

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

  
Company Secretary  
**AUTHORISED SIGNATORY**



**Investor Presentation**  
**March 2021**

## Safe Harbor

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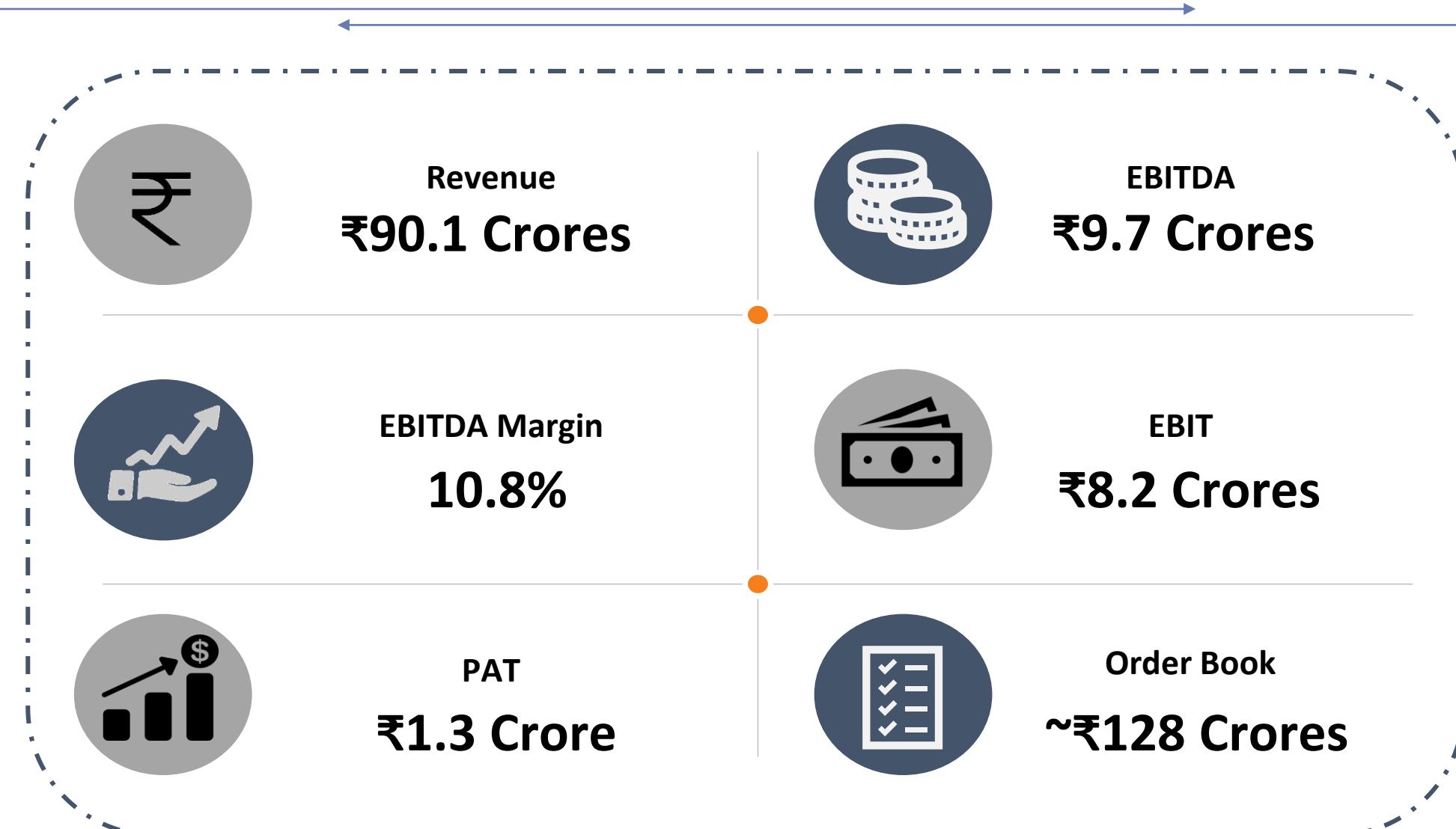


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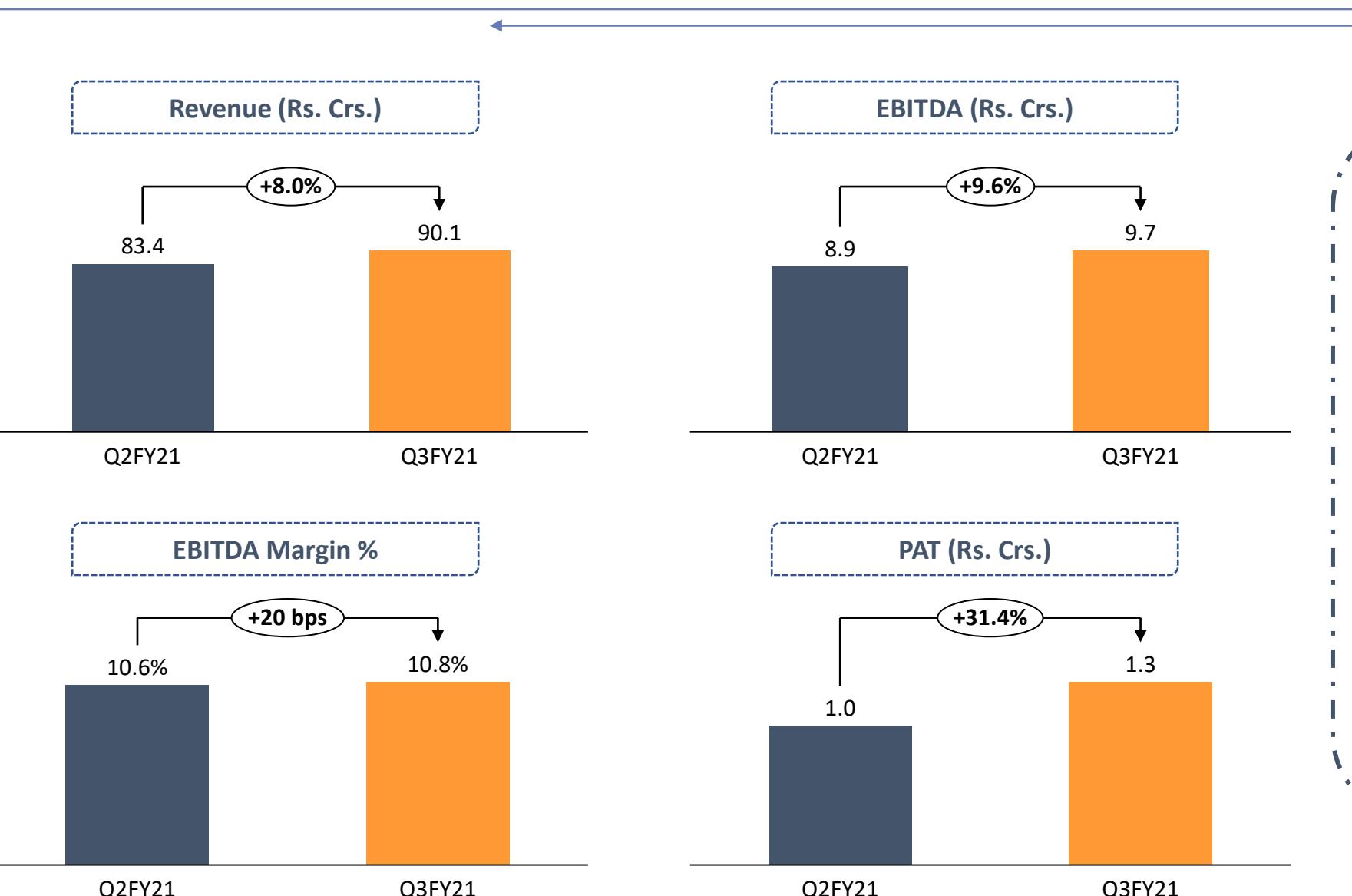
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## Q3FY21 Performance Snapshot



## Q3FY21 Financial Performance – Recovery continues..



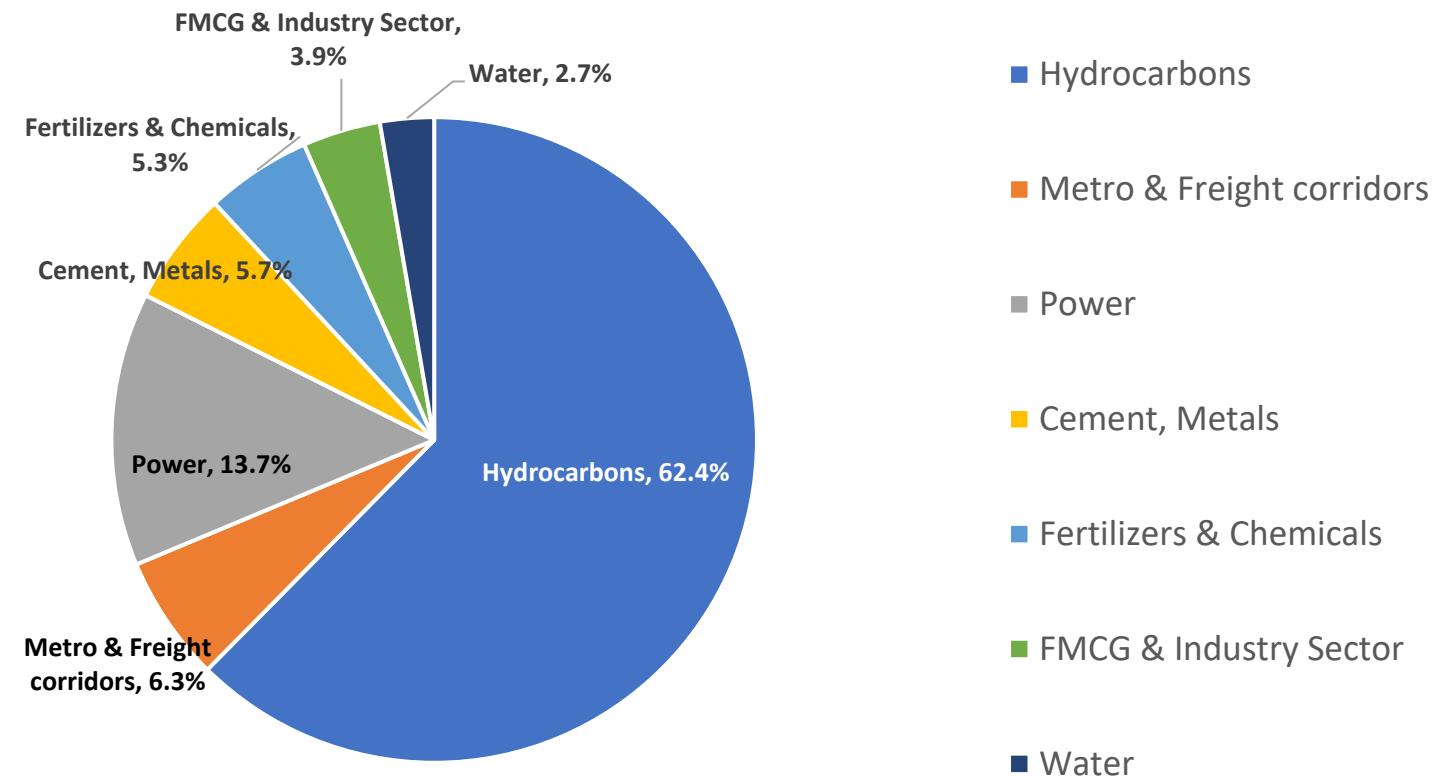
- Company continues to recover in Q3FY21 as Covid-19 lockdowns restrictions were eased and capex activities gained traction across the industries
- We expect the business to continue to recover strongly as economic activity normalises coupled with strong capex announcements made by the Government in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

# Order Book Details

## Order Book Break- Up

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

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



# Q3FY21 Profit & Loss Statement

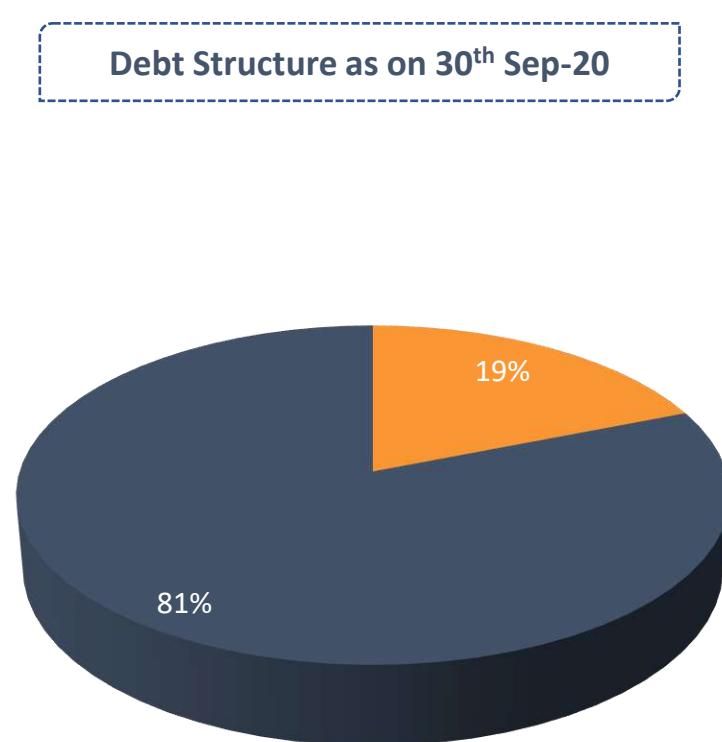
Particulars (Rs. Crs.)	Q3 FY21	Q3 FY20	YoY	Q2 FY21	QoQ
<b>Revenue</b>	<b>90.1</b>	<b>113.1</b>	<b>-20%</b>	<b>83.4</b>	<b>8%</b>
Cost of Goods Sold	68.1	87.2		63.2	
Employee Expenses	5.4	6.5		5.9	
Other Expenses	6.9	7.9		5.4	
<b>EBITDA</b>	<b>9.7</b>	<b>11.6</b>	<b>-16%</b>	<b>8.9</b>	<b>10%</b>
<b>EBITDA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

# 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>

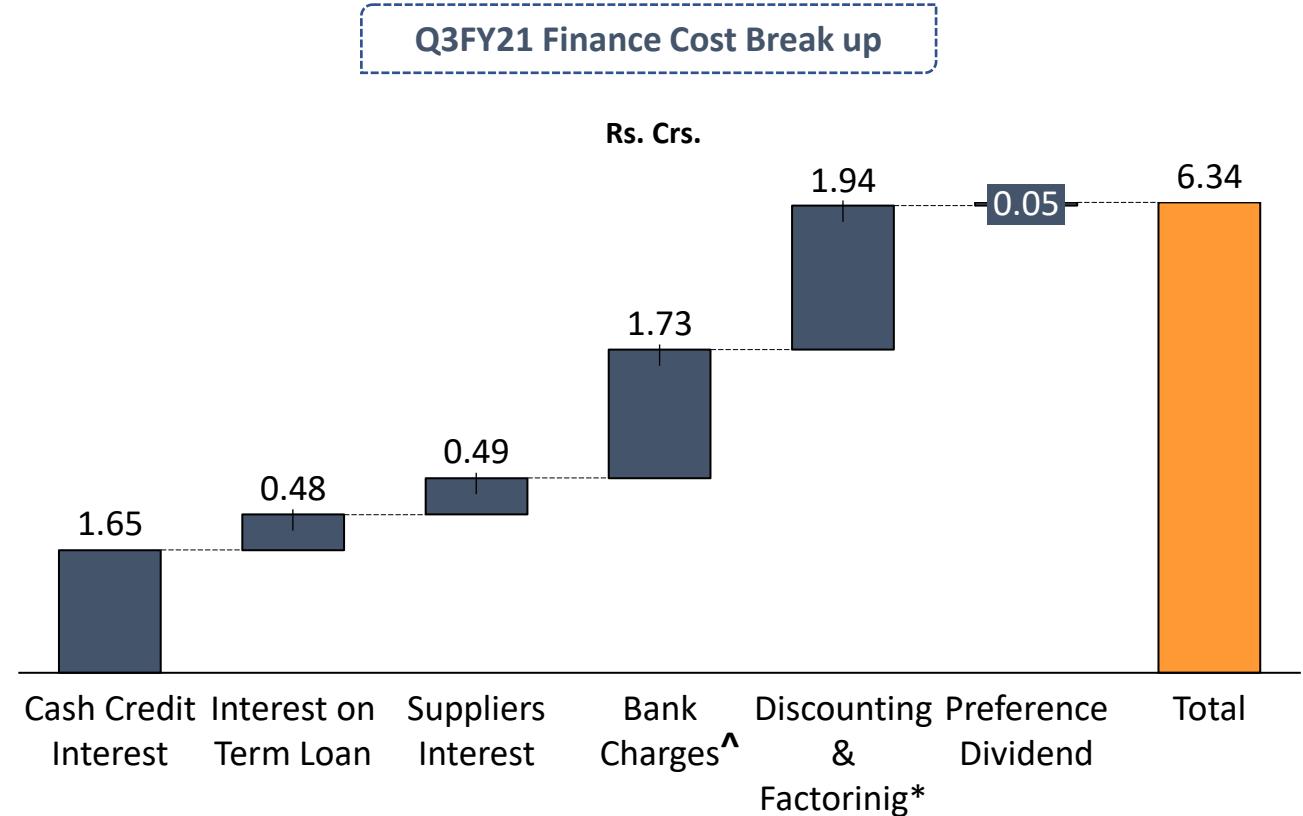
# Debt Profile



■ Term Loans ■ Working Capital Loans

**Net Debt to Equity = 0.38x**

Note: Net Debt includes Short Term Borrowings



**^ Bank Charges** are inclusive of:

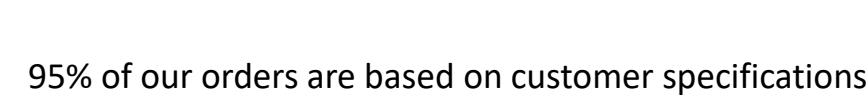
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

**\* 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



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.

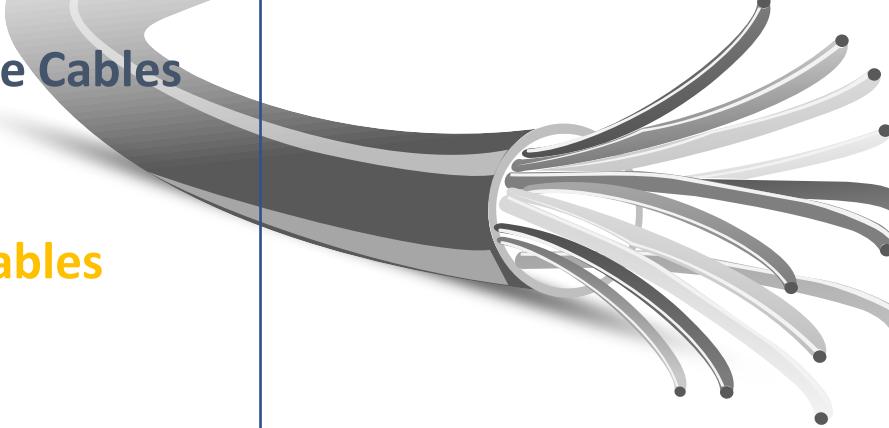
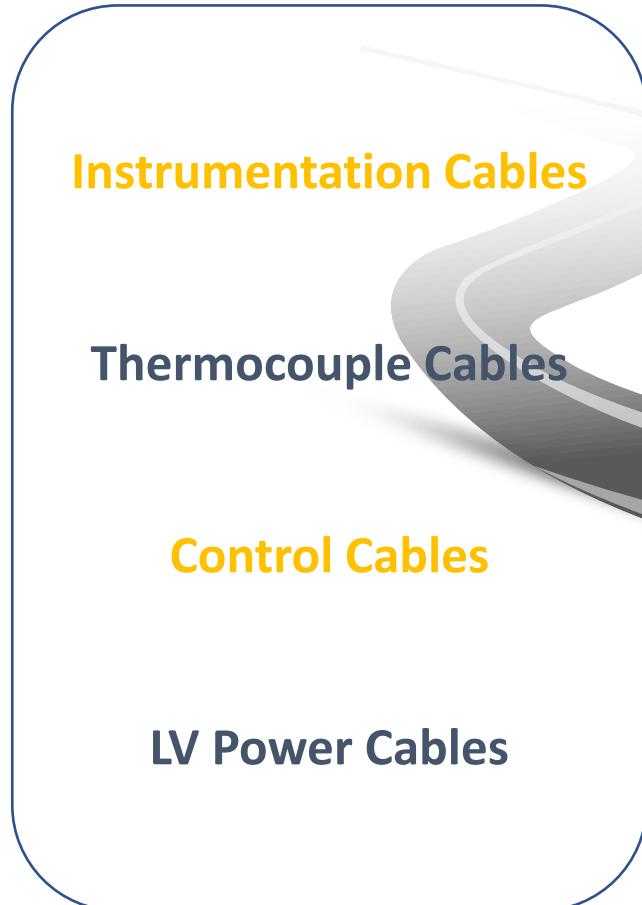


Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure



... offering Wide Range of Products to Multiple Industries



The diagram features a central bundle of cables with various labels pointing to specific types of cables. The labels are:

- 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

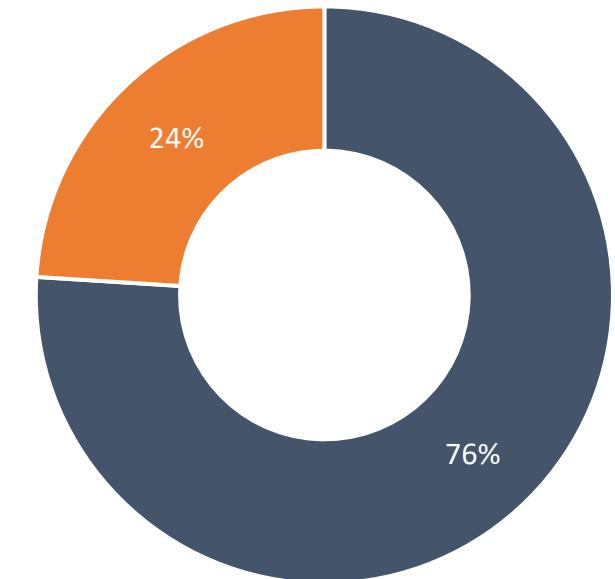
- ✓ Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
- ✓ Specially designed to transmit signals without any external interference

### LV Power Cables

#### Application

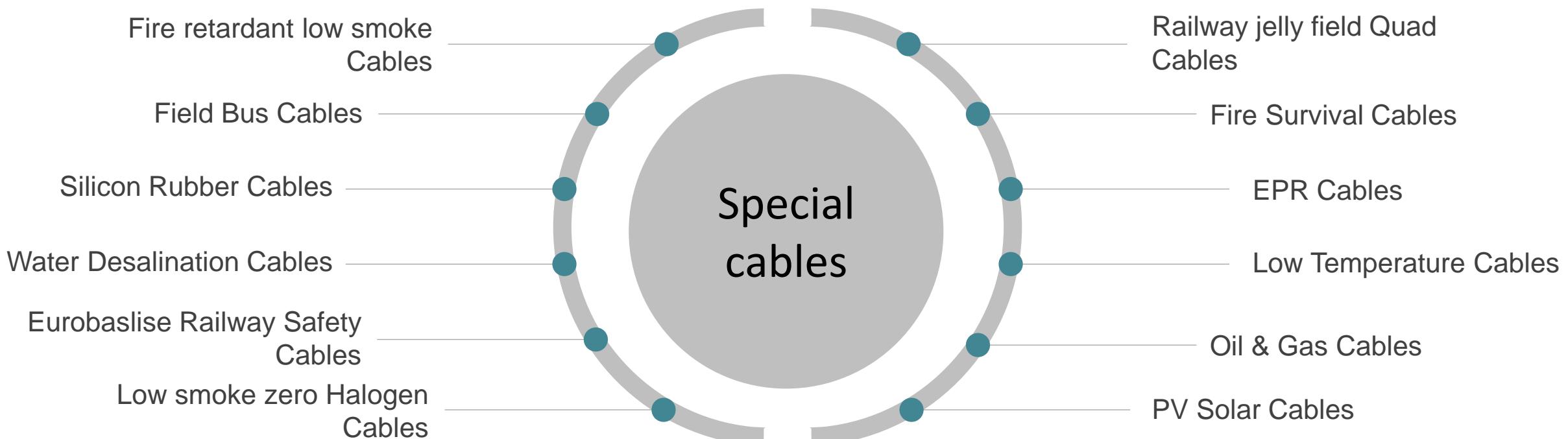
- ✓ Used in connection of power supply to residential, commercial & industrial units

### 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



### 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



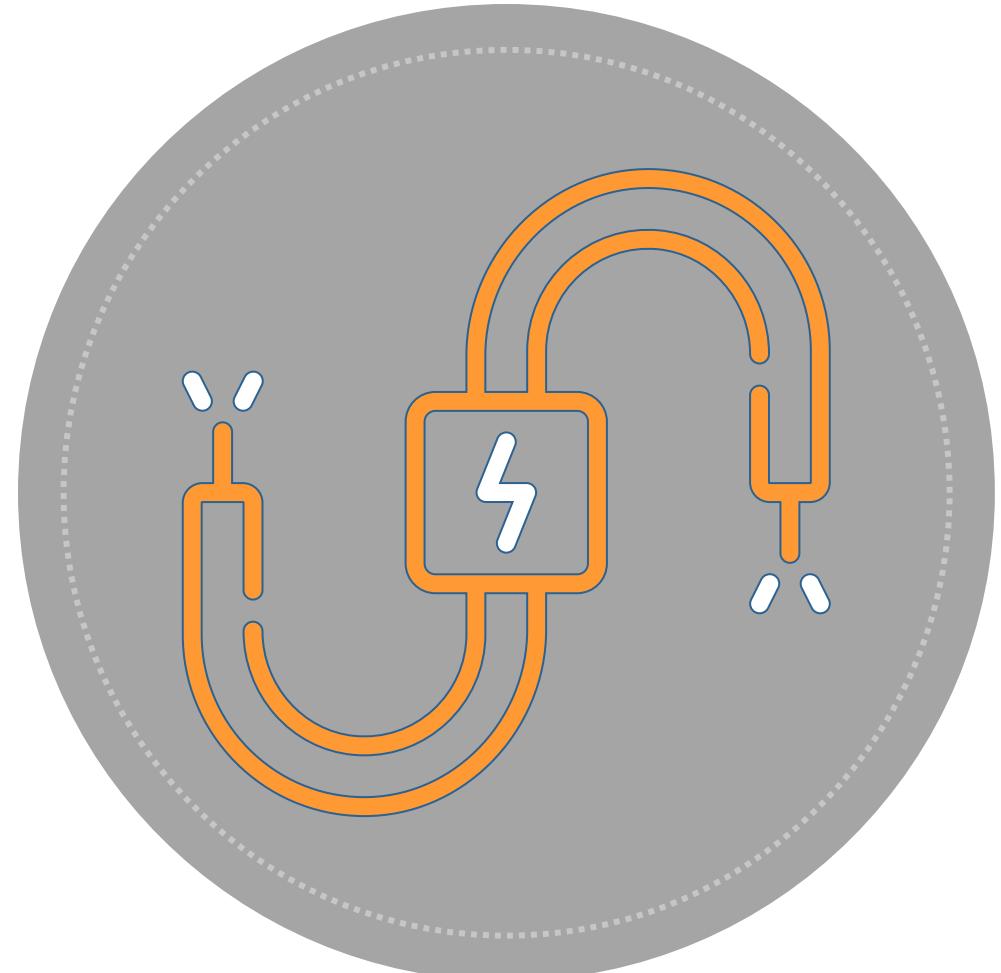
**Gaurav Sawhney**  
**VP (Banking & Finance)**

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

Domestic

Over 20 years of Relationship



ओएनजीसी



IndianOil



**BOMBARDIER**  
TRANSPORTATION

**SIEMENS**

**Honeywell**

**asianpaints**



हिन्दुस्तान पेट्रोलियम

HP



**SUN**  
PHARMA



**TATA STEEL**

**EIL**

A Navratna Company

**ACC**   **ABB**

**KRBL Limited**

**JUBILANT**  
LIFESCIENCES

**Ansaldo STS**  
A Hitachi Group Company

International



**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 LLC



**SIDEM VEOLIA**



**ITCC**  
International Training & Consultancy Center



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

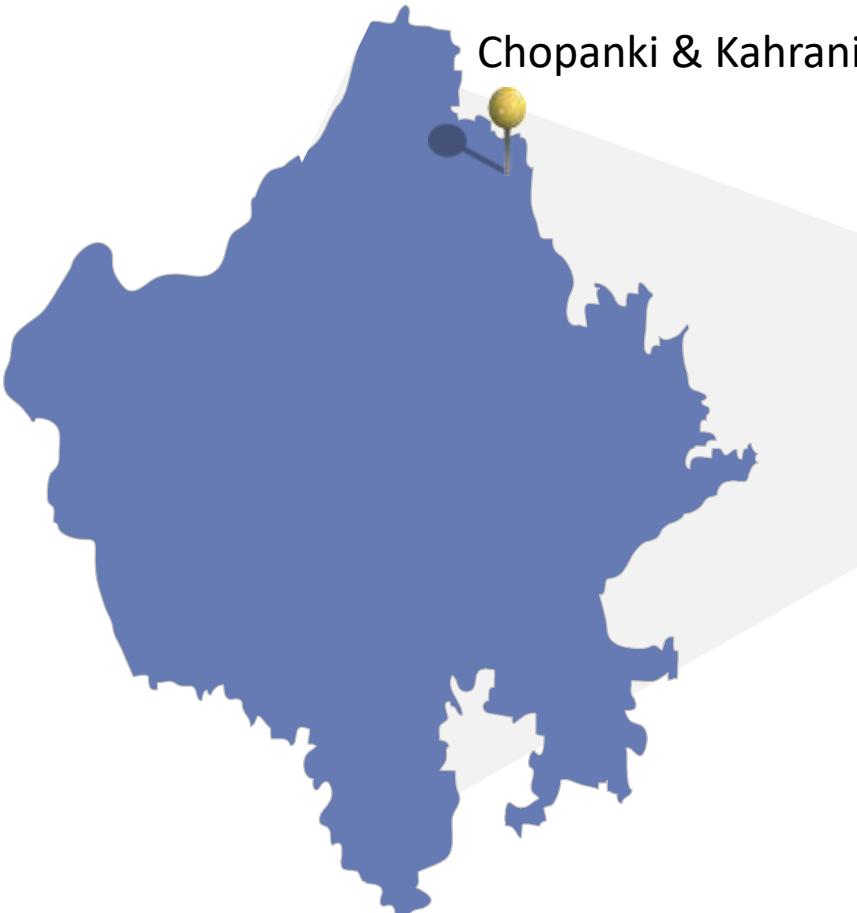


YEMEN PETROLEUM COMPANY



Qatar Solar Technologies  
قطار تكنولوجيز لطاقة الشمس  
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 **UVV Rheinland**

### Type Tested by



### Major Approvals

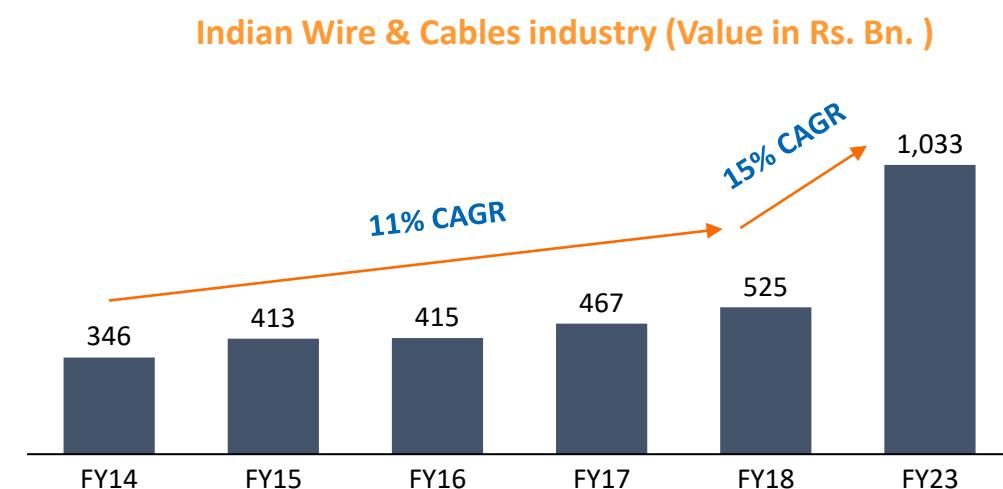
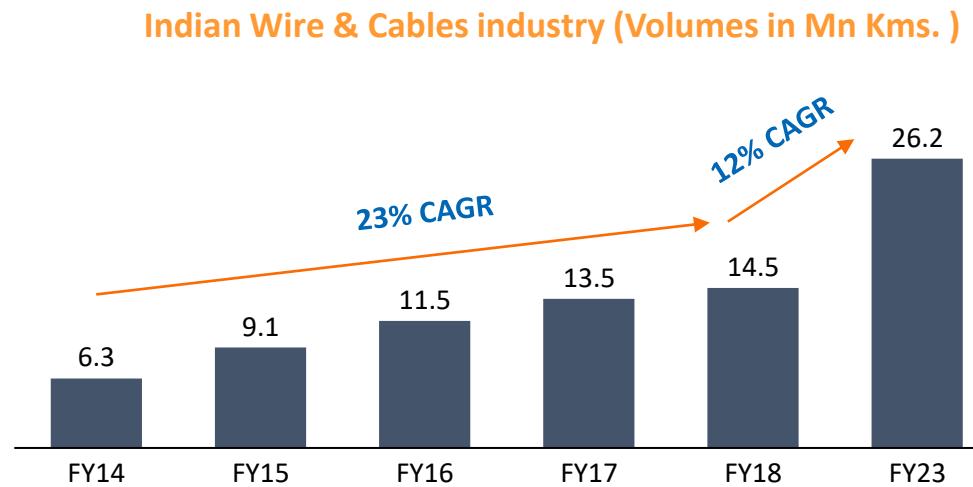


# Key beneficiary of Modernisation and Upgradation of India



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

## ... Dominance to grow beyond the Industry



### 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

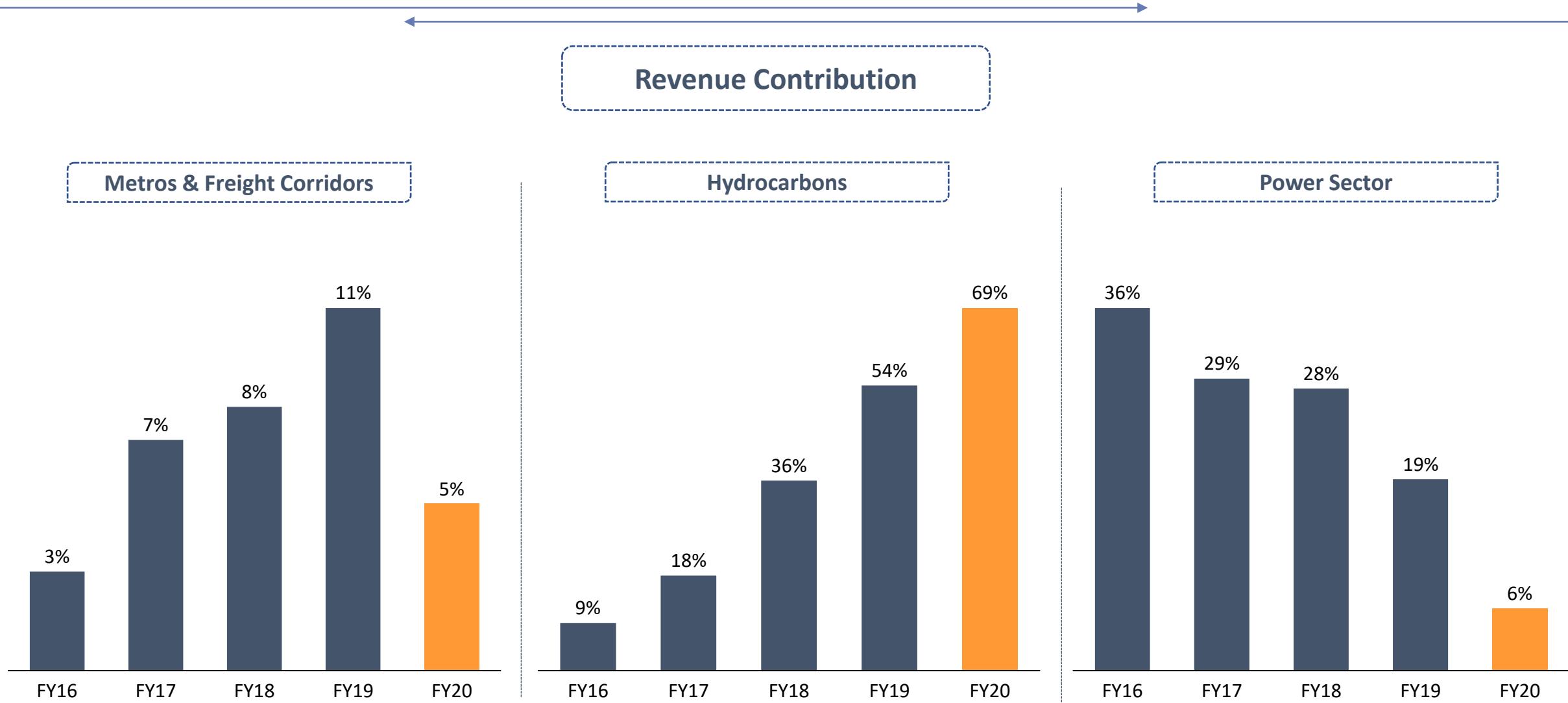
- ✓ Emphasis on Quality
- ✓ Valued long term Client Relationships
- ✓ Diverse Portfolio of Products
- ✓ Constant Innovation
- ✓ State of the Art Manufacturing Facility
- ✓ Certifications
- ✓ Awards & Recognitions

### 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

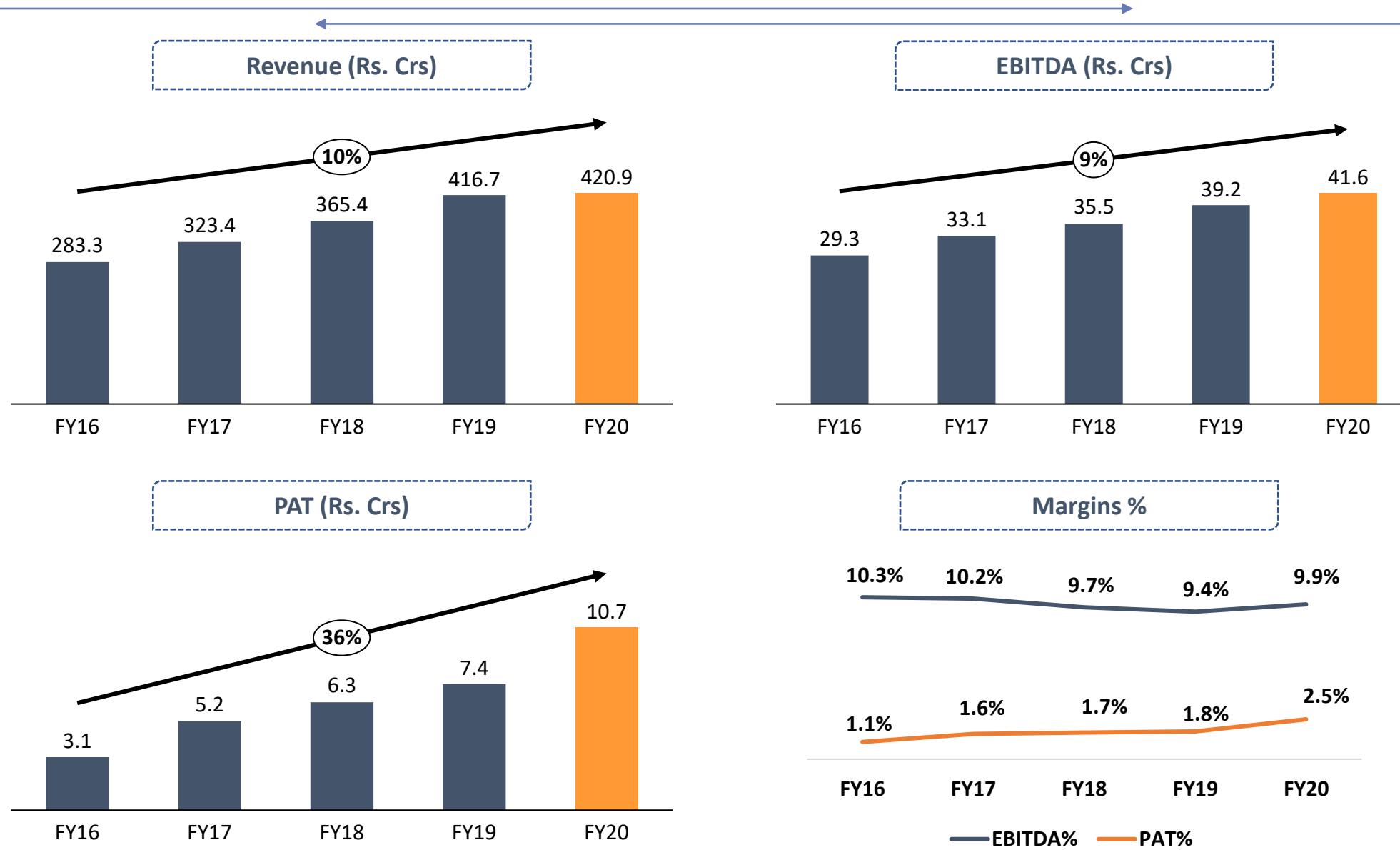
#### [ADNOC]

- 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 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**  
CIN: U74140MH2010PTC204285

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