



Dear Shareholders,

I along with my colleagues on the Board welcome you to the 97th Annual General Meeting of Berger Paints India Limited.

I am honoured to chair the 97th Annual General Meeting of this esteemed Company with remarkable legacy and lineage nearing 100 years.

Like last year, we are once again meeting virtually as the continued impact of the COVID 19 pandemic necessitates adoption of safety protocols to arrest its further spread.

I wish to express solidarity with those who have lost their loved ones and I wish a speedy recovery to those who are infected or battling with COVID 19 pandemic.

I hope that you have received your e-copy of the Annual Report. During the financial year 2020-21 the businesses of the Company have performed beyond expectations. The same has been possible with proper and intricate planning and execution coupled with technological support, human resources, products services and market presence. At the financial year end the consolidated Revenue from Operations was Rs 6,817.59 crore registering an increase of 7.1% over that of the previous financial year. The EBITDA (excluding other income) was Rs 1,187.98 crore on a consolidated basis, which grew by 12% over that of the previous financial year. The consolidated Net Profit also grew by 9.7% over the last financial year. You will be pleased to note that the Board has recommended a dividend of Rs 2.80 (280%) per equity share of Re 1/- each during the financial year ended 31st March, 2021. The market capitalisation of the Company stood at Rs 74,304 crore as on 31st March, 2021 as against Rs 48,366 crore as on 31st March, 2020 – an increase of more than 53.62% in one year. You will be pleased to note that your Company is now the 7th largest paint company world-wide in terms of market capitalisation and ranked amongst the top 14 paint companies in the world in 2020.

The CAGR of Market Capitalisation was 36% over the last 10 years. The decorative business contributed the most to this achievement. Your Company's primary differentiator is its ability to innovate in products, services and processes with focus on digitisation and a customer friendly approach. These, together with smart team-work, planning and perseverance by the team members resulted in a robust growth in both revenue and EBIDTA during the year. The story of your Company's success lies in ensuring increase in footprints across the customer network throughout the country. Your Company extended and ensured full support to the network by enhancing the service levels which resulted in creation of goodwill in the influencer network. The Company repositioned 'Silk Breathe Easy' as "Sirf Glamorous Nahi Caring Bhi"



owing to its dual benefits of aesthetics and protection. The Luxury Interior Emulsion proved effective in restricting the spread of virus through surface contact. Berger 'Silk Glamour', 'Silk Glow', 'Silk Hi Glow' also provides a complete range of luxury products with a wide variety of choice for the customers at the market place. Berger Easy Clean Luxury Interior Emulsion maintained its leadership position in its chosen category communicating the key brand promise of cleanability – “No Daag No Dhabba, Only Beautiful Walls”. Your Company's popular consumer home-painting service, Express Painting™ became Safe Express Painting with the slogan “Faster-Cleaner-Safer” service with a safety upgrade and a contactless service availed of through a consumer friendly mobile app. With the threat of the pandemic still looming large your Company in order to overcome the difficulties posed on the consumers launched its “iPaint” range of “Do It Yourself (DIY)” products consisting of self-painting kit, basic repair kit, enamel kit, glow in the dark kit, wall stencil kit and aerosol spray kit. These products are available from popular online market places as well as new e-com site of the Company. The major contributors towards your Company's robust growth during financial year 2020-21 had been the WeatherCoat Longlife range which exemplifies the high durability of the product up to 10 years and 'Home Shield' which showcases the provision of a scientific solution using moisture meter. In the exterior emulsion category, your Company re-affirmed its position in the premium segment with WeatherCoat Anti Dustt Emulsion having its unique dust guard technology. In order to fight the vagaries caused due to corona virus the Company focused on launching a range of hand sanitizers during its severe shortage in the country followed by a full range of cleaners and disinfectants under the umbrella brand “Breathe Easy+”. A slew of innovative offerings in the Company's protective coatings range helped maintain its leadership in business in India and diversified to newer segments internationally. Wide range of accessories were launched during the year including paint brushes, masking tape, wet and dry sheets for wall and wood sanding, to name a few. Though the demand remained subdued in the automotive market the Company continued to engage with major OEM customers. In roads were made by your Company in the Helmet, Measuring Tape, Toto/e-Rikshaw combines with its innovative products.

Even though faced with stiff competition, your Company on the strength of its R&D capabilities, enthusiastic sales and marketing team, state of the art in-house information technology department made a difference and helped your Company to achieve such impressive numbers. You will also be happy to know that the Company's subsidiaries and joint ventures have played their part in what has been achieved during 2020-21.



With the disruptions caused due to the COVID19 pandemic resulting in nationwide lock down, restrictions and uncertainties, the efforts were on to protect the employees and their families, dealers and distributors and the painter community at large. Your Company declared that no manpower rationalisation would be carried out and all job offers made to prospective employees were honoured. To ensure that painters and their families do not suffer during the prolonged lockdowns, cash transfers were made to the bank accounts of more than 40,000 painters even as everything else was shut. To protect the painters in a COVID affected world and mitigate the effects of any adverse exposure some 30,000 plus painters were extended the benefit of Rs 50,000 for COVID protection that covered all expenses incurred in their treatment and securing them financially. Your Company also provided a death and permanent disability insurance coverage to more than 40,000 painters. Vaccination camp for employees and their families were organized at the Company's Head Office situated at Kolkata. As a part of Berger's CSR initiative oxygen generation plants and oxygen distribution systems were donated during the second wave of the corona pandemic to various states.

The manufacturing facilities, logistic functions also adhered to the COVID protocols while making significant contribution towards the Company's growth. With renewed focus on sustainability initiative your Company's pledge for a safer and greener environment surely had a positive impact. As a responsible corporate citizen your Company continues to contribute socially during these rather trying times to adopt and promote usage of safety precautions hoping that the large scale vaccination drive will lead to a better tomorrow.

Friends, you will be happy to note that the Company expects to commission its new plant at Sandila Industrial Area, Hardoi, Lucknow, in 2022 subject to receipt of required consents and approvals.

The pandemic has taught us once again that we cannot predict the ways of nature. However, under the able guidance of the Board of Directors, professional management team supported by a motivated work force your Company is confident of making rapid progress in the coming years. We at Berger realize that we must continuously re-invent, engage with stakeholders and be prepared to face with any uncertainties. With innovation, quality, ethics and service as key values, we have overcome many challenges and will continue to do so in the long-term, with all your support. With this, I hope and pray that each one of you and your family and friends stay safe and secure in these testing times.

Thanking You
Kuldip Singh Dhingra
Chairman

27th August, 2021