

RESPONSIVE

We listen. We're responsive.



Investor Presentation
August 2018



HEALTHCARE



SAFETY &
TRANSPORT



SPORTS



RESIDENTIAL

We listen.
We're
RESPONSIVE.



EDUCATION



RETAIL &
OFFICES



INDUSTRY



HOSPITALITY



This presentation and the accompanying slides (the “**Presentation**”), which have been prepared by Responsive Industries Limited (the “**Company**”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

This presentation contains certain forward looking statements concerning the **Company's** future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of the Company.

We Listen. We are Responsive...

because We are Closer to Customer



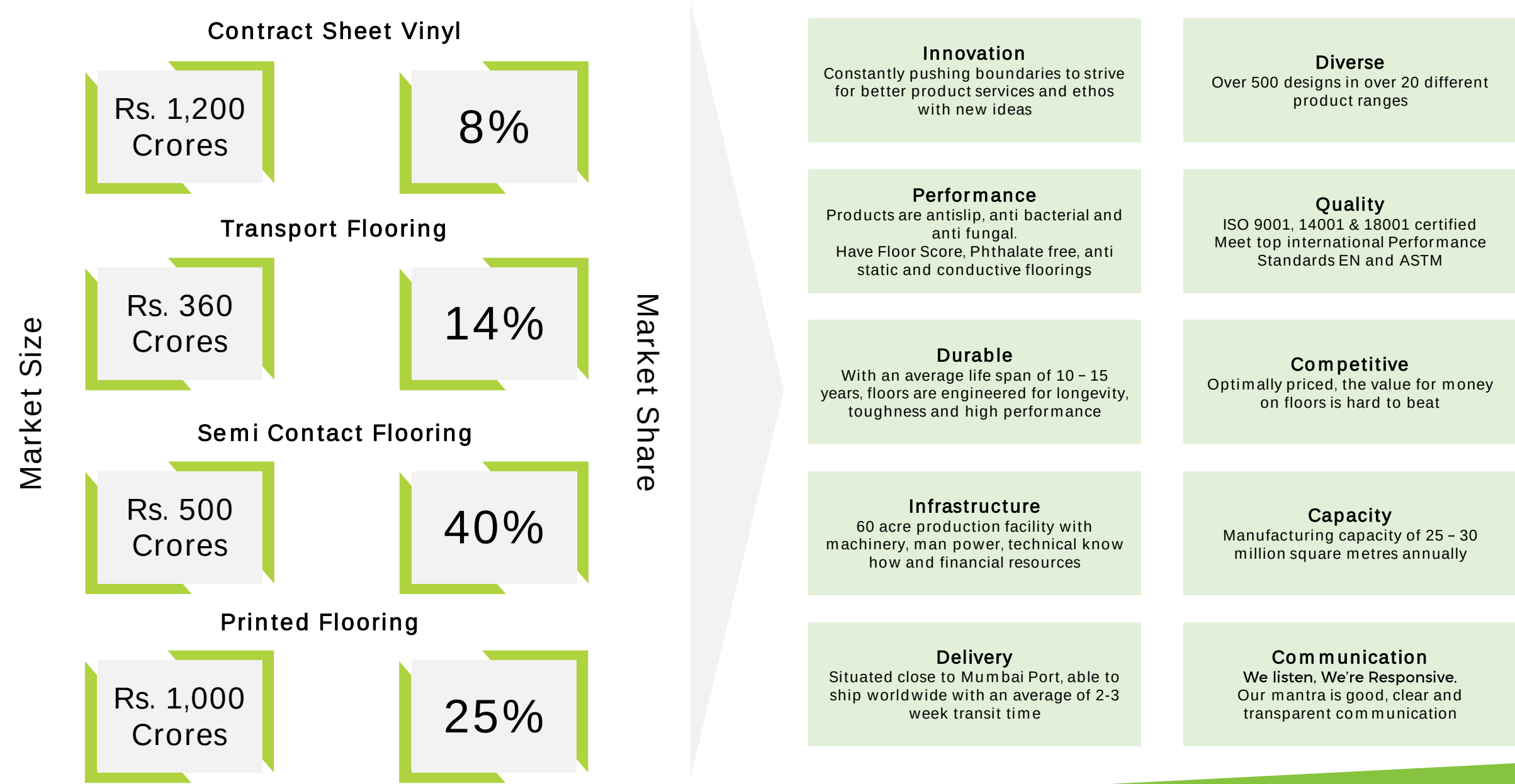
RESPONSIVE 
We listen. We're responsive.

FLOORING

Only Indian Brand in Vinyl Flooring



End User Industries with significant growth potential	Only Domestic Brand in Vinyl Flooring with widest product portfolio	Marquee Customers & Robust Distribution Network	Focus on High Margin Products	Technology & Certifications are entry barriers for the competition
Healthcare, Sports and Education are the sunrise sectors with a promising growth prospects for the future	Present across homogeneous, heterogeneous, safety, sports & speciality products	Marquee Customers such as Wockardt, Qatar University, Volvo, Indian Railways, Mercedes, Eicher, Ashok Leyland, The Ritz Carlton, Mumbai airport among others	Fundamentally operates in high margin (GM 30%) product segments	Developed breakthrough non PVC product by R&D – approved by railways (only player) and negotiating with Shaw Industries USA for distribution
Focus on overall look & feel, design, acoustics, safety & maintenance	Wide application in commercial, residential, retail, hospitals, hotels etc. with over 400 SKUs	Domestic distributors – 75; Oversees distributors – 200+; Majority distributors have a vintage >5 years along with exports to major destinations such as Europe, North America and MENA	Focus on high margin products such as contract sheet vinyl (projects) & transport flooring	Adopted advanced technology & has international certifications



...Catering to Multiple Industries



Residential Spaces



Commercial Stores



Exhibitions



Cafes & Outdoor Places



Hospitals



Educational Institutions



Sport Complex



Industrial Areas



Hotels & Hospitality



Trains



Buses



Commercial Offices

... Differentiated Solutions to Marquee End Users



Projects Executed

Industry Specific Solutions / Features

Healthcare



- Anti Bacterial
- Anti Fungal

- Chemical & Stain Free
- Ensures Sterile Environment

Sports



- High Performance
- Ball Bounce Consistency

- Better Shock Absorption
- Superior Grip

Education



- Safe from Allergens
- Promotes good air quality

- Withstand heavy foot traffic
- Reduce foot sounds

Safety & Transport



- Anti Slip Flooring
- Reinforced Glass Fiber Meshes

- Reliability in all conditions
- Withstand rigor

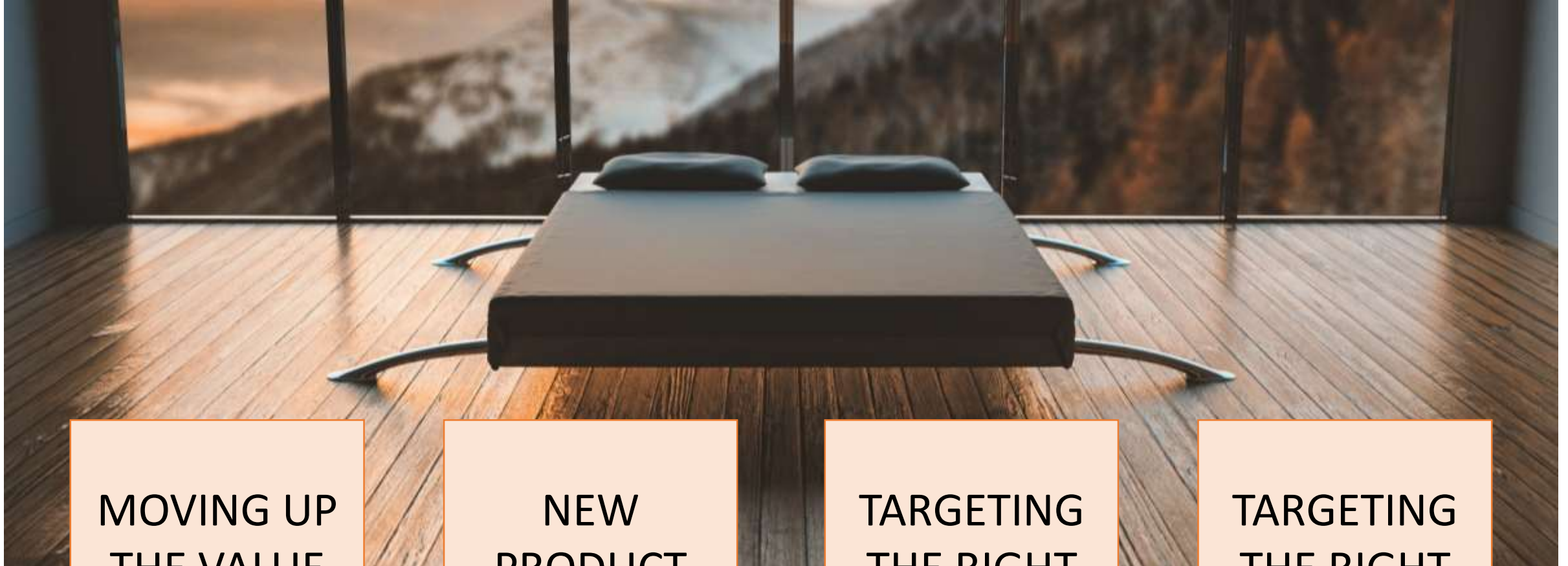
Hospitality



- Unique Designs
- Warm / Inviting Floors

- Withstand heavy foot traffic
- Acoustic

Responsive has industry specific products to cater to multiple sectors



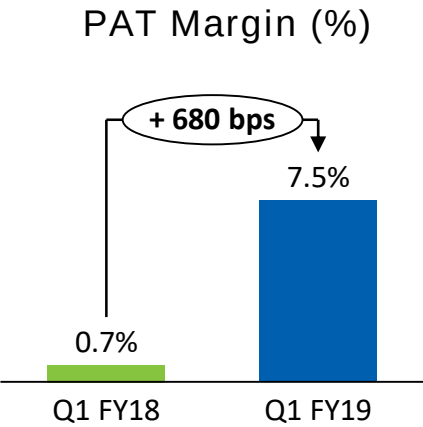
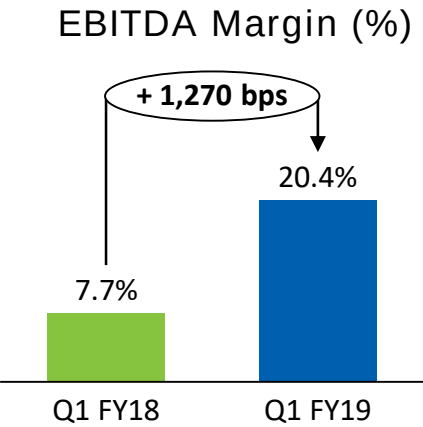
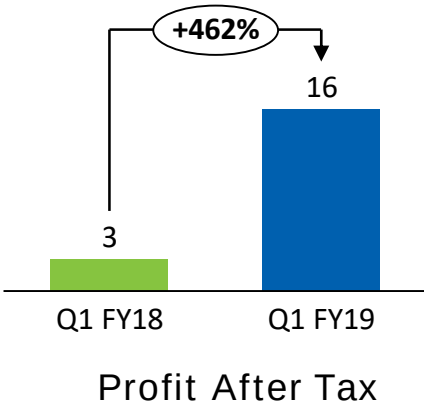
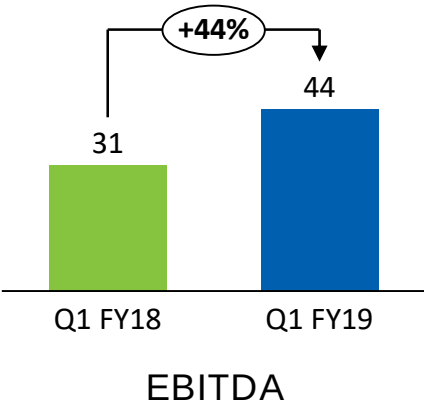
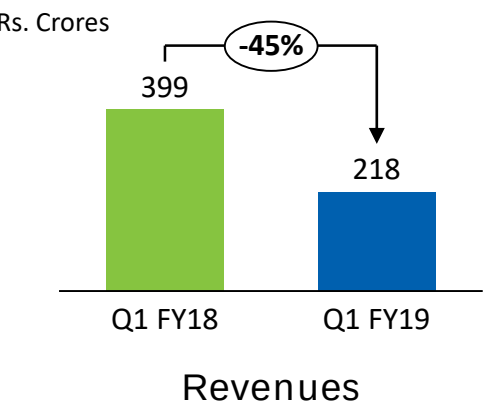
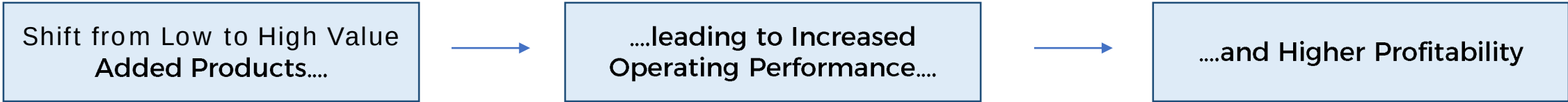
**MOVING UP
THE VALUE
CHAIN**

**NEW
PRODUCT
INNOVATION**

**TARGETING
THE RIGHT
AUDIENCE**

**TARGETING
THE RIGHT
BUSINESS**

Transformation already started yielding Results



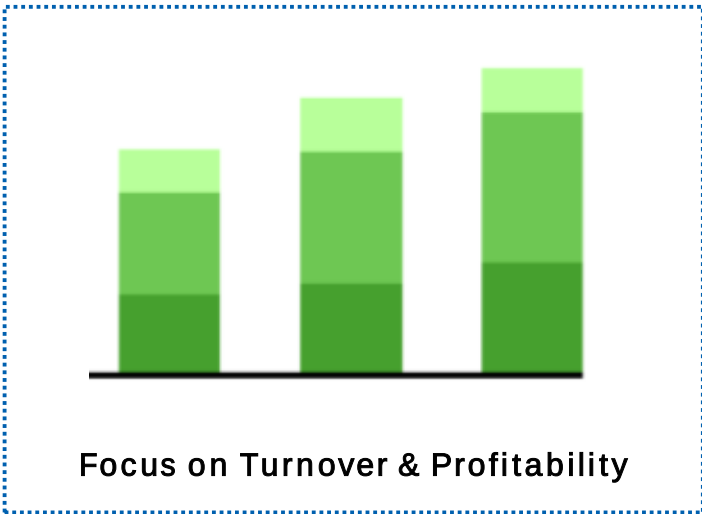
1. Moving up the Value Chain



Product Basket



- (H) Contract Sheet Vinyl
- (H) Transport Flooring
- (M) Semi-contract
- (L) Printed Flooring



Sales & Marketing Strategy



- More Distributors for Printed Flooring system to Increase Volume & Turnover
- Focus more on Domestic Market with Traditional Sales workforce

- Signed up with new international distributors to ramp up volumes of High-value margin product
- Hired new senior Sale Professionals
- Establish new distribution network in USA and Europe market

CHANGE IN PRODUCT MIX, FOCUSED SALES & MARKETING EFFORT TO DRIVE PROFITABILITY



2. New Product Innovation



Luxury Vinyl Flooring



Non – PVC Flooring

BREAKTHROUGH PRODUCTS
with
GROUND-BREAKING TECHNOLOGY



A contemporary
substitute for
Hardwood flooring

Easier to install and
also Less expensive

IMPACT®



An in-house revolutionary
breakthrough Non PVC
Resilient Flooring

ZERO VOC AND TOXICITY

ULTRA LOW WEAR & TEAR

20 YEARS LIFE

PARAGON



Expansion in Luxury Vinyl Flooring...



Key Features of LTV

- ✓ Substitute for Wooden Laminates & Engineered Wood
- ✓ High life of over 10 years, with low wear & tear
- ✓ Fastest growing flooring sub-segment with 15% CAGR
- ✓ Highly accepted in the developed markets
- ✓ Free from Water and Pest related problems
- ✓ Sound, Look and Feel similar to Wooden Flooring

Products

LVT

SPC

WPC

Applications

- Residential
- Commercial
- Offices
- Retail
- Restaurants
- Hospitality





Setting up overseas facility in UAE

Catering to the needs of USA & European markets

Investment of US\$ 100 million in 3 Phases

Phase I -

- Investment of US\$ 50 million Done
- All Investments would be through Internal Accruals
- Expected to be operationalized by April 2019 with Sales Turnover of ~2x

Plans to Enter the Indian Market by setting up a plant in the long term



India Market Size Currently is Rs. 7,000 Crs



Why UAE

- 01 Hub for International Sales
- 02 Availability of Raw Material at better prices
- 03 Availability of Power & Natural Gas at cheap cost
- 04 Higher Automation
- 05 Better Access to International Talent
- 06 Duty free export to MENA



Non PVC Flooring

Responsive has developed an in-house revolutionary breakthrough Non PVC Resilient Flooring

Only manufacturer & supplier of Non PVC flooring in India with tremendous export potential

New specifications have been released by Indian railways for flooring to be installed in new coaches as well as replacement in old coaches.

Responsive is the only player in the market to satisfy all these criteria's

Responsive is in the final stages of a tie up with US based flooring giant – Shaw Industries who will distribute Non PVC Flooring in the USA Market

REPLACEMENT
FOR RUBBER
FLOORING

Expected Gross
Margin

~50%

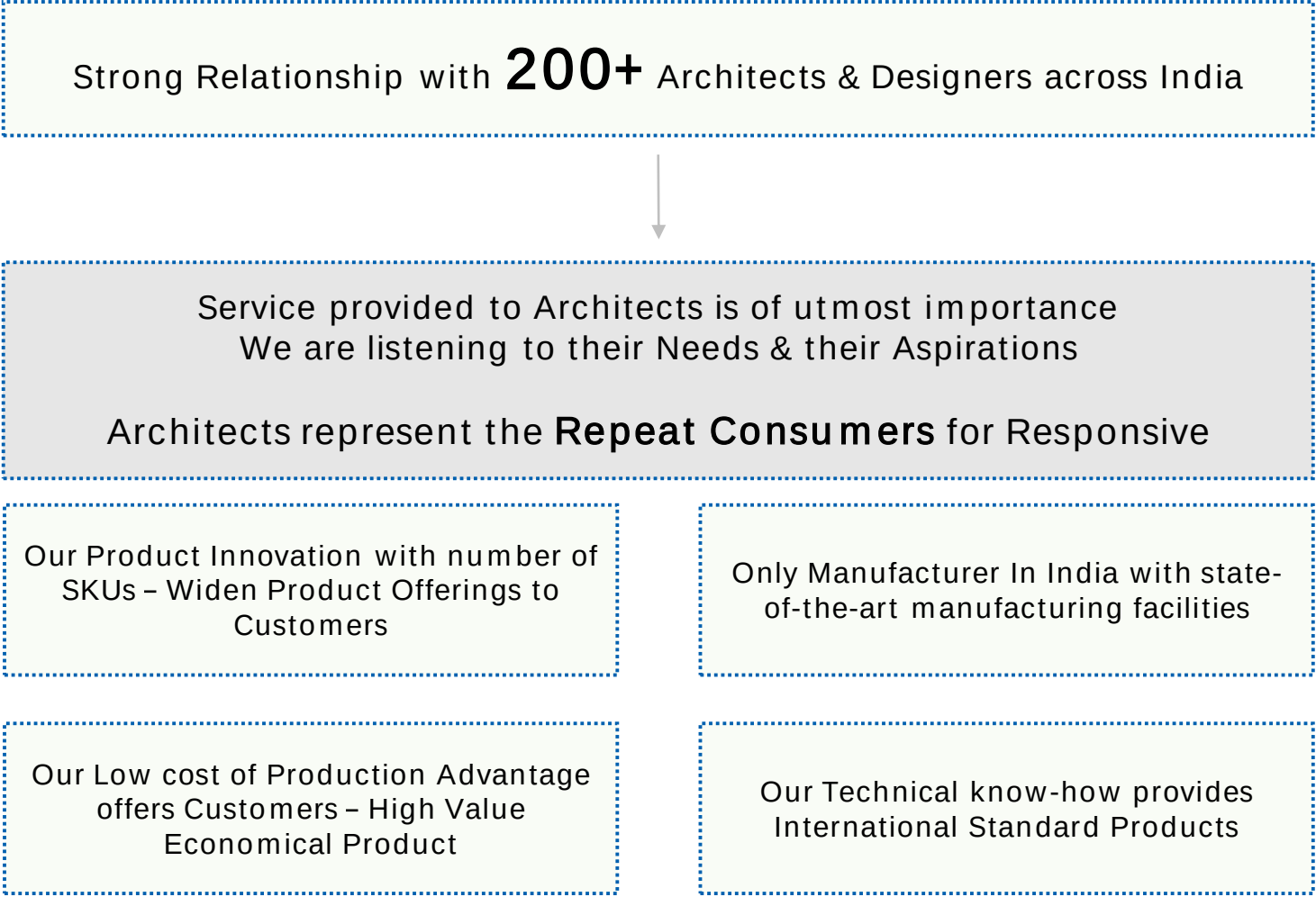
Volumes expected in
next 5 years

~1.2 mn m²

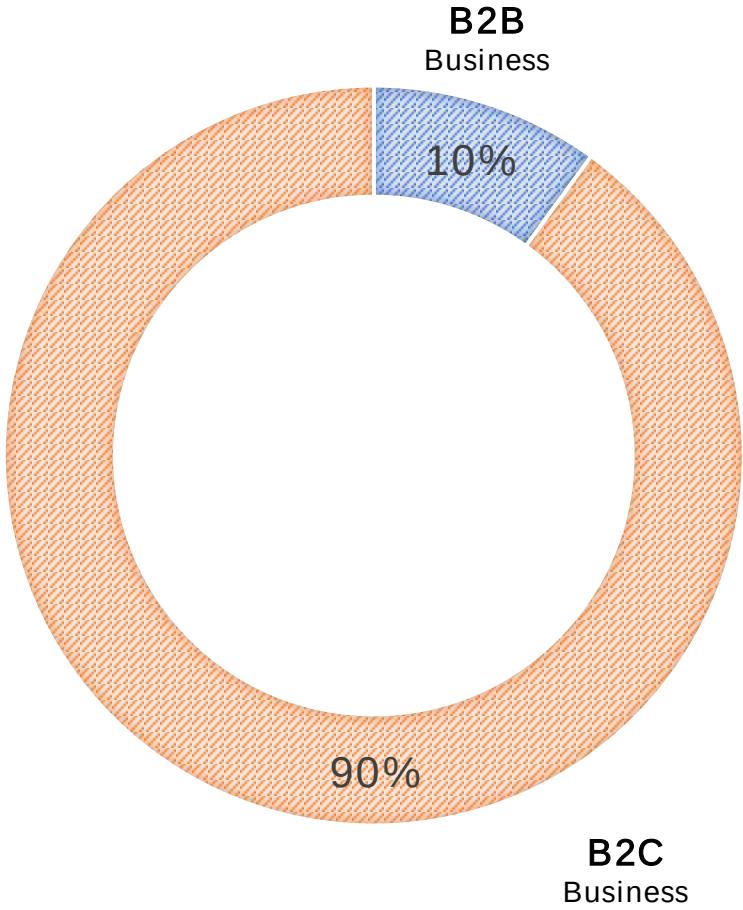




3. Targeting the Right Audience – Architects & Designers

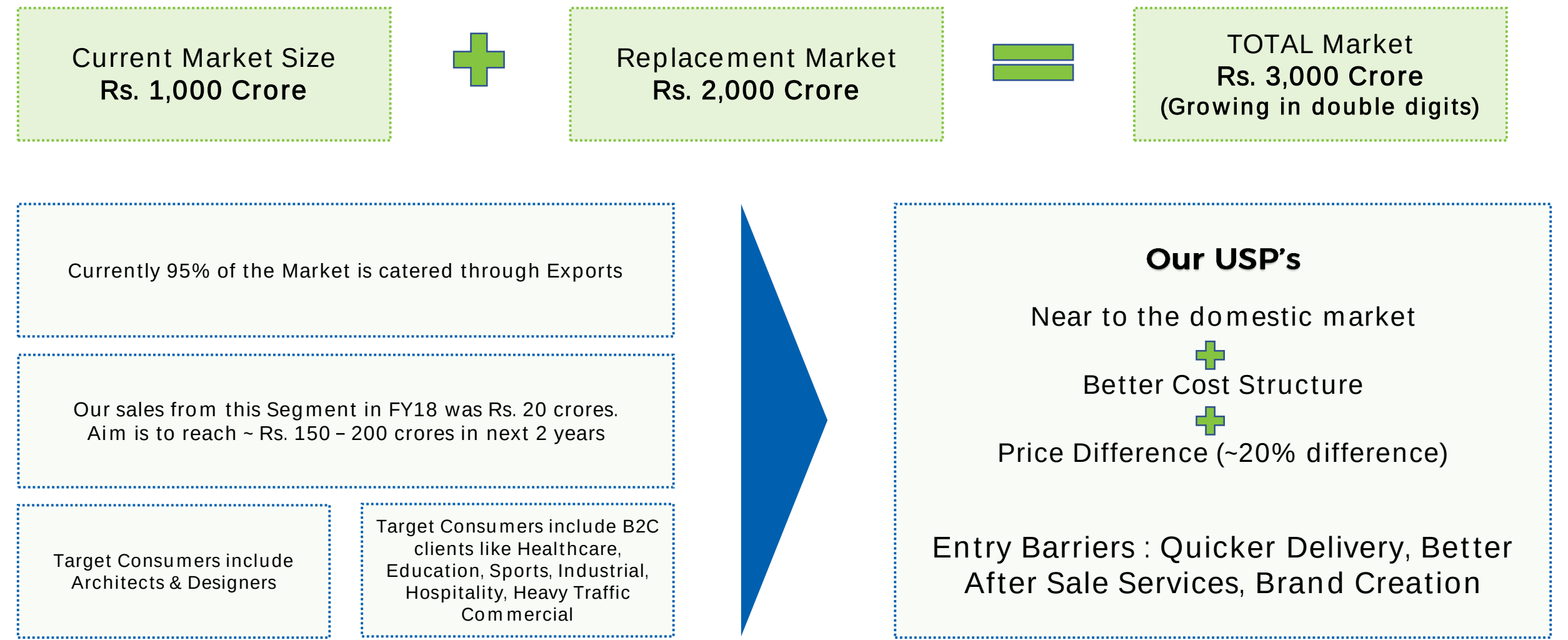


Segment Breakup





4. Targeting the Right Business Segment



Responsive Industries aims to capture the huge market available in the project segment domestically

LEATHER CLOTH





GENERAL PURPOSE LEATHER



FURNISHINGS



SHOES



TRANSPORT AND OEMS



GENERAL PURPOSE LEATHER



Key Features



High Sheer Strength



Durability against wear and tear



Tailormade technical specs as per end user



Ease of Fabrication



Advanced fire Retardancy



Leather Chairs



Sofas



Metros



Footwear



Belt



Handbag



Diary Cover



Autorickshaw/ Tuk-tuk



Office Chairs



Binders



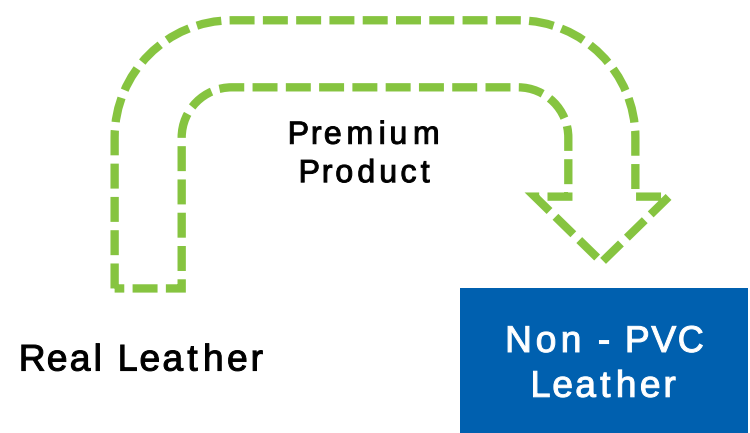
Bus Seat cover



Motorcycle



REPLACEMENT



Advantages



Better Look & Feel



Better Breathability



Benchmarking Global Standards

MARKET SEGMENTS



Automotive

- Identified Key Product Features
- Product being developed
- Working on the Buyers Relationship

Leadership positing with 'R' Leather' targeting the Indian Automotive market and Germany & USA automotive markets



Railways

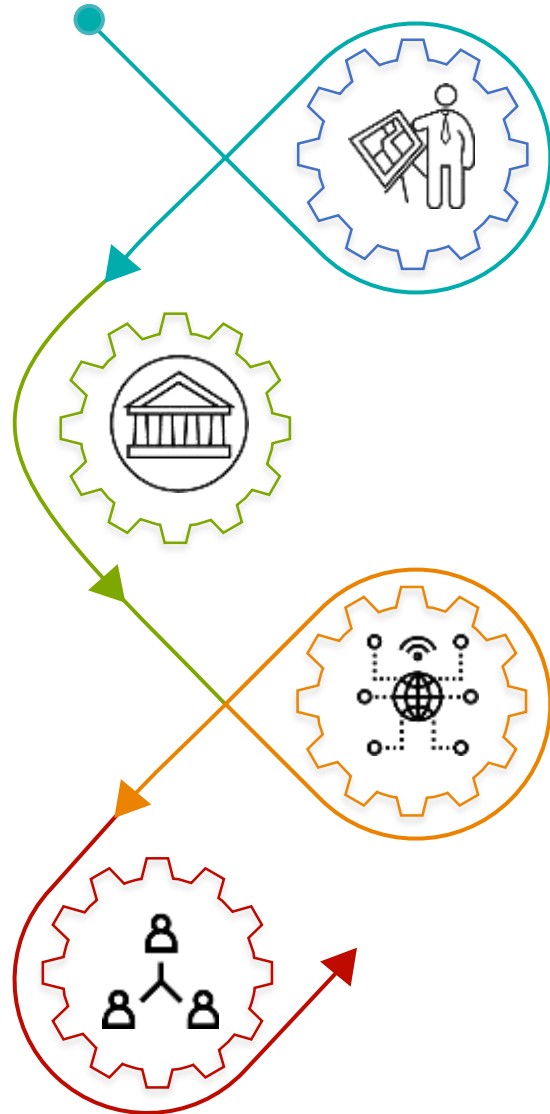
- Product Development done
- Trial Testing going on
- Working on the Finalising the product specifications

Responsive will be the only player who can supply such material to the Indian railways



WHAT TAKES US CLOSER TO THE CONSUMER

Multi Tier Distribution Channels



Projects

- Excite and engage architects and consultants with the breakthrough product Paragon - Non PVC Flooring
- Target new hospitals and schools construction in India

Institutional

- Focus on buses, trams, metros, and railways in transportation sector and adding more OE clients
- Create unique specification of Rubberized Non PVC Resilient floor for Railways (Paragon) and penetrating Automotive segment with high performance PVC synthetic leather

Exports

- Focus on contract flooring and increase penetration in major markets of USA and Europe
- Dedicated team for projects segment to add more principal distributors and participation in trade shows

Channel

- Increase number of synthetic leather dealers from 15 to 30
- Add new stock distributors in USA & Europe and drive value added sales



Largest Distribution In India

75+
Active Distributors

35 Cities
All Across India

Only Indian Brand With Last-mile Distribution Network

Responsive Has A Global Network Of 300+ Distributors In Over 70 Countries



Sectors

- Healthcare
- Hospitality
- Transportation
- IT and Telecom
- Retail
- Commercial Spaces and Real Estate
- Education
- Entertainment
- Hotels
- Restaurants
- Sports Infrastructure

70
Countries

300
Distributors



... along with Marketing & Branding



TRADE SHOWS



ARCHITECT MEETS



DISTRIBUTOR
CONFERENCE



BRAND
AMBASSADOR



TV ADVERTISING TV
FILMS, EVENTS AND
AWARDS



DIGITAL, SOCIAL
MEDIA AND WEBSITE



MEDIA AND MEDIA
RELATIONS



MISCELLANEOUS, PRINT,
COLLATERALS, MARKETING
CAMPAIGNS ETC

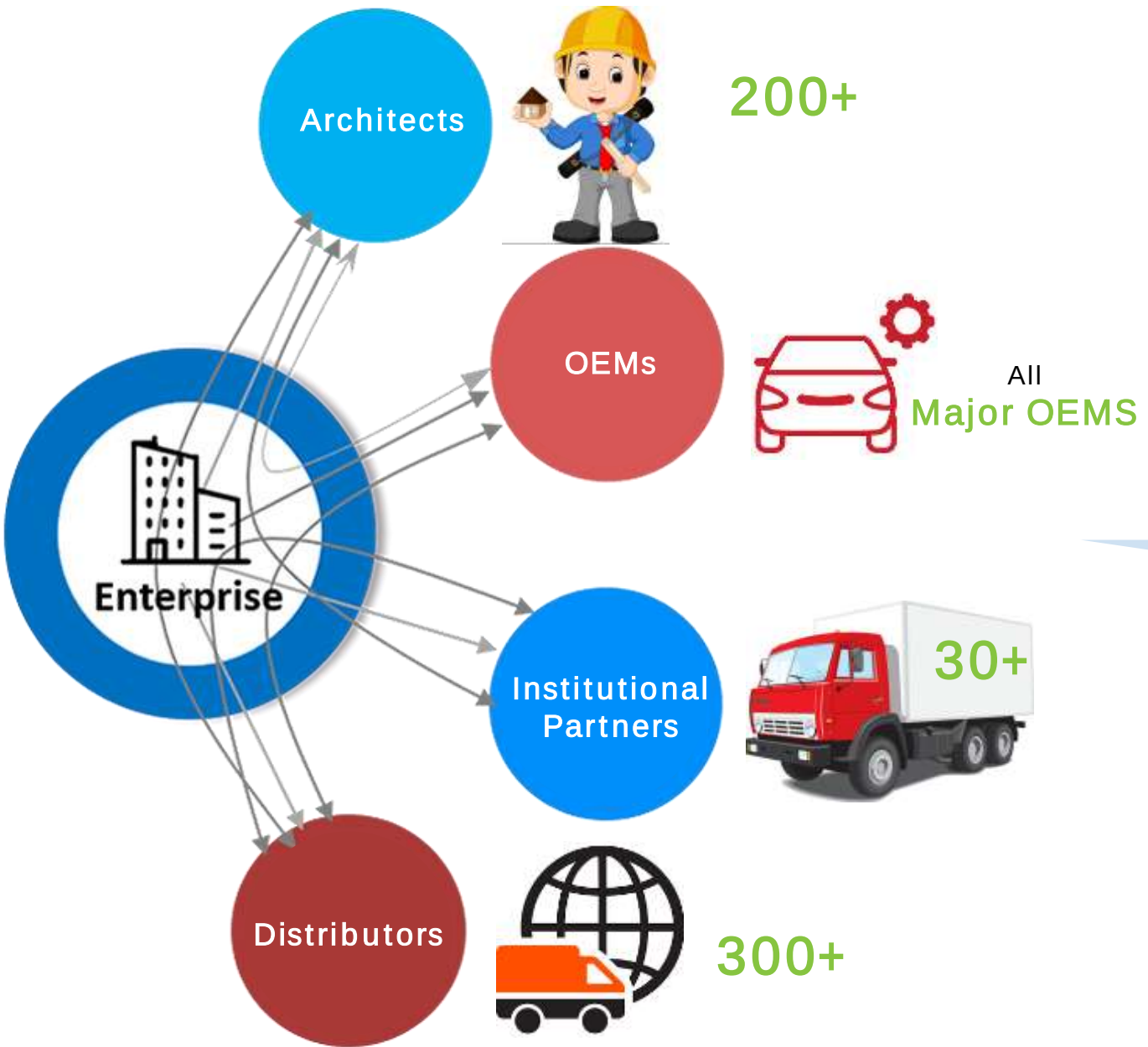


Company Plans to spend ~ Rs. 20 crores in Branding & Marketing this year

Going ahead, the Company intends to spend 3% - 4% of Topline towards Branding & Marketing

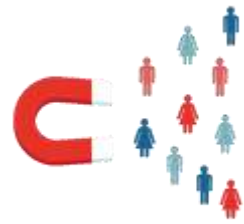


Leveraging Relationships to Increase Market Share



- Increase in the Product Basket
- Leveraging Relationships to increase our High-Value Product Offerings
- Brand Association with Marquee clients
- Increase in Market Share because of Strong relationships

ONLY "INDIAN BRAND" WITH LAST-MILE DISTRIBUTION NETWORK



**People Buy... (again & again)
From People They Trust**



FUNDAMENTAL STRENGTHS OF THE COMPANY



**CUTTING EDGE
MANUFACTURING**

30 years experience
3 CAPEX expansions
Complete Organic Growth

TECHNICAL EXPERTISE

EU/ US certifications
Breakthrough R & D
Global Specifications

**LARGE DISTRIBUTION
NETWORK**

75+ distributors, Pan India
65 Countries, worldwide

**WIDE RANGE OF
PRODUCTS**

25 End Users Industries
2,000 + SKU's
30+ Product Categories

PROJECTS EXECUTED

Experience includes
300+ hospitals,
100+ Schools,
1000+ sporting facilities



Park Area	Manufacturing Lines	Installed Capacity
60	15	10,000
Acres		Metric Tons Per Month

60 Acres = 8 Lakh sq. ft (Built Land) + 8 Lakh sq. ft (Expansion Area)



- | Flooring | Leather |
|---|--|
| <ul style="list-style-type: none">• Completely Integrated Lines: calendaring, lamination, foaming, printing and finishing lines.• Contract Vinyl Sheet Capacity: 25mn+ meters• Overall Capacity : 7,000 tons/month | <ul style="list-style-type: none">• Multi-functional Lines: Coating, calendaring, vacuum emboss, lamination and foaming lines.• Leather Cloth capacity: 30mn+ meters• Overall Capacity: 3,000 tons /month |

Fully Backward Integrated Facility

- | Floor Space | Skilled Production Team |
|--|--|
| <ul style="list-style-type: none">• Total Land Space: 100 Acres• Large raw material & engineering stores• Advanced logistics, Multi-modal cargo handling• Additional Plot of 40 acres for future expansions | <ul style="list-style-type: none">• 3 key R&D officers• 5 senior QC officers• 20 mid level managers (Tech Exp)• 100 skilled operators• 3000 workers |

... with Research & Development to deliver Quality



CUSTOMER REQUIREMENTS



COMMERCIAL VIABILITY CHECK



TECHNICAL VIABILITY CHECK



TECHNICAL STUDY OF PRODUCT



DEVELOPMENT OF PROTOTYPE



APPROVAL BY CUSTOMER & COSTING



FINALIZATION OF THE PRODUCT



COMMERCIAL PRODUCTION



- IQC: Incoming Quality Control
- LQC: Line Quality Control
- IPQC: In Process Quality Control
- FQC: Final Quality Control
- SQA: Source (Supplier) Quality Assurance
- DCC: Document Control Centre
- PQA: Process Quality Assurance
- FQA: Final Quality Assurance
- DAS: Defect Analysis System
- FA: Failure Analysis
- CPI: Continuous Process Improvement
- CS: Customer Service



Annually audited for factory consistency and system controls
Advanced product testing for smoke, fire and toxicity



Annual Audits for environmental performance
Guarantees ZERO VOC Emissions from all products
Mark of toxic free chemistry in floors



EN 13893 and EN ISO 11925-2 certifies our flooring as both slip resistant and fire safe respectively



ASTM 5925 certifies our products as stain and chemical resistant
We have also been accredited with ASTM D3389 (weight loss/ thousand cycles) for abrasion resistant products



Gives our flooring accreditation towards LEED credits
Mark of International acclaim for Architects

ISO 9001
ISO 14001
ISO 18001

Annual audits for process efficiency
Qualifying regularly since first year of inception



Mr. Rishabh Agarwal, Managing Director

- A BSC graduate from Carnegie Mellon University, Pittsburgh, PA in the fields of Mechanical Engineering and Business Administration
- He worked for better part of one year for CRA International strategy consultants in Boston, MA
- He has been engaged in the complete value chain of the vinyl flooring business for more than 10 years
- His experience spans sales, marketing, production, finance, strategy and human resources.
- He will bring his experience to strategically align the business towards a growth trajectory by focusing on improving sales infrastructure, upgrading marketing message, streamlining finance activities and focusing on human resources

Mr. Rajesh Pandey, Executive Director

- He is also a Director at Axiom Cordages Limited
- He has done a Bachelors degree in Chemical Engineering
- Has 16 years of experience in manufacturing
- Has 13 years of experience in rope manufacture
- He Oversees chemical engineering at RIL and Responsible for production and supervision of day-to-day factory operations at both RIL and Axiom

Mr. Atit Agarwal, Non-Executive Chairman

- Has Bachelor of Science Degree in International Marketing from Bentley University, Master of Business Administration in finance from McCallum Graduate School of Business (Bentley University)
- He is also on Board of Axiom Cordages Limited
- Has rich and diverse experience of multiple industries, including commercial banking. His vision has transformed RIL and Axiom into a rapidly growing globally acclaimed enterprise over the last decade, winning several accreditation
- Focuses on widening the customer base, quality enhancement, technology up-gradation and innovation, improving efficiency and performance

Ms. Jyoti Rai, Independent Non-Executive Director

- She is a Bachelor of Science and a Post Graduate Diploma in Business Management
- Has rich experience in Marketing and Strategies across segments in Financial Markets
- She is a Country Head – India for ABAX Corporate Services Ltd. and a Chairperson on the DPAI Committee for the Western Chapter, contributing on developing Capital Markets
- Has worked with some of the leading companies like Citibank, Reliance Capital Asset Management, Thomson Reuters, AIG asset management, MCX, SBI-Soc Gen Custodial Services
- She is a member of FICCI – Ladies Organization and on the “Swayam Committee” – empowering Women entrepreneurs



Mr. S.S. Thakur, Independent Non-Executive Director

- Former Controller, Foreign Exchange, Reserve Bank of India (RBI)
- Played a significant role in formulation of the key provisions of FERA, 1973 and in designing policies and procedures for administration of FERA
- Former Senior Advisor, UN International Civil Service
- Former Chairman, HDFC Bank
- Ex - Chairman, Central Depository Services (India) Ltd. (CDSL)
- Functioned as an Advisor to the Governor, Bank of Zambia and played a key role in relaxation of exchange controls on current and capital account transactions and in formulating and implementing market - oriented banking and foreign exchange policies

Mrs. Rohini Agarwal, Non Executive Director

- A BFA in Graphic Design from Rhode Island School of Design in Providence, RI with an MFA in Design & Technology from Parsons, New School of Design in New York, NY
- She started her career in Lippincott in New York, NY after which she spent 2 years working in a boutique design firm called Hecht Horton Partners in Boston, MA
- She further experience for 8 years in Mumbai in running her own namesake design firm called "Ro Design" which is in the business of graphic design and brand building. She is actively engaged with a number of corporates
- Rohini will bring her extensive design, communication and marketing experience in order to shape the overall communication for Responsive

Mr. Subramaniam Santhanakrishnan, Independent Director at Axiom Cordages

- He has done his Postgraduate from Madras University and is a Certified Associate of Indian Institute of Bankers(CAIB)
- Qualified trainer (Dip. in Trg and Development) from ISTD and DSM from Bombay University
- Contributed several articles in financial journals on banking and credit
- Former Dy. MD of State Bank of India
- Executive Chairman of Credit Information Bureau of India Ltd.(CIBIL)

Mr. Sankaran Krishnamurthy, Independent Director At Axiom Cordages

- Has done his Graduate in Mathematics from Madras University
- Former Dy. MD of State Bank of India
- Former MD & CEO of SBI Life Insurance Co. Ltd.
- 18 years experience in Corporate Finance and Project Appraisal
- Experienced in SME lending
- Pioneered 'Entrepreneur Scheme' and development of Ancillary units under Bhopal Local Head office
- Advised a Pune-based IT company on insurance solutions

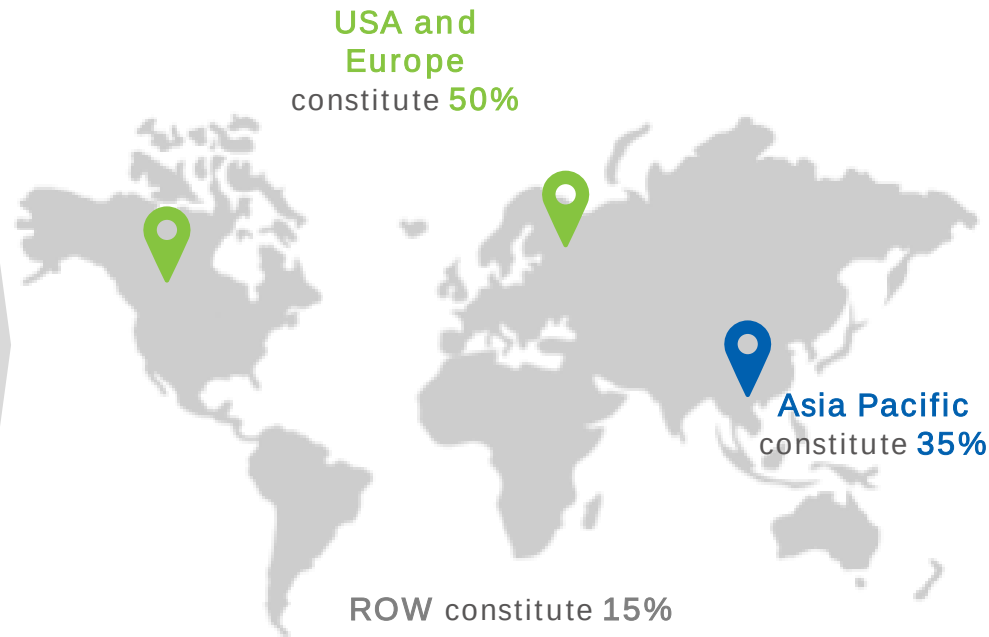
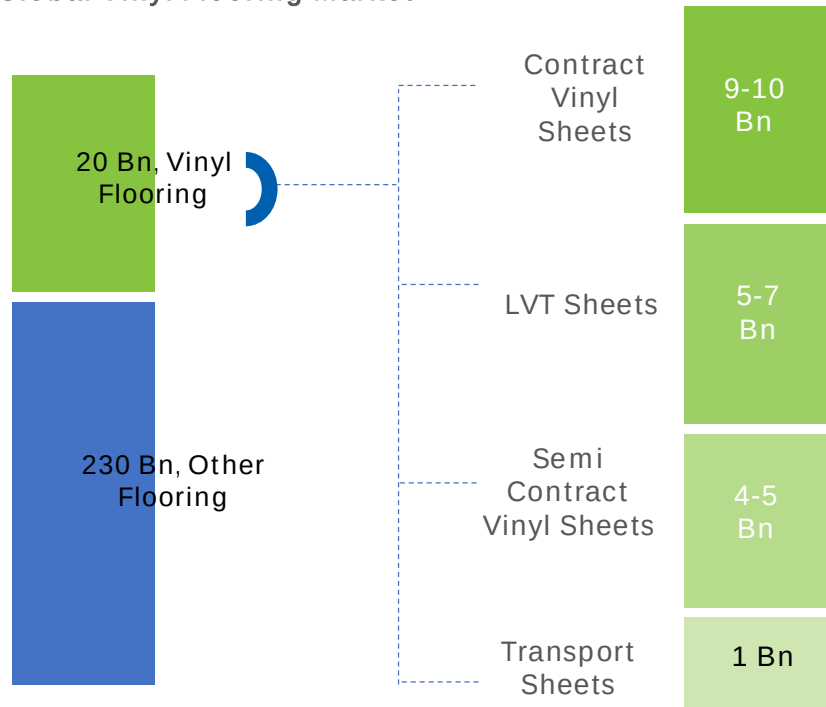


INDUSTRY POTENTIAL

Industry : Vinyl Flooring



Global Vinyl Flooring Market



HEALTHCARE



EDUCATION



SPORTS



INDUSTRY

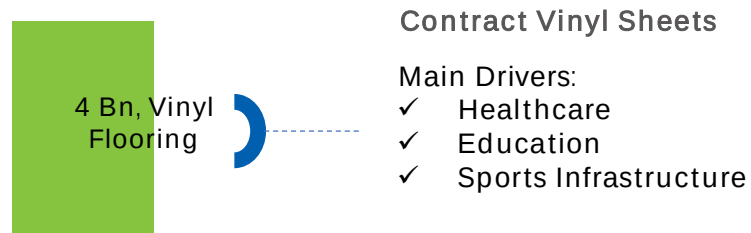


HEAVY TRAFFIC
COMMERCIAL



HOSPITALITY

Indian Vinyl Flooring Market



Contract Vinyl Sheets

Main Drivers:

- ✓ Healthcare
- ✓ Education
- ✓ Sports Infrastructure

LVT Sheets

Nascent Industry and slated to grow in India over the next 5 years

Semi-contract vinyl flooring

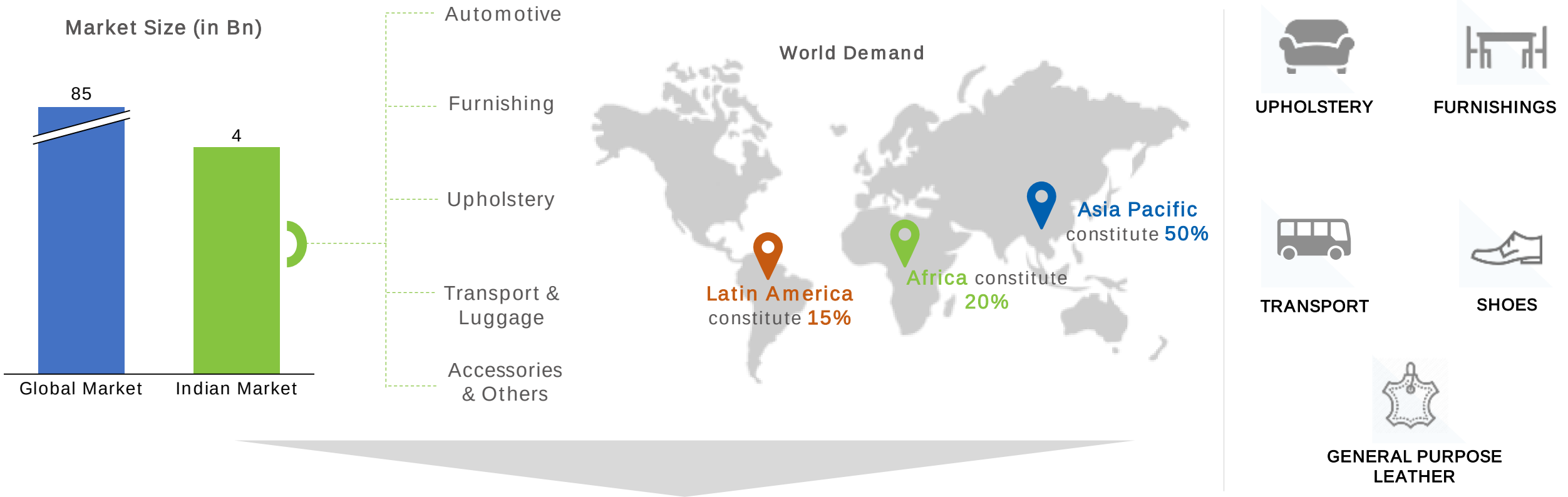
Market set to expand in tier 2 and tier 3 cities in India

Transport Sheets

Main Drivers:

- ✓ Indian Railways
- ✓ Bus Body

Industry : Leather Cloth



Growth Drivers

High-end synthetic leather replacing real leather and textile in many applications due to advantages in fabrication and wear and tear

Large unorganized market with an opportunity to service small fabricators and cottage industries

Indian Market:

- 10% of the Synthetic Leather is organized under railway, buses, auto, hospitality, furnishing
- Unorganized players account for 90% of the demand

Consumption driven segments like Indian footwear, furniture, luggage, accessories, stationary markets set to grow rapidly

Organized and high-value synthetics has a growing demand in India for better quality products



FINANCIALS

Profit & Loss Account



Particulars (Rs. In Crs.)	FY18	FY17	FY16
Total Revenue (Net)	1,246.9	2,006.1	2,249.3
Cost of Material Consumed	1,055.5	1,741.8	1,917.3
Changes in Inventories	-18.4	-6.1	0.4
Total Raw Material	1,037.1	1,735.8	1,917.7
Gross Profit	209.8	270.4	331.5
Gross Profit (%)	16.8%	13.5%	14.7%
Employee Expenses	13.9	12.2	11.9
Other Expenses	84.5	98.4	113.2
EBITDA	111.4	159.8	206.4
EBITDA(%)	8.9%	8.0%	9.2%
Other Income	18.7	17.9	23.9
Depreciation	86.7	132.3	173.0
EBIT	43.4	45.4	57.3
EBIT(%)	3.5%	2.3%	2.5%
Finance Cost	17.2	23.1	25.8
Exceptional Items	5.1	0.0	0.0
Profit Before Tax	21.2	22.3	31.6
Tax	11.8	14.6	12.3
Profit After Tax	9.4	7.6	19.2
Profit After Tax(%)	0.8%	0.4%	0.9%

Balance Sheet



Particulars (In Crs)	Mar-18	Mar-17
Equity	897.1	889.2
Equity Share capital	26.2	26.2
Other equity	870.9	863.0
Non - Controlling Interest	158.3	159.7
Non-current liabilities	32.7	94.7
Financial Liabilities		
Borrowings	0.3	67.2
Provisions	3.5	3.5
Deferred tax liabilities (Net)	28.9	23.9
Other Non-Current Liabilities	0.0	0.0
Current liabilities	302.7	390.9
Financial Liabilities		
Borrowings	155.7	188.7
Trade Payables	19.7	30.7
Other Financial Liabilities	118.6	161.2
Other Current Liabilities	8.5	4.7
Current Tax liabilities (Net)	0.0	5.3
Provisions	0.2	0.2
TOTAL EQUITY AND LIABILITIES	1,390.8	1,534.5

Particulars (Rs. Crs.)	Mar-18	Mar-17
Non-Current Assets	771.3	829.0
Property, Plant and Equipment	699.0	734.8
Intangible Assets	0.1	0.1
Goodwill On Consolidation	66.1	66.1
Financial Assets		
Investments	0.0	0.0
Loans	0.0	0.0
Others	3.3	4.3
Income Tax Assets(Net)	2.8	0.0
Non-Current Tax Assets	0.0	23.7
Current Assets	619.5	705.5
Inventories	116.6	125.0
Financial Assets		
Investments	37.8	15.2
Trade receivables	393.5	406.9
Cash and cash equivalents	14.2	77.8
Bank balances	18.1	41.7
Loans	0.2	0.2
Other Financial Assets	11.6	2.3
Other Current Assets	27.7	36.4
TOTAL ASSETS	1,390.8	1,534.5



Dividend (% of Face Value)



Consistent Dividend Paying Company
Plans to increase the Dividend to reward shareholders in the coming year

Key Financial Strength

Zero Long Term Debt

Disciplined Capital Expenditure

Low Working Capital Cycle

Low Costs and higher efficiencies compared to Global giants



THANK YOU

A RESPONSIVE PRESENTATION



Company :

Investor Relations Advisors :

Responsive Industries Limited
CIN: L99999MH1982PLC027797

Mr. Rishabh Agarwal - MD

www.responsiveindustries.com

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Mr. Deven Dhruva / Mr. Rohan Adhiya
+91 98333 73300 / +91 98332 19522

deven.dhruva@sgapl.net / rohan.adhiya@sgapl.net

www.sgapl.net
