



Genus Paper & Boards Ltd.

(A Kailash Group Company)

CIN No : L21098UP2012PLC048300 PAN NO-AAECG5483A

Genus
energizing lives

Corporate Office : D-116, Okhla Industrial Area, Phase-I, New Delhi-110 020, India
Ph. : +91-11-47114800, Telefax : +91-11-47114814

March 8, 2018

BSE Limited (Corporate Relationship Department), 1 st Floor, P.J. Towers, Dalal Street, Fort, Mumbai - 400001 E-mail: corp.compliance@bseindia.com Scrip Code : 538961	National Stock Exchange of India Ltd. (Listing & Corporate Communications), Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051. E-mail: cc_nse@nse.co.in Symbol : GENUSPAPER
--	--

Dear Sir/Madam

Sub: Investor Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith the Investor Presentation.

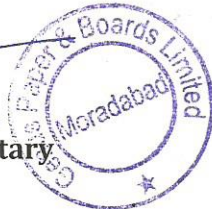
We request to kindly take the same on record.

Thanking You

Yours truly,
For **Genus Paper & Boards Limited**

Anuj Ahluwalia

Anuj Ahluwalia
Company Secretary

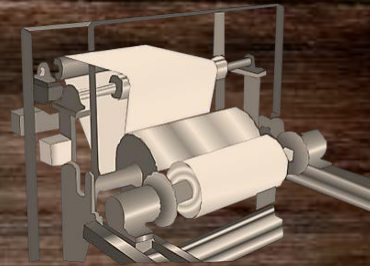


Regd. Office & Works : Kanth Road, Aghwanpur, Moradabad-244001 (U.P.)

Ph. : +91-591-2511171, 09837075702/3 Fax : +91-591-2511242

Genus Paper & Boards Ltd

Investor Presentation
March 2018



This presentation and the accompanying slides (the “Presentation”), by **Genus Paper & Boards Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

**One of the Leading
Manufacturers of Kraft
Paper in India**

**Dominant Player in
North India**

**Preferred Vendor
for Large FMCG Clients**

**Preferred Supplier for
Corrugated Box
Manufacturers**

**Reusing & Redefining
Waste Paper**



1996

**Incorporated as
'DSM Papers
Limited'**

2002

**Name changed
to Kailash Paper
Products Limited**

2006

**Name changed to
Genus Paper
Products Limited**

2011

**Approval for the
Demerger of Non
Power Infrastructure
Business**

2013

**Post the scheme of
Arrangement, Genus
Paper & Boards Limited
was formed as a public
limited company and
listed on the NSE & BSE**

2015

**Enhance Production
capacity from
100,000 to 140,000
MTPA**

2018

**Leased
Manufacturing
plant in Kashipur
with a capacity of
75,000 MTPA**

Mr. Ishwar Chand Agarwal,

Non Executive Director

Ventured into business at early age and now has more than four decades of rich experience in diverse businesses of Power, Electronics, Coke, Coal, Sugar, Finance, Leasing, Cement, Paper, Agro processing etc

He is the founder of progressive and reputed Kailash Group. He is the driving force behind the success achieved by the Group. He is an active philanthropist and is involved in various social welfare activities

Mr. Bhairon Singh Solanki,

Non Executive Director

B.E. (Hons.) from BITS, Pilani and M.Sc. (Engg.) from Cranfield Institute of Technology, Cranfield, Bedfordshire, England

He looks after the formulation and implementation of company's policies of technology up-gradation and development, corporate governance, social responsibility, and auditing etc.

Mr. Kailash Chandra Agarwal,

MD

He has rich experience of around two decades in the business of power infrastructure, electronics, paper products, iron ingots, coal, coke, sugar, cement and apparels

He has vast experience and proficiency in strategic and organizational planning, global tax structure, risk management, creating long-term sustainable shareholder value through proactive investor relation, budgeting, corporate finance and accounting

Mr. Rameshwar Pareek,

Non Executive Director

He has extensive experience of more than 36 years in implementation of Government policies and their governance. He has worked as Senior Executive of Rajasthan Financial Corporation, Jaipur and also served on deputation to Bureau of Industrial Promotion (BIP), Jaipur

He has vast industrial exposure and in-depth knowledge of trade policies and their implications. He has also considerable experience and immense knowledge in varied fields like finance, accounting, auditing, corporate affairs and allied legal and taxation matters

Mr. Surya Prakash Sinha,
Executive Wholetime Director

He has been in the employment of the Company since its inception

He has a vast experience of 40 years in the field of human resources and administration and currently serving as Director in Human Resources

Mr. Udit Agarwal,
Non Executive Director

He belongs to a reputed business house 'Saran Group' and has over one and a half decade experience in the development and exports of handicraft items

He is a young and energetic businessman with strong ability to provide insightful analysis and recommendations

Mrs. Anu Sharma,
Non Executive Director

She has a rich experience of insurance business management and worked as an insurance consultant in the reputed insurance company Max Bupa Life Insurance

Mr. Himanshu Agarwal,
Executive Wholetime Director

He has started his carrier by joining Genus Paper in the year 2004 and has been involved in family business for over 12 years

He has gained extensive experience in the Paper Industry Sector and has developed understanding of risk management, efficient processes and operational excellence

Mr. Rajendra Aggarwal,
Non Executive Director

He is having a vast experience in the field of business management

He is a non executive Independent director on the Board of Company

Mr. Yash Todi,
Additional Non Executive Director

Before Genus, he was working as an Operations Analyst at Goldman Sachs & Co. and has played a pivotal role in driving the operational functions of the organization

He looks after the formulation and implementation of Co's operational policies

Management Team

Mr Kailash Agarwal
MD

Mr Sanjay Agarwal
Chief Financial Officer

Mr Jitender Singh
Head- Technical

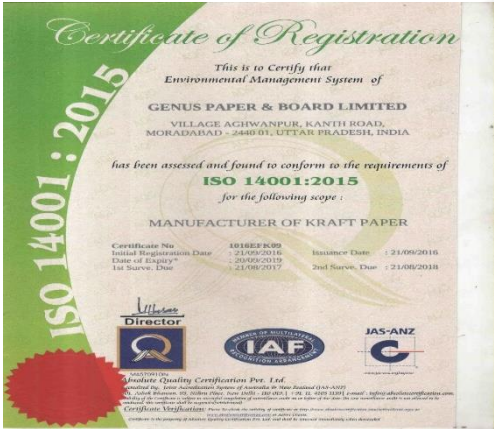
Mr O D Sharma
Head- Projects

Mr G C Kothari
Head - Commercial

Mr Anuj Gupta
Head- Marketing

Mr. Anuj Ahluwalia
CS & Compliance Officer

ISO Certificates

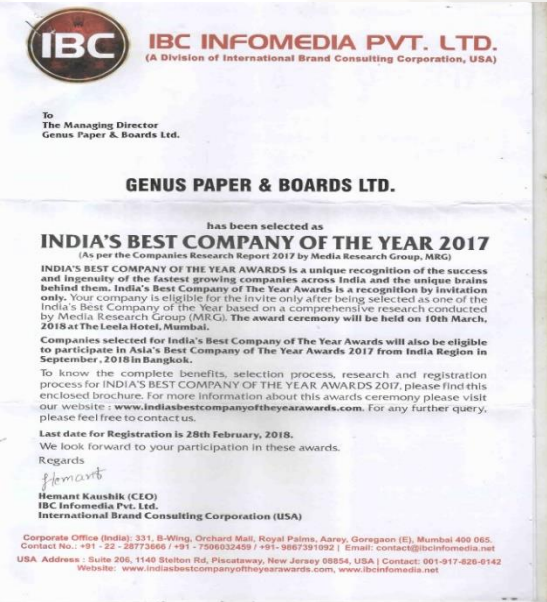


For Environment Management System



For Quality Management System

Awards





Business Overview

Kraft Paper

Kraft paper is a type of industrial paper and used by packaging industry for manufacturing corrugated boxes and liners, corrugated sacks and composite containers

Specification:

Range from 100 GSM to 400 GSM

Burst Factor (BF) range from 18 to 40



Catering to Diversified Industry Needs from FMCG to Industrials to E-Commerce

~90% Used by
corrugated box
manufacturer

Growing Industry Demand

Industry Served

FMCG
Consumer Durables
Pharmaceuticals
Garments, Textiles & Footwear
E-Commerce



Mild Steel Ingot

Contribute less than 5% of the total business

Steel ingot is manufactured by using the **excess power** generated in our cogeneration plant after meeting our requirement for Kraft paper

Steel ingots are used for manufacturing various types of steel bars by rolling mills



Manufacturing Capabilities

Owned 140,000 MTPA at Moradabad (UP)



Leased 75,000 MTPA at Kashipur (Uttarakhand)



Total : 215,000 MTPA



100 KG of Waste Paper



92 KG of Kraft Paper

Two Waste paper based manufacturing plant of Kraft Paper within the factory premises of Moradabad (UP)

Multi Layered Kraft paper with High Tear Factor (TF), High Burst Factor (BF) i.e. 25, 28, 30, 32, 35 & 40 BF with GSM ranging from 100-400



“ZERO Liquid Discharge Plant”

Leased Plant

- ✓ We have leased an operational manufacturing plant for a period of 5 year
- ✓ The facility is located at Kashipur, Uttarakhand and has manufacturing capacity of 75,000 metric tonnes per annum (MTPA)
- ✓ This plant will cater to demand of existing clients of Genus Paper & Boards Limited and would help to add few more clients in that region

Capitalized on Growth

Asset Light Strategy

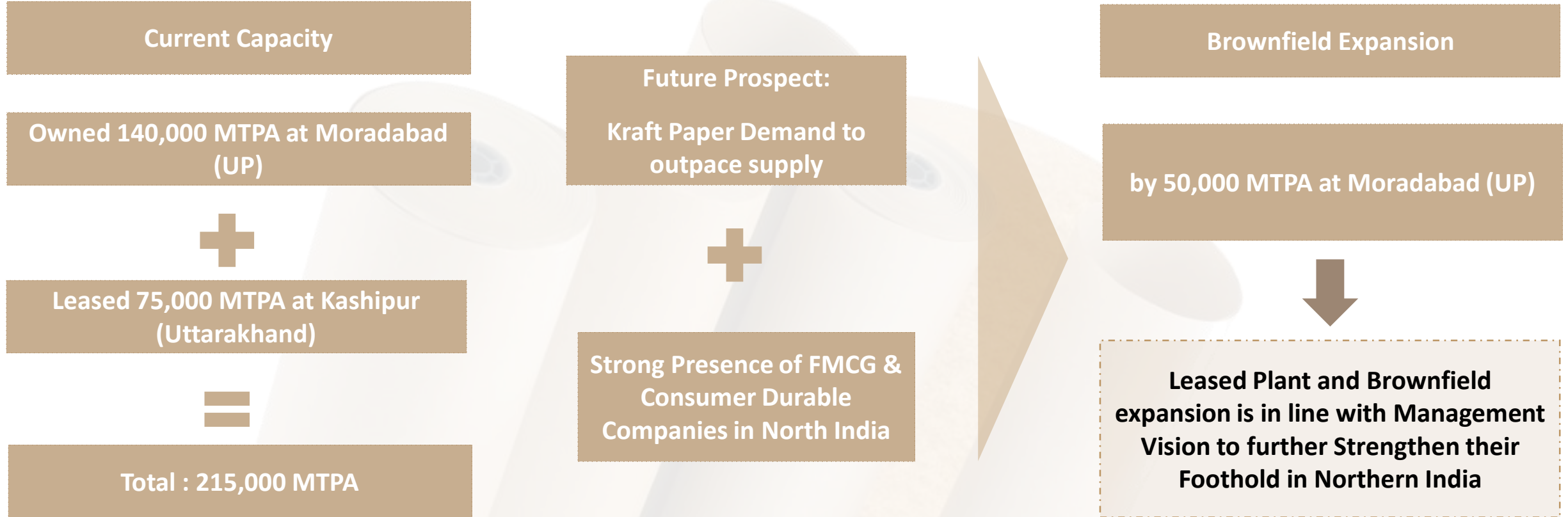
- ✓ This strategy will help us to move faster in the long term and build a sustainable business model

Synergy

- ✓ Opportunity to become a Dominant player in North India and increase our market share

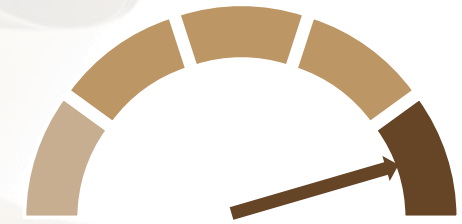


On Track to be the Dominant Manufacturer



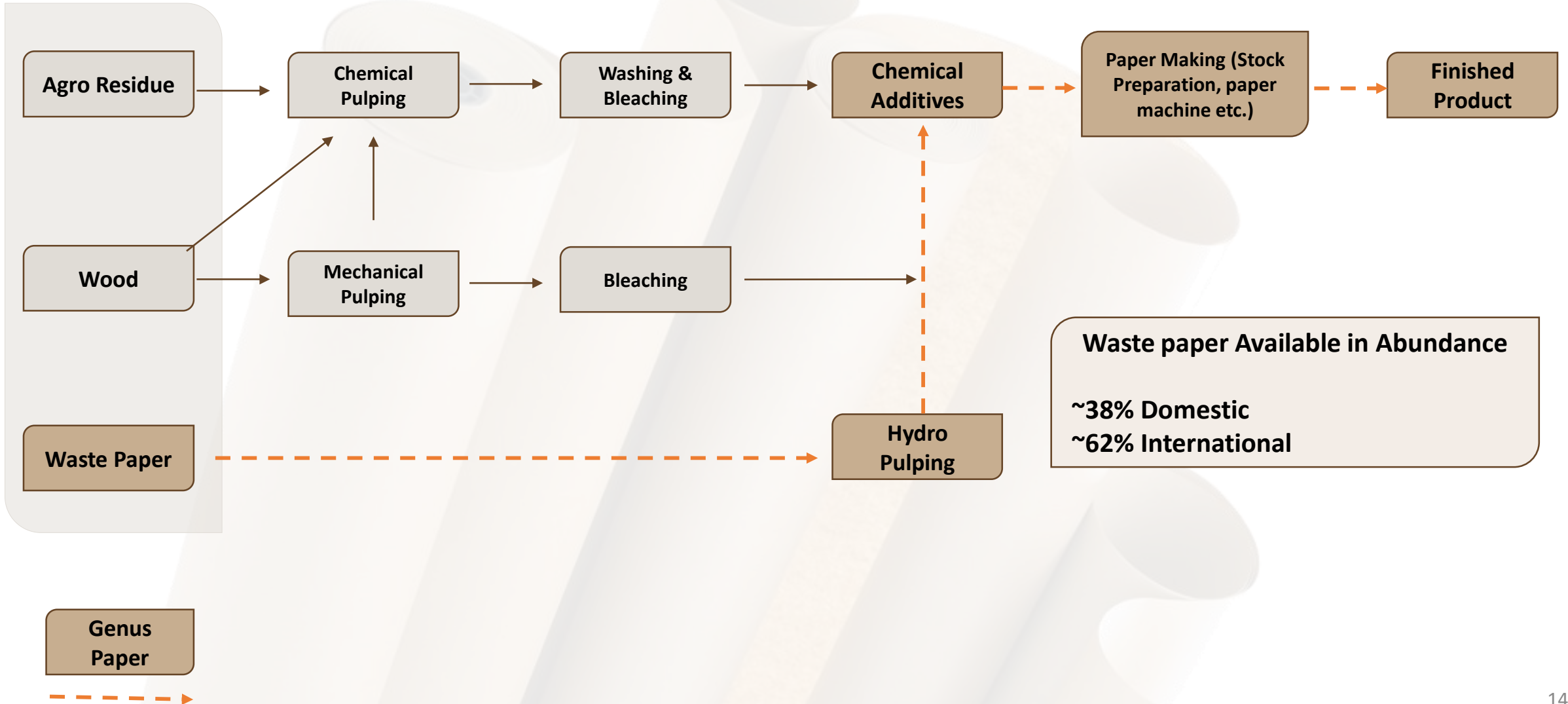
We have entered into Non-Binding MOU's as follows:

- ✓ **Government of Maharashtra : Rs 1,050 cr for Setting up Kraft Paper Manufacturing Plant**
- ✓ **Government of Uttar Pradesh : Rs 600 cr for Expansion of Current Manufacturing Facility**



Paper Manufacturing Process

Raw Material



Cater to Packaging Needs of Multiple Industries



Proud to be Green

Among the few Manufacturer to have Triple wire Machine

Sweden machine to produce high quality finished paper by using low cost waste paper

Pulp Mill is equipped to process imported mixed waste

Forbes Marshall Steam & Condensate system for steam (power) saving and to improve efficiency of Drying Cylinder

Plant is equipped with state of art Quality Control System





One of Largest Capacities in Northern India

11 MW Co-generation Captive Power Plant

Licensed borewell for sufficient Water Supply for our requirement

Zero Liquid Discharge plant with full fledged waste water treatment plant

Strong Relation with Key FMCG Customers



**Exponential Growth
in Demand**

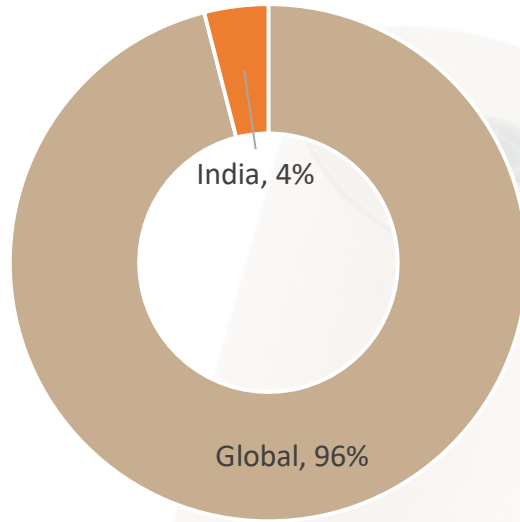
**Shift to
Value added
Products**

Location Advantage

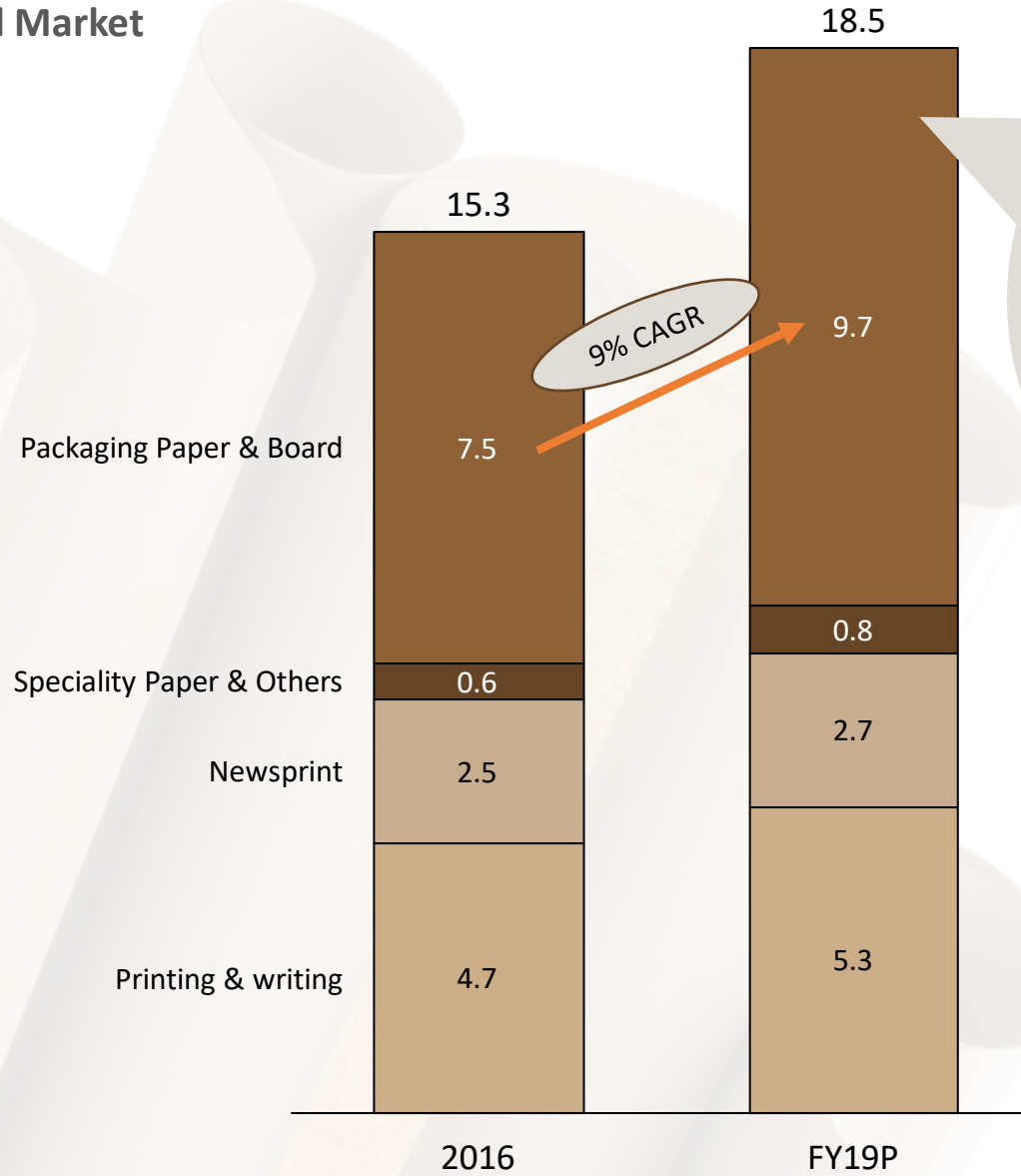
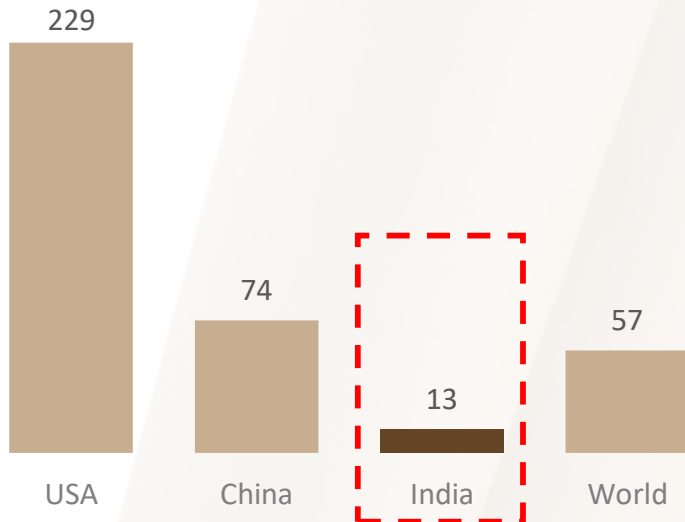
**Recycle & Reuse of
Waste Paper**

Opportunity for Paper Industry

India's Paper Production share in the Global Market



Per Capita Consumption of Paper (kg)



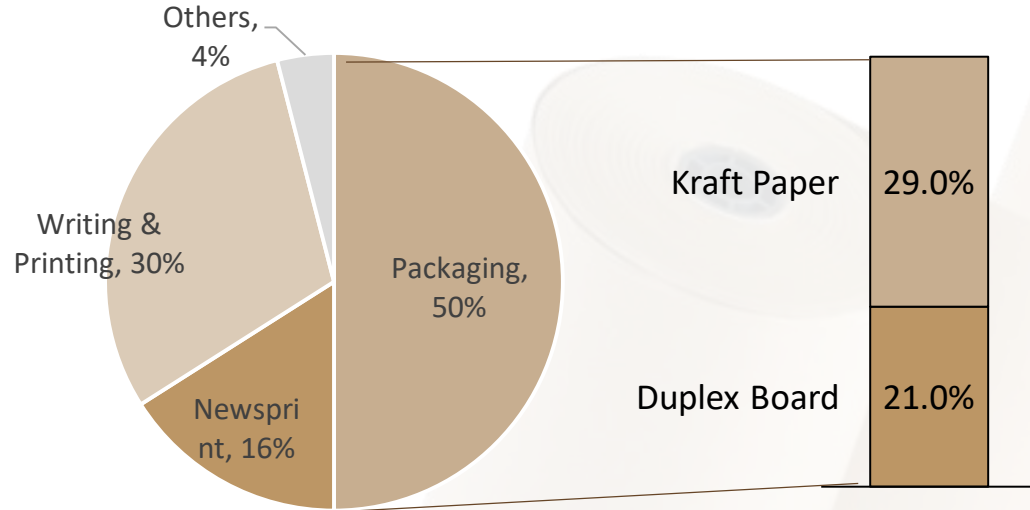
Domestic Demand for Paper is expected to Grow at a Robust Pace

Packaging Paper and Kraft paper to outpace the industry with a CAGR rates of 8.8% and 9% respectively

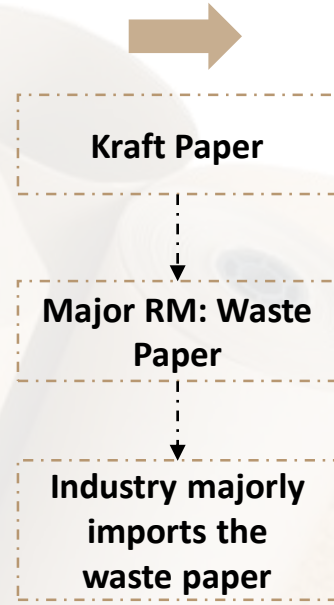
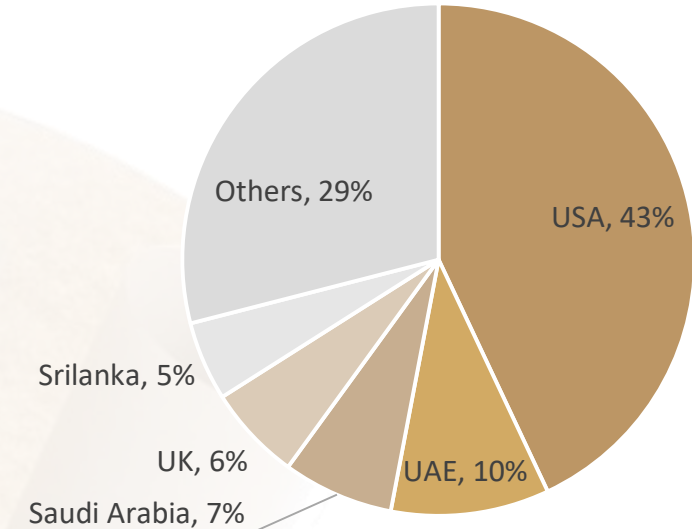
Segment wise Demand (million tonnes)

Kraft Paper: Industry Dynamics

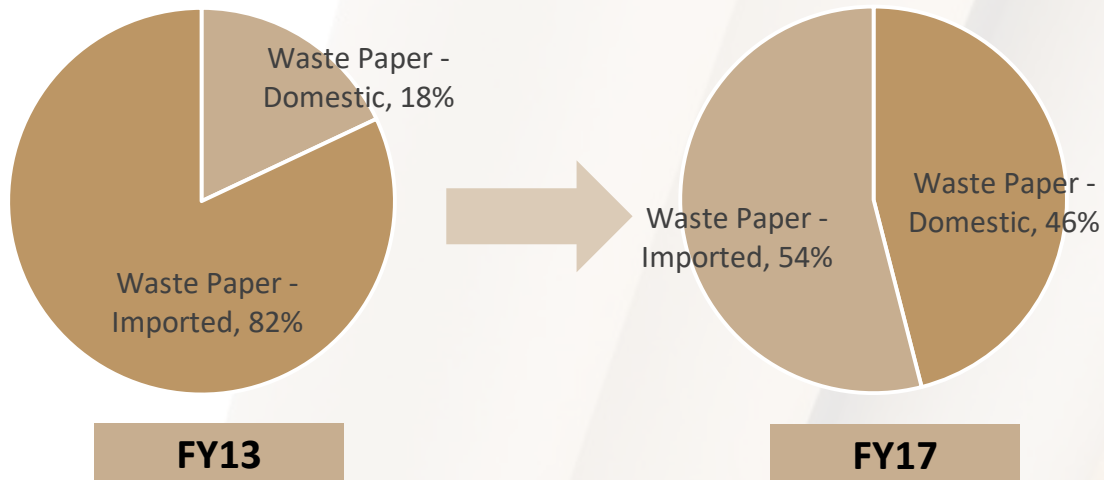
Market Size of Pulp & Paper Industry: Kraft Paper– 4.71 MTPA



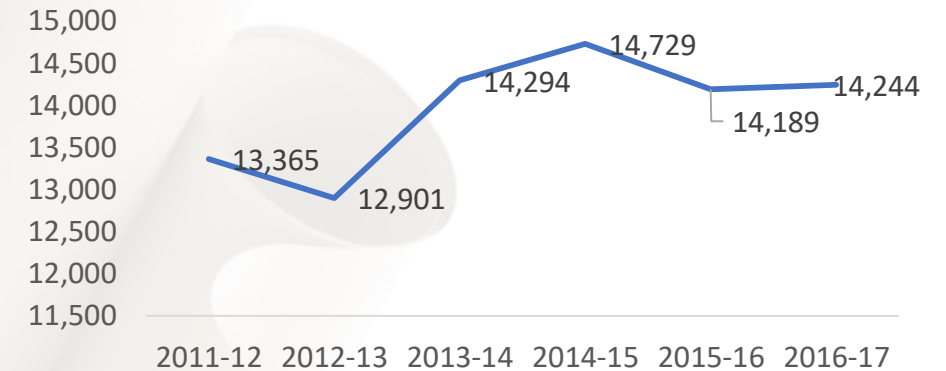
Major Sourcing Countries for RM



Balanced mix of imported & Domestic Waste Paper

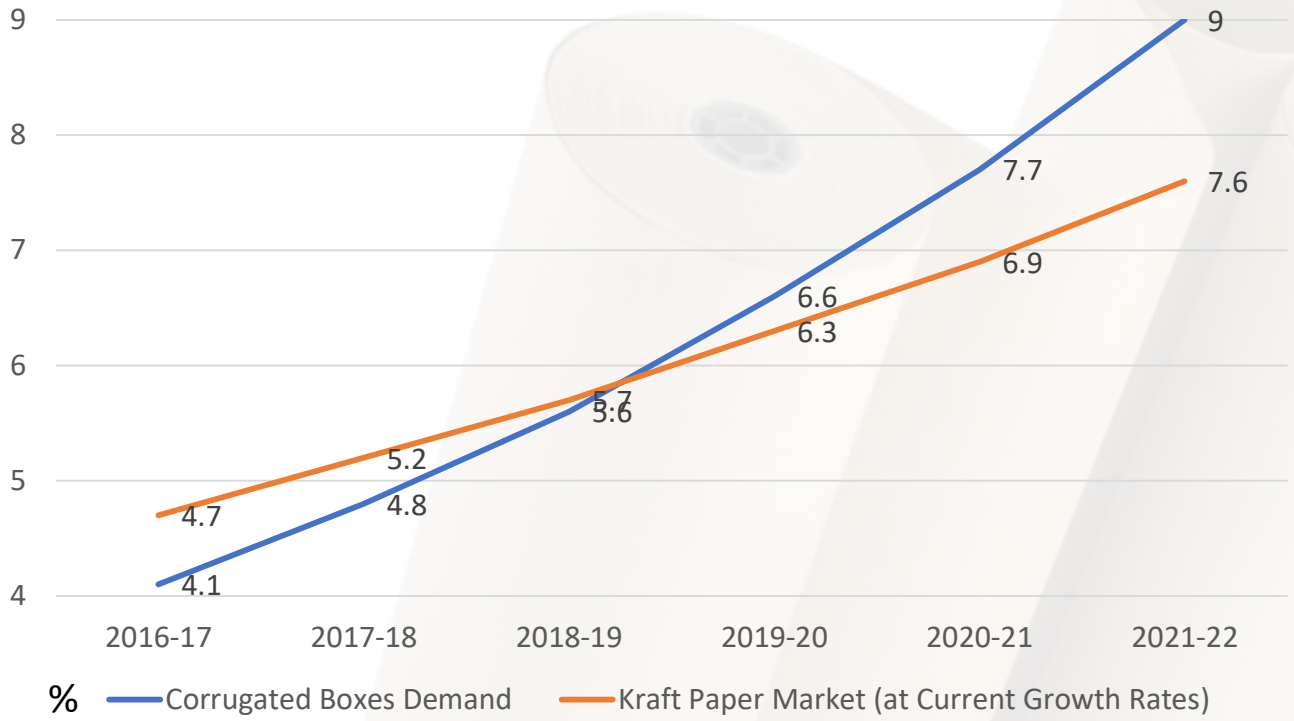


Average price Trends for Waste Paper Imports

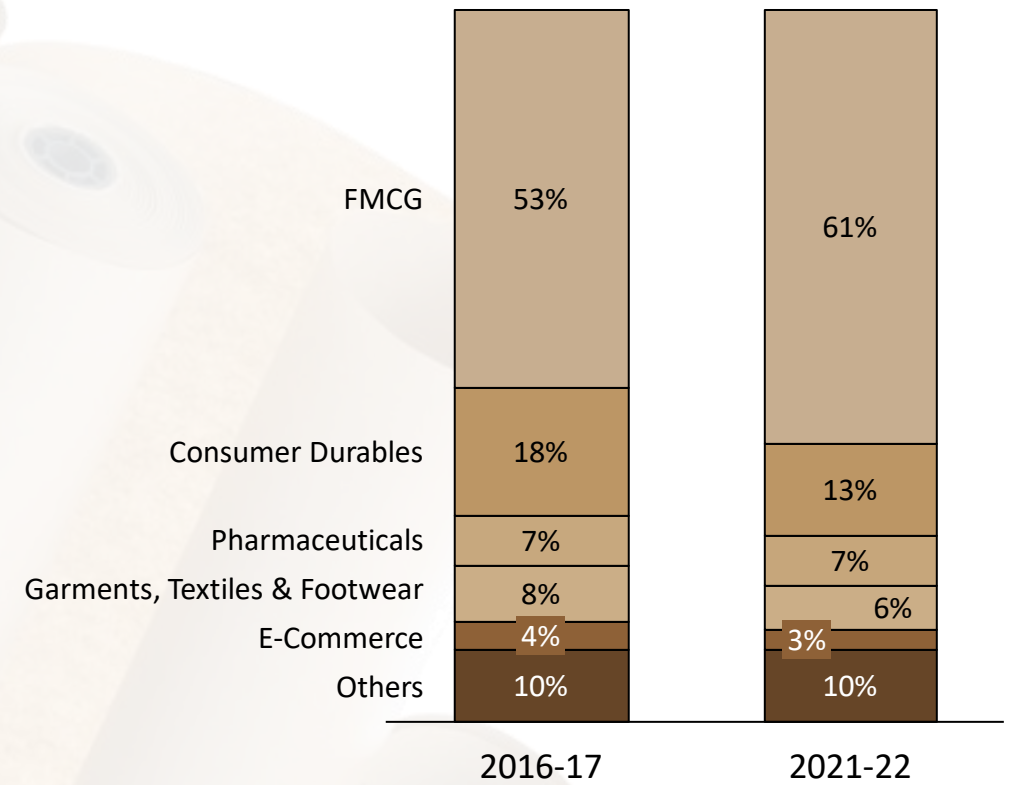


Exponential Growth in Demand for Kraft Paper

90% of demand for Kraft paper is from Corrugated box manufacturers



End Users of Corrugated Boxes

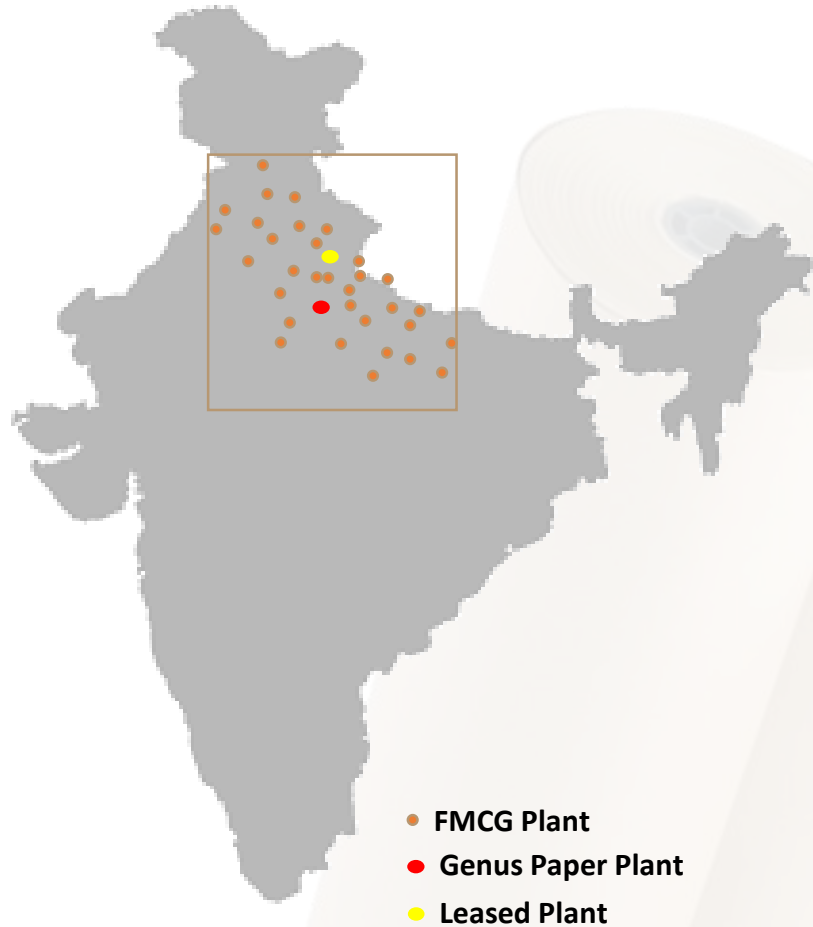


Demand for Kraft Paper to outpace the production

- ✓ Genus Paper has recently expanded its capacity by ~50% by leasing a manufacturing plant
- ✓ Looking for other organic and inorganic means of capacity expansions

FMCG Clients contribute Large Share of Genus Paper's Revenue

Priority to End Customer is Key



Corrugated Box Manufacturing industry is estimated at ~ Rs 18,000 crore of which ~35% is located at North India

Of all Kraft paper Mill in North India, only 5% have capacities more than 100,000 TPA to cater to demand of large FMCG companies

Genus Paper & Board Ltd has capacity of 215,000 MTPA

Our quality products approved by all major FMCG Clients

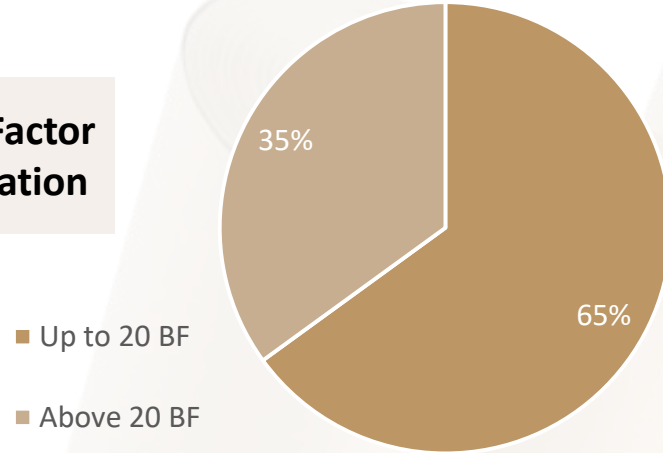
Incremental capacity of leased facility already has demand visibility in Place

There is a concentrated presence of FMCG companies in the northern belt of India

Genus Paper & Boards Ltd will benefit from Growing FMCG requirement

Demand For Kraft Paper in India

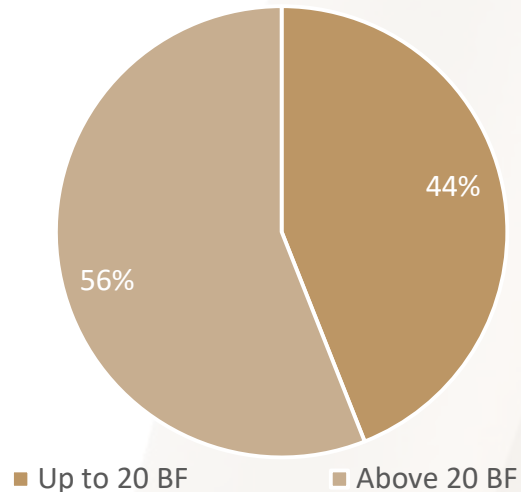
Higher the Burst Factor (BF) better the realization



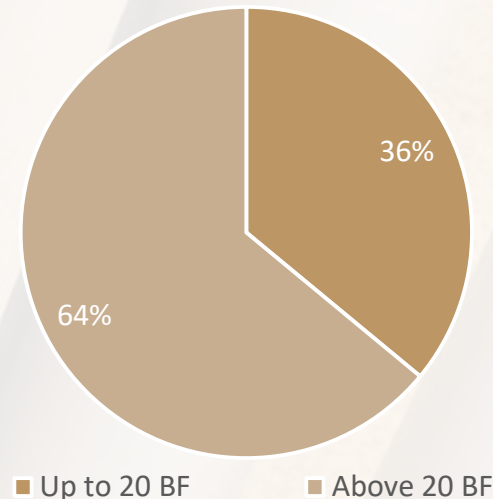
Way Forward

- ✓ Add new capacities via organic and inorganic modes
- ✓ Higher sales of Kraft Paper with Bursting Factor (BF) greater than 22
- ✓ Focused towards increasing asset productivity, operating efficiencies and strengthening the competitive position
- ✓ Increased product offering of better quality to customers
- ✓ Better Realization
- ✓ Improved operating efficiencies

FY15 – Revenue Break up



FY17 – Revenue Break up



Recycle & Reuse of Waste Paper



**Industry will consolidate,
only companies with
Environment friendly
technology process will
survive**

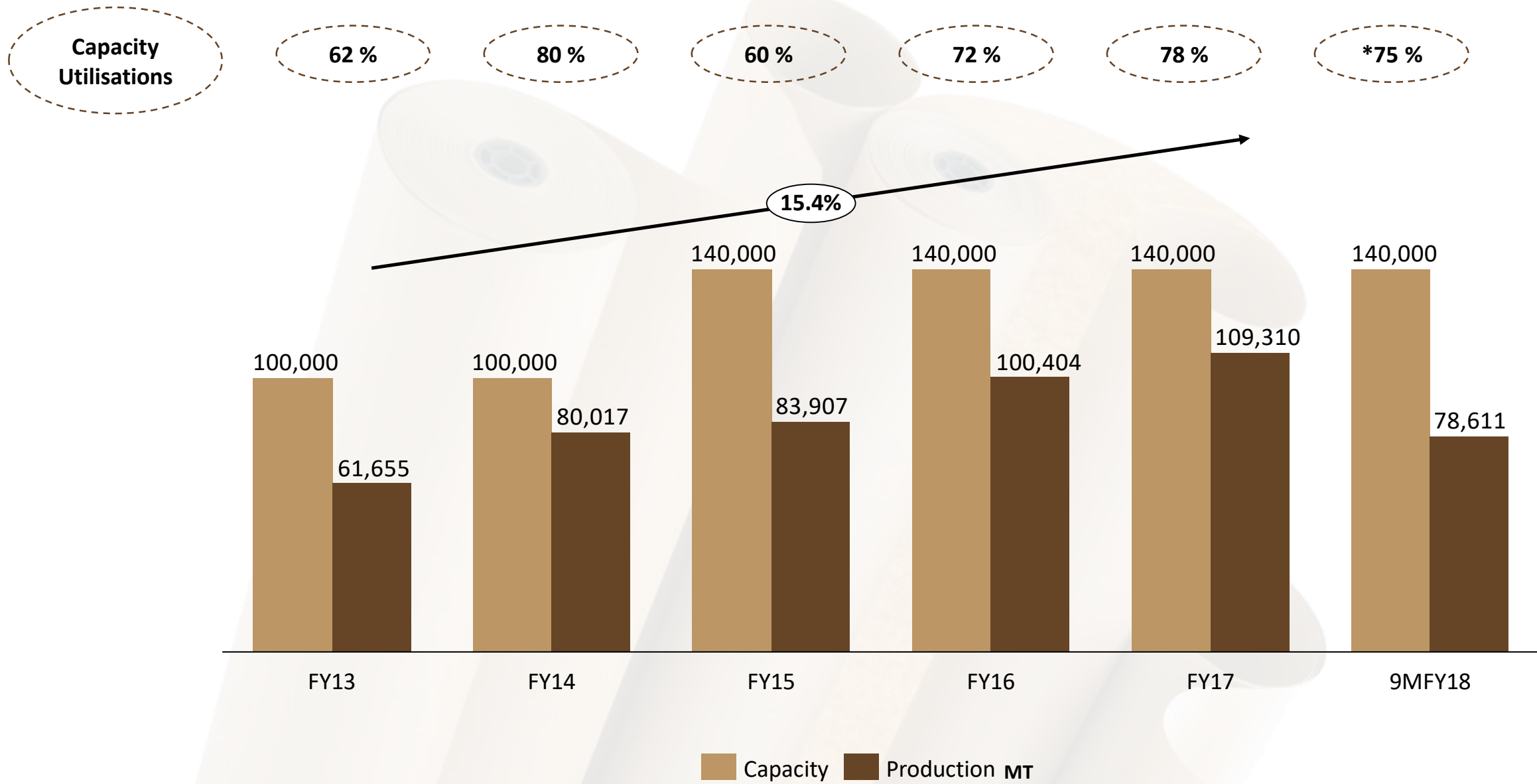
- ✓ **Our's is Zero Discharge**
- ✓ **Environment friendly
producer**

Maximum output from Waste Paper

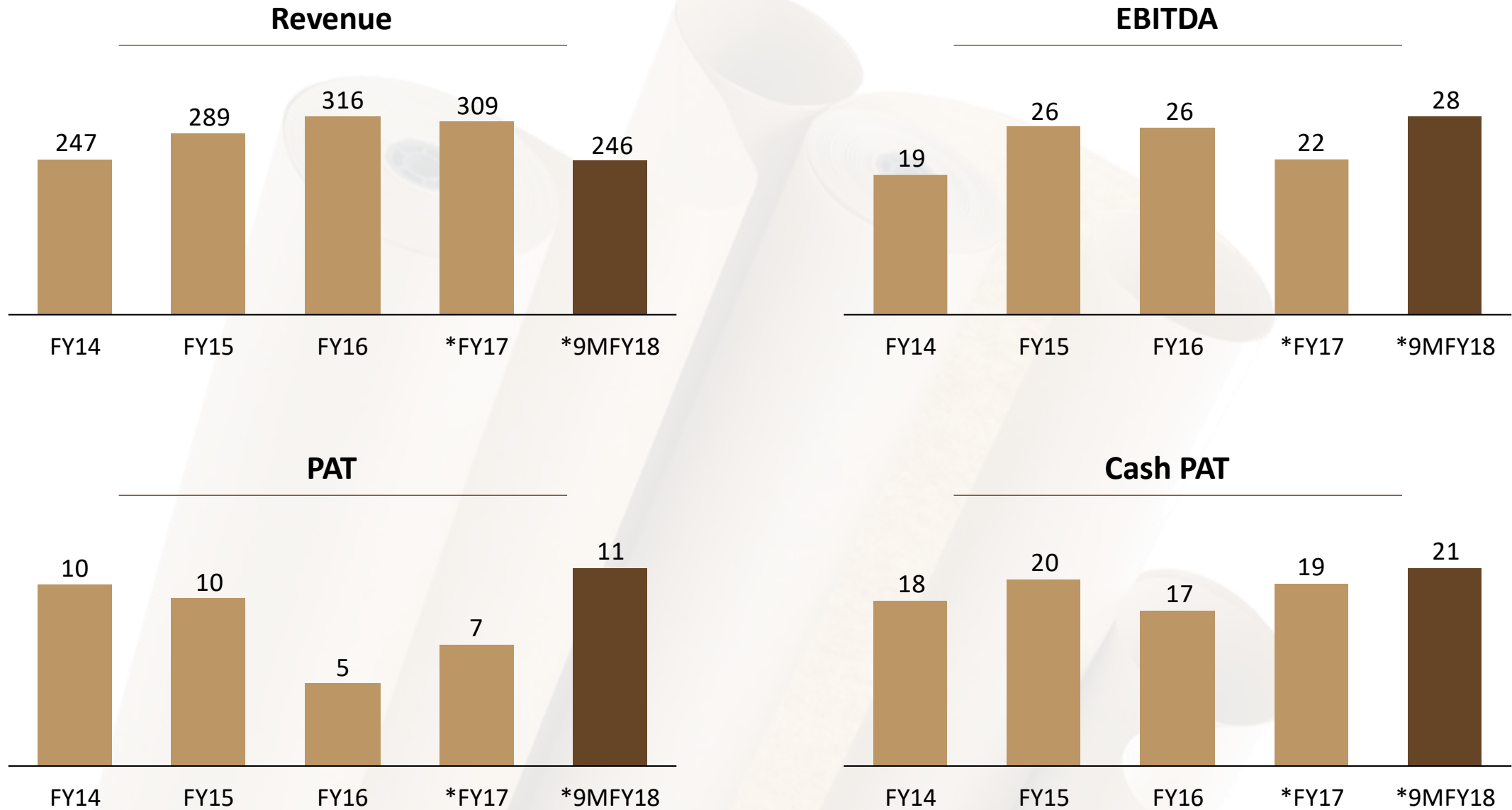


Financials

Increasing Utilisation-Improved Operating Leverage



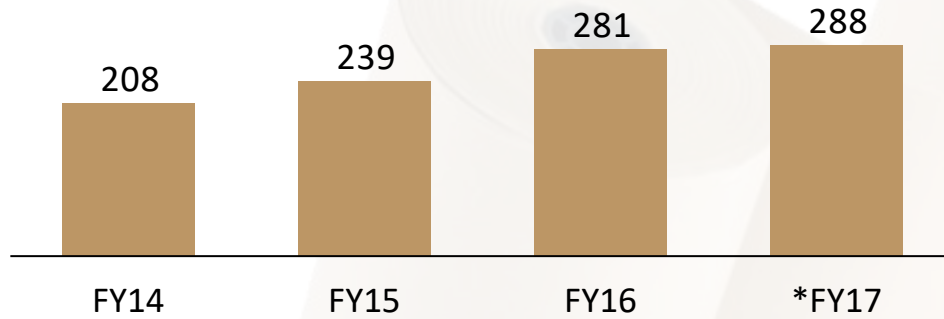
*Total capacity adjusted for 9 month basis



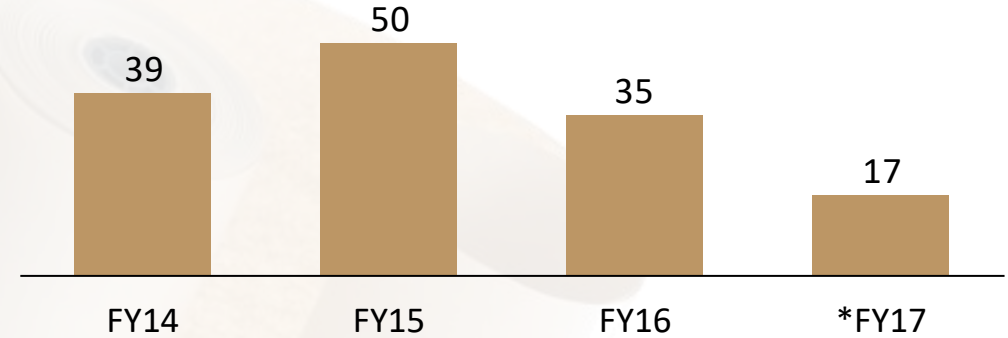
Rs. Crore

*As per Ind-AS rest as per I-GAAP

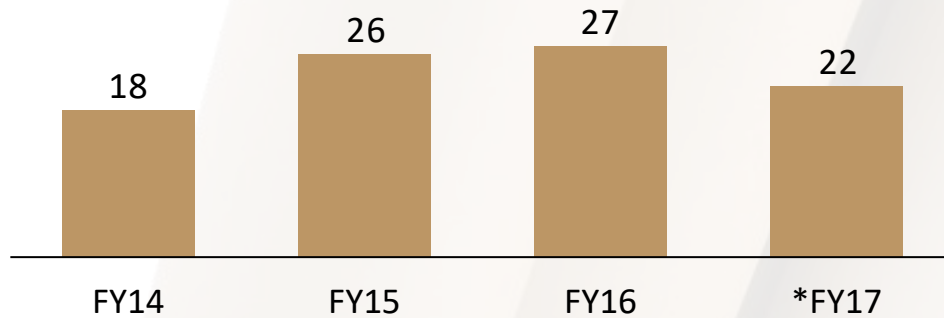
Kraft Paper Revenue



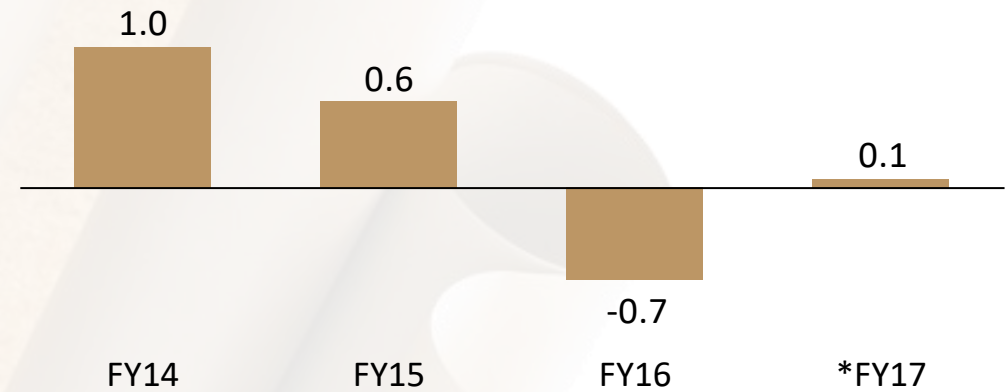
Steel Ingot Revenue



Kraft Paper EBITDA



Steel Ingot EBITDA



Profit & Loss Statement- Standalone

Particulars (Rs. Crs)	Q3 FY18	Q3 FY17	YoY	Q2 FY18	QoQ	9M FY18	9M FY17	YoY
Revenue from Operations (Net of Excise)	89.4	69.2	29.2%	83.4	7.2%	245.5	227.0	8.1%
Raw Material	64.0	52.5		60.8		179.1	175.9	
Employee Cost	3.1	2.7		3.0		9.0	6.9	
Other Expenses	11.4	9.2		10.2		29.8	29.1	
EBITDA	10.8	4.7	129.9%	9.4	15.2%	27.6	15.1	82.6%
EBITDA Margin	12.1%	6.8%		11.3%		11.2%	6.7%	
Other Income	1.4	0.7		1.3		3.7	2.8	
Depreciation	3.2	3.2		3.2		9.7	9.4	
EBIT	9.0	2.3	289.6%	7.5	19.8%	21.6	8.5	153.1%
EBIT Margin	10.0%	3.3%		9.0%		8.8%	3.8%	
Finance Cost	1.6	1.3		1.3		4.4	4.8	
Exceptional Item (Gain) / Loss	0.0	0.8		0.0		0.0	1.7	
Profit before Tax	7.4	1.8	306.5%	6.1	19.7%	17.1	5.5	214.6%
PBT Margin	8.2%	2.6%		7.4%		7.0%	2.4%	
Tax	2.6	0.4		2.0		5.8	1.3	
PAT	4.8	1.4	245.6%	4.1	16.0%	11.3	4.2	169.6%
PAT Margin %	5.4%	2.0%		5.0%		4.6%	1.8%	
EPS	0.19	0.05		0.16		0.44	0.16	

Balance Sheet-Standalone

Liabilities (Rs. Crs)	Sep-17	Assets (Rs. Crs)	Sep-17
Total Equity	345.4	Non - Current Assets	368.3
Share Capital	25.7	Property, Plant & Equipment	223.6
Other Equity	319.7	Financial Asset	
Non - Current Liabilities	42.8	Investments	48.7
Financial Liabilities		Others	96.1
Borrowings	19.4	Other Non - Current Assets	0.0
Deferred Tax Liabilities (Net)	22.8		
Provisions	0.6	Current Assets	113.8
Current Liabilities	94.0	Inventories	25.7
Financial Liabilities		Financial Assets	
Borrowings	29.0	Trade Receivables	71.5
Trade Payables	50.3	Cash and Bank Balances	4.9
Other Current Liabilities	14.5	Others	0.5
Provisions	0.3	Other Current Assets	11.2
Total Liabilities	482.1	Total Assets	482.1



Genus Paper & Boards Limited
CIN: L21098UP2012PLC048300

Mr. Lokesh Pareek
AGM- Corporate Finance & IR
lokesh@genuspaper.com

Mr. Anuj Ahluwalia
Company Secretary & Compliance Officer
cs@genuspaper.com

www.genuspaper.com

SGA Strategic Growth Advisors

Strategic Growth Advisors Pvt. Limited
CIN: U74140MH2010PTC204285

Mr. Shrikant Sangani
M: 096195 95686
shrikant.sangani@sgapl.net

Mr. Rahul Agarwal
Rahul.Agarwal@sgapl.net
M: 079770 90416

www.sgapl.net