



PRINCIPAL PARTNER

KEI
Wires & Cables

KEI INDUSTRIES LIMITED

Corporate Presentation

June,23



GHAR KI
WIRING
MATLAB LIFE KA
BIGGEST
GAME





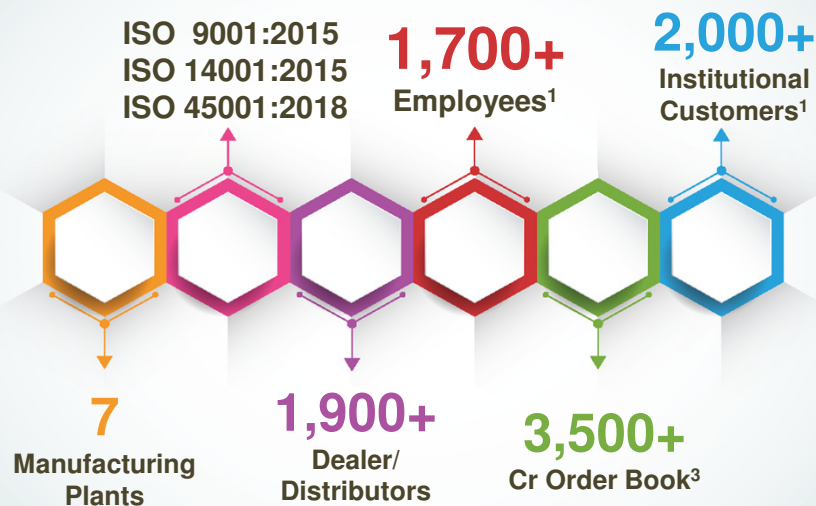


Company Overview

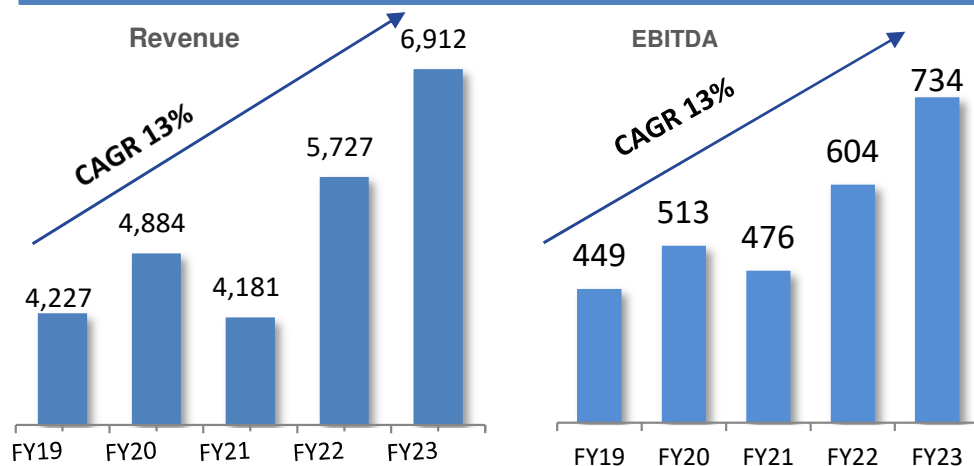
Overview

- Leading manufacturer of cables and wires with a wide product portfolio spread across
 - EHV, HT and LT Power Cables, House Wire, Stainless Steel Wire
- Forward integrated into EPC services for Power, Distribution, Transmission and sub-station projects
- 5 plants located at Bhiwadi, Chopanki, Pathredi (Rajasthan) and Rakholi, Chinchpada (D&NH)
- 2 Plants for backward integration of PVC compound at Harchandpur (Rajasthan) and Dapada (D&NH).
- Robust R&D facility with in-house lab accredited by NABL
- Established in 1968

Key Metrics

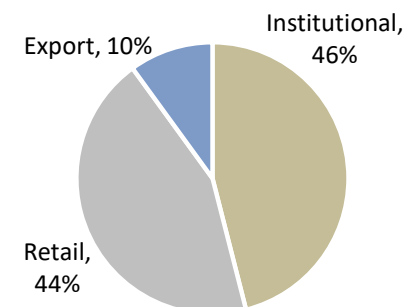
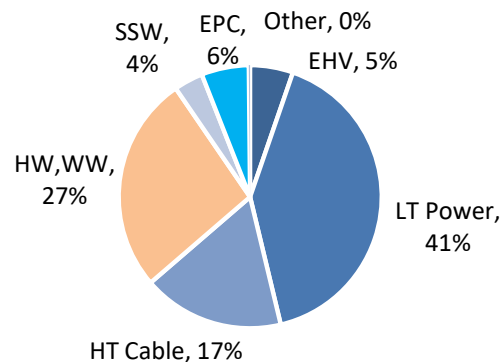


Key Financials² (INR Cr)



Note: 1 – As of 31st March, 2023. 2 – Based on Standalone Financials 3- As on July, 2023

Product and Revenue Split² (FY23)





Major Highlights

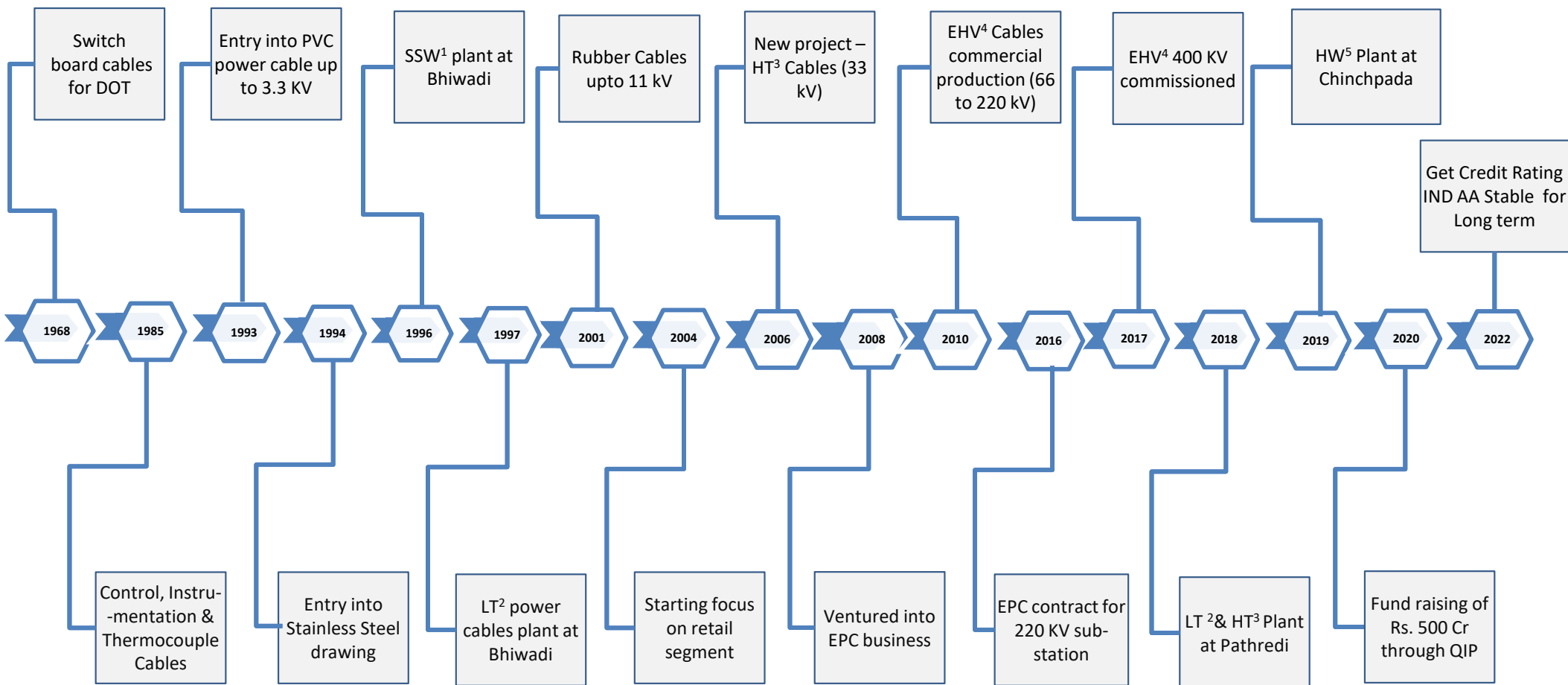
- ❖ ET 500 2022 KEI ranking is 289.
- ❖ During FY 2019-20, Company has raised fund Rs. 500 Crore through QIP.
- ❖ India Ratings and Research Private Limited has affirmed its long term ratings as AA (with positive outlook). ICRA and CARE long term rating is AA (Stable). Short term rating from India Ratings, ICRA and CARE is A1+.
- ❖ Insurance of Receivables to mitigate risk.
- ❖ Healthy Order Book to achieved turnover and Profitability.
- ❖ Healthy Brand Visibility – TV Advertising , IPL Sponsorship, Customer Loyalty and Preferences.
- ❖ Super Brand Status 2011-2016 and 2019 - 2023
- ❖ Diversified business profile across customers, industries and manufacturing locations.
- ❖ Increased focus on Exports and Retail segments to improve profitability as well as working capital.
- ❖ Very Strong relationship with banks.
- ❖ Highly committed promoters and management





Consistently Evolving Business Model

- ✓ Focus has been on expanding product portfolio
- ✓ De-risking business by increasing diversification



Note: 1 – Stainless Steel Wire; 2 – Low tension cables; 3 – High Tension Cables; 4 – Extra High Voltage, 5- House Wire





PRINCIPAL PARTNER

KEI
Wires & Cables

Richly Experienced Management Team

Mrs. Archana Gupta
Director



Mr. Akshit Diviaj Gupta
Director



Mr. Manoj Kakkar
Executive Director
(Sales & Marketing)



Mr. Rajeev Gupta
Executive Director
(Finance) & CFO



Mr. Anil Gupta
Chairman-cum-Managing Director

Mr. Lalit Sharma
COO



Mr. Manish Mantri
Sr. Vice President (EPC)



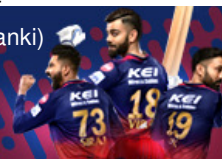
Mr. Dilip Barnwal
Vice President
(Operations-Silvassa)



Mr. Daya Nand Sharma
Vice President
(Operations-Chopanki)



Mr. K.C Sharma
Sr. Vice President
(Operations-Bhiwadi)





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Comprehensive Product Portfolio

Wide product basket comprising:

- Extra-High Voltage Cables up to 400 KV
- High & Medium Voltage Cables
- Control & Instrumentation Cables
- Specialty Cables
- Submersible Cables
- Rubber Cables
- Solar Cables
- PVC/Poly Wrapped Winding Wires
- Flexible & House Wires
- Stainless Steel Wires
- Fire Survival/ Resistant Cables
- EPC Projects

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



EHV cables



HT cables



LT cables



Control Cables



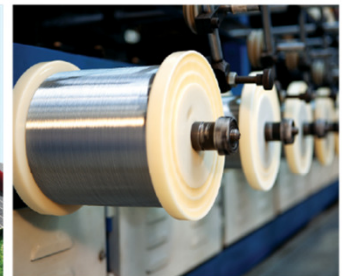
Instrumentation



Offshore Cables



Solar Cables



SS Wires



Winding Wires



House Wires



Flexible Wires



Rubber Cables





Company Strengths



1

Well diversified across multiple dimensions

Wide basket of products used across multiple industries
Low customer concentration

2

Strategically located manufacturing facilities and Strong R&D capabilities

Manufacturing facilities across 7 locations
Strong R&D focus helps in new product development and customized solutions to customers

3

Strong presence in retail segment with a well entrenched distribution network

Increasing focus on retail segment
Strong distribution network with pan India retail sales

4

Growing exports presence

Presence in 50+ countries with offices in 5 countries
Exports provide natural hedge on forex as the company also imports raw materials

5

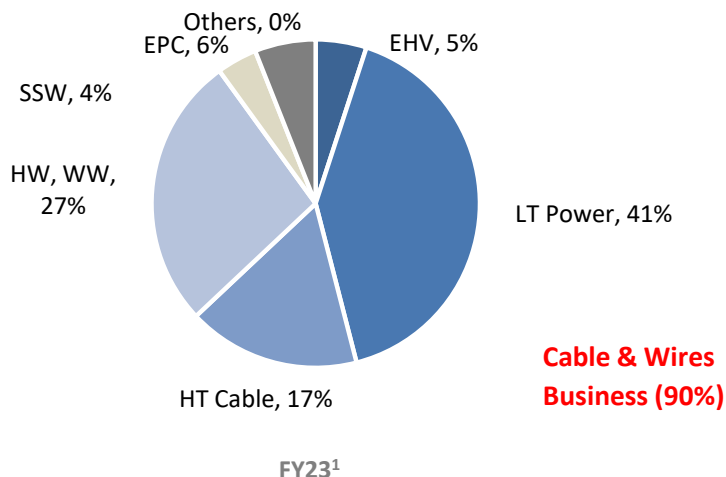
Strong Finance performance

Strong growth and return ratios with comfortable debt profile

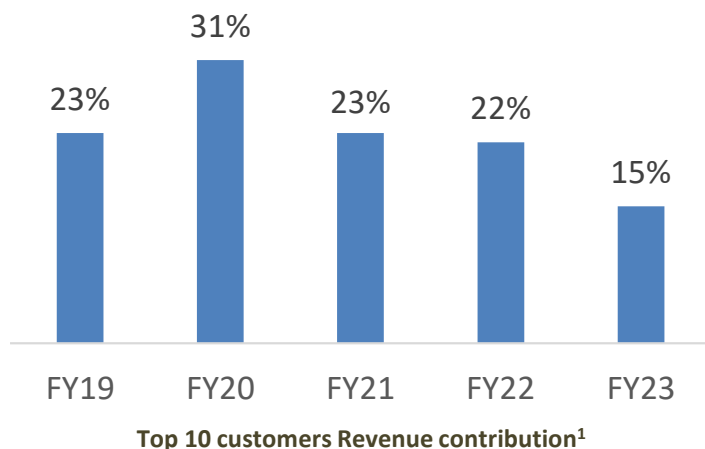


Well Diversified across Multiple Dimensions

Wide Product Basket...



...Coupled with low customer concentration



Note: 1 – Based on Standalone Financials

...With applications across Industries



- KEI is diversified across products and industries
- Customer concentration is low with top 10 customers accounting for 15% of sales in FY23
- Diversification helps in de-risking



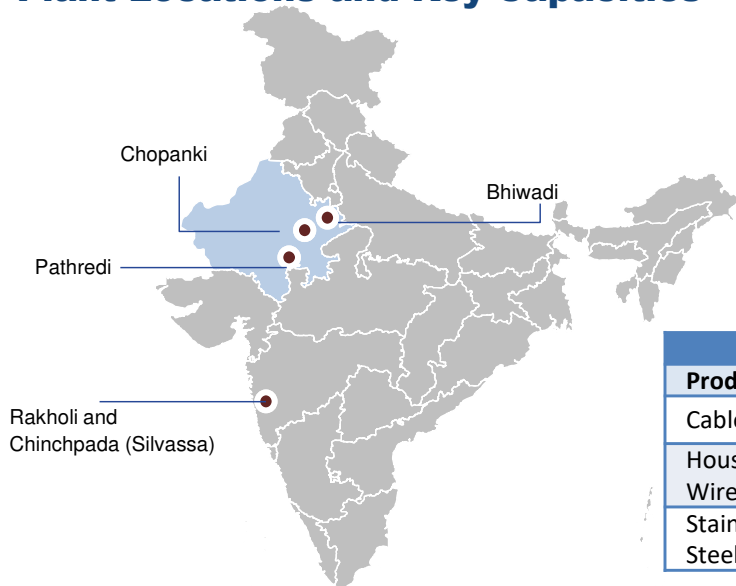


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Strategically located manufacturing facilities & Strong R&D capabilities

Plant Locations and Key Capacities



Capacity Utilization		
Product	FY22	FY23
Cables	76%	91%
House Wire	59%	79%
Stainless Steel Wire	84%	87%

Products (as of 31 st March'23)	Bhiwadi	Rakholi	Chopanki	Pathredi	Chinchpada
EHV	✓		✓		
HT Power Cable	✓		✓	✓	
LT Power Cable	✓	✓	✓	✓	
Control Cable	✓	✓		✓	✓
Instrumentation/Communication Cable	✓			✓	✓
Rubber cable	✓				
House Wire/ Winding Wire	✓	✓			✓
Stainless Steel Wire	✓				

Plant Location	Start Date	Capacity (As of 30th June, 23)
Bhiwadi	1996	<ul style="list-style-type: none"> Cable – 54,800 Kms House Wire/WW – 190,000 Kms Stainless Steel Wire – 9,000 MT
Rakholi	2002	<ul style="list-style-type: none"> Cable – 30,000 Kms House Wire – 696,000 Kms
Chopanki	2007	<ul style="list-style-type: none"> Cable – 4,900 Kms
Pathredi	2018	<ul style="list-style-type: none"> Cable – 22,600 Kms
Chinchpada	2019	<ul style="list-style-type: none"> House Wire – 9,32,400 Kms Cable- 15,300 Kms Communication cable – 28,800 Kms

Strong R&D capabilities

- R&D facility with in-house lab accredited by NABL
- Customized solutions for customers
- Continuous focus on development of new products
- Niche product offerings
- Focus on developing specialty products





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.... Strategically located manufacturing facilities and Strong R&D capabilities



Pathredi Plant



Bhiwadi Plant



Chopanki Plant



Silvassa Plant



Chinchpada Plant

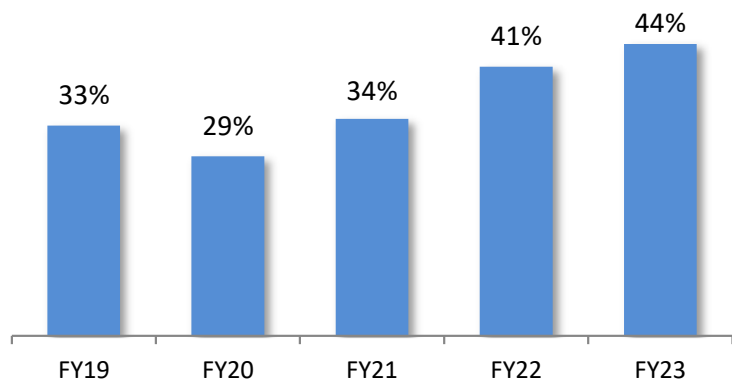
Adherence to the most stringent quality standards laid down by KEI

Our products are tested by KEMA (The Netherlands), TUV (Rheinland), SGS, IRS, ABS, CEIL, BRE (UK), LLOYDS REGISTER, BVQI, DNV, CPRI, ERDA, IDEMI, EIL, PDIL, MECON, NTPC, NPCIL, TUV India, RINA, PGCIL, TPL, DQAN, EQM, UL, RDSO, CE regulatory, UKCA regulatory, Ghost Cutr.



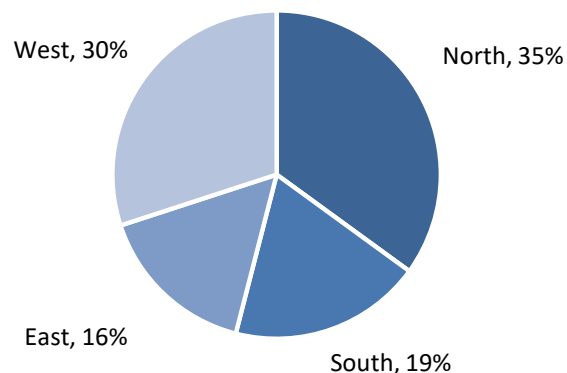
Strong presence in retail segment with a well entrenched distribution network

Increasing focus on retail...



Retail as a % of sales ²

...Leading to Pan India retail sales



FY23²

...With strong distribution network...

	# of Dealers / Distributors ¹	# of Marketing Offices ¹
North	654	9
South	367	7
East	450	6
West	439	14

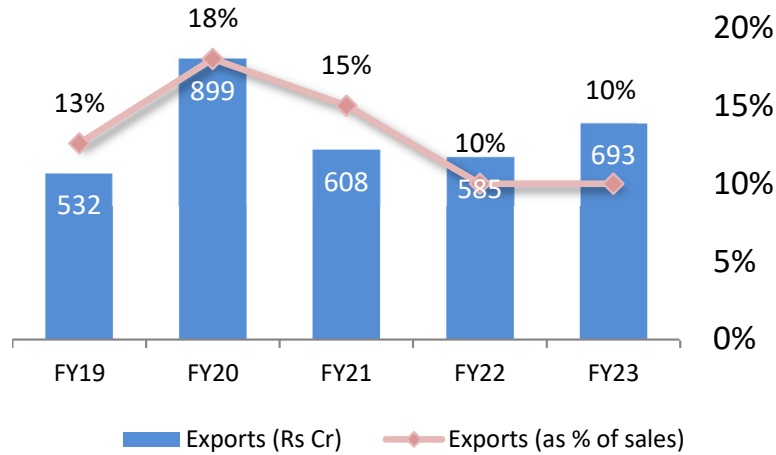
- Strong distribution network covering major metros and Tier 1 and 2 cities
- 23 depots across India
- 36 marketing offices across the country
- Company is focussing on marketing through various brand promotion activities via multiple communication channels

Note: 1- As of 31stth March, 2023; 2- Based on Standalone Financials



Growing Exports Presence

Export Sales of product and services in last 5 years



- Exports accounted for 10% of sales in FY23 Exports provide natural hedge on forex as the company also imports raw materials
- Strong order book for exports of Rs. 673Cr (including EPC) as on July, 2023.

Presence across over 60 countries with offices in 5 countries



Note: Based on Standalone Financials

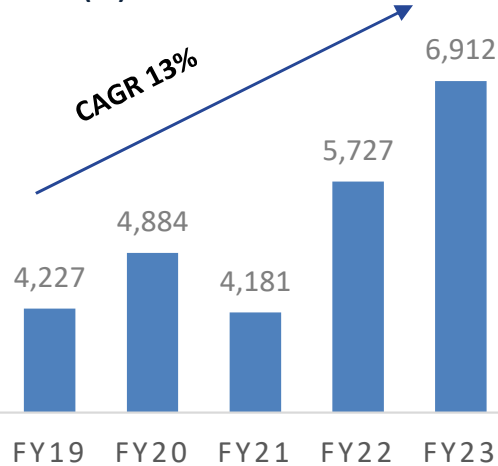




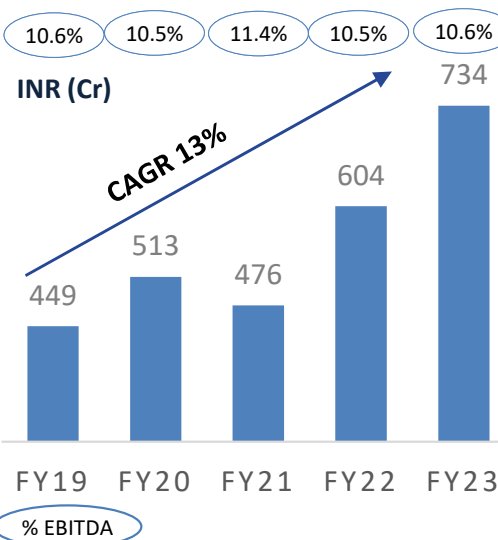
Strong Financial Performance

Robust Revenue Growth...

INR (Cr)

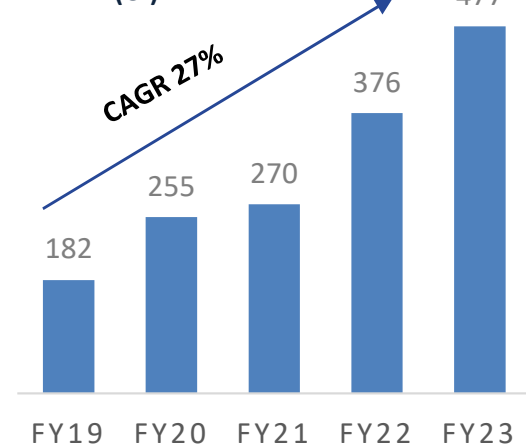


...with stable EBITDA Margins...



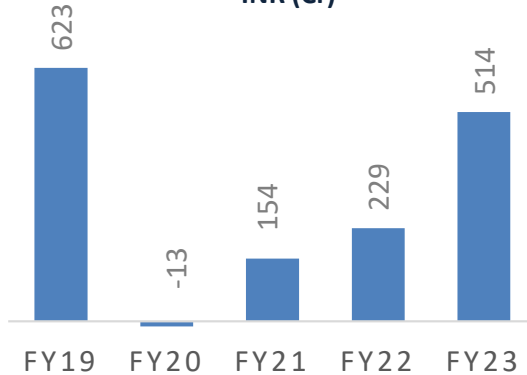
...and strong PAT Growth

INR (Cr)



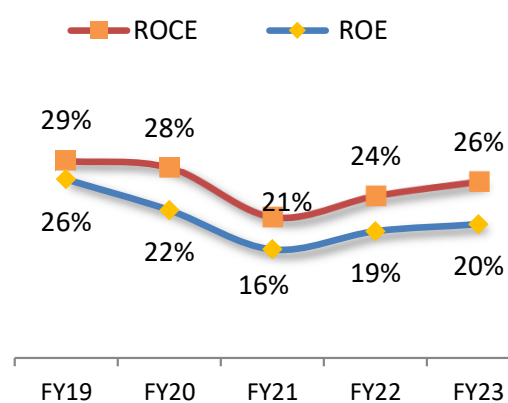
Cash Flow

INR (Cr)



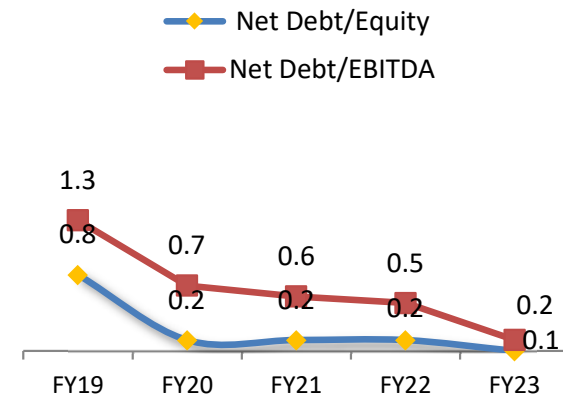
¹Net Cash from Operating Activities

Robust Return Ratios²



Note: 1-Standalone Financials 2- Average basis

Comfortable Debt Profile





Growth Strategy

Retail Business

Continued focus to increase share of retail business in overall sales mix

Distribution Channel

Focus on increasing penetration by further expanding distribution network

Overseas Market

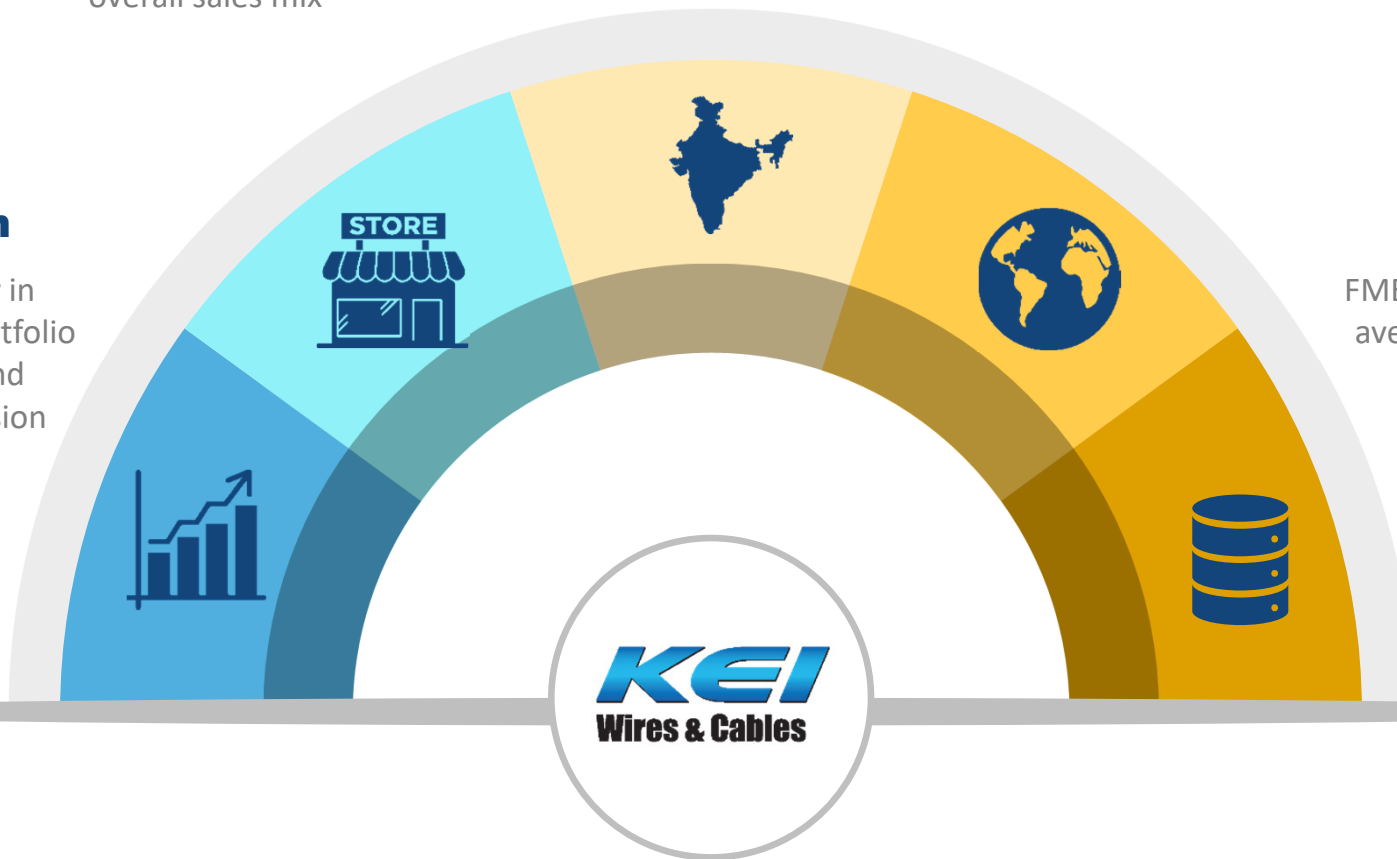
Further increase presence in overseas market

Capacity Expansion

Increase capacity in existing product portfolio by Brownfield and Greenfield expansion

FMEG Market

FMEG market to be the next avenue of growth after 2-4 years





Economic Factors :

- In FY 2023-24, India's GDP is expected to rise by 6.5%.
- India is growing rapidly and is expected to become a US\$ 5 trillion economy by 2025. In these nine years, the Indian economy has increased in size from being 10th to 5th largest in the world.
- Indian economy has increased in size from being 10th to 5th largest in the world in the past nine years
- India's goods and services tax (GST) collection in April 2023 increased 12% year-on-year to reach an all-time high of Rs. 1.87 trillion (US\$ 22.9 billion).
- Government's commitment towards country's inclusive development is manifest in enhanced capital expenditure for 2023-24, adopting the seven priorities. They compliment each other and act as the "Saptarishi" to reduce the infrastructure gap, and facilitate private investment.
- India fastest growing economy among G-20 nations. G20 Presidency gives us a unique opportunity to strengthen India's role in the world economic order.
- As per Budget 2023-24, "Effective Capital expenditure" of centre to be Rs 13.7 Lakh crore (US\$ 167.26 billion).
- In order to boost India's digital economy, the Reserve Bank of India (RBI) will be launching the Central Bank Digital Currency (CBDC) as India's official digital rupee.
- the Reserve Bank of India (RBI) approved international trade settlements in Indian rupees (INR) in order to promote the growth of global trade with emphasis on exports from India and to support the increasing interest of the global trading community.
- India is expected to be the second-largest market in 5G services followed by China in the next 10 years.



Power and cable Sectors:

- Expansion in industrial activity to boost cable demand for electricity.
- India is the third-largest producer and consumer of electricity worldwide, with an installed power capacity of 417.66 GW as of May 31, 2023. The Central Electricity Authority (CEA) estimates India's power requirement to grow to reach 817 GW by 2030.
- The global wires and cables market size surpassed US\$ 215.8 billion in CY 2022 and is expected to grow at a CAGR of 8.5% to reach US\$ 500.4 billion in CY 2032 backed by the increasing infrastructure development, growing demand for consumer electronic products and technological advances in the communication industry.
- The wires and cables (W&C) sector comprises ~45% of the electrical equipment industry in India. The domestic W&C market is expected to grow at an impressive CAGR of 12% over FY 2021-26.
- As per the National Infrastructure Pipeline 2019-25, energy sector projects accounted for the highest share (24%) out of the total expected capital expenditure of Rs. 111 lakh crore (US\$ 1.4 trillion).
- In Union Budget 2023-24, the government allocated US\$ 885 million (Rs. 7,327 crore) for the solar power sector including grid, off-grid, and PM-KUSUM projects.
- In the years to come, multiple factors will boost growth of Cables & Wires and open up an avenue of possibilities for the industry.
 - ✓ 5G Spectrum
 - ✓ Communication Advancements
 - ✓ Automation & Robotics
 - ✓ Dominance of organized sector
 - ✓ Industries Capex



Real State Sectors:

- Government of India's Housing for All initiative is expected to bring US\$ 1.3 trillion investment in the housing sector by 2025.
- Real estate sector in India is expected to reach US\$1 trillion by 2030. By 2025, it will contribute 13% to the country's GDP.
- In the Union Budget 2023-24, a commitment of Rs. 79,000 crore (US\$ 9.64 billion) for PM Awas Yojana has been announced, which represents a 66% increase compared to the last year.
- Driven by increasing transparency and returns, there's a surge in private investment in the sector.
- Private market investor, Blackstone, which has significantly invested in the Indian real estate sector (worth Rs. 3.8 lakh crore (US\$ 50 billion), is seeking to invest an additional Rs. 1.7 lakh crore (US\$ 22 billion) by 2030
- Demand for Residential space expected to grow Sharply.
 - Rapid urbanisation
 - Growth in population
 - Rise in the number of nuclear families
 - Easy availability of finance
 - Growth in Tourism
 - Government policies
- Niche sectors expected to provide growth opportunities
 - Flex Space Segment
 - Healthcare, Hotels
 - Senior citizen housing
 - Smaller office spaces
 - Service apartments



Infrastructure Sectors:

- India has to enhance its infrastructure to reach its 2025 economic growth target of US\$ 5 trillion
- Budget 2023-24, the government has given a massive push to the infrastructure sector by allocating Rs.10 lakh crore (US\$ 122.08 billion) to enhance the infrastructure sector.
- Budget 2023-24 is complemented with continuation of the 50-year interest free loan to state governments for one more year to spur investment in infrastructure and to incentivize them for complementary policy actions, with a significantly enhanced outlay of Rs. 1.3 lakh crore (US\$ 16 billion)
- The government announced Rs. 305,984 crore (US\$ 42billion) over the next five years for a revamped, reforms-based and result-linked new power distribution sectors scheme.
- AAI plans to develop over 50 airports in tier II and tier III cities in the next 5 years.
- Expenditure Allocation in Budget for FY 2023-24.
 - Rs. 2,40,000 crore (US\$ 29 billion) for Railways.
 - Rs. 93,478 crore (US\$ 11.3 billion) for IT and Telecom.
 - Rs. 2,70,435 crore (US\$ 32.7 billion) for Roads and Highways Infrastructure.
 - Rs. 19,518 crore (US\$ 2.4 billion) for Metro Project.



Manufacturing, Engineering and Capital Goods Sectors:

- Capacity creation in sectors such as infrastructure, power, mining, oil and gas, refinery, steel, cement automotive and consumer durables is driving demand in the engineering sector.
- Increase Investment in Indian Manufacturing sector by domestic and foreign Institutional.
- India is on a path of becoming the hub for hi-tech manufacturing as global giants.
- Govt of India introduced Production Incentive Scheme (PLI) for Large Scale manufacturing.
- The manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025
- In March 2023, the Manufacturing Purchasing Managers' Index (PMI) in India stood at 56.4 .
- Growth Drivers
 - Supportive Government policies leading to higher investments
 - Increase in infrastructure spending
 - Capacity addition for power generation
 - Increasing FDI inflows
 - Easy credit facilities for manufacturing companies
 - Increase in Exports
 - Increase in Consumption





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Wires & Cables

Strengthening Brand Recognition



Partner



2013-2015



2009-2012



**Wires & Cables
Specialist**



Jode Dilon Ke Taar



2016-2017



2019-2020



**Har Tension Sahe
Chalti Rahe**



**IPL Sponsorship
from
FY 17 to FY 24**





...Strengthening Brand Recognition

Highlights of Branding Activities

Bus Branding



Hoarding



Katra Railway Station



Meet & Greet RCB Delhi





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...Strengthening Brand Recognition

Highlights of Sports Sponsorship Activities

Title Sponsorship of Real Kabaddi League



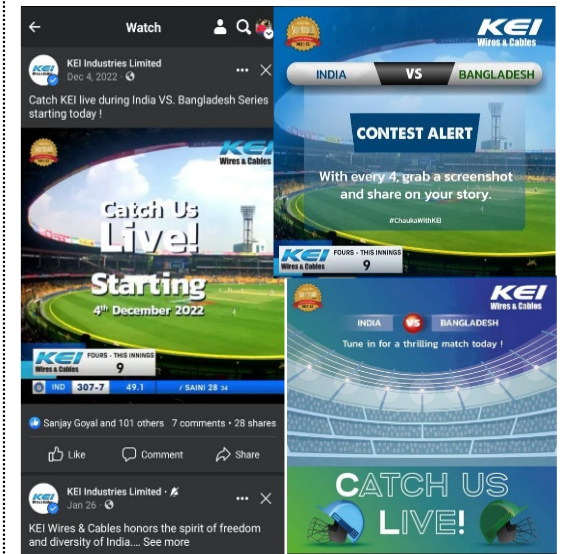
On ground Activations

Tamil Thalaivas- Pro Kabaddi League



Jersey Sponsorships

India Vs Bangladesh Series



Digital Amplifications



Highlights of IPL Sponsorship Activities





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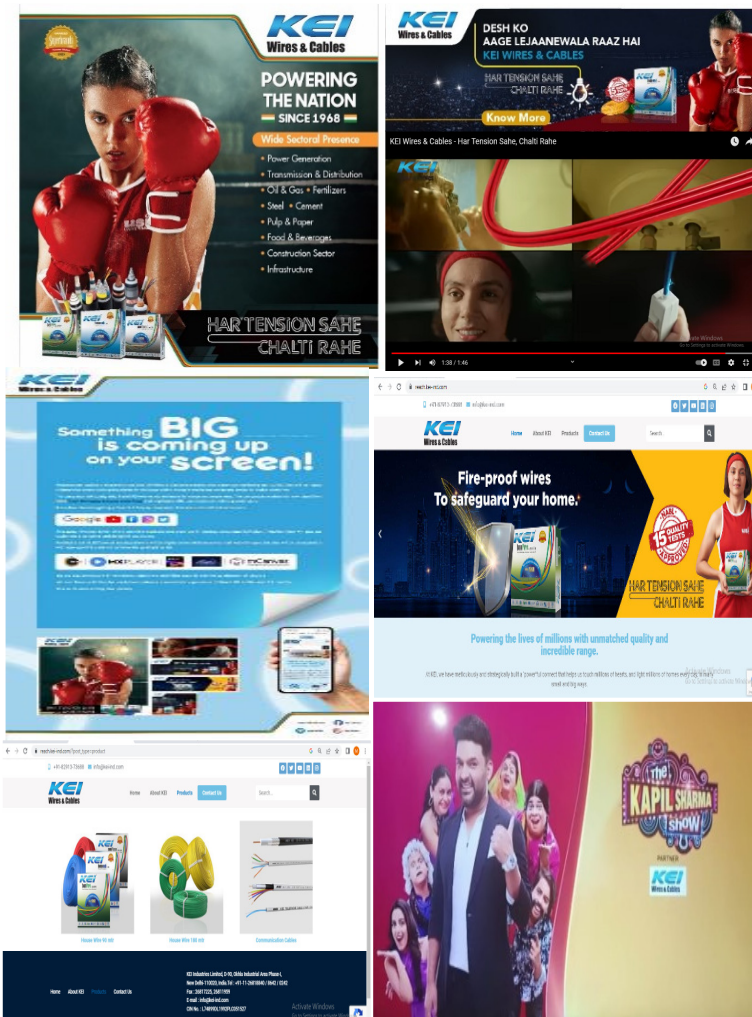
...Strengthening Brand Recognition

Entering into New Digital Marketing Era

Launched Brand Film on Digital platforms

KEI's contribution in India's growth story- 'Desh Ko Aage le Jane wala Raaz'

- Collaboration with OTT platforms
Sony Liv, Zee5, Hotstar, MX Player
Presence over the shows like: Kapil Sharma Show, Indian Idol, Tarak Mehta, SaReGaMaPa,
- Google Search & Display Ads
- Innovative Interactive Ads
- Social media Launch
- E-commerce website
- Premium A+ Listings On Amazon & Flipkart
- Influencer Marketing Campaign
with Celebrities & Micro & Nano Influencers





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...Strengthening Brand Recognition

BTL Activations to Augment Credibility



- Inside Metro Station Branding with DMRC.
- Extensive Participation in Events & Exhibitions (Domestic & International).
- Marked presence through outdoor campaigns.
- Participation in events and exhibitions Extensive Retail Branding around major festivals.
- Inside Train Branding i.e. Vande Bharat Express, Mumbai Local Trains .





KEI
Wires & Cables
PRINCIPAL PARTNER

...Strengthening Brand Recognition

Collaborated with NIC & National/Regional Police Personnel

To deliver the message of safety to children, with utmost conviction, we invited Senior Personnel from NIC & Police Department to share their valuable tips and knowledge about Online & Offline Safety & to create a long lasting impression in the lives of children



बच्चों को जागरूक करने के लिए केईआई वायर्स एंड केबल्स द्वारा राजकुमार इंटर कॉलेज में आयोजित हुआ 'गुड टच-बैड टच' कार्यक्रम



சூகளை செயின்ட் ஜோசப் பைன்கள் மேல்நிலைப் பள்ளியில் சங்கல்ப் ஜோதி நிகழ்ச்சி



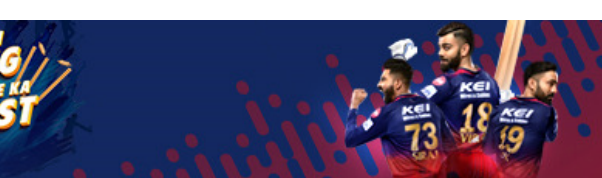
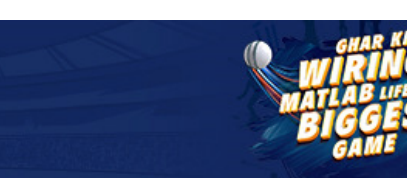
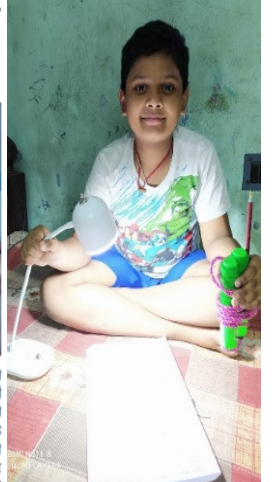
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बच्चों को जागरूक करने के लिए आयोजित हुआ "गुड टच-बैड टच" कार्यक्रम



बच्चों को जागरूक करने के लिए आयोजित हुआ "गुड टच-बैड टच" कार्यक्रम



..and strengthening it further using multi pronged approach

Advertisement and Publicity Expenses (in cr)



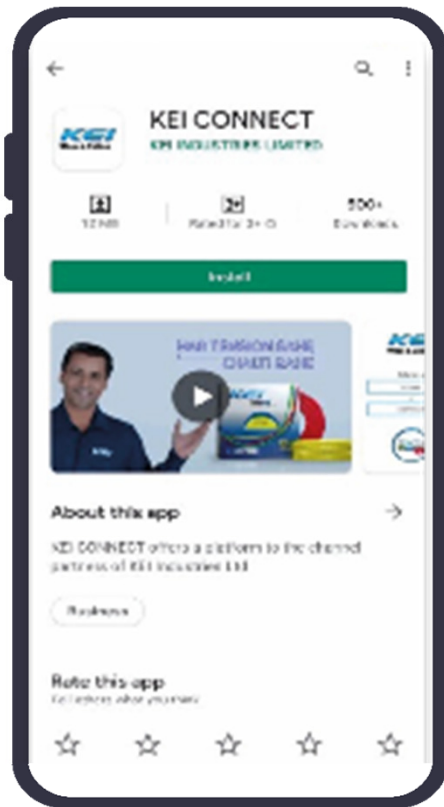
- Association with Rajasthan royals in past and amplification Via digital presence
- Meeting with Channel Partners
- KEI marked presence though outdoor campaigns
- Participation in events and exhibitions (Domestic & International)
- Extensive Retail Branding around major festivals
- New IT App for connecting Dealers, Distributors, Retailers and Electricians.
- TV Advertisement





... New Connecting App

Our online platforms 'KEI Supply Beam' and 'KEI Connect' (an end-to-end channel management software that enables better decisions, speed and efficiency) keep us connected with 'Kutumb'.



↓ from  



↓ from  

KEI Supply Beam for dealers/distributors.

KEI Connect for retailers/electricians



Summary Financials (Standalone)

Summary of Financials

₹ in Crore

Particulars	FY 18	FY 19	FY 20	FY 21	FY 22*	FY23
Net Sales	3,446	4,227	4,884	4,181	5,727	6,912
EBITDA	348	449	513	476	604	734
PBT	204	279	327	360	508	642
PAT	145	182	255	270	376	477
Net Fixed Assets	430	520	565	544	547	582
Net Worth	605	779	1,507	1,774	2,135	2,589
Total Debt(Inc. Buyers Credit and Bill Discounting)	842	600	367	305	331	135
ROCE (%)	24	29	28	21	24	26
ROE (%)	27	26	22	16	19	20

* The Company has changed its accounting policy for valuation of Raw Materials, Finished Goods, Project Materials and Work in Process from First In First Out (FIFO) to moving weighted average cost method w.e.f. 1st April, 2021. In accordance with Ind AS 8, Accounting Policies, Changes in Accounting Estimates and Errors, this change in method of accounting for inventories has been retrospectively applied to all prior periods presented herein.



Summary Financials (Standalone)

Quarterly Summary of Profit & Loss

₹ in Crore

Particulars	FY 22-Q1*	FY 22-Q2*	FY 22-Q3*	FY 22-Q4*	FY 23-Q1	FY 23-Q2	FY 23-Q3	FY 23-Q4	FY 24-Q1
Net Revenue	1018	1353	1564	1792	1565	1608	1784	1955	1783
PBDIT	116	149	159	180	163	166	196	209	187
PBT	91	125	136	156	140	144	174	184	163
PAT	67	92	101	116	104	107	129	138	121
EPS (₹)	7.47	10.22	11.24	12.87	11.52	11.86	14.26	15.31	13.46

* The Company has changed its accounting policy for valuation of Raw Materials, Finished Goods, Project Materials and Work in Process from First In First Out (FIFO) to moving weighted average cost method w.e.f. 1st April, 2021. In accordance with Ind AS 8, Accounting Policies, Changes in Accounting Estimates and Errors, this change in method of accounting for inventories has been retrospectively applied to all prior periods presented herein.





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Summary Financials (Product and segment wise)

₹ in Crore

Particulars	FY 21	FY 22	FY 23	FY23-Q1	FY23-Q2	FY23-Q3	FY23-Q4	FY24-Q1
Domestic	2,170	2,890	3,200	663	711	854	972	688
Dealer	1,408	2,319	3,030	652	760	796	822	796
Export	608	585	693	247	139	143	164	307
Net of Ind AS & other	-5	-67	-11	3	-2	-9	-3	-8
Total	4,181	5,727	6,912	1,565	1,608	1,784	1,955	1,783
LT Cable	1,567	2,166	2,841	637	675	715	814	721
HT Cable	688	1002	1208	261	230	360	357	298
EHV	418	514	366	105	47	103	111	51
HW,WW	907	1506	1855	414	497	466	478	552
SS Wire	140	226	248	61	70	54	63	58
EPC other Than Cable	466	380	405	84	91	95	135	111
Net of Ind AS & other	-5	-67	-11	3	-2	-9	-3	-8
Total	4,181	5,727	6,912	1565	1608	1784	1955	1783

* Previous year / periods figures have been regrouped / reclassified, wherever necessary.



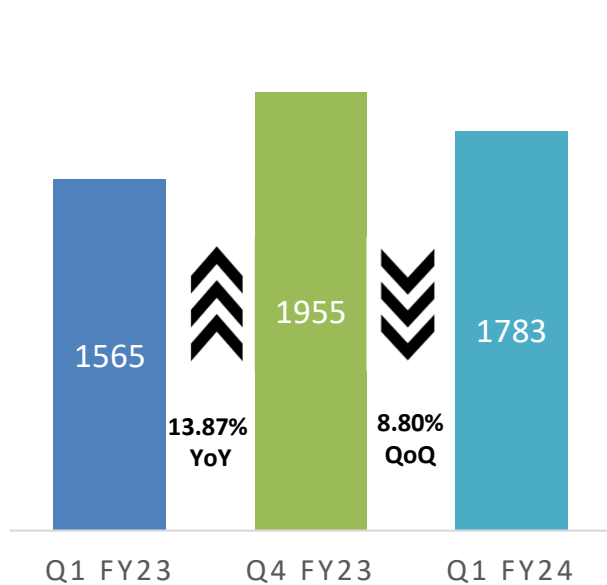


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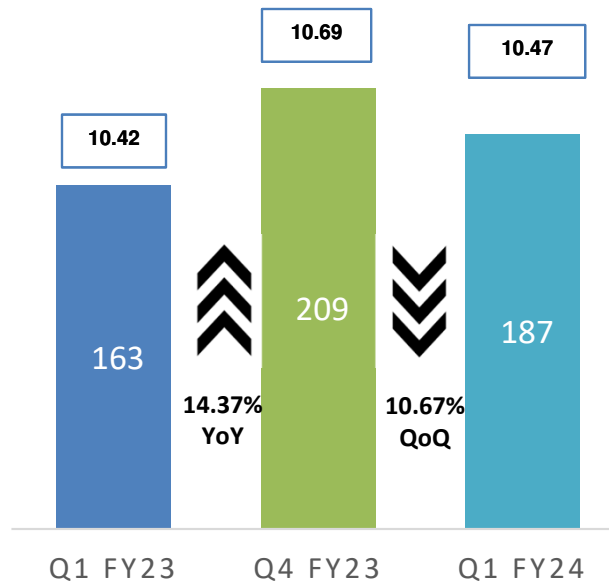
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Financial Performance Q-1 FY 24 Highlights

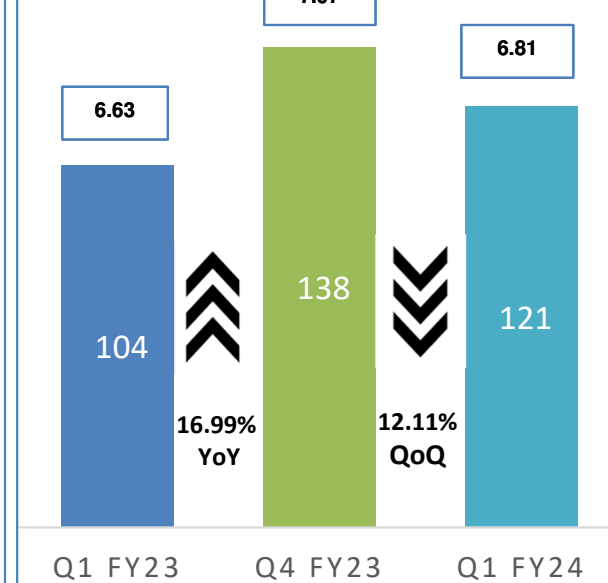
REVENUE (₹ IN CRORE)



EBITDA (₹ IN CRORE)



PAT (₹ IN CRORE)



- Revenue increased by 13.87% YoY in this quarter.
- EBITDA margin in this quarter has increased to 10.47% as against 10.42% YoY.
- PAT margin in this quarter has increased to 6.81% as against 6.63% YoY.





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Balance Sheet (Standalone)

₹ in Crore

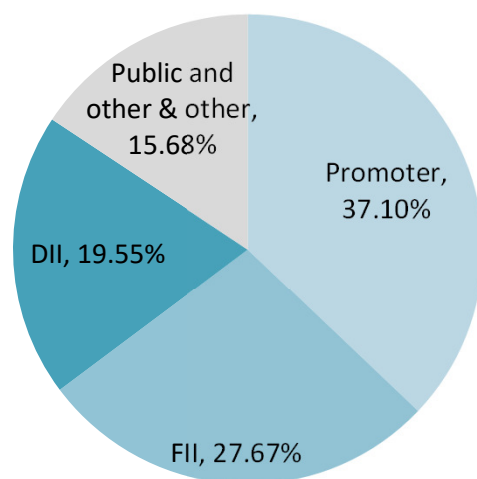
ASSETS	FY 24 Q-1	FY 23	FY 22*	EQUITY AND LIABILITIES	FY 24 Q-1	FY 23	FY 22*
Non-Current Assets				Equity			
Fixed Assets	678.72	581.88	547.41	Equity Share Capital	18.04	18.04	18.02
Other Non Current Assets	34.79	26.94	18.58	Other Equity	2,695.51	2,570.97	2,117.30
Total Non Current Assets	713.51	608.82	565.99	Total Equity	2,713.55	2,589.01	2,135.32
				Non-Current Liabilities			
				Borrowings	-	-	-
				Other Non Current Liabilities	69.73	63.61	59.06
				Total Non Current Liabilities	69.73	63.61	59.06
Current Assets				Current Liabilities			
Inventories	1,214.20	1,102.29	1,079.41	Short Term Borrowings	130.40	135.26	331.37
Trade Receivables	1,322.02	1,387.79	1,395.53	Trade Payables	582.48	748.12	762.62
Cash and Bank Balances	305.67	537.16	360.03	Others - Current Liabilities	262.83	234.14	238.67
Other Current Assets	203.59	134.08	126.08	Total Current Liabilities	975.71	1,117.52	1,332.66
Total Current Assets	3,045.48	3,161.32	2,961.05				
Total Assets	3,758.99	3,770.14	3,527.04	Total Equity and Liabilities	3,758.99	3,770.14	3,527.04

*The Company has changed its accounting policy for valuation of Raw Materials, Finished Goods, Project Materials and Work in Process from First In First Out (FIFO) to moving weighted average cost method w.e.f. 1st April, 2021. In accordance with Ind AS 8, Accounting Policies, Changes in Accounting Estimates and Errors, this change in method of accounting for inventories has been retrospectively applied to all prior periods presented herein.





Shareholding Pattern (as of 30th June, 2023)



Key Institutional Investors (as of 30th June, 2023)

Name of Shareholder	% Holding
Smallcap World Fund, INC	3.68%
Canara Robeco Mutual Fund A/C Canara Robeco Value Fund	2.46%
Franklin Build India Fund	2.31%
HDFC Mutual Fund – HDFC Nifty Small Cap 250 ETF	2.41%
Invesco India ESG Equity Fund	2.05%
HSBC Multi Cap Fund	2.74%
Others	31.57%





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Our Social Responsibility – Partnering for Community Resilience

Our CSR initiatives span across several critical areas of human progress, including healthcare, hunger and poverty eradication, education, environmental sustainability and sports promotion.



Tata Community Initiative Trust - The Company joined hands with Tata STRIVE a CSR program of Tata Community Initiatives Trust, we funded students across two skill development programs: electrical wireman course in Hyderabad and beauty advisor course in Mumbai



Education and skill proficiency can empower communities to become self-reliant, build a better future for themselves and foster self-respect. In keeping with this belief, we extended support to Kalpatru Society to enable children from underprivileged backgrounds continue with their education



we also partnered with ISKON to serve meals to migrant laborers and daily wage workers. Fresh hot meals were delivered to more than 2 Lakhs homeless people every single day during the nationwide lockdown.



we are encouraging children and budding talent to pursue sports and realize their full potential. This year, we associated with Zak Sports Maidan Pvt. Ltd. to nurture cricketing talent in the country.



We are committed to improving the surroundings where we live and work. We provided financial support to GVIKSH for conducting plantation drives and sharing knowledge on waste management for a greener, cleaner and better tomorrow



Educating pregnant women about health and nutrition with its campaign 'Janani Jyoti'



...Our Social Responsibility - Partnering for Community Resilience



Sankalp Jyoti focused on these three aspects

- Digital Safety
- Good Touch Bad Touch
- Physical Fitness & Self Empowerment

This year, we integrated all the elements from our past activities of Jyoti Series & added the new ones to give our activity a 360 degree approach.

The Target Group was directly reached out through Physical Events at Government schools held in 4 cities – Lucknow, Guwahati, Surat & Chennai.

Over 5000 Kids received the gift hampers



...Our Social Responsibility - Partnering for Community Resilience



Jeevan Jyoti - A Skill Development Program to nurture the head, heart and skills of the Kids of Electricians.

Amount spent on CSR

(₹ in Crore)

Particulars	FY 22	FY23
Promoting education	1.77	5.61
Promoting Healthcare Including Preventive Healthcare, Covid Management	2.68	1.62
Eradicating hunger, poverty and malnutrition	1.60	0.12
Disaster Management	0.07	-
Training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports	0.03	0.03
Ensuring animal welfare	0.37	0.66
Ensuring Environmental sustainability	-	0.02
Total CSR	6.52	8.06



Committed to provide environmentally safe and socially responsible workplace

Environment

- Use of Renewable Energy to reduce carbon footprint (Reduce GHG emissions)
- Zero Discharge facility at all the units (Water Conservation)
- Rainwater Harvesting (Water Conservation)
- Use of Natural Gas (Air quality preservation)
- Tree plantation around our facilities (Air quality enhancement)
- Use of Steel drum Instead of wooden drum (Natural Resources Conservation)
- Environmental conservation through securing all the compliances

Social

- Health and safety for employees and product end users
- ESG related trainings for employees
- Ensure ESG compliances of the Value Chain

Governance

- All manufacturing facilities conform with the ISO 14001:2015, ISO 45001: 2018, ISO 45001: 2018
- Involvement of the Top Management in reviewing all the significant ESG aspects





KEI
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Thank you



CIN: L74899DL1992PLC051527

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