



JSHL/2019-20  
May 31, 2019

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**Security Code No.:** JSLHISAR

**Sub: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- updated Corporate presentation**

Dear Sir(s),

Pursuant to Regulation 30 and 46 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith copy of Updated Corporate Presentation of the Company. The same would be uploaded on the website of the Company - [www.jshlstainless.com](http://www.jshlstainless.com).

Please take the above information on record.

Thanking You.

Yours Faithfully,  
For **Jindal Stainless (Hisar) Limited**

  
(Bhartendu Harit)  
Company Secretary



Encl: A/a



**Jindal Stainless (Hisar) Limited**

CIN: L27205HR2013PLC049963

Corporate Office: Jindal Centre, 12, Bhikaji Cama Place, New Delhi -110 066, India

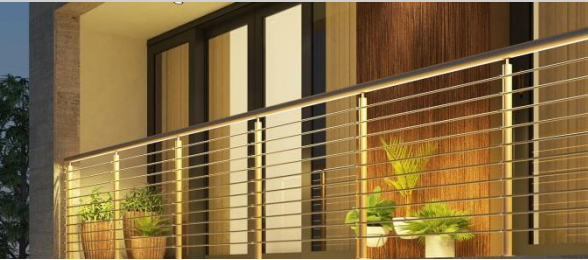
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# JINDAL STAINLESS (HISAR) LIMITED (JSHL)

## Corporate Presentation



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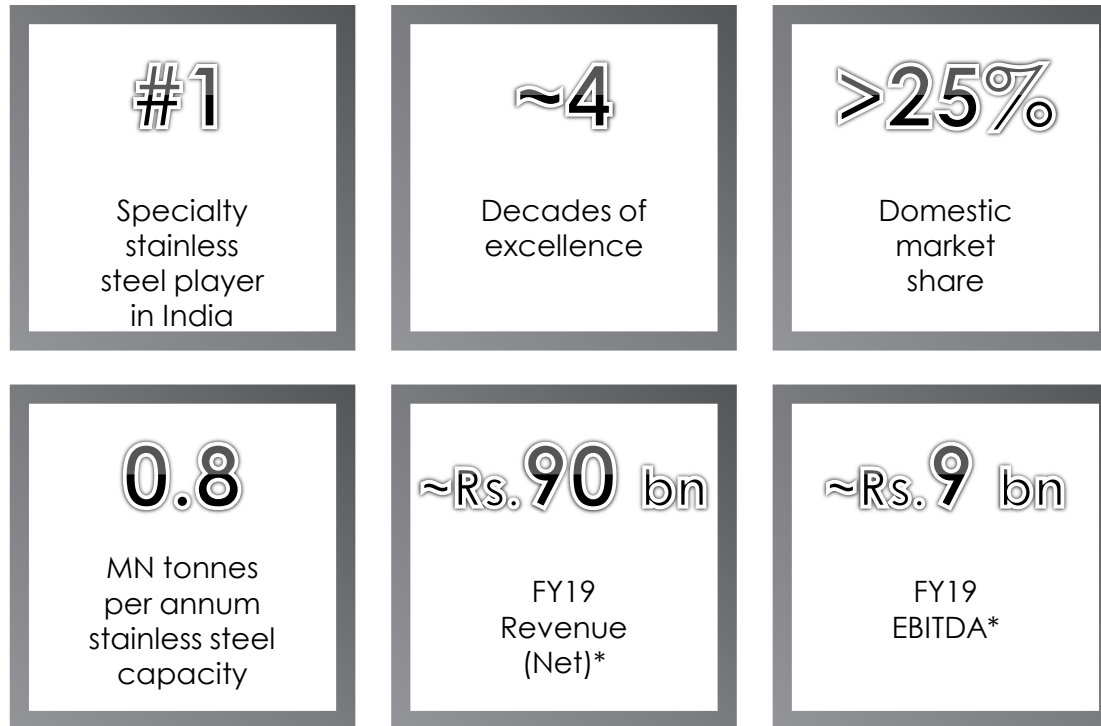


# Company Overview



# Snapshot

## Jindal Stainless (Hisar) Ltd. – Pioneer of specialty stainless steel products in India



Note: \*Standalone financials

# Company Overview

- Jindal Stainless (Hisar) Ltd. (JSHL) is the market leader in the domestic stainless steel market with a wide value-added products portfolio
- Operates an integrated stainless steel plant with a melting capacity of 8,00,000 TPA at Hisar , Haryana
  - The world's largest producer of stainless steel strips for razor blades and India's largest producer of coin blanks
- JSHL's subsidiary, JSL Lifestyle Ltd. creates exclusive stainless steel lifestyle products catering to various segments like modular kitchen and kitchenware, home cooking utensils, tableware, dining range, office accessories, etc.
- Jindal Stainless Steelway Ltd. (JSSL) offers customized products and just-in-time services to the doorsteps of its customers
- Strategic positioning for the last 40 years, efficient distribution network, and long term relationships with customers and suppliers give JSHL an edge over competitors

Facilities (Hisar Plant)	Unit	Capacity
SMS Melting	MT	800,000
Hot Rolling – Steckel	MT	720,000
HR – Tandem Strip Mill	MT	300,000
HRAP & Plates Finishing	MT	175,000
Cold Rolling	MT	375,000
Specialty Products Division	MT	30,000
Coin Blanks	MT	10,000

Facilities (Vizag Plant)	Unit	Capacity
Ferro Alloys	MT	40,000

## Product Basket



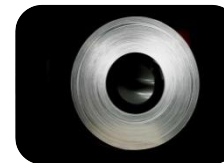
Hot Rolled Coil



Plates



HRAP Coil



CRAP Coil



Precision Strips



Razor Blade Steel



Coin blanks



Kitchenware



Modular Kitchen



# Stainless Steel Sector Dynamics





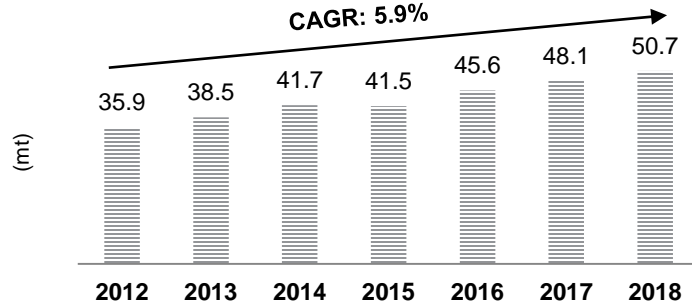
# Stainless 'Value-Added' Steel



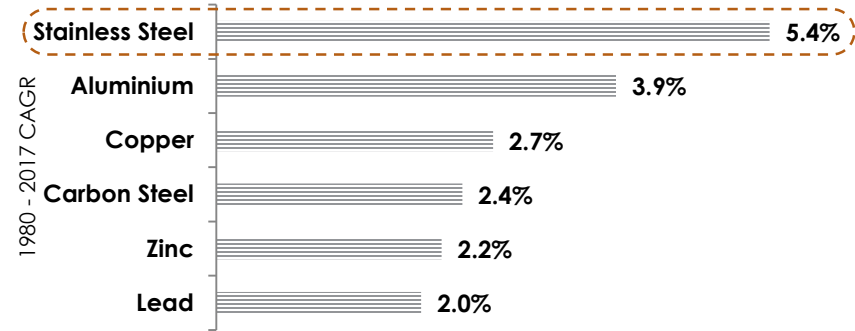
Stainless Steel - The "Green Wonder Metal"

# Favourable Sector Dynamics...

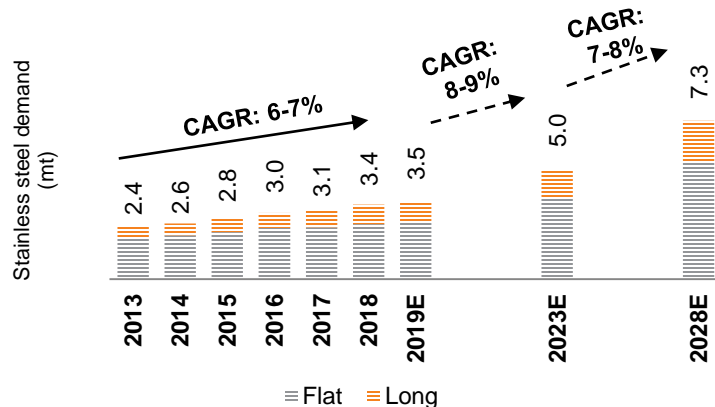
Healthy growth in global stainless steel demand...



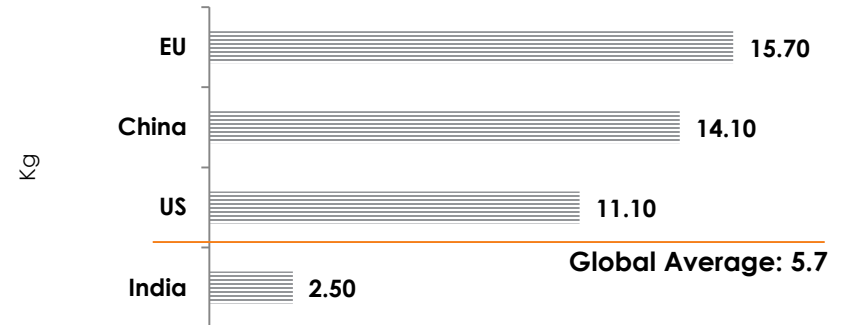
...with stainless steel as the fastest growing metal



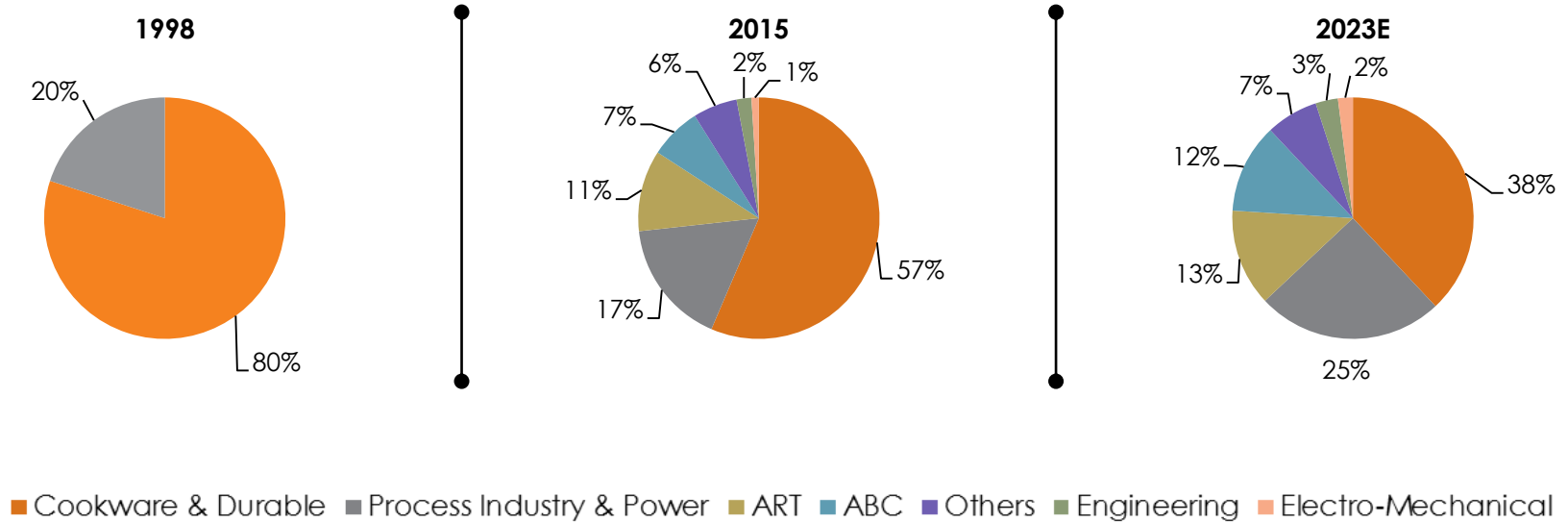
India continues to be the second largest consumer with consistent growth over the years...



...with strong growth potential in per capita consumption



# Diversified Consumption Pattern



Over the past 2 decades, stainless steel consumption in India has diversified to new value-added categories of ABC, ART and process industries from the most primary usage in Cookware/Durables



# Stainless Steel Product Applications



*JSHL caters to a wide range of applications...*

# Architecture Building Construction (ABC)

Decorative and color coated stainless steel

Decorative panels Street furniture

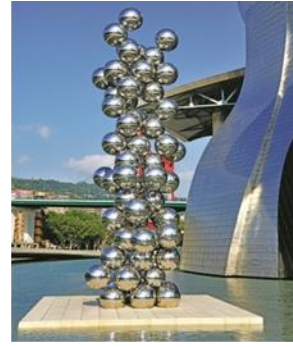
Home furniture Escalators Elevators

Sculptures & designer items Claddings

Commercial complexes Railings

Stainless steel roofing sheets Gates

Railway station upgradation



# Automobile Railway Transport (ART)

## Bus bodies

Exhaust systems, auto chassis, trims,  
suspension parts, fuel tanks, catalytic  
convertors

## Railway wagons and coaches

## Metro coaches





# Process & Engineering Industry

Nuclear grade stainless steel for fuel containment and waste handling

Super critical boilers in power plants

Water treatment and drinking water supply

Desalination applications

Chemicals, petro-chemical & fertilizer plants

Food processing and transportation, dairy



# Consumer Durables & Others

Washing Machine

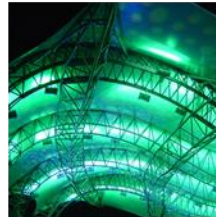
Microwave

Refrigerator

Components thereof

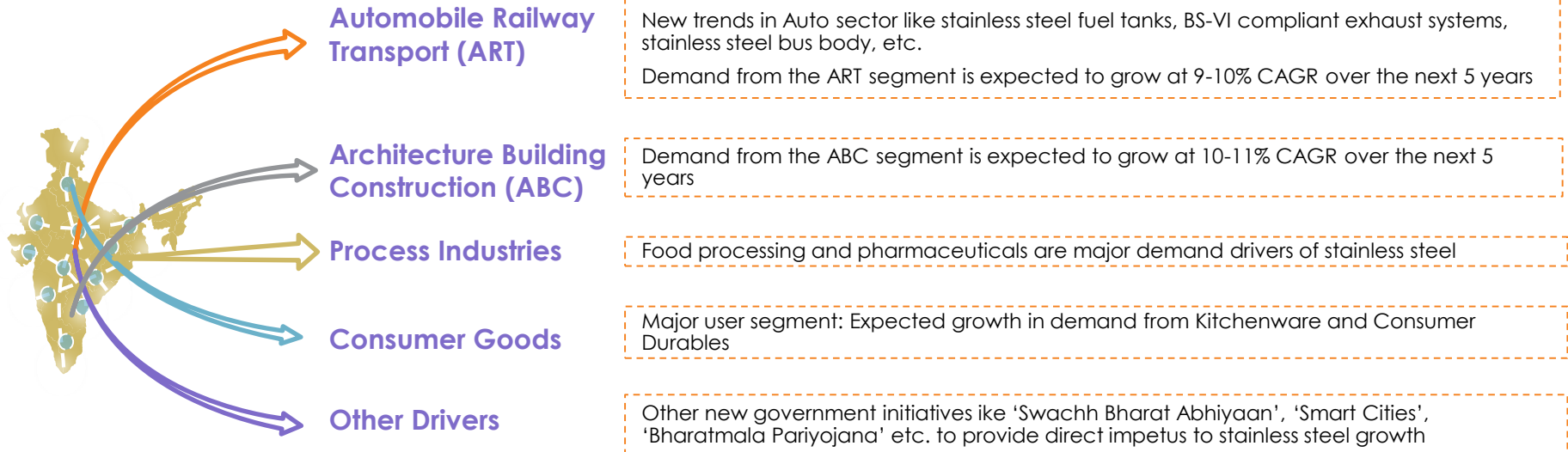
Utensils

Public infrastructure



# Stainless Steel Growth Drivers

## Macro factors driving domestic stainless steel usage





# Key Business Highlights



# Growth Through Specialization



- ◆ Market leadership in domestic stainless steel specialty products
- ◆ Precision Strips of customized chemical composition, superior mechanical properties, precise dimensional and shape tolerance
- ◆ The world's largest producer of stainless steel strips for razor blades
- ◆ Focused on process improvements & development of new value added stainless steel grades
- ◆ Strong presence in the Indian Defence segment as manufacturer and supplier of specialty steel
  - License agreement with the Defence Research & Development Organization (DRDO) for manufacturing High Nitrogen Steel (HNS) for armour applications
- ◆ Focused on steady rise in downstream value-added products
- ◆ Presence in B2C segment through subsidiary JSL Lifestyle Ltd.

# Customer-centric Brand Portfolio



## Arttd'inox provides exclusive stainless steel lifestyle products

- Range encompasses tableware, serving ware, gifts, home and office accessories



## Krome offers value-for-money kitchenware solutions for stainless steel cookware and serveware products

- Range includes dinner sets, casserole in finishes that range from matt to gloss



## Arc focuses on versatile and innovative stainless steel solutions

- Range includes modular kitchen, commercial kitchens, wardrobes, and bathroom vanity, apart from other architectural requirements
- Specialized offerings to the Railways include rail coach side panels, end walls, luggage racks, water tanks and other modular offerings

Branding initiatives - sustainable competitive edge



# R&D: The Growth Driver of Specialty Products

Well equipped with cutting-edge technology in the Specialty Products Division and state-of-the-art R&D Wing

- JSHL continues to be at the forefront in technology adoption in the Indian stainless steel industry
  - Successfully developed high-value specialty products with the help of its advanced R&D division – a key factor driving new customer additions
  - Foray into the Defence sector driven by R&D expertise
- Efficiently catering to the on-going requirements of existing customers through customization
- Close interaction with reputed national & international laboratories/ scientific institutions/ universities for critical investigations



R&D division plays a pivotal role in retaining and consolidating JSHL's leadership position in the stainless steel industry

# Developing New-Age Applications



**Stainless steel  
emerging as the  
perfect metal for BS-  
VI compliant exhaust  
systems**



**Successfully  
developed stainless  
steel fuel tanks for  
commercial vehicles**



**Stainless steel  
coaches and wagons**

**Innovative solutions driving usage in new applications**

# Key Growth Enablers

## Structural growth of stainless steel demand in India

- One of the fastest growing value-added metals
- Various government initiatives to further drive stainless steel demand

## Wide range of product applications and new segment penetration

- Increasing premiumization trend and demand shift towards ABC & ART segments
- Dominant position in stainless steel specialty and value-added products

## Cutting edge R&D to provide further impetus to specialty products portfolio

- Proven competence in R&D and unparalleled technical expertise in the industry continues to provide the company with a major competitive advantage
- Continuous R&D initiatives leading to penetration in new-age applications

## Robust domestic and global distribution network

- Wide presence across the globe through effective distribution network
- Geographical advantage to effectively cater to northern market in India
- Focus on customer engagement to maintain strong business relations

## Strong management expertise

- 4 decades of experience in stainless steel industry to ensure dominant market presence

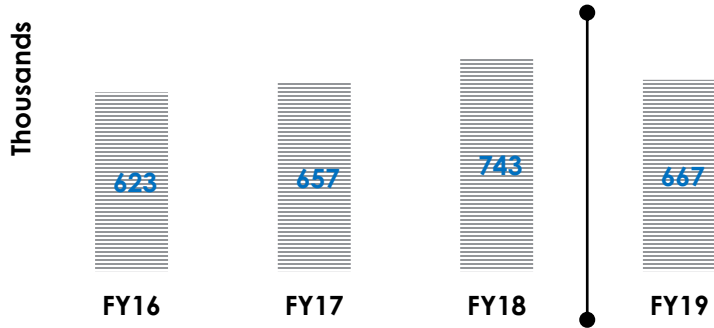
# Financial & Operational Overview



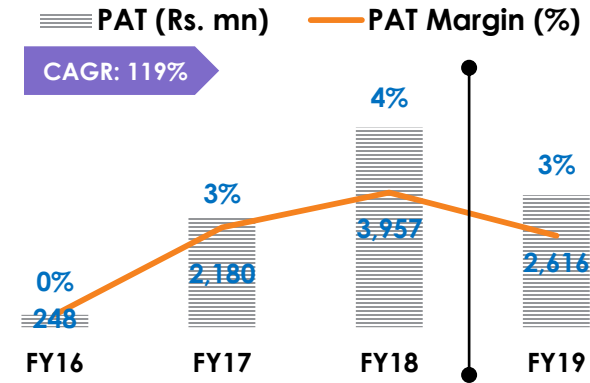
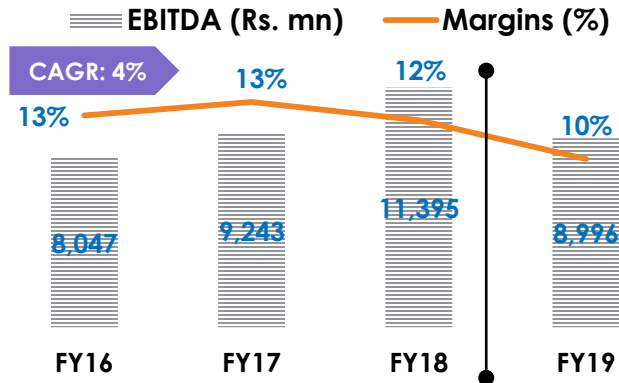
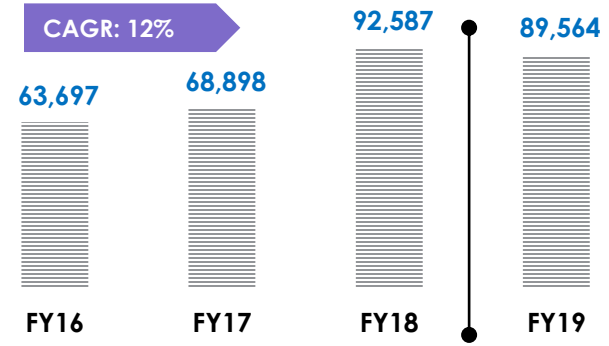


# Financial Performance

### Stainless Steel Sales Volume (MT)



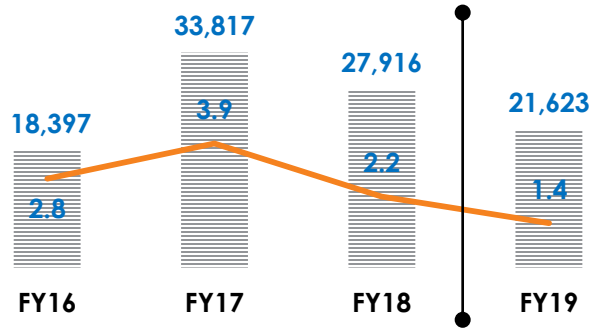
### Net Revenue (Rs. mn)



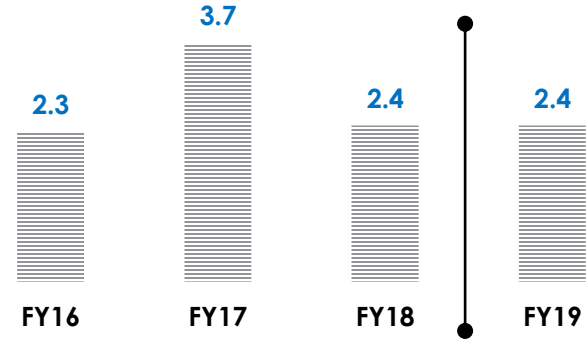


# Strengthening the Balance Sheet

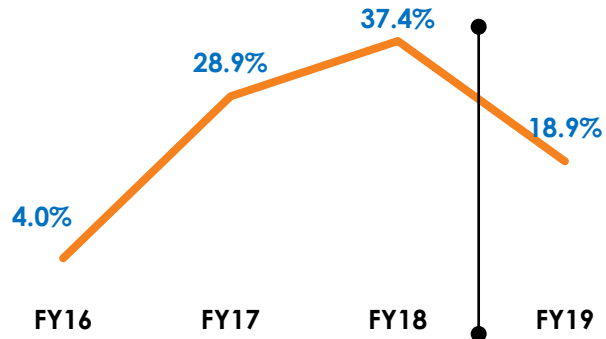
Net Debt (Rs. mn) — Net Debt/Equity Ratio



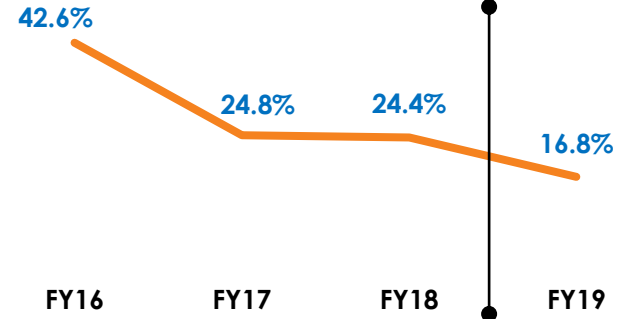
Net Debt/EBITDA



ROE (%)



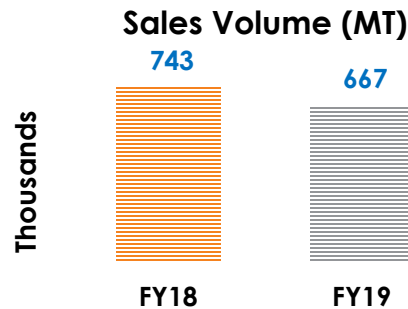
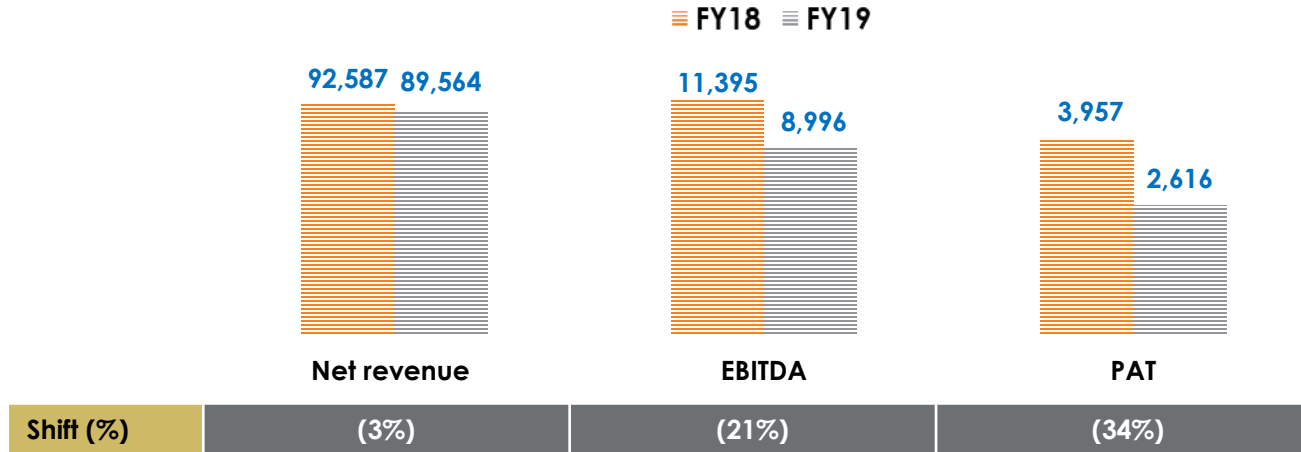
ROCE (%)



1) Net Debt includes short-term & long term debt less cash & investments 2) ROE(%) is calculated as PAT/Avg. Networth 3) ROCE(%) is calculated as EBIT/Avg. Capital employed

Note: Standalone Financials

# Key Financial Highlights – FY19



Note: Standalone financials; All figures in Rs. million unless stated otherwise

# Comfortable Debt Position

Description - Borrowings	As on March 2017	As on March 2018	As on March 2019
Long term debt	25,476	23,565	21,093
Short term borrowing (less than 12 months)	8,421	4,424	719
<b>Total Debt</b>	<b>33,897</b>	<b>27,988</b>	<b>21,812</b>
Cash & Investments	80	72	189
<b>Net Debt</b>	<b>33,817</b>	<b>27,916</b>	<b>21,623</b>
<b>Long Term Debt Breakup:</b>			
-INR Debt	25,476	23,565	21,093
-Foreign Currency Debt	-	-	-

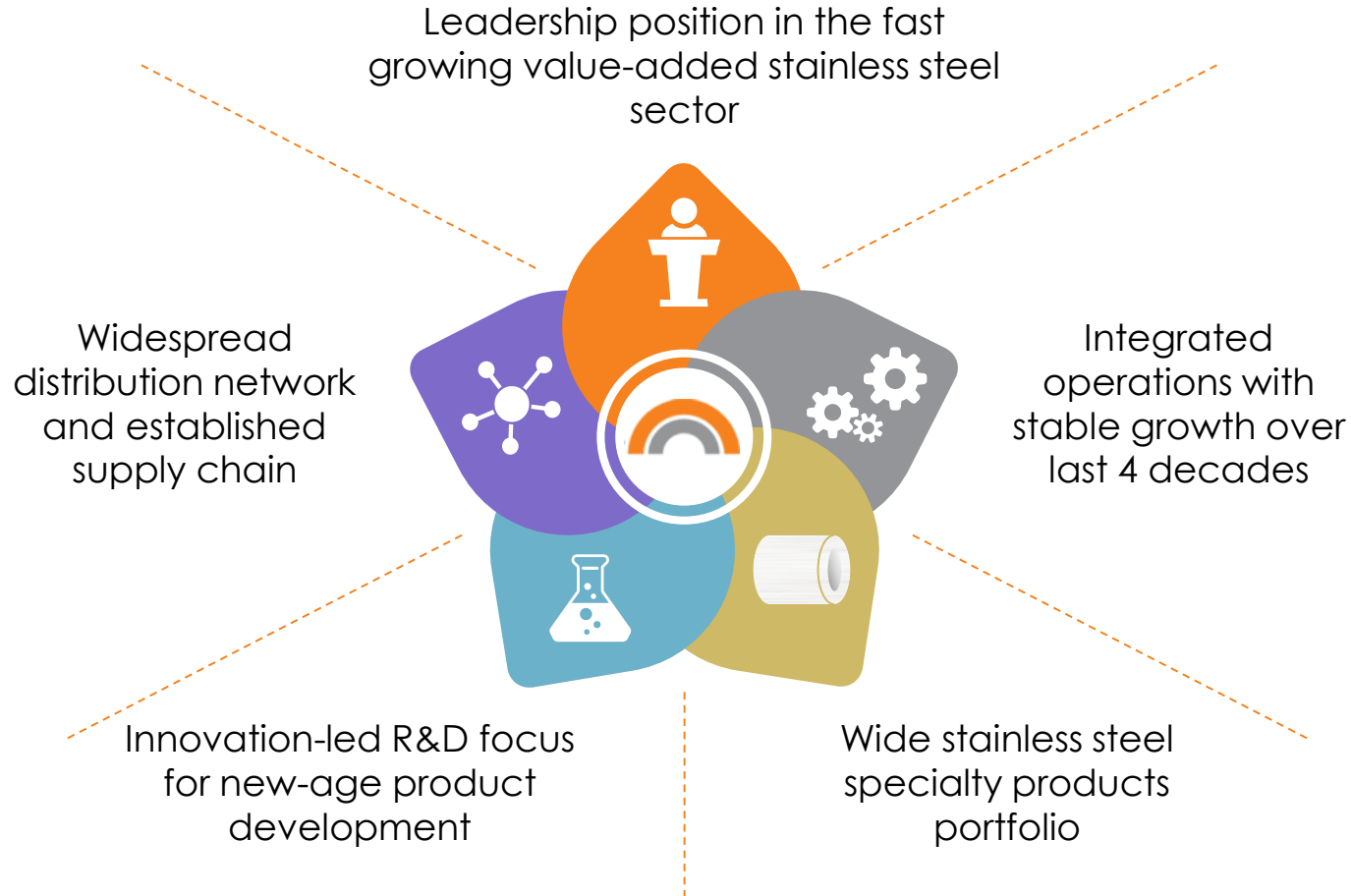
Healthy cash generation to comfortably support debt repayment

# Conclusion





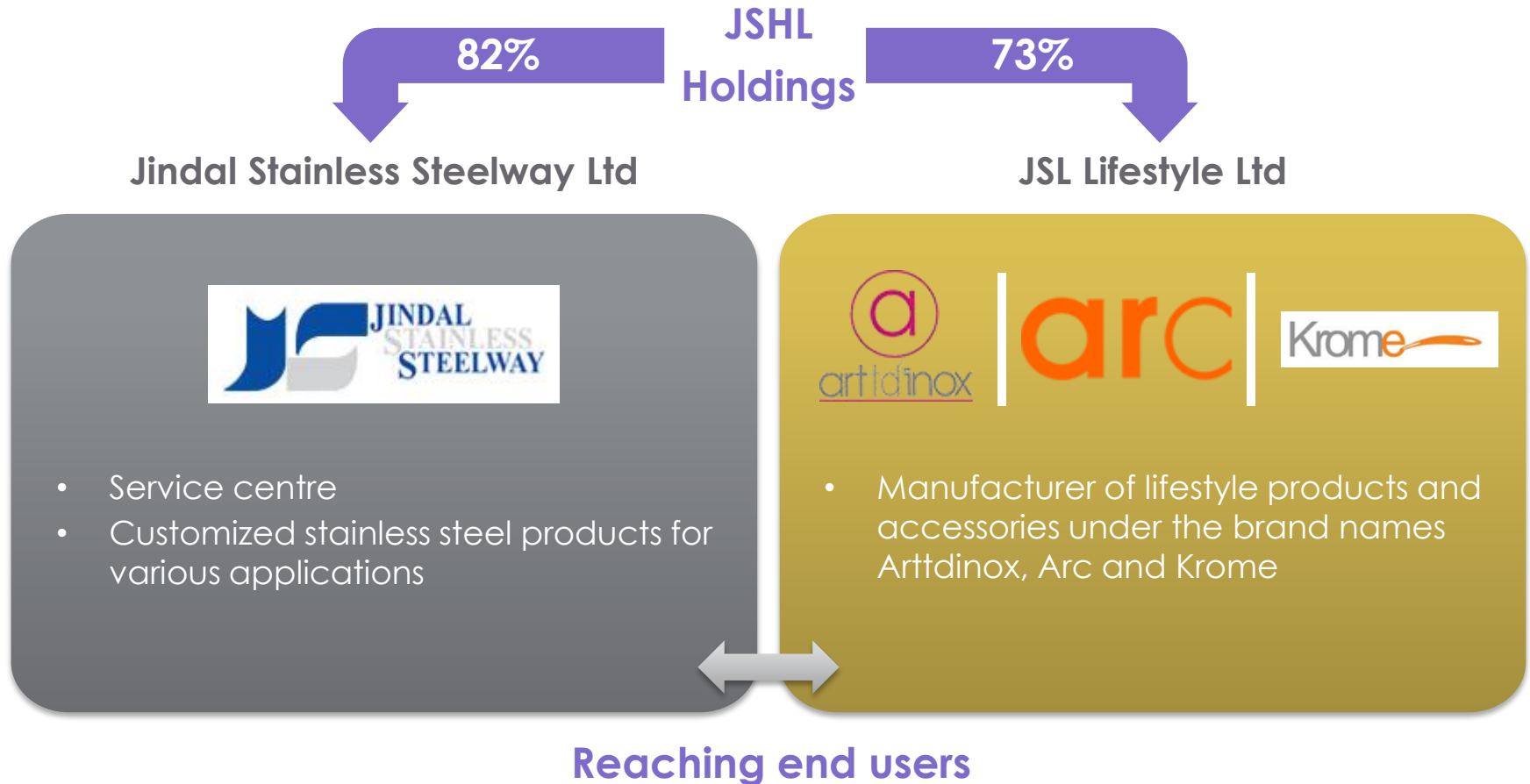
# Leadership Play



# Annexure



# Extensive Reach to Customers

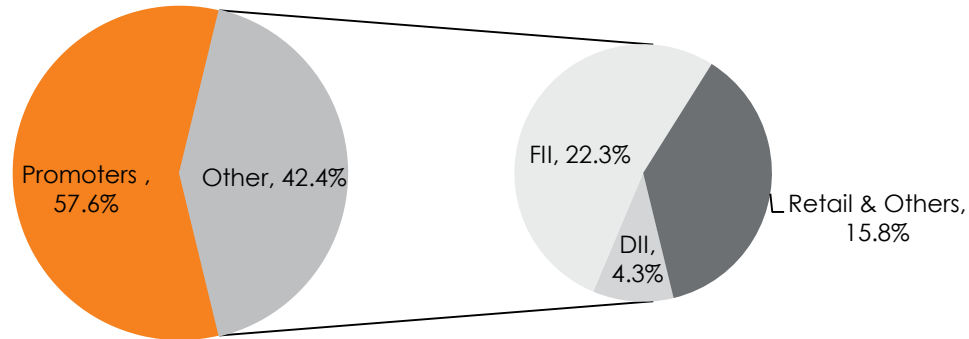


# Key Market Statistics

Key Market Statistics	As on Mar.31, 2019
BSE/NSE Ticker	JSLHISAR/ 539597
Industry	Stainless steel
Closing Market Price (Rs.)	93.8
Market Cap (Rs. mn)	22,119
Number of outstanding shares (mn)	235.9
Face Value (Rs.)	2.00
52-week High / Low (Rs.)	195.3/77.4

**Note:** Prices considered from NSE

## Floating Stock (%)





# Contact Us

## About Us:

Jindal Stainless (Hisar) Ltd. (JSHL) is the largest specialty stainless steel producer in India with a diversified value-added product portfolio. The company operates an integrated stainless steel plant at Hisar, Haryana. JSHL has a total melting capacity of 0.8 million tonnes per annum.

A dedicated R&D Division helps JSHL foray into the development of innovative high-value specialty products. Over the last 4 decades, the company has been a market leader in domestic stainless steel production, catering to various applications, from kitchenware & lifestyle to industrial & process engineering sectors.

JSHL's growth over the years has been backed by its cutting edge research & development, world class manufacturing infrastructure, efficient distribution network, deep consumer insights and robust people practices.

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**Ramnik Gupta / Goutam Chakraborty**

**Jindal Stainless (Hisar) Ltd.**

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# Thank You

