

Date: 21.08.2018

<p>Listing Department (Compliance Cell), National Stock Exchange of India Limited Exchange Plaza, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (E), Mumbai- 400 051 <b>Stock Code: CORDSCABLE</b></p>	<p>Listing Department (Compliance Cell), Bombay Stock Exchange Ltd. Floor 25, PJ Towers, Dalal Street, Mumbai- 400 001 <b>Stock Code: 532941</b></p>
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**Sub: Investor Presentation under Regulation-30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations , 2015.**

Dear Sir/Madam,

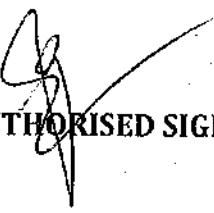
This has reference to Regulation-30 of Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find attached the investor presentation for the quarter ended June 30<sup>th</sup>, 2018.

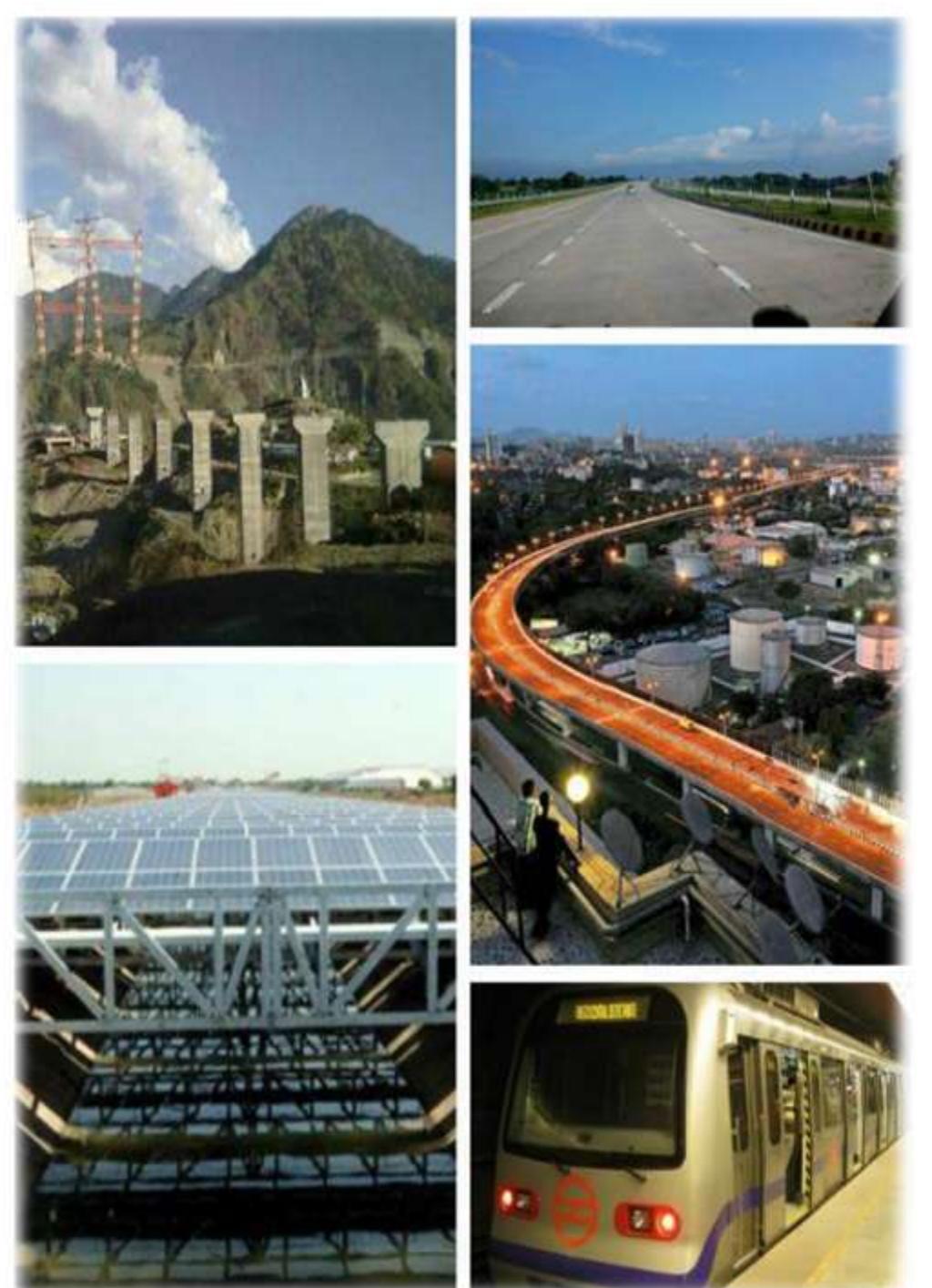
The above mentioned Investor Presentation will also be available on website of the company.

Request you to take the same on records.

Yours Faithfully,

**FOR CORDS CABLE INDUSTRIES LIMITED**

  
**AUTHORISED SIGNATORY**



**CORDS**  
THE IDEAL CONNECTION

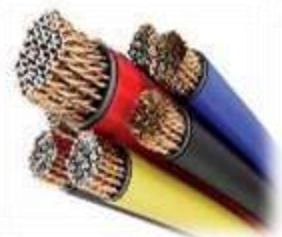


Investor Presentation – August 2018

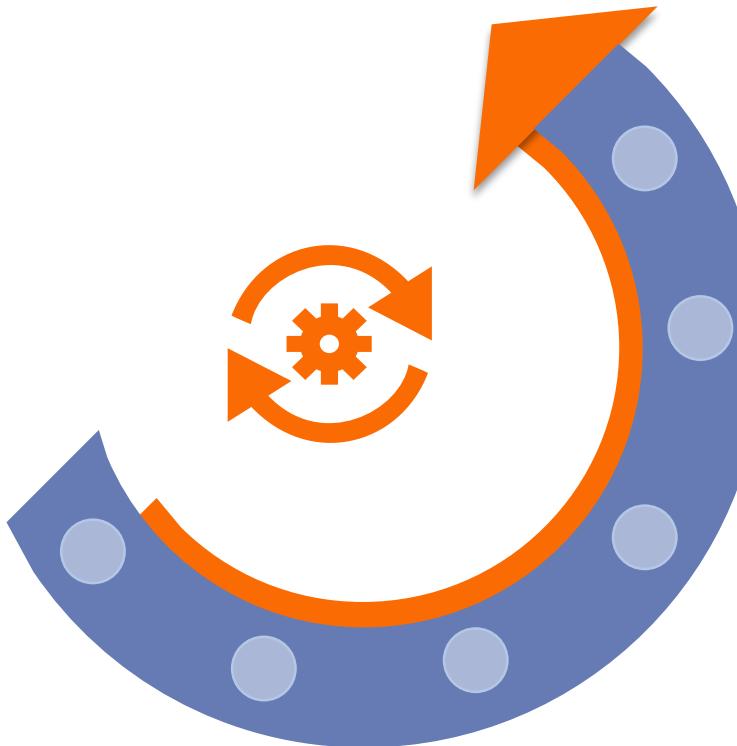
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# A Specialized Control and Instrumentation Cable Company



Long standing customer relationships of over 20 years

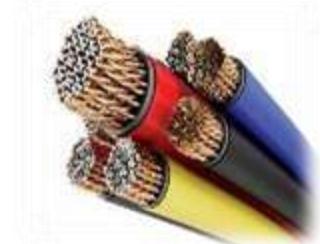
The company will benefit from the modernization and upgradation of infrastructure

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

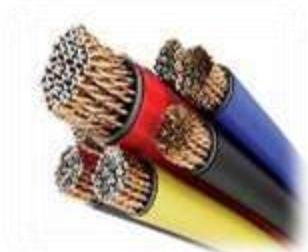


## Instrumentation Cables

# Thermocouple Cables

## Control Cables

# LV Power Cables



# ... 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

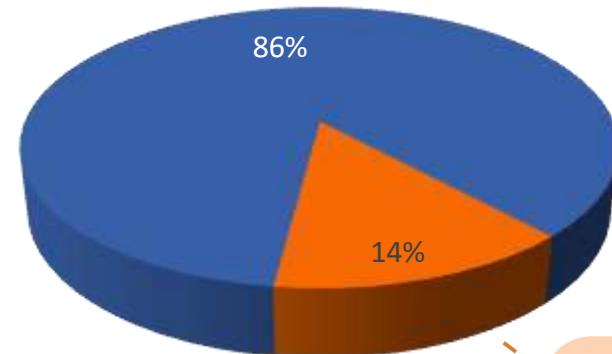
## **Sales Composition**



Instrumentation & Control Cables



Power Cables

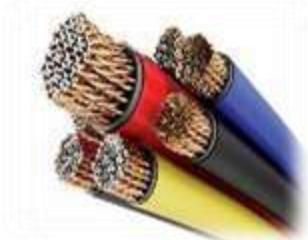


## *And Traditional Demand*

### LV Power Cables

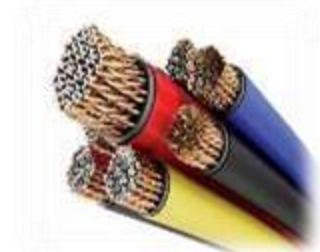
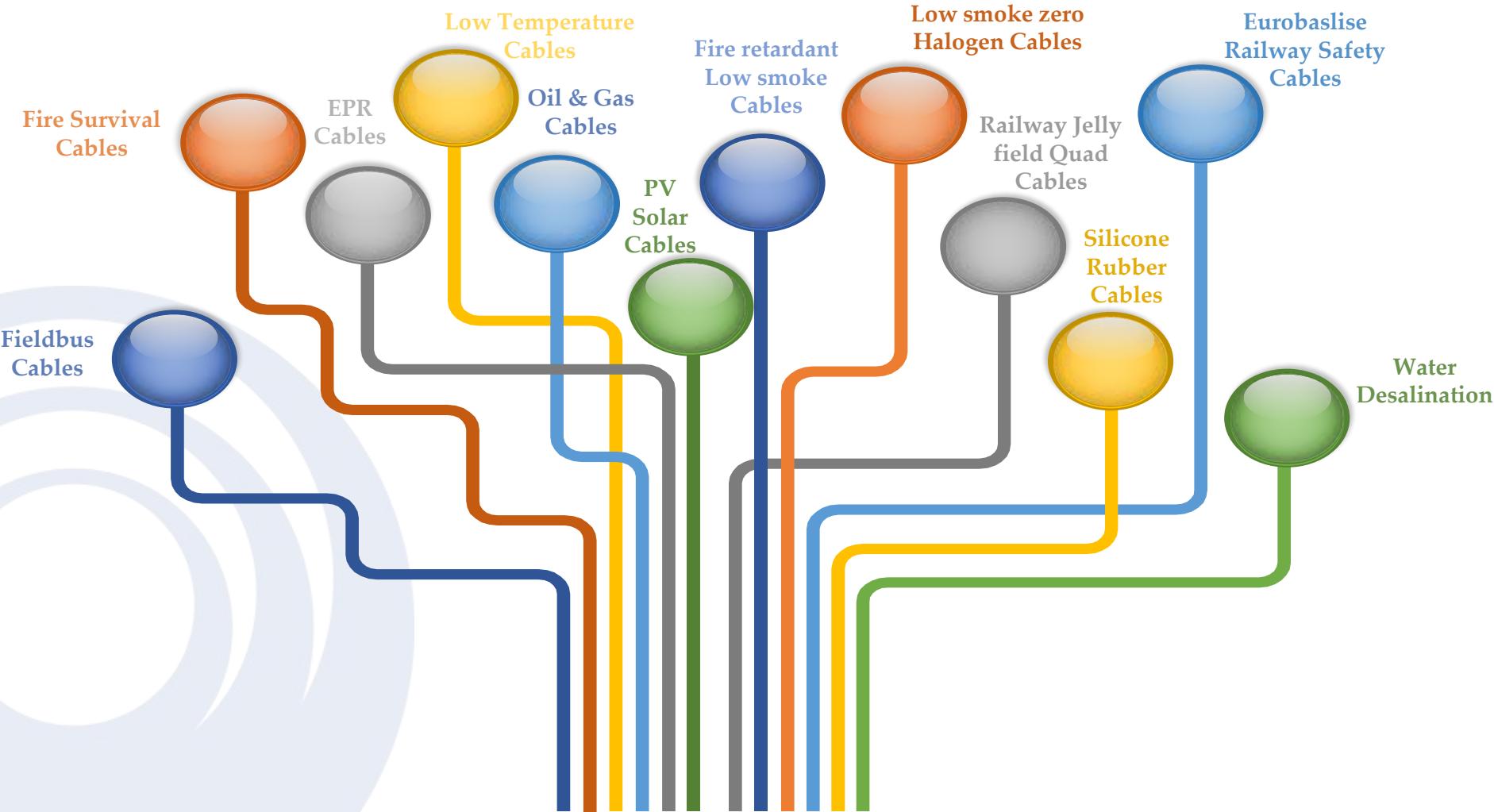
#### Application:

- ✓ 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

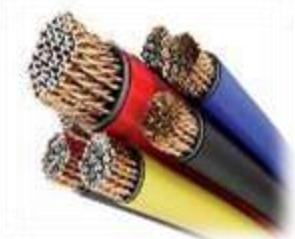
Aim at Innovation & Development of new varieties of cables at regular time intervals

### 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

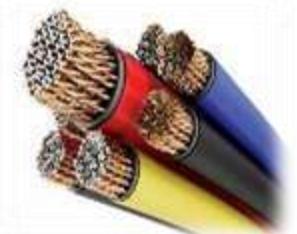
**Manoj Gupta**  
CFO

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

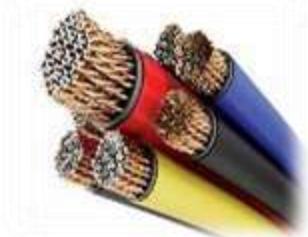
Strive for long-term relations and partnerships with customers, vendors and business associates

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



A Navratna Company



IndianOil



energising lives



Shree Cement



EMERSON



ALSTOM



**BOMBARDIER**  
TRANSPORTATION



एनटीपीसी

NTPC



Shree Cement



YEMEN PETROLEUM COMPANY



Biocon



Ansaldo STS

A Hitachi Group Company

## International



Touching lives everywhere, every day



الشركة السعودية للكهرباء  
Saudi Electricity Company



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



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



OMIFCO



Dadsal



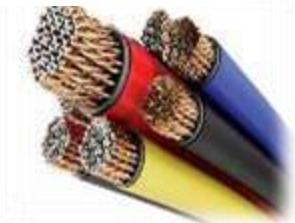
INDO-JORDAN CHEMICALS COMPANY LIMITED



INDUSTRIAL TRADING CO.

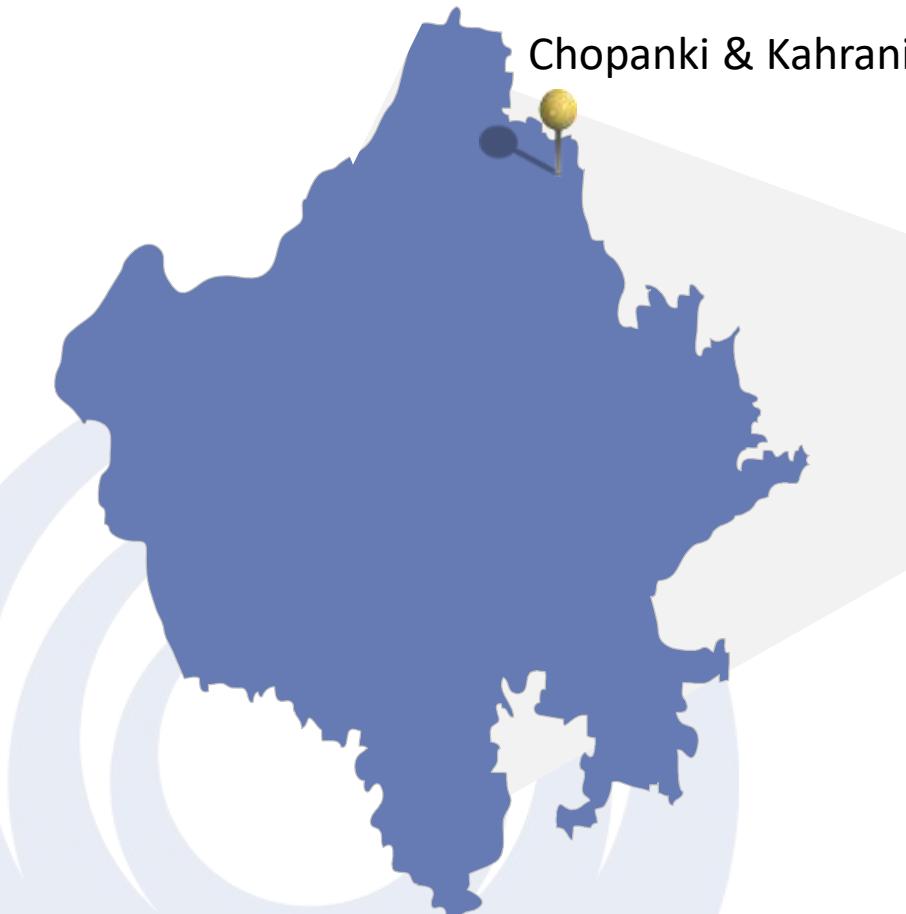


INDUSTRIAL & POWER PROJECTS - DEVELOPERS & CONTRACTORS



QSTec  
Qatar Solar Technologies  
Qatar Foundation  
Member of Qatar Foundation

# ... State of the Art Manufacturing Facilities

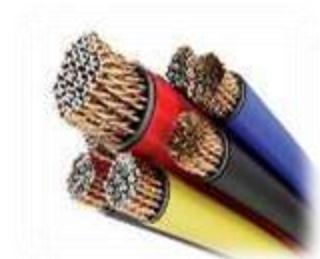


## Chopanki Unit

- ❖ 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.

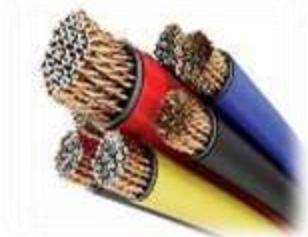
# ... Certifications & Client Approvals

- ❖ 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**

## Type Tested by



## Major Approvals



## ... Awards & Recognitions

## Forbes Best Under a \$ Billion – 2008



## International Quality Crown Award – 2011

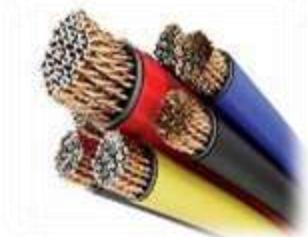


## Ratna Shiromani Award



## International Business Times 1000 Fastest Growing Companies – 2012

# 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



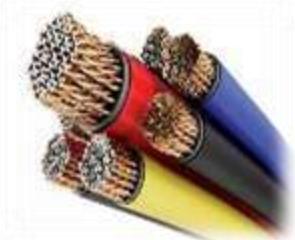
## Hydrocarbons

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



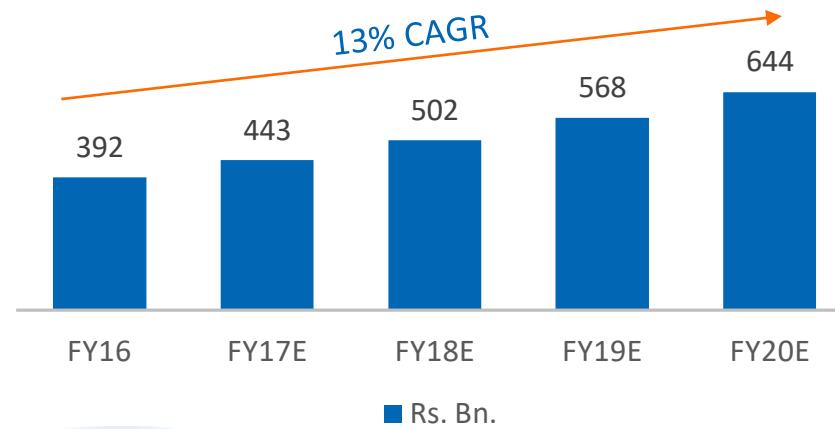
## Power Sector

- 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



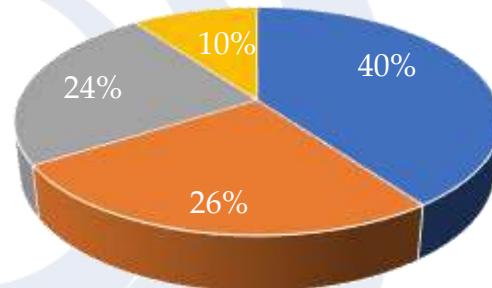
# ... Dominance to grow beyond the Industry

## Indian Wire & Cables industry



## Speciality Cables at the cusp of growth

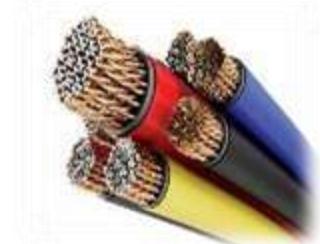
### Market Share FY16



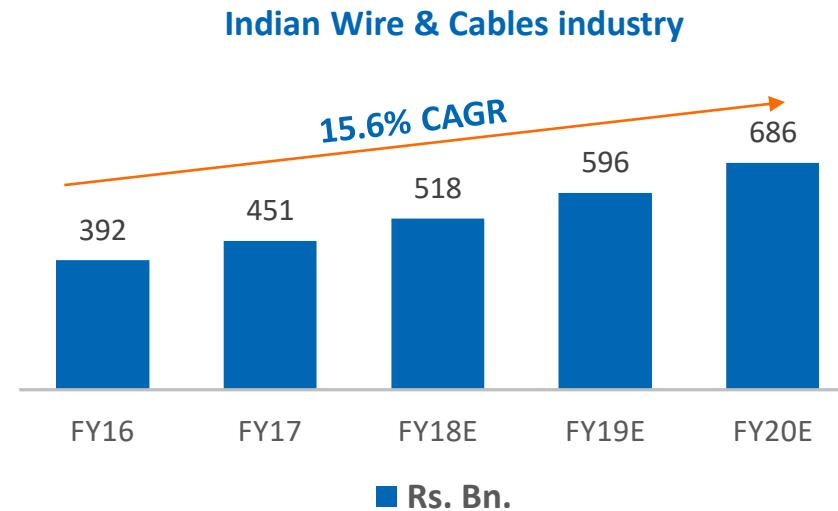
■ Power Cables ■ Conductors ■ House wires ■ Speciality Cables

## Sectors Driving Increase in Demand

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



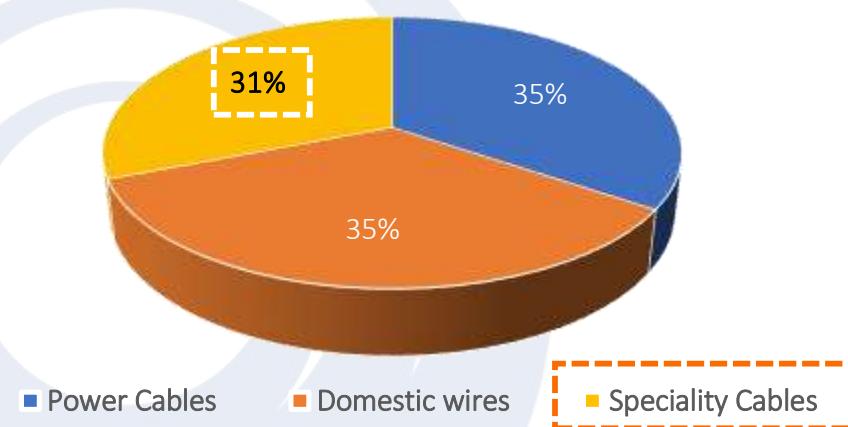
# ... Dominance to grow beyond the Industry



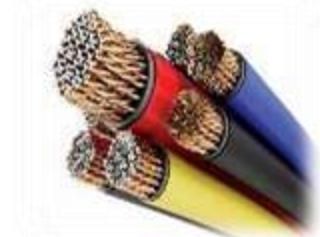
## Sectors Driving Increase in Demand

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

## Speciality Cables at the cusp of growth



Source: Edelweiss Reports

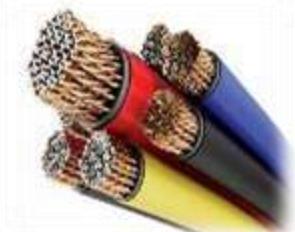


## Supported by Technologically Advanced Facilities

**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*

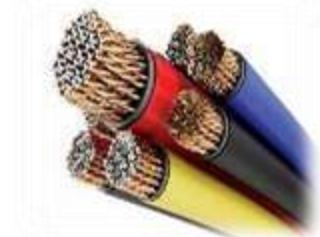
## With Cords leadership in Cable Space

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

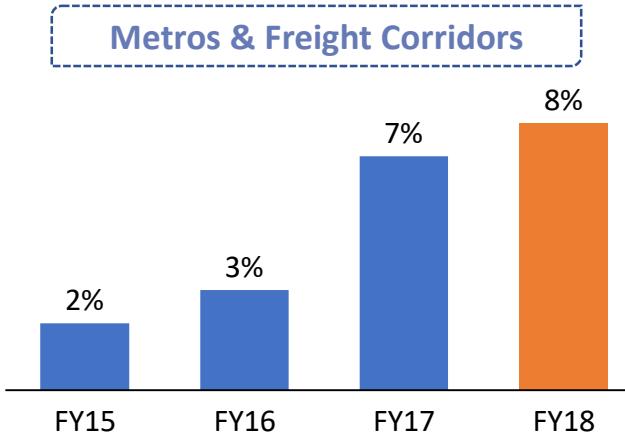
## Low Investment for growth

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

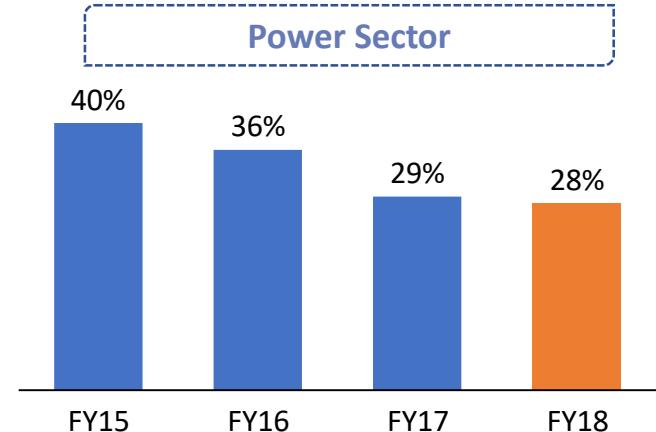
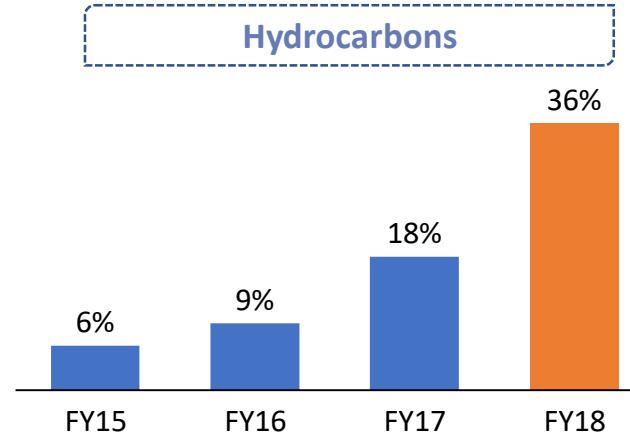
***Creating strong business fundamentals***



# Increasing Focus on Sunrise Sectors

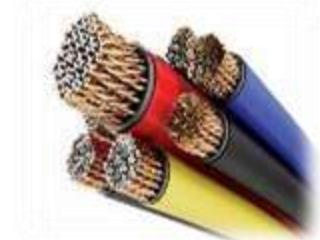
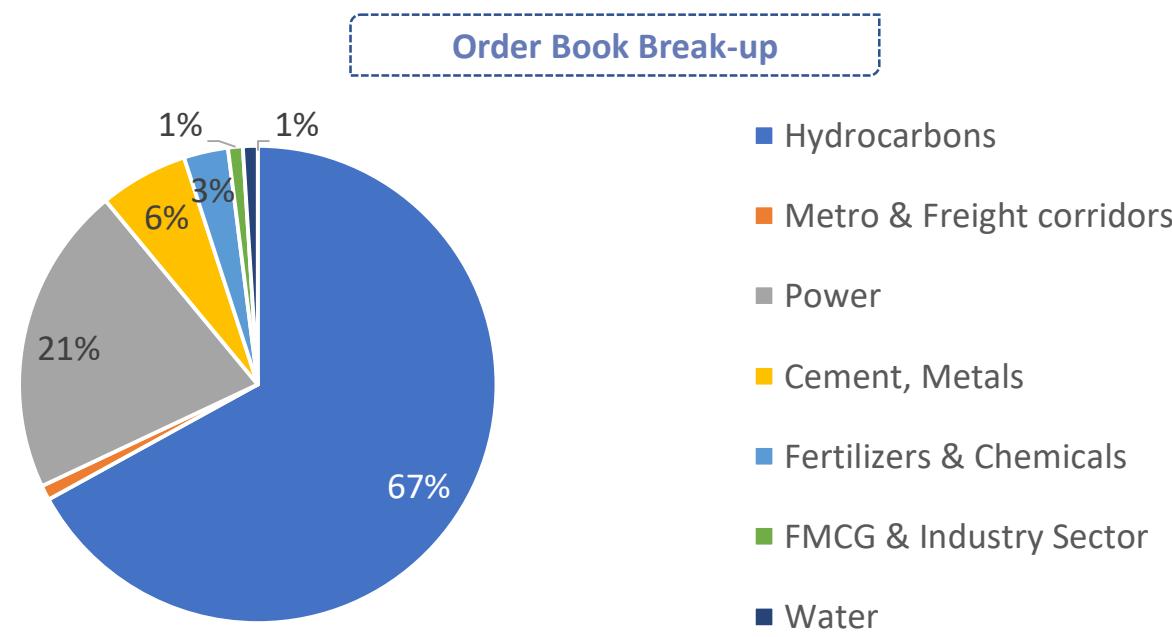


Percentage Contribution to Revenues



Total Order book of **~Rs. 146 Crores** as on 30<sup>th</sup> June 2018

Order book to be executed over the next 3-4 months



## Few Major Order wins during the quarter

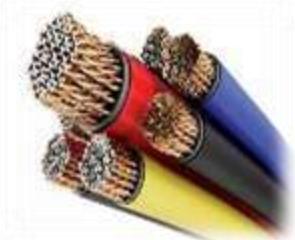
### 3 bulk contracts from Hydrocarbons sector

- For supply of **Fire Resistant Signal, Conventional Type instrumentation and Power Cables**
- Combined total estimated value of the **3 contracts is Rs. 40 crore**
- Execution period **4-5 Months**
- To be supplied in the states of **Haryana, Assam & Gujarat**

### Bulk order amounting to Rs. 47.2 Crores

- For supply of **Signal Cables including Fire Resistant - Gas Detector Signal Cables, Alarm Cables and Control Cables**
- For **Polymer Addition Project in the Hydrocarbon sector**
- **Total estimated value of the contracts is Rs. 47.2 crores (inclusive of GST)**
- To be supplied in the state of **Punjab**

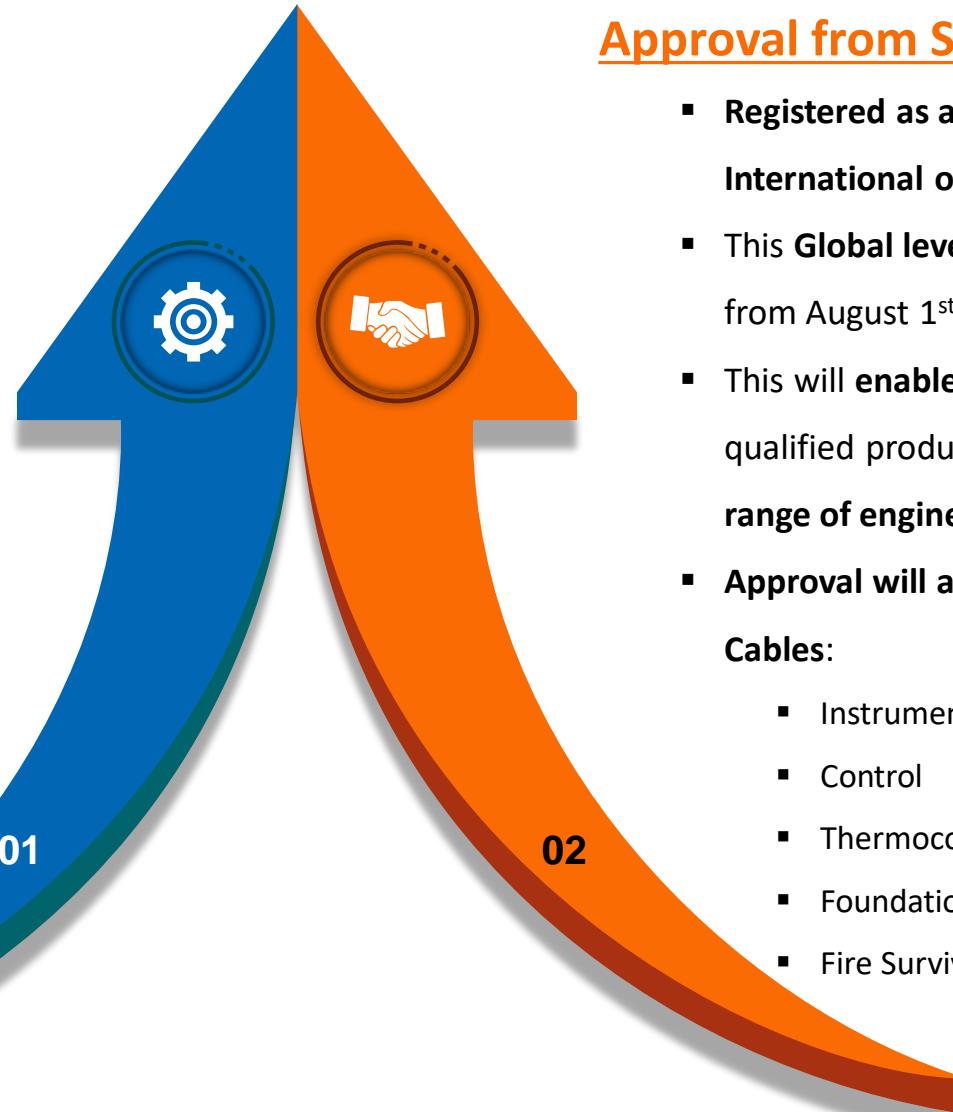
# Orders



## Increased Business Opportunities

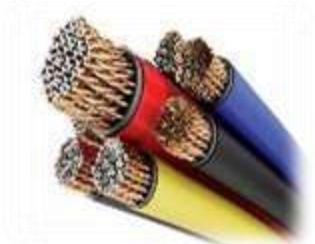
### Approval from Gulf Oil Major

- Registered & Prequalified with **Arabian Gulf based oil major**
- 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 the said Gulf based Oil major



### 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 1<sup>st</sup>, 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

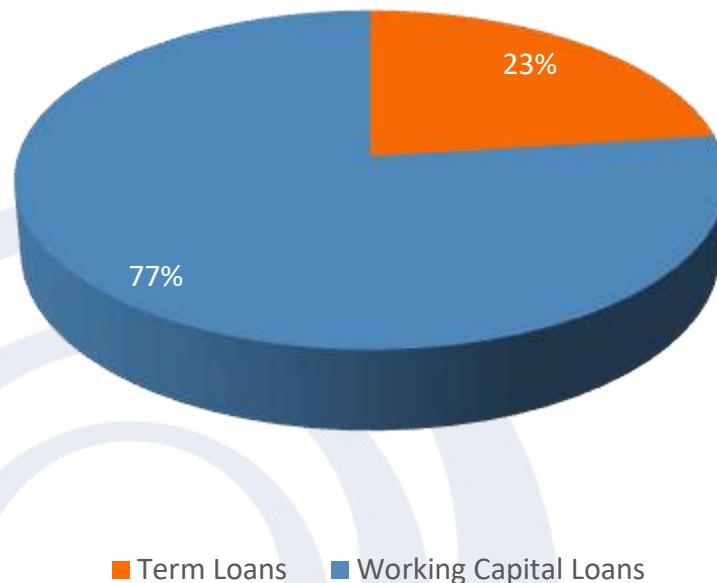




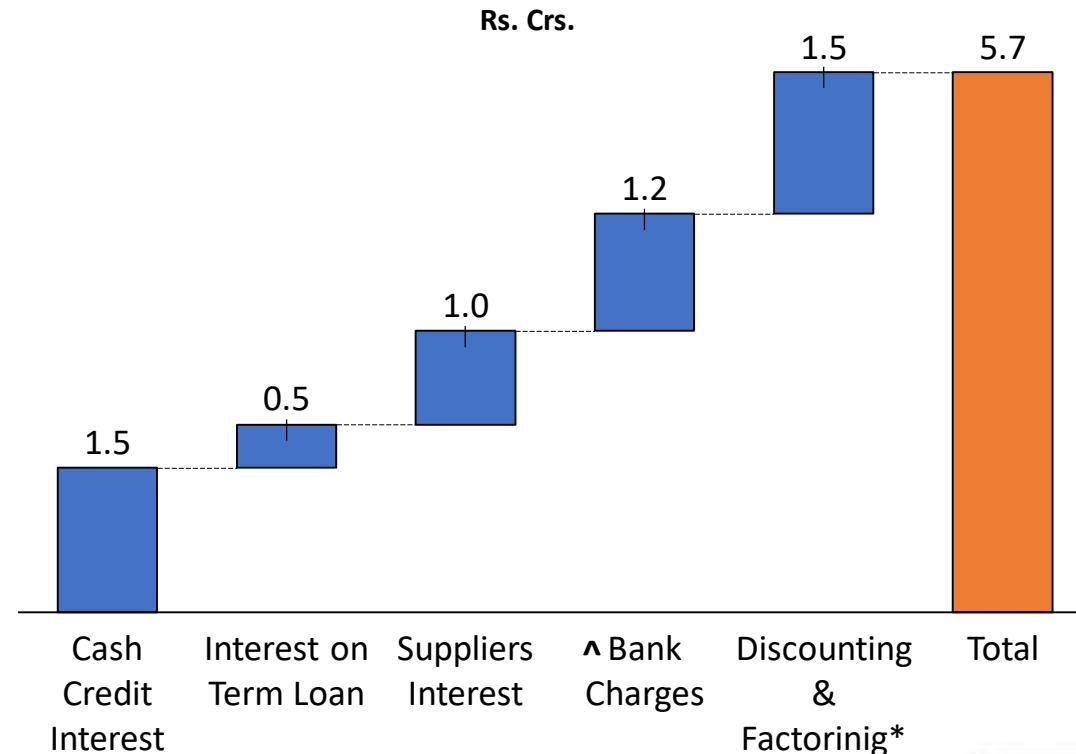
## *Financial Highlights*

## Net Debt to Equity of 0.39 x

**Total Debt Structure as of Q1FY19**



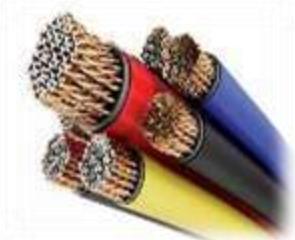
**Q1FY19 Finance Cost Break up**



**^ Bank Charges** are inclusive of:

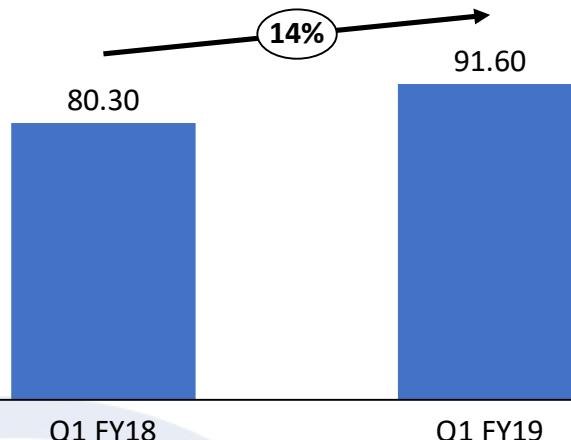
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

**\* Discounting & Factoring** includes both LC backed and non-LC backed bills including both Sales & Purchase side

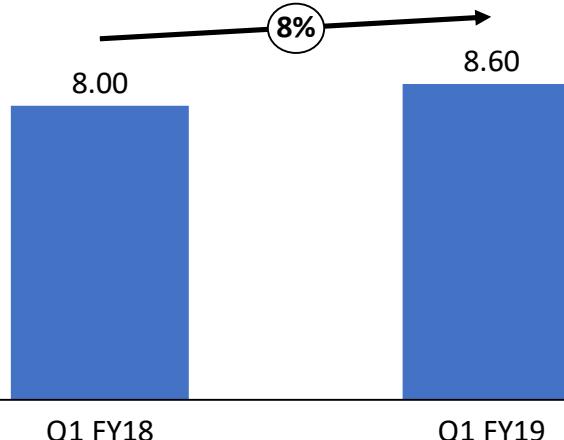


## Q1 FY19 Financial Highlights

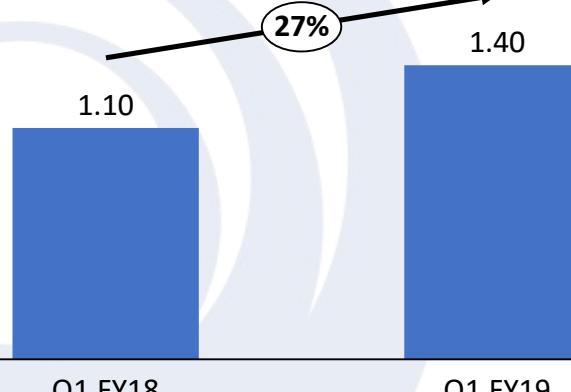
Revenue (Rs. Crs.)



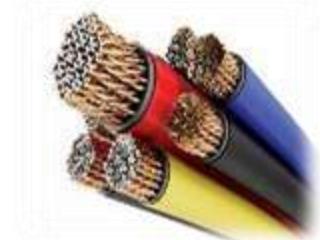
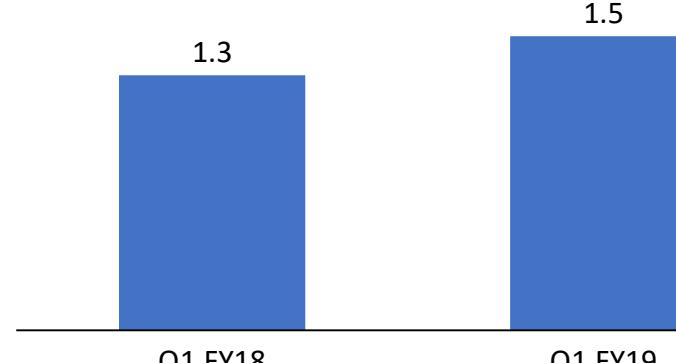
EBITDA (Rs. Crs.)



PAT (Rs. Crs.)

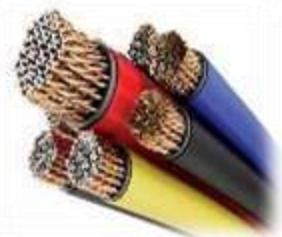


PAT Margin %



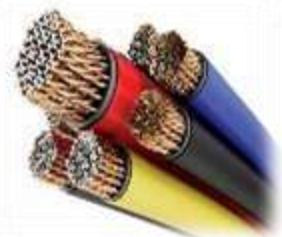
# Profit & Loss Statement as per Ind AS

Particulars (Rs. Crs.)	Q1 FY19	Q1 FY18	YoY	FY18
<b>Revenue</b>	<b>91.6</b>	<b>80.3</b>	<b>14.2%</b>	<b>365.4</b>
Direct Expenses	73.2	63.3		292.1
Employee Expenses	4.1	3.7		15.8
Other Expenses	5.8	5.3		22.1
<b>EBITDA</b>	<b>8.6</b>	<b>8.0</b>	<b>7.7%</b>	<b>35.5</b>
<b>EBITDA Margin</b>	<b>9.4%</b>	<b>9.9%</b>		<b>9.7%</b>
Other Income	0.4	0.5		1.8
Depreciation	1.4	1.3		5.1
<b>EBIT</b>	<b>7.7</b>	<b>7.1</b>	<b>7.4%</b>	<b>32.2</b>
<b>EBIT Margin</b>	<b>8.3%</b>	<b>8.9%</b>		<b>8.8%</b>
Finance costs	5.7	5.5		22.9
<b>PBT</b>	<b>2.0</b>	<b>1.6</b>	<b>20.3%</b>	<b>9.2</b>
Tax	0.6	0.6		3.0
<b>PAT</b>	<b>1.4</b>	<b>1.1</b>	<b>26.9%</b>	<b>6.3</b>
<b>PAT Margin</b>	<b>1.5%</b>	<b>1.3%</b>		<b>1.7%</b>

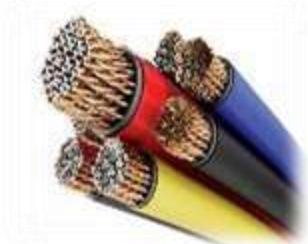
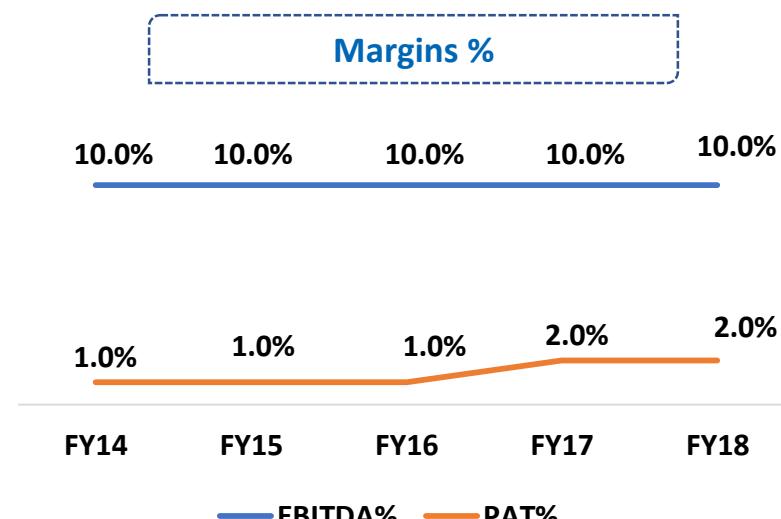
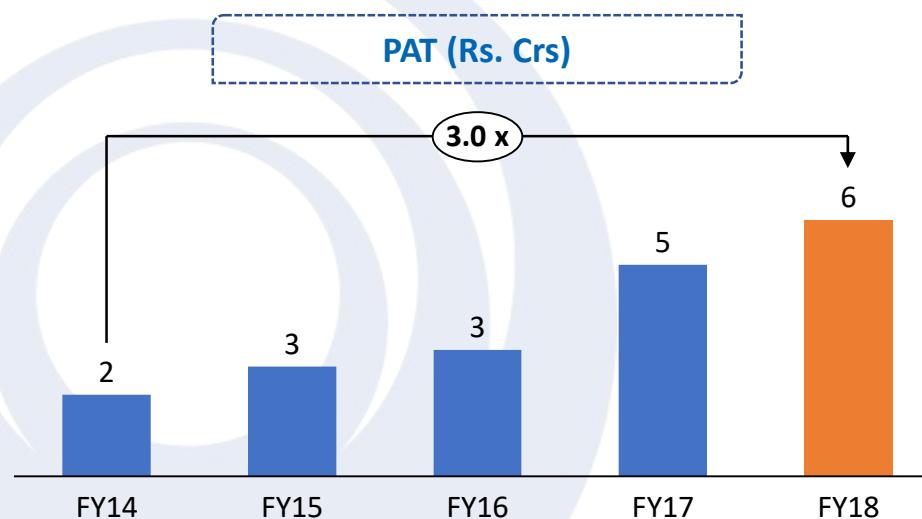
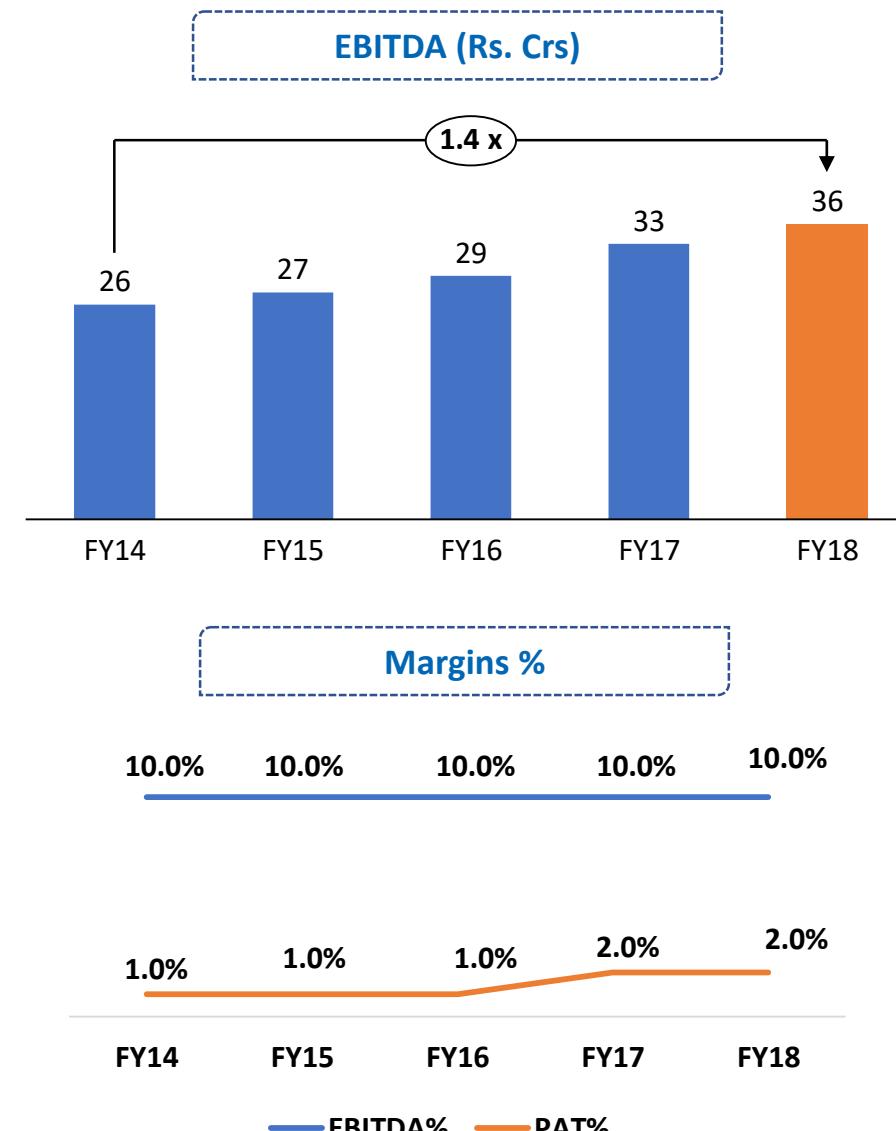
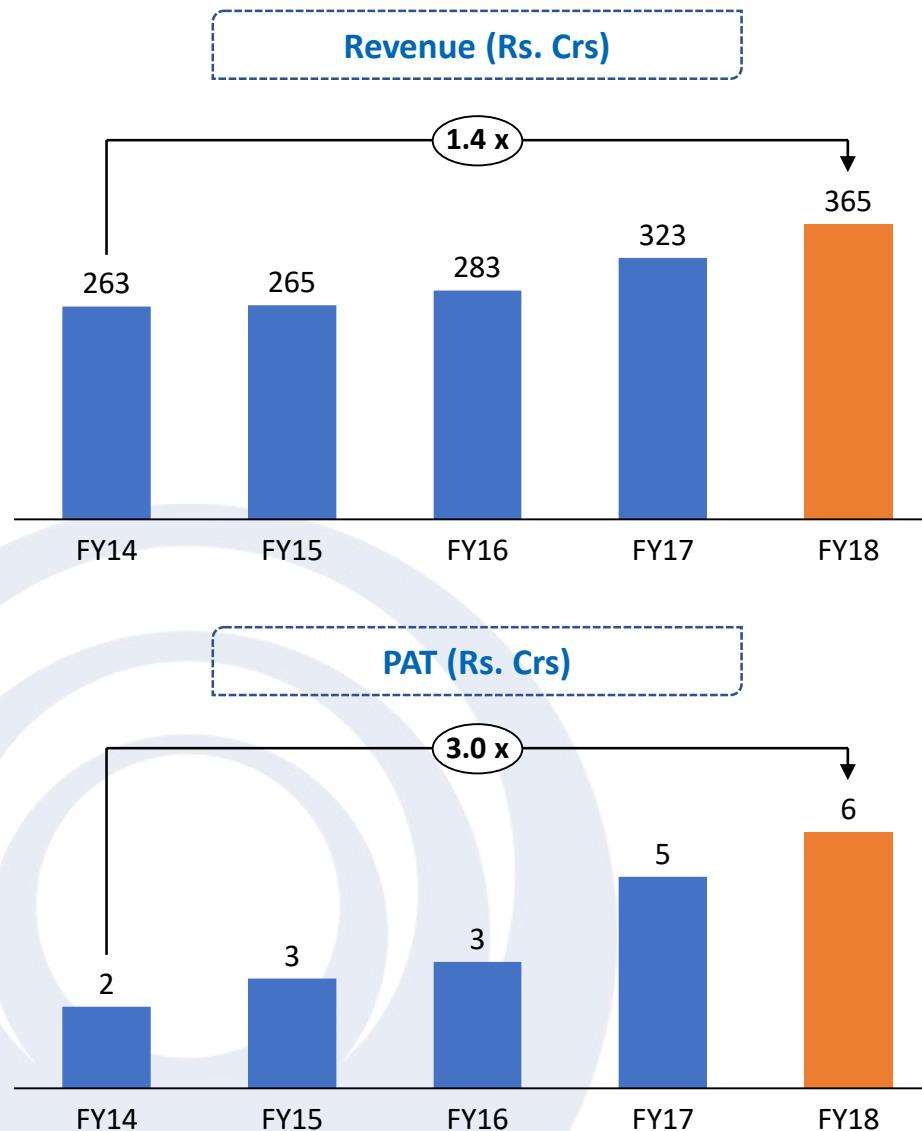


# Balance Sheet as per Ind AS

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



## Consistent Performance over the years





**Cords Cable Industries Limited**  
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