

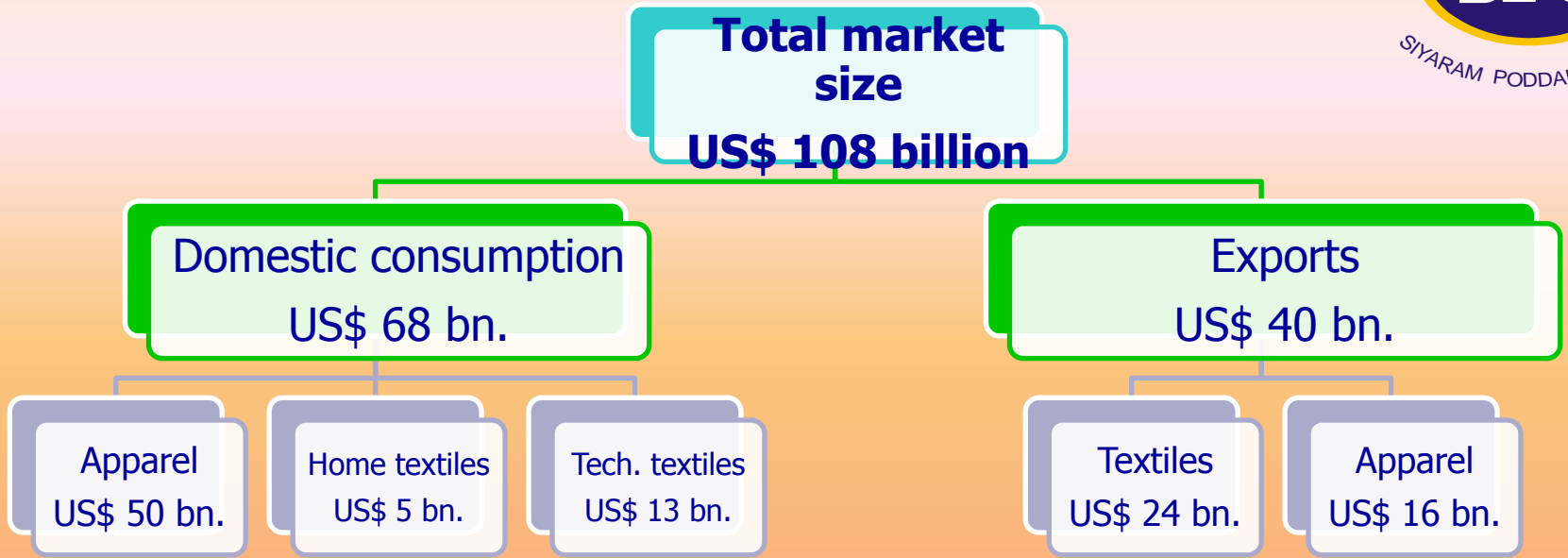
Siyaram Silk Mills Limited India

***Corporate Presentation
May 2015***

Disclaimer

Numbers mentioned in this note other than the published financials of the Company, have been compiled by the management and are being provided only by way of additional information. These are not to be construed as being provided under any legal or regulatory requirements. The accuracy of this information have neither been vetted nor approved by the Audit Committee nor the Board of Directors of the Company, nor have they been vetted or reviewed by the Auditors of the Company and therefore may differ significantly from the actual. The Company assumes no responsibility for the use of such information mentioned herein.

Statements in this "Presentation" describing the Company's objectives, projections, estimates, expectations or predictions may be "forward looking statements" within the meaning of applicable securities laws and regulations. Actual results may differ materially from those expressed or implied. Important factors that could make a difference include but are not limited to the Company's including global and Indian demand supply conditions, finished goods prices, input material availability and its prices, cyclical demand and pricing in the Company's principal markets, changes in Government regulations, tax regimes, economic developments within and outside India and the countries within which the company conducts its businesses and other factors such as litigation and labor negotiations. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statement, on the basis of any subsequent development, information or events, or otherwise.



INDIAN TEXTILE MARKET

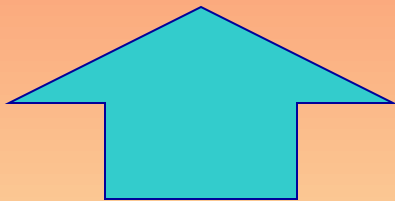
THE INDIAN TEXTILE INDUSTRY - AN OVERVIEW



***Provides employment to over 45 million people**



❖It accounts for about 4 % of Gross Domestic Product (GDP), 14 % of Industrial Production & over 13 % of the country's total Export earnings



***It is expected to grow to USD 221 billion by 2021 from USD 108 billion according to Technopak's textile & Apparel Compendium, 2012**



❖Garment exports from India is expected to touch US\$ 60 billion over the next 3 years.

THE INDIAN TEXTILE INDUSTRY – AN OVERVIEW



22% of World's Spindle capacity



No. 1 producer of Jute



No. 2 producer of Silk in the World



Highest no. of Looms in the world (inclu.handlooms)



No.1 producer of Cotton

GLOBAL OPPORTUNITIES

- **China is expected to vacate nearly \$100 billion of global trade space over the next 5-6 years due to:**
 - **Rising labour costs, appreciating currency, energy costs and focus on domestic market**
 - **Countries including India, Vietnam, Bangladesh and Sri Lanka potential gainers**
- **Cotton consumption is expected to fall from the current 40% of the global fiber consumption, to nearly 25%, vacating space for MMF.**
- **In India, Cotton consumption represents around 60% of the total fiber consumption. However, due to some factors, such as frequent fluctuation in cotton prices and push by global brands towards polyester filament, Man Made Fibre is gaining momentum.**
- **India accounts for less than 0.5% of the global trade of MMF fibres-based textile and apparel products which indicate huge opportunity.**
 - **In domestic market too, preference for apparel made from MMF, is fast changing, in the ladies wear, active wear, kids wear and uniforms, automotive furnishings, protective and medical applications, etc**

Coming Home to Siyaram

Vertically integrated textile major manufacturing :



- **Blended Fabrics**
- **Dyed, Twisted & Fancy Yarns**
- **Garments**
- **Furnishing**
- **SKD (Salwar Kurta & Dupatta)**



PRODUCT MIX

FABRICS

- Poly Viscose Blends
- Cotton Blends
- Woollen Blends
- Lenin Blends
- 100% Wool
- 100% Cotton



DYED YARN

- 100% Poly Filament
- 100% Cotton
- 100% Spun Polyester
- Poly Cotton Blend
- Poly Viscose Blend



GARMENT

- 100% Cotton
- Poly Cotton
- Denim Fabrics



➤ **One of the largest producers of polyester viscose blended fabrics producing over:**

- ◆ **68 million meters of fabrics annually**
- ◆ **3.6 million kgs of dyed yarn**
- ◆ **4.3 million nos of Garments**

➤ **ISO 9001:2000 certified company**

➤ **Multi locational production facilities**

➤ **Equipped with ultra modern weaving machines like Airjet, Picanol, Somet Dornier & Prepratory like Auto Drawing Machine, Auto Warping Machines Etc**

➤ **Strong R & D function generates new designs each month**

➤ **Design library with 30 years data of fashion trends**

➤ **Strong brand image**





BRAND BUILDING

Siyaram spends about Rs. 560 Million for its brand building exercise

Brand Ambassadors : International Style Icons:

- ❖ **M S Dhoni, Hrithik Roshan**
- ❖ **Saif Ali Khan, Manish Malhotra**
- ❖ **Priyanka Chopra, Neil Nitin Mukesh**
- ❖ **Lara Dutta, Mahesh Bhupati,**
- ❖ **Leander Paes, Boris Becker**
- ❖ **Jeffery Boycot**



LEADING BRANDS

SIYARAM'S

Common household name, caters to popular mass segment, provides real-value-for-money fabrics

MISTAIR

Fabrics for the new age man, is a product led by attribute related fabrics

J. HAMPSTEAD

Lifestyle brand, caters to premium audiences, delivers quality products in wool, cotton, PV and its blends



LEADING BRANDS

- | | |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Royal Linen | Royal Linen fabrics have high luster & having highly absorbent. Specially created for new age fashion conscious. |
| Casa Moda | It fulfils the need of all ethnics and contemporary taste with focus on design and ever changing requirement of the fashionable home textile industry. |
| Zenesis | Inspired by nature and are crafted from pure Cotton and cotton blends that excludes confidence. The fabrics comes in crisp, cool, fresh colours and design. |
| Moretti | Superfine cotton fabric manufactured at State of art technology. It is nothing but Cotton at its best for new age fashion. |

MARKETING NETWORK

- ❖ Excellent nationwide network of about 1600 dealers & business partners, present in every nook & corner of the country.
- ❖ Company operated F2F showrooms, brand exclusive shops & Franchisees numbering about 190 (last year 145) for retailing Fabrics & Readymade garments. (Growth 30%)



MARKETING NETWORK contd....

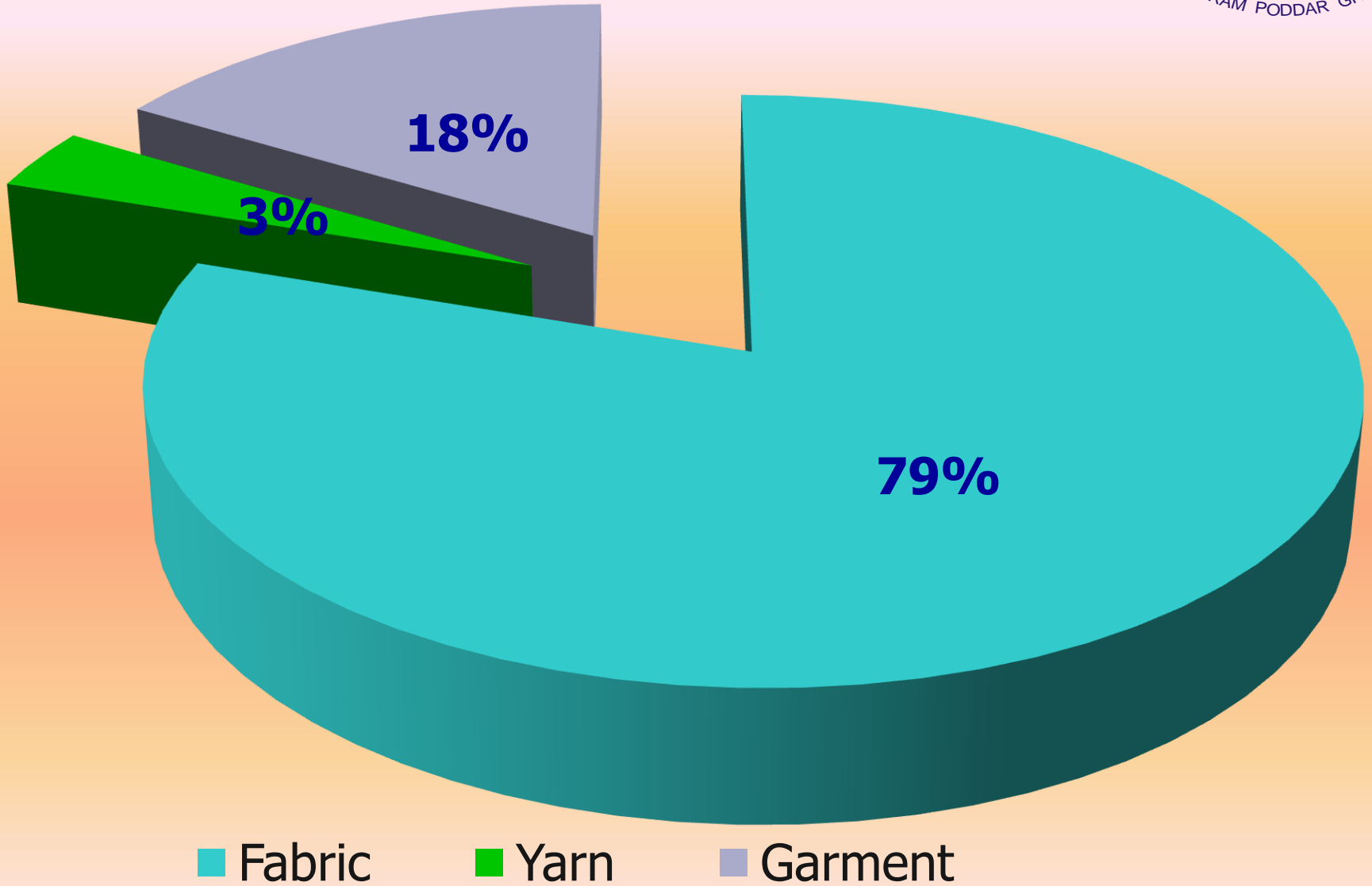
- ❖ About 300,000 Multi Brand Outlets selling various Siyaram brands to Households
- ❖ Supplies to Converters & Export Houses and catering to globally acclaimed names.
- ❖ Presence in Europe, America, Middle East & Far Eastern Countries
- ❖ Dyed Yarn supplies to all important industrial customers



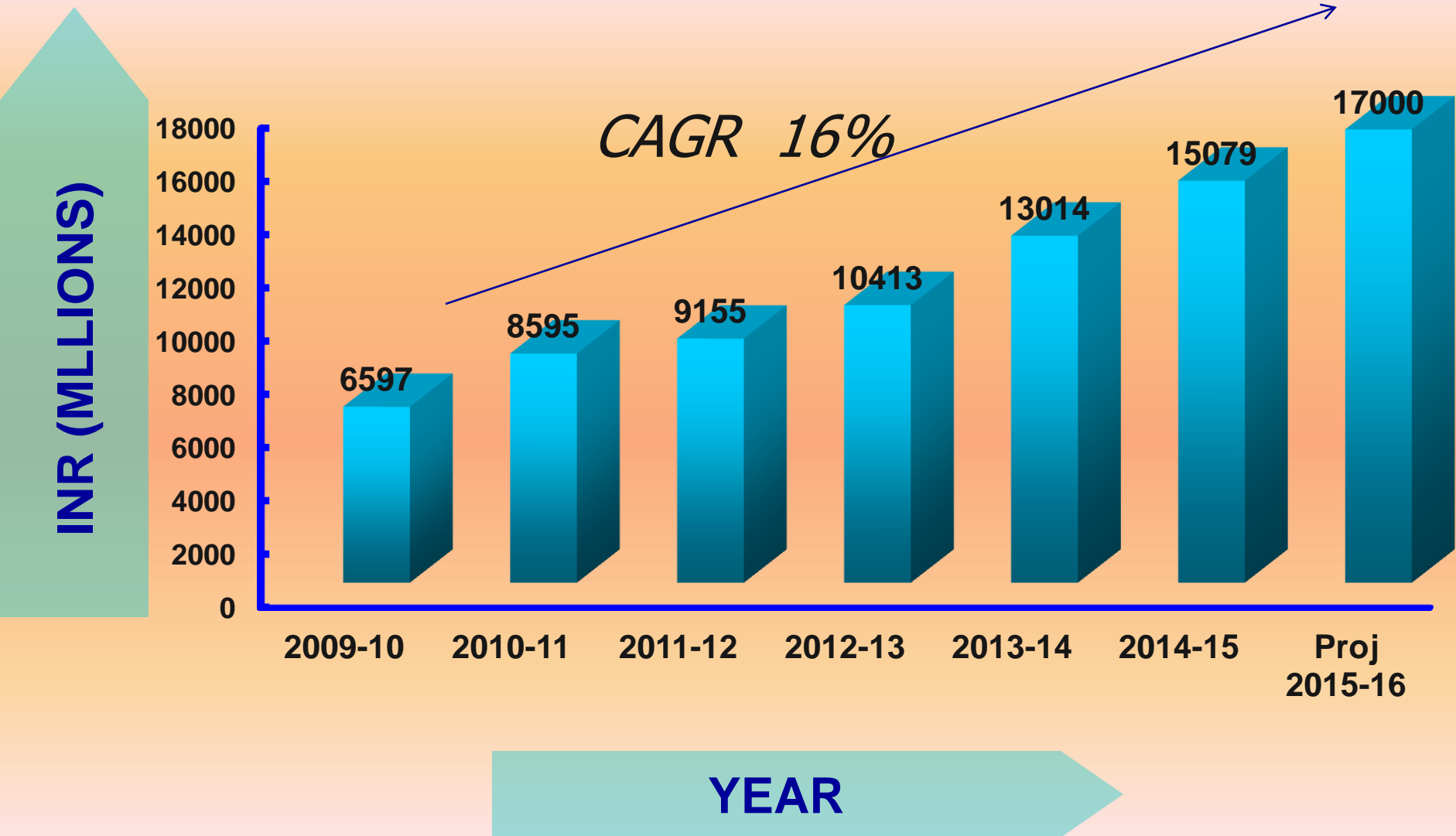
Key Financial Highlights



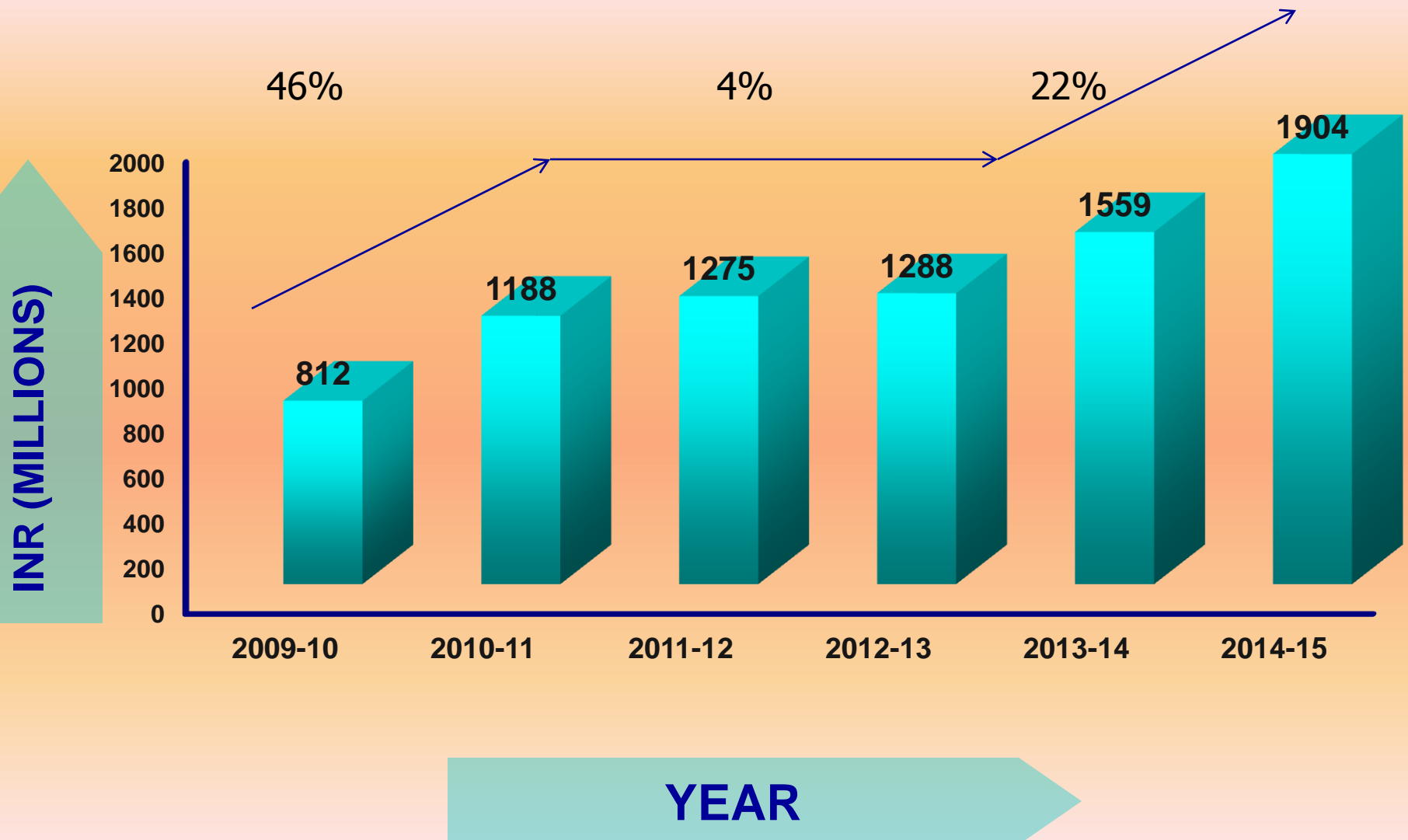
Composition of Sales for F.Y. 2014-15



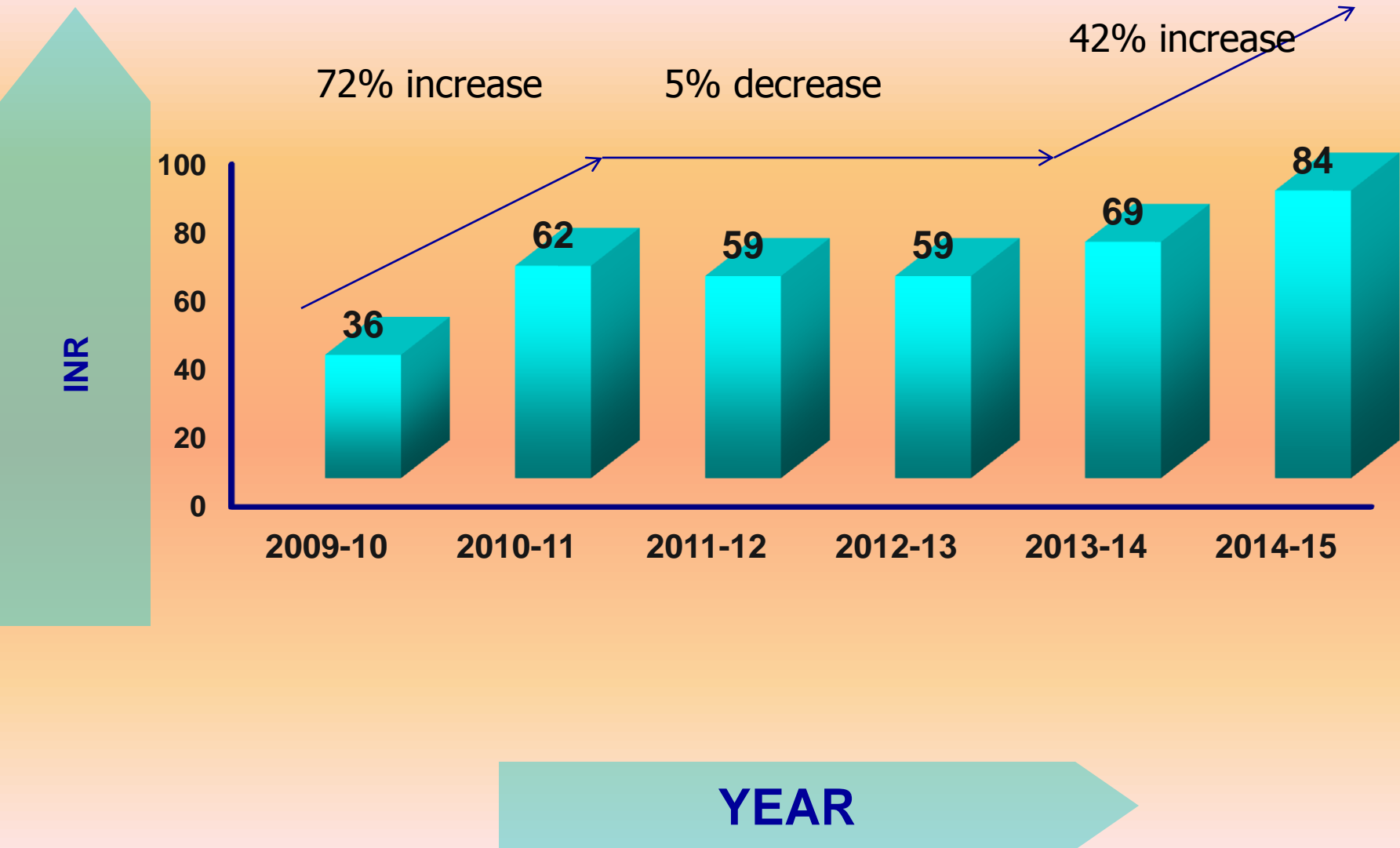
NET SALES - MILESTONES



GROWTH IN E.B.I.D.T.



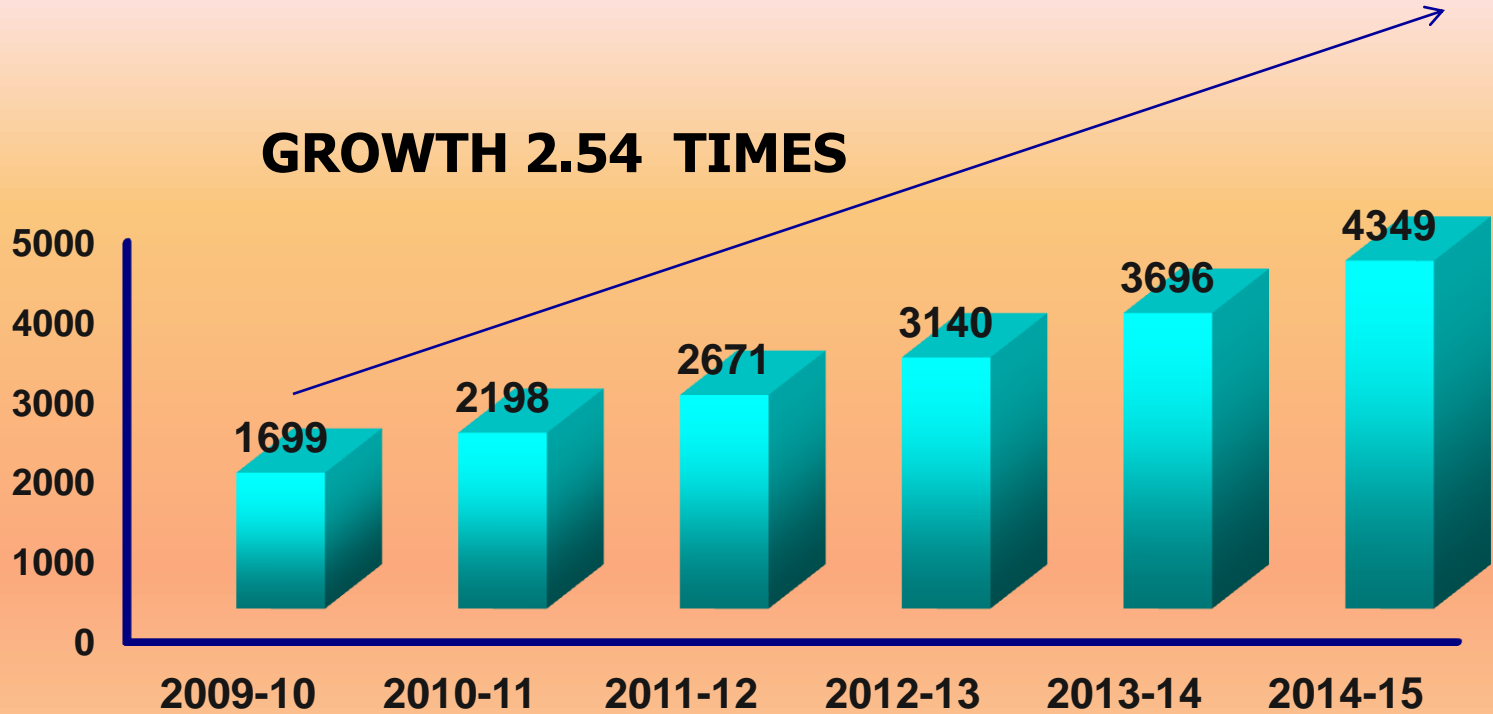
EARNING PER SHARE



NET WORTH

GROWTH 2.54 TIMES

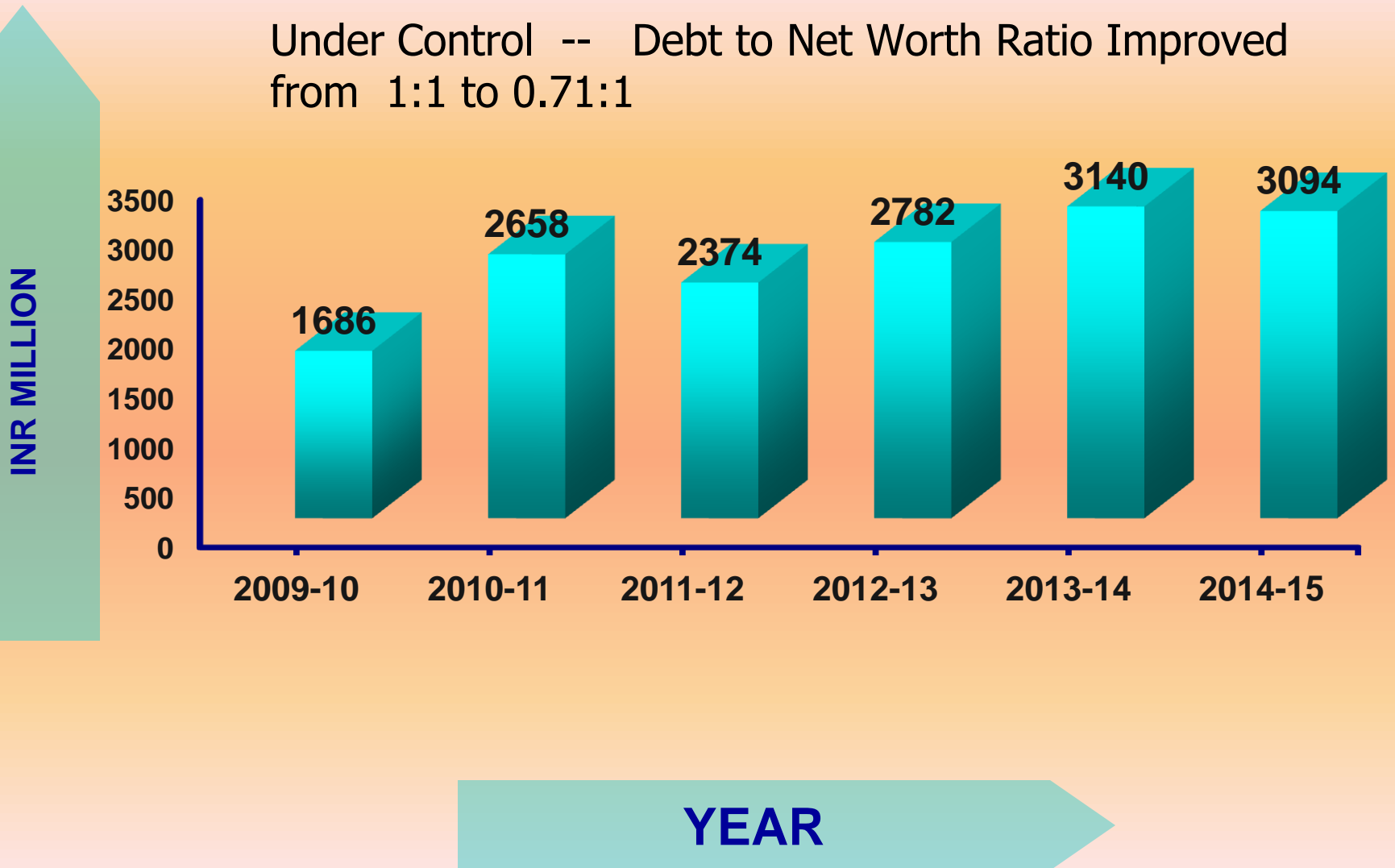
INR (MILLIONS)



YEAR

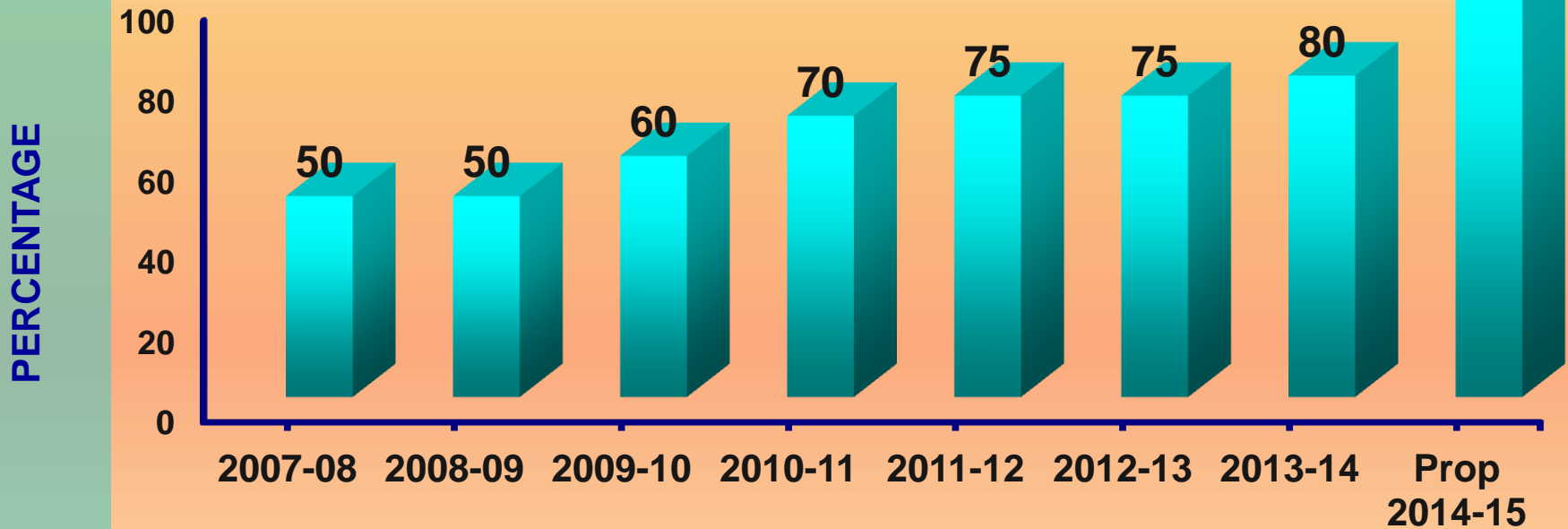
DEBT LEVEL

Under Control -- Debt to Net Worth Ratio Improved
from 1:1 to 0.71:1



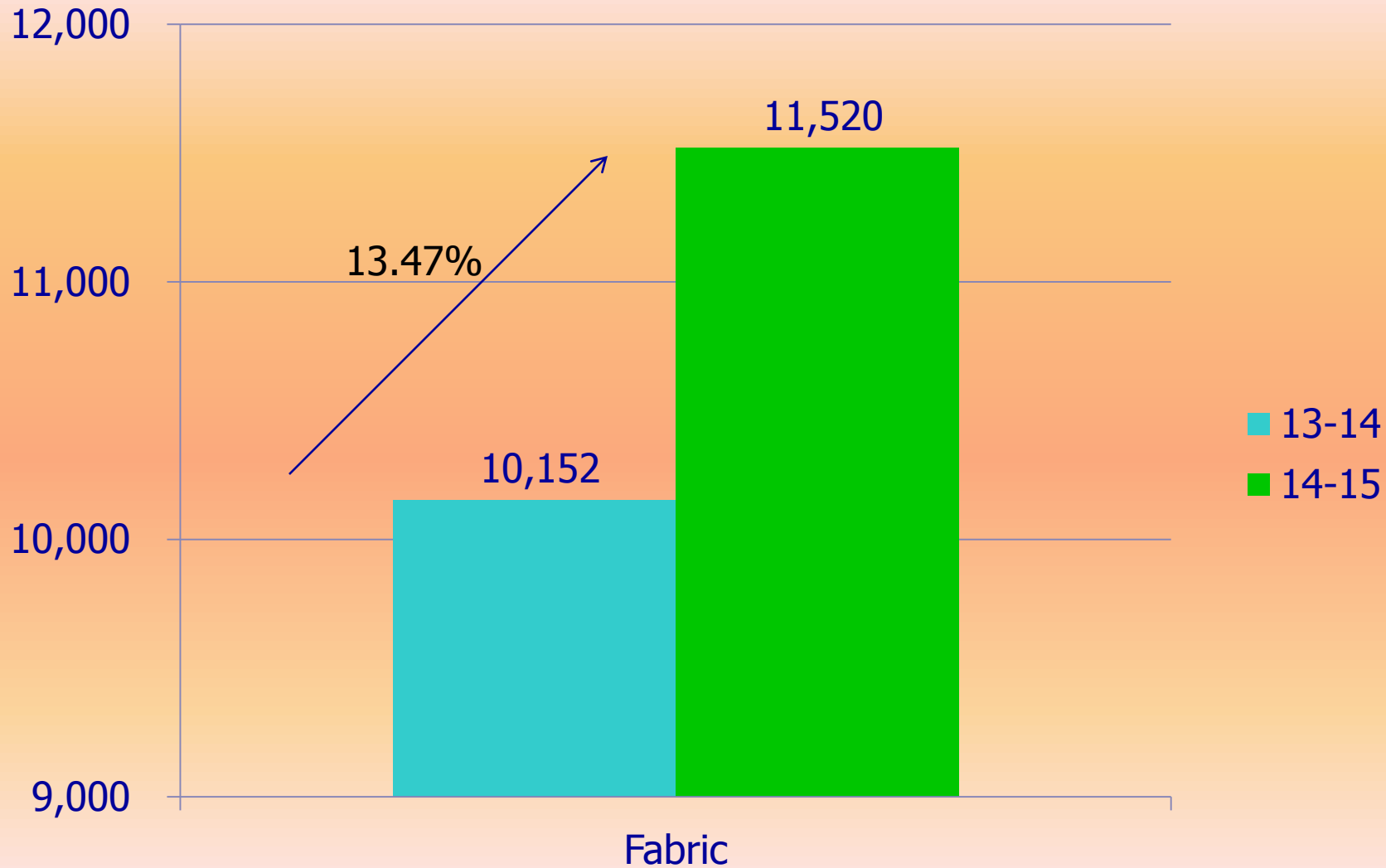
DIVIDEND

Uninterrupted Dividend Payment - Since Inception

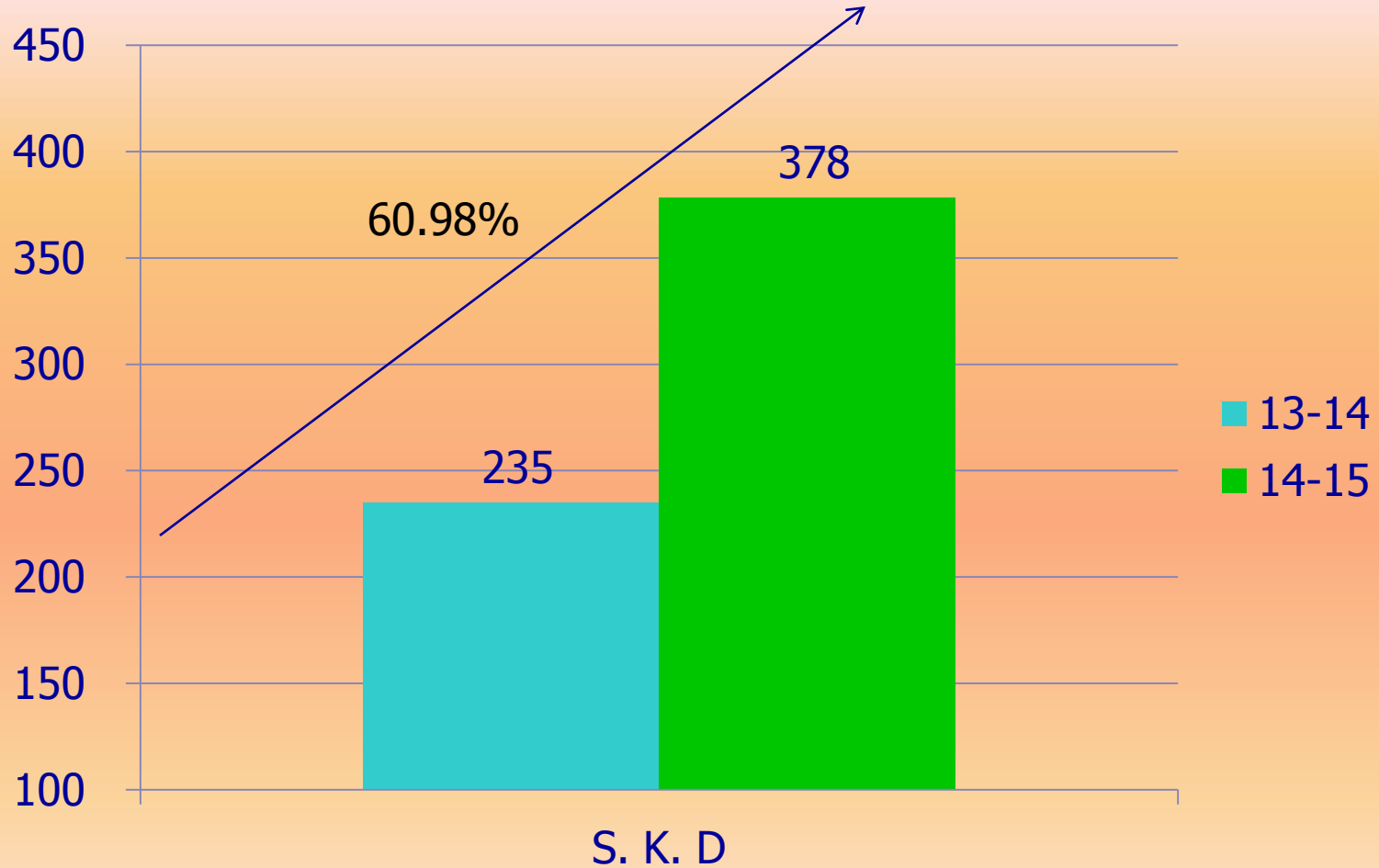


YEAR

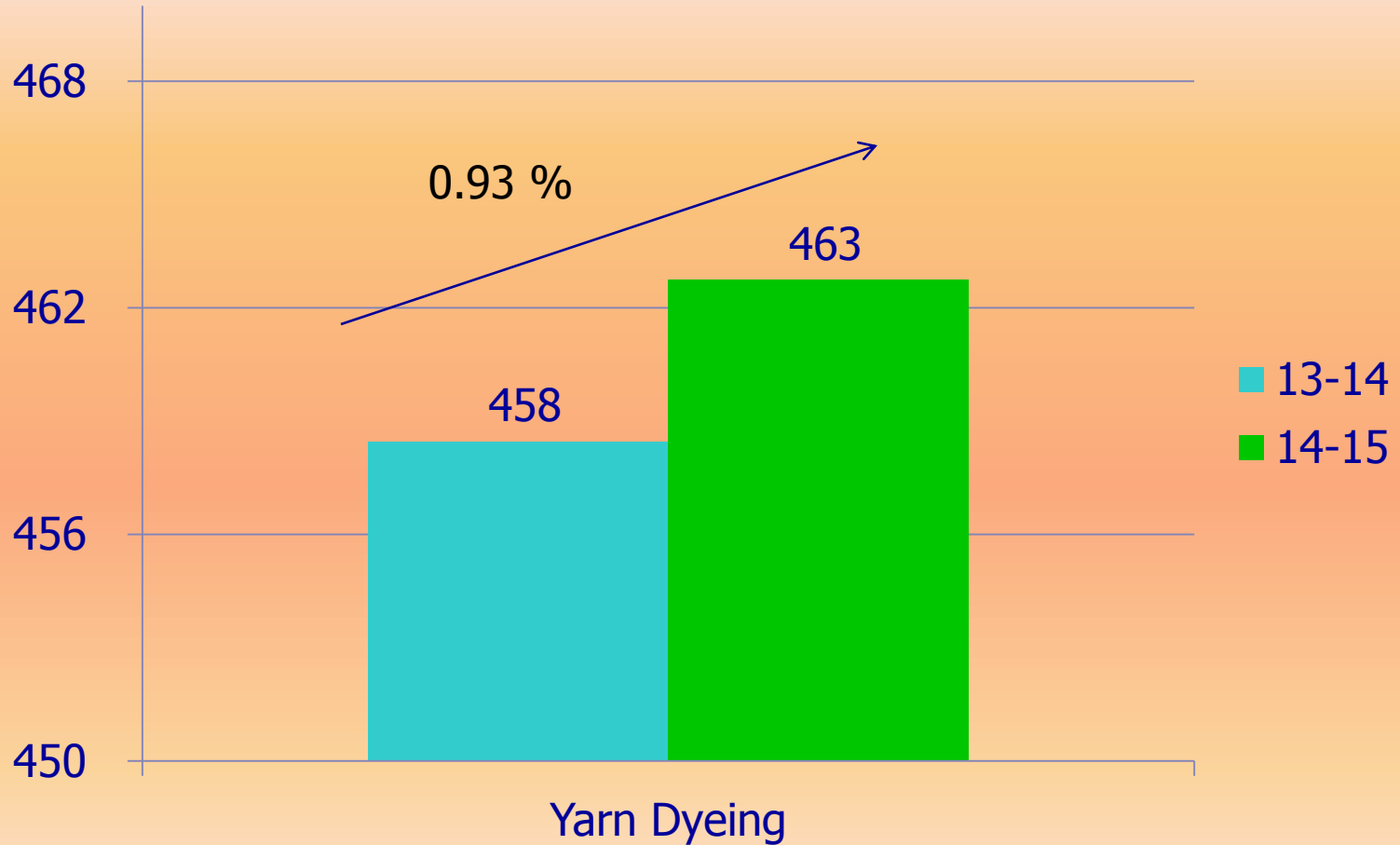
Growth in Net Sales in 14-15 over 13-14 ***Rs. Million***



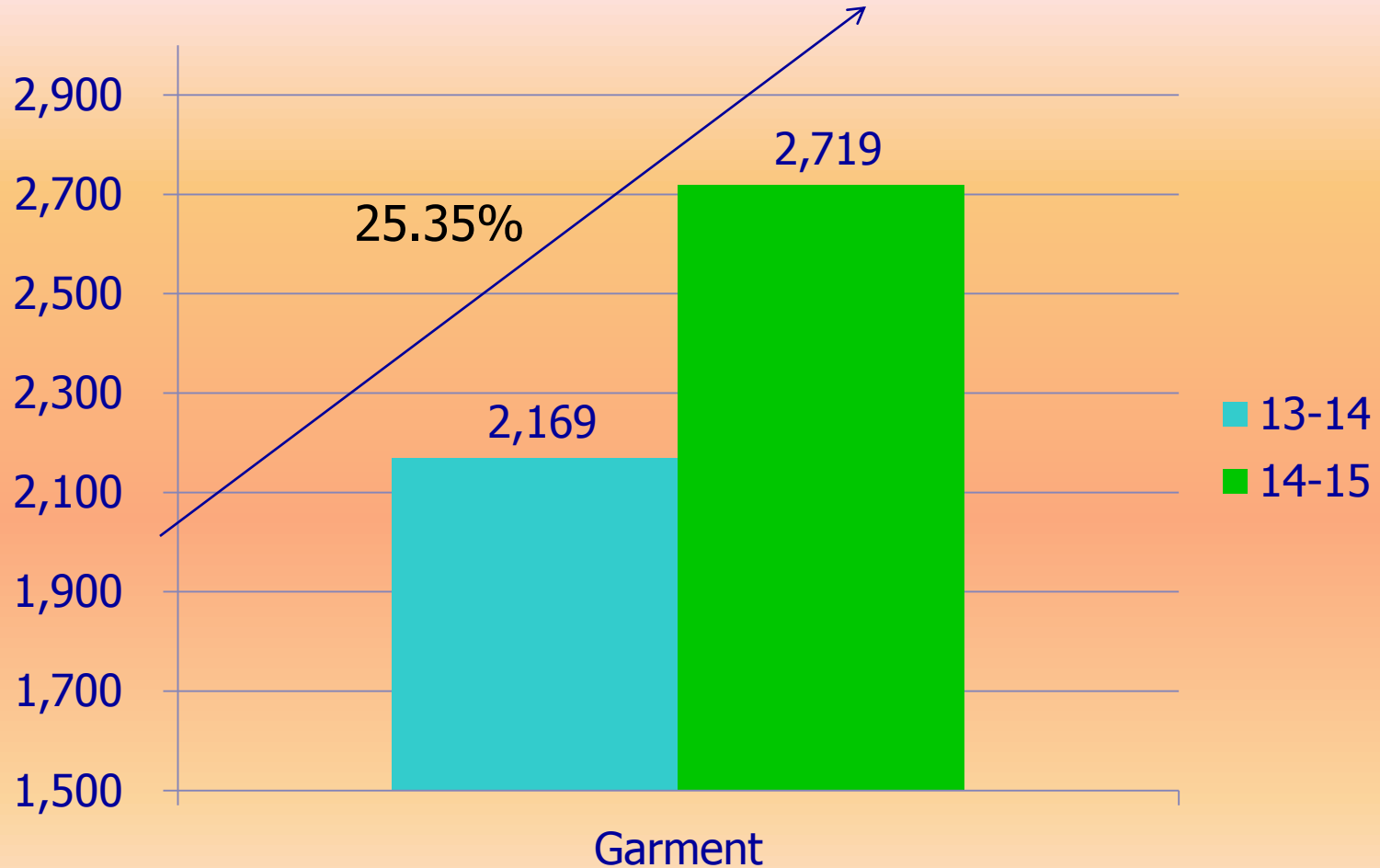
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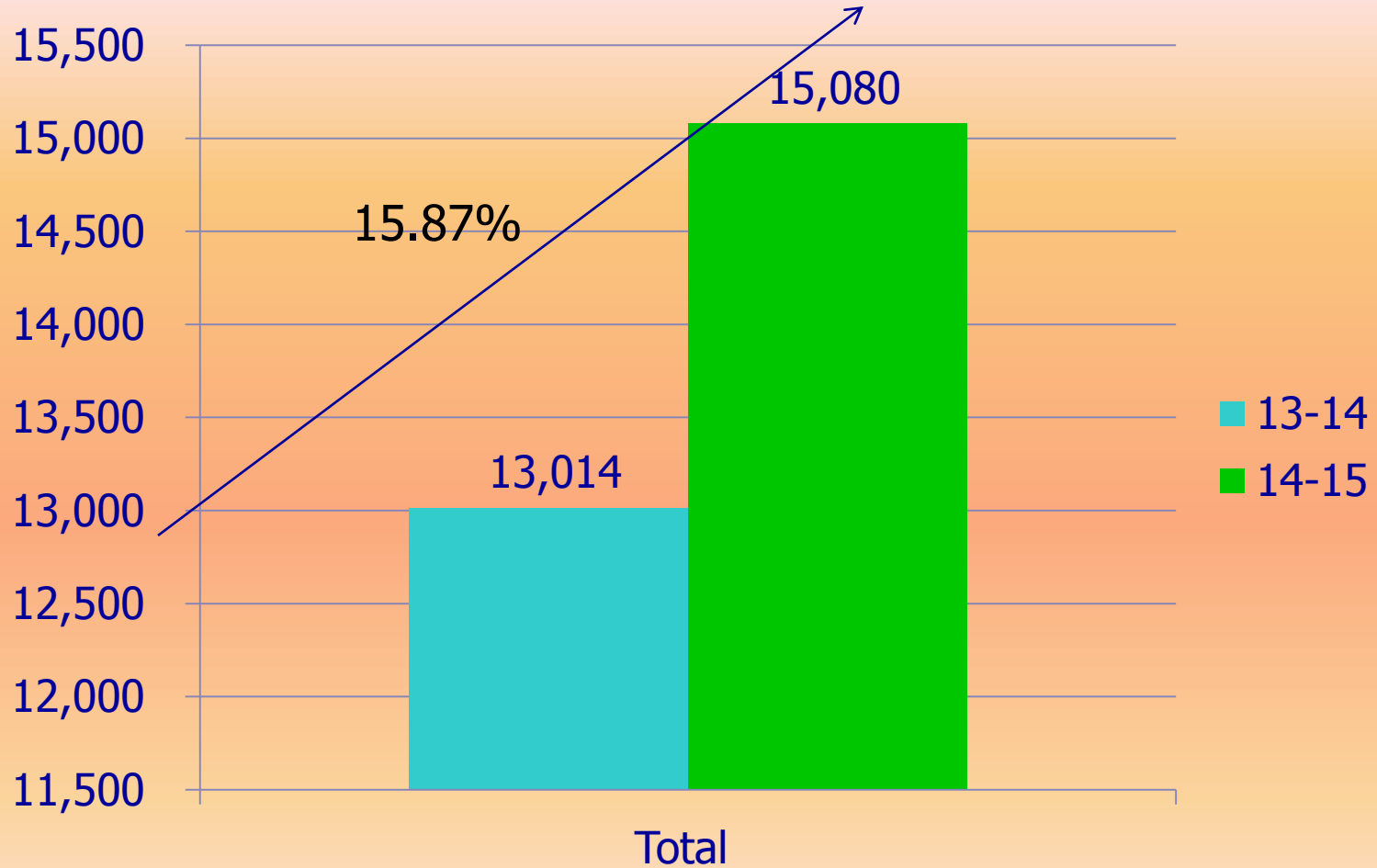
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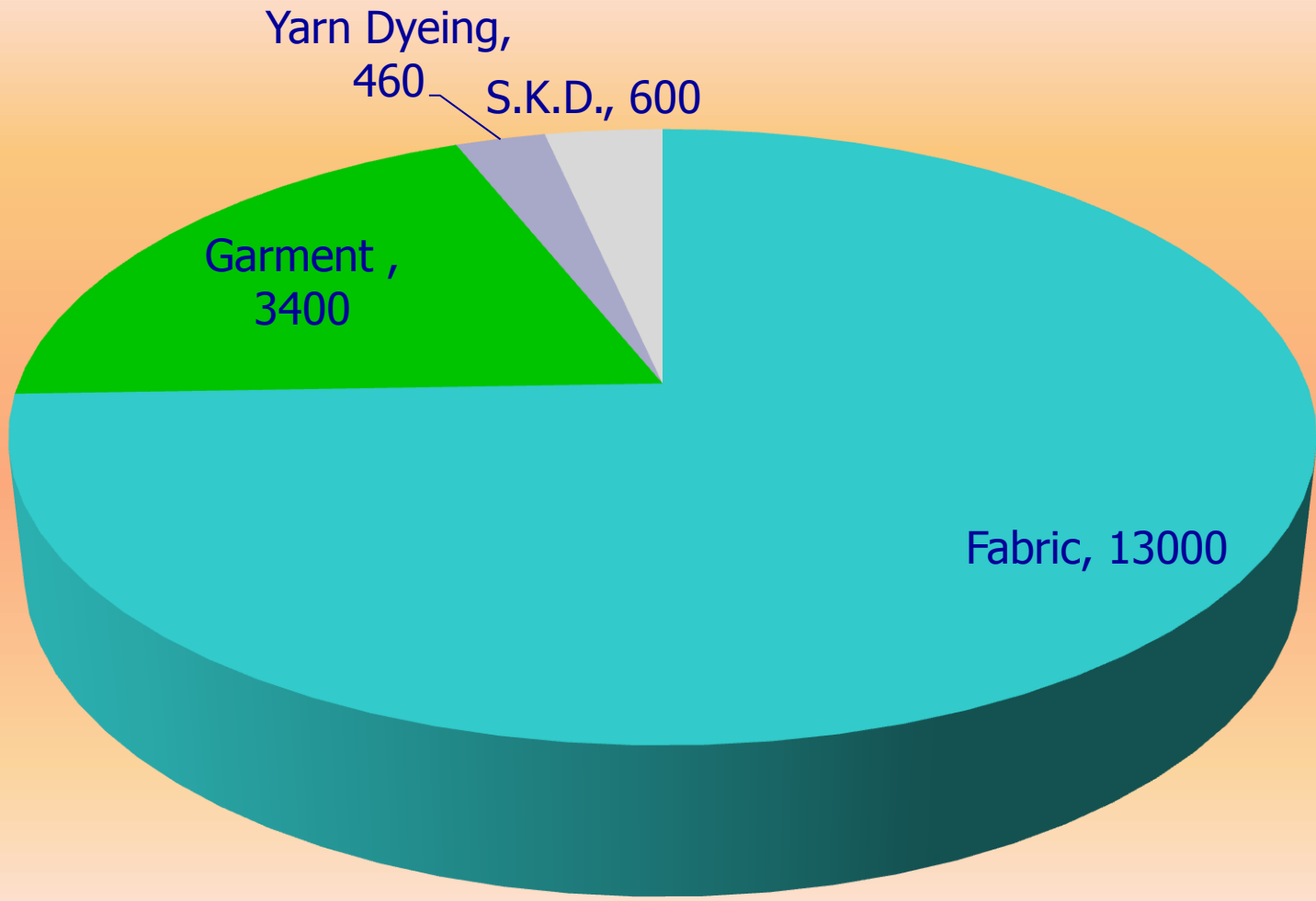
Growth in Net Sales in 14-15 over 13-14 ***Rs. Million***



Growth in Net Sales in 14-15 over 13-14 ***Rs. Million***



Sales Projection for 15-16 - Rs 17000 million



ORGANIZATIONAL VISION & VALUES

To grow forever by consistently achieving customer delight and become the most preferred partner to every stakeholder

Siyaram believes in and encourages:

- **Passion**
- **Integrity**
- **Excellence**
- **Team-spirit**
- **Innovation &**
- **Humility**

**We thank you
for being a part of
this magnificent growth story !**

Come Home to Siyarams'...

Thank You