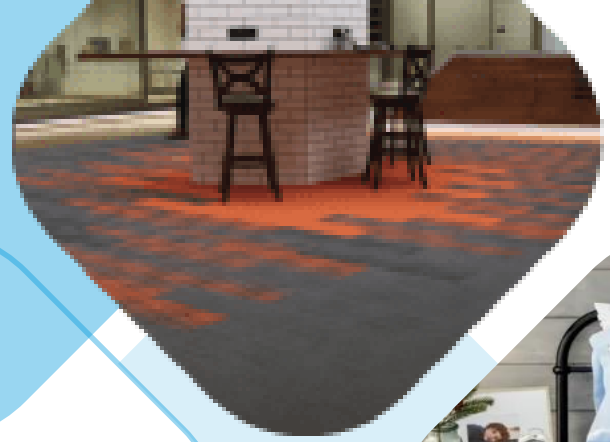
WELSPUN



Earnings Presentation

Welspun India Limited

Home Textile | Advance Textile | Flooring

Q1 FY23

27th July 2022

NSE: WELSPUNIND
Bloomberg: WLSI:IN
Reuters: WLSP.NS

Inside this **Presentation**

Executive Summary	03
Management Commentary	04
Awards & Recognition	05
Global Presence	06
Key Highlights	07
Quarterly Summary	08
Operational Highlights	13
Quarterly Segment Results	15
Enhancing Capacity; Catering to Growing Demand	16
Profit & Loss Summary	18
Financial Statements Summary	19
ESG at Welspun	21
Share Holding Summary	24
Annexures	28

Welspun India - Global Home Textiles Leader

Diversified Brand & License Portfolio

Multipronged
E-Commerce
Strategy to accelerate growth & capture larger share of the fast-growing market

ESG Focused
organization with well-defined principles, roadmap and targets

Strong **Emerging Businesses:**

- Flooring Solutions disrupting the world of flooring
- Advanced Textiles dealing with innovative product applications

Thought leader

Tamper-proof Blockchain platform for state-of-the-art transparency for All Fibers & All Product Categories

A certified
woman owned business
with >25% women in a 24,000+ strong workforce

WELSPUN INDIA
HOME TEXTILES

Welspun India Ltd (WIL), part of $2.3 bn Welspun Group, is a global leader in the Home Textiles landscape. With a strong global distribution network and world-class vertically-integrated manufacturing facilities located in India, Welspun is strategic partners with top global retailers.

WIL is differentiated by its strategy based on Branding, Innovation and Sustainability.

Management Commentary

I am happy to share that our Domestic Retail, Global Brands & direct-to-consumer (D2C) businesses continue to deliver exceptional performances during Q1FY23, with the Domestic Retail business registering a 113% growth and the overall D2C & Brands business growing by 40% year-on-year. These businesses have achieved such strong growth in a tough operating environment marked by unusually high input costs and relatively softened demand conditions. This demonstrates the efficacy of our strategy to focus on enhancing our retail footprint, expanding the reach of our brands, and making relentless progress on our D2C journey.

In the face of macro headwinds, in our core businesses of Home Textiles, we have maintained our mind share and our deep client relationships. Backed by a differentiated business model, marquee clientele, scale, a strong balance sheet and unwavering focus on ESG & circularity in all aspects of our operations, we remain focused on transitioning from being a manufacturer to a D2C player and emerge as an 'FMCG of home textiles' enabled by sustained investments in innovation, technology and a strong set of brands that position us to benefit disproportionately as demand trends improve."

Ms. Dipali Goenka
CEO & Joint Managing Director, Welspun India Limited

AWARDS & RECOGNITION

NASSCOM®

Industry 4.0
2022

Artificial Intelligence for Towel counting & Defect detection

TESCO

Sustainability
2022

Community Sustainable award for ESG efforts

ニトリ NITORI

Product Development
2022

Excellence in Product development

FROST & SULLIVAN

Sustainability
2022

Awarded by Frost & Sullivan and TERI under 2 categories in Sustainability

FUTURESCAPE

Sustainability & CSR
2021/2020

Amongst Top 100 Companies in India

dun & bradstreet

Industry Performance
2021/2022

Outstanding performance for Textile category

TEXPROCIL

Highest Exports
2010- 2021

Platinum award for Highest global exports. Winning for 11 years in a row

Home Textiles Today

Supplier Titan
2020

Response to COVID & stakeholder support

IKEA

Innovation
2020

Innovation partner for Home category

and many more...

Feathers in our cap

Watch video

Read More

Recognized by Walmart as **trusted partner for 20 yrs** in recent corporate announcement

business today

Our CEO Dipali Goenka selected as one of **most powerful women** in business

NATIONAL GEOGRAPHIC

Welspun's manufacturing facilities featured in **National Geographic "Superfactories"**

Strong Global Presence

Over **50** Countries Presence

Key Customer Partnership

North America

Walmart, Costco Wholesale, Target, Macy's, Kohl's, Bed Bath & Beyond, Wayfair, Sam's Club, Amazon, IHG, Marriott, The Home Depot, Shaw Floors, QVC, America's Floor Source, MSI, Lowe's

UK & Europe

Tesco, John Lewis, Sainsbury's, IKEA, Auchan, JYSK, Dunelm, Lidl, ASDA, Carrefour, headlam group plc

India

Shoppers Stop, @home, HomeTown, lifestyle, DMart, Big Bazaar, Myntra, Oberoi Hotels & Resorts, TAJ, Himalaya, Unilever, unicharm

ROW

the warehouse, Sheridan, homecentre, Nitori, Danube Home, GFC

Key Highlights

Brands | E-Commerce | Innovation

Click the Icons to know more

Total Income in Q1 FY 23 is ₹ 19,790 mn.

EBITDA in Q1 FY23 Stood at ₹ 1736 mn @ Margin 8.77%

Net Debt stood at ₹ 21,392 mn vs. ₹ 22,289 mn (March 2022)

Branded business at ₹4,214 mn in Q1 FY23, grew by 41% YoY

Flooring Business grew by 40%YoY in Q1 FY 23 to reach ₹ 1,694 mn

Quarterly Highlights – YoY

Q1 FY23

(₹ Million)

	Revenue	EBITDA	PBT	PAT	Cash Profit
	19,790	1,736	364	224	1,317
Growth (YoY)*	(6.7%) ↓	(51.1%) ↓	(82.6%) ↓	(84.5%) ↓	(45.9%) ↓
Margin (%)		8.8%	1.8%	1.1%	
Margin Expansion/Contraction (y-o-y)		(795 Bps)	(800 Bps)	(566 Bps)	
EPS/CEPS				0.23	1.33

Note:
* Q1FY22 numbers adjusted for ROSCTL of Q4FY21 of Rs.1,050 Mn

Quarterly Highlights - QoQ

Q1 FY23

(₹ Million)

	Revenue	EBITDA	PBT	PAT	Cash Profit
	19,790	1,736	364	224	1,317
Growth (QoQ)	(11.9%) ↓	(29.6%) ↓	(66.6%) ↓	(57.1%) ↓	(31.3%) ↓
Margin (%)		8.8%	1.8%	1.1%	
Margin Expansion/Contraction (Q-o-Q)		(220 Bps)	(300 Bps)	(119 Bps)	
EPS/CEPS				0.23	1.33

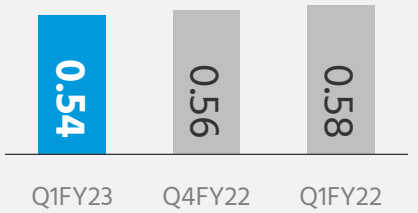
Quarterly Highlights

(₹ Million)

Particulars	30-June-22	31-Mar-22	30-June-21
Net Worth	**39,666**	**39,717**	**38,471**
Short Term Loans	17,264	19,742	17,956
Long Term Loans	12,163	12,142	11,774
of which Net Flooring Debt	8,358	8,300	7,656
Gross Debt	29,426	31,884	29,730
Cash & Cash Equiv.	8,035	9,595	7,236
Net Debt	**21,392**	**22,289**	**22,495**
Net Debt excl. Flooring debt	**13,034**	**13,989**	**14,839**
Total Assets	91,929	94,368	92,025

Net Debt / Equity

(x)



Note:
quarterly chart figures are on TTM basis.

Revenue Highlights

(₹ Million)

Revenue	B2B			Branded#			
	Global*		Domestic	Global*		Domestic	
	Innovation	Others		Online	Offline	Online	Offline
Q1FY23	2,398	9,689	1,131	811	2,290	28	1,086
Sales Contribution (%)	*14%*	*56%*	*6%*	*5%*	*13%*	*0%*	*6%*
Q4FY22	4,103	11,832	1,123	885	1,277	25	1,019
Sales Contribution (%)	*20%*	*58%*	*6%*	*4%*	*6%*	*0%*	*5%*
Q1FY22	5,529	9,465	934	908	1,579	45	464
Sales Contribution (%)	*29%*	*50%*	*5%*	*5%*	*8%*	*0%*	*2%*
Growth YoY (%)	*-57%*	*2%*	*21%*	*-11%*	*45%*	*-39%*	*134%*

55% YoY

Growth in **Domestic Business**

41% YoY

Growth in **Branded business**

Note:
*Non-Domestic
#Includes Innovation
Revenue excludes Other Operating Income

Revenue Highlights

(₹ Million)

Revenue	Home Textile Business				Flooring Business	
	HT - B2B	HT – Branded	HT - E-Comm	Advanced Textiles	Flooring – B2B	Flooring – Branded
Q1FY23	10,967	3,156	838	898	1,353	219
Sales Contribution (%)	*63%*	*18%*	*5%*	*5%*	*8%*	*1%*
Q4FY22	14,924	2,070	910	742	1,392	226
Sales Contribution (%)	*74%*	*10%*	*4%*	*4%*	*7%*	*1%*
Q1FY22	14,297	1,918	953	625	1,006	126
Sales Contribution (%)	*77%*	*10%*	*5%*	*3%*	*4%*	*1%*
Growth YoY (%)	*-23%*	*65%*	*-12%*	*44%*	*34%*	*74%*

Note:
HT - Home Textile
HT-Branded includes sales from licensed brands
Revenue excludes Other Operating Income

39% YoY

Growth in **Textile Branded business**

44% YoY

Growth in **Advance Textile Business**

39% YoY

Growth in **Flooring Business**

Operational highlights (Quarterly)

Manufacturing Capacity & Utilization

	Particulars	UOM	Annual Capacity	Q1FY23	Utilization (%)	Q4FY22	Utilization (%)	Q1FY22	Utilization (%)
Home Textile	Bath Linen	*MT*	85,400	11,632	54%	14,360	67%	19,179	95%
	Bed Linen	*Mn mtrs*	108	14.0	52%	15.5	69%	21.8	97%
	Rugs & Carpets	*Mn sq mtrs*	12.0	1.8	60%	1.7	57%	2.7	100%
	Advanced Textile								
	Spunlace*	*MT*	27,729	2,386	34%	2,010	93%	1,848	76%
	Needle Punch	*MT*	3,026	246	32%	318	50%	368	45%
	Wet Wipes	*Mn Packs*	100	5.0	20%	6.5	40%	15	49%

	Particulars	UOM	Annual Capacity		Q1FY23	Utilisation (%)	Q4FY22	Utilisation (%)	Q1FY22	Utilisation (%)
			Expected	Operational						
Flooring	Flooring	*Mn sq mtrs*	27	18	1.5	37%	1.5	37%	0.97	30%

Quarterly Profit & Loss

(₹ Million)

Particulars	Q1 FY23	Q1 FY22	YoY Change*	Q4 FY22	QoQ Change
Total Income	**19,790**	**22,272**	**(6.7%)**	**22,471**	**(11.9%)**
EBITDA	**1,736**	**4,598**	**(51.1%)**	**2,464**	**(29.6%)**
EBITDA Margin (%)	**8.8%**	**20.6%**	**(795 bps)**	**11.0%**	**(220 bps)**
Finance Cost	323	489	(33.9%)	263	22.9%
Depreciation	1,049	972	8.0%	1,115	(5.8%)
PBT (after exceptional)	364	3,138	(82.6%)	1,087	(66.6%)
PAT (After Minority Interest)	**224**	**2175**	**(84.5%)**	**522**	**(57.1%)**
PAT Margin	1.1%	9.8%	(566 bps)	2.3%	(119 bps)
Cash Profit^	1,317	3,168	(45.9%)	1,918	(31.3%)
EPS (₹)	**0.23**	**2.17**	**(83.6%)**	**0.53**	**(57.1%)**

Note:
*Q1FY22 numbers adjusted for ROSCTL of Q4FY21 of Rs.1,050 Mn
^ Cash Profit = PBDT (before exceptionals) less Current Tax

Quarterly Segment Results

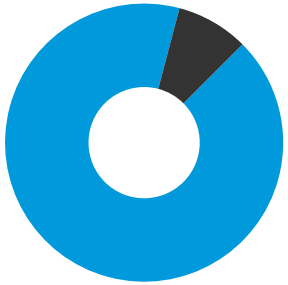
(₹ Million)

Particulars	Q1 FY23	Q1 FY22	YoY Change*	Q4 FY22	QoQ Change
Home Textile					
Revenue	18,521	21,283	(8.5%)	20,730	(10.7%)
EBITDA	1,716	4,805	(54.3%)	2,404	(28.6%)
EBITDA Margin (%)	9.3%	22.6%	(929 bps)	11.6%	(233 bps)
Flooring					
Revenue	1,694	1,214	39.6%	1,892	(10.5%)
EBITDA	21	(263)	-	(29)	-
EBITDA Margin (%)	1.2%	(21.7%)	-	(1.5%)	-

Note:
* Q1FY22 numbers adjusted for ROSCTL of Q4FY21 of Rs.1,050 Mn

Revenue Segmentation (%)

Q1 FY23



91.6% 8.4%

Legend

Home Textile

Flooring

Enhancing capacity; catering to growing demand

- Rise of homebody economy & focus on hygiene driving increased consumption of Home textile products
- Enhancing our capacity through de-bottlenecking & rebalancing facilities to cater to this demand
- Capital light expansion in the areas of processing, cut & sew etc.

Towels

80,000 MT	85,400 MT	90,000 MT
Capacity in FY21	Capacity in FY22	Starting Q2FY23

Bed Linen

90 Mn. Meters	90 Mn. Meters	108 Mn. Meters
Capacity in FY21	Capacity in FY22	Starting Q1FY23

Rugs & Carpets

10 Mn. Sq. Meters	12 Mn. Sq. Meters	18 Mn. Sq. Meters
Capacity in FY21	Capacity in FY22	Starting Q1FY24

HOME TEXTILES:

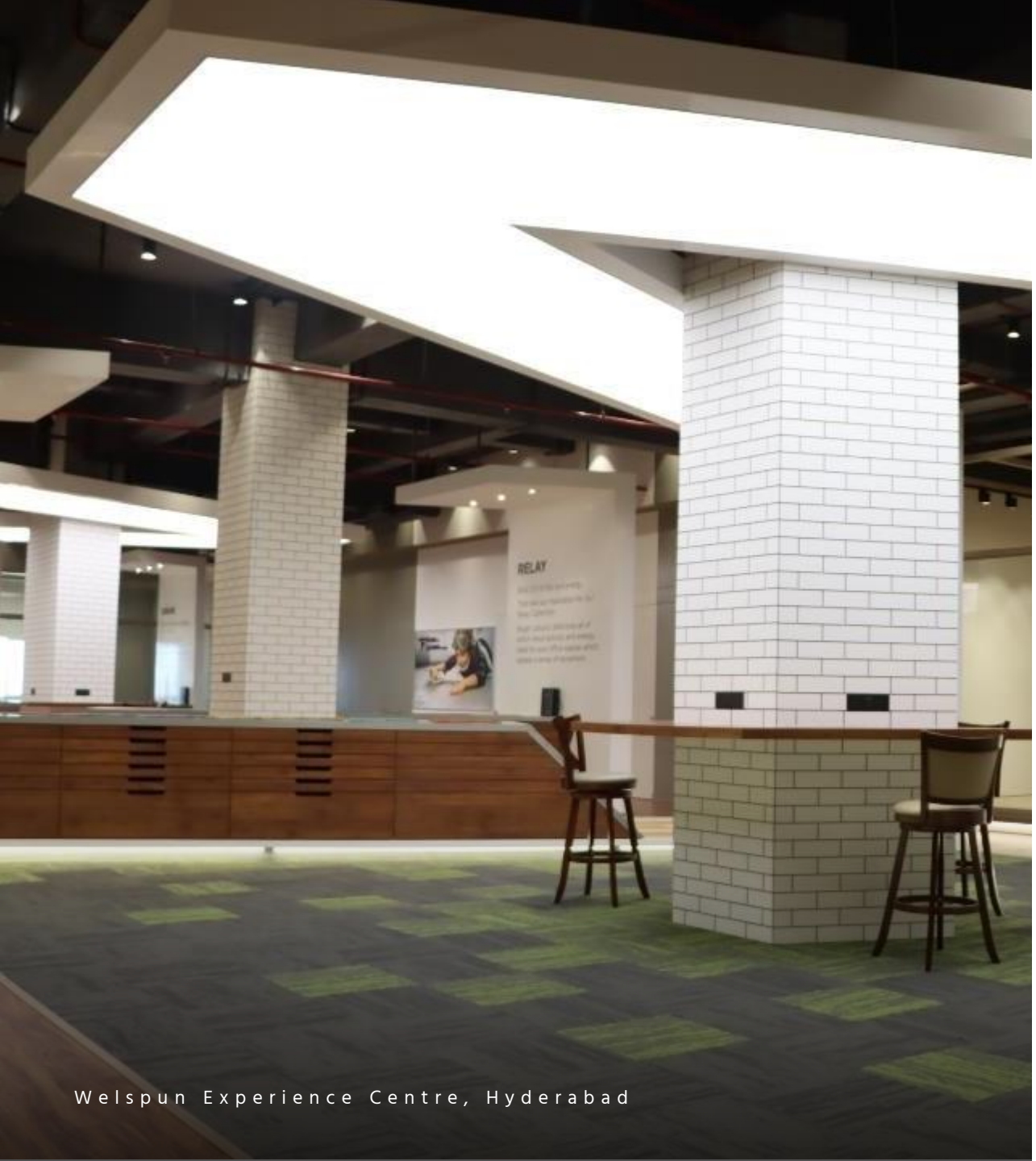
- Capacity expansions at Vapi and Anjar operationalized in H1FY23

ADVANCED TEXTILES:

- Spunlace expansion commercialized in Q4FY22

FLOORING:

- The planned capacity installation to be completed by Q2FY23



Welspun Experience Centre, Hyderabad

Summary of **Financial Statements**

Profit & Loss Summary

(₹ Million)

Particulars	FY18	FY19	FY20	FY21	FY22	Q1 FY 23
Total Income	**61,318**	**66,084**	**68,362**	**74,080**	**93,773**	**19,790**
Growth YoY* %	-8.8%	7.8%	3.4%	8.4%	26.6%	-6.7%
EBITDA	**12,046**	**11,467**	**13,098**	**14,198**	**14,246**	**1,736**
EBITDA Margin	**19.6%**	**17.4%**	**19.2%**	**19.2%**	**15.2%**	**8.8%**
Depreciation	5,042	4,358	4,811	4,536	4,205	1,049
Finance cost	1,408	1,593	1,777	1,975	1,313	323
PBT (Before exceptional)	5,597	5,516	6,510	7,686	8,728	364
Exceptional Items	-	(2,647)	434	-	-	
PAT (After Minority Interest)	**3,850**	**2,098**	**5,074**	**5,397**	**6,012**	**224**
Cash Profit^	9,413	8,977	9,702	10,197	10,703	1,317
EPS (₹)	**3.83**	**2.09**	**5.05**	**5.37**	**6.06**	**0.23**

Note:
*Q1FY22 numbers adjusted for ROSCTL of Q4FY21 of Rs.1,050 Mn
^ Cash Profit = PBDT (before exceptionals) less Current Tax

Balance Sheet Summary

(₹ Million)

Particulars	31-Mar-18	31-Mar-19	31-Mar-20	31-Mar-21	31-Mar-22	Q1 FY 23
Net Worth	**26,057**	**27,793**	**29,721**	**36,447**	**39,717**	**39,666**
Short Term Loans	12,580	14,080	17,717	17,452	19,742	17,264
Long Term Loans	20,228	19,024	16,704	10,962	12,142	12,163
of which Net Flooring Debt	-	*2,797*	*6,526*	*6,959*	*8,300*	*8,358*
Gross Debt	**32,807**	**33,104**	**34,421**	**28,414**	**31,884**	**29,426**
Cash & Cash Equiv.	2,538	2,821	4,803	5,087	9,595	8,035
Net Debt	30,269	30,283	29,618	23,327	22,289	21,392
Net Debt excluding Flooring debt	**30,269**	**27,486**	**23,092**	**16,368**	**13,989**	**13,034**
Capital Employed*	62,962	65,456	68,825	71,305	79,053	76,802
Net Fixed Assets (incl CWIP)^	33,641	36,154	38,105	38,042	39,881	39,927
Net Current Assets	23,734	22,210	21,828	24,536	24,839	24,714
Total Assets	72,249	77,423	83,103	86,778	94,368	91,929

Net Debt of Core business reduced by 49.1% in last 4 Years (FY 19 to FY22)

Note:
*Capital Employed = Net worth + Gross Debt + Other long term liabilities | ^Net current assets does not include Cash & cash equivalents

Ratios Summary

		FY18	FY19	FY20	FY21	FY22	Q1 FY23
Solvency ratios	Net Debt/Equity	1.16	1.09	1.00	0.64	0.56	0.54
	Net Debt/EBITDA	2.51	2.64	2.26	1.64	1.56	1.82
	EBIT/Interest	4.98	4.46	4.66	4.89	7.65	6.50
Operational ratios	Current ratio	1.42	1.25	1.19	1.33	1.37	1.42
	Fixed asset turnover	1.80	1.81	1.77	1.93	2.33	2.28
	Total asset turnover	0.84	0.84	0.81	0.85	0.99	0.99
	Inventory days	79	75	83	88	78	80
	Debtor days	56	60	59	59	39	40
	Payable days	39	39	49	54	36	37
	Cash conversion cycle	96	95	93	93	80	83
Return ratios	ROE	15.4%	15.2%	16.1%	16.3%	15.8%	10.2%
	ROCE (Pre-tax)	11.3%	10.9%	12.3%	13.8%	13.4%	9.6%

Improving Key Ratios, Continuous Reduction in Net Debt

Note:

- ROCE = EBIT / Average Capital Employed & ROE = Net Profit / Average Net worth
- Total asset turnover = Sales/ (Fixed assets + Gross current assets)
- Return Ratios figures adjusted for Exceptional item

Welspun ESG way: Encompassing all stakeholders

Welspun is going through a major transformation where we are embedding sustainability and circularity in every realm of our value chain.

We are striving to be the absolute benchmark and global leader in the use of ESG framework and compliance to sustainable practices. Our social and philanthropic initiatives are run through Welspun Foundation and are centered around 3E's – Environment & Health, Education, Empowerment.

We have built a roadmap on Sustainability for WIL that enlists our goals under Sustainability till 2030.

Independent review of Welspun India's performance across 170+ ESG (Environmental, Social & Governance) parameters

Click here for more details

Environmental

- Implemented ISO 14001 Environmental Management Systems at both manufacturing sites
- Flagship facility is fresh water positive: 30 mn liters per day sewage treatment plant enables use of treated sewage instead of Freshwater in production operations
- Replaced coal with Biomass for power generation and avoided over 12,000 tons of GHG emissions
- Recognized with the prestigious National Water Award 2020 (1st prize in "Best Industry" category

Water Story

Social

- Engaged with Cotton Farmers to train & enable them grow sustainable forms of Cotton (Better Cotton Initiative and Organic Cotton) in an initiative spread over 350 villages, impacting 15,314 farmers.
- Focus on inclusion and gender diversity – large segment of women workers in Cut-&-Sew operations
- "SPUN" initiative: empowering women in rural communities earn livelihood by making handicraft goods from Factory textile scrap
- "SPUN" by Welspun recognized as one of the top 100 corporate-ready social enterprises, globally by World Economic Forum

Sustainable Cotton Story

Governance

- Board Committee on ESG
- Executive remuneration linked to ESG goals
- Initiated a broad Enterprise Risk Management framework
- ACCESS module in SAP to enable access of relevant data to authorized users
- Launched *ESG Compass* - an integrated ESG digital platform with automated data dashboards covering over 90 indicators and extending to all sites, locations and subsidiaries in India
- Robust Ethics framework in place
- Compliance management tool in place
- Innovation & intellectual property oriented culture reflected in 35 patents filled globally

Governance Framework

Sustainability Initiatives – Growing business responsibly

Rated **"Low Risk"** on ESG factors by one of the **top ESG rating agency**

Among **Top 100 Sustainable** companies in India by ET-Futurescape

	Sustainalytics	DJSI ratings	Crisil ratings
ESG 202	Score improved to 14.8 from 17.9 (Mar'21)	Score improved from 8 to 48 (Nov'21)	Score 63 – Strong (May'22)

Journey Till Date (Q1FY23)– Environmental Impact

1,50,000+ acres
Landbank of sustainable cotton farming

702.3 million
Liters of recycled water used in process this quarter

36,697 GJ Energy
Saved through energy conservation this quarter

59%
Of cotton used from sustainable sources this quarter

515 tons
Recycled cotton reused in process this quarter

Journey Till Date – Social Impact

Welshiksha

- Students reached ~62K
- FY22-23 Target: ~83K

WelNetrutva

- Livelihood Impact –
  - Total benefited 1500

Health Impact –
- Total beneficiaries ~45K

WELSURAKSHA

- To reduce road accidents on WEL constructed road
- Beneficiaries 600
- Target ~60K

Welspun Super Sport Women

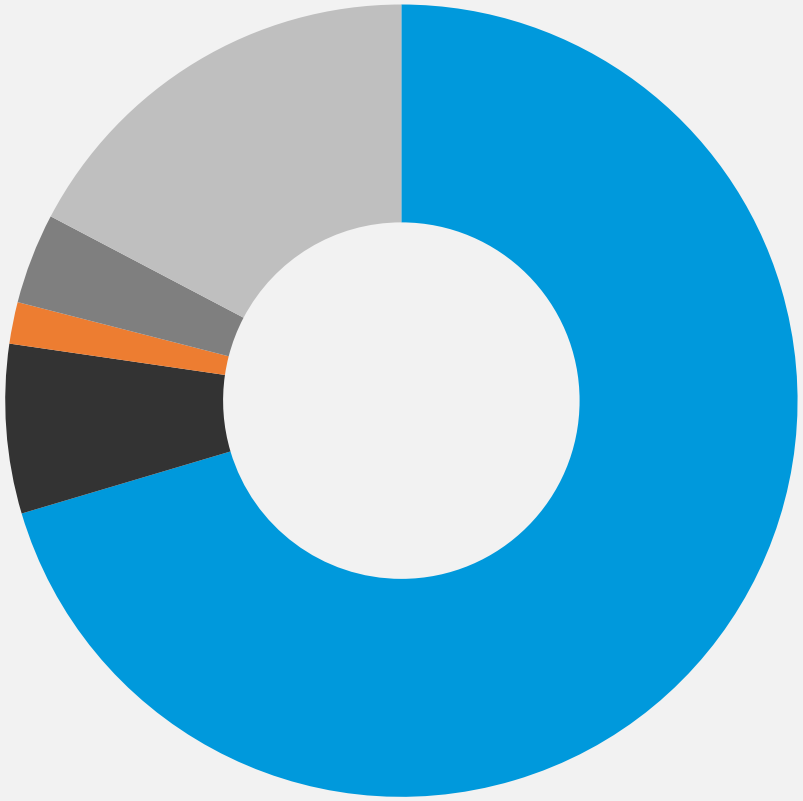
- 28 athletes supported
- Medals: 53

Sustainability – Progress against Targets

Aspects	Q1FY 23	Goal 2025	Goal 2030
Carbon Neutral (measured as % RE)	**WIP**	20% RE	100% RE
100% Sustainable Cotton	**59%**	50%	100%
Fresh Water Positive in Production operations	**14.45 KL/MT**	5 KL/MT	0 KL/MT
Zero hazardous waste to Landfill (ETP chemical sludge)	**8.75 MT**	0 MT	0 MT
Impacting 1 million lives in CSV	**1,07,988**	5,00,000	1,000,000
Farmers in Welspun sustainable farming project (cumulative)	**16,000**	20,000	50,000

Share Holding Summary

Shareholding Pattern (Mar 2022)



Promoter Group	70.4%
FPIs	6.9%
Mutual Funds/AIF	1.7%
Insurance Co's	3.7%
Public	17.3%

Top Institutional Shareholders
LIC of India
L&T Mutual Fund
Aditya Birla Sunlife MF
Tata Mutual Fund

Disclaimer

The information contained in this presentation is provided by Welspun India Limited (the "Company"), although care has been taken to ensure that the information in this presentation is accurate, and that the opinions expressed are fair and reasonable, the information is subject to change without notice, its accuracy, fairness or completeness is not guaranteed and has not been independently verified and no express or implied warranty is made thereto. You must make your own assessment of the relevance, accuracy and adequacy of the information contained in this presentation and must make such independent investigation as you may consider necessary or appropriate for such purpose. Neither the Company nor any of its directors assume any responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information or opinions contained herein. Neither the Company nor any of its directors, officers, employees or affiliates nor any other person accepts any liability (in negligence, or otherwise) whatsoever for any loss howsoever arising from any use of this presentation or its contents or otherwise arising in connection therewith.

The statements contained in this document speak only as at the date as of which they are made, and the Company expressly disclaims any obligation or undertaking to supplement, amend or disseminate any updates or revisions to any statements contained herein to reflect any change in events, conditions or circumstances on which any such statements are based. By preparing this presentation, none of the Company, its management, and their respective advisers undertakes any obligation to provide the recipient with access to any additional information or to update this presentation or any additional information or to correct any inaccuracies in any such information which may become apparent. This document is for informational purposes and does not constitute or form part of a prospectus, a statement in lieu of a prospectus, an offering circular, offering memorandum, an advertisement, and should not be construed as an offer to sell or issue or the solicitation of an offer or an offer document to buy or acquire or sell securities of the Company or any of its subsidiaries or affiliates under the Companies Act, 2013, the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, both as amended, or any applicable law in India or as an inducement to enter into investment activity. No part of this document should be considered as a recommendation that any investor should subscribe to or purchase securities of the Company or any of its subsidiaries or affiliates and should not form the basis of, or be relied on in connection with, any contract or commitment or investment decision whatsoever. This document is not financial, legal, tax, investment or other product advice.

This presentation contains statements of future expectations and other forward-looking statements which involve risks and uncertainties. These statements include descriptions regarding the intent, belief or current expectations of the Company or its officers with respect to the consolidated results of operations and financial condition, and future events and plans of the Company. These statements can be recognized by the use of words such as "expects," "plans," "will," "estimates," or words of similar meaning. Such forward-looking statements are not guarantees of future performance and actual results, performances or events may differ from those in the forward-looking statements as a result of various factors and assumptions. You are cautioned not to place undue reliance on these forward looking statements, which are based on the current view of the management of the Company on future events. No assurance can be given that future events will occur, or that assumptions are correct. The Company does not assume any responsibility to amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events, or otherwise.

Any reference herein to "the Company" shall mean Welspun India Limited, together with its consolidated subsidiaries.

Let's connect

For further details please contact

Mr. Sanjay Gupta
President (Finance) & CFO
Welspun India Limited
sanjay_gupta1@welspun.com

Mr. Abhinandan Singh
Group Head – Investor Relations
abhinandan_singh@welspun.com

welspunindia.com TheWelspunGroup welspungroup

Annexure

Owned Brands - Domestic

SPACES® BED • BATH • RUGS

WELSPUN BED-N-BATH

Brand Positioning

- Premium
- Thoughtfulness

- Mass

Presence

- **2,402+** outlets
- **380** towns
- **240** Shop in Shop locations

- **7,833+** outlets
- **495** towns
- **125** Distributors

Early Success

- **Leading brand on Myntra** in home category
- Improved brand awareness
- Foray in mattress category with Yours'n'mine range

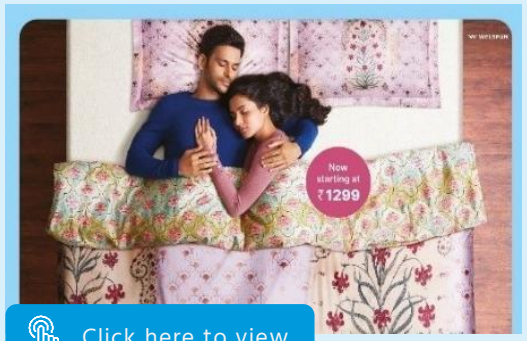
- **#1** distributed Brand of HT in Home Linen **in the country***
- Significant improvement in brand awareness

Note: * As per 3rd party research

Festive Collection:
Rangana Campaign

Click here to view

Launch of Healthy Life Campaign:
Anti Viral

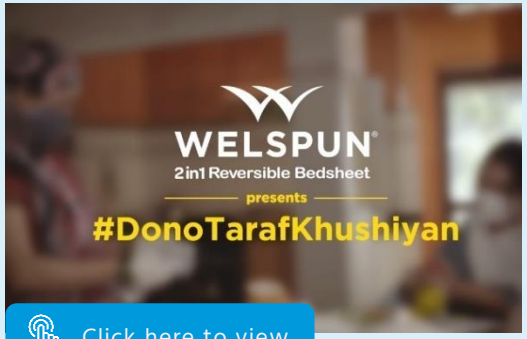


Click here to view

Regional Festive Campaign :
Chalo Paltai

Click here to view

'Welspun' Campaign:
Dono Taraf Khushiyan



Click here to view

E-Commerce – Multipronged strategy to drive growth

3
Geographies in focus

US UK India

Ecommerce Channel Growth
Brand.com
Marketplaces
Retailer.com

Build & Grow Branded Business
Own Brand
License Brand

Robust Supply Chain
Inventory Planning
Network Design

Strong Technology Back-end
Tech-Stack: Middleware
PIM
Analytics – GC3

Right Organization
COE Org Model
Capability

Notes:
- PIM –Product Information Management
- GC3 –Global Command & Control Centre
- COE –Center of Excellence

Value	Earth Friendly	Health & Wellness	Fashion	Luxury
Welspun Basics	Spaces Bed • Bath • Rugs	Welhome by Welspun	Martha Stewart; Living by Christy; Scott Living	Christy England

Innovation – Our strong suite

35 Patented Technologies

Filed globally

WIL: 31

Advance Textiles: 2

Flooring: 2

WINNER 2nd time in a row

CLARIVATE SOUTH AND SOUTH EAST ASIA INNOVATION AWARD 2021

Welspun India

has been recently recognized as the most 'Influential Innovators' at the Clarivate South and South East Asia Innovation Award 2021

Global Collaborations

with Top Universities, Technology Partners and Industry Associations

Key Innovations

HYGROCOTTON

Patented spinning technology makes towel softer loftier and sheet temperature regulating

- **Softer**
- **Fluffier after wash**
- **Temperature regulating**

Thought leader

Collaboration With Tamper-proof Blockchain platform for state-of-the-art transparency for All Fibers & All Product Categories

- **Building Trust**
- **Digital Verification**
- **Enhancing Transparency**

Other Innovations

ORGANIC

- Wrinkle resist properties

NANOCORE

- Prevent Allergy & Asthma
- Chemical-free

DRYLON

- Ultra soft
- Dries super fast

CHARCOAL

- Odor-control
- Hygienic & Detoxifying