

11<sup>th</sup> November, 2024

<b>BSE Ltd.</b> Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001. <b>Scrip Code: 532782</b>	<b>National Stock Exchange of India Ltd.</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G-Block, Bandra - Kurla Complex, Bandra (E), Mumbai 400 051. <b>Scrip Code: SUTLEJTEX</b>
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Dear Sirs / Madam,

**Sub: Q2 & H1 FY25 Result Presentation**

Please find enclosed herewith a copy of the presentation with respect to the Un-audited Financial Results (Standalone and Consolidated) of the Company for the quarter and half year ended 30<sup>th</sup> September, 2024.

Thanking you

Yours faithfully  
For **Sutlej Textiles and Industries Limited**

Manoj Contractor  
Company Secretary and Compliance Officer

Encl.: a/a





**sutlej**  
textiles and industries limited

## **Sutlej Textiles and Industries Limited**

Leadership in Yarns, Establishing  
a Niche in Home Textiles

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**Investor Presentation – Q2 & H1FY25**



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WEATHERING THE  
STORM



## Key Highlights – Q2 & H1FY25





## Key Business Updates

### ❖ **Yarn Business:**

The spinning industry witnessing subdued demand since last 5-6 quarters in domestic and export markets, which had a resultant impact on our overall performance in Q2FY25. The spun yarn industry is facing a challenging outlook even in the coming months.

### ❖ **Home Textiles:**

Though global demand has been impacted by ongoing conflicts, economic slowdowns, rising mortgage and interest rates, and steep increase in commodity prices, it's still better than Spinning.

### ❖ **Strengthening Balance Sheet:**

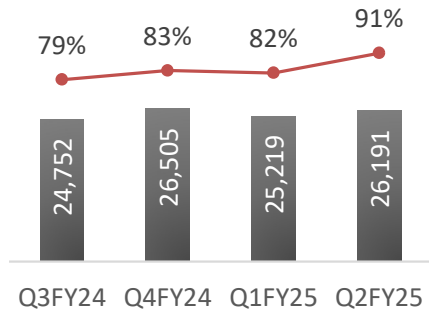
Our Debt Equity is maintained consistently below 1x at 0.86x.

### ❖ **Reduced Working Capital Borrowing:**

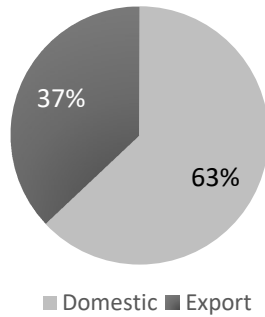
From Q1FY25, Working Capital borrowing reduced by Rs. 47 Cr. to Rs. 375 Cr. in Q2FY25. Working Capital utilization stands at 54% of overall authorized limit

Q2FY25

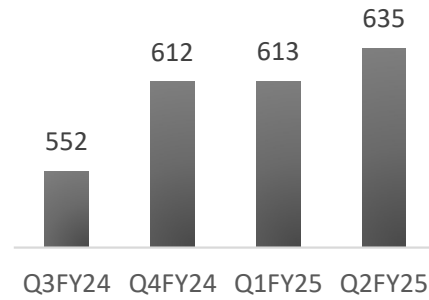
Sales Volume and Capacity Utilization



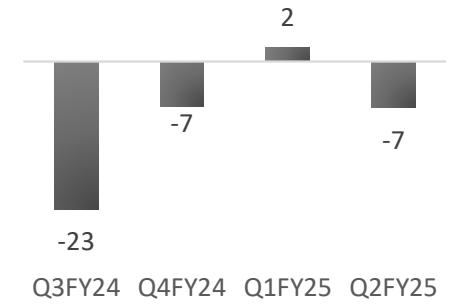
Revenue Mix



Segment Revenue (Rs Cr)

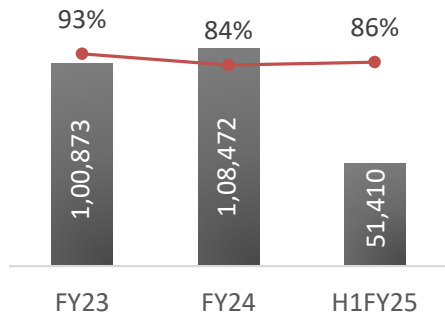


Segment EBIT (Rs Cr)

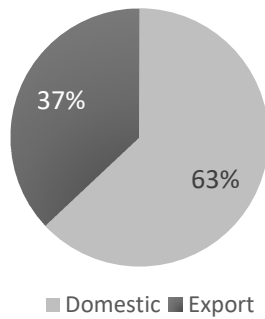


H1FY25

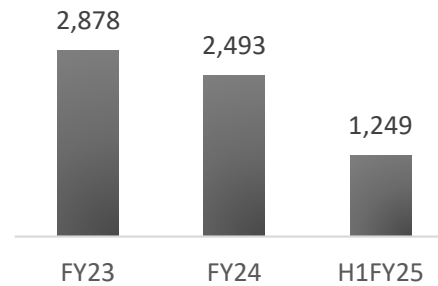
Sales Volume and Capacity Utilization



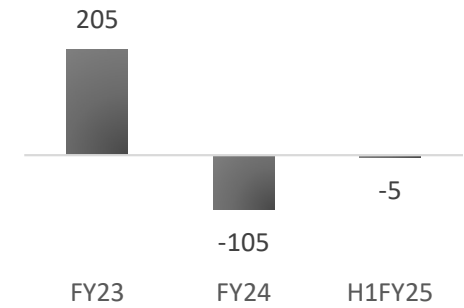
Revenue Mix



Segment Revenue (Rs Cr)



Segment EBIT (Rs Cr)

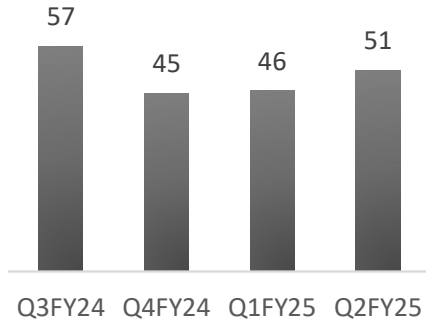




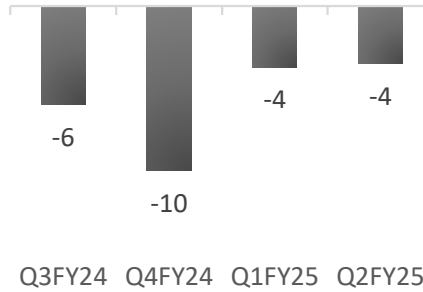
# Home Textiles Business – Highlights

Q2FY25

Segment Revenue (Rs Cr)

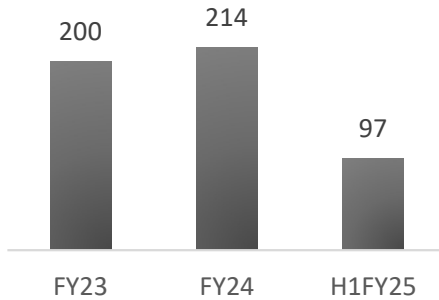


Segment EBIT (Rs Cr)

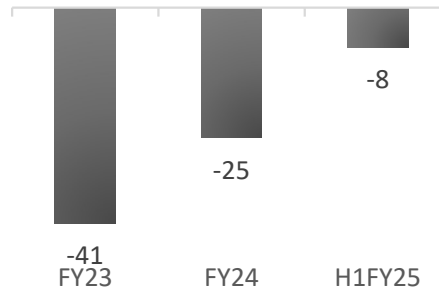


H1FY25

Segment Revenue (Rs Cr)



Segment EBIT (Rs Cr)

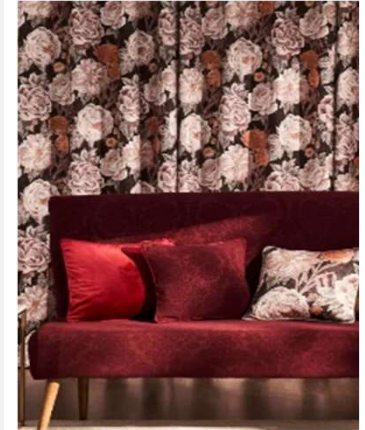


**Enhanced Value Proposition:** Enhancing business with existing retailers, driving growth through strengthened partnerships

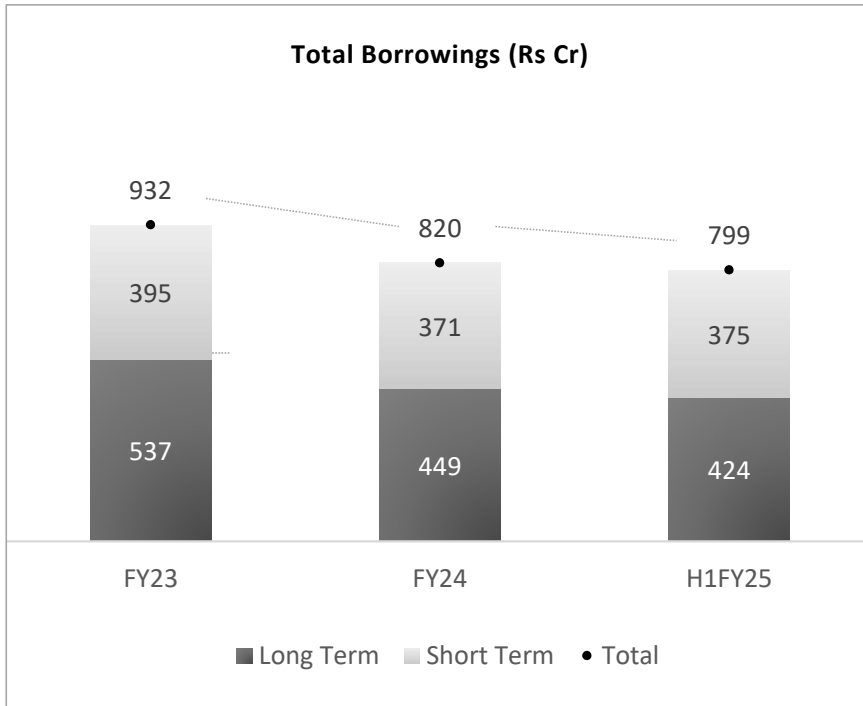
**Expansions and New Launches:**

This financial year has seen significant expansion in our store network, with the addition of 132 new locations.

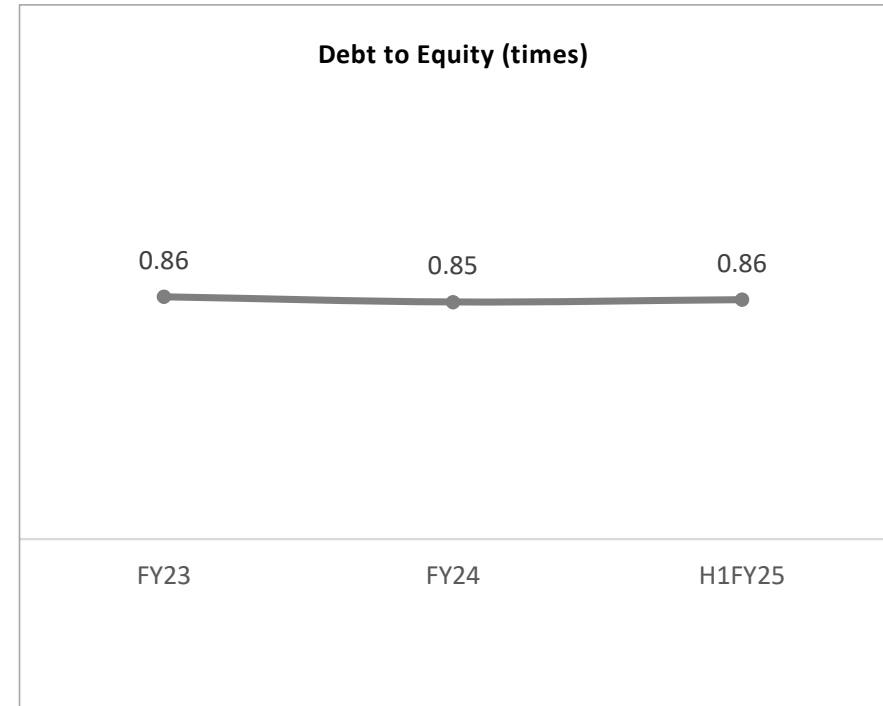
Additionally, Nesterra has launched bedding category this Diwali, with products making it available in retail stores.







**Overall Debt Levels continue to be in control; Low utilization of working capital at 54% against sanction as on Sept 30, 2024**



**Consistently keeping Debt to Equity below 1x**



## Consolidated Profit & Loss – Q2FY25

Particulars (Rs Cr)	Q2FY25	Q1FY25	QoQ%	Q2FY24	YoY %	H1FY25	H1FY24	YoY %
<b>Total Income</b>	<b>690</b>	<b>665</b>	<b>4%</b>	<b>739</b>	<b>-7%</b>	<b>1354</b>	<b>1450</b>	<b>-7%</b>
Cost of goods sold	397	372	7%	504	-21%	768	933	-18%
Employee cost	113	112	1%	110	3%	226	224	1%
Other expenses	164	155	5%	155	6%	319	318	0%
<b>EBITDA</b>	<b>16</b>	<b>25</b>	<b>-37%</b>	<b>-30</b>	<b>-</b>	<b>41</b>	<b>-25</b>	<b>-</b>
<b>EBITDA Margin</b>	<b>2.3%</b>	<b>3.8%</b>	<b>-149 bps</b>	<b>-4.0%</b>	<b>-</b>	<b>3.0%</b>	<b>-1.7%</b>	<b>-</b>
Depreciation	28	28	1%	29	-3%	56	60	-7%
Interest	16	16	-1%	17	-8%	32	35	-11%
<b>Profit Before Tax</b>	<b>-28</b>	<b>-19</b>	<b>48%</b>	<b>-76</b>	<b>-63%</b>	<b>-46</b>	<b>-121</b>	<b>-62%</b>
Tax	-9	-7	21%	-26	-66%	-16	-41	-60%
<b>Profit After Tax</b>	<b>-19</b>	<b>-11</b>	<b>65%</b>	<b>-49</b>	<b>-62%</b>	<b>-30</b>	<b>-80</b>	<b>-62%</b>
<b>PAT Margin</b>	<b>-2.7%</b>	<b>-1.7%</b>	<b>-100 bps</b>	<b>-6.7%</b>	<b>-</b>	<b>-2.2%</b>	<b>-5.5%</b>	<b>-</b>



**Mr. C. S. Nopany**

**Commenting on the results, Mr. C.S. Nopany, Executive Chairman, Sutlej Textiles and Industries Limited said:**

*The current outlook for the global economy is marked by several conflicts that have the potential to disrupt global trade and have also had a dampening impact on local economies of traditional textile markets. The revival of demand in the EU, UK and US has been slower than anticipated and the domestic market continues to be cautious with subdued demand despite a good monsoon, improved rural incomes and the festive season.*

*At Sutlej, our strategic investments in a fungible capacity have helped us weather some of the headwinds in the sector. We remain cautiously optimistic that the sector will see a revival in the forthcoming year and we believe we are well placed to mirror a revival in the sector.*



**Sutlej – Among the Leading Integrated Textile  
Manufacturers in India**



# A Premier Indian Yarn Manufacturer, Growing Presence in Home Textiles



## Patronage of the renowned K. K. Birla Group

- Established in 1934 by Late Dr. Krishna Kumar Birla as Sutlej Cotton Mills Ltd.
- 90 years of existence in Spinning Industry
- Excellent Corporate Governance
- Highly Experienced Management

## Large Scale, World-class Yarn Capacities

- A Leading Yarn Manufacturer in India

### Three Manufacturing Units

- J&K,
  - Himachal Pradesh,
  - Rajasthan
- **4,13,088 Spindles**

## Focus on Sustainable Transformation

**Green Fibre (for captive use)**

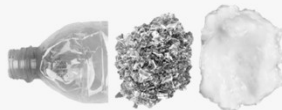
**120 MT/Day**

**Home Textiles**

**9.60 Million Meters**

## Backward Integration

Green Fibre



## Core Business

Yarn



## Forward Integration

Home Textile





# Creation of a Strong Foundation over the years



## Sustainable Transformation



## Capacity Expansion



## Spinning Excellence since 1934

**1934:** Founded and promoted by Late Dr. Krishna Kumar Birla as Sutlej Cotton Mills Ltd.

**1963:** Established Rajasthan Textile Mills at Bhawanimandi (Jhalawar)

**1970:** Diversified into Synthetic Blended Yarn

**1981:** Leased a Spinning Unit - Chenab Textile Mills (CTM) from Texmaco Ltd at J&K - manufacturing Cotton & Synthetic Yarn

**1997:** Purchased CTM

**2005:** Incorporated **Sutlej Textiles & Industries Ltd**, via demerger

**2006-07:** Entered into Home Textile Segment

**2007-08:** Expansion at Rajasthan Unit

- 7,488 spindles for PV Dyed Yarn
- 12,672 spindles for Cotton Yarn

**2010-11:** Expansion at J&K Unit

- 31,104 spindles for Melange Cotton blended dyed yarn.

12MW Thermal Power at Rajasthan

**2014:** Expansion at J&K Unit

- 31,104 spindles for Value-added Cotton Melange and Cotton Blended Dyed Yarn

**2015:** Acquired Birla Textile Mills 35,280 spindles – commenced commercial production for Cotton blended dyed and Mélange Yarn at Rajasthan

**2017 (Entered into Home Textile Segment)**

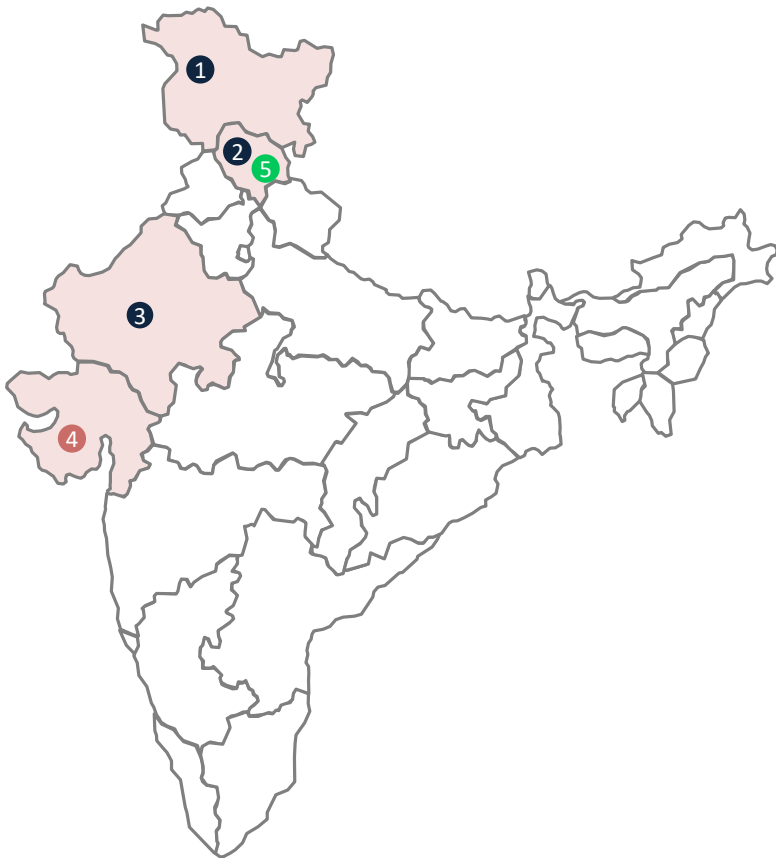
- Acquired Design, Sales, and Distribution (DS&D) business along with brand of American Silk Mills LLC (ASM)
- Invested USD 4.5 Million in Wholly Owned Subsidiary in USA

**2019/2022– Backward integration**

- Modernization of Home Textile Facility
- Green Fiber Plant Commenced green fiber plant in Mar 2021
- Launched “Nesterra” Home Textile Brand



# Among the Leading Yarn (413,088 Spindles) and Fabric Capacities in India



- ✓ Our facilities are capable to handle a variety of Raw Material, having different Counts
- ✓ We work very closely with our Customers to fulfil requirements and on the ethos, 'Manufacture to Sale and Not to Stock'

## Yarn

- 1 Kathua, J&K**
  - Cotton Mélange: 1,02,576 Spindles
  - Man-made Fibre: 1,10,880 Spindles
- 2 Baddi, Himachal Pradesh**
  - Cotton Mélange: 36,503 Spindles
  - Man-made Fibre: 46,297 Spindles
- 3 Bhawanimandi, Rajasthan**
  - Cotton Mélange: 35,280 Spindles
  - Man-made Fibre: 81,552 Spindles
  - Roof top solar plant of 2.7 MW

## Home Textile

- 4 Damanganga, Gujarat**
  - Capacity of 9.60 Million Meters
  - 126 Shuttle-less looms

## Green Fibre

- 5 Baddi, Himachal Pradesh**
  - Raw White & Black Recycle Fibre: 120 MT per day



# Key Business Verticals



## SUSTAINABLE GREEN FIBRE

Recycled Green fibre

Recycled Polyester Staple Fibre

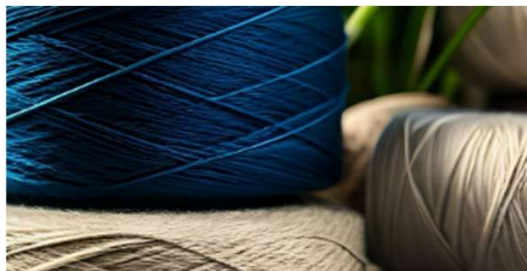


## SPECIALISED YARN

Value Added Yarn Segment

Dyed Yarns

Melange Yarns



## HOME TEXTILE

Niche Segment

Curtains

Upholstery

Made Ups



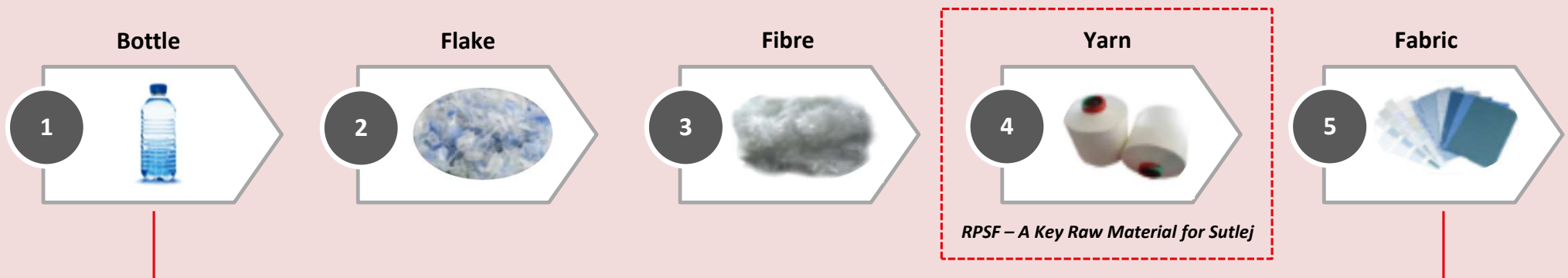




**Sustainable Green Fibre**



# Sustainable Green Fibre - Improving Operating Efficiency by Backward Integration



✓ **4.80 Mn per day** peak quantum of PET bottles that can be consumed at Sutlej

**Huge Potential**

- ✓ **60 Mn** PET drinking water bottles are consumed each hour across the world
- ✓ We have developed multiple new products like **Hollow Fiber & Super White Fiber etc. which have been approved by the users**

- ✓ **120 Tonne per day** installed capacity of Green Fibre
- ✓ **~100%** capacity utilization
- ✓ **~73%** of green fibre appetite serviced from within



## Specialty Dyed Yarn



# Speciality Dyed Yarns – Backbone of Our Business



## Leading Yarn manufacturer in India

**4,13,088** Dyed Yarn Spindles

~**42%** dedicated to Melange Yarn

~**58%** dedicated to various blends



## Strong Global Footprint

Export to over **60+ countries** across

Europe

South-East Asia

USA

North & Latin America



## Well Diversified Product Portfolio/geographies and customers

- Robust Business Model with **low customer concentration** and **diversified geographical spread**.
- B2B business model with around **60% revenue** from organized sector.
- Strong **Brand Recall** in Yarn Segment



## Marquee Clients





**Niche Home Textile**



# One of the Leading Producers and Exporters of Home furnishings





## Home Textile Business – Highlights

- ❖ **Product Innovation:** Introduction of several new product categories, such as 3-pass coating blackout fabric, velvet fabric, and digital print fabric.

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- ❖ **Partnerships and New launches:** Nesterra has partnered with Jio Cinema to sponsor the show titled "Kaise Banta Hai?"

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- ❖ **Enhanced Value Proposition:** Improvement in realization per meter, strengthening our overall value proposition.

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- ❖ **New Customer Acquisition:** Secured six new export customers—Aris Textiles SAS, Draperie Normandie, Jetrich Canada Ltd, Richloom Far East India, Globaltecs LLC, and Eustergerling Textile Group.

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- ❖ **Repeat Business:** A highlight of this quarter was the substantial improvement in our repeat business ratio

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# “Nesterra” - Building a Brand of Future



## Brand Overview

- In FY21, launched the first retail brand in its existence and within a short span of time, ‘Nesterra’ has begun earning respect from top Architect and interior design community for its distinct product offering and has been tastefully found home in their major projects.
- Successfully launched **12 new premium collections** in addition to the **existing 36 collections** of Nesterra in the market at Home Décor Expo 2024, at Jio Convention Centre, BKC, Mumbai



## Capitalize Existing Expertise

- Capitalize on rich pedigree originating from the House of Sutlej by virtue of its **proprietary yarns and manufacturing capability**
- Capitalize on **long term relationship** established by the front-end team to **enter and grow in major markets**



## Distribution

- ‘Nesterra’ has established itself as a prominent player in the industry through its **fastest grown distribution network**
- Have developed **seamless ordering portal** for the trade.
- **132** new stores added in H1 FY25. The total no. of stores is **774**





# “Nesterra” - Marketing and Advertising Initiatives

## Branding:

- **Lalbaug & Chintamani Activation:** Executed high-impact branding at the iconic Lalbaug Ganpati and Chintamani in Mumbai, with strategically placed hoardings and lilliputs that displayed Nesterra’s premium collections. This boosted brand visibility among large crowds visiting the festival, aligning Nesterra with significant cultural celebrations and reinforcing its position in the home décor sector.
- Visibility amongst 20 lacs+ visitors including celebrities and business tycoons

## Public Relations:

- **Ganpati Activation Press Release:** Disseminated a press release across Maharashtra to announce Nesterra’s Ganesh Chaturthi branding at Chintamani and Lalbaug and Secured extensive visibility, reaching 37.5M+ viewers across Mumbai.
- **Radio Mirchi Interview:** Secured a segment on Radio Mirchi, allowing Nesterra to share insights on the brand’s cultural engagement and festive activities directly with listeners across Mumbai.
- **Industry Feature:** Contributed to an industry story on Green Living Spaces for the Festive Season, aligning Nesterra with sustainable and eco-friendly trends in interior design, especially during the festive period.
- **Exclusive Interviews:** Gained coverage in Punjab Kesari and Interior & Décor Magazine, highlighting Nesterra’s fusion of modern design with personal flair in furnishings.



Branding at Chintamani,  
Ganeshotsav



# “Nesterra” - Marketing and Advertising Initiatives

## Visual Merchandising:

- Enhanced Nesterra’s in-store presence at Verma Carpet, a retail outlet, with vibrant branding and visual merchandising that displayed the latest collection.

## Social Media:

- Festival Campaigns:** Social Media posts celebrated key festivals like Ganesh Chaturthi, Raksha Bandhan and Independence Day, generating significant engagement and aligning Nesterra with cultural moments. Additionally, theme based social media posts were created and amplified.
- Community Growth:** Across platforms, community size showed a positive trend, especially on Instagram (from 24,108 in August to 25,160 in September) and LinkedIn (from 1,569 in August to 1,588 in September), showcasing increased brand interest.

### संक्षिप्त

#### नेस्टेराने मुंबईतील प्रख्यात गणेश मंडळांना केले सुशोभित

ठाणे : नेस्टेरा या के. के. बिरला ग्रुपचा भाग सतलुज टेक्सटाइल्स अँड इंडस्ट्रीज लि.च्या प्रिमियम होम फर्निशिंग ब्रँडला मुंबईतील दोन सर्वात प्रतिष्ठित गणेश मंडळ : चिंचपोकळी सार्वजनिक उत्सव मंडळ आणि लालबागचा राजा यांच्यासोबत सहयोगाची घोषणा करण्याचा अभिमान वाटत आहे. या सहयोगामधून कला, भक्ती व सांस्कृतिक अभिमानाचे संयोजन असलेल्या लक्जरी डिझाइनच्या दृष्टिकोनातून अद्भुतरित्या भारतीय परंपरांना साजरे करण्याप्रती नेस्टेराची कटिबद्धता दिसून आली. चिंचपोकळी सार्वजनिक उत्सव मंडळ आणि लालबागचा राजा १९३४ मध्ये स्थापना करण्यात आलेले मुंबईतील सर्वात प्रख्यात गणेश मंडळ आहे. निसर्गाचे सौंदर्य व वैविध्यपूर्ण संस्कृतीमधून प्रेरित नेस्टेराचे डिझाइन तत्त्व या मंडळांच्या आध्यात्मिक, आभाशी सुसंगत होते.



Visual Merchandising at Verma Carpet - Bhatinda

### नेस्टेरा ने की साझेदारी

■ छत्रपति संभाजीनगर, (सं). के.के. बिरला ग्रुप के अंग, सतलुज टेक्सटाइल एंड इंडस्ट्रीज लिमिटेड के प्रिमियम होम फर्निशिंग ब्राण्ड नेस्टेरा ने मुंबई के दो प्रमुख गणेश मंडलों में चिंचपोकली उत्सव मंडल और लालबागचा राजा से अपनी साझेदारी की घोषणा की. इस साझेदारी ने लक्जरी डिजाइन के माध्यम से भारतीय परंपराओं का जश्न मनाने के साथ ही कला, भक्ति और सांस्कृतिक गौरव को अनूठे रूप में मिश्रित करने की नेस्टेरा की प्रतिबद्धता को दिखाया. लालबाग चा राजा, मुंबई के मशहूर गणेश मंडलों में से एक है. अपने भव्य उत्सवों, शानदार सजावट और गणेश की विशालकाय प्रतिमा के लिए ख्यात ये मंडल हर साल हजारों भक्तों को आकर्षित करता है. नेस्टेरा के डिजाइन, प्रकृति की सुंदरता और अलग-अलग संस्कृतियों से प्रेरित हैं और इन मंडलों के आध्यात्मिक माहौल से ये पूरी तरह मेल खाते हैं.

Press Release on Ganesh Chaturthi - Navbharat Newspaper

Press Release on Ganesh Chaturthi - Pudhari Newspaper

# Guided by Industry Veterans and Experienced Management

## Board of Directors

**Mr. C.S. Nopany**

Executive Chairman

**Mr. Arhant Vikram Nopany**

Non-Executive Director

**Ms. Sonu Bhasin**

Independent

Non-Executive Director

**Mr. Rohit Dhoot**

Independent

Non-Executive Director

**Mr. Ashok Mittal**

Independent

Non-Executive Director

**Mr. Samir Kaji**

Independent

Non-Executive Director

**Ms. Deepa Kapoor**

Independent

Non-Executive Director

## Key Executives

**Mr. S. K. Khandelia**

Advisor

**Mr. Ranjan Chaudhary**

Chief Operating Officer

**Mr. Rajib Mukhopadhyay**

WTD and CFO

**Mr. Manoj Contractor**

CS & Compliance Officer





Thank You

**sutlej**  
textiles and industries limited

**Mr. Rajib Mukhopadhyay**

Investor Relations Email Id: [investor.relations@sulejtextiles.com](mailto:investor.relations@sulejtextiles.com)

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