



Investor Presentation

November 2023



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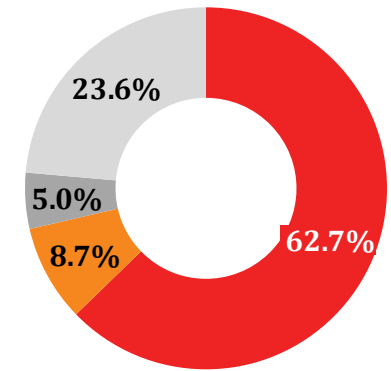
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RR Kabel got Listed at a Valuation of ~ ₹ 13,682 Crs on 20th September, 2023

Shareholding Pattern

(As on 30th September 2023)



■ Promoters
 ■ DII
 ■ FII
 ■ Public

IPO Subscription

Category	Times Subscribed
QIB	52.26x
NII	13.23x
RII	2.13x
Employee	2.69x
Total	18.69 x

September 2023

- Listing done on BSE & NSE
- IPO Price : Rs. 1035 per share
- Listing Price: **NSE ₹ 1,180 per share & BSE ₹ 1,179 per share**
- Listing day gain of ~14%
- **Objects of the Issue: Proceeds of Rs. 180 crores to**
 - Repayment or prepayment, in full or in part, of borrowings availed by the company from banks and financial institution
 - General Corporate Purpose



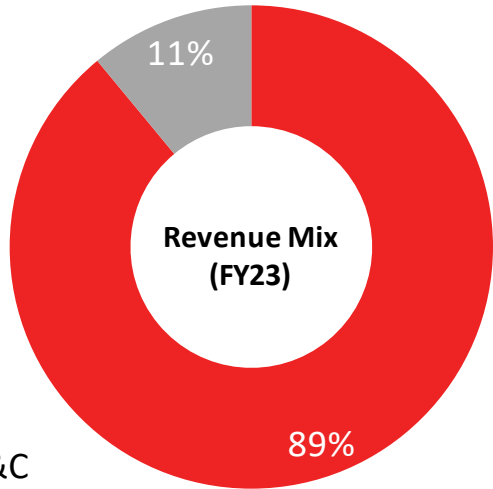
Company Overview



Overview

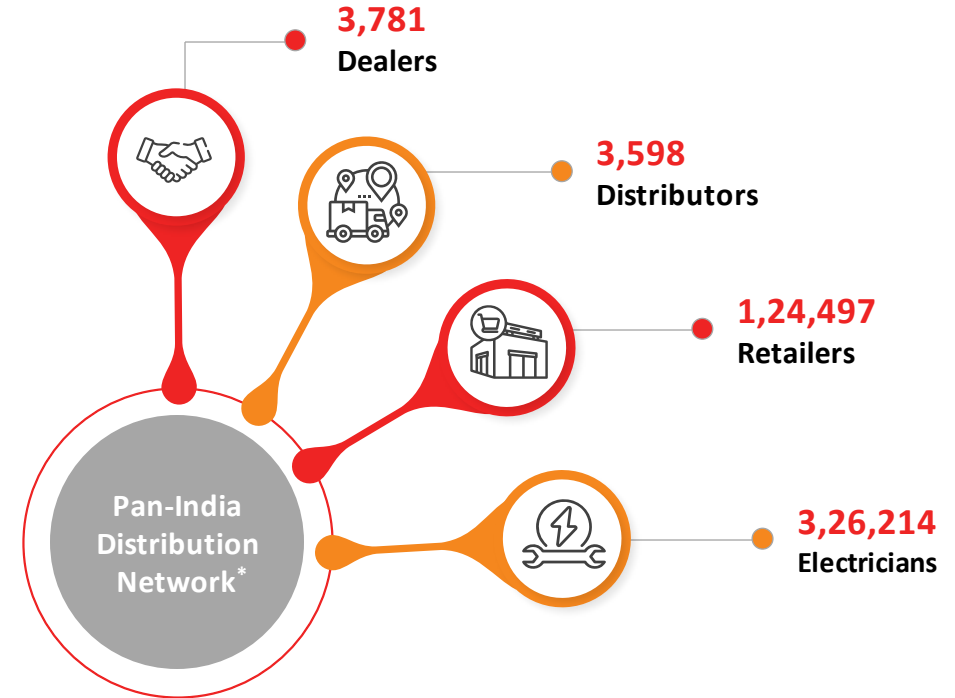
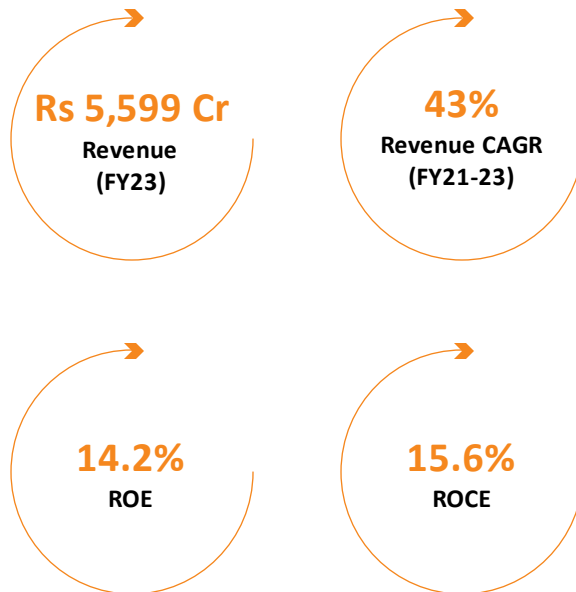
- Founded in 1999. **5th** largest player in the Indian Wires and Cables(W&C) industry by value in FY23
- Electrical conglomerate present in **65** countries worldwide. Our products have **35** international certifications, distinguishing us in the Indian consumer industry
- Integrated In-house manufacturing. **Five** facilities across India, **Two** for Wires & Cables and **Three** for Fast Moving Electric Goods (FMEG)

Business Segments



■ W&C
■ FMEG

Fastest Growing among peers



As on 30th September, 2023

RR Kabel has operating history of 20+ years

Business of Wires & Cables

Diversifying into FMEG

Trading -> Manufacturing

- Commencement of Operations; First **manufacturing facility** in **Silvassa**

- Established **manufacturing plant in Vadodara**

Expanding Global Footprint

- Commencement of exports to the US
- Amalgamation of Ram Ratna Electricals Limited along with acquiring manufacturing facility in Roorkee, Uttarakhand for Fans and Lights

- Commencement of **Switch Manufacturing**

- **Got listed on NSE & BSE in Sep'23** with a premium of ~14%

2004

2018

2020

2022

1999

2011

2019

2021

2023

Backward Integration

- Manufacturing of **PVC Compound** in-house

- Investment by TPG

Strengthening FMEG Portfolio

- Expansion into **professional lighting** by acquiring Arraystorm and its facility located in Bengaluru

Added **premium and mid-premium fans & lights** by acquiring Luminous Home Electrical Business alongwith Gagret Facility

Diverse Suite of Products

B2B to B2C Play across all Consumer Electrical Segments with Cross-Sell Opportunity

Wire & Cables (Revenue - 90%)

FMEG (Revenue - 10%)



Our Strength to Drive Success





Pan-India Facilities

5 Facilities: 2 for W&C + 3 for FMEG
Shorter time to market & cost competitiveness



Quality & Reliability

In-house manufacturing
Backward **integration**

Automation in Manufacturing⁽¹⁾



**Robotic Rotor
Machining**



**Automatic
Paintshop**



**Digitized Rotor
Inspection**

Large Scale Operations

Annual Installed Capacity

W&C: 4.2mn ckm

Fans: 3.2mn units

Switches : 9.9mn units

Lights: 1.9mn units

(1) In Gagret facility

W&C: 100% In-House Manufacturing



Waghodia

Capacity

W&C- 2.3 Mn CKM, Switches- 9.9 Mn



Silvassa

Capacity

W&C- 1.9 Mn CKM

Backward Integrated Key Raw Materials (PVC, LSOH, XLPE and Solar Cable Compound)

FMEG: 37% In-House Manufacturing



Roorkee

Capacity

Fans - 1.5 Mn, lights 1.8 Mn

Fans and lights



Bengaluru

Capacity

lights (>0.1 Mn)

Designer Customizable Lights



Gagret

Capacity

Fans - 1.7 Mn

Premium Fans

Business Segments
Wires & Cables (W&C)



Wires & Cables



Revenue

90* % Contribution



Facility

Waghodia & Silvassa



Annual Capacity

4.2Mn ckm



Product Category

House wires, Industrial wires, Power cables & Special cables

* H1FY24

Wires

House Wires



Heat Resistant Wires



Fire Resistant Wires



Low Smoke Zero Halogen Wires

Applications

- Residential Buildings
- Commercial
- Public

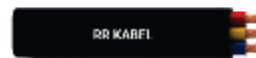
Industrial Wires



Single & Multi Core Flexible Cable



Control Cables



Submersible Flat Cable

Applications

- Power Panels
- Control Panels
- Switchgears
- Relay
- Instrumentation Panels
- Control Panels
- Production & Assembly Lines
- Industrial Process Automation
- Plant Engineering
- Industrial Machinery
- Robotic Technology

Cables

Power Cables



LT Power Cable



Medium & High Voltage Power Cables

Applications

- Power Transmission
- Power Distribution

Specialty Cables



Data & Communication Cables



Instrumentation Cables



Solar Cables



Fire & Security Cables



Silicon Rubber Cables



Auto Cables



Battery Cables



Lift & Elevator Cables



Appliance Wiring Material



Power Cord

Long-Term Industry Growth Drivers

INR748bn

Indian Wires & Cables Market (FY23)

40%

W&C share of Indian electrical industry (FY23)

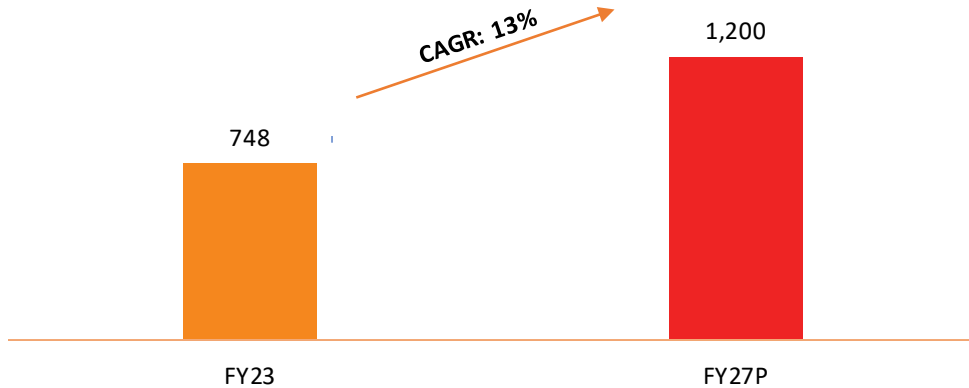
13%

FY23 to FY27 CAGR

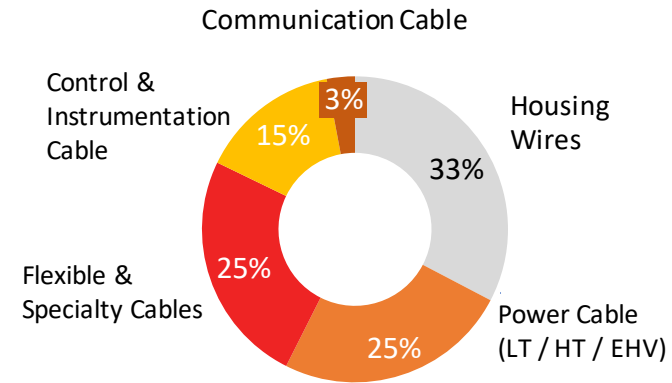
Indian Wires and Cables Market Poised for Strong Growth..

..Across all sub-sectors and a shift to branded players

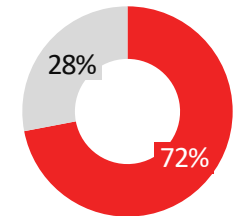
W&C Market Size (INR Bn)



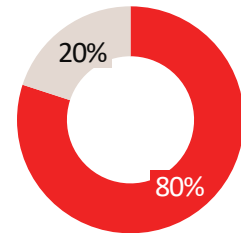
W&C Market Segmentation (FY23)



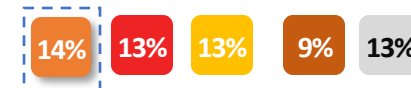
Branded Market Share (FY23)



Branded Market Share (FY27P)



FY23-27 Category wise CAGR



Long-Term Growth Drivers in Place

Multiple drivers for growth across both B2C and B2B segments

Resilient Commercial Real Estate Sector

Rural Electrification

Increasing Share of Organized Sector

Govt Initiatives to boost production and exports

Continued Growth of Residential Real Estate Sector

Growth of New Age Sectors

RR Kabel is Well-Positioned in the Wires and Cables Segment...

Domestic

Fastest Growing Amongst Key Peers

43% VS. 27%

RR Kabel vs. peers (FY21-23 CAGR)

Growing Market Share

~5% -> ~7%

RR Kabel Organized W&C Market Share (FY15 -> 23)

Exports

One of India's Leading W&C Exporters...

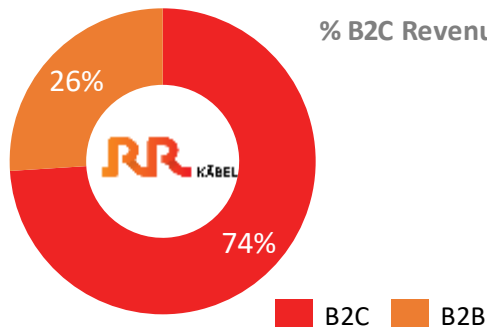
INR 12,702Mn

FY23 Export Revenue

47%

(FY21-23 CAGR)

...With a B2C Focused Portfolio



% B2C Revenue in W&C segment (FY23)

Highest Share of B2C Revenue in Indian W&C industry

Stronger Fundamental Drivers



Well-Recognized Brand



Comprehensive product portfolio



Certified Manufacturing facilities



Quality & Safe Products



Pan-India Distribution Network

Domestic Distribution Network

(As on Sep'23)



3,26,214
Electricians



3,598
Distributors



3,781
Dealers



1,24,497
Retailers



Presence on recognized e-commerce platforms
Ecommerce Platforms

...With Headroom for Growth...

Retailers Network



124k+



225k Peer

...and Multi-Year Initiatives in place

1

Project KaRRma

W&C

- Phase I** Double market share and retail outreach in domestic house wires
- Phase II** Increase micro and nano market reach

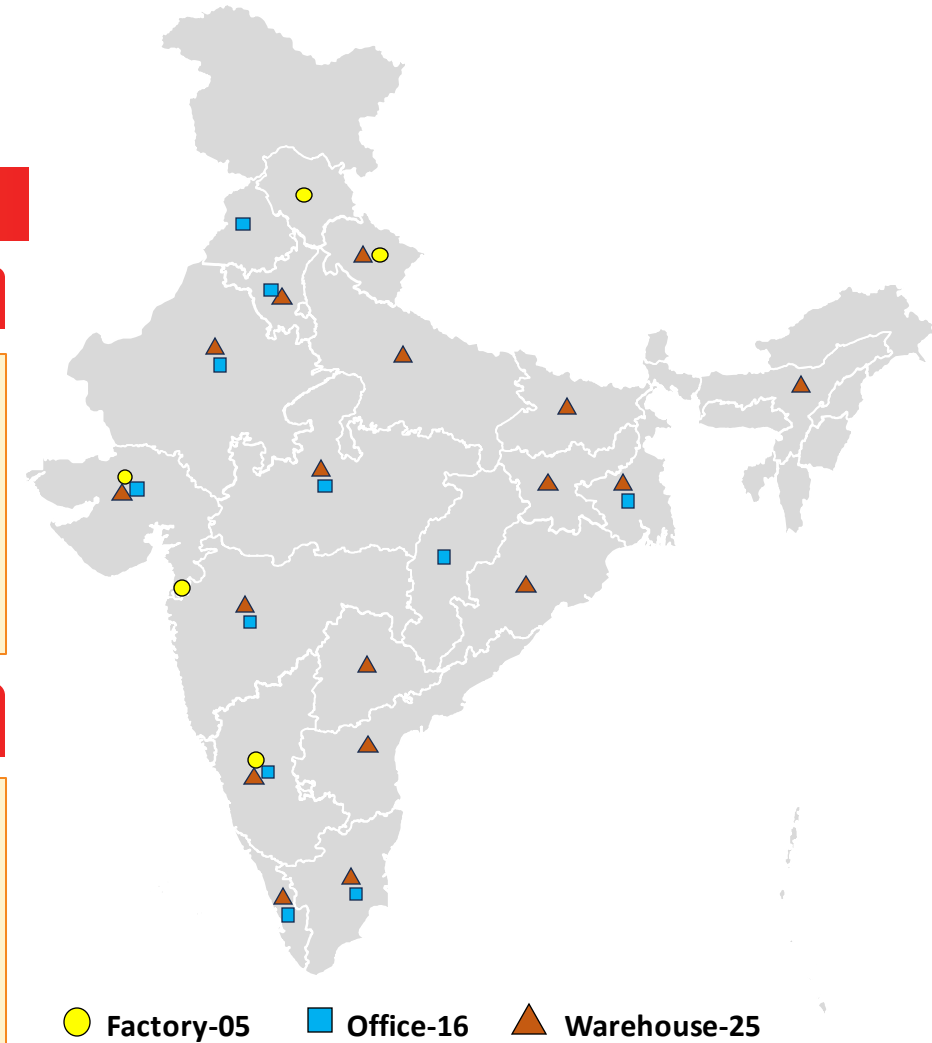
2

Project Lakshya

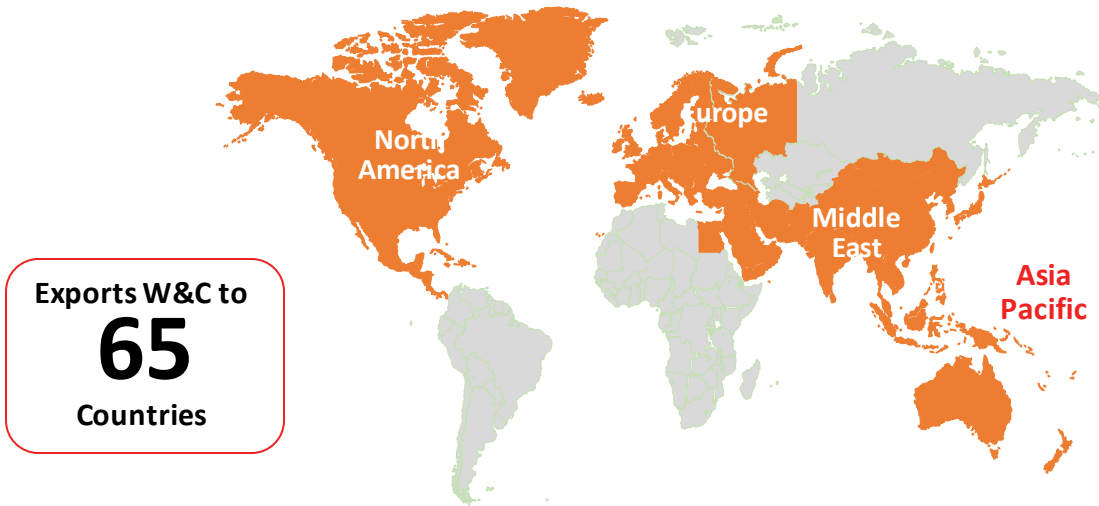
FMEG

- Phase I** Grow and fans & lights segment through field sales officers
- Phase II** Integration of Luminous Home Electricals Business

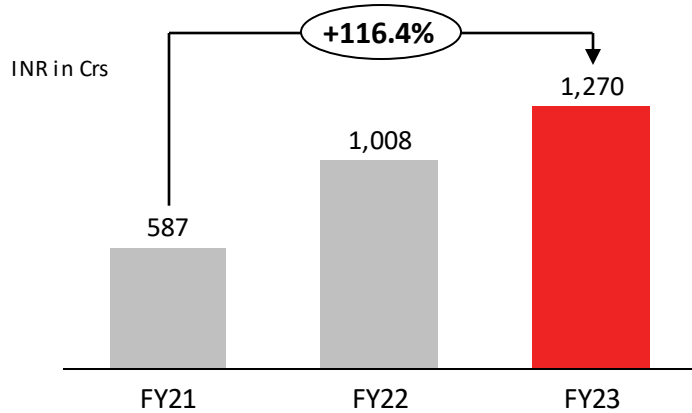
Pan India Presence



Product quality and global accreditations enabling growth



Largest Exporter of Wires & Cables from India



- During FY21 to H1FY24, it sold its products to **65 countries** in **North America, APAC, Europe and Middle East.**
- Company exports a majority of its products under the brand '**RR Kabel**' and manufactures under **private labels** for select customer
- It has long-standing relationships with **10 distributors** in these markets who cover the majority of its exports

~29%

Exports % of Revenue from Operations-Q2FY24

~9%

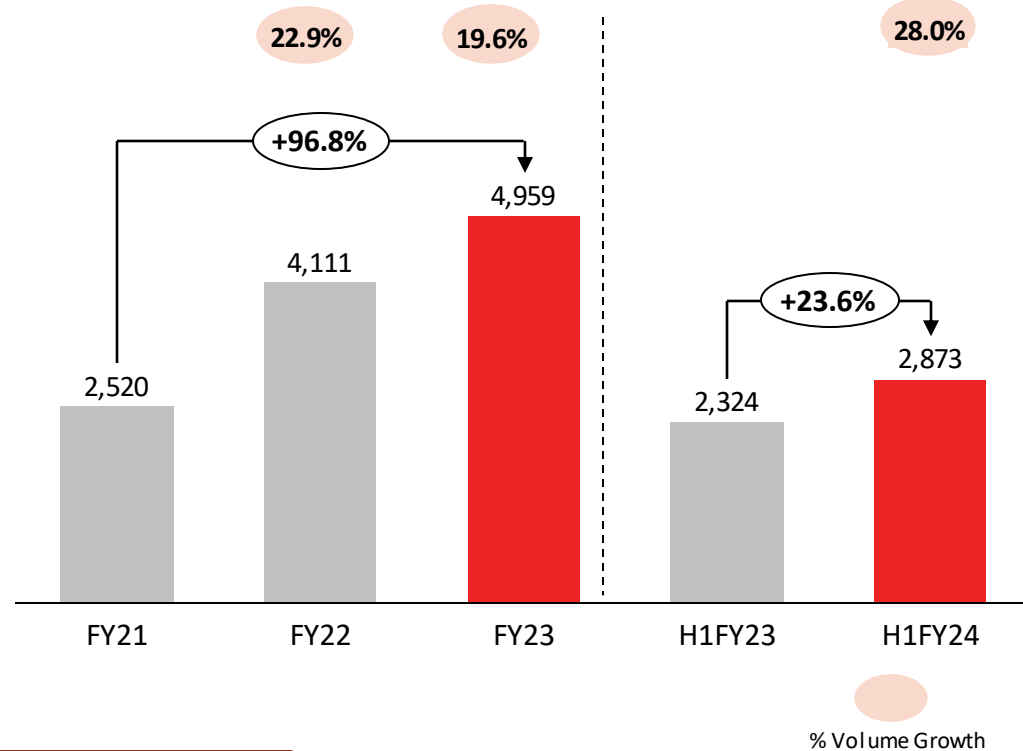
Market Share of W&C Exports from India

- ✓ RR Kabel is one of India's largest exporters of wires and cables from India with 09% market share of the exports market (as of FY23)
- ✓ Recurring B2C exports
- ✓ Direct sales to distributors
- ✓ Large number of global certifications enables exports to multiple countries
- ✓ Well-positioned to benefit from the global shift to China Plus 1 Policy

Wires & Cables – Performance

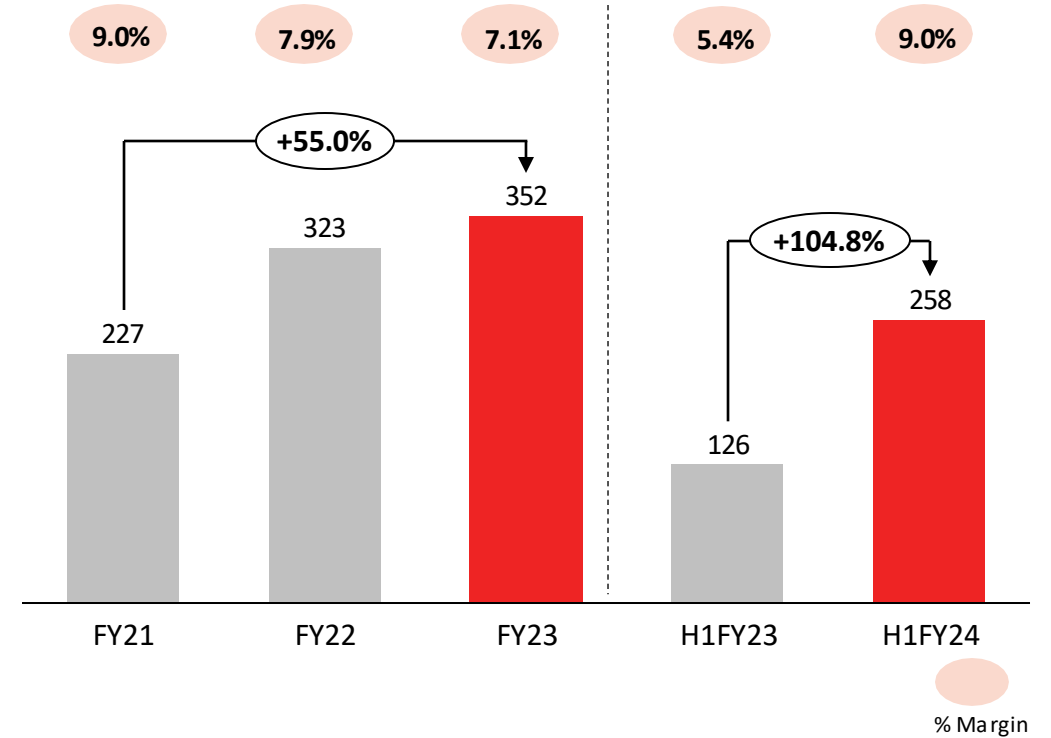
Revenue from Operations

(INR Cr)



Segment Profit before Tax and Interest

(INR Cr)



- ✓ Revenue from the Wire & Cable segment registered ~24% growth in H1 FY24 compared to H1 FY23.
- ✓ EBIT from the Wire and Cable segment doubled from Rs 126 cr to Rs 258 cr, demonstrating a remarkable growth of over 100%, on the back of margin expansion.

Business Segment
**Fast Moving Electrical
Goods (FMEG)**



FMEG



Revenue

10* % Contribution



Facility

Roorkee, Bengaluru & Gagret



Annual Capacity

Fan- 3.2 Mn units
Lights- 1.9mn units



Product Category

Fans, Lighting, Switches,
Switchgears & Appliances

* H1FY24

Fans



Ceiling Fans

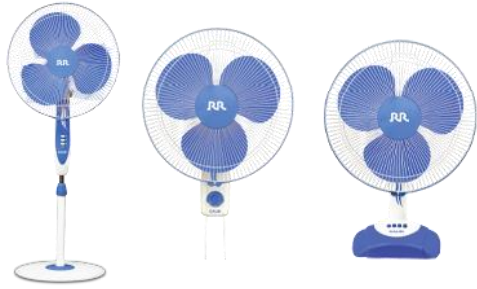


Table Pedestal & Wall Fans



Exhaust Fans

Lighting



Panel Lights



Bulbs



Down Lights



Streetlights

Switches



Modular Switches



MCB



DB

Appliances



Water Heater



Room Heater



Irons



Coolers

INR1,064bn

Indian FMEG Market (FY23)

8%

FY23 to FY27E CAGR

77%

Coverage of FMEG industry

INR1,064bn FMEG Market Opportunity with Growth across all Sub-categories...

Fans

Market Size (FY23)

INR 139bn

Branded Market CAGR (FY23-27P)

9%

Branded Market Share (FY23->27P)

91%



95%

Lighting

INR 336bn

14%

67%



75%

Switch & Switchgear

INR 292bn

9%

82%



90%

Home & Kitchen Appliances

INR 297bn

9%

81%



85%

...Driven by Premiumization and Shift to Branded Sector

Fans

- **Increase in replacement demand**
- **Premiumization** trend
- Rising demand for **energy efficient fans**

Lighting

- **LED segment** driving growth
- Reducing imports / **'Make in India'** boosting demand
- Higher **replacement demand** from urban population

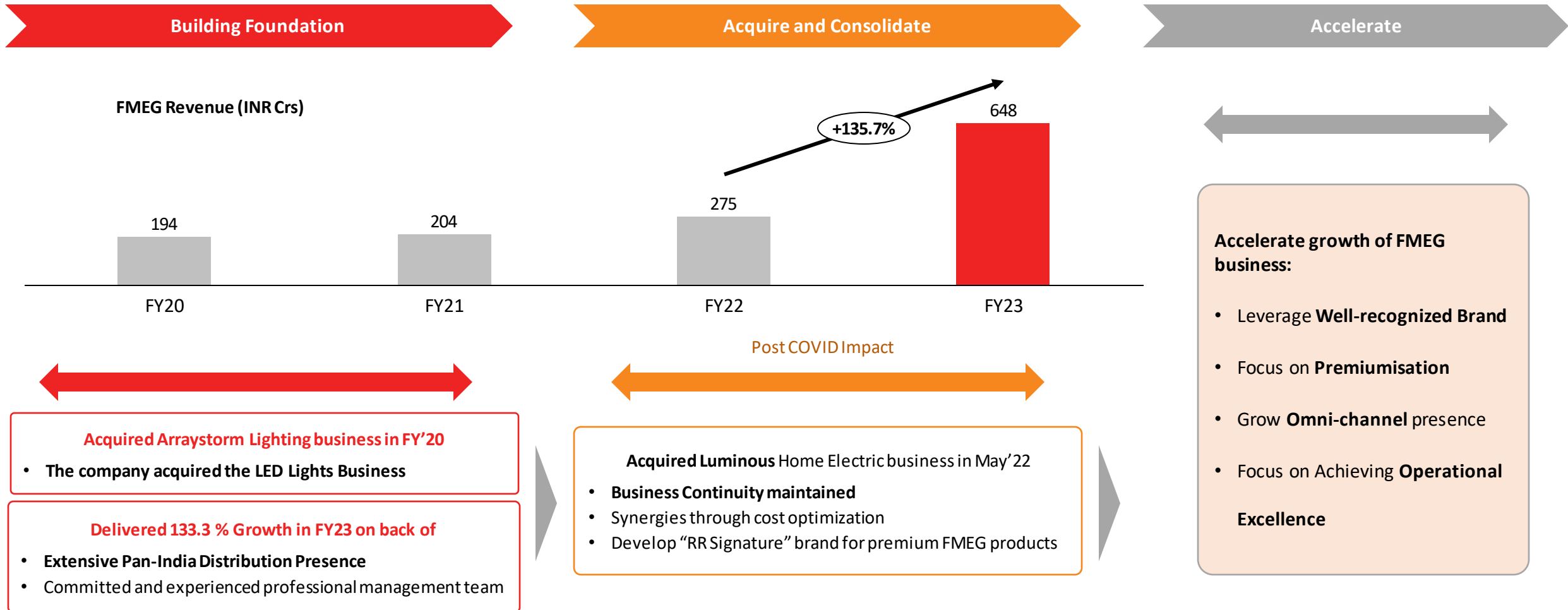
Switch & Switchgear

- Demand shifting to **modular switches**
- Enhanced **safety** standards
- LV switchgears led demand (**residential** segment)

Home & Kitchen Appliances

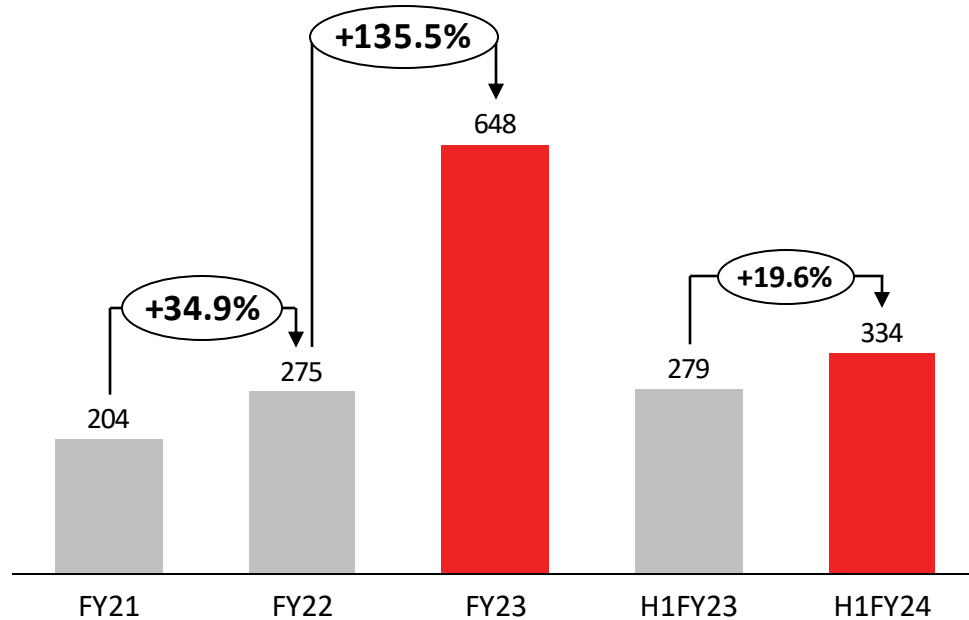
- Rising disposable incomes
- Changes in demography
- Consumer behavior
- Changing Technology

RR Kabel has built a wide FMEG portfolio and has a 3-Phased Journey to Capture Value



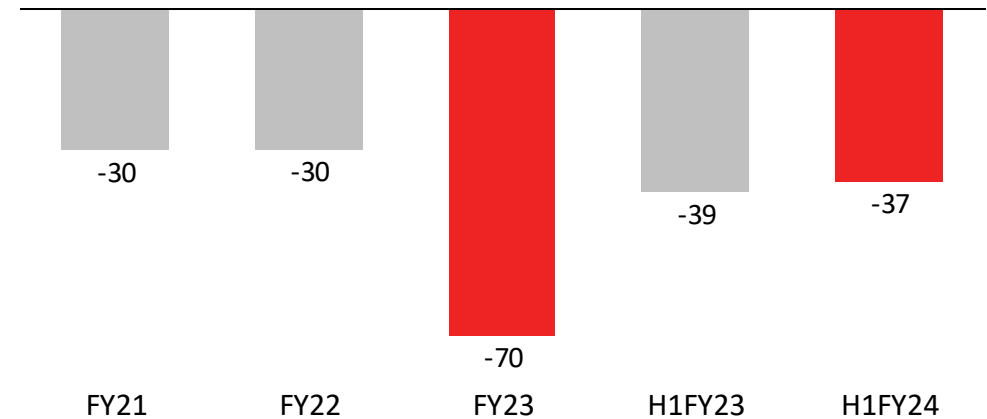
Revenue from Operations

(INR Cr)



Segment Profit before Tax and Interest

(INR Cr)



Luminous HEB
acquisition impact

- ✓ Revenue from FMEG segment registered a growth of ~20% in H1 FY24 over H1 FY23 on the back of the product mix, and increase in contribution from HEB which was acquired last year in May'22
- ✓ EBIT improved due to increase in the gross margin which is partly off set by indirect expenses
- ✓ FMEG business segment continue to remain negative, due to higher fixed cost and lower capacity utilization

Clear strategy in place to expand FMEG revenues



Manufacture Value Added Products

- Premium Decorative Fans, Downlight Panels, Switchgears
- **Higher Margin value added products**



Presence Across Price Points

- Strengthen presence across economy, premium, mid-premium segments
- **Increase** revenue from **premium** products



Exclusive FMEG brand

- Building 'RR Signature' brand for premium FMEG products.



Integrate Acquisitions

- Realize synergies to optimize costs
- Logistics
 - Promotions
 - Manpower



Expand Product Portfolio

- 45 products under development as on Sep 30,2023
- **Switches & switchgear** for residential & commercial segment



Grow Distribution Network

- Expand distribution network for FMEG
- Strengthen omni-channel capabilities
- Increase counter shares in top industry outlets



**Tribhuvanprasad
Rameshwarlal Kabra**

Executive Chairman

- Promoter of the company
- Extensive experience in the electrical industry



**Shreegopal Rameshwarlal
Kabra**

Managing Director

- Promoter of the company
- Extensive experience in the electrical industry
- Former President of IEEMA



**Mahendrakumar
Rameshwarlal Kabra**

Joint Managing Director

- Promoter of the company
- Extensive experience in the electrical industry



Mitesh Daga

Non- Executive Nominee Director

- Associated since Sept 2018
- Board member at Manipal Health Enterprises Pvt. Ltd. and Sai Life Sciences



Bhagwat Singh Babel

Independent Director

- Associated since Aug 2017
- Board member at Secure Meters
- Former Board Member of IEEMA¹



Vipul Sabharwal

Independent Director

- Associated since Aug 2022
- Prior experience at Luminous, Whirlpool and Gillette



Jyoti Davar

Independent Director

- Appointed in Dec 2022
- Current Deputy Secretary General in FICCI



Ramesh Chandak

Independent Director

- Recently appointed
- Erstwhile President of IEEMA⁽¹⁾

Professional Management Team- Extensive Experience



Dinesh Aggarwal

CEO



35 years



Rajesh Babu Jain

CFO



28 years



Sanjay Narnarayan Taparia

CEO, International Business



32 years



Vivek Abrol

CEO, FMEG



22 years



Shishir Sharma

Chief Sales Officer, Wires & Cables



32 years



Satishkumar Anandilal Agarwal

Chief Strategy Officer



33 years



Himanshu Navinchandra Parmar

Company Secretary and Compliance Officer



15 years



Vinod Parur

Chief Human Resources Officer



22 years



Total years of experience

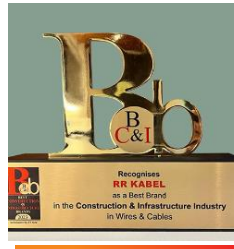
Testimony to Our Performance



Padma Shri Awardee Shree Rameshwarlal Kabra Felicitated At The Society Achievers Giving Back Forum – 2023



The Best Practices Award In The Industry Mentor Support Category By The Jaipuria Institute Of Management- 2023



RR Kabel Wins The 'Best Construction & Infrastructure Brand In The Electrical Solutions Sector – ET Infra Focus Summit & Awards- 26th Sept 2023



Padma Shri Awardee Shree Rameshwarlal Kabra Felicitated With UDC- Hurun India Star Of Mumbai Award- 2023



Trailblazer HR Initiative Award Of The Year-2023



Great Place To Work- 2023



RR Kabel Wins The 'Best Brand In Building Material & Fittings' – ET Infra Focus Summit & Awards-2022



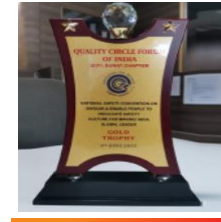
All India Kaizen Competition 2021 – 2022



First Runners-up In The Largest Stall Category At Elecrama 2018



Mr Rameshwarlal Kabra Awarded The Padma Shri Award- 2018



Secured A Gold Trophy In The "Safety Concepts Case Study Contest" On "Strategies To Prevent Workplace Accidents"- 2022



E4M Pride Of India – The Best Of Bharat Awards 2022

Innovative and quality products with multiple industry-first launches

Innovation Team

60 Focused on R&D

22 focused on R&D for FMEG

Innovation Leader

1st to introduce Low Smoke Zero Halogen Insulation Technology (“LSOH”) in India

Facilitating Import Substitution

Supplying cable harness to Swiss textile machinery manufacturer in India

Investing in Upcoming Trends

EV Charging Cables, Smart Fans and Designer Lights

Multiple Product Launches

W&C

12

19

13

FMEG

116

153

75

FY21

FY22

FY23

35 International Product Certifications

<p>Canada</p>	<p>Europe</p>	<p>Europe</p>	<p>Great Britain</p>	<p>Europe</p>
<p>India</p>	<p>Europe</p>	<p>USA</p>	<p>USA</p>	<p>Germany</p>

★ Enables RR Kabel to export to regulated jurisdictions

Focus on Quality and Safety

NABL Certified
Lab

Capable of performing
694 Tests



Public and private investment outlay in infrastructure

Various policy interventions have been undertaken by Gol in the infrastructure sector to boost India's GDP and economic growth



Urbanization and smart cities

Key trend fueling India's economic growth (India is the second largest urban system in the world)



FDI and PE investment in real estate sector

Increase of foreign investments and economic expansion in the real estate sector



Continued growth of residential real estate sector

Every newly built residential unit implies not only increased demand for W&C and FMEG products like light, fans and switches, but also creates an installed base for replacement demand for these products



Resilient commercial real estate sector

Office spaces are a strong demand support for the consumer electrical industry, largely defined as institutional demand for various products offered by the consumer electrical industry



Policy reforms promoting production, exports and ease of doing business

Various policy reforms have been incorporated by Gol to boost production, exports and promote ease of doing business



Digitalization

Increased pace of technology adoption and digitization across enterprises



Safety standards

Branded player has become a proxy for reliable and functional aspects over an unbranded player



Rural electrification

Government initiatives in housing and infrastructure sectors like ("PMAY") and ("NMP") will likely increase the demand for electrical products in India



Push towards renewable energy

Which is expected to increase the demand for W&C in the global market, which in turn would provide a great opportunity for Indian exports

Q2 & H1 FY24 – Financial Results

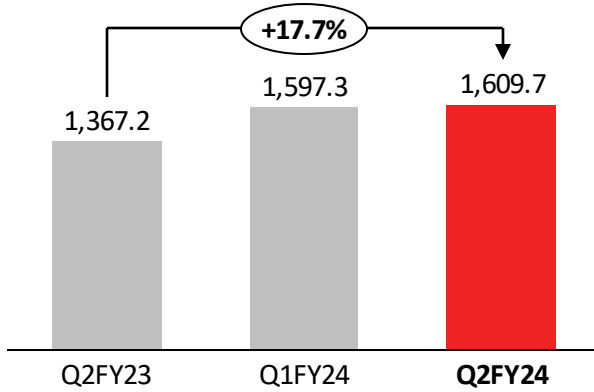


Q2FY24 Key Performance Metrics

Revenue from Operations

INR in Crs

Q2FY24



EBITDA & EBITDA Margin (%)

4.6%

7.1%

7.5%

62.8

113.6

121.1

Q2FY23

Q1FY24

Q2FY24

+92.7%

EBITDA & EBITDA Margin (%)

5.8%

3.9%

7.3%

323.3

102.6

234.7

FY23

H1FY23

H1FY24

+128.7%

PAT & PAT Margin (%)

2.6%

4.7%

4.6%

35.0

74.3

74.1

Q2FY23

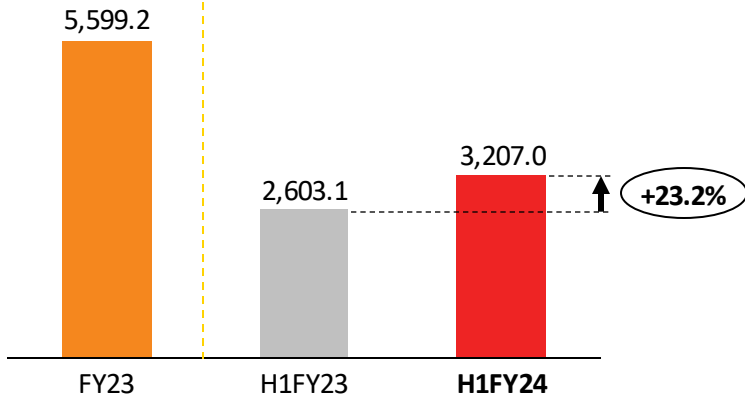
Q1FY24

Q2FY24

+111.7%

Revenue from Operations

H1FY24



EBITDA & EBITDA Margin (%)

5.8%

3.9%

7.3%

323.3

102.6

234.7

FY23

H1FY23

H1FY24

+128.7%

PAT & PAT Margin (%)

3.4%

2.0%

4.6%

189.9

53.2

148.4

FY23

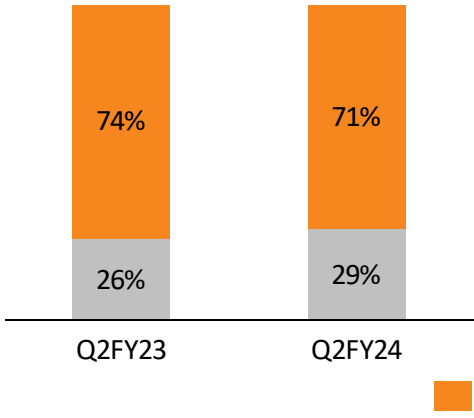
H1FY23

H1FY24

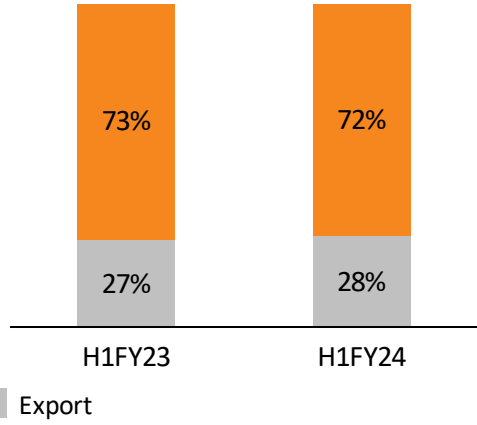
+178.9%

Operational Highlights

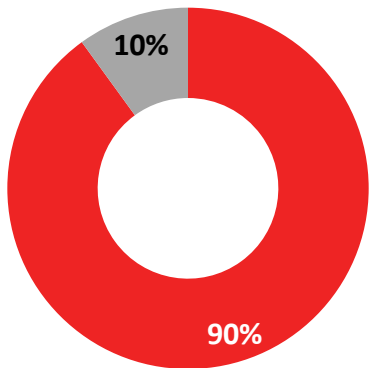
Q2 FY24 Revenue-Mix
(Domestic Vs Exports)



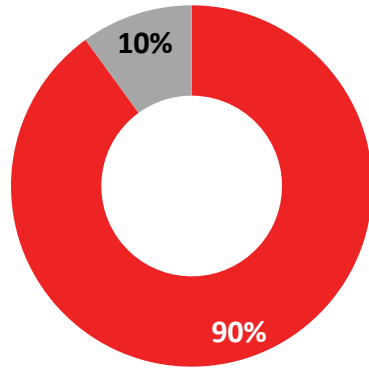
H1 FY24 Revenue-Mix
(Domestic Vs Exports)



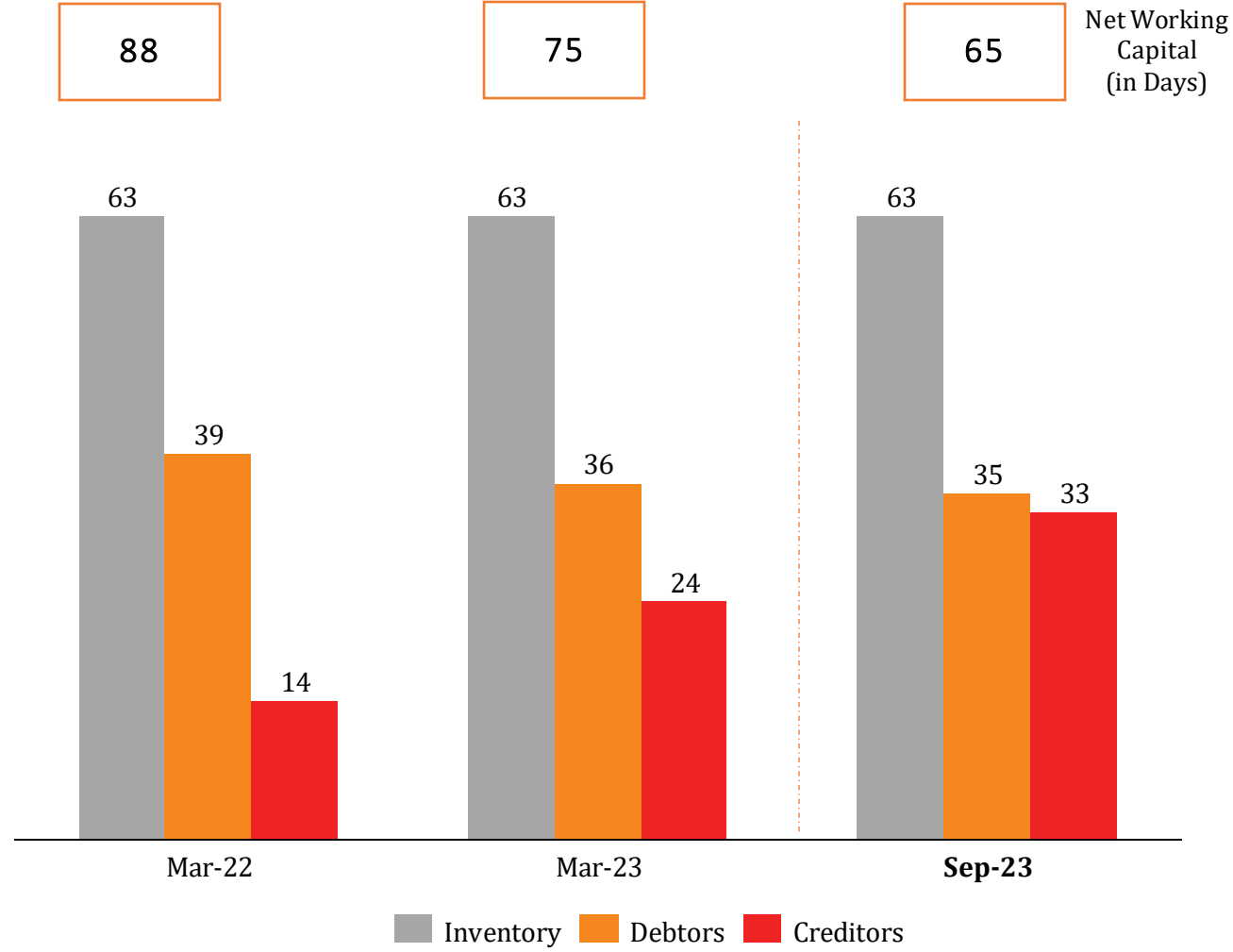
Q2 FY24 Revenue-Mix
(Business Segment)



H1 FY24 Revenue-Mix
(Business Segment)



Working Capital Management (in Days)



■ W&C ■ FMEG

■ Inventory ■ Debtors ■ Creditors

Consolidated Profit & Loss Statement – Q2 & H1 FY24

Profit & Loss Statement (INR. Crs)	Q2 FY24	Q2 FY23	Y-o-Y	Q1 FY24	Q-o-Q	H1 FY24	H1 FY23	Y-o-Y
Revenue from Operations	1,609.7	1,367.2	17.7%	1,597.3	0.8%	3,207.0	2,603.1	23.2%
Cost of Materials Consumed	1,257.3	968.1		1,197.1		2,454.4	2,008.2	
Purchase of stock-in-trade	110.7	96.1		92.3		203.1	192.6	
Changes in Inventories of Finished Goods and Work in Progress	-77.9	64.8		16.1		-61.8	-29.3	
Gross Profit	319.5	238.3	34.1%	291.8	9.5%	611.3	431.7	41.6%
GP %	19.9%	17.4%		18.3%		19.1%	16.6%	
Employee Benefits Expense	80.3	67.9		76.8		157.0	129.1	
Other Expenses	118.4	105.9		102.1		220.4	198.2	
Share of Profit of Joint Venture (net of tax)	0.2	-1.6		0.7		0.8	-1.7	
EBITDA	121.1	62.8	92.7%	113.6	7.0%	234.7	102.6	128.7%
EBITDA %	7.5%	4.6%		7.1%		7.3%	3.9%	
Other Income	14.8	9.5		16.3		31.0	16.9	
Depreciation and Amortisation Expense	16.6	15.0		16.1		32.7	29.4	
EBIT	119.2	57.4	107.9%	113.8	4.8%	233.0	90.1	158.8%
Finance Costs	14.2	9.6		14.4		28.6	17.7	
PBT	105.0	47.7	120.1%	99.4		204.4	72.4	182.5%
Total Tax Expense	31.0	12.7		25.0		56.0	19.2	
Profit for the period	74.1	35.0	111.7%	74.3	-0.3%	148.4	53.2	179.3%
PAT %	4.6%	2.6%		4.7%		4.6%	2.0%	

Consolidated Balance Sheet

EQUITY & LIABILITIES (INR. Crs)	Sep-23	Mar-23
Equity Share Capital	56.4	47.8
Instrument entirely equity in nature	-	415.2
Other Equity	1661.1	956.7
Total Equity	1,717.6	1,419.7
Financial Liabilities		
(i) Borrowings	-	26.9
(ii) Lease liabilities	63.3	56.4
(iii) Other Financial Liabilities	2.2	2.1
Provisions	19.7	14.1
Other non-current liabilities	0.0	0.0
Deferred Tax Liabilities (Net)	22.2	14.9
Total Non-Current Liabilities	107.5	114.4
Financial Liabilities		
(i) Borrowings	369.2	489.0
(ii) Lease liabilities	7.6	8.2
(iii) Trade payables		
(a) Total outstanding dues of micro enterprises and small enterprises	25.4	45.9
(b) Total outstanding dues of creditors other than micro enterprises and small enterprises	387.4	394.2
(iv) Other Financial Liabilities	123.7	37.8
Provisions	20.8	22.2
Income tax liabilities (net)	9.8	6.4
Other Current Liabilities	65.8	95.9
Total Current Liabilities	1,009.8	1,099.6
TOTAL EQUITY & LIABILITIES	2,834.8	2,633.6

ASSETS (Rs. Crs)	Sep-23	Mar-23
Property, Plant and Equipment	463.2	448.8
Right-of-use Assets	66.8	61.8
Intangible Assets Under Development	0.0	0.0
Investment accounted for using equity method	20.1	19.6
Capital Work-in-progress	71.4	43.6
Other Intangible Assets	4.4	6.5
Financial Assets		
(i) Investments	92.2	58.1
(ii) Other Financial Assets	6.0	3.6
Income Tax Assets (Net)	0.6	11.8
Loan	0.2	0.3
Other Non-Current Assets	34.9	33.3
Total Non-Current Assets	759.7	687.5
Inventories	922.6	860.2
Financial Assets		
(i) Investments	237.3	284.9
(ii) Trade receivables	625.7	591.9
(iii) Cash and cash equivalents	12.6	31.0
(iv) Bank balances other than (iii) above	116.5	50.0
(v) Loans	0.5	0.1
(vi) Other current financial assets	26.4	9.0
Other Current Assets	133.5	119.0
Total Current Assets	2,075.1	1,946.1
TOTAL ASSETS	2834.8	2,633.6

Consolidated Cash Flow Statement

Particulars (INR in Cr)	Sep-23	Sep-22
Profit before Tax	204.4	72.4
Adjustment for Non-Operating Items	45.0	59.4
Operating Profit before Working Capital Changes	249.4	131.8
Changes in Working Capital	-178.6	151.6
Cash Generated from Operations	70.9	283.4
Less: Direct Taxes paid	-37.5	-15.7
Net Cash from Operating Activities	33.4	267.7
Cash Flow from Investing Activities	17.2	-143.0
Cash Flow from Financing Activities	-69.0	-130.9
Net increase/ (decrease) in Cash & Cash equivalent	-18.4	-6.1
Add: Cash and cash equivalents as at 1st April	31.0	12.3
Add: Net effect of exchange gain on cash and cash equivalents	-	-
Cash and cash equivalents as at 30th September'23	12.6	6.2

Focus on sustainability & responsible growth

Community Development



Kabel Star Scholarships
for electricians' children



Mission RRoshni
Integrated program for education,
skill development and female
empowerment

Promoting Green Energy



1.45MW of solar capacity & **3.8 MW**
of wind solar hybrid ⁽¹⁾
Fulfilling **~59%** of contracted demand
for electricity⁽²⁾



1st company in India to launch
**Environment friendly wires &
cable products⁽³⁾**
**BLDC fans portfolio for energy
saving**

Conserving Water



Recharging groundwater
through Rainwater harvesting
for **34%** rainwater received in
factory catchment area⁽²⁾



"Zero" Waste Discharge
Initiatives

Note: (1) 1.2 MW for Waghodia Facility and 0.25 MW for Silvassa Facility of installed rooftop capacity for solar energy as of December 31, 2022 (2) For Waghodia Facility, as on June 30, 2023. (3) Products compliant with REACH

Mission RRoshni is RR Kabel's endeavour to achieve an empowered and educated India. We are dedicated towards making a positive and lasting change in the lives of rural India.

Key Activities: 2022-23

- One Teacher School – Informal Primary Education: 900 schools
- Construction of Rural Employment Training Centre Building – Jarangloi, Odisha
- Construction of Girls Hostel at Pune
- Orphanage & Home for Juvenile Delinquents, Baroda
- Promoting Education
- Rural Development

Training and development program for teachers/Anganwadi & Vivekananda Kendra



Orphanage & Home for Juvenile Delinquents, Baroda



Airoli Girls Hostel



Friends of Tribal Society



Other Key Activites

- CTL (Computer training lab)
- WEC (Women Empowerment center)
- Organic Farming
- Nutrition Garden
- Electrical Wiring & Home Appliances Training
- Kisan Mela
- Plantation
- Sub Tailoring Center

EKAL GRAMOTHAN FOUNDATION

RR Gramothan Training & Research Center (GRC Jarangloi, Sundargarh, Orissa)



Multiple ATL and BTL initiatives to build a connect with key consumers and strengthening brand

Multi-Pronged Approach to Increase Brand Awareness

Outdoor Advertising

★ Strategically placed ads for high visibility

★ Ad placement to emphasize Safety & Trust

Ad Campaigns with Broad Reach

★ Engaged a leading Bollywood actor to associate as our brand ambassador

★ Sponsoring popular sports to increase visibility

Building Connect with Electricians through Physical and Digital Marketing Initiatives



#WireKaFireTest

Fire test videos



Kabel Nukkad, Kabel Shop and Kabel Mela

Social & cultural programs & Product Demos



Kabel Link

Product portfolio education



Kabel Star

Scholarships to Electrician's children

Loyalty Management Programs



Reward Scheme

Schemes for retailers and electricians



RR Connect App

400k+ downloads

Loyalty management app

Brand Hoardings



Exhibition



Our Brand Ambassador

APPROVED BY THE EXPERTS, ADMIRER BY THE WORLD.

AKALMAND BANO, SAHI CHUNO.

RR KABEL
WIRES & CABLES

INDIA'S ONLY WIRE WITH
REACH • RoHS
CE • CPR Compliant

- ANTI-RODENT ANTI-TERMITE
- HIGHER INSULATION RESISTANCE
- MORE THAN 110% I CONDUCTIVITY
- 100% ELECTROLYTIC COPPER

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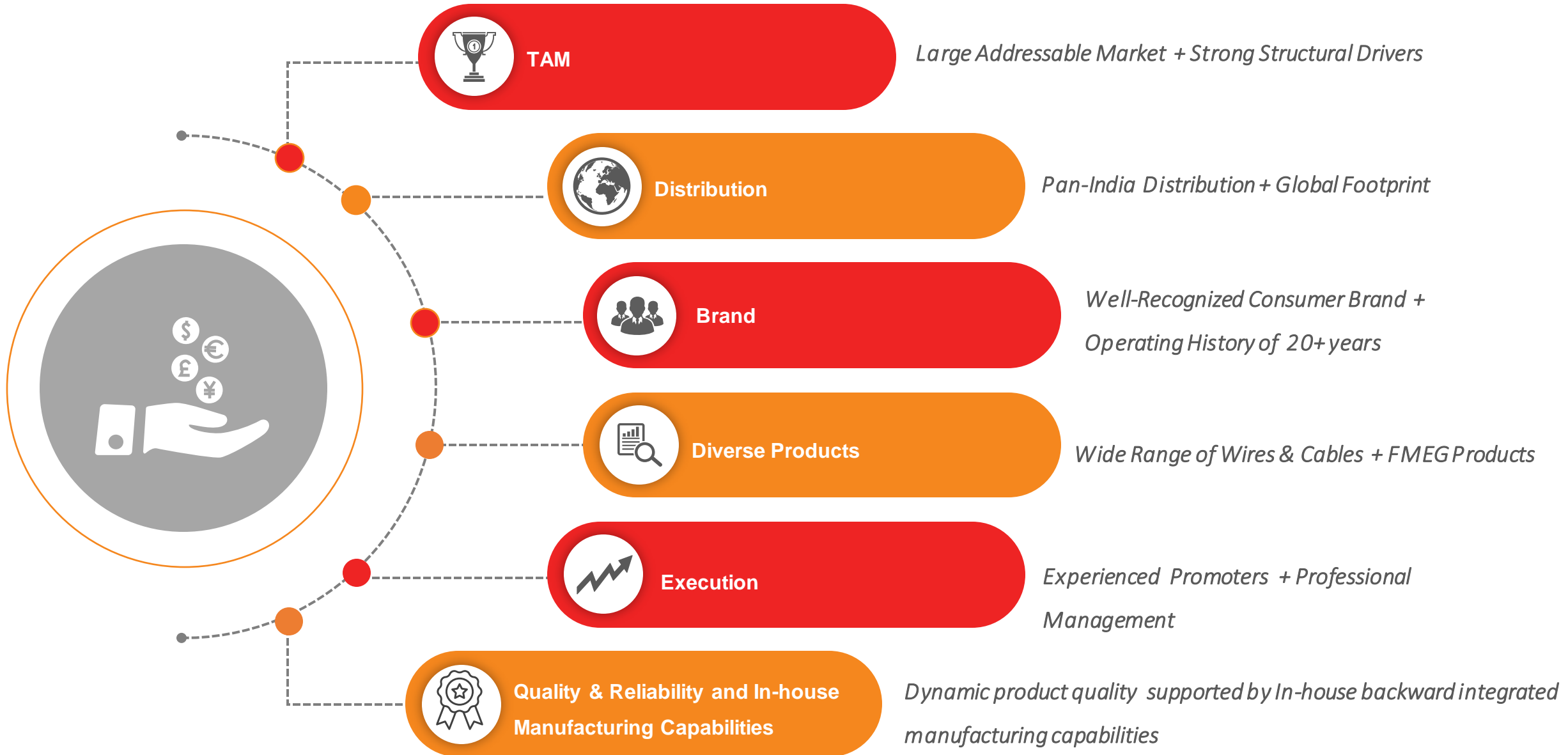
Gate Branding



Kabel Mela



RR Kabel's Strengths will Continue to Drive Success...



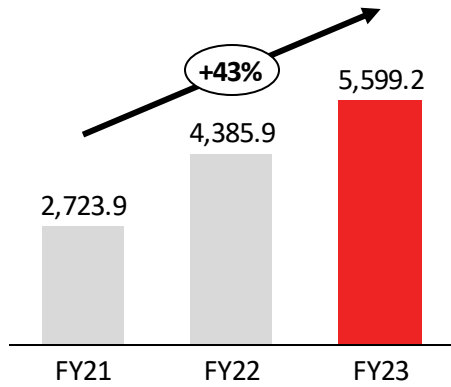
A photograph of a modern ceiling fan with three blades, mounted on a ceiling. The fan is dark-colored with a central hub. The background shows a window with a grid pattern and a wall with vertical slats. The entire image is overlaid with a gradient from light green on the left to orange on the right.

Annexure

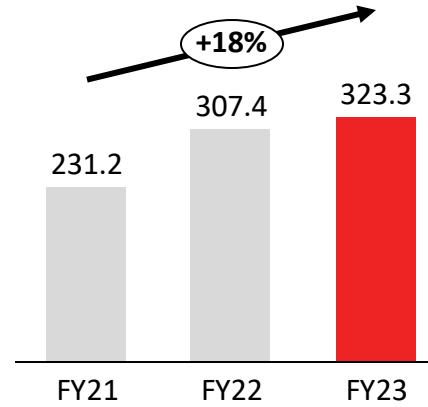
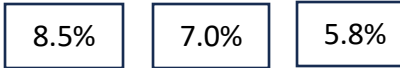
Performance in Charts

Revenues

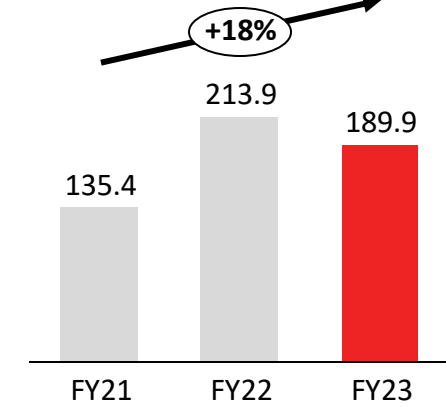
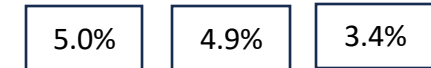
INR in Crs



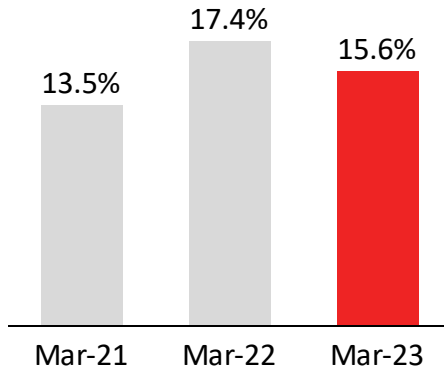
EBITDA & EBITDA %



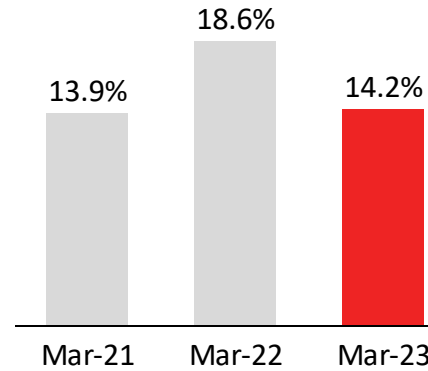
PAT & PAT %



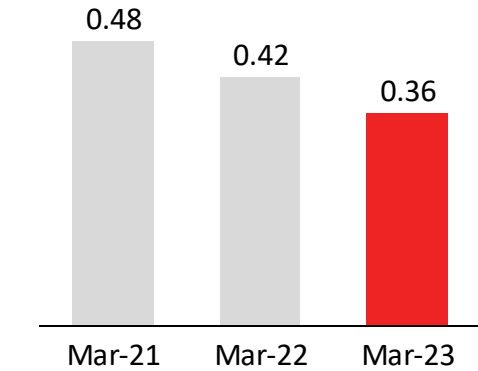
RoCE (%)



RoE (%)



Debt to Equity (x)



Historical Consolidated Profit & Loss Statement

Particulars (INR. Crs)	FY23	FY22	FY21
Revenue from Operations	5,599.2	4,385.9	2,723.9
Cost of Materials Consumed	4,369.8	3,575.5	2,173.2
Purchase of stock in trade	368.9	156.6	129.9
Changes in Inventories of Finished Goods and Work in Progress	-162.9	-124.2	-153.8
Gross Profit	1,023.5	778.0	574.7
GP %	18.3%	17.7%	21.1%
Employee Benefits Expense	264.2	188.9	148.3
Other Expenses	437.0	285.9	196.2
Share of Profit of Joint Venture (net of tax)	0.9	4.2	1.1
EBITDA	323.3	307.4	231.2
EBITDA %	5.8%	7.0%	8.5%
Other Income	34.4	46.3	22.0
Depreciation and Amortisation Expense	59.6	46.1	44.8
EBIT	298.1	307.6	208.5
Finance Costs	42.1	23.3	27.1
PBT	256.0	284.4	181.4
Total Tax Expense	66.1	70.4	46.0
Profit for the year	189.9	213.9	135.4
PAT %	3.4%	4.9%	5.0%

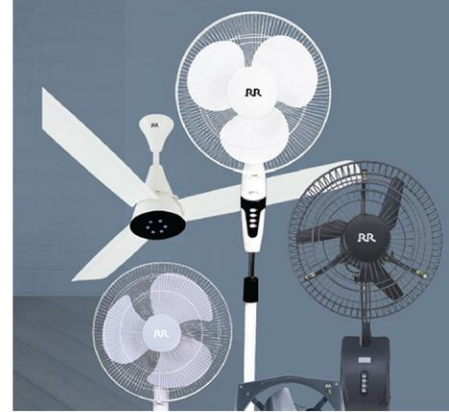
Historical Balance Sheet

EQUITY & LIABILITIES (INR. Crs)	Mar-23	Mar-22	Mar-21
Equity Share Capital	47.8	23.9	23.9
Instrument entirely equity in nature	415.2	415.2	415.2
Other Equity	956.7	811.2	607.5
Total Equity	1,419.7	1,250.3	1,046.6
Financial Liabilities			
(i) Borrowings	26.9	59.3	71.3
(ii) Lease liabilities	56.4	8.2	5.3
(iii) Other Financial Liabilities	2.1	0.0	0.0
Provisions	14.1	7.2	6.0
Other non-current liabilities	0.0	0.0	0.0
Deferred Tax Liabilities (Net)	14.9	13.1	7.9
Total Non-Current Liabilities	114.4	87.8	90.5
Financial Liabilities			
(i) Borrowings	489.0	461.8	427.4
(ii) Lease liabilities	8.2	3.3	3.1
(iii) Trade payables			
(a) Total outstanding dues of micro enterprises and small enterprises	45.9	11.1	9.3
(b) Total outstanding dues of creditors other than micro enterprises and small enterprises	394.2	156.8	104.2
(iv) Other Financial Liabilities	37.8	24.0	16.5
Provisions	22.2	14.0	5.5
Income Tax Liabilities (Net)	6.4	0.0	0.0
Other Current Liabilities	95.9	41.5	12.0
Total Current Liabilities	1,099.6	712.5	578
TOTAL EQUITY & LIABILITIES	2,633.6	2,050.6	1,715.1

ASSETS (INR. Crs)	Mar-23	Mar-22	Mar-21
Property, Plant and Equipment	448.8	383.7	386.0
Right -of- use Assets	61.8	11.1	8.1
Intangible Assets Under Development	0.0	0.6	0.5
Investment accounted for using equity method	19.6	21.6	17.1
Capital Work-in-progress	43.6	42.3	6.7
Other Intangible Assets	6.5	3.7	5.3
Financial Assets			
(i) Investments	58.1	40.6	23.5
(ii) Other Financial Assets	3.6	2.2	1.6
Loan	0.3	0.1	0.1
Income Tax Assets (Net)	11.8	13.4	5.2
Other Non-Current Assets	33.3	6.6	14.3
Total Non-Current Assets	687.5	525.8	468.4
Inventories	860.2	709.6	534.1
Financial Assets			
(i) Investments	284.9	205.5	196.0
(ii) Trade receivables	591.9	517.1	420.4
(iii) Cash and cash equivalents	31.0	12.3	8.4
(iv) Bank balances other than (iii) above	50.0	0.0	0.1
(v) Loans	0.1	0.2	0.6
(vi) Other current financial assets	9.0	11.9	3.5
Other Current Assets	119.0	68.2	83.7
Total Current Assets	1,946.1	1,524.9	1,246.7
TOTAL ASSETS	2,633.6	2,050.6	1,715.1

Consolidated Cash Flow Statement

Particulars (INR in Cr)	Mar-23	Mar-22	Mar-21
Profit before Tax	256.0	284.4	181.4
Adjustment for Non-Operating Items	102.6	62.5	73.0
Operating Profit before Working Capital Changes	358.6	346.9	254.5
Changes in Working Capital	153.4	-175.4	-283.7
Cash Generated from Operations	512.0	171.4	-29.2
Less: Direct Taxes paid	-58.2	-73.3	-41.9
Net Cash from Operating Activities	453.7	98.2	-71.1
Cash Flow from Investing Activities	-333.5	-62.7	-5.9
Cash Flow from Financing Activities	-101.5	-31.6	74.1
Net increase/ (decrease) in Cash & Cash equivalent	18.7	3.9	-2.8
Add: Cash and cash equivalents as at 1 st April	12.3	8.4	11.2
Add: Net effect of exchange gain on cash and cash equivalents	-	-	-
Cash and cash equivalents as at 31st March	31.0	12.3	8.4



Thank You



RR Kabel Limited

CIN: U28997MH1995PLC085294

Name – Pratik Agarwal

Title – GM - Corporate Affairs & Investor Relations

Email – investorrelations.rrkl@rrglobal.com



Mr. Irfan Raen

+91 9773 778669

Irfan.raen@linkintime.co.in

Mr. Ronak Jain

+91 9820 950544

Ronak.Jain@linkintime.co.in