



**SATIA**  
INDUSTRIES  
LIMITED

An ISO 9001, 14001 & 45001 company  
CIN : L21012PB1980PLC004329

Manufacturer of Quality  
Writing, Printing & Speciality  
Paper with ECO MARK  
GST IN : 03AACCS7233A1ZZ  
www.satiagroup.com

IS 1848



SIL/CS

Date: 10.08.2024

The Manager Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai-400001	The Manager, Listing Department, National Stock Exchange of India Ltd, Exchange Plaza, Plot No. C/1, G- Block, Bandra Kurla Complex, Bandra (East), Mumbai-400051
Scrip Code: 539201	Symbol: SATIA

Dear Sir/Madam,

**Sub: Submission of Investor Presentation**

Pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015. Please find enclosed herewith Investor Presentation.

You are requested to kindly take the same on record.

Thanking you

Yours faithfully,

For Satia Industries Limited

(Rakesh Kumar Dhuria)  
Company Secretary



SATIA INDUSTRIES LIMITED  
AN ISO 9001, 14001 & 45001 COMPANY

# Satia Industries Limited

Investor Presentation  
August 2024





# Safe Harbor



*Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Satia Industries Ltd. will not be responsible for any action based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*

# Company Overview

Satia Industries Limited (SIL), located in the District of Muktsar, Punjab, was **incorporated by Dr. Ajay Satia** and commenced its operations in **1984**.

SIL supplies 40%-50% of its production to State textbook boards, with the balance sold in the open market through a pan-India network of **100+ dealers and three branch offices** located in Delhi, Chandigarh & Jaipur with total Employee strength of 2,300+ head counts

SIL has **540 acres of eucalyptus plantations**. Besides, under Project Green, we distributed 1 lac Eucalyptus saplings to farmers for plantation over 1,000 acres under our Social Forestry Initiative.

## Vision

‘To become a leader in its segment with excellence in all-round performance creating value for all stakeholders of the company, society and the economy.’



## Mission

‘To sustain growth with technological upgradation and innovation continuously for achieving cost competitiveness with sustained profitability, excellence in quality and win customer satisfaction and loyalty.’

SIL is one of India’s **leading Wood and Agro-based paper manufacturers**, with a completely integrated manufacturing setup with 4 paper machines, 100% in-house power generation, chemical recovery plant and one of the best effluent treatment facilities in the nation.

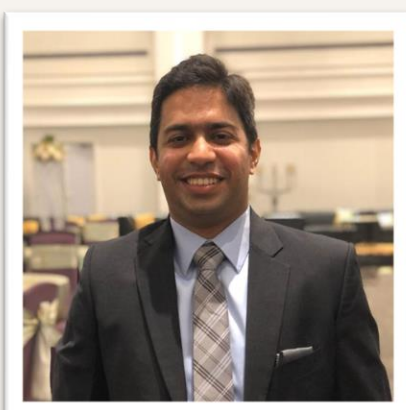
In FY22, the company added a **4th state of the art paper machinery** to its production facilities with a capacity of 100,000 MTPA. With a **diverse Capex program** to modernize and scale up its capacities, SIL now has a total installed capacity of 2,19,000 MT in FY24.

# Core Leadership Team



**Dr. Ajay Satia**  
Chairman & MD

Dr. Satia is an MBBS. He was the pioneer in setting up this integrated paper mill. Dr. Satia has a passion for work, flair for technology and possesses unparalleled enterprising spirit for expansion and modernization.



**Mr. Chirag Satia**  
Executive Director

He has been the driving force behind new initiatives since he joined in 2015 and looks after Finance, Accounts and Commercial Operations. His enterprising spirit and visionary outlook have added new energy to the workforce.



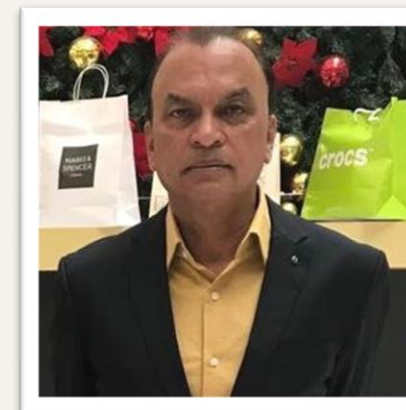
**Mr. RK Bhandari**  
Joint MD

Mr. Bhandari is an MBA with extensive experience in marketing. He has been instrumental in the formulation and execution of SIL's core business strategies for the past 37 years. Additionally, he has fostered strong industry relationships and driven continuous improvement initiatives.



**Mr. Rachit Nagpal**  
CFO

Mr. Nagpal is a Chartered Accountant by profession and has more than 10 years of experience. He handles treasury management, financial reporting, tax compliances, project financing and budgeting in the Company.



**Mr. Hardev Singh**  
Director (Technical)

Mr. Hardev Singh has a rich experience of 35 years. He is key pillar in the company for technical aspects. He has been instrumental in installation of all projects in the company.

# Leadership Reflections



Mr. Chirag Satia  
Executive Director

“Despite the seasonal downturn typical of June, demand was strong. While industry-wide prices and volumes declined, our company experienced a less severe impact on pricing. In tandem with the industry, our sales volume decreased slightly, resulting in a corresponding moderation of dispatches. This resulted in a slight decline in our revenues at INR 3,994 Mn for Q1 FY25.

Our unwavering focus on cost management has yielded impressive results. The significant drop in agro pulp prices, particularly wheat straw, coupled with the substantial reduction in fuel costs through our efficient rice straw boilers, positively impacted our bottom line. While the price of imported wood pulp increased, the overall cost structure benefited from these savings, leading to a noteworthy improvement in our EBITDA margins.

Furthermore, we are beginning to witness the early impact of the new education policy, which we anticipate will significantly influence our industry in the coming quarters. The gradual implementation of revised syllabi by the government is driving sustained demand. Our strong partnerships with state textbook boards position us favourably to capitalize on these growth opportunities.

To capitalise on the demand and strengthen our market position, we have embarked on strategic capital expenditure initiatives. We will be renovating our PM3, which will further enhance our production capacity.

Our commitment to delivering shareholder value through stable revenue streams, strategic cost management, and targeted investments remains unwavering. We maintain a positive outlook for the future, confident that our focused efforts will propel us towards continued success.”

# Journey and Milestones

## 1980-2000



- **1980**  
Incorporation of Satia Industries
- **1984**  
Started production With Paper Machine-1; capacity 4,950 MTPA
- **1989**  
Second Paper Machine-2 installed
- **1993**  
Production Crossed 10,000 MTPA
- **1998**  
Installed Paper Machine-3 and 80 TPD waste pulp

## 2000-2015



- **2002-03**  
Power co-generation plant (5 MW) installed/150 TPD continue digester
- **2006**
  - CRP and power plant 5 MW TG Installed
  - 220 MT agro Pulp mill (unbleached and bleached plant)
- **2011-12**
  - Increased power plant to 23.30 MW.
- **2014-15**
  - 200 TPD continue digester
  - Capacity of Chemical Recovery Plant was enhanced

## 2015-2019



- **2015-16**  
Listing of SIL's Equity Shares on BSE in September 2015
- **2016-17**
  - Additional Power generation of 10.45 MW and New Solar plant of 2.29 MW.
  - 120 TPD Wood pulp Mill
- **2017-2018**
  - Added Solar Capacity of 3.25 MW.
  - Increased PM2 Speed from 400-650 MPM
- **2018-19**  
PM-1 speed increased upgrading from 500 to 700 MPM

## 2019-2021



- **2019-20**
  - Recorded Highest Production of 1,33,191 MT and the capacity of CRP plant increased from 400-650 TPD.
  - Listing of SIL's Equity Shares on NSE in July 2019
- **2020-21**
  - Installation of Multifuel Boiler (cost saving of approx. INR 250 Mn per year)
  - 14 MW turbine
  - Machinery procured for Table Cutlery Segment

## 2021-2025



- **2021-22**
  - Commencement of Commercial Production from Paper Machine 4 with capacity of 1,00,000 tons.
  - Enhancement of Pulping Capacity to 150 TPD
- **2023-24**
  - Completed the expansion of 75 TPH multi fuel boiler unit

# Strategic and Sustainable Revenue Model



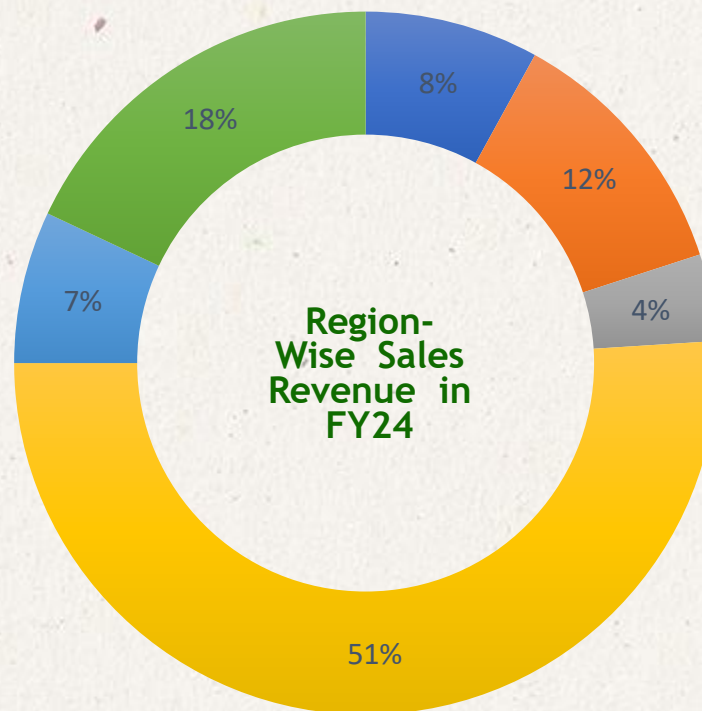
## Supplies to State boards: ~40-50% of Revenues

- SIL supplies High-quality watermark paper to various state boards.
- Consolidated demand from all Text-books boards is approximately 5,00,000 TPA of paper
- By supplying ~50-75k TPA to various state boards, SIL boasts of a major market share in this vertical.
- The State Text-book orders are tender driven businesses, these projects are State government funded under Sarva Shiksha Abhiyaan
- Sales to Textbook boards command higher operating margins compared to open market, attributed to higher GSM and lower finishing loss and higher production.



## Open market supplies: ~50-60% of Revenues

- SIL supplies retail traders through its strong Pan- India distribution network with 100+ dealers and three branch offices in Delhi, Chandigarh & Jaipur.
- Out of total sales from Open Market Supplies, ~5-10% of sale comes from Rajasthan and Delhi in a Direct sale, to end users, and facilitated by the SIL's employees.
- A variety of paper grades are manufactured for this vertical ,i.e. exercise book paper, Snow white paper, SS Maplitho paper, Ledger paper, Copier paper, Colour printing paper etc.



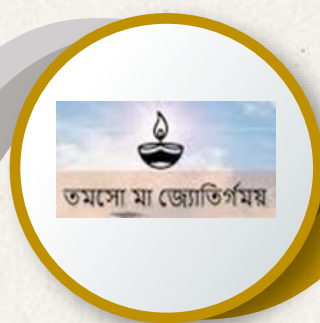
■ CENTRAL 
 ■ EAST 
 ■ EXPORT  
■ NORTH 
 ■ SOUTH 
 ■ WEST



# Marquee Clients



Bal Bharti



Assam State Text Book  
Production & Publication  
Corporation Ltd



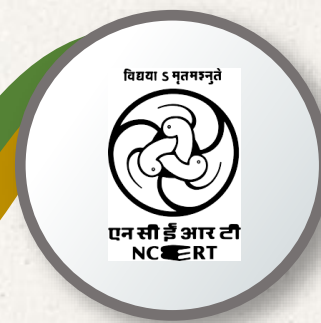
Odisha State Bureau of  
Textbook



Chhattisgarh Pathya  
Pustak Nigam



Rajasthan Raja  
Pathyapustak Mandal



NCERT



Burda Druck India  
Private Limited



West Bengal Text  
Book Corporation  
Ltd



Himachal Pradesh  
Board of School  
Education



Indian Railways



State Election  
Commission (UP)



DAV

# Key Highlights Q1FY25



# Recent Developments



Satia Industries reported a steady volume of 53,648 MT .



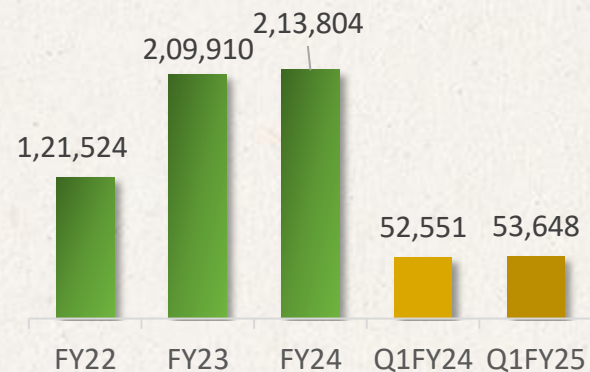
SIL's effective cost control and backward integration initiatives contributed to improved margins.



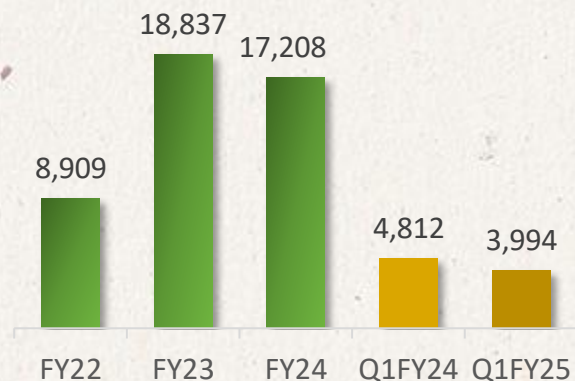
During Q1FY25, the company has prepaid term loans of INR 192 Mn over.

# Key Performance Indicators

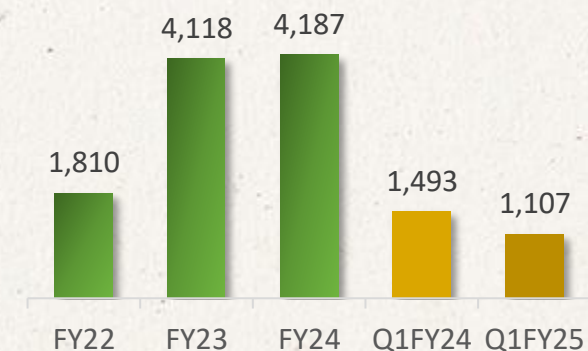
Volume (MT)



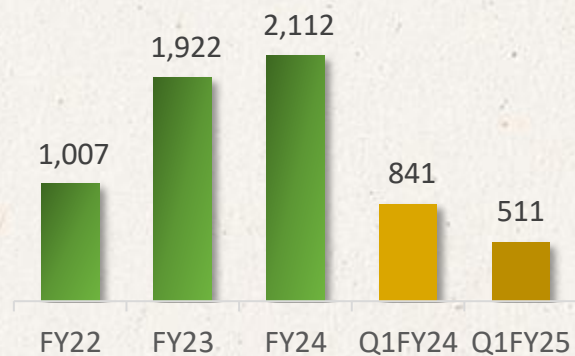
Income (INR Mn)



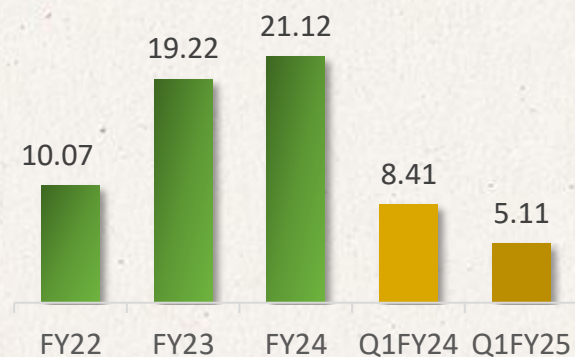
EBITDA (INR Mn)



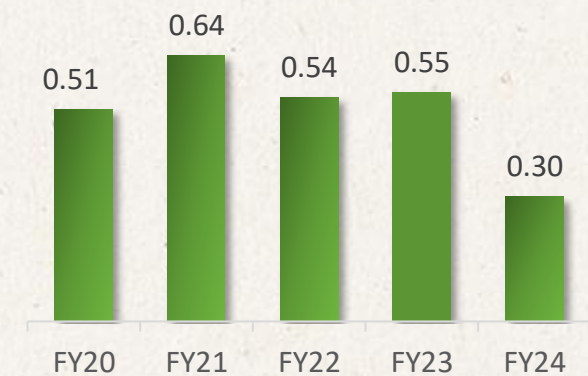
PAT (INR Mn)



EPS (INR)



Net Debt:Equity (x)

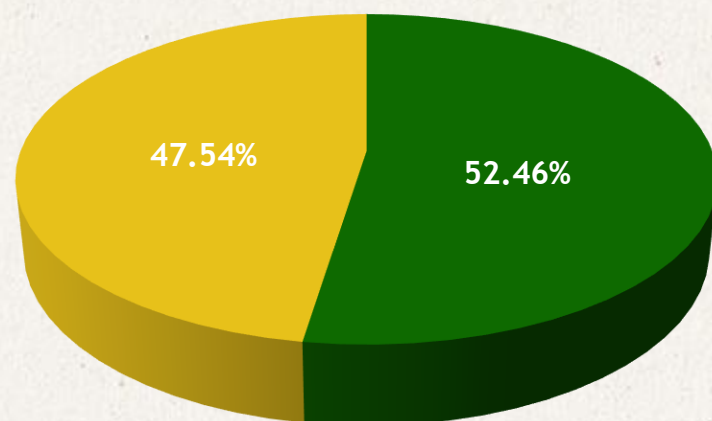


# Financial Statement Highlights

Particulars (INR Mn)	Q1FY25	Q4FY24	QoQ	Q1FY24	YoY
Revenue from Operations	3,994	4,306	-7%	4,812	-17%
Other Income	38	84	-55%	35	8%
<b>Total Income</b>	<b>4,032</b>	<b>4,390</b>	<b>-8%</b>	<b>4,847</b>	<b>-17%</b>
<b>Expenses</b>					
Cost of material consumed	1,687	1,764	-4%	1,984	-15%
Purchases of traded goods	19	21	-11%	15	27%
Change in inventory of finished goods, stock in trade and work in progress	-72	111	-165%	-31	136%
Employee Benefit Expenses	288	320	-10%	246	17%
Finance Cost	66	73	-9%	78	-15%
Depreciation & Amortisation	385	471	-18%	326	18%
Other Expenses	965	1,182	-18%	1,105	-13%
<b>Total Expenses</b>	<b>3,338</b>	<b>3,942</b>	<b>-15%</b>	<b>3,723</b>	<b>-10%</b>
<b>Profit before Tax</b>	<b>694</b>	<b>448</b>	<b>55%</b>	<b>1,124</b>	<b>-38%</b>
Current tax	214	76	180%	314	-32%
Deferred Tax	-31	-22	40%	-31	2%
<b>Profit for the period</b>	<b>511</b>	<b>394</b>	<b>30%</b>	<b>841</b>	<b>-39%</b>
<b>Earnings per share (not annualised)</b>					
Basic and Diluted	5.11	3.94	30%	8.41	-39%

# Capital Market Indicators

Shareholding as of 30<sup>th</sup> June 2024



■ Promoters & Promoters Group  
■ Public

Stock Performance





# Thank You

*For further information on the Company,  
please visit [www.satiagroup.com](http://www.satiagroup.com)*



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