

Ref: ASCL/SEC/2021-22/58

February 04, 2022

1. ✓ To,  
The General Manager  
Department of Corporate Services  
**BSE Limited**  
1<sup>st</sup> Floor, New Trading Ring  
Rotunda Building, P. J. Tower  
Dalal Street, Fort  
**Mumbai - 400 001**  
**BSE Scrip Code: 532853**
2. To,  
The General Manager (Listing)  
**National Stock Exchange of India Ltd**  
5<sup>th</sup> Floor, Exchange Plaza  
Plot No. C/1, G Block  
Bandra - Kurla Complex  
Bandra (East)  
**Mumbai - 400 051**  
**NSE Trading Symbol: ASAHISONG**

**SUB: INVESTOR PRESENTATION FOR Q3FY22**

**REF: REGULATION 30 (6) OF THE SEBI (LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015**

Dear Sir/Madam,

Pursuant to Regulation 30(6) of the SEBI (Listing Obligation and Disclosure Requirements) Regulation 2015, we are enclosing herewith Investor Presentation on the Company's Financial Performance of Q3FY22.

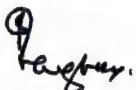
The said presentation will also be made available at the website of the Company at [www.asahisongwon.com](http://www.asahisongwon.com).

This is for your information and records.

Thanking you,

Yours faithfully,

For, **ASAHI SONGWON COLORS LIMITED**



**SAJI JOSEPH**

**Company Secretary and Compliance Officer**



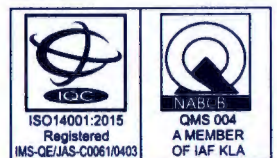
Encl: As above

**Asahi Songwon Colors Ltd.**

CIN: L24222GJ1990PLC014789

Regd. Office: "Asahi House", 13, Aaryans Corporate Park, Nr. Shilaj Railway Crossing, Thaltej-Shilaj Road, Thaltej, Ahmedabad-380 059, Gujarat. India

Tele : 91-79 6832 5000 • Fax : 91-79 6832 5099 • Web Site: [www.asahisongwon.com](http://www.asahisongwon.com)





# Investor Presentation

FEBRUARY 2022

ASAHI SONGWON COLORS LIMITED

BSE CODE : ASAHISONG | 532853  
NSE CODE : ASAHISONG

# Contents



## 01 ABOUT US

---

SLIDE 03 - 10

## 02 BUSINESS CANVAS

---

SLIDE 11 - 16

## 03 STRATEGIC ADVANTAGES AND INVESTMENT MERITS

---

SLIDE 17 - 19

## 04 FINANCIAL STATEMENT SUMMARY

---

SLIDE 20 - 23

## 05 QUARTERLY HIGHLIGHTS

---

SLIDE 24 - 29

01



# About Us

- 04 - Corporate Portrait
- 05 - Our Journey
- 06 - Strengthening Business Model
- 07 - Global Footprint
- 08 - Product Portfolio
- 09 - Clientele
- 10 - Board of Directors

# Corporate Portrait

Asahi Songwon Colors Limited is one of the leading manufacturers of blue (Phthalocyanine) pigments for ink, plastics, paint, textile and paper industry with globally benchmarked manufacturing capabilities. Recently, the company has also ventured into manufacturing of yellow, red and orange (AZO) pigments.



**2** Manufacturing facilities



Exporting to **20+** Countries



Long standing relations with **MNC's**



**Strong** technical capabilities



**3** decades of manufacturing expertise



Team strength of **550+** people



**40+** number of customers served



Manufacturing capacities –  
**14,400 MTPA** Blue pigments  
**2,400 MTPA** Red and Yellow Pigments

# Our Journey

## SMALL START WITH ASPIRATIONS TO BECOME A GLOBAL LEADER IN PIGMENT INDUSTRY

1993 —————> 2014

- **1993** – Commenced operations of green pigment
- **2003** – Entered into technical collaboration with Clariant for manufacture of CPC Blue crude.
- **2007** – Entered into a technical collaboration and supply agreement with DIC Japan
- **2007** – The company went public and successfully raised ₹33.50 crores from IPO.
- **2008** – Enhanced capacities of CPC blue crude from 3,000 TPA to 7,000 TPA and setup new capacity of 1,200 TPA for Beta blue as forward integration
- **2010** – Enhanced Beta Blue capacity from 1,200 TPA to 2,040 TPA
- **2014** – Demerged the green pigment segment

## SUBDUED FINANCIAL GROWTH | STRENGTHENING BUSINESS MODEL

2016 —————> 2018

- **2016** – Debottlenecking of CPC blue crude capacity to 10,200 TPA
- **2016** – Set up new capacity of 600 TPA for Alpha Blue as forward integration
- **2018** – Enhanced Beta Blue capacity to 3,600 TPA

READ MORE - NEXT SLIDE

## READY FOR THE NEXT LEG OF GROWTH

2019 —————> Onwards

- Company entered into a JV with Tennants Textile Colors Limited (TTC) UK for manufacturing Red and Yellow (AZO) pigment at Dahej
- Setup 2,400 TPA Azo pigment capacity equally distributed between Red and Yellow Pigment
- Necessary infrastructure in place to enhance this capacity to 10,000 TPA
- Plans to enhance Alpha Blue capacity to 840 TPA
- Working on high value complex pigments in Azo category



# Strengthening Business Model

**2005 -2015**



**2015 -2020**

Added **2** new products

Added **3** new products and entered **new product category** of AZO pigments

**2015**



**2021**

Served **19** customers

Serving more than **40+** customers currently

Presence in **18** countries

serving customer across **22** countries

Revenue contributions from top 5 customers - **90%**

Revenue contributions from top 5 customers - **<75%**

Continuous investments made towards making the business **sustainable**

**Reducing costs** and Ramping up operations

**End use industry diversification** - Over the last few years, the revenue contributions from the ink industry have come down from more than 90% to ~ 55%



# Strong Global Footprint

- List of countries we export to

1. USA
2. KOREA
3. JAPAN
4. GERMANY
5. SPAIN
6. BELGIUM
7. SOUTH AFRICA
8. AUSTRALIA
9. BRAZIL
10. CHINA
11. HONG KONG
12. ITALY
13. INDONESIA
14. MALAYSIA
15. MEXICO
16. PHILIPPINES
17. SINGAPORE
18. TAIWAN
19. UAE
20. UK
21. VIETNAM

- 60%** revenue contributions from exports in FY21





# Serving Leading Brands

We have come a long way from our humble beginnings to become a preferred choice of supplier to the large MNC's across the globe. We are well on our way to becoming one of the largest pigment players by enhancing our product basket to offer a full suite of colour range in organic pigments.

**CLARIANT**

**18** years of collaboration and still going strong



Supply agreement since last **15** years

**SunChemical**

Supply agreement since last **15** years

**BASF**  
We create chemistry

Repeat business since last **10** years with no quarter without sales

**SIEGWERK**

Repeat business since last **9** years with no quarter without sales

- We have not lost a single customer in our more than 3 decades of existence
- More than **80%** of business is repeat business

## OTHER MARQUEE CLIENTS



**Grolman**  
International Distribution



# Board of Directors



**Mrs. Paru M. Jaykrishna**

**CHAIRPERSON & MANAGING DIRECTOR**

She holds a Bachelor's degree in Law and Philosophy & Sanskrit, and a Masters' degree in English Literature. She is the Founder, Chairperson and Managing Director of the Company responsible for strategic decision making and devising policies for growth.

A renowned Women Entrepreneur of India, she has the distinction of being the First Elected Lady as a President of Gujarat Chambers of Commerce and Industry in 69 years.

She has been a Director in Tourism Corporation of Gujarat Ltd., Gujarat State Handloom House Corporation and Small Industries Development Bank of India (SIDBI).



**Mr. R.K. Sukhdevsinghji**

**DIRECTOR**

A graduate from St. Stephens College, Delhi, he is the son of late Maharaja Rajendrasinhji. In 1981, he was deputed to the Ministry of Petroleum and Natural Gas, as Director (Operations) in the Oil Coordination Committee (OCC). He has also served as the Chairman and Managing Director of Bharat Petroleum Corporation Ltd. He has held Board level position in various Central Government and public sectors companies.



**Mr. Arvind Goenka**

**DIRECTOR**

A graduate from St. Xavier College, Kolkata, he is an industrialist hailing from the renowned Goenka family. He has rich experience over 35 years in managing and overlooking operations of diverse business interests such as jute, cotton textiles, rubber, chemical and sophisticated industrial engineering products. He is on the board of reputed companies like Oriental Carbon and Chemicals Ltd. and Schrader Duncan Ltd.



**Mr. Jayprakash M Patel**

**DIRECTOR**

He holds a B. E. degree in Chemical Engineering from USA. He is an industrialist with more than 46 years of experience in Dyes and Chemicals Industry with in-depth and expert knowledge in this field. He is the founder of Loxim Industries Limited.

# Board of Directors (Contd.)



**Dr. Pradeep Jha**

**DIRECTOR**

He is a renowned mathematician having over 46 years of teaching experience. He is actively involved and guides several universities in exploring different research areas in mathematics. He has written over 20 research articles which have been published by reputed international journals, authored several books on Mathematics and Operations Research and designed soft skills program for corporates.



**Mr. Gokul M Jaykrishna**

**JOINT MANAGING DIRECTOR & CEO**

A major in Finance with a minor in Economics, from Lehigh University, USA. He overlooks the Company's operations, finance, production, marketing and strategic development. Prior to his stint with the Company, he worked for Krieger Associates, New Jersey (USA), one of the most influential currency and option traders in USA. He is also on board of AksharChem (India) Ltd.



**Mr. Munjal M Jaykrishna**

**DIRECTOR**

A Major in Finance and Marketing from Lehigh University, USA. He has an experience of working with Bank of California (San Francisco) as Financial Analyst and Paragon Knits, Bethlehem, (USA) as a Consultant.



**Mr. Arjun G Jaykrishna**

**EXECUTIVE DIRECTOR**

A Bachelor of Science in Chemical Engineering with a Minor in Sustainable Energy from the prestigious Northwestern University, USA. He has a high school degree in the International Baccalaureate Board from the renowned UWCSEA, Singapore. Prior to joining the Company, he has worked with Deloitte gaining exposure to the Indian business environment and knowledge of the brown field acquisition process. He also worked at DIC (Dainippon Ink and Chemicals) of Japan to better understand operations and management in the chemical industry. He is now actively in charge of Pigment marketing and plant operations at Asahi.

# 02



## Business Canvas

- 13 - Phthalocyanine Pigments – Our Mainstay
- 14 - Infrastructure Facility – Padra Unit
- 15 - Azo Pigments – Growth Driver
- 16 - Azo Pigments – Capex
- 17 - Infrastructure Facility – Dahej Unit

# Phthalocyanine Pigments – Our Mainstay

At Asahi, we use our experience and expertise to manufacture Phthalocyanine pigments for the printing ink, packaging ink, paint, plastic and textile industries.



## PRODUCT CATEGORY CHARACTERISTICS



### Backward integrated for Beta and Alpha Blue

Manufacturing 1 ton of Beta & Alpha blue requires 1 ton of CPC Blue crude respectively.



### Long lead time creates entry barriers

Getting approval from customers is a long process and can sometimes take years.



### Mature Market

Phthalocyanine is mature market with established players. The market is expected to grow at mid single digits.



### Sticky in nature

The switching cost for the customer is high.

In the last 15 years, the competitive landscape in phthalocyanine pigments has changed. India has now become a significant force in the markets by continuously taking share away from China, which contributed more than 70% share in phthalocyanine pigments. Today India caters to more than 70% of phthalocyanine pigment requirements across the globe.

- One of **largest manufacturer** of CPC Blue crude globally
- **100%** revenue contributor for the company till Q3FY21
- Major raw materials – Phthalic Anhydride & Curpuros Chloride sourced easily available
- Signed **long term** contracts with clients



# Manufacturing facility – Padra Site



Setup in **2004**



Situated on **98,000 sq. mt.** plot



Available area for further expansion - **25,000 sq. mt.**



Team strength of **475 people**



Products manufactured:  
**Phthalocyanine Pigments**

- CPC Blue crude
- Beta Blue
- Alpha Blue



Available capacities

- **10,200 TPA** CPC Blue crude
- **3,600 TPA** Beta Blue
- **600 TPA** Alpha Blue



Waste and effluent treatment facilities available



No forced pollution shutdown in the last decade



Green cover around factory premises

# Azo Pigments – Growth Driver

At Asahi Songwon has entered into a joint venture with UK's leading colour manufacture Tennants Textiles Colours Limited (TTC) to manufacture red, yellow and orange Azo pigments.



## WHY AZO PIGMENTS



High demand that is largely met through imports from China



Domestic manufacturing will ensure lower cost of production



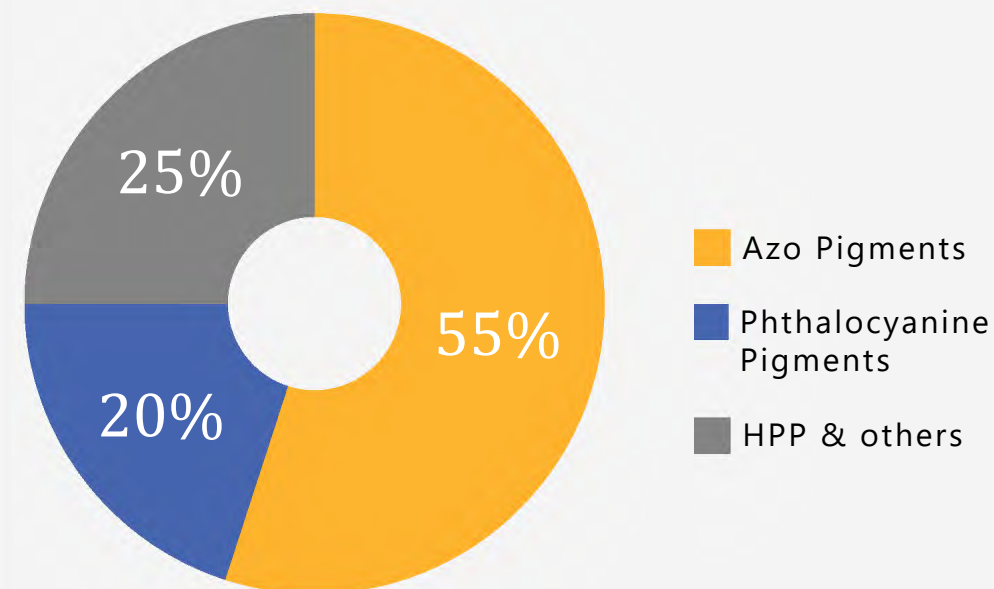
Very few operational player in the segment



Customers Looking to shift from China

## CHINA +1 A STRONG TAILWIND

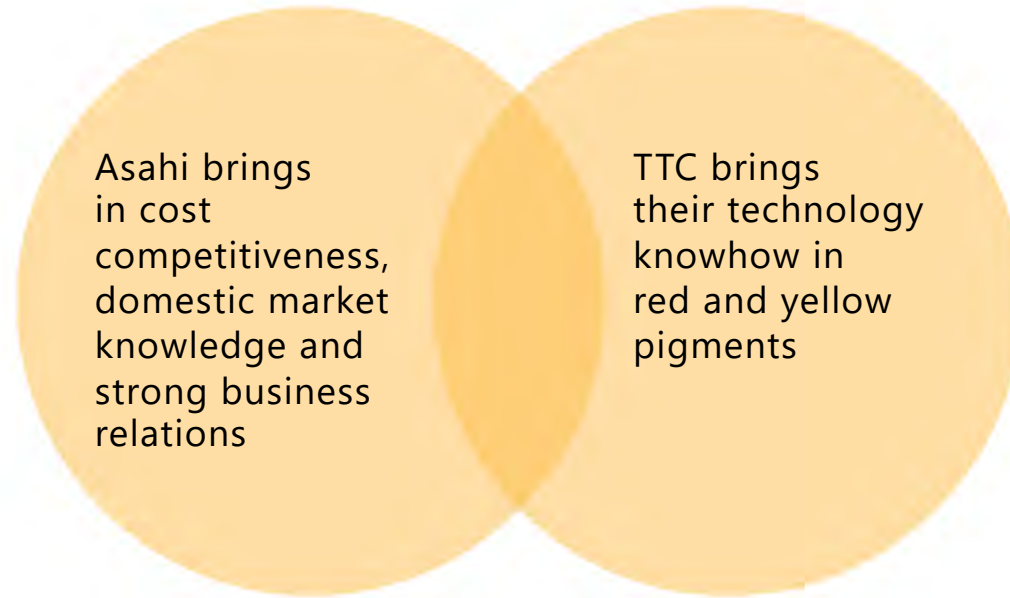
The global organic and specialty pigment market is estimated at \$5 billion and Azo is the largest in volume.



- China accounts for >50% of global pigment production.
- Production shift from China to put Asahi in a sweet spot.

# Azo Pigments – Capex

A JV well positioned to capture huge market opportunity.



**A 51:49 Asahi : TTC JV has been formed under the name of Asahi Tennants Color Private Limited**

[▶ KNOW MORE ABOUT TENNANTS TEXTILE COLORS](#)

- Company has entered into JV Agreement with Tennants Textile Colors Limited ( TTC ) of UK for putting up a state of the art Red & Yellow Azo pigment Plant with Capacity of 2400 TPA
- Cost of project ~₹82 crores
- Have required approvals to expand capacities to 10,000 TPA
- Ramp up of yellow pigment will be faster due to domestic raw material availability
- TTC to buyback 20% of the quantity manufactured from this JV
- JV can achieve ₹140 crores of turnover at optimum utilization levels
- Margin profile in Azo's will be similar to that of phthalocyanine pigments
- Capacities can be ramped up to 4,800 TPA with estimated capex of ₹40 crores in less than 6 months
- TTC will infuse capital in the JV for any further capacity expansion
- 2 Members from TTC to sit on Board of Asahi Tennants Color Private Limited
- No involvement of TTC in day-to-day operations of JV
- Targeting new customers and geographies
- Expect to reach 40% capacity utilisation levels by end of FY22



# Manufacturing facility – Dahej Site



Setup in **2020**



Situated on **60,000 sq. mt.** plot



Capacities expandable upto - **10,000 TPA**



Team strength of **50 people**



Products manufactured:  
**Azo Pigments**



Available capacities

- **1,200 TPA** Red Pigments
- **1,200 TPA** Yellow Pigments



Waste and effluent treatment facilities available



Phase 2 brownfield capex to begin after reaching **40%** capacity utilization levels



Available area for further expansion to meet future demand requirements.

03



# Strategic Advantages and Investment Merits

- 19 - Strategic Advantage
- 20 - Investment Merits



# Strategic Advantages

## HIGH LEAD TIME

- Customer approvals take long time. However, once the relationship is established, it becomes difficult for the other player to take the market share. Due to its long track record and presence in the markets Asahi enjoys a long-standing relationship with majority of its customers

## REALIGNMENT OF GLOBAL SUPPLY CHAIN

- The Chinese government's crackdown a few years ago culminated not only in a rise in the prices of dyes & pigments on global markets, but also in end-users reevaluating their reliance on China

## STRATEGIC LOCATION

- The new plant at Dahej brings Asahi in the cluster of chemical companies. The company now benefits from
- Skilled labour availability
  - Strong common infrastructure facilities and
  - Raw material availability in proximity leading to savings in logistics cost.

## LONG TERM SALES CONTRACT

- Majority pigments under long term sales contract

## STRINGENT QUALITY CONTROL

- Stringent control over quality has made us the preferred partner of choice for our diverse set of clients. The control over quality also reflects from the track record of zero product returns over last 3 decades

## LONG TERM RELATIONS WITH MARQUEE CLIENTS

- Over the years, we have built client relationships by delivering on their requirement, constantly engaging with them, enhancing our share in their overall requirement and delivering competitively priced quality product of the highest standards

## MAKING AN IMPACT BY REDUCING OUR IMPACT

- Being in the chemical industry we understand the impact our operation have on the environment. Keeping this in mind we keep sustainability at the core of our business strategy to attain leadership across various business aspects

# Investment Merits



**New capex** to put the company back on growth path



**Strong** Balance Sheet



**Strong technical capabilities** backed by technological tie up with industry leaders



Consolidation the **global pigment industry** to put the company in a sweet spot



**Sustainability** focused



Available land parcel at Saykha to provide **optionality for further growth**

04



# Financial Statement Summary

- 22 - Summary of P&L
- 23 - Summary of B/S
- 24 - Summary of Cash Flow Statement

# Financial Highlights – Profit and Loss statement

(₹ IN CRORE)

PARTICULARS	FY18	FY19	FY20#	FY21#
<b>Revenue from Operations</b>	<b>293.83</b>	<b>293.62</b>	<b>283.64</b>	<b>283.08</b>
Other Income	4.47	0.04	0.78	0.31
<b>Total Income</b>	<b>298.30</b>	<b>293.66</b>	<b>284.42</b>	<b>283.39</b>
Total Operating Expenses	255.59	254.09	249.24	233.57
<b>EBITDA</b>	<b>38.25</b>	<b>39.53</b>	<b>34.40</b>	<b>49.51</b>
EBITDA Margins	13%	13%	12%	17%
Interest Cost	3.53	5.17	3.60	1.94
Depreciation	7.22	8.16	8.32	8.69
<b>Profit Before Tax (excl. Exceptional Items)</b>	<b>31.97</b>	<b>26.24</b>	<b>23.27</b>	<b>39.19</b>
Profit After Tax	23.08	18.30	22.82	31.95
<b>EPS</b>	<b>18.80</b>	<b>14.91</b>	<b>18.60</b>	<b>26.29</b>

Asahi Songwon Colors Limited

# Consolidated Number for FY20 &amp; FY21

EBITDA = PBT excl. exceptional items - Other Income + Interest Cost + Depreciation

# Financial Highlights – Balance Sheet

(₹ IN CRORE)

PARTICULARS	FY18	FY19	FY20#	FY21#
Total Equity (Networth)	181.64	193.59	215.66	274.31
Non Current Liabilities	39.02	38.49	25.59	24.31
Current Liabilities	98.83	76.98	36.56	90.85
<b>Total Equity and Liability</b>	<b>319.49</b>	<b>309.06</b>	<b>277.81</b>	<b>389.47</b>
Non Current Assets	176.50	167.09	160.46	226.72
Current Assets	142.99	141.98	117.35	162.75
<b>Total Assets</b>	<b>319.49</b>	<b>309.06</b>	<b>277.81</b>	<b>389.47</b>

# Consolidated Number for FY20 &amp; FY21

Asahi Songwon Colors Limited



# Financial Highlights – Cash Flow Statement

(₹ IN CRORE)

PARTICULARS	FY18	FY19	FY20#	FY21#
Cash Flow from Operating Activities	5.91	27.06	56.97	8.05
Cash Flow from Investing Activities	(43.83)	(2.87)	(15.76)	(60.07)
Cash Flow from Financing Activities	37.78	(24.20)	(38.90)	49.98
Net increase/ (decrease) in cash and cash equivalents	(0.14)	0.00	2.31	(2.03)
<b>Cash and cash equivalents at beginning of the year</b>	<b>0.74</b>	<b>0.18</b>	<b>0.18</b>	<b>2.48</b>
<b>Cash and cash equivalents at the end of the year</b>	<b>0.61</b>	<b>0.18</b>	<b>2.48</b>	<b>0.45</b>

# Consolidated Number for FY20 &amp; FY21

Asahi Songwon Colors Limited

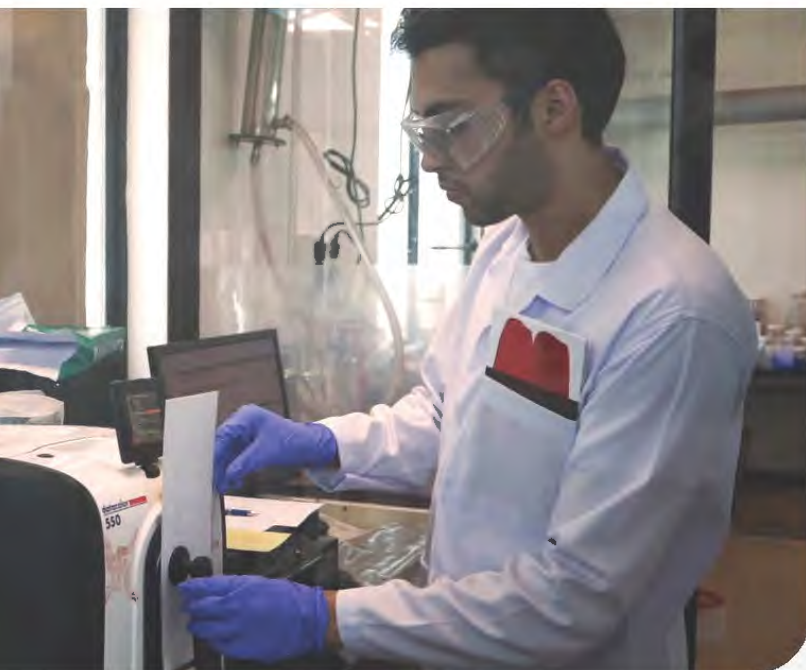
05



# Quarterly Highlights

- 26 - Key Highlights
- 27 - Management Commentary
- 29 - Financial Statement Summary

# Key Highlights



## CONSOLIDATED

Revenues

₹100.07 Cr.

↑ 5.48%    ↑ 38.03%

EBITDA

₹7.92 Cr.

↓ -23.48%    ↓ -39.91%

PAT

₹2.27 Cr.

↓ -50.00%    ↓ -73.39%

↑ v/s Q2FY22

↑ v/s Q3FY21

## STANDALONE

Revenues

₹96.06 Cr.

↑ 2.25%    ↑ 32.50%

EBITDA

₹9.05 Cr.

↓ -23.82%    ↓ -31.34%

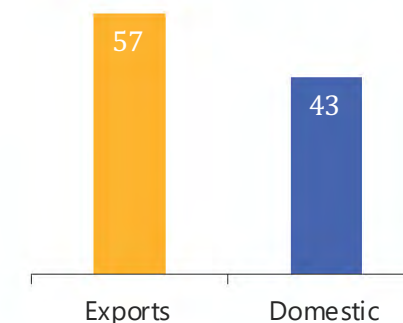
PAT

₹4.4 Cr.

↓ -35.95%    ↓ -48.42%

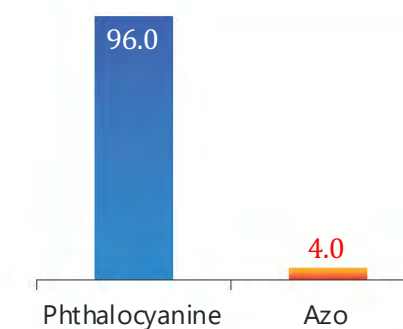
## EXPORTS VS DOMESTIC REVENUE BREAK-UP#

(IN %)



## PHTHALOCYANINE VS AZO PIGMENT REVENUE BREAK UP

(IN %)



# Management Commentary



**Mr. Gokul M Jaykrishna**  
JOINT MANAGING DIRECTOR & CEO



*"Our performance in Q3FY22 has been affected by the ongoing trend of increased input costs. With the prices of coal, urea and phthalic anhydride increasing significantly, it has been challenging to enhance profitability, even while our topline has shown significant growth. Out of these, the sudden uptick in the price of urea has been the largest contributor to subdued financial performance of this Quarter.*

*Additionally, industry-wide increases in logistics costs have also impacted our performance.*

*However, I am pleased to report that we have been able to successfully pass on the cost increases in the pricing of the 4<sup>th</sup> quarter of the financial year. We are optimistic that these gains, further aided by our sustained market share gain, will be well-reflected in our future financial performance."*

# Management Commentary



**Mr. Arjun G Jaykrishna**  
EXECUTIVE DIRECTOR



*"We are happy to report that, in Q3FY22, we have witnessed great customer traction and there has been a very healthy response to our initial market feeding. Driven by this, we are continuing to focus on expanding our product portfolio to ensure faster ramp up of our capacities.*

*While it is a fact that product approvals at the end of our customers have taken time, we aim to offset this by efficiently prioritizing outlays to account for the same. We are also very proud to share*

*that our joint venture with TTC has come into fruition and we hope that this revenue stream would further bolster our performance in the quarters to come.*

*We are confident that the Indian AZO market will continue to drive our growth and our customer-centric approach would keep us ahead of the curve."*



# Financial Highlights – Profit and Loss statement (Standalone)

(₹ IN CRORE)

PARTICULARS	Q3FY22	Q2FY22	Q3FY21	9MFY22	9MFY21
<b>Revenue from Operations</b>	<b>96.06</b>	<b>93.95</b>	<b>72.5</b>	<b>286.89</b>	<b>192.6</b>
Other Income	0.35	0.34	0.96	0.89	1.44
<b>Total Income</b>	<b>96.41</b>	<b>94.29</b>	<b>73.46</b>	<b>287.77</b>	<b>194.05</b>
Total Operating Expenses	87.01	82.07	59.32	254.09	156.62
<b>EBITDA</b>	<b>9.05</b>	<b>11.88</b>	<b>13.18</b>	<b>32.80</b>	<b>35.98</b>
EBITDA Margins	9.42%	12.65%	18.18%	11.43%	18.68%
Interest Cost	0.86	0.81	0.40	2.38	1.30
Depreciation	2.22	2.22	2.15	6.63	6.37
<b>Profit Before Tax (excl. Exceptional Items)</b>	<b>6.32</b>	<b>9.19</b>	<b>11.59</b>	<b>24.68</b>	<b>29.75</b>
Profit After Tax	4.4	6.87	8.53	18.08	25.80
<b>EPS</b>	<b>3.66</b>	<b>5.71</b>	<b>6.95</b>	<b>15.04</b>	<b>21.02</b>

**48.96%****Revenue from Operations**

9MFY22 Revenue from Operations at INR 96.06 cr. as against INR 72.50 cr. in 9MFY21

**-8.84%****EBITDA**

9MFY22 EBITDA at INR 32.80 Cr. as against 35.98 Cr. in 9MFY21

**-29.92%****PAT**

(MFY22 PAT at INR 18.08 Cr. as against 25.80 Cr. in 9MFY21)

# Financial Highlights – Profit and Loss statement (Consolidated)

(₹ IN CRORE)

PARTICULARS	Q3FY22	Q2FY22	Q3FY21	9MFY22	9MFY21
<b>Revenue from Operations</b>	<b>100.07</b>	<b>94.87</b>	<b>72.5</b>	<b>291.90</b>	<b>192.60</b>
Other Income	0.23	0.13	0.96	0.39	1.44
<b>Total Income</b>	<b>100.30</b>	<b>95.00</b>	<b>73.46</b>	<b>292.29</b>	<b>194.05</b>
Total Operating Expenses	92.15	84.52	59.32	263.34	156.61
<b>EBITDA</b>	<b>7.92</b>	<b>10.35</b>	<b>13.18</b>	<b>28.56</b>	<b>35.99</b>
EBITDA Margins	7.91%	10.91%	18.18%	9.78%	18.69%
Interest Cost	1.31	1.13	0.40	3.32	1.31
Depreciation	3.01	3.00	2.15	8.98	6.37
<b>Profit Before Tax (excl. Exceptional Items)</b>	<b>3.83</b>	<b>6.35</b>	<b>11.59</b>	<b>16.65</b>	<b>29.75</b>
Profit After Tax	2.27	4.54	8.53	11.37	25.79
<b>EPS</b>	<b>2.76</b>	<b>4.73</b>	<b>6.95</b>	<b>12.21</b>	<b>21.02</b>

## 51.56%



### Revenue from Operations

(MFY22 Revenue from Operations at INR 291.90 cr. as against INR 192.60 cr. in 9MFY21)

## -20.64%



### EBITDA

9MFY22 EBITDA at INR 28.56 cr. as against 35.99 cr. in 9MFY21

## -55.91%



### PAT

9MFY22 PAT at INR 11.37 cr. as against 25.79 cr. in 9MFY21

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# Thank You

**"Asahi House"**

13, Aaryans Corporate Park,  
Near Shilaj Railway Crossing,  
Thaltej - Shilaj road, Thaltej,  
Ahmedabad - 380059.  
Tel : 079 6832 5000

## Contact Us

**Mr. Saji Joseph**  
[cs@asahisongwon.com](mailto:cs@asahisongwon.com)

**Mr. Diwakar Pingle**  
[dpingle@christensenir.com](mailto:dpingle@christensenir.com)

**Mr. Abhishek Mehra**  
[abhishek@theinvestmentlab.in](mailto:abhishek@theinvestmentlab.in)  
9558814500