



BOLD BETS

Grasim Industries is focused on creating value through innovation and superior offerings

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GRASIM INDUSTRIES

K. M. BIRLA, CHAIRMAN,

Total assets Rs 229,155.7 cr	Total income Rs 73,837.2 cr
Operating profit Rs 16,885.3 cr	Net profit Rs 2,746.9 cr



RASIM INDUSTRIES has a storied legacy of business transformation over the years. Grasim's bold bets to create additional capacity and re-imagine business models have led to another year of very strong performance.

Grasim's revenue from operations for FY 2018-19, increased to Rs 72,970.6 crore which was 31 per cent higher than that of the previous year (Rs 55,893.5 crore in FY 2017-18). The consolidated EBITDA increased to Rs 12,819.9 crore for FY 2018-19 which was 18 per cent higher than that of the previous year (Rs 10,883.37 crore in FY 2017-18). On a standalone basis, revenue from operations for FY 2018-19 increased to Rs 20,550.4 crore which was 30 per cent higher than that of the previous year (Rs 15,785.8 crore in FY 2017-18). The standalone EBITDA increased to Rs 4,639.1 crore for FY 2018-19 which was 31 per cent higher than that of the previous year (Rs 3,541.5 crore in FY 2017-18).

The company gave out a dividend of Rs 7 per equity share of Rs 2 each of the company (dividend @350 per cent of the face value), for the financial year ended 31 March 2019.

"The year 2018-19 has been one of strategic decisions and partnerships; with many transformational business transactions: Vodafone-Idea merger, purchase of Binani Cement,

acquisition of Aleris in Metals and Söktas, in Textiles. Consequently, we are globally the third-largest cement company (outside of China), and among the top 3 telecom players in the world," said Kumar Mangalam Birla, Chairman of Grasim Industries.

Speaking specifically about Grasim, Birla said Grasim's leadership position in the viscose and chemicals segments would get further strengthened by the expansion plans under implementation. "Simultaneously, continued focus on enhancing share of value added products across businesses would lead to better quality of earnings. I believe, going forward, Grasim will continue its unrelenting pursuit of enhancing shareholder value, and growth in earnings and revenues," he added.

The Viscose business reported another year of exceptional performance as reflected in operational and financial numbers contributed by Viscose Staple Fibre (VSF) as well as Viscose Filament Yarn (VFY). The Company's fashion brand LIVA is seen a lot of success, LIVA which was predominantly a women's apparel brand, has been extended to the home textile segment also. The launch of 'Livaeco' as an eco-enhanced variant of 'Liva', is a step towards giving further boost to the company's sustainability credentials, while retaining the fashion quotient of the brand. Viscose net revenue grew by 23 per cent YoY to Rs 10,325 crore in FY19. EBITDA rose to Rs 2,052 crore up 22 per cent YoY.

The textiles business, established in 1949 as a textile unit, Jayshree Textiles is a producer of premium textiles (linen fabric, linen yarn and worsted yarn) in the linen and wool business in India. Through the brand Linen Club, Grasim has significantly revolutionised the Indian textile market by popularising linen in India across a wide customer base. The linen business has created a strong foothold in the Indian market; it enjoys 37 per cent market

share in the linen yarn segment and 45 per cent market share in the linen fabric segment. During the year, the company also acquired 100 per cent stake in Söktas India, as part of its strategy to strengthen its leadership in the linen fabric market in India. Textile net revenue grew by 41 per cent YoY to Rs 1,501 crore in FY19. EBITDA rose to Rs 139 crore up 125 per cent YoY.

— Siddharth Shankar

With Linen Club, Grasim has revolutionised the Indian textile market by popularising linen in India across a wide customer base