



**MAHAMAYA STEEL INDUSTRIES LIMITED**

IS 2062 / 11

CIN : L27107CT1988PLC004607



ISO 9001:2008

**REGD. OFFICE & WORKS :**

B/8-9, Sector-C, Sarora,  
Urla Industrial Complex,  
Raipur-493 221 Chhattisgarh



Phone : +91-771-4006666 (30 Lines)  
Fax : +91-771-2324401  
E-mail : marketing@mahamayagroup.in  
Website : www.mahamayagroup.in

Ref: MSIL/2016-17/

Date: 03.10.2016

To,  
The Secretary, Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001  
Maharashtra, India  
Scrip Code: 513554

To,  
The Manager  
National Stock Exchange of India Limited (NSE)  
Exchange Plaza,  
Bandra Kurla Complex,  
Bandra East,  
Mumbai; 400051  
Scrip Code: MAHASTEEL

**Sub: INVESTORS PRESENTATION**

Dear Sir,

Please find the enclosed Investors Presentation for the Mahamaya Steel Industries Limited.

This is for your information and records please.

Thanking You,

Yours truly,  
For, Mahamaya Steel Industries Limited

Jaswinder Kaur Misson  
Company Secretary & Compliance Officer.



NSE Code: MAHASTEEL  
BSE Code: 513554

**MAHAMAYA**  
ISO 9001 | 2008

MAHAMAYA STEEL INDUSTRIES LIMITED

INVESTOR PRESENTATION

SEPTEMBER 2016



WE ARE  
THE FLAGSHIP COMPANY  
OF MAHAMAYA GROUP –  
WITH PRESENCE FROM  
MINES TO POWER TO  
MARKETS





## MAHAMAYA GROUP

- Commenced operations in 1988
- Promoted by Mr. Ramanand Agarwal
- Presently led by Mr. Rajesh Agarwal, Chairman
- Presence in steel & power
- 650+ people employed

### Mahamaya Steel Industries Limited

- Flagship company
- Commenced operations in 1988

### Abhishek Steel Industries Limited

- Public Limited, Unlisted
- Incorporated in 2002
- Commenced operations in September 2004
- Installed capacity:
  - **Structural Mill** – 42,000 MTPA
  - **Steel Melting Shop** – 100,000 MTPA

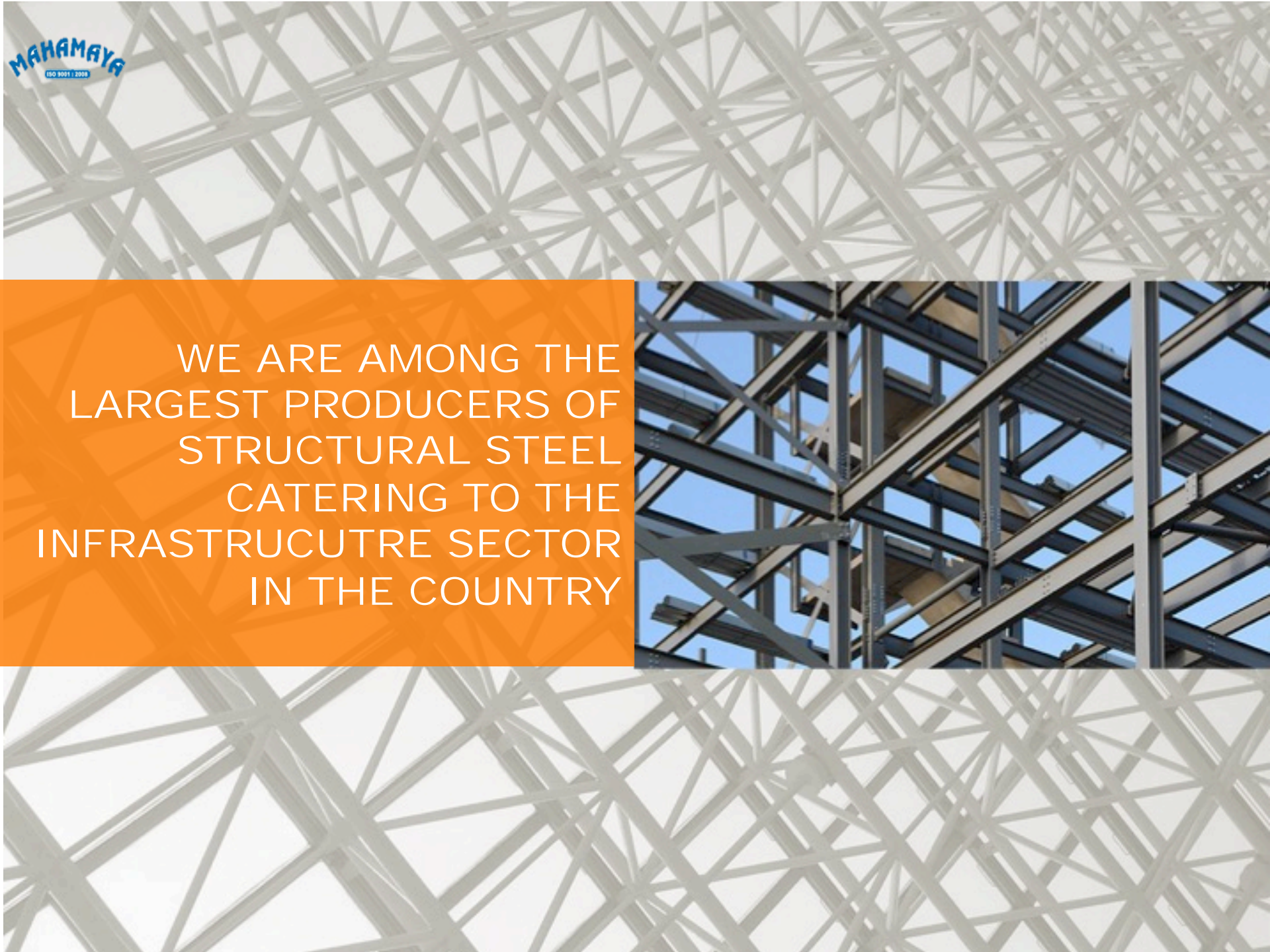
### Devi Iron & Power Private Limited

- Private Limited
- Incorporated in 2004
- Commenced operations in February 2005
- Invested into and commenced Steel Melting Shop in March 2016
- Installed capacity:
  - **Sponge Iron** – 90,000 MTPA
  - **Captive Power Plant** – 7.5 MW
  - **Steel Melting Shop** – 33,600 MTPA

### Shree Shyam Sponge & Power Limited

- Public Limited, Unlisted
- Incorporated in 2003
- Commenced production in September 2003
- Installed capacity:
  - **Sponge Iron** – 33,000 MTPA





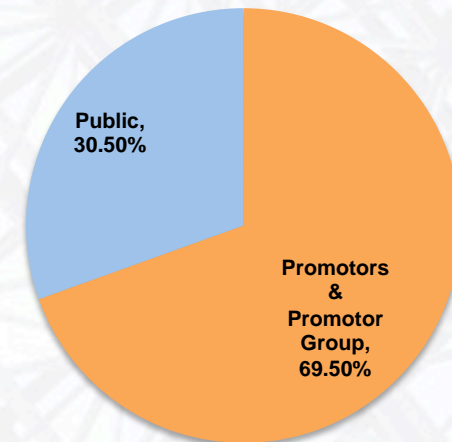
WE ARE AMONG THE  
LARGEST PRODUCERS OF  
STRUCTURAL STEEL  
CATERING TO THE  
INFRASTRUCUTRE SECTOR  
IN THE COUNTRY





- Commenced operations in 1988
- First company in the Indian private sector to produce import-substitutes for high value joists and sleepers
- Offers a wide range of steel structural products for diverse applications across industries
- Headquartered in Raipur, Chhattisgarh
- Led by Mr. Rajesh Agarwal, Managing Director & a second-generation entrepreneur
- ISO 9001:2008 certified company having registrations and approvals from respected institutions including IRS, RDSO, DGS&D, BIS, IS, etc.
- Caters to marquee clientele including private, public and multinational entities (add names)
- Rated BBB+/ Stable by CRISIL
- Employs 500+ people

### Shareholding pattern as on 30.06.16



- Listed on the National Stock Exchange & Bombay Stock Exchange
- **Market capitalisation** - Rs. 461 crore (20.09.2016)
- **Market capitalisation Free Float** – Rs. 143 cr
- **CMP** – Rs. 505 (06.09.16)
- **52 wk High** – Rs. 505 (08.09.16)
- **52 wk Low** – Rs. 29 (19.10.15)



A HISTORY OF VALUE  
CREATION & A  
COMMITMENT TO EXPAND  
THE HORIZONS

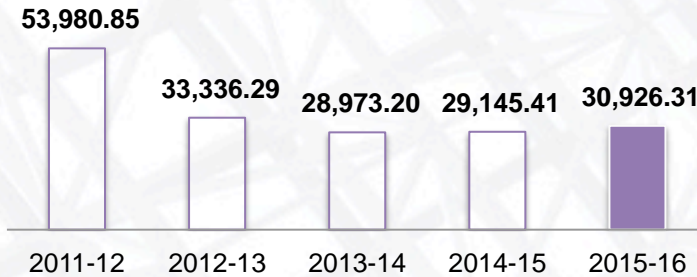


The company's financials suffered a major setback post the global slowdown in 2011-12, thereby leading to a proactive strategy to only focus on insulating the business prospects.

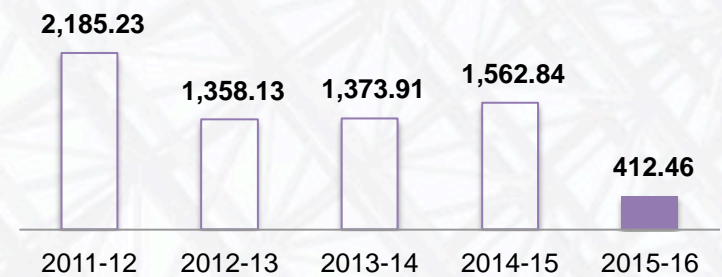


# FINANCIAL PERFORMANCE AT A GLANCE

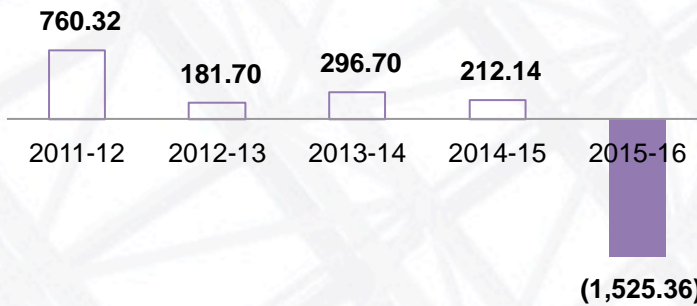
### NET SALES (Rs. In Lac)



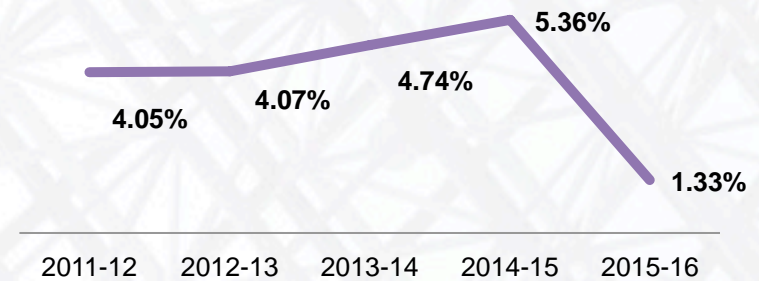
### EBIDTA (Rs. in Lac)



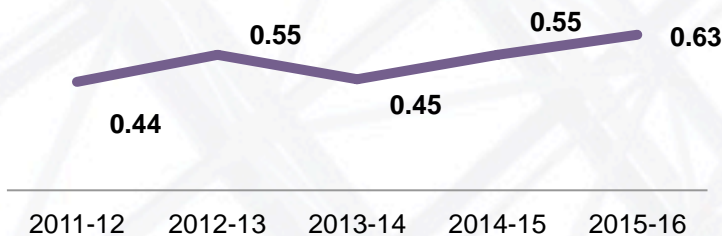
### NET PROFIT / (LOSS) (Rs. in Lac)



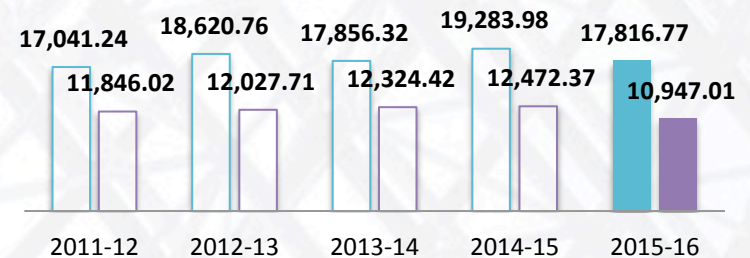
### EBIDTA MARGIN (%)



### DEBT EQUITY RATIO



### CAPITAL EMPLOYED NET WORTH



WITH THE INDIAN  
ECONOMY TAKING OFF, THE  
DEMAND FOR STEEL  
STRUCTURALS IS  
EXPECTED TO ACCELERATE





- Indian per-capita consumption is at 59 kgs against the world average of 225 kgs
- India's gross domestic product is forecast to grow fivefold by 2032, while the manufacturing sector's contribution in the economy is likely to grow to 25% from 17%
- The domestic outlook for steel remains strong owing to Government's thrust on infrastructure building out
- Revival in rural demand is expected due to better monsoons – post two years of subdued rainfall
- The demand for steel is expected to more than double in the next decade to Consumption is seen expanding to 210 million metric tons by 2025-26 from 90 million tons in 2015-16
- The demand is expected to be led by three main sectors – Railways, Housing and Power
- Steel demand in India is estimated to grow at 5% to 6% in 2016-17 and the domestic industry is expected to perform better owing to slowing imports and some stability in Chinese economy



Indian Railways plans to invest \$142 billion in five years & hope to double this investment figure in the next five-year cycle

Investments to be accelerated in segments of railway infrastructure such as suburban rail, metro rail, locomotives & rolling stock, manufacturing and maintenance, signalling & electric works & dedicated freight lines

**RAILWAYS**



Steady demand for affordable housing & government's push for supply has led to a near doubling of new launches in H12016

Addl. Tax sops to first time home buyers under Housing for All by 2022' vision

No. of new launches in affordable housing increased ~100% yoy to 17,000 units across Delhi, MUMBAI, Bengaluru, Pune, Kolkata, Chennai, Ahmedabad & Hyderabad

**HOUSING**



~\$250 billion is expected to pour into India's power and coal sector by 2020

Per-capita electricity consumption of the country has now crossed 1,000 kilowatt-hour (kWh), but still, it is far below the average global consumption

Railway Budget provisioned for 2,000-km electrification of lines and the finance minister allocated Rs 8,000 crore for full electrification of villages by 2018

**POWER**



WE HAVE BUILT CREDIBLE  
& ROBUST FOUNDATIONS  
TO CAPITALISE ON THE  
GROWTH OPPORTUNITY  
AHEAD OF US



**1.**

WIDE RANGE OF  
PRODUCTS

**2.**

REPUTED  
CLIENTELE

**3.**

WORLD CLASS  
QUALITY

**4.**

CAPACITY &  
FLEXIBILITY

**5.**

GROUP  
SYNERGIES



1.

WIDE RANGE OF  
PRODUCTS

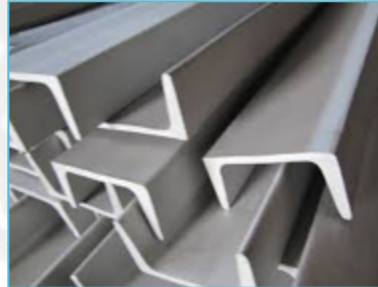
**One stop solutions provider for high quality value-added structurals**





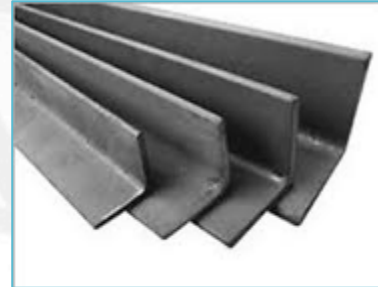
### **BEAMS**

125, 150, 175, 200,  
250, 300, 350, 400,  
450, 500 & 600 mm



### **CHANNELS**

75, 100, 125, 150,  
175, 200, 250, 300  
& 400 mm



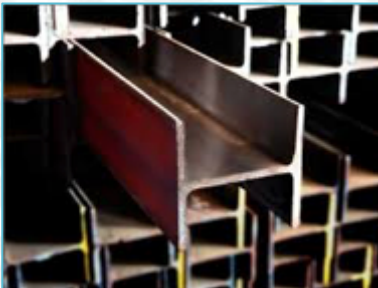
### **EQUAL LEG ANGLE**

50, 65, 75, 80, 90,  
100, 110, 130, 150,  
200 & 250 mm



### **UNEQUAL ANGLE**

30, 50, 65, 75, 80,  
90, 100, 110, 130,  
150, 200 & 250 mm



### **H-BEAMS**

150 x 150, 152 x  
152, 200 x 200 &  
203 x 152 mm



### **R.S. JOISTS**

116 x 100 mm



### **RAILWAY SLEEPERS**



### **ROUNDS**

25-150, 160 mm



# 2.

## REPUTED CLIENTELE

**Strong customer relations. Diversity across industries & segments.**

## PUBLIC SECTOR CLIENTS



## PRIVATE SECTOR CLIENTS



## SECTORS OF PRESENCE

TURNKEY PROJECTS EPC DIVISIONS ENGINEERING WORKS FABRICATORS POWER PLANTS INFRASTRUCTURE TLT MANUFACTURERS HEAVY INDUSTRIES ELECTRICITY BOARDS RAILWAYS PORTS & SHIPYARDS REFINERIES HIGHWAYS TRANSMISSION PROJECTS METRO RAIL PROJECTS



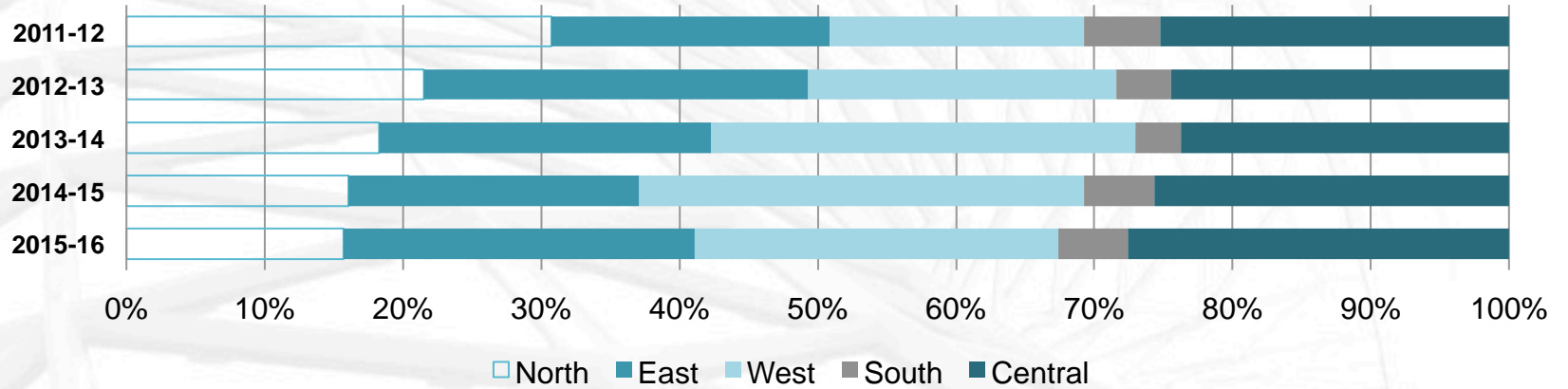
- One of the largest suppliers of sleepers to the Indian Railways
- Strong business relations and production experience of more than 30 years
- High bulk orders from the existing clientele
- Own Transport Division with a large fleet of vehicles & tie-ups across major global markets for logistics
- Also expanded to exports markets in Nepal & Myanmar

**TOP 10 CLIENTS  
ACCOUNT FOR  
47.6%  
OF TOTAL REVENUES**

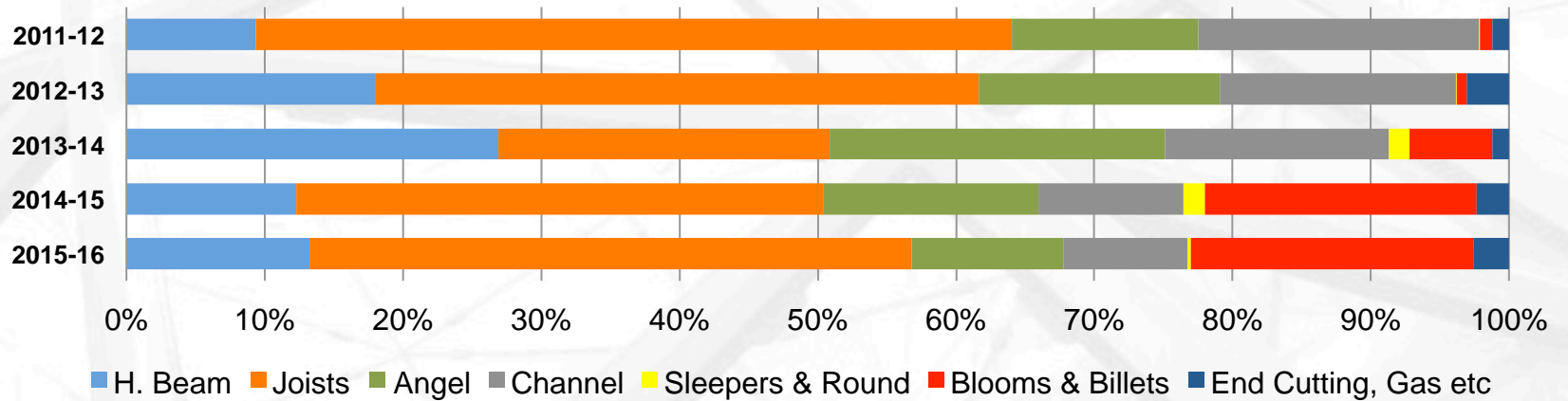
**TOP 5 CLIENTS  
ACCOUNT FOR  
38.5%  
OF TOTAL REVENUES**

**PUBLIC SECTOR  
CLIENTS ACCOUNT  
FOR 3.8%  
OF TOTAL REVENUES**

### Region-wise revenue break-up



### Product-wise revenue break-up







**3.**

**WORLD CLASS  
QUALITY**

**Uncompromising attitude towards quality management**



- Client accreditations & quality certifications serve as an entry barrier in a highly quality conscious structural steel segment
- The process not only takes time but gives an edge for pre-qualification to participate in tendering process

## QUALITY CERTIFICATIONS

- ISO 9001:2008 for Quality Management system
- BIS certification for quality assurance
- BSEN 10025 (viz: 275 JR/JO, 350 JR/JO etc)
- ZQA certification
- ASCB (E)

## REGISTRATION & APPROVALS

We are registered and approved by many organizations, including:





## INSPECTIONS FROM REPUTED CLIENTS/ ORGANISATIONS



**Toyo Engineering India Private Limited**



World-class facility with high levels of production flexibility built in

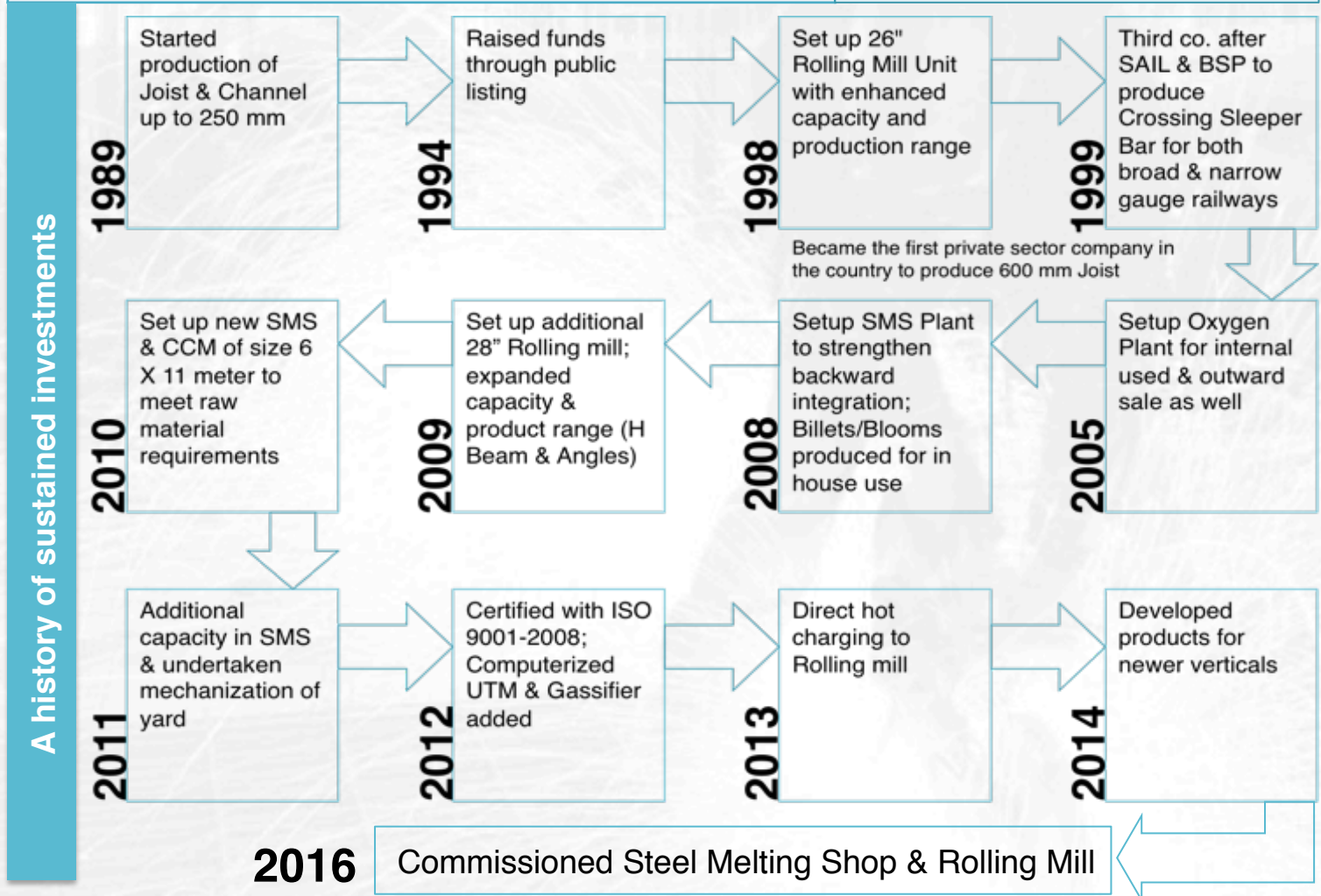
4.

CAPACITY &  
FLEXIBILITY

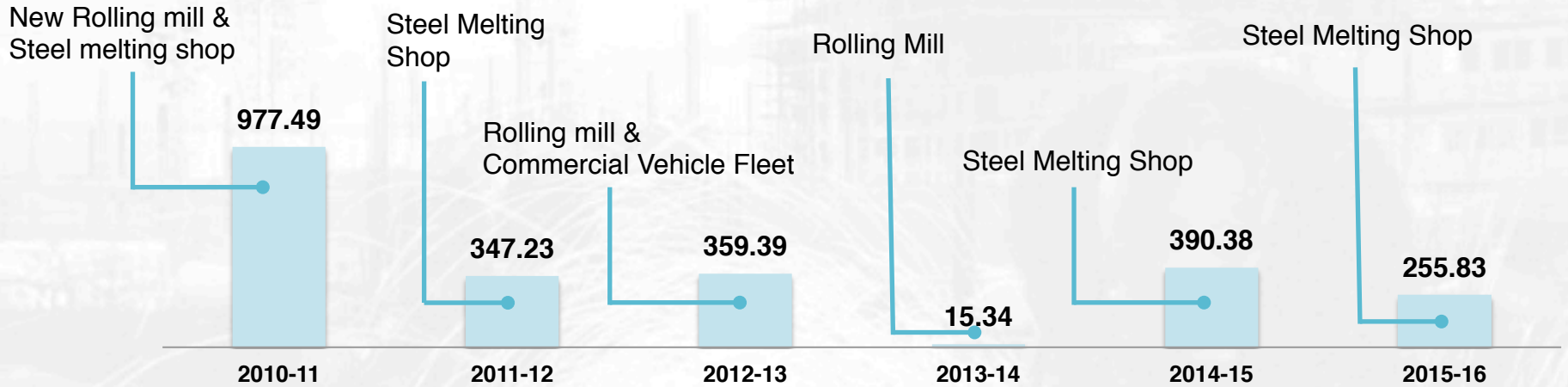




Facilities	Capacity (per annum)	Proximity to the key raw materials as well as markets of consumption – leading to competitive cost advantage
Structural rolling mill	255,000 MT	
Steel melting shop	174,250 MT	
Oxygen plant	900,000 CuM	



## CAPEX INVESTED (RS. IN LAC)



## BEST IN CLASS FACILITIES ACROSS THE UNITS

**STEEL MELTING SHOP**

**CONTINUOUS CASTING MACHINE**

**STEEL STRUCTURAL MILLS (TWO)**

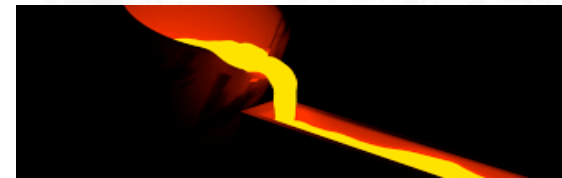
**GASIFIER (GAS-FIRED FURNACE)**

**OXYGEN PLANT**

**NITROGEN PLANT**

**STATE OF THE ART RESEARCH LABORATORY**

**TESTING FACILITIES**





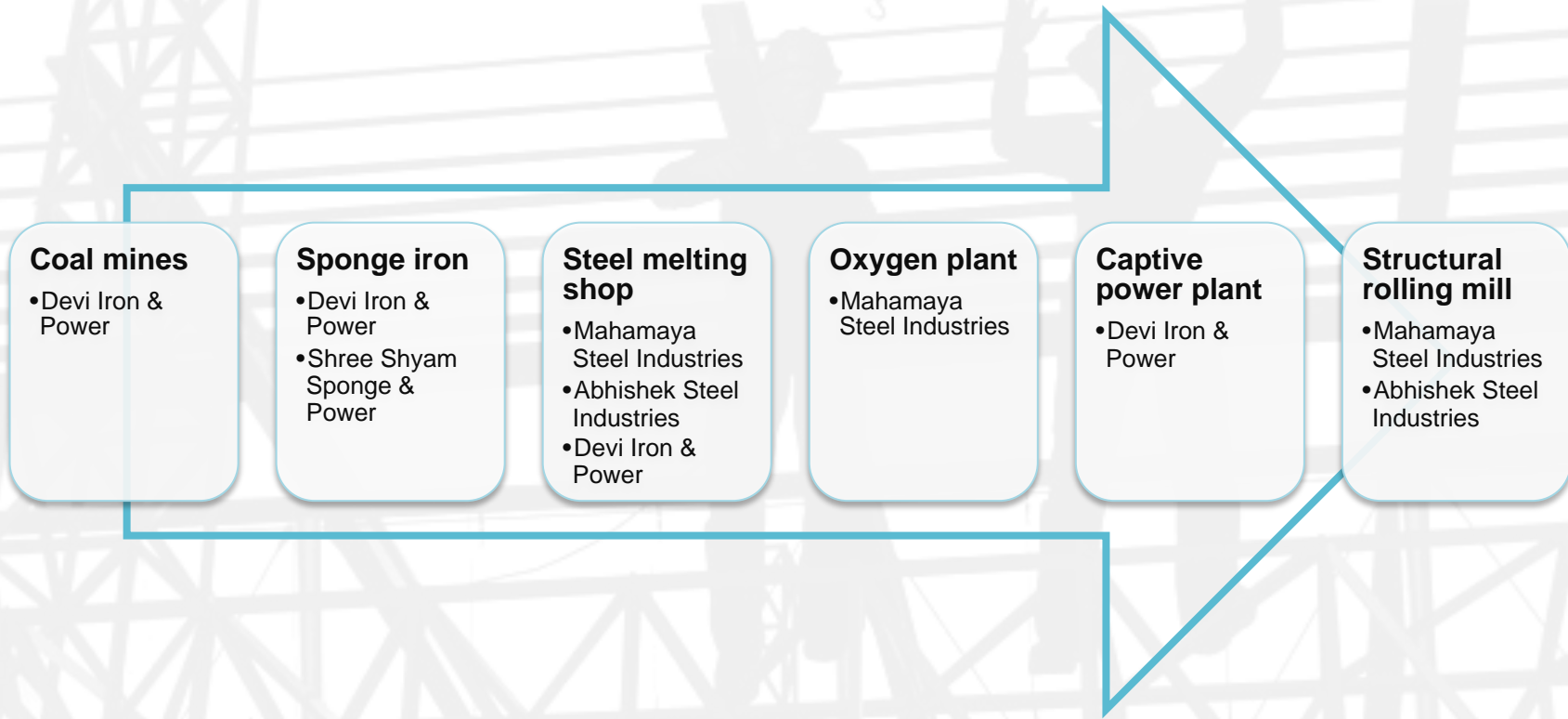
Potential value unlocking through consolidating strengths

5.

GROUP  
SYNERGIES



- Group Companies together command an integrated presence across the value chain – from mines to market
- Group synergies are being consolidated at present to result in value creation opportunities
- Combined capacities result in the Group being among the largest integrated steel & power players in the country





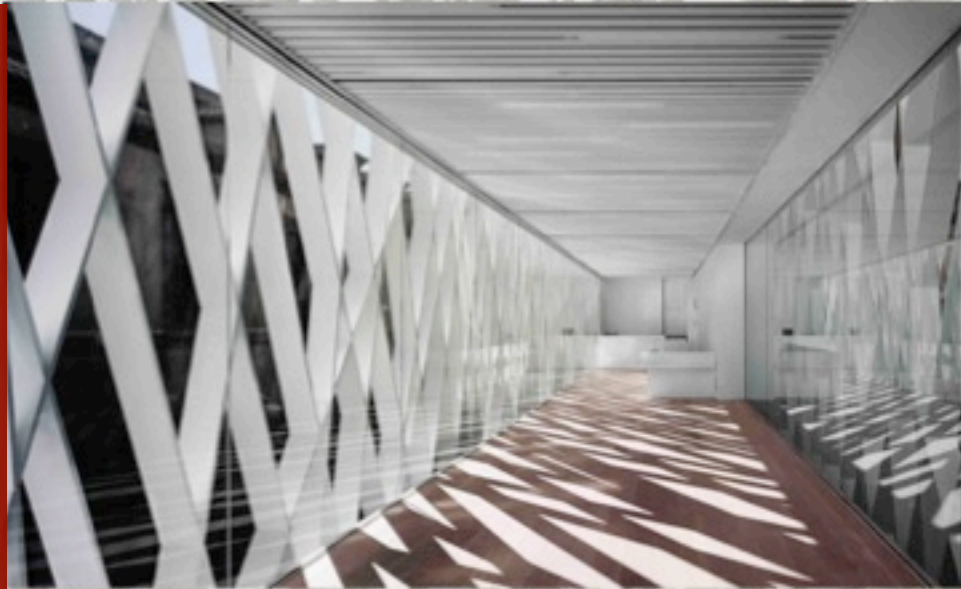
RESPONSIBLE CITIZEN



- MAHAMAYA GROUP has adopted around 40 villages and contributes to the development of the region through a more holistic effort
  - Amenities such as a hospital, school, musical fountain, auditorium, etc. being built to offer a better lifestyle
- Financial support to government schools at Sarora & Achholi Village
  - To ensure better quality of education to every girl and boy in the adjoining villages as well
- The company is running one ITI at Kavardha district
- Has taken over a district hospital at Khursipar, Bhilai
- Actively supports tree plantation drives and water conservation efforts in the villages adjoining its units
- Awarded for Up-scaling Energy Efficient Production and Implementation of Energy efficient technology by UNDP (Ministry of Steel)



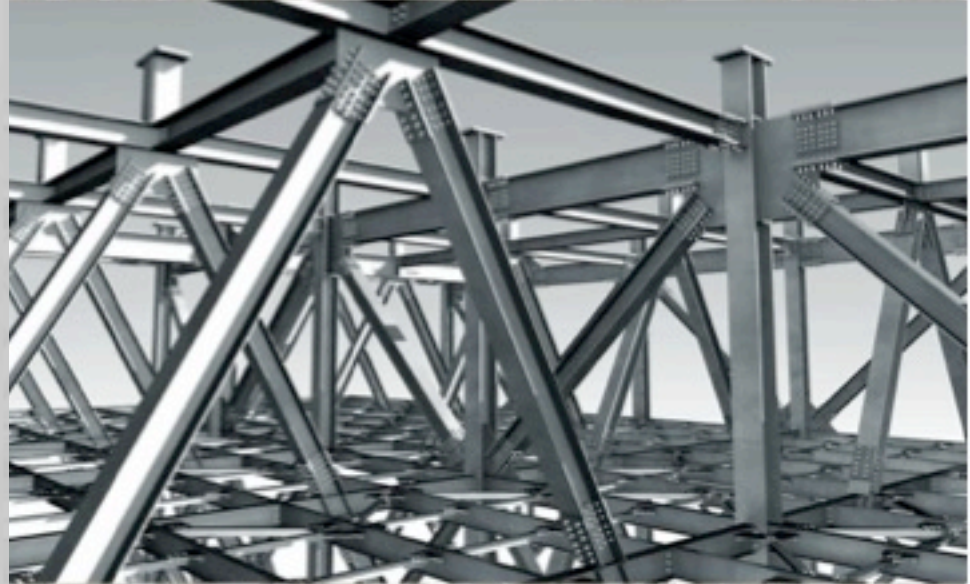
THE NEXT BEGINS NOW!



- **HEALTHY ORDER BOOK OF RS. 100 CRORE AS ON 31.08.2016**
  - To be translated into revenues in the next 2-3 months
  - Recent capacity increment to give significant legroom in completion of orders more efficiently
  - The impact of improved investments in infrastructure to further bolster company's future performance
  
- **VALUE AWAITING TO BE UNLOCKED**
  - Owned land bank of 113 acres adjacent to the existing unit
  - Raipur land prices have been growing in double digits owing to state's rapid growth
  - The company may look at foray into renewable energy – preferably Solar, thereby giving significant jump in the topline and bottom line in the next two years
  - With large expected capacity in power, the stock can face a rerating opportunity from steel to power sector valuation multiple



## KEY TAKEAWAYS



- Strong business & financial fundamentals
- Improving economy to reinvigorate demand
- Credible clientele and accreditations
- Wide range of value-added products
- Healthy order book
- Foray into renewable energy to pose a rerating opportunity



THANK YOU.