

# ADOR WELDING LIMITED



REGD. & CORPORATE OFFICE  
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Mumbai - 400 001-16 India. G.P.O. Box No. 1546  
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Website : www.adorwelding.com  
Corporate Identity No: L70100MH1951PLC008647

AWL/SEC/SE/2017-18

05<sup>th</sup> June, 2017

**BSE LTD.**

Phiroze Jeejeebhoy Towers,  
01<sup>st</sup> Floor, Dalal Street,  
Fort,  
Mumbai - 400 023.

**NATIONAL STOCK EXCHANGE OF INDIA LTD.**

Exchange Plaza, C - 1, Block G,  
Bandra-Kurla Complex,  
Bandra (E),  
Mumbai - 400 051.

**Company Scrip Code: 517041**

**Company Scrip Code: ADORWELD**

Dear Sirs,

**Sub: Presentation made to the Analyst / Institutional Investors Meet**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and further to our letter dated 02<sup>nd</sup> June, 2017 about our participation in the Annual Investor Conference (Trinity India —2017) on Monday, 05<sup>th</sup> June 2017, we enclose herewith the Presentation made at the said Conference. The same is also being placed on the website of the Company i.e www.adorwelding.com

Kindly take the same on record and acknowledge receipt.

Yours Sincerely,  
For **ADOR WELDING LIMITED**

A handwritten signature in blue ink, appearing to read "V. M. Bhide", written over a horizontal line.

V. M. BHIDE  
**COMPANY SECRETARY**



Encl. as above



WELDERS TO THE NATION SINCE 1951  
**ADOR WELDING LIMITED**  
 (Formerly Advani-Oerlikon Ltd.)  
 www.adorwelding.com



## Investor Presentation

5<sup>th</sup> June 2017

Welders To The Nation Since 1951



Years of strong presence in welding industry.

300 +

Distributors in India

70 +

Reach across 70 plus countries

R&D division completed 7+

Years of registration with department of scientific & industrial research (DSIR), Govt. Of India



Exporting



26+ years of existence in Project Engineering Business



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# Ador Group

## The **ador** Group



**J. B. ADVANI & COMPANY  
 PRIVATE LIMITED**



**ADOR MULTIPRODUCTS  
 LIMITED**  
 Personal care products



**ADOR WELDING  
 LIMITED**

Welding products & services,  
 automation solutions; & project  
 engineering



**ADOR WELDING ACADEMY  
 PRIVATE LIMITED**



**ADOR FONTECH  
 LIMITED**

Reclamation, fusion, surfacing  
 & spraying solutions



**ADOR POWERTRON  
 LIMITED**

Digital and power  
 electronics



**ADOR GREEN ENERGY PRIVATE  
 LIMITED**

New and renewable energy



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**ADOR WELDING LIMITED**  
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## Ador Welding Limited

**1951:** Year of Incorporation

**1951:** First Electrode plant at Bhandup, Mumbai commenced production

**1962:** New Electrode plant at Raipur, Chhattisgarh (erstwhile Madhya Pradesh) commenced production

**1963:** Welding Equipment plant at Chinchwad, Pune commenced production

**1967:** Started exporting products to Middle East, African and South East Asian Countries.

**1967:** New Electrode plant commenced production at Chennai

**1986:** Company went Public

**1989:** Project Engineering Business established

**2003:** Silvassa plant commenced production

**2003:** Advani – Oerlikon name changed to Ador Welding Limited.



WELDERS TO THE NATION SINCE 1951  
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## Ador Welding Limited

From Advani - Oerlikon to Ador Welding



**1951 - 2003**



'Advani - Oerlikon Limited' renamed as 'ADOR WELDING LIMITED' in 2003

**2006:** Overseas office commenced business at Sharjah

**2010:** In-house R & D units (TDC for equipment and consumables) registered with the Department of Scientific and Industrial Research (DSIR)

**2012:** Hived off Ador Welding Academy Pvt. Ltd., an institute of significance to promote welding as an exciting professional career and a pride of nation building contribution, for the youth.

**2015:** CE approval for select products.



## Ador Welding Limited

...a young Company with over six decades of experience

...a solution provider, from development to delivery

...India's largest Company in this business

...acclaimed research in welding

...globally accepted products & services

...a part of India's infrastructural transformation

...a revered brand as regards quality reliability, response & delivery



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## Ador Welding Limited

Customers

Suppliers

Employees

Investors

A Solid Foundation



## Ador Welding Limited

### Guiding Philosophies



### Empowered Customers

- Product Quality
- Fair Price
- Quick Response
- Adding Value
- Increasing Customers' Competitiveness





## Ador Welding Limited

### Guiding Philosophies



### Respected Suppliers

- Reliable Business Partnership
- A Continued Relationship
- Upgrading Capabilities for Mutual Benefit
- Timely Payments
- Fair Price



## Ador Welding Limited

### Guiding Philosophies



### Well Cared Employees

- Safe Working Environment
- Fair Compensation
- Skill Development
- Growth Opportunities
- Performance Recognition
- Respected Employer in this Industry



## Ador Welding Limited

### Guiding Philosophies



### Rewarded Investors

- Favorable Return on Investment
- Demonstrating Consistent Growth in Top-line & Bottom-line
- Maintaining Strong BS & CF
- Effective Financial Management



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## Lines of Business



Welding Electrodes, Wires & Fluxes



Welding & Cutting Equipment



Gas Cutting, PPE & Accesories



CNC Machines



*You see a welder. We see a nation builder.*

Ador Welding Academy Pvt. Ltd



Project Engineering Solution



Welding Automation



## Our Products

### Welding Consumables



Approved Products  
 AUTOMIG 70S-6.  
 AUTOMELT EM 12 K  
 AUTOMELT B 22 Plus



Stick Electrodes



Customized Consumables

### Welding & Cutting Equipment



Approved Products  
 CHAMP T 400  
 CHAMP MULTI 400  
 THRYROLUXE 401



Shielded Metal  
 Arc Welding  
 (SMAW)

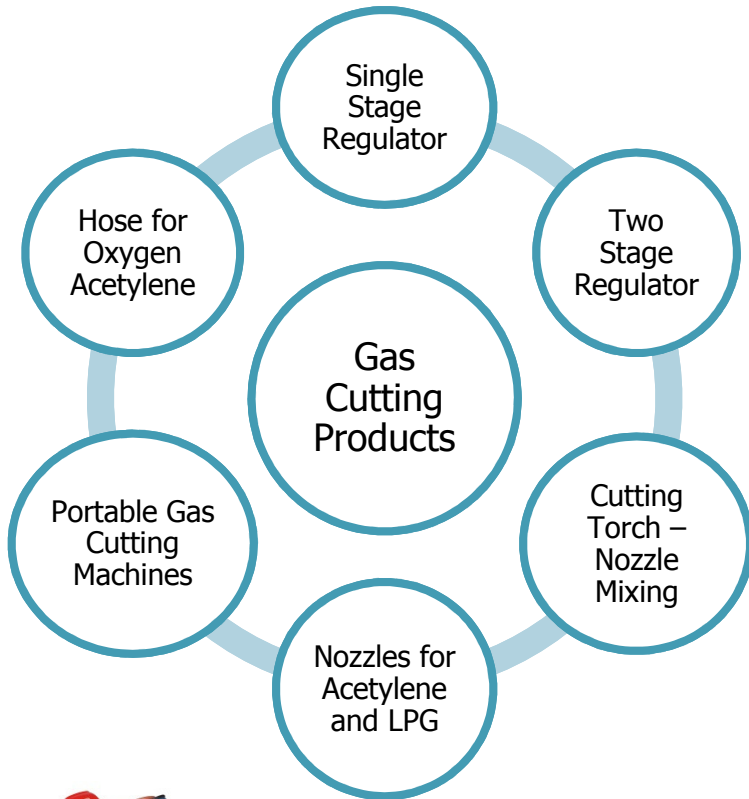


Gas-shielded Metal  
 Arc Welding /  
 Flux Cored Arc Welding  
 (GMAW / FCAW)

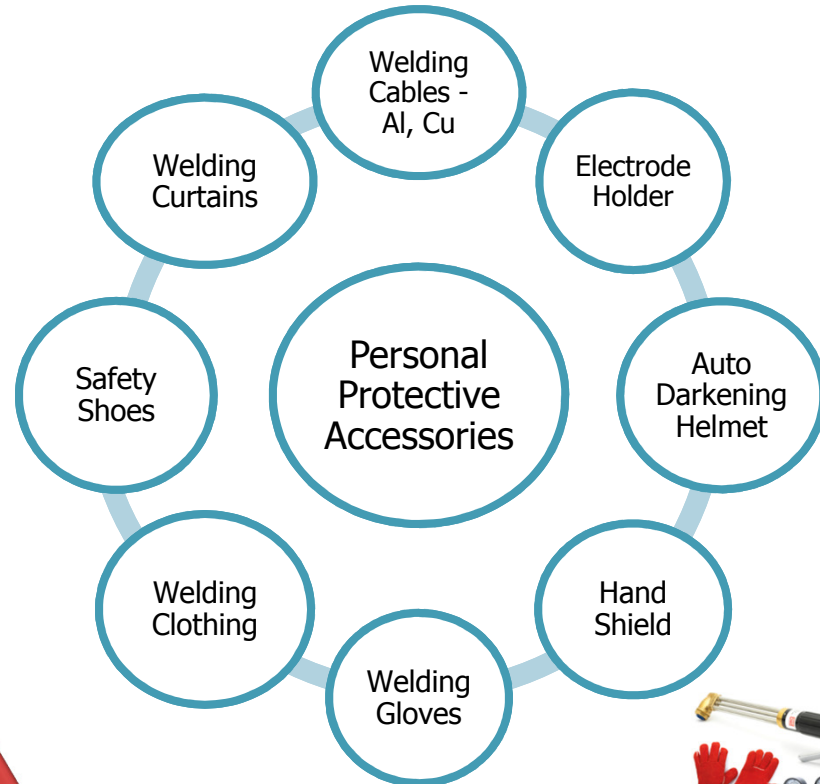


# Our Products

## Gas Cutting Products



## Personal Protective Accessories



Providing safety for customers & its employees



## Our Products

### WAPS: Welding Automation Products and Systems

- State-of-art Customized Welding Solutions since 1970. Full fledged technology and demonstration center at Pune
- Plasma Mig Technology for high end solutions.
- Integrated operations to design and implement state-of the - art systems
- Typical industries include nuclear, wind-turbine, boiler, ship building, off-shore etc.





## Our Products

### PEB: Project Engineering Business

- Provides Engineering, Process Design and Project Management services since 1980 to Indian and Overseas Customers
- State-of-art fabrication facility in Pune with “R” & “U” stamp certification.
- Product range includes Flare Systems & Components, Process Equipment, Industrial Application, LSTK Turnkey Projects etc.
- Facility audited & approved by Linde Global, NPCIL, ABB Global, Reliance etc.

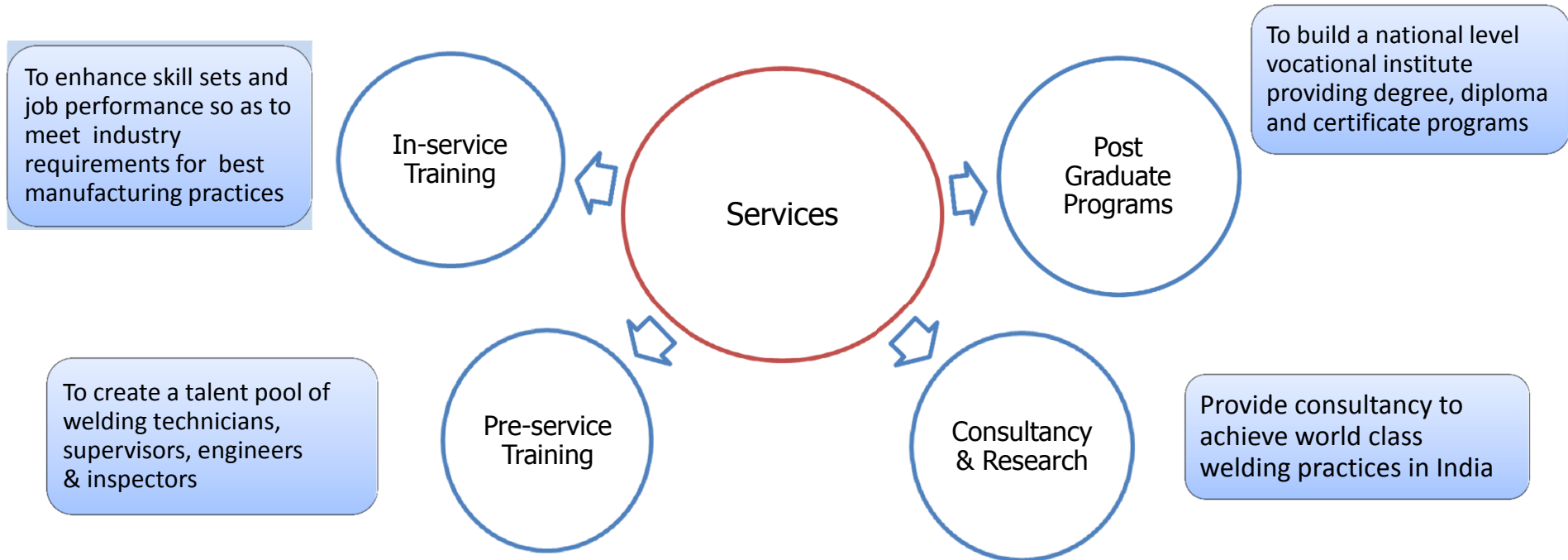






## Our Subsidiary

### Ador Welding Academy



- A 100% subsidiary of ADOR WELDING LIMITED
- Inspires & instills highest standards of welding skills & practices
- Cross-section of professionals include students of technical institutes and fabrication shop employees consisting of welders, supervisors, engineers & managers



## AWL Infrastructure and Capacities

### Our Infrastructure

- Manufacturing sites located across the country
- Best in class Plant & Machineries and latest technologies / processes to manufacture quality products.
- In-house R&D i.e. Technology Development Centers (TDC), develops new products which are latest in technology and design
  - For Equipment, in Pune (DISR Registered)
  - For Consumables, in Pune (DISR Registered)

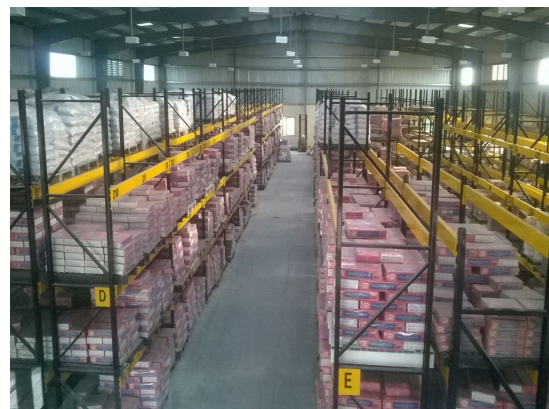




## AWL Infrastructure and Capacities

### Plants for Consumables

- Strategically located manufacturing plants.
- One of the largest production capacities in India
- Manufacturer of most of the consumables required for all types of welding processes.
- Annual capacity of 71,640 MT. of consumables.





## AWL Infrastructure and Capacities

### Silvassa Plant

- Certifications:
  - ISO 9001
  - ISO 14001
  - OHSAS 180001
  - CE Marking
- Product and Plant approvals by reputed Engg consultants and leading international inspection agencies:
  - ABS
  - DNV
  - LRS
  - BV
  - GL





## AWL Infrastructure and Capacities

### Raipur Plant

- Certifications:
  - ISO 9001
  - ISO 14001
  - OHSAS 180001
- Product and Plant approvals by reputed Engg consultants and leading international inspection agencies:
  - ABS
  - DNV
  - LRS
  - BV
  - GL





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## AWL Infrastructure and Capacities

### Welding & Cutting Equipment Plant

- Located at Chinchwad, Pune
- Approved by reputed engineering consultants & certified by international inspection agencies
- Certified to ISO 9001:2008/ ISO 14001:2004/ OHSAS 18001:2007
- "U", "R" and "NB" Certificates and Stamps from "ASME", "National Board of Boilers & Inspectors" of USA
- The first company in the Welding Fraternity to have a "Clean Room" in India





## AWL Infrastructure and Capacities

**The first company in the Welding Fraternity to have a "Clean Room" in India.**

- Pollutant free environment.
- Controlled temperature, Positive pressure, Controlled humidity
- Antistatic Flooring
- Automated Conveyor

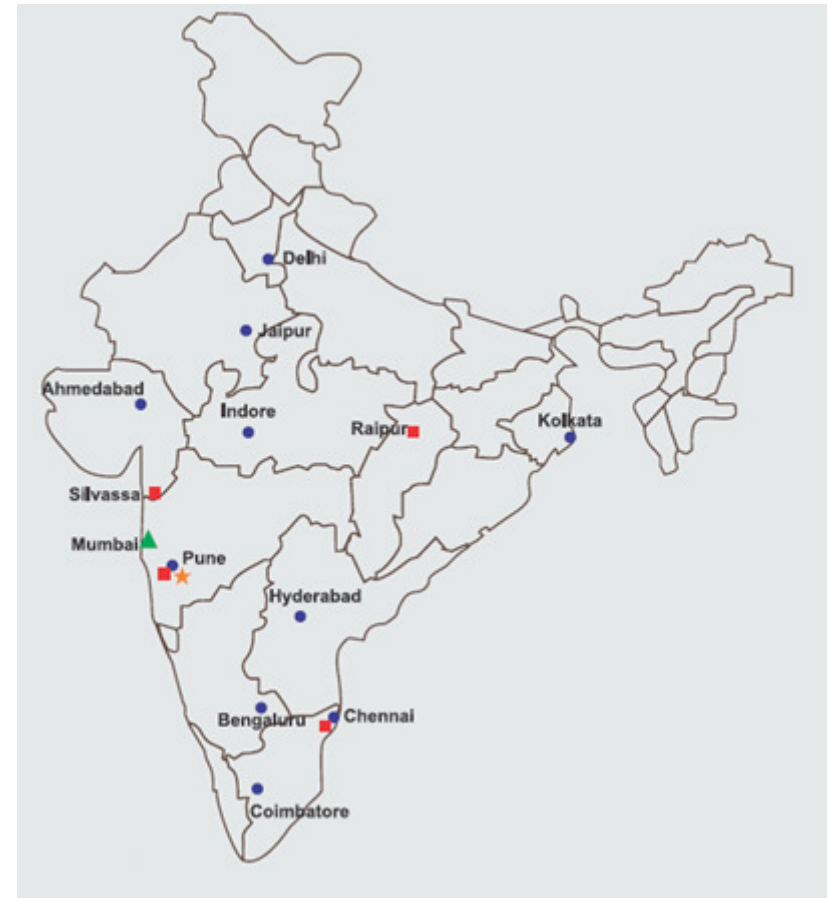




## Our Presence

### Pan India Setup

- 11 sales offices for efficient customer service
- Strategically located Manufacturing Plants.
- A motivated team of over 120 field sales & service professionals to offer complete welding solution
- Over 300 distributors and over 300 retailers

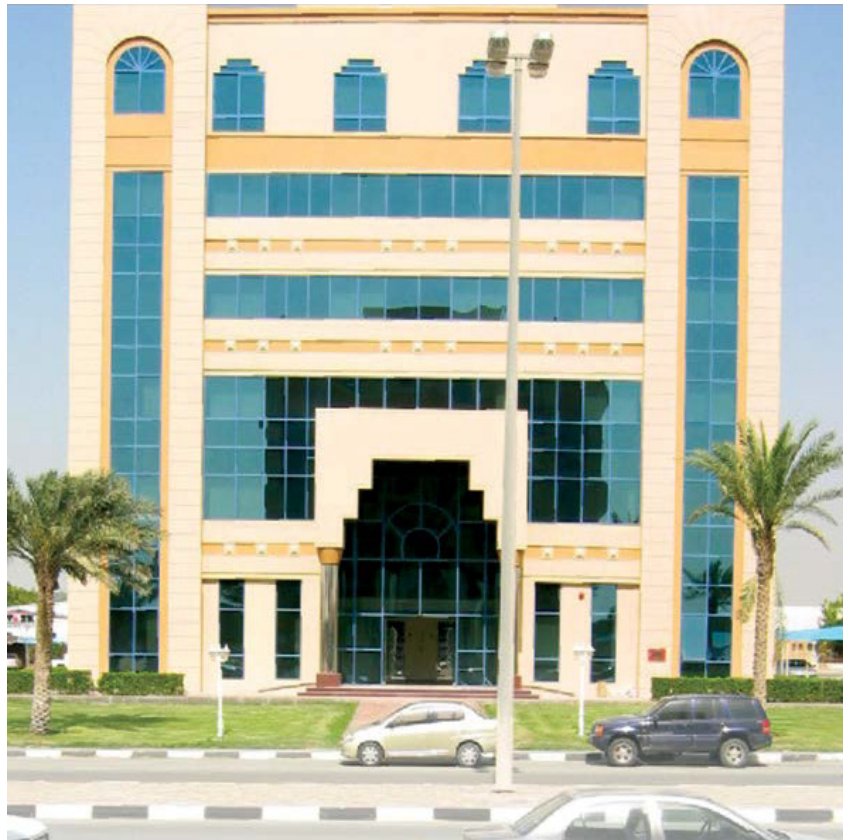






## Our Presence

### International Spread



- International Business Division (IBD) located in Sharjah (UAE) handling business in over 70 countries
- Over 24 distributors across the globe



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## Our Presence





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## Industries We Serve

Industries	Automotive	Defence	Fertilizer Plants	Hydro Electric	Infra	Mining	Nuclear
Railways	Refineries	Pipeline	Ship Building	Steel Plants	Thermal Power	Wind Power	Global Landmarks



Excellence



Commitment



Innovation



Technology



Trust



Passion



Power





## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

### Our Footprints – Automotive Plants

- Tata Motors
- Hindustan Motors
- Maruti Suzuki
- Ashok Leyland
- Force Motors
- Yamaha
- Bajaj
- Mahindra & Mahindra
- International Auto
- Wheels India
- Provides automation solutions & consumables for automobile companies and its ancillaries
- JCB
- Hyundai
- Honda Motors
- Hero Motors
- TVS Suzuki
- Piaggio
- Scooters India
- Eicher Motors
- TATA Marcopolo
- LML Auto
- Toyota
- Renault
- Enfield
- CASE New Holland



Railways

Refineries

Pipeline

Ship Building

Steel Plants

Thermal Power

Wind Power

Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

## Our Footprints – Defence

- Army Base Workshop (512, 505, EBW, Dumdum, Siligudi)
- Ordnance Factories
- ARDE
- RNDE
- Shipyards (Goa, Cochin, L&T, Hindustan, Pipavav, etc)
- Walchandnagar Industries
- HWF, Avadi

Railways

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Pipeline

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Wind Power

Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

## Our Footprints – Fertilizer Plants

- RCF
- Hindustan Fertilizers
- Nagarjuna Fertilizers
- Fertilizer Corporation of India
- Paradeep Phosphate
- IFFCO
- GSFC
- Developed special electrodes for welding of stainless steel shells that have low or zero ferrite



Railways

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Wind Power

Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

## Our Footprints – Hydroelectric Power

- Bhakra Nangal
- Hirakud
- Nagarjuna Sagar
- Koyna
- NHPC (Dadri, Jammu, Guwahati), others.
- Special electrodes for welding of the Penstock which is under high pressure from the water flow

Railways

Refineries

Pipeline

Ship Building

Steel Plants

Thermal Power

Wind Power

Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

## Our Footprints – Infrastructure

- Metros
  - Delhi
  - Kolkata
  - Bangalore
  - Chennai
  - Mumbai
- Airport
  - Delhi T3
  - Bangalore
- Bandra - Worli Sea Link
- Supplied to major infra companies such as Shapoorji Pallonji, Indiabulls, PES Engineering, L&T, etc.
- Supplied welding automation products and consumables for the development of the infrastructure

Railways

Refineries

Pipeline

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Global Landmarks





## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

### Our Footprints – Mining

- Coal India
- Nalco
- Bharat Gold Mines
- Indian Rare Earths
- Vedanta
- Sesa Goa
- Chowgule Mining
- Salgaonkar Mining
- Instrumental in setting up the structure and process operation for mines



Railways

Refineries

Pipeline

Ship Building

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Wind Power

Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

## Our Footprints – Nuclear Plants

- BARC
- Kalpakkam
- Narora
- Kaiga
- Welding solutions for welding high-alloy austenitic materials, high-temperature materials and capillary tubes



Railways

Refineries

Pipeline

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Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

## Our Footprints – Railways

- Northern Railway Workshop, Lucknow
- RCF, Kapurthala
- Railway Workshop, Trichy
- Rail Coach Factory, Raibareilly
- DLW, Varanasi
- Modern Industries, Ghaziabad
- Cimmco Limited, Bharatpur
- Titagarh Wagon, Kolkata
- Rail Tracks
- Provide technology and consumables for maintenance of worn out rail track points and crosses, thus improving the productivity and profitability of railways



Railways

Refineries

Pipeline

Ship Building

Steel Plants

Thermal Power

Wind Power

Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

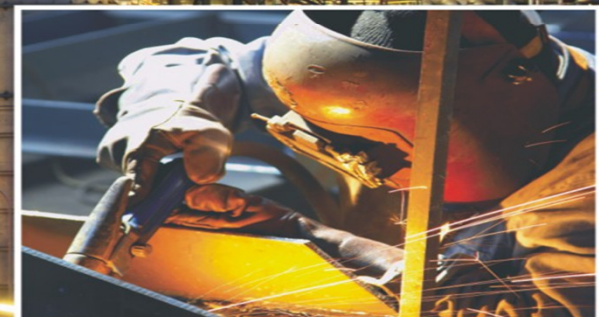
Infra

Mining

Nuclear

## Our Footprints – Refineries, Oil and Gas, Pipelines

- ONGC, BPCL, GAIL, HPCL
- Reliance
- KOC, KNPC, PDO, QP, SUDAPET, ADMA, ARAMCO, Petrofac, SAIPEM projects etc.
- Developed special welding applications & consumables for welding of special non corrosive, temperature and pressure resistant steel for rigs. Provide services for the maintenance of drills
- Developed Activated Tig Flux for critical Tig applications.



Railways

Refineries

Pipeline

Ship Building

Steel Plants

Thermal Power

Wind Power

Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

### Our Footprints – Ship Building

- Shipyards
  - Hindustan
  - Cochin
  - Pipavav
  - Goa
  - Garden Reach
  - L & T Shipbuilding
- Developed non-distortive lengths of weldments for ship fabrication, developed special electrodes / flux cored arc welding



Railways

Refineries

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Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

### Our Footprints – Steel Plants

- Bhilai
- Salem
- Durgapur
- Bokaro
- Jajpur
- Hospet
- Vizag
- Provides technical know how and consumables for the erection of the plant.  
Electroslag, electrogas welding introduced to the steel sector



Railways

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Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

### Our Footprints – Thermal Power

- BHEL
- NTPC
- NEYVELI LIGNITE
- Jindal Power
- Adani Power
- Reliance Power
- Instrumental in plant erection, introduction of Rutilite based electrodes and orbital welders for easy welding



Railways

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Global Landmarks



## Industries We Serve

Industries

Automotive

Defence

Fertilizer Plants

Hydro Electric

Infra

Mining

Nuclear

## Our Footprints – Wind Power

- Suzlon
- NEPC
- Wescare
- Developed special high productivity welding process for welding of composite metal and fabrication of windmills & blades

Railways

Refineries

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Global Landmarks





## Global Landmarks

Industries

Automotive

Defence

Fertilizer Plants

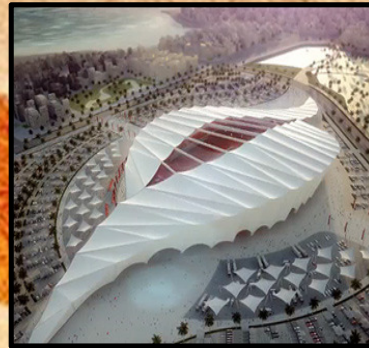
Hydro Electric

Infra

Mining

Nuclear

Kingdom Trade Center



Qatar Stadium



PETRONAS Twin  
Tower- Sky Bridge



Rotating Tower, Burj, Dubai Mall



Railways

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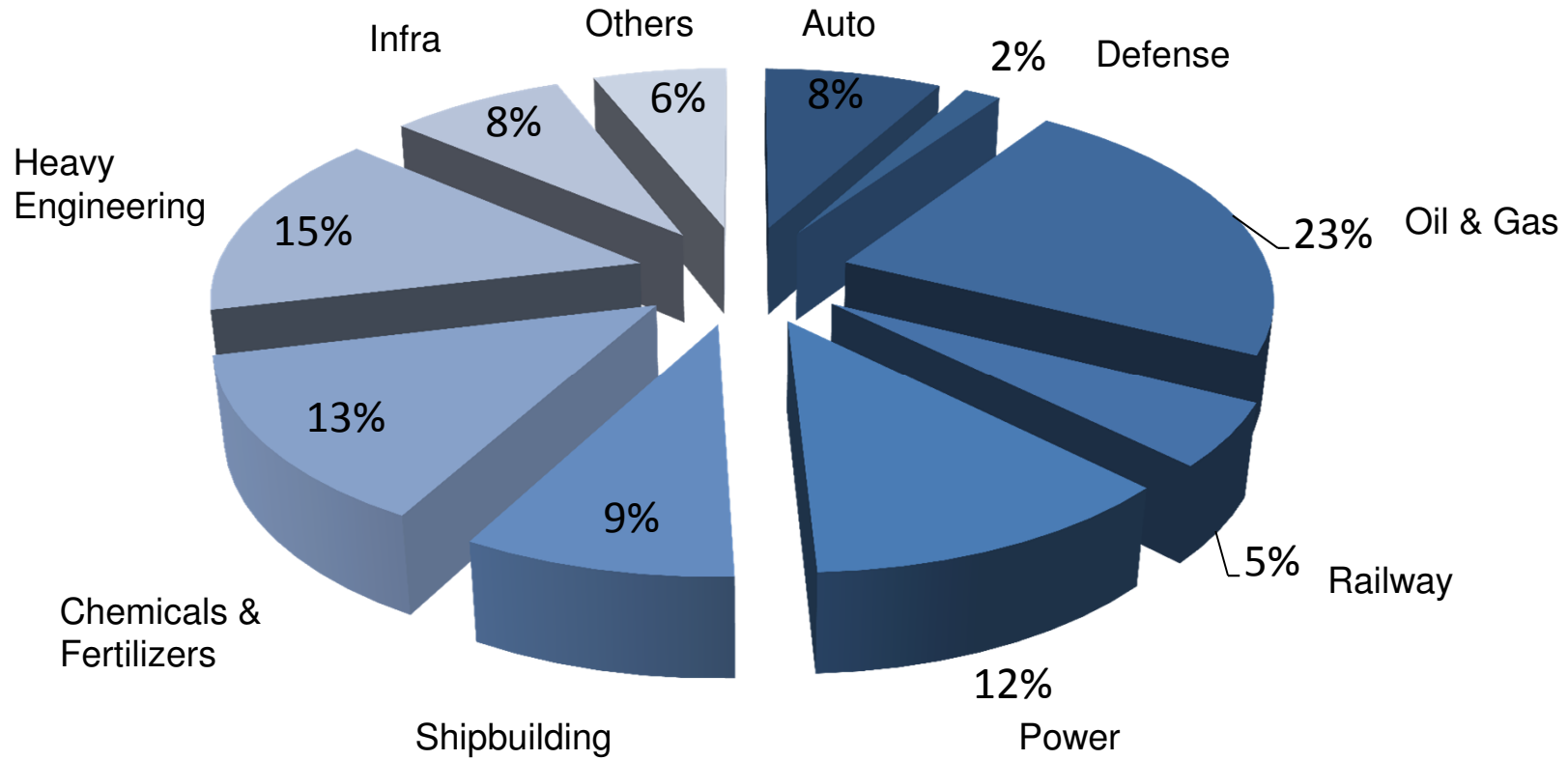
Thermal Power

Wind Power

Global Landmarks



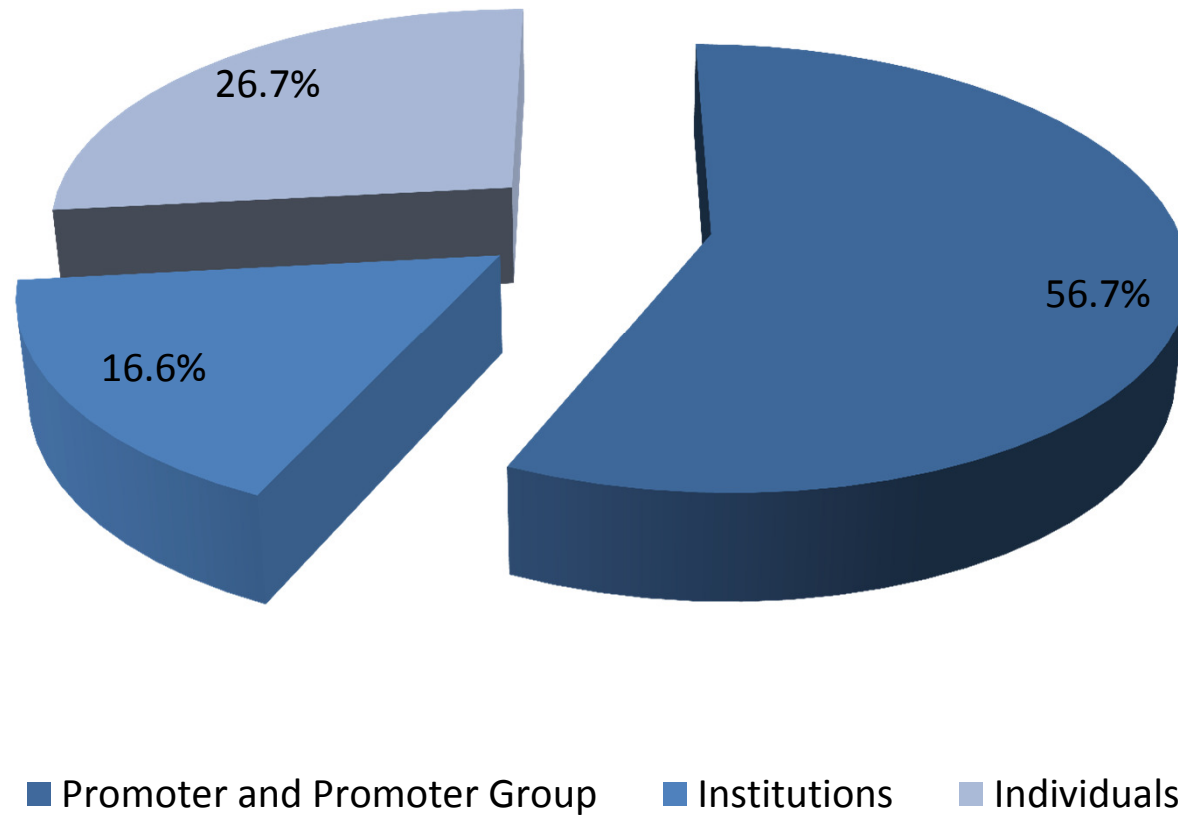
## Estimated Sales to Sectors



*Indicative of last 2 years sales pattern*



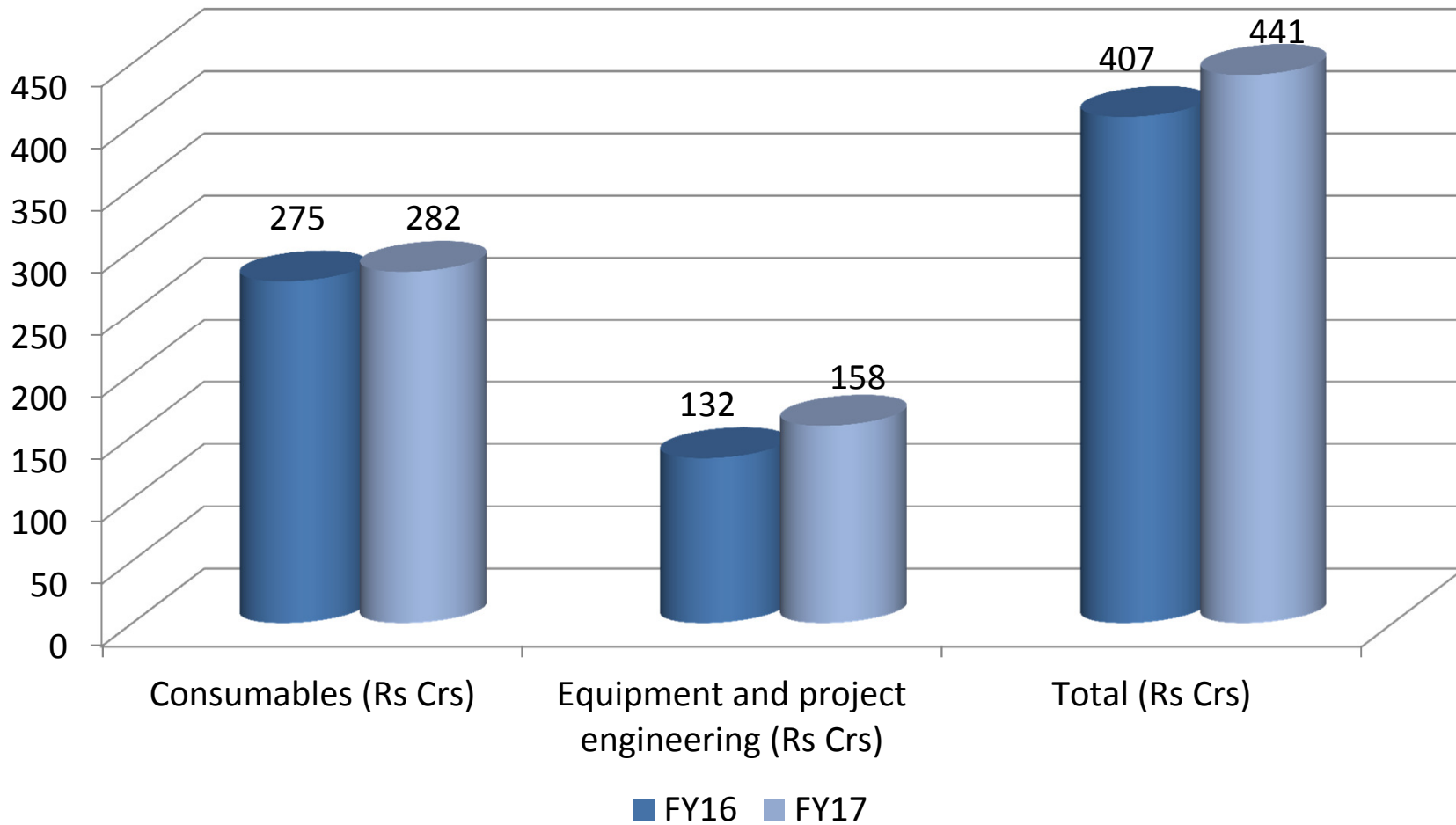
## Shareholding Pattern (as at 31<sup>st</sup> March 2017)





## Performance Highlights

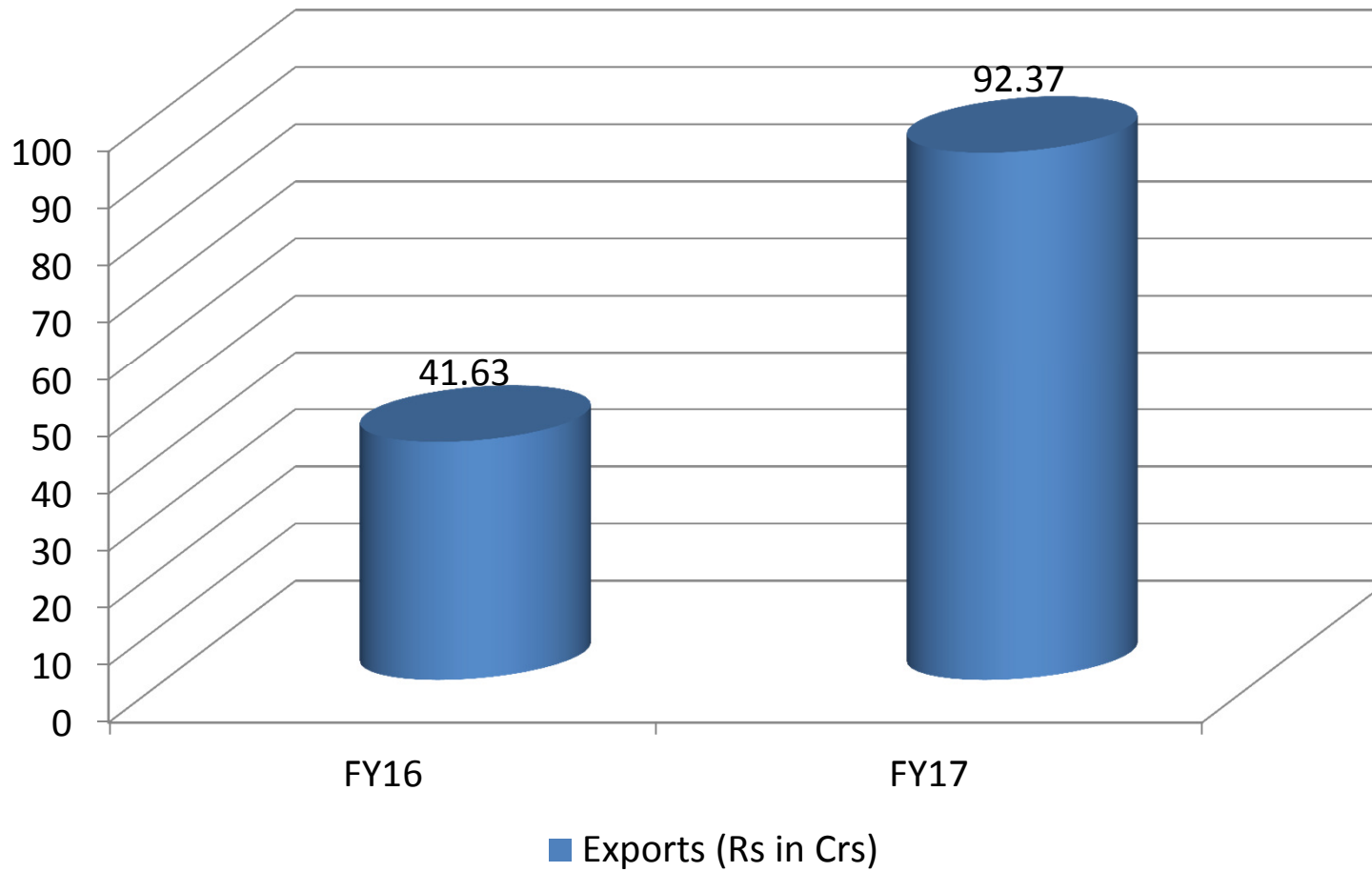
### Segment-wise Performance





## Performance Highlights

### Exports





## Financial Performance

Particulars	Rs in Crs	
	FY-2017	FY-2016
Net Sales/Income from Ops	441	407
Other Income	9.4	6
Material Cost	311	268
EBITDA	40	46
PBT	28	34
Exceptional Item	-	2
PAT	19	23
Employee Cost	39	38
Employee Cost/Net Sales(%)	9%	9%
Inventory	47	43
Debtors (Retention)	77	116
Creditors	72	78
Working Capital (Inventory + Debtors - Creditors)	53	81
Working Capital (in Days)	44	73



## Financial Performance

Ratio Type	Ratio	FY-2017	FY-2016
Financial Performance as % of Net Sales	EBITDA	9.1%	11.4%
	PBT (Before Exceptional)	6.4%	8.3%
	PAT (Exld Exceptional)	4.4%	5.6%
	Cost Of Material	70.5%	66.0%
	Total Expense	95.8%	93.1%
Liquidity Ratios	Current Ratio (CA/CL)	1.9	1.9
	Quick Ratio (CA-Inventory)/CL	1.5	1.5
Efficiency Ratios	Inventory Turnover Times (Sales/Inventory)	9	9
	Working Capital Turnover (Days) (WC/Sales*365) WC= Inventory + Debtors - Creditors	44	76



## Financial Performance

Ratio Type	Ratio	FY-2017	FY-2016
Debt Ratios	Equity Ratio [TOL/TNW]	60%	54%
	Interest Cover	Debt Free	Debt Free
Investment Ratios	Return on Owners Equity [PAT (Exld EI)/TNW]	32%	41%
	Return on Capital Employed [EBITDA/Capital Employed]	17%	21%





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## Way Forward

The focus in FY 2017-18 will be on:

- Market Share Strategy for achieving growth.
- Strategic Manufacturing / Sourcing to improve margins.
- Increase manufacturing effectiveness by reduction in process loss and increased productivity.
- Strategic associations in new product launches.
- Exploring new geographies.
- Continuous focus on expanding capabilities in Project Engineering Business to address new products/clients.
- Investments in line balancing, modernizing manufacturing facilities, building R&D capabilities.



Thank You!

[www.adorwelding.com](http://www.adorwelding.com)





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