

## COVERING LETTER

**Date:-**06.04.2018

**Scrip Code:-539226**

**To,**  
**Listing Department,**  
Bombay Stock Exchange Limited,  
PhirozeJeejeebhoy Tower, Dalal Street,  
Mumbai- 400 001.

**Subject:-** Intimation regarding Investor Presentation for April 2018

Respected Sir/Madam,

With respect to the subject cited above; we hereby inform you the Investor Presentation about Product details, financial highlights and marketing strategies of the company for the month of April. 2018.

So, kindly take on your record and acknowledge the same.

For, **M. D. Inducto Cast Limited**


**Vimal Dattani**  
Company Secretary & Compliance Officer  
A37591

# Investor Presentation

## April 2018



- **M. D. Inducto Cast Ltd. – Our Present**
  1. Our Journey
  2. Products & Manufacturing details
  3. Distribution Network
  4. Strategy
  5. Strengths
  6. Opportunity
  
- **Rudra Global Infra Products Limited- Our Future**
  1. Why Rudra Global Infra Products
  2. Product Portfolio
  3. Rudra Infra Mart
  
- **Financial Highlights**

M.D. Inducto Cast Ltd.



# M. D. INDUCTO CAST LIMITED

## OUR PRESENT

**TMT BARS | CEMENT | WIRE | PIPES**



- MD Inducto Cast Ltd., was incorporated in 2012
- Manufacturer of superior quality **Billets and TMT Bars**
- **RudraTMX** is Leading Retail brand for TMT Bars in Gujarat
- Installed Production capacity of **120,000 MT/annum** for billets & TMT bars
- **Thermax Quenching System** of Germany used for manufacturing TMT
- **400 exclusive** dealers in Gujarat

# Key Management Profile



Ashok Kumar Gupta  
Chairman



Mr. Ashok Gupta currently serves as the Chairman of BOD at Rudra Global Infra Products Ltd. He is a visionary in the field of iron and steel sector, and therefore has a proven record of achieving success in all his endeavors.

Born in Punjab, to a family of grain traders, Mr. Ashok Gupta, seizing the opportunity of rapidly developing secondary steel market in western India, moved to Bhavnagar, Gujarat in 1991, wherein he forayed into iron and steel business by setting up steel re-rolling mill.

In the late 1990's Mr. Ashok Gupta ventured into ship breaking business in Alang, Bhavnagar and set up Hari Krishna Steel Corporation – a now sister concern of Rudra Global Infra Products Ltd. His able management and untiring hard work has not only allowed the business to sail through testing times but also has provided his next generation with a solid platform to aim for higher goals in business.

Mr. Ashok Gupta's wisdom, backed up his apt guidance to fellow co-workers and his unconditional support to his next generation, has been instrumental in the Rudra Group achieving these heights.

# Key Management Profile



**Nikhil Gupta**  
Managing Director



Mr. Nikhil Gupta currently serves as the Managing Director at Rudra Global Infra Products Ltd. A natural leader, it is under his leadership that the Rudra Group has been achieving new heights everyday. An aggressive approach to work with a never to say die attitude have been the key attributes to his success.

After completing his graduation in 2006, Mr. Nikhil Gupta was quick to decide his goal's in life. At a very young age he realized his love for running his own business and therefore soon after completing his education, he joined his family business. Hari Krishna Steel Corporation with his exuberance of youth and apt understanding of market dynamics , saw a rapid growth in both top and bottom line performances.

The hunger of achieving greater success, led to him setting up MD Inducto Cast Ltd. in 2013 – an induction furnace to manufacture MS billets, which had a installed capacity of 120000MT/annum. Later in Mar 2014, he ventured into forward integration and set up a TMT manufacturing facility, having an installed capacity of 120000MT/annum. The company has been able to create a name for itself in fiercely competitive steel market of Gujarat, and its brand RUDRA is now a household name.

To his credit, he has the honour of being the youngest Joint Secretary of Alang-Sosiya Ship Recycling Association, rendering his services for 6 years. His deep knowledge of the iron and steel industry has enabled him to be a representative of his industry as a Speaker at various conferences in India and Abroad.

# Key Management Profile



Vivek Tyagi  
CEO



Mr. Vivek Tyagi currently serves as Chief Executive Officer at Rudra Global Infra Products Ltd. Previously, he served as Vice President Sales & Marketing in the same company. In his tenure at the company, Mr. Tyagi has helped the company establish Rudra as big a brand it is known today. His endeavours were not only restricted to the primary product of the company, but following the franchise model, he went on to add Cement, 6mm bars, ERW Pipes and MS wires, to company's product portfolio.

Prior to joining Rudra Group, Mr. Tyagi worked with Aashiana Rolling Mills Ltd.- Friends TMT, as General Manager Sales & Marketing.

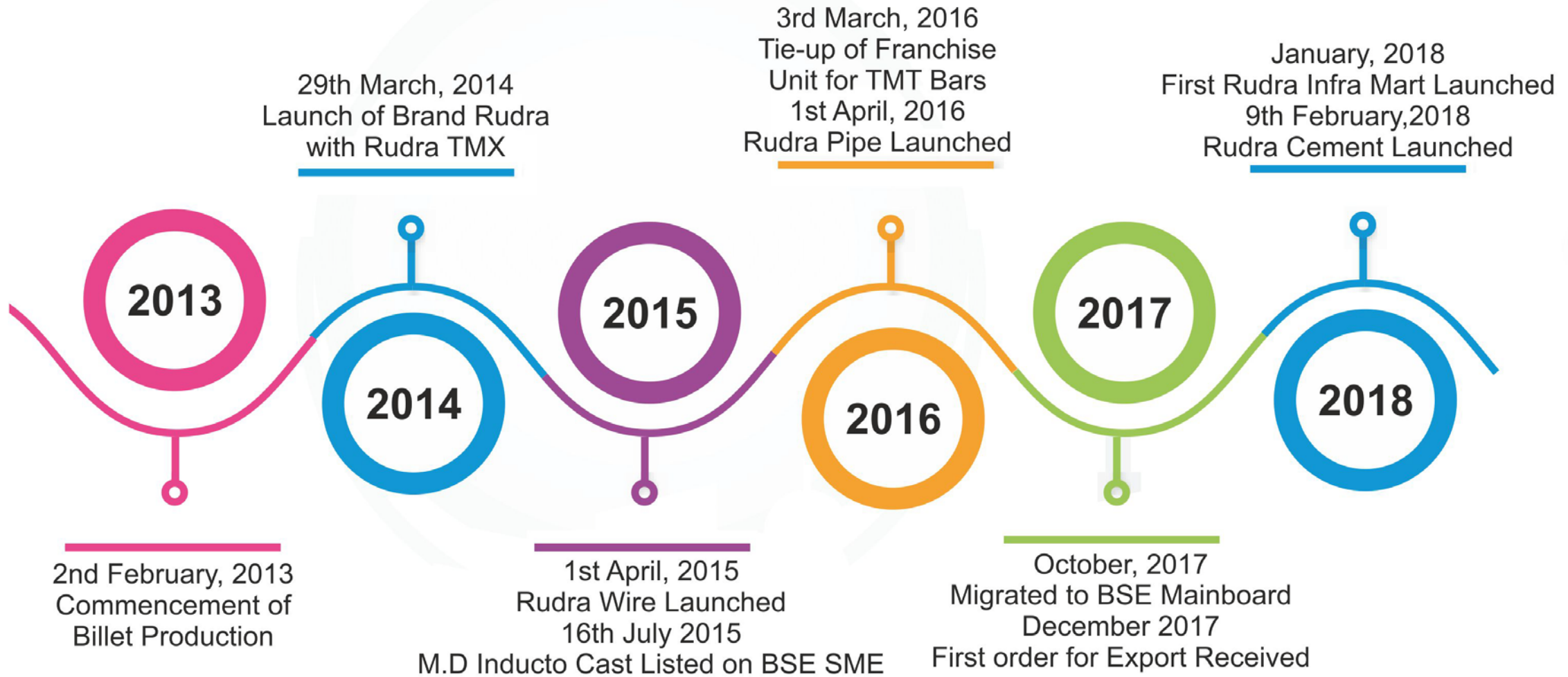
In May 2007, he joined Kamdhenu Ispat Ltd. as Marketing Manager – Gujarat, and helped the company establish its brand as pre-dominantly in western India as it is in other parts of the country. His hard work and constant drive to learn and develop himself, led him to getting the managements nod in managing the marketing department of the company in the states of Tamil Nadu and Karnataka, from March 2008.

In 2009, he was called back to Gujarat to help the company establish a new sales and distribution channel, which was based on distributor dealer network.

Mr. Tyagi is an MBA in Marketing from Meerut University.



# Timeline



## Billets



A billet is a length of metal that has a round or square cross-section, with an area less than 36 in<sup>2</sup> (230 cm<sup>2</sup>). Billets are created directly via continuous casting or extrusion or indirectly via hot rolling an ingot or bloom



## TMT Bars

TMT bars or Thermo-Mechanically Treated bars are high-strength reinforcement bars having a tough outer core and a soft inner core



# Manufacturing Facility



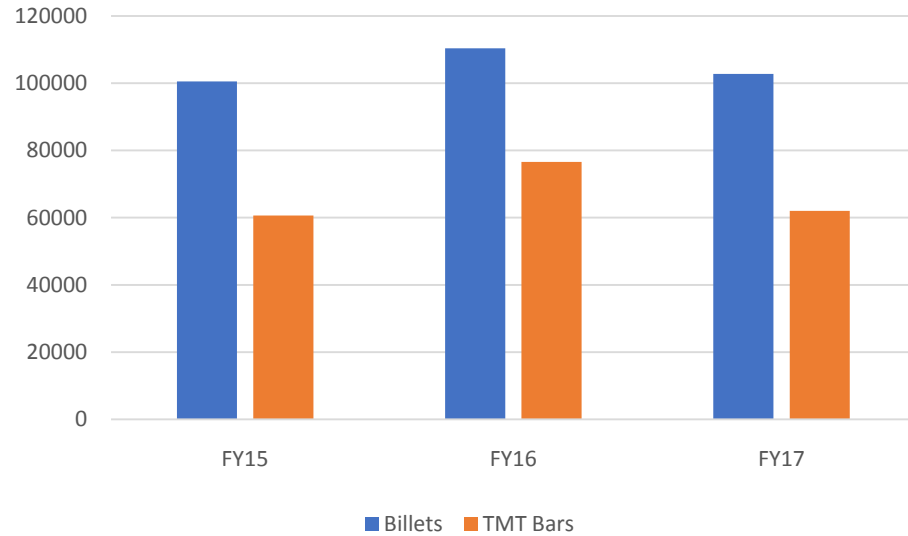
- Spread over more than 60,000 sq. mtr., our manufacturing facility is located at Nesada, Sihor
- Fully integrated and fully automated plant providing competitive edge in the industry
- Manufactures both Billets & TMT Bars
- TMT bars are made from 100% billets, manufactured in house
- Production capacity of 1,20,000 MT p.a. both for billets and TMT bars
- Integrated plant with 20 MT Induction furnace, 6/11 Continuous casting machine and fully automatic new age Rolling mill.
- Advanced German Technology – Thermex, used to manufacture our products



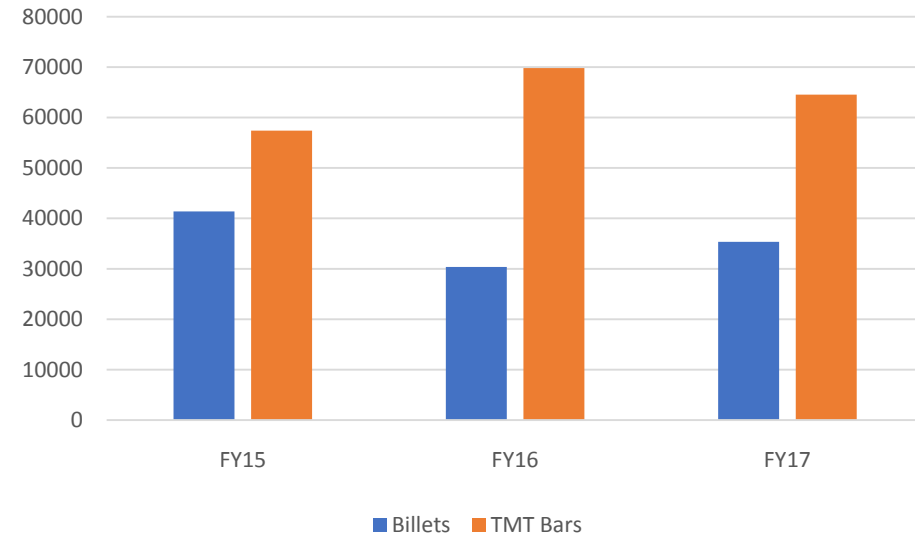
# Volume Data



### Production (MT)

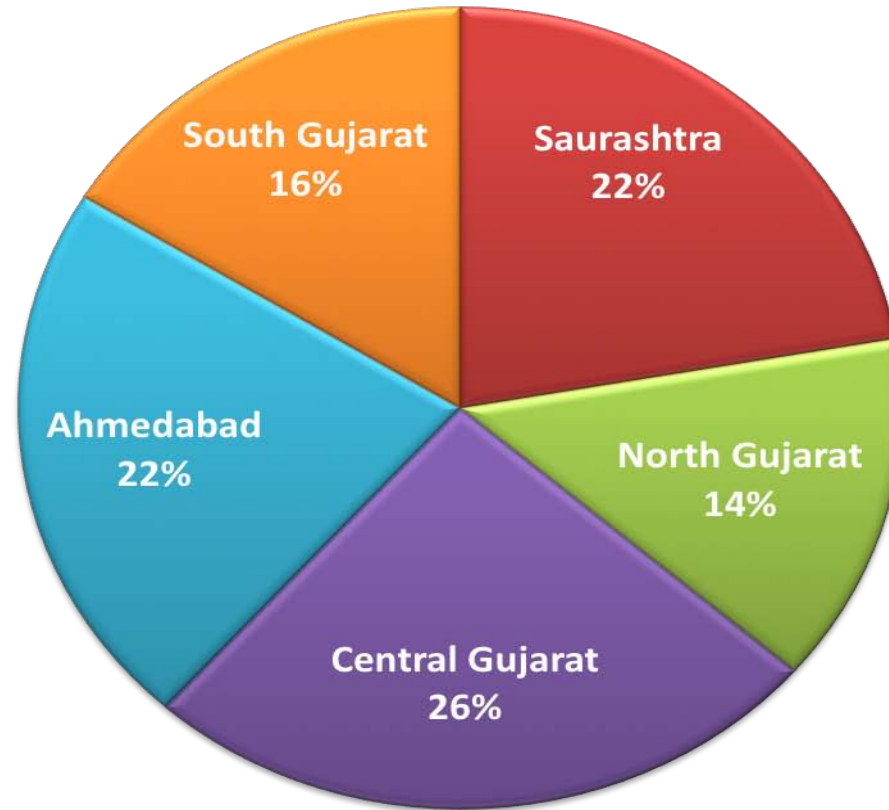


### Volume Sales (MT)



100% Capacity utilization from past 3 years

# Sales Contribution



Retail network of **RUDRA TMT** bars across Gujarat





## Steel Demand

- As per World Steel Association, India's steel product demand is likely increase by 7.1% to 94.9 million tonne in 2018
- The construction sector being the largest end user of steel is estimated to have more than 35% of total market share by 2020
- A sustained government spending on infrastructure like roads, railways, power and housing will propel India into the league of top global steel consuming nations in the next 10 years
- The construction, automobile, and white goods industries will attract a high demand for steel over the next decade

## Government Initiative

- Housing through schemes like **Smart Cities Mission, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Housing for All by 2022**, bodes well for the building products sector
- **Indira Awaas Yojana (IAY)** – flagship program to provide rural households, provides demand for steel to boost the construction segment
- **National Steel Policy**, projects crude steel capacity of 300 million tonnes (MT), production of 255 MT and a robust finished steel per capita consumption of 158 Kgs by 2030 - 31,



## Power Saving

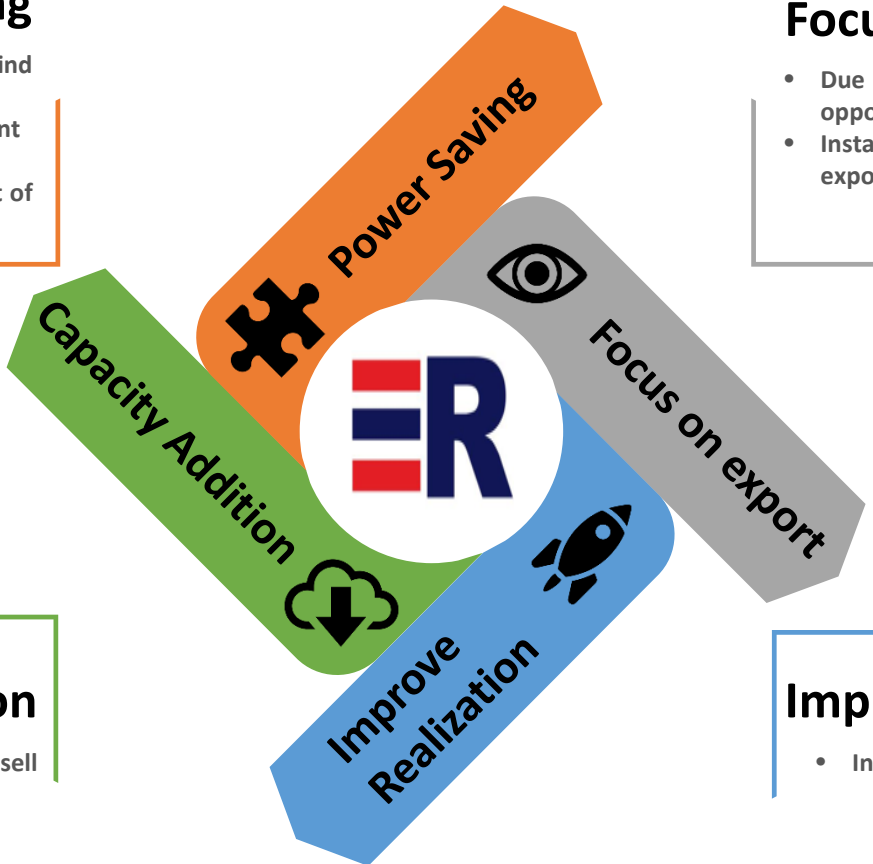
- Installed 2 wind mills, additional Wind mill will be operational by year end
- Planned installation of Solar Power Plant

All this would enable us to have Zero cost of power going ahead



## Focus on Export

- Due to production cut in china, export opportunity has increased for billets
- Installing a separate Re- heating furnace for exporting billets



## Capacity addition

Tying up with OEM to manufacture and sell TMT bar under the brand name RUDRA



Focus on export



Capacity Addition



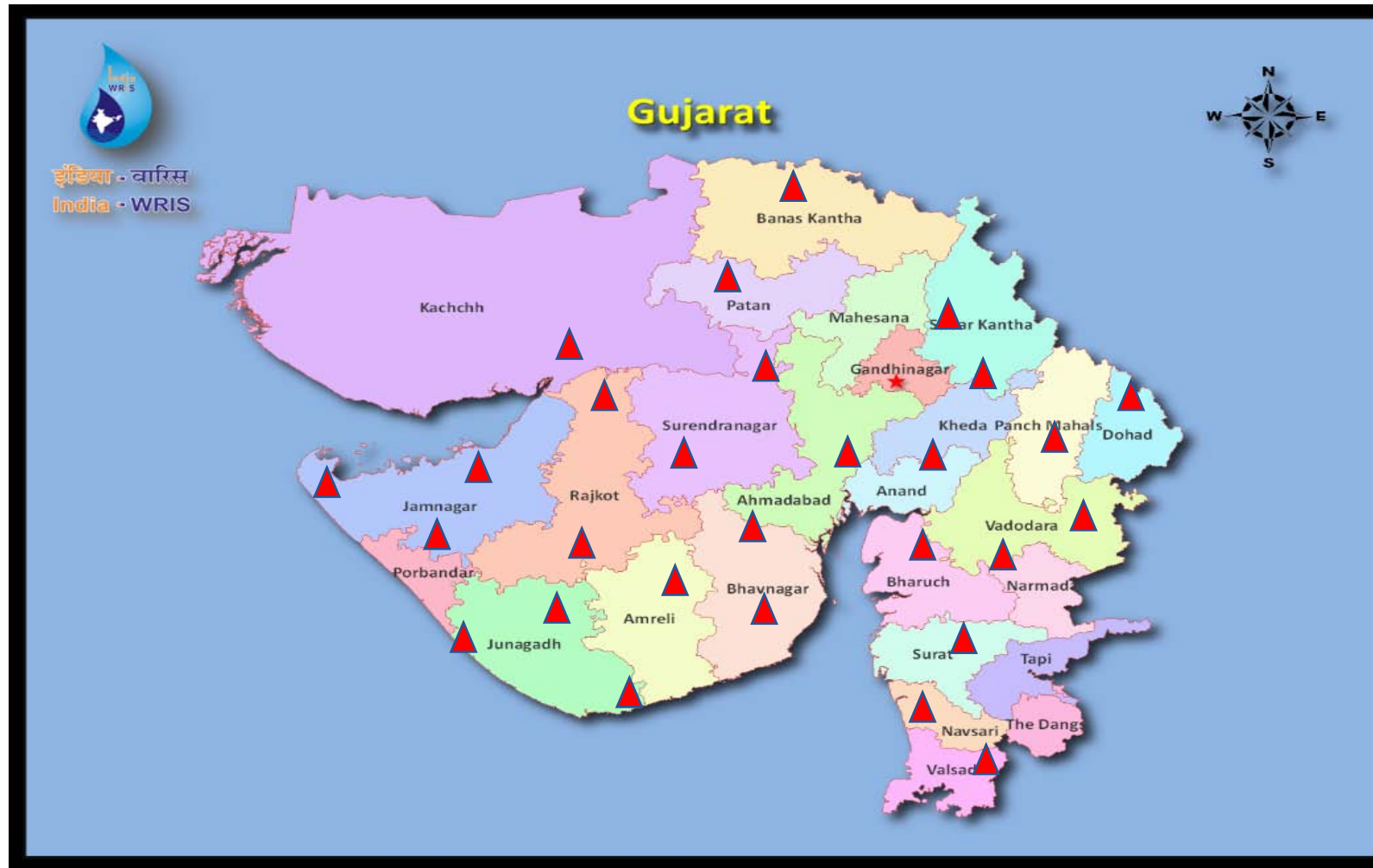
Improve Realization

## Improve Realization

- Industry demand as improved

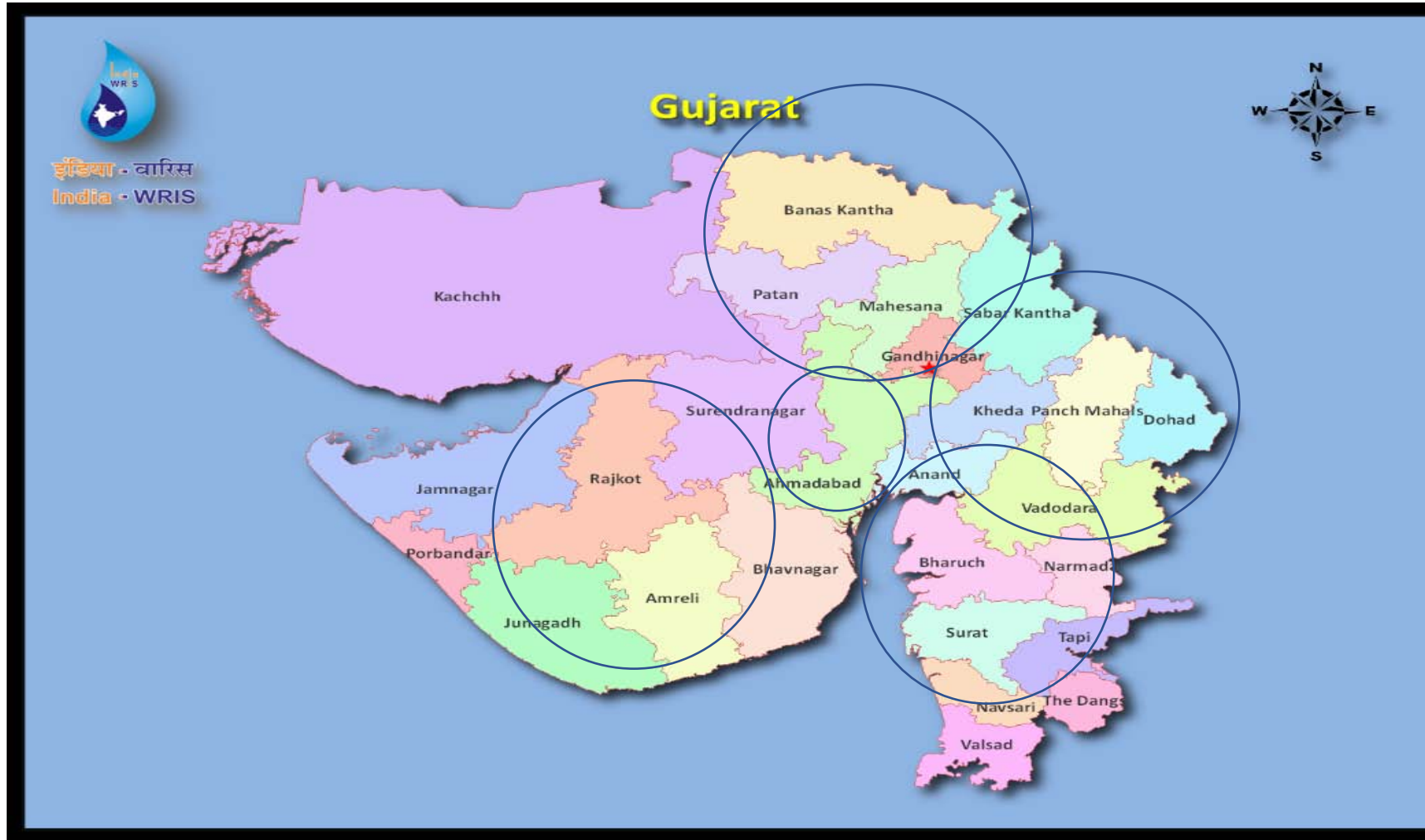


# Distributor Network



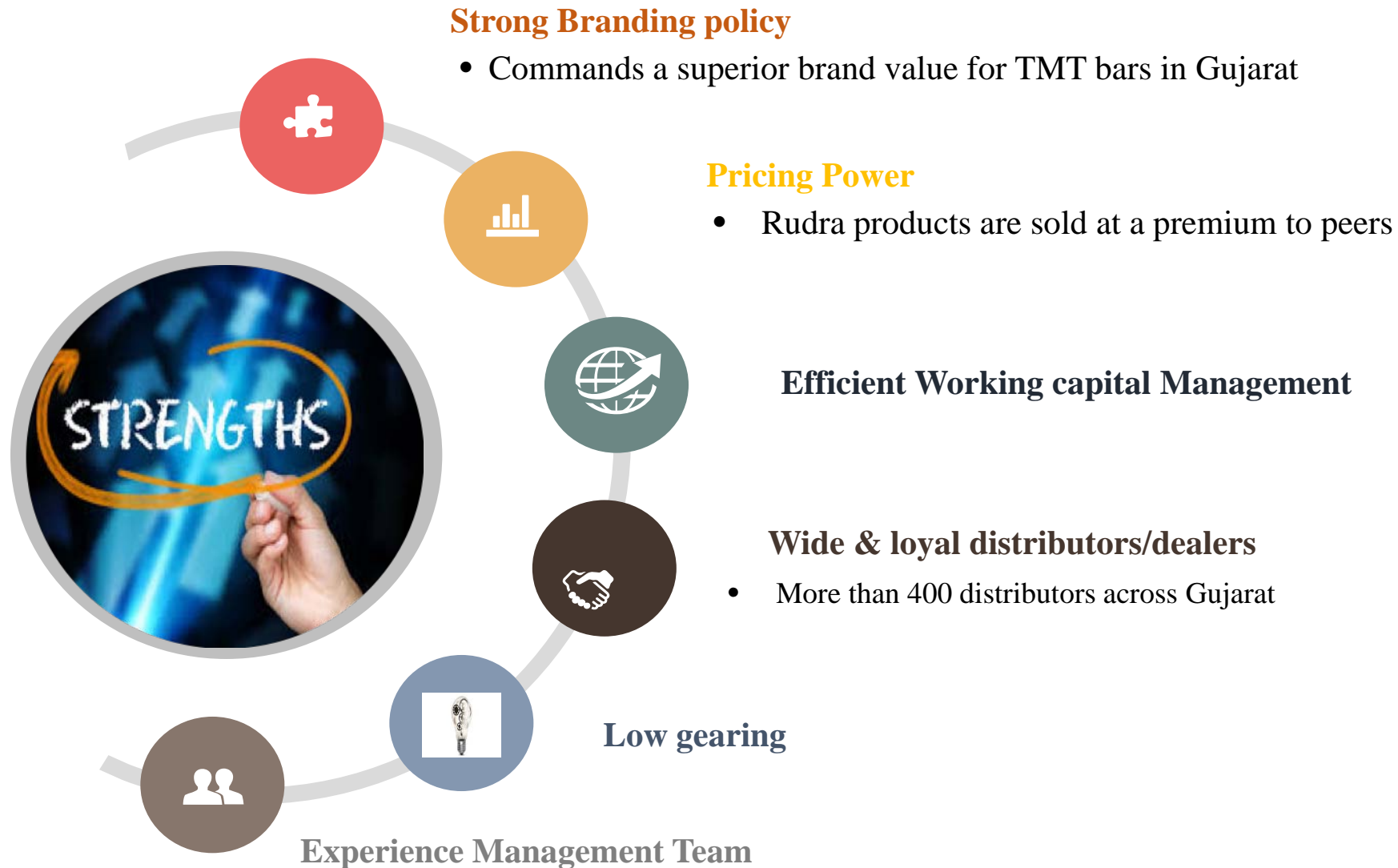


# Dealer Network



**TMT BARS | CEMENT | WIRE | PIPES**

# Strengths



# Branding & Marketing Strategies



The Launch of Rudra TMX was first of its kind in the history of Industry.

Likes of Shri Jitubhai Vaghani,  
Shri Purshottam Rupala,  
Shri Vajubhai Vala,  
Mayor Smt Meenakshiben Patel  
graced the occasion



Guests enjoyed getting their photographs clicked with holographic projection of **Shri Paresh Rawal**.

The Event was then celebrated by a bollywood Night, with Richa Chadda, Hazel Keech and Sugandha Mishra Preforming live.





# Branding & Marketing Strategies



Rudra TMX has covered Police Barricades, Traffic Booths & Traffic Awareness Programme for Gujarat Traffic Police



# Branding & Marketing Strategies



**Rudra TMX  
Participate in  
Exhibitions**





## Rudra TMX Arrange Contractor's Meet and Mason Meets



getting their  
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# Branding & Marketing Strategies



Rudra TMX has initiated a social welfare scheme by announcing the concept of Sheri Library in Gujarat. Hon. Chief Minister Smt. Anandiben Patel did the lokarpan Ceremony of 17 Sheri Libraries in Bhavnagar.

**હાર્દિક નિમંત્રણ**  
લોકલાડીલા ધારાસભ્ય માનનીય  
શ્રી જીતુભાઈ વાઘાણી પ્રેરીત  
RUDRA<sup>TMX</sup> ના સૌજન્યથી  
માન. મુખ્યમંત્રી શ્રી આનંદીબેન પટેલ ના વરદ્ હસ્તે  
**શેરી લાઈબ્રેરી લોકાર્પણ**  
પ્રસંગે આપને ઉપસ્થિત રહેવા હાર્દિક નિમંત્રણ છે.  
તારીખ : ૨૦-૬-૨૦૧૪, શુક્રવાર સમય : સવારે ૧૦-૦૦ કલાકે  
સ્થળ : બાલવાટીકા, બોરતળાવ, ભાવનગર.





# Branding & Marketing Strategies







- Providing not only TMT bars but **End to End building material solutions**
- **Rudra Infra Mart** to be one stop retail outlet for building material solution
- **Widening** the product range i.e. TMT bars, Cement, Bricks, wires & pipes
- **Tying up with OEM** to get different product manufactured under the **brand RUDRA**
- Target to have **100 Rudra Infra Mart** in Gujarat by 2019

# Why Rudra Global Infra Products

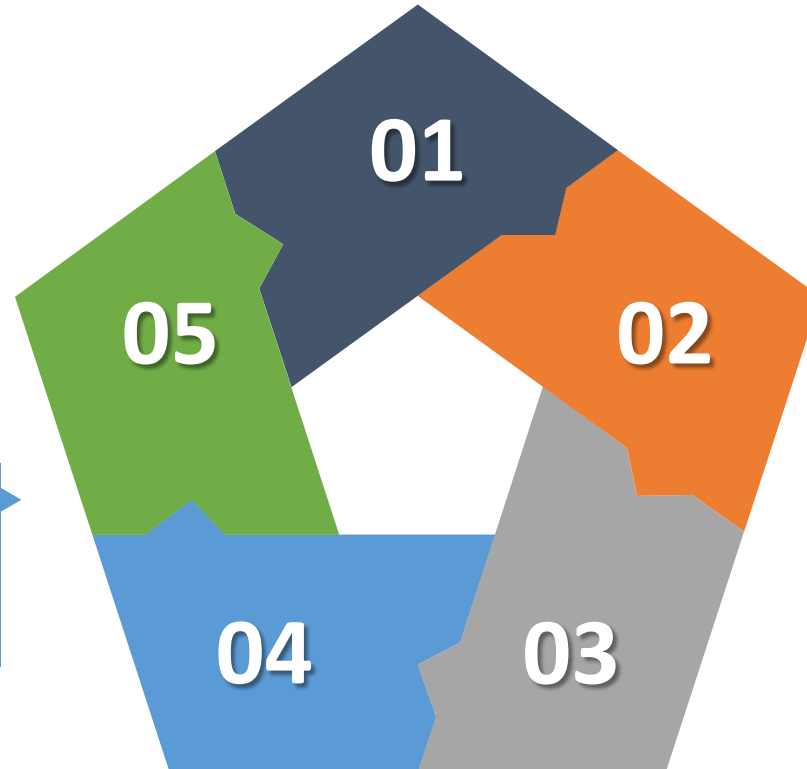


## Rudra Infra Mart

- Opened first infra mart i.e. Retail outlet to provide all the building material products under one roof
- Target to have around 100 Rudra Infra Mart by 2019

## Products offering

- Increase in Products offering like Cement, wires, pipes & bricks along with TMT bars
- Going forward to add more products in the portfolio like Paints, tiles, water-proofing chemicals



## Full Capacity

- We supply TMT bars equivalent to state's potential
- Proven record of 100% capacity utilization since inception

## Capitalizing on Brand

- Rudra brand commands premium in Gujarat
- Instead of focusing on increasing TMT bars and move out of state, we intend to capitalize on our brand and provide end to end solutions of building material

## OEM's tie up

- Get products manufactured under the brand name RUDRA; utilizing the vacant capacity of OEM's

Brand Rudra

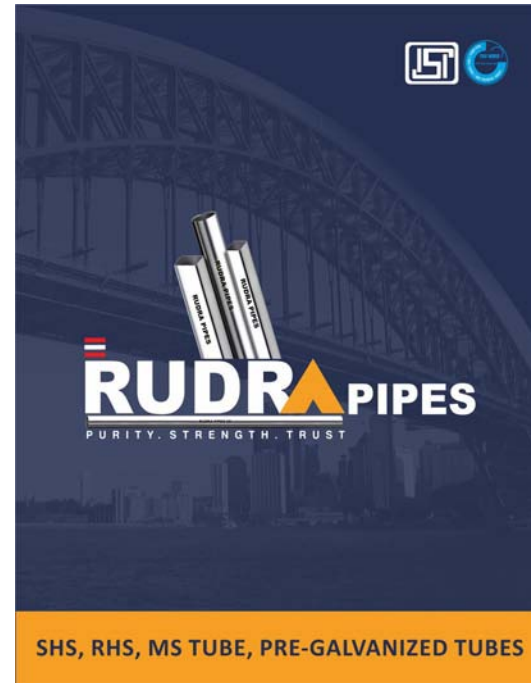
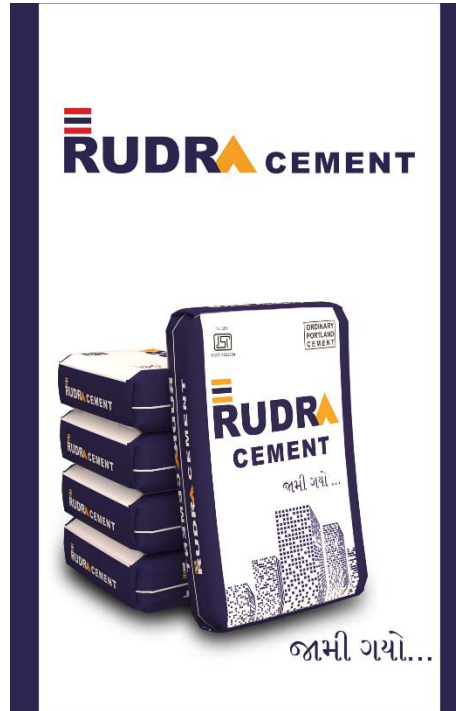


  
**RUDRA** 

**TMT BARS | CEMENT | WIRE | PIPES**



# Product Portfolio



Rudra TMX Bars are made from 100% Billet. The flaws of Ingots are not transformed into TMT bars, resulting in better quality TMT Bars than most of our competitors.

Rudra TMX is One Stop Solution for TMT requirements. Rudra TMX produces grades like Fe500, Fe500D, Fe550, Fe550D, Fe600 & CRS (Corrosion Resistant Steel) and sizes ranging from 8mm to 40mm.

Rudra TMX provides Tailor-made length of TMT Bars. We Fulfill costumers requirement of tmt bars of any fixed length required.

Rudra TMX is made using German Technology THERMEX. Rudra TMX is ISI Approved, TUV Norde Approved and maintains European, Russian and American Standards of Steel.







CAPACITY OF  
1,20,000 MTPA



5 FRANCHISEE  
PARTNER & 400  
DEALEARS



THERMAX  
QUENCHING  
SYSTEM OF  
GERMANY TO  
MANUFACTURE TMT  
BARS



TMT BARS ARE  
MADE FROM 100%  
HOMEMADE BILLETS

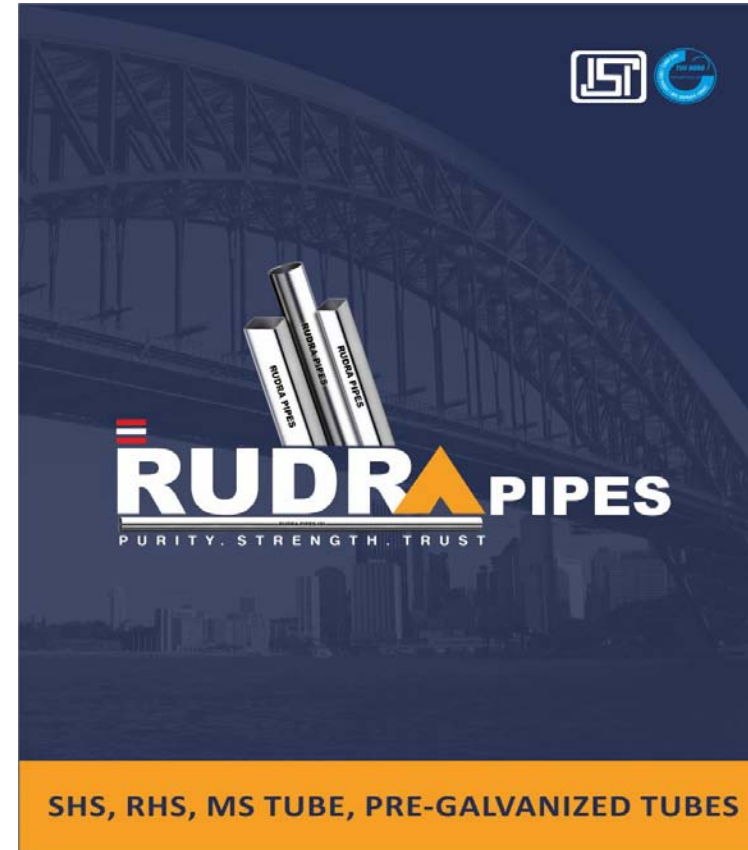


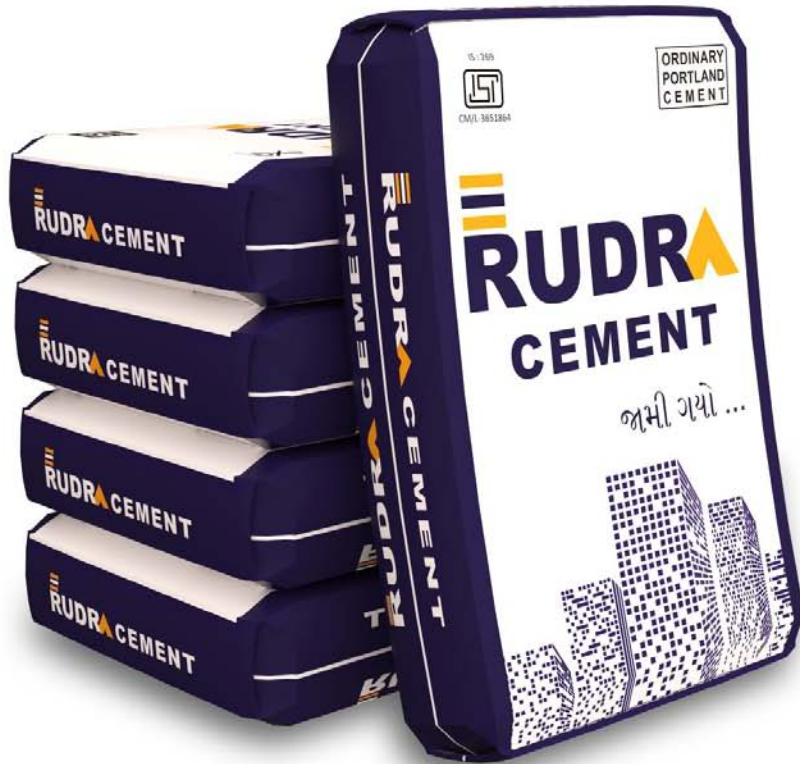
- Unmatched combination of ductility and strength
- Consistent diameter
- Unique and secure packaging with ease of handling
- Quicker tying, saves time
- Conforming to international quality standards





Rudra pipes offer excellent Quality & Service with regular supply & easy availability. The excellent distribution of material around the axis of steel pipes, allows for remarkable strength qualities. Rudra pipes offer high torsional rigidity and compressive strength.





## RUDRA CEMENT

- ✓ SUPERIOR FINISH
- ✓ SUPERIOR DURABILITY
- ✓ OPTIMAL SETTING
- ✓ ALL WEATHER CEMENT
- ✓ HIGH STRENGTH GRADE

TAMPER PROOF  
PACKAGING

MOISTURE-RESISTANT  
LAMINATED PACKAGING

ASSURED WEIGHT  
OF 50 KGS

જામી ગયો...

# RUDRA CEMENT LAUNCH



**TMT BARS | CEMENT | WIRE | PIPES**

## Assurance

Rudra provides the trust factor behind availability of genuine brands, large selection of products



## Convenience

Convenience for fulfilling their need for branded building products at a single location.



## Customer connect

better merchandising to suit customer requirements and targeted customer reach out



# Rudra Infra Mart



**TMT BARS | CEMENT | WIRE | PIPES**

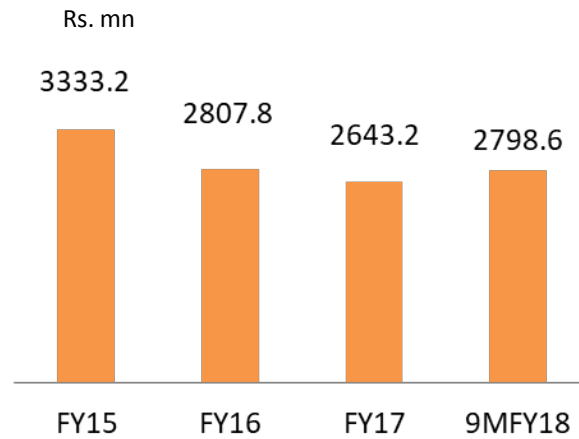


# Financial Highlights

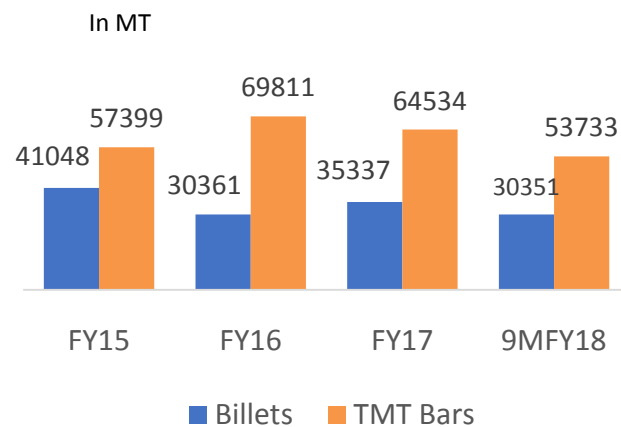
# Financial Highlights



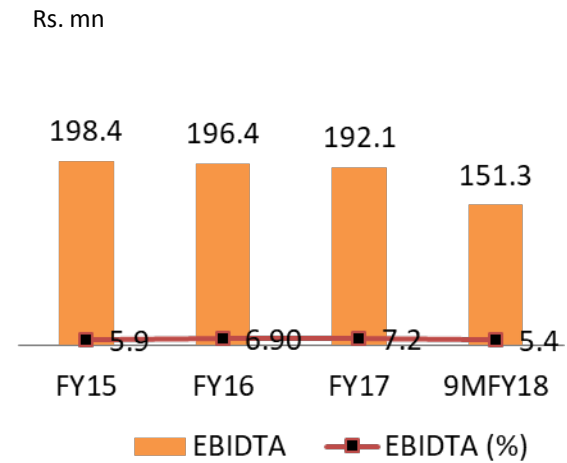
## Revenue



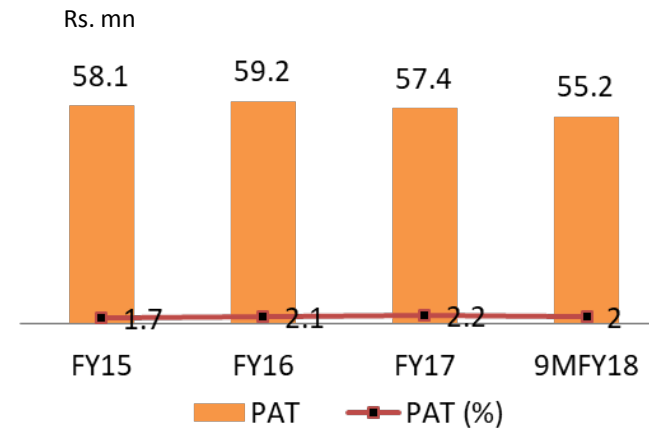
## Volume



## EBDITA



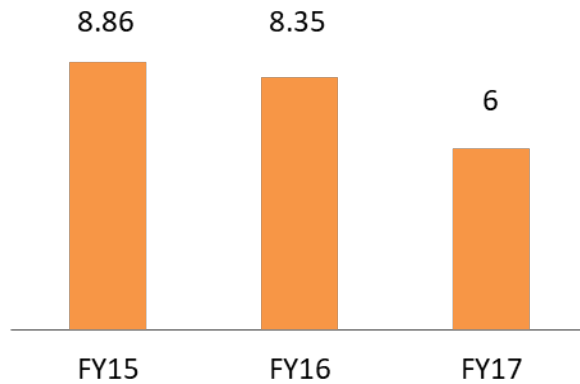
## PAT



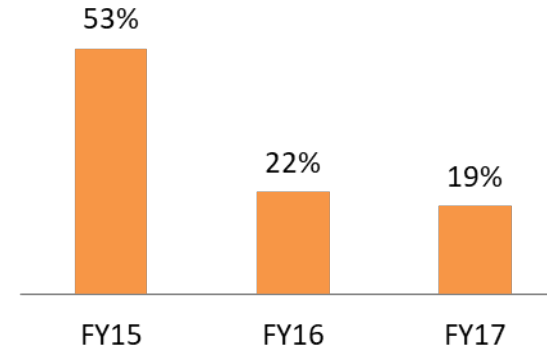
# Financial Highlights



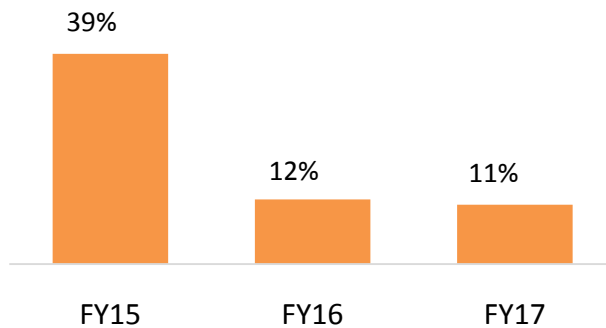
Fixed Asset turnover (x)



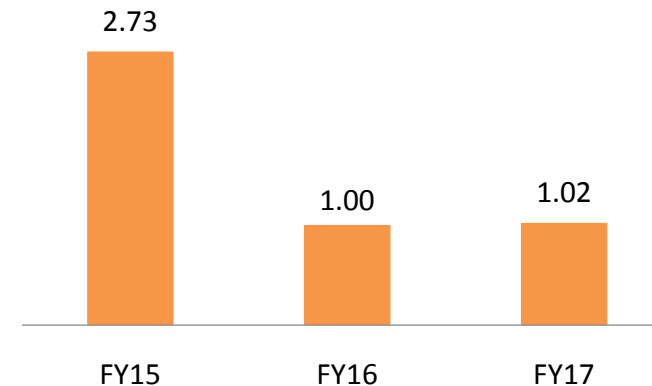
ROCE (%)



ROE (%)



D/E (%)





# Profit & Loss Statement – Q3FY18



Rs. Mn	Q3FY18	Q3FY17	YoY	Q2FY17	QoQ
<b>Total Income from Operations</b>	<b>1003.6</b>	<b>762.3</b>	<b>32%</b>	<b>896.1</b>	<b>12%</b>
Cost of Raw material Consumed	671.3	468.2		598.2	
Purchased of Stock in trade	238.0	0.0		0.0	
Changes in Inventory	-78.2	4.1		-68.1	
Employee Cost	12.8	8.1		12.2	
Excise Duty	-130.9	83.4		130.9	
Other Cost	216.4	161.0		175.6	
Total Expenditure	929.3	724.8		848.8	
<b>EBITDA</b>	<b>74.3</b>	<b>37.5</b>	<b>98%</b>	<b>47.3</b>	<b>57%</b>
<b>EBITDA Margin%</b>	7.4%	4.9%		5.3%	
Interest	19.6	15.2		19.3	
Depreciation	11.4	-1.8		10.4	
Other Income	6.7	3.3		12.2	
Exceptional Item	0.0	0.0		0.0	
Profit Before Tax	50.1	27.4		29.9	
Tax	18.1	8.9		14.1	
<b>PAT</b>	<b>31.9</b>	<b>18.5</b>	<b>73%</b>	<b>15.8</b>	<b>103%</b>
<b>PAT Margin%</b>	3.2%	2.4%		1.8%	
EPS in Rs.	1.33	0.77		0.65	

On standalone basis

# Profit & Loss Statement – 9MFY18



Rs. Mn	Q3FY18	Q3FY17	YoY
<b>Total Income from Operations</b>	2798.6	2076.5	<b>32%</b>
Cost of Raw material Consumed	1726.1	1157.5	
Purchased of Stock in trade	238.0	0.0	
Changes in Inventory	-15.0	111.6	
Employee Cost	32.5	26.0	
Excise Duty	94.9	225.7	
Other Cost	570.8	452.8	
Total Expenditure	2647.3	1973.7	
<b>EBITDA</b>	<b>151.4</b>	<b>102.9</b>	<b>98%</b>
<b>EBITDA Margin%</b>	5.4%	5.0%	
Interest	49.7	49.3	
Depreciation	34.6	25.8	
Other Income	24.1	12.3	
Exceptional Item	0.0	0.0	
Profit Before Tax	91.1	40.0	
Tax	35.9	14.8	
<b>PAT</b>	<b>55.2</b>	<b>25.3</b>	<b>73%</b>
<b>PAT Margin%</b>	2.0%	1.2%	
EPS in Rs.	2.29	1.05	

On standalone basis

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# Thank you



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