

POLYCAB INDIA LIMITED

(formerly known as Polycab Wires Limited)

Polycab House, 771 Mogul Lane, Mahim (W), Mumbai - 400016

CIN: L31300DL1996PLC266483

Tel: +91 22 2432 7070-74 Fax: +91 22 2432 7075 Email: info@polycab.com Web: www.polycab.com

Date: 23rd October 2019

To To

Department of Corporate Services Listing Department

National Stock Exchange of India Limited **BSE** Limited Phiroze Jeejeebhoy Towers, Dalal Street C-1, G-Block, Bandra-Kurla Complex

Mumbai - 400 001 Bandra (E), Mumbai - 400 051

> Scrip Code: 542652 Scrip Symbol: Polycab ISIN:- INE455K01017

Dear Sir / Madam

Sub: Corporate Presentation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Corporate presentation on the financial results of the Company for the quarter ended 30th September 2019.

Kindly take the same on your record.

Thanking you

Yours Faithfully

For Polycab India Limited

Sai Subramaniam Narayana

Company Secretary and Compliance Officer

Membership No.: F5221

Address: Polycab House, 771, Mogul Lane

Mahim (West), Mumbai - 400 016



Polycab India Limited

Corporate Presentation



Agenda



Company Overview



Financial Performance Q2 FY20



Financial Statements





Company Overview

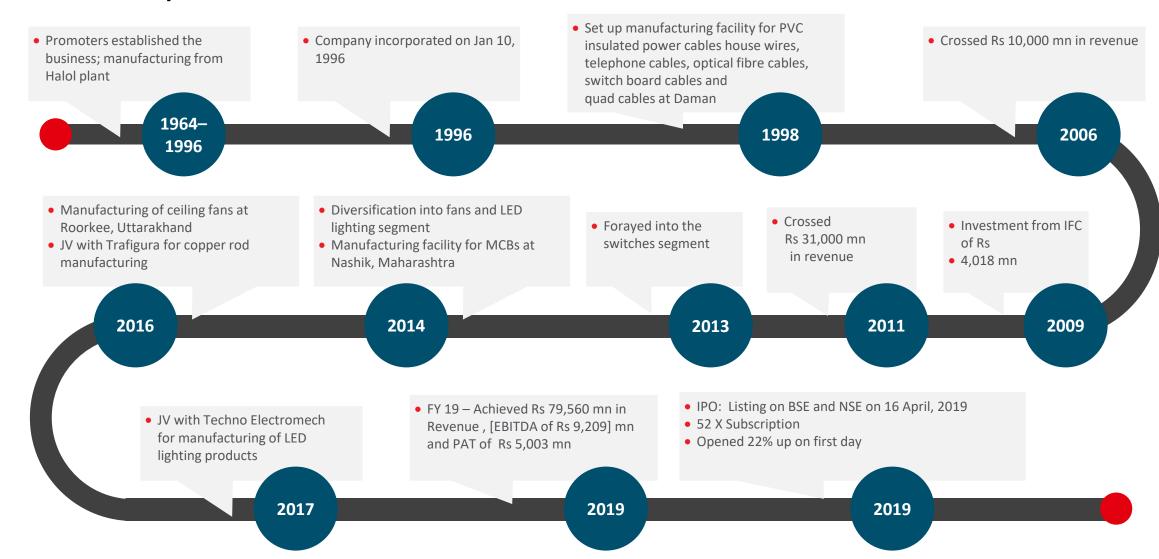
Polycab: A Snapshot

One of India's Leading Electricals Brand with Rs 80 bn revenues ¹			
#1 Manufacturer of Wires and Cables ²	 c.18% Organized c.12% Total Market Share³ 	Exports to 40+ countriesOver Last 3 Years	
Fast Growing FMEG business	c.51% GrowthCAGR over FY 15-19	 Diverse Product Portfolio across Segments 	
Pan-India Distribution Network	 3,400+ Authorized Dealers and Distributors 120,000+ Retail Outlets as on September 30, 2019 	 By business as on September 30, 2019: Wires and Cables: 32% FMEG: 52% Common: 16% 	
Multi-Location Manufacturing	 25 Facilities Owned / leased units in Daman and Halol FMEG manufacturing⁴ 	 Backward Integration by manufacturing of essential raw materials including Copper Rod in-house 	
Proven Track Record Of Financial Performance	 FY 15-19: Revenue CAGR: c.14% EBITDA CAGR⁵: c.21% PAT CAGR⁶: c.33% 	 H1FY20 ROE⁷: 18.7% ROCE⁸: 25% Leverage⁹: 0.05 x 	

Note: FMEG: Fast Moving Electrical Goods (1) Revenue net of excise duty; Pertains to FY19; (2) In India, In terms of segment revenue as per CRISIL Research; (3) As of December 31, 2018; (4) In-house manufacturing for Fans, Switchgears, LED Lighting, Conduit and Accessories; (5) EBITDA - Earnings before Interest, Tax, Depreciation & Amortization excludes other Income; (6) PAT – Profit after tax; (7) ROE – Return on Equity; (8) ROCE – Return on Capital Employed (9) Leverage – Debt / Equity as on September 30, 2019



Our Journey





Key Management Initiatives in the recent year

Focus on Profitability and Growth

Improvement in Production Processes

Induction of Qualified Professionals

Expansion of Manufacturing Capacity

Expansion of Distribution Network

Improvement in Supply Chain

Enhance Brand Awareness and Customer Loyalty

Invest in CRM Programme



Increase in Consumer Spending, Infrastructure Growth and Industrial Investments to Drive Electricals Industry



Infrastructure Development

- Government announced intention to spend Rs 100
 lakh crore in infrastructure over 5yrs
- DDUGJY¹: 5,934 Rural Electrification projects
- National Solar Mission: 40-41 GW capacity addition
- Electrical Vehicles (EV): vision to become 100% EV nation by 2030
- Housing for All by 2022 targeting 20mn households
- Smart Cities Mission: Core infrastructure to 100 cities
- Transmission Capacity²: 86GW in FY18 to 130 GW by FY23
- Construction investment to grow 1.4x in FY19 23E³
- Investment in Railways & Mass Transit Systems:
 - Rs1.5 tn outlay for rail (FY19); Rs 1.1 tn for metro (FY19 – 23)



Industrial Growth

- Impetus from government initiatives such as:
 - Indian Electrical Equipment Industry Mission
 Plan to make India the "country of choice" for
 production of electrical equipment
 - Make in India to encourage manufacturing in India
 - Bharat Net to realize the vision of Digital India by laying a network of optical fiber cables across the nation.
- Increasing Industry Capex driven by overall GDP Growth
 - Targeting GDP of \$ 5 trillion over next 5 years
- Investments rising across industries like auto, steel, oil & gas, power, etc.
- Cut in corporate tax rate from 30% to 22% to promote growth and investments



Consumer Spend

- Increasing Propensity to Spend
- India's population expected to increase to 1.5bn by 2030
- Per Capita Income CAGR of c.10% over last 5 years⁴
- Urbanization and Nuclearisation of families
- Demand for improved products



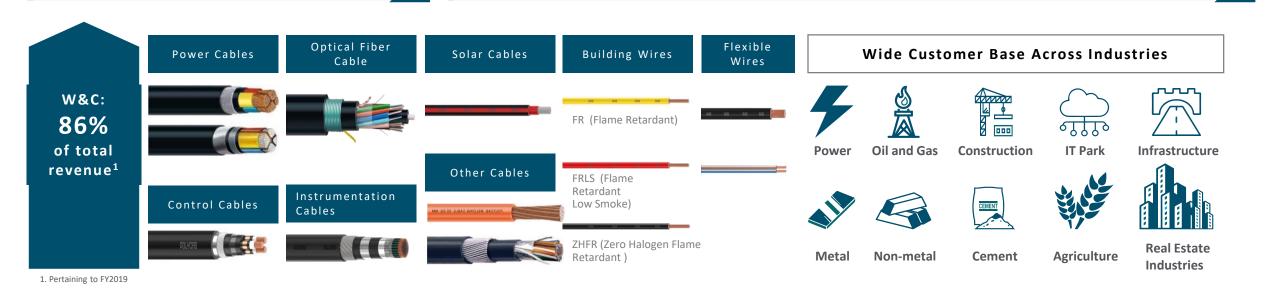
Market leader in wires and cables with a diverse suite of products and a healthy growth rate

Market leader in W&C...

- Largest W&C manufacturer in India, in terms of segment revenues, with a market share of c.18% of the organized and c.12% of the total W&C industry in FY18
- W&C revenue growth at a CAGR of 14% from FY15-19

Market leader in W&C...

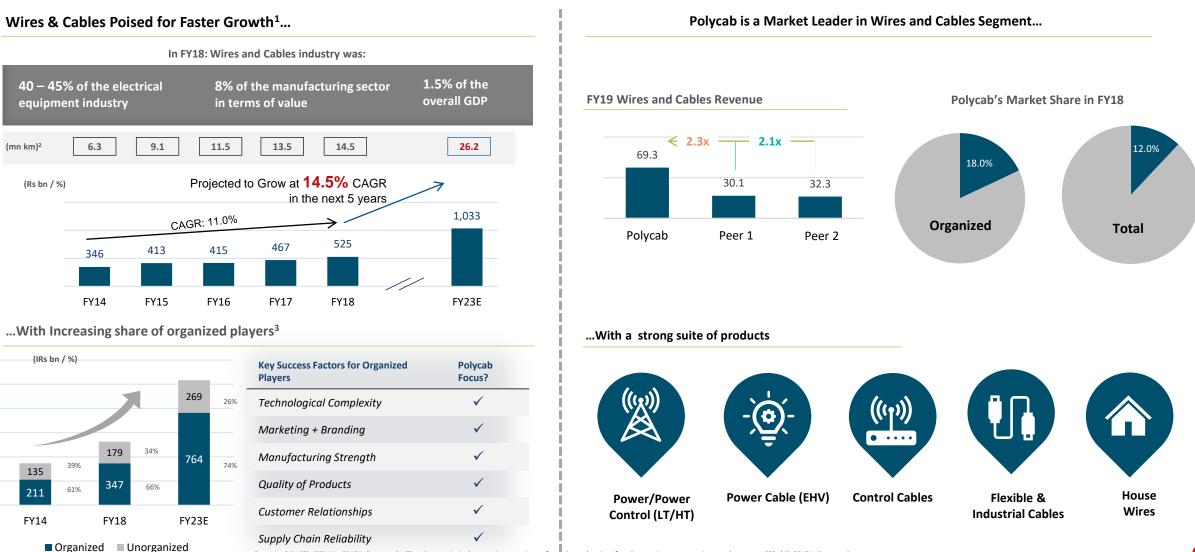
- Institutional and retail customers in different industries
- Made-to-stock: based on demand forecasts from customers and/or company sales team
- Made-to-order: customized products for varied applications Telecom, Oil & gas, Auto, Power, Signalling, Communication, Building Electrification etc.







Wires & Cables - Attractive market opportunity & strong leadership position



Source: (1), (2) IEEMA, CRISIL Research; The domestic industry size consists of total production for domestic consumption and exports (3), (4) CRISIL Research

audio cables, CATV, LAN cables, etc. Power transmission cables include low-voltage, high-voltage and extra high voltage cables; (4) Revenue net of excise duty;

(5) Finolex Cables is present in control cables and not instrumentation cables

Note: (1) The domestic industry size consists of total revenues from domestic consumption and exports (2) Optical fibre cables are not included. Flexible cables and other cables include home appliance cables, automotive cables,



Expanding presence in 'Electricals' ecosystem - Fast growing FMEG business

Comprehensive product portfolio with focus on the upcoming industry trends

- Launched Switches business in FY14
- Diversified into the FMEG segment in FY15
- Key FMEG products include electric fans, LED lighting and luminaires, switches and switchgears, solar products and conduits and accessories

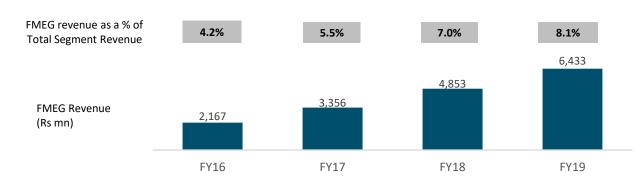


Logical synergistic expansion leveraging existing capabilities....

- Common raw materials, economies of scale, higher negotiating power
- Cost-savings in transportation & distribution
- Opportunity to cross-sell to a larger customer base
- Leverage distribution network across diverse product offerings

Note: FMEG: Fast Moving Electrical Goods

.... Has led to strong growth in the FMEG segment





Expanding presence in 'Electricals' ecosystem: 1st ever Polycab Experience Centres





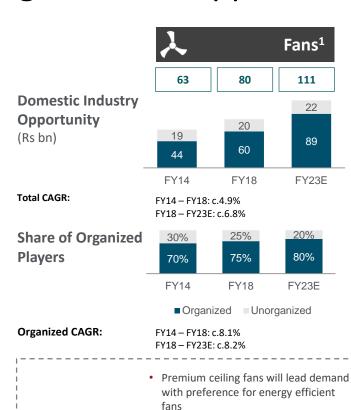
- Strategic showcase enabling consumers and trade constituents to experience and choose from a wide range of quality products
- Placed in iconic electrical markets hub which is also an important feeder market to western India
- Deepens connect with direct customers in the FMEG market as well as retailers from upcountry
- Aiming to expand such experiential stores across key cities in due course
- Currently in Mumbai & Pune







High Growth Opportunity in the Indian FMEG Industry



23E

realizations

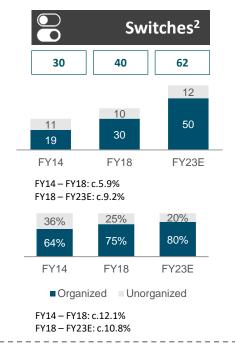
Premium Fans category expected to

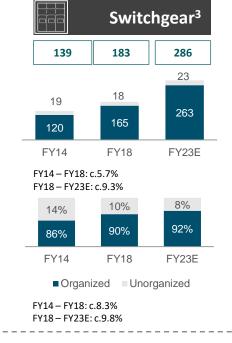
· Rural electrification and urban

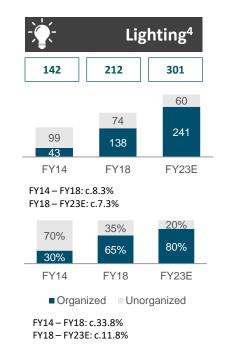
Value added products to improve

grow at a CAGR of c.22% from FY18 -

replacement demand to drive growth







- Electrification push especially rural
- Changing customer preferences towards modular switches
- Modular switches segment expected to grow at a CAGR of c.11% from FY18 - 23F
- Greater awareness of safe and secure switches

- LV to outgrow MV / HV segment
- LV switchgears segment expected to grow at a CAGR of c.11% from FY18 -23E
- Modular devices and safe products are gaining preference
- Improving electrification to drive growth

- · Housing sector to drive retail demand
- · Considerable shift towards LED segment coupled with decline in LED chip prices
- · LED segment expected to grow at a CAGR of c.12% from FY18 - 23E
- Govt. efforts and consumer awareness towards energy efficient technology

Source: (1) Indian Fan Manufacturers Association (IFMA), Industry estimates, CRISIL Research; (2) Industry estimates, CRISIL Research; (3) IEEMA, Industry Estimates, CRISIL Research; (4) Electric Lamp and Component Manufacturers Association of India (ELCOMA), CRISIL Research;



Key Growth

Drivers

Strong Brand Recognition in the Electricals Industry

Leveraged the "POLYCAB" brand to expand the customer base, cross-sell products & expand internationally



From B2B to B2C Our Brand Journey

'Connection Zindagi Ka' was a hit with customers- the impactful narrative with their minds and hearts

Timeline	Campaign/Brand Endorsement	Product Endorsed/ Launched
2013	Corporate Commercial	Corporate
2014	Paresh Rawal, Actor	Wires
2016	Indian Premier League (IPL)	Polycab range
2017	Indian Premier League (IPL)	Fans
2018	R Madhavan, actor	LED
	Bollywood and South Films	
2019	Ayushmann Khurrana, actor	Switchgears
	Paresh Rawal, Actor	Green Wires
	Indian Premier League (IPL)	

Multi-Pronged Approach to Increase Brand Awareness

Actively Engage the Distributors and Dealers

Loyalty Points via Bandhan Star App

Increased Advertising on Social Media and Sales Promotion

Advertising and Sales Promotion Expenditure











Multi-location manufacturing, high degree of backward integration

Multi-location manufacturing...

- 25 manufacturing facilities, across the states of Gujarat, Maharashtra and Uttarakhand and the union territory of Daman and Diu
- · Includes 4 facilities FMEG production
- 50:50 JV with Techno, a manufacturer of LED products
- Technology and Automation systems like ASRS, IoT, MES, ERP and MOST enhance workflows and ensure reliability

... with strong focus on backward integration

- 50:50 JV with Trafigura, to set up a manufacturing facility in Waghodia to produce copper wire rods (Ryker Plant)
- Annual capacity of 258,620 MT to meet a substantial part of copper wire rods demand for W&C and FMEG business
- Existing facilities for key raw materials including aluminium rods (for aluminium conductor), copper rods, various grades of PVC, Rubber, XLPE compounds, GI wire and strip (for armouring).

Product ⁽¹⁾	Location	Annual Capacity
Wires & Cables (in kms)	Halol/ Daman	3.5 million
Lighting & Luminaires	Chhani	18.2 million
Switches & Switchgears	Nashik	6 million
Fans	Roorkee	2.4 million
Others	Padana	0.02 million
Copper rods (in MT) ²	Waghodia	2.25 million
Steel wires (in MT) ²	Waghodia	0.06 million
Aluminium & copper terminals	Halol	0.6 million

Catenary Continuous Vulcanizing lines



Automated Storage and Retrieval System





^{1.} Figures are absolute numbers where no units are indicated; 2. Not commenced operations.

...supported by strong R&D, innovation and quality initiatives

Investments in in-house R&D capabilities...

- NABL ISO 17025 certified R&D center; ~90 engineers and technicians working on R&D projects
- R&D to support own manufacturing of components
- R&D on PVC Compounds, switchgears, electric fans, LED lightings at manufacturing facilities
- Center of excellence for R&D on polymers
- Ryker Plant copper analysis center for both incoming and out going raw materials, to ensure high quality standards

Supported by quality & reliability initiatives

- Accredited with certifications for compliance with ISO 9001, ISO 14001, OHSAS 18001 requirements
- Compliance with international quality standards: BIS, BASEC, UL, IEC, etc
- Higher quality standards helps clear the rigorous approval processes of institutional customers and government companies

... have led to innovations in our product range

- Flame retardant elastomeric compounds, flame retardant chlorosulphonated polyethylene rubber compounds and cathodic protection cables using fluoropolymers
- Environmentally friendly power cables, rubber (elastomeric) cables and electron-beam irradiated cables for automobile, ship-building industry, mining, solar energy and rolling stock sector
- Green Wire, an energy efficient and environment-friendly product
- Made-to-order for customers: Include low voltage cables with low smoke zero halogen properties and high tension ("HT") cables with anti-rodent and anti-termite properties

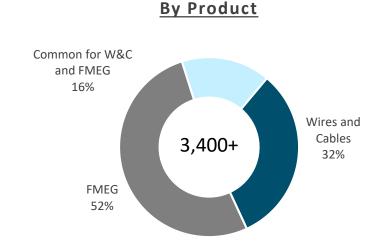
Continually improving in-house R&D capabilities to capitalize on industry trends, particularly –

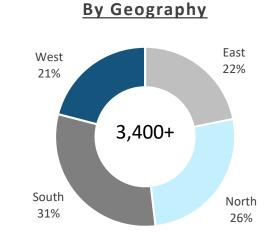
- Home automation and environmentally friendly products that consume less power
- Street lighting and other specialized products such as domestic and agriculture pumps, domestic air purifiers and domestic water purifiers



Pan India distribution network supporting our diverse customer base and product categories









Initiatives to strengthen the brand and distribution network

Project Josh

Strategic initiative aimed at increasing market share in FMEG and retail wires segments; has led to increase in retailers & distributors in the c.123 locations where implemented

Bandhan

Pan India customer relationship management program covering 100,000+ electricians & 35,000+ retailers



Distributor Management System

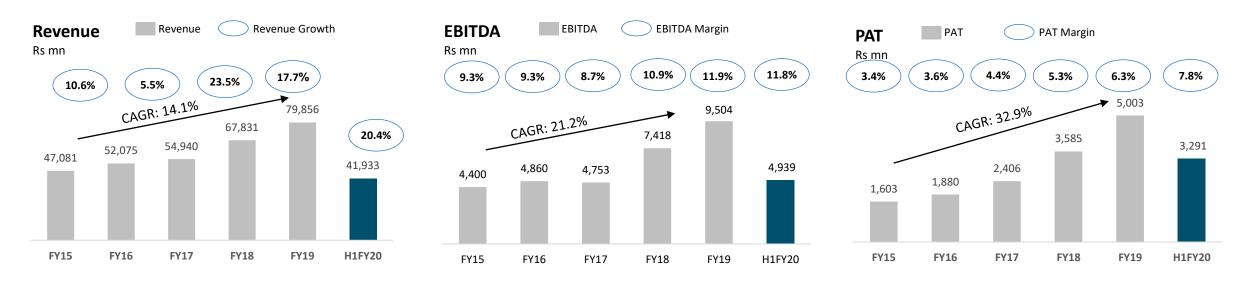
Provides visibility on secondary sales and automates replenishment of inventories with distributors

Sales Force Automation

Links internal systems with authorized distributors



Proven track record of financial performance (1/2)

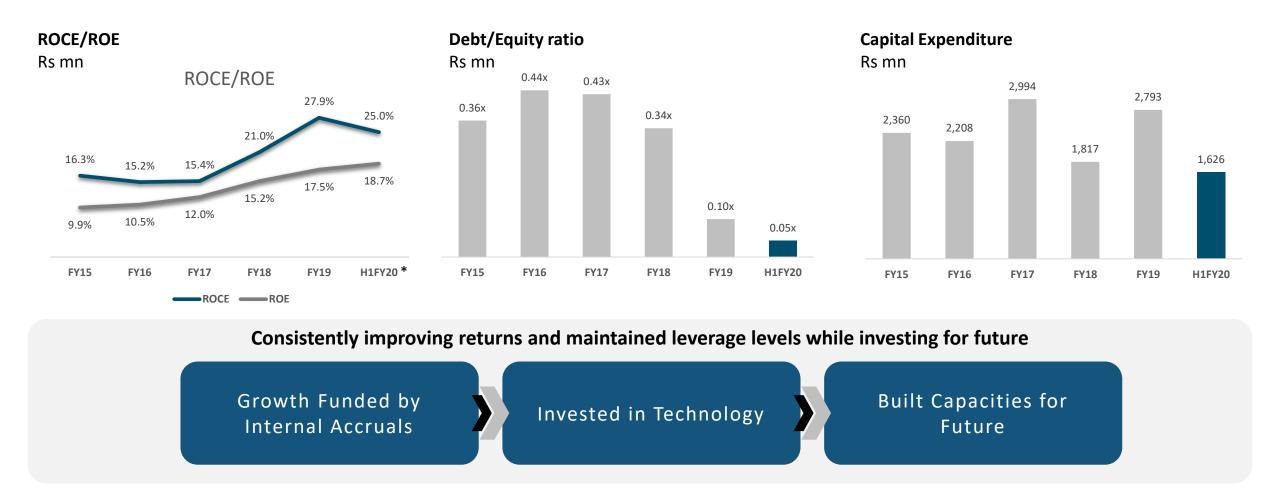




Notes: (1) Numbers on consolidated basis (2) Financials for FY15 based on Indian GAAP, whereas FY16-FY19 have been prepared using IND AS (3) Revenue: Revenue from operations net of excise (4) EBITDA excludes Other Income



Proven track record of financial performance (2/2)



^{*} Comparatively higher capital base than March 2019

Notes: (1)Financials for FY15 based on Indian GAAP, whereas FY16-FY19 have been prepared using IND AS (2) ROCE (Return on Capital Employed) is (Profit before tax plus finance cost) divided by closing value of (non-current borrowings plus current borrowings plus current maturities of non-current borrowings plus total equity including non-controlling interests (4) Debt / Equity: Total debt / equity including non-controlling interests



Leadership team

Board of Directors



Inder T. Jaisinghani Chairman and Managing Director



Ajay T. Jaisinghani Whole-Time Director



Ramesh T. Jaisinghani Whole-Time Director



SL Bajaj Chief Financial Officer and Whole-Time Director



RS Sharma Independent Director



Pradeep Poddar Independent Director



TP Ostwal Independent Director



Hiroo Mirchandani Independent Director

Key Management



R. Ramakrishnan Chief Executive



Bharat A. Jaisinghani Director - FMEG Business (Nonboard member)



Nikhil R. Jaisinghani Director – LDC Business (Non-board member)



Anil Hariani Director - Commodities (Non-board member)



Anil Shipley Executive President and Chief Supply Chain Officer



Manoj Verma Executive President & Chief Operating Officer (CE)



Gandharv Tongia Deputy Chief Financial Officer



Kunal I. Jaisinghani Head – Agri Products





Anurag Agarwal President (Strategic Initiatives & New Businesses)



Diwaker Bharadwaj President (Marketing Communication and Packaging Development)



Vijay Narayanan Ananthanarayanan President (Strategic Marketing)



Sandeep Bhargava President (Procurement)



Sanjeev Chhabra President (Treasury)



Shashi Amin President (Cables)



Sai Subramaniam Narayana Company Secretary and Compliance Officer



Vivek Khanna President (Accounts and Information Technology)



Suresh Kumar President (Strategy & Human Resources)

Blend of Entrepreneurial and **Professional Management**

Professionals with Prior Experience in Vedanta, Tata Group, Unilever, Havells, Bajaj, SRBC & Co, Crompton, etc.

Vision to Execute Strategies in a **Dynamic Environment**

Extensive Relationships and Deep Business Understanding



Our Social Responsibility – A Philosophy of Empathetic Care









Community

- Promoting efficient farming through sessions on soil testing & model farms
- Women oriented skill training & creation of self help groups
- Deeping of water reservoirs under Gujarat Government initiated "Sujalam Sufalam" programme in villages of Asoj, Bodidra & Waghodia were deepened

Infrastructure

- Construction of toilets and providing clean drinking water in Gadhmahuda, Chachariya & Govindpuri village
- Improvements in school infrastructure in Chachariya & Baska villages

Education

- Leadership Enrichment for Adolescence through **Assessment & Development** (LEAAD) programme organised, students exposed to leadership building qualities
- Study Science, Technology, **Engineering & Mathematics** (STEM) Laboratory set up for students to learn practical aspects of education

Health

- Mobile Medical Unit offering services like OPD, medicines, health talks, camps & counselling in interiors. On an average 90 to 100 patients/day take advantages of these services
- Jointly conducted breast tumour detection camp with Shree Halol Stree Samaj
- **Health camps** in Mota Sandhiya, and Jalariya villages



Q2FY20 Key Highlights



Healthy Revenue Growth

▲ 24% Y-o-Y

▲ 15% Q-o-Q

▲ 20% H-o-H

Strong Profitability



PAT : ▲ 117% Y-o-Y

▲ 43% Q-o-Q

▲ 98% H-o-H

PBT:

▲ 66% Y-o-Y

▲ 11% Q-o-Q

▲ 69% H-o-H

Consistent Returns

ROCE: 26.3%

▲ 222bp Y-o-Y

26.3%

▲ 154bp Q-o-Q

25.0%

▲ 212bp H-o-H

Notes: (1) Numbers on consolidated basis (2) Revenue: Revenue from operations (3) PBT: Profit Before Tax (4) PAT: Profit After Tax (5) ROCE (Return on Capital Employed): (Profit before tax plus finance cost) divided by closing value of (non-current borrowings plus current borrowings plus current borrowings plus current borrowings plus current borrowings plus total equity including non-controlling interest)

Consolidated Annual Profit and Loss statement

Particulars (INR mn)	FY19	%	FY18	%	FY17	%
Revenue from Operation	79,856	100.0%	67,831	100.0%	54,940	100.0%
Cost of Goods sold	59,660	74.7%	52,053	76.7%	42,411	77.2%
Contribution (A)	20,196	25.3%	15,778	23.3%	12,529	22.8%
Employee cost	3,002	3.8%	2,593	3.8%	2,291	4.2%
Other Operating Expenses	7,666	9.6%	5,768	8.5%	5,482	10.0%
Total Operating Expenses (B)	10,668	13.4%	8,361	12.3%	7,773	14.1%
Share of profit/(loss) of joint ventures (Net of tax) (C)	-23	0.0%	1	0.0%	-3	0.0%
EBITDA (A)-(B)+(C)	9,504	11.9%	7,418	10.9%	4,753	8.7%
Other Income	638	0.8%	516	0.8%	869	1.6%
Depreciation	1,414	1.8%	1,330	2.0%	1,278	2.3%
Finance Cost	1,167	1.5%	937	1.4%	658	1.2%
РВТ	7,561	9.5%	5,667	8.4%	3,686	6.7%
Income Tax	2,558	3.2%	2,082	3.1%	1,280	2.3%
PAT	5,003	6.3%	3,585	5.3%	2,406	4.4%



Consolidated Balance Sheet

Particulars (INR mn)	FY2019	FY2018	FY2017
<u>Assets</u>			
Non-current Assets			
Fixed Assets	14,686	13,331	12,933
Financial / Non-current Assets	2,346	1,891	1,483
Total Non-current Assets	17,032	15,222	14,416
Current Assets			
Inventories	19,958	13,657	15,198
Trade Receivables	13,343	12,908	11,974
Investments	-	-	-
Cash and Bank Balances	3,176	106	302
Others - Current Assets	2,774	2,588	3,349
Assets classified as held for disposal	-	-	-
Total Current Assets	39,251	29,259	30,821
Total Assets	56,283	44,481	45,237

Particulars (INR mn)	FY2019	FY2018	FY2017
Equity and Liabilities			
Shareholder's Funds			
Share Capital	1,412	1,412	1,412
Reserves and Surplus	27,057	22,064	18,630
Total Shareholder's Funds	28,470	23,476	20,042
Minority Interest	84	40	30
Non-current Liabilities			
Borrowings	889	1,589	1,618
Others - Non-current Liabilities	650	831	498
Total Non-current Liabilities	1,540	2,420	2,116
Current Liabilities			
Short-term Borrowings	1,031	5,687	6,590
Trade Payables	15,202	9,221	13,577
Others - Current Liabilities	9,957	3,636	2,883
Total Current Liabilities	26,189	18,544	23,050
Total Equity and Liabilities	56,283	44,481	45,238

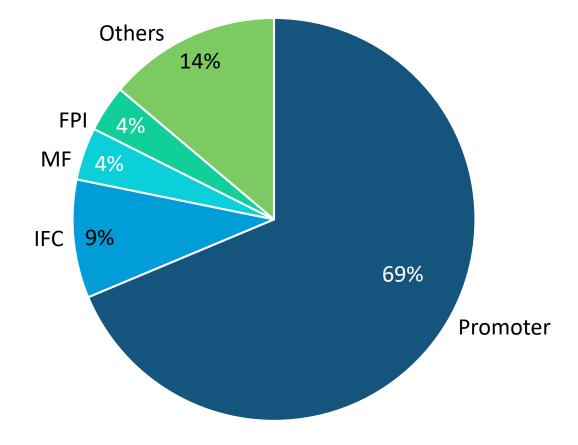


Consolidated Annual Cash Flow Statement

Particulars (INR mn)	FY 2019	FY 2018	FY 2017
Net Cash Flow from Operating Activities	12,299	3,624	3,145
Net cash flow from/(used in) investing activities	-4,077	-1,878	-2,906
Net cash flow from/(used in) financing activities	-6,514	-1,898	-271
Net Increase / (Decrease in cash and cash equivalents	1,708	-152	-32



Shareholding Pattern





Notes: As on September 30th 2019

Safe Harbour

This Release / Communication, except for the historical information, may contain statements, including the words or phrases such as 'expects, anticipates, intends, will, would, undertakes, aims, estimates, contemplates, seeks to, objective, goal, projects, should' and similar expressions or variations of these expressions or negatives of these terms indicating future performance or results, financial or otherwise, which are forward looking statements. These forward looking statements are based on certain expectations, assumptions, anticipated developments and other factors which are not limited to, risk and uncertainties regarding fluctuations in earnings, market growth, intense competition and the pricing environment in the market, consumption level, ability to maintain and manage key customer relationship and supply chain sources and those factors which may affect our ability to implement business strategies successfully, namely changes in regulatory environments, political instability, change in international copper, aluminum, oil prices and input costs and new or changed priorities of the trade. The Company, therefore, cannot guarantee that the forward-looking statements made herein shall be realized. The Company, based on changes as stated above, may alter, amend, modify or make necessary corrective changes in any manner to any such forward looking statement contained herein or make written or oral forward-looking statements as may be required from time to time on the basis of subsequent developments and events. The Company does not undertake any obligation to update forward looking statements that may be made from time to time by or on behalf of the Company to reflect the events or circumstances after the date hereof.



Polycab India Limited CIN: L31300DL1996PLC266483

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