



February 28, 2018

To,

National Stock Exchange of India Ltd.

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

NSE Symbol – BHARATWIRE

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001
BSE Scrip Code – 539799

Dear Sir/Madam,

Subject: Intimation of Schedule of Analyst/Institutional Investor Meet under Regulation 30(6) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

We wish to inform you that pursuant to Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), the following Analyst / Institutional Investors meeting was held on **February 28, 2018 at 4.30 P.M.** at The IL&FS Financial Center, Plot No. C-22, G Block, 7th Floor, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051, Maharashtra, India, with the Company:

Sr. No.	Name of Fund / Fund Manager / Firm
1.	Mr. Suhas Naik – IL&FS Mutual Fund
2.	Mr. Gaurav Narain – Ocean Dial Asset Management
3.	Mr. Kahlil Randeria – New Horizon Funds
4.	Mr. Rohan Koshy – New Horizon Funds

A copy of presentation shared with the investors in the above meet is enclosed herewith.

Pursuant to Regulation 46 of Listing Regulations, a copy of Investor Presentation has been uploaded on the website of the Company (www.bharatwireropes.com) and is also available on the Stock Exchanges for your information and also for the information of your members and the public at large.

Please note that no unpublished price sensitive information was shared during the meeting.

Kindly take same on record.

For Bharat Wire Ropes Limited


Shailesh Rakhasiya
Company Secretary & Compliance Officer
Membership No.: ACS 32244



Encl.: A/a

Corporate Office:

A - 701, Trade World Bldg., Kamala Mills,
SB Marg, Lower Parel (W), Mumbai - 13
Tel: +91 22 66824600
Fax: +91-22-24955477

Registered Office & Factory:

Plot No - 1&4, Atgaon Industrial Complex,
Mumbai - Nasik Highway, Atgaon (East),
Taluka - Shahpur, Dist - Thane - 421601
Tel: +91 2527 240123. Fax: +91-2527 240196

Factory:

Plot No 4, MIDC,
Chalisingaon Industrial Area,
Village - Khadaki, Taluka - Chalisingaon,
Dist - Jalgaon - 424101





Bharat Wire Ropes Ltd.

“Engineering Excellence”

Disclaimer

- Certain words and statements in this communication concerning Bharat Wire Ropes Limited (“the Company”) and its prospects, and other statements relating to the Company’s expected financial position, business strategy, the future development of the Company’s operations and the general economy in India & global markets, are forward looking statements.
- Such statements involve known and unknown risks, uncertainties and other factors, which may cause actual results, performance or achievements of the Company, or industry results, to differ materially from those expressed or implied by such forward-looking statements. Such forward-looking statements are based on numerous assumptions regarding the Company’s present and future business strategies and the environment in which the Company will operate in the future.
- The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, changes in government policies or regulations of India and, in particular, changes relating to the administration of the Company’s industry, and changes in general economic, business and credit conditions in India.
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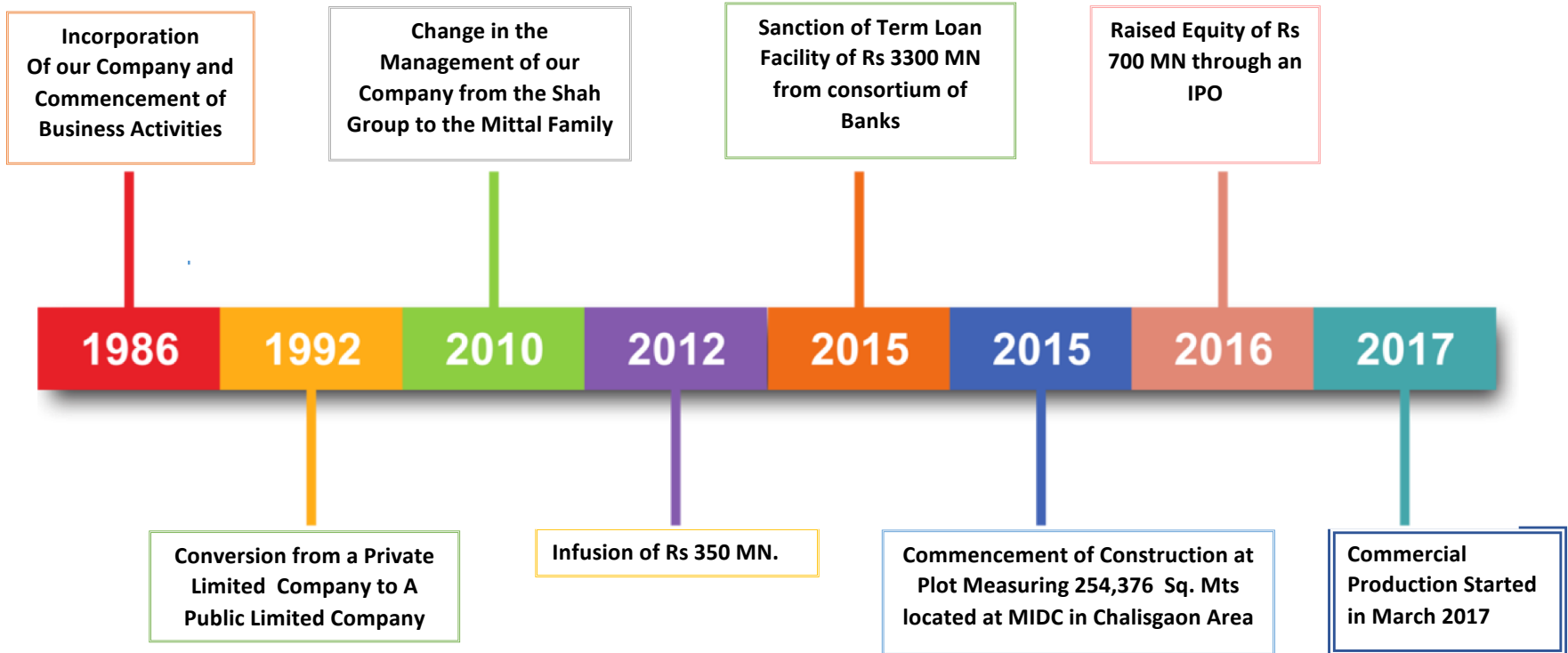
- ❖ Bharat Wire Ropes Limited (BWR) was incorporated in July, 1986
- ❖ **29 years of experience** in wire rope business with an established client base
- ❖ BWR is engaged in Manufacturing and Sale of:
 - ❖ Wires Ropes
 - ❖ Structural Strands
 - ❖ Slings
- ❖ BWR has 2 manufacturing facilities - **Atgaon** with a production capacity of **6,000 MTPA** and **Chalisgaon** with **66,000 MTPA**

Company Overview



- ❖ Company has a diversified customer base across geographies and industries.
- ❖ **Industries:** General Engineering, Fishing, Elevators, Cranes, Material Handling, Onshore / Offshore Oil Exploration, Ports & Shipping and Mining
- ❖ **Geographies:** 80% from exports and 20% from domestic sales
 - ❖ Exports its products to Australia, Middle East, New Zealand, UK, US, Singapore, South Africa, Vietnam, Europe & Scandinavian Region (85% of exports)
 - ❖ 600 small and medium customers across India.

Milestones





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	<p>Mr. Murarilal Ramsukh Mittal (Managing Director)</p>	<p>Is the Managing Director of our Company. He was instrumental in acquiring our Company from the Previous Management in June, 2010. He holds a degree in Bachelor of Commerce and is also a Fellow member of the Institute of Chartered Accountants of India. Prior to acquiring our Company, he was associated with the Welspun Group for almost 23 (twenty three) years, in various positions inter-alia as the Executive Director-Finance on the board of several Welspun Group companies, including Welspun Corp Limited.</p>
	<p>Mr. Sumit Kumar Modak (Whole Time Director)</p>	<p>Is the Whole Time Director of our Company. He holds a degree of Bachelor of Technology (B. Tech) from IIT, Kharagpur and has completed The International Managers Program from the Harvard Business School, USA. He is one of the leading known names in the field of wire ropes industry. He has held the positions of Engineering Head, Manufacturing Head and COO at Usha Martin, Ranchi (Wire Ropes & Speciality Products Division).</p>
	<p>Mr. M.S Arora (CEO)</p>	<p>Mr. Mahender Singh Arora, aged 54 years, is the CEO of our company. He possesses an overall industry experience of 27 years. Mr. Arora holds a degree in Bachelor of Engineering from NIT, Bhopal, and has held executive positions with leading multinational companies spread over diverse sectors. He was appointed on 19th August, 2016, and has been associated with the company since then.</p>
	<p>Mr. Mayank Mittal (JT Managing Director)</p>	<p>Is the Joint Managing Director of our Company. He holds a degree in Bachelor of Science from the State University of New York Stony Brook as well as a degree in Masters of Business Administration from Long Island University & attended Harvard for ALM course. He has an overall experience of approximately 7 (seven) years. He was appointed on June 30, 2011, and has been associated with our Company since then.</p>



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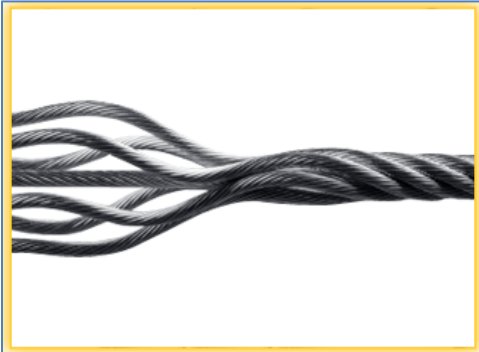
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Wire Ropes - Components



Wire Ropes

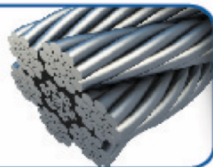


Slings



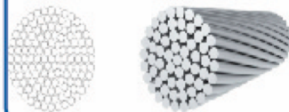
Strands

Products



WIRE ROPE

A wire rope consists of multiple strands which are laid symmetrically around the central core.



STRUCTURAL STRANDS

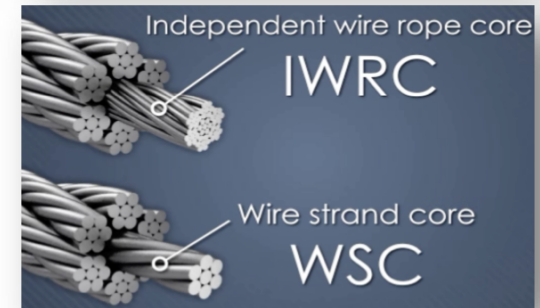
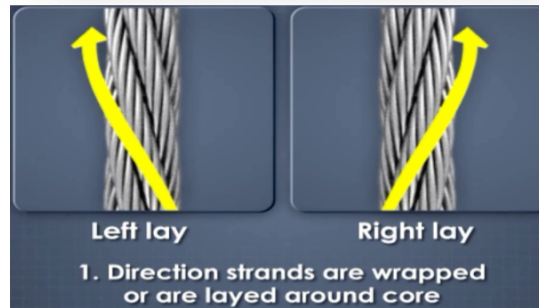
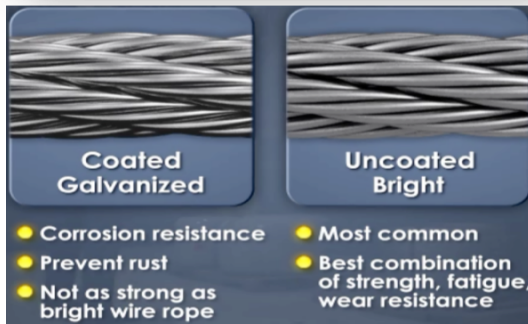
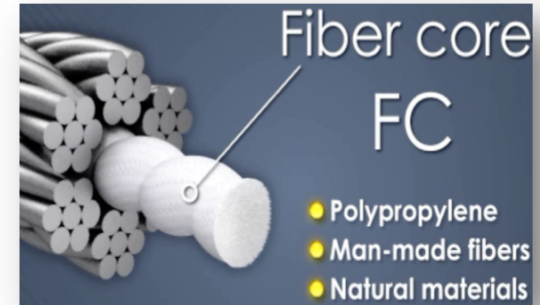
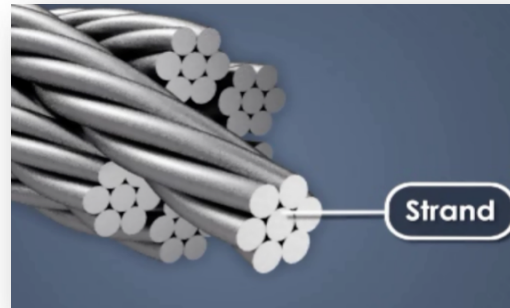
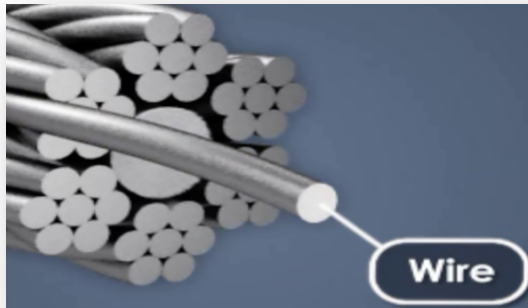
Structural strands, popularly known as spiral strands are fully galvanized strands that are produced layer by layer in sequence of 1-6-12-18-24-30-36-42-48-54-60 depending on the final diameter.



SLING

Slings are value added products of wire ropes and strands. They are components of the hoisting and rigging systems to lift and move loads.

Wire Rope: Complexity



A wire rope can consist of almost **300 wires** that varies in **Diameter, Coating, Cores Tensile, Lay and Wire Configuration**.

Strand can be laid in **multiple arrangement** which is a **complex geometrical calculation** depending of required properties and **break load** of the wire rope

AT BWR, we make over 1.2 million combinations of wire ropes

Wire Rope Market

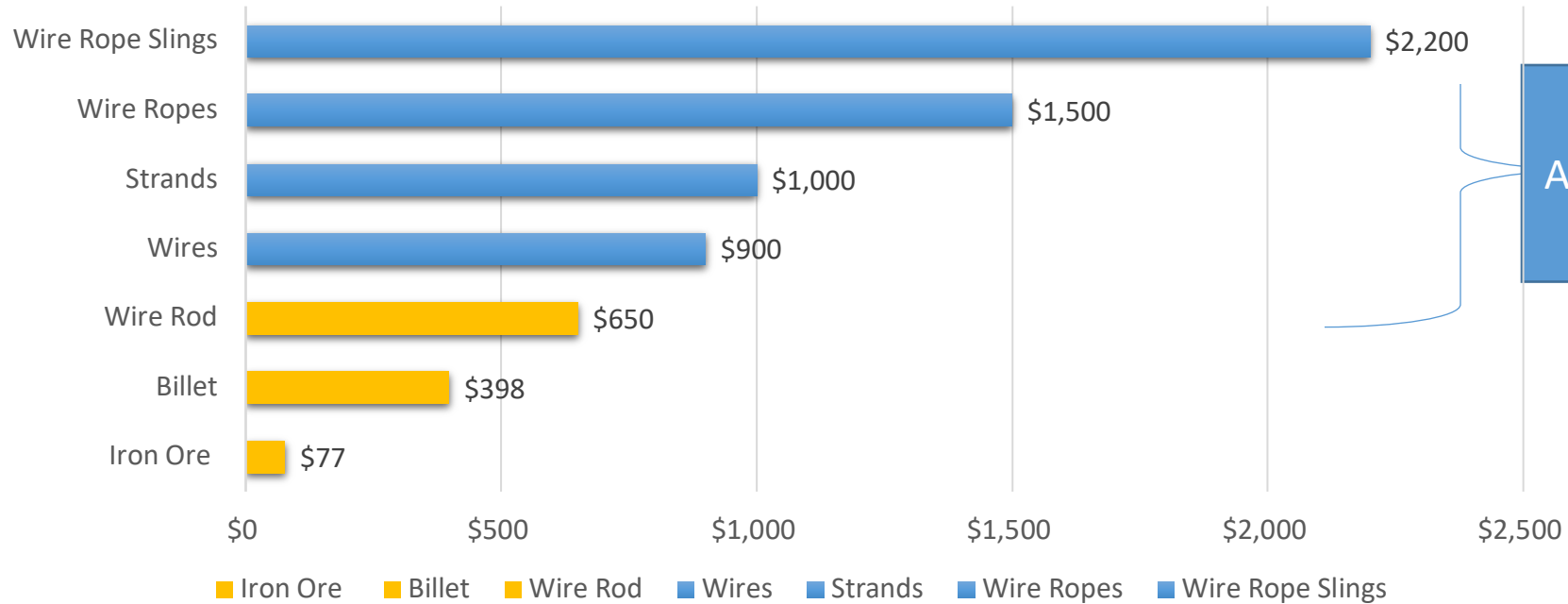


Wire Ropes are largely consumables, leading to a recurring demand. We estimate that capex led to consumption demand proportion is 25:75.

Value Addition



Value



Typical Step Wise Value Addition: From Iron Ore to Slings

- ❖ Wire Ropes are highly complex, engineered products, requiring trained manpower and complex manufacturing process
- ❖ Price of wire ropes can vary, depending on complexity and end user industry.
- ❖ Value addition is significantly higher in specialised wire ropes and slings

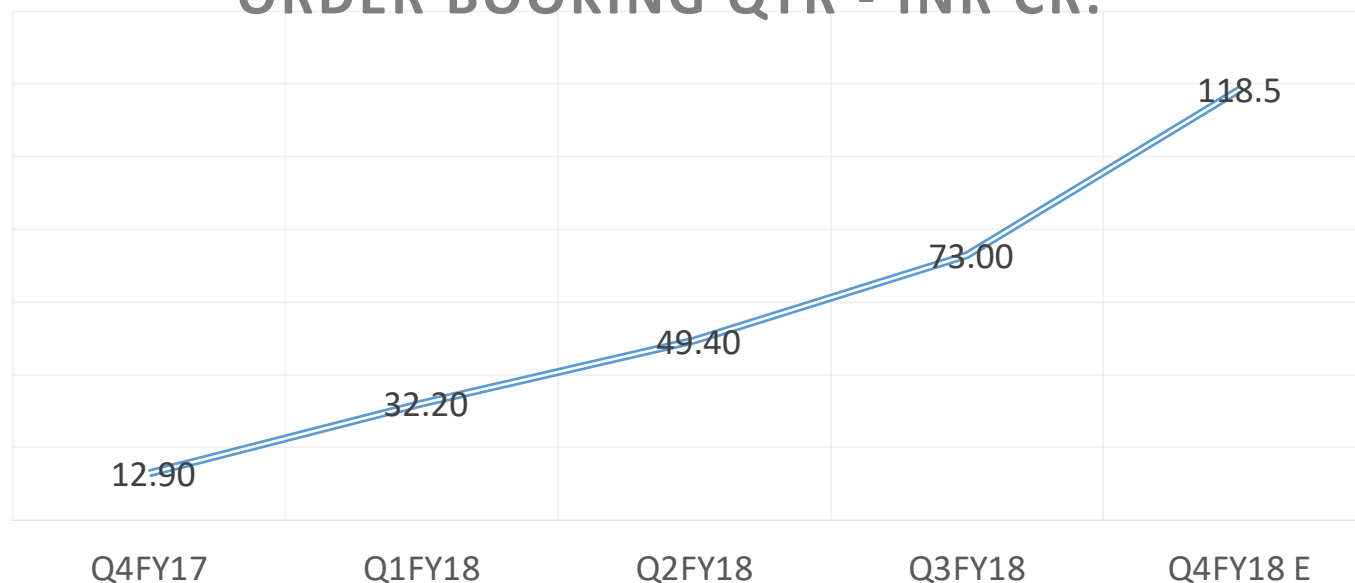
Accreditations & Approvals



TUV Certification: 9000, 14000 and 18000 for Exports

Healthy Order Intake

ORDER BOOKING QTR - INR CR.

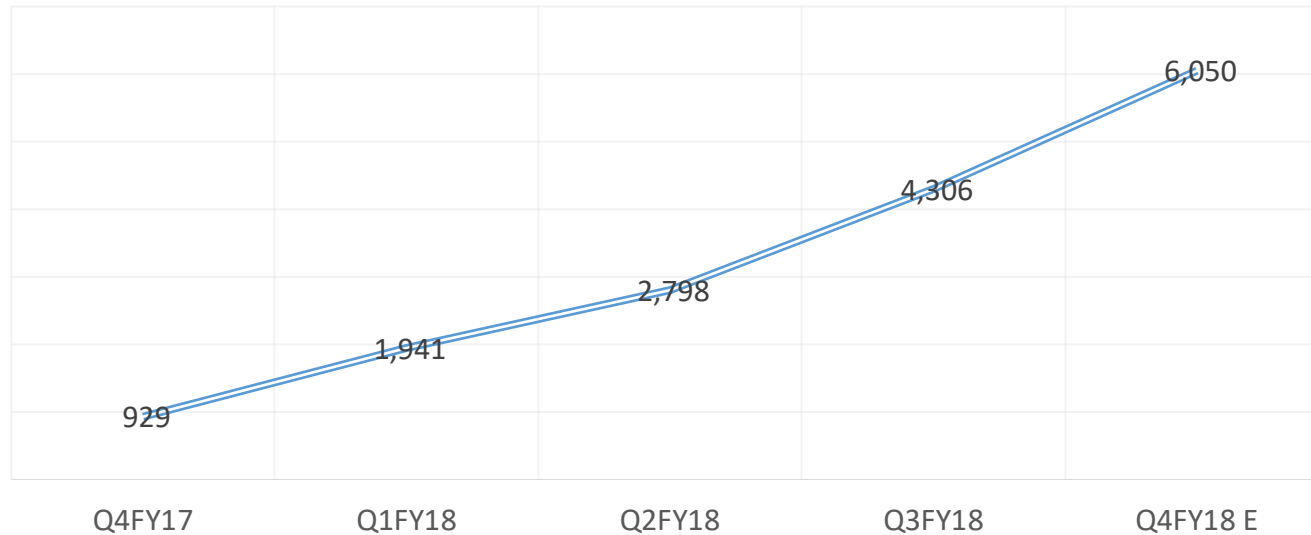


Note: Q4FY18 E, based on January 18 order intake

- ❖ Company is registering healthy order intake month on month, since commissioning of the new facility.
- ❖ Order booking largely led by exports to developed countries, particularly in Europe & Scandinavian countries

Production: Scaling Up

PRODUCTION HISTORY, RAMP UP PLANS (TONNES / MONTH)

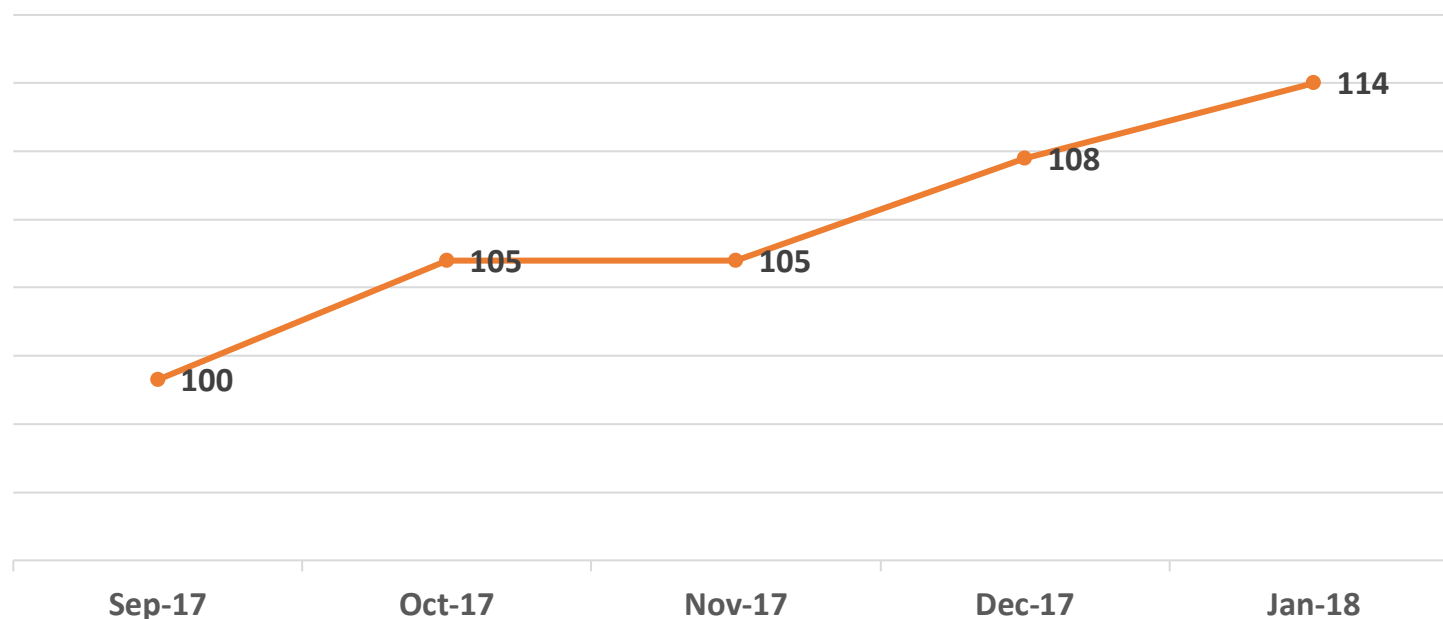


Note: Q4FY18 E: Based on production plans

- ❖ All the lines, furnaces are operational. Initial teething issues of production particularly relating to plant and equipment are addressed. Some balancing equipment identified.
- ❖ Creating a pool of skilled manpower, one of the key inputs in production of wire ropes.
- ❖ Target 80% capacity utilisation in FY2020.

Pricing: Increasing with Rising Acceptance

Gaining Pricing Power Trend



- ❖ We are increasing our pricing MoM, to bring it at par with market prices, as products gain quality acceptance.
- ❖ We expect further pricing power, as we increase distribution reach, capacity utilisation and, expand value added product basket.
- ❖ Above graph depicts changing pricing trend for a typical wire rope.

Order Book Position as on 15 February 2018



• Domestic



Rs 100 Million



• Export



Rs 900 Million

- ❖ Total order backlog as on 10th Feb 2018 is 12000 MT of INR roughly Rs 100 Cr To be executed over next 4-6 Months.
- ❖ Company has now become selective in taking new orders, as it intends to optimise realisation, by moving towards high value products.

Prestigious Clientele



HINDUSTAN ZINC LIMITED



BHARAT OMAN
REFINERIES LIMITED



कोल इण्डिया लिमिटेड
Coal India Limited
भारत सरकार का उपक्रम
A Government of India Undertaking
एक महारत्न कंपनी A Maharatna Company



Cochin Port Trust



Bulk part of wire ropes demand is consumption led, then capex led

Way Forward: 2020



- ❖ Ramp up of production to 80% of capacity by doing the following:
 - ❖ Set up balancing equipment's for i) De bottlenecking and ii) have more flexibility in production lines to manufacture ropes of different configuration.
 - ❖ Increase the trained manpower count.

- ❖ Focus on value added products:
 - ❖ Focus on Plastication and locked coil ropes, where realisation can go up significantly

- ❖ Marketing:
 - ❖ Open a warehouse in Dubai
 - ❖ Establish presence in Americas and Asia Pac Region
 - ❖ Increase presence in India, set up offices in Delhi, Chennai and Kolkata



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Overview of Chalisgaon Facility

Product

Steel Wire ropes, Structural Strands, Slings and Wire

Capacity

66,000 MTPA

Location

MIDC, Chalisgaon, Dist Jalgaon (330 Kms from Mumbai)

Land

2,54,376 square meters, already acquired from MIDC on 95 years lease

Incentives

Mega Project as per PSI Scheme 2007, Sales tax incentive equivalent to Eligible Investment in the project

Investment

Rs 550 crores

Specification of Chalisgaon Manufacturing Plant

Fully Integrated Mfg under One Roof

- Straight line material flow
- Minimum material handling
- Factory within factory by line management concept



Synchronized Mfg. Facilities

- Capacity based on theory of constraint
- Standardisation of Machines
- Minimum supervision and minimum wastage

Least material handling cost, Minimal wastage and Very Fast Delivery.

State of Art Machinerics & Global Suppliers

STEULER Pickling Plant and Zero liquid discharge infrastructure
 •Germany

 Patenting Furnaces
 •From South Korea

 Wire Drawing Machinery
 •From India & South Korea

 Stranding Machines
 •From Germany

 Closing Machines
 •From Germany & India

Processes



Processes



Wet Wire Drawing



Dry Wire Drawing



Stranding



Closing

Chalisingaon Plant



Thank You

