

30 July 2024

Corporate Relationship Department **BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 National Stock Exchange of India Limited Exchange Plaza, Plot No. C-1, Block G, Bandra – Kurla Complex, Bandra (East), Mumbai – 400 051

Script Code: 543981 Symbol: RRKABEL

Sub: Corporate Presentation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Madam,

In accordance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the corporate presentation of the Company.

Kindly take the same on your record.

Thanking you,

Yours sincerely,

For R R KABEL LIMITED

Himanshu Navinchandra Parmar Company Secretary and Compliance officer M. No. – F10118



Investor Presentation

July 2024



Safe Harbor



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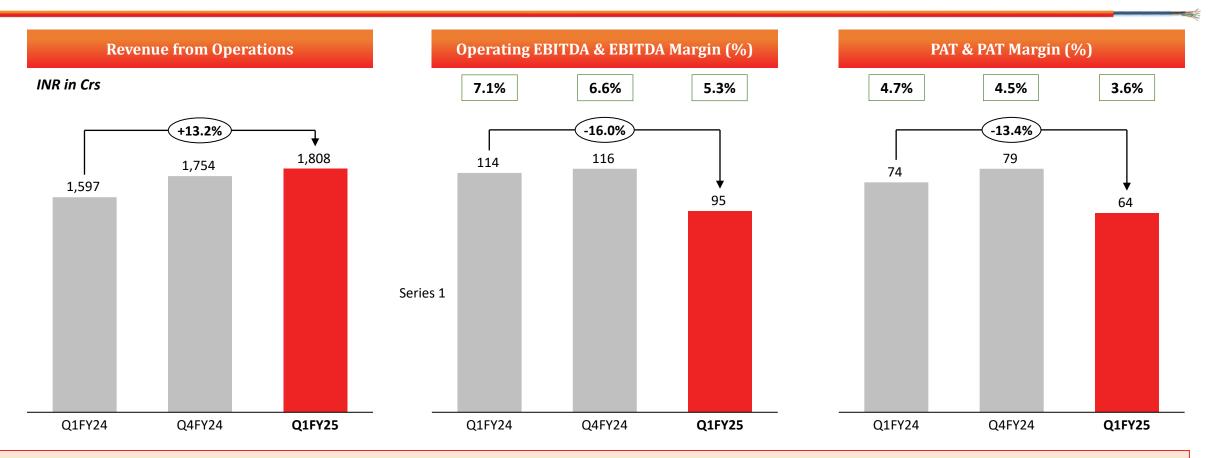
All Maps used in the presentation are not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness

Q1 FY25 – Results



Q1 FY25: Highest Quarterly Revenue ever recorded





Revenue:-

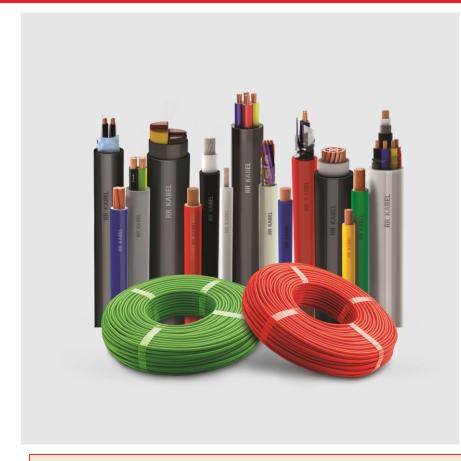
✓ Highest Quarterly Revenue driven by revenue growth of 11% in W&C segment and 32% in FMEG segment

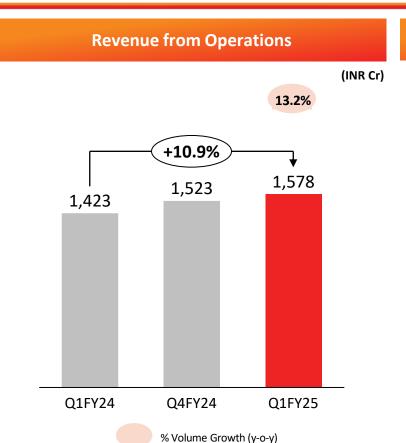
Operating EBITDA & PAT

Marginal decline in Operating EBIDTA & PAT due to contraction in contribution and increase in advertisement and other expenses

Wires & Cables – Performance









(INR Cr) 8.8% 8.7% 7.2% -9.3% 132 125 113 Q1FY24 Q4FY24 Q1FY25 % Margin

Revenue:-

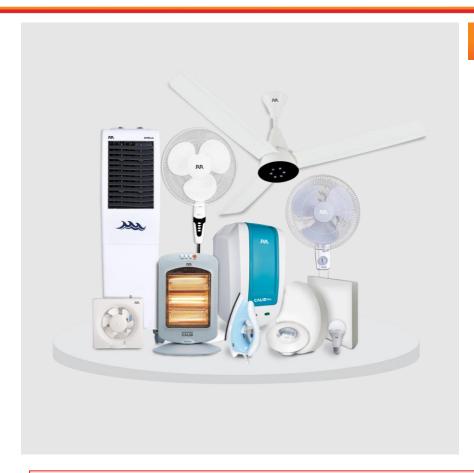
✓ Increase in revenue driven by volume growth in both wires & cable domestic business

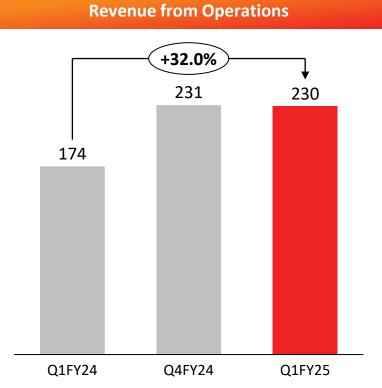
Segment profit:-

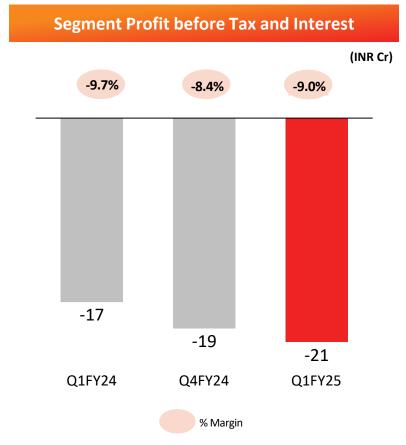
✓ Decrease in segment profit due to reduction in contribution on account of volatility in raw material prices

FMEG – Performance









Revenue:-

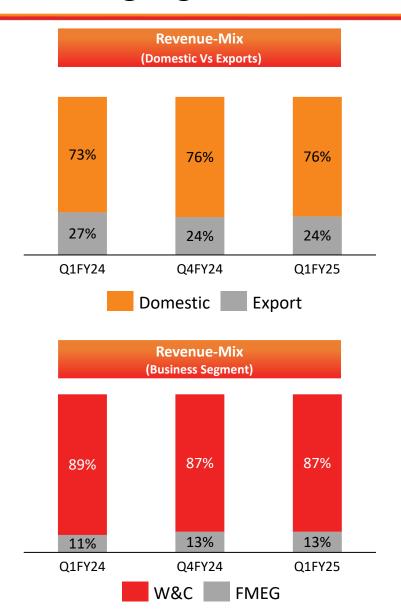
✓ Increase in revenue driven by volume growth mainly in Fans, Appliances & Switches

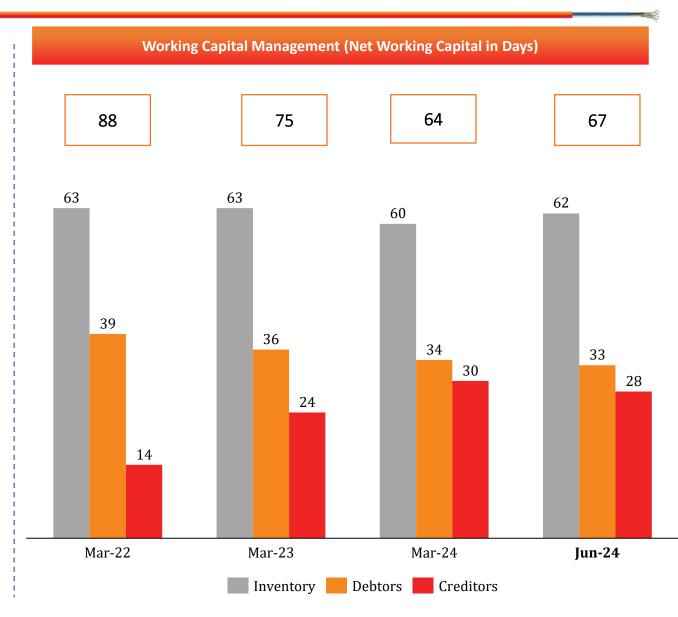
Segment profit :-

✓ Despite significant advertisement spend, the company was able to restrained its losses

Operational Highlights







Consolidated Profit & Loss Statement – Q1 FY25



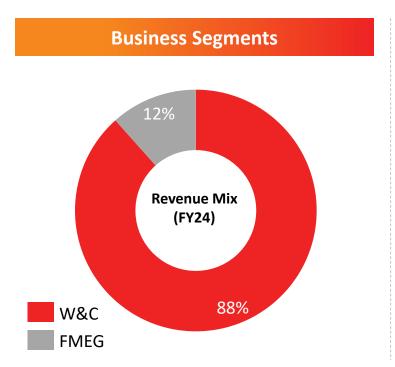
Profit & Loss Statement (INR. Crs)	Q1 FY25	Q1 FY24	Y-o-Y	Q4 FY24	Q-o-Q
Revenue from Operations	1,808.1	1,597.3	13.2%	1,754.1	3.1%
Cost of Materials Consumed	1,545.7	1,197.1		1,340.1	
Purchase of stock-in-trade	112.0	92.3		97.5	
Changes in Inventories of Finished Goods and Work in Progress	-163.4	16.1		-6.3	
Gross Profit	313.9	291.8	7.6%	322.7	-2.7%
GP %	17.4%	18.3%		18.4%	
Employee Benefits Expense	88.7	76.8		78.0	
Other Expenses	130.3	102.1		129.4	
Share of Profit of Joint Venture (net of tax)	0.5	0.7		0.2	
EBITDA	95.4	113.6	-16.0%	115.5	-17.4%
EBITDA %	5.3%	7.1%		6.6%	
Other Income	18.5	16.3		19.3	
Depreciation and Amortisation Expense	16.2	16.1		16.3	
EBIT	97.8	113.8	-14.1%	118.6	-17.5%
Finance Costs	11.6	14.4		12.8	
PBT	86.1	99.4	-13.3%	105.7	-18.5%
Total Tax Expense	21.8	25.0		27.0	
Profit for the period	64.4	74.3	-13.4%	78.7	-18.2%
PAT %	3.6%	4.7%		4.5%	
EPS (As per Profit after Tax)	5.7	6.7		7.0	

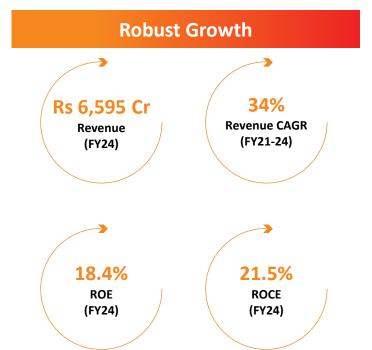
Company Overview

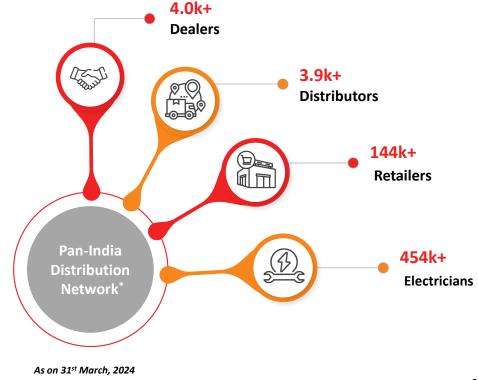




- Overview
- Founded in 1999. 4th largest player in the Indian Wires and Cables(W&C) industry by value in FY24
- Electrical conglomerate present in 85+ countries worldwide. Our products have 37 international certifications, distinguishing us in the Indian consumer industry
- Integrated In-house manufacturing. Five facilities across India, Two for Wires & Cables and Three for Fast Moving Electric Goods (FMEG)



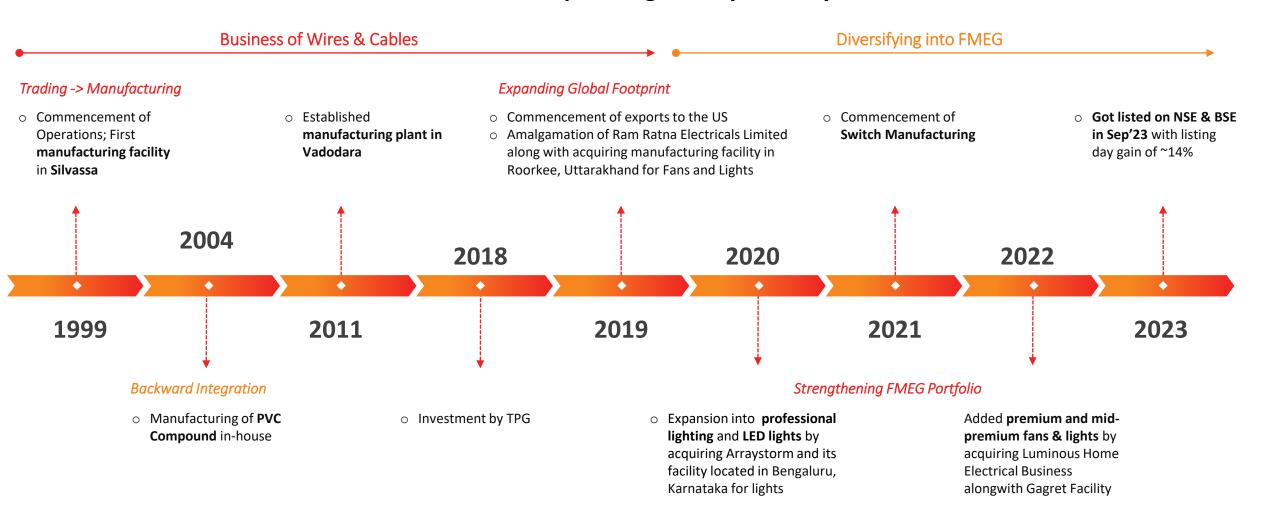




Our Growth Journey



RR Kabel has operating history of 20+ years



Diverse Suite of Products



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

Wire & Cables (Revenue - 87%*)

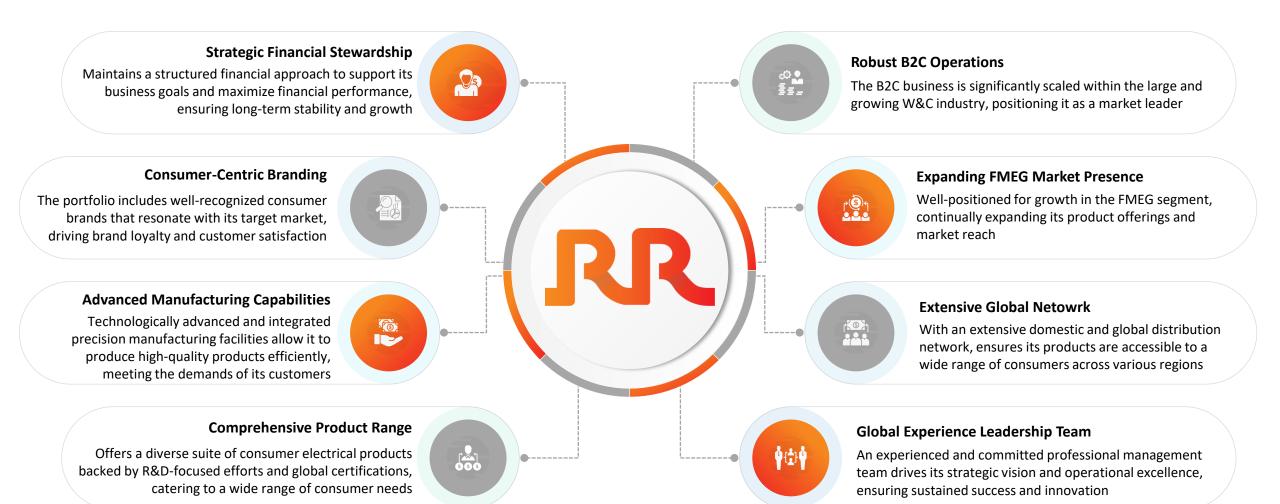
FMEG (Revenue - 13%*)





Our Strength to Drive Success





Integrated Manufacturing Facilities





Pan-India Facilities

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



Quality & Reliability

In-house manufacturing Backward integration

Automation in Manufacturing(1)



Robotic Rotor Machining



Automatic Paintshop



Digitized Rotor Inspection

Large Scale Operations

Annual Installed Capacity

W&C: 4.2mn ckm

Fans: 3.3mn units

Switches: 9.9mn units

Lights: 1.9mn units

(1) In Gagret facility, Capacity as on 31st March, 2024

W&C: 100% In-House Manufacturing





Capacity W&C- 1.9 Mn CKM

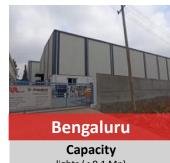
Backward Integrated Key Raw Materials (PVC, LSOH, XLPE and Solar Cable Compound)

FMEG: 37% In-House Manufacturing



Fans - 1.5 Mn, lights 1.8 Mn

Fans and lights



lights (>0.1 Mn)

Designer Customizable Lights



Fans - 1.8 Mn

Premium Fans

Business Segments
Wires & Cables (W&C)





Wires & Cables





Revenue

87%* Contribution



Facility

Waghodia & Silvassa



Annual Capacity

4.2Mn ckm

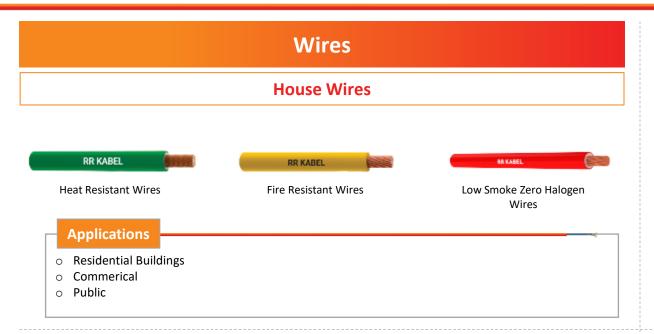


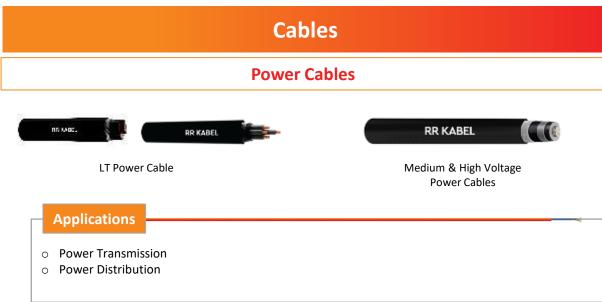
Product Category

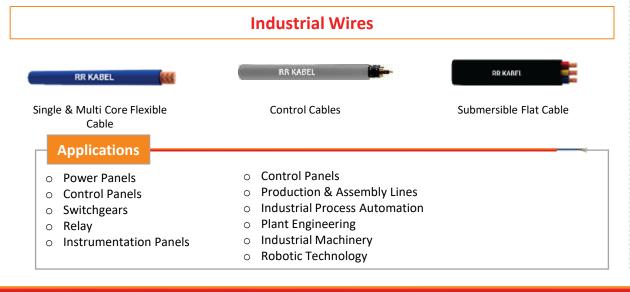
House wires, Industrial wires, Power cables & Special cables

Vast Product Basket of W&C











Long-Term Industry Growth Drivers



INR845bn

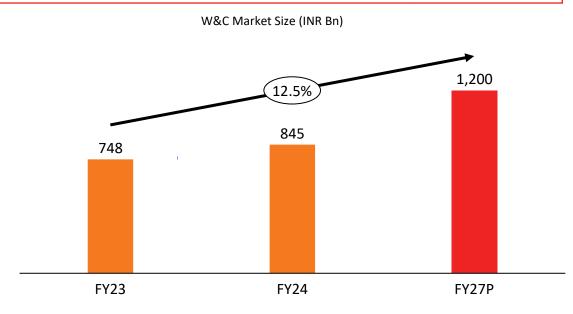
Indian Wires & Cables Market (FY24)

W&C share of Indian electrical industry (FY24)

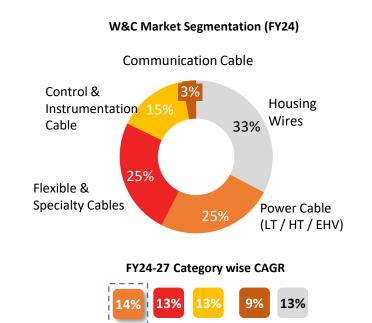
13%

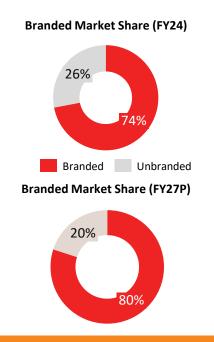
FY24 to FY27 CAGR

Indian Wires and Cables Market Poised for Strong Growth..



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





Long-Term Growth Drivers in Place

Multiple drivers for growth across both B2C and B2B segments

Resilient Resident & Commercial Real Estate

Push towards Renewable Energy

EV Transition

Export Promotion by Government

Rural Electrification

Source: Industry/Company Research

Domestic Distribution Network



(As on Mar'24)



454k+

Electricians



3.9k +

Distributors



4.0k +

Dealers



144k+

Retailers

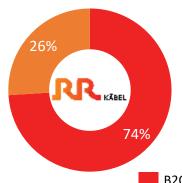


Presence on recognized e-commerce platforms

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

...and Multi-Year Initiatives in place

Project KaRRma

RR Kabel aims to expand market share and retail presence in domestic house wires, focusing on micro and nano markets, leading to meet growing demand and enhance competitive advantage

2 Project Lakshya

RR Kabel expanded its fans and lights distribution through field sales officers, successfully transforming into the RR Signature brand

Stronger Fundamental Drivers



Well-Recognized Brand



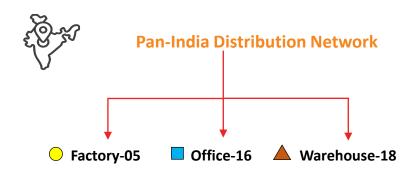
Comprehensive product portfolio



Certified Manufacturing facilities



Quality & Safe Products



Source: Industry Research/Company Research

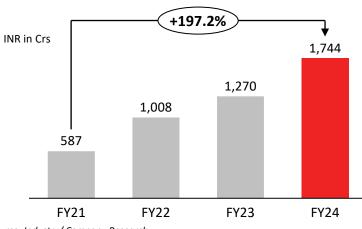
Global Distribution Footprint



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

~24.0%

Exports % of Revenue from Operations- Q1 FY25

~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

Source: Industry/ Company Research

Business Segment

Fast Moving Electrical Goods (FMEG)



Fast Moving Electrical Goods (FMEG)



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





Revenue

13%* Contribution



Facility

Roorkee, Bengaluru & Gagret



Annual Capacity

Fan- 3.3 Mn units Lights- 1.9mn units



Product Category

Fans, Lighting, Switches,
Switchgears & Appliances

...through a Wide FMEG Product Portfolio...











FMEG Industry Opportunity

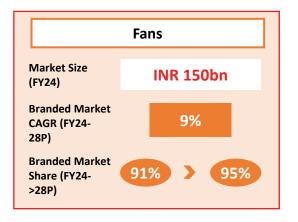


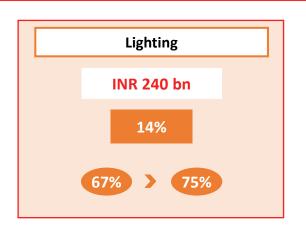
INR1,026bn Indian FMEG Market (FY24)

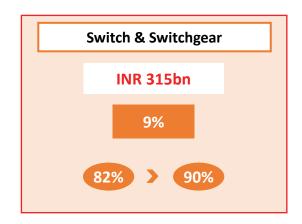
8% FY24 to FY28E

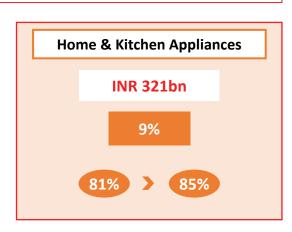
77% Coverage of FMEG industry

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









Long-Term Growth Drivers in Place

Premiumisation

Energy Efficient Products

Rise of Smart Homes Residential and Commercial Real Estate

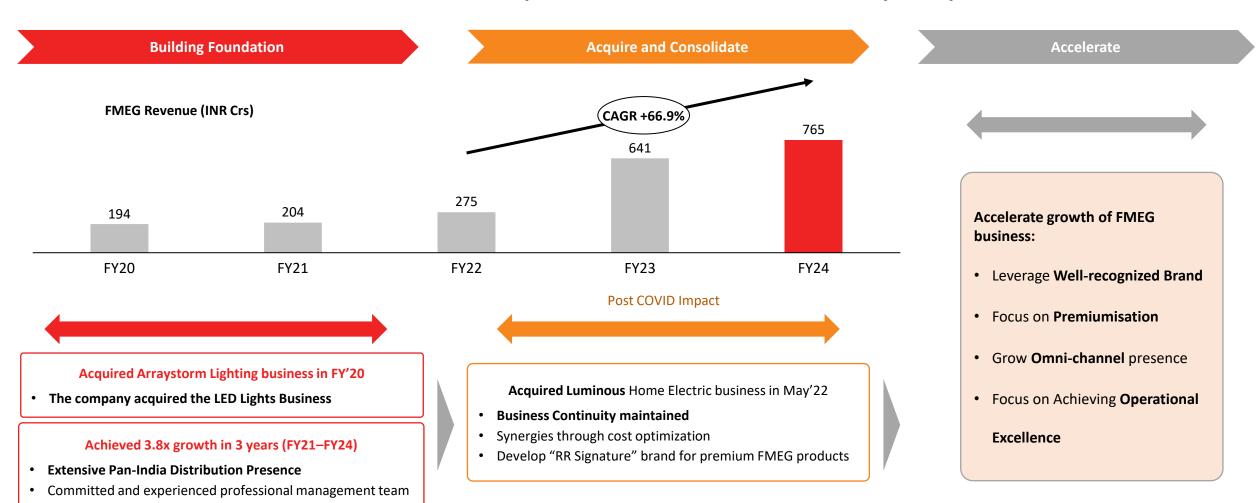
Replacement Demand

Rising Disposable Incomes

Well-Poised for Growth in the FMEG Segment



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





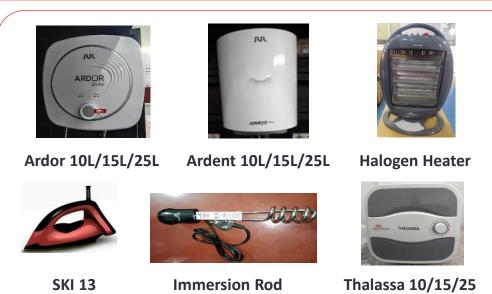












Strategy to Expand FMEG segment



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

- Continuous products under development
- 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

Board of Directors- Renowned promoter group, and independent director oversight





Tribhuvanprasad Rameshwarlal Kabra

Executive Chairman

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



Shreegopal Rameshwarlal Kabra

Managing Director

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



Mahendrakumar Rameshwarlal Kabra

Joint Managing Director

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



Bhagwat Singh Babel

Independent Director

- Associated since Aug 2017
- Board member at Secure Meters
- Former President and Board Member of IEEMA



Vipul Sabharwal

Independent Director

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



Jyoti Davar

Independent Director

- Associated since Dec2022
- · Secretary General in FICCI



Ramesh Chandak

Independent Director

- Associated since Apr 2023
- Former President and Board Member of IEEMA

Professional Management Team- Extensive Experience





Rajesh Babu Jain

CFO





Sanjay Narnarayan Taparia

CEO, International Business





Vivek Abrol

CEO, FMEG





Shishir Sharma

Chief Sales Officer, Wires & Cables



32 years



Satishkumar Anandilal Agarwal

Chief Strategy Officer



34 years



Himanshu Navinchandra Parmar

Company Secretary and Compliance Officer



16 years



Vinod Parur

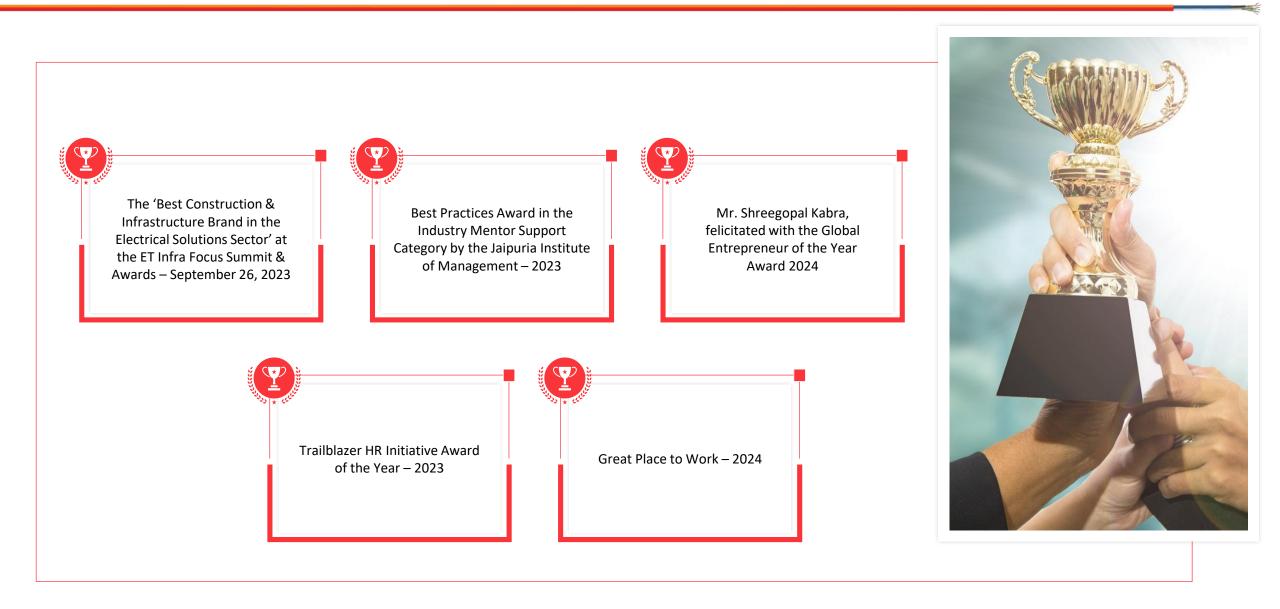
Chief Human Resources Officer



23 years

Testimony to Our Performance





R&D Certification & Innovation



Innovative and quality products with multiple industry-first launches

Innovation Team

86 focused on R&D

Innovation Leader

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

Facilitating Import Substitution

Supplying cable harness to Swiss textile machinery manufacturer in India

Investing in Upcoming Trends

EV Charging Cables, Smart Fans and Designer Lights

Multiple Product Launches

 W&C
 12
 19
 13
 5

 FMEG
 116
 153
 75
 347

 FY21
 FY22
 FY23
 FY24



Focus on Quality and Safety

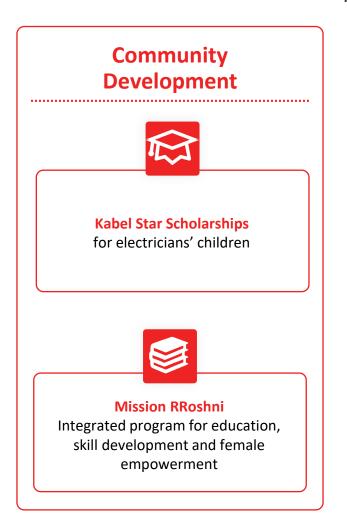
T Enables RR Kabel to export to regulated jurisdictions

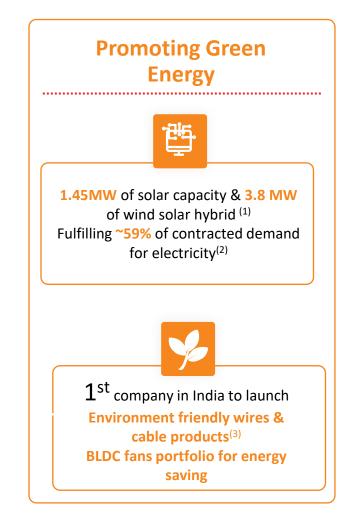
NABL Certified Lab Capable of performing 694 Tests

Our Focus on Environmental, Health, Safety and Sustainability Initiatives



Focus on sustainability & responsible growth







Corporate social responsibility (CSR)



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
- O Set up of Computer Lab in school at Sikar, Rajasthan
- Construction of Girls Hostel at Pune
- Promoting Education
- Rural Development

Orphanage & Home for Juvenile Delinquents, Baroda









Airoli Girls Hostel



Ekal Gramothan Foundation





Computer Lab in school at Sikar, Rajasthan



Corporate social responsibility (CSR)



Other Key Activites

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

EKAL GRAMOTHAN FOUNDATION

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













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

Multi-Pronged Approach to Increase Brand Awareness

Outdoor Advertising

Strategically placed ads for high visibility

Ad placement to emphasize Safety & Trust

Ad Campaigns with Broad Reach

Engaged a leading Bollywood actor to associate as our brand ambassador

Sponsoring popular sports to increase visibility

Building Connect with Electricians through Physical and Digital Marketing Initiatives



#WireKaFireTest

Fire test videos



Kabel Nukkad, Kabel Shop and Kabel Mela

Social & cultural programs & Product Demos



Kabel Link

Product portfolio education



Kabel Star

Scholarships to Electrician's children



Loyalty Management Programs

Reward Scheme

Schemes for retailers and electricians



500k+ downloads

RR Connect App

Loyalty management app

Advertisement – Wires & Cables

RR KĀBEL

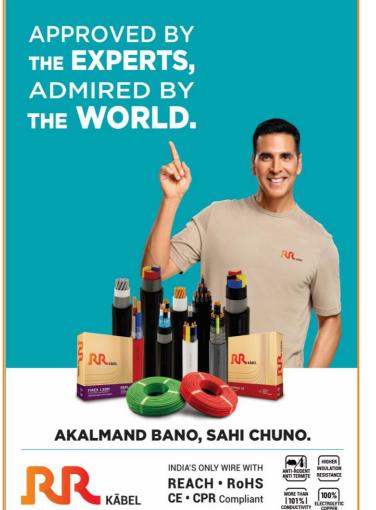
BRAND HOARDINGS



EXHIBITION



OUR BRAND AMBASSADOR



GATE BRANDING



KABEL MELA



Advertisement – Wires & Cables



FIRE STATION



POLICE STATION



CRICKET ONGROUND BRANDING



TOLL GATE



UMBRELLA DISTRIBUTION



POLICE BARICADES



Advertisement - FMEG

RR KĀBEL

TV CAMPAIGN ON 55+ CHANNELS



IPL ON STAR SPORTS



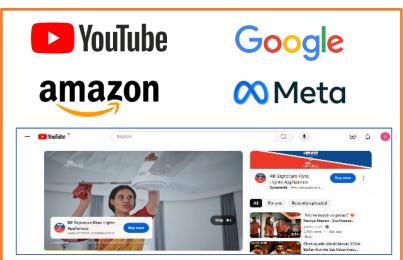
IPL ON JIO CINEMA



IPL ON JIO CONNECTED TVS



DIGITAL CAMPAIGN



HOARDING / BUS BRANDING



Advertisement - FMEG



DEALER SIGNAGES



FAN WALL DISPLAYS



FAN STANDS



STAR DEALER BRANDING



DEALER MEETS

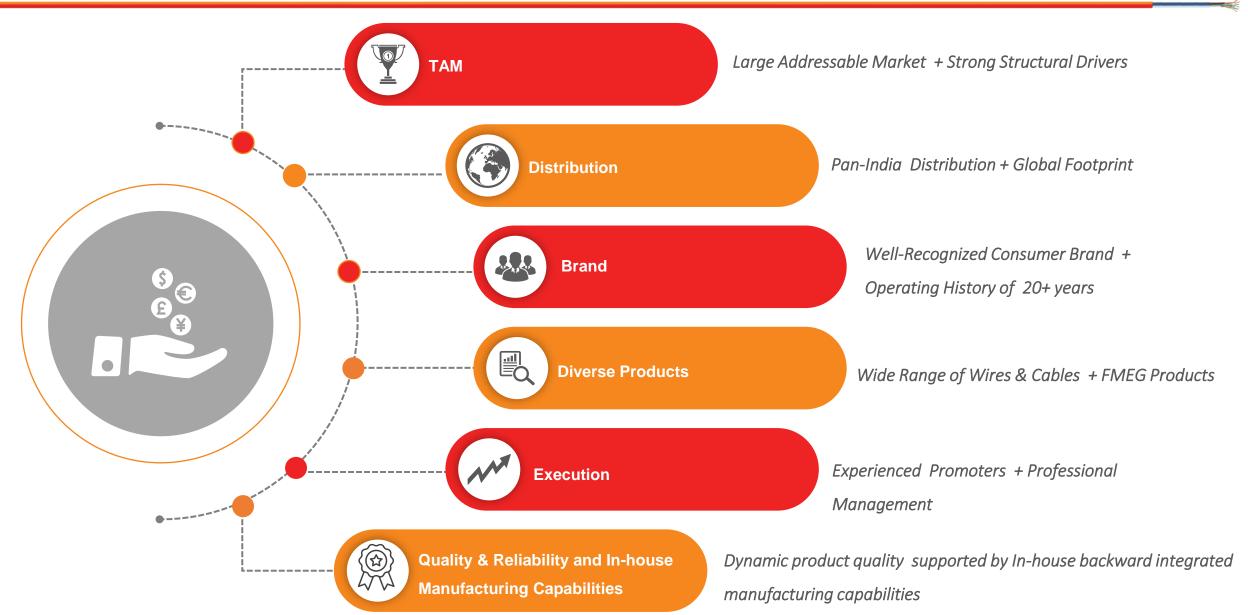


SOFT POSM POSTERS, CATALOGUE ETC.



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







Performance in Charts





Historical Consolidated Profit & Loss Statement



Particulars (INR. Crs)	FY24	FY23	FY22	FY21
Revenue from Operations	6594.6	5,599.2	4,385.9	2,723.9
Cost of Materials Consumed	4,942.6	4,369.8	3,575.5	2,173.2
Purchase of stock in trade	403.6	368.9	156.6	129.9
Changes in Inventories of Finished Goods and Work in Progress	2.7	-162.9	-124.2	-153.8
Gross Profit	1,245.7	1,023.5	778.0	574.7
GP %	18.9%	18.3%	17.7%	21.1%
Employee Benefits Expense	316.9	264.2	188.9	148.3
Other Expenses	467.1	437.0	285.9	196.2
Share of Profit of Joint Venture (net of tax)	1.1	0.9	4.2	1.1
EBITDA	462.8	323.3	307.4	231.2
EBITDA %	7.0%	5.8%	7.0%	8.5%
Other Income	62.6	34.4	46.3	22.0
Depreciation and Amortisation Expense	65.5	59.6	46.1	44.8
EBIT	459.9	298.1	307.6	208.5
Finance Costs	53.9	42.1	23.3	27.1
PBT	406.1	256.0	284.4	181.4
Total Tax Expense	108.0	66.1	70.4	46.0
Profit for the year	298.1	189.9	213.9	135.4
PAT %	4.5%	3.4%	4.9%	5.0%

Historical Balance Sheet



EQUITY & LIABILITIES (INR. Crs)	Mar-24	Mar-23	Mar-22	Mar-21
Equity Share Capital	56.4	47.8	23.9	23.9
Instrument entirely equity in nature	0.0	415.2	415.2	415.2
Other Equity	1,772.1	956.7	811.2	607.5
Total Equity	1,828.5	1,419.7	1,250.3	1,046.6
Financial Liabilities				
(i)Borrowings	0.0	26.9	59.3	71.3
(ii) Lease liabilities	60.6	56.4	8.2	5.3
(iii) Other Financial Liabilities	2.2	2.1	0.0	0.0
Provisions	11.2	14.1	7.2	6.0
Other non-current liabilities	0.0	0.0	0.0	0.0
Deferred Tax Liabilities (Net)	24.7	14.9	13.1	7.9
Total Non-Current Liabilities	98.6	114.4	87.8	90.5
Financial Liabilities				
(i) Borrowings	289.0	489.0	461.8	427.4
(ii) Lease liabilities	10.4	8.2	3.3	3.1
(iii) Trade payables				
(a) Total outstanding dues of micro enterprises and small enterprises	17.3	45.9	11.1	9.3
(b) Total outstanding dues of creditors other than micro enterprises and small enterprises	411.9	394.2	156.8	104.2
(iv) Other Financial Liabilities	111.4	37.8	24.0	16.5
Provisions	75.7	22.2	14.0	5.5
Income Tax Liabilities (Net)	24.7	6.4	0.0	0.0
Other Current Liabilities	1.7	95.9	41.5	12.0
Total Current Liabilities	942.2	1,099.6	712.5	578
TOTAL EQUITY & LIABILITIES	2,869.3	2,633.6	2,050.6	1,715.1

ASSETS (INR. Crs)	Mar-24	Mar-23	Mar-22	Mar-21
Property, plant and equipment	466.1	448.8	383.7	386.0
Capital work-in-progress	163.6	43.6	42.3	6.7
Right -of- use Assets	66.2	61.8	11.1	8.1
Investment accounted for using equity method	20.5	19.6	21.6	17.1
Other Intangible Assets	2.3	6.5	3.7	5.3
Intangible Assets Under Development	0.0	0.0	0.6	0.5
Financial Assets				
(i) Investments	85.9	58.1	40.6	23.5
(ii) Loan	0.2	0.3	0.1	0.1
(ii) Other Financial Assets	4.5	3.6	2.2	1.6
Non-Current Tax Assets (Net)	2.7	11.8	13.4	5.2
Other non-current assets	62.0	33.3	6.6	14.3
Total Non - Current Assets	874.0	687.5	525.8	468.4
Current Assets				
Inventories	897.8	860.2	709.6	534.1
Financial Assets				
(i) Investments	235.0	284.9	205.5	196.0
(ii) Trade receivables	641.2	591.9	517.1	420.4
(iii) Cash and cash equivalents	81.5	31.0	12.3	8.4
(iv) Bank balances other than (iii) above	17.3	50.0	0.0	0.1
(v) Loans	0.8	0.1	0.2	0.6
(vi) Other current financial assets	27.2	9.0	11.9	3.5
Current Tax Assets (net)	0.0			
Other current assets	94.5	119.0	68.2	83.7
Total Current Assets	1,995.3	1,946.1	1,524.9	1,246.7
TOTAL ASSETS	2,869.3	2,633.6	2,050.6	1,715.1

Consolidated Cash Flow Statement



Particulars (INR in Cr)	Mar-24	Mar-23	Mar-22	Mar-21
Profit before Tax	406.1	256.0	284.4	181.4
Adjustment for Non-Operating Items	93.5	102.6	62.5	73.0
Operating Profit before Working Capital Changes	499.6	358.6	346.9	254.5
Changes in Working Capital	-63.5	153.4	-175.4	-283.7
Cash Generated from Operations	436.0	512.0	171.4	-29.2
Less: Direct Taxes paid	-96.5	-58.2	-73.3	-41.9
Net Cash from Operating Activities	339.5	453.7	98.2	-71.1
Cash Flow from Investing Activities	-73.7	-333.5	-62.7	-5.9
Cash Flow from Financing Activities	-215.3	-101.5	-31.6	74.1
Net increase/ (decrease) in Cash & Cash equivalent	50.5	18.7	3.9	-2.8
Add: Cash and cash equivalents as at 1 st April	31.0	12.3	8.4	11.2
Cash and cash equivalents as at 31 st March	81.5	31.0	12.3	8.4



















Thank You



R R Kabel Limited

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