



COMMITTED TO THE EARTH

RUCHIRA PAPERS LIMITED

Investor Presentation



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Company Overview

Incorporated in 1980.
We take great pride in creating a quality range of **'Tree-Free'** papers for writing, high-volume print and packaging

One of the Largest manufacturers of **'Kraft'** and **'Writing & Printing'** paper in **Northern India** from **Agro Residue**

Kraft paper contributed **43%** to revenues in **2017-18**

Writing & Printing paper finds its applications in printing and stationery, comprising note books, writing & publishing material, spiral notebooks, greeting cards, coloring books, colored copier paper, bill books, dairies and calendars etc



Facilities located in Himachal Pradesh for manufacturing of Kraft Paper and Writing and Printing Paper

Kraft paper finds its application in manufacturing of corrugated boxes, cartons and other packaging material

Pan India presence through strong network of distributors and dealers

A **low** debt company with **Debt to Equity** ratio at **0.21x**

WPP contributed **57%** to revenues in **2017-18**

PAT growing at **25.77% CAGR**

Incorporated in
1980

1983-
Commenced
Commercial
production of
Kraft Paper
with 2310 TPA

1992-1994 :
PM-2 installed
for
manufacturing
of Kraft Paper
and production
capability
increased to
21000 TPA

2006-07: Came
up with an IPO
and got listed
on BSE & NSE.

2007-08:
Launched
Writing &
Printing paper
production in
2008

Production
increased by
de-
bottlenecking
at various
intervals post
from 2008 on
continuous
basis

2015-16:
Certified for FSC
chain custody
Rainforest
Alliance

2017-18: a)
Implemented
Modernization
and De-
bottlenecking
programme
b) Announced
Greenfield
project for
Writing and
Printing Paper
at Chamkaur
Sahib, Punjab,

*Mr. Jatinder Singh
(Chairman & Whole Time
Director)*

•Jatinder Singh, aged 64 years, is an Engineering Graduate from Punjab University. He is one of the Promoters of Ruchira Papers Limited and has been looking after the affairs of the company as a Whole Time Director. Over the years, he has acquired deep insight into the working of Paper Industry. He has been looking after the Finance, Administration and Raw Material Procurement of the company.

*Mr. Subhash Chander Garg
(Co-Chairman & Whole Time
Director)*

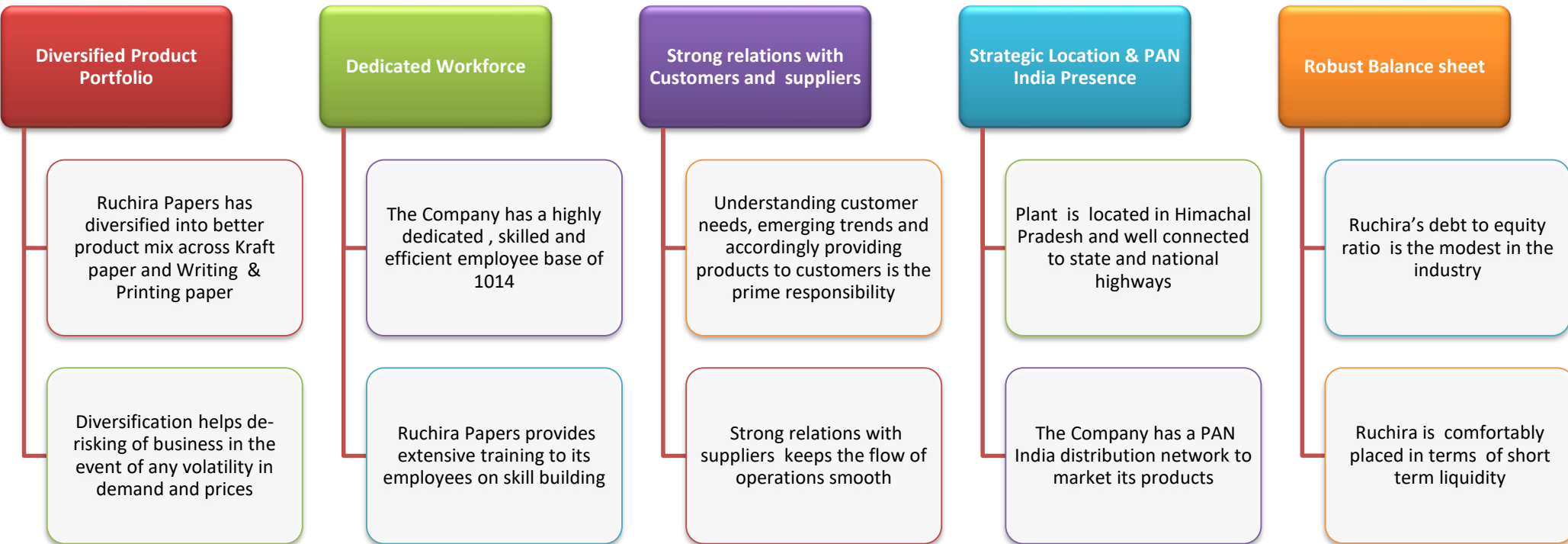
•Subhash Chander Garg, aged 76 years, is Law graduate and has expertise in field of taxation. He is one of the Promoters of Ruchira Papers Limited and has been looking after the affairs of the company as a Whole Time Director. He has been looking after the Taxation, Marketing and Sales functions of Ruchira Papers Limited since its inception and has acquired rich marketing experience.

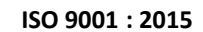
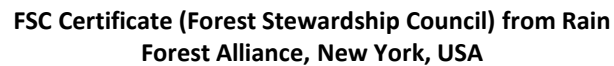
*Mr. Umesh Chander Garg
(Managing Director)*

•Umesh Chander Garg, aged 69 years is a Graduate and has been associated with Ruchira Papers Limited right from the conceptual stage. He is controlling day-to-day affairs of the Company as the Managing Director. He has been the key man in the selection of various machineries and all expansion projects were executed under his guidance. He has been looking after the Production, Maintenance and Technical aspects of the company.

*Mr. Vipin Gupta
(CFO & Whole Time
Director)*

•Mr. Vipin Gupta, aged 48 Years is working as professional Whole Time Director With the Company. He is heading the Finance and Accounts of the Company. He is associated with the Company for the past 26 Years.. He is a Post Graduate in Commerce.





Business Overview



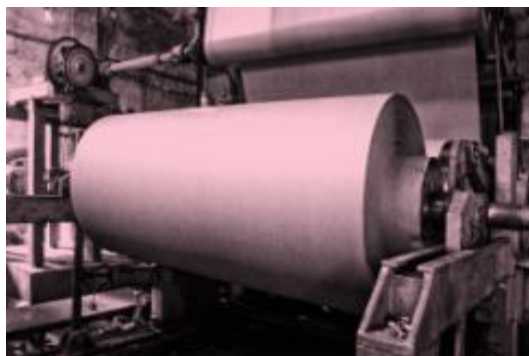
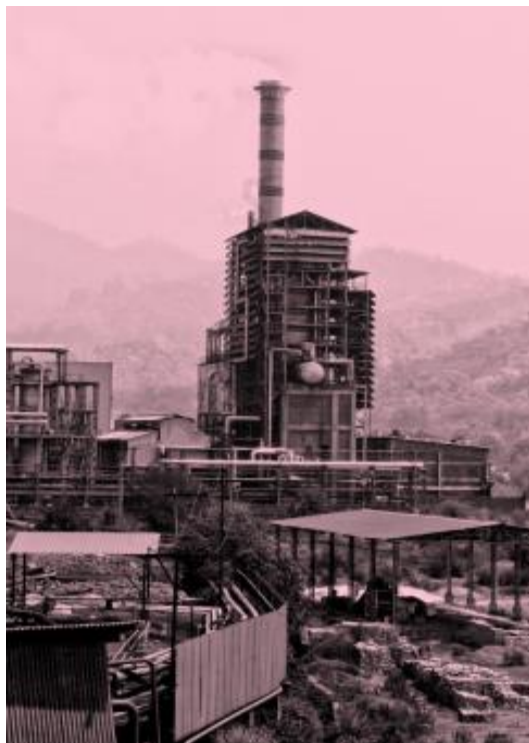
Writing & Printing Paper

- Manufactured by using agricultural residues, such as wheat straw, Baggase, sarkanda (80%-85%), Softwood Pulp (4% -5%) and other materials (10%-15%)
- Writing and Printing paper is used in the fabrication of note books and writing & publishing material; coloured paper is used in the fabrication of spiral notebooks, wedding cards, shade cards, children's colouring books, coloured copier paper and bill books
- Contributed 57% of total revenues generated in FY2018
- Writing and Printing paper brands are '**Tarang**', '**Safeda**', '**Kora**', '**Savera**', '**Karigar**', '**Gehua**', '**Mela**', '**Pahari**

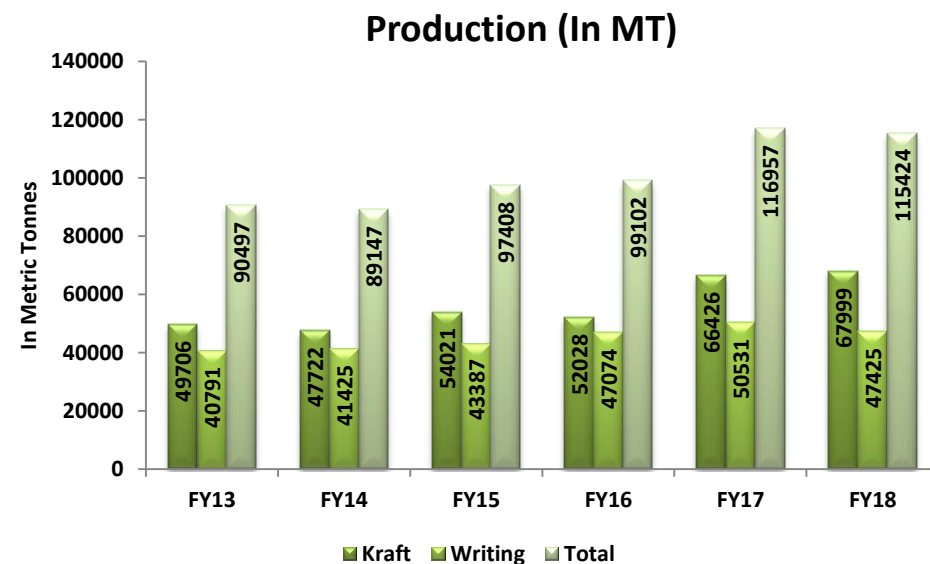


Kraft Paper

- Manufactured by using agriculture residues, such as Bagasse, wheat straw, sarkanda (50%-55%) and waste paper (45% -50%). The Company also uses some quantity of Imported Waste paper to produce value added products.
- Used in the packaging industry especially in making corrugated boxes / cartons and other packaging requirements
- Special features of the Company's Kraft Paper are the load bearing capacity and tensile strength, which make it suitable for corrugated packing applications.
- Contributed 43% to the revenue in FY2018
- Kraft paper brands include '**Multani**', '**Maati**', '**Khadi**'.
- Also manufactures special tube grade paper known as **DTY** and **POY**.



- Plant located at Kala Amb, in District **Sirmaur of Himachal Pradesh** and well connected to state and national highways
- For Writing Paper & Printing unit the Company has set up **8.1 MW** Power Co-generation plant for captive purpose to get uninterrupted power supply for its operations.
- The Company has set up '**Chemical Recovery Plant**' for process of black liquor generated during the process for captive consumption.
- The Company 's water requirement is sourced from ground water through tube-wells.



Industry Overview

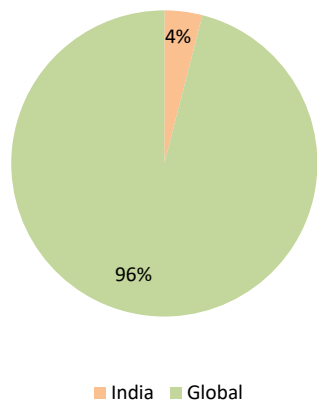
The domestic demand of paper in India has been growing at a CAGR of 6.6% and is likely to touch 18.5 million tonnes in 2018-19.

Of which, Printing and Writing segment demand is expected to grow at a CAGR of 4.2% and reach 5.3 million tonnes in FY19. The Packaging Paper and Board segment is expected to grow at a CAGR of 8.9% and reach 9.7 million tonnes in FY19.

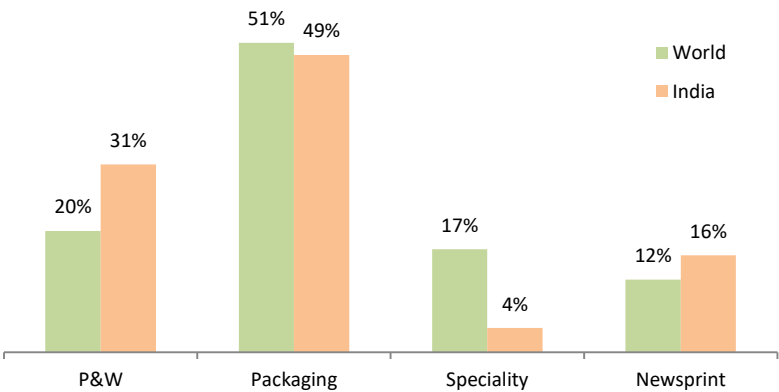
In spite of the sustained growth witnessed by the industry, the per capita paper consumption in India stands at a little over 13 kg which is well below the global average of 57 kg and significantly below 200 kg in North America. This gap is a clear indication of the huge growth opportunity that lies ahead for the paper sector in India.

As per IPMA's (Indian Paper Mills Association) estimates, this industry contributes approximately Rs 4,500 crore to the exchequer and provides employment to over 5 lakh people across approximately 750 paper mills.

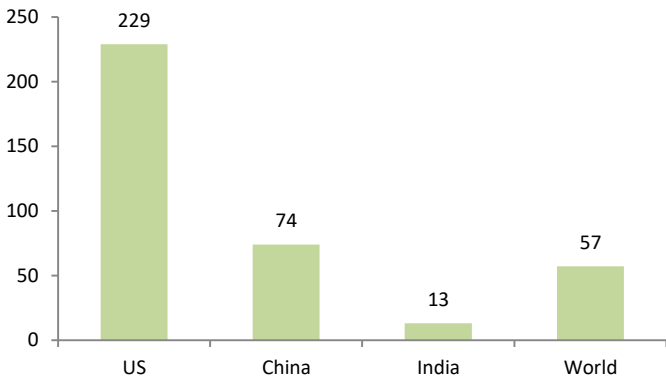
India's share of the Global Paper Market

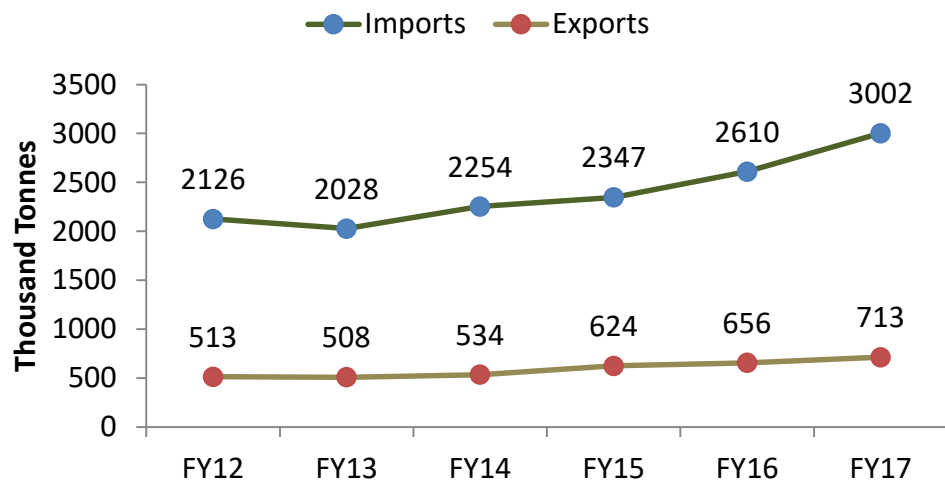


India vs. World - Segment wise consumption

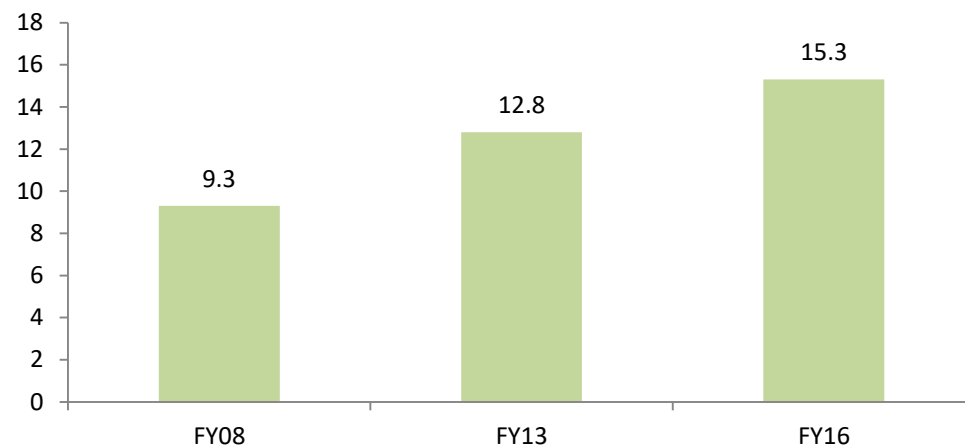


Per Capita Consumption of Paper (kg)

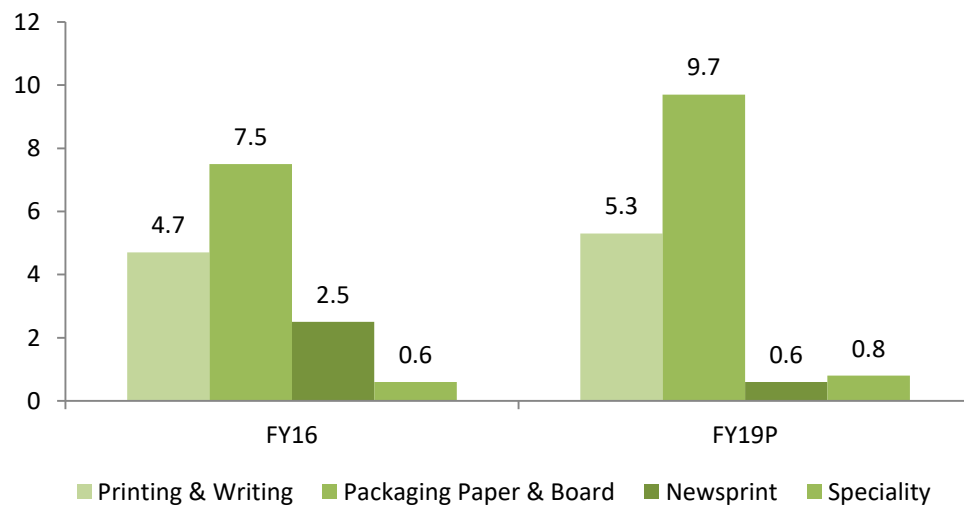




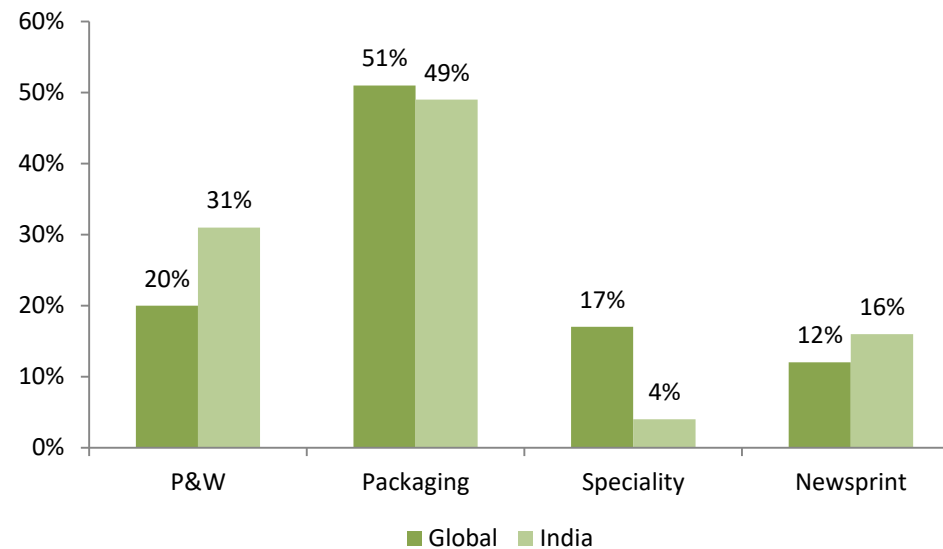
Domestic Paper Demand (In Mn tonnes)



Segment wise Demand for FY19P (In Mn tonnes)



India vs. World - Segment wise consumption





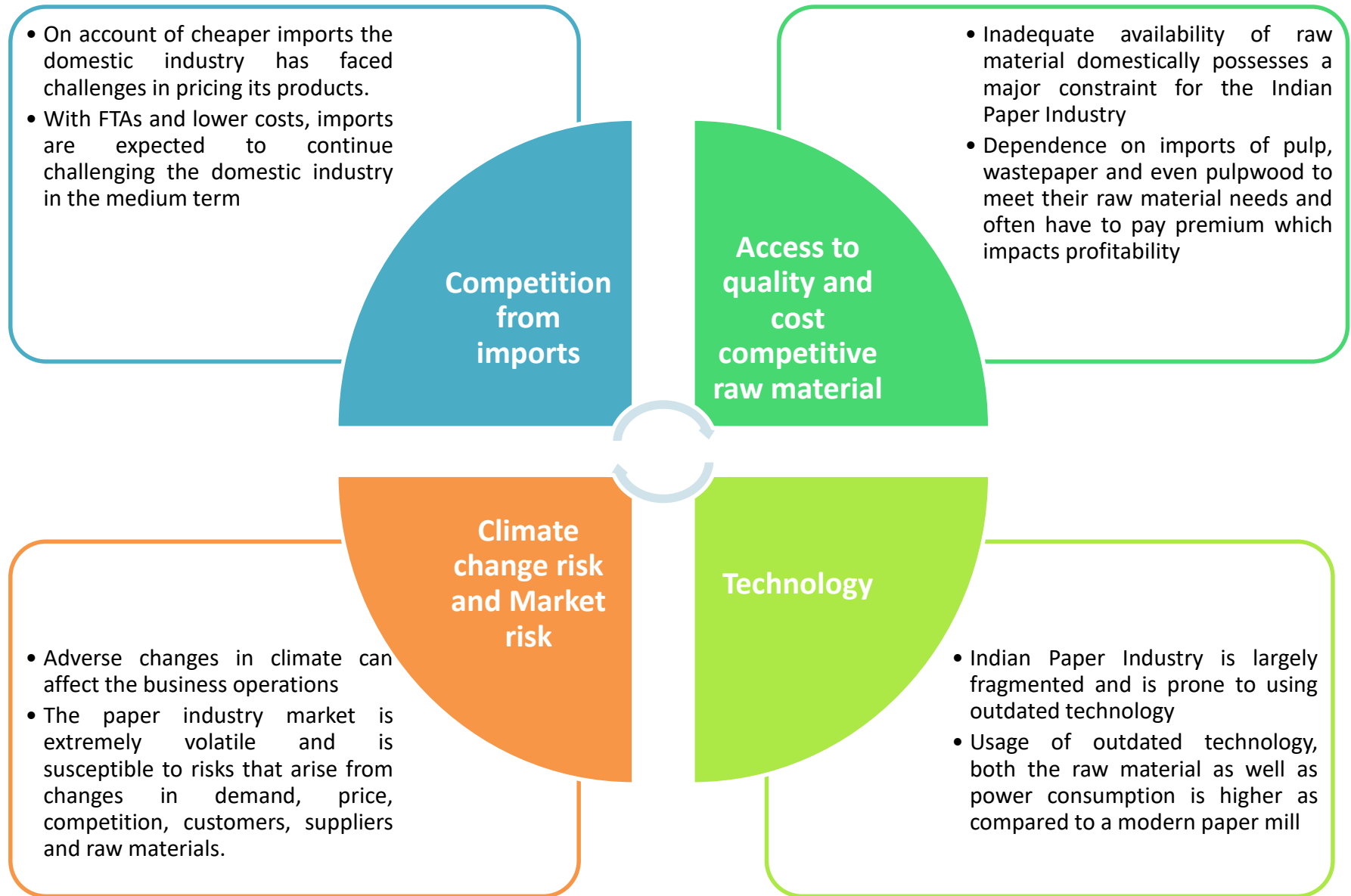
The per capita personal disposable income surged from Rs 73,476 in FY12 to Rs. 1,19,296 in FY17 at a CAGR of 10.2%. Also, the per capita private final consumption expenditure too rose from Rs 40,250 in FY12 to Rs.68,049 in FY17 at a CAGR of 11.1%. The growth in country's per capita GDP in turn has increased the disposable income of the populace ultimately driving the country's consumption.

Increase in the number of colleges and institutions, rising enrolment numbers, rising literacy (continued government spending on education through the Sarva Shiksha Abhiyan) is expected to lead to an increased expenditure on textbooks, notebooks and other assorted paper products thereby driving demand.

Aspirations of higher income, higher standard of living etc. has drawn more and more people from villages to settle in towns and cities. This transition from rural to urban areas has led to an increase in the demand. Earning populations has grown from 55.4% to 66.2% which will drive consumption going forward

Packaging needs of industries such as FMCG, Pharmaceuticals, Food & beverages, textiles etc. has shown consistent growth over the last few years which has led to increased demand for packaging paper.

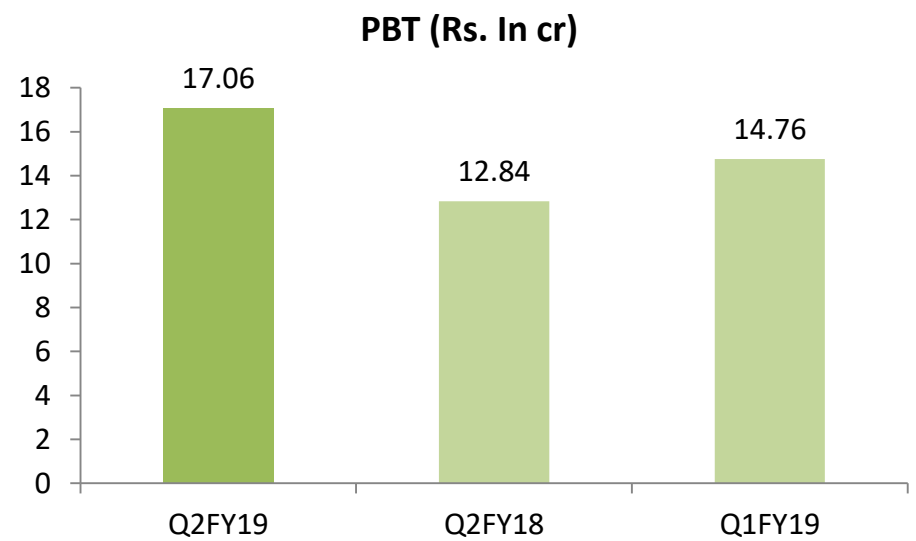
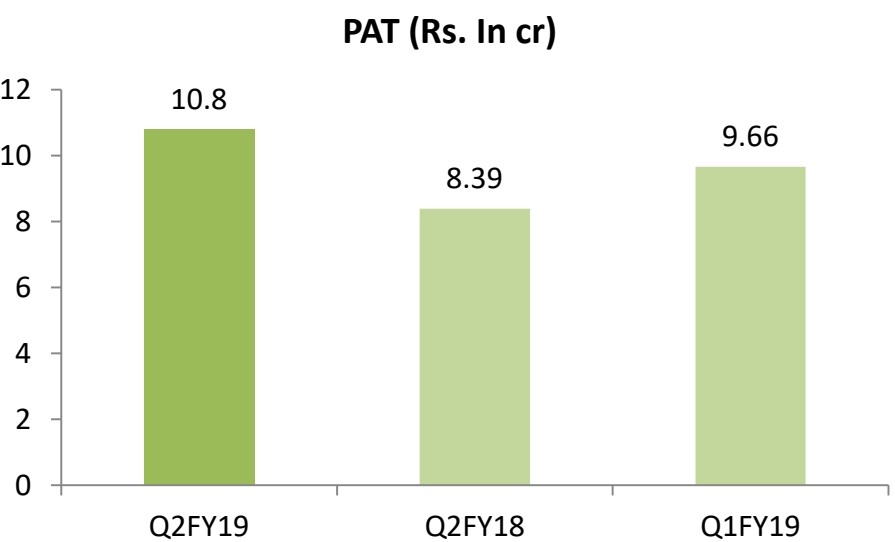
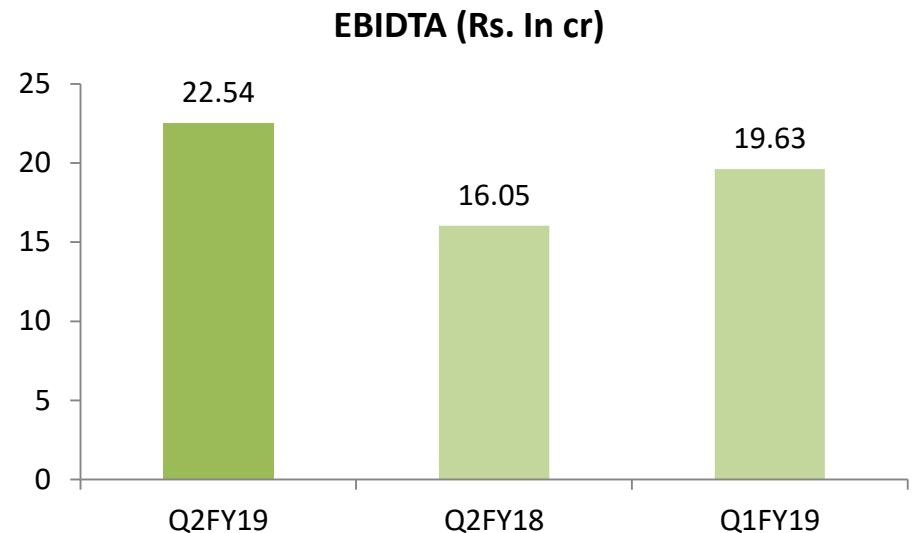
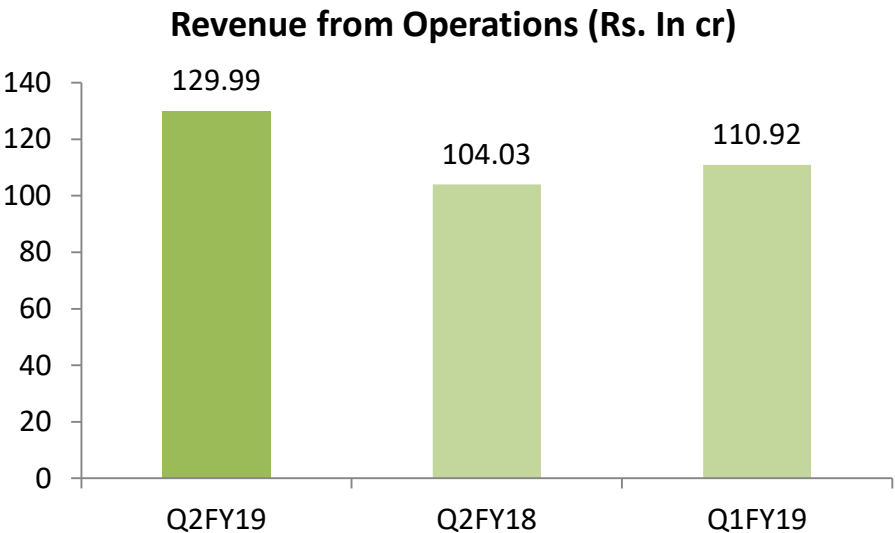
As per the Audit Bureau of Circulation (ABC), the circulation of print media reached 62 million copies a day in 2016, implying a 10 year CAGR of nearly 5%.





Financial Overview

Quarterly Highlights



Q2FY19 Performance Highlights

Q2FY19 Performance Overview

- Revenue from operations stood at Rs. 129.99 cr.
- EBIDTA at Rs. 22.54 cr; EBIDTA margins stood at 17.34 %
- PAT at Rs. 10.80 cr; PAT margins stood at 8.30%
- EPS stood at Rs. 4.82

Production highlights:

WPP: Production during Q2FY19 was 13217.42 MT.

Kraft Paper: Production during Q2FY19 was 18742.24 MT

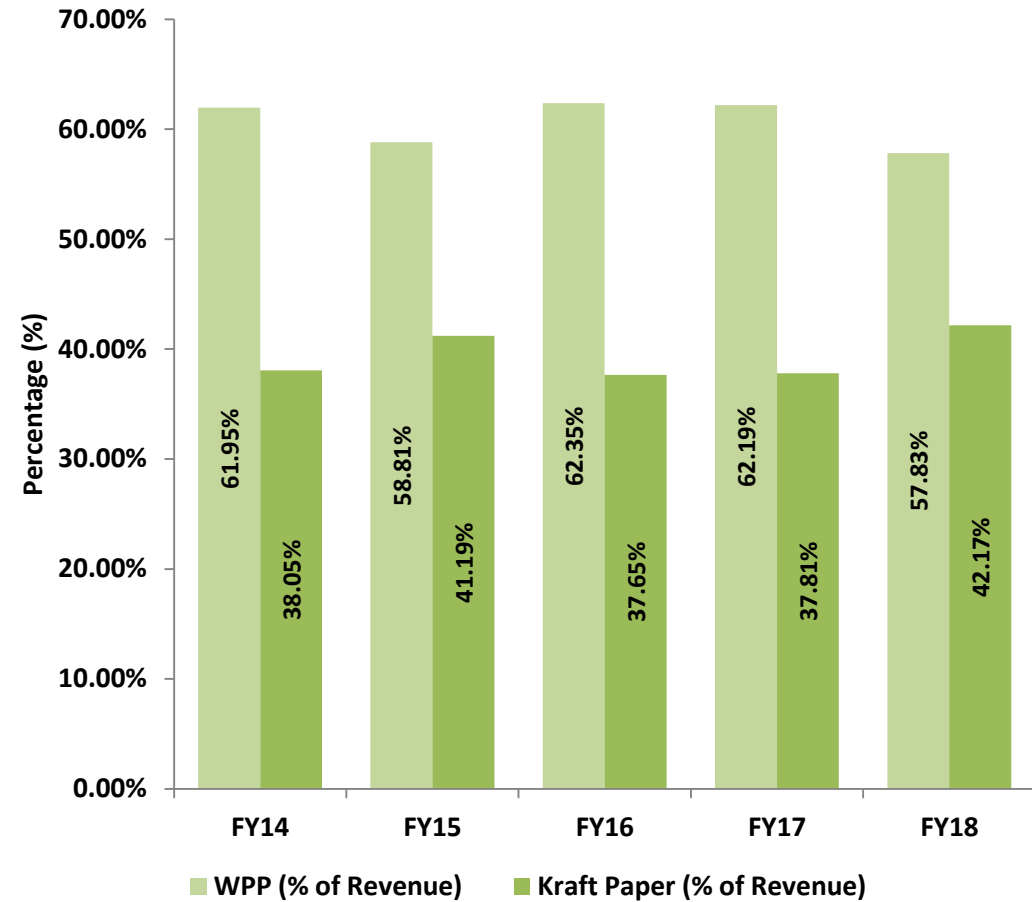
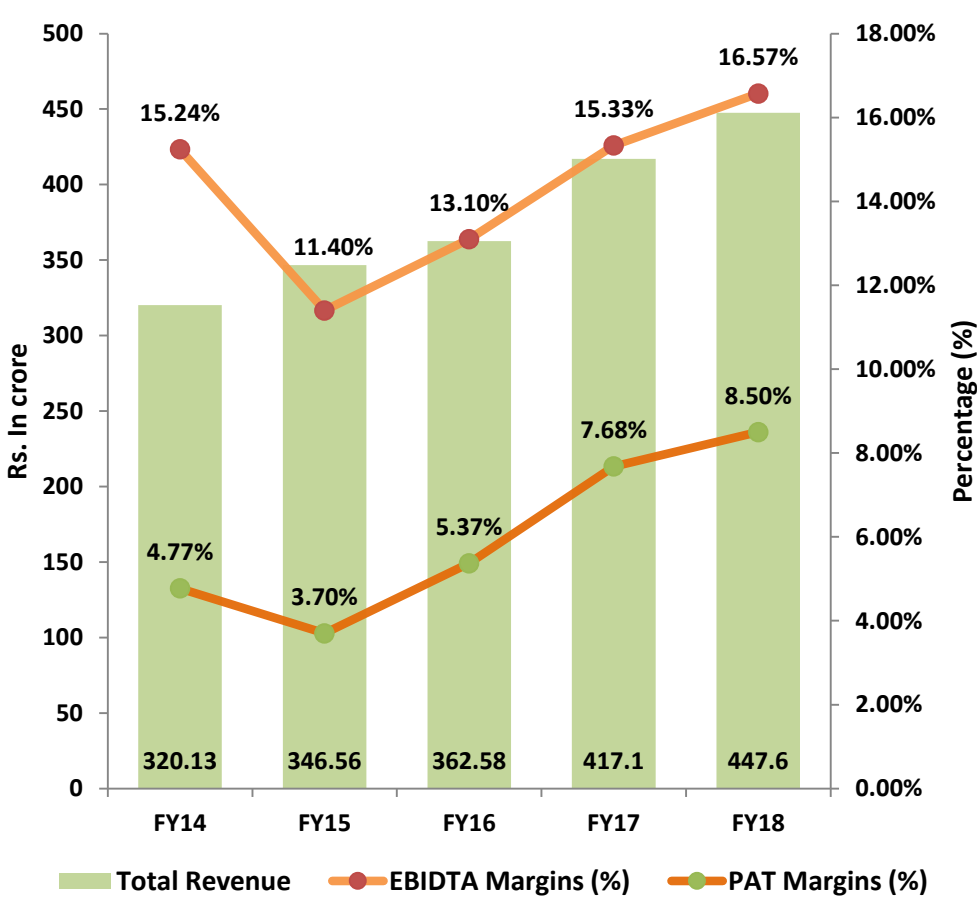
Net Sales Realization:

WPP: NSR for Q2FY19 was Rs. 58970/- PMT.

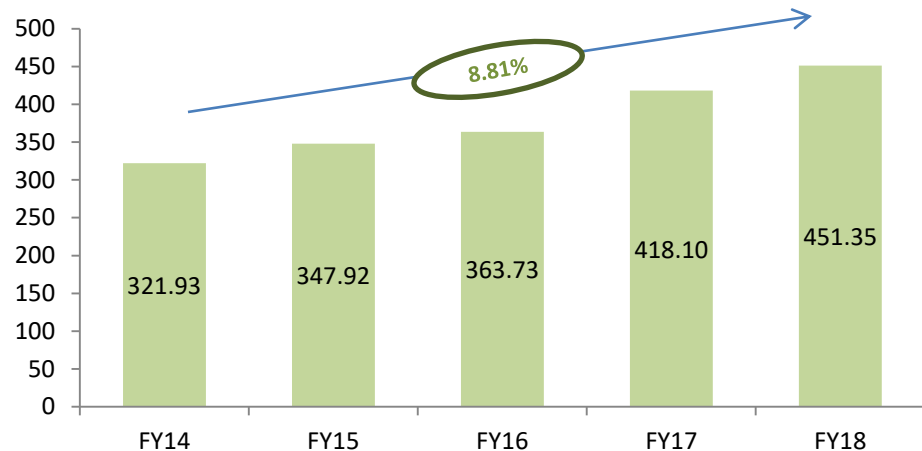
Kraft Paper: NSR for Q2FY19 was Rs. 25813/- PMT

Commenting on the financial performance of the company **Mr. Jatinder Singh, Chairman & Whole Time Director, Ruchira Papers Limited, said,** “During the quarter, we have been able to grow our revenues by 17.20% and our EBITDA have increased by 40.43% at Rs. 22.54 crore on yoy basis. Our overall profit have also grown by 28.73% to Rs. 10.80 crore. We are confident that we shall sustain this growth trend in the coming quarters, and we shall achieve the guidelines for FY19, given in our earlier earning calls.”

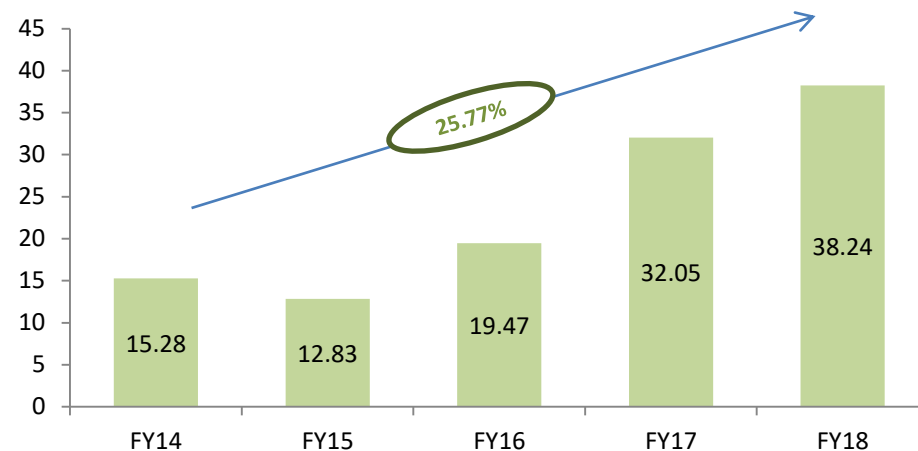
Revenue Break-up & Margins



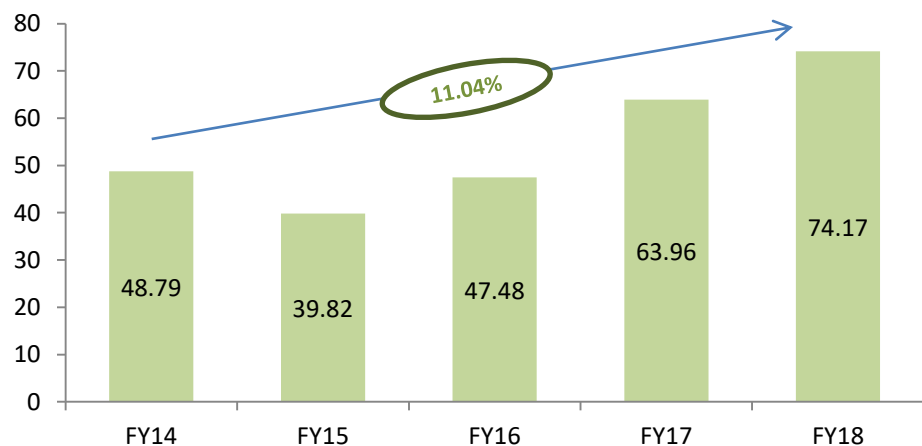
Total Income (Rs. In cr)



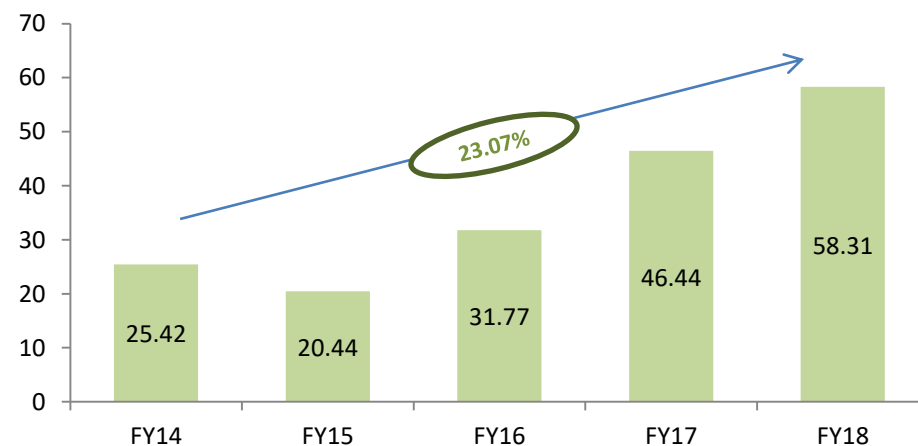
PAT (Rs. In cr)



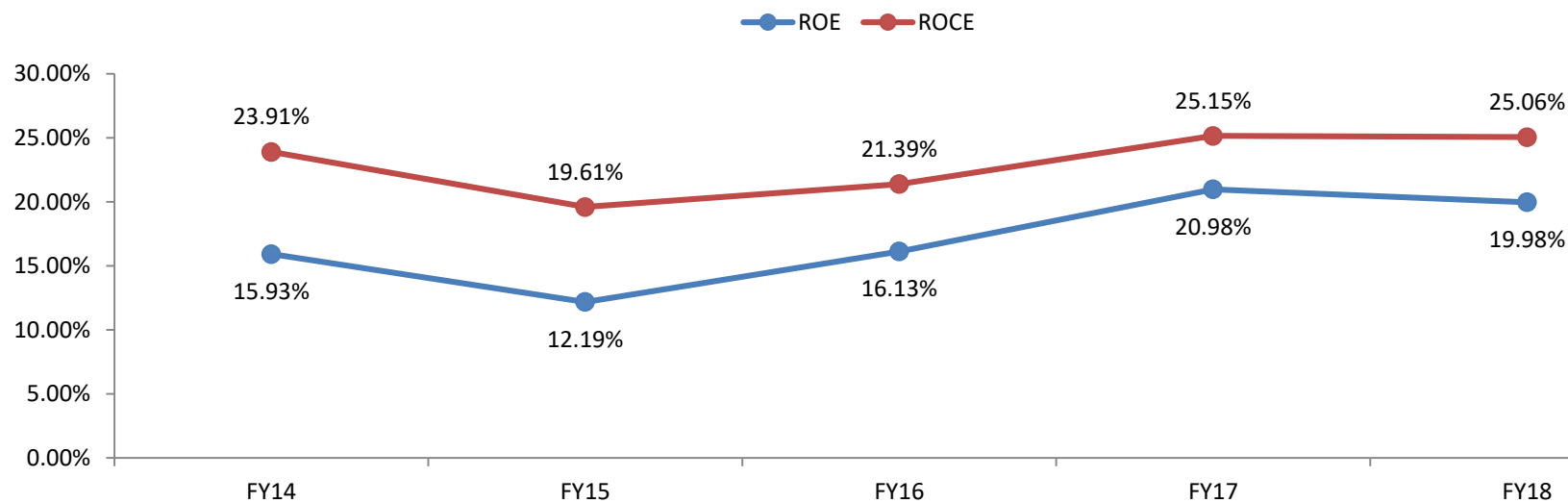
EBIDTA (Rs. In cr)



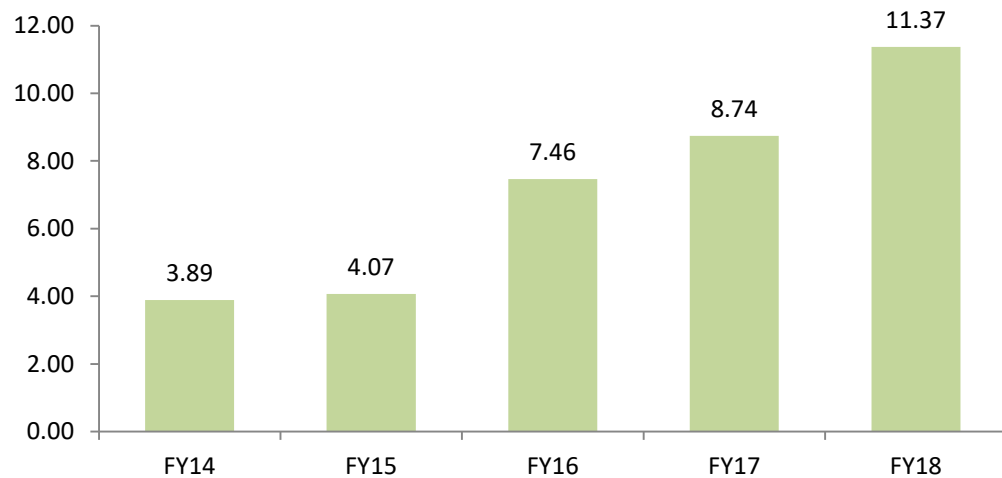
PBT (Rs. In cr)



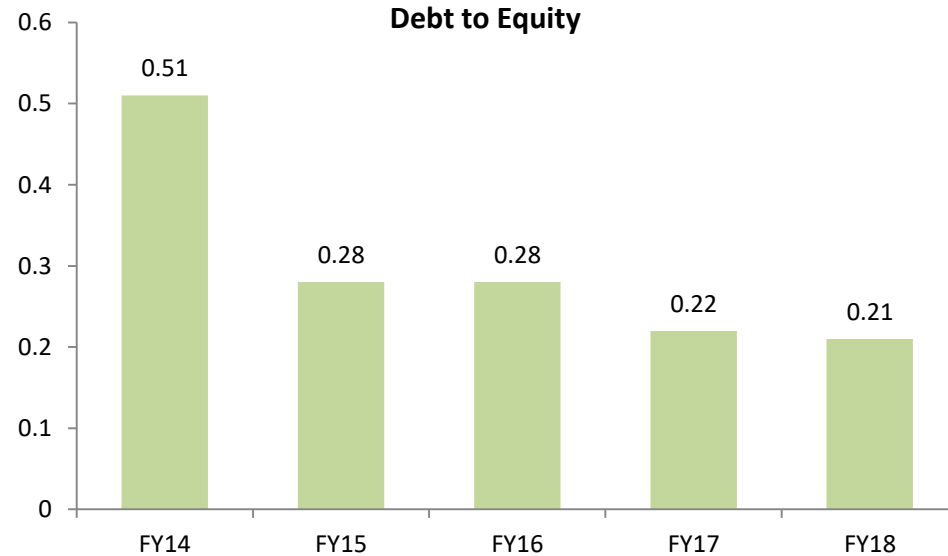
Key Ratios



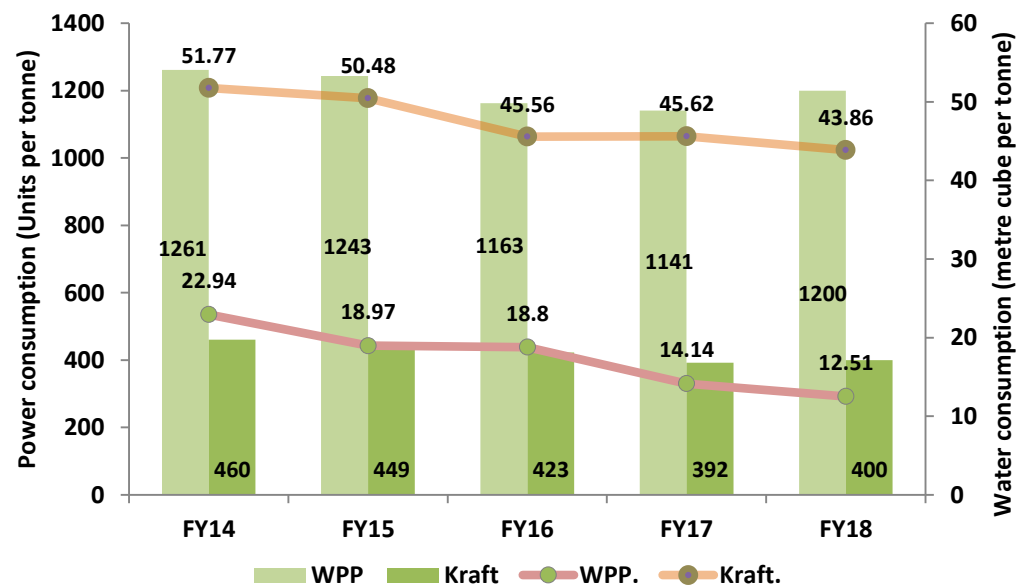
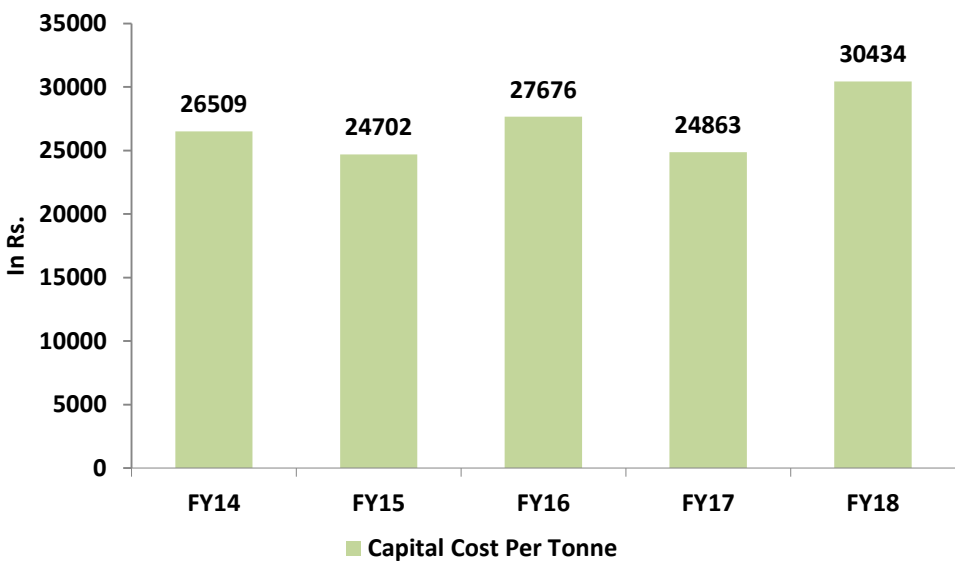
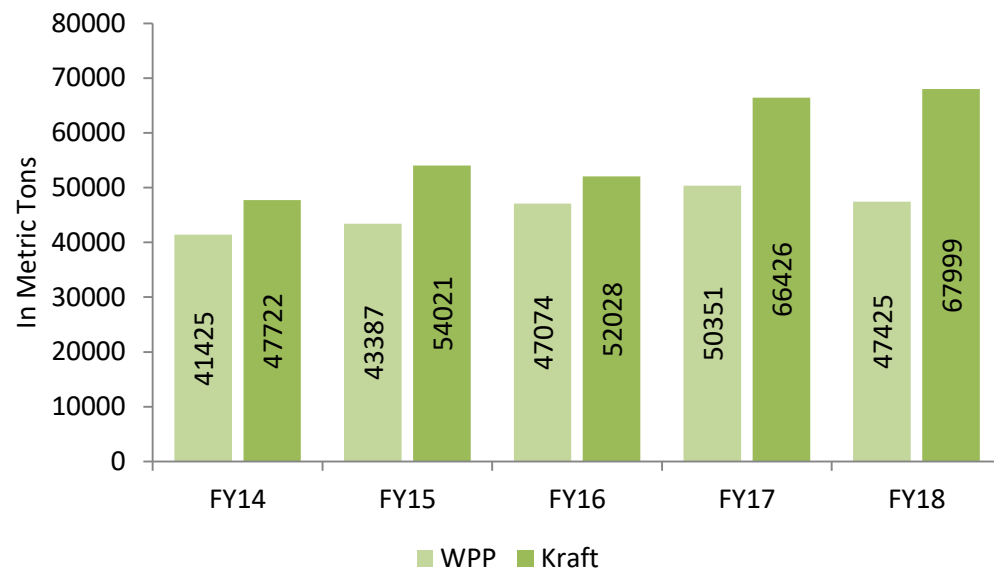
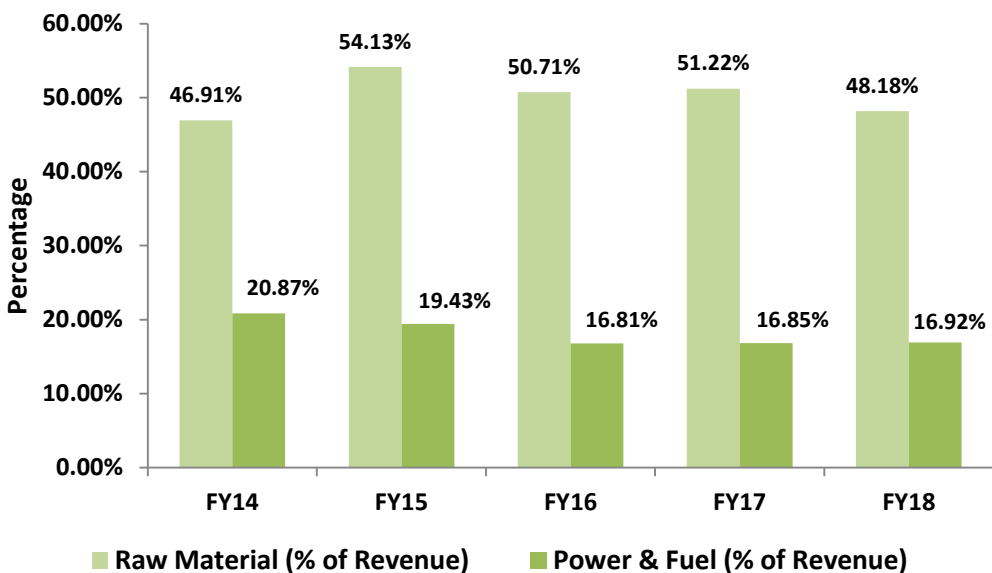
Interest Coverage ratio



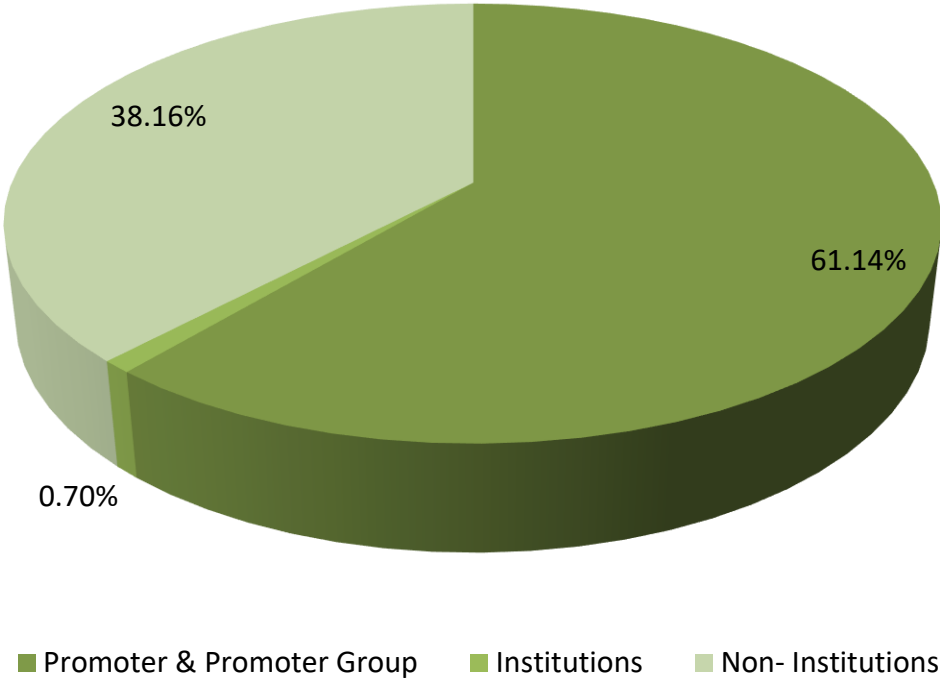
Debt to Equity



Production Highlights



Shareholding (%)



Key Investors	(%) holding
---------------	-------------

Non Institutions::	
Dolly Khanna	1.59

Key Statistics	As on 28 th October 2018
CMP (Rs.)	124.05
Market Cap (Rs. In crore)	277.87
No. of outstanding shares (Crore)	2.24
Face Value	10.00
BSE Code	532785
NSE Code	RUCHIRA

This presentation and the following discussion may contain “forward looking statements” by Ruchira Papers Limited (“Ruchira” or “RPL” or the “Company”) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives are based on the current beliefs, assumptions, expectations, estimates and projections of the management of RPL about the business, industry and markets in which RPL operates.

These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond RPL’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements.

Such statements are not and should not be construed as a representation of future performance or achievements of RPL. In particular, such statements should not be regarded as a projection of future performance of RPL. It should be noted that the actual performance or achievements of RPL may vary significantly from such statements.

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