



A global manufacturer of high-quality, precision-engineered products in Upstream Oil & Gas Exploration

Investor Presentation



# Discussion Summary





# Company Overview



United Drilling Tools - At an Inflection Point

Consistent track record of creating value for different stakeholders

<b>BUSINESS OVERVIEW</b>	<ul style="list-style-type: none"><li>▪ Single manufacturer of several oil drilling items such as connectors, wireline winches, gas lift valves and large OD multi-start connectors in India.</li><li>▪ Solutions provider with presence in downhole tools, wireline, well service equipment and gas lift equipment.</li><li>▪ Offering installation training and onsite support.</li><li>▪ Associate member of “International Association of Drilling Contractors (IADC)”, South Asia Central Chapter, 2019.</li><li>▪ Increasing global presence in 16+ countries including USA, UK, Indonesia, UAE, Oman, Malaysia and Vietnam etc.</li><li>▪ Listed on Bombay Stock Exchange since 1986, with market capitalisation of Rs. 1000 crore in October 2021</li><li>▪ Listed on National Stock Exchange since Sept 2020</li></ul>
<b>A SUSTAINABLE BUSINESS MODEL</b>	<ul style="list-style-type: none"><li>▪ Good pedigree with 35 years of deep industry experience in serving Oil Exploration &amp; Production sector.</li><li>▪ Timely delivery of solutions optimising and enhancing production from marginal oil wells.</li><li>▪ Capacity to handle large volume of orders.</li><li>▪ Enviably track record of supplying products with reliable designs and customised as per client specifications.</li><li>▪ Having International Quality License from API and ISO for past 20 years without any gap.</li></ul>



# Company Overview



United Drilling Tools - At an Inflection Point

Consistent track record of creating value for different stakeholders

<b>STRONG FINANCIALS</b>	<ul style="list-style-type: none"><li>▪ Revenue growth more than seven times in the last 13 years.</li><li>▪ A Zero-Debt company.</li><li>▪ Dividend paid/declared @ 21% for the year 2020-21 and 46 % for the year 2019-20 and Bonus share in the ratio of 1:1 issued in the year 2018-19.</li></ul>
<b>CONSISTENT OPERATIONAL PERFORMANCE</b>	<ul style="list-style-type: none"><li>▪ Average Order Book Size of Rs 800 Million.</li><li>▪ Increasing operational efficiency.</li><li>▪ Headcount of 350 employees.</li></ul>



# Company Overview



## Our Journey of Evolution over Three-and-a-half Decades

Commenced operations,  
with head-quarter in  
New Delhi

- Received first ISO certification for our products
- API Certification approval
- Developed and commenced manufacturing of a new product line of Connectors
- Commenced export of GLV in Indonesia in 2004

- Accomplished a significant milestone of getting our products patented
- Commenced operations at the newly set-up manufacturing units
  - NSEZ (Noida Special Economic Zone) at Noida for production of winch in 2013
  - KSEZ (Kandla Special Economic Zone) at Kutch, Gujarat for production of Casing Pipe and Connectors in 2014
- Achieved sales of Rs 1,000 million
- Made first exports of Connectors to United Kingdom

1985

1990-2000

2001-2005

2006-2010

2011-2015

2016-2020

- Develop and commenced manufacturing of:
  - Stabilizers (1992)
  - Gas Lift Valve (GLV) and Winch (1995)
  - Truck Mounted Winch
- Successfully awarded contracts from Government companies
- Augmented export of GLV to United States since 1996; Further tapping opportunities in the global market

- Developed and commenced manufacturing of Large OD Casing Pipe
- Established a new unit at Uttar Pradesh for production of stabilizers
- Commenced exports of:
  - 2006: Exported GLV to Singapore
  - 2008: Exported Stabilizers to Syria

- Developed companies Products
  - Lynx Connector
  - Swift connector
  - Side Pocket Mandrels
- Commenced exporting our products across geographies



# Company overview

2021

## Manufacturing Proficiencies



### Manufacturing

- 4 State-of-the-Art and Tech-focused Manufacturing Facilities
- Spread across 10,88,000 sq. ft.
- Manufacturing locations in Gujarat and Noida



### Infrastructure

- To manufacture standard precision equipment of proven test designs to API license and ISO standards
- Expertise to maintain the precision of 1/1000<sup>th</sup> of an inch with specialised CNC machines



### Intellectual Capital

- 350-strong workforce of:
  - Quality Control Engineers
  - Design Engineers
  - R&D Engineers
  - After-Sales Service Personnel



# Company Overview

World-Class Infrastructure





# Company overview

## Fortifying Industry Position through a Comprehensive Product Offering

### Product function:

During drilling of oil and gas wells, steel pipes are set inside the drilled well. This is called casing and it helps protect and support the well stream. Generally, casings are fabricated in sections, or joints usually ~40 feet long and screwed together to form longer lengths of casing. One joint is connected with the other with the help of casing elevators.

### Product benefit:

- Prevents wall of well from caving in
- Consumable and requirement to be generated year-on-year

### CASING PIPE WITH CONNECTORS





# Company overview



## Fortifying Industry Position through a Comprehensive Product Offering

### Product function:

UDT Fast make-up, high performance connectors are manufactured as per highest international quality standards. These are designed for use in offshore and onshore duly welded with Casing Pipes. These are used where rig costs and environmental conditions dictate a need for fast connector make-up, combined with superior performance.

### Product benefit:

- Simple to use
- Saves cost by reducing make up time of casing pipe while running casing pipe in oil well.

### CONNECTORS





# Company overview



## Fortifying Industry Position through a Comprehensive Product Offering

### Product function:

Wireline winch is self-contained and tough enough for most oilfields. It is widely applied across the oil & gas industry for various purposes including well intervention and reservoir evaluation. Equipped with line speed, depth and tension measurement system in addition to fast jarring action of the reel unit, which can insert and retrieve the flow control devices/ gas lift valves from the side pocket mandrel at any depth in the oil well with high accuracy. UDTL manufactures four different types of wireline winches – Slim-split, Fly-line, Truckline and Landline.

### Product benefit:

- Used inserting and retrieving flow control devices from side pocket mandrel
- Used to lift gas equipment
- Capital item and requirement is generated year-on-year due to wear and tear of units and replacing of old units

### WIRELINE WINCHES





# Company overview

2021

## Fortifying Industry Position through a Comprehensive Product Offering

### Product function:

Generally fitted on a mandrel installed in production tubing, gas lifting equipment aid in lifting gas utilising artificial method. It is installed as a part of tubing string. Gas lift equipment consists of gas lift mandrels and flow control devices. It also includes conventional mandrels and side pocket mandrels, whereas flow control devices include gas lift valve, orifice valve and dummy valves.

### Product benefit:

- Used in artificial lifting of oil when natural pressure of gas pushing oil up on surface is less
- Utilises this artificial method, whereby a pressurized gas, produced by a nearby well, is injected continuously or intermittently into the production tubing to lift fluids
- Consumable item and requirement is generated on year-on-year basis

### GAS LIFT EQUIPMENT





# Company overview

2021

## Fortifying Industry Position through a Comprehensive Product Offering

### Product function:

Stabilizer is one of the components of drill string elements, generally placed near bit or at the top of the drill string. In the drill string assembly, the drill bit is the lowest component used to drill the well hole. The function of the stabiliser is to smoothen the hole made by drill bit. UDT offers two types of stabilizers – integral blade stabilizer and replaceable sleeve stabilizer, with different hard facing options to suit different drilling conditions and surfaces.

### Product benefit:

2020

- Help maintain drilling trajectory whether drilling straight, horizontal, or directional wells
- Consumable and requirement is generated year-on-year

### STABILISER





# Company Overview



## API Quality Licenses related to products

Engaged in responsible and eco-friendly manufacturing practices and enhancing workplace safety

### Quality Certifications -

- 5 Product licenses (API 19G1, API 19G2, API 5CT, API 7-1 & API 5L)





# Company Overview

## Key Certifications

Engaged in responsible and eco-friendly manufacturing practices and enhancing workplace safety

### Quality Certifications -

- ISO 9001:2008
- ISO 14001:2015
- OHSAS 18001:2007





# Company Overview

## Endorsed by Indian Marquee Brands

Enduring and deep  
engagement with Indian  
renowned Oil Companies





# Company Overview

## Endorsed by Global Marquee Brands

Enduring relationships and deep engagement with globally-renowned Oil Companies





# Competitive Advantages - Propelling Growth



## Our Value Proposition

### #Yearly requirement

As the requirement of our products are based on the number of wells, it results in regular requirement from Oil exploration and production companies every year for new wells and also for existing wells.

### #Growing overseas opportunity

We are aggressively scouting for opportunities in the international market, since the collaboration with the US company ended in October 2019, which restricted us to enter the overseas market.

### #Competitive pricing

Our products are cheaper by 15% to 25% vis-à-vis those of overseas players. We have been successful in past to win against them in ICB tenders in India and know the pricing mechanism. This is primarily owing to cheap labour, lower overhead cost and being a part of the MSME sector.

### #Continuous research

Continuous research & development enhances our quality of existing products and new product lines which increases business opportunities.





# Competitive Advantages - Propelling Growth

2021

## Key Market Differentiators

### Integrated value chain

From being a stabiliser manufacturer to a company manufacturing various oilfield drilling and production equipment

### Technologically advanced operating facilities

With specialised CNC machines to maintain precision at every step of production thereby increasing productivity and enhance quality

### Strategised order acquisition

With Tenders and Direct Sales both domestic and international by supplying competitively priced products

### Sizeable market share

Up to Approx. 60 % in upstream drilling tools and equipment market in India

### Growing product portfolio

With new and innovative products

### R&D experience

Aligned to modernise existing products

### Excellent track record

Having Vast experience of more than 35 years in Supply of Product successfully and All products are already Field proven

### Healthy order mix

Domestic and overseas order book

### Cost competitiveness

Supplying products at 15-25 % lower price than the market rate



# Competitive Advantages - Propelling Growth

## High-Entry Barriers

### First Mover Advantage – Our Key Market Edge

- Setting up a new manufacturing facility, getting API certificates, arranging site visits by officials, placing trial orders and to get successful run of products is a definite pre-requisite for a new player to foray into the market.
- These factors result in high-entry barriers and make it extremely time-consuming, tedious and difficult for any new company or player to engage in manufacturing of these Hi-Tech products.
- Products being highly critical in nature, it requires 5-7 years for approval to become a supplier to Oil PSUs.

United Drilling Tools has experienced a long learning curve in an industry with stringent eligibility criteria and limited competition.



# Competitive Advantages - Propelling Growth

## R & D – A Key Area of Focus with Maximising the Technology Quotient

R&D, Precision Engineering and Patented Product is a key focus area for United Drilling Tools

Continuous thrust on improving technology and expanding offerings

We are a modern, technology-driven drilling equipment and tools manufacturing company.

- Backed by a prudent team of engineers and quality control team, we leverage our technology prowess and R&D capabilities to branch into the manufacturing of different types of drilling tools, while modernising the existing product line.
- Technology is at the centre of our manufacturing, while being driven by continuous innovation and prudent diversification.
- We follow technology-focussed manufacturing, with a constant focus on getting the best technologically advanced operational facilities, equipped with state-of-the-art technology and equipment.
- Our sustained investments in technology and R&D enables the introduction of new products, such as UDT Swift and UDT Lynx Connector, Side Pocket Mandrel and Wire line GLV.

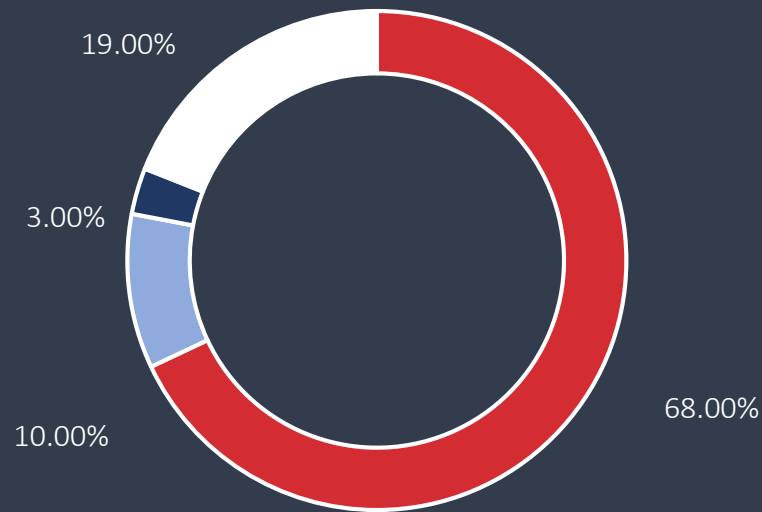
The Company has technology patents for Connectors and Winches in India and has applied for patents in international markets as well.



# Competitive Advantages - Propelling Growth

## Our Business Model

- Key revenue streams (product mix)
- What's driving margins



- Casing Pipe & Connectors
- Gas Lifting Valves & Mandrels
- Stabilisers
- Wireline Winches

## What's driving profitability?

1. Higher-margin products

Casing Pipes	22-23%
Wireline Winches	24-26%

Increasing Profit Margins -  
From 9 % in 2014 to 25-30%  
currently approx.

2. Domain expertise

The Company's Chairman & Managing Director, Pramod Kumar Gupta, has completed his Master's degree in Industrial Engineers from United States and has a rich experience of 35 years in Oil Drilling equipment, which includes 8 years of rigorous experience in the United States.



# Market Opportunity

Increasing Production and Growing Demand of  
Crude Oil & Gas in India

2021

India is the 3rd Largest Energy  
Consumer globally

2020

India produces only 17% of its total  
requirement for Crude Oil & Gas

Demand for Energy to rise 3-fold by 2035  
to 1,516 million tonnes

Indian  
Government  
promoting Oil  
Extraction

Serving India's  
growing  
demand for oil

Investment of  
Rs 25 billion  
expected in  
exploration and  
production by  
2022



# Market Opportunity

2021

## Recent decisions from Oil Ministry – Boosting the Oil & Gas Industry

### Oil Drilling

Oil drilling equipment and tools to require 50% local content in first year, 60% in next two years and 70% in the next two years for getting purchase preference.

### Local Content Preference

State-run firms to implement policy where participation of local companies increases across the value chain and Government reserved Tenders of up to Rs 200 Crores for Indian companies.

### Purchase Preference

Manufacturers meeting local content targets with quoted price will get purchase preference from 15% to 20%







### Specialised Services

For specialised drilling, required local content pegged at 10% for the first year, 15% in next two years and 20% in the next two years.



# Market Opportunity

## Production of Crude Oil & Gas Worldwide

SUB CONTINENT						
PRODUCTION OF ITEMS	USA	MIDDLE EAST	CENTRAL ASIA	SOUTH EAST ASIA	NORTH AFRICA	SOUTH AMERICA
CRUDE PRODUCTION (In Million Barrels)	11.3	23.89	2.63	1.37	10	7.5
NATURAL GAS PRODUCTION (In Million Cubic Ft.)	34.4	2	0.014	500	0.67	0.15
Total Number of Active Rigs	508	269	52	14	78	140

❑ A total of 115700 no. of wells amounting to appx 54 Bn USD to be drilled in the next 2-3 years with an estimation of 10% increase per year. These are proposed mainly for drilling in next 2-3 years in the countries like USA, MIDDLE EAST, SOUTH AMERICA, SOUTH EAST ASIA AND AFRICA. (Source - Rystad Energy Journal, dated 23.03.2021)

- Global Market Size of Our High Tech Products :-
- Casing Pipes and Connectors – Rs 6,000 crore
  - Winches – Rs 2,000 crore
  - Gas Lift Valves – Rs 1,000 crore
  - Stabilisers – Rs 1,000 crore



# Future Business Strategies

Steadily marching towards a sustainable tomorrow

India Business

Strategy	Outcome
<ul style="list-style-type: none"> <li>Diversifying product range</li> <li>Changing sale of product mix</li> </ul>	<u>FY2022 Projections</u> <ul style="list-style-type: none"> <li>Revenues to <b>expand</b> by 40%</li> </ul>
<ul style="list-style-type: none"> <li>Growing order book by increasing global outreach</li> </ul>	<ul style="list-style-type: none"> <li>Confirmed orders of Rs 400 Million in hand</li> <li>Submitted bids for Rs 2500 Million; Anticipating strong conversion of these bids into orders of Rs 1,200 Million – Rs 1500 Million to be executed in the FY 2021-22</li> </ul>
<ul style="list-style-type: none"> <li>Significant ability to scale higher</li> </ul>	<ul style="list-style-type: none"> <li>Capacity utilisation at 50-60% presents high opportunity to ramp up manufacturing</li> </ul>

Strategic Growth  
Enablers to strengthen  
India Presence





# Future Business Strategies

Steadily marching towards a sustainable tomorrow

International Business

Strategic Growth Enablers to strengthen Global Presence

Increasing  
registrations in  
international  
markets

Adding footprint in  
South East Asia,  
Middle East and  
Africa

Scaling capacities  
of all product lines



# Future Business Strategies

## Key Priorities to strengthen Global Presence

Rs 10,000 Crore

Global Market Size from countries like Middle East, United States, South America and South East Asia

Global Industry expected to grow at 8-10% CAGR over the next 3-5 years

1  
Added a new customer named Aquaterra Energy in U.K. and received an export order worth of INR 1 Cr. In the year 2020-21 executed in the first quarter of F. Y. 2021-22

2  
Approved Vendor Status with major Oil Field Drilling Companies and Oil Service Providers - Cairn India, Focus Energy, Quippo Oil & Gas, Baker Hughes, Halliburton, Schlumberger, Superior Energy, Qatar Petroleum and HOEC

3  
Hired Marketing Representatives in Dubai, Vietnam, UAE, Oman, United States and Indonesia



# Future Business Strategies

## Export Order

Bagged from reputed companies like Aquattera, Tatweer and Halliburton recently

## 5 Years

Timeframe for Export Order Book to grow multi-fold

## 30%

Projected contribution from Export Order to Business Revenue in 5 years

## Future Opportunity

Government reserved Tenders of up to Rs 200 Crore for Indian companies



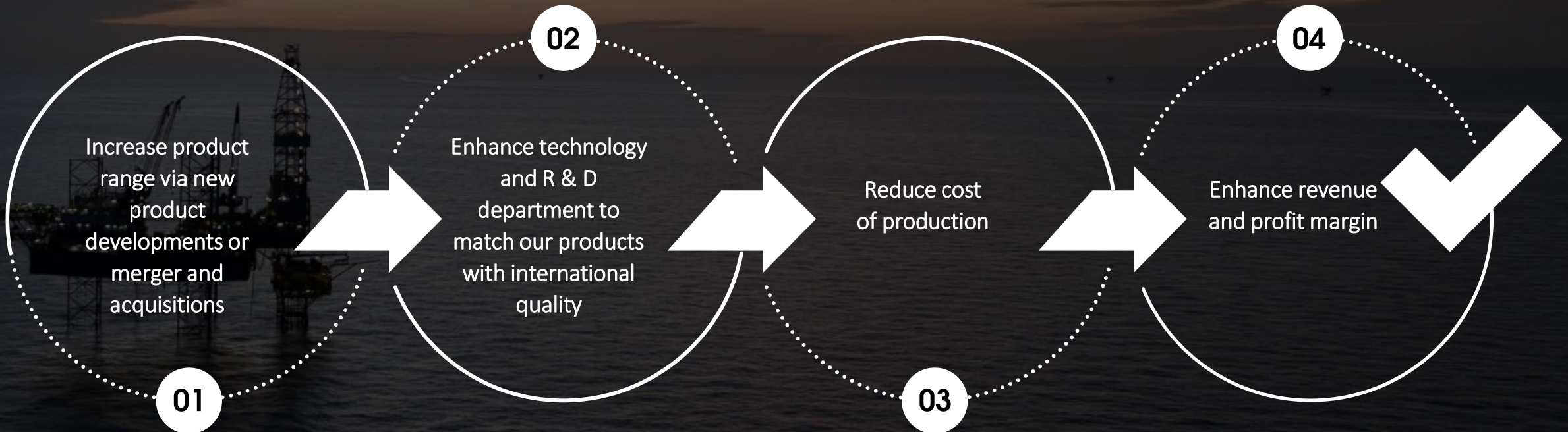
Gives Indian companies an opportunity to extract business from foreign Oil Drilling companies



# Future Business Strategies Propelling Growth

Joint Ventures and Technical Collaborations

Aiming at strategic acquisition of companies engaged in manufacturing of inputs to:





# Future Business Strategies



## A Perfect Investment Case

### Business perspective:

- Delivered industry leading performance by executing long-term growth strategy
- Widened portfolio from one principal product in 1992 to 5 key product lines and 20 sub-products
- Expanded international presence to sustain growth momentum
- Strong governance structure with regular audits and safety checks
- Having patents for Connectors and Winches in India and in process of applying in various other countries.
- Quality certifications like API & ISO which are in continuation from the past 20 years
- Only Indian manufacturer with record of supply of high-margin of Wireline winches, stabilizers, GLV's and Large OD Multi-start Connectors for the last 35 years

### Financial perspective:

- Strategic and prudent deployment of funds leading to healthy ROCE
- Doubled capacity out of own investment funds
- A Debt-free company; Generated Rs 143.52 crore in Cash Profit over the last five years
- External rating (2021) - A3+ for short term and BBB for Long Term
- Paying Dividends on an annual basis for the past several years



# Our Performance Scorecard

2021

## Profit & Loss Statement

(Figures in Rs Million)

Particulars22	FY2018	FY2019	FY2020	FY2021	QTR JUNE 21	QTR SEP 21
Revenue from Operations	739.11	1,571.28	1,146.69	1,465.00	317.56	484.58
Total Expenses	561.86	1,279.55	587.13	1,038.11	115.53	256.18
EBITDA	177	292	560	427	202.03	228.40
EBITDA Margin (%)	24	19	49	29	63.62	47.13
Depreciation	26.9	28.67	26.97	26.75	6.09	6.85
Finance Cost	12.54	10.01	5.06	8.75	2.69	1.60
PBT	138	253	528	391	193.25	219.95
PBT %	18.65	16.10	46.00	26.72	60.85	45.39
Tax	10.49	5.70	75.36	64.41	52.04	69.14
PAT	127	247	452	327	141.21	150.81
PAT Margin %	17	16	39	22	44.47	31.12



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THANK YOU