

Kiri Industries Limited

Future Full of Colours.....

March 12 2019

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| To BSE Limited 1 st Floor, Rotunda Building B. S. Marg, Fort. Mumbai – 400 001 Scrip Code: 532967 | To The National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor, Plot No. C/1, "G" Block, Bandra-Kurla Complex Mumbai – 400 051 Symbol: KIRIINDUS |
|---|---|

Dear Sir/Madam,

Sub: Intimation of Schedule of Analyst/Institutional Investors for Valorem Analyst Conference 2019 in Compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We wish to inform you that Pursuant to provisions of Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform you that the management of the Company will be attending the Valorem Analyst Conference 2019, organized by Valorem Advisors to be held on 13 March, 2019 in Mumbai and will be meeting analysts from the investor community to discuss in detail about the ordinary course of business and the industry.

Please find attached herewith Investor Presentation for your reference and records.

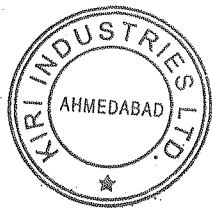
You are requested to kindly take the same on your record.

Thanking You,

Yours Truly,

For Kiri Industries Limited

Suresh Gondalia
Company Secretary
Encl: as stated



DYES

Plot No : 299/1/A&B, Phase-II, Nr. Water Tank, GIDC, Vatva,
Ahmedabad – 382 445, Gujarat, India.
Phone : +91-79-25894477
Fax : +91-79-25834960
mail : engage@kiriindustries.com Web : www.kiriindustries.com

INTERMEDIATES

Plot No : 396/399/403/404, EPC Canal Road, Village : Dudhwada,
Tal. : Padra, Dist. : Vadodara - 391450. Gujarat, India.
Phone : +91-2662-273444
Fax : +91-2662-273444
Email : intermediates@kiriindustries.com Web : www.kiriindustries.com

CHEMICALS

Plot No : 552-A, 566, 567, 569-71, Village : Dudhwada, Tal. : Padra,
Dist. : Vadodara-391 450 Gujarat, India.
Phone : +91-2662-273724, 25
Fax : +91-2662-273726
Email : intermediates@kiriindustries.com Web : www.kiriindustries.com



Kiri Industries Limited

Future Full of Colours.....

Kiri Industries Limited

(CIN:L24231GJ1998PLC034094)

INVESTOR PRESENTATION | FEBRUARY 2019

Executive Summary



OVERVIEW

- Kiri Industries Limited (KIL) is one of the largest manufacturers and exporters of a wide range of Dyes, Dyes Intermediates and Basic Chemicals from India.
- KIL is an accredited and certified Key Business Partner with the world's top Dyestuff majors across Asia-Pacific, the EU and America.
- It has sophisticated quality control practices and procedures, modern manufacturing facilities and ERP driven enterprise management that enabled KIL to offer internationally recognized quality products and services.
- KIL is listed on both the BSE and NSE exchanges and has market capitalisation of approximately INR 14013.90 Mn as on 31st December, 2018.

PRODUCTS

Dyes Intermediates
 H-acid
 Vinyl Sulphone
 Specialty Intermediates

Dyes
 Reactive dyes
 Acid Dyes
 Direct Dyes
 Disperse Dyes

Basic Chemicals
 Sulphuric Acid
 Oleum 65% and 23%
 Chloro Sulphonic Acid
 Thionyl Chloride

INDUSTRIES CATERED

For Dyes intermediates

- Various manufacturers of reactive dyes across the globe.

For Dyes

- Textile manufacturers, including manufacturers of cotton fabrics, dress material, papers, carpets, bed sheets, etc.
- Leather manufacturing, dyeing, finishing, etc.

FINANCIAL HIGHLIGHTS*

TOTAL REVENUE
INR 11,368 Mn

**3 Year - CAGR
 6.82%**

EBITDA
INR 1,826 Mn

**3 Year - CAGR
 21.62%**

PAT
INR 1,267 Mn

* Consolidated (FY18)



COMPANY OVERVIEW

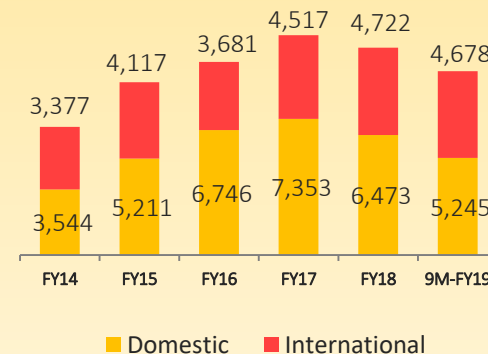
Company Overview



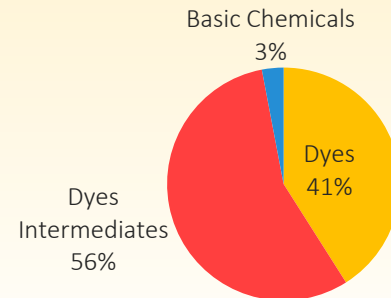
- Based out of Gujarat since 1998, Kiri Industries Limited (KIL), has emerged as one of the largest manufacturers and exporters of a wide range of Dyes, Dyes Intermediates and Basic Chemicals from India.
- It is also considered amongst the fastest growing companies in the Dyestuffs & Dyes Intermediates space in the country.

- It provides products and services across the whole value chain in numerous industrial sectors (apparel, hosiery, automotive, carpets, leather, paper, home upholstery, industrial fabrics, etc.)
- In its 20 years of corporate journey, KIL has been focusing on providing products of high quality standards, executing collaborations and strategic acquisition, implementing environment aligned R&D, finding innovative solutions and all-encompassing customer care.
- All initiatives taken by KIL has enabled it to set its footprints in over 50 countries across 7 continents.
- The Company has the sizeable manufacturing facility of Dyes Intermediates and Basic chemicals at, Padra (Vadodara, Gujarat).
- To strengthen its competitive edge in dyes vertical, KIL formed a joint venture with Longsheng (China) and set up a manufacturing facility for dyes at Padra (Vadodara, Gujarat).
- KIL has built a strong and differentiated business model with focus on Green Manufacturing (ISO 9001 & 14001 certification).

Consolidated Revenue Break-up (INR Mn)



Revenue Break-up (9M-FY19)



5 Management Team



Manish Kiri (Managing Director)

- He has a Bachelors of Engineering (Electronics & Communication) from Gujarat University and a Master's Degree in Business Management from Wayne State University, USA.
- He envisions the company's operational strategies and its future forays and expansions. He also designs its marketing strategies and commands their implementation. He oversees the overall sales and exports, customer relationship management and expansions, ensuring a sustainable growth of the company.
- He was the force behind the Company's JV (Lonsen Kiri Chemical Industries Ltd.), and acquisition of DyStar.
- He was awarded 'Outstanding Entrepreneur' by Ahmedabad Management Association in year 2011.

Pravin Kiri (Chairman)

- He is a science graduate from Gujarat University and started his career in the year 1966 by associating himself with Jay Chemical Industry (Kharawala Group) as a partner and was responsible for all the technical matters of the group.
- He has a wide interest and knowledge in the areas of synthesizing organic structures of Dyes and Intermediates.
- He looks after the manufacturing activities and is focused on operational strategy, quality control and research & development activities.

Keyur Bakshi (Independent Director)

- He is a practicing Company Secretary and holds degrees in Commerce and Law from Gujarat University.
- He is a Fellow Member of the Institute of Company Secretaries of India and had served as the President of Institute of Company Secretaries of India in the year 2008.
- Actively involved in various assignments relating to Corporate Laws, Finance, amalgamations, mergers / de-mergers, acquisitions and takeovers, corporate restructuring and planning.

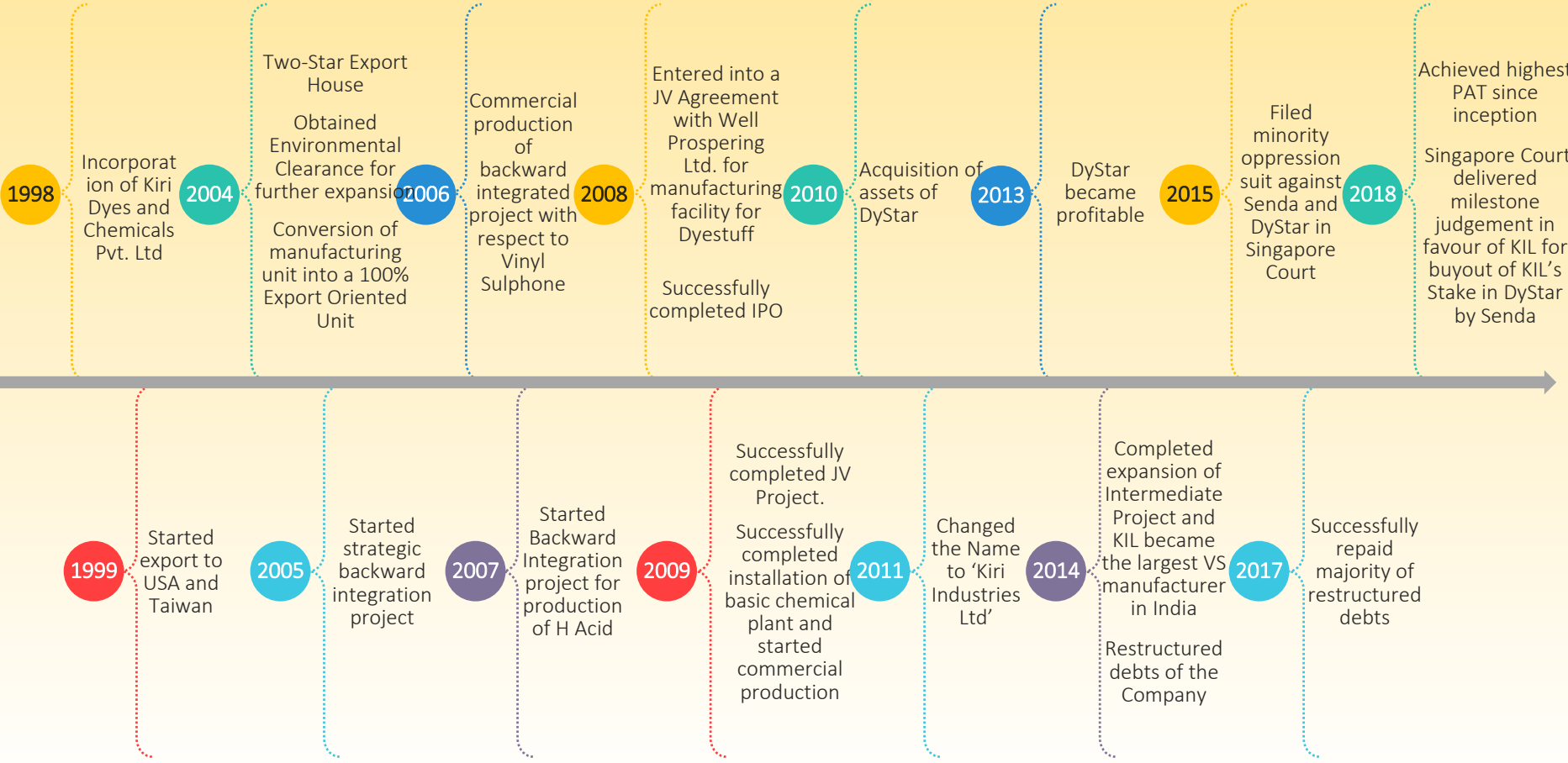
Mukesh Desai (Independent Director)

- He has an engineering background with more than 35 years of techno commercial management experience in multi-product, multi location project installation and operation.

Veena Padia (Independent Director)

- She has a Masters of Economics from M. S. University and has a vast leadership experience in providing strategic advisory expertise and directing development and implementation of widespread programmes and organisations through insights into livelihood, education, microfinance, gender, and health relating to gender and marginalised and socially excluded communities.
- She has worked with private-sector CSR divisions, government agencies and international donors and NGOs such as World Bank, CARE, etc.

Key Milestones



Unit I, Unit II & IV

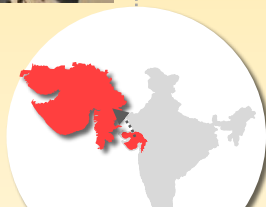
Location: Ahmedabad, India.

Products manufactured:

- S. O. Dyes
- Disperse Dyes

Capacity Installed:

- Reactive Dyes : 36,000 MTPA
- Disperse Dyes: 8,000 MTPA



Unit V

Location: Vadodara, India.

Products manufactured:

- Sulphuric acid
- Oleum
- Chloro-sulphonic acid along with 3.3 MW steam based power plant

Capacity Installed:

- Basic Chemicals : 500 TPD (182,500 MTPA)
- Sulphuric Acid – 280 TPD
- Oleum – 23% – 50 TPD
- Oleum – 65 % – 70 TPD
- Chloro Sulphonic Acid – 100 TPD
- Thionyl Chloride – 150TPD



Unit III

KIL is a technology-driven emerging global player as well as a premier budding specialty chemicals player

Lonsen Kiri Plant JV with Longsheng (China)

Location: Vadodara, India.

Products manufactured:

- Intermediates - V. S. H. Acid and other specialties.

Capacity Installed:

- Commodity Intermediates – 25,200 MTPA
- Vinyl Sulphone - 18,000 MTPA
- H-Acid - 7,200 MTPA
- Specialty Intermediates : 10,000 MTPA
- Acetanilide – 12,000 MTPA



Location: Vadodara, India.

Products manufactured:

- Reactive Dyes

Capacity Installed:

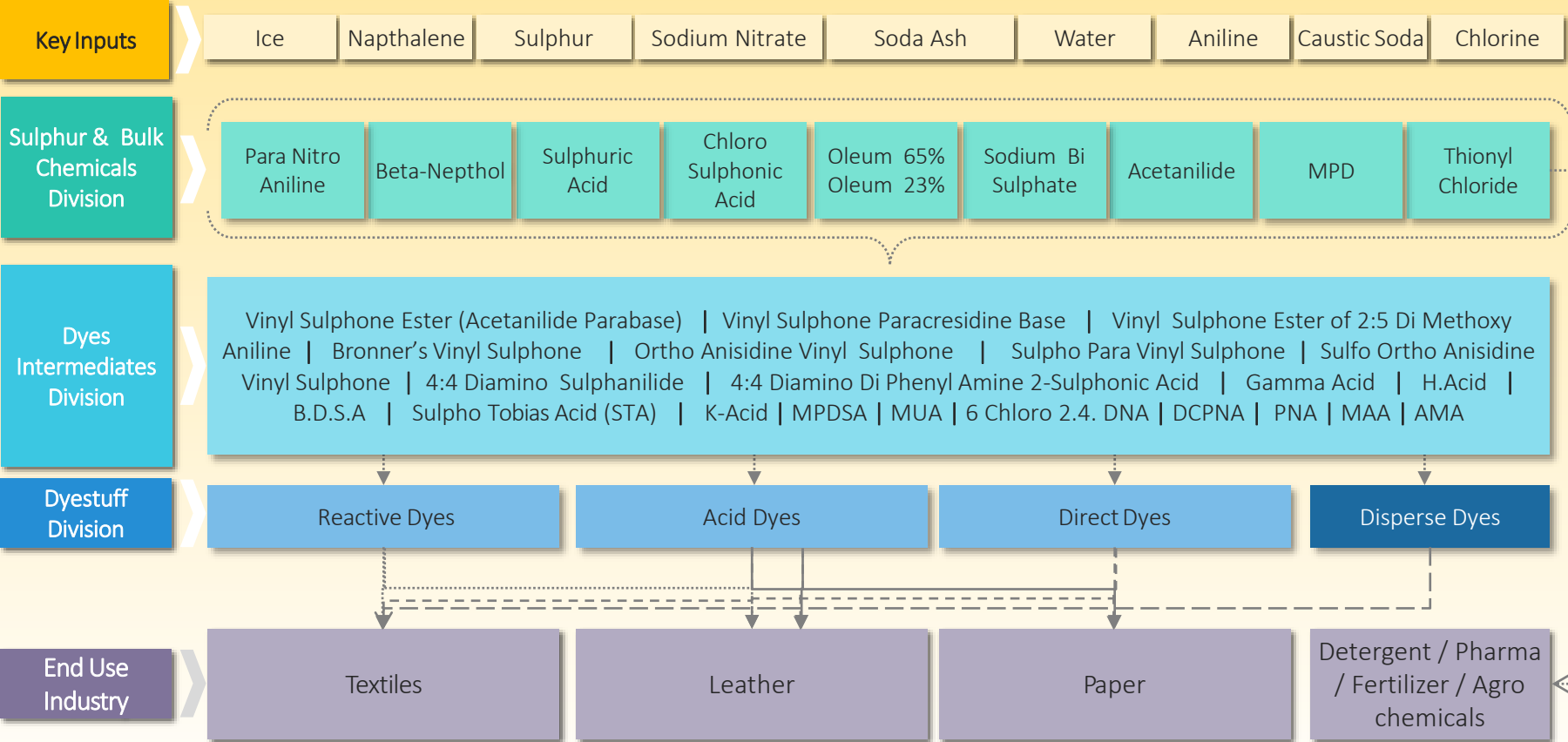
- 50,000 MTPA

Note:

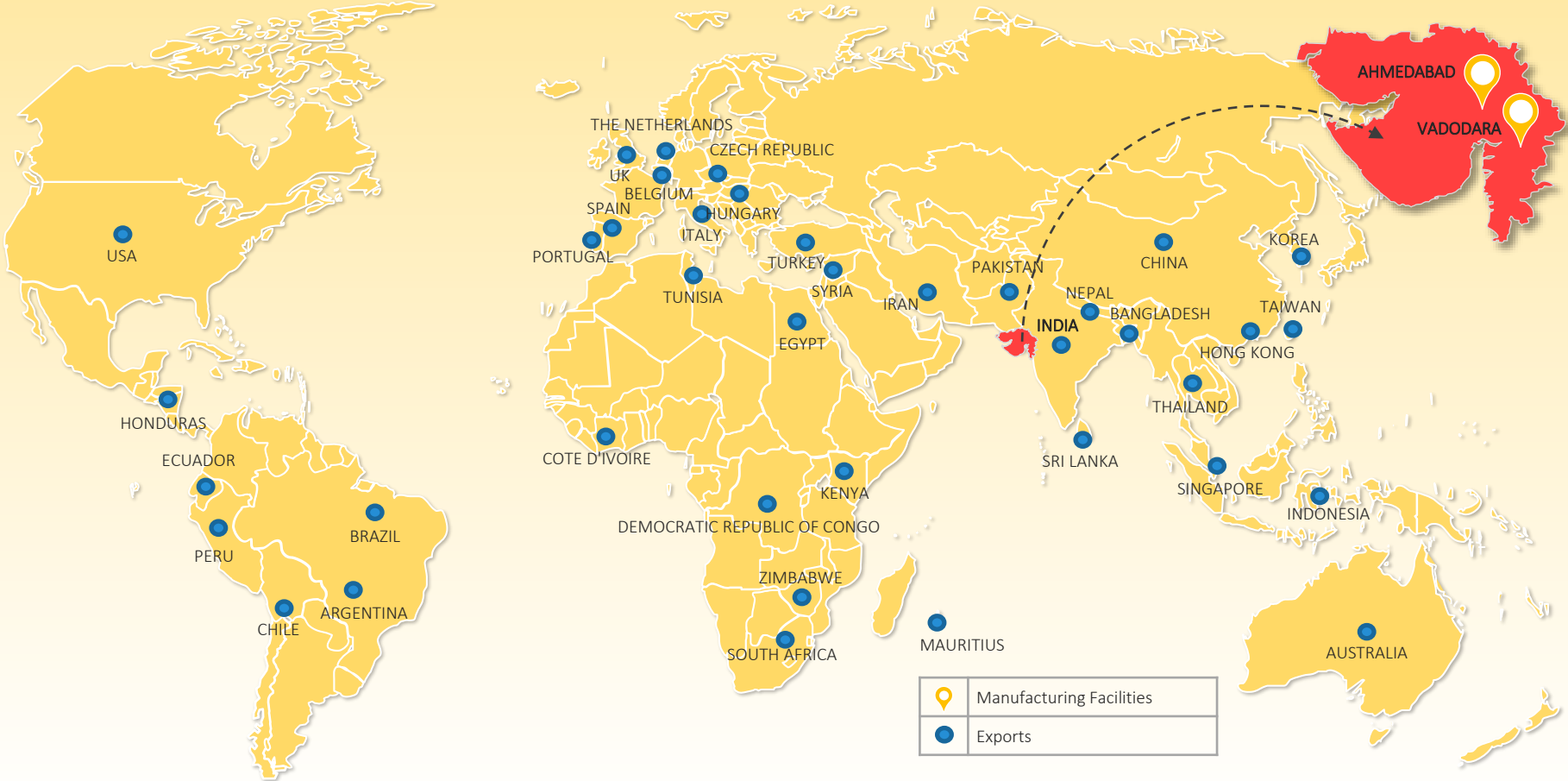
- A JV Company between Zhejiang Longsheng (China) (60%) and KIL (40%).
- Engaged in the activity of manufacturing and selling reactive dyes.



Manufacturing Process



Geographical Presence



Awards and Accolades



Award for Export performance of more than INR 6 Cr for Direct export of Self Manufactured Dye and Dye Intermediaries - 1999-2000

Award for Direct Export of Self Manufactured Dyes - 2000-01

Platinum Award for Small Scale Sector - 2002-03

Trishul Award for Small Scale Sector - 2005

Chemexcil Gold Award - 2006-07



First Award for Direct Export of Self Manufactured Dyes - 2008-09

First Award for Direct Export of Self Manufactured Dyes - 2009-10

Outstanding Entrepreneur Award - 2011

Certificate for The Next Fortune 500 Companies - 2017

Industrial Safety Award - 2018

Key Strengths

- High entry barriers due to a stringent process of acquiring new permissions.
- Heavy capital expenditure.
- Strict implementation of environmental and pollution norms.

- Ability to integrate and offer value added products.
- One of the largest manufacturers of Reactive Dyes, Dye Intermediates and Basic Chemicals with support of backward integration.



- The research and development department broadly comprises various processes for developing new products and standardizing new analytical methods.
- It focuses especially on technologies that improve products and processes.
- The team continuously interacts with consumers to obtain feedback on its existing as well as new products to complement its product development activities.

- The Company established a track record of long-term relationship with key global names and the ability to pass on price increases.

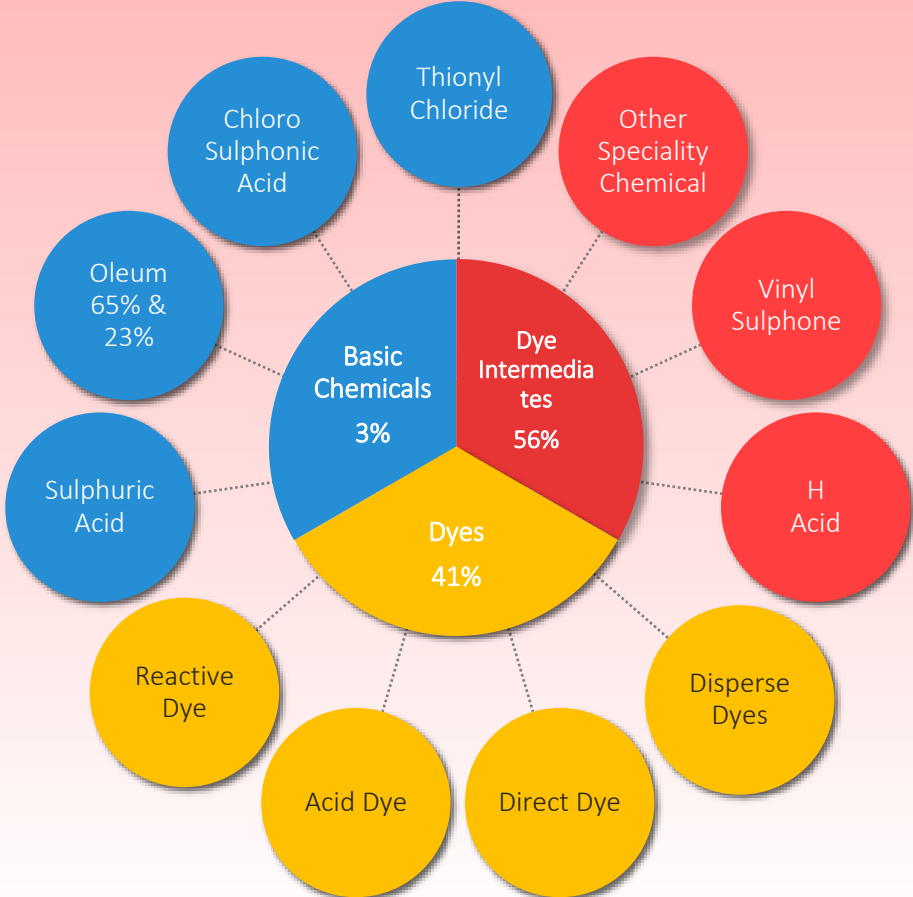
- Their facility is versatile and has the flexibility to produce Reactive Dyes, acid / metal complex dyes and wool reactive dyes.
- By virtue of large scale facilities and fully integrated operations from manufacturing of basic chemicals, dye intermediaries and dyes, the Company derives benefits of economies of scales and high standards of quality control.

- The Company has dedicated and experienced promoters.
- The Board consists of a healthy mix of promoters and independent directors who ensure high levels of corporate governance.

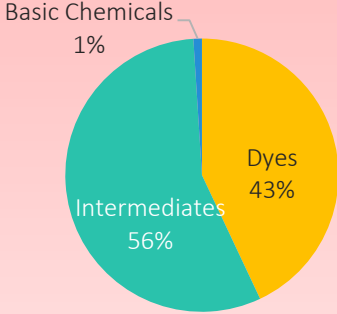


BUSINESS OVERVIEW

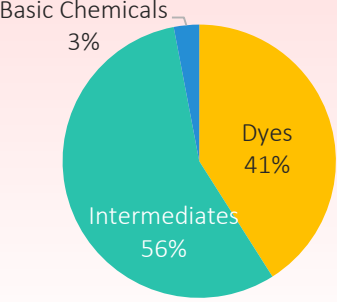
Business and Product Mix



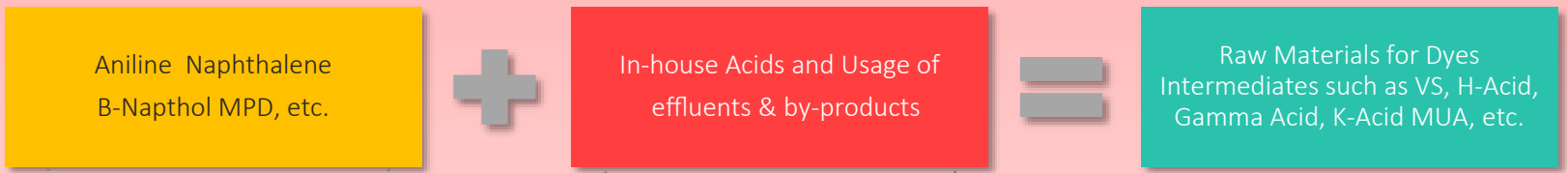
Revenue Break-up (FY14)



Revenue Break-up (9M-FY19)

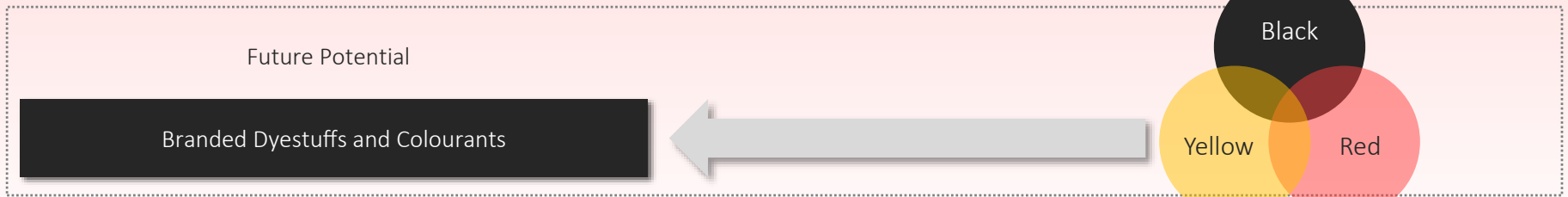
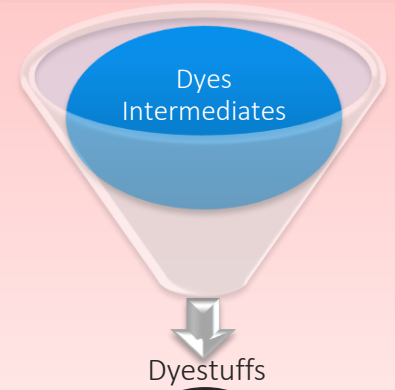


Value Chain – Dye Stuff Manufacturing



Inputs

Result of Zero Waste
Manufacturing process



Benefits of Zero Waste



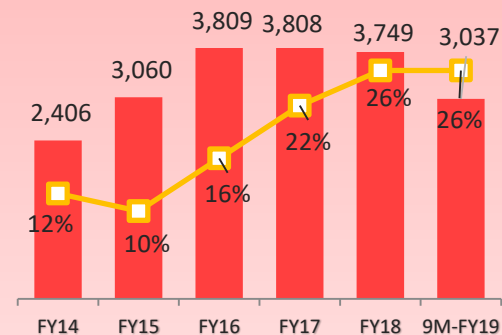
- The Company’s focus on becoming a Zero Waste company has ensured that Spent Acids are a source of revenue (converted into commercially viable products) and not a source of expense (frees the hassles of management and disposal of the by-products).
- In an industry where non-conformance leads to plant shutdowns, Zero Waste convinces buyers of the sustainability factor of operations, resulting in supply consistency.

Dyestuff are organic and inorganic substances which can absorb light as well as reflect some light to show colour. The dyestuff is also a water soluble substance.

Criteria for a Suitable Dyestuff

- Economical / Competitive
 - Non-toxic
 - Compatible to other dyes and chemicals
 - High colour strength
 - Better brightness
 - Better fastness
 - Good levelness on the materials
- A dye is a coloured compound, normally used in soluble form, which is capable of being fixed to a fabric/ application substrates. The dye must be 'fast' or chemically stable so that the colour does not wash out with soap and water much or fade due to exposure to sunlight, etc.
 - **Many types of dyes:** Reactive dyes, Acid dyes, Direct dyes, Azoic dyes, Disperse dyes, Vat dyes, Solvent dyes, Sulphur dyes, Cationic dyes, etc.
 - Textile sector is a major consumer of Dyestuffs. Reactive Dyes, Vat Dyes and Azo Dyes are mainly required for dyeing and printing of various fibres. Disperse Dyes are mainly consumed for dyeing synthetic fibres. Acid Dyes are consumed in leather, silk, nylon and woollen products.
 - KIL caters to mainly Reactive dyes, Acid dyes and Direct dyes. It has just entered into Disperse dyes.

Total Revenue (INR Mn) & Gross Margins



Dyestuff Manufacturing Process

Diazotization of Amine
+ HCl + Sodium Nitrite + Water + Ice

Dissolving of Coupling Component (Coupling Component + Water + Ice + Caustic Lye)

Coupling of Diazo with Coupling Components + NaHCO3

Clarification

Standardization

Spray Drying

Blending and fine standardization

Packing

Coupling component is slurried in ice and water in reactor and it is dissolved by adding Caustic Lye by constant stirring at suitable temperatures and PH required for efficient reactions.

Diazotized Amine is coupled with component to the diazo reaction vessel by stirring at suitable temperatures and PH required for efficient reactions.

The spray dried powder is then charged to the blender and standardized as per the requirement of customers/ market.

The liquid dye is spray dried.



18 Reactive Dyes

- Reactive Dyes are the most versatile and popular class of Organic Dyes for imparting colour on cellulosic fibres.
- These are water soluble dyes which react to fibre, forming a direct chemical linkage with the application materials, which is not easily broken and offers good wash fastness.
- **Colours available:** Red, Yellow, Black, Orange, Blue, Green, Violet, etc.
- **Types of Dyes:** Kirazol VS dyes, Kirazol KR/KX dyes, Kirazol S &W dyes, Kiractive ME dyes, Kiractive ED dyes, Kiractive HE dyes, Kiractive CN dyes, Kiractive P dyes, etc.
- **Features:** Brilliant shades, ease of application, overall good fastness properties, economical, etc.
- **Applications in Textile Industries:** The popularity of Reactive dyes with textile processors is due to its versatility in application by various dyeing methods such as exhaust dyeing, semi-continuous and continuous dyeing as well as various printing methods by direct printing, resist printing, discharge printing and the newly- introduced inkjet printing.
- **Properties :**
 - Found in power, liquid and print paste form which are water soluble.
 - The dyes have very stable electron arrangement and can protect the degrading effect of ultra-violet ray.
 - Textile materials dyed with reactive dyes have very good wash fastness with superior rating. Reactive dyes give brighter shades and have moderate rubbing fastness, etc.
 - It requires less time and low temperature for dyeing and are comparably economical.



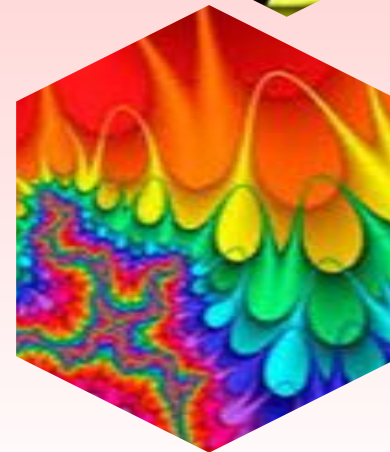
Acid Dyes

- Acid dyes are the dyes which can be applied directly to the application materials from an aqueous solution (without mordant).
- The Company has been working on developing Acid dyes since a decade. It has been manufacturing this range of dyes for a long time.
- **Colours Available:** Red, Yellow, Orange, Blue, Green, Violet, Black, Brown, etc.
- **Types of Dyes:** Acid Black 210, Acid Black 194, Acid Blue 193, Acid Green 104, Acid Violet 90, Acid Red 357, Acid Red 362 and Acid Orange 142.
- **Application on:** Nylon, Silk, Wool, Leather, Blended Fibre, etc.
- **Advantages:** 1) Easy in application 2) Complete colour range with very good bright shades 3) Pre-metalized dyes have very good light fastness even in pale shades 4) Properties of acid dyed silk is better than reactive dyed silk.



Direct Dyes

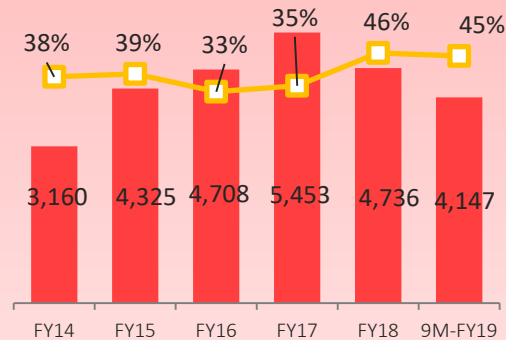
- Direct dye, also known as Substantive Dye, is a class of coloured, water-soluble compound that has an affinity for fibre and is taken up directly, mostly it is sodium salt of aromatic compounds.
- Direct dyes are usually economical, very easy to apply and with an easy application which can yield bright colours.
- **Advantages of Direct dyes:**
 - Direct dyes are easy to apply after proper training and they can be used in almost any dye house equipment by exhaust or continuous. Direct dyes offer a predictable shade build-up and good repeatability from lot to lot.
 - Direct dyes are less affected by variations in liquor ratio than reactive dyes.



Dyes Intermediates

- Dyes intermediates are the main raw materials used for manufacturing dyestuffs.
- The manufacturing chains of dyes and dyes intermediates can be traced back to petroleum-based products.
- Naphtha and natural gases are used for the production of Benzene and Toluene, which are subsequently used for manufacturing nitro-aromatics.
- Hence, the third forward stage of production, i.e., from nitro aromatics to a dyes intermediates is part of the dyes and dyes intermediates sector. Examples of major dyes intermediates are Vinyl Sulfone, Gamma Acid, H Acid, CPC, J Acid, α -Naphthyl Amine, etc.
- In order to ensure uninterrupted supply line of key raw materials and stability of pricing for its customers, KIL has established a fully integrated manufacturing base at its production facilities.
- Approximately 60% of intermediates required for dye manufacturing are manufactured at the Company's manufacturing facilities.
- **The commissioning of dyes intermediates facility has empowered KIL to:**
 - Manage cost of raw materials.
 - Monitor the quality of key raw materials thus ensuring desired quality control of the finished product.
 - Manage fluctuations in prices of raw materials.
 - Manage efficient production schedules.
 - Meeting customers' expectations.

Total Revenue (INR Mn) & Gross Margins

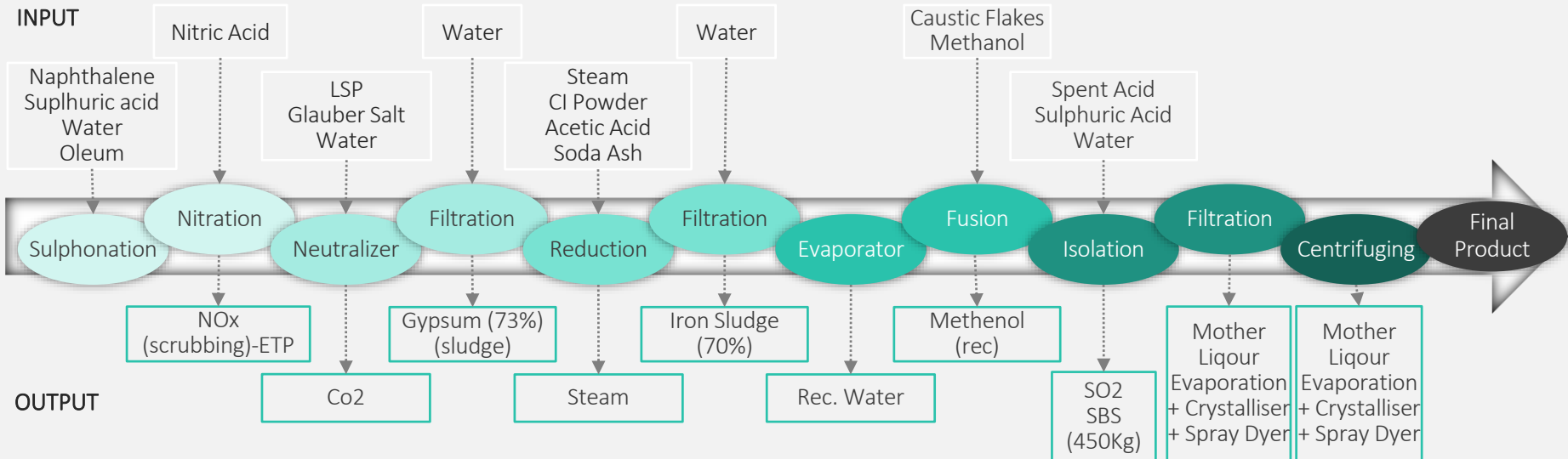


Dyes Intermediates – H-Acid

H-Acid

- **H-acid** is one of the leading dyes intermediates in the world, used in the manufacture of black dyes.
- H-acid (8-amino- 1-hydroxynaphthalene-3,6-disulfonic acid), an important dye intermediate, is produced from Naphthalene by a combination of the unit processes of sulphonation, nitration, reduction, hydrolysis and other processes. H-Acid is used in the manufacture of a large number of azo dyes and pigments.
- The Company has a capacity of 7,200 MTPA and the current capacity utilization is 89%.

Manufacturing Process



Dyes Intermediates – Vinyl Sulphone

Vinyl Sulphone

- **Vinyl Sulphone** is an industrial chemical used as a key raw material for manufacturing reactive dyes, having application mainly in textiles. It is manufactured from aniline.
- It has applications in manufacturing of Reactive dyes.
- The Company has a capacity of 18,000 MTPA and the current capacity utilization is 87%.

INPUT

Acetanilide
Chloro Sulphonic
Acid
Thiroyl Chloride

Water

SBS Slurry

SBS
Caustic lye
(48%)

Ethylene Oxide
Spent Acid

Wash Water

Sulphuric Acid

Sulphonation

Drowning

Reduction

Ethoxylation

Centrifuge &
Washing

Drying

Esterification

Final
Product

HCL(1st)

S.B.S. Slurry(1st)

HCL(2nd)

S.B.S. Slurry(2nd)

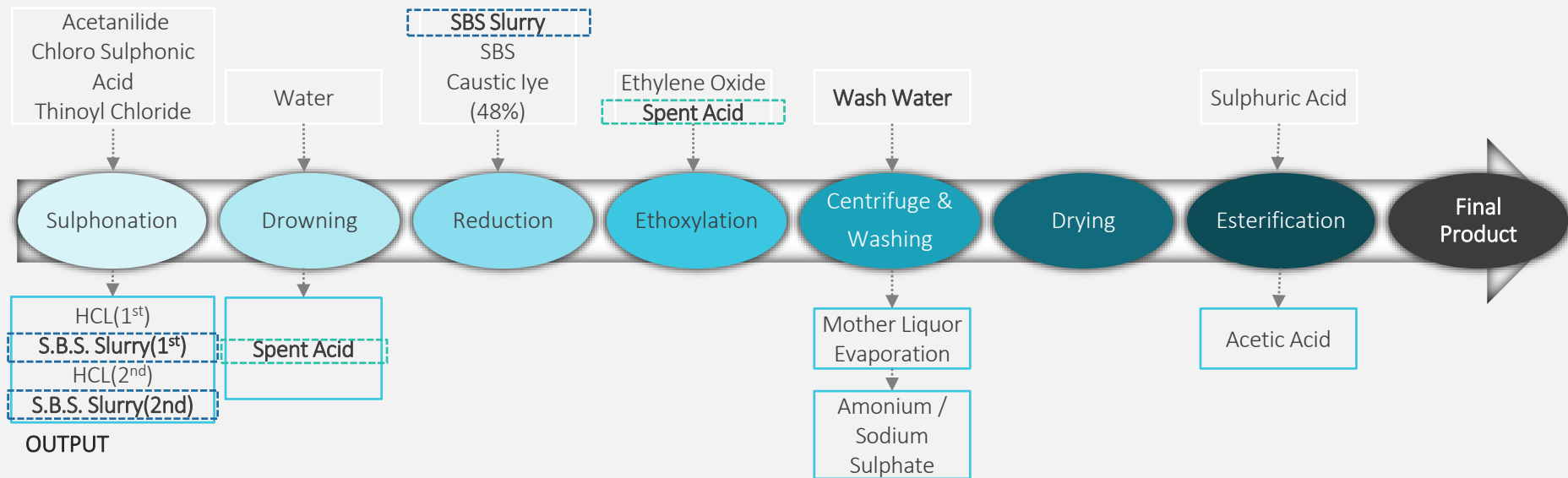
Spent Acid

Mother Liquor
Evaporation

Amonium /
Sodium
Sulphate

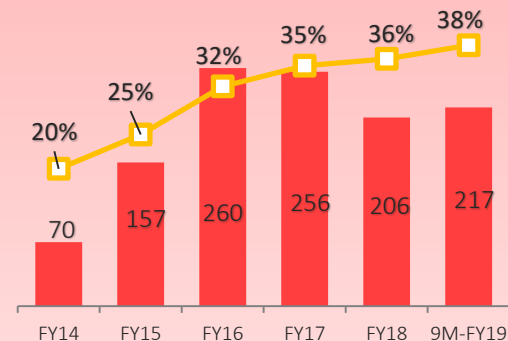
Acetic Acid

OUTPUT



- As part of strategic backward integration, the Company has set up Basic Chemical facility to manufacture:
 - Sulphuric Acid
 - Oleum
 - Chloro Sulphonic Acid
 - Thionyl Chloride
- All these products are made in one integrated plant and uses Sulphur as the basic raw material.
- KIL produces basic chemicals for its own consumption and also for sale in the domestic market.
- Along with the facility, KIL has put in a 3.5 MW captive power plant which can run from the steam generated by the facility itself.
- The electricity generated will be sufficient, not only to run basic chemical plant, but also to contribute power requirement of dyes intermediates plant.
- Application Industries:** Chemicals, Pharmaceuticals, Fertilizers, Automobile batteries, Paper bleaching, Sugar bleaching, Water treatment, Sulfonation agents, Cellulose fibers, Steel manufacturing, Coloring agents, Regeneration of ion exchange resins, etc.

Total Revenue (INR Mn) & Gross Margins



Disperse dye:

- Disperse dyes are synthetic organic dyes and is a kind of organic substance which is free of ionizing group. They are less soluble in water and are used for dyeing synthetic textile materials. Disperse dyes are mainly used for dyeing polyester yarn or fabric.
- For dyeing polyester fibres, in practical terms, only disperse dyes are suitable, which makes these kind of dyes the highest consuming product range globally.
- Through their hydrophobic properties, these dyes are capable of penetrating into similar hydrophobic polyester fibres.
- This class of dyes have extremely poor solubility in water; for this reason, dispersing agent is added to the dyebath to maintain dispersion stability, especially in the case of high temperature dyeings.

Advantages:

- **Fastness to wet treatment** - In terms of providing satisfactory wash fastness on polyester, dye selection has become far more critical than it had ever been, because of the more demanding wash fastness tests employed currently as well as the widespread use of after treatments. Nearly all disperse dyes give very good to excellent results.
- **Fastness to dry heat** - Sublimation or dry heat, fastness is an important property of disperse-dyed polyester because of the use of heat treatments in the finishing of the fabric; disperse dyes must be small, non-ionic molecules of low molecular weight.
- **Fastness to light** - Dispersed dyes do not fade away when left exposed to sunlight for prolonged periods.
- **Hydrophobic fibres** - Disperse dyes can be applied to a whole range of chemically diverse, hydrophobic manmade fibres, which include acetate, acrylic, modacrylic, nylon, polyester and polyurethane fibres.



The image features a vibrant, multi-colored background with a repeating hexagonal pattern. The colors transition from purple and pink at the top to blue, green, and yellow at the bottom. A white horizontal band is centered across the image, containing the text "DYSTAR" in a blue, sans-serif font.

DYSTAR

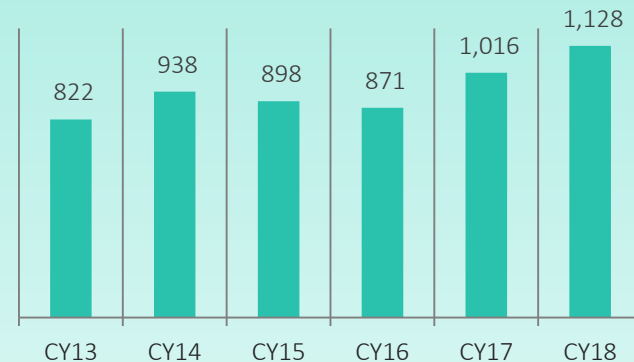


KIL acquired DyStar in 2010, along with Zhenjiang Longsheng holding 37.57% presently

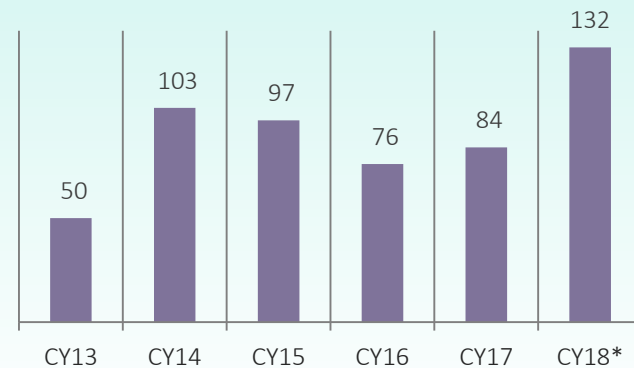
- The DyStar Group is a leading dyestuff and chemical manufacturer and solution provider, offering a broad portfolio of colorants, specialty chemicals, and services to customers across the globe.
- With a heritage of more than a century in product development and innovation for the textile industry, DyStar also caters to multiple sectors including paints, coatings, paper and packaging industries. Its expansion into food and beverages and personal care sectors reinforces the company's position as a specialty chemical manufacturer.
- DyStar's global presence offers customers reliable access to experts from offices, competence centres, agencies and production plants spanning over 50 countries.
- DyStar has 16 manufacturing plants with a combined production capacity of 176,000 TPA. It is a market leader in global dyes market with a market share of over ~21%.
- It has expertise in dyes, dyes solutions, leather solutions, performance chemicals, and custom manufacturing of special dyes/ pigments.

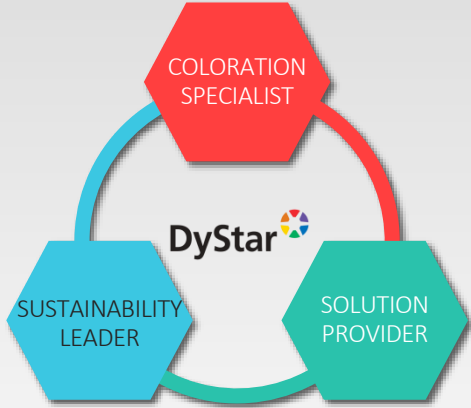
* Including disputed provisions/write off of USD 86.35 Mn

Total Revenue (USD Mn)

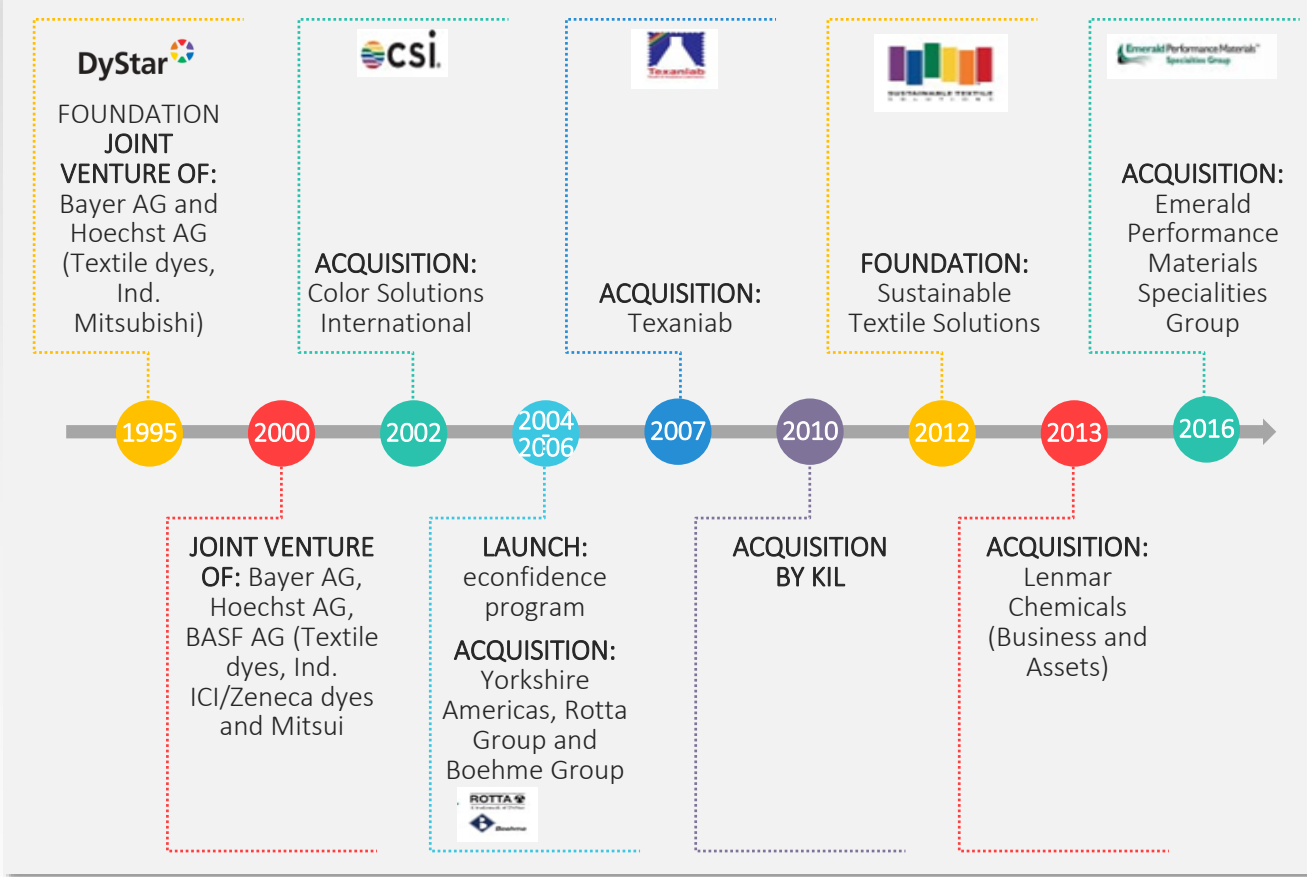


Profit after Tax (USD Mn)





DyStar was founded in 1995 as a joint venture between Hoechst AG and Bayer Textile Dyes. In 2000, the textile dyes business from BASF was integrated. In 2010, DyStar Group was acquired by Kiri Industries Limited (KIL).



Successfully turning around the operations of DyStar

- The turn-around plan was successfully executed by replacing high cost German manufacturing base with low cost manufacturing in India, China and Indonesia, etc.
- KIL is entitled to profit shares of INR 826 Mn, INR 1,976 Mn, INR 1,700 Mn, INR 1,561 Mn and INR 2,313 Mn over the 5 fiscals from FY14 to FY18.

Likely favourable judgement securing the receivables at a fair market value

- Although DyStar made substantial profits, KIL was neither paid dividend nor was allowed to get benefits to the operations of DyStar. KIL suffered because of the severe minority operations conducted by Longsheng along with DyStar's management. Hence, KIL initiated legal proceedings against Longsheng Sub Senda and Dystar in the Singapore High Court. Later on, the suit was transferred to Singapore International Commercial Court (SICC). A trial proceeding was completed in March 2018 and the judgement was announced on 3rd July, 2018.
- As per the Court judgement, Senda has to buyout KIL stake at fair market value.
- Singapore International Commercial Court ("SICC") vide their judgement dated 8th January 2019 has directed for commencement of valuation process of DyStar including assessment of loss cause on account of various oppressive conducts by majority shareholder. As per direction of the SICC valuation process is going on according to timeframe stipulated by the Hon'ble SICC. Further as per direction of the court of appeal, appeal filed by Senda and DyStar against the order dated 3rd July, 2018 has fixed for hearing before the Court of Appeal for the sitting between dates from 25th March, 2019 to 12th April, 2019.

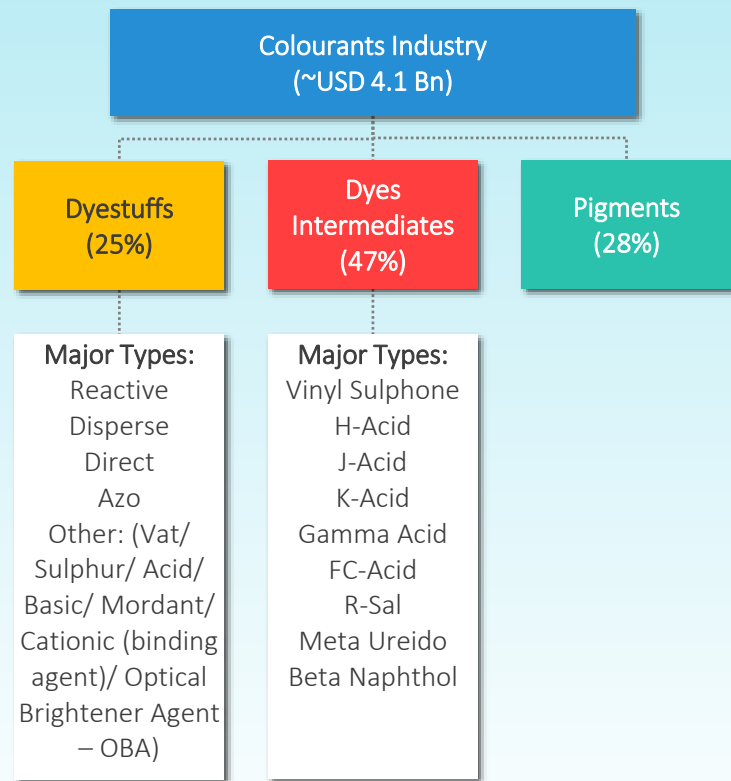




INDUSTRY OVERVIEW

30 The Colourant Industry

- Global colourants market is estimated to reach ~USD 38.4 Bn by the end of 2021, a growth of ~5% CAGR during 2016-21, on the back of strong growth in high-value products.
- From the current market size of ~USD 4.1 Bn (2016), the Indian colourants' industry is expected to grow to USD 8.4 Bn by the end of 2021 (CAGR of 14.9%) on the back of:
 - (1) Strong growth in key end-user industries.
 - (2) Tightening of environment norms and increasing operating cost in China.
 - (3) Rising demand for finished products from India.
 - (4) Shift from generic/ commodity to high value specialty/ eco-friendly colourants.
 - (5) A switch from small and unorganised players to large integrated players.
- The Colourant industry in India is highly fragmented, with ~900 manufacturers, and the top five players accounting for less than 30% of the industry's production.
 - 15-20 are large and medium-sized organised units and the rest are small and unorganised.
 - Large players dominate the value-added segment, middle level players serve as suppliers to MNCs and smaller players who largely cater to the domestic market.
- ~80% of colourant manufacturing units are located in Gujarat and Maharashtra, due to the dominance of the textile industry, availability of raw materials in these regions and proximity to ports.



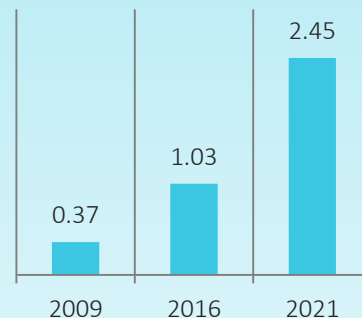
Dyestuff Industry:

- Dyestuff (DS) accounts for ~25% (USD 1.03 Bn) of the total colourants industry in India.
- It is expected to maintain a higher double digit growth and reach ~USD 2.45 Bn by the end of 2021 on the back of:
 - (1) Strong growth in the key end-user industries (textile, leather, paper, etc.).
 - (2) Tightening of environment norms in China.
 - (3) An increase in the demand for finished products from India.
 - (4) Forward integration by Indian DI manufacturers into DS to tap the large exports opportunity.

Reactive dyes gain market share :

- The share of reactive DS production in India increased from 43% in FY09 to 55% in FY16, as users are shifting from highly toxic Azo dyes to reactive and disperse dyes (Azo dyes are banned in most European countries).

India – DS Industry size (USD Bn)

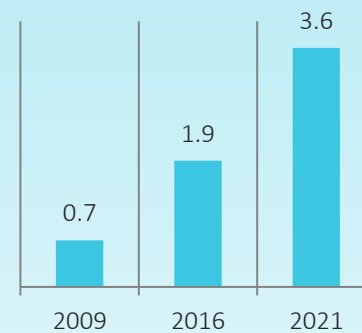


| (Lakh TPA) | FY09 | FY16 | CAGR | % Share in FY09 | % Share in FY16 |
|-----------------------------|-------------|-------------|-------------|-----------------|-----------------|
| Reactive | 0.44 | 1.06 | 13.4% | 43% | 55% |
| Disperse | 0.23 | 0.44 | 9.4% | 23% | 22% |
| Direct | 0.11 | 0.21 | 9.6% | 11% | 11% |
| Azo | 0.13 | 0.10 | -4.2% | 13% | 5% |
| Other | 0.11 | 0.14 | 4.1% | 11% | 7% |
| DS Production: (TPA) | 1.02 | 1.94 | 9.6% | 100% | 100% |

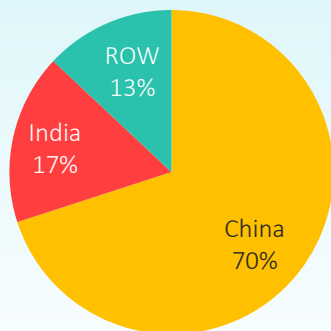
Dyes Intermediates Industry:

- In terms of value, DI accounts for 47% (~USD 1.9 Bn) of the total colourant industry in India and posted a CAGR of 16.8% from 2009 to 2016.
- Over 70% of the DI industry in India is organised due to the clients' preference for fully compliant suppliers and higher cost of ETPs (20-30% of the project cost and 40-50% of land occupation).
- Going forward, it is expected that India's DI capacity is to be used captively to produce DS by large integrated manufacturers, while standalone DI manufacturers will focus on the exports and domestic market.

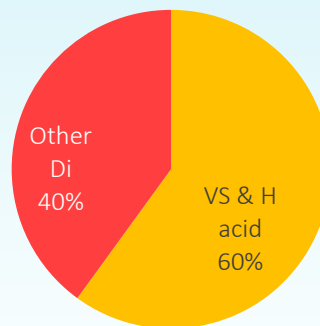
DI market in India (USD Bn)



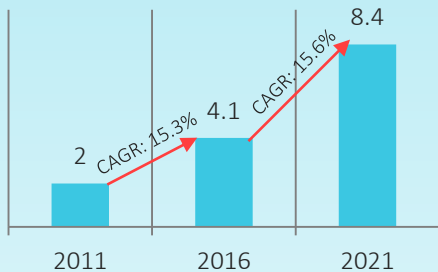
% of Global DI Volume



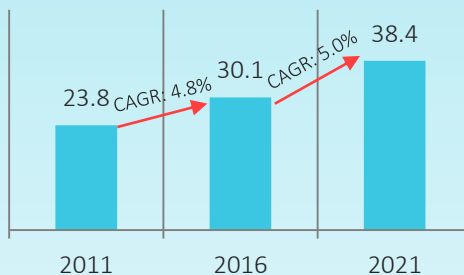
% of Total DI Volume



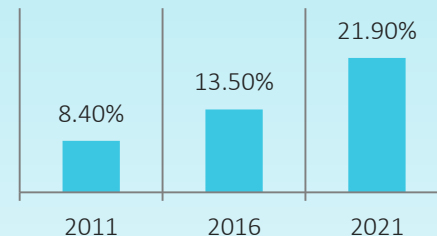
Indian Colourant Industry



Global Colourant Industry

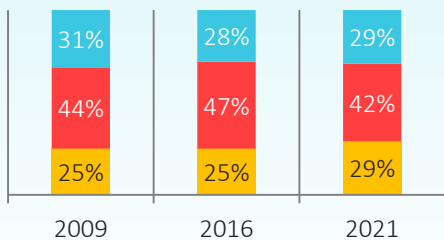


Indian Colourant Industry Share Globally

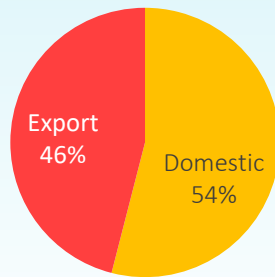


RoE and RoCE

■ DS ■ DI ■ Pigment

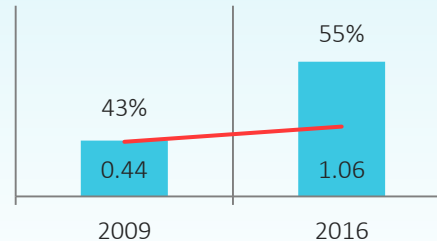


India's Colourant Domestic-Export Mix



India – Reactive DS

■ Reactive DS (production tpa)
■ Reactive (% of total DS) (RHS)



China Factors:

- In China, apart from the ETP hurdle, there is:
 - (1) Reduction in refund of VAT from 17% to about 13% on DI
 - (2) Cancellation in power subsidy (a major cost, 6-9% of revenue)
 - (3) Non refund of VAT on DS export out of China causing imposition of export duty on dyestuffs
 - (4) Increasing labour cost (~USD 300 p.m compared to ~USD150 p.m in India)

2014-present

(Industry is shifting to other Asian countries; India is well placed to grab the opportunity)



Intervention of Chinese government (due to environmental issues):

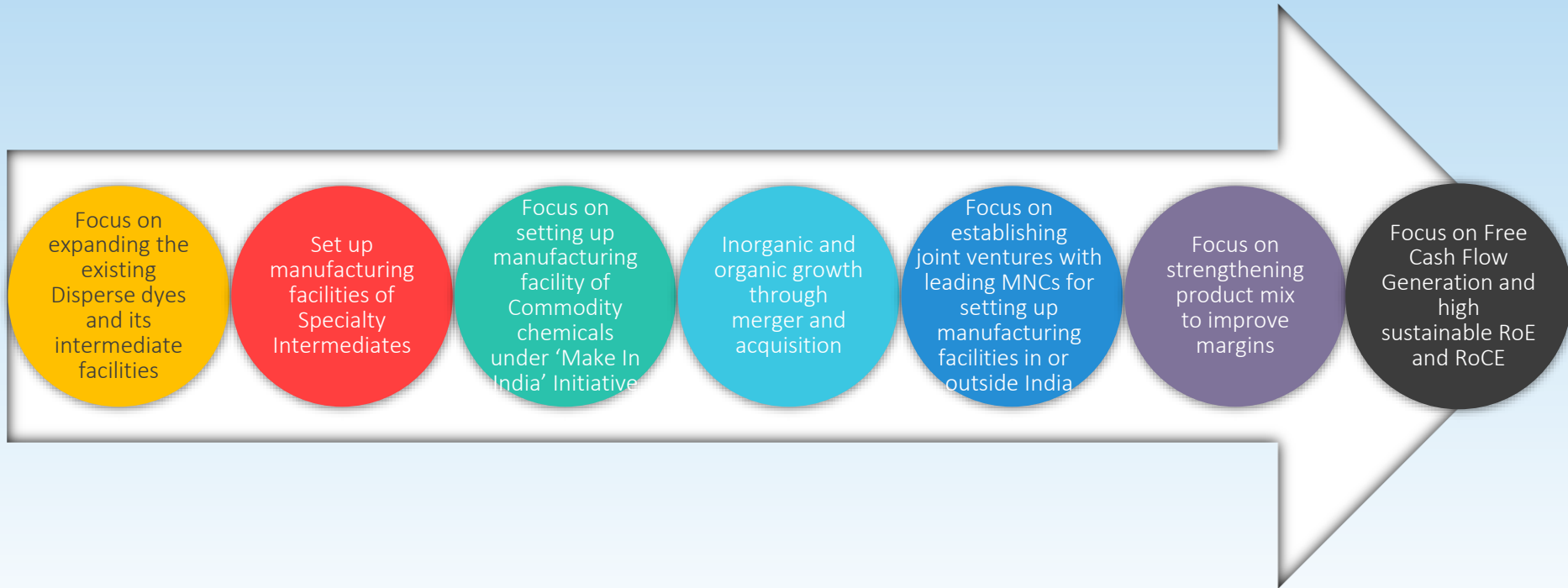
- ETPs for adequate environment compliances became compulsory in China, which increased capital + operating costs.
- Chinese unit margins and ROIs are declining due to increasing costs.
- India gains market share.



- A similar trend is expected in China and Chinese DS manufacturers are expected to start importing DI (raw material for DS) from India.



STRATEGIC OVERVIEW



The background features a vibrant, multi-colored gradient transitioning from purple and pink at the top to green and yellow at the bottom. Overlaid on this is a white hexagonal grid pattern with small white dots at the vertices of the hexagons. A horizontal white banner is positioned across the middle of the image.

FINANCIAL OVERVIEW

Standalone Income Statement

| PARTICULARS (INR Mn) | FY15 | FY16 | FY17* | FY18* | 9M-FY19* |
|-----------------------------|----------------|---------------|---------------|---------------|---------------|
| Total Income | 7,826 | 8,967 | 10,355 | 9,046 | 7,582 |
| Total Expenses | 7,116 | 8,064 | 9,059 | 7,712 | 6,350 |
| EBITDA | 710 | 903 | 1,296 | 1,334 | 1,232 |
| <i>EBITDA Margin</i> | <i>9.07%</i> | <i>10.07%</i> | <i>12.52%</i> | <i>14.75%</i> | <i>16.24%</i> |
| Depreciation | 202 | 204 | 222 | 250 | 202 |
| Finance Cost | 844 | 672 | 80 | 17 | 32 |
| Exceptional Items | - | (47) | - | - | - |
| PBT | (336) | 74 | 994 | 1,067 | 998 |
| Tax | 32 | (17) | 51 | 42 | 17 |
| Profit After Tax | (368) | 91 | 943 | 1,025 | 981 |
| <i>PAT Margin</i> | <i>(4.70)%</i> | <i>1.01%</i> | <i>9.11%</i> | <i>11.33%</i> | <i>12.94%</i> |
| Other Comprehensive Income | - | - | (1) | 1 | - |
| Total Comprehensive Income | (368) | 91 | 942 | 1,026 | 981 |
| Diluted EPS (INR per share) | (12.92) | 2.87 | 25.82 | 22.33 | 18.92 |

*As per IND-AS

Standalone Balance sheet (IND-AS)

| PARTICULARS (INR Mn) | FY17 | FY18 | H1-FY19 | PARTICULARS (INR Mn) | FY17 | FY18 | H1-FY19 |
|--|--------------|--------------|--------------|---------------------------------------|--------------|--------------|--------------|
| Equity | 3,941 | 5,109 | 5,868 | Non-Current Assets | 5,289 | 5,424 | 5,778 |
| Equity Share Capital | 278 | 302 | 313 | a) Property, Plant and Equipment | 3,048 | 3,485 | 3,419 |
| Other Equity | 3,663 | 4,807 | 5,555 | b) Other Intangible assets | 1 | 1 | 1 |
| | | | | c) Capital Work In Progress | 360 | 321 | 596 |
| Non Current Liabilities | 1,963 | 1,890 | 1,760 | d) Investment in Subsidiary/Associate | 1,650 | 1,460 | 1,460 |
| a) Financial Liabilities | 1,579 | 1,432 | 1,293 | e) Financial Assets | | | |
| b) Provisions | 90 | 122 | 122 | (i) Investments | 2 | 1 | 1 |
| c) Deferred Tax Liabilities (Net) | 294 | 336 | 345 | (ii) Other financial assets | 62 | 64 | 79 |
| d) Other Non-Current Liabilities | - | - | - | f) Other Assets | 166 | 92 | 222 |
| | | | | | | | |
| Current Liabilities | 1,844 | 1,639 | 1,894 | Current Assets | 2,459 | 3,214 | 3,744 |
| a) Financial Liabilities | | | | a) Inventories | 403 | 568 | 781 |
| (i) Borrowings | 145 | 131 | 206 | b) Financial Assets | | | |
| (ii) Trade Payables | 1,457 | 1,152 | 1,092 | (i) Investments | 32 | 222 | 160 |
| (iii) Other Financial Liabilities | 97 | 232 | 348 | (ii) Trade Receivables | 1,404 | 1,750 | 1,727 |
| b) Other Current liabilities | 135 | 110 | 231 | (iii) Cash and Cash Equivalents | 36 | 56 | 170 |
| c) Provisions | 10 | 14 | 17 | (iv) Bank balances other than above | 10 | 10 | 10 |
| d) Current Tax Liabilities (Net) | - | - | - | (v) Loans | 47 | 120 | 146 |
| | | | | (vi) Other financial assets | 165 | 102 | 129 |
| | | | | c) Current Tax Assets (Net) | 95 | 106 | 126 |
| | | | | d) Other Current Assets | 267 | 280 | 495 |
| GRAND TOTAL - EQUITIES & LIABILITES | 7,748 | 8,638 | 9,522 | GRAND TOTAL – ASSETS | 7,748 | 8,638 | 9,522 |

Consolidated Income Statement

| PARTICULARS (INR Mn) | FY15 | FY16 | FY17* | FY18* | 9M-FY19* |
|----------------------------|---------------|---------------|---------------|---------------|---------------|
| Total Income | 9,328 | 10,427 | 12,007 | 11,368 | 10,092 |
| Total Expenses | 8,313 | 9,173 | 10,393 | 9,542 | 8,239 |
| EBITDA | 1,015 | 1,254 | 1,614 | 1,826 | 1,853 |
| <i>EBITDA Margin</i> | <i>10.88%</i> | <i>12.03%</i> | <i>13.44%</i> | <i>16.06%</i> | <i>18.36%</i> |
| Depreciation | 284 | 269 | 291 | 341 | 269 |
| Finance Cost | 863 | 738 | 91 | 35 | 40 |
| Exceptional Items | - | (48) | - | - | - |
| PBT | (132) | 295 | 1,232 | 1,450 | 1,544 |
| Tax | 29 | 38 | 137 | 183 | 231 |
| Profit After Tax | (161) | 257 | 1,095 | 1,267 | 1,313 |
| <i>PAT Margin</i> | <i>NA</i> | <i>2.46%</i> | <i>9.12%</i> | <i>11.15%</i> | <i>13.01%</i> |
| Income from Associate | 1,976 | 1,700 | 1,561 | 2,313 | 585 |
| Other Comprehensive Income | - | - | - | 1 | - |
| Total Comprehensive Income | 1,815 | 1,957 | 2,656 | 3,581 | 1,898 |
| EPS (INR per share) | 63.63 | 61.88 | 72.84 | 77.93 | 36.62 |

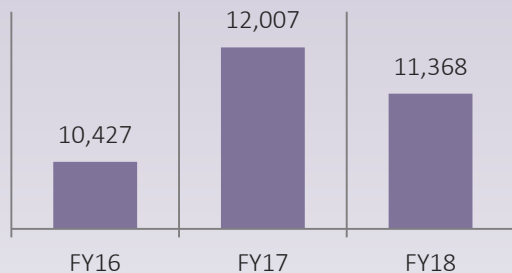
*As per IND-AS

Consolidated Balance sheet (IND-AS)

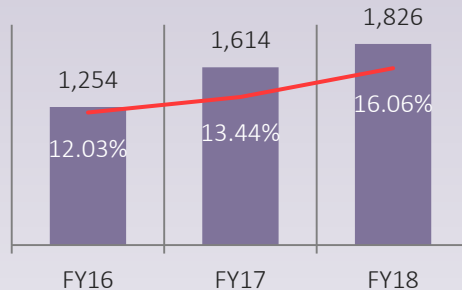
| PARTICULARS (INR Mn) | FY17 | FY18 | H1-FY19 | PARTICULARS (INR Mn) | FY17 | FY18 | H1-FY19 |
|--|---------------|---------------|---------------|---------------------------------------|---------------|---------------|---------------|
| Equity | 10,324 | 14,047 | 16,018 | Non-Current Assets | 11,615 | 14,156 | 15,391 |
| Equity Share Capital | 278 | 302 | 313 | a) Property, Plant and Equipment | 3,668 | 4,033 | 3,934 |
| Other Equity | 10,046 | 13,745 | 15,705 | b) Other Intangible assets | 96 | 85 | 77 |
| | | | | c) Capital Work In Progress | 360 | 321 | 596 |
| Non Current Liabilities | 2,025 | 1,945 | 1,813 | d) Investment in Subsidiary/Associate | 7,163 | 9,477 | 10,416 |
| a) Financial Liabilities | | | | e) Financial Assets | | | |
| (i) Borrowings | 1,579 | 1,432 | 1,293 | (i) Investments | 2 | 1 | 1 |
| b) Provisions | 96 | 128 | 128 | (ii) Other financial assets | 71 | 74 | 89 |
| c) Deferred Tax Liabilities (Net) | 350 | 385 | 392 | f) Other Assets | 255 | 165 | 278 |
| d) Other Non-Current Liabilities | - | - | | | | | |
| | | | | Current Assets | 3,115 | 4,123 | 5,092 |
| Current Liabilities | 2,381 | 2,287 | 2,652 | a) Inventories | 825 | 1,191 | 1,332 |
| a) Financial Liabilities | | | | b) Financial Assets | | | |
| (i) Borrowings | 235 | 157 | 190 | (i) Trade Receivables | 1,475 | 2,093 | 2,381 |
| (ii) Trade Payables | 1,840 | 1,681 | 1,631 | (ii) Cash and Cash Equivalents | 122 | 125 | 324 |
| (iii) Other Financial Liabilities | 113 | 249 | 416 | (iii) Bank balances other than above | 34 | 32 | 38 |
| b) Other Current liabilities | 141 | 114 | 232 | (iv) Loans | 45 | 118 | 145 |
| c) Provisions | 10 | 14 | 18 | (v) Other financial assets | 177 | 91 | 112 |
| d) Current Tax Liabilities (Net) | 42 | 72 | 166 | c) Current Tax Assets (Net) | 95 | 106 | 126 |
| | | | | d) Other Current Assets | 342 | 367 | 634 |
| GRAND TOTAL - EQUITIES & LIABILITES | 14,730 | 18,279 | 20,483 | GRAND TOTAL – ASSETS | 14,730 | 18,279 | 20,483 |

Consolidated Financial Highlights

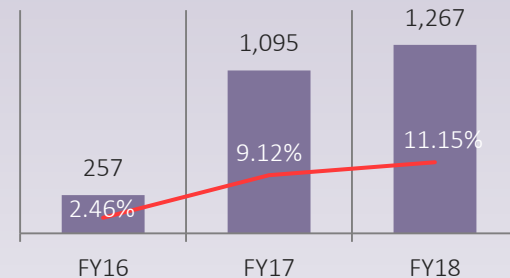
Total Revenue (INR Mn)



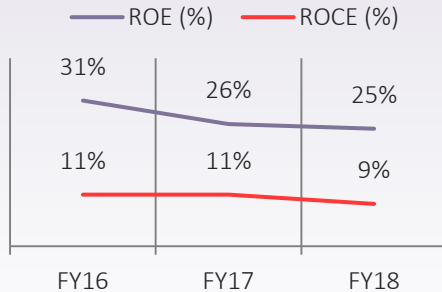
EBITDA (INR Mn) & EBITDA Margins (%)



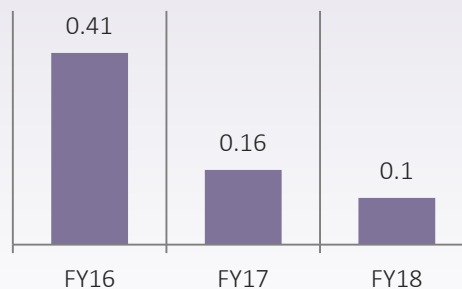
PAT (INR Mn) & PAT Margins (%)



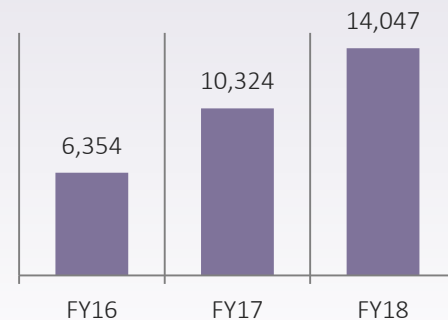
RoE and RoCE



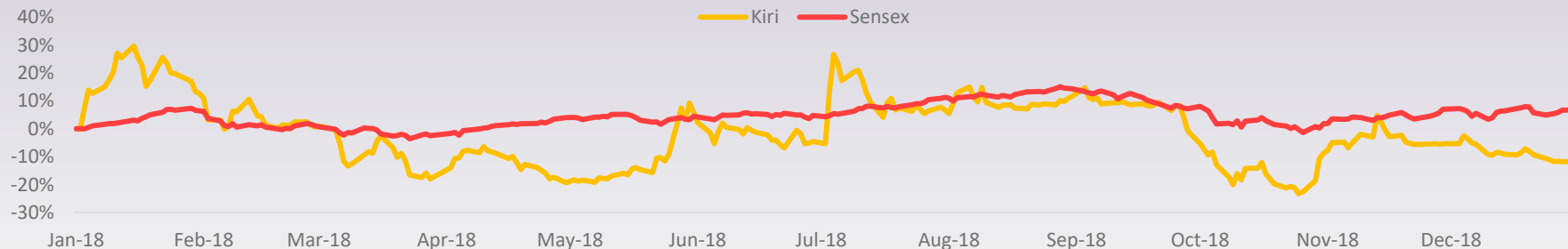
Net Debt : Equity



Net Worth (INR Mn)

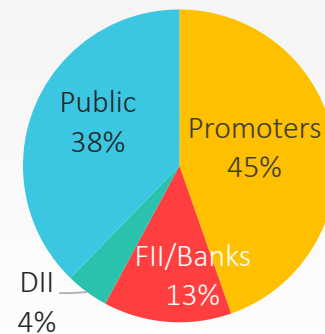


Share Price Data as on 31st Dec , 2018



| Price Data (31 st Dec, 2018) | INR |
|---|----------------|
| Face Value | 10.00 |
| Market Price | 447.10 |
| 52 Week H/L | 684.00/ 384.05 |
| Market Cap (Mn) | 14013.90 |
| Equity Shares Outstanding (Mn) | 31.34 |
| 1 Year Avg Trading Volume ('000) | 281.72 |

Shareholding Pattern as on 31st Dec, 2018



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Email: kiri@valoremadvisors.com

The image features a vibrant, multi-colored background with a repeating hexagonal pattern. The colors transition from purple and pink at the top to blue, green, and yellow at the bottom. A white horizontal banner is centered across the middle of the image, containing the text "THANK YOU" in a blue, sans-serif font.

THANK YOU