



SURYA ROSHNI LIMITED

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E-mail : cs@surya.in Website : www.surya.co.in

SRL/se/yks/23-24/13
August 11, 2023

The Secretary
The Stock Exchange, Mumbai
MUMBAI - 400 001
Scrip Code: 500336

The Manager (Listing Department)
The National stock Exchange of India Ltd
Mumbai – 400 051
NSE Symbol: SURYAROSNI

Re : INVESTOR PRESENTATION

Dear Sir,

In terms of Regulation 30 read with Para A of Schedule III and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copy of the "Investor Presentation -August, 2023". Copy of the same is also being uploaded on the website of the Company at, <http://www.surya.co.in>.

The meeting commenced at 2.00 P.M. and concluded at 3:00 P.M.

You are requested to kindly take the same on your records.

Thanking you,

Yours faithfully,
For Surya Roshni Limited

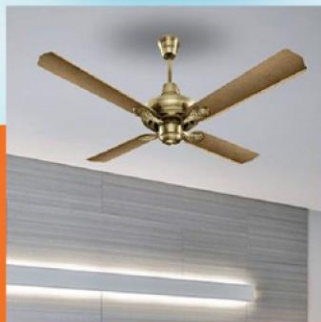
B. B. Singal
CFO & Company Secretary

Enclosed: as above

INVESTOR PRESENTATION

AUGUST 2023

SURYA



LIGHTING | APPLIANCES | FANS | STEEL & PVC PIPES

— SURYA ROSHNI LIMITED —

Seeking Opportunities by Value Creation



**PADMA
SHRI
2020**

Padma Shri
JAI PRAKASH AGARWAL

Shri Jai Prakash Agarwal Chairman Surya Roshni Limited has been conferred with the prestigious Padma Shri Award by President Shri Ram Nath Kovind on 8th November 2021 at Rashtrapati Bhawan, Delhi.

Financial Results Highlights

Q1 FY24 Results Highlights

SURYA

Consolidated Financial Performance Highlights

Particulars (In ₹ crore)	Q1 FY24	Q1 FY23	Change
Revenue	1,875	1,840	2%
EBITDA	116	71	65%
Profit after Tax (PAT)	59	22	166%

Q1FY24 Highlights

- Company reported a sustained growth momentum on YoY basis, driven by value added products and better volumes
- With softening of commodity prices and better volume led EBITDA improving by 65% to ₹ 116 crore; EBITDA margins for the quarter stood at 6.2%
- Profit after tax stood at ₹ 59 crore reporting a growth of 166%, on account of reduced finance cost
- Debt further reduced by ₹ 171 crore and debt to equity ratio for 30th June 2023 stands at 0.12x
- Focused on innovating new-aged products, premiumization coupled with marketing and advertising campaigns and expanding geographical footprint

Q1 FY24 Results Highlights

SURYA

Lighting and Consumer Durables Segment Performance

Particulars (In ₹ crore)	Q1 FY24	Q1 FY23	Change
Revenue	374	335	11.5%
EBITDA	33	22	52%
EBITDA Margins	8.83%	6.48%	235 bps
PBT	26	14	88%

Q1FY24 Highlights

- Due to a favorable business environment in both the B2B and B2C categories, Q1FY24 revenue increased by 11.5% YoY
- On account of improved private and government expansion plans; professional lighting business grew 27% whereas B2C business registered a modest growth
- EBITDA grew by 52% and margins improved to 8.83%, on the back of better product mix
- Launched various new products in FMEG segment to capture the upcoming festive season
- LED business grew by 8% backed by a volume led growth in products like LED Battens and Downlighters
- Continued downtrend in LED lighting bulbs replacement cost stood at 4.17% vs 4.57% in Q4 FY23
- Increased investments in advertising and marketing activities to enhance market share and brand visibility. Increased dealer and distributor engagement through various initiatives

Q1 FY24 Results Highlights

SURYA

Steel Pipe and Strips Segment Performance Highlights

Particulars (In ₹ crore)	Q1 FY24	Q1 FY23	Change
Revenue	1,503	1,504	-
EBITDA	83	49	70%
EBITDA/MT (Rs.)	4,388	3,103	41%
PBT	55	16	237%

Q1FY24 Highlights

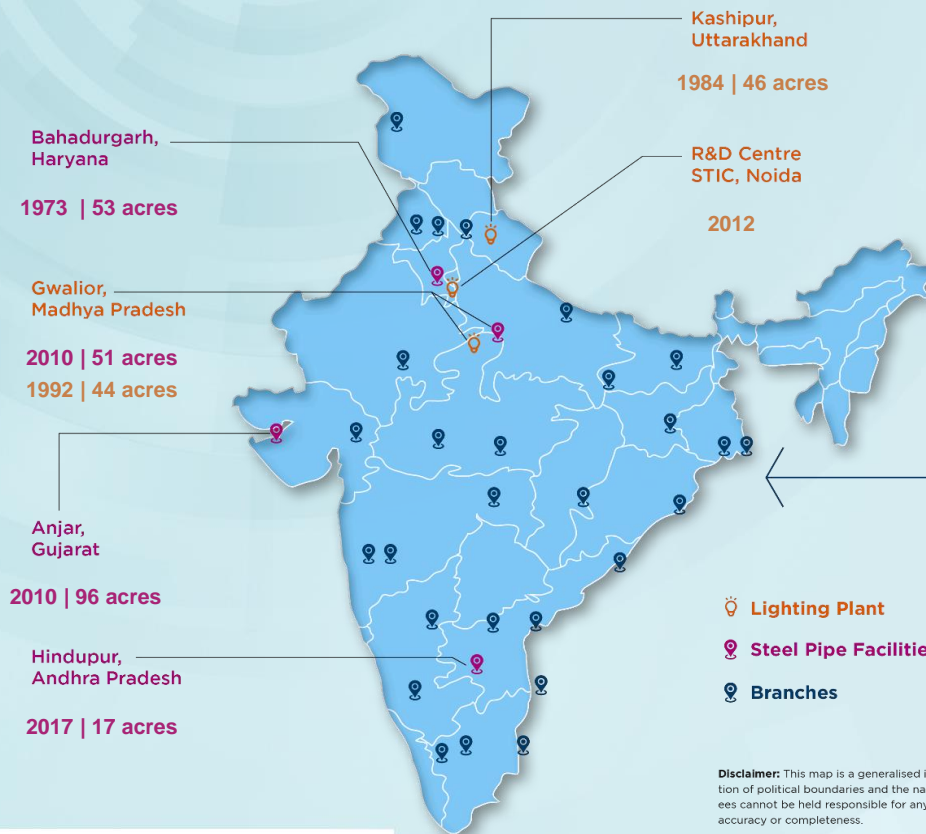
- The revenue remained flattish due to lower of steel prices; however raw material prices are expected to stabilize in coming months
- Healthy performance in terms of EBITDA/MT led by a volume growth of 20%; domestic business registered a volume growth of 27% YoY and export business registered a volume growth of 6%
- Witnessing a steady order inflow in API Pipes and other value-added products; mainly driven from Oil & Gas, CGD and Water Transportation sectors
- Continued to maintain a healthy order book of more than ₹ 500 crore from oil and gas sector as well as export market
- Capex for Large-dia pipe at Anjar and for GP and CR coils/pipe at Hindupur is ongoing

SURYA – At A Glance

SURYA

- **Established in 1973, 'SURYA' is one of the most respected and trusted brand** in Steel Pipes, Lighting & Consumer Durables (FMEG) and PVC pipes in India and Globally
- **Leadership in Value Added Products** with a comprehensive product range
- **Deeply rooted distribution network** up to Rural India
- **Brand promotion** through extensive TV & Print Advertisements, BTL activities and Digital campaigns
- **Strategic Value Creation** by reinforcing market leadership position and driving change through investment in value added products
- **Strengthening Financials** – Thrust on Reducing Debt, Lean Balance Sheet; Long term-loan debt free

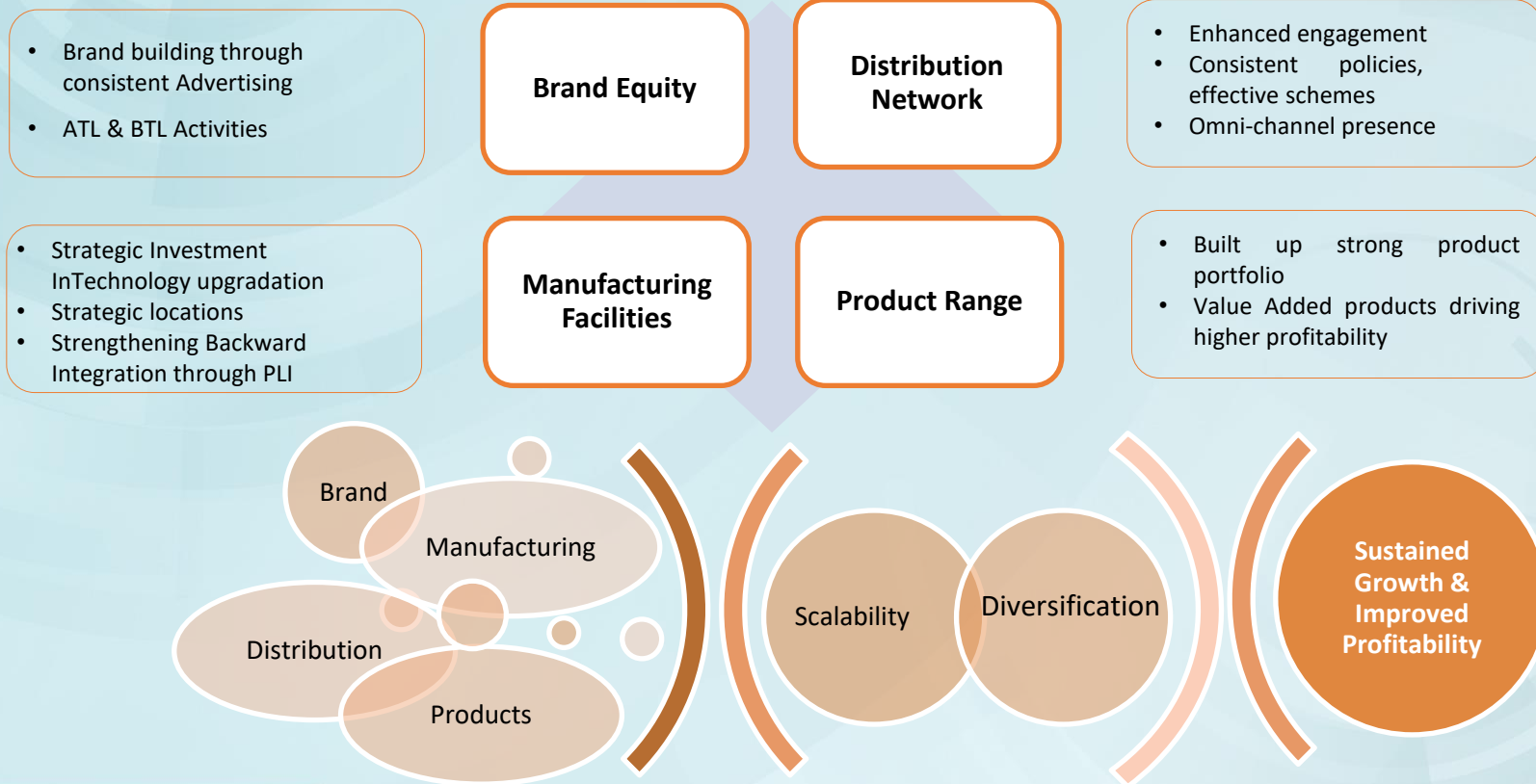




Global Footprints



Disclaimer: This map is a generalised illustration only for the ease of the reader to understand the locations, and is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features/states do not necessarily reflect the actual position. The Company or any of its Directors, Officers or Employees cannot be held responsible for any misuse or misinterpretation of any information or design thereof. The Company does not warrant or represent any kind of connection to its accuracy or completeness.

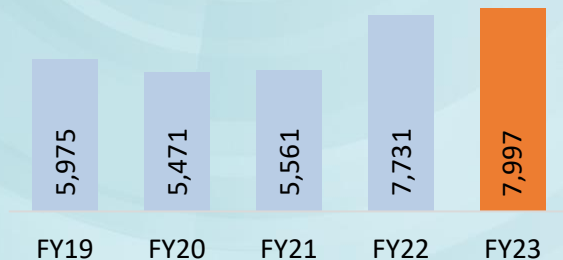


Strengthening Financials

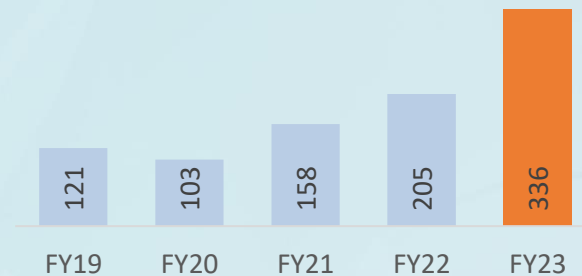
SURYA

₹ in crore

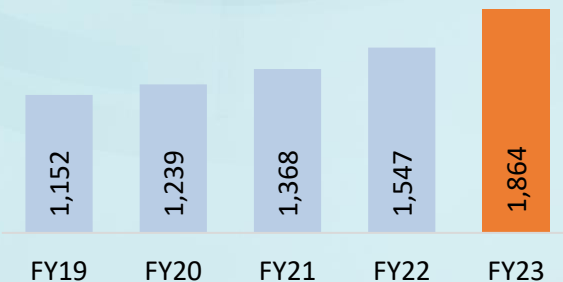
Revenue



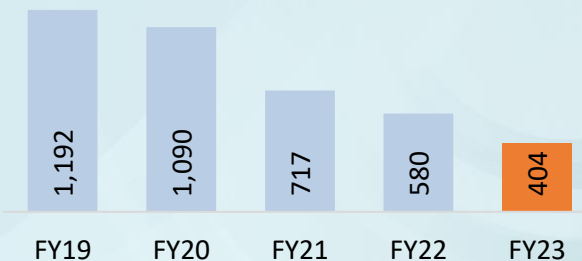
PAT



Net Worth



Debt





Shri J. P. Agarwal
Executive Chairman

Shri J. P. Agarwal is the driving force behind creating Surya Roshni as one of the most reputed, trusted and successful companies. He has been honoured with the highly prestigious Padma Shri Award by the Government of India



Shri Raju Bista
Managing Director

Shri Raju Bista is a young and dynamic leader. His discipline, dedication, visionary power and relentless efforts provided new dimensions and directions that have helped the Company in achieving new heights. He is the past President of ELCOMA, and presently a Member of Parliament



Shri Vinay Surya
Managing Director

Shri Vinay Surya is an M.B.A. from Swinburn University, Australia and possesses vast experience of over 23 years in Marketing, Exports, Commercial, Financial & Operational fields



Smt Urmil Agarwal
Director

Possesses over four decades of experience with sound business acumen & understanding of both the businesses of the Company



Shri T.S. Bhattacharya
Independent Director

Ex-MD, SBI has an illustrious professional career in banking and financial sector



Shri Sunil Sikka
Independent Director

A post graduate in Management (FMS Delhi) and Ex-President of Havells (India) Limited & ELCOMA. During his tenure, he led multiple initiatives to accelerate growth in marketing of consumer electricals and lighting in India



Shri Kaustubh N Karmarkar
Whole Time Director

Whole time Director, with vast experience of over 23 years in the field of Management & Human Resources and Planning



Shri Naresh Agarwal
Independent Director

Directorship in Santosh Timber Trading Company Limited and Atlantic Wood Private Limited. 30+ years of vast business experience



Shri S S Khurana
Independent Director

Ex-Chairman of Railway Board and Ex-officio Principal Secretary to Government of India



Ms. Suruchi Aggarwal
Independent Woman Director

Ms. Suruchi, a renowned and eminent practicing Advocate in the Supreme Court of India, Delhi High Court and other Courts



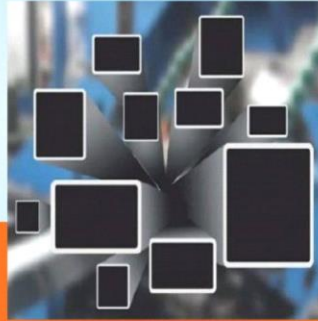
Shri Tekan Ghanshyam Keswani
Independent Director

A post graduate in Management (FMS Delhi) and a fellow member of ICAI with 45+ years of experience in Commercial, Administration and Financial fields

CR STRIPS



HOLLOW SECTION PIPES



COATED API & SPIRAL PIPES



BLACK PIPES



GI PIPES



STEEL PIPES AND STRIPS

Wide Range of Products

Steel Pipes & Strips – At a Glance

SURYA

50

Years of Brand presence in India, under the brand 'Prakash Surya'

#1

ERW GI Pipe manufacturer in India

21,000+

Pan India Dealers/Retailers

250+

Distributors

6

Products Categories
Pipes - Structural,
GI, API Grade & Spiral, Black
And CR Strips

#1

Exporter of ERW Pipes from India
(50+ Countries)

12.76 Lac

MTPA Capacity

9.61 Lac ERW Pipes

2 Lac Spiral Pipes

27.50 Lacs Sq mtrs 3LPE coating

1.15 lac CR Sheets




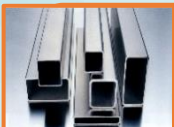

51%

Value Added Products of total Revenue

Commissioned Section Pipe **Direct Forming
Technology (DFT) Plant**

4

Manufacturing Locations in
Haryana, Madhya Pradesh, Gujarat, Andhra Pradesh

		Volume Share #	Market Position *	Applications
	GI Pipes	26%	#1 High Growth in Exports	Agriculture Irrigation, Casing and tubing, Hot Water/ Plumbing, Water pipelines, Green Houses, Fire Fighting, etc.
	API/ 3LPE Coated Spiral Pipes	17%	Leading API Pipe Manufacturer High Growth	Oil and Gas, Water Transportation City Gas Distribution
	Black Pipes	33%	Amongst Top 3	Construction, Fabrication, Fencing, Powder Coating, Sign Boards, Industrial Application, Scaffoldings
	Hollow Section Pipes	13%	Leading Brand + High Growth + DFT Technology	Infrastructure – Airport, Metro, Railways, Warehousing, Industrial Infrastructure, Urban Development, Solar, Poles
	CR Strips	11%	Serving Delhi - NCR Region	Auto Components, Motor Stamping, Cycle Rims, Umbrella Tubes & Rips

Transition Towards Higher Margin

SURYA

		FY 18-19		FY 19-20		FY 20-21		FY 21-22		FY 22-23	
Sr. No	Product Name	Volume Share	EBITDA/ MT (Rs.)	Volume Share	EBITDA/ MT (Rs.)	Volume Share	EBITDA/ MT (Rs.)	Volume Share	EBITDA/ MT (Rs.)	Volume Share	EBITDA/ MT (Rs.)
1	GI Pipes	30%	4,557	35%	4,534	35%	4,602	33%	5,456	26%	7,737
2	Black Pipes	27%	2,205	24%	2,023	23%	2,216	24%	2,884	33%	5,021
3	Section Pipes	20%	1,871	19%	1,670	19%	1,843	13%	1,611	13%	3,415
4	API & Spiral Pipes	9%	4,310	11%	7,143	12%	7,630	18%	9,136	17%	12,134
5	CR Strips	13%	1,958	11%	1,586	11%	1,693	12%	2,627	11%	2,846
	Total	100%	3,010	100%	3,256	100%	3,525	100%	4,648	100%	6,496



Building Strong Presence

- Gained **Market Share to ~10%** of Oil & Gas Transmission Pipes
 - Cross Country Land Pipes
 - City Gas Distribution (CGD)
- **Water Transmission provides higher growth opportunities**
- The world-class 3LPE Coating plant machinery has been procured from Selmers, Netherlands
- Installed 3LPE coating facilities of 27,50,000 sqmtr (external coating)
- Strong Order Book in hand for API Pipes
- Accreditations from major PMC such as EIL, Mecon and others

Key catalysts in the growth

- One of the fastest growing products for the company
- Enjoys higher EBITDA/Ton compared to other products
- Value accretive and contributes significantly to the profitability



- Commissioned the Large-dia section pipe facility with Direct Forming Technology (DFT) at Gwalior in mid-April 2022, which has also added a capacity of 36,000 MTPA of the new product categories.
- Will enable the company to further improve its presence in domestic as well as export markets.
- **Key Sectors to be served:** Exports and Domestic Markets serving Infrastructure and Urban Development

Setting-up Expansion Project at Hindupur, A.P.

SURYA



- **Project to manufacture GP and CR coils/pipe**
- **Setting-up expansion project with an outlay of Rs. 75 crore at Hindupur, A.P.**
- **Purpose:** Presently, the company procures the GP coil and CR coil from the suppliers. The company intends to ensure availability of GP coil/ CR coil every time as per the requirement of the market along with the cost lower than the market price to cater South Indian market.

Dubai Vision 2030



Abu Dhabi Airport



Qatar FIFA 2022



Dubai Frame



Key Highlights

- **Largest exporter of ERW Pipes (GI and Black Pipes)**
- **Exporting to 50+ countries** across the globe including USA, Australia, Canada, Mexico, Middle East, Europe and Africa

Strategy

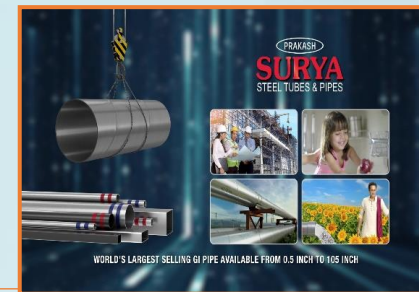
- **Commissioned large-dia section pipe facility** (upto 300*300 mm) with Direct Forming Technology at Gwalior, to improve exports of Hollow Section Pipe worldwide
- **Increase order share in Egypt** for small gas paint pipes
- **Focus on exporting value added products** such as grooved, 30*30 section, blue painted hollow coated pipes
- **Geographic expansion**



Advertisements in Print Media



The International Tube and Pipe Trade Fair, Germany



TV Advertisements for Prakash Surya Steel Pipes

- Present since 1973, 'Prakash Surya' has a strong leadership position with a major B2C contribution to the top-line
- Advertisements across TV, print, digital media, etc. to build brand franchise
- Focus on value-added products, **enjoys Leadership Position in ERW GI Pipes in domestic market**
- Established Dealer and Distributor network, strong presence in Tier II and Rural India
- Participation in major industry events, dealer meets and engagement with channel partners

Driving Strategic Manufacturing Benefits

SURYA

Bahadurgarh (Haryana)



Anjar (Gujarat)



Gwalior (Madhya Pradesh)

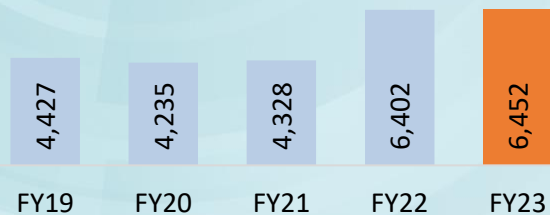


Hindupur (Andhra Pradesh)

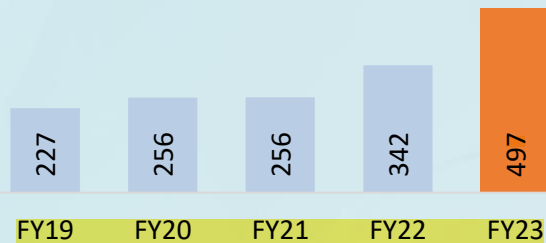


₹ in crore

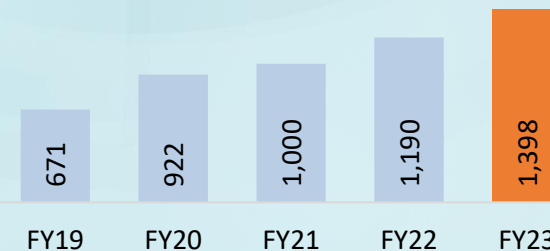
Revenue



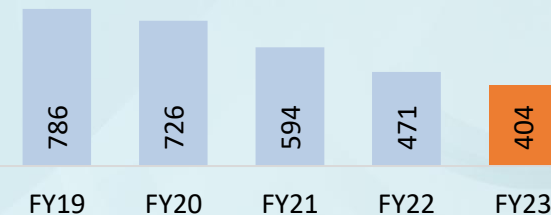
EBITDA



Net Worth



Debt



Technology Upgradation

- Strategic Investments in technology upgradation
- 3LPE coating plant from Selmer, Netherlands
- Large dia section pipe facility commissioned with DFT technology at Gwalior

Increasing share of Value-added Products

High growth in API pipes and Exports of Value Added Products to improve market share, margins and profitability

Diversify Mix

Diversify Customer Mix and Product Mix helps in de-risking the Steel Price volatility



Cost Efficiencies

Continuous process improvement, energy saving and increasing yield for cost-effectiveness

Brand Equity & Distribution Network

- Continuous brand development activities
- Engagement with country-wide dealers, distributors, retailers and influencers



PVC PIPES



FANS



CONSUMER LIGHTING



HOME APPLIANCES



PROFESSIONAL LIGHTING



LIGHTING AND CONSUMER DURABLES

Emerging FMEG

'SURYA' Established Lighting in 1984,
has emerging as a **leading FMEG
Player**

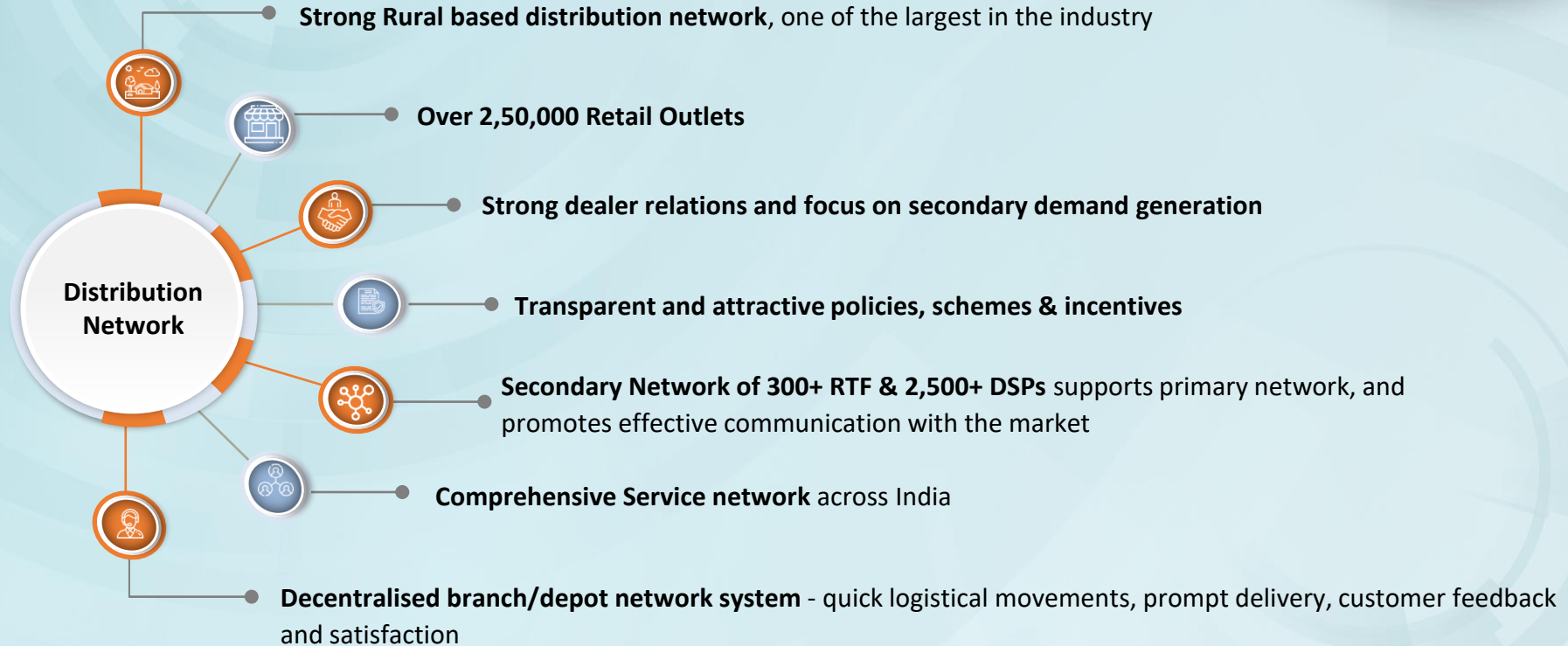
#2 Consumer Lighting Brand in India

Brand Equity through consistent
advertisements, ATL and BTL activities

**India's most deep rooted distribution
network**, major Revenue comes from
Semi-urban and Rural markets.

Strong position in Professional
Lighting with Smart Lighting Solutions

Successfully penetrating in **FMEG
categories - Fans and Home
Appliances**



Leader in various states such as AP, Telangana MP, Chhattisgarh, Uttar Pradesh and Jharkhand
Second in Karnataka, Delhi, Maharashtra, Bihar, Rajasthan and Uttarakhand, amongst others

Aggressive Brand Campaign

SURYA

- Extensive TV Advertisements, BTL activities, sponsorships and active online digital media campaigns



Surya is the Associate Sponsor of U Mumba kabaddi team (2022)



Expanding Capabilities

- Strong Professional Lighting team in place
- Developed complete ecosystem with vendors

Developing Products & Solutions

- Customized products
- Integrated Solution based Smart Lighting

Strengthening Customer Relationships

- Direct B2B projects
- Infrastructure, Monument Lighting, Airports, Bridges

Indore Airport Facade Lighting



Karimnagar Smart City



Bharuch Bridge Façade





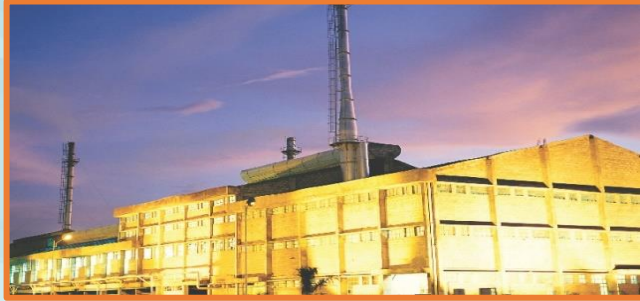
Fans -

- Leveraging strong brand and distribution network
- Pan India presence for fans
- Wide range of products including ceiling, table, pedestal, wall mounted and exhaust fans
- Focus on premium product categories to gain share in urban markets

Home Appliances -

- Leveraging strong brand and distribution network
- Wide variety of product range such as Water Heater, Room Heaters, Coolers, Dry Irons, Steam Irons, Juicer-Mixer-Grinders, Induction Cooktops
- Ecosystem already in place to capture the fast growing markets and categories
- Market leading product features and quality

Kashipur (Uttarakhand)



Gwalior (Madhya Pradesh)



R&D Centre (Delhi – NCR)



Commencement of manufacturing facility for LED components under PLI scheme for 'Large Investment' category

Benefits to Surya

- Leverage own manufacturing of LED products
- Increase the level of backward integration as well as increase the OEM opportunities

Fulfilling Investment Criteria

- By investing cumulative incremental minimum investment in P&M of Rs. 25 Crores.
- Incremental Sales over the base year of Rs. 450 crores.

Objectives

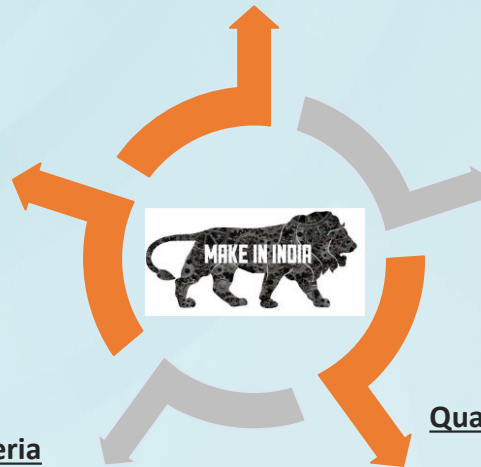
To boost manufacturing of '**Components of LED Lightings**' of India, to reduce dependency on imports of components

Target Segment

For manufacturing '**Components of LED Lighting Products** (i.e. LED Drivers, Mechanicals, Housing, Packaging, Modules, Wire Wound Inductors etc.) under **Large Investment Category**

Quantum of Incentives

4% to 6% on sales over the base year for a period of five years subsequent to the base year



PVC Pipes –Sizeable Business Opportunities

SURYA

Growth Drivers

Government initiatives such as **Housing for All, 'Nal se Jal', Project AMRUT and Swachh Bharat Mission**

01

Demand outlook for **non-agricultural pipes appears to be good** as the **major urban real estate markets** show signs of a sustained recovery

02

The sector is expected to see an average **Annual growth of 10%**

03



Application

Housing, irrigation, infrastructure, drainage and chemical transportation, among others



Operational Performance

18% revenue growth in FY23, Rs. 91 Cr as compared to Rs. 77 Cr in FY21



Market Research

Sizeable business opportunity with Strong Branding of 'Prakash Surya' and Distribution Network



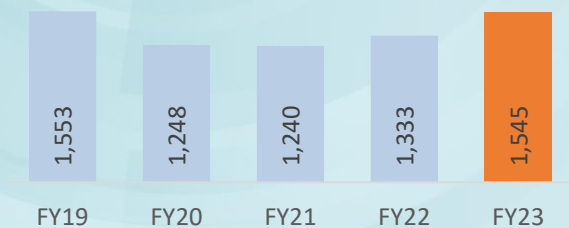
Capacity Expansion

Reached capacity of 10,200 MTPA

Sr. No	Product Name	FY 18-19		FY 19-20		FY 20-21		FY 21-22		FY22-23	
		Sales	EBITDA	Sales	EBITDA	Sales	EBITDA	Sales	EBITDA	Sales	EBITDA
1	LED- Lighting	38%	14%	49%	11%	53%	12%	59%	11%	64%	11%
2	LED-EESL	21%	11%	8%	8%	1%	11%	-	-	-	-
	Total LED (1 + 2)	60%	13%	56%	11%	54%	12%	59%	11%	64%	11%
3	CFL (Peak Sale Rs. 374 Cr.)	2%	-	1%	-	-	-	-	-		
4	Conventional	22%	4%	22%	3%	23%	9%	19%	1%	16%	-
5	Consumer Durables	17%	7%	21%	7%	23%	8%	22%	6%	20%	5%
	Grand Total (1 to 5)	100%	10%	100%	8%	100%	10%	100%	8%	100%	8%

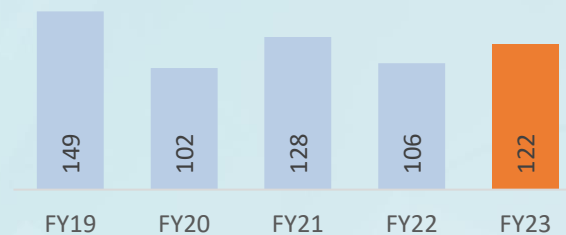
Transformed the product portfolio from conventional lighting to LED Lighting and Consumer Durables

Revenue

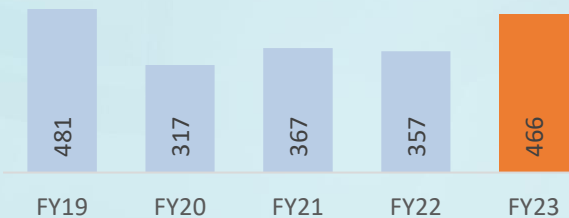


EBITDA

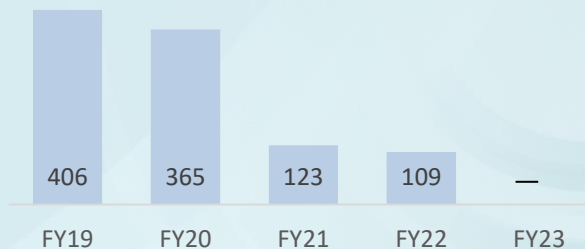
₹ in crore



Net Worth



Debt





Product Development

Alignment with fast changing consumer preference, at high speed and premium quality



Manufacturing Capabilities

Automation, Speed, Size and backward integration.
One of the largest manufacturing capacities in India for LED Lighting



Re-energizing the Surya Brand

Aligning with new age consumers, and growing LED Lighting and Consumer Durables



Distribution network

Enhancing the distribution network through omnichannel, dealers, distributors contractors, developers, architects etc.



Young Demographics

- Improving lifestyles, investment in home improvement
- Emerging Lifestyles



Consumer Lighting

- Faster adoption by consumers across India, including Rural



LED Professional Lighting

- Smart Integrated LED Lighting
- Presence in sunrise areas like Housing for all, Smart Cities , Street Lighting, Monumental Lighting, Industrial Lighting



i-Cook Rice Cooker

- ✓ 1.8 L Bowl for Cooking
- ✓ Trivet plate for perfect rice cooking
- ✓ 700W auto warm mode for keeping food hot



Aqua Neo Electric Kettle

- ✓ Stainless Steel body
- ✓ 360-degree rotation cord less
- ✓ Wide spout for easy filling & cleaning
- ✓ Hinged lid for ease in use



Era Gold Dry Iron

- ✓ Light weight
- ✓ Premium non-stick coating
- ✓ Thermal fuse for extra safety, super smooth surface finish of sole plate
- ✓ Aerodynamic Design with metal cover body



BEE Rated Fans

- ✓ Star rated fans as per the latest BEE norms
- ✓ High Power in Low Voltage (HPLV) fans to sustain fluctuating voltages
- ✓ Stylish and trendy designs

Financial Results Highlights

Particulars (Rs. Crores)	Q1 FY24	Q1 FY23	FY23
Total Revenue from Operations	1,875	1,840	7,997
Cost of Material Consumed	1,339	1,394	5,855
Purchase of Stock In Trade	110	96	429
Changes in Inventories	42	-9	-62
Total Raw Material	1,491	1481	6,222
Gross Profit	384	359	1,775
Gross Profit (%)	20.5%	19.5%	22.2%
Employee Expenses	97	85	372
Other Expenses	173	204	788
Other Income	2	1	5
EBITDA	116	71	620
EBITDA(%)	6.2%	3.9%	7.8%
Depreciation	29	28	115
EBIT	87	43	505
EBIT(%)	4.6%	2.3%	6.3%
Finance Cost	6	13	45
Profit Before Tax	81	30	460
Tax	22	8	124
Profit After Tax	59	22	336
Profit After Tax(%)	3.2%	1.2%	4.2%
Other Comprehensive Income	-	-	-
PAT After OCI	59	22	335

Consolidated Balance Sheet

SURYA

EQUITY AND LIABILITIES (Rs. Crores)	Mar-23	Mar-22
(I) EQUITY		
(a) Equity Share capital	54	53
(b) Other equity	1810	1,494
Sub Total (I)	1,864	1,547
(II) LIABILITIES		
(1) Non-Current Liabilities		
(a) Financial Liabilities		
(a) Term Borrowings (incl. Current Maturities)	-	61
(b) Lease Liability	7	7
(c) Other Financial Liabilities	14	12
(d) Provisions	18	63
(e) Deferred Tax Liabilities (Net)	67	57
Sub Total (II)	106	200
(III) Current Liabilities		
(a) Financial liabilities		
(a) Working Capital Borrowings	404	519
(b) Lease Liability	7	6
(c) Trade Payables	406	594
(d) Other Financial Liabilities	150	145
(e) Other current liabilities	72	51
(f) Provisions & Current Tax Liabilities	48	53
Sub Total (III)	1,087	1,368
Total Equity & Liabilities (I+II+III)	3,057	3,115

ASSETS (Rs. Crores)	Mar-23	Mar-22
(I) NON-CURRENT ASSETS		
(a) Property, plant & equipment	901	932
(b) Capital work-in-progress	9	53
(d) Right to Use Asset	11	11
Financial Assets		
Other Financial Assets	34	35
Other Non - current assets	15	16
Sub Total (I)	970	1,047
(II) CURRENT ASSETS		
(a) Inventories	1,152	988
Financial Assets		
(b) Trade receivables	747	888
(c) Cash and bank balance	2	1
(d) Other Financial Assets	43	38
(f) Current Tax Assets		12
(g) Other current assets	143	141
Sub Total (II)	2,087	2,068
Total Assets (I+II)	3,057	3,115

Particulars (Rs. Crores – Consol.)	Full Year ended 31-Mar-23	Full Year ended 31-Mar-22	Full Year ended 31-Mar-21	Full Year ended 31-Mar-20
Profit before tax	459	277	212	140
<i>Depreciation and Interest</i>	<i>161</i>	<i>175</i>	<i>173</i>	<i>210</i>
Operating Profit Before Working Capital Changes	620	452	385	350
<i>Change in Working Capital</i>	<i>(235)</i>	<i>(103)</i>	<i>210</i>	<i>(35)</i>
Cash generated from operations	385	349	595	315
<i>Income taxes paid</i>	<i>(105)</i>	<i>(64)</i>	<i>(54)</i>	<i>(39)</i>
Net cash inflow from operating activities (A)	280	285	541	276
Net cash inflow/(outflow) from investing activities (B)	(33)	(54)	(66)	(48)
Net cash flow from Operating & Investing activities (C=A+B)	247	231	475	228
Cashflow used in financing activities, payment of interest, dividend and others (D)	(71)	(94)	(101)	(127)
(Decrease) / Increase in Net Debt (E) = C-D	(176)	(137)	(374)	(101)

- **Strong market position** in Steel Pipes & Strips, and Lighting & Consumer Durables
- **Investment in brand building** and improving distribution
- **Successfully gaining momentum in New Value Added products** in both the businesses
- **Rigorous financial control** across the company
- **Improving profitability and financial ratios**
- **Robust demand Drivers** for both the businesses



Youth & Women Empowerment, Skill Development



Animal Welfare

Our dedicated CSR arm Surya Foundation, discharges responsibilities in the fields of health, skill development and education.



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