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Q2 & H1’ 14

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Business Profile H1 FY'14

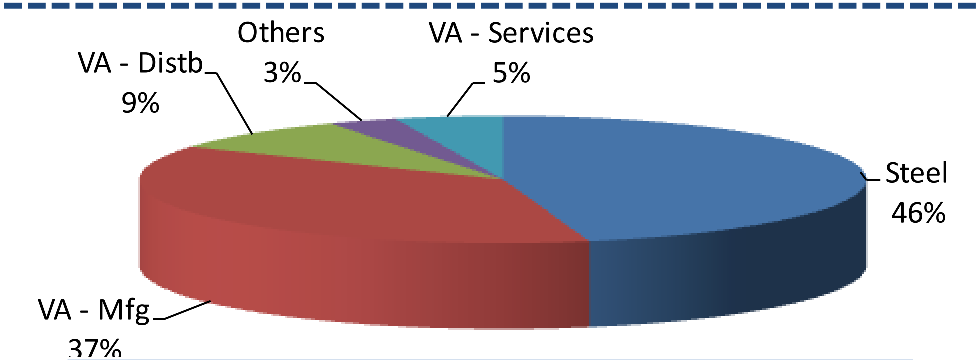
Global Turnover
Rs 2,725 Crs
(USD 456 Mn)

Value Added Products
Rs 1,382 Crs
(USD 231 Mn)

- **Manufacturing**
  Rs 1,020 Crs
  (USD 170 Mn)
- **Distribution**
  Rs 232 Crs
  (USD 39 Mn)
- **Services**
  Rs 130 Crs
  (USD 22 Mn)

Steel
Rs 1,258 Crs
(USD 211 Mn)

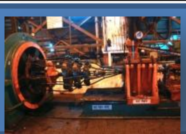
Others
Rs 85 Crs
(USD 14 Mn)



Net Turnover	
Stand Alone Rs 1,450 Crs (USD 243 Mn)	Consolidated Rs 1,856 Crs (USD 311 Mn)

Note: Global Turnover reported above represents Gross level of activities and are without adjusting inter unit/company sales



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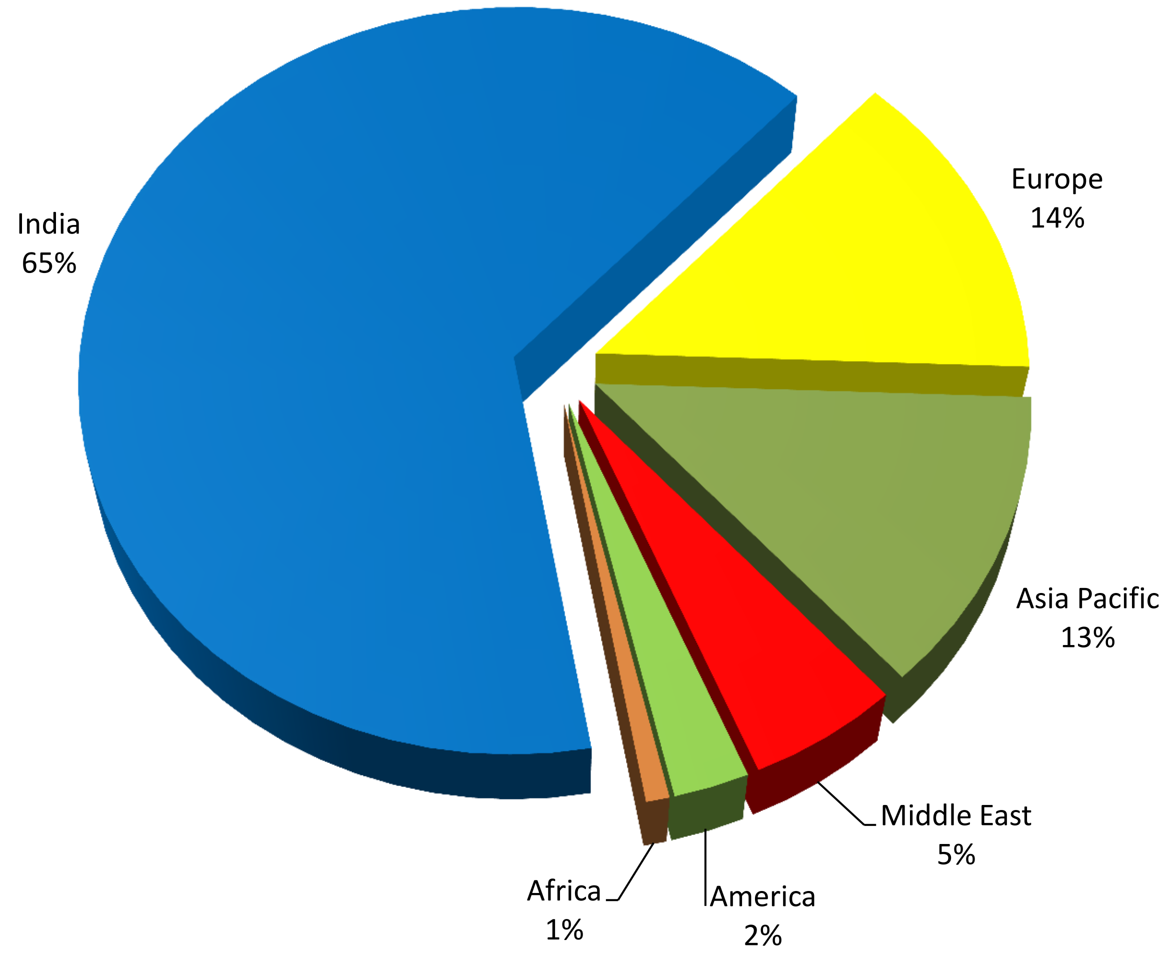
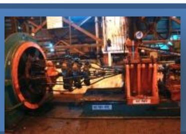
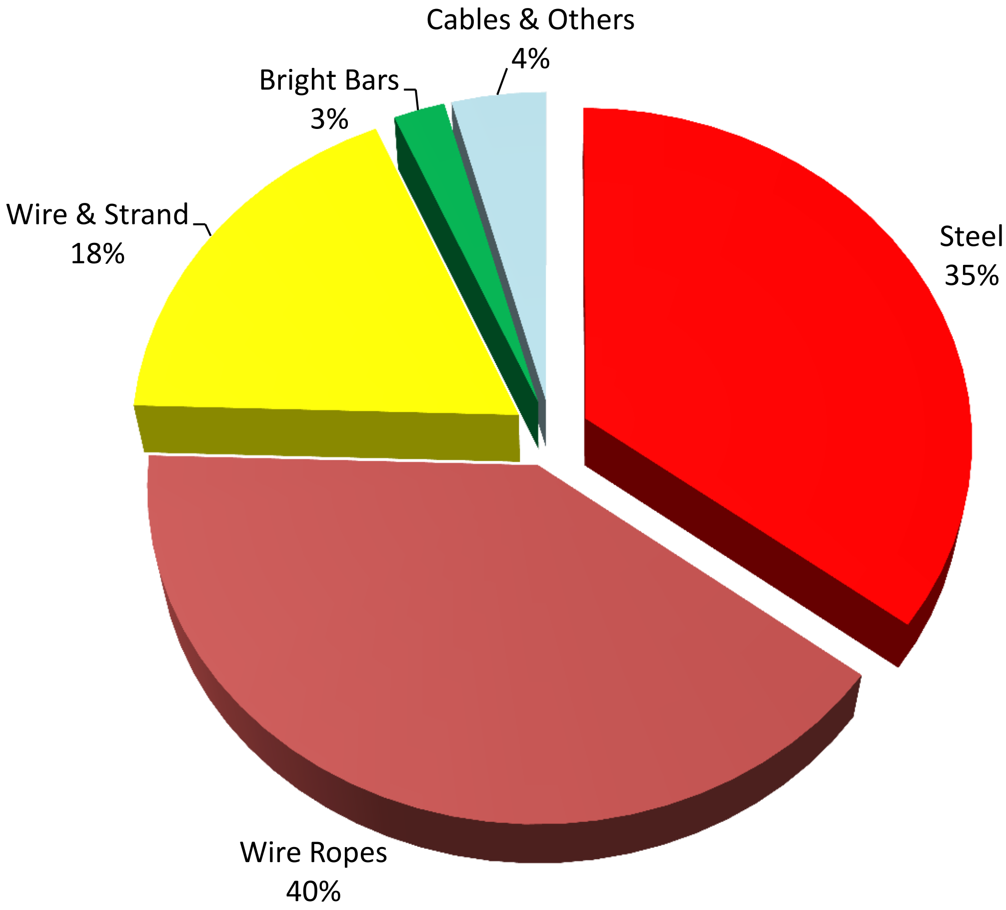
Revenue Distribution By Geographies



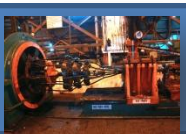


Revenue Distribution By Products





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Architecture of Integrated Business

Mineral Resource

- Iron Ore Mine Crushing & Screening
- Coal Block – "A- C" grade
- Washing Plant
- Beneficiation Plant

Power Module

- 71 MW WHRB JSR
- 64 MW Thermal JSR
- 20 MW Thermal - Ranchi
- Total - 155 MW

Iron Making Module

- Blast Furnace 600 KT
- DRI 600 KT
- Sinter Plant 800 KT
- O_2 & Lime Kiln Plant
- Coke Oven 250 KT
- 150 KT
- Pellet Plant 1200 KT

Distribution Marketing & Service Module

Singapore	Netherlands
Bangkok	South Africa
Indonesia	Glasgow (UK)
Vietnam	Houston/ (USA)
Australia	Canada
Dubai	Aberdeen (UK)
	Norway
	Russia

Value Addition Module

- Bright Bar 36 KT
- Cord 4 KT
- OT Wire 6 KT

Ranchi	174 KT
Hoshiarpur	48 KT
Jamshedpur	30 KT
Bangkok	44 KT
UK	10 KT
Dubai	16 KT

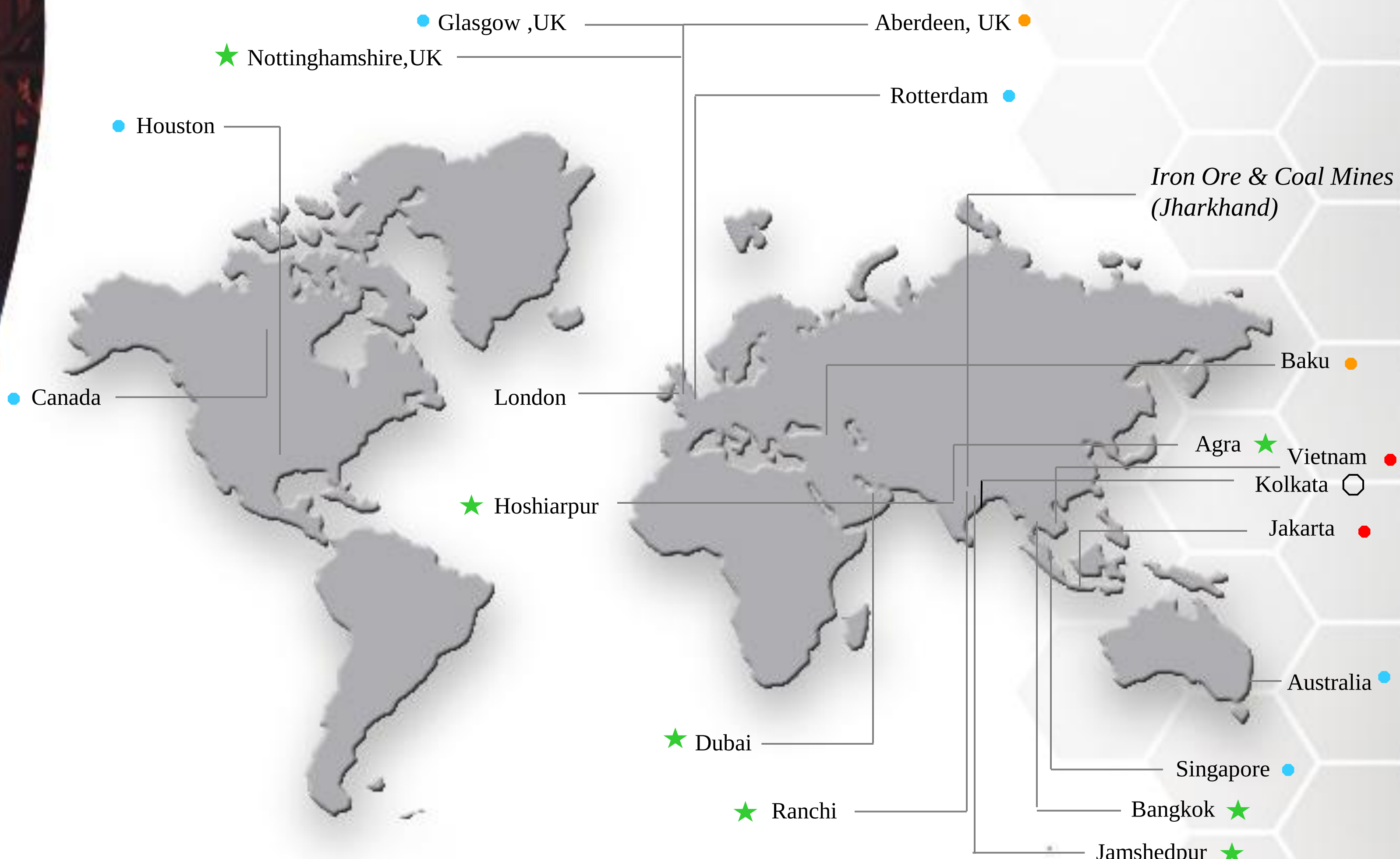
VA Products – 50 KT

Steel Making Module

- SMS I & II EAF 35 T & 40 T LF & VD 150 x 150 & 110x110 Caster
- SMS III EAF 70 T LF & VD 360 X 300 Bloom Caster
- 1,000 KT Billets
- Wire Rod Mill 400 KT
- Blooming & Section Mill 275 KT
- Section Bar Mill 50 KT
- TMT & Bars 72 KT

Under Implementation

Global Footprint



Manufacturing Facilities
Distribution Centers
Corporate Office
Sales Office
EMMC Centers

Further setting up R & D Centre in Italy

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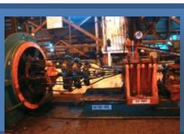
Consolidated Key Financials Trend

Rs in Crs

Particulars		08-09 (A)	09-10 (A)	10-11 (A)	11-12 (A)	12-13 (A)	13-14 (Trail 12M)
Net Turnover		2,950	2,514	3,046	3,361	3,622	3,693
PBDIT		531	495	595	498	705	764
PBT		281	240	204	11	103	91
PAT		185	169	137	4	79	57
Cash Profit		271	347	383	214	347	357
ROCE	(%)	24.1%	18.2%	13.9%	7.2%	10.0%	10.0%
RONW	(%)	19.2%	13.7%	8.1%	0.2%	4.3%	3.1%
EPS	(Rs)	7.4	6.5	4.5	0.1	2.6	1.9



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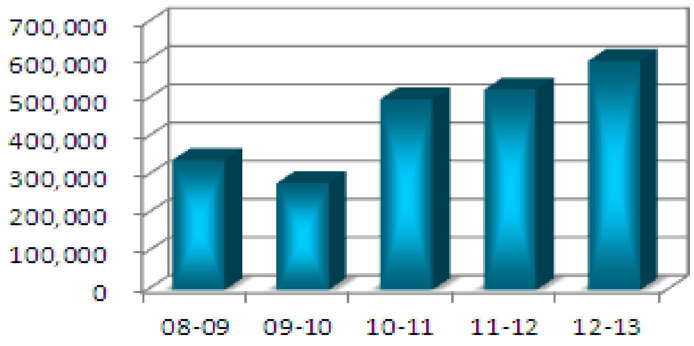
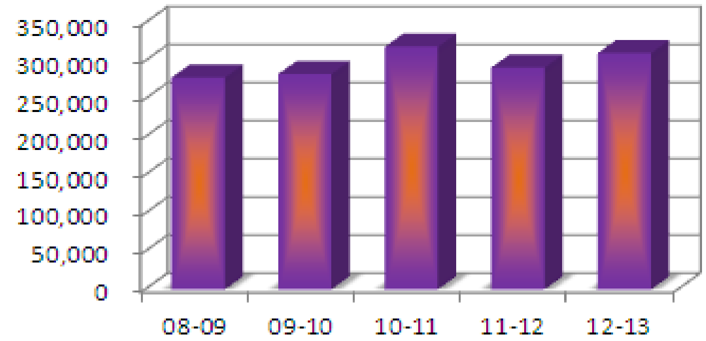
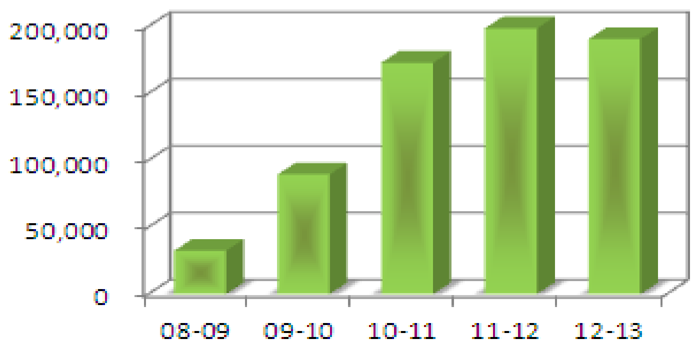
Production Trends



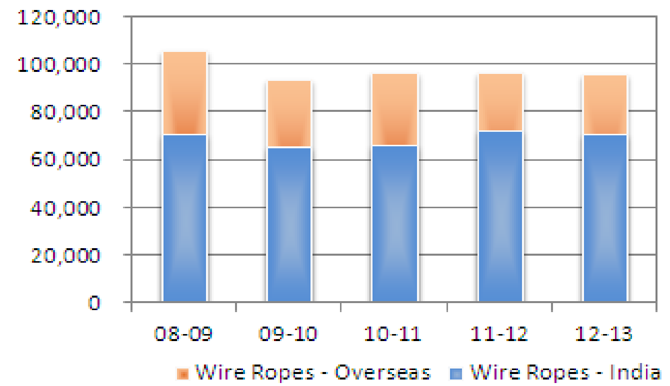
Billets



Wire Rods

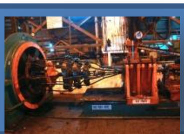


Blooms & Bars



Wire Ropes



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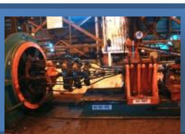
Performance Update

H1 & Q2 FY'14

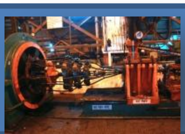


Economic Overview

- Uncertainty continues in global markets
- Suboptimal business condition, continuing slowdown with moderate to negative growth rates in the domestic economy kept sales under pressure
- Lack of policy initiatives by government to support demand
- Hardening of interest rates & tight liquidity in the money market had adverse impact on profitability
- Volatile Forex market



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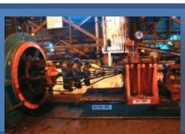
Highlights H1’14

- Turnover increased by 4% on consolidated basis
- EBDITA up by 19% on consolidated basis and 32% on stand alone basis
- Consolidated EBITDA margin at 20.3 %
- Mining operation performed better, Iron Ore and Coal production up by 17% & 28% respectively
- Value added Products production up by 8% (Consolidated)
- Depressed business conditions, moderate to negative growth in auto sector, higher interest rate and depreciation eroded profitability
- Pellet and Coke oven plant in advanced stage of implementation



Production Volume Growth Consolidated

Billets

Rolled Products

Bright Bars

Wires & Strands

Wire Ropes

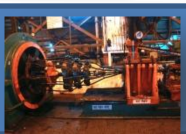
Q o Q

Q o PQ

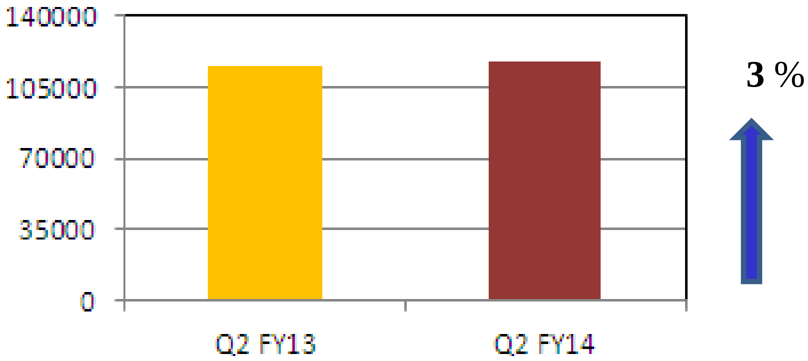
	Billets	Rolled Products	Bright Bars	Wires & Strands	Wire Ropes
Volume	140,134 MT	118,325 MT	3,278 MT	35,202 MT	25,579 MT
Q o Q	↑ 4 %	↓ 11 %	↑ 26 %	↑ 10 %	↑ 4 %
Q o PQ	↔	↑ 1 %	↓ 6 %	↓ 2 %	↓ 6 %

H1 o H1

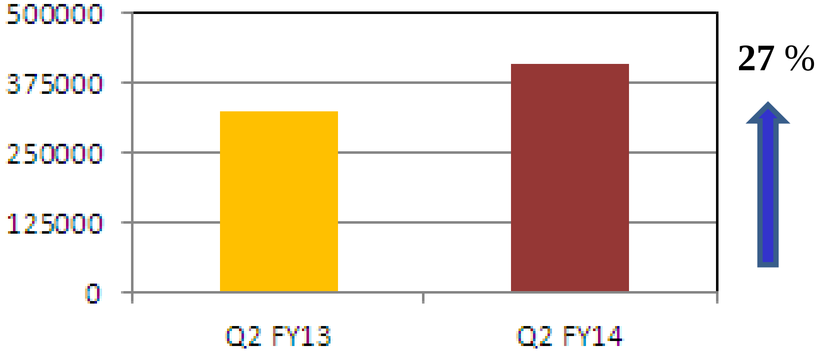
	Billets	Rolled Products	Bright Bars	Wires & Strands	Wire Ropes
Volume	280,155 MT	235,990 MT	6,785 MT	71,246 MT	52,696 MT
H1 o H1	↓ 2 %	↓ 13 %	↑ 7 %	↑ 10 %	↑ 7 %



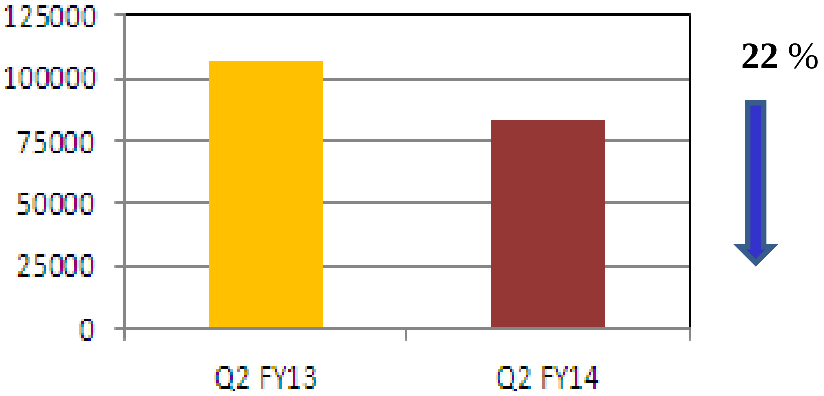
Production Performance



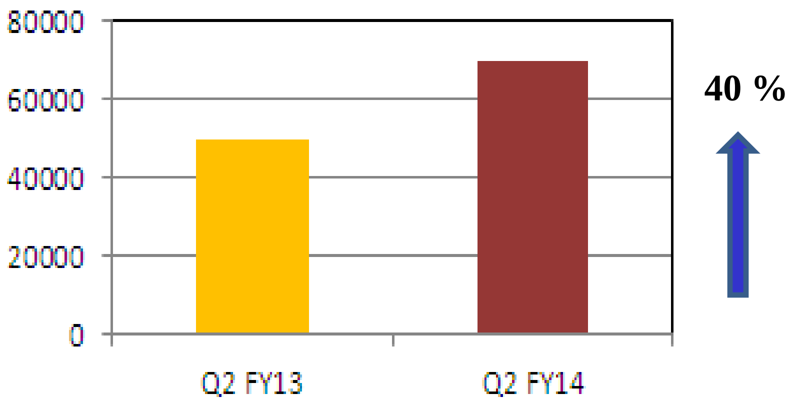
Coal



Iron Ore

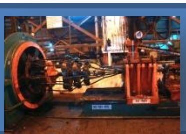


Hot Metal



DRI



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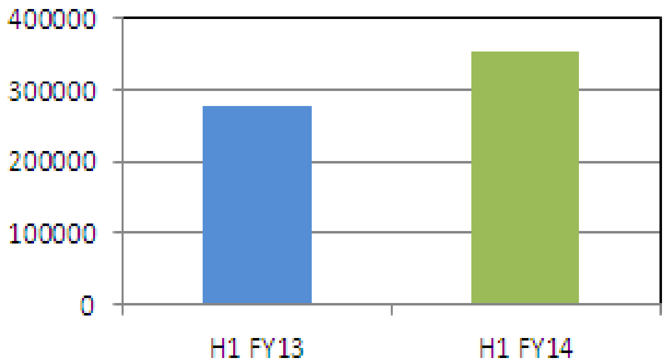
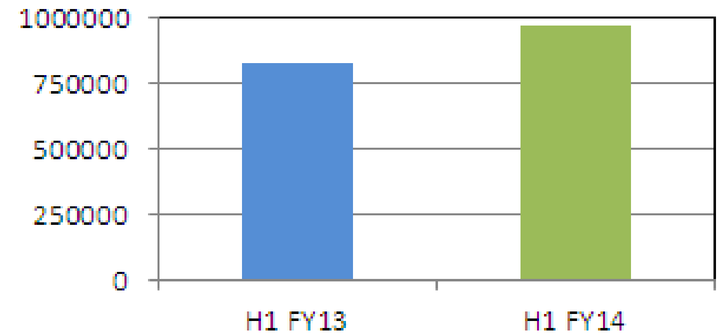
Production Performance



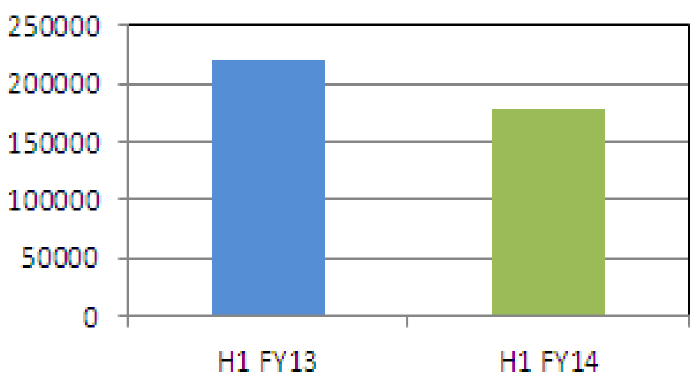
28 %

Coal



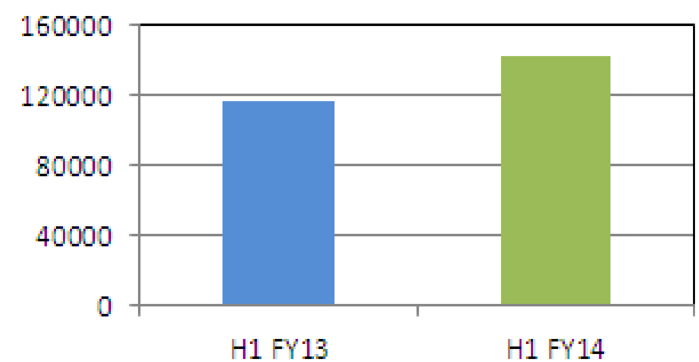
17 %

Iron Ore



19 %

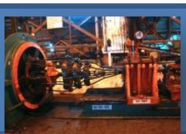
Hot Metal



23 %

DRI



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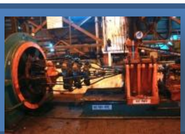
Financial Performance Q2 & H1'14

Rs in Crs

	Consolidated				Stand Alone			
	Q2'14	Q2'13	H1'14	H1'13	Q2'14	Q2'13	H1'14	H1'13
Net Sales	927.17	938.98	1855.89	1785.07	709.59	774.72	1449.54	1503.20
PBDIT	195.24	176.55	376.56	317.45	177.39	144.48	338.77	255.99
PBT	9.89	32.40	23.43	35.63	3.02	10.10	7.04	(7.04)
PAT	0.86	22.85	4.95	26.32	1.70	6.47	3.90	(4.39)



THANKS

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STRENGTH THROUGH INTEGRATION