



## SURYA ROSHNI LIMITED

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SRL/21-22/53

July 31, 2021

**The Secretary**  
**The Stock Exchange, Mumbai**  
New Trading Ring, 14th Floor,  
Rotunda Building, P.J.Towers,  
Dalal Street, Fort,  
**MUMBAI - 400 001**  
Scrip Code: 500336

**The Manager (Listing Department)**  
**The National stock Exchange of India Ltd**  
Exchange Plaza, 5<sup>th</sup> floor  
Plot No. C/1, G Block  
Bandra Kurla Complex, Bandra (E)  
**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 – July, 2021". Copy of the same is also being uploaded on the website of the Company at, <http://www.surya.co.in>

Kindly take the same in your records.

Thanking you,

Yours faithfully  
For Surya Roshni Limited

**B B SINGAL**  
**Sr. V.P & COMPANY SECRETARY**



Enclosed: as above.

# SURYA



## Surya Roshni Limited

.....Seeking Opportunities by Value-Creation

**Investor Presentation – July 2021**



# Safe Harbour

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Surya Roshni Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

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The Company's Promoter & Executive Chairman, Shri Jai Prakash Agarwal, was conferred with Padma Shri Award for his distinguished services in the field of Trade and Industry by the Government of India

01

***Quarterly Financial Updates***

02

***Company Highlights***

03

***Lighting & Consumer Durables***

04

***Steel Pipes & Strips***

05

***Financial Highlights***

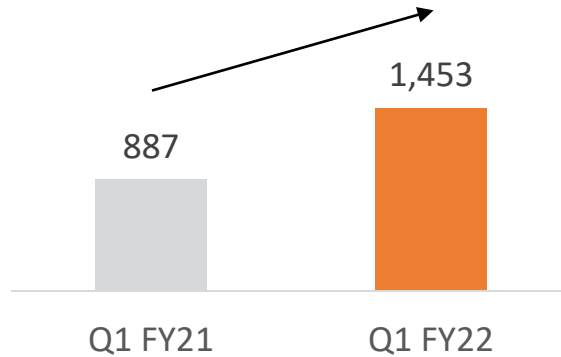


## Quarterly Financial Updates

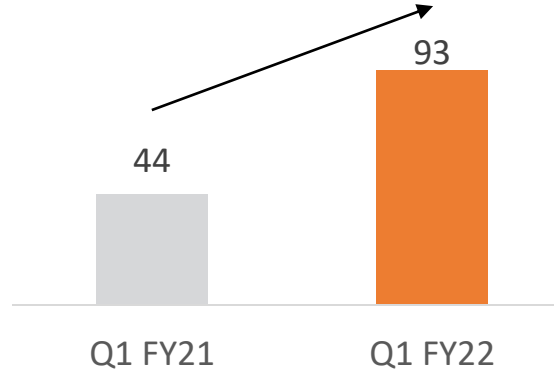
# Q1 Results Highlights of the Company

In Rs Crs

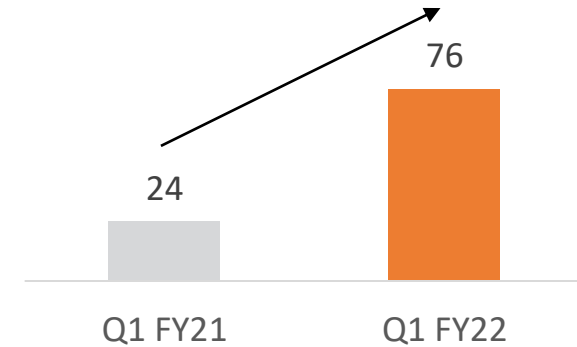
**Revenue: +64% (YoY)**



**EBITDA: +112% (YoY)**



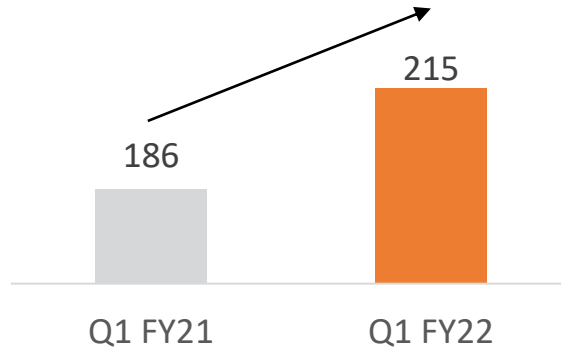
**Cash Profit: +221% (YoY)**



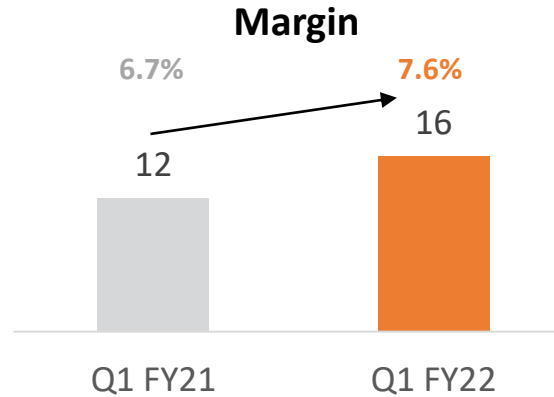
- EBITDA Margins improved by 144 bps to 6.41% in Q1 FY22 from 4.96% in Q1 FY21
- Finance Cost reduction by 17% in Q1FY22 to Rs. 17 crores as compared to Rs. 20 crores in Q1FY21
- Reported PBT of Rs. 51 crores in Q1 FY22 as compared to Rs. 3 crores in Q1 FY21
- Reported PAT for Q1 FY22 Rs. 37 crores as compared to Rs. 2 crores in corresponding Q1 FY21
- Diluted EPS of Rs. 6.86 for Q1 FY22 as compared to Rs. 0.41 in Q1 FY21
- Continuous reduction in debt (prepayment of term loans of Rs. 102 crores during Q1 FY22) led to further improving in Debt to Equity Ratio to 0.51
- Working Capital days improved to 73 days as on 30th June 2021 from 123 days as on 30th June 2020

# Results Highlights - Lighting & Consumer Durables

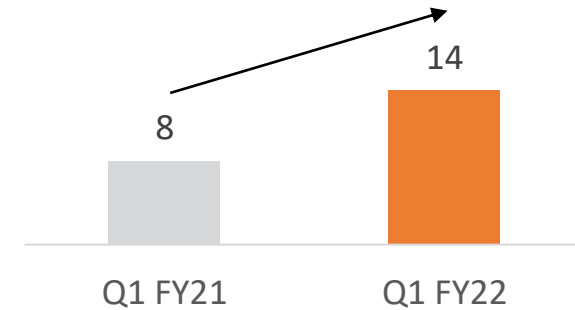
## Revenue: +14% (YoY)



## EBITDA: +31% (YoY)



## Cash Profit: +84% (YoY)



Revenue growth driven by 51% growth in Consumer Lighting – B2C

- LED lighting grew by 29% whereas Conventional lighting de-grew by 14%

EBITDA Margins improved to 7.6% in Q1 FY22 from 6.7% in Q1 FY21

Registered PBT growth of 483% in Q1 FY22 to Rs. 8 crores from Rs. 1.4 crores in Q1 FY21

Registered PAT of Rs. 6 crores in Q1 FY22 as compared to Rs. 1.2 crores in Q1 FY21

Continuous price hikes to mitigate raw material cost pressure

Compression on Profitability on account of under-utilization of plants in Q1 due to COVID-19

Smart Lighting, Professional and Monumental lighting are well accepted. Company receiving regular orders

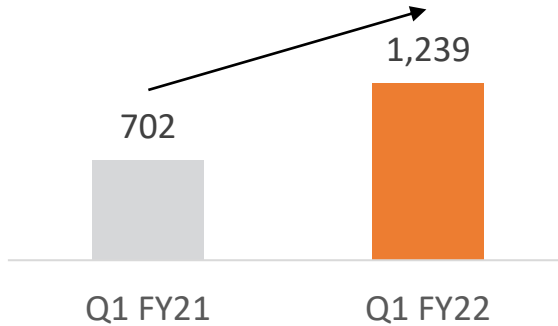
Few projects completed during the quarter are Sangam International Cricket Ground - Bhilwara, Cricket Stadium – Hyderabad, Bhandari Bridge façade, Amritsar, NHAI – Vadodara Mumbai Expressway

Working Capital days improved to 113 days as on 30th June 2021 from 208 days as on 30th June 2020

# Highlights - Steel Pipes and Strips

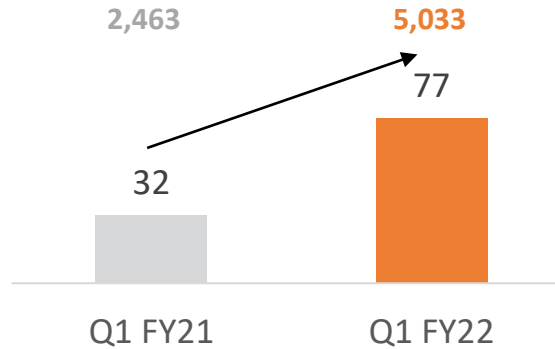
*In Rs Crs*

## Revenue: +77% (YoY)

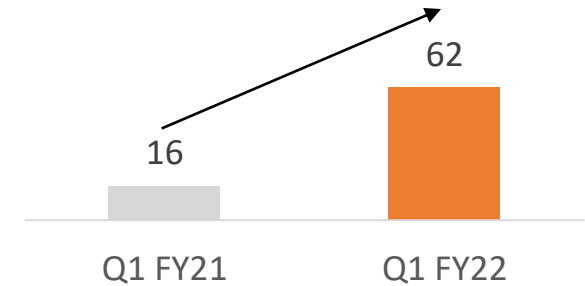


## EBITDA: +143% (YoY)

### EBITDA / MT



## Cash Profit: +289% (YoY)



- Volume growth of 22% in Q1 FY22 on YoY basis
- Ever Highest EBITDA/MT at Rs 5,033 as against Rs 2,463 in Q1 FY21 and Rs. 4,251 achieved in Q4 FY21
  - Timely commissioning of 3LPE coated facility leading to robust orders execution resulted in API Coated Pipes registering strong growth of 112%
  - International prices higher as compared to domestic prices resulting in export growth (value and volume growth of 109% and 36% respectively)
  - Higher contribution from API Coated Pipes, Exports and GI Pipes led to highest ever EBITDA / MT
- Reported PBT of Rs. 43 crores in Q1 FY22 compared to Rs. 2 crores in Q1 FY21
- Reported PAT of Rs. 31 crores in Q1 FY22 as compared to Rs. 1 crore in Q1 FY21
- Strong orderbook of Rs. 847 crore in hand for API coated pipes as on 30th June '21 with order inflow aggregating to Rs. 614 crores during Q1 FY22
- Working Capital days improved to 66 days as on 30th June 2021 from 101 days as on 30th June 2020



# About Surya Roshni



# A Strong Foundation

**1973**

Established Steel Pipe manufacturing unit at Bahadurgarh. More than 4 decades of Brand Equity



**#1**

GI Pipes manufacturer in India



**Rs 5,561 crores**

Sales as on  
March 31, 2021



**#1**

ERW Pipes exporter  
(50+ countries)



**#2**

Lighting company  
in India



**21,000+/250+**

Pan India dealers /  
distributors for steel tubes  
and strips



**2,50,000+/2,500**

Countrywide retailers /  
dealers for Lighting and  
Consumer Durables



**Credit Rating**

Long Term "A+"  
Short Term "A1+" (top notch)  
CP "A1+" (top notch)

# Professional Management Team



**Mr. Jai Prakash Agarwal**

**Promoter and Executive Chairman**

Mr. Agarwal is the driving force behind creating Surya as one of the most reputed, trusted and successful company. He has been honored with highly prestigious Padma Shri Award by Govt. of India.



**Mr. Raju Bista**

**Managing Director**

Mr. Bista is a young and dynamic leader. His discipline, dedication, visionary power and relentless efforts provides new dimensions and directions that have helped in achieving new heights. He is also been the immediate past President of ELCOMA.



**Mr. R.N. Maloo**

**Executive Director - Corporate Affairs & Group CFO**

Mr. Maloo is a qualified CA with over 3 decades of experience in corporate affairs, finance, commercial and taxation. He has held CFO positions in multiple renowned companies and was also in CA in Practice as Partner in renowned CA Firm M/s Kalani & Co, Jaipur.



**Mr. Tarun Baldua**

**Executive Director & CEO - Steel Pipe & Strips**

Mr. Baldua is a qualified CA with over 3 decades of experience in Commercial , operational and administrative roles across several Businesses. He is also the Vice President of Indian Pipe Manufacturers Association (IPMA).



**Mr. Nirupam Sahay**

**Executive Director & CEO - Lighting & Consumer Durables**

Mr. Sahay is an MBA from NMIMS Mumbai and AMP from Wharton, with an illustrious career spanning over 27 years. He has served as Global Business leader – Consumer Lamps in Philips Lighting and before that as President and CEO, Philips Lighting Indian Subcontinent. He is also ex-President of ELCOMA.

# Strong Core Values

## Customer Satisfaction 01

Customers – The Guiding Stars for Future Endeavors and Improvement



## 02

## Surya Parivar

Principle-centric, close-knit family, trust, mutual respect and team spirit



## CORE VALUES

## Integrity

Moral Principles, undivided spirit. reflects in personal lives, financial transactions and business deals



## 04

## Social Responsibility

Eco-Friendly products, optimized resources to conserve the environment



## 03

## Driving Profitable growth on 6 P's principles



**P**rofessionalism



**P**romotional Activities



**P**erformance Evaluation



**P**ayback on Capex



**P**roduct Development



**P**roductivity and Perfection



# Transformation Journey



## Greater Degree of Professionalism

- Inducted Professional CFO and CEOs
- Diversified the Board of Directors
- ESOPs to < 225 Key Executive and Employees



## Sound Financials with Substantial Debt Reduction

- Debt/Equity Ratio at 0.51 times as on 30<sup>th</sup> June 2021
- PAT grew by 3 times in last 5 years
- Top Notch Credit Rating (A1+) for short term facilities

### Lighting and Consumer Durables



#### Shift from Conventional to Modern LED Lighting

- Established R&D center (SITC) for LED & Smart lightings
- Successfully Replaced CFL with LED Lights
- Leadership in LED lighting / Façade Lighting
- Smart lighting systems and Monumental lighting



#### Established Surya in Consumer Durables

- Leveraging Surya Brand to venture into FMEG
- High growth with geographical expansion and adding new products
- Transition to FMEG with higher ROCE



#### Strengthening of Brand, Distribution and Channels

- Strengthening of Distributors across Rural, Tier II and Metro cities
- Converted EESL sales to Trade sales
- Continuous reduction in warranty cost
- Appointed Ogilvy & Mather as creative agency for Brand Building

### Steel Pipes and Strips



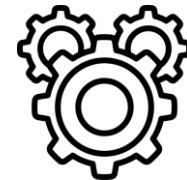
#### Strategic CAPEX leading to higher ROCE

- Leveraging existing infrastructure resulted in improving Asset Utilization
- Capacity enhancement at Gwalior and Anjar plant
- Established Hindupur plant in South and expansions thereof
- Started own 3 LPE Coated API pipes unit at Anjar and further expansion



#### Thrust

- Thrust on high margin Galvanized Pipes, exports and 3LPE coated API pipes resulting in continuous increase in EBITDA/Tonne
- Saving in logistics cost due to decentralized production base
- Setting-up DFT based Large Dia section pipe mill

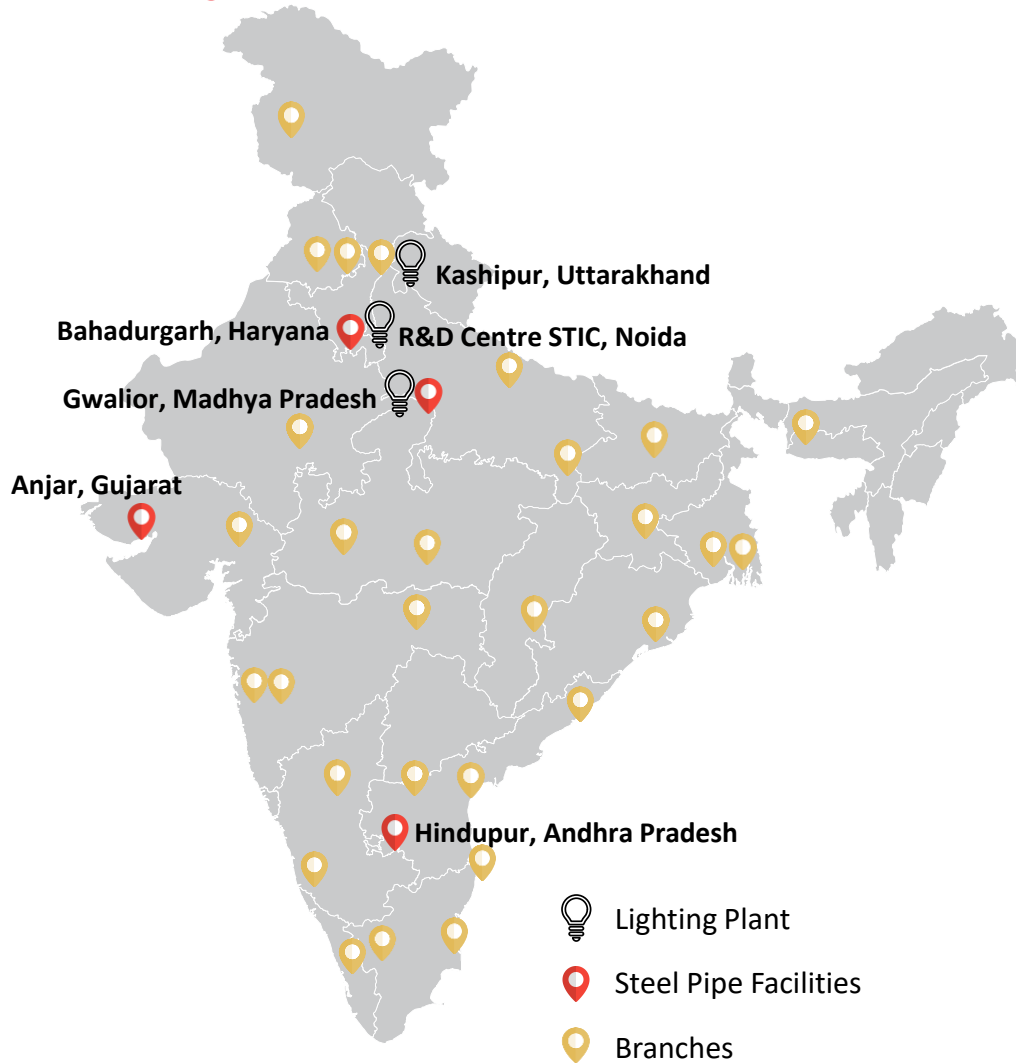


#### Rationalization of Overheads

- Driving cost efficiencies – Manpower, Power consumption, Stores etc.
- Substantial reduction of finance cost (3.25% to 1.25% of Turnover)
- Captive Solar Power Generation
- Efficient Working Capital Management increasing ROCE / ROE



# Strategically Located Facilities



## Lighting Plants

Units	Established	Products	Capacity
Kashipur, Uttarakhand	1984	LED lights & filaments and MCPCBs & Drivers	<ul style="list-style-type: none"> <li>• 90 Million LED Bulbs</li> <li>• 3.6 Million Street Lights</li> <li>• 10 Million Tube Light</li> <li>• 200 Million GLS</li> </ul>
Gwalior, Madhya Pradesh	1992	LED lights, GLS, Caps, MCPCBs, Drivers, etc	
Surya Technology & Innovation Centre (STIC), Noida, UP (R&D Centre)	2012	In house development of LED Lighting products.	

## Steel Pipes and Strips Plant

Steel Plants	Established	Products	Capacity
Bahadurgah, Haryana	1973	ERW Pipes (GI, Black and Section), CR Strips, API Pipes	<ul style="list-style-type: none"> <li>• <b>ERW Pipes</b> – 9,25,000 MT (incl. GI – 3,60,000MT)</li> <li>• <b>Spiral Pipes</b> – 2,00,000 MT</li> <li>• <b>CR Strips</b> – 1,15,000 MT</li> <li>• <b>3 LPE Coated (API Pipes)</b> <ul style="list-style-type: none"> <li>• External – 27,50,000 sq mtr</li> <li>• Internal – 11,00,000 sq mtr</li> </ul> </li> <li>• Under Installation; DFT based large Dia section pipe capacity                             <ul style="list-style-type: none"> <li>• 72,000 MT</li> </ul> </li> </ul>
Gwalior, Madhya Pradesh	2010	ERW Pipes (GI, Black and Section)	
Anjar, Gujarat	2010	ERW Pipes (GI, Black and Section), Spiral, API Coated Pipes	
Hindupur, Andhra Pradesh	2017	ERW Pipes (GI, Black and Section)	

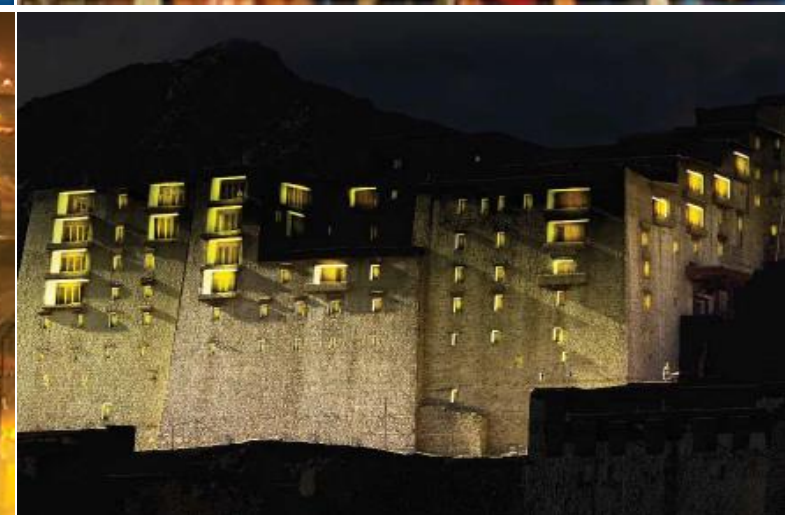


# Lighting & Consumer Durables

Driving Strong Performance



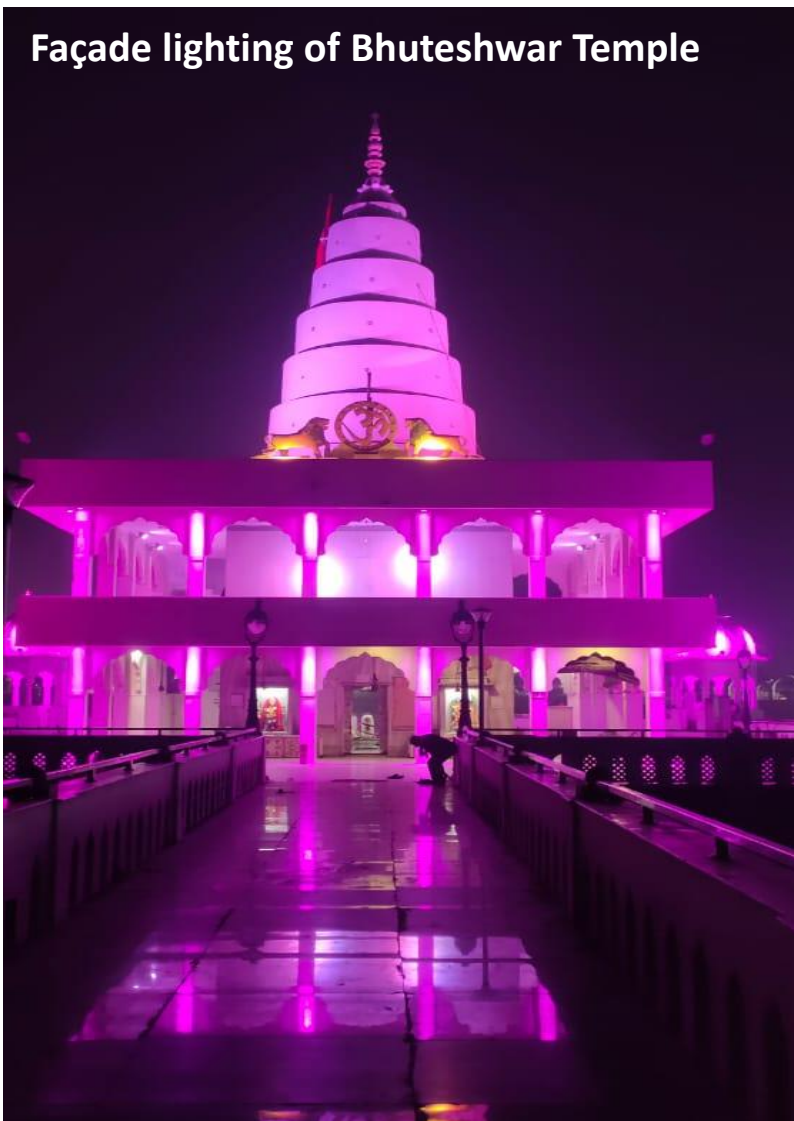
# Enhancing Brand Visibility



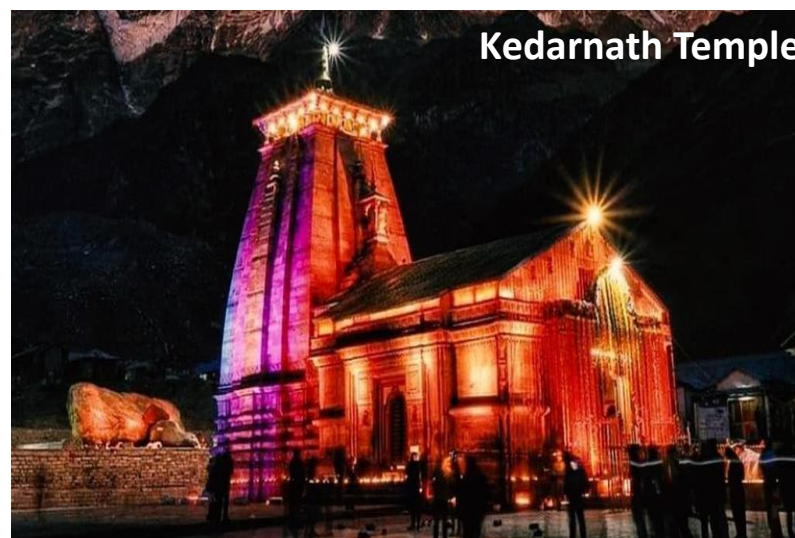


# Glimpse of Recently completed projects

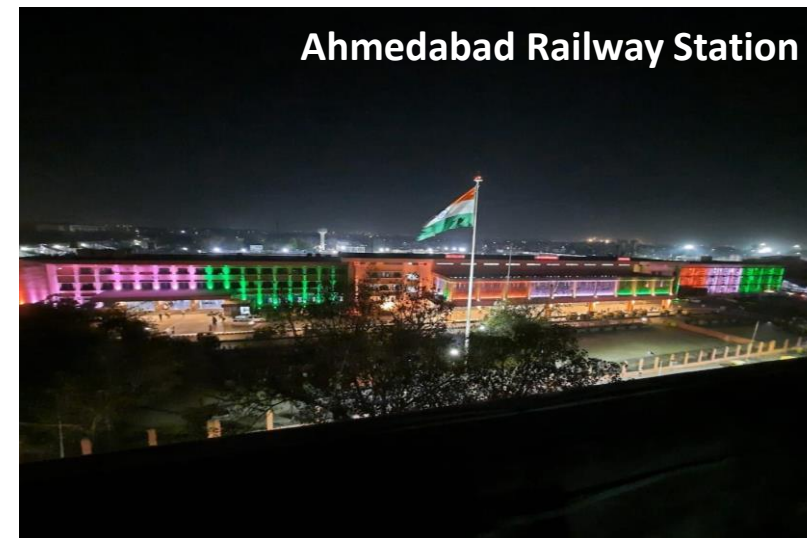
Façade lighting of Bhuteshwar Temple



Kedarnath Temple



Ahmedabad Railway Station



BKC Connector Bridge



Ahmedabad Railway Station

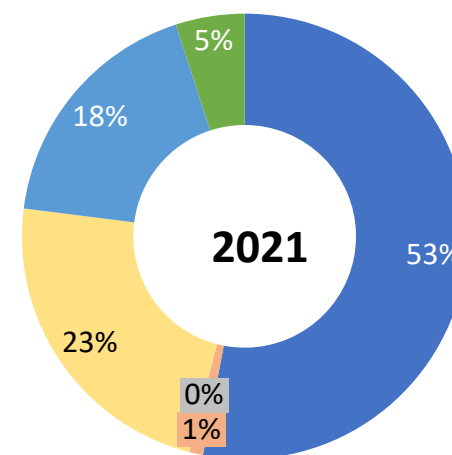
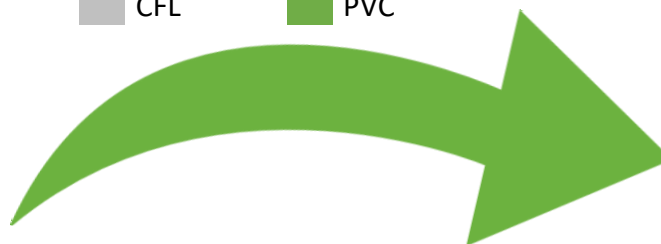
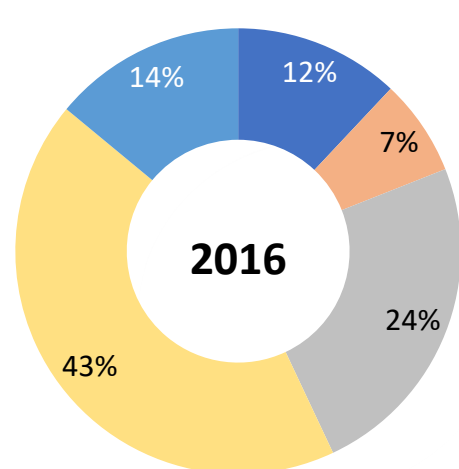


# Glimpse of Products Range





# Evolving Product Portfolio



## Traditional Products

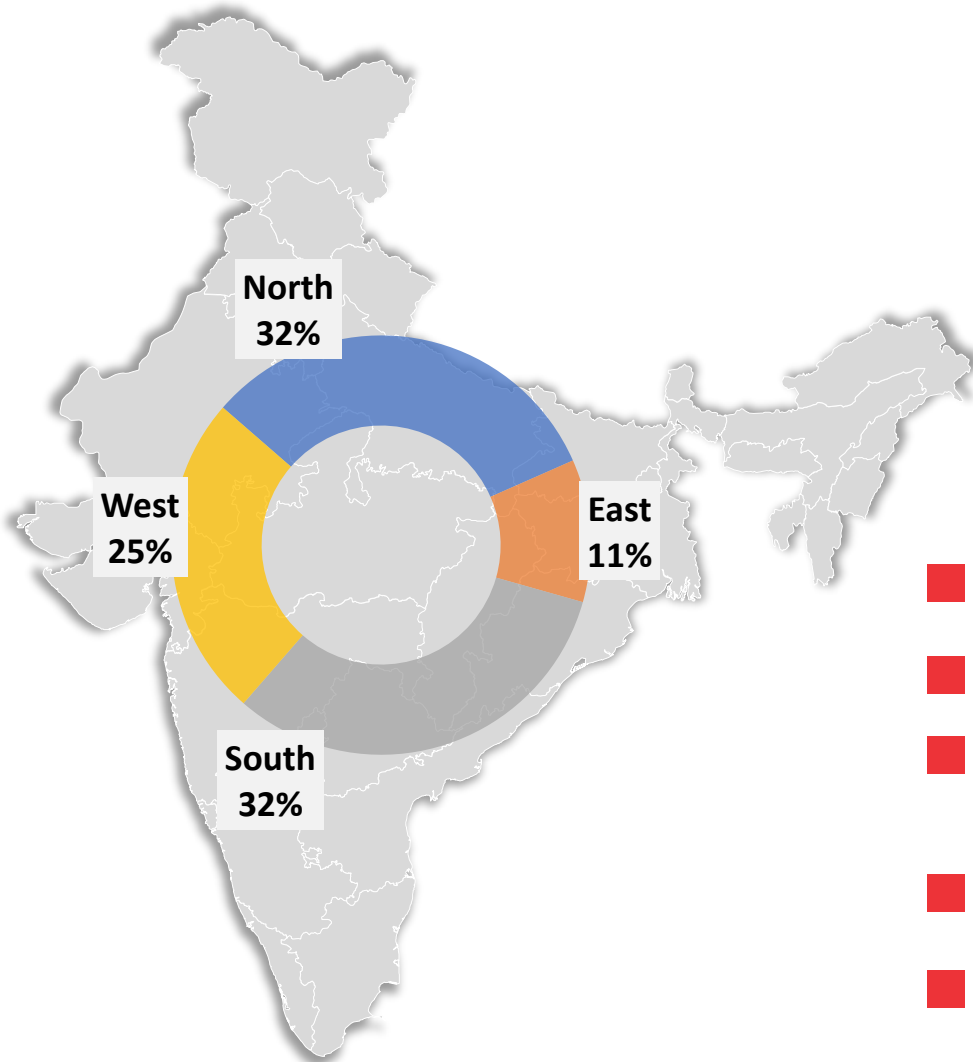
- Conventional Lighting and CFL contributed the majority of the revenue in FY16
- LED lights replacing conventional lights
- Backward Integration with Glass Furnace



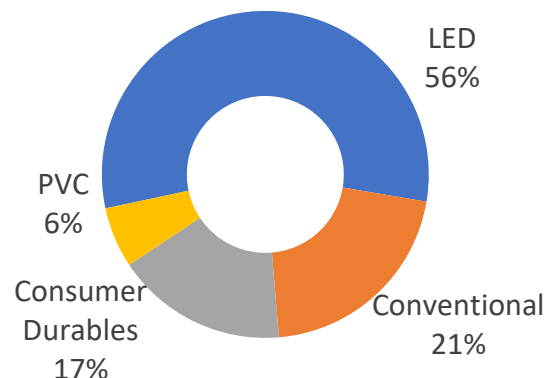
## New Age Products

- Transformed the product portfolio to pre-dominantly LED lighting and Consumer Durables
- High growth across Consumer Lighting, Professional Lighting & Consumer Durables
- Smart Lighting, LED Downlighters and Street Lights

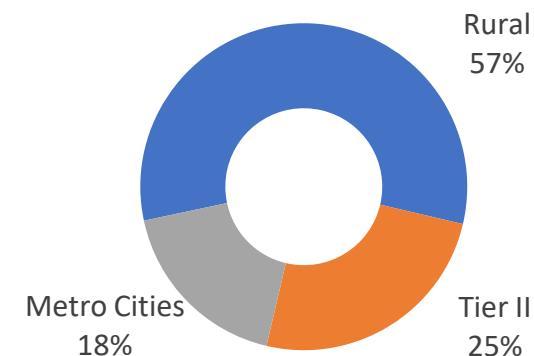
# Distribution Strength – PAN India Reach



## Revenue Split Q1 FY22



By Product



By Population

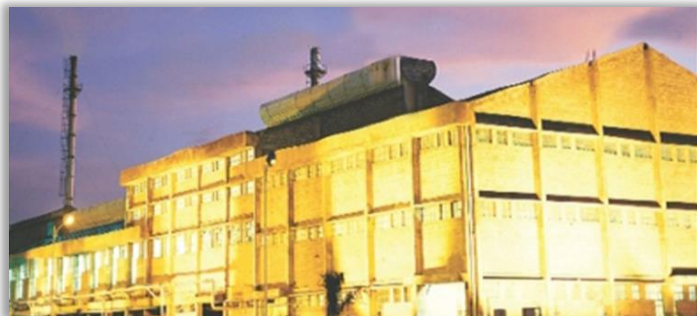
- **#1 - States such as AP, Telangana, MP, Chhattisgarh, UP and Jharkhand**  
**#2 in Karnataka, Delhi, Maharashtra, Bihar, Rajasthan and Uttarakhand, among others**
- **Strong Rural distribution network; over 2,50,000 Retail Outlets pan India**
- Secondary Network of **300+ RTF & 2,000+ DSPs** support 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
- **Decentralized branch / depot network system** - quick logistical movements, prompt delivery, customer feedback and satisfaction.

# Strong Transition towards FMEG...

		FY15-16		FY 16-17		FY 18-19		FY 19-20		FY 20-21	
Sr. No	Product Name	Sales	EBITDA	Sales	EBITDA	Sales	EBITDA	Sales	EBITDA	Sales	EBITDA
1	LED- Trade	12%	20%	24%	18%	38%	14%	49%	11%	53%	12%
2	LED-EESL	7%	8%	11%	12%	21%	11%	8%	8%	1%	11%
	<b>Total LED (1 + 2)</b>	<b>19%</b>	<b>16%</b>	<b>35%</b>	<b>16%</b>	<b>60%</b>	<b>13%</b>	<b>56%</b>	<b>11%</b>	<b>54%</b>	<b>12%</b>
3	CFL (Peak Sale Rs. 374 Cr.)	24%	11%	10%	1%	2%	-	1%	-	-	-
4	Conventional	42%	12%	35%	10%	22%	4%	22%	3%	23%	9%
5	Consumer Durables	14%	9%	19%	7%	17%	7%	21%	7%	23%	8%
	<b>Grand Total (1 to 5)</b>	<b>100%</b>	<b>12%</b>	<b>100%</b>	<b>11%</b>	<b>100%</b>	<b>10%</b>	<b>100%</b>	<b>8%</b>	<b>100%</b>	<b>10%</b>

<b>Quarterly EBITDA Margin</b>	Q4 FY21: 11.38%	Q1 FY19: 8.60%	Q1 FY20: 6.70%	Q1 FY22: 7.64%
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# Our Production Facilities and R&D



## **Kashipur Lighting Unit - Established in 1984**

- Manufactures LED lights (Lamps, Street Lights, Downlighters and Battens) & Filaments and MCPCBs & Drivers



## **Gwalior Lighting Unit - Established in 1992**

- Manufactures LED lights (Lamps, Street-lights, Decorative lighting) and Conventional lights (GLS, FTL), Caps, MCPCBs, Drivers



## **Surya Technology & Innovation Centre (STIC) at Nodia - Established in 2012**

- Approved by DSIR and NABL, with a focus on in-house development of LED Lighting products

# Positive Trends



LED Lighting continues to grow, given the opportunity in replacement of conventional lamps and fixtures, as well as new points



LED pricing is on an increasing trend, replacement percentage reduction will help in improving profitability



Reduced imports from China of finished LED lighting, favorable for domestic branded LED manufacturers



With 100 Smart Cities underway, India is moving towards futuristic Smart Lighting



PLI for LEDs will encourage local manufacturing of components thus reducing the dependence on imported components



The 'Make In India' drive creating strong opportunities for branded players



# Proposed PLI Scheme for Manufacturing of 'Components for LED Lighting'

01

## Objective

- To boost manufacturing of '**Components for LED Lightings**' India to reduce dependency on imports of components to create ourselves as Champions

02

## Target Segments

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

03

## Quantum of Incentives

- **4% to 6% on incremental sales** over the base year for a period of five years subsequent to the base year with one year of gestation period

04

## 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

05

## Eligibility Threshold Criteria

- Brown field investment at existing plants on eligible components
- Meeting the pre-qualification criteria as per the scheme guidelines

06

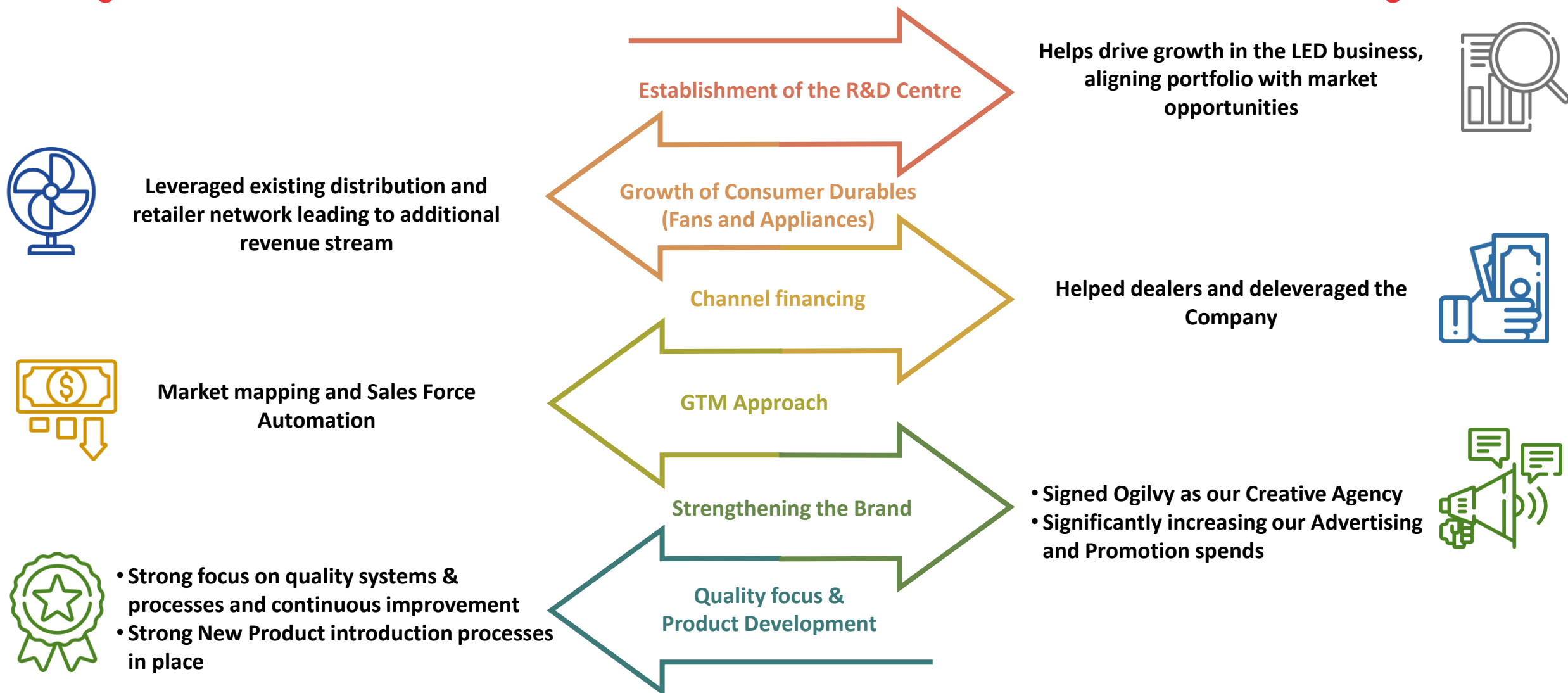
## Benefits to Surya

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

**Surya Roshni will participate under the 'Large Investment' category for manufacturing of components of LED lighting**



# Value accretive strategies and outcomes



# Market Growth Strategy

## Goals and Aspirations

**Strengthen #2 position in Domestic Lighting** further, drive high growth in Consumer Durables and launch new businesses

- **Leadership in LED across Consumer and Professional segments**
- **Win in the Consumer market**
  - Be the last man standing in Conventional Lighting, gain market share in LED and grow 3x in Consumer Durables
- **Win in the Professional market**
  - Focus on Infrastructure, Industry segments, Façade and Solar products

## Where to Play

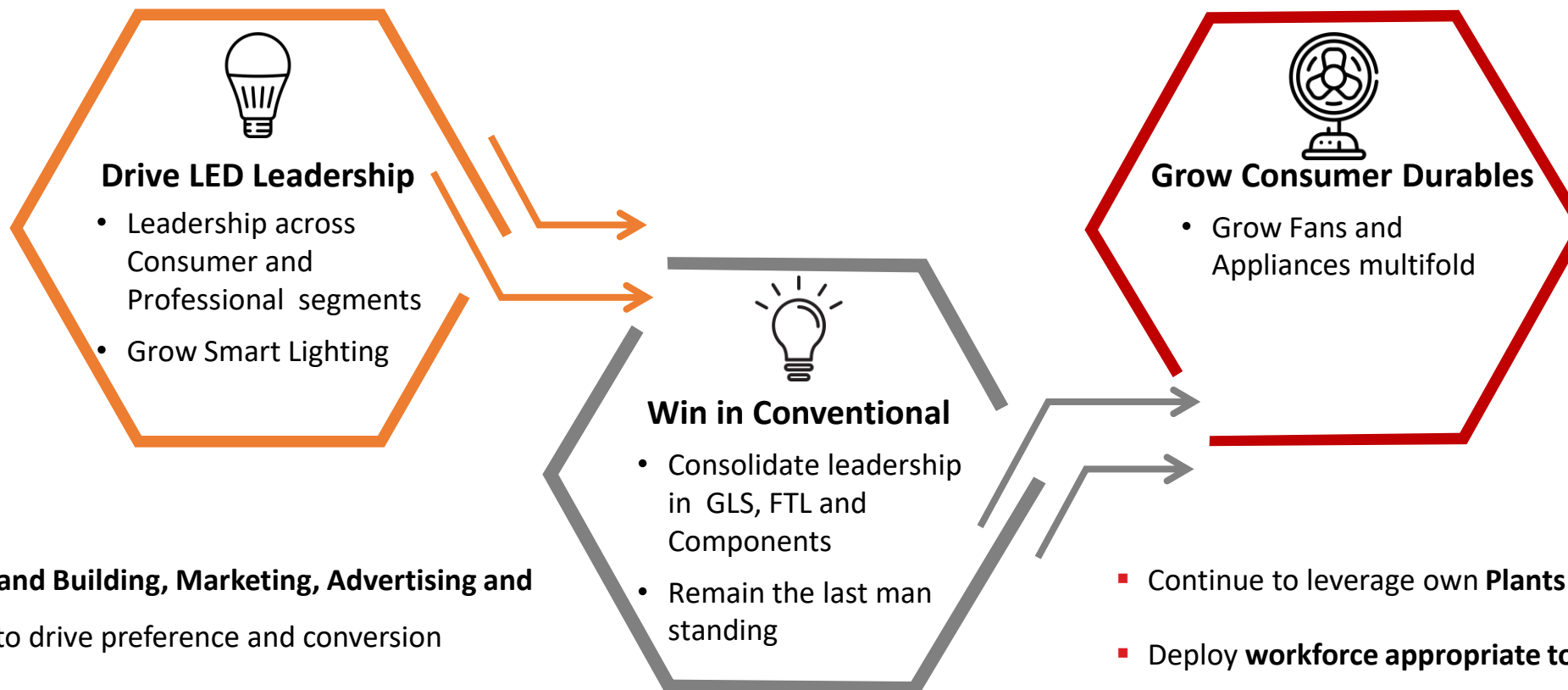
### Solutions and Offerings:

- Drive energy efficient LED solutions
- Consolidate leadership in Conventional
- Establish and grow Smart Lighting
- Grow Fans, Kitchen Appliances and Domestic Appliances

### Channels, Segments and Geographies:

- Maintain strong position in the Trade retail channel
- Maintain strong position in Semi-urban and rural India
- Strengthen Metros (Consumer Lighting & Durables) and South (Consumer Durables)
- Professional: Strengthen Infrastructure & Industry segments, grow Façade and Solar products
- Aggressive approach in OEM businesses

# Product Growth Strategy



- Focus on **Brand Building, Marketing, Advertising and Promotion** to drive preference and conversion
- Driving **Customer Satisfaction** through **Quality** products
- Continue to leverage **Innovation and Development** capabilities at Noida Technology and Innovation Center

- Continue to leverage own **Plants**
- Deploy **workforce appropriate to business opportunity**
- Further strengthen **systems and processes** to improve **efficiency and productivity**

# PVC Pipes – Offering Sizeable Business Opportunities

## Growth Drivers

Government initiatives such as **Housing for All by 2022, 'Nal se Jal' by 2024, 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

13% revenue growth in FY21, Rs. 64 Cr as compared to Rs. 57 Cr in FY20



### Market Research

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



### Capacity Expansion

Reached capacity of 8,200 MTPA with expansion of 3,000 MTPA to expand beyond North India



# Lighting & Consumer Durables

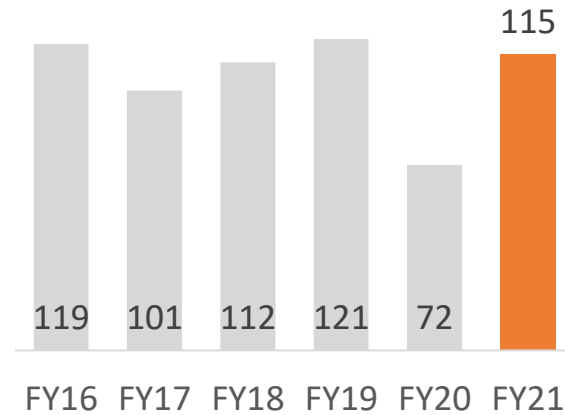
## Yearly Financial Performance

In Rs Crs

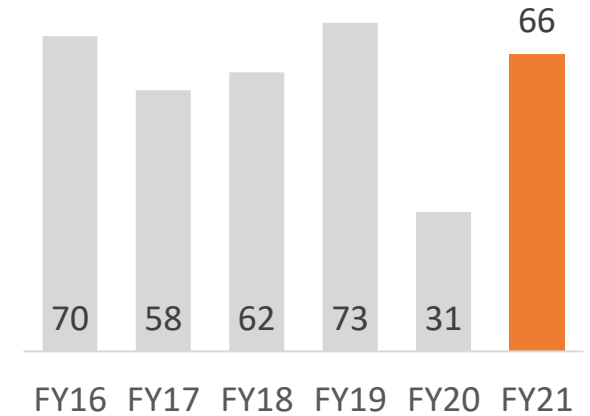
### Revenue



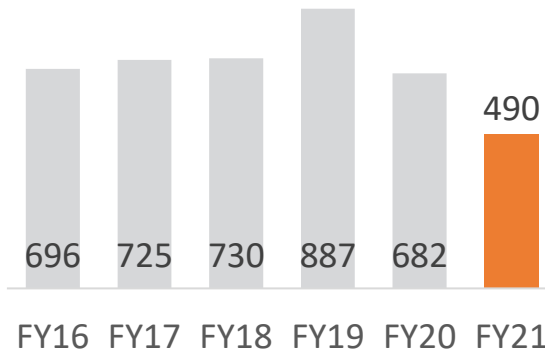
### Cash Profit



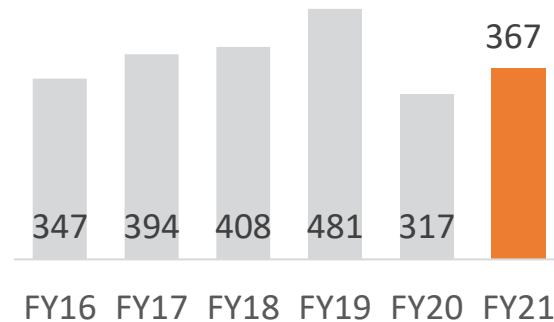
### PAT



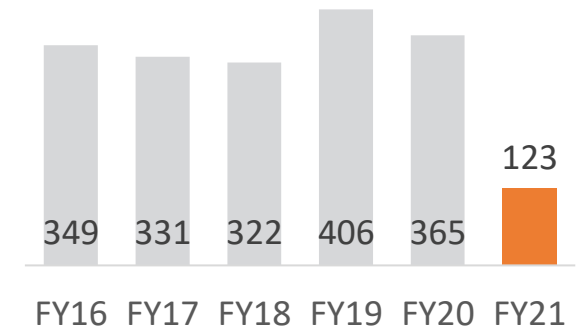
### Capital Employed



### Networth



### Debt





# Steel Pipes & Strips

Strong Market Leadership

# Steel Pipes and Strips Product Highlights

## Galvanised (GI)

35%



- Agriculture
- Casing and tubing
- Hot and Water Pipe
- Green Houses
- Fire Fighting
- Street Light Poles
- GP Pipes
- Solar Panels
- Spur Pipelines

## Black

23%



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

## Hollow Section

19%



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

## API Coated Pipes

12%



- Oil & Gas Pipelines
- Oil Well Casing
- Plant Piping
- Water Pipelines
- Industrial water
- Chilled water
- Cross Country Pipelines
- CGD Pipelines

## CR Strips

11%



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

## Key Sectors



Agriculture



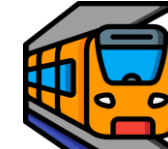
Fire Fighting



Housing



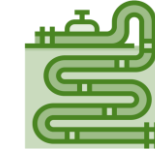
Infrastructure



Railways



Smart City



City Gas

# Transition Towards Higher Margin Products....

		FY15-16		FY 16-17		FY 18-19		FY 19-20		FY 20-21		CAGR
Sr. No	Product Name	Share*	EBITDA^	Share*	EBITDA^	Share*	EBITDA^	Share*	EBITDA^	Share*	EBITDA^	Qty
1	GI Pipe	25%	3,490	37%	4,620	30%	4,557	35%	4,534	35%	4,602	21%
2	Round Pipe	32%	1,744	24%	2,144	27%	2,205	24%	2,023	23%	2,216	7%
3	Section Pipe	19%	1,535	13%	1,888	20%	1,871	19%	1,670	19%	1,843	12%
4	API Coated Pipe	-	-	9%	2,894	9%	4,310	11%	7,143	12%	7,630	11%
5	CR Strips	24%	1,655	17%	1,899	13%	1,958	11%	1,586	11%	1,693	-3%
	<b>Total</b>	<b>100%</b>	<b>2,115</b>	<b>100%</b>	<b>3,061</b>	<b>100%</b>	<b>3,010</b>	<b>100%</b>	<b>3,256</b>	<b>100%</b>	<b>3,525</b>	<b>10%</b>

Quarterly EBITDA per MT	Q4 FY21: Rs. 4,251	Q1 FY20: Rs. 2,857	Q1 FY21: Rs. 3,246	Q1 FY22: Rs. 5,033
-------------------------	--------------------	--------------------	--------------------	--------------------

- The company started decentralization of production facilities from North and made investments in setting up of Hindupur (AP) unit, 3LPE Coated API pipes unit at Anjar (Gujarat) and also expanded capacities at existing units. This resulted into higher Capital employed and have now started generating Cashflow from FY21
- The share of GI Pipe, Exports and 3 LPE Coated API pipe consistently resulting into higher EBITDA / MT

**Note:-**EBITDA / MT (in Rs.) of Fresh Qty.

^ - EBITDA / MT    \* - Volume Share



# Strategically Located Manufacturing Plants

## Bahadurgarh (Haryana)



- **Established in 1973**
- **Location**
  - Spread over 53 acres
  - Proximity to Bahadurgarh Metro Station
  - Within KMP Express Highway
- **Manufacturing Capabilities**
  - ERW pipe (GI, Black, Section),
  - API Pipes for CGD
  - Cold Rolled (CR) Strips

## Anjar (Gujarat)



- **Established in 2010**
- **Location**
  - Spread over 96 Acres, **proximity to Mundra Port, giving strategic advantage in exports and imports**
- **Manufacturing Capabilities**
  - ERW and Spiral Pipes, 3LPE, API Coated Pipes
  - Commercial Production of expanded 3 LPE coated facility started from 31<sup>st</sup> March 2021

## Gwalior (Madhya Pradesh)



- **Established in 2010**
- **Location**
  - Spread over 51 acres, centrally located, serving UP, Rajasthan, MP and Chhattisgarh markets
- **Manufacturing Capabilities**
  - Thrust on ERW section pipes
  - Setting up DFT based large dia section pipe mill (300x300 mm) to operate in 2021
- **Eligible for state industrial incentives up to 2025**

## Hindupur (Andhra Pradesh)



- **Established in 2017**
- **Location**
  - **Proximity to the premium market of South India** – Savings in logistic cost and lower cost of production
- **Manufacturing Capabilities**
  - State-of-the-art facility with capacity of 200,000 MT P.A. of ERW pipes (GI, Black, Section and GP Pipes)
  - 3<sup>rd</sup> Galvanized plant started in March 2021



# 3LPE Coating Plant – Driving Growth...



## **Accreditations**

- Accreditations from all major PMC like EIL, Mecon, Tractebel, Worly Pearson etc.
- Certifications of ISO 9001, 14001 & 18001

## **Application & Benefits**

- Transportation of Petroleum & Natural Gas, City Gas and Bulk Water Transportation mainly in River connectivity
- Construction of new pipelines, replacement of ageing pipelines, urbanization and Infrastructure Development
- Provides Strength and Durability

## **Order Book**

- API coated pipes order of above Rs. 847 crores in hand as on 30<sup>th</sup> June 2021

## **Expansion**

- Commercial production of 2<sup>nd</sup> line 3LPE coating manufacturing facility commenced from March 31, 2021 (9,00,000 Sq Mtr)

**Enhanced coating capacity resulting into cost efficiencies and improved margins through utilization of existing offline Spiral Pipe capacities**

# Leveraging Strong Brand and Distribution Network

- Selling under '**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.
- Extensive advertising and Coverage through Print and Electronic Media.



Advertisement in Local print,  
Media and Hoardings



The International Tube and Pipe  
Trade Fair, Germany



TV Advertisement for Prakash  
Surya Steel Pipes

# Seeking Market Potential Opportunities

Robust Demand

Rising Investment

Supportive FDI  
Guidelines

Governments  
Initiative



## Water

- **'Har Ghar Nal se Jal'** mission aims to provide safe and adequate drinking water to **150 million households** (approx. 0.5 million villages)
- Interlinking projects across **60 rivers** through reservoirs and canals, will lead to an increase in **irrigation** land by about **15%**
- Impetus on water conservation across 256 districts through rain-water harvesting, renovation of water bodies, reuse and recharge structures, watershed development.



## Oil and Gas

- Demand for primary energy in India is **expected to 3x by 2035 to 1,516 million tonnes of oil**
- India has a target of raising the share of natural gas in its energy basket from 6.3 per cent now to 15 per cent by 2030
- Foreign Investors will have opportunities to invest in project **worth US\$ 300 billion.**
- The National Gas Pipeline network expected to increase **from the current 18,000 km to 34,500 km over the next 5-7 years.**



## City Gas Distribution

- The PNGRB is likely to come out with the eleventh round of CGD bidding within the next six months, which will **cover over 300 districts and may have an estimated investment of Rs 1.2 lakh crore**
- Government has planned investments worth **USD 60 billion** for developing natural gas supply and distribution infrastructure across the country



# Value accretive strategies and outcomes

## Hindupur Facility at Andhra Pradesh



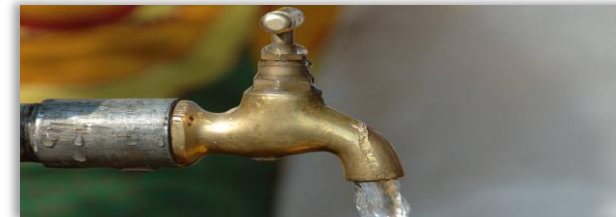
Savings in logistics cost, increase in market share, economies of scale and reduced dependency on the Bahadurgarh unit

## 3LPE coating facility at Anjar



Higher capacity utilization of Spiral & API pipes, savings in logistics & coating charges, increase in exports of GI & value-added pipes, generating higher margins

## Alignment of production capacities



Ready to leverage emerging demands from Government's thrust on Oil & Gas, CGD, 'Nal se Jal' and 'Make in India'.

## Increasing share of value-added pipes



Thrust on GI, API, Exports and other value-added pipes, leading to higher EBITDA

## Cost rationalization



Reducing overheads, improving efficiencies and asset utilization

## Increasing engagement and publicity



Improving Brand visibility through advertisements spent and Dealer Engagement

# Supplying Products to Renowned Projects Abroad

**Dubai EXPO 2021**



- Largest exporter of ERW Pipes and ERW Galvanized Steel Pipes (GI) from India
- Exports to over 50 countries including Middle East, Australia, Europe, USA, Canada, Mexico, Ghana, Nigeria, among others.
- China + 1 strategy to further boost demand
- Export of Q1FY22 increased by 109%

**Qatar FIFA 2022**



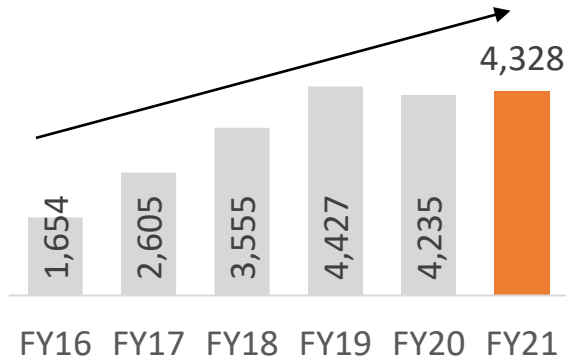


# Steel Pipes & Strips

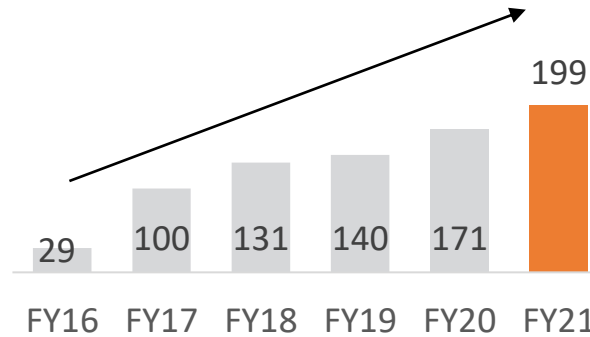
## Yearly Financial Performance

In Rs Crs

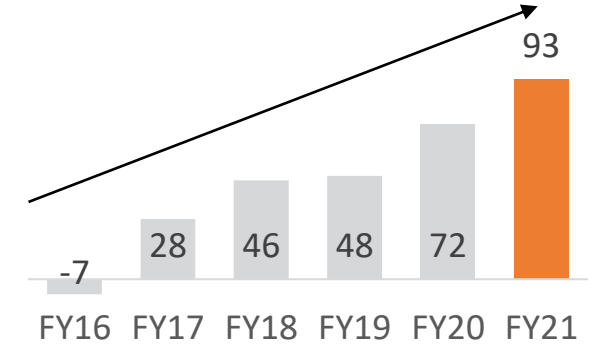
Revenue



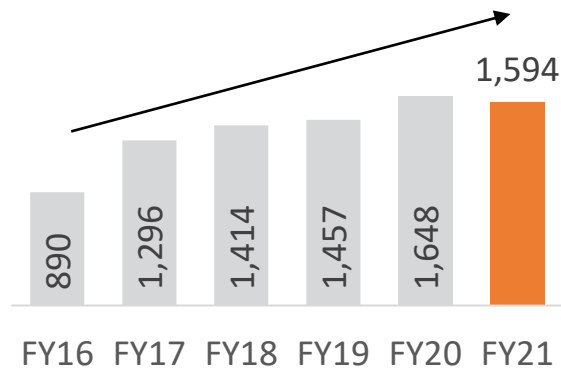
Cash Profit



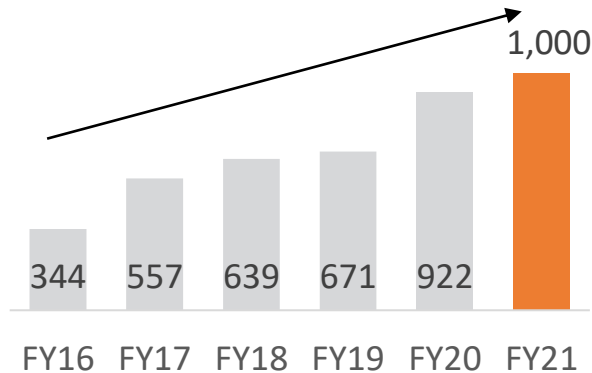
PAT



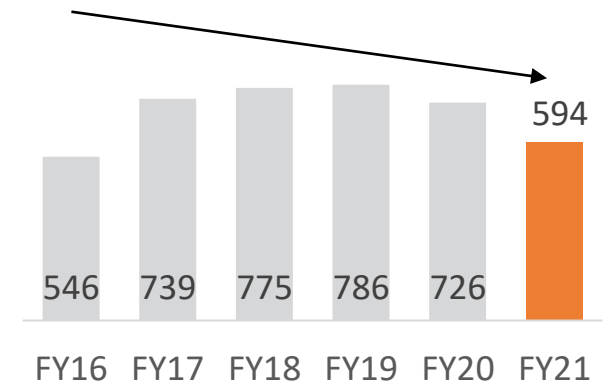
Capital Employed



Networth



Debt

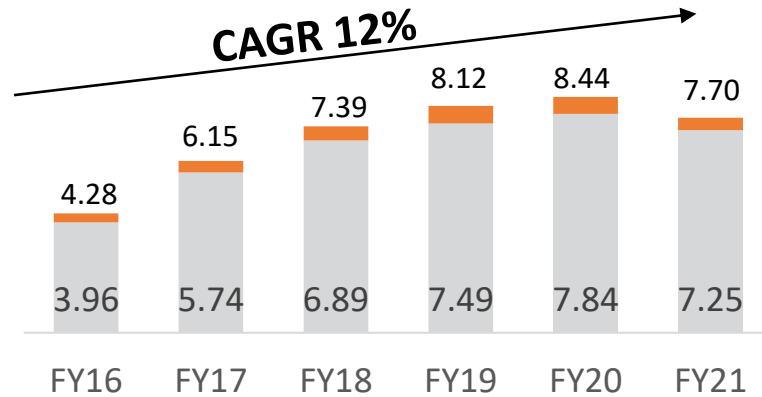


The revenue of FY21 was impacted due to outbreak of COVID 19 pandemic and consequent lockdown at the beginning of the year. However, with unlocking, volumes started regaining and profitability improved substantially.

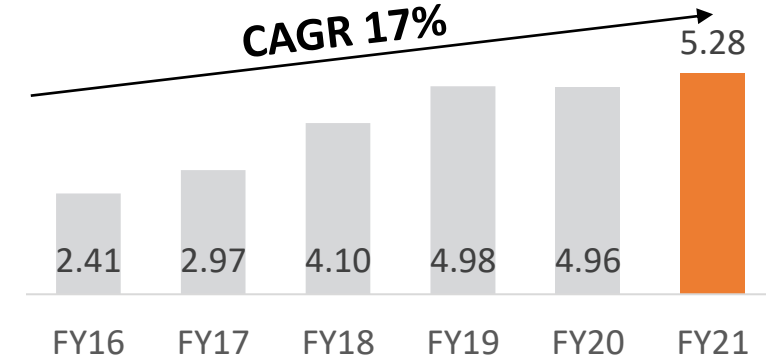
# Steel Pipes & Strips

## Operational Performance

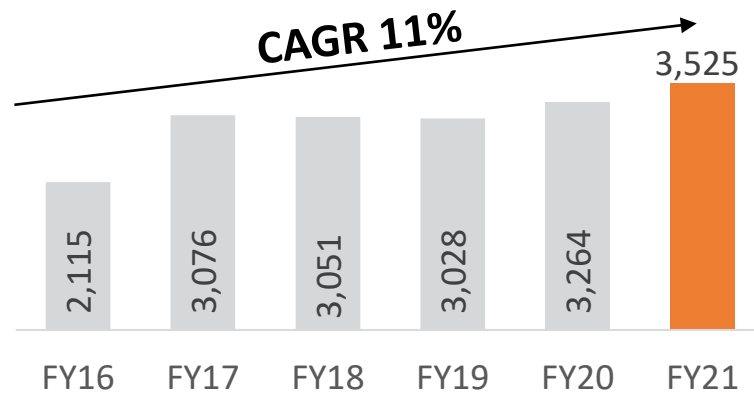
Total QTY Vs Fresh QTY (in Lac MT)



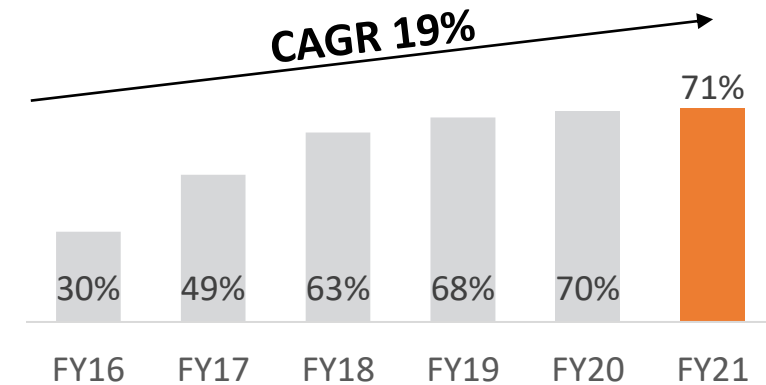
Fixed Asset/ Turnover (in Times)



EBITDA/ MT (In Rs.)



Increasing volume of other units  
(excl. Bahadurgarh unit)



# Clients and Customers



INDIAN OIL CORP. LTD.



**Shell**



A Navratna Company



**Marubeni**



दिल्ली मेट्रो रेल कॉर्पोरेशन लिमिटेड  
Delhi Metro Rail Corporation Limite



INDRAPRASTHA  
GAS LIMITED



GAIL (India) Limited



ADANI



Har Ghar Jal  
Jal Jeevan Mission



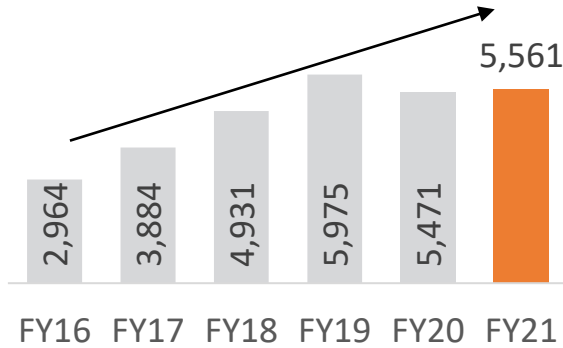
## Financial Highlights



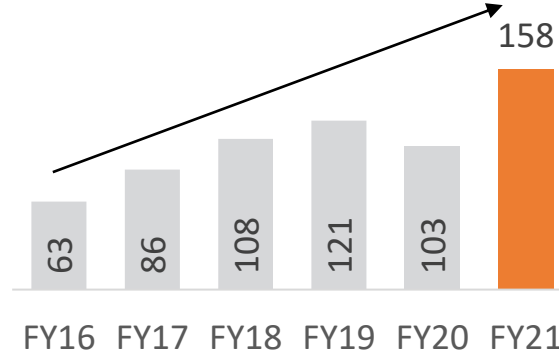
# Annual Financial Performance

In Rs Crs

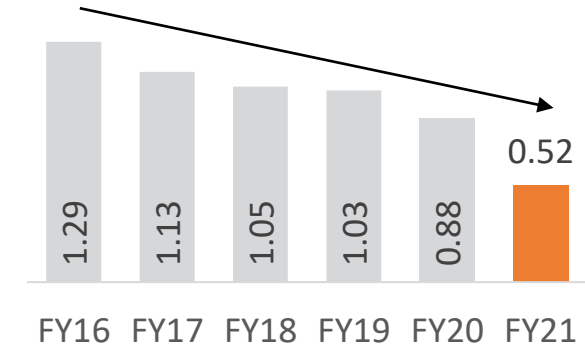
## Revenue



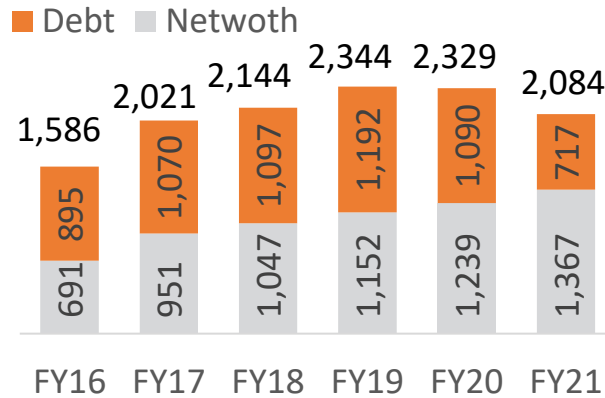
## PAT



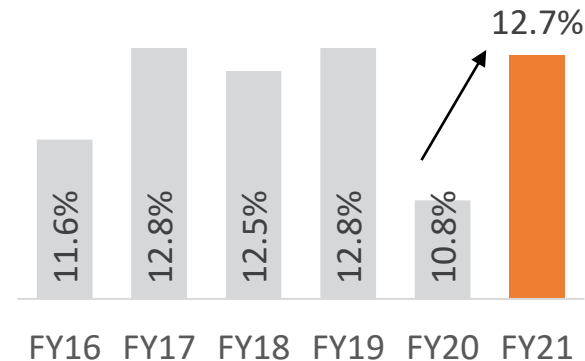
## Debt to Equity



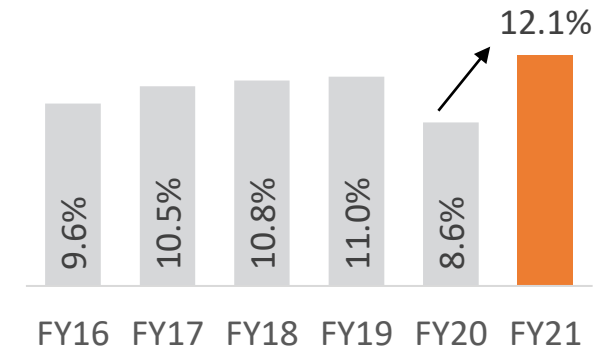
## Capital Employed



## ROCE



## ROE



The Revenue of FY21 was impacted due to the outbreak of COVID 19 pandemic and consequent lockdown at the start of the year on easing out the restrictions demand arise from the semi-urban and rural areas and both businesses posted strong recovery

# Income Statement – Q1 and Annual

Particulars (Rs. Crores)	Q1 FY22	Q1FY21	FY21	FY20	YoY
<b>Total Revenue from Operations</b>	<b>1,453</b>	<b>887</b>	<b>5,561</b>	<b>5,471</b>	<b>1.7%</b>
Cost of Material Consumed	1,206	580	4,062	4,069	
Purchase of Stock In Trade	42	26	265	263	
Changes in Inventories	-107	94	16	-96	
<b>Total Raw Material</b>	<b>1,141</b>	<b>701</b>	<b>4,343</b>	<b>4,235</b>	
<b>Gross Profit</b>	<b>313</b>	<b>187</b>	<b>1,218</b>	<b>1,236</b>	
<b>Gross Profit (%)</b>	<b>21.5%</b>	<b>21.0%</b>	<b>21.9%</b>	<b>22.6%</b>	
Employee Expenses	80	68	307	304	
Other Expenses	141	76	532	578	
Other Income	1	1	5	3	
<b>EBITDA</b>	<b>93</b>	<b>44</b>	<b>384</b>	<b>357</b>	<b>7.4%</b>
<b>EBITDA(%)</b>	<b>6.4%</b>	<b>5.0%</b>	<b>6.9%</b>	<b>6.5%</b>	
Depreciation	25	21	103	103	
<b>EBIT</b>	<b>68</b>	<b>23</b>	<b>281</b>	<b>254</b>	
<b>EBIT(%)</b>	<b>4.7%</b>	<b>2.6%</b>	<b>5.1%</b>	<b>4.6%</b>	
Finance Cost	17	20	70	114	
<b>Profit Before Tax</b>	<b>51</b>	<b>3</b>	<b>211</b>	<b>140</b>	<b>51.1%</b>
Tax	14	1	53	37	
<b>Profit After Tax</b>	<b>37</b>	<b>2</b>	<b>158</b>	<b>103</b>	<b>54.4%</b>
<b>Profit After Tax(%)</b>	<b>2.6%</b>	<b>0.3%</b>	<b>2.8%</b>	<b>1.9%</b>	
Other Comprehensive Income	0	0	1	-2	
<b>PAT After OCI</b>	<b>37</b>	<b>2</b>	<b>159</b>	<b>100</b>	

# Consolidated Balance Sheet

<b>EQUITY AND LIABILITIES (Rs. Crores)</b>	<b>Mar-21</b>	<b>Mar-20</b>
<b>(I) EQUITY</b>		
(a) Equity Share capital	54	54
(b) Other equity	1,314	1,185
<b>Sub Total (I)</b>	<b>1,368</b>	<b>1,239</b>
<b>(II) LIABILITIES</b>		
<b>(1) Non-Current Liabilities</b>		
<b>(a) Financial Liabilities</b>		
(b) Term Borrowings	172	270
(c) Other Financial Liabilities	12	11
(d) Provisions	60	58
(e) Deferred Tax Liabilities (Net)	64	61
<b>Sub Total (II)</b>	<b>308</b>	<b>400</b>
<b>(III) Current Liabilities</b>		
<b>(a) Financial liabilities</b>		
(b) Working Capital Borrowings	493	762
(c) Trade Payables	481	295
(d) Other Financial Liabilities	187	182
(e) Other current liabilities	51	32
(f) Provisions & Current Tax Liabilities	54	61
<b>Sub Total (III)</b>	<b>1,266</b>	<b>1,332</b>
<b>Total Equity &amp; Liabilities (I+II+III)</b>	<b>2,942</b>	<b>2,971</b>

<b>ASSETS (Rs. Crores)</b>	<b>Mar-21</b>	<b>Mar-20</b>
<b>(I) NON-CURRENT ASSETS</b>		
(a) Property, plant & equipment	1,015	1,049
(b) Capital work-in-progress	10	15
(d) Right to Use Asset	14	12
<b>Financial Assets</b>		
Other Financial Assets	36	33
Other Non - current assets	28	20
<b>Sub Total (I)</b>	<b>1,103</b>	<b>1,130</b>
<b>(II) CURRENT ASSETS</b>		
(a) Inventories	869	918
<b>Financial Assets</b>		
(b) Trade receivables	756	696
(c) Cash and bank balance	1	2
(d) Other Financial Assets	45	37
(f) Current Tax Assets	12	9
(g) Other current assets	156	180
<b>Sub Total (II)</b>	<b>1,839</b>	<b>1,841</b>
<b>Total Assets (I+II)</b>	<b>2,942</b>	<b>2,971</b>

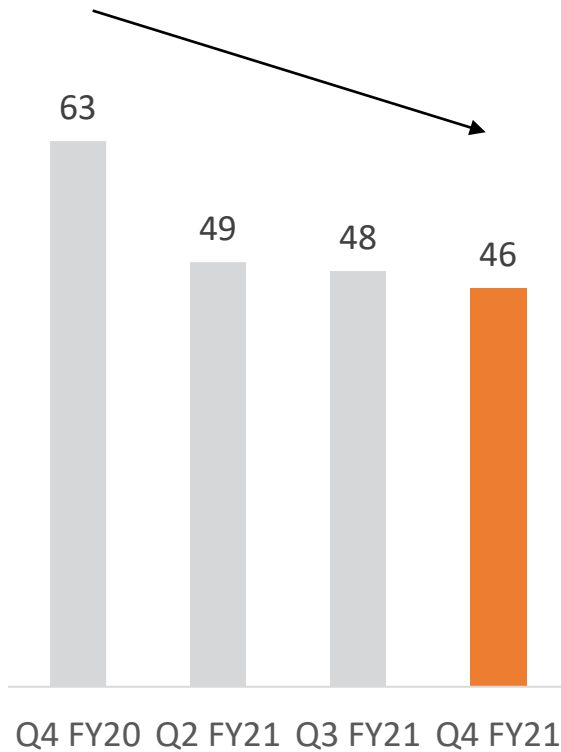
# Cash Flow Statement

Particulars (Rs. Crores)	Full Year ended 31-Mar-21	Full Year ended 31-Mar-20	Full Year ended 31-Mar-19
<b>Profit before tax</b>	<b>212</b>	<b>140</b>	<b>172</b>
<i>Depreciation and Interest</i>	<i>173</i>	<i>210</i>	<i>204</i>
Operating Profit Before Working Capital Changes	385	350	376
<i>Change in Working Capital</i>	<i>210</i>	<i>(35)</i>	<i>(221)</i>
Cash generated from operations	595	315	155
<i>Income taxes paid</i>	<i>(54)</i>	<i>(39)</i>	<i>(35)</i>
<b>Net cash inflow from operating activities (A)</b>	<b>541</b>	<b>276</b>	<b>120</b>
<b>Net cash inflow/(outflow) from investing activities (B)</b>	<b>(66)</b>	<b>(48)</b>	<b>(105)</b>
<b>Net cash outflow from Operating &amp; Investing activities (C=A+B)</b>	<b>475</b>	<b>228</b>	<b>15</b>
<b>Cashflow used in financing activities, payment of interest, dividend and others (D)</b>	<b>(101)</b>	<b>(127)</b>	<b>(131)</b>
<b>(Decrease) / Increase in Net Debt (E) = C-D</b>	<b>(374)</b>	<b>(101)</b>	<b>116</b>

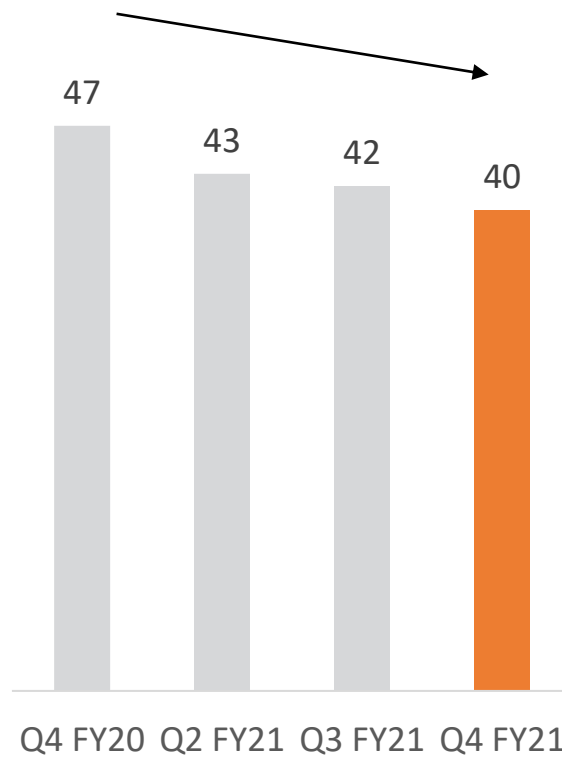


# Reduction in Overall Net Working Capital

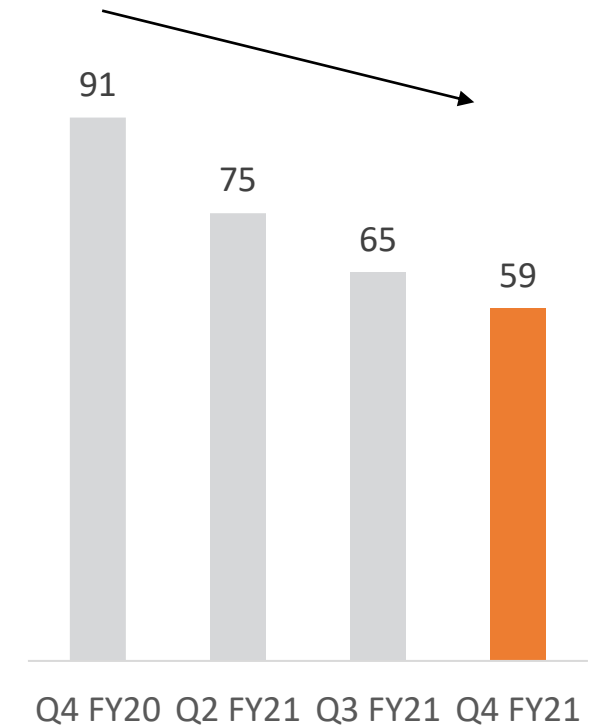
**Inventory Days**



**Debtors Days**



**Net Working Days**





**Naturopathy and yoga**



**Personality Development**

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



# Contact Us

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## Company



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## Investor Relations Advisors



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[www.sgapl.net](http://www.sgapl.net)

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# Thank You