#### (Formerly known as HIMACHAL FIBRES LIMITED)



Date: 03.06.2025

To,

Listing Department BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street Mumbai-400001

#### Sub: Investor Presentation- May, 2025

#### RUDRAECO | 514010 | INE723D01021

Dear Sir,

Please find enclosed hereby Investor Presentation- May, 2025.

We request you to take the above information on record.

Thanking You,

Yours sincerely For Rudra Ecovation Limited (Formerly Known as Himachal Fibres Limited)

Nancy Singla Company secretary Cum Compliance Officer

★ hfl.corporate@gmail.com

www.rudraecovation.com

Registered Office: Plot No. 43-44, Industrial Area, Barotiwala-174103 (HP) Corporate Office: 4th Floor, Wood Stock Tower, B-35/958, Adarsh Nagar, Ferozepur Road, Opposite Waves Mall, Ludhiana-141012, Punjab



Rudra Ecovation Ltd. (Formerly Himachal Fibres Ltd.)

& Shiva Texfab Ltd.

Investor Deck May 2025



Rudra Ecovation Ltd. and Shiva Texfab Ltd. have in principally decided to merge subject to relevant approvals.





#### **About Us:**

Established in 1997, Rudra Ecovation along with Shiva Texfab have consistently demonstrated unwavering commitment to sustainability, positioning itself as a trailblazer in PET waste recycling. Based in Ludhiana, Punjab, our sprawling 100-acre state-of-the-art facility proudly stands as India's preeminent integrated manufacturing unit for rPET waste recycling. Over our **illustrious 26-year journey**, we have not only achieved the impressive feat of reducing global CO2 emissions by more than 1,40,000 metric tons annually, but have also become synonymous with cutting-edge environmental solutions.



Drone Picture of Shiva Texfab Ltd. based in Ludhiana, Punjab, 100-acre state-of-the-art facility proudly stands as India's preeminent integrated manufacturing unit for rPET waste recycling





- Since 1997
- **100** Acre Own Land Plant



**3000+** employees across locations



## **Environment Challenges**



In India, over 85% of plastic is annually

tonnes of PET plastic, commonly used for

bottled water, consumed each year. This

emphasizing the scale of the issue.

translates to more than 3,800 tonnes daily,

directed to landfills, with a staggering 14 lakh

**Waste Landfills** 

#### **Ocean-bound Plastic (OBP)**

Studies predict that by 2050, the amount of plastic in our oceans will surpass the population of fish, highlighting a pressing environmental concern.



#### **Plastic Litter**

Furthermore, a significant 75% of litter found on sea beaches comprises plastic, exacerbating the marine pollution crisis.

## Transforming challenges into opportunities





#### Integrated Plant:

From Pet Flakes to Sustainable Products



#### Capacity:

Inhouse capacity for complete value chain



#### Sustainable sourcing:

ESG-compliant suppliers.



#### R&D Team:

Continous research on new Products.



#### ESG Focus:

ESG compliance focus



#### **EPR Support**

Aids brands achieve EPR Goals



## **Corporate Restructuring**





**Rudra Ecovation Ltd.** 



Shiva Texfab Ltd.

Acquired 51% stake in Shiva Cottex Private Limited

Business Profile: Recycled PET (rPET) bottle to bottle chips business & manufacturing of acoustic panels from rPET

#### **Merger Update**

Rudra Ecovation and Shiva Texfab merger already filed with BSE. Proposed swap ratio is 0.213 equity shares of ₹10 in Shiva Texfab for every 1 equity share of ₹1 in Rudra Ecovation. Approval of BSE and SEBI is awaited on merger



Rudra Ecovation and Shiva Texfab are proposed to be merged into **single entity** 

Business Profile:

Manufacturing of staple
fibre, filament yarn, spun
yarn, Anaura, & nonwovens from rPET



## RUDRA

## Certifications

## **Product Offerings**



PET Flakes



Filament Yarn



Fibre



Anaura



Spun Yarn



Non Woven Carpets





**Bureau Of Indian Standards** 



9001







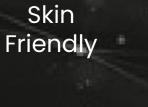


ANAURA

FUTURE-PROOF FASHION

BORN OUT OF EXTENSIVE
RESEARCH, INNOVATION,
CUTTING EDGE TECHNOLOGY
AND ESG WAY OF WORKING





Reduced Water Consumption



## **Traceable**

Comes with traceability certification of its origin from which type of plastic OBP, HBP or PCW



## **Trustable**

Made with international quality standard with all relevant certifications



## Sustainable

Made with Zero Waste manufacturing approach also save Co2, Saves water and saved energy.

















Angura | FASHION

Angura | HOME FURNISHINGS

Angura | ATHELISURE



#### Global Brands Shift Towards rPET and Sustainable Materials

## patagonia

85% of the brand's plastic fabrics come from a recycled source (2022)



The company aims to source 100% of its materials from recycled or other sustainable sources by 2030.



Used more than 1 bn recycled bottles to create products for its various brands; aims to make 100% of its raw materials recycled or sustainably sourced.



Diverts an average of 1 billion plastic bottles annually from landfills and waterways.

## DEC4THLON

Brand aims to source 100% of its polyester from more sustainable channels (recycled, solution-dyed)

#### INDITEX

The company committed to 100% more sustainable linen and recycled polyester for all its brands





# Government and organization level initiatives adding fuel to the move towards sustainable alternatives

#### Indian Oil launches "Unbottled"





- IOCL launched its brand "Unbottled" through which it has committed to recycle 100 mn bottles every year
- Being the largest initiative globally, IOCL plans to supply the recycled clothes to IOCL workers, non-combat uniforms for Armed Forces and even retail sales
- The initiative was launched by PM Modi and has already gathered positive media response

#### **Indian Airlines Sustainable Uniform**



We are happy to present sleepwear that not only gives comfort but is designed keeping the environment & sustainability in mind.

This sleepwear has been created using the equivalent of 23 bottles of recycled plastic

Annually we will divert approximately 19 million bottles from landfills towards this initiative

This equates to approximately 360 tonnes of plastic per year

Approximate calculations are based on 500ml bottles weighing 19 grams each, tagether with Air India's current sleepwear specification and annual consumption, including fobric off-cuts that are then recycled.

Akasa Airline Sustainable Uniform

Tata Air-India Initiative

- Akasa Air redesigned its crew uniform in July 2022 using recycled polyester fabric made from PET bottle plastic salvaged from marine waste
- Recently, **TATA Air-India** joined the race by providing in-flight sleepwear made from recycled polyester

Similarly, many other brands from across the industries are expected to follow suit & take substantial steps towards their commitment to become truly sustainable

## Rising demand for sustainable fashion leading to exponential growth for recycled textiles material





## Globally, customers have been preferring apparels which are sustainable and environment friendly

- 80% of customers in US said sustainability was important while 94% of customers in India said they were willing to pay high prices for "ethical" products
- Following the customer push, sustainability presents as the biggest opportunity for Fashion industry (McKinsey Survey, 2023)



Sustainable & Fair business practices are on the rise to meet customer demand for ethical fashion

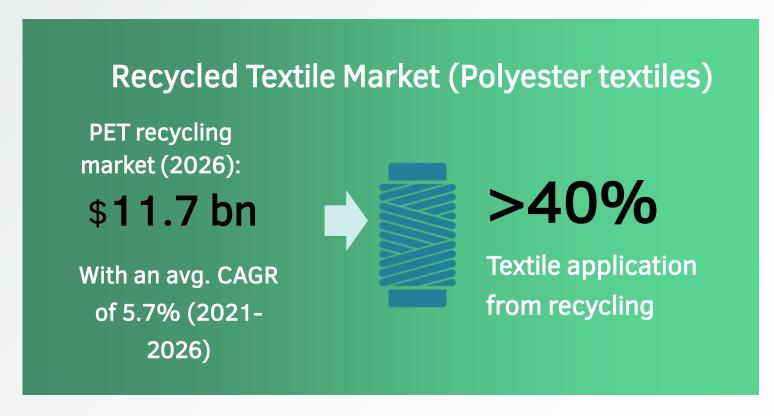
 However, the promise of sustainability faces difficulty due to lack of credibility in turn raising demand for certified raw materials & responsible sourcing



## Government policies & regulations across the globe have made brands to be more responsible

- GOI launched SURE in 2019 which includes pledge from 16 brands aims to using sustainable raw materials and processes by 2025
- In 2019, Gov of France announced its decision to make Paris the sustainable fashion capital of the world by 2024





## From Fiber to Fashion: Rudra Leads Integration – Peer Comparison



#### **Rudra Ecovation Plus Shiva Texfab**

- Recycled Polyester Staple Fibre
- Recycled Spun Yarn
- Recycled Filament Yarn
- Recycled PET Flakes
- Recycled non-food grade bottle grade chips
- Non-woven Fabric
- Knitted Fabric
- Recycled Non-PET granules



ANALYSIS

**M** 

1

UDB

- Rudra Ecovation goes beyond just being a textile company. We're amongst frontrunners in sustainable textile manufacturing.
- We've integrated every step of the process, from transforming waste pet bottles into high-quality fabric, carpets, etc
- As presented, Rudra leads its industry peers with its fully integrated manufacturing setup:

#### **Ganesha Ecosphere**

- Recycled Polyester Staple Fibre
- Recycled Spun Yarn
- Recycled Filament Yarn
- Recycled food grade bottle chips

#### **JB Ecotex**

- Recycled PET Flakes
- Recycled Polyester Staple
   Fibre
- Recycled bottle grade PET Chips

#### **Alliance Fibre**

- Recycled PET Flakes
- Recycled Polyester
   Staple Fibre
- Recycled Polyester Yarn

#### **RSWM Ltd.**

- Yarn
- Fabric

#### Kanchan Group

- Fibre
- Yarn
- Fabric

#### **CTM Textile Mills**

- Textiles Processing
- Home Textiles

#### **SPNG** Group

Yarn manufacturing Green, Dyed, Acrylic Dyed,
 Viscose Dyed, Mélange &
 Slub Yarn

#### **Pashupati Group**

- Recycled PET Flakes
- Recycled Polyester Staple Fibre
- Recycled Polyester Yarn
- Recycled PET Chips (Food & Non-Food Grade)
- Other Recycled Packaging Products

#### **Sutlej Textiles**

- Recycled Polyester Staple Fibre
- Yarn
- Home Textiles Fabric



## **Anaura: Business Update**





#### **Commercial Deliveries Initiated:**

Substantial orders for sustainable fabric received.

Dispatches have commenced and are ongoing for confirmed orders.



#### Orders received from Key brands this Quarter:





received.

**Octave** 



Orders for Anaura received.



#### R&D and Anaura sampling ongoing:

Extensive research and development underway; multiple sustainable fabric variants sampled and tested.



#### **Production Ramp-up:**

In the process of scaling production to meet increasing brand requirements for Anaura (Sustainable Fabric).



#### **Brand Outreach:**

Actively engaging with several leading brands and large-scale fabric buyers to cater to their sustainability goals through the Anaura upcycled fabric range.





Images of end product made with Anaura (Sustainable Fabric) for Shell & Ferrari.



Tracoable



**Trustable** 



Sustainable

### **Update on Expansion Activities:**



Washing Lines:

Increase in capacity 200 MT to 400 MT per day.

- Pibre Plant:
  Increase in capacity from 125 MT to 225 MT Per day
- ANAURA (R-PET Fabric): (Current Capacity 3,20,000 Sq. Mt. Per day) Modernization of Tumbling, Stenter, Peaching, Dyeing & Printing machines, Capacity at 80 MT per day with value added Upcycled fabric.
- Spun Yarn & Filament Yarn :
  Increase in capacity of Filament from 24 MT to 48 MT per day
- Non Wovens: (Current Capacity 40,000 Sq. Mt. Per day)

  Modernization of Tumbling, Stenter, Peaching, Dyeing & Printing machines.
- Bottle to Bottle & Acoustic Panels:

  New Capacity will be 20 MT per day & Setting acoustic panels new capacity

### **Expansion Update:**

- Majority of planned expansion Completed
- Trial production of completed expansion done
- Initial commercial production for completed expansion has started
- Anaura (our upcycled sustainable fabric) has received an encouraging response, leading to commercial quantity orders from leading brands. We are now in the process of ramping up production to meet the growing commercial demand for the Anaura range.
- Further research and development and sampling of upcycled fabrics are in process
- There is some delay in completion of planned expansion. The remaining expansion is expected to be completed soon.
- The plan for setting up manufacturing capacity for acoustic panels is deferred for some time and will be done post-completion of other planned expansion activities.

### Images of New fabric division setup at Shiva Texfab Ludhiana plant







### Strategic Growth Overview: Rudra Ecovation + Shiva Texfab

### Shiva Texfab - FY24 (Audited)



INR 420 Cr. Sales



INR 32.44 Cr. EBIDTA



7.72 % EBITDA Margins



Utilizing 45% (approx.) of Current Capacity

#### **Shiva Texfab FY25 (Provisional)**



INR 424.73 Cr. Sales



INR 44.44 Cr. EBIDTA



10.46 % EBITDA Margins



Utilizing 45% (approx.) of Current Capacity

### **Growth Road Ahead:**

### **Setting Up New Capacities:**

Setting up new capacities for Fibre, Filament, B2B (Bottle to Bottle Chips) and Acoustic Panels

#### Focus on Value-Added Products:

Emphasizing high-margin product lines like Anaura, Non Wovens, B2B, and Acoustic Panels

#### Achieving 100% Capacity **Utilization:**

Targeting to achieve 100% utilization of expanded capacity (including new capacities) by FY 2027

#### **Revenue Potential:**

Projected topline potential of INR 1,700 crore at 100% expanded capacity utilization.

#### Margin Goals:

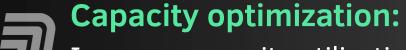
**Expected EBITDA margins** between 16% and 17% at full capacity.

### **n** Next Expansion

Next phase of expansion for capacity enhancement of Anaura and Non woven to fully forward integrate the surplus fibre capacity (to be planned post optimum utilization of present expanded capacities)



## Future Business Growth Triggers:



Increase capacity utilization to scape up operations and gain efficiency.

**Leveraging existing infrastructure:** 

Future investments focused on cutting-edge plant and machinery, leveraging existing infrastructure (land, building & utilities).

Focus on Value-added segments:

Complete focus on high-margin products like Anaura and Carpets.

Building organizational resilience:

Strategic hiring to bring expertise and agility to adapt to the changing business landscape.

Import Substitution:

Modernization and adopt new technology to substitute superior quality imports.

Favorable Governmental Regulations:

Recent introduction of Minimum Import Price on synthetic knitted fabrics in March 2024

**Embracing Sustainability:** 

Align business practices with sustainability measures and improve ESG performance.

**EPR Advantage:** 

Robust business opportunity through Stringent EPR norms.





#### **Recent Event Highlights**

"We participated in four major events in the past 2 quarters, including Bharat TEX, AYCS, GCPRS and Plastic Recycling Show ME&A getting a phenomenal response for our products. We plan to participate in more national as well as international events and exhibitions, establishing Rudra Ecovation as the industry leader and building visibility for our range of products."



**Bharat Tex 2024 Exhibition Stall** 



Sustainable Partner at AYCS Event 2024



GCPRS 2024 Exhibition Stall





#### Participated at PRS ME&A

Participated at PRS Middle East & Africa At Dubai ,on September 10,11,12 2024.

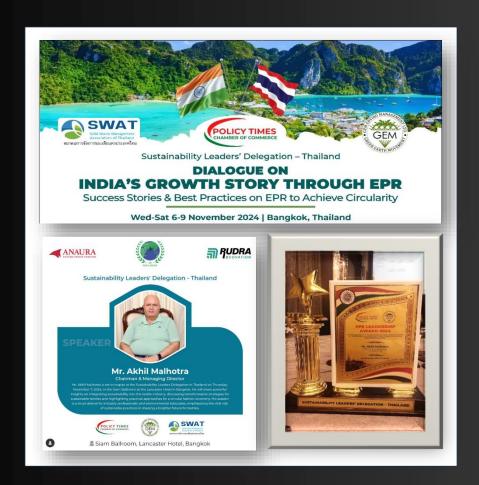
Mr. Akhil Malhotra Rudra Ecovation, delivered a powerful speech that resonated deeply with the audience. He highlighted the innovative use of chemical-free cellulose fibers in our Anaura Athleisure Upcycled fabrics, emphasizing our commitment to sustainable fashion. He also showcased our zero-waste manufacturing process, where Rudra Ecovation stands out as the only industry recycling bottle caps and labels—a successful model for others to follow.

His insights set a benchmark for the other industries present, sparking discussions about plastic circularity and innovation. The integration of AI technology not only supports cost-cutting but also drives growth, ensuring we produce innovative, high-quality products at competitive prices. We're excited to share that many companies approached us for this knowledge, including a major European company

The overwhelming attention we received for our traceable, trustable, and upcycled material reflects our dedication to environmental responsibility and our role in shaping the future of sustainable innovation. We are truly grateful for the positive response and appreciation from all attendees, reinforcing our mission to lead in sustainability







#### **INDO-THAI Dialogue for Circular Economy**

#### Rudra Ecovation Ltd. Joins Indo-Thai Dialogue on Circular Economy.

Mr. Akhil Malhotra, was invited as a delegate to the recent Indo-Thai Collaboration event organized in Bangkok. This gathering brought together sustainability pioneers from across Asia, aiming to drive impactful change through cooperative efforts.

In recognition of his leadership in the field, Mr. Akhil Malhotra has been honored with the Leaders of Sustainability Indo-Thai Delegation Award.

This accolade symbolizes Mr. Akhil Malhotra efforts in promoting environmental responsibility and acknowledges Rudra Ecovation innovative approach to waste management and sustainability.

#### **Latest Events**



heimtextil Rudra Ecovation participated at prestigious Heimtextil exhibition happening at Frankfurt Europe on Jan, 2025

Heimtextil is the leading international trade fair for home and contract textiles, held annually in Frankfurt, Germany. It showcases a wide range of products and trends in the textile industry, including fabrics, bedding, carpets, wall coverings, and decorative accessories. With exhibitors and visitors from around the world, Heimtextil is a hub for designers, manufacturers, retailers, and industry professionals to discover the latest innovations, network, and stay ahead of the curve in the ever-evolving world of home textiles.



## **Upcoming Event**

# Textile Sourcing Fair

July - 2025

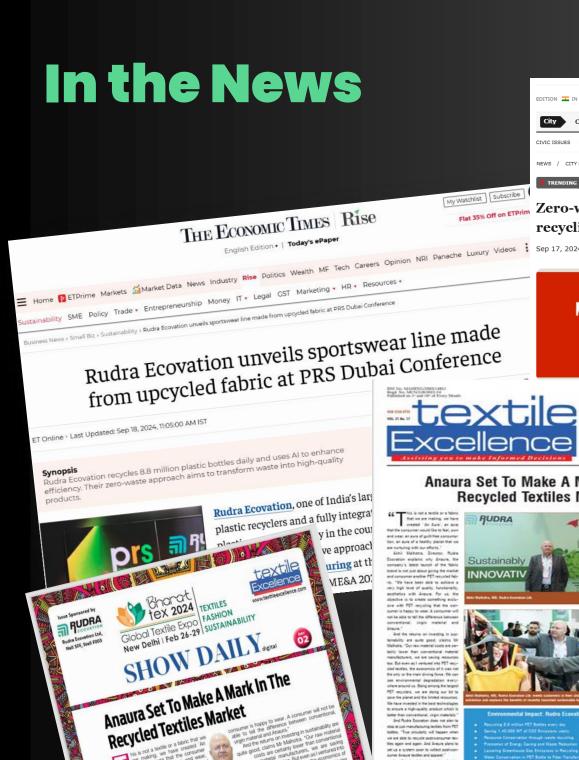
Rudra Ecovation Limited to participate in the TexIndia showcasing our commitment to sustainability and innovation in the textile industry. To highlighted ecofriendly innovations, including rPET yarn and upcycled fabrics, emphasizing our focus on sustainable practices

**TexIndia** serves as a platform for manufacturers and suppliers of apparel fabrics, trims, embellishments, and related services to showcase their products to potential buyers. The event attracts a diverse group of trade visitors, including international buying houses, garment manufacturers, apparel brands, fashion designers, and retail chain representatives. TexIndia is strategically held alongside YARNEX to provide a comprehensive sourcing experience for attendees.



info@rudraecovation.com ∰ www.rudraecovation.com | Follow us in ② 🚯 📉

**SAVE THE DATE:** 10,11,12 JULY, 2025









्राण किया प्रथा। इस अवसर पर स. हरमीत सिंह चढ़दीकला की भी अरदास की। नतमस्त हुआ है। उन्होंने कौम की दिल्ली के प्रगति मैदान में ग्लोबल । कॉनक्लेव ऑन प्लास्टिक रीसाइक्लिंग ▲ं इकोवेशन ने अपनी प्रमुख उपस्थिति दर्ज की



गुरुगाम • मंगलवार • ९ गुलाई, २०२ फीसदी रीसाइकिल सामग्री से निर्मित होता के विशाल प्लोट विशाल प्लोट

## Anaura: Revolutionizing Fashion With

## Sustainable Innovation And Style!

New Delhi: tudra Ecovation Lim-ted engaged in man-facturing sustainable products from 100% ecycled waste plastic

7 4

Ishani Malhotra, Chief Marketing Of-

#### a Ecovation Shines at GCPRS 2024: A Step Towards a inable Future





The Global Trend Towards Sustainab as Been A Significant Driver Of Our

## ısiness Decisions: Akhil Malhotra

## Rudra Ecovation makes presence at Global Conclave on Plastic Recycling & Sustainability Exhibition

21

## **Embedding ESG Principals Into Our Core Values**

We are constantly working and improving our ESG standards along with UNSDG goals our ESG Goals also include ESG supply chain, we incentivize compliance among Tier 1 and Tier 2 suppliers.



Rudra has already engaged an external agency to work on ESG & BRSR compliances and targets to achieve the same voluntarily.







Rudra Ecovation Ltd. (Formerly Himachal Fibres Ltd.)

# Thanks

www.rudraecovation.com