



## **SURYA**



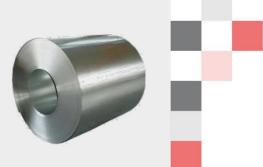
## Surya Roshni Limited

Investors Presentation August 2019

**Updated Q1FY20 Results** 











1 Company Overview

2 Steel Pipes & Strips Lighting & Consumer Durables

4 Financial Highlights

Growth Drivers

Board of Directors and KMP's

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 Q1 FY 2019-20

Rs 14,115 million, 11% YoY 个

Net Revenue

Rs 840 million, 13% YoY ↑

**EBITDA** 

FY 2018-19

Rs 59,750 million, 21% YoY 个

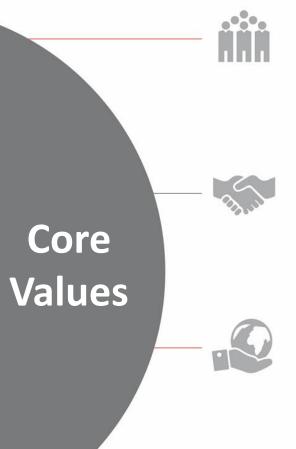
Net Revenue

Rs 3,761 million, 8% YoY 个

**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** 

## **Business Segments – diversified offerings**

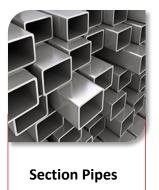


Steel Pipes & Strips Segment























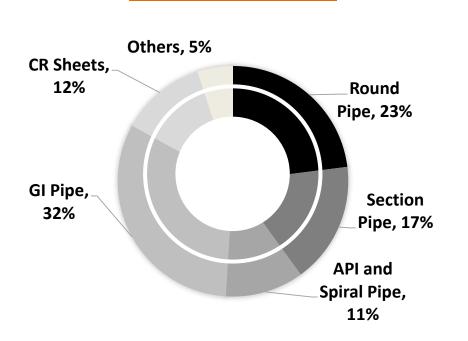




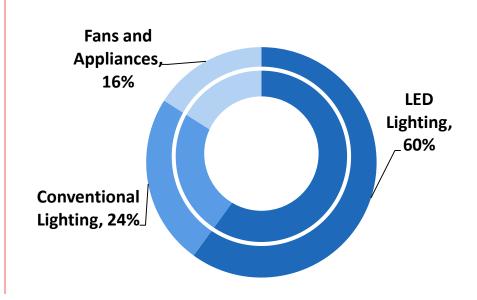
## Revenue Split FY 2018-19







#### **Lighting & Consumer Durables**

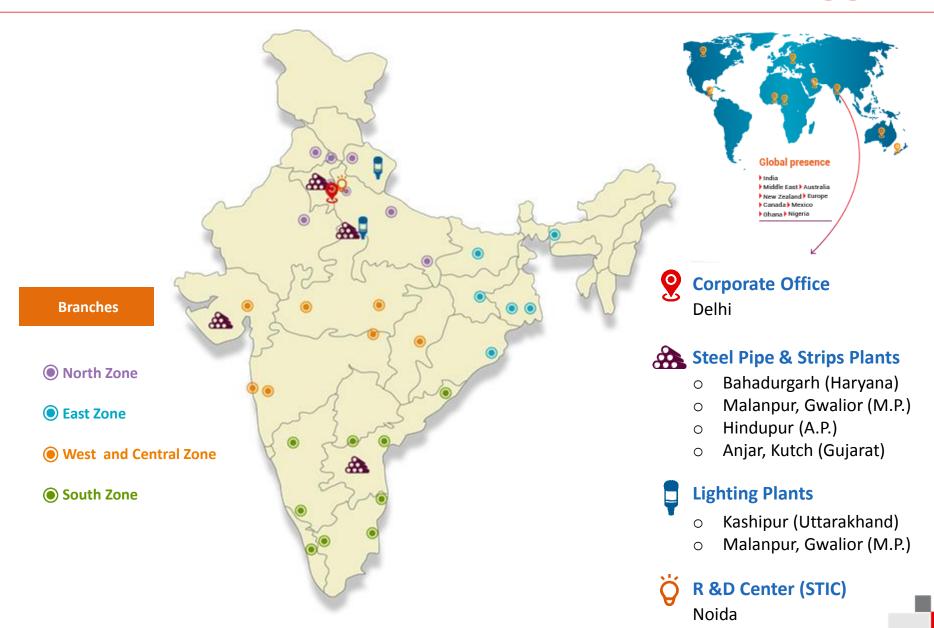


Particulars (Rs. in million)	Steel Pipes & Strips Segment	Lighting & Consumer Durables Segment	Total
Revenue	44,267	15,534	59,750
% Share	74%	26%	100%

## 

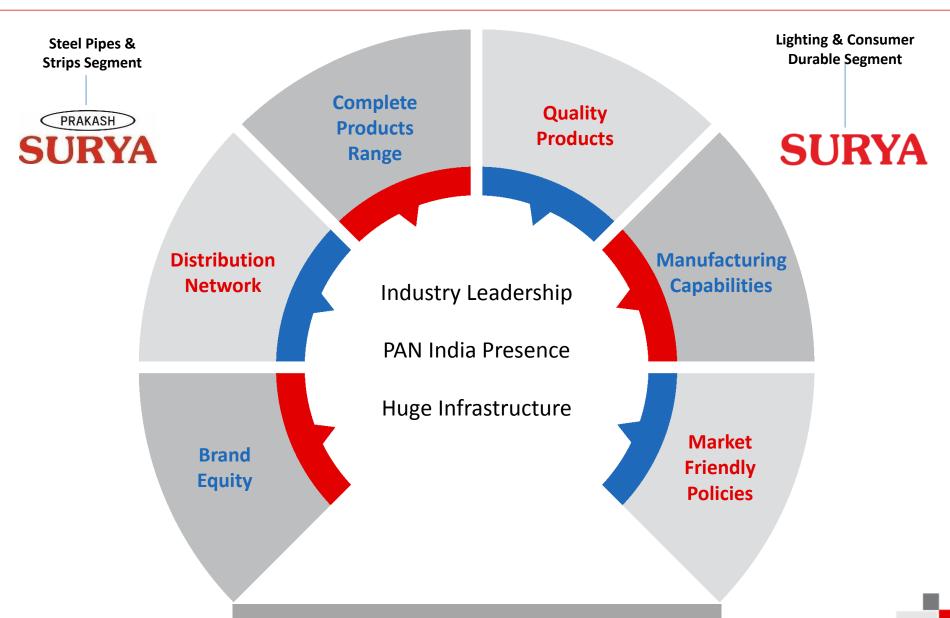
#### **Active across India and the World**





## **Competitively placed to Drive Industry Leadership**







# Steel Pipes & Strips

**Extensive Applications** 

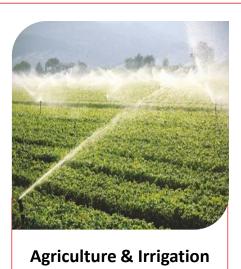
## **Steel Pipes & Strips Business – leading by quality**



Position and Brand	Company is the largest exporter of ERW Pipes and largest manufacturer of ERW GI pipe India under <b>Brand "PRAKASH SURYA"</b>				
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)	Hindupur (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				
	Particulars		Capacity (p.a)		
Production Capacity	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.		

## **Diversified Applications Across High-Growth Sectors**

## **SURYA**





**Fire Fighting System** 



**Airport Terminal** 



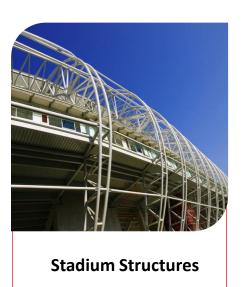




Oil & Gas Pipe Lines



**Auto components** 



## **Steel Pipes & Strips – Offerings and Applications**



#### **Steel Pipes**

#### GI



#### **Applications**

- Irrigation, Agriculture
- Casing and tubing
- Hot Water/ Gas
- Plumbing, Water pipelines
- Green Houses
- Fire Fighting
- Street Light Poles
- GP Pipes
- Solar Panels
- Spur Lines

#### **Black**



#### **Applications**

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

#### **Hollow Section**



#### **Applications**

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

## API & 3 LPE Coated and Spiral Pipes



#### **Applications**

- Oil Pipelines
- Natural Gas
- Oil Well Casing
- City Gas Distribution Pipelines
- Plant Piping
- Water Pipelines -Mains, Industrial water Lines, sewage

#### **Cold Rolled**

#### **CR Strips / Sheets**



#### **Applications**

- Auto Components
- Motor Stamping
- Furniture and Fittings
- Domestic Appliances
- Drums and Barrels
- Cycle Rims
- Umbrella Tubes, Rips
- Engineering Applications

#### **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

- Established 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**



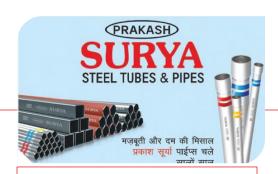




- Installed 3LPE Coating Plant from SELMERS, Netherlands, in Anjar, Gujarat in 2018
- Established track record, obtained accreditations, certifications of ISO 9001,14001 & 18001
- Specialized API Pipe with 3LPE Coating, used in transportation of Petroleum and Natural Gas, City Gas Distribution and Water Pipelines, Industrial water Lines and Plant Piping
- High growth area special thrust from Government on building modern infrastructure with low cost transportation
- Strong demand from CGD and Oil and Gas Sector
- Received Rs. 383 crores orders in Q1FY20, expecting continuous flow of orders, resulting in full capacity utilization in current year
- 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

#### What Makes our Future Positive?



- Strong capex plans by major hydrocarbon companies and robust Investments in City Gas Distributions - will lead to strong demand for oil and gas pipelines
- Government's focus on **agriculture and irrigation** sector will generate demands for water pipes, drainage set-ups and irrigation systems
- River linking projects to address India's water scarcity and initiatives like 'Nal Se Jal' Pied Water for All shall drive piping demand for water transportation
- India's increasing population and urbanisation shall lead to
  Infrastructure development, affordable housing, Smart City shall
  drive demand for tubes and piping
- Strong export potential due to Infrastructure development for Expo 2020 and FIFA World Cup 2022 in Qatar; several global oil & gas majors will drive demand for new pipelines as well as replacement of aging pipelines









**Urban** 

Railway









## **Global Footprints**

#### **SURYA**

#### **Dubai EXPO 2020**



**Dubai Frame** 



**Museum of Future** 

#### Qatar FIFA 2022



**Ras Abu Aboud Stadium** 



**Lusail Iconic Stadium** 

- Largest exporter of ERW Pipes and ERW Galvanized Steel Pipes (GI) from India, targeting export of API Pipes
- Exports to over 50 countries including Middle East, Australia, Europe, Canada, Mexico, Ghana, Nigeria, among others
- Established dealer network across Gulf Region with direct presence of 'Prakash Surya' Brand.



# 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)		_	iwalior (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 Stı Light		LED Tubes 8 Fittings	& GLS	
	90 MN PCS	3.60 MN	I PCS	10 MN PCS	200 MN PCS	

## Offering Diverse Range of Fast Moving Electrical Goods

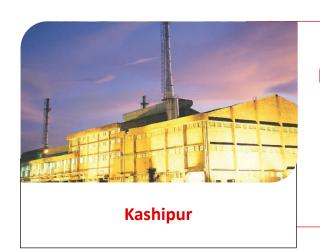


#### **LEDs**



**Consumer Durables** 

#### 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
products.

## **Lighting Business – at a glance**





#### The inevitable changes over the past 2 years

- Exponential growth in LED Lighting across both B2C and B2B segments
- Price stabilization after steep correction in LED Lamps
- Number of light points per household increased
- Phasing out of CFL and FTL
- Premium LED Lighting range of LED Bulbs, Downlighters, Battens, Lamps, Street Lights, Flood Lights and decorative luminaires

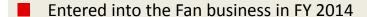
#### **SURYA's Strength**

- India's 2nd largest lighting products company
- Completely backward integrated
- Cost effective and energy efficient products
- Out of 8.7 million Street Lights replaced under SLNP by EESL, Surya contributed 2.7 million,
- Out of 350.0 million LED Bulbs distributed by EESL, Surya contributed 39.5 million
- Out of 7.0 million LED Tube Lights distributed by EESL, Surya contributed 2.6 million.

### **Fan and Home Appliances Business**







- Gained No. 6 slot in the Fan market in a short span of time
- 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 Kitchen Appliances business in FY 2015
- Provides feature rich, contemporary range of
  - Electrical Heating Appliances like Water
    Heaters
  - Domestic Appliances like Room Heaters,Dry Irons, Steam Irons and ImmersionHeater
  - Kitchen Appliances, Cooktop

## **PVC Pipes – Offering Sizeable Business Opportunities**



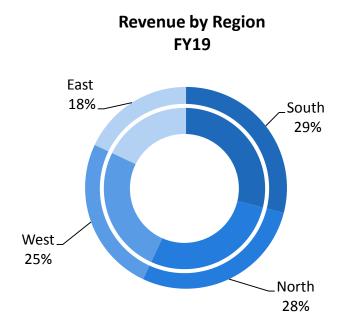


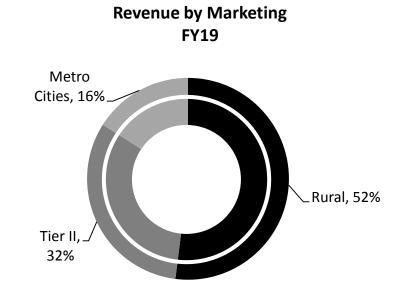
CPVC | uPVC | AGRI | SWR | COLUMN PIPES & FITTINGS

- 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**







- 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

## **Aggressive marketing strategies**



Strong dealer relations (50% of B2C distributors have more than 5 years of association) due to transparent and attractive polices, schemes, incentives and foreign tours

Strong trade network of 2,50,000 Retail Outlets supports scaling

Primary network is supported by a strong secondary sales network (300+ RTF & 2,500+ DSPs), which 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 helps in quick logistical movements, prompt delivery and customer feedback and satisfaction

## **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



Scan to view the AD



#### **Future Positive Trends**



#### **Growth factors:**

- Market reach, retail network and brand equity
- Increasing preference of luminaires against lighting multi-fold value-addition
- Futuristic Intelligent, Smart Lighting
- 75% of organised market is dominated by 7 players including Surya
- Product basket with all types of Lighting and Electrical equipment

## Government initiatives (Focus on Energy Efficiency & Go-Green):

- Aims to change all the street lights to LED under SLNP and lighting of commercial buildings from conventional to LED's
- 'Bijli Har Ghar Yojana' (Saubhagya) to electrify millions of families in rural and Urban areas
- Affordable LED for all through EESL (UJALA)
- Railways and airports modernisation







Futuristic Intelligent Smart Lighting





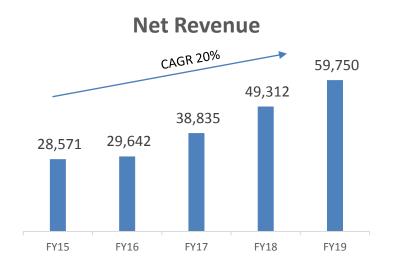


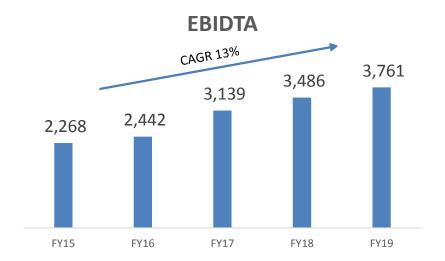


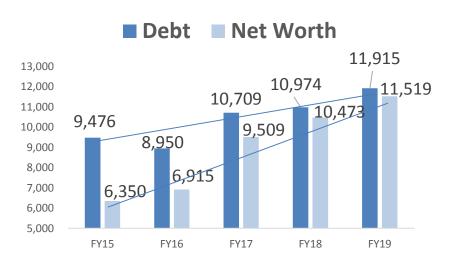
#### **Consistent Financial Performance – 5 Years**

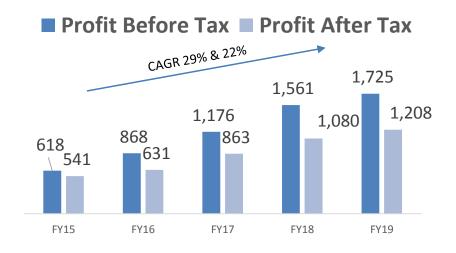


(INR in million)













(INR in million)

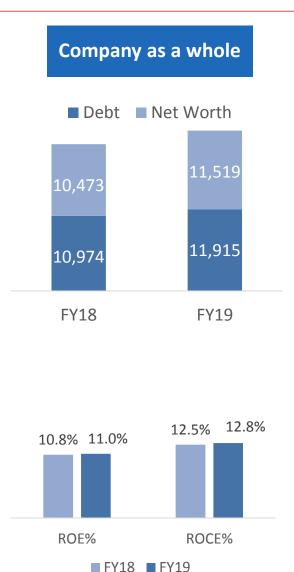
Particulars	FY15	FY16	FY17	FY18	FY19	CAGR%
Sales Volume (Qty in MT)	368,286	427,833	615,376	738,943	812,050	22%
Net Revenue	17,076	16,536	26,049	35,545	44,267	27%
EBITDA	879	837	1,765	2,102	2,269	27%
PBT	-122	-98	370	644	743	42%*
Net Worth	3,503	3,438	5,567	6,390	6,712	18%
Debt	5,063	5,455	7,393	7,750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

## **Key Financial Performance FY2018-19**

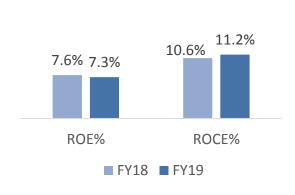


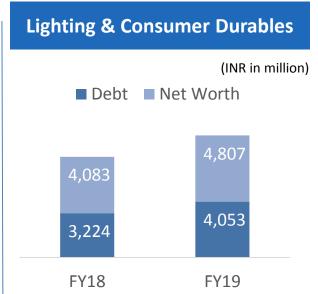


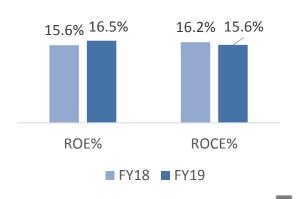
## Key Financial Performance - Debt-Equity. ROE%. ROCE% SURYA











### **Key Financial Performance – Q1FY20**









Q1FY19

Q1FY20

## **Key Performance – Q1FY20**



#### **Steel Pipes & Strips Segment**

- **19% volume growth in Steel Pipes & Strips Segment**, Revenue growth at 13%, impacted by drop in steel prices. EBIDTA grew by 18%
- Procured orders for Rs. 383 crores for supply of API Grade 3LPE Coated Pipes, expecting continuous flow of orders which will result in full capacity utilization during current year
- Strong industry demand, efficiency in manufacturing cost, driving improvement in EBITDA per ton
- **Expansion in Gwalior, M.P. and Hindupur, A.P.** of ERW Pipes, benefiting due to economies of scale and leveraging existing infrastructure

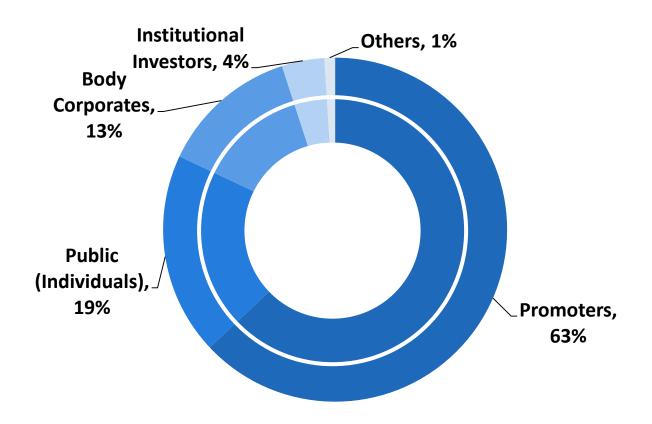
#### **Lighting & Consumer Durables Segment**

- **33% Growth in LED Lamps with stability in pricing**. The segment growth was 15% without conventional lighting which de-grew by 19%. Market witnesses delays In projects due to elections.
- Aggressively expanding LED Lighting product range and continue to work towards improving productivity, automation and cost rationalization.
- **14% growth in Fans & Appliances**. Increase production capacity in PVC Pipes, augment strong growth.
- Started supplying and installing LED Street Lights in Odisha Govt project, value increases to Rs.888 mn



## **Shareholding Pattern as at 30.06.2019**





Total No. of Shareholders - 24466

#### Bankers:

SBI, HDFC, BOB, CANARA, PNB, IDBI, DCB, UBI & EXIM

## **Strategic thrust and priorities**



- Constant thrust on Value added and Quality products in both the divisions
- Installation of 3LPE coating pipes unit will provide higher capacity utilization for API and Spiral pipes
- Maximize utilization of existing manufacturing facilities, operational efficiency by modernization, de-bottlenecking and adopting state-of-the-art technology and Capex rationalisation
- Increasing spent on advertisement and publicity
- Increase reach in metros and launching of premium categories of quality products
- Move up the value chain by penetration in LED Street Light, Batten, Down Lighters, other LED Fitting, new applications and target niche opportunities in Smart Lighting
- Strengthen engagements with marquee customers through accreditation, improvement on cost effective product mix and timely deliveries
- Aim to achieve project approvals across product categories in both the divisions
- To enhance market share on the back of shifting of Indian Economy from unorganized to organized
- 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**

#### **SURYA**



Shri J. P. Agarwal Executive Chairman

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 Bista**Managing Director

Young, Dynamic with 33 years of age, has been the growth engine for the Company. His discipline, dedication, visionary power and relentless efforts 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 Surya**Whole 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.

#### **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 Sunil Sikka** 



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

## **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 MBAoperation 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.

#### **Clients & Customers**

































































#### **Disclaimer**



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This Presentation contains forward-looking statements about the business, financial performance, skills, and prospects of the Company. Statements about the plans, intentions, expectations, beliefs, estimates, predictions or similar expressions for future are forward-looking statements, which should be viewed in context of many risk issues and events that could cause the actual performance to be different from that contemplated in this Investor Presentation but not limited to, the impact of changes in oil, steel prices worldwide, exchange rates, technological obsolescence and domestic, economic & political conditions. We cannot assure that outcome of this forward looking statements will be realized. The Company disclaims any duty to update the information given in the presentation.

# Thank You

## Surya Roshni Limited

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CIN: L31501HR1973PLC007543

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Fax no: +91-11 25789560

#### Website

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