



The Next
ORBIT

KAMDHENU LIMITED

Steel Business

Investor Presentation

May 2023



SAFE HARBOR



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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

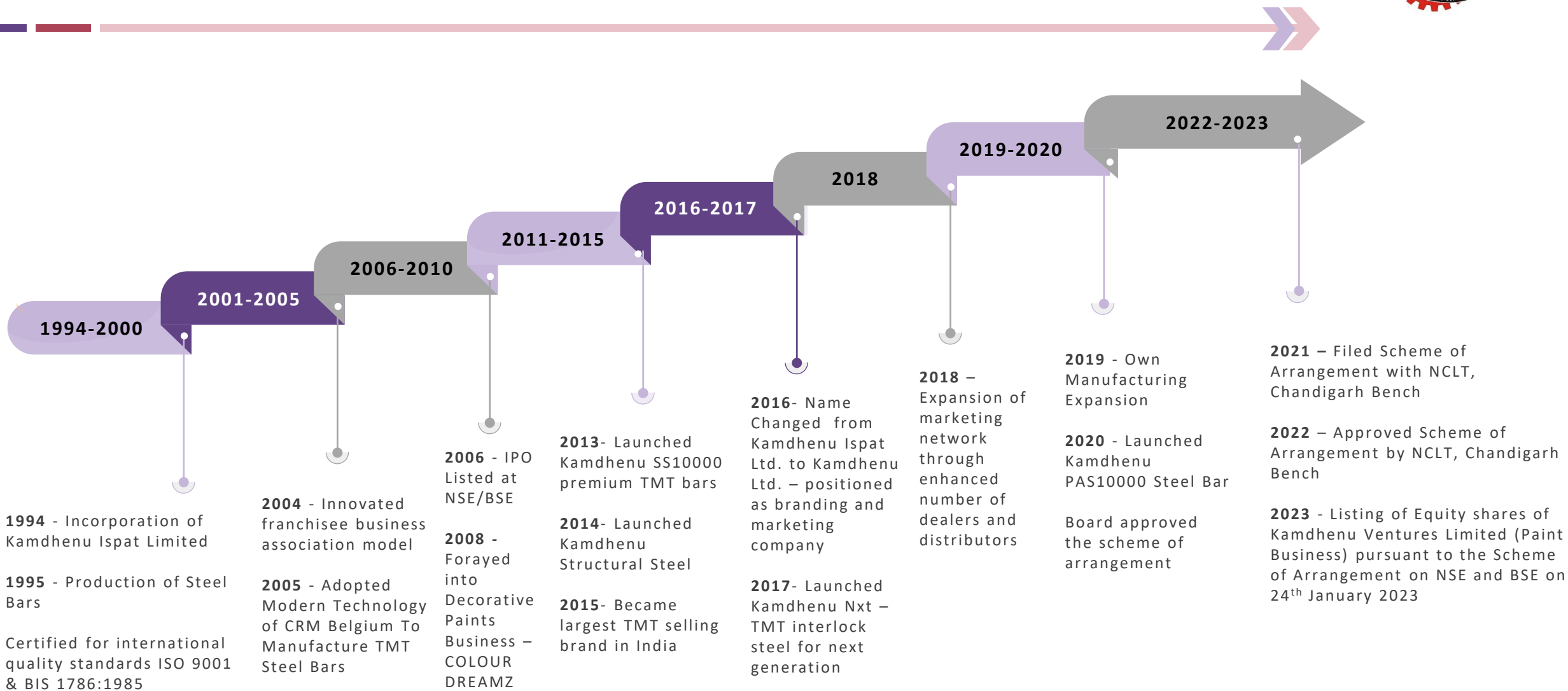
8,500+ Dealers
across India

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



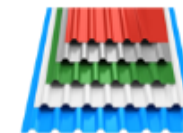
Kamdhenu Structural Steel

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



Kamdhenu – PAS 10000

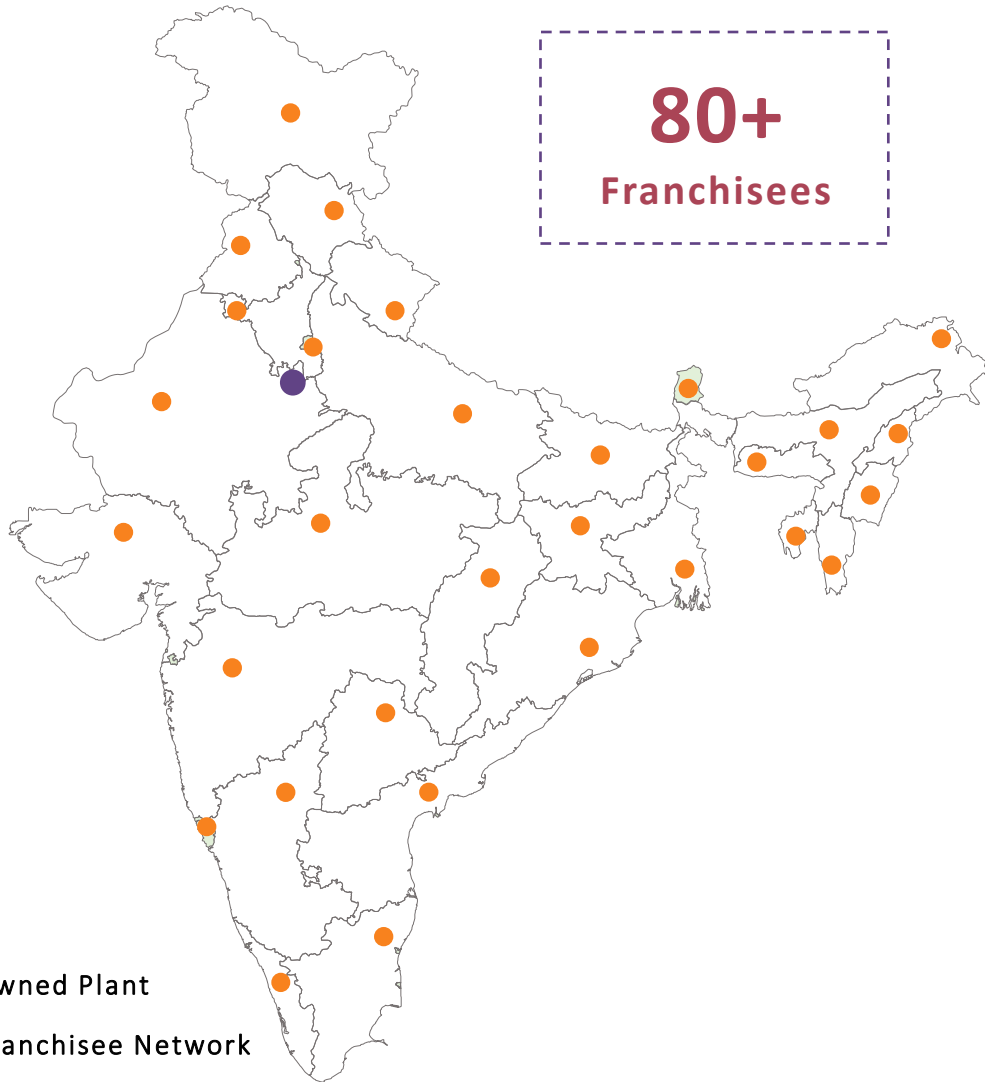
Unique Rib design which gives locking of 360 degree. Its alloy gives it better rust-proof qualities and gives capability to bear more weight. Along with that it also gives double earth-quake prevention to the building



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

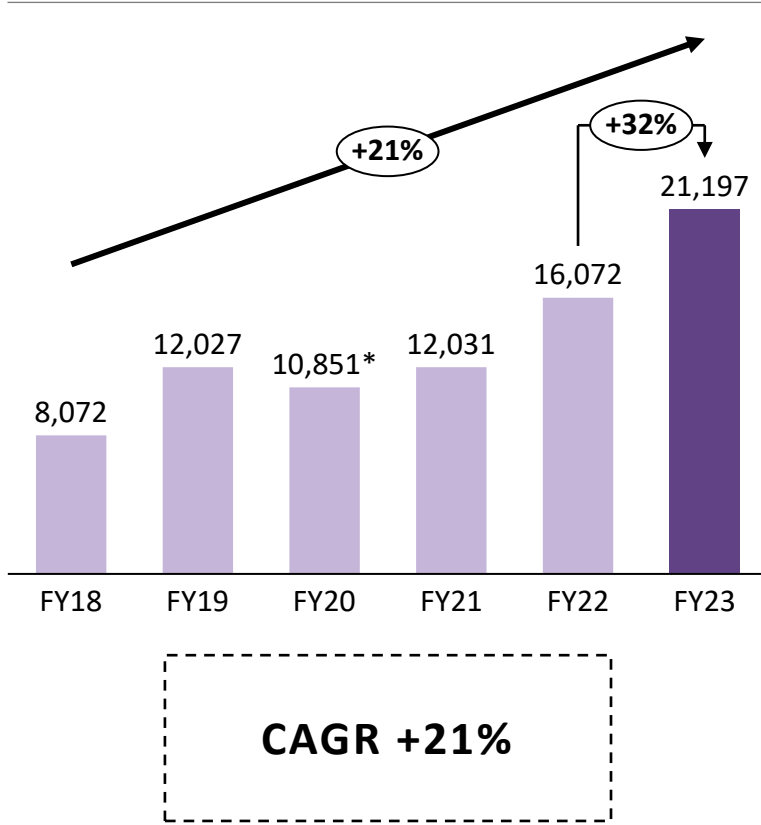
Saving in Freight & Transportation Cost is reduced to a large extent with manufacturing near to the End Customer

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

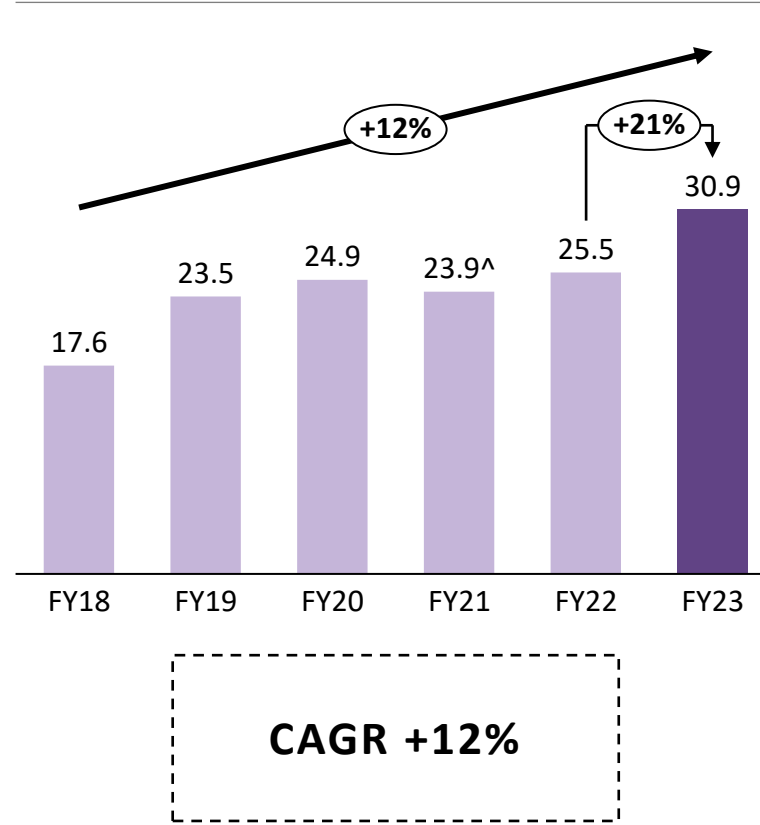
SUSTAINABLE GROWHT THROUGH BRAND CREATION



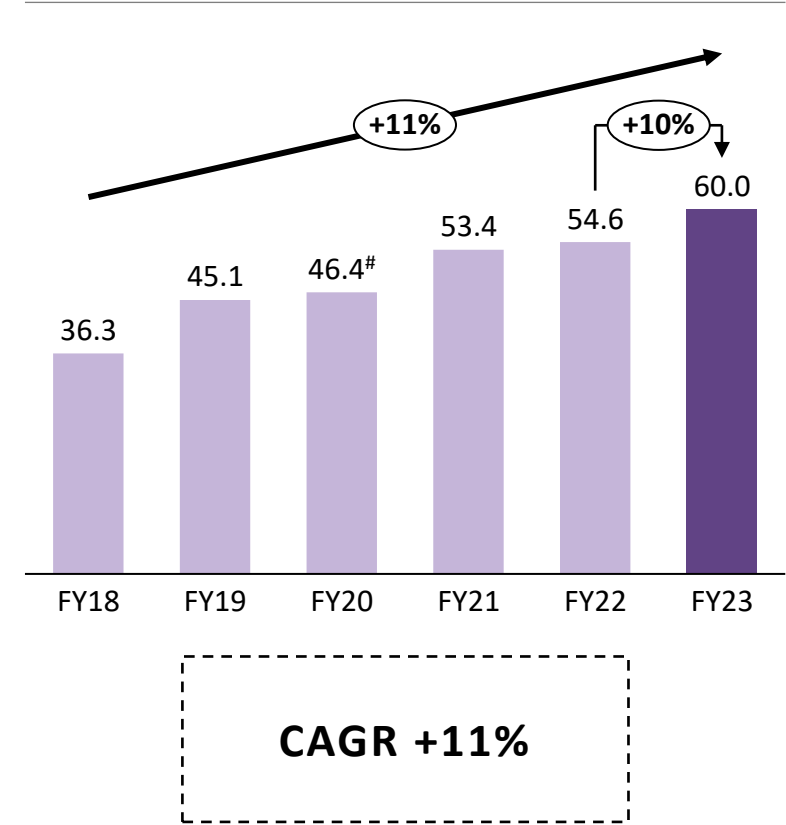
Kamdhenu Brand Sales Turnover
(In Rs. Crs)



Volumes Sold
(In Lakh MT Tonnes)



EBITDA
(In Rs. Crs)



* Reduction in Selling Prices in FY20

^ Volumes reduced due to COVID-19

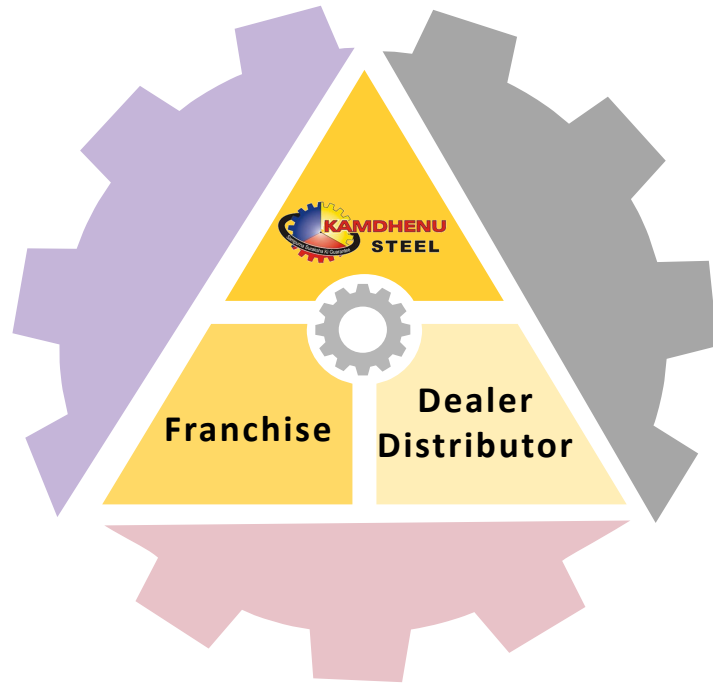
Excluding one-time tax settlement

ASSET LIGHT BUSINESS MODEL...



Kamdhenu Limited

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



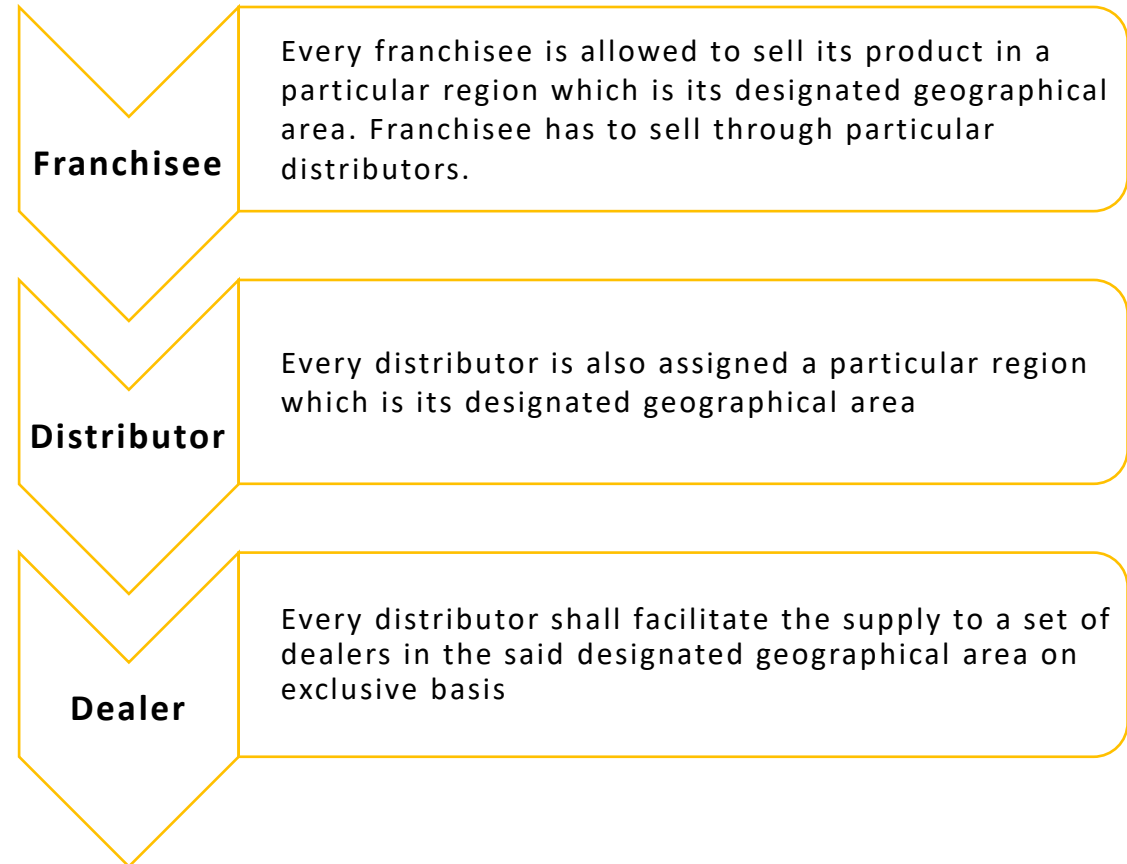
Franchise

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	Special Contours	End-user Industries	Advantages
 <ul style="list-style-type: none"> • 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 	 <ul style="list-style-type: none"> • Production of a multitude of special contours such as: <ul style="list-style-type: none"> • Angles • Channels • Beams • Flats • Round & Square Pipes 	 <ul style="list-style-type: none"> • Industrial structures, flyovers, bridges, dams, transmission line towers, underground platforms in metro railways and other reinforcement structures across the country 	 <ul style="list-style-type: none"> • 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 – Q4 & FY23



Rs. In Crs.

Revenues from Operations

EBITDA

PAT

FY23

Rs. 732.1 Crores



+22% YoY

Rs. 59.9 Crores



+10% YoY

Rs. 41.0 Crores



+4% YoY

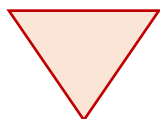
Revenues from Operations*

EBITDA*

PAT*

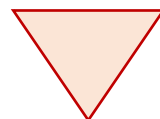
Q4 FY23

Rs. 166.9 Crores



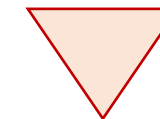
-10% YoY

Rs. 15.2 Crores



-20% YoY

Rs. 10.8 Crores



-23% YoY

* Reduced Sales is due to lower trading sales and reduced prices of Steel in Q4 FY23

CORE STEEL TMT BUSINESS

Revenue Break Up

Q4 FY23	FY23
Revenue from Own Facility	
Rs. 135.1 Crores ▼ -7%	Rs. 590.8 Crores ▲ +25%
Royalty Income through Franchisee Sales	
Rs. 30.3 Crores ▲ +25%	Rs. 114.1 Crores ▲ +25%
Trading Sales	
Rs. 1.4 Crores	Rs. 27.2 Crores

Return On Equity*

24.6%

RoCE*

34.1%

Debt*

Debt Free



Lower Working Capital Leading to Better Capital Efficiencies

Improved Return Ratios

Ability to Innovate Newer Products and Gain Market Share

Note : All comparisons are on Y-o-Y basis

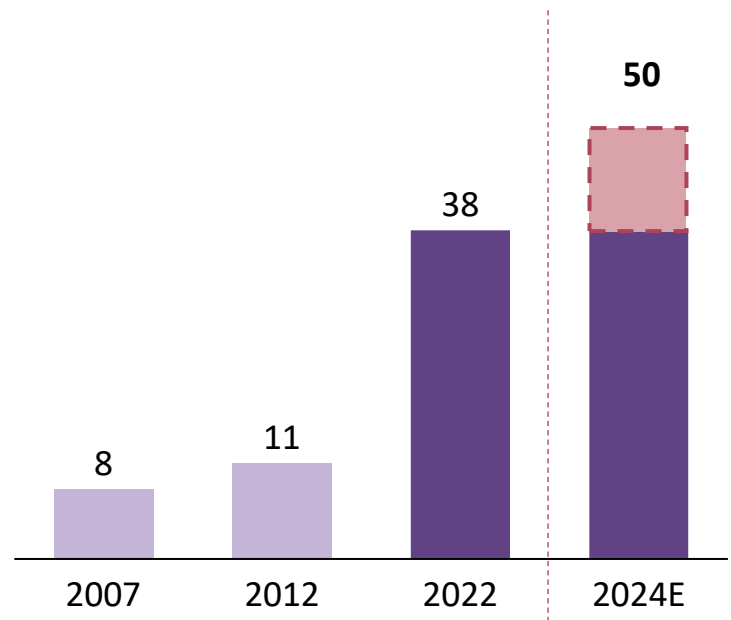
* As on 31st March 2023

STRONG GROWTH OUTLOOK IN STEEL BUSINESS



Increased Capacity TMT

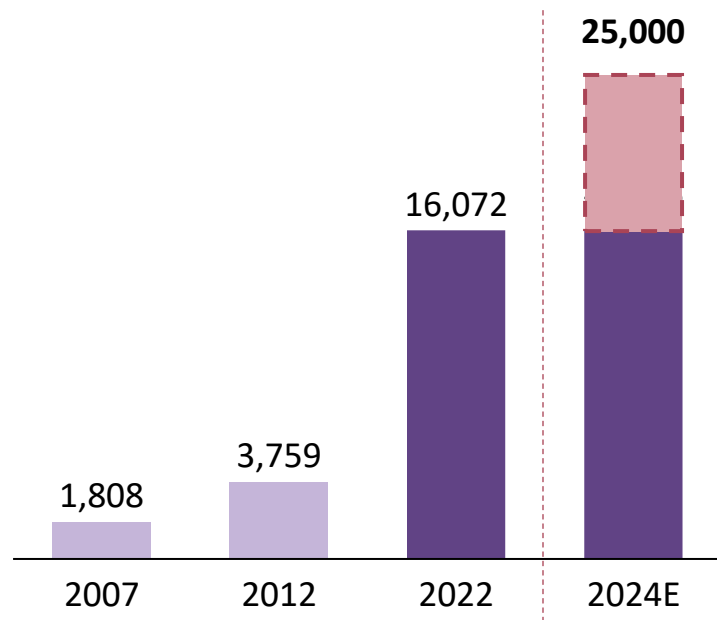
50 Lakh Metric Tonne
by FY24



CAGR: +11%

Increase in Brand Revenue (Rs. Crs)

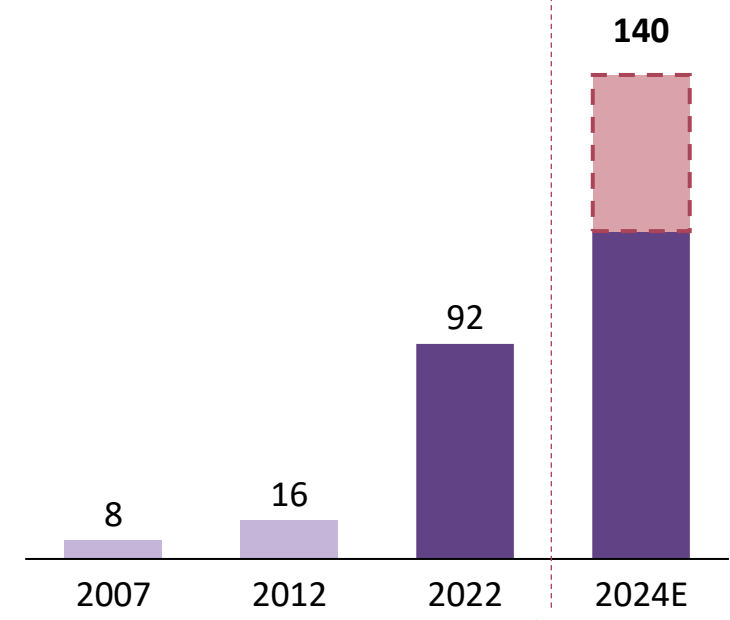
Rs.25,000 crs
by FY24



CAGR: +16%

Increase in Royalty Income (Rs. Crs)

Rs.140 crs
by FY24



CAGR: +18%

Targeting EBITDA of ~Rs 80 crs. in Steel Business by FY24

HUGE CAPACITIES AT ZERO CAPEX



Production Capacity of Franchisees

Steel Rebars

40 Lacs
MT per annum

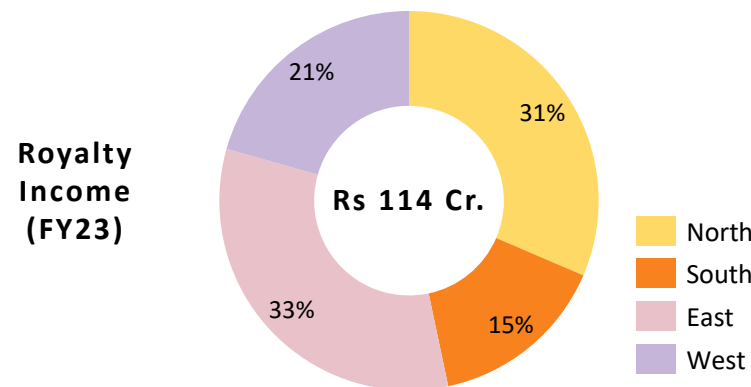
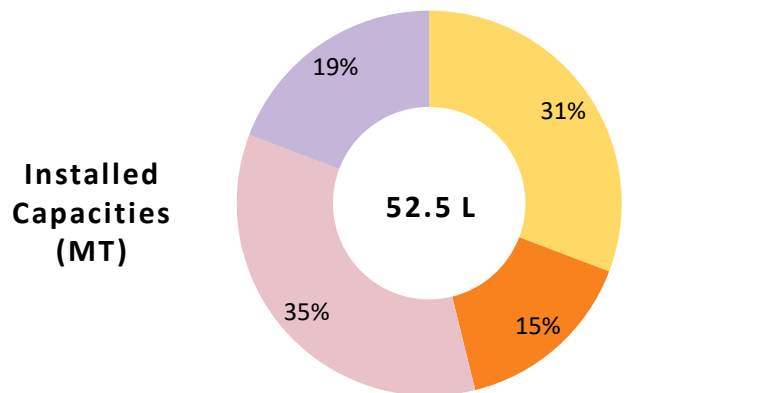
Structural Steel

10 Lacs
MT per annum

Colour Coated Profile Sheets

2.5 Lacs
MT per annum

Regional Split



North
South
East
West

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

FUNDS TO BE RAISED TO THE TUNE OF ~RS. 70 CRS.

- Shareholders of the Company in their Extraordinary general meeting held on 9th December 2022, has considered and approved to create, offer, issue and allot Convertible Warrants on preferential basis, in one or more tranches, up to maximum of 50,00,000 Warrants entitling the Proposed Allottees to exercise option to convert and get allotted one Equity Share of face value of Rs. 10/- each fully paid-up against each warrant, within 18 months from the date of allotment of warrants at a price of Rs. 141/- or such other higher price as may be ascertained by the Statutory or Regulatory Authorities, to the persons belonging to Promoter Group and Non-Promoters entities.
- Application for in-principal approval is pending with BSE and NSE

Objectives

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

Enhancing the brand position and corporate image to leverage the overall brand premium in the steel market so as to generate the higher royalty income

Reduction in debt in order to make the company debt free

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**

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



2015




**WORLD CONSULTING & RESEARCH CORPORATION
ASIA'S MOST PROMISING BRANDS
VALIDATED BY CONSUMERS & INDUSTRY
Category: Manufacturing-Steel-Promising
Country: India**

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



2015-16





**INDIAN
POWER
2019-20
BRAND**

**Indian Power
Brand 2016 &
2019-20 Award**



2016 & 2019-20






**WORLD'S GREATEST
BRANDS
2017-18
ASIA & GCC**

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




2017-18

BRAND VISION

**Icon of Trust – The
Extraordinaire
Brand**



2020-22

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



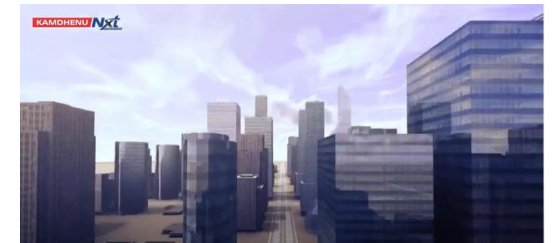
Outdoor Campaigns



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



Kangana Ranaut



Malaika Arora



Sonam Kapoor



Dia Mirza



Sonu Nigam



Karishma Tanna



Govinda



Kareena Kapoor



Karisma Kapoor



Anil Kapoor

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. Harish Kumar Agarwal

Chief Financial Officer

PROFIT AND LOSS STATEMENT

Particulars (Rs. In Crs.)	Q4 FY23	Q4 FY22	Y-o-Y	Q3 FY23	Q-o-Q	FY23	FY22	Y-o-Y
Revenue from Operations	166.9	185.2	-10%	182.7	-9%	732.1	599.6	22%
Cost of Materials Consumed	121.4	125.2		131.9		521.3	412.5	
Purchases of stock-in-trade	1.4	15.1		5.2		27.3	34.8	
Changes in Inventories	-0.7	-2.4		-1.0		1.5	-1.4	
Total Raw Material	122.1	137.9		136.0		550.1	446.0	
Gross Profit	44.8	47.3	-5%	46.6	-4%	182.0	153.6	18%
GP Margin (%)	26.8%	25.6%		25.5%		24.9%	25.6%	
Employee Expenses	10.5	9.5		10.7		42.0	37.2	
Other Expenses	19.1	18.9		18.8		80.1	61.8	
EBITDA	15.2	19.0	-20%	17.1	-11%	60.0	54.6	10%
EBITDA Margin (%)	9.1%	10.2%		9.4%		8.2%	9.1%	
Other Income	0.7	0.2		0.5		1.6	3.0	
Depreciation	1.3	1.2		1.2		4.8	4.7	
EBIT	14.6	18.0	-19%	16.5	-11%	56.8	52.9	7%
EBIT Margin (%)	8.8%	9.7%		9.0%		7.8%	8.8%	
Finance Cost	0.2	1.0		0.4		1.9	3.7	
Profit before Tax	14.4	16.9	-15%	16.1	-11%	54.9	49.2	11%
PBT Margin (%)	8.6%	9.1%		8.8%		7.5%	8.2%	
Tax	3.7	2.9		4.1		13.9	9.8	
Profit After Tax	10.8	14.1	-24%	12.0	-11%	41.0	39.5	4%
PAT Margin (%)	6.4%	7.6%		6.6%		5.6%	6.6%	

BALANCE SHEET

Particulars (Rs. In Crs)	Mar-23	Mar-22*
Equity		
Equity Share Capital	26.9	26.9
Other Equity	139.7	95.4
Total Equity	166.7	122.4
Non Current Liabilities		
Financial Liabilities		
Borrowings	0.0	1.1
Lease Liabilities	2.6	3.8
Other Liabilities	5.4	5.3
Provisions	3.3	3.1
Deferred Tax Liabilities (Net)	1.0	2.4
Total Non Current Liabilities	12.3	15.7
Current Liabilities		
Financial Liabilities		
Borrowings	0.0	36.9
Lease Liabilities	1.1	1.0
Trade Payables	19.2	17.7
Other Financial Liabilities	3.6	5.1
Other Current Liabilities	4.7	5.9
Provisions	0.5	0.5
Current Tax Liabilities (Net)	0.4	0.1
Total Current Liabilities	29.5	67.3
Total Equity and Liabilities	208.5	205.4

Particulars (Rs. In Crs)	Mar-23	Mar-22*
Non Current assets		
Property, Plant and Equipments	47.2	48.3
Capital Work in Process	0.0	0.0
Investment in Subsidiary	0.0	0.0
Financial Assets		
Other Investments	4.7	2.0
Loans	0.1	0.2
Other Financial Assets	2.7	2.5
Other Non-Current Assets	10.4	9.9
Total Non Current Assets	65.1	62.9
Current Assets		
Inventories	14.6	16.4
Financial Assets		
Investment	9.5	9.7
Trade Receivables	82.1	90.0
Cash and Cash Equivalents	11.9	2.0
Bank Balances	0.3	0.3
Loans	2.9	0.0
Other Financial Assets	0.1	0.1
Other Current Assets	22.0	23.9
Total Current Assets	143.4	142.4
Total Assets	208.5	205.4

* Re-grouping done due to demerger of Paints Business for comparison purpose only



THANK YOU

For further Information, please contact :



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