



Ref: KL/SEC/2022-23/84

Date: 11th November, 2022

To,
The Manager- Listing
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400 051

To,
The Manager- Listing
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400 001

NSE Symbol: KAMDHENU

BSE Scrip Code: 532741

Sub: Investor Presentation – November 2022.

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Investor Presentation - November, 2022, of the Kamdhenu Limited (“**Company**”).

We request you to kindly take the same on records.

Thanking you,

Yours faithfully,
For Kamdhenu Limited

Khem Chand,
Company Secretary & Compliance Officer

Encl.: a/a



The Next
ORBIT

KAMDHENU LIMITED

Investor Presentation
November 2022





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Group Overview



Brand Turnover of **Rs. 16,000 crores +**; **CAGR Growth of 16%** over the last decade

India's Leading Company dealing with Manufacturing, Distribution, Marketing & Branding of TMT Steel

KAMDHENU is **Largest TMT** selling brand in India, in the Retail Segment

Kamdhenu Paints **COLOUR DREAMZ** amongst top decorative paint brands

80+ Franchise Units to manufacture Steel Rebars, Structural Steel Products & Colour Coated Profile Sheets

8,000+ Dealers of Steel across India

4,000+ Dealers of Paint spread across India

Our Key **BRANDS** over the years



Sustainable Growth through Creation of Brand 'KAMDHENU'

Pioneer In Franchising Model in Steel

Having started as a single unit in Bhiwadi, Rajasthan in 1995, Kamdhenu has evolved into a steel conglomerate, pioneering the franchise led manufacturing model to focus on their core competencies of branding and marketing

Diversification into Coatings

In 2008, Kamdhenu set up its own unit for manufacturing of decorative Paints under its flagship brand. The diversification was a major success as Kamdhenu's stellar reputation in construction had a positive resonance in the paints business too

Brand's Growing Production Volumes

Kamdhenu Ltd., along with its franchisee manufactures, currently has a production capacity of 38 lakh MT of Reinforcement Steel Bars (TMT Bars) and 5 Lakh MT of Structural Steels (Channels, Angles, Beams & Flats) and 2.5 Lakh MT of colour coated sheets

Going from Strength to Strength

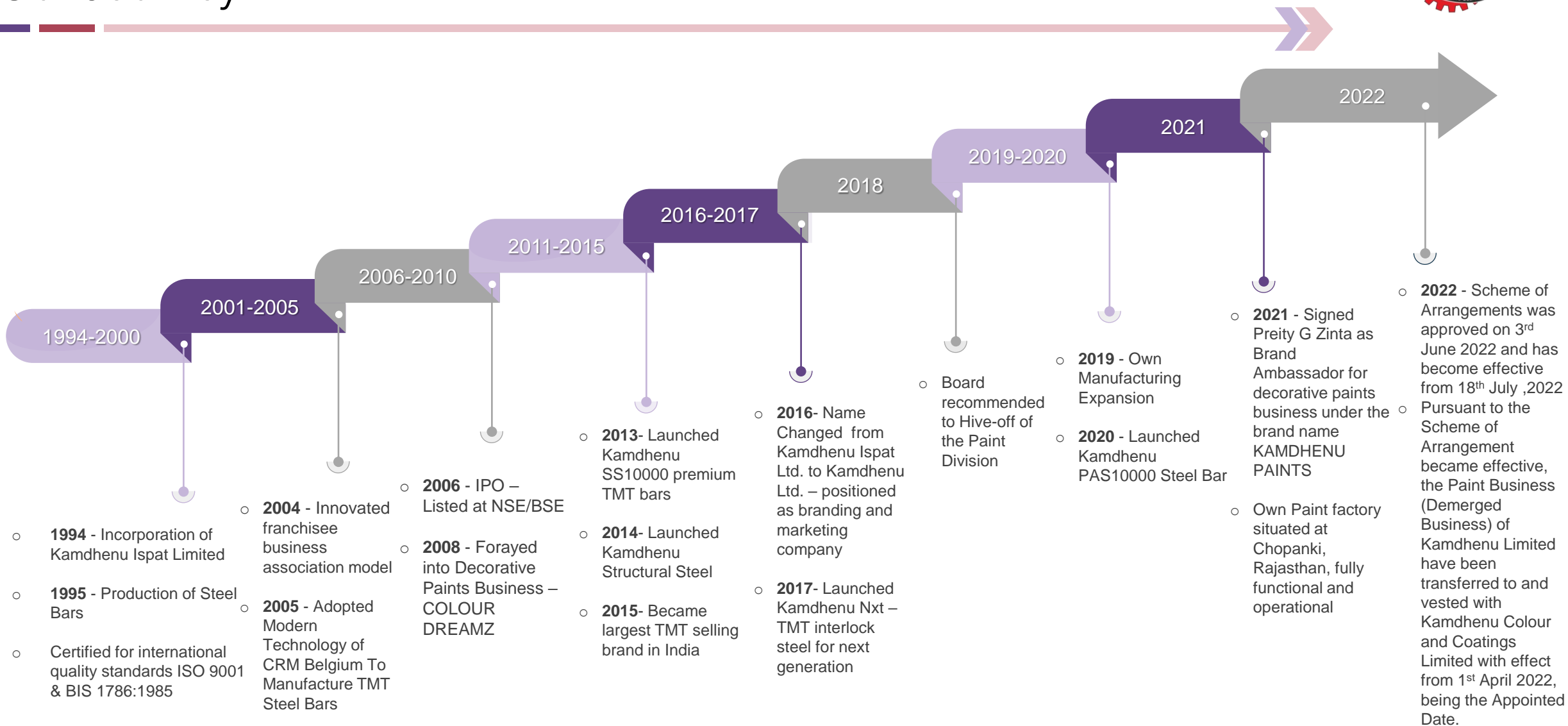
From a single state to a national scale, from an entrant in an established market to India's fastest growing player, Kamdhenu has come a long way in a very short span. With multiple growth avenues unfolding seamlessly, the business is set to sustain growth momentum

Kamdhenu Brand commands Premium over Best Local TMT Players across the Country

Different Brand Campaigns over the years



Our Journey



Strong Product Portfolio for all User Segments



Kamdhenu TMT Bars

TMT Bars are thermo-mechanically-treated through leading world tempcore based technology for high yield strength



Kamdhenu Structural Steel

Produced under franchisee agreement multitude of special contours such as angles, channels, beams, flats, round & square



Kamdhenu – Nxt TMT

Next Generation Interlock Steel and has got the angular double rib design having obtained all the rights to manufacture, market and sell double rib TMT bar



Kamdhenu Colour Max

Colour Coated profile sheets – versatile color metal products make dream building look stylish and elegant



Kamdhenu – PAS 10000

Unique Rib design which gives locking of 360 degree. Its alloy gives it better rust-proof qualities and gives capability to bear more weight. Along with that it also gives double earth-quake prevention to the building



Kamdhenu Paint – COLOUR DREAMZ

Offers a basket of 40+ SKUs of the high end Exterior and Interior Emulsions, Designer Finishes, Stainers, distempers etc.

Awards & Acknowledgements



We truly believe that Customer delight and satisfaction are the true award we vouch for and our efforts to meet the customers' expectation have brought many accolades to us




**WINNER OF THE
WORLD'S GREATEST BRAND
2015 ASIA & GCC**

**World's Greatest
Brands 2015
amongst Asia &
GCC**



2015




**ASIA'S MOST PROMISING BRANDS
2015-16**
Category: Manufacturing-Steel-Promising
Country: India

**Asia's Most Promising
Brand 2015-16 by World
Consulting & Research
Corporation**



2015-16






**INDIAN
POWER
BRAND
2016 & 2019-20
Award**

**Indian Power Brand
2016 & 2019-20
Award**




2016 & 2019-20

**WORLD'S GREATEST
BRANDS
2017-18**
amongst Asia &
GCC

**World's Greatest
Brands 2017-18
amongst Asia &
GCC**



2017-18

Participation of Noted Celebrities



Brand Promotions, Event Participation Have Helped Strengthen Dealer Connect & Expand Visibility



Preity G Zinta



Emraan Hashmi



Madhuri Dixit



Kanika Kapoor



Tapsee Pannu



Kangana Ranaut



Malaika Arora



Sonam Kapoor



Dia Mirza



Sonu Nigam



Karishma Tanna



Govinda



Kareena Kapoor



Karisma Kapoor



Anil Kapoor

'TARGET KA BADSHAH' - Mega Paints Event for Dealer & Distributor Awards



Award functions and cultural events on annual basis

Notable celebrity affiliations through brand promotions, event participations help strengthen emotional connect with dealers where relationships were formative



Brand Promotions



Print Media

National Newspaper

The Indian
EXPRESS **Dainik Bhaskar**

THE FINANCIAL EXPRESS
THE ECONOMIC TIMES

Regional Newspaper

rajasthan
patrika

जनसत्ता
ਪੰਜਾਬ ਕੇਸਰੀ



Promotional Materials

- Distribution of catalogues
- Brochures
- Visiting cards
- Shop branding
- Sample board, pen, pad, mason kit having branding of Kamdhenu products.



Digital Campaign



Kamodual Luxury – ‘Luxury Ka Double Dose’

- Social media campaigns to educate consumers about benefit of its products
- Enable people to make the right choice with Kamodual luxury
- Campaigns to push purchases before festive season



Outdoor Campaign



Brand Educational Activities

- Dealers & Distributor Meets
- Customer Meets
- Seminars, conferences
- Workshops, etc.

Experienced Board of Directors



Mr. Satish Kumar Agarwal

**Chairman &
Managing Director**



Mr. Sunil Kumar Agarwal

Whole Time Director



Mr. Saurabh Agarwal

Non - Executive Director



Mr. Sachin Agarwal

Whole Time Director



Mr. Ramesh Chand Surana

Director



Mr. Ramesh Chandra Jain

Director



Mr. Madhusudan Agrawal

Director



Mrs. Pravin Tripathi

Director



Mr. Harish Kumar Agarwal

Chief Financial Officer



Steel Business



India's Largest Branded TMT Bars Player



KAMDHENU Nxt and KAMDHENU PAS 10000 are Premium Product Brands



Converted steel commodity into branded product becoming India's **Largest TMT Steel Bars brand** (Thermo Mechanically Treated) with in-house capacity of **120,000 MT p.a.***



State-of-the-art **TMT Technology**



44 Franchisee Units under "**KAMDHENU Brand**" steel rebars with the production capacity of **38 Lacs MT p.a.**



4% less weight per meter than normal and **20%** more strength



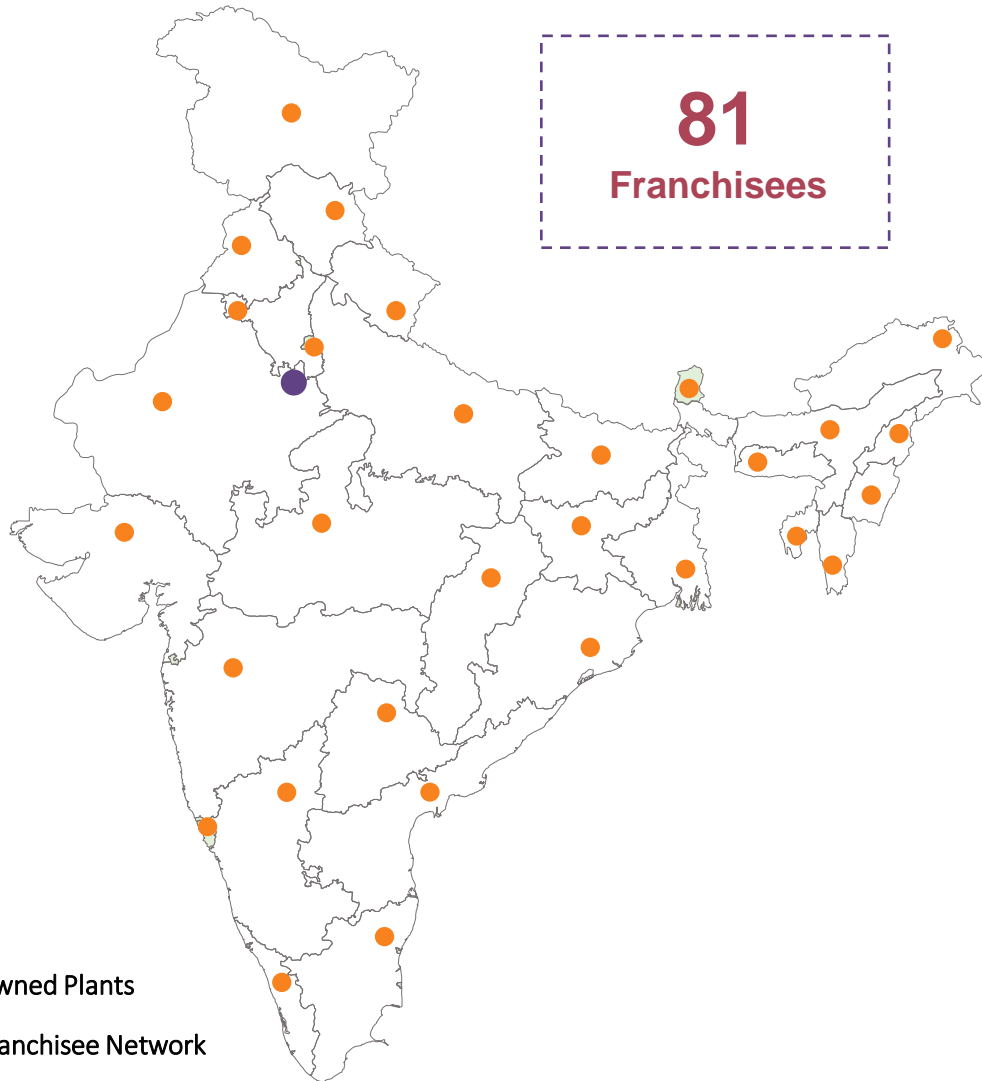
Has **9 grades** and used in all types of construction works ranging from **Buildings to Dams**



Huge dedicated marketing network of **8,000** dealers



Pan-India Decentralized Manufacturing & Marketing Network



81
Franchisees

8,000+
Dealers

250+
Distributors

Decentralized Outsourced Manufacturing Model

01 Communication

- Working with a local manufacturer makes the communication process easy. Real time conversations result in a better understanding of the specifics and preferences of the products by the Customer

02 Low Minimums

- Even the smaller quantity of the orders are delivered efficiently. This will help us penetrate even in the smaller Tier II & III cities of the Country

03 Quick Turn-Around Times

- Turnover time for manufacturing is faster with diversified manufacturers. The demand forecast is accurately known and the deliveries are planned accordingly

04 Transportation Costs

- Saving in Freight & Transportation Cost is reduced to a large extent with manufacturing near to the End Customer

Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

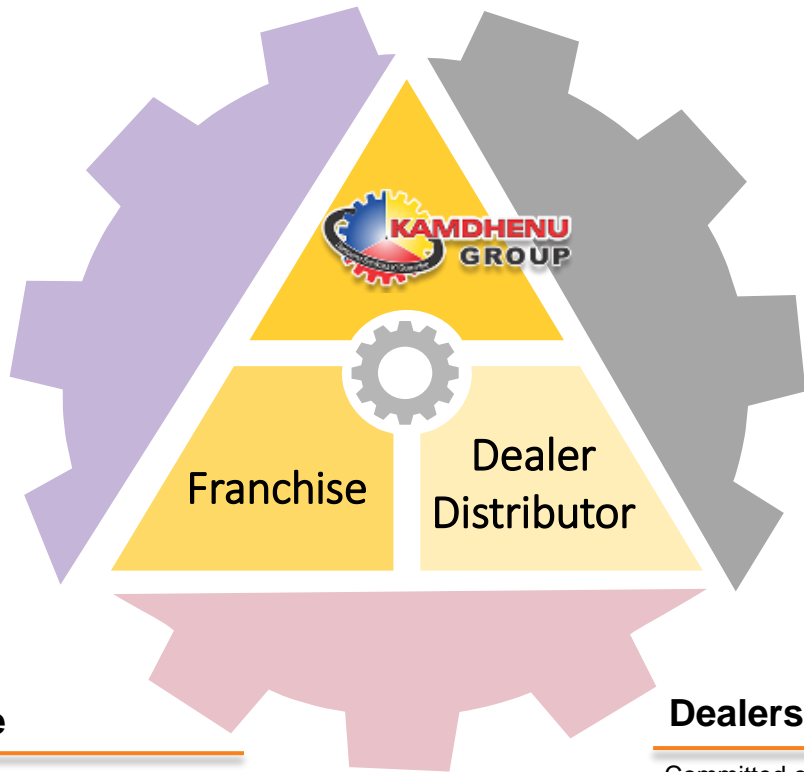
Asset Light Business Model...



Kamdhenu Group

Innovator – We do Research and introduce new products based on Customer Requirement in the Market

BRAND LEADERSHIP in STEEL RETAIL



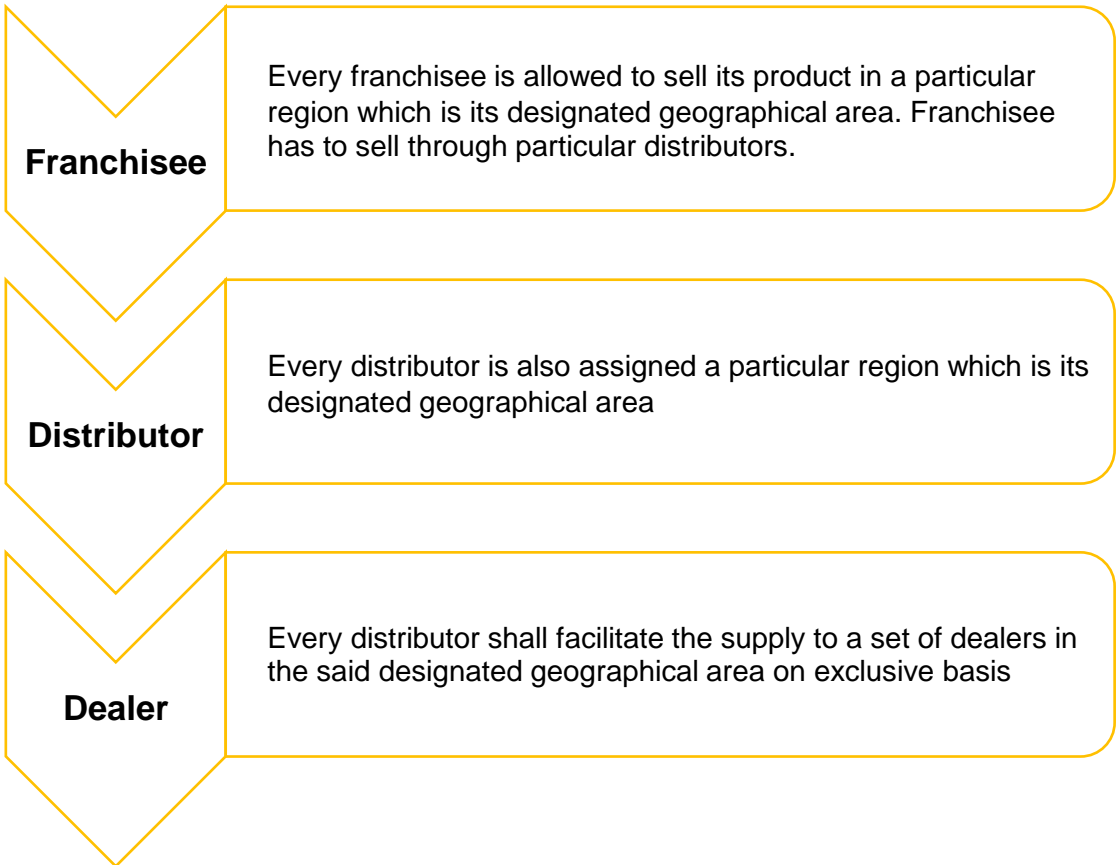
Franchise

Manufactures products based on technology, design and quality specifications provided by Kamdhenu

Dealers / Distributors

Committed chain of Dealers and Distributors connected with Franchisee / Sales Depot created by Kamdhenu

Hierarchy of Marketing Network



...Creates Long-term Sustainability



Benefits to Kamdhenu



Easy availability of product in all parts of the country



Enhanced revenue and increase in Profitability due to Royalty earned



Saving Transportation cost



Increase in Market share



Improvement in Brand Equity



Ensure quick delivery of Products to consumers



Efficient handling large volumes



Bargaining Power

Win-Win for Franchises



Expertise & Experience

Provide franchise units with expertise and experience for an efficient business



Quality Assurance

Assurance of quality from Kamdhenu gives comfort to end customers



Ready Marketplace

Ready Platform in niche market giving facelift to unorganized sector / new enterprise



Centralized Publicity

Assistance to Centralized Publicity support of Kamdhenu



Brand "KAMDHENU"

Franchisee can leverage brand "KAMDHENU"



Bank Funding

Presence and brand grants them easy & zero hassle availability of bank funding



Marketing Network

Access to Marketing Network across India



Capacity Utilization

Provides exceptional distinctiveness and enables them to earn premium on their products thereby leading to higher capacity utilization

Huge Capacities at zero capex



Production Capacity of Franchisees

Steel Rebars

38 Lacs
MT per annum

Structural Steel

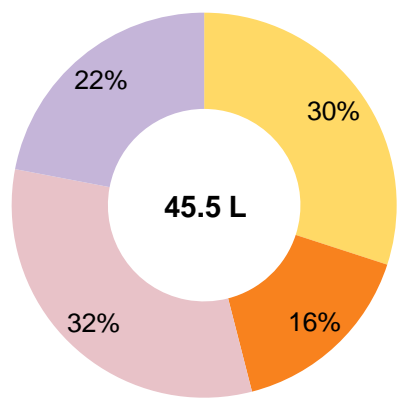
5 Lacs
MT per annum

Colour Coated Profile Sheets

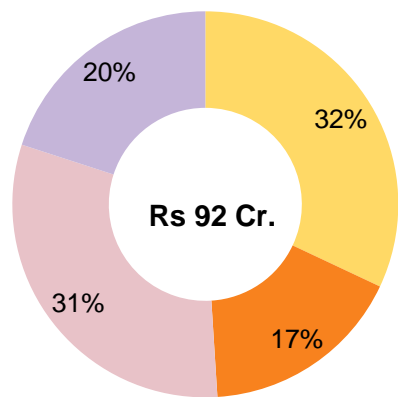
2.5 Lacs
MT per annum

Regional Split

Installed Capacities (MT)



Royalty Income (FY22)



- North
- South
- East
- West

Company Owned - Manufacturing, R&D and T&D

Steel Division at Bhiwadi, Rajasthan

Production Capacity 120,000 MT per annum (Realigned to support the future innovation, product development and training to franchise staff)

Innovation Centre – Research & Development and new products / designs based on customer requirement are introduced

Plant used as training centre for all technical staff deputed at the franchisee's unit - trained on various technical, qualitative and commercial aspects

Revenue from Own Facility for FY22 stood at Rs. 473 crores

Structural Steel - Fastest growing segment



Kamdhenu Limited manufactures Structural Steel under franchisee arrangement

Description



- One such product which continues to pioneer new innovations
- It is counted as one of the most recycled material on Earth, made of 88% cast-off product, fully recyclable in the future

Special Contours



- Production of a multitude of special contours such as:
 - Angles
 - Channels
 - Beams
 - Flats
 - Round & Square Pipes

End-user Industries



- Industrial structures, flyovers, bridges, dams, transmission line towers, underground platforms in metro railways and other reinforcement structures across the country

Advantages



- High Strength and High Ductility
- Superior Bend ability, Weld ability and Straightness
- Available in every state of India
- Economic in Application
 - Lower sectional weight and higher strength technique
 - Highly cost-effective and save steel

Steel Business - Result Highlights - Q2 & H1 FY23



Rs. In Crs

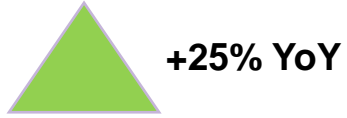
Revenues from Operations

EBITDA

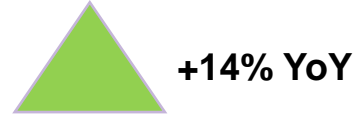
PBT

Q2 FY23

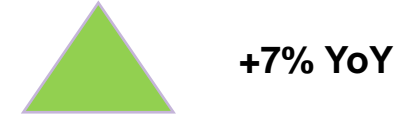
Rs. 191.3 Crores



Rs. 12.2 Crores



Rs. 10.9 Crores



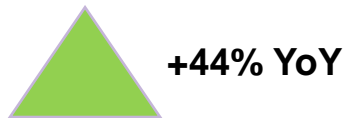
Revenues from Operations

EBITDA

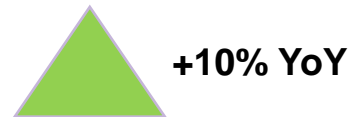
PBT

H1 FY23

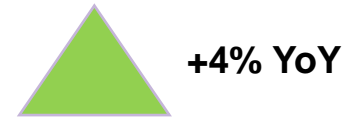
Rs. 382.5 Crores



Rs. 27.6 Crores



Rs. 24.4 Crores



Core Steel TMT Business


Revenue Break Up

Q2 FY23


H1 FY23

Revenue from Own Facility

Rs. 155.8 Crores

 **+24%**

Rs. 308.4 Crores


 **+44%**

Royalty Income through Franchisee Sales

Rs. 26.2 Crores

 **16%**

Rs. 53.8 Crores

 **+22%**

Trading Sales

Rs. 9.3 Crores

Rs. 20.4 Crores

Return On Equity

25.4%

Return on Capital Employed

31.1%

Debt to Equity Ratio

0.15X

Increased Focus on Own Manufacturing & Franchisee Business



Recouped Business Strategy of Reducing B2B Trading Sales

Lower Working Capital Leading to Better Capital Efficiencies

Improved Return Ratios

Ability to Innovate Newer Products and Gain Market Share

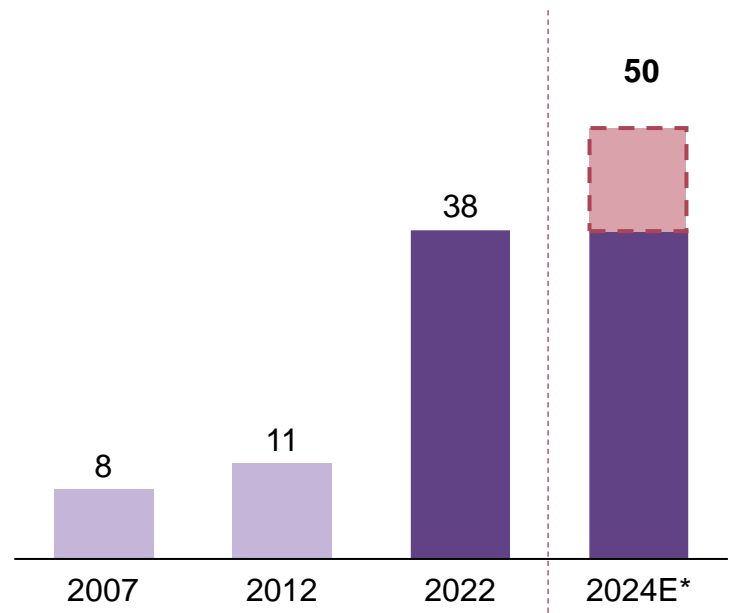
Note : All comparisons are on Y-o-Y basis

Strong Growth Outlook in Steel Business



Increased Capacity TMT

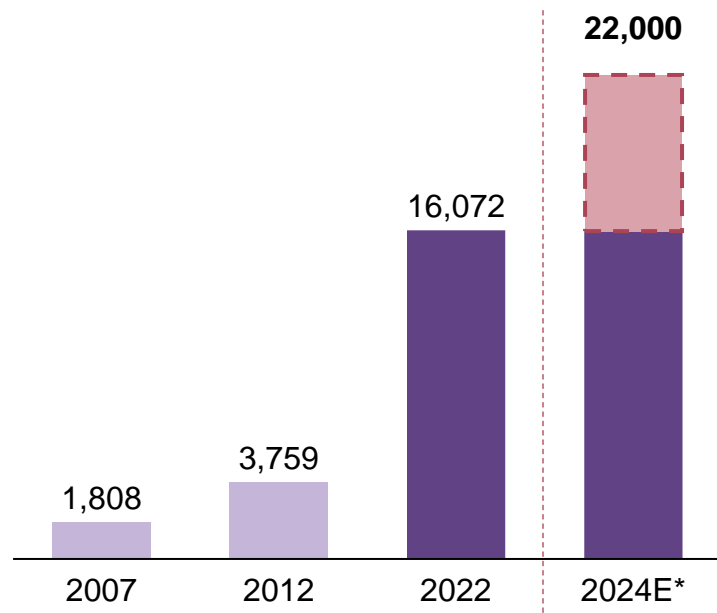
50 Lakh Metric Tonne
by FY24*



CAGR: +11%

Increase in Brand Revenue (Rs. Crs)

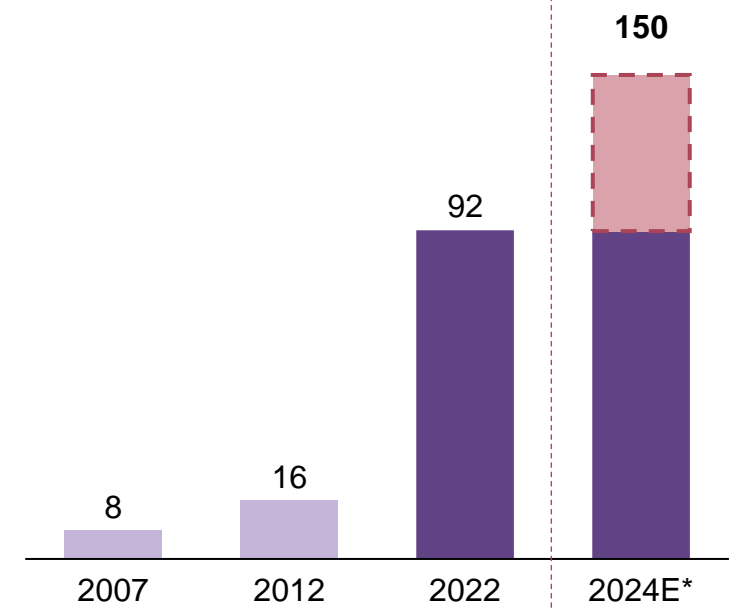
Rs.22,000 crs
by FY24*



CAGR: +16%

Increase in Royalty Income (Rs. Crs)

Rs.150 crs
by FY24*



CAGR: +18%

Targeting EBITDA of ~Rs 100 cr in Steel Business by FY24*

*In view of the current covid situation, we are deferring our target from FY23 to FY24

Funds to be raised to the tune of ~Rs. 70 Cr

The Board of Directors of the Company in their meeting held on 11th November, 2022 and subject to the approval of shareholders in their general meeting, has considered and approved to create, offer, issue and allot Convertible Warrants on preferential basis, in one or more tranches, up to maximum of 50,00,000 Warrants entitling the Proposed Allottees / Warrant Holder to exercise option to convert and get allotted one Equity Share of face value of Rs. 10/- each fully paid-up against each warrant, within 18 months from the date of allotment of warrants at a price of Rs. 141/- determined in accordance with the relevant provisions of Chapter V of SEBI (Issue of Capital and Disclosures Requirements) Regulations, 2018, to the persons belonging to Promoter Group and Non-Promoters entities.

Objectives

Acquiring stake strategically in some of the franchisee units so as to re-modeling of franchisee business of the company

Enhancing the brand position and corporate image to leverage the overall brand premium in the steel market so as to generate the higher royalty income

Reduction in debt in order to make the company debt free

Other general corporate purposes

Profit & Loss Statement

Particulars (Rs. Crores)	Q2 FY23	Q2 FY22	Y-o-Y	H1 FY23	H1 FY22	Y-o-Y
Revenue from Operations	191.3	152.7	25%	382.5	265.4	44%
Cost of materials consumed	137.6	114.7		268.0	189.3	
Purchases of stock-in-trade	9.4	4.5		20.7	7.8	
Changes in inventories	1.0	-1.3		3.2	0.0	
Total Raw Material	148.0	118.0		292.0	197.1	
Gross Profit	43.3	34.7	25%	90.6	68.3	33%
GP Margin (%)	22.6%	22.7%		23.7%	25.7%	
Employee Expenses	10.5	9.5		20.7	17.9	
Other Expenses	20.6	14.4		42.2	25.3	
EBITDA	12.2	10.7	14%	27.6	25.1	10%
EBITDA Margin (%)	6.4%	7.0%		7.2%	9.5%	
Other Income	0.3	1.5		0.3	2.5	
Depreciation	1.2	1.2		2.3	2.4	
EBIT	11.4	11.1	3%	25.7	25.2	2%
EBIT Margin (%)	5.9%	7.3%		6.7%	9.5%	
Finance Cost	0.5	0.9		1.3	1.7	
Profit before Tax	10.9	10.1	7%	24.4	23.5	4%
PBT Margin (%)	5.7%	6.6%		6.4%	8.8%	

Balance Sheet

Particulars	Sep-22	Mar-22*
Equity		
Equity Share Capital	26.9	26.9
Other Equity	116.8	208.4
Total Equity	144	235.4
Non Current Liabilities		
Financial Liabilities		
Borrowings	0.6	12.7
Lease Liabilities	3.2	4.7
Other Liabilities	5.4	9.6
Provisions	3.0	5.6
Deferred Tax Liabilities (Net)	1.2	3.5
Total Non Current Liabilities	13.4	36.1
Current Liabilities		
Financial Liabilities		
Borrowings	21.1	74.6
Lease Liabilities	1.1	1.7
Trade Payables	26.8	90.5
Other Financial Liabilities	5.9	11.0
Other Current Liabilities	4.0	9.4
Provisions	0.5	0.9
Current Tax Liabilities (Net)	0.7	0.2
Total Current Liabilities	60.0	188.3
Total Equity and Liabilities	217.1	459.7

Particulars	Sep-22	Mar-22*
Non Current assets		
Property, Plant and Equipments	44.5	88.7
Capital Work in Process	0.0	1.0
Right of Use Assets	2.6	4.6
Investment in property	0.5	0.5
Financial Assets		
Investment in Subsidiary	0.0	0.0
Other Investments	4.7	6.3
Loans	0.1	0.2
Other Financial Assets	2.7	3.1
Other Non-Current Assets	10.5	12.8
Total Non Current Assets	65.6	117.2
Current Assets		
Inventories	17.1	77.4
Financial Assets		
Investment	9.5	9.7
Trade Receivables	96.1	198.4
Cash and Cash Equivalents	3.4	13.7
Bank Balances	0.4	2.0
Loans	3.7	10.6
Other Financial Assets	0.0	4.5
Other Current Assets	21.3	26.1
Total Current Assets	151.5	342.5
Total Assets	217.1	459.7

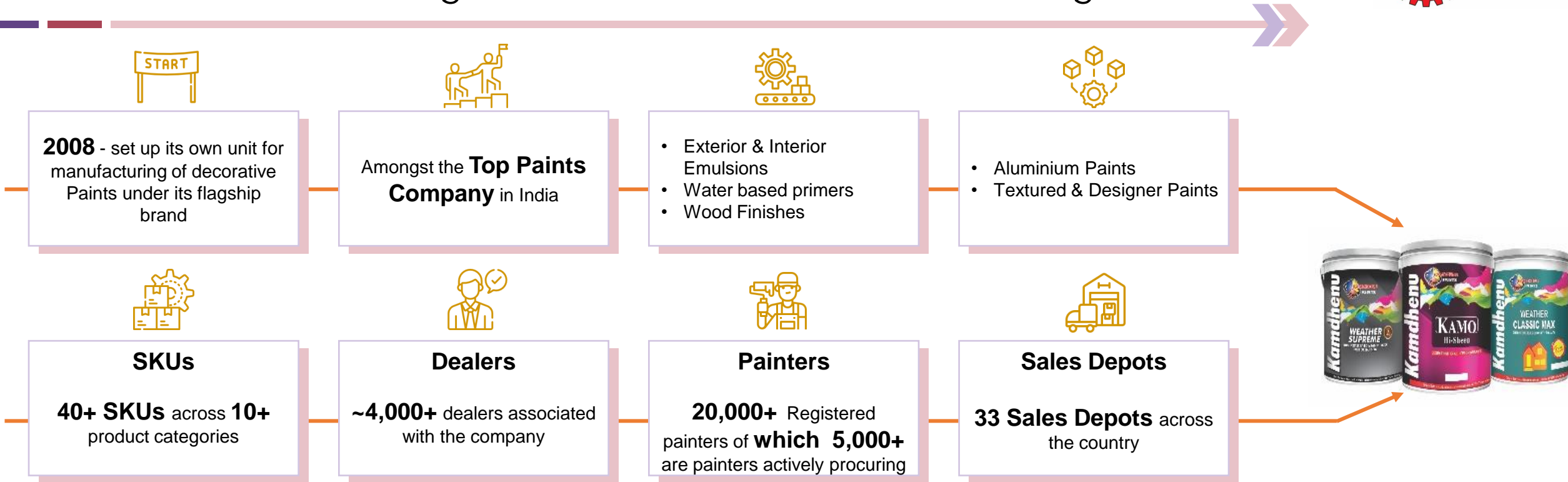
* Figures not comparable for Mar-22 as they include the paint business as well as the amalgamating Companies



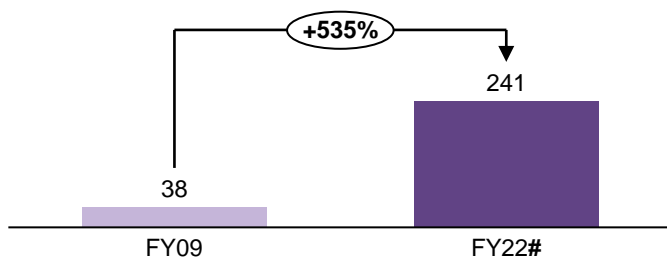
Paints Business



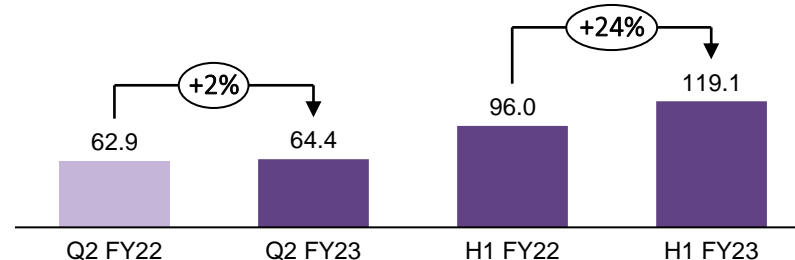
Kamdhenu Paints - Leading Brand in Indian Decorative Paints Segment



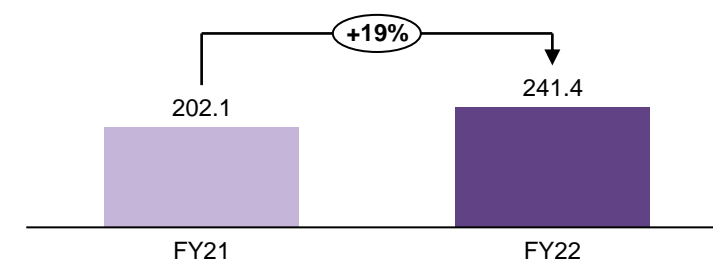
Revenue Growth of ~6x



Quarterly & half yearly Revenues



Annual Revenues



#Revenue is net of discounts and credit notes etc. issued under various schemes offered by the respective operating segments of the company








Extensive Product Portfolio

Diversified and Eco-friendly Product Portfolio

Emulsions

Type	Premium	Regular	Dual Range of Products	
Exterior	 Weather Supreme	 Weather Classic	 Kamo Shield	 KAMODUAL LUXURY EMULSION For both Interior & Exterior Wall
Exterior	 Kamo Hi Sheen	 Velvety	 Sheen & Shine	 KAMODUAL PREMIUM EMULSION For both Interior & Exterior Wall
	 Kamo Beauty	 Kamo Silky	 Kamo Blaster	 Kamo Dual Gold
				 Kamolite (High Gloss Enamel)

Primers

Type	Premium	Regular
Water Based	 Kamo Dual Primer	 Kamo Sealer
Solvent Based	 Wood Primer	 Red Oxide
Distempers	 Kamosilky	 Bunty
		 Kyson

Extensive Product Portfolio



Stainers, Specialty and Other Coatings

Designer & Textured Paints



Kamo Super Mettalica

Kamwood Wood Coatings



NC Lacquer



Melamine



NC Sanding Sealer



Kamdhenu PU

Machine Colorants & Stainer



Kamotint – Universal Stainers



Colorants

New Products



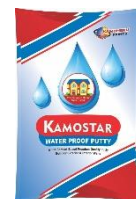
Kamo Superstar



Kamorich



Weather Classic Max



Kamo Star Putty



Kamo Star Interior Emulsion



Kamo Star Exterior

Construction Chemicals



Kamocrete CRP Concrete Repair Product



Kamoproof ALW Water proofing Compound for cement mortar and concrete

Wall Putty



Kamoplast Wall Putty



Kamocare Wall Putty

Other Products

Kamoshine Luster Aluminum Paints, Kamoshine GP Aluminium Paint, Road Marking Paints, Kamolite Roof Paint, Kamolite Heat Resistant Paint, Kamolite Stoving Paint & Kniefing Paste Filler

Niche Products with High Potential



Premium Wood Finish

1



- Kamwood Premium Wood finishes works to protect and decorate wooden surfaces
- It is clear in colour and highlights the natural grain of wood, enhancing the look and feel of the surface
- The coat is moisture, fungus, heat resistant adding to the life of the wood surface
- It can be applied to interiors and exterior

Water Proofing Solutions

2



- Our specialized water proofing solutions are an aid to the household and industrial demands
- We have set up its ultra-modern mechanized division for the development of variety of construction chemicals
- Strict surveillance on behalf of proficient engineers with technical expertise is done so as to ensure the fineness of the product quality

Floor Coat

3



- Kamo Floor Coat (KFC) is a specialized paint (based on Fast Track Emulsion) specially formulated for Exterior / terrace floor tiles, cement tiles and any walkways or plain cemented surfaces
- Aimed at the segment having independent houses, bungalows, hotels, cooperative housing societies and resorts for giving a better looks to the cement floors

Dual Primer

4



- It's a unique primer which can be applied on the walls at exteriors and interiors both
- It gives dual benefits to dealers as they have to keep lesser inventory at shops followed with to the end consumer who doesn't have to buy two different primers for the same house, it will be economical to his pocket as well

Signed Bollywood Celebrity & Entrepreneur Preity G Zinta as Brand Ambassador



Signed ace Bollywood celebrity and entrepreneur, Preity G Zinta as Brand Ambassador for decorative paints business under the brand name **KAMDHENU PAINTS**

This collaboration will help enhance the brand's pan-India reach and recall, helping catapult the brand as the preferred consumer choice

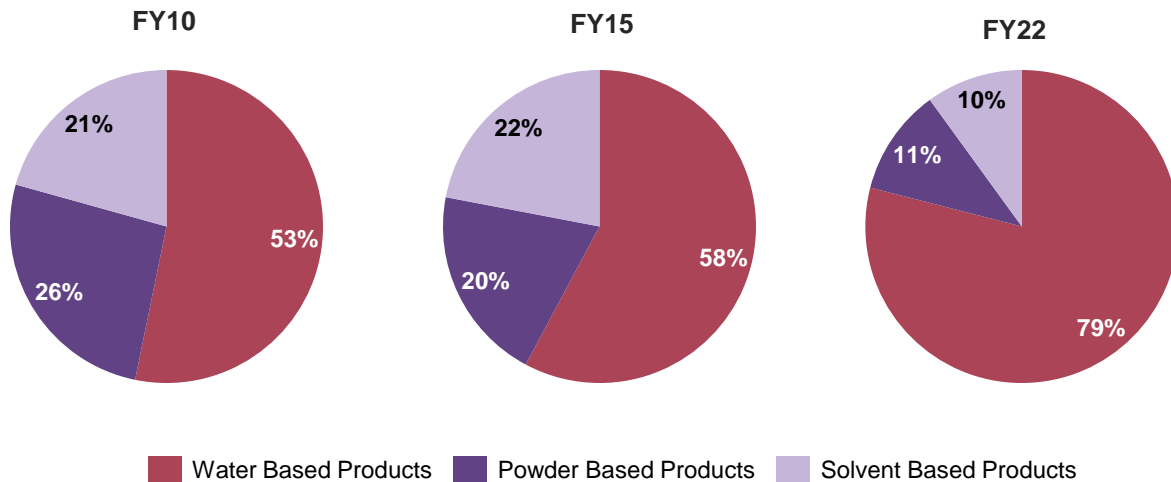
Preity G Zinta's inclusion as the Brand Ambassador is set to blend perfectly with the ethos of the brand, aptly representing a modern woman who performs every role seamlessly with her wide appeal across demographics

On her association with Kamdhenu, Preity G Zinta, said, *"I am truly excited for my association with Kamdhenu Paints. I am happy to be a part of Kamdhenu family. Kamdhenu Paints is a reputed brand built on the touchstone of quality, integrity and commitment to its customers. There was a lot of common ground given the strong culture of innovation and the constant need to adapt to changing preferences. I look forward to our journey together."*

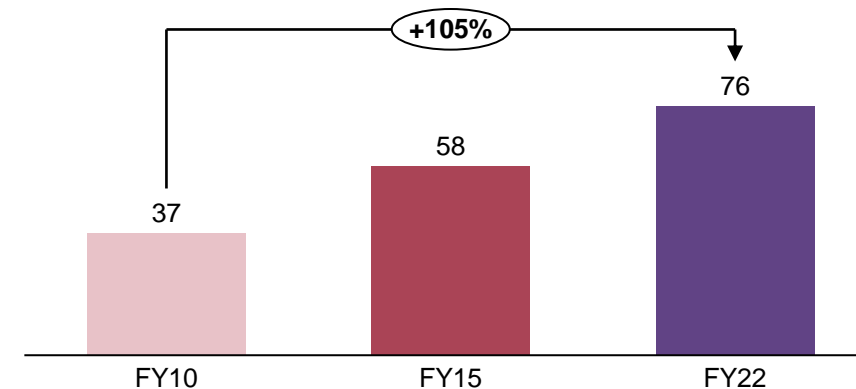
Focused on Premiumization of Portfolio



Revenue Breakup



Average Selling price per KG/Ltr



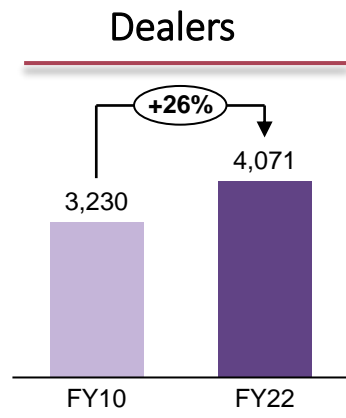
Entry strategy in initial years focused on affordable variants like powder-based paints, putty, distempers etc. to first gain the confidence and loyalty of the dealer & painter network

After having achieved rapid growth and a good base and with dealer relationships cemented, the brand decided to prioritize premium offerings, gradually reducing the low-priced dealers to focus on premium dealers

With renewed focus on premium products, innovative ideas such as designer galleries, rewarding schemes & incentives and a refreshed branding & advertisement campaign, the company has been able to achieve 43% share of premium products and increased the dealer count to 4,000+

Reducing Low-Priced Products to Focus on Premium Products

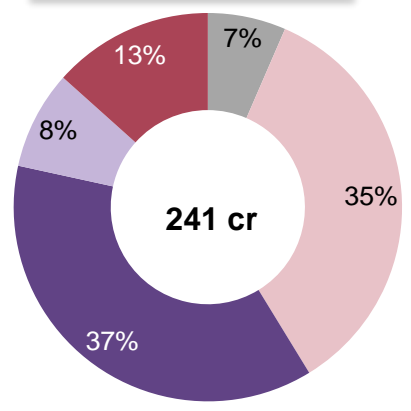
Well-Entrenched and Highly Incentivised Dealer Network



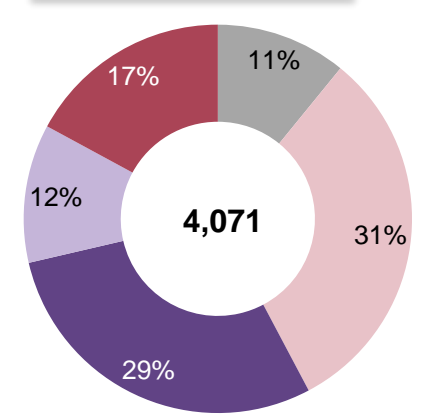
Strong Relationship with Dealers

- Target linked incentives in form of gifts-in-kind, gift vouchers, coupons
- Best-in-class dealer margins on all products of paints products
- An annual awards program to appreciate and encourage of healthy competition amongst the dealers (Target Ka Badshah)
- Company sponsored trips to domestic and overseas tourist circuits
- Invitation to company's cultural events, get-togethers etc.

Revenue Split (FY22)



Dealer Split (FY22)



Centre East North South West

- Kamdhenu's sales are more concentrated in North & East India owing to a denser older dealer base in the region
- The current dealer proportion in other regions is higher than the revenue contribution of these regions, providing scope for significant volume expansion in the future on existing investments

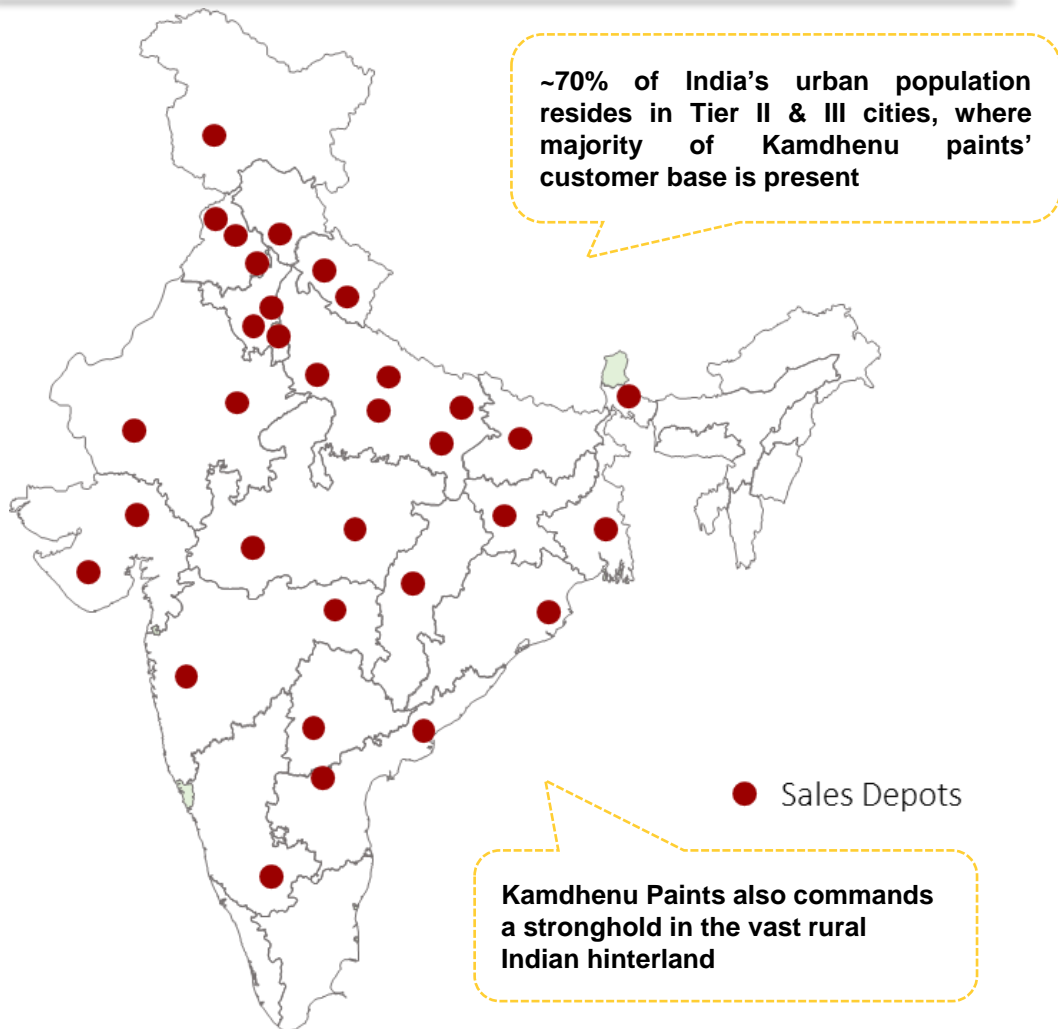
Penetration can be easily tripled in 5 years

- Current scale at 4,000+ dealers of 50,000+ dealers in India
- Penetration can be easily tripled in 5 years through new dealers across regions
- Better understanding of various mini-markets, presence in all key states and strong track record with existing dealers will drive next phase of dealer addition

A Targeted Dealer Network with a Core Focus on Premium Products

Prominence in India's Emerging Cities

Prominence in Tier I, II & III Cities through 33 Sales Depots



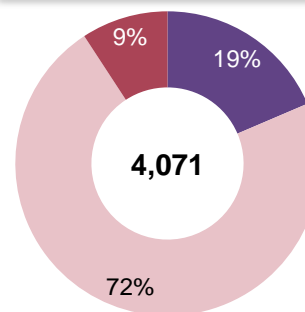
Map not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

Focused strategy to set base in the smaller Indian towns identifying an underserved gap in the paint industry

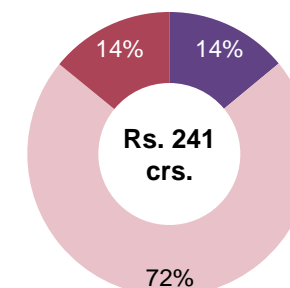
Leveraged Group's deep networks through the steel business to attract professional and loyal dealers and painters in these towns, creating a niche market for itself

Kamdhenu commands strong market share in many sections of the North and East markets

Dealer Split (FY22)



Revenue Split (FY22)



■ Tier I ■ Tier II ■ Tier III

State-of-the-art Manufacturing Facilities & Infrastructure



Manufacturing Facilities – Quick Facts



Re-aligned capacity at Own Manufacturing plant for Premium and Texture Paint Products



Quality assurance at Outsourced Units by deputing own technical team at the manufacturer's plant



Optimal utilization of the existing capacity coupled with a strong distribution network could result in immediate capture of a significant market share

Robust Tinting Infrastructure

01

1,600+ tinting machines installed at dealer outlets to make wide range of shades by mixing Colorant from Computerized tinting machine with the paint bases

02

Minimizes inventories and ensures just-in-time delivery of the precise amount of paint

03

Reduces disposal of excess paint as hazardous waste

04

Reduces labour requirements and space for handling and storage of paint inventory

05

Reduces procurement costs for new paint

Paints Business - Result Highlights - Q2 & H1 FY23



Rs. In Crs

Revenues from Operations

EBITDA

PBT

Q2 FY23

Rs. 64.4 Crores

 **+2%**

Rs. -0.7 Crores

Rs. -1.9 Crores

Revenues from Operations

EBITDA

PBT

H1 FY23

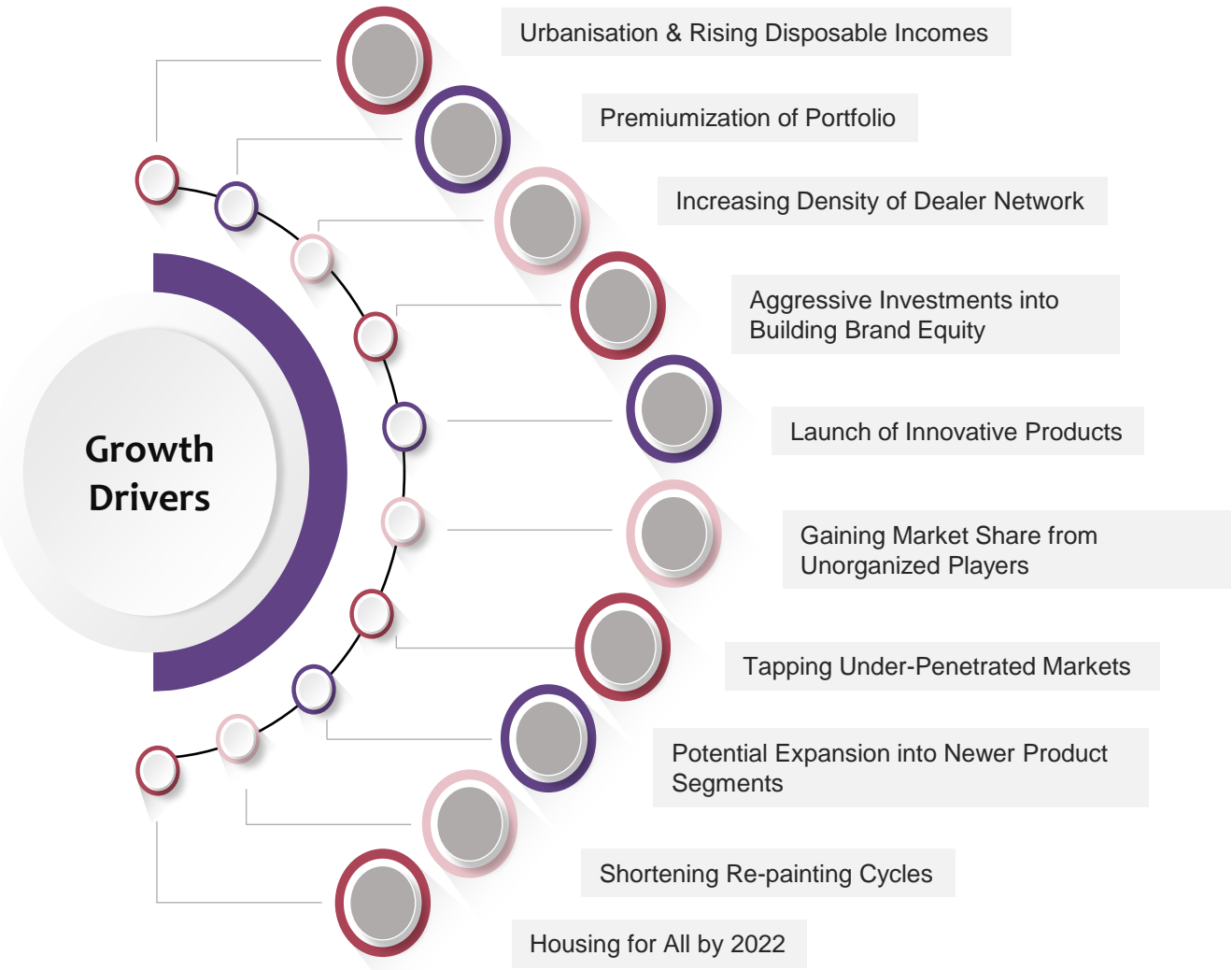
Rs. 119.1 Crores

 **+24%**

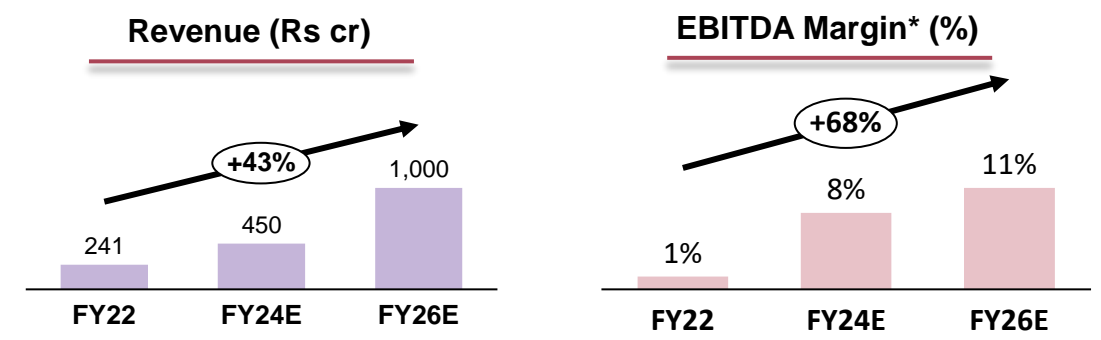
Rs. -0.5 Crores

Rs. -5.7 Crores*

Growth Strategies & Next 5-yr Vision



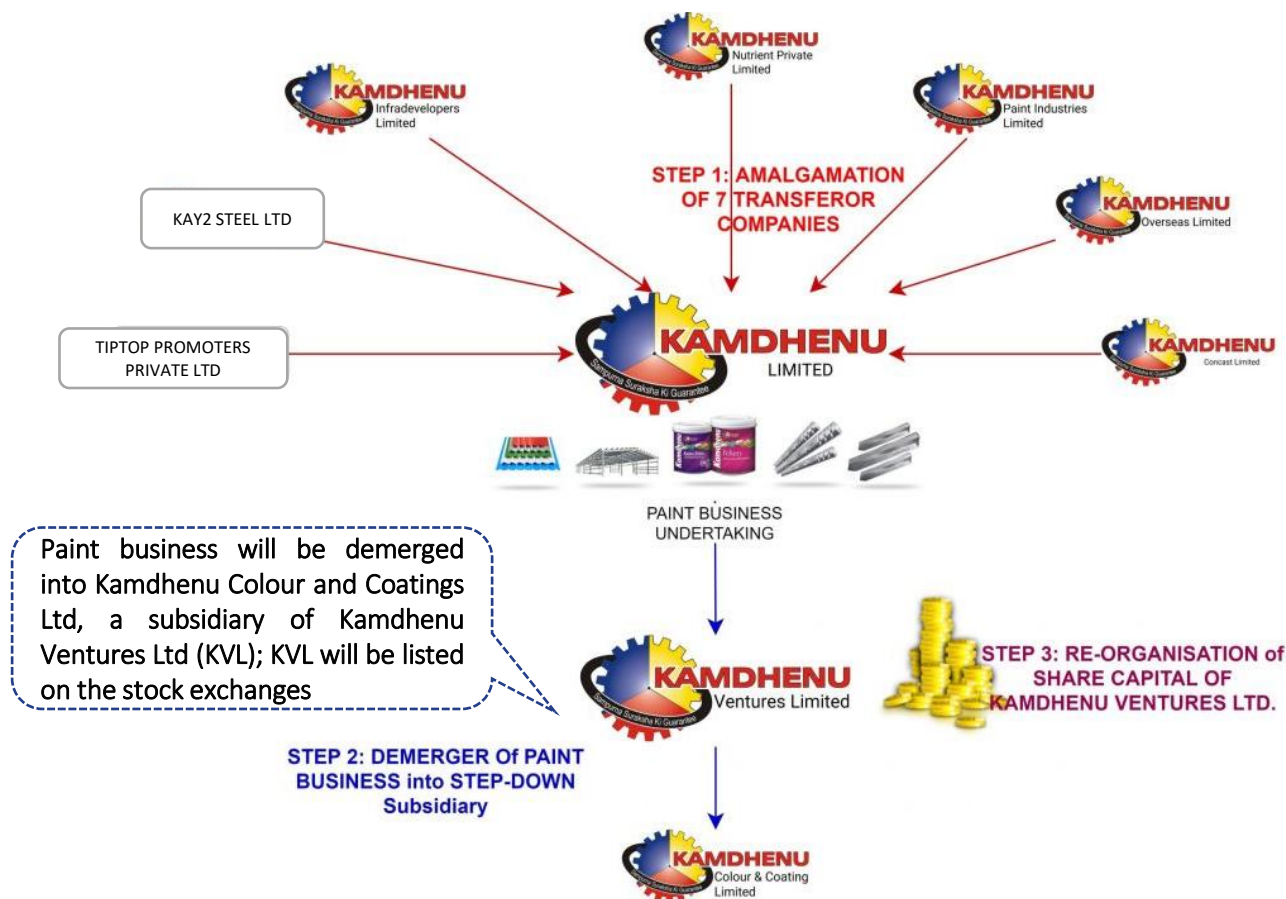
Rapid Revenue Growth Potential with Margin Expansion



- Expand pan-India visibility through aggressive spend on advertising and promotions
- Increase sales penetration in South India by tie up with contract manufacturer
- Targeting urban markets through institutional sales
- Robust hiring plan, ERP tools and IT-aided distribution infrastructure

* EBITDA is excluding exceptional items Note: In view of the current covid situation, we are deferring our target from FY23 to FY24

Scheme of Arrangement



Benefits of Demerger

- Better management focus & operational flexibility and facilitate businesses to independently pursue their growth plans through organic / inorganic means
- Enable both companies to raise necessary funds, invite strategic investors, employ specialized manpower, etc., thereby creating a platform to pursue next level of growth
- Strengthen, consolidate and stabilize the business of these companies and facilitate further expansion and growth of their respective businesses
- Facilitate administrative convenience, ensure optimum utilization of various resources and result in significant operational efficiencies
- Aimed at maximizing shareholder value providing them an opportunity to participate in the business of their choice based on their risk-reward profile

Recent Updates

- **We wish inform that the Kamdhenu Ventures Limited has received an in-principle approval from BSE & NSE on 3rd November 2022 and 7th November 2022 respectively, for listing of Equity shares pursuant to the Scheme of Arrangement.**

- ✓ Amalgamation of Kamdhenu Concast Ltd, Kamdhenu Overseas Ltd, Kamdhenu Paint Industries Ltd, Kamdhenu Infra-developers Ltd, Kamdhenu Nutrients Pvt Ltd, Kay2 Steel Ltd and Tiptop Promoters Pvt Ltd with Kamdhenu Ltd
- ✓ To simplify and streamline the promoter shareholding structure across multiple companies
- ✓ To remove multiple layers of the holding companies in tune with the Government policy
- ✓ Result in significant reduction in multiplicity of legal and regulatory compliances which at present is required to be made separately by the Transferor Companies and the Transferee Company



THANK YOU

For further Information, please contact :



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