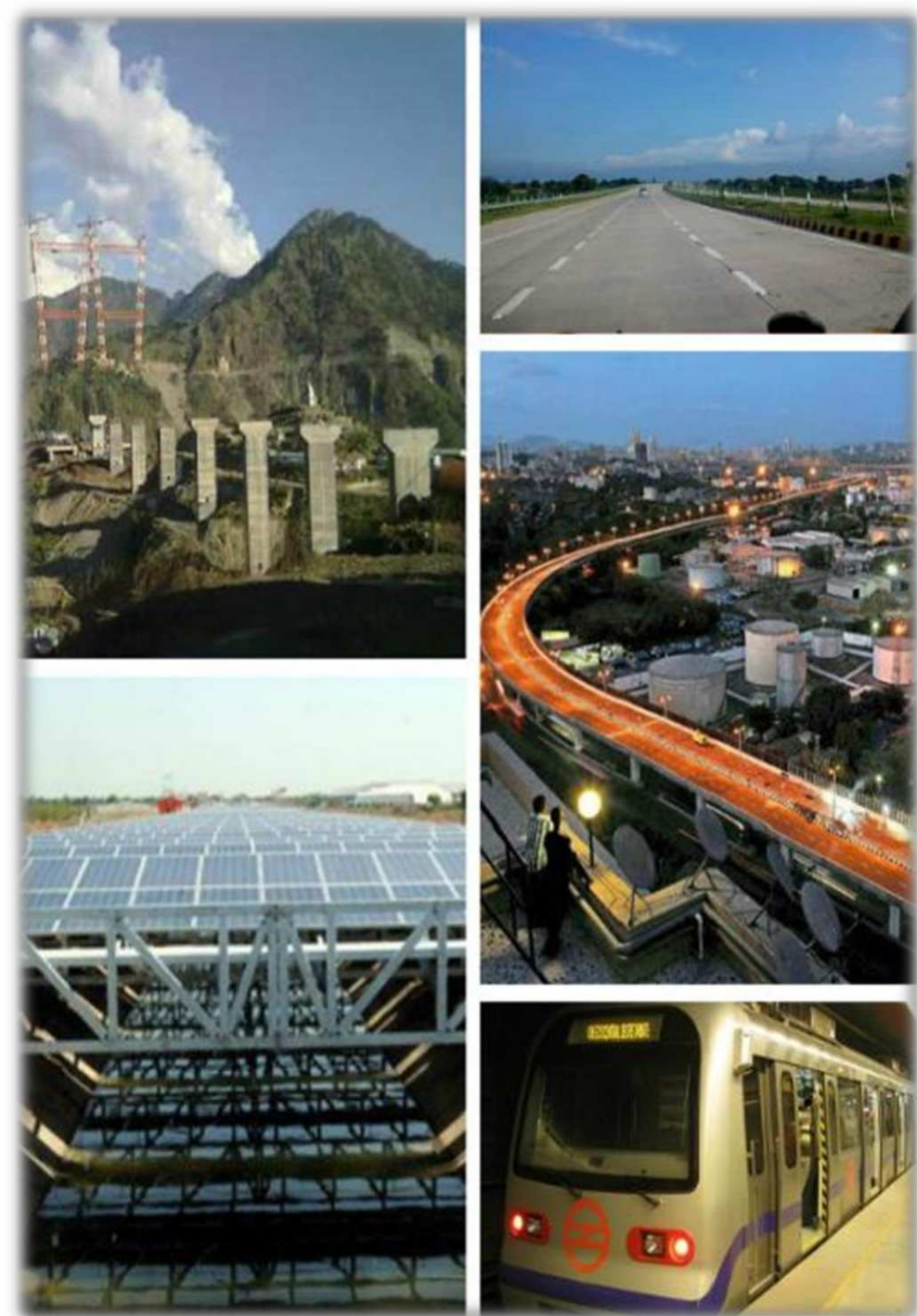


# CORDS

THE IDEAL CONNECTION



Investor Presentation – May 2018



# Safe Harbour

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# A Specialized Control and Instrumentation Cable Company

Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure

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

95% of our orders are based on customer specifications

86% of our cables constitute **Instrumentation & Control Cables** and 14% is **Power Cables**

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



... offering Wide Range of Products to Multiple Industries

Instrumentation Cables

Thermocouple Cables

Control Cables

LV Power Cables

**SPECIALTY CABLES**

Fire Survival Cables  
Silicon Rubber Cables  
Special Cables for Oil & Gas  
Special Cables for Water Desalination  
EPR Cables  
Fieldbus Cables  
Low Temperature Cables  
Solar PV Cables  
Railway Jelly Filled Quad Cables  
Eurobalise Railway Safety Cables  
Low Smoke Halogen Free Cables



# ... with a Diverse Portfolio of Products

## Catering to the New Age Demand

### Thermocouple Cables

Application:

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

### Control & Electrical Wiring Cables

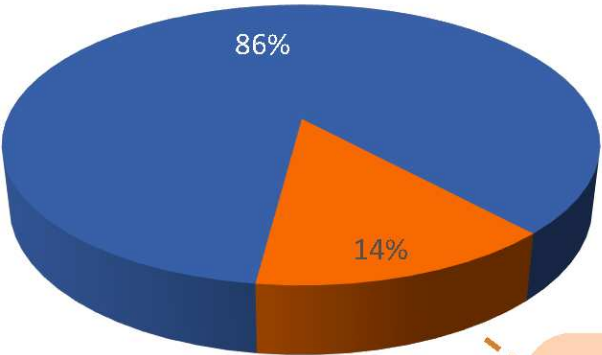
Application:

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

### Instrumentation, Signal and Data Cables

Application:

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



### Sales Composition

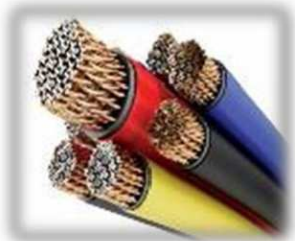
- Instrumentation & Control Cables
- Power Cables

## And Traditional Demand

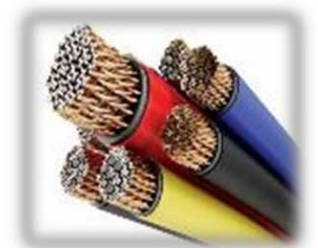
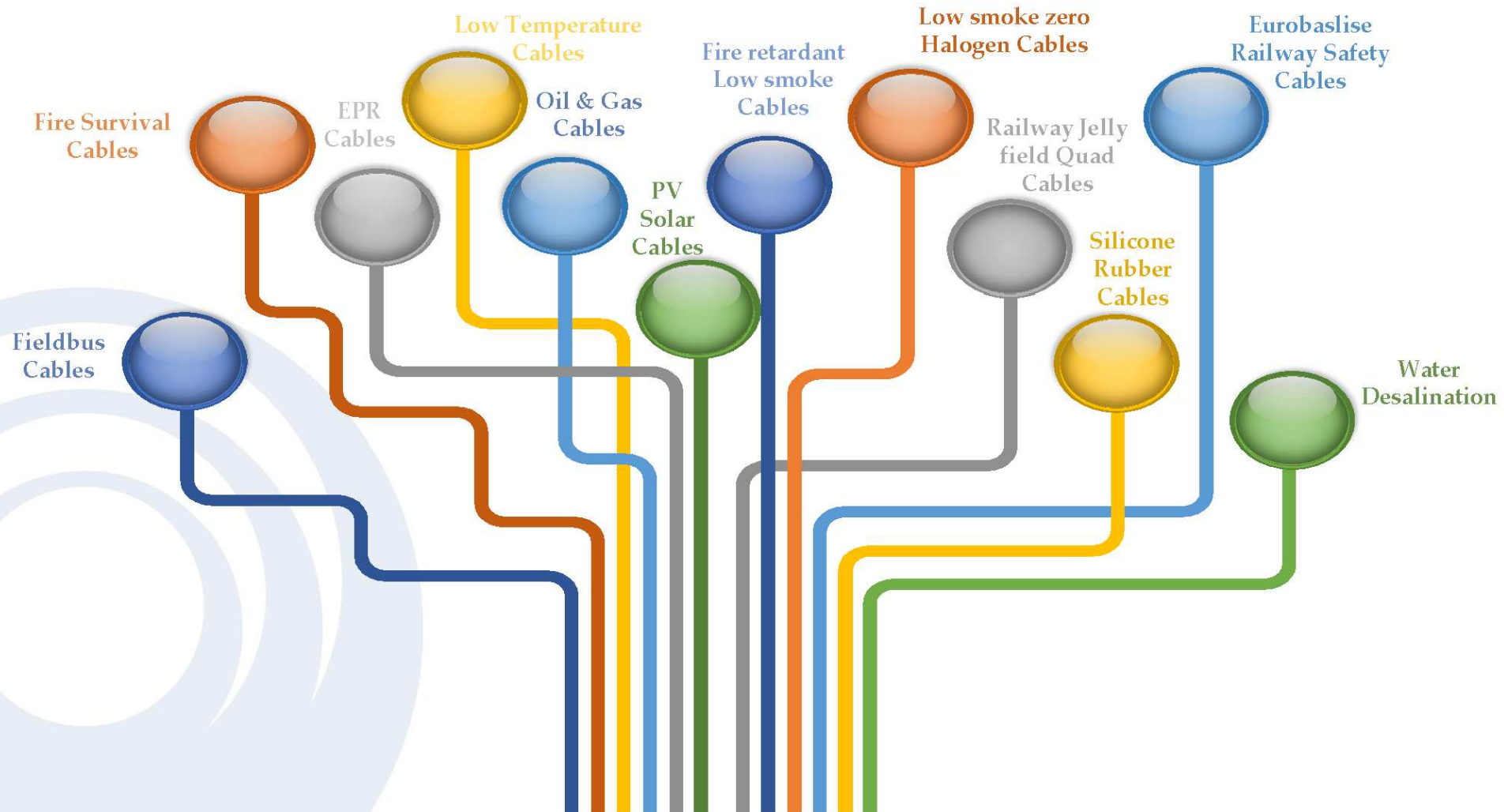
### LV Power Cables

Application:

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



*Special cables*



# ... 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

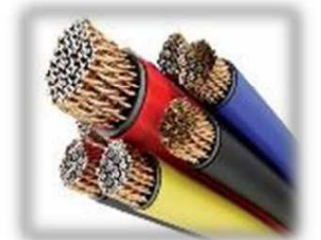
Aim at Innovation & Development of new varieties of cables at regular time intervals

## 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.



**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

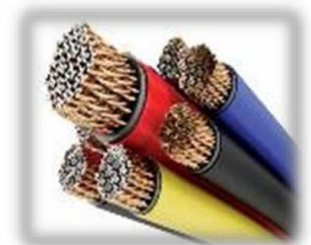
**Manoj Gupta**  
CFO

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



**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

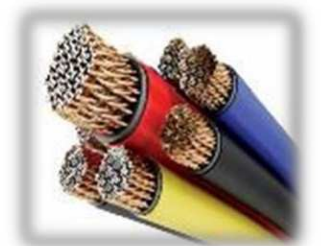
Strive for long-term relations and partnerships with customers, vendors and business associates

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



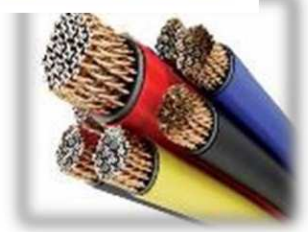
# ... Long Term Customer Relationship

## Domestic

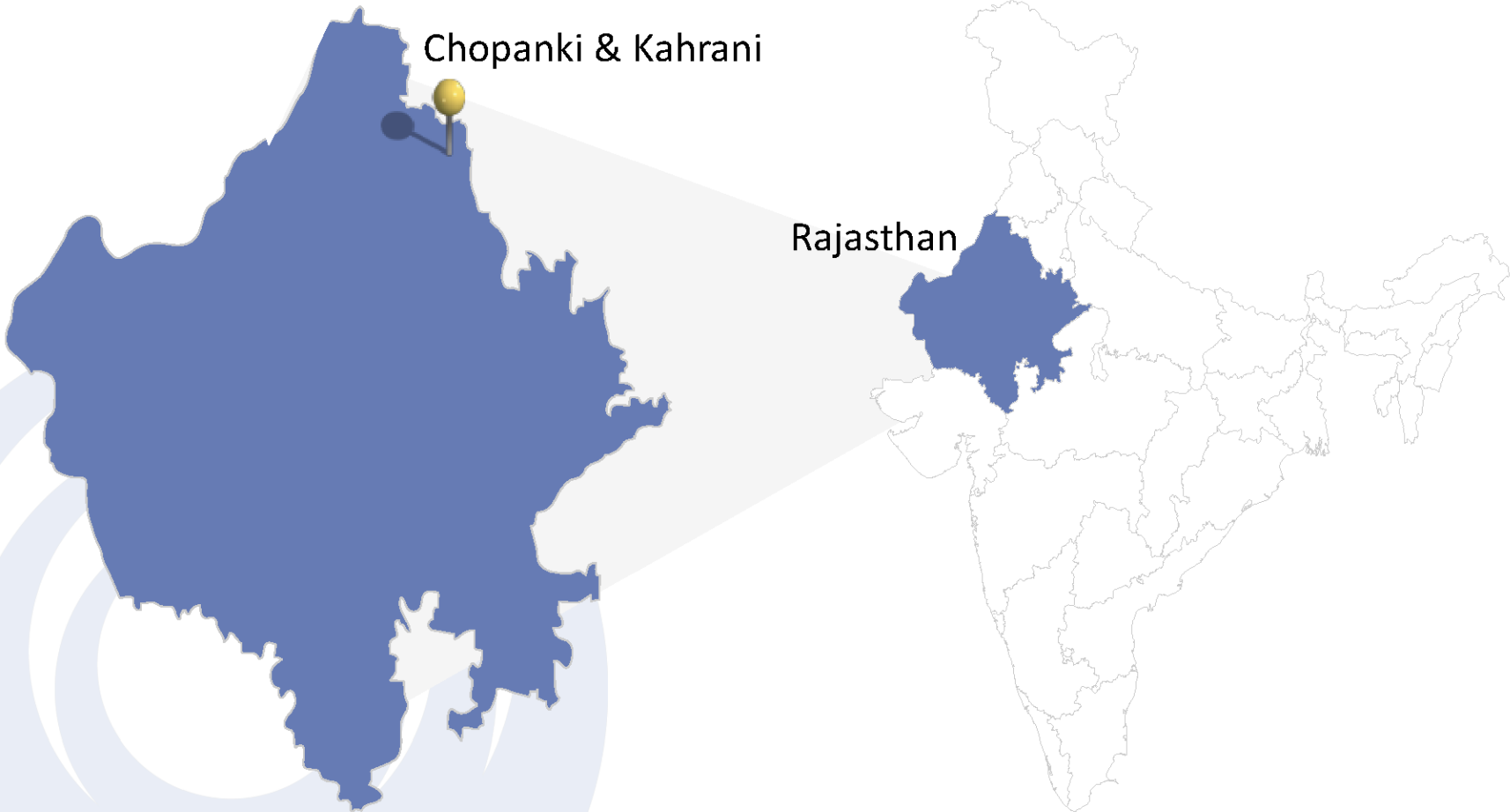
Over 20 years of Relationship



## International



# ... 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



**Disclaimer:** Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

# ... 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

