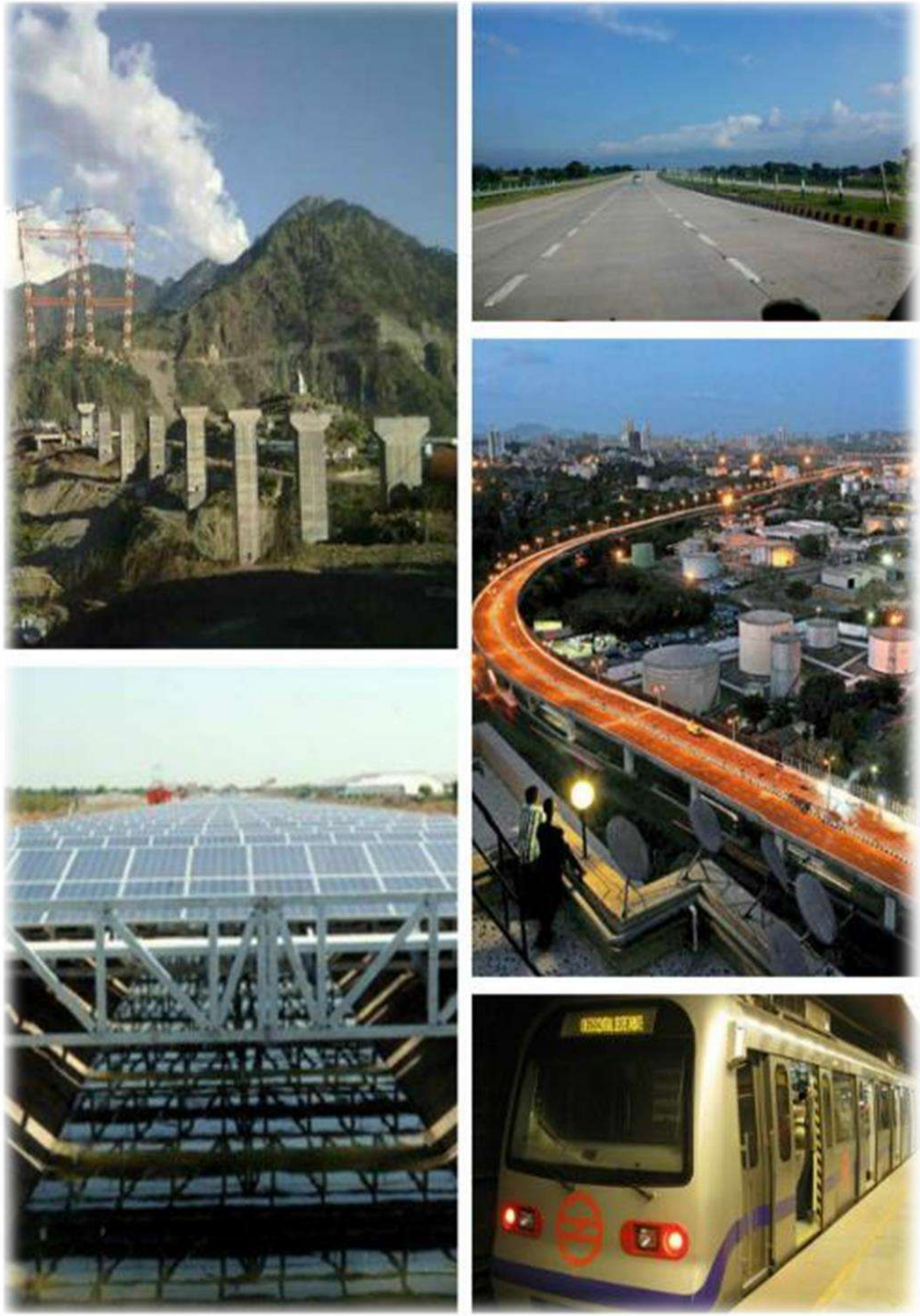

Investor Presentation – February 2018

Safe Harbour

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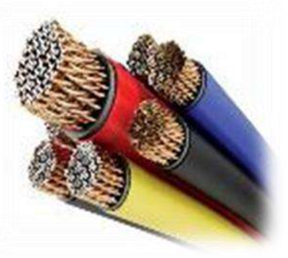
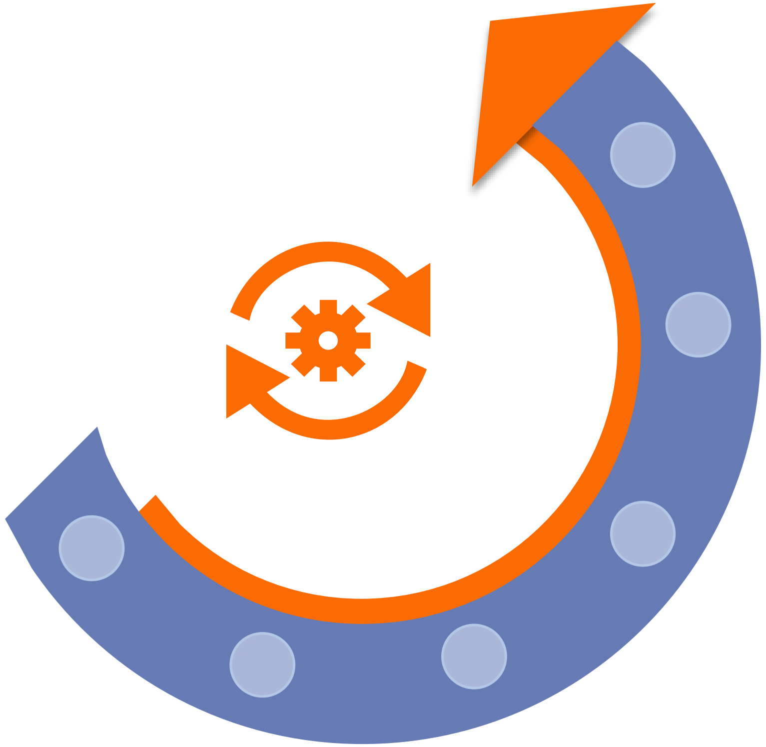


A Specialized Control and Instrumentation Cable Company



95% of our orders are based on customer specifications

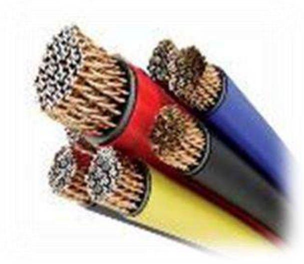
85% of our cables constitute **Instrumentation & Data Cables** and 15% is **Power Cables**

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

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

The company will benefit from the modernization and upgradation of infrastructure

Long standing customer relationships of over 20 years



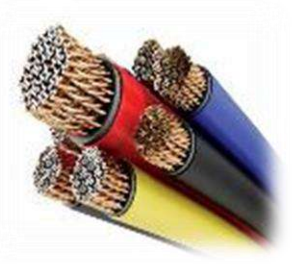
… offering Wide Range of Products to Multiple Industries

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

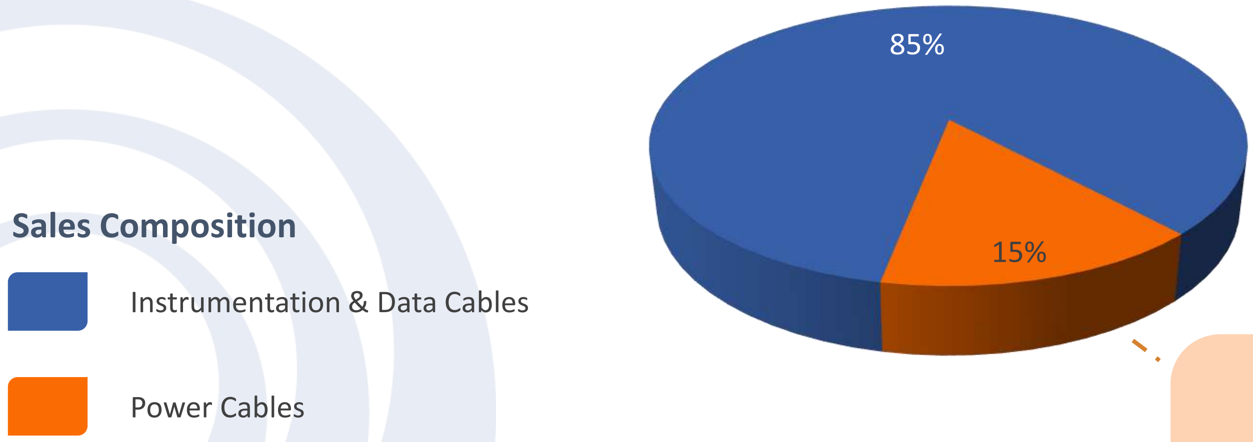
Application:

- ✓ **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



And Traditional Demand

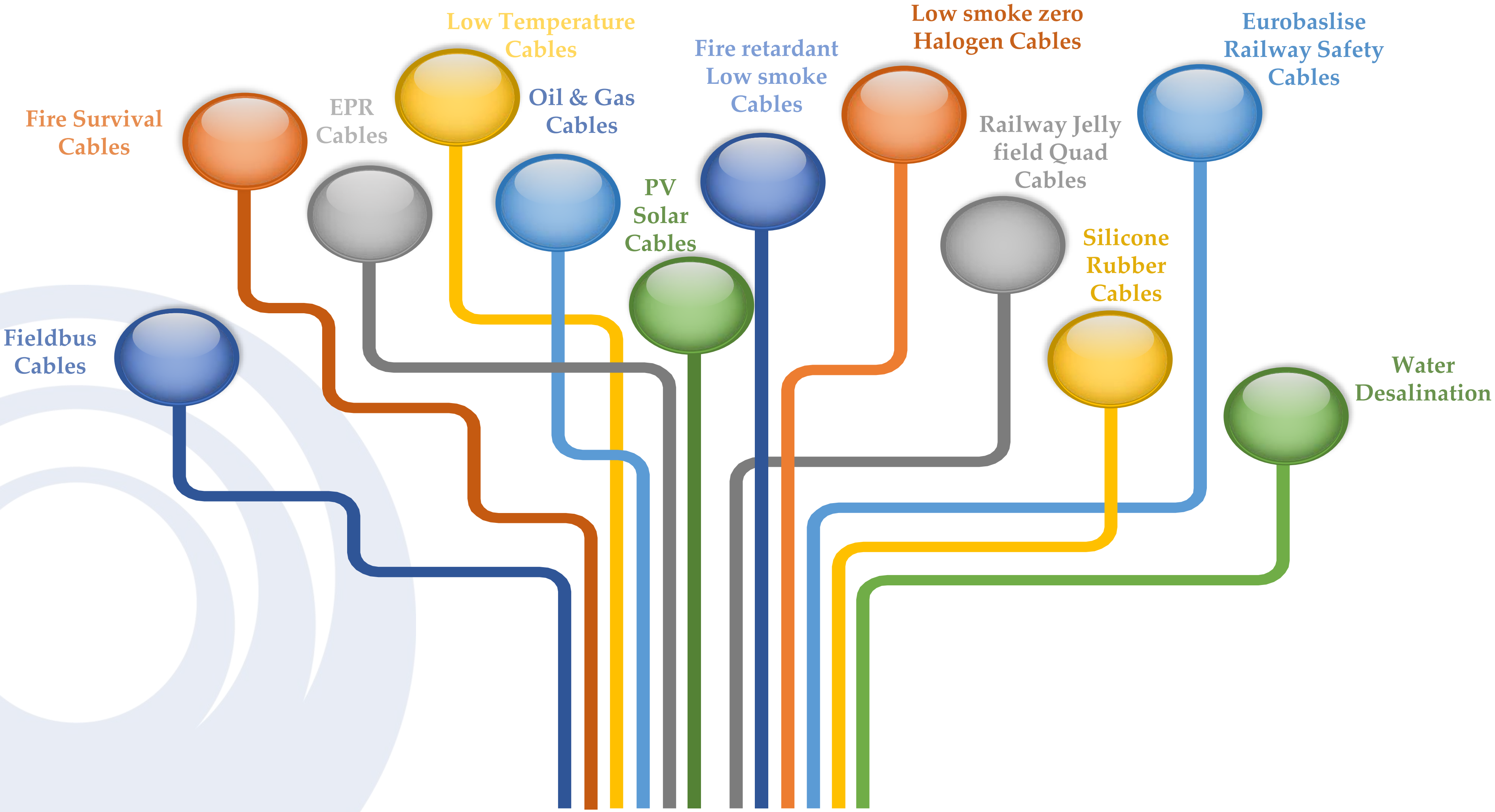
LV Power Cables

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

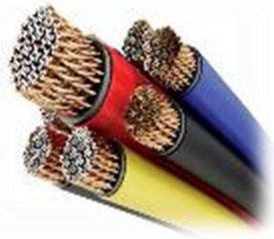
Aim at Innovation & Development of new varieties of cables at regular time intervals

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.

Manoj Gupta
CFO

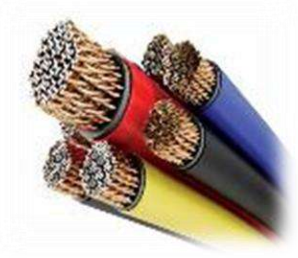
Holds Chartered Accountant degree from ICAI.
Has 20 years experience in Finance control, Audit and Taxation.

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

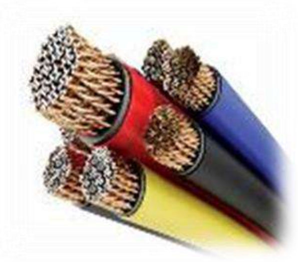
Strive for long-term relations and partnerships with customers, vendors and business associates

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

CORDS
THE IDEAL CONNECTION

Domestic

Over 20 years of Relationship

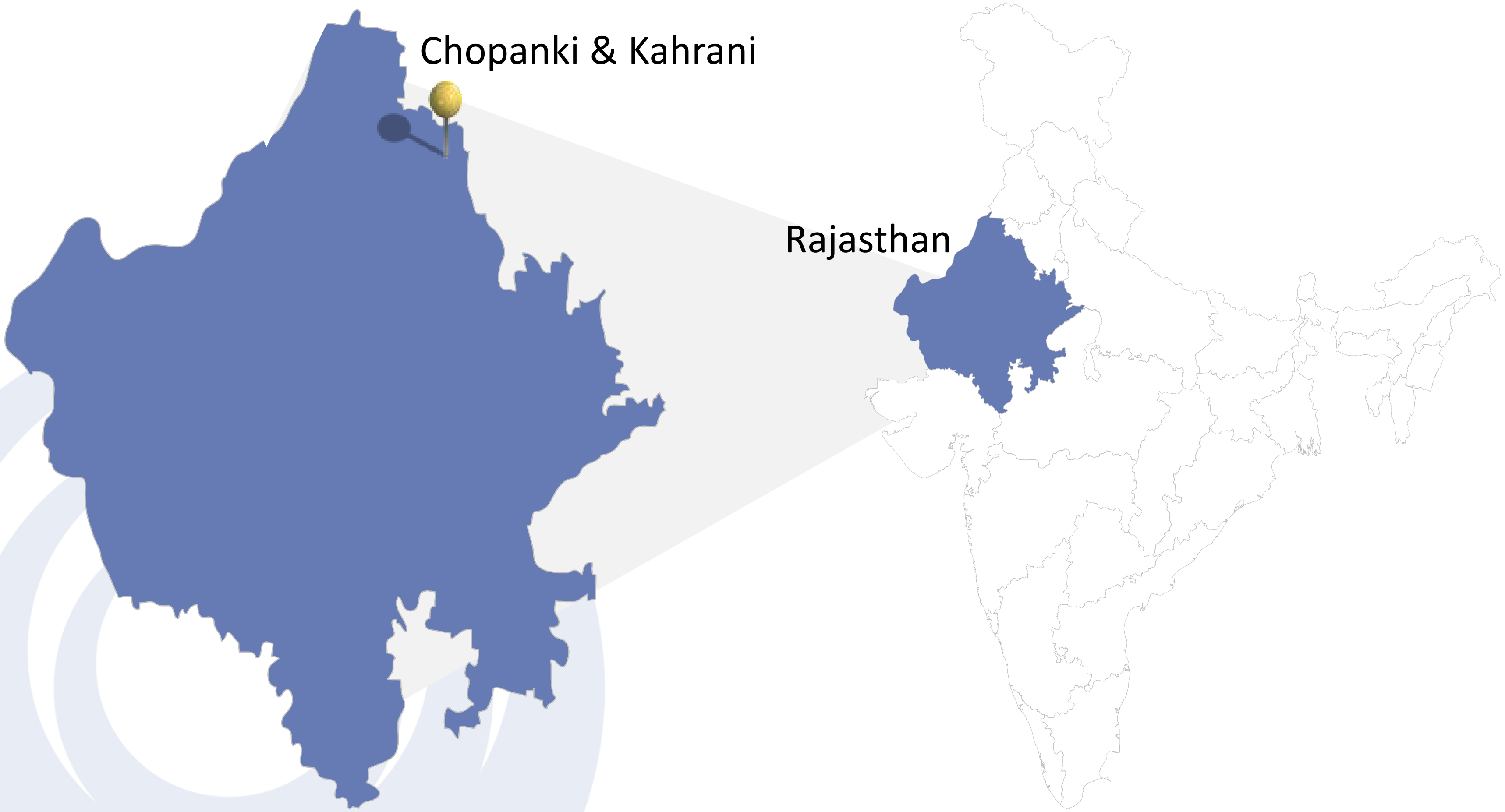
BHEL
LARSEN & TOUBRO

Cairn
DELHI METRO
ONGC
IndianOil
BOMBARDIER TRANSPORTATION
SIEMENS
Honeywell
asianpaints
HP
SUN PHARMA
Bharat Petroleum
NTPC
Shree Cement
EMERSON
EIL
A Navratna Company
TATA STEEL
GE
Biocon
ALSTOM Transport
ACC
ABB
KRBL Limited
JUBILANT LIFESCIENCES
Ansaldo STS
A Hitachi Group Company

International

L&T OMAN
MAGADI SODA
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 L.L.C.
SIDEM VEOLIA
INDO-JORDAN CHEMICALS COMPANY LIMITED
OMIFCO
Dodsal
ITCC
YEMEN PETROLEUM COMPANY
ARABIAN BEMCO CONTRACTING CO. LTD.
INDUSTRIAL & POWER PROJECTS - DEVELOPERS & CONTRACTORS
ITC
QSTec
Qatar Solar Technologies
Member of Qatar Foundation

… State of the Art Manufacturing Facilities

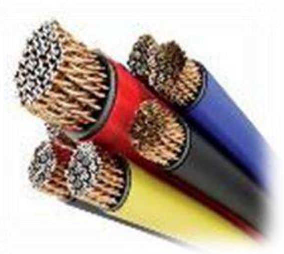


Chopanki Unit

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

Kahrani Unit

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



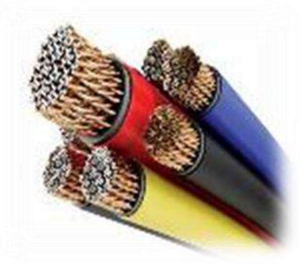
Disclaimer: Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

… 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



… Awards & Recognitions

CORDS THE IDEAL CONNECTION

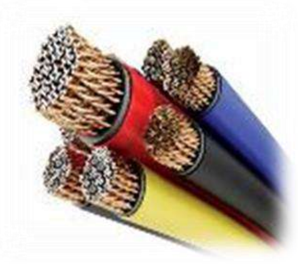
Forbes Best Under a $ Billion – 2008

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

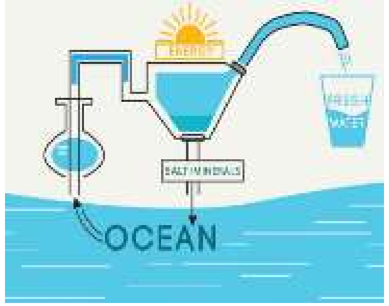
Cement

LPG Bottling

Nuclear & Thermal Power

Airport Development

Water Desalination



Fertilisers

Sewage Treatment

Building Automation

… with Multiple Growth Drivers across Sectors

Freight Corridor
- Indian Railways to build 2 world-class Freight Corridors
- Approx. Rs. 2 lac Cr to be spend for Freight Corridors + Electrification & Doubling and for Electrification + Traffic facilities
- Railways to make investment of over Rs. 8,00,000 Cr over the period of 2015-2020

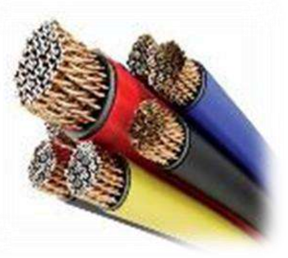
Metro Rail Projects
- Proposal to implement metro rail systems in 40 cities
- Currently 520 km of Metro Rail lines under construction
- Total Investment outlay of Rs. 5 lakh crore earmarked by Union Government

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

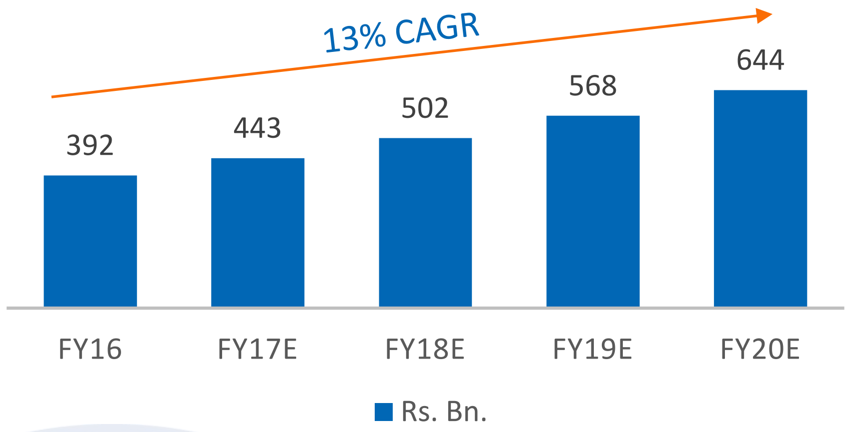
Hydrocarbons
- Refining companies to invest Rs 80,000 crore to upgrade refineries to meet Euro VI norms by 2020

Power Sector
- Expected bid out of transmission projects worth ₹1 trillion over the next two-three years.
- 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

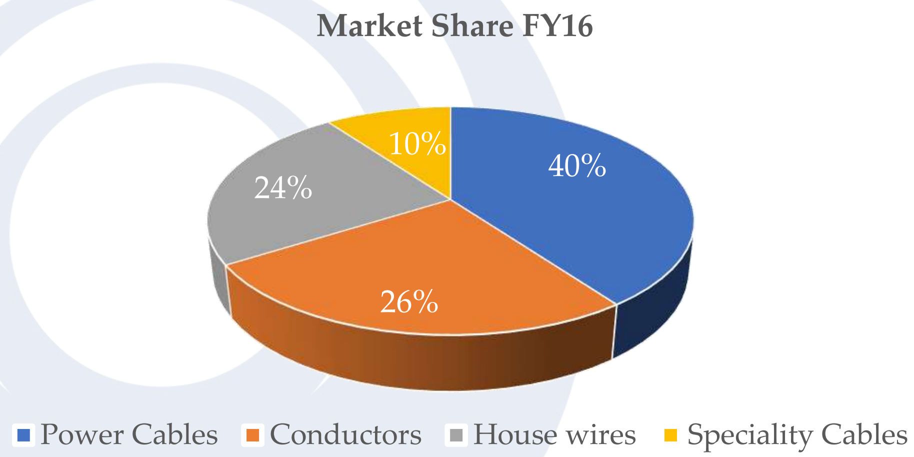


… Dominance to grow beyond the Industry

Indian Wire & Cables industry

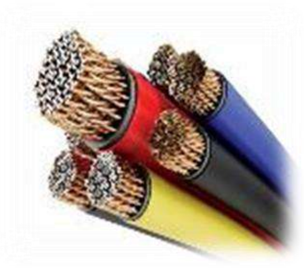


Speciality Cables at the cusp of growth



Sectors Driving Increase in Demand

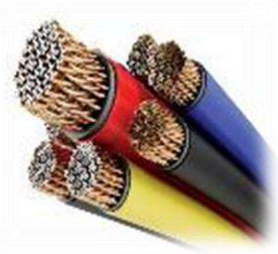
- **Freight Corridor Projects**
- **Metro Rail Projects**
- **Smart Cities**
- **Boost to Infrastructure**
- **Hydrocarbon Sector**
- **Investments in Power Sector**



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*

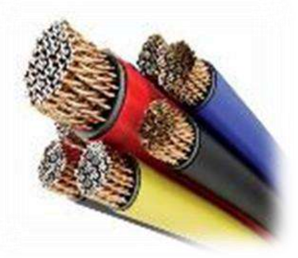
With Cords leadership in Cable Space

- 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 ~58%

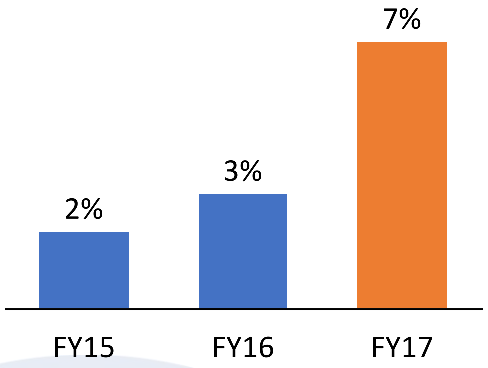
Creating strong business fundamentals



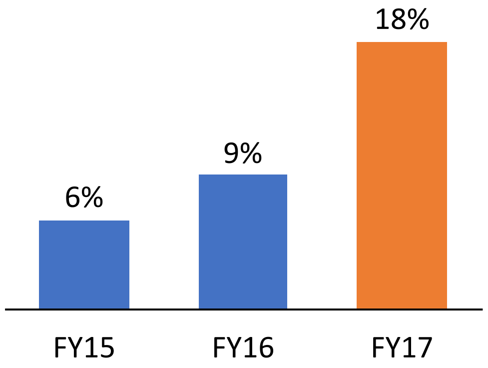
Increasing Focus on Sunrise Sectors

Percentage Contribution to Revenues

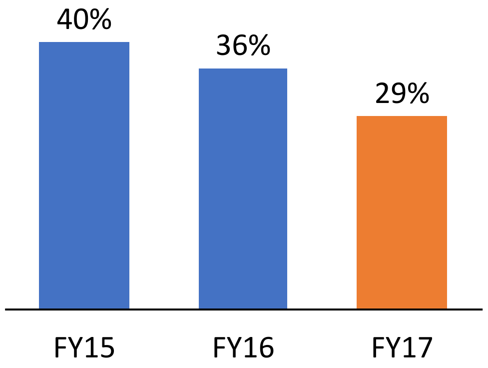
Metros & Freight Corridors



Hydrocarbons



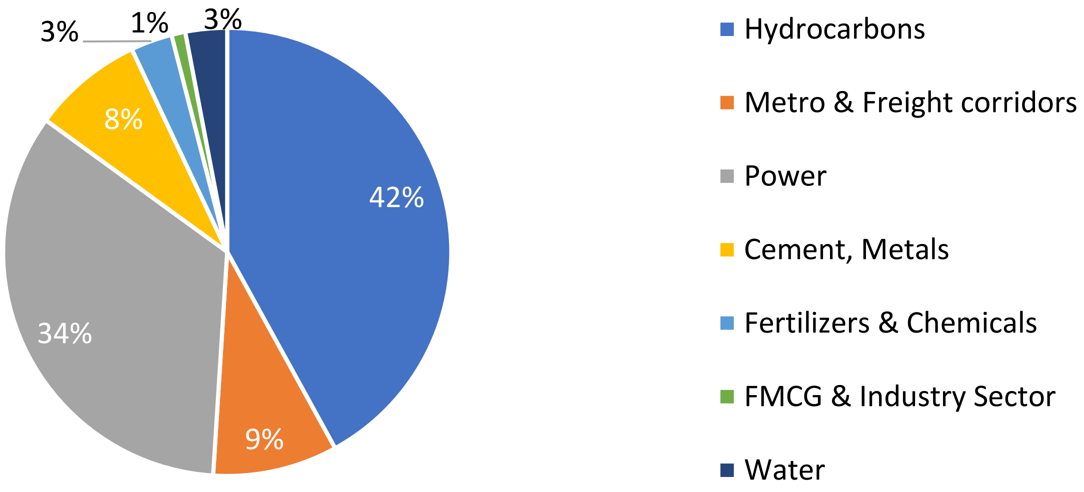
Power Sector

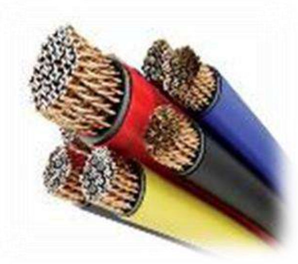


Order Book Break-up

Total Order book of ~**Rs. 107 Crores** as on 31st December 2017

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

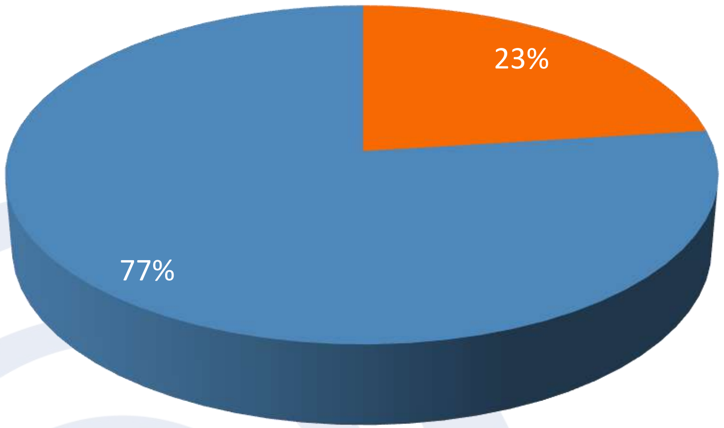




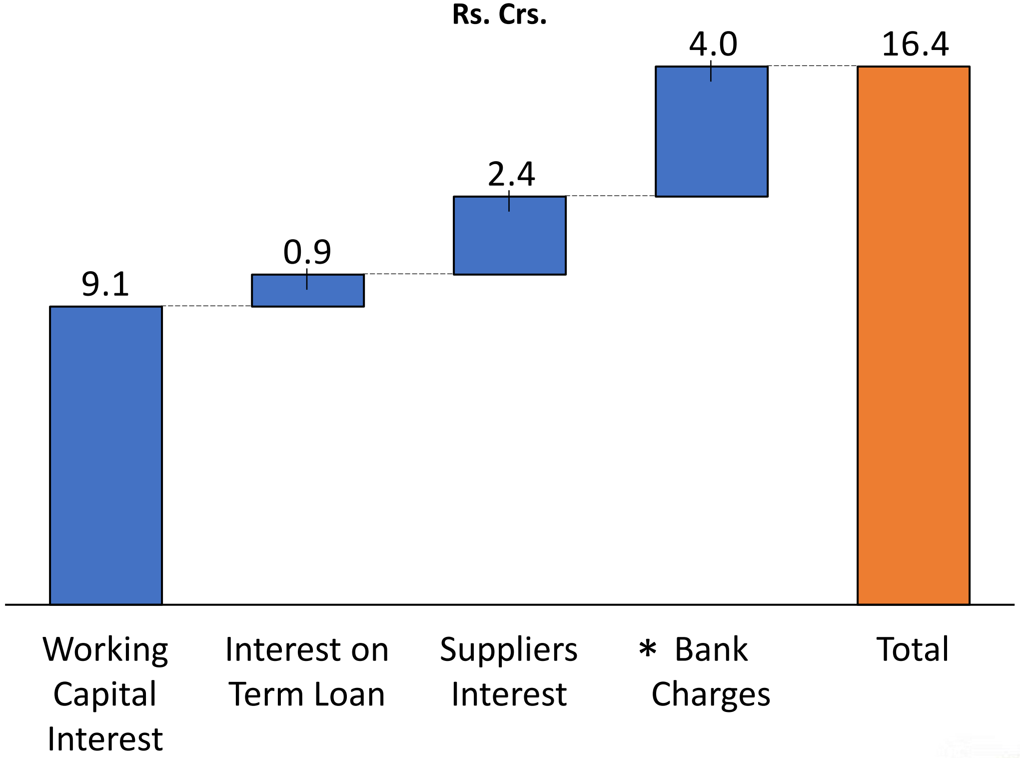
Financial Highlights

Net Debt to Equity of 0.33 x

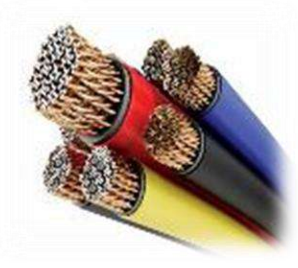
Total Debt Structure as of 9M FY18



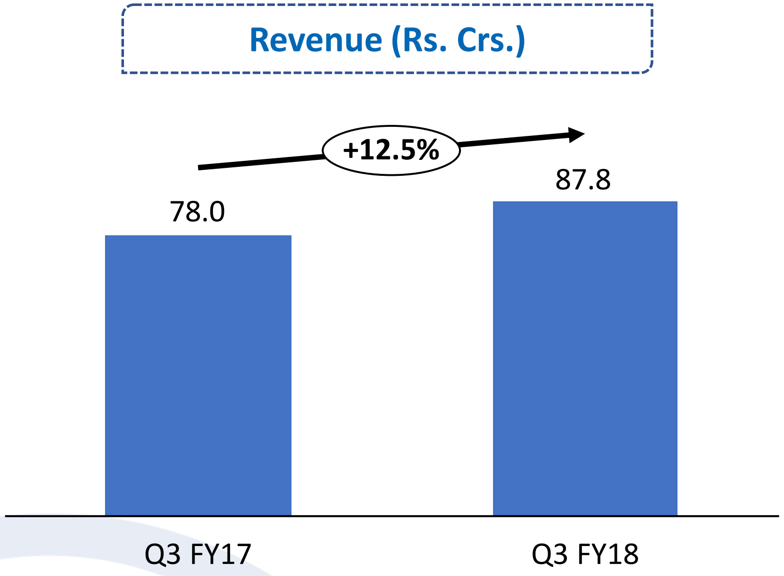
9M FY18 Finance Cost Break up

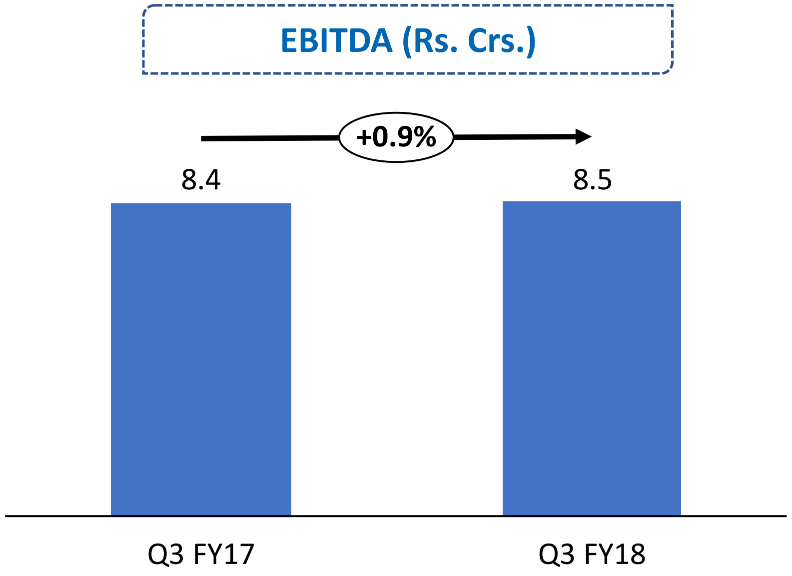


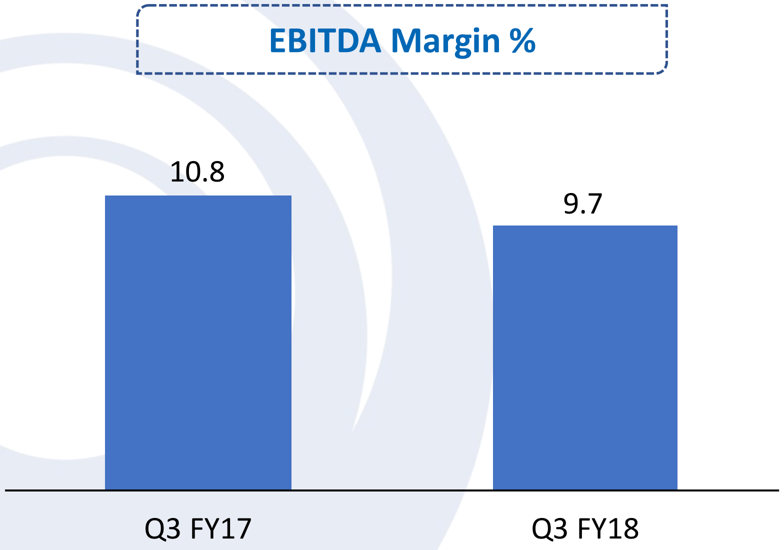
* **Bank Charges** are inclusive of:
  - BG/LC Commission
  - Non Fund opening/closing Charges
  - Processing Fee
  - Other bank Charges

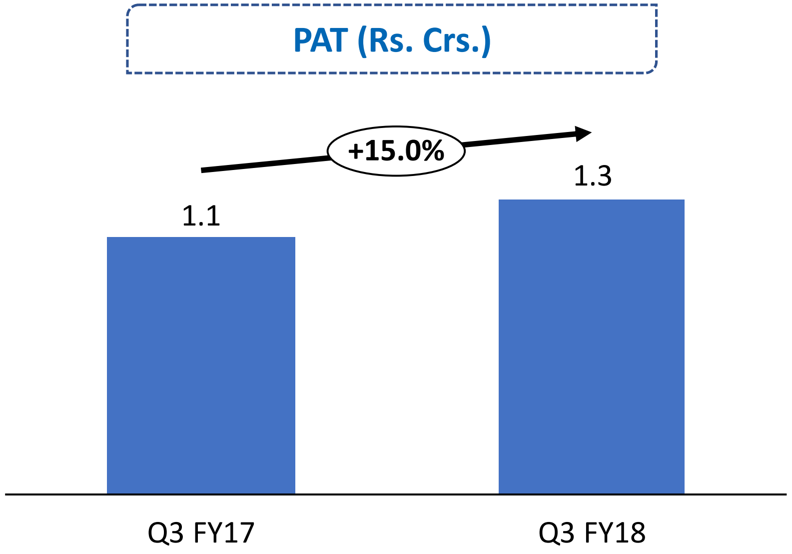


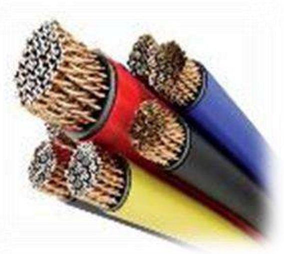
Q3 FY18 Financial Highlights





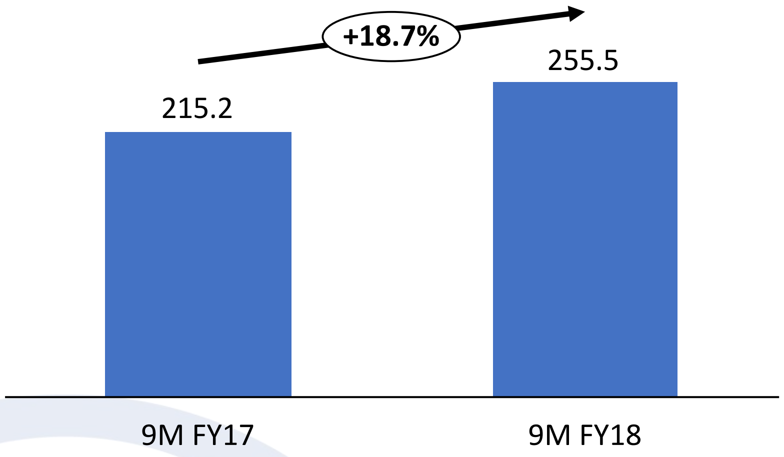




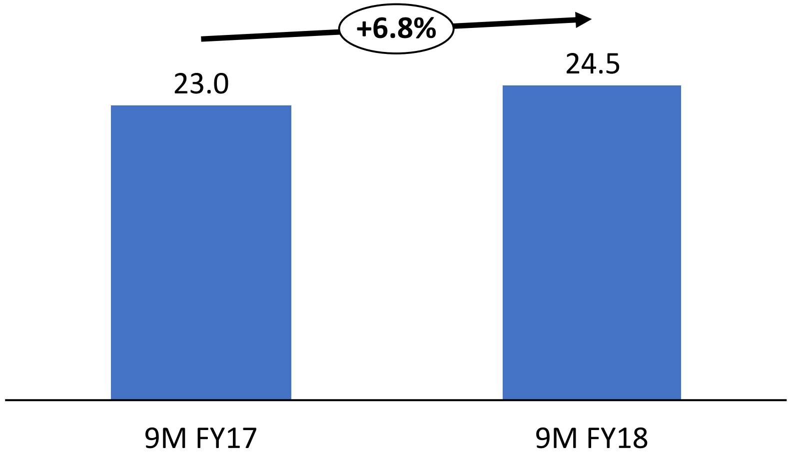


9M FY18 Financial Highlights

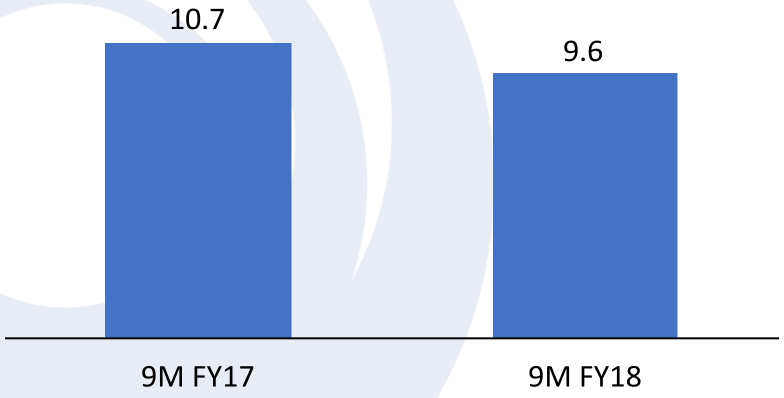
Revenue (Rs. Crs.)



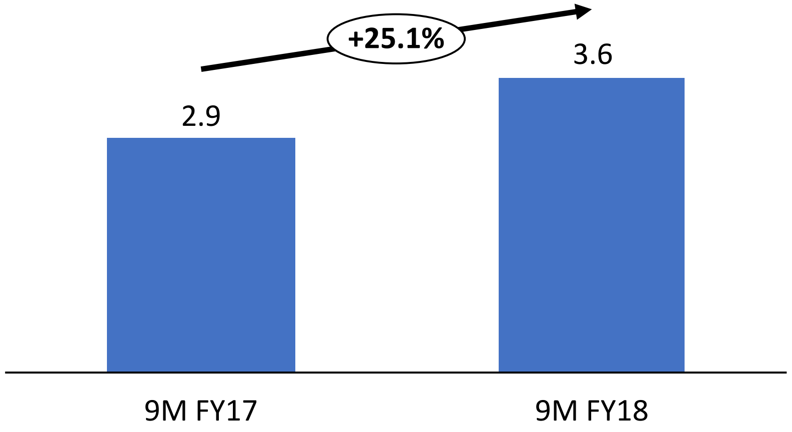
EBITDA (Rs. Crs.)

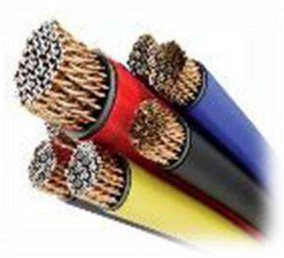


EBITDA Margin %



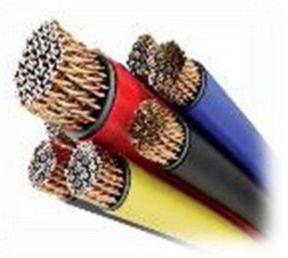
PAT (Rs. Crs.)





Profit & Loss Statement as per Ind AS

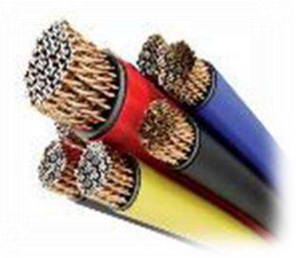
Particulars (Rs. Crs.)	Q3 FY18	Q3 FY17	YoY	9M FY18	9M FY17	YoY
Revenue	**87.8**	**78.0**	**12.5%**	**255.5**	**215.2**	**18.7%**
Direct Expenses	70.1	61.1		203.7	167.0	
Employee Expenses	3.9	3.2		11.7	9.7	
Other Expenses	5.3	5.3		15.6	15.6	
EBITDA	**8.5**	**8.4**	**0.9%**	**24.5**	**23.0**	**6.8%**
EBITDA Margin	***9.7%***	***10.8%***		***9.6%***	***10.7%***	
Other Income	0.5	0.5		1.5	1.4	
Depreciation	1.3	1.5		4.0	4.3	
EBIT	**7.7**	**7.4**	**3.3%**	**22.1**	**20.1**	**9.9%**
EBIT Margin	***8.7%***	***9.5%***		***8.6%***	***9.3%***	
Finance costs	5.5	5.7		16.4	15.8	
PBT	**2.2**	**1.7**	**27.3%**	**5.6**	**4.3**	**32.0%**
Tax	0.9	0.6		2.1	1.4	
PAT	**1.3**	**1.1**	**15.0%**	**3.6**	**2.9**	**25.1%**
PAT Margin	***1.4%***	***1.4%***		***1.4%***	***1.3%***	



Balance Sheet as per Ind AS

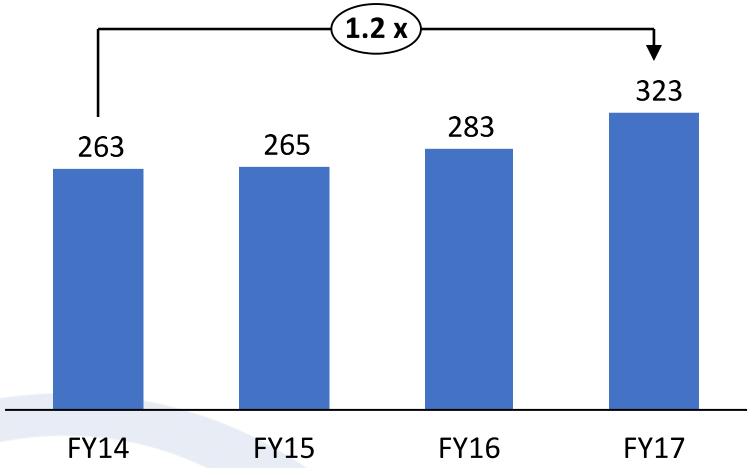
Particulars (Rs. Crs.)	Sept 17
ASSETS	
Non-current assets	**90**
Property, plant and equipment	88
Long Term Loans	2
Current assets	**181**
Inventories	42
Investments	0
Trade receivables	101
Cash and cash equivalents	24
Loans	11
Other current assets	3
TOTAL ASSETS	**271**

Particulars (Rs. Crs.)	Sept 17
EQUITY & LIABILITIES	
Equity	**125**
Equity Share capital	15
Other equity	110
Non-current liabilities	**17**
Borrowings	7
Provisions	1
Deferred tax liabilities (net)	8
Other non-current liabilities	2
Current liabilities	**129**
Borrowings	58
Trade payables	56
Other current liabilities	12
Provisions	3
TOTAL EQUITY & LIABILITIES	**271**

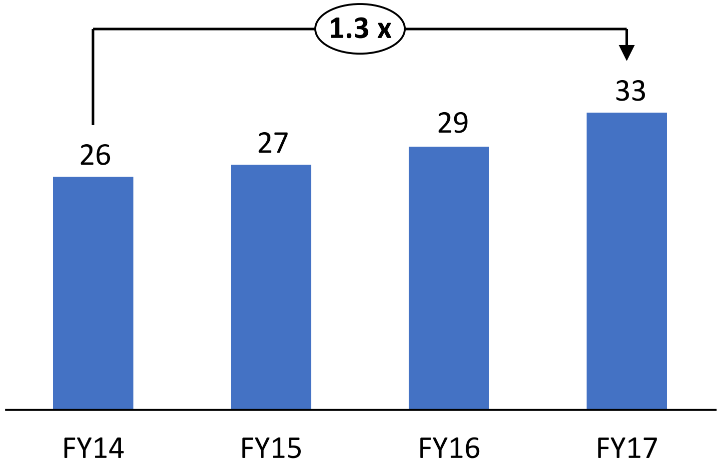


Consistent Performance over the years

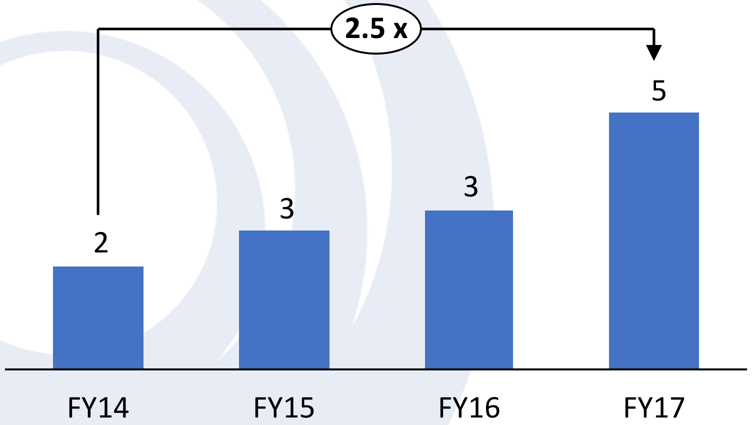
Revenue (Rs. Crs)



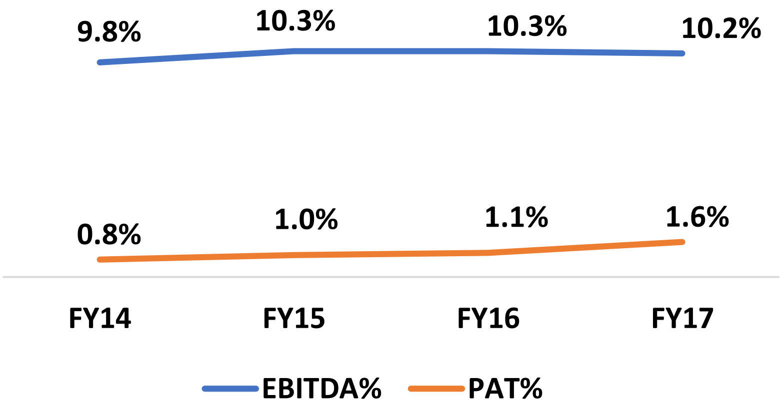
EBITDA (Rs. Crs)

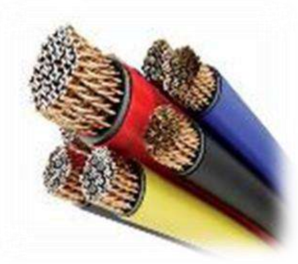


PAT (Rs. Crs)



Improving Margins %





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