

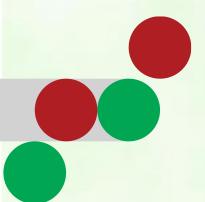
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DRIVEN BY OUR PURPOSE. LED BY OUR VALUES







Integrity



Seamlessness



Speed



Commitment



OUR-PURPOSE

TO ENRICH LIVES BY
BUILDING DYNAMIC AND
RESPONSIBLE BUSINESSES AND
INSTITUTIONS, THAT INSPIRE TRUST.

ADITYA BIRLA GROUP IS...



Consolidated market cap of US\$ 90# billion Across 6 continents and 40 countries

180+ state-of-the-art manufacturing units globally

187,000+ employees of over 100 nationalities

300M+ Loyal customer base







GLOBAL RANKING ACROSS KEY CATEGORIES







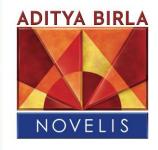


















OUR KEY GROUP COMPANIES

GRASIM's LEADERSHIP **ACROSS KEY COMPONENTS OF GROWING ECONOMY**

INDIA's AMRIT KAAL

KEY FACTORS





Producer of White Cement based Putty

- Strongest and fastest growing among major economies
- **Financial maturity, Digitisation** and higher credit growth
- Young Population, Higher Disposable Income
- Set to become world's third largest economy by 2027

Infrastructure & Housing **Demand**

Increasing **Financialisation** **Diversified Financial Services**

Among Top 5 well-diversified NBFCs

Aspirational Consumption







Focus on Manufacturing growth





Epoxy polymers & curing agents

Fast growing Renewable **Energy sector**

~2 GW RENEWABLE energy capacity by CY24

Growing Digital Economy **B2B** E-COMMERCE platform **Enabling MSMEs Digital reach**

STRONGLOMORATE: KEY STRENGTHS



A Legacy of Values and Trust

Operating history of 75+ years

Track record of creating large growing Businesses and Brands

Revenue growth 5.6 times over the past decade

Diversified Businesses with Stable cashflow generation

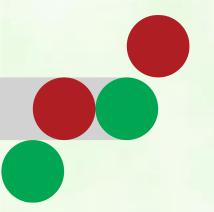
Positive Free Cash flow in 7 years out of last 10 years

Sustainable Manufacturing

Increasing share of Renewable power

Reduction in Freshwater consumption across businesses

STRONGLOMORATE: KEY STRENGTHS



History of continuous Dividend Distribution

> For >60 years

6

Strong Balance Sheet with "AAA/Stable" rating

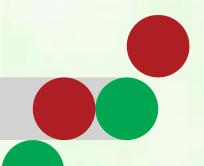
Consolidated D/E <1x

Value Creation

~2x outperformance in stock returns vs. benchmark over 20Yr and 5Yr period



PILLARS OF OUR STRATEGY



LEADERSHIP

Attain leadership position in all our businesses

INNOVATION

Focus on innovation in products and processes

SUSTAINABILITY

Eco-friendly products & responsible manufacturing

CAPITAL ALLOCATION

Investments in core and high growth businesses

COST LEADERSHIP

Continuous cost optimisation

KEY CONSOLIDATED FINANCIAL HIGHLIGHTS

TTM* Revenue

₹ 1,26,713 Cr. ₹ 19,513 Cr. ₹ 24,318 Cr.

TTM* EBITDA

3-YR^ Growth Capex

5-Year CAGR growth

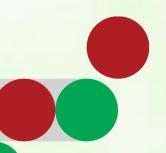
14% **REVENUE**

9% **EBITDA**

* TTM period from FY22 to H1FY24

[^] Dec-22 to Dec-23

LEADERSHIP ACROSS DIVERSIFIED BUSINESSES



STANDALONE BUSINESSES







New Growth Businesses









Cellulosic
Fibres

Leading producer of Cellulosic Fibres®, fastestgrowing sustainable Fibres in India

Focus on **Specialty** products

Chemicals

Leading producer of Chlor-Alkali and Specialty Chemicals*

Focus on improving Chlorine integration

Paints

2nd largest manufacturing capacity# of decorative paints in India

Offering superior products and experience across all segments of **Decorative Paints**

B₂B **E-Commerce**

Digital procurement solution for building materials

Assured product quality, Guaranteed delivery, Competitive pricing and **Financing** solutions

Others

Premium sustainable textile products: linen, wool and cotton fabrics

Premium retail brand 'Linen Club'

Leading manufacturer of Insulators

Cement

UltraTech: India's largest selling cement brand and 3rd largest cement player globally (ex - China)

Leading Player of RMC**, White Cement and Cement based Putty

Financial Services

KEY SUBSIDIARIES

Aditya Birla Capital: A leading Financial **Services** conglomerate

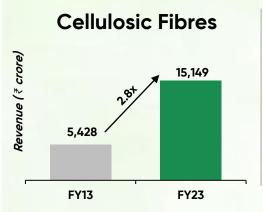
Offering financing, protecting, investing and advisorv services

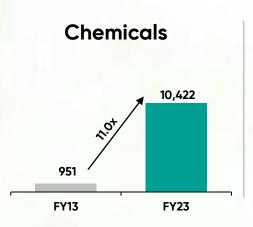
Renewables

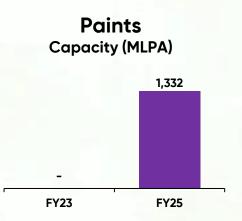
Presence in clean energy generation i.e. solar, wind and hybrid power

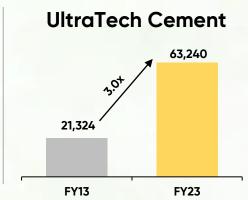
Fulfilling renewable energy demand of group companies and power utilities

TRACK RECORD OF CREATING LARGE BUSINESSES & BRANDS











OUR LEADING BRANDS































R&D AND INNOVATION

WORLD CLASS R&D FACILITIES

Corporate R&D

Centre

R&D Centres (Cellulosic Fibres)

R&D Centres (Chemicals & Others)

R&D Centre (Paints)

KEY STRENGTH



Focused innovation across Businesses R&D focus on the entire value spectrum



Competent R&D Team

Qualified and experienced researchers across businesses



Intellectual Property Rights Patents granted: 17



R&D Expenditure Spent ~₹124 Cr. in FY23

COMMERCIALISED A VARIETY OF HIGH-VALUE PRODUCTS

Cellulosic Fibres

Chemicals



Traceability of Pulp source from FSC⁽¹⁾ certified sustainable forests



Primary building blocks for epolec formulated products in Construction, Coating, Composite industries



Eco-friendly cellulose Fibre from in-house lyocell technology



Pthalate free plasticizers



Longer lasting protection from microbes



Addressing water treatment problems in Aquaculture

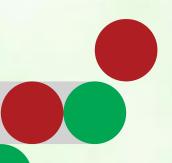


Introduced recyclability of textile waste as a partial replacement to dissolving-grade pulp



Specialty variants for industrial water treatment

SUSTAINABLE BUSINESS PRACTICES AND INITIATIVES



SUSTAINABILITY RATINGS

Sustainable Products & Circular Economy

- Innovations LivaEco, Lyocell, Dope dyed, Liva Reviva
- Sustainable textiles: Linen, Wool & Premium cotton fabrics

Responsible Manufacturing

- **Closed loop manufacturing process**
- ZDHC (1) MMCF (2) Standards

Responsible Sourcing

- RM sourcing for pulp from sustainably managed forests
- Supplier code of conduct Ethics, Human Rights

Value Chain - LAPF (3), Blockchain traceability (GreenTrack)



SUSTAINABLE **GROWTH**

68 DJSI(4) score

BBB MSCIESG Ratings

CDP Climate Change

Assessment

B

Water Stewardship

- Grasim has implemented ZLD (5) plants at Nagda, Renukoot, Ganjam, Rehla, Rishra, Halol and BB Puram sites
- Lowest water consumption/ton of fibre in the world

Energy Conservation & Renewable Energy

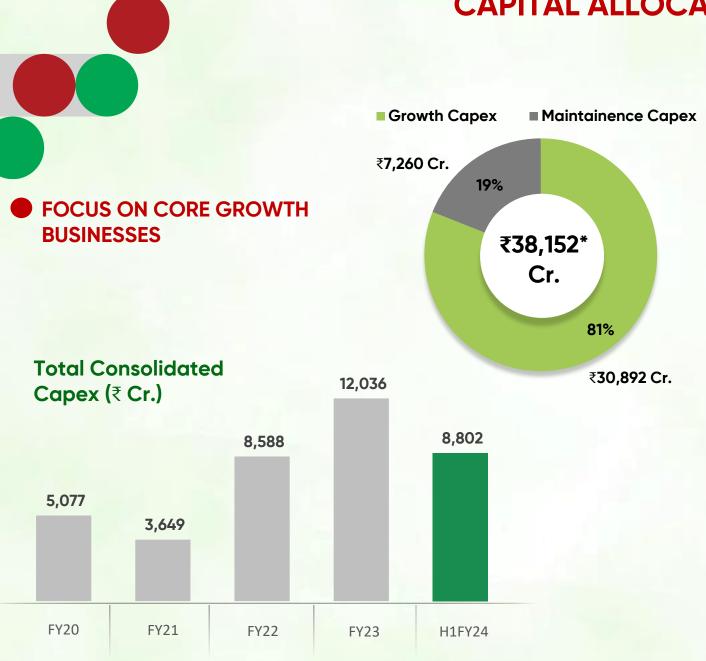
- Upgraded and optimised the generation of electrolysers
- Lower carbon emissions by higher use of renewable energy

Reduction in Waste Generation

- Installed sulphate removal system
- Optimised yarn spinning output by reducing soft waste

- **Technology & Research Institutes, Licensers**

CAPITAL ALLOCATION



KEY SUBSIDIARIES

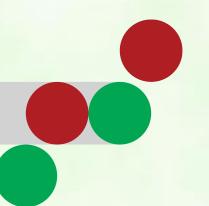
Invested ₹ 1000 Cr. in Aditya Birla Capital, maintaining the controlling stake

Investment of ₹ 4,987 Cr. by Aditya Birla Renewables in last 5 years

DIVESTMENTS OF NON-CORE BUSINESS

Divested Fertilizer business

COST LEADERSHIP





CELLULOSIC FIBRES

Strong Backward Integration

Caustic, pulp, power and steam

Cost efficient production processes

Best in Class Consumption Ratios

Innovations

Continuous improvements in yields through inhouse innovations



CHEMICALS

Power

Diversified sources (captive + grid) of power with improving renewable energy mix

Chlorine Integration

Cost reduction by increasing production of chlorine derivatives

Strategic Partnership

Building strategic relationships with key value chain partners



PAINTS

Cost Efficient Manufacturing

Right size plants with high level automation and lean systems

Backward Integration

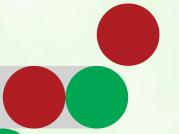
Integrated manufacturing for key inputs: Emulsions & **Resins**

R&D

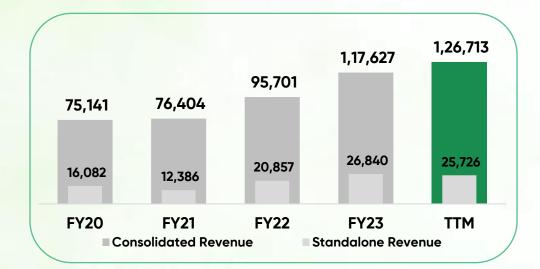
In-house R&D capability for original polymer chemistry & superior paint formulation

FINANCIAL HIGHLIGHTS

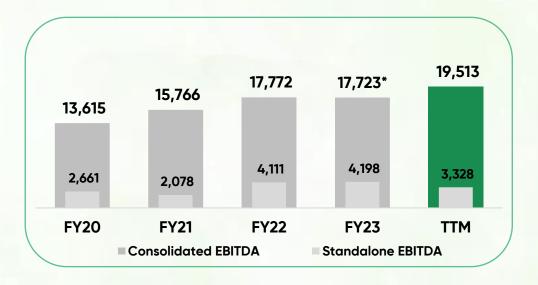
TRACK RECORD OF CONSISTENT GROWTH



REVENUE (₹ Cr.)



EBITDA (₹ Cr.)



Robust performance of key subsidiaries UltraTech Cement and Aditya Birla Capital are main drivers of the growth

Cellulosic Fibres and Chemicals businesses performance remains stable, despite global volatility



CONSISTENT GROWTH LEADING TO STRONG FINANCIALS

STANDALONE

Particulars	FY22	FY23	9MFY23	9MFY24
Debt - Equity Ratio	0.08x	0.11x	0.11x	0.18x
Current Ratio	1.46x	1.30x	1.54x	1.29x
Total debts to Total assets	0.07x	0.08x	0.09x	0.13x
Net worth (₹ Cr.)	48,616	46,955	48,624	52,386

CONSOLIDATED

Particulars	FY22	FY23	9MFY23	9MFY24
Debt - Equity Ratio	0.63x	0.82x	0.78x	0.93x
Current Ratio	1.81x	1.93x	2.08x	2.06x
Total debts to Total assets	0.25x	0.30x	0.29x	0.32x
Net worth (₹ Cr.)	75,698	78,742	79,091	87,141



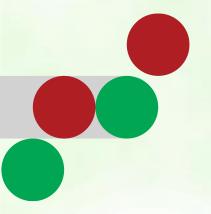
Strong Cash flow from operations enabling investments in Growth capex

Significant investments in capacity expansions and new growth businesses





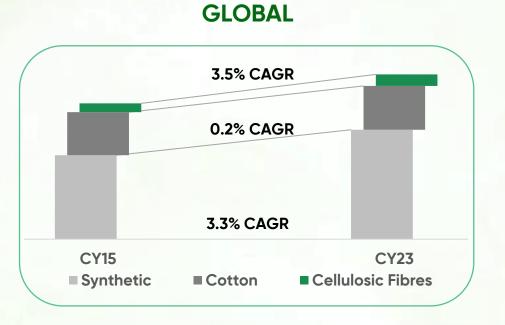
CELLULOSIC FIBRES: FASTEST GROWING FIBRE



INDIA CELLULOSIC FIBRES GROWING **FASTEST WITH CAGR**

>2x

OF OTHER FIBRES





■ Cotton

INDIA

GROWTH DRIVERS

6% **SHARE**

of Cellulosic Fibres in fibre basket

CELLULOSIC GAP

Huge growth opportunity due to cotton constraints

LIVA **BRAND**

CY15

Synthetic

supporting demand of textile value chain

MOST SUSTAINABLE

CY23

■ Cellulosic Fibres

Fibres made for Natural comfort & fashion

CELLULOSIC FIBRES: INNOVATION



CANOPY HOT BUTTON RANKING - HIGHEST RATING





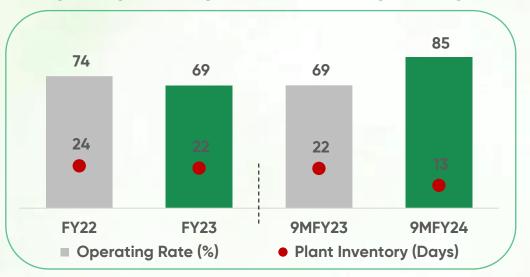




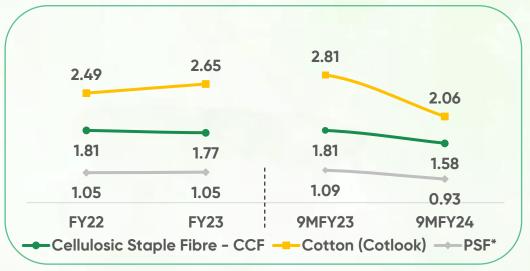
Circular Fashion GARMENT BIODEGRADES **REVIVA** Value Chain Process LIVA REVIVA FIBRES +PRE-TREATMENT COTTON WASTE

CELLULOSIC FIBRES: KEY MACRO TRENDS

CHINA OPERATING RATE AND INVENTORY DAYS



GLOBAL PRICES TREND (\$/KG)



China Cellulosic **Staple Fibre** consumption on YTD basis has improved YoY

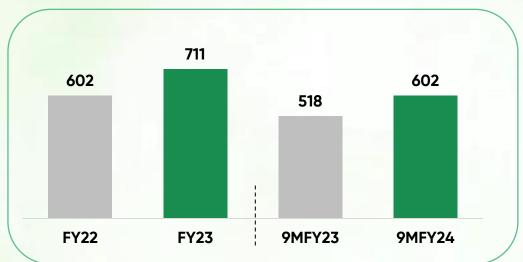
Average operating rate has increased from 69% to 85%

Cellulosic Staple Fibre prices are lower largely driven by correction of input & cotton Prices

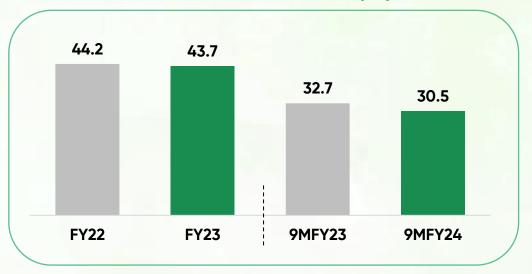


CELLULOSIC FIBRES: KEY OPERATIONAL METRICS





FILAMENT YARN SALES (KT)



Staple Fibre capacity utilization >95% however textile value chain still concerned about low realisation and inventory levels



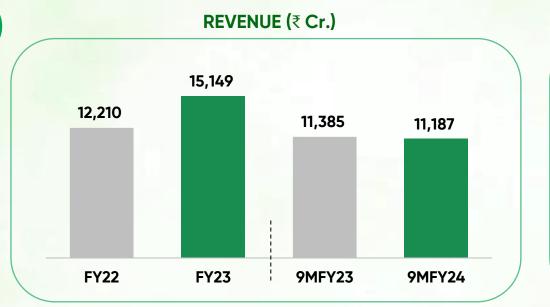
Speciality volume share maintained at 19%

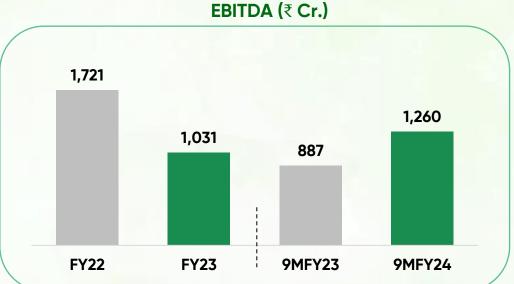


Filament Yarn business impacted by low priced imports from China



CELLULOSIC FIBRES: FINANCIAL PERFORMANCE





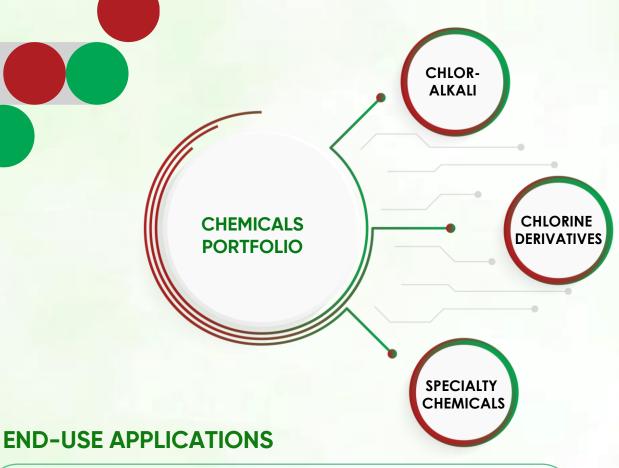
Revenue driven by volume growth, however impacted by lower realisations

Softening of realisations were partially offset by lower input prices

Filament Yarn business impacted due to lower demand and cheaper imports

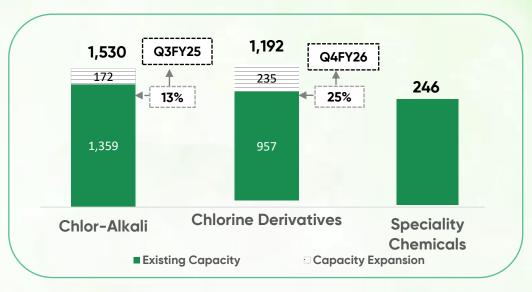


DIVERSIFIED CHEMICALS PORTFOLIO

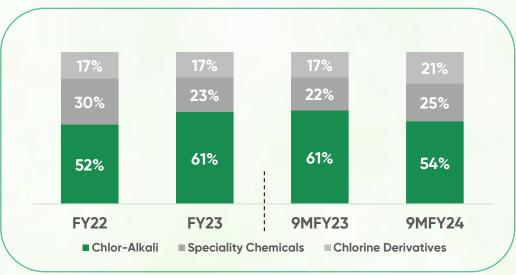


COATINGS TEXTILES COMPOSITE CONSTRUCTION ALUMINUM PRODUCTION RENEWABLES WATER TREATMENT **PVC APPLICATIONS PHARMA & HEALTHCARE** PAPER MANUFACTURING **SOAP AND DETERGENTS** & many more.....

CAPACITIES (KTPA)



REVENUE BREAK-UP (%)



CHEMICALS: FOCUS AREAS

Doubled Capacity of Epoxy polymers and curing agents to 246 KTPA, in December 2023

SPECIALITY CHEMICALS

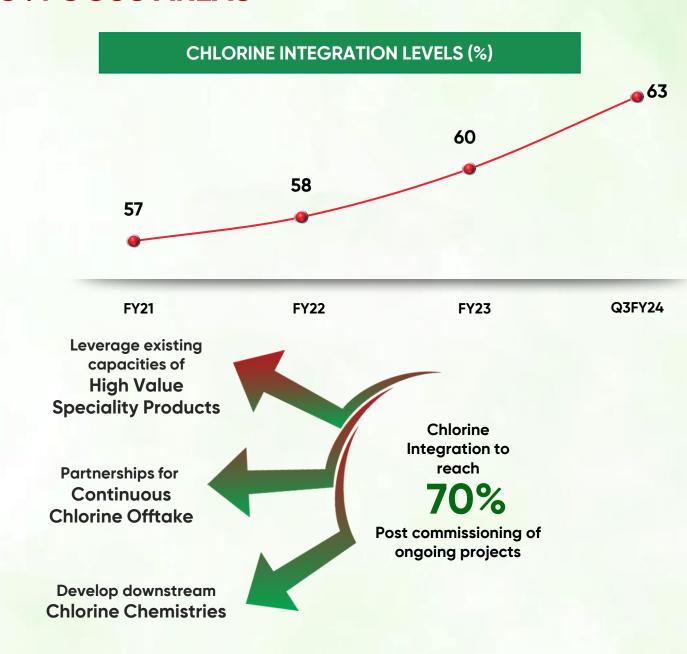
Target +25% renewable energy power share by FY25 compared to 8% in FY23 leading to cost savings

POWER COST

Epichlorohydrin (ECH) plant completion by Q4FY25 Strategic partnership with

Lubrizol

CHLORINE **INTEGRATION**



SPECIALITY CHEMICALS: EPOXY POLYMERS AND CURING AGENTS



GRASIM

Leading player in Epoxy polymers & curing agents

>50%
In India

Grasim's epoxy resin used in 2 out of 3 cars

manufactured in India

Capacity commenced in Value Added

Epoxy products

Total Patents filed

8

of which 3 Granted

Expanded Product portfolio of

100+

Epoxy products

Doubled Capacity to

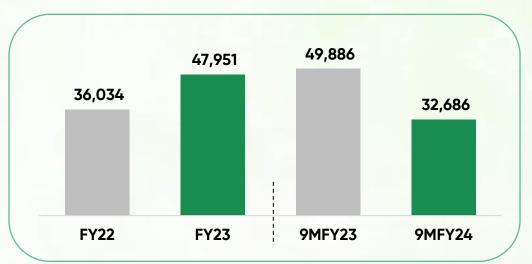
246 KTPA

CHLOR-ALKALI: KEY OPERATIONAL METRICS

CAUSTIC SODA SALES (KT)

1,145 1,044 897 859 **FY22 FY23 9MFY23 9MFY24**

GRASIM - ECU (₹/TON)

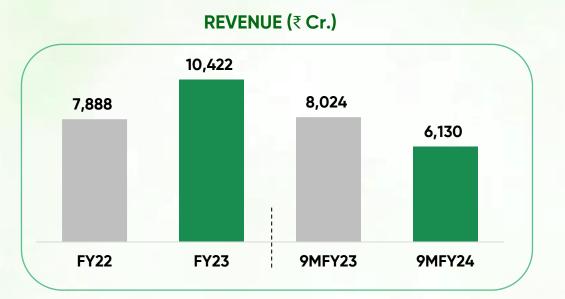


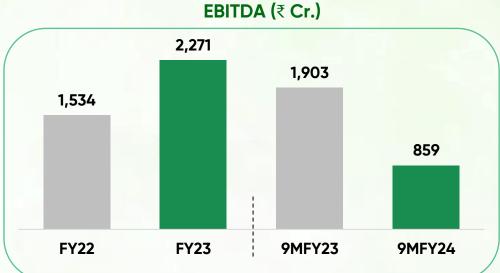
Sales volume higher driven by stable demand

International Caustic soda prices remain volatile, lower by 45% from peak levels seen in FY23



CHEMICALS: FINANCIAL PERFORMANCE





Revenue on YTD basis lower due to reduction in global caustic soda prices

EBITDA declined in line with reduction in ECU realisations

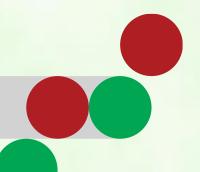
Chlorine derivative segment also impacted due to oversupply and subdued downstream demand



Opus.
Standalone Businesses

DECORATIVE PAINTS

DECORATIVE PAINTS: GROWTH DRIVERS



Decorative Paints market is estimated to grow at CAGR of >10% over the next decade

Urbanisation Housing Changing **Demand Aspirations Premiumisation**

INDIA NEEDS ANOTHER PAINT COMPANY

INDUSTRY SIZE

UNORGANISED MARKET

PER-CAPITA CONSUMPTION

₹~78,000 Cr.

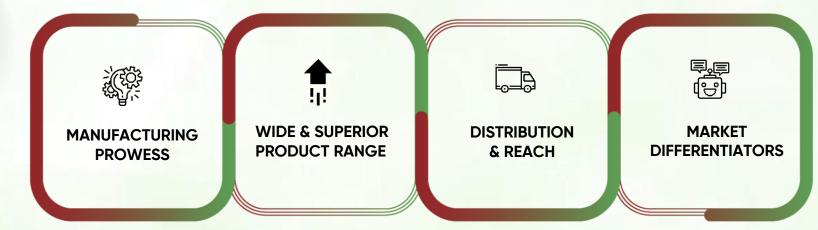
~25%

3.5 kg

(vs. Global average of 10 kg)

BIRLA OPUS

2nd Largest Player* Indian Decorative Paints Industry



ROAD TO ₹ 10,000 Cr. REVENUE AND PROFITABLE PLAYER



DISTRIBUTE

DELIGHT



distinct categories

state-of-the-art facilities with capacity of 1,332 MLPA with backward integration

Pan India distribution network across 6000 towns serviced by 150 depots within first year of operations

Building

Industry leading Technology & **Innovation**

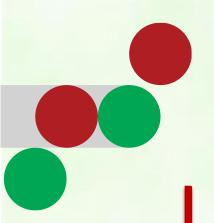
practices to maximize ROI for dealer, painter & contractor community



through retail network and digital touchpoints

DEVELOP

DISRUPT



BIRLA OPUS: SET TO BECOME 2nd LARGEST PAINTS BRAND

Biggest Launch in the Indian Decorative Paints Market

MANUFACTURING **PROWESS**

Fully backward integrated plants with Pan India presence equipped with 4.0 manufacturing technology

1,332 MLPA

Greater than combined current capacity of existing 2nd, 3rd and 4th largest players

scientists at state-of-the-art R&D centers

500 MLPA

Option of adding at lower capital cost

DISTRIBUTION & REACH

6000 Towns within first year of operations

Depots planned with latest warehousing systems to service within four hours

3,00,000+

Painters and contractors' direct registration in just 6 months

2800

Talent across verticals and markets with average age of 31 years

WIDE & SUPERIOR PRODUCT RANGE 145+

Products with simplified Brand Architecture

1,200+

SKU's across water based, enamel, wood finishes, waterproofing and wallpapers

98%

of our products scored better vs. competition in the field validation exercise across 11 cities

2,300+/216

Tintable color choices / Iconic Indian Colours

MARKET **DIFFERENTIATORS** 40%

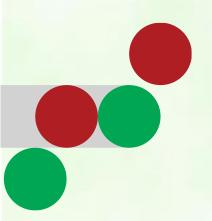
Reduced footprint of tinting machine, smallest, digitally connected machine in the market 11/300

Major cities with Company operated Paint Studios / Towns with franchisee operated Paint Galleries

year additional product warranty on most products

Digital

And seamless customer experience at the core of our strategy



NEW GROWTH BUSINESS



PROGRESS UPDATE

Inaugurated 3 plants with 630 MLPA capacity at Panipat, Ludhiana and Cheyyar plants

Geared up to start sales in 3 states viz. Punjab, Haryana and Tamil Nadu in March'24 itself

Other 3 plants viz. Chamarajanagar, Mahad and Kharagpur will be operational in **FY25 BIRLA**

Started onboarding dealers and establishing network across all regions of India

Brand architecture announced with "Birla Opus" as mother brand and product portfolio ranging across categories and price segments



B2B E-COMMERCE FOR CONSTRUCTION MATERIALS INDUSTRY OPPORTUNITY

Market **Opportunity** \$100 bn

Market Size of Construction Materials Industry

<2%

Digital Penetration >10%

3-YR CAGR across building material categories

MSME

enabling efficient procurement and wide reach

Demand Drivers

VALUE PROPOSITION

COMPETITIVE PRICING

ASSURED QUALITY

DIGITAL PLATFORM

GUARANTEED DELIVERY

FINANCING SOLUTIONS

SEAMLESS EXPERIENCE



One-stop Digital solution

18000+

SKUs

150+ **Brands**

PRODUCT CATEGORIES

CEMENT STEEL SANITARYWARE

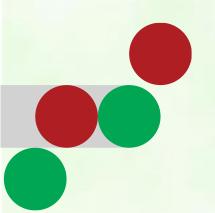
PIPES & FITTINGS PAINTS TILES

DOORS PLYWOOD METALS

WINDOWS KITCHEN ACCESSORIES

CHEMICALS & POLYMERS





ASPIRATION OF \$1 BILLION REVENUE IN NEXT 3-4 YRS.

BUILD SUPPLY

Deep expertise and partnerships, leveraging the existing ecosystem for growth

FRONTLINE SALES

Focus on good customer experience and building strong relationships

PRIVATE LABELS

Scale up "Birla Pivot" brand across multiple product categories and all channels

FINANCIAL CREDIT

Scale up Financial **Credit program** across Retail and project-based buyers

UNASSISTED JOURNEYS

Increase ease of access and digital adoption

BIRLA PIVOT: PROGRESS UPDATE



>₹ 1,500 Cr.

Modular Digital platform with 14 core modules, built for future

New geographies Chennai, Hyderabad, Punjab, presence in +20 states

Healthy retention rates of customers with increased frequency of buying

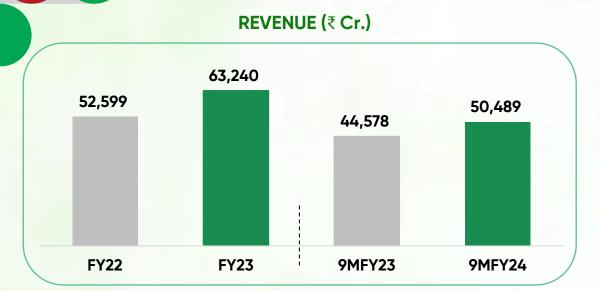


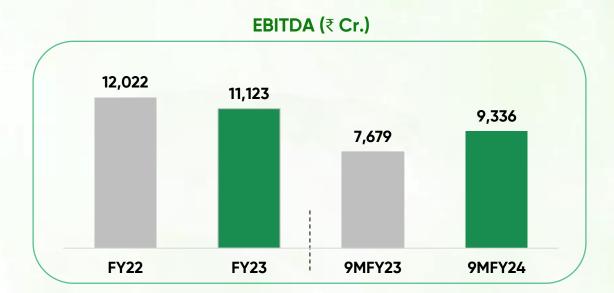
OTHER BUSINESSES: FINANCIAL PERFORMANCE REVENUE⁽¹⁾ (₹ Cr.) EBITDA⁽¹⁾ (₹ Cr.) 1,762 895 1,269 865 856 667 761 785 **FY22 FY23 9MFY23 9MFY24 FY22 FY23 9MFY23 9MFY24 TEXTILES** Revenue led by demand in linen, margins impacted **SEGMENT EBITDA** by high flax prices includes initial operating losses of new growth businesses **INSULATORS Demand from Renewables and**

network upgradation



ULTRATECH CEMENT: FINANCIAL PERFORMANCE

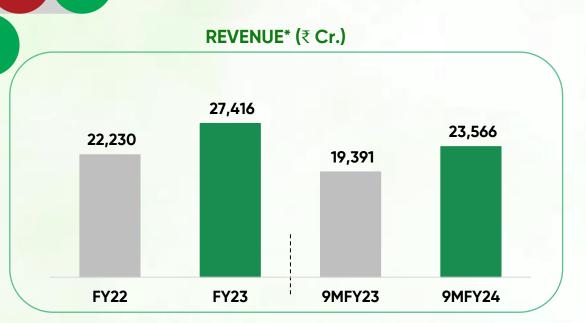


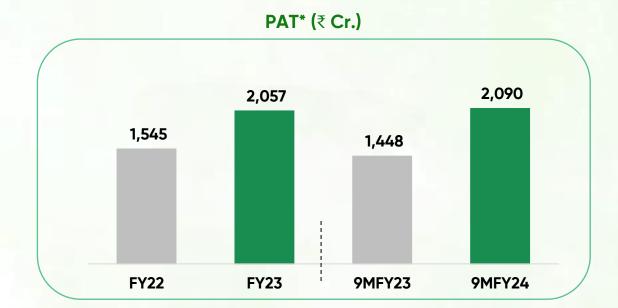


Revenue driven by substantial Infrastructure growth activities happening across India. Capacity expansion plans in-line to meet India's growing Infrastructure demand needs

Post Phase III expansion, UltraTech capacity would reach to ~180 mtpa in India, reinforcing its position as largest cement company in India

ADITYA BIRLA CAPITAL: FINANCIAL PERFORMANCE





Lending Portfolio (NBFC and HFC) crossed milestone of ₹1,15,000 Cr. and AUM of ₹4,10,000 Cr. as on December 31st, 2023

Launched "Udyog Plus" digital platform, offering paperless digital journey for business loans along value-added services

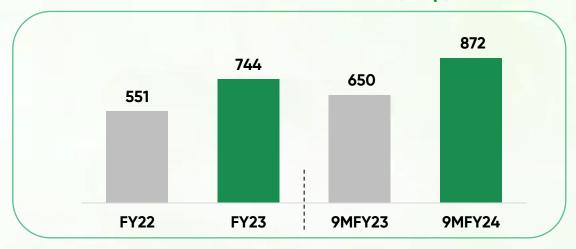


ADITYA BIRLA RENEWABLES: FINANCIAL PERFORMANCE

ADITYA BIRLA RENEWABLES (₹ Cr.)

Particulars	FY22	FY23	9MFY23	9MFY24
Revenue	233	288	193	264
EBITDA	188	210	141	171
EBIT	129	137	89	86
Capital Employed	2,030	4,153	3,401	6,737

RENEWABLE POWER CAPACITY (Mwp)



SUPERIOR CUSTOMER PROFILE

Dec-23
872
43
374
29



GRASIM GROUP STRUCTURE



APPENDIX

CONSOLIDATED INCOME STATEMENT

Particulars (₹ Cr.)	FY22	FY23	% Change	9MFY23	9MFY24	% Change
Revenue from Operations	95,701	1,17,627	23	84,165	93,251	11
Other Income	821	3,612 [*]	340	3,392 [*]	837	_
EBITDA	17,772	20,478	15	15,605	14,640	-6
EBITDA Margin (%)	18%	17%		18%	16%	
Finance Cost	1,296	1,320	2	982	1,191	21
Depreciation	4,161	4,552	9	3,344	3,672	10
Share in Profit of JVs, Associates & Others	380	209	-45	122	(5)	
PBT	12,696	14,815	17	11,400	9,771	-14
Add/(Less): Tax Expense	(1,936)	(3,649)	88	(2,589)	(2,568)	-1
Add/(Less): Exceptional items	(69)	(88)		(88)	-	
Net Profit/(Loss) from discontinued operations	516	-		- - -	-	
PAT attributable to Minority Shareholders	3,657	4,251	16	3,264	2,949	-10
PAT (Owner's Share)	7,550	6,827	-10	5,458	4,255	-22
Adjusted PAT^ (Owner's Share)	7,103	5,247	-26	3,966	4,255	-7

STANDALONE INCOME STATEMENT

Particulars (₹ Cr.)	FY22	FY23	% Change	9MFY23	9MFY24	% Change
Revenue from Operations	20,857	26,840	29	20,194	19,080	-6
Other Income	895	1,018	14	902	996	10
EBITDA	4,111	4,198	2	3,656	2,786	-24
EBITDA Margin (%)	19%	15%		17%	14%	
Finance Cost	247	368	49	261	320	23
Depreciation	914	1,097	20	797	876	10
PBT	2,950	2,733	-7	2,598	1,590	-39
Add/(Less): Tax Expense	(186)	(522)	181	(480)	(204)	-58
Add/(Less): Exceptional items	-	(88)		(88)	-	
Net Profit/(Loss) from discontinued operations	356	-		-	-	
PAT	3,051	2,124	-30	2,030	1,386	-32
PAT (Before Exceptional Items)	3,051	2,212	-28	2,118	1,386	-35

BALANCE SHEET

Standalone	(₹ Cr.)		Consolidated	₹ Cr.)	
31st Dec'23	31st Mar'23	EQUITY & LIABILITIES	31st Dec'23	31st Mar'23	
(Unaudited)	(Audited)		(Unaudited)	(Audited)	
52,386	46,955	Net Worth	87,141	78,742	
-	-	Non Controlling Interest	48,889	44,171	
-	-	Borrowings related to Financial Services	1,01,084	83,449	
9,181	5,254	Other Borrowings	25,050	17,899	
155	97	Lease Liability	1,883	1,691	
2,287	1,535	Deferred Tax Liability (Net)	9,333	8,443	
-	-	Policy Holders Liabilities	80,188	69,090	
8,511	8,336	Other Liabilities & Provisions	37,767	33,720	
72,521	62,177	SOURCES OF FUNDS	3,91,336	3,37,205	
31st Dec'23	31st Mar'23	ASSETS	31st Dec'23	31st Mar'23	
15,781	15,453	Net Fixed Assets	74,611	72,360	
6,932	3,684	Capital WIP & Advances	20,969	11,217	
800	764	Right of Use - Lease (including Leasehold Land)	2,590	2,399	
3	3	Goodwill	20,151	20,138	
		Investments:			
2,636	2,636	- UltraTech Cement (Subsidiary)	-	-	
18,847	17,847	- AB Capital (Subsidiary)	-	-	
886	873	- Solar Subsidiaries	-	-	
-	-	- ABSLAMC, ABHI and ABW	8,870	8,788	
829	829	- Other equity accounted investees	2,114	2,229	
3,452	3,474	- Liquid Investments	8,653	10,922	
5,308	1,924	- Vodafone Idea	5,308	1,924	
8,925	6,810	- Other Investments	13,888	13,355	
-	-	- Investment of Insurance Business	47,316	40,424	
-	-1-1	Assets held to cover Linked Liabilities	35,067	30,506	
-	-	Loans and Advances of Financing Activities	1,14,059	93,433	
-	-	Assets held for Sale	10	18	
8,121	7,881	Other Assets, Loans & Advances	37,729	29,492	
72,521	62,177	APPLICATION OF FUNDS	3,91,336	3,37,205	
5,729	1,780	Net Debt / (Surplus)	16,397	6,978	

THANK YOU

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