



Great
Place
To
Work[®]

Certified
OCT 2023 – OCT 2024
INDIA

KAMDHENU LIMITED

INVESTOR PRESENTATION

January 2024

INTO ORBIT.
GAINING MOMENTUM.



SAFE HARBOR



This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Kamdhenu Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

WE ARE INDIA'S LARGEST BRANDED TMT BAR PLAYER



Brand Turnover of **Rs. 21,000 crores +**; **CAGR Growth of 18%** over the last decade

80+ Franchise Units to manufacture
Steel Rebars, Structural Steel
Products & Colour Coated Profile
Sheets

KAMDHENU is **Largest TMT**
selling brand in India, in the
Retail Segment

Converted steel commodity into branded
product becoming India's **Largest TMT**
Steel Bars brand with in-house
capacity of **120,000 MT p.a.**

State-of-the-art
TMT Technology

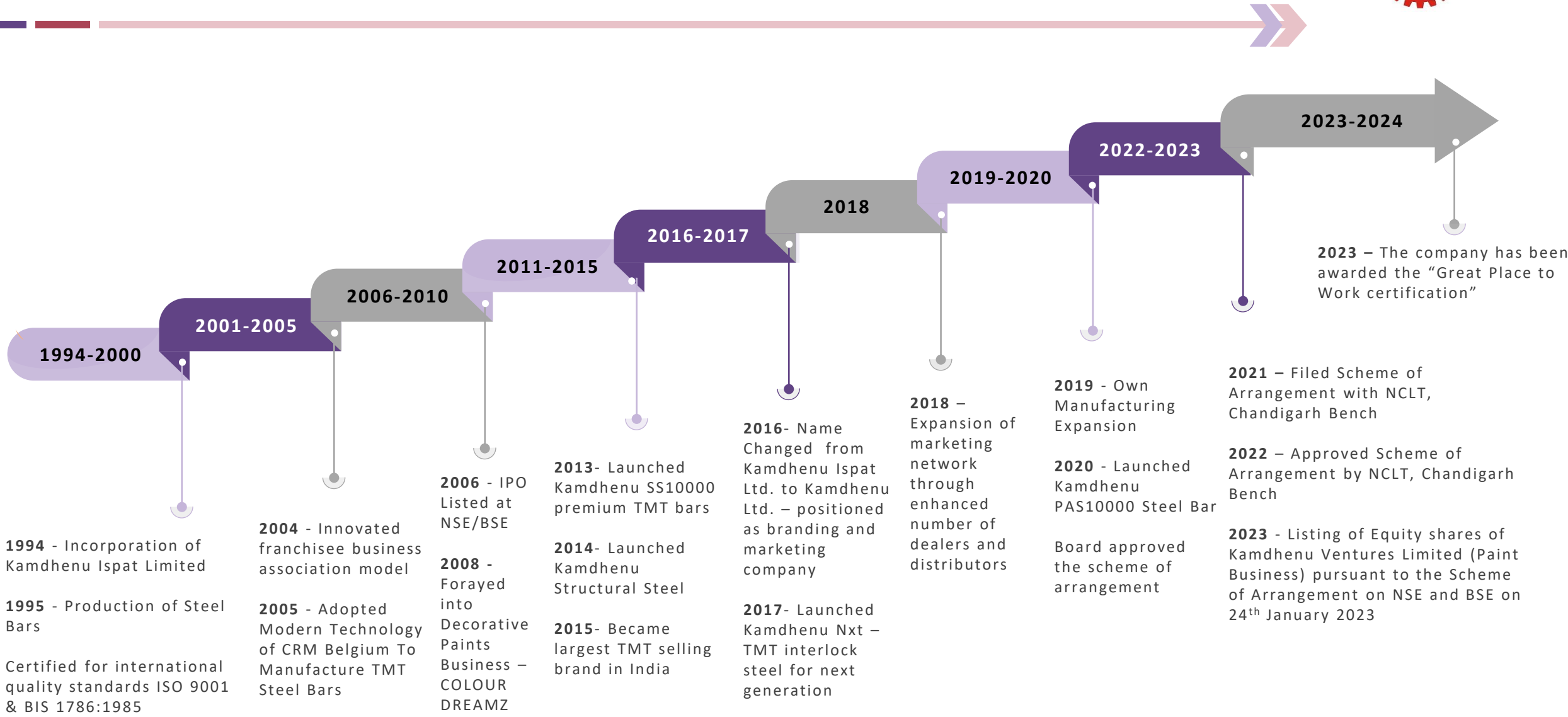
8,500+ Dealers
across India

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

Key **BRANDS** over
the years



OUR JOURNEY



STRONG PRODUCT PORTFOLIO FOR ALL USER SEGMENTS



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



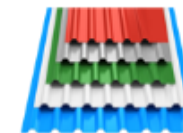
Kamdhenu Structural Steel

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



Kamdhenu – PAS 10000

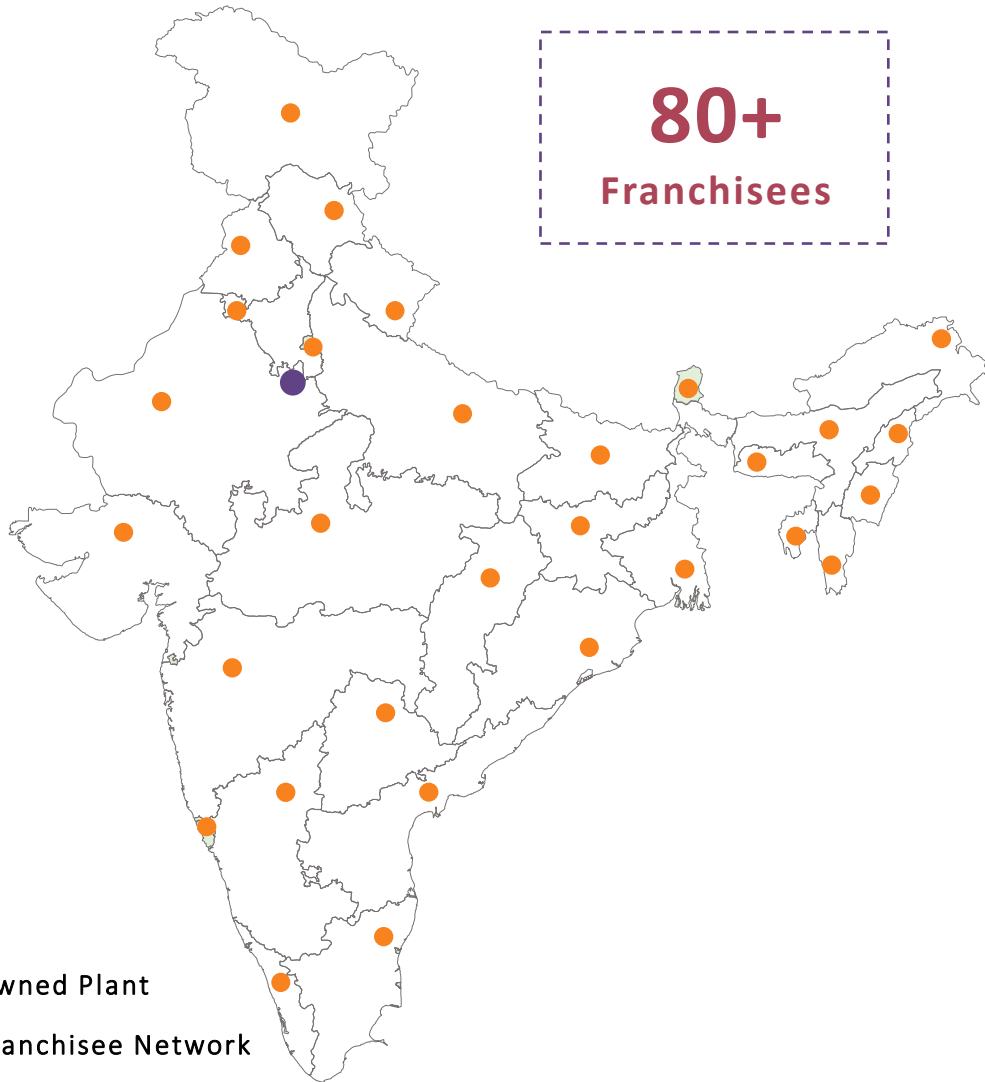
Unique Rib design which gives locking of 360 degree. Its alloy gives it better rust-proof qualities and gives capability to bear more weight. Along with that it also gives double earth-quake prevention to the building



Kamdhenu Colour Max

Colour Coated profile sheets – versatile color metal products make dream building look stylish and elegant for industrial warehouse & housing

PAN-INDIA DECENTRALIZED MANUFACTURING & MARKETING NETWORK



80+
Franchisees

8,500+
Dealers

250+
Distributors

Decentralized Outsourced Manufacturing Model

1 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

2 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, efficient inventory control at retailers and construction sites

3 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

4 Transportation Costs

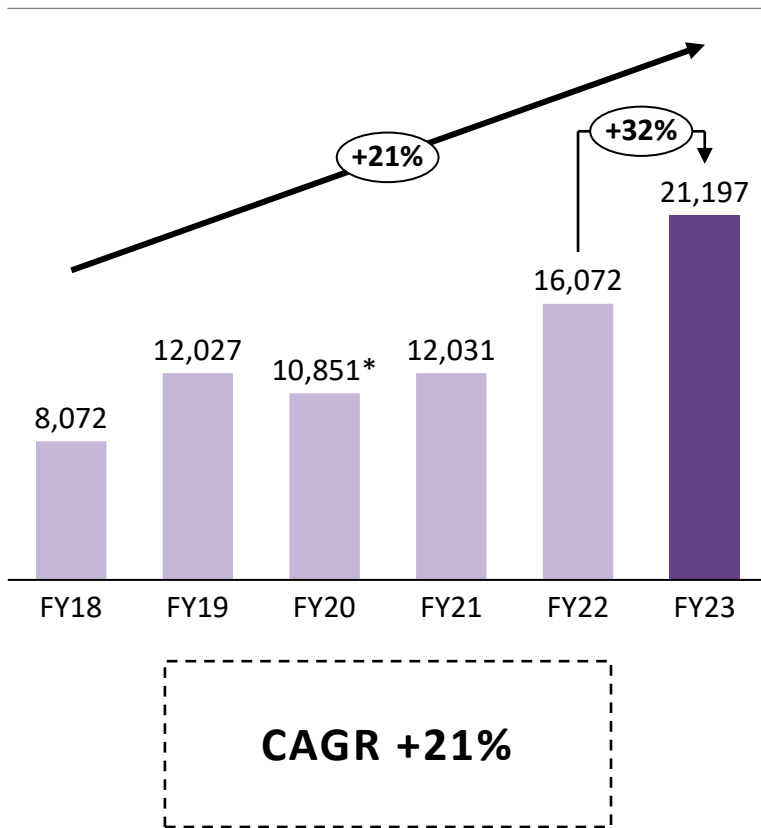
Saving in Freight & Transportation Cost is reduced to a large extent with manufacturing near to the End Customer

Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

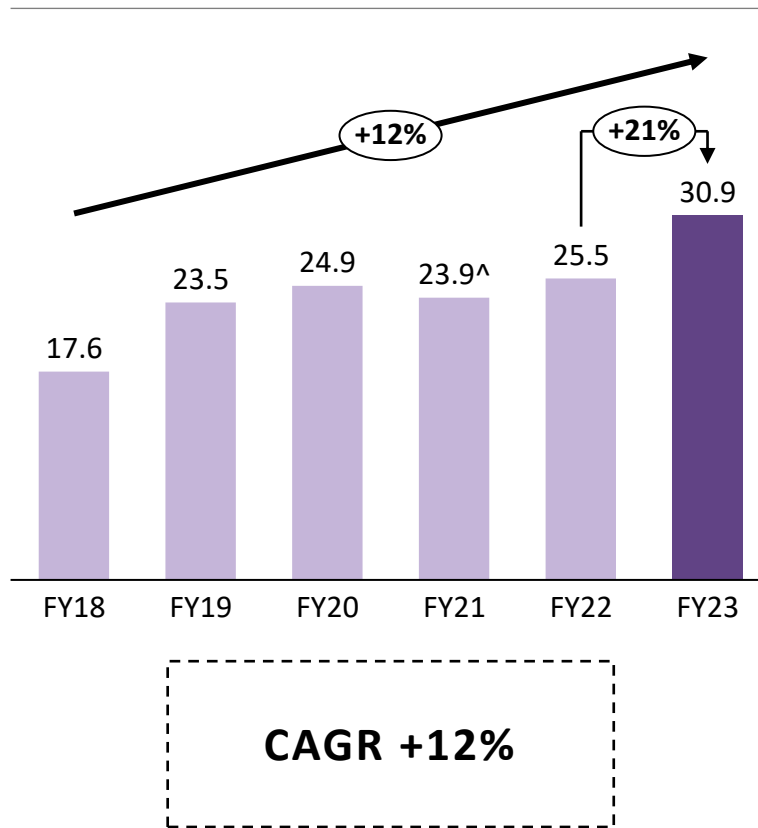
SUSTAINABLE GROWTH THROUGH BRAND CREATION



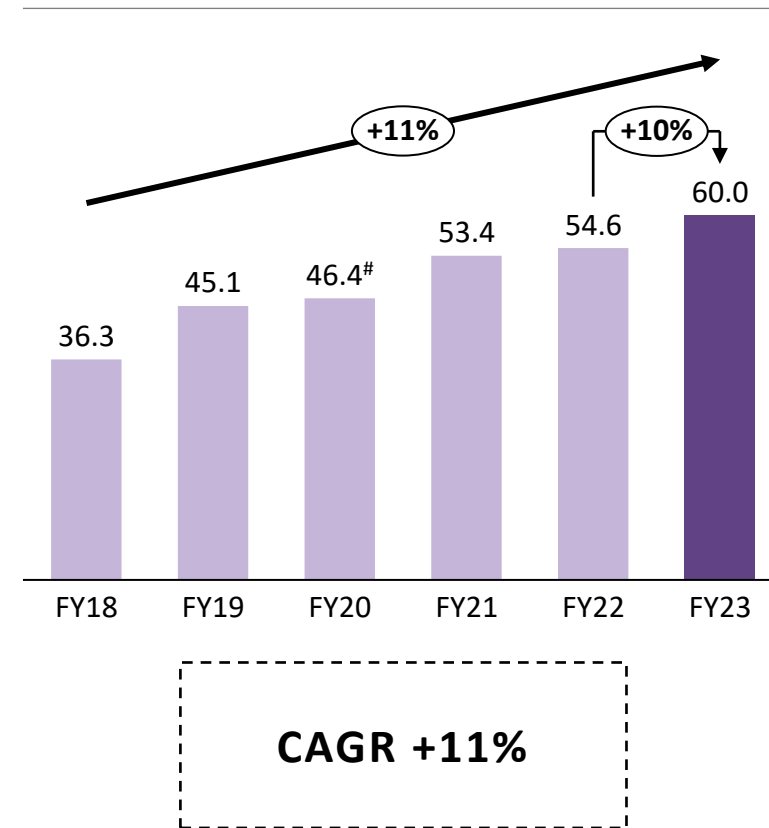
Kamdhenu Brand Sales Turnover
(In Rs. Crs)



Volumes Sold
(In Lakh MT Tonnes)



EBITDA
(In Rs. Crs)



* Reduction in Selling Prices in FY20

^ Volumes reduced due to COVID-19

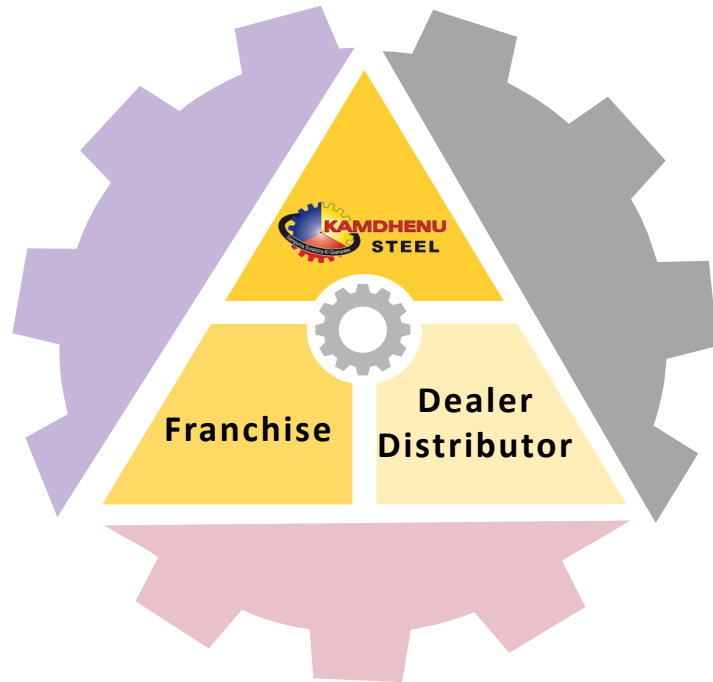
Excluding one-time tax settlement

ASSET LIGHT BUSINESS MODEL...



Kamdhenu Limited

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



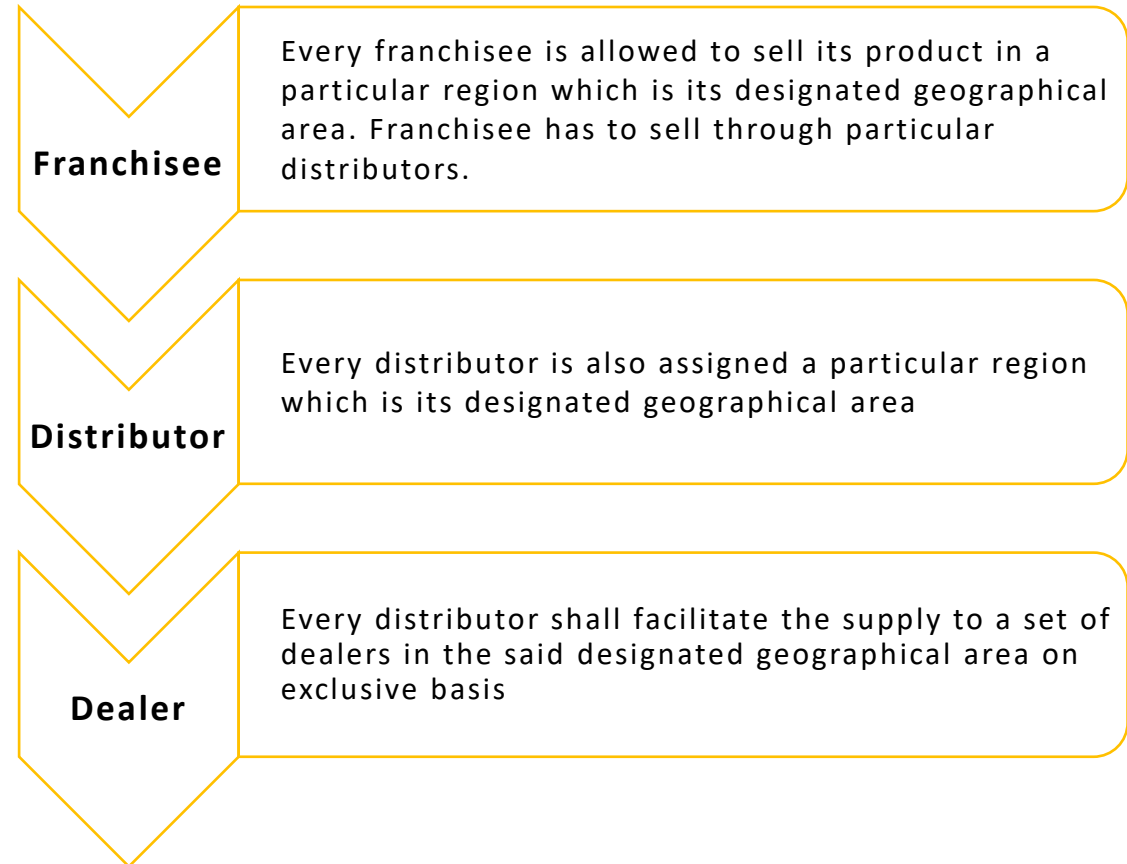
Franchise

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

Hierarchy of Marketing Network



... CREATING LONG TERM SUSTAINABILITY



Benefits to Kamdhenu



Easy availability of product in all parts of the country



Enhanced revenue and increase in Profitability due to Royalty earned



Saving Transport cost



Increase in Market share



Improvement in Brand Equity



Ensure quick delivery of Products to consumers



Efficient handling large volumes



Bargaining Power

Win-Win for Franchises



Expertise & Experience

Provide franchise units with 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 brand "KAMDHENU"



Bank Funding

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



Marketing Network

Access to Marketing Network across India



Capacity Utilization

Provides exceptional distinctiveness and enables them to earn premium on their products thereby leading to higher capacity utilization

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

STEEL BUSINESS - RESULT HIGHLIGHTS – Q3 & 9M FY24



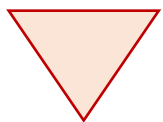
Revenues from Operations

EBITDA

PAT

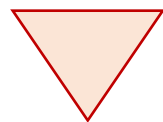
Q3 FY24

Rs. 155.0 Crores



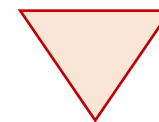
-15% YoY

Rs. 14.2 Crores



-17% YoY

Rs. 11.1 Crores



-7% YoY

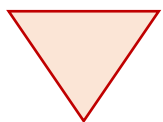
Revenues from Operations

EBITDA

PAT

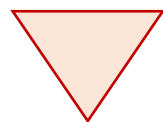
9M FY24

Rs. 548.7 Crores



-3% YoY

Rs. 43.2 Crores



-4% YoY

Rs. 33.4 Crores



+10% YoY

Note:

The decrease in revenues and EBITDA is primarily attributed to a temporary reduction in construction activities in the Delhi NCR region during the third quarter due to implementation of GRAP by government authorities in the NCR region. Over the last quarter, there were 37 days of GRAP Stage 3 and above wherein construction activities were completely banned in NCR region which has led to reduced demand and therefore lower ASPs. This has led to lower revenues and profitability during the quarter.

CORE STEEL TMT BUSINESS

Revenue Break Up

Q3 FY24

9M FY24

Revenue from Own Facility

Rs. 122.8 Crores

-16.6%

Rs. 454.4 Crores

-0.3%

Ban on Construction Activity during Q3 in Delhi NCR region implementation of GRAP by government authorities in the NCR region

Royalty Income through Franchisee Sales

Rs. 32.0 Crores

+6.9%

Rs. 93.6 Crores

+11.7%

Trading Sales

Rs. 0.2 Crores

Rs. 0.7 Crores

*Brand Turnover as on December 2023

Rs. 15,700 Crores

+1.2%

Return On Equity*

24.1%

RoCE*

32.2%

Debt*

NIL

Increased Focus on Own Manufacturing & Franchisee Business



Recouped Business Strategy of Reducing B2B Trading Sales

Lower Working Capital Leading to Better Capital Efficiencies

Improved Return Ratios

Ability to Innovate Newer Products and Gain Market Share

* As on 30th September 2023, on Annualized Basis



HUGE CAPACITIES AT ZERO CAPEX

Production Capacity of Franchisees

Steel Rebars

40 Lacs
MT per annum

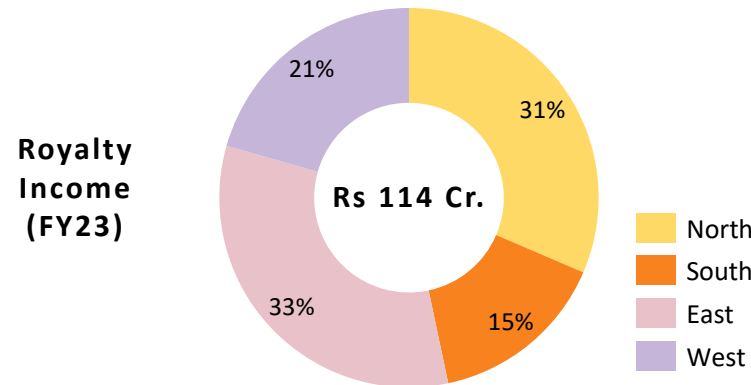
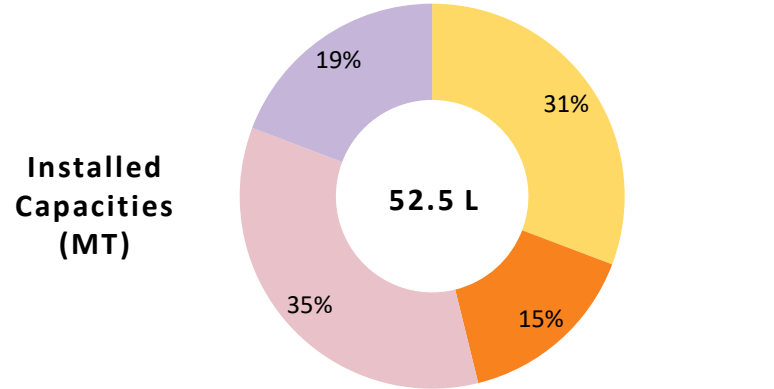
Structural Steel

10 Lacs
MT per annum

Colour Coated Profile Sheets

2.5 Lacs
MT per annum

Regional Split



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

Steel Division at Bhiwadi, Rajasthan

Production Capacity 120,000 MT per annum
(Realigned to support the future innovation, product development and training to franchise staff)

Innovation Centre – Research & Development and new products / designs based on customer requirement are introduced

Plant used as training centre for all technical staff deputed at the franchisee's unit - trained on various technical, qualitative and commercial aspects

Revenue from Own Facility for FY23 stood at Rs. 591 crores

PROPOSED FUND RAISE OF ~ RS. 100 CRS.

- The Board of Directors of the Company at their meeting held on 13th January, 2024 has approved the withdrawal of the Preferential Issue of 50,00,000 warrants convertible into equity shares, which was approved by the Board at their meeting held on 11th November, 2022, and subsequently approved by the shareholders of the Company at their Extra-Ordinary General Meeting held on 9th December, 2022, which could not be completed in view of seeking clarification on the issue price from regulatory authorities, the period of 12 months lapsed from the passing of the said Special Resolution, within which allotment against the said preferential issue had to be made. Therefore, Board of Directors of the Company has accorded their approval to withdraw the above said proposal of fund raising, since the resolution has become infructuous.
- The Board of Directors in its meeting held on 13th January, 2024, had approved the issue of convertible warrants and accordingly proposes to issue and allot in aggregate up-to maximum of 27,50,000 (Twenty Seven Lakhs Fifty Thousand Only) convertible warrants at an issue price of Rs. 353/- (Rupees Three Hundred and Fifty Three Only) (including premium of Rs. 343/- each) or such other price as may be ascertained by the Statutory or Regulatory Authorities, to the entities/individuals belonging to Non-Promoter category, on a preferential basis subject to the approval of shareholders in ensuing extra-ordinary general meeting scheduled to be held on 8th February, 2024 and in compliance with applicable provisions of the SEBI (Issue of Capital and Disclosure Requirements) Regulations 2018, as amended, and other provisions of applicable laws.

Objectives

Acquiring stake strategically in some of the franchisee units so as to re-modeling of franchisee business of the company

Capital expenditure in existing manufacturing unit and/or acquiring & setting up of new office premises

Investments in existing and/or new business ventures in India and/or overseas for diversification

Enhancing and strengthening the brand position and corporate image to leverage the overall brand premium

Other general corporate purposes

AWARDS & ACKNOWLEDGEMENTS



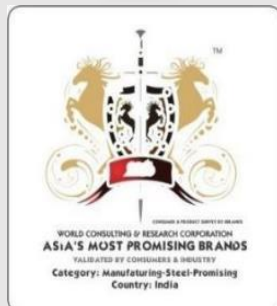
We truly believe that Customer delight and satisfaction are the true award we vouch for and our efforts to meet the customers' expectation have brought many accolades to us



Winner of the
World's Greatest Brand
2015 Asia & GCC



2015



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



2015-16



Indian Power Brand 2016 & 2019-20 Award



2016 & 2019-20



World's Greatest Brands 2017-18 amongst Asia & GCC



2017-18



Icon of Trust – The Extraordinaire Brand



2020-22



URS – Asia One



2022-23

BRAND PROMOTIONS



Print Media

National Newspaper



Regional Newspaper



Promotional Materials

- Distribution of catalogues
- Brochures
- Visiting cards
- Shop branding
- Sample board, pen, pad, mason kit having branding of Kamdhenu products.



Digital Campaign



Kamdhenu NXT TMT Bars

40K views • 3 weeks ago

- Social media campaigns to educate consumers about benefit of its products
- Enable people to make the right choice



BRAND PROMOTIONS



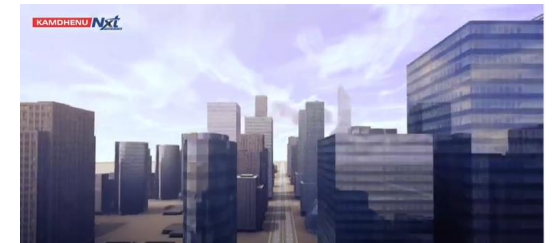
Outdoor Campaigns



Brand Educational Activities

- Dealers & Distributor Meets
- Customer Meets
- Seminars, conferences
- Workshops
- International Trips
- Motivational Sessions

Television Campaign



Strong presence on various national and regional TV Channels such as Aajtak, Zee News, Zee Business, ABP and CNBC Network through various sponsorships and advertisement campaigns of Kamdhenu products

PARTICIPATION OF NOTED CELEBRITIES



Brand Promotions, Event Participation Have Helped Strengthen Dealer Connect & Expand Visibility



Preity G Zinta



Emraan Hashmi



Madhuri Dixit



Kanika Kapoor



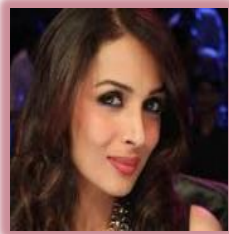
Tapsee Pannu



Jacqueline Fernandez



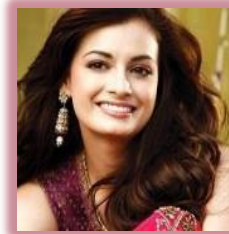
Kangana Ranaut



Malaika Arora



Sonam Kapoor



Dia Mirza



Sonu Nigam



Rakul Preet



Karishma Tanna



Govinda



Kareena Kapoor



Karisma Kapoor



Anil Kapoor



Manushi Chhillar

EXPERIENCED BOARD OF DIRECTORS



Mr. Satish Kumar Agarwal

**Chairman &
Managing Director**



Mr. Sunil Kumar Agarwal

Whole Time Director



Mr. Sachin Agarwal

Whole Time Director



Mr. Saurabh Agarwal

**Non-Executive
Director**



Mr. Ramesh Chand Surana

Independent Director



Mr. Baldev Raj Sachdeva

Independent Director



Mr. Madhusudan Agrawal

Independent Director



Mrs. Pravin Tripathi

Independent Director



Mr. Vivek Jindal

Additional Director



Mr. Harish Kumar Agarwal

Chief Financial Officer

PROFIT AND LOSS STATEMENT

Particulars (Rs. In Crs.)	Q3 FY24	Q3 FY23	Y-o-Y	9M FY24	9M FY23	Y-o-Y
Revenue from Operations	155.0	182.7	-15%	548.7	565.2	-3%
Cost of Materials Consumed	105.2	131.9		400.1	399.9	
Purchases of stock-in-trade	0.1	5.2		0.7	25.9	
Changes in Inventories	3.8	-1.0		1.7	2.2	
Total Raw Material	109.1	136.0		402.5	428.0	
Gross Profit	45.9	46.6	-1%	146.2	137.2	7%
GP Margin (%)	29.6%	25.5%		26.6%	24.3%	
Employee Expenses	11.4	10.7		35.2	31.4	
Other Expenses	20.3	18.8		67.8	61.0	
EBITDA	14.2	17.1	-17%	43.2	44.8	-4%
EBITDA Margin (%)	9.1%	9.4%		7.9%	7.9%	
Other Income	2.4	0.5		5.8	0.8	
Depreciation	1.3	1.2		3.8	3.5	
EBIT	15.3	16.5	-7%	45.2	42.2	7%
EBIT Margin (%)	9.9%	9.0%		8.2%	7.5%	
Finance Cost	0.3	0.4		0.5	1.7	
Profit before Tax	15.0	16.1	-7%	44.7	40.5	10%
PBT Margin (%)	9.7%	8.8%		8.2%	7.2%	
Tax	3.9	4.1		11.3	10.2	
Profit After Tax	11.1	12.0	-7%	33.4	30.3	10%
PAT Margin (%)	7.2%	6.6%		6.1%	5.4%	

BALANCE SHEET

Particulars (Rs. In Crs)	Sep-23	Mar-23
Equity		
Equity Share Capital	26.9	26.9
Other Equity	158.1	139.7
Total Equity	185.0	166.7
Non Current Liabilities		
Financial Liabilities		
Lease Liabilities	2.0	2.6
Other Liabilities	6.0	5.4
Provisions	3.5	3.3
Deferred Tax Liabilities (Net)	0.9	1.0
Total Non Current Liabilities	12.3	12.3
Current Liabilities		
Financial Liabilities		
Borrowings	1.0	0.0
Lease Liabilities	1.4	1.1
Trade Payables	24.2	19.2
Other Financial Liabilities	9.2	3.6
Other Current Liabilities	5.0	4.7
Provisions	0.5	0.5
Current Tax Liabilities (Net)	0.5	0.4
Total Current Liabilities	41.7	29.5
Total Equity and Liabilities	239.1	208.5

Particulars (Rs. In Crs)	Sep-23	Mar-23
Non Current assets		
Property, Plant and Equipments	45.5	44.8
Right of Use Assets	2.1	2.4
Investment in Subsidiary	0.0	0.0
Financial Assets		
Other Investments	16.7	4.7
Loans	0.1	0.1
Other Financial Assets	15.9	2.7
Other Non-Current Assets	9.4	10.4
Total Non Current Assets	89.7	65.1
Current Assets		
Inventories	16.0	14.6
Financial Assets		
Investment	19.6	9.5
Trade Receivables	71.4	82.1
Cash and Cash Equivalents	5.3	11.9
Bank Balances	0.1	0.3
Loans	10.2	2.9
Other Financial Assets	0.0	0.1
Other Current Assets	26.8	22.0
Total Current Assets	149.4	143.4
Total Assets	239.1	208.5



CASHFLOW STATEMENT

Cash Flow Statement (Rs. Crore)	Sept-23	Sept-22
Net Profit Before Tax	29.7	24.4
Adjustments for: Non - Cash Items / Other Investment or Financial Items	1.3	4.5
Operating profit before working capital changes	31.0	28.9
Changes in working capital	18.9	9.2
Cash generated from Operations	49.9	38.1
Direct taxes paid (net)	-7.6	-6.1
Net Cash from Operating Activities	42.3	32.0
Net Cash from Investing Activities	-45.3	-0.6
Net Cash from Financing Activities	-3.6	-31.7
Net Decrease in Cash and Cash equivalents	-6.6	-0.3
Add: Cash & Cash equivalents at the beginning of the period	11.9	3.7
Cash & Cash equivalents at the end of the period	5.3	3.4



THANK YOU

For further Information, please contact :



CIN: L27101HR1994PLC092205

Mr. Harish Kumar Agarwal
Group CFO, CRO & Head-Legal

hkagarwal@kamdhenulimited.com

www.kamdhenulimited.com

SGA Strategic Growth Advisors

CIN: U74140MH2010PTC204285

Mr. Deven Dhruva / Mr. Varun Shivram
+91 98333 73300 / +91 91378 91895

deven.dhruva@sgapl.net / varun.shivram@sgapl.net

www.sgapl.net