



RUSHIL DECOR LIMITED

Corporate Office:
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Near Neelkanth Green Bungalow,
Off Sindhu Bhavan Road, Shilaj,
Ahmedabad-380058, Gujarat, INDIA.

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RDL/045/2019-20

Date: 09.12.2019

To,
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra – Kurla Complex,
Bandra (E),
Mumbai – 400 051

To,
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001

ISIN: INE573K01017
NSE EQUITY SYMBOL: RUSHIL
BSE SCRIPT CODE: 533470

Sub: Submission of Q2 F.Y. 2019-20 Presentation

Dear Sir / Madam,

We are enclosing herewith a copy of the Q2 F.Y. 2019-20 Presentation regarding the financial performance of the company and other highlights for the period ended on 30th September, 2019.

Please take the same in your records and do the needful.

Thanking you

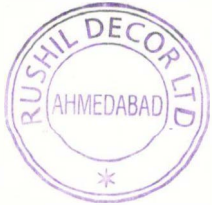
Yours Faithfully,

For, Rushil Decor Limited

Modi

Hasmukh K. Modi
Compliance Officer
Tele No.: (079) 61400400
Email Id: ipo@rushil.com

Encl: as above



Celebrating 25th Year of Growth & Success

info@rushil.com www.rushil.com

vir laminate | vir mdf | vir prelam | vir wood | virext-lam

vir door | vir hdf | vir pvc | vir 90° | vir wpc

vir studio



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___ **Q2FY20** ___
EARNINGS PRESENTATION
NOVEMBER 2019



Material and information provided in this presentation may contain 'forward-looking statements'. These statements are based on current expectations, forecasts and assumptions that are subject to risks and uncertainties which could cause actual outcomes and results to differ materially from these statements.

Risks and uncertainties include general industry and market conditions, and general domestic and international economic conditions such as interest rate and currency exchange fluctuations. Risks and uncertainties particularly apply with respect to product-related forward-looking statements. Product risks and uncertainties include, but are not limited, to technological advances and patents attained by competitors, challenges inherent in new product development; claims and concerns about product safety; obtaining regulatory approvals; domestic and foreign industry reforms; industry trends, and governmental laws and regulations affecting domestic and foreign operations.

Also, for products that are approved, there are manufacturing and marketing risks and uncertainties, which include, but are not limited, to inability to build production capacity to meet demand, unavailability of raw materials, and failure to gain market acceptance.

The Company undertakes no obligation to update or revise any forward-looking statements whether as a result of new information, future events or otherwise.



Result Highlights

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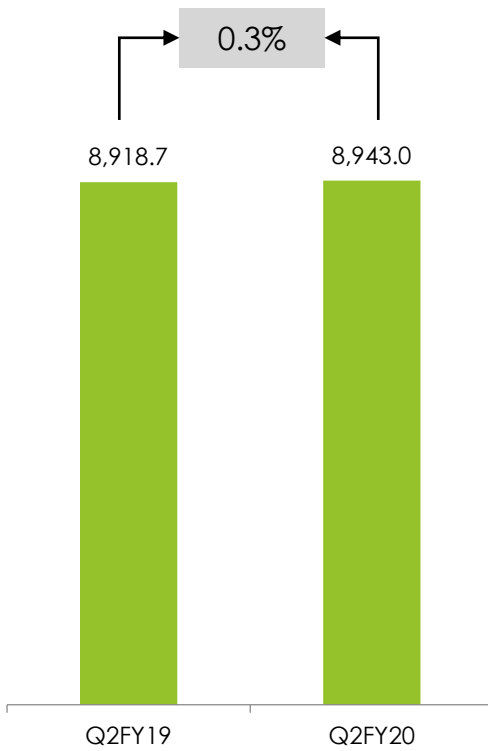
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**RESULT
HIGHLIGHTS**

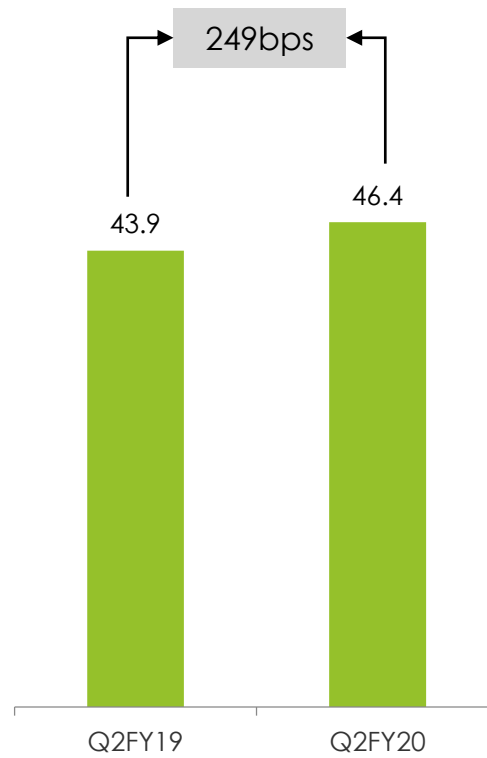


QUARTERLY HIGHLIGHTS

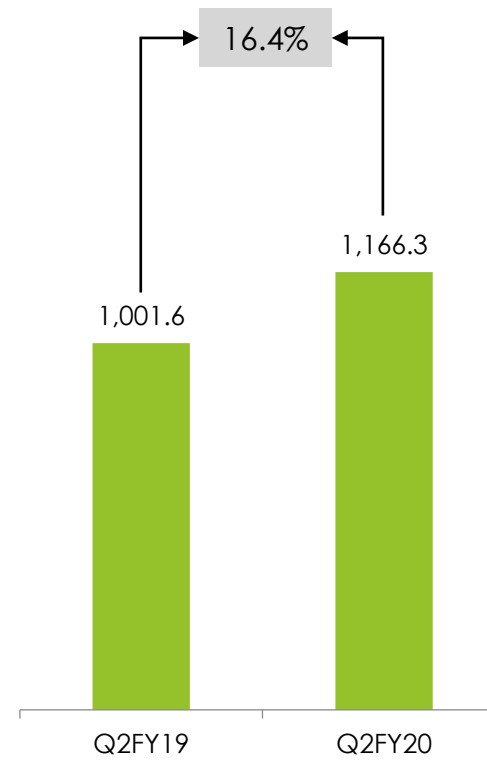
Total Income
(₹ Lakhs)



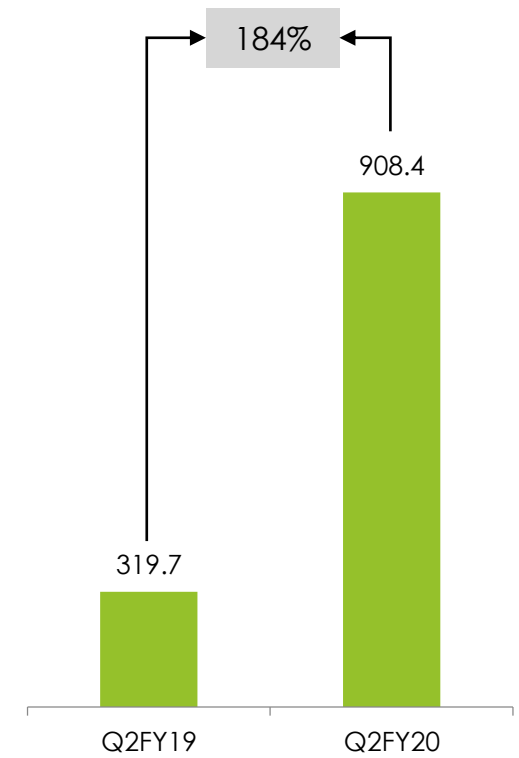
Gross Margins
(%)



EBITDA
(₹ Lakhs)

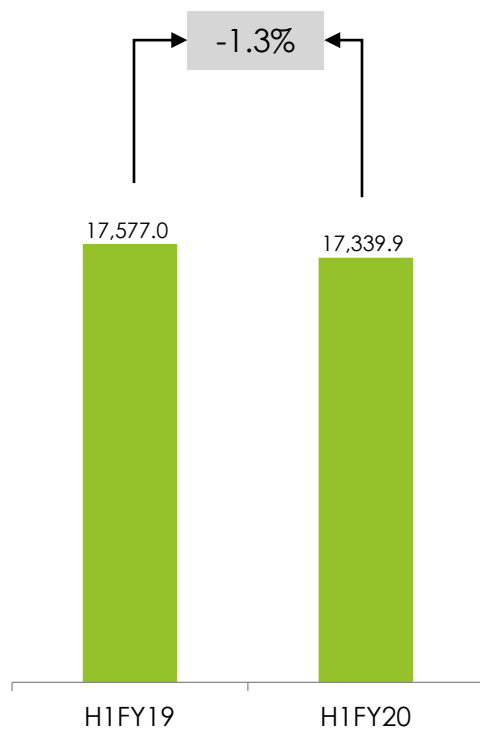


PAT
(₹ Lakhs)

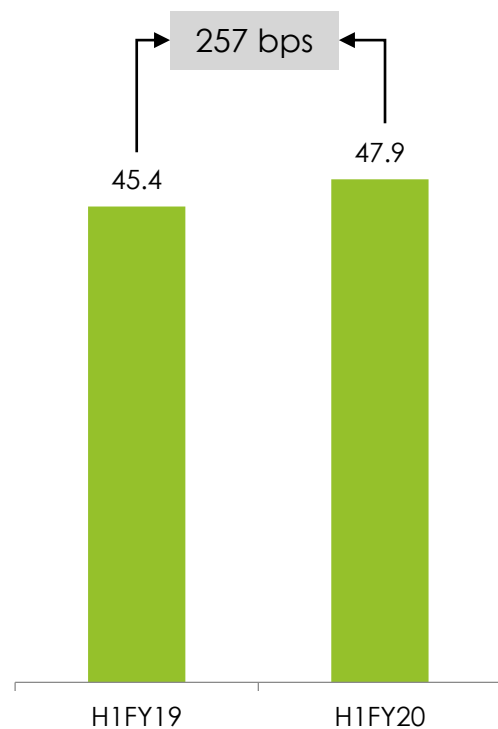


HALF-YEARLY HIGHLIGHTS

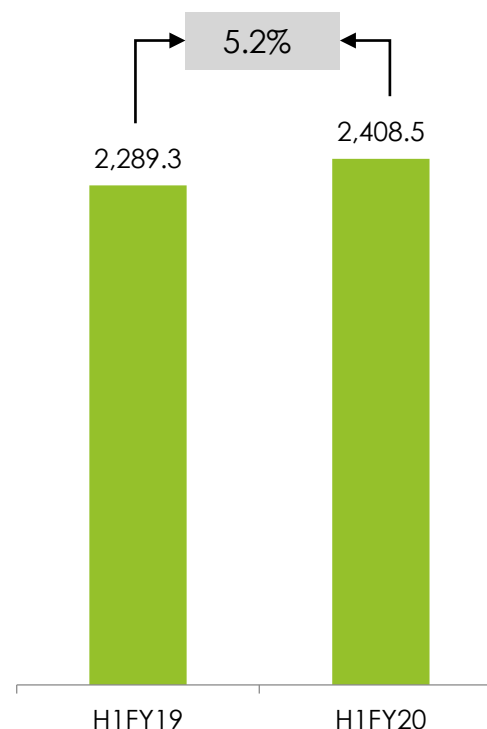
Total Income
(₹ Lakhs)



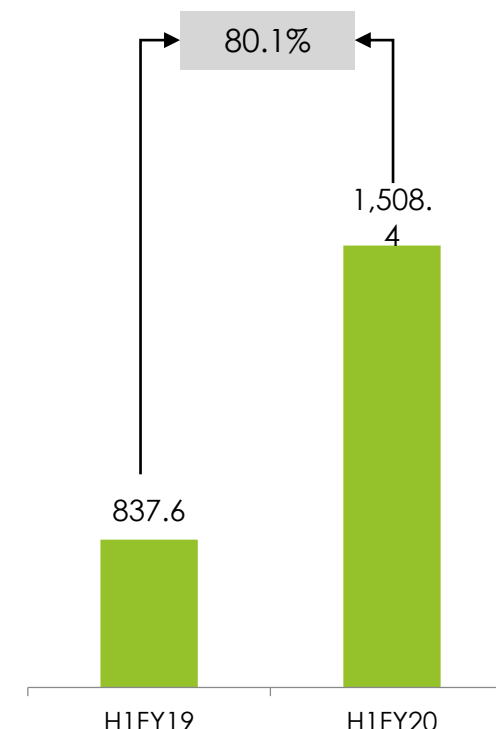
Gross Margins
(%)



EBITDA
(₹ Lakhs)



PAT
(₹ Lakhs)



QUARTERLY RESULTS AT A GLANCE

	Q2FY20	Q2FY19	%YoY	%QoQ	Q1FY20	Q1FY19
Revenues from Operations	8,943.0	8,918.7	0.3	6.5	8,396.9	8,658.3
Cost of Sales	4,789.9	4,999.0	-4.2	13.0	4,238.1	4,604.2
Cost of materials cons	4,197.6	4,809.3	-12.7	-5.7	4,453.0	5,166.0
Purchases of Stock-in-Trade	51.8	0.5			27.1	5.6
Changes in inventories	540.6	189.3			-241.9	-567.4
Gross Profit	4,153.1	3,919.7	6.0	-0.1	4,158.8	4,054.1
% Margins	46.4	43.9			49.5	46.8
Operating Expenses	3,036.1	2,941.6	3.2	0.9	3,009.1	2,798.3
Employee benefits expense	675.1	675.5	-0.1	0.7	670.3	540.9
Other expenses	2,361.0	2,266.1	4.2	0.9	2,338.8	2,257.4
Operating Profit	1,117.0	978.0	14.2	-2.8	1,149.7	1,255.9
% Margins	12.5	11.0			13.7	14.5
other Income	49.4	23.6	109.2	-46.7	92.5	31.8
EBITDA	1,166.3	1,001.6	16.4	-6.1	1,242.2	1,287.7
% Margins	13.0	11.2			14.8	14.9
D&A expenses	218.0	213.7	2.0	1.2	215.4	212.9
EBIT	948.4	787.9	20.4	-7.6	1,026.8	1,074.8
% Margins	10.6	8.8			12.2	12.4
Finance Cost	292.4	278.0	5.2	-10.1	325.1	260.8
EBT	656.0	510.0	28.6	-6.5	701.7	814.0
% Margins	7.3	5.7			8.4	9.4
Taxes	-252.5	190.2	-232.7	-348.3	101.7	296.2
Tax Rate (%)	-38.5	37.3			14.5	36.4
PAT	908.4	319.7	184.1	51.4	600.0	517.8
% Margins	10.2	3.6			7.1	6.0



MANAGEMENT COMMENTRY

- Operating Revenue was flat at 0.3% in Q2FY20 to ₹ 8,942.9 lakhs against ₹ 8918.7 Lakhs in Q2FY19 with decline in the volume growth of Laminates and MDF respectively
- Gross Profits was aided by lower raw material prices which declined 12.7% YoY with Gross margins at 46.4% vs 43.9% in Q2FY19
- PAT saw a robust growth of 184.1% YoY in Q2FY20 with a decline in corporate taxes by 232.7% YoY
- The outlook for the future for RUSHIL DECOR remains buoyant



MARKET SHARE AND SEGMENTS

- Current market share of the business remains intact
- New marketing initiatives to strengthen our position in various segment offering
- Focus to increase our share gradually in Laminate, MDF & PVC segment





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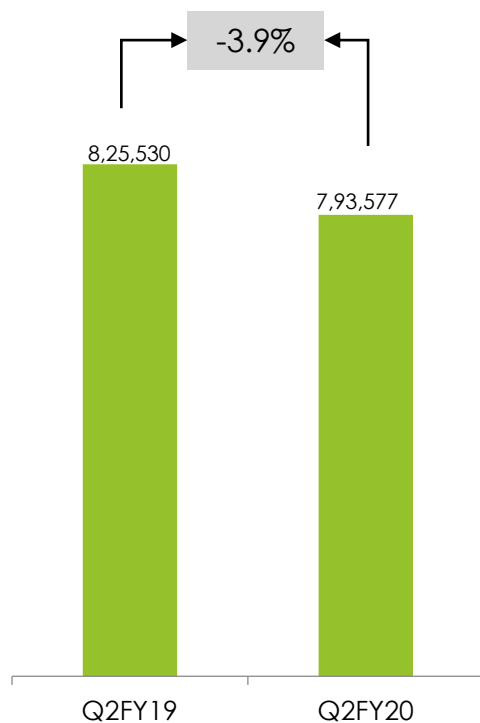
SEGMENT MIX



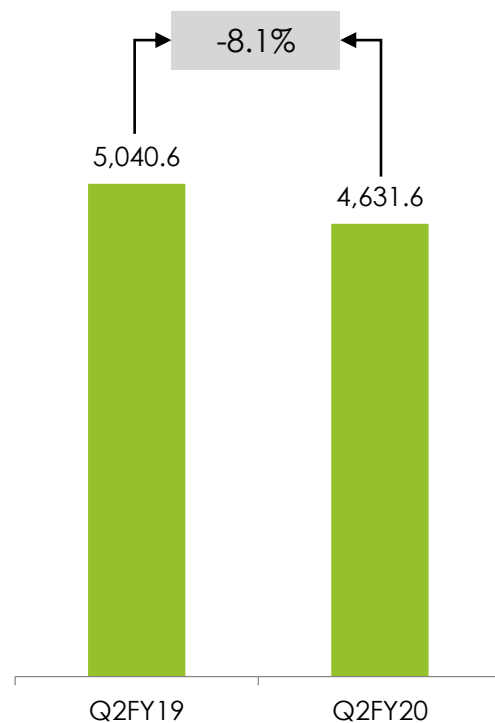


QUARTERLY SEGMENT- LAMINATES

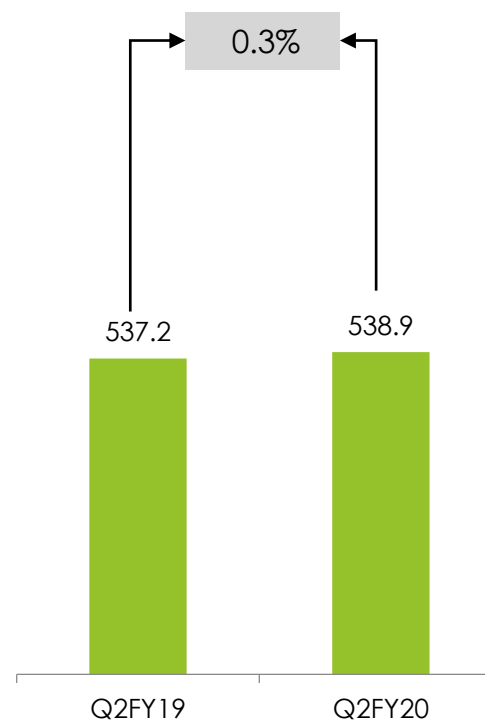
**LAMINTES VOLUME
(Nos)**



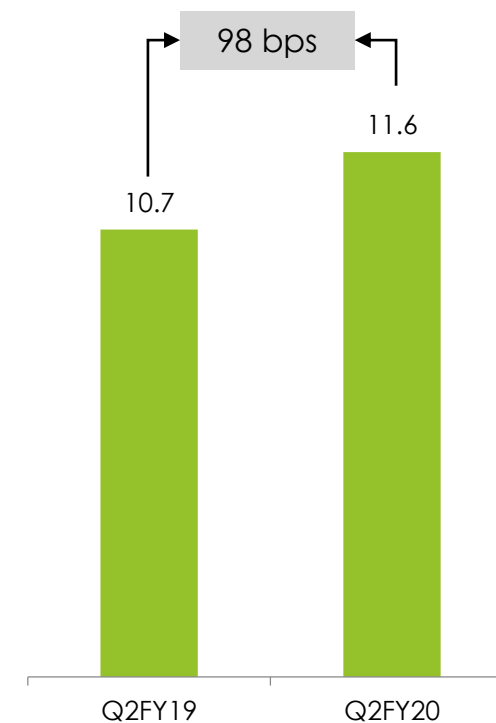
**LAMINATE SALES
(₹ Lakhs)**



**EBITDA
(₹ Lakhs)**



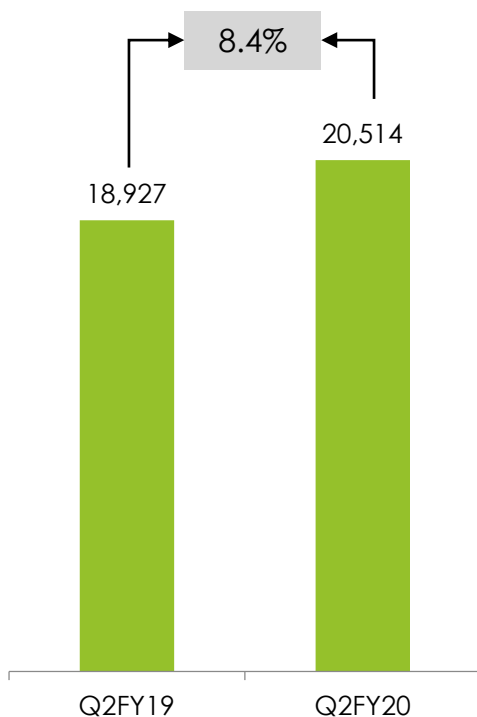
**EBITDA
(%)**



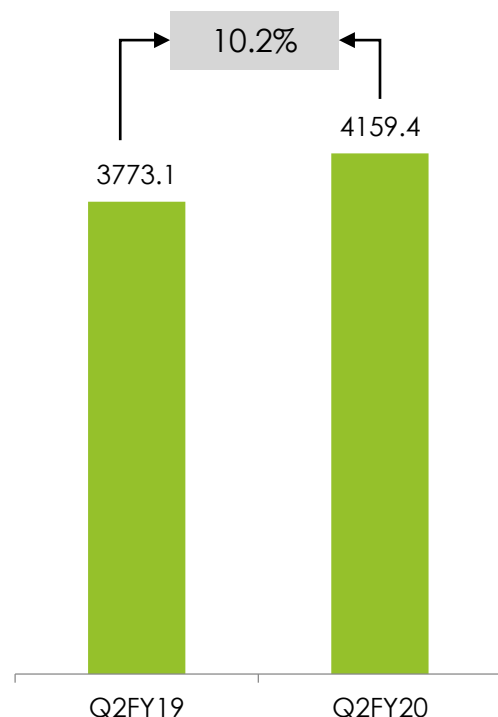


QUARTERLY SEGMENT- MDF BOARDS

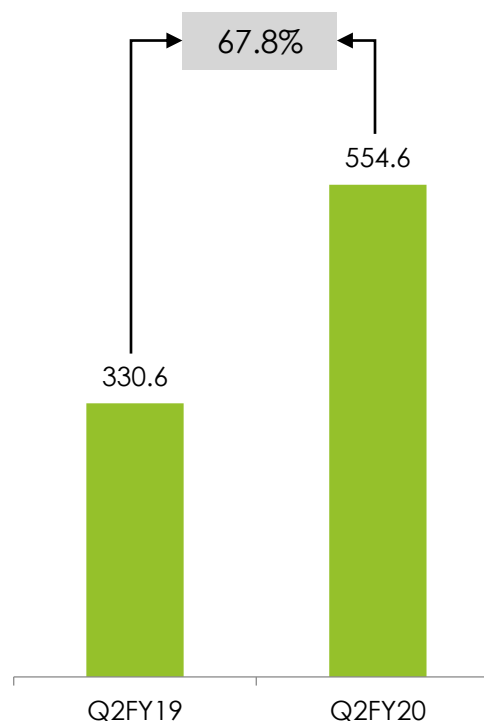
**MDF VOLUME
(CBM)**



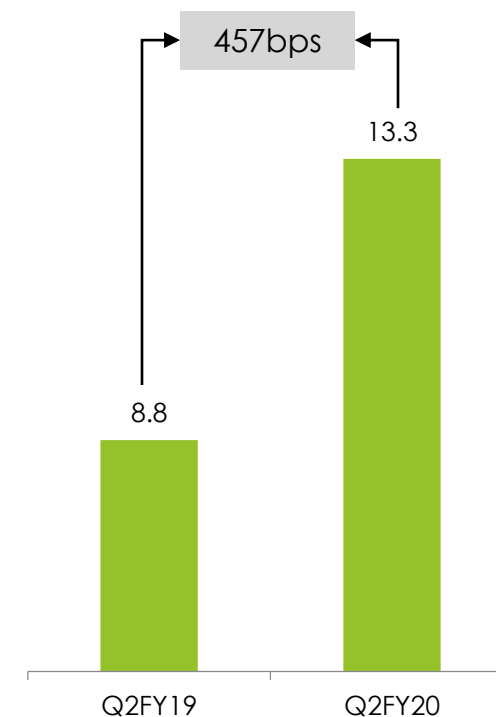
**MDF SALES
(₹ Lakhs)**



**EBITDA
(₹ Lakhs)**



**EBITDA
(%)**





GROWTH OUTLOOK - 4F FOCUS : FAVOURABLE FURNITURE FUNDAMENTALS

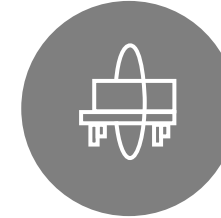
FUNDAMENTALS OF GROWTH

- Product Penetration through multiple customer channels
- Housing Deficit & Macro demand
- Capacity Expansion



FUTURE OF FURNITURE

- MDF & PVC led Value engineering
- Quality performance
- Design integrity & thinking



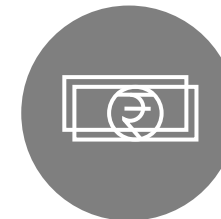
THE AGRO-FORESTRY EDGE

- Responsible sourcing of wood
- Access to low-cost raw material
- Second income for farmers



FINANCIAL & GEOGRAPHIC STRONGHOLD

- Strong financial performance
- Regional Leadership (South India)
- Expanding in other markets (East India)





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**BRAND
& PRODUCT
OFFERINGS**



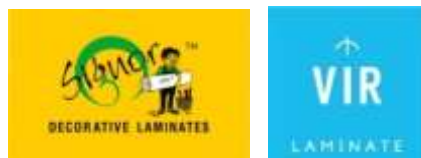


OUR PRODUCT FOCUS



PRODUCT

Our Brands



Advantage

- Attractive
- Eco-friendly
- Durable
- Safe
- Pocket-friendly

MANUFACTURING

Units - **3** In Gujarat

Capacity - **34.9** lakh sheets p.a

Utilization - **82.6%** (FY19)

MARKETING

Network

DISTRIBUTORS	46
CONSIGNMENT STOCKIST	4
DEPOTS	2
BRANCHES	5
DEALERS	1,950

Areas - India, Australia, Gulf & Middle East, Indonesia, Rest of Asia Pacific



Our Brands



Units - **1** In Karnataka

*Proposed new unit to be set up in Andhra Pradesh State of the art CNC machines that make MDF with homogeneity and less wastage

Capacity - **300** CBM/ day to be increased to 1,100 CBM/PD after the initiation of the Andhra Pradesh unit

Utilization - **90.6%** (FY19)

Network

DISTRIBUTORS	150+
CONSIGNMENT STOCKIST	1
DEPOTS	4
BRANCH	1
DEALERS	1100+

Areas - India



Our Brands



Units - **1** Chikmagalur, Karnataka

Capacity - **5760** MT p.a

Started Operation - **2018**

Network

- New offering
- Introduced through current marketing channels

Branch - 1

Areas - India



OUR PRODUCT PROPOSITION & STRENGTH

DESIGN LED VALUE ENGINEERING

Value Proposition

Price - point

Product Excellence

Durability

Cutting - edge range

Laminates	MDF Boards	PVC Board
Design Leaders	Quality Experts	Value Engineering Expert
<ul style="list-style-type: none"> Competitively priced products for domestic and export markets 	<ul style="list-style-type: none"> Competitively priced products for domestic markets (South India – logistics advantage) 	<ul style="list-style-type: none"> Quality extruded products for domestic and export markets
<ul style="list-style-type: none"> ISO 9001:2008; ISO 14001:2004; BSOHSAS 18001:2007 quality certification for management systems of all the laminate plants by ISOQAR. Certificate of compliance by UK certification and inspection Ltd 	<ul style="list-style-type: none"> Certified by Bureau of Indian Standards (BIS) 	<ul style="list-style-type: none"> Eco-friendly Versatility & ease of use LEED certification led carbon credits
<ul style="list-style-type: none"> Used for both interior and exterior applications and heavy-duty industrial applications 	<ul style="list-style-type: none"> MDF boards are manufactured using German technology and machines 	<ul style="list-style-type: none"> Durable (8-10 years)
<ul style="list-style-type: none"> 500+ designs & 50+ textures & finishes in HPL segment alone. Constant innovation Strong product development and Merchandising team 	<ul style="list-style-type: none"> Current capability of MDF boards thickness range - 7.5 mm to 30 mm New plant at Andhra Pradesh: Capability of producing the entire range of thickness of MDF Board from 1 mm to 30 mm 	<ul style="list-style-type: none"> Commercial operations started in 2018.



Affordable



User-friendly



Best-in-class Quality



Aesthetic Appeal



CREATING AWARENESS TO DRIVE RETAIL & INSTITUTIONAL SALES



AWARENESS DRIVES

Education programmes for carpenters, interior decorators and architects to drive usage of MDF and PVC

- Enhance the knowledge of MDF and PVC among end-users
- Provide material usage training
- One-on-one meetings with architects
- Door to door visit to retail customers
- TV ads
- Dealer & distributors engagement

FOCUS ON INSTITUTIONAL SALES



Exclusive contracts with various institutions - hospitals, educational institutes, residential builders etc.



Preferred vendor for schools set up by Government of Gujarat under the Sarva Shiksha Abhiyaan scheme

CORPORATE CUSTOMERS

magpie
furniture

iff Impression
Furniture
Industries

SPACEWOOD[®]
Modern Living Furniture

SORHA

PRODUCTS OFFERING BY RUSHIL DECOR



CREATING BRAND AWARENESS VIA SOCIAL MEDIA INITIATIVE





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OPERATIONAL METRICS



OPERATIONAL METRICS - QUARTERLY

Operational Metrics	Q2FY18	Q3FY18	Q4FY18	Q1FY19	Q2FY19	Q3FY19	Q4FY19	Q1FY20	Q2FY20
Laminates									
Installed Capacity	8,73,125	8,73,125	8,73,125	8,73,125	8,73,125	8,73,125	8,73,125	8,73,125	8,73,125
Laminates Sales (Nos)	8,42,818	8,24,920	8,18,279	7,39,446	8,25,530	7,29,589	7,04,409	6,85,822	7,93,577
Sales (₹ Lakhs)	4,798	4,710	4,705	4,503	5,041	4,619	4,131	4,108	4,632
EBITDA	566	573	786	541	537	278	584	434	539
% Margins	11.79	12.16	16.71	12.01	10.66	6.02	14.13	10.56	11.64
Per unit	569	571	575	609	611	633	586	599	584
MDF Boards									
Installed Capacity	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500	22,500
MDF Boards Sales (CBM)	22,948	18,085	20,340	19,838	18,927	18,084	22,736	19,744	20,514
Sales (₹ Lakhs)	4,497	3,760	4,147	4,070	3,773	3,423	4,381	4,208	4,159
EBITDA	875	593	940	610	331	192	500	631	555
% Margins	19.46	15.78	22.67	14.99	8.76	5.62	11.42	14.99	13.33
Per unit	19,596	20,791	20,388	20,516	19,934	18,928	19,269	21,313	20,274
PVC									
Installed Capacity	0	0	3,120	3,120	3,120	3,120	3,120	3,120	3,120
PVC Boards Sales (CBM)	0	0	71	236	378	253	376	269	421
Sales (₹ Lakhs)	0	0	41	132	195	131	181	164	199
EBITDA	0	0	-55	-35	-48	-19	-8	-30	-22
% Margins			-132.57	-26.80	-24.55	-14.70	-4.63	-18.52	-11.00
Per unit			57,746	55,932	51,587	51,779	48,138	60,967	47,268

OPERATIONAL METRICS - ANNUALLY

Operational Metrics	FY14	FY15	FY16	FY17	FY18	FY19
Laminates						
Installed Capacity	30,00,000	34,92,500	34,92,500	34,92,500	34,92,500	34,92,500
Laminates Sales (Nos)	28,80,001	30,30,509	31,69,639	31,60,266	31,49,648	29,98,974
Sales (₹ Lakhs)	15,777	16,306	17,000	16,849	18,133	18,293
EBITDA	2,475	1,890	1,612	2,152	2,184	1,940
% Margins	15.69	11.59	9.48	12.77	12.04	10.61
Per unit	548	538	536	533	576	610
MDF Boards						
Installed Capacity	90,000	90,000	90,000	90,000	90,000	90,000
MDF Sales (CBM)	47,667	61,661	69,097	77,276	84,526	79,585
Sales (₹ Lakhs)	7,842	10,511	14,299	15,662	17,252	15,646
EBITDA	437	878	1,684	2,499	3,267	1,633
% Margins	5.57	8.35	11.78	15.96	18.94	10.44
Per unit	16,452	17,046	20,694	20,268	20,410	19,408
PVC						
Installed Capacity	0	0	0	0	3,120	12,480
PVC Sales (CBM)	0	0	0	0	71	1,243
Sales (₹ Lakhs)	0	0	0	0	41	638
EBITDA	0	0	0	0	-55	-111
% Margins					-132.57	-17.35
Per unit					57,746	51,327



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FINANCIAL SUMMARY

PROFIT & LOSS STATEMENT- QUARTERLY

Profit & Loss (₹ Lakhs)	Q2FY18	Q3FY18	Q4FY18	Q1FY19	Q2FY19	Q3FY19	Q4FY19	Q1FY20	Q2FY20
Income from Operations	9,255.8	8,392.5	8,808.5	8,658.3	8,918.7	8,143.2	8,653.9	8,396.9	8,943.0
Other Income	39.4	100.4	33.8	31.8	23.6	306.9	486.7	92.5	49.4
Total Income	9,295.2	8,493.0	8,842.3	8,690.2	8,942.3	8,450.2	9,140.6	8,489.4	8,992.3
Operating Expenses	7,719.4	7,182.1	7,066.0	7,402.5	7,940.7	7,567.4	7,798.9	7,247.2	7,826.0
EBITDA	1,575.9	1,310.9	1,776.3	1,287.7	1,001.6	882.8	1,341.7	1,242.2	1,166.3
Margin %	17.0	15.4	20.1	14.8	11.2	10.4	14.7	14.6	13.0
Depreciation	185.3	188.9	199.2	212.9	213.7	219.1	217.2	215.4	218.0
EBIT	1,390.6	1,122.0	1,577.1	1,075	787.9	663.7	1,124.6	1,026.8	948.4
Margin %	15.0	13.2	17.8	12.4	8.8	7.9	12.3	12.1	10.5
Financial Charges	207.2	194.8	245.2	260.8	278.0	325.3	494.9	325.1	292.4
Interest %	2.2	2.3	2.8	3.0	3.1	3.9	5.4	3.8	3.3
PBT	1,183.3	927.2	1,331.9	814.0	510.0	338.3	629.6	701.7	656.0
Margin %	12.7	10.9	15.1	9.4	5.7	4.0	6.9	8.3	7.3
Tax	324.8	233.6	428.1	296.2	190.2	125.9	246.2	101.7	-252.5
PAT	858.5	693.6	903.8	517.8	319.7	212.5	383.5	600.0	908.4
Margin %	9.2	8.2	10.2	6.0	3.6	2.5	4.2	7.1	10.1
EPS	5.93	4.78	6.21	3.49	2.15	1.43	2.57	4.02	6.10

PROFIT & LOSS STATEMENT- ANNUALLY

Profit & Loss (₹ Lakhs)	FY14	FY15	FY16	FY17	FY18	FY19	H1FY19	H1FY20
Income from Operations	25,567.2	27,565.6	29,675.6	30,595.2	34,351.9	34,374.2	17,577.0	17,339.9
Other Income	162.6	242.7	81.5	283.0	270.7	849.0	55.4	141.9
Total Income	25,729.9	27,808.3	29,757.0	30,878.0	34,622.6	35,223.2	17,632.4	17,481.7
Operating Expenses	22,772.0	24,738.9	26,138.0	25,821.0	28,703.2	30,709.3	15,343.2	15,073.2
EBITDA	2,957.9	3,069.4	3,619.0	5,057.0	5,919.4	4,513.9	2,289.2	2,408.5
Margin %	11.5	11.0	12.2	16.4	17.1	12.8	13.0	13.8
Depreciation	762.9	692.3	648.9	689.2	752.9	862.9	426.6	433.4
EBIT	2,195.6	2,377.1	2,970.1	4369.2	5,166.5	3,651.0	1,862.6	1,975.2
Margin %	8.5	8.6	9.98	14.2	14.9	10.4	10.6	11.3
Financial Charges	1,542.6	1,434.6	1161.0	1,036.0	870.2	1,359.0	538.8	617.5
Interest %	6.0	5.6	4.5	4.0	3.4	5.3	3.1	3.5
PBT*	653.0	340.6	1,809.9	3,333.2	4,296.2	2,291.9	1,323.8	1,357.7
Margin %	2.5	1.2	6.1	10.8	12.4	6.5	7.5	7.8
Tax	351.3	405.2	1,095.0	879.7	1,198.2	856.6	486.4	-150.8
PAT	301.6	-64.6	714.1	2,453.4	3,098.1	1,435.3	837.4	1,508.4
Margin %	1.2	-0.2	2.4	7.9	8.9	4.1	4.7	8.6
EPS	2.1	-0.5	5.0	17.0	21.3	9.6	5.6	10.1

BALANCE SHEET AND KEY RATIOS

Balance Sheet (₹ Lakhs)	FY14	FY15	FY16	FY17	FY18	FY19
Share capital	1440.0	1440.0	1440.0	1440.0	1471.7	1,493.13
Reserves and Surplus	6,046.3	5,962.6	6,591.0	9,558.0	15,594.1	19,099.04
Non-current liabilities	9,350.1	7,506.2	7,354.9	6,613.5	7,388.7	22,444.86
Current liabilities	12809.4	11,285.1	5,333.0	4,474.0	6,996.3	15,002.94
Total Equity and Liabilities	29,645.8	26,193.9	20,718.9	22,085.5	31,450.8	58,039.97
Non-current assets	16,390.0	14,537.0	16,707.9	16,968.5	22,397.3	39,679.25
Current assets	13,255.8	11,656.8	11,766.5	12,668.7	15,286.7	18,360.72
Total Assets	29,645.8	26,193.9	28,474.4	29,637.2	37,684.1	58,039.97
Key Ratios	FY14	FY15	FY16	FY17	FY18	FY19
RoCE (%)	13.5	16.0	19.6	24.9	21.8	10.0
RoE (%)	4.0	-0.9	8.9	22.3	18.2	7.0
Debt to equity (x)	1.9	1.6	1.3	0.8	0.6	1.2
Interest coverage (x)	1.4	1.7	2.6	4.2	5.9	2.7
Inventory days	93.3	74.6	75.2	73.7	88.4	93.4
Receivable days	60.1	57.7	50.2	57.0	53.3	62.8
Payable days	112.3	103.9	103.6	84.6	107.9	125.1



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ANNEXURES



STOCK INFORMATION

Market cap (INR)
20,007 Lakhs
(as on 6th Dec 2019)

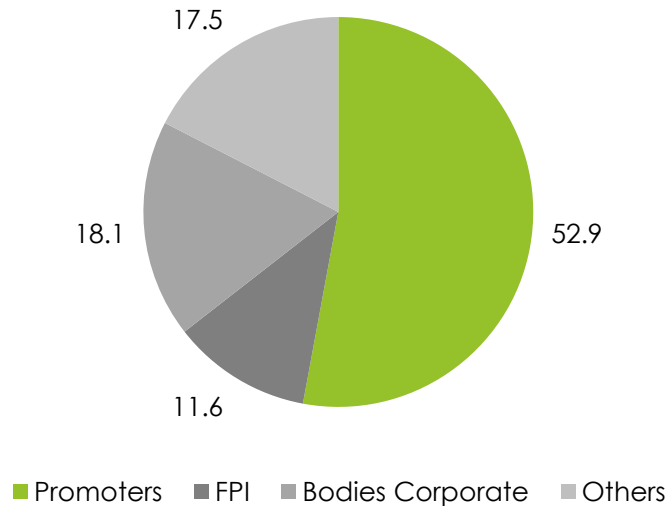
Shares Outstanding
149.3 Lakhs
(30th Sept 2019)

Bloomberg code
RDL:IN

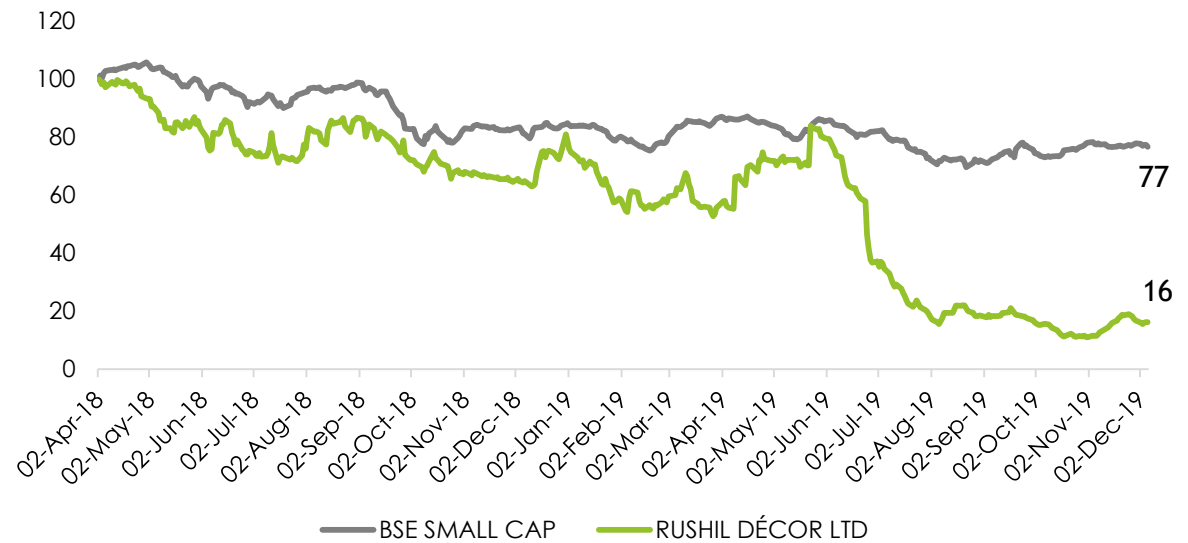
NSE code
RUSHIL

BSE code
533470

Share holding Pattern (30th Sept 2019)



Relative Stock Price vs. BSE SMALL CAP INDEX



Prices as per 6th December 2019

CONTACT INFORMATION



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THANK YOU