

CORDS
THE IDEAL CONNECTION

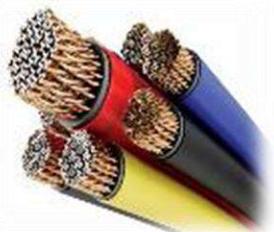


Investor Presentation – May 2018

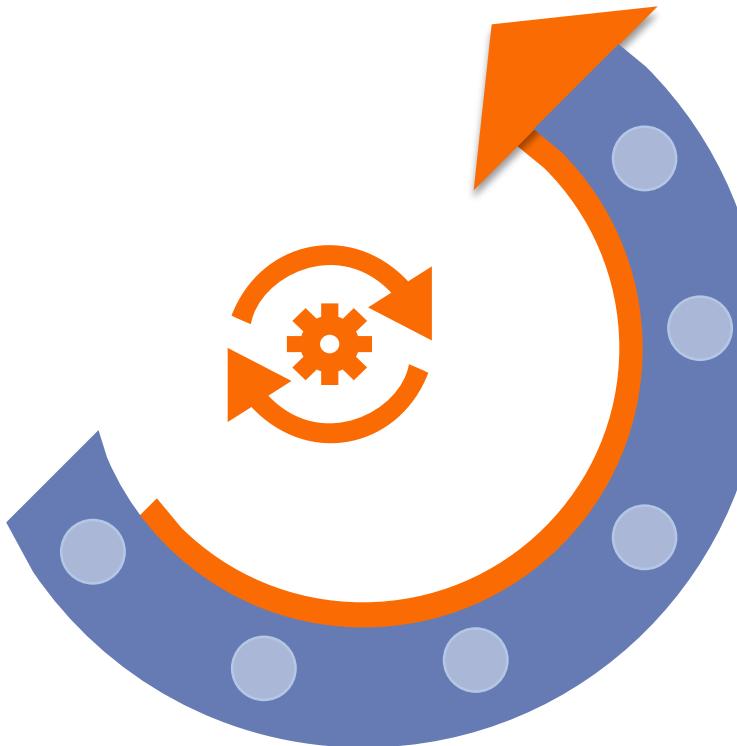
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A Specialized Control and Instrumentation Cable Company



Long standing customer relationships of over 20 years

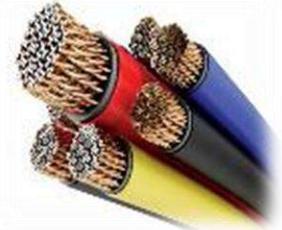
The company will benefit from the modernization and upgradation of infrastructure

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

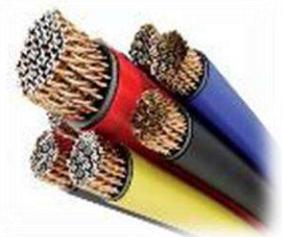
Thermocouple Cables

Control Cables

LV Power Cables

SPECIALTY CABLES

Fieldbus Cables
Low Temperature Cables
Eurobalise Railway Safety Cables
Railway Jelly Filled Quad Cables
Silicon Rubber Cables
Special Cables for Oil & Gas
Special Cables for Water
Desalination
Low Smoke Halogen Free Cables
Fire Survival Cables
Solar PV Cables
EPR Cables
Special 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

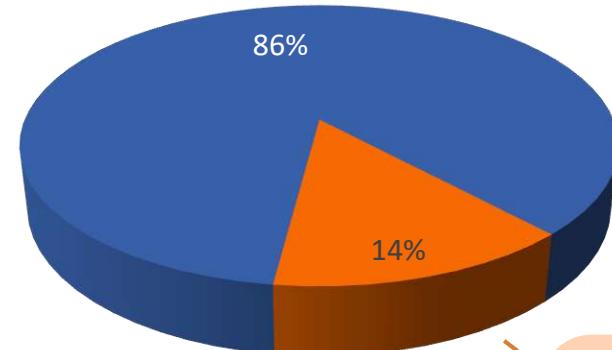
Sales Composition



Instrumentation & Control Cables



Power Cables

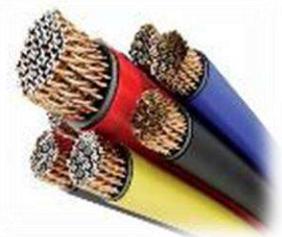


And Traditional Demand

LV Power Cables

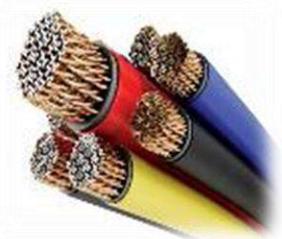
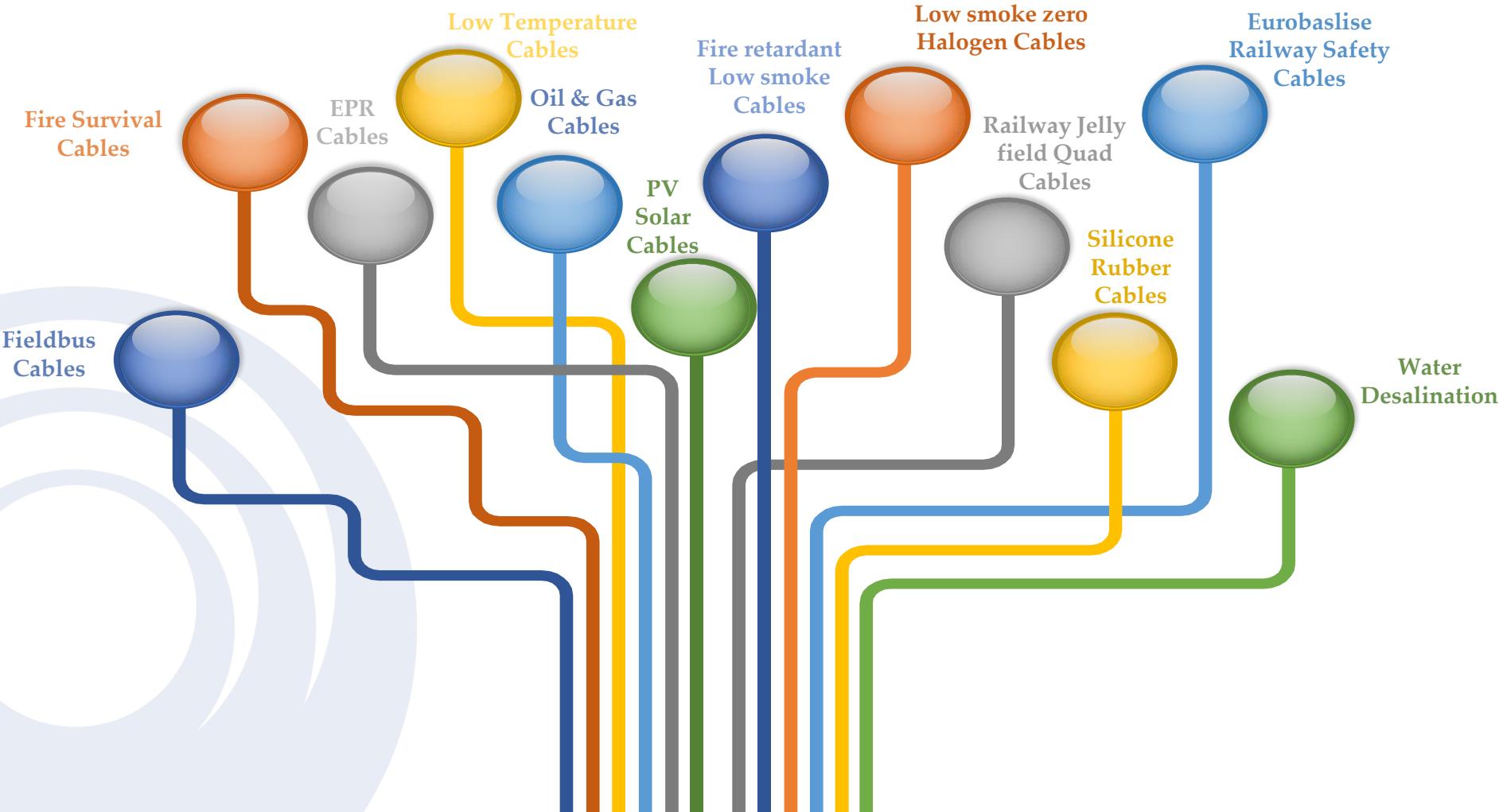
Application:

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



... bringing Constant Innovation

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

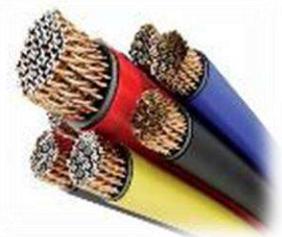
Aim at Innovation & Development of new varieties of cables at regular time intervals

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

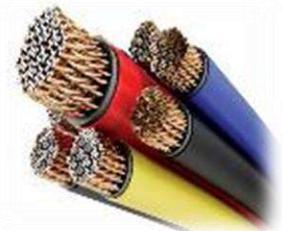
Manoj Gupta CFO

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

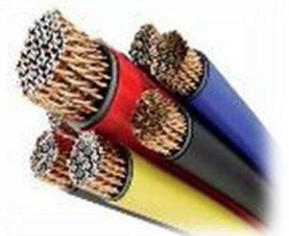
Strive for long-term relations and partnerships with customers, vendors and business associates

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



ओएनजीसी



SIEMENS

Honeywell

asianpaints



TATA STEEL

A Navratna Company

ACC ABB



IndianOil



SUN PHARMA



BOMBARDIER
TRANSPORTATION



Ansaldo STS
A Hitachi Group Company



Touching lives everywhere, every day



الشركة السعودية للكهرباء
Saudi Electricity Company



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



شركة تنمية نفط عمان ش.م.م
Petroleum Development Oman LLC.



INDO-JORDAN CHEMICALS COMPANY LIMITED



International Training & Consultancy Centre



ARABIAN BEMCO CONTRACTING CO. LTD.
INDUSTRIAL & POWER PROJECTS - DEVELOPERS & CONTRACTORS



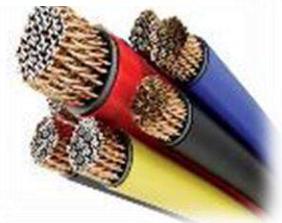
YEMEN PETROLEUM COMPANY



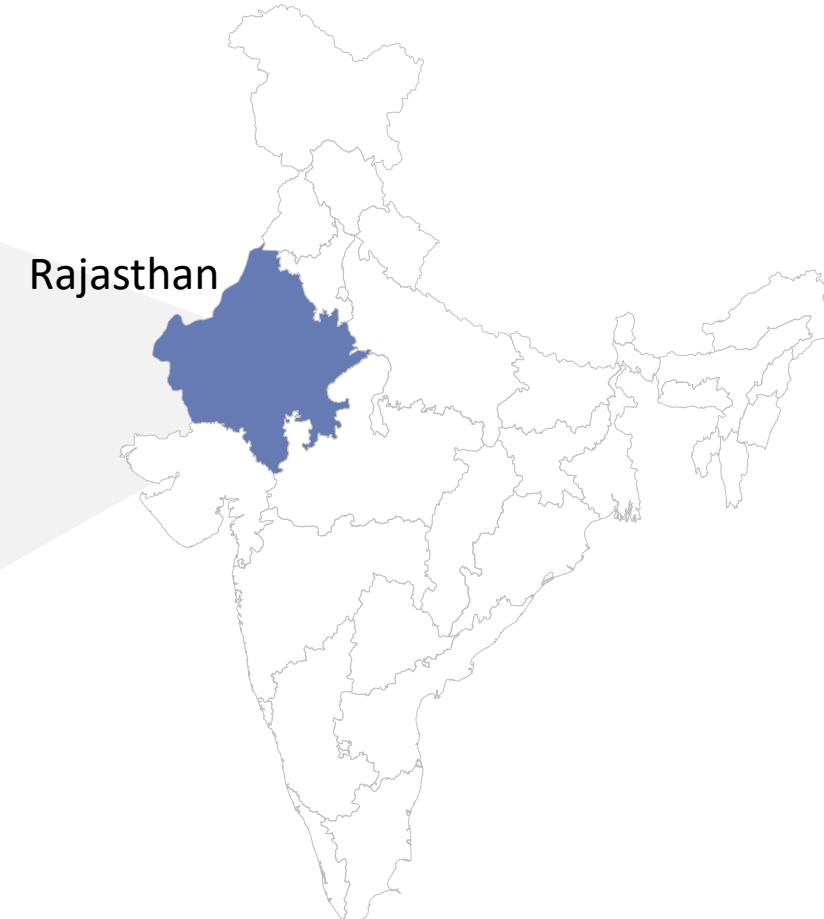
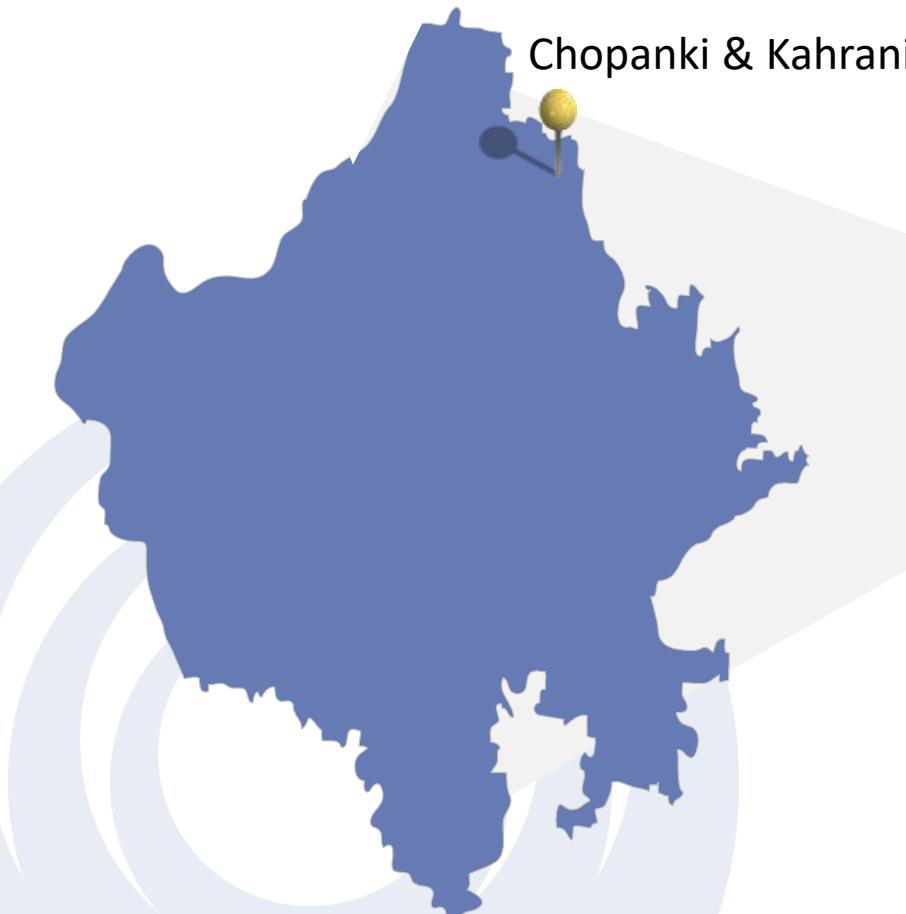
INDUSTRIAL TRAINING & CONSULTANCY COUNCIL



Qatar Solar Technologies
فناشرات الطاقة الشمسية
Member of Qatar Foundation



... State of the Art Manufacturing Facilities

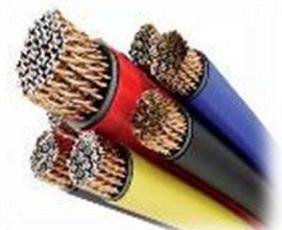


Chopanki Unit

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

Kahrani Unit

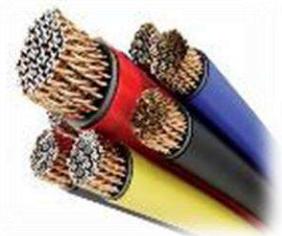
- ❖ Capacity of 35,000 Kms
- ❖ Manufactures Control, Instrumentation, Fieldbus, PV Solar, EPR Insulated & other Speciality Cables



Disclaimer: Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

... 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 **UVV Rheinland**



... Awards & Recognitions

Forbes Best Under a \$ Billion – 2008



International Quality Crown Award – 2011

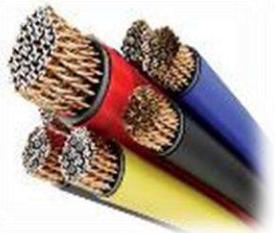


Ratna Shiromani Award



International Business Times 1000 Fastest Growing Companies – 2012

IBT1000





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



Railways

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



Metro Rail Projects

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



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



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



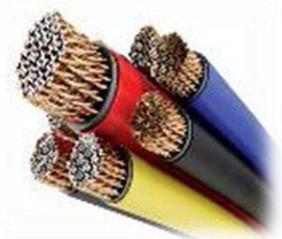
Hydrocarbons

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



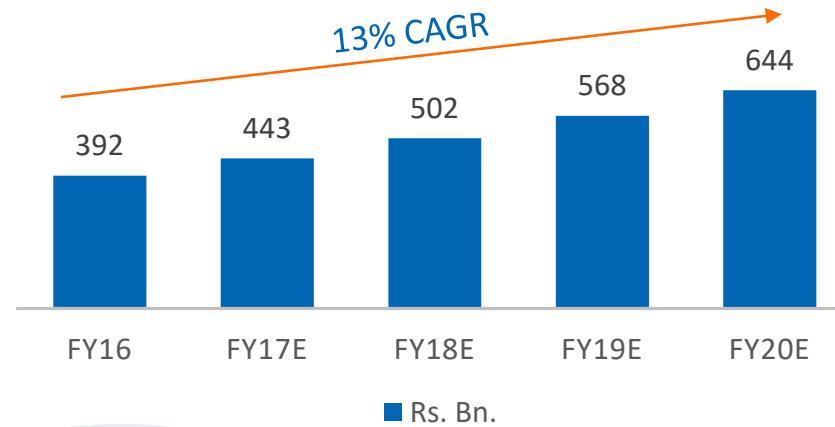
Power Sector

- 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



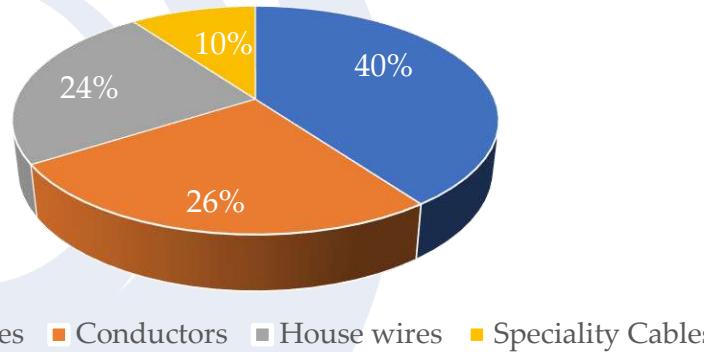
... Dominance to grow beyond the Industry

Indian Wire & Cables industry



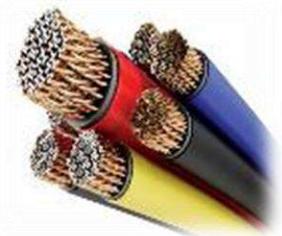
Speciality Cables at the cusp of growth

Market Share FY16



Sectors Driving Increase in Demand

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

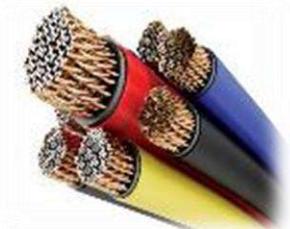


Supported by Technologically Advanced Facilities

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 13%*
- ✓ *High thrust of the Current Government on Infrastructure projects increasing scope for Speciality Data Cables*

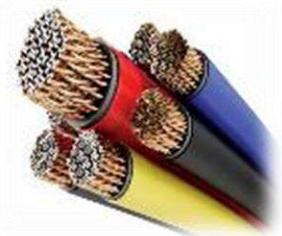
With Cords leadership in Cable Space

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

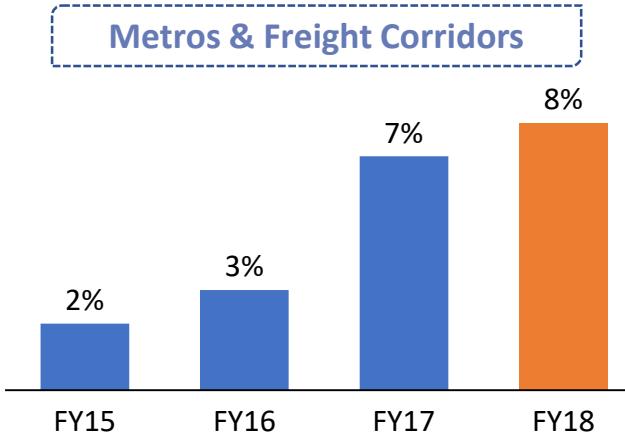
Low Investment for growth

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

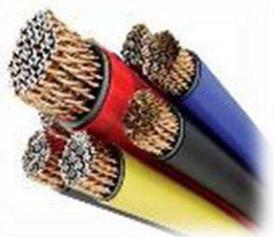
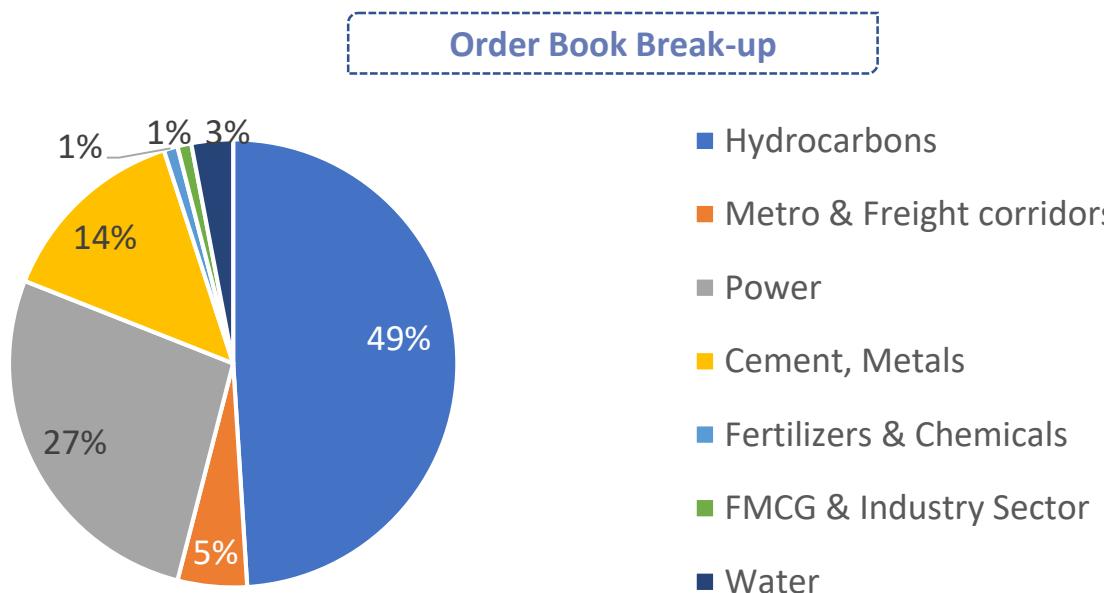
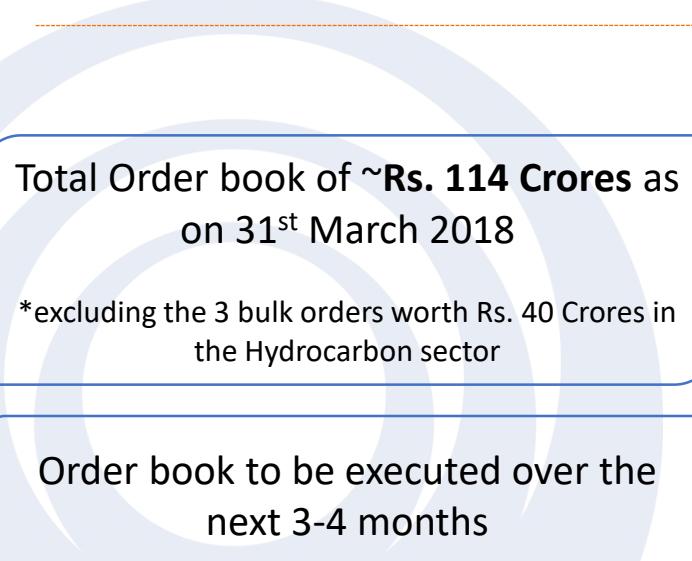
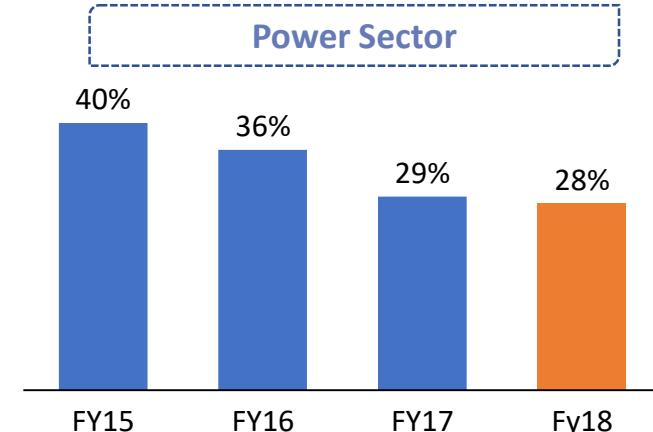
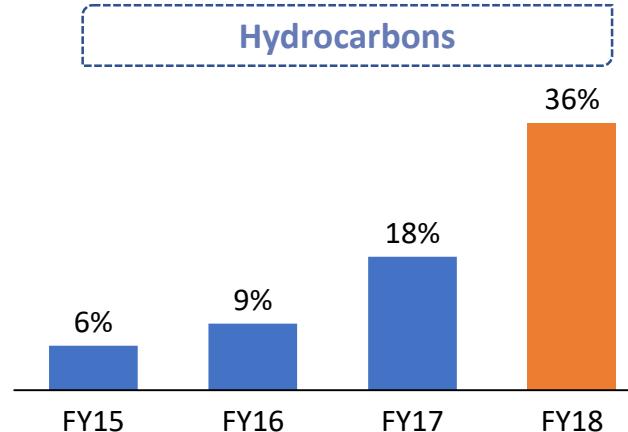
Creating strong business fundamentals



Increasing Focus on Sunrise Sectors



Percentage Contribution to Revenues

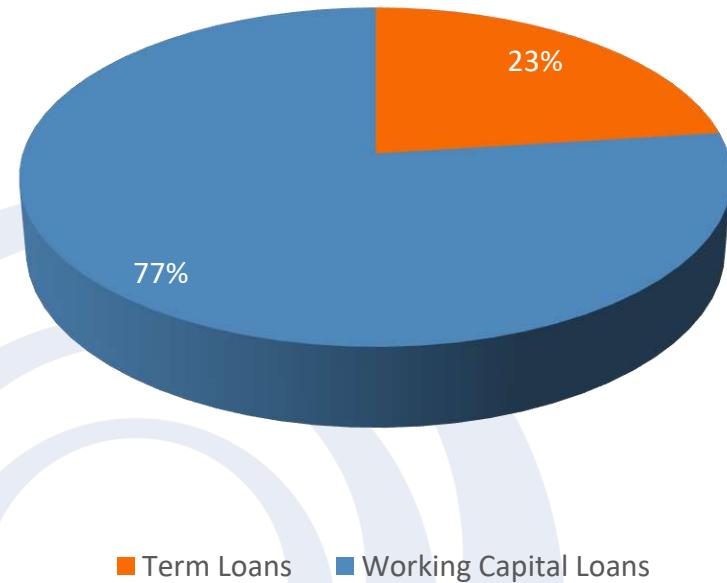




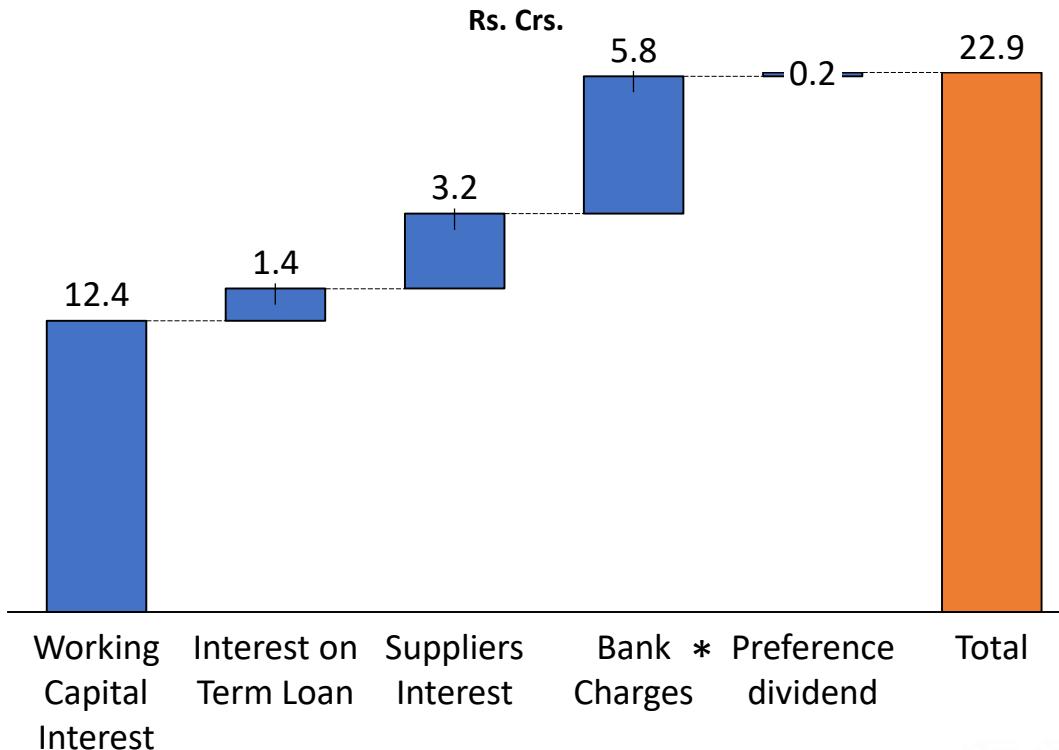
Financial Highlights

Net Debt to Equity of 0.39 x

Total Debt Structure as of FY18

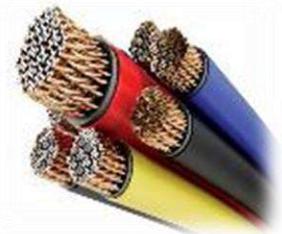


FY18 Finance Cost Break up



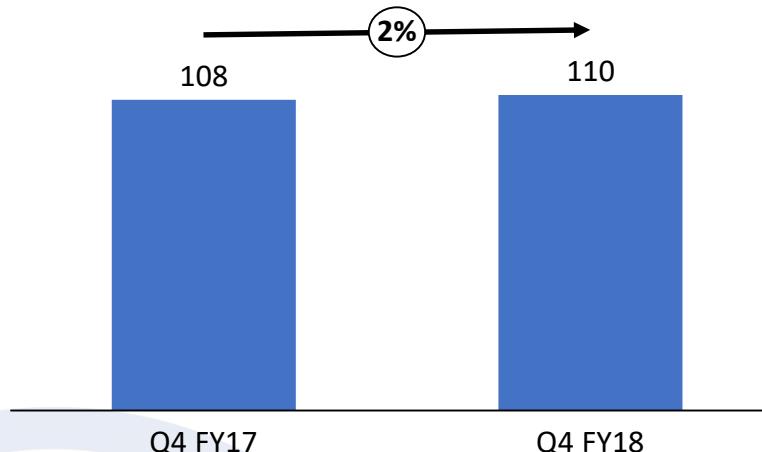
* **Bank Charges** are inclusive of:

- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

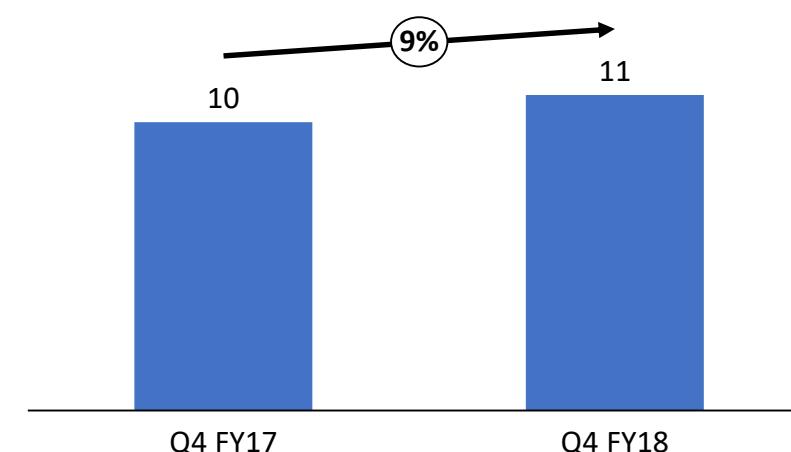


Q4 FY18 Financial Highlights

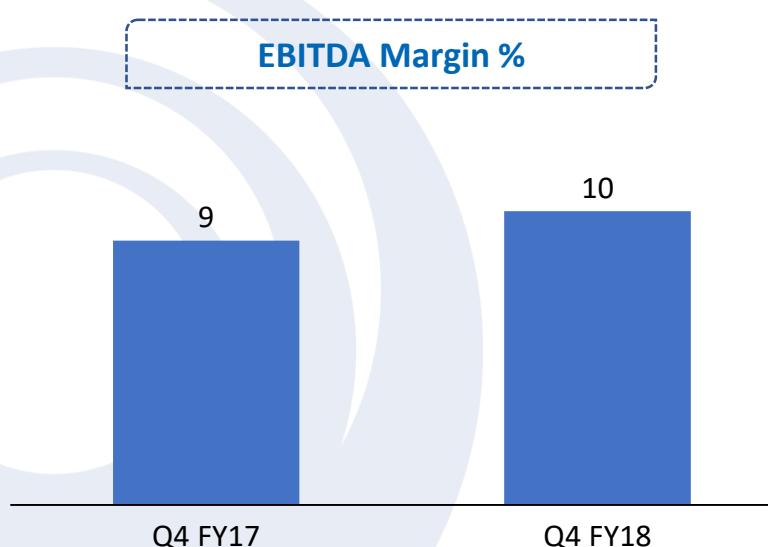
Revenue (Rs. Crs.)



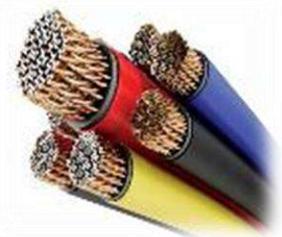
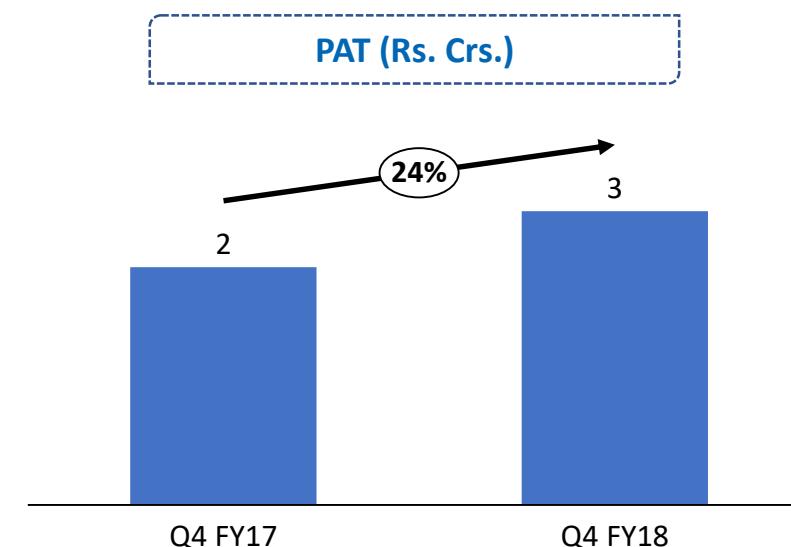
EBITDA (Rs. Crs.)



EBITDA Margin %

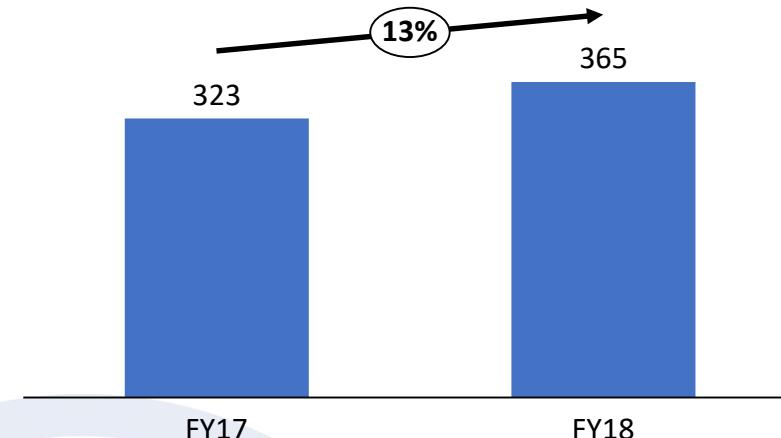


PAT (Rs. Crs.)

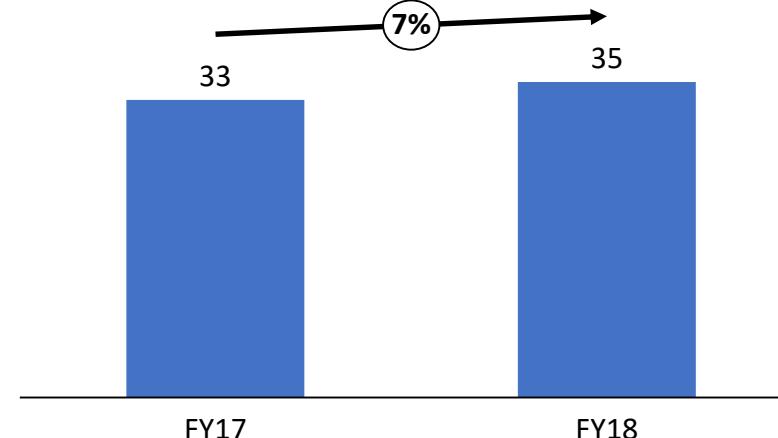


FY18 Financial Highlights

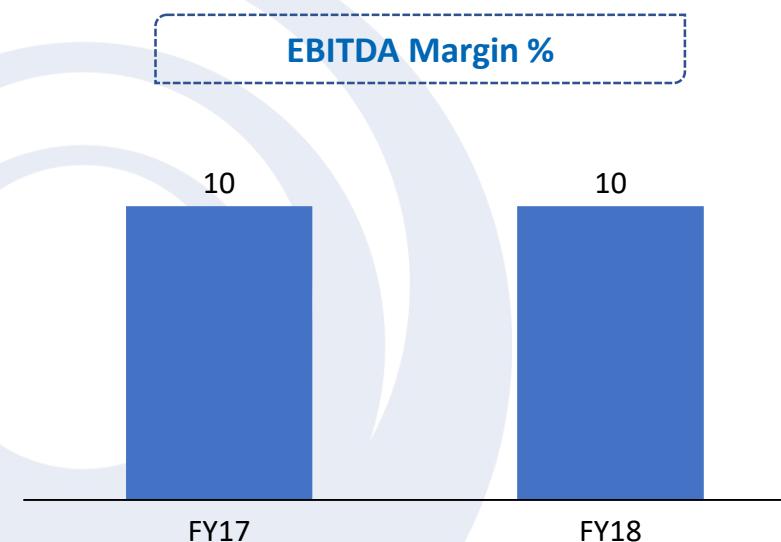
Revenue (Rs. Crs.)



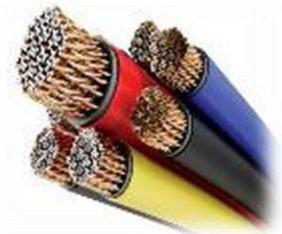
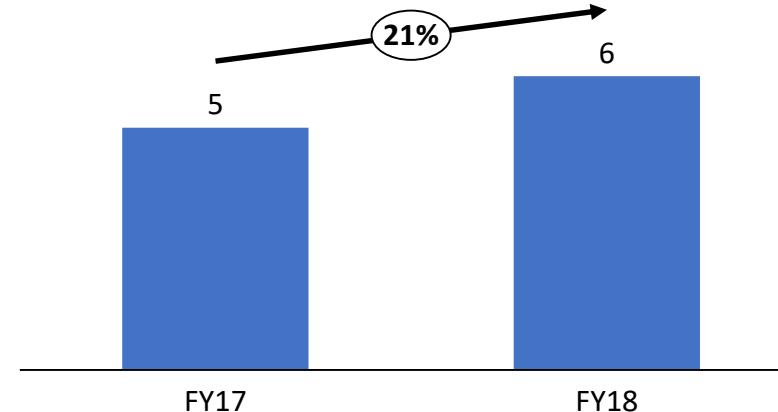
EBITDA (Rs. Crs.)



EBITDA Margin %

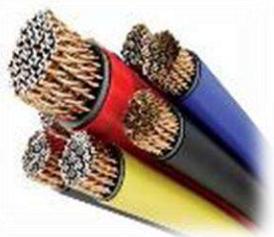


PAT (Rs. Crs.)



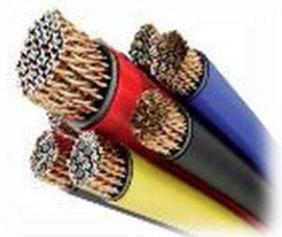
Profit & Loss Statement as per Ind AS

Particulars (Rs. Crs.)	Q4 FY18	Q4 FY17	YoY	FY18	FY17	YoY
Revenue	110	108	2%	365	323	13%
Direct Expenses	88	88		292	255	
Employee Expenses	4	4		16	14	
Other Expenses	6	6		22	22	
EBITDA	11	10	9%	35	33	7%
EBITDA Margin	10%	9%		10%	10%	
Other Income	0	1		2	2	
Depreciation	1	1		5	5	
EBIT	10	10	6%	32	30	7%
EBIT Margin	9%	9%		9%	9%	
Finance costs	7	6		23	22	
PBT	4	3	5%	9	8	17%
Tax	1	1		3	3	
PAT	3	2	24%	6	5	21%
PAT Margin	2%	2%		2%	2%	

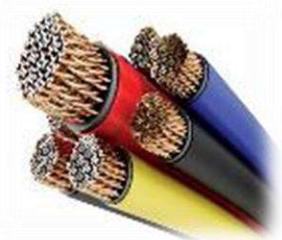
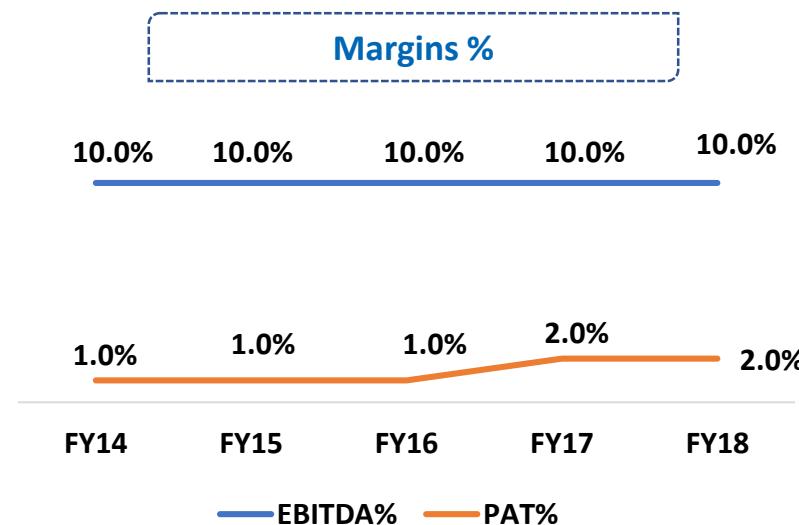
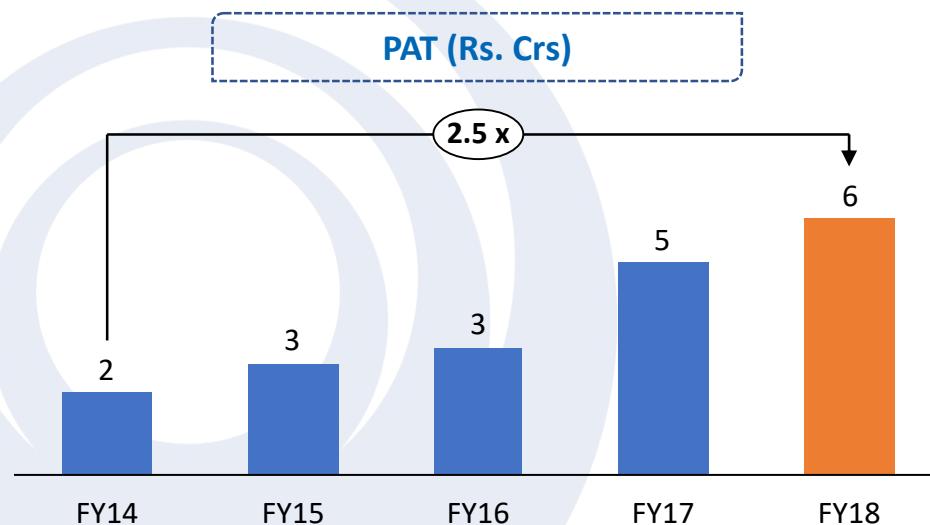
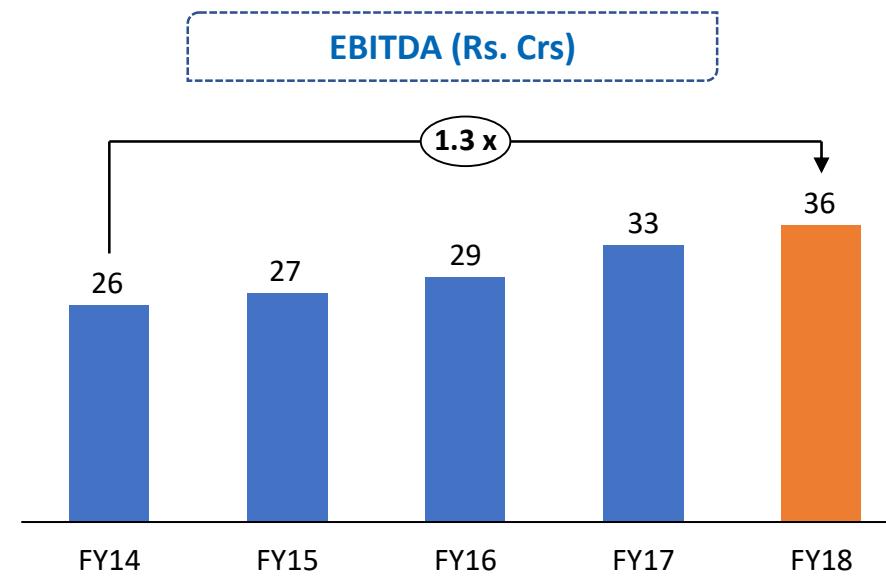
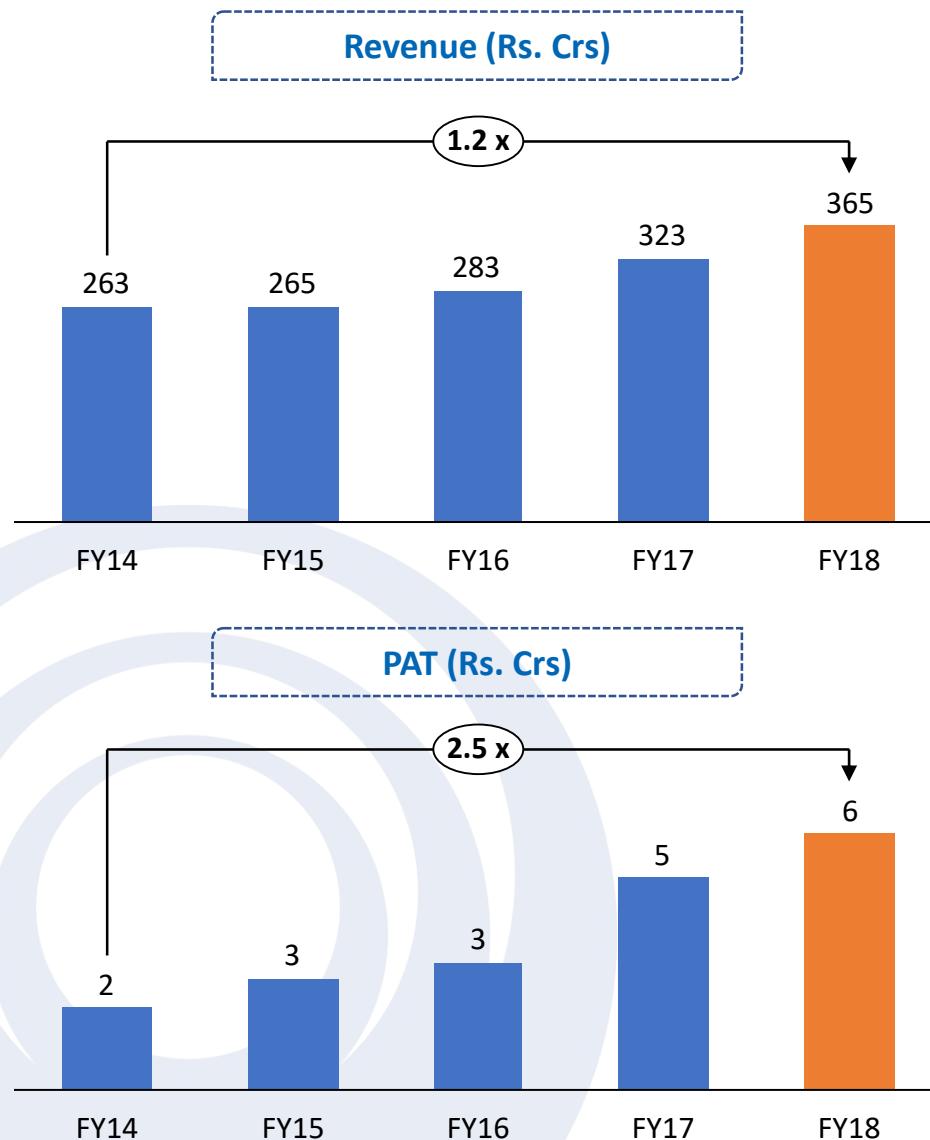


Balance Sheet as per Ind AS

Particulars (Rs. Crs.)	Mar 18	Mar 17	Particulars (Rs. Crs.)	Mar 18	Mar 17
ASSETS					
Non-current assets	94	93	EQUITY & LIABILITIES		
Property, plant and equipment	92	90	Equity	127	121
Security Deposit	2	1	Equity Share capital	13	13
Other Non-current Assets	-	1	Other equity	114	108
Current assets	192	186	Non-current liabilities	24	23
Inventories	54	47	Borrowings	15	12
Investments	0	0	Provisions	1	1
Trade receivables	102	93	Deferred tax liabilities (net)	8	8
Cash and cash equivalents	0	0	Other non-current liabilities	0	2
Bank Balances	26	25	Current liabilities	135	135
Other current assets	10	20	Borrowings	61	53
TOTAL ASSETS	286	279	Trade payables	66	70
			Other current liabilities	6	10
			Provisions	2	2
			TOTAL EQUITY & LIABILITIES	286	279



Consistent Performance over the years





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