

SURYA



Surya Roshni Limited

Investors Presentation February 2020

Updated 9MFY20 Results











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7
Client &
Customers

Surya Roshni – Four Decade Strong Foundation



- Established in 1973, **SURYA**spearheaded the technological
 revolution and evolved as one of the
 fully integrated Steel Pipes & Strips
 and Lighting & Consumer Durables
 conglomerate
- Strong brand and wide spread distribution network
- # 1 in India for manufacturing of ERW
 GI Pipes
- Largest exporter of ERW Pipes
- # 2 in India for Lighting products

50 +

Exports across countries globally

100 %

Backward integrated

5 years +

Association with over 50% of lighting distributors

2,500 +

Distributors

2,50,000

Retail/Dealer outlets Strong Rural Base FY 2018-19

Rs 59,750 million, 21% YoY 个

Net Revenue

Rs 3,761 million, 8% YoY ↑

EBITDA

9M FY 2019-20

Rs 41,324 million

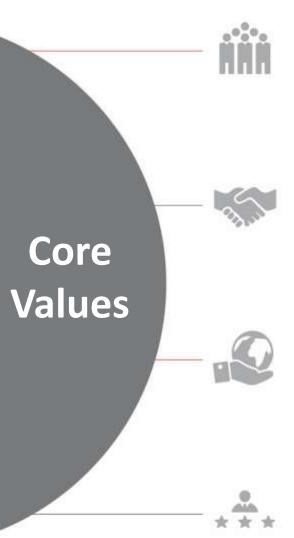
Net Revenue

Rs 2,665 million

EBITDA

Strong Core Values Driving Profitable Growth





Surya Parivar

Principle-centric, Close-knit Family, Trust, Mutual Respect And Team Spirit

Integrity

Moral Principles, Undivided Spirit. Reflects in Personal Lives, Financial Transactions and Business Deals.

Social Responsibility

Eco-Friendly Products,
Optimized Resources to Conserve
the Environment.

Customer Satisfaction

Customers - Guiding Stars Future Endeavours and Improvement.

Profitable growth



Professionalism



Product Development



Productivity and Perfection



Performance Evaluation



Promotional Activities

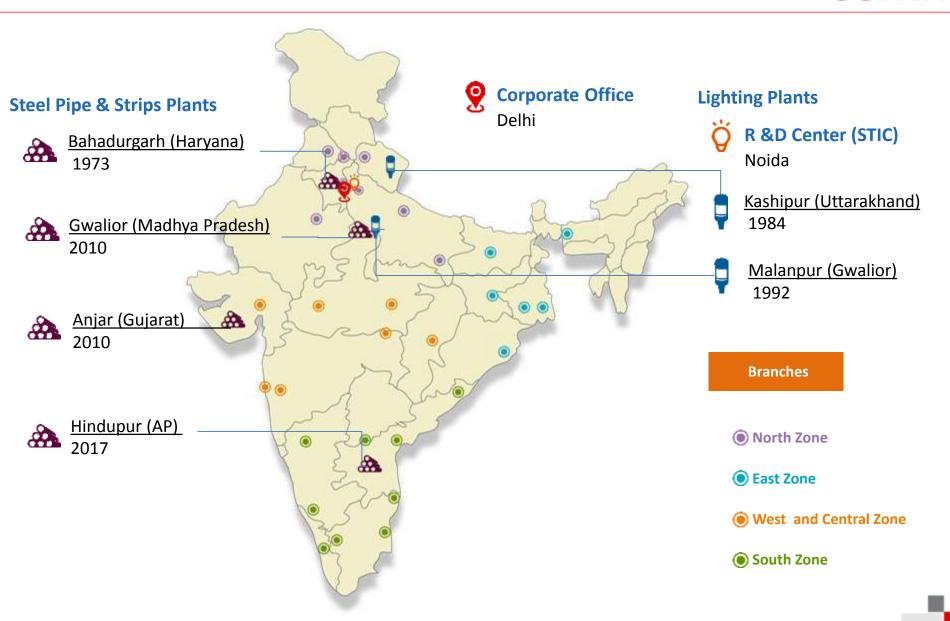


Payback on Capex

9

Active across India

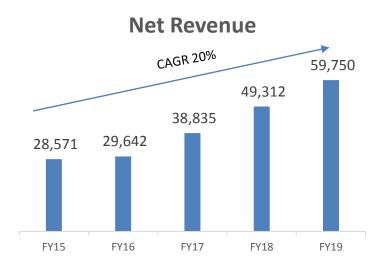


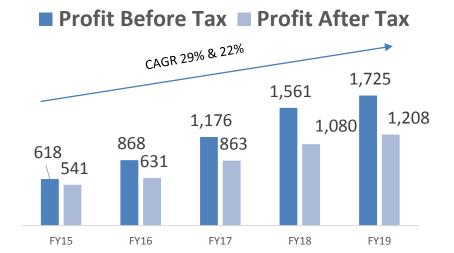


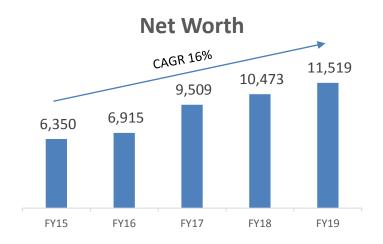
Consistent Financial Performance – 5 Years

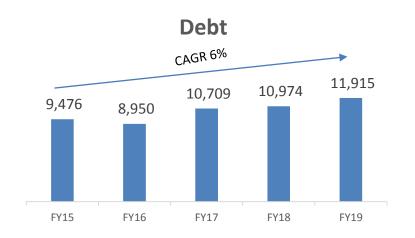


(INR in million)











Steel Pipes & Strips

Extensive Applications

Steel Pipes & Strips Business – leading by quality



Position and Brand	Company is the largest exporter of ERW Pipes and largest manufacturer of ERW GI pipe India under Brand "PRAKASH SURYA"				
Particulars	2017-18		2018-19		
Turnover (Net of Taxes) (Rs. in million)	35,545 36% 20%		44,267 25% 10%		
Value increase (in %)					
Volume Growth (in %)					
Plant Locations	Bahadurgarh (Haryana)	Gwalior (M.P.)	Anjar (Gujarat)	Hindupui (A.P)	
Year of Establishment	1973	2010	2010	2017	
Products	ERW Steel pipes (GI, Black, Hollow section), Spiral, API, 3LPE coated & CR sheets				
Exports	More than 50 countries (UAE, Australia, Egypt, EU, Canada, US etc.)				
Marketing Network	Over 250 Dealers and 21,000 Retailers (B2C - 70%)				
Raw materials Suppliers	SAIL, JSW, Hindustan Zinc, Tata Steel, Essar Steel				
	Posco, Angang, Sngang, Zaporzhstal, Hyundai, Benxi, Anchan				
Production Capacity	Particulars		Capacity (p.a)		
	ERW Pipes (including GI - 2,50,000 MT)		900,000 MT		
	Spiral (including offline – 1,40,000 MT)		200,000 MT		
	CR Sheets		115,000 MT		
	3 LPE Coating		External; 1,850,000 sq mtr, Internal; 1,100,000 sq. mtr.		

Steel Pipes & Strips Segment Performance Improvement



(INR in million)

	Pre - N	1erger	Post Merger			
Particulars	FY15	FY16	FY17	FY18	FY19	CAGR%
Sales Volume (Qty in MT)	368,286	427,833	615,376	738,943	812,050	22%
Net Revenue	17,076	16,536	26,049	35,545	44,267	27%
EBITDA	879	837	1,765	2,102	2,269	27%
PBT	-122	-98	370	644	743	42%
Net Worth	3,503	3,438	5,567	6,390	6,712	18%
Debt	5,063	5,455	7,393	7,750	7,862	12%

Steel Pipes & Strips – Offerings and Applications



Steel Pipes

GI (33%)



Applications

- Agriculture
- Casing and tubing
- Hot and Water
- Plumbing pipe
- Green Houses
- Fire Fighting
- Street Light Poles
- GP Pipes
- Solar Panels
- Spur Lines

Black (24%)



Applications

- Construction Works
- Fabrication
- Powder Coating
- Sign Boards
- Industrial **Application**
- Scaffoldings
- Poles & **Towers**

Hollow Section (19%)



Applications

- Engineering & Architectural Structures
- Airport, Metros, Railways infrastructure
- Urban Development
- Electrical Poles/ Telecom Towers
- Solar Structure

API & 3 LPE Coated and Spiral Pipes (11%)



Applications

- Oil & Gas Pipelines
- Oil Well Casing
- City Gas Distribution **Pipelines**
- Plant Piping
- Water Pipelines Mains
- Industrial water Lines
- Chilled water pipelines

Cold Rolled

CR Strips / Sheets (13%)



Applications

- Auto Components
- Flectrical Motor Stamping
- Furniture & Fittings
- Domestic Appliances
- Drums and Barrels
- Cycle Rims
- Umbrella Tubes, Ribs
- Engineering **Applications**



Agriculture











Urban











Strategically Located State-of-the-art Manufacturing Units





Anjar, Gujarat - ERW and Spiral

Est 2010

- Spread across 92 Acres to target export markets; merged with the Company w.e.f. April 2016
- Proximity to major Kandla and Mundra Ports gives strategic advantage in exports and imports
- Manufactures ERW and Spiral pipes (GI, Black,Section) and API Pipes with coating



Hindupur, Andhra Pradesh

Est 2017

- Establish for manufacturing ERW (GI, Black, Section)
 pipes
- Proximity to premium market of South India savings in logistic cost; eligible for tax incentives under the A.P. State Policy
- Full utilization in first full year of operation (2018-19), expansion during current year to 200,000 MTPA

Strategically Located State-of-the-art Manufacturing Units







Est 1973

- Spread across 55 acres, close proximity to
 Bahadurgarh Metro Station and KMP
- ERW pipe plant established in 1973/ Cold Rolled (CR) Sheets plant established in 1991
- Manufactures ERW pipes (GI, Black, Section),API Pipes for CGD.
- Serves NCR and North Indian market
- Continuous thrust on efficiency and cost reduction



Gwalior (Madhya Pradesh)

Est 2010

- Spread across 51 acres, centrally located, servingUP, MP, Rajasthan and Chhattisgarh markets
- Established for manufacturing ERW pipes (GI, Black, Section)
- Eligible for state industrial incentives upto 2025
- Ample Infrastructure facilities for future expansions
- Expanding, with state of art technology, into
 range of Section Pipes to capture strong demand

Recently Commissioned 3LPE Coating Manufacturing Unit







- The 3LPE Coating Plant from SELMERS, Netherlands, in Anjar, Gujarat, fully operational.
- Established track record, obtained accreditations, certifications of ISO 9001,14001 & 18001
- Specialized API Pipe with 3LPE Coating, used in transportation of Petroleum & Natural Gas, City Gas Distribution and Water Pipelines
- High growth area special thrust from Government on building modern infrastructure with low cost transportation
- Strong demand from CGD and Oil and Gas Sector
- Over Rs. 350 crore order book under execution, facility is fully booked for next two quarters and expecting continuous flow of orders.
- Savings in coating cost, Eligible for State Industrial Incentives. Higher capacity utilisation of the Spiral/ERW facilities

Leveraging Strong Brand and Distribution Network





Advertisement in Local print Media



The International Tube and Pipe Trade Fair, Germany, April 2018

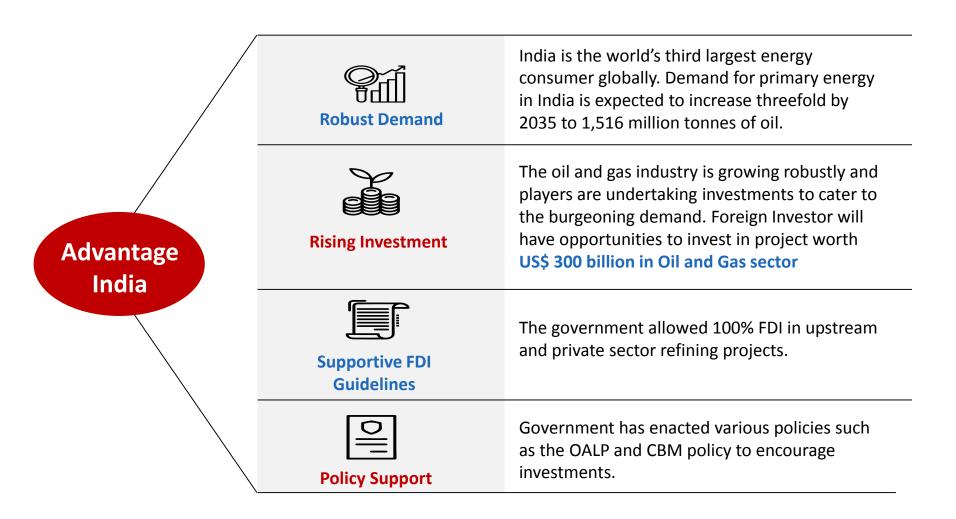


TV Advertisement for Prakash Surya Steel Pipes

- Selling with 'Prakash Surya' Brand across India via established Dealer and Distributor network.
- Strong brand leadership, historical presence, channel reach across India with strong presence in Tier II and Rural India, relationship build over decades
- Participation in events, dealer meets to engage channel partners
- Use of media, local print to build brand franchisee

Oil and Gas Sector – API Pipes





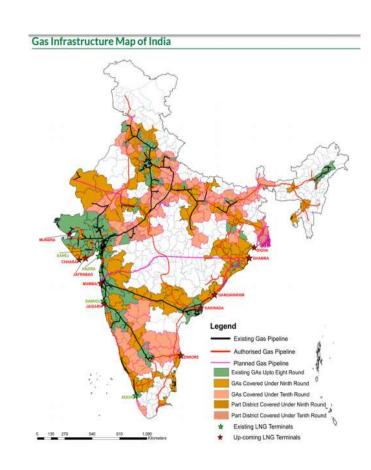
India will see an investment of **USD 100 billion by 2024** in oil refining, pipelines, city gas distribution networks and LNG terminals.

City Gas Distribution – CGD



- Financial Year 2018-19 was truly a revolutionary year for City Gas

 Distribution (CGD) sector in India
- Proposed investment after 9th and 10th round of bidding is about INR 1.2 lacs crores
- Massive expansion of CGD network is a part of Govt efforts to raise the share of natural gas in the energy basket to 15% by 2030 from current 6.2%
- Increase in the piped City Gas user: Piped cooking gas users in India increased from 42 lacs in March 2018 to over 54 lacs till September 1, 2019. Licenses awarded further would take this number to 5 crore by 2030
- PNGRB auctioned 228 Geographical Areas covering 406 districts after 10th round of bidding, shall cover 70% of population.
- CNG Station planned to be 10,000 by 2030 from 1769
- CGD licenses awarded to IOCL, HPCL, Gujarat Gas, Adani Gas, Bharat Gas amongst others
- This should benefit ERW Steel Pipe Industry and more particularly to Surya after installation of 3LPE coating facility

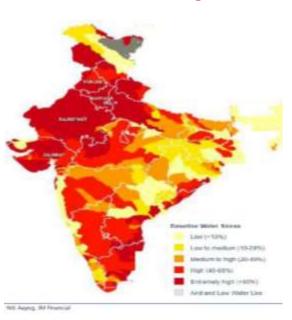


'Nal Se Jal' - Piped Water for All



- India has 16% of world's population and 15% of its livestock, while only 4% of water resources
- Government thrust to provide piped water to all households by 2024, up from c18% at present. Massive challenge to add 150 mn households across 0.5 mn + villages over the next five years
- Jal Shakti A new ministry for unifying the water management functions
- **256 districts** to ensure five important water conservation,
 - Water conservation and rain water harvesting
 - Renovation of traditional and other water bodies/ tanks
 - Reuse and bore well recharge structures
 - Watershed development and
 - Intensive afforestation
- Pipes Major sector to get benefit Cos engaged in GI, MS, HDPE, PVC, CPVC Pipes
 - Main Pipelines Connected from secondary source
 - Sub Main Pipes Connected from main pipelines
 - Service/ branch pipes Connected from sub-main for distribution to households
- **Budget Allocation of INR 3.6 lacs crores** over five years 2020 to 2024
- Pipes will be @ 40% of the total investment, followed by EPC 25%, Water Management 25%, Pumps and Valves 10%

Wide variation in water stress across region



Major targeted states: Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh, Gujarat

Global Footprints



Dubai EXPO 2020



Dubai Frame



Museum of Future

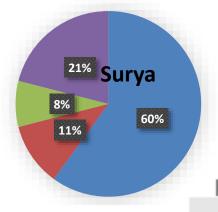
Qatar FIFA 2022





- **Strong Export potential**
- Largest exporter of ERW Pipes and ERW Galvanized Steel Pipes (GI) from India, holds 60% share, targeting export of API Pipes
- **Exports to over 50 countries** including Middle East, Australia, Europe, USA, Canada, Mexico, Ghana, Nigeria, among others

India's Export* (ERW GI & Black Pipes)





Lighting & Consumer Durables

Lighting & Consumer Durables Segment – Leading by Technology and Product innovation

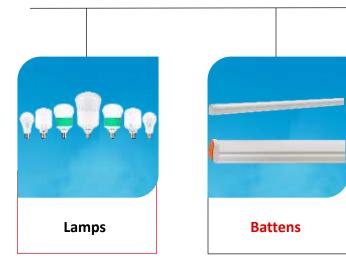


Position and Brand	2nd Largest in Lighting – Marketing under brand "SURYA"						
Particulars	2017-18		2018-19				
Turnover (Net of Taxes) (Rs. in million)	13,833 15,534						
LED Growth (%)	45%		36%				
Plant / R&D Locations	Kashipur (Uttarakhand)		-	Gwalior (M.P)		Noida NCR	
Year of Establishment	1984		1992		2012		
Products	LED lights (Lamps, Street Lights, Down-lighters, Panels, Luminaires, etc.), Conventional lights (GLS, FTL, HID) and Fan & Home Appliances. Company ranked as 6th in the Fans Industry.						
Exports	To more then 40 Countries including Middle East and U.K						
Marketing Network	Over 2,500 Dealers and 2,50,000 Countrywide Retailers on PAN India						
Raw materials Suppliers	Hindalco, Tata, Reliance, Nichia, Mitsui, Foshan Nationstar, Dongguan, Glass Bond, MLS.						
Production Capacity (Per annum)	LED Bulbs	LED Sti Light		LED Tubes 8 Fittings	&	GLS	
	90 MN PCS	3.60 MN	I PCS	10 MN PCS	S	200 MN PCS	

Offering Diverse Range of Fast Moving Electrical Goods



LEDs







Revenue Split FY19 Lighting LED - 72%

Conventional 28% Lighting 100%





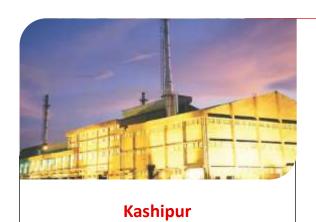




Revenue Split FY19
Lighting &
Consumer
Durables Segment
Lighting - 83%
Consumer
Durables 14%
PVC 3%
Total 100%

Conventional Lighting

World-class Facilities with Innovation-driven R&D Centre **SURYA**



 Manufactures LED lights (Lamps, Street Lights, Downlighters and fittings) & Conventional Lights, filaments, PCBs & Drivers





Gwalior

Lighting Glass Plant,
manufacturing LED lights
(lamps, street lights,
decorative lighting) and
conventional lights (GLS,
FTL), Caps, PCBs, Drivers, etc

R&D – To drive the change towards Smart Lighting
Surya Technology & Innovation
Centre (STIC) - duly approved by
DSIR and NABL at Noida - was
established in 2011 with a focus
on development of LED Lighting
products.

Lighting Business – at a glance





Transition to LED Lighting in the Industry

- Consistent growth in LED Lighting in volumes, steep price correction, CFL phased out and FTL to follow
- Consolidation in LED to benefit large players
- Sales to EESL witnessed deferment, focusing on direct sales
- Surya ventured into LED Façade, Solar Lighting Products and Smart LED Lighting
- Executing orders for Ahmedabad, Vadodra Railway Station, Leh Palace, Delhi Street Light, Renowned Retail Chains etc.

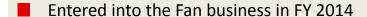
SURYA's Strength

- India's 2nd largest lighting products company,
 LEDs now constitutes 75% of total lighting
- Completely backward integrated
- Strong B2C presence in India with rural focus,major presence in B2B
- EESL Out of 10.8 mn Street Lights installed under SLNP in India, Surya supplied 25%,
- Ujala aims to replace 770 mn inefficient bulbs, 361 mn already distributed, 11% by Surya and out of 7.2 million LED Tube Lights, Surya contributed 40%

Fan and Home Appliances Business







- Gained No. 6 slot in the Fan market
- Provides wide categories of premium decorative and colourful range of ceiling, table, pedestal, wall mounting fans and exhaust fans
- Launched Anti Dust and other new designs of energy efficient fans



- Ventured into Domestic Appliances business in FY 2015
- Provides feature rich, contemporary range of
 - Water Heaters, Room Coolers
 - Domestic Appliances like Room Heaters,
 OFR, Dry Irons, Steam Irons and Immersion
 Heater, mixer grinders
 - Kitchen Appliances, Cooktops, hand bladder

PVC Pipes – Offering Sizeable Business Opportunities





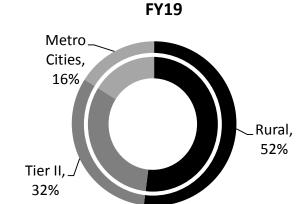
CPVC | uPVC | AGRI | SWR | COLUMN PIPES & FITTINGS

- 28% Revenue Growth in FY19, Rs. 481 mn as compared to Rs. 377 mn in FY18
- Applications: Water Management, Infrastructure, Housing Sector, Agriculture & Irrigation System, Domestic And Industrial Drainage System – Cold/ Hot Water Plumbing, Industrial Process Lines, Swimming Pool, Salt Water Lines etc
- Leverage existing distribution network
- Expanding product range with in-house manufacturing unit at Kashipur
- Capacity Expanded by 3,000 MTPA in May 2019, reaching upto 8,200 MTPA to augment stronger growth
- Sizeable business opportunity with Strong Brand of 'Prakash Surya' and Distribution Network

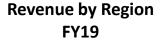
Distribution Strength – PAN India reach

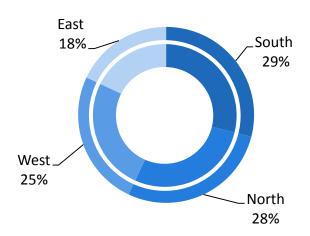


- Rural based distribution network, one of the largest in industry
- 2,50,000 Retail Outlets
- Strong dealer relations (50% of B2C distributors have more than 5 years of association)
- Transparent and attractive polices, schemes, incentives and foreign tours
- Secondary Network of 300+ RTF & 2,500+ DSPs supports primary network and promotes effective communication with the market, engagement activities with electricians and architects
- Complete product range, strong R&D and quality management teams to develop in-house solutions for specific micro markets and resolve issues timely
- Decentralised branch / depot network system quick logistical movements, prompt delivery, customer feedback and satisfaction



Revenue by Marketing





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

Enhancing Brand Visibility





Principal Sponsor Rajasthan Royals, IPL 2019

Scan to view the AD



Light India Show 2018, New Delhi



Dealer Conference, Singapore Cruise



TV Advertisement, 'Golmal **Again' Hindi Movie**

Scan to view the AD



Advertisement

Scan to view the AD



Future Positive Trends

SURYA

Growth factors:

- Indian Lighting Industry grew massively in LED lighting with major drop in conventional lighting, estimated to touch USD 5 billion, multifold growth in next 5 years.
- With 100 Smart Cities underway, India moving towards Futuristic Smart Intelligent Lighting. State Govts to focus on independent projects.



Surya Lighting - Kumbh Mela

Surya's Strategy:

- With strong focus on expanding LED product range for both B2C and B2B, Surya works towards improving productivity, automation and cost rationalization.
- Ventured into LED Façade & Solar Lighting Products.
- GTM approach strategy for mapping of market, Sales force automation



Surya Lighting – Kolkata Airport





Futuristic Intelligent Smart Lighting



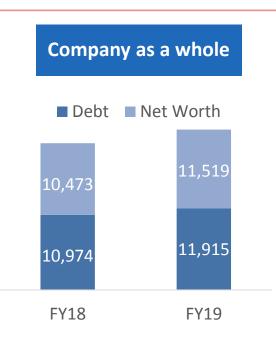
Key Financial Performance FY2018-19

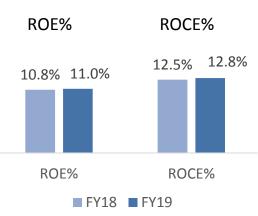


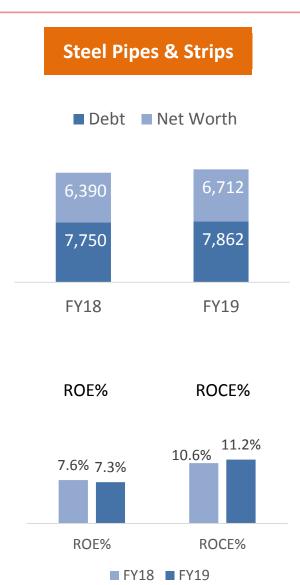


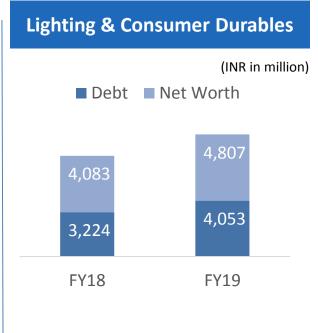
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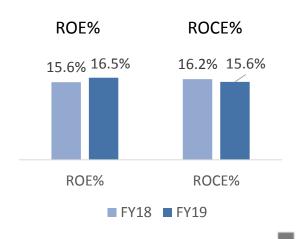
Key Financial Performance - Debt-Equity. ROE%. ROCE% SURYA











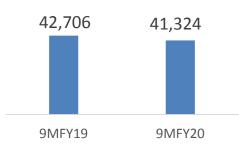
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Key Financial Performance – 9MFY20

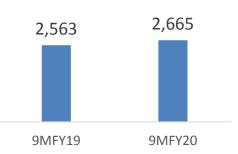


Company as a whole

Net Revenue

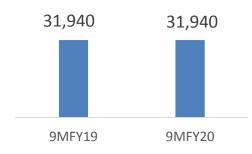


EBITDA



Steel Pipes & Strips

Net Revenue



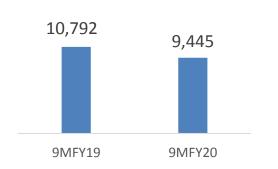
EBITDA



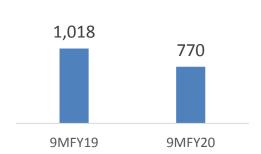
Lighting & Consumer Durables



Net Revenue



EBITDA



Key Performance – 9MFY20



- Surya, aggressively advertising on TV for its Steel Pipes after being one of the principal sponsor of Rajasthan Royals IPL 2019 team
- Adopted lower income tax rates for the Financial year 2019-20

Steel Pipes & Strips Segment

- Strengthening product portfolio with higher contribution from value added products viz API & Spiral, GI Pipes. Improving the profitability of the segment
- 12% volume growth, EBITDA grew by 23%. During Q3FY20 EBITDA per ton improved to Rs. 3,433 as compare to Rs. 2,879 in Q3FY19. During 9M FY20 EBITDA per ton improved to Rs. 3,182 as compare to Rs. 2,904 in 9MFY19.
- The segment witnessed improvement in all the divisions including trade, exports and API Pipes.
- **Lighting & Consumer Durables Segment**
- Witnessed 3% growth excluding sales of EESL and Conventional Lighting. Sales to EESL witnessed deferment, declined from Rs. 1,921 mn in 9MFY19 to Rs. 900 mn in 9MFY20.
- The conventional lighting de grew by 20% in 9MFY20.
- The higher operating cash flow of the segment has resulted into debt reduction in the company.

Strategic thrust and priorities



- Constant thrust on Value added and Quality products in both the segment, resulting in better product mix with high margins, generate higher returns
- Participate in the tenders for Oil & Gas as well as CGD and Water to attain maximum utilization of API pipe/ **3LPE coating facility**
- Rationalising overheads, operational efficiency by modernization, de-bottlenecking and adopting state-of-the-art technology and disciplined approach on Capex.
- Increasing spent on advertisement and publicity on all the media in both the segments
- Move up the value chain, ventured into **LED Façade and Solar Lighting products**. LBG division getting orders for **Smart City, Railway Stations, Flyovers, bridges, temples, Monuments and Tourists spots lighting**.
- Increase reach in metros and launching of premium categories of quality products
- Strengthen engagements with marquee customers through accreditation, improvement on cost effective product mix and timely deliveries
- Aim to receive project approvals across product categories in both the divisions
- Strengthen capital efficiency through channel financing arrangement for dealers (without recourse), Working Capital Management and thrust on ROCE and ROE improvement

Chairman & Board of Directors





Shri J. P. Agarwal Executive Chairman

Awarded with 'Padma Shree'. He is the driving force behind creating Surya as one of the most reputed, trusted and successful Company in both business verticals viz. Steel Pipe & Strips and Lighting & Consumer Durables.



Shri Raju BistaManaging Director

Young, Dynamic with 33 years of age, has been the growth engine for the Company. His discipline, dedication and visionary power has helped in achieving the overall development of the Company. He is President of ELCOMA. He is also the Member of Parliament.



Smt Urmil Agarwal
Director

Woman director of the Company, having sound business acumen & understanding of both the businesses of the Company.



Shri Vinay SuryaWhole Time Director

Possess vast
experience of over 21
years in Marketing,
Export, Commercial,
Financial & Operational
field. He has done an
M.B.A. from Swinburn
University, Australia.

Key Managerial Personnel's (KMPs)





Shri R.N. Maloo Executive Director & Group CFO

A qualified CA with 33 years experience in Corporate Affairs, Finance, Commercial & Taxation. He held CFO positions in renowned companies and also in CA practice as partner with M/s Kalani & Co, Jaipur.



Shri Tarun Baldua CEO – Steel Operations

A qualified Chartered Accountant with 34 years of experience in Commercial, Operations and Administration of various businesses across industries.



Shri Ramanjit Singh CEO – Lighting Operations

A qualified MBA-operation with 34 years of experience in Operational and served on the post of Sr. Director at Philips India. He led multiple initiatives to accelerate innovation & growth in lighting industry.



Shri B.B. Singal Sr. V. P. & Company Secretary

A qualified CA, Company Secretary and Cost Accountant having a rich experience of over 24 years in Secretarial Function, Corporate Laws, Accounts, Direct Tax & Investor Relationship.

Board of Directors





Shri T.S. Bhattacharya Ex-MD of SBI has an illustrious professional career



Shri Ravinder Kumar Narang -Ex-Chairman of IOCL with vast experience in the field of Operations, Project Development & Marketing Network.



Shri K.K. Narula
Ex-Chief General Manager
from SBI Chandigarh (LHO).
He is also the Chairman of
the Audit Committee.



Shri S S Khurana
Ex-Chairman of Railway Board
and Ex-officio Principal Secretary
to Government of India.



Shri S K Awasthi
Ex-Managing Director of
PNB Capital, worked in
various Senior Level
Positions



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



Shri Kaustubh N Karmarkar – Whole time Director, with vast experience of over 21 years in the field of Management & Human Resources and Planning

Clients & Customers

































































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