

29 January 2024

Corporate Relationship Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001

Script Code: 543981

National Stock Exchange of India Limited Exchange Plaza, Plot No. C-1, Block G, Bandra – Kurla Complex, Bandra (East), Mumbai – 400 051

Symbol: RRKABEL

Sub: Corporate Presentation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the corporate presentation of the Company.

Kindly take the same on your record.

Thanking you,

Yours sincerely,

For R R KABEL LIMITED

Himanshu Navinchandra Parmar Company Secretary and Compliance officer M. No. – F10118

R R KABEL LIMITED | RR Global Company | www.rrkabel.com | CIN NO.: U28997MH1995PLC085294

Regd. Off.: Ram Ratna House, Utopia City, P. B. Marg, Worli, Mumbai - 400 013 • T : +91-22-2494 9009 / 2492 4144 • F : +91-22-2491 2586 • E : mumbai.rrkabel@rrglobal.com Corp. Off : Alembic Business Park (W), Ground Floor, Bhailal Amin Marg, Gorwa, Vadodara - 390 003. T : +91-265-6830 800 / 7383 825 234 • E : vadodara.rrkabel@rrglobal.com



Investor Presentation

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January 2024

Safe Harbor



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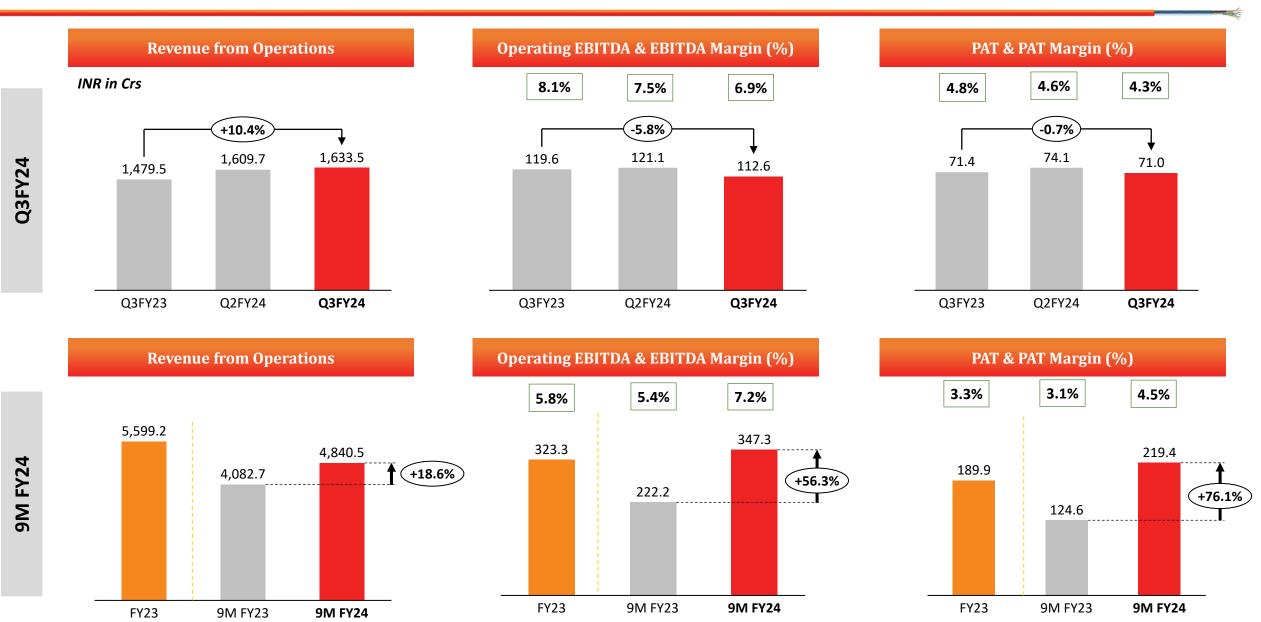
All Maps used in the presentation are not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

Q3 & 9M FY24 – Quarterly Results

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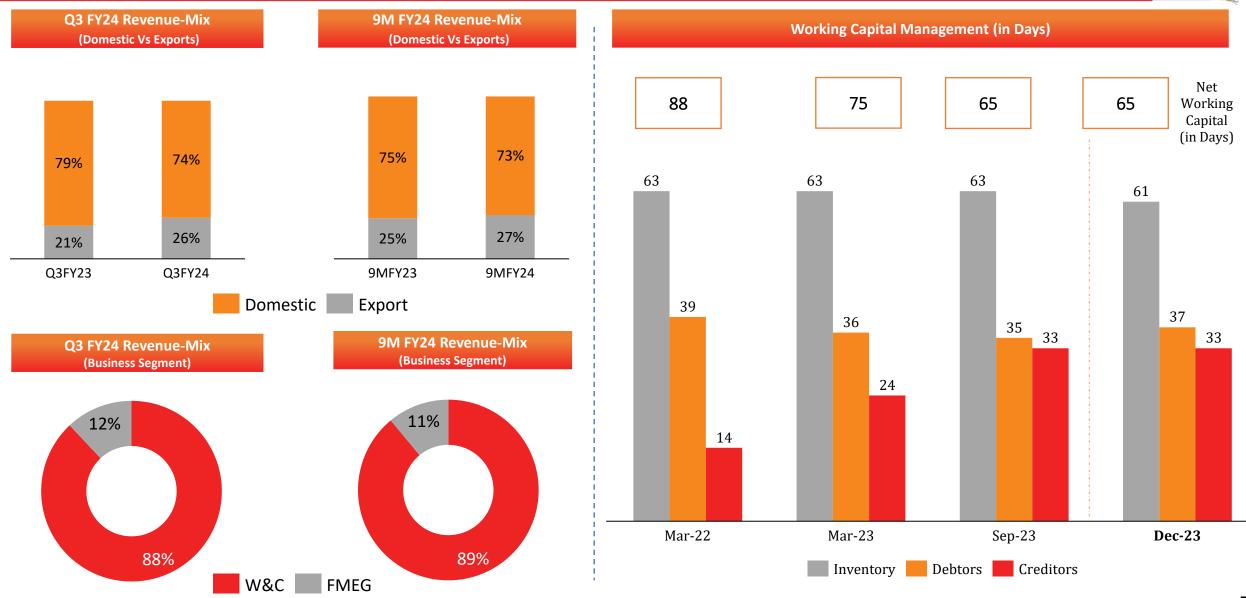
Q3 & 9M FY24 Key Performance Metrics





Operational Highlights





Consolidated Profit & Loss Statement – Q3 & 9M FY24



Profit & Loss Statement (INR. Crs)	Q3 FY24	Q3 FY23	Y-o-Y	Q2 FY24	Q-o-Q	9M FY24	9M FY23	Y-o-Y
Revenue from Operations	1,633.5	1,479.5	10.4%	1,609.7	1.5%	4,840.5	4,082.7	18.6%
Cost of Materials Consumed	1,148.1	1,109.2		1,257.3		3,602.5	3,117.5	
Purchase of stock-in-trade	103.0	79.1		110.7		306.1	271.7	
Changes in Inventories of Finished Goods and Work in Progress	70.8	-7.9		-77.9		9.0	-37.2	
Gross Profit	311.6	299.1	4.2%	319.5	-2.5%	922.9	730.8	26.3%
GP %	19.1%	20.2%		19.9%		19.1%	17.9%	
Employee Benefits Expense	81.8	63.8		80.3		238.9	193.0	
Other Expenses	117.2	117.7		118.4		337.7	315.9	
Share of Profit of Joint Venture (net of tax)	0.0	2.0		0.2		0.9	0.3	
EBITDA	112.6	119.6	-5.8%	121.1	-7.0%	347.3	222.2	56.3%
EBITDA %	6.9%	8.1%		7.5%		7.2%	5.4%	
Other Income	12.2	3.7		14.8		43.3	20.6	
Depreciation and Amortisation Expense	16.5	16.5		16.6		49.2	46.0	
EBIT	108.3	106.8	1.5%	119.2	-9.1%	341.4	196.8	73.4%
Finance Costs	12.4	11.4		14.2		41.0	29.1	
РВТ	95.9	95.3	0.6%	105.0	-8.7%	300.4	167.7	79.1%
Total Tax Expense	25.0	23.9		31.0		81.0	43.1	
Profit for the period	71.0	71.4	-0.7%	74.1	-4.2%	219.4	124.6	76.1%
PAT %	4.3%	4.8%		4.6%		4.5%	3.1%	
EPS (As per Profit after Tax)	6.4	6.4		6.7		19.6	11.2	

Company Overview

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At Glance

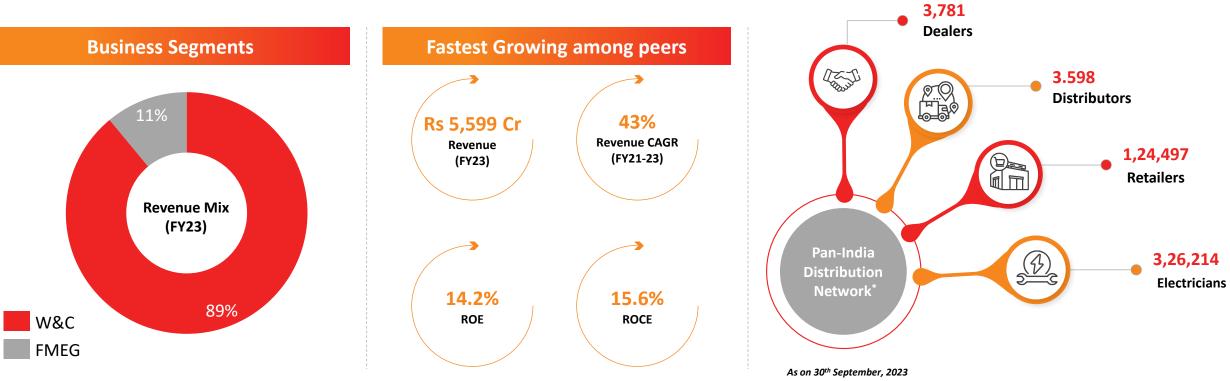




Founded in 1999. 5th largest player in the Indian Wires and Cables(W&C) industry by value in FY23

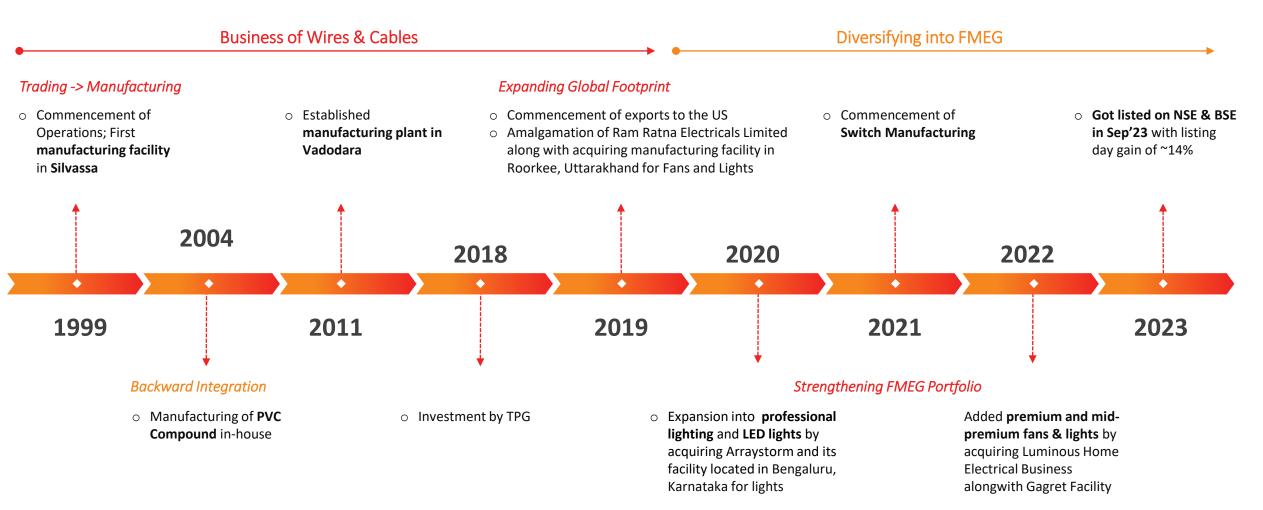
Electrical conglomerate present in 85+ countries worldwide. Our products have 35 international certifications, distinguishing us in the Indian consumer industry

Integrated In-house manufacturing. Five facilities across India, Two for Wires & Cables and Three for Fast Moving Electric Goods (FMEG)





RR Kabel has operating history of 20+ years





B2B to B2C Play across all Consumer Electrical Segments with Cross-Sell Opportunity

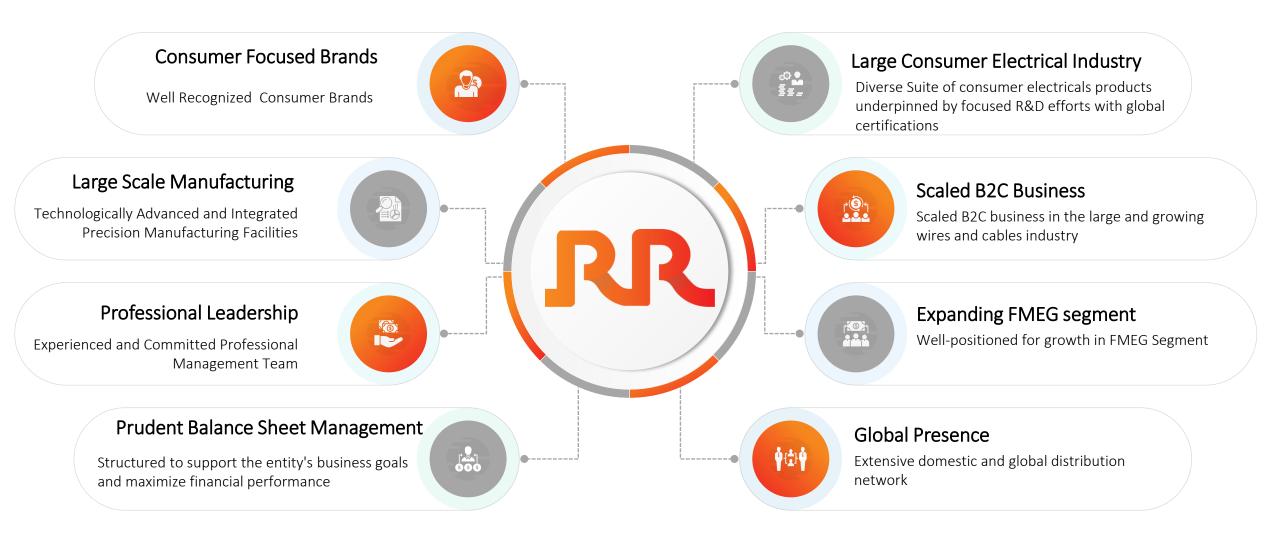
Wire & Cables (Revenue - 89%)



FMEG (Revenue - 11%)

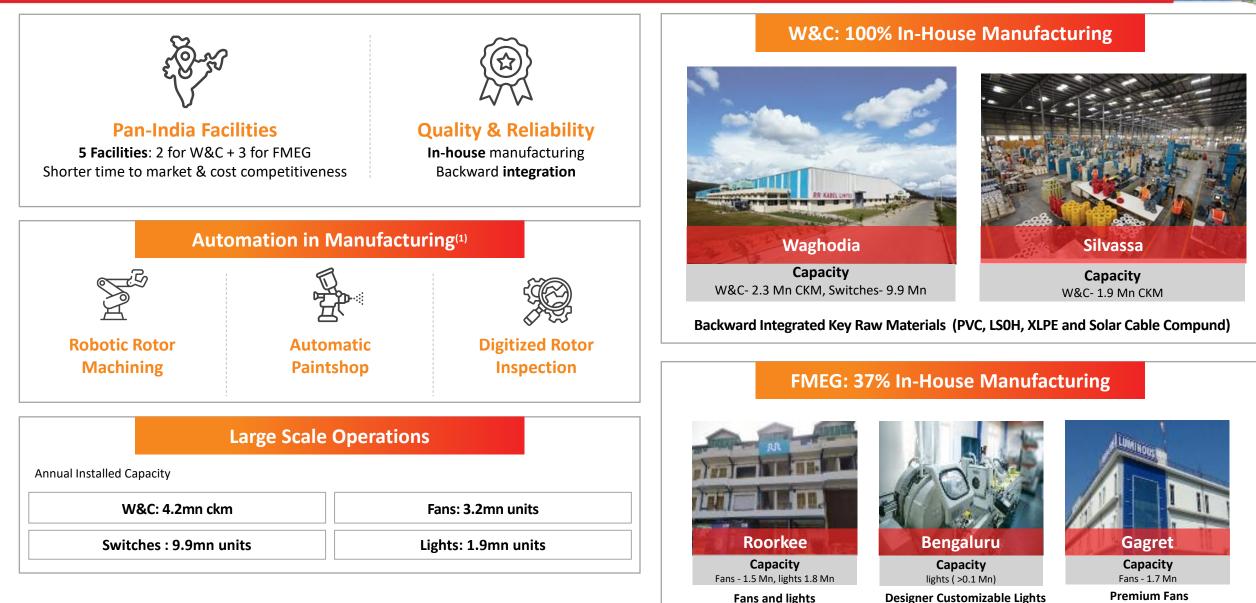






Integrated Manufacturing Facilities





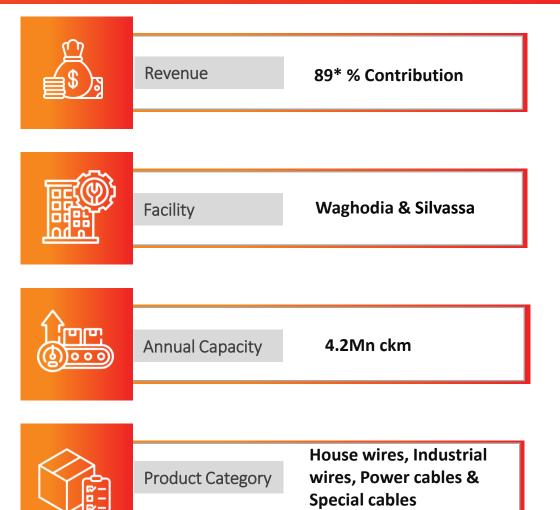
Business Segments Wires & Cables (W&C)





Wires & Cables

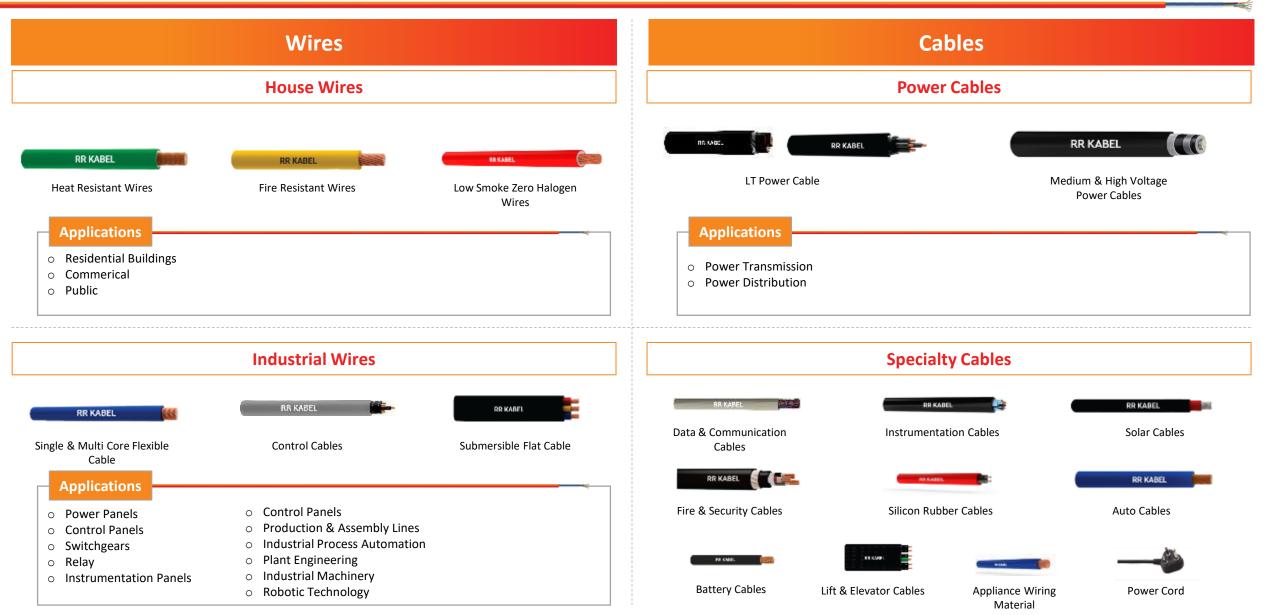




Special cables

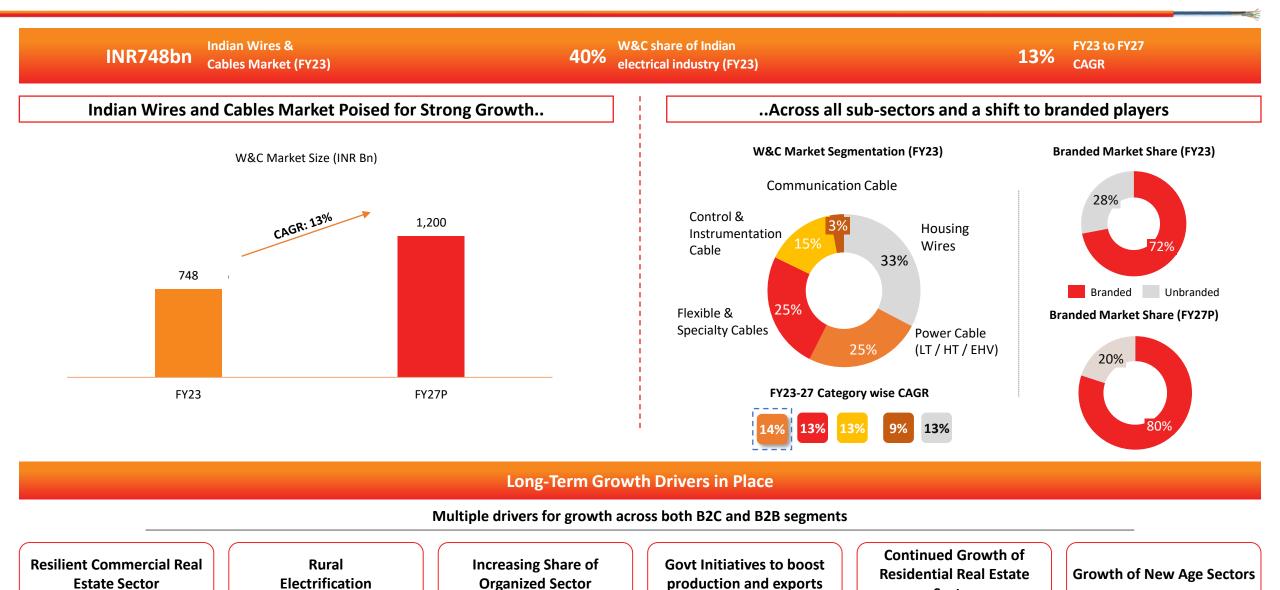
Vast Product Basket of W&C





Long-Term Industry Growth Drivers





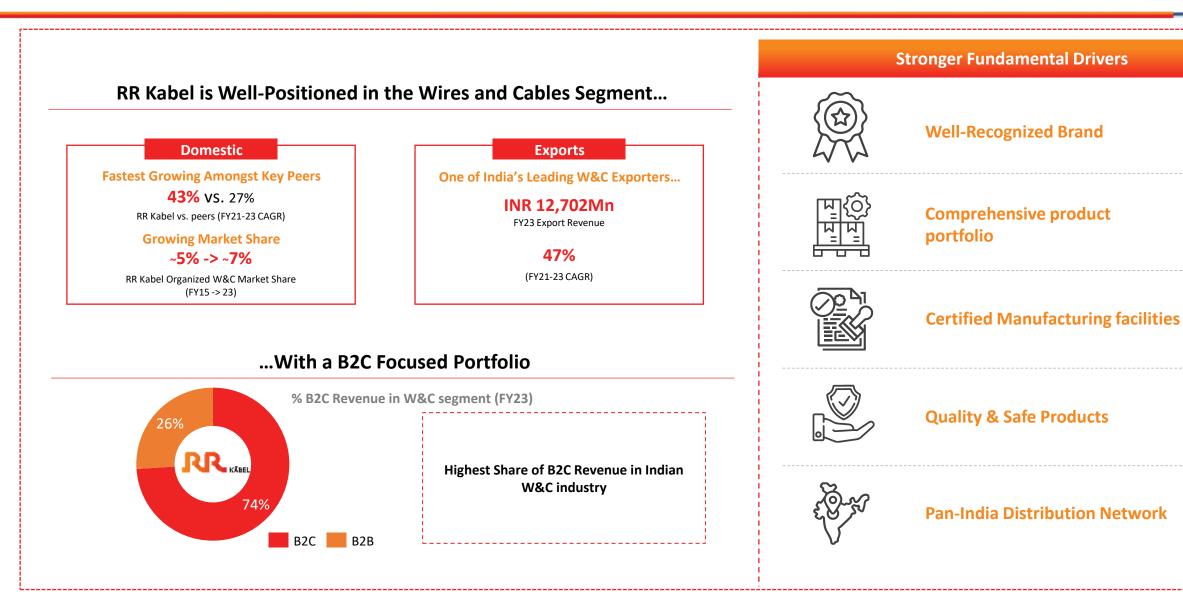
Source: Industry/Company Research

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Sector

Scaled B2C W&C Business...





Domestic Distribution Network

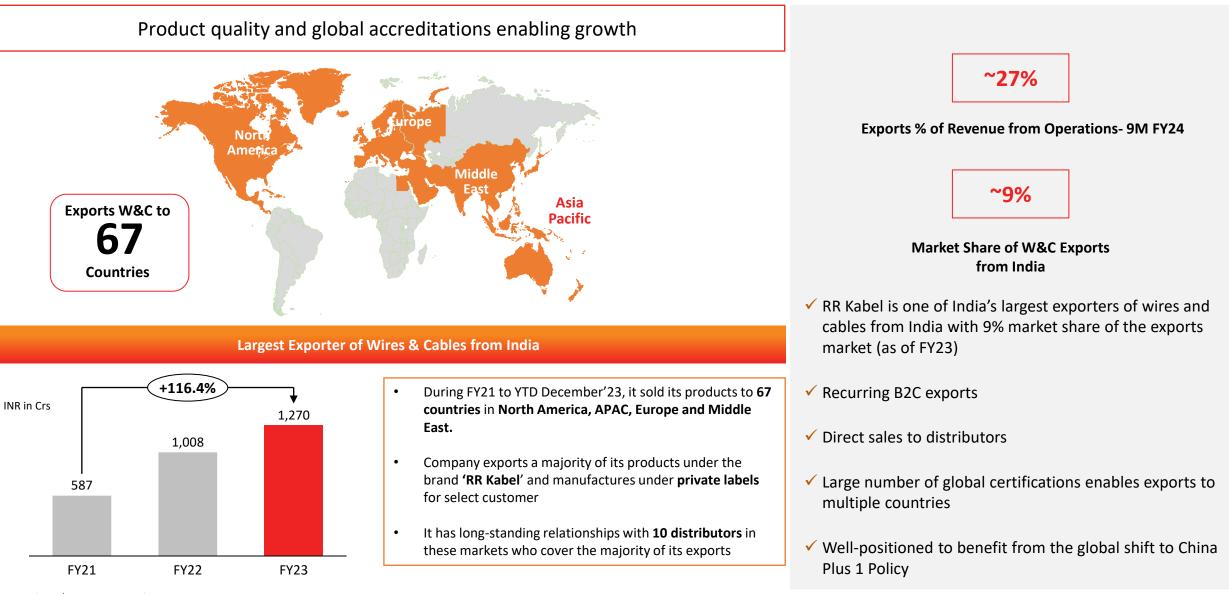




Source: Industry Research/Company Research

Global Distribution Footprint

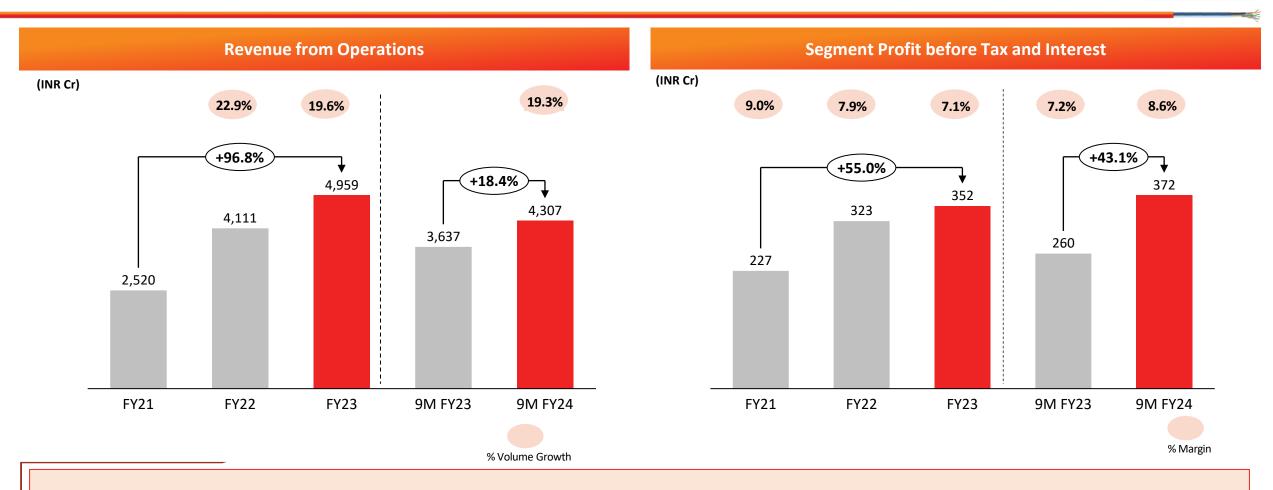




Source: Industry/ Company Research

Wires & Cables – Performance





Revenue :-

✓ Increase in revenue is due to overall increase in volume growth

Segment PBIT

✓ Increase is segment PBIT is majorly due to increase in gross margin contribution due to volume growth

Business Segment Fast Moving Electrical Goods (FMEG)





FMEG



Revenue	11* % Contribution
Facility	Roorkee, Bengaluru & Gagret
Annual Capacity	Fan- 3.2 Mn units Lights- 1.9mn units
Product Category	Fans, Lighting, Switches, Switchgears & Appliances

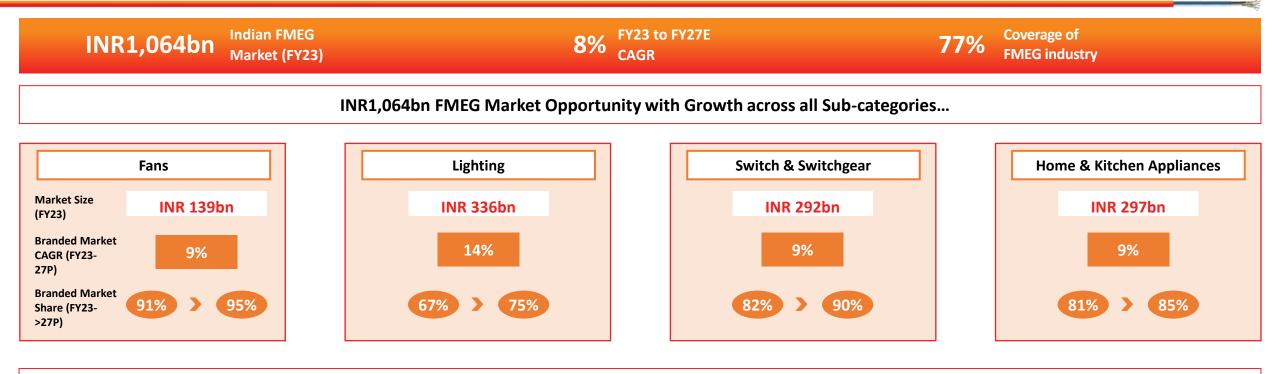
...through a Wide FMEG Product Portfolio...



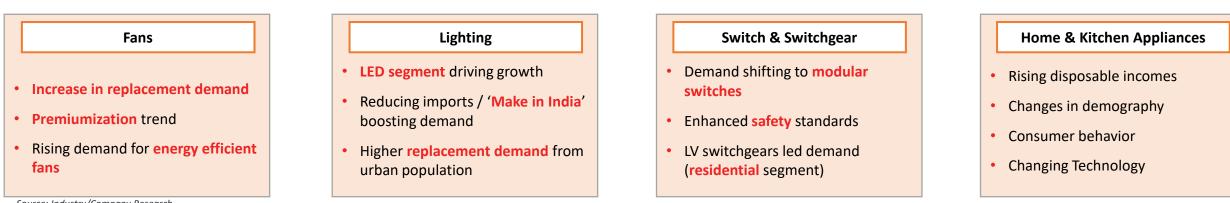


FMEG Industry Opportunity



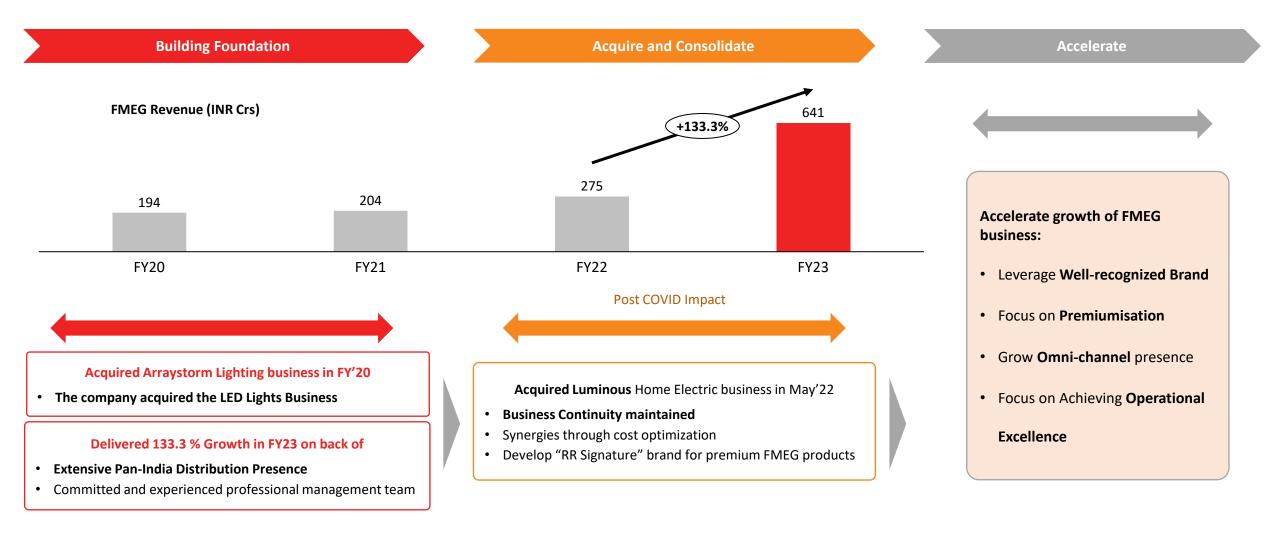


...Driven by Premiumization and Shift to Branded Sector



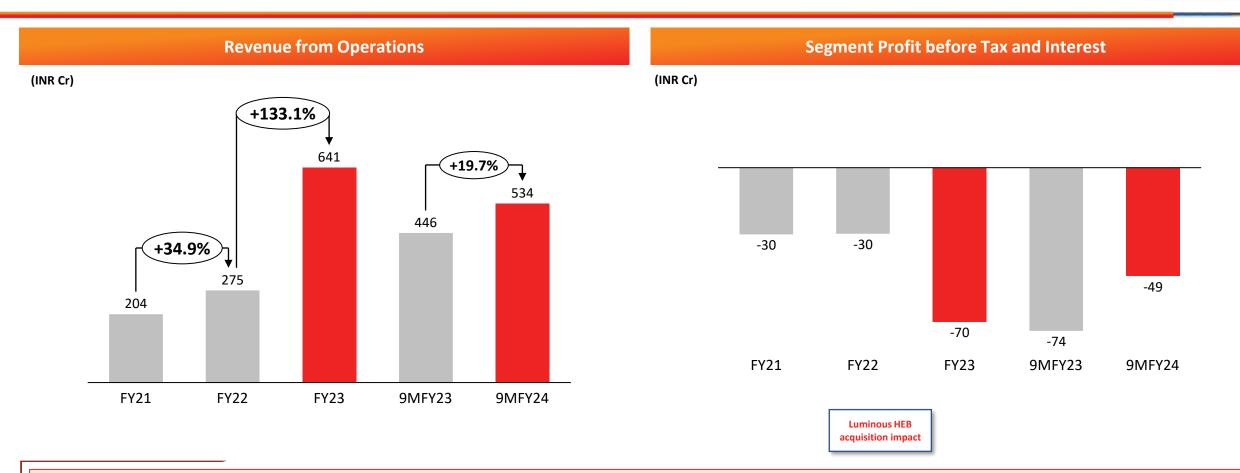


RR Kabel has built a wide FMEG portfolio and has a 3-Phased Journey to Capture Value



FMEG – Performance





Revenue

✓ Increase in revenue is due to overall increase in volume growth and change in product mix

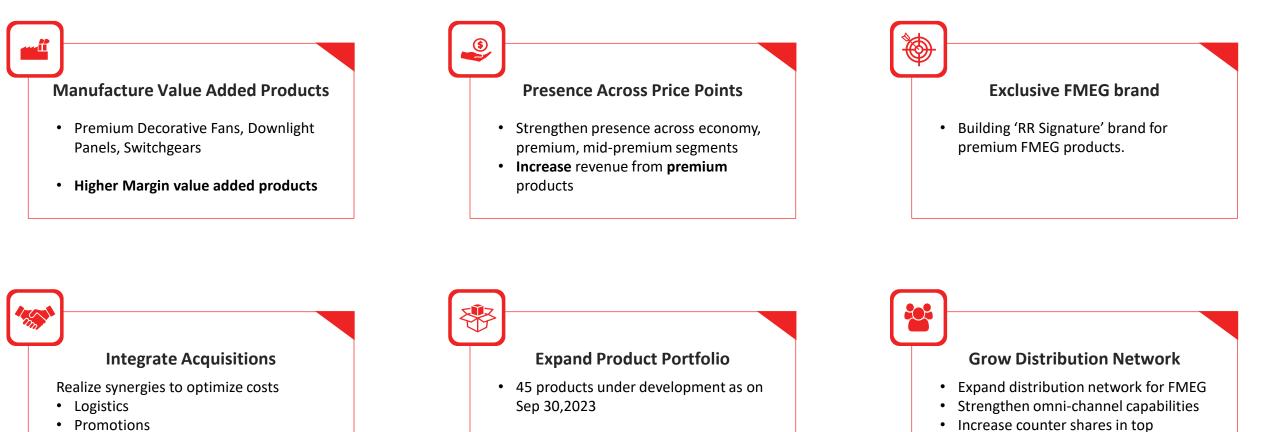
✓ Segment PBIT

✓ Increase is segment PBIT is majorly due to increase in gross margin contribution due to volume growth and change in product mix

Strategy to Expand FMEG segment



Clear strategy in place to expand FMEG revenues



- Promotions
- Manpower

industry outlets

 Switches & switchgear for residential & commercial segment





Tribhuvanprasad Rameshwarlal Kabra

Executive Chairman

- Promoter of the company
- Extensive experience in the electrical industry



Shreegopal Rameshwarlal Kabra

Managing Director

- Promoter of the company
- Extensive experience in the electrical industry
- Former President of IEEMA



Mahendrakumar Rameshwarlal Kabra

Joint Managing Director

- Promoter of the company
- Extensive experience in the electrical industry



Mitesh Daga

Non- Executive Nominee Director

- Associated since Sept 2018
- Board member at Manipal Health Enterprises Pvt. Ltd. and Sai Life Sciences



Bhagwat Singh Babel

Independent Director

- Associated since Aug 2017
- Board member at Secure Meters
- Former Board Member of IEEMA¹



Vipul Sabharwal

- Independent Director
- Associated since Aug 2022
- Prior experience at Luminous, Whirlpool and Gillette



Jyoti Davar

Independent Director

- Appointed in Dec 2022
- Current Deputy Secretary
 General in FICCI



Ramesh Chandak

Independent Director

- Recently appointed
- Erstwhile President of IEEMA⁽¹⁾





Testimony to Our Performance





Padma Shri Awardee Shree Rameshwarlal Kabra Felicitated At The Society Achievers Giving Back Forum – 2023



The Best Practices Award In The Industry Mentor Support Category By The Jaipuria Institute Of Management- 2023



RR Kabel Wins The 'Best Construction & Infrastructure Brand In The Electrical Solutions Sector – ET Infra Focus Summit & Awards- 26th Sept 2023



Padma Shri Awardee Shree Rameshwarlal Kabra Felicitated With UDC- Hurun India Star Of Mumbai Award-2023



Trailblazer HR Initiative Award Of The Year-2023





Great Place To Work-2023 RR Kabel Wins The 'Best Brand In Building Material & Fittings' – ET Infra Focus Summit & Awards-2022



All India Kaizen Competition 2021 – 2022



First Runners-up In The Largest Stall Category At Elecrama 2018



Mr Rameshwarlal Kabra Awarded The Padma Shri Award-2018



Secured A Gold Trophy In The "Safety Concepts Case Study Contest" On "Strategies To Prevent Workplace Accidents"-2022



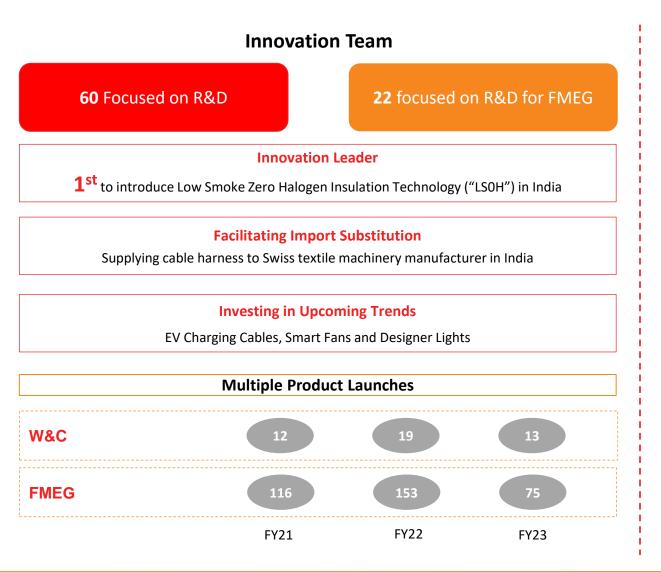
E4M Pride Of India – The Best Of Bharat Awards 2022



Mr Shreegopal Kabra, felicitated with the Global Entrepreneur of the Year Award 2024



Innovative and quality products with multiple industry-first launches



35 International Product Certifications								
Canada	Europe	Europe	Great Britain	C E <i>Europe</i>				
Euror of India	Europe	USA	USA	TÜVRheinland Germany				

★ Enables RR Kabel to export to regulated jurisdictions

Focus on Quality and Safety
NABL Certified
Lab
Capable of performing
694 Tests

Industry Growth Drivers





Public and private investment outlay in infrastructure

Various policy interventions have been undertaken by GoI in the infrastructure sector to boost India's GDP and economic growth



Urbanization and smart cities

Key trend fueling India's economic growth (India is the second largest urban system in the world)

FDI and PE investment in real estate sector

Increase of foreign investments and economic expansion in the real estate sector



Continued growth of residential real estate sector

Every newly built residential unit implies not only increased demand for W&C and FMEG products like light, fans and switches, but also creates an installed base for replacement demand for these products

Resilient commercial real estate sector

Office spaces are a strong demand support for the consumer electrical industry, largely defined as institutional demand for various products offered by the consumer electrical industry



Policy reforms promoting production, exports and ease of doing business

Various policy reforms have been incorporated by Gol to boost production, exports and promote ease of doing business



Digitalization

Increased pace of technology adoption and digitization across enterprises



Safety standards

Branded player has become a proxy for reliable and functional aspects over an unbranded player



Rural electrification

Government initiatives in housing and infrastructure sectors like ("PMAY") and ("NMP") will likely increase the demand for electrical products in India

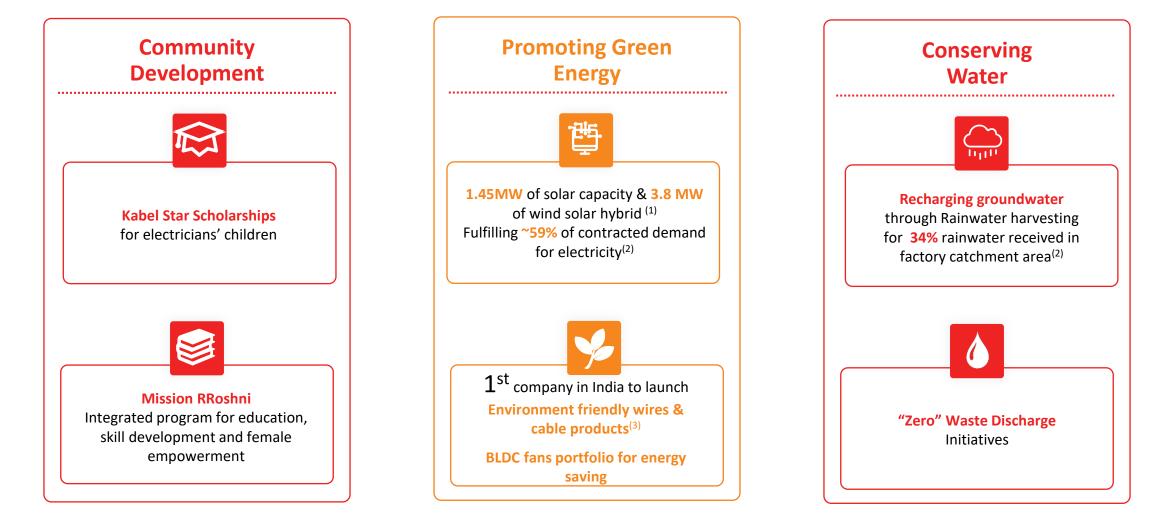


Push towards renewable energy

Which is expected to increase the demand for W&C in the global market, which in turn would provide a great opportunity for Indian exports



Focus on sustainability & responsible growth



Note: (1) 1.2 MW for Waghodia Facility and 0.25 MW for Silvassa Facility of installed rooftop capacity for solar energy as of December 31, 2022 (2) For Waghodia Facility, as on June 30, 2023. (3) Products compliant with REACH



Mission RRoshni is RR Kabel's endeavour to achieve an empowered and educated India. We are dedicated towards making a positive and lasting change in the lives of rural India.

Key Activities: 2022-23

- One Teacher School Informal Primary Education: 900 schools
- o Construction of Rural Employment Training Centre Building Jarangloi, Odisha
- Construction of Girls Hostel at Pune
- Orphanage & Home for Juvenile Delinquents, Baroda
- Promoting Education
- Rural Development

Orphanage & Home for Juvenile Delinquents, Baroda



Airoli Girls Hostel



Training and development program for teachers/Anganwadi & Vivekananda Kendra





Friends of Tribal Society





Corporate social responsibility (CSR)



Other Key Activites

- CTL (Computer training lab)
- WEC (Women Empowerment center)
- Organic Farming
- $\circ \quad \text{Nutrition Garden}$
- o Electrical Wiring & Home Appliances Training
- o Kisan Mela
- \circ Plantation
- o Sub Tailoring Center

EKAL GRAMOTHAN FOUNDATION

RR Gramothan Training & Research Center (GRC Jarangloi, Sundargarh, Orissa)





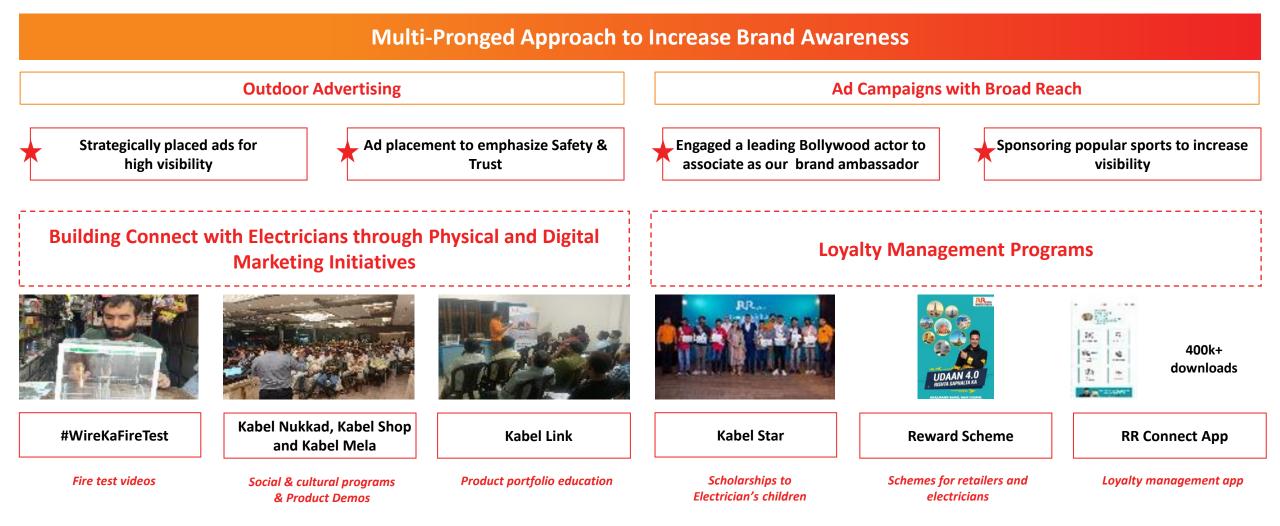








Multiple ATL and BTL initiatives to build a connect with key consumers and strengthening brand





Brand Hoardings



Gate Branding



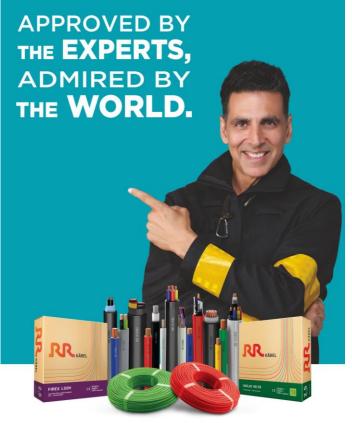
Kabel Mela

Exhibition





Our Brand Ambassador



AKALMAND BANO, SAHI CHUNO.



INDIA'S ONLY WIRE WITH REACH • RoHS CE • CPR Compliant



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RR Kabel's Strengths will Continue to Drive Success...

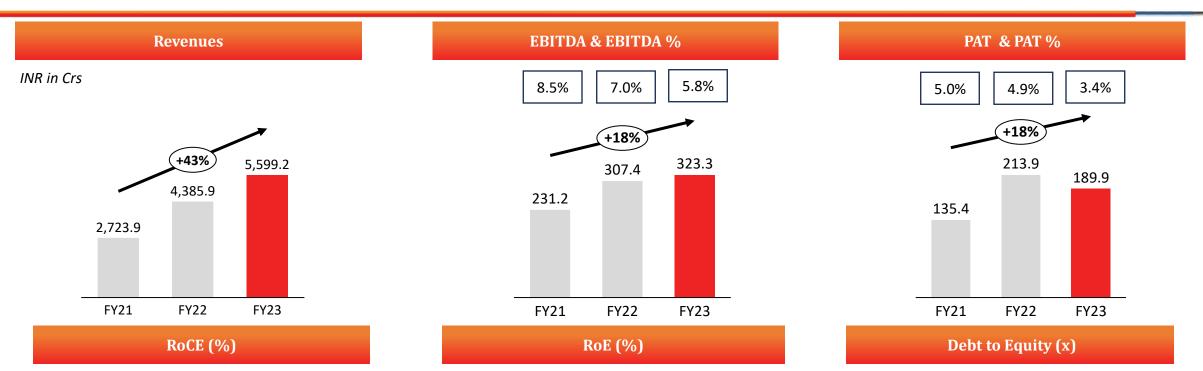


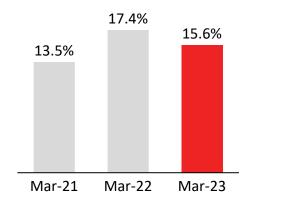


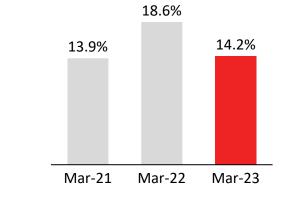
Annexure

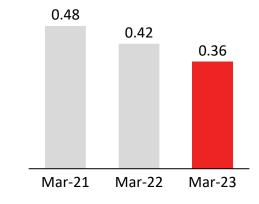
Performance in Charts











Historical Consolidated Profit & Loss Statement



Particulars (INR. Crs)	FY23	FY22	FY21
Revenue from Operations	5,599.2	4,385.9	2,723.9
Cost of Materials Consumed	4,369.8	3,575.5	2,173.2
Purchase of stock in trade	368.9	156.6	129.9
Changes in Inventories of Finished Goods and Work in Progress	-162.9	-124.2	-153.8
Gross Profit	1,023.5	778.0	574.7
GP %	18.3%	17.7%	21.1%
Employee Benefits Expense	264.2	188.9	148.3
Other Expenses	437.0	285.9	196.2
Share of Profit of Joint Venture (net of tax)	0.9	4.2	1.1
EBITDA	323.3	307.4	231.2
EBITDA %	5.8%	7.0%	8.5%
Other Income	34.4	46.3	22.0
Depreciation and Amortisation Expense	59.6	46.1	44.8
EBIT	298.1	307.6	208.5
Finance Costs	42.1	23.3	27.1
PBT	256.0	284.4	181.4
Total Tax Expense	66.1	70.4	46.0
Profit for the year	189.9	213.9	135.4
PAT %	3.4%	4.9%	5.0%

Historical Balance Sheet

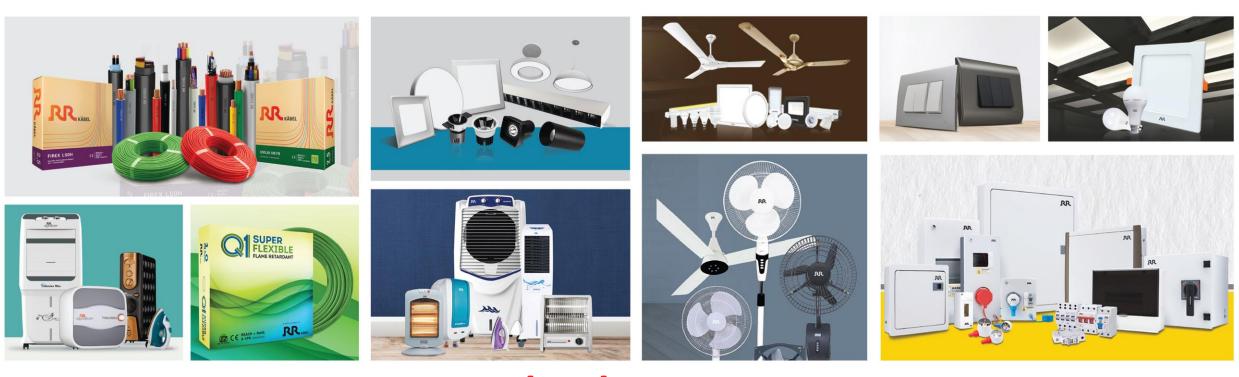


EQUITY & LIABILITIES (INR. Crs)	Mar-23	Mar-22	Mar-21	ASSETS (INR. Crs)	Mar-23	Mar-22	
Equity Share Capital	47.8	23.9	23.9	Property, Plant and Equipment	448.8	383.7	
Instrument entirely equity in nature	415.2	415.2	415.2	Right -of- use Assets	61.8	11.1	
Other Equity	956.7	811.2	607.5	Intangible Assets Under Development	0.0	0.6	
Total Equity	1,419.7	1,250.3	1,046.6	Investment accounted for using equity method	19.6	21.6	
Financial Liabilities				Capital Work-in-progress	43.6	42.3	
(i)Borrowings	26.9	59.3	71.3	Other Intangible Assets	6.5	3.7	
(ii) Lease liabilities	56.4	8.2	5.3	Financial Assets	0.5	5.7	
(iii) Other Financial Liabilities	2.1	0.0	0.0		F0 1	40 C	
Provisions	14.1	7.2	6.0	(i) Investments	58.1	40.6	
Other non-current liabilities	0.0	0.0	0.0	(ii) Other Financial Assets	3.6	2.2	
Deferred Tax Liabilities (Net)	14.9	13.1	7.9	Loan	0.3	0.1	
Total Non-Current Liabilities	114.4	87.8	90.5	Income Tax Assets (Net)	11.8	13.4	
Financial Liabilities				Other Non-Current Assets	33.3	6.6	
(i) Borrowings	489.0	461.8	427.4	Total Non-Current Assets	687.5	525.8	
(ii) Lease liabilities	8.2	3.3	3.1	Inventories	860.2	709.6	
(iii) Trade payables				Financial Assets			
(a) Total outstanding dues of micro enterprises and	45.9	11.1	9.3	(i) Investments	284.9	205.5	
small enterprises	43.5	11.1	9.5	(ii) Trade receivables	591.9	517.1	
(b) Total outstanding dues of creditors other than nicro enterprises and small enterprises	394.2	156.8	104.2	(iii) Cash and cash equivalents	31.0	12.3	
(iv) Other Financial Liabilities	37.8	24.0	16.5	(iv) Bank balances other than (iii) above	50.0	0.0	
Provisions	22.2	14.0	5.5	(v) Loans	0.1	0.2	
Income Tax Liabilities (Net)	6.4	0.0	0.0	(vi) Other current financial assets	9.0	11.9	
Other Current Liabilities	95.9	41.5	12.0	Other Current Assets	119.0	68.2	
Total Current Liabilities	1,099.6	712.5	578	Total Current Assets	1,946.1	1,524.9	
TOTAL EQUITY & LIABILITIES	2,633.6	2,050.6	1,715.1	TOTAL ASSETS	2,633.6	2,050.6	

Consolidated Cash Flow Statement



Particulars (INR in Cr)	Mar-23	Mar-22	Mar-21
Profit before Tax	256.0	284.4	181.4
Adjustment for Non-Operating Items	102.6	62.5	73.0
Operating Profit before Working Capital Changes	358.6	346.9	254.5
Changes in Working Capital	153.4	-175.4	-283.7
Cash Generated from Operations	512.0	171.4	-29.2
Less: Direct Taxes paid	-58.2	-73.3	-41.9
Net Cash from Operating Activities	453.7	98.2	-71.1
Cash Flow from Investing Activities	-333.5	-62.7	-5.9
Cash Flow from Financing Activities	-101.5	-31.6	74.1
Net increase/ (decrease) in Cash & Cash equivalent	18.7	3.9	-2.8
Add: Cash and cash equivalents as at 1 st April	12.3	8.4	11.2
Add: Net effect of exchange gain on cash and cash equivalents	-	-	-
Cash and cash equivalents as at 31 st March	31.0	12.3	8.4



Thank You



R R Kabel Limited

CIN: U28997MH1995PLC085294

Name – Pratik Agarwal Title – GM - Corporate Affairs & Investor Relations Email – investorrelations.rrkl@rrglobal.com



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Mr. Ronak Jain +91 9820 950544 <u>Ronak.Jain@linkintime.co.in</u>