

SCSL/BSE/2017-18  
Date: 12<sup>th</sup> February, 2018



To,  
**DCS-CRD, Listing Department,**  
**BOMBAY STOCK EXCHANGE LIMITED**  
Phiroze Jeejeebhoy Towers,  
25th Floor, Dalal Street,  
MUMBAI – 400 001

**Scrip Code No. : 530883**

**Sub: Presentation to Investors and Analysts**

**Dear Sir,**

The Board of Directors of Super Crop Safe Ltd at its Meeting held today, i.e. on Monday February 12, 2018, has approved the Standalone Unaudited Financial Results for the Quarter and Nine Months period ended December 31, 2017. We enclose a copy of presentation for the Investors and Analysts.

Kindly take the same on your record.

Thanking You

Yours Faithfully,

**For, SUPER CROP SAFE LTD**

**Managing Director**

**Encl: As above**

## **Super Crop Safe Limited**

**Regd. Off :** C-1/290, G.I.D.C. Estate, Phase-I, Naroda, Ahmedabad-382330. (GUJARAT)  
**Phone :** 079-22823907, **E-mail :** super\_crop\_safe@yahoo.com  
**Website :** www.supercropsafe.com, **Investor Grievance E-mail :** super\_investors\_grievance@yahoo.in  
**CIN :** L24231GJ1987PLC009392



Certificate No. : 7256  
ISO 9001 : 2008  
ISO 14001 : 2004



**9M FY18 - Results Presentation**  
**February, 2018**



Super Crop Safe Limited

# | Disclaimer



Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, like regulatory changes, local, political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. SUPER CROP SAFE LIMITED (SUCROSA) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward looking statements to reflect subsequent events or circumstances.

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# Company Overview

Super Crop Safe Ltd. is one of the leading Agrochemical companies in medium size business, with presence in 8 states. The Company is engaged in manufacturing of various types of agro chemicals like technical grade pesticides & formulations of insecticides, fungicides and weedicide.

At present, the company supplies more than 100 products in the market under various brand names, and offers varied biological and herbal products.

Recently, the company has introduced VAM Bio fertilizer under brand name "SUPER GOLD" which increases root strength of the plant and also increases productivity and prosperity of farmers.



# Company Snapshot

29.42%

10-Year Sales CAGR

8

States

1900+

Distributors

- ▲ Diverse Product Portfolio
- ▲ Focus on Product Innovation
- ▲ Core Management With Deep Domain Expertise

# Super Crop's evolution

Won notable awards like Gold Star Award from National Institute of Economic Development, New Delhi and Rajiv Gandhi Excellence Award from Institute of Economic Studies, New Delhi.

2000

Successful IPO – oversubscribed 135%, listed on BSE on 31st July 1995.

1996

Commenced Marketing Operation in Rajasthan & Punjab.

1989

Super Crop Safe Pvt. Ltd. incorporated on 9th February, 1987 and started operations in Gujarat.

1987

Converted into limited company.

1992

Started Marketing Operation in Madhya Pradesh & Maharashtra.

2008

Started Marketing Operation in Haryana.

2014

Launched Bio Division, and developed Mycorrhizal in the same year.

2015

The Company added Excel Crop Care Ltd. to its clientele.

2016

Mycorrhizal commercially introduced and MOU was signed with MAIDC.

2016





# Core Management with Deep Domain Expertise



**Mr. Ishwarbhai Patel**  
Chairman & Managing Director

Mr. Ishwarbhai Patel is the promoter-director of the company, and has played an important role in conceptualization and foundation of the company. He has an overall experience of 43 years in the business of agro chemicals.



**Mr. Nitin Patel**  
Executive Director

Mr. Nitin Patel looks after Purchase and Marketing department. He carries business experience of 24 years in the field of agro chemicals.



**Mr. Ambalal Patel**  
Executive Director

Mr. Ambalal Patel is the co-founder of Super Crop Safe Limited, who looks after the production department. He carries more than 28 years of experience in agro chemicals.



**Mr. Piyushkumar Patel**  
Non Executive Independent Director

Mr. Piyush has been associated as a Director of the company since 1991. He is a science graduate, with an experience of more than 42 years in the field of agro chemicals.



**Ms. Kalpanaben Pandya**  
Non Executive Independent Director

Ms. Kalpanaben Pandya has been associated as a Director of the company since 2014, and she looks after the Accounts department of the company. She is a science graduate, with more than 30 years of experience.



**Mr. N. R. Krishna**  
Non Executive Independent Director

Mr. N. R. Krishna has been associated as a Director of the company since 1991, and he looks after the Marketing department in association with Mr. Nitin Patel. He is an arts graduate, with more than 25 years of experience in the field of agro chemicals.

# Awards and Recognitions

- ▲ Waste Minimization from National Productivity Council, New Delhi.
- ▲ Udyog Ratna Award from The Institute of Economic Studies, New Delhi.
- ▲ Gold Star Award from National Institute of Economic Development, New Delhi.
- ▲ Rajiv Gandhi Excellence Award from Institute of Economic Studies, New Delhi.



# Product Portfolio

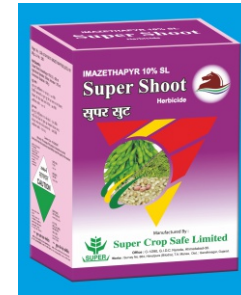
Super Crop boasts more than 100 products in its basket. Some of our key products are:



Product Name: **Mycorrhizal Bio-Fertilizer**  
Brand Name: **Super Gold**  
Our Client : **The Maharashtra Agro Industries Development Corporation**



Product Name: **Glyphosate**  
Brand Name: **Super Kill**  
Our Client : **GSP Crop Science Pvt. Ltd.**



Product Name: **Imazethapyr**  
Brand Name: **Super Shoot**  
Our Client : **Excel Crop Care Ltd. & Heranba Industries Ltd.**



Product Name: **Thiomethoxam**  
Brand Name: **Super Tara & Super Coat**  
Our Client : **Heranba Industries Ltd.**



Product Name: **Acetamiprid**  
Brand Name: **Su-Pride**  
Our Client : **Jay Laxmi Industries & Vimex Crop Care Pvt. Ltd.**

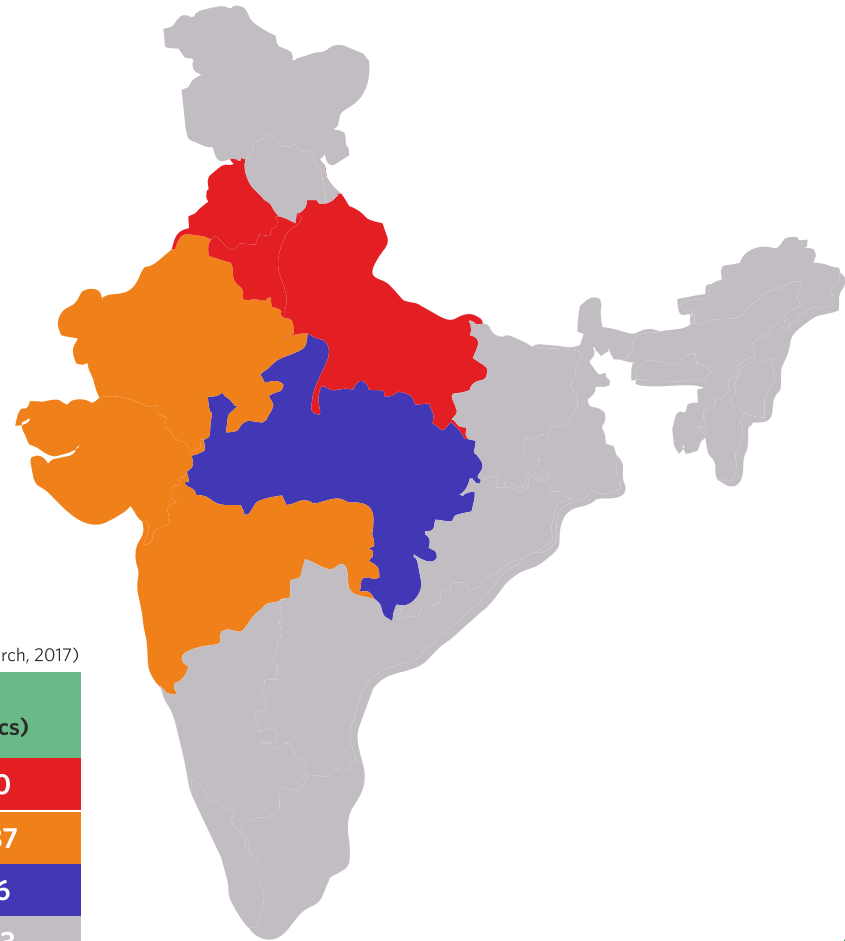
# Distribution Network

8

States

1900+

Distributors



(As on 31<sup>st</sup> March, 2017)

Region	No. of States/UT	No. of Dealers/Distributors	No. of Offices/Stock points	Revenue (Rs. In Lacs)
North	3	343	2	270
West	3	1396	5	6787
Central	2	250	1	256
Total	8	1989	8	7313

# R&D – A Key Focus Area

## Research & Development Lab:

- ▶ World class state of the art R&D Lab at Himmatpura.
- ▶ Focused R&D approach to create value added products.
- ▶ Ability to combine off-patent products to create a new branded product.
- ▶ Innovating product through differentiated eco-friendly formulation, combinations & mixtures.
- ▶ Strong Field R&D capabilities.

## Success of R&D Products:

- ▶ Super Gold - a Mycorrhizal VAM Product launched in 2016, reduces 50% of Phosphoric fertilizer application.

## Key focus area of R&D team:

- ▶ Team is exploring to diversify and has entered to produce Nutraceutical.
- ▶ A state of the Art facility of Raceway Pond was created and standardized in-house to produce Spirulina - a single cell protein (SCP) also rich in iron, vitamins and antioxidants.



# Bio-Division

## Growth Engine of Super Crop Safe Ltd.

- ▶ Bio-technology is slowly becoming the basis of sustainable development.
- ▶ Super Crop has done in-depth analysis about on-going research and the would-be future products.
- ▶ R & D Team is further involved with SOIL BIO-TECHNOLOGY, to soon launch 'Soil Reclaim' for reclaiming alkaline & sodic soil.
- ▶ Company is exploring to diversify it's product mix and has started to produce Nutraceutical.
- ▶ A state of the art facility of Raceway Pond was created and standardized in-house, to produce Spirulina - a single cell protein (SCP) also rich in iron, vitamins and antioxidants.
- ▶ Setting up a state of the art R&D institution, to develop cell as bio-reactor - a recent trend in biotechnology, to develop chemicals, pharmaceuticals & therapeutic molecules in-house, in completely closed/controlled environment without any hazardous waste, and hence with green chemistry approach.



# Super's Spirulina

## Complete Nutritious Food for Humans

- ▶ As per WHO, Spirulina is the only Nutrient Supplement which is a complete food.
- ▶ Spirulina is used as a food supplement all over the world on daily basis in different forms like Tablet, Capsule, Powder, Health drink, Noodles and many other food preparations.
- ▶ It has received certificate from HACCP (Hazard Analysis & Critical Control Points), FSSAI (Food Safety and Standards Authority of India) license, and Royal Stancert Inc. has issued the GMP (Good Manufacturing Practice) certificate.
- ▶ Super has already started manufacturing and supplying Spirulina to its institutional partners.
- ▶ Spirulina is a high margin product.



# Super Gold

## (Mycorrhizal Bio Fertilizer)

- ▶ SUPER GOLD (Mycorrhizal Bio Fertilizer) is a licensed product which is developed from root level to formulation level, which is done by only a handful of companies in India.
- ▶ It increases roots in crops and also increases reach of the roots to absorb more fertilizers and water, which remains untouched otherwise.
- ▶ This product will help in reducing the usage of chemical fertilizers and water, which will result in low-cost farming to Indian farmers.
- ▶ Company has built 2000 MT manufacturing capacity for SUPER GOLD.
- ▶ During the FY17, the Company entered into institutional sales agreement with The Maharashtra Agro Industries Development Corporation Ltd. (MAIDC), in which Super will manufacture Mycorrhizal Bio Fertilizer product, and MAIDC will market it.





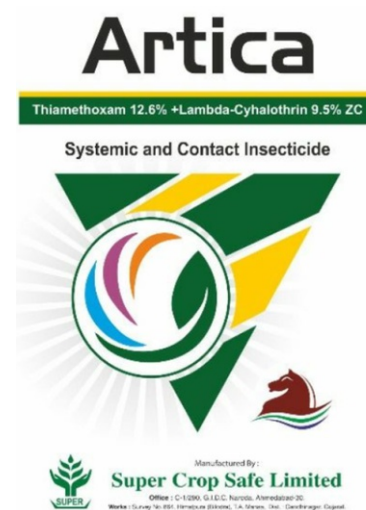
# Commander

- ▶ Launched in September, 2017.
- ▶ It is a contact & systemic insecticide.
- ▶ It is a new molecule (mixture of two potential molecule) developed in-house.
- ▶ Toxicity (LD50) is more than 10 which indicate less harmful.
- ▶ Safe to commercialize as per increasing restriction by the regulation agencies.
- ▶ It is high margin and less competitive product.



# Artica

- ▶ Artica
- ▶ It is a systemic insecticides.
- ▶ It is a new molecule (Mixture of two potential molecules) developed in-house.
- ▶ Convulsion , Tremor, Anxiety, Restless are the common mechanism of action to control insects.
- ▶ Artica is a complete solution to cure Heliothis, White fly and other sucking pests.



# triNETRA

- ▶ Launched in January, 2018.
- ▶ Super Crop is amongst the few companies who are selling this product.
- ▶ triNETRA is a natural super protector against pest and pathogens.
- ▶ It acts as elicitor to prepare the crops for inhibition of pest and disease incidences.
- ▶ Its combinations have unique synergy for enhancement of plant/crop immunity and over all biomass.
- ▶ It is high margin and high demand product.
- ▶ triNETRA is one of the most successful outcome of R&D lab.



## CMD's Message

***Commenting on 9M FY18 performance, Mr. Ishwarbhai Patel - Chairman and Managing Director, Super Crop Safe Limited said:***

It gives me immense pleasure to share the financial and operating performance of Super Crop Safe. In 9MFY18, despite temporary headwinds due to GST implementation, the Company has delivered 61% growth in EBITDA. We continue to expand our distribution network and range of products.

Since 2016 we are investing a lot in R&D and it has started yielding positive result. We have commercialized Mycorrhizal Bio-Fertilizer, which is one of the most successful products of Super Crop!





# Super Crop's Strategy for Future Growth

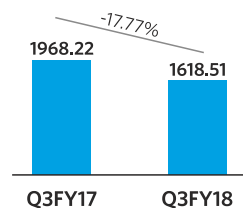
- ▲ Strengthen Existing Operations
- ▲ Expansion in Offering
- ▲ Better Product Mix
- ▲ Geographic expansion
- ▲ Key focus on the niche area of Nutraceuticals.

- ▲ Recent product launches like Commander and triNETRA are high margin and low competition products, vvhich will drive Company's margins and profitability substantially.
- ▲ Management is committed to commercialize two to three such products every year.

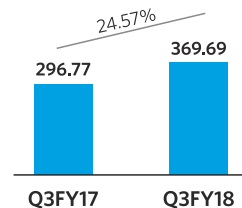
# Financials – Q3 FY18 Performance

(Rs. In Lacs)

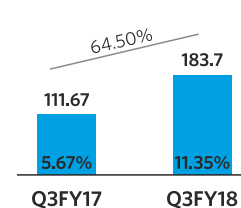
## Sales



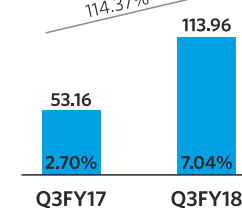
## Gross Margin



## EBITDA



## PAT

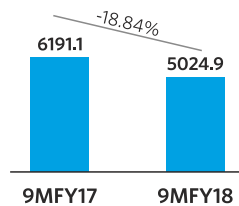


- ▶ Operating performance improved due to change in product mix.
- ▶ Share of Mycorrhizal has increased in topline which boosted the profit margin.

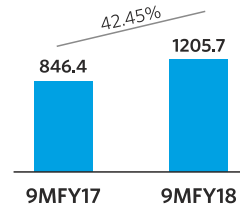
# Financials – 9M FY18 Performance

(Rs. In Lacs)

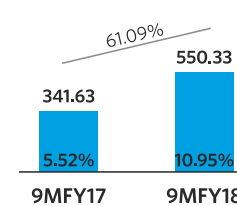
## Sales



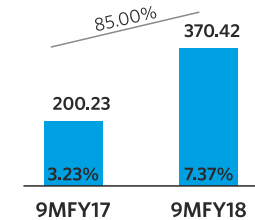
## Gross Margin



## EBITDA



## PAT



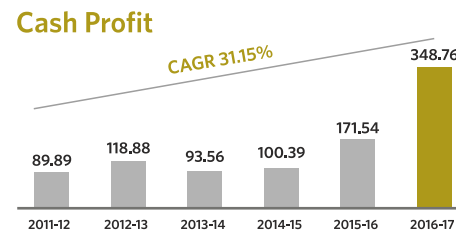
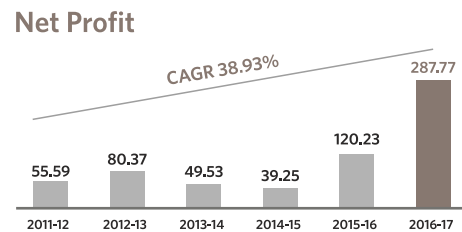
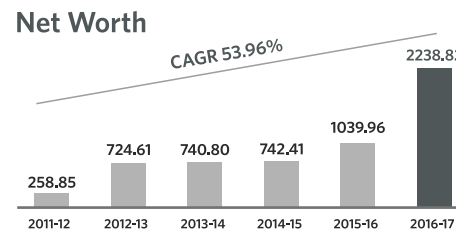
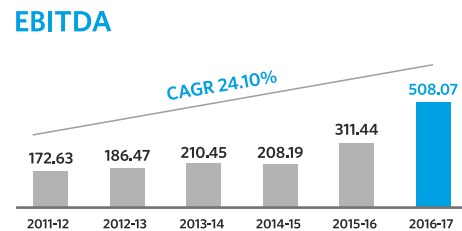
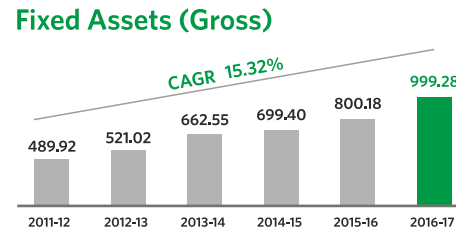
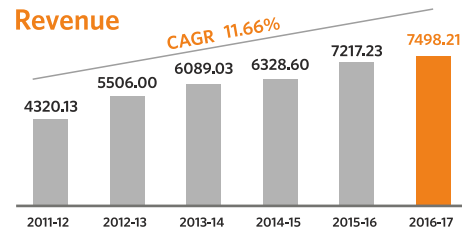
### ▲ Sales impacted due to -

- Post applicability of Goods and Service Tax (GST) w.e.f. 1st July 2017, revenue from operations are disclosed net off GST.
- Accordingly, the revenue from operation and excise duty expenses for nine months ended 31st December 2017 are not comparable with the previous periods presented in the results.

- ▲ Operating performance has improved due to the change in product mix and introduction of high margin products like Mycorrhizal Bio Fertilizer, which has boosted overall profitability.

# Financials

(Rs, In Lacs)



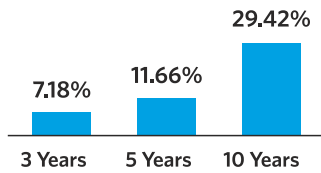
- Focus on building knowledge based value-added products
- Nurture innovation through R&D
- Consistent growth
- Sustainable margins
- Optimum capital structure
- Strong Balance sheet to support exponential growth



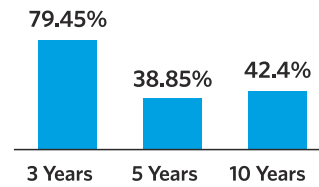


# Financials

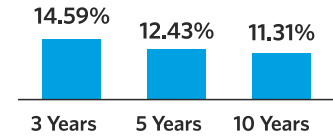
## Compounded Sales Growth



## Compounded Profit Growth



## Return on Equity





**Thank You!**