



# Investor Presentation

May 2024



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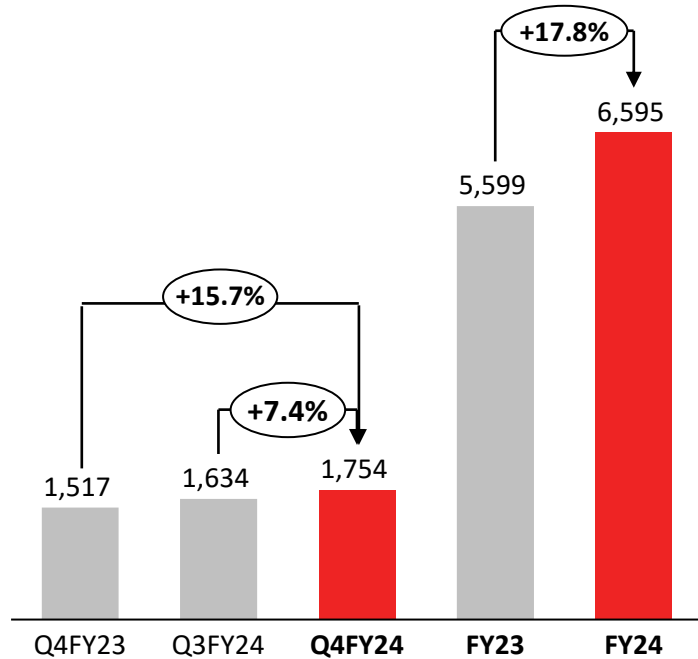
# Q4 & FY24 – Results



# FY24 : Ever Highest Revenue of more than INR 6.5 Bn

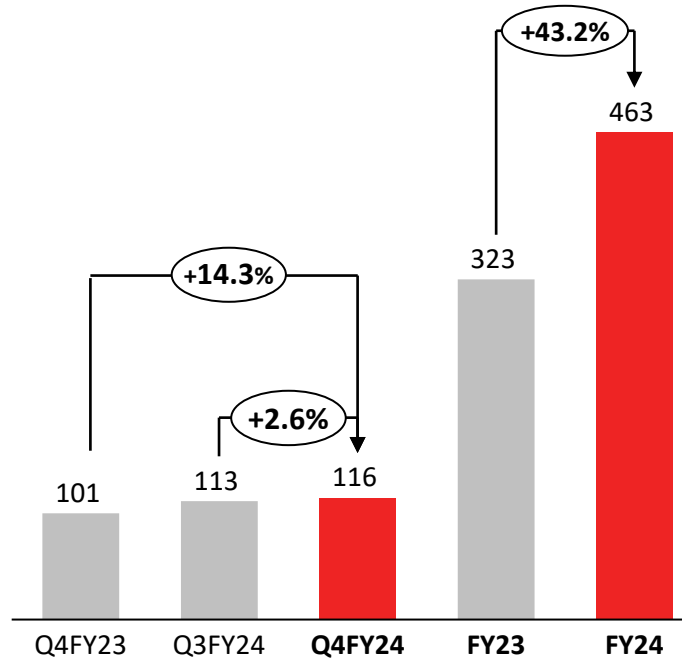
## Revenue from Operations

INR in Crs



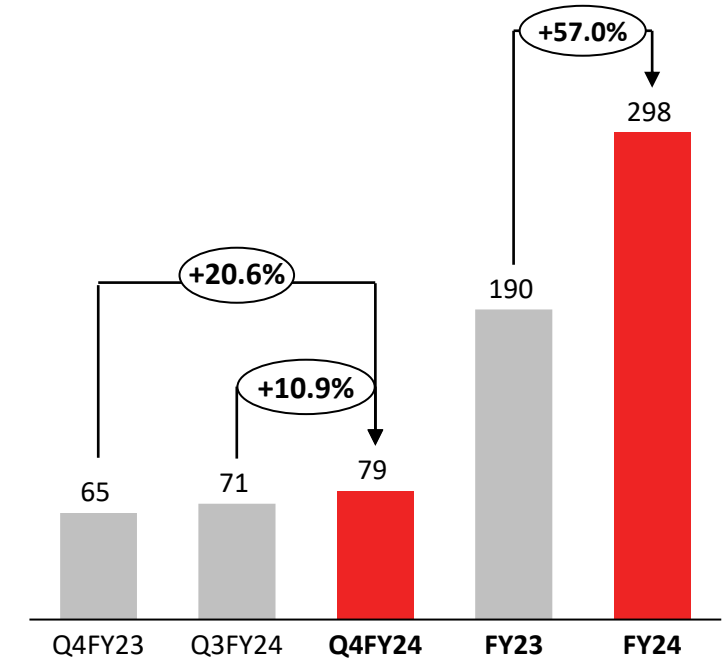
## Operating EBITDA & EBITDA Margin (%)

6.7%   6.9%   6.6%   5.8%   7.0%



## PAT & PAT Margin (%)

4.3%   4.3%   4.5%   3.4%   4.5%



### Revenue :-

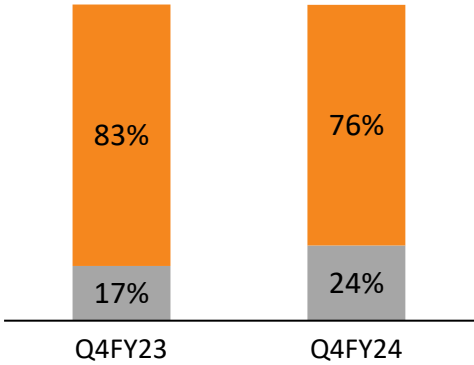
- ✓ Ever highest Revenue, Operating EBITDA and PAT achieved during FY24
- ✓ Impressive revenue growth of 17.6% in W&C segment and 19.4% in FMEG segment, mainly driven by volume growth

### Operating EBITDA & PAT

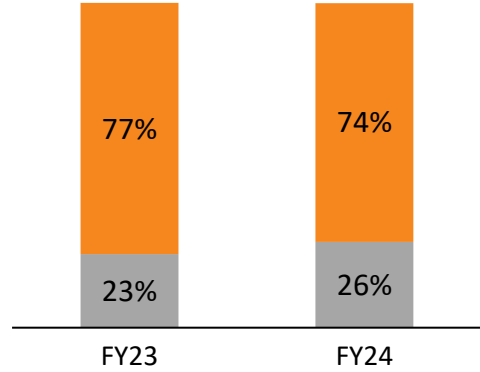
- ✓ Increase in Operation EBITDA & PAT is due to increase in contribution and operational efficiency

# Operational Highlights

**Q4 FY24 Revenue-Mix (Domestic Vs Exports)**

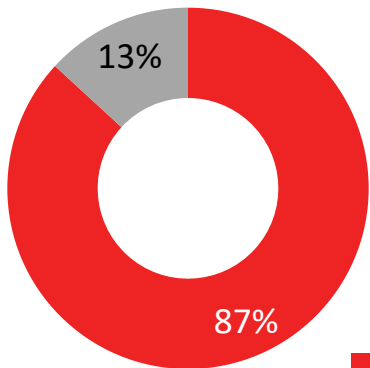


**FY24 Revenue-Mix (Domestic Vs Exports)**



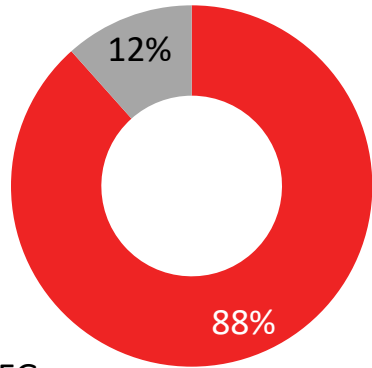
Domestic Export

**Q4 FY24 Revenue-Mix (Business Segment)**

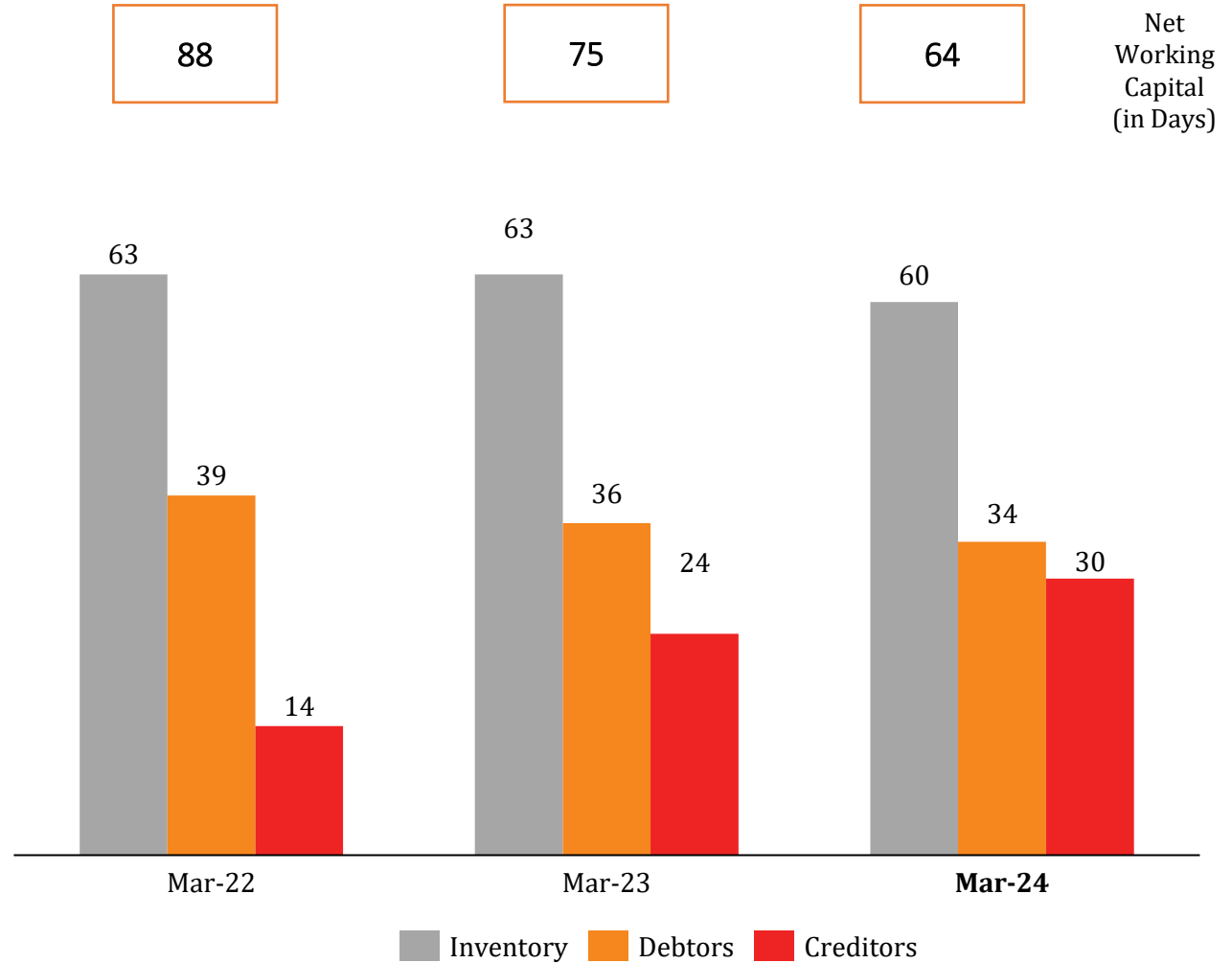


W&C FMEG

**FY24 Revenue-Mix (Business Segment)**



**Working Capital Management (in Days)**



Inventory Debtors Creditors

# Consolidated Profit & Loss Statement – Q4 & FY24

Profit & Loss Statement (INR. Crs)	Q4 FY24	Q4 FY23	Y-o-Y	Q3 FY24	Q-o-Q	FY24	FY23	Y-o-Y
<b>Revenue from Operations</b>	<b>1,754.1</b>	<b>1,516.5</b>	<b>15.7%</b>	<b>1,633.5</b>	<b>7.4%</b>	<b>6,594.6</b>	5,599.2	<b>17.8%</b>
Cost of Materials Consumed	1,340.1	1,252.3		1,148.1		4,942.6	4,369.8	
Purchase of stock-in-trade	97.5	97.2		103.0		403.6	368.9	
Changes in Inventories of Finished Goods and Work in Progress	-6.3	-125.7		70.8		2.7	-162.9	
<b>Gross Profit</b>	<b>322.7</b>	<b>292.7</b>	<b>10.2%</b>	<b>311.6</b>	<b>3.6%</b>	<b>1,245.7</b>	<b>1,023.5</b>	<b>21.7%</b>
<b>GP %</b>	<b>18.4%</b>	<b>19.3%</b>		<b>19.1%</b>		<b>18.9%</b>	<b>18.3%</b>	
Employee Benefits Expense	78.0	71.2		81.8		316.9	264.2	
Other Expenses	129.4	121.1		117.2		467.1	437.0	
Share of Profit of Joint Venture (net of tax)	0.2	0.7		0.0		1.1	0.9	
<b>EBITDA</b>	<b>115.5</b>	<b>101.1</b>	<b>14.3%</b>	<b>112.6</b>	<b>2.6%</b>	<b>462.8</b>	<b>323.3</b>	<b>43.2%</b>
<b>EBITDA %</b>	<b>6.6%</b>	<b>6.7%</b>		<b>6.9%</b>		<b>7.0%</b>	<b>5.8%</b>	
Other Income	19.3	13.8		12.2		62.6	34.4	
Depreciation and Amortisation Expense	16.3	13.7		16.5		65.5	59.6	
<b>EBIT</b>	<b>118.6</b>	<b>101.2</b>	<b>17.1%</b>	<b>108.3</b>	<b>9.4%</b>	<b>459.9</b>	<b>298.1</b>	<b>54.3%</b>
Finance Costs	12.8	12.9		12.4		53.9	42.1	
<b>PBT</b>	<b>105.7</b>	<b>88.3</b>	<b>19.8%</b>	<b>95.9</b>	<b>10.2%</b>	<b>406.1</b>	<b>256.0</b>	<b>58.6%</b>
Total Tax Expense	27.0	23.0		25.0		108.0	66.1	
<b>Profit for the period</b>	<b>78.7</b>	<b>65.3</b>	<b>20.6%</b>	<b>71.0</b>	<b>10.9%</b>	<b>298.1</b>	<b>189.9</b>	<b>57.0%</b>
<b>PAT %</b>	<b>4.5%</b>	<b>4.3%</b>		<b>4.3%</b>		<b>4.5%</b>	<b>3.4%</b>	
EPS (As per Profit after Tax)	7.0	5.9		6.3		26.6	17.1	

# Consolidated Balance Sheet

EQUITY & LIABILITIES (INR. Crs)	Mar-24	Mar-23
Equity Share Capital	56.4	47.8
Instrument entirely equity in nature	0.0	415.2
Other Equity	1,772.1	956.7
<b>Total Equity</b>	<b>1,828.5</b>	<b>1,419.7</b>
<b>Financial Liabilities</b>		
(i) Borrowings	0.0	26.9
(ii) Lease liabilities	60.6	56.4
(iii) Other Financial Liabilities	2.2	2.1
Provisions	11.2	14.1
Other non-current liabilities	0.0	0.0
Deferred Tax Liabilities (Net)	24.7	14.9
<b>Total Non-Current Liabilities</b>	<b>98.6</b>	<b>114.4</b>
<b>Financial Liabilities</b>		
(i) Borrowings	289.0	489.0
(ii) Lease liabilities	10.4	8.2
(iii) Trade payables		0.0
(a) Total outstanding dues of micro enterprises and small enterprises	17.3	45.9
(b) Total outstanding dues of creditors other than micro enterprises and small enterprises	411.9	394.2
(iv) Other Financial Liabilities	111.4	37.8
Other Current Liabilities	75.7	95.9
Provisions	24.7	22.2
Income tax liabilities (net)	1.7	6.4
<b>Total Current Liabilities</b>	<b>942.2</b>	<b>1,099.6</b>
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>2,869.3</b>	<b>2,633.6</b>

ASSETS (Rs. Crs)	Mar-24	Mar-23
Property, Plant and Equipment	466.1	448.8
Capital work-in-progress	163.6	43.6
Right -of- use Assets	66.2	61.8
Other intangible assets	2.3	6.5
Investment accounted for using equity method	20.5	19.6
<b>Financial Assets</b>		
(i) Investments	85.9	58.1
(ii) Other Financial Assets	4.5	0.3
Income Tax Assets (Net)	2.7	3.6
Loan	0.2	11.8
Other Non-Current Assets	62.0	33.3
<b>Total Non-Current Assets</b>	<b>874.0</b>	<b>687.5</b>
Inventories	897.8	860.2
<b>Financial Assets</b>		
(i) Investments	235.0	284.9
(ii) Trade receivables	641.2	591.9
(iii) Cash and cash equivalents	81.5	31.0
(iv) Bank balances other than (iii) above	17.3	50.0
(v) Loans	0.8	0.1
(vi) Other current financial assets	27.2	9.0
Current Tax Assets (net)	0.0	0.0
Other Current Assets	94.5	119.0
<b>Total Current Assets</b>	<b>1,995.3</b>	<b>1,946.1</b>
<b>TOTAL ASSETS</b>	<b>2,869.3</b>	<b>2,633.6</b>



# Consolidated Cash Flow Statement

Particulars (INR in Cr)	Mar-24	Mar-23
Profit before Tax	406.1	256.0
Adjustment for Non-Operating Items	93.5	102.6
<b>Operating Profit before Working Capital Changes</b>	<b>499.6</b>	<b>358.6</b>
Changes in Working Capital	-64.1	153.4
<b>Cash Generated from Operations</b>	<b>435.5</b>	<b>512.0</b>
Less: Direct Taxes paid	-96.5	-58.2
<b>Net Cash from Operating Activities</b>	<b>339.0</b>	<b>453.7</b>
<b>Cash Flow from Investing Activities</b>	<b>-83.5</b>	<b>-333.5</b>
<b>Cash Flow from Financing Activities</b>	<b>-205.0</b>	<b>-101.5</b>
<b>Net increase/ (decrease) in Cash &amp; Cash equivalent</b>	<b>50.5</b>	<b>18.7</b>
Add: Cash and cash equivalents as at 1st April	31.0	12.3
Add: Net effect of exchange gain on cash and cash equivalents	0.0	0.0
<b>Cash and cash equivalents as at 31<sup>st</sup> March</b>	<b>81.5</b>	<b>31.0</b>



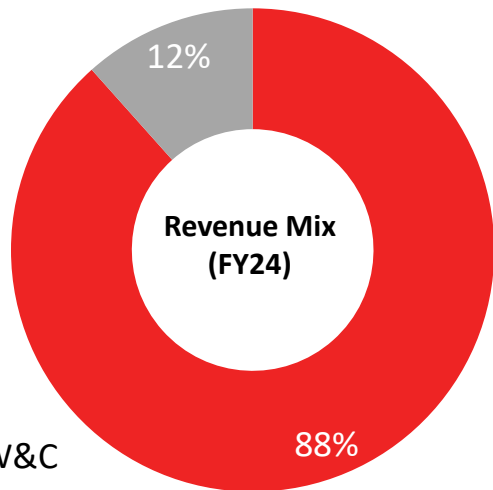
# Company Overview



Overview

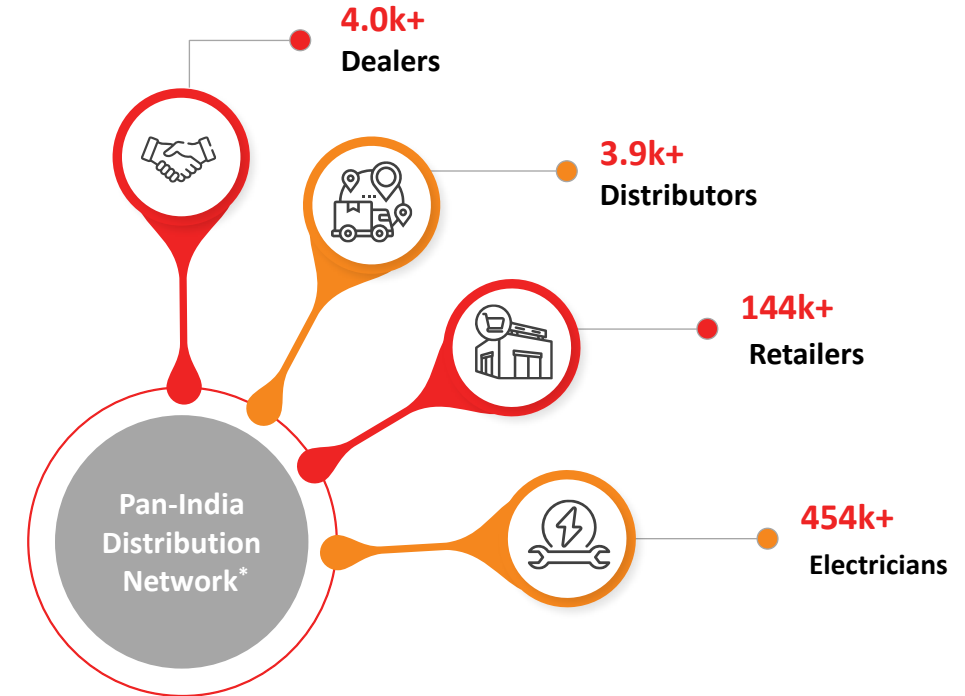
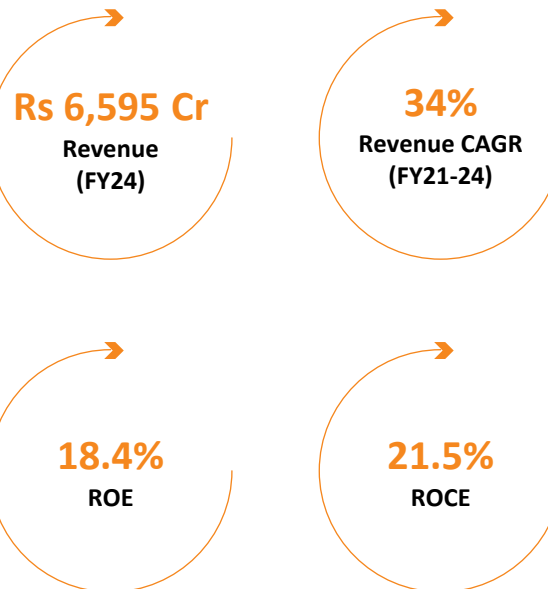
- Founded in 1999. **4<sup>th</sup>** largest player in the Indian Wires and Cables(W&C) industry by value in FY24
- Electrical conglomerate present in **85+** countries worldwide. Our products have **38** international certifications, distinguishing us in the Indian consumer industry
- Integrated In-house manufacturing. **Five** facilities across India, **Two** for Wires & Cables and **Three** for Fast Moving Electric Goods (FMEG)

## Business Segments



■ W&C  
■ FMEG

## Robust Growth



As on 31<sup>st</sup> March, 2024

## 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 listing day gain 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** and **LED lights** by acquiring Arraystorm and its facility located in Bengaluru, Karnataka for lights

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 - 88%)

FMEG (Revenue - 12%)



# 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<sup>(1)</sup>



**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, LS0H, 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 - 1.8 Mn

**Premium Fans**

# Business Segments

## Wires & Cables (W&C)





## Wires & Cables



Revenue

**88\* % Contribution**



Facility

**Waghodia & Silvassa**



Annual Capacity

**4.2Mn ckm**



Product Category

**House wires, Industrial wires, Power cables & Special cables**

\*FY24

## 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

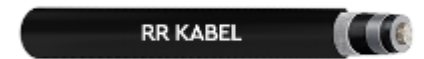
- Power Panels
- Control Panels
- Switchgears
- Relay
- Instrumentation Panels
- Control Panels
- Production & Assembly Lines
- Industrial Process Automation
- Plant Engineering
- Industrial Machinery
- Robotic Technology

## 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

**INR845bn**

Indian Wires & Cables Market (FY24)

**40%**

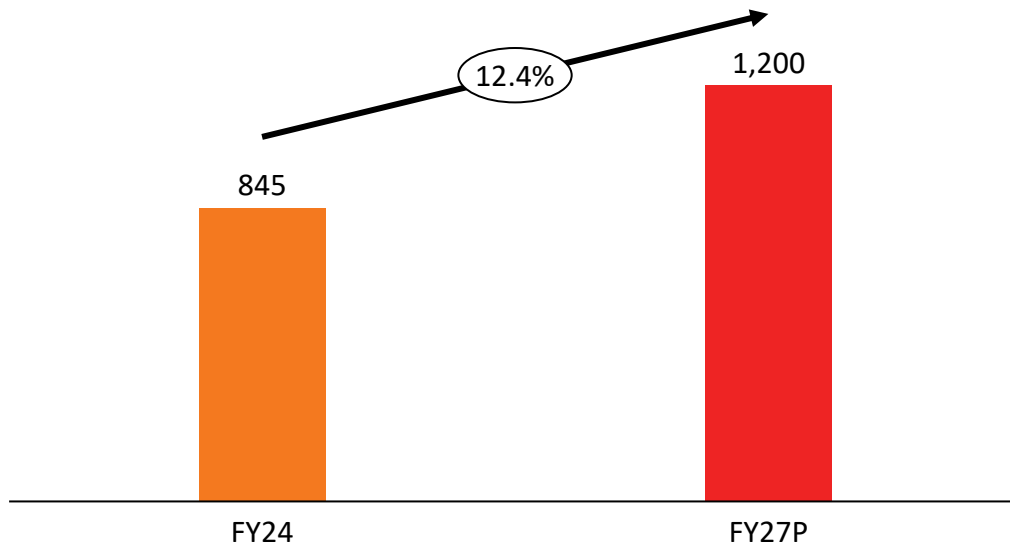
W&C share of Indian electrical industry (FY24)

**13%**

FY24 to FY27 CAGR

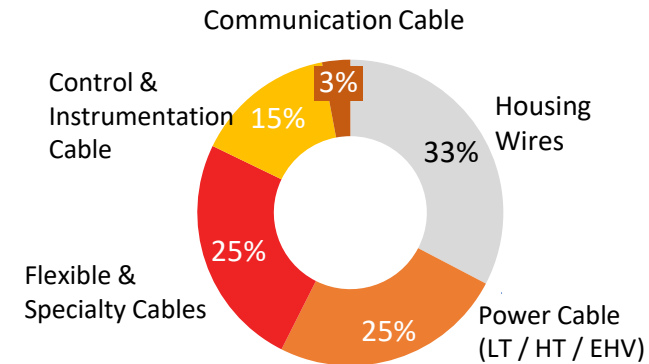
## Indian Wires and Cables Market Poised for Strong Growth..

W&C Market Size (INR Bn)



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

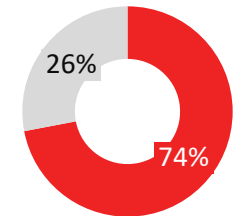
W&C Market Segmentation (FY24)



FY24-27 Category wise CAGR

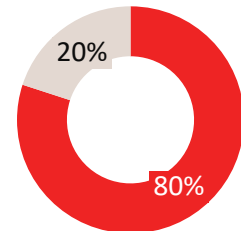


Branded Market Share (FY24)



■ Branded ■ Unbranded

Branded Market Share (FY27P)



## 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

(As on Mar'24)



**454k+**  
Electricians



**3.9k+**  
Distributors



**4.0k+**  
Dealers



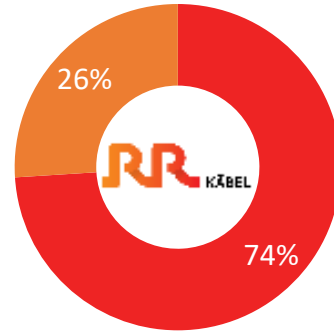
**144k+**  
Retailers



**Presence on recognized e-commerce platforms**  
Ecommerce Platforms

## ...With a B2C Focused Portfolio

% B2C Revenue in W&C segment (FY24)



Highest Share of B2C Revenue in Indian W&C industry

■ B2C ■ B2B

## Stronger Fundamental Drivers



Well-Recognized Brand



Comprehensive product portfolio



Certified Manufacturing facilities



Quality & Safe Products



Pan-India Distribution Network

● Factory-05    ■ Office-16    ▲ Warehouse-18

## ...and Multi-Year Initiatives in place

1

### Project KaRRma

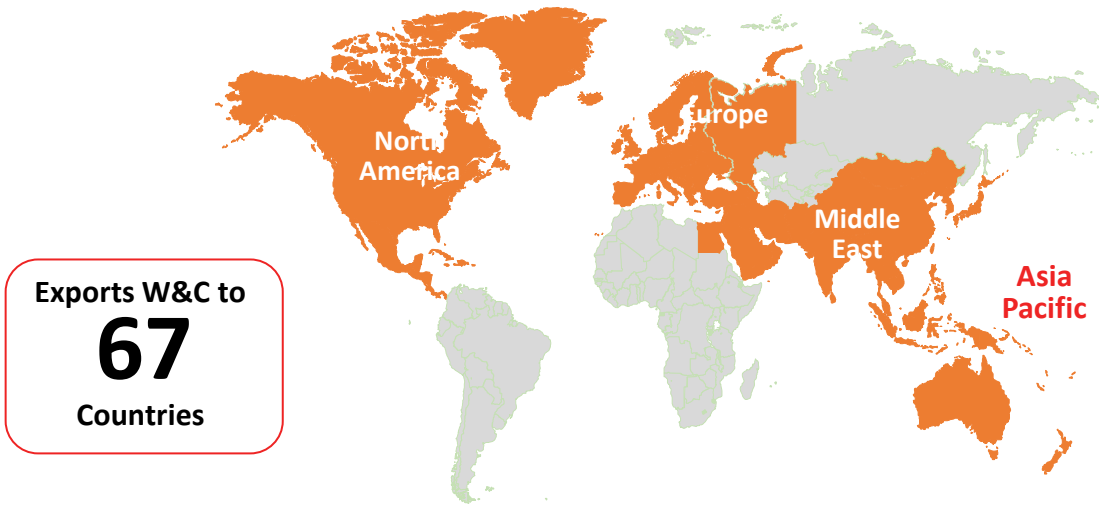
**Phase I** - Double market share and retail outreach in domestic house wires  
**Phase II** - Increase micro and nano market reach

2

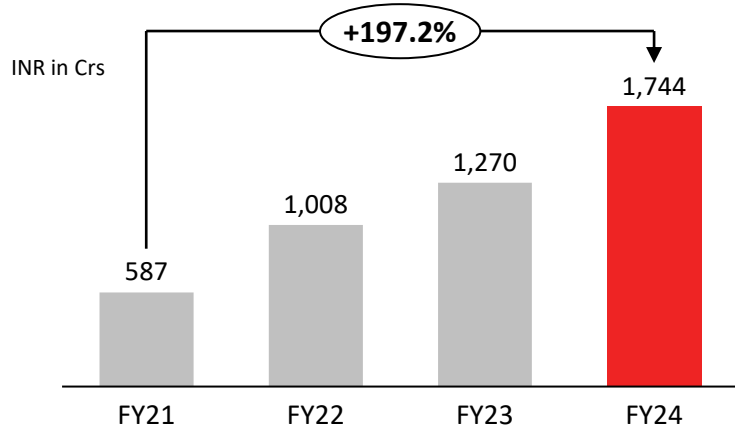
### Project Lakshya

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

Product quality and global accreditations enabling growth



### Largest Exporter of Wires & Cables from India



- During FY21 to YTD March'24, it sold its products to **67 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

**~26.0%**

Exports % of Revenue from Operations- FY24

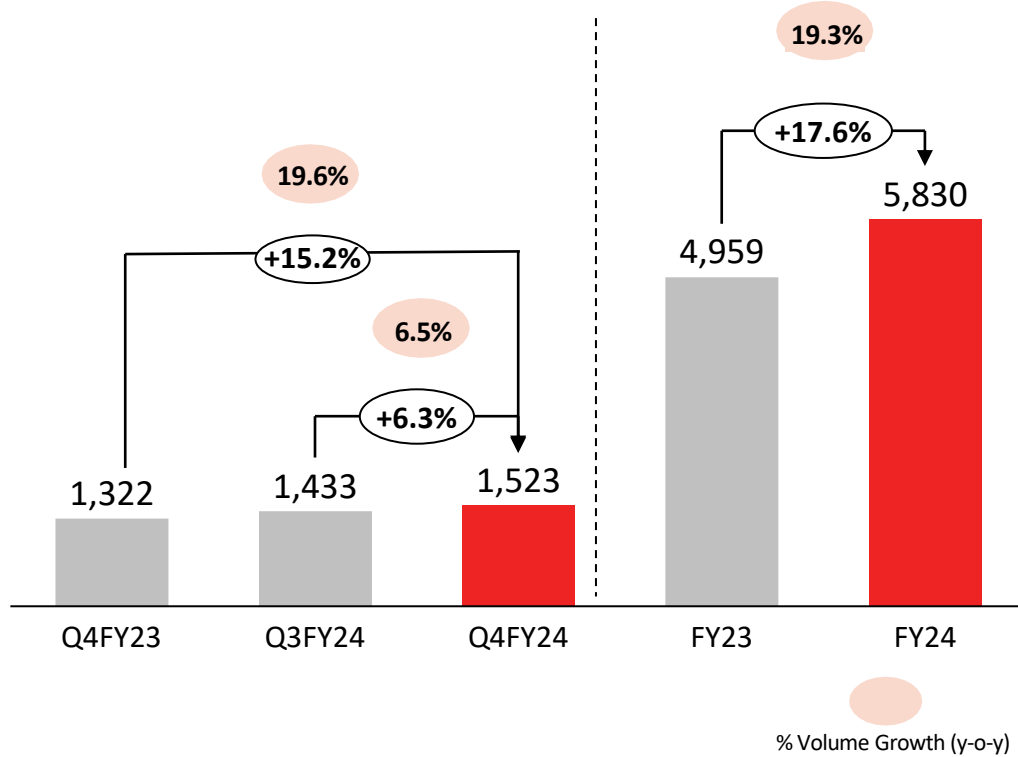
**~10%**

Market Share of W&C Exports from India

- ✓ RR Kabel is one of India's largest exporters of wires and cables from India with ~10% market share of the exports market (as of FY24)
- ✓ 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

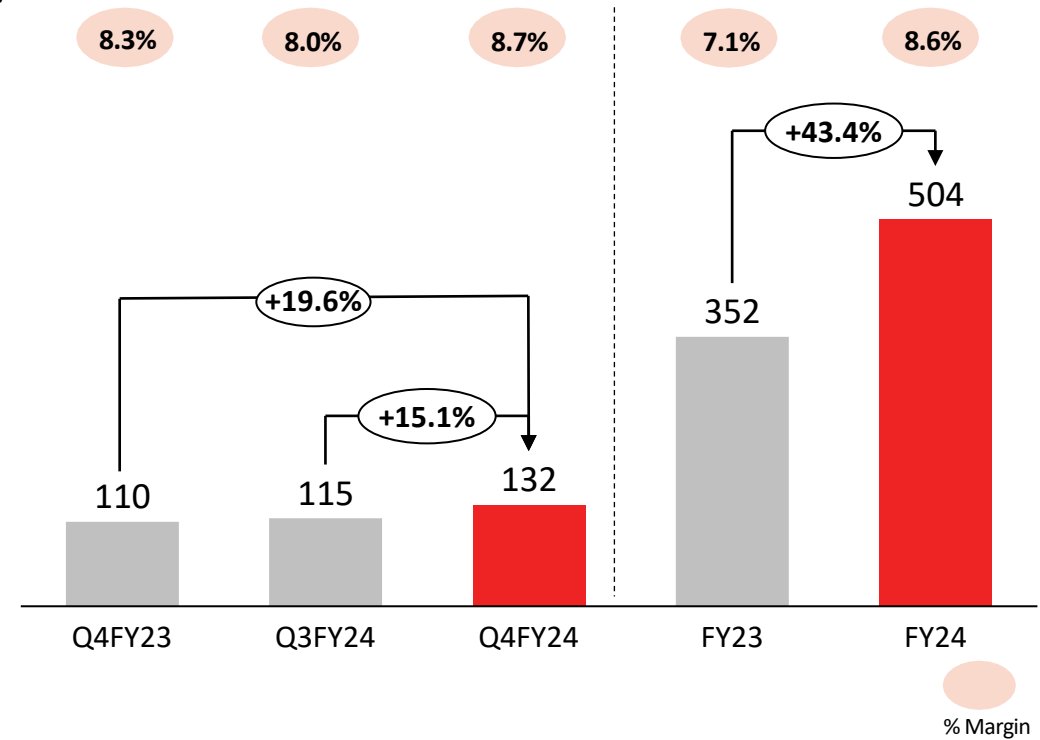
## Revenue from Operations

(INR Cr)



## Segment Profit before Tax and Interest

(INR Cr)



### Revenue :-

- ✓ Increase in revenue driven by volume growth in both wires & cable business due to our focused approach of capturing demand from infrastructure development and emerging sectors

### Segment profit :-

- ✓ Segment profit increased due to cost reduction and operational efficiency







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





Fastest growing FMEG player in listed category and with best improvement in gross margin



	Revenue	12* % Contribution
	Facility	Roorkee, Bengaluru & Gagret
	Annual Capacity	Fan- 3.3 Mn units Lights- 1.9mn units
	Product Category	Fans, Lighting, Switches, Switchgears & Appliances

\*FY24

Fans



Ceiling Fans

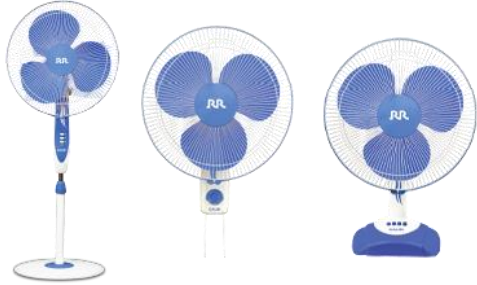


Table Pedestal & Wall Fans



Exhaust Fans

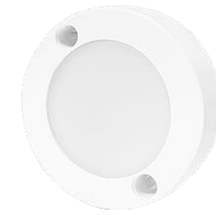
Lighting



Panel Lights



Bulbs



Down Lights



Streetlights

Switches



Modular Switches



MCB



DB

Appliances



Water Heater



Room Heater



Irons



Coolers

**INR1,026bn**

Indian FMEG Market (FY24)

**8%**

FY24 to FY28E CAGR

**77%**

Coverage of FMEG industry

## INR1,026bn FMEG Market Opportunity with Growth across all Sub-categories...

### Fans

Market Size (FY24)

**INR 150bn**

Branded Market CAGR (FY24-28P)

**9%**

Branded Market Share (FY24->28P)

**91%**



**95%**

### Lighting

**INR 240 bn**

**14%**

**67%**



**75%**

### Switch & Switchgear

**INR 315bn**

**9%**

**82%**



**90%**

### Home & Kitchen Appliances

**INR 321bn**

**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

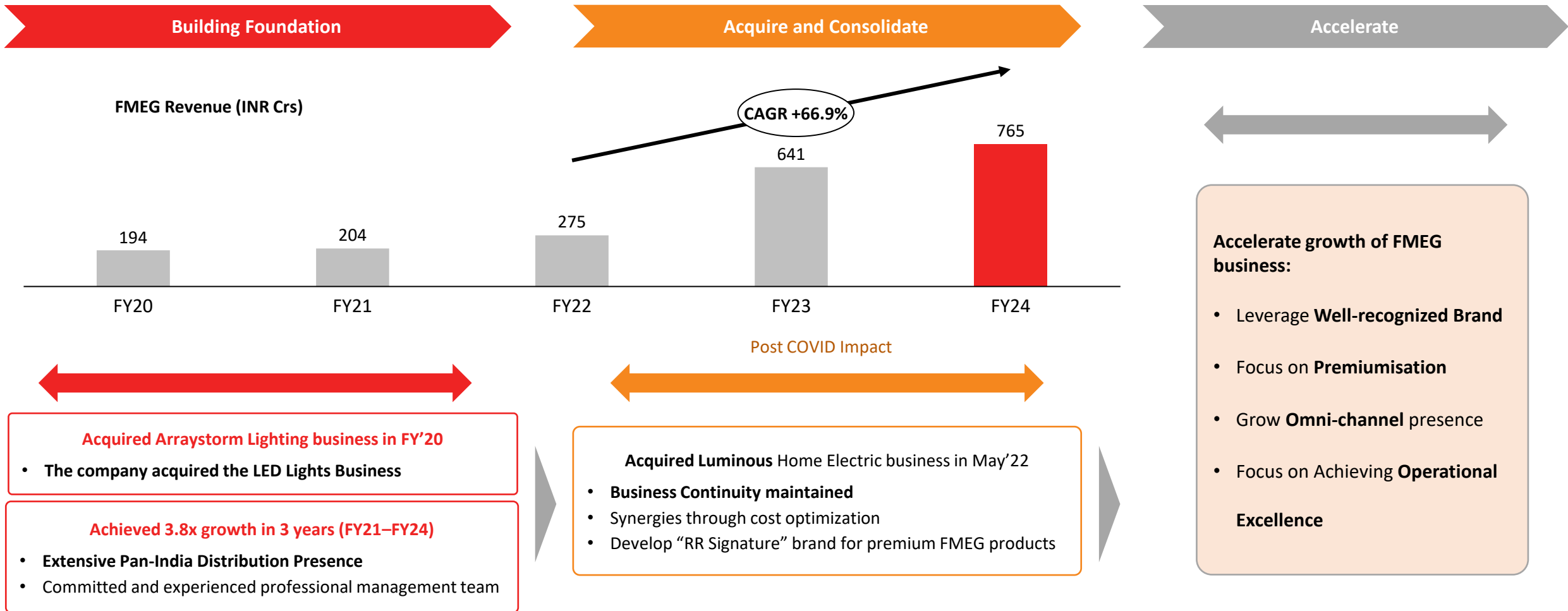
- Demand shifting to modular switches
- Enhanced safety standards
- LV switchgears led demand (residential segment)

### Home & Kitchen Appliances

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

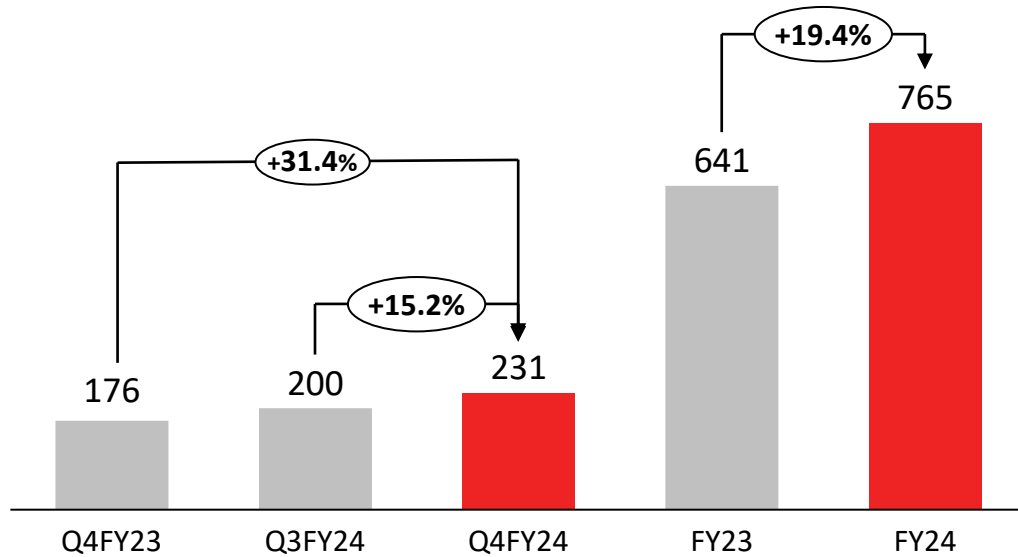
# Well-Posed for Growth in the FMEG Segment

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



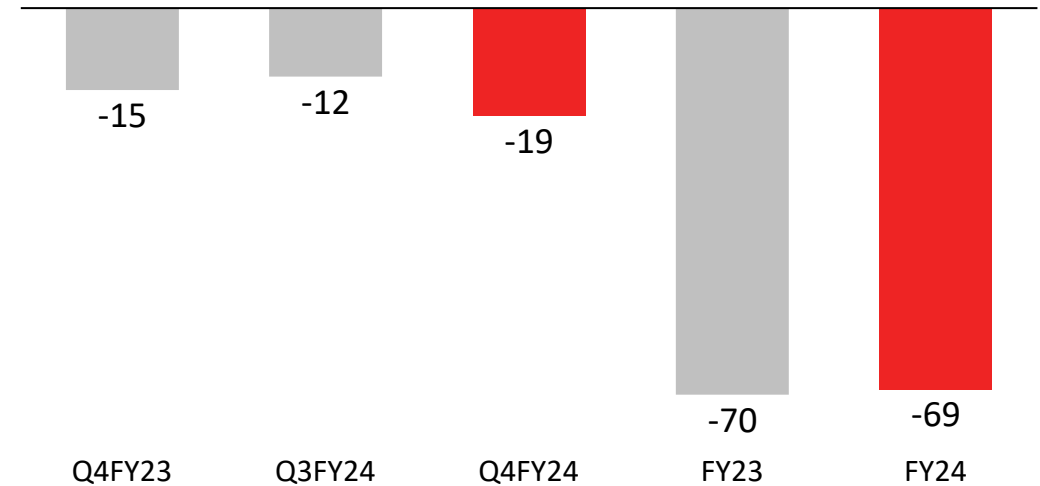
## Revenue from Operations

(INR Cr)



## Segment Profit before Tax and Interest

(INR Cr)



### Revenue Growth Pillars

- Added 300+ Distributors & 10,000 retail touch points delivered circa 20% sales growth
- E-commerce channel grew at 2.7 times in FY24 over previous year; No1 selling brand in Exhaust Fans category in Amazon & No 1 player in TPW in Flipkart
- Successful launch of new products drove consumer confidence & growth
- Brand transition from Luminous (Fans | Lights) to RR Signature (Fans | Lights) has commenced in Qtr3 / 4 of FY24; with activation of inputs in BTL & ATL medium is helping building brand awareness

### Gross Margin Improvement

- GM% grew in FY24 as compare to FY23 on account of product mix & procurement efficiencies

# New Launches have fueled growth (18% of sale contribution)

## BLDC



Effaire



Liteair



Bonsai

## Decorative



Amour



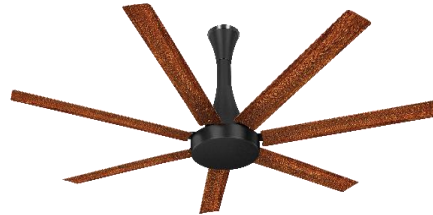
NY Broadway



Ovalo



Farris



Aether Flow

## Size & Color



Droot 900 mm



Flomax Plus 900 mm



Whiz 600 mm



Tiger 600 mm



10W panel



Spot



Colorful Panel



Rimless Surface Panel



Ropelight



Flood Lights 100W 150W



Ardor 10L/15L/25L



Ardent 10L/15L/25L



Halogen Heater



SKI 13



Immersion Rod



Thalassa 10/15/25

## 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

- 116 products under development as on Mar 31,2024
- **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 & CEO**

- 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



**Bhagwat Singh Babel**

**Independent Director**

- Associated since Aug 2017
- Board member at Secure Meters
- Former Board Member of IEEMA<sup>1</sup>



**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<sup>(1)</sup>

# Professional Management Team- Extensive Experience



**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

# 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



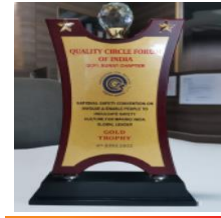
All India Kaizen Competition 2021 – 2022



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



Mr Shreegopal Kabra, felicitated with the Global Entrepreneur of the Year Award 2024

Innovative and quality products with multiple industry-first launches

## Innovation Team

82 focused on R&D

### Innovation Leader

**1<sup>st</sup>** 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

5

**FMEG**

116

153

75

347

FY21

FY22

FY23

FY24

## 38 International Product Certifications



Canada



Europe



Europe



Great Britain



Europe



India



Europe



USA



USA



Germany

★ 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

## 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 <sup>(1)</sup>  
Fulfilling **~59%** of contracted demand  
for electricity<sup>(2)</sup>



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

### Conserving Water



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



**"Zero" Waste Discharge**  
Initiatives



**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: 2023-24

- Construction of Rural Employment Training Centre Building – Jarangloi, Odisha
- Orphanage & Home for Juvenile Delinquents, Baroda
- Set up of Computer Lab in school at Sikar, Rajasthan
- Construction of Girls Hostel at Pune
- Promoting Education
- Rural Development

**Ekal Gramothan Foundation**



**Orphanage & Home for Juvenile Delinquents, Baroda**



**Airoli Girls Hostel**



**Computer Lab in school at Sikar, Rajasthan**





## Other Key Activities

- 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

#### Loyalty Management Programs



#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



Reward Scheme

Schemes for retailers and electricians



500k+ downloads

RR Connect App

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 TERMITES
- HIGHER INSULATION RESISTANCE
- MORE THAN 1101% CONDUCTIVITY
- 100% ELECTROLYTIC COPPER

Email : digitalsupport@rrglobal.com | Website: www.rrglobal.com | Follow us

## Gate Branding



## Kabel Mela





# Advertisement



### FIRE STATION



### POLICE STATION



### CRICKET ONGROUND BRANDING



### TOLL GATE



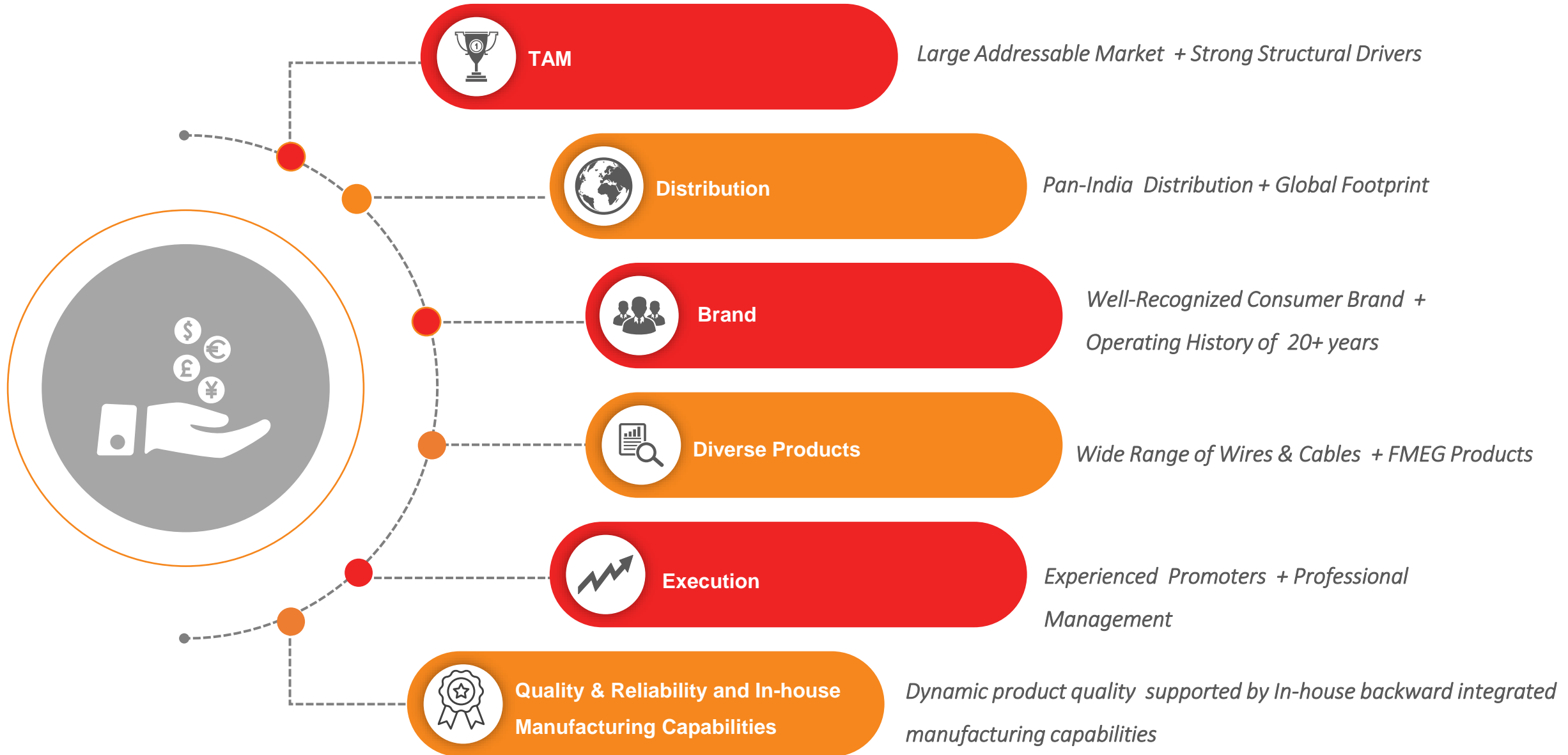
### ITI COLLEGE



### FILFARE AWARDS SPONSORSHIP



# 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 semi-transparent yellow-to-orange gradient. The word "Annexure" is written in white, bold, sans-serif font across the center of the image.

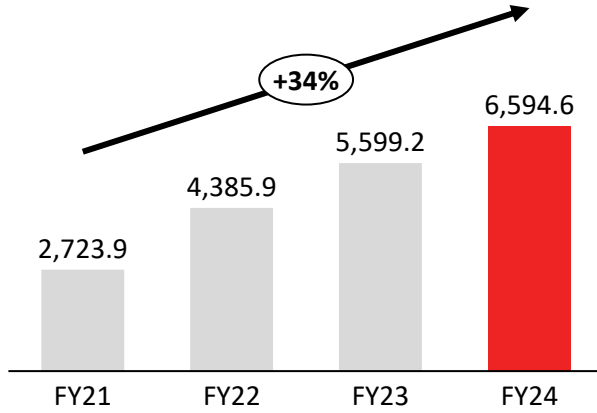
# Annexure



# Performance in Charts

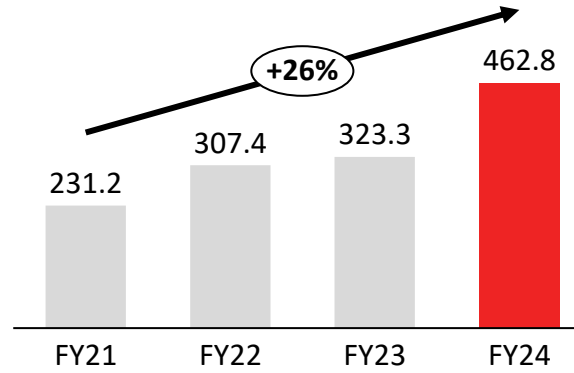
## Revenues

INR in Crs



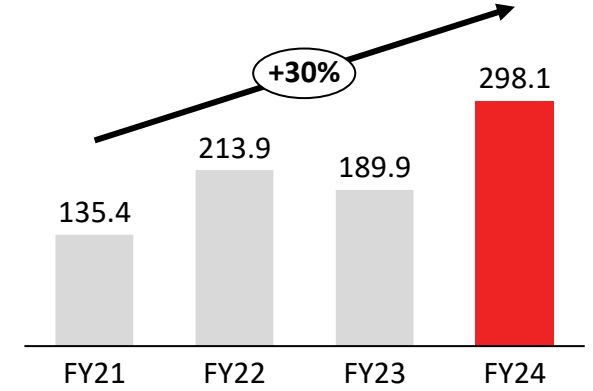
## EBITDA & EBITDA %

8.5%    7.0%    5.8%    7.0%

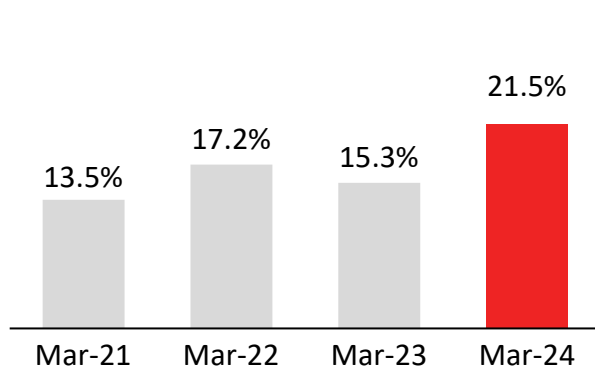


## PAT & PAT %

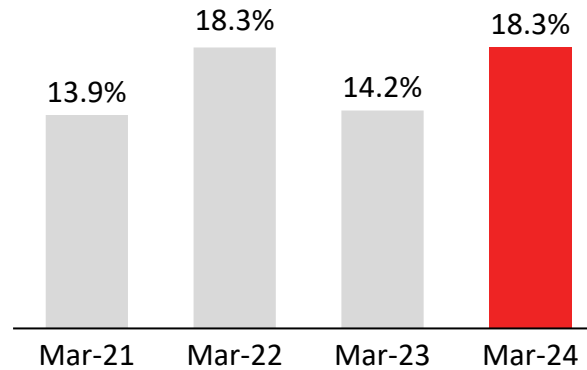
5.0%    4.9%    3.4%    4.5%



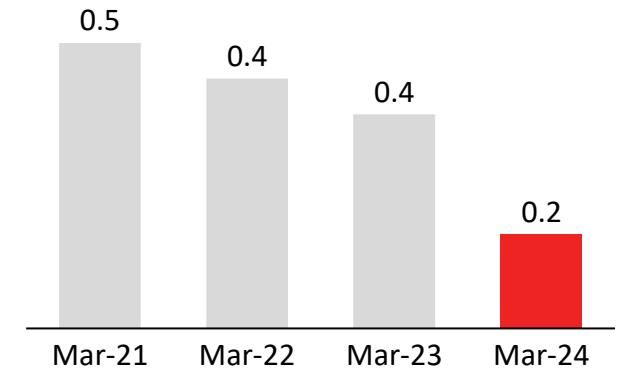
## RoCE (%)



## RoE (%)



## Debt to Equity (x)



# Historical Consolidated Profit & Loss Statement

Particulars (INR. Crs)	FY23	FY22	FY21
<b>Revenue from Operations</b>	<b>5,599.2</b>	<b>4,385.9</b>	<b>2,723.9</b>
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
<b>Gross Profit</b>	<b>1,023.5</b>	<b>778.0</b>	<b>574.7</b>
<b>GP %</b>	<b>18.3%</b>	<b>17.7%</b>	<b>21.1%</b>
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
<b>EBITDA</b>	<b>323.3</b>	<b>307.4</b>	<b>231.2</b>
<b>EBITDA %</b>	<b>5.8%</b>	<b>7.0%</b>	<b>8.5%</b>
Other Income	34.4	46.3	22.0
Depreciation and Amortisation Expense	59.6	46.1	44.8
<b>EBIT</b>	<b>298.1</b>	<b>307.6</b>	<b>208.5</b>
Finance Costs	42.1	23.3	27.1
<b>PBT</b>	<b>256.0</b>	<b>284.4</b>	<b>181.4</b>
Total Tax Expense	66.1	70.4	46.0
<b>Profit for the year</b>	<b>189.9</b>	<b>213.9</b>	<b>135.4</b>
<b>PAT %</b>	<b>3.4%</b>	<b>4.9%</b>	<b>5.0%</b>

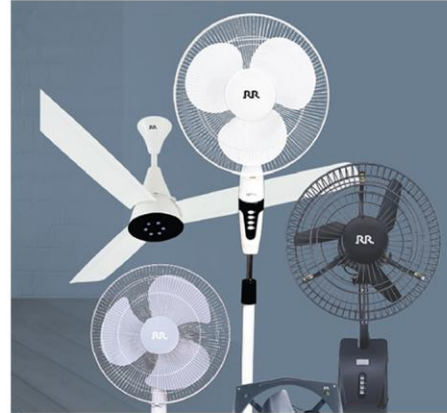
# Historical Balance Sheet

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
<b>Total Equity</b>	<b>1,419.7</b>	<b>1,250.3</b>	<b>1,046.6</b>
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
<b>Total Non-Current Liabilities</b>	<b>114.4</b>	<b>87.8</b>	<b>90.5</b>
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
<b>Total Current Liabilities</b>	<b>1,099.6</b>	<b>712.5</b>	<b>578</b>
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>2,633.6</b>	<b>2,050.6</b>	<b>1,715.1</b>

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

# 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
<b>Operating Profit before Working Capital Changes</b>	<b>358.6</b>	<b>346.9</b>	<b>254.5</b>
Changes in Working Capital	153.4	-175.4	-283.7
<b>Cash Generated from Operations</b>	<b>512.0</b>	<b>171.4</b>	<b>-29.2</b>
Less: Direct Taxes paid	-58.2	-73.3	-41.9
<b>Net Cash from Operating Activities</b>	<b>453.7</b>	<b>98.2</b>	<b>-71.1</b>
<b>Cash Flow from Investing Activities</b>	<b>-333.5</b>	<b>-62.7</b>	<b>-5.9</b>
<b>Cash Flow from Financing Activities</b>	<b>-101.5</b>	<b>-31.6</b>	<b>74.1</b>
<b>Net increase/ (decrease) in Cash &amp; Cash equivalent</b>	<b>18.7</b>	<b>3.9</b>	<b>-2.8</b>
Add: Cash and cash equivalents as at 1 <sup>st</sup> April	12.3	8.4	11.2
Add: Net effect of exchange gain on cash and cash equivalents	-	-	-
<b>Cash and cash equivalents as at 31<sup>st</sup> March</b>	<b>31.0</b>	<b>12.3</b>	<b>8.4</b>



**Thank You**



R R Kabel Limited

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