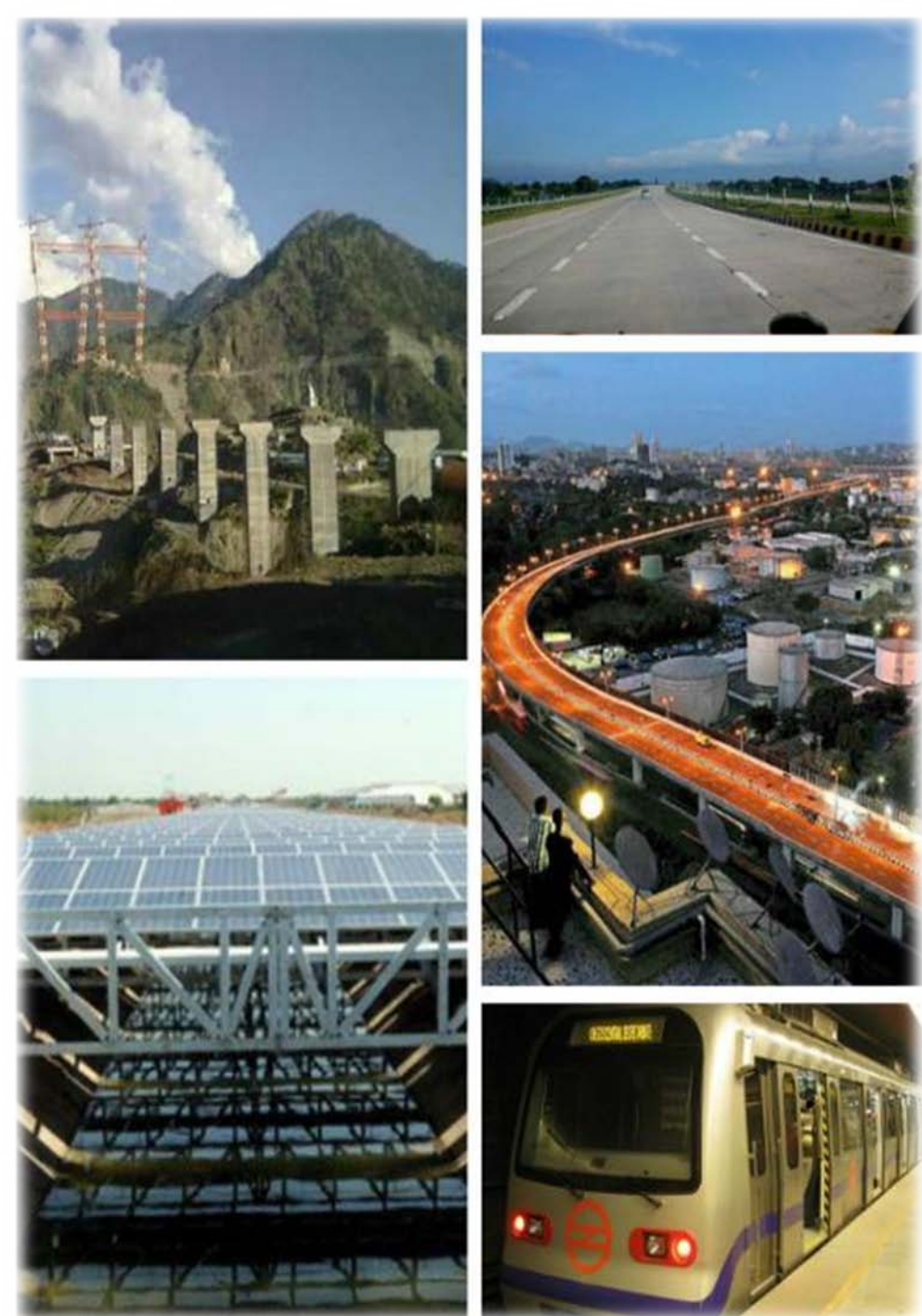


CORDS

THE IDEAL CONNECTION



Investor Presentation – November 2018



Safe Harbour

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Cords Cable Industries Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.



A Specialized Control and Instrumentation Cable Company

Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure

Current Capacity stands at ~65,000 Kms. p.a.

95% of our orders are based on customer specifications

86% of our cables constitute **Instrumentation & Control Cables** and 14% is **Power Cables**

We have approvals from large public sector as well as private customers



... offering Wide Range of Products to Multiple Industries

Instrumentation Cables

Thermocouple Cables

Control Cables

LV Power Cables

SPECIALTY CABLES
Fire Survival Cables
Low Smoke Free Cables
Halogen Free Cables
Silicone Rubber Cables
Special Cables for Water Resistant Ion
Oil & Gas
Special Cables for EPR Cables
Solar PV Cables
Railway Cables
Jelly Filled Quad Cables
Low Temperature Cables
Eurobalise Railway Safety Cables
Fieldbus Cables



... with a Diverse Portfolio of Products

Catering to the New Age Demand

Thermocouple Cables

Application:

- ✓ Used to extend thermocouple circuits from the sensor to reference unit

Control & Electrical Wiring Cables

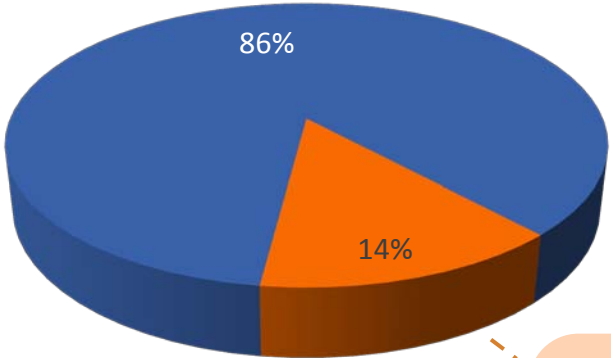
Application:

- ✓ **Control Cables:** Used in interconnection of process control, communication and panel control systems
- ✓ **Electrical Wiring Cables:** Used for electric power, lighting & internal wiring

Instrumentation, Signal and Data Cables

Application:

- ✓ Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
- ✓ Specially designed to transmit signals without any external interference



Sales Composition

- Instrumentation & Control Cables
- Power Cables

And Traditional Demand

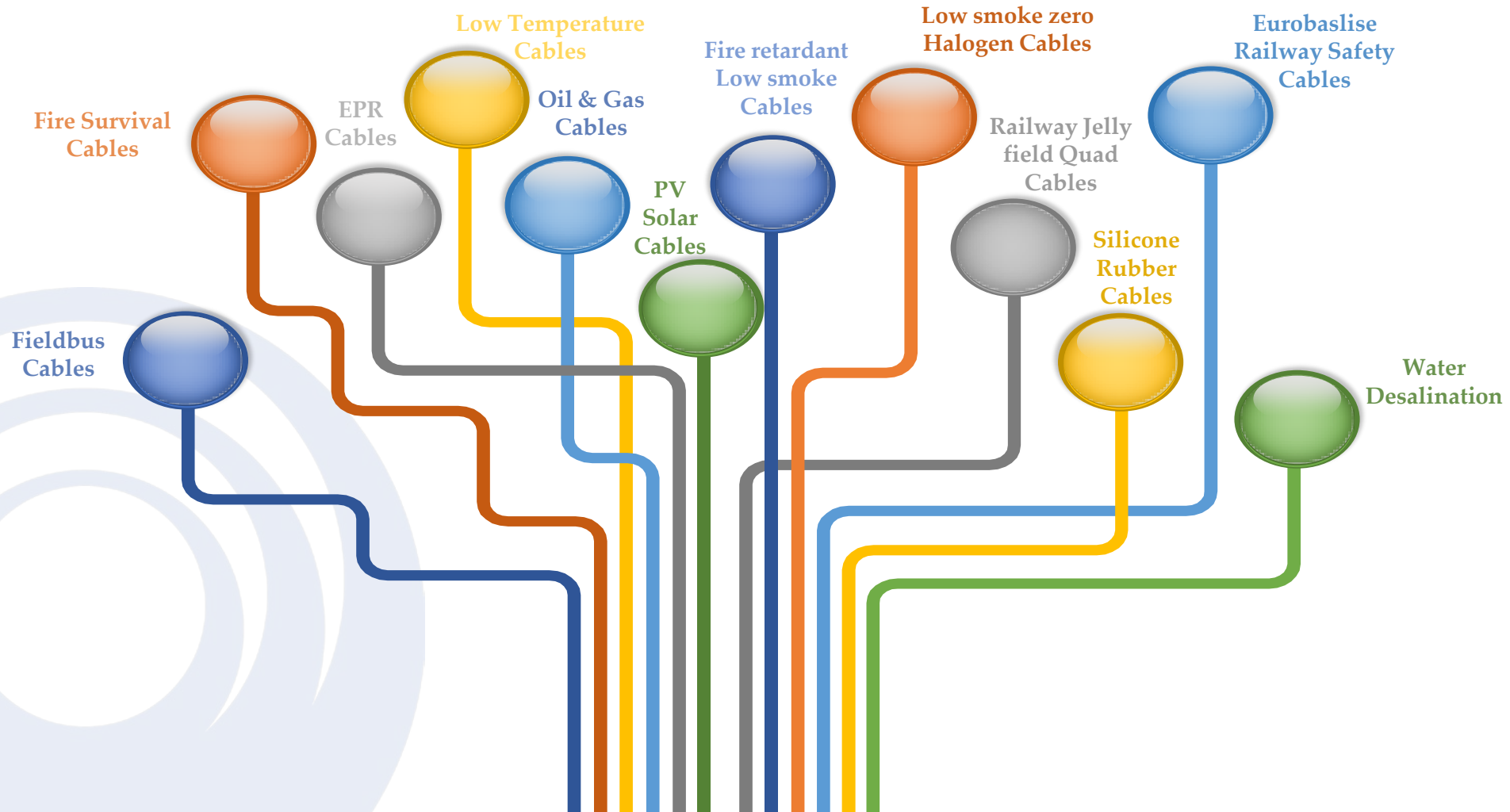
LV Power Cables

Application:

- ✓ Used in connection of power supply to residential, commercial & industrial units



Special cables



... with Focus on Quality

Consistent Quality check at every stage

- ✓ Quality Test Labs
- ✓ Customer Interface
- ✓ Product Design
- ✓ Choice of Vendors
- ✓ Manufacturing Process
- ✓ Human Resource Development
- ✓ Customer service



In-house R&D and Innovations team

R&D team of 5 people

Aim at Innovation & Development of new varieties of cables at regular time intervals

Garnered a name for

- ✓ Customer service
- ✓ Timely deliveries
- ✓ Efficient order execution

95% all Products as per Customer Specifications ensuring

- ✓ High Customer Recall
- ✓ First Choice for Customers
- ✓ Repeat Orders



... Experienced Management Team



Naveen Sawhney
Chairman & MD

A Mechanical Engineer and a PG Diploma in Marketing Management. Has an experience of over 45 years in the Cables Industry. His Vast experience, long-term vision, entrepreneurial abilities & strategic planning have led the Company towards growth and diversification.



Sanjeev Kumar
Whole Time Director

Holds Cost and Management Accountant degree from ICWAI. Has 15 years of experience including 5 years in Cables Industry.



Varun Sawhney
VP (Marketing, IT & HR)

MBA from Leeds Metropolitan University, UK & BE (Computers). Played a vital role in implementation of Designing, Costing & ERP systems of the company

Manoj Gupta
CFO

Holds Chartered Accountant degree from ICAI. Has 20 years experience in Finance control, Audit and Taxation.



Gaurav Sawhney
VP (Banking & Finance)

Bachelors of Science in Business Economics from Syracuse University, New York; Executive Post Graduate Diploma in Management (Finance) & Bachelors Of Commerce (Honors). Has been instrumental in handling the Banking & Finance department of the company.



... with Strong Core Values

Honour Commitments

Consistently maintain High Quality

Strive for long-term relations and partnerships with customers, vendors and business associates

Focus on product-development based on ever-changing needs of our customers

Ensure Dignity of Labour

Advancement in Technology

Enhancement and Development of our Human Resource



... Long Term Customer Relationship

Domestic

Over 20 years of Relationship



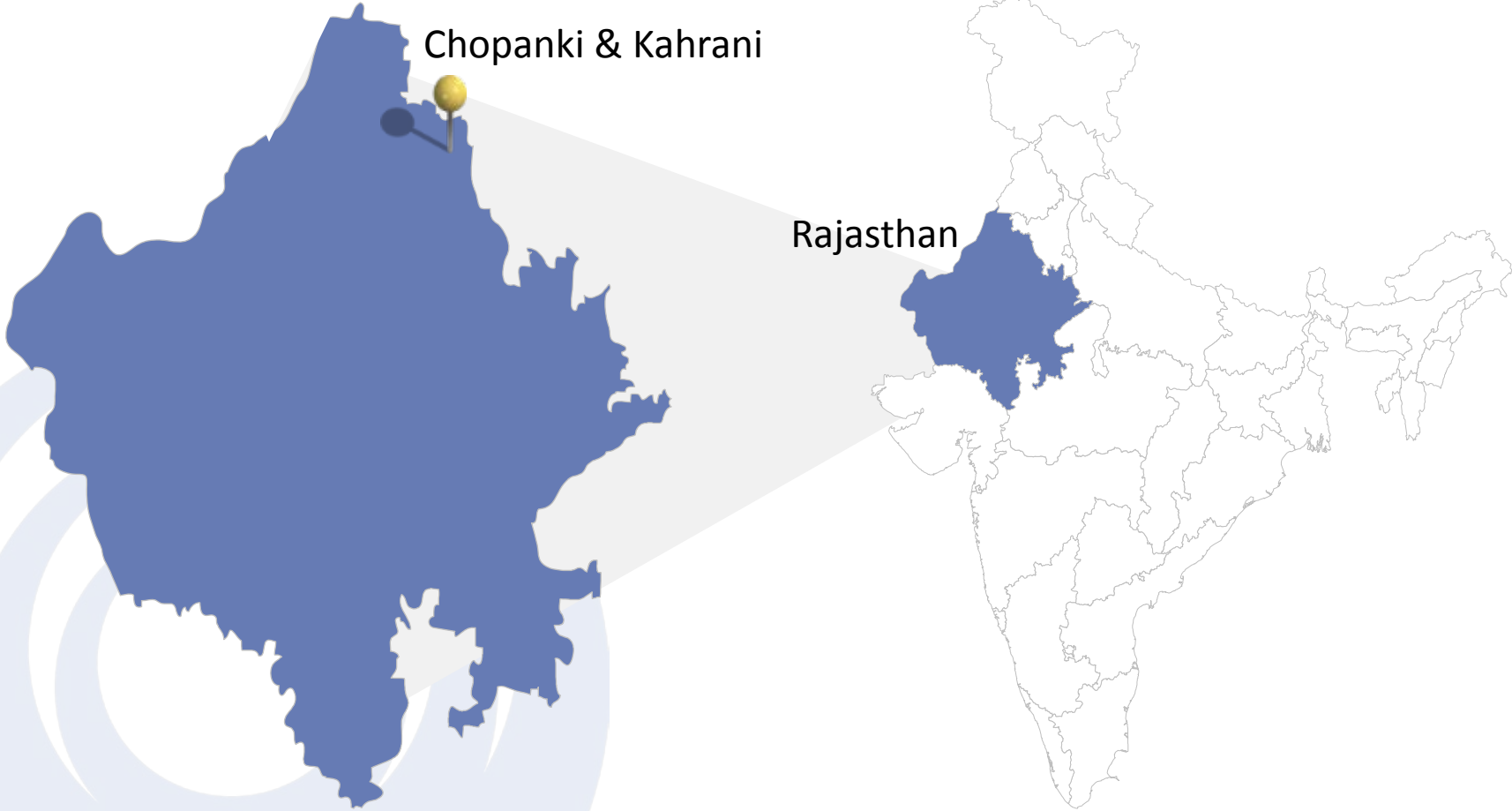
International



المتميز للتجهيزات الصناعية والفنية ش م م
EXCEL TECHNICAL & INDUSTRIAL SUPPLIES LLC
More Products. Thousands of Solutions. One Source.



... State of the Art Manufacturing Facilities



Chopanki Unit

- ❖ Capacity of ~30,000 Kms
- ❖ Manufactures LV Power, Instrumentation, Control & Speciality cables

Kahrani Unit

- ❖ Capacity of ~35,000 Kms
- ❖ Manufactures Control, Instrumentation, Fieldbus, PV Solar, EPR Insulated & other Speciality Cables



... Certifications & Client Approvals

- ❖ Manufacture cables conforming to International standards such as: **EN, BS, IEC, VDE**
- ❖ Hold BIS certification for all types of cables conforming to **IS:1554(1)/1988 and IS:694-90**
- ❖ Quality Management System is **ISO 9001:2008 Certified**
- ❖ Environment Management System is **ISO 14001:2004 Certified**
- ❖ Health and Safety System is **BS OHSAS 18001:2007 Certified** from **TUV Rheinland**

Type Tested by



Major Approvals



... Awards & Recognitions

Forbes Best Under a \$ Billion – 2008



International Quality Crown Award – 2011



Ratna Shiromani Award



International Business Times 1000 Fastest Growing Companies – 2012





We are Future Ready

Key beneficiary of Modernisation and Upgradation of India

Backbone to Key Industries driving India's Future...

Renewable Power



Freight Corridor



Oil & Gas



FMCG



Smart Cities



Ferrous & Non Ferrous Metals



Transmission & Distribution



Metro Rail



Refineries



Chemicals



Cement



LPG Bottling



Nuclear & Thermal Power



Airport Development



Water Desalination



Fertilisers



Sewage Treatment



Building Automation



... with Multiple Growth Drivers across Sectors

❖ Oil & Gas

- Increase in safety measures, Replacement and new demand for speciality cables such as fire retardant and control cables to pick up as safety standards increase
- 2018-19 Budget set aside Rs. 87,000 crores for Exploration and production + Refining and marketing + Petrochemicals

❖ Hydrocarbons

- Refining companies to invest Rs. 80,000 crore to upgrade refineries to meet Euro VI norms by 2020

❖ Airport Modernization and Development

- Airport Authority of India's (AAI) pipeline consists of Upgradation of multiple airports for capex of Rs 175 bn & Development of 18 greenfield airports for capex of Rs 300bn

❖ Railways

- Railways to make investment of over Rs. 8 lakh core over the period of 2015-2020. Rs 10 lakh crore to be spent on high-speed train corridors
- Huge amount to be spent for Network Decongestion & Expansion + National Projects + Safety + High Speed Rail & Elevated corridor + High Speed Rail & Elevated corridor

❖ Metro Rail Projects

- Proposal to implement metro rail systems in 40 cities. Total Investment outlay of Rs. 5 lakh crore earmarked by Union Government
- Currently 520 km of Metro Rail lines under construction

❖ Smart cities & Infrastructure

- Govt. to develop 100 smart cities with an investment of Rs 480 Bn by 2020
- Over FY18-22 Investments in the Roads sector is expected to be of Rs. 10.4 Tn

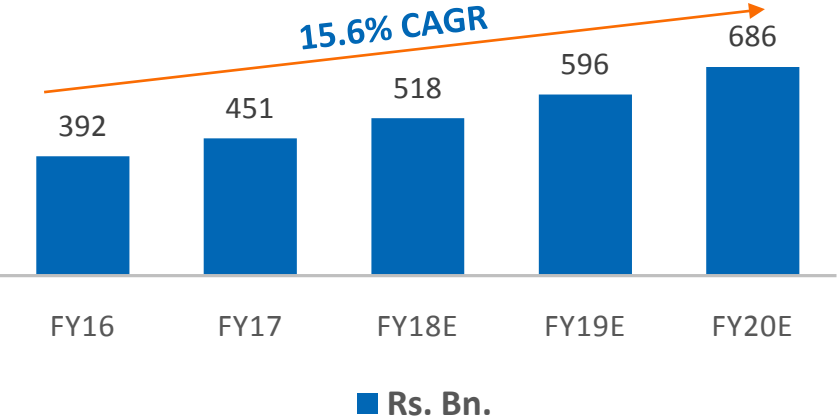
❖ Power Sector

- CEA expects investments in Transmission of nearly Rs. 2.6 trillion by 2022
- Expect 25-26 GW of solar PV capacity additions over FY17-19
- Expect the power cables market to expand 1.5-1.7x in the next 3 years

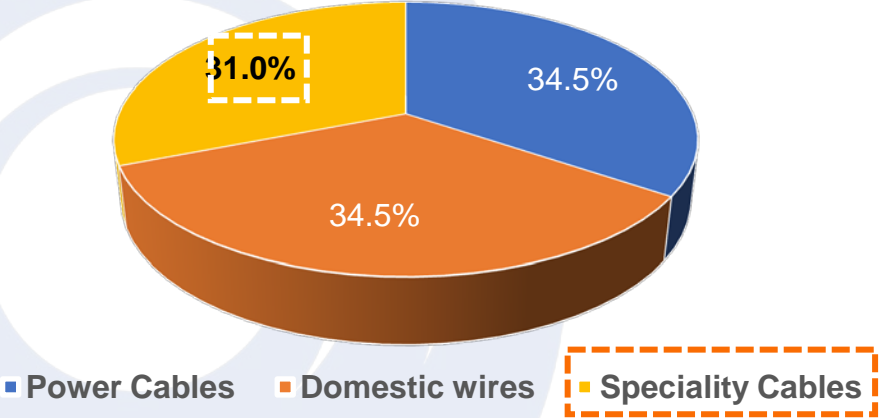


... Dominance to grow beyond the Industry

Indian Wire & Cables industry



Speciality Cables at the cusp of growth



Source: Edelweiss Broking Report

Sectors Driving Increase in Demand

- ❖ Hydrocarbon Sector
- ❖ Airport Modernization & Development
- ❖ Freight Corridor Projects
- ❖ Metro Rail Projects
- ❖ Smart Cities
- ❖ Boost to Infrastructure
- ❖ Investments in Power Sector



Supported by Technologically Advanced Facilities

Chopanki Unit



Kahrani Unit



With the Capabilities to Double the Production

Key initiatives leading to strong Industrial growth

- ✓ *Indian Wire & Cables industry expected to grow by 15.6%*
- ✓ *High thrust of the Current Government on Infrastructure projects increasing scope for Speciality Data Cables*

With Cords leadership in Cable Space

- ✓ Emphasis on Quality
- ✓ Valued long term Client Relationships
- ✓ Diverse Portfolio of Products
- ✓ Constant Innovation
- ✓ State of the Art Manufacturing Facility
- ✓ Certifications
- ✓ Awards & Recognitions

Low Investment for growth

- ✓ Current Capacity – 65,000 Kms p.a.
- ✓ Capacity Utilization of ~65%

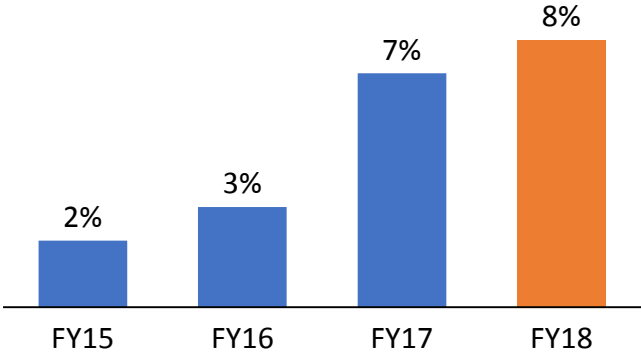
Creating strong business fundamentals



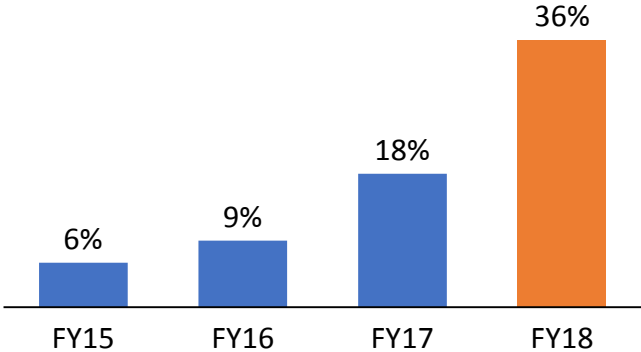
Increasing Focus on Sunrise Sectors

Percentage Contribution to Revenues

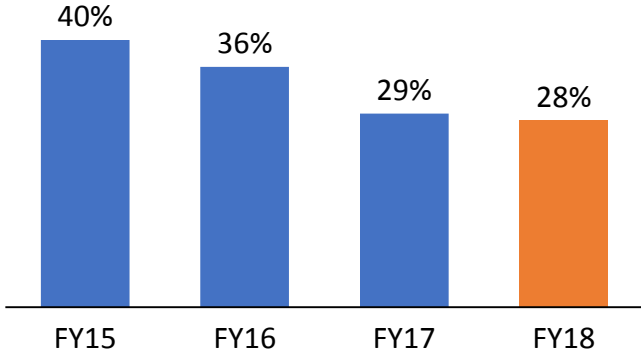
Metros & Freight Corridors



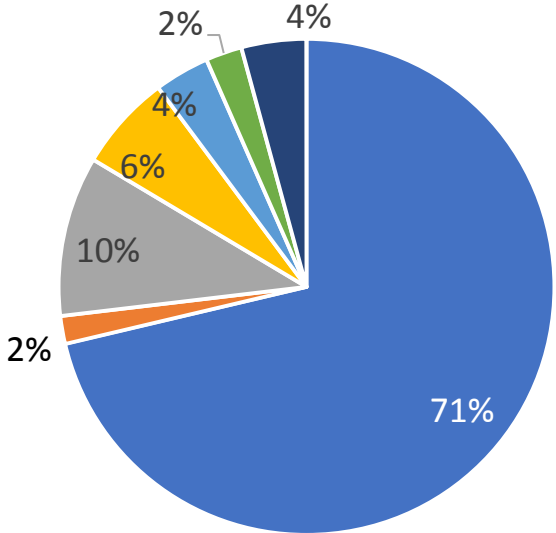
Hydrocarbons



Power Sector



Order Book Break-up



- Hydrocarbons
- Metro & Freight corridors
- Power
- Cement, Metals
- Fertilizers & Chemicals
- FMCG & Industry Sector
- Water



Total Order book of ~**Rs. 139 Crores** as on 30th September 2018

Order book to be executed over the next 3-5 months

Approvals from various International & Domestic clients

Approval from ADNOC

[Abu Dhabi National Oil Company]

- Registered & Prequalified with **ADNOC**
- Approval expected to boost company's Export revenues
- **Approval will allow supplies of following types of Cables:**
 - Instrumentation & Control
 - Fiber Optics
 - LV Power distribution
- Company can now bid in the above product categories for all ongoing and upcoming projects of ADNOC

Approval from

Samsung Engineering Co. Ltd.

- **Registered as a Prequalified supplier** for their **International orders**
- This **Global level Approval** is for **5 years** starting from August 1st, 2018
- This will **enable the company to bid** for supplying qualified products to Samsung Engineering Co. **range of engineering services' portfolio**
- **Approval will allow supplies of following types of Cables:**
 - Instrument
 - Control
 - Thermocouple
 - Foundation Fieldbus (FF)
 - Fire Survival

Revalidation of Enlistment from

EIL [Engineers India Limited]

- **New validity of this enlistment is up to 31st January 2020 and it covers the following items:**
 - Control Cables - PVC
 - Fire and Alarm Communication Cables
 - Control Cables — Fire Survival
 - Thermo Couple Extension Cables
 - Signal Cables
 - Field Bus Signal Cables
 - Signal Cable — Fire Resistant

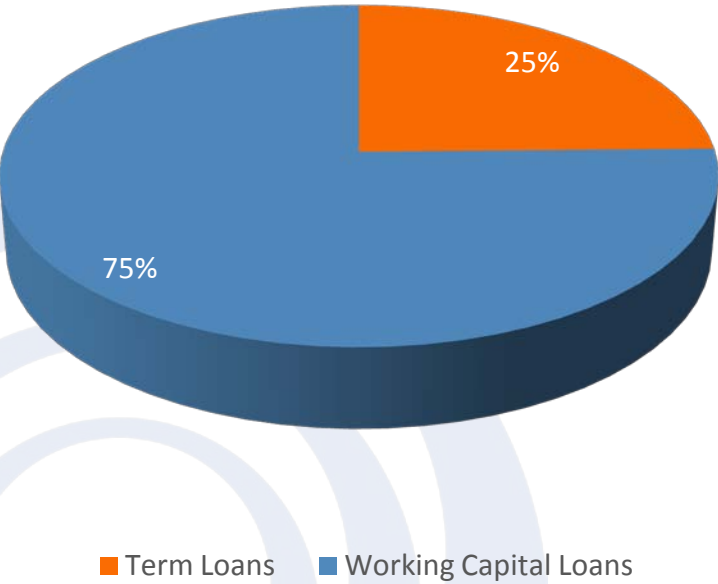




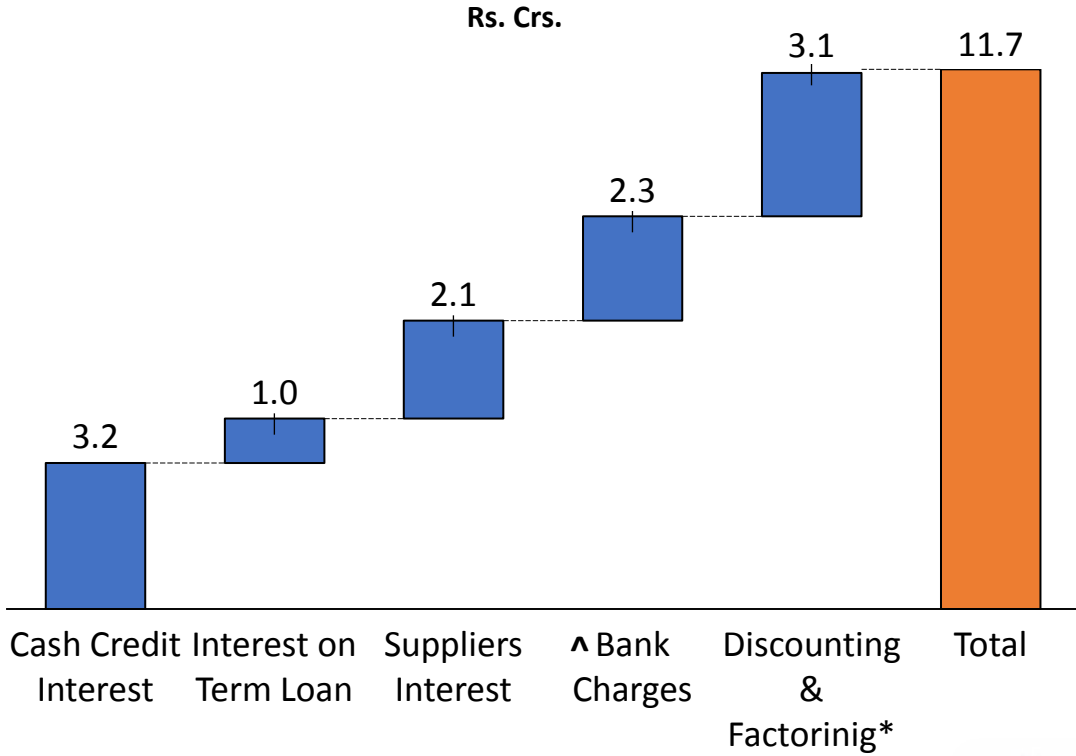
Financial Highlights

Net Debt to Equity of 0.45 x

Total Debt Structure as of H1 FY19



H1 FY19 Finance Cost Break up



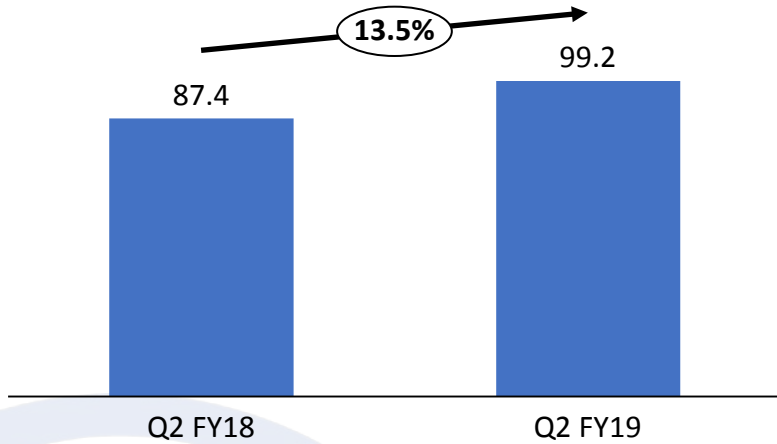
- ^ Bank Charges** are inclusive of:
- BG/LC Commission
 - Non Fund opening/closing Charges
 - Processing Fee
 - Other bank Charges

- * Discounting & Factorinig** includes both LC backed and non-LC backed bills and invoices including both Sales side & Purchase side

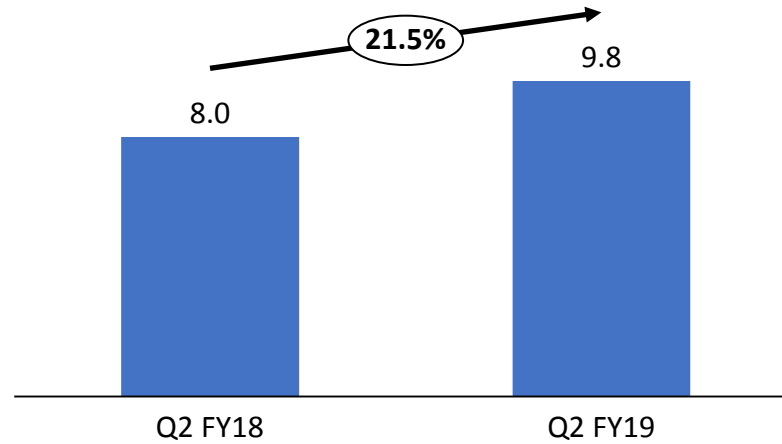


Q2 FY19 Financial Highlights

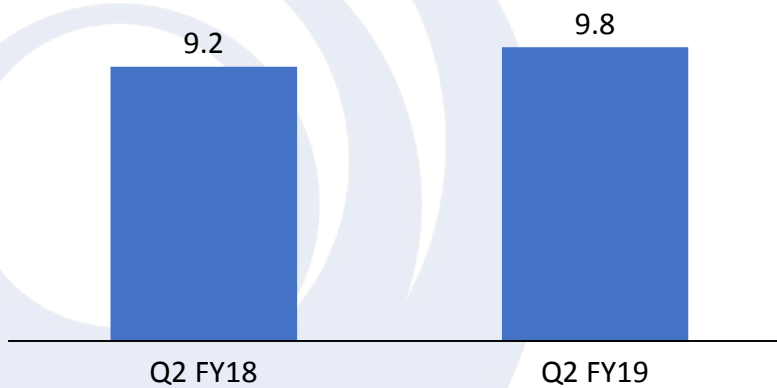
Revenue (Rs. Crs.)



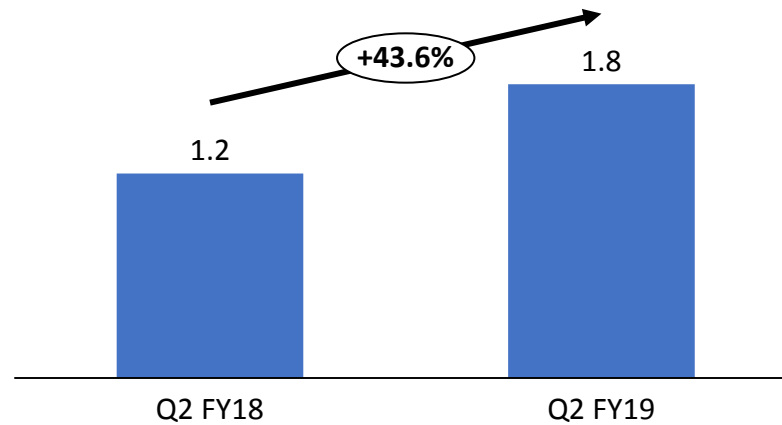
EBITDA (Rs. Crs.)



EBITDA Margin %

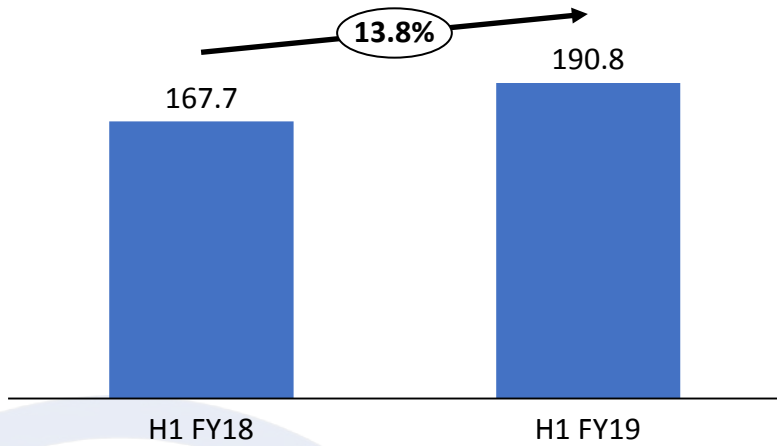


PAT (Rs. Crs.)

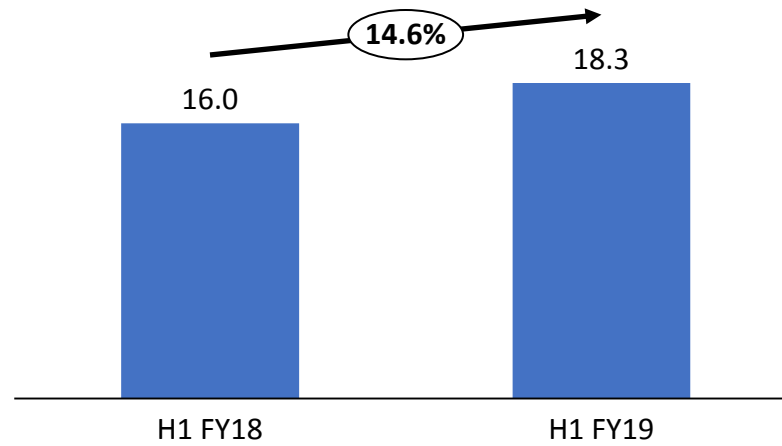


H1 FY19 Financial Highlights

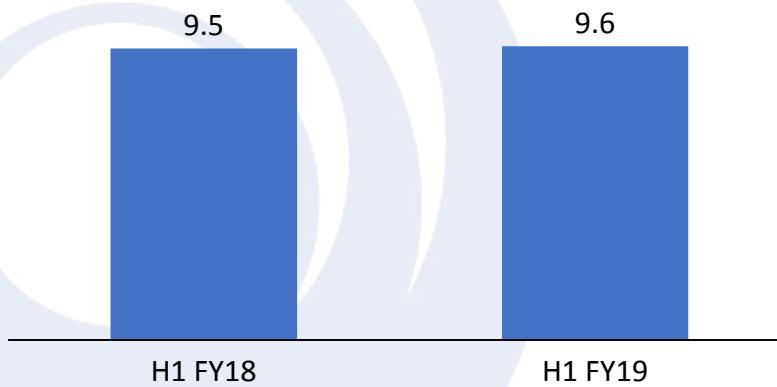
Revenue (Rs. Crs.)



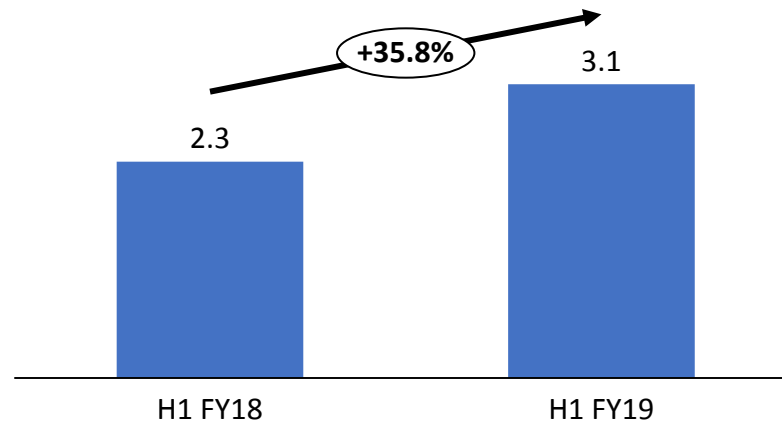
EBITDA (Rs. Crs.)



EBITDA Margin %



PAT (Rs. Crs.)



Profit & Loss Statement as per Ind AS

Particulars (Rs. Crs.)	Q2 FY19	Q2 FY18	YoY	H1 FY19	H1 FY18	YoY
Revenue	99.2	87.4	13.5%	190.8	167.7	13.8%
Direct Expenses	79.5	70.3		152.7	133.6	
Employee Expenses	4.3	4.1		8.5	7.8	
Other Expenses	5.5	5.0		11.3	10.3	
EBITDA	9.8	8.0	21.5%	18.3	16.0	14.6%
EBITDA Margin	9.8%	9.2%		9.6%	9.5%	
Other Income	0.4	0.6		0.9	1.0	
Depreciation	1.4	1.3		2.8	2.7	
EBIT	8.8	7.3	21.1%	16.4	14.4	14.3%
EBIT Margin	8.9%	8.3%		8.6%	8.6%	
Finance costs	6.0	5.4		11.7	10.9	
PBT	2.8	1.8	53.5%	4.8	3.5	37.7%
Tax	1.0	0.6		1.6	1.2	
PAT	1.8	1.2	43.6%	3.1	2.3	35.8%
PAT Margin	1.8%	1.4%		1.6%	1.4%	



Balance Sheet as per Ind AS

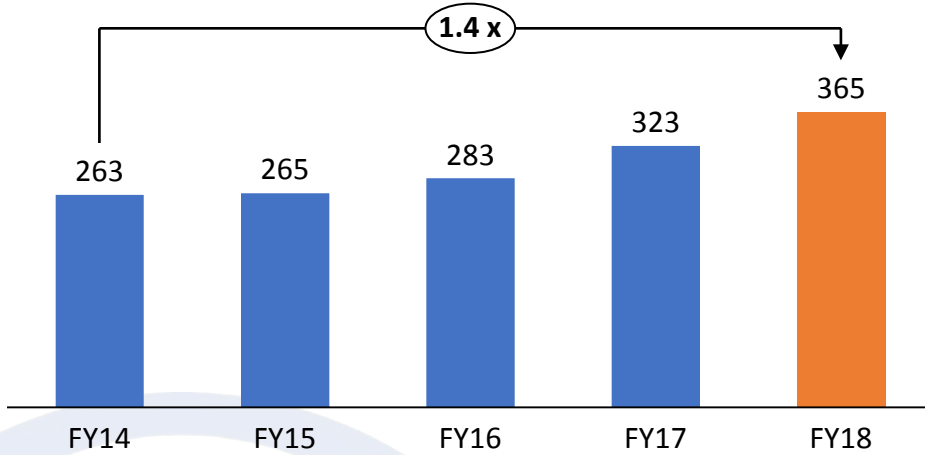
Particulars (Rs. Crs.)	Sept 18	Mar 18
ASSETS		
Non-current assets	92	94
Property, plant and equipment	91	92
Security Deposit	2	2
Current assets	212	192
Inventories	50	54
Investments	0.4	0.5
Trade receivables	127	102
Cash and cash equivalents	0.2	0.4
Bank Balances	25	26
Other current assets	10	10
TOTAL ASSETS	304	286

Particulars (Rs. Crs.)	Sept 18	Mar 18
EQUITY & LIABILITIES		
Equity	130	127
Equity Share capital	13	13
Other equity	117	114
Non-current liabilities	30	24
Borrowings	21	15
Provisions	1	1
Deferred tax liabilities (net)	8	8
Other non-current liabilities	0.1	0.1
Current liabilities	144	135
Borrowings	64	61
Trade payables	67	66
Other current liabilities	9	6
Provisions	3	2
TOTAL EQUITY & LIABILITIES	304	286

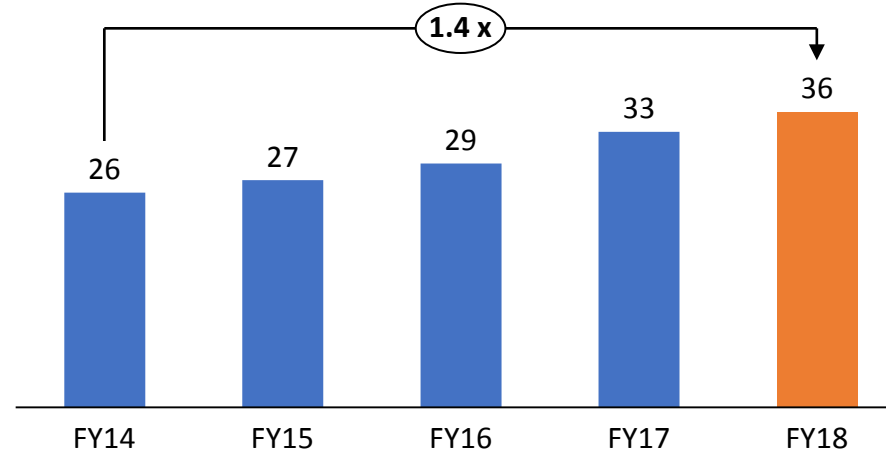


Consistent Performance over the years

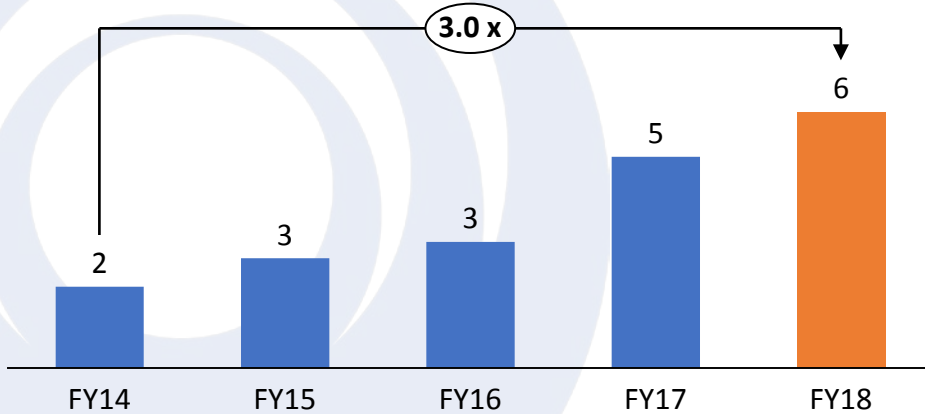
Revenue (Rs. Crs)



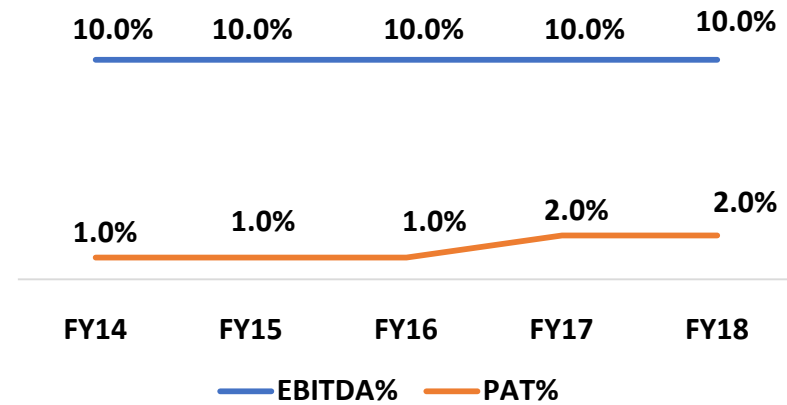
EBITDA (Rs. Crs)



PAT (Rs. Crs)



Margins %





Cords Cable Industries Limited
CIN: L74999DL1991PLC046092

Mrs. Garima Pant, CS
csc@cordscable.com

www.cordscable.com

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt. Limited
CIN: U74140MH2010PTC204285

Mr. Pratik R. Shah
pratik.shah@sgapl.net
+91 97692 60769

Mr. Rohan Adhiya
rohan.adhiya@sgapl.net
+91 98332 19522

www.sgapl.net

