



Investor Presentation
Q4FY21

Safe Harbor

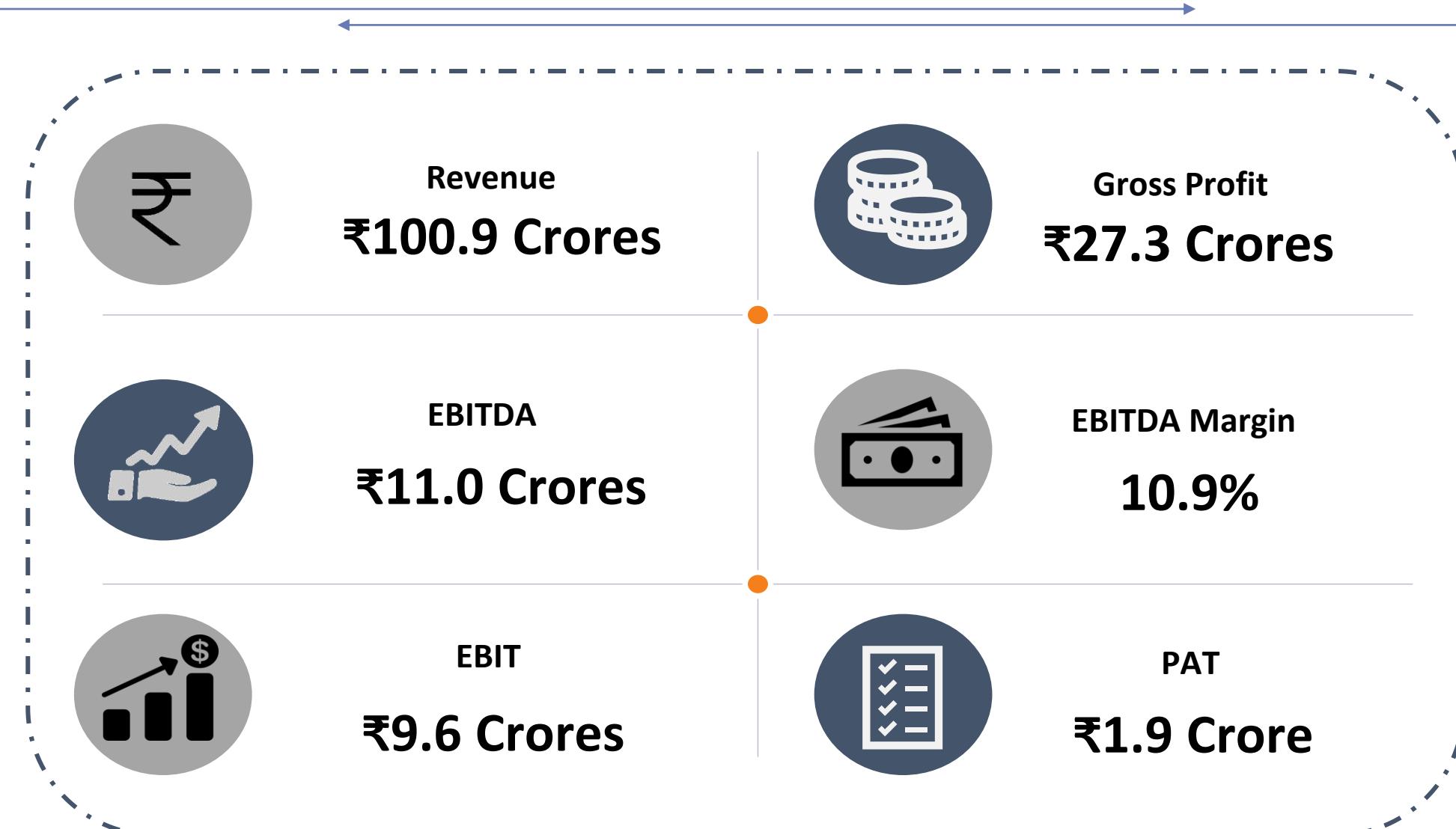


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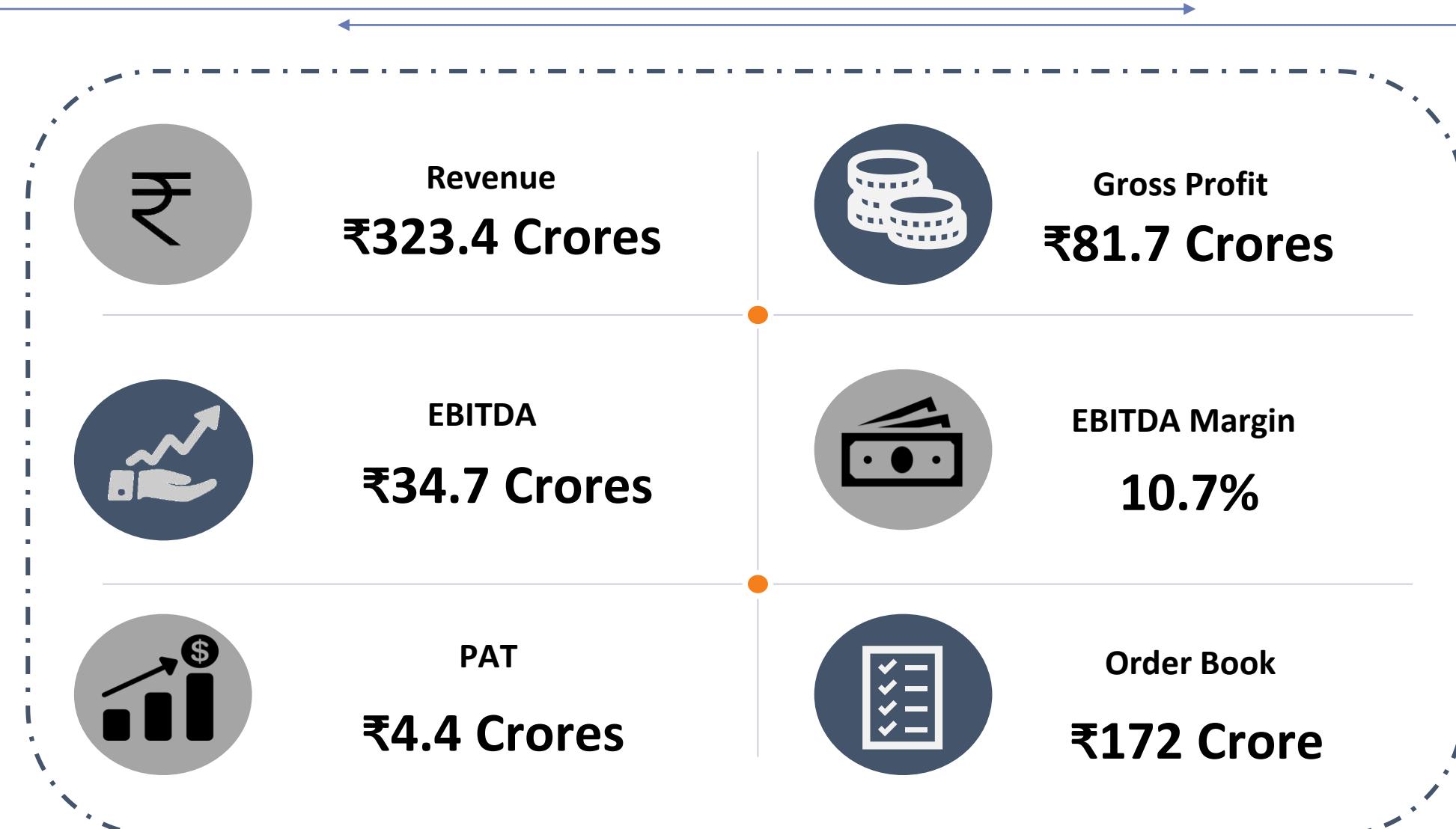
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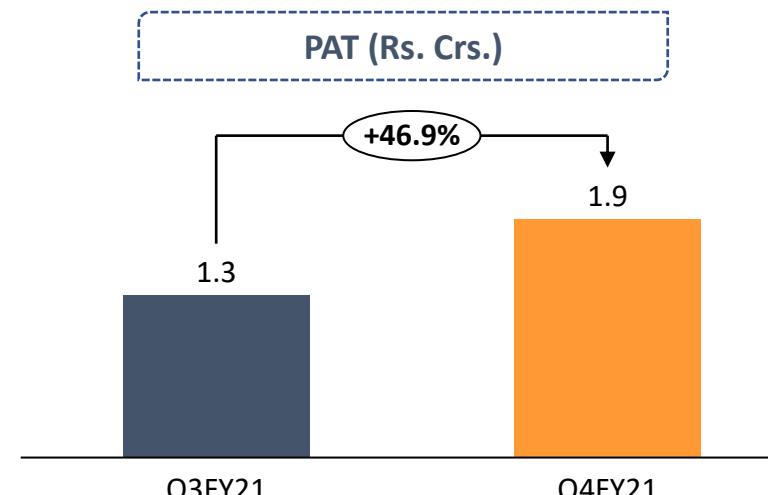
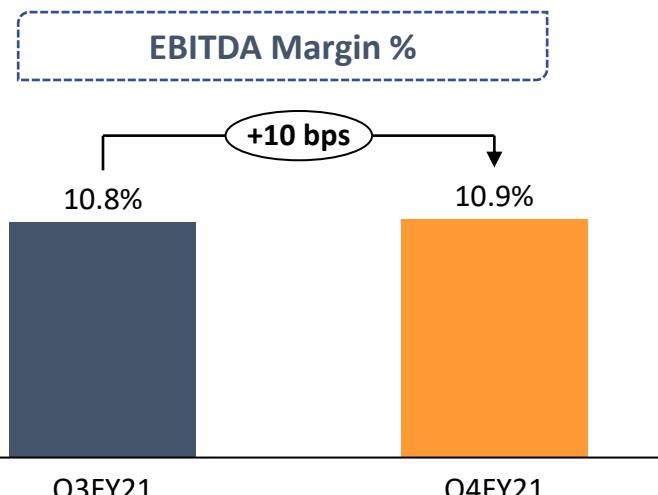
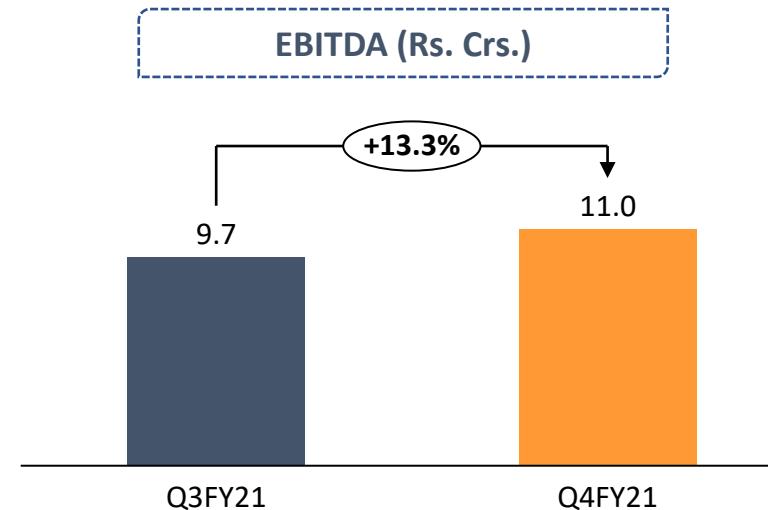
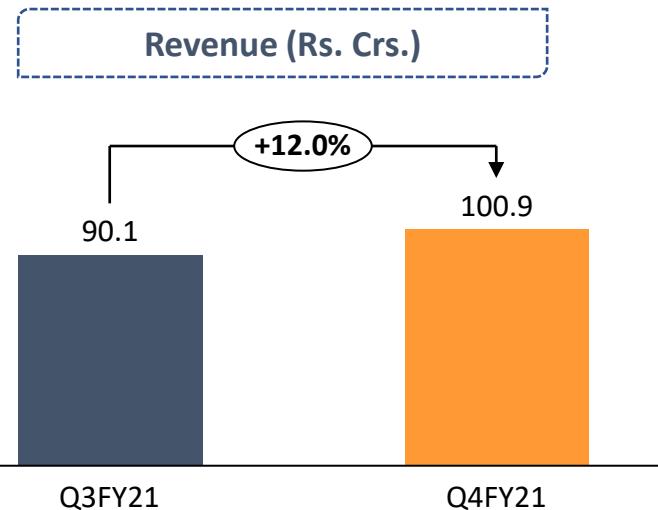
Q4FY21 Performance Snapshot



FY21 Performance Snapshot

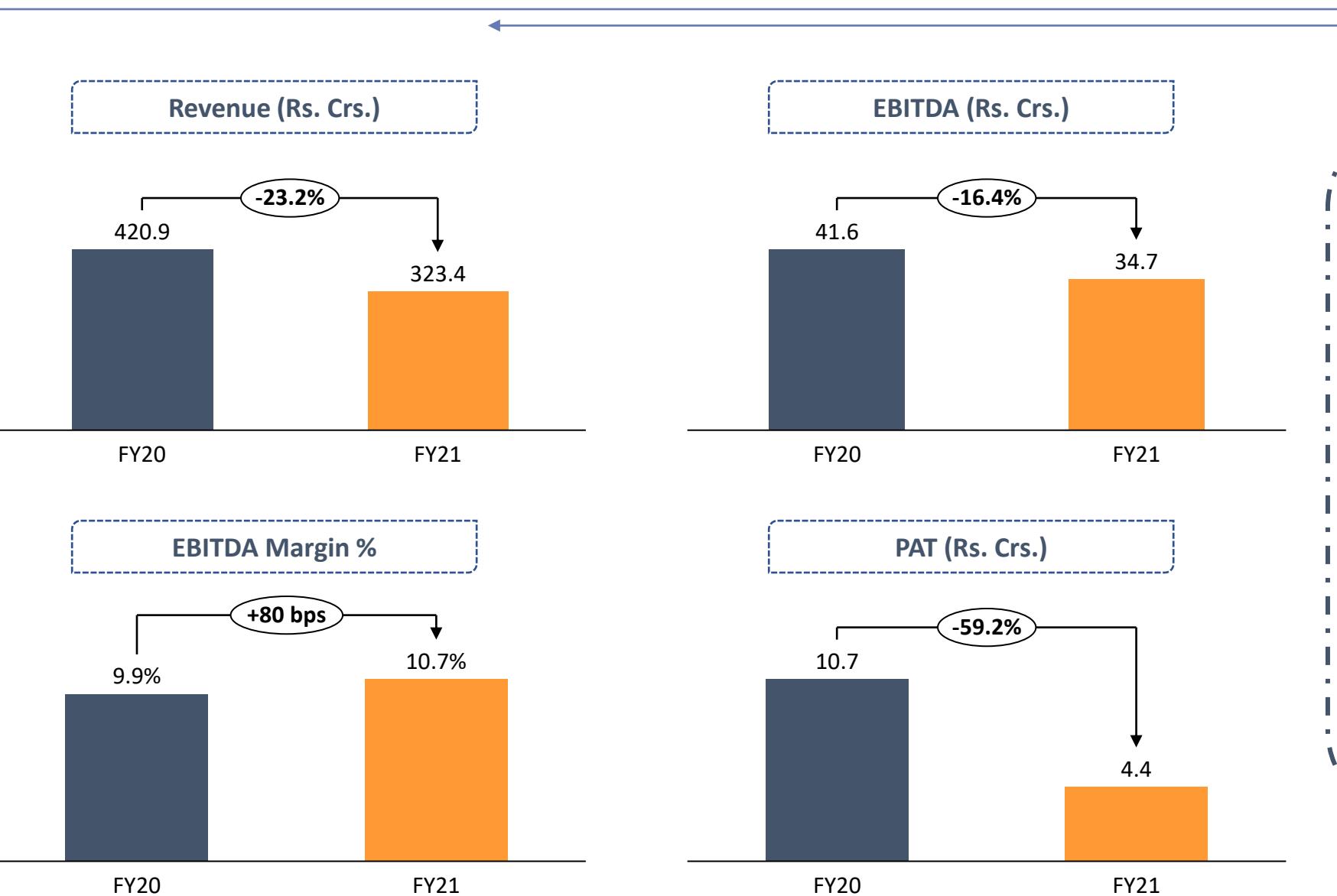


Q4FY21 Financial Performance – Recovery continues..



- Company continues to recover strongly in Q4FY21 as Covid-19 lockdowns restrictions were eased and capex activities gained traction across the industries
- We expect the business to grow as economic activity normalises post second wave of covid-19 coupled with strong capex announcements made by the Government in Budget 2021-22

FY21 Financial Performance



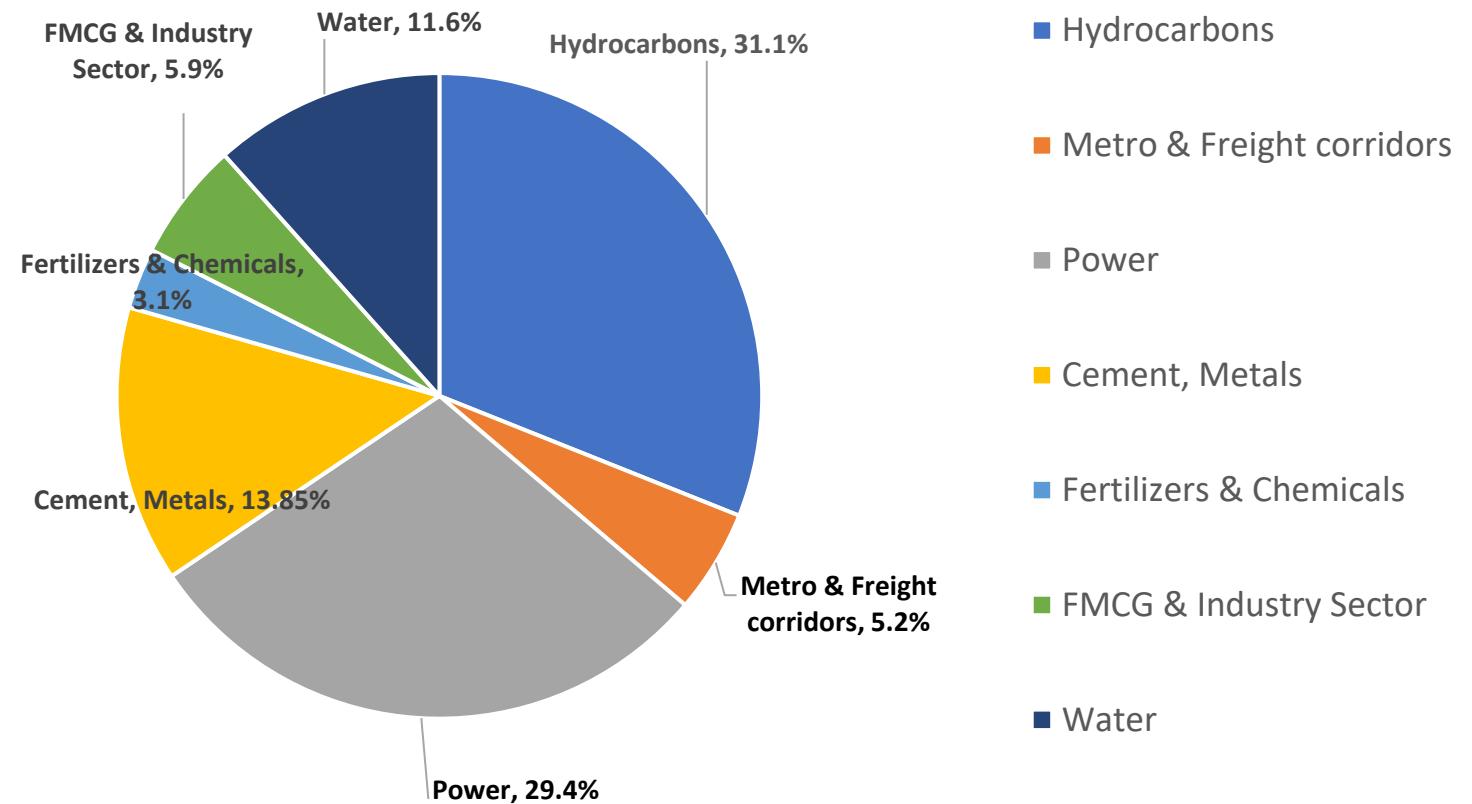
- FY21 Financial Performance is not exactly comparable to FY20 as a significant period of FY21 went under covid-19 induced lockdown
- Q1FY21 was the worst impacted and witnessed strong sequential recovery on quarter-by-quarter basis with improving profitability by Q4FY21

Order Book Details

Total Order book of ~**Rs. 172 Crores** as on 31st July 2021

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

Order Book Break- Up



Q4 & FY21 Profit & Loss Statement

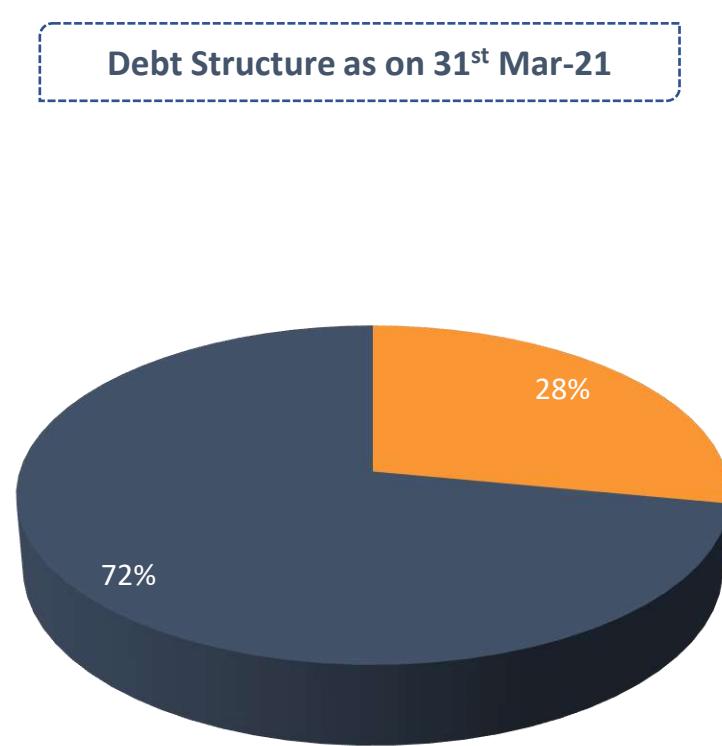
Particulars (Rs. Crs.)	Q4FY21	Q4FY20	YoY	Q3FY21	QoQ	FY21	FY20	YoY
Revenue	100.9	97.4	4%	90.1	12%	323.4	420.9	-23%
Cost of Goods Sold	73.6	73.5		68.1		241.6	326.6	
Employee Expenses	5.5	6.2		5.4		20.0	23.5	
Other Expenses	10.9	8.7		6.9		27.0	29.3	
EBITDA	11.0	8.9	24%	9.7	13%	34.7	41.6	-16%
EBITDA Margin	10.9%	9.1%		10.8%		10.7%	9.9%	
Other Income	0.3	0.4		0.3		1.4	1.5	
Depreciation	1.8	1.6		1.8		7.1	6.6	
EBIT	9.6	7.7	25%	8.2	17%	29.0	36.5	-20%
EBIT Margin	9.5%	7.9%		9.1%		9.0%	8.7%	
Finance costs	7.0	6.6		6.3		22.8	25.6	
PBT	2.6	1.0	150%	1.8	39%	6.2	10.8	-43%
Tax	0.6	-3.7		0.5		1.8	0.2	
PAT	1.9	4.8	-59%	1.3	47%	4.4	10.7	-59%
PAT Margin	1.9%	4.9%		1.5%		1.3%	2.5%	

Balance Sheet

Assets (Rs. Crs.)	Mar-21	Mar-20
Non-Current assets	94.4	97.7
Property, plant and equipment	68.1	71.6
Right of use Assets	24.6	24.4
Security Deposit	1.7	1.7
Current assets	199.4	217.5
Inventories	58.6	59.7
Investments	0.4	0.4
Trade receivables	109.0	120.6
Cash and cash equivalents	0.7	0.2
Bank Balances	17.7	24.1
Other current assets	13.1	12.7
TOTAL ASSETS	293.8	315.3

Equity & Liabilities (Rs. Crs.)	Mar-21	Mar-20
Equity	145.7	141.3
Equity Share capital	12.9	12.9
Other equity	132.8	128.4
Non-Current liabilities	29.4	19.1
Borrowings	22.4	11.9
Provisions	1.5	1.5
Deferred tax liabilities (net)	5.5	5.7
Other non-current liabilities	0.0	0.0
Current liabilities	118.7	154.9
Borrowings	56.9	66.6
Trade payables	51.5	79.5
Other financial liabilities	7.1	6.2
Other current liabilities	3.0	2.1
Provisions	0.2	0.5
TOTAL EQUITY & LIABILITIES	293.8	315.3

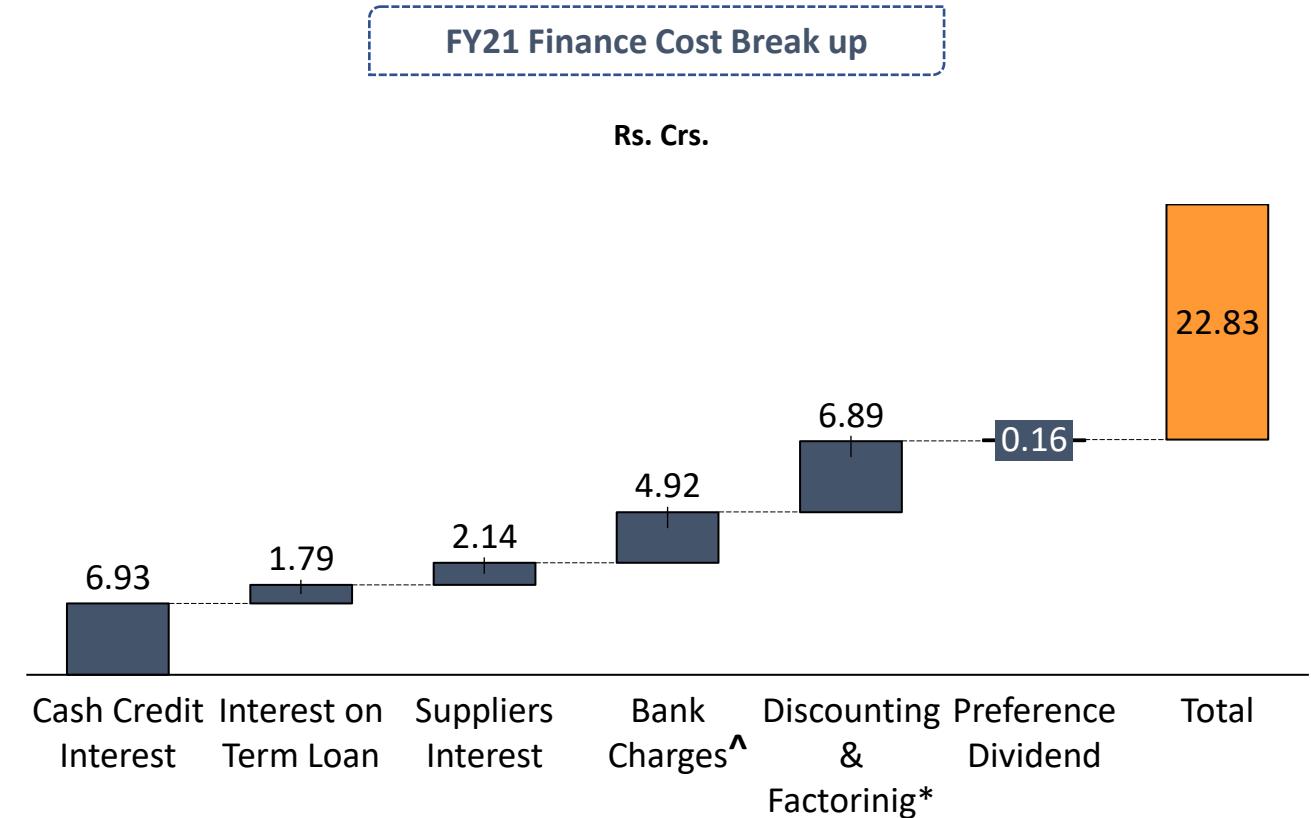
Debt Profile



■ Term Loans ■ Working Capital Loans

Net Debt to Equity = 0.42x

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



95% of our orders are based on customer specifications

78% of our cables constitute Instrumentation & Control Cables and 22%
is Power Cables



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

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

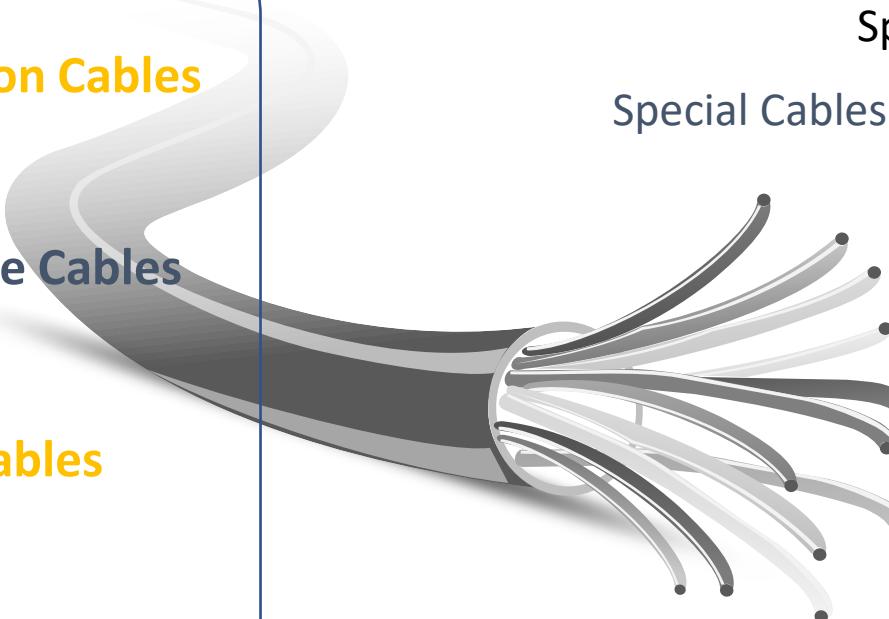
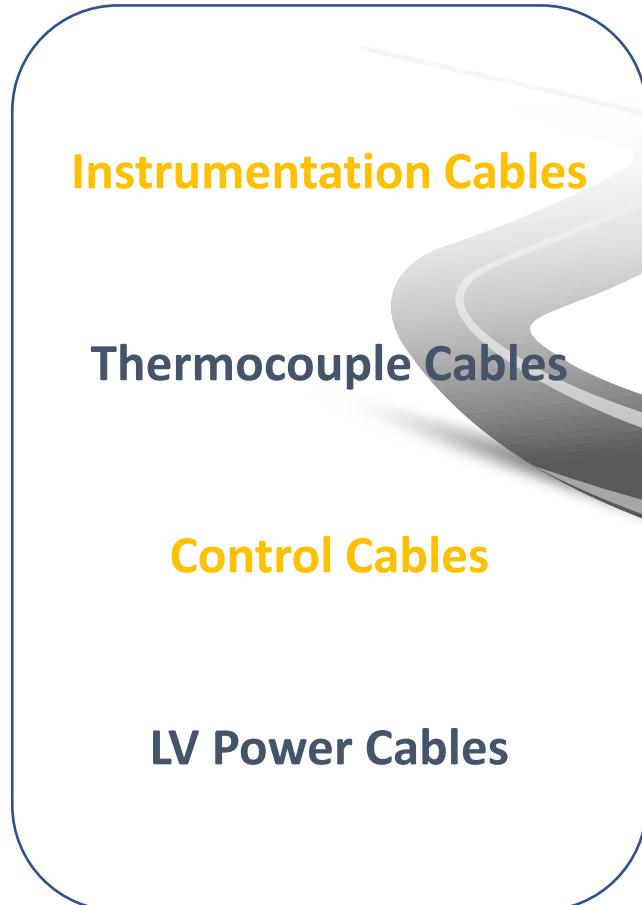


Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of
infrastructure



... offering Wide Range of Products to Multiple Industries



The diagram shows a cable with labels for various specialty cable types:

- 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

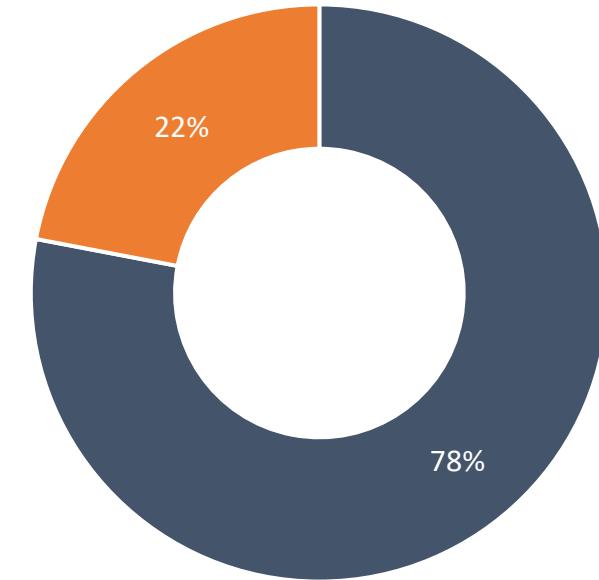
- ✓ Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
- ✓ Specially designed to transmit signals without any external interference

LV Power Cables

Application

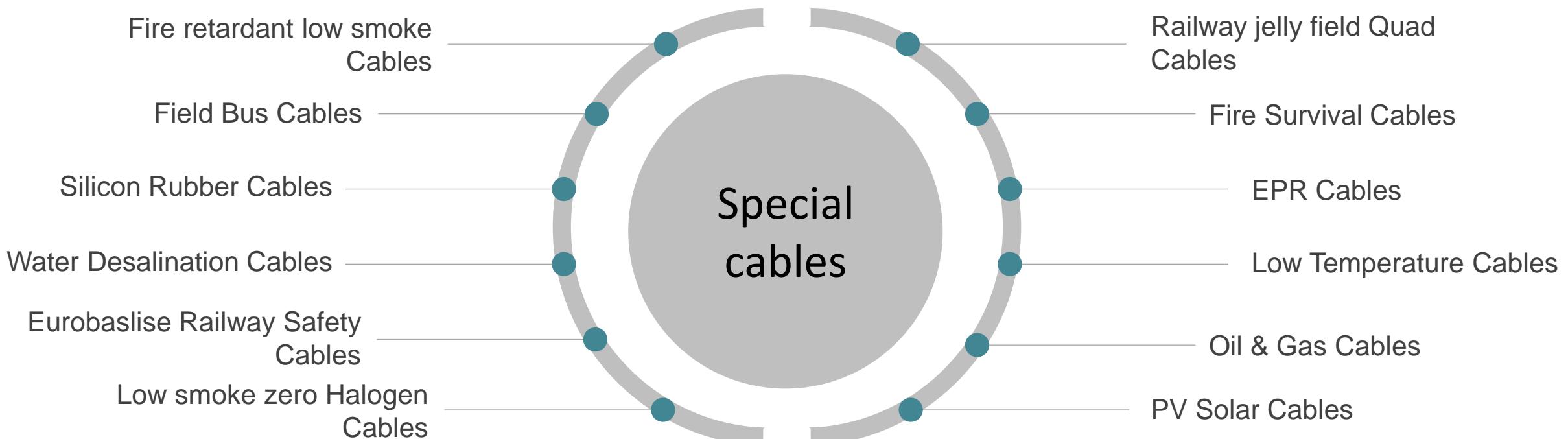
- ✓ Used in connection of power supply to residential, commercial & industrial units

Sales Composition



■ Instrumentation & Control Cables ■ Power Cables

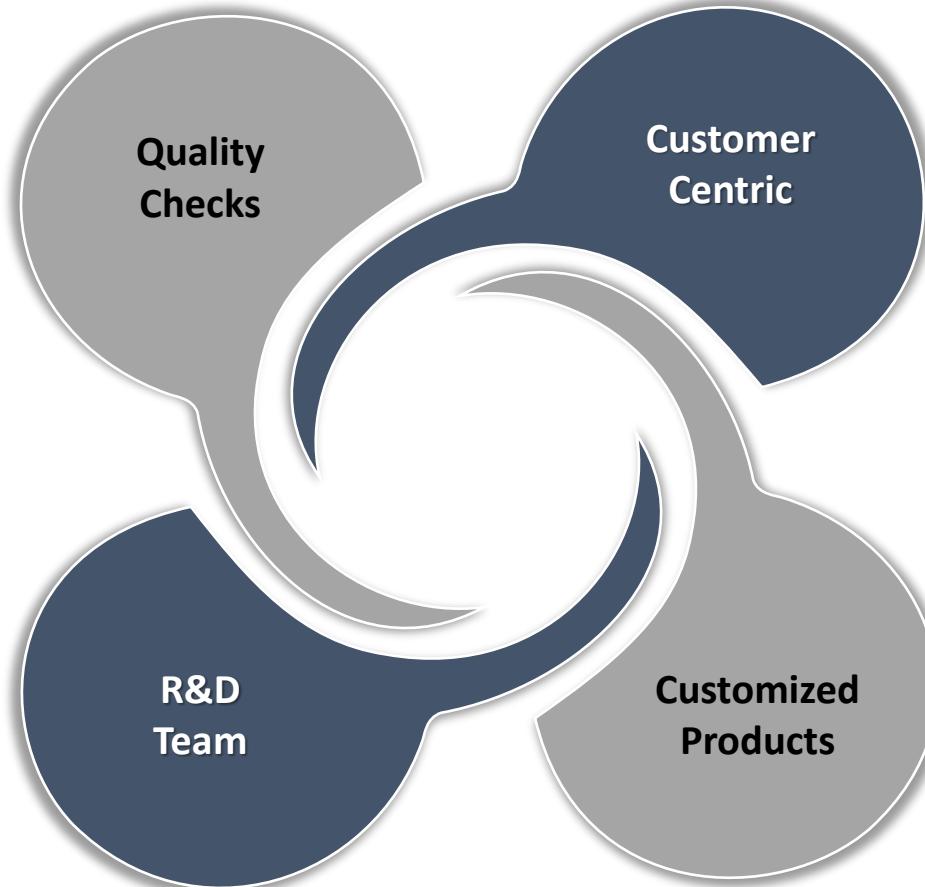
... bringing Constant Innovation



... 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.



Sandeep Kumar
CFO

Holds Chartered Accountant degree from ICAI. Has 25 years experience in Corporate Finance, Strategic Finance & Fund Raising.



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



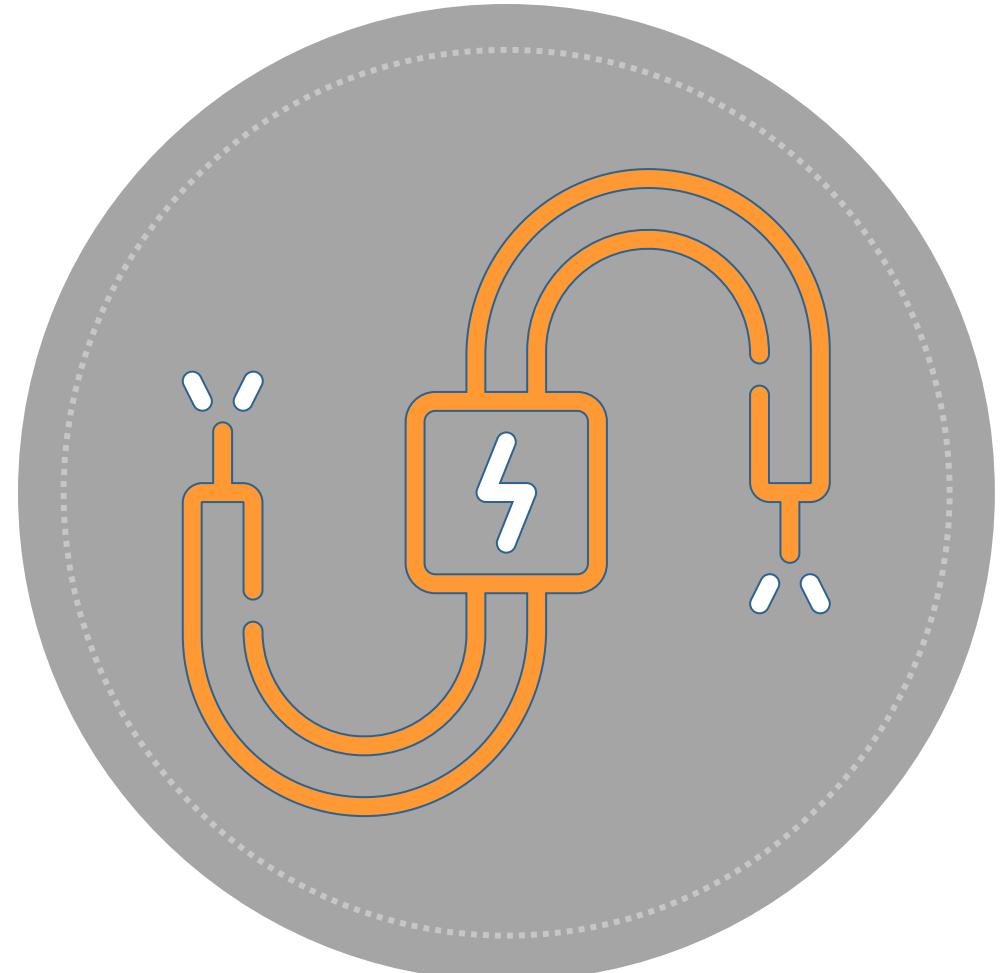
Gaurav Sawhney
VP (Banking & Finance)

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



ONGC



IndianOil



BOMBARDIER
TRANSPORTATION

SIEMENS

Honeywell

asianpaints



SUN PHARMA



Shree Cement

EIL

TATA STEEL

A Navratna Company

ACC ABB

KRBL Limited

JUBILANT
LIFESCIENCES

Ansaldo STS
A Hitachi Group Company

International



MAGADISODA
أدنوك
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

INDO-JORDAN CHEMICALS COMPANY LIMITED



ITCC
International Training & Consultancy Center

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

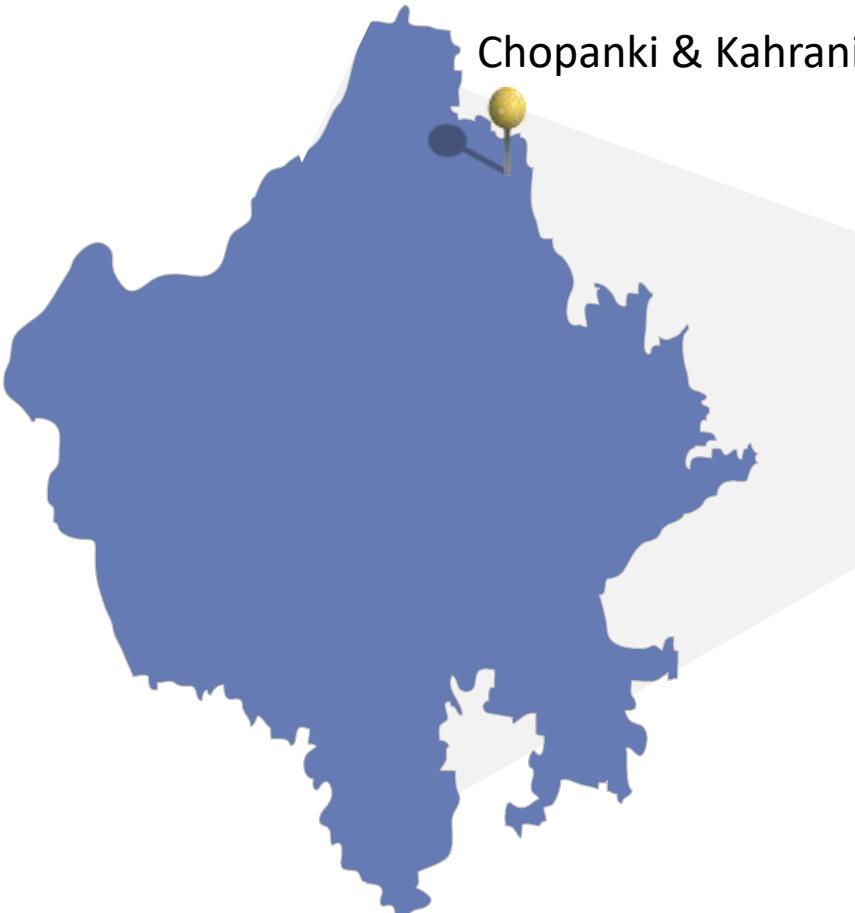


YEMEN PETROLEUM COMPANY



QSTec
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

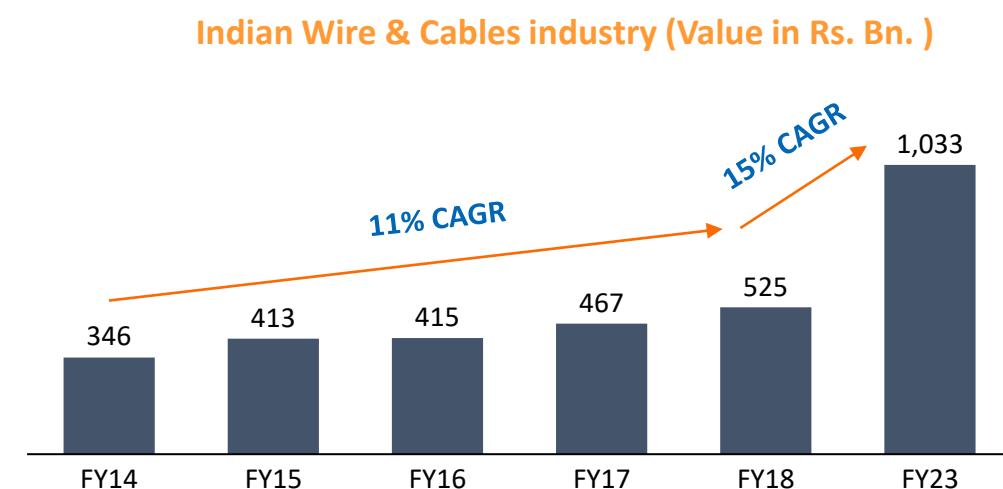
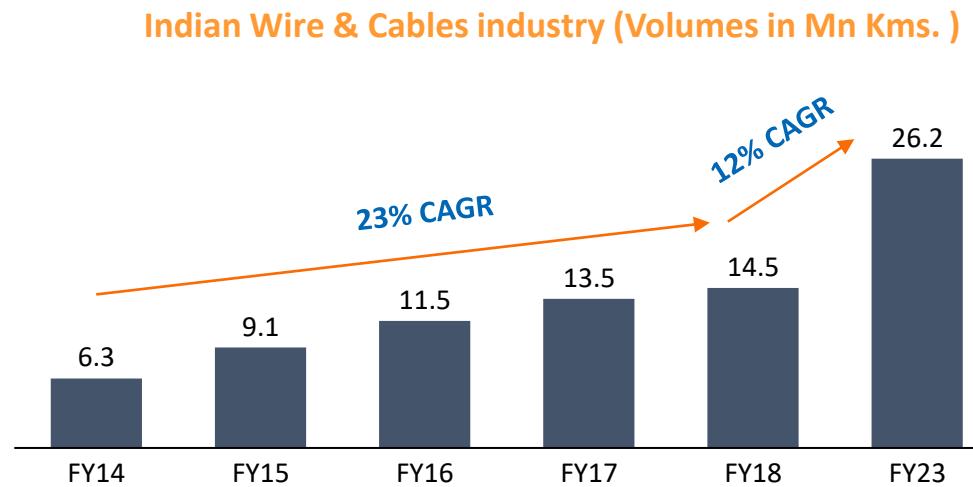


Key beneficiary of Modernisation and Upgradation of India



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

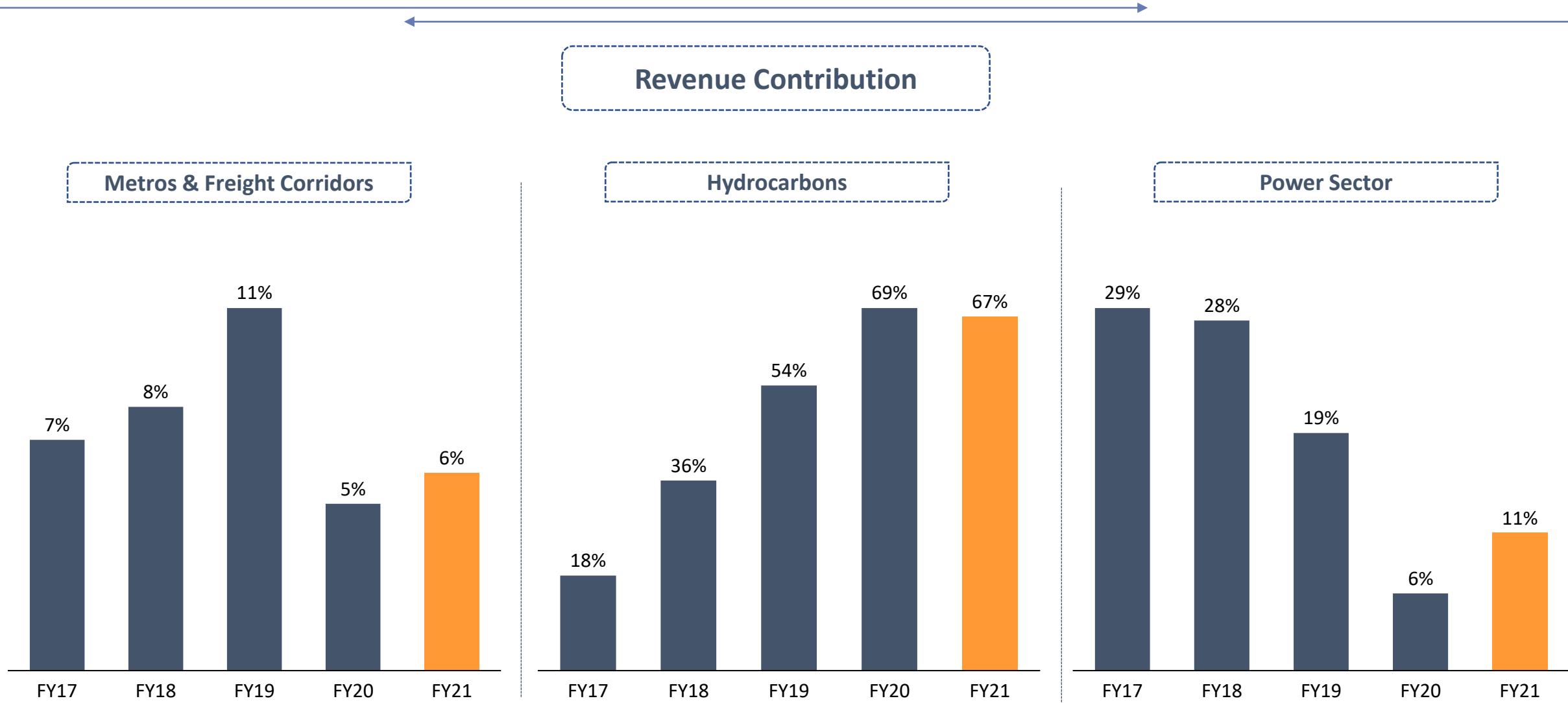
- ✓ Emphasis on Quality
- ✓ Valued long term Client Relationships
- ✓ Diverse Portfolio of Products
- ✓ Constant Innovation
- ✓ State of the Art Manufacturing Facility
- ✓ Certifications
- ✓ Awards & Recognitions

Low Investment for growth

- ✓ Current Capacity – 65,000 Kms p.a.
- ✓ Capacity Utilization of ~55% during FY21

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





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CIN: L74999DL1991PLC046092

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