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Email: info@mangalamorganics.com Web: www.mangalamorganics.com CIN - L24110MH1981PLC024742 Registered Office / Factory:

Village Kumbhivali, Savroli-Kharpada Road, Khalapur-410 202,

Dist. Raigad (Maharashtra)
Tel. 02192 - 276140

Date: October 26, 2021

To
BSE Limited
Compliance Department
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400001.

Dear Sir/Madam,

Sub: <u>Investor Presentation on the Standalone and Consolidated Unaudited Financial Results for the Second quarter and half year ended September 30, 2021.</u>

Ref: Security Code: 514418

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose a copy of Investor Presentation of the Company on the Standalone and Consolidated Unaudited Financial Results for the second quarter and half year ended September 30, 2021.

This Investor Presentation may also be accessed on the website of the Company at <a href="https://www.mangalamorganics.com">www.mangalamorganics.com</a>.

We request you to disseminate the above information on your website.

Thanking you,

Yours faithfully,

For Mangalam Organics Limited

Heena Tank

Company Secretary

Encl: As above















Campure Campure Campure

CAMPHOR COL













Investor Presentation - September 2021

# **Safe Harbor**

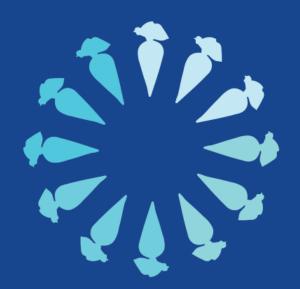


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# **Company Overview**



# **Business Overview**



# Who We Are

Mangalam Organics Limited is a pioneer in the field of pine chemistry. It is a leading manufacturer of terpene and rosin derivatives.

# What We Manufacture

**Terpene Chemistry** Camphor, Dipentene, Sodium Acetate **Synthetic Resins** Terpene Phenolic, Alkyl Phenolic, Rosin-based Resins

# Our Legacy

Our operations are led by an experienced management team, with over five decades of experience in the pine chemicals industry.

# Our Mission

To continue to strive and innovate to meet the growing requirements of our valued customers.

# Our wide Footprint

Turpentine, our principal raw material to manufacture Camphor, is procured from the globe: Brazil, across Argentina, Chile, USA, Russia, Indonesia, Vietnam, China, Portugal, and Spain, among other countries. Domestic sale of Camphor and Synthetic Resins takes place through our network of 8 offices across India. Our products are also exported to Europe, USA, African, Middle Eastern and Southeast Asian countries.





# **Our Journey**



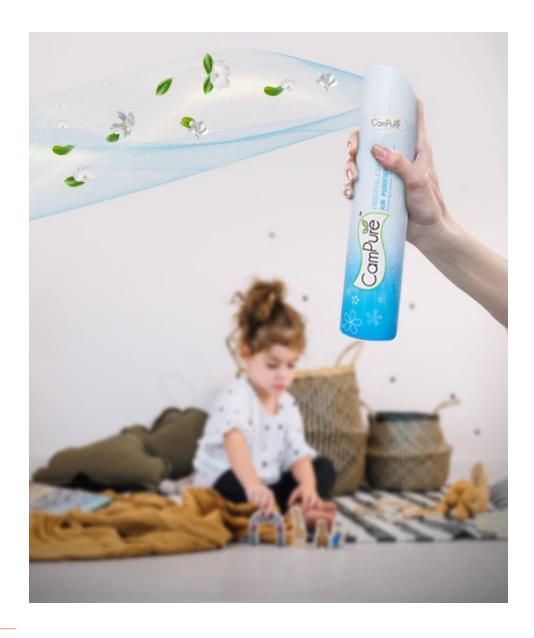
# **Business-to-Business**

## **Business-to-Consumer**

Trading	Manufacturing	Expansion Listing Diversification		Diversification	Brand Establishment	Product Portfolio	Brand Strengthening	
1946	1949	1988	1994	2007	2013	2017	2019	
Late Ramgopal Dujodwala (founder of Mangalam Organics Ltd.) commenced Trading in Rosin	Late Ramgopal Dujodwala established a Rosin and Turpentine manufacturing unit at Hoshiarpur, followed by a unit at Una, Faridabad,	Facility built for manufacture of Rosin and Turpentine at Khopoli (Maharashtra)	Facility built for manufacture of Camphor and MOL listed on BSE Limited	Kamal Dujodwala took over as Chairman. Set up a new division to manufacture Synthetic Resins	Commenced manufacturing and retailing of Mangalam Camphor Tablets	Commenced manufacturing and retailing of homecare products based on Camphor under "CamPure"	We started marketing campaigns & brand strengthening initiatives full fledge.	

# **Our Business Segments**





# **B2B-Terpene**

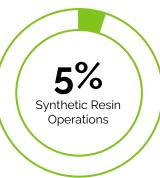
- Camphor: Religious use, healthcare products, hygiene products
- **Dipentene:** Paints, cleaning and degreasing agents
- Sodium Acetate: Textile and dyes industry, Leather tanning



Revenue break-up

# **B2B - Synthetic Resin**

- Terpene Phenolic Resin Adhesives
- Alkyl Phenolic Resin Rubber Products i.e., Tyers
- Rosin Ester Paint and varnish material industry, thermoplastic compounds for road marking, hot melts and glues susceptible to pressure, insulation finishes



# **B2C - Retail Operations**

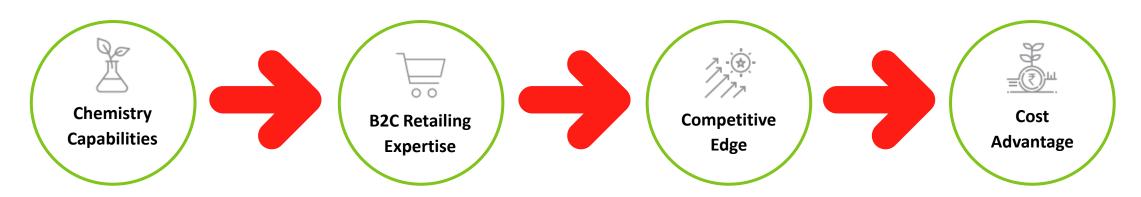
- CamPure Homecare and personal care products based on Camphor
- Mangalam Camphor tablets for pious uses
- Private Labelling Initiatives





# **Our Business Model**





- 1. In our Terpene operations, continuing focus on yields, time cycle, energy conservation and quality of the products has enabled us to maintain our sales volume and profitability.
- 2. Through our Resin operations, we continue to offer closely formulated and niche solutions to our customers, enabling regular business and healthy margins.
- 3. Our retail operations continue to grow, as we expand the distribution of our brands Mangalam and CamPure and as we take on additional private labelling opportunities.





# **Business-to-Business**

# Terpene









**Camphor**| **Dipentene** | **Sodium Acetate** 

# **Synthetic Resin**







Terpene Phenolic Resin | Alkyl Phenolic Resin | Rosin Esters



# **Business-to-Consumer**





CamPure - Homecare and personal care products based on Camphor Mangalam - Camphor tablets for pious uses Private Labelling Initiatives

# **Our Manufacturing Facilities**

















# **Our Manufacturing Facilities**





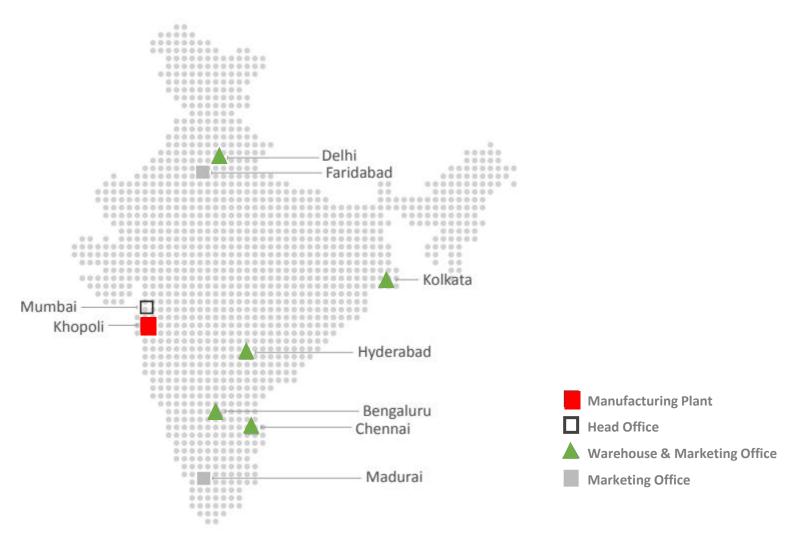




# **Our Sales Network**







Note: Map not to scale. For illustrative purpose only.

# **Our Key Clientele**



# **Terpene Operations**





























**Synthetic Resin Operations** 



Retail **Operations** 





















# **Our Board of Directors**



### Mr. Kamalkumar Dujodwala (Chairman)

A Graduate in Science along with training at National Chemical Laboratory, Mr. Kamalkumar Dujodwala brings with him a 40 years of experience in the chemical Industry and has spearheaded commissioning and operations at various facilities across India. He has been the president of the All-India Manufacturers Organization and is presently the Vice President of the Indo-China Chamber of Commerce. Mr. Kamalkumar took over as Chairman of the Company in year 2007.

### Mr. Pannkaj Dujodwala (Managing Director)

Mr. Pannkaj Dujodwala holds an MBA degree from Landsdown College, New Hampshire University, UK and is a Graduate in Commerce. He has been involved in the Pine Chemicals Industry for over 30 years and brings with him wide experience to oversee day-to-day activities at Mangalam Organics Limited.

### Mr. Sharad Kumar Saraf (Independent Director)

Mr. Sharad Kumar Saraf is holding a degree in electronics engineering from the prestigious Indian Institute of Technology, Mumbai and has over 40 years of rich experience in International Trade. He has a year of experience in Industrial training in Germany. Mr. Saraf has founded the Technocraft Industries (India) Ltd. He has also established hi-tech technology park with engineering design services facilities, employing nearly 300 engineers with office in Germany & USA. Mr. Saraf has won the National Trophy for Export Excellence from Prime Minister of India.

# Mr. Shree Narayan Baheti (Independent Director)

Mr. Shree Narayan Baheti is holding a degree in B.E. (Electricals) from College of Engineering and Technology, Jadavpur University, Kolkata. Mr. Baheti promoted the Focus Group of Companies. Over the years he had been holding the directorships in many companies engaged in Manufacturing, IT services and Financial Services. He has travelled all over the world with enough Trade and legal experience of many Countries.

### Mr. Rajkumar Jatia (Independent Director)

Mr. Raj Kumar Subhkaran Jatia started his career in the family textile business and grew the business to Japan, Hong Kong and Nepal. Mr. Jatia acquired India's largest safety match company WIMCO and turned this failing company into a success. Mr. Jatia ventured into the hospitality field In the 1980s during the Asian Games, establishing India's first Hyatt Regency Hotel and thereafter constructed three more hotels in Mumbai, Kolkata and Pune which are operating under the Hyatt Regency brand. Mr. Jatia built India's first Four Seasons Hotel in Mumbai in 2008.

## Mrs. Manisha Agarwal (Independent Woman Director)

Mrs. Manisha Agarwal is a qualified Chartered Accountant with a vast experience in financial markets, Personal finance and Recruitment for domestic as well as international corporations. Currently Mrs. Agarwal is handling family investments in Mutual Funds, Bonds, Stocks and other financial instruments. She is actively involved in Portfolio Management for her family members, Private Limited Companies and Family Trusts. She also prepares corporate and personal financial statements, tax return preparation and filing for companies, partnership firms and individuals. She is also involved in the Travel and Tour services business namely Voyapal along with her husband.

# **Our Management Team**



# Mr. Sanjay Bhardwaj - Chief Executive Officer

Sanjay Bhardwaj is a qualified Chartered Accountant. He has been working with the Company in various capacities and departments since last 24 years i.e. from 1st November, 1994 to present. He has successfully handled various portfolios such as production, marketing, finance, human resources planning, etc. during his tenure with the Company.

### Mr. Shrirang V Rajule - Chief Financial Officer

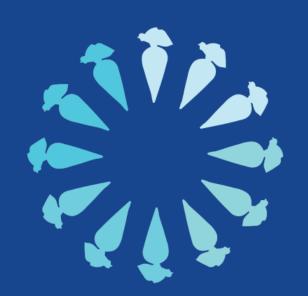
Shirang V Rajule is a Commerce Graduate having 40 years of expertise in Accounts, Finance and Taxation. Mr. Rajule is associated with Mangalam Organics Ltd for over two decades.

### Mr. Akshay Dujodwala - Chief Strategy Officer

Mr. Akshay Dujodwala has received his Master's Degree in Business Analytics & Consulting from Warwick Business School, London and a Bachelors' Degree in Banking and Insurance from University of Mumbai. Mr. Dujodwala has also gained an experience by working in firms like Universal Consulting India Pvt Ltd, Enam Securities and ICICI Prudential AMC Ltd. He has been appointed as an Executive of the Company since September 2018 with a responsibility to head Retail Sales and Marketing department. He is instrumental in transforming the company from a B2B to B2C player.

# Transformation

from B2B to B2C



# Mangalam - Brand to reckon with





# Why Camphor?

As written in our Holy books, Pure Camphor symbolises union with God as it burns completely, leaving behind no trace. Pure Camphor dispels negativity, keeps one healthy and attracts prosperity.

# Significance of the Camphor Flame

Camphor flame inspires the devotee to spread warmth and fragrance through one's life, burning away energetically to eventually allow the focus solely on the almighty without any trace of existence or ego. At the end of the aarti, one places his hands over the flame and touches his eyes and forehead which signifies "may the light which illumined the Lord light up my vision and may my thoughts be as pure and beautiful as this Camphor flame"

# How to check the purity of Camphor?

Pure Camphor burns completely without sparking and does not leave behind any residue or ash.

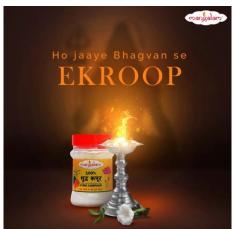


# Mangalam over the last year (Brand strengthening)

















# CamPure - Homecare and personal care products with the goodness of camphor



### **CamPure**

A creation with a rich history and vibrant future an organic product made from the extract of the pine tree.

While in the Indian domestic market, Camphor is widely used for religious purposes, it has usage far and wide across countries globally.

Camphor also plays a vital role as the active ingredient in several orthopaedic, skin and congestion-related pharmaceuticals and leading pharmaceutical companies are increasingly purchasing Camphor with more R&D being done on Camphorbased formulations.

On the hygiene side, Camphor is replacing naphthalene and PDCB in the West and is gaining increasing share of the homecare market.

Going forward, it is estimated that India will start using camphor for innovative hygiene products as in the pictures above.



The goodness of camphor is something we've known of for centuries, and its usage extends far beyond our prayer rooms. Over the years we have heard from countless people who choose camphor as a safe alternative to regular air fresheners. Inspired by such stories, we have launched the camphor cone











# **CamPure over the last year (Brand Strengthening)**













# **Reviews For Our Products**











Mangalam CamPure Camphor Handwash 250ml (Pack of 2) ★★★☆☆ 140 ₹350.00



Mangalam CamPure Camphor Soap - Soft & Fresh (Pack of 6) ★★★☆☆ 743 ₹300.00



Mangalam CamPure Camphor Power Mosquito Liquid Vaporiser (Refill - Pack of

★★★☆☆ 1,781 ₹396.00



CamPure 100% Organic Camphor Essential Oil -15 ML - Pack of 1 ★★★☆☆31 ₹350.00



Purifier Rose & Camphor - Refreshing Fragrance -Repels Mosquitoes -Pack of 2 ★★★☆☆ 151 ₹300.00



CamPure Camphor Soap, Handwash & Hand Sanitizer Gift Box **★★★☆☆15** ₹400.00



Mangalam plastic Camphor Diffuser/Kapur Dani - Bhimseni Camphor Aroma ★★★☆☆ 299 ₹330.00



Mangalam CamPure Camphor Cone (Bhimseni) - Room, Car and Air Freshener & Mosquito Repellent (Pack Of 2) ★★★★☆ 386 ₹398.00



Mangalam CamPure Camphor Cone (Original) - Room, Car and Air Freshener & Mosquito Repellent (Pack Of 2) \*\*\*\* 3,779 ₹398.00



Mangalam CamPure Camphor Sticks Mini -Wonderful Fragrance, Repels Cockroaches and Rats, Preserves Clothes, Prevents Rust - for... ★★★☆☆ 350 ₹300.00



Mangalam Bhimseni Mangalam CamPure Camphor Jar (Bhimseni Camphor Sticks-Camphor, 250 gm Jar) Wonderful Fragrance, \*\*\* 5,460 Repels Cockroaches and #1 Best Seller (in Pooja Rats, Preserves Clothes, Supplies Prevents Rust (Pack of 8) ★★★☆☆ 387 ₹625.00



Mangalam CamPure Camphor Cone (Bhimseni) - Room, Car and Air Freshener & Mosquito Repellent (Pack Of 4) \*\*\* 386 ₹796.00

Recent Review



Mangalam CamPure Camphor Sticks Mini -Wonderful Fragrance, Repels Cockroaches and Rats, Preserves Clothes, Prevents Rust - for... \*\*\*\*\* 86 ₹580.00



1. Gkamp Jasmine Campure Camph. 4.1 \* 64 Ratings & 3 Reviews

₹199

Diffuser

Jasmine Fragrance Quantity 80 g



Smooth... awesome...nice ...light.

Sumanta Patel Certified Buyer 17days ago



₹375.00

Smooth... awesome...nice ...light..

Sumanta Patel O Certified Buyer 17days ago



2. Gkamp Original, Sandalwood,... 4.2 ★ 64 Ratings & 11 Reviews

₹796 Diffuser

> Sandal, Natural, Jasmine, Rose Fragrance Quantity 320 g



Most Helpful Review 5th Great product

Most Helpful Review

5\* Great product

Will suggest to by .. excellent quality .. and good fragrance . Manohar Vijapurkar 🕝 Certified Buyer Jul, 2020



Will suggest to by .. excellent quality .. and good fragrance .

Manohar Vijapurkar 🐶 Certified Buyer Jul, 2020

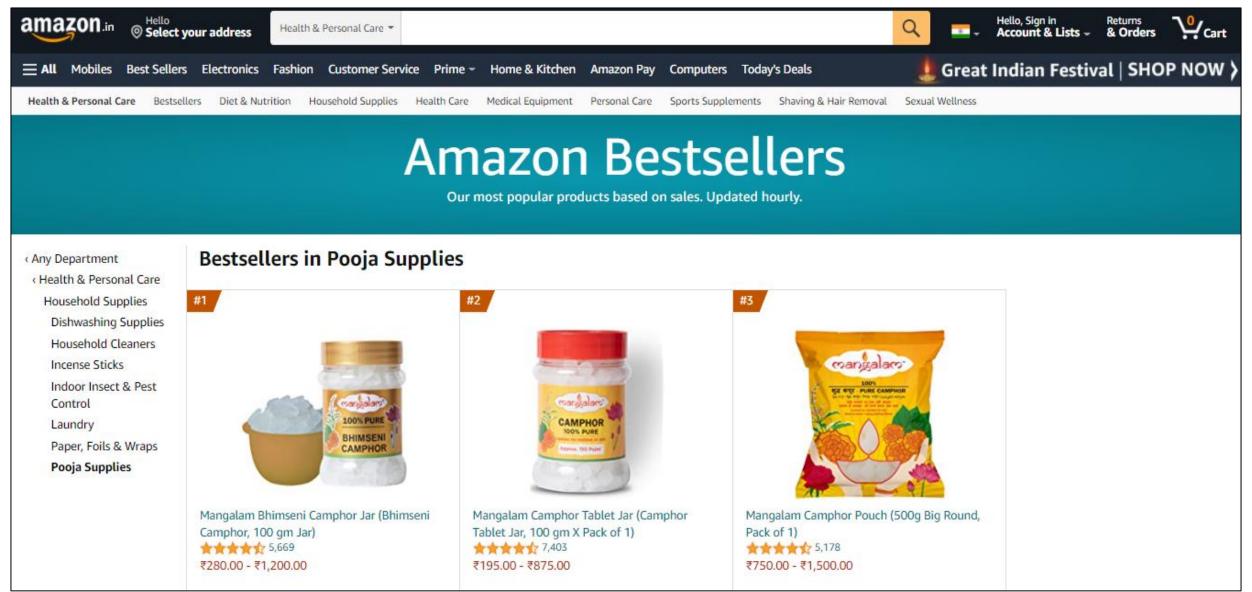






# **Our Bestsellers Products on Amazon**





# **Social Media Presence**





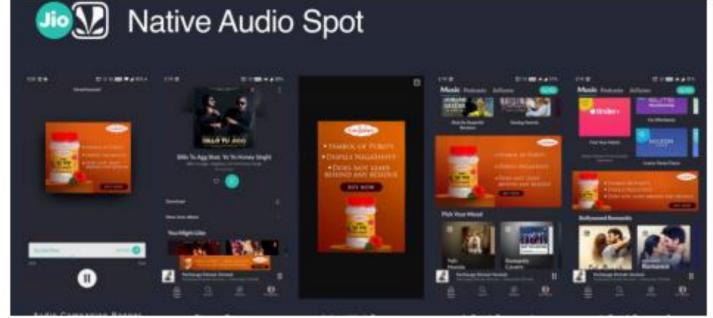






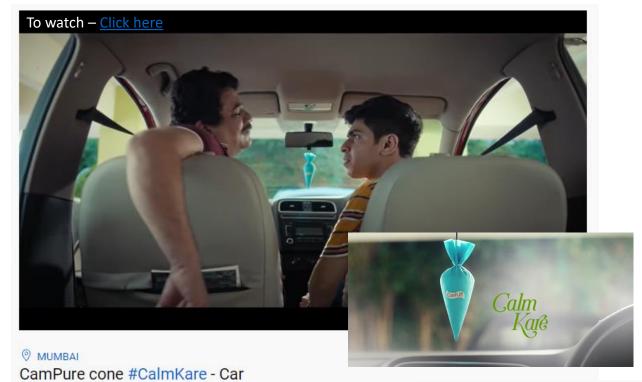






# **Television Commercial**





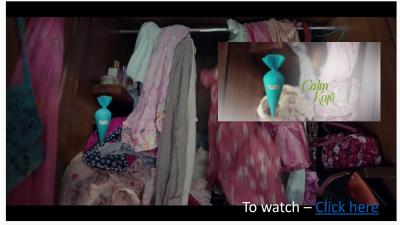


### Mangalam camphor TV commercial advertisment

12,618 views • Premiered Apr 27, 20:



CamPure cone #CalmKare - Study area

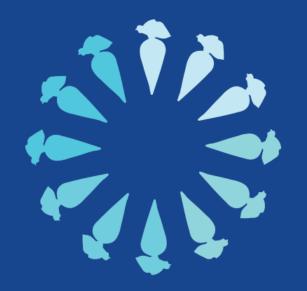


CamPure cone #CalmKare - Cupboard



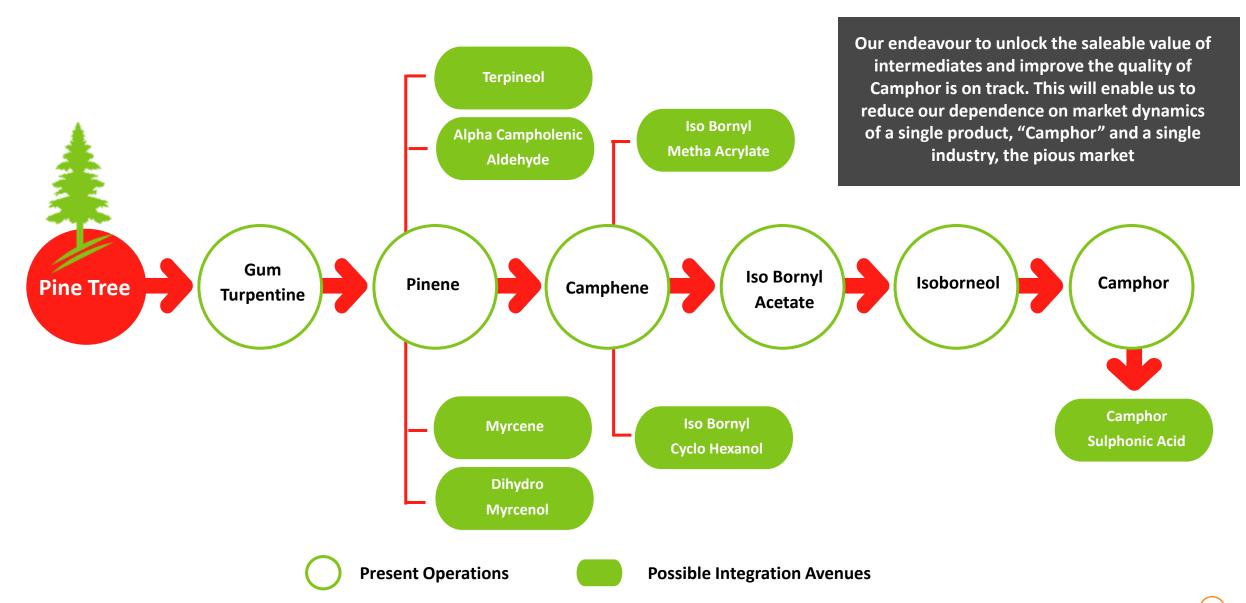
#Campure #Organic #Camphor
CamPure Cone vs Chemical based Air Fresheners (Phool ya Fool ?)

# **Future Strategy**



# 1. B2B - Unlocking the Value of Intermediates





# 2. B2B – Synthetic Resins – Niche Approach







**Bespoke and Niche Approach** 

# **Terpene Phenolic Resin**

- Increase range of terpene phenols to cater wide needs of customers in domestic market
- Pursue product approvals with global tyre and adhesive customers in the domestic and export market

# **Alkyl Phenolic Resin**

- Understand customer pain points and provide tailormade products
- Introduce wide range of quality products to enable registration with key distributors

# **Rosin Modified Resins**

- Explore opportunities of import substitution in adhesives and printing ink industry
- Improve quality of products to global standards to unlock export opportunities

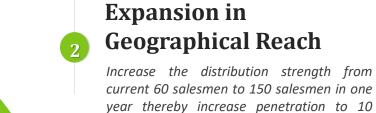
# 3. B2C - Future Growth Strategy



# **Expansion in Product Portfolio**

Introduction of new products for the retail markets to increase our market share





states











# **E-Commerce**

Strengthening brand and unlocking the power of E-commerce . Our products are available on Amazon, Bigbasket, Jiomart, Flipkart etc.

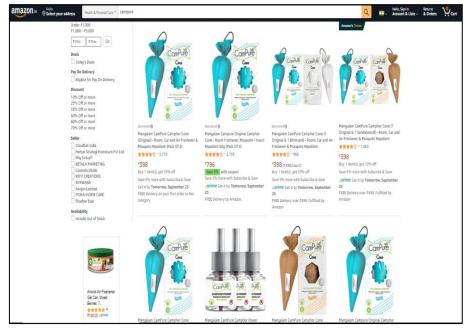
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# **Export Opportunity**

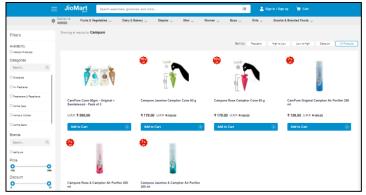
There is huge global market potential for the products we manufacture. In future we may look for expansion in these markets

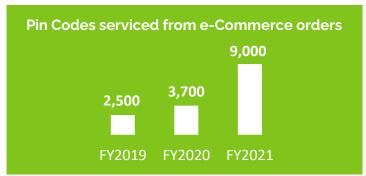
# 4. B2C - Target retail market with e-Commerce

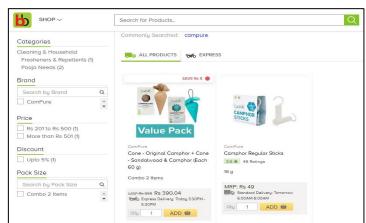


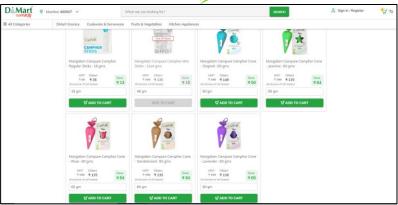


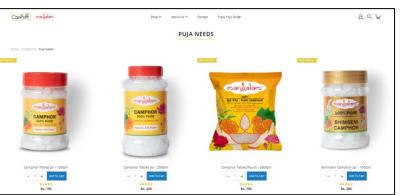


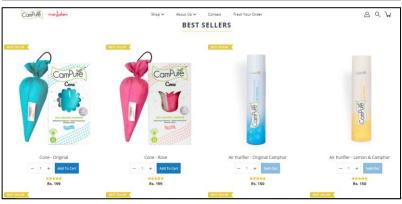




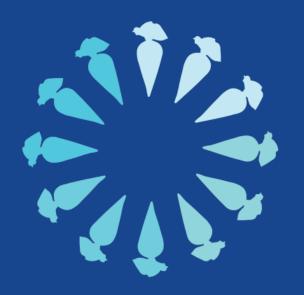






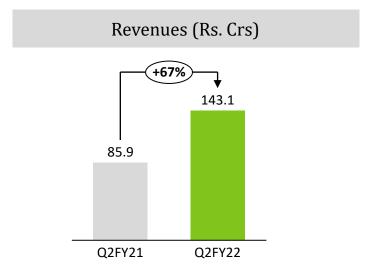


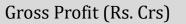
# **Quarterly Performance**

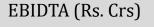


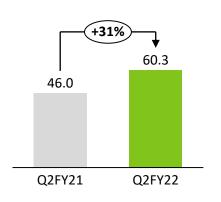
# **Q2 FY22 Consolidated Financial Performance**

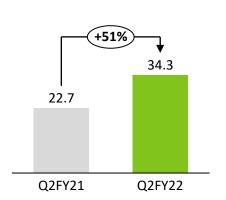






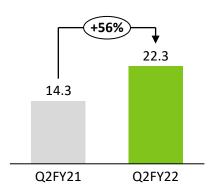






PAT (Rs. Crs)

**Capacity Expansion** 



As a part of modernizing and continuously deploying new technologies at the Company's manufacturing facility located at Kumbhivali village, Maharashtra the Company has commissioned new Steam Boilers and Thermopac. Consequent upon the developments as above, the Company will now be able to produce **10,000 MT** per annum of Camphor from present capacity of **5,000 MT** per annum with effect from **January, 2022**. The above technological improvements and developments have been financed through Internal Accruals.

# **Q2 FY22 Consolidated Profit & Loss Statement**



Particulars (Rs. Crs)	Q2 FY22	Q2 FY21	Y-o-Y (%)	Q1 FY22	Q-0-Q	H1-FY22	H1-FY21	Y-o-Y (%)
Revenue from Operations	143.1	85.9	66.6%	105.7	35%	248.8	134.6	85%
Cost of Materials Consumed	85.7	43.3		63.8		149.5	61.9	
Purchase of stock in trade	1.4	0.7		1.1		2.6	1.1	
Changes in Inventories	-4.4	-4.1		-9.6		-13.9	-2.5	
Gross Profit	60.3	46	31%	50.3	20%	110.6	74.0	49%
GP %	42%	54%		48%		44%	55%	
Employee Benefits Expense	6.7	7.5		6.9		13.6	12.8	
Other Expenses	19.3	15.8		20		39.2	25.7	
EBITDA	34.3	22.7	51%	23.4	47%	57.7	35.4	63%
EBITDA %	24%	26%		22%		23%	26%	
Other Income	0.8	0.4		0.2		1.0	0.6	
Depreciation and Amortisation Expense	4.4	3.7		3.4		7.8	5.9	
EBIT	30.8	19.4	59%	20.3	52%	51.0	30.2	
Finance Costs	0.4	0.3		0.2		0.6	0.7	
РВТ	30.4	19.2	58%	20.1	51%	50.5	29.5	
Total Tax Expense	8	4.8		5.1		13.2	7.3	
Profit for the year	22.31	14.33	56%	15	51%	37.3	22.16	71%
PAT %	16%	17%		14%		15%	16%	

# **Consolidated Balance Sheet**



EQUITY & LIABILITIES (Rs. Crs)	Sep-21	Mar-21
Equity Share Capital	8.6	8.6
Other Equity	280.4	243.1
Total Equity	288.98	251.7
Financial Liabilities		
Borrowings	0.3	0.024
Provisions	2.5	2.5
Deferred Tax Liabilities (Net)	3.7	3.5
Total Non-Current Liabilities	6.5	6.05
Financial Liabilities		
(i) Borrowings	7.9	23.9
(ii) Trade payables	31.9	24.1
(iii) Other Financial Liabilities	0.1	0.4
Provisions	1.0	1.0
Other Current Liabilities	11.1	4.1
Total Current Liabilities	52.1	53.6
TOTAL EQUITY & LIABILITIES	347.5	311.3

ASSETS (Rs. Crs)	Sep-21	Mar-21
Property, Plant and Equipment	133.1	120.6
Capital Work-in-progress	10.9	0.0
Financial Assets		
(i) Investments	0.0	0.0
(ii) Loans	0.8	0.3
(ii) Other Financial Assets	0.2	0.2
Total Non-Current Assets	144.9	121.01
Inventories	104.1	106.2
Financial Assets		
(i) Trade Receivable	64	34.4
(ii) Cash and Cash Equivalents	2.0	1.04
(iii) Other Bank Balances (other than Note 13 above)	0.9	33.4
(iv) Other Current Financial Assets	0.0	0.15
Other Current Assets	29.0	13.6
Income Tax Assets	2.7	1.6
Total Current Assets	202.6	190.3
TOTAL ASSETS	347.5	311.3

# **Abridged Cash Flow Statement**



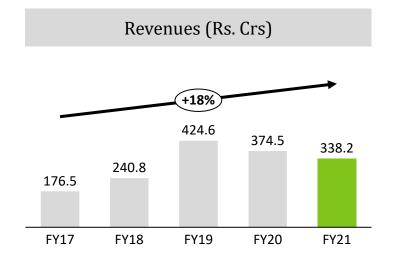
Particulars (Rs in Cr)	30-Sep -21	31-Mar-21
Profit Before Tax	50.5	114.1
Operating profit before working capital changes	58.4	128.0
Changes in working capital	7.9	13.9
Cash generated from operations	62.4	55.83
Direct taxes paid (net of refund)	14.11	29.55
Net Cash from Operating Activities (A)	48.3	26.3
Net Cash from Investing Activities (B)	-30.8	-28.15
Net Cash from Financing Activities (C)	-16.6	2.3
Net Change in cash and cash equivalents	0.9	0.4

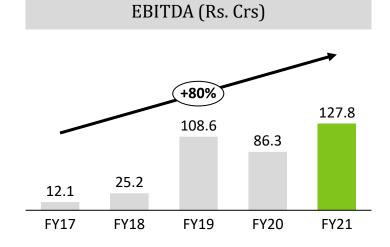
# Yearly Performance

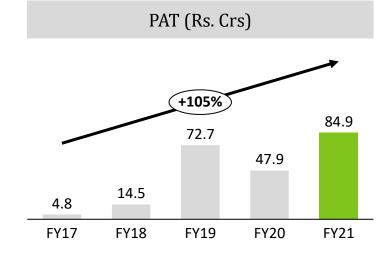


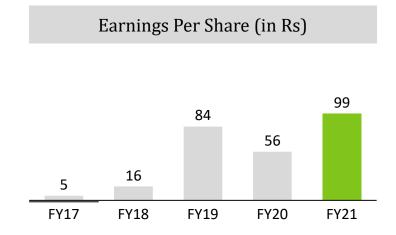
# **Performance in Charts**

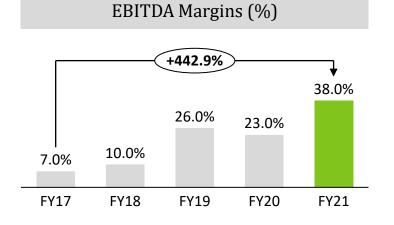


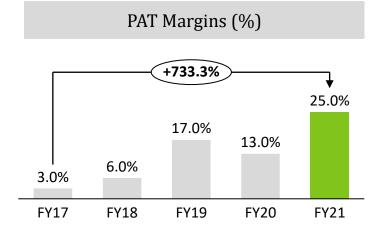






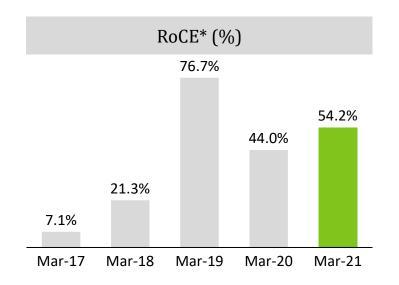


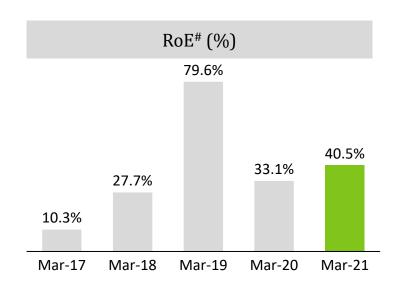


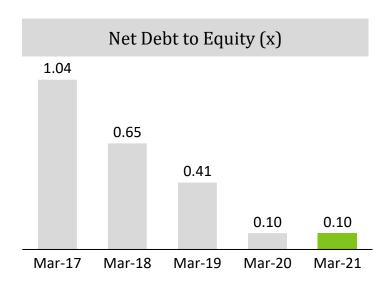


# **Capital Disciplined Growth**

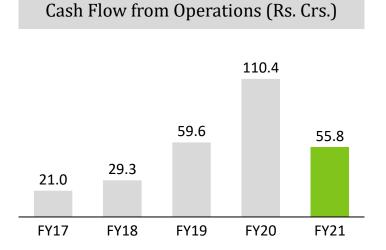














\*RoCE = EBIT/Avg. Capital Employed Capital Employed = Total Assets – Current Liabilities

# **Corporate Social Responsibility**











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Investor Presentation 3

# Thank You

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