of the total net sales of the Company and grew by 15 %.

Net sales of branded Adhesives and Sealants grew by 14.1 % and contributed 50 % of the total sales of the Company. Construction and Paint Chemicals grew by 17.3 % and Art Materials and other products grew by 14.3 %.

Consumer & Bazaar Products sales have grown at a CAGR of 17.1 % over the last 5 years.

Profit before interest and tax for the Consumer & Bazaar Products segment increased by 7.6 %.

### Industrial Products

Industrial Products contributed 18 % of the total sales of the Company and grew by 6.6 %.

Profit before interest and tax for the segment grew by 20.5% due to lower input costs.

### Others

The “Others” segment, largely comprises manufacture and sale of Speciality Acetates. As mentioned in last year’s report, the VAM plant has been modified to make a range of Speciality Acetates as import of VAM continues to remain more viable as opposed to in-house manufacture.

The technology for these Speciality Acetates has been indigenously developed and these products are gaining acceptance with customers.

# Advertising Campaigns & Communications

**Fevikwik - The Instant Adhesive** and **Dr. Fixit - The Water Proofing Expert** were the associate sponsors of the ICC World Cup 2015. Two new advertisements were unveiled during the telecast of the matches on Star Sports channel. The new Parade TV advertisement of Fevikwik focused on the brand attributes of this product as an instant adhesive, while promoting the broader message of “Todo Nahi Jodo”, strengthening bonds between people. It was one of the most liked advertisements amongst the ones launched during the ICC World Cup 2015 and recorded over 2.1 million video views on YouTube.



**Dr. Fixit LW+** advertisement opens with a dacoit threatening a villager at gunpoint followed by the entry of a protagonist who attracts the dacoit's attention through his song that communicates the proposition of mixing Dr. Fixit LW+ in cement for waterproofing, while building new homes.

The new TV advertisements were launched in English, Hindi and on the regional feeds of Star Sports channel.



**Fevicol Crazy Chairs** TV campaign with a humorous take on the elections scenario was launched during the General Elections last year. It voiced the common sentiment of a stable government with its message of strong bonding “Jo bhi kursi chun ke aaye, Fevicol se ban ke aaye”. It garnered a good response on social media with over 1 million video views on YouTube.



## Marketing Initiatives

Fevicol's brand message of a strong bond was integrated with kabaddi sport during the Pro Kabaddi League for on-air and on-ground activities. During the live game of kabaddi, when a tackle by a raider resulted in an entrapment by the players of the opposite team, an integrated message of “Fevicol Ki Pakad, Chootege Nahin” appeared on TV screens and on LED screens at the venues. The Fevicol Haisha advertisement was aired on the Star Sports and Star Gold channels.

