



## SURYA ROSHNI LIMITED

CIN - L31501HR1973PLC007543

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Ph.: +91-11-25810093-96, 47108000 Fax : +91-11-25789560  
E-mail : cs@surya.in Website : www.surya.co.in

SRL/se/19-20/38  
November 16, 2019

**The Secretary**  
**The Stock Exchange, Mumbai**  
New Trading Ring, 14th Floor,  
Rotunda Building, P.J.Towers,  
Dalal Street, Fort,  
**MUMBAI - 400 001**  
Scrip Code: 500336

**The Manager (Listing Department)**  
**The National stock Exchange of India Ltd**  
Exchange Plaza, 5<sup>th</sup> floor  
Plot No. C/1, G Block  
Bandra Kurla Complex, Bandra (E)  
**Mumbai – 400 051**  
NSE Symbol: SURYAROSNI

**Re : INVESTOR PRESENTATION**

Dear Sir,

In terms of Regulation 30 read with Para A of Schedule III and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed copy of the "Investor presentation – November, 2019". Copy of the same is also being uploaded on the website of the Company at, <http://www.surya.co.in>

Kindly take the same in your records.

Thanking you,

Yours faithfully

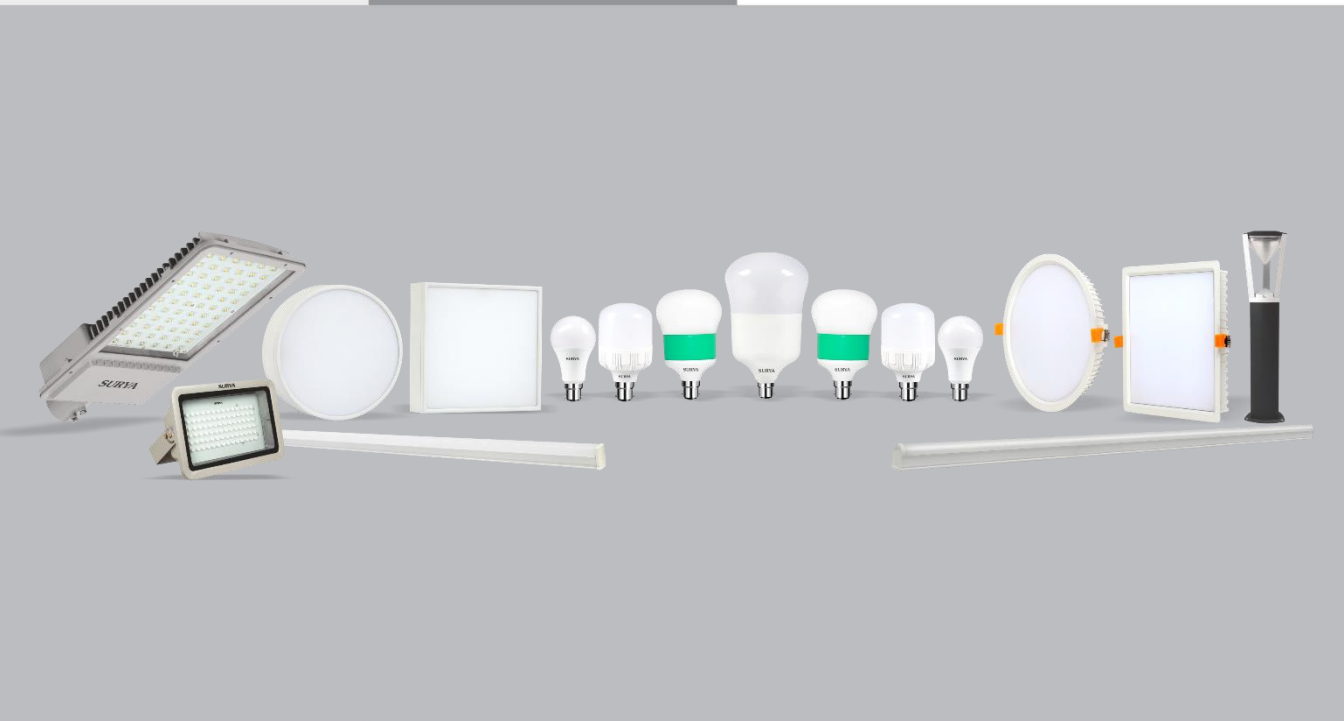
For Surya Roshni Limited

**B B SINGAL**  
**Sr. V.P & COMPANY SECRETARY**

Enclosed: as above.



# SURYA



## Surya Roshni Limited

Investors Presentation  
November 2019

Updated H1FY20 Results





**1**

**Company  
Overview**

**2**

**Steel Pipes  
& Strips**

**3**

**Lighting & Consumer  
Durables**

**4**

**Financial  
Highlights**

**5**

**Growth  
Drivers**

**6**

**Board of Directors and  
KMP's**

**7**

**Client &  
Customers**

- Established in 1973, **SURYA** spearheaded the technological revolution and evolved as one of the fully integrated Steel Pipes & Strips and Lighting & Consumer Durables conglomerate
- Strong brand and wide spread distribution network
- # 1 in India for manufacturing of ERW GI Pipes
- Largest exporter of ERW Pipes
- # 2 in India for Lighting products

**50 +**

Exports across countries globally

**100 %**

Backward integrated

**5 years +**

Association with over 50% of lighting distributors

**2,500 +**

Distributors

**2,50,000**

Retail/Dealer outlets  
Strong Rural Base

**FY 2018-19**

**Rs 59,750 million, 21% YoY ↑**

Net Revenue

**Rs 3,761 million, 8% YoY ↑**

EBITDA

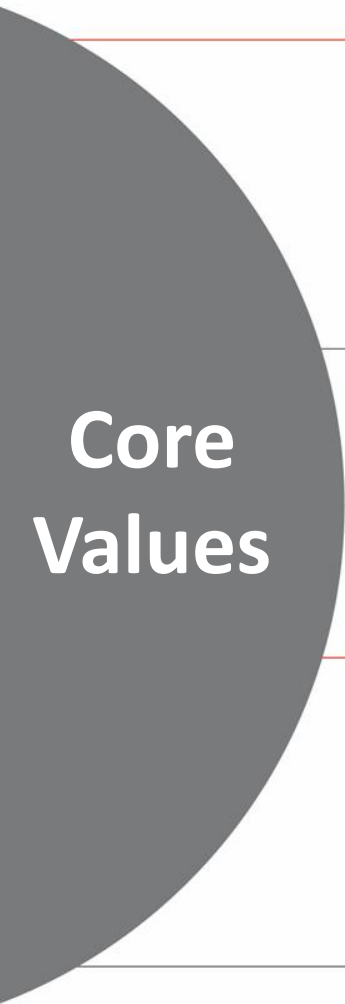
**H1 FY 2019-20**

**Rs 27,340 million, 3% YoY ↑**

Net Revenue

**Rs 1,689 million, 7% YoY ↑**

EBITDA



## Surya Parivar

Principle-centric, Close-knit Family, Trust, Mutual Respect And Team Spirit



## Integrity

Moral Principles, Undivided Spirit. Reflects in Personal Lives, Financial Transactions and Business Deals.



## Social Responsibility

Eco-Friendly Products, Optimized Resources to Conserve the Environment.



## Customer Satisfaction

Customers - Guiding Stars  
Future Endeavours and Improvement.

## Profitable growth



Professionalism



Product Development



Productivity and Perfection



Performance Evaluation





Promotional Activities





Payback on Capex


## Steel Pipe & Strips Plants

 Bahadurgarh (Haryana)  
1973

 Gwalior (Madhya Pradesh)  
2010


 Anjar (Gujarat)  
2010


 Hindupur (AP)  
2017

 **Corporate Office**  
Delhi





## Lighting Plants

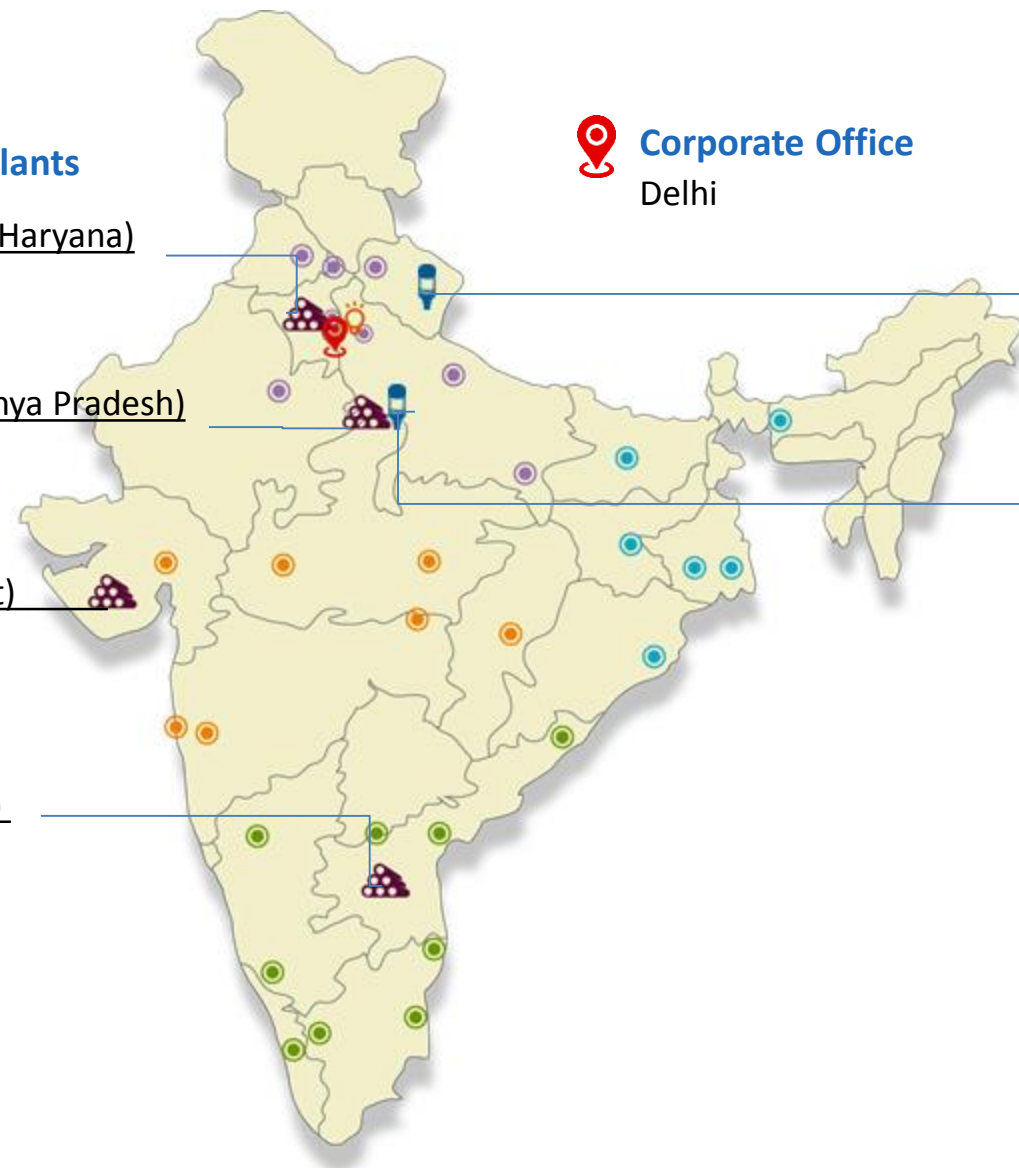
 **R &D Center (STIC)**  
Noida

 Kashipur (Uttarakhand)  
1984

 Malanpur (Gwalior)  
1992

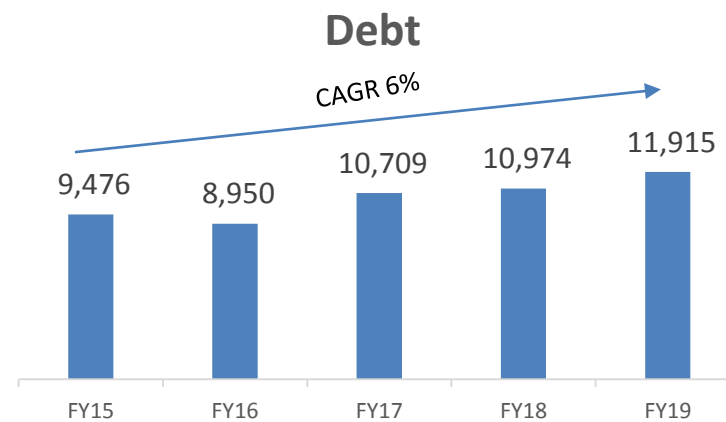
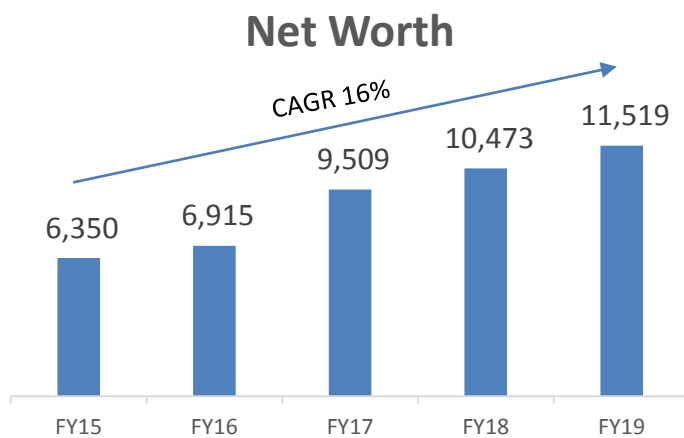
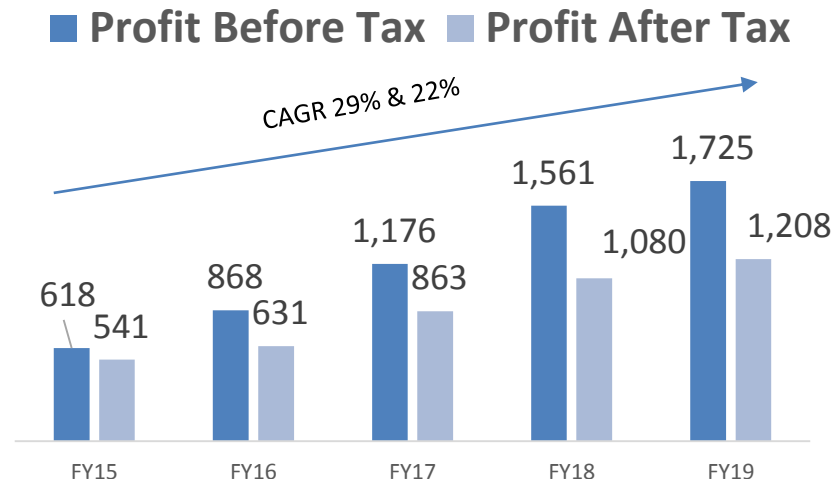
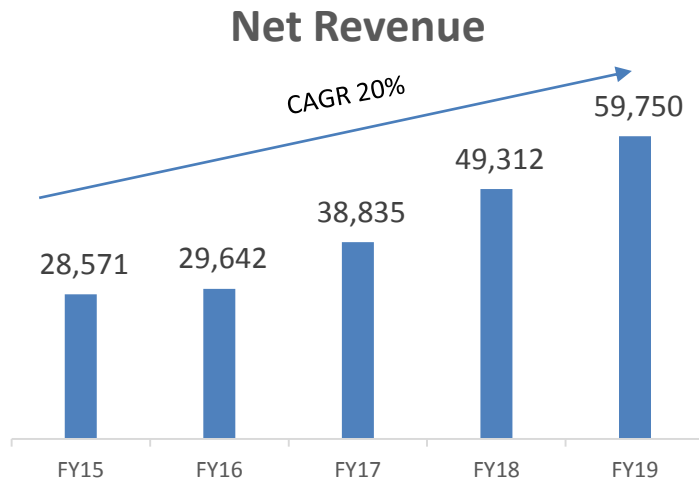
**Branches**

-  North Zone
-  East Zone
-  West and Central Zone
-  South Zone



# Consistent Financial Performance – 5 Years

(INR in million)





# Steel Pipes & Strips

**Extensive Applications**



<b>Position and Brand</b>	Company is the largest exporter of ERW Pipes and largest manufacturer of ERW GI pipes in India under <b>Brand “PRAKASH SURYA”</b>			
<b>Particulars</b>	<b>2017-18</b>		<b>2018-19</b>	
<b>Turnover (Net of Taxes) (Rs. in million)</b>	<b>35,545</b>		<b>44,267</b>	
<b>Value increase (in %)</b>	<b>36%</b>		<b>25%</b>	
<b>Volume Growth (in %)</b>	<b>20%</b>		<b>10%</b>	
<b>Plant Locations</b>	Bahadurgarh (Haryana)	Gwalior (M.P.)	Anjar (Gujarat)	Hindupur (A.P)
<b>Year of Establishment</b>	<b>1973</b>	<b>2010</b>	<b>2010</b>	<b>2017</b>
<b>Products</b>	ERW Steel pipes (GI, Black, Hollow section), Spiral, API, 3LPE coated & CR sheets			
<b>Exports</b>	More than 50 countries (UAE, Australia, Egypt, EU, Canada, US etc.)			
<b>Marketing Network</b>	Over 250 Dealers and 21,000 Retailers (B2C - 70%)			
<b>Raw materials Suppliers</b>	SAIL, JSW, Hindustan Zinc, Tata Steel, Essar Steel			
	Posco, Angang, Sngang, Zaporzhstal, Hyundai, Benxi, Anchan			
<b>Production Capacity</b>	<b>Particulars</b>	<b>Capacity (p.a)</b>		
	ERW Pipes (including GI - 2,50,000 MT)	900,000 MT		
	Spiral (including offline – 1,40,000 MT)	200,000 MT		
	CR Sheets	115,000 MT		
	3 LPE Coating	External; 1,850,000 sq mtr, Internal; 1,100,000 sq. mtr.		

# Steel Pipes & Strips Segment Performance Improvement

**SURYA**

(INR in million)

Particulars	Pre - Merger		Post Merger - Surya Global, Anjar (Guj)			CAGR%
	FY15	FY16	FY17	FY18	FY19	
Sales Volume (Qty in MT)	368,286	427,833	615,376	738,943	812,050	22%
Net Revenue	17,076	16,536	26,049	35,545	44,267	27%
EBITDA	879	837	1,765	2,102	2,269	27%
PBT	-122	-98	370	644	743	42%
Net Worth	3,503	3,438	5,567	6,390	6,712	18%
Debt	5,063	5,455	7,393	7,750	7,862	12%

## Steel Pipes

## Cold Rolled

GI  
(33%)

Black  
(24%)

Hollow Section  
(19%)

API & 3 LPE Coated  
and Spiral Pipes  
(11%)

CR Strips / Sheets  
(13%)



### Applications

### Applications

### Applications

### Applications

### Applications

- Agriculture
- Casing and tubing
- Hot and Water
- Plumbing pipe
- Green Houses
- Fire Fighting
- Street Light Poles
- GP Pipes
- Solar Panels
- Spur Lines

- Construction Works
- Fabrication
- Powder Coating
- Sign Boards
- Industrial Application
- Scaffoldings
- Poles & Towers

- Engineering & Architectural Structures
- Airport, Metros, Railways infrastructure
- Urban Development
- Electrical Poles/ Telecom Towers
- Solar Structure

- Oil & Gas Pipelines
- Oil Well Casing
- City Gas Distribution Pipelines
- Plant Piping
- Water Pipelines – Mains
- Industrial water Lines
- Chilled water pipelines

- Auto Components
- Electrical Motor Stamping
- Furniture & Fittings
- Domestic Appliances
- Drums and Barrels
- Cycle Rims
- Umbrella Tubes, Ribs
- Engineering Applications



Agriculture



Fire Fighting



Housing



Infrastructure



Urban



Railway



City Gas



Smart City



**Anjar, Gujarat - ERW and Spiral**

**Est 2010**

- Spread across 92 Acres to target export markets; merged with the Company w.e.f April 2016
- Proximity to major Kandla and Mundra Ports gives strategic advantage in exports and imports
- Manufactures ERW and Spiral pipes (GI, Black, Section) and API Pipes with coating



**Hindupur, Andhra Pradesh**

**Est 2017**

- Establish for manufacturing ERW (GI, Black, Section) pipes
- Proximity to premium market of South India – savings in logistic cost; eligible for tax incentives under the A.P. State Policy
- Full utilization in first full year of operation (2018-19), expansion during current year to 200,000 MTPA



## Bahadurgarh (NCR – Delhi)

Est 1973

- Spread across 55 acres, close proximity to Bahadurgarh Metro Station and KMP
- ERW pipe plant established in 1973/ Cold Rolled (CR) Sheets plant established in 1991
- Manufactures ERW pipes (GI, Black, Section), API Pipes for CGD.
- Serves NCR and North Indian market
- Continuous thrust on efficiency and cost reduction



## Gwalior (Madhya Pradesh)

Est 2010

- Spread across 51 acres, centrally located, serving UP, MP, Rajasthan and Chhattisgarh markets
- Established for manufacturing ERW pipes (GI, Black, Section)
- Eligible for state industrial incentives upto 2025
- Ample Infrastructure facilities for future expansions
- Expanding, with state of art technology, into range of Section Pipes to capture strong demand



- The 3LPE Coating Plant from SELMERS, Netherlands, in Anjar, Gujarat, fully operational.
- Established track record, obtained accreditations, certifications of ISO 9001,14001 & 18001
- Specialized API Pipe with 3LPE Coating, used in transportation of Petroleum & Natural Gas, City Gas Distribution and Water Pipelines
- 44% growth in API & Spiral Pipes in H1FY20
- High growth area - special thrust from Government on building modern infrastructure with low cost transportation
- **Strong demand from CGD and Oil and Gas Sector**
- Rs. 480 crore order book under execution, facility is fully booked for current financial year and expecting continuous flow of orders.
- Savings in coating cost, Eligible for State Industrial Incentives. Higher capacity utilisation of the Spiral/ERW facilities



Advertisement in  
Local print Media







The International Tube and Pipe  
Trade Fair, Germany, April 2018



TV Advertisement for Prakash  
Surya Steel Pipes

- Selling with 'Prakash Surya' Brand across India via established Dealer and Distributor network.
- Strong brand leadership, historical presence, channel reach across India with strong presence in Tier II and Rural India, relationship build over decades
- Participation in events, dealer meets to engage channel partners
- Use of media, local print to build brand franchisee

## Advantage India

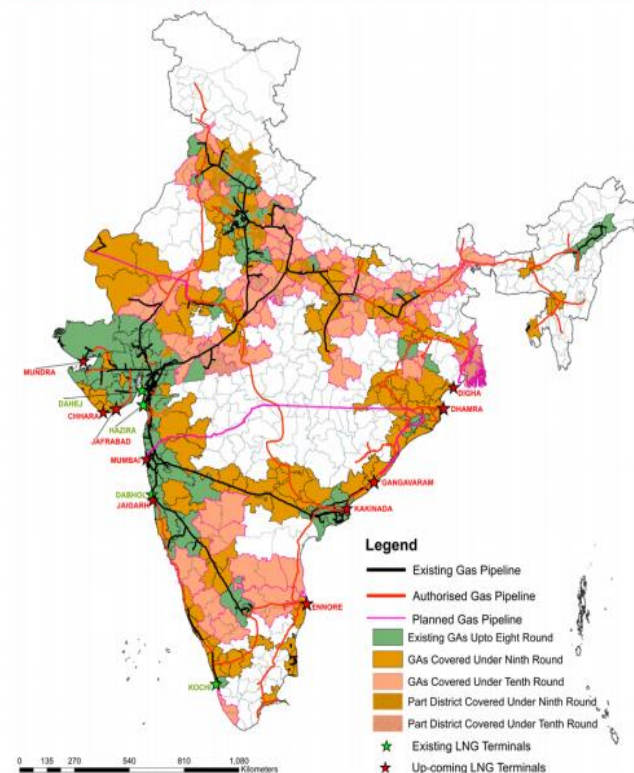
 <p><b>Robust Demand</b></p>	<p>India is the world's third largest energy consumer globally. Demand for primary energy in India is expected to increase threefold by 2035 to 1,516 million tonnes of oil.</p>
 <p><b>Rising Investment</b></p>	<p>The oil and gas industry is growing robustly and players are undertaking investments to cater to the burgeoning demand. Foreign Investor will have opportunities to invest in project worth <b>US\$ 300 billion in Oil and Gas sector</b></p>
 <p><b>Supportive FDI Guidelines</b></p>	<p>The government allows 100% FDI in upstream and private sector refining projects.</p>
 <p><b>Policy Support</b></p>	<p>Government has enacted various policies such as the OALP and CBM policy to encourage investments.</p>

India will see an investment of **USD 100 billion by 2024** in oil refining, pipelines, city gas distribution networks and LNG terminals.



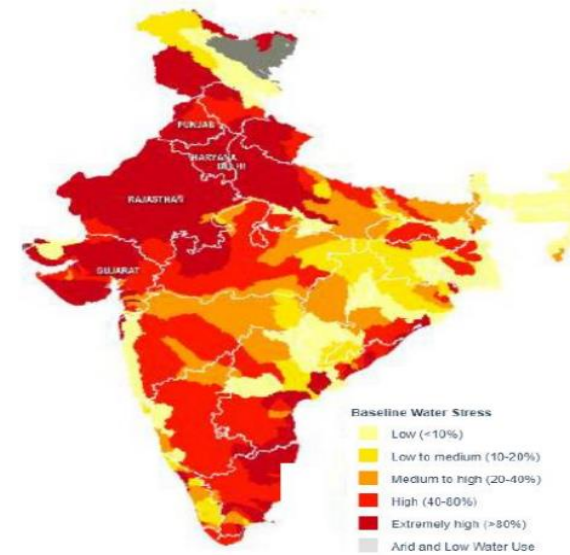
- Financial Year 2018-19 was truly a revolutionary year for City Gas Distribution (CGD) sector in India
- Proposed investment after 9<sup>th</sup> and 10<sup>th</sup> round of bidding is about **INR 1.2 lacs crores**
- Massive expansion of CGD network is a part of Govt efforts to raise the share of natural gas in the energy basket to 15% by 2030 from current 6.2%
- **Increase in the piped City Gas user:** Piped cooking gas users in India increased from 42 lacs in March 2018 to over 54 lacs till September 1, 2019. Licenses awarded further would take this number to 5 crore by 2030
- PNGRB auctioned 228 Geographical Areas covering 406 districts after 10<sup>th</sup> round of bidding, shall cover 70% of population.
- CNG Station planned to be 10,000 by 2030 from 1769
- Licenses awarded to IOCL, HPCL, Gujarat Gas, Adani Gas, Bharat Gas amongst others
- To benefit ERW Steel Pipe Industry immensely and more particularly to Surya after installation of 3LPE coating facility

Gas Infrastructure Map of India



- **India has** 16% of world's population and 15% of its livestock, while **only 4% of water resources**
- **Government thrust to provide piped water to all households by 2024, up from c18% at present.** Massive challenge to **add 150 mn households across 0.5 mn + villages** over the next five years
- **Jal Shakti** – A new ministry for unifying the water management functions
- **Estimated investment of INR 4.5 lacs crores** over five years 2020 to 2024
- **256 districts** to ensure five important water conservation,
  - Water conservation and rain water harvesting
  - Renovation of traditional and other water bodies/ tanks
  - Reuse and bore well recharge structures
  - Watershed development and
  - Intensive afforestation
- **Pipes** – Major sector to get benefit – Cos engaged in **GI, MS, HDPE, PVC, CPVC Pipes**
  - Main Pipelines – Connected from secondary source
  - Sub Main Pipes – Connected from main pipelines
  - Service/ branch pipes – Connected from sub-main for distribution to households
- **Pipes will be @ 40%** of the total investment, followed by EPC 25%, Water Management 25%, Pumps and Valves 10%

Wide variation in water stress across region



: Niti Aayog, JM Financial

**Major targeted states** : Uttar Pradesh, Bihar, Rajasthan, Madhya Pradesh, Andhra Pradesh, Gujarat

## Dubai EXPO 2020



Dubai Frame

## Qatar FIFA 2022



Ras Abu Aboud Stadium



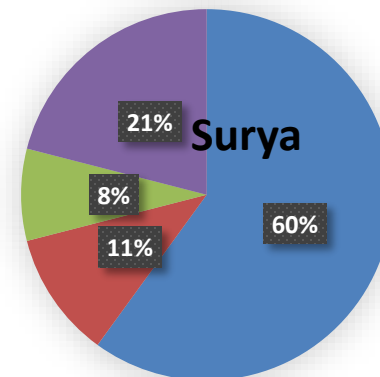
Museum of Future



Lusail Iconic Stadium

- Strong Export potential, grew by 38% in volume in H1FY20
- Largest exporter of ERW Pipes and ERW Galvanized Steel Pipes (GI) from India, holds 60% share, targeting export of API Pipes
- Exports to over 50 countries including Middle East, Australia, Europe, USA, Canada, Mexico, Ghana, Nigeria, among others

India's Export\* (ERW GI & Black Pipes)





# Lighting & Consumer Durables

# Lighting & Consumer Durables Segment – Leading by Technology and Product innovation

**SURYA**

Position and Brand	2nd Largest in Lighting – Marketing under brand “SURYA”			
Particulars	2017-18		2018-19	
Turnover (Net of Taxes) (Rs. in million)	13,833		15,534	
LED Growth (%)	45%		36%	
Plant / R&D Locations	Kashipur (Uttarakhand)	Gwalior (M.P)	Noida NCR	
Year of Establishment	1984		1992	2012
Products	LED lights (Lamps, Street Lights, Down-lighters, Panels, Luminaires, etc.), Conventional lights (GLS, FTL, HID) and Fan & Home Appliances. Company ranked as 6th in the Fans Industry.			
Exports	To more then 40 Countries including Middle East and U.K			
Marketing Network	Over 2,500 Dealers and 2,50,000 Countrywide Retailers on <b>PAN India</b>			
Raw materials Suppliers	Hindalco, Tata , Reliance, Nichia, Mitsui, Foshan Nationstar, Dongguan, Glass Bond, MLS.			
Production Capacity (Per annum)	LED Bulbs	LED Street Lights	LED Tubes & Fittings	GLS
	90 MN PCS	3.60 MN PCS	10 MN PCS	200 MN PCS

## LEDs

**Lamps**

**Battens**

**Down Lighters**

**Luminaries**

### Revenue Split FY19

<u>Lighting</u>	
LED –	72%
Conventional	28%
Lighting	100%

**Fans**

**Home Appliances & Fittings**

**PVC  
(Pipes & Fittings)**

**Conventional  
Lighting**

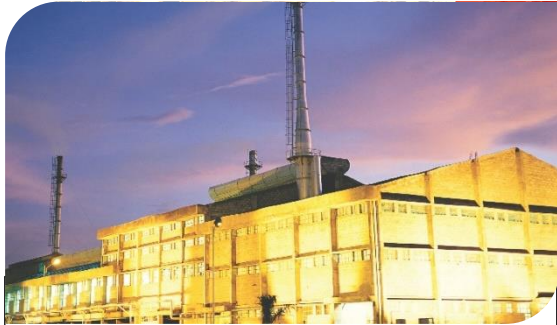
### Revenue Split FY19

<u>Lighting &amp; Consumer Durables Segment</u>	
Lighting –	83%
Consumer Durables	14%
PVC	3%
Total	100%

## Consumer Durables

## Conventional Lighting

# World-class Facilities with Innovation-driven R&D Centre **SURYA**



**Kashipur**

- Manufactures LED lights (Lamps, Street Lights, Downlighters and fittings) & Conventional Lights, filaments, PCBs & Drivers



**Gwalior**

- Lighting Glass Plant, manufacturing LED lights (lamps, street lights, decorative lighting ) and conventional lights (GLS, FTL), Caps, PCBs, Drivers, etc



**R&D – To drive the change towards Smart Lighting**  
Surya Technology & Innovation Centre (STIC) - duly approved by DSIR and NABL at Noida - was established in 2011 with a focus on development of LED products.



## Transition to LED Lighting in the Industry

- Exponential growth in LED Lighting in volume, steep price correction, CFL phased out, FTL to follow
- Industry consolidation in LED to benefit large player
- Surya's strong order book of INR 250 crore, including Odisha Govt order
- Surya ventured into LED Façade & Solar Lighting Products.
- Executing orders for Ahmedabad, Vadodra Railway Station, Leh Palace, Delhi Street Light, Aditya Birla Retail Chains etc.

## SURYA's Strength

- India's 2nd largest lighting products company, LED now constitutes 75% of total lighting
- Completely backward integrated
- Strong B2C presence in India with rural focus, major presence in B2B
- EESL – Out of 9.9 mn Street Lights installed under SLNP in India, Surya supplied 27%,
- Ujala - aims to replace 770 mn inefficient bulbs, 359 mn already distributed, 11% by Surya and out of 7.0 million LED Tube Lights, Surya contributed 40%





- Entered into the Fan business in FY 2014
- Gained No. 6 slot in the Fan market in a short span of time
- Provides wide categories of premium decorative and colourful range of ceiling, table, pedestal, wall mounting fans and exhaust fans
- Launched Anti Dust and other new designs of energy efficient fans

- Ventured into Domestic Kitchen Appliances business in FY 2015
- Provides feature rich, contemporary range of
  - Electrical Heating Appliances like Water Heaters
  - Domestic Appliances like Room Heaters, Dry Irons, Steam Irons and Immersion Heater
  - Kitchen Appliances, Cooktop

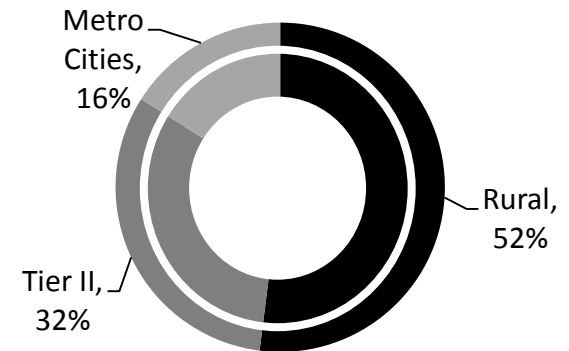


CPVC | uPVC | AGRI | SWR | COLUMN  
PIPES & FITTINGS

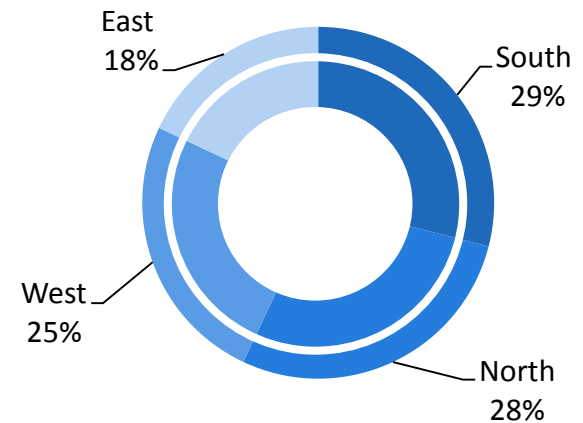
- 28% Revenue Growth in FY19, Rs. 481 mn as compared to Rs. 377 mn in FY18
- Applications: Water Management, Infrastructure, Housing Sector, Agriculture & Irrigation System, Domestic And Industrial Drainage System – Cold/ Hot Water Plumbing, Industrial Process Lines, Swimming Pool, Salt Water Lines etc
- Leverage existing distribution network
- Expanding product range with in-house manufacturing unit at Kashipur
- Capacity Expanded by 3,000 MTPA in May 2019, reaching upto 8,200 MTPA to augment stronger growth
- **Sizeable business opportunity with Strong Brand of 'Prakash Surya' and Distribution Network**

- **Rural based distribution network**, one of the largest in industry
- **2,50,000 Retail Outlets**
- Strong dealer relations (50% of B2C distributors have more than 5 years of association)
- Transparent and attractive policies, schemes, incentives and foreign tours
- Secondary Network of **300+ RTF & 2,500+ DSPs** supports primary network and promotes effective communication with the market, engagement activities with electricians and architects
- Complete product range, strong R&D and quality management teams to develop in-house solutions for specific micro markets and resolve issues timely
- **Decentralised branch / depot network system** - quick logistical movements, prompt delivery, customer feedback and satisfaction

Revenue by Marketing  
FY19



Revenue by Region  
FY19



■ Leader in various states such as AP, Telangana MP, Chhattisgarh, Uttar Pradesh and Jharkhand

■ Second in Karnataka, Delhi, Maharashtra, Bihar, Rajasthan and Uttaranchal, among others



Principal Sponsor Rajasthan Royals, IPL 2019



Scan to view the AD



Light India Show 2018, New Delhi



Dealer Conference, Singapore Cruise



TV Advertisement, 'Golmaal Again' Hindi Movie



Scan to view the AD



Surya Water Heater – TV Advertisement



Scan to view the AD



Surya Fans Print Add with celebrity

## Growth factors:

- Indian Lighting Industry grew massively in LED lighting with major drop in conventional lighting, estimated to touch USD 5 billion, multifold growth in next 5 years.
- With 100 Smart Cities underway, India moving towards Futuristic Smart Intelligent Lighting. State Govts to focus on independent projects.

## Surya's Strategy:

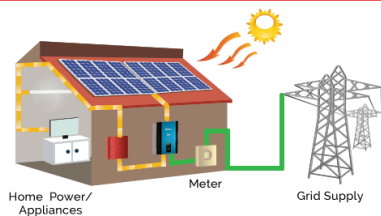
- With strong focus on expanding LED product range for both B2C and B2B, Surya works towards improving productivity, automation and cost rationalization.
- Ventured into LED Façade & Solar Lighting Products.
- GTM approach strategy for mapping of market, Sales force automation



Surya Lighting - Kumbh Mela



Surya Lighting – Kolkata Airport



Solar



Futuristic Intelligent  
Smart Lighting

# Financials

The image is a composite graphic. It features a light gray grid background. A large, semi-transparent blue circle is centered on the page. Overlaid on the grid is a blue line graph that starts at the bottom left and trends upwards to the top right, ending in a purple arrowhead. In the bottom right quadrant of the grid, there is a small inset photograph of a worker wearing a white hard hat and a high-visibility safety vest, kneeling and working on a large, circular, metallic structure. A white arrow points upwards from the top left corner, and another white arrow points to the right from the bottom right corner.

# Key Financial Performance FY2018-19

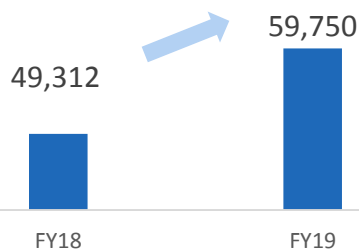
**SURYA**

(INR in million)

## Company as a whole

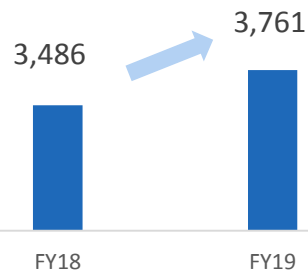
### Net Revenue

Up 21%



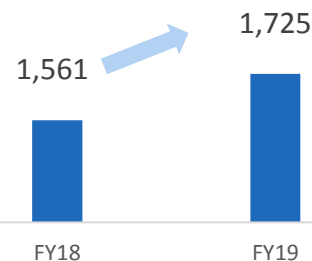
### EBITDA

Up 8%



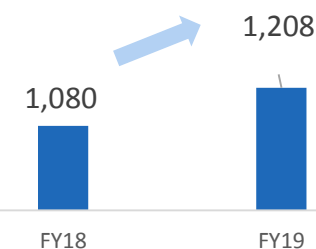
### PBT

Up 10%



### PAT

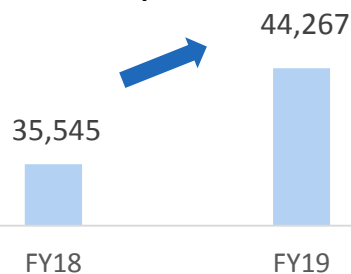
Up 12%



## Steel Pipes & Strips

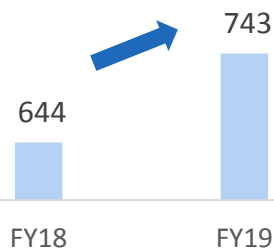
### Net Revenue

Up 25%



### PBT

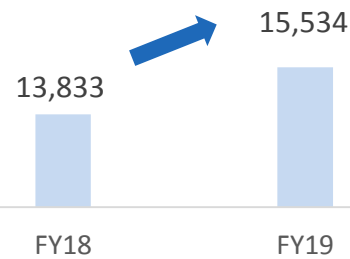
Up 15%



## Lighting & Consumer Durables

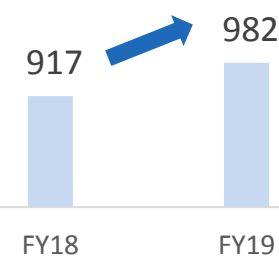
### Net Revenue

Up 12%



### PBT

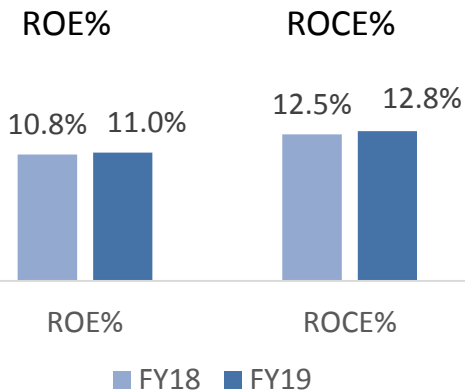
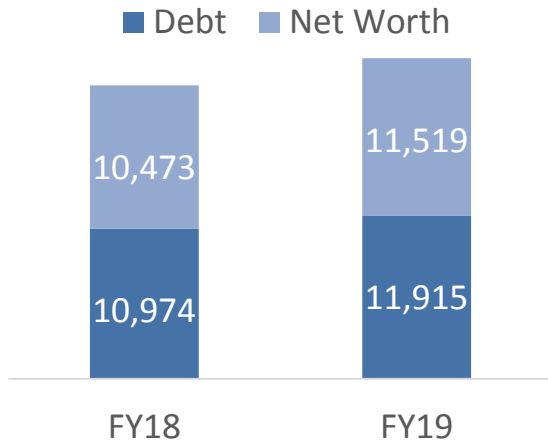
Up 7%



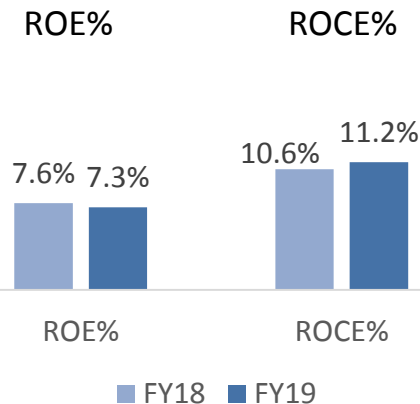
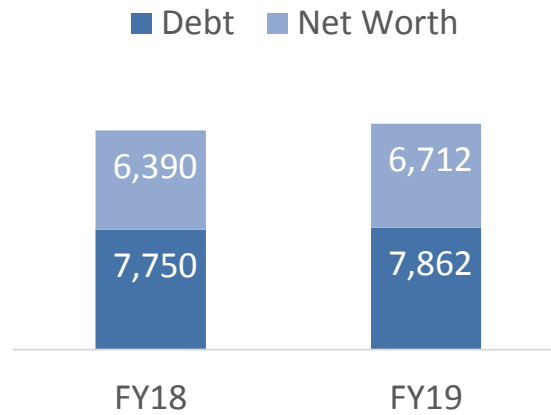
FY19 (Consolidated) includes the financials of WOS established for Odisha Street Lighting Project

# Key Financial Performance – Debt-Equity. ROE%. ROCE% **SURYA**

## Company as a whole

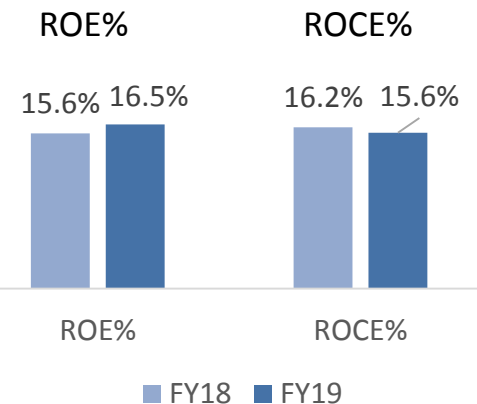
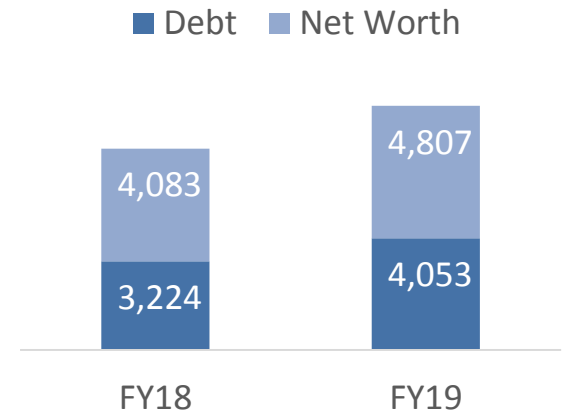


## Steel Pipes & Strips



## Lighting & Consumer Durables

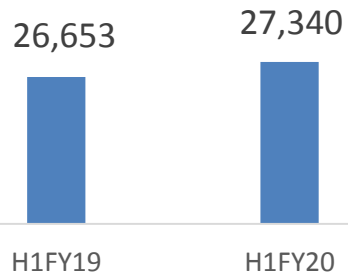
(INR in million)



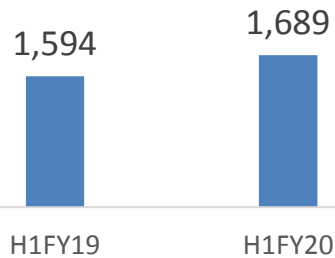


## Company as a whole

### Net Revenue

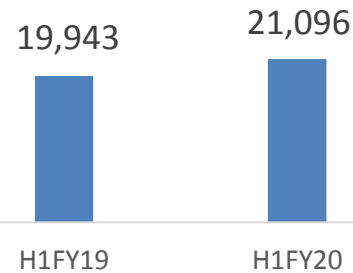


### EBITDA

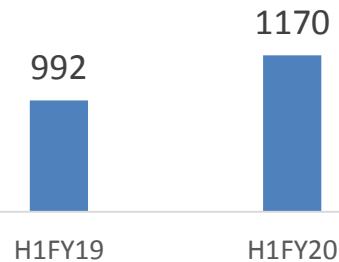


## Steel Pipes & Strips

### Net Revenue



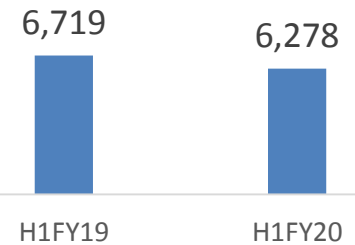
### EBITDA



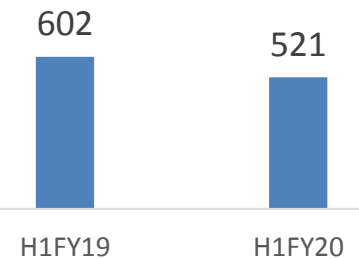
## Lighting & Consumer Durables

(INR in million)

### Net Revenue



### EBITDA



- **Surya**, being one of the principal sponsor of Rajasthan Royals IPL 2019 team, also started **aggressively advertising on TV for Steel Pipes.**
- **Reduced debt by Rs. 53 crore in first half of current financial year**
- Derive benefit of recently amended low income tax rates

## Steel Pipes & Strips Segment

- **Improvement in profitability due to better product mix giving high margins**, overcoming the impact of inventory losses due to decline in prices of steel
- **13% volume growth**, EBITDA grew by 18%. During Q2FY20 **EBITDA per ton improved to Rs. 3,242** as compare to **Rs. 2,967** in Q2FY19.
- **38% volume growth in exports, 44% in API & Spiral Pipes.** Trade segment remain stable due to delayed & heavy rains, continuous decrease in steel prices and muted demand.

## Lighting & Consumer Durables Segment

- Witnessed stable sales in Trade Segment but decline in B2G sales which was Rs. 114.26 crores in Q2FY19 as compared to Rs. 50.19 crore in Q2FY20.
- 12% volume growth in LED lighting in trade while 23% sales decline in conventional lighting.
- Generated higher operating cash flow resulted into debt reduction in the company.

- Constant thrust on **Value added and Quality products in both the segment, resulting in better product mix with high margins, generate higher returns**
- Participate in the tenders for Oil & Gas as well as CGD and Water to attain maximum utilization of API pipe/ **3LPE coating facility**
- Rationalising overheads, operational efficiency by modernization, de-bottlenecking and adopting state-of-the-art technology and disciplined approach on Capex.
- **Increasing spent on advertisement and publicity on all the media in both the segments**
- Move up the value chain, ventured into **LED Façade and Solar Lighting products**. LBG division getting orders for **Smart City, Railway Stations, Flyovers, bridges, temples, Monuments and Tourists spots lighting**.
- Increase reach in metros and launching of premium categories of quality products
- Strengthen engagements with marquee customers through accreditation, improvement on cost effective product mix and timely deliveries
- Aim to receive project approvals across product categories in both the divisions
- **Strengthen capital efficiency through channel financing arrangement for dealers** (without recourse), Working Capital Management and thrust on ROCE and ROE improvement



**Shri J. P. Agarwal**  
Executive Chairman

Driving force behind creating Surya as one of the most reputed, trusted and successful Company in both business verticals viz. Steel Pipe & Strips and Lighting & Consumer Durables.



**Shri Raju Bista**  
Managing Director

Young, Dynamic with 33 years of age, has been the growth engine for the Company. His discipline, dedication, visionary power and relentless efforts has helped in achieving the overall development of the Company. He is President of ELCOMA. He is also the Member of Parliament.



**Smt Urmil Agarwal**  
Director

Woman director of the Company, having sound business acumen & understanding of both the businesses of the Company.



**Shri Vinay Surya**  
Whole Time Director

Possess vast experience of over 21 years in Marketing, Export, Commercial, Financial & Operational field. He has done an M.B.A. from Swinburn University, Australia.

# Key Managerial Personnel's (KMPs)

**SURYA**



**Shri R.N. Maloo**  
Executive Director  
& Group CFO

A qualified CA with 33 years experience in Corporate Affairs, Finance, Commercial & Taxation. He held CFO positions in renowned companies and also in CA practice as partner with M/s Kalani & Co, Jaipur.



**Shri Tarun Baldua**  
CEO – Steel Operations

A qualified Chartered Accountant with 34 years of experience in Commercial, Operations and Administration of various businesses across industries.



**Shri Ramanjit Singh**  
CEO – Lighting  
Operations

A qualified MBA-operation with 34 years of experience in Operational and served on the post of Sr. Director at Philips India. He led multiple initiatives to accelerate innovation & growth in lighting industry.



**Shri B.B. Singal**  
Sr. V. P.  
& Company Secretary

A qualified CA, Company Secretary and Cost Accountant having a rich experience of over 24 years in Secretarial Function, Corporate Laws, Accounts, Direct Tax & Investor Relationship.



**Shri T.S. Bhattacharya**  
Ex-MD of SBI has an illustrious professional career



**Shri Ravinder Kumar Narang -**  
Ex-Chairman of IOCL with vast experience in the field of Operations, Project Development & Marketing Network.



**Shri K.K. Narula**  
Ex-Chief General Manager from SBI Chandigarh (LHO). He is also the Chairman of the Audit Committee.



**Shri S S Khurana**  
Ex-Chairman of Railway Board and Ex-officio Principal Secretary to Government of India.



**Shri S K Awasthi**  
Ex-Managing Director of PNB Capital, worked in various Senior Level Positions



**Shri Sunil Sikka**  
A post graduate in Management (FMS Delhi) and an Ex-President of Havells (India) Limited & ELCOMA. During his tenure, he led multiple initiatives to accelerate growth in marketing of consumer electrical and lighting in India



**Shri Kaustubh N Karmarkar –**  
**Whole time Director, with** vast experience of over 21 years in the field of Management & Human Resources and Planning

# Clients & Customers

**SURYA**



INDIAN OIL CORP. LTD.



A Navratna Company



दिल्ली मेट्रो रेल कॉर्पोरेशन लिमि  
Delhi Metro Rail Corporation Ltd



INDRAPRASTHA  
GAS LIMITED



**Marubeni**



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# Thank You

## Surya Roshni Limited

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**Ph: +91-11 47108000**

**Fax no: +91-11 25789560**

### Website

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