



Investor Presentation

Apr 2021 - Q4 FY21 Results

Disclaimer



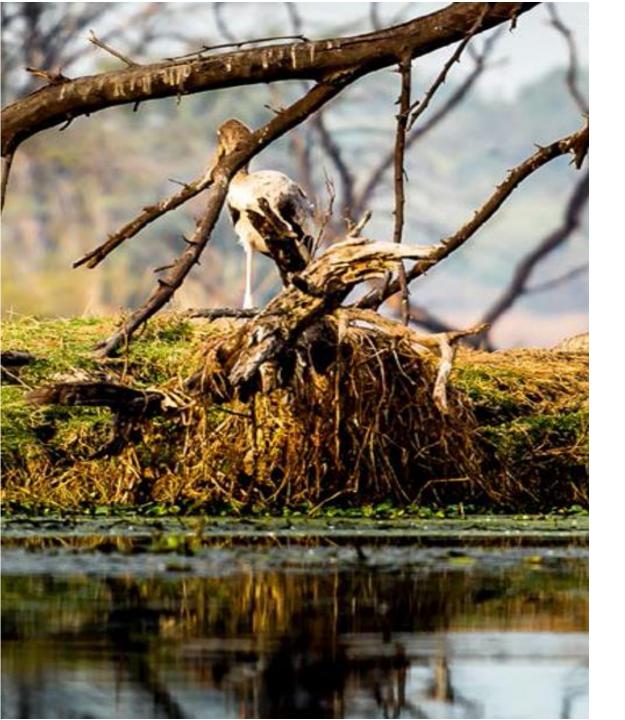
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Agri industry: The opportunity ahead



Coromandel: Strong track record, future positive



Business-wise highlights: Unique strengths to win in the market



The Coromandel investment case: Summary



Coromandel: FY21 Results Update





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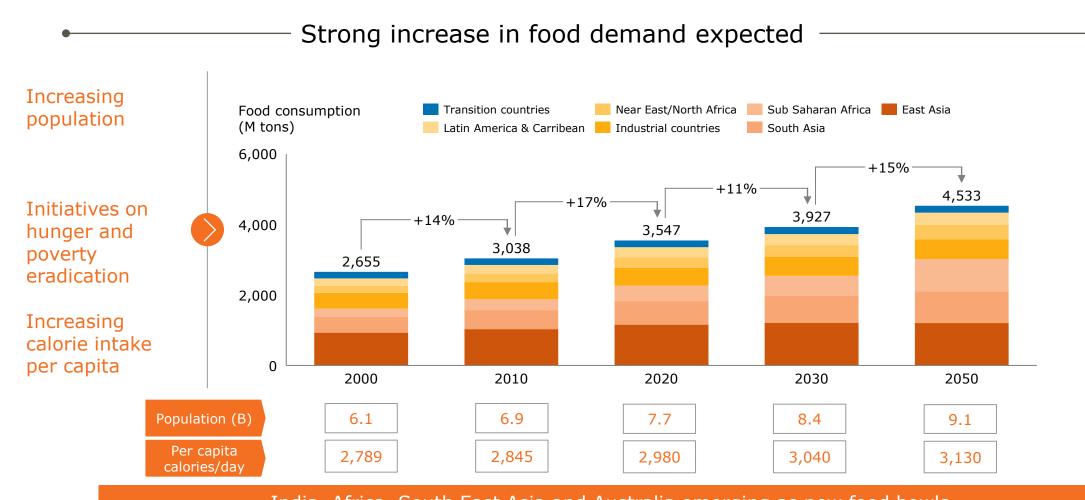
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Coromandel: FY21 Result Update



Global: Increasing population and wealth to drive up global food consumption



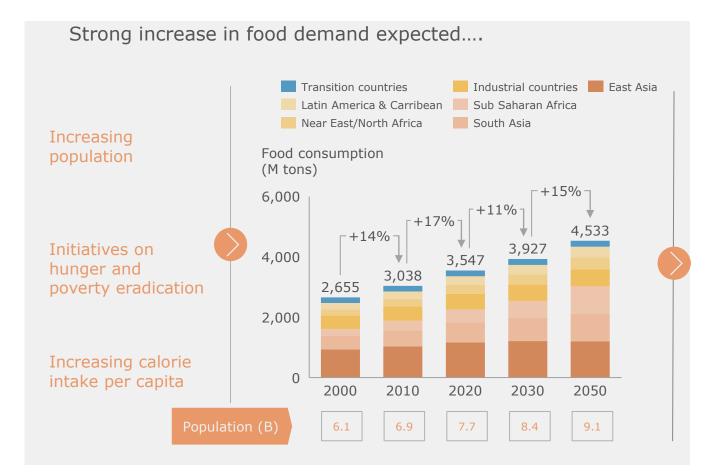




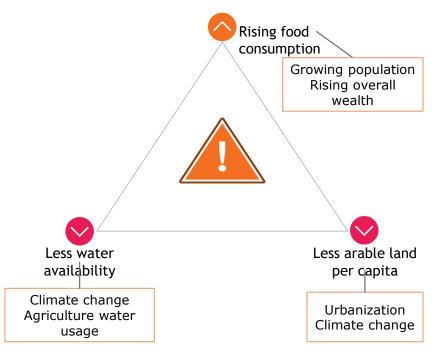
Source: FAOSTAT; BCG analysis



Global agri trend: Rising consumption & resource exhaustion



Combined with non-ceasing water and land scarcity seen leading to Natural Resource pressure triangle

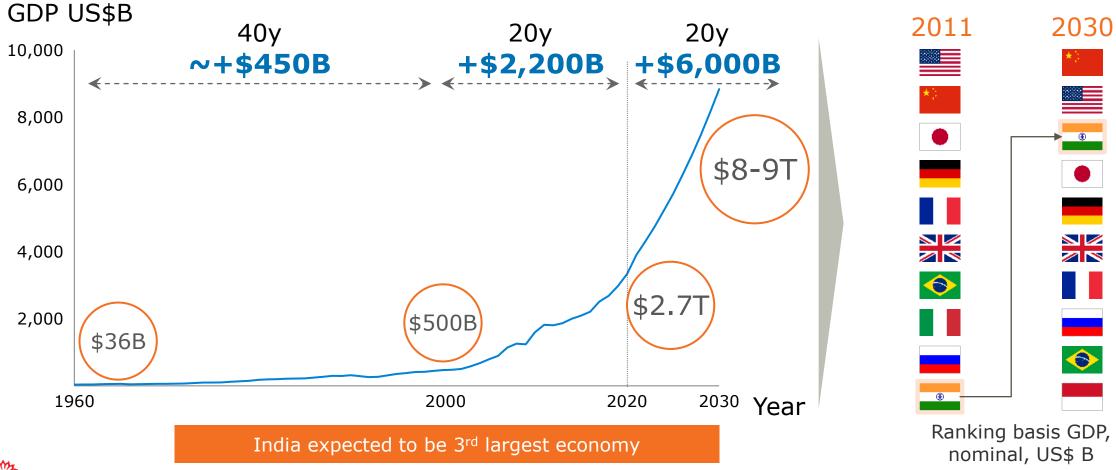


Pressure on improving the agri productivity



India: A decade of accelerated growth ...



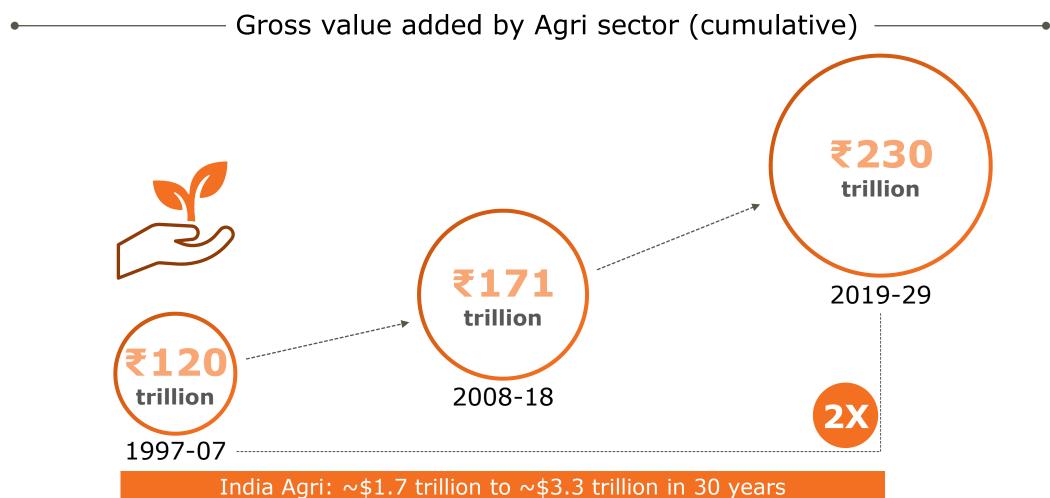




Note: Forecasts by International Monetary Fund, Oxford Economics, The Economist Intelligence Unit, OECD, The World Bank & Reserve Bank of India Source: Oxford economics



India: ... with unparalleled value creation in Agri sector over the next 10 years in India



India: The opportunity and imperative for value creation in Agri sector over the next 10 years are large...





Low Mechanization

Level of mechanization (%)

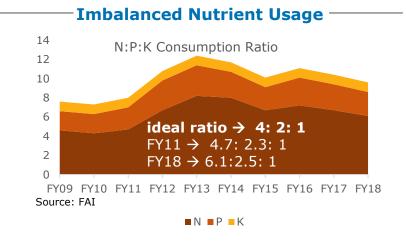
95% 95%

40%

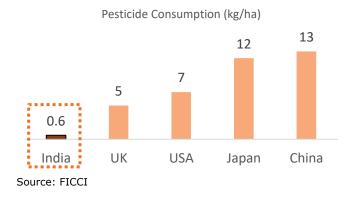
48%

India Brazil USA West Eur Russia China

Source: World Bank, FAO



Low Crop Protection consumption





Mega Growth Opportunities for bridging the productivity gaps



8 global agri trends: Impact on India

Rising pressure on natural resources



Pressure on natural resources is driving greater push towards micro-irrigation in India

Continued importance to Political economy



Additional Government interventions in the form of higher MSP and Direct Benefit Transfer to support farmers

murugappa

Changing dietary preferences



Dietary patterns are evolving as demand for fruits, vegetables & pulses continues to grow at 6-8% CAGR v/s cereals (1%)

Rise of digital farmers



Increasing mobile penetration
to provide unique opportunity to
use personalization to build
deep farmer connect

Evolution of farm holdings



Declining avg. farm holding (87% of India farmers hold <2 Ha) is adding pressure on farm productivity

Farm
Tech advancements



Precision farming are changing the landscape of agri today & will continue to do so in the future

Farm labor shortages



Decreasing labour availability is driving 10% p.a. rise in cultivation cost of major crops

Evolution of logistics



Logistics sector is evolving in India with 42 mega Food Parks planned across the country



Trends opening up significant opportunities for Agri cos







Rising pressure on natural resources



Continued importance to Political economy



Changing dietary patterns



Rise of digital farmers



Evolution of farm holdings



Farm Technology advancements



Farm labor shortages



Evolution of logistics

- Focus on balanced plant nutrition and improved Ag input penetration
- Focus on specialized nutrients and ag inputs for F&V, pulses in line with changing dietary preferences
- Precision farming / ag tech at the heart of holistic agri solution of the future
- Micro-irrigation to gain prominence; Agri-input delivery models will change
- Digital presents a great opportunity to drive personalization and farmer connect
- Continued emphasis on improving farm productivity; shared service models for mechanization to gain prominence





Government policy focus positive for value creation in Agri sector



- Doubling of farmer income: Productivity, Price Realization
 - Productivity: Soil Health Cards, customized fertilizer
 - Realization: Direct Income Support Centre & State initiatives, Agri Insurance, Electronic Agriculture Markets, MSP support
- Contract farming: Improved value chain linkage



- Positive Policy shifts
- Direct Benefit Transfer (DBT) Soil health cards, Direct benefit transfers
- Nutrient self-sufficiency: 'Make in India' to target intermediate & finished product capacity additions
- Quality consciousness: SSP RM quality, Pesticide Management Bill
- Sustainable farm solutions: Balanced nutrition, Bio and Organic as next focus areas



- JAM (Jan Dhan, Aadhaar, Mobile) as enabler to direct benefit transfer for beneficiaries
- Building Rural India: Electrification, Ayushman Bharat (Health insurance)
- Push towards Pulses & Oilseeds Self sufficiency goals



Infra Push

- Irrigation focus:
 - Micro Irrigation focus
 - Accelerated Irrigation Benefit Program River linkages
- Increased investments in logistics, cold chain and warehousing
- Inland waterways, Sagarmala project Alternate distribution channel
- Thrust on Farm mechanization Custom Hiring Centres





COVID 19: Agriculture reforms – Sets a good base for long term while taking care of short term



Immediate Measures

- Essential Industry: Declared Agri Input industry as essential industry
- Supply chain: Agri supply chain including production given preference
- PM Kisan: Front loading first payment of Rs. 2000 (8.1 Cr Farmers)
- MGNREGA: Increased allocation to MGNREGA to aid migrant workers
- Direct Procurement: Telangana, Andhra, Punjab, Haryana, UP and Other



Stimulus Package

- Concessional Credit: Rs. 2 Lakh crores
- Working capital: Funding through NABARD: Rs. 30,000 Crores
- Agri infrastructure fund: Rs. 1 Lakh crores
- Formalisation of Micro Food Enterprises: Rs. 10,000 Crores (2 Lakh MFEs)



Agri Output Marketing Reform

- Ordinance passed to Increased participation in agri output space
- The Essential Commodities (Reforming Act)
- The Farming Produce Trade and Commerce (APMC Reform)and
- The Farmers Agreement on Price Assurance (Contract Farming)







Agri industry: The opportunity ahead



Coromandel: Strong track record, future positive



Business-wise highlights: Unique strengths to win in the market



The Coromandel investment case: Summary



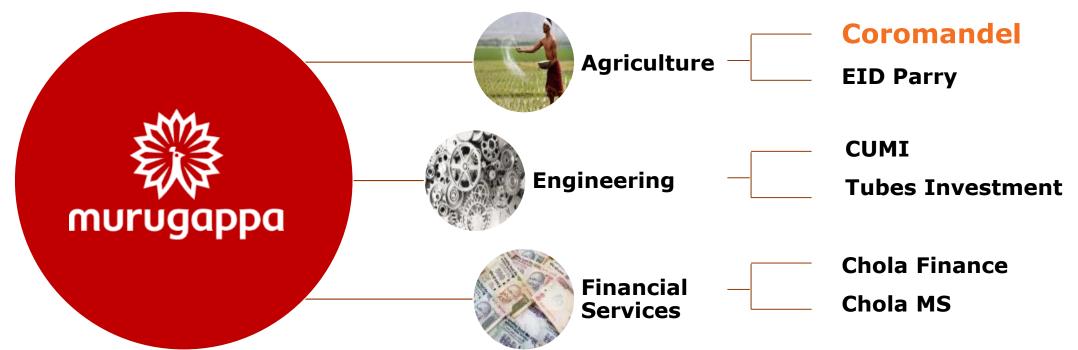
Coromandel: FY21 Result Update

Murugappa Group:



Coromandel flagship company of the group







Coromandel: Strong Governance Structure









Professional Management



Engaged employees





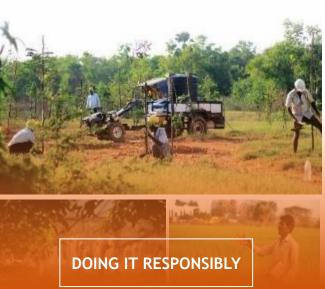
Coromandel: a strong, responsible company

Key Facts:

- Turnover: **Rs. 142 billion** (FY20-21)
- Market Cap: Rs. 216 billion (Apr 2021)
- Strong credit rating: 'AA +' (Stable outlook)' with CRISIL India
- Zero long term debt
- ~4500 employees & ~7500 contract staff







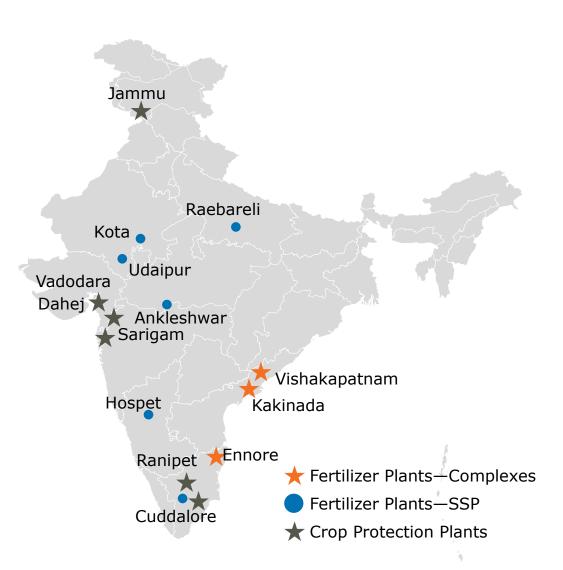




Coromandel: India footprint



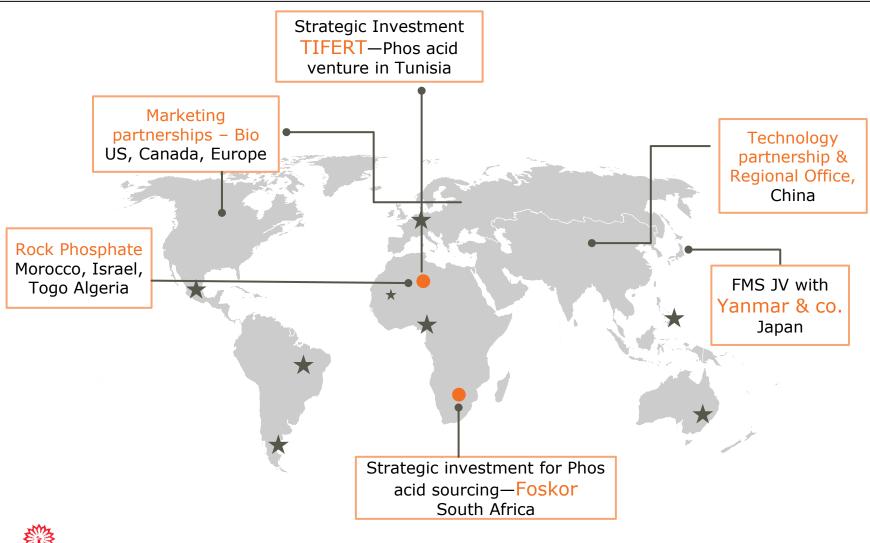
- Pioneers & market leaders in Specialty Nutrients
- India's largest Single
 Super Phosphate (SSP)
 company
- 5th largest Crop Protection Indian company
- Worlds' largest Neem based Bio pesticide manufacturer
- No. 1 Organic Manure player in India
- Largest Rural Retail Chain in India







Coromandel: Global footprint & collaborations



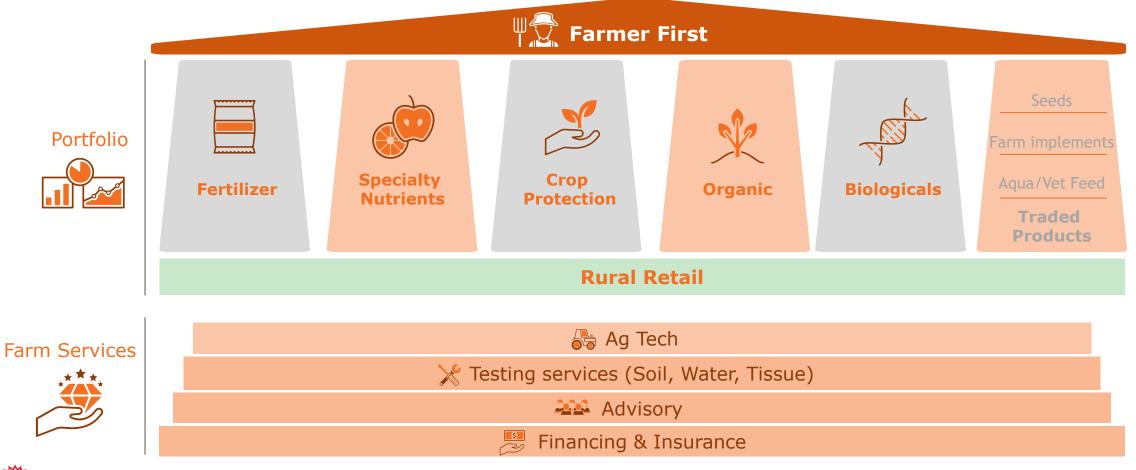
- Highly diversified sourcing
- Significant market presence in International markets
- Technology tie ups with global majors like Shell
- Farm
 Mechanization JV
 with Yanmar, Japan



★ Crop Protection global subsidiaries



Coromandel: A 'Farmer First' winning business model





Coromandel: Converting farmer insights into farmer prosperity



Marketing & **Activation**

 Educating, disseminating best-in-class package of practices, driving change for higher productivity



Direct connect with **farmers**

 Deep insight on farmer preferences, cropping patterns, pest incidence, area under cultivation, hyperlocal trends



Customized Product offering

 R&D focusing on value added products deeply linked to farmer cropping patterns and insights in target markets



Trade, own retail and institution with last mile connectivity









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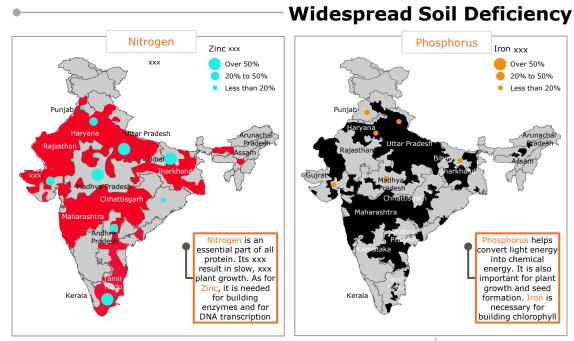


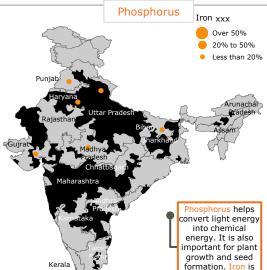
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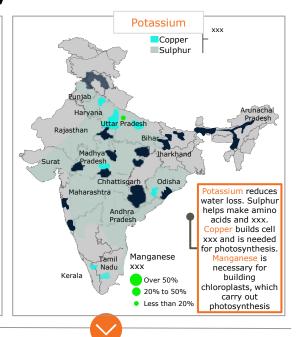


Coromandel:FY21 Result Update

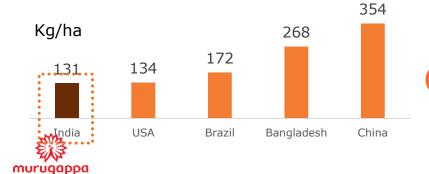
Fertilizer: Opportunity to address nutrient imbalance







Low Nutrient Usage



Best placed to capture this opportunity

necessary for

building chlorophyll





Huge opportunity exists for Fertilizer business to provide balanced nutrition



Relatively untapped Secondary & Micro Nutrients segment



Organic products for soil rejuvenation



Fertilizer: Positive Policy Measures

Soil Health Cards ...



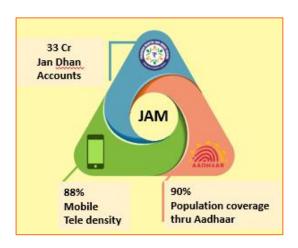
- Scheme started in 2015 by Government of India
- Soil health cards issued every two years—140 mil farmers covered

Direct Benefit Transfer (DBT)



- In 2018, DBT implemented pan India
- Accurate information gathering wrt availability of fertilizers
- DBT2.0: linking the soil health card data with the individual farm records

JAM Trinity for Direct Transfers



- Rural India high on "JAM" coverage—Jan Dhan (Bank account coverage), Aadhaar (Biometric system), Mobile (88% coverage)
- Paving way for direct subsidy transfer to farmers

Boosting investments



- Self sufficiency in Urea—
 Additional 6-7 million ton capacity
- P&K—Ensuring distribution flexibility for domestic manufacturers
- SSP—Addressing quality issues
- Lower corporate tax rates to boost investment





Coromandel Fertilizer: Highlights

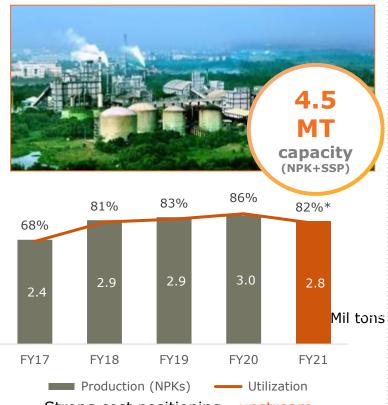
Differentiated Product Offering





- 13 products catering to farmer needs
- Quality focus Quick Test Kit
- Collaboration with IIT Bombay Monash,
 IIT Kharagput, pilot farms initiatives for
 murugappanew R&D

Efficient Manufacturing



- Strong cost positioning upstream integration
- Strategic tech tie-up with global players
- JVs for Phos. acid security
- Utilization: NPK Plants
 - *Lower in FY2021 due to COVID Pandemic

Winning in Markets

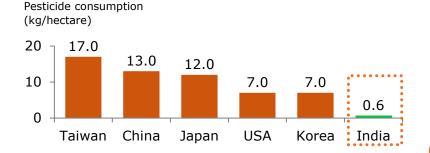


- 2nd largest Phosphatic marketer in India
- Largest SSP marketer 14% market share
- Best in class agronomists & market development team (~300)

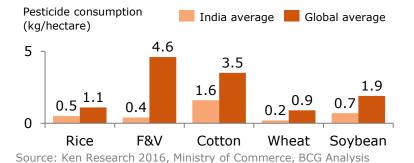
Crop Protection: Market opportunity large

India ... massive potential exists

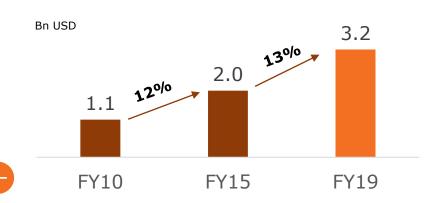
India - Consumption lowest in world



Consumption across crops significantly lower



Exports slated to grow at 9% CAGR



India – Unique advantages to boost exports:

- Low cost operations with high quality
- Strong IP protection CRAMS
- Skilled manpower & process engineering skills
- Strong presence in generic space
- · SEZs & strong investment climate



Best placed to capture this opportunity





India is well positioned to tap the huge multi-year exports opportunity in Ag-chem



Improvement in Crop protection usage domestically in the future to provide fresh impetus





Coromandel Crop Protection: Highlights



Large

Crop protection company in India

80,000+

Tons per annum manufacturing capacity from 6 plant locations

Strategic collaborations with global players across the entire value chain (R&D, mfg. & sourcing) in US, Canada, Europe, China, Japan

China desk for sourcing security

10,000 dealers

Presence across

~60+

brands based product portfolio sold across ~81 countries

Key Strengths



Product Offering

- 1000+ product registrations globally resulting in geographically diversified sales
- Focus on new products/combinations development - Rich product pipeline
- State of the art R&D center & pilot labs



Manufacturing

- 3rd Largest Mancozeb manufacturer globally
- 3 technical and 2 formulation facilities
- Ability to manufacture 17 technical
- Manufacturing capacity across 6 plant locations



Sales and Marketing

- B2B and B2C presence
- Geographically diversified sales: 37% international sales
- Best in class agronomists & market development team (~300)





Coromandel Biologicals: Highlights





murugappa

No.1
Azadirachtin
manufacturing
facility in the
world

65% Export share

State of the art laboratories

Key Strengths



New Product development

- Rich product pipeline
- Strong R&D capabilities: Research on Azadirachtin from plant extracts, microbial bio pesticides
- Tie-ups with Indian and International CROs



Manufacturing

- Manufacturing facility in Cuddalore, TN
- Highest purity and best in class stability at plant - 2 yrs shelf life
- Mfg. process: Aflatoxins < 50ppb vs European norms of 100 ppb
- Global Organic certifications: DNV, IMO



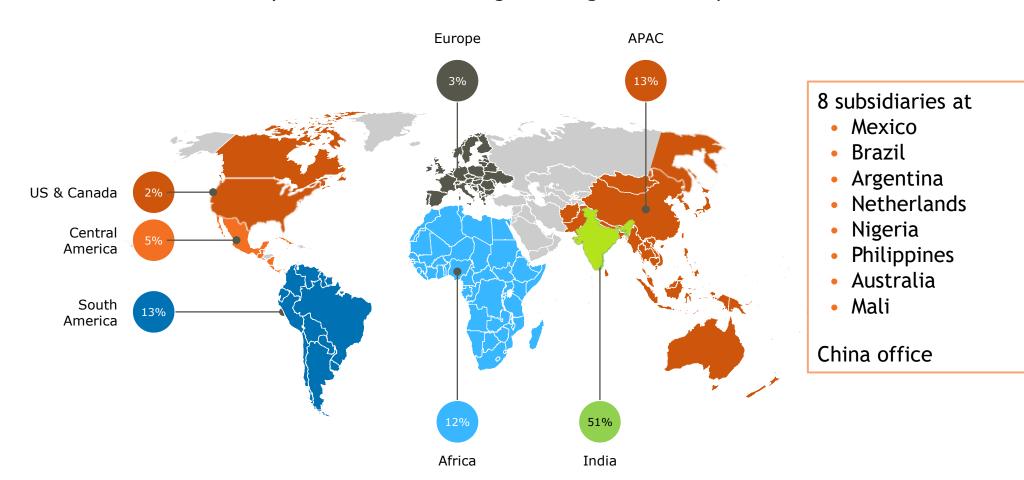
Sales and Marketing

- Export contribution driven by significant presence in USA, Canada & Europe
- Tie-ups with Agri institutions etc.



Coromandel Crop Protection: Global footprint

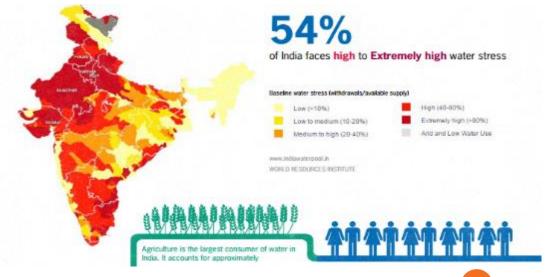
Beyond India ... Creating a true global champion

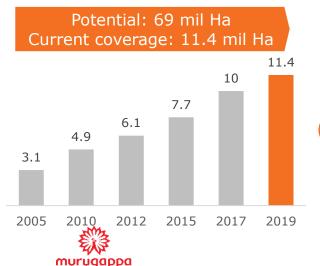




International markets: B2B to B2C

Specialty Nutrients: Market opportunity large – micro irrigation, secondary & micro nutrients







Best placed to capture this opportunity



Potential for Specialty Nutrients business to capture market as micro-irrigation coverage expands



Current Micro Irrigation coverage in India at 6% (US: 55%, Brazil: 52%, China: 10%)



Scope to scale up consumption of Water soluble Fertilizers



Coromandel Specialty Nutrients: Highlights



Market leaders

In WSF & Sulphur segments

Activation

Tie-ups with Drip Irrigation, contract farming, Agri university etc.



Key Strengths

Product Offering

- Focus on Crop specific nutrient & liquid fertilizer solutions targeting Cereals, pulses, cotton and horticulture crops
- Exclusive offerings of WSF grades -Speedfol, Insta, Superia, Ultrasol



Focus Products

Strong R&D

Unique product development Crop specific offerings



Sourcing & Manufacturing

 Efficient manufacturing capabilities: Bentonite sulphur, Water Soluble Fertilizers (WSFs)



Sales and Marketing

- Strong dealer network to capture whitespace emerging from increasing micro irrigation penetration
- Agronomist team for Extension support





Coromandel Retail: Comprehensive Agri Solutions



~750

Retail Centers

Significant presence in AP, TG, KN; foray into Maharashtra

ONE

Stop Shop for Agriculture needs

Convergence of Products & Services



Key Strengths

Key achievements

- India's largest agri retail chain
- Strong brand equity providing customer value proposition of Quality, Trust & farm Advice



Comprehensive Agri solutions

- Own manufactured and label products:
 Ag nutrients, crop pesticides, seeds, vet feed, farm implements
- Value added services: farm mechanization, agri insurance, soil testing, credit, extension activities etc.



murugappa

3 million +

Farmers - Direct connect

Farmer driven insights



Consumer Connect

- Strong farmer connect ~70% turnover through Captive product
- Non Fertilizer Focus: ~47% of sales
- Educating farmers through regular meetings
- Scientist at store to assist farmers



Coromandel Organic: Highlights



No.1
Organic fertilizer
marketer in India



Key Strengths

Product Offering

- Product portfolio:
 - Soil health (City compost)
 - Soil nutrition (Kash, PROM, CMS, Nrich)
 - Soil amendment (gypsum)

Growth drivers for future

- Regulatory push
- Swachch Bharat Waste treatment management
- Soil Health Focus- Sustainable Agriculture
- Consumption shift- Organic Food



Sales & Marketing / Activation

- Largest Organic marketer in India 1.6 lakh tons annually
- Strong activation focus: Tie-ups with Agri universities and organic farms
- Soil health testing services for farmers

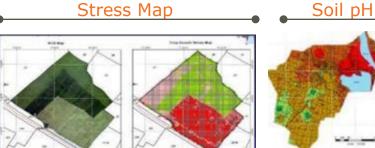




Coromandel AgTech: Successful forays

Coromandel has successfully forayed into Agtech by carrying out pilot trials using Drones







Real time crop diagnostics quickly highlighting stressed regions needing intervention made possible



Crop advisory provided to farmers based crop diagnostics results



Timely interventions enhancing farmer prosperity

	Yield improvement	Additional income/ acre (Rs)	Avg Net Returns
Paddy	18%	5848	34%
Cotton	23%	8547	55%





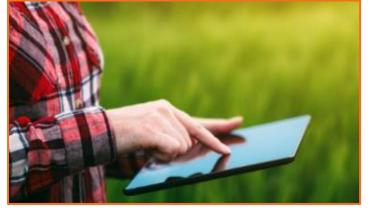
Coromandel: Leveraging Technology for Farmer Prosperity



~50,000 soil tests carried out annually



Farm advisory through Scientists' panel



Gromor **Nutrient Manager** based nutrients recommendations



Hiring Farm machinery through **Custom Hiring Centers**



Developing superior delivery mechanisms - Injectables



E kiosks for improving reach & product delivery





Coromandel: Focus on Sustainable development

Bird's Paradise



- Bird's Paradise was established at Kakinada plant is home to 100+ species
- Recognized by UNDP `Turning a Factory into a Bird Sanctuary'
- Extensive coverage by Discovery

Green Belt



- Converting Phospho gypsum heaps into green belt
- 1st of its kind initiative globally



Coromandel CSR: Doing it responsibly

Healthcare Initiatives



- Coro Medical Centres have touched 80K+ beneficiaries annually
- Supporting Paediatric ward at Kakinada Government Hospital, Hrudhya – Heart Foundation

Girl Child Education Scheme



- Girl Child Education Scheme has touched 16K+ children and counting
- More than 5K girls benefited through scholarships

Community Development



- Community development initiatives focussed on creating employment opportunities: Computer skills, Tailoring training
- Toilet construction under Swatch Bharat







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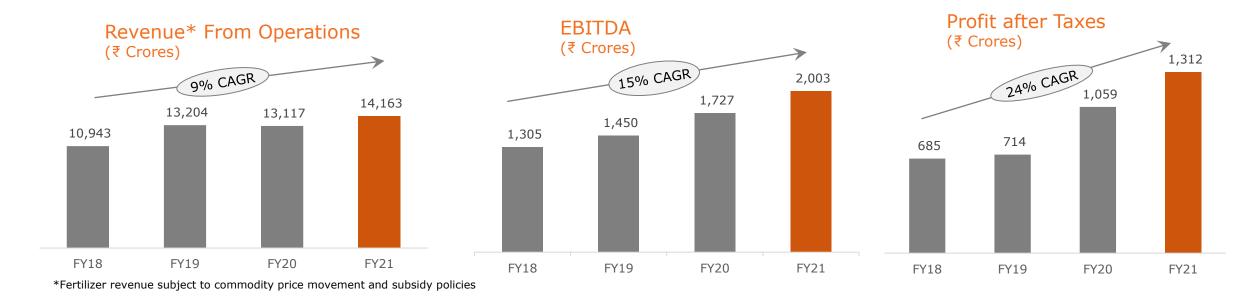
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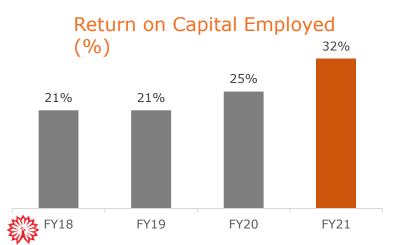


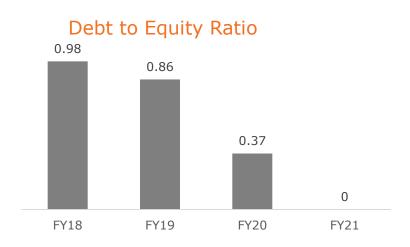
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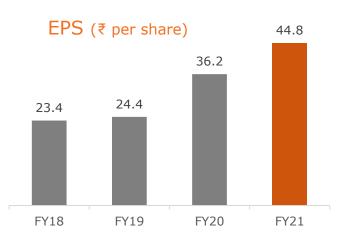
Coromandel: Track record of sustained financial performance





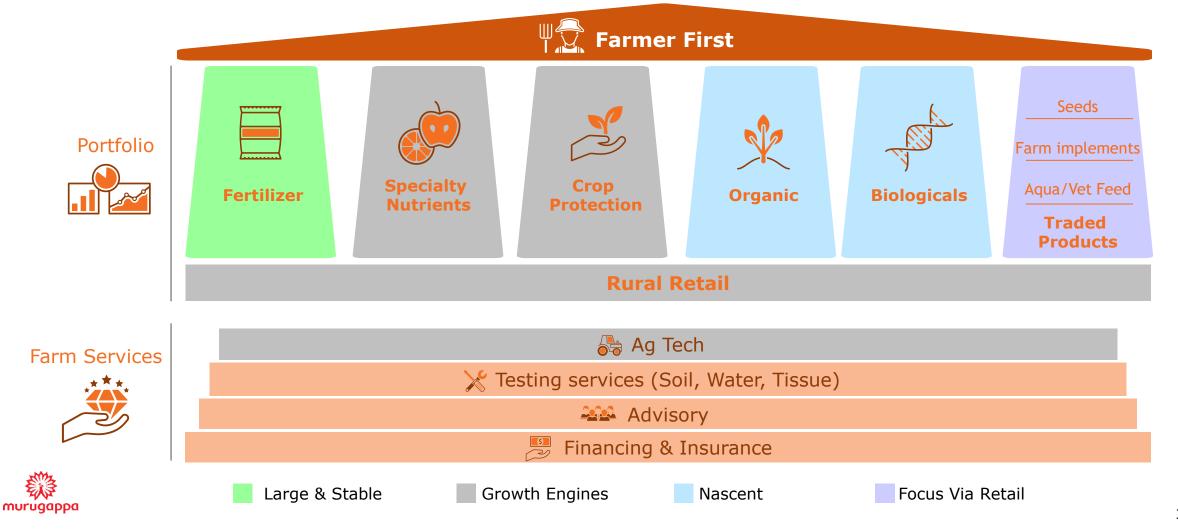








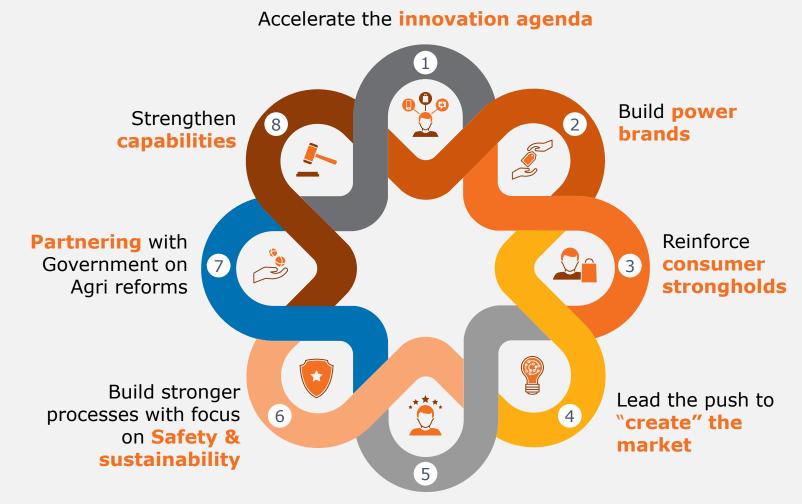
Coromandel – Holistic farm solutions provider... ...with unique business model driving farm prosperity







Eight key elements of our Strategy to capture the India Ag opportunity & deliver consistent value...



Become a player of scale



Coromandel Value Proposition

Unparalleled value creation opportunity in India agriculture space

- India agriculture opportunity large; GV to reach INR 230 trillion by 2029
- Government focused on doubling farmer's income
- India well placed to capitalize on exports opportunity - increasing global presence and acceptance



Coromandel has a strong track record of delivering consistent value

- Top quartile TSR performer over the last 3 years (in the S&P BSE 200)
- Strong balance sheet, zero long term debt
- AA+ credit rating from CRISIL India





Coromandel best placed to capture the opportunity

- Leading Indian agri inputs player with significant global presence
- Integrated manufacturing facilities low cost operations
- Value added solutions based on farmer driven insights
- Educating the last mile farmer, driving ground level changes



A heritage of strong governance & value structure

- Flagship company of 118 year old Murugappa Group
- Strong commitment to values: Integrity, Passion, Quality, Respect and Responsibility







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Coromandel: FY21 Results Update

India – Agri Trends

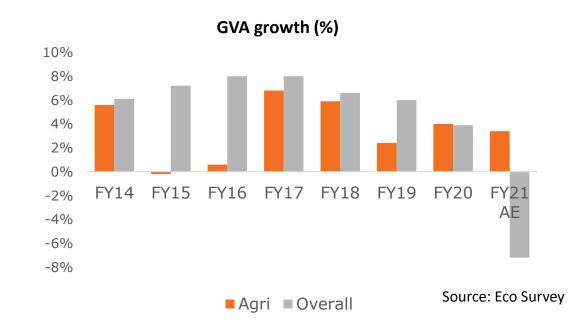


Record Production: Last 2 Years

- 303 Mil MT (+2 % over record production LY)
- Crop diversification:
- Fruits and Vegetables
 - Surpassing food grain production (320 v/s 296 mil ton FY20)
- Import substitution: Oilseeds and Pulses
 - Oilseeds 37 Mn MT (+12%), Pulses 24 Mn MT (+6%)
- Focus on value added agriculture exports
- Regaining traditional markets: Rice, Wheat, Tea, Coffee
- Fruit and Vegetables, Organic, Spices opportunities

Non Agri Diversification - 40% Contribution

- **Livestock +8%** in last 5 yrs
- Farm Mechanization & AgTech: Covid push
- Subsidy program, Shared equipment & services
- Cost & convenience
- Data Analytics



Agri Outperforming: last 2 yrs

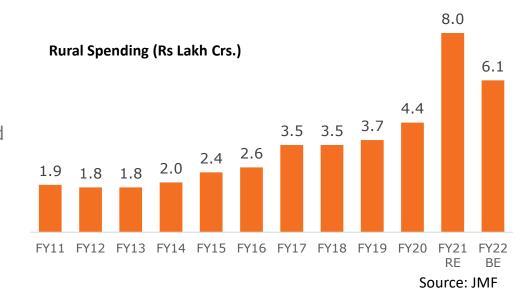


India – Agri Reforms



- Higher Rural spending: 11% CAGR
 - MNREGA, Social Assistance Programs
- **Agricultural credit** target increase: Rs 16.5 lakh Cr (+10%)
 - Credit Disbursement & Gross Cropped Area Positively Related
- Food processing industry: 10% CAGR
 - Micro processing enterprise, Operation greens
 - Production linked Incentive (PLI)
- Agri Infrastructure push: Rs 1 lakh cr
 - Post harvest mgmt, Marketing infra
 - Irrigation focus: Micro Irrigation Fund, inter-linking
- Reform focus on price realization
 - Direct cash transfers
 - MSP
 - Coverage under eNAM





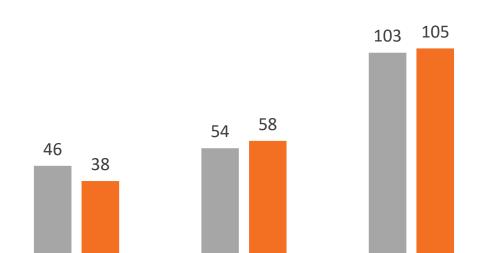
Procurement under MSP (mil tons)



Phosphatic Industry FY2021







Imports

■ LY ■ CY

Vol Imt

Sales

Production growth: -17%

Imports growth: 7%

Production

Primary Sales growth: 2%

NPK



Production growth: 8%

Imports growth: 102%

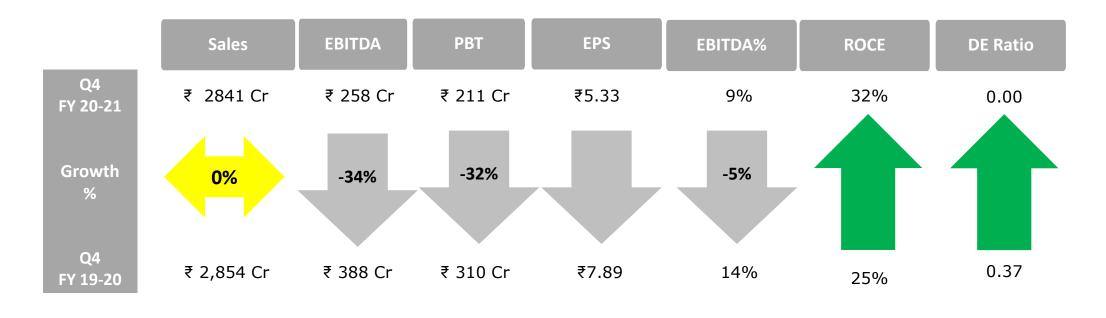
Primay Sales growth: 17%



Phosphatic Total	LY	CY	% chg
Primary Sales	200	219	+10%
PoS Sales	200	237	+19%

Performance Highlights: Q4 and FY2021





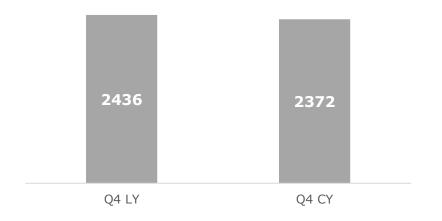




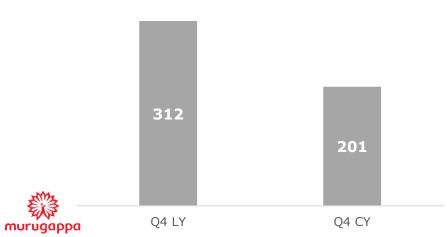
CIL: Nutrients – Q4







PBIT*(Rs.Crs.)



Volume Summary

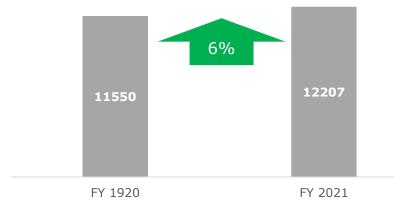
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Segment	FY1920	FY2021	Growth
NPK +DAP (Mfd)	6.77	5.12	-24%
NPK +DAP (Imp)	0.14	0.74	100% +
NP/NPKs Total	6.91	5.86	-15%
Primary Market Share (NP/NPKs)	16.2%	15.3%	
PoS Market Share (NP/NPKs)	18.7%	20.1%	
Urea	1.07	0.94	-12%
MOP	0.47	0.40	-16%
SSP	1.07	1.79	67%

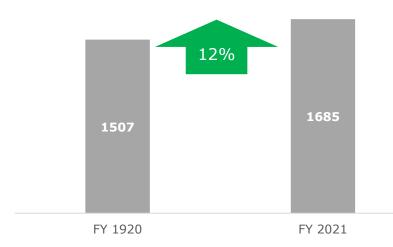
CIL: Nutrients - FY2021







PBIT(Rs.Crs.)



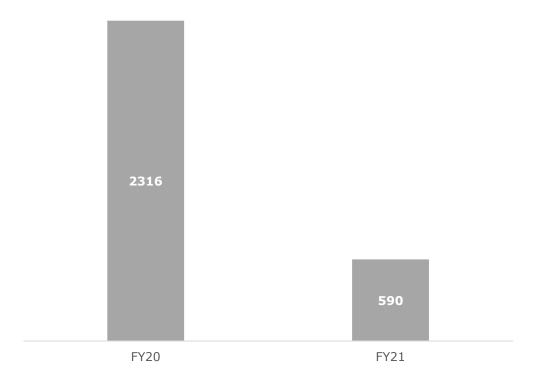
Volume Summary

Segment	FY1920	FY2021	Growth
NPK +DAP (Mfd)	30.69	29.41	-4%
NPK +DAP (Imp)	0.75	4.09	100% +
NP/NPKs Total	31.44	33.50	7%
Primary Market Share (NP/NPKs)	15.7%	15.3%	
PoS Market Share (NP/NPKs)	15.8%	15.7%	
Urea	4.68	6.22	33%
МОР	1.66	2.01	21%
SSP	5.73	6.68	17%

CIL: Subsidy



Subsidy Recievable (Rs .Crs.)



- YTD: Receipts of Rs. 5,041 Crs. (Rs. 3,424 Crs. LY)
 - Disbursement of Additional **Rs. 65,000** Crs. in Q4

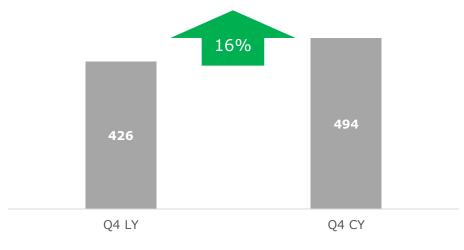
- Budget Allocation FY2122:
 - Total: Rs. 79,529 Crs.
 - NPKs: Rs. 20,762 Crs.
 - Urea: Rs. 58,767 Crs.



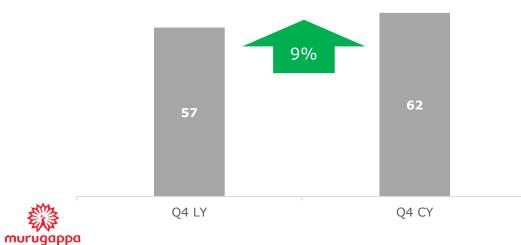
CIL: Crop Protection – Q4











In Rs. Crs.

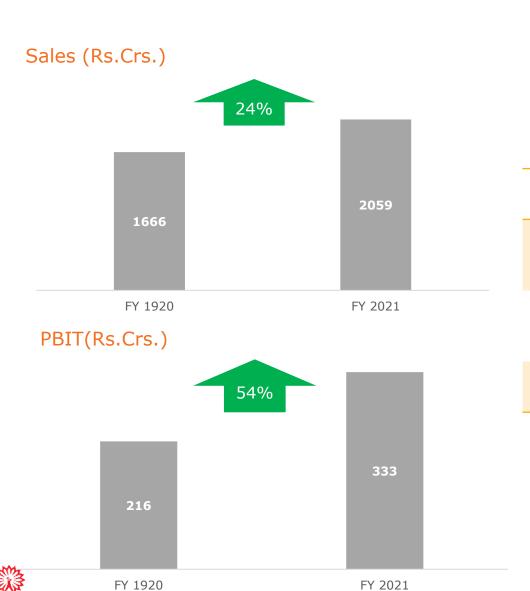
Market	FY1920	FY2021	Growth
Domestic	255	324	27%
Exports	171	170	-1%
Total	426	494	16%

CIL: Crop Protection – FY2021



In Rs. Crs.

24%



Market	FY1920	FY2021	Growth
Domestic	958	1285	34%
Exports	708	774	9%

2059

1666

Total

murugappa

New Product Launches – Q4





NPK Fertiliser
Balanced Plant Nutrition



Organic Fertiliser
Organic Carbon
for Soil Health



Speciality NutrientWater Soluble Fertilizer
For Sugarcane



CIL: P&L Statement – Standalone (Q4, FY)



Q4 2019-20	FY 2019-20	Description	Q4 2020-21	% Growth	FY 2020-21	% Growth
2854	13117	Revenue from Ops	2841	0%	14163	8%
631	2692	Gross Margin	555	-12%	3118	16%
22%	20%	GM%	20%		22%	
242	924	Other Expenses	297	23%	1062	15%
389	1727	EBITDA	258	-34%	2003	16%
14%	13%	EBITDA %	9%		14%	
45	157	Depreciation	46		172	
34	198	Interest	1		65	
310	1371	PBT	211	-32%	1766	29%
11%	10%	PBT %	7%		12%	
231	1059	PAT	156	-32%	1312	24%
8%	8%	PAT %	5%		9%	



COVID 19: Wave 2 - Coromandel response





- Work form Home: Online meeting, Reviews and Rapid response team
- Plant operations: COVID SOPs at Plant site with safety measures as per guidelines
- Employee Safety: Screening, Testing, social distancing, staggered shifts, Mask/Sanitizers Distribution
- Logistics: Safe unloading, safe evacuation of stock



Retail Stores and Mktg

- Stores are open: Essential commodity
- Strick safety measures: to protect customers and employees
- **Direct deliveries:** to reduce contacts at stores
- Digital Interaction: with dealers, retailers and farmers through digital channel



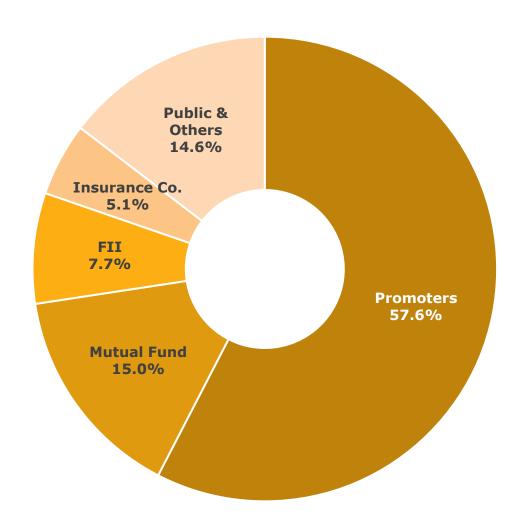
Social Responsibility

- Support authorities: Funds for COVID Related activities including Oxygen plants
- Distribution: Distribution of masks, sanitizers, hand wash shop and daily essentials
- Education to farmers: on aspects of safety and hygiene
- **Digital campaign:** to spread awareness



Share Holding Pattern – 31st March 2021





- Promoters:
 - EID Parry: 56.42%
 - Individual/HUF: 0.65%
 - Trust/Corporate Bodies: 0.51%
- Top Domestic Institutional Holdings:
 - Kotak Mutual Fund
 - DSP Mutual Fund
 - UTI Mutual Fund
 - Motilal Mutual Fund
 - ICICI Prudential Life Insurance Ltd.
 - LIC India
- Top Foreign Institutional Investors
 - Govt Pension Funds (Global)
 - Vanguard
 - MIT
 - DFA
 - Kotak



Coromandel.....Bringing Smiles to the Farmers











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