



**Bodal Chemicals Ltd.**  
COLOURS. INTEGRATION. INNOVATION.

By Online submission

Sec/16-17/256  
Date: 21-03-2017

To,  
The General Manager,  
Department of Corporate Services  
**BSE Ltd.**  
1<sup>st</sup> Floor, New Trading Ring,  
Rotunda Building, P.J. Tower,  
Dalal Street, Fort, Mumbai- 400 001.  
BSE Code : 524370

To,  
The General Manager,  
**National Stock Exchange of India Ltd.,**  
Exchange Plaza,  
Plot no. C/1, G Block,  
Bandra-Kurla Complex  
Bandra (E), Mumbai - 400 051.  
NSE Code : BODALCHEM

Dear Sir/ Madam,

**SUB: ANALYST & INVESTOR MEET PRESENTATION, MARCH 2017.**


**Ref:** Regulation 30, Schedule III part A of SEBI (Listing obligation and Disclosure Requirements) Regulation, 2015

With reference to above captioned subject, we herewith enclose Analyst & Investor Presentation, March 2017.

This is for your information and record please.

Thanking You,  
Yours faithfully,

**For, BODAL CHEMICALS LTD.**

  
Ashutosh B. Bhatt  
Company Secretary  
Encl : a/a



**HEAD OFFICE:**

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Coming out with  
flying colours



**Bodal Chemicals Ltd.**  
COLOURS. INTEGRATION. INNOVATION.

**Investor Presentation**  
March 2017

Global Leadership Position



Competitive Advantages



Financial Discipline



Strong Growth Engine



Formula for Success

1

The Dyestuff Industry

2

Business Overview

3

New Initiatives & Future Prospects

4

Management & Board

5

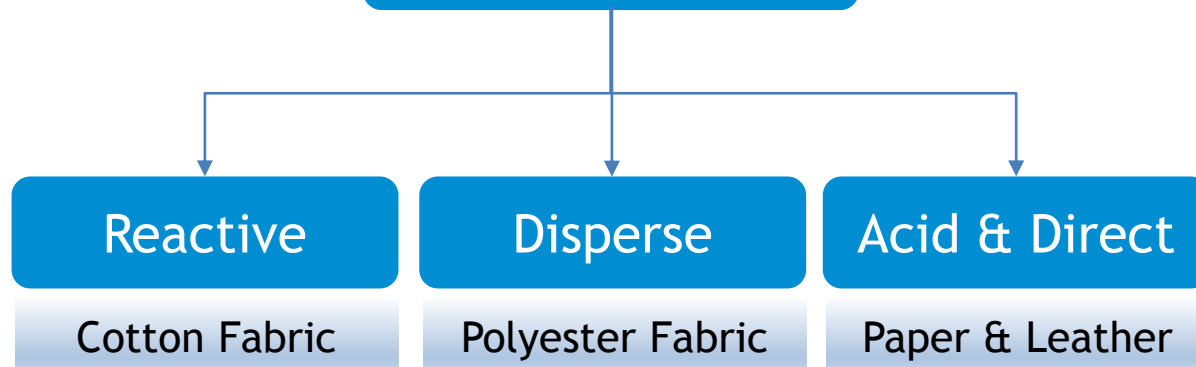
Safety, Health & Environment

Bodal Chemicals - Success story in the making

## Where are Dyes Used

Textiles	Leather	Paper
Food Products	Cosmetics	Plastics

## Types of Dyes



**16%** India's share in the global Dyestuff production

**50%** Organized sector's share in Indian Dyestuff production

**85%** Gujarat and Maharashtra's share in Indian Dyestuff production

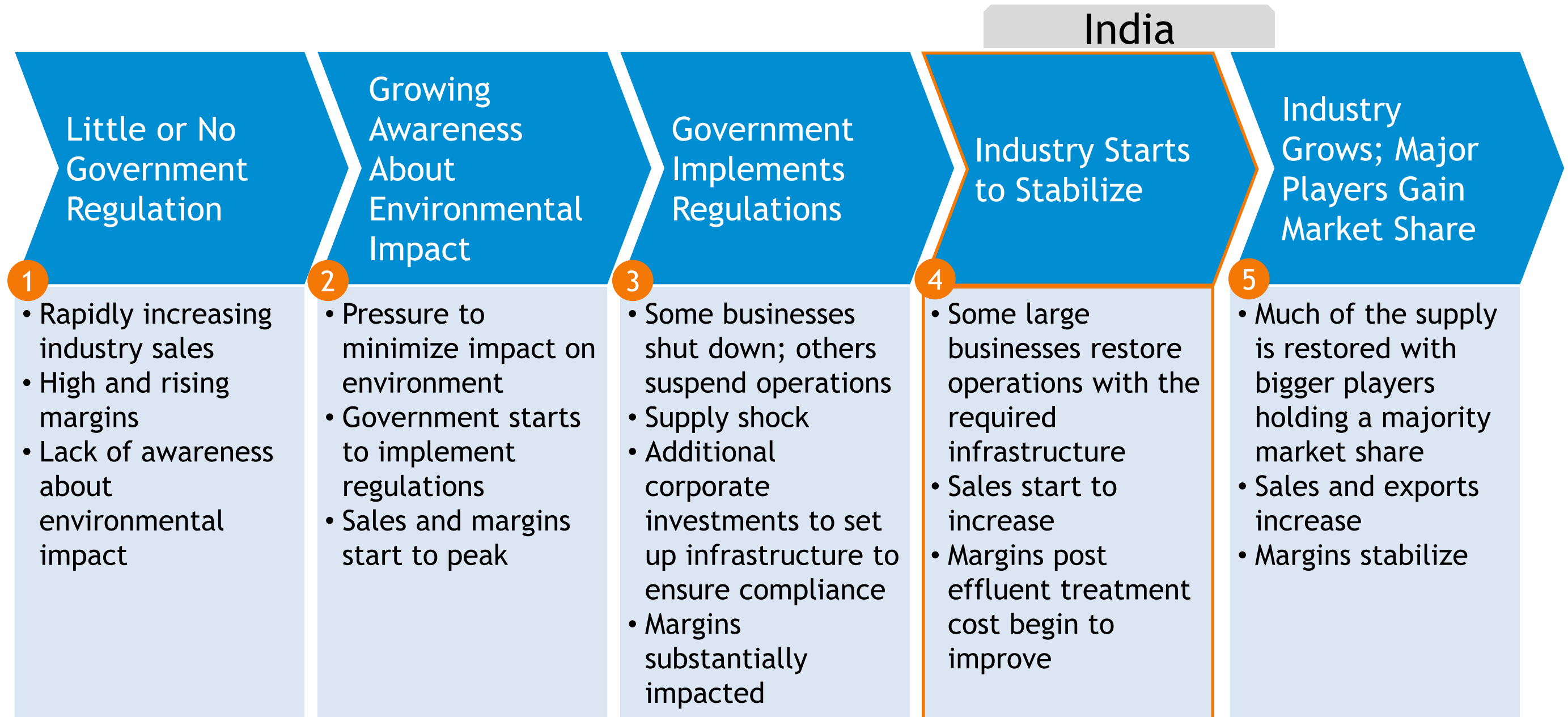
Source: IBEF January 2016; Industry

Certain recent developments in China have presented a substantial opportunity to the large and organized Indian manufacturers of Dye Intermediates and Dyestuff

Bodal Chemicals, one of the largest and most integrated Dyestuff manufacturer in India is poised to fill the gap

**Growing demand for consumer goods bodes well for the Indian Dyestuff industry**

# Dyestuff Industry Cycle in the Indian Context



The Indian Dyestuff industry is well placed for long term sustainable growth

## The China Situation

- Stricter environmental regulations for chemical companies in China today
- Largest manufacturer in China and globally was asked to shut operations recently due to non-compliance, presenting a substantial opportunity to Indian suppliers, especially large integrated manufacturers such as Bodal Chemicals
- Effluent treatment mechanism a pre-requisite to carry on business and to receive export incentive; this has substantially increased the manufacturing cost for Chinese firms and eradicated the low cost advantage
- Full scale environmental compliance will be difficult for Chinese firms, lowering the possibility of supply at full capacity levels. At partial utilization, their cost advantage would be eroded further
- The magnitude of export incentive in China has also reduced, lowering the differential between selling prices offered by Indian and Chinese manufacturers
- Possibility of new facilities coming up is limited considering strict environmental norms and reduced margins

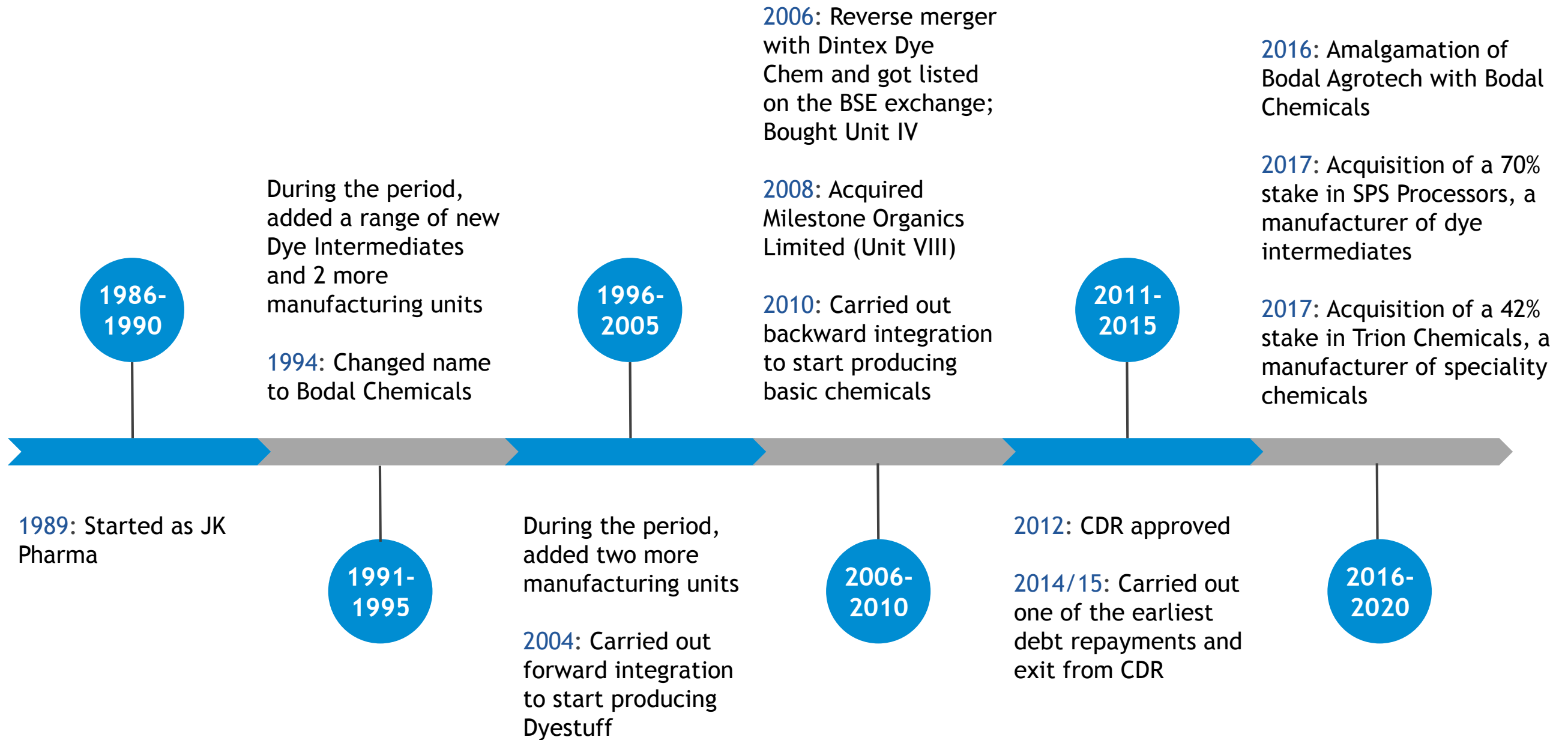
The World is looking at India to fulfill its Dye Intermediates and Dyestuff demand

Metric	Phase	India	Key Competitor	Change in India's Relative Competitive Position
Export Incentive	Then	4-6%	14-15%	↑
	Now	3-4%	3-4%	
Relative Labor Cost (Rs / month.)	Then	8-10K	8-12k	↑
	Now	10-12k	20-30k	
Relative Unit Cost of Electricity (Rs.)	Then	3-5	2-3	↑
	Now	6-8	6-8	
Effluent Treatment Cost	Government regulations in China have made effluent treatment mandatory which has substantially increased the manufacturing cost for Chinese firms and eradicated the low cost advantage of the past			↑

Notes:

1. Ranges are approximate and as per management team's best estimates
2. Blended effluent treatment cost not quantifiable

India's relative competitiveness has improved over the years



Our best is yet to come



## Challenges

Environmental norms

Shut down of units

Forex losses

Low cost imports

Profitability squeezed

Corporate debt restructuring

## Actions

Entering into dyestuff

Backward integration

Product quality

Exports

Financial discipline

Complete hedging

## Results

### Market Share

3%

Dyestuff  
Global

9%

Dyestuff  
Indian

6%

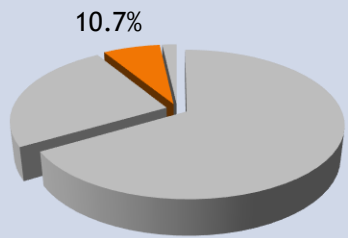
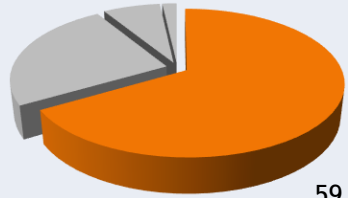
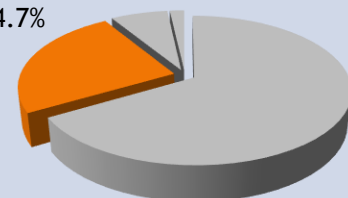
Dye Intermediates  
Global\*

25%

Dye Intermediates  
Indian\*

\* After the acquisition of SPS Processors

The turnaround that we are proud of

	Contribution	Annual Capacity	Highlights
Basic Chemicals	 <p>10.7%</p>	190,000 MT	<ul style="list-style-type: none"> <li>Centrally located manufacturing facilities</li> <li>45% consumption in house</li> <li>Captive power plant &amp; steam generation</li> <li>Latest upgraded production facilities</li> </ul>
Dye Intermediates	 <p>59.8%</p>	37,200 MT*	<ul style="list-style-type: none"> <li>Produce 25 variants</li> <li>Only player with effluent disposal permission (10 lac Lts/day)</li> <li>Consumes 40% of Dye Intermediates in-house</li> <li>In a position to sell outside or consume in house depending upon market dynamics</li> </ul>
Dyestuff	 <p>24.7%</p>	17,000 MT	<ul style="list-style-type: none"> <li>Produce 150 variants</li> <li>In house ice plant with 300 MT/day capacity</li> <li>In house ETP plant with 1 million Lts / day</li> <li>Contract manufacturing for leading MNCs</li> </ul>

Note: Revenue breakdown is for 9M FY2017

\* After the acquisition of SPS Processors (Current capacity of 250 MT per month and an additional 350 MT per month to be operational by Q2 FY2018)

A highly optimized product mix

# Our Manufacturing Facilities

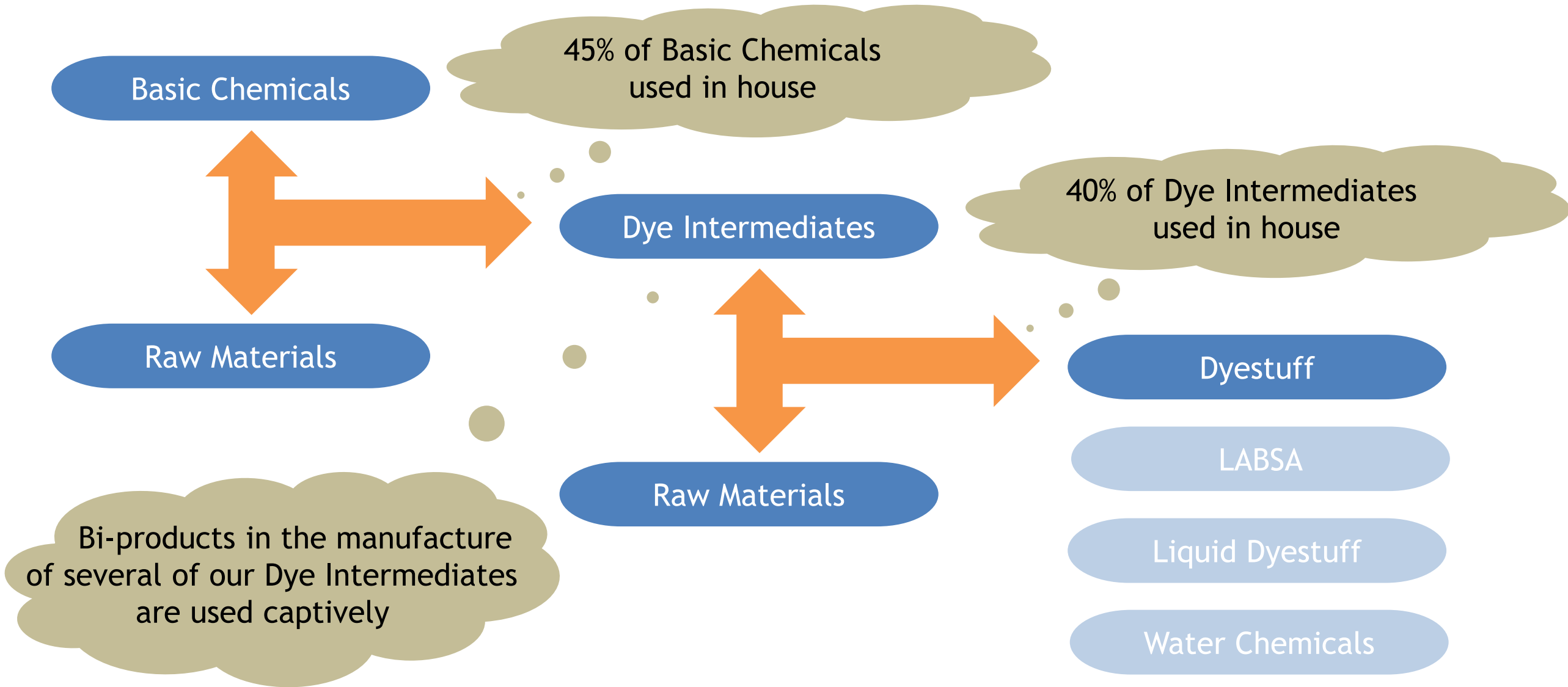
Plant	Location	Basic Chemicals	Dye Intermediates	Dyestuff
Unit I	Ahmedabad	✓	✓	✓
Unit II	Ahmedabad	✓	✓	
Unit III	Ahmedabad		✓	
Unit IV	Ahmedabad			✓
Unit VII	Vadodara	✓	✓	✓
Unit VIII	Vadodara		✓	

Notes:

1. Unit V has been sold and Unit VI has been closed
2. 70% of total company production is at Unit VII which is one of the most integrated BC-DI-DS plants in India; DS capacity at this plant to be expanded by 8,000 MTPA in the first phase

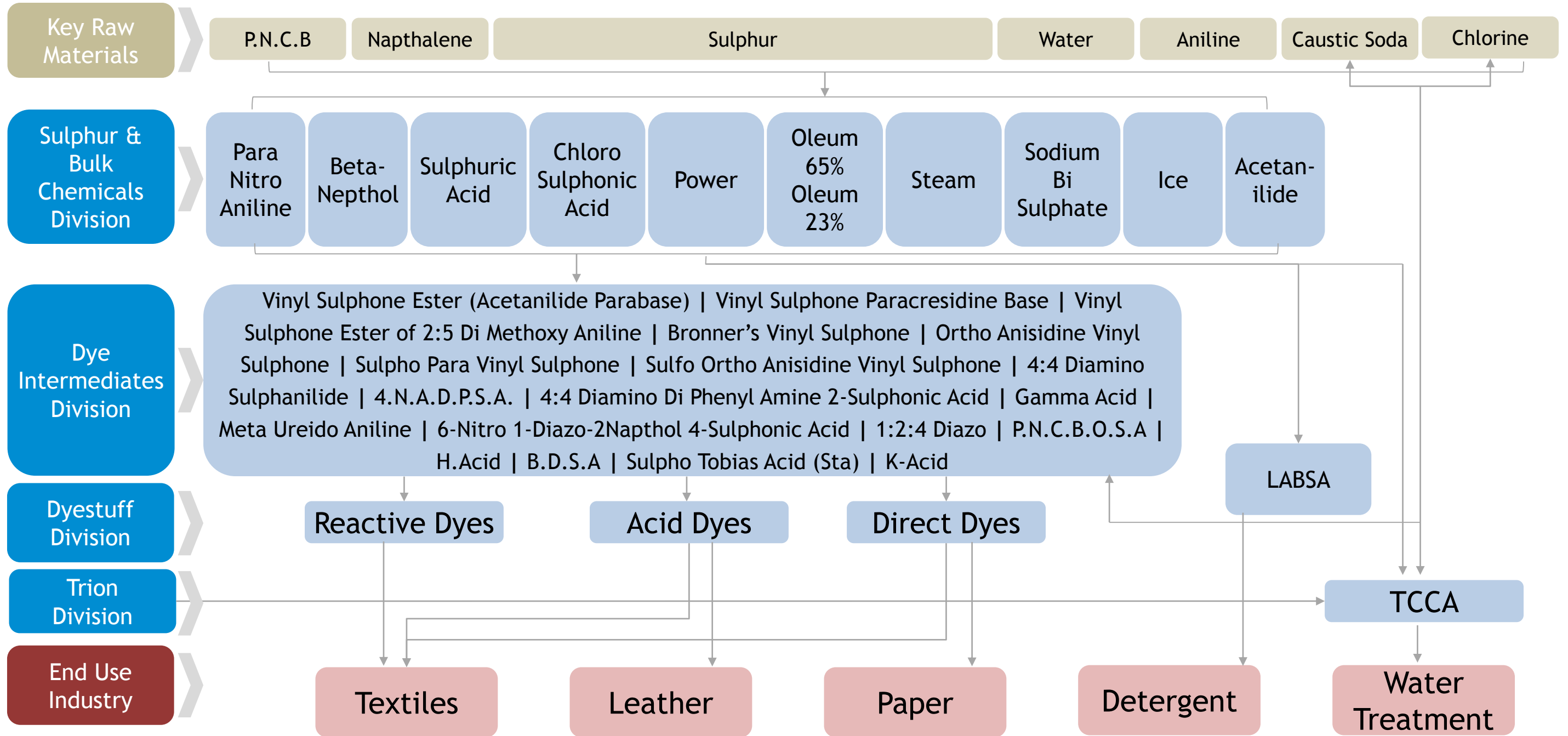
World class Dye Intermediates and Dyestuff manufacturing facilities

# What's Unique About Our Business



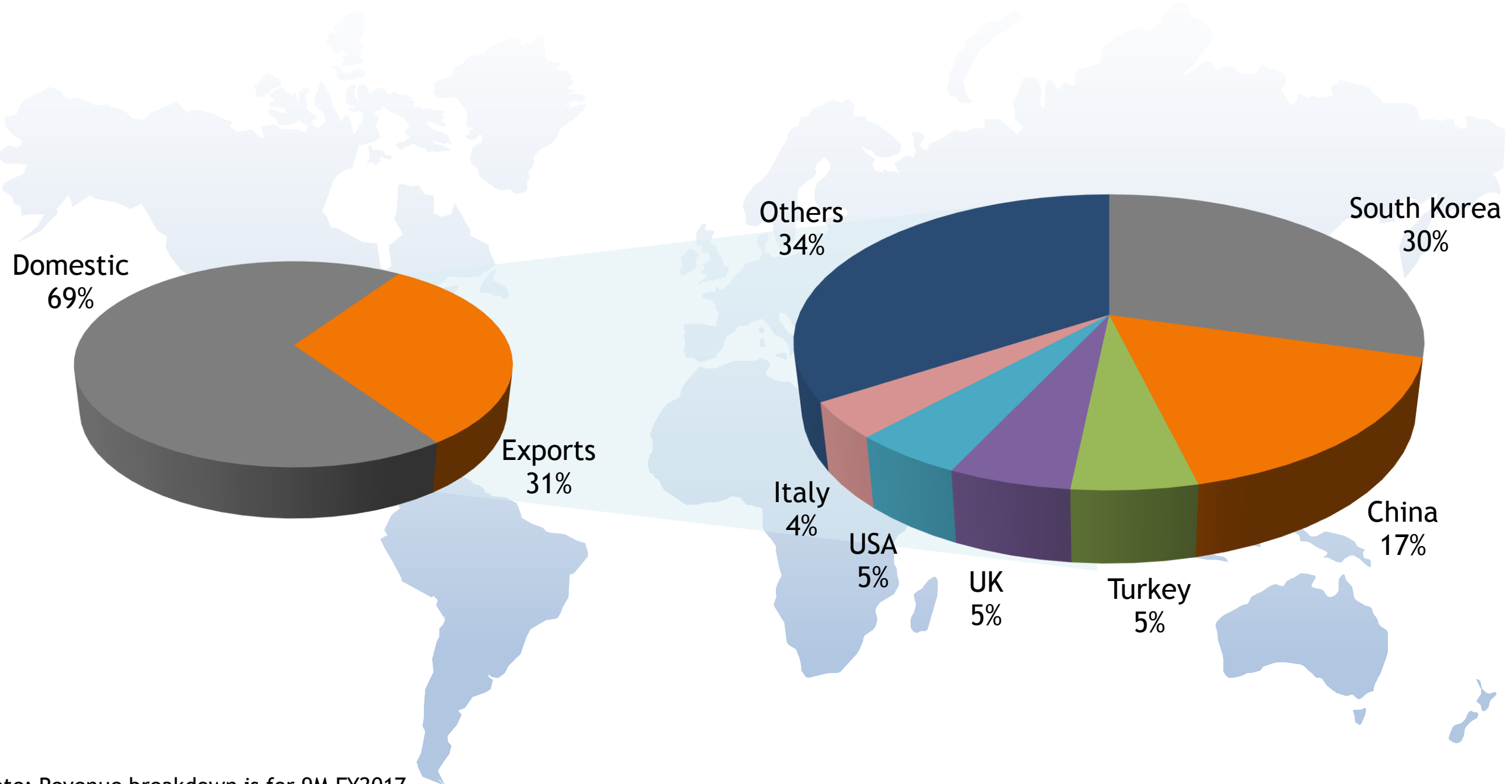
The level of integration is what sets us apart

# Activity Flow Chart



Raw materials  
 Products manufactured by Bodal Chemicals  
 End use industries

# Where Our Sales Come From



Note: Revenue breakdown is for 9M FY2017

We export to around 375 customers from over 45 countries

# Long Established Customer Relationships

## Top Domestic Customers

## Top International Customers



Bansal Alkalies



Maruti Dye Chem



OHYOUNG



Unidye S.A.



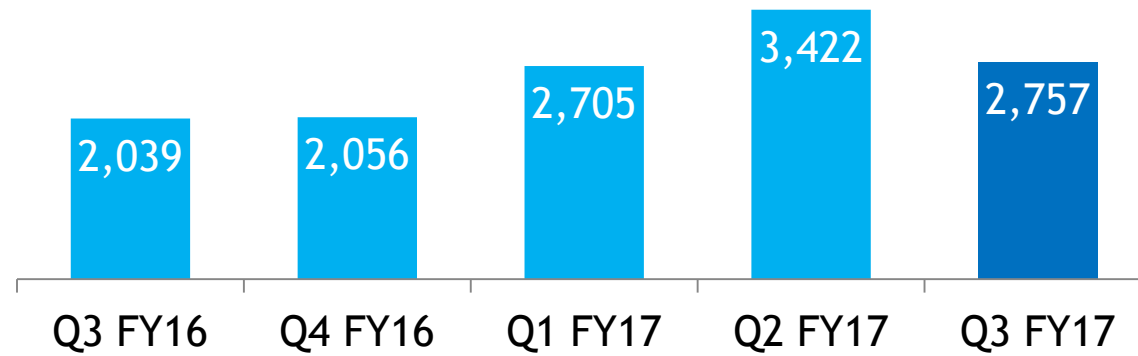
Hubei Color Root  
Technology Company



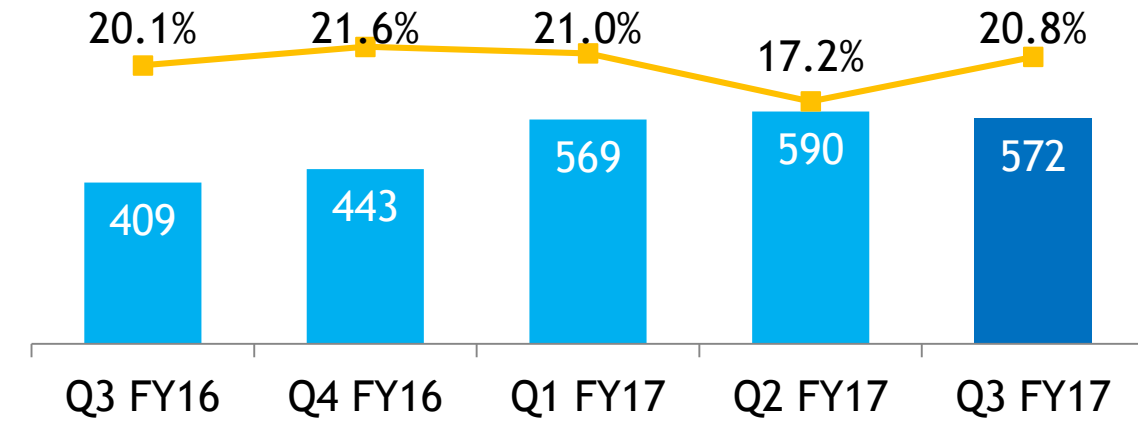
Relationships that have only strengthened over the years

# From Strength to Strength

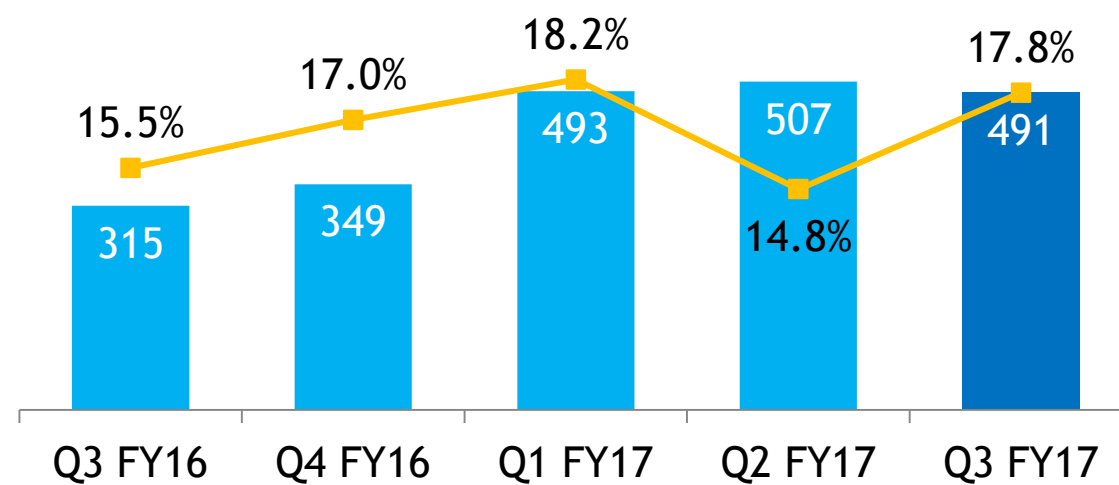
## Revenue



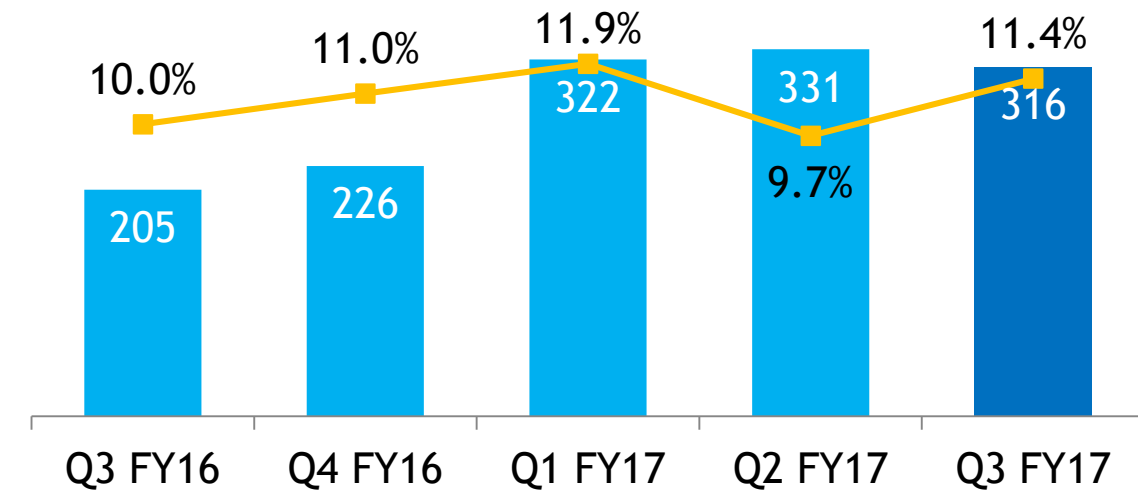
## EBITDA and Margin %



## Profit Before Tax and Margin %



## Profit After Tax and Margin %



Note: Figures in Rs. million

A strong underlying business underpins our financial performance



## Leverage Analysis

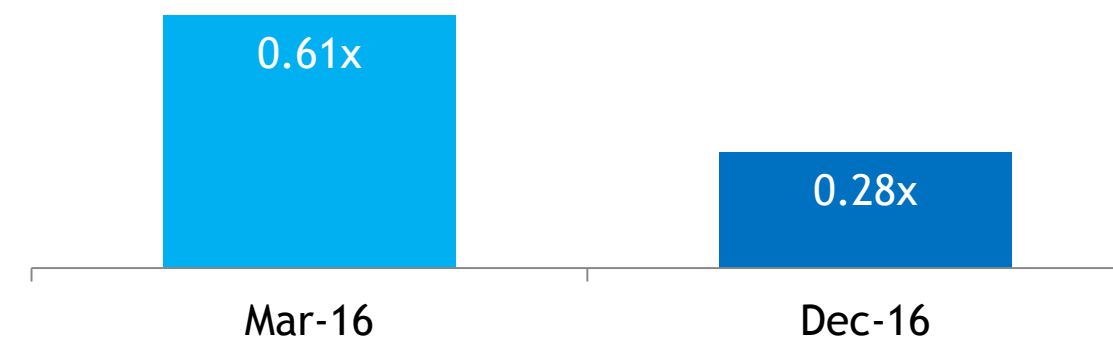
Particulars (Rs. million)	31-Dec-16	31-Mar-16
Short Term Borrowings	1,133	1,422
Long Term Borrowings	7	7
<b>Total Debt</b>	<b>1,140</b>	<b>1,429</b>
Less: Cash & Cash Equivalents*	234	5
<b>Net Debt / (Net Cash)</b>	<b>906</b>	<b>1,424</b>
<b>Net Worth</b>	<b>3,269</b>	<b>2,346</b>

\* Cash & cash equivalent includes investment in liquid fund of Rs. 220 million

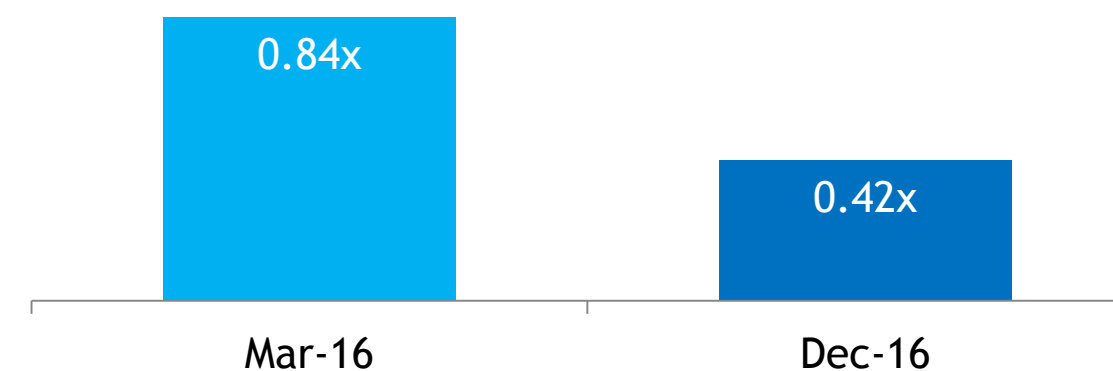
## Credit Ratings

Bank Facility	Credit Rating
Long Term Bank Facilities	CARE A
Short Term Bank Facilities	CARE A1

## Net Debt / Equity (x)



## Net Debt / LTM EBITDA (x)

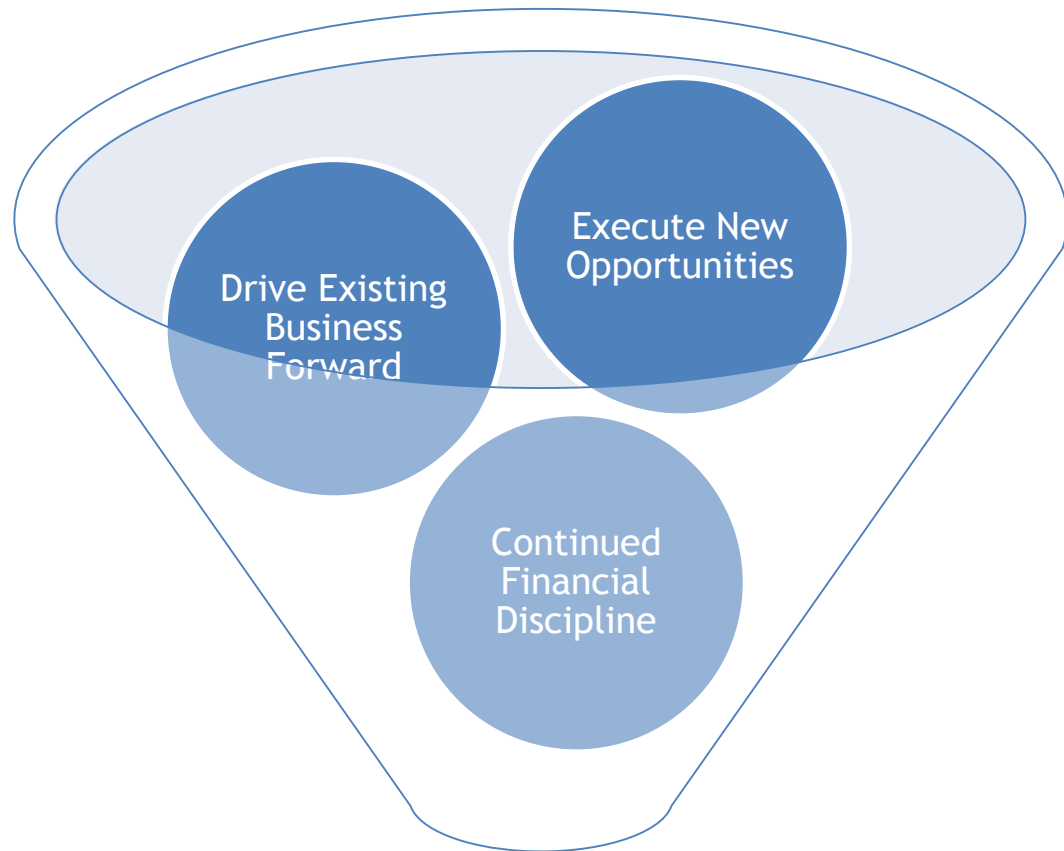


Sound financial health complements a strong business model

# The New Growth Engine

	Capacity Expansion of Dyestuff	Trion Chemicals	Production of LABSA	Production of Liquid Dyestuff
<b>Details</b>	<ul style="list-style-type: none"> <li>Capacity to be expanded by 8,000 MTPA</li> <li>Capex required of Rs. 28 Cr to be funded out of internal accruals</li> <li>Total capacity expansion of 24,000 MTPA over 3-4 yrs</li> <li>Expansion to be carried out at Unit VII in Vadodara</li> </ul>	<ul style="list-style-type: none"> <li>42% owned associate company</li> <li>To produce a compound which is a disinfectant, algicide and bactericide</li> <li>Machinery installed and capex incurred</li> <li>Production started in H2 FY2017</li> </ul>	<ul style="list-style-type: none"> <li>Started new plant near Plant VII for production of Linear Alkyl Benzene Sulphonic Acid (LABSA)</li> <li>Production started in Q1 FY2017</li> <li>Plan to double capacity at the cost of ~Rs. 5 Cr</li> </ul>	<ul style="list-style-type: none"> <li>Very few players currently producing Liquid Dyestuff</li> <li>All capex incurred</li> <li>Look forward to increasing production in the near term</li> </ul>
<b>Capacity</b>	25,000 MT (including additional DS capacity from Phase I)	12,000 MT	18,000 MT	10,800 MT
<b>End Market</b>	Textile, Leather and Paper industry	Swimming pools and water treatment; also used as a bleaching agent in the textile industry	Detergents, cake and dish wash cleaners	Paper industry

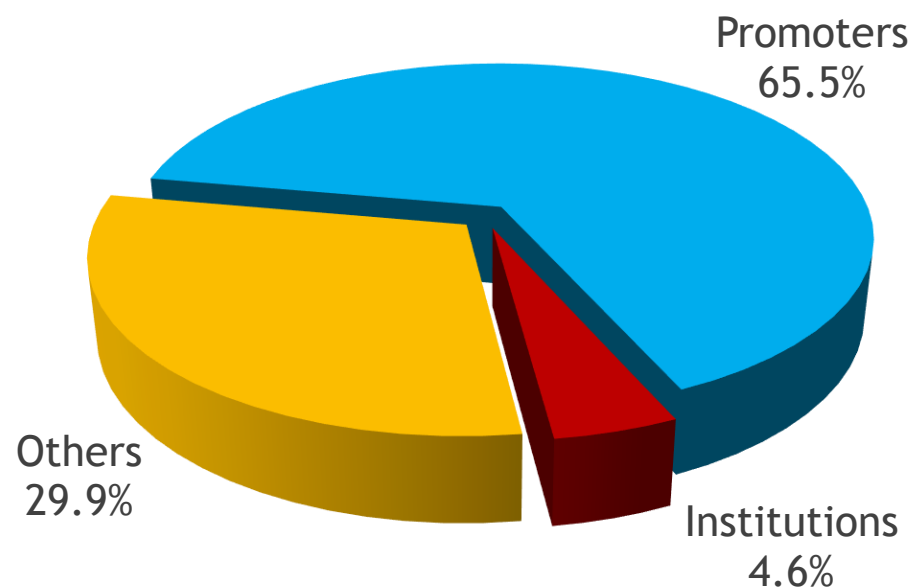
The new opportunities are poised to take us onto a new growth trajectory



**A Plan to Excel**

	Commentary
<b>Drive Existing Business Forward</b>	<ul style="list-style-type: none"> <li>• Grow the share of Dyestuff in the total production</li> <li>• Continue to provide impeccable quality</li> <li>• Strengthen existing customer relationships</li> <li>• Enter new markets</li> <li>• Secure new customers</li> </ul>
<b>Execute New Opportunities</b>	<ul style="list-style-type: none"> <li>• New growth opportunities provide additional revenue visibility</li> <li>• First mover advantage provides for a strong moat</li> <li>• Higher margin businesses to enhance profitability</li> </ul>
<b>Continued Financial Discipline</b>	<ul style="list-style-type: none"> <li>• Continue to maintain financial health of the company</li> <li>• Maintain debt/equity ratio at or below current levels</li> </ul>

A highly strategic plan approved by the board



## Market Data

Market Cap. (Rs. mn) (13-Feb-17)	14,773.1
Outstanding Shares (mn)	109.1
Bloomberg Ticker	BODL:IN
Reuters Ticker	BODA.NS
BSE Ticker	524370
NSE Ticker	BODALCHEM

Shareholders	Mar-16	Jun-16	Sep-16	Dec-16
Promoter	69.21%	67.35%	65.55%	65.55%
Institutions	0.29%	1.21%	5.30%	4.56%
Others	30.50%	31.44%	29.15%	29.89%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Increasing institutional shareholder base

**Suresh J. Patel**  
*Chairman & Managing Director*

*Founded Bodal Chemicals and continues to inspire the senior management team towards growth and excellence*

**Bhavin S. Patel**  
*Executive Director*

*13 years' association with Bodal Chemicals. Mr. Bhavin S. Patel heads the Dyestuff Division at the Company including production, marketing and new growth areas. He is also leading the Liquid Dyestuff and Trion Chemicals initiatives. He holds a Bachelors degree in Science*

**Ankit S. Patel**  
*Executive Director*

*9 years' association with Bodal Chemicals. Mr. Ankit S. Patel heads the Basic Chemicals Division at the Company including production, marketing and new growth areas. He is also leading the LABSA initiative. He holds a Masters in Business Administration from the U.S.*

**Prasad H. Pujari**  
*Head - Sulphur Products Division*

*8 years' association with Bodal Chemicals and total experience of 28 years. Mr. Prasad H. Pujari heads the Sulphur Products Division and other expansion projects at the Company. He holds a Masters in Chemical Engineering from UDCT, Mumbai*

**Mayur B. Padhya**  
*Chief Financial Officer*

*16 years' association with Bodal Chemicals and total experience of 21 years. Mr. Mayur B. Padhya handles Finance & Corporate Affairs and supervises Accounts, Secretarial, Internal Audit and Exports. He is a Chartered Accountant and a Cost & Management Accountant*

A senior management team committed to growth & excellence

# Core Management Team

**V. K. Shashidharan**  
*Vice President - Technical*

*7 years' association with Bodal Chemicals and total experience of 35 years. Mr. V. K. Shashidharan handles process innovation and efficiency initiatives in production and maintenance at the Company. He holds a B.E. Metallurgy from NIT, Warangal, A.P*

**Bansibhai Patel**  
*President - Production & Technical*

*26 years' association with Bodal Chemicals and total experience of 29 years. Mr. Bansibhai Patel handles Units 1,2,3 and 4. He holds a Masters degree in Science*

**Rakeshbhai R. Patel**  
*President - Production & Technical*

*21 years' association with Bodal Chemicals. Mr. Rakeshbhai R. Patel handles Units 7 and 8. He holds a Bachelors degree in Science*

**N. K. Tiwari**  
*Senior Consultant (Indirect Tax)*

*6 years' association with Bodal Chemicals and total experience of 33 years. Mr. N. K. Tiwari handles Excise, Customs, Service Tax and DGFT at the Company. He holds a Masters in Science and an LL.B. degree*

A senior management team committed to growth & excellence

Mr. Suresh J. Patel  
*Chairman & Managing Director*

Mr. Surendra N. Shah  
*Independent Director*

Mr. Bhavin S. Patel  
*Executive Director*

Mr. Bipin R. Patel  
*Independent Director*

Mr. Ankit S. Patel  
*Executive Director*

Mr. Nalin Kumar  
*Independent Director*

Well diversified board complements strong corporate governance

## 'SHE' Policy

### Safety

- Safety representative per plant
- Fire Hydrant for each plant
- Safety training
  - ✓ Safety induction
  - ✓ Class room training
  - ✓ On the job training
  - ✓ Mock drill

### Health

- In house Occupational Health Center
  - ✓ Full time doctors
  - ✓ Medical representatives
  - ✓ 24 hr company ambulance
- Pre medical checkup
- Annual medical checkup
- Special camps

### Environment

- Air Pollution Management
  - ✓ In-house facilities
  - ✓ Recover & re-use
- Solid Waste Management
  - ✓ Sludge & Gypsum
- Waste Water Management
  - ✓ External Association & Membership
  - ✓ In-house Facilities

Our focus on safety, health and environment is the key to sustainable growth



## In-house Facilities

### Effluent Treatment Plant (ETP)

- Treats low load waste water
- Compliant with GPCB and CPCB norms
- 500,000 Ltrs/day
- Chemical oxidation
- Flocculation
- Clarification
- Bio-degradation by Advent Integrated System (AIS)
- Tertiary Poly system
- Online monitoring system

### Multiple Effect Evaporator Plant (MEEP)

- Treats high load waste water
- Also recovers salts, which are captively used / sold
- Investment of Rs. 35 Crores
- 500,000 Ltrs/day capacity
- Benefits:
  - ✓ Needs low steam and power
  - ✓ Re-use of condensed water
  - ✓ Totally integrated Zero Discharge System

### Effluent Spray Dryer Plant (ESDP)

- When used along with MEEP, ESDP is able to keep high load treatment cost to the minimum
- Spray Dryer (3): 100,000 Ltrs/day capacity
- Incineration (3): 125,000 Ltrs/day capacity

Our focus on safety, health and environment is the key to sustainable growth

Global Leadership Position



Competitive Advantages



Financial Discipline



Strong Growth Engine

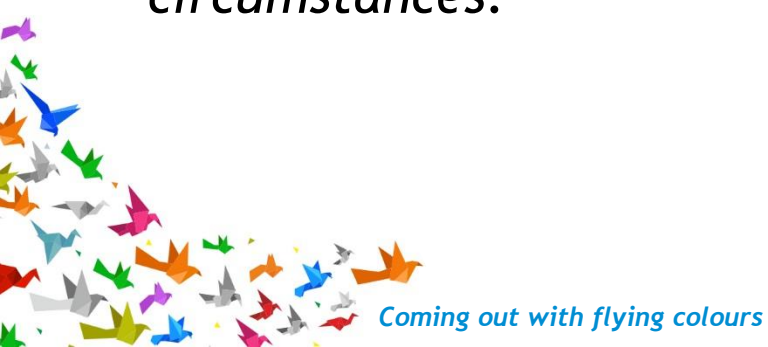


Formula for Success

- 6% market share globally (Dye Intermediates)
- 25% market share in India (Dye Intermediates)
- Produces the largest variety of Dye Intermediates
  
- Most integrated Dyestuff player in India
- Captive power plant and steam generation
- Reduced logistics cost and protection from raw material price volatility from in house sourcing of inputs
- Export to over 45 countries
  
- Debt to Equity of 0.3x & Net Debt/LTM EBITDA of 0.4x
  
- High margin products such as Speciality Chemicals and Liquid Dyestuff expected to diversify revenue streams

Poised to enter a new growth trajectory

*This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Bodal Chemicals’ future business developments and economic performance. While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Bodal Chemicals undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.*





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COLOURS. INTEGRATION. INNOVATION.

CIN : L24110GJ1986PLC009003

**Bodal Chemicals Ltd.**

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