

Date: 22.03.2021

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 Stock Code: CORDSCABLE	Listing Department (Compliance Cell), Bombay Stock Exchange Ltd. Floor 25, PJ Towers, Dalal Street, Mumbai- 400 001 Stock 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 attached the investor presentation for the third quarter ended on December 31, 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

Gaming
Company Secretary
AUTHORISED SIGNATORY



Investor Presentation

March 2021

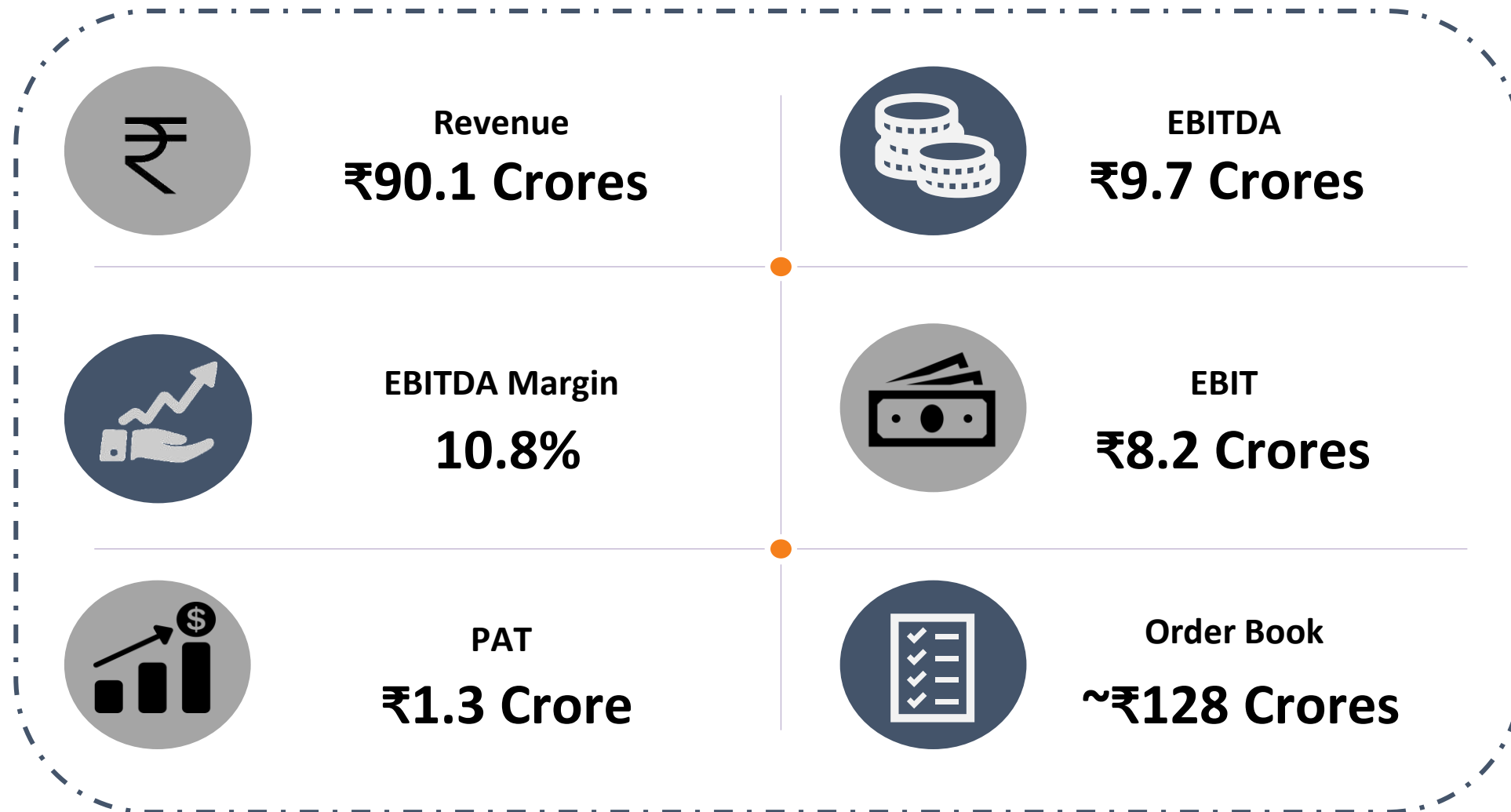
Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Cords Cable Industries Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded

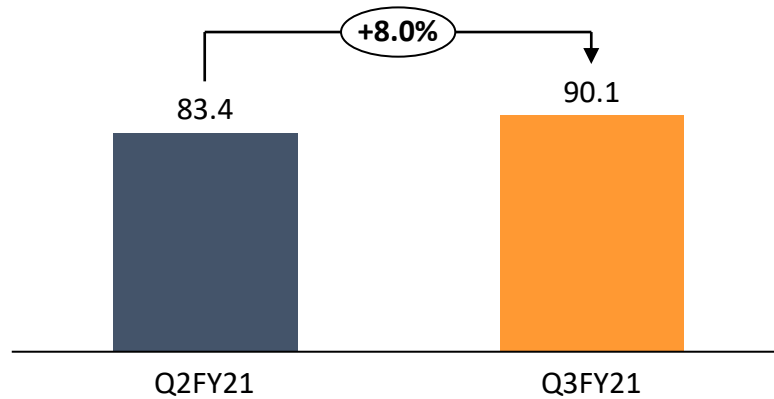
Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

Q3FY21 Performance Snapshot

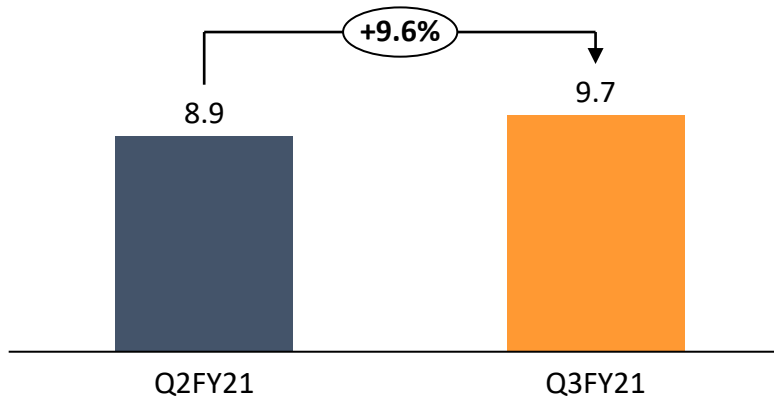


Q3FY21 Financial Performance – Recovery continues..

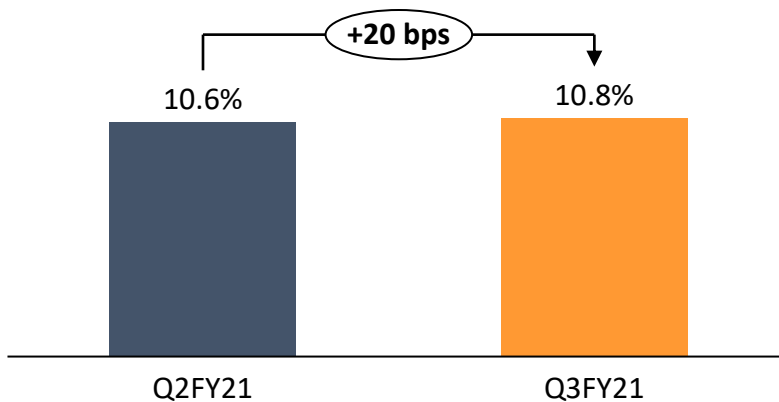
Revenue (Rs. Crs.)



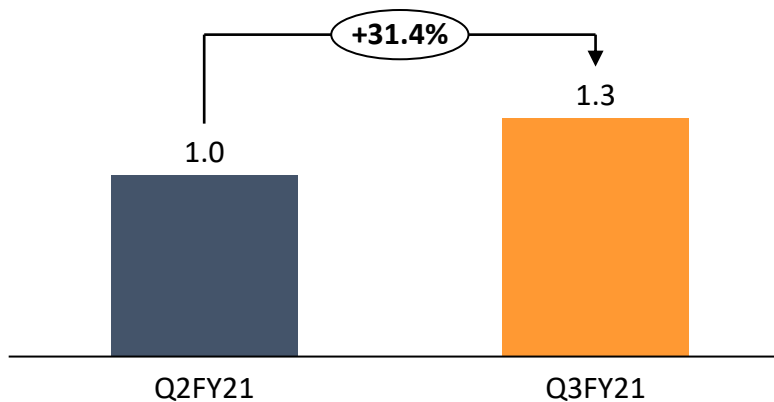
EBITDA (Rs. Crs.)



EBITDA Margin %



PAT (Rs. Crs.)



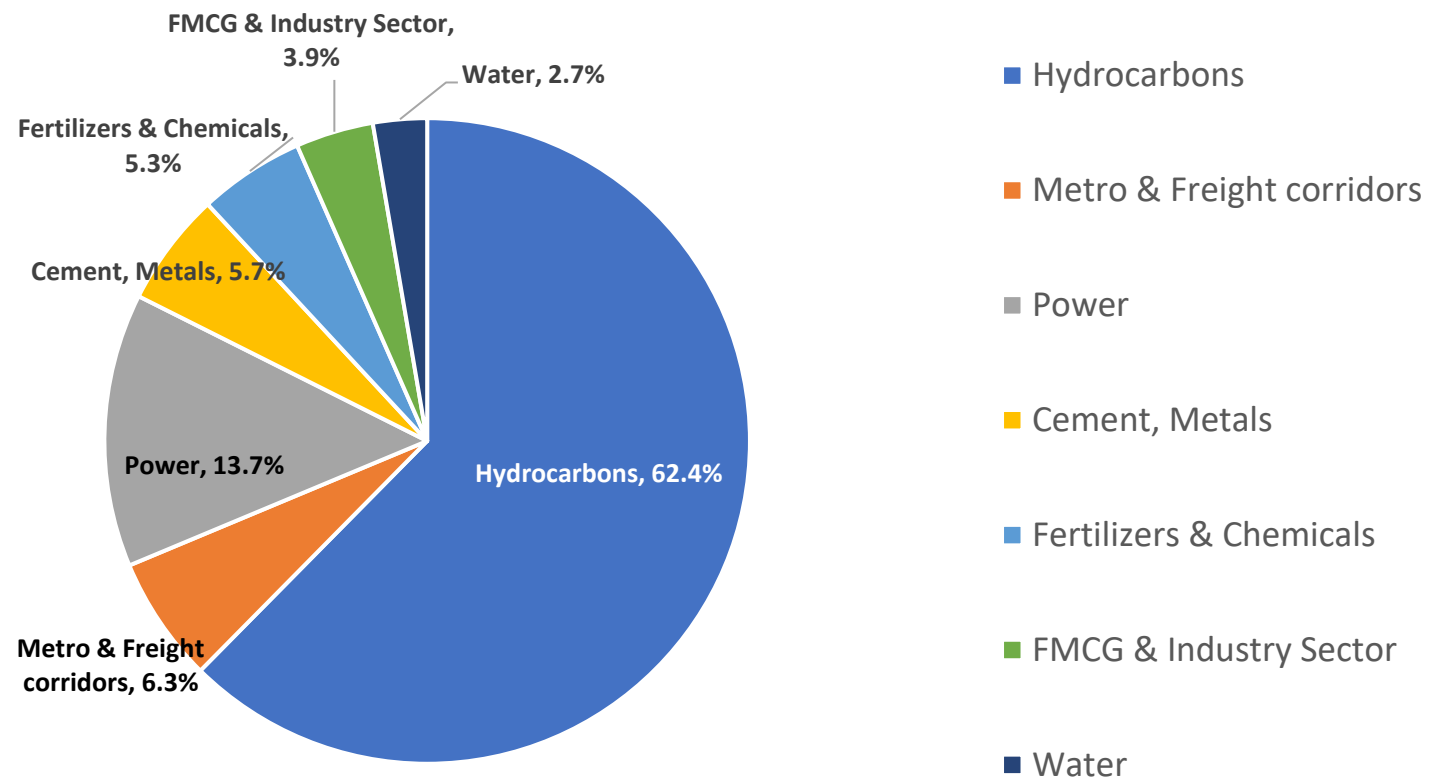
- Company continues to recover in Q3FY21 as Covid-19 lockdowns restrictions were eased and capex activities gained traction across the industries
- We expect the business to continue to recover strongly as economic activity normalises coupled with strong capex announcements made by the Government in Budget 2020-21

Order Book Details

Order Book Break- Up

Total Order book of ~**Rs. 128 Crores** as on 15th February 2021

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



Q3FY21 Profit & Loss Statement

Particulars (Rs. Crs.)	Q3 FY21	Q3 FY20	YoY	Q2 FY21	QoQ
Revenue	90.1	113.1	-20%	83.4	8%
Cost of Goods Sold	68.1	87.2		63.2	
Employee Expenses	5.4	6.5		5.9	
Other Expenses	6.9	7.9		5.4	
EBITDA	9.7	11.6	-16%	8.9	10%
<i>EBITDA Margin</i>	<i>10.8%</i>	<i>10.2%</i>		<i>10.6%</i>	
Other Income	0.3	0.3		0.3	
Depreciation	1.8	1.6		1.9	
EBIT	8.2	10.3	-21%	7.2	13%
<i>EBIT Margin</i>	<i>9.1%</i>	<i>9.1%</i>		<i>8.7%</i>	
Finance costs	6.3	6.9		5.8	
PBT	1.8	3.4	-46%	1.5	23%
Tax	0.5	1.3		0.5	
PAT	1.3	2.1	-37%	1.0	31%
<i>PAT Margin</i>	<i>1.5%</i>	<i>1.9%</i>		<i>1.2%</i>	

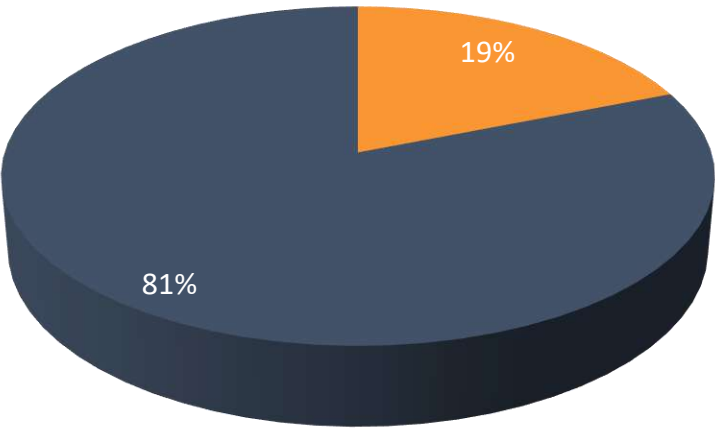
Balance Sheet

Assets (Rs. Crs.)	Sep-20	Mar-20
Non-Current assets	95.3	97.7
Property, plant and equipment	69.0	71.6
Right of use Assets	24.6	24.4
Security Deposit	1.7	1.7
Current assets	189.8	217.5
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
TOTAL ASSETS	285.1	315.3

Equity & Liabilities (Rs. Crs.)	Sep-20	Mar-20
Equity	142.4	141.3
Equity Share capital	12.9	12.9
Other equity	129.4	128.4
Non-Current liabilities	19.2	19.1
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
Current liabilities	123.6	154.9
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
TOTAL EQUITY & LIABILITIES	285.1	315.3

Debt Profile

Debt Structure as on 30th Sep-20

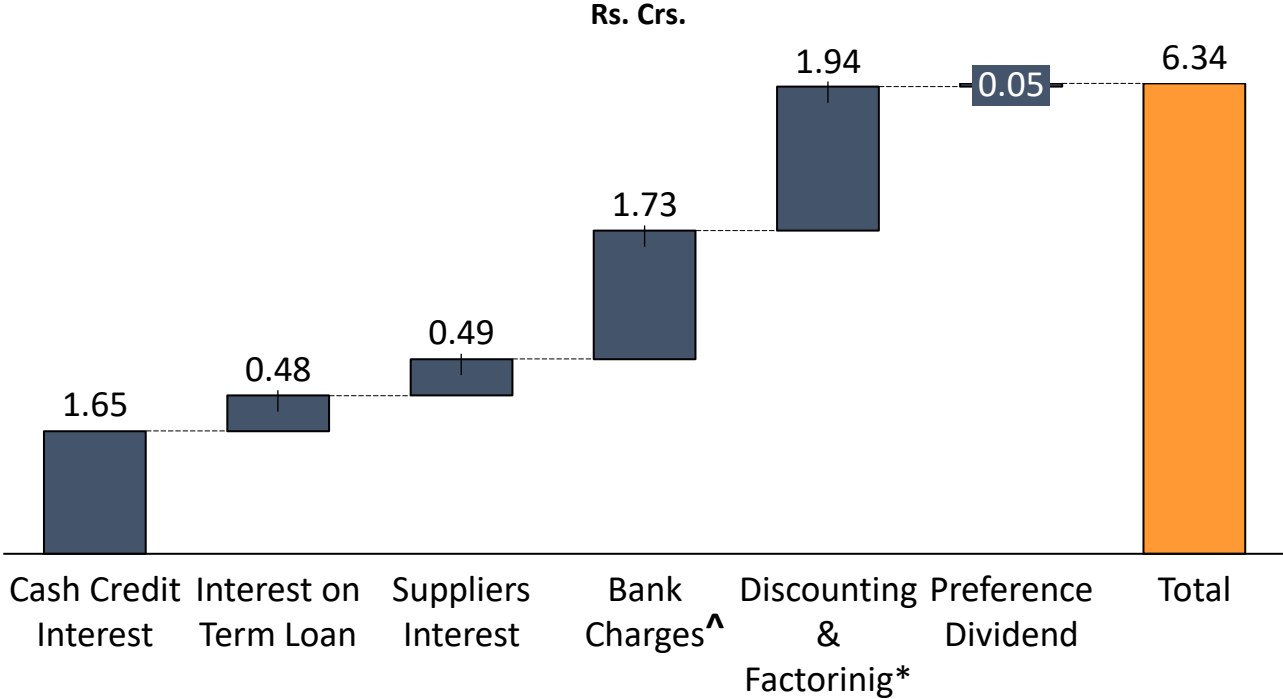


■ Term Loans ■ Working Capital Loans

Net Debt to Equity = 0.38x

Note: Net Debt includes Short Term Borrowings

Q3FY21 Finance Cost Break up



[^] Bank Charges are inclusive of:

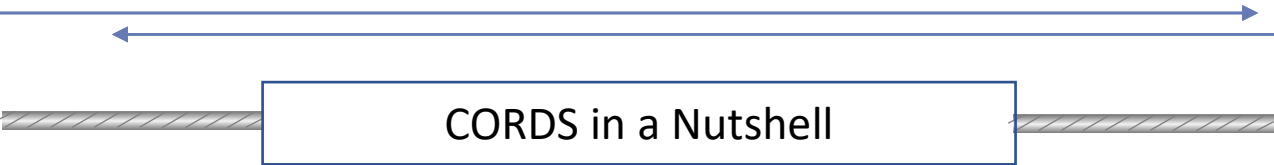
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

*** 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



95% of our orders are based on customer specifications

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

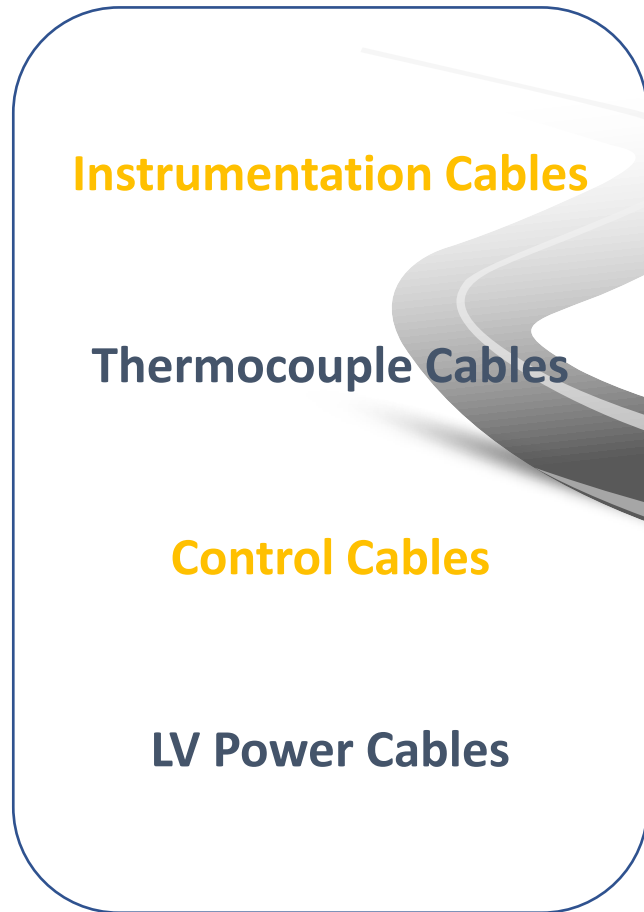
We have approvals from large public sector as well as private customers

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

... 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

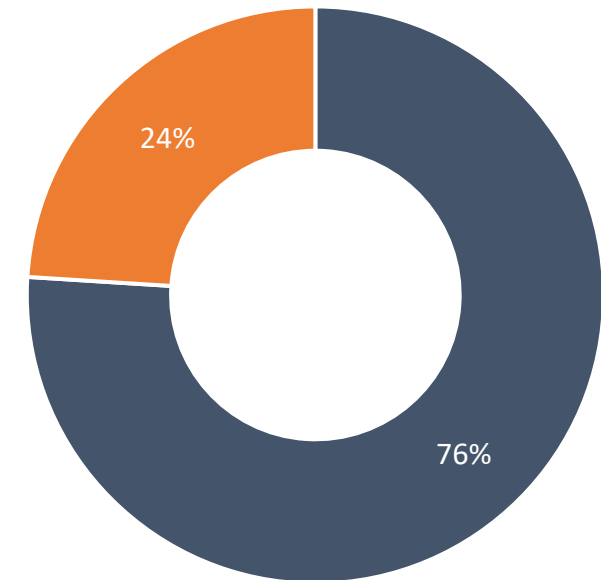
- ✓ Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
- ✓ Specially designed to transmit signals without any external interference

LV Power Cables

Application

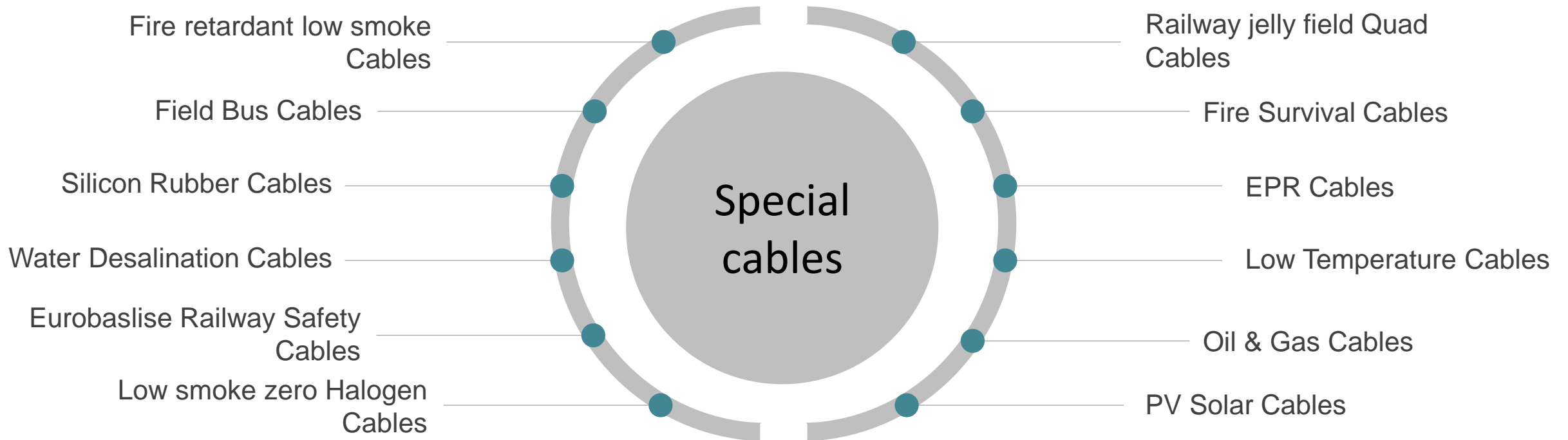
- ✓ Used in connection of power supply to residential, commercial & industrial units

Sales Composition



■ Instrumentation & Control Cables ■ Power Cables

... bringing Constant Innovation

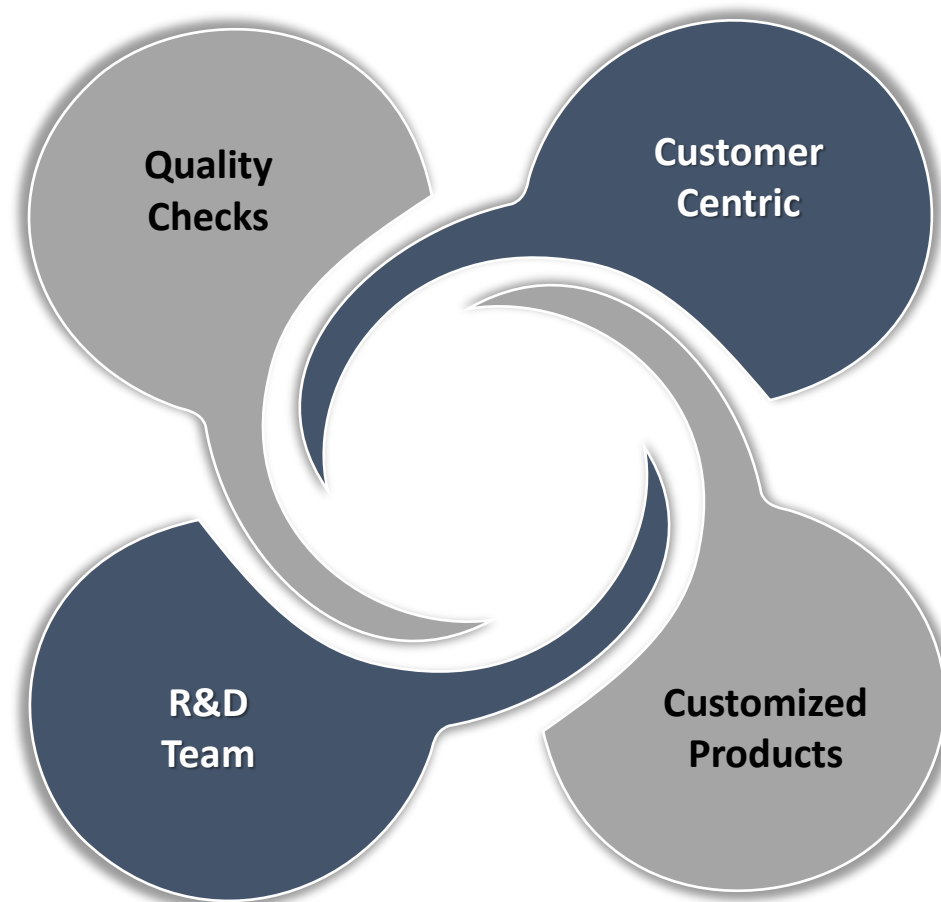


... with Focus on Quality



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

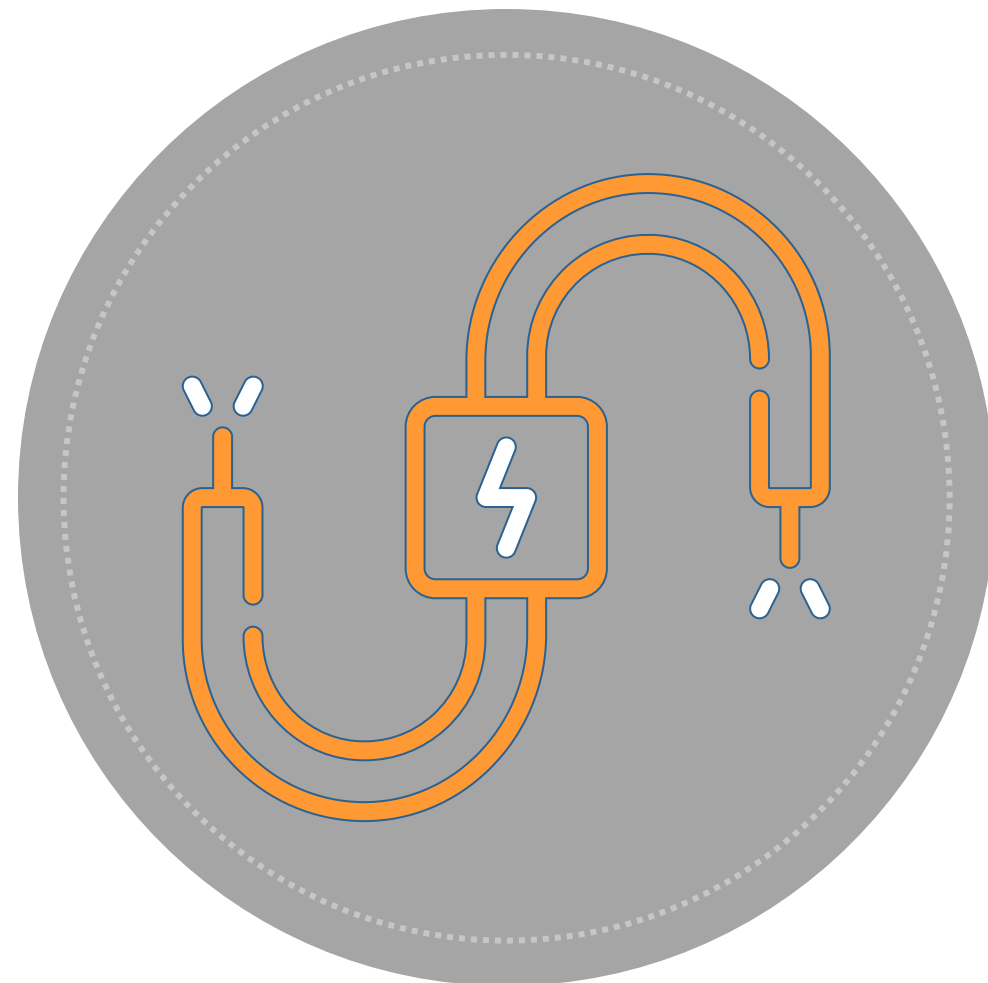


Gaurav Sawhney
VP (Banking & Finance)

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



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.



YEMEN PETROLEUM COMPANY

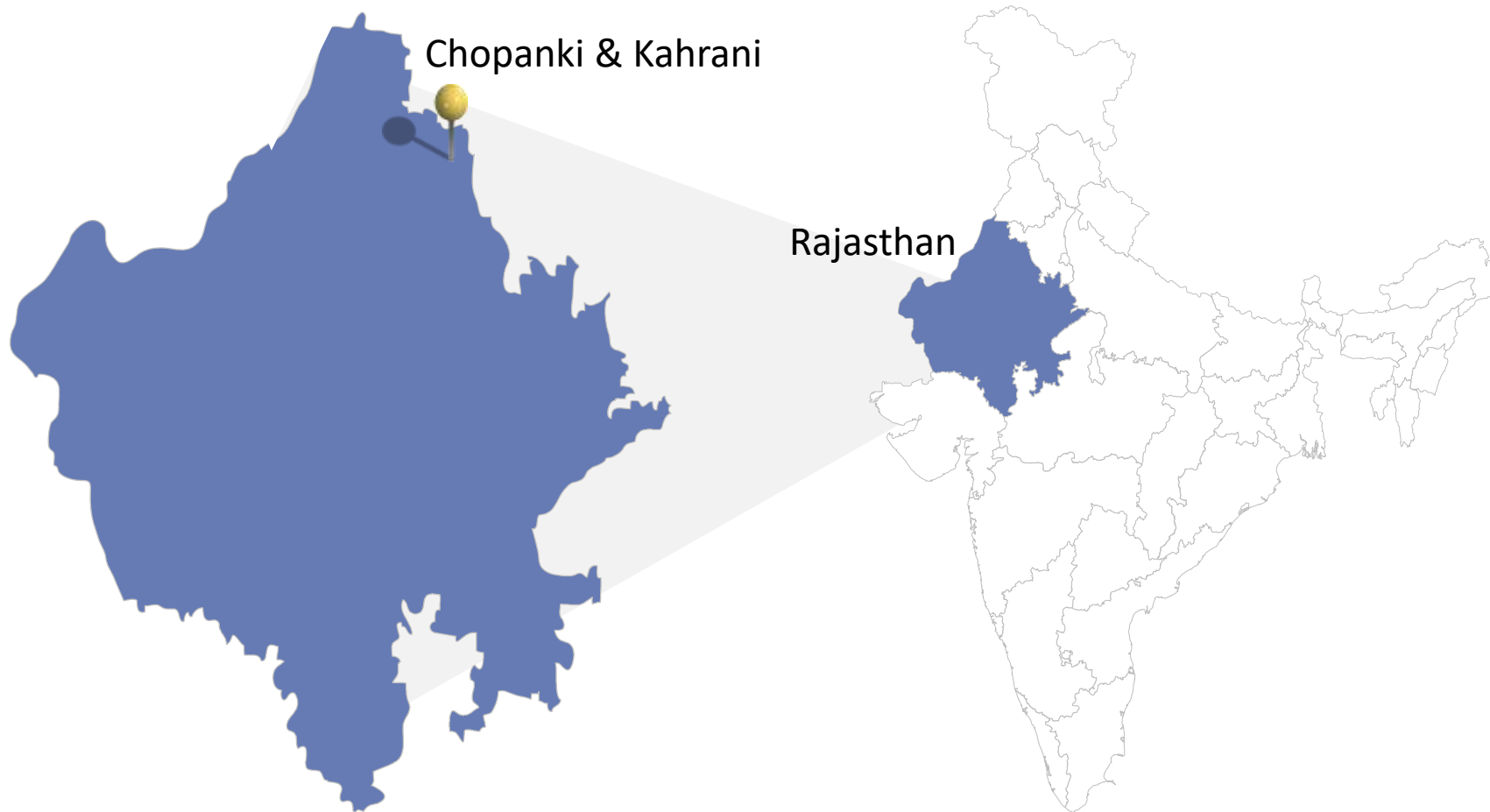


ARABIAN BEMCO CONTRACTING CO. LTD.
INDUSTRIAL & POWER PROJECTS - DEVELOPERS & CONTRACTORS



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



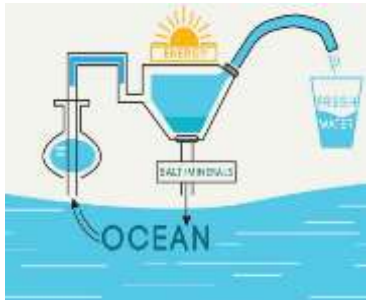
Nuclear & Thermal Power



Airport Development



Water Desalination



Fertilisers



Sewage Treatment



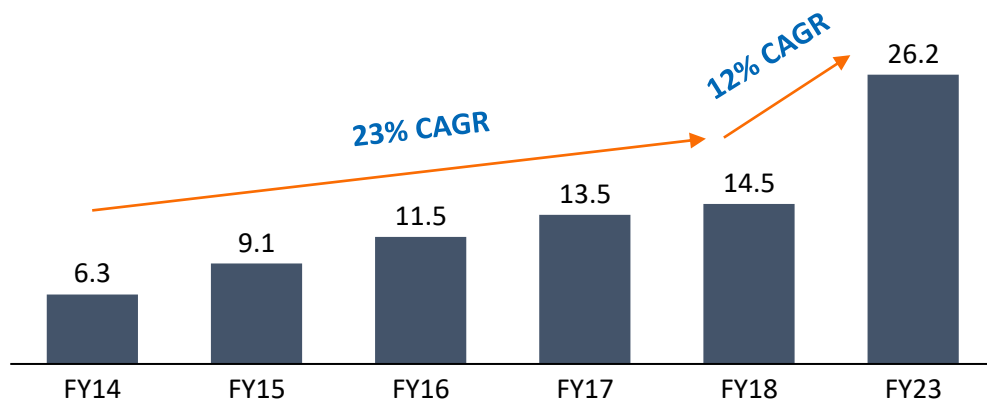
Building Automation



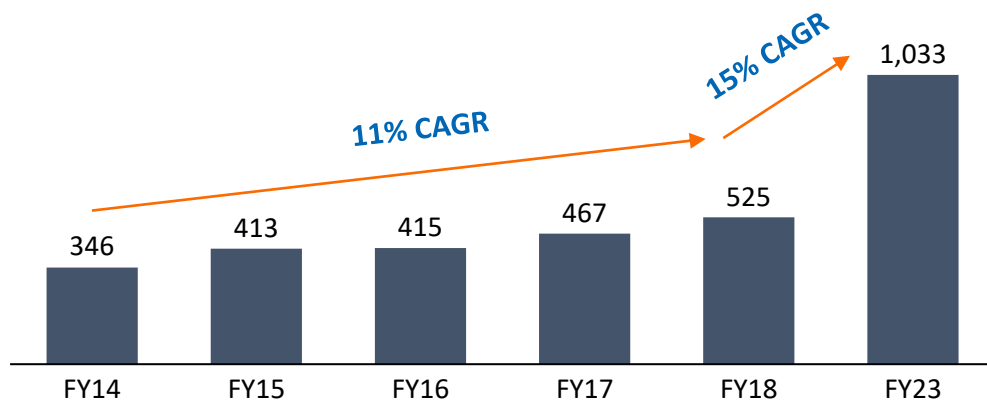
Backbone to Key Industries driving India's Future...

... 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

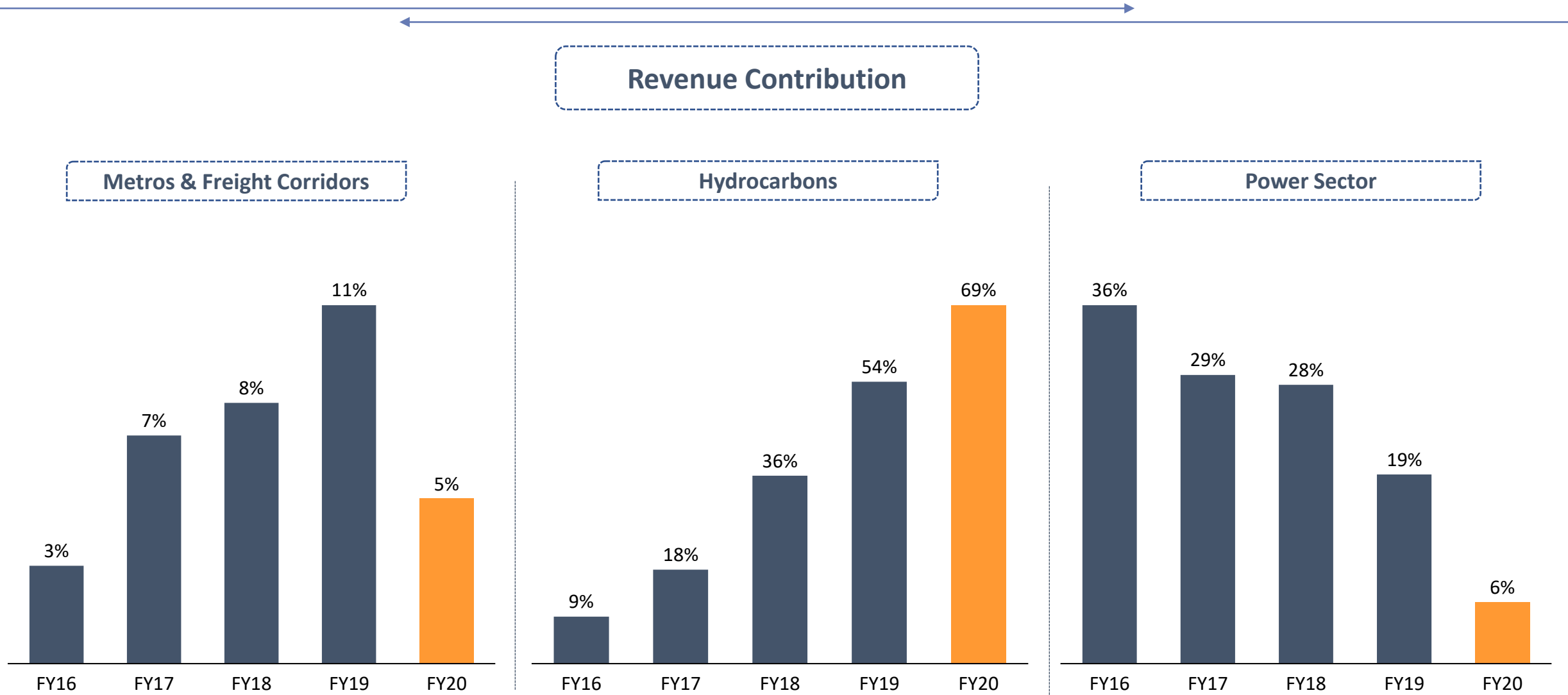
- ✓ Emphasis on Quality
- ✓ Valued long term Client Relationships
- ✓ Diverse Portfolio of Products
- ✓ Constant Innovation
- ✓ State of the Art Manufacturing Facility
- ✓ Certifications
- ✓ Awards & Recognitions

Low Investment for growth

- ✓ Current Capacity – 65,000 Kms p.a.
- ✓ Capacity Utilization of ~60% during Q3FY21

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

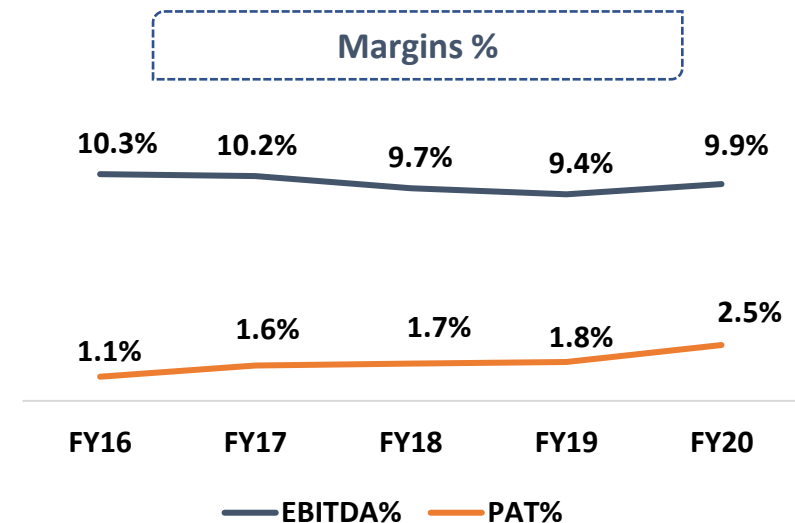
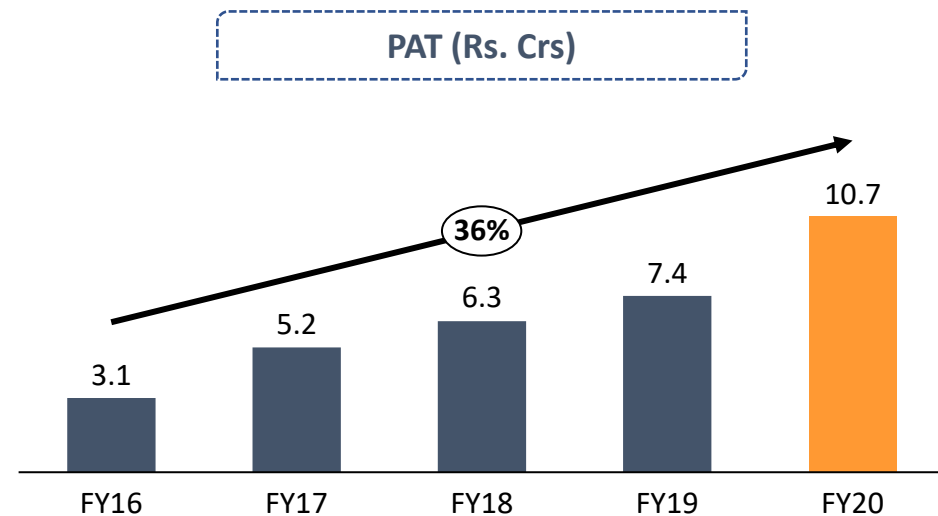
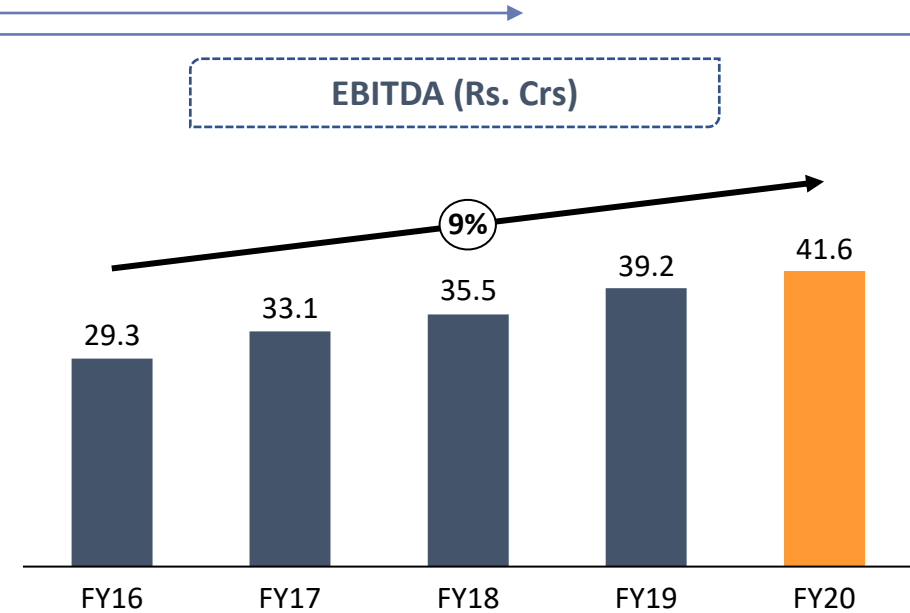
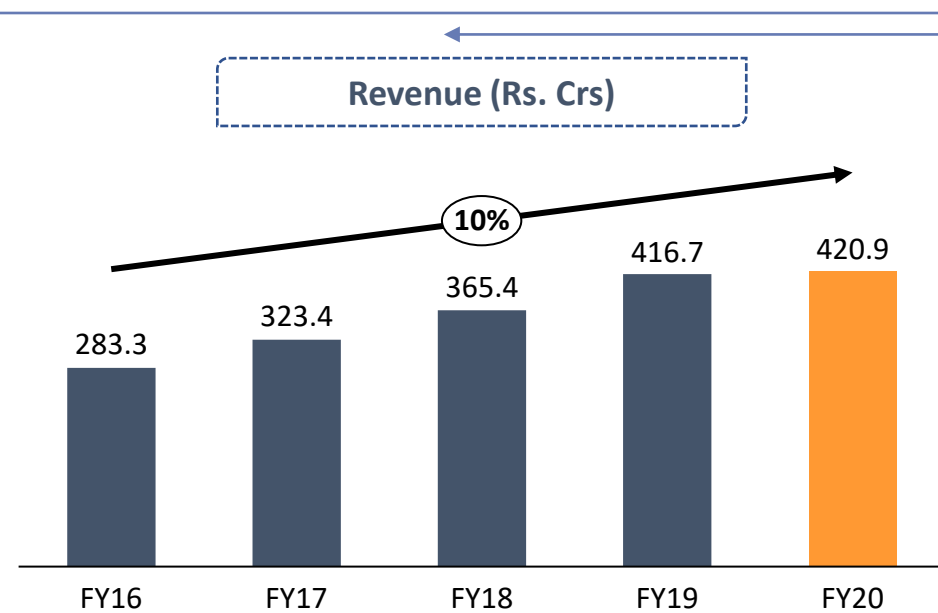
[ADNOC]

- 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 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
cscs@cordscable.com

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

www.cordscable.com

SGA Strategic Growth Advisors

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