



06th August, 2022

To

The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400001
Scrip Code: 540203

The National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra(E), Mumbai-400051
NSE Symbol: SFL

Subject: Updated investor presentation

Dear Sir/Madam

Furtherance to our earlier communication and results for the quarter and year ended 30th June, 2022, Please find attached updated investor presentation on results.

Thanking you.

Yours faithfully,
For Sheela Foam Limited

(Md. Iqbal Ahmad)
Company Secretary and Compliance Officer

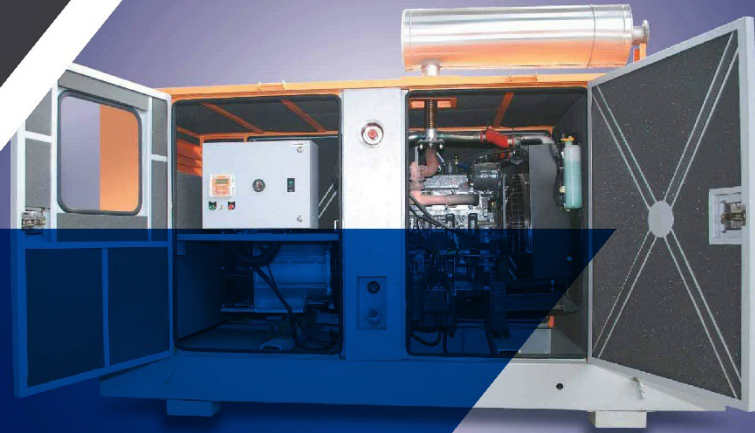
SHEELA FOAM LTD.

#14, Sleepwell Tower , Sector 135, Noida- 201301

Ph: Int-91(0)-120-4162200 • Fax: Int-91-(0)-120-4162282, 4162283 • Email: contactus@sheelafoam.com
Regd. Office: 604 Ashadeep, 9 Hailey Road, New Delhi-110001, India • Ph: Int-91(0)-11-22026875-76
Toll Free: 1800 103 6664 • www.sleepwellproducts.com • www.sheelafoam.com
CIN-L74899DL1971PLC005679

Sheela Foam Ltd.

Earnings Presentation Q1-FY23



SEAT COVER



OUTDOOR FURNITURE



Sleepwell


Company Snapshot

 Experienced Management

 'Sleepwell' mattresses a household Brand and one of the most trusted brands in India

 Backward Integrated Player with a wide product basket


 Largest manufacturers of PU Foam in India

 20-25% Market Share in the Mattresses segment

 40% market share in Australia

 Presence across multiple geographies

 Low Gearing ratio

 Consistent Positive cash flow generation

 Strategic move to focus on high margin products

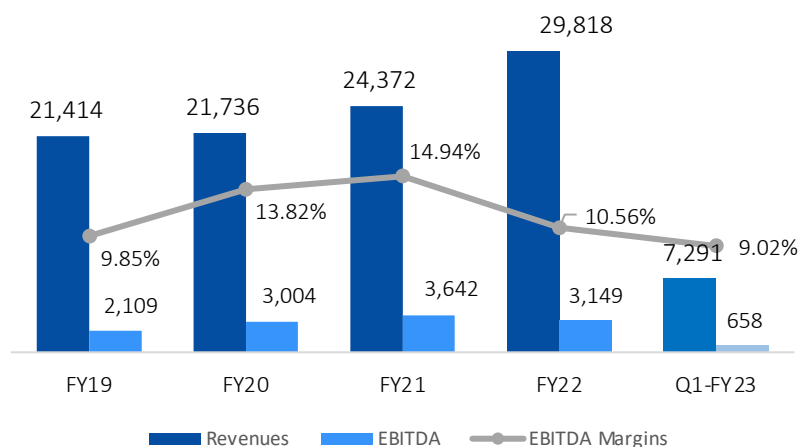
 Marquee Investors

 Proven track record in Acquisitions and Integration

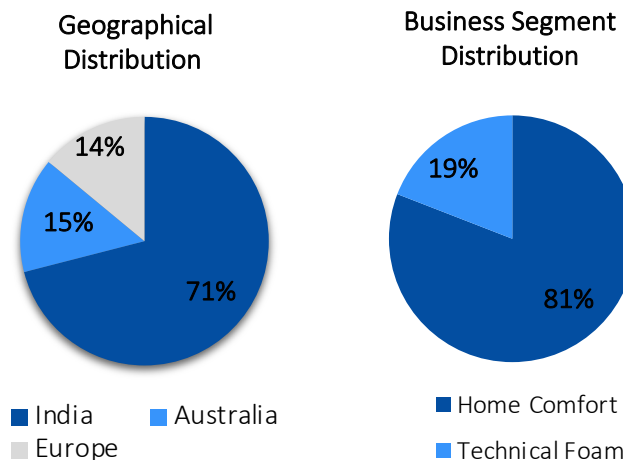
Company Overview

- Incorporated in 1971, Sheela Foam is the market leader and the largest manufacturer of Polyurethane Foam (PU) in India.
- The Company manufactures various foam-based home comfort products like mattresses, Furniture cushions, as well as technical grades of polyurethane foams for end-use in a range of industries like automobile, acoustics, etc.
- The flagship household brands include: ‘Sleepwell’ for mattresses and home comfort, ‘Feather Foam’ a pure PU Foam and ‘Lamiflex’ a polyester foam for lamination.
- The company has a global manufacturing footprint with 11 nationwide manufacturing plants in India, 5 in Australia, and 1 in Spain.
- It has a strong presence and market share in Australia through its wholly-owned subsidiary, Joyce Foam Pty Ltd. and also in Spain through its subsidiary, Interplasp S.L.,
- The company has an integrated manufacturing facility 123,000 MTPA with a robust distribution network of 100+ exclusive distributors, 5,400+ exclusive brand outlets, and 7,850+ multi-brand outlets.

Revenue , EBITDA and EBITDA Margins (INR Mn)



Q1-FY23 Revenue Breakup



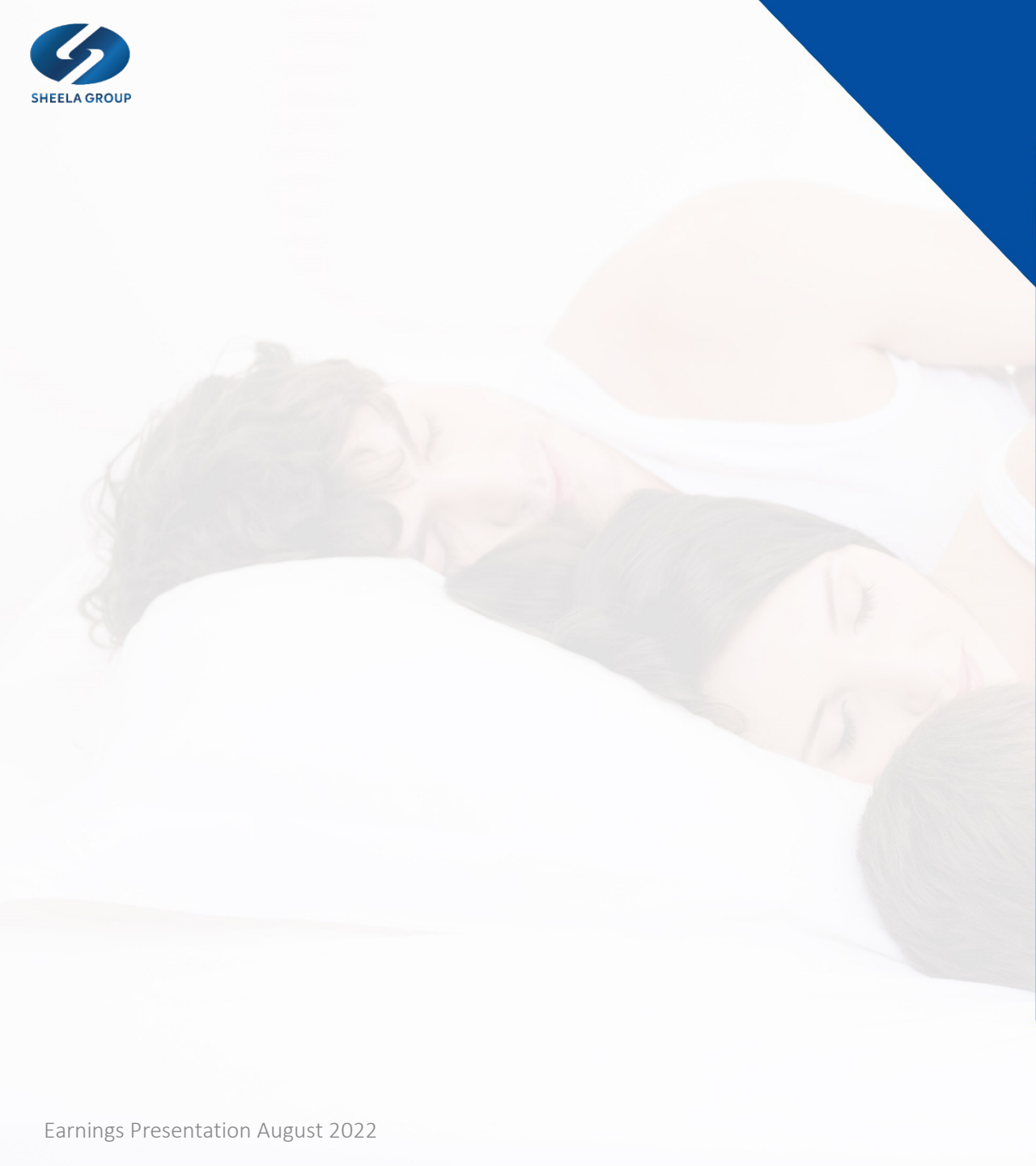
India Operations



- 11 | Manufacturing Plants
- 123,000 | MTPA of Total Capacity
- 20 – 25% | Market share in India

Global Operations

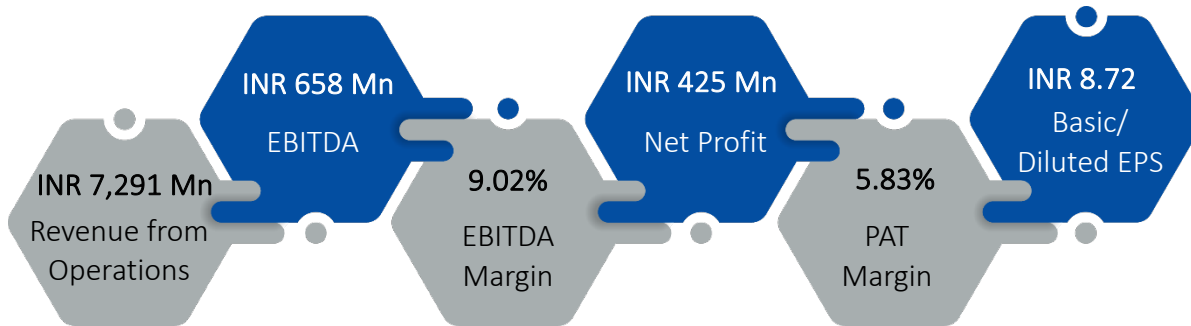
- 5 | Manufacturing plants in Australia with a capacity of 11,000 MTPA
- 40% | Market share in Australia
- 1 | Manufacturing plant in Spain with a capacity of 22,000 MTPA to cater to European and US markets



Q1-FY23 Performance Highlights

Q1-FY23 Financial and Operational Highlights

Q1-FY23 Consolidated Financial Performance



Q1-FY23 Operational Highlights

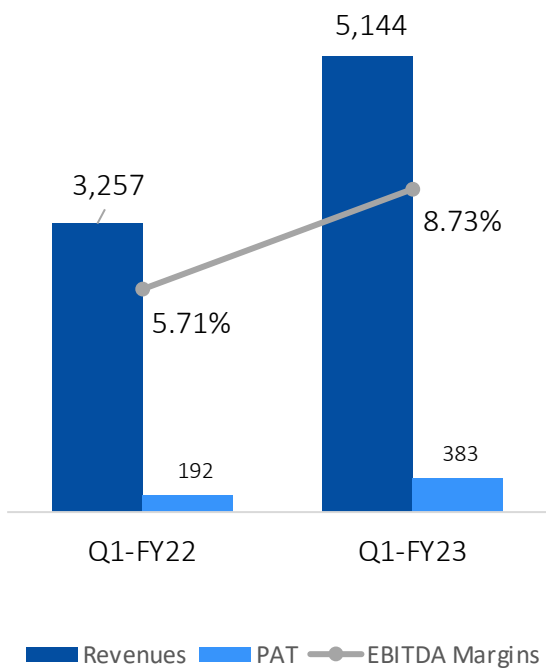
- Strong start to the financial year with 32% YoY growth in Revenue from Operations and 69% YoY growth in Profit after Tax
- India & Australia operations registered strong growth while Spain's growth was impacted due to external challenges in Europe
- YoY margin improvement was driven by reduction in key raw material costs, with Polyol prices gradually came down while TDI prices reducing in the beginning of the quarter but went up again towards the end of the quarter
- Sleepwell presented its 360-degree retail offering at the HGH 2022 annual trade show with the tagline 'Leap of Change' which received a very positive response
- The company made an entry into a new network with Sleepwell cushioning partners for Feather foam Mattresses and furniture cushioning

Mid-term Outlook

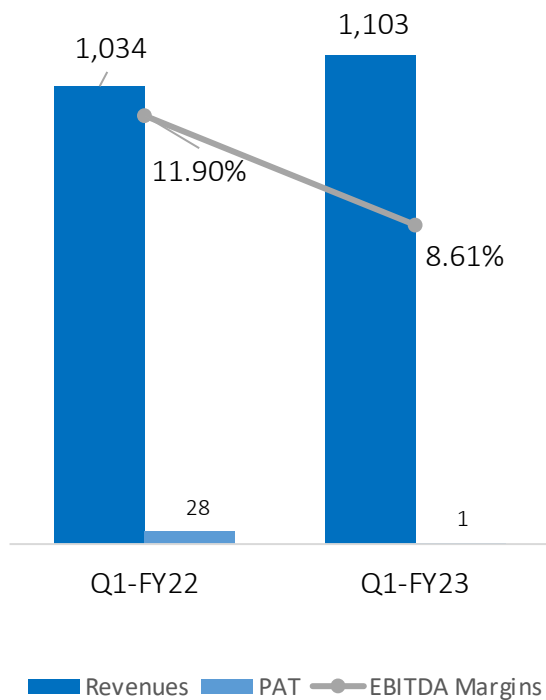
- India & Australia - inflation is impacting consumer sentiments; growth is expected to be moderate
- External factors in Europe will have impact on Spain operation. We will focus on growing into new industrial segment and funnel new customers in Madrid + Barcelona
- Polyol & TDI Prices will positively impact sequential margins in coming quarters

Q1-FY23 Geographical Revenues

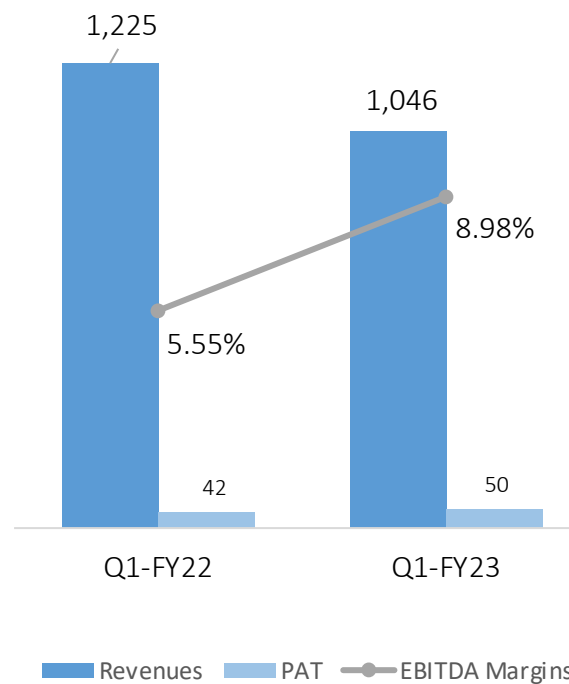
SFL India (INR Mn)



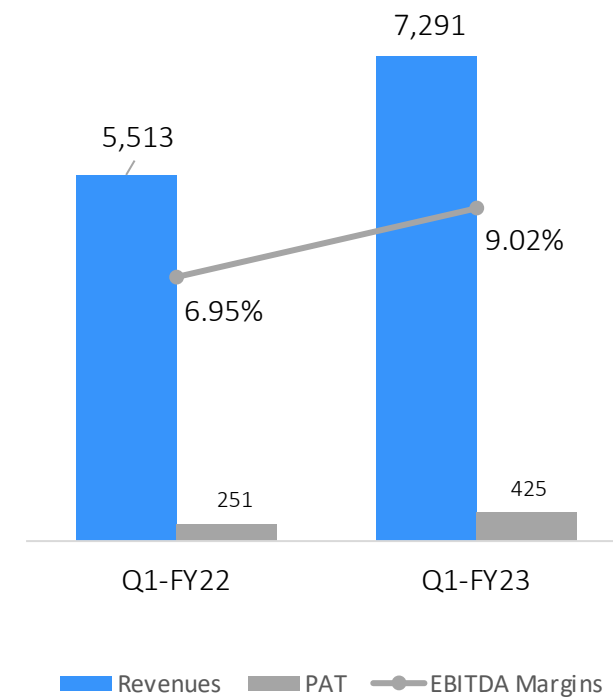
Australia - Joyce (INR Mn)



Spain - Interplasp (INR Mn)

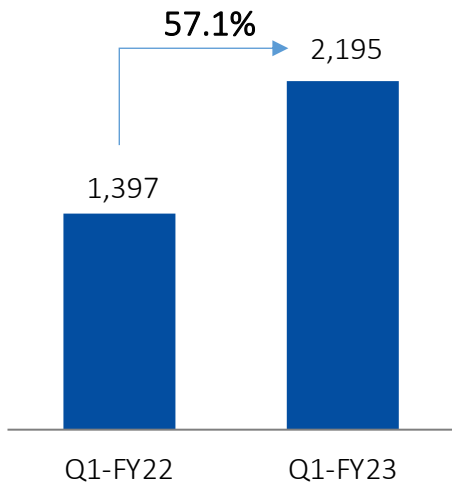


Consolidated (INR Mn)

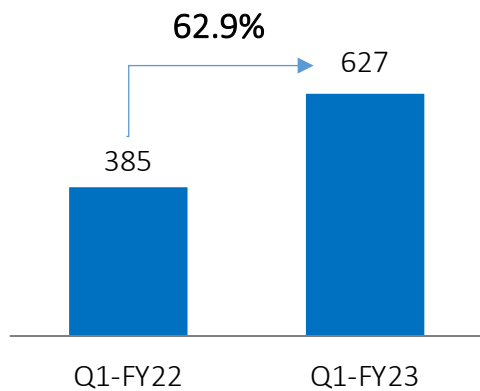


Q1-FY23 Business Segment Revenues

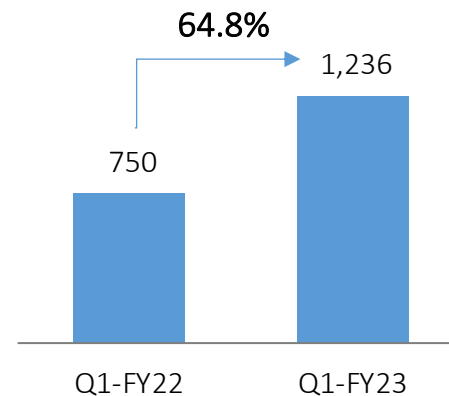
Mattresses (INR Mn)



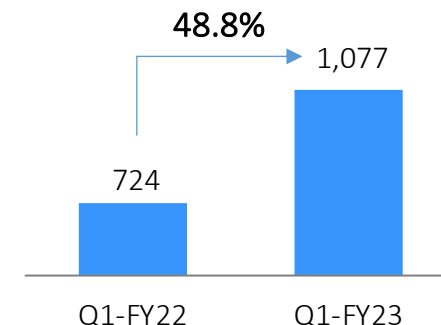
Furniture Foam (INR Mn)



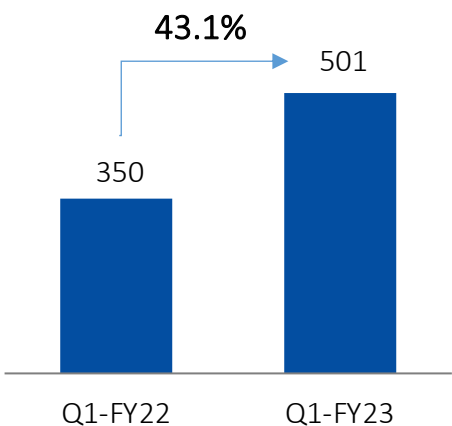
Technical Foam (INR Mn)



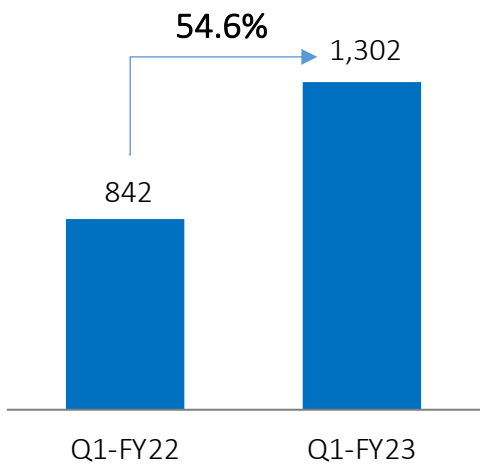
Comfort Foam and HC Line (INR Mn)



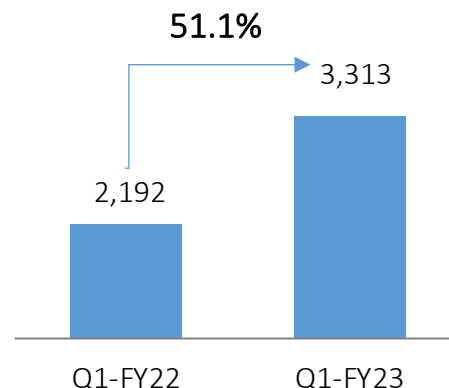
Mattresses (Volumes in 000's)



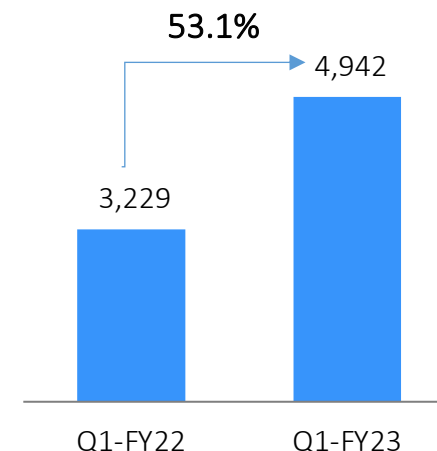
Furniture Foam (Volumes in MT)



Technical Foam (Volumes in MT)

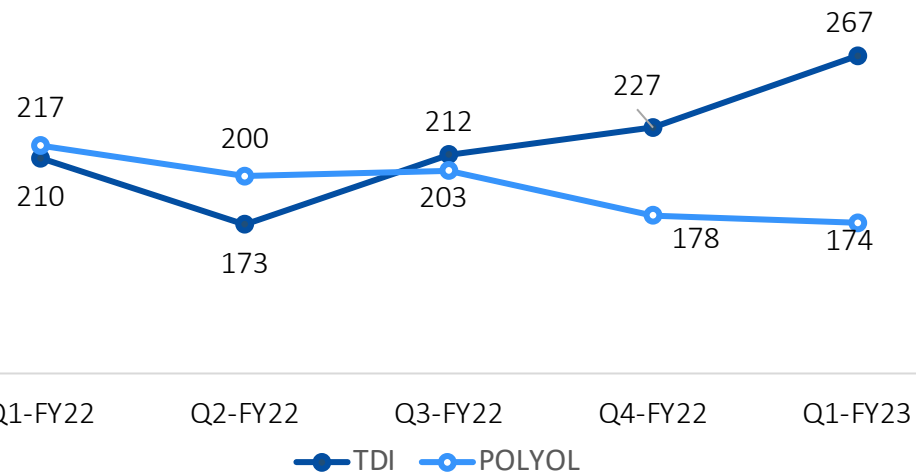


Comfort Foam (Volumes in MT)

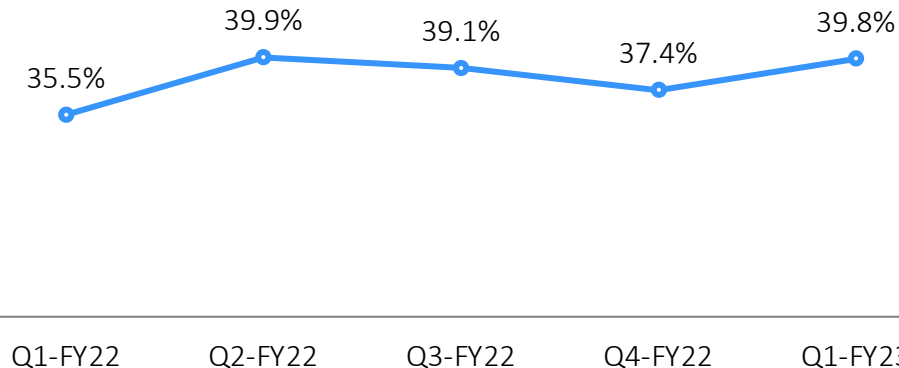


Raw Material Prices and Gross Margins

TDI & Polyol Price Trend

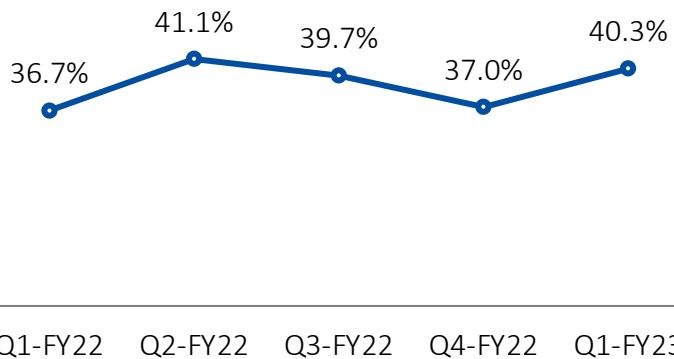


SFL Consolidated Gross Margins (%)

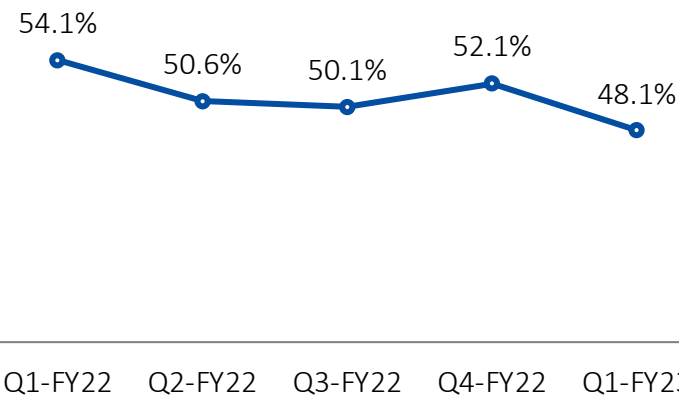


Gross Margins (%)

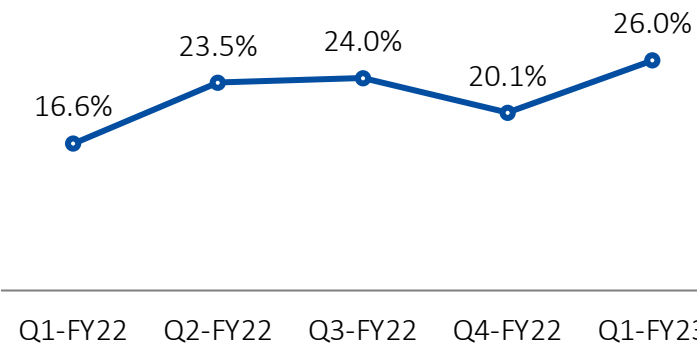
SFL India



Australia - Joyce



Spain - Interplasp

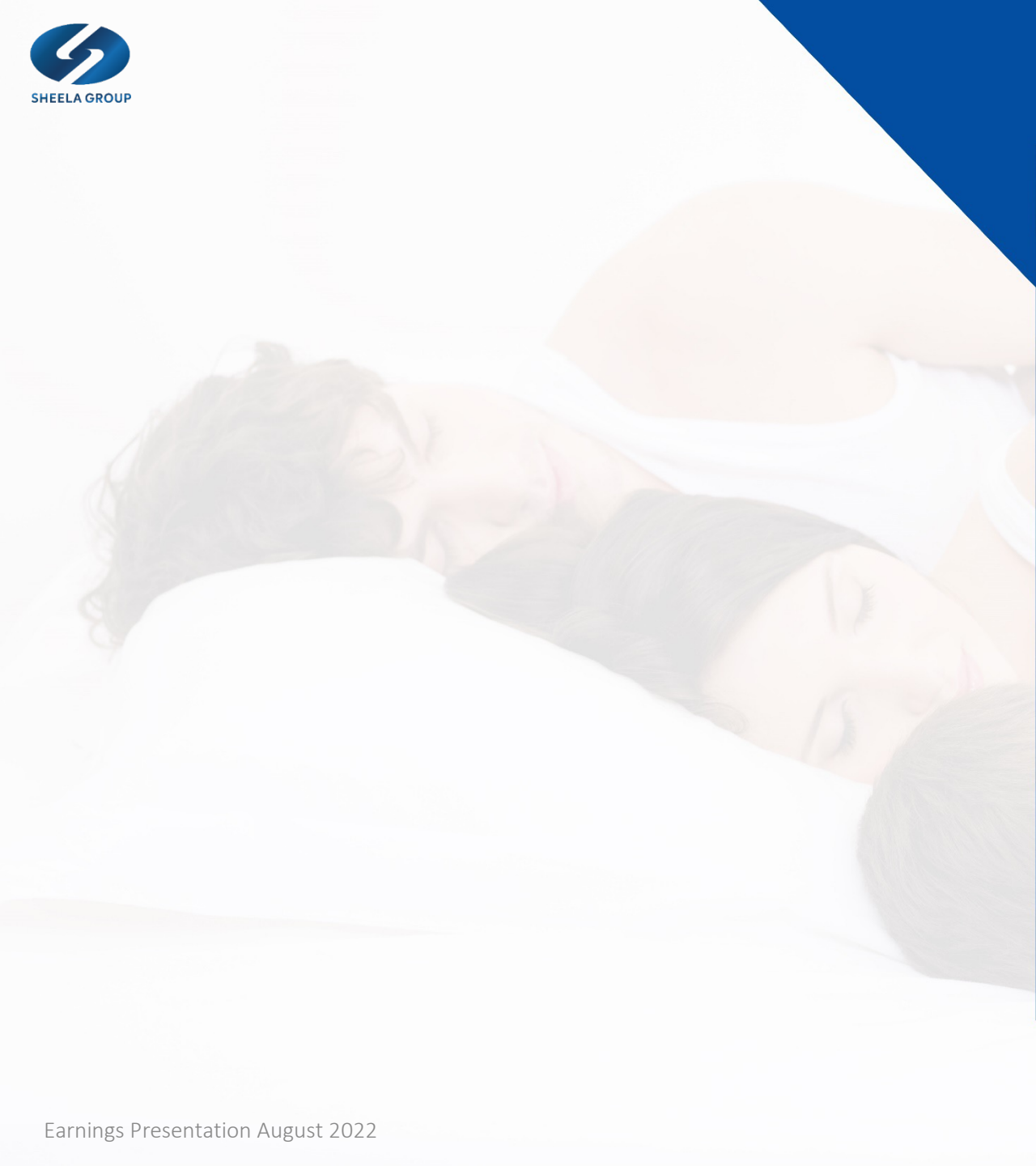


Quarterly Standalone Financial Performance

Particulars (INR Mn)	Q1-FY23	Q1-FY22	Y-O-Y	Q4-FY22	Q-O-Q
Revenue from Operations	5,144	3,257	57.9%	5,637	(8.7)%
Operating Expenses	4,695	3,071	52.9%	5,087	(7.7)%
EBITDA	449	186	NA	550	(18.4)%
<i>EBITDA Margin (%)</i>	<i>8.73%</i>	<i>5.71%</i>	<i>302 Bps</i>	<i>9.76%</i>	<i>(103) Bps</i>
Other Income	163	148	10.1%	151	7.9%
Depreciation	73	74	(1.4)%	86	(15.1)%
Finance Cost	23	25	(8.0)%	7	NA
PBT	516	235	NA	608	(15.1)%
Tax	133	43	NA	134	(0.7)%
PAT	383	192	99.5%	474	(19.2)%
<i>PAT Margin (%)</i>	<i>7.45%</i>	<i>5.89%</i>	<i>156 Bps</i>	<i>8.41%</i>	<i>(96) Bps</i>
Other Comprehensive Income	(35)	24	NA	(63)	(44.4)%
Total Comprehensive Income	348	216	61.1%	411	(15.3)%
Basic/Diluted EPS (INR)	7.85	3.94	99.2%	9.71	(19.2)%

Quarterly Consolidated Financial Performance

Particulars (INR Mn)	Q1-FY23	Q1-FY22	Y-O-Y	Q4-FY22	Q-O-Q
Revenue from Operations	7,291	5,513	32.3%	7,636	(4.5)%
Operating Expenses	6,633	5,130	29.3%	6,918	(4.1)%
EBITDA	658	383	71.8%	718	(8.4)%
<i>EBITDA Margin (%)</i>	<i>9.02%</i>	<i>6.95%</i>	<i>207 Bps</i>	<i>9.41%</i>	<i>(39) Bps</i>
Other Income	184	179	2.8%	158	16.5%
Depreciation	206	185	11.4%	237	(13.1)%
Finance Cost	52	49	6.1%	21	NA
PBT	584	327	78.6%	618	(5.5)%
Tax	159	76	NA	125	27.2%
PAT	425	251	69.3%	493	(13.8)%
<i>PAT Margin (%)</i>	<i>5.83%</i>	<i>4.55%</i>	<i>128 Bps</i>	<i>6.46%</i>	<i>(63) Bps</i>
Other Comprehensive Income	(66)	25	NA	(67)	(1.5)%
Total Comprehensive Income	359	276	30.1%	426	(15.7)%
Basic/Diluted EPS (INR)	8.72	5.15	69.3%	10.11	(13.7)%



Historical Financial Overview

Historical Standalone Income Statement

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22	Q1-FY23
Operational Revenue	18,138	17,548	16,939	21,244	5,144
Operating Expenses	16,302	15,278	14,566	18,906	4,695
EBITDA	1,835	2,270	2,373	2,338	449
<i>EBITDA Margins (%)</i>	<i>10.12%</i>	<i>12.94%</i>	<i>14.01%</i>	<i>11.01%</i>	<i>8.73%</i>
Other Income	305	413	474	702	163
Depreciation	311	331	325	324	73
Finance Cost	73	81	87	71	23
PBT	1,756	2,271	2,435	2,645	516
Exceptional Items	-	120	-	-	-
Tax	519	496	623	673	133
PAT	1,237	1,655	1,812	1,973	383
<i>PAT Margins (%)</i>	<i>6.82%</i>	<i>9.43%</i>	<i>10.70%</i>	<i>9.29%</i>	<i>7.45%</i>
Other Comprehensive Income	(9)	(43)	21	(12)	(35)
Total Comprehensive Income	1,228	1,612	1,833	1,961	348
Diluted EPS (INR)	25.35	33.93	37.13	40.45	7.85

Historical Standalone Balance Sheet

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
ASSETS				
Non-current Assets	4,334	5,808	8,497	11,159
Property, Plant & Equipment	2,654	2,542	2,536	2,350
Capital Work In Progress	7	165	12	6
Right of Use Assets	-	211	201	184
Investment Property	38	37	38	36
Investment In Subsidiaries	994	2,137	2,137	1,967
Financial Assets				
(a) Investments	492	118	3,036	5,288
(b) Loans	23	485	486	778
(c) Other Financial Assets	1	3	21	180
(d) Investment in Preference Shares	-	-	-	299
Non-current Assets (Net)	106	96	3	45
Other Non Current Assets	19	14	26	26
Current Assets	5,895	5,887	5,713	5,079
Inventories	1,530	1,652	2,283	2,035
Financial Assets				
(a) Investments	2,677	2,179	1,060	840
(b) Trade Receivable	1,026	1,264	1,630	1,516
(c) Cash And Cash Equivalent	107	289	350	143
(d) Other Bank Balances	16	2	5	3
(e) Loans	1	56	56	56
(f) Other Current Fin Assets	257	100	87	293
Other Current Assets	281	345	241	194
GRAND TOTAL – ASSETS	10,229	11,695	14,210	16,238

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
EQUITY & LIABILITIES				
Equity	6,691	8,301	10,134	12,095
(A) Share Capital	244	244	244	244
(B) Other Equity	6,447	8,057	9,890	11,851
Non-current Liabilities	882	904	653	877
Financial Liabilities				
(A) Borrowings	3	-	-	-
(B) Lease Liabilities	-	25	19	183
(C) Other Financial Liabilities	697	737	502	503
Provisions	68	73	46	141
Deferred Tax Liabilities (Net)	114	69	83	48
Other Non Current Liabilities	-	-	3	2
Current Liabilities	2,656	2,490	3,423	3,266
Financial Liabilities				
(A) Borrowings	-	-	-	-
(B) Lease Liabilities	-	2	1	11
(C) Trade Payables	1,165	1,141	2,333	2,095
(D) Other Current Fin Liabilities	743	739	381	413
Provisions	49	55	44	25
Other Current Liabilities	699	553	664	722
GRAND TOTAL - EQUITIES & LIABILITES	10,229	11,695	14,210	16,238

Historical Consolidated Income Statement

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22	Q1-FY23
Operational Revenue	21,414	21,736	24,372	29,818	7,291
Operating Expenses	19,305	18,732	20,730	26,669	6,633
EBITDA	2,109	3,004	3,642	3,149	658
<i>EBITDA Margins (%)</i>	<i>9.85%</i>	<i>13.82%</i>	<i>14.94%</i>	<i>10.56%</i>	<i>9.02%</i>
Other Income	276	400	502	792	184
Depreciation	395	590	729	808	206
Finance Cost	96	130	177	169	52
PBT	1,894	2,684	3,238	2,964	584
Exceptional Items	-	120	-	-	-
Tax	557	621	837	776	159
PAT	1,337	1,943	2,402	2,187	425
<i>PAT Margins (%)</i>	<i>6.24%</i>	<i>8.94%</i>	<i>9.86%</i>	<i>7.33%</i>	<i>5.83%</i>
Other Comprehensive Income	(9)	(31)	188	(18)	(66)
Total Comprehensive Income	1,328	1,912	2,590	2,169	359
Diluted EPS (INR)	27.41	39.83	49.23	44.83	8.72

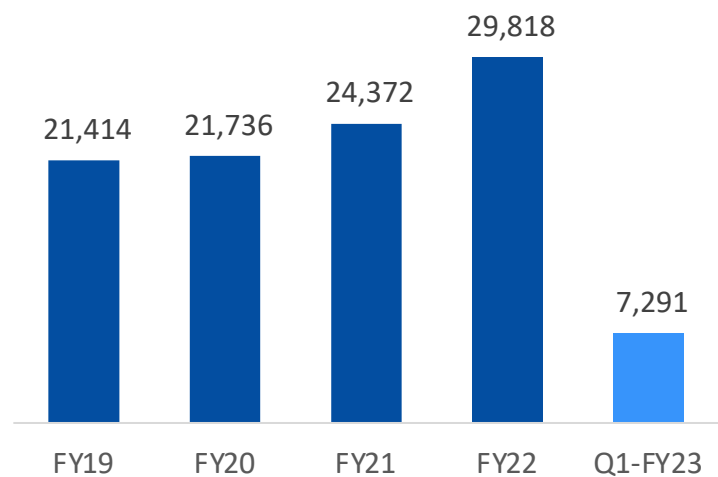
Historical Consolidated Balance Sheet

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
ASSETS				
Non-current Assets	4,761	8,870	12,381	15,511
Property, Plant & Equipment	3,396	4,204	4,300	4,355
Capital Work In Progress	7	180	326	1,199
Right of Use Assets	0	1,167	1,418	1,394
Investment Property	639	590	590	562
Goodwill	82	2,546	2,631	2,520
Financial Assets				
(a) Investments	492	118	3,036	5,288
(b) Loans	29	26	2	1
(c) Other Non Current Fin Assets	11	21	52	45
Non-current Assets (Net)	87	5	-	67
Other Non Current Assets	18	13	26	80
Current Assets	6,857	7,569	8,313	8,213
Inventories	1,871	2,269	3,153	3,145
Financial Assets				
(a) Investments	2,684	2,196	1,070	893
(b) Trade Receivable	1,522	2,158	3,021	2,850
(c) Cash And Cash Equivalent	168	441	574	408
(d) Other Bank Balances	35	5	7	3
(e) Loans	2	56	56	56
(f) Other Current Fin Assets	257	55	69	264
Other Current Assets	318	389	363	594
GRAND TOTAL – ASSETS	11,618	16,439	20,694	23,724

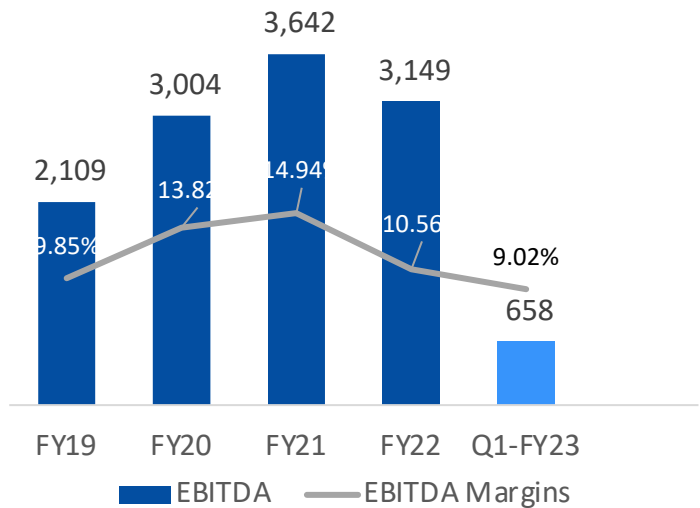
PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
EQUITY & LIABILITIES				
Equity	7,301	9,264	11,932	14,002
(A) Share Capital	244	244	244	244
(B) Other Equity	7,057	8,953	11,599	13,682
Non Controlling Interest	-	67	89	76
Non-current Liabilities	896	3,328	3,068	4,136
Financial Liabilities				
(A) Borrowings	55	1,571	1,326	2,282
(B) Lease Liabilities	-	824	1,086	1,057
(C) Other Non Current Financial Liabilities	696	737	502	503
Provisions	80	86	62	274
Other Non current Liabilities	-	-	3	2
Deferred Tax Liabilities (Net)	65	110	89	18
Current Liabilities	3,421	3,847	5,694	5,586
Financial Liabilities				
(A) Borrowings	227	360	730	1,096
(B) Lease Liabilities	0	159	201	231
(C) Trade Payables	1,432	1,534	3,301	3,013
(D) Other Current Fin Liabilities	913	1,075	531	454
Provisions	129	129	147	25
Current Tax Liabilities (Net)	-	-	45	-
Other Current Liabilities	720	590	739	768
GRAND TOTAL - EQUITIES & LIABILITES	11,618	16,439	20,694	23,724

Consolidated Financial Performance

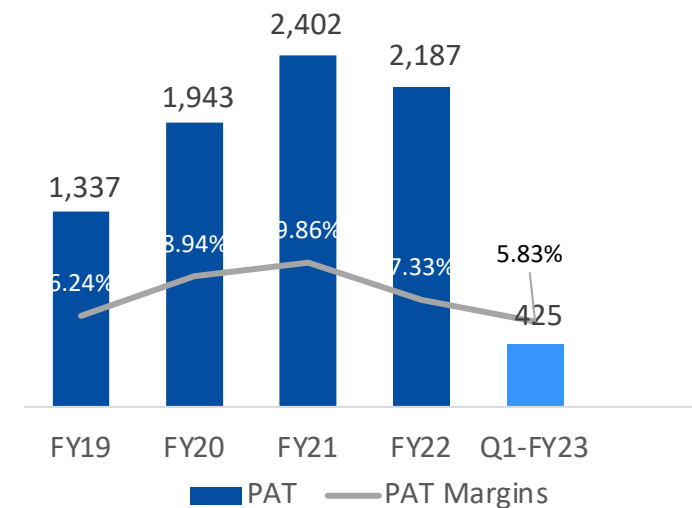
Revenues (INR Mn)



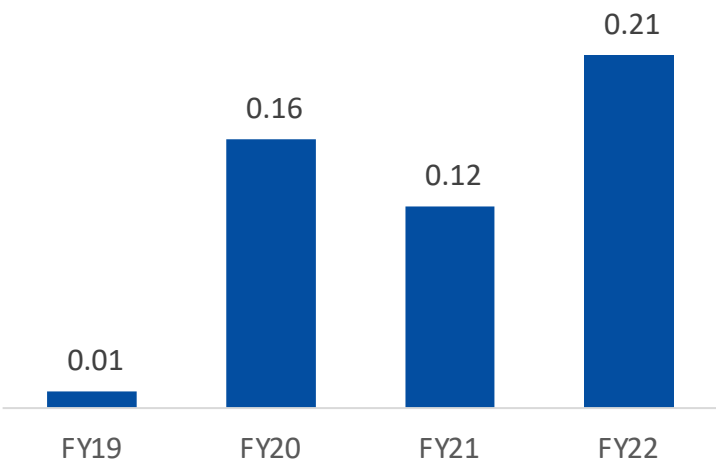
EBITDA (INR Mn) and EBITDA Margins (%)



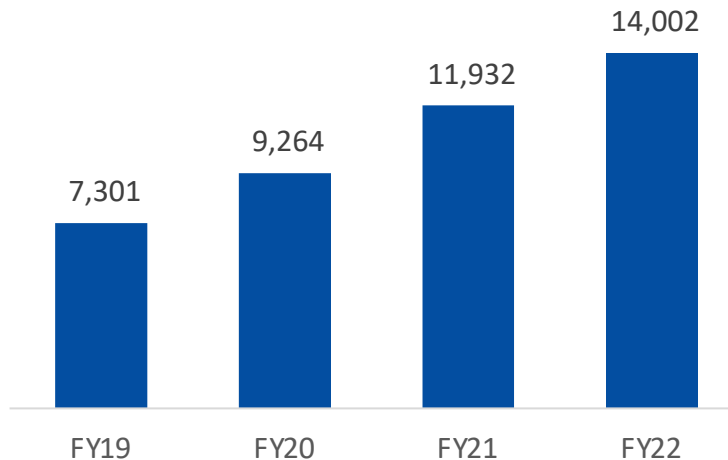
PAT (INR Mn) and PAT Margins (%)



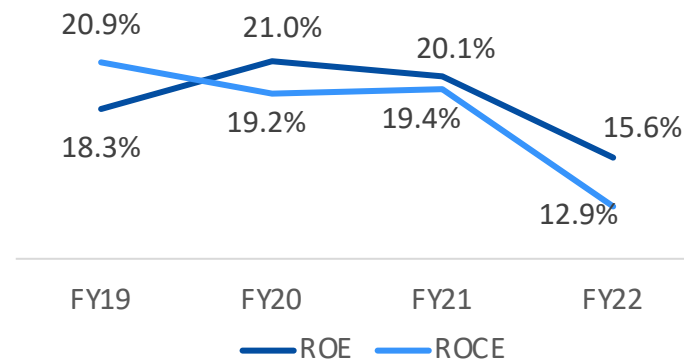
Net Debt to Equity Ratio (x)



Networth (INR Mn)

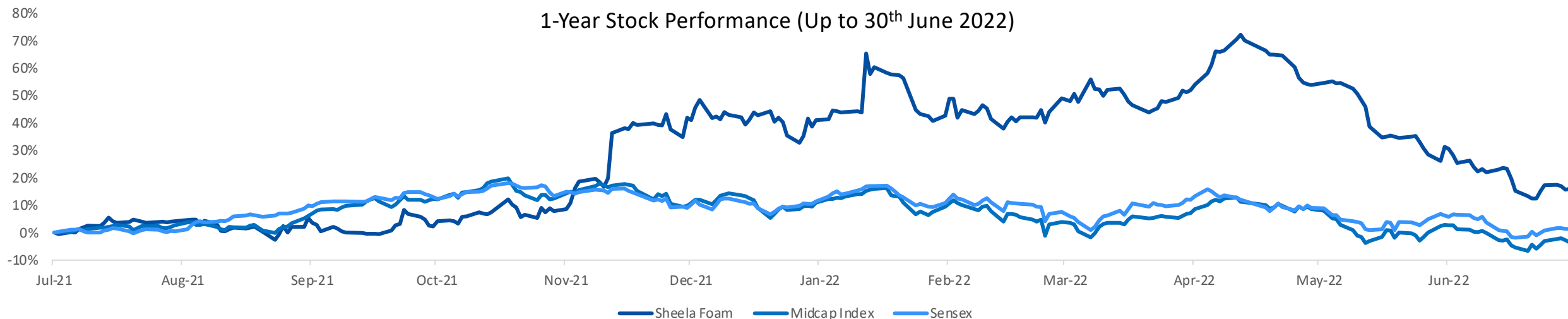


ROE and ROCE (%)



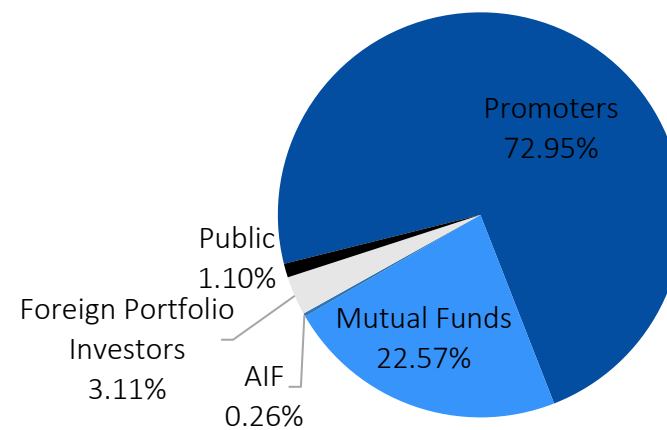
Capital Market Information

1-Year Stock Performance (Up to 30th June 2022)



Price Data as on 30 th June, 2022	INR
Face Value	5.00
CMP	2,653.8
52 Week H/L	4,054 / 2,195
Market Cap (INR Mn)	129,462
No. of Share outstanding (Mn)	48.8
1 Year Avg. Trading Volume (000)	32.3

Shareholding Pattern as on 30th June 2022



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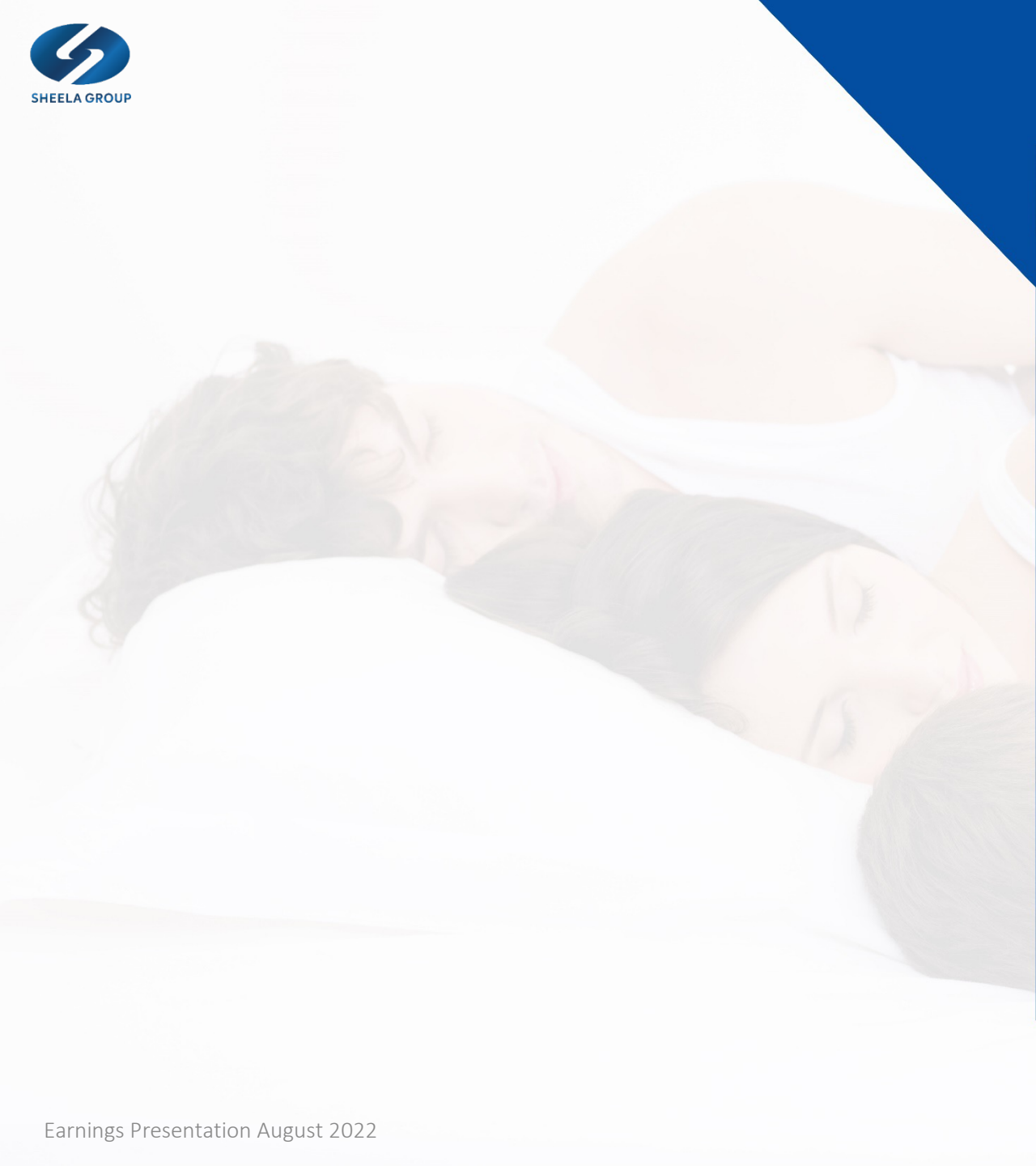
For further information please contact our Investor Relations Representatives:

Mr. Anuj Sonpal

Valorem Advisors

Tel: +91-22-4903-9500

Email: sheela@valoremadvisors.com



THANK YOU