

Date: 14/08/2018

To,
BSE Limited
P.J.Towers, Dalal Street,
Mumbai - 400 001

Scrip Code: 505509

To,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex,
Bandra (East),
Mumbai- 400 051
Scrip Code: RESPONIND

Sub: Investor Presentation

Dear Sir/Madam,

Please find enclosed herewith Investor Presentation of the Company. The Investor Presentation is also available on the website of the Company.

This is for your information and record.

Thanking You,

Yours faithfully,
For **Responsive Industries Limited**



Ruchi Jaiswal
Company Secretary & Compliance Officer



RESPONSIVE

We listen. We're responsive.



Investor Presentation
August 2018



HEALTHCARE



SAFETY &
TRANSPORT



SPORTS



RESIDENTIAL

We listen.
We're
RESPONSIVE.



EDUCATION



RETAIL &
OFFICES



INDUSTRY



HOSPITALITY



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RESPONSIVE

We listen. We're responsive.

We Listen. We are Responsive...

because We are Closer to Customer

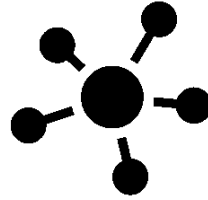


RESPONSIVE
We listen. We're responsive.

FLOORING



Only Indian Brand in Vinyl Flooring



End User Industries with significant growth potential	Only Domestic Brand in Vinyl Flooring with widest product portfolio	Marquee Customers & Robust Distribution Network	Focus on High Margin Products	Technology & Certifications are entry barriers for the competition
Healthcare, Sports and Education are the sunrise sectors with a promising growth prospects for the future	Present across homogeneous, heterogeneous, safety, sports & speciality products	Marquee Customers such as Wockardt, Qatar University, Volvo, Indian Railways, Mercedes, Eicher, Ashok Leyland, The Ritz Carlton, Mumbai airport among others	Ruby Fundamentally operates in high margin (GM 30%) product segments	Developed breakthrough non PVC product by R&D – approved by railways (only player) and negotiating with Shaw Industries USA for distribution
Focus on overall look & feel, design, acoustics, safety & maintenance	Wide application in commercial, residential, retail, hospitals, hotels etc. with over 400 SKUs	Domestic distributors – 75; Overseas distributors – 200+; Majority distributors have a vintage >5 years along with exports to major destinations such as Europe, North America and MENA	Focus on high margin products such as contract sheet vinyl (projects) & transport flooring	Adopted advanced technology & has international certifications



Market Size

Market Share

Contract Sheet Vinyl

Rs. 1,200 Crores

8%

Transport Flooring

Rs. 360 Crores

14%

Semi Contact Flooring

Rs. 500 Crores

40%

Printed Flooring

Rs. 1,000 Crores

25%

Innovation
Constantly pushing boundaries to strive for better product services and ethos with new ideas

Diverse
Over 500 designs in over 20 different product ranges

Performance
Products are antislip, anti bacterial and anti fungal.
Have Floor Score, Phthalate free, anti static and conductive floorings

Quality
ISO 9001, 14001 & 18001 certified
Meet top international Performance Standards EN and ASTM

Durable
With an average life span of 10 - 15 years, floors are engineered for longevity, toughness and high performance

Competitive
Optimally priced, the value for money on floors is hard to beat

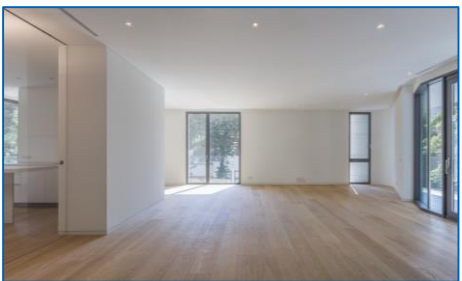
Infrastructure
60 acre production facility with machinery, man power, technical know how and financial resources

Capacity
Manufacturing capacity of 25 - 30 million square metres annually

Delivery
Situated close to Mumbai Port, able to ship worldwide with an average of 2-3 week transit time

Communication
We listen, We're Responsive. Our mantra is good, clear and transparent communication

...Catering to Multiple Industries



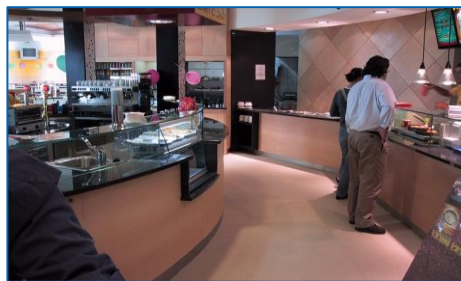
Residential Spaces



Commercial Stores



Exhibitions



Cafes & Outdoor Places



Hospitals



Educational Institutions



Sport Complex



Industrial Areas



Hotels & Hospitality



Trains



Buses



Commercial Offices

... Differentiated Solutions to Marquee End Users



Projects Executed

Industry Specific Solutions / Features

Healthcare



- Anti Bacterial
- Anti Fungal

- Chemical & Stain Free
- Ensures Sterilite Environment

Sports



- High Performance
- Ball Bounce Consistency

- Better Shock Absorption
- Superior Grip

Education



- Safe from Allergens
- Promotes good air quality

- Withstand heavy foot traffic
- Reduce foot sounds

Safety & Transport



- Anti Slip Flooring
- Reinforced Glass Fiber Meshes

- Reliability in all conditions
- Withstand rigor

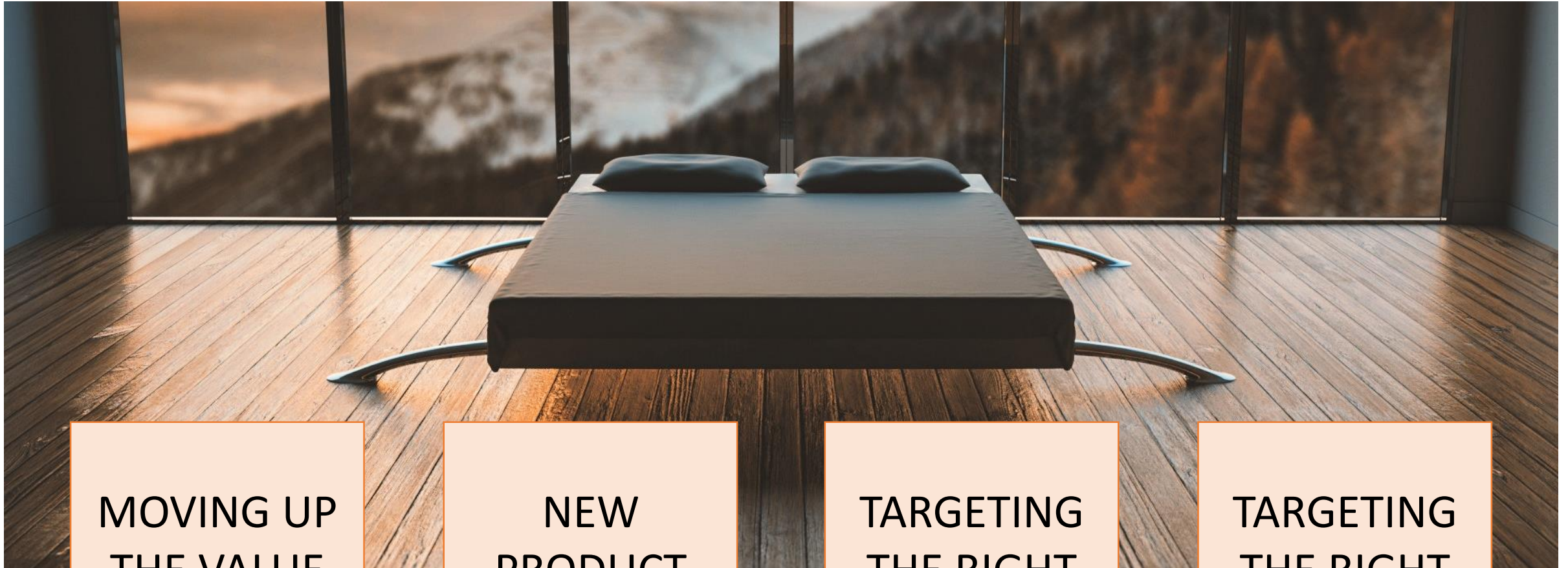
Hospitality



- Unique Designs
- Warm / Inviting Floors

- Withstand heavy foot traffic
- Acoustic

Responsive has industry specific products to cater to multiple sectors



**MOVING UP
THE VALUE
CHAIN**

**NEW
PRODUCT
INNOVATION**

**TARGETING
THE RIGHT
AUDIENCE**

**TARGETING
THE RIGHT
BUSINESS**

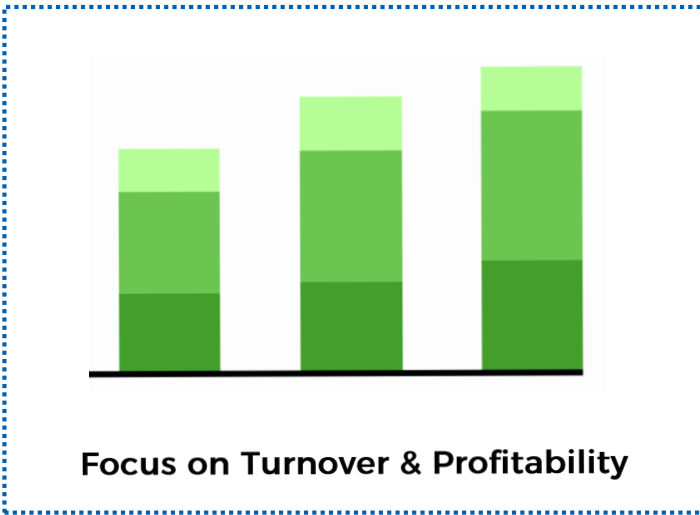
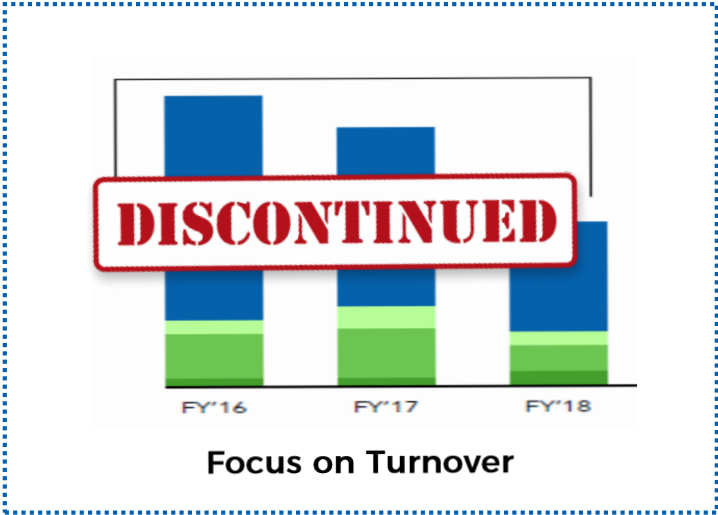
1. Moving up the Value Chain



Product Basket



- Ⓜ Contract Sheet Vinyl
- Ⓜ Transport Flooring
- Ⓜ Semi-contract
- Ⓛ Printed Flooring



Sales & Marketing Strategy



- More Distributors for Printed Flooring system to Increase Volume & Turnover
- Focus more on Domestic Market with Traditional Sales workforce

- Signed up with new international distributors to ramp up volumes of High-value margin product
- Hired new senior Sale Professionals
- Establish new distribution network in USA and Europe market

CHANGE IN PRODUCT MIX, FOCUSED SALES & MARKETING EFFORT TO DRIVE PROFITABILITY





2. New Product Innovation

Luxury Vinyl Flooring



Non - PVC Flooring

BREAKTHROUGH PRODUCTS
with
GROUND-BREAKING TECHNOLOGY

PARAGON

An in-house revolutionary
breakthrough Non PVC
Resilient Flooring

ZERO VOC AND TOXICITY

ULTRA LOW WEAR & TEAR

20 YEARS LIFE



A contemporary
substitute for
Hardwood flooring

IMPACT®



Easier to install and
also Less expensive



Expansion in Luxury Vinyl Flooring...

Key Features of LTV

- ✓ Substitute for Wooden Laminates & Engineered Wood
- ✓ High life of over 10 years, with low wear & tear
- ✓ Fastest growing flooring sub-segment with 15% CAGR
- ✓ Highly accepted in the developed markets
- ✓ Free from Water and Pest related problems
- ✓ Sound, Look and Feel similar to Wooden Flooring

Products

LVT

SPC

WPC

Applications



- Residential
- Commercial
- Offices
- Retail
- Restaurants
- Hospitality





... UAE – Strategic Location to help Business

Setting up overseas facility in UAE

Catering to the needs of USA & European markets

Investment of US\$ 100 million in 3 Phases

Phase I -

- Investment of US\$ 50 million Done
- All Investments would be through Internal Accruals
- Expected to be operationalized by April 2019 with Sales Turnover of ~2x

Plans to Enter the Indian Market by setting up a plant in the long term



India Market Size Currently is Rs. 7,000 Crs

Why UAE

- 01 Hub for International Sales
- 02 Availability of Raw Material at better prices
- 03 Availability of Power & Natural Gas at cheap cost
- 04 Higher Automation
- 05 Better Access to International Talent
- 06 Duty free export to MENA



Non PVC Flooring

Responsive has developed an in-house revolutionary breakthrough Non PVC Resilient Flooring

Only manufacturer & supplier of Non PVC flooring in India with tremendous export potential

New specifications have been released by Indian railways for flooring to be installed in new coaches as well as replacement in old coaches.

Responsive is the only player in the market to satisfy all these criteria's

Responsive is in the final stages of a tie up with US based flooring giant – Shaw Industries who will distribute Non PVC Flooring in the USA Market

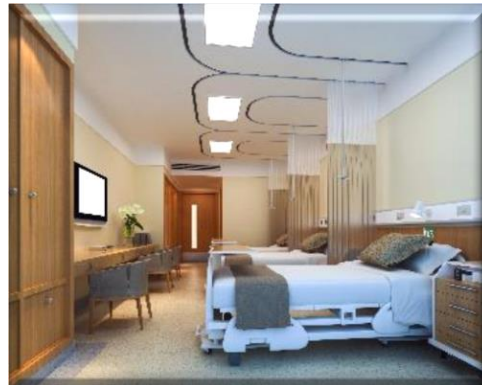
**REPLACEMENT
FOR RUBBER
FLOORING**

Expected Gross
Margin

~50%

Volumes expected in
next 5 years

~1.2 mn m²





3. Targeting the Right Audience – Architects & Designers

Strong Relationship with **200+** Architects & Designers across India



Service provided to Architects is of utmost importance
We are listening to their Needs & their Aspirations

Architects represent the **Repeat Consumers** for Responsive

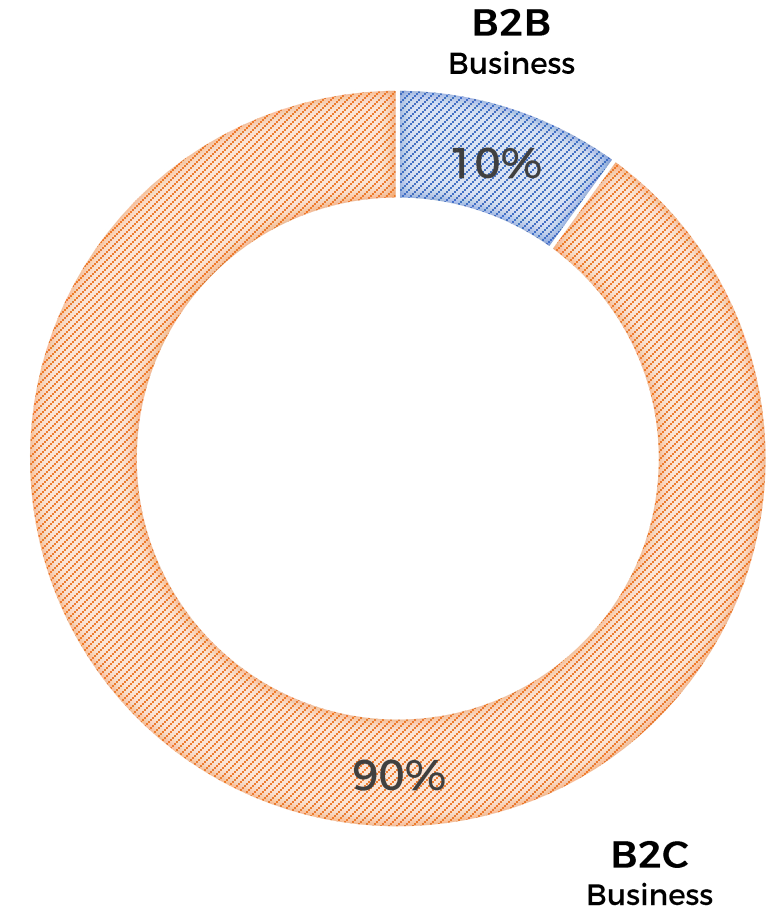
Our Product Innovation with number of SKUs – Widen Product Offerings to Customers

Only Manufacturer In India with state-of-the-art manufacturing facilities

Our Low cost of Production Advantage offers Customers – High Value Economical Product

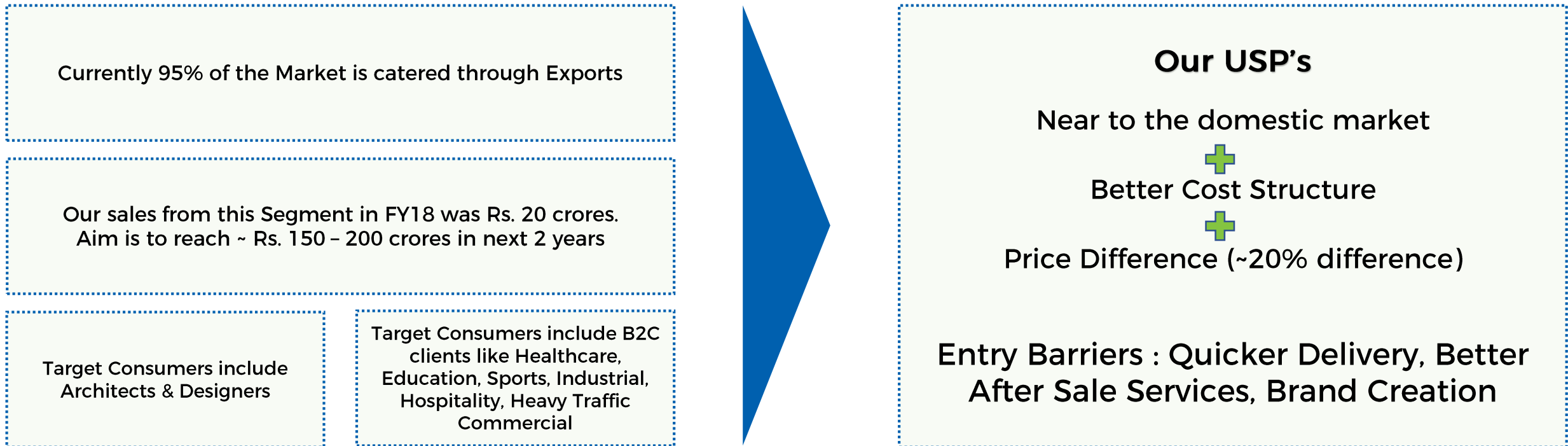
Our Technical know-how provides International Standard Products

Segment Breakup





4. Targeting the Right Business Segment



Responsive Industries aims to capture the huge market available in the project segment domestically



RESPONSIVE

We listen. We're responsive.

LEATHER CLOTH

Product Profile - Leather



GENERAL PURPOSE LEATHER



FURNISHINGS



SHOES



TRANSPORT AND OEMS



GENERAL PURPOSE LEATHER



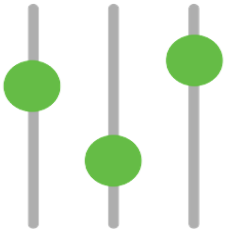
Key Features



High Sheer Strength



Durability against wear and tear



Tailormade technical specs as per end user



Ease of Fabrication



Advanced fire Retardancy

End-User Industries



Leather Chairs



Sofas



Metros



Footwear



Belt



Handbag



Diary Cover



Autorickshaw/ Tuk-tuk



Office Chairs



Binders



Bus Seat cover



Motorcycle



Premium Non PVC Leather

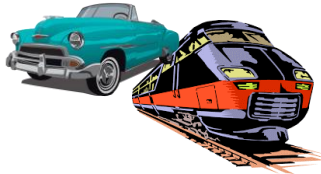
REPLACEMENT



Real Leather

**Non - PVC
Leather**

Advantages



Better Look & Feel



Better Breathability



Benchmarking Global Standards

MARKET SEGMENTS



Automotive

- Identified Key Product Features
- Product being developed
- Working on the Buyers Relationship

Responsive will be the only player who can supply such material to the Indian railways



Railways

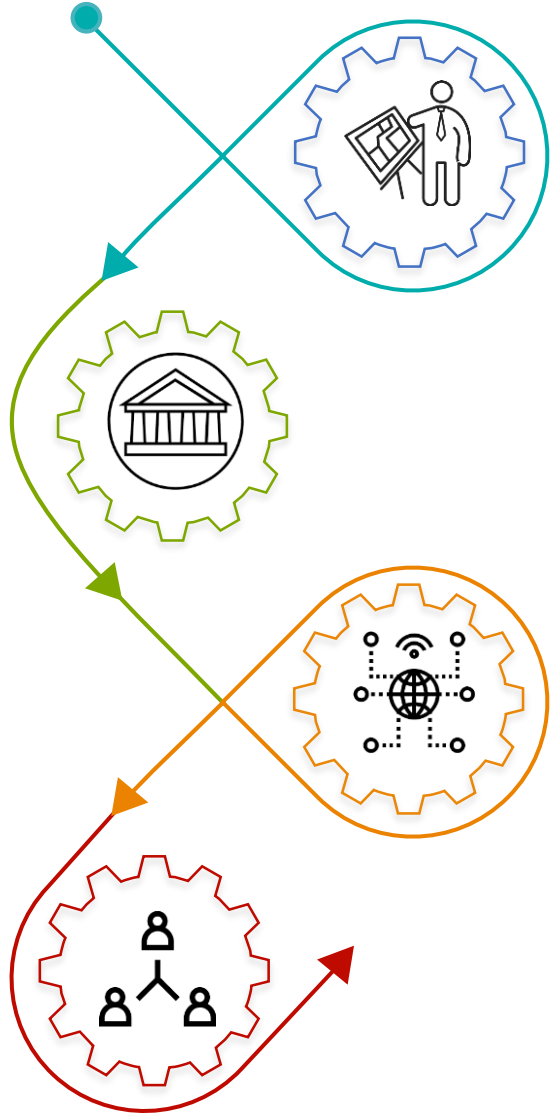
- Product Development done
- Trial Testing going on
- Working on the Finalising the product specifications

Leadership positing with 'R' Leather targeting the Indian Automotive market and Germany & USA automotive markets



WHAT TAKES US CLOSER TO THE CONSUMER

Multi Tier Distribution Channels



Projects

- Excite and engage architects and consultants with the breakthrough product Paragon - Non PVC Flooring
- Target new hospitals and schools construction in India

Institutional

- Focus on buses, trams, metros, and railways in transportation sector and adding more OE clients
- Create unique specification of Rubberized Non PVC Resilient floor for Railways (Paragon) and penetrating Automotive segment with high performance PVC synthetic leather

Exports

- Focus on contract flooring and increase penetration in major markets of USA and Europe
- Dedicated team for projects segment to add more principal distributors and participation in trade shows

Channel

- Increase number of synthetic leather dealers from 15 to 30
- Add new stock distributors in USA & Europe and drive value added sales



Largest Distribution In India

75+
Active Distributors

35 Cities
All Across India

Only Indian Brand With Last-mile Distribution Network

Responsive Has A Global Network Of 300+ Distributors In Over 70 Countries



Sectors

- Healthcare
- Hospitality
- Transportation
- IT and Telecom
- Retail
- Commercial Spaces and Real Estate
- Education
- Entertainment
- Hotels
- Restaurants
- Sports Infrastructure

70
Countries

300
Distributors





... along with Marketing & Branding



TRADE SHOWS



ARCHITECT MEETS



DISTRIBUTOR CONFERENCE



BRAND AMBASSADOR



TV ADVERTISING TV FILMS, EVENTS AND AWARDS



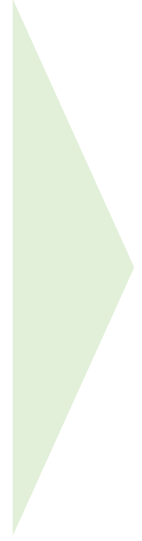
DIGITAL, SOCIAL MEDIA AND WEBSITE



MEDIA AND MEDIA RELATIONS



MISCELLANEOUS, PRINT, COLLATERALS, MARKETING CAMPAIGNS ETC

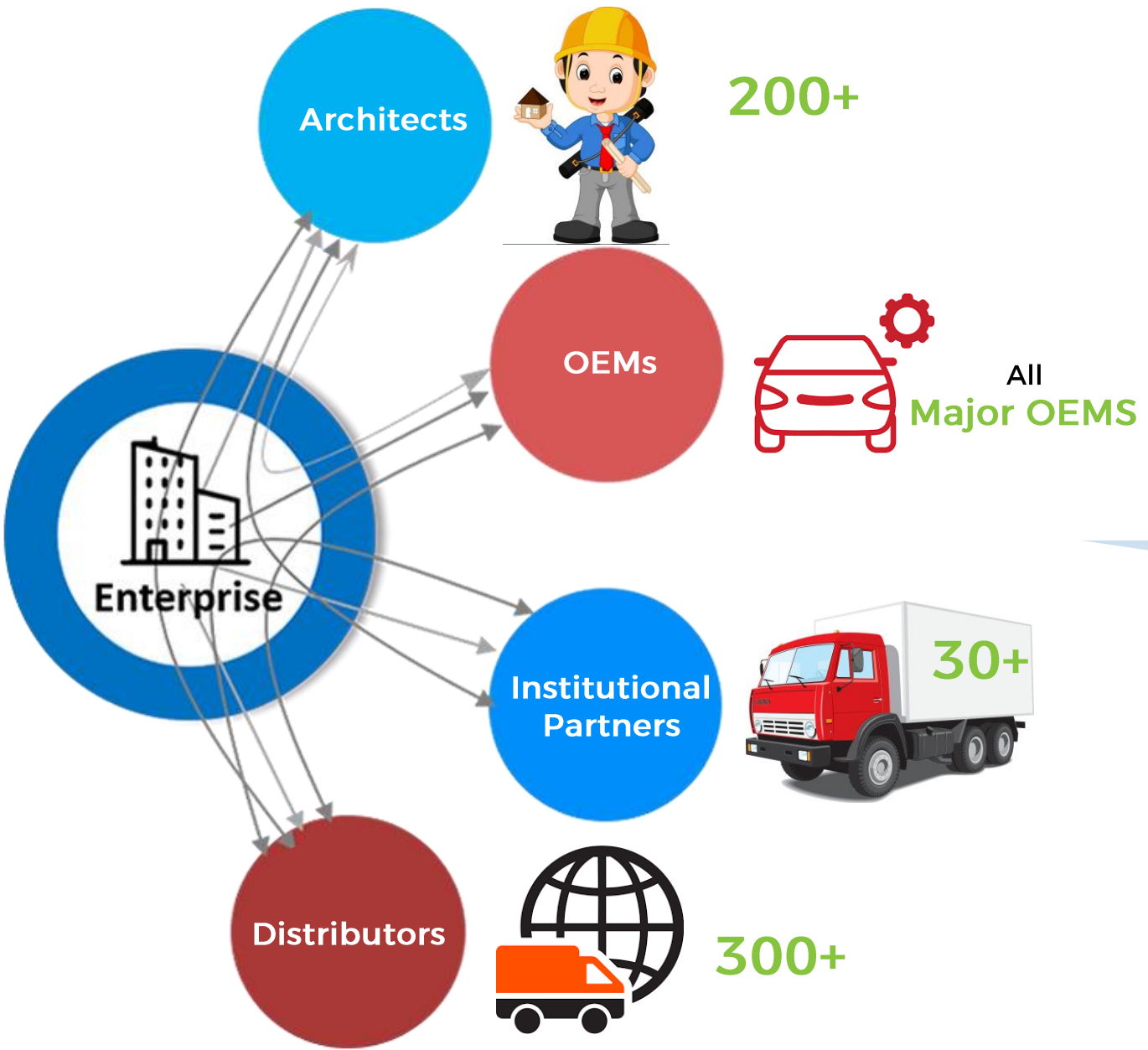


Company Plans to spend ~ Rs. 20 crores in Branding & Marketing this year

Going ahead, the Company intends to spend 3% - 4% of Topline towards Branding & Marketing



Leveraging Relationships to Increase Market Share



- Increase in the Product Basket
 - Leveraging Relationships to increase our High-Value Product Offerings
 - Brand Association with Marquee clients
 - Increase in Market Share because of Strong relationships
- ONLY "INDIAN BRAND" WITH LAST-MILE DISTRIBUTION NETWORK**



BUILDING SOLID RELATIONS FOR LASTING SUCCESS

**People Buy... (again & again)
From People They Trust**



FUNDAMENTAL STRENGTHS OF THE COMPANY

Our Experience over decades...



CUTTING EDGE MANUFACTURING

30 years experience
3 CAPEX expansions
Complete Organic Growth

TECHNICAL EXPERTISE

EU/ US certifications
Breakthrough R & D
Global Specifications

LARGE DISTRIBUTION NETWORK

75+ distributors, Pan India
65 Countries, worldwide

WIDE RANGE OF PRODUCTS

25 End Users Industries
2,000 + SKU's
30+ Product Categories

PROJECTS EXECUTED

Experience includes
300+ hospitals,
100+ Schools,
1000+ sporting facilities



... having State of the Art Infrastructure

Park Area

60

Acres

Manufacturing Lines

15

Installed Capacity

10,000

Metric Tons Per Month

60 Acres = 8 Lakh sq. ft (Built Land) + 8 Lakh sq. ft (Expansion Area)



Flooring

- **Completely Integrated Lines:** calendaring, lamination, foaming, printing and finishing lines.
- Contract Vinyl Sheet Capacity: **25mn+ meters**
- Overall Capacity : **7,000 tons/month**

Leather

- **Multi-functional Lines:** Coating, calendaring, vacuum emboss, lamination and foaming lines.
- Leather Cloth capacity: **30mn+ meters**
- Overall Capacity: **3,000 tons /month**

Fully Backward Integrated Facility

Floor Space

- Total Land Space: **100 Acres**
- Large raw material & engineering stores
- Advanced logistics, Multi-modal cargo handling
- Additional Plot of **40 acres** for future expansions

Skilled Production Team

- **3** key R&D officers
- **5** senior QC officers
- **20** mid level managers (Tech Exp)
- **100** skilled operators
- **3000** workers

... with Research & Development to deliver Quality



CUSTOMER REQUIREMENTS



COMMERCIAL VIABILITY CHECK



TECHNICAL VIABILITY CHECK



TECHNICAL STUDY OF PRODUCT



DEVELOPMENT OF PROTOTYPE



APPROVAL BY CUSTOMER & COSTING



FINALIZATION OF THE PRODUCT



COMMERCIAL PRODUCTION



- IQC: Incoming Quality Control
- LQC: Line Quality Control
- IPQC: In Process Quality Control
- FQC: Final Quality Control
- SQA: Source (Supplier) Quality Assurance
- DCC: Document Control Centre
- PQA: Process Quality Assurance
- FQA: Final Quality Assurance
- DAS: Defect Analysis System
- FA: Failure Analysis
- CPI: Continuous Process Improvement
- CS: Customer Service



Annually audited for factory consistency and system controls
Advanced product testing for smoke, fire and toxicity



Annual Audits for environmental performance
Guarantees ZERO VOC Emissions from all products
Mark of toxic free chemistry in floors



EN 13893 and EN ISO 11925-2 certifies our flooring as both slip resistant and fire safe respectively



ASTM 5925 certifies our products as stain and chemical resistant
We have also been accredited with ASTM D3389 (weight loss/ thousand cycles) for abrasion resistant products



Gives our flooring accreditation towards LEED credits
Mark of International acclaim for Architects

ISO 9001
ISO 14001
ISO 18001

Annual audits for process efficiency
Qualifying regularly since first year of inception



... guided by experienced Board of Directors

Mr. Rishabh Agarwal, Non-Executive Chairman

- A BSC graduate from Carnegie Mellon University, Pittsburgh, PA in the fields of Mechanical Engineering and Business Administration
- He worked for better part of one year for CRA International strategy consultants in Boston, MA
- He has been engaged in the complete value chain of the vinyl flooring business for more than 10 years
- His experience spans sales, marketing, production, finance, strategy and human resources.
- He will bring his experience to strategically align the business towards a growth trajectory by focusing on improving sales infrastructure, upgrading marketing message, streamlining finance activities and focusing on human resources

Mr. Jagannadham Thunuguntla, Independent Non-Executive Director

- He is a Chartered Accountant, Cost and Works Accountant and an Executive Education in Harvard Business School on "Leadership in Financial Organizations"
- He is a head of fundamental research at Karvy Stock Broking Limited and was a Chief Strategist of SMC Global Securities
- He is an angel investor on Indian Angel Network. He is Co-Chairman of Assocham's National Council on Capital Markets and currently the chairman of PHD Chamber of Commerce's National Council on Economic Affairs
- Experience in the fields of Equity Broking, Investment Banking, Wealth Management and Equity Research
- Associated with various student development programs like INSEAD (France), IIM Ahmedabad, IIM Lucknow, ISB Hyderabad, IIT Delhi, IIT Mumbai and IIT Roorkee

Mr. Rajesh Pandey, Director

- He is also a Director at Axiom Cordages Limited
- He has done a Bachelors degree in Chemical Engineering
- Has 16 years of experience in manufacturing
- Has 13 years of experience in rope manufacture
- He Oversees chemical engineering at RIL and Responsible for production and supervision of day-to-day factory operations at both RIL and Axiom

Ms. Jyoti Rai, Independent Non-Executive Director

- She is a Bachelor of Science and a Post Graduate Diploma in Business Management
- Has rich experience in Marketing and Strategies across segments in Financial Markets
- She is a Country Head - India for ABAX Corporate Services Ltd. and a Chairperson on the DPAI Committee for the Western Chapter, contributing on developing Capital Markets
- Has worked with some of the leading companies like Citibank, Reliance Capital Asset Management, Thomson Reuters, AIG asset management, MCX, SBI-Soc Gen Custodial Services
- She is a member of FICCI - Ladies Organization and on the "Swayam Committee" - empowering Women entrepreneurs



... guided by experienced Board of Directors

Mr. S.S. Thakur, Independent Non-Executive Director

- Former Controller, Foreign Exchange, Reserve Bank of India (RBI)
- Played a significant role in formulation of the key provisions of FERA, 1973 and in designing policies and procedures for administration of FERA
- Former Senior Advisor, UN International Civil Service
- Former Chairman, HDFC Bank
- Ex - Chairman, Central Depository Services (India) Ltd. (CDSL)
- Functioned as an Advisor to the Governor, Bank of Zambia and played a key role in relaxation of exchange controls on current and capital account transactions and in formulating and implementing market - oriented banking and foreign exchange policies

Mr. Subramaniam Santhanakrishnan, Independent Director at Axiom Cordages

- He has done his Postgraduate from Madras University and is a Certified Associate of Indian Institute of Bankers(CAIB)
- Qualified trainer (Dip. in Trg and Development) from ISTD and DSM from Bombay University
- Contributed several articles in financial journals on banking and credit
- Former Dy. MD of State Bank of India
- Executive Chairman of Credit Information Bureau of India Ltd.(CIBIL)

Mr. Sankaran Krishnamurthy, Independent Director At Axiom Cordages

- Has done his Graduate in Mathematics from Madras University
- Former Dy. MD of State Bank of India
- Former MD & CEO of SBI Life Insurance Co. Ltd.
- 18 years experience in Corporate Finance and Project Appraisal
- Experienced in SME lending
- Pioneered 'Entrepreneur Scheme' and development of Ancillary units under Bhopal Local Head office
- Advised a Pune-based IT company on insurance solutions

Mrs. Rohini Agarwal, Nominee Director at Axiom Cordages

- Mrs. Rohini Agarwal is a BFA in Graphic Design from Rhode Island School of Design in Providence, RI with an MFA in Design & Technology from Parsons, New School of Design in New York, NY
- Rohini has started her career in Lippincott in New York, NY after which she spent 2 years working in a boutique design firm called Hecht Horton Partners in Boston, MA
- Rohini has further experience for 8 years in Mumbai in running her own namesake design firm called "Ro Design" which is in the business of graphic design and brand building. She is actively engaged with a number of corporates
- Rohini will bring her extensive design, communication and marketing experience in order to shape the overall communication for Responsive

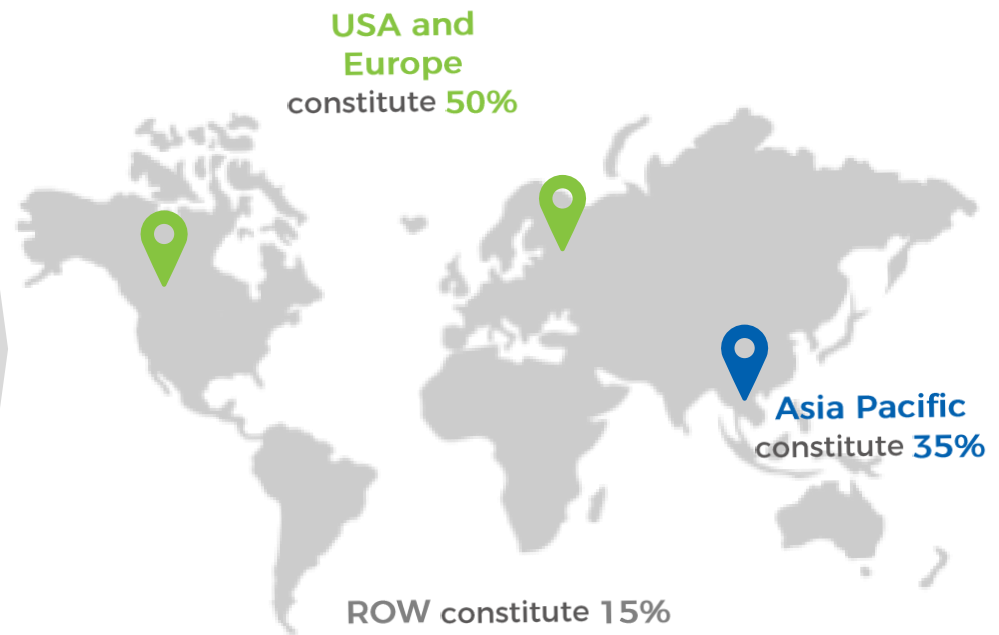
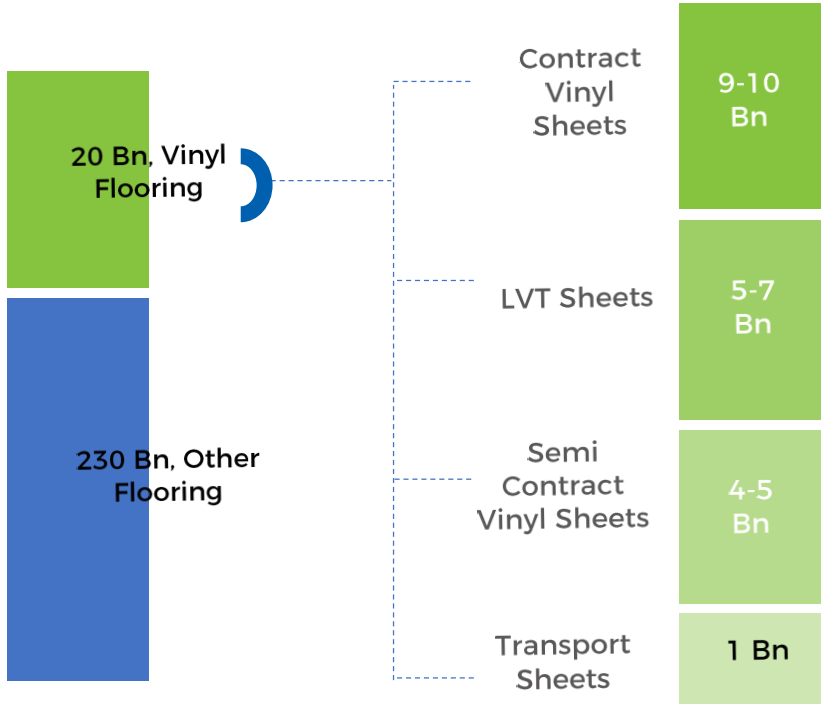


INDUSTRY POTENTIAL



Industry : Vinyl Flooring

Global Vinyl Flooring Market



- HEALTHCARE
- EDUCATION
- SPORTS
- INDUSTRY
- HEAVY TRAFFIC COMMERCIAL
- HOSPITALITY

Indian Vinyl Flooring Market



LVT Sheets

Nascent Industry and slated to grow in India over the next 5 years

Semi-contract vinyl flooring

Market set to expand in tier 2 and tier 3 cities in India

Transport Sheets

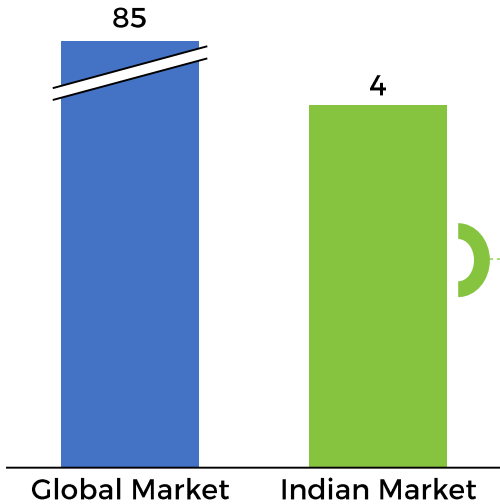
Main Drivers:

- ✓ Indian Railways
- ✓ Bus Body

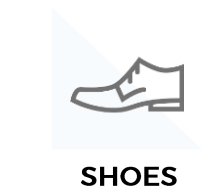
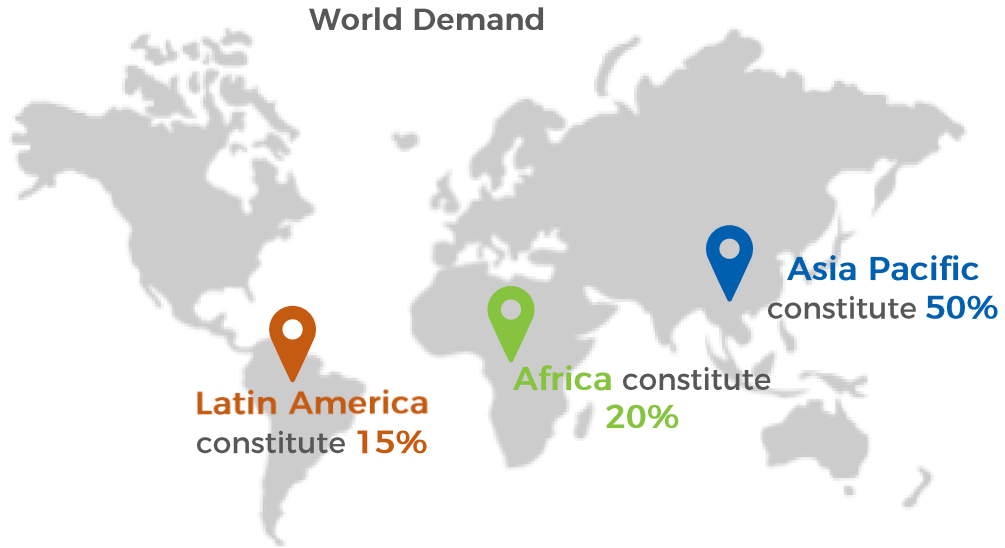


Industry : Leather Cloth

Market Size (in Bn)



- Automotive
- Furnishing
- Upholstery
- Transport & Luggage
- Accessories & Others



GENERAL PURPOSE LEATHER

Growth Drivers

High-end synthetic leather replacing real leather and textile in many applications due to advantages in fabrication and wear and tear

Large unorganized market with an opportunity to service small fabricators and cottage industries

Indian Market:

- 10% of the Synthetic Leather is organized under railway, buses, auto, hospitality, furnishing
- Unorganized players account for 90% of the demand

Consumption driven segments like Indian footwear, furniture, luggage, accessories, stationary markets set to grow rapidly

Organized and high-value synthetics has a growing demand in India for better quality products



FINANCIALS

Profit & Loss Account



Particulars (Rs. In Crs.)	FY18	FY17	FY16
<i>Total Revenue (Net)</i>	1,246.9	2,006.1	2,249.3
Cost of Material Consumed	1,055.5	1,734.5	1,917.3
Changes in Inventories	-18.4	-6.1	0.4
Total Raw Material	1,037.1	1,728.4	1,917.7
<i>Gross Profit</i>	209.8	277.7	331.5
<i>Gross Profit (%)</i>	16.8%	13.8%	14.7%
Employee Expenses	13.9	12.2	11.9
Other Expenses	84.5	102.9	113.2
<i>EBITDA</i>	111.4	162.6	206.4
<i>EBITDA(%)</i>	8.9%	8.1%	9.2%
Other Income	18.7	17.9	23.9
Depreciation	86.7	132.3	173.0
<i>EBIT</i>	43.4	48.2	57.3
<i>EBIT(%)</i>	3.5%	2.4%	2.5%
Finance Cost	17.2	23.1	25.8
Exceptional Items	5.1	0.0	0.0
Profit Before Tax	21.2	25.1	31.6
Tax	11.8	14.8	12.3
<i>Profit After Tax</i>	9.4	10.2	19.2
<i>Profit After Tax(%)</i>	0.8%	0.5%	0.9%

Balance Sheet

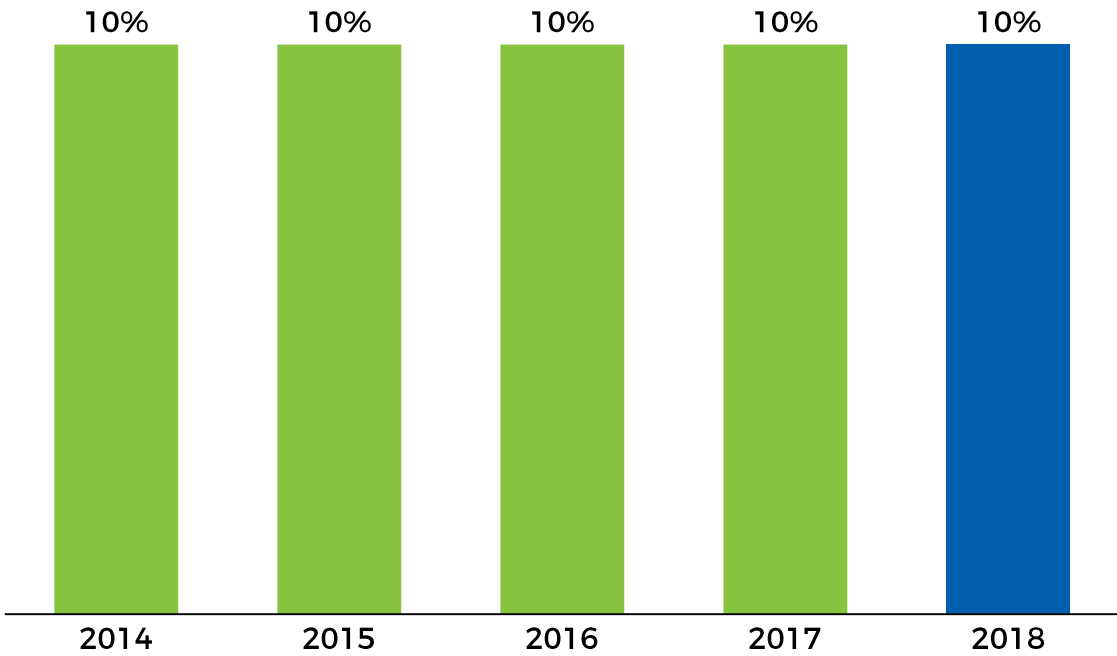


Particulars (In Crs)	Mar-18	Mar-17
Equity	897.1	889.2
Equity Share capital	26.2	26.2
Other equity	870.9	863.0
Non - Controlling Interest	158.3	159.7
Non-current liabilities	32.7	94.7
Financial Liabilities		
Borrowings	0.3	67.2
Provisions	3.5	3.5
Deferred tax liabilities (Net)	28.9	23.9
Other Non-Current Liabilities	0.0	0.0
Current liabilities	302.7	390.9
Financial Liabilities		
Borrowings	155.7	188.7
Trade Payables	19.7	30.7
Other Financial Liabilities	118.6	161.2
Other Current Liabilities	8.5	4.7
Current Tax liabilities (Net)	0.0	5.3
Provisions	0.2	0.2
TOTAL EQUITY AND LIABILITIES	1,390.8	1,534.5

Particulars (Rs. Crs.)	Mar-18	Mar-17
Non-Current Assets	771.3	829.0
Property, Plant and Equipment	699.0	734.8
Intangible Assets	0.1	0.1
Goodwill On Consolidation	66.1	66.1
Financial Assets		
Investments	0.0	0.0
Loans	0.0	0.0
Others	3.3	4.3
Income Tax Assets(Net)	2.8	0.0
Non-Current Tax Assets	0.0	23.7
Current Assets	619.5	705.5
Inventories	116.6	125.0
Financial Assets		
Investments	37.8	15.2
Trade receivables	393.5	406.9
Cash and cash equivalents	14.2	77.8
Bank balances	18.1	41.7
Loans	0.2	0.2
Other Financial Assets	11.6	2.3
Other Current Assets	27.7	36.4
TOTAL ASSETS	1,390.8	1,534.5



Dividend (% of Face Value)



Key Financial Strength

Zero Long Term Debt

Disciplined Capital Expenditure

Low Working Capital Cycle

Low Costs and higher efficiencies compared to Global giants

Consistent Dividend Paying Company
Plans to increase the Dividend to reward shareholders in the coming year



THANK YOU

A RESPONSIVE PRESENTATION



Company :

Investor Relations Advisors :

Responsive Industries Limited
CIN: L99999MH1982PLC027797

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

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