

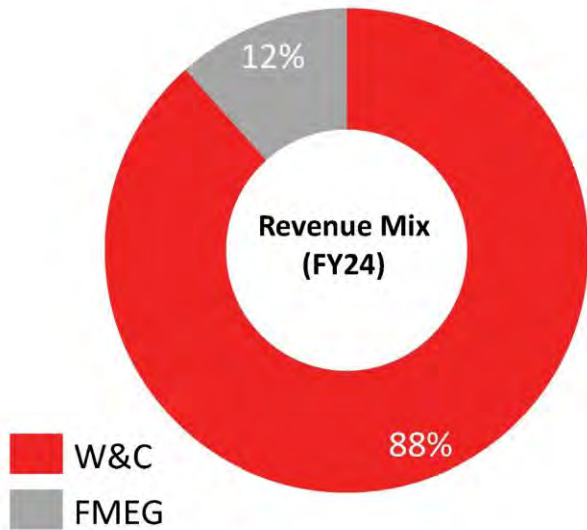
Company Overview



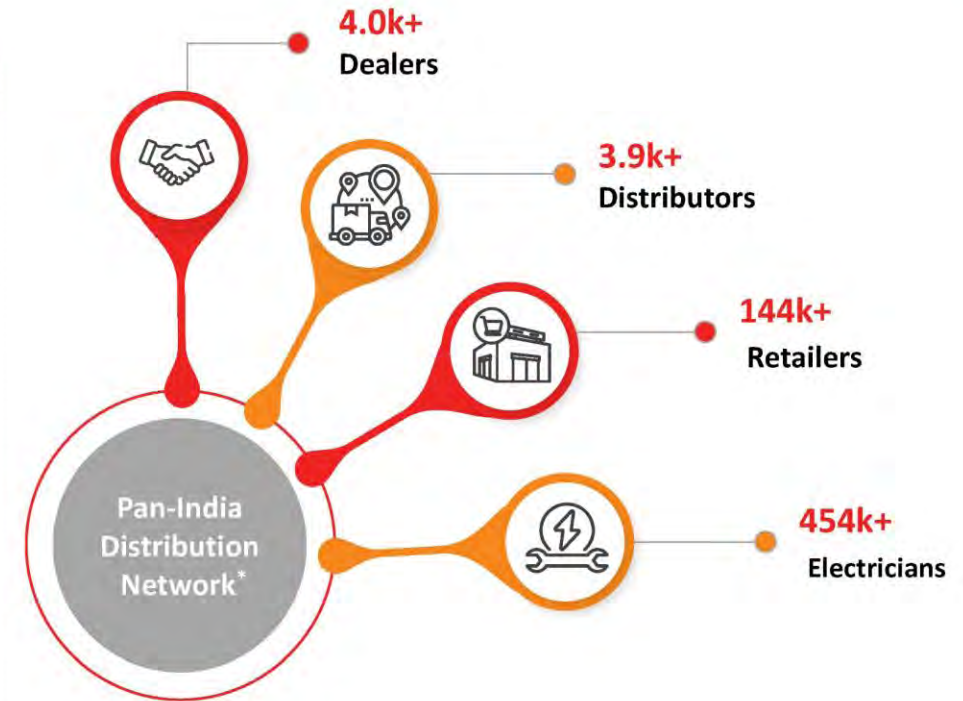
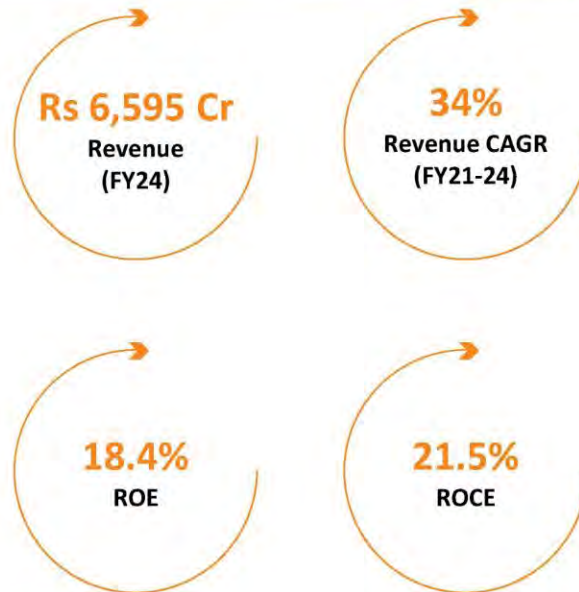
Overview

- 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 **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



Robust Growth



As on 31st 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%)







Pan-India Facilities

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



Quality & Reliability

In-house manufacturing
Backward **integration**

Automation in Manufacturing⁽¹⁾



Robotic Rotor Machining



Automatic Paintshop



Digitized Rotor Inspection

Large Scale Operations

Annual Installed Capacity

W&C: 4.2mn ckm

Fans: 3.2mn units

Switches : 9.9mn units

Lights: 1.9mn units

(1) In Gagret facility

W&C: 100% In-House Manufacturing



Waghodia

Capacity

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



Silvassa

Capacity

W&C- 1.9 Mn CKM

Backward Integrated Key Raw Materials (PVC, 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

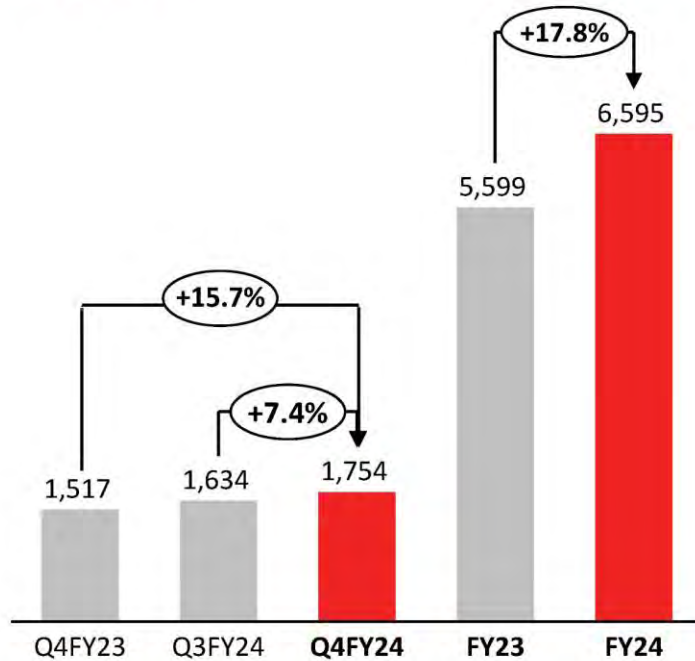
Q4 & FY24 – Results



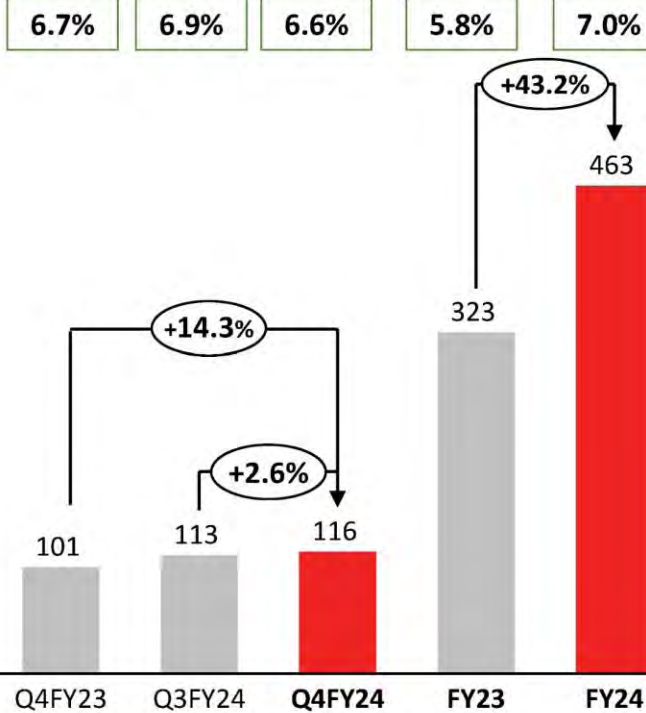
FY24 : Ever Highest Revenue of more than INR 6.5 Bn

Revenue from Operations

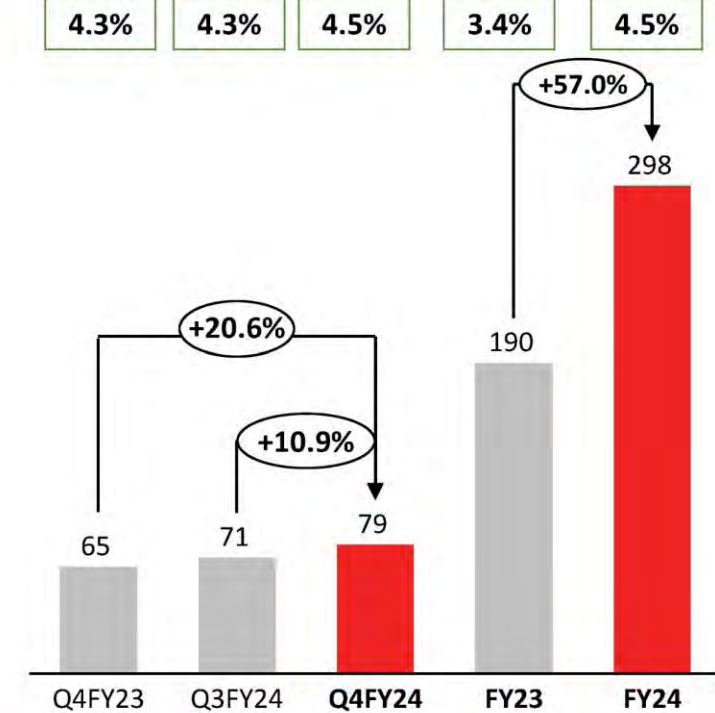
INR in Crs



Operating EBITDA & EBITDA Margin (%)



PAT & PAT Margin (%)



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

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

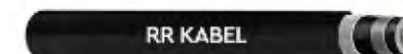
- Residential Buildings
- Commercial
- Public

Cables

Power Cables



LT Power Cable



Medium & High Voltage Power Cables

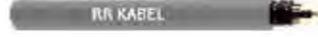
Applications

- Power Transmission
- Power Distribution

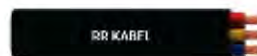
Industrial Wires



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

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

Domestic Distribution Network

(As on Mar'24)



454k+
Electricians



3.9k+
Distributors



4.0k+
Dealers



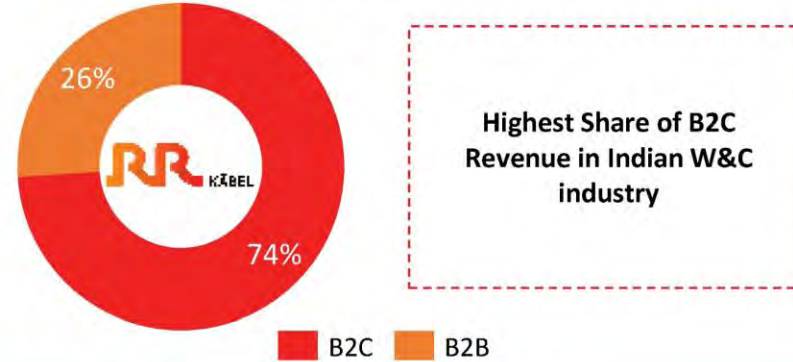
144k+
Retailers



Presence on recognized e-commerce platforms
Ecommerce Platforms

...With a B2C Focused Portfolio

% B2C Revenue in W&C segment (FY24)



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



Exports W&C to
67
Countries

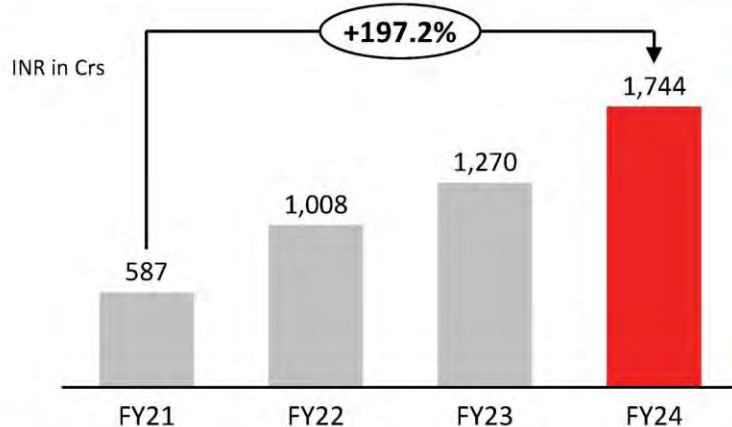
~26.0%

Exports % of Revenue from Operations- FY24

~10%

Market Share of W&C Exports from India

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

✓ 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

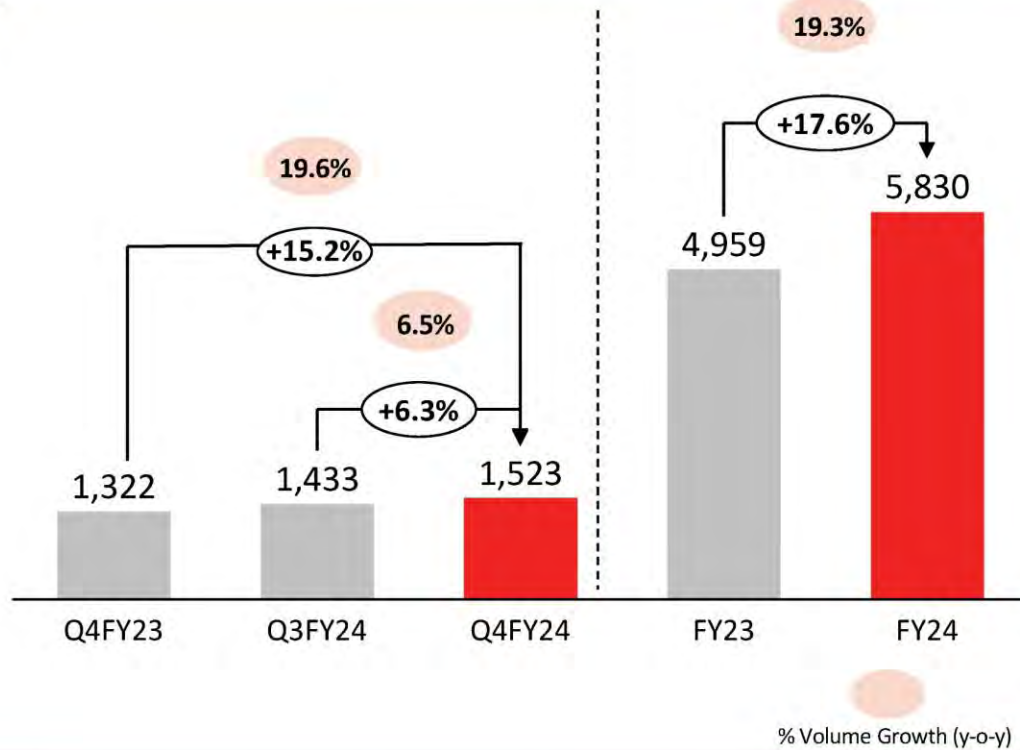
✓ Direct sales to distributors

✓ Large number of global certifications enables exports to multiple countries

✓ Well-positioned to benefit from the global shift to China Plus 1 Policy

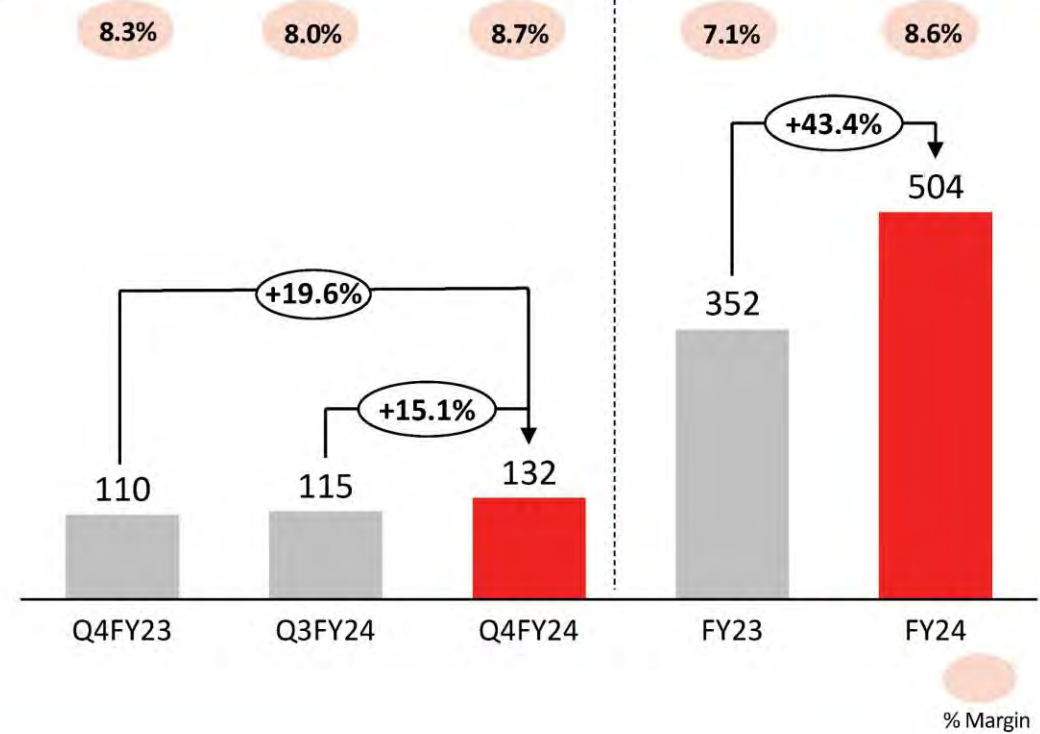
Revenue from Operations

(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**

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



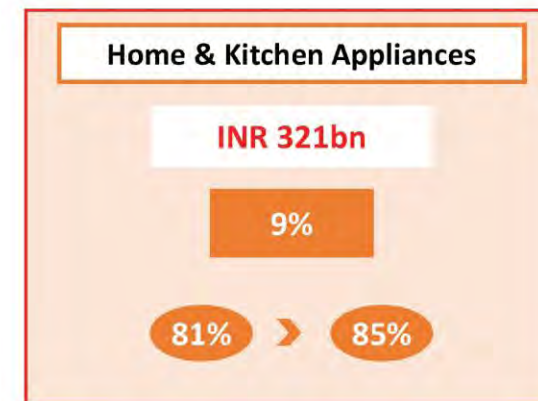
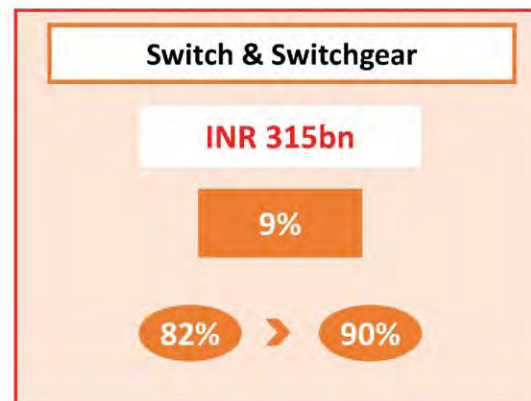
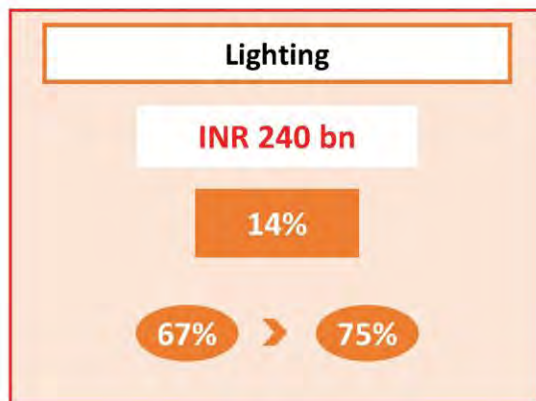
Coolers

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...



...Driven by Premiumization and Shift to Branded Sector

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

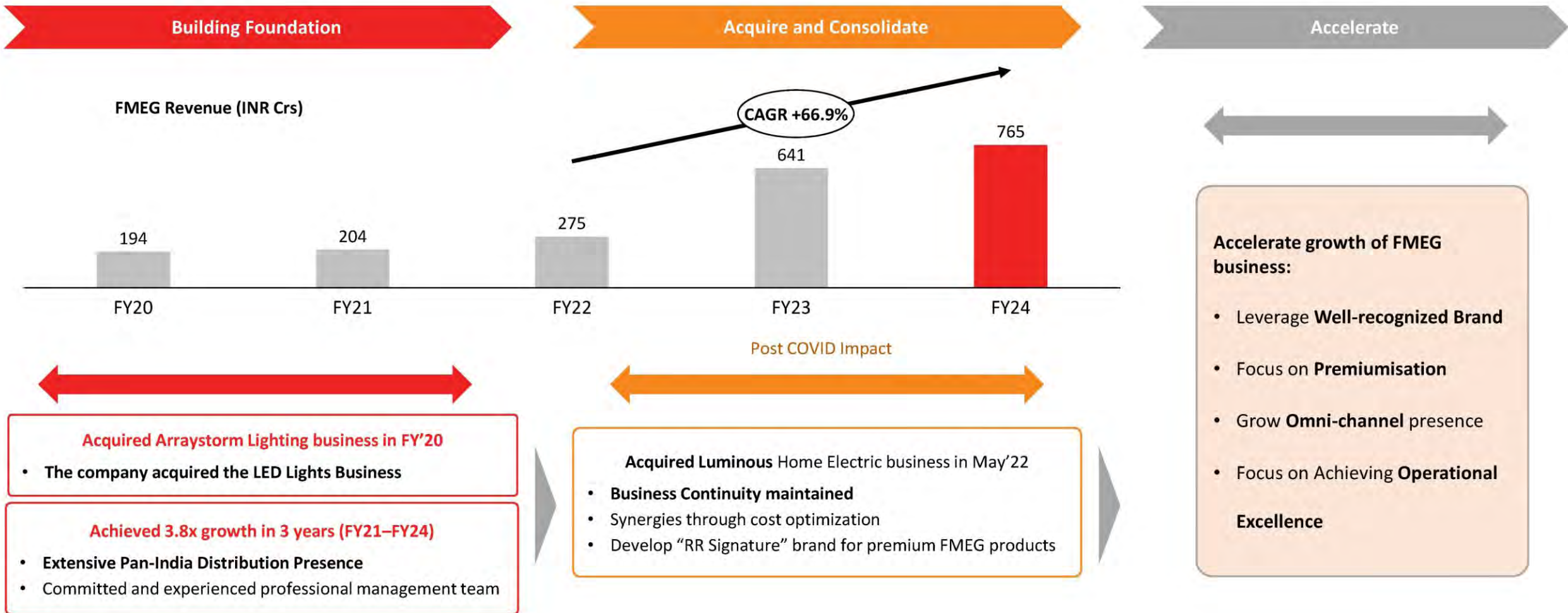
- Lighting**
- LED segment driving growth
 - Reducing imports / 'Make in India' boosting demand
 - Higher replacement demand from urban population

- 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

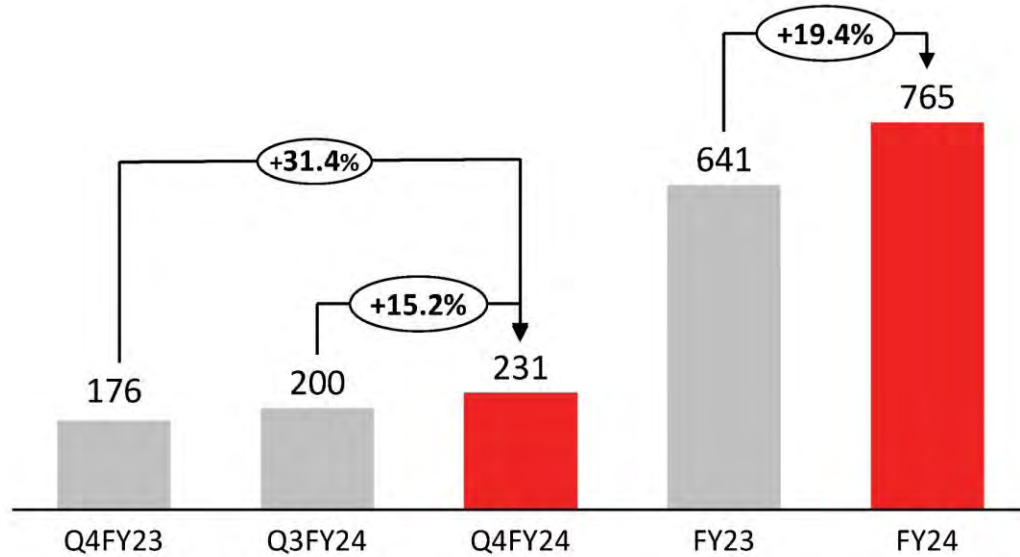
Well-Posed for Growth in the FMEG Segment

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



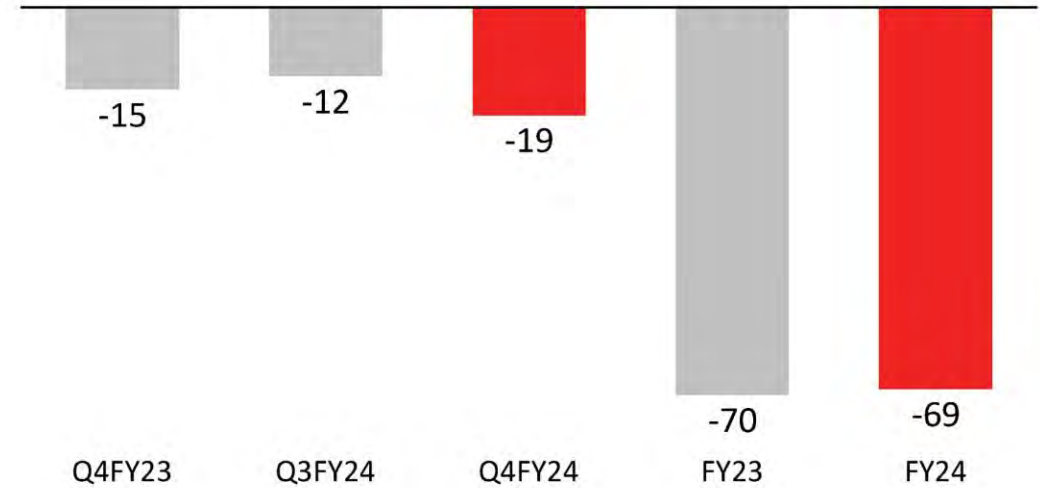
Revenue from Operations

(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 IEEMA¹



Vipul Sabharwal

Independent Director

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



Jyoti Davar

Independent Director

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



Ramesh Chandak

Independent Director

- Recently appointed
- Erstwhile President of IEEMA⁽¹⁾

Professional Management Team- Extensive Experience



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



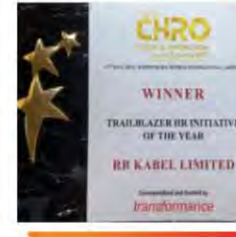
The Best Practices Award In The Industry Mentor Support Category By The Jaipuria Institute Of Management- 2023



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

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

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 ⁽¹⁾
Fulfilling **~59%** of contracted demand
for electricity⁽²⁾



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

Conserving Water



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



"Zero" Waste Discharge
Initiatives

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



RR Connect App

Loyalty management app

500k+ downloads

Brand Hoardings



Exhibition



Our Brand Ambassador

APPROVED BY THE EXPERTS, ADMIRER BY THE WORLD.

AKALMAND BANO, SAHI CHUNO.

RR KABEL
WIRES & CABLES

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

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

Email : digitalsupport@rrglobal.com | Website: www.rrglobal.com | Follow us [f](#) [t](#) [i](#) [l](#) [in](#)

Gate Branding



Kabel Mela



FIRE STATION



POLICE STATION



CRICKET ONGROUND BRANDING



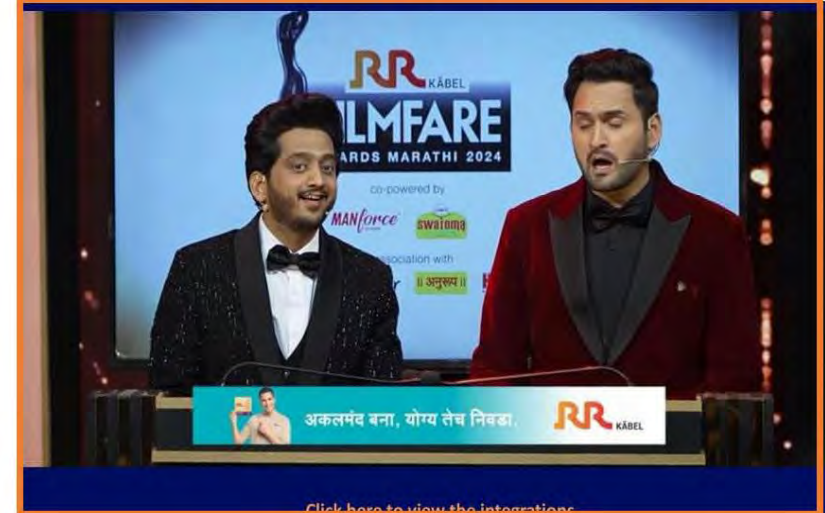
TOLL GATE



ITI COLLEGE



FILFARE AWARDS SPONSORSHIP



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





Thank You

RR KÄBEL

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