

**SMART SOLID STEADY**



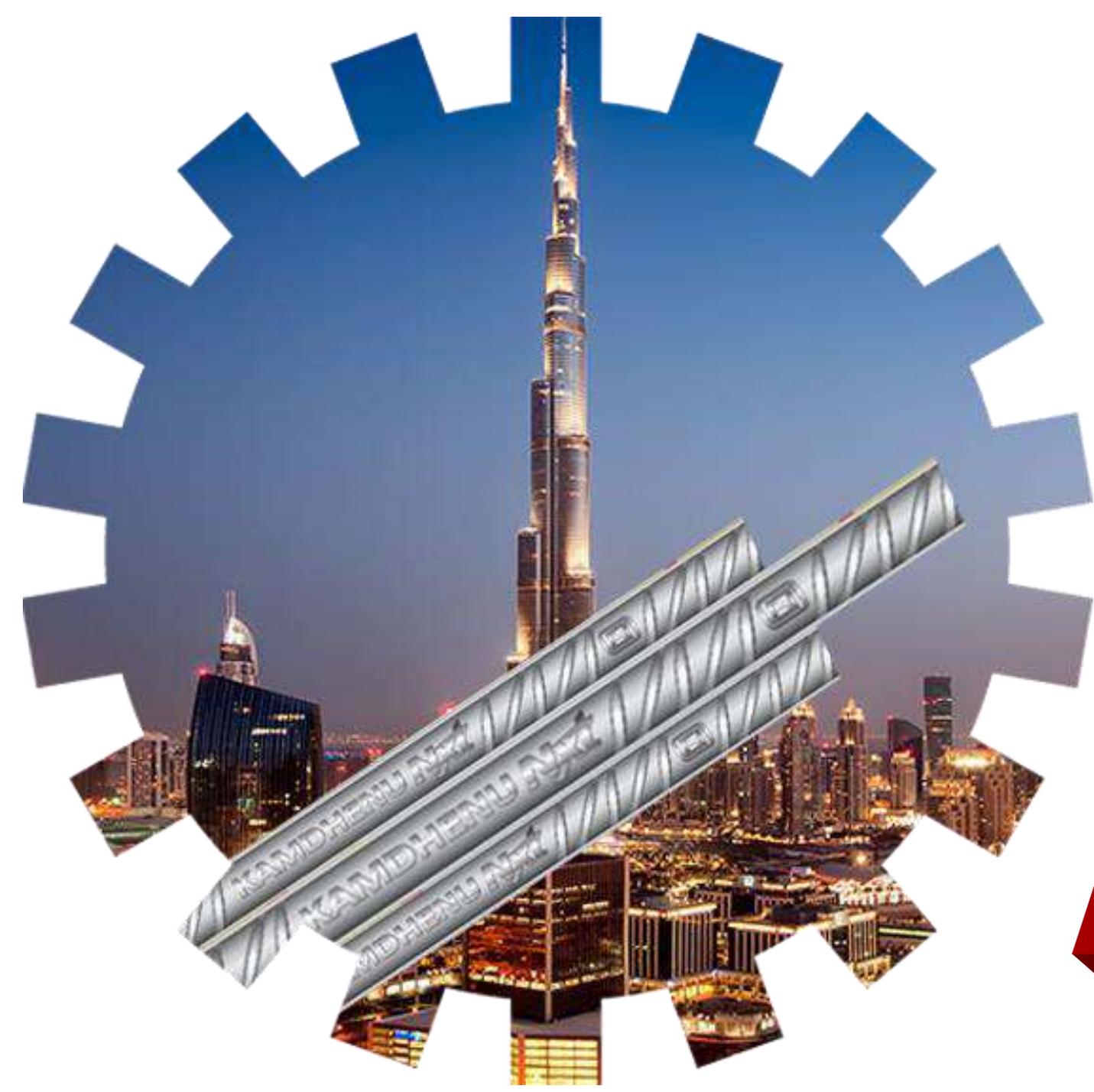
INVESTOR PRESENTATION

August 2018

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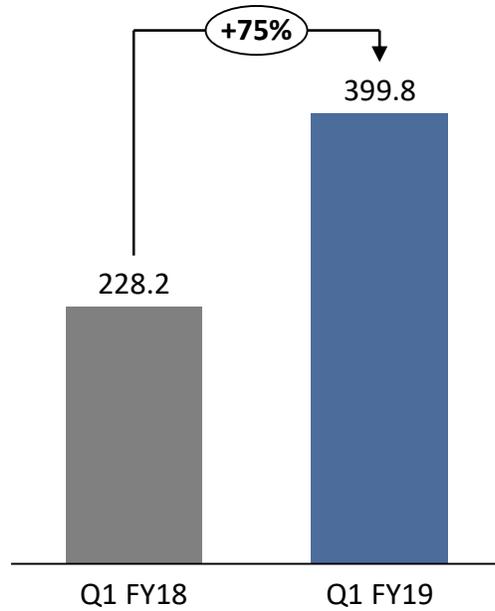
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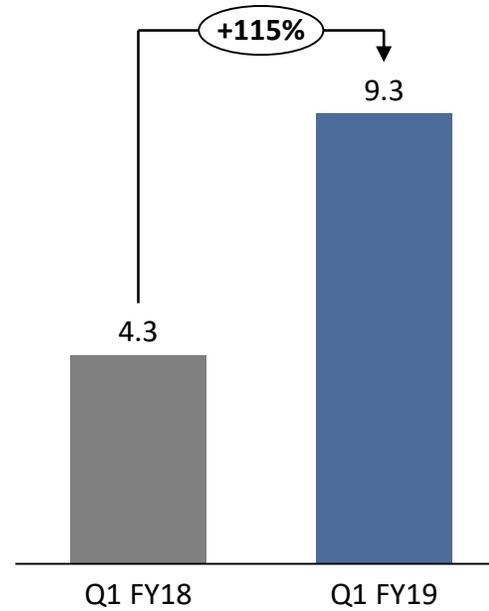


## Q1 FY19 Financial Highlights

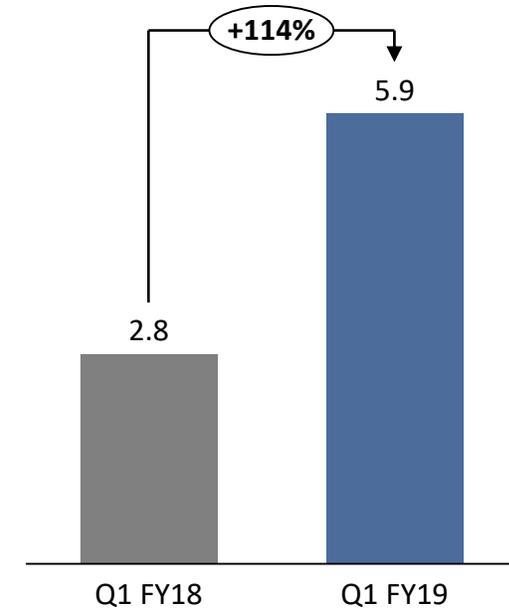
## Revenue



## Profit Before Tax



## Profit after Tax



Rs. Crores

 75%

 115%

 114%

India's Leading Company  
dealing with Manufacturing,  
Distribution, Marketing &  
Branding

Brand Turnover  
over

**Rs. 8,000 Crores**

**75+** Franchise Units to  
manufacture steel rebars,  
structural steel products & Colour  
coated Profile Sheets

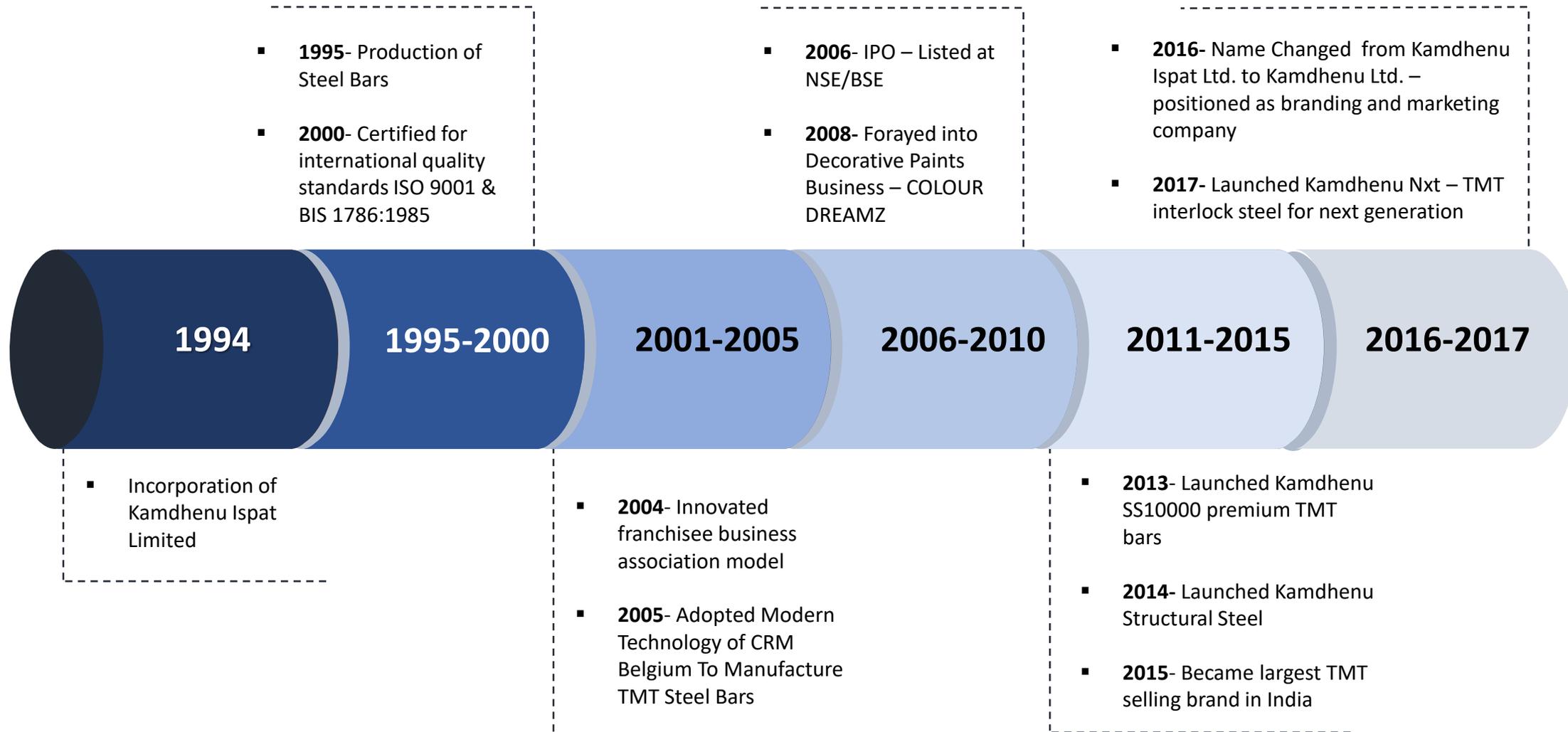
KAMDHENU is **Largest TMT**  
selling brand in India

**6,500** Dealers of Steel across  
India

Kamdhenu Paints - **COLOUR**  
**DREAMZ** decorative paint  
amongst top brands

**4,000** Dealers of Paint spread  
across India







Unique Business Model

## Kamdhenu Group

Innovator – We do Research and introduce new products based on Customer Requirement in the Market

Franchise Business Model helped in creating

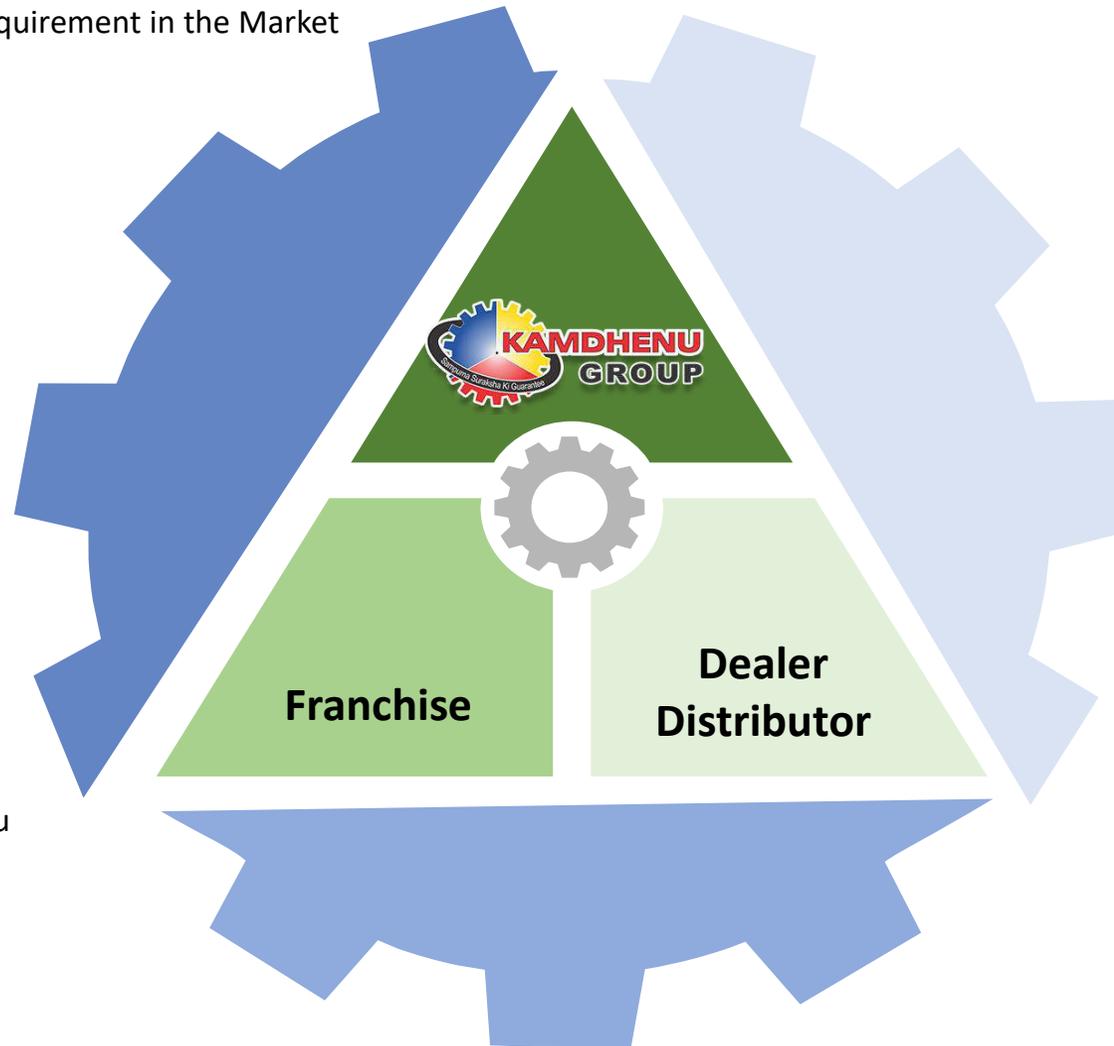
## BRAND LEADERSHIP

in

## STEEL RETAIL

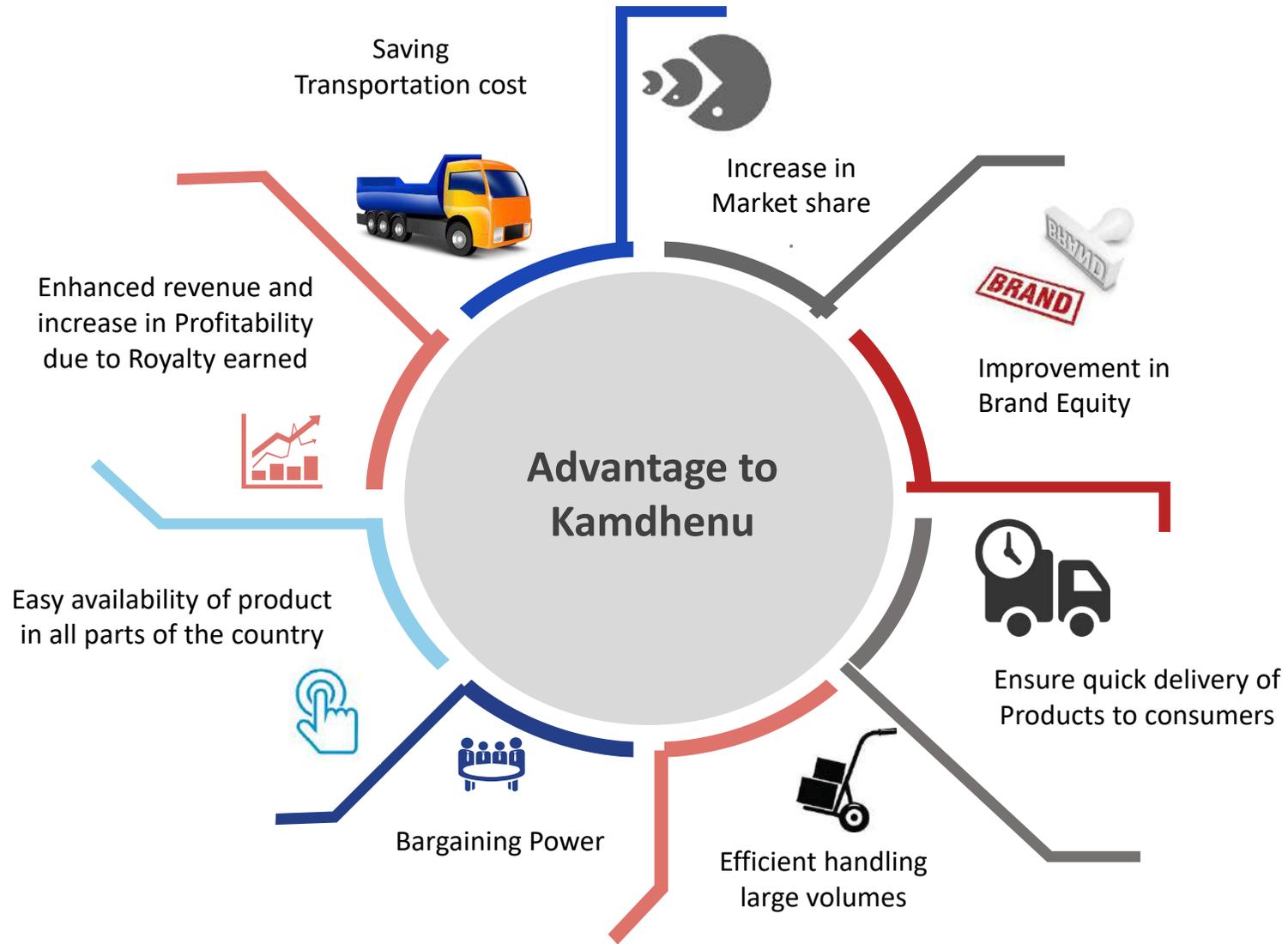
## Franchise

Manufactures products based on technology, design and quality specifications provided by Kamdhenu



## Dealers / Distributors

Committed chain of Dealers and Distributors connected with Franchisee / Sales Depot created by Kamdhenu





### Expertise & Experience

We provide franchise units with our Expertise and Experience for an efficient business



### Quality Assurance

Assurance of Quality from Kamdhenu gives comfort to End Customers



### Ready Marketplace

Ready Platform in niche market giving facelift to unorganized sector / new enterprise



### Centralized Publicity

Assistance to Centralized Publicity support of Kamdhenu



### Brand "KAMDHENU"

Franchisee can leverage our brand "KAMDHENU"



### Bank Funding

Our presence and brand grants them and easy & zero hassle availability of bank funding



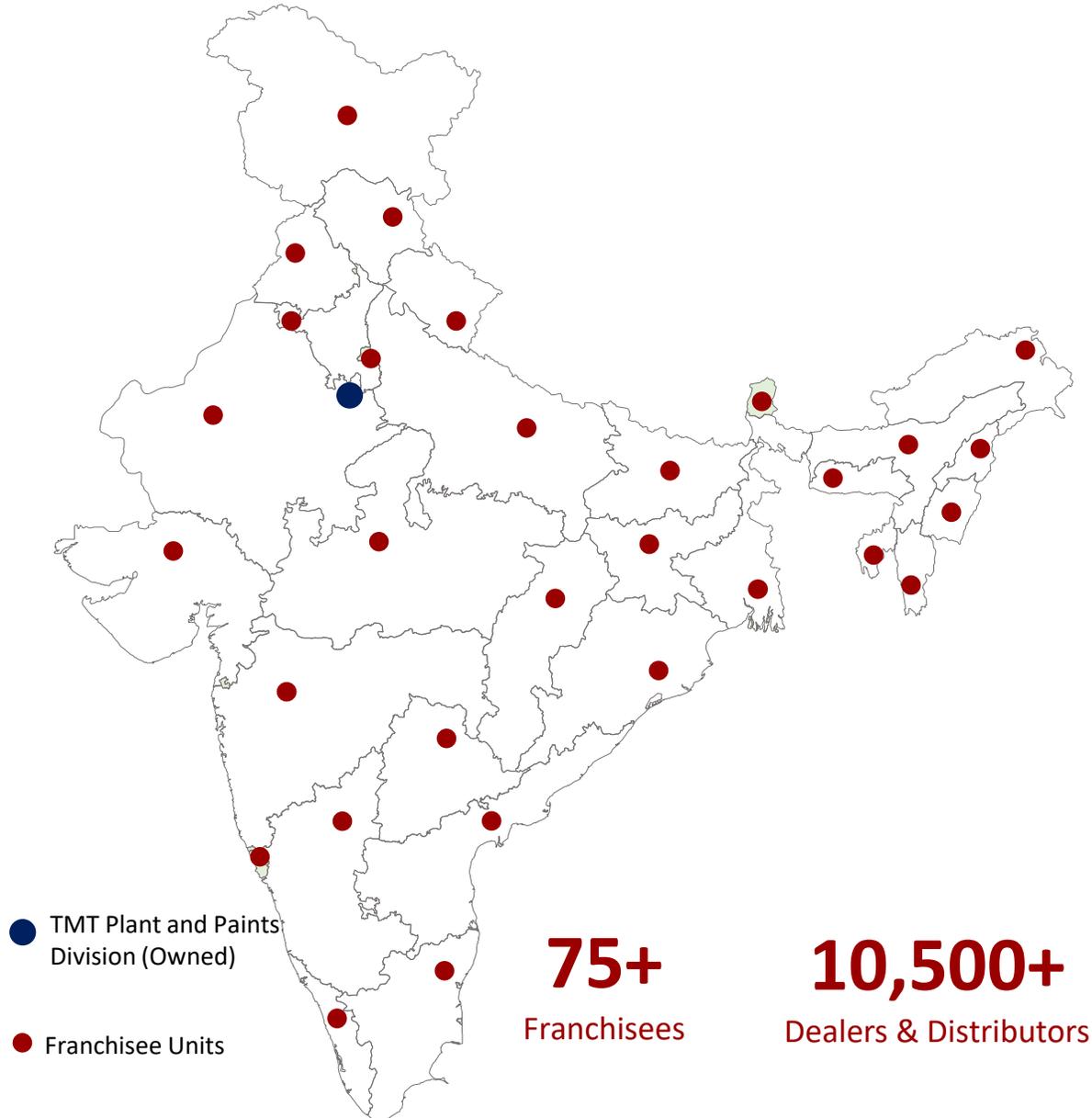
### Marketing Network

Access to our Marketing Network across India



### Capacity Utilization

This model gives franchisee manufacturers exceptional distinctiveness and enables them to earn premium on their products thereby leading to higher capacity utilization



## Decentralized Outsourced Manufacturing Model

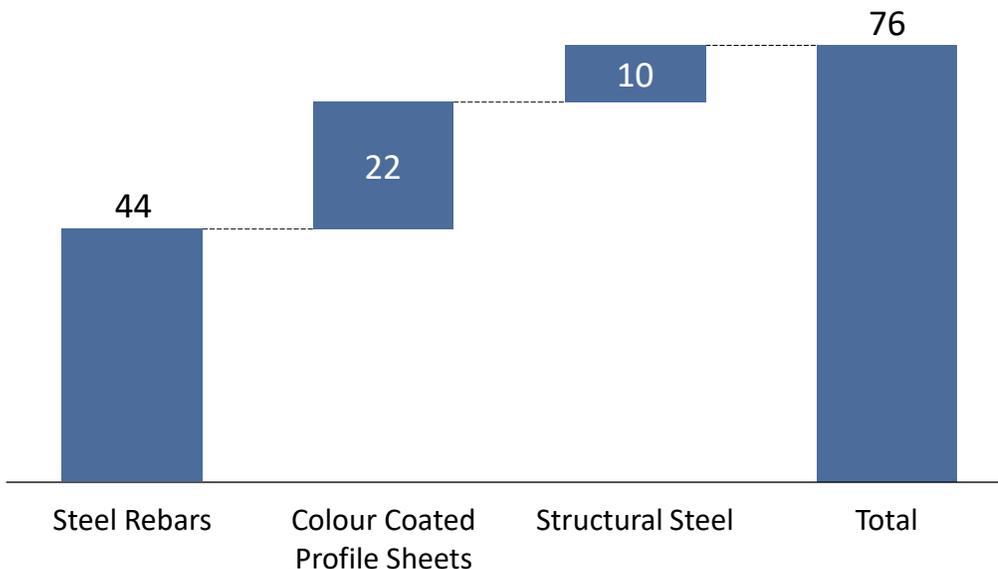
- **Communication** : Working with a local manufacturer makes the communication process easy. Real time conversations result in a better understanding of the specifics and preferences of the products by the Customer
- **Low Minimums**: Even the smaller quantity of the orders are delivered efficiently. This will help us penetrate even in the smaller Tier II & III cities of the Country
- **Quick Turn-Around Times** : Turnover time for manufacturing is faster with diversified manufacturers. The demand forecast is accurately known and the deliveries are planned accordingly
- **Transportation Costs** : Saving in Freight & Transportation Cost is reduced to a large extent with manufacturing near to the End Customer

## Manufacturing Capacities - Franchises

### Production Capacity :

- Steel Rebars – 25 Lacs MT per annum
- Structural Steel – 5 Lacs MT per annum
- Coloured Coated Profile Sheets – 2.5 Lacs MT per annum

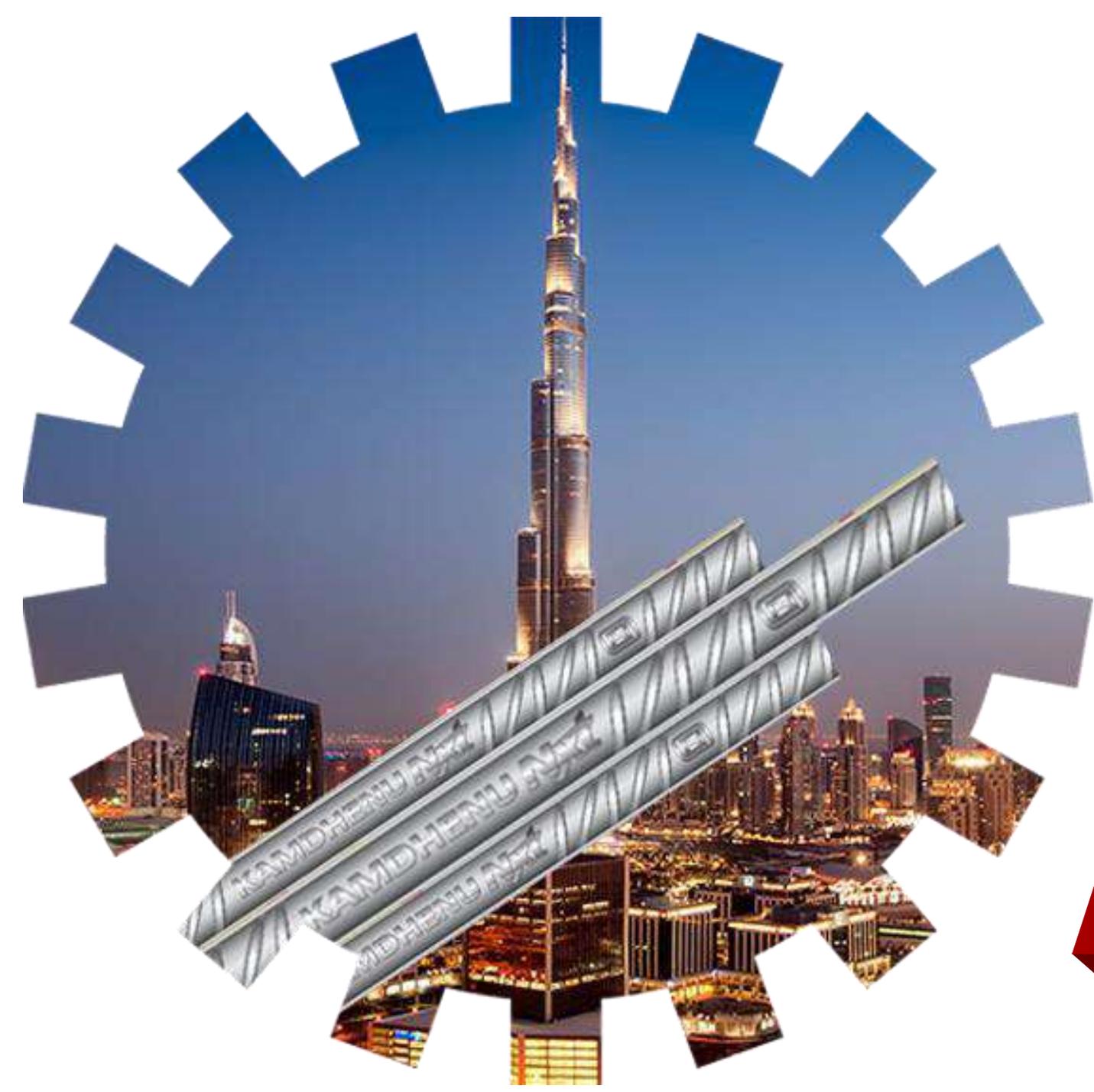
## Product wise Franchises



## Company Owned - Manufacturing, R&D and T&D

### Steel Division : Bhiwadi

- Small capacity of 72,000 MTPA to support innovation and product development
- Innovation Centre – Research & Development is done and new products / designs based on Customer Requirement in the Market are introduced
- Plant is being used as training centre for all technical staff deputed at the franchisee's unit
- The staff is trained on various technical, qualitative and commercial aspects



Branded Product Portfolio



## Kamdhenu TMT Bars

TMT Bars are thermo-mechanically-treated through leading world tempcore based technology for high yield strength



## Kamdhenu SS 10000 TMT Bars

TMT Bars are thermo-mechanically-treated through leading world tempcore based technology for high yield strength



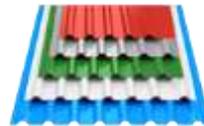
## Kamdhenu – Nxt TMT

Next Generation Interlock Steel and has got the angular double rib design having obtained all the rights to manufacture, market and sell double rib TMT bar



## Kamdhenu Structural Steel

Produced under franchisee agreement multitude of special contours such as angles, channels, beams, flats, round & square



## Kamdhenu Colour Max

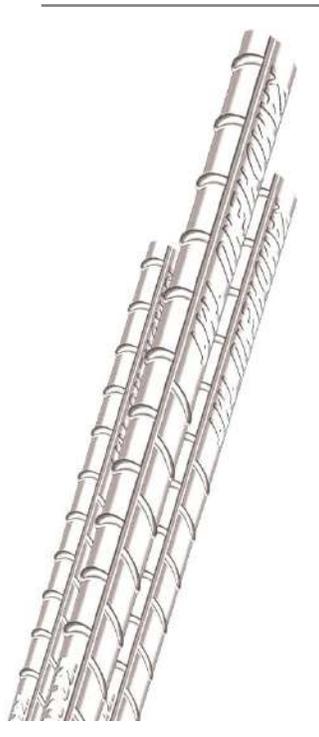
Colour Coated profile sheets – versatile color metal products make dream building look stylish and elegant



## Kamdhenu Paint – *COLOUR DREAMZ*

Offers a basket of 40+ SKUs of the high end Exterior and Interior Emulsions, Designer Finishes, Stainers, distempers etc.

# India's largest Branded TMT Bars



India's **Largest brand** in TMT (Thermo Mechanically Treated) steel bars with in-house capacity of **72,000 MT p.a.**



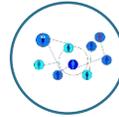
State-of-the-art **Tempcore Technology** from CRM, Belgium



**44** Franchisee Units under "**KAMDHENU Brand**" steel rebars with the production capacity of **25 Lacs MT p.a.**



**4%** less weight per meter than normal and **20%** more strength



Huge dedicated marketing network of **6,500** dealers



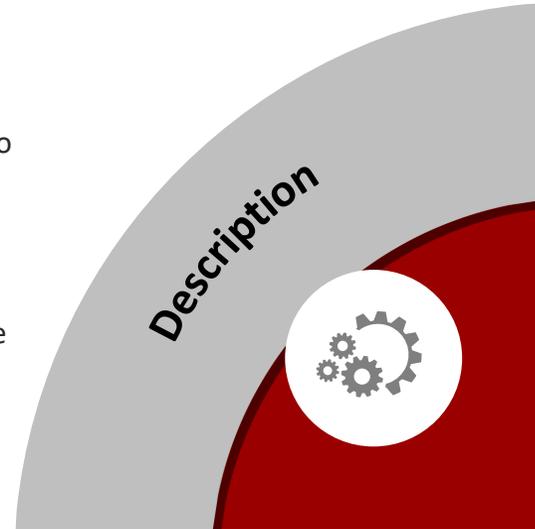
Has **9 grades** and used in all types of construction works ranging from **Buildings to Dams**



Kamdhenu Limited manufactures Structural Steel under franchisee arrangement

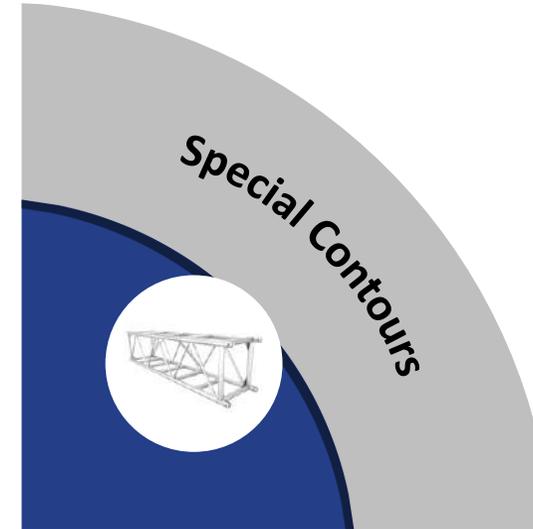
## Description

- One such product which continues to pioneer new innovations
- It is counted as one of the most recycled material on Earth, made of 88% cast-off product, fully recyclable in the future



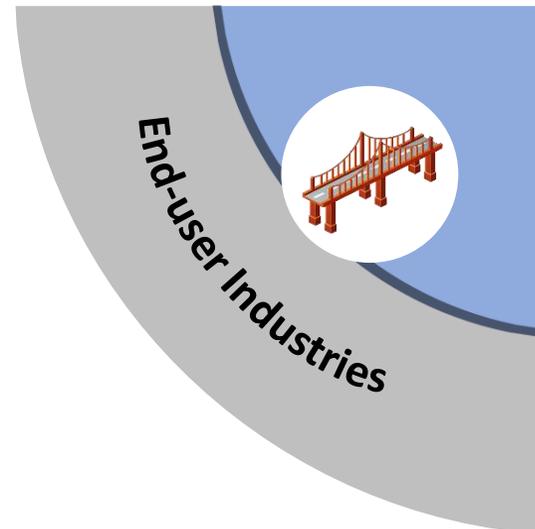
## Special Contours

- Production of a multitude of special contours such as:
  - Angles,
  - Channels,
  - Beams,
  - Flats,
  - Round &
  - Square
  - Pipes



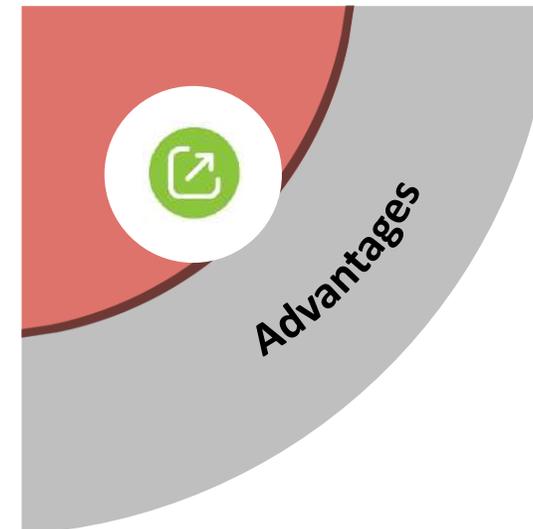
## End-user Industries

- Industrial structures, flyovers, bridges, dams, transmission line towers, underground platforms in metro railways and other reinforcement structures across the country



## Advantages

- High Strength and High Ductility
- Superior Bend ability, Weld ability and Straightness
- Available in every state of India
- Economic in Application
  - Lower sectional weight and higher strength technique
  - Highly cost-effective and save steel



# Decorative Paints Among Top Brands in India



## Commenced

Kamdhenu Paints – *COLOUR DREAMZ* **2008** set up its own unit for manufacturing of decorative Paints under its flagship brand

## Market Position

Amongst the **Top Paints Company** in India

## Capacity

Installed capacity of **~46,000** tonnes p.a.

## Offerings

- Complete range of paint products
- Exterior & Interior Emulsions,
  - Water based primers,
  - Wood Finishes,
  - Aluminium Paints and
  - Textured & Designer Paints

*"All the paint products are Eco-friendly ensuring that beauty of nature remains intact".*



## Kamdhenu Paints Designer Gallery

**30** designer galleries in operation across **8** states of India

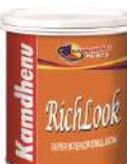
- One-stop-shop solutions to customers as well as painters
- Newest offering from the company within the premium luxury wall finish segment
- Offers exclusive range of latest global trends in wall finishes, vibrant colours, textures and coatings, etc.



# Extensive Product Range



## Emulsions

Type	Premium	Regular
Exterior	 Weather Supreme	 Weather Classic
	 Kamo Shine	 Kamo Silky
	 Richlook	 Kamo Blaster
Interior	 Kamo Shine	 Velvety
	 Kamo Silky	 Sheen & Shine
	 Kamo Blaster	 Kamo Blaster

## Primers

Type	Premium	Regular
Water Based	 Exterior Sealer	 1st Quality
	 Universal Primer	
Solvent Based	 Wood Primer	 Red Oxide
	 Universal Primer (ST)	

## Distempers

Distempers	 Kamosilky	 Bunty	 Kyson
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## New Products

**KAMODUAL**  
LUXURY EMULSION  
For both Interior & Exterior Wall



**KAMODUAL**  
PREMIUM EMULSION  
For both Interior & Exterior Wall



## Enamels



Kamolite  
(High Gloss Enamel)

## Stainers, Specialty and Other Coatings

Designer & Textured Paints



Kamo Replica  
The Special Effect Paint

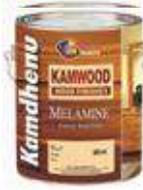


Kamometallica  
Metallic Lustre Paint

Kamwood Wood Coatings



NC Lacquer



Melamine



NC Sanding Sealer



Kamdhenu PU

Machine Colorants & Stainers



Kamotint – Universal Stainers



Colorants

## Construction Chemicals



Kamocrete CRP  
Concrete Repair Product



Kamoshoraseal  
Anti Efflorescent Primer



Kamoproof ALW  
WATER PROOFING  
COMPOUND FOR  
CEMENT MORTAR AND  
CONCRETE



Kamorooftcoat  
High Quality Liquid  
Elastomeric  
Waterproof Coating

## Wall Putty



Kamoplast  
Wall Putty



Kamocare  
Wall Putty

## Other Products

*Kamoshine Luster Aluminum Paints, Kamoshine GP Aluminium Paint, Road Marking Paints, Kamolite Roof Paint, Kamolite Heat Resistant Paint, Kamolite Stoving Paint & Kniefing Paste Filler*

## Premium Wood Finish



Kamwood Premium Wood finishes works to protect and decorate wooden surfaces. It is clear in colour and highlights the natural grain of wood, enhancing the look and feel of the surface. The coat is moisture, fungus, heat resistant adding to the life of the wood surface. It can be applied to interiors and exterior

## Water Proofing Solutions



Our specialized water proofing solutions are an aid to the household and industrial demands. We have set up its ultra-modern mechanized division for the development of variety of construction chemicals. Strict surveillance on behalf of proficient engineers with technical expertise is done so as to ensure the fineness of the product quality

## Floor Coat



Kamo Floor Coat (KFC) is a specialized paint (based on Fast Track Emulsion) specially formulated for Exterior / terrace floor tiles, cement tiles and any walkways or plain cemented surfaces. Aimed at the segment having independent houses, bungalows, hotels, cooperative housing societies and resorts for giving a better looks to the cement floors.

## Dual Primer

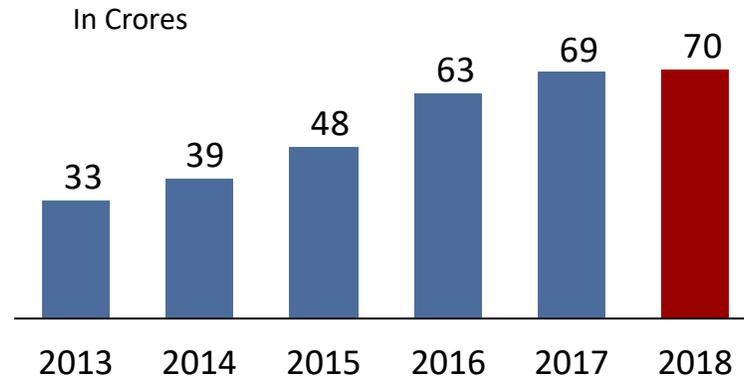


It's a unique primer which can be applied on the walls at exteriors and interiors both . It will be a unique product and gives dual benefits to dealers as they have to keep lesser inventory at shops followed with to the end consumer who doesn't have to buy two different primers for the same house, it will be economical to his pocket as well

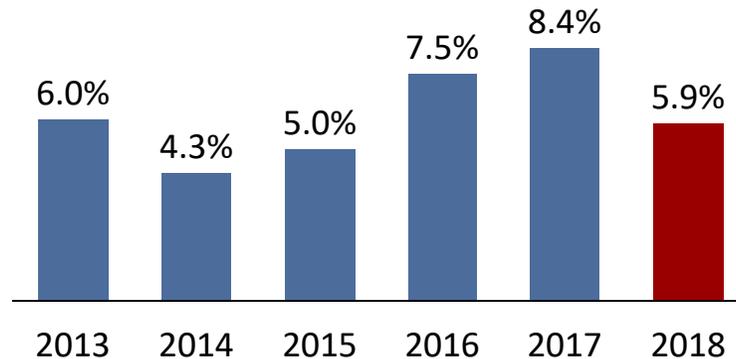


Brand “KAMDHENU”

## Brand Expenses



## Brand Expenses to Sales



## Brand Creation over years



## Premiumization of Products

- International Quality with competitive prices

## Positive Relationship

- With Dealers and Distributors
- Provides Franchisee Partners with Marketing Strategies

## Results

- Enhances Brand Association
- Gives Exceptional Distinctiveness to products
- Improves popularity among target customers

**Brand “KAMDHENU” of Kamdhenu Limited is the best quality brand committed with Honesty, Transparency and Customer Satisfaction**

## Celebrity Participation in Business events

Kamdhenu has strategically used it's celebrity repertoire to create visibility at all levels



Madhuri Dixit



Anil Kapoor



Sonam Kapoor



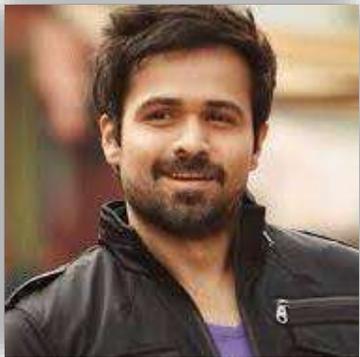
Karisma Kapoor



Shilpa Shetty



Kangana Ranaut



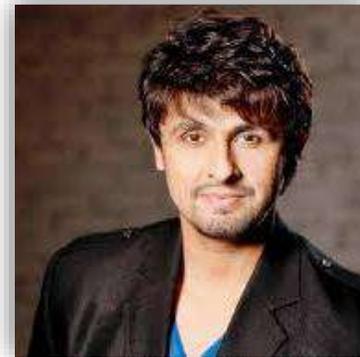
Emraan Hashmi



Preity Zinta



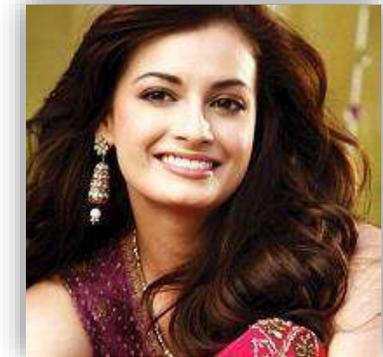
Malaika Arora



Sonu Nigam



Kanika Kapoor



Dia Mirza

Medium	Partner Newspapers		
National Newspapers			
Regional Newspapers	 Rajasthan Patrika	 (Jansatta)	 (Punjab Kesari)



The Kamdhenu brand is prominent across the country, with wide presence in electronic, print as well as outdoor media – which is complemented by brand awareness enhancing events

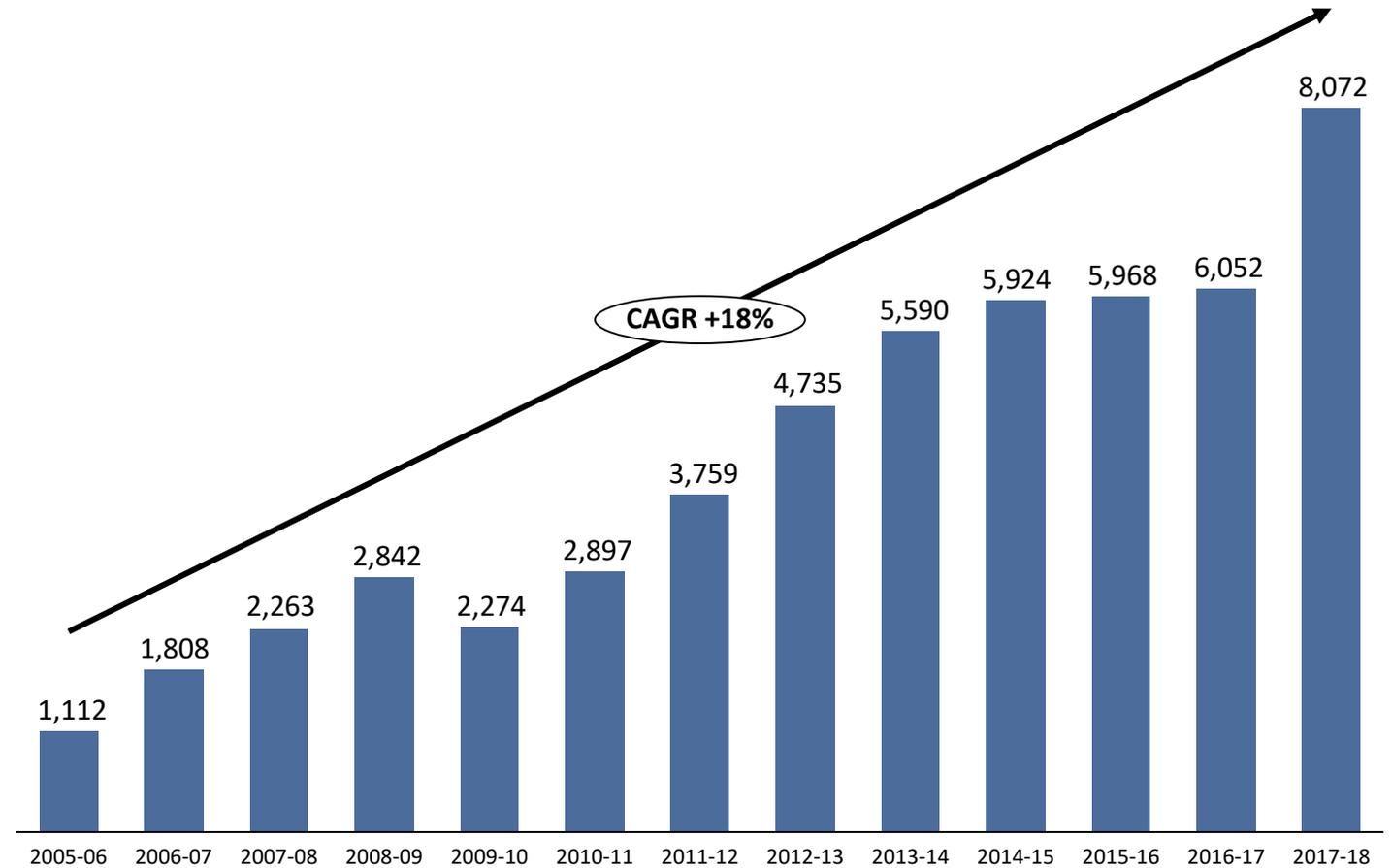


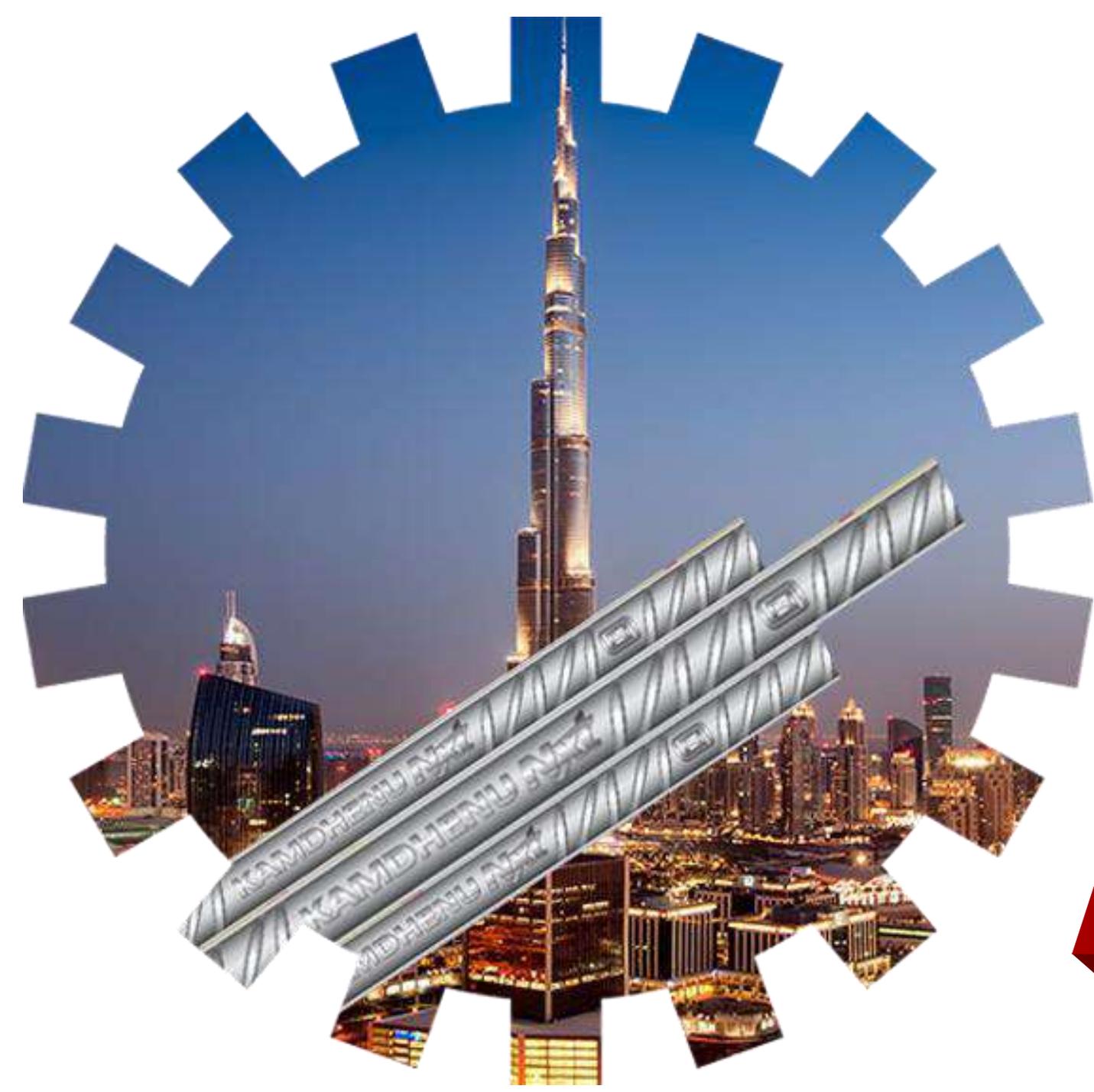
**Notable celebrity affiliations through brand promotions, event participations have helped strengthen the emotional connect with dealers where relationships were formative**

**TARGET KA  
BADSHAH**



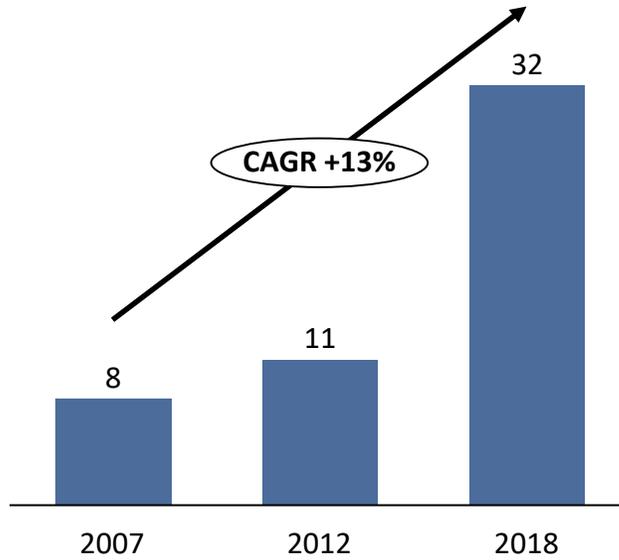
## Kamdhenу Brand Sales Turnover (In Rs. Crs)





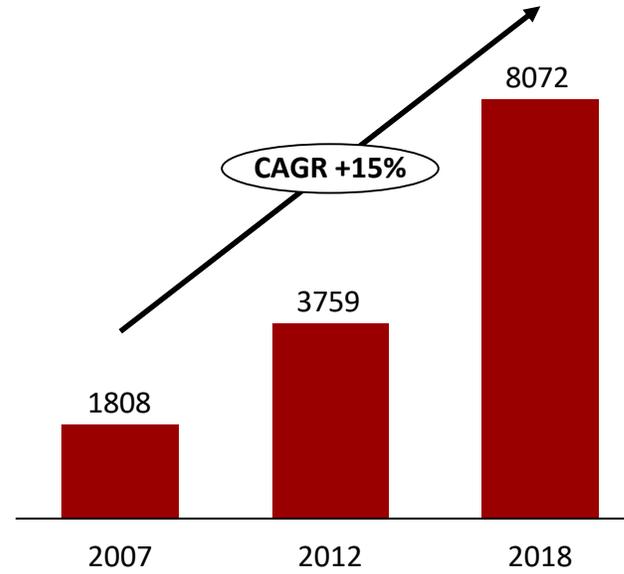
Vision 2020

## Increased Capacity



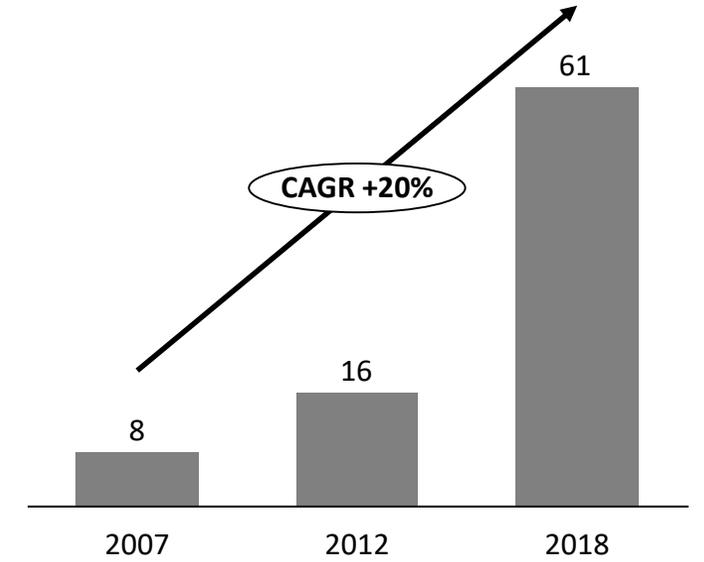
50 Lakh  
Metric Tonne  
by 2022

## Increase in Brand Revenue (Rs. Crs)



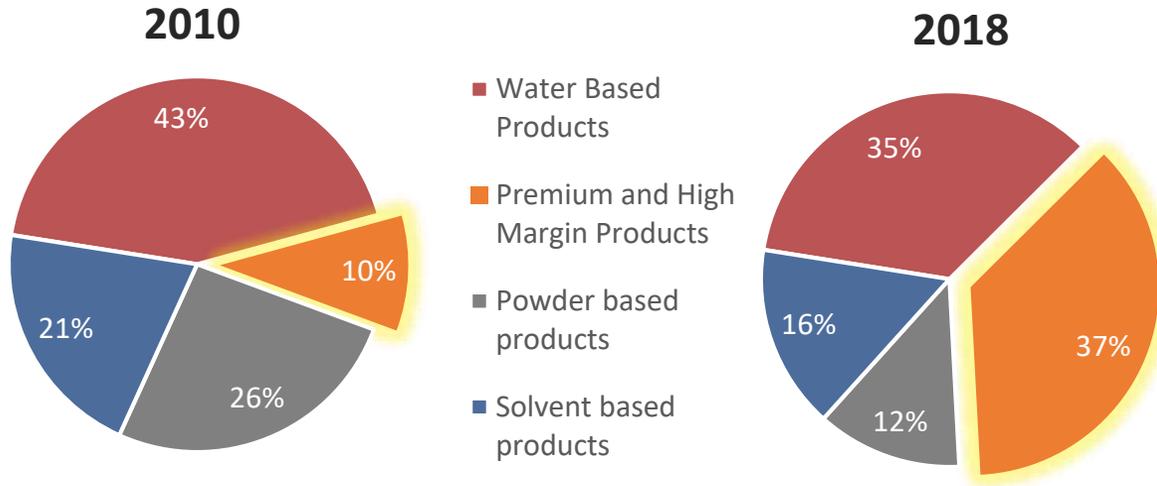
Rs.12,000 crs  
by 2020

## Increase in Royalty Income (Rs. Crs)

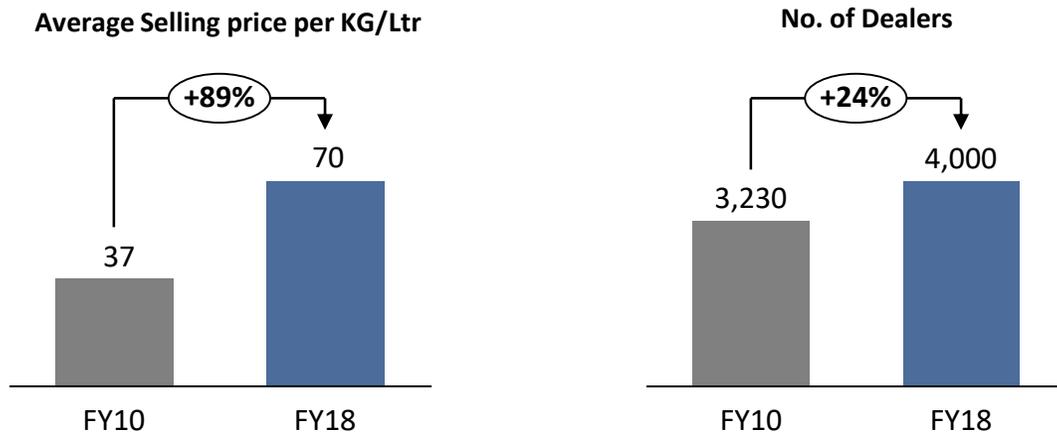


Rs. 100 crs  
by 2020

## Breakup of Revenue

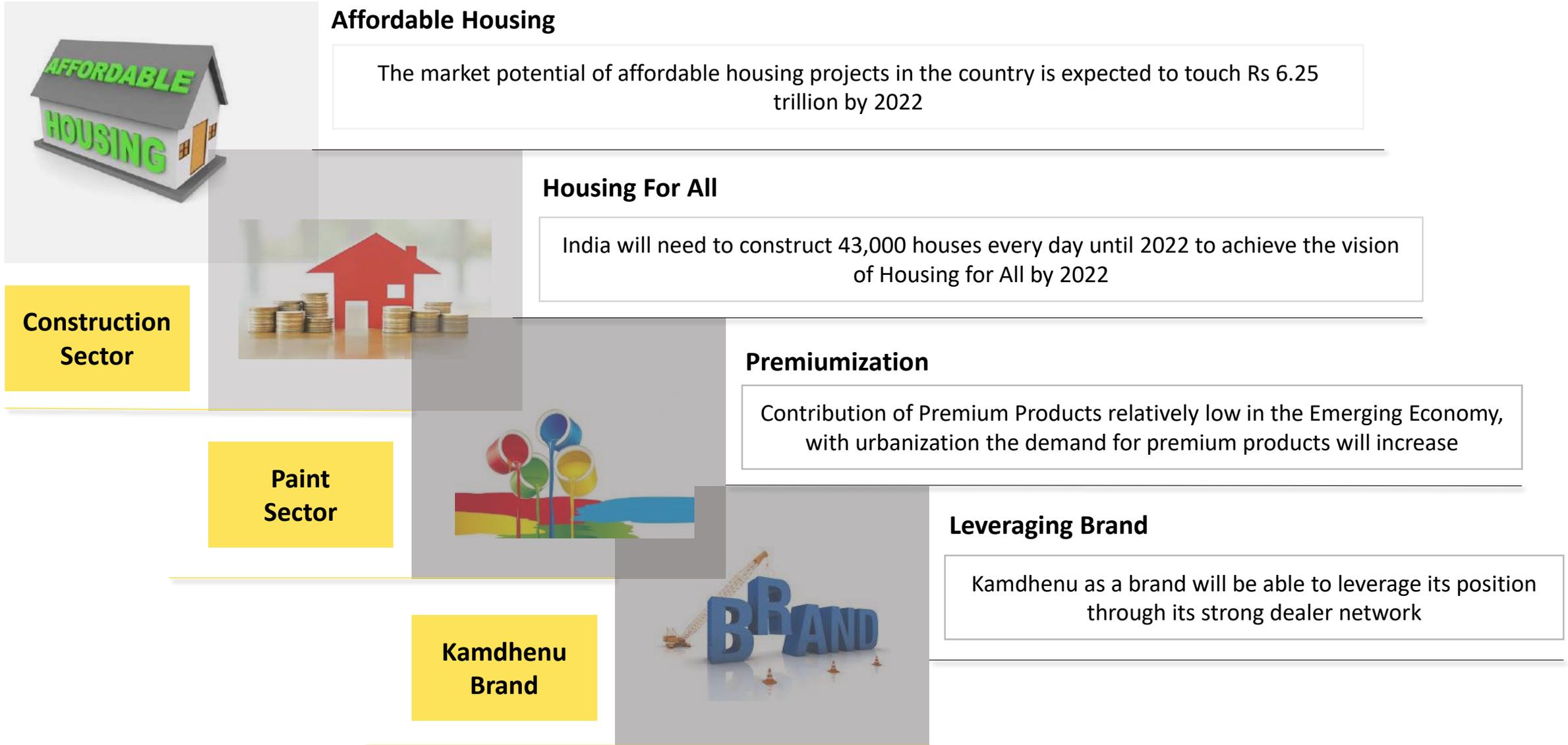


Reducing the low priced dealers to focus on Premium Products



A targeted dealer network with a core focus on premium products

- Penetration can be easily tripled in 5 years through new dealers. Currently there are 50,000 + Dealers in India whereas we currently have ~ 4,000
- Potential for segmental expansion – Venture to non-decorative paints
- Reducing Re-painting Cycle
- Tapping the Under-penetrated Markets
- Targeting Urban markets through Institutional Business
- Capturing Market Share from Unorganized Players





Management Team



Mr. Satish Kumar Agarwal  
**Chairman & Managing Director**



Mr. Sunil Kumar Agarwal  
**Whole Time Director**



Mr. Saurabh Agarwal  
**Whole Time Director**



Mr. Sachin Agarwal  
**Whole Time Director**



Mr. Mahendra Kumar Doogar  
**Director**



Mr. Radha Krishna Pandey  
**Director**



Mr. Ramesh Chand Surana  
**Director**



Mrs. Nishal Jain  
**Director**



Mr. Harish Kumar Agarwal  
**CFO**



**World's Greatest Brands 2015 amongst Asia & GCC**



**Asia's Most Promising Brand 2015-16 by World Consulting & Research Corporation**



**Indian Power Brand 2016 Award**



**World's Greatest Brands 2017-18 amongst Asia & GCC for Steel as well as Paints Division**



Financials

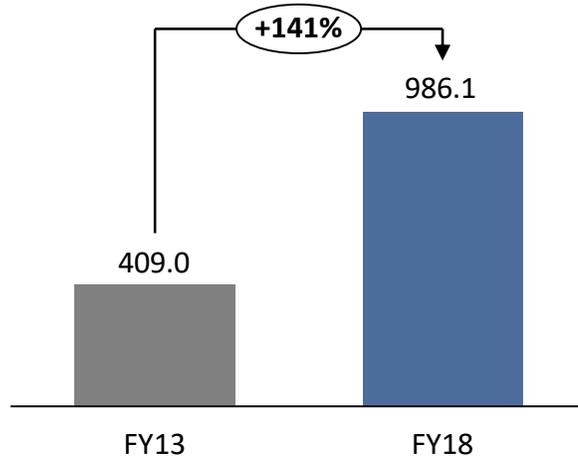
# Q1 FY19 - Statement of Profit & Loss\*



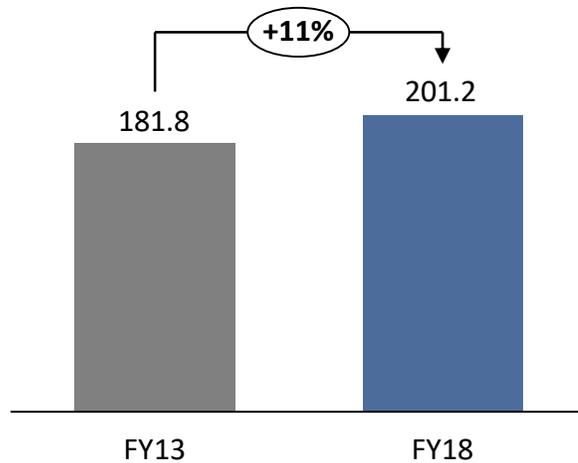
Particulars (Rs. Crs.)	Q1 FY19	Q1 FY18	Y-o-Y	FY18
<b>Net Revenue from Operations</b>	<b>399.8</b>	<b>228.2</b>	<b>75%</b>	<b>1,179.8</b>
Cost of Material Consumed	92.2	54.7		259.0
Purchase of Stock-in-Trade	243.3	132.5		717.5
Change in Inventories	-1.3	-9.7		-7.7
<b>Total Raw Material</b>	<b>334.2</b>	<b>177.6</b>		<b>968.8</b>
Employee Expenses	12.0	9.8		40.5
Other Expenses	39.9	31.6		126.8
Other Income	0.0	0.2		0.7
Depreciation	1.9	1.6		7.7
<b>EBIT</b>	<b>11.8</b>	<b>7.8</b>		<b>36.7</b>
Finance Cost	2.5	3.5		12.3
<b>Profit before Tax</b>	<b>9.3</b>	<b>4.3</b>	<b>115%</b>	<b>24.4</b>
Tax	3.3	1.5		8.7
<b>Profit After Tax</b>	<b>5.9</b>	<b>2.8</b>	<b>114%</b>	<b>15.7</b>
EPS	2.44	1.18		6.70

\*As per Ind-AS

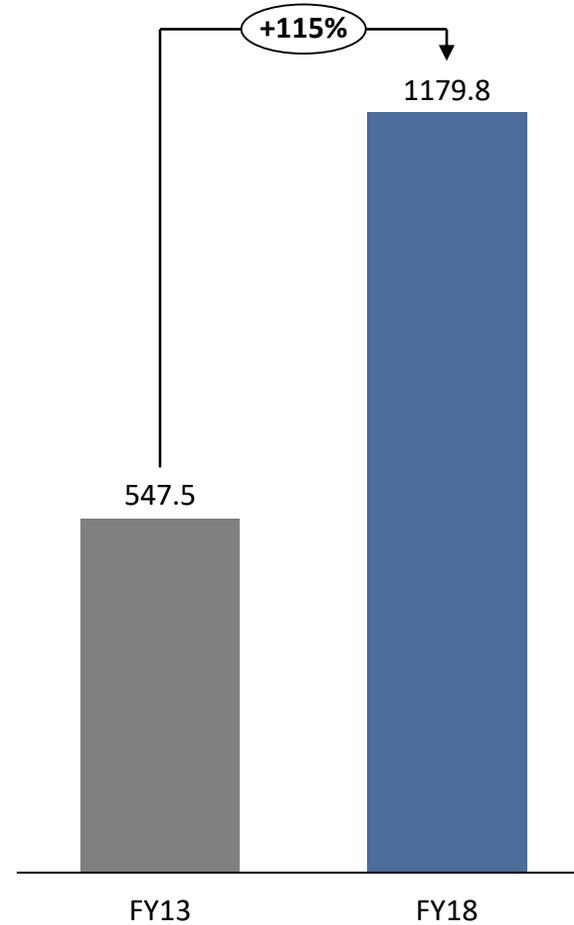
## Revenue - Steel business



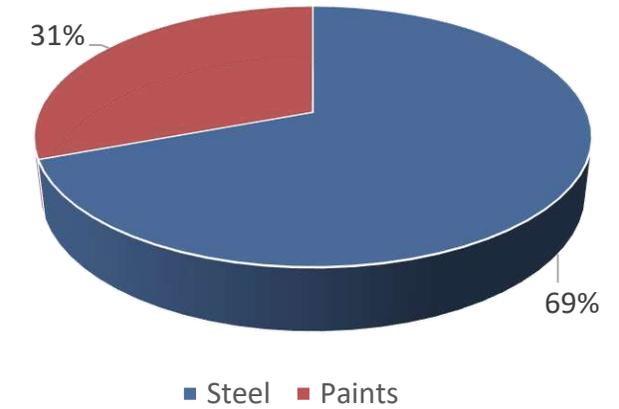
## Revenue - Paint business



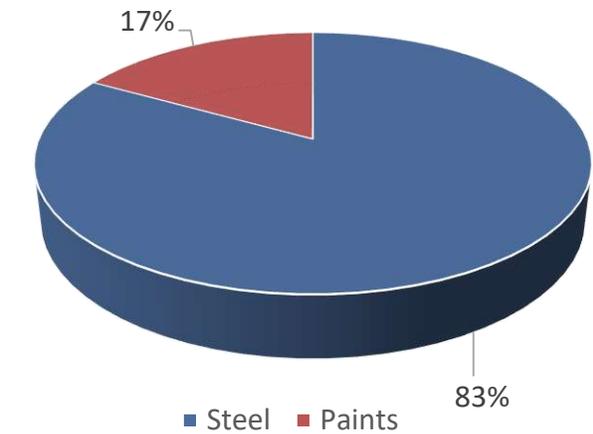
## Total Revenue



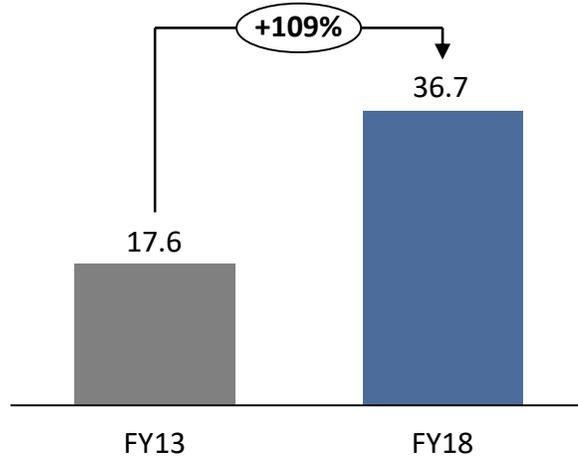
## Segmental Breakup - FY13



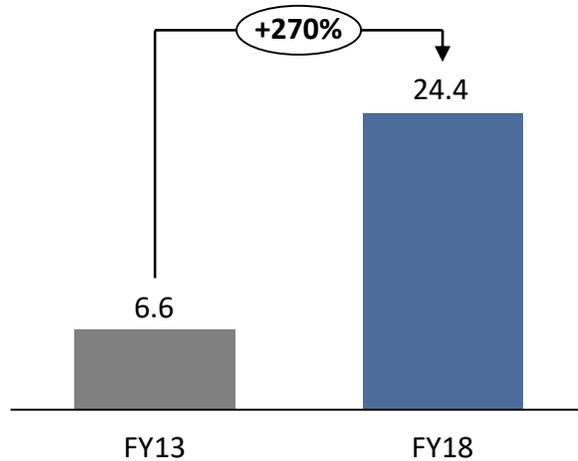
## Segmental Breakup - FY18



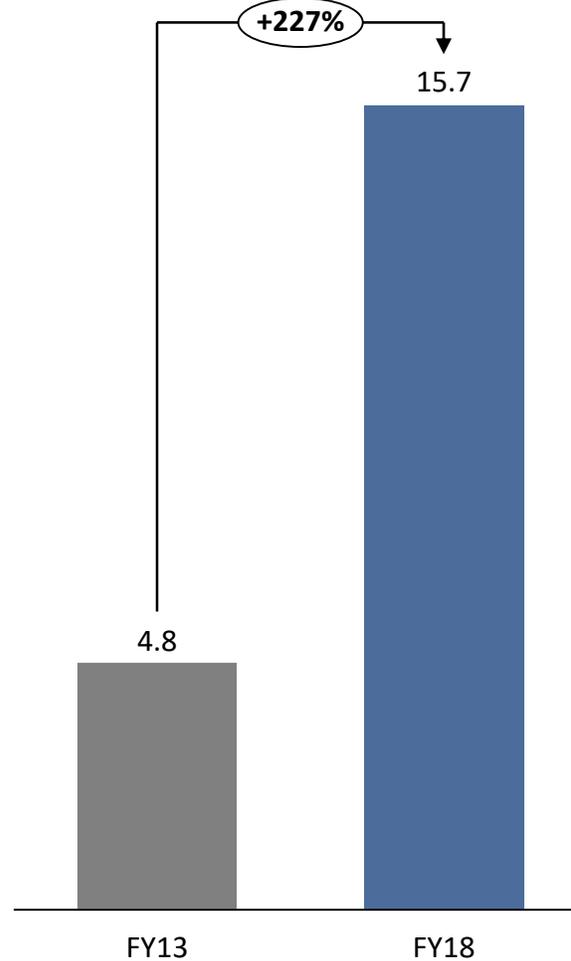
## EBIT



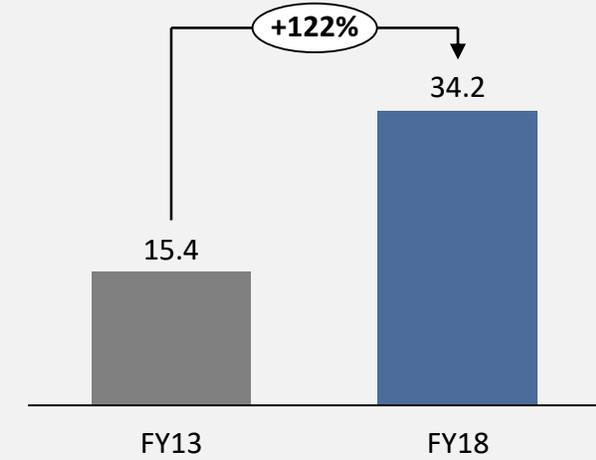
## PBT



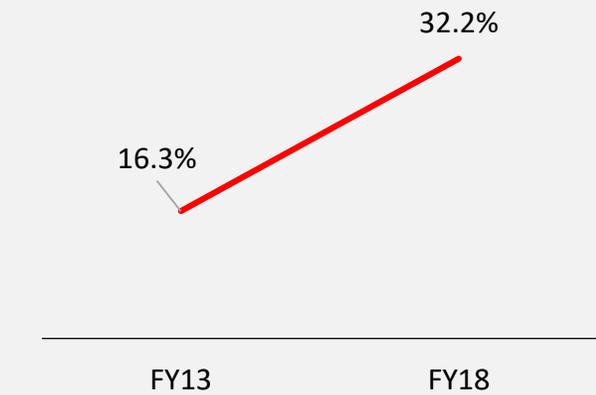
## PAT



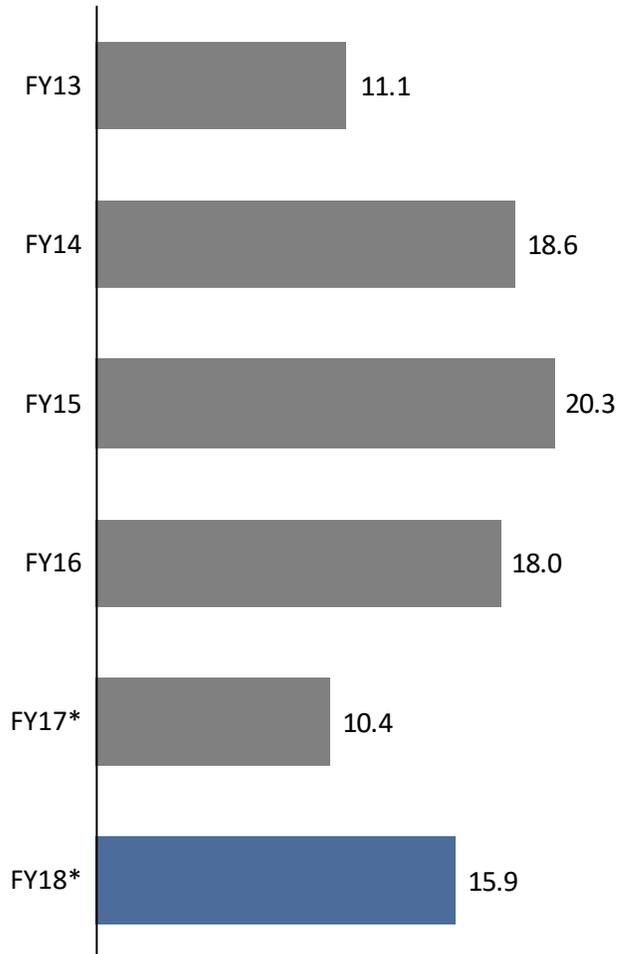
## EBIT - Steel business



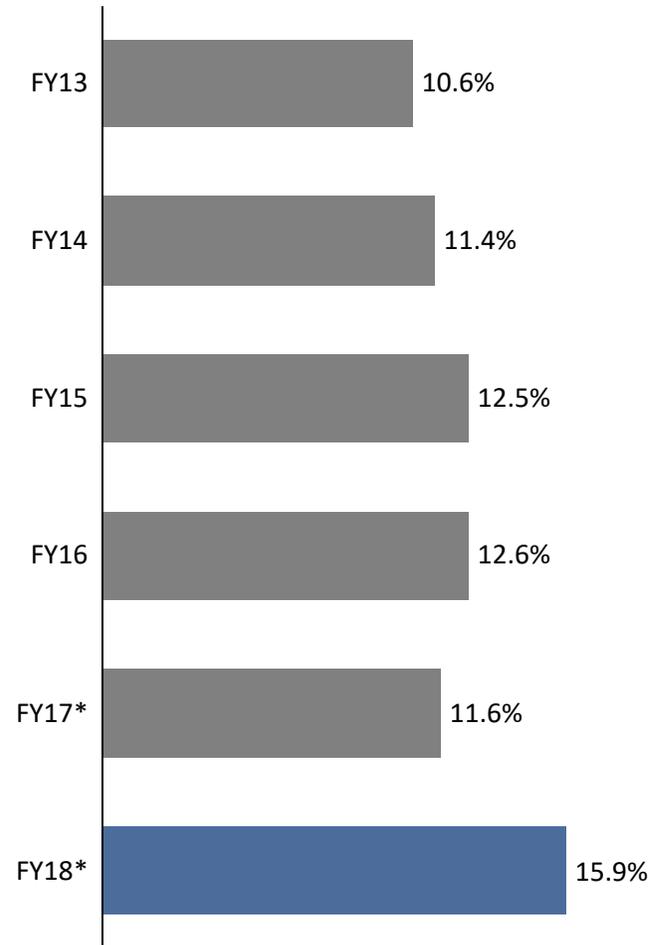
## RoCE (%) – Steel business



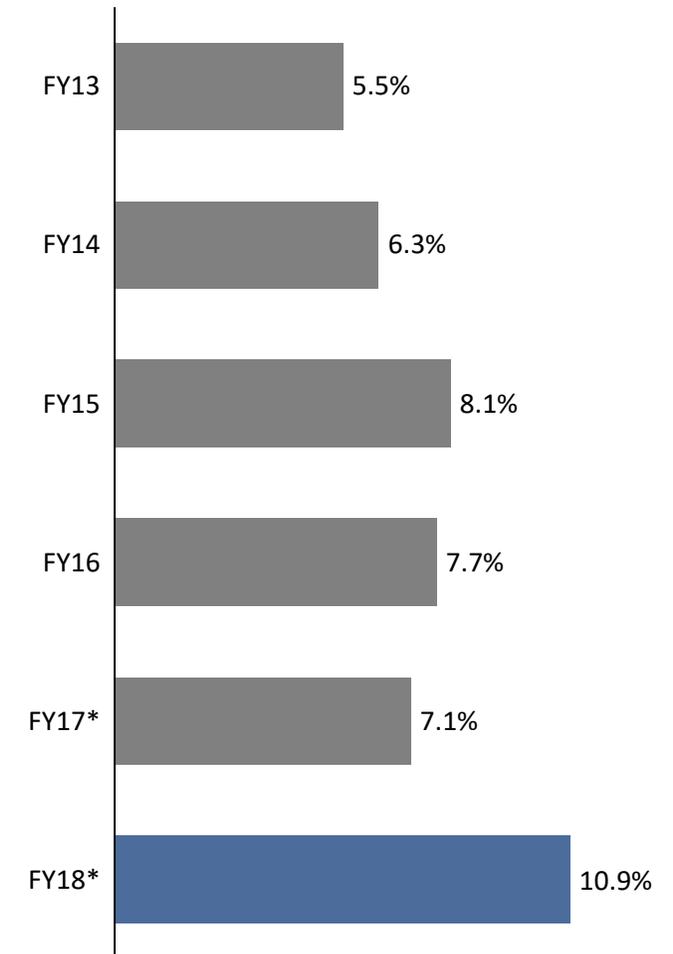
## Fixed Asset Turnover (X)



## ROCE (%)



## ROE (%)



\*As per Ind-AS

Particulars (Rs. Crs)	FY18*	FY17*	FY16	FY15	FY14	FY13
Revenue	1,179.8	824.9	841.2	968.0	921.7	547.5
Total Raw Material Cost	968.8	634.8	667.8	821.9	793.8	427.8
Employee Expenses	40.5	34.0	30.9	24.1	21.9	21.2
Other Expenses	126.8	123.5	110.9	92.1	81.0	77.5
Other Income	0.7	0.5	0.5	0.4	0.4	0.9
Depreciation	7.7	7.7	5.2	5.4	4.7	4.3
<b>EBIT</b>	<b>36.7</b>	<b>25.5</b>	<b>26.9</b>	<b>24.9</b>	<b>20.6</b>	<b>17.6</b>
Finance costs	12.3	13.7	14.5	13.0	11.4	11.0
<b>PBT</b>	<b>24.4</b>	<b>11.7</b>	<b>12.4</b>	<b>11.9</b>	<b>9.2</b>	<b>6.6</b>
Tax	8.7	3.6	4.3	3.9	3.3	1.8
<b>PAT</b>	<b>15.7</b>	<b>8.1</b>	<b>8.1</b>	<b>8.0</b>	<b>6.0</b>	<b>4.8</b>
<b>EPS</b>	<b>6.70</b>	<b>3.46</b>	<b>3.48</b>	<b>3.43</b>	<b>2.54</b>	<b>2.08</b>

# Balance Sheet as on 31<sup>st</sup> March, 2018\*



Particulars (Rs. Crs.)	31 <sup>st</sup> Mar 2018	31 <sup>st</sup> Mar 2017
Equity Share Capital	23.4	23.4
Other Equity	120.2	91.5
<b>Total Equity</b>	<b>143.6</b>	<b>114.9</b>
Financial Liabilities		
Borrowings	0.6	0.3
Other Liabilities	8.2	9.0
Provisions	3.2	2.2
Deferred Tax Liabilities (Net)	9.6	10.8
<b>Total Non Current Liabilities</b>	<b>21.6</b>	<b>22.2</b>
Financial Liabilities		
Borrowings	86.5	105.2
Trade Payables	106.2	84.9
Other Financial Liabilities	3.6	4.4
Other Current Liabilities	12.3	11.4
Provisions	0.3	0.2
Current Tax Liabilities (Net)	0.8	0.5
<b>Total Current Liabilities</b>	<b>209.7</b>	<b>206.6</b>
<b>Total Equity and Liabilities</b>	<b>374.9</b>	<b>343.7</b>

Particulars (Rs. Crs.)	31 <sup>st</sup> Mar 2018	31 <sup>st</sup> Mar 2017
Non Current assets		
Property, Plant and Equipment's	74.4	79.7
Financial Assets		
Investments	2.7	2.7
Loans	0.1	0.1
Other Financial Assets	1.5	1.2
Other Non-Current Assets	3.3	3.5
<b>Total Non Current Assets</b>	<b>82.0</b>	<b>87.2</b>
Current Assets		
Inventories	66.9	61.6
Financial Assets		
Trade Receivables	186.4	160.1
Cash and Cash Equivalents	7.9	7.9
Bank Balances	1.9	1.8
Loans	0.3	0.4
Other Financial Assets	0.6	0.9
Other Current Assets	28.9	23.8
<b>Total Current Assets</b>	<b>293.0</b>	<b>256.6</b>
<b>Total Assets</b>	<b>374.9</b>	<b>343.7</b>

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