



# Shree Pushkar Chemicals & Fertilisers Ltd

Investor Presentation

Q1FY17

August 2016



# Safe Harbor



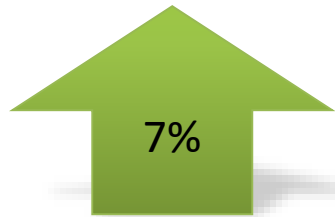
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# Q1FY17 Highlights

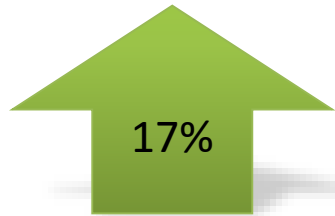


Total Revenue

**Rs 64.4 Crs**

## Steady Performance

- Robust growth in Dye Intermediates
- Dyes Sales commences, currently at 4% of Revenues for the quarter



EBIDTA

**Rs 10.9 Crs**

**(Margin 17.0%)**

## Better operating leverage

- Benefits from lower commodity prices
- Efficient cost management



PAT

**Rs 6.0 Crs**

**(Margin 9.4%)**

## Lower Financial Expenses

- Finance Cost lower by 51%
- Provision of Higher tax incidence in the current quarter

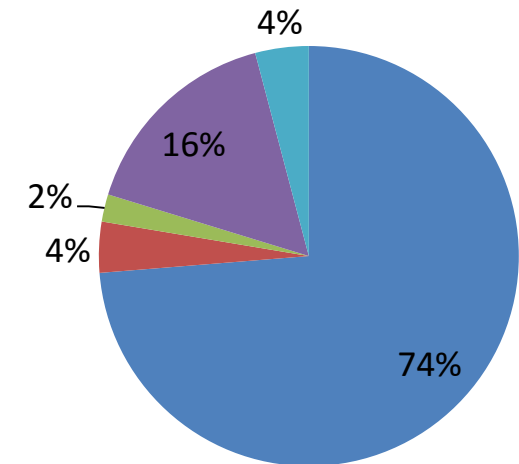
Strong Dye Intermediate performance continues



# Q1FY17 Segmental Highlights

- Acid Complex Division had higher captive utilization leading to lower external sales
- Lower Fertiliser volumes due to industry wide delay in receipt of renewal of licenses by GOI for SSP

## Revenue Break up



- Dye Intermediates
- Acid Complex
- Cattle Feed
- Fertiliser
- Dye Stuff

### Dye Intermediates

↑ 36% volume growth  
↑ 6.4% Revenue growth

### Acid Complex

↓ 46% volume de-growth  
↓ 42% Revenue de-growth

### Cattle Feed

↑ 0.4% volume growth  
Flat Revenue growth

### Fertiliser

↓ 17% volume de-growth  
↓ 0.5% Revenue de-growth

# Financial Highlights



Particulars (Rs. In Crs)	Q1FY17	Q1FY16	Y-o-Y	Q4FY16	Q-o-Q	FY16
Net Sales	63.26	60.24		77.72		248.70
Other Income	1.17	0.00		1.56		2.54
<b>Total Revenue from Operations</b>	<b>64.43</b>	<b>60.24</b>	<b>6.9%</b>	<b>79.28</b>	<b>-18.7%</b>	<b>251.24</b>
Raw Materials	43.58	41.48		56.42		175.29
Employee Expenses	2.78	2.39		2.53		10.17
Other Expenses	7.12	7.02		10.56		30.87
<b>EBITDA</b>	<b>10.95</b>	<b>9.35</b>	<b>17.1%</b>	<b>9.78</b>	<b>12.0%</b>	<b>34.91</b>
<b>EBITDA %</b>	<b>17.0%</b>	<b>15.5%</b>	<b>150 bps</b>	<b>12.3%</b>	<b>470 bps</b>	<b>13.9%</b>
Depreciation	1.20	0.89		1.16		3.80
<b>EBIT</b>	<b>9.75</b>	<b>8.47</b>	<b>15.2%</b>	<b>8.61</b>	<b>13.2%</b>	<b>31.11</b>
<b>EBIT (%)</b>	<b>15.1%</b>	<b>14.1%</b>	<b>100 bps</b>	<b>10.9%</b>	<b>430 bps</b>	<b>12.4%</b>
Finance Cost	0.24	0.49		0.55		1.97
<b>Profit before Tax</b>	<b>9.51</b>	<b>7.98</b>		<b>8.07</b>		<b>29.13</b>
Tax	3.48	2.39		2.35		6.84
<b>Profit after Tax</b>	<b>6.03</b>	<b>5.59</b>	<b>7.9%</b>	<b>5.71</b>	<b>5.6%</b>	<b>22.29</b>
<b>PAT %</b>	<b>9.4%</b>	<b>9.3%</b>	<b>10 bps</b>	<b>7.2%</b>	<b>220 bps</b>	<b>8.9%</b>



# Product launches pipeline



Description	Products	Current Capacity	New Capacity/ Expansion	Status
Forward Integration	Reactive Dyes	3000 MTA (On stream in Jan 2016)	3000 MTA	Marginal Capex of ~Rs 5Cr Expected by Q3FY17
Captive Consumption in Dyes Plant	H – Acid	2,400 MTA	750 MTA	Expected by Q2FY17
	Vinyl Sulphone	2,700 MTA	1000 MTA	Commissioned in May 2016
Expanding Fertiliser portfolio	NPK (Nitrogen, Phosphorus and Potassium)	20,000 MTA	-	Commissioned in Feb 2016
	Sulphate of Potash (SOP)	10,000 MTA	-	Commissioned in August 2016
To use effluents generated in SOP	Calcium Chloride		7,000 MTA	To be Commenced by Q3 FY17

Funded through IPO

# Commenced Operations for New Reactive Dyes Plant



Capacity of  
3000 MTA

At Lote  
Parshuram,  
Maharashtra

New Quality  
Control  
Laboratory

Sales  
commenced in  
May 2016



# Reactive Dyes... A Forward Integration

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



## New Manufacturing Capacity

- New Manufacturing Division for manufacture of Reactive Dyes at Lote Parshuram, Maharashtra
  - Installed capacity of 3,000 MTA
  - The plant is a Zero effluent Discharge Plant
- To meet the captive requirement
  - 2 additional plants for Dye Intermediates
  - H-Acid , Capacity of 750 MTA expected to be commissioned by Q2FY17
  - **Additional Vinyl Sulphone, Capacity of 1000 MTA commissioned in May 16**

Reactive Dyes	In-house Inputs
Black	Vinyl Sulphone + H- Acid
Red	Gamma Acid + Vinyl Sulphone + H- Acid
Yellow	K- Acid, R-Salt + Meta Ureido Aniline + H- Acid

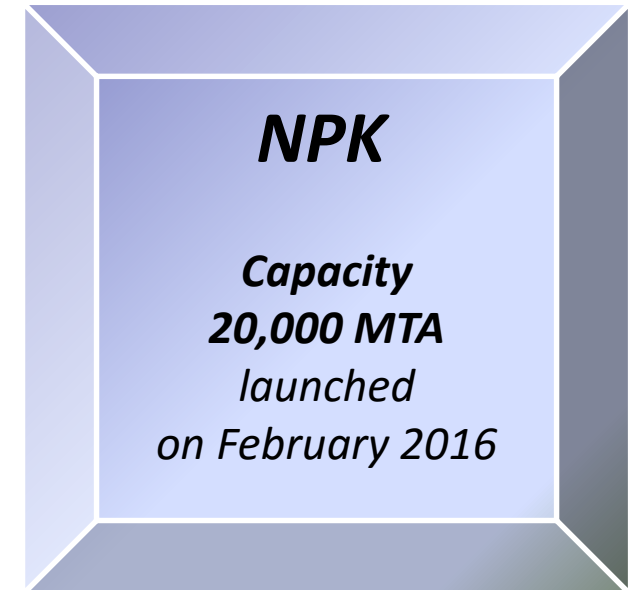
One Stop Shop for DyeStuff Manufacturers catering to Textile Sector





# Fertiliser - NPK

- NPK fertilizer is primarily composed of three main elements: Nitrogen (N), Phosphorus (P), and Potassium (K)
- Company has received a license for manufacture of Mixed Fertilizer NPK in the state of Maharashtra
- Sold under Marketing tie-up with DCM Shriram
- Launched under the brand 'Shriram Urja Mix' in the state of Maharashtra
- Commenced operations of NPK under its existing Fertiliser Division





# Fertiliser - Sulphate Of Potash (SOP)

- As Fertiliser
  - SOP is a preferred form of potassium in saline or sodic soil conditions and where irrigation water may have high chloride levels
- As Deicing Agent
  - SOP is designed for snow removal and deicing operations
- SOP plant commissioned on 1<sup>st</sup> August 2016
  - Commercial production to commence from September 2016
- Continuing Zero Waste status
  - Setting up Calcium Chloride plant with capacity 7000 MTA
  - To utilize HCL generated in SOP





# Future Growth Indicators

## Maintaining steady growth in current business

Consolidated business growth at a CAGR of 19% over the past 5 years

Plant  
Commissioned

## Reactive Dyes

- Capacity commissioned on 28<sup>th</sup> Jan 2016
- Capacity – 3,000 MTA



Plant  
Commissioned

## Additional Fertiliser Products

- Mixed Fertilisers (NPK) – 20,000 MT A
- Sulfate Of Potash (SOP) – 10,000 MTA

## Environmentally Conscious

- Set up a Calcium Chloride plant - 7,000 MTA
- To utilize the HCl generated in the manufacture of SOP
- To commence from Q3 FY17

*“Continue the Zero Waste status”*



# Utilization of IPO Proceeds

Particulars (Rs Crs)	Objects of the issue as per prospectus	Total Spent/Utilisation upto June 30 <sup>th</sup> 2016	Amount Pending Utilisation
Acquisition of Existing Factory at B-97, Lote Parshuram	2.29	2.29	-
Construction of Godown at unit II	2.38	2.38	-
Amount Spent for setting up the facilities at B-97, Lote Parshuram for Dyes & Allied Products	41.59	35.78	5.81
Setting Up the ETP at Existing Unit I	4.88	0.24	4.64
Preliminary & Pre-operative expenses / Issue Expenses	7.00	5.51	1.49
General Corporate	4.00	0.43	3.57
<b>Total</b>	<b>62.14</b>	<b>46.64</b>	<b>15.50</b>

All the unspent Amount are kept with Bank in Fixed Deposit Accounts

The Company has in addition undertaken additional expansion for putting up a SOP Plant where the total capex made as on 31.06.2016 was Rs.18.34 Crs.



# The chemistry Behind colours...

## **Business Details**







# The Chemistry Behind Colours



India's largest manufacturer of K Acid

Established in **1993** as a Chemical Trading company

**Single location plant** at Lote Parshuram

Products across Dyes, Dye Intermediates, Acid Complex, Cattle Feed Supplement & Fertilizers

Marketing through **+300 dealers** across Maharashtra, Gujarat and Karnataka

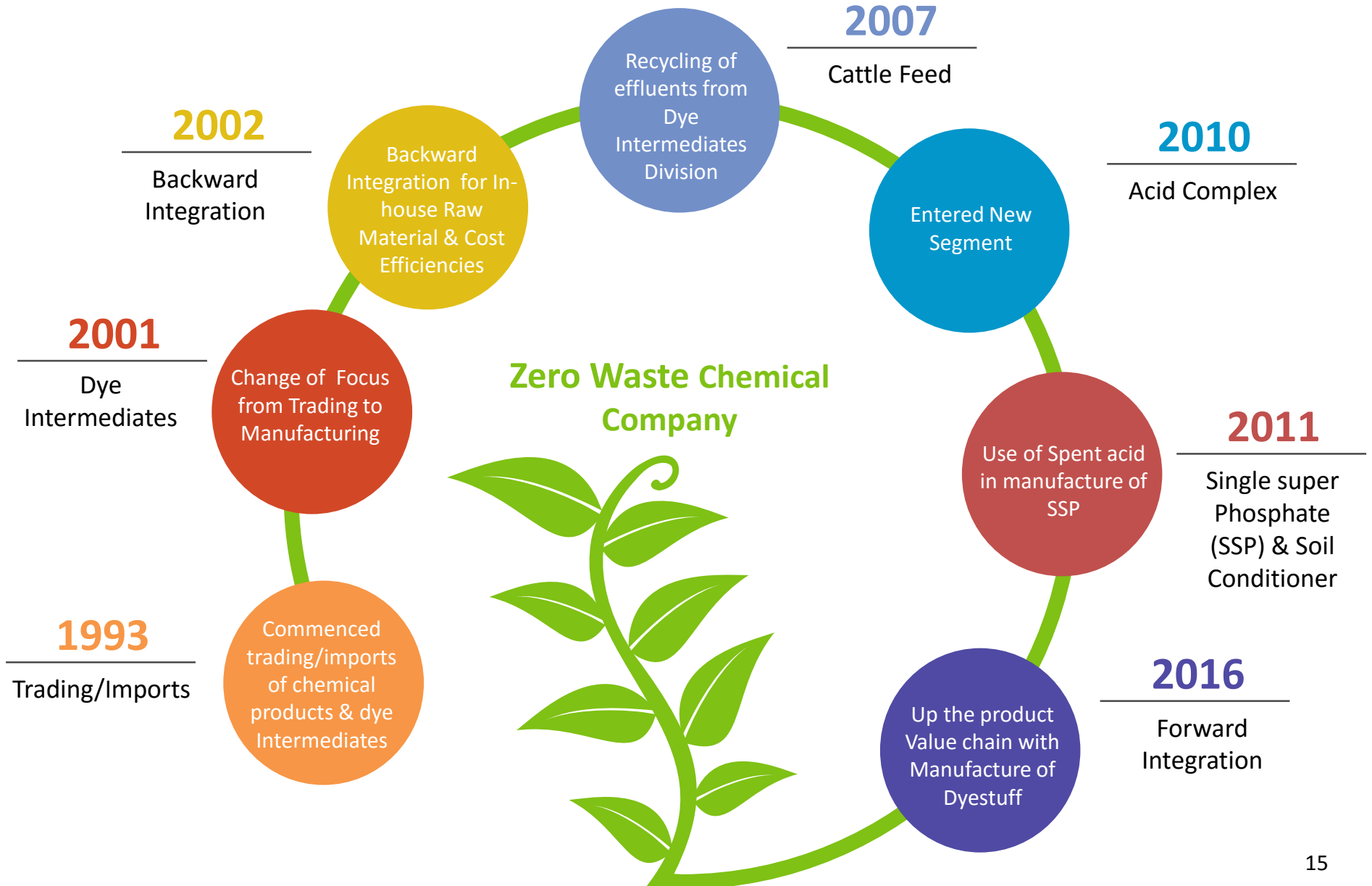
**Exports** to world's leading dye manufacturers Huntsman Corporation in USA

**Moving up** the product value chain with manufacturing of Dyes

2 Key **Marketing tie – up's** for Cattle Feed & Soil Conditioner



# Key Milestones



# Single Location Plants in Lote Parshuram, Maharashtra



**Unit 1 – Dye Intermediates**



**Unit 2– Granulation Plant**



**New Reactive Dyes Plant  
Unit 3**



**Sulphuric Acid Plant**



**New Quality Testing Lab for Dyes**



Only manufacturing unit with a basket of Dye-intermediates  
“One Stop Shop for Dye Manufacturers”



# 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 experience in accountancy and taxation



**Dilip Shah**

GM – Export Import

Has 27 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



**S N Sengupta**

Associate Director

A chemical engineer with experience of 33 years in project financing and techno economic feasibility studies of industrial projects



**Rajkumar Sahani**

VP - Projects

A chemical Engineer with over 42 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 28 years of experience in the field of dyes, chemicals and fertilisers



**R M Tiwari**

GM of Unit II

29 years of experience in manufacturing of fertilizers



**Dolekar**

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 BCom and Bachelors in Law qualifications



# Business Overview



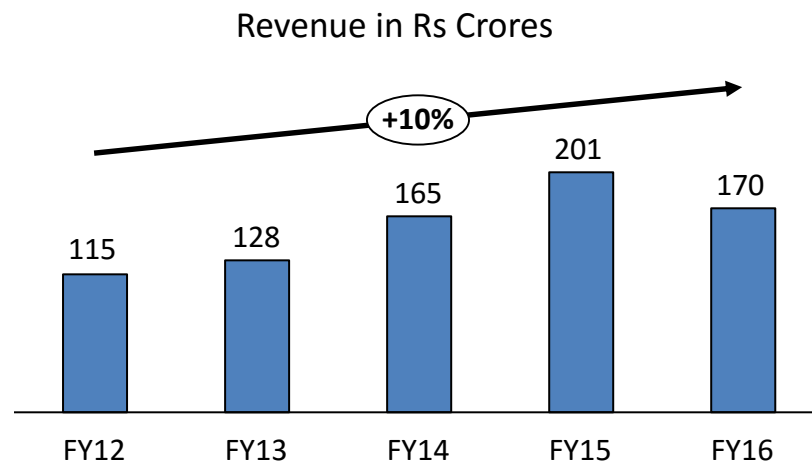
% of FY16 Revenue	Business Verticals	Details	Products	Industries
71%	Dye Intermediates	Products manufactured from organic chemicals and are further processed to obtain dyestuff	Gamma Acid, K- Acid, R-Salt, Vinyl Sulphone, Meta Ureido Aniline and H- Acid	Manufacturers of Synthetic Dyes
7%	Acid Complex	A compound capable of neutralizing alkalis & containing hydrogen that can be replaced by a metal to form a salt	Sulphuric Acid, Oleum and Chloro Sulphonic Acid (CSA)	An acid reagent typically used for Sulphonation reaction
2%	Cattle Feed Supplement	Mainly used as a dietary supplement in animal feed products	Di- Calcium Phosphate (DCP)	Used by Cattle & Poultry Feed manufacturers
20%	Fertilisers	Phosphatic fertiliser & a fertiliser used to improve the soils quality and for improving / Building soil	Single Super Phosphate (SSP) Soil Conditioner, Nitrogen Phosphorus Potassium (NPK), Sulphate Of Potash (SOP)	Agriculture
	Dyestuff	Commenced commercial production in May 2016	Reactive Black, Reactive Red, Reactive Yellow	Used for Dying of Textile / Yarns commonly cellulosic material



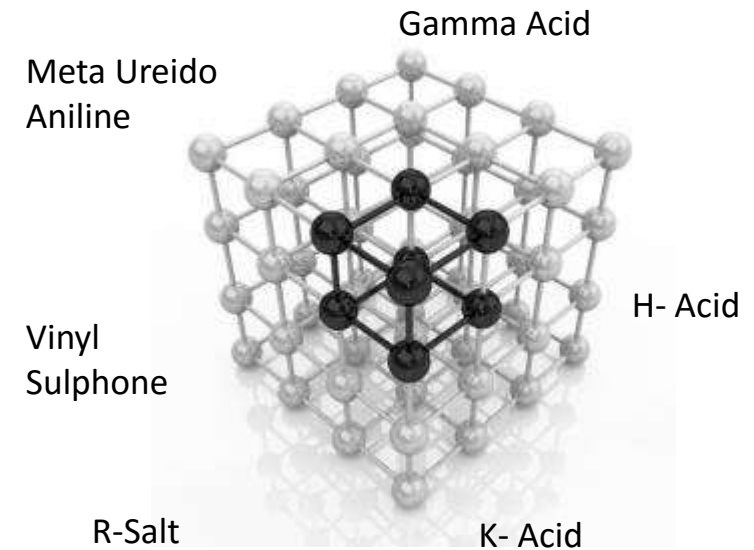


# Dye Intermediates

- One of the few manufactures of wide range of dye intermediates in India with zero waste
- State of art integrated manufacturing facilities located at Lote Parshuram, Maharashtra
- Total Capacity of 7,836 MTA
- Amongst India`s large manufacturers of K-Acid
- End Use in manufacturing of Dyes for Textile Industry



## Product offerings for Dyestuff Manufacturers



One Stop Shop for Dyestuff Manufacturers



# Dye Intermediates

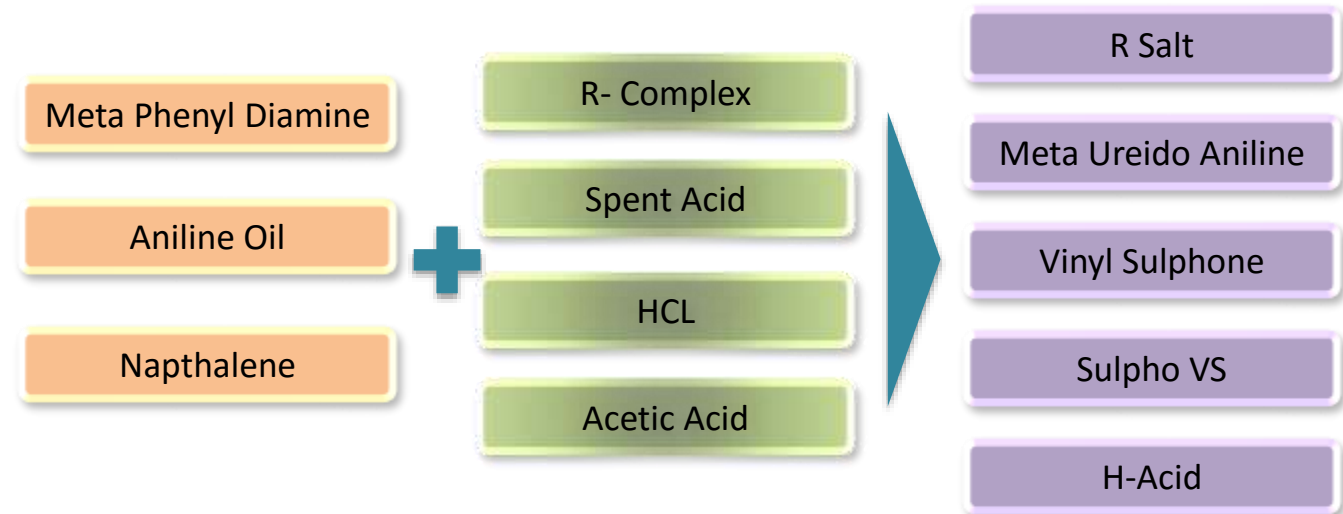
## 2001 – 2006

- Production of Gamma Acid and K – Acid
- Lower cost efficiencies due to Effluents generated



## 2006 – till date

- Creating a **Waste to Wealth** manufacturing model with smart use of Effluents to create new products
- Now offer a basket of Dye Intermediates with best cost efficiency
- Current Product basket cater to ~80% of dye stuff industry



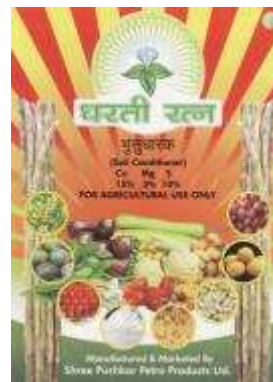
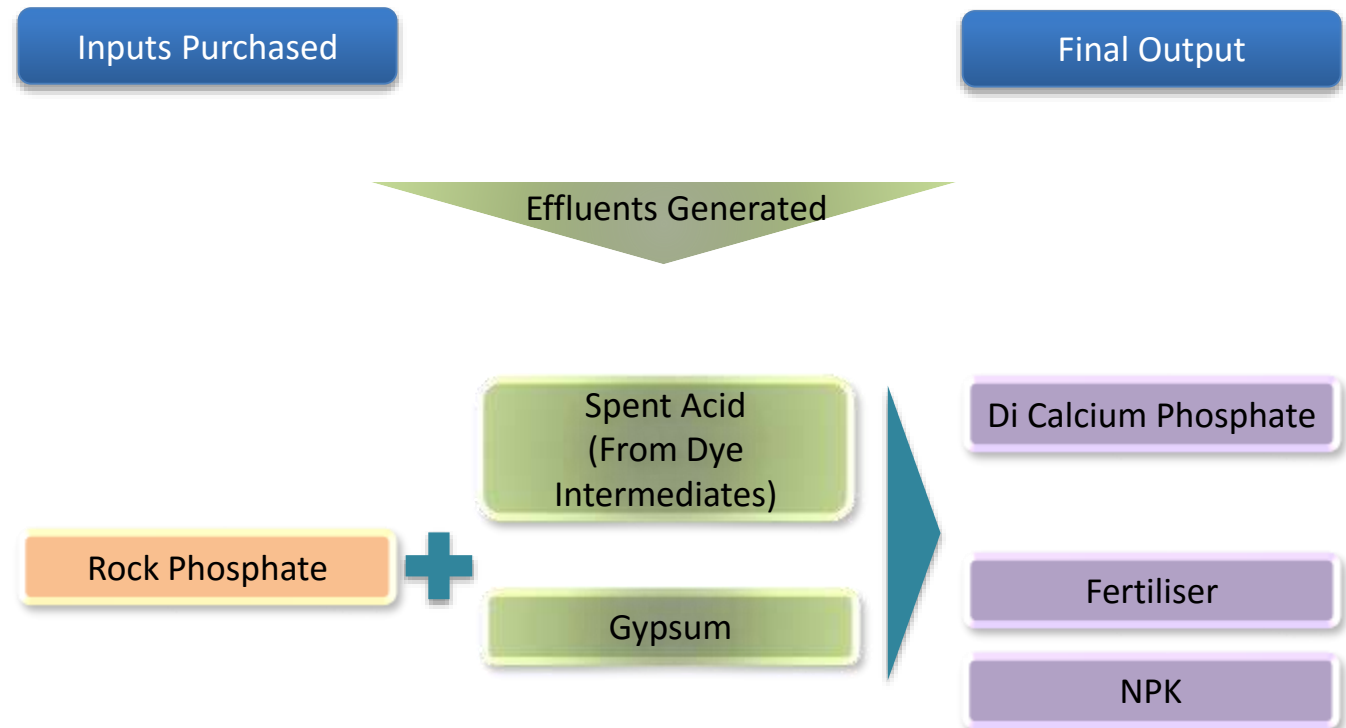
Increased product basket from 2 to 7



# Evolution Towards Cattle Feed and Fertiliser

## 2007 – till date

- Exclusive marketing arrangement with Shriram Chemical & Fertilizers for Single Super Phosphate in Maharashtra and Karnataka
- Tie-up with Shivam Chemicals for marketing of Di-Calcium Phosphate in Karnataka
- Launched its own soil conditioner brand '**Dharti Ratna**' in Western Maharashtra





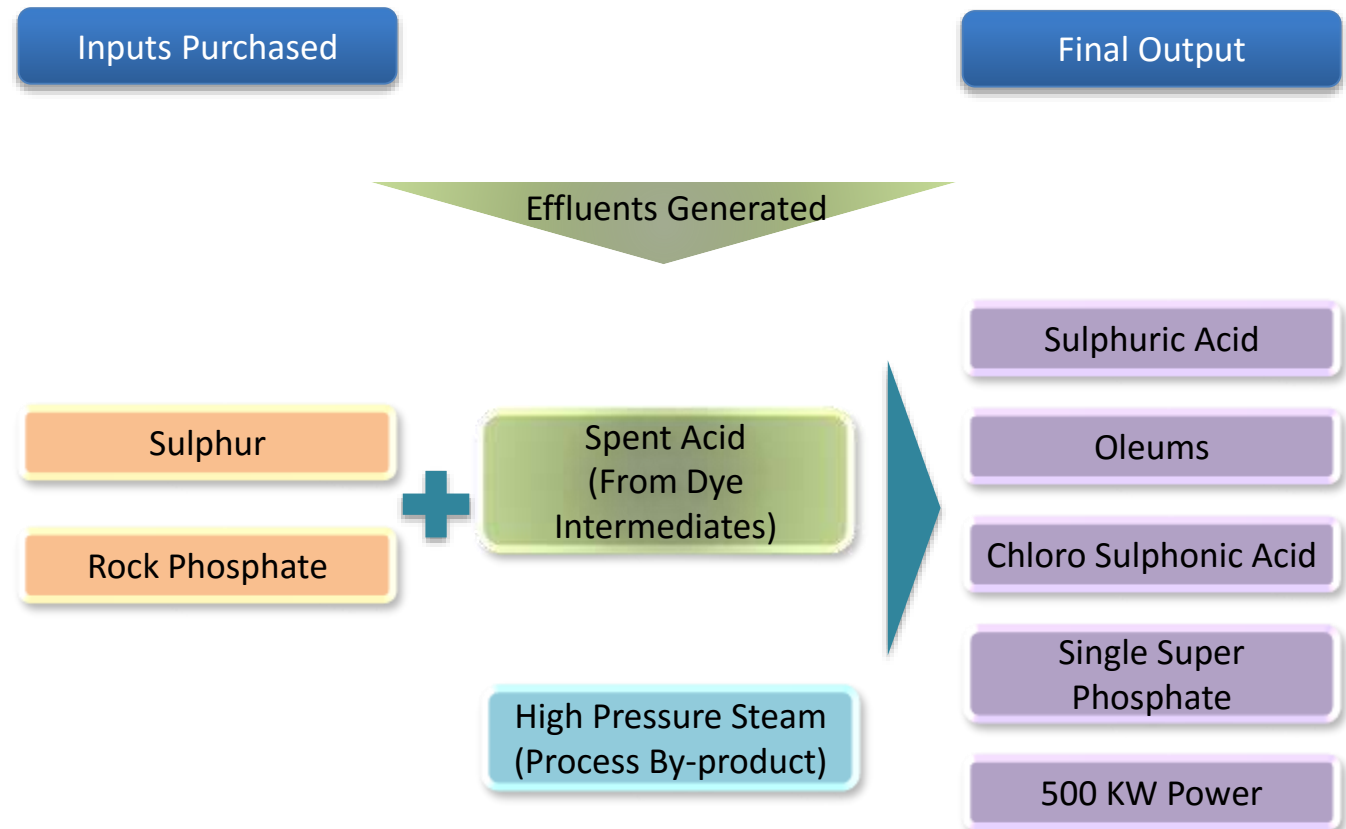
# Evolution Towards Acid Complex and Power

## 2009 – till date

- Sulphuric acid is a major raw material in solphonation in all chemical industry and phosphoric acid industry
- Capacity of 40,000 MTA
- Excess Spent Acid from Dye Intermediates division used for

## High Pressure steam

- Used to generate 500 KW Power at zero direct cost for Captive Consumption
- Rest converted to low pressure steam for internal consumption



# Client Profile



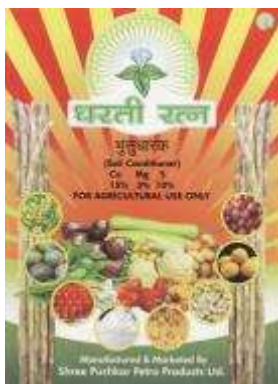
## Domestic Clients



## International Clients



## Own Brand



- **Exclusive marketing arrangement** with DCM Shriram Chemical & Fertilizers for Single Super Phosphate in **Maharashtra and Karnataka**
- Tie-up with Shivam Chemicals for marketing of **Di-Calcium Phosphate** in Karnataka
- Launched its own soil conditioner brand '**Dharti Ratna**' in **Western Maharashtra**



# Key Strengths



**01** Zero Waste  
Recycle of Effluents to generate new products

**02** Internal Power Generation  
Use of High Pressure Steam generated from Acid Plant for Power Generation and Internal Consumption

**03** Cost Efficiencies  
Led by Backward Integration of Raw Material manufacturing

**04** Own logistics Fleet  
For smooth transportation of raw material and products to Clients

**05** Low Financial Leverage  
A Zero Debt Company with Debt to Equity nearly NIL

**06** Single Location Plant  
All Facilities within MIDC, Lote Parshuram, Maharashtra



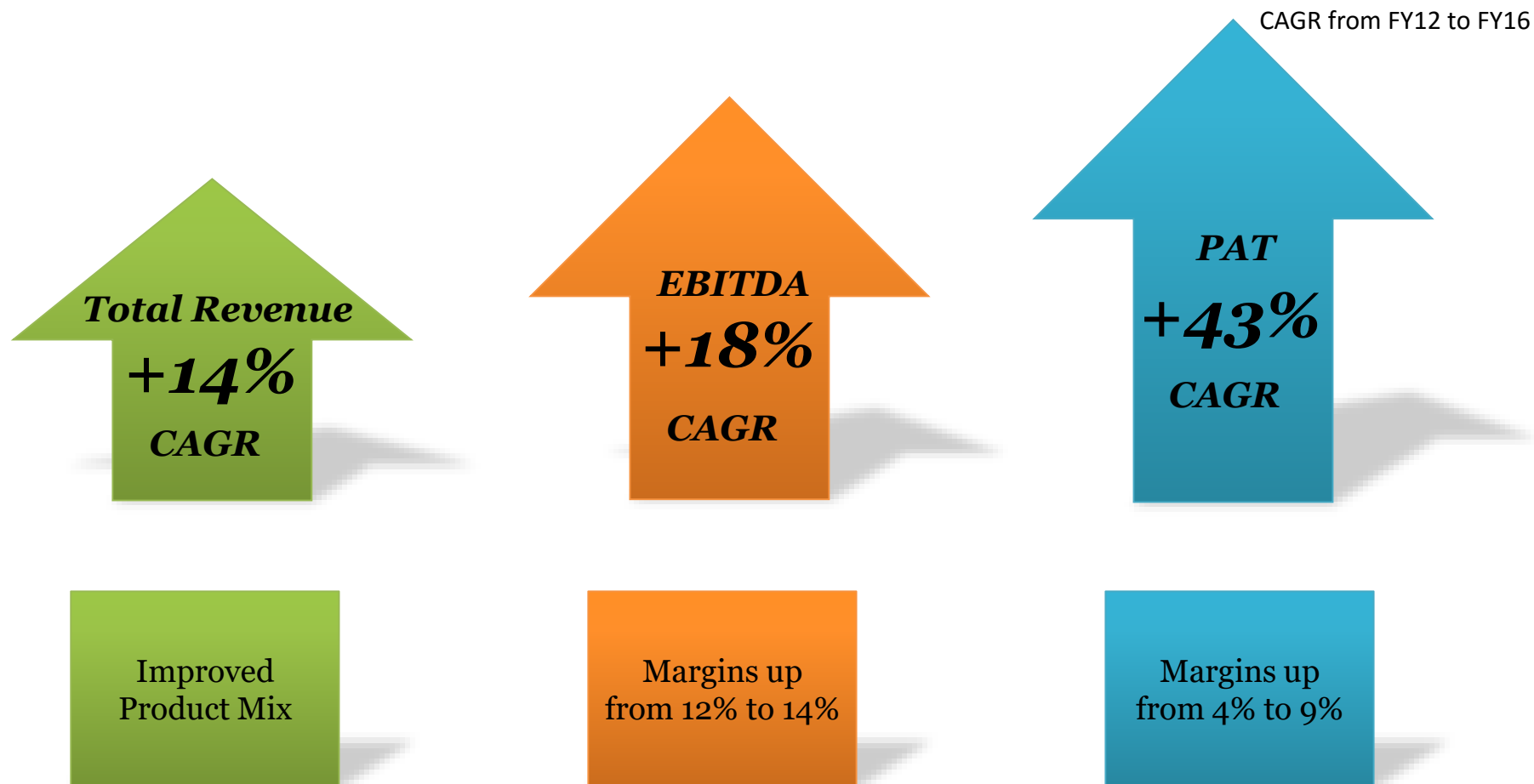


The chemistry  
Behind colours...

**Financials**



# Strong Financial Performance

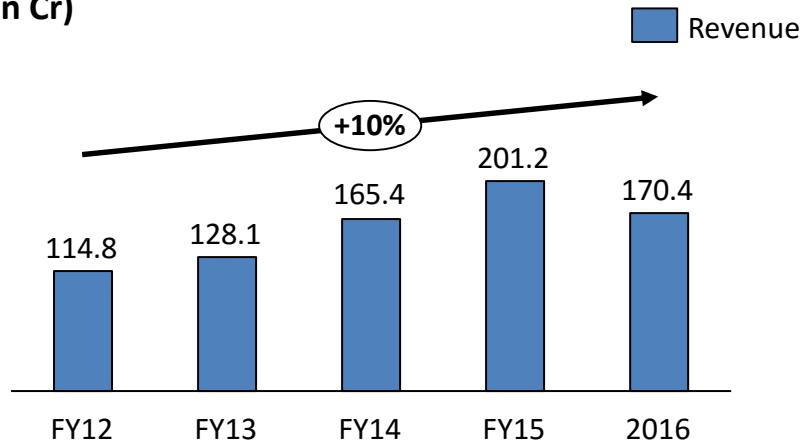


Along with a strong Balance Sheet

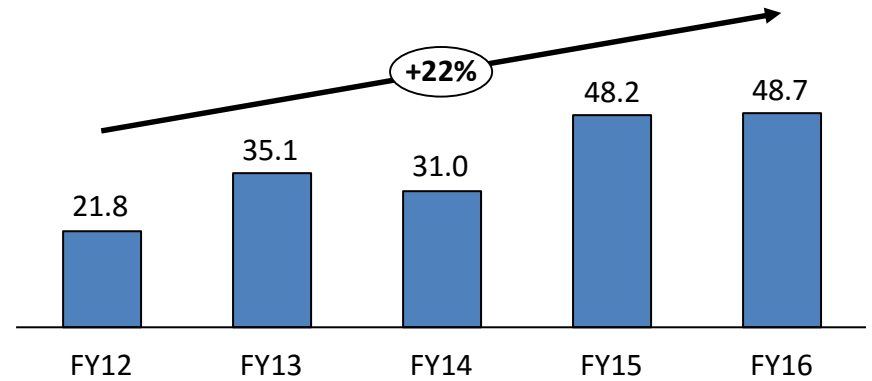


# Segmental Performance

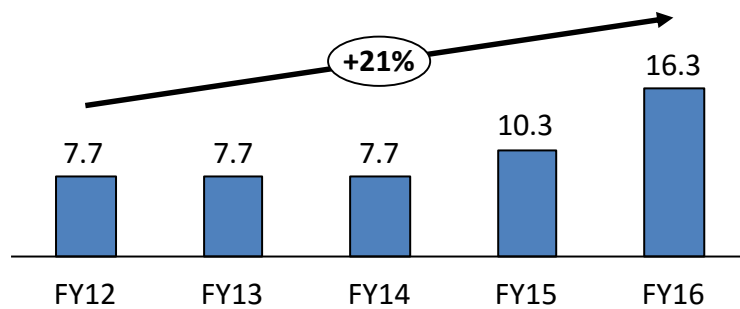
(Rs in Cr)



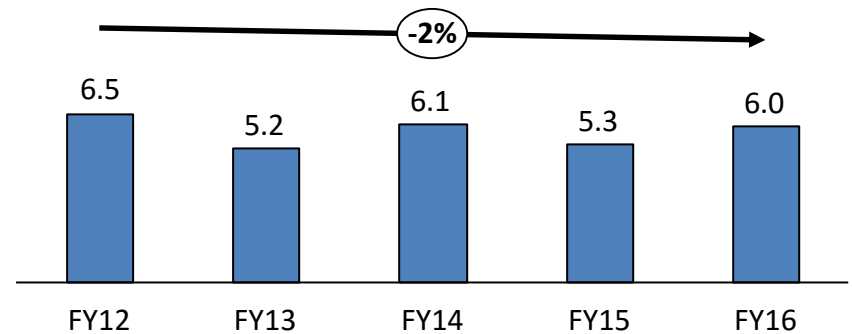
**Dye Intermediates**



**Fertilisers**



**Acid Complex**



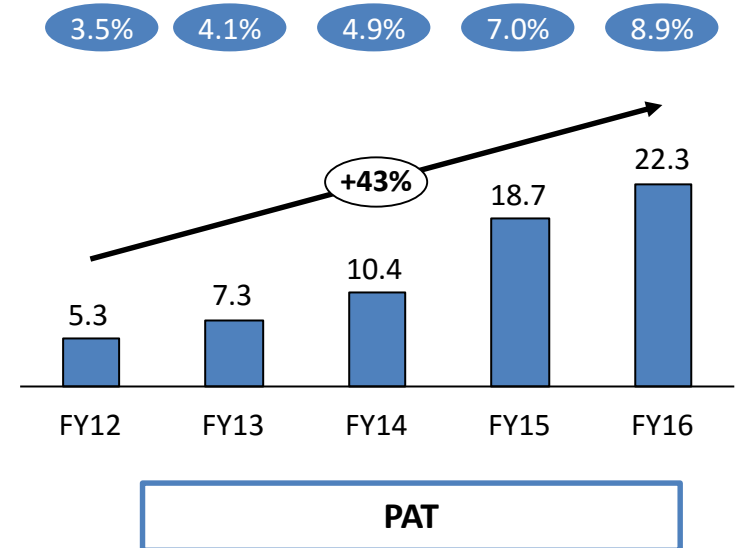
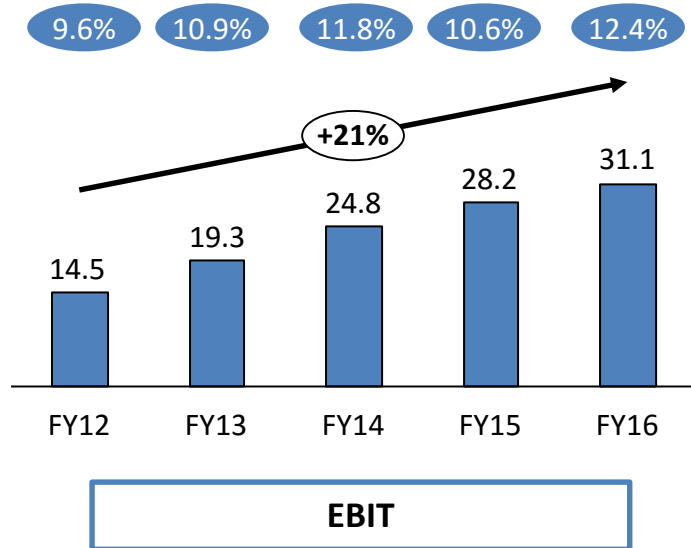
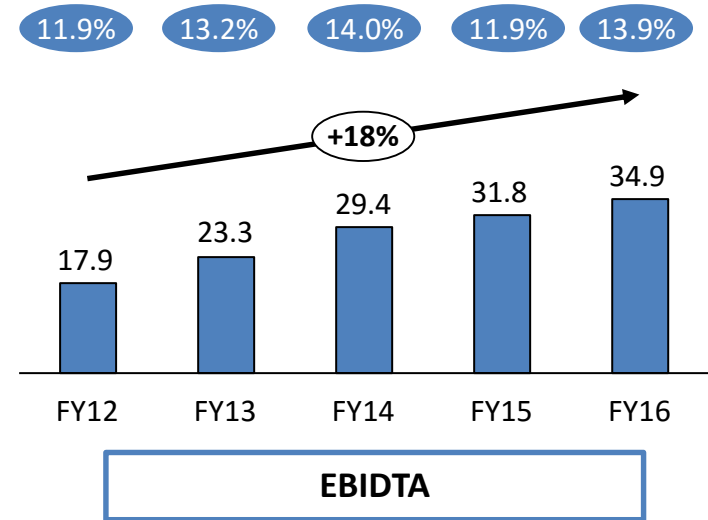
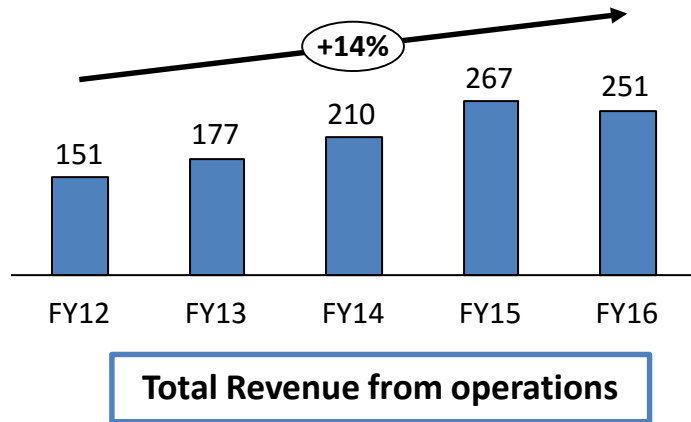
**Cattle Feed**



# Key Financial Parameters

(Rs in Cr)

Margin %

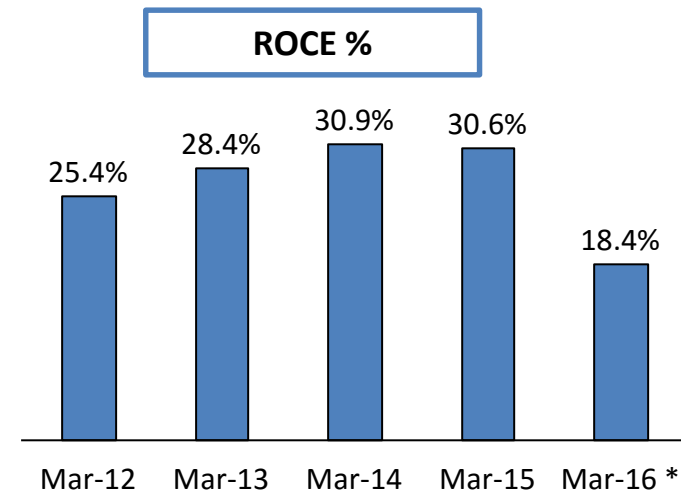
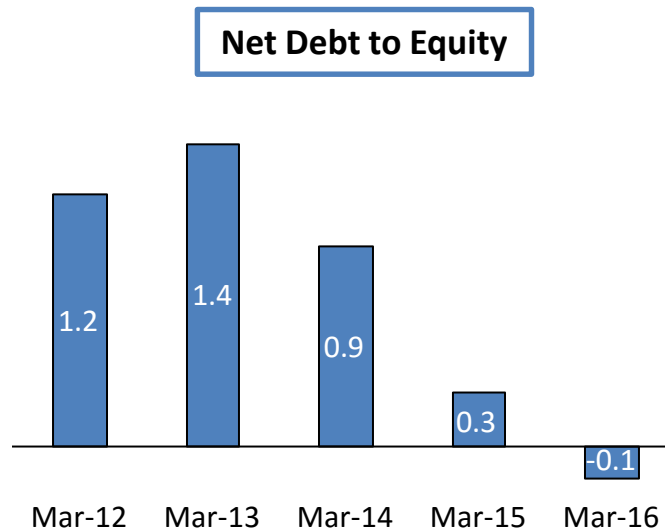
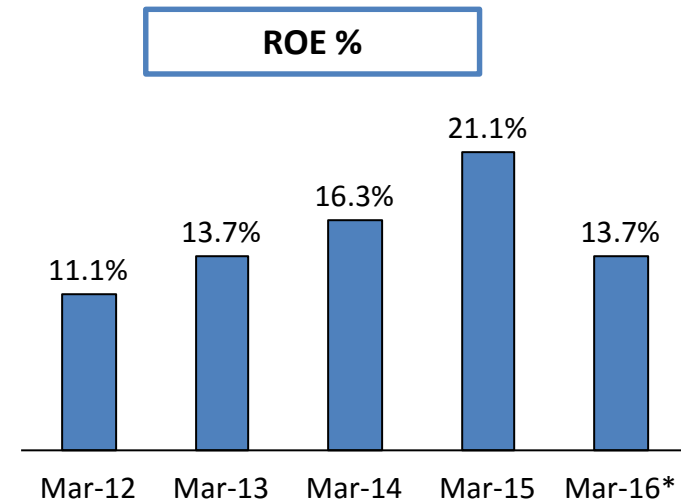
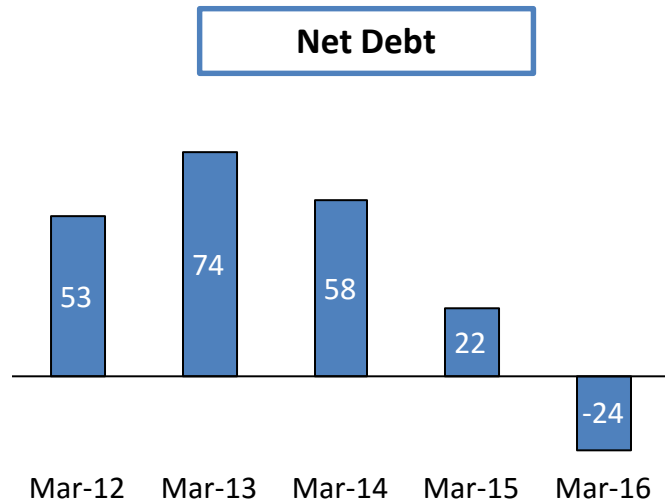






# Key Financial Parameters

(Rs in Cr)



\* Lower return ratios led by increase in Shareholder Capital post IPO

# Historical Profit & Loss



Particulars (Rs. In Crs)	FY16	FY15	FY14	FY13	FY12
<i>Total Revenue</i>	248.70	266.52	210.09	175.98	150.71
Other Income	2.54	0.29	0.28	0.59	0.26
<b><i>Total Revenue from Operations</i></b>	<b>251.24</b>	<b>266.81</b>	<b>210.37</b>	<b>176.57</b>	<b>150.97</b>
Raw Material	175.29	195.46	150.58	129.88	116.39
Employee Expenses	10.17	9.11	7.97	4.79	3.76
Other Expenses	30.87	30.41	22.42	18.56	12.91
<b><i>EBITDA</i></b>	<b>34.91</b>	<b>31.84</b>	<b>29.40</b>	<b>23.34</b>	<b>17.91</b>
<b><i>EBITDA %</i></b>	<b>13.9%</b>	<b>11.9%</b>	<b>14%</b>	<b>13%</b>	<b>12%</b>
Depreciation	3.80	3.62	4.64	4.05	3.39
<b><i>EBIT</i></b>	<b>31.11</b>	<b>28.22</b>	<b>24.76</b>	<b>19.29</b>	<b>14.52</b>
<b><i>EBIT (%)</i></b>	<b>12.4%</b>	<b>10.6%</b>	<b>11.8%</b>	<b>10.9%</b>	<b>9.6%</b>
Finance Cost	1.97	5.42	10.62	10.28	7.28
<b><i>Profit before Tax</i></b>	<b>29.13</b>	<b>22.80</b>	<b>14.14</b>	<b>9.01</b>	<b>7.24</b>
Tax	6.84	4.15	3.75	1.73	1.93
<b><i>Profit after Tax</i></b>	<b>22.29</b>	<b>18.65</b>	<b>10.39</b>	<b>7.28</b>	<b>5.31</b>
<b><i>PAT %</i></b>	<b>8.9%</b>	<b>7.0%</b>	<b>4.9%</b>	<b>4.1%</b>	<b>3.5%</b>

# Balance Sheet



Liabilities (Rs in Crs)	Mar-16	Mar-15
<b>Shareholders Fund</b>	<b>163.13</b>	<b>88.16</b>
Share Capital	30.22	20.71
Reserves & Surplus	132.91	67.46
<b>Total Non Current Liabilities</b>	<b>5.73</b>	<b>4.02</b>
Long Term Borrowings	0.08	0.16
Deferred tax liabilities	5.37	3.75
Other Non-Current Liabilities	0.12	0.11
Long term provisions	0.16	0.00
<b>Total Current Liabilities</b>	<b>53.02</b>	<b>47.64</b>
Short Term Borrowings	17.41	24.56
Trade Payables	21.04	9.90
Other Current Liabilities	8.54	7.99
Short term provision	6.03	5.19
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>221.88</b>	<b>139.82</b>

Assets (Rs in Crs)	Mar-16	Mar-15
<b>Total Non Current Assets</b>	<b>105.93</b>	<b>71.41</b>
Fixed Assets (including CWIP)	95.07	69.11
Non Current Investments	0.05	0.05
Long term loans & advances	9.81	1.23
Other Non Current Assets	1.01	1.02
<b>Total Current Assets</b>	<b>115.94</b>	<b>68.41</b>
Inventories	24.50	31.64
Trade Receivables	43.92	28.96
Cash & Cash Equivalents	41.77	3.26
Short Term loans & Advances	3.85	3.50
Other current asset	1.91	1.05
<b>TOTAL ASSETS</b>	<b>221.88</b>	<b>139.82</b>



**For further information, please contact**

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**Company :**

**Shree Pushkar Chemicals & Fertilisers Ltd**

CIN: U24100MH1993PLC071376

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