Date: 29.02.2020


Dear Sir/Madam,

This has reference to Regulation-30 of Securities and Exchange Board of India [Listing Obligation and Disclosure Requirements] Regulations, 2015, please find attached the investor presentation for the quarter ended December 31, 2019.

The above mentioned Investor Presentation will also be available on website of the company.

Request you to take the same on records.

Yours faithfully,

FOR CORDS CABLE INDUSTRIES LIMITED

NAVEEN SAWHNEY
MANAGING DIRECTOR
Safe Harbor

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Strong Overall Performance in 9MFY20

- **Revenues**: ₹323.5 Crores (7% YoY)
- **EBITDA**: ₹32.7 Crores (15% YoY)
- **EBITDA Margin**: 10.10% (72 bps)
- **PAT**: ₹5.9 Crores (17% YoY)
- **PAT Margin**: 1.83% (16 bps)
- **Order Book**: ~₹146 Crores
Q3FY20 Financial Performance

Revenue (Rs. Crs.)
- Q3FY19: 112.3
- Q3FY20: 113.1
  +1% growth

EBITDA (Rs. Crs.)
- Q3FY19: 10.1
- Q3FY20: 11.6
  +15% growth

EBITDA Margin %
- Q3FY19: 8.98%
- Q3FY20: 10.22%
  +124 bps growth

PAT (Rs. Crs.)
- Q3FY19: 1.9
- Q3FY20: 2.1
  +8% growth
9MFY20 Financial Performance

**Revenue (Rs. Crs.)**

- 9MFY19: 303.2
- 9MFY20: 323.5

Change: +7%

**EBITDA (Rs. Crs.)**

- 9MFY19: 28.4
- 9MFY20: 32.7

Change: +15%

**EBITDA Margin %**

- 9MFY19: 9.38%
- 9MFY20: 10.10%

Change: +72 bps

**PAT (Rs. Crs.)**

- 9MFY19: 5.1
- 9MFY20: 5.9

Change: +17%
Recent Business Updates

Wins order worth ~Rs. 22 Crores from Indian arm of a Taiwan based EPC services major

- Awarded a prestigious order estimated at approximately Rs. 22 crores (gross of GST) from an Indian arm of a Taiwan based Engineering, Procurement and Construction services major
- The order is for the supply of Instrument Cables & Wires to an LNG Project in the state of Odisha and is scheduled to be executed by April 30, 2020

Receives approval from a Japanese Company

- CORDS is now enlisted with a Japanese Engineering Consultancy & Contracting major for their Indian subsidiary
- This approval enables the company to participate in future bids for supplying qualified products to the said Engineering Consultancy & Contracting major, where cables supplied by CORDS will have applications at various industrial facilities including Oil & Gas Processing, Refineries, Petrochemicals, Fertilizers, Cryogenics, Power, Water, Infrastructure and Industrial solutions, among others in India
Total Order book of ~Rs. 146 Crores as on 31st Dec 2019

Order book to be executed over the next 3-5 months

Order Break- Up

- Hydrocarbons, 66.7%
- Metro & Freight corridors, 5.6%
- Power, 17.5%
- Cement, Metals, 4.0%
- Fertilizers & Chemicals, 2.4%
- Water, 2.4%
- FMCG & Industry Sector, 1.6%
- Other sectors, 6.0%
## Q3FY20 Profit & Loss Statement

<table>
<thead>
<tr>
<th>Particulars (Rs. Crs.)</th>
<th>Q3 FY20</th>
<th>Q3 FY19</th>
<th>YoY</th>
<th>9M FY20</th>
<th>9M FY19</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>113.1</td>
<td>112.3</td>
<td>0.7%</td>
<td>323.5</td>
<td>303.2</td>
<td>6.7%</td>
</tr>
<tr>
<td>Cost of Goods Sold</td>
<td>87.2</td>
<td>91.8</td>
<td>2.5%</td>
<td>253.0</td>
<td>244.5</td>
<td></td>
</tr>
<tr>
<td>Employee Expenses</td>
<td>6.5</td>
<td>5.0</td>
<td>17.3%</td>
<td>17.3</td>
<td>13.5</td>
<td></td>
</tr>
<tr>
<td>Other Expenses</td>
<td>7.9</td>
<td>5.5</td>
<td></td>
<td>20.5</td>
<td>16.8</td>
<td></td>
</tr>
<tr>
<td>EBITDA</td>
<td>11.6</td>
<td>10.1</td>
<td>14.6%</td>
<td>32.7</td>
<td>28.4</td>
<td>14.9%</td>
</tr>
<tr>
<td><strong>EBITDA Margin</strong></td>
<td><strong>10.2%</strong></td>
<td><strong>9.0%</strong></td>
<td><strong>10.1%</strong></td>
<td><strong>9.4%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Income</td>
<td>0.3</td>
<td>0.4</td>
<td></td>
<td>1.1</td>
<td>1.3</td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>1.6</td>
<td>1.5</td>
<td></td>
<td>5.0</td>
<td>4.2</td>
<td></td>
</tr>
<tr>
<td>EBIT</td>
<td>10.3</td>
<td>9.0</td>
<td>14.0%</td>
<td>28.8</td>
<td>25.5</td>
<td>13.0%</td>
</tr>
<tr>
<td><strong>EBIT Margin</strong></td>
<td><strong>9.1%</strong></td>
<td><strong>8.1%</strong></td>
<td><strong>8.9%</strong></td>
<td><strong>8.4%</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance costs</td>
<td>6.9</td>
<td>6.1</td>
<td></td>
<td>19.0</td>
<td>17.8</td>
<td></td>
</tr>
<tr>
<td>PBT</td>
<td>3.4</td>
<td>3.0</td>
<td>15.8%</td>
<td>9.8</td>
<td>7.7</td>
<td>27.1%</td>
</tr>
<tr>
<td>Tax</td>
<td>1.3</td>
<td>1.0</td>
<td></td>
<td>3.9</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>PAT</td>
<td>2.1</td>
<td>1.9</td>
<td>7.7%</td>
<td>5.9</td>
<td>5.1</td>
<td>16.7%</td>
</tr>
<tr>
<td><strong>PAT Margin</strong></td>
<td><strong>1.9%</strong></td>
<td><strong>1.7%</strong></td>
<td><strong>1.8%</strong></td>
<td><strong>1.7%</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Balance Sheet

<table>
<thead>
<tr>
<th>Particulars (Rs. Crs.)</th>
<th>Sep-19</th>
<th>Mar-19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-current assets</td>
<td>99.1</td>
<td>97.9</td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>97.4</td>
<td>96.4</td>
</tr>
<tr>
<td>Security Deposit</td>
<td>1.6</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Current assets</strong></td>
<td>216.6</td>
<td>211.3</td>
</tr>
<tr>
<td>Inventories</td>
<td>59.7</td>
<td>59.8</td>
</tr>
<tr>
<td>Investments</td>
<td>0.4</td>
<td>0.5</td>
</tr>
<tr>
<td>Trade receivables</td>
<td>117.5</td>
<td>113.5</td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>0.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Bank Balances</td>
<td>22.2</td>
<td>20.0</td>
</tr>
<tr>
<td>Other current assets</td>
<td>16.5</td>
<td>17.1</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>315.7</td>
<td>309.2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Particulars (Rs. Crs.)</th>
<th>Sep-19</th>
<th>Mar-19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EQUITY &amp; LIABILITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equity</td>
<td>138.4</td>
<td>134.6</td>
</tr>
<tr>
<td>Equity Share capital</td>
<td>12.9</td>
<td>12.9</td>
</tr>
<tr>
<td>Other equity</td>
<td>125.5</td>
<td>121.7</td>
</tr>
<tr>
<td><strong>Non-current liabilities</strong></td>
<td>23.4</td>
<td>26.8</td>
</tr>
<tr>
<td>Borrowings</td>
<td>13.6</td>
<td>17.3</td>
</tr>
<tr>
<td>Provisions</td>
<td>1.2</td>
<td>1.1</td>
</tr>
<tr>
<td>Deferred tax liabilities (net)</td>
<td>8.6</td>
<td>8.3</td>
</tr>
<tr>
<td>Other non-current liabilities</td>
<td>0.0</td>
<td>0.1</td>
</tr>
<tr>
<td><strong>Current liabilities</strong></td>
<td>153.8</td>
<td>147.8</td>
</tr>
<tr>
<td>Borrowings</td>
<td>64.9</td>
<td>64.1</td>
</tr>
<tr>
<td>Trade payables</td>
<td>76.2</td>
<td>71.6</td>
</tr>
<tr>
<td>Other financial liabilities</td>
<td>8.1</td>
<td>8.1</td>
</tr>
<tr>
<td>Other current liabilities</td>
<td>3.0</td>
<td>3.1</td>
</tr>
<tr>
<td>Provisions</td>
<td>1.6</td>
<td>0.8</td>
</tr>
<tr>
<td><strong>TOTAL EQUITY &amp; LIABILITIES</strong></td>
<td>315.7</td>
<td>309.2</td>
</tr>
</tbody>
</table>
Debt Profile

Debt Structure as on 30th Sept-19

Net Debt to Equity = 0.46 x

Note: Net Debt includes Short Term Borrowings

Q3FY20 Finance Cost Break up

^ Bank Charges are inclusive of:
- BG/LC Commission
- Non Fund opening/closing Charges
- Processing Fee
- Other bank Charges

* Discounting & Factoring includes both LC backed and non-LC backed bills including both Sales & Purchase side
About the Company
A Specialized Control and Instrumentation Cable Company

95% of our orders are based on customer specifications

81% of our cables constitute Instrumentation & Control Cables and 19% is Power Cables

We have approvals from large public sector as well as private customers

Current Capacity stands at 65,000 Kms. p.a.

Long standing customer relationships of over 20 years

The company will benefit from the modernization and upgradation of infrastructure
... offering Wide Range of Products to Multiple Industries

- Speciality Cables
  - EPR Cables
  - Special Cables for Oil & Gas
  - Special Cables for Water Desalination
  - Silicon Rubber Cables
  - Fire Survival Cables

- Instrumentation Cables
- Thermocouple Cables
- Control Cables
- LV Power Cables

- Speciality Cables
  - Low Smoke Halogen Free Cables
  - Solar PV Cables
  - Railway Jelly Filled Quad Cables
  - Eurobalise Railway Safety Cables
  - Low Temperature Cables
... with a Diverse Portfolio of Products

**Thermocouple Cables**
- **Application**
  - Used to extend thermocouple circuits from the sensor to reference unit

**Control & Electrical Wiring Cables**
- **Application**
  - Control Cables: Used in interconnection of process control, communication and panel control systems
  - Electrical Wiring Cables: Used for electric power, lighting & internal wiring

**Instrumentation, Signal and Data Cables**
- **Application**
  - Used in data acquisition systems, computer networking, PA systems, digital control / measuring & communication systems
  - Specially designed to transmit signals without any external interference

**LV Power Cables**
- **Application**
  - Used in connection of power supply to residential, commercial & industrial units

---

**Sales Composition**
- Instrumentation & Control Cables: 19%
- Power Cables: 81%
... bringing Constant Innovation

Special cables

- Fire retardant low smoke cables
- Field Bus Cables
- Silicon Rubber Cables
- Water Desalination Cables
- Eurobaslise Railway Safety Cables
- Low smoke zero Halogen Cables
- Railway jelly field Quad Cables
- Fire Survival Cables
- EPR Cables
- Low Temperature Cables
- Oil & Gas Cables
- PV Solar Cables
... with Focus on Quality

Consistent Quality check at every stage

- Quality Test Labs
- Customer Interface
- Product Design
- Choice of Vendors
- Manufacturing Process
- Human Resource Development
- Customer service

Garnered a name for

- Customer service
- Timely deliveries
- Efficient order execution

In-house R&D and Innovations team

- R&D team of 5 people
- Aim at Innovation & Development of new varieties of cables at regular time intervals

95% all Products as per Customer Specifications ensuring

- High Customer Recall
- First Choice for Customers
- Repeat Orders
... Experienced Management Team

**Naveen Sawhney**  
Chairman & MD  
A Mechanical Engineer and a PG Diploma in Marketing Management.  
Has an experience of over 45 years in the Cables Industry.  
His Vast experience, long-term vision, entrepreneurial abilities & strategic planning have led the Company towards growth and diversification.

---

**Sanjeev Kumar**  
Whole Time Director  
Holds Cost and Management Accountant degree from ICWAI.  
Has 15 years of experience including 5 years in Cables Industry.

---

**Manoj Gupta**  
CFO  
Holds Chartered Accountant degree from ICAI.  
Has 20 years experience in Finance control, Audit and Taxation.

---

**Varun Sawhney**  
VP (Marketing, IT & HR)  
MBA from Leeds Metropolitan University, UK & BE (Computers).  
Played a vital role in implementation of Designing, Costing & ERP systems of the company.

---

**Gaurav Sawhney**  
VP (Banking & Finance)  
Bachelors of Science in Business Economics from Syracuse University, New York; Executive Post Graduate Diploma in Management (Finance) & Bachelors Of Commerce (Honors).  
Has been instrumental in handling the Banking & Finance department of the company.
Honour Commitments

Consistently maintain High Quality

Strive for long-term relations and partnerships with customers, vendors and business associates

Focus on product-development based on ever-changing needs of our customers

Ensure Dignity of Labour

Advancement in Technology

Enhancement and Development of our Human Resource
... Long Term Customer Relationship

Over 20 years of Relationship

Domestic

International

A Navratna Company
... State of the Art Manufacturing Facilities

Chopanki Unit
- Capacity of 30,000 Kms
- Manufactures LV Power, Instrumentation, Control & Speciality cables

Kahrani Unit
- Capacity of 35,000 Kms
- Manufactures Control, Instrumentation, Fieldbus, PV Solar, EPR Insulated & other Speciality Cables

Disclaimer: Maps not to scale. All data, information, and maps are provided “as is” without warranty or any representation of accuracy, timeliness or completeness.
... Certifications & Client Approvals

- Manufacture cables conforming to International standards such as: EN, BS, IEC, VDE

- Hold BIS certification for all types of cables conforming to IS:1554(1)/1988 and IS:694-90

- Quality Management System is ISO 9001:2008 Certified

- Environment Management System is ISO 14001:2004 Certified

- Health and Safety System is BS OHSAS 18001:2007 Certified from TUV Rheinland
Key beneficiary of Modernisation and Upgradation of India

Renewable Power  |  Freight Corridor  |  Oil & Gas  |  FMCG  |  Smart Cities  |  Ferrous & non Ferrous Metals

Transmission & Distribution  |  Metro Rail  |  Refineries  |  Chemicals  |  Cement  |  LPG Bottling

Nuclear & Thermal Power  |  Airport Development  |  Water Desalination  |  Fertilisers  |  Sewage Treatment  |  Building Automation

Backbone to Key Industries driving India’s Future...
... with Multiple Growth Drivers across Sectors

❖ Oil & Gas
  ▪ Increase in safety measures, Replacement and new demand for speciality cables such as fire retardant and control cables to pick up as safety standards increase
  ▪ 2018-19 Budget set aside Rs. 87,000 crores for Exploration and production + Refining and marketing + Petrochemicals

❖ Hydrocarbons
  ▪ Refining companies to invest Rs. 80,000 crore to upgrade refineries to meet Euro VI norms by 2020

❖ Airport Modernization
  ▪ Airport Authority of India’s (AAI) pipeline consists of Upgradation of multiple airports for capex of Rs 175 bn & Development of 18 greenfield airports for capex of Rs 300bn

❖ Railways
  ▪ Railways to make investment of over Rs. 8 lakh core over the period of 2015-2020. Rs 10 lakh crore to be spent on high-speed train corridors
  ▪ Huge amount to be spent for Network Decongestion & Expansion + National Projects + Safety + High Speed Rail & Elevated corridor + High Speed Rail & Elevated corridor

❖ Metro Rail Projects
  ▪ Proposal to implement metro rail systems in 40 cities. Total Investment outlay of Rs. 5 lakh crore earmarked by Union Government
  ▪ Currently 520 km of Metro Rail lines under construction

❖ Smart cities & Infrastructure
  ▪ Govt. to develop 100 smart cities with an investment of Rs 480 Bn by 2020
  ▪ Over FY18-22 Investments in the Roads sector is expected to be of Rs. 10.4 Tn

❖ Power Sector
  ▪ CEA expects investments in Transmission of nearly Rs. 2.6 trillion by 2022
  ▪ Expect 25-26 GW of solar PV capacity additions over FY17-19
  ▪ Expect the power cables market to expand 1.5-1.7x in the next 3 years
... Dominance to grow beyond the Industry

Indian Wire & Cables industry

<table>
<thead>
<tr>
<th>Year</th>
<th>Rs. Bn.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY16</td>
<td>392</td>
</tr>
<tr>
<td>FY17</td>
<td>451</td>
</tr>
<tr>
<td>FY18</td>
<td>518</td>
</tr>
<tr>
<td>FY19</td>
<td>596</td>
</tr>
<tr>
<td>FY20E</td>
<td>686</td>
</tr>
</tbody>
</table>

15.6% CAGR

Sectors Driving Increase in Demand

❖ Hydrocarbon Sector
❖ Airport Modernization
❖ Freight Corridor Projects
❖ Metro Rail Projects
❖ Smart Cities
❖ Boost to Infrastructure
❖ Investments in Power Sector

Speciality Cables at the cusp of growth

- Power Cables: 34.5%
- Domestic wires: 34.5%
- Speciality Cables: 31.0%

Source: Edelweiss Broking Report
Supported by Technologically Advanced Facilities
With the Capabilities to Double the Production

Key initiatives leading to strong Industrial growth

✓ Indian Wire & Cables industry expected to grow by 15.6%

✓ High thrust of the Current Government on Infrastructure projects increasing scope for Speciality Data Cables

With Cords leadership in Cable Space

✓ Emphasis on Quality

✓ Valued long term Client Relationships

✓ Diverse Portfolio of Products

✓ Constant Innovation

✓ State of the Art Manufacturing Facility

✓ Certifications

✓ Awards & Recognitions

Low Investment for growth

✓ Current Capacity – 65,000 Kms p.a.

✓ Capacity Utilization of ~70%

Creating strong business fundamentals
Segmental Revenue Highlights

Revenue Contribution

Metros & Freight Corridors

FY15: 2%  
FY16: 3%  
FY17: 7%  
FY18: 8%  
FY19: 11%

Hydrocarbons

FY15: 6%  
FY16: 9%  
FY17: 18%  
FY18: 36%  
FY19: 54%

Power Sector

FY15: 40%  
FY16: 36%  
FY17: 29%  
FY18: 28%  
FY19: 19%
Approved vendor for RDSO (Research Design & Standards Organization) under Government of India – Ministry of Railways

- This approval enables the company to offer "Underground Railway Jelly Filled Quad Cable for Signalling & Telecom Installations" to the Indian Railways and various projects where this approval is mandated including the Dedicated Freight Corridors, and various Metro-Rail projects
- This approval will allow Company to explore the upcoming vast opportunities provided by various developmental & upgradation projects of Railways and new Metro projects throughout the country

Approved as a pre—qualified supplier with Airports Authority of India (AAI)

- This prestigious approval shall now enable Cords Cable industries Ltd. to offer its approved list of cables towards creating, upgrading, maintaining and managing aviation infrastructure in the country for the projects where AA! is entrusted with Airport Modernisation and Development
- **Following products are enlisted in approved list of make of AAI:**
  - Instrumentation cables
  - Co—axial cables
  - Fiber optic cables
  - Cat-6 cables
  - Control cables
  - Power cables (upto & including 1.1 KV)
Approvals from esteemed clients (2/2)

Approval from Abu Dhabi National Oil Company [ADNOC]
- Registered & Prequalified with ADNOC and Arabian Gulf based oil major
- Approval expected to boost company’s Export revenues
- Approval will allow supplies of following types of Cables:
  - Instrumentation & Control
  - Fiber Optics
  - LV Power distribution
- Company can now bid in the above product categories for all ongoing and upcoming projects of ADNOC

Approval from Samsung Engineering Co. Ltd.
- Registered as a Prequalified supplier for their International orders
- This Global level Approval is for 5 years starting from August 1st, 2018
- This will enable the company to bid for supplying qualified products to Samsung Engineering Co. range of engineering services’ portfolio
- Approval will allow supplies of following types of Cables:
  - Instrument
  - Control
  - Thermocouple
  - Foundation Fieldbus (FF)
  - Fire Survival

Revalidation of Enlistment from Engineers India Limited (EIL)
- New validity of this enlistment is up to 31st January 2020 and it covers the following items:
  - Control Cables - PVC
  - Fire and Alarm Communication Cables
  - Control Cables — Fire Survival
  - Thermo Couple Extension Cables
  - Signal Cables
  - Field Bus Signal Cables
  - Signal Cable — Fire Resistant
Consistent Performance over the years

Revenue (Rs. Crs)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>265.0</td>
<td>283.3</td>
<td>323.4</td>
<td>365.4</td>
<td>416.7</td>
</tr>
</tbody>
</table>

EBITDA (Rs. Crs)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>27.3</td>
<td>29.3</td>
<td>33.1</td>
<td>35.5</td>
<td>39.2</td>
</tr>
</tbody>
</table>

PAT (Rs. Crs)

<table>
<thead>
<tr>
<th>Year</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>2.7</td>
<td>3.1</td>
<td>5.2</td>
<td>6.3</td>
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Margins %

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<tr>
<td>PAT%</td>
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<td>1%</td>
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Cords Cable Industries Limited
CIN: L74999DL1991PLC046092

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