

CORDS
THE IDEAL CONNECTION

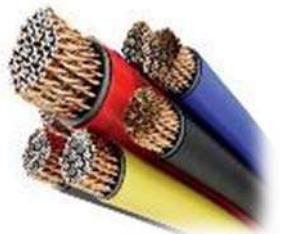


Investor Presentation – November 2018

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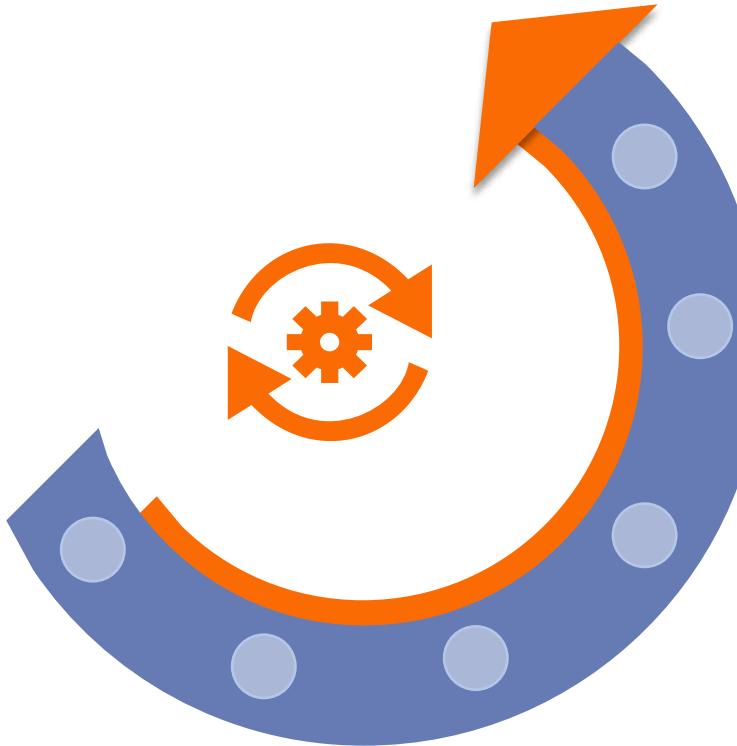
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A Specialized Control and Instrumentation Cable Company

Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure

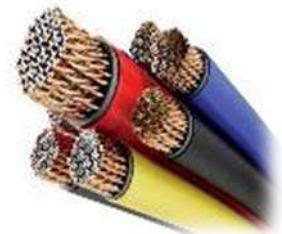


Current Capacity stands at
~65,000 Kms. p.a.

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

CORDS
THE IDEAL CONNECTION

Instrumentation Cables

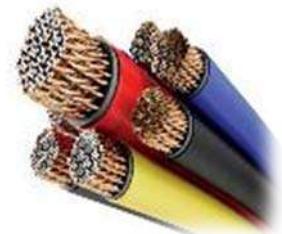
Thermocouple Cables

Control Cables

LV Power Cables

SPECIALITY CABLES

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

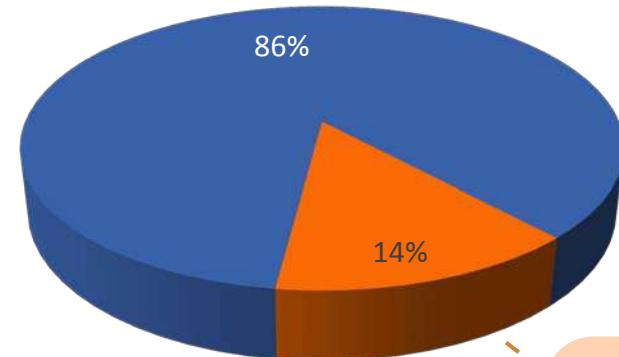
Sales Composition



Instrumentation & Control Cables



Power Cables

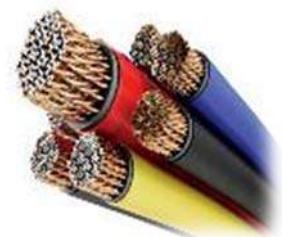


And Traditional Demand

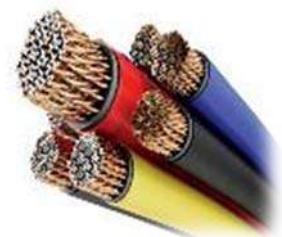
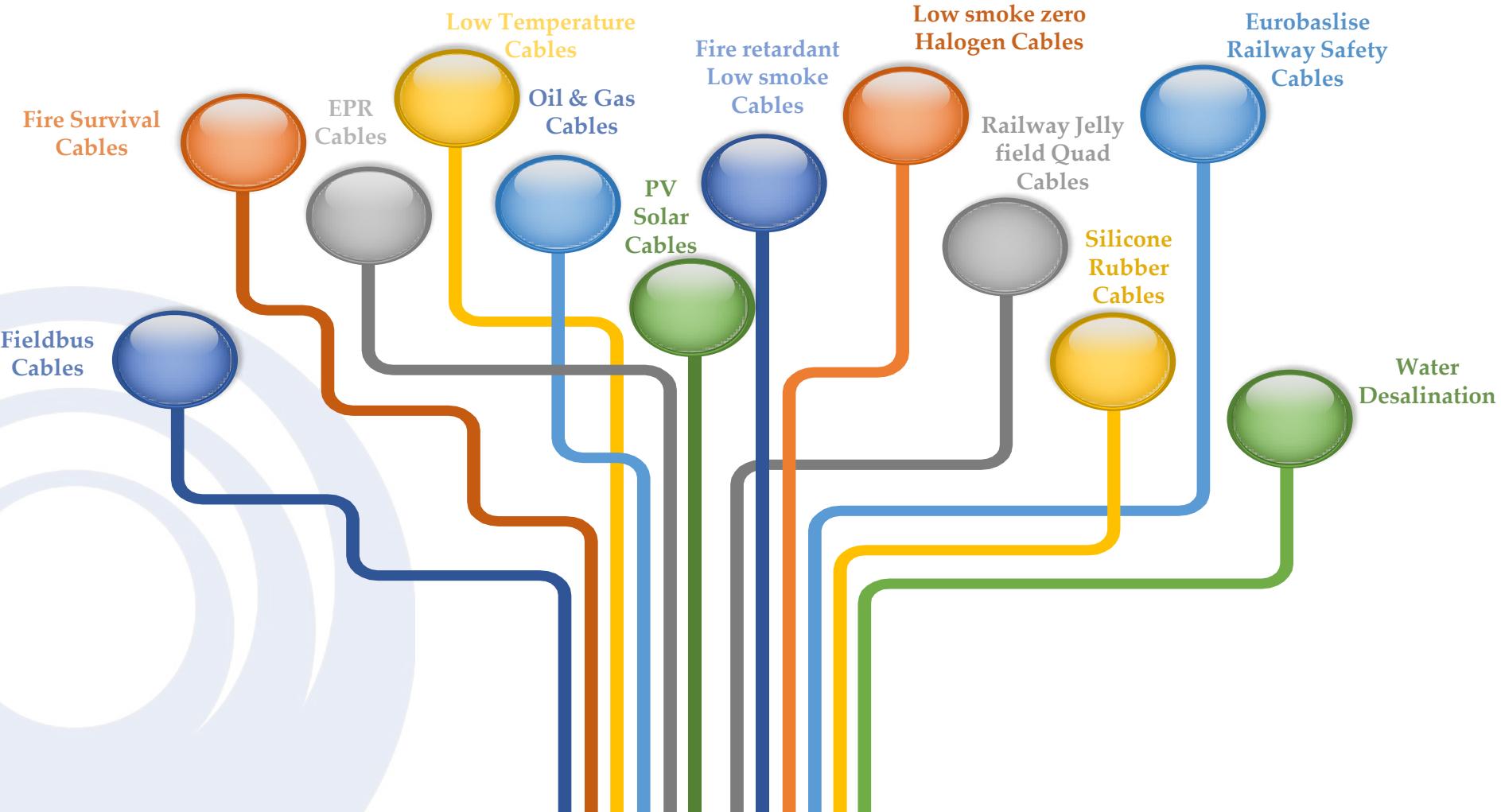
LV Power Cables

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

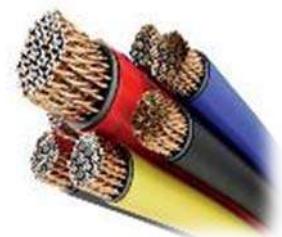
Aim at Innovation & Development of new varieties of cables at regular time intervals

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

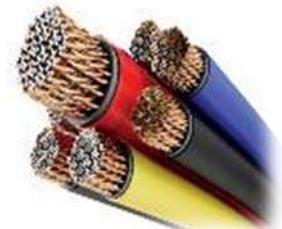
Manoj Gupta CFO

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

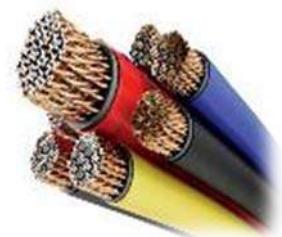
Strive for long-term relations and partnerships with customers, vendors and business associates

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



BOMBARDIER
TRANSPORTATION

SIEMENS

Honeywell



Ansaldo STS
A Hitachi Group Company

 **asianpaints**



SUN
PHARMA

Shree
Cement

Biocon

JUBILANT
LIFESCIENCES



TATA STEEL



KRBL Limited

A Navratna Company

ACC **ABB**

International



MAGADISODA
أدنوك
Touching lives everywhere, every day



الممترز 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



SIDEM **VEOLIA**

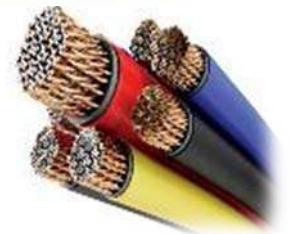
INDO-JORDAN CHEMICALS COMPANY LIMITED



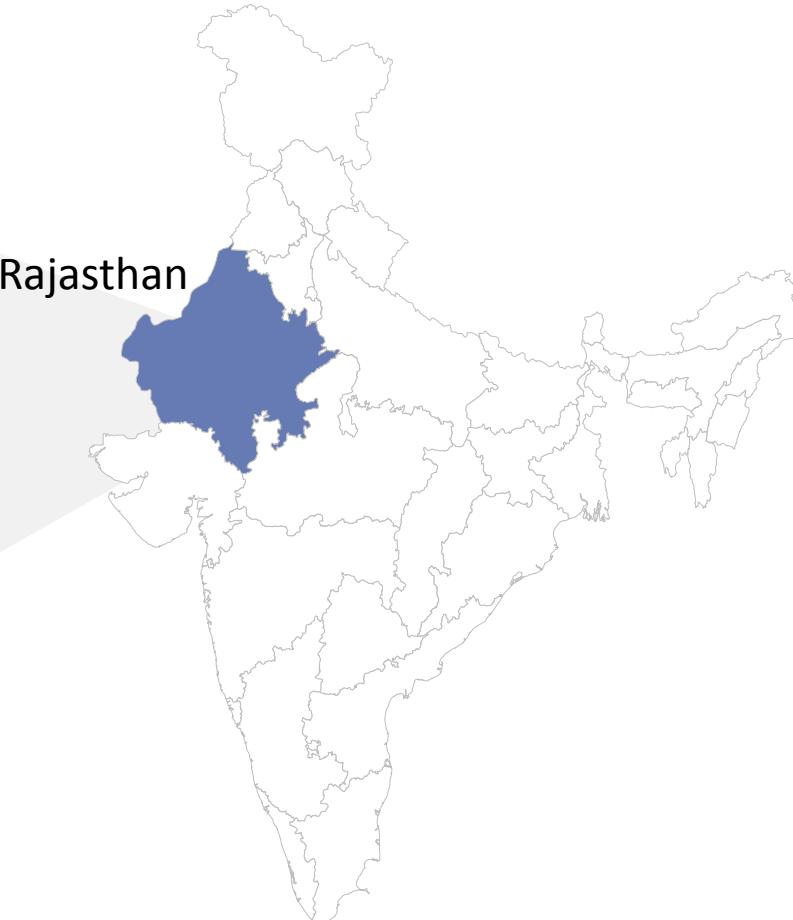
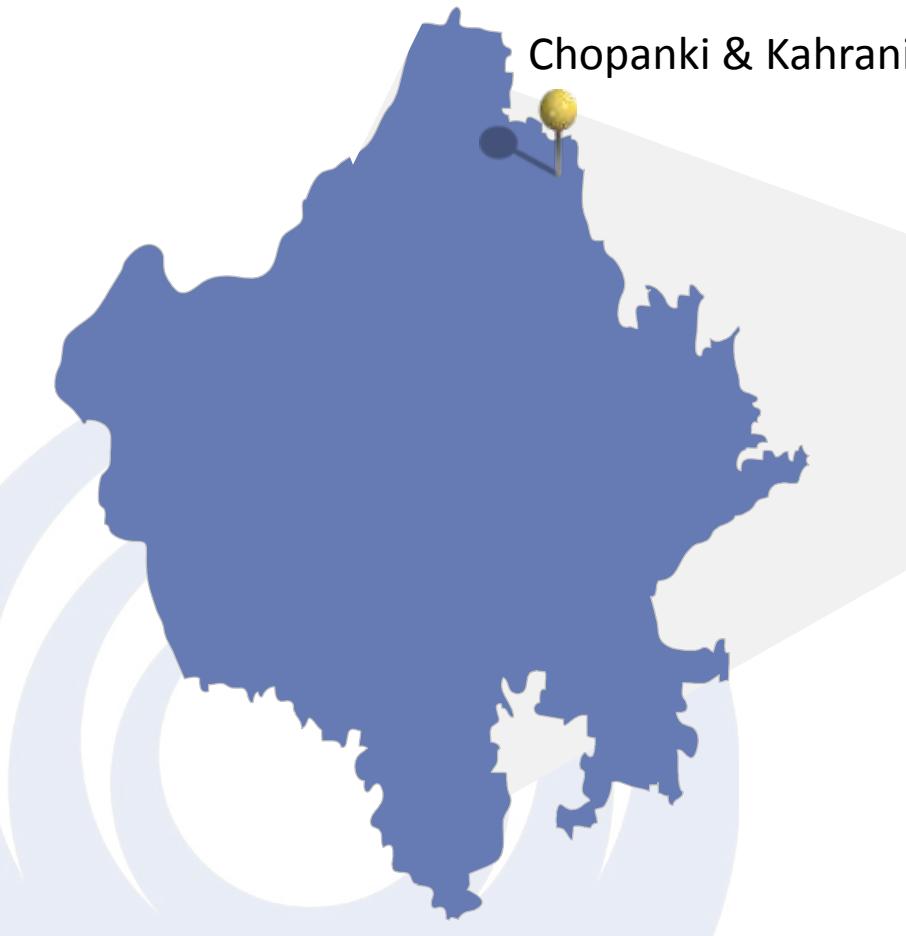
ARABIAN BEMCO CONTRACTING CO. LTD.
INDUSTRIAL & POWER PROJECTS - DEVELOPERS & CONTRACTORS



QSTec
Qatar Solar Technologies
جهاز الطاقة الشمسية
Member of Qatar Foundation



... State of the Art Manufacturing Facilities

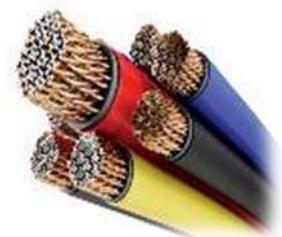


Chopanki Unit

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

Kahrani Unit

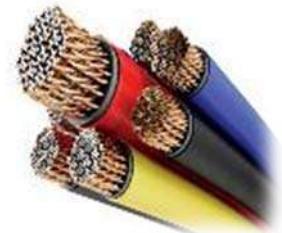
- ❖ Capacity of ~35,000 Kms
- ❖ Manufactures Control, Instrumentation, Fieldbus, PV Solar, EPR Insulated & other Speciality Cables



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

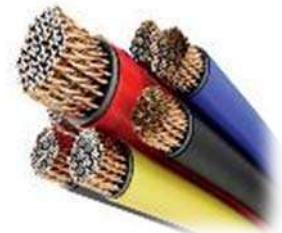


Ratna Shiromani Award



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

❖ 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 crore 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

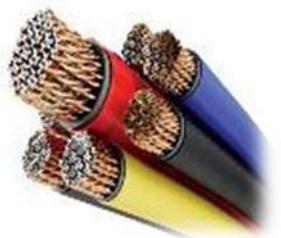
- Proposal to implement metro rail systems in 40 cities. Total Investment outlay of Rs. 5 lakh crore earmarked by Union Government
- Currently 520 km of Metro Rail lines under construction

❖ 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

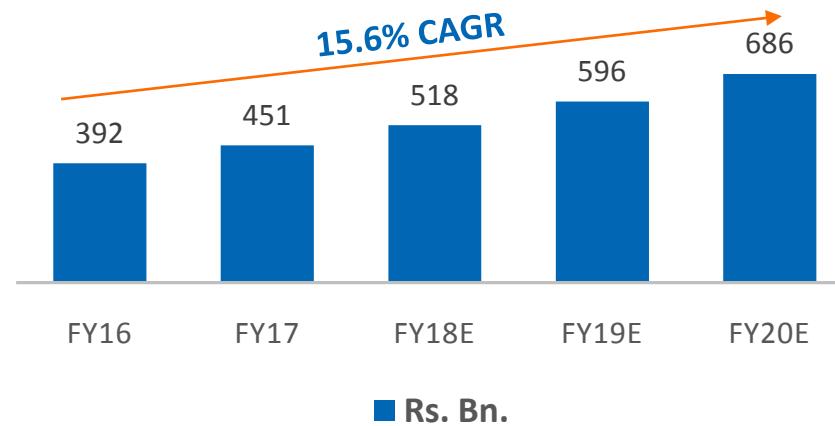
❖ Power Sector

- 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

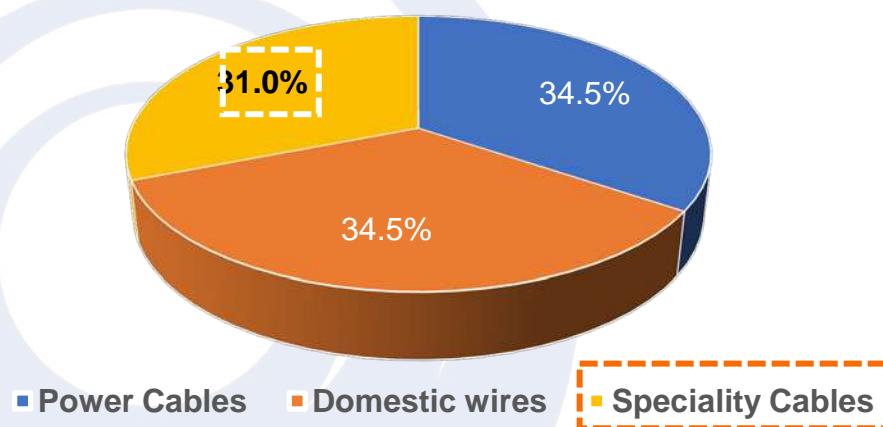


... Dominance to grow beyond the Industry

Indian Wire & Cables industry



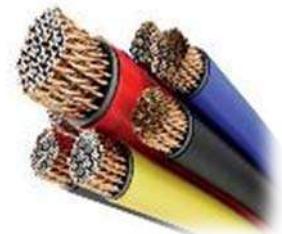
Speciality Cables at the cusp of growth



Source: Edelweiss Broking Report

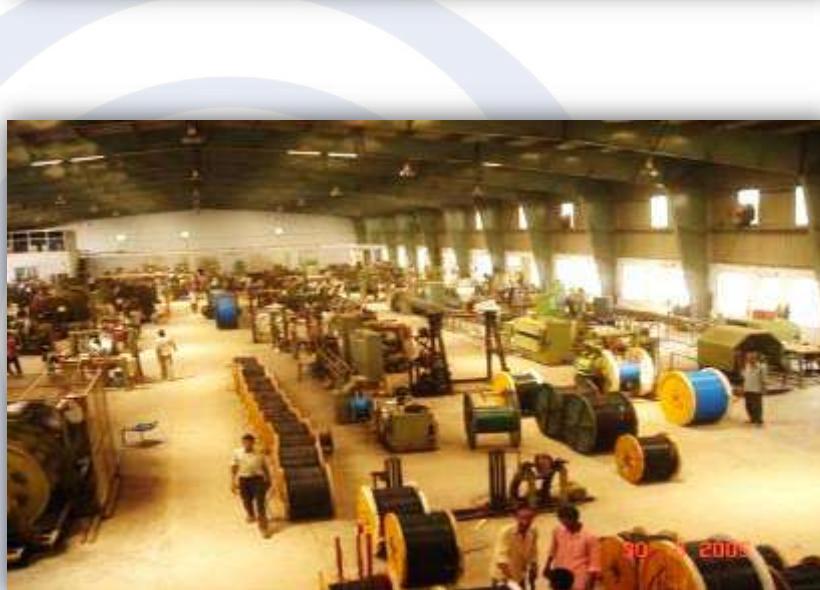
Sectors Driving Increase in Demand

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

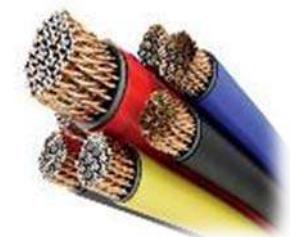


Supported by Technologically Advanced Facilities

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*

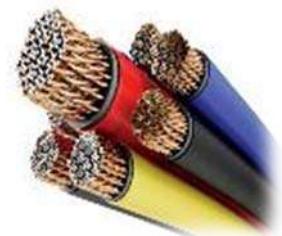
With Cords leadership in Cable Space

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

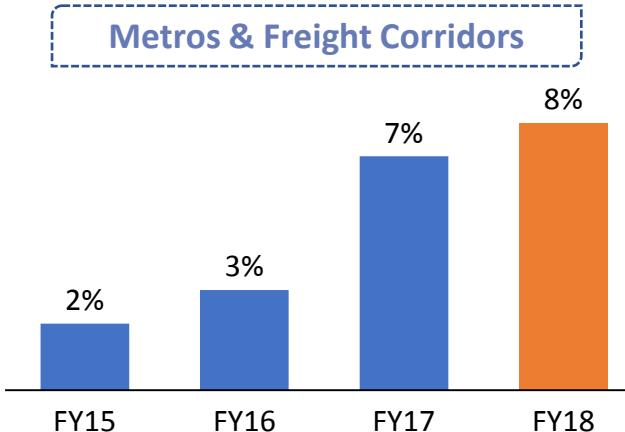
Low Investment for growth

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

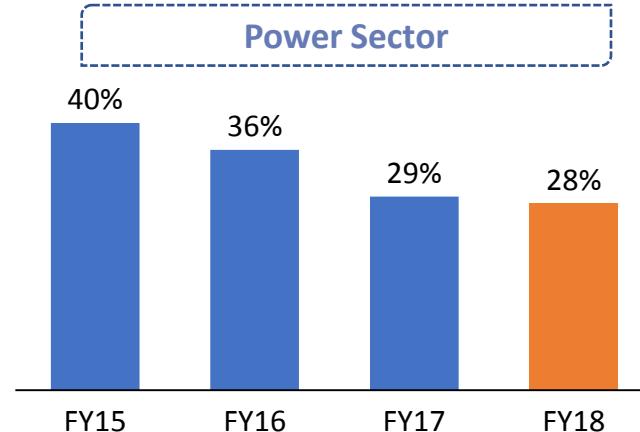
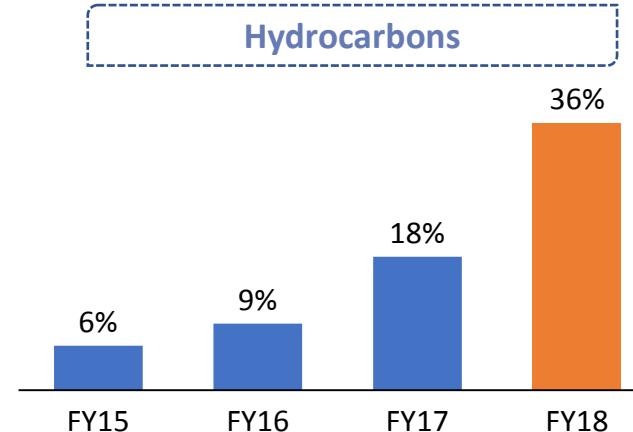
Creating strong business fundamentals



Increasing Focus on Sunrise Sectors

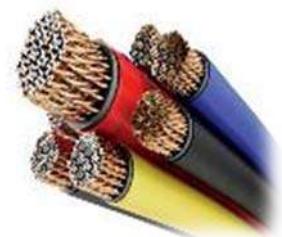
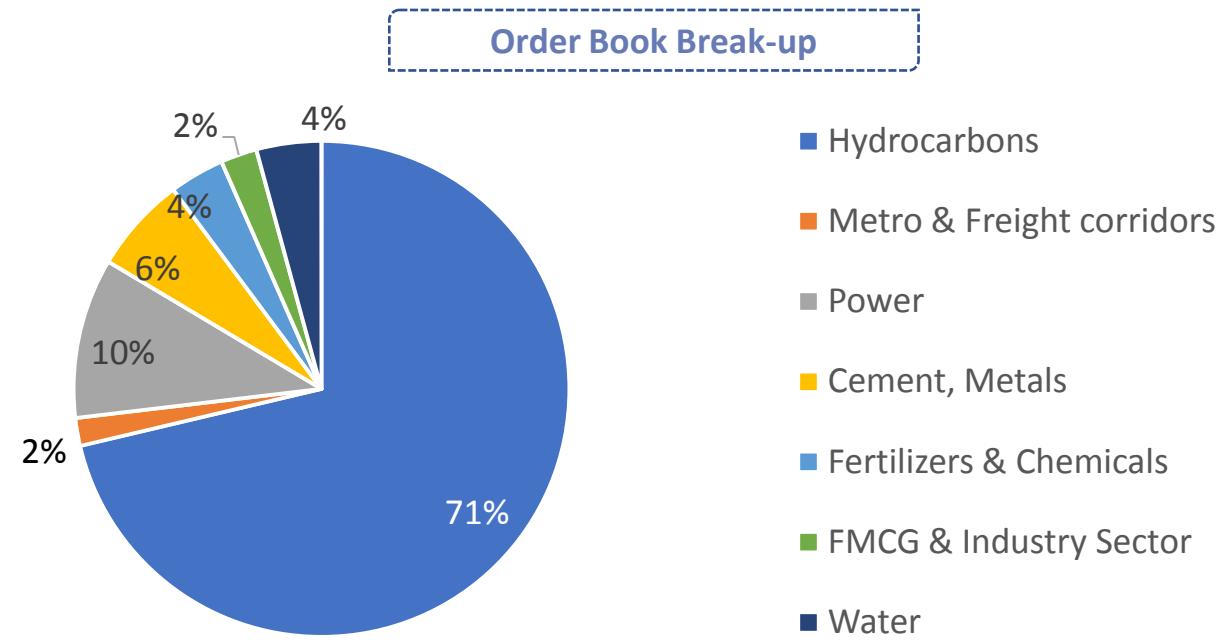


Percentage Contribution to Revenues



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

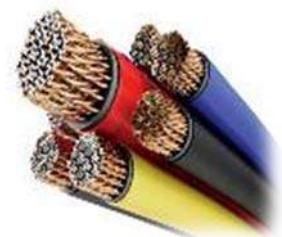
Samsung Engineering Co. Ltd.

- 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

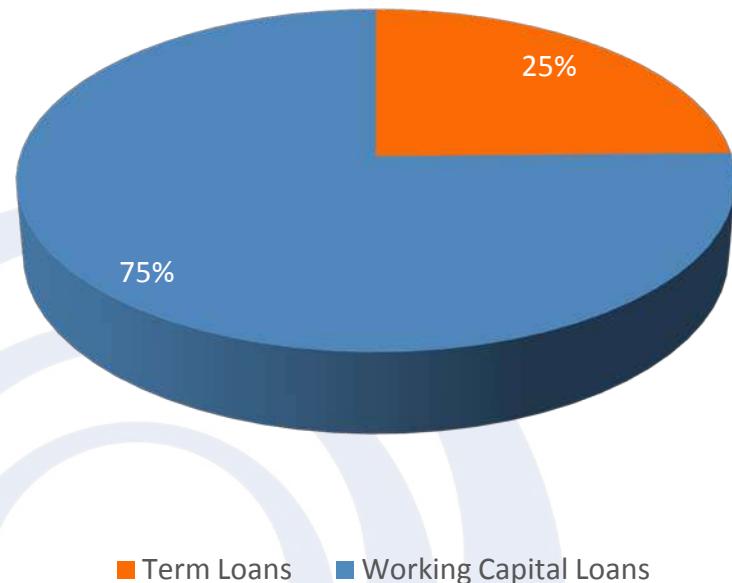




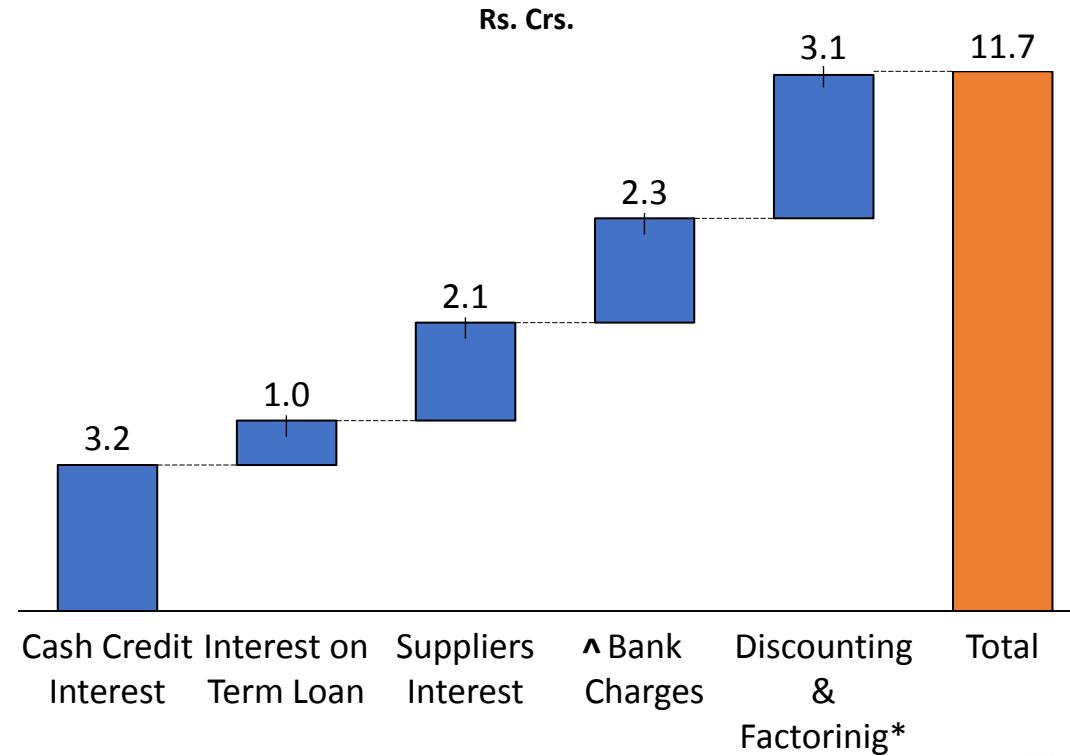
Financial Highlights

Net Debt to Equity of 0.45 x

Total Debt Structure as of H1 FY19



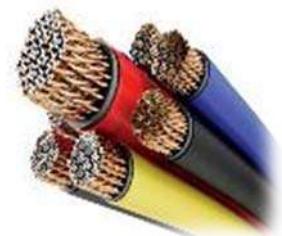
H1 FY19 Finance Cost Break up



^ Bank Charges are inclusive of:

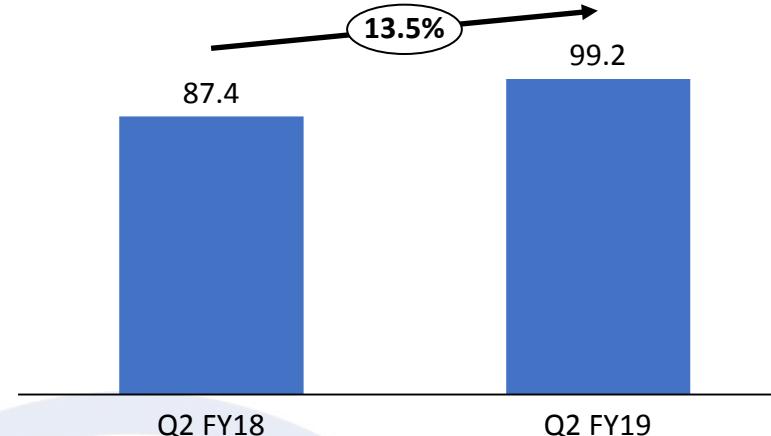
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

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

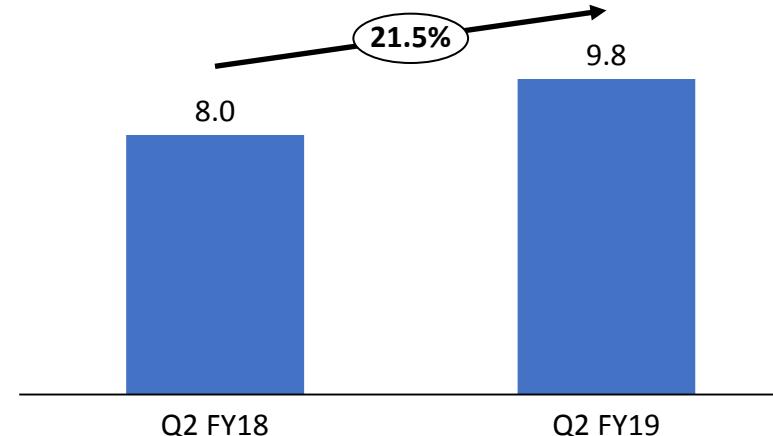


Q2 FY19 Financial Highlights

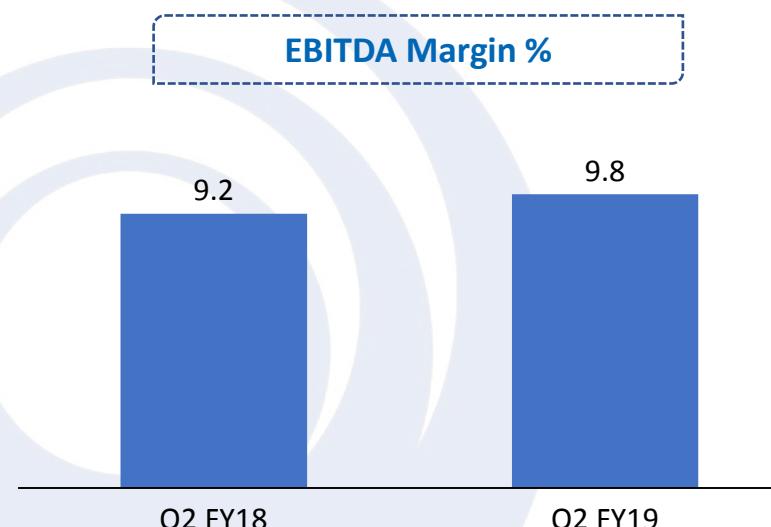
Revenue (Rs. Crs.)



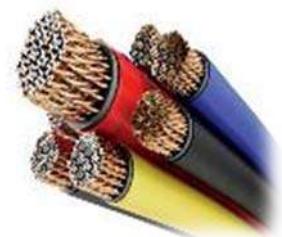
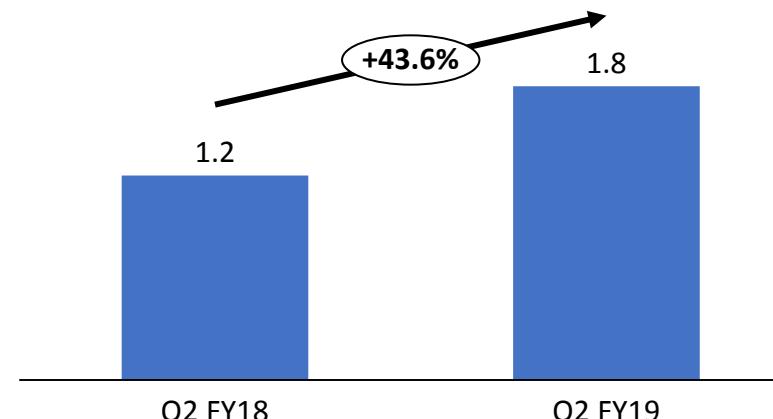
EBITDA (Rs. Crs.)



EBITDA Margin %

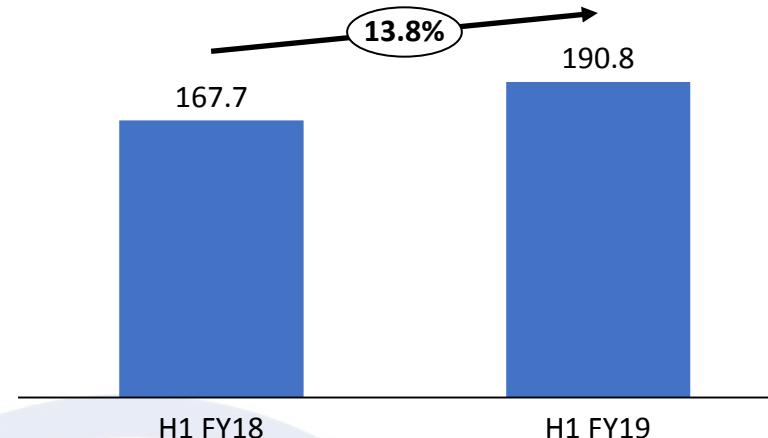


PAT (Rs. Crs.)

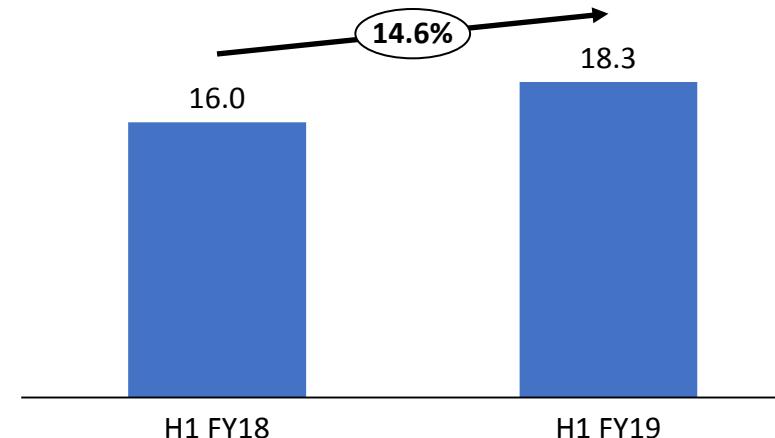


H1 FY19 Financial Highlights

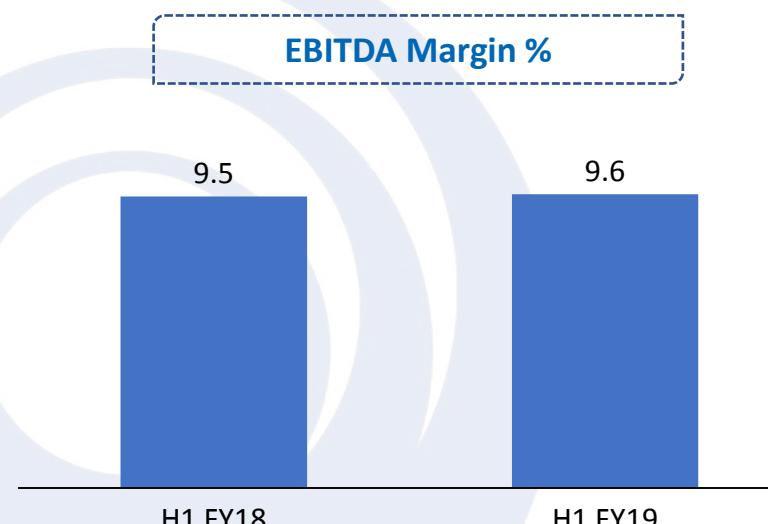
Revenue (Rs. Crs.)



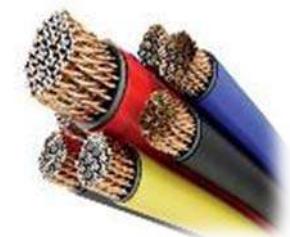
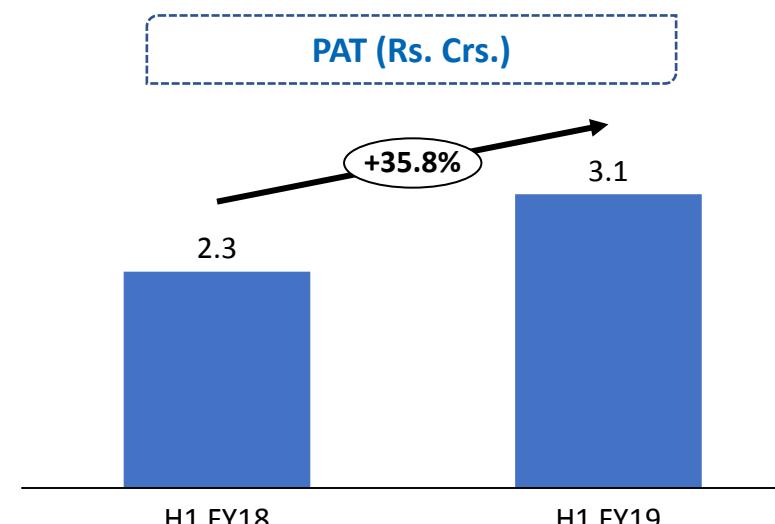
EBITDA (Rs. Crs.)



EBITDA Margin %



PAT (Rs. Crs.)



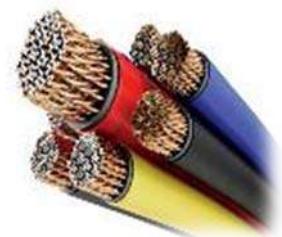
Profit & Loss Statement as per Ind AS

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%
<i>EBITDA Margin</i>	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%
<i>EBIT Margin</i>	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%
<i>PAT Margin</i>	1.8%	1.4%		1.6%	1.4%	

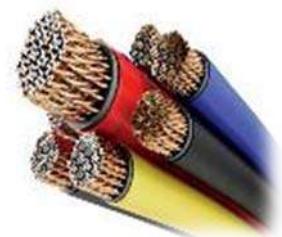
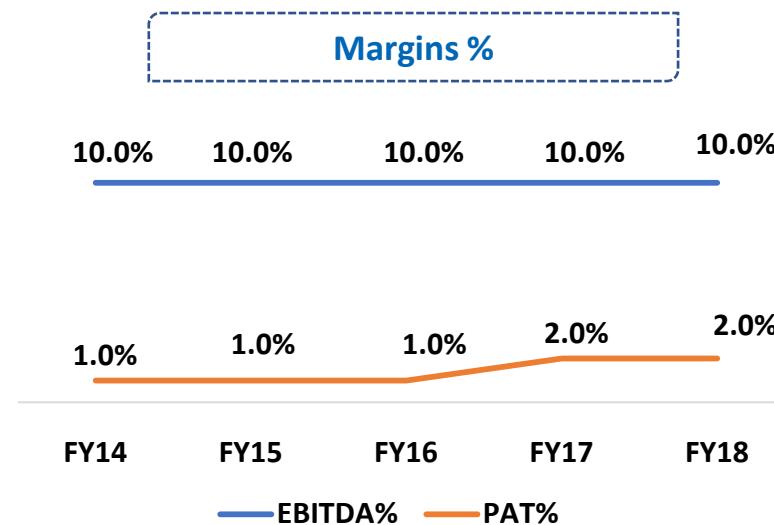
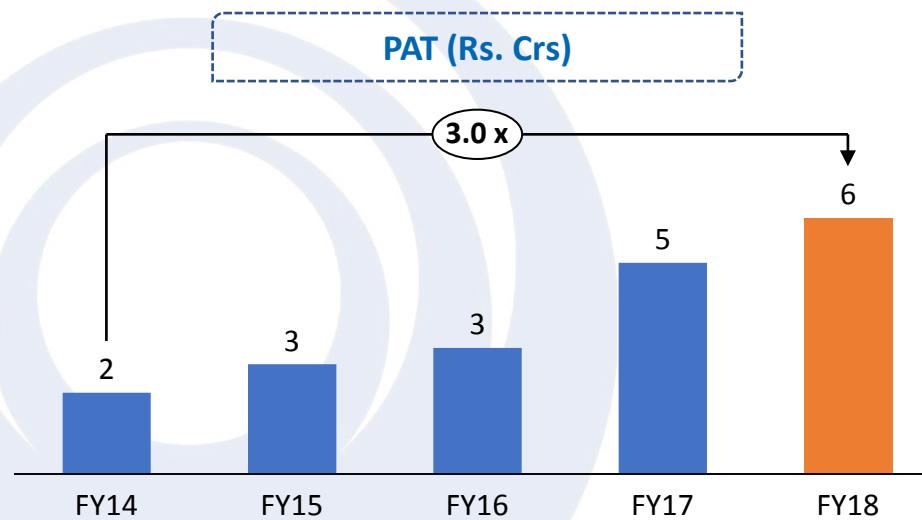
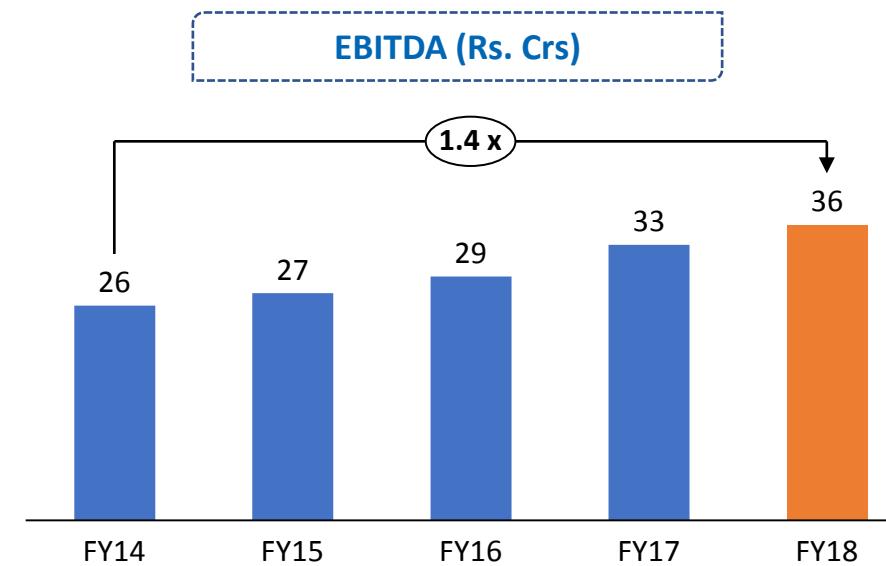
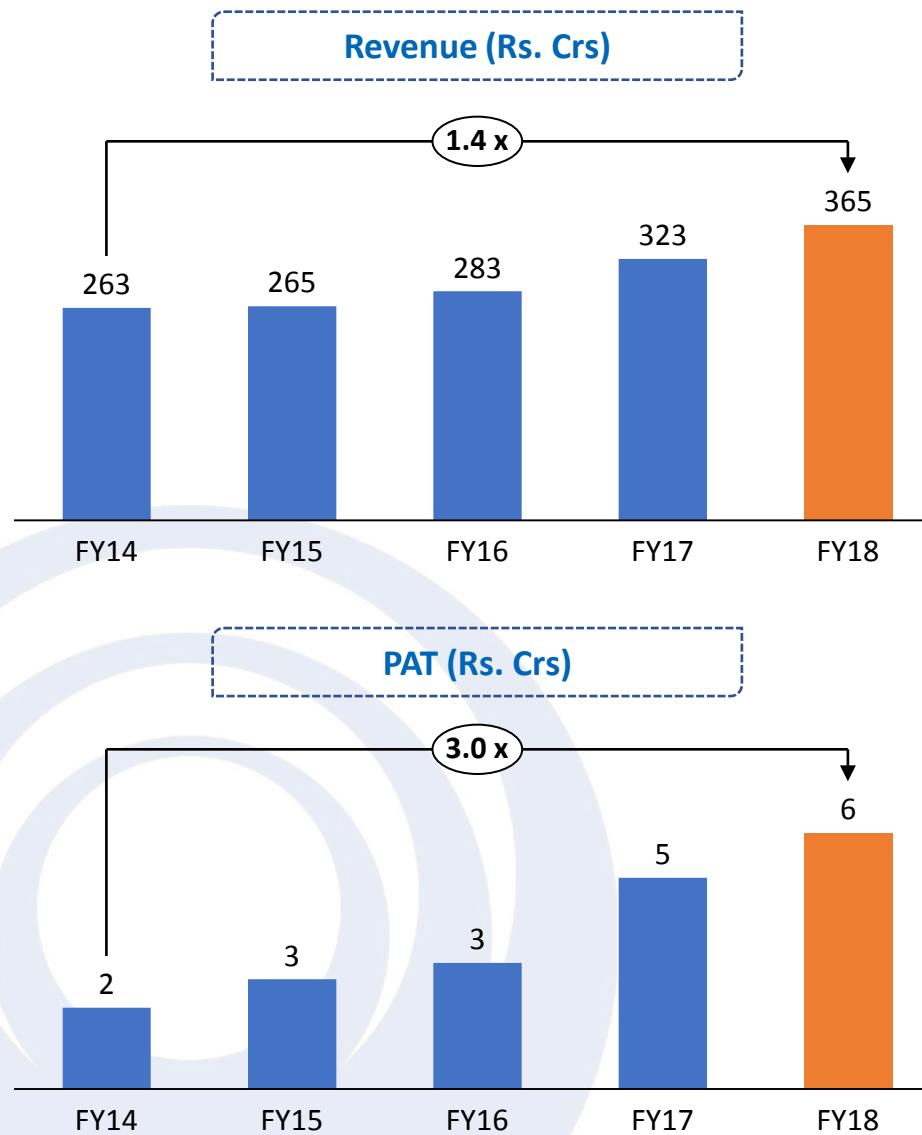


Balance Sheet as per Ind AS

Particulars (Rs. Crs.)	Sept 18	Mar 18	Particulars (Rs. Crs.)	Sept 18	Mar 18
ASSETS					
Non-current assets	92	94	EQUITY & LIABILITIES		
Property, plant and equipment	91	92	Equity	130	127
Security Deposit	2	2	Equity Share capital	13	13
Current assets	212	192	Other equity	117	114
Inventories	50	54	Non-current liabilities	30	24
Investments	0.4	0.5	Borrowings	21	15
Trade receivables	127	102	Provisions	1	1
Cash and cash equivalents	0.2	0.4	Deferred tax liabilities (net)	8	8
Bank Balances	25	26	Other non-current liabilities	0.1	0.1
Other current assets	10	10	Current liabilities	144	135
TOTAL ASSETS	304	286	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





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