

Shree Pushkar Chemicals & Fertilisers Ltd.

Investor Presentation February 2019



SYSTEM PARTNER







Safe Harbor





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9MFY19* Financial Highlights





Revenue

Rs. 334.3 Crores

EBITDA

Rs. 56.5 Crores

Margin 16.9%

PAT

Rs. 33.2 Crores

Margin 9.9%

Consistently Improving Performance

- Improving business scenario in Dyes & Dye Intermediates
- Launch of Dyes brand "DyecolTM"

Better operating leverage

• Improved Product Mix

Performance in Line

Consistent Improvement in the bottom line

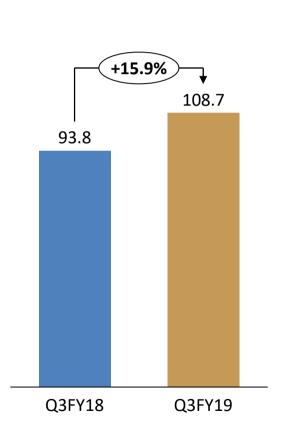
Further Expansion Planned in areas of Dye Intermediates and Sulphur Derivatives at a total investment of Rs. 75 Crores



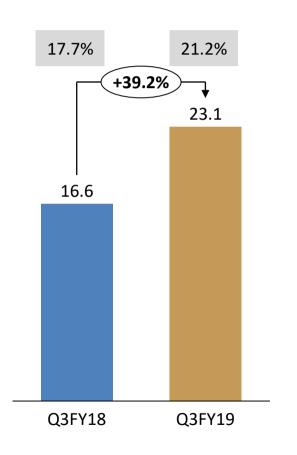


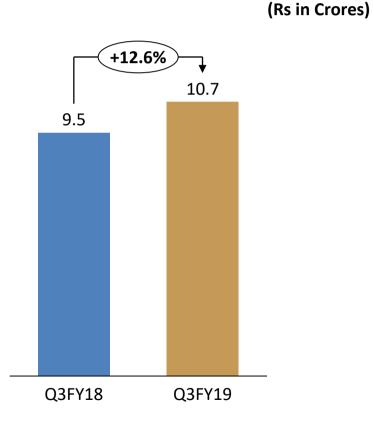






As per Ind AS





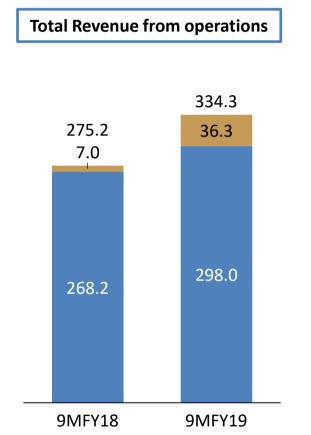
^{*}EBITDA excludes arrears in remuneration to promoters of Rs. 5.03 Crores in Q3FY19. The same had been approved by the shareholders at the AGM held in September 2018

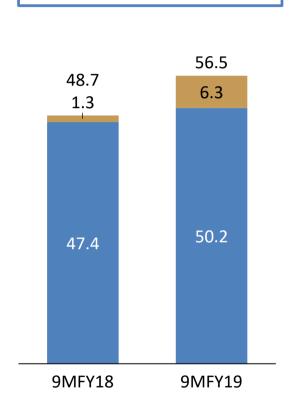
9MFY19* Performance Highlights (Y-o-Y)



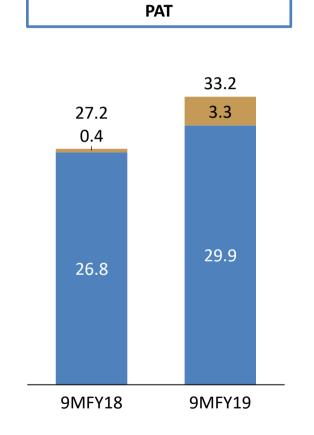


(Rs in Crores)





EBITDA



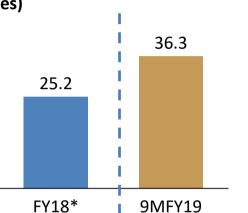
As per Ind AS

Re-organisation in Kisan Phosphates

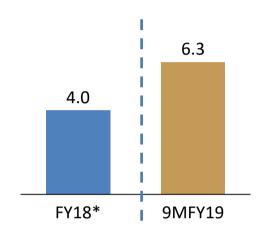


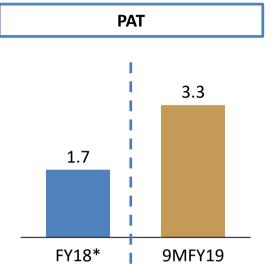












Acquisition of Kisan Phosphates effective from 12th October 2017

Steps Taken for Re-organisation in the business

- 1. Prepaid high cost term loan amounting to Rs. 8.33 Crores
- 2. Switched over bankers cost of funds reduced by 420 bps including other cost benefits on non-fund based limits

In the process of:

- 1. Putting up a Sulphuric Acid plant , 100TPD, wherein ~50% would be for captive consumption
 - a. This would cut the cost of raw material by nearly 12%
- 2. A co-gen captive power plant of 700 KW to cut down power cost by 35-40%
- 3. The acid complex is slated to be commissioned by end of Q3FY19

^{*}Share attributable to Shree Pushkar

Consistent Growth in Business (Rs in Crores) +17% 308.1 266.5 251.2 210.1 FY14 FY15 FY16 FY17*

*As per Ind AS





Margin %

334.3

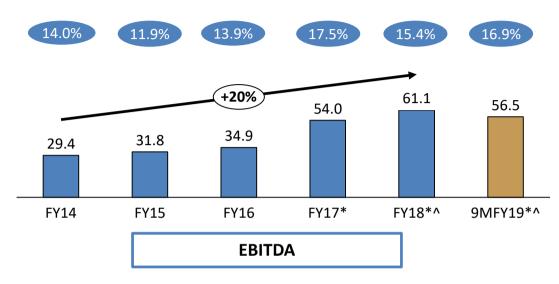
9MFY19*^

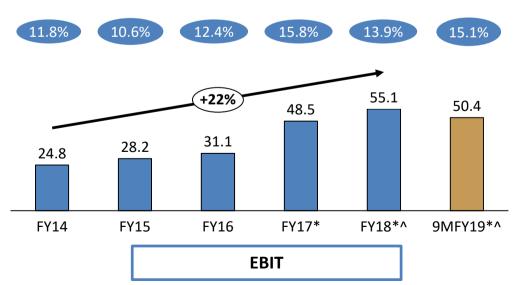
395.3

FY18*^

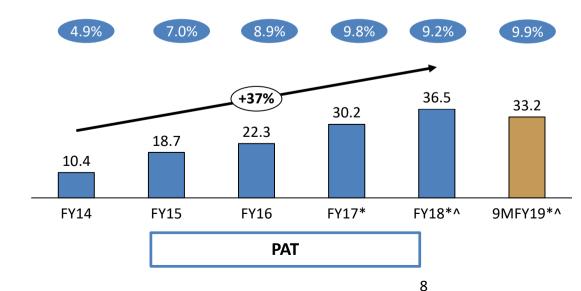
^Includes Revenue from Kisan Phosphates







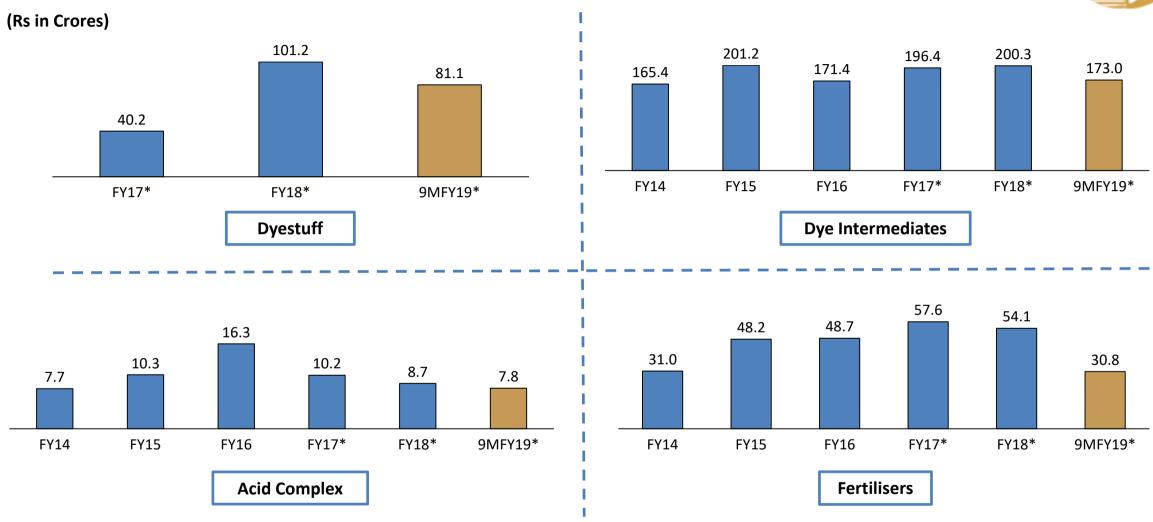
On Consolidated Basis



Higher Contribution from Dyestuff Business







Higher captive consumption of Dye Intermediates and Acids, for Production of Dyes

Key Financial Parameters (Rs in Crores) **ROE**% **Net Debt** 21.1% 16.3% 15.7% 13.7% 45 22 16 _-8__ -24 Mar-14 Mar-14 Mar-15 Mar-16 Mar-17 Mar-18^ Sep-18[^] Mar-15 Mar-16* **Net Debt to Equity ROCE %** 24.9% 19.6% 17.2% 0.9 0.1 0.2 0.2 -0.1 0.0 Mar-14 Mar-15 Mar-16 Mar-17 Mar-18^ Sep-18[^] Mar-14 Mar-15 Mar-16*

DYECOL

15.4%

15.7%

Sep-18*^ Mar-17* Mar-18*^ 23.5% 19.4% 18.3% Mar-17* Mar-18*^ Sep-18*^ 10 * Lower return ratios led by increase in Shareholder Capital post IPO ^Includes Kisan Phosphates On Consolidated Basis As per Ind AS from Mar-17 onwards

Consolidated* P&L Statement







Particulars (Rs. In Crores)	Q3 FY19	Q3 FY18	Y-o-Y	Q2 FY19	Q-o-Q	9M FY19	9M FY18	Y-o-Y	FY18
Revenue from Operations (Net of Excise)	121.4	100.7	20.5%	115.4	5.2%	334.3	275.2	21.5%	395.3
Raw Material	77.0	65.2		76.5		218.4	184.1		272.1
Employee Cost	7.0	5.9		6.6		18.4	13.0		18.7
Other Expenses	12.1	11.7		12.8		36.0	29.3		43.4
Adj. EBITDA	25.3	18.0	40.5%	19.4	29.9%	61.5	48.7	26.3%	61.1
Adj. EBITDA Margin	20.8%	17.9%		16.8%		18.4%	17.7%		<i>15.4%</i>
Arrears in Remuneration to Promoters^	5.0	0.0		0.0		5.0	0.0		0.0
Other Income	0.5	0.4		0.5		1.3	1.3		1.8
Depreciation	2.4	2.1		2.6		7.5	5.6		7.8
EBIT	18.4	16.2	13.1%	17.3	6.1%	50.4	44.4	13.4%	55.1
EBIT Margin	<i>15.1%</i>	16.1%		15.0%		15.1%	16.1%		13.9%
Finance Cost	0.6	1.1		0.6		2.0	2.0		2.9
Profit before Tax	17.7	15.2	17.0%	16.7	6.1%	48.4	42.4	14.2%	52.2
PBT Margin	14.6%	<i>15.1%</i>		14.5%		14.5%	<i>15.4%</i>		13.2%
Tax	6.0	5.4		4.4		15.2	15.2		15.7
PAT	11.8	9.8	20.3%	12.3	-4.2%	33.2	27.2	22.2%	36.5
PAT Margin %	9.7%	9.7%		10.7%		9.9%	9.9%		9.2%

Financials as per Ind-AS

*Includes Revenue from Kisan Phosphates

^Adjusted from employee cost. The revision in remuneration to promoters had been approved by the shareholders at AGM held in Sept'18

Consolidated Balance Sheet

EQUITY AND LIABILITIES (Rs. In Crores)	Sep-18	Mar-18
Equity		
Equity Share capital	30.7	30.2
Other equity	227.8	206.9
Sub-total - Shareholders' funds	258.5	237.1
Sub-total Shareholders rainas	230.3	20712
LIABILITIES		
Non-current liabilities		
Financial liabilities		
Borrowings	7.2	2.7
Provisions	0.5	0.4
Deferred tax liabilities (net)	15.7	14.0
Other non-current liabilities	0.3	0.1
Sub-total - Non-current liabilities	23.7	17.3
Current liabilities		
Financial liabilities		
Borrowings	37.4	61.9
Trade payables	34.1	50.5
Other financial liabilities	0.5	0.4
Other current liabilities	9.1	2.8
Provisions	0.1	0.0
Current tax liabilities (net)	14.5	10.0
Sub-total - Current liabilities	95.7	125.6
TOTAL - EQUITY AND LIABILITIES	377.9	379.9
Financials as per Ind-AS		





ASSETS (Rs. In crores)	Sep-18	Mar-18
Non-current assets		
Property, plant and equipment	160.7	161.4
Capital work-in-progress	8.0	3.4
Goodwill	4.9	4.9
Intangible Assets Under Development	0.0	0.0
Financial assets		
Investments	0.1	0.5
Other financial assets	1.8	1.6
Other non-current assets	8.9	8.4
Sub-total - Non-Current Assets	184.4	180.2
Current assets		
Inventories	52.5	82.3
Financial assets		
Trade receivables	101.5	86.0
Cash and cash equivalents	0.9	0.4
Bank balances other than Cash and Cash equivalents	27.5	19.0
Loans	0.3	0.2
Other financial assets	1.6	1.1
Other current assets	9.2	10.7
Sub-total - Current Assets	193.5	199.7
Assets Classified as held for Sale	0.0	0.0
TOTAL - ASSETS	377.9	379.9

Standalone P&L Statement







Particulars (Rs. In Crores)	Q3 FY19	Q3 FY18	Y-o-Y	Q2 FY19	Q-o-Q	9M FY19	9M FY18	Y-o-Y	FY18
Revenue from Operations (Net of Excise)	108.7	93.8	15.8%	103.2	5.3%	298.0	268.2	11.1%	370.2
Raw Material	70.2	63.7		70.0		198.1	182.5		258.3
Employee Cost	6.1	5.2		5.5		15.8	12.4		17.0
Other Expenses	9.3	8.3		10.2		28.9	26.0		37.8
Adj. EBITDA	23.1	16.6	39.0%	17.5	32.3%	55.2	47.4	16.6%	57.1
Adj. EBITDA Margin	21.2%	17.7%		16.9%		18.5%	17.7%		15.4%
Arrears in Remuneration to Promoters*	5.0	0.0		0.0		5.0	0.0		0.0
Other Income	0.5	0.4		0.5		1.3	1.3		1.8
Depreciation	2.0	1.7		2.2		6.2	5.2		6.9
EBIT	16.6	15.2	9.1%	15.7	5.6%	45.4	43.4	4.5%	51.9
EBIT Margin	<i>15.3%</i>	16.3%		15.3%		15.2%	16.2%		14.0%
Finance Cost	0.4	0.6		0.3		1.2	1.6		2.3
Profit before Tax	16.3	14.6	11.3%	15.4	5.4%	44.1	41.8	5.5%	49.7
PBT Margin	<i>15.0%</i>	15.6%		<i>15.0%</i>		14.8%	15.6%		13.4%
Tax	5.6	5.2		4.3		14.3	15.0		16.5
PAT	10.7	9.5	13.0%	11.1	-3.8%	29.9	26.8	11.2%	33.2
PAT Margin %	9.8%	10.1%		10.8%		10.0%	10.0%		9.0%

Standalone Balance Sheet

EQUITY AND LIABILITIES (Rs. In Crores)	Sep-18	Mar-18
Equity		
Equity Share capital	30.7	30.2
Other equity	222.2	203.5
Sub-total - Shareholders' funds	252.9	233.7
LIABILITIES		
Non-current liabilities		
Financial liabilities		
Borrowings	0.5	0.3
Provisions	0.5	0.4
Deferred tax liabilities (net)	15.7	14.1
Other non-current liabilities	0.3	0.1
Sub-total - Non-current liabilities	17.0	15.0
Current liabilities		
Financial liabilities		
Borrowings	14.1	40.8
Trade payables	27.6	39.1
Other financial liabilities	0.5	0.4
Other current liabilities	6.1	2.6
Provisions	0.1	0.0
Current tax liabilities (net)	13.9	9.9
Sub-total - Current liabilities	62.3	92.9
TOTAL - EQUITY AND LIABILITIES	332.2	341.6
Financials as per Ind-AS		





ASSETS (Rs. In crores)	Sep-18	Mar-18
Non-current assets		
Property, plant and equipment	141.9	141.8
Capital work-in-progress	1.7	0.3
Goodwill		
Intangible Assets Under Development	0.0	0.0
Financial assets		
Investments	21.4	21.8
Other financial assets	1.6	1.5
Other non-current assets	7.0	7.3
Sub-total - Non-Current Assets	173.6	172.6
Current assets Inventories	42.4	67.1
Financial assets Trade receivables	70.0	72.4
Cash and cash equivalents	79.8 0.5	72.4 0.3
Bank balances other than Cash and Cash equivalents	27.5	19.0
Loans	0.3	0.2
Other financial assets	1.6	1.1
Other current assets	6.4	8.9
Sub-total - Current Assets	158.6	169.0
Assets Classified as held for Sale	0.0	0.0
TOTAL - ASSETS	332.2	341.6

9MFY19 Segmental Highlights

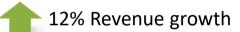




- Sustained contribution from Dyestuff segment to our revenues which has been on the uptrend. We believe, the realization of Dyestuff to improve as the increase in prices of dye intermediates gets passed on to the dyestuff
- Acid Complex Division continues to have higher captive utilization for Dye Intermediates in view of additional capacity in Dye Intermediates and production of dyes

Dyestuff





Fertiliser

44% Volume de-growth

29% Revenue de-growth

Dye Intermediates



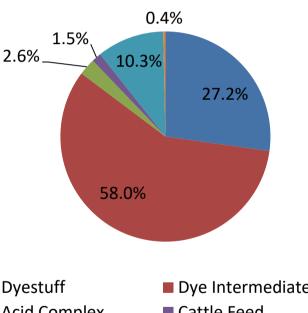
24% Revenue growth

Acid Complex

36% Sales Volume degrowth



Revenue Break up 9MFY19



DyestuffAcid ComplexFertiliserDye IntermediatesCattle FeedOthers

^{*}Volumes represent sales volumes





A Winning Formula...





Ramping up of **higher margin Dyestuff Segment**

Products spread across **5** segments

Brand DyecolTM for Dyestuff Segment

Undertaken **Backward & Forward Integration**

Single location plant at Lote Parshuram



Evolution of Our Business







2011 – 2016

- Commenced trading/imports of chemical products & dye Intermediates
- In 2001, changed our focus to manufacturing by starting Gamma Acid
- In 2002, began backward integration for In-house Raw Material & Cost Efficiencies
- Recycling of effluents from Dye Intermediates Division with the manufacturing of Di Calcium Phosphate in 2007
- In 2010, commenced the Acid Division

- In 2011, began use of Spent acid for manufacturing of SSP and Soil Conditioner
- In 2016:
 - Started our NPK Plant
 - Expanded capacities within Dye Intermediates
 - Moved up the Value chain with Manufacture of Dyestuff

2017 & Beyond

- •We continue to rapidly expand our presence in the Dyestuff Segment
- With commissioning of additional capacity we have doubled our capacity to manufacture Dyestuff
- •We have commissioned additional capacity of SOP by 10,000 TPA
- Planned Expansion in the areas of Dyes Intermediates and Sulphur Derivatives
- •Launched the brand Dyecol™ for Dyestuff

Our Product Portfolio



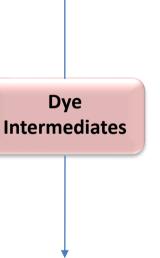


Our Products

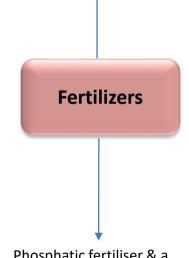
Constantly on the improvement based on market response with over 30 different shades in Reactive dyes Black, Yellow & Red

DyeStuff

Used for Dying of Textile / Yarns commonly cellulosic material Gamma Acid, K- Acid, R-Salt, Vinyl Sulphone, Meta Ureido Aniline and H- Acid

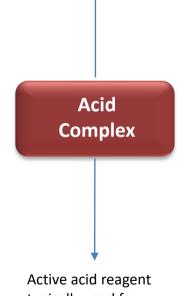


Products manufactured from organic chemicals and are further processed to obtain dyestuff Single Super Phosphate (SSP)
Soil Conditioner, Mixed granulated fertiliser (NPK), Sulphate Of Potash (SOP)



Phosphatic fertiliser & a fertiliser used to the improve the soils quality and for improving / Building soil

Sulphuric Acid, Oleum and Chloro Sulphonic Acid (CSA)



Active acid reagent typically used for Sulphonation reaction

Di- Calcium Phosphate (DCP)

Cattle Feed

Mainly used as a dietary supplement in animal feed products by cattle & poultry feed manufacturers

Applications of the Products



A Snapshot of Our Infrastructure





Dyestuff & Dye Intermediates

Product	Capacity in MTA	
Reactive Dyes	6,000	
H-Acid	3,150	
Vinyl Sulphone	3,700	
K-Acid	960	
Gamma Acid	480	
Meta Ureido Analine	600	
R Salt	96	

Fertilizers

Capacity in MTA	
2,00,000	
20,000	
18,000	
18,000	
	2,00,000 20,000 18,000

Others

Product	Capacity in MTA
Acids	40,000
Di Calcium Phosphate	7,500
Granular Calcium Chloride	6,500



A One Stop Solution





All our Plants are at a single location, Lote Parshuram, Maharashtra...

Unit 1 – Dye Intermediates



Unit 2 – SSP Granulation Plant



Unit 4 - SOP



Sulphuric Acid Plant



... leading to operational and logistics efficiencies.

Unit 3 - New Reactive Dyes Plant





New Application Lab for Testing of Dyes





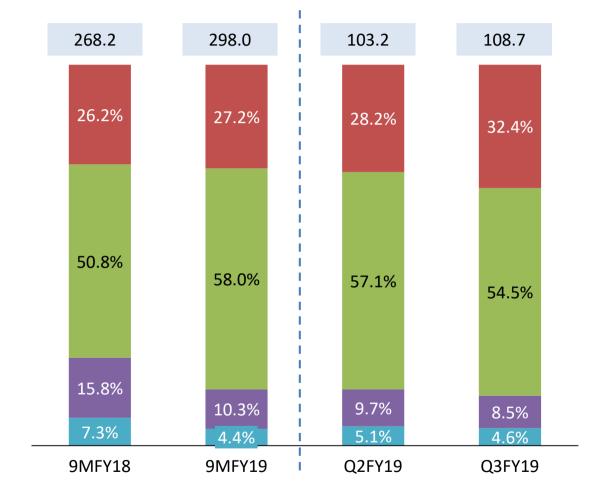
Persistent Focus on the High Margin Dyestuff Segment





As a proportion of our Revenues





^{*}Above figures are on Standalone Basis

Our Foray into Dyestuff





What are Reactive Dyes?

- A class of highly coloured organic substances
- Primarily used for dyeing textiles, for cellulosic fibers like cotton/flax & also wool
- They attach themselves to their substrates by a chemical reaction that forms a covalent bond between the molecule of dye and that of the fibre

Our Manufacturing Capacity

- Located at our Integrated Complex in Lote Parshuram
- Installed capacity of 6,000 MTA
- The plant is a Zero effluent Discharge Plant

Captive Consumption of Raw Material

- Additional Vinyl Sulphone Capacity of 1000 MTA commissioned in January 16 and commercial production commenced in Q2FY16-17
- Additional H-Acid Capacity of 750 MTA commissioned in March 17 and was under trial runs in Q1FY18
 - Commercial Production was started in August 2017

A One Stop Solution for Reactive Dyestuff Manufacturers for the Textile Sector...

An Overview of our Dye Intermediates Business









Product offerings for Dyestuff Manufacturers

Gamma Acid

Meta Ureido Aniline



H- Acid

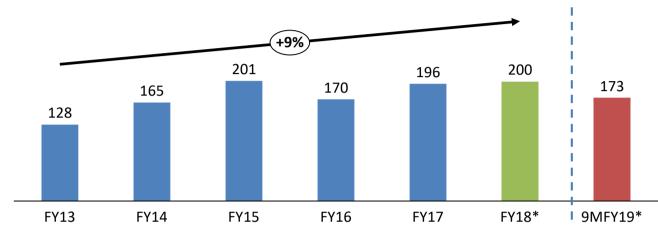
Vinyl Sulphone

K- Acid

R-Salt

The 5 items covered in the Current Product basket cater to~80% of Reactive dye stuff industry





- One of the few manufactures of wide range of dye intermediates in India with zero waste
- □ Post 2006, we have been enjoying best cost efficiency due to recycling of effluents
- State of art integrated manufacturing facilities located at Lote Parshuram, Maharashtra
- ☐ Total Capacity of 8,986 MTA
- ☐ Amongst India`s large manufacturers of K-Acid
- End Use in manufacturing of Dyes for Textile Industry

Our Fertilisers Division





Single Superphosphate (SSP)

Nitrogen Phosphorus Potassium (NPK)

Sulphate of Potash (SOP)

Soil Conditioner

- The main raw materials for SSP are rock phosphate and sulphuric acid and it is based one of the simplest chemical reactions in the fertilizer industry
- SSP, which is a poor farmer's fertilizer (pricewise), is an option to optimise the use of phosphatic fertilizers
- We have a capacity of 100,000 TPA which was started in 2011 + additional 100,000 TPA by way of Kisan Phosphates

- NPK fertilizer is primarily composed of three main elements: Nitrogen (N), Phosphorus (P), and Potassium (K)
- We have received a license for manufacture of Mixed Fertilizer NPK in the state of Maharashtra
- We have a Capacity of 18,000 MTA and was launched on February 2016

- SOP is a preferred form of potassium in saline or sodic soil conditions and where irrigation water may have high chloride levels
- We started the SOP plant with a capacity of 10,000 MTA commenced Commercial Production in the end of September 2016 and further commissioned additional 10,000 MTA capacity based on improved demand
- Soil conditioner is a product which is added to soil to improve the soil's physical qualities, usually its fertility (ability to provide nutrition for plants) and sometimes aids its mechanics.
- We have a capacity of 12,000 MTA and commenced manufacture in 2011 + additional 6,000 TPA by way of Kisan Phsophates
- Launched its own soil conditioner brand 'Dharti Ratna' in Western Maharashtra

Granular Calcium Chloride

- To utilize HCL generated in SOP, we set up a granular calcium chloride plant
- Calcium Chloride is designed for snow removal and deicing operation
- The Plant has a capacity of 6500 MTA.
 Commercial Production commenced in February 2017

Inorganic Expansion in Fertilizers





Acquired 100% equity of Kisan Phosphate Pvt Limited for Rs. 9+ Crores – Acquisition effective from 12th October 2017

Existing Capacity at Lotte Parshuram		
Product	Capacity in MTA	
SSP	1,00,000	
DCP	4,500	
Soil Conditioner	12,000	

ĺ	Existing Capacity wit	h Kisan Phosphates
	Product	Capacity in MTA
	SSP	1,00,000
	DCP	3,000
	Soil Conditioner	6,000

- Kisan Phosphate is in similar business segment in separate geographical region
- Manufactures Single Super Phosphate (SSP), Di Calcium Phosphate (DCP) and Soil Conditioner
- The company is in process of setting 100 TPD Sulphuric acid plant along with a Co-gen power plant of 700 KW

The acquisition shall help to expand the business to Rich Northern belt (Punjab, UP, Haryana, Rajasthan and Himachal Pradesh) of the country with Augmented Sales Network

Our Marketing Partnerships







NPK Fertiliser

NPK is sold under Marketing tie-up with DCM Shriram Launched under the brand 'Shriram Urja Mix' in the state of Maharashtra



SSP Fertilizer

Marketing arrangement with **DCM Shriram Chemical & Fertilizers** for Single Super Phosphate in **Maharashtra and Karnataka**



Di Calcium Phosphate (Cattle Feed Supplement)

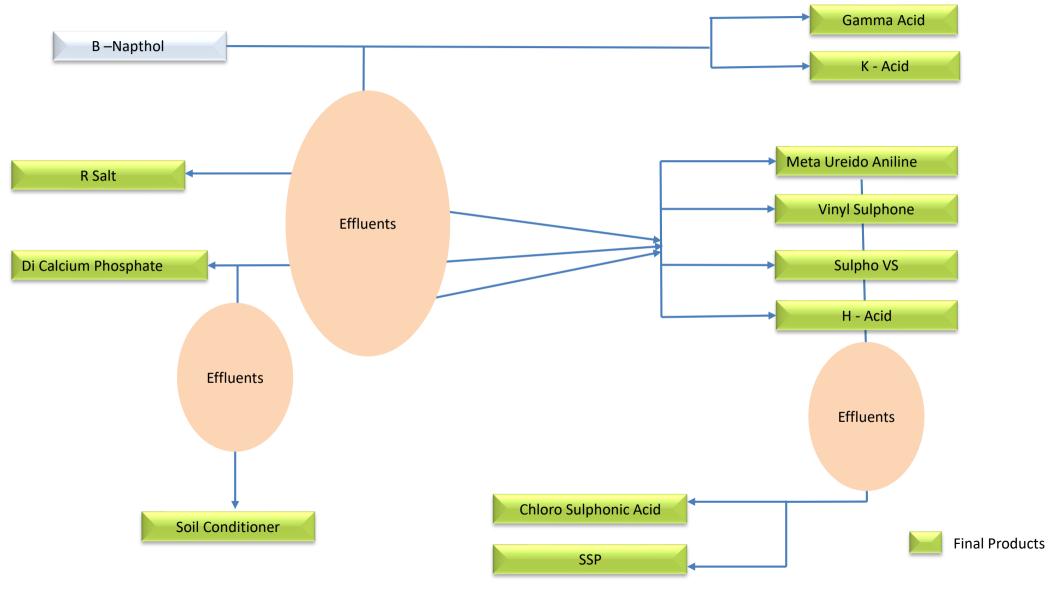
Tie-up with **Shivam Chemicals** for marketing of Di-Calcium Phosphate in **Karnataka**

- Along with our marketing partnerships, we are constantly strengthening our own retail marketing network for sale of other fertiliser products
- We are system partner for BlueSign & are in the process of reaching out to various
 International Clientele

Zero Waste Methodology – Creating Value







Our Strengths





Fast Paced Growth in our Dyestuff Segment

Substantial increment in the contribution from Dyestuff Segment to our Revenue on a quarter on quarter basis

Low Financial Leverage

Zero Debt Company with Debt to Equity nearly NIL

Internal Co-generation of Power

Use of High Pressure Steam generated from Acid Plant for Power Generation and Internal Consumption and also consume low pressure steam for general heating in the various plants, thus saving on fuel cost

Own logistics Fleet

For smooth transportation of raw material and products to Clients



Zero Waste Chemical Company

We do not incur large costs on effluent treatment due to our zero waste model

Cost Efficiencies

We are backward Integrated for Raw Material manufacturing

Single Location Plant

All Facilities within MIDC, Lotte Parshuram, Maharashtra, thus offering us numerous logistics and management control advantages

Inorganic Growth

Took the first step of inorganic growth by 100% equity acquisition of Kisan Phosphates Pvt Ltd, located in Hisar, Haryana

Growth Drivers for the Future









Environmentally Conscious

- A clean track record with no regulatory issues
- Continue to recycle our effluents in our integrated model and minimize discharge
- We are already BlueSign certified company and our manufacturing bases are as per international EHS Standards

Plans For Expansion

- Reactive Dyes Capacity expanded to 6000 MTA
- Sulphate of Potash (SOP) capacity to be doubled to 20,000 MTA

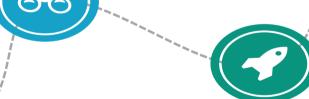
Working towards our Brand

Launched the brand **Dyecol[™]** for Dyestuff and looking to capture more value by leveraging our marketing capabilities



Auxiliary Textile Chemicals

We have begun test marketing Auxiliary Chemicals



Growth within the Dyestuff Segment

We have been focusing on increasing revenue from the higher margin Dyes Business through the export and domestic markets





Latest Happenings of the Industry





The Dye & Dye Intermediates Industry largely caters to the Textile Industry and is concentrated in China, India and other smaller Asian Countries.

The dominance by these countries is further driven by the fact that the global textile industry is also concentrated here.

China has had a dominant position in production and consumption of dyes globally.

However, China's Dominance is steadily shrinking ...

- China's share in the Global Colorant industry was once about 1/3rd of the total supply, but has gradually declined over the years. The key reasons are:
 - The Chinese Governments fight against polluting industries
 - Beijing is considered the most polluted city in the world
 - Growing number of RED Category Industries contributing to extensive air and water pollution
- The enforcement of stringent government norms to curb environmental pollution by chemical companies resulted in the periodical shutting down of large capacities within the Dyestuff/Dye Intermediates Industry
- Recently the Chinese Government has extended the fight against pollution to Metals industry such as aluminium as well, reiterating its focus on curbing pollution

Compliant companies like Shree Pushkar are at an advantageous position under the current scenario...



Client Profile





Domestic Clients

















International Clients





Key Management











Punit Makharia
Chairman & Managing Director
A first generation entrepreneur, he
holds a Bachelors in Commerce with a
rich business experience of over 2
decades in dealing with chemical and
dyes intermediates



Gautam Makharia
Managing Director
With and BE in Electronics and an
MBA(Finance), his experience
spans across GE, P & G, Barclays,
BARC



Ratan Jha
CFO
CA with 10+ years of
experience in
accountancy and
taxation



Dilip Shah
GM – Export Import
Has 28 years of
experience in the field of
Import and Export



R Purohit
GM Marketing—Fertilizer
20+ years of experience in
strategic planning, marketing/
business development



Associate Director
A chemical engineer wiith
experience of 34 years in project
financing and techno economic
feasibility studies of industrial
projects



Rajkumar Sahani
VP - Projects
A chemical Engineer with over 43
years of experience in setting up
various chemical plants and has
worked with R.C. Fertilisers Private
Limited



Mahendra Kavadia
GM of Unit I

Over 29 years of experience in the field of dyes, chemicals and fertilisers



R M Tiwari
GM of Unit II
30 years of experience in
manufacturing of
fertilizers



GM of Unit III
With an B. Tech in Dyes &
Pigments, he has over 20+
years of experience in the
manufacture of Dyes



Satish Chavan
Company Secretary

With experience of over 2 years he is a CS with Bachelors degree in Commerce and Law





For further information, please contact

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