

Date: 26.10.2024

To,  
The Manager,  
The Listing Compliance Department  
BSE Limited,  
P. J. Towers, Dalal Street  
Mumbai - 400 001.

**Symbol: MARSONS**

**Subject: Investor Presentation**

Dear Sir/Madam,

Pursuant to Regulations 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of Investor Presentation for the Financial Results of the Company for the Q2'FY25 ended 30th September 2024.

We request you to take the above information on your records.

**For Marsons Limited**

Munal Agarwal  
Managing Director  
DIN: 03592597

**Marsons Limited**



# MARSONS LIMITED

Investor Presentation  
October 2024

Q2 & H1'FY25

[www.marsonsonline.com](http://www.marsonsonline.com)





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# ABOUT US



## End to End Manufacturer

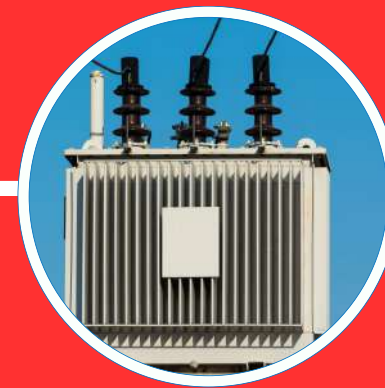
We are a multi product and service organization engaged in end to end right from designing, manufacturing, supplying, erecting, testing to commissioning of Power and Distribution transformers with incredible distinction and credibility over the past 60 years.



## Product Range

Currently, we manufacture Distribution & Power ranging from 10 KVA to 160 MVA 220 kV class Furnace Transformers, Dry Type Transformers and various types of Special Application Transformers.

Our 50 MVA 132 kV class transformers have been successfully type tested at CPRI in Bhopal and Bangalore.



## Capacities

Our plant in Kolkata is spread over an area of 35,000 sq.m. State of the art infrastructure, fully equipped to manufacture Power Transformers upto 160 MVA 220 kV class.



## Quality

We are among the first to set up Impulse Test Laboratory and Autocalve (Vacuum Heating System) way back in 1995-96 equipped with 1600 kV 80 KJ Impulse Generator imported from Haefely Trench of Switzerland, the world leaders.

ISO 9001:2008 certified  
ISO 14001:2015 certified



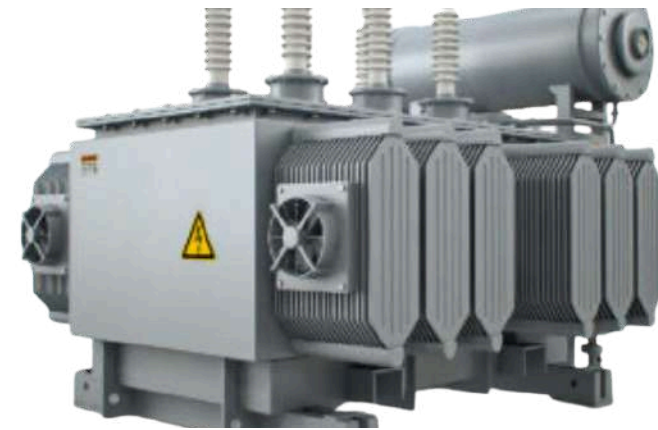


# OUR PRODUCTS

**1.**  
Distribution Transformers



**2.**  
Power Transformers



**3.**  
Furnace Transformers



**4.**  
USS Transformers



**5.**  
Dry Type Transformers



**6.**  
Cast Resin Transformers



**7.**  
Solar Transformers



**8.**  
Instrumental Transformers



# OUR KEY CLIENTS



## STATE ELECTRICITY BOARD & POWER UTILITIES

- Rajasthan
- West Bengal
- Assam
- Madhya Pradesh
- Andhra Pradesh
- Maharashtra
- Jharkhand
- Chhattisgarh
- Bihar
- Orissa
- Manipur
- Meghalaya
- Uttar Pradesh
- Uttaranchal
- Tamil Nadu
- Kerala

## OVERSEAS CUSTOMERS

- Castle Cement, UK
- Yesu PLC, Ethiopia
- Teklec, Dubai
- Bowers Electricals Ltd., UK
- Alarabia Co., Jordan

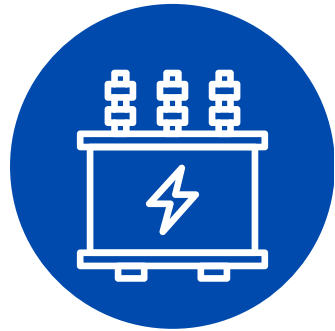
## CORPORATE CUSTOMERS

- ABB Limited
- Alstom T & D
- CESC Limited
- DPL Limited
- North Eastern Cable & Conductors Pvt. Ltd.
- Techno Electric & Engg. Co. Ltd.
- Siemens Limited
- Bhel
- L & T
- Tata Group of Companies
- Reliance Group
- Schneider
- Bharti Airtel
- Bhushan Steel
- KEI
- KEC
- Sterling & Wilson
- NTPC
- PGCIL



# KEY MILESTONES

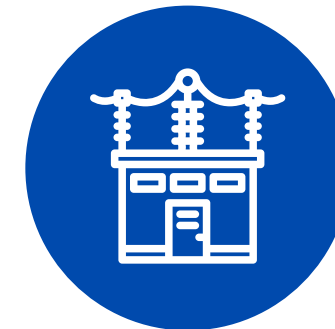
- Founded in 1956
- The company shifted from being a private limited to public limited in February 1991.
- The company came out with its IPO in June 1994



The first SSI company to install in-house Impulse Testing Laboratory and Autoclave and gain NABL accreditation.



Over 60 years experience of design, manufacturing, testing and supply of Power & Distribution Transformers



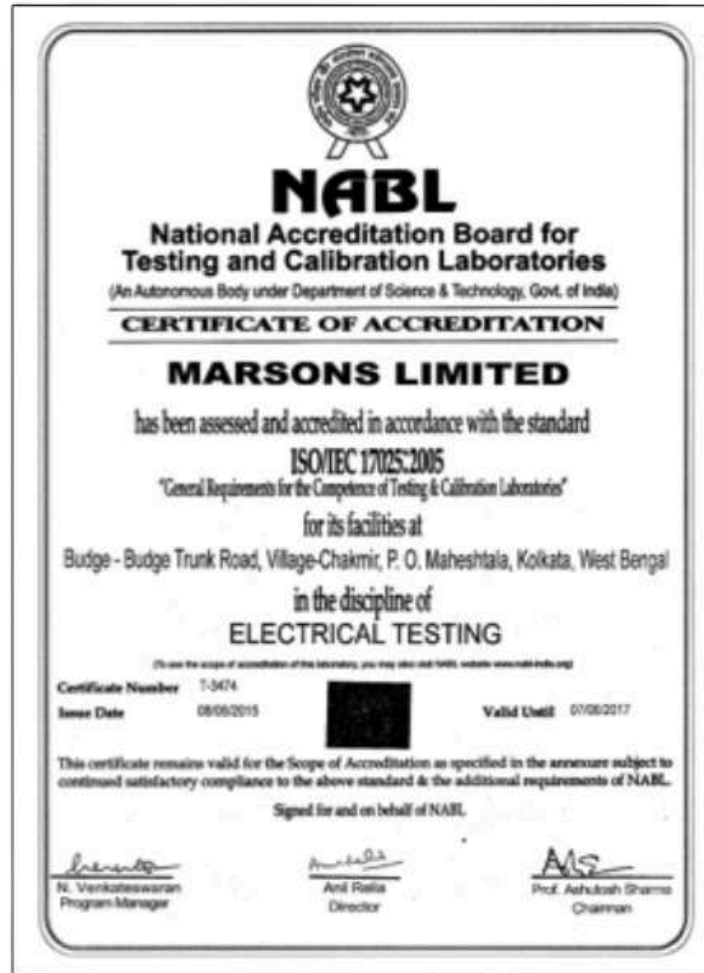
- The only plant in Eastern India including NER to manufacture EHV Power Transformers up to 220 kV class
- Supplied more than 300,000 Transformers across the globe over the past six decades.



Largest manufacturer of transformers both in terms of capacity and range across Eastern India including NER.

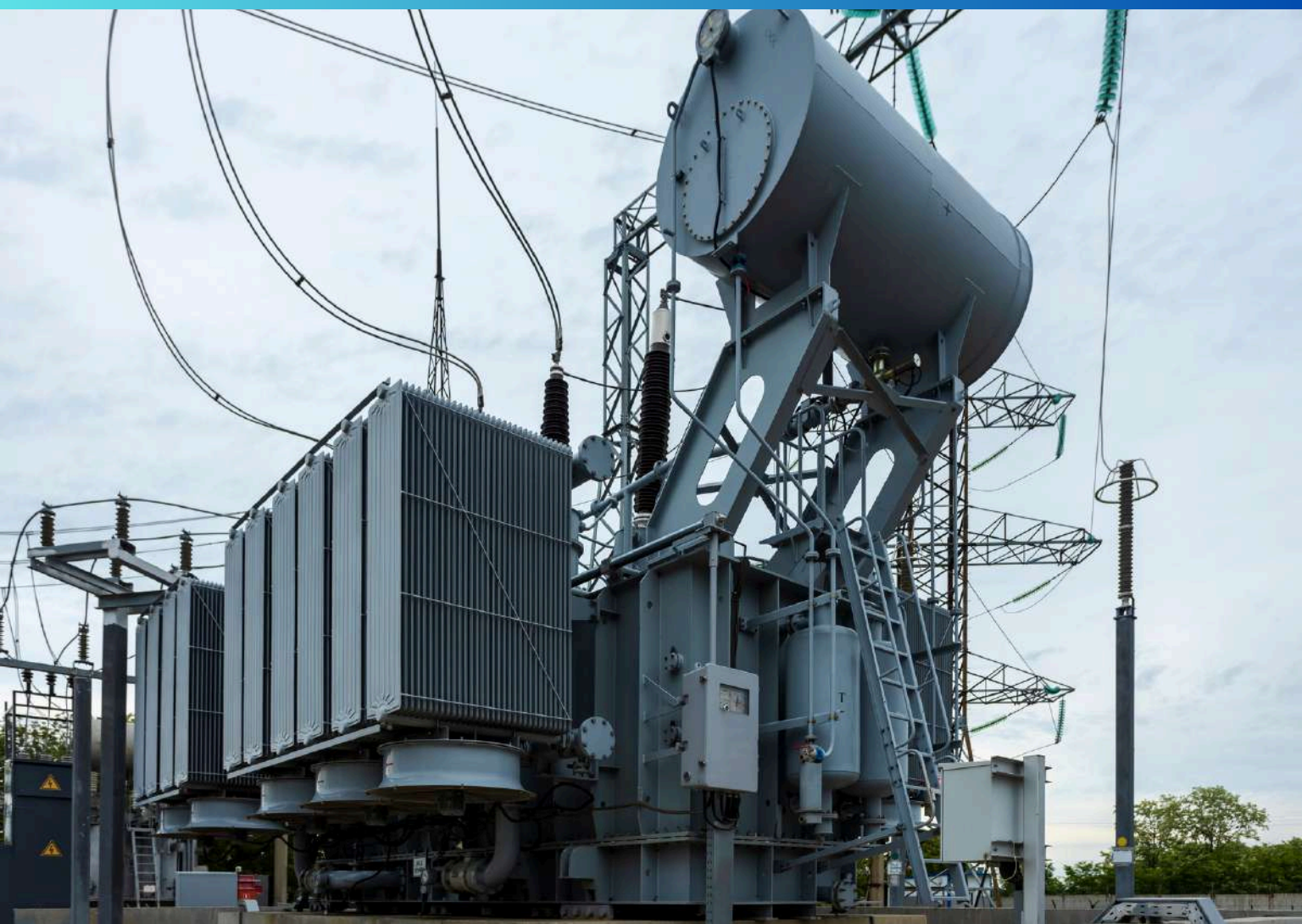


# QUALITY STANDARDS





# BUSINESS MODEL



**Designing to  
Installation to  
After Sales  
Services**



# OUR BUSINESS VERTICALS

1

## EPC Contracts

Indirect Government Orders

Payment Before Dispatch

0% - 20% Advance

50-60% Revenue Contribution

2

## Government Contracts

Tender Bidding

40-45 Days Payment Cycle

No Advance

30-40% Revenue Contribution

3

## Direct End User Contracts

Order Basis Requirement

Payment Before Dispatch

~30% Advance Payment

<10% Revenue Contribution



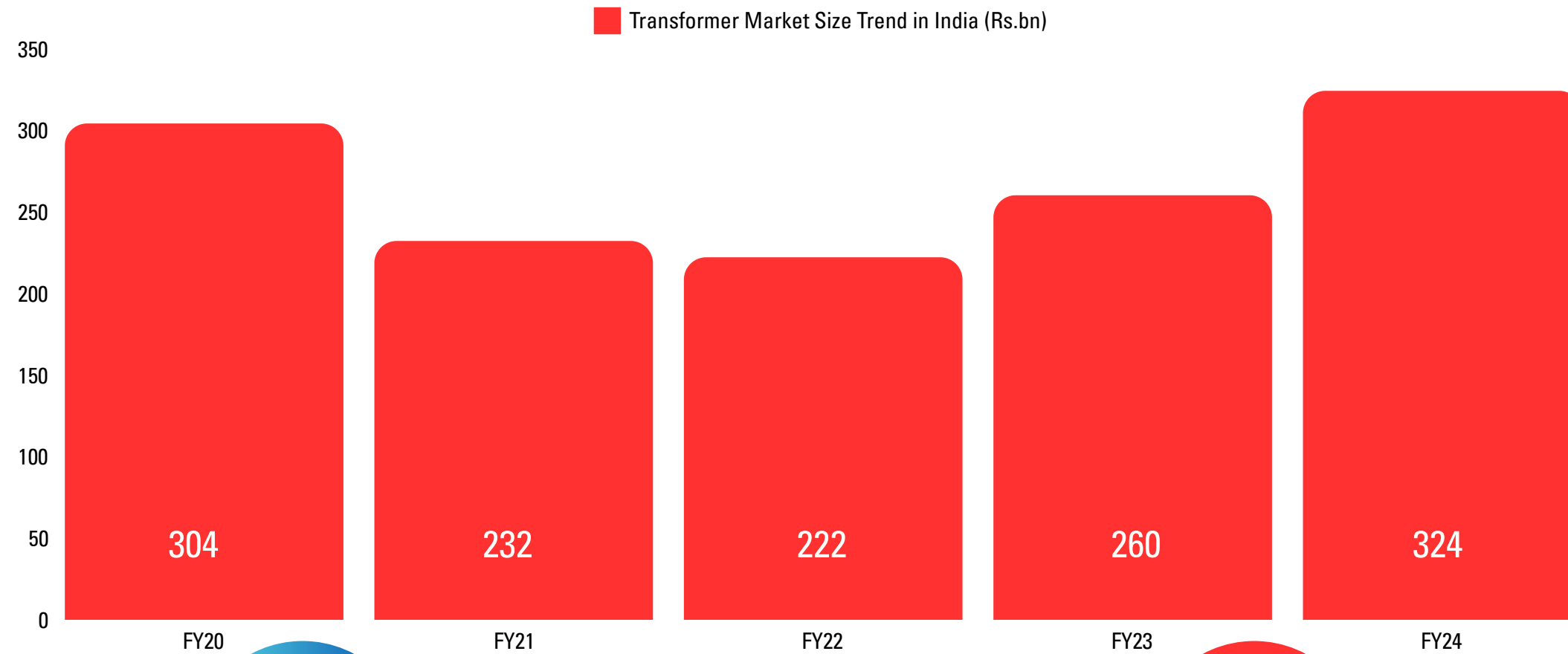


# GROWTH DRIVERS





# Transformers Market Size In India



01

**Total Transformers Industry  
Installed Capacity (In MVA)**

FY24, ~4,00,000

02

**(FY24 - ~Rs.324bn)  
Break-up of FY24 Transformer  
Industry Market Size**

Distribution, ~44%  
Power Transformer, ~23%  
Industrials, ~20%  
Exports, ~13%

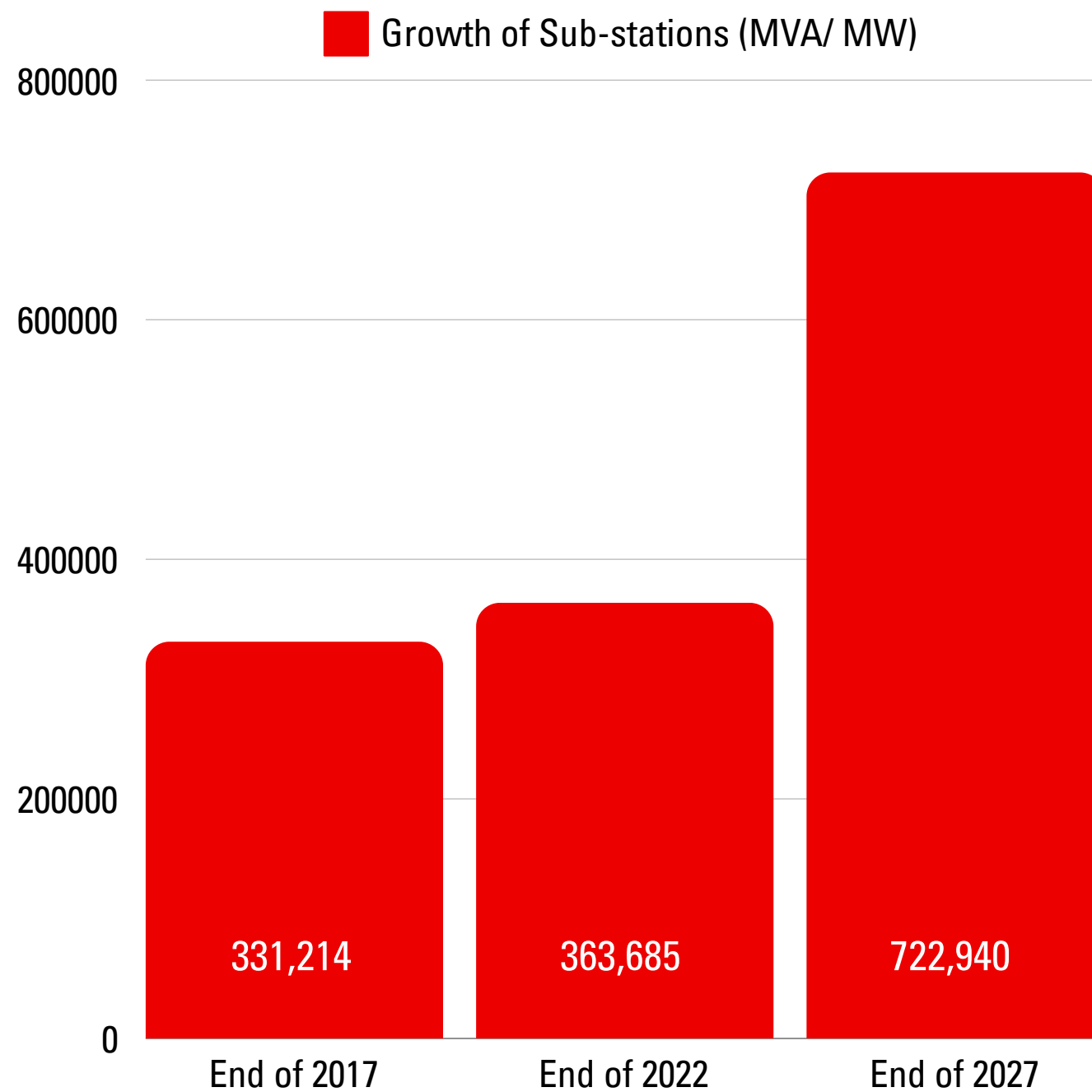
03

**Transformer Raw  
Material Cost Mix**

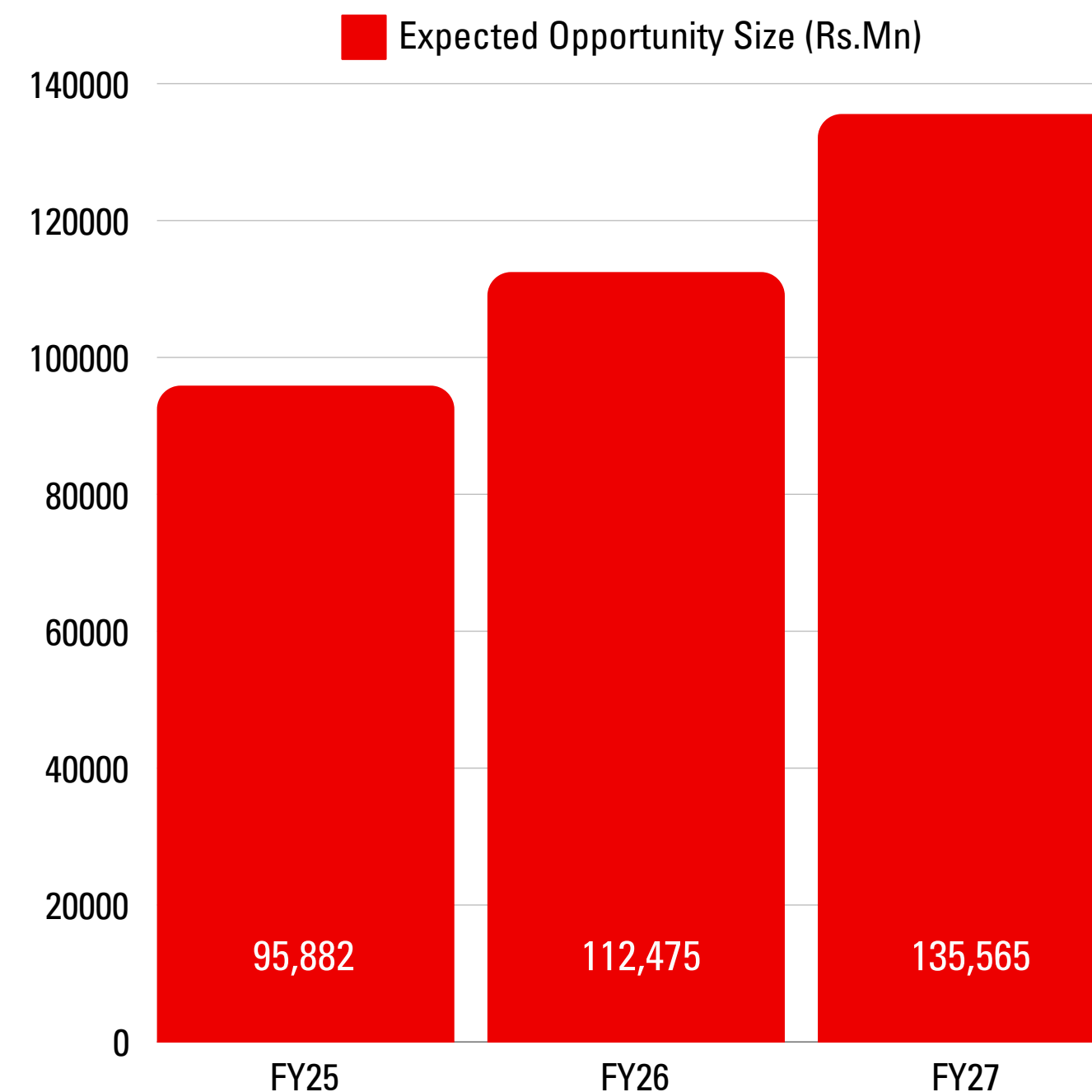
Cold Rolled Grain Oriented Steel ~35%  
Copper ~25%  
Transformer Oil ~7-8%  
Others ~35%



# Transformer Requirements To Almost Double On The Back Of Transmission Grid Strengthening



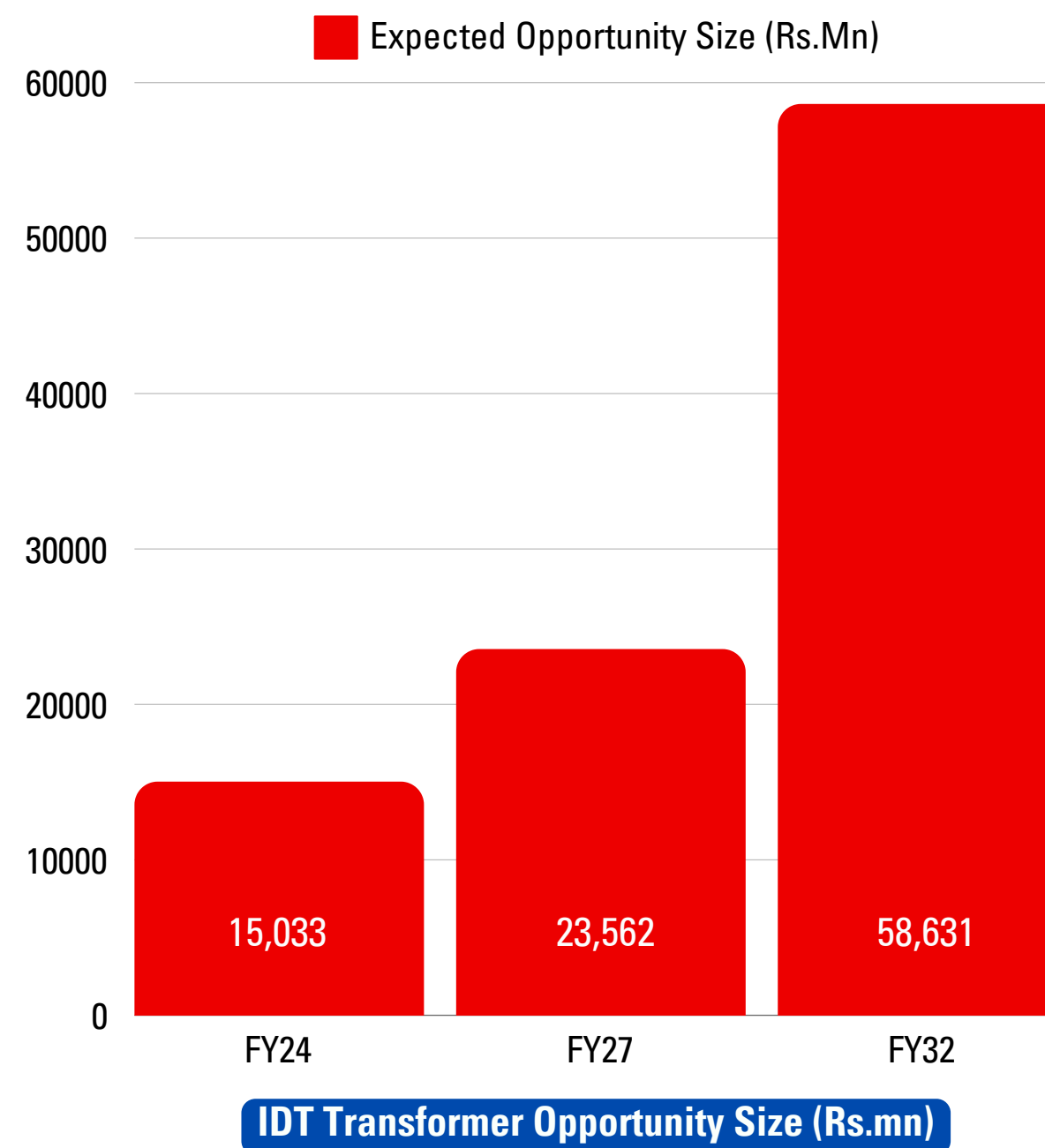
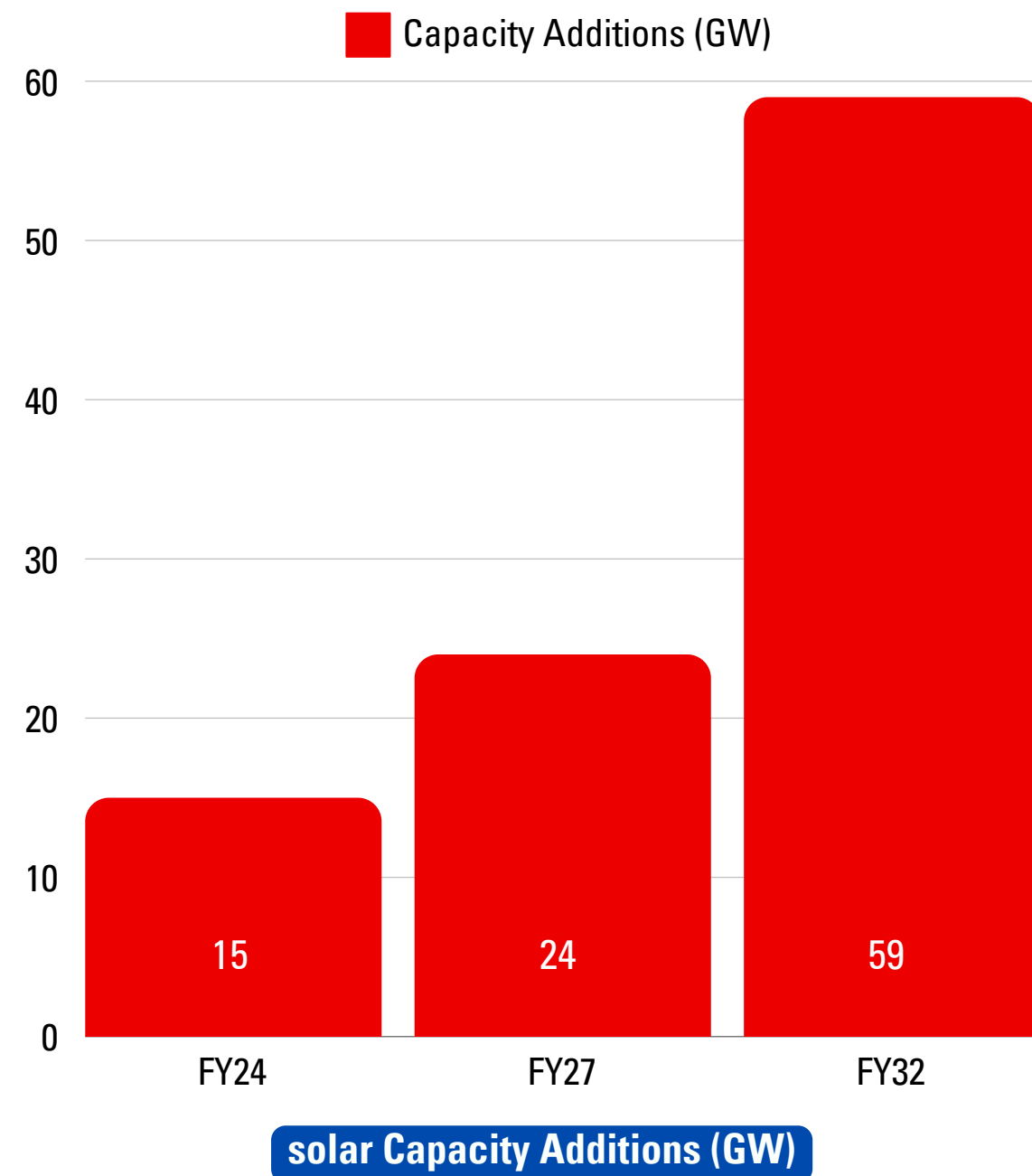
**Incremental capacity additions every 5 years**



**Transformer Opportunity Size from Grid level capacity addition (Rs.mn)**



# Transformers Demand From Solar Power Installations

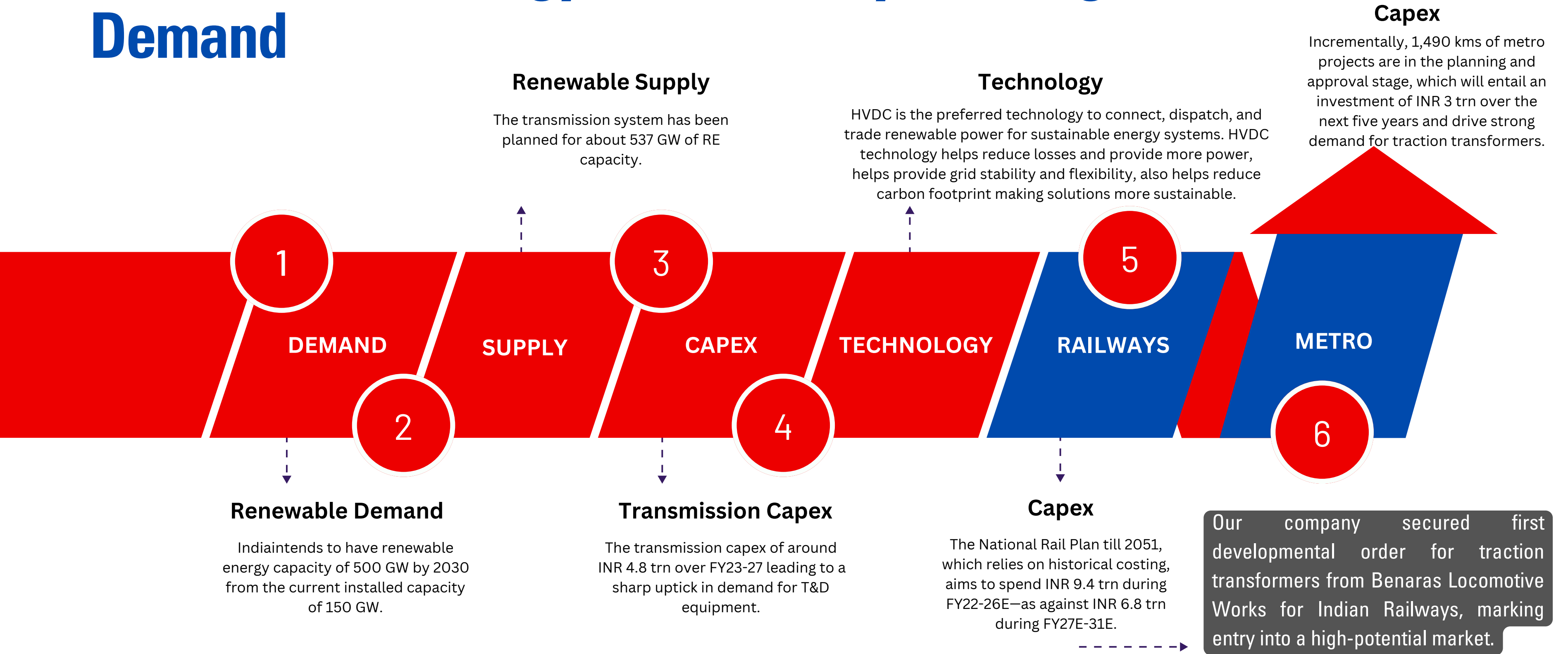


Our Primary focus in the renewable energy segment shall be towards supply of special type transformers that are used in Solar and Wind Power Plants alongside EPC projects with synergies to our manufacturing business. As such we are in the process of expanding our product portfolio to include Inverter Duty Transformers and Generator Step-Up Transformers.

This will open up a significant opportunity for the company with the potential of contributing 30-40% of revenue by FY27.



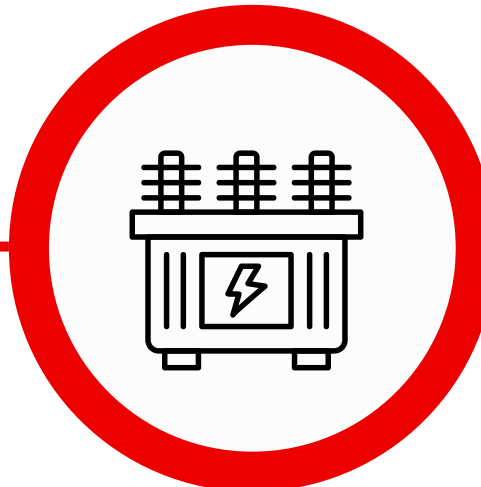
# Solar & Wind Energy And Railways Driving Demand





# Booming Export Demand

## Supply Constraints



## Price Hike In US

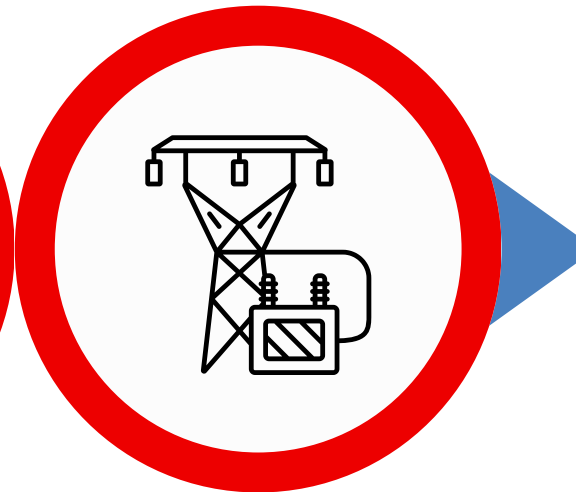
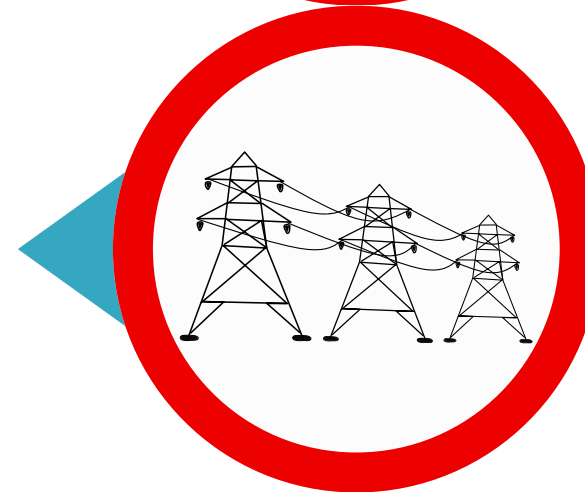
# 01

Only ~20% demand can met be met by US domestic transformers leading to price hike of ~60-70% on average basis since early 2020.

# 02

## High Demand In the US

NREL estimates that distribution transformer capacity may need to increase 160% to 260% from 2021 levels to meet residential commercial, industrial and transportation demands in US.



## High Lead Time In the US

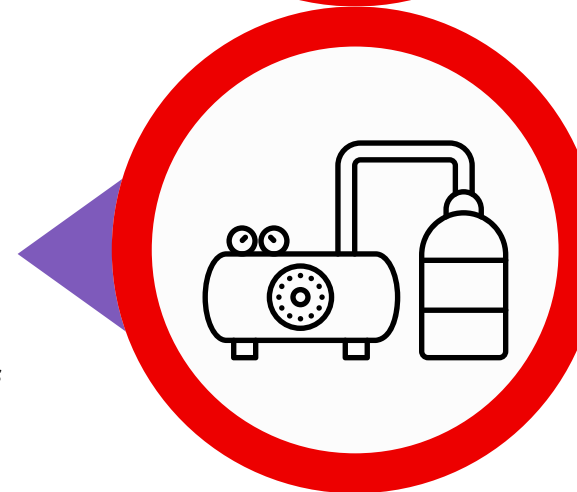
# 03

Lead time for large power installations currently ranging from 80 to 210 weeks.

# 04

## EU Demand

The EU is in the midst of a massive build-out of its electricity grid network, ~584bn Euro estimated cost between now and 2030. This expansion is needed to service the millions of new electric vehicles and heat pumps and accommodate a swathe of new wind turbines and solar panels.



## Increase in Demand for Exports from India



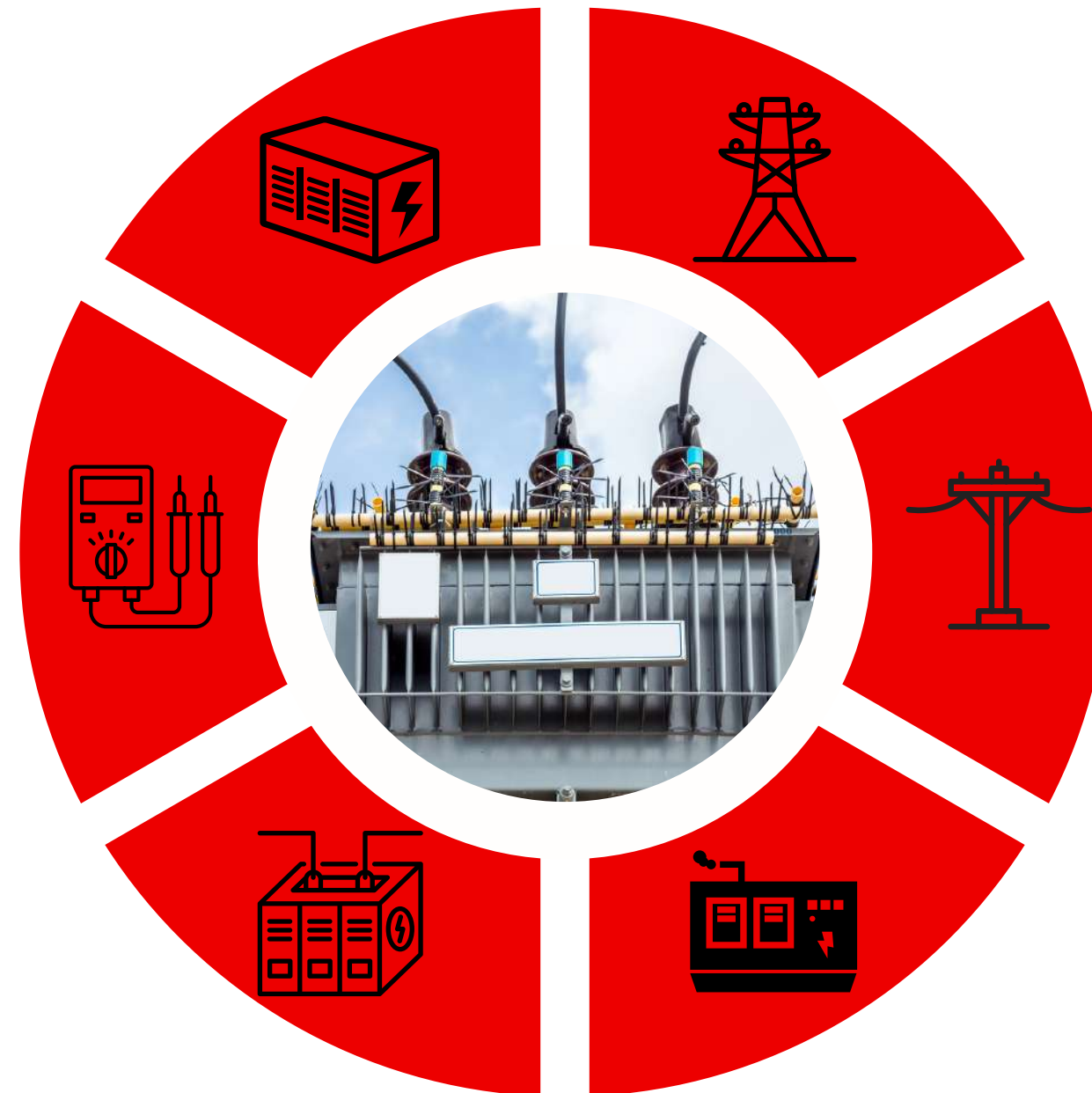
# India Is The Second Largest Exporter Of Transformers In The World

## Preferred Supplier

India is the second largest exporter of transformers in the world and is a preferred supplier to the US, UK, UAE, Germany, Australia given its cost advantage and quality standards.

## Renewable Demand

Global demand for renewable energy is witnessing a meteoric rise given it is a major avenue to achieve net carbon neutrality target. This in turn will require significant investment in transmission network given RE PLFs being lower compared to fossil fuel plants, nearly 2.5x-3x of RE capacity is required to meet the same power demand.



## Investments

The US will require an investment of USD 740 bn by FY35 to achieve 100% clean energy network while even Europe plans to invest ~EUR 1 trn in upgrading its transmission and distribution network.

## Capex Driving Demand

The key growth driver for the transformer industry has been the new capex in power, infrastructure-related industries, and overall industrial expansion. A pick-up in investments are expected in areas like green hydrogen, railways and metros, steel, data centers which will further spur demand for transformers in the years to come.

Since margins in exports are accretive in nature. Our prototype building is currently in place. We plan to expand footprints organically as well as inorganically.



# Opportunities In Data Centres

01

Today's data centers typically consume more than 30 times the power per square meter used by an average office building.

02

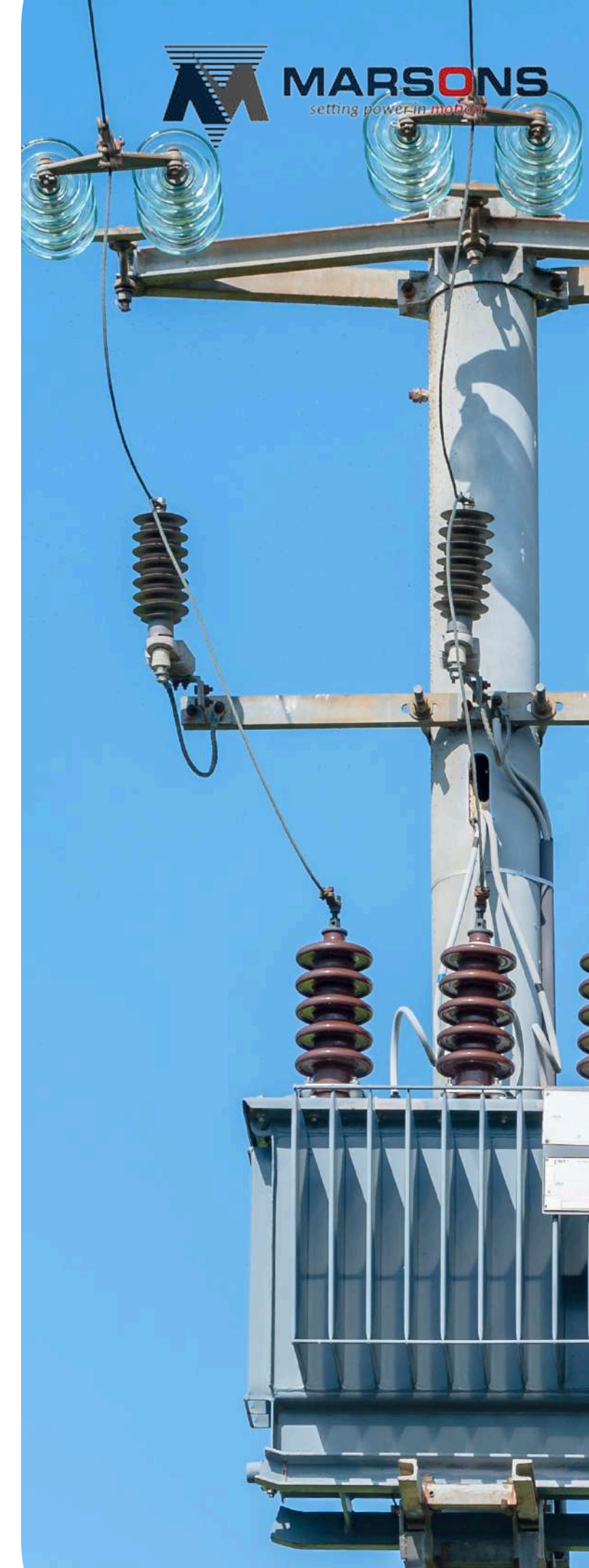
India's data center capacity is expected to double from 870 MW in FY22 to 1,800 MW by 2025, presenting an INR 400 bn investment opportunity.

04

Demand for data centers are driven by data protection laws, 5G, internet of things (IoT), etc.

While setting up a data center, electrical equipment accounts for ~60% of total capital expenditure.

03





# OUR BUSINESS POSITIONING

## Traction Transformers

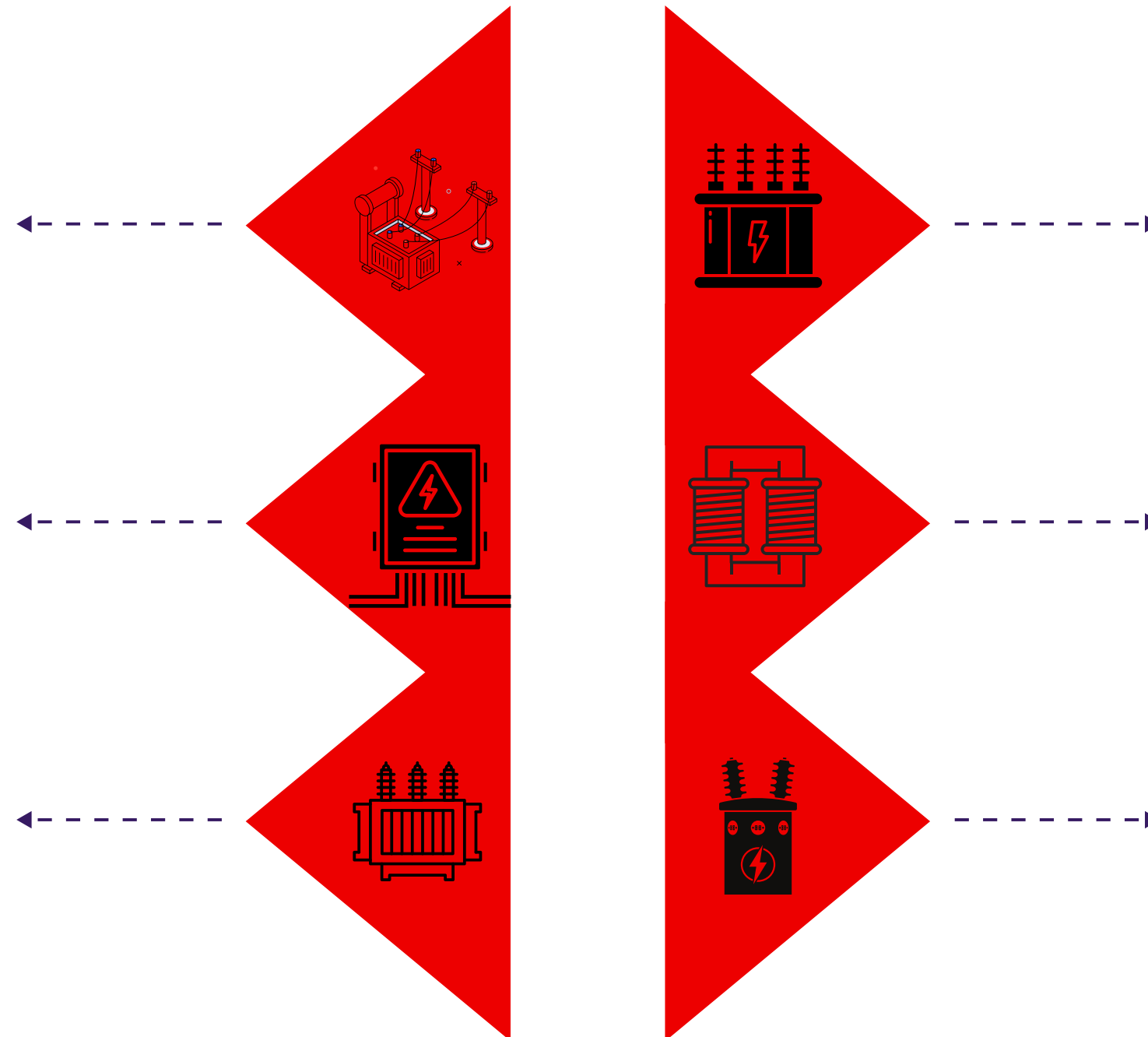
Secured first developmental order for traction transformers from Benaras Locomotive Works for Indian Railways, marking entry into a high-potential exclusive market with limited competition.

## Solar & Wind Application Transformers

Diversifying product portfolio with a focus on renewable energy, including Inverter Duty Transformers and Generator Step-Up transformers for solar and wind power plants.

## Exports

High focus on exports prospectively in markets including US, EU and western markets. Margins are accretive in nature. Prototype building is currently in place. Plans to expand footprints organically as well as inorganically.



## Medium Power & Distribution Transformers

Our core business segment of medium power transformers are in line of huge growth given the government push from central schemes such as RDSS and various state schemes.

## EHV Transformers

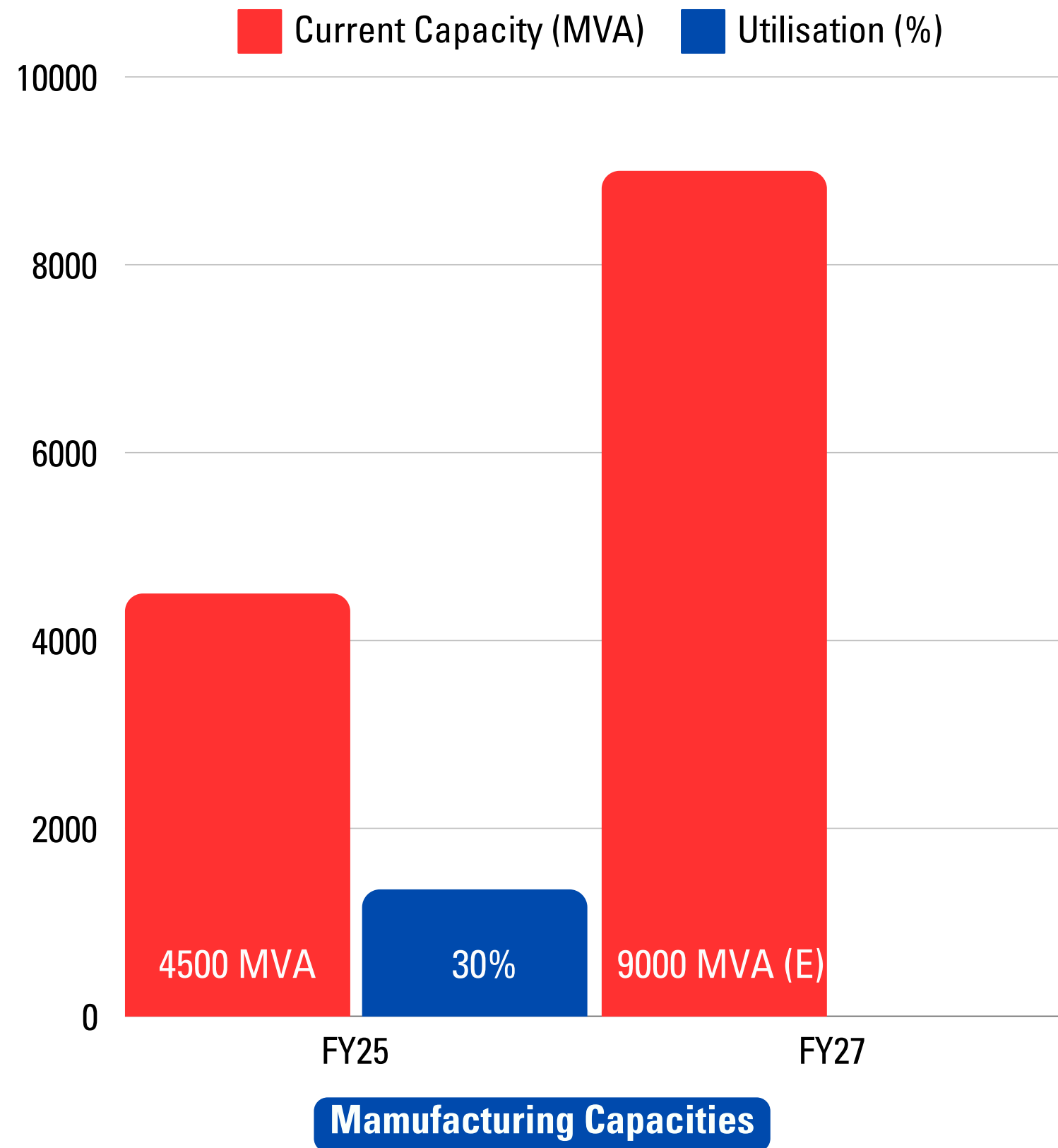
Increasing focus on voltage transformers given the supply constraints globally while capitalizing on our geographical advantage of being the only manufacturer with infrastructure upto 220 kV Class Transformers in Eastern India including NER.

## EPC Projects

Actively working on EPC projects and opportunities focusing on the development of solar projects with synergies to our manufacturing business.



# CAPACITY UTILIZATION



1

## CAPEX

- Limited capex requirement to double the capacities
- Additional constructed sheds with crane facilities and land bank available

2

## BACKWARD INTEGRATION

- MARSONS has significant backward integration capabilities facilitating in-house production of several key raw materials.

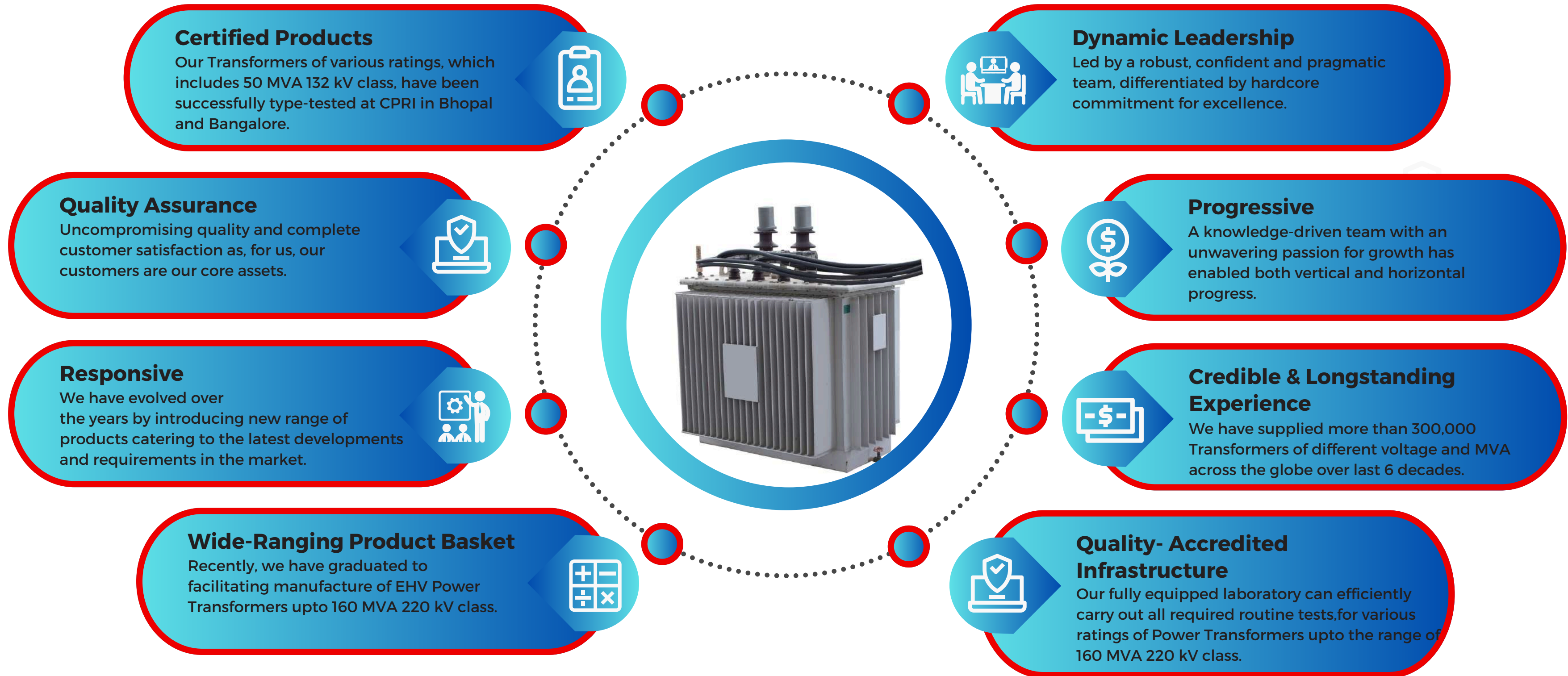
3

## INFRASTRUCTURE

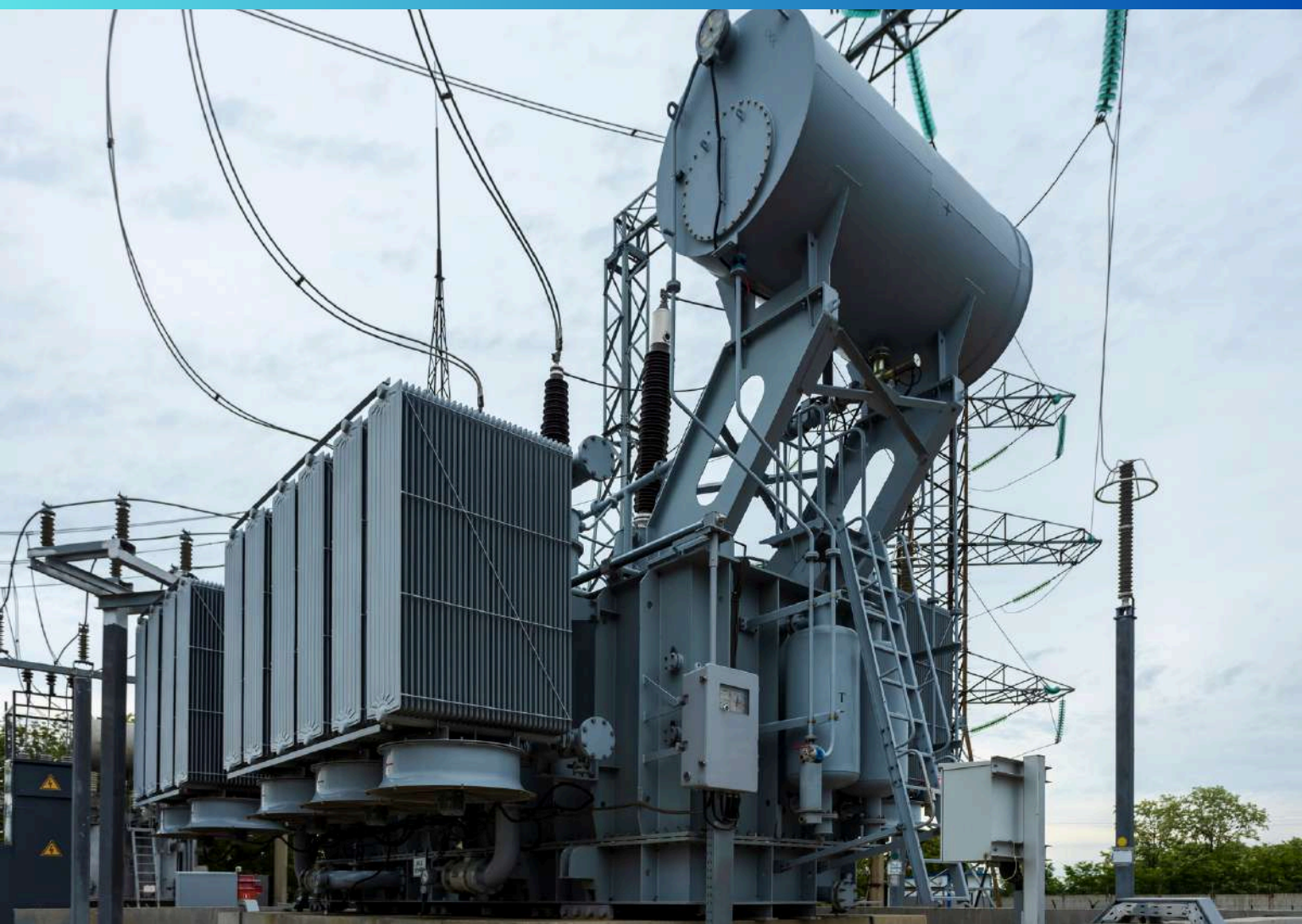
- State of the art infrastructure , fully equipped to manufacture Power Transformers upto 160 MVA 220 kV class.
- Scope of expansion to 315 MVA 400 kV Class Transformers.
- A sprawling area of over 350000 sq. mtr. with a built-up area of approximately 180000 sq. ft.



# OUR STRENGTHS



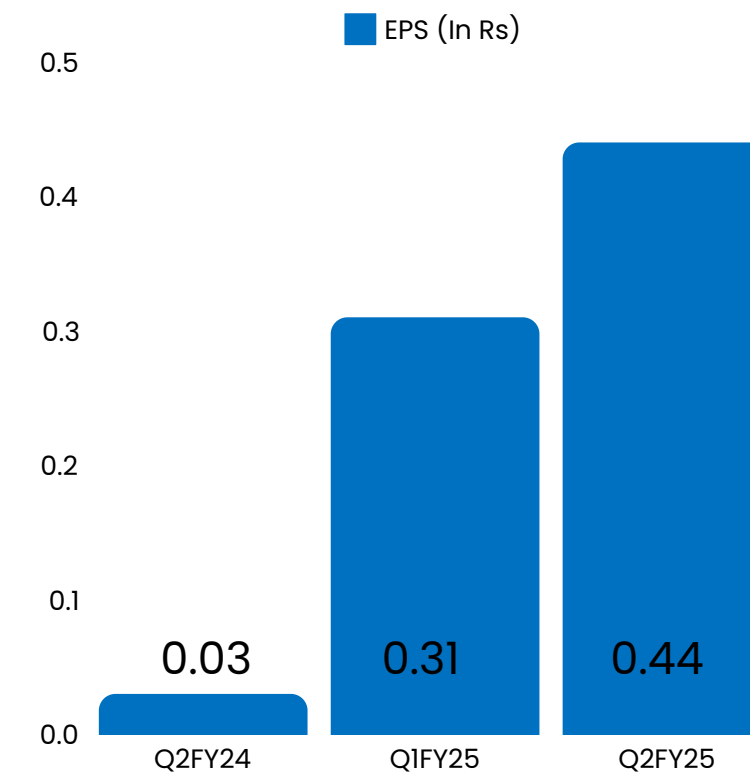
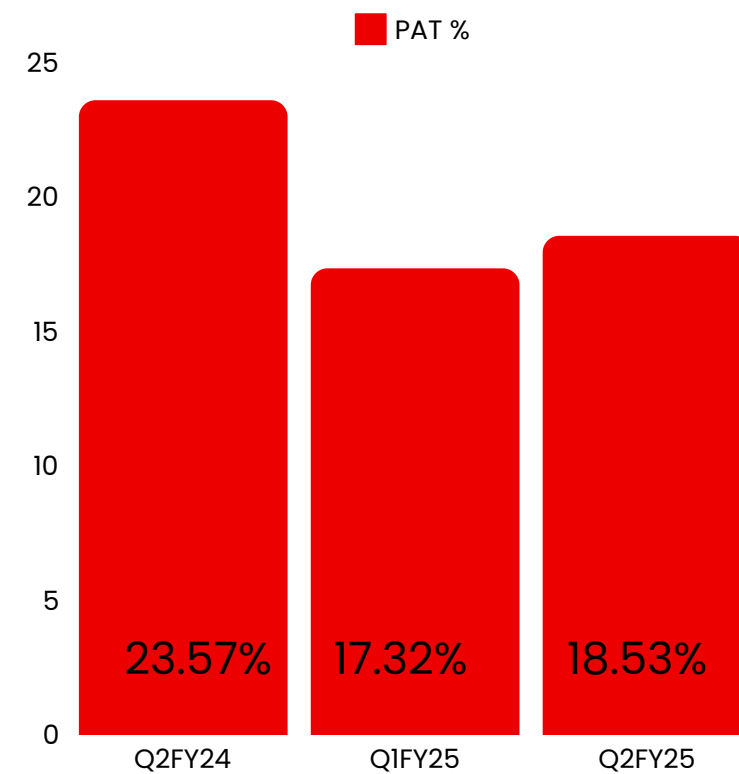
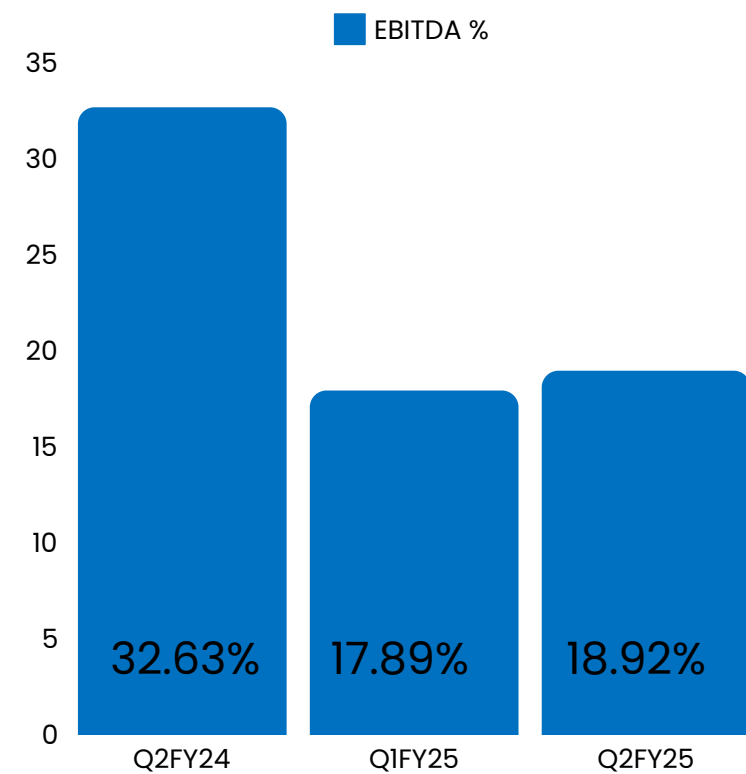
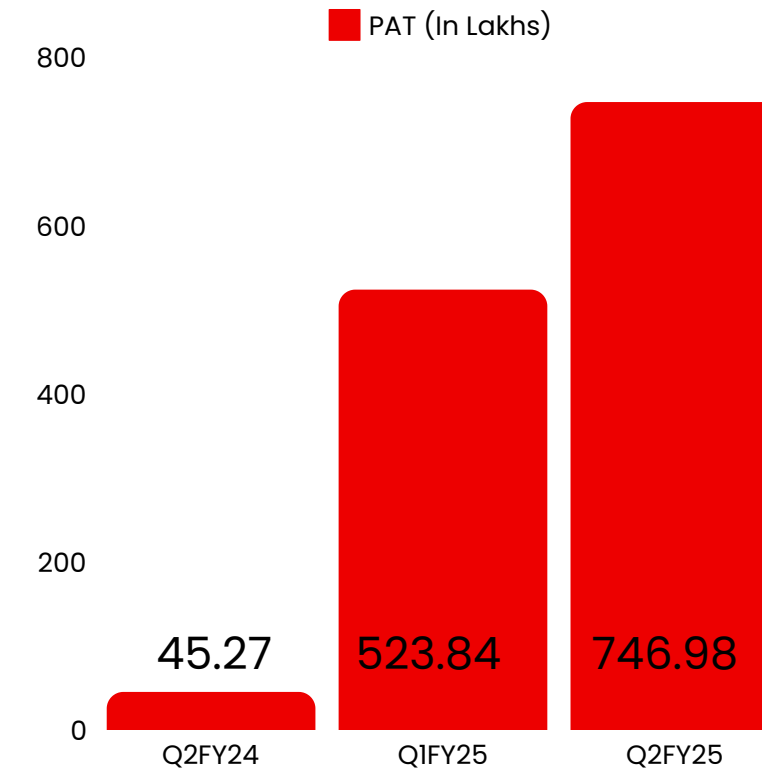
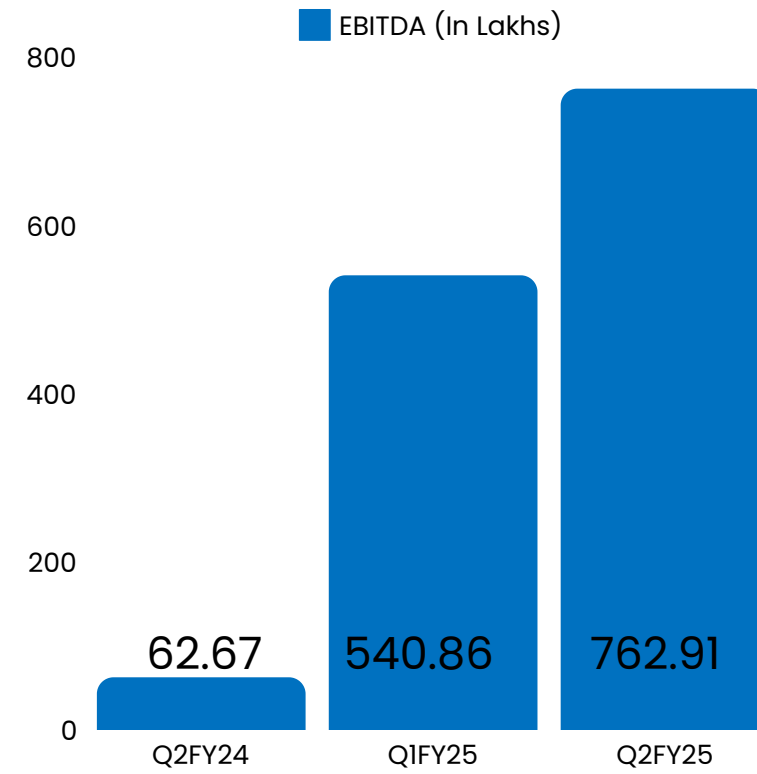
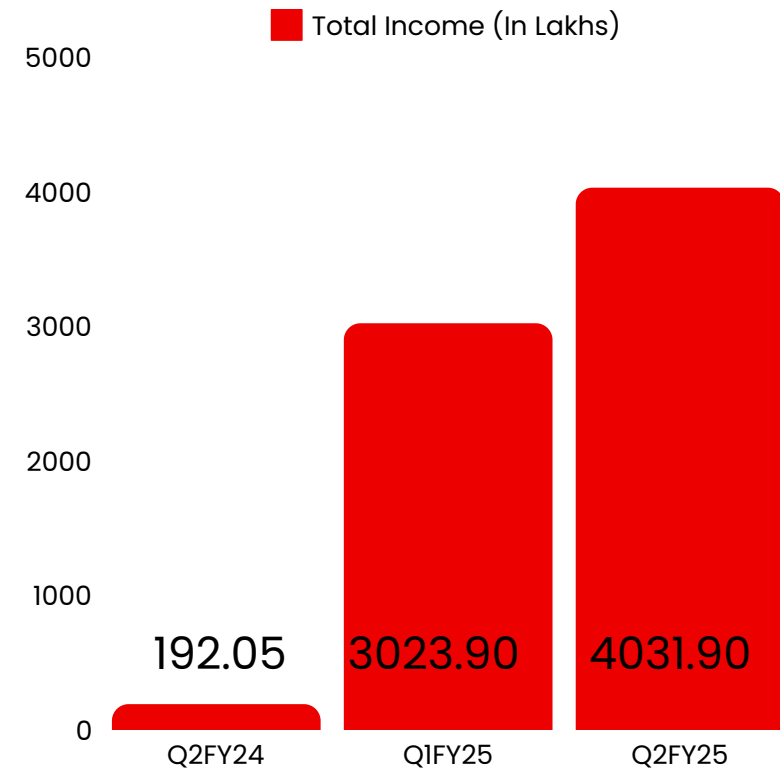




# FINANCIAL PERFORMANCE



# ROBUST FINANCIAL PERFORMANCE

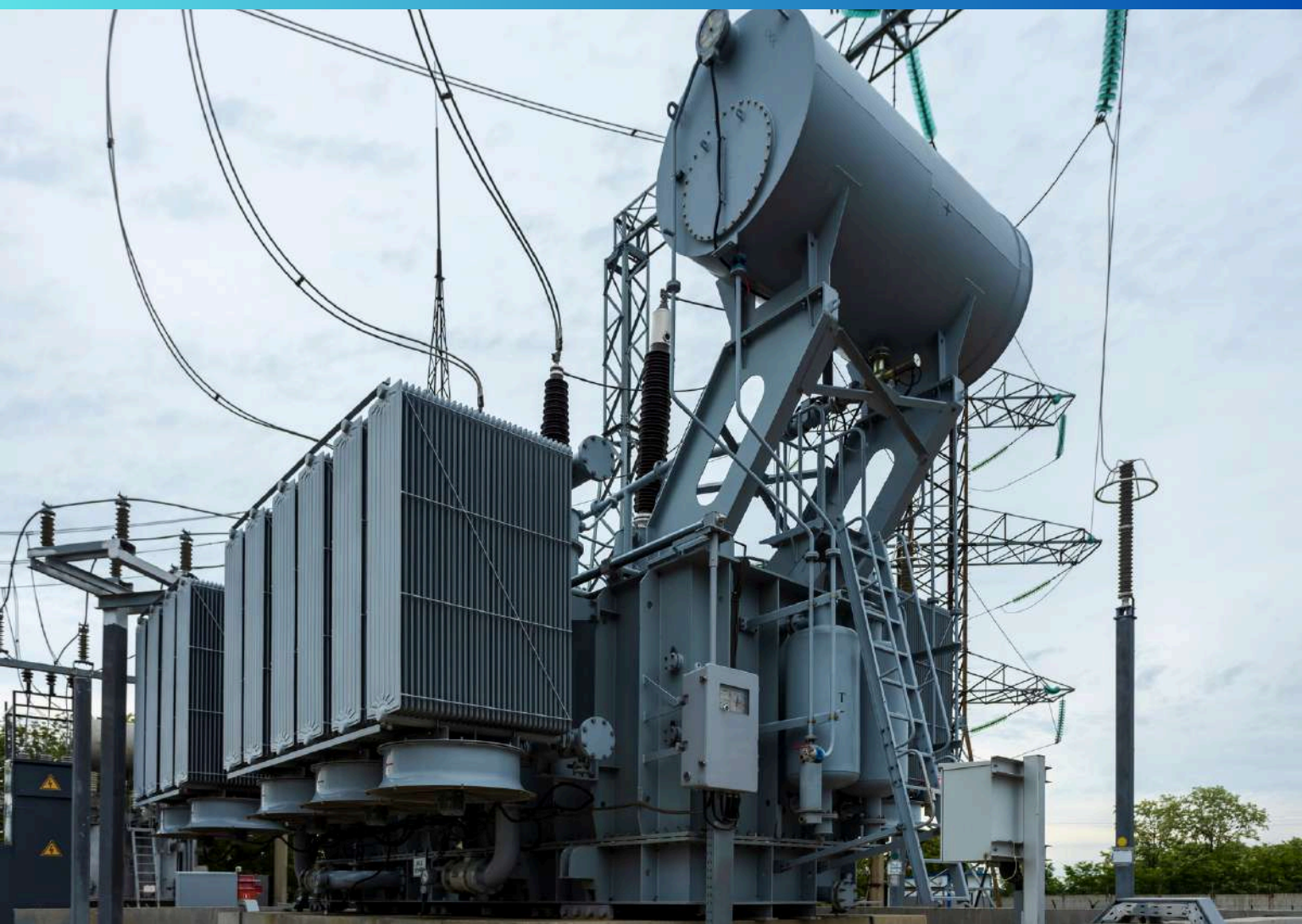




# INCOME STATEMENT

Particulars (In Lakhs)	Quarter ended			Six months ended		Previous
	Q2FY25	Q1FY25	Q2FY24	H1FY25	H1FY24	FY24
<b>Total Income</b>	4031.9	3023.9	192.05	7055.8	216.47	662.22
<b>Expenses</b>	3268.99	2483.04	129.38	5752.03	179.3	528.76
<b>EBITDA</b>	<b>762.91</b>	<b>540.86</b>	<b>62.67</b>	<b>1303.77</b>	<b>37.17</b>	<b>133.46</b>
<b>EBITDA Margins %</b>	<b>18.92%</b>	<b>17.89%</b>	<b>32.63%</b>	<b>18.48%</b>	<b>17.17%</b>	<b>20.15%</b>
<b>Finance Costs</b>	1.46	3.07	0	4.53	0	0.34
<b>Depreciation /amortization expense</b>	14.47	13.95	17.4	28.42	34.48	70.21
<b>Exceptional Items</b>	0	0	0	0	0	0.06
<b>Profit / (Loss) before tax</b>	746.98	523.84	45.27	1270.82	2.69	62.85
<b>Tax Expenses</b>	0	0	0	0	0	0
<b>PAT</b>	<b>746.98</b>	<b>523.84</b>	<b>45.27</b>	<b>1270.82</b>	<b>2.69</b>	<b>62.85</b>
<b>PAT Margins %</b>	<b>18.53%</b>	<b>17.32%</b>	<b>23.57%</b>	<b>18.01%</b>	<b>1.24%</b>	<b>9.49%</b>
<b>EPS</b>	0.44	0.31	0.03	0.74	0.00	0.04





# ANNEXURES



# MANUFACTURING FACILITIES



**State Of The Art  
Infrastructure**



# EHV TESTING DEPARTMENT



**In-house Testing Lab and  
Impulse Facility**





MARSONS LIMITED

[info@marsonsonline.com](mailto:info@marsonsonline.com)

[www.marsonsonline.com](http://www.marsonsonline.com)



Investor Relations  
**Twenty Eighth Consulting**

Ms. Palak Agarwal  
[palak@twentyeighthconsulting.com](mailto:palak@twentyeighthconsulting.com)

**Thank You!**