

Date: 12.10.2020

Manager Listing Department (Compliance Cell), National Stock Exchange of India Limited Exchange Plaza, Plot no. C/1, G Block, Bandra Kurla Complex, Bandra (E) Mumbai- 400 051 NSE Symbol : <b>CORDSCABLE</b>	Manager Listing Department (Compliance Cell) Bombay Stock Exchange 25 <sup>th</sup> Floor, P.J. Towers, Dalal Street, Mumbai-400001 BSE Scrip Code : <b>532941</b>
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**Sub: Investor Presentation under Regulation-30 of SEBI [Listing Obligation and Disclosure Requirements] Regulations, 2015**

Dear Sir/Madam,

This has reference to Regulation-30 of Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015, Please find the attached Investor Presentation for the Quarter ended June 30<sup>th</sup>, 2020.

The above mentioned Investor Presentation will also be available on website of the company.

Request you to take the same on records.

Yours Faithfully,  
FOR CORDS CABLE INDUSTRIES LIMITED

  
Garima Pant  
(Company Secretary)

**Works :**

(UNIT I) : A-525, E-518, 519, 520, Industrial Area Chopanki, Bhiwadi, Distt. Alwar - 301707 (Rajasthan) Tel. No. : +91-7230003177  
(UNIT II) : SP-239, 240, 241, Industrial Area Kaharani, Bhiwadi, Distt. Alwar - 301019 (Rajasthan) Tel. No. : +91-7230003176



**Investor Presentation**  
**October 2020**

# Safe Harbor

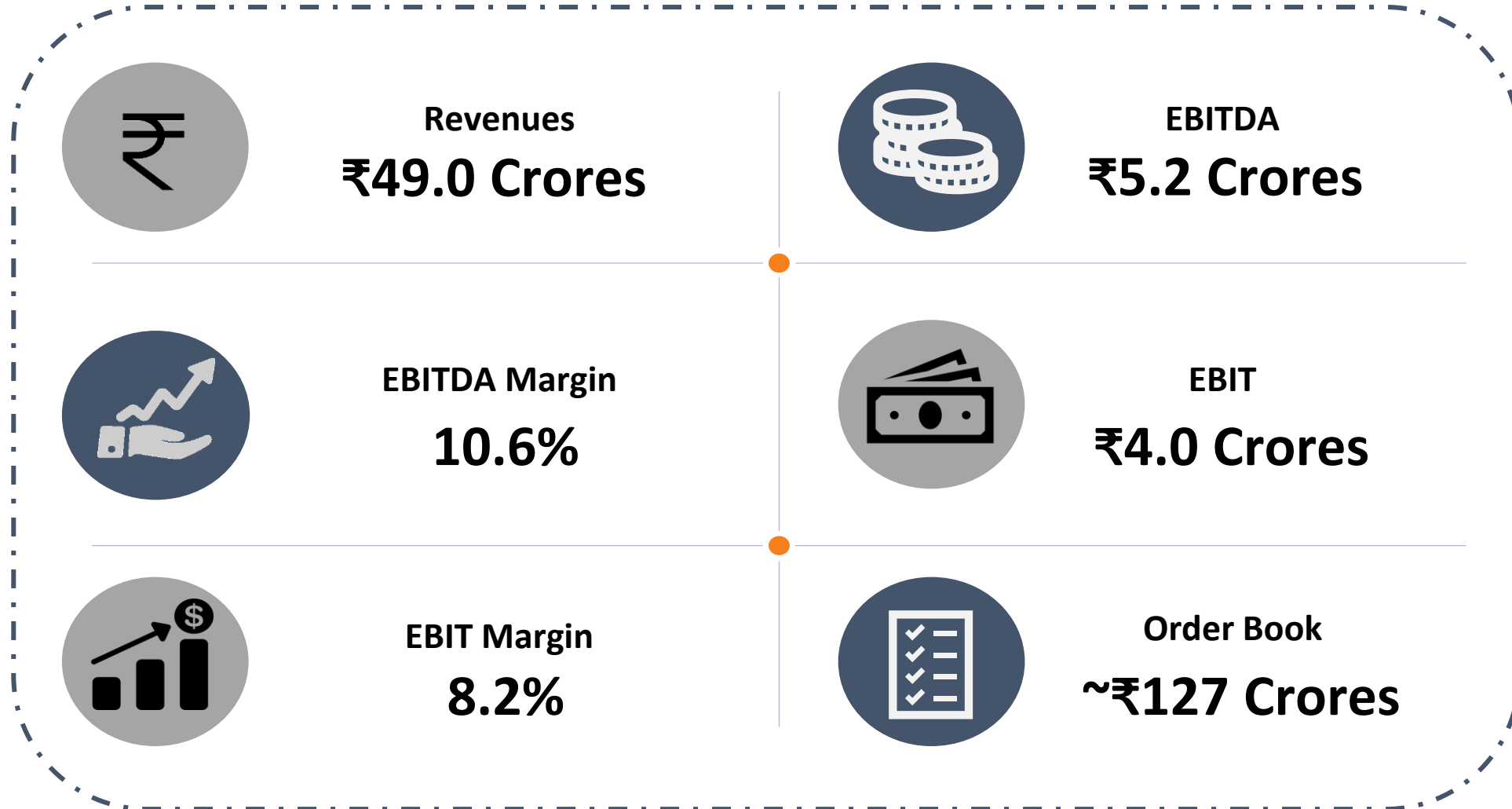
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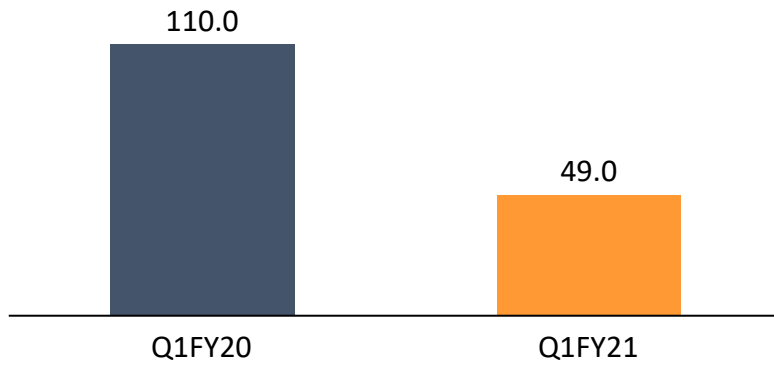
Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

# Q1FY21 Performance Snapshot

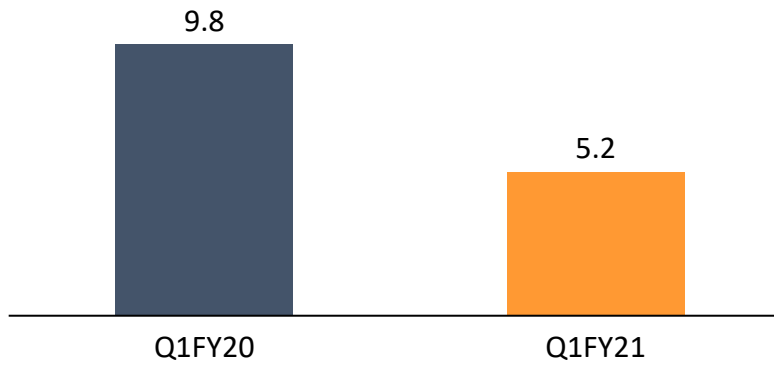


# Q1FY21 Financial Performance

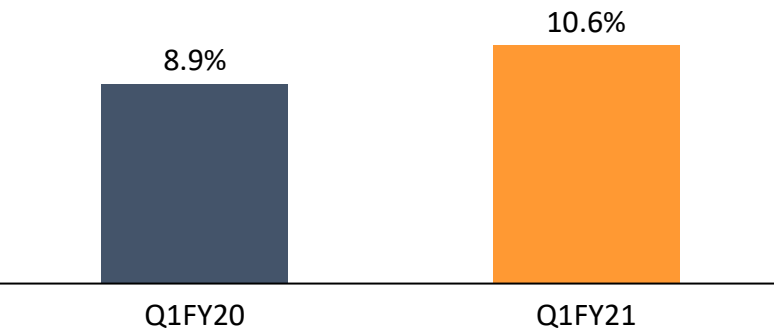
Revenue (Rs. Crs.)



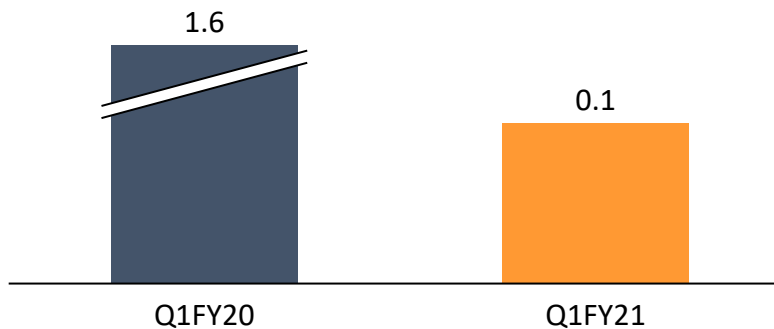
EBITDA (Rs. Crs.)



EBITDA Margin %



PAT (Rs. Crs.)



- Q1FY21 Performance was severely Impacted on account of disruption in business operations due to the nation-wide lockdown imposed to prevent the spread of COVID-19
- Since the lockdown was in force for a significant part of Q1, the results for Q1FY21 were adversely affected by the COVID-19 pandemic and may not be strictly comparable with those of other quarters

# COVID-19 Impact on the Business

## Business Operations

- Production was temporarily suspended at all our facilities as per Central and State Government directives of Lockdown to contain the spread of the virus.
- Presently, all our manufacturing facilities have commenced operations ensuring strict social distancing measures. Facilities are ramping up rapidly and expected to reach Pre-COVID levels very soon

## Steps Taken For Smooth operations

- We have implemented strict guidelines and undertaken necessary precautionary measures for social distancing, limited manpower, staggered working, work from home, regular screening and sanitisation, preventive health check-ups and necessary guidance and advisory for providing a safe working environment to all employees

## Profitability & Liquidity

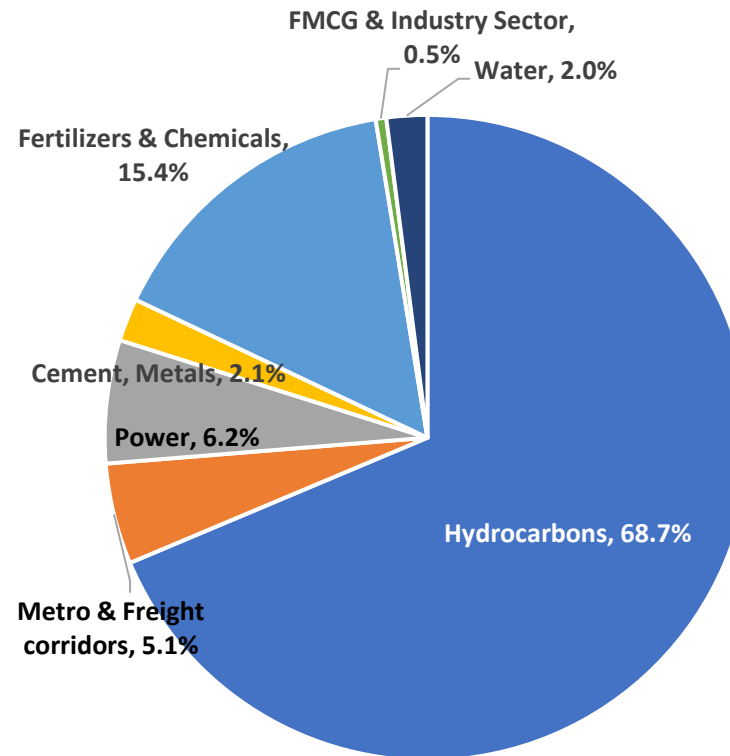
- Revenue & Profitability for Q1FY21 were impacted due to lockdown and partial manufacturing capacity utilization. However, with gradual easing of lockdown, we expect the profitability to improve going forward
- We have adequate capital to meet business requirements and are servicing all debts & financial commitments as and when due

# Order Book Details

## Order Book Break- Up

Total Order book of ~**Rs. 127 Crores** as on 10<sup>th</sup> October 2020

Order book to be executed over the next 3-5 months



- Hydrocarbons
- Metro & Freight corridors
- Power
- Cement, Metals
- Fertilizers & Chemicals
- FMCG & Industry Sector
- Water



# Q1FY21 Profit & Loss Statement

Particulars (Rs. Crs.)	Q1 FY21	Q1 FY20	Q4 FY20	FY20
Revenue	49.0	110.0	97.4	420.9
Cost of Goods Sold	36.8	88.3	73.5	326.6
Employee Expenses	3.1	5.3	6.2	23.5
Other Expenses	3.9	6.7	8.7	29.3
<b>EBITDA</b>	<b>5.2</b>	<b>9.8</b>	<b>8.9</b>	<b>41.6</b>
<i>EBITDA Margin</i>	<i>10.6%</i>	<i>8.9%</i>	<i>9.1%</i>	<i>9.9%</i>
Other Income	0.5	0.5	0.4	1.5
Depreciation	1.6	1.8	1.6	6.6
<b>EBIT</b>	<b>4.0</b>	<b>8.4</b>	<b>7.7</b>	<b>36.5</b>
<i>EBIT Margin</i>	<i>8.2%</i>	<i>7.7%</i>	<i>7.9%</i>	<i>8.7%</i>
Finance costs	3.8	5.9	6.6	25.6
<b>PBT</b>	<b>0.3</b>	<b>2.6</b>	<b>1.0</b>	<b>10.8</b>
Tax	0.2	1.0	-3.7	0.2
<b>PAT</b>	<b>0.1</b>	<b>1.6</b>	<b>4.8</b>	<b>10.7</b>
<i>PAT Margin</i>	<i>0.3%</i>	<i>1.5%</i>	<i>4.9%</i>	<i>2.5%</i>

Since the lockdown was in force for a significant part of Q1, the results for Q1FY21 were adversely affected by the COVID-19 pandemic and may not be strictly comparable with those of other quarters



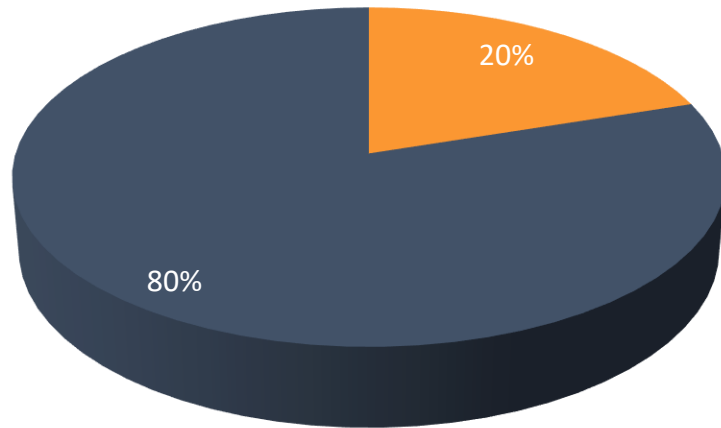
# Balance Sheet

Assets (Rs. Crs.)	Mar-20	Mar-19
<b>Non-Current assets</b>	<b>97.7</b>	<b>97.9</b>
Property, plant and equipment	71.6	68.9
Right of use Assets	24.4	27.5
Security Deposit	1.7	1.5
<b>Current assets</b>	<b>217.5</b>	<b>211.3</b>
Inventories	59.7	59.8
Investments	0.4	0.5
Trade receivables	120.6	113.5
Cash and cash equivalents	0.2	0.3
Bank Balances	24.1	20.0
Other current assets	12.7	17.1
<b>TOTAL ASSETS</b>	<b>315.3</b>	<b>309.2</b>

Equity & Liabilities (Rs. Crs.)	Mar-20	Mar-19
<b>Equity</b>	<b>141.3</b>	<b>134.6</b>
Equity Share capital	12.9	12.9
Other equity	128.4	121.7
<b>Non-Current liabilities</b>	<b>19.1</b>	<b>26.8</b>
Borrowings	11.9	17.3
Provisions	1.5	1.1
Deferred tax liabilities (net)	5.7	8.3
Other non-current liabilities	0.0	0.1
<b>Current liabilities</b>	<b>154.9</b>	<b>147.8</b>
Borrowings	66.6	64.1
Trade payables	79.5	71.6
Other financial liabilities	6.2	8.1
Other current liabilities	2.1	2.8
Provisions	0.5	1.1
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>315.3</b>	<b>309.2</b>

# Debt Profile

Debt Structure as on 31<sup>st</sup> Mar-20

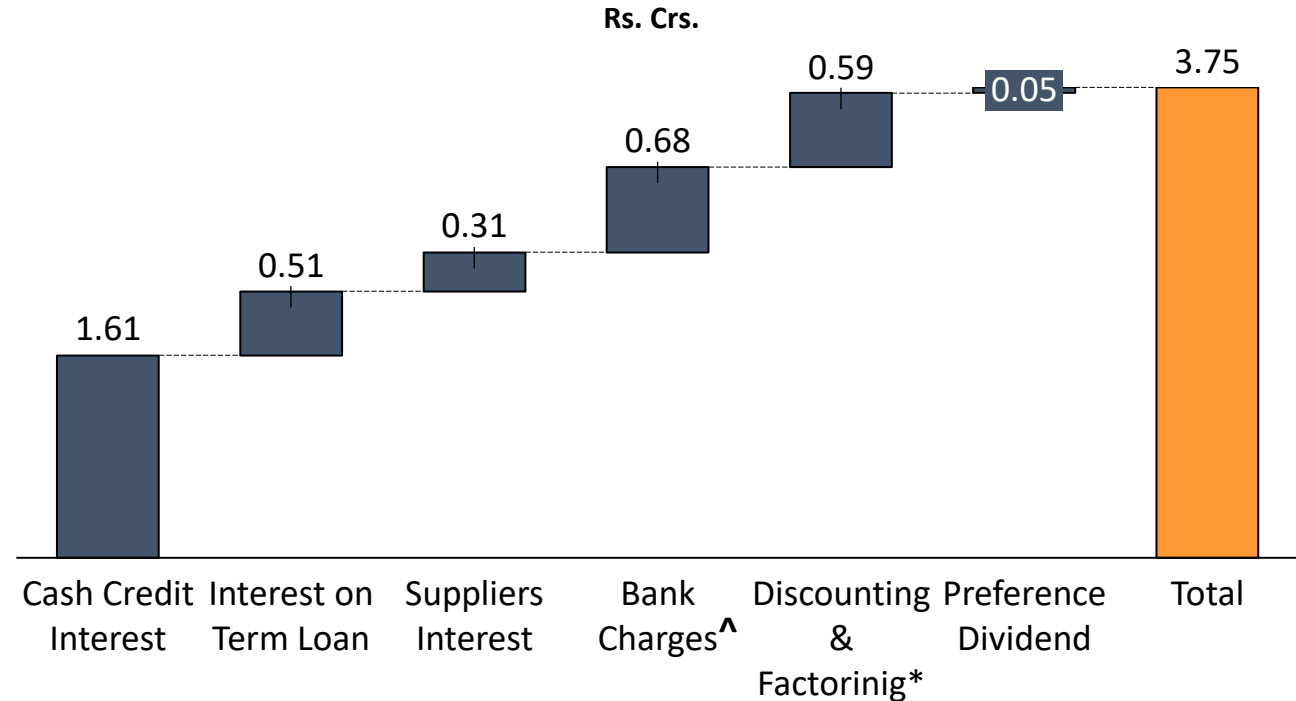


■ Term Loans ■ Working Capital Loans

**Net Debt to Equity = 0.38x**

**Note: Net Debt includes Short Term Borrowings**

Q1FY21 Finance Cost Break up



**<sup>^</sup> Bank Charges** are inclusive of:

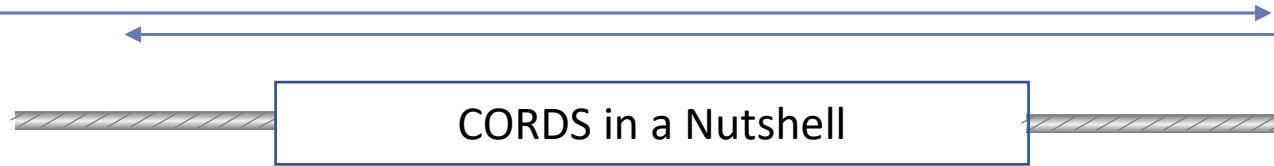
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

**\* Discounting & Factoring** includes both LC backed and non-LC backed bills including both Sales & Purchase side

# About the Company



# A Specialized Control and Instrumentation Cable Company



95% of our orders are based on customer specifications

76% of our cables constitute Instrumentation & Control Cables and 24% is Power Cables



We have approvals from large public sector as well as private customers

Current Capacity stands at 65,000 Kms. p.a.

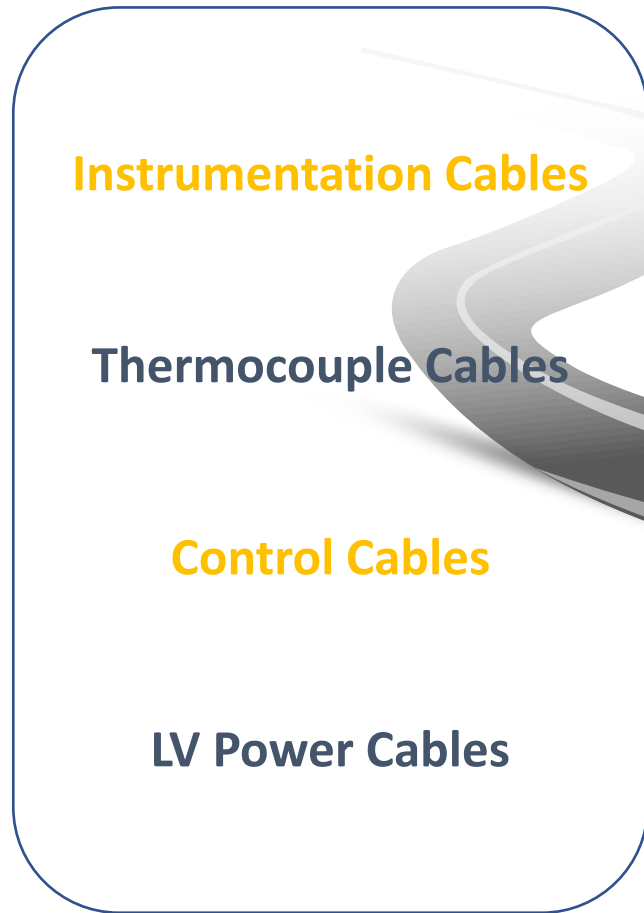


Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure



... offering Wide Range of Products to Multiple Industries



Instrumentation Cables

Thermocouple Cables

Control Cables

LV Power Cables

Fieldbus Cables

EPR Cables

Special Cables for Oil & Gas

Special Cables for Water Desalination

Silicon Rubber Cables

Fire Survival Cables

## Speciality Cables

Low Smoke Halogen Free Cables

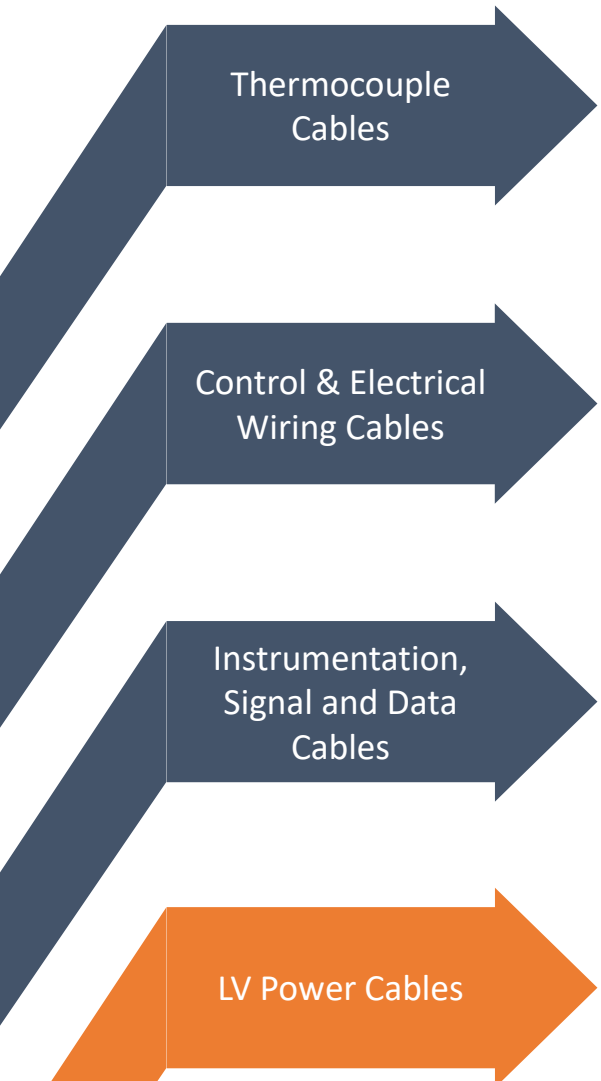
Solar PV Cables

Railway Jelly Filled Quad Cables

Eurobalise Railway Safety Cables

Low Temperature Cables

# ... with a Diverse Portfolio of Products



- Application

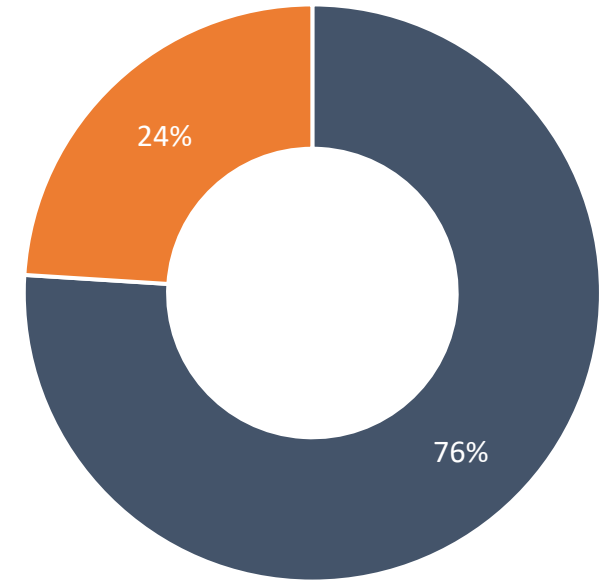
  - ✓ Used to extend thermocouple circuits from the sensor to reference unit
  
- Application

  - ✓ Control Cables: Used in interconnection of process control, communication and panel control systems
  - ✓ Electrical Wiring Cables: Used for electric power, lighting & internal wiring
  
- Application

  - ✓ Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
  - ✓ Specially designed to transmit signals without any external interference
  
- Application

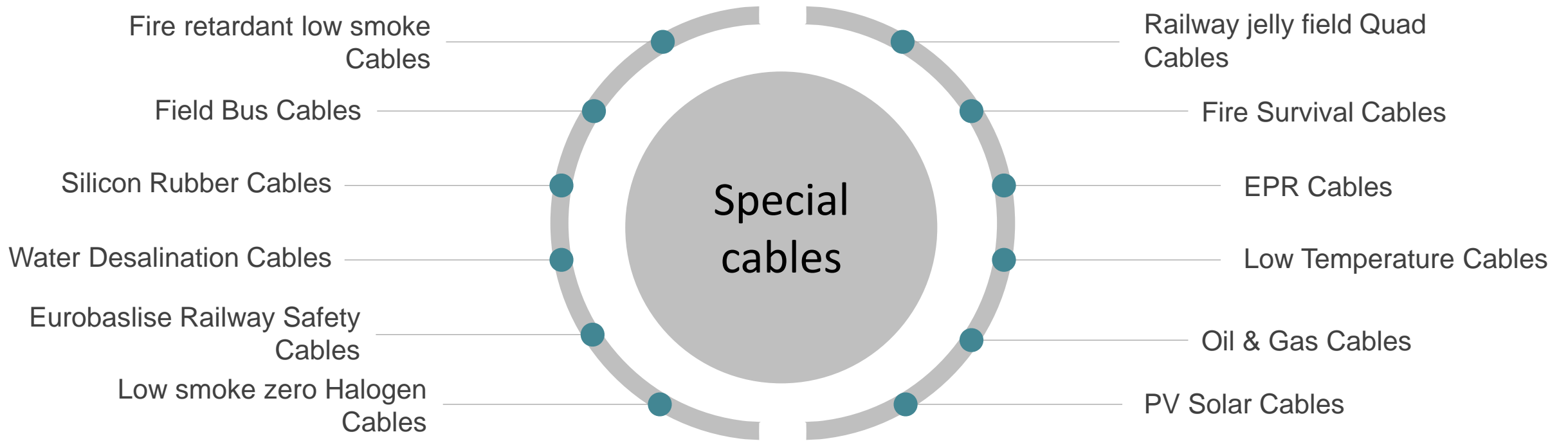
  - ✓ Used in connection of power supply to residential, commercial & industrial units

Sales Composition



■ Instrumentation & Control Cables   ■ Power Cables

... bringing Constant Innovation



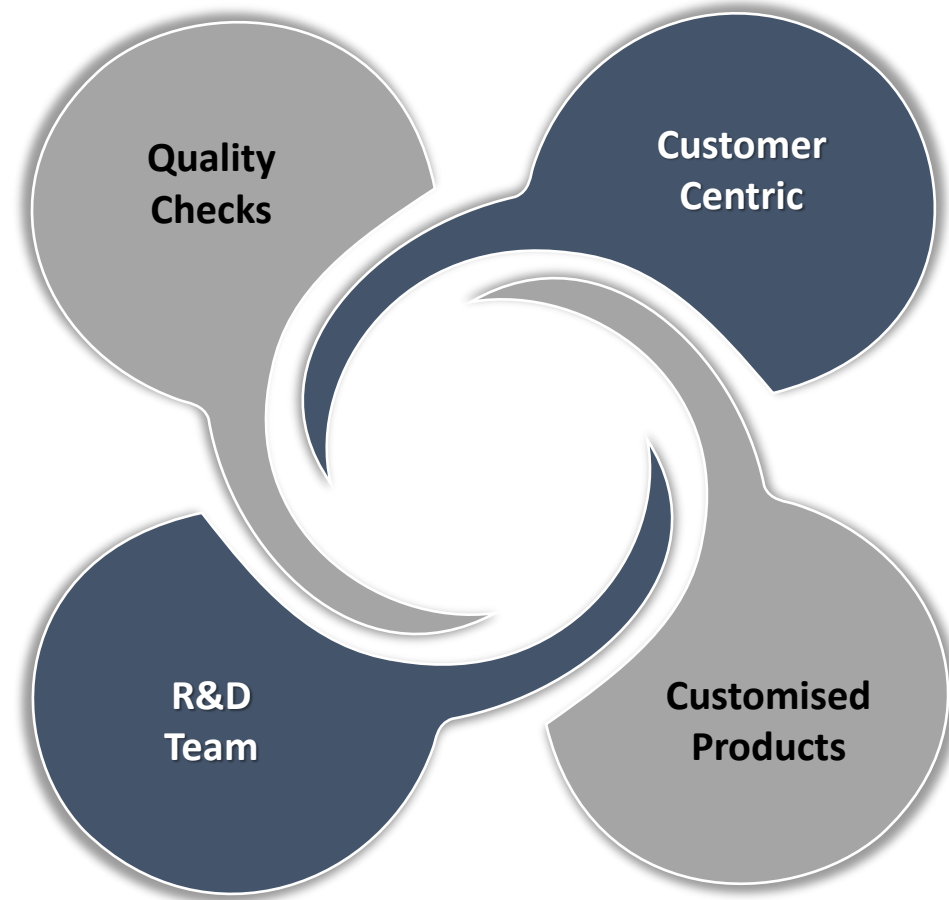


# ... with Focus on Quality



## Consistent Quality check at every stage

Quality Test Labs | Customer Interface |  
Product Design | Choice of Vendors |  
Manufacturing Process | Human Resource  
Development | Customer service



## In-house R&D and Innovations team

R&D team of 5 people  
Aim at Innovation & Development of new  
varieties of cables at regular time intervals

## Garnered a name for

- ✓ Customer service
- ✓ Timely deliveries
- ✓ Efficient order execution

## 95% all Products as per Customer Specifications ensuring

- ✓ High Customer Recall
- ✓ First Choice for Customers
- ✓ Repeat Orders

## ... Experienced Management Team



**Naveen Sawhney**  
Chairman & MD

A Mechanical Engineer and a PG Diploma in Marketing Management. Has an experience of over 45 years in the Cables Industry. His Vast experience, long-term vision, entrepreneurial abilities & strategic planning have led the Company towards growth and diversification.



**Sanjeev Kumar**  
Whole Time Director

Holds Cost and Management Accountant degree from ICWAI. Has 15 years of experience including 5 years in Cables Industry.



**Manoj Gupta**  
CFO

Holds Chartered Accountant degree from ICAI. Has 20 years experience in Finance control, Audit and Taxation.



**Varun Sawhney**  
VP (Marketing, IT & HR)

MBA from Leeds Metropolitan University, UK & BE (Computers). Played a vital role in implementation of Designing, Costing & ERP systems of the company

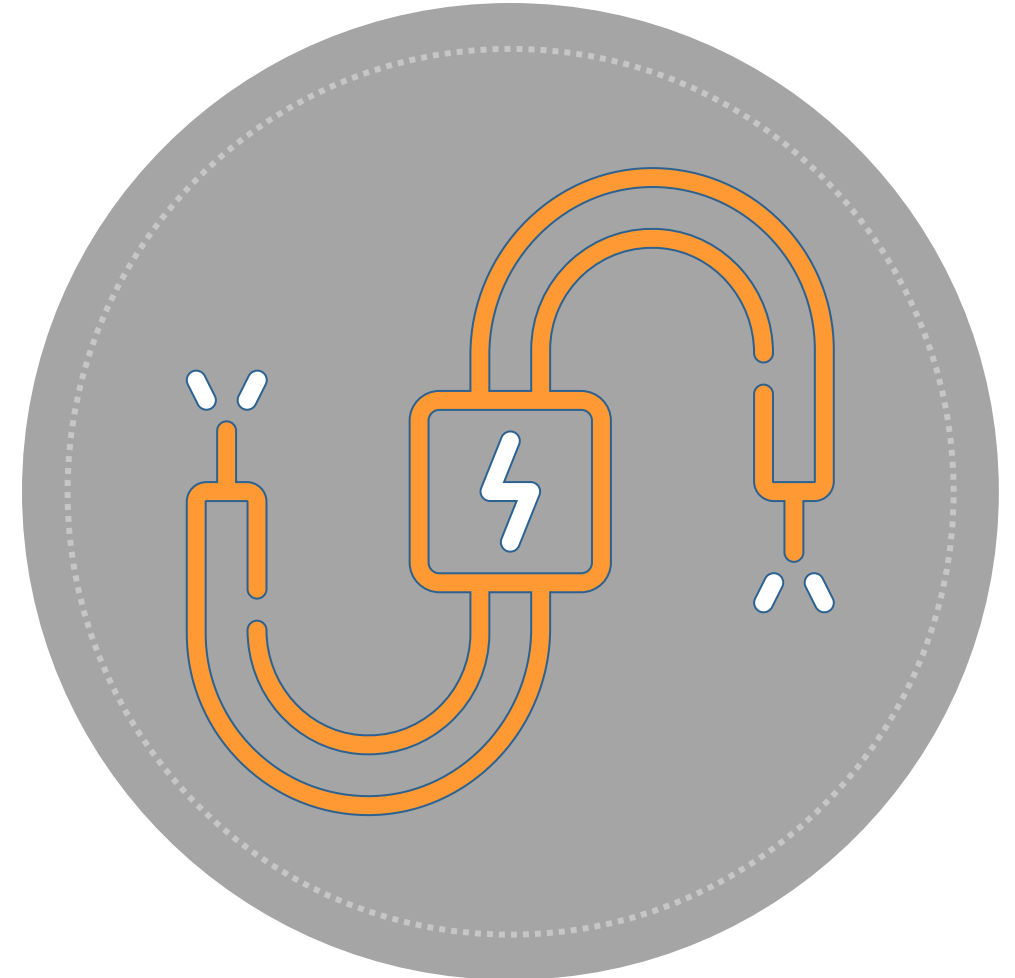


**Gaurav Sawhney**  
VP (Banking & Finance)

Bachelors of Science in Business Economics from Syracuse University, New York; Executive Post Graduate Diploma in Management (Finance) & Bachelors Of Commerce (Honors). Has been instrumental in handling the Banking & Finance department of the company.

## ... with Strong Core Values

- Honour Commitments
- Consistently maintain High Quality
- Strive for long-term relations and partnerships with customers, vendors and business associates
- Focus on product-development based on ever-changing needs of our customers
- Ensure Dignity of Labour
- Advancement in Technology
- Enhancement and Development of our Human Resource



# ... Long Term Customer Relationship

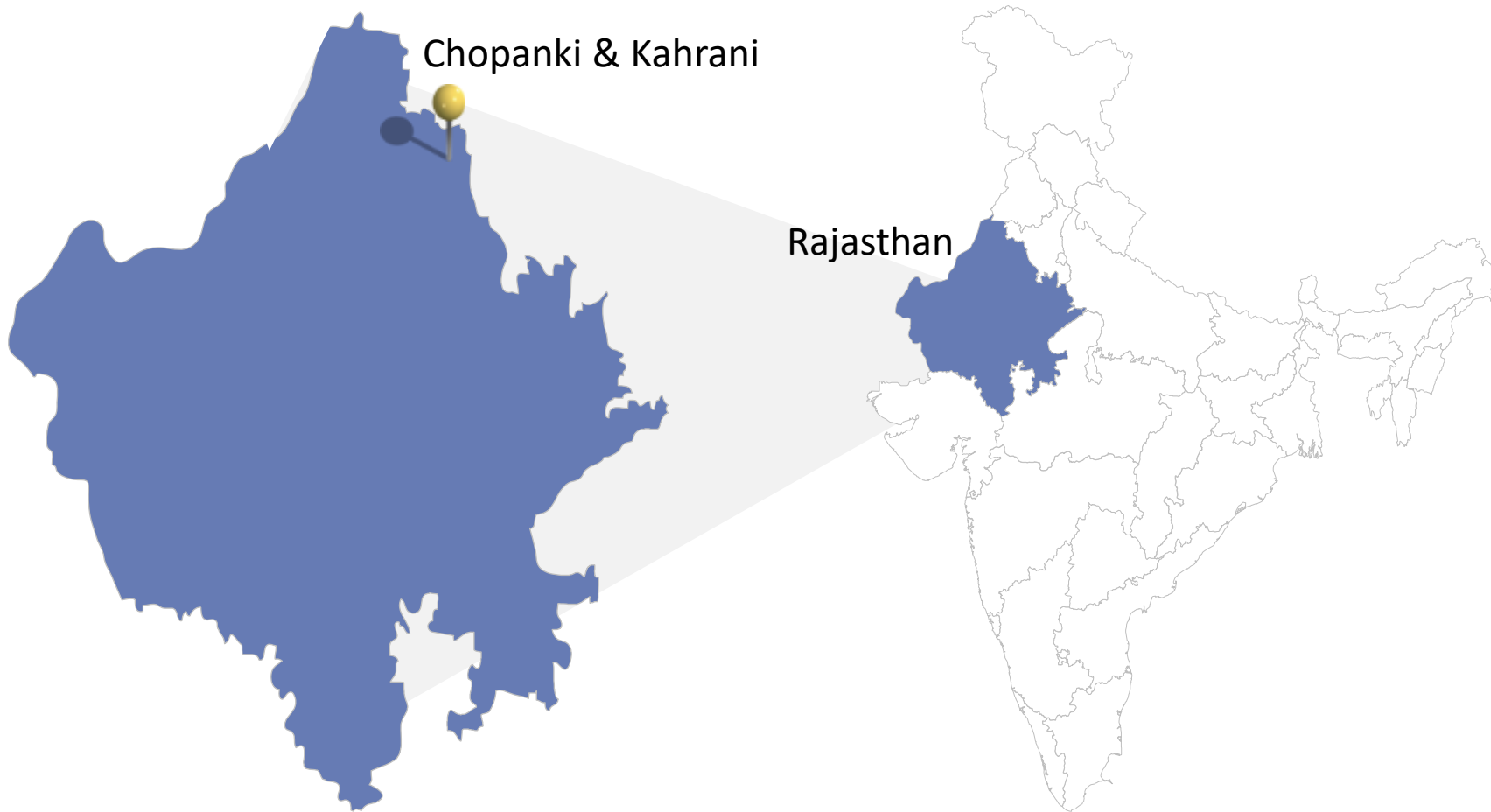
## Domestic

## International

Over 20 years of Relationship



# ... State of the Art Manufacturing Facilities



### Chopanki Unit

- ❖ Capacity of 30,000 Kms
- ❖ Manufactures LV Power, Instrumentation, Control & Speciality cables

### Kahrani Unit

- ❖ Capacity of 35,000 Kms
- ❖ Manufactures Control, Instrumentation, Fieldbus, PV Solar, EPR Insulated & other Speciality Cables

# ... Certifications & Client Approvals

- ❖ Manufacture cables conforming to International standards such as: **EN, BS, IEC, VDE**
- ❖ Hold BIS certification for all types of cables conforming to **IS:1554(1)/1988 and IS:694-90**
- ❖ Quality Management System is **ISO 9001:2008 Certified**
- ❖ Environment Management System is **ISO 14001:2004 Certified**
- ❖ Health and Safety System is **BS OHSAS 18001:2007 Certified** from **TUV Rheinland**

## Type Tested by



## Major Approvals





# Key beneficiary of Modernisation and Upgradation of India



Renewable Power



Freight Corridor



Oil & Gas



FMCG



Smart Cities



Ferrous & non Ferrous Metals



Transmission & Distribution



Metro Rail



Refineries



Chemicals



Cement



LPG Bottling



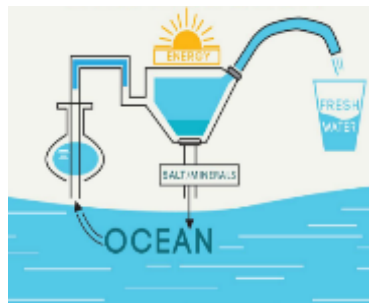
Nuclear & Thermal Power



Airport Development



Water Desalination



Fertilisers



Sewage Treatment



Building Automation

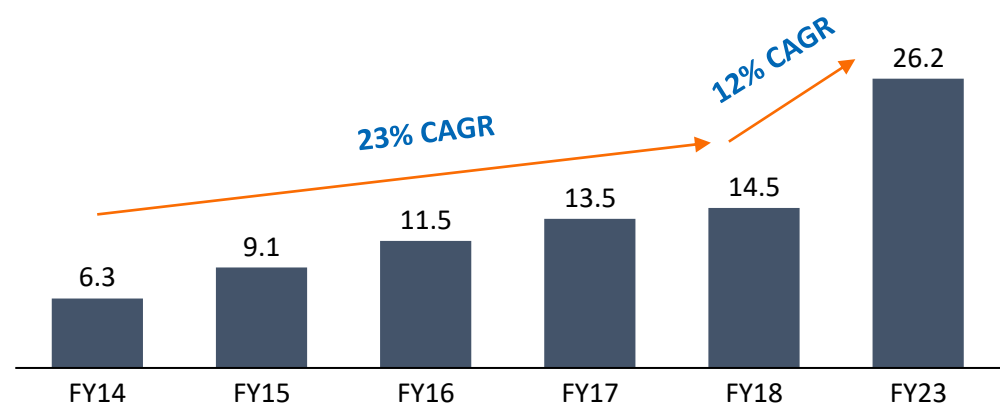


*Backbone to Key Industries driving India's Future...*

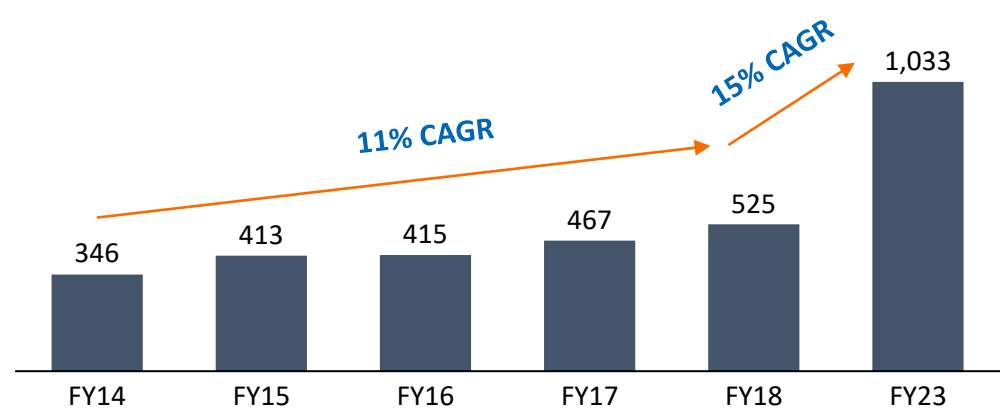


# ... Dominance to grow beyond the Industry

Indian Wire & Cables industry (Volumes in Mn Kms. )



Indian Wire & Cables industry (Value in Rs. Bn. )



Source: Yes Securities Report

## Sectors Driving Increase in Demand

- ❖ Hydrocarbon Sector
- ❖ Airport Modernization
- ❖ Freight Corridor Projects
- ❖ Metro Rail Projects
- ❖ Smart Cities
- ❖ Boost to Infrastructure
- ❖ Investments in Power Sector

# Supported by Technologically Advanced Facilities

← Chopanki Unit



Kahrani Unit →



# With the Capabilities to Double the Production



## Key initiatives leading to strong Industrial growth

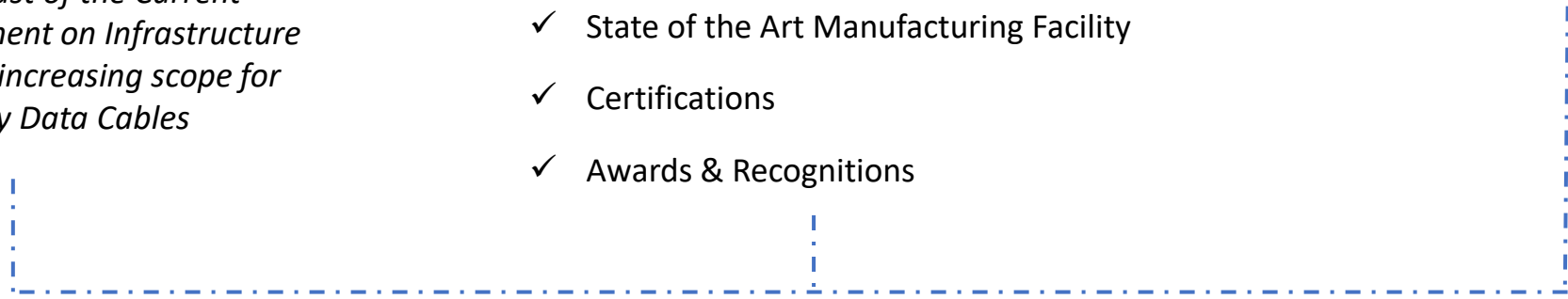
- ✓ *Indian Wire & Cables industry expected to grow by 15.6%*
- ✓ *High thrust of the Current Government on Infrastructure projects increasing scope for Speciality Data Cables*

## With Cords leadership in Cable Space

- ✓ Emphasis on Quality
- ✓ Valued long term Client Relationships
- ✓ Diverse Portfolio of Products
- ✓ Constant Innovation
- ✓ State of the Art Manufacturing Facility
- ✓ Certifications
- ✓ Awards & Recognitions

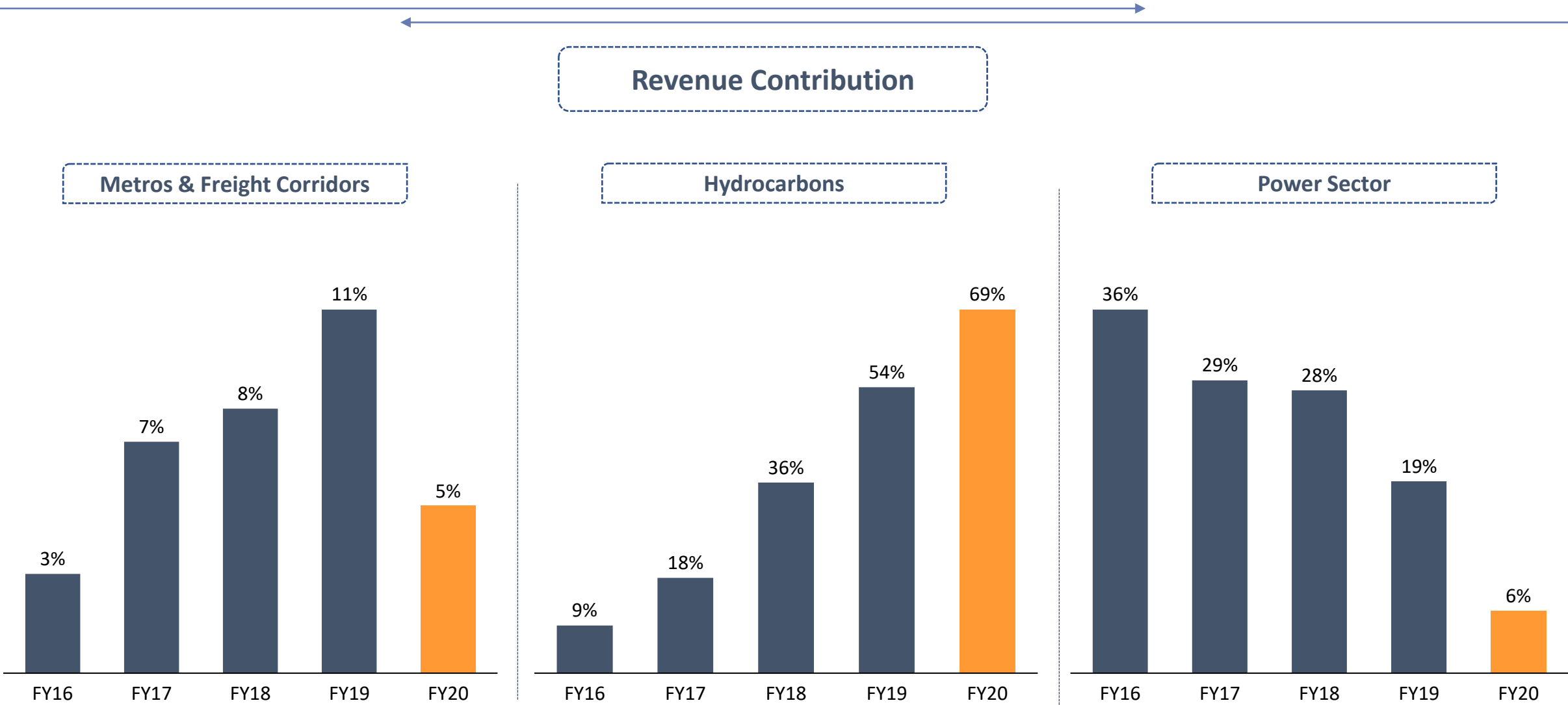
## Low Investment for growth

- ✓ Current Capacity – 65,000 Kms p.a.
- ✓ Capacity Utilization of ~35% (COVID lockdown affected Q1FY21)



***Creating strong business fundamentals***

# Segmental Revenue Highlights



## Approvals from esteemed clients (1/2)

### Approved vendor for RDSO (Research Design & Standards Organization) under Government of India – Ministry of Railways

- This approval enables the company to offer "**Underground Railway Jelly Filled Quad Cable for Signalling & Telecom Installations**" to the Indian Railways and various projects where this approval is mandated including the Dedicated Freight Corridors, and various Metro-Rail projects
- This approval will allow Company to explore the upcoming vast opportunities provided by various developmental & upgradation projects of Railways and new Metro projects throughout the country

### Approved as a pre—qualified supplier with Airports Authority of India (AAI)

- This prestigious approval shall now enable Cords Cable industries Ltd. to offer its approved list of cables towards creating, upgrading, maintaining and managing aviation infrastructure in the country for the projects where AAI is entrusted with Airport Modernisation and Development
- **Following products are enlisted in approved list of make of AAI:**
  - Instrumentation cables
  - Co—axial cables
  - Fiber optic cables
  - Cat-6 cables
  - Control cables
  - Power cables (upto & including 1.1 KV)

## Approvals from esteemed clients (2/2)

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### Approval from Abu Dhabi National Oil Company

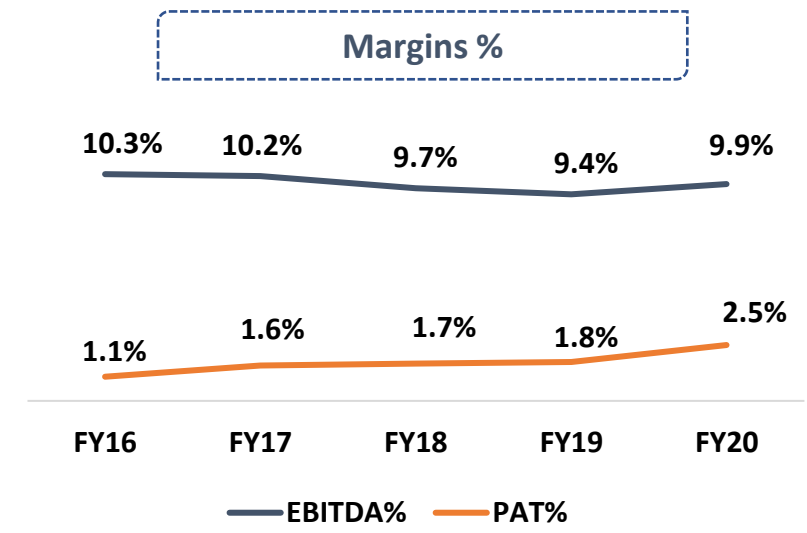
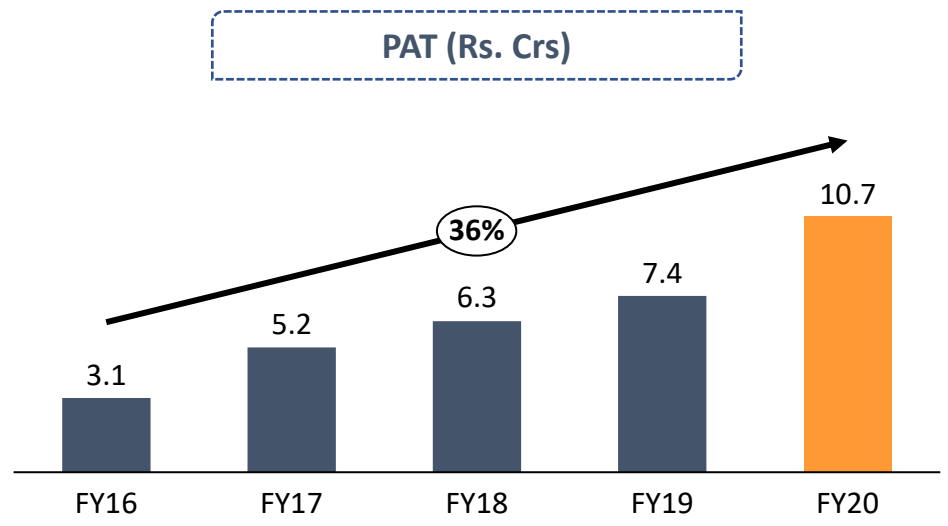
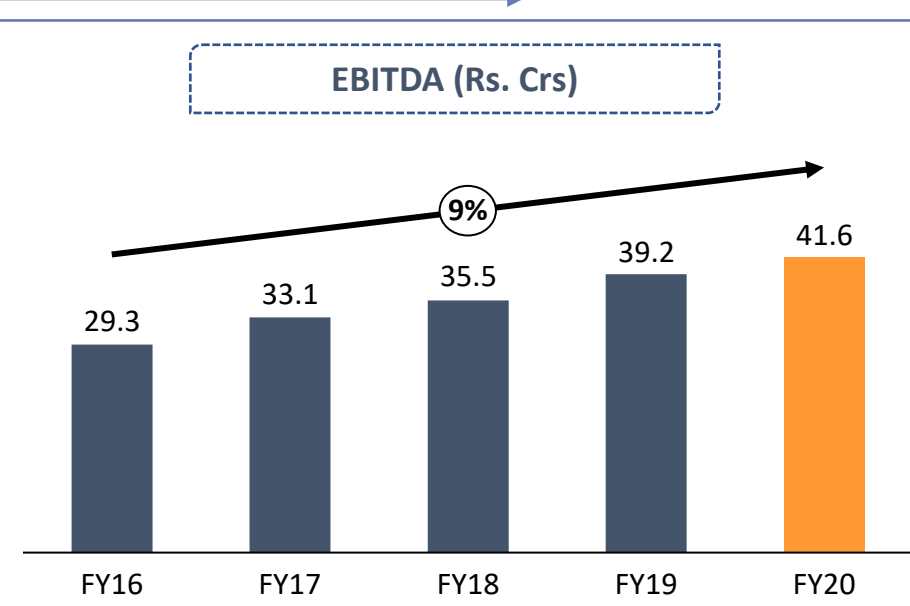
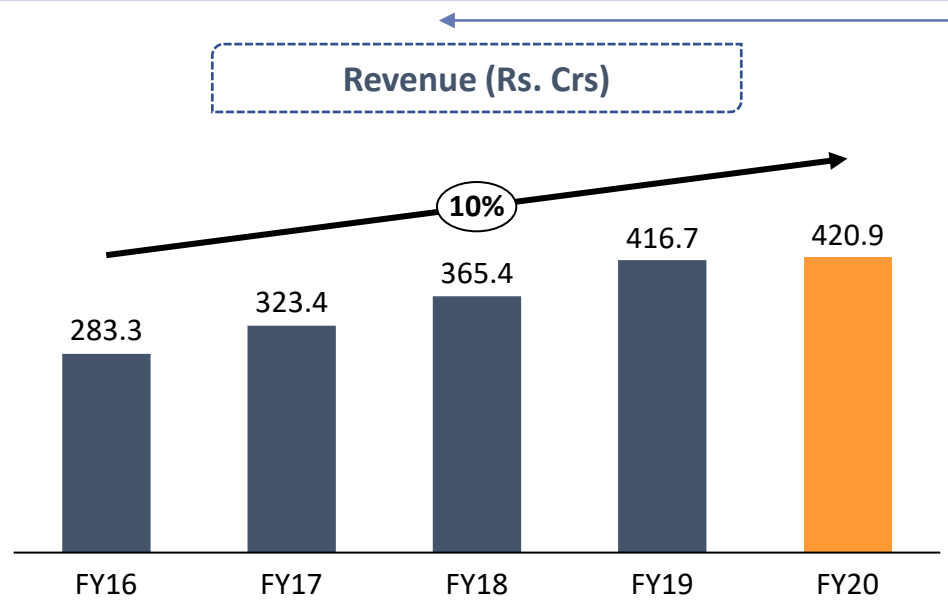
#### [ADNOC]

- Registered & Prequalified with **ADNOC** and **Arabian Gulf based oil major**
- Approval expected to boost company's Export revenues
- **Approval will allow supplies of following types of Cables:**
  - Instrumentation & Control
  - Fiber Optics
  - LV Power distribution
- Company can now bid in the above product categories for all ongoing and upcoming projects of ADNOC

### Approval from Samsung Engineering Co. Ltd.

- **Registered as a Prequalified supplier** for their **International orders**
- This **Global level Approval is for 5 years** from August 1<sup>st</sup>, 2018
- This will **enable the company to bid** for supplying qualified products to Samsung Engineering Co. **range of engineering services' portfolio**
- **Approval will allow supplies of following types of Cables:**
  - Instrument
  - Control
  - Thermocouple
  - Foundation Fieldbus (FF)
  - Fire Survival

# Consistent Performance over the years







**Cords Cable Industries Limited**  
CIN: L74999DL1991PLC046092

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Mr. Sandeep Kumar, General Manager  
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