

FCL: SEC: SE: 2020:49
17th February 2020

The Manager
Listing Department
National Stock Exchange of India Ltd
'Exchange Plaza', C-1, Block G,
Bandra - Kurla Complex, Bandra (E),
Mumbai - 400 051

Ref: Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Regulations")


Dear Sirs,

In continuation of our earlier letter Ref. No. FCL:SEC:SE:20:46 dated 16th February, 2020 we enclose a copy of the presentation to be made by the Company who will be represented by Mr D K Chhabria, Executive Chairman and Mr Mahesh Viswanathan during the said Conference call to be held at 4.30 p.m. on Monday, 17th February 2020.

This is for your kind information and updating on the website of the Exchange.

Thanking you,

Yours faithfully
For FINOLEX CABLES LIMITED


Gayatri Kulkarni
Compliance Officer
Encl: As stated above

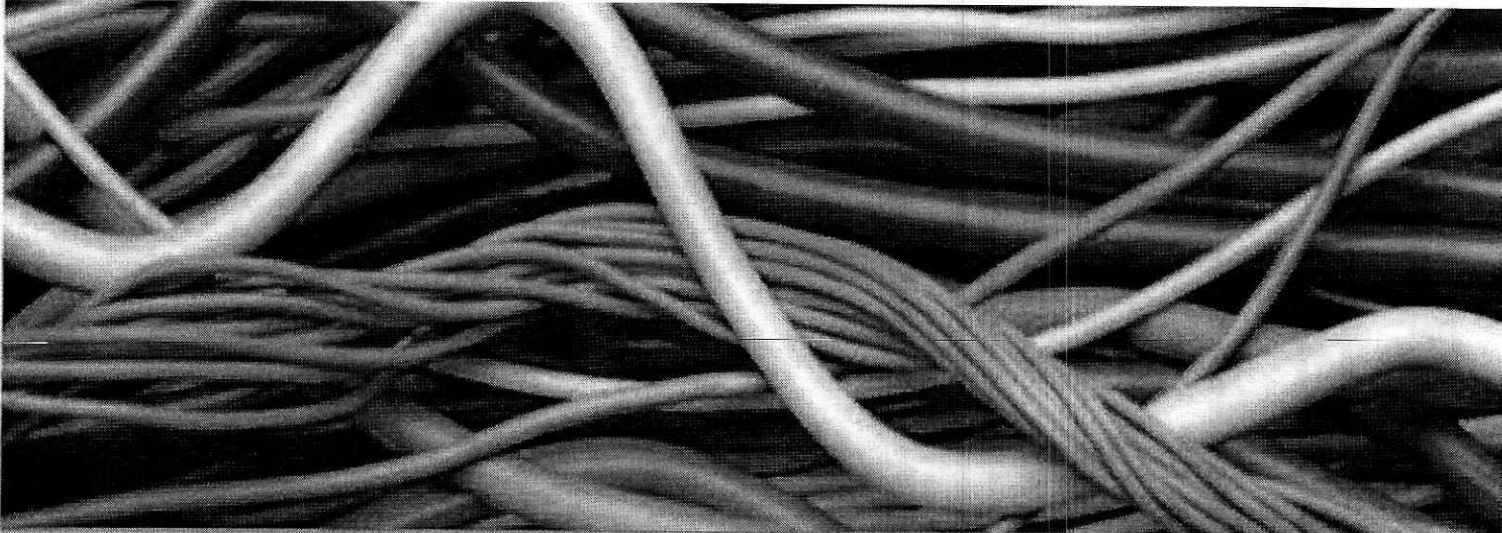
Disclaimer

This presentation and the accompanying slides (the "Presentation"), which have been prepared by Finolex Cables Limited (the "Company"), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company. This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

TABLE OF CONTENT

Executive Summary	4
Company Overview	6
Category & Product Portfolio	9
Key Management	13
Timeline	14
Geographical Footprint	16
SWOT Analysis	17
Financial Overview	20



EXECUTIVE SUMMARY

One of India's leading Electricals brand - a market leader in India's Wires & Cables (W&C) industry and fast growing player in the FMEG category

Finolex
gets people together

Diversified product portfolio

- **Wires and cables:** Light duty cables, power and control cables and communication cables.
- **FMEG:** Electric switches, switchgears, LED Lightings, Fans, water heaters.
- Leveraging the brand equity of Finolex, extended our brand offerings to home appliances

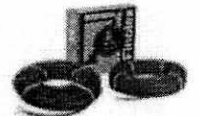
Multi location manufacturing

- 5 manufacturing plants
- 28 depots
- JV with Sumitomo, Japan for EHV cables
- Marketing JV with Corning for Optic Fibre technology
- Technical collaboration with NSW, Germany for manufacture of cables for submersible pump industry.

Widespread distribution network

- 300 distributors
- 4000+ dealers
- 30000+ retailers
- Launched our own e-retail site

FY19 Financial (Cr)	
Revenue	3,199.62
EBITDA	573.33
PAT	344.09
EPS	22.50





COMPANY OVERVIEW

Premium Player – Cables and Wires Industry

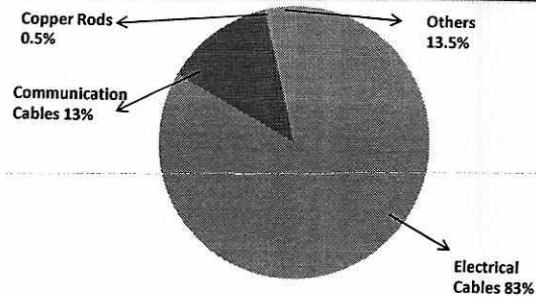
Finolex
gets people together

Electrical Cables and Wires

- Leader in the electrical housing wires segment and commands a premium over its peers
- Strong brand positioning and superior product quality enabled the company to achieve higher margins
- This segment accounts for 80% of the company's revenues and offers a wide range of products in each of the segments
- Reported 83% in electrical W&C segment.

Communication Cables

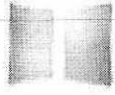
- Revenues growth was led by ramp up of its communication cables business.
- Rising volume of mobile data traffic coupled with government's thrust on digitization has led to a surge in demand.
- OFCs accounts for 49% of communication cables and is largely B2B business.
- Finolex is increasing its OFC capacity by 60% as its current unit is operating close to capacity.



Emerging Player - FMEG

Finolex
gets people together

- Finolex entered the FMEG segment to capitalize on the strong brand recall and sales network
- The company first entered the electrical switches and lighting segment, leveraging its widespread distribution network in the country. The company then introduced switchgears, fans and water heaters
- New products within FMEG sector grew by more than 10% y-o-y each in FY19
- These products have been well accepted, along with that the distributors have expanded and continued presence in visual media have contributed to the Finolex brand recognition.
- For these products the company has setup a different channel and is using asset light model.



Category & Product Portfolios

Finolex
gets people together

WIRES & CABLES

Light Duty Cables

- FR PVC insulated industrial cables
- Flexible cables
- Solar cables
- Elevator cables
- 3CF & WW cables for agricultural sector
- Auto & Battery cables for automobile sector

Power & Control Cables

- LT & HT Power and Control cables

Communication Cables

- Co-axial cables
- Speaker cables
- CCTV cables

- Jelly Filled Telephone Cables (JFTC)
- LAN cables
- Telephone cables
- Optic Fibre cables

LIGHTING

- CFL range
- T5 & T8 tubes
- Ballast Fittings
- Luminaries
- LED products

ELECTRICAL SWITCHES

- Switch range
- Mounting boxes

SWITCHGEAR

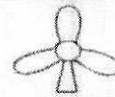
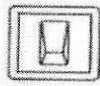
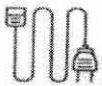
- MCB
- RCCB
- DB

FANS

- Ceiling fans
- Table fans
- Wall fans
- Pedestal fans
- Exhaust fans

WATER HEATERS

- Instant
- Storage



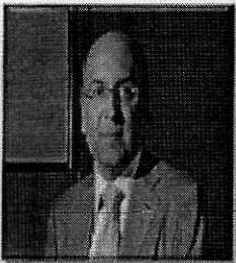
Group	Product Covered	Applications
<ul style="list-style-type: none"> • Electrical Cables 	<ul style="list-style-type: none"> • 1100 V PVC Insulated Cables • Motor winding PVC insulated • Automotive/battery cables • UPS cables • Heavy duty, underground, low voltage and control cables • Heavy duty, underground, high voltage, power cable • Elevator cables • Solar Cables 	<ul style="list-style-type: none"> ➔ Electrification of industrial establishments, used by construction industry, electrical panel wiring and consumer electrical goods ➔ Submersible pumps and electrical motors ➔ Wiring harness for automobile industry and battery cables for various applications ➔ For providing power from the UPS to the computer / appliances in the networking environment ➔ Connection to the user point from main supply of power ➔ Intra-city power distribution network ➔ For use by Elevator industry ➔ Specially insulated cables for use in solar parks

Group	Product Covered	Applications
<ul style="list-style-type: none"> • Copper Rods Electrical Switches Lamps 	<ul style="list-style-type: none"> • CCC rods of 8 mm diameter • Premium and classic switches, sockets, regulators, etc • Retrofit/non-retrofit CFL lamps and T5 Tube Lights and Fittings, LED based lighting solutions 	<ul style="list-style-type: none"> ➔ Raw material for manufacturing copper-based Cables ➔ For power supply to equipment in domestic, commercial and industrial environment ➔ Lighting for homes, hotels, shops, offices and factories (both indoor and outdoor applications). Also available for street light applications
<ul style="list-style-type: none"> • Electrical Fans 	<ul style="list-style-type: none"> ➔ Ceiling Fans, Portable Fans, Exhaust Fans ➔ Miniature Circuit Breakers (MCB), Residual Current Circuit Breakers (RCCB), Moulded Current Circuit Breakers (MCCB) and Distribution Boxes 	<ul style="list-style-type: none"> ➔ For use in domestic, commercial and industrial environment ➔ For use in voltage surge protection and safety applications in domestic and commercial environment
<ul style="list-style-type: none"> • Water Heaters 	<ul style="list-style-type: none"> ➔ Instant and Storage Water Heaters 	<ul style="list-style-type: none"> ➔ For use in domestic and commercial environment

Group	Product Covered	Applications
<ul style="list-style-type: none"> • Communication Cables → 	<ul style="list-style-type: none"> • Jelly filled telephone cables (JFTCs) → 	<ul style="list-style-type: none"> Telephone line connections to exchanges and users
	<ul style="list-style-type: none"> • Local area network (LAN) cables → 	<ul style="list-style-type: none"> Indoor and outdoor networking, voice and data transmission, broadband usage
	<ul style="list-style-type: none"> • PE insulated telephone cables → 	<ul style="list-style-type: none"> Telephone instrument connections to EPABX
	<ul style="list-style-type: none"> • Coaxial cables → 	<ul style="list-style-type: none"> Cable TV network solutions, microwave communications, mobile towers
	<ul style="list-style-type: none"> • Speaker cables → 	<ul style="list-style-type: none"> Broadcasting applications in buildings and electronic goods
	<ul style="list-style-type: none"> • Optic Fibre → 	<ul style="list-style-type: none"> Principal raw material for Optic Fibre cables
	<ul style="list-style-type: none"> • Optic Fibre cables → 	<ul style="list-style-type: none"> Networks requiring high speed transfer of large bandwidth for voice image and data transmission
	<ul style="list-style-type: none"> • V-SAT cables → 	<ul style="list-style-type: none"> For connecting V-SAT dish to base station
	<ul style="list-style-type: none"> • CCTV cables → 	<ul style="list-style-type: none"> For better quality of CCTV images

Key Management Team

Finolex
gets people together



Mr. Deepak Chhabria

He joined Finolex Cables Ltd as Deputy Production Manager in 1986. Deepak was actively involved in setting up 9 different manufacturing Plant across 4 locations in India. Under his able guidance, the Company now produces a variety of electrical and communication cable products, copper rods, electrical switches, Compact Fluorescent lamps and PVC Sheets. Mr. Chhabria is also the Chairman of Finolex J-Power Systems Pvt. Ltd. A Project has been set up in a Joint Venture with J-Power Systems, Japan to produce power cables up to 500 KV, the only Indian Company to have this capability. J-Power Systems is a 100% subsidiary of Sumitomo Electricals of Japan. Mr. Chhabria has also served as the Chairman of CII-Pune Chapter in 2008. S.S.C – Loyola High School, Pune A-Levels – Seven Oaks School, Kent, England Bachelors in Engineering Management – University of Evansville, Indiana, USA.

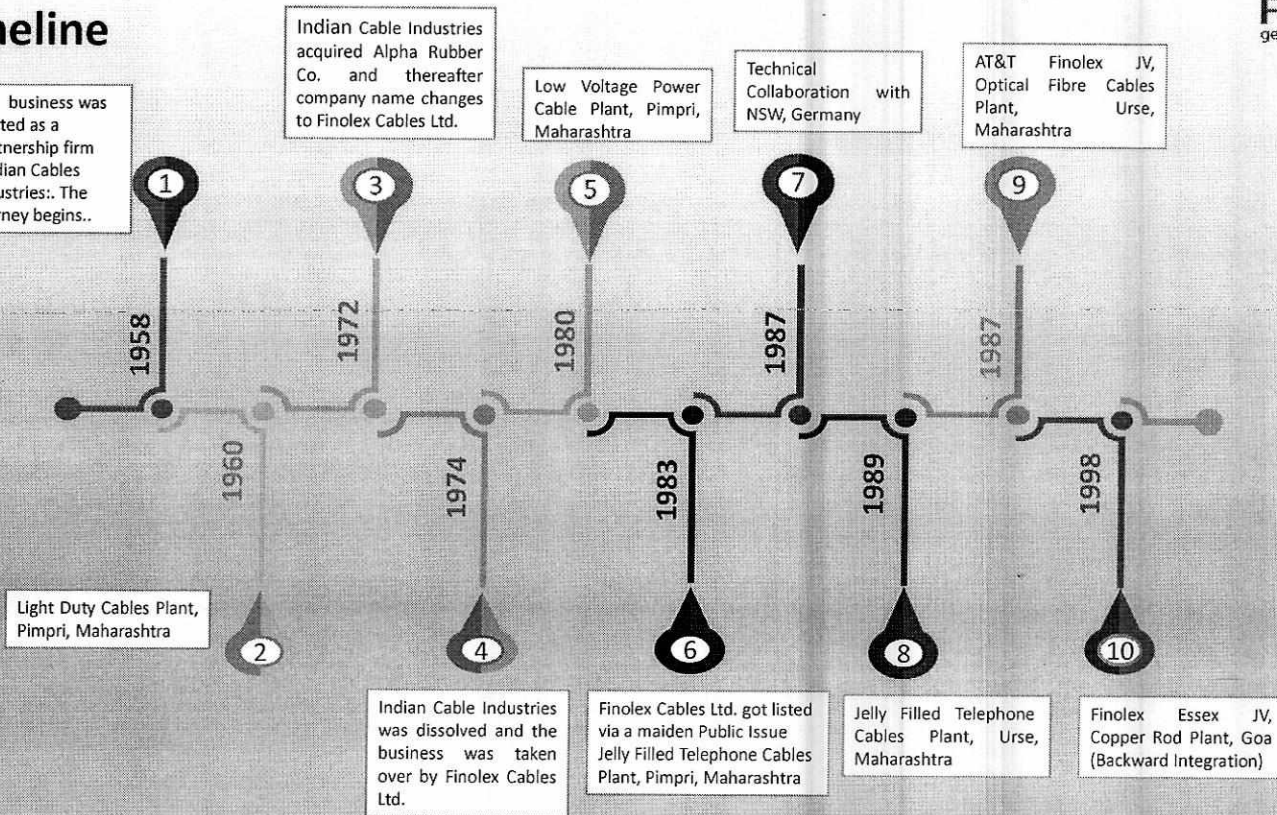


Mr. Mahesh Viswanathan

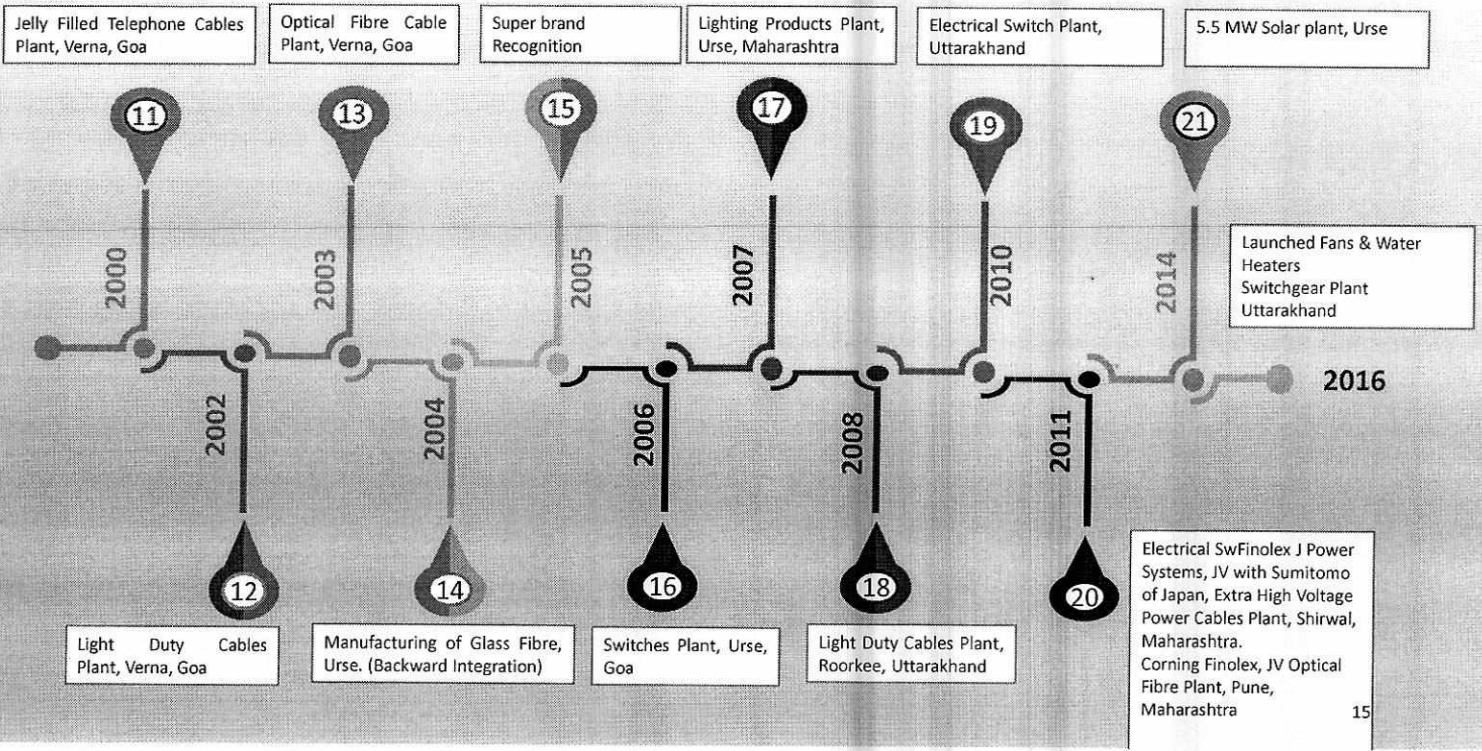
He joined Finolex Cables Ltd in October 2008. A Chartered Accountant by profession, he has many years of experience in the industry and in various aspects such as Management, Taxation and Finance. He has worked with several Multinational companies.

Timeline

The business was started as a partnership firm "Indian Cables Industries". The journey begins..



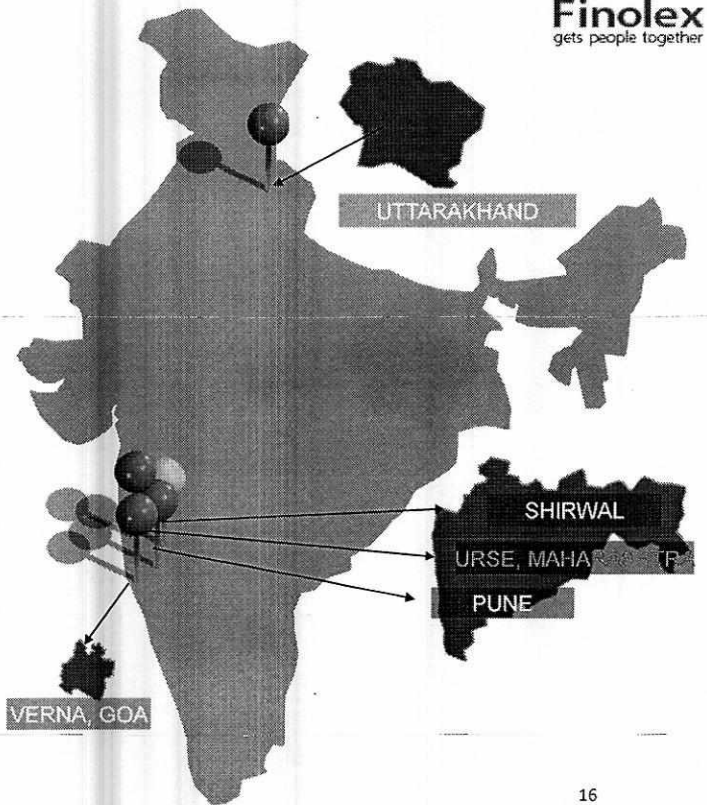
Timeline



GEOGRAPHICAL FOOTPRINT

Finolex
gets people together

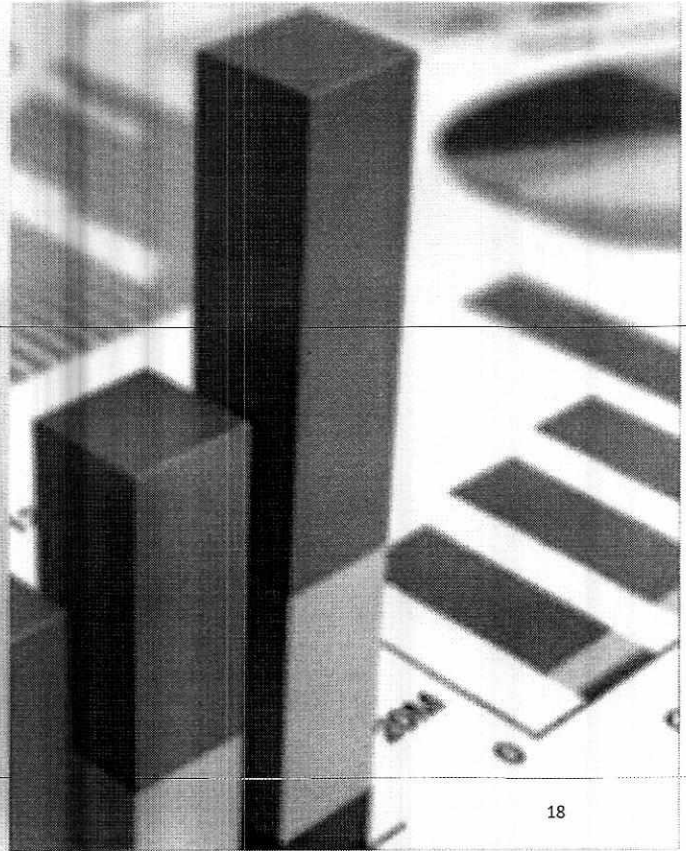
6	28
Manufacturing Plants	Depots
4000+	30000+
Channel Partners	Dealers



Geographical Footprint

LOCATION	PRODUCT
Uttarakhand	Electric wire for construction; wires for automobile; switches; switchgear and Agricultural applications
Shirwal, Maharashtra	Extra High Voltage (EHV) cables (JV with Sumitomo, Japan)
Urse, Maharashtra	All electrical cables, optic fibre cables and all communication cables
Pune – Pimpri	Minimal manufacturing, telephone cables; winding wire for pump-set industry
Verna Goa	All electrical products except power cables, communication cables except lan cables
Ponda Goa	Copper Rods
Note: Capacity utilization levels at all manufacturing facilities at 75% except Ponda Goa	

FINANCIAL OVERVIEW



Q3FY20 – Segment Revenue Breakup

- **Margins**

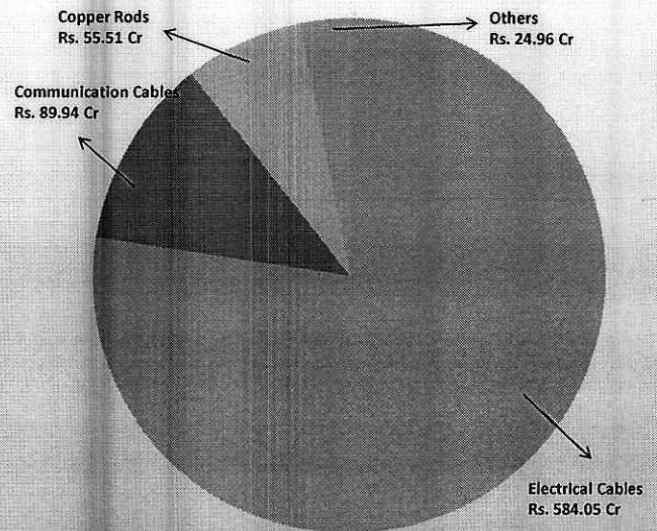
- Electrical Cable EBIT margin improved from 14% to 16% Q-o-Q due to better product mix
- Communication Cable EBIT margin decline due to current market conditions in Telecom Sector.

- **Profitability**

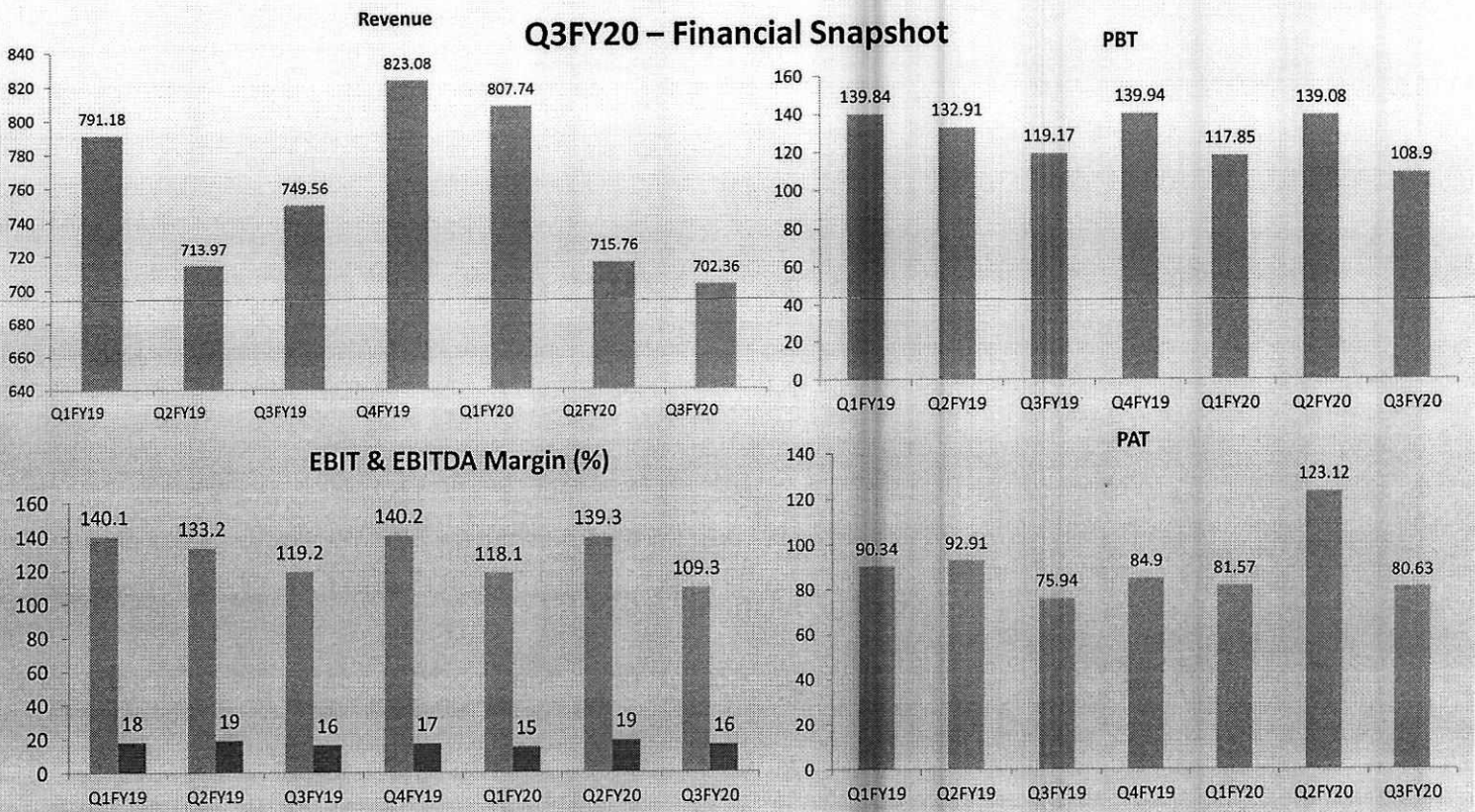
- Total revenue for the quarter stood at Rs 702.36 Cr
- Profit for the quarter stood at Rs 80.63 Cr

- **Inter segment Revenue**

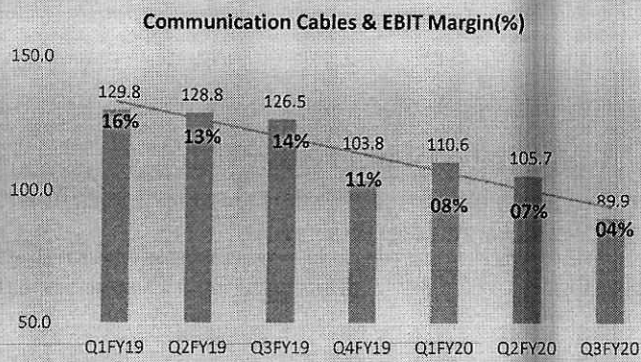
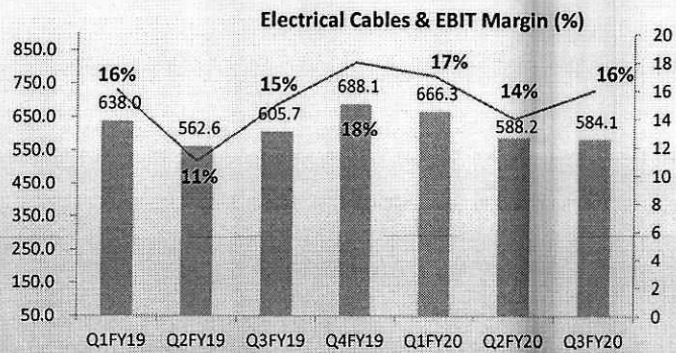
- Inter segment revenue pertaining mainly to copper rods' consumption stood at Rs. 52.10 Cr

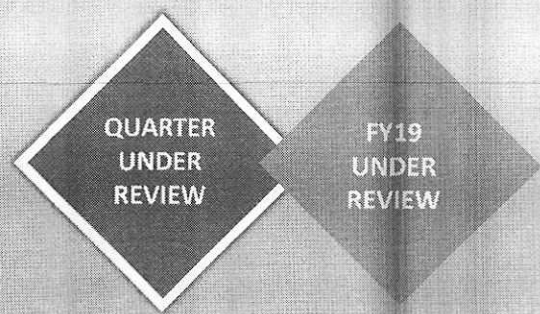


Q3FY20 – Financial Snapshot



Q3FY20 – Financial Snapshot

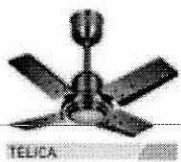




Q3-FY20 KEY FINANCIAL HIGHLIGHTS

(Standalone Quarter Performance) (INR Cr)

Finolex
gets people together



TELICA

Total Income*

- INR 728.88
- Growth of (5.2) % Y-o-Y

EBITDA

- INR 118.9
- Growth of (7.8)% Y-o-Y

EBITDA Margins

- 16.31%
- Growth of (46)Bps

PAT

- INR 80.63
- Growth of 6.2 % Y-o-Y

PAT Margins

- 11.06%
- Growth of 118Bps Y-o-Y

Basic EPS

- INR 5.27
- Growth of 6.0% Y-o-Y

*Includes other income

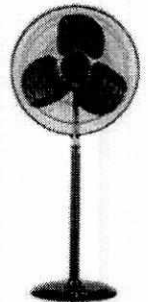
FAN



WIGGLE



JINGLE BOY



TORRENCE FERRATA



KRAYE HS PEDESTAL

STANDALONE FINANCIAL HIGHLIGHTS Q3-FY19 (IND-AS)

Finolex
gets people together

INCOME STATEMENT (INR Cr)	Q3-FY20	Q2-FY20	Q-o-Q	Q3-FY19	Y-o-Y
Total Income*	728.88	780.47	(6.6)%	768.9	(5.2)%
Total Expenses	609.97	631.36	(3.4)%	639.97	(4.7)%
EBITDA	118.91	149.11	(20.3)%	128.93	(7.8)%
EBITDA Margins (%)	16.31%	19.11%	(280)Bps	16.77%	(46)Bps
Depreciation	9.64	9.8	(1.6)%	9.73	(0.9)%
EBIT	109.27	139.31	(21.6)%	119.2	(8.3)%
EBIT Margins (%)	14.99%	17.85%	(286)Bps	15.50%	(51)Bps
Finance Cost	0.37	0.23	60.9%	0.03	NA
Profit Before Tax	108.9	139.08	(21.7)%	119.17	(8.6)%
Tax	28.27	15.96	77.1%	43.23	(34.6)%
Profit After Tax	80.63	123.12	(34.5)%	75.94	6.2%
PAT Margins (%)	11.06%	15.78%	(472)Bps	9.88%	118Bps
Other Comprehensive Income	8.28	(1.75)	(573.1)%	-24.19	(134.2)%
Total Comprehensive Income	88.91	121.37	(26.7)%	51.75	71.8%
EPS Basic (INR)	5.27	8.05	51.0%	4.97	6.0%

*Includes other income

LIGHTING PRODUCT



HIGHBAY



LED SLIM
PANELS ROUND



NEW LED BULB
BLISTER PACK



LED TRACK LIGHT

CONSOLIDATED FINANCIAL HIGHLIGHTS Q3-FY20 (IND-AS)

INCOME STATEMENT (INR Cr)	Q3-FY20	Q2-FY20	Q-o-Q	Q3-FY19	Y-o-Y
Total Income*	728.88	740.28	(1.5)%	768.9	(5.2)%
Total Expenses	602.47	618.76	(2.6)%	639.97	(5.9)%
EBITDA	126.41	121.52	4.0%	128.93	(2.0)%
EBITDA Margins(%)	17.34%	16.42%	92Bps	16.77%	57Bps
Depreciation	9.64	9.8	(1.6)%	9.73	(0.9)%
EBIT	116.77	111.72	4.5%	119.2	(2.0)%
EBIT Margins (%)	16.02%	15.09%	93Bps	15.50%	52Bps
Finance Cost	0.37	0.23	60.9%	0.03	NA
Share of net Profit of an Associate & JV	19.43	29.82	(34.8)%	13.16	47.6%
Profit Before Tax	135.83	141.31	(3.9)%	132.33	2.6%
Tax	33.11	14.47	128.8%	39.06	(15.2)%
Profit After Tax	102.72	126.84	(19.0)%	93.27	10.1%
PAT Margins (%)	14.09%	17.13%	(304)Bps	12.13%	196Bps
Other Comprehensive Income	8.23	(1.9)	(533.2)%	-24.39	(133.7)%
Total Comprehensive Income	110.95	124.94	(11.2)%	68.88	61.1%
EPS Basic (INR)	6.72	8.29	(18.9)%	6.1	10.2%

*Includes other income

Finolex
gets people together

LIGHTING PRODUCT



HIGHBAY



LED SLIM
PANELS ROUND



NEW LED BULB
BLISTER PACK

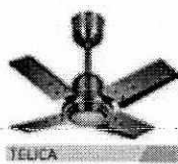


LED TRACK LIGHT

9MFY20 KEY FINANCIAL HIGHLIGHTS

(Standalone Quarter Performance) (INR Cr)

Finolex
gets people together



TELICA



KRAYEE HS PEDESTAL

Total Income*

- INR 2,339.06
- Growth of (0.6)% Y-o-Y

EBITDA

- INR 395.99
- Growth of (6.4)% Y-o-Y

EBITDA Margins

- 16.93%
- Growth of (105)Bps

PAT

- INR 285.32
- Growth of 12.2% Y-o-Y

PAT Margins

- 12.20%
- Growth of 118Bps Y-o-Y

Basic EPS

- INR 18.66
- Growth of 10.1% Y-o-Y

FAN



WIGGLE



JINGLE BOY



TORRENCE FERRATA

*Includes other income

STANDALONE FINANCIAL HIGHLIGHTS 9MFY20 (IND-AS)

INCOME STATEMENT (INR Cr)	9MFY20	9MFY19	Y-o-Y
Total Income*	2339.06	2352.57	(0.6)%
Total Expenses	1943.07	1929.5	0.7%
EBITDA	395.99	423.07	(6.4)%
EBITDA Margins (%)	16.93%	17.98%	(105) Bps
Depreciation	29.34	30.5	(3.8)%
EBIT	366.65	392.57	(6.6)%
EBIT Margins (%)	15.68%	16.69%	(101) Bps
Finance Cost	0.82	0.65	26.2%
Profit Before Tax	365.83	391.92	(6.7)%
Tax	80.51	132.73	(39.30)%
Profit After Tax	285.32	259.19	10.1%
PAT Margins (%)	12.20%	11.02%	118 Bps
Other Comprehensive Income	(7.86)	(32.69)	(76.0)%
Total Comprehensive Income	277.46	226.5	22.5%
EPS Basic (INR)	18.66	16.95	10.1%

*Includes other income

Finolex
gets people together

LIGHTING PRODUCT



HIGHBAY



LED SLIM
PANELS ROUND



NEW LED BULB
BLISTER PACK



LED TRACK LIGHT

CONSOLIDATED FINANCIAL HIGHLIGHTS 9M-FY20 (IND-AS)

INCOME STATEMENT (INR Cr)	9M-FY20	9M-FY19	Y-o-Y
Total Income*	2298.87	2312.38	(0.6)%
Total Expenses	1922.97	1929.5	(0.3)%
EBITDA	375.9	382.88	(1.8)%
<i>EBITDA Margins(%)</i>	16.35%	16.56%	(50)Bps
Depreciation	29.34	30.5	(3.8)%
EBIT	346.56	352.38	(1.7)%
<i>EBIT Margins (%)</i>	15.08%	15.24%	(40)Bps
Finance Cost	0.82	0.65	.26.2%
Share of net Profit of an Associate & JV	69.4	71.63	(3.1)%
Profit Before Tax	415.14	423.36	(1.9)%
Tax	88.63	141.05	(37.2)%
Profit After Tax	326.51	282.31	15.7%
<i>PAT Margins (%)</i>	14.20%	12.21%	200 Bps
Other Comprehensive Income	(8.57)	(33.13)	(74.1)%
Total Comprehensive Income	317.94	249.18	27.6%
EPS Basic (INR)	21.35	18.46	15.7%

*Includes other income

Finolex
gets people together

LIGHTING PRODUCT



HIGHBAY



LED SLIM
PANELS ROUND



NEW LED BULB
BLISTER PACK



LED TRACK LIGHT

QUARTER
UNDER
REVIEW

FY19
UNDER
REVIEW

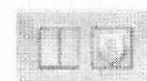
STANDALONE FINANCIAL HIGHLIGHTS FY19 (IND-AS)

INCOME STATEMENT (INR Cr)	FY19	FY18	Y-o-Y
Total Income*	3,199.62	3,011.63	6.2%
Total Expenses	2626.29	2,461.91	6.7%
EBITDA	573.33	549.72	4.3%
EBITDA Margins (%)	17.92%	18.25%	(33Bps)
Depreciation	40.55	43.8	(7.4)%
EBIT	532.78	505.92	5.3%
EBIT Margins (%)	16.65%	16.80%	(15Bps)
Finance Cost	0.92	1.44	(36.1)%
Profit Before Tax	531.86	504.48	5.4%
Tax	187.77	146.28	28.4%
Profit After Tax	344.09	358.2	(3.9)%
PAT Margins (%)	10.75%	11.89%	(114Bps)
Other Comprehensive Income	(24.57)	13.47	(282.4)%
Total Comprehensive Income	319.52	371.67	(14.0)%
EPS Basic (INR)	22.5	23.42	(3.9)%

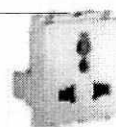
*Includes other income

Finolex
gets people together

SWITCHES



FERIHA_1



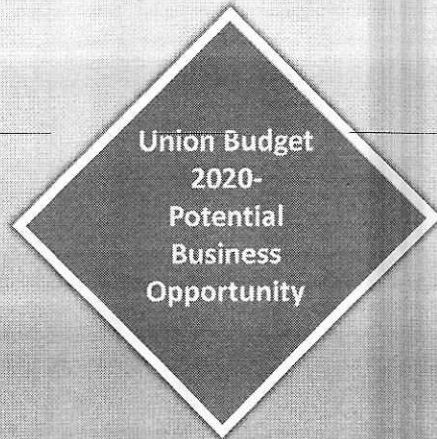
Feriha_F8103



FERIHA_F8601



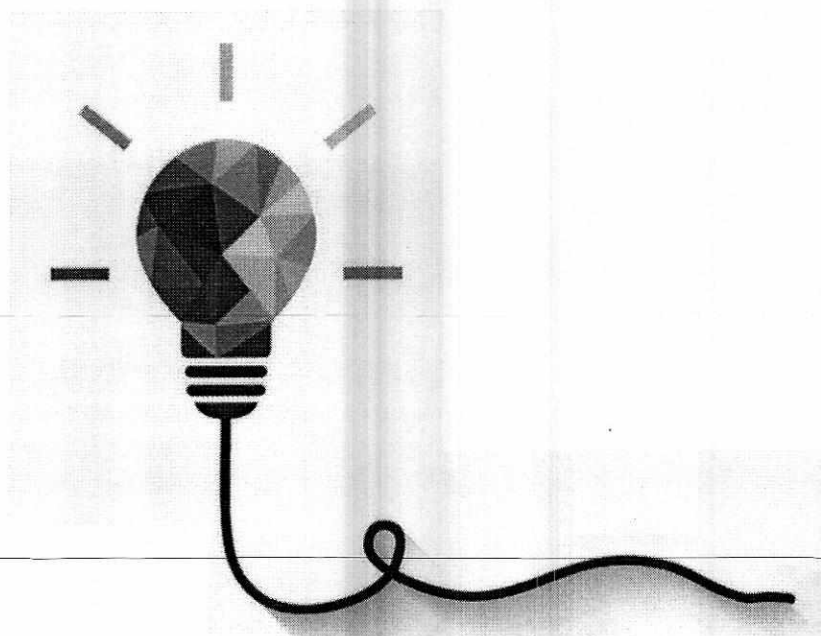
30
Premium Plus
Color Plates



Union Budget
2020-
Potential
Business
Opportunity

Union Budget direct benefits to various segments of Finolex Cables Ltd

Digitization	Agriculture	Infrastructure	Real Estate	Power
<ul style="list-style-type: none"> • Government proposed to allocate Rs 6000 Cr to Bharat Net Scheme • Union Budget to focus on digitalization through Broadband and UPI • One Lac Gram Panchayats to be connected through this route • Above initiatives will increase demand for Optic Fibre Cables 	<ul style="list-style-type: none"> • Government declares 16 action points, first of which is the PM Kusum scheme for push to renewable energy resources • Barren lands can now be utilized for solar energy production • 15 Lac pumps to be provided to farmers in order to agriculture's dependence on seasonality • Focus on renewable energy will increase demand for solar cables. 	<ul style="list-style-type: none"> • Further expenditure for setting up of Economic Corridors with 6500 infra projects • Increased focus of Dedicated Freight Corridors, Airports and Ports to give is expected to boost construction of housing projects • Above initiatives will increase demand for electrical cables. 	<ul style="list-style-type: none"> • Stamp duty rates increased to 10% from 5% without attracting capital gains/ Other income provisions • Govt to focus on Affordable Housing with 8.5% increased allocation in the budget • Govt to allocate Rs 14000 Cr for Smart Cities and AMRUT Scheme • Urban Affairs Ministry to outlay Rs 50039.90 Cr 	<ul style="list-style-type: none"> • Concessional tax rate of 15% for new companies engaged in generation of electricity – This will create demand for power cables.



THANK YOU