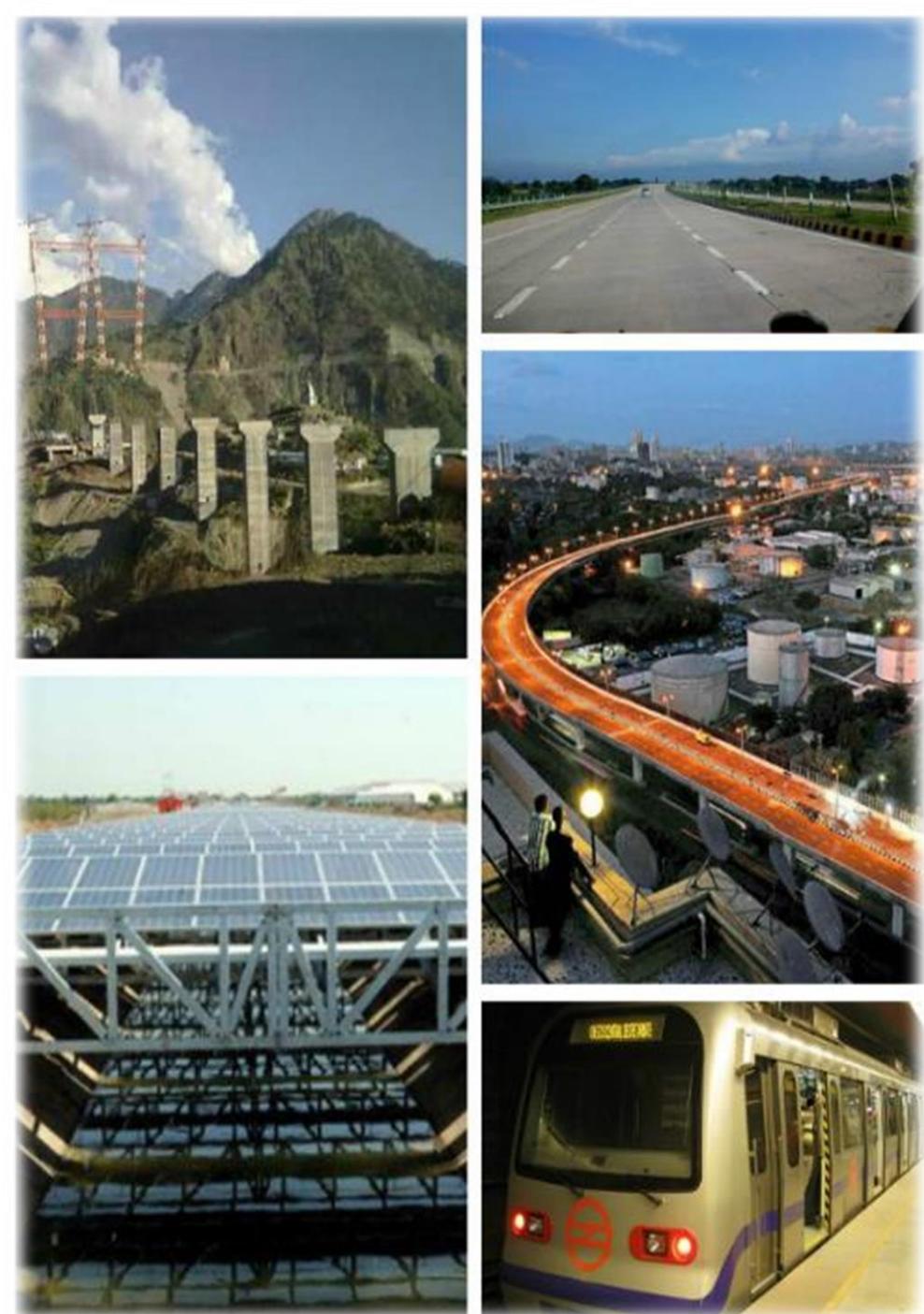




Investor Presentation – May 2018

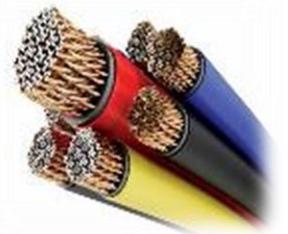


Safe Harbour

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A Specialized Control and Instrumentation Cable Company

Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure

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

95% of our orders are based on customer specifications

86% of our cables constitute **Instrumentation & Control Cables** and 14% is **Power Cables**

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



... offering Wide Range of Products to Multiple Industries

Instrumentation Cables

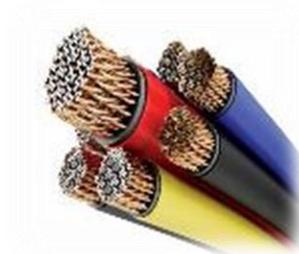
Thermocouple Cables

Control Cables

LV Power Cables

SPECIALTY CABLES

Fire Survival Cables
Silicon Rubber Cables
Special Cables for Oil & Gas
Special Cables for Water Desalination
EPR Cables
Fieldbus Cables
Low Temperature Cables
Solar PV Cables
Railway Jelly Filled Quad Cables
Eurobalise Railway Safety Cables
Low Smoke Halogen Free 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

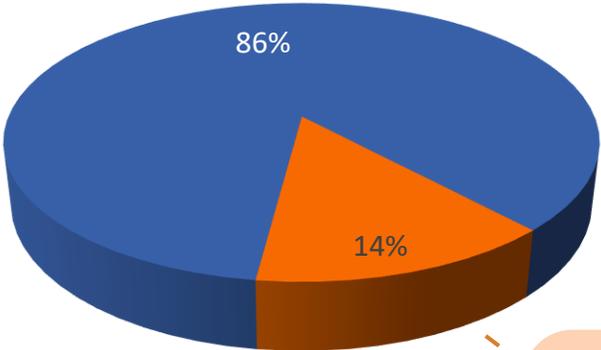
Application:

- ✓ **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



Sales Composition

- Instrumentation & Control Cables
- Power Cables

And Traditional Demand

LV Power Cables

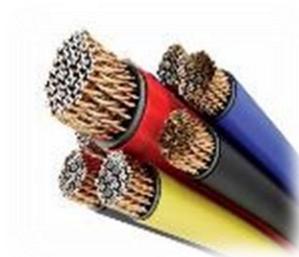
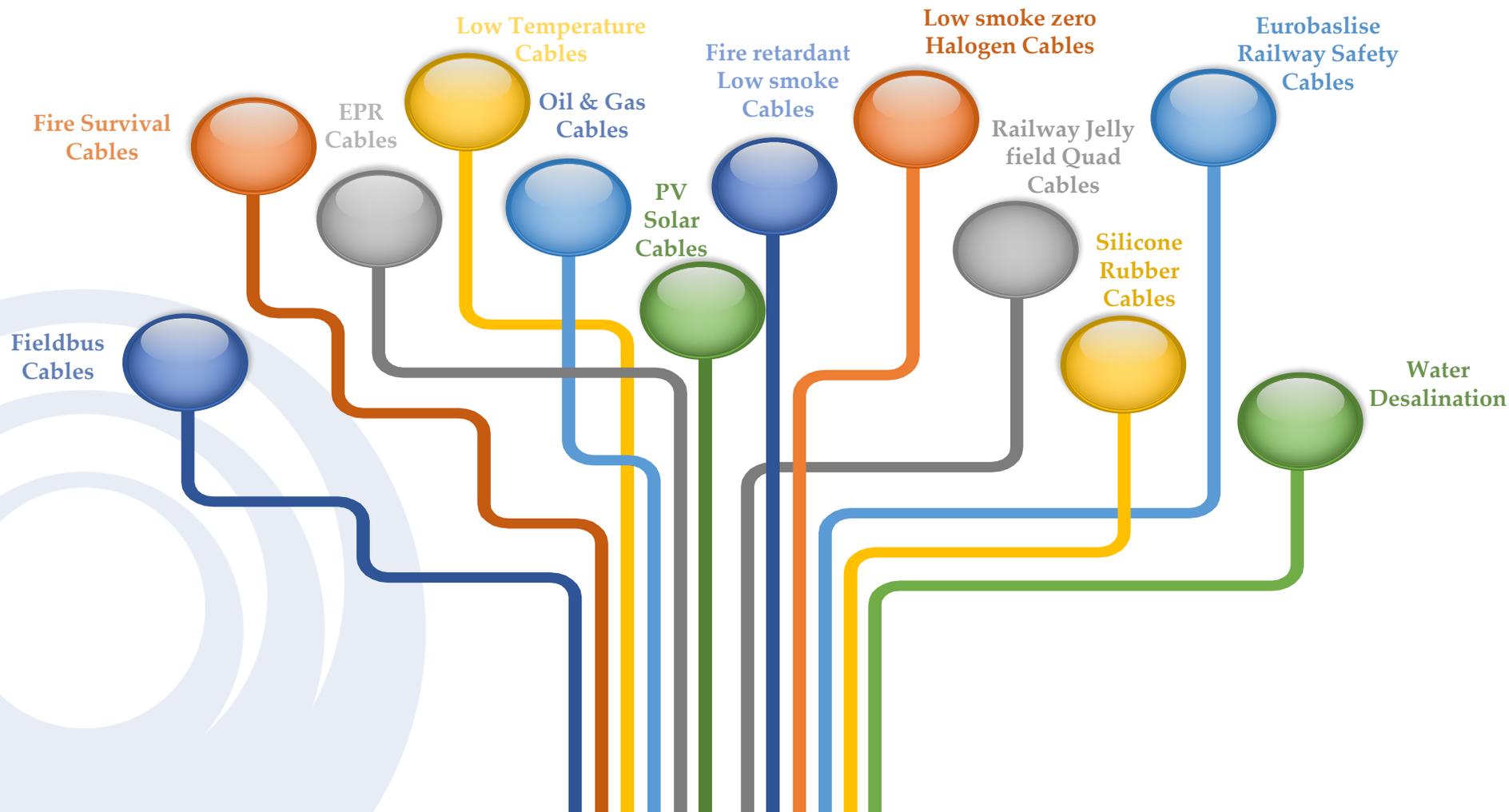
Application:

- ✓ 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

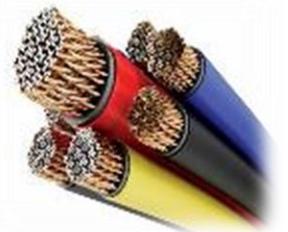
Aim at Innovation & Development of new varieties of cables at regular time intervals

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.



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

Manoj Gupta
CFO

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



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



الشركة السعودية للكهرباء
Saudi Electricity Company



التميز للتجهيزات الصناعية والفنية ش.م.م
EXCEL TECHNICAL & INDUSTRIAL SUPPLIES LLC
More Products. Thousands of Solutions. One Source.



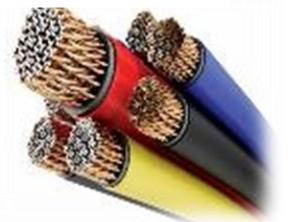
شركة تنمية نفط عمان ش.م.م
Petro Development Oman L.L.C.



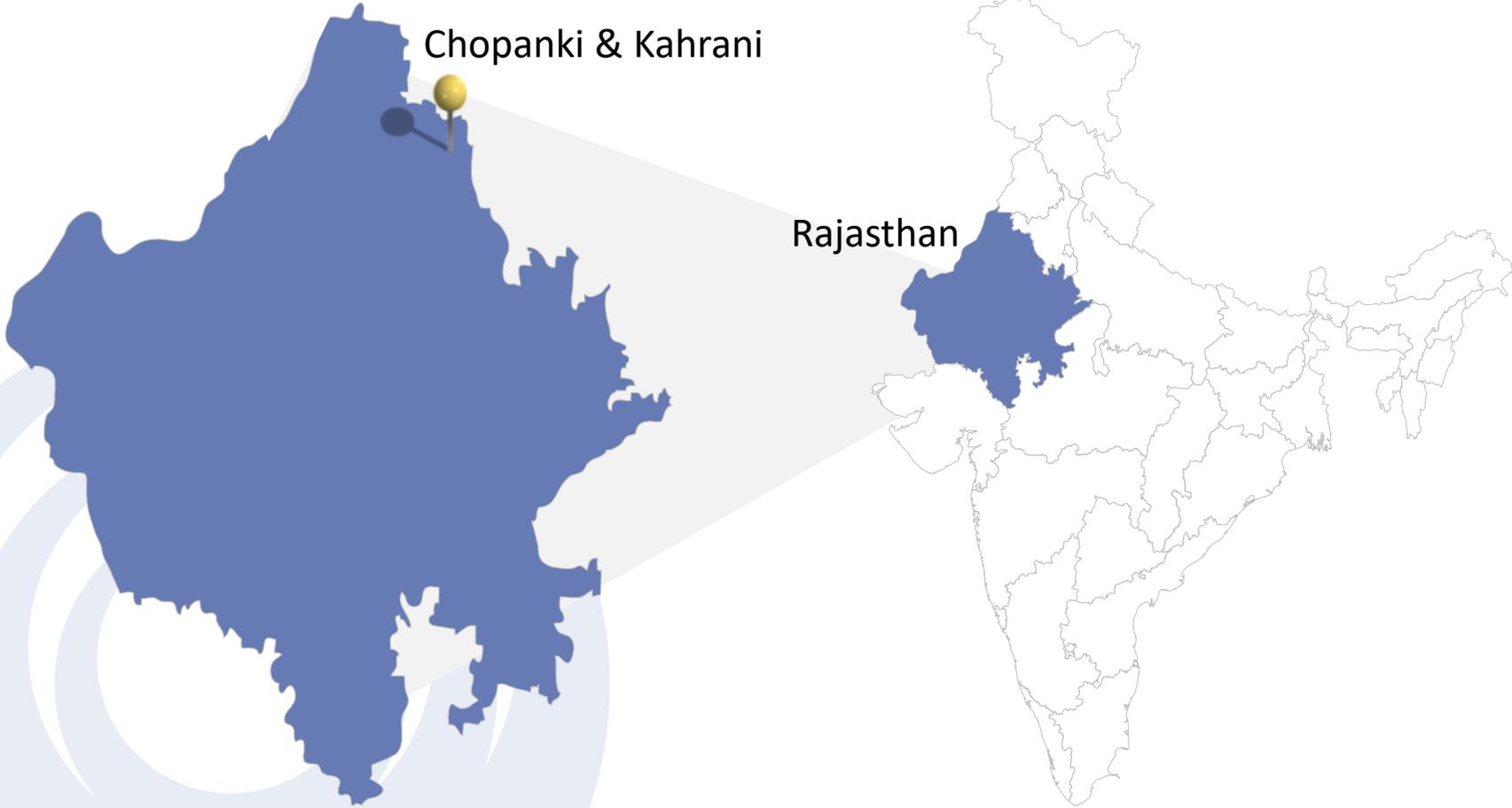
INDO-JORDAN CHEMICALS COMPANY LIMITED



QSTec
Qatar Solar Technologies
مركز تقنيات الطاقة الشمسية
مختبري مؤسسة قطر
Member of Qatar Foundation



... State of the Art Manufacturing Facilities

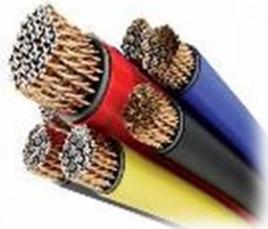


Chopanki Unit

- ❖ 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



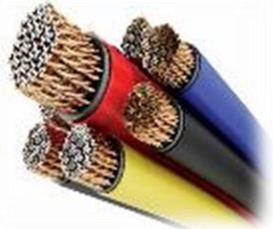
... Certifications & Client Approvals

- ❖ 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



... Awards & Recognitions

Forbes Best Under a \$ Billion – 2008



International Quality Crown Award – 2011



Ratna Shiromani Award



International Business Times 1000
Fastest Growing Companies – 2012





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



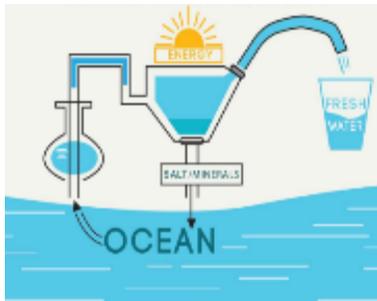
Nuclear & Thermal Power



Airport Development



Water Desalination



Fertilisers



Sewage Treatment



Building Automation



... with Multiple Growth Drivers across Sectors



Railways

- Railways to make investment of over Rs. 8 lakh core over the period of 2015-2020
- Huge amount to be spent for Network Decongestion & Expansion + National Projects + Safety + High Speed Rail & Elevated corridor + High Speed Rail & Elevated corridor
- Rs 10 lakh crore to be spent on high-speed train corridors



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
- 2018-19 Budget set aside Rs. 87,000 crores for Exploration and production + Refining and marketing + Petrochemicals



Hydrocarbons

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



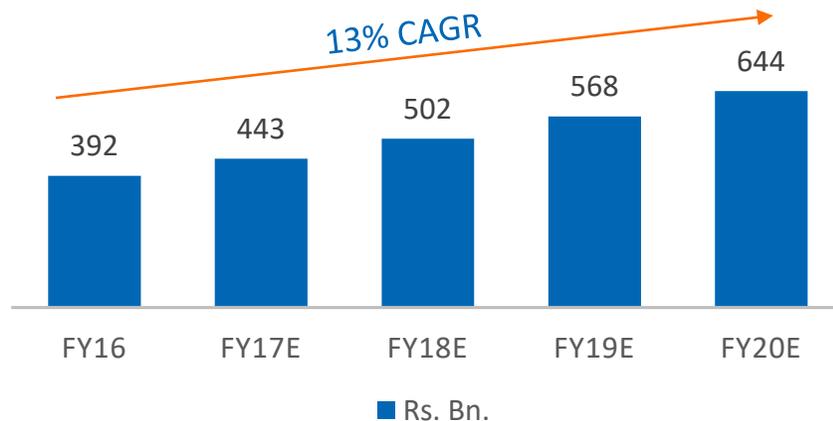
Power Sector

- CEA expects investments in Transmission of nearly Rs. 2.6 trillion by 2022
- 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

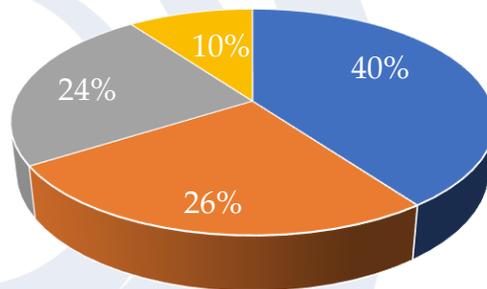


Sectors Driving Increase in Demand

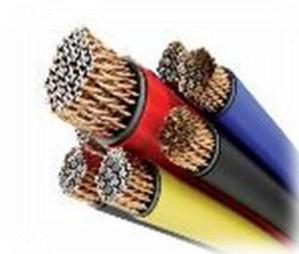
- ❖ Freight Corridor Projects
- ❖ Metro Rail Projects
- ❖ Smart Cities
- ❖ Boost to Infrastructure
- ❖ Hydrocarbon Sector
- ❖ Investments in Power Sector

Speciality Cables at the cusp of growth

Market Share FY16



■ Power Cables ■ Conductors ■ House wires ■ Speciality Cables



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 ~65%

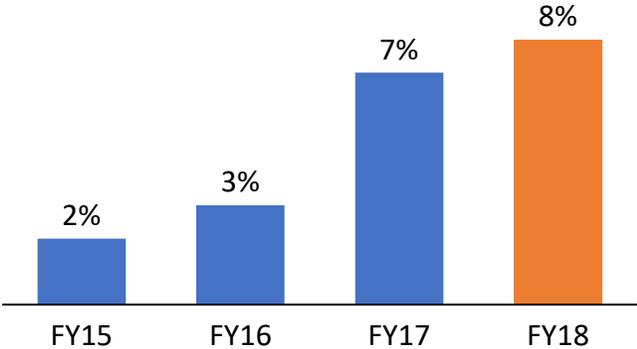
Creating strong business fundamentals



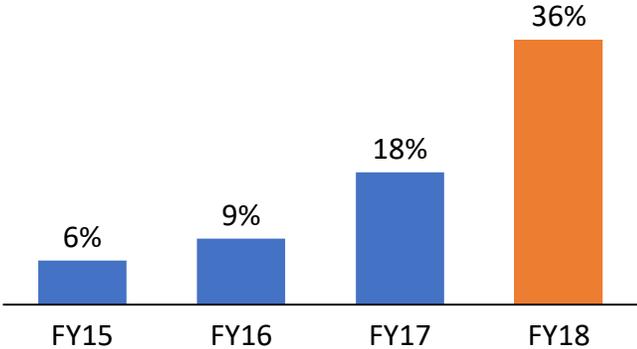
Increasing Focus on Sunrise Sectors

Percentage Contribution to Revenues

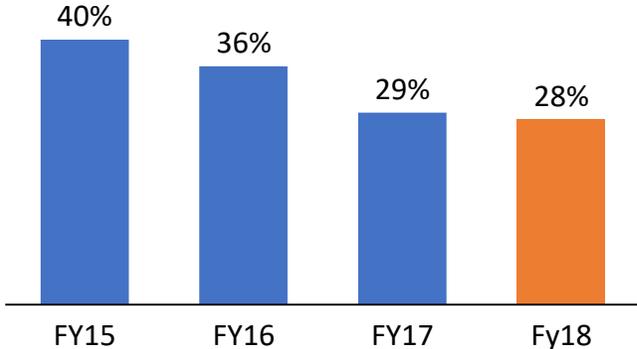
Metros & Freight Corridors



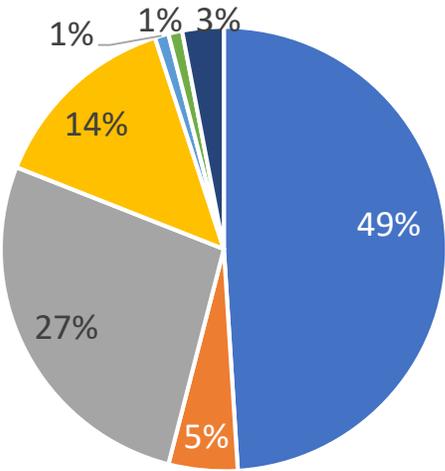
Hydrocarbons



Power Sector



Order Book Break-up



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



Total Order book of ~**Rs. 114 Crores** as on 31st March 2018

*excluding the 3 bulk orders worth Rs. 40 Crores in the Hydrocarbon sector

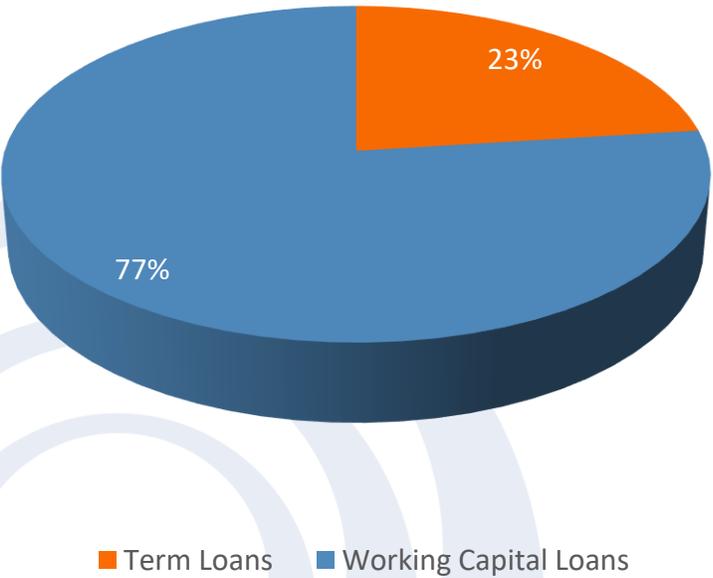
Order book to be executed over the next 3-4 months



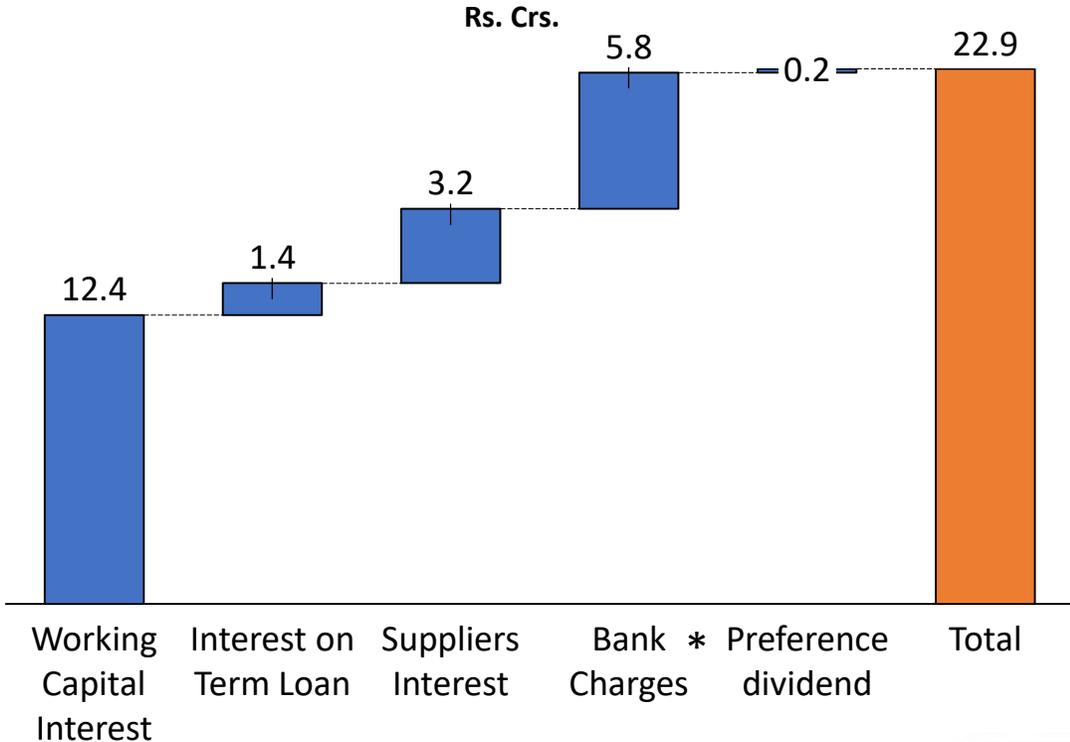
Financial Highlights

Net Debt to Equity of 0.39 x

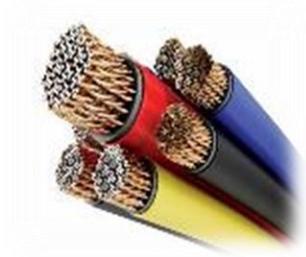
Total Debt Structure as of FY18



FY18 Finance Cost Break up

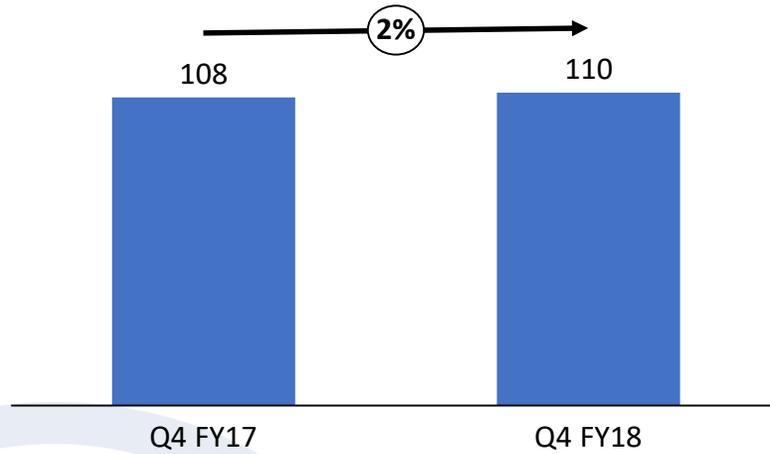


- * **Bank Charges** are inclusive of:
- BG/LC Commission
 - Non Fund opening/closing Charges
 - Processing Fee
 - Other bank Charges

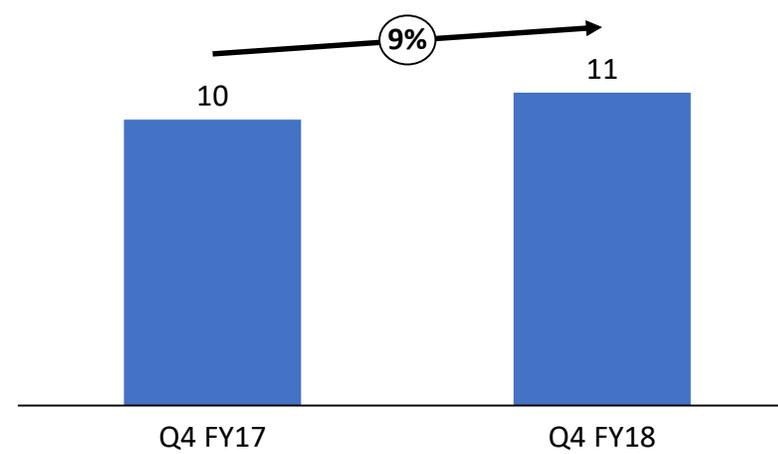


Q4 FY18 Financial Highlights

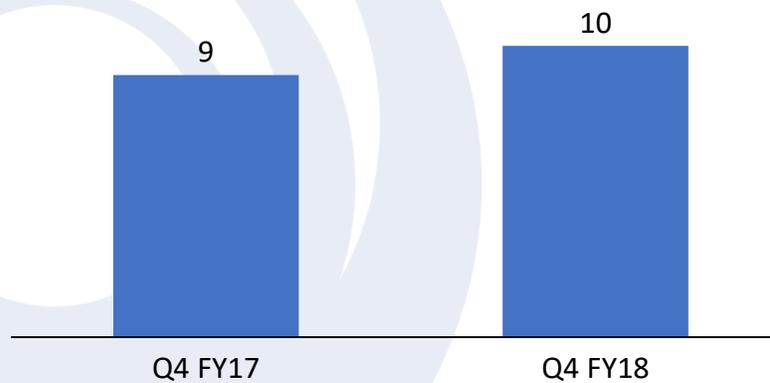
Revenue (Rs. Crs.)



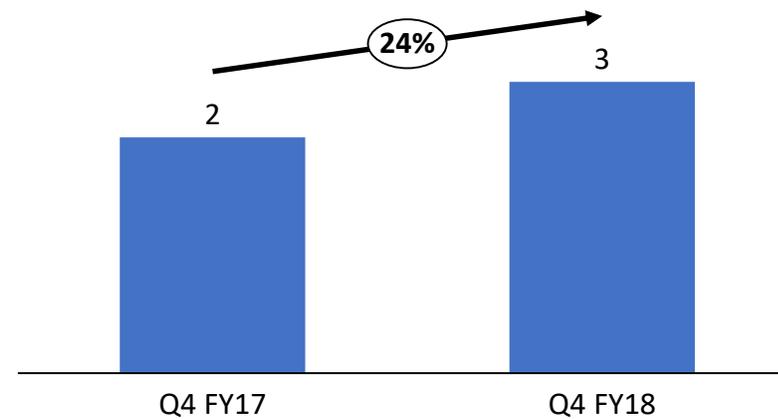
EBITDA (Rs. Crs.)



EBITDA Margin %

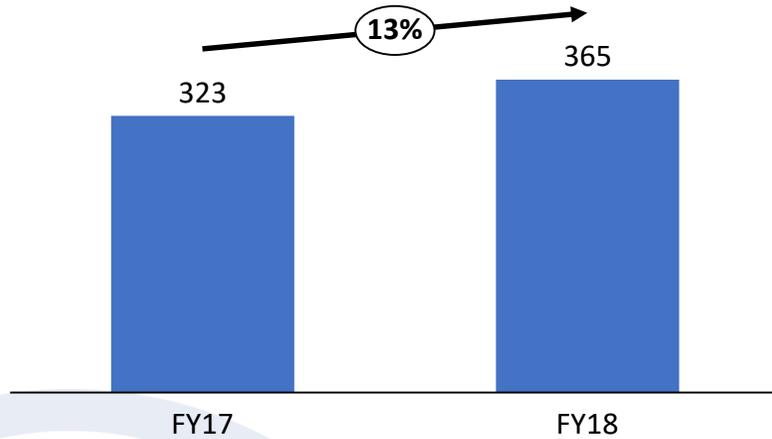


PAT (Rs. Crs.)

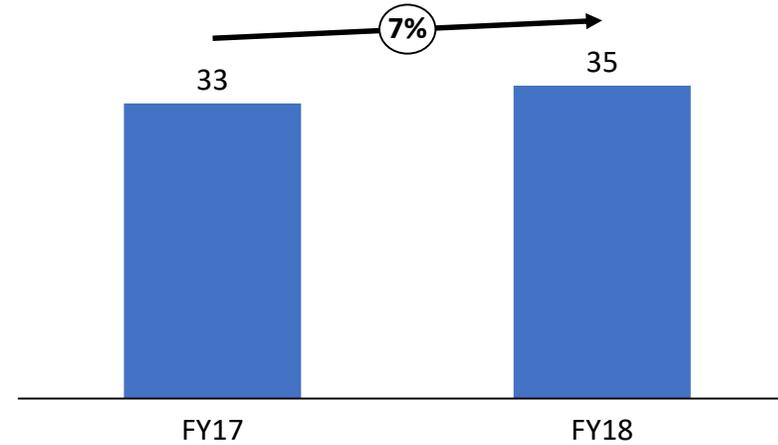


FY18 Financial Highlights

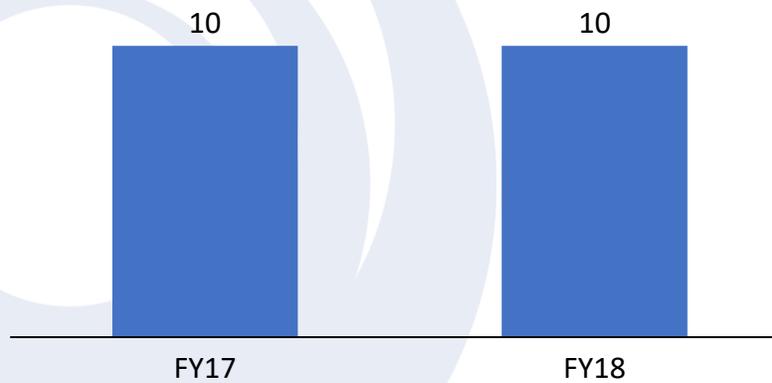
Revenue (Rs. Crs.)



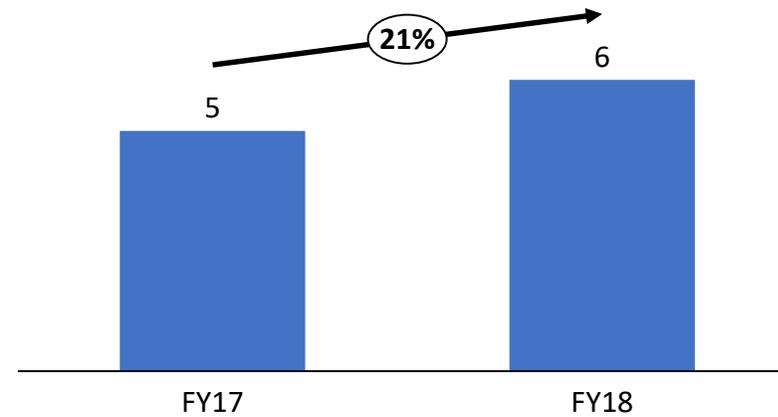
EBITDA (Rs. Crs.)



EBITDA Margin %



PAT (Rs. Crs.)



Profit & Loss Statement as per Ind AS

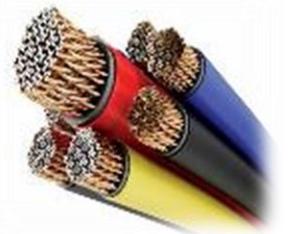
Particulars (Rs. Crs.)	Q4 FY18	Q4 FY17	YoY	FY18	FY17	YoY
Revenue	110	108	2%	365	323	13%
Direct Expenses	88	88		292	255	
Employee Expenses	4	4		16	14	
Other Expenses	6	6		22	22	
EBITDA	11	10	9%	35	33	7%
EBITDA Margin	10%	9%		10%	10%	
Other Income	0	1		2	2	
Depreciation	1	1		5	5	
EBIT	10	10	6%	32	30	7%
EBIT Margin	9%	9%		9%	9%	
Finance costs	7	6		23	22	
PBT	4	3	5%	9	8	17%
Tax	1	1		3	3	
PAT	3	2	24%	6	5	21%
PAT Margin	2%	2%		2%	2%	



Balance Sheet as per Ind AS

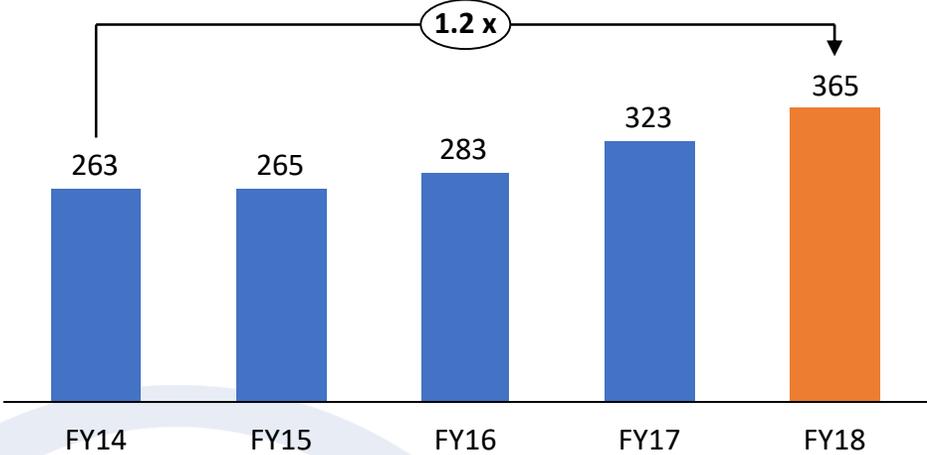
Particulars (Rs. Crs.)	Mar 18	Mar 17
ASSETS		
Non-current assets	94	93
Property, plant and equipment	92	90
Security Deposit	2	1
Other Non-current Assets	-	1
Current assets	192	186
Inventories	54	47
Investments	0	0
Trade receivables	102	93
Cash and cash equivalents	0	0
Bank Balances	26	25
Other current assets	10	20
TOTAL ASSETS	286	279

Particulars (Rs. Crs.)	Mar 18	Mar 17
EQUITY & LIABILITIES		
Equity	127	121
Equity Share capital	13	13
Other equity	114	108
Non-current liabilities	24	23
Borrowings	15	12
Provisions	1	1
Deferred tax liabilities (net)	8	8
Other non-current liabilities	0	2
Current liabilities	135	135
Borrowings	61	53
Trade payables	66	70
Other current liabilities	6	10
Provisions	2	2
TOTAL EQUITY & LIABILITIES	286	279

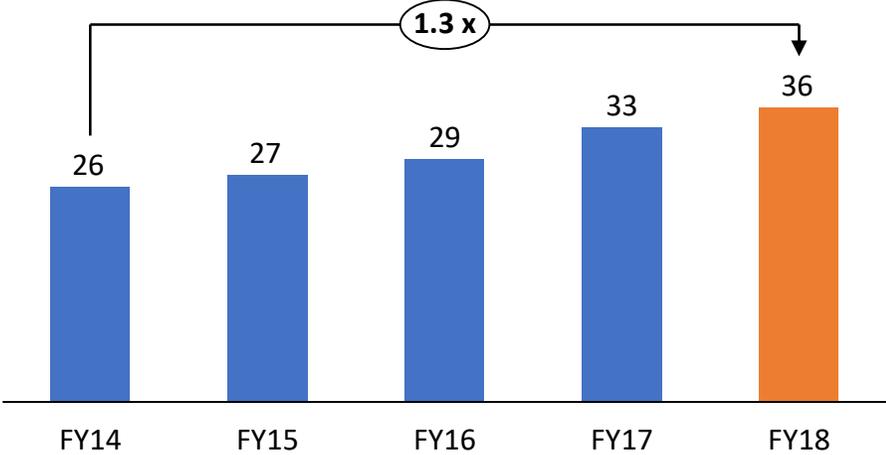


Consistent Performance over the years

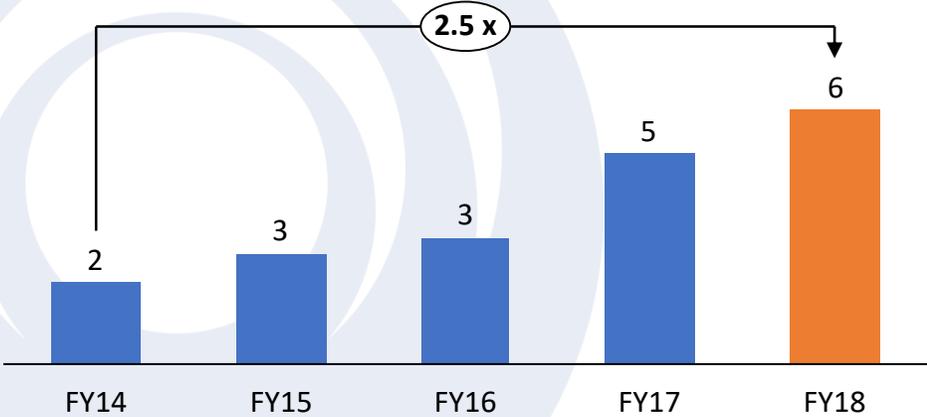
Revenue (Rs. Crs)



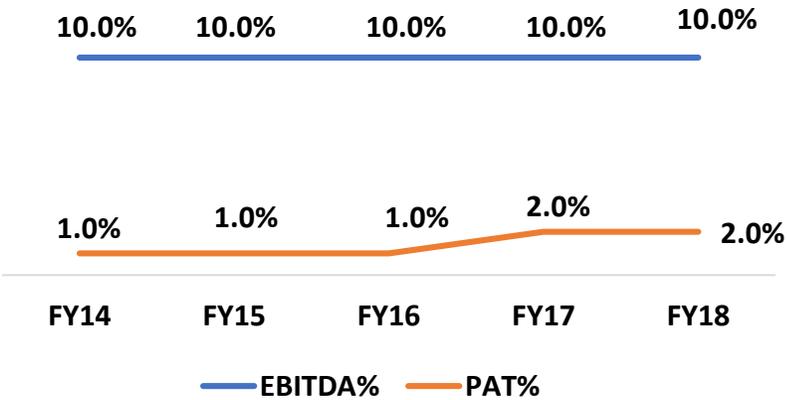
EBITDA (Rs. Crs)



PAT (Rs. Crs)



Margins %





Cords Cable Industries Limited
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