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SRL/se/19-20/47 February 13, 2020

The Secretary The Stock Exchange, Mumbai New Trading Ring, 14th Floor, Rotunda Building, P.J.Towers, Dalal Street, Fort, MUMBAI - 400 001 Scrip Code: 500336 The Manager (Listing Department) The National stock Exchange of India Ltd Exchange Plaza, 5th floor Plot No. C/1, G Block Bandra Kurla Complex, Bandra (E) Mumbai – 400 051 NSE Symbol: SURYAROSNI

Re : INVESTOR PRESENTATION

Dear Sir,

In terms of Regulation 30 read with Para A of Schedule III and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copy of the "Investor presentation – February, 2020". Copy of the same is also being uploaded on the website of the Company at, <u>http://www.surya.co.in</u>

Kindly take the same in your records.

Thanking you,

Yours faithfully For Surya Roshni Limited

B B SINGAL Sr. V.P & COMPANY SECRETARY

Enclosed: as above.







Surya Roshni Limited

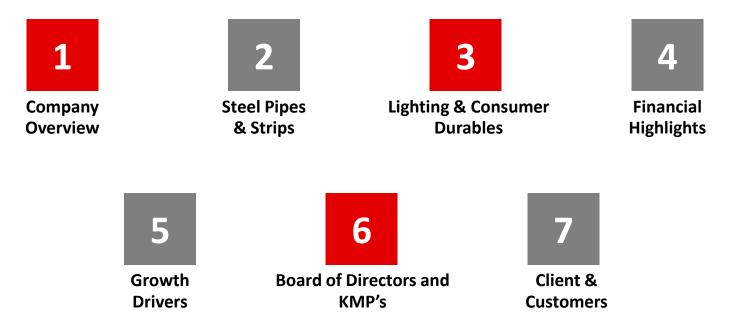
Investors Presentation February 2020

Updated 9MFY20 Results









SURYA

Established in 1973, **SURYA** spearheaded the technological revolution and evolved as one of the fully integrated Steel Pipes & Strips and Lighting & Consumer Durables conglomerate

- Strong brand and wide spread distribution network
- # 1 in India for manufacturing of ERW GI Pipes
- Largest exporter of ERW Pipes
 - # 2 in India for Lighting products

50 +

Exports across countries globally

100 % Backward integrated

5 years +

Association with over 50% of lighting distributors

2,500 + Distributors

2,50,000 Retail/Dealer outlets Strong Rural Base

FY 2018-19

Rs 59,750 million, 21% YoY 个

Net Revenue

Rs 3,761 million, 8% YoY 个

EBITDA

9M FY 2019-20

Rs 41,324 million

Net Revenue

Rs 2,665 million

EBITDA

Strong Core Values Driving Profitable Growth

Surya Parivar

Principle-centric, Close-knit Family, Trust, Mutual Respect And Team Spirit

Integrity

Core

Values

Moral Principles, Undivided Spirit. Reflects in Personal Lives, Financial Transactions and Business Deals.

Social Responsibility

Eco-Friendly Products, Optimized Resources to Conserve the Environment.

Customer Satisfaction

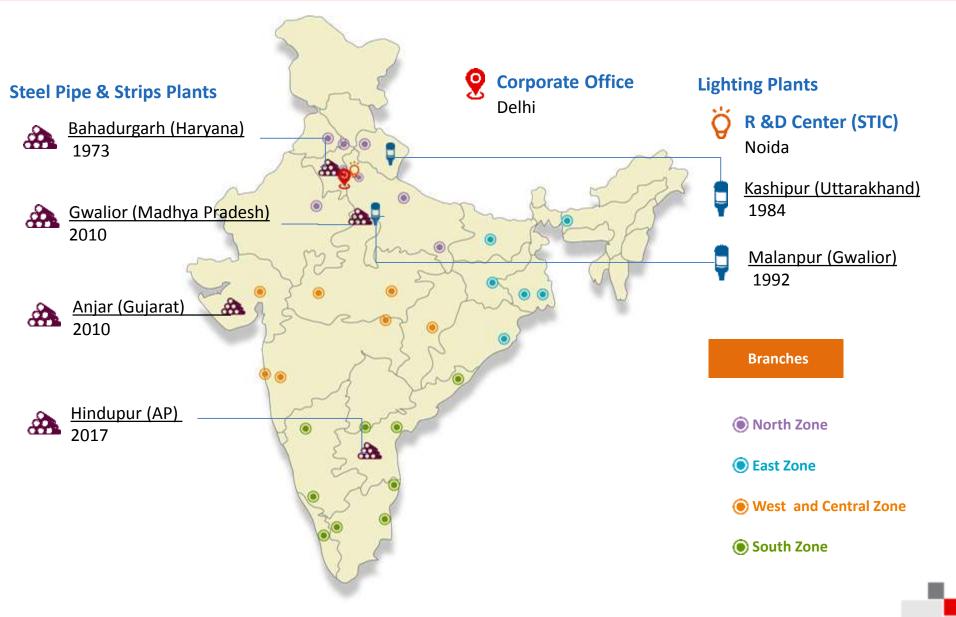
Customers - Guiding Stars Future Endeavours and Improvement.



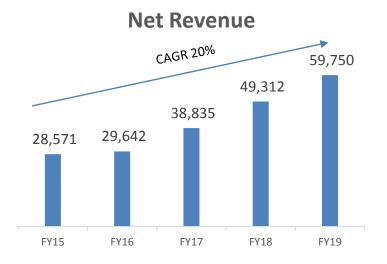
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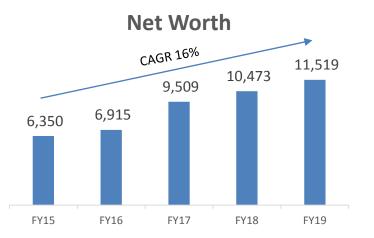
Active across India

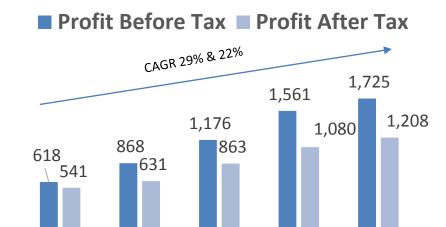
SURYA



Consistent Financial Performance – 5 Years



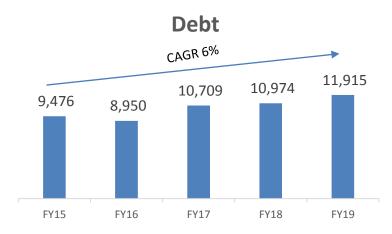




FY17

FY18

FY19



Long Term Credit Rating improved from 'A-' to 'A+'. Short Term Credit Rating at 'A1', CP 'A1+'

FY15

FY16



Steel Pipes & Strips

Extensive Applications

Steel Pipes & Strips Business – leading by quality

Position and Brand	Company is the largest exporter of ERW Pipes and largest manufacturer of ERW GI pipe India under Brand "PRAKASH SURYA"				
Particulars	2017-18		2018-19		
Turnover (Net of Taxes) (Rs. in million)	35,545		44,267		
Value increase (in %)	36% 20%		25% 10%		
Volume Growth (in %)					
Plant Locations	Bahadurgarh (Haryana)	Gwalior (M.P.)	Anjar (Gujarat)	Hindupur (A.P)	
Year of Establishment	1973	2010	2010	2017	
Products	ERW Steel pipes (GI, Black, Hollow section), Spiral, API, 3LPE coated & CR sheets				
Exports	More than 50 countries (UAE, Australia, Egypt, EU, Canada, US etc.)				
Marketing Network	Over 250 Dealers and 21,000 Retailers (B2C - 70%)				
Raw materials Suppliers	SAIL, JSW, Hindustan Zinc, Tata Steel, Essar Steel				
	Posco, Angang, Sngang, Zaporzhstal, Hyundai, Benxi, Anchan				
Production Capacity	Particulars		Capacity (p.a)		
	ERW Pipes (including GI - 2,50,000 MT)		900,000 MT		
	Spiral (including offline – 1,40,000 MT)		200,000 MT		
	CR Sheets		115,000 MT		
	3 LPE Coating		External; 1,850,000 sq mtr, Internal; 1,100,000 sq. mtr.		

Surya – the only co. in India to have 30" Pipe Galvanized facility

Steel Pipes & Strips Segment Performance Improvement **SURYA**

	Pre - Merger Post Merger - Surya Global, Anjar (Guj)				(INR in	milli	
Particulars	FY15	FY16	FY17	FY18	FY19	CAGR%	
Sales Volume (Qty in MT)	368,286	427,833	615,376	738,943	812,050	22%	
Net Revenue	17,076	16,536	26,049	35,545	44,267	27%	
EBITDA	879	837	1,765	2,102	2,269	27%	
РВТ	-122	-98	370	644	743	42%	
Net Worth	3,503	3,438	5,567	6,390	6,712	18%	
Debt	5,063	5,455	7,393	7,750	7,862	12%	

Steel Pipes & Strips – Offerings and Applications

SURYA



Agriculture

Fire Fighting

Housing

Infrastructure

Urban

Railway

Strategically Located State-of-the-art Manufacturing Units



Anjar, Gujarat - ERW and Spiral

Est 2010

- Spread across 92 Acres to target export markets; merged with the Company w.e.f. April 2016
- Proximity to major Kandla and Mundra Ports gives strategic advantage in exports and imports
- Manufactures ERW and Spiral pipes (GI, Black, Section) and API Pipes with coating



Hindupur, Andhra Pradesh

Est 2017

SUR

- Establish for manufacturing ERW (GI, Black, Section) pipes
- Proximity to premium market of South India savings in logistic cost; eligible for tax incentives under the A.P. State Policy
- Full utilization in first full year of operation (2018-19), expansion during current year to 200,000 MTPA

Strategically Located State-of-the-art Manufacturing Units



Bahadurgarh (NCR – Delhi)

Est 1973

- Spread across 55 acres, close proximity to Bahadurgarh Metro Station and KMP
- ERW pipe plant established in 1973/ Cold Rolled (CR) Sheets plant established in 1991
- Manufactures ERW pipes (GI, Black, Section), API Pipes for CGD.
- Serves NCR and North Indian market
- Continuous thrust on efficiency and cost reduction



Gwalior (Madhya Pradesh)

Est 2010

SUR

- Spread across 51 acres, centrally located, serving UP, MP, Rajasthan and Chhattisgarh markets
- Established for manufacturing ERW pipes (GI, Black, Section)
- Eligible for state industrial incentives upto 2025
- Ample Infrastructure facilities for future expansions
- Expanding, with state of art technology, into range of Section Pipes to capture strong demand

Recently Commissioned 3LPE Coating Manufacturing Unit



- The 3LPE Coating Plant from SELMERS, Netherlands, in Anjar, Gujarat, fully operational.
- Established track record, obtained accreditations, certifications of ISO 9001,14001 & 18001
- Specialized API Pipe with 3LPE Coating, used in transportation of Petroleum & Natural Gas, City Gas Distribution and Water Pipelines
- High growth area special thrust from Government on building modern infrastructure with low cost transportation
 - Strong demand from CGD and Oil and Gas Sector
- Over Rs. 350 crore order book under execution, facility is fully booked for next two quarters and expecting continuous flow of orders.
- Savings in coating cost, Eligible for State Industrial Incentives. Higher capacity utilisation of the Spiral/ERW facilities

SURYA

Leveraging Strong Brand and Distribution Network

SURYA

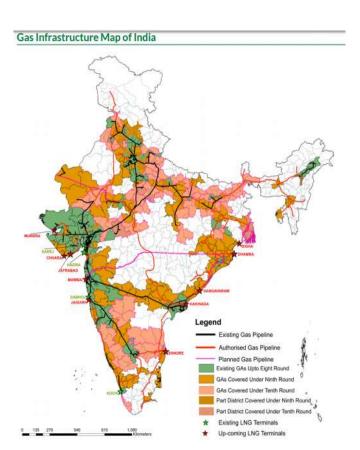


Oil and Gas Sector – API Pipes

Advantage India	Robust Demand	India is the world's third largest energy consumer globally. Demand for primary energy in India is expected to increase threefold by 2035 to 1,516 million tonnes of oil.
	Rising Investment	The oil and gas industry is growing robustly and players are undertaking investments to cater to the burgeoning demand. Foreign Investor will have opportunities to invest in project worth US\$ 300 billion in Oil and Gas sector
	Supportive FDI Guidelines	The government allowed 100% FDI in upstream and private sector refining projects.
	Policy Support	Government has enacted various policies such as the OALP and CBM policy to encourage investments.

India will see an investment of **USD 100 billion by 2024** in oil refining, pipelines, city gas distribution networks and LNG terminals.

- Financial Year 2018-19 was truly a revolutionary year for City Gas Distribution (CGD) sector in India
- Proposed investment after 9th and 10th round of bidding is about INR 1.2 lacs crores
- Massive expansion of CGD network is a part of Govt efforts to raise the share of natural gas in the energy basket to 15% by 2030 from current 6.2%
- Increase in the piped City Gas user: Piped cooking gas users in India increased from 42 lacs in March 2018 to over 54 lacs till September 1, 2019. Licenses awarded further would take this number to 5 crore by 2030
- PNGRB auctioned 228 Geographical Areas covering 406 districts after 10th round of bidding, shall cover 70% of population.
- CNG Station planned to be 10,000 by 2030 from 1769
- CGD licenses awarded to IOCL, HPCL, Gujarat Gas, Adani Gas, Bharat Gas amongst others
- This should benefit ERW Steel Pipe Industry and more particularly to Surya after installation of 3LPE coating facility



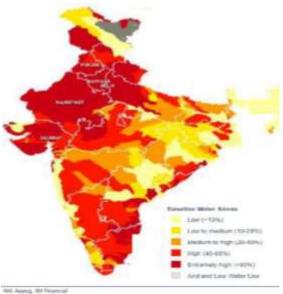
SUR

'Nal Se Jal' – Piped Water for All

- India has 16% of world's population and 15% of its livestock, while only 4% of water resources
- Government thrust to provide piped water to all households by 2024, up from c18% at present. Massive challenge to add 150 mn households across 0.5 mn + villages over the next five years
- Jal Shakti A new ministry for unifying the water management functions
- **256 districts** to ensure five important water conservation,
 - o Water conservation and rain water harvesting
 - Renovation of traditional and other water bodies/ tanks
 - Reuse and bore well recharge structures
 - o Watershed development and
 - Intensive afforestation
- Pipes Major sector to get benefit Cos engaged in GI, MS, HDPE, PVC, CPVC Pipes
 - Main Pipelines Connected from secondary source
 - Sub Main Pipes Connected from main pipelines
 - Service/ branch pipes Connected from sub-main for distribution to households
 - Budget Allocation of INR 3.6 lacs crores over five years 2020 to 2024
- **Pipes will be @ 40%** of the total investment, followed by EPC 25%, Water Management 25%, Pumps and Valves 10%

Wide variation in water stress across region

SURYA



Major targeted states : Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh, Gujarat

Global Footprints



Dubai EXPO 2020



Dubai Frame

Qatar FIFA 2022



Ras Abu Aboud Stadium

Strong Export potential

- Largest exporter of ERW Pipes and ERW Galvanized Steel Pipes (GI) from India, holds 60% share, targeting export of API Pipes
- Exports to over 50 countriesincludingMiddleAustralia,Europe,USA,Canada,Mexico,Nigeria, among others

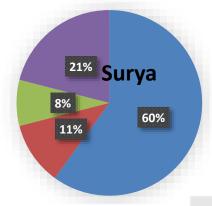


Museum of Future



Lusail Iconic Stadium

India's Export* (ERW GI & Black Pipes)



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Lighting & Consumer Durables

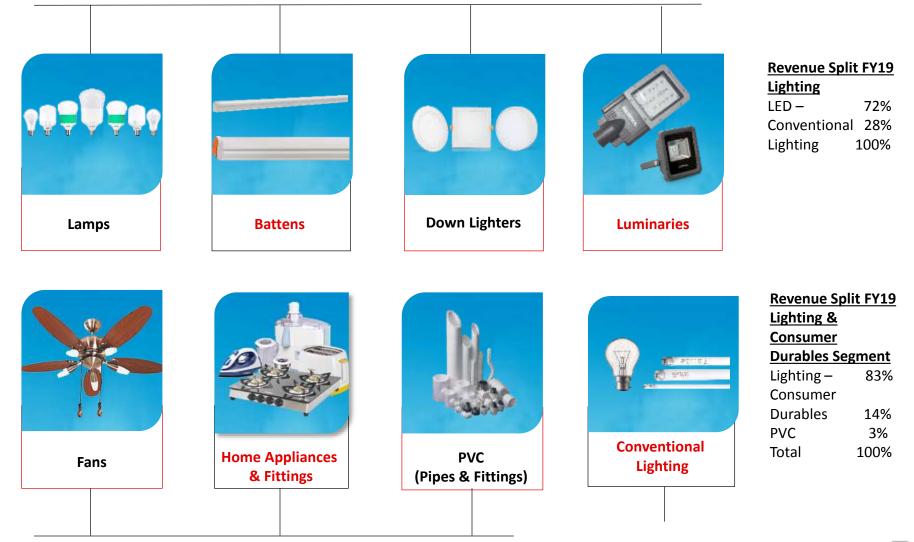
Lighting & Consumer Durables Segment – Leading by Technology and Product innovation

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Position and Brand	2nd Largest in Lighting – Marketing under brand "SURYA"					
Particulars	2017-18 2018-19					
Turnover (Net of Taxes) (Rs. in million)	13,833		15,534			
LED Growth (%)	45%		36%			
Plant / R&D Locations	Kashipur (Uttarakhand)		Gwalior (M.P)		Noida NCR	
Year of Establishment	1984		1992		2012	
Products	LED lights (Lamps, Street Lights, Down-lighters, Panels, Luminaires, etc.), Conventional lights (GLS, FTL, HID) and Fan & Home Appliances. Company ranked as 6th in the Fans Industry.					
Exports	To more then 40 Countries including Middle East and U.K					
Marketing Network	Over 2,500 Dealers and 2,50,000 Countrywide Retailers on PAN India					
Raw materials Suppliers	Hindalco, Tata , Reliance, Nichia, Mitsui, Foshan Nationstar, Dongguan, Glass Bond, MLS.					
Production Capacity (Per annum)	LED Bulbs	LED Stre Lights		LED Tubes & Fittings	GLS	
	90 MN PCS	3.60 MN	PCS	10 MN PCS	200 MN PCS	

Offering Diverse Range of Fast Moving Electrical Goods **SURYA**

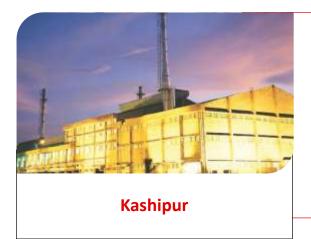
LEDs



Consumer Durables

Conventional Lighting

World-class Facilities with Innovation-driven R&D Centre SURYA



Manufactures LED lights (Lamps, Street Lights, Downlighters and fittings) & Conventional Lights, filaments, PCBs & Drivers



R&D – To drive the change towards Smart Lighting Surya Technology & Innovation Centre (STIC) - duly approved by DSIR and NABL at Noida - was established in 2011 with a focus on development of LED Lighting products.



Gwalior

Lighting Glass Plant, manufacturing LED lights (lamps, street lights, decorative lighting) and conventional lights (GLS, FTL), Caps, PCBs, Drivers, etc

Lighting Business – at a glance





Transition to LED Lighting in the Industry

- Consistent growth in LED Lighting in volumes, steep price correction, CFL phased out and FTL to follow
- Consolidation in LED to benefit large players
- Sales to EESL witnessed deferment, focusing on direct sales
- Surya ventured into LED Façade, Solar Lighting Products and Smart LED Lighting
- Executing orders for Ahmedabad, Vadodra Railway Station, Leh Palace, Delhi Street Light, Renowned Retail Chains etc.

SURYA's Strength

- India's 2nd largest lighting products company,
 - LEDs now constitutes 75% of total lighting
- Completely backward integrated
- Strong B2C presence in India with rural focus, major presence in B2B
- EESL Out of 10.8 mn Street Lights installed under SLNP in India, Surya supplied 25%,
- Ujala aims to replace 770 mn inefficient bulbs, 361 mn already distributed, 11% by Surya and out of 7.2 million LED Tube Lights, Surya contributed 40%

Fan and Home Appliances Business

SURYA





- Entered into the Fan business in FY 2014
- Gained No. 6 slot in the Fan market
- Provides wide categories of premium decorative and colourful range of ceiling, table, pedestal, wall mounting fans and exhaust fans
 Launched Anti Dust and other new designs of energy efficient fans
- Ventured into Domestic Appliances business in FY 2015
- Provides feature rich, contemporary range of
 - Water Heaters, Room Coolers
 - Domestic Appliances like Room Heaters,
 OFR, Dry Irons, Steam Irons and Immersion
 Heater, mixer grinders
 - Kitchen Appliances, Cooktops, hand bladder

PVC Pipes – Offering Sizeable Business Opportunities SURYA



CPVC | uPVC | AGRI | SWR | COLUMN PIPES & FITTINGS

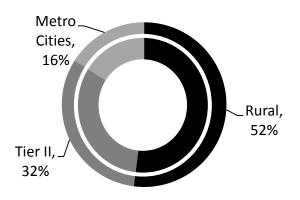
- 28% Revenue Growth in FY19, Rs. 481 mn as compared to Rs. 377 mn in FY18
- Applications: Water Management, Infrastructure, Housing Sector, Agriculture & Irrigation System,
 Domestic And Industrial Drainage System – Cold/ Hot
 Water Plumbing, Industrial Process Lines, Swimming
 Pool, Salt Water Lines etc
- Leverage existing distribution network
- Expanding product range with in-house manufacturing unit at Kashipur
- Capacity Expanded by 3,000 MTPA in May 2019, reaching upto 8,200 MTPA to augment stronger growth
- Sizeable business opportunity with Strong Brand of 'Prakash Surya' and Distribution Network

Distribution Strength – PAN India reach

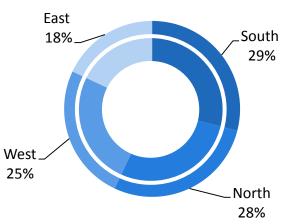


- **Rural based distribution network**, one of the largest in industry
- 2,50,000 Retail Outlets
- Strong dealer relations (50% of B2C distributors have more than 5 years of association)
- Transparent and attractive polices, schemes, incentives and foreign tours
- Secondary Network of 300+ RTF & 2,500+ DSPs supports primary network and promotes effective communication with the market, engagement activities with electricians and architects
- Complete product range, strong R&D and quality management teams to develop in-house solutions for specific micro markets and resolve issues timely
- **Decentralised branch / depot network system** quick logistical movements, prompt delivery, customer feedback and satisfaction

Revenue by Marketing FY19



Revenue by Region FY19



Leader in various states such as AP, Telangana MP, Chhattisgarh, Uttar Pradesh and Jharkhand

Second in Karnataka, Delhi, Maharashtra, Bihar, Rajasthan and Uttaranchal, among others

Enhancing Brand Visibility

SURYA



Principal Sponsor Rajasthan Royals, IPL 2019

Scan to view the AD



Light India Show 2018, New Delhi



Dealer Conference, Singapore Cruise



TV Advertisement, 'Golmal Again' Hindi Movie





Surya Water Heater – TV **Advertisement**





Surya Fans Print Add with celebrity

Scan to view the AD

Future Positive Trends

Growth factors:

- Indian Lighting Industry grew massively in LED lighting with major drop in conventional lighting, estimated to touch USD 5 billion, multifold growth in next 5 years.
- With 100 Smart Cities underway, India moving towards Futuristic Smart Intelligent Lighting. State Govts to focus on independent projects.



Surya Lighting - Kumbh Mela

Surya's Strategy:

- With strong focus on expanding LED product range for both B2C and B2B, Surya works towards improving productivity, automation and cost rationalization.
- Ventured into LED Façade & Solar Lighting Products.
- GTM approach strategy for mapping of market, Sales force automation



Surya Lighting – Kolkata Airport



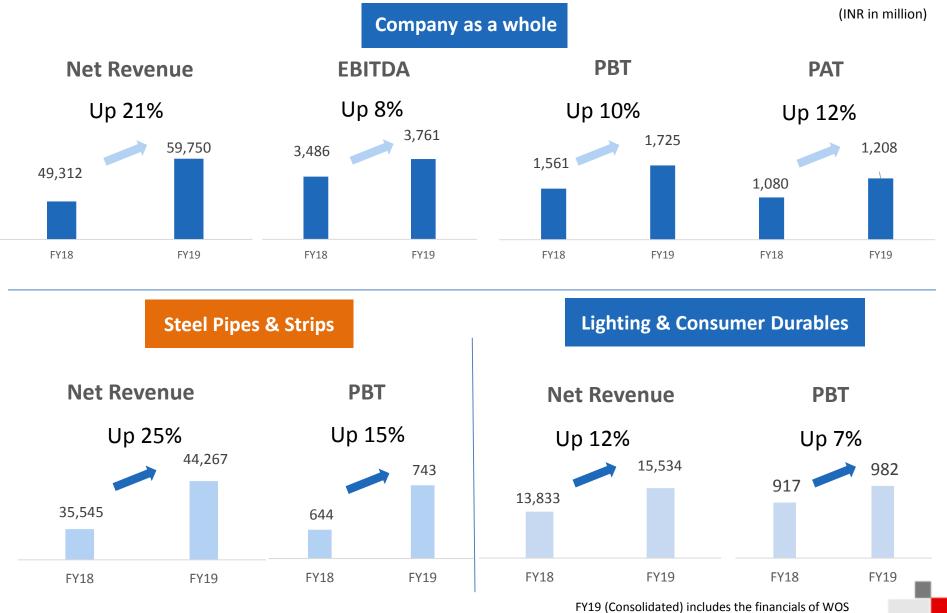


Futuristic Intelligent Smart Lighting

Financials

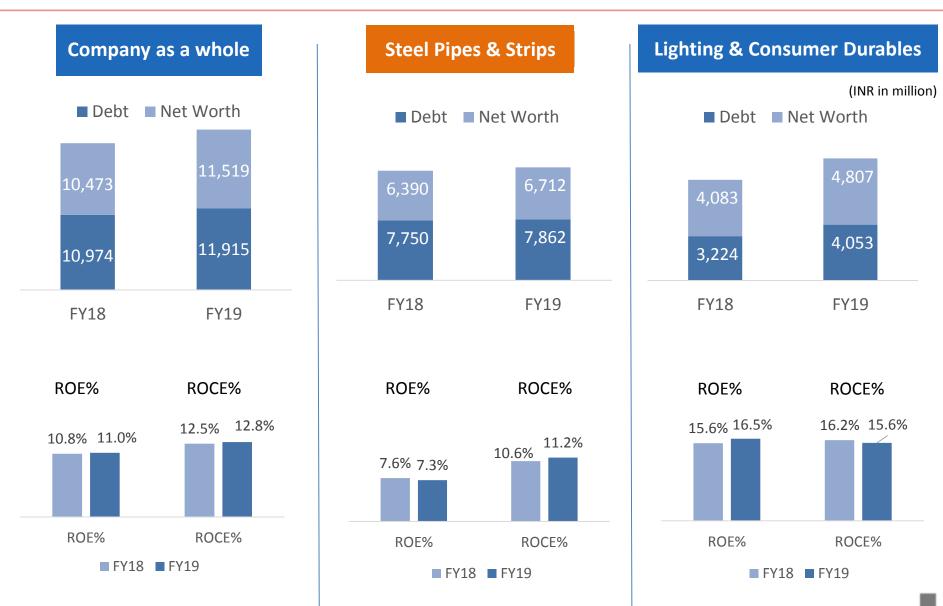
Key Financial Performance FY2018-19





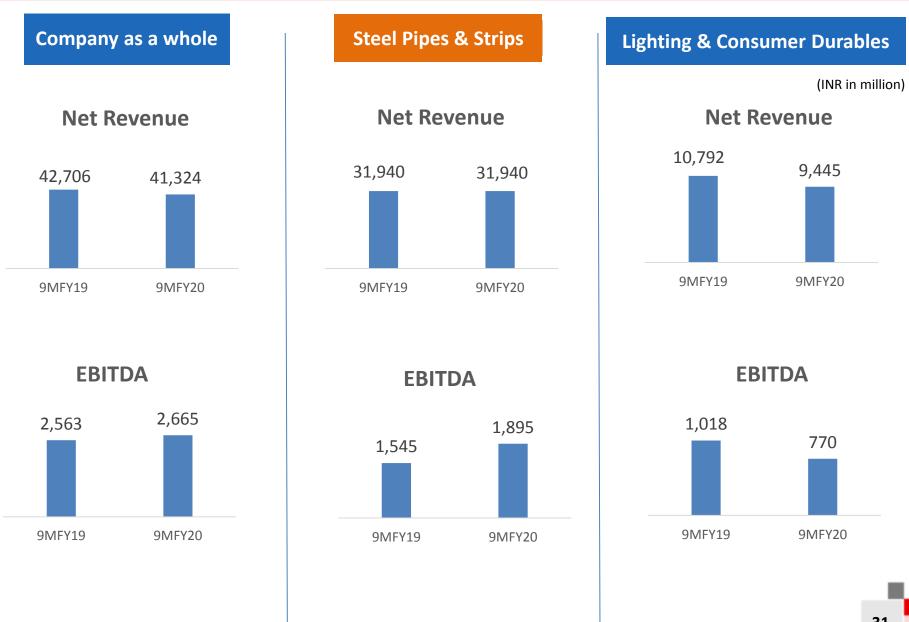
established for Odisha Street Lighting Project

Key Financial Performance – Debt-Equity. ROE%. ROCE% SURYA



Key Financial Performance – 9MFY20

SURYA



Key Performance – 9MFY20

- Surya, aggressively advertising on TV for its Steel Pipes after being one of the principal sponsor of Rajasthan Royals IPL 2019 team
- Adopted lower income tax rates for the Financial year 2019-20

Steel Pipes & Strips Segment

- Strengthening product portfolio with higher contribution from value added products viz API & Spiral, GI Pipes. Improving the profitability of the segment
- 12% volume growth, EBITDA grew by 23%. During Q3FY20 EBITDA per ton improved to Rs. 3,433 as compare to Rs. 2,879 in Q3FY19. During 9M FY20 EBITDA per ton improved to Rs. 3,182 as compare to Rs. 2,904 in 9MFY19.
- The segment witnessed improvement in all the divisions including trade, exports and API Pipes.

Lighting & Consumer Durables Segment

- Witnessed 3% growth excluding sales of EESL and Conventional Lighting. Sales to EESL witnessed deferment, declined from Rs. 1,921 mn in 9MFY19 to Rs. 900 mn in 9MFY20.
- The conventional lighting de grew by 20% in 9MFY20.
- The higher operating cash flow of the segment has resulted into debt reduction in the company.

Strategic thrust and priorities

- Constant thrust on Value added and Quality products in both the segment, resulting in better product mix with high margins, generate higher returns
- Participate in the tenders for Oil & Gas as well as CGD and Water to attain maximum utilization of API pipe/ **3LPE coating facility**
- Rationalising overheads, operational efficiency by modernization, de-bottlenecking and adopting state-of-the-art technology and disciplined approach on Capex.
- Increasing spent on advertisement and publicity on all the media in both the segments
 Move up the value chain, ventured into LED Façade and Solar Lighting products. LBG division getting orders for Smart City, Railway Stations, Flyovers, bridges, temples, Monuments and Tourists spots lighting.
- Increase reach in metros and launching of premium categories of quality products
- Strengthen engagements with marquee customers through accreditation, improvement on cost effective product mix and timely deliveries
- Aim to receive project approvals across product categories in both the divisions
- **Strengthen capital efficiency through channel financing arrangement for dealers** (without recourse), Working Capital Management and thrust on ROCE and ROE improvement

SURYA

Chairman & Board of Directors

SURYA



Shri J. P. Agarwal Executive Chairman

Awarded with 'Padma Shree'. He is the driving force behind creating Surya as one of the most reputed, trusted and successful Company in both business verticals viz. Steel Pipe & Strips and Lighting & Consumer Durables.



Shri Raju Bista Managing Director

Young, Dynamic with 33 years of age, has been the growth engine for the Company. His discipline, dedication and visionary power has helped in achieving the overall development of the Company. He is President of ELCOMA. He is also the Member of Parliament.



Smt Urmil Agarwal Director

Woman director of the Company, having sound business acumen & understanding of both the businesses of the Company.



Shri Vinay Surya Whole Time Director

Possess vast experience of over 21 years in Marketing, Export, Commercial, Financial & Operational field. He has done an M.B.A. from Swinburn University, Australia.

Key Managerial Personnel's (KMPs)

SURYA



Shri R.N. Maloo Executive Director & Group CFO

A qualified CA with 33 years experience in Corporate Affairs, Finance, Commercial & Taxation. He held CFO positions in renowned companies and also in CA practice as partner with M/s Kalani & Co, Jaipur.



Shri Tarun Baldua CEO – Steel Operations

A qualified Chartered

years of experience in

Accountant with 34

Commercial,

Operations and

Administration of

various businesses

across industries.

Shri Ramanjit Singh CEO – Lighting Operations

A qualified MBAoperation with 34 years of experience in Operational and served on the post of Sr. Director at Philips India. He led multiple initiatives to accelerate innovation & growth in lighting industry.



Shri B.B. Singal Sr. V. P. & Company Secretary

A qualified CA, Company Secretary and Cost Accountant having a rich experience of over 24 years in Secretarial Function, Corporate Laws, Accounts, Direct Tax & Investor Relationship.

Board of Directors

SURYA



Shri T.S. Bhattacharya Ex-MD of SBI has an illustrious professional career



Shri Ravinder Kumar Narang -Ex-Chairman of IOCL with vast experience in the field of Operations, Project Development & Marketing Network.



Shri K.K. Narula Ex-Chief General Manager from SBI Chandigarh (LHO). He is also the Chairman of the Audit Committee.



Shri S S Khurana Ex-Chairman of Railway Board and Ex-officio Principal Secretary to Government of India.



Shri S K Awasthi Ex-Managing Director of PNB Capital, worked in various Senior Level Positions



Shri Sunil Sikka

A post graduate in Management (FMS Delhi) and an Ex-President of Havells (India) Limited & ELCOMA. During his tenure, he led multiple initiatives to accelerate growth in marketing of consumer electrical and lighting in India



Shri Kaustubh N Karmarkar – Whole time Director, with vast experience of over 21 years in the field of Management & Human Resources and Planning

Clients & Customers

SURYA



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This Presentation contains forward-looking statements about the business, financial performance, skills, and prospects of the Company. Statements about the plans, intentions, expectations, beliefs, estimates, predictions or similar expressions for future are forward-looking statements, which should be viewed in context of many risk issues and events that could cause the actual performance to be different from that contemplated in this Investor Presentation but not limited to, the impact of changes in oil, steel prices worldwide, exchange rates, technological obsolescence and domestic, economic & political conditions. We cannot assure that outcome of this forward looking statements will be realized. The Company disclaims any duty to update the information given in the presentation.

Thank You Surya Roshni Limited

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