CORDS

THE IDEAL CONNECTION

Investor Presentation

October 2020

Safe Harbor

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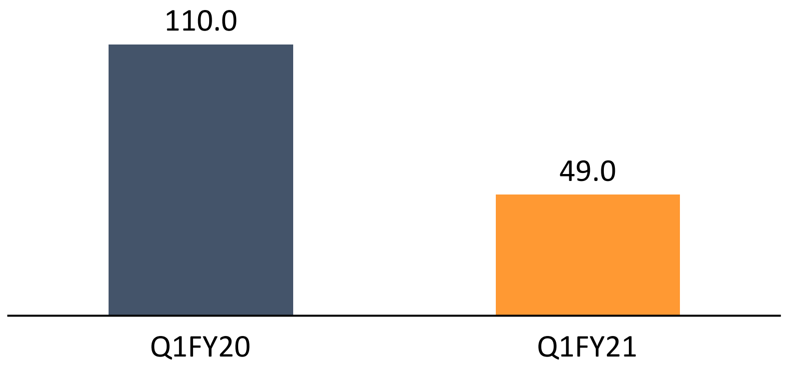
Q1FY21 Performance Snapshot

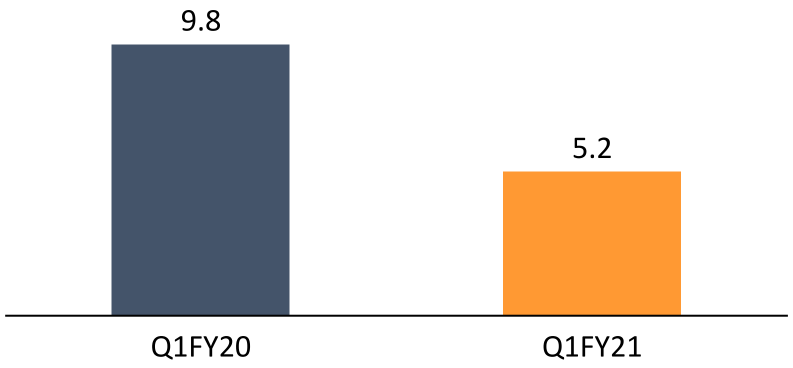
Revenues	₹49.0 Crores
EBITDA	₹5.2 Crores
EBITDA Margin	10.6%
EBIT	₹4.0 Crores
EBIT Margin	8.2%
Order Book	~₹127 Crores

Q1FY21 Financial Performance

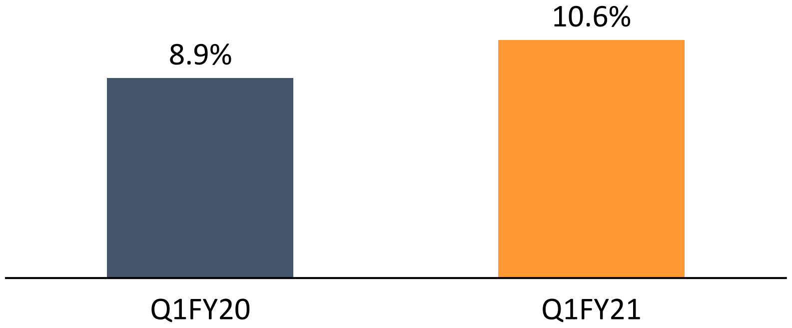
Revenue (Rs. Crs.)



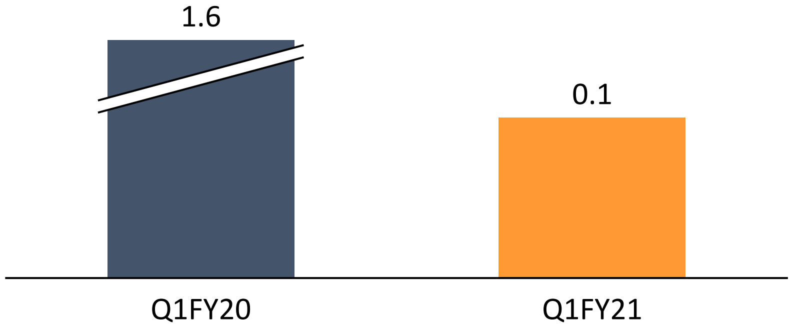
EBITDA (Rs. Crs.)



EBITDA Margin %



PAT (Rs. Crs.)



- Q1FY21 Performance was severely Impacted on account of disruption in business operations due to the nation-wide lockdown imposed to prevent the spread of COVID-19

- Since the lockdown was in force for a significant part of Q1, the results for Q1FY21 were adversely affected by the COVID-19 pandemic and may not be strictly comparable with those of other quarters

COVID-19 Impact on the Business

Business Operations

- Production was temporarily suspended at all our facilities as per Central and State Government directives of Lockdown to contain the spread of the virus.
- Presently, all our manufacturing facilities have commenced operations ensuring strict social distancing measures. Facilities are ramping up rapidly and expected to reach Pre-COVID levels very soon

Steps Taken For Smooth operations

- We have implemented strict guidelines and undertaken necessary precautionary measures for social distancing, limited manpower, staggered working, work from home, regular screening and sanitisation, preventive health check-ups and necessary guidance and advisory for providing a safe working environment to all employees

Profitability & Liquidity

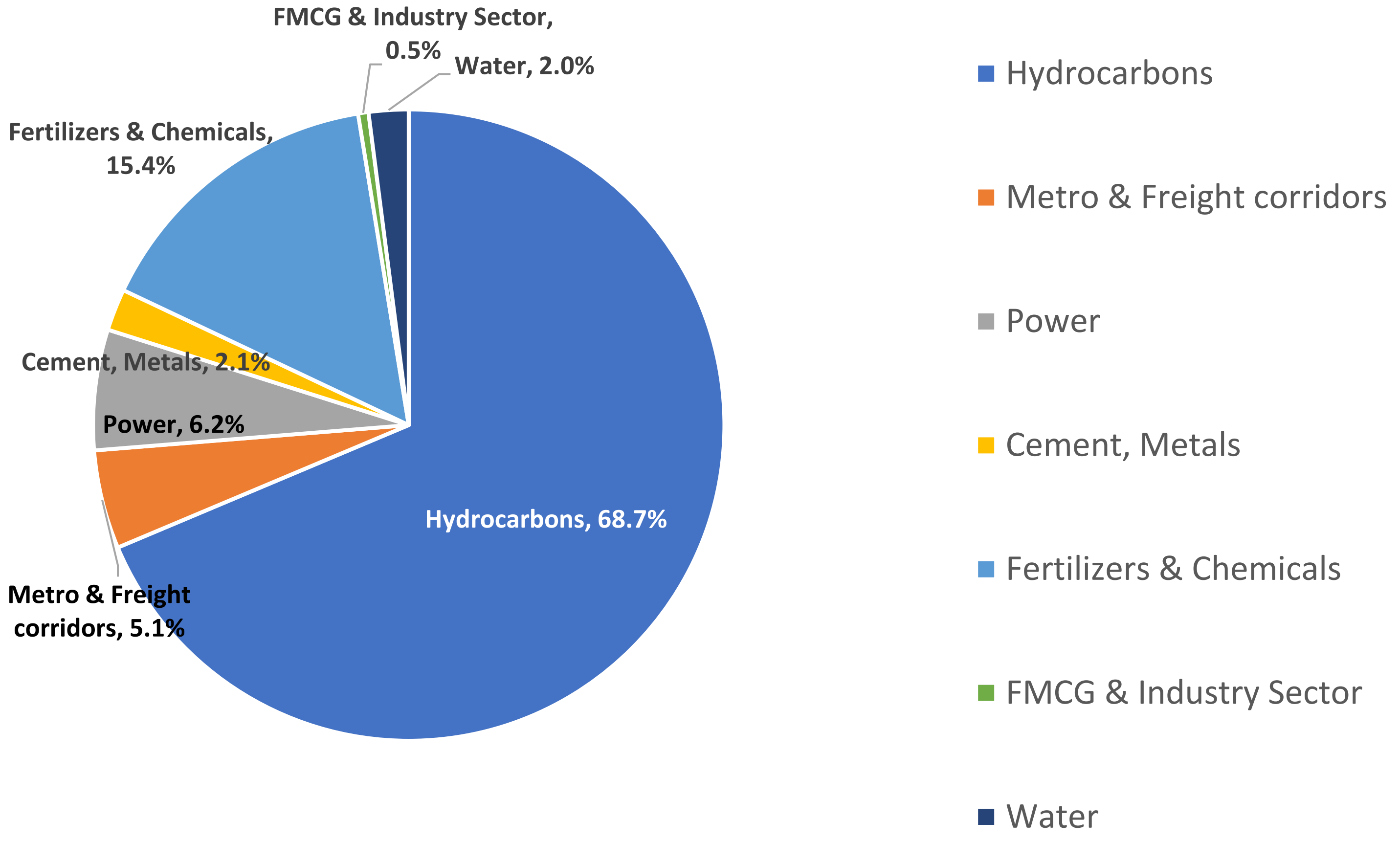
- Revenue & Profitability for Q1FY21 were impacted due to lockdown and partial manufacturing capacity utilization. However, with gradual easing of lockdown, we expect the profitability to improve going forward
- We have adequate capital to meet business requirements and are servicing all debts & financial commitments as and when due

Order Book Details

Total Order book of ~**Rs. 127 Crores** as on 30th September 2020

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

Order Book Break- Up



Q1FY21 Profit & Loss Statement

Particulars (Rs. Crs.)	Q1 FY21	Q1 FY20	Q4 FY20	FY20
Revenue	**49.0**	**110.0**	**97.4**	**420.9**
Cost of Goods Sold	36.8	88.3	73.5	326.6
Employee Expenses	3.1	5.3	6.2	23.5
Other Expenses	3.9	6.7	8.7	29.3
EBITDA	**5.2**	**9.8**	**8.9**	**41.6**
EBITDA Margin	***10.6%***	***8.9%***	***9.1%***	***9.9%***
Other Income	0.5	0.5	0.4	1.5
Depreciation	1.6	1.8	1.6	6.6
EBIT	**4.0**	**8.4**	**7.7**	**36.5**
EBIT Margin	***8.2%***	***7.7%***	***7.9%***	***8.7%***
Finance costs	3.8	5.9	6.6	25.6
PBT	**0.3**	**2.6**	**1.0**	**10.8**
Tax	0.2	1.0	-3.7	0.2
PAT	**0.1**	**1.6**	**4.8**	**10.7**
PAT Margin	***0.3%***	***1.5%***	***4.9%***	***2.5%***

Since the lockdown was in force for a significant part of Q1, the results for Q1FY21 were adversely affected by the COVID-19 pandemic and may not be strictly comparable with those of other quarters

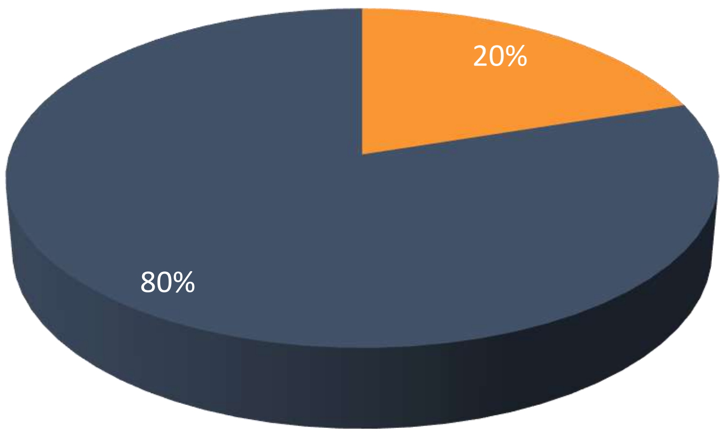
Balance Sheet

Assets (Rs. Crs.)	Mar-20	Mar-19
Non-Current assets	**97.7**	**97.9**
Property, plant and equipment	71.6	68.9
Right of use Assets	24.4	27.5
Security Deposit	1.7	1.5
Current assets	**217.5**	**211.3**
Inventories	59.7	59.8
Investments	0.4	0.5
Trade receivables	120.6	113.5
Cash and cash equivalents	0.2	0.3
Bank Balances	24.1	20.0
Other current assets	12.7	17.1
TOTAL ASSETS	**315.3**	**309.2**

Equity & Liabilities (Rs. Crs.)	Mar-20	Mar-19
Equity	**141.3**	**134.6**
Equity Share capital	12.9	12.9
Other equity	128.4	121.7
Non-Current liabilities	**19.1**	**26.8**
Borrowings	11.9	17.3
Provisions	1.5	1.1
Deferred tax liabilities (net)	5.7	8.3
Other non-current liabilities	0.0	0.1
Current liabilities	**154.9**	**147.8**
Borrowings	66.6	64.1
Trade payables	79.5	71.6
Other financial liabilities	6.2	8.1
Other current liabilities	2.1	2.8
Provisions	0.5	1.1
TOTAL EQUITY & LIABILITIES	**315.3**	**309.2**

Debt Profile

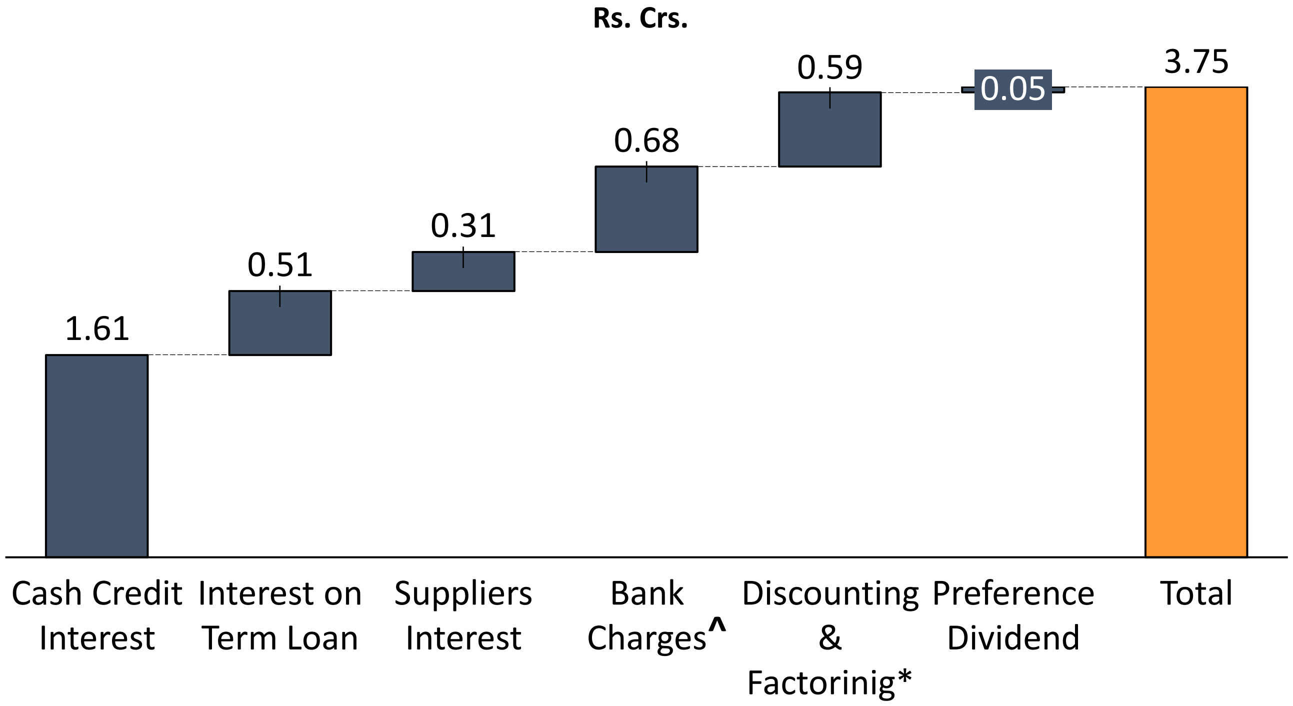
Debt Structure as on 31st Mar-20



Net Debt to Equity = 0.38x

Note: Net Debt includes Short Term Borrowings

Q1FY21 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

About the Company

A Specialized Control and Instrumentation Cable Company

CORDS in a Nutshell

95% of our orders are based on customer specifications

76% of our cables constitute Instrumentation & Control Cables and 24% is Power Cables

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

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

Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure

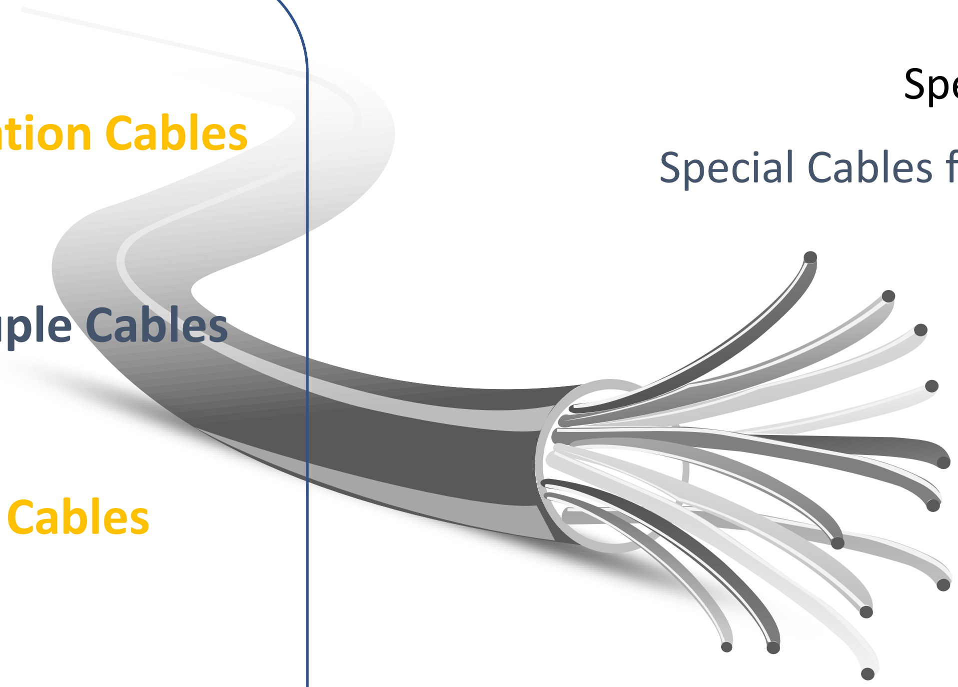
… offering Wide Range of Products to Multiple Industries

Instrumentation Cables

Thermocouple Cables

Control Cables

LV Power Cables



Speciality Cables

Fieldbus Cables

EPR Cables

Special Cables for Oil & Gas

Special Cables for Water Desalination

Silicon Rubber Cables

Fire Survival Cables

Low Smoke Halogen Free Cables

Solar PV Cables

Railway Jelly Filled Quad Cables

Eurobalise Railway Safety Cables

Low Temperature Cables

… with a Diverse Portfolio of Products

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

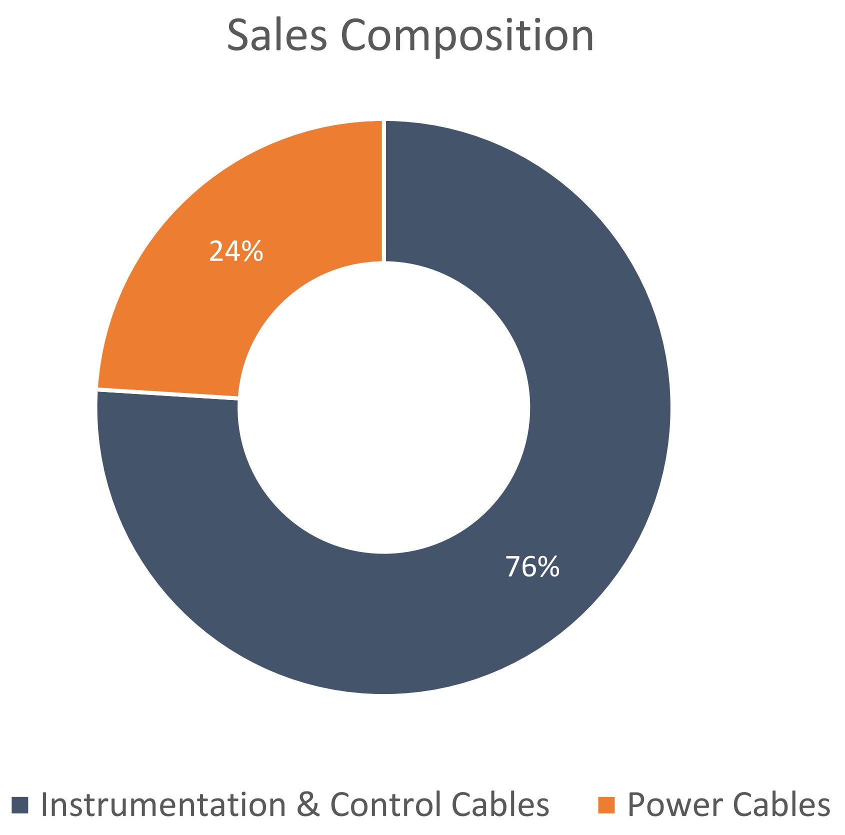
Application

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

LV Power Cables

Application

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



… bringing Constant Innovation

CORDS THE IDEAL CONNECTION

Special cables

- Fire retardant low smoke Cables
- Field Bus Cables
- Silicon Rubber Cables
- Water Desalination Cables
- Eurobaslise Railway Safety Cables
- Low smoke zero Halogen Cables
- Railway jelly field Quad Cables
- Fire Survival Cables
- EPR Cables
- Low Temperature Cables
- Oil & Gas Cables
- PV Solar 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

Garnered a name for

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

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

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.

Manoj Gupta
CFO

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

Varun Sawhney
VP (Marketing, IT & HR)

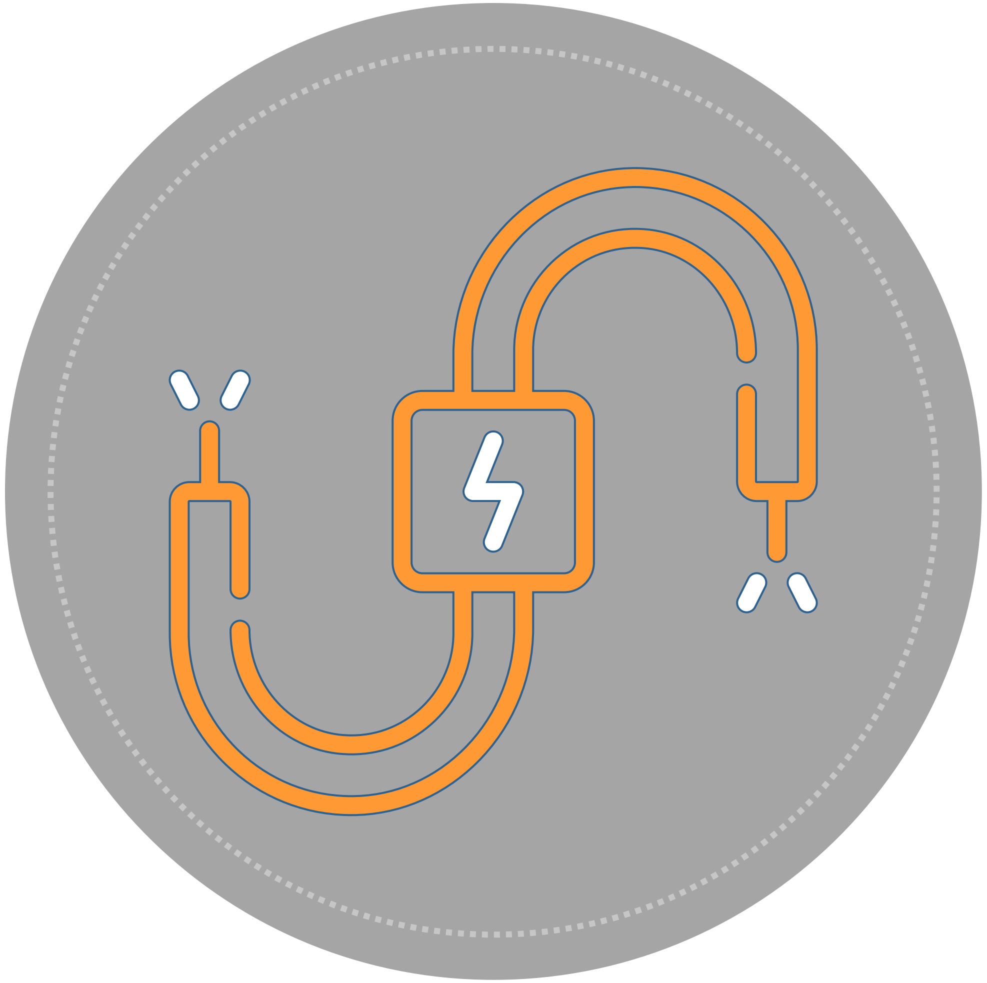
MBA from Leeds Metropolitan University, UK & BE (Computers).
Played a vital role in implementation of Designing, Costing & ERP systems of the company

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



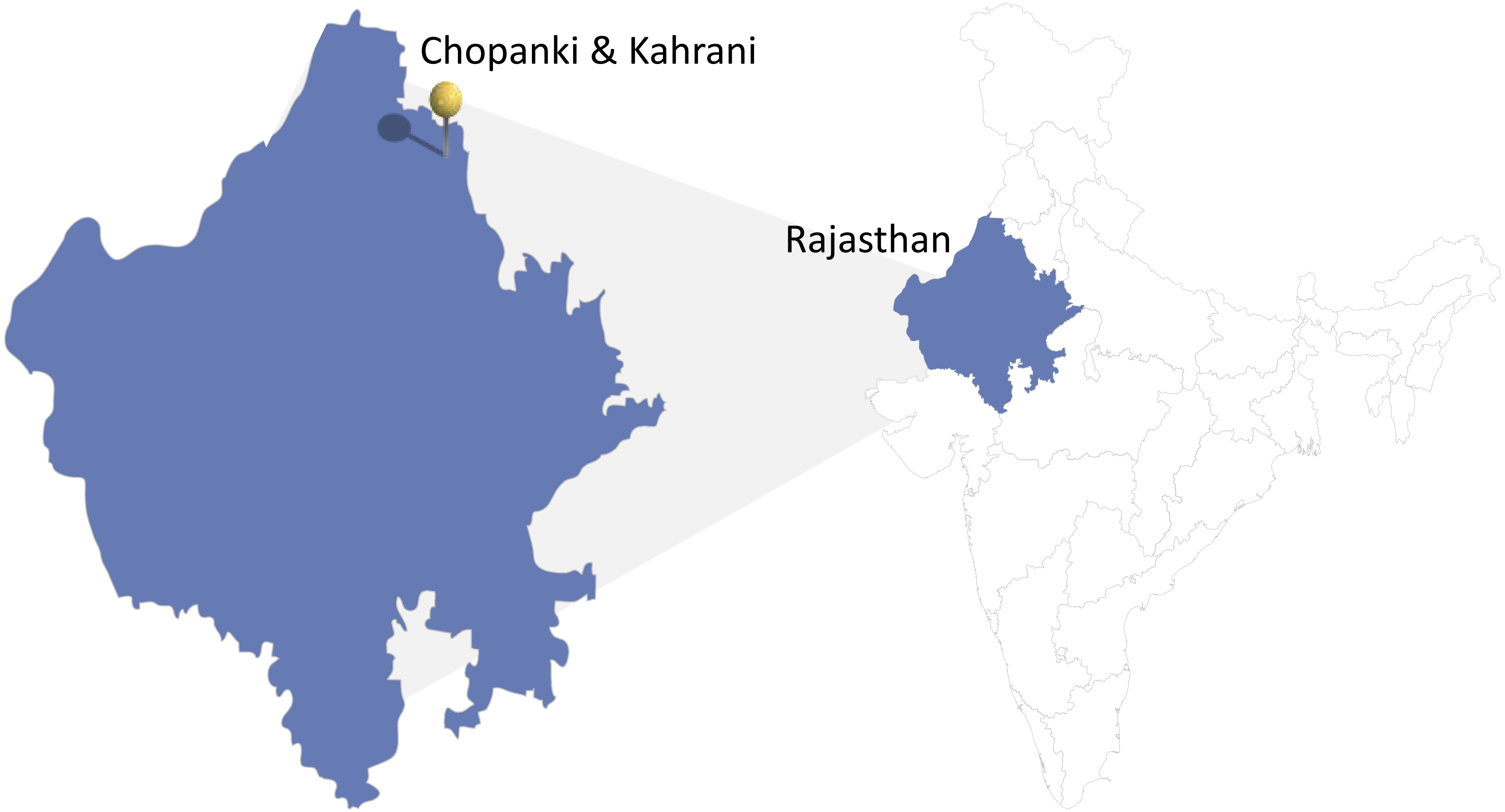
… Long Term Customer Relationship

Domestic

Over 20 years of Relationship

International

… 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 TUV Rheinland

Type Tested by

Major Approvals

Key beneficiary of Modernisation and Upgradation of India

Renewable Power

Freight Corridor

Oil & Gas

FMCG

Smart Cities

Ferrous & non Ferrous Metals

Transmission & Distribution

Metro Rail

Refineries

Chemicals

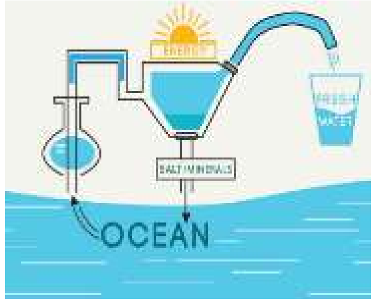
Cement

LPG Bottling

Nuclear & Thermal Power

Airport Development

Water Desalination



Fertilisers

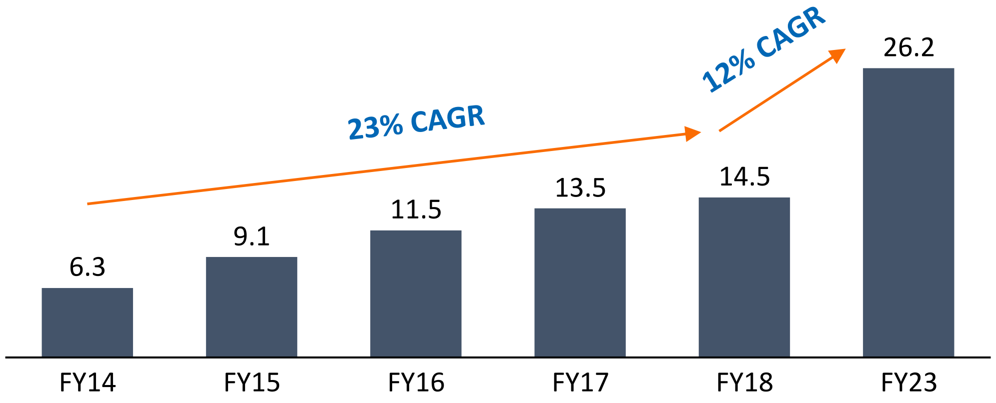
Sewage Treatment

Building Automation

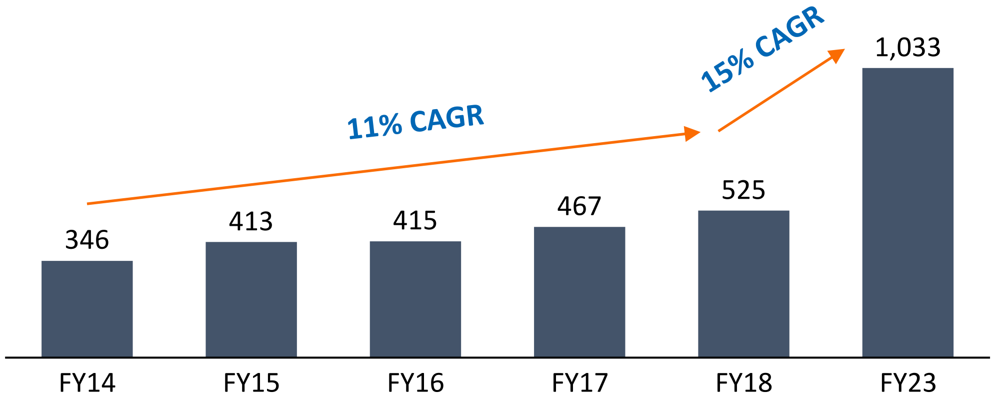
Backbone to Key Industries driving India's Future…

… Dominance to grow beyond the Industry

Indian Wire & Cables industry (Volumes in Mn Kms.)



Indian Wire & Cables industry (Value in Rs. Bn.)



Source: Yes Securities Report

Sectors Driving Increase in Demand

- Hydrocarbon Sector
- Airport Modernization
- 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

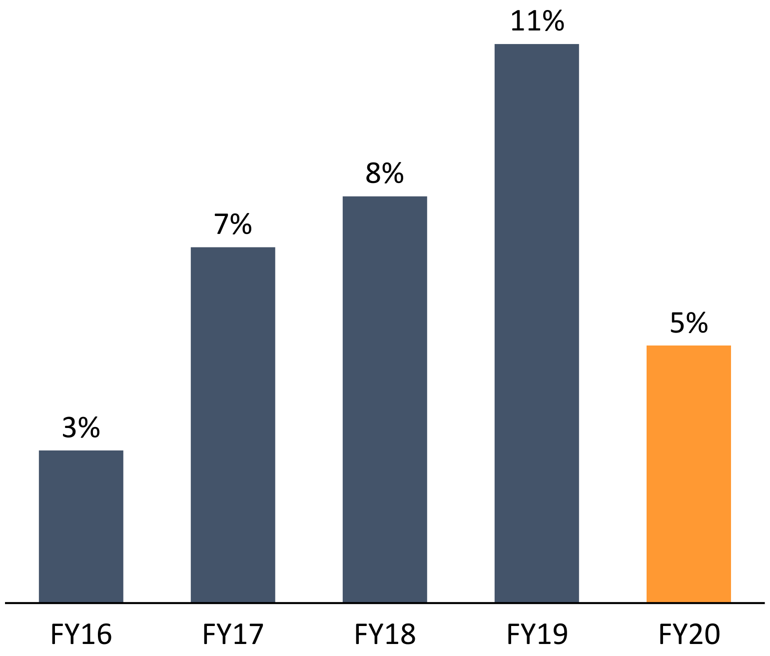
- ✓ Current Capacity – 65,000 Kms p.a.
- ✓ Capacity Utilization of ~35% (COVID lockdown affected Q1FY21)

Creating strong business fundamentals

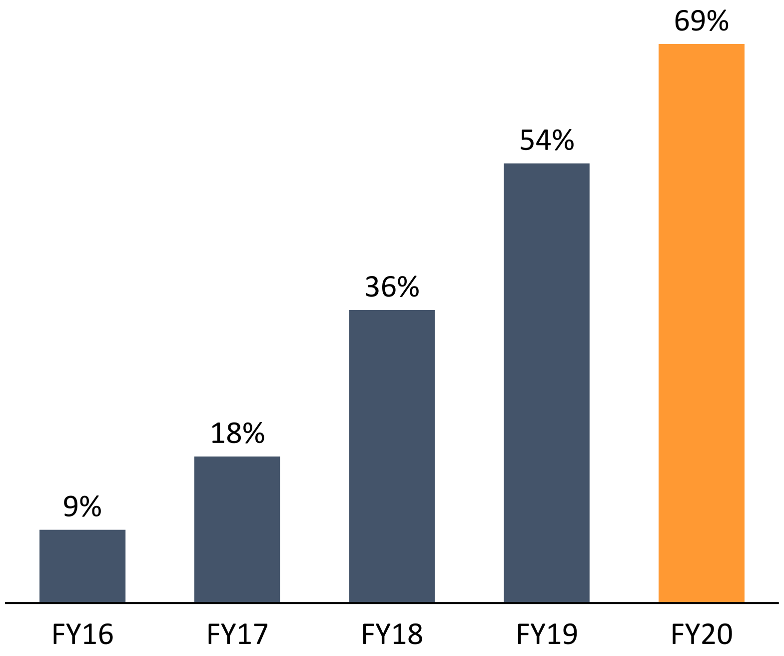
Segmental Revenue Highlights

Revenue Contribution

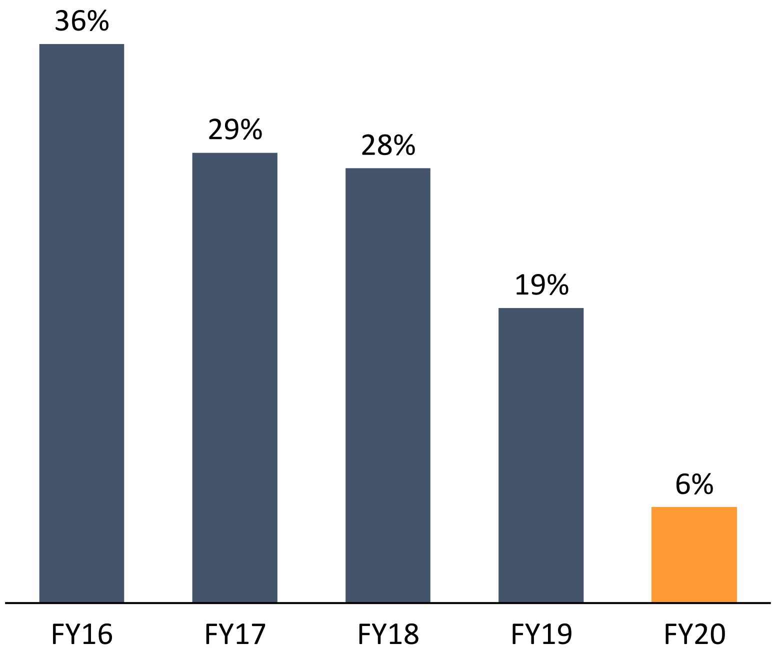
Metros & Freight Corridors



Hydrocarbons



Power Sector



Approvals from esteemed clients (1/2)

Approved vendor for RDSO (Research Design & Standards Organization) under Government of India – Ministry of Railways

- This approval enables the company to offer "**Underground Railway Jelly Filled Quad Cable for Signalling & Telecom Installations**" to the Indian Railways and various projects where this approval is mandated including the Dedicated Freight Corridors, and various Metro-Rail projects
- This approval will allow Company to explore the upcoming vast opportunities provided by various developmental & upgradation projects of Railways and new Metro projects throughout the country

Approved as a pre—qualified supplier with Airports Authority of India (AAI)

- This prestigious approval shall now enable Cords Cable industries Ltd. to offer its approved list of cables towards creating, upgrading, maintaining and managing aviation infrastructure in the country for the projects where AA! is entrusted with Airport Modernisation and Development
- **Following products are enlisted in approved list of make of AAI:**
    - Instrumentation cables
    - Co—axial cables
    - Fiber optic cables
    - Cat-6 cables
    - Control cables
    - Power cables (upto & including 1.1 KV)

Approvals from esteemed clients (2/2)

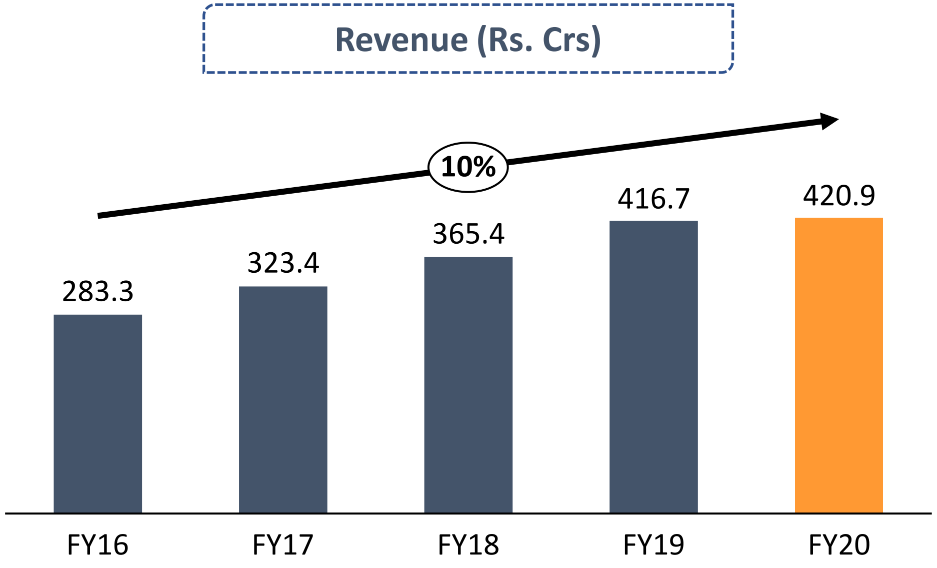
Approval from Abu Dhabi National Oil Company [ADNOC]

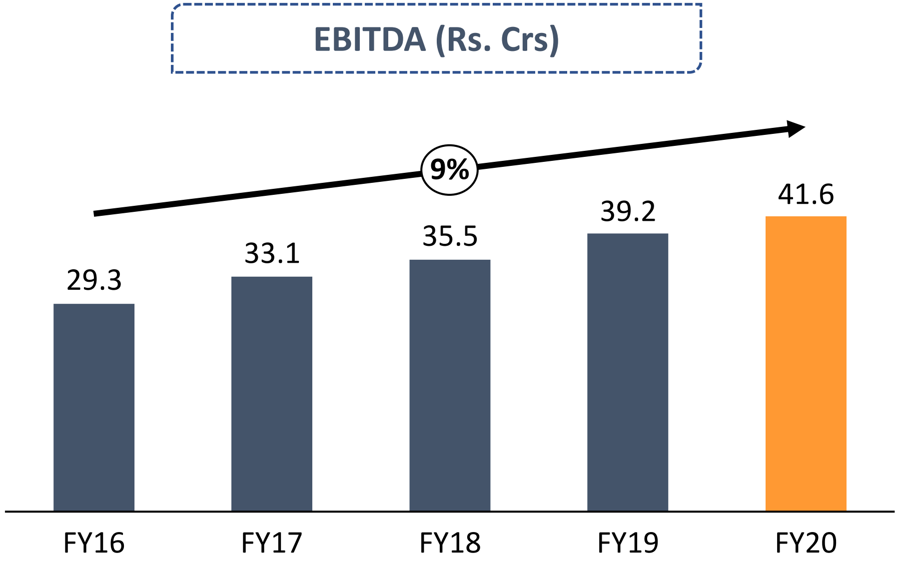
- Registered & Prequalified with **ADNOC** and **Arabian Gulf based oil major**
- Approval expected to boost company's Export revenues
- **Approval will allow supplies of following types of Cables**:
  - Instrumentation & Control
  - Fiber Optics
  - LV Power distribution
- Company can now bid in the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

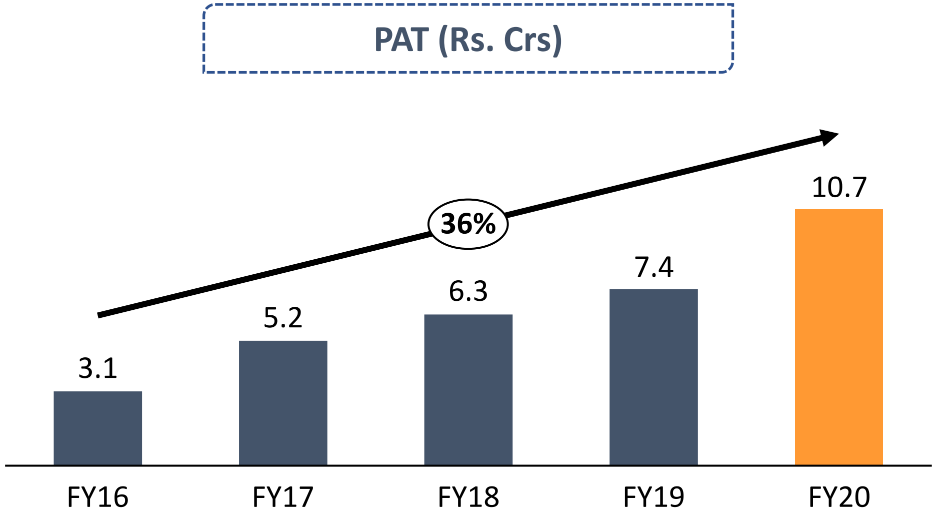
Approval from Samsung Engineering Co. Ltd.

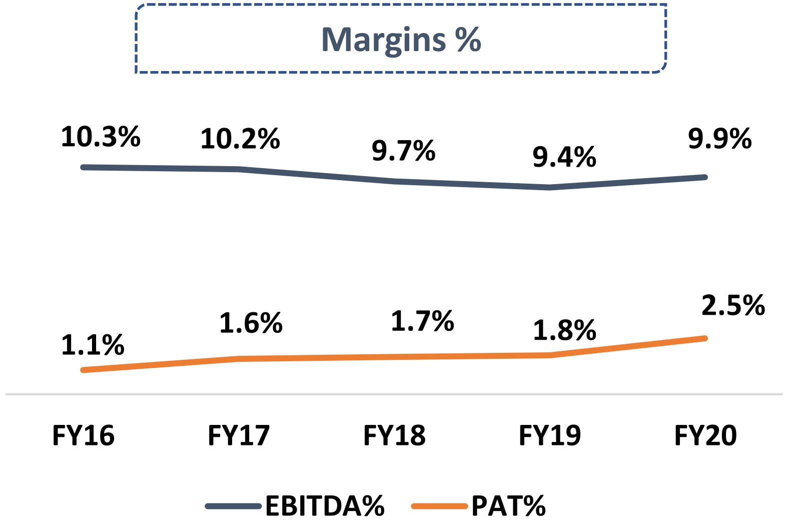
- **Registered as a Prequalified supplier** for their **International orders**
- This **Global level Approval is for 5 years** from August 1st, 2018
- This will **enable the company to bid** for supplying qualified products to Samsung Engineering Co. **range of engineering services' portfolio**
- **Approval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

Consistent Performance over the years









Cords Cable Industries Limited
CIN: L74999DL1991PLC046092

Mrs. Garima Pant, Company Secretary
csco@cordscable.com

Mr. Sandeep Kumar, General Manager
sandeep@cordscable.com

www.cordscable.com

Strategic Growth Advisors Pvt. Limited
CIN: U74140MH2010PTC204285

Mr. Shogun Jain
shogun.jain@sgap.net
+91 77383 77756

Mr. Shrenik Shah
shrenik.shah@sgapl.net
+91 96647 64465

www.sgapl.net