



KL/SEC/2024-25/47

Date: 9th August, 2024

To,
The Manager- Listing
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400 051
NSE Symbol: KAMDHENU

To,
The Manager- Listing
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai- 400 001
BSE Scrip Code: 532741

Sub: Investor Presentation – August, 2024.

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Investor Presentation - August, 2024, of the Company.

We request you to kindly take the same on records.

Thanking you,
Yours faithfully,

For Kamdhenu Limited

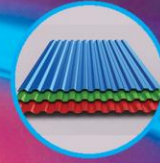
**Khem Chand,
Company Secretary & Compliance Officer**

Encl: as above



कामधेनु है, तो सुकून की गारंटी
सम्पूर्ण सुरक्षा की गारंटी

ACCELERATING
GROWTH AROUND
THE ORBIT



INVESTOR PRESENTATION
AUGUST 2024

SAFE HARBOR



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“

We are India's **LARGEST**
Branded TMT BAR Player with
a Brand Turnover of more than
Rs. **21,200 crores** in retail
and a CAGR Growth of **14%**
over the last decade



WE ARE INDIA'S LARGEST BRANDED TMT BAR PLAYER

- ✓ 80+ Franchise Units to manufacture Steel Rebars, Structural Steel Products & Colour Coated Profile Sheets
- ✓ KAMDHENU is Largest TMT selling brand in India, in the Retail Segment
- ✓ State-of-the-art TMT Technology
- ✓ Converted steel commodity into branded product becoming India's Largest TMT Steel Bars brand with in-house capacity of 120,000 MT p.a.
- ✓ 8,500+ Dealers across India
- ✓ 4% less weight per meter than normal and 20% more strength



OUR JOURNEY



1994 – 2000

- **1994** - Incorporation of Kamdhenu Ispat Limited
- **1995** - Production of Steel Bars; Certified for international quality standards ISO 9001 & BIS 1786:1985

2001 – 2005

- **2004** - Innovated franchisee business association model
- **2005** - Adopted Modern Technology of CRM Belgium To Manufacture TMT Steel Bars

2006 – 2010

- **2006** - IPO Listed at NSE/BSE
- **2008** - Forayed into Decorative Paints Business – COLOUR DREAMZ

2011 – 2015

- **2013** - Launched Kamdhenu SS10000 premium TMT bars
- **2014** - Launched Kamdhenu Structural Steel
- **2015** - Became largest TMT selling brand in India

2016 – 2017

- **2016** - Name Changed from Kamdhenu Ispat Ltd. to Kamdhenu Ltd. – positioned as branding and marketing company
- **2017** - Launched Kamdhenu Nxt – TMT interlock steel for next generation

2018 – 2019

- Expansion of marketing network through enhanced number of dealers and distributors

2019 – 2020

- **2019** - Own Manufacturing Expansion
- **2020** - Launched Kamdhenu PAS 10000 Steel Bar; Board approved the scheme of arrangement

2022 – 2023

- **2021** – Filed Scheme of Arrangement with NCLT, Chandigarh Bench
- **2022** – Approved Scheme of Arrangement by NCLT, Chandigarh Bench
- **2023** - Listing of Equity shares of Kamdhenu Ventures Limited (Paint Business) pursuant to the Scheme of Arrangement on NSE and BSE on 24th January 2023

2023 – 2024

- **2023** – The company has been awarded the “Great Place to Work Certification”

STRONG PRODUCT PORTFOLIO FOR ALL USER SEGMENTS

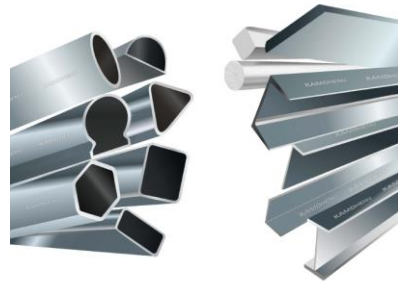


Kamdhenu – Nxt TMT



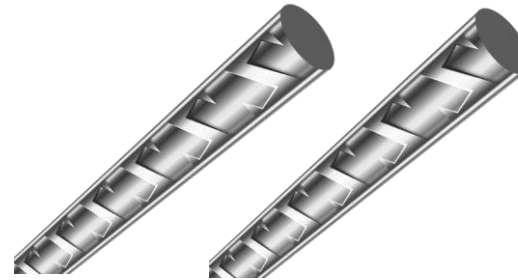
- ✓ Next Generation Interlock Steel features an angular double rib design
- ✓ It has obtained all the rights to manufacture, market, and sell double rib TMT bars

Kamdhenu Structural Steel



- ✓ Produced under a franchisee agreement with a multitude of special contours such as angles, channels, beams, flats, rounds, and squares
- ✓ Includes the entire range of MS Pipes

Kamdhenu – PAS 10000



- ✓ Unique Rib design which gives locking of 360 degree. Its alloy gives it better rust-proof qualities and gives capability to bear more weight
- ✓ Along with that it also gives double earth-quake prevention to the building

Kamdhenu Colour Max

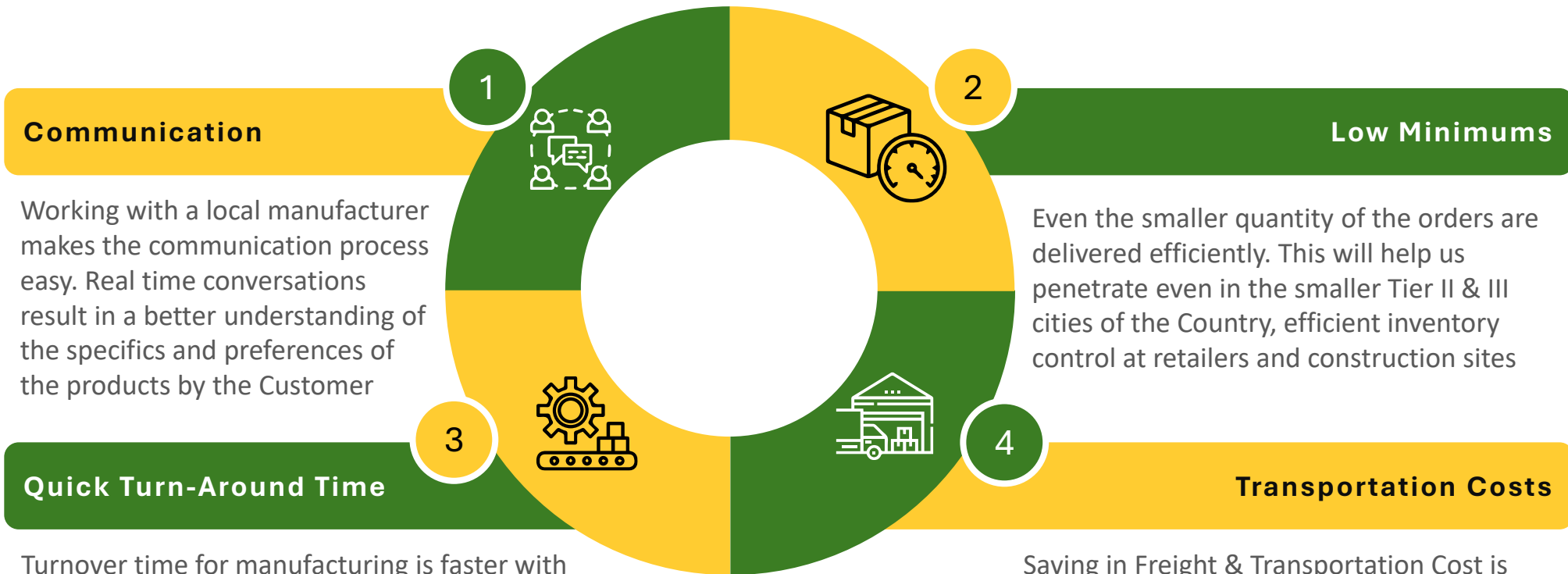


- ✓ Colour Coated profile sheets are versatile color metal products
- ✓ They make dream buildings look stylish and elegant for industrial warehouses and housing

PAN-INDIA DECENTRALIZED MANUFACTURING & MARKETING NETWORK



Decentralized Outsourced Manufacturing Model



Franchisees
80+

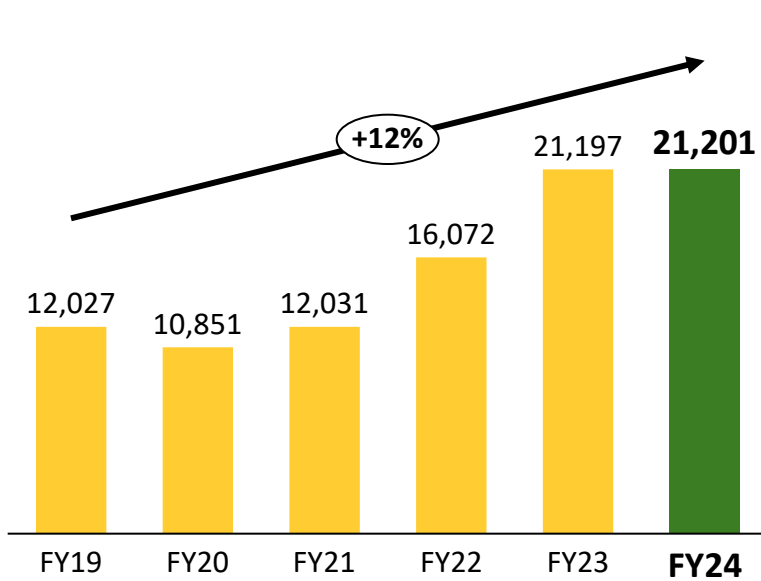
Dealers
8,500+

Distributors
250+

SUSTAINABLE GROWTH THROUGH BRAND CREATION

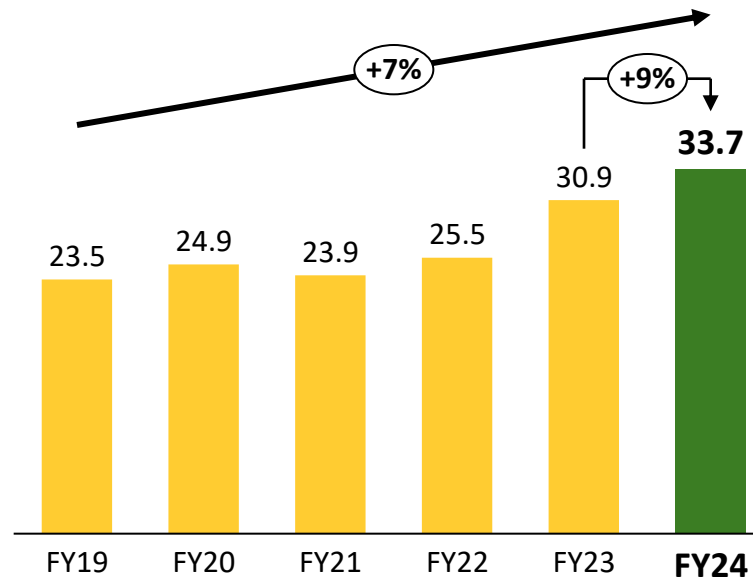


**Kamdhenu Brand Sales Turnover
(In Rs. Crs)**



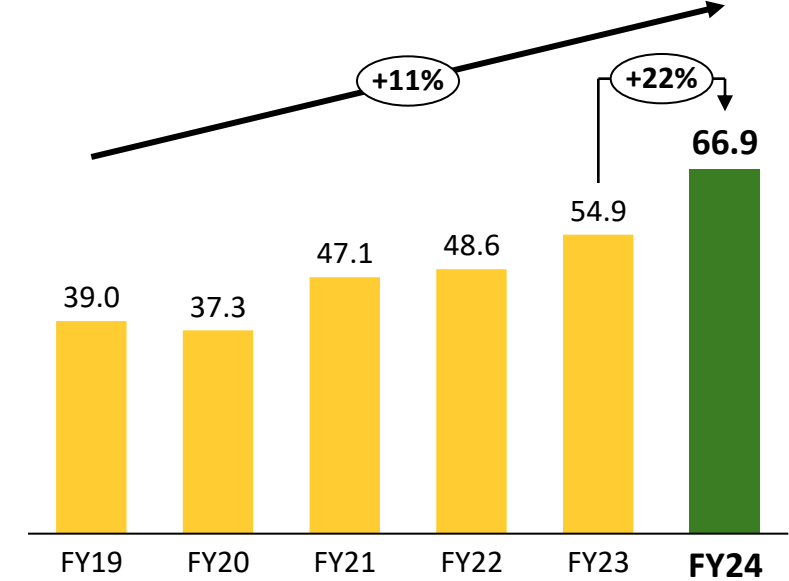
CAGR +12%

**Volumes Sold
(In Lakh MT Tonnes)**



CAGR +7%

**Profit Before Tax
(In Rs. Crs)**



CAGR +11%

ASSET LIGHT BUSINESS MODEL...

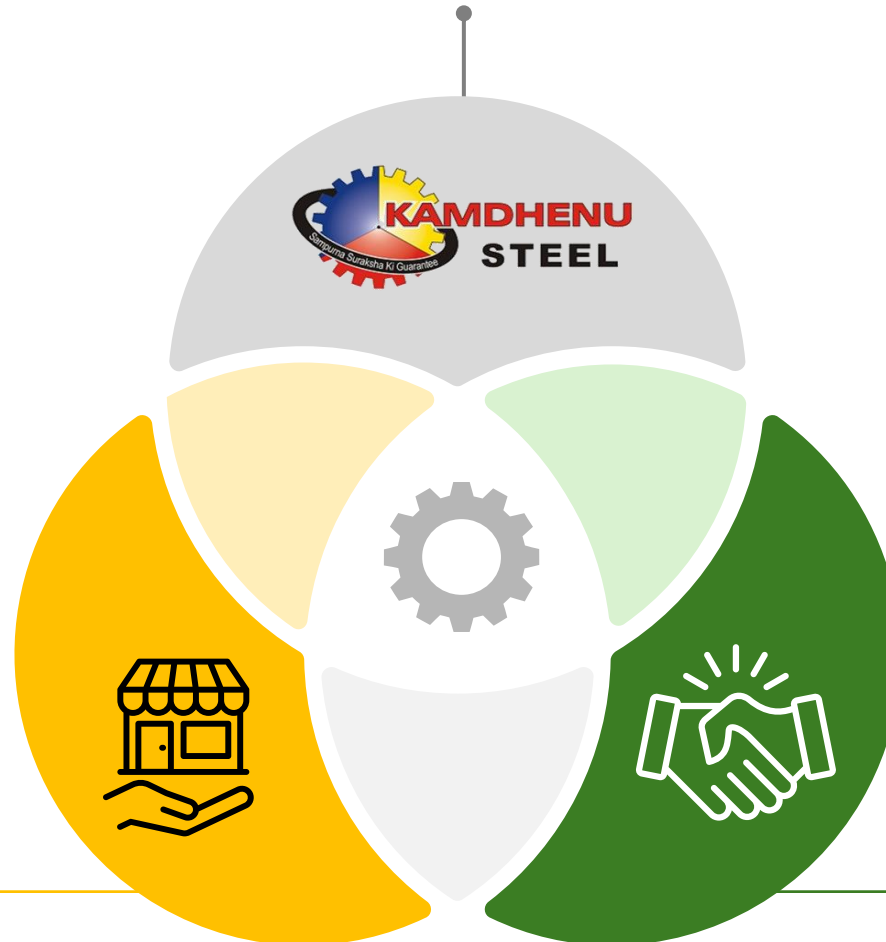


Kamdhenu Limited

Innovator – We do Research and introduce new products based on Customer Requirement in the Market

• Franchisee

- ✓ Manufactures products based on technology, design and quality specifications provided by Kamdhenu
- ✓ Every **franchisee** is allowed to sell its product in a particular region which is its designated geographical area. Franchisee has to sell through particular distributors



• Distributors / Dealers

- ✓ Committed chain of Dealers and Distributors connected with Franchisee / Sales Depot created by Kamdhenu
- ✓ **Distributor** – Every distributor is also assigned a particular region which is its designated geographical area
- ✓ **Dealer** - Every distributor shall facilitate the supply to a set of dealers in the said designated geographical area on exclusive basis

... CREATING LONG TERM SUSTAINABILITY



Benefits to Kamdhenu

Easy availability of product in all parts of the country

Enhanced revenue and increase in Profitability due to Royalty earned

Saving Transport cost

Increase in Market share

Improvement in Brand Equity

Ensure quick delivery of Products to consumers

Efficient handling large volumes

Bargaining Power

Win-Win for Franchises

Expertise & Experience

Provide franchise units with expertise and experience for an efficient business

Quality Assurance

Assurance of quality from Kamdhenu gives comfort to end customers

Ready Marketplace

Ready Platform in niche market giving facelift to unorganized sector / new enterprise

Centralized Publicity

Assistance to Centralized Publicity support of Kamdhenu

Brand "KAMDHENU"

Franchisee can leverage brand "KAMDHENU"

Bank Funding

Presence and brand grants them easy & zero hassle availability of bank funding

Marketing Network

Access to Marketing Network across India

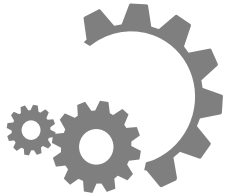
Capacity Utilization

Provides exceptional distinctiveness and enables them to earn premium on their products thereby leading to higher capacity utilization

STRUCTURAL STEEL - FASTEST GROWING SEGMENT



Description



One such product which continues to pioneer new innovations

It is counted as one of the most recycled material on Earth, made of 88% cast-off product, fully recyclable in the future

Special Contours



Production of a multitude of special contours such as:

- ✓ Angles
- ✓ Channels
- ✓ Beams
- ✓ Flats
- ✓ Round & Square Pipes

End-user Industries



Industrial structures, flyovers, bridges, dams, transmission line towers, underground platforms in metro railways and other reinforcement structures across the country

Advantages

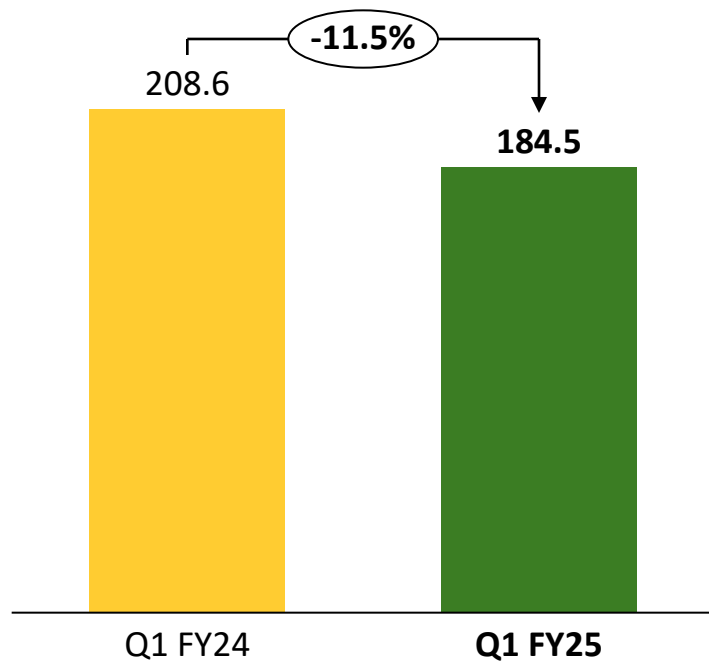


- ✓ High Strength and High Ductility
- ✓ Superior Bend ability, Weld ability and Straightness
- ✓ Available in every state of India
- ✓ Economic in Application
- ✓ Lower sectional weight and higher strength technique
- ✓ Highly cost-effective and save steel

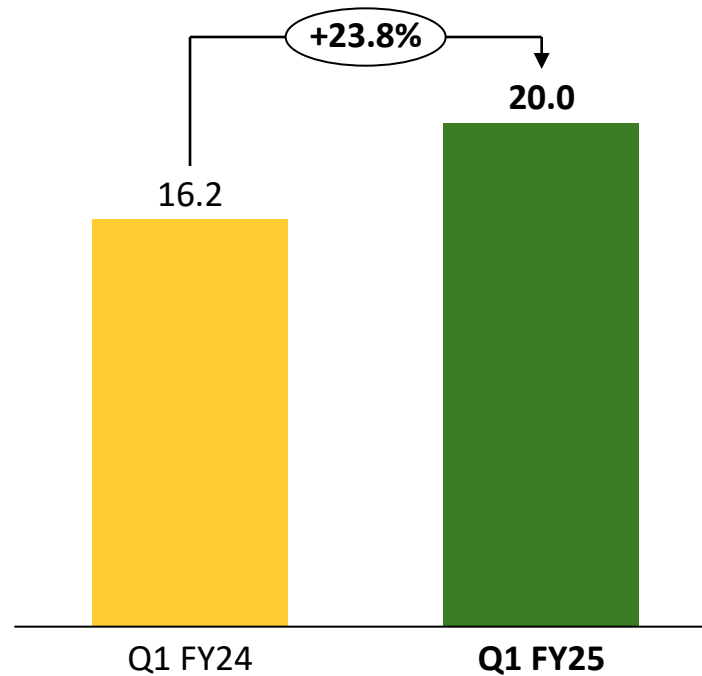
Q1 FY25 FINANCIAL HIGHLIGHTS



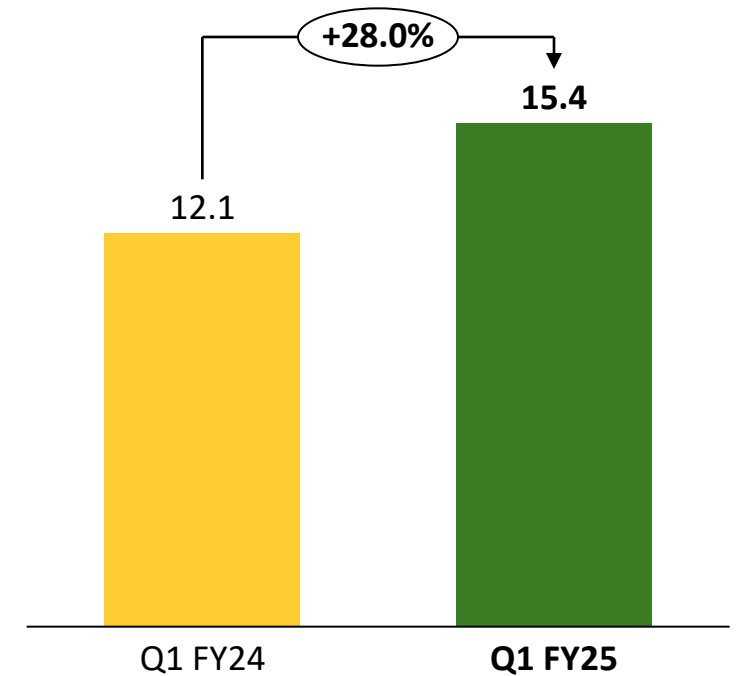
Revenues from Operations
(In Rs. Crs)



Profit Before Tax (PBT)
(In Rs. Crs)



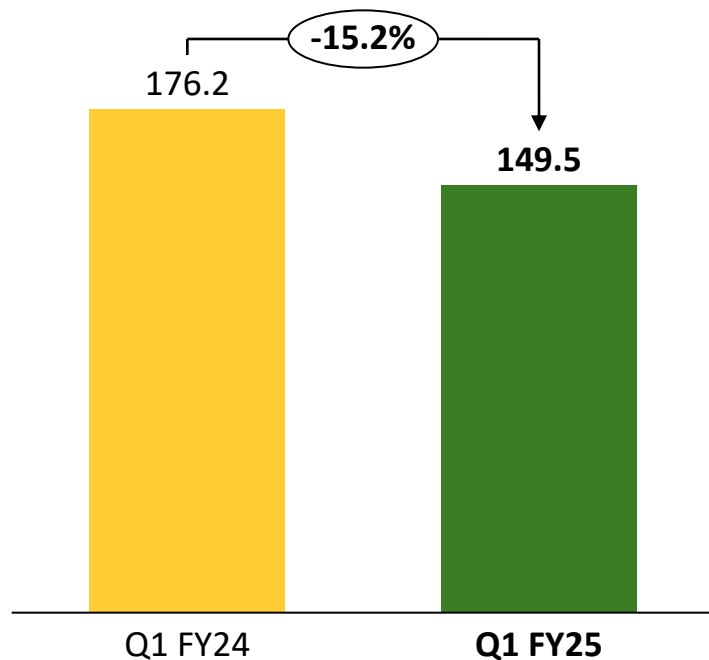
Profit After Tax
(In Rs. Crs)



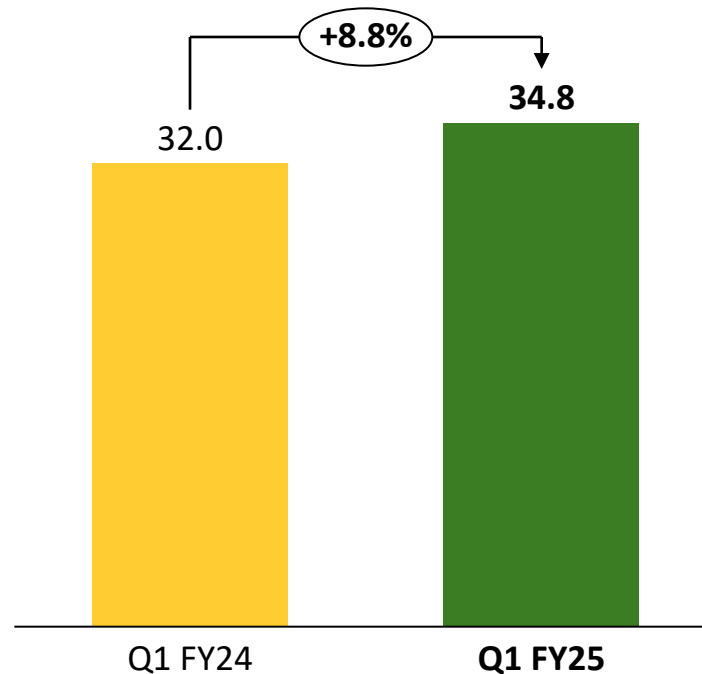
Q1 FY24 FINANCIAL HIGHLIGHTS



Revenues from Own Facility
(In Rs. Crs)



Royalty Income through
Franchisee Sales (In Rs. Crs)



Return on Equity (%)*

21.1%

Return on Capital Employed (%)*

28.5%

Debt*

NIL

HUGE CAPACITIES AT LOW COST



Production Capacity of Franchisees

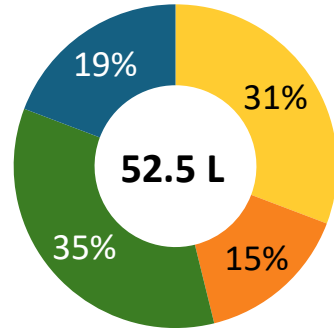
Steel Rebars
40 Lakhs MT
 per annum

Structural Steel
10 Lakhs MT
 per annum

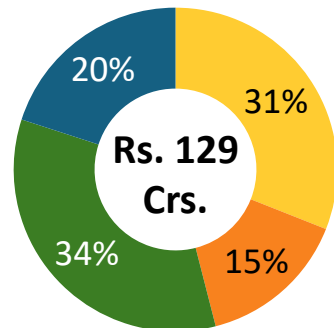
Colour Coated Profile Sheets
2.5 Lakhs MT
 per annum

Regional Split

Installed Capacities (MT)



Royalty Income (FY24)



North South East West

Company Owned - Manufacturing, R&D and T&D

Steel Division at Bhiwadi, Rajasthan

- ✓ **Production Capacity 1,20,000 MT** per annum (Realigned to support the future innovation, product development and training to franchise staff)
- ✓ **Innovation Centre** – Research & Development and new products / designs based on customer requirement are introduced
- ✓ Plant used as training centre for all technical staff deputed at the franchisee's unit - trained on various technical, qualitative and commercial aspects
- ✓ **Revenue from Own Facility** for FY24 stood at Rs. 595 crores

SUCCESSFUL FUND RAISE OF ~ RS. 100 CRS.



Objectives



The Board of Directors in its meeting held on 13th January 2024, had approved the issue of convertible warrants and accordingly proposes to issue and allot in aggregate up-to maximum of **27,50,000** convertible warrants at an issue price of **Rs. 353/-** which has received exchange and shareholder approval on 8th February 2024



The Company has already received **Rs. 24.27 crores** i.e.25% of the total amount towards subscription of the warrants from the allottees. Some of the monies have been utilized towards investments in franchisee units and brand strengthening.



The conversion of warrants into equivalent number of equity shares of the Company can be exercised by the warrant holder(s) at any time during the period of eighteen months from the date of allotment of Warrants i.e. 22nd February 2024, in one or more tranches, upon payment of the remaining 75% of the amount payable against each such warrant before the last date of conversion of warrants



8,02,800 warrants converted into equity on 28th June 2024 and monies received to the tune of **Rs. 21.25 crores**

Acquiring stake strategically in some of the franchisee units so as to re-modeling of franchisee business of the company

Capital expenditure in existing manufacturing unit and/or acquiring & setting up of new office premises

Investments in existing and/or new business ventures in India and/or overseas for diversification

Enhancing and strengthening the brand position and corporate image to leverage the overall brand premium

AWARDS & ACKNOWLEDGEMENTS



We truly believe that Customer delight and satisfaction are the true award we vouch for and our efforts to meet the customers' expectation have brought many accolades to us

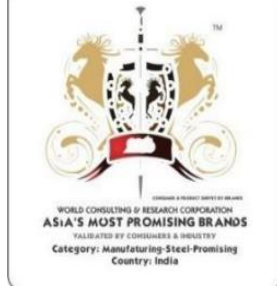


WINNER OF THE
WORLD'S GREATEST BRAND
2015 ASIA & GCC

World's Greatest
Brands 2015
amongst Asia &
GCC



2015



Asia's Most
Promising Brand
2015-16 by World
Consulting &
Research
Corporation

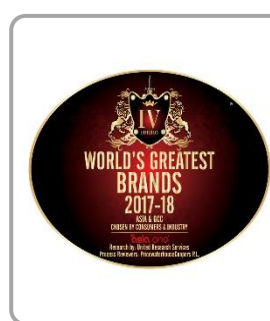
2015-16



Indian Power
Brand 2016 &
2019-20 Award



2016 & 2019-20



World's Greatest
Brands 2017-18
amongst Asia &
GCC



2017-18



Icon of Trust – The
Extraordinaire
Brand



2020-22



URS – Asia One



2022-23

BRAND PROMOTIONS



Print Media

National Newspapers

 **The Indian EXPRESS**


THE FINANCIAL EXPRESS


Dainik Bhaskar
THE ECONOMIC TIMES

Regional Newspapers


पत्रिका
RAJASTHAN


जनसत्ता


पंजाब
कैसरी



Promotional Materials

- Distribution of catalogues
- Brochures
- Visiting cards
- Shop branding
- Sample board, pen, pad, mason kit having branding of Kamdhenu products



Digital Campaigns



Kamdhenu NXT TMT Bars

40K views • 3 weeks ago

- Social media campaigns to educate consumers about benefit of its products
- Enable people to make the right choice

BRAND PROMOTIONS



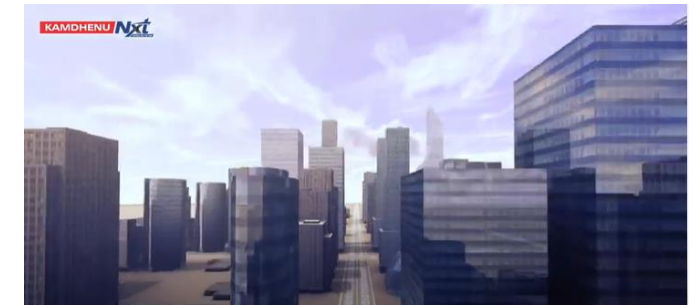
Outdoor Campaigns



Brand Educational Activities

- Dealers & Distributor Meets
- Customer Meets
- Seminars, conferences
- Workshops
- International Trips
- Motivational Sessions

Television Campaign



Strong presence on various national and regional TV Channels such as Aajtak, Zee News, Zee Business, ABP and CNBC Network through various sponsorships and advertisement campaigns of Kamdhenu products

PARTICIPATION OF NOTED CELEBRITIES



Brand Promotions, Event Participation Have Helped Strengthen Dealer Connect & Expand Visibility



Preity G Zinta



Emraan Hashmi



Madhuri Dixit



Kanika Kapoor



Tapsee Pannu



Jacqueline Fernandez



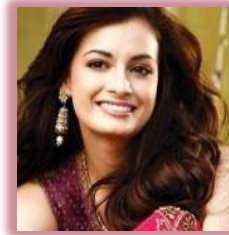
Kangana Ranaut



Malaika Arora



Sonam Kapoor



Dia Mirza



Sonu Nigam



Rakul Preet



Karishma Tanna



Govinda



Kareena Kapoor



Karisma Kapoor



Anil Kapoor



Manushi Chhillar

EXPERIENCED BOARD OF DIRECTORS



Mr. Satish Kumar Agarwal

Chairman & Managing Director



Mr. Sunil Kumar Agarwal

Whole Time Director



Mr. Sachin Agarwal

Whole Time Director



Mr. Saurabh Agarwal

Non-Executive Director



**Mr. Baldev Raj
Sachdeva**

Independent Director



**Mr. Madhusudan
Agrawal**

Independent Director



**Mrs. Pravin
Tripathi**

Independent Director



Mr. Vivek Jindal

Independent Director



**Mr. Harish Kumar
Agarwal**

Chief Financial Officer

PROFIT AND LOSS STATEMENT



Particulars (Rs. In Crs.)	Q1 FY25	Q1 FY24	Y-o-Y	FY24
Revenue from Operations	184.5	208.6	-12%	724.7
Total Raw Material	129.9	156.7		526.4
Gross Profit	54.6	51.9	5%	198.3
GP Margin (%)	29.6%	24.9%		27.4%
Employee Expenses	12.3	11.7		46.8
Other Expenses	27.5	24.5		92.5
Depreciation	1.3	1.2		5.0
Finance Cost	0.1	0.1		0.6
Other Income	(6.6)	(1.9)		(13.6)
Profit before Tax	20.0	16.2	24%	66.9
PBT Margin (%)	10.9%	7.8%		9.2%
Tax	4.6	4.1		16.8
Profit After Tax	15.4	12.1	28%	50.1
PAT Margin (%)	8.4%	5.8%		6.9%

BALANCE SHEET



Particulars (Rs. In Crs)	Mar-24	Mar-23
Equity		
Equity Share Capital	26.9	26.9
Other Equity	186.2	139.7
Money received against share warrants	24.3	0.0
Total Equity	237.4	166.7
Non Current Liabilities		
Financial Liabilities		
Lease Liabilities	1.2	2.6
Other Liabilities	6.2	5.4
Provisions	1.0	3.3
Deferred Tax Liabilities (Net)	3.6	1.0
Total Non Current Liabilities	11.9	12.3
Current Liabilities		
Financial Liabilities		
Lease Liabilities	1.5	1.1
Trade Payables	24.0	19.2
Other Financial Liabilities	4.8	3.6
Other Current Liabilities	4.0	4.7
Provisions	0.1	0.5
Current Tax Liabilities (Net)	0.3	0.4
Total Current Liabilities	34.8	29.5
Total Equity and Liabilities	284.1	208.5

Particulars (Rs. In Crs)	Mar-24	Mar-23
Non Current assets		
Property, Plant and Equipments	43.8	44.8
Right of Use Assets	1.7	2.4
Investment in Subsidiary	0.0	0.0
Financial Assets		
Other Investments	4.9	4.7
Loans	10.0	0.1
Other Financial Assets	11.1	2.7
Other Non-Current Assets	0.7	10.4
Total Non Current Assets	72.2	65.1
Current Assets		
Inventories	12.0	14.6
Financial Assets		
Investment	78.8	9.5
Trade Receivables	54.5	82.1
Cash and Cash Equivalents	40.1	11.9
Bank Balances	13.8	0.2
Loans	0.1	2.9
Other Financial Assets	0.7	0.2
Other Current Assets	11.7	22.0
Total Current Assets	211.8	143.4
Total Assets	284.1	208.5

CASH FLOW STATEMENT



Cash Flow Statement (Rs. In Crs.)	Mar-24	Mar-23
Net Profit Before Tax	66.9	54.9
Adjustments for: Non - Cash Items / Other Investment or Financial Items	-2.9	7.6
Operating profit before working capital changes	64.0	62.5
Changes in working capital	52.9	18.9
Cash generated from Operations	116.9	81.4
Direct taxes paid (net)	-14.7	-14.6
Net Cash from Operating Activities	102.1	66.8
Net Cash from Investing Activities	-92.4	-4.0
Net Cash from Financing Activities	18.5	-54.5
Net Decrease in Cash and Cash equivalents	28.2	8.2
Add: Cash & Cash equivalents at the beginning of the period	11.9	13.7
Transferred under scheme of demerger	0.0	-10.0
Cash & Cash equivalents at the end of the period	40.1	11.9



THANK YOU

For further Information, please contact :



CIN: L27101HR1994PLC092205

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Group CFO, CRO & Head-Legal
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www.kamdhenulimited.com

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SGA Strategic Growth Advisors

CIN: U74140MH2010PTC204285

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