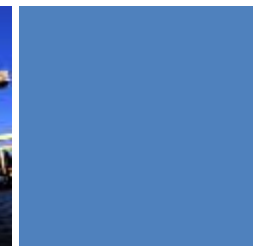
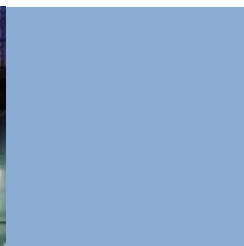
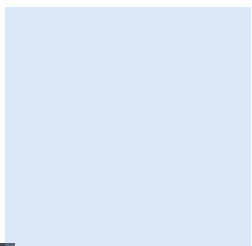


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KEI INDUSTRIES LIMITED



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Wires and Cables
The power behind the power

Major Highlights



- Strong Order Book of Rs. 1700 Crores.
- Improvement in Order Book to lead to increase in turnover and Profitability.
- Healthy Brand Visibility – TV Advt, Customer Loyalty and Preferences.
- Diversified business profile across customers, industries and manufacturing locations.
- Increase focus on Exports, Retail segments and EHV to support expected improvement in turnover, profitability as well as working capital.
- No Capital expansion plan in 2014-15.
- Debt level will reduce from current level in future.
- Very Strong relationship with banks.
- Highly committed promoters and management.



Structure



- Major Highlights
- About Us
- Key Strengths
- Industry Prospects
- Growth Drivers
- Business Overview
- Future Outlook
- Financials
- Share Holding Pattern



About Us



- Headquarters at New Delhi, India.
- Manufacturing facilities at Bhiwadi (Rajasthan), Chopanki (Rajasthan) & Silvassa (D & NH)
- More than 800 employees, 310 workers & 2000 contract labour across the Country
- KEI Industries Limited is engaged in the business of manufacturing and marketing of EHV, MV and LV power cables
- Ventured into Engineering, Procurement and Construction (EPC)
- Ranked amongst the top three cable manufacturing companies in India
- ISO 9001:2000 , ISO 9001:2008, OHSAS 18001:2007, OHSAS 14001:2004 certified company

- Diversified and de-risked business model across :
 - Markets: Domestic & International
 - Segments: Institutional & Retail
 - Sectors: Private & Public
- Established presence in the EHV, MV & LV cables coupled with retail wires and cables
- Listed at BSE, NSE & CSE also listed Overseas at Luxembourg Stock Exchange
- Market Capitalization of Rs. 370 Crores .
- Gross Sales of Rs. 1,753 Crores in FY 2014.
- EBIDTA of 9% in FY 2014.
- Gross Sales of Rs. 956 Crore in 1st Half of 2014-15.
- EBIDTA of 9.60 % in 1st Half of 2014-15.
- ROCE 20% in FY 2013-14.



Milestones



- 1968 :** Established as a partnership firm
- 1968 :** Commenced manufacture of switch board cables for DOT
- 1985 :** Commenced the manufacture of Control, Instrumentation and Thermocouple Cables
- 1992 :** Partnership firm converted into Public Limited Company
- 1993 :** Added manufacturing of PVC/XLPE Power cables up to 3.3 KV
- 1994 :** Diversified into stainless steel drawings with pilot plant
- 1995 :** Issued first IPO. Became Listed Co.
- 1996 :** Installed major SSW plant at Bhiwadi.

- 1997 :** Added another Plant at Bhiwadi for PVC /XLPE- LT power cables
- 2001 :** Commenced manufacturing of rubber cables upto 11 kV
- 2002 :** Established JFTC Plant at Silvassa
- 2004 :** Converted JFTC Plant at Silvassa into manufacturing of existing range of cables – rebalancing act`
- 2005 :** Issued GDR of USD 10 million
- 2006 :** Added new project for manufacturing 33 kV HT cables
- 2006 :** Implemented ERP Baan S/W system in the organization to ensure transparency and efficiency
- 2006 :** Issued FCCB of USD 36 million



Milestones



- 2007 :** Commenced New Project at Chopanki and modernization / expansion at Bhiwadi & Silvassa unit
- 2007 :** Received prestigious Corporate Governance Rating
- 2008 :** Successfully commissioned 100% EOU at Chopanki for LT power cables
- 2009 :** Successfully completed the up gradation of HT cable capacity at Bhiwadi & Chopanki up to 66 kV
- 2010 :** Technical Know - how Agreement with BRUGG KABEL A.G., Switzerland for EHV cables ranging from 66kV to 220kV

- 2010 :** Commercial Production of EHV cables ranging from 66kV to 220 kV
- 2010 :** Proud recipient of Business Super brand Award for Industry Validated
- 2011 :** Certification of ISO 9001:2008, OHSAS 18001:2007, OHSAS 14001:2004
- 2011 :** Receipt of EHV cable order from KPTCL worth Rs75 Crores
- 2011:** Successful redemption of FCCBs in November.
- 2012:** Receipt of EHV order of Rs.138 crores from Uttar Pradesh Rajkiya nirman Nigam Ltd.
- 2012:** Proud recipient of Super Brand status for consumer validated
- 2013-14:** New office at Singapore, Nigeria, Kazakhstan.



Key Strengths



1. Wide product basket comprising:

- Extra High Voltage cables up to & including 220 kV
- High & Medium Voltage cables
- Low Tension cables
- Control and instrumentation cables
- Specialty cables
- Rubber cables
- Winding, Flexibles and house wires
- Submersible cables,
- OVC/poly wrapped winding wires
- Stainless steel wires
- Engineering, Procurement and Construction (EPC)

Helping the company service a wide spectrum of sectors such as power, oil refineries, railways, automobiles, cement, steel, fertilizers, textile and real estate, amongst others



Key Strengths : Bhiwadi Unit



2. Manufacturing prowess evident from:

- World-class manufacturing facilities at Bhiwadi (Raj.), Silvassa (D&N H) and Chopanki (Raj.)



CCV Line (Involving Dry Cure Dry Cool technology) For manufacturing HT Cables Up to 132 kV



Sikora Online X-Ray Machine Used for Monitoring Product Quality



Key Strengths: Chopanki Unit



Troester's CCV Line (Involving Dry Cure Dry Cool technology) For manufacturing EHV Cables Up to 220 kV



In-house Testing Facilities for Testing EHV Cables



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Key Strengths



- Equipped with an installed capacity of:
 - 600 km of EHV cables
 - 5000 km of HT cables
 - 67000 km of LT cables
 - 280000 km of Winding, Flexibles & House Wires
 - 4800 MT of Stainless Steel Wire
- Strategically located manufacturing facilities at Bhiwadi, Chopanki and Silvassa results in servicing Institutional clients efficiently across the country



Key Strengths



3. Commitment to quality

- Adherence to the most stringent quality standards laid down by



Sri Ram Centre

Vindicating the KEI's superior production process, technology and quality products

4. Strong research capabilities

- Constantly enhancing product portfolio by investing in R&D
- Results in niche product offerings
- Ability to customize solutions for clients
- Expertise to manufacture specialty cables including braided cables, fire survival and zero halogen cables



Key Strengths



5. Climbing up the value spectrum

- Commercial Production of EHV cable
- Result in pre-qualifying KEI to participate in large utility tenders
- Firm impetus to its turnkey EPC business, which consumes significant portion of EHV cables

6. Establishing presence in the retail segment

- Building awareness as a brand in house wires
- Embarked upon aggressive marketing through various brand promotion activities through various communication channels
- KEI aims to dominate retail trade with visibility & presence



Key Strengths



7. Well entrenched distribution network

The sales & distribution network at KEI covers all major metros, Tier I & Tier II cities to serve its esteemed customers

Strong Order Book Position of Rs. 1700 Crore



- KEI Corporate Office
- KEI Regional Offices



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Key Strengths



8. Growing presence in exports

Established extensive international footprints across 45 countries

Export doubled in F.Y. 2013-14 as compared to last year.



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Industry Prospects



- Global cable market reached USD 176 billion in 2013 demonstrating a CAGR of 4.7% from 2003 to 2013
- Cable market in India was estimated at USD 3 billion in 2013, increasing at a CAGR of over 10%
- Size of High Voltage cable > 132 kV is estimated at USD 300 million
- Size of MV cable(11kV to 66kV) and LV cable is estimated at USD 900 million & USD 1.8 billion respectively
- Size of house / building wires is conservatively estimated at USD 800 million Planned addition in 12th five year plan - Generation capacity of 78,700 MV
- Target of 85,000 MV capacity addition in 12th five year plan
- Distribution Targets include electrification of 100,00 villages



Industry Prospects



Indian Power Sector

- Additional capacity of 85000 MV of Power capacities required in next 6 yrs
- Major policy investment initiative to achieve this growth
- Thrust on Non-conventional energy like Wind Power
- Total Investments of over USD 165 billion in Generation, Transmission & Distribution
- Additional Cable Demand of USD 9 billion from this sector likely in next 6 yrs

Industrial Expansion

- 6-8% GDP growth momentum encouraging large investments in Industrial Sector
- Major expansion in Sectors like Steel, Cement, Oil & Gas, Energy, Automobiles

Infrastructure, Housing

- Major investments planned in Highways, Ports, Airports
- SEZs
- Rapid growth in Housing, IT Parks, Hotels, Shopping Malls, BPOs

Strong growth prospects for Cable demand in the Country



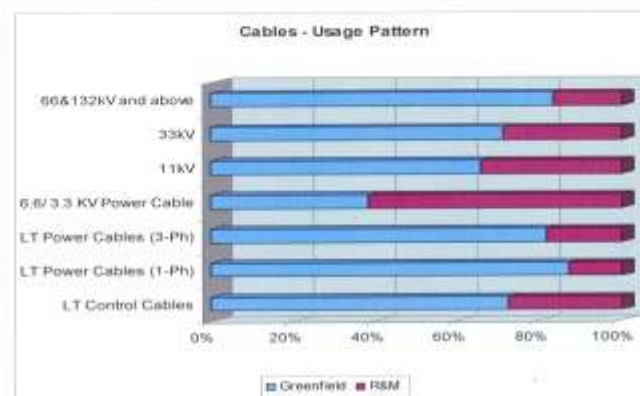
Industry Prospects



Demand Assessment for 2008-17: Equipment Wise

Power & Control Cables

Cables (KM)	Demand –FY2008-2017			Mode-wise Breakup		
	Conservative	Realistic	Planned	Gen.	Trans.	Dist.
LT Control Cables	1,046,905	1,174,350	1,322,007	16%	11%	73%
LT Power Cables (1-Ph)	1,424,867	1,665,085	1,834,581	0.4%	1.4%	98.2%
LT Power Cables (3-Ph)	371,301	404,986	489,120	22%	-	78%
6.6/ 3.3 KV Power Cable	241,243	254,581	269,146	5%	-	95%
11kV	107,305	127,617	148,900	10%	-	90%
33kV	20,820	23,894	27,060	1%	-	99%
66&132kV and above	2,716	3,138	3,598	-	43%	57%



Growth Required in Supply

Sub-Category*	FY06-07 Production (KM)*	Projected CAGR FY08-12			Projected CAGR FY08-17		
		Conservative	Realistic	Planned	Conservative	Realistic	Planned
HV & EHV Power Cables	17,400	31%	38%	46%	13%	15%	17%
LT Power Cables	110,000	13%	19%	36%	9%	11%	13%

The high growth rate in demand for cables is going to be fueled by the demand from states for R&M of the current installed system and increased usage of cables in place of conductors due to lack of space, control in losses etc.

*All cables above 1.1kV have been considered as HV power cables. The above production data corresponds only to consumption of power cables in the power sector. Also the production is net of export import.

Growth Drivers



Power & Infrastructure

- Infrastructure spending estimated at USD 1 trillion in the next five years
- Estimated FDI in Infrastructure sector is USD 250 billion while USD 750 billion is expected to be mobilized locally
- Demand for cables estimated at USD 3 billion (including EHV, MV and LV cables) used for transmission and distribution purposes

EPC

- EPC industry is projected to be a multi-billion-dollar industry
- On the threshold of exponential growth due to gigantic scale of infrastructure opportunities
- Industry estimates suggest, for every rupee invested in power generation capacity, almost 60% is invested in equipment and EPC work
- Consumption of cables in turkey EPC power project account for nearly 70% of the total project cost



Growth Drivers



Industry

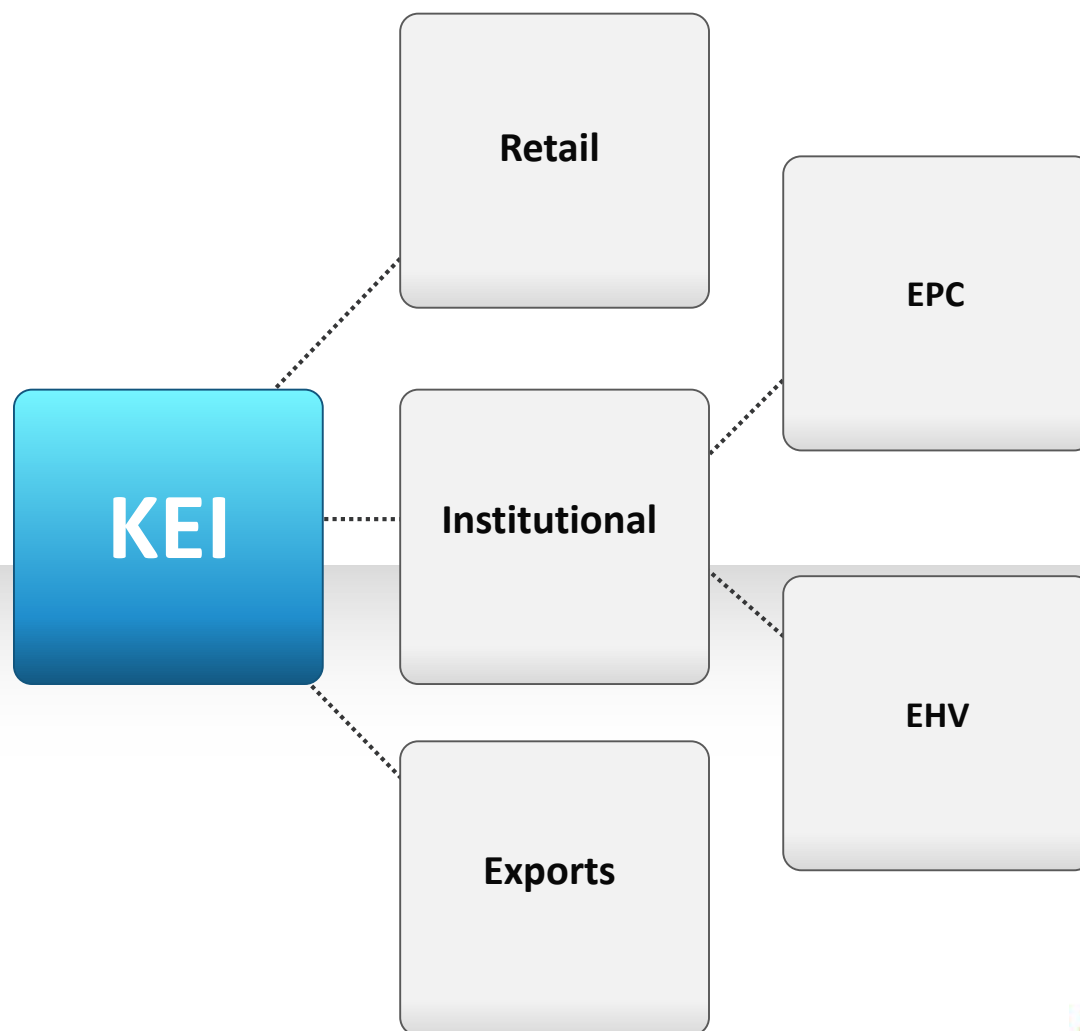
- Cables forms an integral part of every industrial capex
- Cable requirement accrues only after 50% of the industrial project is complete
- Demands are picking up with gradual recovery in expansion plans

Building & Construction

- Demand for Urban Premium housing set to grow to Rs 757 billion in FY 20 from Rs 116 billion in FY 09
- IT/ITES and BFSI sectors will lead to increased net absorption of office space
- Office space forecasted to grow at a CAGR of 29.5% from 19.6 million sq ft in 2009 to 42.6 million sq ft in 2013
- Demand for wires is expected to register a CAGR of 13% over the next 7-8 years



Business Overview



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Business Overview



I. Institutional

- Presence in this segment is marked by:
 - Ability to offer multi-products, with a multi-location presence
 - Well-entrenched marketing presence across all states
 - Ability to deliver products fast across the country from plants in North and West
 - Servicing customers flawlessly
- Building specialised offerings to tap niche segments such as shipping sector, oil and petroleum and solar plants even more aggressively
- Tapping large realty brands
- Strengthening all-India presence by embarking on opening new warehouses across the country

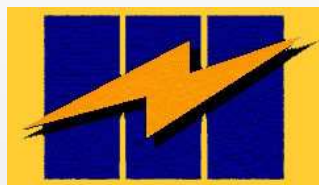


Business Overview



- Servicing prestigious clients across diverse sectors evident from:

Power Sector Clients



Industrial Clients



Business Overview



- Servicing prestigious clients across diverse sectors evident from:

Refineries



Energy Sector



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Business Overview



- Servicing prestigious clients across diverse sectors evident from:

Fertilizer Sector



Steel Sector



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Business Overview



1. Foray into EPC space

- Commenced execution of EPC contracts
- The main services offered by the company in the EPC segment includes execution of:

Power
transmission
projects of 66kV
to 400kV
substations on
turnkey basis

EPC of EHV & HV
cables systems

Electrical
balance of plant
system for
power plant

Electrical
industrial
projects



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Business Overview



- The company's key strengths in the EPC segment include:

• In house execution capabilities

• Ability to manufacture own EHV cable / HV cable (which accounts for nearly 70% of its EPC project value)

• Offer the entire range of products instrumentation cable, control cable and power cable

• Strong marketing infrastructure and regional offices across all major cities in India

- Collaborations with Woosun Electric Co., Korea for power projects and Cobra Engineers, Spain for substation execution
- Executing projects for some of the biggest names in the industry:



ALSTOM

ABB

AREVA

VOITH

SIEMENS



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Business Overview



- Servicing both the government and the private sectors
- Average gestation period of such projects can range from 4 to 24 months
- Aims to foray into other sectors like transmission line, infrastructure projects in the area of SEZ, MRT/Airport, EPC of cement plants, power plant and steel plant in the next 2-3 years
- Key projects executed include:
 - EPC of HV Cablings system for JVVNL, Jaipur
 - MES for 100kV Transform and Electrical System of Air Force station, Gurgaon
 - Projects for power transmission utilities including projects for MSETCL, KSEB, TNEB, RVPNL
 - Projects for Reliance Infrastructure (400kV switchyard for 2x600 mw Thermal Power Project at Hissar
 - Industrial sector for AERENR, Ludhiana
 - Private utilities like Reliance, Tata Etc



Business Overview



2. Strengthening EHV segment presence

- Commercial production of EHV cables (ranging from 66kV to 220kV) started in November 2010, at Chopanki Plant, in district Alwar, Rajasthan
- With commercial production, KEI is only third company in India to manufacture EHV cables
- The demand for EHV cables in the country has so far been met through imports
- Executed order of KPTCL worth Rs75 Crores.
- Executed order of Rs.138 crore of Uttar Pradesh Rajkiya nirman Nigam Ltd.



Business Overview



- Foray into the EHV segment is aided by the KEI's Technological collaboration entered into with Switzerland-based M/s Brugg Kabel AG
- Brugg enjoys over 100 years of experience and ability to manufacture cables up to 550 kV
- Collaboration has enabled KEI a faster entry into the EHV cable market with designs, process back-up – services which are sought by end users
- End-users of EHV cables includes transmission companies, mega power plants, metro cities, industries such as steel, cement, refineries, petrochemicals, large realty projects such as IT Parks, large residential complexes, etc
- **Presently more than Rs. 200 Crore orders of EHV Cable is pending & L1 in Rs 80 Crores**



Business Overview



II. Retail – domestic wires

- Phenomenal progress achieved by the company in the last 3 years
- Developed a strong reputation as the “power behind the power”
- Established a clear positioning of a “specialist cable manufacturer”
- The three pillars of trust & quality, brand awareness & customer service have resulted in robust growth
- Added more than 100 new dealer/ distributor in the current financial year. Total 600 dealer’s network.
- Focused efforts and aggressive brand building initiatives have lead to increased house wire sales
- Product and quality offering, specialist positioning and brand enhancing activities and strengthening of the distribution and dealership network leading to sales growth in FY15
- **In the month of April appointed New Business Head for Retail Business who is having more than 20 years experience of retail business of Wire and Cable.**



Business Overview



III. Exports

- Presence in over 45 countries across the globe with focus on the oil & gas and utilities segment
- Offers wide range of cables viz. EHV (66kV to 220kV), MV (11kV to 66kV) and LV (< 11kV) cables
- Competitive pricing and ability to offer customised solutions and speciality cables
- Opened Branch Office in Singapore & 2 more branches in African countries is under process.
- Export market is expected to at grow at rapid pace with opening of new branch offices & company has already participated in more than Rs.500.00 crores worth of tenders.
- Strengthened prequalification parameters and achieved approvals for large projects with local companies in Middle East & South Africa
- Part of various international exhibitions to establish new linkages and showcasing strong commitment to grow presence in the overseas market
- **New office opened in Singapore, Nigeria, Kazakistan apart from existing office in Dubai/Abudhabi**
- **And presence in Korea and Australia through Agent**



Future Outlook



New
Industrial
cable



Presence across
complete range of
cables up to 220kV



Enhanced
capacities



Turnkey
EPC
solutions

Widest range of
power &
instrumentation
cables



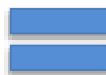
Focused approach
in its domestic
house wires and
EHV segment



Key
technological
tie-ups with
Brugg Kabel
A.G.



Experienced
& trusted
brand name



Delivering growth



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Financials



Rs. In Crores

	FY 10	FY 11	FY 12	FY 13	FY 14	First Half FY14-15
Revenues	973	1,254	1,853	1,812	1,753	956
PBDIT	76	93	152	173	154	86
PBT	17	18	36	43	22	19
PAT	14	11	24	26	12	13
Net Fixed Assets	278	312	318	311	314	305
Net Worth	223	238	227	256	273	285
ROCE (%)	12	15	21	24	20	



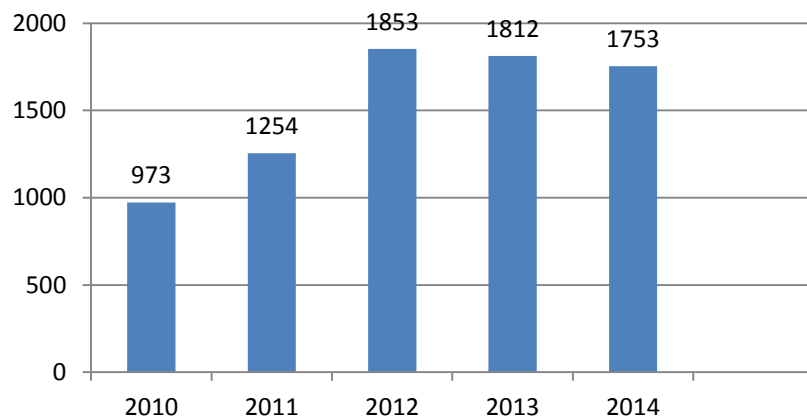
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Financials

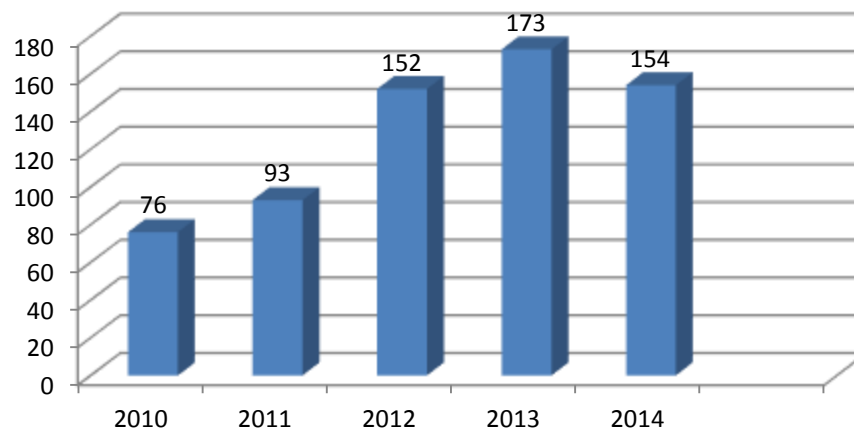


Rs. In Crores

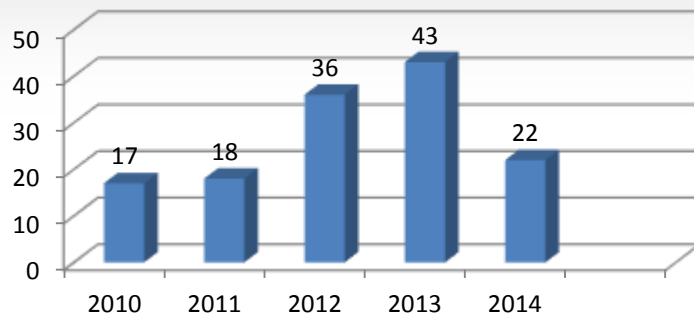
Revenues



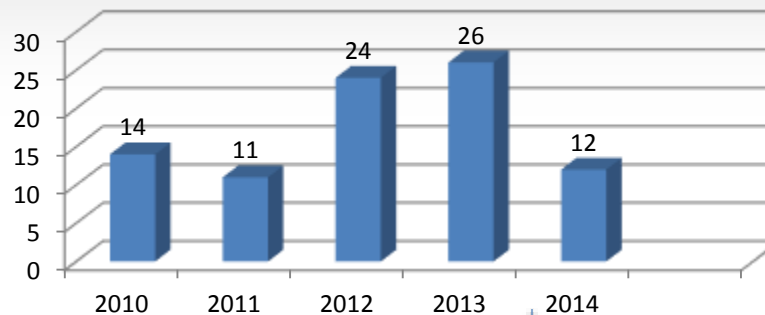
PBDIT



PBT



PAT



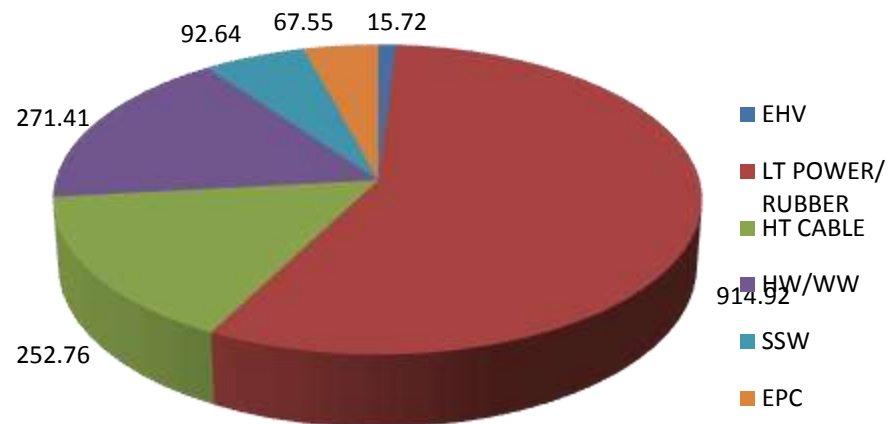
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Financials

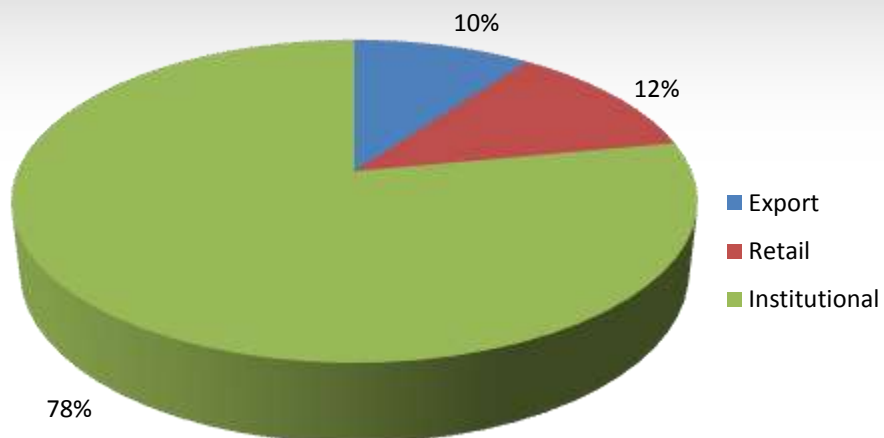


Productwise Net Sales

Rs. In Crores



Revenue Mix

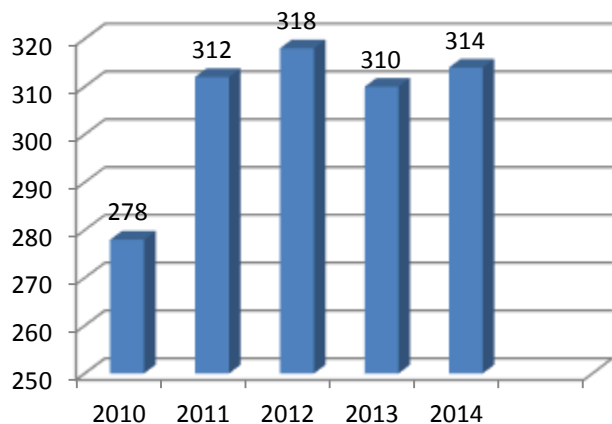


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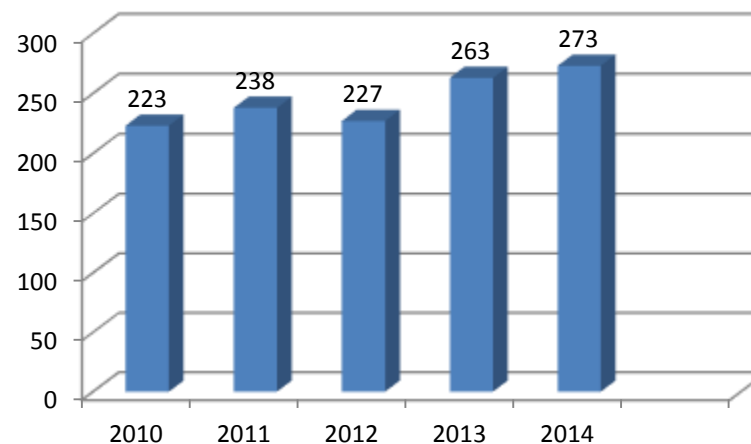


Net Fixed Assets

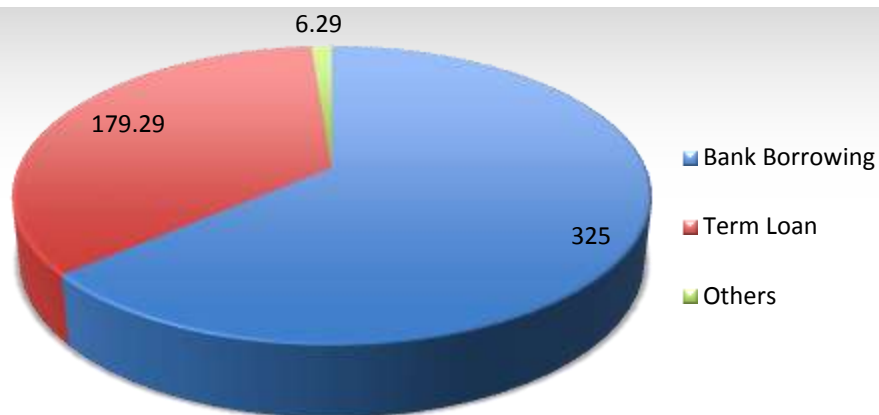


Net worth

Rs. In Crores



Debt



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Future Growth Driver



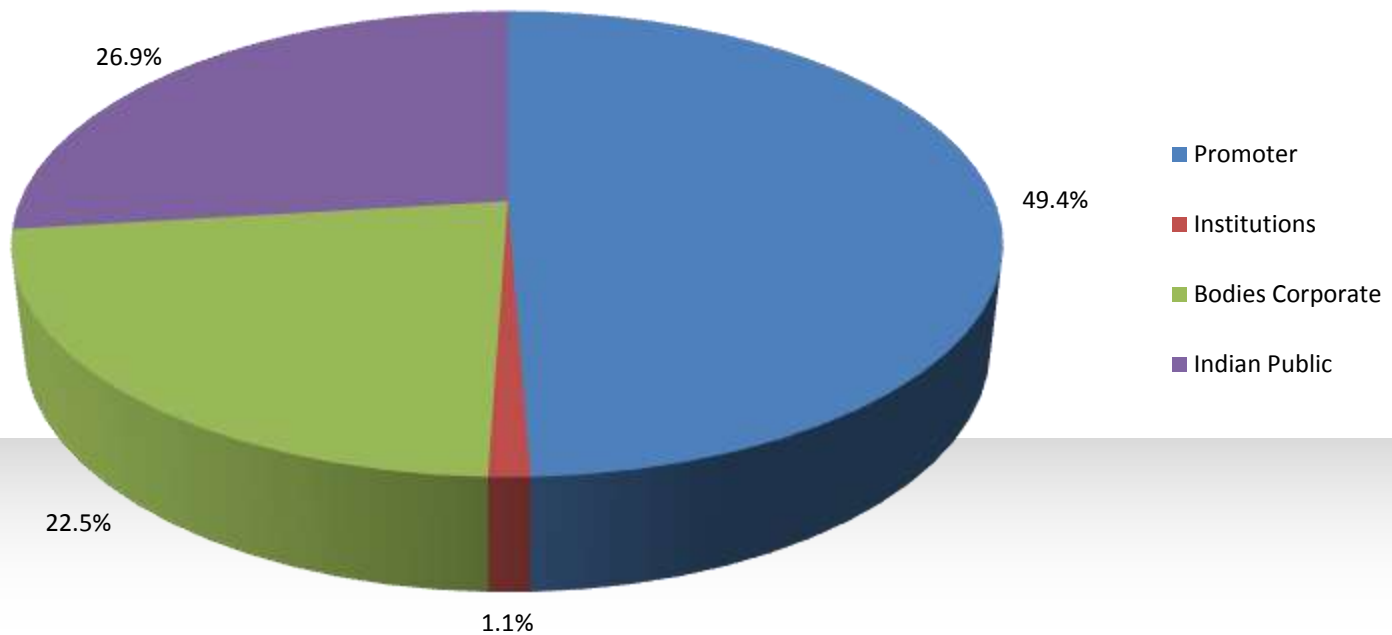
- **F.Y. 2014-15 Additional turnover of approx Rs. 300 Crore from Retail market, Rs. 200 Crore from EHV Cable / EPC.**
- Expansion of House Wire and Flexi Wire for Retail & Distributor.
- Expansion of EHV Cable up to 400 Kv.
- Expansion in Existing Product Range : LT & HT Cable.
- Diversification into other electrical products.
- Expansion of Dealer/ Distributor in a big way.
- Expansion of Export market in a big way.



Shareholding Pattern



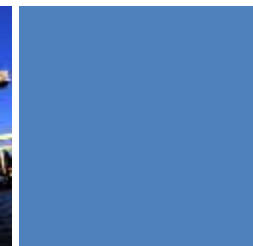
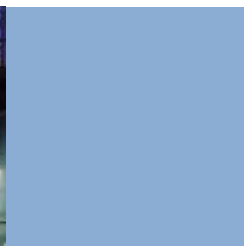
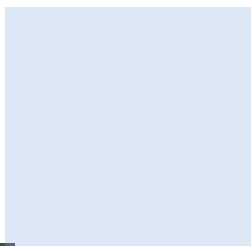
% Shareholding



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Thank You !



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