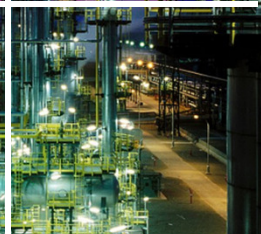
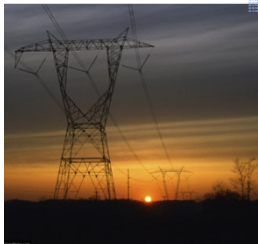
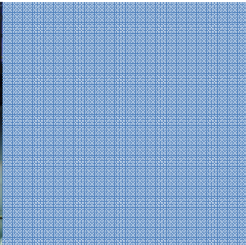
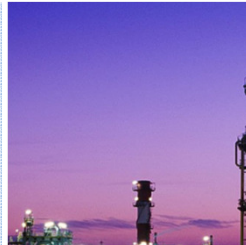
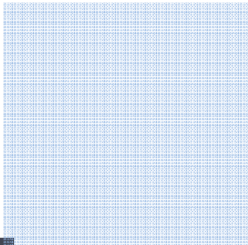


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Structure



-  Major Highlights
-  About Us
-  Key Strengths
-  Industry Prospects
-  Growth Drivers
-  Business Overview
-  Future Outlook
-  Financials
-  Share Holding Pattern



Major Highlights



- ET 500 2018 KEI ranking improve to 338 against 380 previous ranking
- ICRA Ltd & CARE has upgraded long term rating A from A-(A Minus) and short term rating A1 from A2+
- During FY17-18 Growth in Net Sales 29%, In PAT 54% over last year
- During FY19(9M) Growth in Net Sales 22.88% , PAT 28.36%
- Cable division Growth approx. 27.59% in value and approx.18% in Volume in 9M FY18-19
- Strong Order Book of Rs. 3866 Cr – EPC Rs. 1508 Cr, Cable Rs. 2358 Cr and L1/LOI EPC Rs. 128Cr , Cable Rs. 47Cr
- Insurance of Receivables to mitigate risk
- Improvement in Order Book to lead to increase in turnover and Profitability.



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Major Highlights



- Healthy Brand Visibility – TV Advt, IPL Rajasthan Royals, Customer Loyalty and Preferences.
- Super Brand Status 2011-2016
- Diversified business profile across customers, industries and manufacturing locations.
- Increase focus on Exports, Retail segments and EHV to support expected improvement in turnover, profitability as well as working capital.
- Very Strong relationship with banks.
- Highly committed promoters and management.



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About Us



- Headquarters at New Delhi, India.
- Manufacturing facilities at Bhiwadi, Chopanki ,Pathreri (Rajasthan) & Silvassa (D & NH)
- More than 2100 employees, & 2900 contract labour across the Country
- KEI Industries Limited is engaged in the business of manufacturing and marketing of EHV, MV and LV power cables & House Wire
- Ventured into Engineering, Procurement and Construction (EPC)
- Ranked amongst the top three cable manufacturing companies in India
- ISO 9001:2015 , ISO 14001:2015, OHSAS 18001:2007, ISO/IEC 10025:2005 certified company
- Diversified and de-risked business model across :
 - Markets: Domestic & International
 - Segments: Institutional & Retail
 - Sectors: Private & Public
- Established presence in the EHV, MV & LV cables coupled with retail wires and cables
- Established presence in the EPC in T&D
- Listed at BSE, NSE & CSE also listed Overseas at Luxembourg Stock Exchange
- Market Capitalization of Rs.2800 Cr approx .
- FY18-19(9M) Net Sales of Rs. 2968.17 Cr against Rs. 2415.45 Cr in FY 2017-18(9M).
- EBIDTA of Rs. 308 Cr in 9M FY 2018-19 against Rs. 247 Cr in 9M FY 2017-18 .
- ROE 27% against 23% and ROCE 31% against 28% in FY 2017-18.



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Milestones



- 1968 :** Established as a partnership firm
- 1968 :** Commenced manufacture of switch board cables for DOT
- 1985 :** Commenced the manufacture of Control, Instrumentation and Thermocouple Cables
- 1992 :** Partnership firm converted into Public Limited Company
- 1993 :** Added manufacturing of PVC/XLPE Power cables up to 3.3 KV
- 1994 :** Diversified into stainless steel drawings with pilot plant
- 1995 :** Issued first IPO. Became Listed Co.
- 1996 :** Installed major SSW plant at Bhiwadi.

- 1997 :** Added another Plant at Bhiwadi for PVC /XLPE- LT power cables
- 2001 :** Commenced manufacturing of rubber cables upto 11 kV
- 2002 :** Established JFTC Plant at Silvassa
- 2004 :** Converted JFTC Plant at Silvassa into manufacturing of existing range of cables – rebalancing act`
- 2005 :** Issued GDR of USD 10 million
- 2006 :** Added new project for manufacturing 33 kV HT cables
- 2006 :** Implemented ERP Baan S/W system in the organization to ensure transparency and efficiency
- 2006 :** Issued FCCB of USD 36 million



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Milestones



- 2007 :** Commenced New Project at Chopanki and modernization / expansion at Bhiwadi & Silvassa unit
- 2007 :** Received prestigious Corporate Governance Rating
- 2008 :** Successfully commissioned 100% EOU at Chopanki for LT power cables
- 2009 :** Successfully completed the up gradation of HT cable capacity at Bhiwadi & Chopanki up to 66 kV
- 2010 :** Technical Know - how Agreement with BRUGG KABEL A.G., Switzerland for EHV cables ranging from 66kV to 220kV
- 2010 :** Commercial Production of EHV cables ranging from 66kV to 220 kV

- 2010 :** Proud recipient of Business Super brand Award for Industry Validated
- 2011 :** Certification of ISO 9001:2008, OHSAS 18001:2007, OHSAS 14001:2004
- 2011 :** Receipt of EHV cable order from KPTCL worth Rs75 Crores
- 2011:** Successful redemption of FCCBs in November.
- 2012:** Receipt of EHV order of Rs.138 crores from UPRNL
- 2012:** Proud recipient of Super Brand status for consumer validated
- 2013-14:** New office at Singapore, Nigeria, Kazakhstan.
- 2014-15** Strengthened Retail Network
- 2015-16** EPC contract for Sub Station of 220KV
- 2016-17** EHV upto 400 KV Commissioned
- 2017-18** New Plant at Pathreri for LT Power Cable



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Key Strengths



1. Wide product basket comprising:

- Extra High Voltage cables up to & including 400 kV
- High & Medium Voltage cables
- Low Tension cables
- Control and instrumentation cables
- Specialty cables
- Rubber cables
- Winding, Flexibles and house wires
- Submersible cables,
- OVC/poly wrapped winding wires
- Stainless steel wires
- Engineering, Procurement and Construction (EPC)

Helping the company service a wide spectrum of sectors such as power, oil refineries, railways, automobiles, cement, steel, fertilizers, textile and real estate, amongst others



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Key Strengths : Bhiwadi Unit



2. Manufacturing prowess evident from:

- World-class manufacturing facilities at Bhiwadi (Raj.), Silvassa (D&N H) and Chopanki (Raj.)



CCV Line (Involving Dry Cure Dry Cool technology) For manufacturing HT Cables Up to 132 kV



Sikora Online X-Ray Machine Used for Monitoring Product Quality



Key Strengths: Chopanki Unit



Troester's CCV Line (Involving Dry Cure Dry Cool technology) For manufacturing EHV Cables Up to 220 kV



In-house Testing Facilities for Testing EHV Cables



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Key Strengths



- Equipped with an installed capacity of:
 - 900 kms of EHV Cables
 - 7500 kms of HT Cables
 - 93600 kms of LT Cables
 - 3600 Kms of Rubber Cable
 - 817000 km of Winding, Flexibles & House Wires
 - 6000 MT of Stainless Steel Wire
 - **During 9M F.Y. 2018-19 Capacity utilization is 79% in Cable division , HW/FW 82% and SS division 91%.**
- Strategically located manufacturing facilities at Bhiwadi, Chopanki, Pathreri and Silvassa results in servicing Institutional clients efficiently across the country



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Key Strengths



3. Commitment to quality

- Adherence to the most stringent quality standards laid down by



Sri Ram Centre

Vindicating the KEI's superior production process, technology and quality products

4. Strong research capabilities

- Constantly enhancing product portfolio by investing in R&D
- Results in niche product offerings
- Ability to customize solutions for clients
- Expertise to manufacture specialty cables including braided cables, fire survival and zero halogen cables



Key Strengths



5. Climbing up the value spectrum

- Commercial Production of EHV cable of 400 KV Cable under testing after trial production
- Result in pre-qualifying KEI to participate in large utility tenders
- Firm impetus to its turnkey EPC business, which consumes significant portion of EHV cables & HT , LT Cable
- Backward integration through in house PVC Compound Manufacturing

6. Establishing presence in the retail segment

- Building awareness as a brand in house wires
- Embarked upon aggressive marketing through various brand promotion activities through various communication channels
- KEI aims to dominate retail trade with visibility & presence



Key Strengths



7. Well entrenched distribution network

The sales & distribution network at KEI covers all major metros, Tier I & Tier II cities to serve its esteemed customers

Strong Order Book Position of Rs. 3866Crore



- KEI Corporate Office
- KEI Regional Offices



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Key Strengths



8. Growing presence in exports

Established extensive international footprints across 45 countries

Strong order book for exports of Rs. 748 Crore.



Industry Prospects



Economic Factors:

- The growth of real GDP for the first quarter of 2018-19 was 8.2 per cent .
- IIP growth during April-August 2018 was 5.2 per cent, as compared to a growth of 2.3 per cent during corresponding period of previous year .
- During April-August 2018, the production of eight core industries grew by 5.5 per cent, as compared to a growth of 3.0 per cent recorded in the corresponding period of the previous year.
- Capital expenditure grew by 11.1 per cent during the period April- September 2018
- 100 per cent FDI allowed in the power sector has boosted FDI inflows in this sector. Foreign direct investment (FDI) inflows stood at US\$ 12.75 billion during April-June 2018
- With a generation of 1,497 TWh, India is the third largest producer and the third largest consumer of electricity in the world.
- India to become the world's first country to use LEDs for all lighting needs by 2019, thereby saving Rs 40,000 crore (US\$ 6.23 billion) on an annual basis.
- India's energy firms have made significant progress in the global energy sector, according to the latest S&P Global Platts Top 250 Global Energy Rankings, with 10 out of 14 Indian energy companies making it to the list and RIL and IOC ranking third and seventh respectively.
- Over FY10–FY18, electricity production in India grew at a CAGR of 5.69 per cent.
- With electricity production of 1,201.543 BU in India in FY18, the country witnessed growth of around 55.72 per cent over the previous fiscal year.
- India Improves Rank by 23 Positions in Ease of Doing Business



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Industry Prospects



Power and cable Sectors:

- India's power sector is forecasted to attract investments worth Rs 11.56 lakh crore (US\$ 179.31 billion) between 2017-2022 in thermal, hydro, nuclear and renewables segment.
- Expansion in industrial activity to boost cable demand for electricity.
- Power consumption is estimated to increase from 1160.1 TWh in 2016 to 1,894.7 TWh in 2022.
- Global cable market is projected to expand at a CAGR of 4.1% during forecast period to reach USD 235.9 billion by 2026
- Global LVC market was valued at USD 110.8 billion in 2016 and is expected to reach USD 163.5 billion in 2022, growing at CAGR of 6.3% between 2017 and 2022.
- Cable market in India was estimated at USD 7 billion in 2018, increasing at a CAGR of over 10%
- Size of High Voltage cable > 132 kV is estimated at USD 300 million
- Planned addition in 12th five year plan - Generation capacity of 78,700 MV
- As on 31.08.2018 total installed capacity of power sector was 3,44,689 MV (64.34% of Coal, Gas and Diesel, 20.49% of Renewable energy, 13.20 % Hydropower and 1.97% of Nuclear energy)
- Total FDI inflows in the power sector reached US\$ 14.18 billion during April 2000 to June 2018, accounting for 3.64 per cent of total FDI inflows in India.
- India's power sector is forecasted to attract investments worth Rs 11.56 lakh crore (US\$ 179.31 billion) between 2017-2022 in thermal, hydro, nuclear and renewables segment.



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Industry Prospects



Demand Assessment for 2018-2022 - Equipment Wise (as per IEEMA report)

Cables (KV)	Demand (km) FY 2018-2022			CAGR Growth		
	Conservative scenario	Realistic scenario	Optimistic scenario	Conservative scenario	Realistic scenario	Optimistic scenario
PC - up to 1.1 kV	21,02,893	23,74,712	27,49,304	6.65%	6.23%	5.83%
PC - 3.3 kV to 33 kV	2,76,420	3,42,738	4,34,874	6.56%	6.25%	6.31%
PC - 33 kV to 132 kV	15,119	19,491	24,529	10.98%	10.42%	10.53%
PC Above 132 kV	1,372	1,599	2,055	30.46%	30.41%	30.51%
Total Power cable	23,95,804	27,38,540	32,10,762	6.68%	6.28%	5.94%
AB 33 kV	1,606	1,873	2,406	15.36%	15.38%	15.45%
AB 11kV	25,837	30,143	38,755	14.87%	14.87%	14.87%
AB LT	2,65,816	3,38,226	4,26,834	5.30%	4.83%	4.93%
Total AB Cable	2,93,259	3,70,242	4,67,995	6.13%	5.64%	5.74%
Control cable	24,57,960	30,11,897	38,31,218	0.07%	0.05%	0.06%

- Key demand segment of **Power and AB Cable** (35% from new connections, 65% from Transmission and Distribution) and Control Cable (39% from Industries, 61% from Transmission and Distribution).
- Installation of Electric Vehicles Supply Equipment (EVSE) would also contribute in demand of power cables in 13th Plan. However, the demand would only be fully realized in 14th Plan when an upsurge is expected in demand for Electric Vehicle and consequentially EVSE.



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Industry Prospects



Infrastructure and Housing Sectors:

- India has a requirement of investment worth Rs 50 trillion (US\$777.73billion) in infrastructure by 2022 to have sustainable development in the country. Sectors like power transmission, roads & highways and renewable energy will drive the investments in the coming years
- The cumulative growth of the index was 4.3 % in 2017-18 and 5.5 % YOY in April-August 2018. During 2017 18, growth in the index was led by cement (6.3%), Steel (5.6%), and electricity (5.2%).
- In Union Budget 2018-19, the Government of India has given a massive push to the infrastructure sector by allocating Rs 5.97 lakh crore (US\$ 92.22 billion) for the sector.
- The Indian Railways received the highest ever budgetary allocation under Union Budget 2018-19 at Rs. 1.48 trillion (US \$22.86 billion).
- In June 2018, the Asian Infrastructure Investment Bank (AIIB) has announced US\$ 200 million investment in to the National Investment & Infrastructure Fund (NIIF).
- Japanese investment has played significant role in India's growth story. Japan has pledged investments of around US\$ 35billion for the period of 2014-19 to boost India's manufacturing and infrastructure sectors.
- Government of India's Housing for All initiative is expected to bring US\$ 1.3 trillion investments in the housing sector by 2025
- Under Union Budget 2018-19, Pradhan Mantri Awas Yojana (PMAY) (Gramin) was allocated Rs 33,000 crore (US\$ 5.10 billion) while the urban programme of the scheme was allocated Rs 31,500 crore (US\$ 4.87 billion). The scheme is expected to push affordable housing and construction in the country and give a boost to the real estate sector.



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Industry Prospects



Manufacturing sector:

- Investments in the Indian manufacturing sector have been on the rise, both domestic and foreign. Gross Fixed Capital Formation, which represents net investments in fixed assets, has grown 10.44 per cent annually between FY16 and FY18
- GVA of the sector has recorded a CAGR of 4.46 per cent between FY12 and FY18 .
- The manufacturing component of the IIP recorded 4.50 per cent growth in FY18. During Apr-Aug 2018, the manufacturing component of the index grew 5.4 per cent while the overall index grew 5.2 per cent.
- India has been ranked at 30th position on a global manufacturing index
- capital spending by some of India Inc's larger firms rose to a staggering ~4.63 trillion at the end of 2017-18, up from ~3.47 trillion in 2016-17.
- 100 % FDI is approved in the sector through the automatic route under the current FDI Policy.
- An amount of US\$ 1.4 million has been allocated for Scheme for implementation of National Manufacturing Policy in Budget 2017-18.
- Various initiatives like Startup India, Skill India and make in India have been taken by Government of India to encourage Indian as well as multi-national companies to manufacture in India



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Industry Prospects



EPC sector:

- Govt has launched various scheme for up gradation of transmission and distribution network in rural and urban area.
- Funds have allocated Rs 43,033 crore (US\$ 6.64 billion) towards the Deen Dayal Upadhyay Gram Jyoti Yojana (DDUGJY) and Rs 32,612 crore (US\$ 5.04 billion) towards the Integrated Power Development Scheme (IPDS).
- The Pradhan Mantri Sahaj Bijli Har Ghar Yojana-“Saubhagya”, launched by the Government of India with the aim of achieving universal household electrification. As of August 2018, 194.2 million households out of 219.2 million households were electrified and the remaining 25.0 million households are expected to be electrified by end March 2019.
- Under the Union Budget 2018-19, the Government of India has allocated Rs 16,000 crore (US\$2.47 billion) towards Saubhagya scheme.
- Under the Union Budget 2018-19, the Government of India has allocated Rs 4,200 crore (US\$.648 billion) to increase capacity of Green Energy Corridor Project along with other wind and solar power projects
- Indian Railways plans to build 7 high-speed rail corridors to provide faster rail connectivity across the country, for high speed train project, at a cost of US\$ 17 million.
- For 2018-19, the total capital and development expenditure of Railways has been pegged at Rs 148,000 crore (US\$ 22.86 billion)



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Growth Drivers



Power & Infrastructure

- Infrastructure spending estimated at USD 1 trillion in the next five years
- Estimated FDI in Infrastructure sector is USD 250 billion while USD 750 billion is expected to be mobilized locally
- Demand for cables estimated at USD 3 billion (including EHV, MV and LV cables) used for transmission and distribution purposes

EPC

- EPC industry is projected to be a multi-billion-dollar industry
- On the threshold of exponential growth due to gigantic scale of infrastructure opportunities
- Industry estimates suggest, for every rupee invested in power generation capacity, almost 60% is invested in equipment and EPC work
- Consumption of cables in turkey EPC power project account for nearly 25% of the total project cost



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Growth Drivers



Industry

- Cables forms an integral part of every industrial capex
- Cable requirement accrues only after 50% of the industrial project is complete
- Demands are picking up with gradual recovery in expansion plans

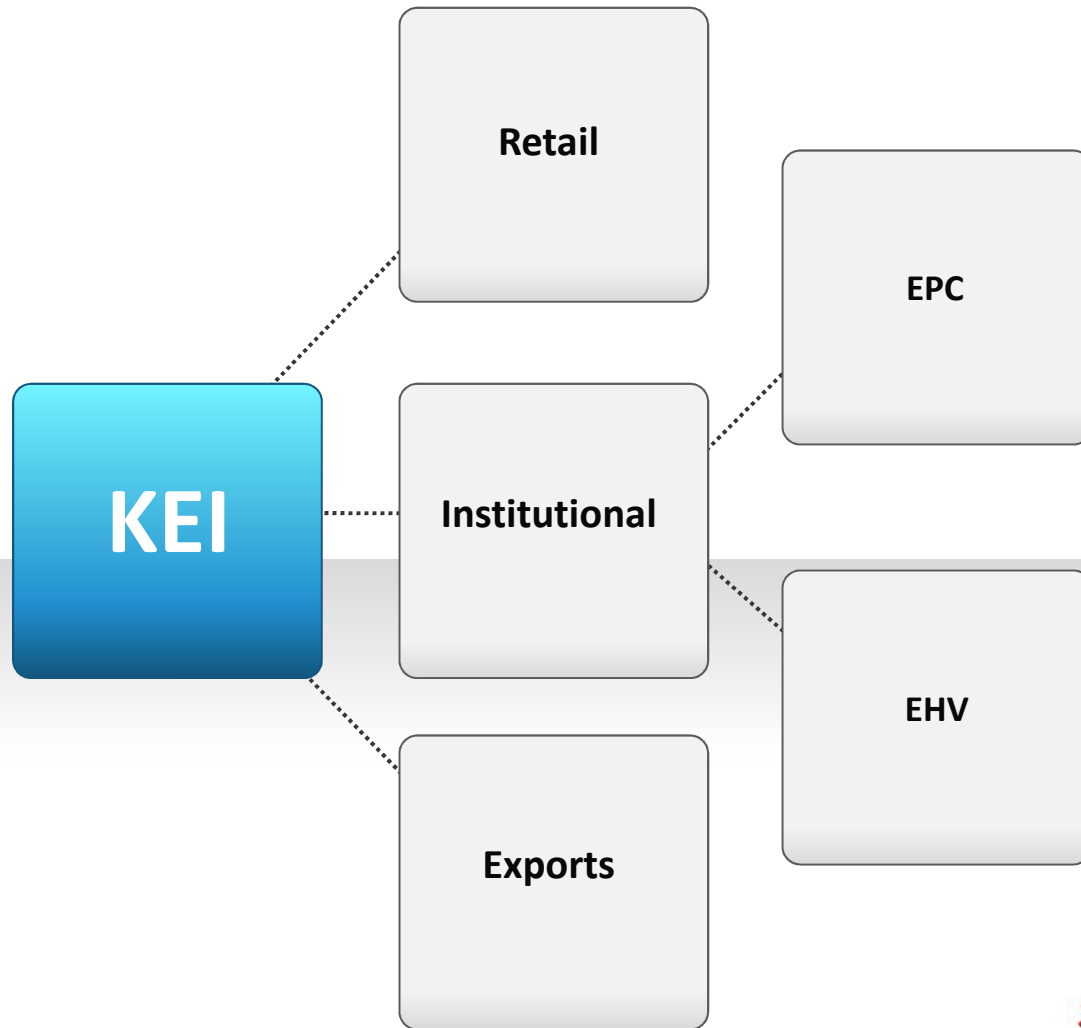
Building & Construction

- Demand for Urban Premium housing set to grow to Rs 757 billion in FY 20 from Rs 116 billion in FY 09
- Demand for Affordable Housing
- IT/ITES and BFSI sectors will lead to increased net absorption of office space
- Commercial office space forecasted to grow at a CAGR of 29.5% from 19.6 million sq ft in 2009 to 42.6 million sq ft in 2013
- Demand for wires is expected to register a CAGR of 13% over the next 7-8 years



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Business Overview



Business Overview



I. Institutional

- Presence in this segment is marked by:
 - Ability to offer multi-products, with a multi-location presence
 - Well-entrenched marketing presence across all states
 - Ability to deliver products fast across the country from plants in North and West
 - Servicing customers flawlessly
- Building specialised offerings to tap niche segments such as shipping sector, oil and petroleum and solar plants even more aggressively
- Tapping large realty brands
- Strengthening all-India presence by embarking on opening new warehouses across the country



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Business Overview



- Servicing prestigious clients across diverse sectors evident from:

Power Sector Clients

ABB

एनटीपीसी
NTPC

TATA
TATA POWER

ESSAR
A positive attitude

GUJNL
GSECL UGVCL PGVCL BGVCL MGVL

JINDAL

Industrial Clients

HINDALCO
ADITYA BIRLA GROUP

INDIAN RAILWAYS

TATA

Punj Lloyd



Business Overview



- Servicing prestigious clients across diverse sectors evident from:

Refineries

The Refineries section displays five logos: Bharat Petroleum (a blue and yellow circular logo), HP (a blue and red logo with a stylized 'H' and 'P'), CPCL (a red and blue circular logo with 'CPCL' in a white bar), IndianOil (an orange and blue circular logo with 'इंडियनऑयल' and 'IndianOil'), and ESSAR (a red and white logo with 'ESSAR' and a red diagonal bar).

Energy Sector

The Energy Sector section displays five logos: Suzlon (a green and white logo with a stylized 'S'), Reliance Energy (a blue and red logo with 'RELIANCE Energy' and 'Anil Dhirubhai Ambani Group'), BSES (a red and white logo with 'BSES' and 'BSES Limited'), ONGC (a yellow and red logo with 'ओएनजीसी' and 'ONGC'), and GAIL (a red and white logo with 'गैल' and 'GAIL', and 'GAIL (India) Limited Gas & Beyond').



Business Overview



- Servicing prestigious clients across diverse sectors evident from:

Fertilizer Sector



Steel Sector

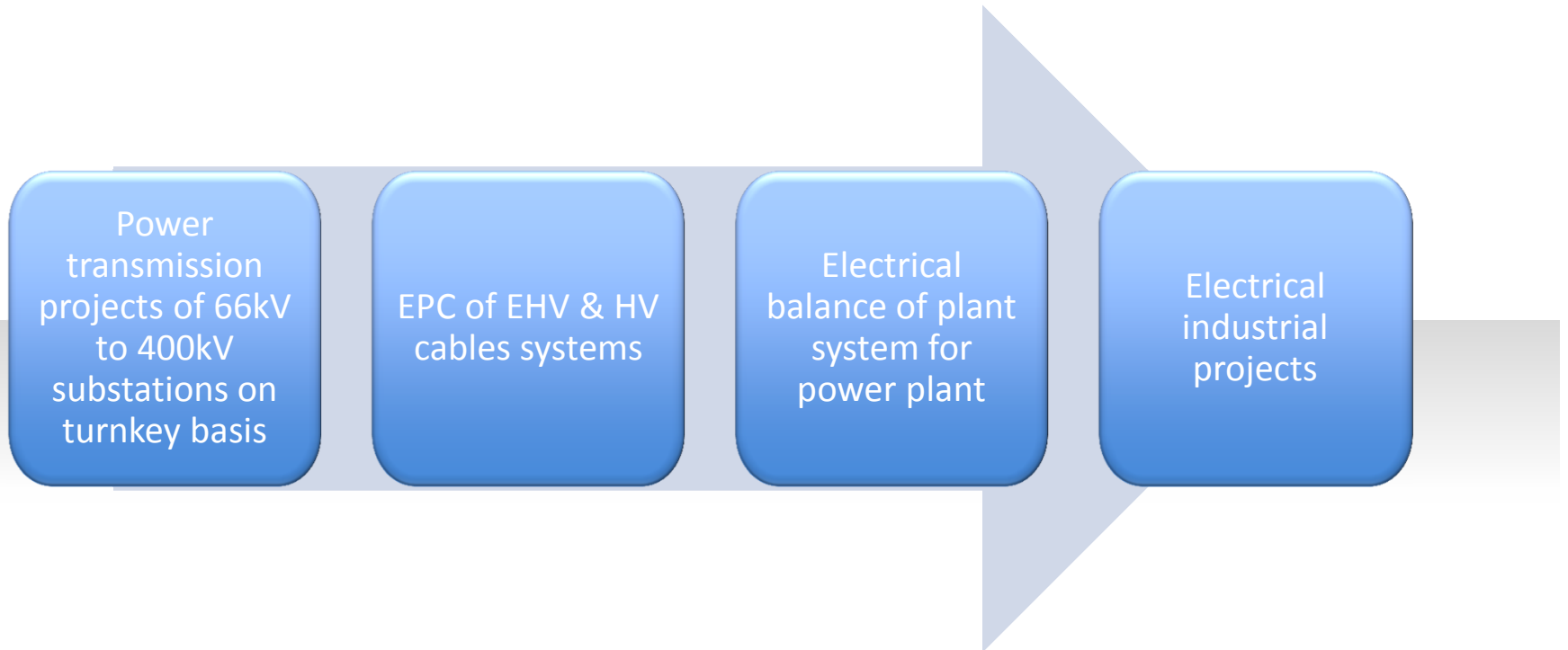


Business Overview



1. Foray into EPC space

- Commenced execution of EPC contracts
- The main services offered by the company in the EPC segment includes execution of:

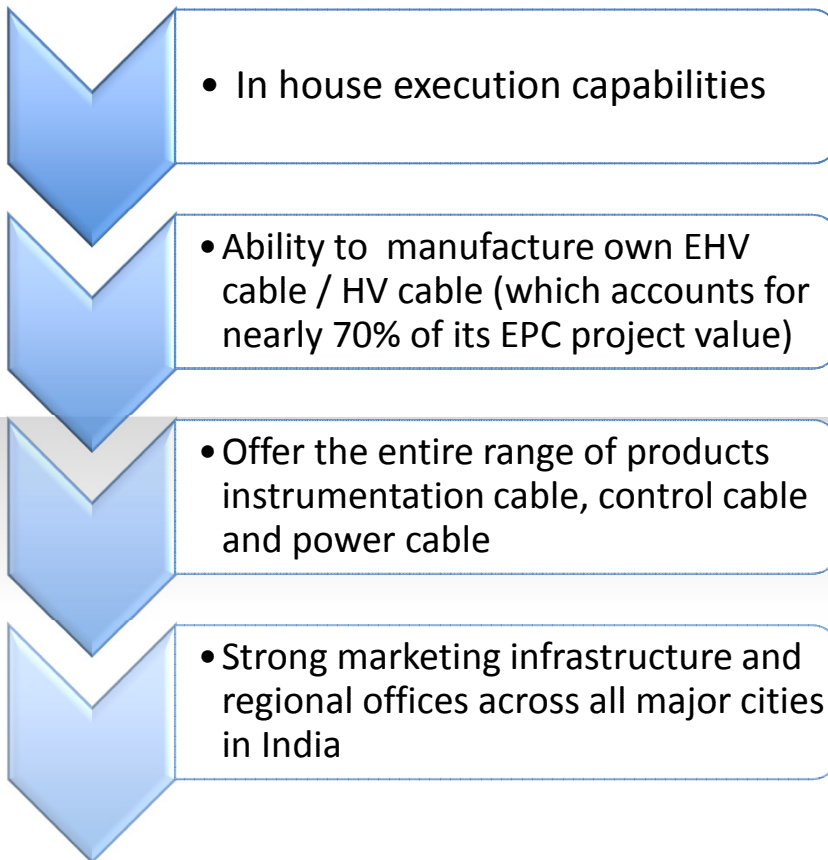


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Business Overview



- The company's key strengths in the EPC segment include:



- Collaborations with Woosun Electric Co., Korea for power projects and Cobra Engineers, Spain for substation execution
- Executing projects for some of the biggest names in the industry:



Business Overview



- Servicing both the government and the private sectors
- Average gestation period of such projects can range from 4 to 24 months
- Aims to foray into other sectors like transmission line, infrastructure projects in the area of SEZ, MRT/Airport, EPC of cement plants, power plant and steel plant in the next 2-3 years
- Key projects executed include:
 - EPC of HV Cablings system for JVVNL, Jaipur
 - MES for 100kV Transform and Electrical System of Air Force station, Gurgaon
 - Projects for power transmission utilities including projects for MSETCL, KSEB, TNEB, RVPNL
 - Projects for Reliance Infrastructure (400kV switchyard for 2x600 mw Thermal Power Project at Hissar
 - Industrial sector for AERENR, Ludhiana
 - Private utilities like Reliance, Tata Etc
 - RAPDRP/DDUGY Project at Mathura , Vrindavan & IPDS Project at Varansi



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Business Overview



2. Strengthening EHV segment presence

- New Line of 400 kV Commissioned at Chopanki Plant.
- With commercial production, KEI is only third company in India to manufacture EHV cables
- The demand for EHV cables in the country has so far been met through imports
- Executed order of TNEB worth Rs. 40 Crores.
- Executed order of KPTCL worth Rs75 Crores.
- Executed order of Rs.138 crore of Uttar Pradesh Rajkiya nirman Nigam Ltd.
- Executed 220 KV EHV Project of Rs. 65 Crore of DMRC
- Executed 220 KV EHV Project of Rs. 40 Crore of PGCIL



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Business Overview



- Foray into the EHV segment is aided by the KEI's Technological collaboration entered into with Switzerland-based M/s Brugg Kabel AG
- Brugg enjoys over 100 years of experience and ability to manufacture cables up to 550 kV
- Collaboration has enabled KEI a faster entry into the EHV cable market with designs, process back-up – services which are sought by end users
- End-users of EHV cables includes transmission companies, mega power plants, metro cities, industries such as steel, cement, refineries, petrochemicals, large realty projects such as IT Parks, large residential complexes, etc
- **Presently Rs. 614 Crore orders of EHV Cable including Accessories and Erection & Commissioning is pending and also L1 Orders of Rs. 47 Crore**



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Business Overview



II. Retail – domestic wires

- Phenomenal progress achieved by the company in the last 6 years
 - Developed a strong reputation as the “power behind the power”
 - Established a clear positioning of a “specialist cable manufacturer”
 - The three pillars of trust & quality, brand awareness & customer service have resulted in robust growth
 - **Added 148 (NET) New Dealer/ Distributor in the current financial year 2018-19 . Total 1400 Dealer’s network as on 31st Dec 2018.**
- Focused efforts and aggressive brand building initiatives have lead to increased house wire sales
 - Product and quality offering, specialist positioning and brand enhancing activities and strengthening of the distribution and dealership network leading to sales growth in FY18-19 approx. 50%.



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Business Overview



III. Exports

- Presence in over 45 countries across the globe with focus on the oil & gas and utilities segment
- Offers wide range of cables viz. EHV (66kV to 400kV), MV (11kV to 33kV) and LV (< 11kV) cables
- Competitive pricing and ability to offer customised solutions and speciality cables
- Export market is expected to grow at rapid pace with opening of new branch offices
- Strengthened prequalification parameters and achieved approvals for large projects with local companies in Middle East & South Africa & Australia
- Part of various international exhibitions to establish new linkages and showcasing strong commitment to grow presence in the overseas market
- **Overseas offices in Singapore, Nigeria, Johannesburg South Africa, and Dubai/Abudhabi, Gambia**
- **And presence in Korea and Australia through Agent & opened Subsidiary Co. in Australia & JV in Johannesburg**
- **Strong order book of Rs. 748 Crore of Export.**



Future Outlook



New Industrial cable



Presence across complete range of cables up to 400kV



Enhanced capacities



Turnkey EPC solutions

Widest range of power & instrumentation cables



Focused approach in its domestic house wires and EHV segment



Key technological tie-ups with Brugg Kabel A.G.



Experienced & trusted brand name



Delivering growth



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Financials



Rs. In Crores

	FY 12	FY 13	FY 14	FY15	FY16	FY 17	FY 18	9M FY 19
Net Sales	1722	1658	1619	2024	2325	2666	3446	2968
PBDIT	152	173	154	197	248	279	348	308
PBT	36	43	22	53	95	126	204	189
PAT	24	26	12	34	62	94	145	122
Net Fixed Assets	318	311	314	302	356	406	427	486
Net Worth	227	256	273	304	363	461	605	719
Net Debt	471	465	509	433	509	640	628	729
Buyer Credit	17	9	2	20	52	140	138	0
ROCE (%)	19	21	18	22	27	28	31	
ROE (%)	11	12	5	13	19	23	27	



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Financials



Rs. In Crores

	Q3 (16-17)	Q4 (16-17)	Q1 (17-18)	Q2 (17-18)	Q3 (17-18)	Q4 (17-18)	Q1 (18-19)	Q2 (18-19)	Q3 (18-19)
Revenues Net	728	746	778	749	889	1030	884	997	1087
PBDIT	78	81	78	77	91	100	87	102	119
PBT	37	43	40	42	58	64	50	63	76
PAT	27	32	27	28	39	50	32	41	48
EPS	3.49	4.06	3.53	3.66	4.98	6.32	4.11	5.27	6.14



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Financials



Rs. In Crores

Net Sales	FY 16-17	FY17-18	Q1 FY17-18	Q2 FY17-18	Q3 FY17-18	Q4 FY17-18	Q1 FY18-19	Q2 FY18-19	Q3 FY18-19
Domestic	1608	2015	487	400	510	618	507	536	541
Dealer	683	978	181	212	270	315	298	340	356
Export	375	453	110	137	109	97	79	121	190
Total	2666	3446	778	749	889	1030	884	997	1087
LT Cable	1205	1418	308	307	396	407	314	430	396
HT Cable	381	498	106	116	115	160	149	152	216
EHV	102	168	59	19	38	52	39	7	49
HW,WW	428	564	105	131	141	187	180	209	208
SS Wire	103	116	27	30	29	30	31	36	33
EPC other Than Cable	423	654	170	137	160	187	158	149	176
Others	24	28	3	9	10	7	13	14	9
Total	2666	3446	778	749	889	1030	884	997	1087



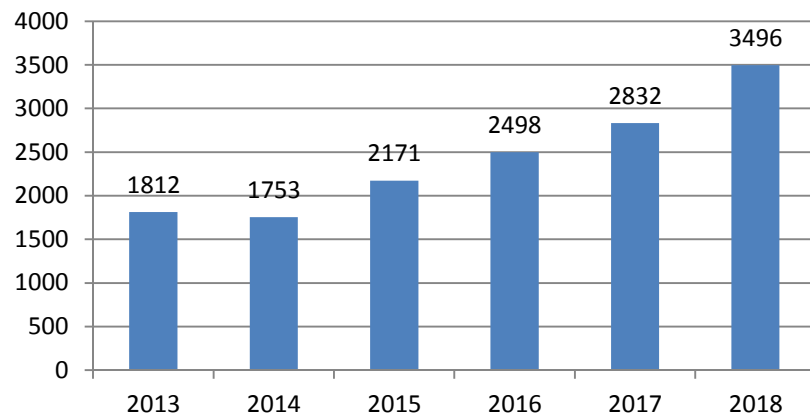
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Financials

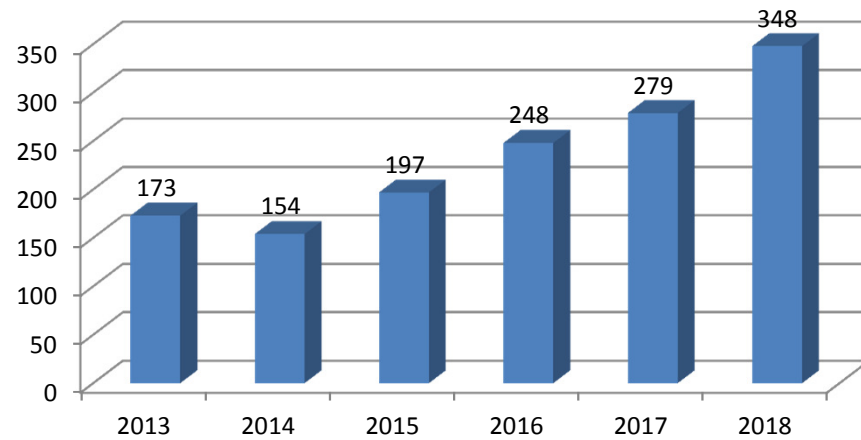


Rs. In Crores

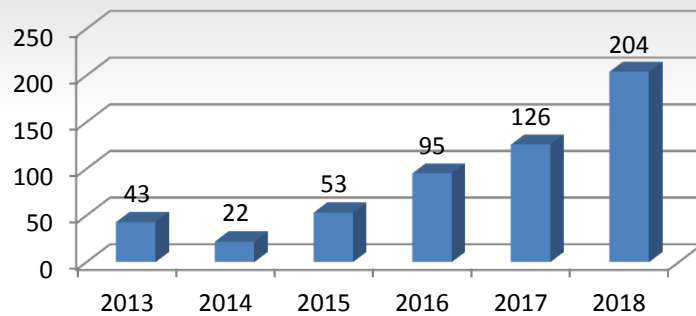
Revenues



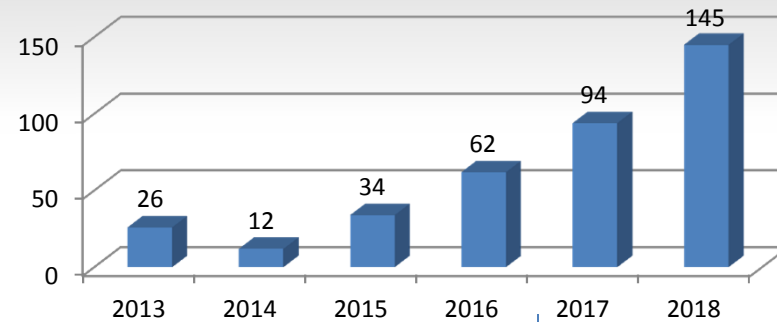
PBDIT



PBT



PAT

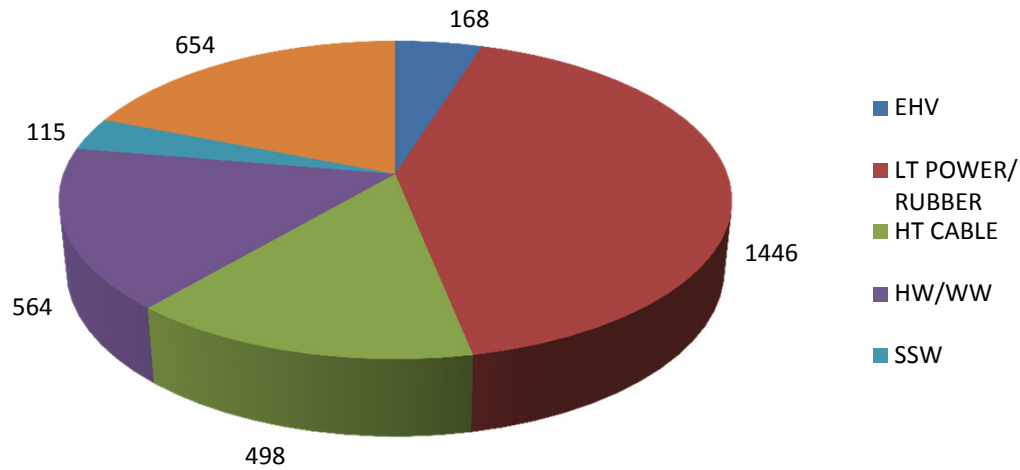


Financials

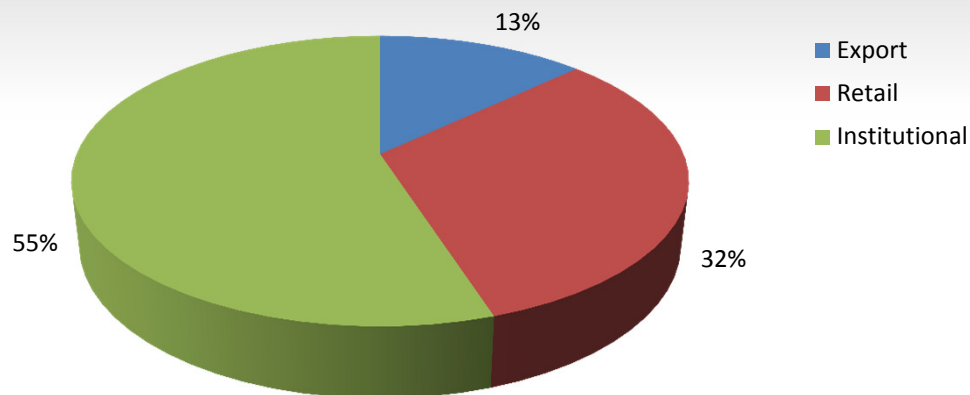


Rs. In Crores

Product wise Net Sales FY 18



Revenue Mix FY 18

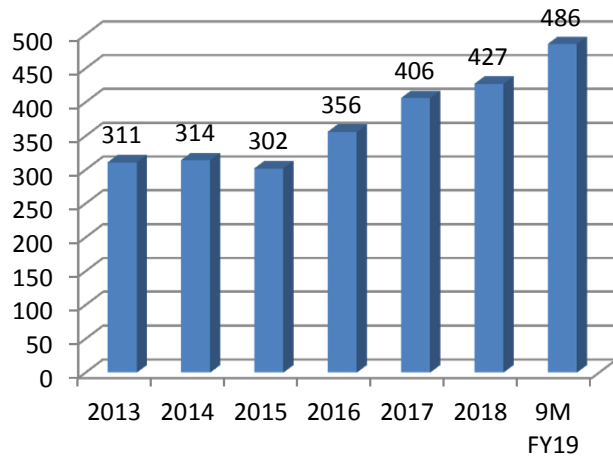


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Financials

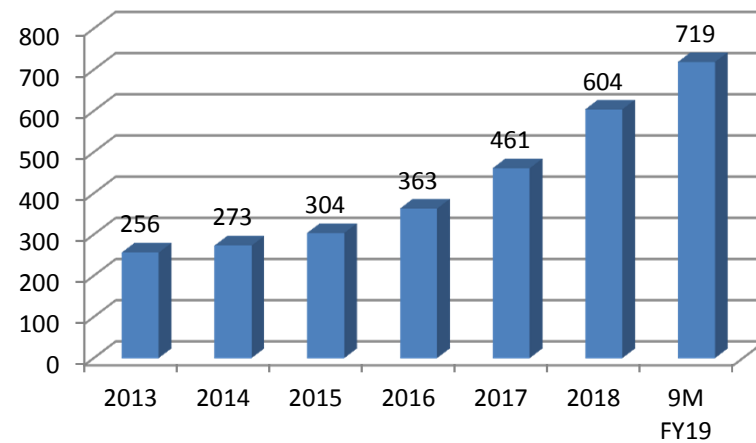


Net Fixed Assets

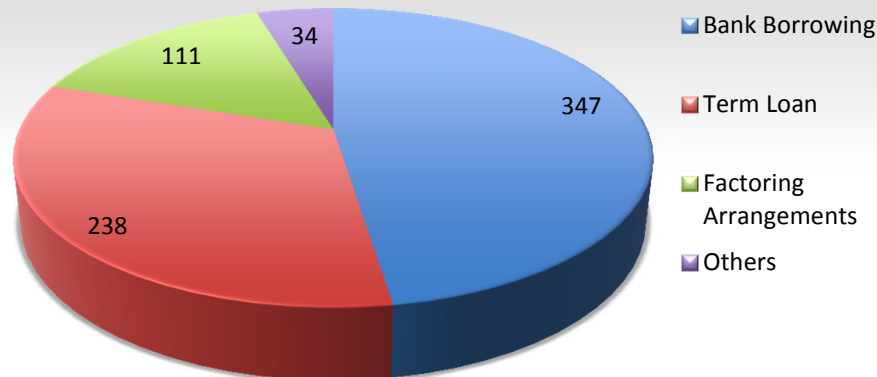


Net worth

Rs. In Crores



Net Debt as on 31.12.2018



Future Growth Driver



- **F.Y. 2018-19 Additional turnover of approx Rs. 300-350 Crore from Retail market, Rs. 50 Cr from EHV Cable, Rs. 50 Cr from Export , apart from normal growth in existing range of cable.**
- Expansion of House Wire and Flexible Wire for Retail & Distributor started in Silvassa.
- Expansion of EHV Cable up to 400 Kv completed
- Expansion in Existing Product Range : LT Cable completed at Pathreri and HT cable at Pathreri will be completed in Q4 of FY 18-19
- Expansion of Dealer/ Distributor in a big way.
- Expansion of Export market in a big way.

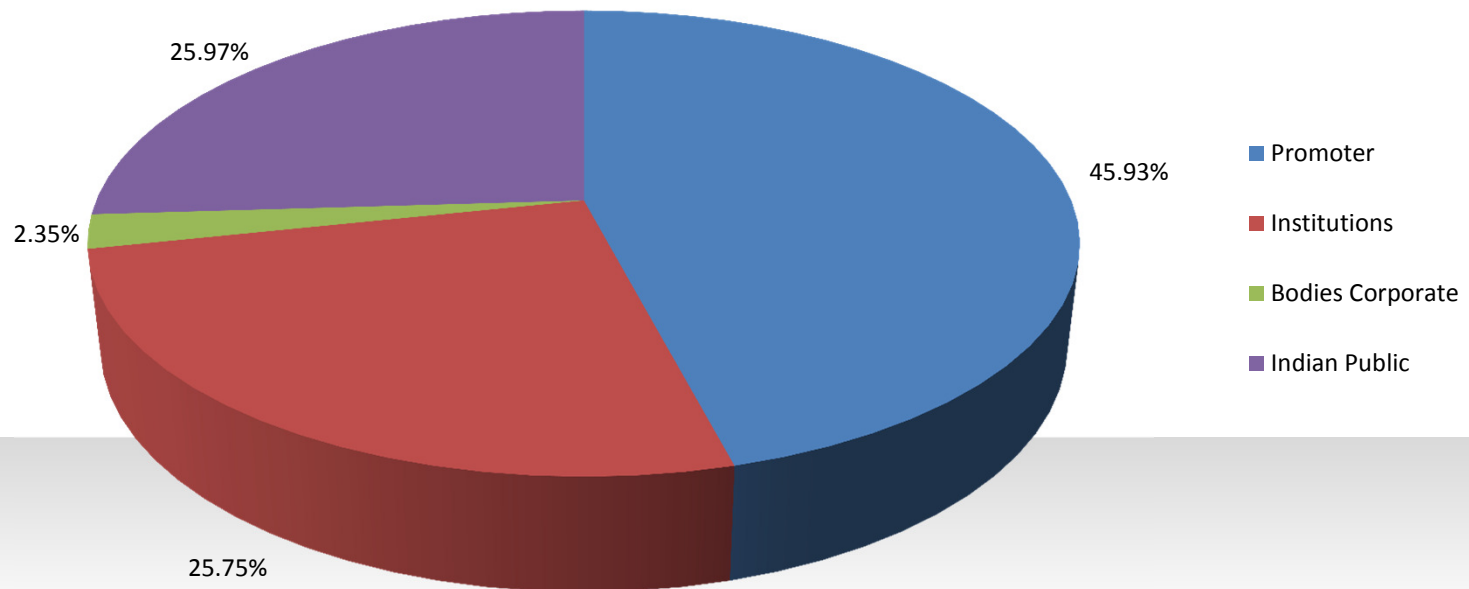


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Shareholding Pattern



% Shareholding as on 31.12.2018

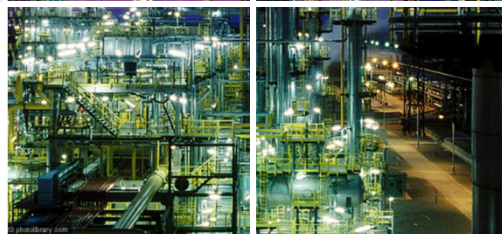
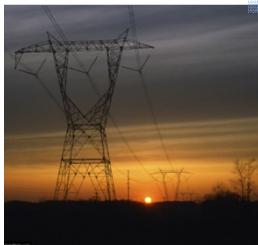
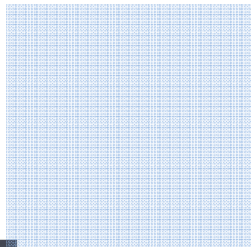


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Thank You !



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