



# VISAKA INDUSTRIES LIMITED<sup>®</sup>

CIN: L52520TG1981PLC003072

**CORP. OFF.:** "VISAKA TOWERS" 1-8-303/69/3, S.P. ROAD, SECUNDERABAD - 500 003.  
TEL : +91-40-27813833, 27813835 FAX : +91-40-27813837 27891833 www.visaka.in e-mail : vil@visaka.in

Ref: VIL/SEC/ST-EX/Intimation-Inst. Investors' Meet/2017-18/34

Date: 18.08.2017

To,

<b>National Stock Exchange of India Limited,</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1G Block, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051	<b>Bombay Stock Exchange Limited,</b> The Senior General Manager, Listing Compliances, Floor 25, P. J. Towers, Dalal Street, Mumbai – 400 001
<b>Scrip Code – VISAKAIND</b>	<b>Scrip Code – 509055</b>

**Sub: Investors presentation – Schedule of Analyst / Institutional Investors' Meet**

**Ref: VIL/SEC/ST-EX/Intimation-Inst. Investors' Meet/2017-18/33 Date: 17.08.2017**

Dear Sir/s,

Further to our letter referred above, please find herewith attached presentation made by our Company today (i.e., 18.08.2017) at Investor Conference, held at Hotel Trident, Bandra Kurla Complex, Mumbai which was hosted by Nirmal Bang Securities, Mumbai.

This is for your information and records please.

Thanking you,

Yours faithfully,

for VISAKA INDUSTRIES LIMITED

**I SRINIVAS**

Vice President (Corporate Affairs)  
& Company Secretary



Encl. Presentation

Regd. Office & Factory: (A.C. Division I), Survey No. 315, Yelumala Village, R.C. Puram Mandal, Medak District - 502 300 (T.S.)  
Factory : (A.C. Division II) : Behind Supa Gas Manikantham Village, Paramathi-Velur Taluq, Namakkala District - 637 207 Tamil Nadu.  
Factory : (A.C. Division III) : 70/3A, 70/3, Sahajpur Industrial Area, Nandur (Village), Daund (Taluka), Pune District-412 020. Maharashtra.  
Factory : (A.C. Division IV) : Changsol Mouza, Bankibundh, G.P.No. 4, Saliboniblock, Midnapore West (W.B.) 721147  
Factory : (A.C. Division V) : No. 27/1, G. Nagenahalli Village, Kora Hobli, Tumkur - 572138, (Karnataka State)  
Factory : (A.C. Division VI) : Vill. Kannawan, PS Bachrawan, Tehsil Maharajgunj, Dist Raibareli - UP-229 301  
Factory : (A.C. Division VII) : Survey No. 385, 386, Jujjur Village, Veerullapadu Mandal, Near Kanchika Cherla, Krishna District-521 181 (A.P)  
Factory : (A.C. Division VIII) : Plot No.2006, 1994, Khata No.450, At-Paramanapur Manejwan, Navamunda Village Sambalpur Dist.-768200  
Factory : (Textile Division) : Survey No. 179 & 180, Chiruva Village, Mouda Taluk, Nagpur District, Maharashtra.  
Factory : (V-Boards Division I) : Gajalapuram Village, Peddadevalapally Post, Tripuramam Mandal, Near Miryalaguda, Nalgonda Dist.-508 207. (T.S)  
Factory : (V-Boards Division II) : Gate No: 262 to 269, Delwadi Village, Daund Taluq, Pune-Dist, Maharashtra-412 214.

# Investor Presentation



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**Section 1**

**Company Overview**

# Company Overview

## Overview

### About Visaka:

✓ Visaka Industries, established in 1985, is engaged in two attractive businesses. Building products - cement asbestos products and fibre cement flat products (V-Boards and V-Panels) and Synthetic yarns for the textile segment. The shares of the Company are listed and actively traded on the Bombay and National Stock Exchanges.

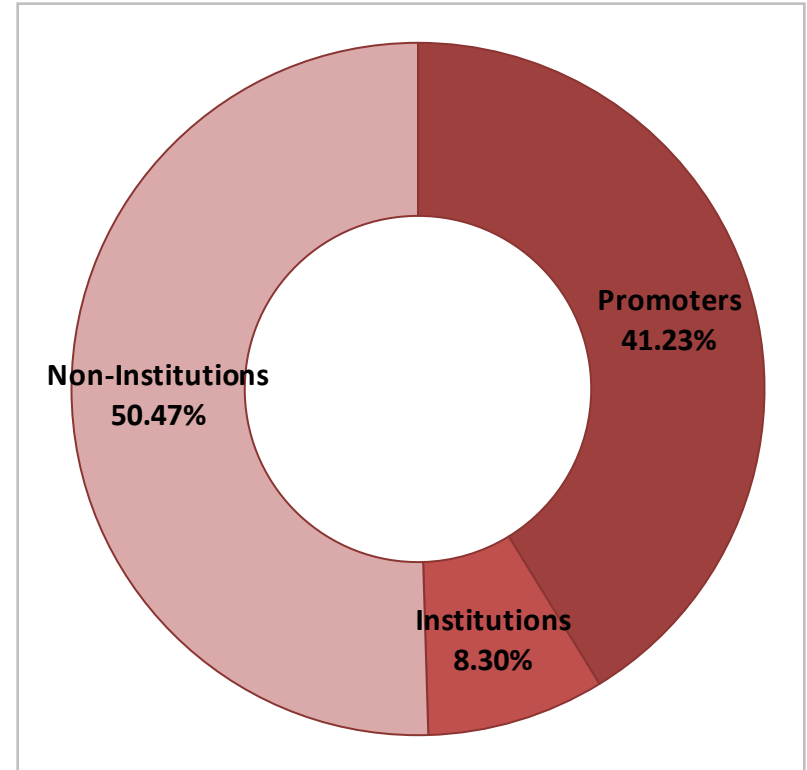
✓ As of 30th June 2017, Visaka had a market capitalisation of Rs 803 crore. The promoters held 41.23% of the Company's equity share capital.

✓ Headquartered in Hyderabad, Visaka Industries has 11 manufacturing facilities across India. These plants possess an aggregate production capacity (annual) of about 8,02,000 tonnes of corrugated cement asbestos sheets and 1,29,750 tonnes of fibre cement flat board products. The Company also comprises a spinning plant capable of producing 11,000 tonnes of yarn per annum. The Company's manufacturing units are supported by nine pan-India marketing offices.


### Financial Highlights:

- ✓ Netted a 67% net profit growth(PAT) in FY17.
- ✓ Registered an EBIDTA margin of 12.26% and cash profit of Rs 85 crore in FY17.
- ✓ Registered an EBIDTA margin of 14.18% in Q1FY18.
- ✓ A new Plant with 50,000 MT capacity is being setup in Haryana in 2017-18.

## Shareholding Structure as on 30<sup>th</sup> June, 2017



# Board of Directors



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**Shri Bhagirat B. Merchant**  
Non Executive Independent Director  
Chairman

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**Dr. G. Vivekanand**  
Non – Executive Non–Independent Director  
Vice Chairman

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**Smt. G. Saroja Vivekanand**  
Managing Director

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**Shri Gusti J Noria**  
Non – Executive Independent Director

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**Shri V. Pattabhi**  
Non – Executive Independent Director

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**Shri P. Abraham, I.A.S. (Retired)**  
Non – Executive Independent Director

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**Shri P. Srikar Reddy**  
Non-Executive Independent Director

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**Shri G. Vamsi Krishna**  
Joint Managing Director

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**Shri V. Vallinath**  
Whole Time Director & CFO

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**Shri J. P. Rao**  
Whole Time Director

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# Awards & Certificates

- ✓ SILVER Winner for the Best Presentation of Annual Report 2011-12 from LACP(League of American Communications Professionals)



- ✓ Bags award for “Best Practices in Investor Relations in Fibre Cement Sheets Industry Category – 2012 by the IR Society”



- ✓ Awareness Centre of Environment- World Environment Day in 2006



- ✓ AP Distinguished Industrial Award from Exhibition Society in the year 2003



- ✓ All India Manufacturers Association - Best performance in Large and Medium scale in 2001

- ✓ BEST INDUSTRIALIST AWARD from the Government of Tamil Nadu for the year 2000



- ✓ Council for Industrial Development & Trade - Industrial Promotion Gold Medal Award in 1990

- ✓ Best Management Award from the Government of Andhra Pradesh in 1987



- ✓ Productivity Award from the Andhra Pradesh Federation of Chamber of Commerce in 1987





# Important Corporate Information

## Our Big Numbers in FY17 at a Glance

- The Company engaged Ernst & Young as the ASP-GSP service provider for filing and managing GST returns.
- PWC commenced the Audit and the June 2017 quarter results were audited by them.
- Working Capital days for FY17 was 104 days as against 115 days in FY16.
- Working Capital days for Q1FY18 was 66 days as against 75 days in Q1FY17.

## Succession

- The Company smoothly transitioned to the 2nd generation with Mr. G. Vamsikrishna s/o. Dr. G. Vivekanand & Ms. Saroja Vivekanand being elevated as Joint Managing Director of the Company by Board at its meeting held on May 5<sup>th</sup>, 2017.

## New Project

Bhoomi Pooja for the 3<sup>rd</sup> V-Board Plant was performed on Aug 06,2017. This will be for a capacity 50,000MT and is estimated to commence production by March, 2018.



# GST Impact

## GST Rate of Visaka Products Vs Competing Products

PRODUCT	EX-DUTY	VAT	TOTAL TAX (Incl Tax on ED)	GST SLAB	DIFFERENCE		COMPETING WITH
A C SHEETS (VISAKA)	12.50	14.50	28.81	18.00	-10.81	↓	-
C C SHEETS	12.50	5.00	18.13	18.00	-0.13	↓	AC SHEETS
ALUMINIUM SHEETS	12.50	5.00	18.13	18.00	-0.13	↓	AC SHEETS
TILES Ceramic	12.50	14.50	28.81	28.00	-0.81	↓	-
CEMENT	12.50	14.50	28.81	28.00	-0.81	↓	AC SHEETS
G I STEEL SHEETS	12.50	5.00	18.13	18.00	-0.13	↓	AC SHEETS
GYPSUM	12.50	14.50	28.81	28.00	-0.81	↓	V BOARD
V BOARD (VISAKA)	12.50	14.50	28.81	18.00	-10.81	↓	-
BISON	-	14.50	14.50	12.00	-2.50	↓	V BOARD
PLYWOOD	12.50	14.50	28.81	28.00	-0.81	↓	V BOARD
LAMINATES	12.50	14.50	28.81	18.00	-10.81	↓	-



## **Section 2**

## **Business Verticals**

# Business Verticals

## Cement Asbestos

- Corrugated Cement Fiber Sheets
- Close Fitting Adjustable Ridges
- Apron Piece
- Cladding/Walling
- North Light Ridges
- Barge Boards
- North Light Curve
- Serrated Adjustable Ridges
- Roof Lights
- Ridge Finials

## V-Next Products

- V-Board
- V-Premium
- V-Designer
- V-Plank
- V-Panel

## Yarn

- Cotton-Touch Airjet Spun Polyester yarns



# Building Products - Cement Asbestos

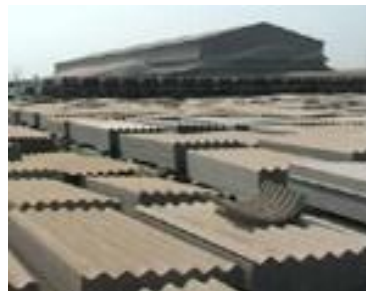
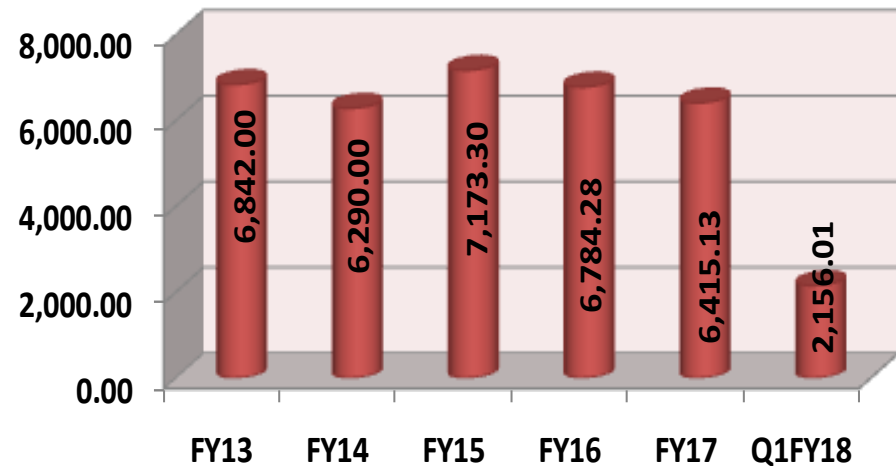
## Overview

The Company possessed 802,000 TPA of installed capacity of cement asbestos products. The company has depots in 36 major cities and towns, country-wide to ensure smooth supply of its products.

The Company's revenues from this division accounted for 67% of its total revenue for 2016-17. The Company retained its position as the second largest cement asbestos product manufacturer in India.

The division continues to make the product superior in terms of load bearing capacity with a performance of 650-700 kgs per centimetre square, consistently exceeding the ISI requirement of load bearing capacity of 525 kgs.

## Net Revenue(Rs. in mn)



# Building Products - Vnext

## Overview

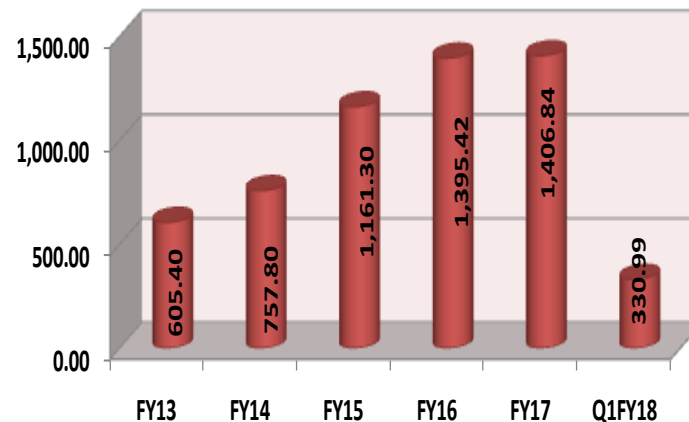
V-Next products come with unmatched quality, aesthetics, style and durability and is the ideal choice of smart and good looking interiors and exteriors. V-Boards and V-Panels have fire, water and termite resistance characteristics. Used for external as well as internal applications, V-Next products are non-asbestos and composed of a composite matrix containing special grade cellulose fibres, cement, silica and some mineral additives.

The Company established its V-Boards and V-Panels business with HPSC technology, conforming to IS 14862-2000 standards. These products are substitute for Plywood, Gypsum Boards and other masonry work. The demand for Plywood market is estimated currently at Rs. 20,000 crores. The product is expected to make significant inroads resulting in potential for exponential growth. The company has laid strong foundation in this segment and is ready to capitalize on this emerging opportunity. These products can be used for literally any application in a building.

Visaka is investing in a third unit of 50,000 TPA in Haryana following which the Company will have an installed capacity of 179,750 TPA, one of the largest companies in India to manufacture these emerging generation products.

We will be the largest manufacturer in India. V-Next products are exported to countries like Saudi Arabia, UAE, Qatar, Iraq, Iran, Bahrain, Sri Lanka.

Net Revenue (Rs. in mn)



## V-Boards (Plain Boards, Designer Boards, Premium Boards)

V-Board is non-asbestos, autoclaved, fiber cement board manufactured using Hatschek Process and High Pressure Steam Curing (HPSC) technology.

### V-Board Advantages:

- ✓ Exova Warrington fire-rating and TUV-PSB certified
- ✓ Asbestos Free
- ✓ Fire Resistant
- ✓ Water Resistant
- ✓ Energy Efficient
- ✓ Termite Resistant
- ✓ Weather Resistant
- ✓ Low Shrinkage
- ✓ Light Weight and Durable
- ✓ Sound Insulation
- ✓ Eco-Friendly
- ✓ Value for Money
- ✓ Easy Workability



T-Grid false ceiling - (V-Board)

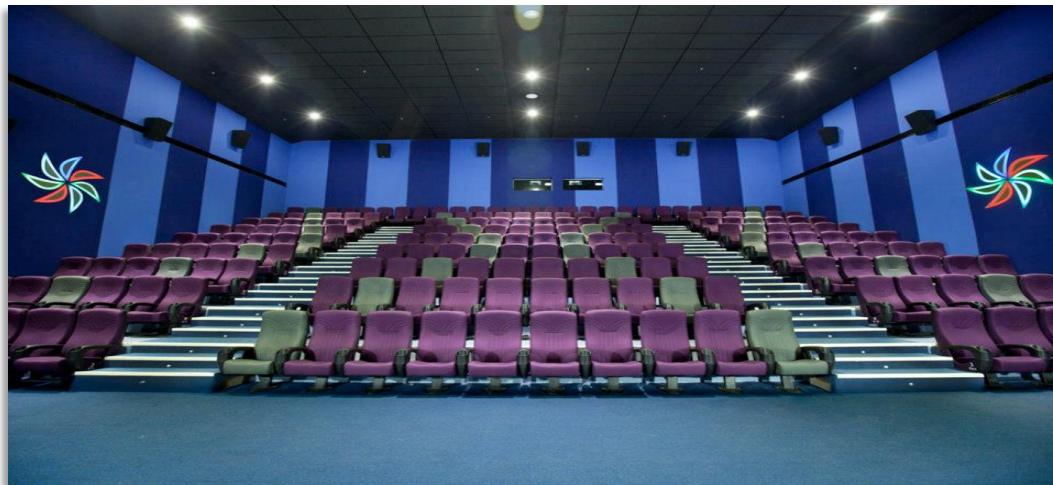




**Roof Underlay - (V-Board - premium)**



**Mezzanine flooring - (V-Board)**



**Acoustic partitions - (V-Board)**







**Concealed Grid False Ceiling - (V-Board/V-Designer)**



**Wall Paneling - (V-Board)**



**Duct Covering - (V-Board - Premium)**



## Kitchen Cabinets and Shelves

The triple advantages-water, termite and fire resistance of V-Board can appropriately fulfill the conditions to make it an ideal application for kitchen cabinets and other moisture prone areas.(16mm, 18mm)



## V-Planks

Good looking exteriors traditionally come at the cost of quality and are prone to moisture damage. Fibre cement boards are the answer to this problem. Being resistant to the elements of weather, these strong fibre cement boards are ideal for external embellishments to modern buildings.

### V-Plank Advantages:

- ✓ Water Resistant
- ✓ Asbestos Free
- ✓ Energy Efficient
- ✓ Termite Resistant
- ✓ Weather Resistant
- ✓ Low Shrinkage
- ✓ Easy Workability
- ✓ Low Operational Cost
- ✓ Aesthetics with Durability
- ✓ Fire resistant
- ✓ Eco-Friendly
- ✓ Value for Money



External Façade - (V-Plank )





**Gate Cladding - (V-Plank)**



**Garden Fencing - (V-Plank)**



**Façade - (V-Plank )**



## V-Panels

V-Panel can be used with the aim of achieving cost effective and time saving solution for construction of dry walls. V-Panel has all the advantages of a masonry wall with added qualities preferred for construction. V-Panel is a user friendly product for installation and proves to be a better substitute for conventional walls and any other dry wall solutions.

### V-Panel Advantages:

- ✓ Fire Rating 50mm – 60min
- ✓ Fire Rating 75mm – 120min
- ✓ Asbestos Free
- ✓ Light Weight
- ✓ Time Saving
- ✓ Space Saving
- ✓ Easy Workability
- ✓ Easy to Dismantle and Relocate
- ✓ Thermal Insulation
- ✓ Sound Insulation
- ✓ Water Resistant
- ✓ Termite Resistant
- ✓ High Strength
- ✓ Eco- Friendly





**Internal partition - (V-Panel)**



**Internal partition - (V-Panel)**



**Internal Partitions for a School  
- (V-Panel )**



**External Walls for a Resort - (V-Panel )**



**Roof Top Extension - (V-Panel )**



# Textile Products - Yarn

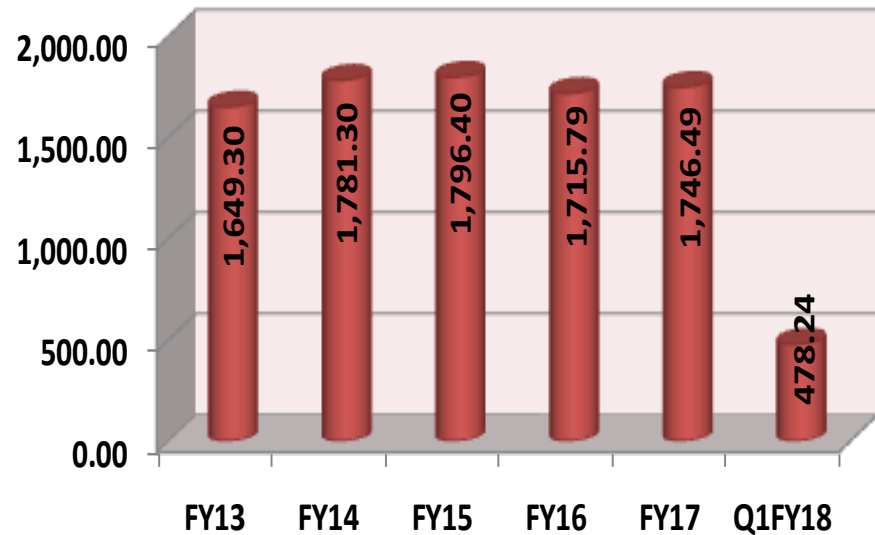
## Overview

The textile division manufactures yarns using state-of-the-art twin air jet spinning machines (Murata, Japan) with 41 MTS Machines (equivalent to 82,560 ring spindles) where yarn quality is superior to conventional ring frame yarn. The Company produces about 10,000 tonnes of yarn per year and exports about 2,500 tonnes.

Visaka has 2,752 spinning positions capacity installed. Expansion of capacity by 26% at a cost of 70 crore commenced production from November 1, 2016.

Average realisations across production increased from Rs. 178 per kg in 2011-12 to Rs. 185 per kg in 2016-17.

## Net Revenue(Rs. in mn)



# Textile Products - Yarn

- ✓ In an ever changing landscape of customer demands, managed to diversify into niche sector, with better contributions without stock accumulation.
- ✓ Quality conscious customers – many customers continuing to be with us for more than 5 years.
- ✓ Cream of customers in Automobile Industry, Awnings Fabric Industry, Table Linens, Apparels, Sun Protection Fabrics, Institutional Workwear continue to be with us for more than 10 years.
- ✓ Utilization of 96% plus with efficiency of 95% plus continuously for the last 10 years.
- ✓ ISO 9001:2008 & ISO 50001:2011 certified for Quality and Energy Management.
- ✓ Highest Operating Margins for any spinning mill of similar size in the Country.
- ✓ Wide Count Range and Dope Dyed Yarns offer Visaka as one-stop shop for any weaving mills.
- ✓ Significant contribution to cash flow without much additional capital requirement year on year.
- ✓ Average cash generation for the last 3 years were Rs. 216 Mn.
- ✓ Textile products are exported to countries like Germany, Egypt, Italy, Taiwan, USA, Syria, South Africa, Peru, Turkey, UK.





# Textile Products - Yarn

- ✓ Anti-pilling nature of yarn makes Visaka yarn a perfect ingredient for Home Textiles and Automotive Fabrics.
- ✓ Cotton-Touch and Wicking properties of Visaka yarn are the salient features of the Table Linen Fabrics used in Hospitality Industry and the sheer curtains used in developed countries.
- ✓ Yarn Regularity and Matte look of Visaka yarns add value to the Sun Protection Fabrics and Venetian Blinds.
- ✓ Dope Dyed Visaka yarns help the Institutional Workwear Manufacturers reduce their fabric dyeing capacity and to become environment friendly.
- ✓ Papyrus Fabrics and Overalls in Egypt are manufactured with Visaka yarns.
- ✓ One of the leading manufacturers of hospitality products in the USA use Visaka yarns for their premium fabrics.
- ✓ IKEA factories in Turkey use Visaka yarns for their Furniture Manufacturing.
- ✓ No return of any yarn from any Customer Abroad or Domestic Customer.
- ✓ No Bad-Debts at any points of time.
- ✓ Consistent Quality and Timely Delivery of yarns help scheduling of the weaving capacity of the customers and timely delivery of their fabrics to the Garment Manufacturers which gave us repeat business.

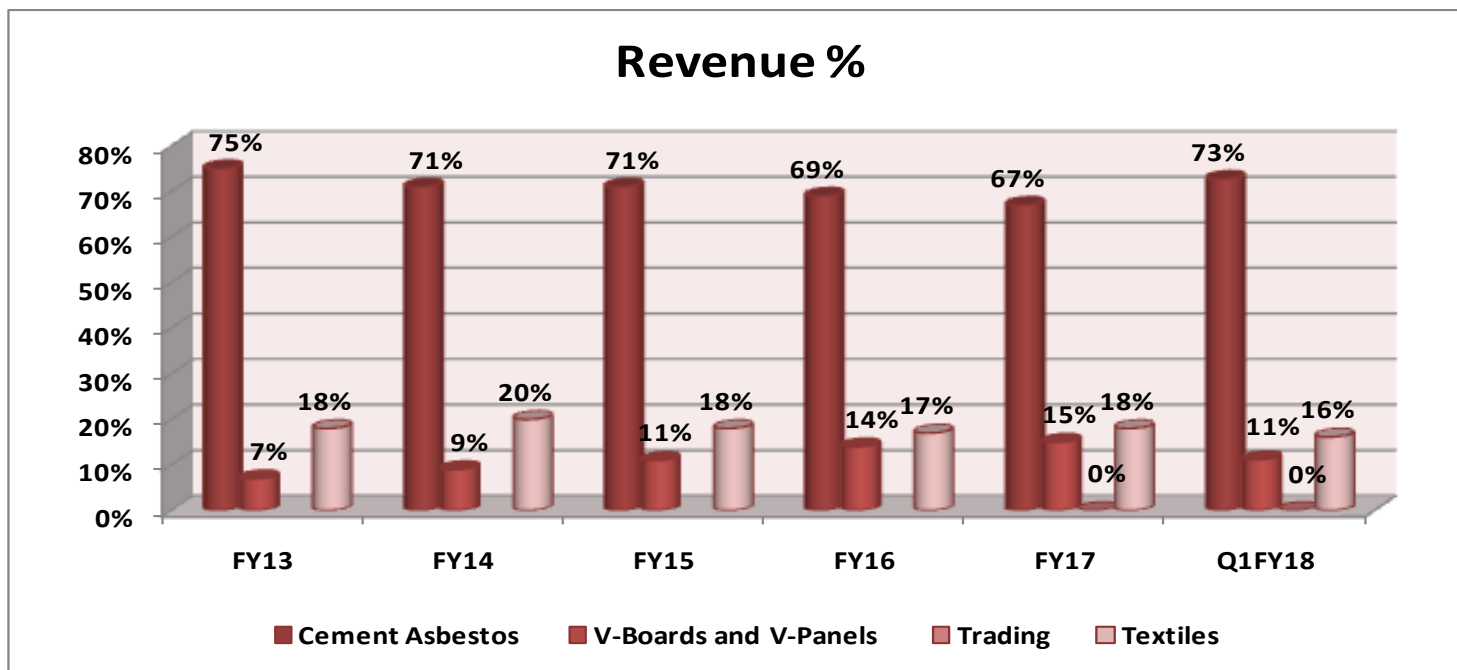


## **Section 3**

## **Key Financials**

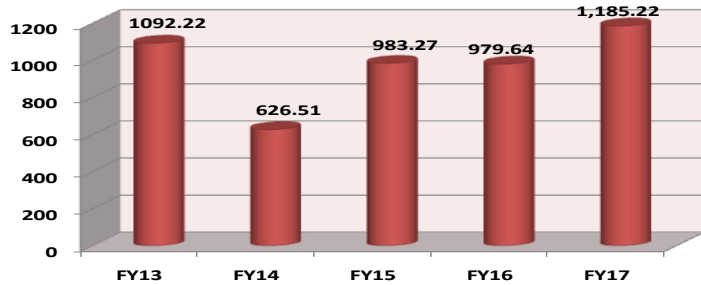
# Revenue Breakup Business Wise

Business Segments	FY13		FY14		FY15		FY16		FY17		Q1FY18	
	Rs in Mn	%	Rs in Mn	%	Rs in Mn	%	Rs in Mn	%	Rs in Mn	%	Rs in Mn	%
Cement Asbestos	6,842.00	75%	6,290.00	71%	7,173.30	71%	6,784.28	69%	6,415.13	67%	2,156.01	73%
V-Boards and V-Panels	605.54	7%	757.87	9%	1,161.15	11%	1,395.42	14%	1,404.12	15%	330.99	11%
Trading	-	-	-	-	-	-	-	-	2.72	0%	-	0%
Textiles	1,649.30	18%	1,781.30	20%	1,796.40	18%	1,715.79	17%	1,746.49	18%	478.24	16%
<b>Total</b>	<b>9,096.84</b>	<b>100%</b>	<b>8,829.17</b>	<b>100%</b>	<b>10,130.85</b>	<b>100%</b>	<b>9,895.49</b>	<b>100%</b>	<b>9,568.46</b>	<b>100%</b>	<b>2,965.24</b>	<b>100%</b>

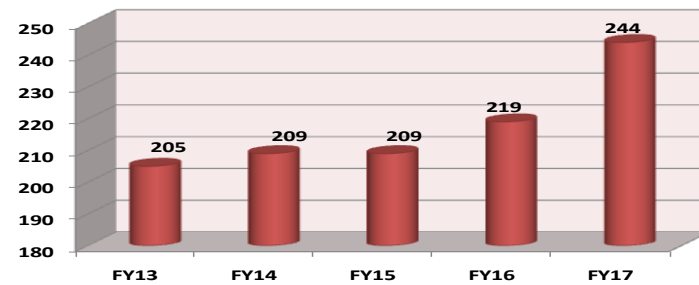


# Key Financial Indicators

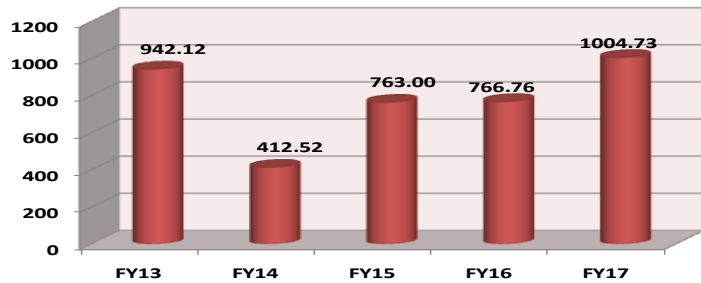
### EBIDTA(Rs in Mn)



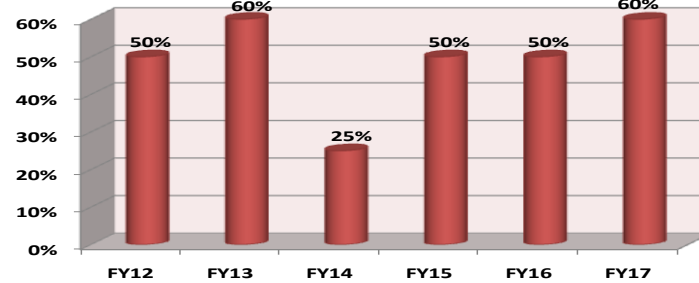
### Book Value of Share(Rs.)



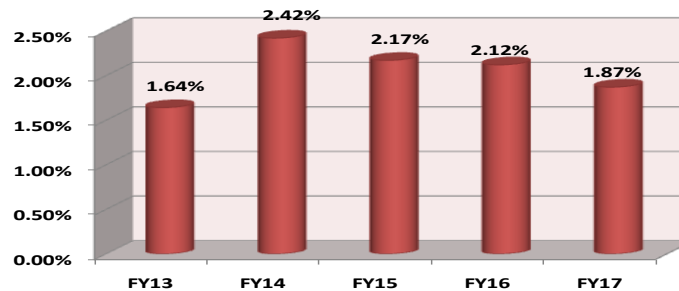
### Cash Profit(Rs in Mn)



### Dividends %



### Interest % on Income from Operations



# Yearly Financial Highlights

* As per Ind AS							
Profit & Loss (INR in Mn)	FY13	FY14	FY15	FY16	FY17	* Q1FY18	
<b>Income from Operation</b>	<b>9,156.03</b>	<b>8,921.03</b>	<b>10,211.32</b>	<b>10,048.53</b>	<b>9,667.32</b>	<b>3,407.20</b>	
Other Income	25.56	53.59	24.20	27.27	37.69	15.89	
<b>Total Income</b>	<b>9,181.59</b>	<b>8,974.62</b>	<b>10,235.52</b>	<b>10,075.80</b>	<b>9,705.01</b>	<b>3,423.09</b>	
	Growth %	(2.25)	14.05	(1.56)	(5.18)		
Operating Expenses	8,089.37	8,348.11	9,252.25	9,096.16	8,519.79	2,940.04	
<b>EBIDTA</b>	<b>1,092.22</b>	<b>626.51</b>	<b>983.27</b>	<b>979.64</b>	<b>1,185.22</b>	<b>483.05</b>	
	Margin %	11.93	7.02	9.63	9.75	12.26	<b>14.18</b>
Depreciation	195.76	224.56	430.91	363.05	340.76	90.47	
<b>EBIT</b>	<b>896.46</b>	<b>401.95</b>	<b>552.36</b>	<b>616.59</b>	<b>844.46</b>	<b>392.58</b>	
Financial Charges	150.10	213.99	220.27	212.88	180.49	39.72	
Interest %	1.64	2.40	2.16	2.12	1.87	1.17	
<b>PBT</b>	<b>746.36</b>	<b>187.96</b>	<b>332.09</b>	<b>403.71</b>	<b>663.97</b>	<b>352.86</b>	
	Margin %	8.15	2.11	3.25	4.02	6.87	10.36
Tax	239.48	68.28	119.74	159.36	255.93	123.27	
<b>PAT</b>	<b>506.88</b>	<b>119.68</b>	<b>212.35</b>	<b>244.35</b>	<b>408.04</b>	<b>229.59</b>	
	Margin %	5.54	1.34	2.08	2.43	4.22	6.74
<b>EPS</b>	<b>31.92</b>	<b>7.54</b>	<b>13.37</b>	<b>15.39</b>	<b>25.69</b>	<b>14.46</b>	
Balance Sheet Extracts (INR in Mn)	FY13	FY14	FY15	FY16	FY17	* Q1FY18	
Equity Share Capital	159.21	159.21	159.21	159.21	159.21	159.21	
Reserves & Surplus	3,101.26	3,174.48	3,162.63	3,311.41	3,719.45	3,869.90	
Long Term Borrowing	297.28	725.00	669.78	536.69	785.84	1,102.59	
Net Fixed Assets	2,663.10	3,554.36	3,125.65	2,981.96	3,385.42	3,367.96	
Current Assets	4,189.57	3,406.43	4,437.84	4,834.04	4,127.14	3,493.30	
Current Liabilities	3,364.82	2,692.29	3,386.49	3,628.48	2,812.90	1,688.55	



# Production, Turnover & Operating Margin(EBIDT) – Segment Wise

\* As per Ind AS

Building Products	FY 13	FY 14	FY 15	FY16	FY17	* Q1FY18
Installed Capacity (TPA)	809,750	881,750	931,750	931,750	931,750	931,750
Production (MT)	796,948	664,437	855,293	797,157	800,817	235,987
Turnover (Rs.Millions)	7,447	7,048	8,334	8,180	7,822	2,922
Operating Margin (%) - EBIDT	11.69%	4.87%	8.86%	8.60%	12.86%	15.67%

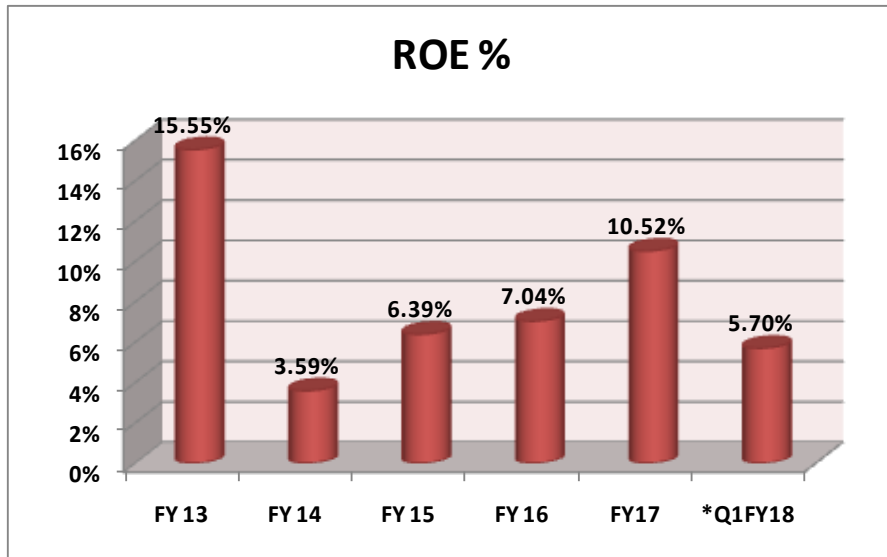
Yarn	FY 13	FY 14	FY 15	FY16	FY17	Q1FY18
Installed Capacity (SPINNING POSITIONS)	1,816	1,816	2,176	2,176	2,752	2,752
Production (MT)	7,897	8,614	8,900	9,290	9,985	2,743
Turnover (Rs.Millions)	1,649	1,781	1,796	1,716	1,746	485
Operating Margin (%) - EBIDT	13.46%	15.91%	13.64%	16.11%	10.27%	5.21%

Company as a Whole	FY 13	FY 14	FY 15	FY16	FY17	Q1FY18
Turnover (Rs.Millions)	9,096	8,829	10,130	9,895	9,568	3,407
Operating Margin (%) - EBIDT	11.93%	7.02%	9.63%	9.75%	12.26%	14.18%

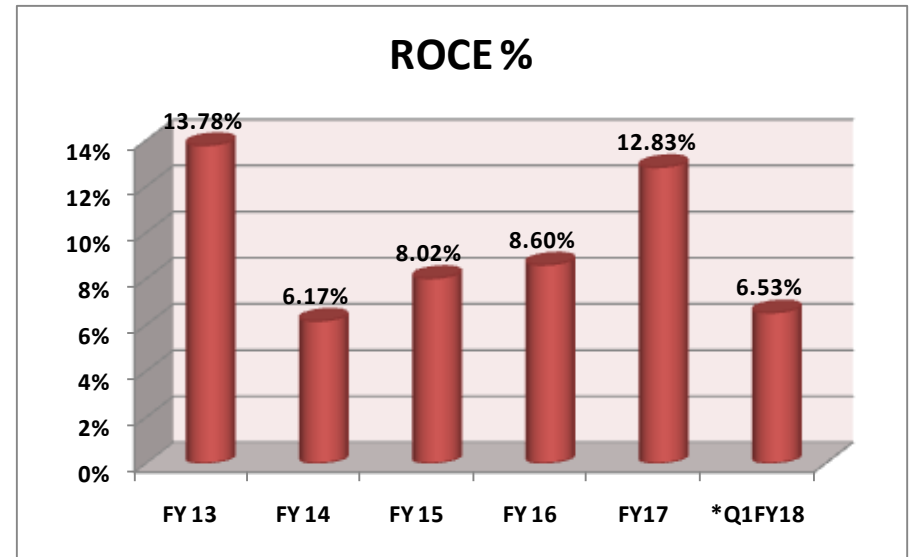


# ROE % and ROCE %

Particulars	FY 13	FY 14	FY 15	FY 16	FY17	*Q1FY18
ROE	15.55%	3.59%	6.39%	7.04%	10.52%	5.70%



Particulars	FY 13	FY 14	FY 15	FY 16	FY17	*Q1FY18
ROCE	13.78%	6.17%	8.02%	8.60%	12.83%	6.53%



\* Not Annualized



**Section 4**

**Key Strengths**



# Key Strengths

## Corporate

- ✓ **Product Profile:** The Company manufactures products that capitalise on an ongoing improvement in lifestyle standards in India and abroad.
- ✓ **Diversified:** Visaka is a diversified company engaged in the manufacture of building products and synthetic blended yarn. The former accounted for 82% of revenues and the latter 18%, in 2016-17; the former accounted for 7.38% of profit before tax and the latter 4.97%, in 2016-17.
- ✓ **Growth:** A combination of aggression and conservatism translated into CAGR in revenues of 5% in the five years leading to 2016-17.
- ✓ **Wide Market:** The Company addresses a range of customers – rural Indians who buy cement asbestos sheets, global institutional customers who buy the Company's yarn and individual cum institutional customers through its fibre cement flat products under the name of V-Board and V-Panels.
- ✓ **Gearing:** The Company is relatively under-borrowed; its gearing was 0.64 at the end of 2016-17, which coupled with an interest cover of 6.60, represent adequate fiscal comfort. The average cost of the Company's debt was 8.75%. There is a growing reliance on cash to fund operations and derive the best procurement bargains.
- ✓ **Management Bandwidth:** The Company's professional management comprises rich experience and stability in its senior management (the majority have been with the Company for more than 15 years), the process is mediated through chalking out, annual business plans and setting targets (revenues and profits) and defining employee responsibilities.
- ✓ **Intellectual capital:** The Company's 4,400 employees represent the best industry talent in the areas of engineering, finance, production, marketing, commercial, regulatory and quality management capabilities.
- ✓ **Technology:** The Company has progressively invested in modern technologies across each of its business – its fibre cement plants are fully automated; V-Next board plants employ the latest HPSC Technology; its yarn manufacturing units use state-of-the-art twin air jet spinning technology (Murata). The Company has implemented Oracle ERP Solutions for all its operations.
- ✓ **Dividends:** The Company has been paying dividends consistently for the last 28 years, the latest year dividend being 60%.



# Key Strengths

## Building Products Division

- ✓ **Position:** The Company was the seventh largest cement asbestos product manufacturer in India in 1996; it is the second largest today.
- ✓ **Technological excellence:** Visaka's automated fibre cement plant incorporates sophisticated technologies; its consistency in properties and strengths exceed ISI standards; the Company's manufacturing plants consume the lowest electricity per tonne.
- ✓ **Efficient distribution chain:** The Company generally markets directly to retailers as opposed to the conventional company-distributor-retailer model; this facilitates a better knowledge of marketplace realities.
- ✓ **Distribution network:** The Company possesses a strong distribution network of 6000 retailers in rural and semi urban markets; it derives 85% of its sales from these markets while the rest 15% is derived from institutional sales to the government, industries and poultry farms.
- ✓ **Sizeable market share:** The Company's Visaka and Shakti brands account for a significant share (18%) of India's organised cement asbestos market.
- ✓ **Fabrication capability:** The Company's rich engineering competence is reflected in an ability to design and fabricate cement asbestos manufacturing equipment for six of its eight plants, reducing the overall cost compared with the industry benchmark by 20% and shrinking commissioning time. The Company demonstrated the commissioning of cement asbestos product capacity (100,000 TPA) within nine months of ground breaking; rated capacity utilisation was achieved within four months of start-up.
- ✓ **Manufacturing presence:** The Company's cement asbestos product manufacturing facilities are dispersed nationally which helps address regional needs – four in South India, one in North India, two in East India and one in West India.
- ✓ **De-risked product mix:** The Company's building products division also comprises fibre cement boards (non- asbestos) used in urban and semi-urban interiors ensuring a well spread out product mix. The Non-Asbestos component of overall business is growing, an increase from 32% last year to 33% in 2016-17. It is expected to breach 50% from the current 33% in the next 3 years.



# Key Strengths

## Building Products Division

- ✓ **Superior quality:** The Company's fibre cement plant is certified by the ISI. The V-Board division possesses HPSC technology conforming to IS 14862-2000 norms.
- ✓ **Advantages of ACS over metal sheets:** Sound proof, Fire proof, rust proof. Life of this product once laid would be 50 years as against 3 to 4 years for metal sheets.
- ✓ **Comparison of V-Next Products with Plywood:**

S.No.	Parameter	V-Next Products	Plywood Products
1	Cost	Cheaper by nearly 40%	Costly as compared to V-Next Products
2	Durability/Life	15-20 years	Nearly 5-10 years
3	Resistance to Weathering	Yes	No
4	Environmental Friendly	Yes	No
5	Time Saving	Yes	Yes in some cases
6	Aesthetics	Excellent	Require other material

- ✓ **The only company** to locate V-Next plants independent of Cement Asbestos Plants.



# Key Strengths

## Textiles Business

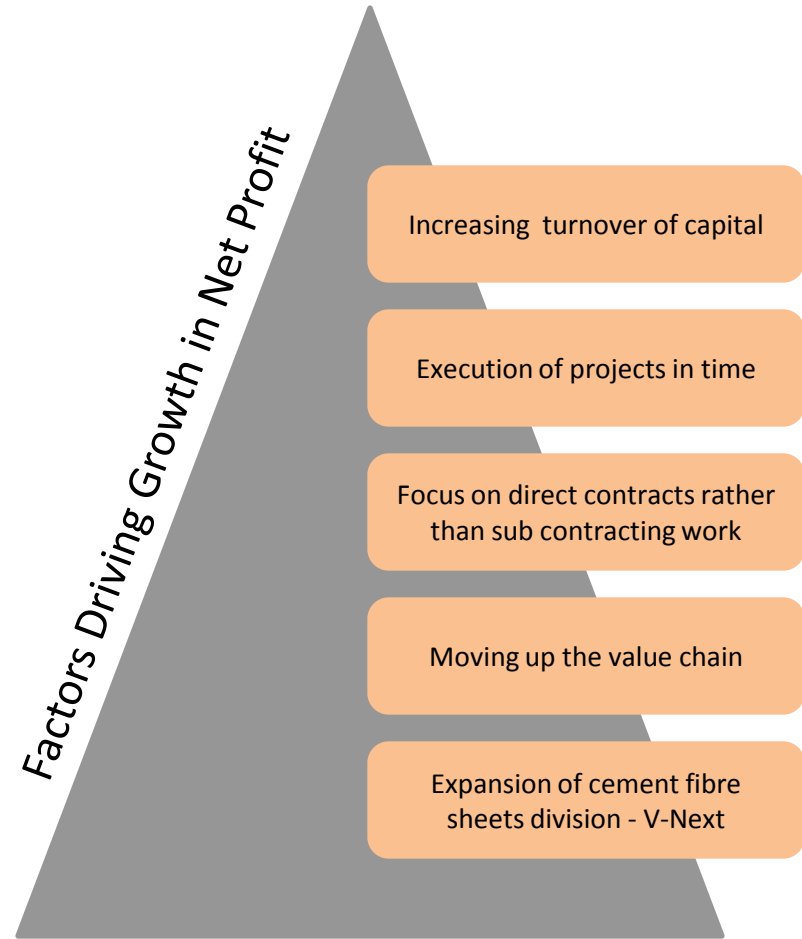
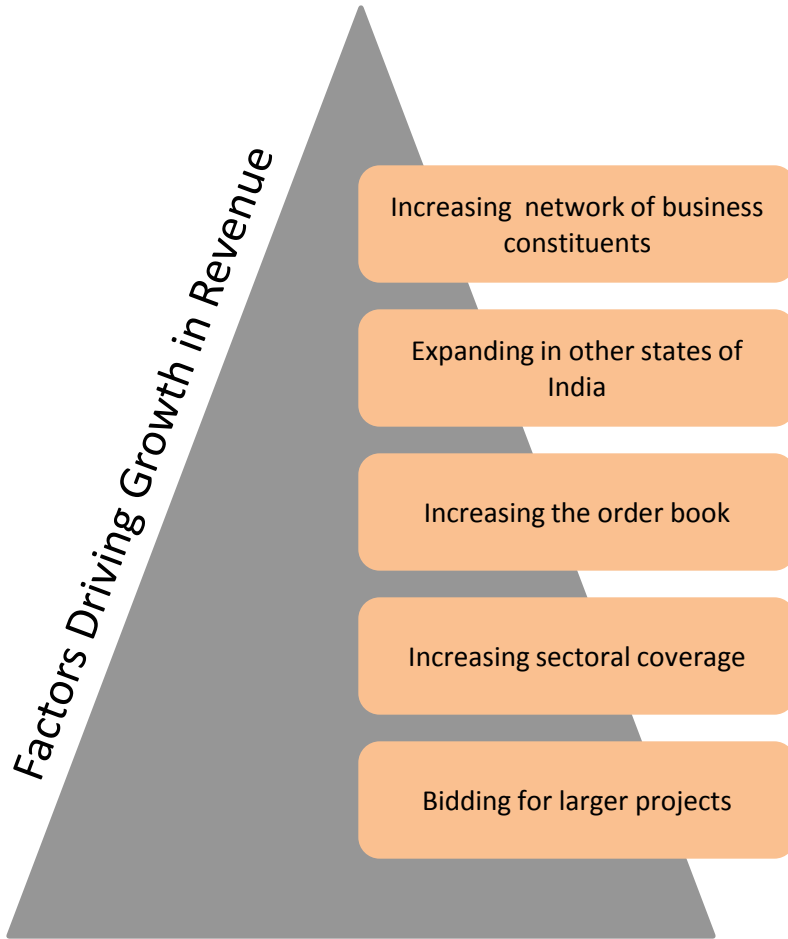
- ✓ **High margins:** The Company manufactures value-added yarn, enjoying some of the highest margins in its segment.
- ✓ **Engineering excellence:** The Company successfully produced dyed yarn at speeds higher than the equipment manufacturer's recommendation.
- ✓ **Large scale:** The Company enjoys an attractive scale; it possesses the single largest Twin Airjet Equipment installation in India and one of the biggest such installations in the world.
- ✓ **Excellent product standard:** The Company's products figure in the top five percentile of Uster Standards in the world.
- ✓ **Niche:** The Company selected to specialise in the niche segment of a commodity business (polyester spun yarns as well as products from 30s to 76s counts - double yarn).
- ✓ **Benchmark productivity:** The Company's Twin Airjet productivity is quoted as the benchmark by Machinery Manufactures (Murata of Japan).
- ✓ **Reputed clientele:** The Company's domestic textiles clients comprise brand-enhancing names like Grasim Industries, Siyaram Silk Mills Ltd, S.Kumar Nationwide Ltd, Shreekar Polyester Pvt. Ltd, Puneet Syntex Pvt. Ltd, Anand Silk Mills, G.M. Knitting Industries Pvt. Ltd, D.C.Textiles, Kalpesh Synthetics Pvt. Ltd, Raj Rajendra Industries Ltd.
- ✓ **Superior quality:** Visaka's yarns are environment-friendly and OEKO-TE certified. The Company's adherence to stringent quality processes resulted in the ISO certification.



**Section 5**

**Business Strategy**

# Overview : Business Strategy



**Section 6**

**Way Forward**

# Way Forward

- Going by the positive statistics on macro data - GDP, IIP, Inflation and Policy rates - by the IMF and the World Bank, there is likely to be an upward surge in housing and infrastructure sector resulting in higher utilization levels for its asbestos cement product business coupled with very strong growth momentum in V-Boards segment.
- In India, still 54% people stay in Thatched, Tiled roofs and Plastic roofs which are yet to convert to good roofing. The top 4 players account for above 50% of the Industry. This provides vast long term opportunity for Cement Asbestos Products.
- Fiber Cement Boards have taken the international market by storm. The strong portfolio of advantages make the product widely endorsed and appreciated by architects and customers worldwide; many of them are replacing plywood which is a 20,000 crore industry. This provides a great long term opportunity to V-Next products (V-Board, V-Designer Board, V-Plank, V-Premium, V-Panel).
- The Company is focusing strongly on V-Next product business for the future.
- The Third Plant is being set up in Haryana which is expected to go into production by March 2018 with a capacity of 50,000 MTPA.
- Freight costs too are expected to remain stable as diesel prices have cooled down.
- Landmark milestones are expected to be crossed soon: V-Board sales may cross Rs 150 crore mark; and sales of Synthetic yarn segment may cross Rs 200 crore mark
- **The Non-Asbestos Segment(V-Boards, V-Panels and Spinning) is expected to reach 50% in 2 to 3 years from the current 33%.**





**Thank You**

