



INVESTOR PRESENTATION

February 2021



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Q3 & 9M FY21 Financial Highlights

Paints Business : Key Updates



Rs. Crores

 Revenues

 75.4
 64.2
 71.2

 49.2*
 71.2
 161.5
 157.9*

 37.6*
 49.2*
 161.5
 157.9*

 Q3 FY20
 Q4 FY20
 Q1 FY21
 Q2 FY21
 Q3 FY21
 9M FY20
 9M FY21

Update on the Paint Business

- During the first quarter of FY20, a major fire broke out in the Paints factory of the Company due to which the inventory at the factory, property, plant & equipment got damaged substantially.
 There had been no human casualty in the said fire incident.
- The Insurance Company has admitted the claim and have already released Rs.5 crores to Kamdhenu Limited. This ensures removal of the hurdle of claim acceptance on behalf of the Insurance Company for the pending claim.
- Post the fire at the Paint Factory, we outsourced production from third party manufacturers and ensured the quality standards too.
- Operations at our Paint plant are proceeding smoothly. Phase II of restoration of remaining building / plant & machinery to be completed by the end of Q4 FY21 and full-fledged operations are expected to commence from Q1 FY22 to drive next level of growth.

Core Steel TMT Business : Revenue Break-Up

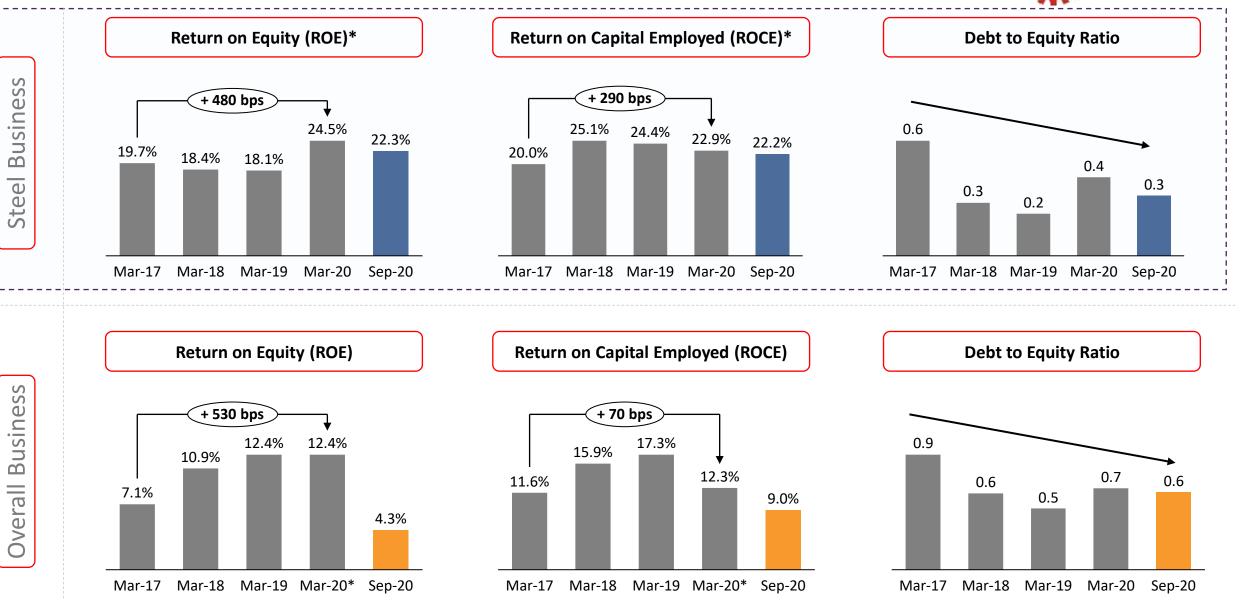




*Performance during H1FY21 impacted by CoVID-19 outbreak

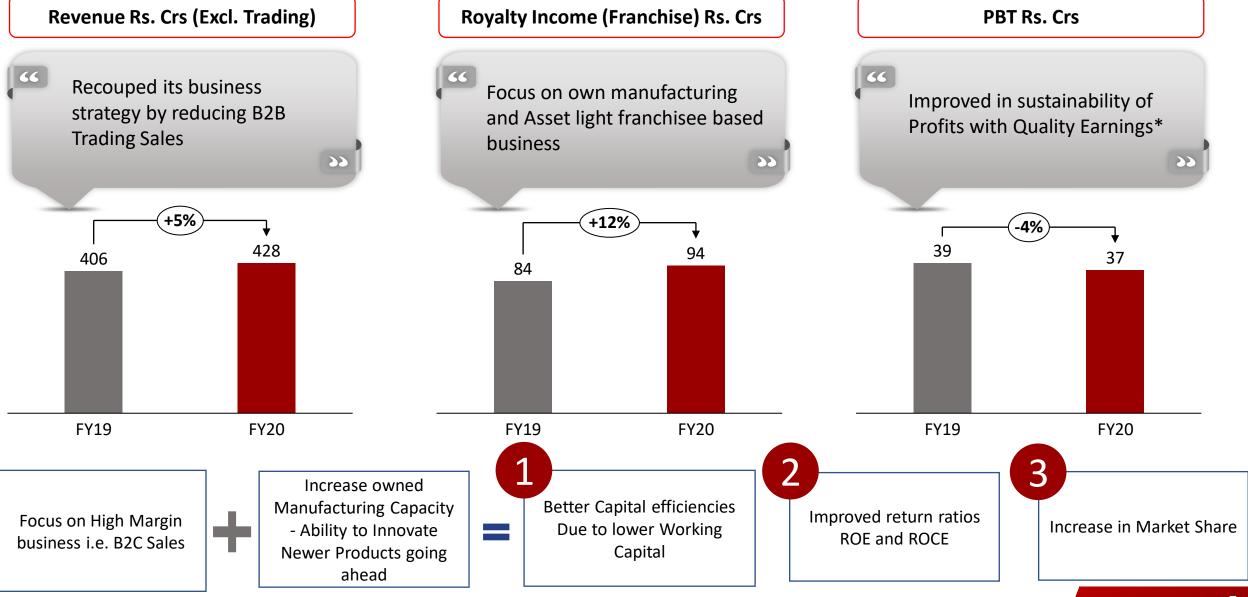
Improved Efficiencies driven by Steel Business





Core Steel TMT Business : Delivering Quality Earnings





*Reduced Profit due to one time Impact of NGT in November 2019 and CoVID in March 2020





Q3 & 9M FY21 - Statement of Profit & Loss^



Particulars (Rs. Crs.)	Q3 FY21	Q3 FY20	YoY	Q2 FY21	QoQ	9M FY21*	9M FY20
Net Revenue from Operations	192.8	255.4	-25%#	146.4	32%	427.3	716.4
Cost of Material Consumed	104.0	86.4		78.8		216.3	244.7
Purchase of Stock-in-Trade	15.8	110.1		14.0		39.3	310.8
Change in Inventories	8.2	-8.7		0.5		17.3	-29.1
Total Raw Material	128.1	187.8		93.3		273.0	526.4
Employee Expenses	12.8	13.3		12.3		35.0	38.1
Other Expenses	38.2	42.2		32.1		90.0	116.2
Other Income	1.4	0.3		1.1		3.4	0.5
Depreciation	2.2	2.1		2.1		6.4	6.3
EBIT	12.9	10.4	25%	7.7	67%	26.3	29.9
Finance Cost	3.3	3.2		3.9		10.9	8.5
Exceptional Items	0.0	-24.4**		0.0		0.0	-25.1
Profit Before Tax	9.6	-17.2	-	3.8	150%	15.4	-3.7
Тах	2.5	-4.2		1.3		4.3	-3.3
Profit After Tax	7.2	-13.0	-	2.5	186%	11.1	-0.4
EPS	2.68	-4.91		0.94		4.15	-0.16
Profit Before Tax (PBT) excluding exceptional items	9.6	7.2	35%	3.9	150%	15.4	21.4

^On Standalone Basis #Due to reduction in B2B sales of steel business

*Performance during H1FY21 impacted by CoVID-19 outbreak

** The Company had very old pending excise & service tax matters pertaining to the period from 2004 to 2012 under various stages of dispute totalling to ~ Rs.49 crores. In order to clear the old disputes and litigation, the Company had decided to settle all these pending matters by opting for this Sabka Vishwas (Legacy Dispute Resolution) Scheme, 2019. The Company accounted for an amount of Rs.24.39 crores towards the settlement of various old excise and service tax dispute.

Balance Sheet as on 30th September 2020[^]



Particulars (Rs. Crs.)	Sep 2020	Mar 2020	
Equity Share Capital	26.9	26.5	
Other Equity	156.7	154.2	
Total Equity	183.7	180.7	
Financial Liabilities			
Borrowings	6.9	0.4	
Lease Liabilities	5.8	6.6	
Other Liabilities	7.6	7.3	
Provisions	4.2	4.0	
Deferred Tax Liabilities (Net)	5.4	5.6	
Total Non Current Liabilities	29.9	23.9	
Financial Liabilities			
Borrowings	99.8	117.5	
Lease Liabilities	1.7	1.7	
Trade Payables	87.4	122.1	
Other Financial Liabilities	15.8	8.7	
Other Current Liabilities	9.4	8.9	
Provisions	0.6	0.6	
Current Tax Liabilities (Net)	-	-	
Total Current Liabilities	214.7	259.4	
Total Equity and Liabilities	428.2	464.0	

Particulars (Rs. Crs.)	Sep 2020	Mar 2020
Non Current assets		
Property, Plant and Equipment's	76.7	79.4
Capital Work in Process	1.5	1.1
Right of Use Assets	5.9	6.8
Goodwill on Consolidation	-	-
Financial Assets		
Investment in Subsidiary	0.0	0.0
Investments	2.5	2.7
Loans	0.0	0.0
Other Financial Assets	2.9	2.9
Other Non-Current Assets	11.8	10.9
Total Non Current Assets	101.3	103.8
Current Assets		
Inventories	66.4	78.2
Financial Assets		
Investment	4.7	3.5
Trade Receivables	187.5	212.1
Cash and Cash Equivalents	2.6	2.7
Bank Balances	2.4	2.3
Loans	0.5	0.5
Other Financial Assets	37.7	42.2
Other Current Assets	25.2	18.8
Total Current Assets	326.9	360.3
Total Assets	428.2	464.0

Cash Flow Statement as on 30th September,2020[^]

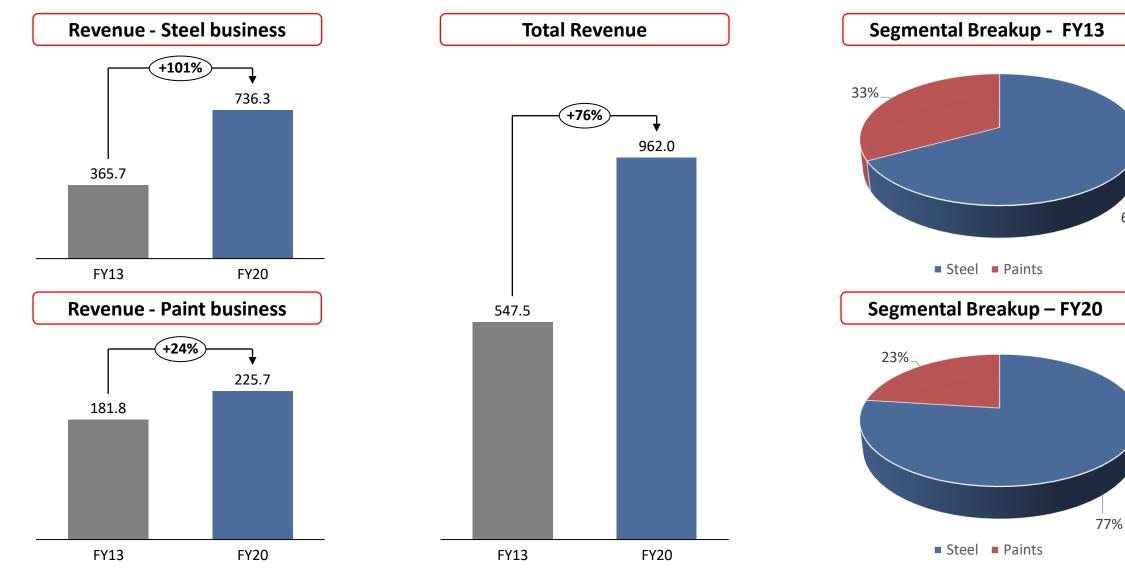


Particulars (Rs. Crs.)	Sep-20	Sep-19
Net Profit Before Tax	5.8	14.2
Adjustments for: Non Cash / Other Items	11.7	12.7
Operating profit before working capital changes	17.5	26.9
Changes in working capital	-0.2	-25.1
Cash generated from operations	17.3	1.8
Direct taxes paid (net of refund)	-2.2	-4.1
Net Cash from Operating Activities (A)	15.0	-2.3
Net Cash from Investing Activities (B)	-3.5	-4.6
Net Cash from Financing Activities (C)	-11.6	1.2
Net Decrease in cash and cash equivalents (A+B+C)	-0.1	-5.7
Add: Cash & Cash equivalents at the beginning of the period	2.7	9.3
Cash & Cash equivalents at the end of the period	2.6	3.6

Consistent Financial Performance^

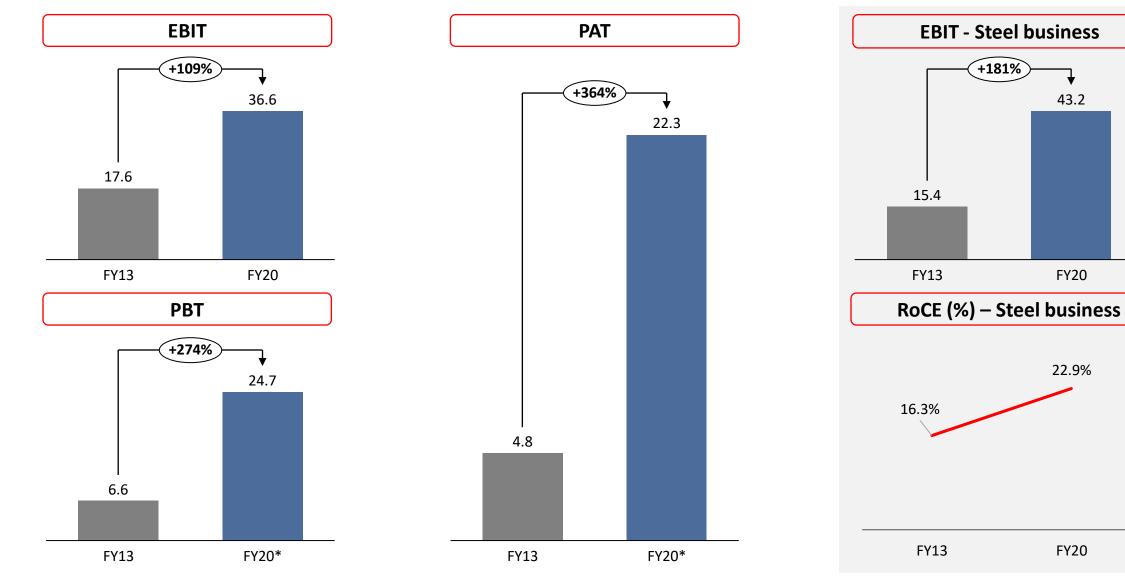


67%



Consistent Financial Performance[^]





Historical Profit & Loss Trend^



Particulars (Rs. Crs)	FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13
Revenue	962.0	1,232.4	1,179.8	824.9	841.2	968.0	921.7	547.5
Total Raw Material Cost	710.5	972.9	968.8	634.8	667.8	821.9	793.8	427.8
Employee Expenses	50.2	47.2	40.5	34.0	30.9	24.1	21.9	21.2
Other Expenses	156.9	158.8	126.8	123.5	110.9	92.1	81.0	77.5
Other Income	0.6	0.4	0.7	0.5	0.5	0.4	0.4	0.9
Depreciation	8.4	7.4	7.7	7.7	5.2	5.4	4.7	4.3
ЕВІТ	36.6	46.5	36.7	25.5	26.9	24.9	20.6	17.6
Finance costs	11.9	11.5	12.3	13.7	14.5	13.0	11.4	11.0
РВТ	24.7	34.9	24.4	11.7	12.4	11.9	9.2	6.6
Тах	2.4#	12.5	8.7	3.6	4.3	3.9	3.3	1.8
РАТ	22.3 #	22.5	15.7	8.1	8.1	8.0	6.0	4.8

Scheme of Arrangement

The Company has acquired 100% shareholding stake at face value in Kamdhenu Ventures Limited, whereby Kamdhenu Ventures Limited has become wholly owned subsidiary company of the Company. Further, Kamdhenu Colour and Coatings Limited has become wholly owned subsidiary company of Kamdhenu Ventures Limited and accordingly, Kamdhenu Colour and Coatings Limited has become step down subsidiary of the Company. Presently both the company is not having business operations.

It is hereby pertinent to mention that Kamdhenu Ventures Limited and Kamdhenu Colour and Coatings Limited was incorporated by the promoters of the Company to give effect to the proposed Scheme of arrangement of multiple entities^{*}. The Board of Directors of the Company in its meeting held on 31st January 2020 has approved this proposed Scheme of arrangement, subject to the requisite regulatory approvals.

National Stock Exchange and Bombay Stock Exchange vide their observation letters dated 28.09.2020 have made their observations in the draft Scheme.

The company to submit the petition before NCLT in Q4 FY21.

Rationale of the Proposed Arrangement

- i. The proposed amalgamation will simplify and streamline the shareholding structure of the Transferee Company. The Scheme will enable to remove multiple layers of the holding companies in tune with the Government policy
- ii. The amalgamation will result in significant reduction in multiplicity of legal and regulatory compliances which at present is required to be made separately by the Transferor Companies and the Transferee Company

Rationale for the proposed De-merger of Paint Business of Kamdhenu Limited into Kamdhenu Colour and Coatings Limited are, inter alia, as follows:

- i. It will impart better management focus, will facilitate administrative convenience and will ensure optimum utilization of various resources by these Companies
- ii. The proposed de-merger will provide scope for independent expansion of these businesses. It will strengthen, consolidate and stabilize the business of these Companies and will facilitate further expansion and growth of their respective businesses
- iii. The proposed de-merger will enable the Transferee Company and the Resulting Companies to raise necessary funds, invite strategic investors, employ specialized manpower, etc., for the respective businesses.
- iv. Tremendous operational efficiencies will be achieved by operating these two businesses as independent entities.





Overview



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

KAMDHENU is Largest TMT

selling brand in India, in the Retail

Segment

Kamdhenu Paints - COLOUR

DREAMZ decorative paint

amongst top brands

Brand Turnover

Rs. 10,800+ Crores in FY20

Volume Sales growth of 6% with 24.9 Lakh TMT sold



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

7,500 Dealers of Steel across India

4,000 Dealers of Paint spread across India

Our Journey



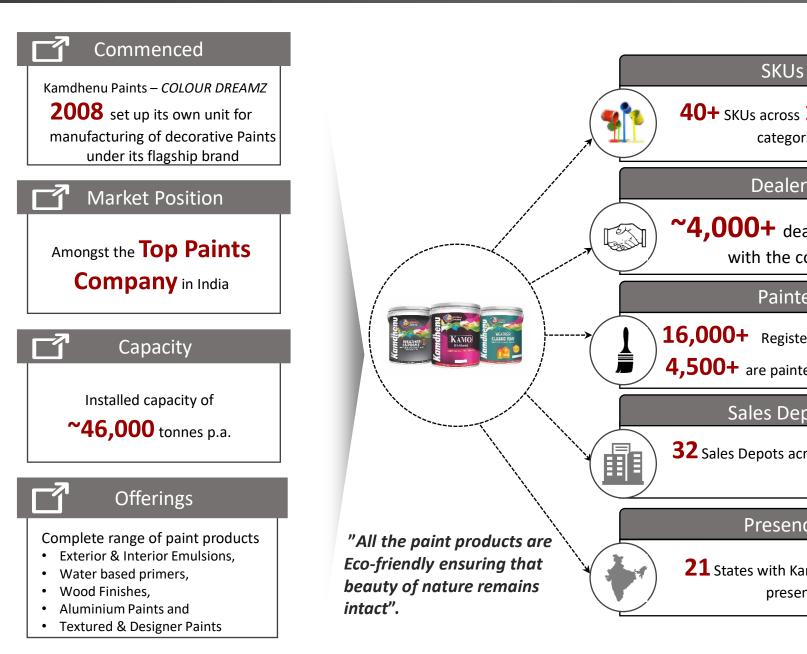
Steel • 2000- interr stand	- Production of Bars - Certified for national quality lards ISO 9001 & 786:1985	NSE, 2008 Dece Busi	6 - IPO – Listed at /BSE 8 - Forayed into orative Paints iness – COLOUR AMZ	 2016- Name Change Ispat Ltd. to Kamdhe positioned as brandi company 2017- Launched Kam interlock steel for ne 	nu Ltd. – ng and marketing ndhenu Nxt – TMT	
1994	1995-2000	2001-2005	2006-2010	2011-2015	2016-2017	2018-2020
 Incorporation of Kamdhenu Ispat Limited 		 2004- Innovated franchisee business association model 2005- Adopted Modern Technology of CRM Belgium To Manufacture TMT Steel Bars 		 2013- Launched Kamdh SS10000 premium TMT bars 2014- Launched Kamdh Structural Steel 2015- Became largest T selling brand in India 	enu	2018 – Board recommended to Hive- off of the Paint Division 2019 - Own Manufacturing Expansion 2020 - Launched Kamdhenu PAS10000 Steel Bar



Kamdhenu Paints

Decorative Paints Among Top Brands in India



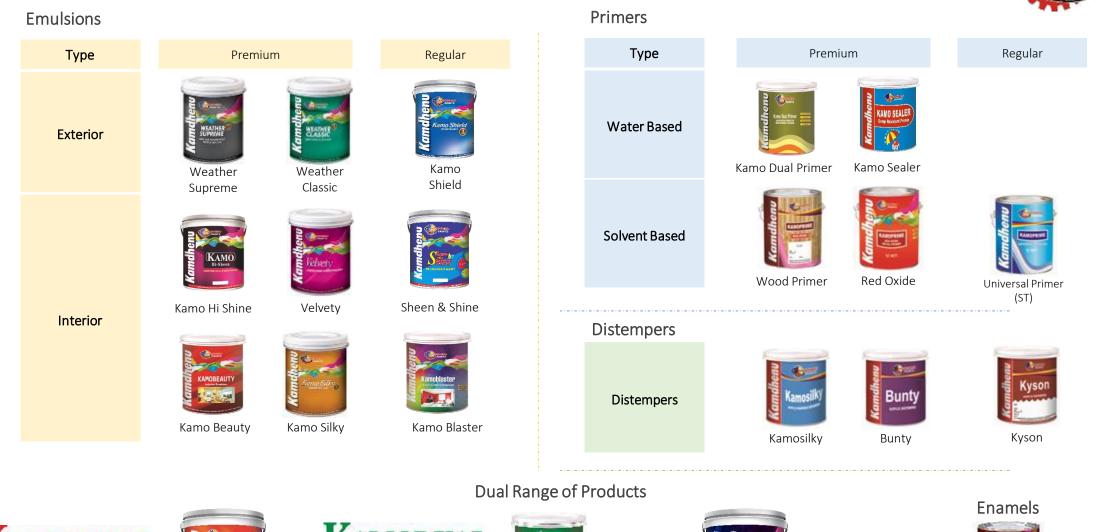




presence

Extensive Product Range















Kamo Dual Gold



Kamolite (High Gloss Enamel)

Extensive Product Range



Stainers, Specia	lty and Other Coatings		(Construction	onstruction Chemicals			ALC: NOT	
Designer & Textured Paints	Kamo Super Mettalica	A Control Structure			Kamocrete CRP Concrete Repair Product	Kamdkenu	WATER COMPO CEMENT N	roof ALW PROOFING DUND FOR MORTAR AND ICRETE	
Kamwood Wood Coatings	NC Lacquer	Melamine		Wall Putty	Kamoplast Wall Putty			ocare Putty	
	NC Sanding Sealer	Kamdhenu PU	I see a second sec		er Aluminum Pa Kamolite Roof Pa		leat Resistant		2
Machine Colorants & Stainers	Kamotint – Universal Stainers	Colorants	Kamo Superstar	Kamorich	Weather Classic	New Products	Kamo Star	Kamahan Kanostan Kano	Kamo Star Exterior

Max

Interior Emulsion 21

Niche Products with high Potential



Premium Wood Finish



Water Proofing Solutions



Floor Coat



Dual Primer



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

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

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, bunglows, hotels, cooperative housing societies and resorts for giving a better looks to the cement floors.

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





Asset Light 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

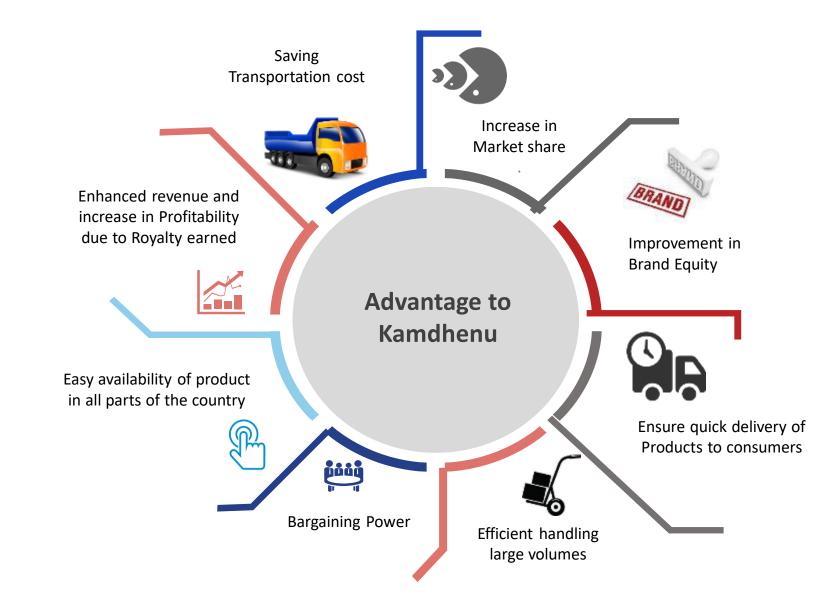
Manufactures products based on technology, design and quality specifications provided by Kamdhenu



Dealers / Distributors

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





...with win-win for Franchises





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

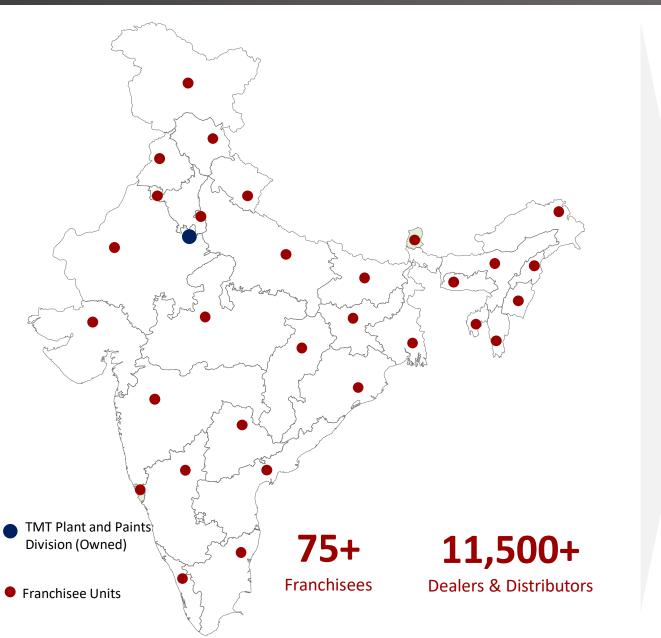
Access to our Marketing Network across India



Capacity Utilization

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

Pan India Decentralized Manufacturing



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

GROUP

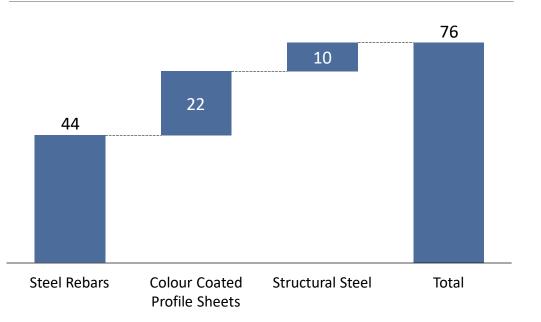
Huge Capacities at ZERO Capex



Manufacturing Capacities - Franchises

Production Capacity :

- Steel Rebars 38 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

- Increased the production Capacity from 72,000 MT to 156,000 MT per annum 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

Strong Product Portfolio for all User Segments





Kamdhenu – PAS 10000

Unique Rib design which gives locking of 360 degree. Its alloy gives it better rust-proof qualities and gives capability to bear more weight. Along with that it also gives double earth-quake prevention to the building



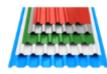
Kamdhenu Paint – COLOUR DREAMZ

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



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 Colour Max

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



Kamdhenu TMT Bars

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



Kamdhenu Structural Steel

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

India's largest Branded TMT Bars

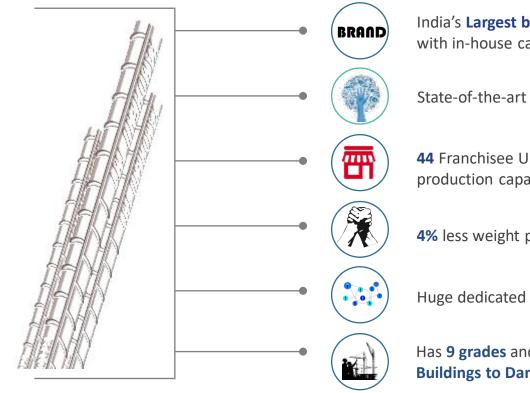












India's **Largest brand** in TMT (Thermo Mechanically Treated) steel bars with in-house capacity of **156,000 MT p.a.**

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

44 Franchisee Units under **"KAMDHENU Brand"** steel rebars with the production capacity of **38 Lacs MT p.a.**

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

Huge dedicated marketing network of 7,500 dealers

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

KAMDHENU PAS 10000



KAMDHENU Nxt and KAMDHENU PAS 10000 are Premium Product Brands

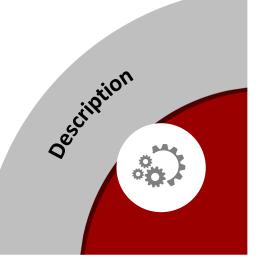
Structural Steel - Fastest growing segment

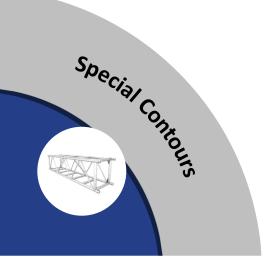


Kamdhenu Limited manufactures Structural Steel under franchisee arrangement

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



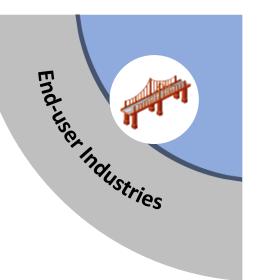


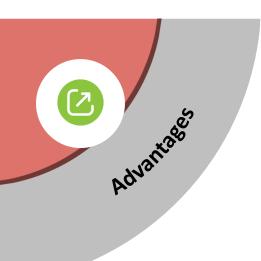
Special Contours

- 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

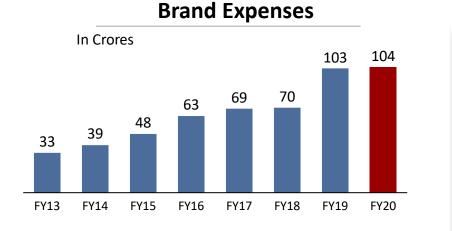
- High Strength and High Ductility
- Superior Bend ability, Weld ability and Straightness
- Available in every state of India
- Economic in Application
 - Lower sectional weight and higher strength technique
 - Highly cost-effective and save steel



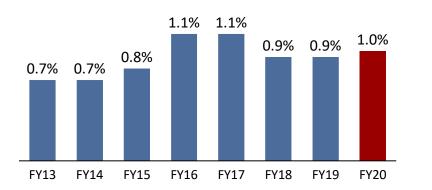


"KAMDHENU" – Brand Sales over Rs. 10,800 crores for FY20





Brand Expenses to Overall Brand 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

Participation of Noted Celebrities



Celebrity Participation in Business events

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



Madhuri Dixit



Emraan Hashmi



Shilpa Shetty



Anil Kapoor



Preity Zinta



Kanika Kapoor



Sonam Kapoor

Malaika Arora

Kangana Ranaut



Karisma Kapoor



Sonu Nigam



Dia Mirza



Kareena Kapoor



Govinda



Karishma Tanna

Brand Promotions - Print & Outdoor Media







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

TARGET KA BADSHAH - Dealer/Distributor Awards



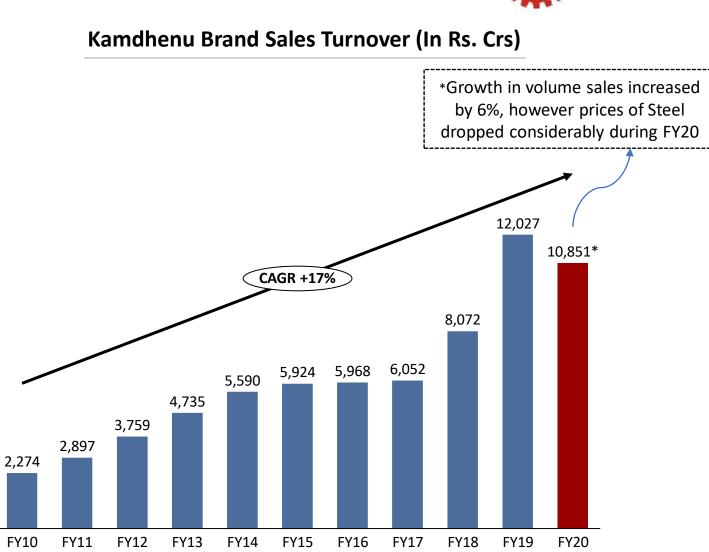


Notable celebrity affiliations through brand promotions, event participations have helped strengthen the emotional connect with dealers where relationships were formative

Sustainable growth through Brand Creation

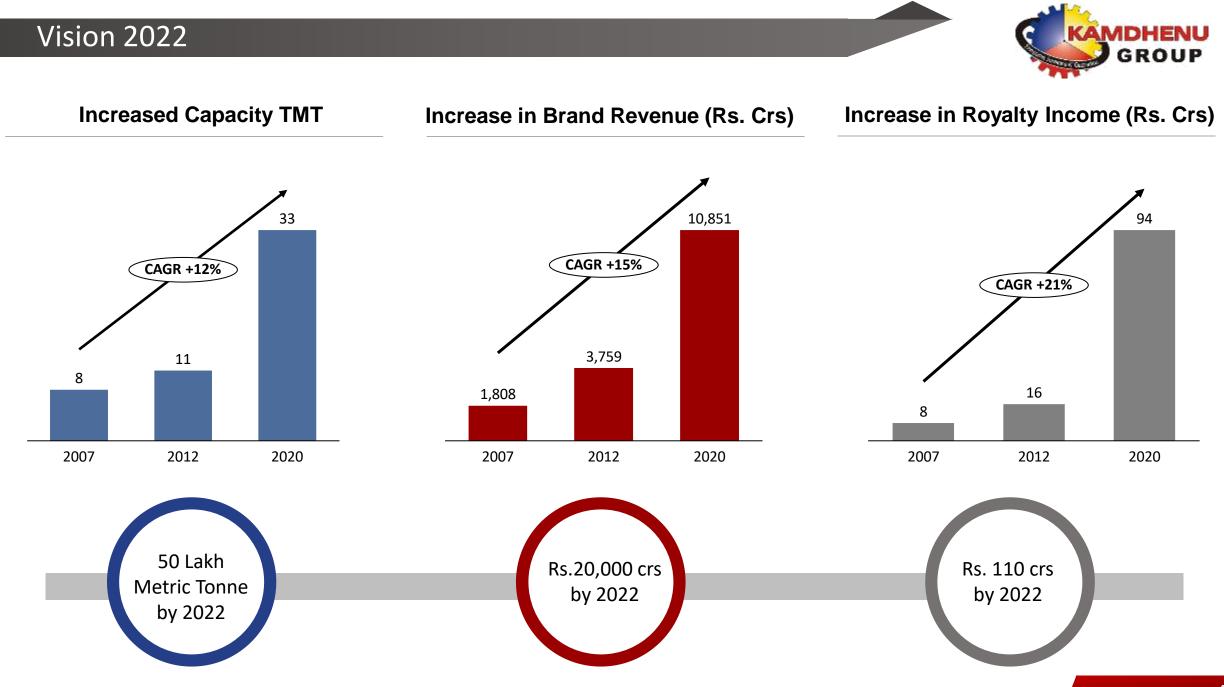














	At	Affordable Housing						
AFFORDATELL HOUSDAC		The market potential of affordable housing projects in the country is expected to touch Rs 6.25 trillion by 2022						
		Hous	ing For All					
		India	India will need to construct 43,000 houses every day until 2022 to achieve the vision of Housing for All by 2022					
Construction Sector			Premiumizatio	Premiumization				
				Premium Products relatively low in the Emerging Economy, ization the demand for premium products will increase				
	Paint Sector			Leveraging Brand				
			RRAND	Kamdhenu as a brand will be able to leverage its position through its strong dealer network				
		Kamdhenu Brand	+ + +					





Board of Directors





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. Ramesh Chand Surana Director



Mr. Ramesh Chandra Jain Director



Mrs. Nishal Jain Director



Mr. Harish Kumar Agarwal CFO

Awards & Acknowledgements











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



For further Information, please contact :



CIN: L27101HR1994PLC092205

Mr. Harish Kumar Agarwal Group CFO & Head-Legal

hkagarwal@kamdhenulimited.com

www.kamdhenulimited.com



CIN: U74140MH2010PTC204285

Mr. Varun Divadkar / Ms. Khushbu Shah +91 9763702204 / +9820601181

varun.divadkar@sgapl.net / khushbu.shah@sgapl.net

www.sgapl.net