



Bodal Chemicals Ltd.
COLOURS. INTEGRATION. INNOVATION.

By Online Submission

Sec/19-20/220
Date: 05/03/2020

To,
The General Manager,
BSE Ltd.
1st Floor, New Trading Ring,
Rotunda Building, P.J. Tower,
Dalal Street, Fort
Mumbai- 400 001
BSE Code: 524370

To,
The General Manager,
National Stock Exchange of India Ltd.
Exchange Plaza,
Plot no. C/1, G Block,
Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051.
NSE CODE: BODALCHEM

Dear Sir/Madam,

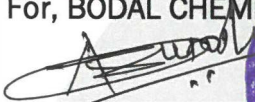
SUB: CORPORATE PRESENTATION- MARCH 2020

Ref: Regulation 30, Schedule III Part A of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

With reference to the above captioned subject, we herewith enclosed Corporate Presentation for March 2020.

This is for your information and record please.

Thanking You,
For, **BODAL CHEMICALS LTD.**


Ashutosh B. Bhatt
Company Secretary



Encl: As Above.

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Corporate Presentation

March 2020

Forward Looking Statements

This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Bodal Chemicals’ future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Bodal Chemicals undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.

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Company Profile



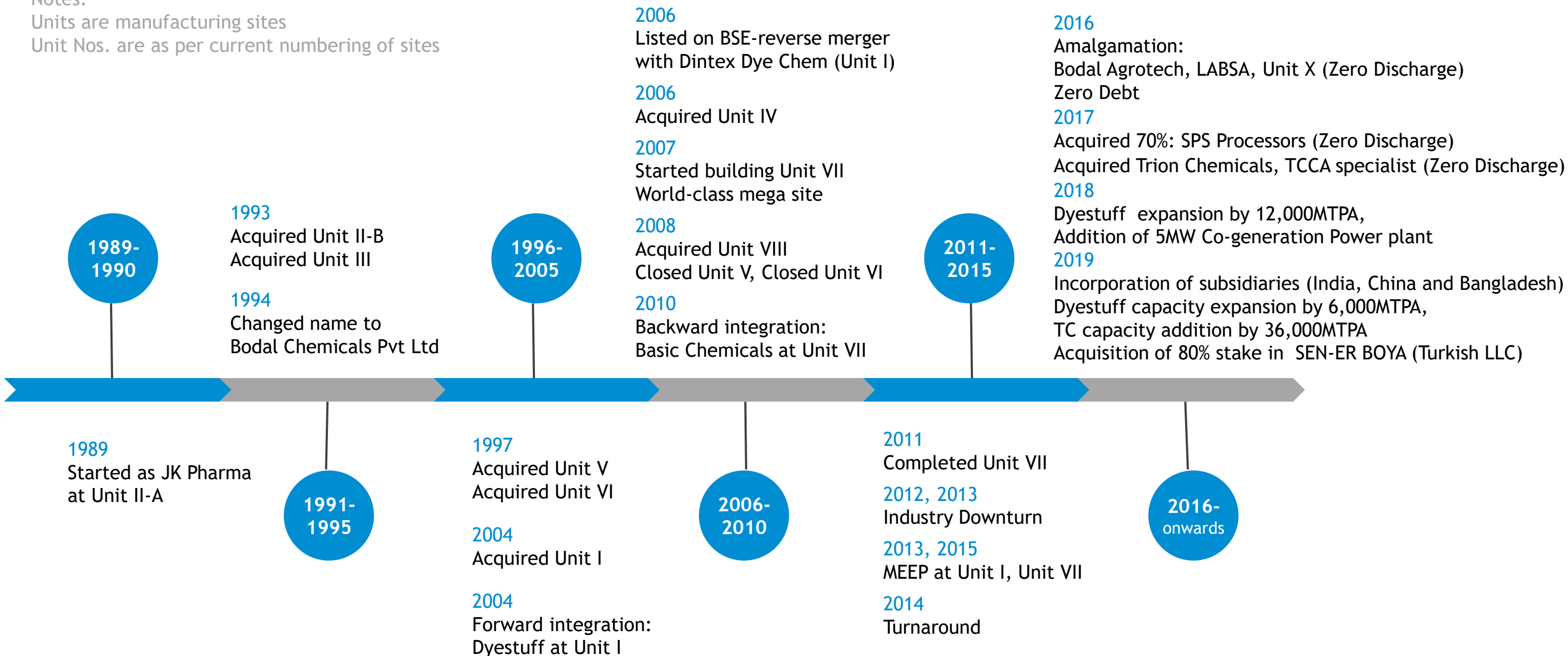
- ❖ Bodal was incorporated in 1989 by Mr. Suresh Patel, a first-generation entrepreneur by setting up a small Vinyl Sulphone plant at Vatva - Ahmedabad (Gujarat).
- ❖ Currently, Bodal is one of the globally leading, integrated Dyestuff companies from India.
- ❖ At present there are three sub -segments of Products:
 - ✓ Dye Intermediates (about 25 products)
 - ✓ Dyestuff (about 175 products)
 - ✓ Sulphur & Bulk Chemicals (about 12 products)
- ❖ At present, there are 9 manufacturing Units in Gujarat, 1 at Uttarpradesh and 7 depots across India.
- ❖ Company has six operating subsidiaries: (1.) S P S Processors Pvt. Ltd. (SPS), (2.) Trion Chemicals Pvt. Ltd. (TCPL), (3.) Bodal Chemicals Trading Private Limited (BCTPL) (4.) Bodal Chemicals Trading (Shijiazhuang) Co. Ltd (BCL-China) (5.) Sen-er Boya Kimya Tekstil Sanayi Ve Ticaret Ltd (SEN-ER BOYA) and (6.) Bodal Bangla Ltd (Bodal Bangla)
- ❖ Market capitalization is Rs.7.8 billion (4th March 2020). Promoters own 58.3%

Bodal- Milestones

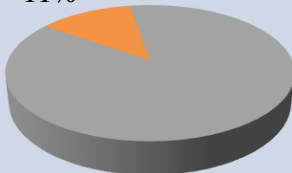
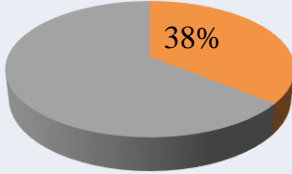
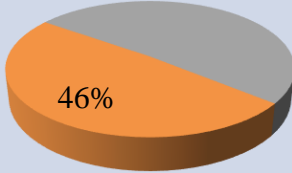
Notes:

Units are manufacturing sites

Unit Nos. are as per current numbering of sites



Manufacturing Capacities

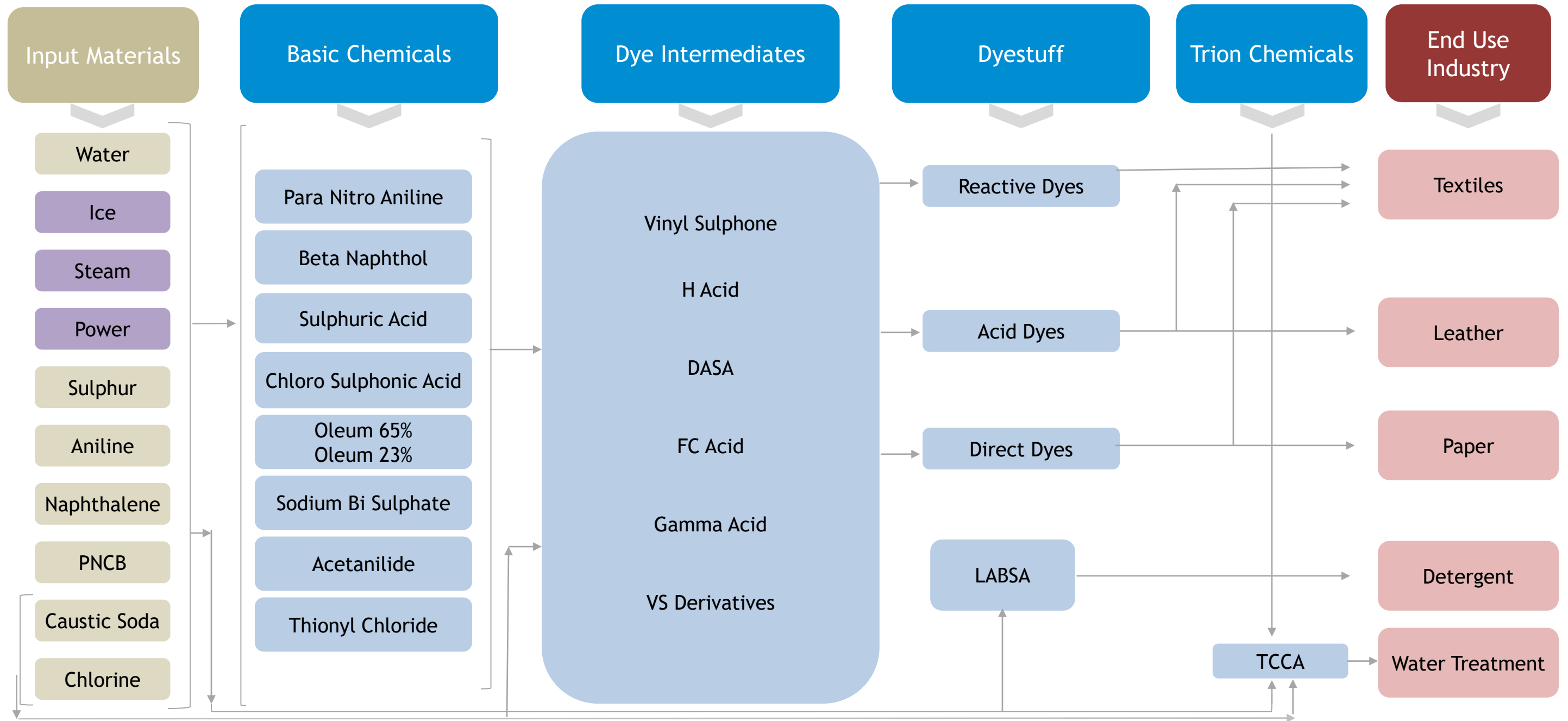
	Contribution (% Revenue, 9MFY20)	Annual Capacity & % Utilization, 9MFY20	Highlights
Basic Chemicals	 <p>11%</p>	<p>226,000 MT* 86%</p>	<ul style="list-style-type: none"> • Captive Power Plant and Steam generation • Centrally located, latest upgraded manufacturing facilities • Produces about 12 products
Dye Intermediates	 <p>38%</p>	<p>33,000 MT** 76%</p>	<ul style="list-style-type: none"> • Advance technology MEEP for effluent treatment with capacity, of 5 lakhs liters/day • Produces about 25 products
Dyestuff	 <p>46%</p>	<p>35,000 MT*** 53%</p>	<ul style="list-style-type: none"> • Range of Reactive, Acid & Direct dyes that are used in Textile, leather & paper industries respectively • Permission for treated effluent disposal of 1 million liters/day • Advanced technology Effluent Treatment Plant (Brine treatment) • Produces about 175 products

Notes: (1.) *Thionyl Chloride capacity of 36,000 MTPA added in March-2019. (2.) ** Includes SPS existing Capacity. (3.) ***Dyestuff capacity refers to Powder Form. (4.) Vinyl Sulphone capacity of 6,000 MTPA will be added in SPS

Bodal is keenly investing for sustained growth

Integrated Business Model

- Input Materials - part/full in-house
- Input Materials - external
- Bodal Chemicals Products
- End use industries



About 45% of Basic Chemicals and Dye Intermediates are captively used



Environmental Facilities



In-house Facilities at Bodal

Effluent Treatment Plant (ETP)

1. Treats low load waste water
2. Compliant with GPCB, CPCB norms
3. Capacity 500,000 liters / day
4. Chemical oxidation
5. Flocculation
6. Clarification
7. Bio- degradation by AIS
8. Tertiary Poly system
9. Online monitoring system

Multiple Effect Evaporator Plant (MEEP)

1. Treats high load waste water
2. Recovers salts- captive use/ sold
3. Capacity 500,000 liters/day
4. Investment of Rs 350mn
5. Benefits:
 - Needs low steam, power
 - Re-use of condensed water
 - Integrated Zero Discharge System

Brine Treatment Plant

1. Bodal installed world's first Brine Treatment Plant at Unit-VII
2. Its is based on Modern Water's all-membrane brine concentration process (AMBC)
3. It treats the effluent from Dyes and Zero Liquid Discharge (ZLD) is achieved at the end of treatment cycle

Effluent Spray Dryer Plant (ESDP)

1. Treats high load waste water beyond MEEP
2. Minimizes treatment cost
3. Spray Dryers: 3 * 100,000 liters/ day
4. Incinerators: 3* 125,000 liters/ day

Note: AIS is Advent Integrated System, Advent Corporation, USA

Environment and safety are high priority for Bodal and key to sustainable growth

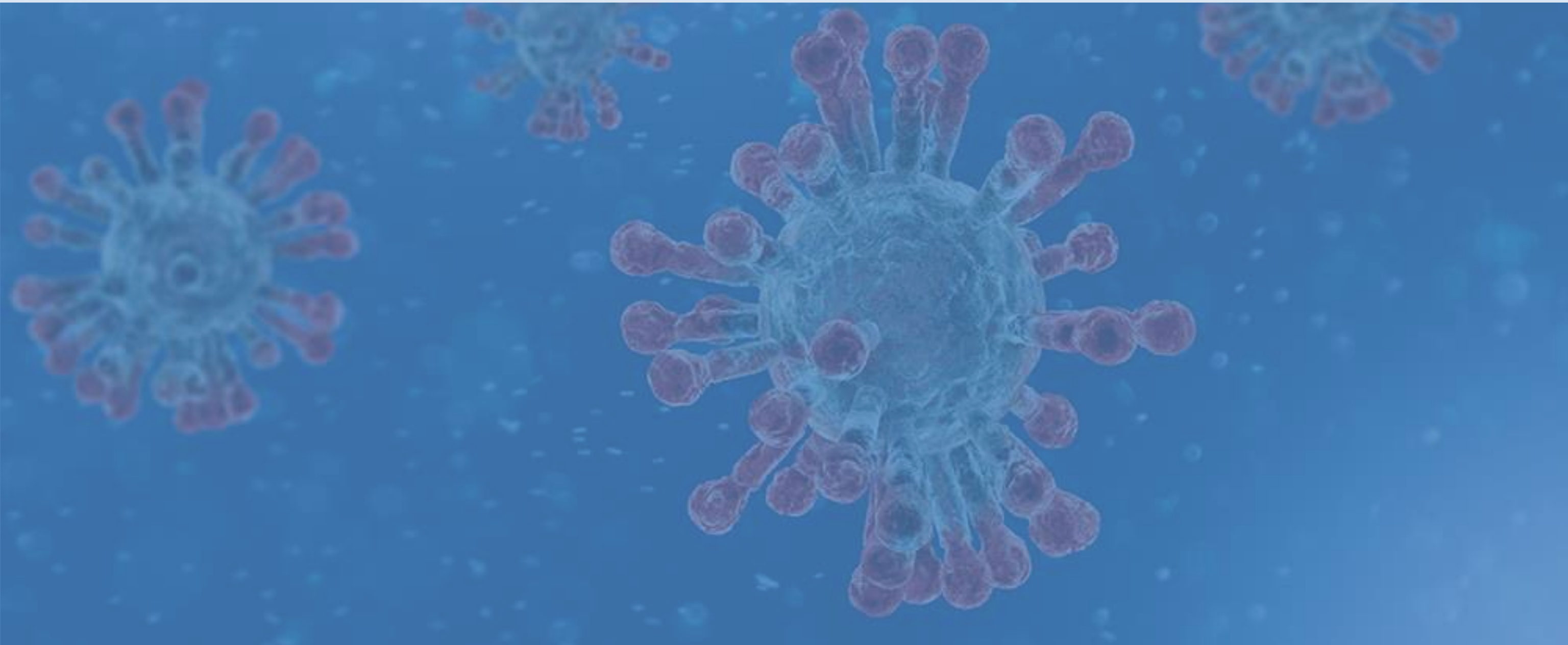
Environmental Facilities at different plants

Plant	Location	Zero Waste Discharge Site (Solid + Liquid + Air)	Effluent Treatment Plant (ETP)	Common Effluent Treatment Plant, (CETP, at GIDC)	Multiple Effect Evaporator (MEEP)	Effluent Spray Dryer Plant (ESDP)	Solid Waste Incinerator Plant	Treated Effluent Discharge Access VECL Cala Lit./Day
Unit I	Ahmedabad	-	✓	✓	✓	✓	✓	-
Unit II	Ahmedabad	-	✓	✓	-	-	-	-
Unit III	Ahmedabad	-	✓	✓	-	-	-	-
Unit IV	Ahmedabad	-	✓	✓	-	-	-	-
Unit VII	Vadodara	-	✓	-	✓	✓	✓	949,000
Unit VIII	Vadodara	-	✓	-	✓	✓	✓	23,800
Unit IX	Vadodara	✓	✓	-	-	-	-	-
Unit X	Vadodara	✓	✓	-	-	-	-	-
SPS Processors	Kosi, UP	✓	✓	-	-	-	-	-
Trion Chemicals	Khambhat	✓	✓	-	-	-	-	-

Note: VECL- Vadodara Enviro Channel Limited

Environment First is one of the key policies of Bodal Chemicals

Current Situation in China



- ❖ There has been a lockdown in Wuhan city (capital of Hubei province) in China since around a month due to coronavirus epidemic. At present the lockdown has been extended till 10th March 2020.
- ❖ Hubei has a large chemical industry which have been impacted by this lockdown and there might be some labour issues in the near term until the situation settles down completely. Hubei Chuyuan (world's biggest producer of Dye Intermediates) is located in the same region only.
- ❖ Prices of our Dye Intermediates products have improved significantly after December mainly due to closure given to one domestic Dye Intermediates player, lockdown in China due to coronavirus, and improvement in demand globally after ease of trade war between the US & China.
- ❖ Current price of VS is around Rs 290 to Rs 300/kg while H Acid is around Rs 490 to Rs 500/kg approximately. Apart from that, prices of all other Dye Intermediates are also up.
- ❖ We import only few raw materials from China like J-acid, K-acid and cyanuric chloride etc. These raw materials are used to make certain colours of Dyes only and are very small percentage of our total raw materials costs. Bodal has around 3 months of stock for the same.
- ❖ We believe current prices of our products to sustain and should add to profitability in the near term. Further worsening of situation at China should increase Dye Intermediates prices from current levels.

At present, prices of Dye Intermediates are up more than 60%-70% from Q3FY20 levels



Advantage Bodal



- ✓ Strong and experienced management team with continuous focus on growth and increase in shareholder's value
- ✓ Unique and unparalleled integrated business model leading to cost competitiveness and protection against commodity cycle
- ✓ Strong customer relationship across the globe and further enhancing it through B2C model in Dyestuff
- ✓ Successful and consistent track record of organic and inorganic growth
- ✓ Well- equipped production facilities and laboratories. Strict quality adherence and continuous investment into R&D
- ✓ Strict environmental compliance with in-house ETP and MEEP plants
- ✓ Presence in multiple countries minimizing country specific risks. And significant share of revenues coming from exports

Sustainability of profit and growth ensured

Challenges

Environmental norms

Shut down of units

Forex fluctuation

Low cost imports

Volatile raw materials price

Volatile sales price

Actions

Growing into dyestuff

Backward & Forward integration

Product quality

Exports

Financial discipline

Complete hedging

Results

Market Share

3%

Dyestuff
Global

13%

Dyestuff
Indian

6%

Dye Intermediates
Global

20%

Dye Intermediates
Indian

Consistent growth that we are proud of

Customer Relationship

Domestic Customers

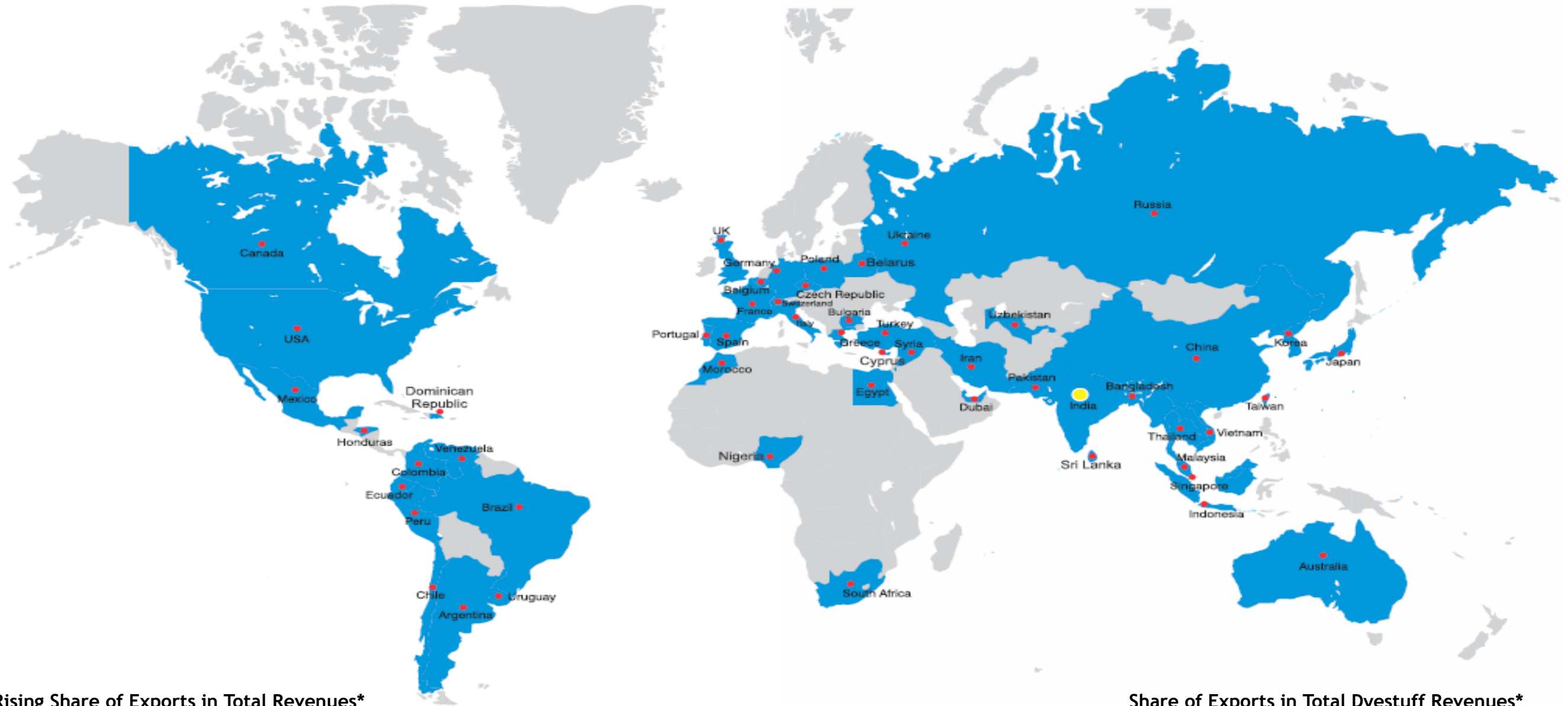
International Customers



Unidye S.A.



Strong long term Relationships with top Domestic and International Customers



Rising Share of Exports in Total Revenues*

FY17	FY18	FY19	9MFY20
29.5%	30.2%	43.9%	46.1%

Share of Exports in Total Dyestuff Revenues*

Q4FY19	Q1FY20	Q2FY20	Q3FY20
52.5%	62.1%	66.9%	69.6%

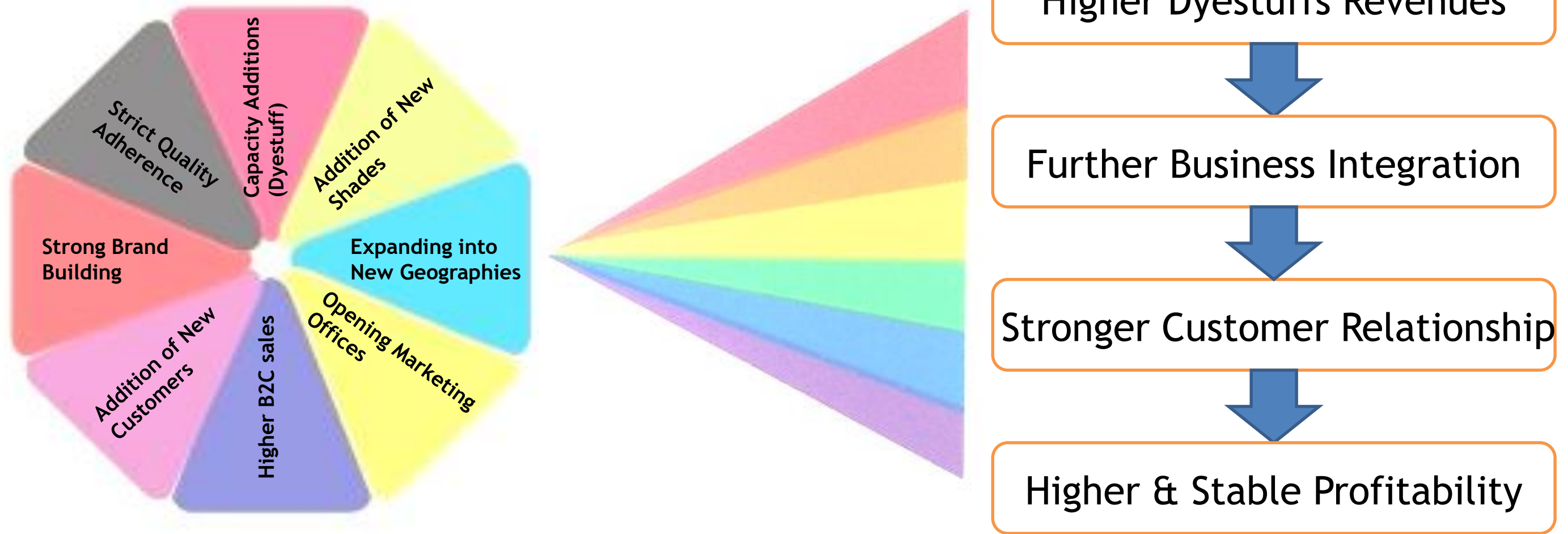
Bodal Exports ~45% of its sales to 150+ customers in 45+ countries

* Note: Revenues are Standalone

The Way Forward



Thriving for increase in profitability and market share



Share of Dyestuff to increase gradually which will lead to stronger integration and stable margins

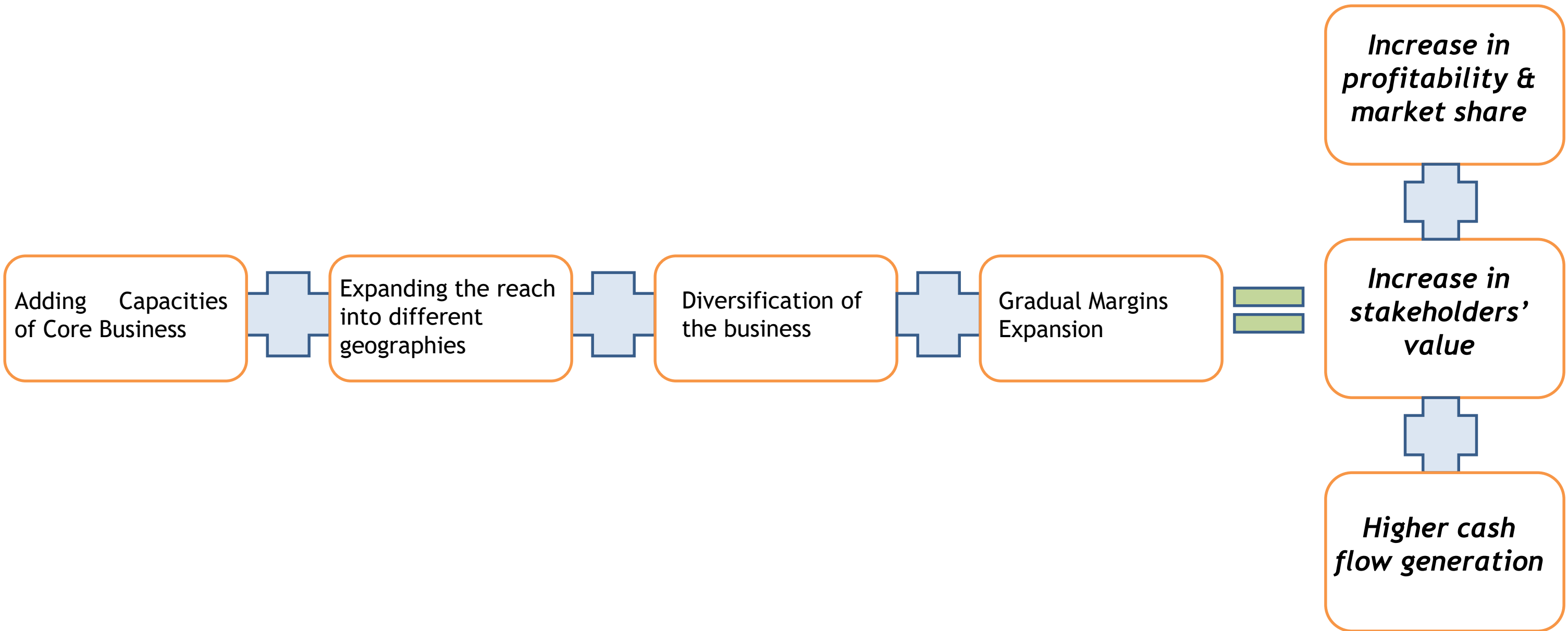
1. Bodal Chemicals expanded its Dyestuff capacity by 18,000 MTPA in last two years. Share of Dyestuff in total revenues will increase going ahead with higher capacity utilization which will ensure further integration of business and stable margins.
2. For marketing of Dyestuff, Bodal has opened several warehouses across the country. It has also opened marketing and trading subsidiaries in key geographies for the company like China and Bangladesh. Apart from that, Bodal acquired ~80% stake in Turkish entity named Sener Boya in August-2019. All these efforts should increase Bodal's Dyestuff revenues across the globe and increase share of B2C gradually.
3. Bodal is planning to add VS capacity at SPS. Addition of VS plant should increase profitability of SPS and contribute to the growth in the coming years.
4. Strict financial discipline to ensure consistent returns and leverage ratios

Key drivers in place to lead Bodal to new heights in coming years

5. Recently, the board of the company has approved acquiring 100% stake in Trion Chemicals and believe that it should turn profitable in the near term.
6. Promoter's continuous focus on integrated business model including plans to foray into Specialty Chemicals.
7. The company would build on its successful track record of organic and inorganic growth even going further.
8. Gradual margins expansion due to:
 - ❑ Utilization of Thionyl Chloride (TC) Plant of 36,000 MTPA at Unit VII, a forward integration for sulphuric acid and backward integration for Vinyl sulphone
 - ❑ Optimum utilization of co-generation power plant will lead to substantial saving in power & fuel costs going ahead
 - ❑ Increasing share of B2C in Dyestuff across the world

Gradual expansion in margins to increase profitability

Bodal on Strong Growth Trajectory



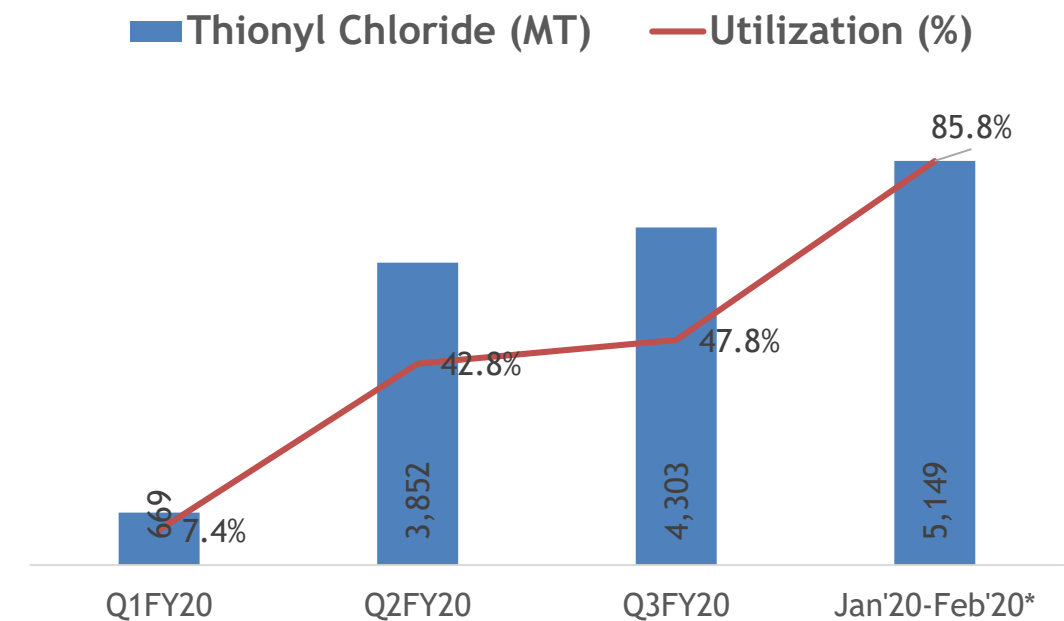
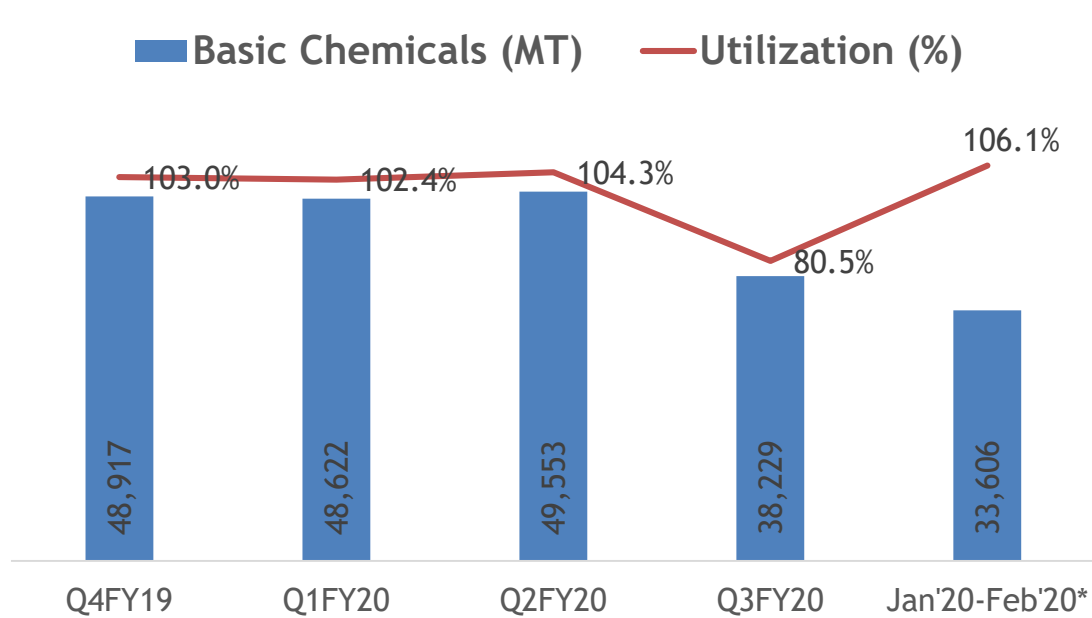
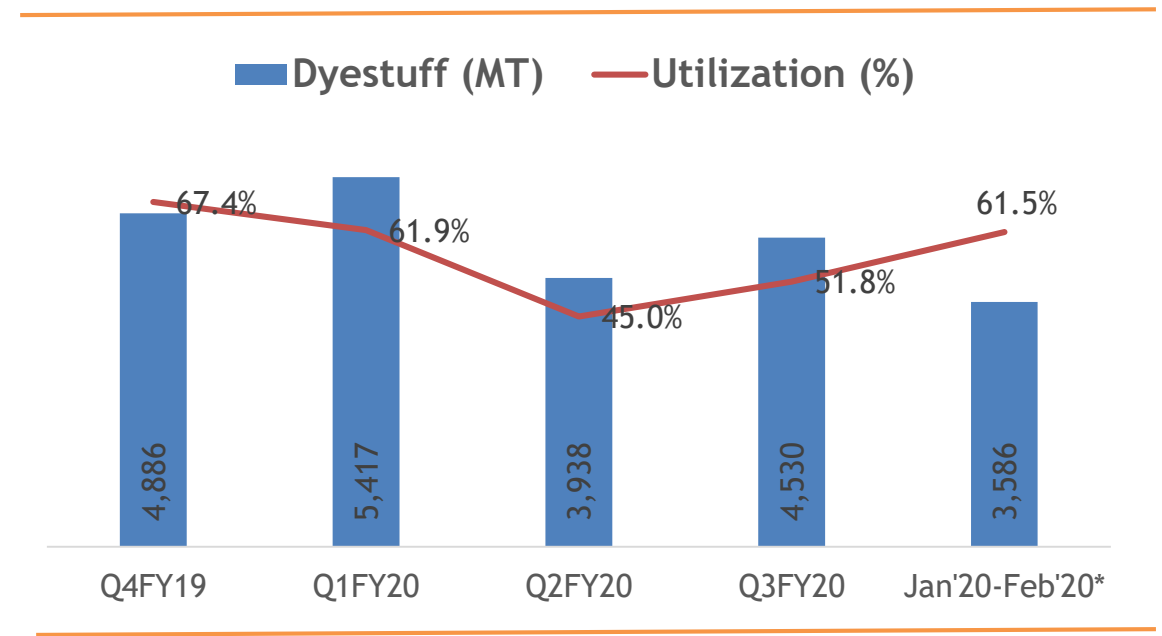
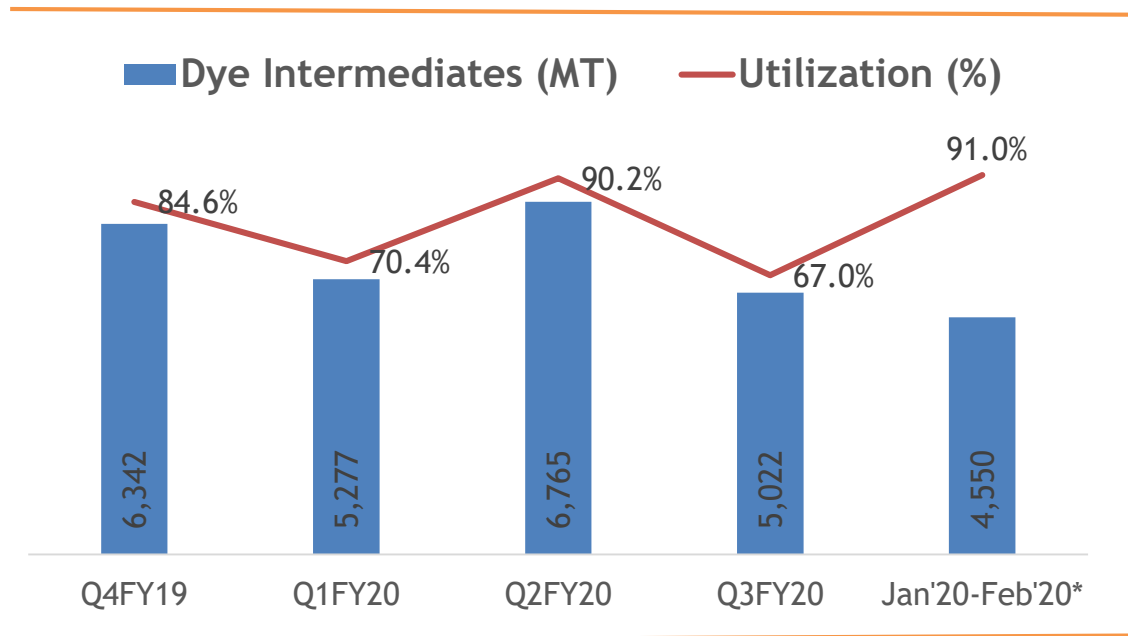
Continuous efforts to make higher integrated business model

Quarterly Production Data



Higher capacity utilization levels to support higher growth in coming years

Production and Utilization Levels



Improvement in utilization levels across business segments

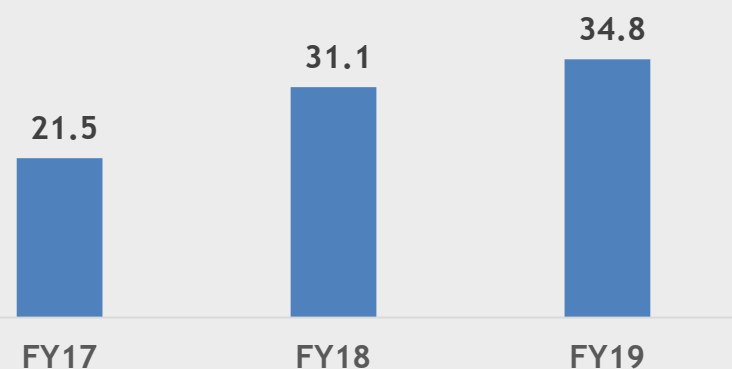
Rewards and Recognition

- ✓ Award for Highest Self Manufacturing Turnover from Domestic and Export of Dyes and Dye Intermediates during FY2016-17 from **The Gujarat Dyestuffs Manufacturers Association (in June-18)**
- ✓ First in Large scale unit category for outstanding performance on Domestic Market and one as a Second in Large scale unit category for Excellent performance in Export of Dyestuffs from **The Dyestuff Manufacturers' Association of India(in July -2018)**
- ✓ Recently, recognized by
 - ❑ ET Enterprise Icons 2018
 - ❑ Gujarat Best brand award 2018
 - ❑ 25 Best Companies to Work For (Industry) 2019 by CEO Insights



CSR Initiatives

Amount Spent on CSR (Rs Mn)



- ✓ Bodal seeks to be a responsible corporate citizen. It works through Trusts and YUVA - a renowned NGO
- ✓ Bodal's focus areas are
 - Eradicating hunger, poverty and malnutrition
 - Promoting healthcare and sanitation including contribution to the Swach Bharat Kosh
 - Promoting education and enhancement of rural infrastructure
 - Ensuring environmental sustainability
 - Providing funds for construction for drinking water pipelines
 - Conducting regular health check-up camps
 - Contribution to the Prime Minister's National Relief Fund
- ✓ Bodal also promotes sports, with contributions to
 - Sports Council of the Deaf Basketball Club
 - Promoting individual talent to represent the country in sporting events
- ✓ Bodal's CSR contribution was Rs. 34.8 million in FY2019

Thank you



Bodal Chemicals Ltd.

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