

Date: 18.12.2020

Manager  
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  
NSE Symbol : **CORDSCABLE**

Manager  
Listing Department (Compliance Cell)  
Bombay Stock Exchange  
25<sup>th</sup> Floor, P.J. Towers,  
Dalal Street,  
Mumbai-400001  
BSE Scrip Code : **532941**

**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 the attached Investor Presentation for the Quarter ended September 30<sup>th</sup>, 2020.

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**



**Garima Pant  
(Company Secretary)**



## Investor Presentation December 2020

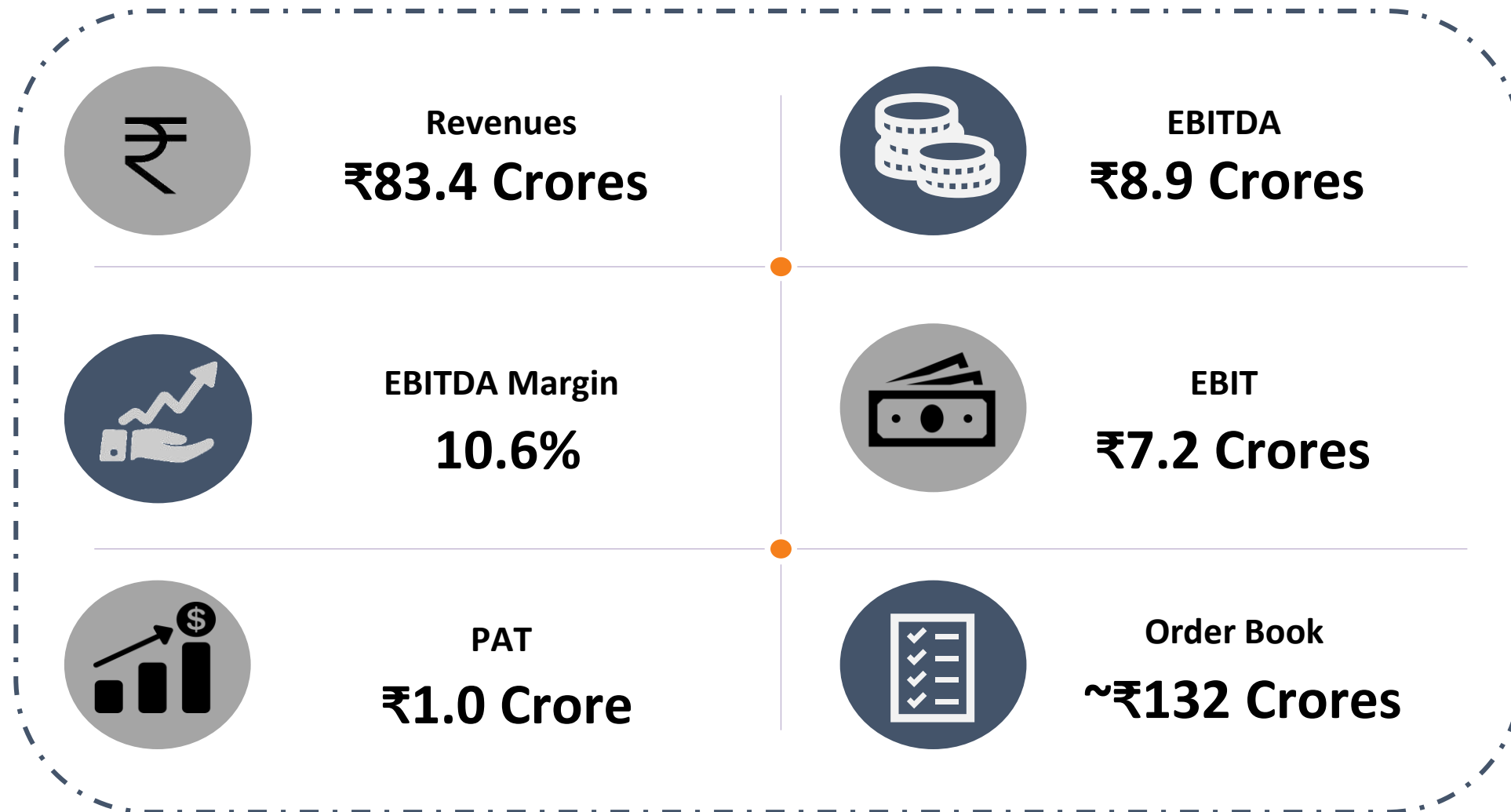
# Safe Harbor

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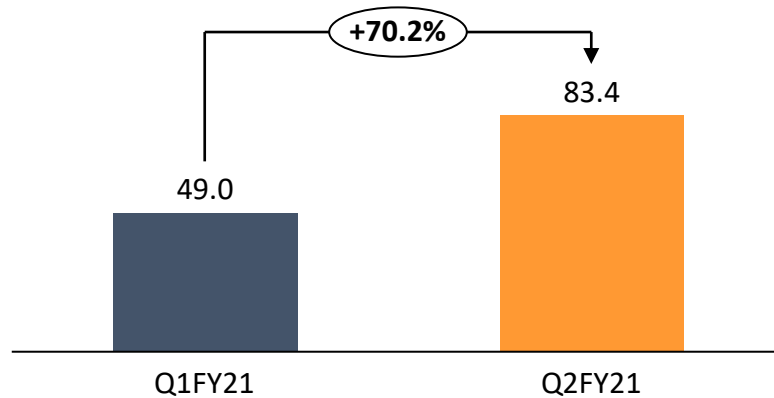
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## Q2FY21 Performance Snapshot

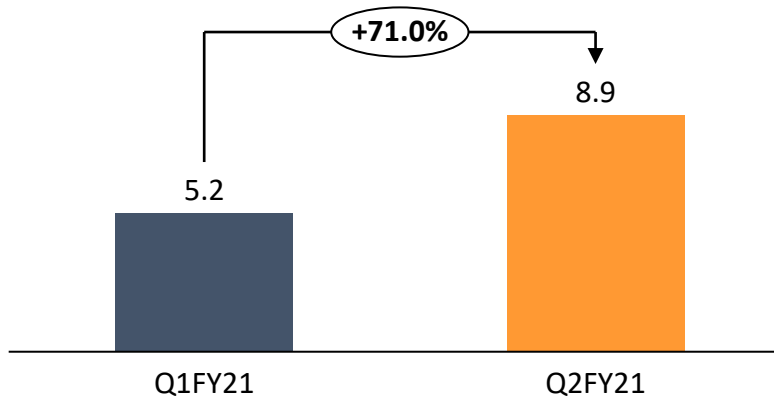


## Q2FY21 Financial Performance – Strong Recovery QoQ...

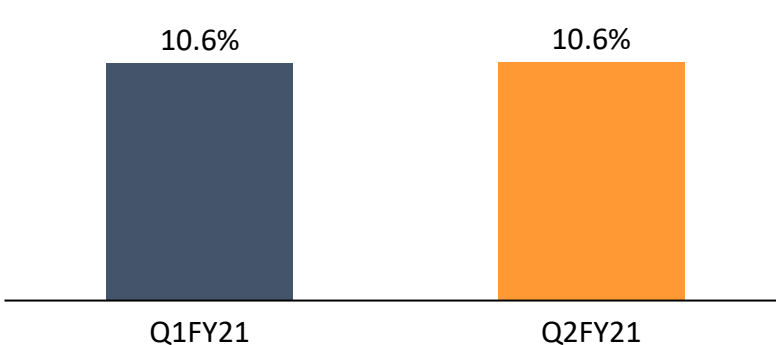
Revenue (Rs. Crs.)



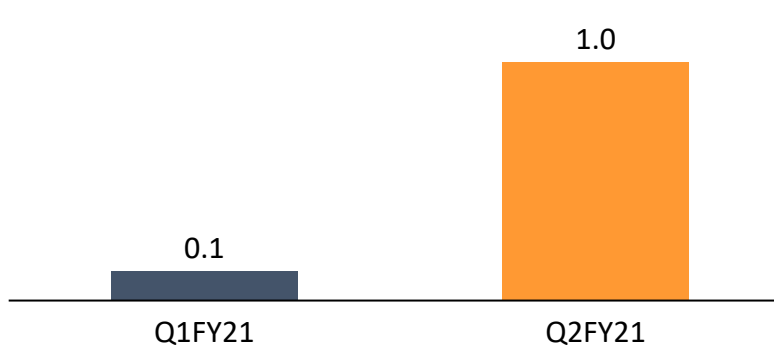
EBITDA (Rs. Crs.)



EBITDA Margin %



PAT (Rs. Crs.)



- Q2FY21 witnessed a strong recovery in business as compared to previous quarter as Covid-19 lockdowns were eased gradually
- We expect the business to continue to recover strongly as economic activity normalises complemented by several initiatives unveiled by Government to boost the economy

# COVID-19 Impact on the Business

## Business Operations

- During Q2FY21 Government eased restrictions on business operations and movement restrictions on the people were also lifted leading to normalizing of business activities through out the country
- Presently, all our manufacturing facilities are operating smoothly under strict social distancing measures. Facilities are ramping up rapidly and expected to reach Pre-COVID levels very soon

## Financial Impact

- Q2FY21 was partially impacted as Government eased lockdown restrictions gradually and business operations normalized
- Although, our capacity utilization ramped up strongly as compared to previous quarter, but when compared to last year, it was still marginally lower impacting the profitability
- We continue to witness strong recovery in the business and hence expect the revenue & profitability to steadily improve going forward

## Comfortable Liquidity Position

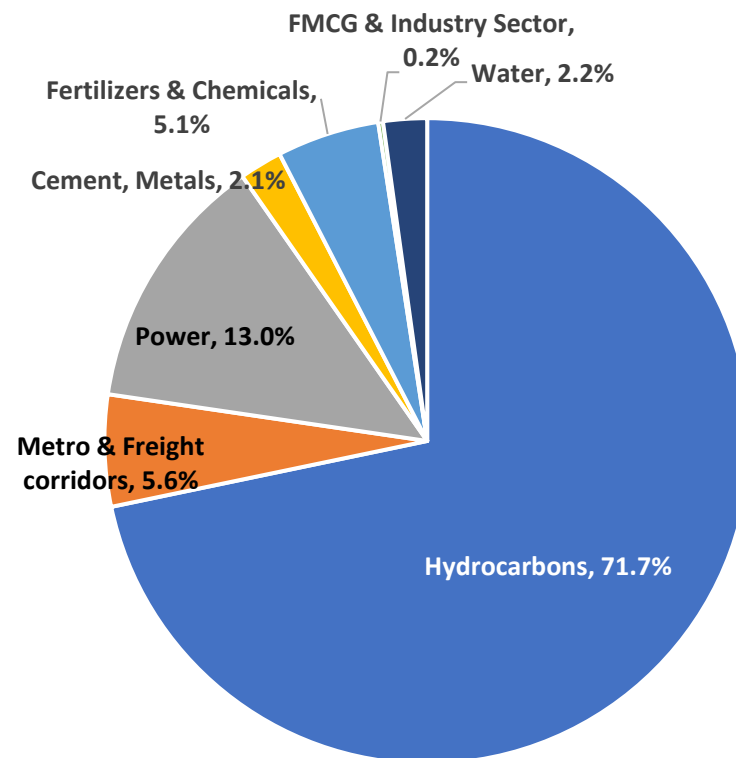
- Our liquidity positions remains comfortable. We are in a strong position to cater to the requirements of the customers as our financial position and balance sheet is strong. Our liquidity position is adequate to meet all our commitments.

# Order Book Details

## Order Book Break- Up

Total Order book of ~**Rs. 132 Crores** as on 25<sup>th</sup> November 2020

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



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

## Q2FY21 Profit & Loss Statement

Particulars (Rs. Crs.)	Q2 FY21	Q2 FY20	YoY	Q1 FY21	QoQ
Revenue	83.4	100.4	-17%	49.0	70%
Cost of Goods Sold	63.2	77.5		36.8	
Employee Expenses	5.9	5.5		3.1	
Other Expenses	5.4	6.0		3.9	
EBITDA	8.9	11.3	-22%	5.2	71%
<i>EBITDA Margin</i>	<i>10.6%</i>	<i>11.3%</i>		<i>10.6%</i>	
Other Income	0.3	0.3		0.5	
Depreciation	1.9	1.6		1.6	
EBIT	7.2	10.0	-28%	4.0	80%
<i>EBIT Margin</i>	<i>8.7%</i>	<i>10.0%</i>		<i>8.2%</i>	
Finance costs	5.8	6.2		3.8	
PBT	1.5	3.8	-61%	0.3	426%
Tax	0.5	1.6		0.2	
PAT	1.0	2.2	-55%	0.1	703%
<i>PAT Margin</i>	<i>1.2%</i>	<i>2.2%</i>		<i>0.3%</i>	

Since the lockdown was in force partially during Q2, the results for Q2FY21 were impacted by the COVID-19 pandemic and may not be strictly comparable with those of other periods



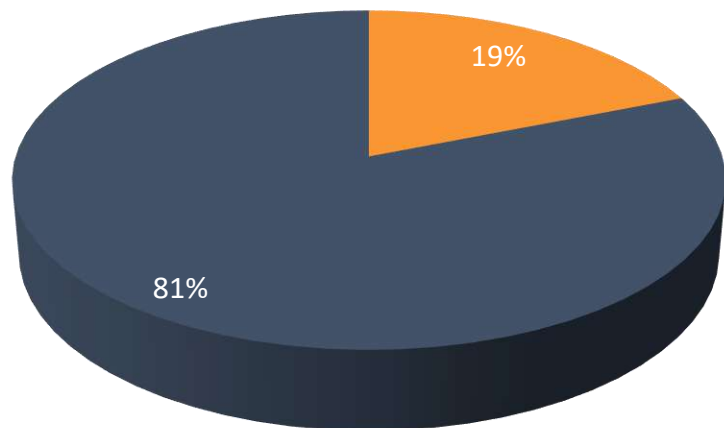
# Balance Sheet

Assets (Rs. Crs.)	Sep-20	Mar-20
<b>Non-Current assets</b>	<b>95.3</b>	<b>97.7</b>
Property, plant and equipment	69.0	71.6
Right of use Assets	24.6	24.4
Security Deposit	1.7	1.7
<b>Current assets</b>	<b>189.8</b>	<b>217.5</b>
Inventories	48.3	59.7
Investments	0.4	0.4
Trade receivables	111.3	120.6
Cash and cash equivalents	0.6	0.2
Bank Balances	19.3	24.1
Other current assets	10.0	12.7
<b>TOTAL ASSETS</b>	<b>285.1</b>	<b>315.3</b>

Equity & Liabilities (Rs. Crs.)	Sep-20	Mar-20
<b>Equity</b>	<b>142.4</b>	<b>141.3</b>
Equity Share capital	12.9	12.9
Other equity	129.4	128.4
<b>Non-Current liabilities</b>	<b>19.2</b>	<b>19.1</b>
Borrowings	11.9	11.9
Provisions	1.7	1.5
Deferred tax liabilities (net)	5.6	5.7
Other non-current liabilities	0.0	0.0
<b>Current liabilities</b>	<b>123.6</b>	<b>154.9</b>
Borrowings	62.4	66.6
Trade payables	51.2	79.5
Other financial liabilities	6.9	6.2
Other current liabilities	2.0	2.1
Provisions	1.1	0.5
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>285.1</b>	<b>315.3</b>

# Debt Profile

Debt Structure as on 30<sup>th</sup> Sep-20

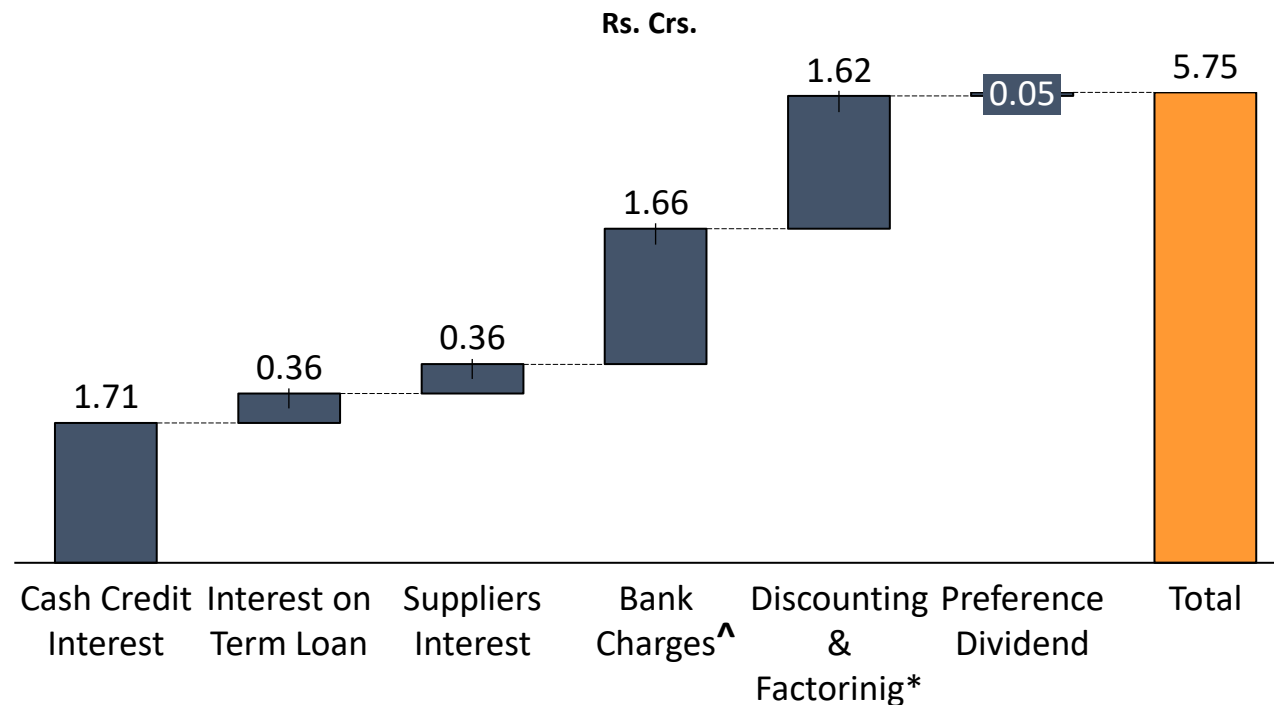


■ Term Loans ■ Working Capital Loans

**Net Debt to Equity = 0.38x**

**Note: Net Debt includes Short Term Borrowings**

Q2FY21 Finance Cost Break up



**<sup>^</sup> Bank Charges** are inclusive of:

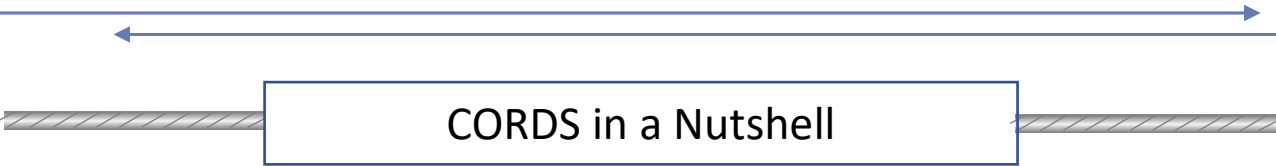
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

**\* 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



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



Fieldbus Cables

EPR Cables

Special Cables for Oil & Gas

Special Cables for Water Desalination

Silicon Rubber Cables

Fire Survival Cables

## Speciality Cables

Low Smoke Halogen Free Cables

Solar PV Cables

Railway Jelly Filled Quad Cables

Eurobalise Railway Safety Cables

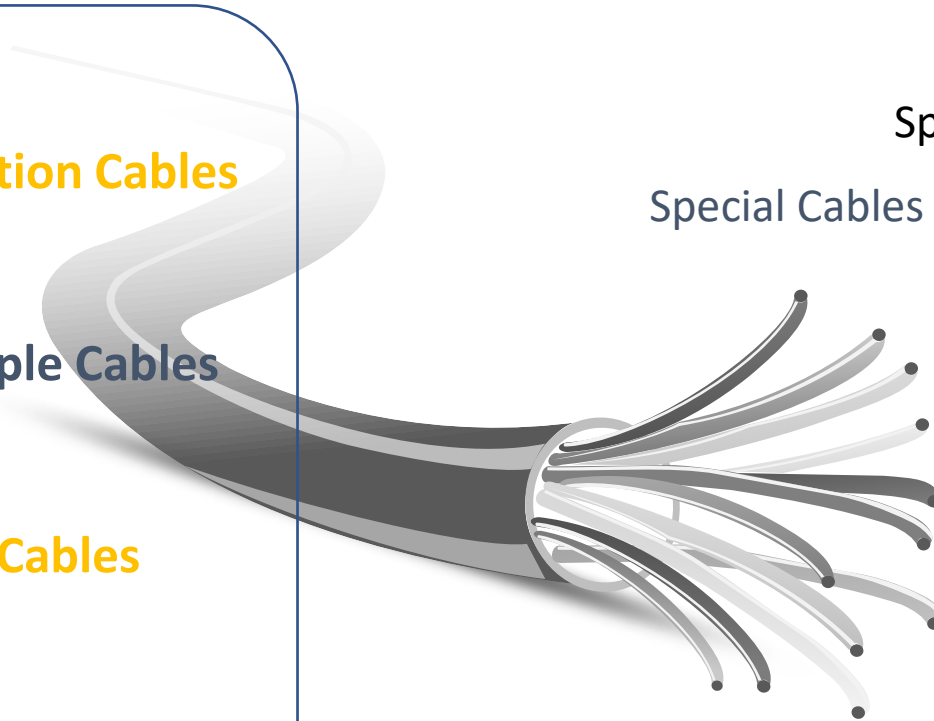
Low Temperature Cables

Instrumentation Cables

Thermocouple Cables

Control Cables

LV Power 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

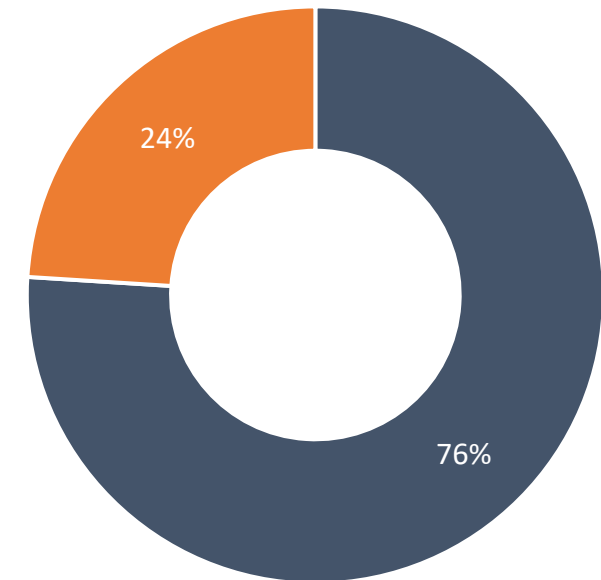
- ✓ Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
- ✓ Specially designed to transmit signals without any external interference

### LV Power Cables

#### Application

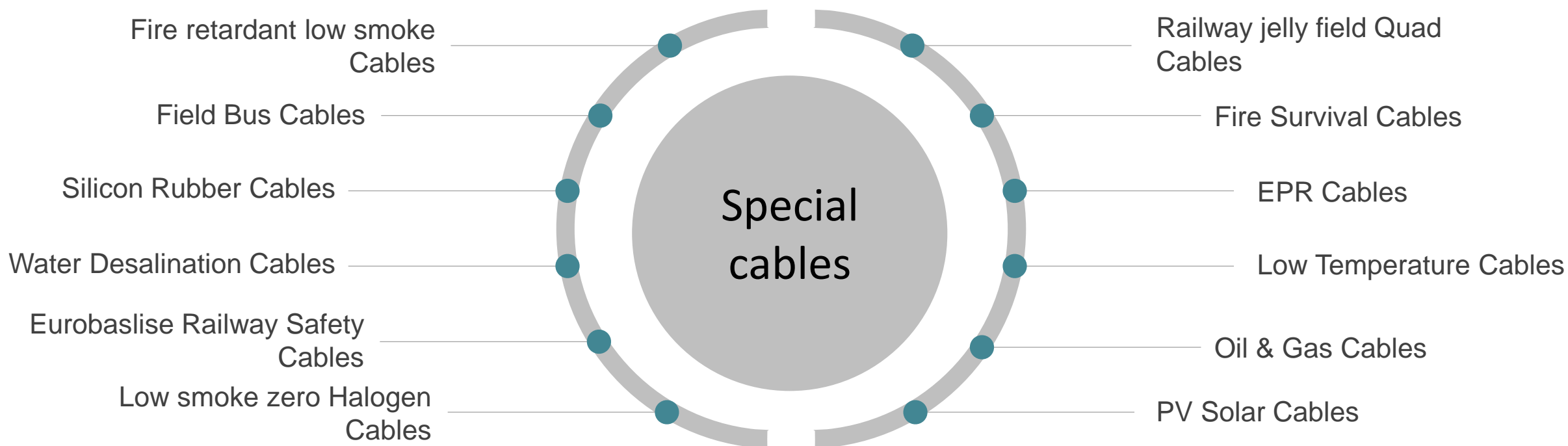
- ✓ Used in connection of power supply to residential, commercial & industrial units

Sales Composition



■ Instrumentation & Control Cables ■ Power Cables

... bringing Constant Innovation

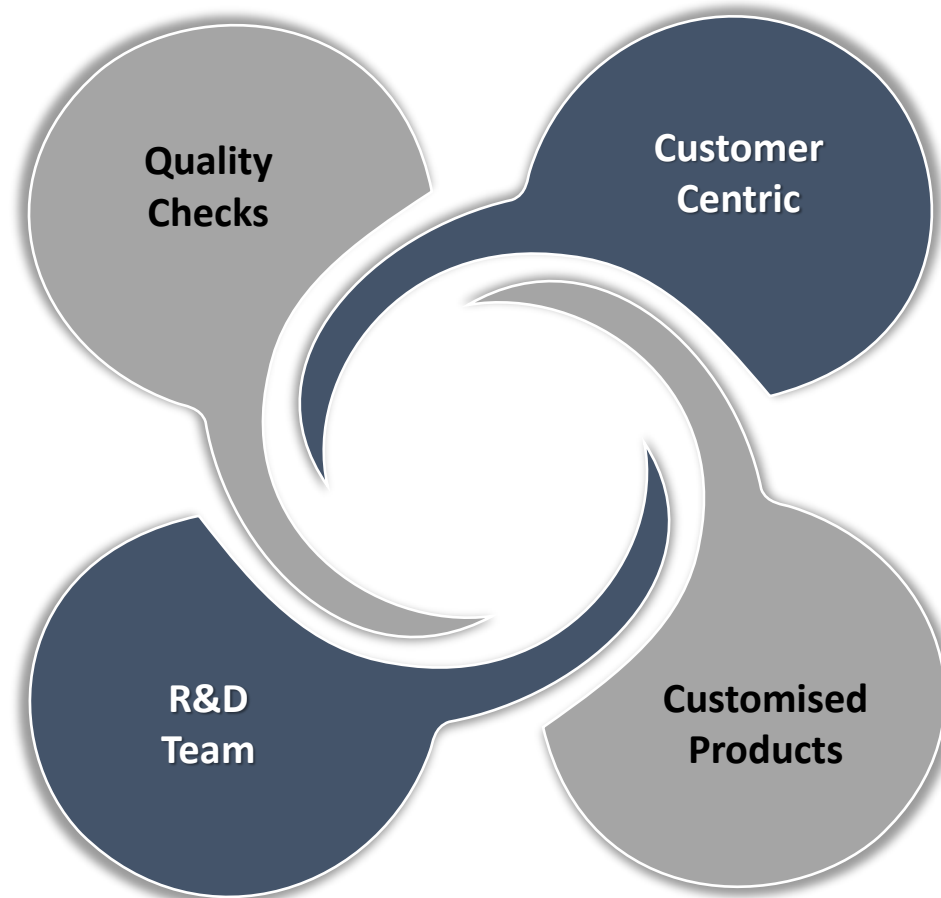


## ... with Focus on Quality



### 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

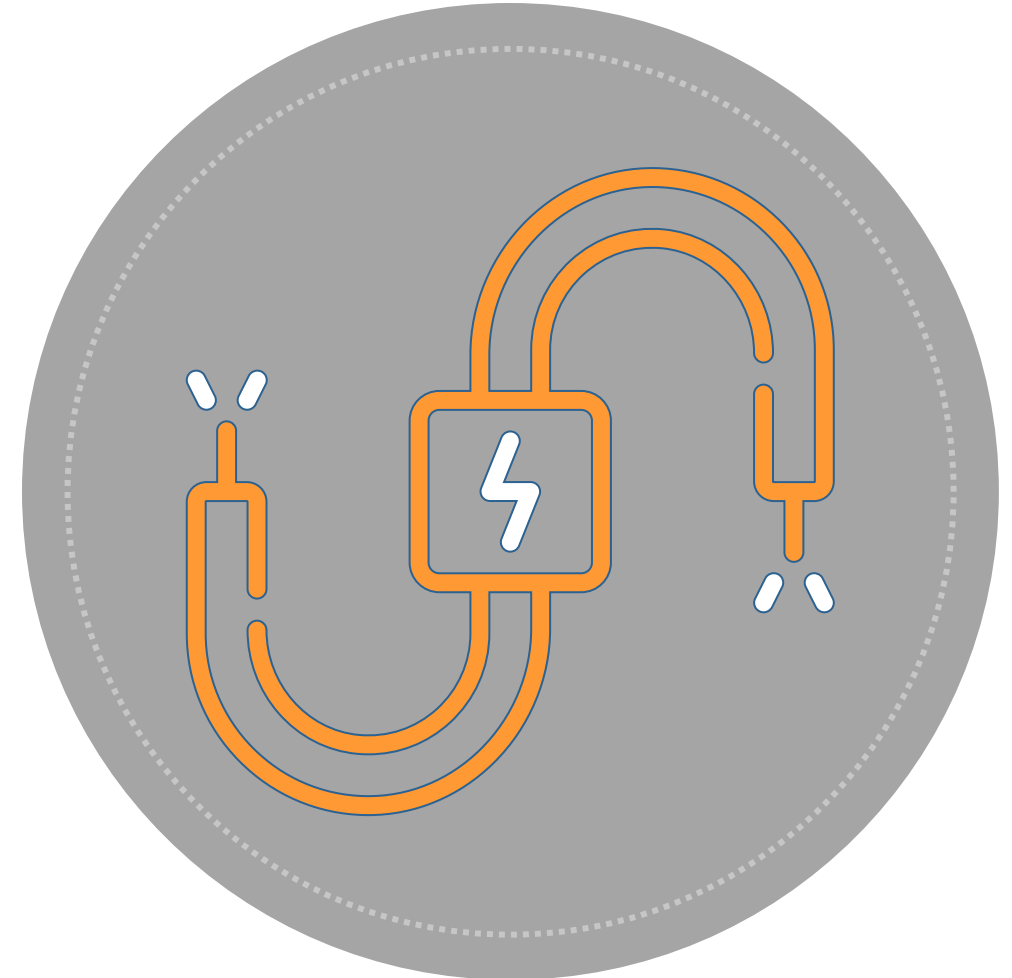


**Gaurav Sawhney**  
VP (Banking & Finance)

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



**BOMBARDIER**  
TRANSPORTATION

**SIEMENS**

**Honeywell**



A Navratna Company



Ansaldo STS  
A Hitachi Group Company

## International



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 L.L.C.



INDO-JORDAN CHEMICALS COMPANY LIMITED



YEMEN PETROLEUM COMPANY

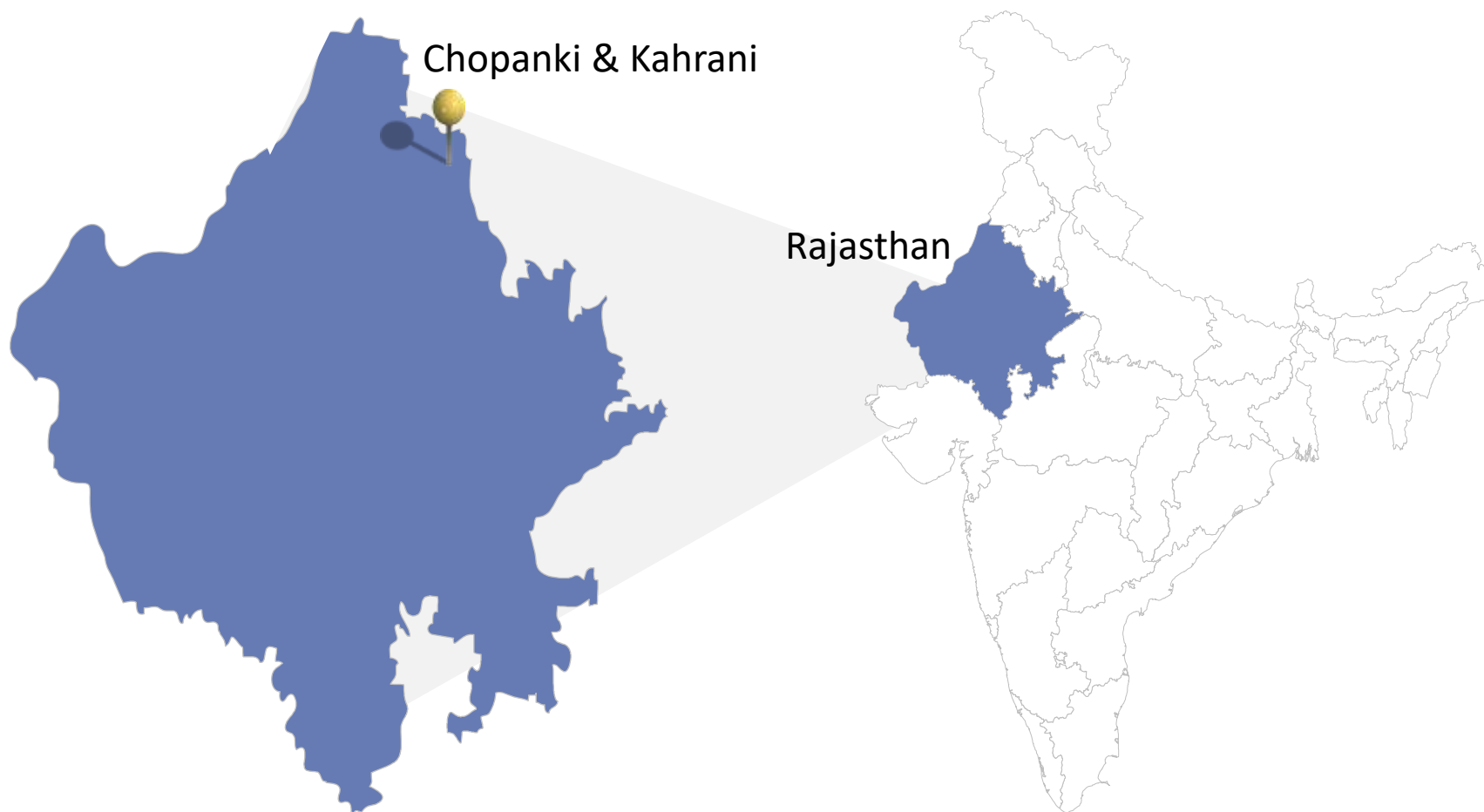


ARABIAN BEMCO CONTRACTING CO. LTD.  
INDUSTRIAL & POWER PROJECTS - DEVELOPERS & CONTRACTORS



QSTec  
Qatar Solar Technologies  
مركز لتقنيات الطاقة الشمسية  
عضو مؤسسة قطر  
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



## ... 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



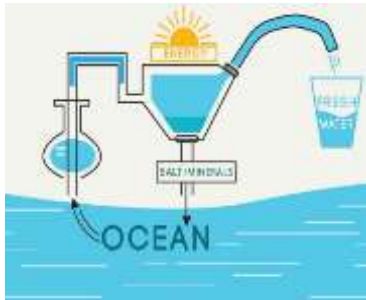
Nuclear & Thermal Power



Airport Development



Water Desalination



Fertilisers



Sewage Treatment



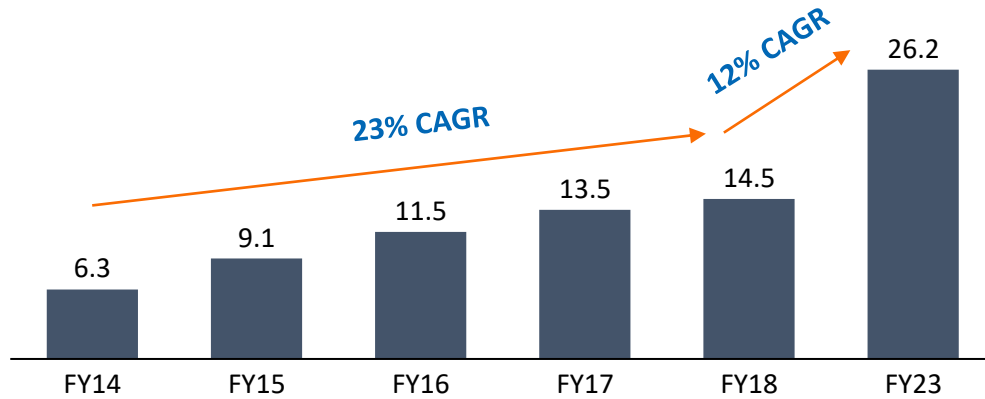
Building Automation



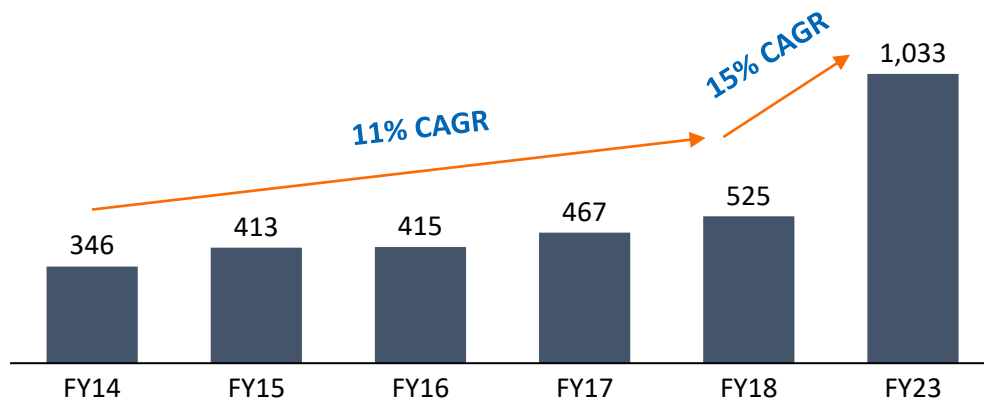
*Backbone to Key Industries driving India's Future...*

## ... Dominance to grow beyond the Industry

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



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



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

## With Cords leadership in Cable Space

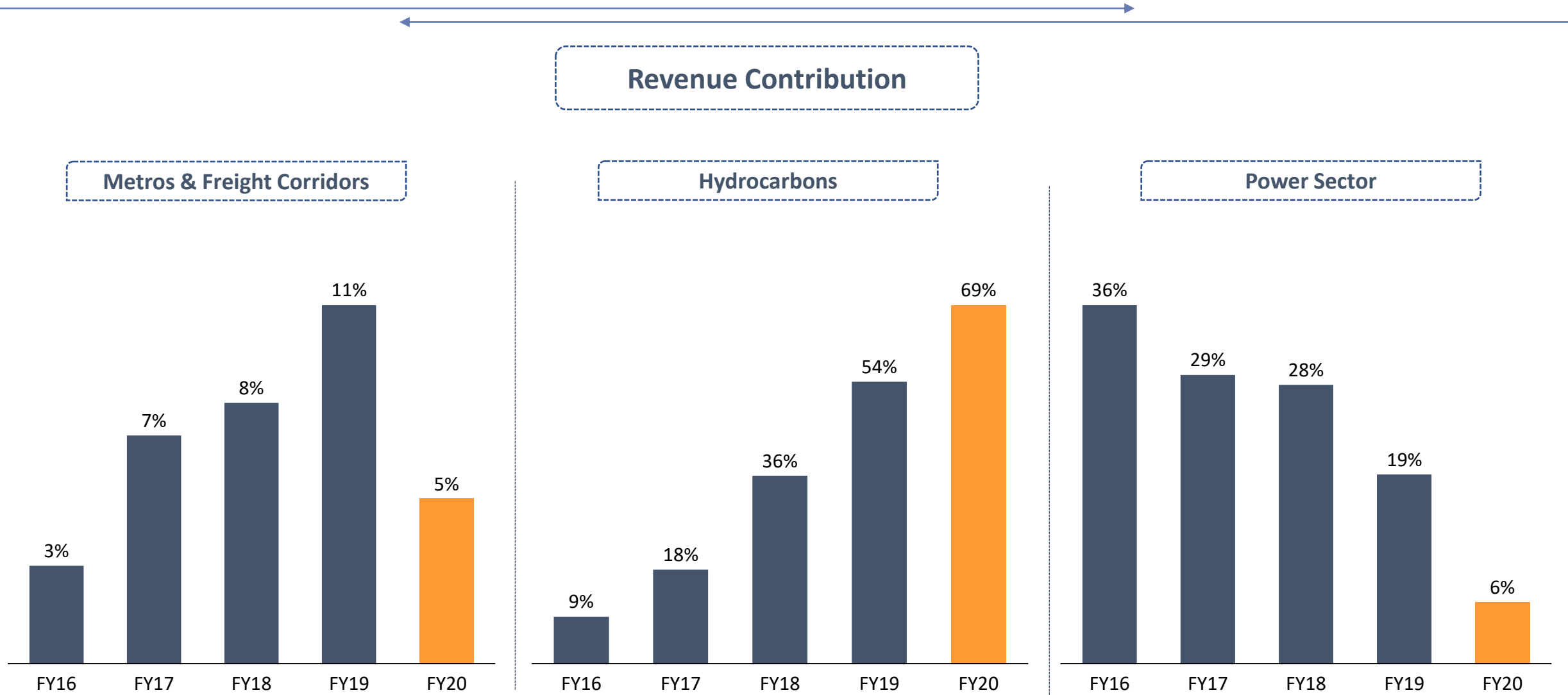
- ✓ Emphasis on Quality
- ✓ Valued long term Client Relationships
- ✓ Diverse Portfolio of Products
- ✓ Constant Innovation
- ✓ State of the Art Manufacturing Facility
- ✓ Certifications
- ✓ Awards & Recognitions

## Low Investment for growth

- ✓ Current Capacity – 65,000 Kms p.a.
- ✓ Capacity Utilization of ~57% (COVID lockdown partially impacted Q2FY21)

***Creating strong business fundamentals***

# Segmental Revenue Highlights



# 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 AAI 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

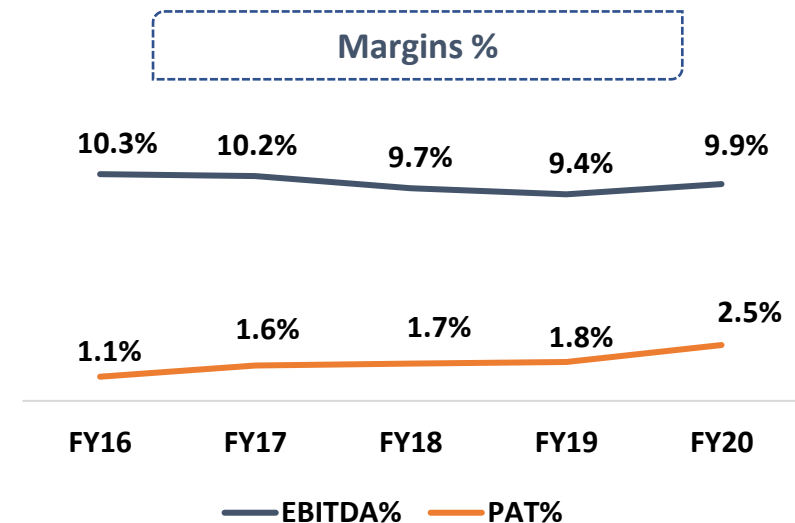
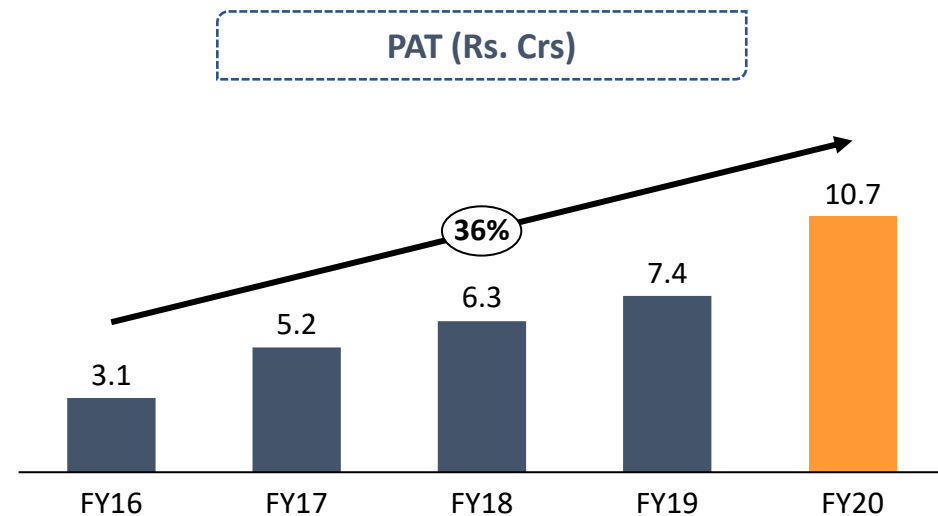
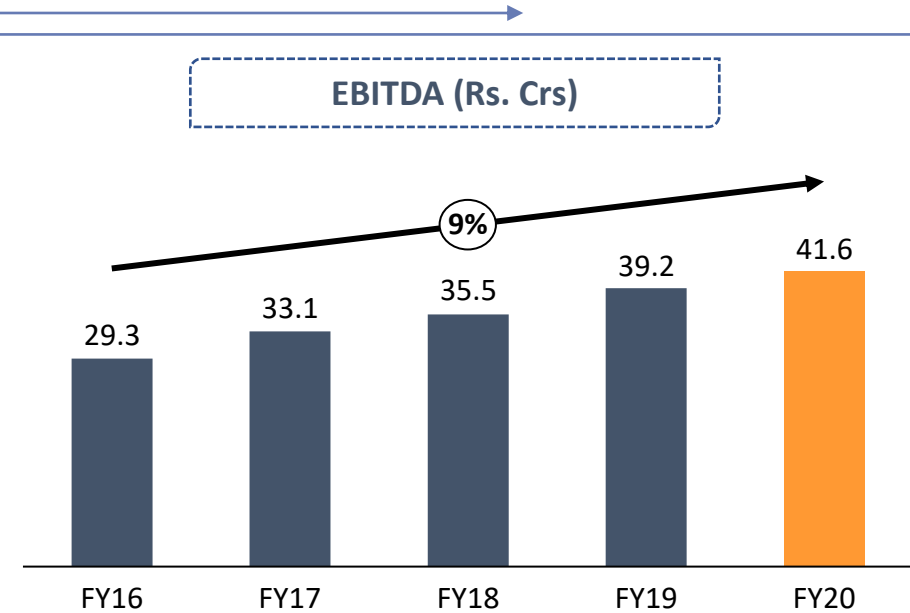
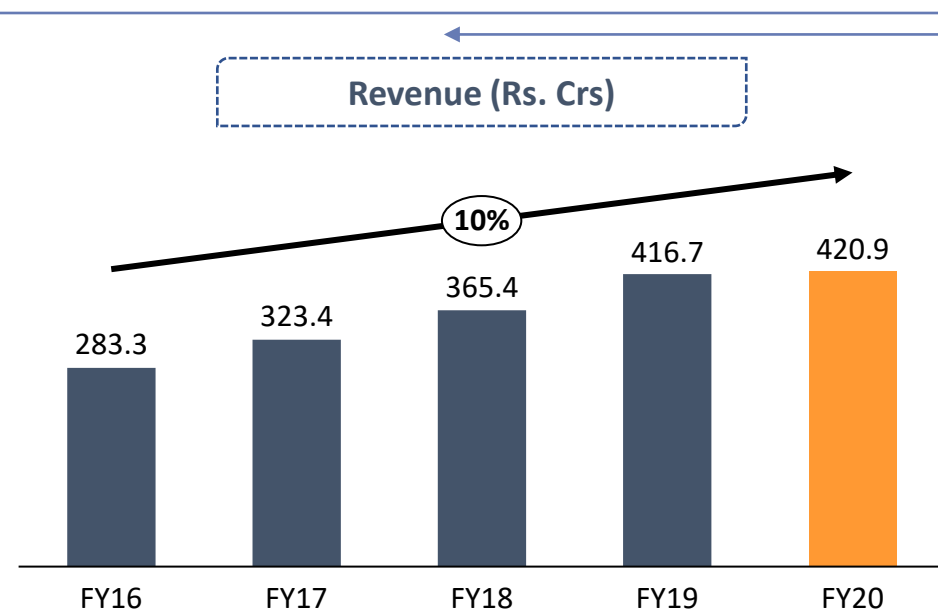
#### [ADNOC]

- 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 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

# Consistent Performance over the years





**Cords Cable Industries Limited**

CIN: L74999DL1991PLC046092

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Mr. Sandeep Kumar, General Manager  
[sandeep@cordscable.com](mailto:sandeep@cordscable.com)

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**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt. Limited**

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