

Corporate Presentation

October - 2014



IN TYPE AND MANY

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The Supreme Group



Supreme Industries :

- Engaged in processing of polymers and resins into finished plastic products
- 29.99 per cent stake in Supreme Petrochem
- Supreme Industries Overseas (FZE) A wholly owned subsidiary, in the United Arab Emirates.

Supreme Petrochem:

 Manufactures Polystyrene, Expanded Polystyrene (normal and cup grade), Extruded Polystyrene Boards, Compounds of Polystyrene and Polyolefins

A Curtain Raiser – Supreme Industries



"TO GROW BUSINESS WITH DIGNITY & RESPECT"

CORE VALUES

VISION STATEMENT

- INTEGRITY
- CUSTOMER'S DELIGHT
- CONTINUOUS IMPROVEMENTS & INNOVATIONS
- UNCOMPROMISING QUALITY
- EMPOWERMENT TO INDIVIDUALS

MISSION STATEMENT

- To conduct business with ethical practices and WALK OUR TALK
- To offer consistent products Services with uncompromising quality supported by continuous improvements and Innovations, thereby exceeding Customer Expectations
- To ensure the culture of utmost respect and empowerment to individuals and be catalyst in enhancing their competencies

Supreme Industries at a Glance



Industry

Plastics and related products

Business• One of the largest plastic processor in India, processingHighlightsover 2.85 lakh MT annually

- Presence in the Indian plastic industry for over 48 years under present management
- Diversified revenue model with a large product portfolio across 5 verticals.
- 23 plants situated across India with an asset base of over Rs. 1750 crores
- Bank Loan Rating : CRISIL AA-/positive Short Term Debt Programme Rating :CRISIL A1 plus Capitalisation

Year	30-Jun-09	30-Jun-10	30-Jun-11	30-Jun-12	30- Jun-13	30- Jun-14
Rs. in Cr.	643.65	1441.63	2299.19	2794.60	4445.94	6637.79
US\$ in Million	131.36	294.21	469.22	502.54	808.35	1102.62

Supreme Industries at a Glance

USP



- Manufacturing facilities **spread across the country**.
- Diversified product portfolio with established Brand Equity
- Significant Market Share in each of the verticals
- Strong Cash Flows to fund expansion plans and Reducing Debt Burden
- Pan India Distribution Network and Reach
- Consistent increase in revenues from **speciality and value added products**
- Cost efficient raw material procurement capability
- User of diverse material of plastics
- Invulnerable from import substitutes.
- Optimisation of value Buy Back of shares
 - Higher ROCE
 - Liberal dividend payout

Shareholding Pattern



Shareholders	Nos.	Holding % as on 30 th June, 14					
Promoters	16		49.69%				
Institutional	147		26.37 %				
- FII	108	20.82					
- FI / Mutual Funds	39	5.55					
Bodies Corporate	473		4.87 %				
Individual & Others	26503		19.07 %				
Total	27139		100 .00 %				

Organisation & Management Team



Board of Directors

B L Taparia, Chairman M P Taparia, Managing Director S J Taparia, Executive Director V K Taparia, Executive Director B V Bhargava H S Parikh N N Khandwala Smt. Rasana Khan Y P Trivedi R Kannan Rajeev M Pandia

Management Team

J M Totla, Sr. V P (Plastic Piping System) A K Tripathi, V P (Plastic Piping, Furniture & MHD) V L Malu, Vice President (Industrial Components) P C Somani, Vice President (Finance & Accounts) A K Ghosh, Vice President (Protective Packaging) R K Malani, Vice President (Cross Laminated Films) Khushwant Singh, Vice President (Composites) Samir Kamra, Asso. Vice President (Inj. Molding) Sanjeev Jain, Asso. Vice President (Furniture) Vivek Taparia, Sr. GM (Business Development) R J Saboo, Sr. GM (Corporate Affairs) & Secretary Manish Poddar, Sr. GM (Commercial) Siddharth Roongta, Sr.GM (Cross Laminated Films)

Recent Awards & Recognitions



- Noida was the 1st plastic processing plant and 3rd plant in India to be awarded EN16001-2009 (Energy Management System) from BSI.
- Khushkhera was the 2nd plastic processing plant and 4th plant in India to be awarded EN16001-2009 (Energy Management System) from BSI.
- Supreme was awarded the Top exporter award in "Fittings for Plastic Pipes and Hoses" and "Tarpaulin" categories consecutively for last four years by Plexcouncil.
- Supreme was awarded the Second Best exporter award in "Plastic Pipes and Hoses" category consecutively for last four years by Plexcouncil.
- Supreme Chambers awarded Platinum certification under LEED India Core and Shell Rating System by IGBC. Only the second building in Mumbai in this category.
- Pondicherry Unit won the TPM Excellence Award Category A 2011 organized by Japan Institute of Plant Maintenance. First Plastic Injection Molding Organization in India to achieve this award.
- Gadegaon Unit has been selected for "Green Manufacturing Excellence Award" 2012 by Frost & Sullivan.
- Company has been awarded Top Spot under "Plastic & Plastic Products" Category by Dun & Brad Street Corporate Awards – 2012 & 2013
- Gadegaon unit has bagged most coveted 8th State level Energy Conservation Award 2011 - 2012



A comprehensive portfolio of Value Added Products



Business Vertical	Product Portfolio	Targeted Customer Segment
Plastic Piping System	uPVC Pipes, Injection Moulded fittings, Handmade fittings, Polypropylene Random, Co- polymer Pipes & Fittings, HDPE Pipe Systems, CPVC Pipes Systems, LLDPE Tube and Inspection Chambers	 Potable Water Supply Irrigation Drainage & Sanitation Housing
Consumer Products	Furniture	 House Hold Office Establishments Institutions
Industrial Products	Industrial Components Material Handling Products (Crates, Pallets & Dustbins)	 Auto Sector Electronic Household Appliances Water Purification - filters Soft Drink Companies Agriculture & Fisheries
Packaging Products	Specialty Films Protective Packaging products Cross Laminated film products	 Electronics Food Industry Sports Goods Insulation Construction Agriculture Floriculture Horticulture Grain Storage Tarpaulin
Composite Products	LPG Cylinders Pallets	 Retail / Household Grain Storage Bulk Warehousing 11

Plastic Piping Division



Highlights

- Leading Quality Player with 6156 products for 22 different application systems and only Company to supply pipes and fittings from major polymers like PVC, CPVC, PE & PPR.
- 14 per cent of the organised domestic plastic piping market
- High Quality Raw Materials, structural accuracy and perfect designing techniques resulting in Light Weight, Durable, Non-Corrosive and cost effective solution alternative to conventional products
- Market serviced by organized & unorganized playes. The organized players service around 63% of the market, Their share is growing faster than players in unorganized market.
- Custom Designed products to suit Specific Applications
- Meets the specifications of various National & International standards.
- Has 715 channel partners .
- Introduced various Path Breaking Technologies in India
 - □ S.W.R. Drainage System
 - □ Aqua Gold High Pressure Plumbing System
 - □ Indo-Green PP-R hot and cold water system
 - □ Eco-Drain structured wall hi-tech pipes
 - □ Nu-drain underground drainage system
 - □ Inspection Chambers
 - □ Silent Pipe System
 - Man Hole

Estimated Market	Supreme's Share in
Size in Rs. Crores	2013-14
23,500	9%

Consumer Products – Furniture



Highlights

- Second-largest player in the plastic moulded Furniture with current Processing Capacity-30,000 MT
- One stop solution for all furniture needs, made from 100% virgin polymers, using computer designed moulds at ISO certified Plants
- First in the Industry to use the Gas Injection technology in moulding process
- Range of Indoors and outdoors high quality furniture tested for ergonomic comforts, resilience and environmental resistance
- Pioneers in introducing
 - □ Lacquered furniture
 - □ Upholstered moulded plastic furniture
 - □ Hybrid Furniture
- Clients House Hold, Office Establishments & Institutions

Estimated Market	Supreme's Share in
Size in Rs. Crores	2013-14
2,600	10.50 %

Packaging Products



Highlights

- Key Categories: Specialty Films, Protective Packaging Products & Cross Laminated Films products
- Product Range: Thermoplastic PE foam sheets and profiles, cross-linked and blended PE foams (block & extruded), air bubble films and composites and <u>Customized products</u> include anti-static, UV resistant and aluminum foil laminated foam & bubble films, besides EPDM blended and other specialty rubber foams. Composites aluminium, Metalized PET, Speciality film & Cross Laminated Film Products.
- A turnkey packaging solutions provider –oversees the actual packaging operations at the customer's site, sourcing and incorporation of other materials in the process
- Access to latest technologies and innovations tie ups with global industry leaders
- Introducers of various Path Breaking Technologies in India:
 - □ Reticulated foam for air filtration
 - □ Sound absorbing open cell foam
 - □ High temperature & Fire Resistant Melamine foam
 - □ Water Proofing Membrane made from a composites of Foam products
- Only Indian company to have the technology to manufacture Patented Cross Laminated film Products under Brand name Silpaulin. It is one-seventh the weight of conventional cotton tarpaulin, but has a high strength-to-weight ratio.

Protective Packaging Products

Products	Estimated Market Size in Rs. Crores	Supreme's Share in 2013-14
EPE Foam	500	35 %
Air Bubble Film	280	14 %
Cross Linked Foam (Block)	300	22 %
Cross Linked Foam Rolls(Chemical)	90	55 %
Nitrile PVC Rubber Foam	90	7%

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Industrial Products



Highlights

- Major player in the industrial products segment manufacturing
 - □ Industrial components
 - □ Material-handling products
- Ability to provide cockpit assemblies for the Auto Segment
- Presence in water purification segment
- Presence in Electronic Voting Machine
- Largest Supplier to the Soft Drinks Industry
- First to launch the Injection Moulded Plastic Pallets

Material-handling products

Estimated Market Size in Rs. Crores	Supreme's Share in 2013-14
1450	13%

Plant Locations



	1	People 🥻 who know i						
Sr No	Location	Industrial	Consumer	Packaging	Plastic	Composites		
51 100	Location	Products	Products	Products	Piping	composites		
1	Derabassi (Punjab)	1	1					
2	Durgapur (West Bengal)	1	1					
3	Gadegaon (Maharashtra)	✓	1	✓	✓			
4	Guwahati (Assam)		1					
5	Halol – Unit I (Gujarat)			✓				
6	Halol – Unit II (Gujarat)			1				
7	Halol – Unit III (Gujarat)			✓				
8	Halol – Unit IV (Gujarat)					✓		
9	Hosur Unit I (Tamil Nadu)			1				
10	Hosur Unit II (Tamil Nadu)			1				
11	Jalgaon – Unit I (Maharashtra)				✓			
12	Jalgaon – Unit II (Maharashtra)				1			
13	Kanhe (Maharashtra)	1						
14	Kanpur (Uttar Pradesh)				1			
15	Khopoli (Maharashtra)			1				
16	Khushkheda (Rajasthan)	1						
17	Malanpur – Unit I (Madhya Pradesh)			1				
18	Malanpur – Unit II (Madhya Pradesh)			1	1			
19	Noida (Uttar Pradesh)	1						
20	Puducherry (Union Territory)	✓	1					
21	Silvassa (Union Territory)			1				
22	Sriperumbudur (Tamil Nadu)	1						
	Urse (Maharashtra)			1				

urrome

A Virtual Tour of the Plant - Gadegaon











-- Mega Project at Gadegaon spread over 132 acres





A Virtual Tour of the Plants





Durgapur



Halol



Hosur



Jalgaon



Kanpur



Khushkera



Malanpur



Noida

Gadegaon

Pondicherry



Silvassa



Talegaon



Chennai

Technical Collaborations



COMPANY

- Rasmussen Polymer Development,
 Switzerland
- Wavin, Netherlands
- Foam Partner, Switzerland
- Sanwa Kako, Japan
- PE Tech, Korea
- Kumi Kasai Co. Ltd., Japan
- LOMOLD (PTY) LIMITED
- Kautex GMBH
- Spears Mfg. Co. Los Angeles

PRODUCT LINE

- **Cross-laminated Films**
- **Plastic Piping Systems**
- **Reticulated PU Foam**
- 2 stage Foam
- **Cross Linked Foam**
- **Automotive Components**
- **Composite Pallets**
- **Composite LPG Cylinders**
- Fire Sprinkler Pipes from CPVC

Supreme Chambers



People who know plastics best

Andheri Commercial Complex Project



≻Total Land Area: 94,347 sq. ft.

➢Purchased TDR : 92,463 sq. ft.

>Architect: Sanjay Puri, one of the leading architects of India.

> Total Construction: Ground+10 storey + 2 level basement

>Other facilities in complex include health club, Conference Room, parking of 350+ cars, DG back up, Green building with platinum rating from the USGBC, pocket terraces at different levels, terrace garden, cafeteria, 6 high speed elevators and 2 service elevators.

Andheri Commercial Complex Project



- > Total Saleable Area : around 2,79,529 sq. ft.
- > Total Project Cost : about Rs. 155 crores .
- > Already sold / negotiated about 1,30,455 Sq.ft. with net revenues of Rs 201.93 Crores already received.
- Estimated revenues from balance unsold area is about Rs. 230 Crores.

Financial Highlights (Consolidated)



Year	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Share Capital	25.4	25.4	25.4	25.4	25.4	25.4
Reserves & Surplus	278.7	388.7	522.3	671.32	853.58	1013.75
Net Worth	304.1	414.1	547.7	696.72	878.98	1039.16
Total Assets	719.83	801.44	1058.95	1448.82	1941.71	2059.93
Secured Loans	286.42	269.16	353.22	241.89	322.63	367.26
Unsecured Loans	129.35	118.24	158.02	109.22	147.22	102.65
Total Debt	415.77	387.4	511.24	351.11	469.85	469.91
Net Block	544.3	565.6	741.67	739.39	1060.79	1105.99
Investments	49.6	69.3	91.62	88.74	109.83	107.35
Debt to Equity (x)	1.3	0.9	0.9	0.5	0.53	0.45

June Year ending, Rs in Crores

Financial Highlights (Consolidated)



Year	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	CAGR (%)
Total Income	1657.59	2013.29	2460.30	2870.86	3409.51	3914.32	18.75
Y-o-Y Growth %	25.39	21.46	22.20	16.69	18.76	14.81	
EBIDTA	240.49	304.39	364.30	440.24	548.40	564.28	18.60
EBIDTA %	14.51	15.12	14.81	15.33	16.09	14.42	
Depreciation	52.54	52.94	61.91	72.49	81.71	101.55	
EBIT	187.95	251.45	302.39	367.75	466.69	462.73	19.74
EBIT %	11.34	12.49	12.25	12.81	13.69	11.82	
Financial Expenses	54.58	33.05	42.51	54.81	52.35	76.14	
Profit Before Tax	139.59	218.50	259.88	312.94	414.34	386.59	
PBT %	8.42	10.85	10.56	10.90	12.15	9.88	
Profit After Tax	90.85	147.36	178.85	211.05	283.97	257.66	23.18
PAT %	5.48	7.32	7.27	7.35	8.33	6.58	
EPS (basic FV Rs. 2)	7.15	11.60	14.08	16.61	22.35	20.28	
ROE (%)	31.94	41.28	37.30	33.99	36.10	26.90	
ROACE (%)	32.48	43.86	38.45	38.76	42.10	33.70	

June Year ending, Rs in Crores Excluding Property Business

Financial Highlights



Rs in crores

2008-09 2009-10 2010-11 2011-12 2012-13 2013-14

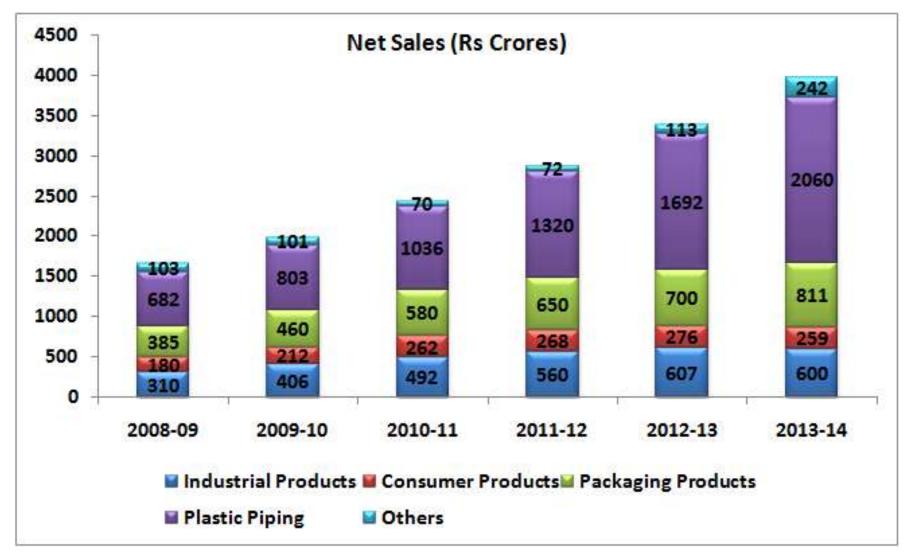
Cash Flow Summary						
Cash and Cash Equivalents at Beginning of the year	13.4	5.2	15.0	10.1	9.2	19.9
Net Cash from Operating Activities	198.3	147.0	169.4	350.8	405.8	325.2
Net Cash Used in Investing Activities	(140.4)	(67.5)	(240.4)	(64.3)	(362.7)	(133.7)
Net Cash Used in Financing Activities	(66.1)	(70.2)	66.1	(287.4)	(32.4)	(190.3)
Net Inc/(Dec) in Cash and Cash Equivalent	(18.0)	7.9	(4.4)	0.2	10.7	117.2
Cash and Cash Equivalents at End of the year	5.2	15	10.1	9.2	19.9	21.0

Strong cash accruals and favourable capital structure, which provides financial flexibility to raise resources as and when required

- Positive cash flows at its operating as well as net level
- Even during tough times of FY09 company has made investment towards future

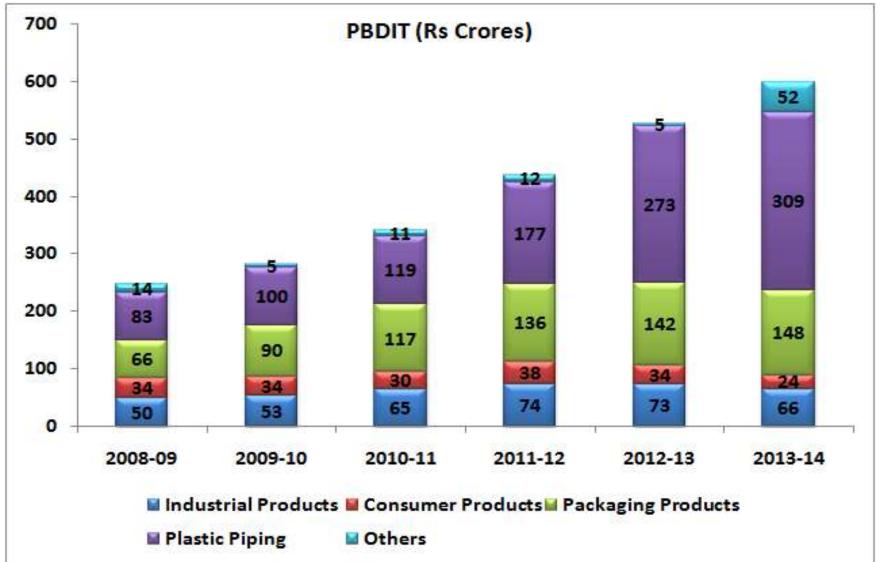
Financial Highlights – Segment Wise





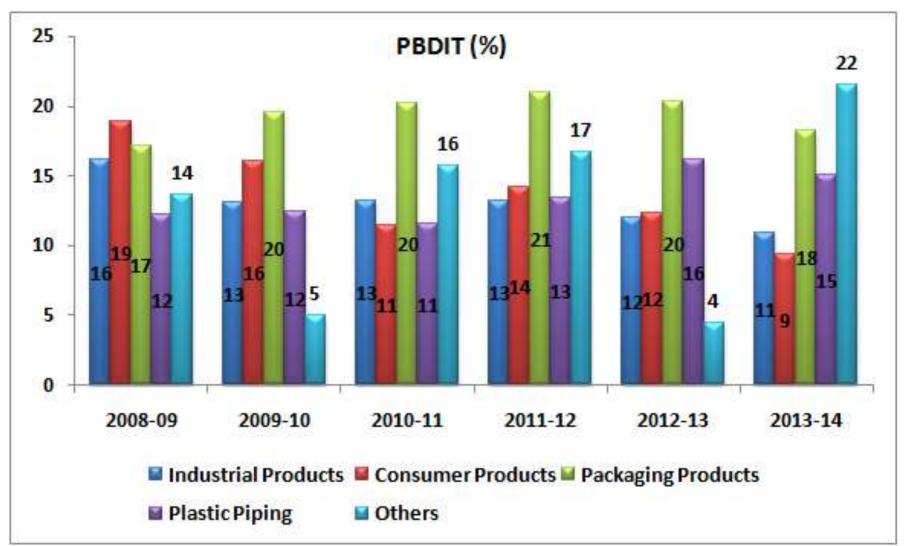
Financial Highlights – Segment Wise





Financial Highlights – Segment Wise





The Intangibles – Beyond Numbers



- Large and diverse production network Saves on freight costs and time to market its products
- Portfolio of several Patented Products & Brands with focus on value added products.
- Fiscal benefits due to plants located in backward areas savings to invest for better infrastructure
- Technical collaborations with international players, to supplement its production capabilities and cater to new application coupled with low cost Indian manufacturing base
- In-house design centre enabling to launch innovative products
- High economies of scale and efficient centralised procurement of raw material
- Countrywide Distribution Network
- Play on INDIA's growth story Agriculture, Infrastructure, Housing, Packaged Foods, Sports Goods, Potable Water Supply & Sanitation, Auto, Electronics, Horticulture, Floriculture etc. Most industries are the thrust areas of the Government discernible by the huge outlays earmarked for their development

Addressing Risks



- Raw Material Costs
 - Supreme Industries' operating profitability is moderately susceptible to volatility in prices of its key raw materials—poly vinyl chloride resin, polyethylene, and polypropylene; the prices of these commodities are linked to movements in crude oil prices
 - □ The company is taking initiatives to enhance the share of the high-margin speciality products in its portfolio
 - □ Maintain cost competitiveness through
 - Continuously enhancing operational efficiencies
 - Leveraging on Economies of Scale
 - Effective Working Capital Management

Unorganized Markets

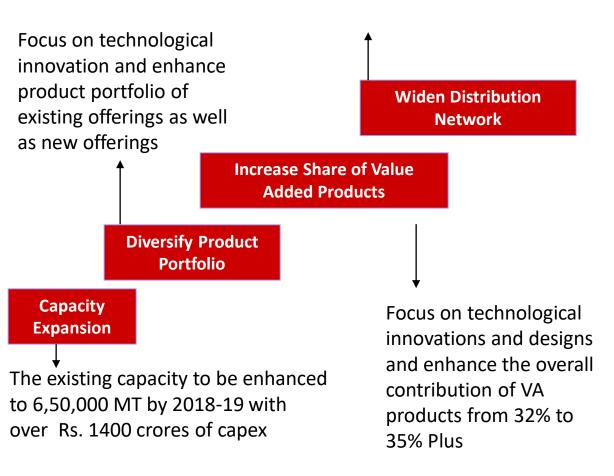
- □ The plastics industry is considered to be highly fragmented, with a large unorganised segment.
- □ Insignificant competition from unorganised sector to Company's product mix except in Furniture.
- □ Brand Building Exercise, Technological Innovations to launch innovative products to enhance reach, image and loyalty factor
- □ High Operational Efficiencies to maintain cost competitiveness

Macro Economic Parameters

- □ Government policies have a direct impact on certain industry verticals such as infrastructure spending and high cost of money affecting domestic appliances and 4 wheeler sector..
- □ These segments have witnessed increased budgeted outlays over the years and given their relevance in the overall economic development, they are expected to remain key focus areas.

The Way Forward

Increase channel partners and widen as well as deepen the distribution network





By 2018-19

- Aim to become a Rs. 8000 crore turnover company with a CAGR of 17% in value terms.
- Volumes to grow at 10% CAGR to 4,50,000 MT
- Maintain 13.50 14% operating margins
- Maintain interest & depreciation together below 4% of turnover.



Product Segment Wise Expansion Plan

Total plants to go up from existing 23 by 2018-19, with total capex of around Rs 1400 crores

Division	Proposed Locations for 2014-15 & 15-16
Plastic Piping System, Protective Packaging Products & Furniture	Kharagpur
Plastic Piping System	Malanpur (M.P.)
Plastic Piping System	Puducherry
Plastic Piping System	Assam
Plastic Piping System, Protective Packaging Products & Furniture	Southern India

Expected to add more new locations going forward in next three years i.e. from 2016-17 to 2018-19.



Diversify Product Portfolio

- Increase range of Products within existing product lines
- Develop/ Introduce innovative products for new applications
 - Composites Pallets
 - underground sewer & Drainage systems
 - Patented Cross Plastic Film Product
 - Overhead Tanks & Sceptic Tanks
 - Large Varieties of Pipe Fittings
 - PPR Pipe System for Industrial Application
 - Large Range of Bath Room Fittings including Electroplated Products
 - Industrial Valves
 - Fusion Furniture
 - Protective Packaging Innovative Products

Expansion Strategy in Detail

Increase Share of Value Added Products

VA products are those where OPM > 17%

		2012-13			2013-14		Estimated
Product Group	Total Net Turnover	Share of Specialty Business	Specialty Business Turnover	Total Net Turnover	Share of Specialty Business	Specialty Business Turnover	share in 2018-19
Plastic Piping	1652.45	27.26%	450.42	2011.54	27.73%	557.74	30 %
Molded Furniture	275.27	38.37%	105.62	258.36	48.56%	125.47	70 %
Cross Lami. Films	365.71	100%	365.71	394.11	100%	394.11	100%
Prot. Packaging	255.60	35.39%	90.45	308.38	31.66%	97.64	45 %
Composite LPG Cyl.							100%
Others	679.29			700.35			
Total	3228.32	31.71%	1023.83	3672.74	32.30%	1186.24	35 % Plus

Widen Distribution Network

- Increase reach in existing locations and capture market share in untapped locations
- Strengthen channel partners and increase the distribution network, which at present is over 2,250 channel partners.

Export Thrust

• Plan to increase current Export Turnover of around 2.50% of total turnover, significantly over next five years.

Supreme Petrochem Limited - Introduction





- One of the largest single site Polystrene (PS) producer accounting for 2% of world capacity. Owns 60% of domestic installed capacity.
- Current Effective Capacity : Polystyrene (PS)
 Compounded Polymers
 EPS normal & Cup Grade
 XPS
 2,55,000 TPA
 30,000 TPA
 65,000 TPA
 1,00,000 M3
- Location : 1. About 120 kms. From Mumbai on Goa highway in District Raigad. Plant site area - 333 acres.
 - 2. At Manali near Chennai in South India.

Supreme Petrochem Limited - Update





- Technical Collaboration with NOVA INC of USA with Buy Back arrangement of EPS cup grade production.
- Supreme Industries own 29.99% equity of Supreme Petrochem.

Commitment to Shareholders



Last 5	years Divi	dend Pay	out History	Regul	ar Bonuses	sinc
une Year Ending	Total Dividend-	Face	Per Share Amount Paid in		Year	Rat
	Outgo Crores	Value	Rs. on FV Rs.2 per share		2006	1:
2014	118.89	400	8.00		1992	1::
2013	111 27	375	7.50		1988	1:1
	111.27	07.0			1986	4:5
2012	88.58	300	6.00		1981	2:5
2011	63.55	215	4.30		1978	3:5
2010	53.37	180	3.60			

Stock split in the ratio of 5-for-1 on October 19,2010 as a record date.

- I. Over the years, Supreme has rewarded its shareholders with constant dividends year after year. Payout ratio between 35 to 50% of PAT.
- II. There is timely bonus given to shareholders to create wealth for them
- III. Efficient capital allocation Buy back of shares in 2008-09 at average price of Rs.22 against present price of Rs. 655. Appreciation in value by about Rs. 700 crores
- IV. Unlocking the wealth by developing Commercial Complex at Andheri (Mumbai)

A Responsible Corporate Citizen



- The Company's Gadegaon Unit, in furtherance of the above objectives undertakes following social work activities
 - □ Supply of clean drinking water to the village of Gadegaon, on continuous basis.
 - □ Provided sanitation facility for ladies to Gadegaon village.
 - Provided decoratively constructed "Meditation Centre" of around 2,000 sq.ft. near the shrine of Sant Totaram Maharaj in Gadegaon village for the benefit of villagers.
 - □ The Company conducts blood donation camps for Indian Red Cross Society.
 - Company has shown it's commitment towards Physically Disabled persons by taking a mission "Positive towards Disabled People (PDP)", and provided employment initially to four PDP at Gadegaon factory.
 - Company provided Mobile Health Centre with all basic medical amenities in tribal and remote area of Dhadgaon in Dist Nandurbar.
 - □ Tree plantation drive being organised by the Company.

Monetary Contribution towards

- Medical Facilities
- 🗆 ITI's
- □ Aurvedic Hospitals
- Education

The Company is in advanced stage of discussion for Public / Private partnership mode for extensive work in the field of SANITATION .







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