

Formerly known as HIMACHAL FIBRES LIMITED



Date: 28.11.2024

To,

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai-400001

Sub: Investor Presentation- November, 2024

RUDRAECO | 514010 | INE723D01021

Dear Sir,

Please find enclosed hereby Investor Presentation- November, 2024.

We request you to take the above information on record.

Thanking You,

Yours sincerely
For Rudra Ecovation Limited
(Formerly Known as Himachal Fibres Limited)

Nancy Singla
Company secretary Cum Compliance Officer

✉ hfl.corporate@gmail.com 🌐 www.rudraecovation.com

📍 Registered Office : Plot No. 43-44, Industrial Area, Barotiwala-174103 (HP)
Corporate office : 4th Floor, Wood Stock Tower, B-35/958, Adarsh Nagar,
Ferozepur Road, Opposite Waves Mall, Ludhiana-141012, Punjab

CIN - L17119HP1980PLCO31020



Rudra Ecovation Ltd. (Formerly Himachal Fibres Ltd.) & Shiva Texfab Ltd.

Investor Deck
November 2024



Rudra Ecovation Ltd. and Shiva Texfab Ltd. have in principle decided to merge subject to relevant approvals.



About Us :

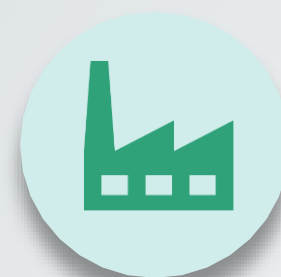
Established in 1997, Rudra Ecovation along with Shiva Textfab have consistently demonstrated unwavering commitment to sustainability, positioning itself as a trailblazer in PET waste recycling. Based in Ludhiana, Punjab, our sprawling 100-acre state-of-the-art facility proudly stands as India's preeminent integrated manufacturing unit for rPET waste recycling. Over our **illustrious 26-year journey**, we have not only achieved the impressive feat of reducing global CO2 emissions by more than 1,40,000 metric tons annually, but have also become synonymous with cutting-edge environmental solutions.



Drone Picture of Shiva Textfab Ltd. based in Ludhiana, Punjab, 100-acre state-of-the-art facility proudly stands as India's preeminent integrated manufacturing unit for rPET waste recycling



140,000 MT
Co2 Emission
saved annually



- Since **1997**
- **100** Acre Own
Land Plant



3000+
employees across
locations



Environment Challenges



Ocean-bound Plastic (OBP)

Studies predict that by 2050, the amount of plastic in our oceans will surpass the population of fish, highlighting a pressing environmental concern.



Waste Landfills

In India, over 85% of plastic is annually directed to landfills, with a staggering 14 lakh tonnes of PET plastic, commonly used for bottled water, consumed each year. This translates to more than 3,800 tonnes daily, emphasizing the scale of the issue.



Plastic Litter

Furthermore, a significant 75% of litter found on sea beaches comprises plastic, exacerbating the marine pollution crisis.

Transforming challenges into opportunities



Integrated Plant :
From Pet Flakes to
Sustainable Products



Capacity :
Inhouse capacity for
complete value chain



Sustainable sourcing :
ESG-compliant
suppliers.



R&D Team :
Continous research
on new Products.



ESG Focus :
ESG compliance focus



EPR Support :
Aids brands
achieve EPR Goals



Corporate Restructuring



Rudra Ecovation Ltd.



Shiva Textfab Ltd.

Merger Update

Acquired 51% stake in Shiva Cottex Private Limited

Business Profile: Recycled PET (rPET) bottle to bottle chips business & manufacturing of acoustic panels from rPET

Rudra Ecovation has acquired 70,40,936 Shares (Including 47,01,755 partly paid-up equity shares as yet) of Shiva Textfab constituting 20.02 % equity stake in Shiva Textfab Ltd. The purpose of this investment is to fund ongoing expansion in Shiva Textfab pending the merger of these two entities.

Business Profile: Manufacturing of staple fibre, filament yarn, spun yarn, Anaura, & non-wovens from rPET



Rudra Ecovation and Shiva Textfab are proposed to be merged into **single entity**



Product Offerings



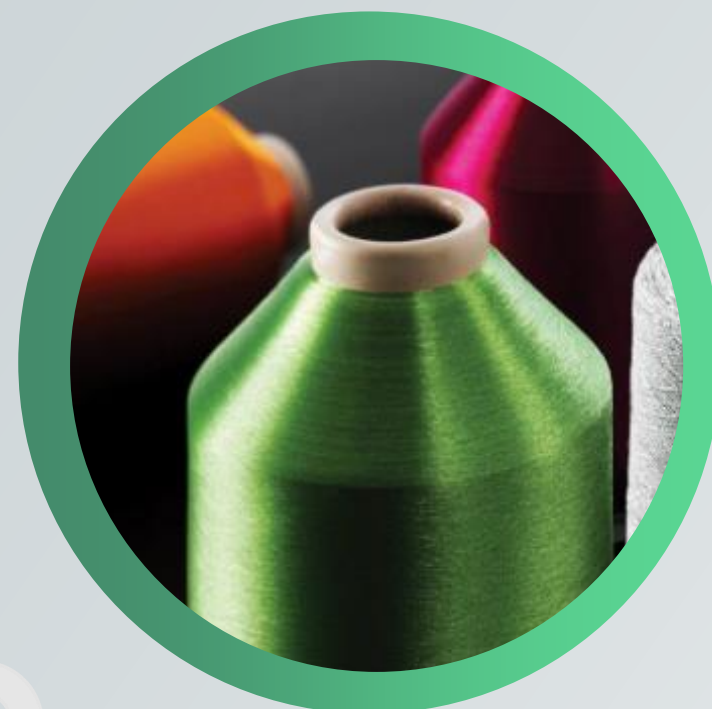
PET Flakes



Fibre



Spun Yarn



Filament Yarn



Anaura



Non Woven Carpets

Certifications



Bureau Of Indian Standards



9001





ANAURA

FUTURE-PROOF FASHION

BORN OUT OF EXTENSIVE RESEARCH, INNOVATION, CUTTING EDGE TECHNOLOGY AND **ESG WAY OF WORKING**



Skin Friendly

Reduced Water Consumption



Recycled R-PET Bottles

Stretchable

Durable

Eco Friendly



Traceable

Comes with traceability certification of its origin from which type of plastic OBP, HBP or PCW



Trustable

Made with international quality standard with all relevant certifications



Sustainable

Made with Zero Waste manufacturing approach also save Co2, Saves water and saved energy.

We are thrilled to present



ANAURA Athleisure for sportswear

We are thrilled to present Anaura Athleisure for sportswear our innovative 100% sustainable fabric. Designed to transform sportswear, we merge RPET with sustainable Cellulose for superior performance. Cellulose, known for its excellent water absorption and natural wicking, outperforms cotton, providing better feel, shine, and durability. Embrace the future of eco-friendly sportswear with Anaura and join us in promoting sustainable fashion.

While the wicking effect in RPET fabric is typically achieved through chemical additives, our use of cellulose fibers allows us to achieve it naturally, without the need for chemicals



Chemical Free



Environment Friendly



Skin Friendly



Breathable Fabric



Manufacturing process saves Co2 emissions



Saves Energy & water Consumption **8**



Anaura

Applications



Anaura | FASHION

Anaura | HOME FURNISHINGS

Anaura | ATHELISURE

Global Brands Shift Towards rPET and Sustainable Materials



85% of the brand's plastic fabrics come from a recycled source (2022)



The company aims to source 100% of its materials from recycled or other sustainable sources by 2030.



Used more than 1 bn recycled bottles to create products for its various brands; aims to make 100% of its raw materials recycled or sustainably sourced.



Diverts an average of 1 billion plastic bottles annually from landfills and waterways.



Brand aims to source 100% of its polyester from more sustainable channels (recycled, solution-dyed)






The company committed to 100% more sustainable linen and recycled polyester for all its brands

Government and organization level initiatives adding fuel to the move towards sustainable alternatives

Indian Oil launches “Unbottled”



-  IOCL launched its brand – “Unbottled” through which it has committed to recycle 100 mn bottles every year
-  Being the largest initiative globally, IOCL plans to supply the recycled clothes to **IOCL workers, non-combat uniforms for Armed Forces and even retail sales**
-  The initiative was launched by PM Modi and has already gathered positive media response



Indian Airlines Sustainable Uniform



Akasa Airline Sustainable Uniform



Tata Air-India Initiative

-  Akasa Air redesigned its crew uniform in July 2022 using recycled polyester fabric made from **PET bottle plastic salvaged from marine waste**
-  Recently, **TATA Air-India** joined the race by providing in-flight sleepwear made from recycled polyester

Similarly, many other brands from across the industries are expected to follow suit & take substantial steps towards their commitment to become truly sustainable

Rising demand for sustainable fashion leading to exponential growth for recycled textiles material



Globally, customers have been preferring apparels which are sustainable and environment friendly

- 80% of customers in US said sustainability was important while 94% of customers in India said they were willing to pay high prices for “ethical” products
- Following the customer push, sustainability presents as the biggest opportunity for Fashion industry (McKinsey Survey, 2023)



Sustainable & Fair business practices are on the rise to meet customer demand for ethical fashion

- However, the promise of sustainability faces difficulty due to lack of credibility in turn raising demand for certified raw materials & responsible sourcing



Government policies & regulations across the globe have made brands to be more responsible

- GOI launched SURE in 2019 which includes pledge from 16 brands aims to using sustainable raw materials and processes by 2025
- In 2019, Gov of France announced its decision to make Paris the sustainable fashion capital of the world by 2024



From Fiber to Fashion: Rudra Leads Integration – Peer Comparison

Rudra Ecovation Plus Shiva Texfab

- Recycled Polyester Staple Fibre
- Recycled Spun Yarn
- Recycled Filament Yarn
- Recycled PET Flakes
- Recycled non-food grade bottle grade chips
- Non-woven Fabric
- Knitted Fabric
- Recycled Non-PET granules



- Rudra Ecovation goes beyond just being a textile company. We're amongst frontrunners in sustainable textile manufacturing.
- We've integrated every step of the process, from transforming waste pet bottles into high-quality fabric, carpets, etc
- As presented, Rudra leads its industry peers with its fully integrated manufacturing setup:

RUDRA PEER ANALYSIS

Ganesha Ecosphere

- Recycled Polyester Staple Fibre
- Recycled Spun Yarn
- Recycled Filament Yarn
- Recycled food grade bottle chips

JB Ecotex

- Recycled PET Flakes
- Recycled Polyester Staple Fibre
- Recycled bottle grade PET Chips

Alliance Fibre

- Recycled PET Flakes
- Recycled Polyester Staple Fibre
- Recycled Polyester Yarn

RSWM Ltd.

- Yarn
- Fabric

Kanchan Group

- Fibre
- Yarn
- Fabric

CTM Textile Mills

- Textiles Processing
- Home Textiles

SPNG Group

- Yarn manufacturing - Green, Dyed, Acrylic Dyed, Viscose Dyed, Mélange & Slub Yarn

Pashupati Group

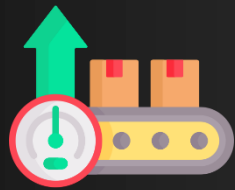
- Recycled PET Flakes
- Recycled Polyester Staple Fibre
- Recycled Polyester Yarn
- Recycled PET Chips (Food & Non-Food Grade)
- Other Recycled Packaging Products

Sutlej Textiles

- Recycled Polyester Staple Fibre
- Yarn
- Home Textiles Fabric

*Above facts are based on Industry Research done by Care Edge on Indian Plastic Bottle Recycling players and industry

Strategic Ongoing Focus Areas



Production Capacities



Shiva Textfab and Rudra Ecovation are continuously working on capacity enhancements and modernizing existing facilities as planned.

For more details refer to slide 15



Corporate Restructuring



Rudra Ecovation and Shiva Textfab are in process of preparing the merger documents, which should be filed with relevant authorities in due course.

For more details refer to slide 05



Branding / Visibility



We are in discussion and in the sampling stage with various major corporates and brands for supply of upcycled fabric and Non Woven materials.

Additionally, Rudra Ecovation and Shiva Textfab are actively participating in various national and international conferences

For more details refer to slide 19 to 23



Team Building



Shiva Textfab and Rudra Ecovation are strengthening corporate resilience by bringing on board profession team, the latest leap was appointment of Mr. Vinod Kumar Goyal as CEO. Additionally further strengthen is underway.

We are on track with our Expansion Activities !

1

Washing Lines :
Increase in capacity 200 MT to 400 MT per day.

2

Fibre Plant :
Increase in capacity from 125 MT to 225 MT Per day

3

ANAURA (R-PET Fabric) : (Current Capacity 3,20,000 Sq. Mt. Per day)
Modernization of Tumbling, Stenter, Peaching, Dyeing & Printing machines,
Capacity at 80 MT per day with value added Upcycled fabric.

4

Spun Yarn & Filament Yarn :
Increase in capacity of Filament from 24 MT to 48 MT per day

5

Non Wovens : (Current Capacity 40,000 Sq. Mt. Per day)
Modernization of Tumbling, Stenter, Peaching, Dyeing & Printing machines.

6

Bottle to Bottle & Acoustic Panels :
New Capacity will be 20 MT per day & Setting acoustic panels new capacity

Expansion Update :

-  Majority of planned expansion Completed
-  Trial production of completed expansion done
-  Initial commercial production for completed expansion has started
-  Research on and sampling for various types of upcycled fabrics done and the same are accepted by various brands and garments manufacturers
-  Further research and development and sampling of upcycled fabrics are in process
-  Total planned expansion to be completed by Q4 2025

Images of New fabric division setup at Shiva Textfab Ludhiana plant

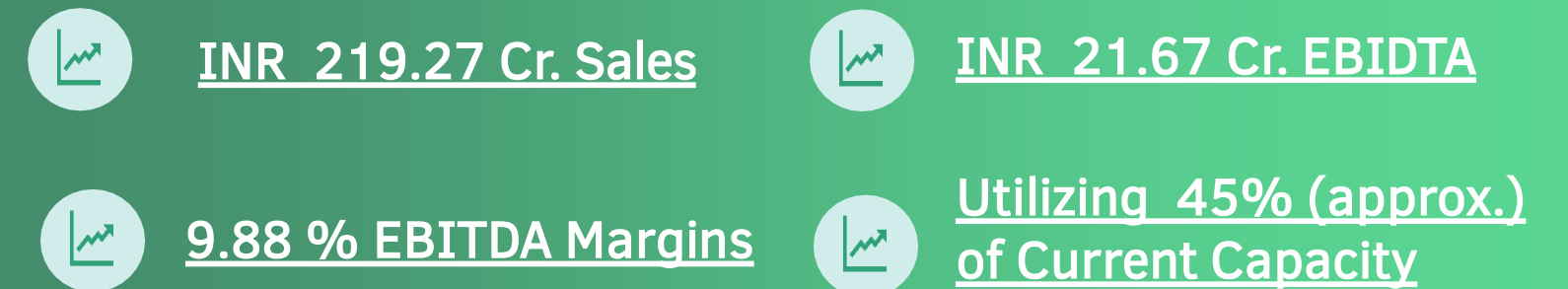


Strategic Growth Overview: Rudra Ecovation + Shiva Textfab

Shiva Textfab – FY24 (Audited)



Shiva Textfab April 24 – September 24 (Provisional)



Growth Road Ahead :

Setting Up New Capacities:

Setting up new capacities for Fibre, Filament, B2B (Bottle to Bottle Chips) and Acoustic Panels

Focus on Value-Added Products:

Emphasizing high-margin product lines like Anaura, Non Wovens, B2B, and Acoustic Panels

Achieving 100% Capacity Utilization:

Targeting to achieve 100% utilization of expanded capacity (including new capacities) by FY 2027

Revenue Potential:

Projected topline potential of INR 1,700 crore at 100% expanded capacity utilization.





Margin Goals:



Expected EBITDA margins between 16% and 17% at full capacity.

Next Expansion

Next phase of expansion for capacity enhancement of Anaura and Non woven to fully forward integrate the surplus fibre capacity (to be planned post optimum utilization of present expanded capacities)

Future Business Growth Triggers :

-  **Capacity optimization:**
Increase capacity utilization to scale up operations and gain efficiency.
-  **Leveraging existing infrastructure:**
Future investments focused on cutting-edge plant and machinery, leveraging existing infrastructure (land, building & utilities).
-  **Focus on Value-added segments:**
Complete focus on high-margin products like Anaura and Carpets.
-  **Building organizational resilience:**
Strategic hiring to bring expertise and agility to adapt to the changing business landscape.

-  **Import Substitution:**
Modernization and adopt new technology to substitute superior quality imports.
-  **Favorable Governmental Regulations:**
Recent introduction of Minimum Import Price on synthetic knitted fabrics in March 2024
-  **Embracing Sustainability:**
Align business practices with sustainability measures and improve ESG performance.
-  **EPR Advantage:**
Robust business opportunity through Stringent EPR norms.



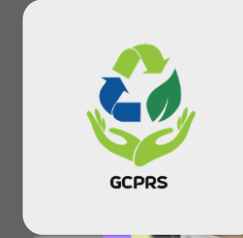
Recent Event Highlights



Bharat Tex 2024 Exhibition Stall



Sustainable Partner at AYCS Event 2024



GCPRS 2024 Exhibition Stall

"We participated in four major events in the past 2 quarters, including Bharat TEX, AYCS, GCPRS and Plastic Recycling Show ME&A getting a phenomenal response for our products. We plan to participate in more national as well as international events and exhibitions, establishing Rudra Ecovation as the industry leader and building visibility for our range of products."



Participated at PRS ME&A



Participated at PRS Middle East & Africa At Dubai ,on September 10,11,12 2024.

Mr. Akhil Malhotra Rudra Ecovation, delivered a powerful speech that resonated deeply with the audience. He highlighted the innovative use of chemical-free cellulose fibers in our Anaura Athleisure Upcycled fabrics, emphasizing our commitment to sustainable fashion. He also showcased our zero-waste manufacturing process, where Rudra Ecovation stands out as the only industry recycling bottle caps and labels—a successful model for others to follow.

His insights set a benchmark for the other industries present, sparking discussions about plastic circularity and innovation. The integration of AI technology not only supports cost-cutting but also drives growth, ensuring we produce innovative, high-quality products at competitive prices. We're excited to share that many companies approached us for this knowledge, including a major European company

The overwhelming attention we received for our traceable, trustable, and upcycled material reflects our dedication to environmental responsibility and our role in shaping the future of sustainable innovation. We are truly grateful for the positive response and appreciation from all attendees, reinforcing our mission to lead in sustainability



Recent Update

Rudra Ecovation Ltd. Joins Indo-Thai Dialogue on Circular Economy.

Mr. Akhil Malhotra, was invited as a delegate to the recent Indo-Thai Collaboration event organized in Bangkok. This gathering brought together sustainability pioneers from across Asia, aiming to drive impactful change through cooperative efforts.

In recognition of his leadership in the field, Mr. Akhil Malhotra has been honored with the Leaders of Sustainability - Indo-Thai Delegation Award.

This accolade symbolizes Mr. Akhil Malhotra efforts in promoting environmental responsibility and acknowledges Rudra Ecovation innovative approach to waste management and sustainability.



Upcoming Events

Participating at Prestigious Heimtextil exhibition happening at Frankfurt Europe on Jan, 2025

heimtextil
14.-17.1.2025
FRANKFURT/MAIN

CONNECTED BY TEXTILES

Explore the textiles-trend-talks synergies!

NEXT LEVEL 2025

SAVE The Date

Visit our Booth at **heimtextil**
FRANKFURT, GERMANY

FASHION **HOME FURNISHINGS** **ATHLEISURE**

14-17 January 2025 | Hall 9.1 G21 B | Messe, Frankfurt Germany

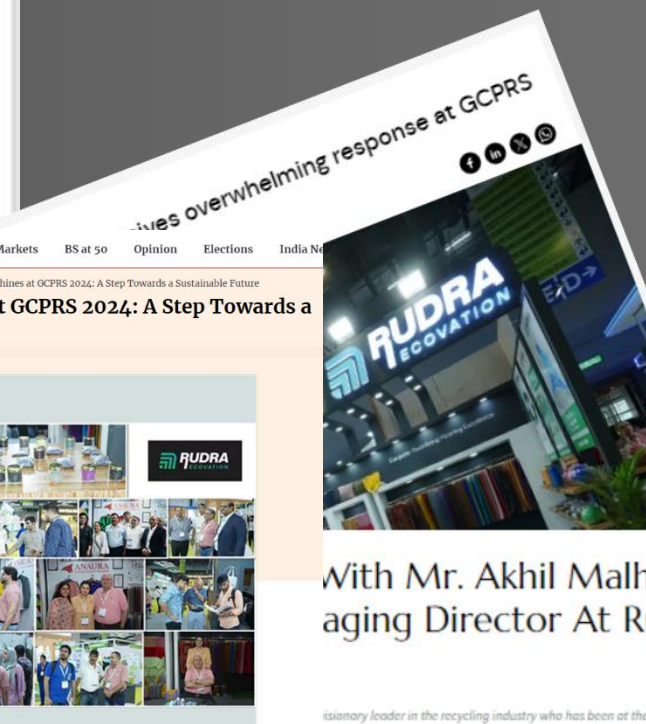
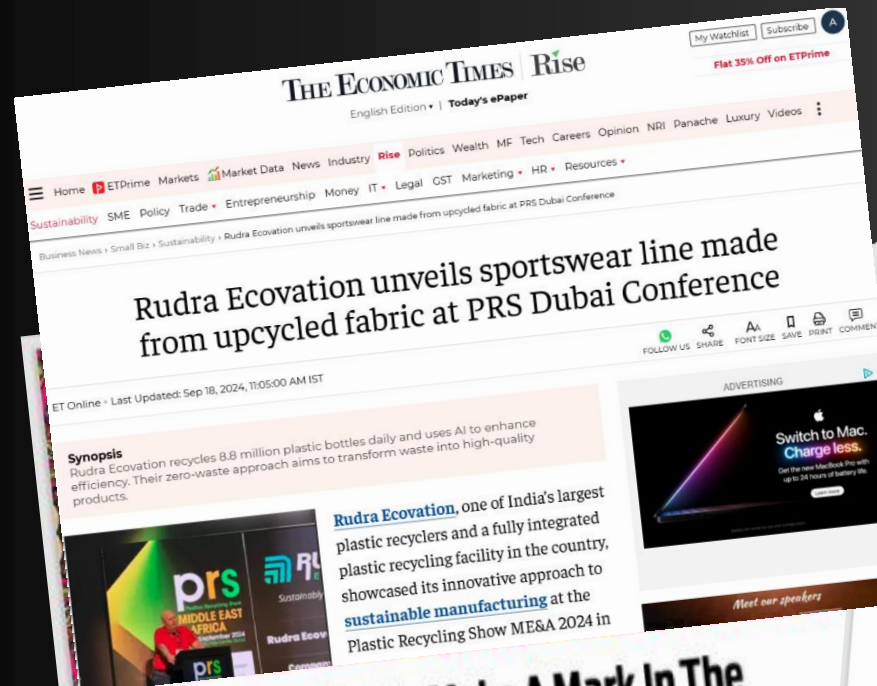
RSVP | info@rudraecovation.com | rudraecovation.com

Heimtextil is the leading international trade fair for home and contract textiles, held annually in Frankfurt, Germany. It showcases a wide range of products and trends in the textile industry, including fabrics, bedding, carpets, wall coverings, and decorative accessories. With exhibitors and visitors from around the world, Heimtextil is a hub for designers, manufacturers, retailers, and industry professionals to discover the latest innovations, network, and stay ahead of the curve in the ever-evolving world of home textiles.

Recent Media Coverages



Prominent Press Coverages



The Global Trend Towards Sustainability Has Been A Significant Driver Of Our Business Decisions: Akhil Malhotra



VK Goyal, | Join Rudra Ecovation



Rudra Ecovation Shines at GCPRS 2024: A Step Towards a Sustainable Future



Embedding ESG Principals Into Our Core Values

We are constantly working and improving our ESG standards along with UNSDG goals our ESG Goals also include ESG supply chain, we incentivize compliance among Tier 1 and Tier 2 suppliers.



Rudra has already engaged an external agency to work on **ESG & BRSR compliances** and targets to achieve the same in FY25 voluntarily.





Rudra Ecovation Ltd. (Formerly Himachal Fibres Ltd.)

Thanks

www.rudraecovation.com