



PARAMOUNT COMMUNICATIONS LIMITED

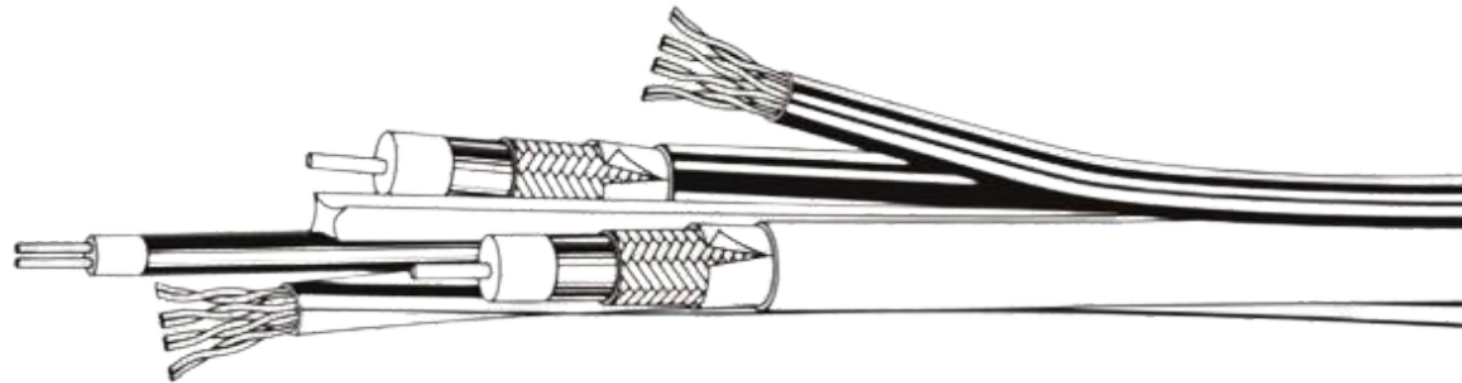
ROADSHOW PRESENTATION
September 2024



Wiring The World With The Best

Safe harbor

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Paramount Communications Limited (referred to as Paramount, "The Company"), will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.



Presenting Team



Sanjay Aggarwal
Chairman & CEO



S. K. Aggarwal
CFO



Parth Aggarwal

Table of Contents

01

About the Company

02

Financial Performance

03

Industry Overview

04

Financials & Annexures

01

About the Company

Our growth story in numbers



27%

Revenue CAGR
FY 2021-24



72%

EBITDA CAGR
FY 2021-24



202%

PAT CAGR
FY 2021-24



18.6%

RoE (FY24)



26%

Share of exports



2

Production units



25+

Product Range



2,500+

Product SKUs



600+

Institutional clients



150+

Channel partners



7,000+

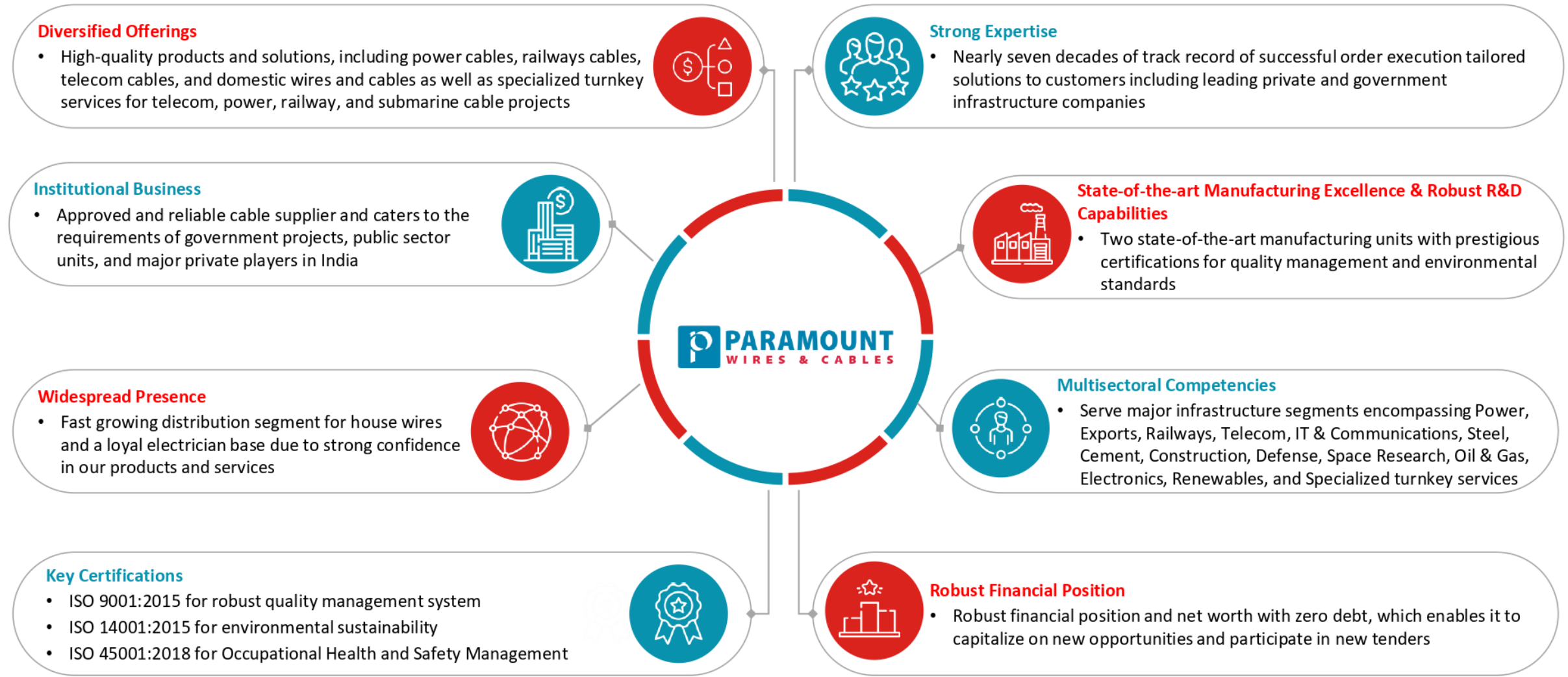
Actively associated
electricians in India



INR 4,952 mn

Order Book (FY24)

Paramount's strengths will continue to drive success



Paramount at a glance

Paramount, a global company with over six decades of expertise in the wires and cables industry, serves prestigious public and private sector clients. The Company's brand "Paramount Cables" is highly regarded for its quality and reliability.

Products (Wires & Cables)



25+
Product Range

2,500+
SKU

Production Units



Haryana & Rajasthan

Quality & Reliability



Hold certifications from various Indian and global agencies

PAN India Presence



600+
Institutional Clients

150+
Channel Partners

7,000+
Electricians

E-commerce
Presence on recognized platforms

1st Manufacturer in India



Axle Counter Railway Cables

Lead-free house wires

Laying & Repairing Undersea Cable

FY23 VS FY24



34.4%
Revenue Growth

51.5%
EBITDA Growth

79.3%
PAT Growth

Paramount Parivar App



Bringing together its dealers and distributors onto a unified platform.

Certifications

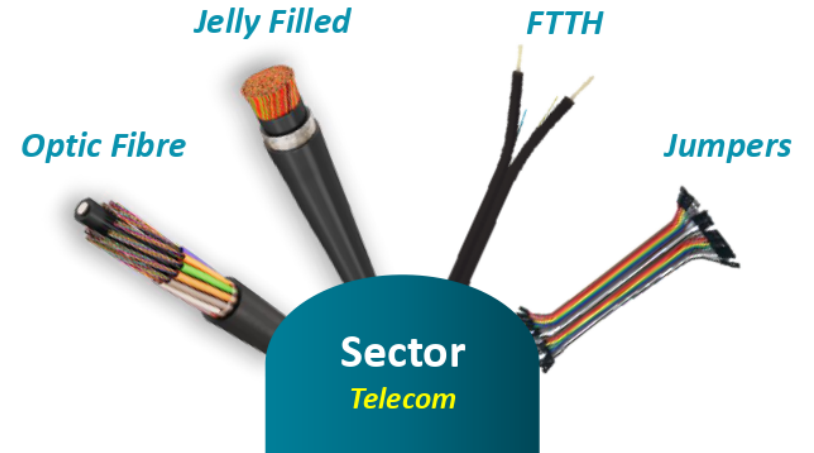


Glimpse of our product portfolio

Power Cables



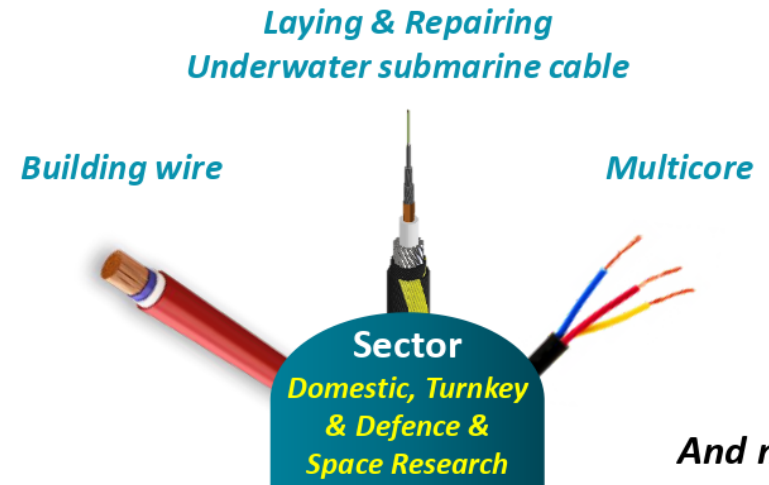
Telecom Cables



Special Cables







Others



And many More...

Key factors driving growth in the cables & wires segment

Segments	Factors driving growth in the cables segment
 <p>Power Cables</p>	<ul style="list-style-type: none">▪ Investments in power transmission and distribution▪ Capacity addition in solar and wind energy▪ Smart cities mission▪ Increasing investments in Railways for electrification
 <p>Building Wires</p>	<ul style="list-style-type: none">▪ Affordable housing schemes▪ Spike in nuclear families▪ Investments in commercial and residential infrastructure▪ Increased construction activity supported by growing infrastructure projects
 <p>Control & Instrumentation Cables</p>	<ul style="list-style-type: none">▪ Capex rising across industries such as Auto, Steel, Oil and Gas, and Power▪ Investment expenditure by Indian Railways and in other mass transit systems▪ Increased focus on automation in 'manufacturing and processing' to monitor and control quality
 <p>Telecom Cables</p>	<ul style="list-style-type: none">▪ Service and industrial sector growth increasing the need for data cables▪ Intercom and security system penetration in residential buildings▪ Smart cities projects▪ Surge in internet users with rising internet penetration as a percentage of total households

Experienced management team



Sanjay Aggarwal
Chairman & CEO

Sanjay is Chairman & CEO of the Company. He joined the Company straight after completing his B.Com (Hons) from Sri Ram College of Commerce in 1983. He has been an integral part of the growth story of the Company, from a small-scale industrial unit to one of the largest cable manufacturers in India. Sanjay has personally led various key initiatives for the Group including the public issue on BSE in 1995, the transformation of the Company into a medium scale enterprise with the launch of its PIJF Telecom Cable plant and further expansion & diversification into Optical Fiber Cables in 2001 and High Voltage Cables in 2007. He was the national president of PHD Chamber of Commerce & Industries for 2020-21.



Sandeep Aggarwal
Managing Director

Sandeep is the Managing Director and Promoter of Paramount. He studied BA Eco(Hons) from the prestigious Sri Ram College of Commerce, Delhi University and joined Paramount in 1986. Sandeep is the Chairman of Telecom Equipment and Services Export promotion Council (TEPC). He has received numerous awards from social, cultural and industry organizations over the past 30 years. He serves as a member of various organizations, including the Telecom Equipment & Services Export Promotion Council, PHD Chamber of Commerce, Rotary Club of Delhi South Central, and National Telecom Development Advisory Group.



S. K. Aggarwal
CFO

Mr. Agarwal is a Chartered Accountant from India and a law graduate. He has over 3 decades of experience in financial Planning, Budgeting & Reporting and Corporate Restructuring. He is acclaimed for developing & implementing financial control and processes in various organizations.



Manmeet Singh Anand
Business Development Head

Mr. Singh has over 4 decades of experience in the Business Development and Marketing of Wires and Cables. He has full knowledge of Indian and International Cable Market, and is skilled in Negotiation, Sales Management, and Business Development Worldwide. Mr. Singh has been associated with Paramount for more than 15 years and has been managing the Power Cable business with great efficiency.



D.S. Muchhal
President Operations-
Dharuhera

Mr. Muchhal is a Bachelor of Engineering (Mechanical) and has a Diploma in Industrial and Business Management. He has been associated with the Company since 1997 and has over 40 years of work experience in Product development, implementation of efficient operations and cost-effective systems and administration.



Punawasi Prasad Pal
Vice President,
Khushkhera

Mr. P. Pal is a Bachelor of Technology from JRN Rajasthan Vidyapeeth University. He has been associated with the Company since 1999 and has over 3 decades of work experience in product development, implementation of efficient operations and cost-effective systems and administration.

Evolving business model



**Diversification
over the
years**

1955

Established. Soon became a well-known brand for House-wires and cables.

1976

Launched PVC Telecom Cables for the Dept. of Telecom, Govt. of India

1985

Became the first cable manufacturer to successfully develop Axle Counter Cables for Telecom & Signal network of Indian Railways.

2013

Started manufacturing PTFE Cables

2012

Started manufacturing Fire Survival cables. Most technologically advanced FS cable. Approved by BASEC & LPCB

2008

Became a household name with the launch of the 1st Lead Free Wires for domestic wiring in India

2005

Diversified into the production of 11 & 33 KV, medium voltage power cables

1999

Optical Fibre Cables plant operational

1996

PIJF Cables Plant operational at Dharuhera

2016

With the introduction of Solar Cables, Paramount takes a big leap towards facilitating clean energy in India

2017

Introduced EPC services as end-to-end solutions for Construction, Design, Engineering & Commissioning in various sectors.

2019

Submarine Cable Repairing Project

2020

Started focusing on Exports

2023

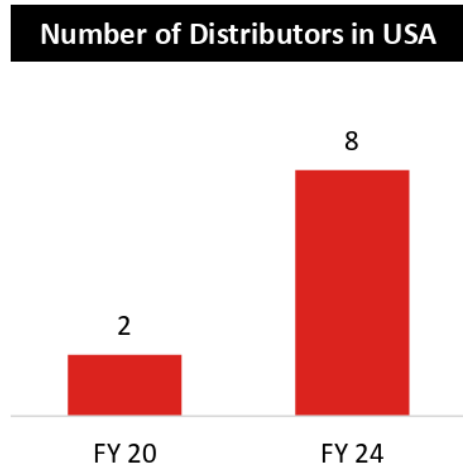
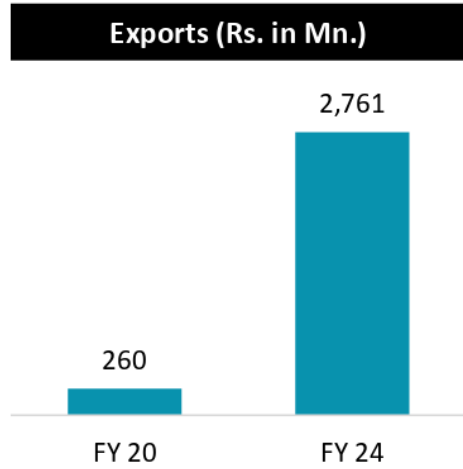
Exports increased to 50%

2024

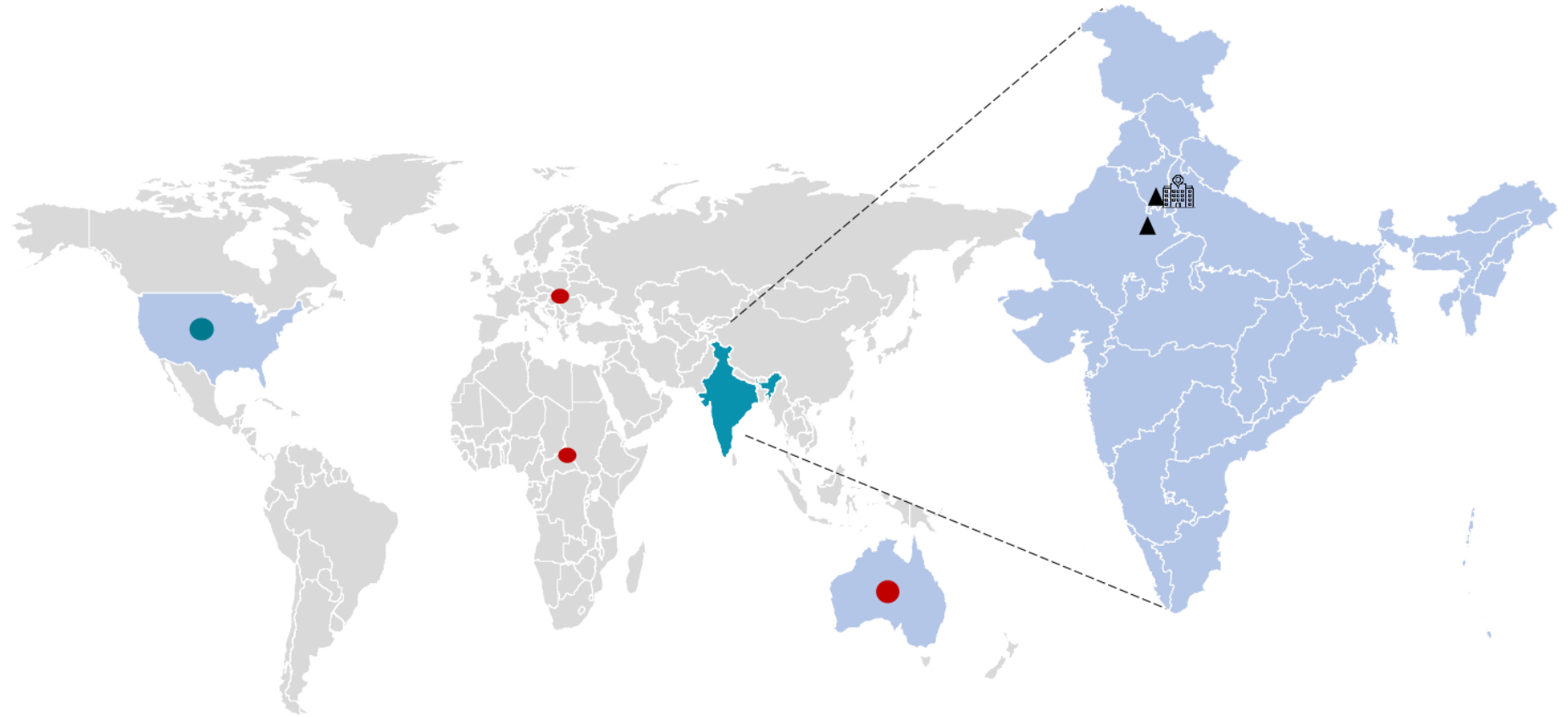
- Acquisition of Valens which makes Pipes for telecom network and Water pipeline business
- Created Reserve Fund for ARC Debt Liquidation
- Clocked INR 1,000 cr Revenue

Paramount over the years has carefully mitigated concentration risk by innovating and developing various products to diversify product basket across multiple industries.

Strong presence in domestic and exports markets



Supplying its products to every port of USA



DELHI (INDIA)
Head Office



USA:
Largest Export Market



Growth Opportunities



Manufacturing Plant:
Khushkhera, (Rajasthan) & Dharuhera, (Haryana)

Focused on replicating similar success story as USA on back of superior product quality in other geographies.

World class manufacturing facility

Khushkera Plant – Rajasthan (India)



Dharuhera Plant – Haryana (India)



Long standing relationships with key customers

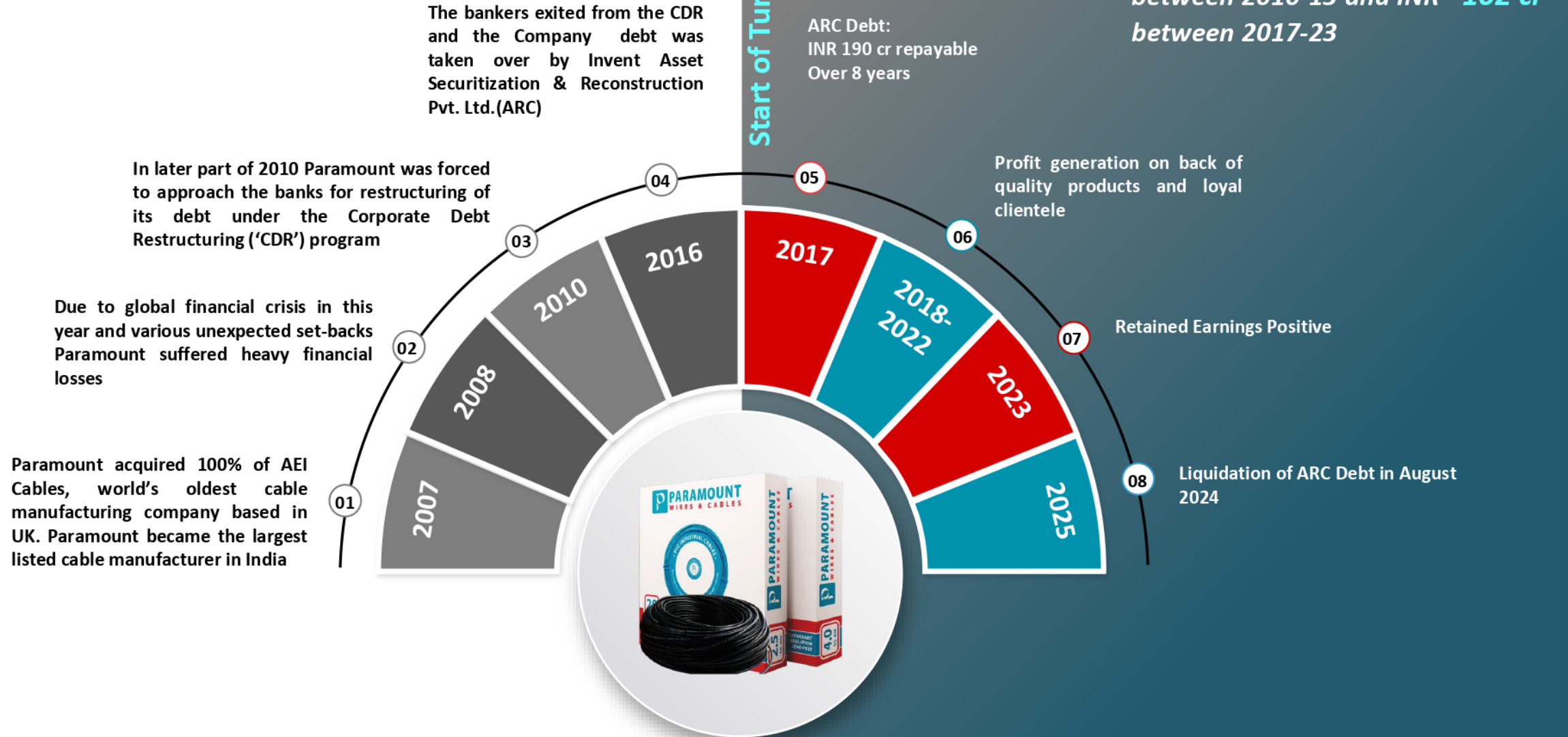


And many more...

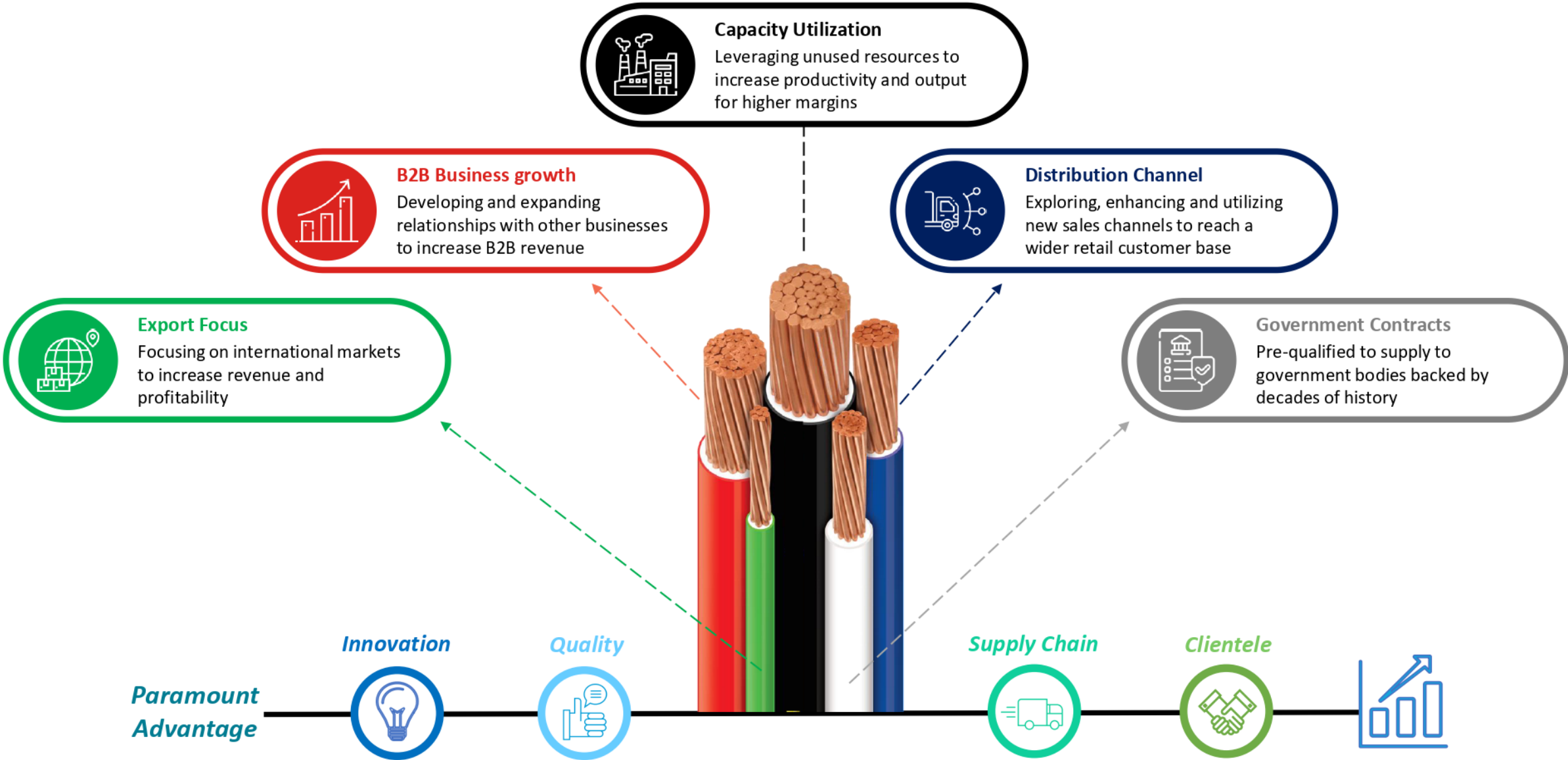
AWARDS & RECOGNITION

 <p>Udyog Ratna Award 2019 Institute of Economic Studies (India)</p>	 <p>Corporate Excellence Award 2010 Amity University (India)</p>	 <p>Niryat Shree Award 2010 Federation of India Exports Organization (FIEO)</p>	 <p>Star Performer Award 2006, 2008, 2011, 2012, 2013, 2014 & 2015 EEPC (India)</p>	 <p>National Entrepreneurship Award 1984 Ministry of Skills & Entrepreneurship</p>	 <p>Marketing Gold Award 1992 Institute of Marketing Management (India)</p>	 <p>Community Service Award 2003 Rotary Club of Delhi Central</p>	 <p>Indo-African ICT Award 2017</p>
---	---	--	--	---	--	--	--

Turnaround story



Multiple levers underpinning future growth

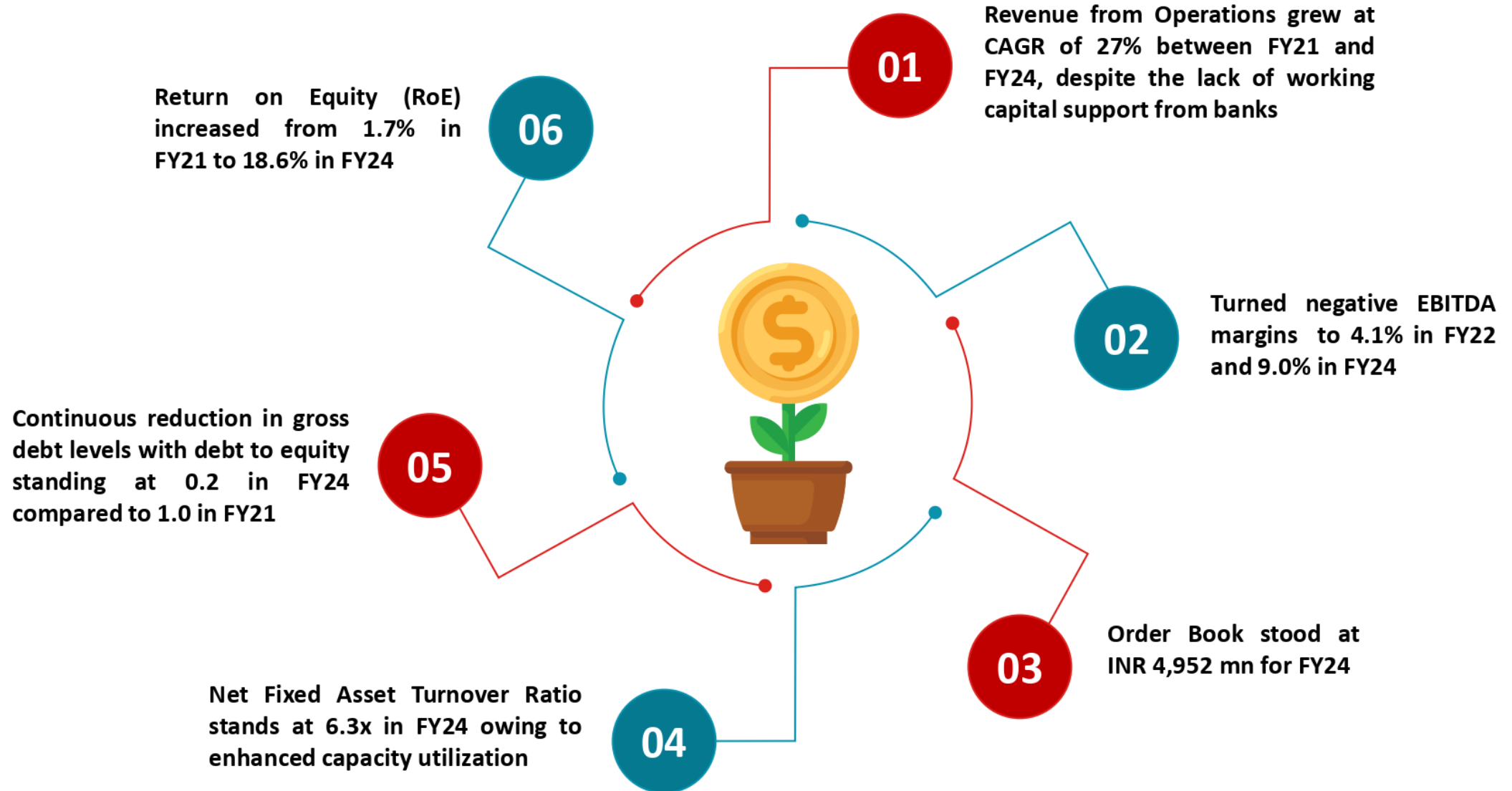




02

Financial Performance

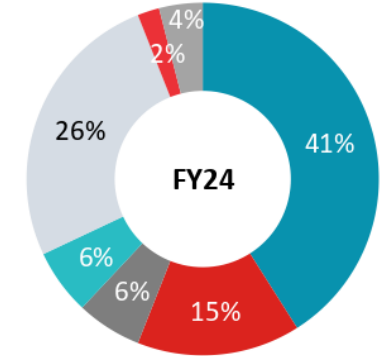
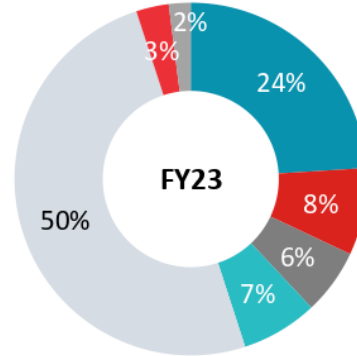
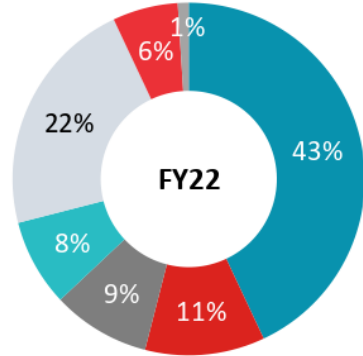
Key financial highlights




Note: EBITDA includes other income, ROE = PAT/Average shareholders funds


Revenue mix


Exports and Power cables are major revenue segments





■ Power cables ■ Railway cables ■ Telecom cables ■ House wires ■ Exports ■ EPC projects ■ Pipe & others


 Power Cables	<ul style="list-style-type: none"> Low Tension (LT) & High Tension (HT) Power Cables LT & HT Aerial Bunch Cables Screened & Unscreened Cables Control Cables Instrumentation Cables UL certified cables for housing and renewables for USA
--	--

 Telecom Cables	<ul style="list-style-type: none"> Optical Fibre Cables (OFC) Jelly Filled Cables (JFTC) Fibre to Home Cables (FTTH) CATV Cables Jumpers
--	---

 Railway Cables	<ul style="list-style-type: none"> Signaling Cables Railway Power Cables Axle Counter Cables
---	---

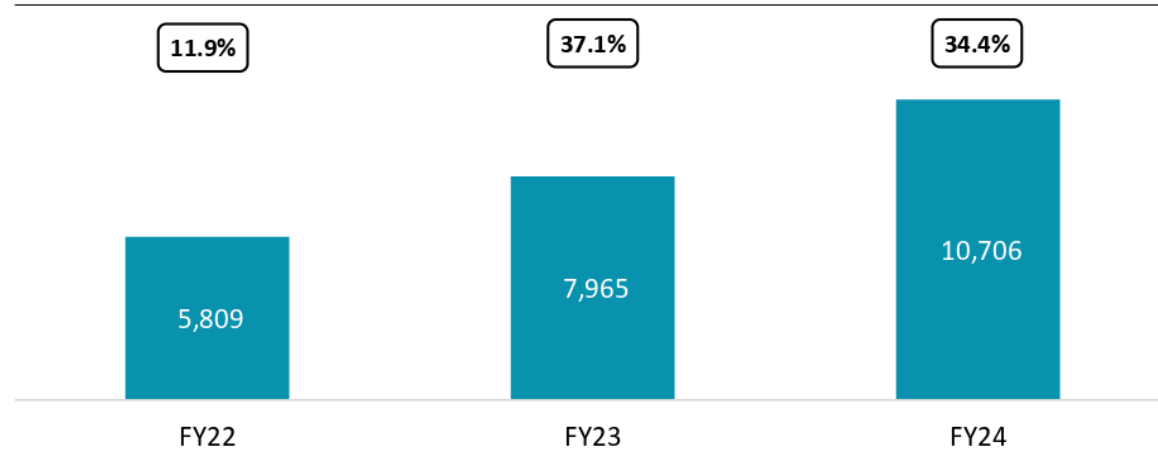
 Special Cables	<ul style="list-style-type: none"> Covered conductors – MVCC, HTLS, etc. PV Solar cables PTFE cables Fire survival cables Solar cables PTFE cables Cables for Electric Vehicle (EV) battery charging stations
---	--

 Domestic Wires & Cables	<ul style="list-style-type: none"> Building wires Multicore cables Submersible cables Coaxial and LAN cables
---	--

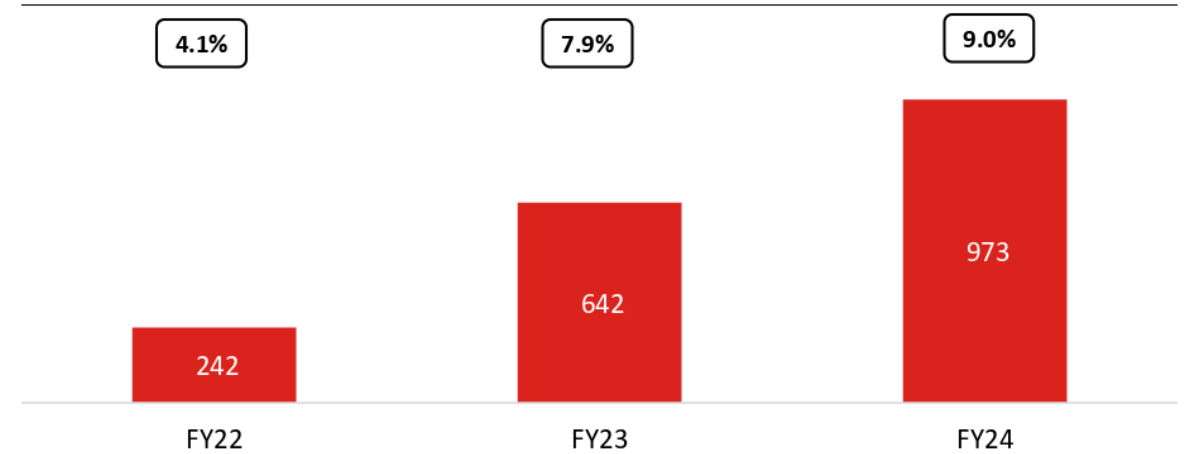
 Turnkey Services	<ul style="list-style-type: none"> OPGW and Submarine Cables Installation and Repair Telecom Consultancy and Turnkey Power and Railway Turnkey Projects
--	--

Key financials...(1/2)

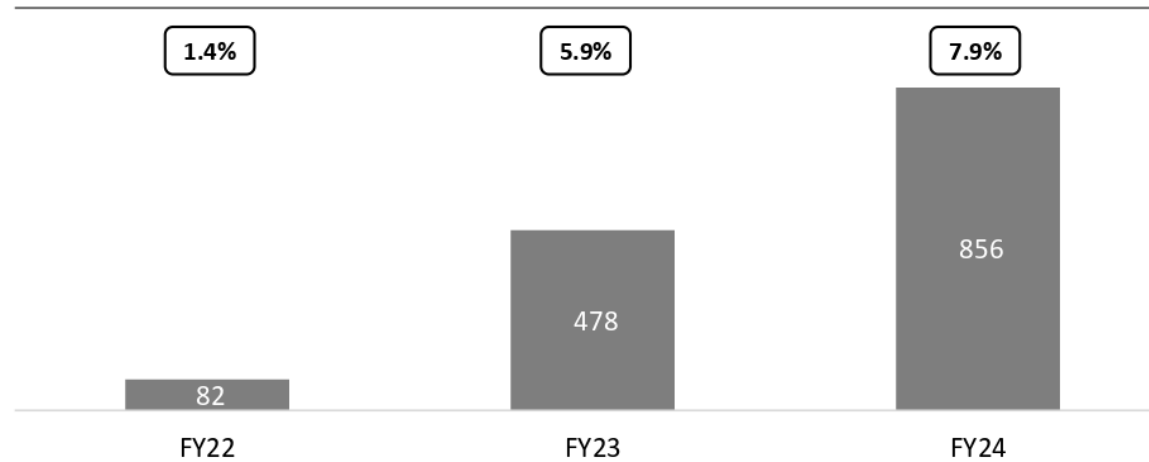
Revenue from Operations (INR mn)



EBITDA (INR mn) & EBITDA margins (%)



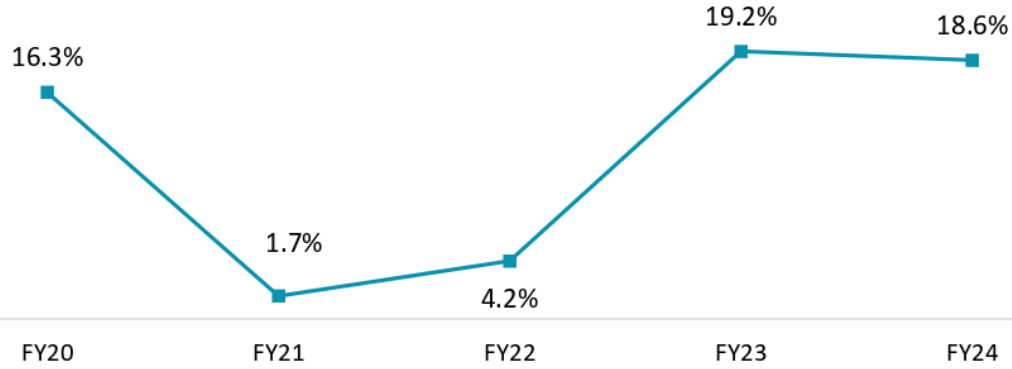
PAT (INR mn) & PAT margins (%)



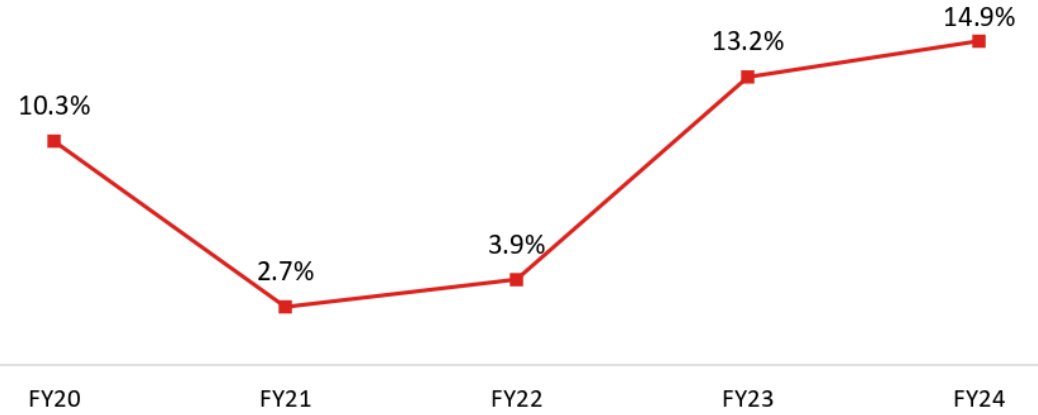
Note: EBITDA includes other income

Key financials...(2/2)

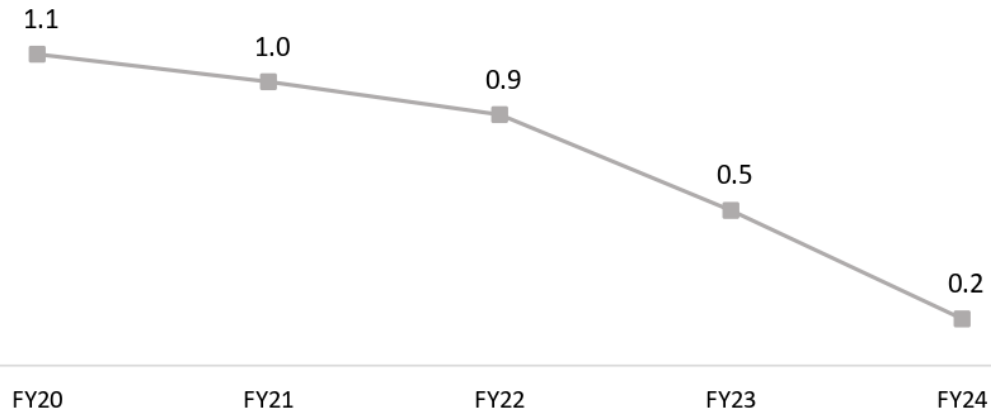
RoE %



RoCE %



Debt/ Equity



Note: EBITDA and EBIT includes other income, ROE = PAT/ Average shareholders funds, ROCE = EBIT / Average Capital employed

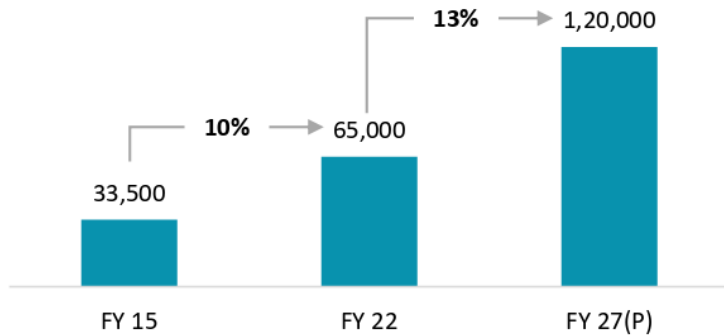
03

Industry Overview

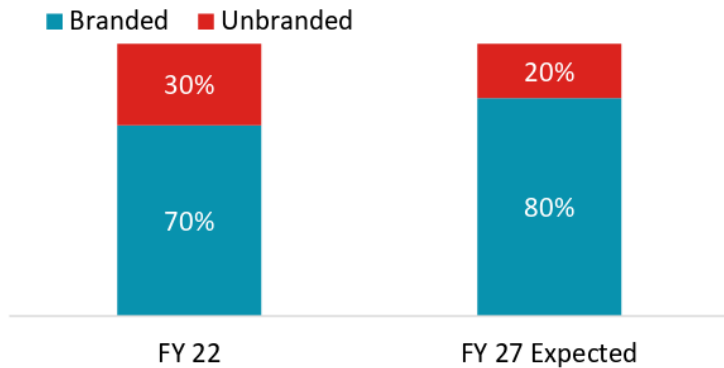
Large, growing wires and cables markets, driven by strong macro tailwinds (1/3)

Industry Growth

Indian Wires and Cables Market – Value (INR Cr)

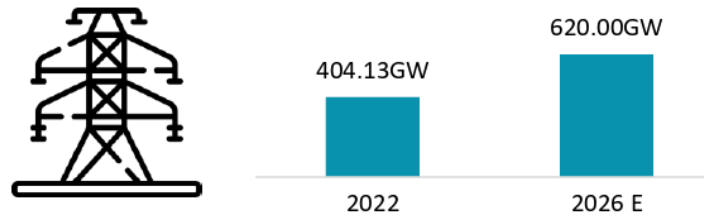


Organized Market Share In India C&W Industry

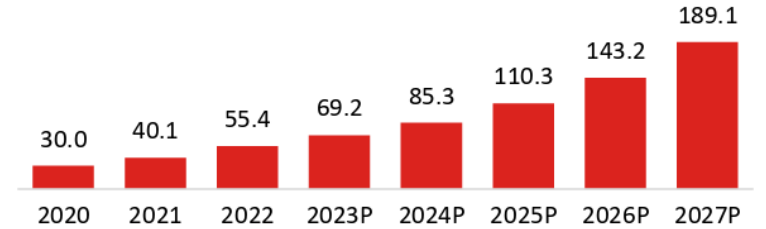


Power Generation

Power Generation total installed capacity

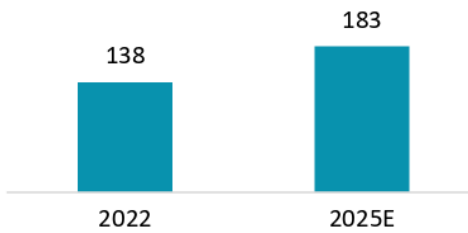


Shift towards renewable resources

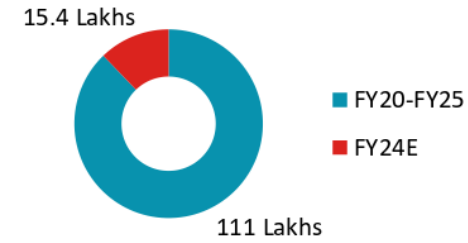


Infrastructure

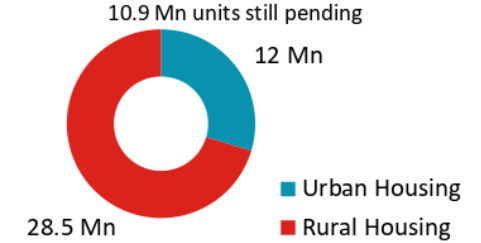
Number of Data Centers



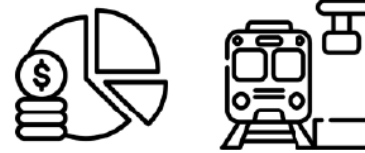
National Infrastructure Plan Capital



'Housing for All' Scheme



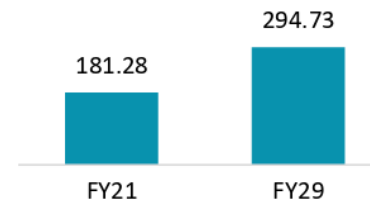
Railway



Highest ever Union Budget for Railways

Global

Global C&W Industry (in bn)

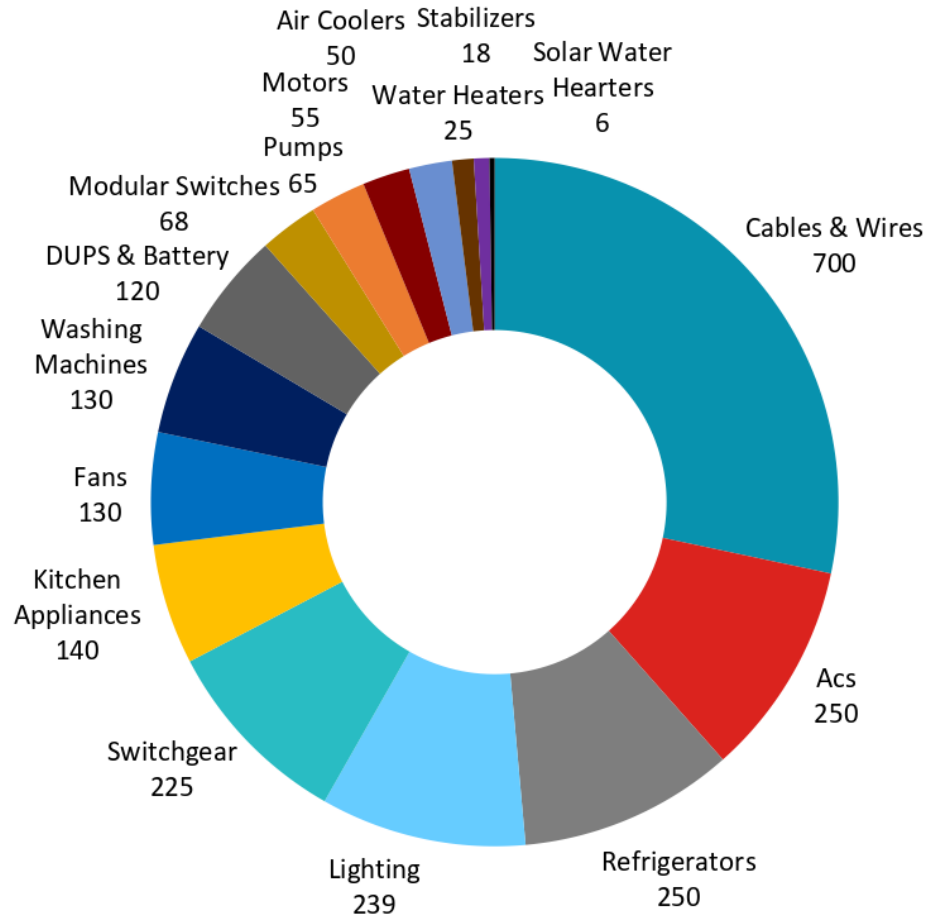


- This will get a further thrust by the mega USA Government's \$3 trillion infrastructure plan

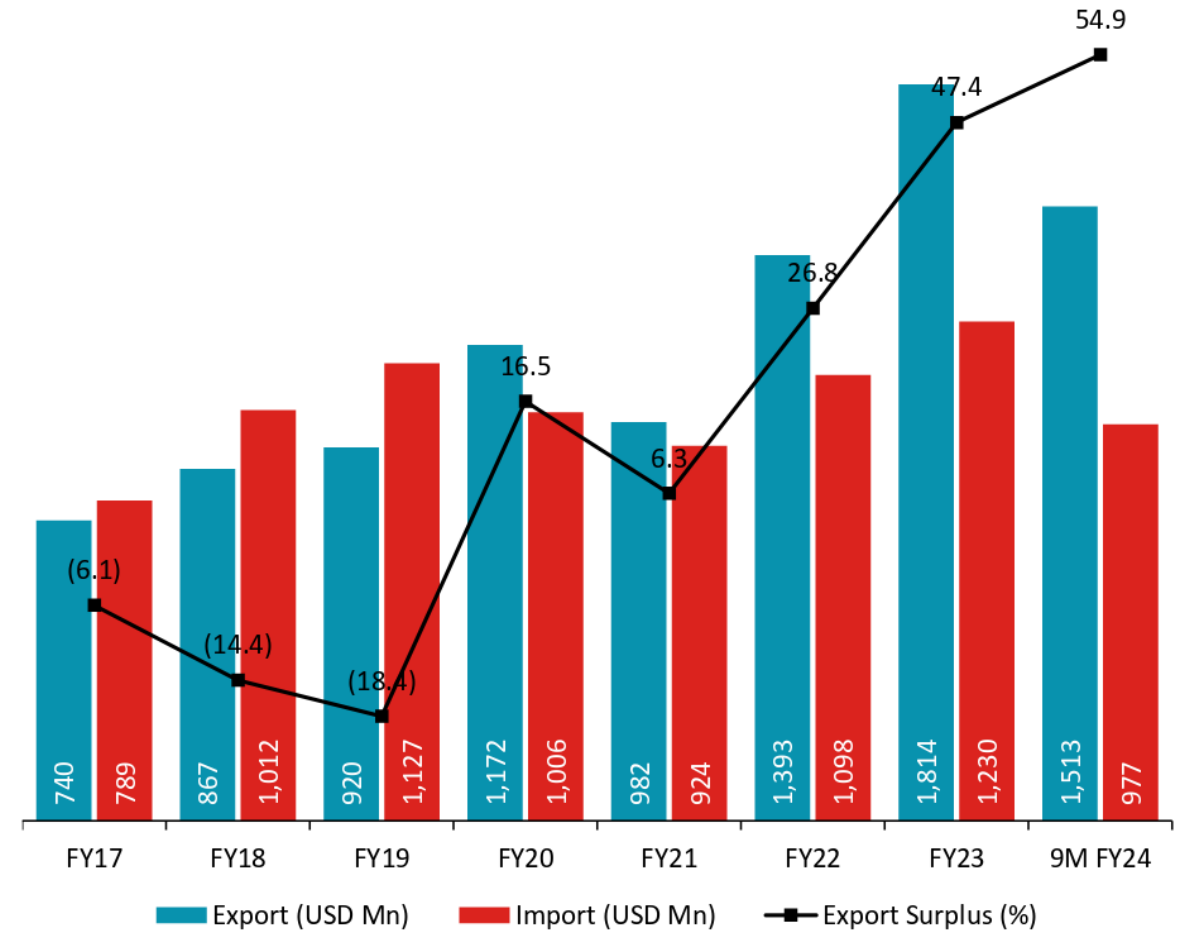
Growth is led by initiatives such as rural electrification, smart cities, awareness for safety standards, digitalization, distribution reach, demand for premium products and overall infrastructure development.

Large, growing wires and cables markets, driven by strong macro tailwinds (2/3)

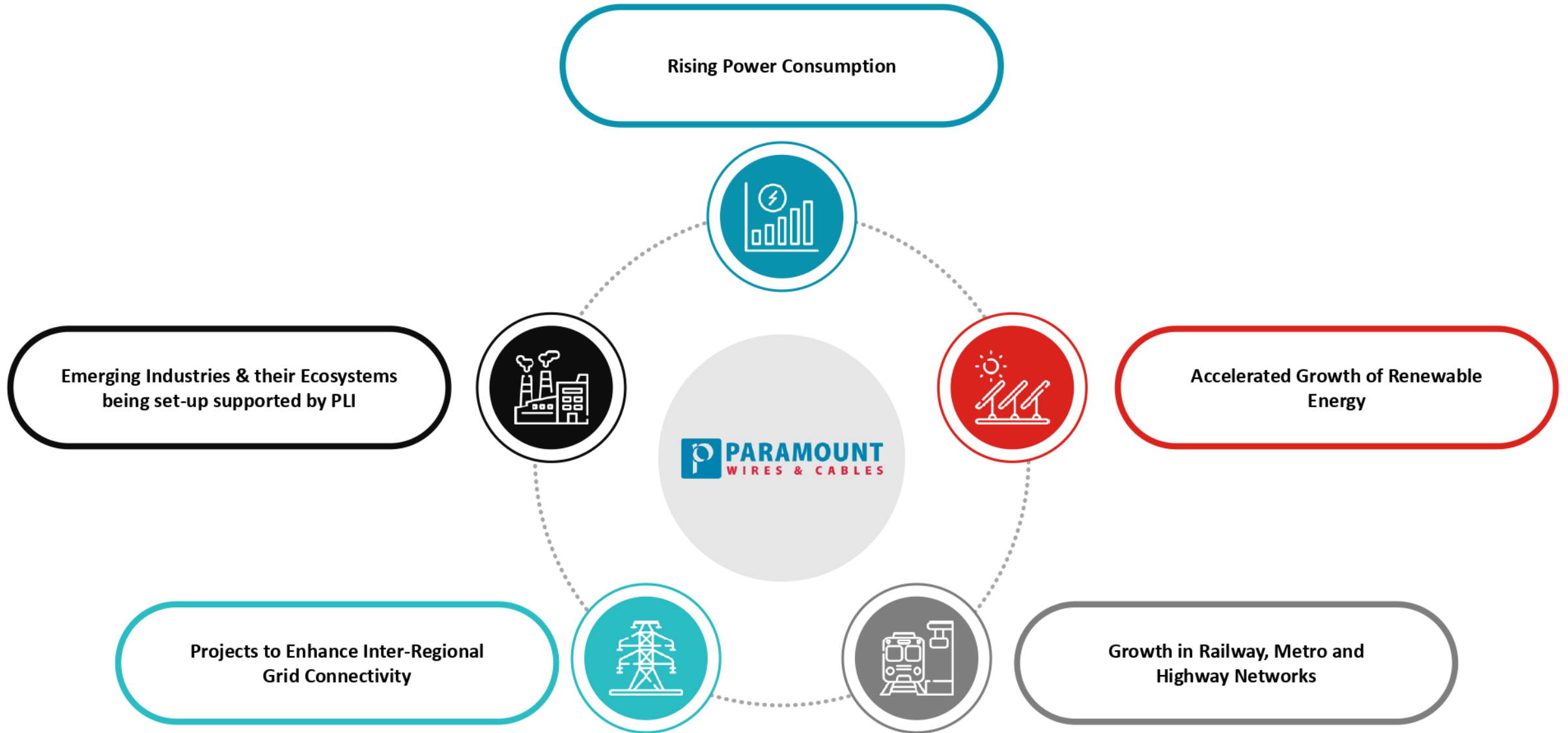
Market Size Of Different Segments Of The Indian Electrical Industry



Rise In Exports Of Cables & Wires Higher Than The Imports



Large, growing wires and cables markets, driven by strong macro tailwinds (3/3)



04

Financials & Annexures

Consolidated balance sheet (1/2)

Figures in INR mn

Particulars (As at)	31.03.20	31.03.21	31.03.22	31.03.23	31.03.24
Assets					
Non-Current Assets					
Property, Plant & Equipment	1,022.87	1,000.41	957.71	976.39	1,402.43
Capital Work-in-Progress	-	-	-	-	14.87
Right of Use Assets	418.98	404.75	381.73	289.09	283.63
Intangible Assets	8.94	16.19	15.10	10.87	7.70
Financial Assets					
- Loans	0.34	0.44	0.20	0.33	0.54
- Other Financial Assets	139.70	207.29	144.61	97.72	190.83
Other Non-Current Assets	4.64	4.40	4.62	10.24	99.04
Deferred Tax Assets (Net)	-	-	-	-	37.16
Total Non-Current Assets	1,595.47	1,633.48	1,503.97	1,384.64	2,036.20
Current Assets					
Inventories	1,089.27	1,002.03	1,146.09	1,130.96	2,342.76
Investments	-	-	-	100.20	557.42
Trade Receivables	2,072.18	1,672.06	1,736.10	1,687.69	2,522.47
Cash & Cash Equivalents	15.25	72.66	13.87	179.74	45.59
Bank Balance other than Cash	141.61	133.84	127.19	122.02	180.78
Loans	7.59	2.09	2.19	4.32	4.91
Other Financial Assets	44.50	37.02	34.51	29.29	43.62
Current Tax Assets (Net)	21.80	40.94	40.89	18.47	24.14
Other Current Assets	134.95	114.92	205.07	381.77	508.61
Total Current Assets	3,527.15	3,075.56	3,305.91	3,654.46	6,230.30
Total Assets	5,122.62	4,709.04	4,809.88	5,039.10	8,266.50

Consolidated balance sheet (2/2)

Figures in INR mn

Particulars (As at)	31.03.20	31.03.21	31.03.22	31.03.23	31.03.24
Equity & Liabilities					
Shareholder's Funds					
Equity Share Capital	368.27	388.37	388.37	388.37	606.87
Other Equity	1,453.17	1,541.15	1,629.06	2,562.45	5,654.69
Total Shareholder's Funds	1,821.44	1,929.52	2,017.43	2,950.82	6,261.56
Non-Current Liabilities					
Financial Liabilities					
- Long-Term Borrowings	1,852.56	1,740.98	1,573.36	1,123.20	134.12
- Lease Liabilities	134.53	119.36	102.76	22.58	21.69
Provisions	24.87	10.15	10.51	5.98	15.15
Total Non-Current Liabilities	2,011.96	1,870.49	1,686.63	1,151.76	170.96
Current Liabilities					
Short-term Borrowings	103.93	147.45	174.05	455.76	873.70
Lease Liabilities	13.87	15.17	16.60	0.81	0.89
Trade Payables	1,092.26	672.60	835.03	398.15	847.52
Other Financial Liabilities	37.29	36.34	43.62	43.58	53.62
Other Current Liabilities	37.65	28.99	28.27	37.38	56.14
Provisions	4.22	8.49	8.25	0.84	1.34
Current Tax liability (Net)		-	-	-	0.77
Total Current Liabilities	1,289.22	909.04	1,105.82	936.52	1,833.98
Total Equity & Liabilities	5,122.62	4,709.04	4,809.88	5,039.10	8,266.50

Consolidated income statement

Figures in INR mn

Particulars (For the year ended)	31.03.20	31.03.21	31.03.22	31.03.23	31.03.24
Revenue:					
Revenue from operations	6,062.03	5,190.83	5,809.36	7,964.67	10,706.02
Other Income	26.89	26.85	37.43	162.53	79.61
Total Income	6,088.92	5,217.68	5,846.79	8,127.20	10,785.63
Expenses:					
Cost of material consumed	4,909.26	3,972.88	4,592.74	5,861.17	8,464.91
Change in Inventories of finished goods, work-in-progress and scrap	(389.57)	160.42	(57.03)	(26.52)	(556.19)
Employee benefits expenses	211.75	197.13	229.41	214.93	270.20
Finance costs	105.24	70.46	64.09	71.77	59.05
Depreciation and amortization Expenses	110.46	90.72	95.45	92.58	93.75
Other Expenses	878.31	695.07	840.08	1,435.59	1,634.09
Total Expenses	5,825.45	5,186.68	5,764.74	7,649.52	9,965.81
Profit Before exceptional items and Tax (III - IV)	263.47	31.00	82.05	477.68	819.82
Exceptional items	-	-	-	-	-
Profit before tax	263.47	31.00	82.05	477.68	819.82
Tax expense:					
Current tax	-	-	-	-	(2.14)
Deferred tax	-	-	-	-	38.64
Total Tax Expense	-	-	-	-	36.50
Profit for the year	263.47	31.00	82.05	477.68	856.32
Other comprehensive income/(Loss)	(2.09)	3.21	5.86	3.55	(9.66)
Profit for the year	261.38	34.21	87.91	481.23	846.66

Consolidated cash flow statement

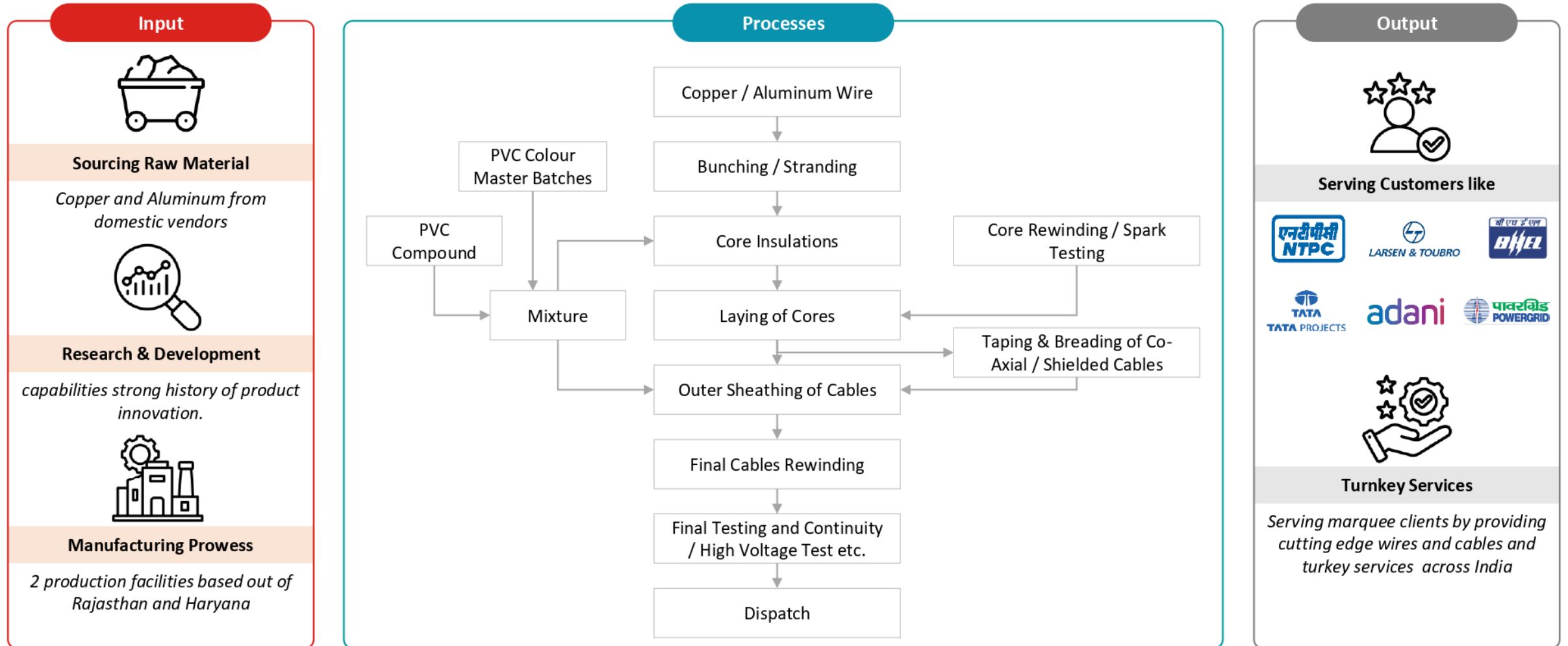
Figures in INR mn

Particulars (For the year ended)	31.03.20	31.03.21	31.03.22	31.03.23	31.03.24
A. Cash flows from operating activities	137.97	143.34	146.44	110.96	(1,009.29)
B. Cash flows from investing activities	(58.04)	(32.64)	(10.71)	(163.44)	(958.24)
C. Cash flows from financing activities	(84.05)	(53.29)	(194.52)	218.35	1,832.68
Net change in cash & cash equivalents	(4.12)	57.41	(58.79)	165.87	(134.85)

*Minor differences may be due to rounding off

Our value chain

Ability to scale quickly on back of manufacturing capability and capacity to deliver high quality products.



Thank You

PARAMOUNT COMMUNICATIONS LIMITED

KH-433, Maulsari Avenue, Westend Greens,
Rangpuri, New Delhi - 110 037

Rashi Goel
Company Secretary and Compliance Officer
Email: rashi.goel@paramountcables.com