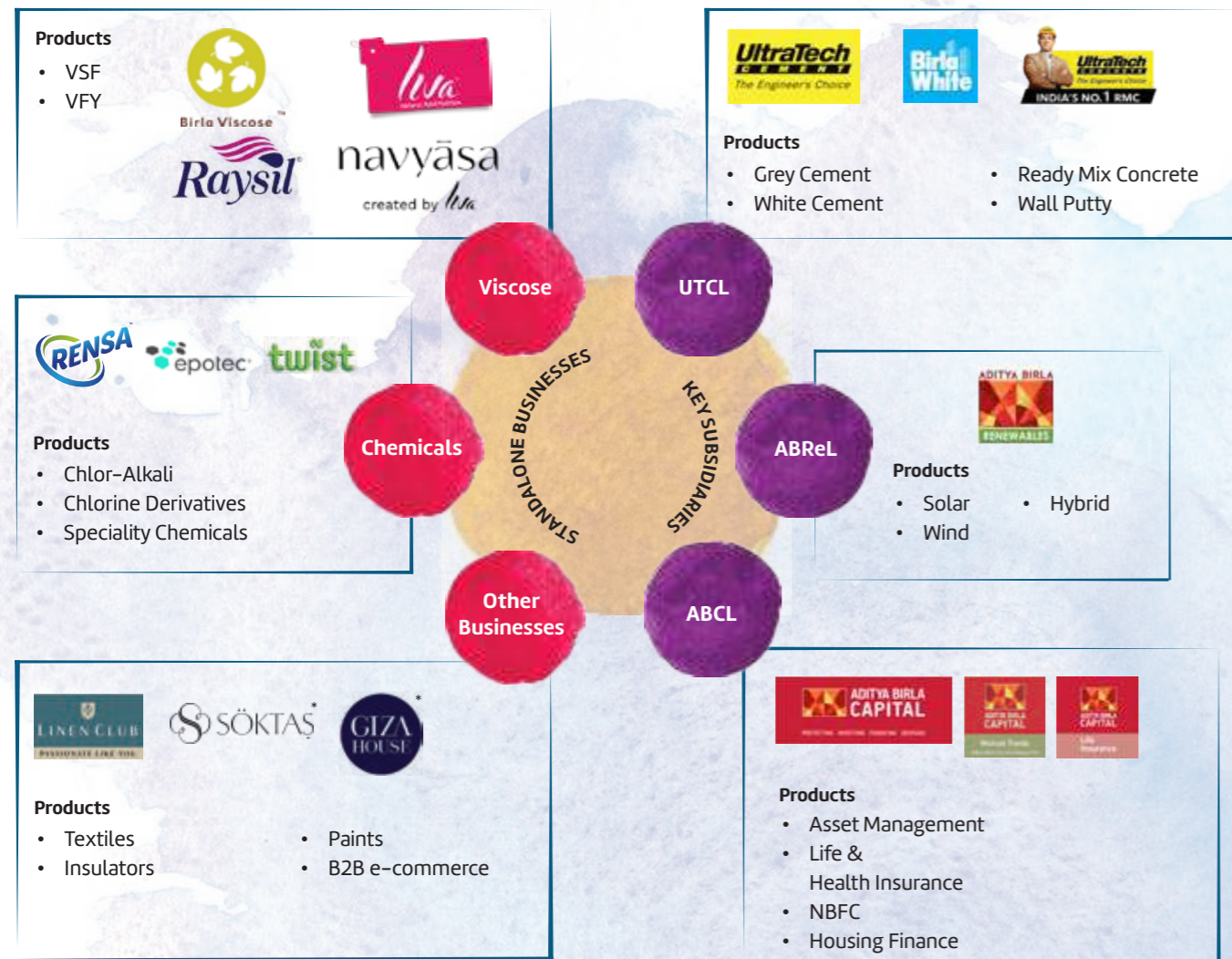


# Driving Diverse Opportunities

Grasim's diversified portfolio enables us to provide an extensive array of products and services to cater to the needs of our customers.

## Our Businesses



\*Using these brands under a license from Söktas Tekstil Sanayi Ve Ticaret Anonim Sirketi in key territories including India, Bangladesh and Nepal

## Standalone Businesses

### Viscose Business

#### Viscose Staple Fibre (VSF)



Grasim leverages more than a century history of viscose, the pioneer wood-based cellulosic fibre, to establish industry benchmarks for quality and environmentally responsible manufacturing.

Birla Viscose seamlessly blends the indulgent comfort and opulence of a natural fibre with the precise engineering of a man-made fibre. Crafted from sustainably sourced wood pulp, Birla Viscose stands out as the world's first viscose that meets the most stringent safety and purity criteria, making it not only biodegradable but also environmentally friendly. By upholding the highest standards, Birla Viscose ensures exceptional product quality, while minimising its ecological footprint. Garments enriched with Birla Viscose exhibit remarkable fluidity, lustre, softness, and drape, while providing unparalleled comfort to the wearer's skin. These sumptuous fibres inspire effortless

style and elevate everyday attire with a touch of grace and elegance.

Birla Modal exemplifies the pinnacle of softness and fluidity, complemented by remarkable durability and exceptional performance. As a second-generation advancement in viscose, its production process has been refined to enhance its remarkable sheen, luxurious texture, and impeccable draping capabilities, while also augmenting its practicality. Moreover, this fibre is sourced entirely from 100% renewable natural resources, enabling it to biodegrade and seamlessly reintegrate into the environment.

Birla Excel is a third-generation fibre, the latest in the line of cellulosic fibres from Birla Cellulose. Manufactured using an exceptionally eco-friendly process, it seamlessly merges the opulent comfort of natural fibres with the meticulous engineering of man-made fibres.

#### Key Trends

##### Traceability

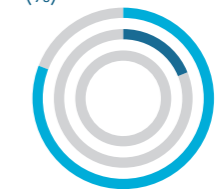
Through blockchain-based platform GreenTrack™, Birla Viscose and its value chain partners track material flow in the supply chain from forest to retail. The end-to-end sustainability journey is visible to consumers through a simple scan of the QR code and helps them make an informed purchase decision. Scan here to explore.



##### Circular Solutions

Innovators like Grasim are making inroads in the field of textile waste recycling. The process is of using pre and post-consumer cotton textile waste and following circular economy principle to convert the same into cellulose pulp that can be used for textile production. The end-to-end expertise from yarn to textile to brand has led your Company be one of the early adopters and pioneers of developing such solutions.

#### FY23 VOLUME MIX (%)



■ Standard fibre 81  
■ Speciality fibre 19

#### Process





## Viscose Filament Yarn (VFY)



### Key Trends

#### Innovation

Globally, there are accelerated innovations in the categories of sustainable, high performance, fashion, exotic and technical. Grasim has been successfully pioneering new Viscose Filament Yarn products in India like monofilament, microfilament, bi-shrinkage and VFY with unique effects for different fabric weaves. During the year, we developed three new products under SSY and two new products under CSY. R&D at the core has led Grasim address market requirements providing differentiated solutions for India's textile value chain partners.

Grasim holds the distinction of being India's leading producer of Viscose Filament Yarn. Our exclusive brand, Raysil, embodies a versatile fashion yarn crafted from top-quality and imported wood pulp. Notably, Raysil is 100% biodegradable and environmentally friendly, offering a delightful feather-light sensation, vibrant hues, and a captivating natural sheen.

Raysil®, our distinguished brand, showcases VFY that is sourced entirely from natural origins. The extensive product range encompasses bright, and dope dyed viscose filament yarns, spanning from 20 deniers to 1,200 deniers. Renowned for its adaptability, exceptional drape, fluidity, and luminosity, Raysil® VFY is highly sought-after for the production of fabrics like georgettes, crepes, chiffons, and various other textile creations.

## Chemicals Business



as Chloromethanes and Phosphoric Acid. Our future plans encompass expanding our product portfolio to include Epichlorohydrin (ECH), Mono Chloroacetic Acid, Carbon Tetrachloride, as well as evaluating potential offerings like Pyrethroids, Trichloroisocyanuric Acid, Chlorinated Polymers, and Carboxy Methyl Cellulose.

### Speciality Chemicals (Epoxy polymers and curing agents)

As a prominent player in the global market, our Speciality Chemicals division holds the esteemed position of being India's No. 1 and one of the top three Epoxy manufacturers worldwide. Since our establishment, we have consistently introduced a wide range of products and systems in categories such as Epoxy Resins, Curing Agents and Hardeners, and Reactive Diluents. Our dynamic and expanding portfolio effectively caters to diverse industries including Construction, Coating, Composites, Electronics, Adhesives, as well as specialised sectors like Wind, Aerospace, Automotive, Marine, and Sports. Through our renowned brands, we have garnered recognition for offering innovative products and groundbreaking solutions.

### Chlor-alkali Business

At our facilities located throughout India, the Chlor-alkali Business is engaged in the production of caustic soda, wide array of chlorine derivatives and speciality chemicals like Epoxy polymers and curing agents. These chemicals find application across various industries, including aluminum processing, pulp and paper manufacturing, textiles, water treatment, hydrogenated fats production, and downstream chemicals manufacturing. Our globally acclaimed product range features renowned brands which hold

certifications from reputable organisations such as the National Sanitation Foundation (NSF) and Certification Authority Authorisation (CAA).

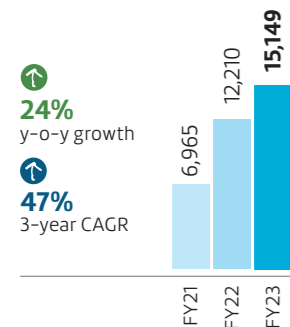
### Chlorine Derivatives Business

With a substantial production capacity in Chlorine Derivatives, we cater to rapidly growing markets including Pharma, Agrochemicals, Water Treatment, Food and Feed, Plastic additives, and Industrial sectors. Additionally, we have a presence in high-value speciality products such

### FY23 Performance

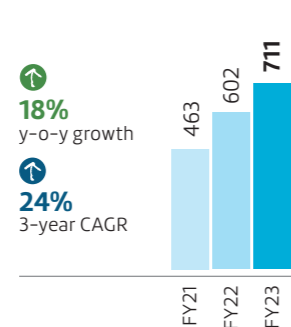
#### VISCOSE - REVENUE

(₹ crore)



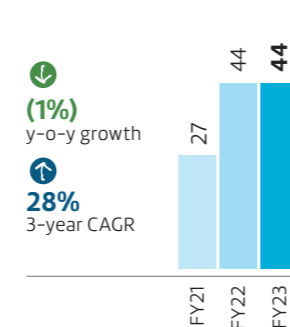
#### VSF SALES VOLUME

(KTPA)



#### VFY SALES VOLUME

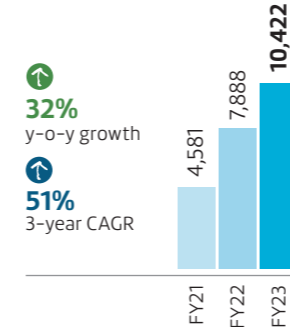
(KTPA)



### FY23 Performance

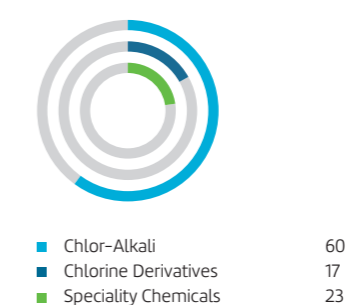
#### CHEMICALS REVENUE

(₹ crore)



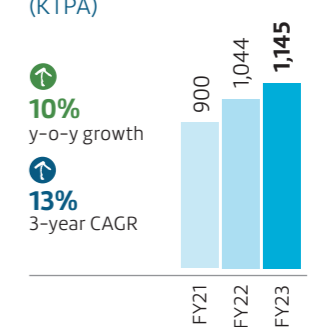
#### REVENUE MIX

(%)



#### CHLOR-ALKALI SALES VOLUME

(KTPA)





## New High Growth Businesses

### Paints Business



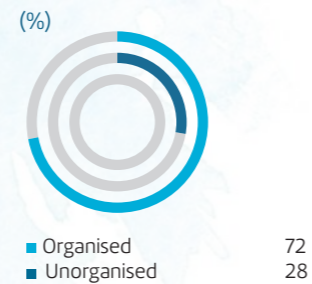
#### Key Drivers

- Strong housing demand on account of Government's focus on 'Housing for All' and rising aspirations are key drivers for growth in decorative paints.
- Increasing premiumisation and shortened repainting cycles are further aiding to the growth momentum.
- With population growth there would be rapid urbanisation in India which would foster greater economic productivity and create demand for housing.
- Increasing income levels coupled with young population are aiding aspiration-led demand and growth

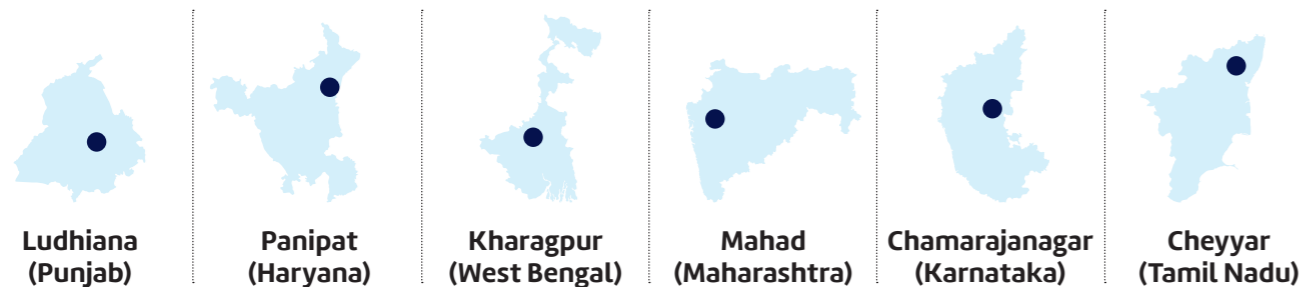
In the recent years, the Decorative Paints market has experienced substantial expansion, with notable changes in market dynamics. The decorative paints industry size is ~₹67K crore of which ~75% is organised sector. In FY23 organised decorative revenue grew by ~22% over FY22, to meet the market demand we are targeting a total capacity of 1,332 million litres per annum (MLPA), second largest

capacity in India. The commissioning of new plants is scheduled to commence in phased manner starting from fourth quarter of FY24. As of 31<sup>st</sup> March 2023, we have already invested ₹2,592 crore in capital expenditures, which accounts for approximately 26% of the planned outlay for our Paints business.

#### DECORATIVE PAINTS MARKET SHARE (%)



#### Paints Manufacturing Plant Locations



### B2B E-commerce Business



Grasim has announced its first such venture and intends to attain market leadership in B2B e-commerce for building materials. This B2B platform will transform and elevate how SMEs experience the business and enable them with more efficient procurement.

The value proposition of our Company is offering:

- Competitive pricing
- Assured quality
- Guaranteed delivery
- Financing solutions

Grasim has earmarked a capital outlay of ₹2,000 crore for the next five years to scale this high-growth opportunity.

#### Product Categories



Cement and Steel



Sanitaryware, Tiles, Pipes and Fittings



Paints



Doors, Windows and Kitchen

#### Key Drivers

- Industry is estimated at ~\$100 billion with current digital penetration of <2%
- The building material procurement segment in India has witnessed a compound annual growth rate (CAGR) of around 14% over the past three years
- Elevate MSMEs' experience by creating a B2B e-commerce platform helping efficient procurement and wide reach
- Impetus to Government's vision of 'Digital India' and 'MSMEs Empowerment'



## Other Businesses

### Textiles Business



Our commitment to excellence is reflected in our sourcing practices, where we select and utilise only the highest quality wool from Merino sheep which has established us as prominent wool manufacturers on a global scale. To guarantee the superior quality of our materials, we subject them to rigorous quality assurance processes and product certification through The Woolmark Licensing Program. This ensures that both our valued consumers and partners in the value chain receive the finest fibre content in our wool tops and yarns.

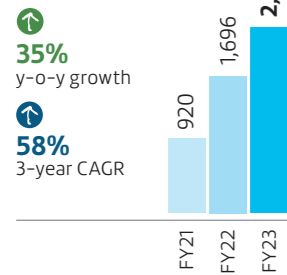
Jaya Shree Textiles stands as the largest integrated linen yarn and fabric factory

in the nation, encompassing expertise in spinning, weaving, and garmenting the most exquisite linen collections. Linen Apparel business, built on an outsourced garmenting model, has grown 100% over last year. Today, Grasim is a prominent player in high quality Linen Apparel space with products available across exclusive and multi brand leading outlets in the country, online marketplaces and LinenClub.com. The Company forayed into women's wear ready-made (Linen Club Woman) with an asset-light model, in a step towards category expansion and increasing linen penetration amongst new consumer group.

#### FY23 Performance

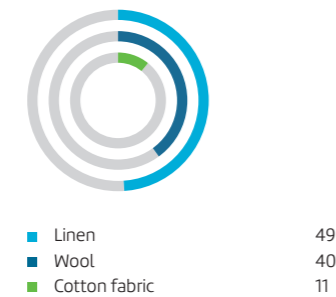
##### TEXTILES REVENUE

(₹ crore)



##### REVENUE MIX

(%)



### Insulators Business



Aditya Birla Insulators holds the distinction of being the largest electrical insulator manufacturer in India and ranks among the top four globally. The Company offers the widest range of insulators in India, catering to various applications such as transmission lines, substations (up to 1,200 kV voltage level), equipment, and railways. In 2019, Aditya Birla Insulators commissioned the Composite Hollow Core Insulators (CHCI) plant at Halol through

a joint venture with Maschinenfabrik Reinhausen GmbH of Germany, known as Aditya Birla Power Composites Limited (ABPCL). With over five decades of technical expertise, Aditya Birla Insulators has maintained a competitive edge in the industry. Notably, it is the sole insulator manufacturer worldwide to implement bar codes for product traceability throughout the production process.

## Key Subsidiaries

### UltraTech Cement



UltraTech Cement serves as the comprehensive one-stop destination for all building materials, offering a diverse range of products. From grey cement to white cement, from building products to building solutions, and an extensive selection of ready-mix concretes, UltraTech Cement caters to a wide range of needs and applications. With over

100 Ready Mix Concrete (RMC) plants spread across 35 cities, UltraTech stands as the largest concrete manufacturer in India. Additionally, the Company offers a range of speciality concretes tailored to meet the specific requirements of discerning customers.

Birla White, India's leading brand in white cement, has established itself as the epitome of 'Whitest White Cement'. The production of white cement by Birla White commenced in 1988, and since then, consumers have witnessed the limitless possibilities of using white cement in various applications. Recognising the evolving aspirations and needs of customers, Birla White swiftly adapted to the changing market dynamics. This led

**UltraTech Cement serves as a one-stop destination for all building materials, offering a diverse range of products.**

to the development and introduction of a range of innovative surface finishing products based on white cement. The current portfolio includes WallCare Putty, Levelplast, GRC, and Textura, each serving to enhance wall care and elevate interior aesthetics.

### Aditya Birla Capital



Aditya Birla Capital Limited (ABCL) stands as a prominent financial services conglomerate in India, dedicated to delivering comprehensive financial solutions that cater to the evolving needs of our customers throughout their lifetime. Whether it is investing, financing, protecting, or seeking advice, we strive to provide our customers with

**ABCL has been a leader in adopting new Technologies in the BFSI space.**

a streamlined, reliable, and effortless experience through our unified brand and service platform.

### Aditya Birla Renewables



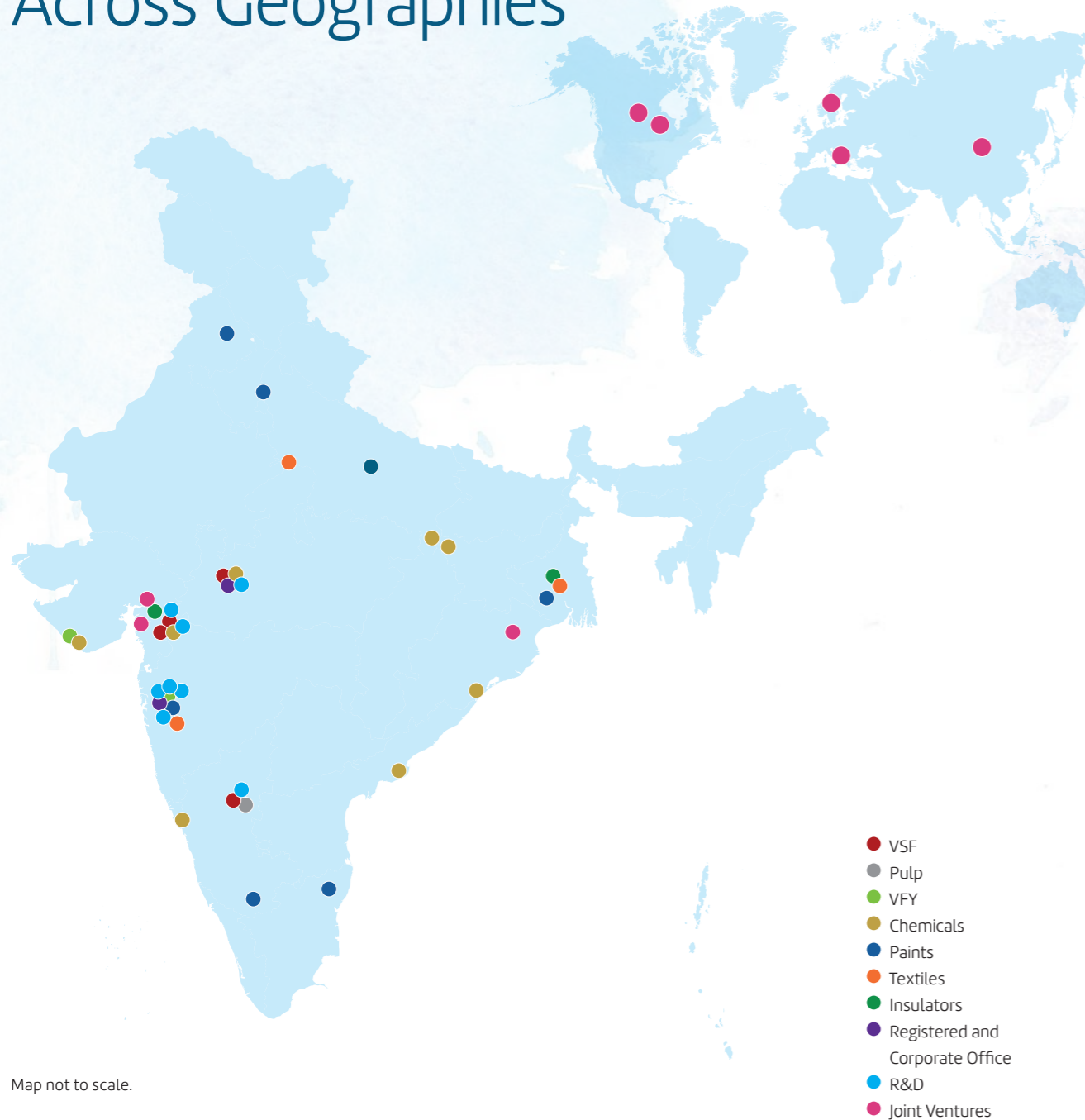
Aditya Birla Renewables is a frontrunner in the field of clean energy solutions, spearheading the industry's transition towards a more sustainable future. With

over a decade of experience in executing large-scale and intricate renewable energy projects throughout India, we play a vital role in powering the nation's green transformation. Our comprehensive range of solutions encompasses solar power, wind power, hybrid power, and battery storage, covering the entire spectrum of renewable energy sources. Currently, Aditya Birla Renewables boasts a robust portfolio of approximately 7.7 GW in India, and we are resolutely progressing towards our ambitious target of achieving 2 GW in installed capacity by FY24.

**ABReL plays a key role in fulfilling the Group companies' renewable energy demands and decarbonisation targets.**



# Operating Seamlessly Across Geographies



Grasim Industries Limited Integrated Annual Report 2022-23

## MANUFACTURING SITES

- VSF (824K TPA)**  
Nagda, Madhya Pradesh  
Kharach, Gujarat  
Harihar, Karnataka  
Vilayat, Gujarat
- PULP (74K TPA)**  
Harihar, Karnataka
- VFY (50K TPA)**  
Veraval, Gujarat  
Kalyan, Maharashtra
- CHEMICALS (1,311K TPA)**  
Nagda, Madhya Pradesh  
Vilayat, Gujarat  
Renukoot, Uttar Pradesh  
Rehla, Jharkhand  
Ganjam, Odisha  
Karwar, Karnataka  
Veraval, Gujarat  
Balabhadrapuram, Andhra Pradesh  
Vilayat, Gujarat (Speciality Chemicals)
- PAINTS (1,332 MLPA)**  
*(To be commissioned)*  
Panipat, Haryana  
Kharagpur, West Bengal  
Cheyyar, Tamil Nadu  
Chamarajanagar, Karnataka  
Mahad, Maharashtra  
Ludhiana, Punjab

- TEXTILES**  
Rishra, West Bengal  
Malanpur, Madhya Pradesh  
Kolhapur, Maharashtra

- INSULATORS**  
Halol, Gujarat  
Rishra, West Bengal

## REGISTERED OFFICE

Birlagram, Nagda, Madhya Pradesh

## CORPORATE OFFICE

Aditya Birla Centre, Mumbai, Maharashtra

## JOINT VENTURES

- AV Group NB Inc., Canada
- Aditya Birla Elyaf Sanayi Ve Ticaret Anonim Sirketi, Turkey
- AV Terrace Bay Inc., Canada
- Aditya Group AB, Sweden
- Bhubaneswari Coal Mining Limited, Odisha
- Aditya Birla Power Composites Limited, Gujarat
- Birla Jingwei Fibres Company Limited, China
- Birla Advanced Knits Private Limited, Gujarat

## R&D

- Aditya Birla Science and Technology Co. Pvt. Ltd. (ABSTC), Talaja, Maharashtra
- Aditya Birla Water Application and Product Development Centre, Vilayat, Gujarat
- Next Generation Fibre Research Centre (NGFRC), Nagda, Madhya Pradesh
- Aditya Birla Cellulose Fibre Research Centre, Kharach, Gujarat
- Textile Research Application and Development Centre (TRADC), Kharach, Gujarat
- Pulp & Fibre Innovation Centre (PFIC), Talaja, Maharashtra
- Clonal Production Centre (CPC), Harihar, Karnataka
- Performance Material Research Centre (PMRC), Talaja, Maharashtra
- Paints R&D Lab and Pilot Plant, Talaja, Maharashtra

- 4**  
VSF Plants
- 9**  
Chemical Plants
- 6**  
Paint Plants
- 3**  
Textile Plants
- 2**  
VFY Plants
- 2**  
Insulator Plants
- 1**  
Pulp Plant