

October 29, 2024

To

The BSE Limited Phiroze Jeejeebhoy Towers Dalal Street, Mumbai-400001 Scrip Code: 540203 The National Stock Exchange India Limited Exchange Plaza, Bandra Kurla Complex Bandra(E), Mumbai-400051
NSE Symbol: SFL

Subject: Investor Presentation

Dear Sir/Madam,

Furtherance to our intimation for investor call dated October 25, 2024. Please find attached Management Presentation.

Thanking you,

Yours truly, For Sheela Foam Limited

Md. Iquebal Ahmad Company Secretary & Compliance Officer

plus :

SHEELA FOAM LIMITED

Earnings Presentation

Q2 & H1 - FY25







Leading the science of comfort in three continents

Sheela Foam: Safe Harbour Statement

All statements included or incorporated by reference in this presentation, other than statements or characterizations of historical fact, are forward-looking statements. These forward-looking statements are based on our current expectations, estimates, and projections about our industry, management's beliefs, and certain assumptions made by us. Although Sheela Foam Limited (SFL) believes that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. Any forward-looking statement speaks only as of the date on which such statement was made, and SFL undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise. No assurance can be given that actual results, performance, or achievement expressed in, or implied by, forward-looking statements within this disclosure will occur, or if they do, that any benefits may be derived from them.

Company Snapshot



Experienced management



~30% Market Share in the mattresses segment



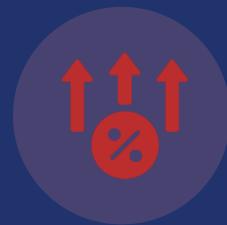
Consistent
Positive cash flow generation



'Sleepwell' 'Kurlon' are amongst the most trusted brands in India



40% market share in Australia



Strategic move to focus on high margin products



Backward Integrated
Player with a wide
product basket



Presence across multiple geographies



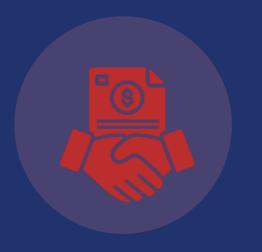
Marquee Investors



Largest manufacturers of PU Foam in India



Low Gearing ratio



Proven track record in Acquisitions and Integration

Global Footprint



Indian brands









International brands



Australian subsidiary Joyce Pty. Ltd.



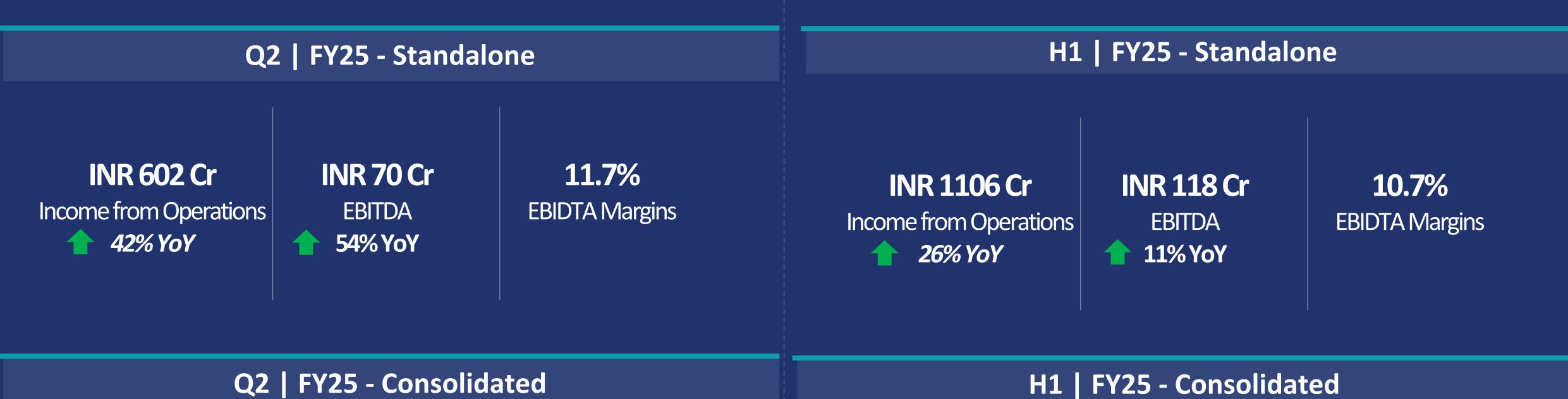
Spanish subsidiary Interplasp S.L





INDIA BUSINESS

Q2 & H1-FY25 | Financial Performance





India Business Results (SFL + KEL): Q2 & H1 FY25 (INR Cr.)

	Q2 FY24*	Q1 FY25	Q2 FY25
TOTAL REVENUE	423	605	625
Gross Margin	39.9%	43.8%	44.5%
OTHER EXPENSES	29.1%	36.0%	35.9%
EBITDA	10.8%	7.7%	8.6%

H1 FY24*	H1 FY25
885	1238
39.9%	44.5%
27.6%	36.0%
12.2%	8.5%

^{*}Excluding KEL

India Business Results | Q2 FY25 (SFL + KEL)

	Q2 FY25
TOTAL REVENUE	625 Cr
REPORTED EBITDA	8.6%
ONE TIME ADJUSTEMENT*	6.3 Cr
SUSTAINABLE EBITDA	9.6%
*related to NATNA Assets write-offs for RDCs etc	

^{*}related to MTM, Assets write-offs for RDCs etc.

Operational Highlights for Q2 & H1 - FY25

KEY CALLOUTS

Overall, mattress volume Growth at 19% YoY in Q2 - highest in 8 quarters

Sleepwell brand mattress volume growth at 40% YoY

Kurlon mattress volume growth at 26% YoY in Q2

Technical Foam, Comfort Foam and Furniture cushioning also have healthy volume growth

Integration on track

Indian Business nearing adjusted EBITDA of 10%

Furlenco Subscriber base almost doubled in last 1 year YoY

SFL+ KEL Integration: Status

KEY CALLOUTS

- Savings ARR of 100 crs on track, other initiatives expected to further augment ARR in Q3 & Q4
- Foaming production being gradually shifted to VPF, being more cost & environmental efficient
- KEL adopted Distributors model, leading to closure of RDCs, cost savings realizations from Q3FY25
- Incremental savings in freight with bigger trucks and better filling underway
- Commencement of Foaming in Gwalior will lead to reduction in freight costs

Mattress Segment Performance

KEY CALLOUTS

- New TV campaign launched for Kurlon
- Tarang and Aaram scale up continues
- 3 new range of models launched in Kurlon and 2 range of models in Sleepwell upgraded
- Ecommerce segment seeing strong uptake

	Q2 FY24*	Q1 FY25	Q2 FY25
VALUE	177 Cr	309 Cr	300 Cr

	Q2 FY24*	Q1 FY25	Q2 FY25
VOLUME	375K	737K	723K

Furniture Cushioning | Segment Performance

KEY CALLOUTS

- Saathi connect scale up program continues
- Recovery in North markets

	Q2 FY24*	Q1 FY25	Q2 FY25
VALUE	51 Cr	49 Cr	50 Cr

	Q2 FY24*	Q1 FY25	Q2 FY25
VOLUME	1232 Tn	1320 Tn	1354 Tn

Comfort Foam | Segment Performance

KEY CALLOUTS

- Able to leverage the manufacturing footprint for being competitive in all geographies
- Distribution rationalisation in different markets
- Gains in both Sheela Foam and Kurlon grades

	Q2 FY24*	Q1 FY25	Q2 FY25
VALUE	60 Cr	105 Cr	115 Cr

	Q2 FY24*	Q1 FY25	Q2 FY25
VOLUME	2876 Tn	5111 Tn	5764 Tn

Technical Foam | Segment Performance

KEY CALLOUTS

- Healthy growth across
- Gains made in shoe, lingerie and Auto filter industry
- Maintained share in Auto lamination industry

	Q2 FY24*	Q1 FY25	Q2 FY25
VALUE	115 Cr	116 Cr	128 Cr

	Q2 FY24*	Q1 FY25	Q2 FY25
VOLUME	4012 Tn	4182 Tn	4729 Tn

Others | HCP & SCRAP – Segment Performance

	Q2 FY24*	Q1 FY25	Q2 FY25
VALUE	20 Cr	27 Cr	31 Cr

	Q2 FY24*	Q1 FY25	Q2 FY25
VOLUME	MIXED (N.A)	MIXED (N.A)	MIXED (N.A)

INTERNATIONAL BUSINESS & STAQO

Australia | Q2 & H1 FY25 (INR Cr.)

	Q2 FY24	Q1 FY25	Q2 FY25	H1 FY24	H1 FY25
TOTAL REVENUE	104	96	105	204	202
Gross Margin	49.7%	49.1%	48.4%	48.3%	48.7%
OTHER EXPENSES	42.0%	46.5%	46.3%	41.4%	46.4%
EBITDA	7.7%	2.6%	2.1%	6.8%	2.4%

HIGHLIGHTS

Operational improvements underway – results to be visible in coming quarters

Efforts to enter new segments like foam and furniture cushioning to increase base

Spain | Q2 & H1 FY25 (INR Cr.)

	Q2 FY24	Q1 FY25	Q2 FY25	H1 FY24	H1 FY25
TOTAL REVENUE	84	90	86	171	175
Gross Margin	29.7%	27.2%	32.0%	28.4%	29.6%
OTHER EXPENSES	18.2%	19.9%	20.1%	17.8%	20.0%
EBITDA	11.5%	7.4%	11.9%	10.6%	9.6%

HIGHLIGHTS

Growth back with increased volumes – topline growth slower because of lower RM prices

Profitability back on track despite competitive market

STAQO: Q2 & H1 FY25 (INR Cr.)

	Q2 FY24	Q1 FY25	Q2 FY25	H1 FY24	H1 FY25
TOTAL REVENUE	9	12	12	15	24
Gross Margin	100.0%	100.0%	100.0%	100.0%	100.0%
OTHER EXPENSES	75.3%	62.9%	68.3%	75.2%	65.7%
EBITDA	24.7%	37.1%	31.7%	24.8%	34.3%

HIGHLIGHTS

All KEL systems successfully integrated with SFL

On track to high growth of external business

Consolidated Business

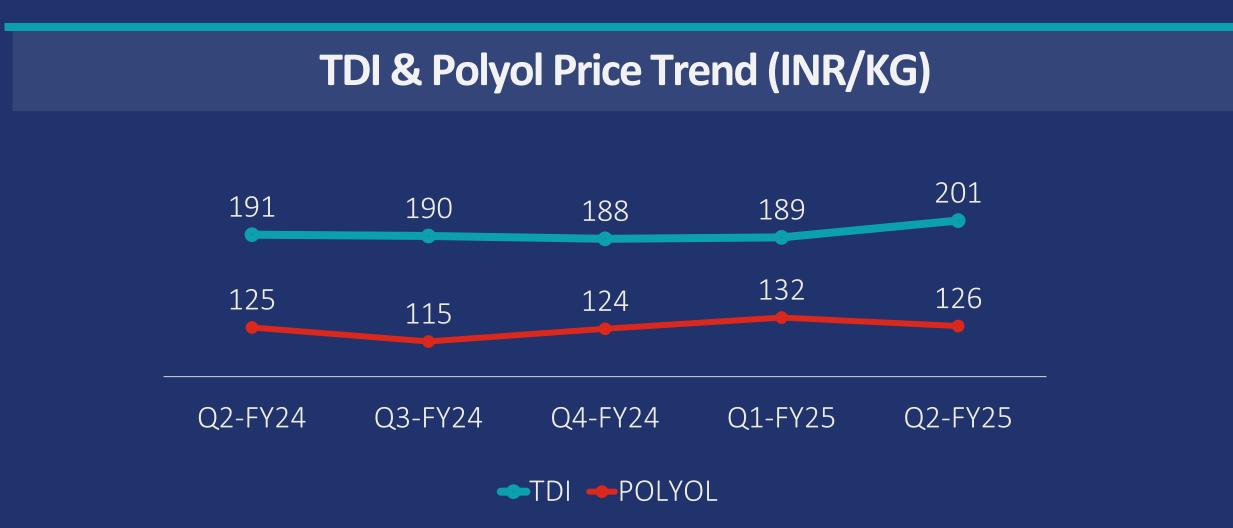
Consolidated Business Summary | Q2 & H1 FY25 (INR Cr.)

	Q2 FY24*	Q1 FY25	Q2 FY25
TOTAL REVENUE	613	810	813
Gross Margin	40.6%	42.2%	44.9%
OTHER EXPENSES	29.8%	34.9%	36.3%
EBITDA	10.8%	7.4%	8.5%

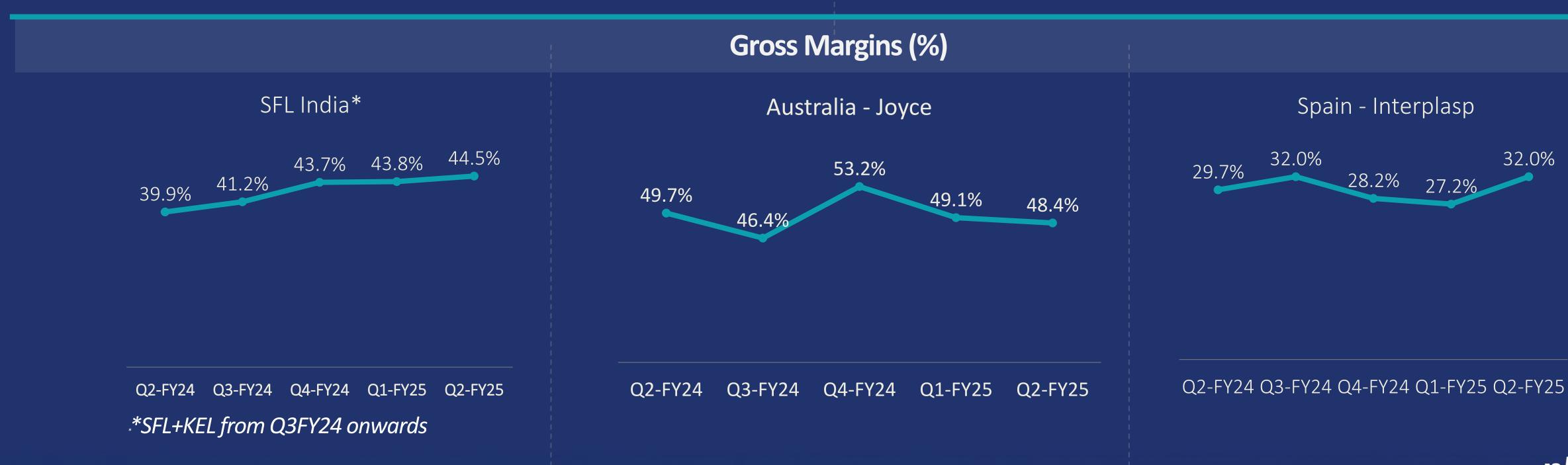
H1 FY24*	H1 FY25		
1258	1622		
39.6%	43.6%		
28.2%	35.6%		
11.4%	8.0%		

*Excluding KEL

Raw Material | Prices and Gross Margins (%)





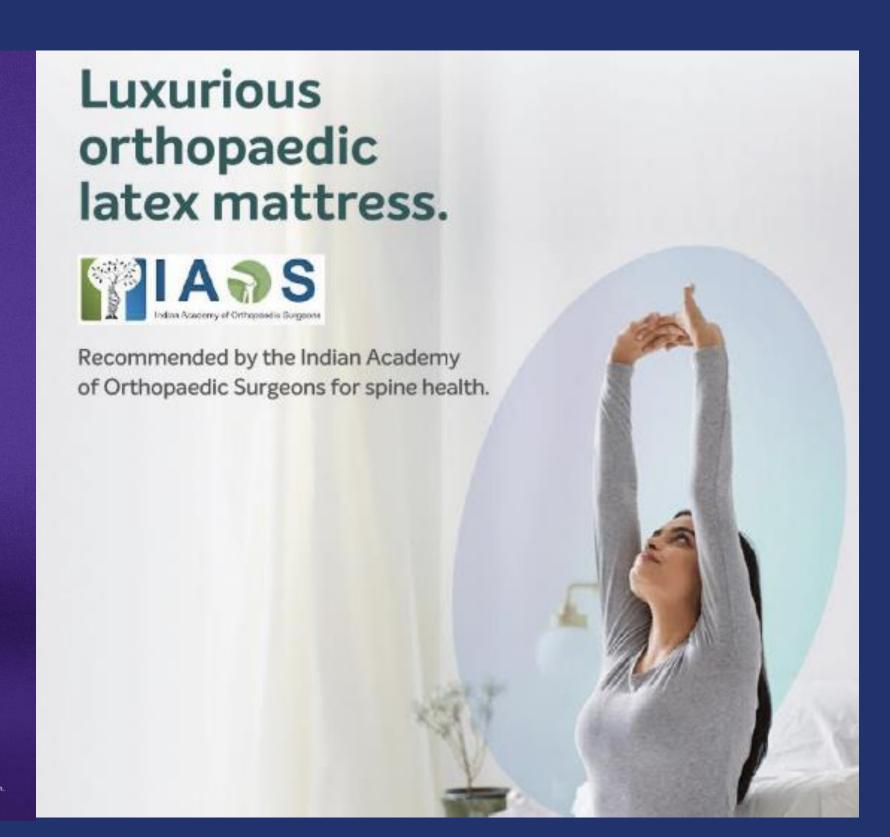


Key Business Updates

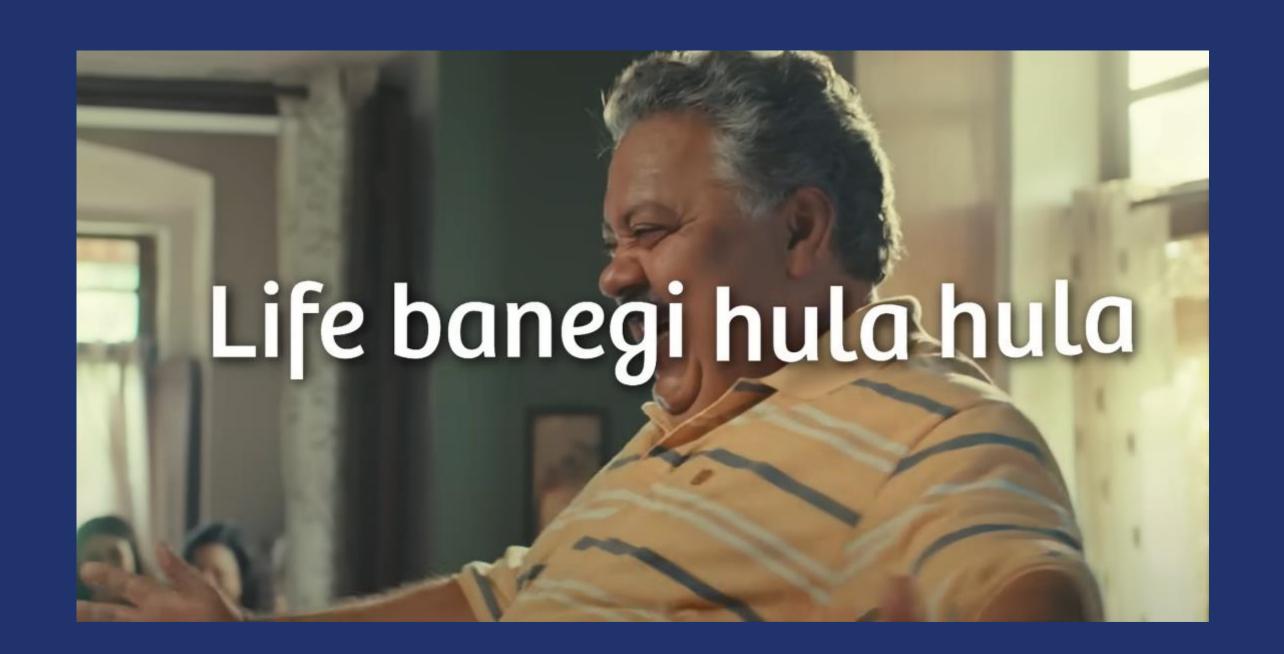
New Product Launches - Sleepwell







New Product Launches - Kurlon















Mattress for every Indian

We are committed to transforming lives in rural India by offering trusted comfortable products at affordable prices Our mission is to ensure that every Indian has access to superior quality and comfort Our products are designed to meet their needs without compromising on innovation or sustainability.







TARANG by Sleepwell

Foldable • Convenient • Trusted comfort



AARAM by Kurlon

Foldable • Convenient • Trusted comfort





Expanding Distribution Network



Growing EBOs



FY20 FY21 FY22 FY23 FY24 H1-FY25

10,000+ MBOs

Brand Communication



Kurlon

Life banegi hula hula

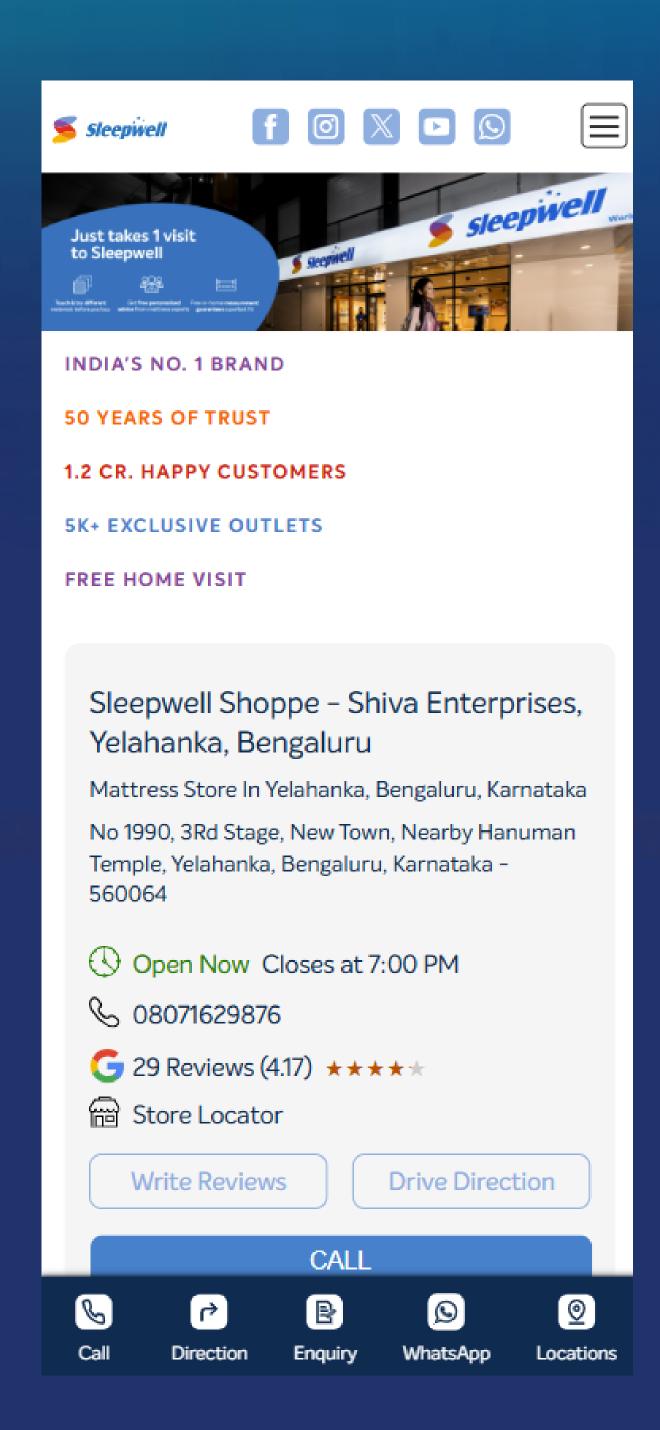


With the perfect balance of Kurlon mattresses, dance to the tune of comfort. Because when your back is happy, life is hula hula.



Marketing Initiatives





Google my business

2600+

Live Dealer Profiles (Sleepwell + KurlOn)

Targeted reach and audience engagement for smart online-offline integration

Offline • Digital

Our initiatives ensure we engage with customers at every touchpoint.

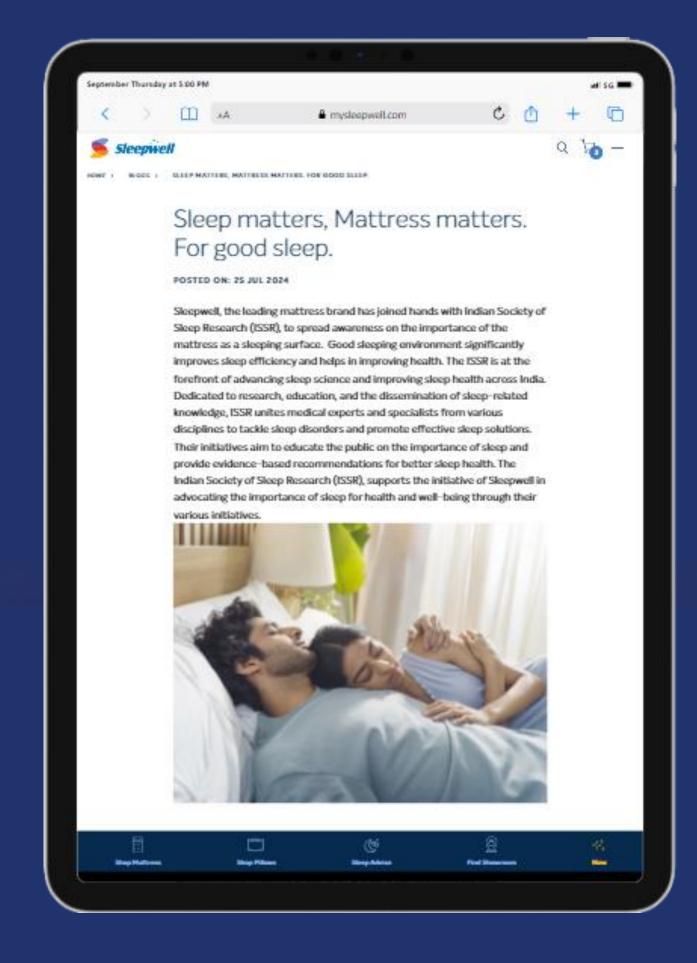
We focus on building strong, authentic connections, driving both brand visibility and customer loyalty.



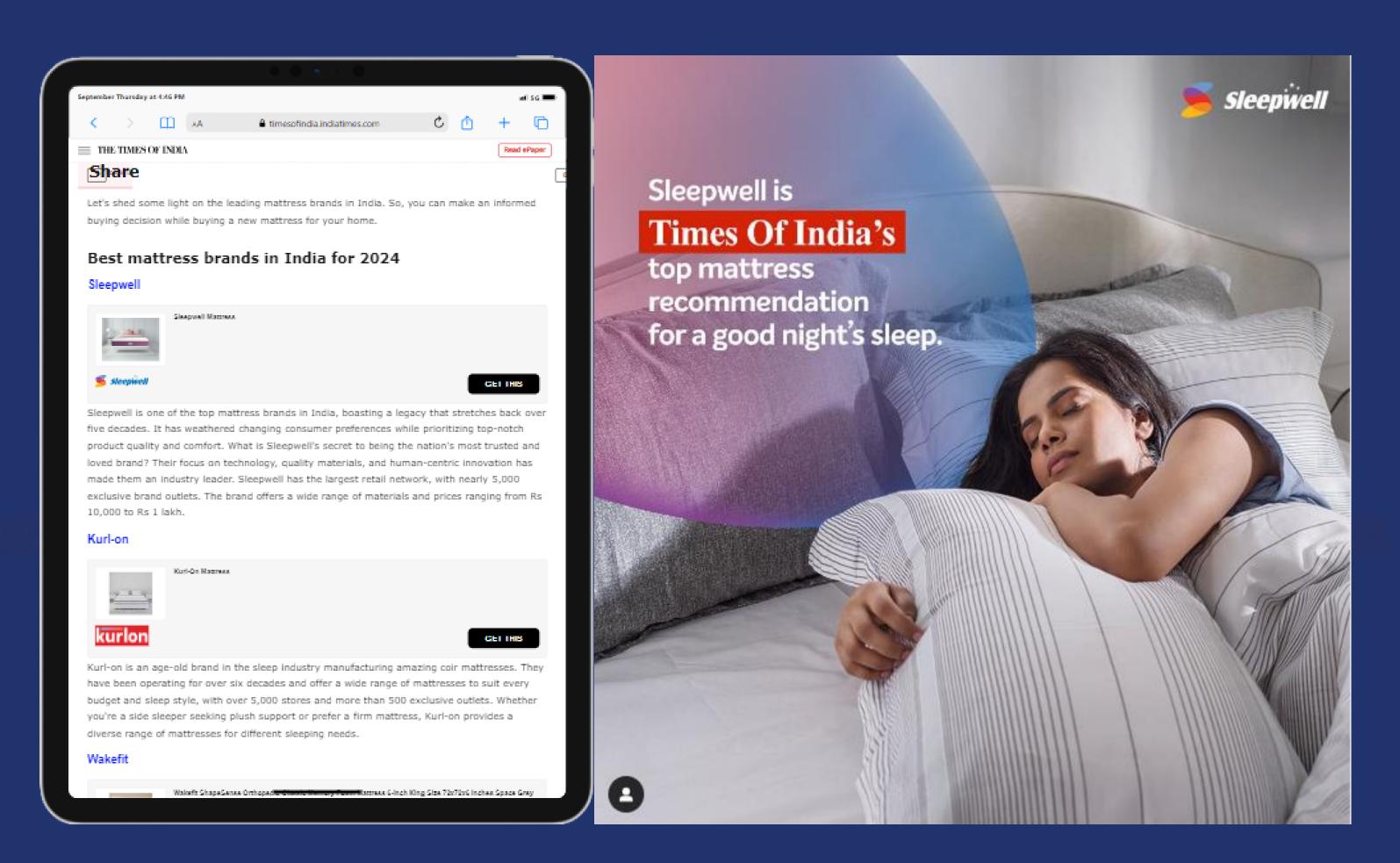
On Ground Brand Activation



Sleepwell in the News



Indian Society of Sleep Research X Sleepwell - Collaboration for importance of sleep awareness



Sleepwell is India's No1. Mattress brand as per TOI

Digital Presence

Digital Reach & Engagement

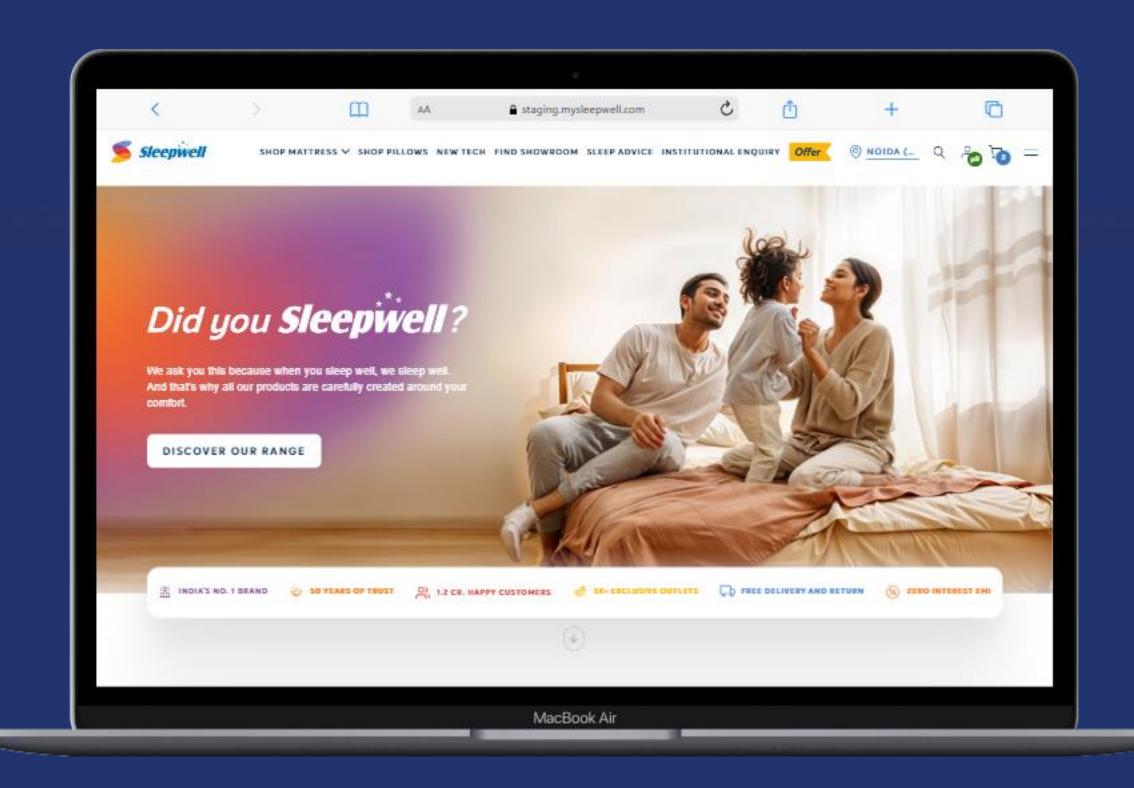
11.3 million

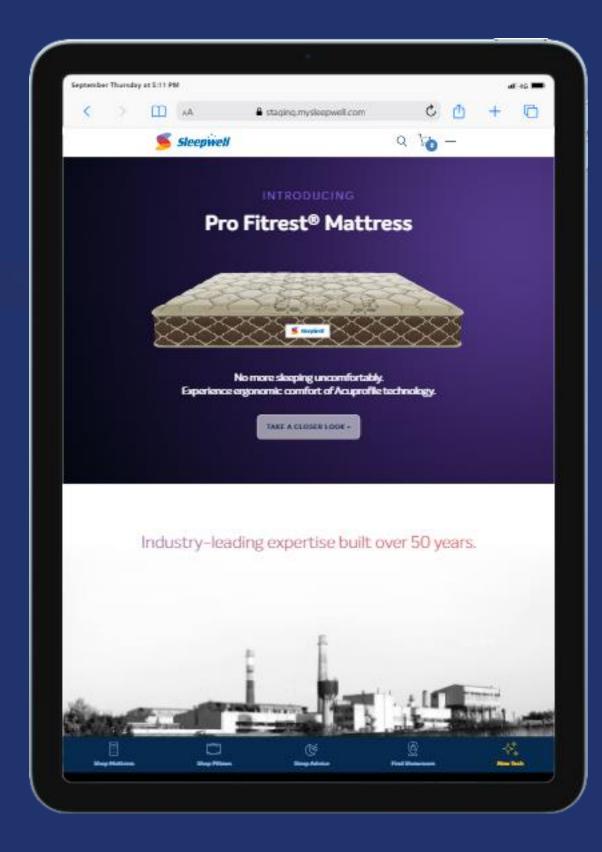
One of the world's strongest fully organic social media community

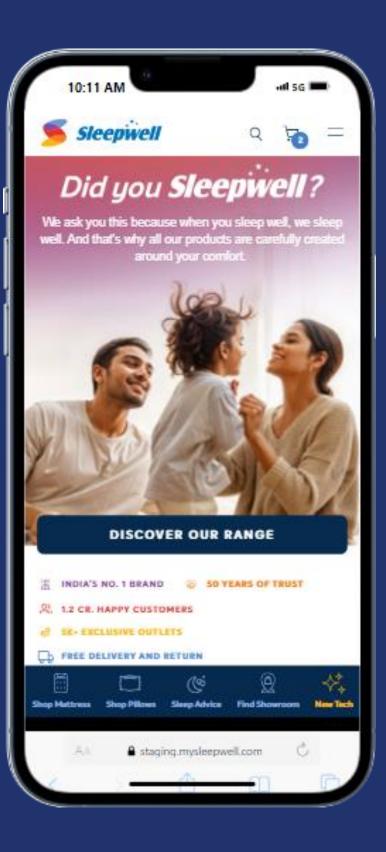
20K - Average engagement per brand post

33.7M - Total engagement

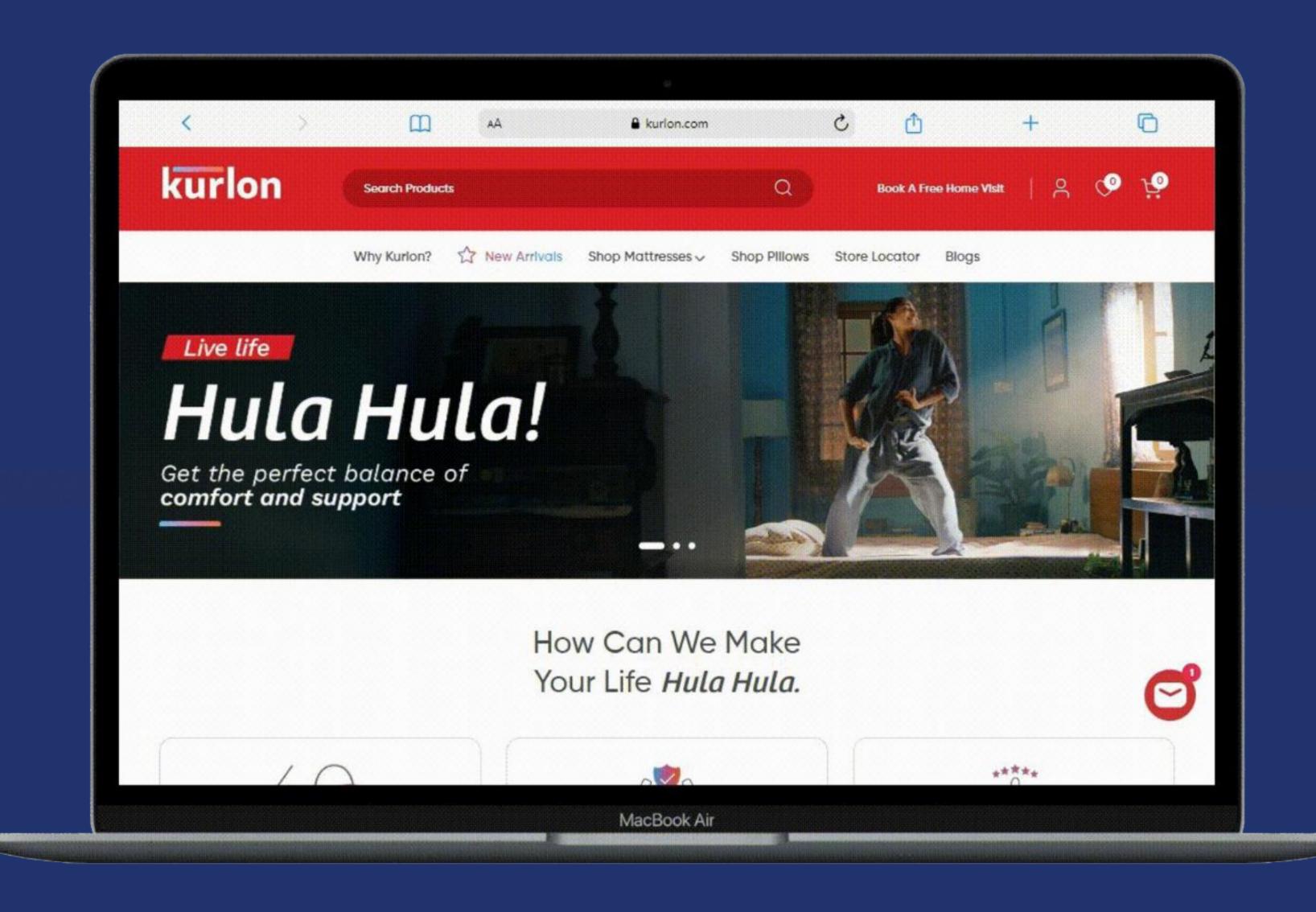
86.9M - Total reach







New & refreshed Kurlon brand website



Channel Engagement

Integrated Channel Engagement

Our dynamic events foster collaboration, drive motivation, and strengthen partnerships across the sales force and dealer network With sustained interactions, we ensure our partners are always aligned with our vision and motivated to achieve more.



Sleepwell Foundation – CSR Initiatives

Engaging with Community

- Educating young minds on practical bullying prevention strategies.
- Conducting workshops on safety and well-being of children.
- Promoting emotional well-being and self-discipline through school workshops.
- Providing practical skills through diverse courses such as Computer & Coding, Fashion Design, Hospitality, Tally, Soft Skills etc.
- SDC Khurja trainees have pursued careers in the Armed Forces, Exports, Accountancy, and Competitive Sports.
- Organizing various upskilling programs aimed at Teachers, Young Entrepreneurs and Working Professionals.
- Reaching out to a wider audience through social media to shed light on mental health, importance of counselling.
- Showcasing inspiring journeys of the common man to highlight the importance of resilience and self-care.



Financials

Quarterly Standalone Income Statement (INR Cr)

Particulars	Q2-FY25	Q2-FY24	Y-O-Y	Q1-FY25	Q-O-Q
Revenue from Operations	602	423	42%	503	20%
Operating Expenses	532	377	41%	456	17%
EBITDA	71	46	55%	48	48%
EBITDA Margin (%)	12%	11%	1%	10%	2%
Other Income	29	22	30%	25	14%
Depreciation	22	13	74%	19	13%
Finance Cost	22	3	6X	22	1%
PBT	56	52	8%	32	76%
Exceptional Item				-12	_
Tax	13	14	-4%	12	13%
PAT	43	38	12%	32	34%
PAT Margin (%)	7%	9%	-2%	6%	1%
Other Comprehensive Income	0.5	-1.8	-1.2X	-0.8	1.5x
Total Comprehensive Income	43	36	19%	31	39%
Basic/Diluted EPS (INR)	3.9	3.9	1.1%	3.0	34%

Half Yearly Standalone Income Statement (INR Cr)

Particulars	H1-FY25	H1-FY24	Y-O-Y
Revenue from Operations	1,106	879	26%
Operating Expenses	988	773	28%
EBITDA	118	106	11%
EBITDA Margin (%)	11%	12%	-1%
Other Income	54	44	22%
Depreciation	41	23	76%
Finance Cost	43	6	6x
PBT	88	122	-28%
Exceptional Item	-12	11	2x
Tax	25	30	-17%
PAT	75	81	-7%
PAT Margin (%)	7%	9%	-2%
Other Comprehensive Income	-0.4	-1.54	77%
Total Comprehensive Income	75	79	-6%
Basic/Diluted EPS (INR)	6.9	8.3	-17%

Quarterly Consolidated Income Statement (INR Cr)

Particulars	Q2-FY25	Q2-FY24	Y-O-Y	Q1-FY25	Q-O-Q
Revenue from Operations	813	613	33%	810	0%
Operating Expenses	743	547	36%	750	1%
EBITDA	69	66	4%	60	16%
EBITDA Margin (%)	9%	11%	-2%	7%	2%
Other Income	32	24	30%	31	4%
Depreciation	48	22	2.2x	40	-21%
Finance Cost	28	9	3.1x	28	0%
PBT	25	60	-59%	23	-10%
Exceptional Item				-31	
Tax	16	16	1%	7	2.2x
PAT	9	45	-79%	47	-80%
PAT Margin (%)	1%	7%	-6%	6%	-12%
Other Comprehensive Income	17	-7	4.6x	0	9.9x
Total Comprehensive Income	26	38	-30%	47	-43%
Basic/Diluted EPS (INR)	0.9	4.5	-80%	4.2	-79%

Half Yearly Consolidated Income Statement (INR Cr)

Particulars	H1-FY25	H1-FY24	Y-O-Y
Revenue from Operations	1,622	1,258	29%
Operating Expenses	1,493	1,115	34%
EBITDA	129	144	-10%
EBITDA Margin (%)	8%	11%	-3%
Other Income	62	49	28%
Depreciation	87	45	96%
Finance Cost	57	16	3.5x
PBT	48	132	-64%
Exceptional Item	-31	11	
Tax	22	33	-32%
PAT	56	88	-36%
PAT Margin (%)	3%	7%	-4%
Other Comprehensive Income	17	-10	3.8x
Total Comprehensive Income	73	78	-6%
Basic/Diluted EPS (INR)	5.1	8.9	-42%

Historical Standalone Income Statement (INR Cr)

PARTICULARS	FY21	FY22	FY23	FY24	H1-FY25
Operational Revenue	1,612	2,008	2,039	1,880	1,106
Operating Expenses	1,374	1,774	1,830	1,670	988
EBITDA	237	234	208	210	118
EBITDA Margins (%)	15%	12%	10%	11%	11%
Other Income	47	70	75	97	54
Depreciation	33	32	41	58	41
Finance Cost	9	7	8	44	43
PBT	244	265	234	205	88
Exceptional Items	-	_	_	-18	-12
Tax	62	67	63	54	25
PAT	181	197	171	168	75
PAT Margins (%)	11%	10%	8%	9%	7%
Other Comprehensive Income	2	-1	-4	-	-0.4
Total Comprehensive Income	183	196	167	168	75
Diluted EPS (INR)	18.6	20.2	17.5	16.3	6.9

Historical Consolidated Income Statement (INR Cr)

PARTICULARS	FY21	FY22	FY23	FY24	H1-FY25
Operational Revenue	2,355	2,866	2,873	2,982	1,622
Operating Expenses	1,991	2,551	2,576	2,682	1,493
EBITDA	364	315	297	301	129
EBITDA Margins (%)	15%	11%	10%	10%	8%
Other Income	50	79	86	117	62
Depreciation	73	81	90	116	87
Finance Cost	18	17	21	69	57
PBT	324	296	273	233	48
Exceptional Items	-	-	-	-23	-31
Tax	84	78	72	61	22
Share of Profit / (Loss) from JV	-	-	-	-11	
PAT	240	219	201	184	56
PAT Margins (%)	10%	8%	7%	6%	3%
Other Comprehensive Income	19	-2	13	-3	17
Total Comprehensive Income	259	217	213	181	73
Diluted EPS (INR)	24.6	22.4	20.4	17.7	5.1

Historical Standalone Balance Sheet (INR Cr)

PARTICULARS	FY23	FY24	H1-FY25
ASSETS			
Non-current Assets	791	3,777	3,296
Property, Plant & Equipment	270	433	492
Capital Work In Progress	103	80	31
Right of Use Assets	38	68	75
Investment Property	3	3	3
Investment In Subsidiaries & JV	197	2,558	2,567
Financial Assets			
(a)Other Investments	56	510	
(b) Loans	72	72	75
(c) Other Financial Assets	5	6	8
(d) Investment in Preference Shares	-	-	-
Non-current Tax Assets (Net)	12	39	39
Other Non-Current Assets	35	7	6
Current Assets	1,127	418	983
Inventories	207	150	221
Financial Assets	-	-	
(a) Investments	707	-	450
(b) Trade Receivable	138	189	241
(c) Cash And Cash Equivalent	13	13	6
(d) Other Bank Balances	0	0	0
(e) Loans	1	1	1
(f) Other Current Fin Assets	3	11	8
Other Current Assets	58	55	55
GRAND TOTAL – ASSETS	1,917	4,196	4,278

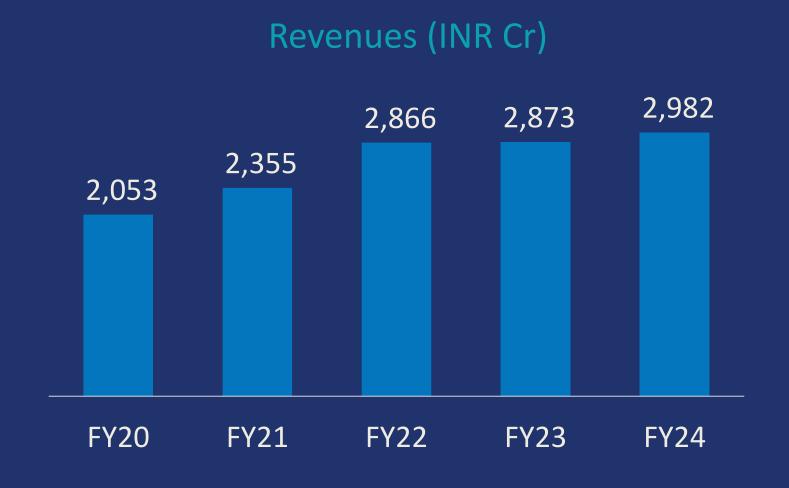
PARTICULARS	FY23	FY24	H1-FY25
EQUITY & LIABILITIES			
Equity	1,362	2,674	2,753
(a) Share Capital	49	54	54
(b) Other Equity	1,313	2,620	2,698
Non-current Liabilities	153	862	678
Financial Liabilities			
(a) Borrowings	99	787	591
(b) Lease Liabilities	16	36	42
(c) Other Financial Liabilities	26	16	17
Provisions	9	10	13
Deferred Tax Liabilities (Net)	4	12	15
Other Non-Current Liabilities	0	0	0
Current Liabilities	402	660	847
Financial Liabilities			
(a) Borrowings	33	169	297
(b) Lease Liabilities	1	8	9
(c) Trade Payables	188	161	235
(d) Other Current Fin Liabilities	110	254	237
Provisions	11	11	11
Current Tax Liabilities (net)	-		7
Other Current Liabilities	59	57	50
GRAND TOTAL - EQUITY & LIABILITES	1,917	4,196	4,278

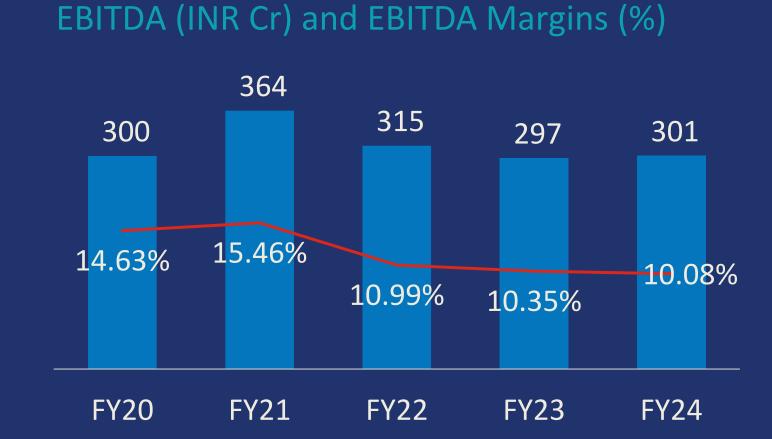
Historical Consolidated Balance Sheet (INR Cr)

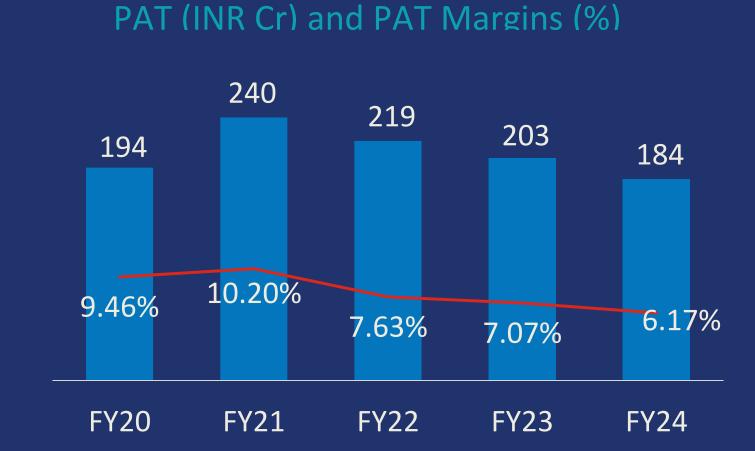
PARTICULARS	FY23	FY24	H1-FY25
ASSETS			
Non-current Assets	1,278	4,465	3,933
Property, Plant & Equipment	429	1,160	1,179
Capital Work In Progress	288	161	117
Right of Use Assets	109	230	218
Investment Property	53	51	50
Intangible Assets	274	1,689	1,702
Intangible Assets under development	-	4	-
Investment Accounted using Equity Method	-	350	50
Financial Assets	-	-	
(a) Other Investments	56	510	-
(b) Loans	2	2	2
(c) Other Non Current Fin Assets	5	21	20
Deferred Tax Assets	14	225	231
Non-current Assets (Net)	12	55	54
Other Non Current Tax Assets	35	7	10
Current Assets	1,433	875	1,407
Inventories	331	339	408
Financial Assets	-	-	
(a) Investments	712	18	455
(b) Trade Receivable	282	364	386
(c) Cash And Cash Equivalent	42	44	33
(d) Other Bank Balances	0	5	7
(e) Loans	1	1	2
(f) Other Current Fin Assets	1	8	5
Current tax Assets (Net)	-	0	-
Other Current Assets	64	96	112
Assets held for Sale	-	-	30
GRAND TOTAL – ASSETS	2,711	5,340	5,371

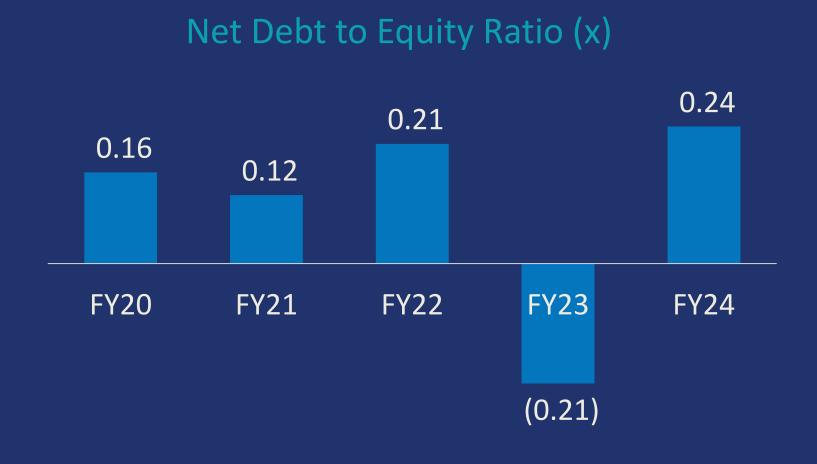
PARTICULARS	FY23	FY24	H1-FY25
EQUITY & LIABILITIES			
Equity	1,609	2,981	3,057
(a) Share Capital	49	54	54
(b) Other Equity	1,552	2,866	2,943
Non Controlling Interest	8	61	60
Non-current Liabilities	419	1,230	1,023
Financial Liabilities			
(a) Borrowings	284	945	742
(b) Lease Liabilities	88	174	166
(c) Other Non Current Financial Liabilities	26	72	65
Provisions	13	22	30
Other Non current Liabilities	0	0	0
Deferred Tax Liabilities (Net)	8	18	21
Current Liabilities	683	1,129	1,290
Financial Liabilities			
(a) Borrowings	184	337	496
(b) Lease Liabilities	16	38	32
(c) Trade Payables	259	388	404
(d) Other Current Fin Liabilities	92	265	248
Provisions	21	29	27
Current Tax Liabilities (Net)	1	1	8
Other Current Liabilities	111	72	75
GRAND TOTAL - EQUITY & LIABILITES	2,711	5,340	5,371

Consolidated Historical Financial Performance







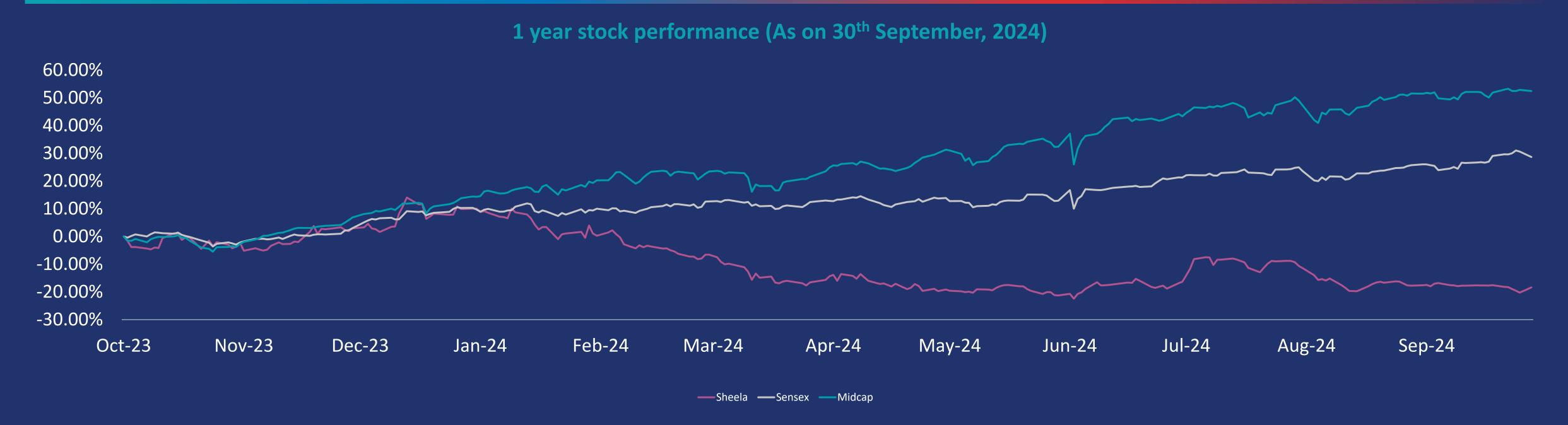






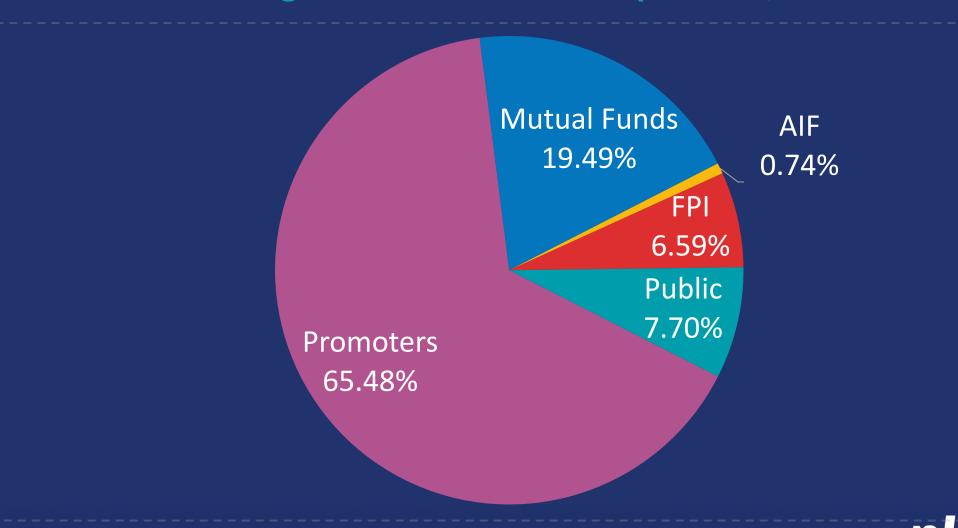
ROE and ROCE (%)

Capital Market Data



Price Data (As on 30th September, 2024)	INR
Face Value	5.0
CMP	919.95
52 Week H/L	1,285.4 / 874.1
Market Cap (INR Mn)	99,996.1
No. of Share outstanding (Mn)	108.7
1 Year Avg. Trading Volume (000)	109.6





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Thank you