



BHARAT WIRE ROPES LTD.

January 30, 2017

To,

National Stock Exchange of India Ltd.

Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (E),
Mumbai – 400 051

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Dear Sir/Madam,

Subject: Intimation of Schedule of Analyst/Institutional Investor Meet under Regulation 30(6) of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015

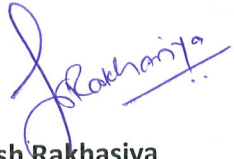
We wish to inform you that pursuant to Regulation 30(6) of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, the following Analyst / Institutional Investors Facilities Visit and Group Meeting was held on **January 28, 2017 at 6.00 P.M.** at Chalisgaon, Maharashtra, with the Company:

Sr. No.	Name of Fund / Firm
1.	Globe Capital Market Limited
2.	Barjate Broking Limited
3.	IndiaNivesh Securities Limited
4.	Mehta Equities Limited
5.	Karvy Stock Broking Limited
6.	SSJ Finance & Securities Private Limited
7.	Nirmal Bang Sec. Private Limited
8.	Prabhudas Lilladher Private Limited
9.	Centrum Broking Limited

The aforesaid information along with the Analysts Presentation is also disclosed on the website of the Company at www.bharatwireropes.com. Please note that no unpublished price sensitive information was shared during the meeting.

Kindly take same on record.

For **Bharat Wire Ropes Limited**


Shailesh Rakhasiya
Company Secretary & Compliance Officer
Membership No.: ACS 32244



Corporate Office:

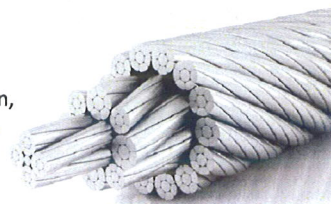
A - 701, Trade World Bldg., Kamala Mills,
SB Marg, Lower Parel (W), Mumbai - 13
Tel: +91 22 66824600
Fax: +91-22-24955477

Registered Office & Factory:

Plot No - 1&4, Atgaon Industrial Complex,
Mumbai - Nasik Highway, Atgaon (East),
Taluka - Shahpur, Dist - Thane - 421601
Tel: +91 2527 240123. Fax: +91-2527 240196

Factory:

Plot No 4, MIDC,
Chalisgaon Industrial Area,
Village - Khadaki, Taluka - Chalisgaon,
Dist - Jalgaon - 424101



Bharat Wire Ropes Ltd.

Analyst Presentation

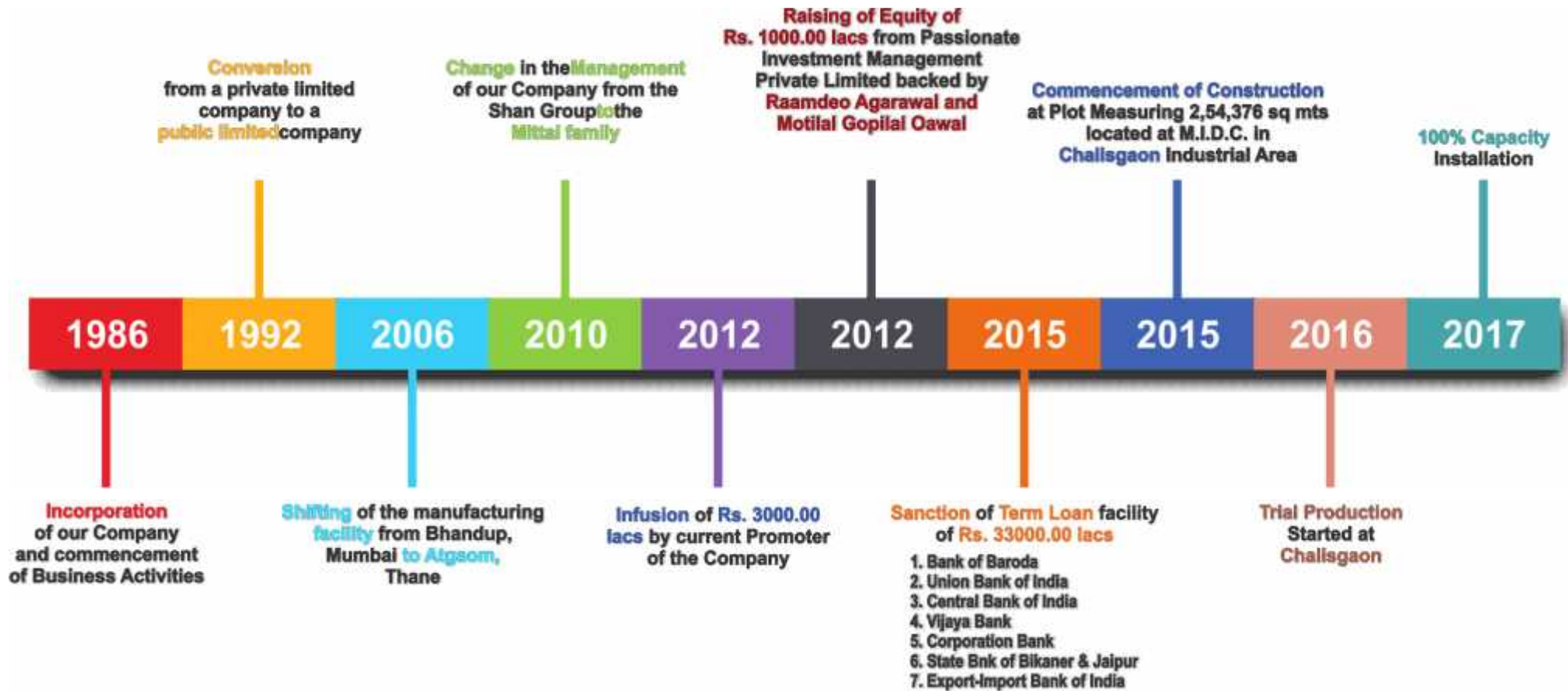


Bharat Wire Ropes: An Overview



- Established in **1968** and incorporated in **1986** headquartered in Mumbai, Maharashtra, Bharat Wire Ropes Ltd. ("BWR") is a **Specialty Steel Wire Rope, Sling & Strands** manufacturing company.
- Over the year, BWR has established itself as one of **the largest manufacturer** of wire ropes and strands in India
- **Change of management** of BWR in **2010**, acquired by **Mittal Family**
- In addition, its product portfolio also includes mechanically / hand spliced slings, earth wires, stay wires, guy wires and spiral strands
- Products are used in use in a varied list of application / industries such as General Engineering, Fishing, Elevators, Cranes, Material Handling, Onshore / Offshore Oil Exploration, Ports & Shipping and Mining
- **Manufacturing Locations:**
 - 1) **Atgaon, Shahpur,** Maharashtra with capacity of 12,000 MTPA
 - 2) **New state of Art Manufacturing Facility:**
 - A 510 crores Greenfield project **in Chalisgaon**, Maharashtra with capacity of **66,000 MTPA** to manufacture wire ropes
- Exports its products to Australia, Indian Sub – Continent, Middle East, Nepal, New Zealand, UK, US, Singapore, South Africa, Vietnam, etc
- Combined Total capacity of Atgaon and Chalisgaon Facility will **of 78,000 MTPA**.

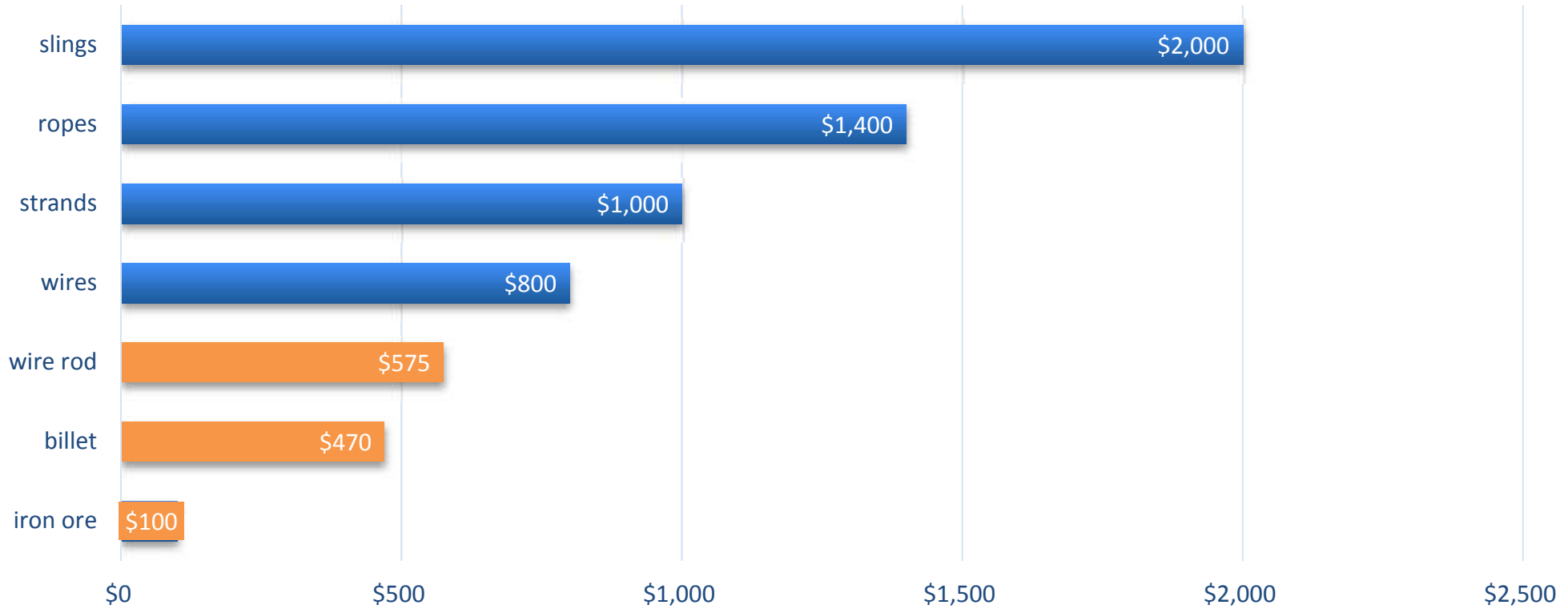
Milestones



Value Chain



Price



	iron ore	billet	wire rod	wires	strands	ropes	slings
■ Price	\$100	\$470	\$575	\$800	\$1,000	\$1,400	\$2,000

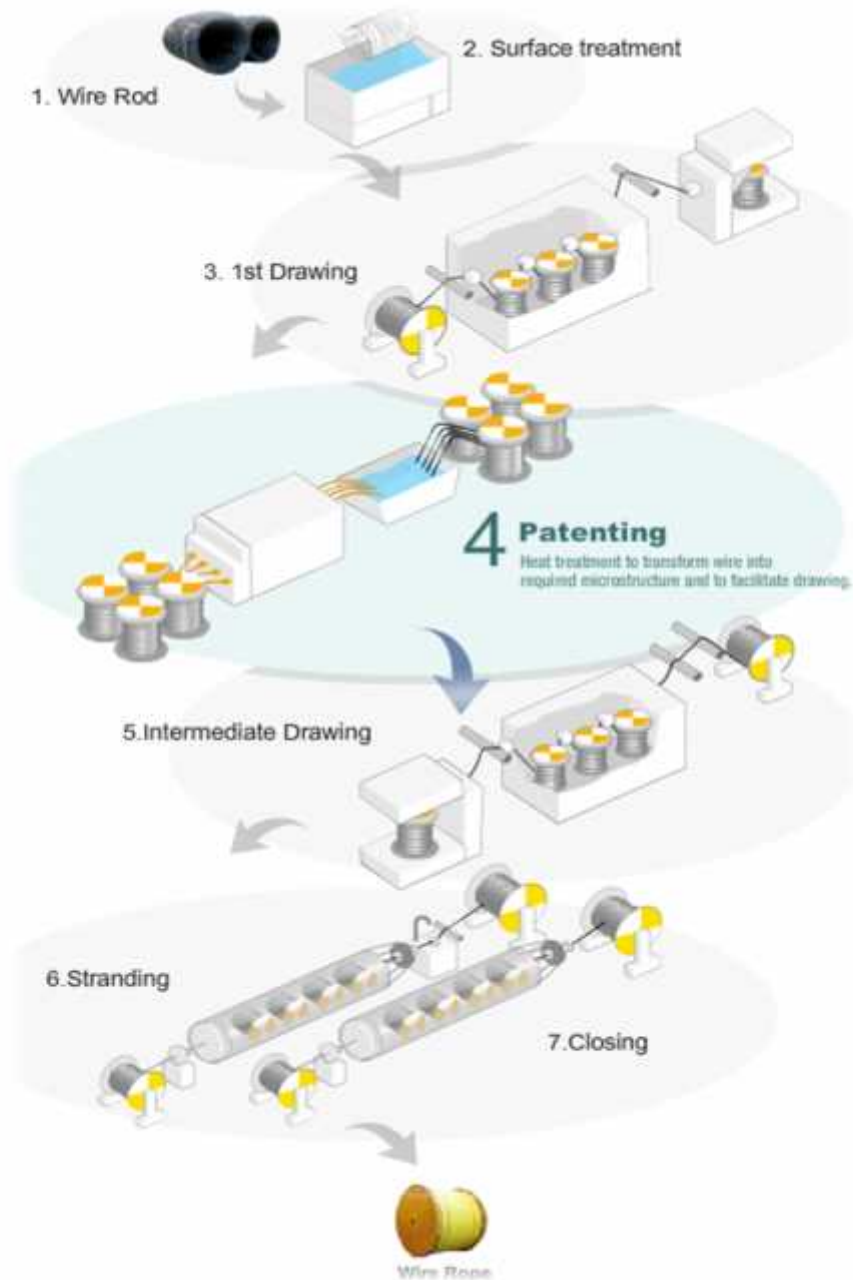
Management

	<p>Mr. Supratik Chatterjee (Chairman & Non-Executive Independent Director)</p>	<p>is the Non-Executive Independent Director of our Company. He holds a degree in Bachelor of Commerce from University of Calcutta and has completed with the Intermediate Examination from the Institute of Cost and Works Accountants of India. He has held various positions at State Bank of Bikaner and Jaipur, and retired as Managing Director of State Bank of Bikaner and Jaipur.</p>
	<p>Mr. Murarilal Ramsukh Mittal (Managing Director)</p>	<p>is the Managing Director of our Company. He was instrumental in acquiring our Company from the Previous Management in June, 2010. He holds a degree in Bachelor of Commerce and is also a Fellow member of the Institute of Chartered Accountants of India. Prior to acquiring our Company, he was associated with the Welspun Group for almost 23 (twenty three) years, in various positions inter-alia as the Executive Director-Finance on the board of several Welspun Group companies, including Welspun Corp Limited.</p>
	<p>Mr. Mayank Mittal (Additional Director)</p>	<p>Is the Director of our Company. He holds a degree in Bachelor of Science from the State University of New York Stony Brook as well as a degree in Masters of Business Administration from Long Island University & Harvard. He has an overall experience of approximately 4 (four) years. He was appointed on June 30, 2011, and has been associated with our Company since then.</p>
	<p>Mr. Sumit Kumar Modak (Whole Time Director)</p>	<p>Is the Whole Time Director of our Company. He holds a degree of Bachelor of Technology (B. Tech) from IIT, Kharagpur and has completed The International Managers Program from the Harvard Business, USA. He is one of the leading known names in the field of wire ropes Industry. He has held the positions of Engineering Head, Manufacturing Head and COO at Usha Martin, Ranchi (Wire Ropes & Speciality Products Division).</p>

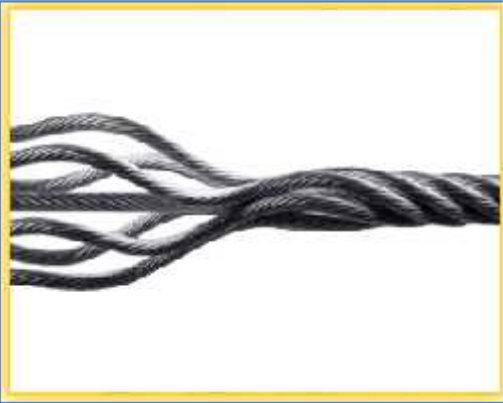
Management

	<p>Mr. Sushil Radheyshyam Sharda (Whole Time Director)</p>	<p>is the Whole Time Director of our Company. He is associated with our Company since 2010. He was appointed as the Whole Time Director of our Company in May, 2011. He holds a degree of Bachelor of Commerce from Rajasthan University and is a Associate member of the Institute Chartered Accountants of India. He has an overall experience of 24 (twenty-four) years serving various corporate in several varied positions.</p>
	<p>K V Rao (Whole time Director)</p>	<p>is the Whole Time Director of our Company. He is associated with our Company since 2010. He holds a degree in Bachelor of Commerce from APS University, Madhya Pradesh and is also a member of the Institute of Cost and Works Accountants of India. He has been the General Manager- Commercial of Lloyd's Steel and Industries Limited. Prior to joining our Company, he held the position of Vice President- Works at Lloyds Line Pipes Limited. He has an overall experience of more than 23 (twenty-three) years with several corporates across India, primarily handling plant operations and liaising with various departments for sanctions/approvals. Similarly, at our Company, he is responsible for all the departmental liaising for smooth operations of our Company's manufacturing units and also looking after the operations and production planning functions. He also plays an instrumental role in getting the necessary sanctions and approvals for the Proposed Project at Chalisgaon.</p>
	<p>Mr. Anthony Reginald D'Souza (Non-Executive Independent Director)</p>	<p>is the Non-Executive Independent Director of our Company. He holds a degree in Master of Arts (Economics) from University of Rajasthan. He has been the Chief Executive Officer and Country Head-India of Abu Dhabi Commercial Bank and is currently serving as an additional director of Bank Staff Cultural And Social Service Association and is also the Chairman on the Board of Citizen Credit Co-operative Bank Limited. Prior to joining the Abu Dhabi Commercial Bank, he was a director on the board of Citizen Credit Co-operative Bank Limited, Mumbai. He has an overall experience of more than 40 (forty) years with several banks across diverse facets in the banking industry such as strategic planning, operations, audit, business development, credit management and customer relationship management.</p>
	<p>Mr. Asit Pal (Non-Executive Independent Director)</p>	<p>is the Non-Executive Independent Director of our Company. He holds a degree in Bachelor of Science from the University of Calcutta and is also an Associate member of the Institute of Chartered Accountants of India. He has held the position of Executive Director on the board of Corporation Bank and is currently holding directorships in various organizations. He has an overall experience of more than 30 (thirty) years with several banks across India.</p>

Production Process



Company's Business Overview



Wire Ropes

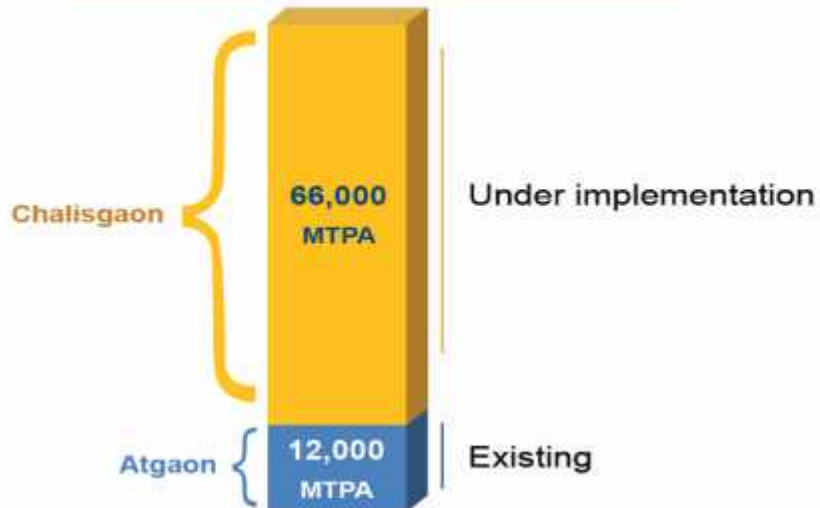


Slings



Strands

Manufactured facility with capacity



Accreditations & Approvals



Slings : Overview



Soft Eye Hand Spliced



Thimble Eye Hand Spliced



Soft Eye Machine Swaged



Thimble Eye Machine Swaged



Steel Ferrule Machine Swaged



Closed Swag Socket



Applications: Capacity Installed



Oil & Gas

6000MT



Cranes

18000MT



Mining

7000MT



Offshore

21000MT



Marine

6800MT



Elevator

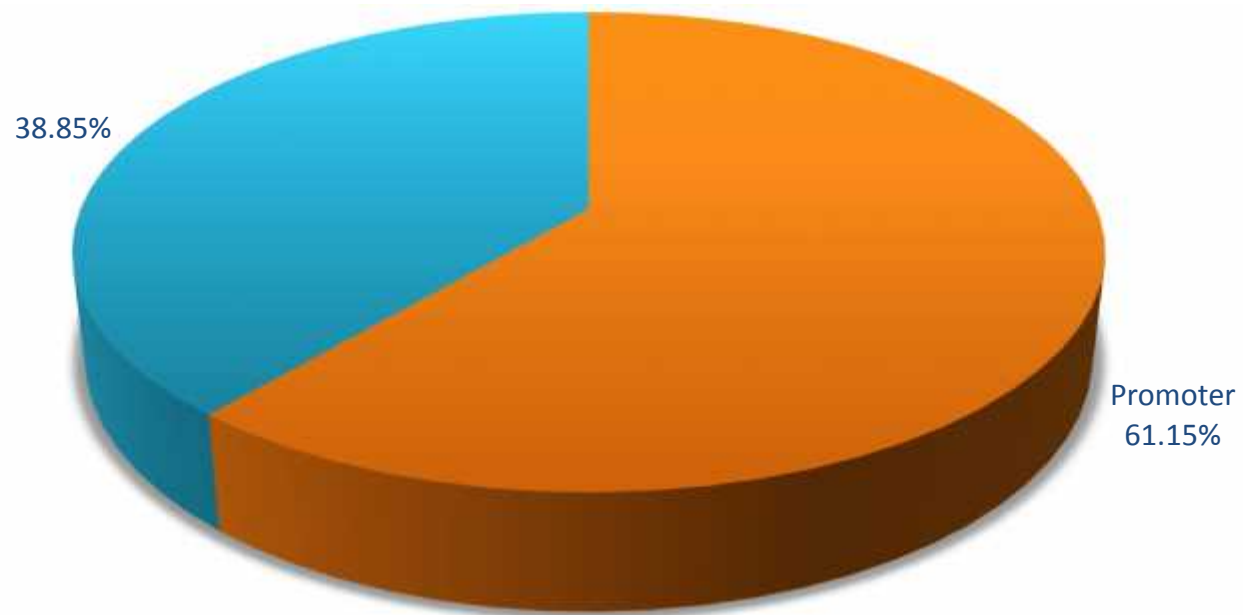
6000MT



Structural

1200MT

ShareHolding Pattern*



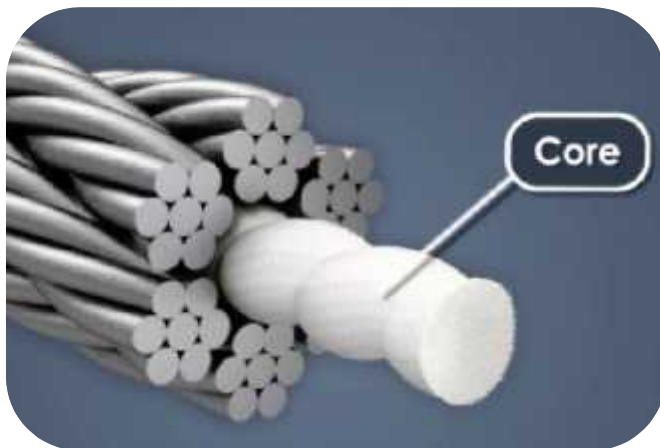
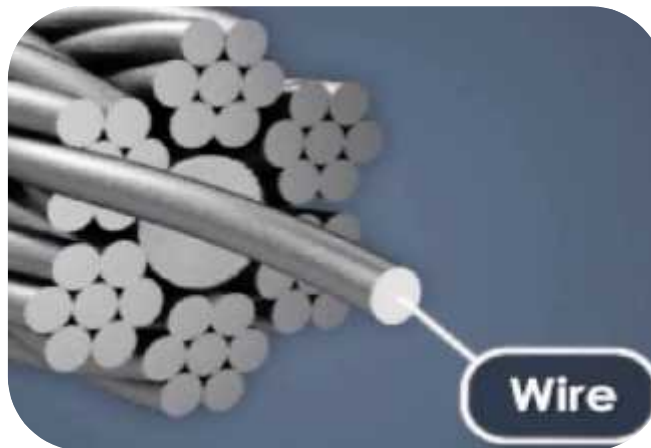
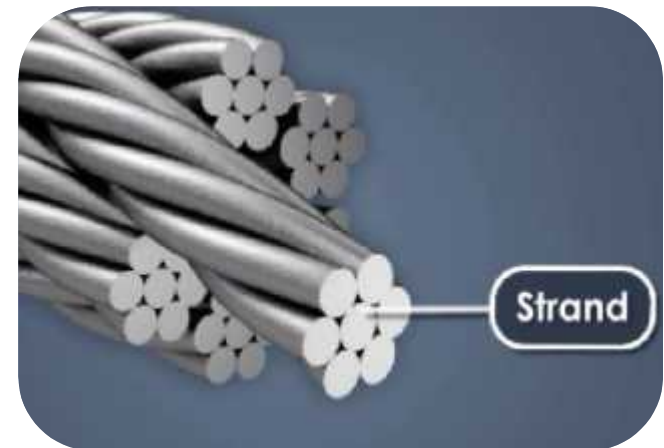
■ Promoter ■ Public

* As on Dec 2016

Wire Ropes: Engineered

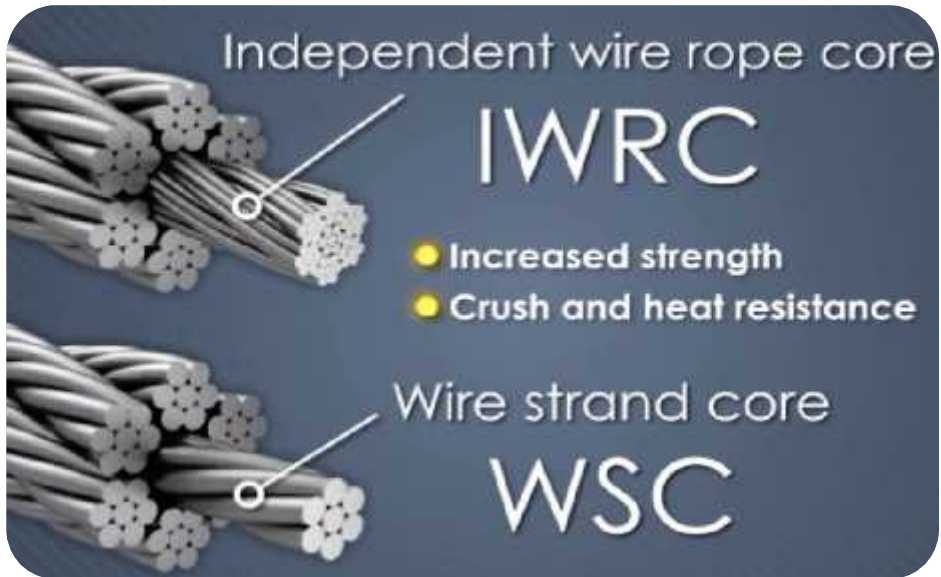
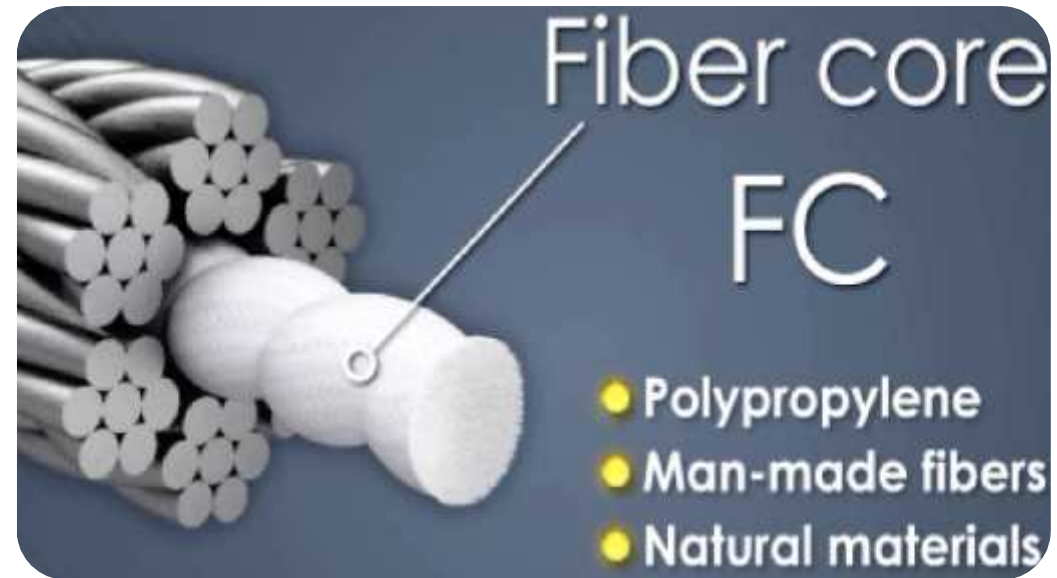
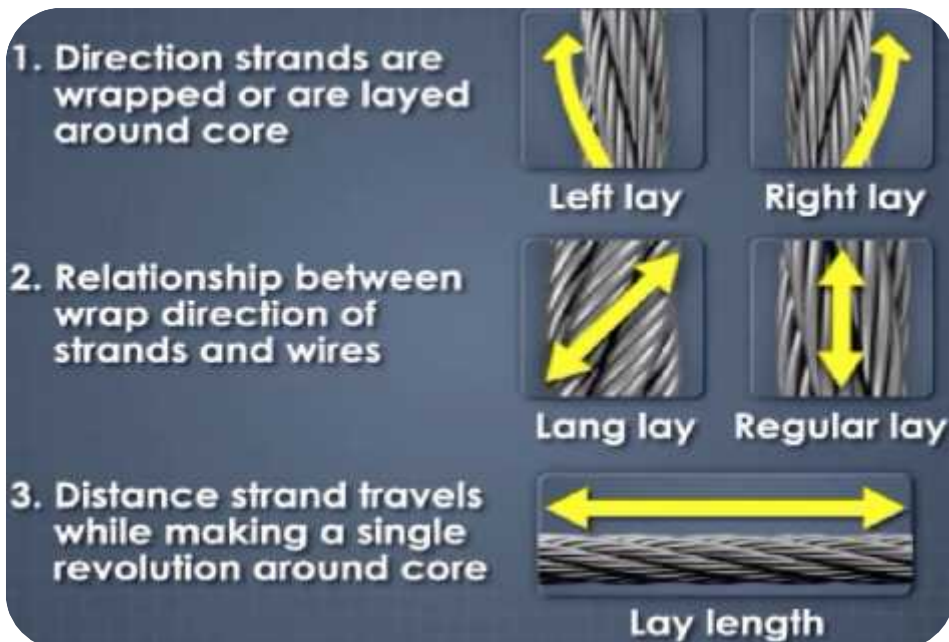


Wire Rope

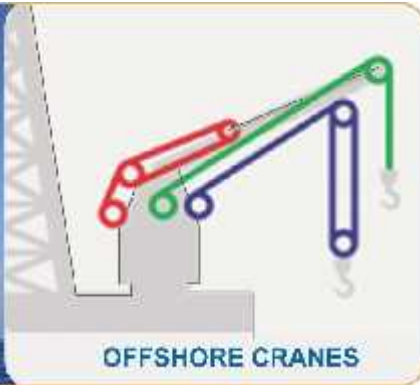


Source: Company website

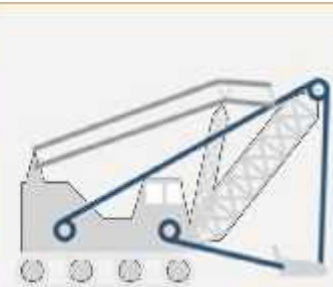
Wire Ropes: Engineered



Applications



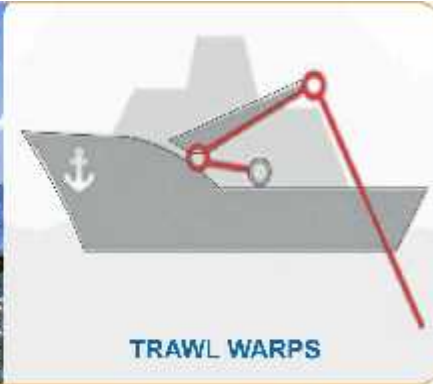
OFFSHORE CRANES



DRAGLINE DRAG AND HOIST



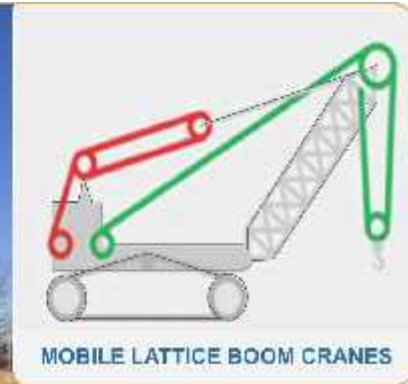
SUSPENSION BRIDGE ROPES



TRAWL WARPS

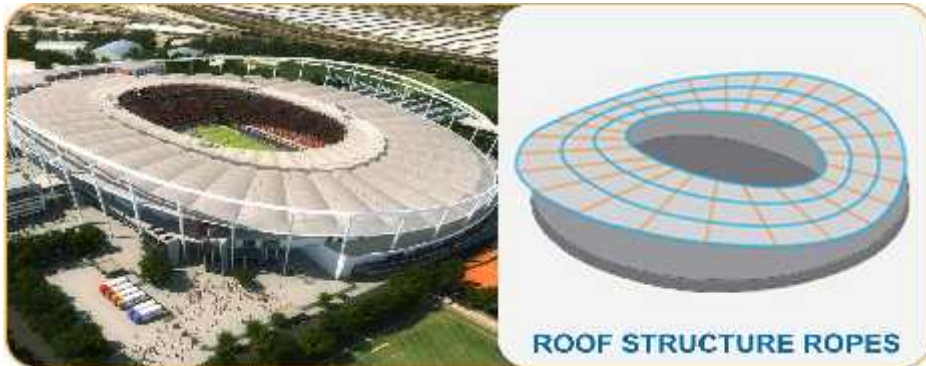


ELEVATOR ROPES



MOBILE LATTICE BOOM CRANES

Applications



Export Clients



SHUTTERLOCK®



Hendrik Veder Group



Private Sector Clients



Public Sector Clients



Source: Management Information

Key Markets for BWR



Source: Company website

Order Book

- Domestic



₹ 228.4 Million



- Export



₹ 180 Million

Total Order Book Outstanding INR 408.2 Million

The BWR have a order book of INR 580 million till date * from our valuable clients.

BWR: USP



Fully Integrated Mfg under One Roof

Straight line material flow

Minimum material handling

Factory within factory by line management concept



Synchronized Mfg. Facilities

Capacity based on theory of constraint

Standardisation of machines

Minimum supervision and minimum wastage



Least material handling cost, Minimal wastage and Very Fast Delivery.

State of Art Machineries & Global Suppliers



Pickling Plant and Zero liquid discharge infrastructure

- Germany



Patenting Furnaces

- From South Korea



Wire Drawing Machinery

- From India & South Korea



Stranding Machines

- From Germany



Closing Machines

- From Germany & India

Industrial Promotion Subsidy equivalent to 100% of eligible investments as per the Maharashtra Value Added Tax Act, 2002 and the Central Sales Tax Act, 1956, by the Project in respect of sale of finished products eligible for incentives

Special Tax Benefits

100% exemption from payment of stamp duty.

Electricity Duty exemption for a period of 15 years

- **₹510 crores Greenfield project.**
- Capacity of **78,000 MT** per annum.
- All kinds of wire ropes from **6mm to 125mm.**
- Total project land area of **64 acres.**
- **70,000 sq Mtrs** of Fully Integrated Wire Rope Plant Under One Roof.
- Synchronized Manufacturing Facilities.
- Latest Technology and High Speed Machines from **Germany, U.K. and Korea.**
- State of the art **ZERO LIQUID DISCHARGE** plant from **Germany**
- **500 Manpower** will achieve the desired production
- Trial Production started from **Nov 2016.**



THANKING YOU