



Most Trusted Roofing Solution

HIL's 73 years journey from pioneer to leader along with its flagship brand Charminar can be attributed to the contribution of the construction industry in building modern India. 72 years after Independence, the industry remains the country's second largest employer. Charminar has grown to be the country's single largest manufacturer of fibre cement sheets and metal roofing sheets. The brand enjoys a pan-India presence and operates with a formidable network of over 9,000 channel partners, six manufacturing facilities and 38 depots that service its labyrinthine network.

Market

The name HIL has come to symbolise pioneering leadership in the industry today. From its inception in the year 1946, HIL has ridden every curve of hardship, challenge and opportunity to redefine the terms of professional excellence in the market. India stood at 220 million people at the time of getting its independence; poverty was extreme, and the market for housing solutions was devoid of options. HIL identified an essential need of the hour, and rose to the task. Today, 73 years later, HIL is the leading solution provider in India's building materials industry. From roofing sheets to piping and insulation, HIL's flagship brands provide the whole gamut of building materials to an expectant market that asks for nothing but the best from the brand. In fact, Charminar and Birla Aerocon brands from the house of HIL have become the brands of choice for the Indian construction material consumer.

With the Indian government's vision of the 100 Smart Cities programme targeted to relocate millions of people to planned cities, and with an investment of US\$ 29.2 billion allocated in the Union Budget for 2019-2020, India is expected to become the world's third largest construction market. Overall, India's construction industry is expected to grow at a CAGR of 6.6% between 2019 and 2028*. HIL is equipped to rule the scenario for construction materials in its range with absolute confidence.

Charminar's coloured fibre cement roofing sheets are manufactured using special painting technology. The superior paint coating absorbs harmful UV rays and provides a comfortable working environment by reducing the internal temperature of your house. Compared to metal sheets, corrugated cement sheets help control the temperature during summer and ensure low or no noise during heavy rainfall. These sheets are durable, easy to install, fire resistant and an ideal roofing solution to meet your home's aesthetic needs for years to come.

With new, eco-friendly products in the pipeline and existing products flying off its shelves, Charminar will further consolidate its position in the expansion of the real estate sector. Charminar has always been a frontrunner in providing consumers with options that best suit their construction requirements.

Achievements

As a consumer-centric brand, Charminar's success has been built on the satisfaction of its users. The brand has garnered enough awards over the past decade to cover an entire wall of fame. As one of the oldest and largest producers of fibre cement sheets in the country, brand Charminar carries an unassailable status as one of the country's premium brands. It operates with an expert understanding of rural and semi-rural India, and partners with local administration to support various community initiatives via its extensive JCSR programme.

Charminar's relationship with the people and its trade partners has grown to enviable strength, boasting today of a network that none in competition can expect to match. Over 73 years, Charminar has built a legacy that is unparalleled. At present, the figures stand at 9,000 channel partners, six facilities and 38 depots countrywide. Charminar has forged this vast network with the proud testimony of its people, both partners and customers.

On the path to glory, a large bouquet of awards has been picked up by Charminar. The Vijayawada, Sathariya and Faridabad facilities of

Charminar were conferred with Total Productive Maintenance (TPM) in Category A and the Balasore facility of Charminar conferred with TPM Category B, a first in the entire roofing industry sector. Five of Charminar's facilities have been certified by National Awards for Manufacturing Competitiveness (NAMC). Kondapally and Sathariya were given the Gold certification and Faridabad, Balasore and Wada the Silver. The latest jewels in the crown have been winning the title of Asia's Most Trusted Brand for the second time, and selected Superbrands by consumers for 2019-2020, for the third consecutive time.

History

Charminar has been identified as a pioneer in the affordable housing sector since 1946. The post-Independence domestic market witnessed a boom in the requirement of housing solutions and Charminar rose to the challenge with its innovative, international standard products and the promise of dependability. The journey which started with a single facility in Hyderabad has grown rapidly through the decades and has established its presence across the nation. Charminar has also pioneered the use of technology. A robust ERP system, coupled with the recently launched Dealer Information Management System has ensured that Charminar, along with its partners, always remains ahead of competition.

HIL is constantly working on new, eco-friendly innovations for its products as the market becomes more advanced and evolved. As part of its advanced research programme HIL has established a state-of-the-art R&D centre, which has gained recognition from the Department of Science & Industrial Research (DSIR).



*Source: www.makeinindia.com

In 2015, Charminar added coloured steel sheets to its portfolio. This novel concept, designed for the modern market is the result of Charminar's rich heritage and its coming together with the taste of contemporary consumers. The product provides economical, efficient and effective roofing solutions across domestic, commercial and industrial sectors.

No home is ever complete without the roof and Charminar's roofing solutions have always operated in a competitive market where options are aplenty, and winners are few and rare. The commitment to innovation and modernity has secured Charminar's reputation in the market, and over time, people have accepted Charminar as the provider of safer, durable, and markedly improved versions of building and housing materials.

Product

The best-selling, first-choice of durable roofing for rural and semi-rural markets are Charminar's fibre cement sheets. This product has led the segment for so long, that today it is synonymous with the brand name Charminar.

Coloured steel sheets as a novelty in the roofing sector were introduced recently. This novel concept for the evolving modern market has upped the game in the effective roofing solution category for the contemporary consumer as far as looks and aesthetics go. For a product category that is not inherently glamorous, as it certainly provides a clutter-breaking visual identity.

A smart accessory for roofing solutions offered from the house of HIL that customers have favoured continuously is the EPDM washer. Used for fixing all types of roofs, these, besides enhancing longevity of the product are also leak-proof, UV resistant, non-corrosive and heat resistant.

Recent Developments

Charminar's leadership stake in the market has been further solidified in recent times with the introduction of new eco-friendly products. It has

recently launched Charminar Coloured Cement Sheets, which is a remarkable step towards enhancing the product assortment.

Charminar's recent focus has been to expand the range of products and provide comprehensive solutions to customers. In this regard it has recently launched Charminar Fortune – a Green product which provides customers, end-to-end roofing solutions that are eco-friendly and robust. This product offers an alternate option to

reason being – it anticipated changes and acted first, time after time, since the day it started operations. At the heart of this success resides a set of values that have always stood HIL and its flagship brands in good stead.

The brand Charminar has set about winning the confidence of users and becoming a brand leader with four clear cut imperatives – to maintain the leadership position in the category, to be perceived as a solution provider, to redefine

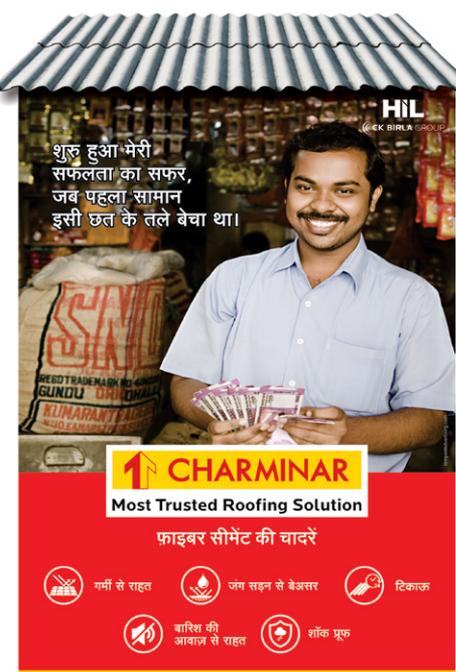
the category it serves, and to evolve into the best recognised brand in the category.

In a market category that suffers poor product differentiation on attributes such as look and feel, Charminar has achieved a clutter-breaking brand identity as a result of years of strategising and positioning.

The promise of prosperity paved the route to Charminar's brand victory more than anything else. The emotive signature line – Tarakki ki Chhaon Mein worked wonders for the brand and took the entire product proposition to the next level by promising a life of prosperity and fulfilment, rather than merely a durable roof. The pride of ownership

was secured, and Charminar had made its niche in the minds of Indian buyers and channel partners.

On its contribution to social responsibility, HIL has improved the lives of many people with its contribution on several fronts - better sanitation and better education being just two of them.



customers for a durable roofing solution, superior to metal sheets in every manner. Charminar is confident that this innovative and eco-friendly product will take the industry by storm and create a revolution in the time to come.

Charminar is amongst the first in understanding future requirements of the market and delivering ahead of time.

Promotion

Through its various schemes, Charminar has lived up to the promise of prosperity for its customers and opportunity for its distributors. To capitalise on this favourable environment, Charminar introduced a string of initiatives to dig deeper into its marketing arsenal.

The scheme – Charminar Unnati was tailored for channel

partners. This loyalty scheme by HIL is one of the most popular corporate outreach programmes in the industry. It included the entire channel with attractive incentives. As of today, the scheme is in its sixth year of operations and boasts above 9,000 enrolments. It is a scheme which dealers and retailers are proud to be associated with, and has also touched the hearts of the families of its channel partners.

The FTS or the Foreign Travel scheme encourages the brand's partners-in-trade to truly enjoy the chase to success. In recent years, Charminar has provided higher grossing performers an opportunity to secure their own lifetime tickets to wondrous destinations around the globe, all expenses paid. The Scheme Unnati ki Udaan for 2019 has received a tremendous response with various channel partners performing exceedingly well.

Many CSR initiatives have also been undertaken over the years to uphold the promise of prosperity that has become synonymous with Charminar.

Brand Values

Today HIL is regarded as a visionary corporation in the building materials industry. The simple



Things you didn't know about CHARMINAR

- * The first fibre cement sheet plant was acquired by the C.K. Birla Group in 1947
- * Fibre-cement sheets in 3.60 metre length have been especially developed by Charminar to address the needs of its clients
- * HIL's engineering division has developed multiple in-house facilities to manufacture plant and machinery that produce flat and corrugated sheets; these are supplied to competitors in India and abroad
- * There are only three companies in the world who make templates; HIL is one of them