

Date: - 17.08.2024

To,
The Department of Corporate Services,
BSE Limited
P.J. Towers, Dalal Street,
Mumbai - 400001
Scrip Code: 514010

RUDRAECO | 514010 | INE723D01021

Sub.: Investor Presentation

Dear Sir / Madam,

Please find enclosed hereby Investor Presentation.

We request you to take the above information on record.

Thanking You,
For Rudra Ecovation Limited
(Formerly Known as Himachal Fibres Limited)

Nancy Singla
Company Secretary cum Compliance officer

✉ hfl.corporate@gmail.com 🌐 www.rudraecovation.com

📍 Registered Office : Plot No. 43-44, Industrial Area, Barotiwala-174103 (HP)
Corporate office : 4th Floor, Wood Stock Tower, B-35/958, Adarsh Nagar,
Ferozepur Road, Opposite Waves Mall, Ludhiana-141012, Punjab



Rudra Ecovation Ltd. (Formerly Himachal Fibres Ltd.) & Shiva Texfab Ltd.

Investor Deck
August 2024



Rudra Ecovation Ltd. and Shiva Texfab Ltd. have in principle decided to merge subject to relevant approvals.



About Us :

Established in 1997, Rudra Ecovation along with Shiva Textfab have consistently demonstrated unwavering commitment to sustainability, positioning itself as a trailblazer in PET waste recycling. Based in Ludhiana, Punjab, our sprawling 100-acre state-of-the-art facility proudly stands as India's preeminent integrated manufacturing unit for rPET waste recycling. Over our **illustrious 26-year journey**, we have not only achieved the impressive feat of reducing global CO2 emissions by more than 1,40,000 metric tons annually, but have also become synonymous with cutting-edge environmental solutions.



Drone Picture of Shiva Textfab Ltd. based in Ludhiana, Punjab, 100-acre state-of-the-art facility proudly stands as India's preeminent integrated manufacturing unit for rPET waste recycling



140,000 MT
Co2 Emission
saved annually



- Since **1997**
- **100** Acre Own Land Plant



3000+
employees across
locations



Environment Challenges



Ocean-bound Plastic (OBP)

Studies predict that by 2050, the amount of plastic in our oceans will surpass the population of fish, highlighting a pressing environmental concern.



Waste Landfills

In India, over 85% of plastic is annually directed to landfills, with a staggering 14 lakh tonnes of PET plastic, commonly used for bottled water, consumed each year. This translates to more than 3,800 tonnes daily, emphasizing the scale of the issue.



Plastic Litter

Furthermore, a significant 75% of litter found on sea beaches comprises plastic, exacerbating the marine pollution crisis.

Transforming challenges into opportunities



Integrated Plant :
From Pet Flakes to
Sustainable Products



Capacity :
Inhouse capacity for
complete value chain



Sustainable sourcing :
ESG-compliant
suppliers.



R&D Team :
Continous research
on new Products.



ESG Focus :
ESG compliance focus



EPR Support :
Aids brands
achieve EPR Goals



Corporate Restructuring



Rudra Ecovation Ltd.



Shiva Textfab Ltd.

Acquired 51% stake in Shiva Cottex Private Limited

Business Profile: Recycled PET (rPET) bottle to bottle chips business & manufacturing of acoustic panels from rPET

Pending Merger

Rudra Ecovation has decided to acquire 21.46% equity stake in Shiva Textfab Ltd. The purpose of this investment is to fund ongoing expansion in Shiva Textfab pending the merger of these two entities.

Business Profile: Manufacturing of staple fibre, filament yarn, spun yarn, Anaura, & non-wovens from rPET



Rudra Ecovation and Shiva Textfab are proposed to be merged into **single entity**



Product Offerings



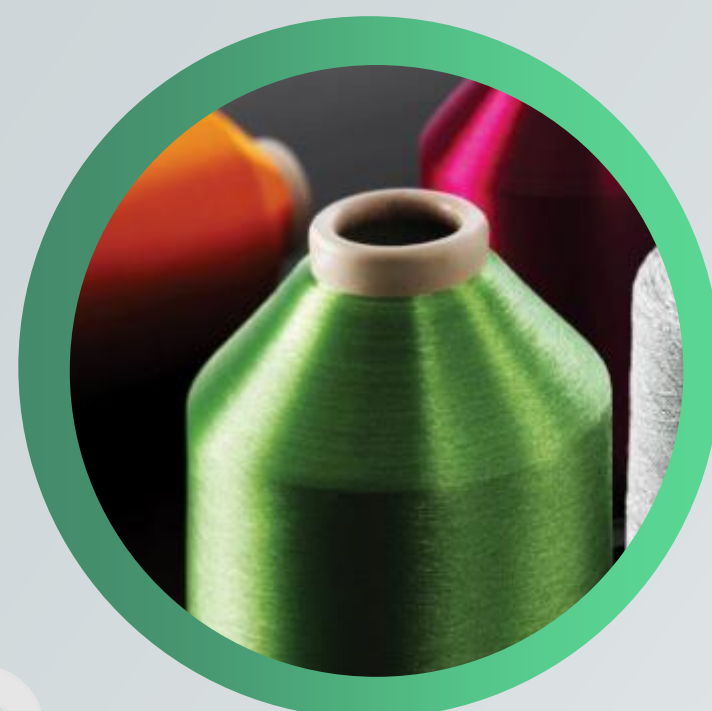
PET Flakes



Fibre



Spun Yarn



Filament Yarn



Anaura



Non Woven Carpets

Certifications



Bureau Of Indian Standards



9001



Introducing Anaura

Anaura where post-consumer PET bottles are transformed into essential wearable material (rPET fabric alternative) items. With a daily production of 320,000 sq. meters, Anaura epitomize sustainability and style. Our skin-friendly, flexible, and durable materials ensure both comfort and longevity, all while reducing environmental impact. Each Anaura offering goes beyond fabric, embodying a conscious shift towards meaningful and stylish wardrobes. By seamlessly blending environmental consciousness with creative expression, where sustainability is not just a trend but a transformative ethos.



Pet Bottle Recycle



Sustainable



Eco-Friendly



Reduce Water Consumption



Skin Friendly



Stretchable



Durable



ANAURA

FUTURE-PROOF FASHION



Embrace the
Future of Fashion



Anaura Applications



Anaura comes with a range of seasonal wears including **winter**, **summer** and **spring** collections

Global Brands Shift Towards rPET and Sustainable Materials

 **patagonia**

85% of the brand's plastic fabrics come from a recycled source (2022)

 **H&M**

The company aims to source 100% of its materials from recycled or other sustainable sources by 2030.

 **TARGET**

Used more than 1 bn recycled bottles to create products for its various brands; aims to make 100% of its raw materials recycled or sustainably sourced.

 **NIKE**

Diverts an average of 1 billion plastic bottles annually from landfills and waterways.

 **DECATHLON**

Brand aims to source 100% of its polyester from more sustainable channels (recycled, solution-dyed)




 **INDITEX**

The company committed to 100% more sustainable linen and recycled polyester for all its brands

Government and organization level initiatives adding fuel to the move towards sustainable alternatives

Indian Oil launches “Unbottled”





-  IOCL launched its brand – “Unbottled” through which it has committed to recycle 100 mn bottles every year
-  Being the largest initiative globally, IOCL plans to supply the recycled clothes to **IOCL workers, non-combat uniforms for Armed Forces and even retail sales**
-  The initiative was launched by PM Modi and has already gathered positive media response

Indian Airlines Sustainable Uniform



Akasa Airline Sustainable Uniform

-  Akasa Air redesigned its crew uniform in July 2022 using recycled polyester fabric made from **PET bottle plastic salvaged from marine waste**
-  Recently, **TATA Air-India** joined the race by providing in-flight sleepwear made from recycled polyester



Tata Air-India Initiative

Similarly, many other brands from across the industries are expected to follow suit & take substantial steps towards their commitment to become truly sustainable

Rising demand for sustainable fashion leading to exponential growth for recycled textiles material



Globally, customers have been preferring apparels which are sustainable and environment friendly

- 80% of customers in US said sustainability was important while 94% of customers in India said they were willing to pay high prices for “ethical” products
- Following the customer push, sustainability presents as the biggest opportunity for Fashion industry (McKinsey Survey, 2023)



Sustainable & Fair business practices are on the rise to meet customer demand for ethical fashion

- However, the promise of sustainability faces difficulty due to lack of credibility in turn raising demand for certified raw materials & responsible sourcing



Government policies & regulations across the globe have made brands to be more responsible

- GOI launched SURE in 2019 which includes pledge from 16 brands aims to using sustainable raw materials and processes by 2025
- In 2019, Gov of France announced its decision to make Paris the sustainable fashion capital of the world by 2024



From Fiber to Fashion: Rudra Leads Integration – Peer Comparison

Rudra Ecovation Plus Shiva Texfab

- Recycled Polyester Staple Fibre
- Recycled Spun Yarn
- Recycled Filament Yarn
- Recycled PET Flakes
- Recycled non-food grade bottle grade chips
- Non-woven Fabric
- Knitted Fabric
- Recycled Non-PET granules



- Rudra Ecovation goes beyond just being a textile company. We're amongst frontrunners in sustainable textile manufacturing.
- We've integrated every step of the process, from transforming waste pet bottles into high-quality fabric, carpets, etc
- As presented, Rudra leads its industry peers with its fully integrated manufacturing setup:

RUDRA PEER ANALYSIS

Ganesha Ecosphere

- Recycled Polyester Staple Fibre
- Recycled Spun Yarn
- Recycled Filament Yarn
- Recycled food grade bottle chips

JB Ecotex

- Recycled PET Flakes
- Recycled Polyester Staple Fibre
- Recycled bottle grade PET Chips

Alliance Fibre

- Recycled PET Flakes
- Recycled Polyester Staple Fibre
- Recycled Polyester Yarn

RSWM Ltd.

- Yarn
- Fabric

Kanchan Group

- Fibre
- Yarn
- Fabric

CTM Textile Mills

- Textiles Processing
- Home Textiles

SPNG Group

- Yarn manufacturing - Green, Dyed, Acrylic Dyed, Viscose Dyed, Mélange & Slub Yarn

Pashupati Group

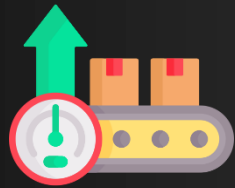
- Recycled PET Flakes
- Recycled Polyester Staple Fibre
- Recycled Polyester Yarn
- Recycled PET Chips (Food & Non-Food Grade)
- Other Recycled Packaging Products

Sutlej Textiles

- Recycled Polyester Staple Fibre
- Yarn
- Home Textiles Fabric

*Above facts are based on Industry Research done by Care Edge on Indian Plastic Bottle Recycling players and industry

Strategic Ongoing Focus Areas



Production Capacities



Shiva Textfab and Rudra Ecovation are continuously working on capacity enhancements and modernizing existing facilities as planned.

For more details refer to slide 14



Corporate Restructuring



Rudra Ecovation and Shiva Textfab are preparing merger documents, targeted to be filed with the relevant authorities by **September 30, 2024**.

For more details refer to slide 05



Branding / Visibility



We are receiving traction and preliminary inquiries from major corporates and brands, with efforts underway to convert them into business.

Additionally, Rudra Ecovation and Shiva Textfab are actively participating in various national and international conferences

For more details refer to slide 18 to 20



Team Building



Shiva Textfab and Rudra Ecovation are strengthening corporate resilience with the appointments of Mr. Vijay Goel as CEO and Mr. R.P. Gupta as Director of Operations. Additionally further strengthening is underway.

For more details refer to slide 17

We are on track with our Expansion Activities !

- 1** **Washing Lines :**
Increase in capacity 200 MT to 400 MT per day. **Target Completion by Sept 2024**
- 2** **Fibre Plant :**
Increase in capacity from 125 MT to 225 MT Per day **Target Completion by Sept 2024**
- 3** **ANAURA (R-PET Fabric) :** (Current Capacity 3,20,000 Sq. Mt. Per day)
Modernization of Tumbling, Stenter, Peaching, Dyeing & Printing machines,
Capacity at 80 MT per day with value added Upcycled fabric. **Target Completion by Sept 2024**
- 4** **Spun Yarn & Filament Yarn :**
Increase in capacity of Filament from 24 MT to 48 MT per day **Target Completion by Sept 2024**
- 5** **Non Wovens :** (Current Capacity 40,000 Sq. Mt. Per day)
Modernization of Tumbling, Stenter, Peaching, Dyeing & Printing machines. **Target Completion by Sept 2024**
- 6** **Bottle to Bottle & Acoustic Panels :**
New Capacity will be 20 MT per day & Setting acoustic panels new capacity **Target Completion by March 2025**

Images of the machinery setup at Shiva Texfab Ludhiana plant



Strategic Growth Overview: Rudra Ecovation + Shiva Textfab

Shiva Textfab – FY24 (Provisional)



Shiva Textfab – June 24



Growth Road Ahead :

Setting Up New Capacities:

Setting up new capacities for Fibre, Filament, B2B (Bottle to Bottle Chips) and Acoustic Panels

Focus on Value-Added Products:

Emphasizing high-margin product lines like Anaura, Non Wovens, B2B, and Acoustic Panels

Achieving 100% Capacity Utilization:

Targeting to achieve 100% utilization of expanded capacity (including new capacities) by FY 2027

Revenue Potential:

Projected topline potential of INR 1,700 crore at 100% expanded capacity utilization.


Margin Goals:


Expected EBITDA margins between 16% and 17% at full capacity.


Next Expansion


Next phase of expansion for capacity enhancement of Anaura and Non woven to fully forward integrate the surplus fibre capacity (to be planned post optimum utilization of present expanded capacities)


Future Business Growth Triggers :


 **Capacity optimization:**
Increase capacity utilization to scale up operations and gain efficiency.


 **Leveraging existing infrastructure:**
Future investments focused on cutting-edge plant and machinery, leveraging existing infrastructure (land, building & utilities).

 **Focus on Value-added segments:**
Complete focus on high-margin products like Anaura and Carpets.

 **Building organizational resilience:**
Strategic hiring to bring expertise and agility to adapt to the changing business landscape.

 **Import Substitution:**
Modernization and adopt new technology to substitute superior quality imports.

 **Favorable Governmental Regulations:**
Recent introduction of Minimum Import Price on synthetic knitted fabrics in March 2024

 **Embracing Sustainability:**
Align business practices with sustainability measures and improve ESG performance.

 **EPR Advantage:**
Robust business opportunity through Stringent EPR norms.



Leadership Team Strengthened

We are strengthening our leadership team to enhance corporate resilience and drive expanded capacity. We are pleased to announce the appointment of :



Mr. V.K. Goyal

Mr. V.K. Goyal as Executive Director cum Chief Executive Officer (CEO):

He is an Innovative marketer and a business leader known for his exceptional talent development, crisis management, operational excellence, and financial acumen. His strategic vision, effective decision-making, and ability to build strong client relationships are key assets that he brings here in Rudra. Mr. Goyal was earlier associated with Trident Yarn, as Business Head and CEO, as an Executive Director, SEL Manufacturing Co(14 years), also as a CEO of Vardhman Textiles (30 years).



Mr. R.P. Gupta

Mr. Ravi Prakash Gupta as Director-Projects:

Post Graduate (M.Text) in Textile Technology with vast techno commercial experience of over 37 years in synthetic fibre & yarn marketing, and overall commercial functions in textile industry including Procurement operations MIS, Audit and SAP Project management, spinning mill project execution and solar power project execution. During his illustrious career, he has successfully handled vital roles including supply chain management, brand development, building distribution network, procurement, and team management.

Mr. Gupta was earlier associated with few of the major companies like Sportking India Ltd (10 years), Thai Acrylics Ltd Bangkok (1 year), Pasupati Acrylon (13 years) and Indo Rama Synthetics (4 years).

These appointments reflect our commitment to enhancing organizational strength and achieving long-term goals.

Recent Event Highlights



Bharat Tex 2024 Exhibition Stall



Sustainable Partner at AYCS Event 2024



GCPRS 2024 Exhibition Stall

"We participated in three major events in the past 2 quarters, including Bharat TEX, AYCS, and GCPRS, getting a phenomenal response for our products. We plan to participate in more national as well as international events and exhibitions, establishing Rudra Ecovation as the industry leader and building visibility for our range of products."



Upcoming Events We are Participating

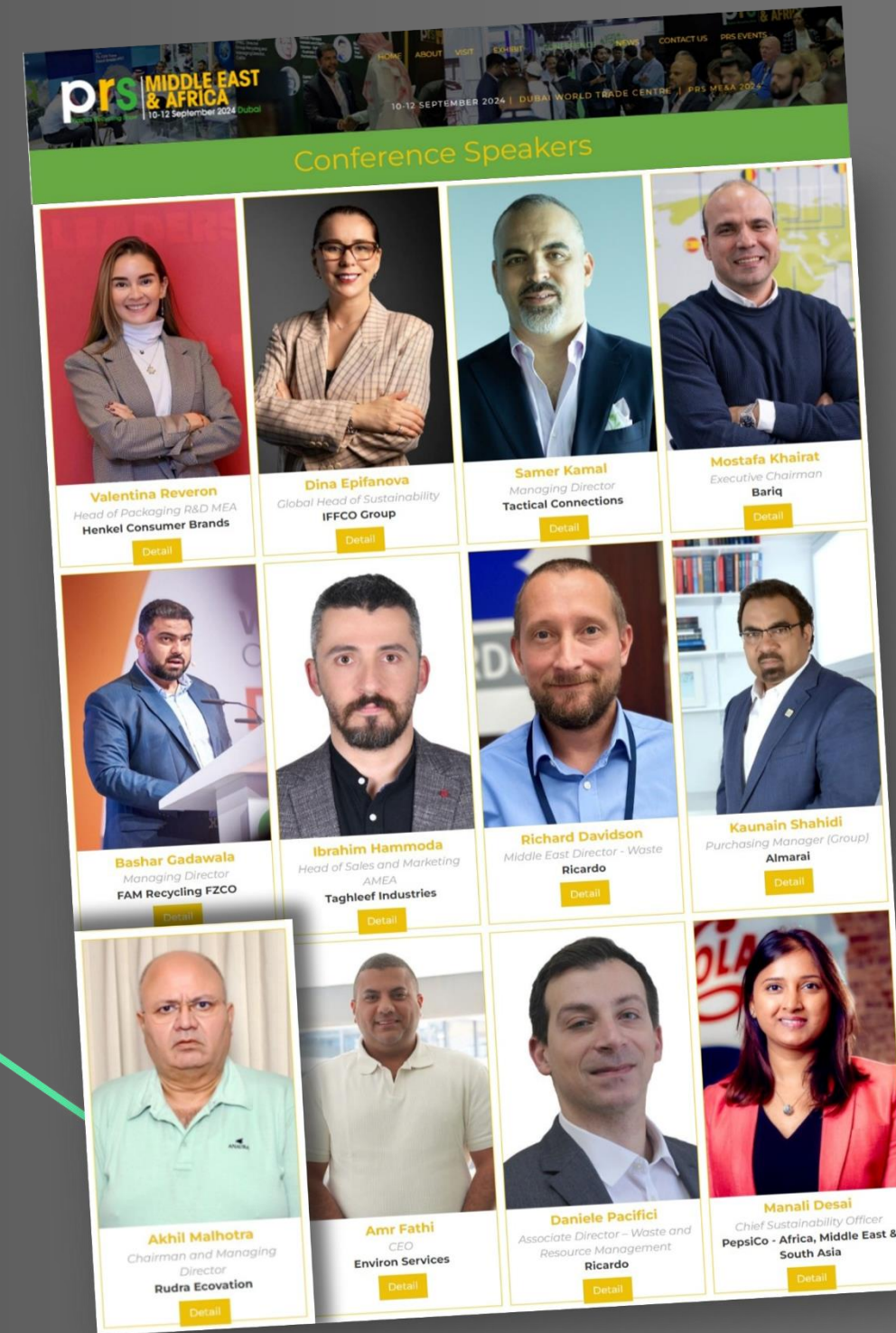


Participating at PRS Middle East & Africa At Dubai ,on September 10,11,12 2024.

PRS Website Link : [Click Here](#)



Participating at Prestigious Heimtextil exhibition happening at Frankfurt Europe on Jan, 2025

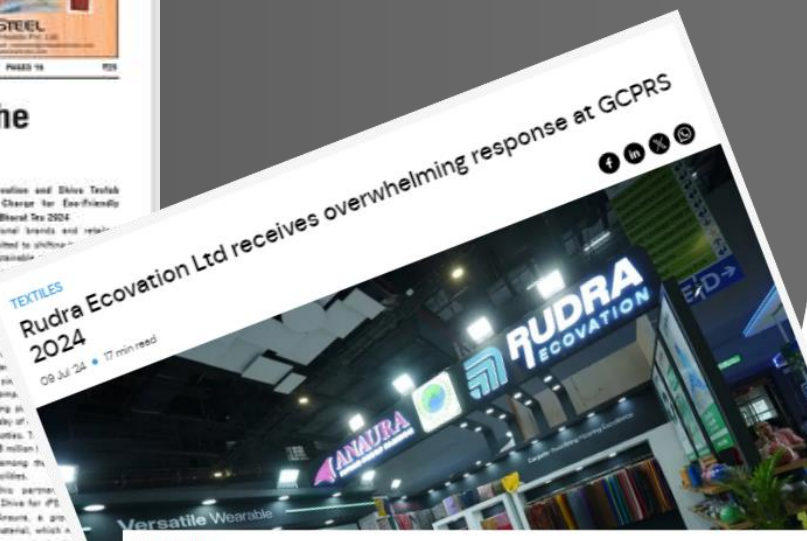


Mr. Akhil Malhotra CMD of Rudra Ecovation Is invited as a Speaker at PRS Middle East & Africa event will be speaking on Sustainable Innovations and manufacturing excellence.

Recent Media Coverages



Prominent Press Coverages



The Global Trend Towards Sustainability Has Been A Significant Driver Of Our Business Decisions: Akhil Malhotra

In an exclusive interview with Textile Insights, Akhil Malhotra, CMD of Rudra Ecovation, shares Rudra's journey from recycling PET bottles to producing sustainable textiles, influenced by global sustainability trends. Malhotra outlines Rudra's strategies to overcome textile industry challenges while prioritizing sustainability.

Anaura Set To Make A Mark In The Recycled Textiles Market

This is not a textile or a fabric that we are making, we have created 'Anaura', an aura that the consumer would like to feel, own and wear. An aura of guilt-free consumption, an aura of a healthy planet that we are nurturing with our efforts.

Akhil Malhotra, Director, Rudra Ecovation explains why Anaura, the company's latest launch of the fabric brand is not just about giving the market and consumer another PET recycled fabric. "We have been able to achieve a very high level of quality, functionality, aesthetics with Anaura. For us, the objective is to create something exclusive with PET recycling that the consumer is happy to wear. A consumer will not be able to tell the difference between virgin material and Anaura."

Can you share the journey of how you started your recycling business and shifted the focus towards sustainability?

Our journey began around 2009-2010 with a vision to create a value added chain within our business, where we could efficiently utilize resources and minimize the environmental impact. We started with PET recycling, which was a natural choice for us as it was a well-established process and we had the necessary infrastructure in place. Over time, we expanded our operations to include other types of recycled materials, such as technical fabrics, carpets, and home textiles. This diversification allowed us to explore new market opportunities and create a more sustainable and resilient business model.

VK Goyal, RP Gupta Join Rudra Ecovation



VINOD KUMAR GOYAL, Executive Director and Chief Executive Officer (EVP)



R.P. GUPTA, Director-Projects, Rudra Ecovation

The Board of Directors of Rudra Ecovation, in a meeting on July 22, 2024 have approved two important appointments - Vinod Kumar Goyal as Executive Director and Chief Executive Officer (EVP), and Ravi Prakash Gupta as Director - Projects.

Mr. Goyal is an innovative marketer and a business leader known for his exceptional talent development, crisis management, operational excellence, and financial acumen. His strategic vision, effective decision-making, and ability to build strong client relationships are key assets that he brings here to Rudra.

Mr. Goyal was earlier associated with Trident Ltd., as CEO & Business Head; also as a Chief Executive of Vardhman Spinning and General Mills (30 years), and as an Executive Director cum CEO of SEL Manufacturing Co. Ltd. (14 years).

As CEO of Rudra Ecovation Ltd., Mr. V.K. Goyal will look after the entire value chain, overall planning, and implementation of business strategies, drive operational excellence with both productivity and performance improvement measures and brand building.

Ravi Prakash Gupta has a vast 37-year techno-commercial experience in the industry, and specifically in synthetic fibre and yarn marketing, and overall commercial functions in textile industry including procurement, operations management, MIS, Audit and SAP Project management, spinning mill project execution and solar power project execution. During his illustrious career, he has successfully handled vital roles including supply chain management, brand development, building distribution network, procurement, and team management.

Mr. Gupta was earlier associated with few of the major companies like Sporting India Ltd (10 years), Thai Acrylics Ltd Bangkok (1 year), Pasupati Acrylic (13 years) and Indo Rama Synthetics (4 years). Mr. Ravi Prakash, as a Director-Projects, will be responsible for overseeing and guiding all project initiatives, formulating strategies, and implement efficient cost control measures.

Exclusive Interview With Mr. Akhil Malhotra, Chairman And Managing Director At Rudra Ecovation Ltd

interview, we gain insights from Mr. Akhil Malhotra, a visionary leader in the recycling industry who has been at the forefront of innovation and sustainability.



Rudra Ecovation makes presence at Global Conclave on Plastic Recycling & Sustainability Exhibition

New Delhi: Rudra Ecovation Limited engaged in manufacturing sustainable products from 100% recycled waste plastic material has made its prominent at Global Conclave on Plastic Recycling and Sustainability fair organized at Pragati Maidan, Delhi.

In this fair, Rudra Ecovation Ltd., a sister company of Shiva Textfab, has showcased its product ANAURA which is made from recycled plastic bottles and known for its skin-friendliness and high quality. Rudra has also started the use of AI in its plant, which will meet the required standards for production plant using state-of-the-art technologies. Currently, the company has the capacity to produce 88 lakh plastic bottles per day, which shows its leading position in this field," said Ishani Malhotra, Chief Marketing Officer (CMO), Anaura said that Anaura is completely manufactured from 100 percent recycled material instead of traditional fabric, which makes it highly sensitive and sustainable towards the environment.

"Rudra Ecovation has set-up a huge plant spread over 100 acres at its headquarters in Ludhiana. The company has set up an advanced production plant using state-of-the-art technologies. Currently, the company has the capacity to produce 88 lakh plastic bottles per day, which shows its leading position in this field," said Ishani Malhotra, Chief Marketing Officer (CMO), Anaura said that Anaura is completely manufactured from 100 percent recycled material instead of traditional fabric, which makes it highly sensitive and sustainable towards the environment.

विवक रीड प्लास्टिक रीसाइक्लिंग व सस्टेनेबिलिटी का आयोजन

गुरुग्राम, 8 जुलाई (ब्यूरो): ग्लोबल कॉन्क्लेव ऑन प्लास्टिक रीसाइक्लिंग व सस्टेनेबिलिटी का भव्य आयोजन हुआ। जिसमें देश-विदेश की प्रमुख कंपनियों व विशेषज्ञों ने हिस्सा लिया। इस मंच पर मुख्य उद्देश्य प्लास्टिक रीसाइक्लिंग व पर्यावरणोपयुक्त स्थिरता को बढ़ावा देना था। इस महत्वपूर्ण आयोजन में रुद्रा इकोवेशन लिमिटेड ने शिवा टेक्सटाइल के साथ अपनी प्रमुख उपस्थिति दर्ज की। रुद्रा इकोवेशन लिमिटेड ने इस अवसर पर अपने उत्पाद अनौरा का उत्पाद प्रदर्शन किया जो कि पुनर्जीवीकृत प्लास्टिक की बोटलों से बना है। अपनी मित्रता व उच्च गुणवत्ता के साथ फीसदी रीसाइक्लिंग सामग्री से निर्मित होता है। अत्यधिक संवेदनशील और सस्टेनेबिलिटी का आयोजन मुख्यतः लुधियाना में विशाल एक्सपोजिशन में हुआ।



Embedding ESG Principals Into Our Core Values

We are constantly working and improving our ESG standards along with UNSDG goals our ESG Goals also include ESG supply chain, we incentivize compliance among Tier 1 and Tier 2 suppliers.



Rudra has already engaged an external agency to work on **ESG & BRSR compliances** and targets to achieve the same in FY25 voluntarily.





Rudra Ecovation Ltd. (Formerly Himachal Fibres Ltd.)

Thanks

www.rudraecovation.com