

KSSL: SEC/NSE/InvPresentation/2024-25

November 18, 2024

To,
The Manager,
National Stock Exchange of India Ltd.
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai – 400 051

Scrip Symbol: KRISHCA

Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Investor Presentation for First Half Year ended on September 30, 2024.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015, please find enclosed Investor Presentation for First Half Year ended on September 30, 2024.

The above information is also being hosted on the Company's website at www.Krishcastrapping.com, in terms of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended. The said presentation will also be used for Post Results Earning Conference Call with Analysts/Investors.

You are requested to kindly take the same on your record.

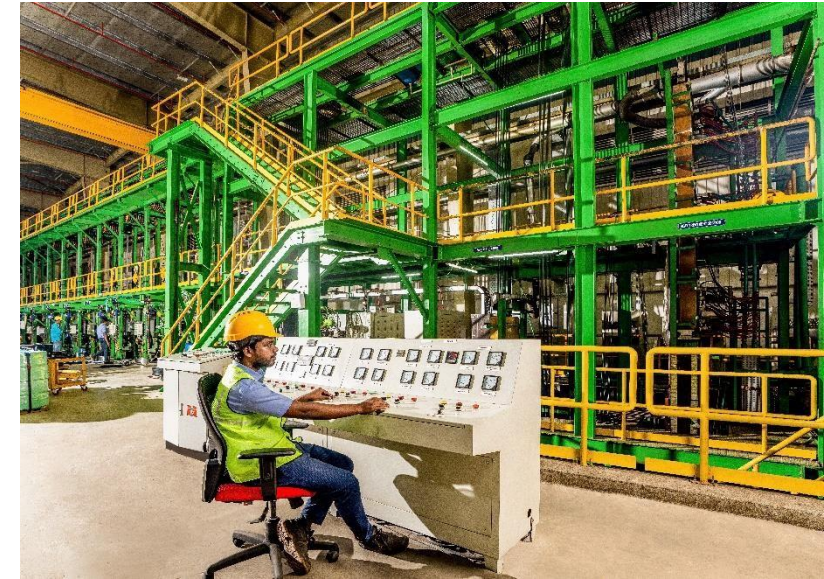
Thanking You
For **Krishca Strapping Solutions Limited**

Diya Venkatesan
Company Secretary & Compliance Officer



Krishca Strapping Solutions Limited

H1 FY25 Investor Presentation



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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.

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6+
Years Of Experience



120 +
Team Size



200 +
Contract Team Size



45 Crores
Current Order Book In
Packaging Contracts



962 Cr +
Orders In Pipeline
Worth



Ongoing Contracts In
4
States



6
Ongoing Packaging
Contracts



3
Awarded Contracts Yet To
Start



FY24
Revenue - ₹ 105.02 Cr
EBITDA - ₹ 20.26 Cr
PAT - ₹ 13.24 Cr

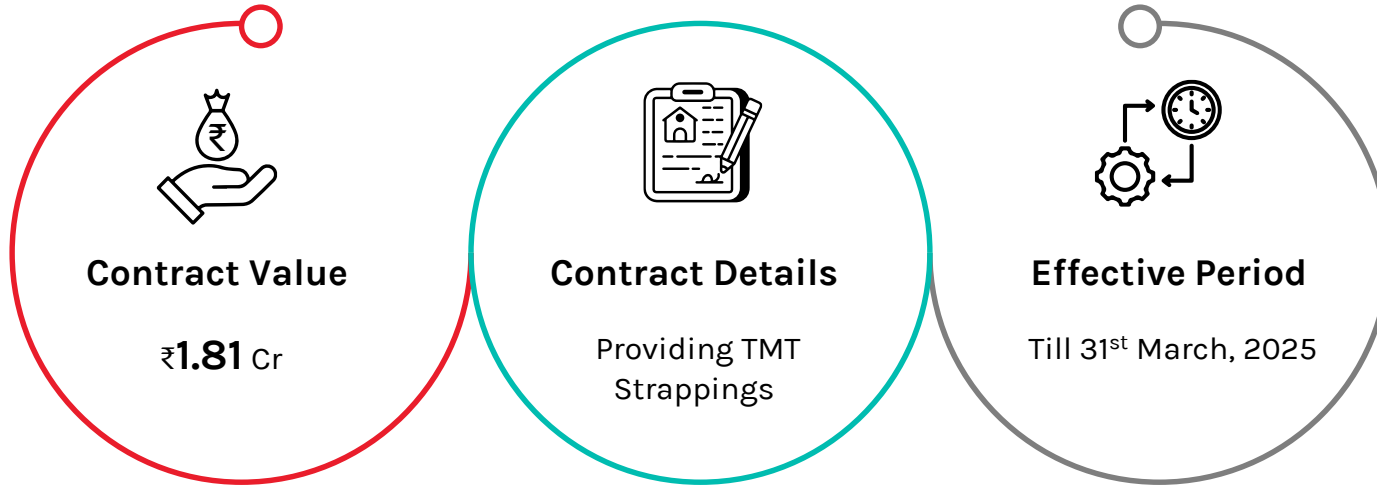


FY24
ROE - 34%
ROCE - 32%

H1 FY25 Financial & Operational Highlights

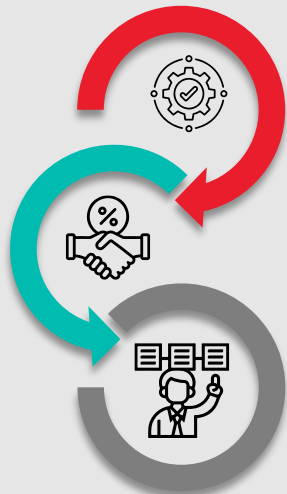


Secured A Packaging Contract From Shyam Metallics And Energy Limited



Future Outlook: Potential for increased order value due to satisfied and timely services

Launched A State-Of-The-Art Strapping Line



Environmentally friendly facility, aimed at meeting growing demands of the steel industry



Received A Packaging Contract From M/S. Rashtriya Ispat Nigam Limited



Contract Details
Supply of Steel Strapping



Contract Value
₹ 1.39 Cr

Secured An Order From M/S. Shyam Sel And Power Limited



Order value
₹ 2.54 Cr



Order Scope
The order covers packaging of TMT and metal strap binding.



Validity
The contract is valid until March 31, 2025.

Capital Raise Through Equity Shares & Convertible Warrants

The company raised funds of ₹ 68.04 Cr via preferential allotment of Equity Shares & Convertible Warrants

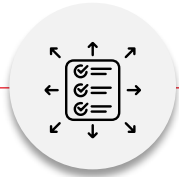
Preferential issue of Equity Shares

No of Equity Shares	21,20,000
Issue Price	₹ 233
Issued To	Non-promoter group (27 Non Promoter Shareholders)
Total Fund Raised	₹ 49.40 Cr

Issue of convertible Equity warrants

No of Equity Warrants	8,00,000
Issue Price	₹ 233
Issued To	Promoter Group & Non-promoter group
Warrants Issued to Promoter Group	2,50,000
Warrants Issued to Non Promoter Group	5,50,000
Total Fund Raised	₹ 18.63 Cr

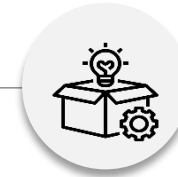
The Funds will be utilized for



To meet business expansion plans



Strengthen the company's financial position



Facilitate innovation in its product offerings

01

Consistent Financial Growth

Demonstrated strong financial performance with an impressive FY24 revenue of ₹105.02 crore, EBITDA of ₹20.26 crore, and PAT of ₹13.24 crore, reflecting strong profitability margins.

02

High ROE and ROCE

Exceptional returns with an ROE of 34% and ROCE of 32% for FY24, showcasing effective capital utilization and high shareholder value generation..

03

Significant Market Share

Holds a 10% share in the Indian steel strapping market, positioning itself as a key player in a rapidly growing sector.

04

Strong Bid Pipeline

The company is actively pursuing high-value contracts, with a total bid pipeline exceeding ₹962+ crores. With an anticipated 30% conversion rate, these opportunities are expected to drive future revenue growth.

05

Advanced Production Facilities

Operates a state-of-the-art manufacturing plant with a production capacity of 30,000 MT of steel straps and 120 MN strapping seals annually, providing a competitive edge through quality and scale.

06

Eco-Friendly Production

Pioneered India's first lead-free and eco-friendly heat treatment line for steel strapping, aligning with global sustainability trends and reducing environmental impact.

07

Robust Client Portfolio

Serves over 200 clients, including marquee names, with high-quality steel strapping that meets international standards like IS 5872:1990 and ASTM D-3953, ensuring reliability and trust.

08

Strategic Export Growth

:Expanded exports to UAE, Dubai, and Saudi Arabia since FY22, tapping into international markets and diversifying revenue streams.

09

Favorable Industry Tailwinds

Positioned to benefit from the expanding steel sector in India, expected to reach 300 million tons by 2030, and the China + 1 strategy encouraging sourcing outside China.

10

Aggressive Expansion Plans

The company is expanding its global footprint, targeting the US, Bangladesh, Sri Lanka, Australia, and European markets. This strategic move aims to diversify revenue streams and capitalize on international demand.

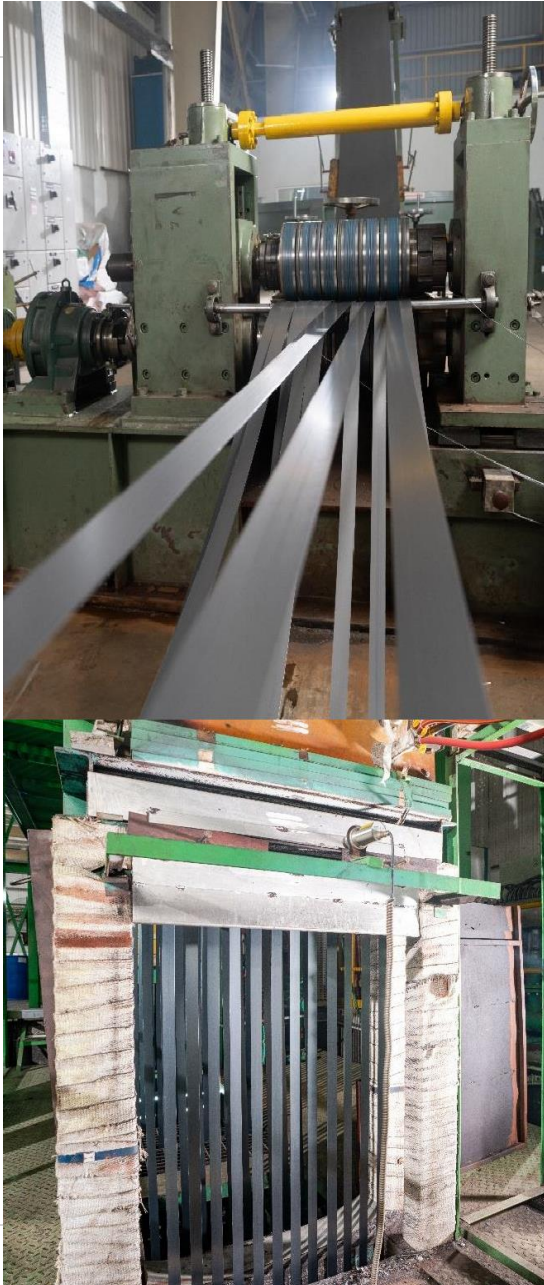
11

Strong Management and Vision

Led by an experienced and forward-thinking management team with a focus on innovation, quality, and sustainable practices, ensuring long-term growth and competitive advantage.

Company Overview





Krishca Strapping Solutions Limited (Krishca, The Company) is a dynamic startup that was established in December 2017 and is based in Chennai, Tamil Nadu. The company is a leading manufacturer and wholesaler of **High Tensile Steel Straps, Strapping Seals, and Strapping Tools**.

Krishca began commercial production in March 2020, utilizing advanced technology in its plant. **The company is proud to be India's first "Lead-Free" and eco-friendly production line for the heat treatment of steel strapping.** Moreover, Krishca is the first major steel strap manufacturing unit in Tamil Nadu.

Krishca's technology provides the company with a competitive advantage over its rivals, as it has a lower cost of production than the industry standard by reducing the rate of scrap generation, making the production process more energy-efficient, and reducing environmental impact.

Krishca has an integrated Steel Strapping manufacturing facility in Chennai, with a **production capacity of 30,000 MT of Steel Straps and 120 MN Strapping Seals per annum**. The facility is equipped with state-of-the-art machinery and operated by highly skilled personnel, ensuring that Krishca delivers quality products to its customers consistently.



State Of The Art
Production
Line



First Quality Raw Material
Finest Quality Strap



Extraordinary
Consistency Exceptional
Steel



Remarkable
Surface Finish



In Depth Testing
And Tracking



Custom
Branding





India's first "Lead-Free" and eco-friendly production line for the heat treatment of steel strapping.

Supported by Advanced Technology

Raw Material Availability	Proximity To Chennai Port
Proximity To Slitting Units	PLC Controlled automatic production line
Super Jumbo coils up to 500 Kgs	Pollution free production process - Lead free
Automated heat treatment process - Uniform grain structure	

production capacity

<p>Steel Straps</p> <p style="font-size: 24px; font-weight: bold;">30,000</p> <p style="font-size: 24px; font-weight: bold;">MTPA</p>	<p>Strapping Seals</p> <p style="font-size: 24px; font-weight: bold;">120</p> <p style="font-size: 24px; font-weight: bold;">MNPA</p>
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Jindal Aluminium





IS 5872:1990 - Cold rolled steel straps (box strappings) specification



ASTM D-3953 - Standard Specification for Strapping, Flat Steel and Seals



BS EN 13246:2001 - Packaging. Specification for tensional steel strapping

Every step of the manufacturing process is controlled and assessed to ensure that every inch of the Strap is of the highest quality.

Our Steel strap quality parameters are in line with the American, European and Indian standards.

1

Raw Material

The most important factor in producing quality steel strapping is choosing the right raw material.

At Krishca, we use first grade raw materials from primary steel mill only.

Each raw material coil is tested and taken for production after passing our quality checks.

2

State Of The Art Laboratories

Our Testing Laboratories are equipped with the latest and most advanced equipment including a Digital Universal Testing Machine, Digital paint micro thickness meter, Hardness tester, Bend & curl tester and salt spray tester.

These are manned by an experienced team of qualified professionals to ensure that quality control processes are standardized across shifts.

3

Continuous Sampling & Checks

Our quality control process mandates periodic sampling at every stage of the production process.

Samples are taken at regular intervals.

4

Batch Wise Stock Keeping & Traceability

Our system of batch wise charging and stocking of raw material and finished goods coupled with a traceability system enables us to detail and trace the physical and chemical composition of every lot with the heat cycle.

Such comprehensive systems have enabled us to be certified for our quality management systems as per ISO 9001:2015 standards.



Uncompromising Quality - From Raw Material To Finished Product

Management Overview





Mr. Lenin Krishnamoorthy Balamaniandan
Promoter, Chairman & Managing Director

- Mr. Balamaniandan is the visionary Founder of Krishca Strapping Solutions Limited,
- He holds a Bachelor's degree in Engineering in Electronics and Communication from Anna University. He has also obtained a Master of Science degree in Information Security from the University of London, UK, where he specialized in advanced cyber security, corporate security, and privacy practices.
- With over three years of experience as a cyber-security consultant in the UK, Mr. Balamaniandan has honed his skills by managing multiple cyber security compliance projects for prominent companies like Visa and Samsung. His expertise and knowledge in this field have proven to be an invaluable asset for the success of Krishca Strapping Solutions.
- He has performed extensive market research on steel strapping for nearly a year between 2017-2018, which laid the foundation for setting up Krishca Strapping Solutions. As the Founder, he has played a pivotal role in the growth and development of the Company, making it a leading provider of innovative steel strapping solutions.



**Lenin Krishnamoorthy
Balamnikandan**
Managing Director &
Chairman



Mr. Terli Venkata Shivaji
Whole Time Director



**Mrs. Navaneethakrishnan
Saraladevi**
Whole Time Director & CFO



**Mr. Achaya
Kumarasamy**
Non-Executive Director



Mr. Jagajyoti Naskar
Director



**Mr. Vengarai
Sowrirajan Seshadri**
Independent Director



**Mr. Naren Kumar
Mandepudi**
Independent Director



**Mr. Nandhagopal
Damodaran**
Independent Director



**Ms. Diya
Venkatesan**
Company Secretary

Business Overview





Steel Straps



Strapping Seals



Strapping Tools

- Krishca's steel straps undergo a state-of-the-art heat treatment process for exceptional physical and geometrical properties, with a distinctive blue-shimmering oxide layer for corrosion resistance.
- Available in Prime, Super Prime, and Ultra Prime grades.

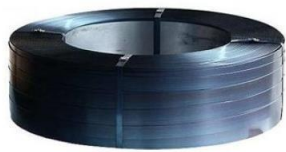
Winding Types



Ribbon Winding



Mill Winding



Super Jumbo Coil

Product Finish



Blued Tempered
& Waxed



Painted &
Waxed



Zinc Coated &
Waxed



Krishca's seals are made from high-quality CR sheets using advanced machinery, with a dedicated team of experienced engineers and technical experts committed to delivering innovative, reliable seals and excellent customer service.



1 Snap-On Seals

Snap-On Seals are placed the overlapping straps ends during or after the strap is tensioned. This type does not require any prethreading. These seals generally reduce application time.

2 Push-Type

Push-Type seals are used in applications in which the straps is tensioned by butting the nose of the tensioner against the seal.

3 Thread-On

Thread-On Seals must be threaded the overlapping straps ends before the tensioning tool is applied. Generally thread-on seals are used on bales, bundles and the larger straps sizes.

4 Nestack Seals

Nestack seals are held together by interlocking nibs. This type of seal permits loading partial stacks into magazines of seal feed.

5 Open-Flange Seals

Open-Flange Seals are the heavy-duty version of the snap-on seal. Open-flange seals do not require any pre-threading.

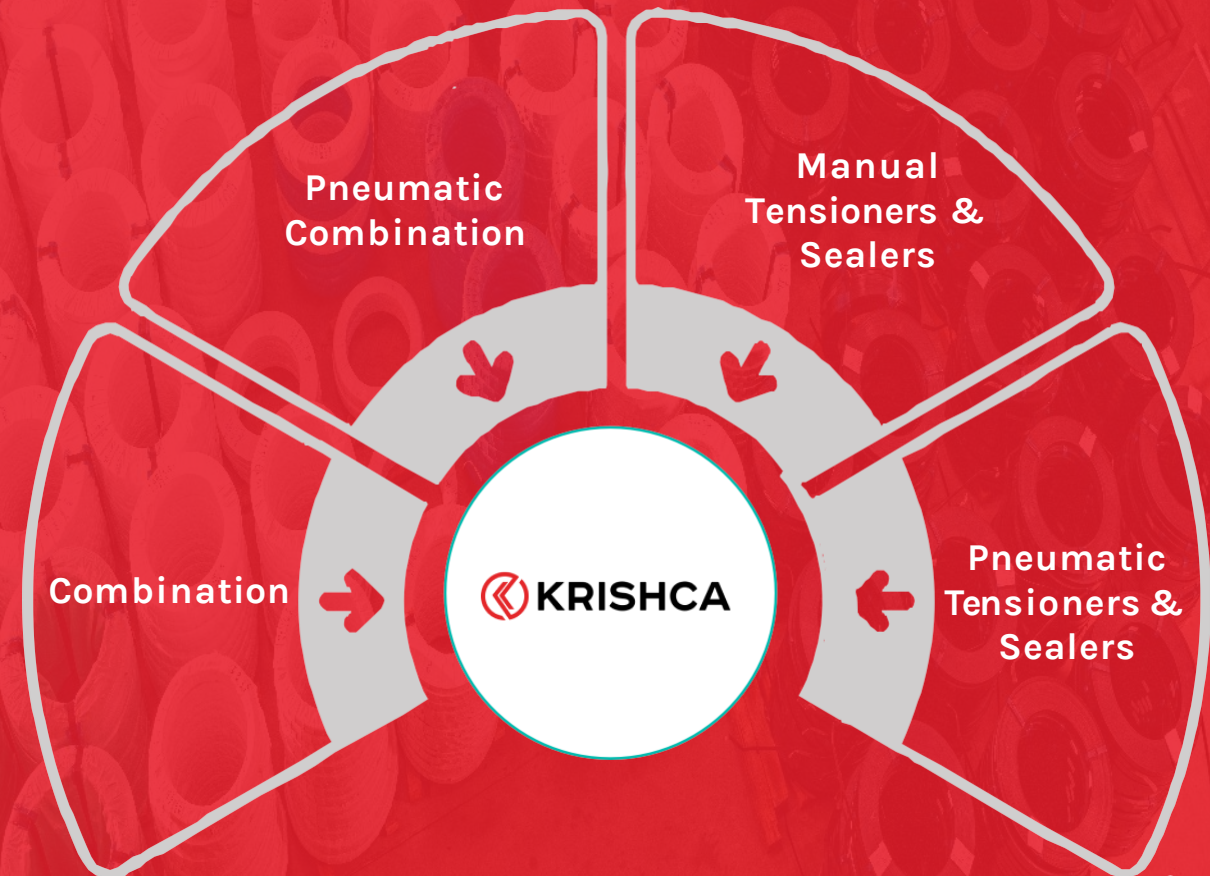
6 Open Type

Open Type Fast and easy to use, open seals can be placed over the straps before or after tensioning.

- Krishca partners with top manufacturers to provide a complete range of steel strapping tools for various packaging applications.
- Our commitment to quality is reflected in our prompt and effective solutions, supported by factory-trained engineers who work closely with clients to identify the best strapping tool for their needs.



Our Line Of Steel Strapping Tools Includes The Following.



Expanding Global Reach With New Overseas Subsidiaries

New Subsidiary in Singapore:

- ✓ KRISHCA TOTAL PACKAGING & PRESERVATION SOLUTIONS PTE. LTD. launched in Singapore, marking a global milestone in October 2023
- ✓ Strategically positioning for enhanced service, offering tailored packaging in Southeast Asia

New Subsidiary in UAE:

- ✓ Krishca Total Packaging Solutions FZCO initiated in the UAE, September 2023.
- ✓ Expanding strategically, our portfolio now includes Tarpaulins, HDPE, Airbags, Desiccant, and VCI corrosion protection, enhancing offerings for our customers in UAE and the Middle East



Industry Overview



Notable trends in the Indian steel industry.



Growing investment



Strategic alliances



Entry of international companies



Increased emphasis on technological innovations



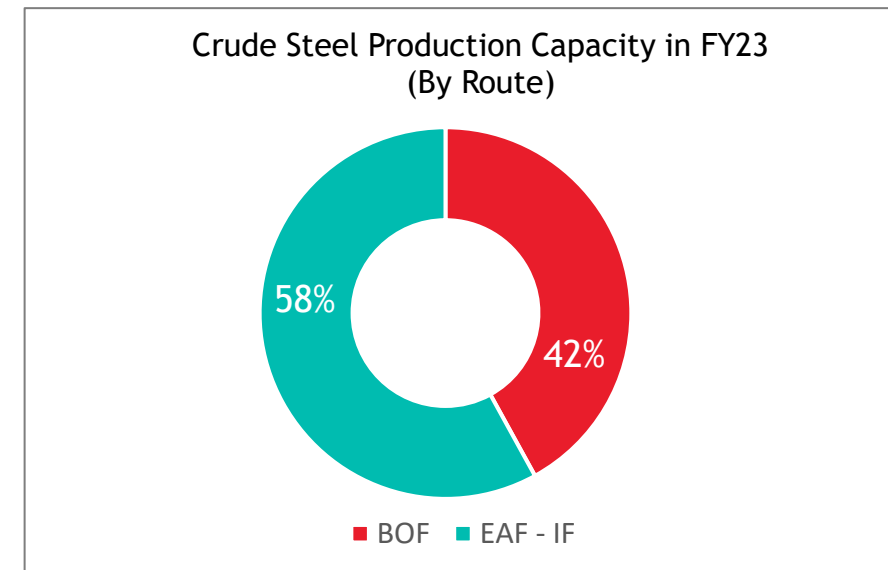
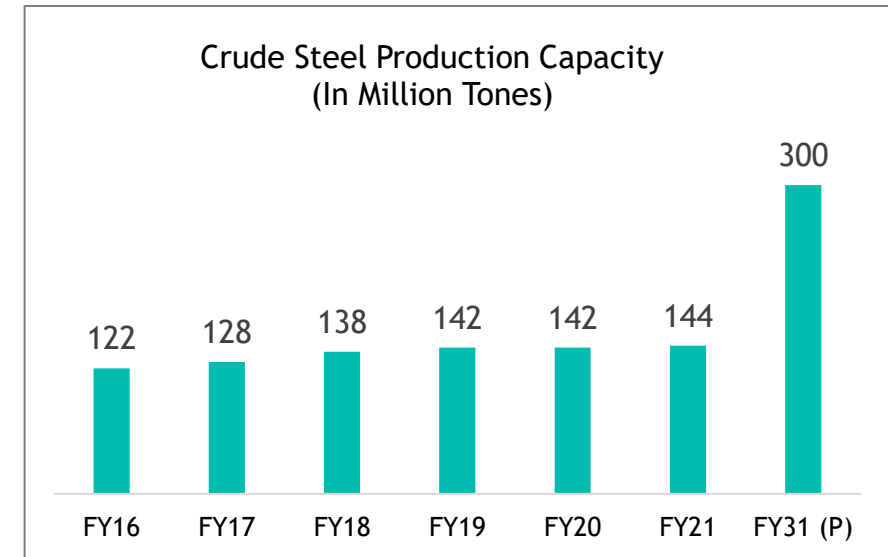
Vehicle Scrappage Policy to reduce steel prices

Strong Growth Drivers

- 1 | According to the data released by the Department for Promotion of Industry and Internal Trade (DPIIT), between April 2000-December 2023, Indian metallurgical industries attracted FDI inflows of US\$ 17.46 billion.
- 2 | Under the Union Budget 2023-24, the government allocated Rs. 70.15 crore (US\$ 8.6 million) to the Ministry of Steel.
- 3 | As per the Indian govt latest National steel policy aspires to achieve 300 Million MT of steel making capacity by 2030. This would translate into additional investment of 200 Billion USD by 2030-31.
- 4 | The government has a fixed objective of increasing rural consumption of steel from the current 19.6 kg/per capita to 38 kg/per capita by 2030-31.
- 5 | Expansion/ Technology Upgradation and New projects provides excellent platform for the supply of strapping machines & automatic packaging lines.
- 6 | Availability of low cost labor kept Indian medium and some large scale industries to stick with manual packaging methods.

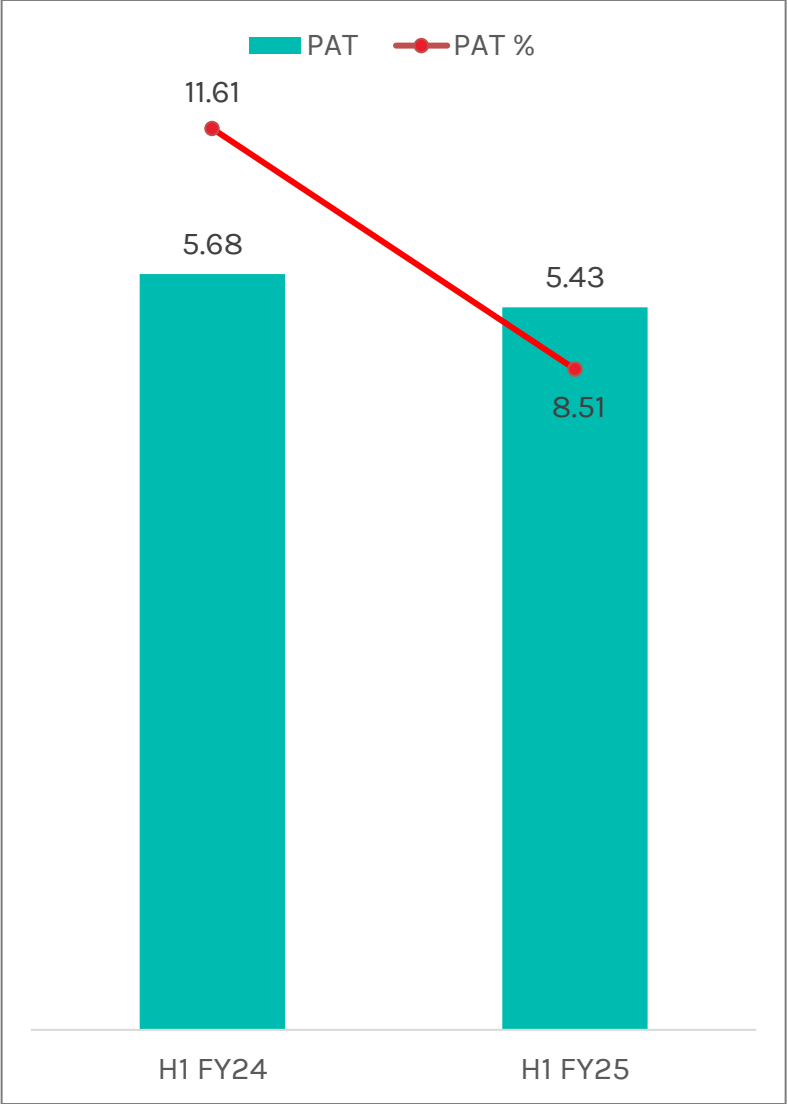
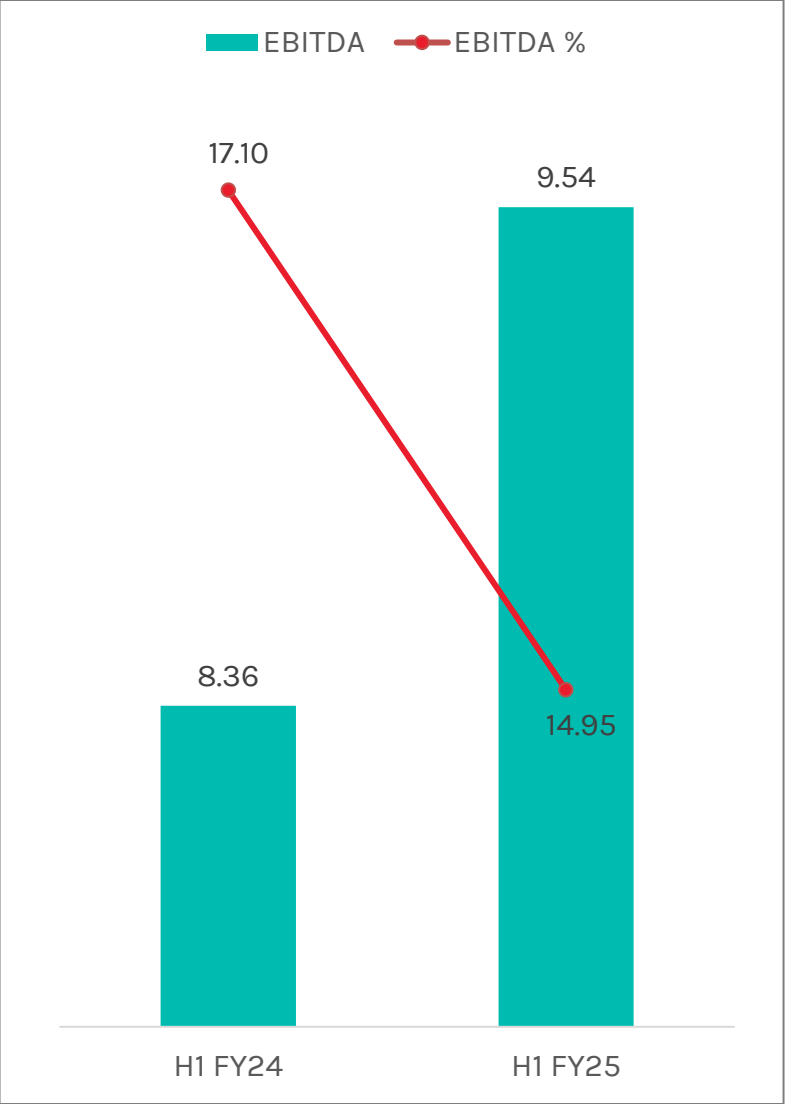
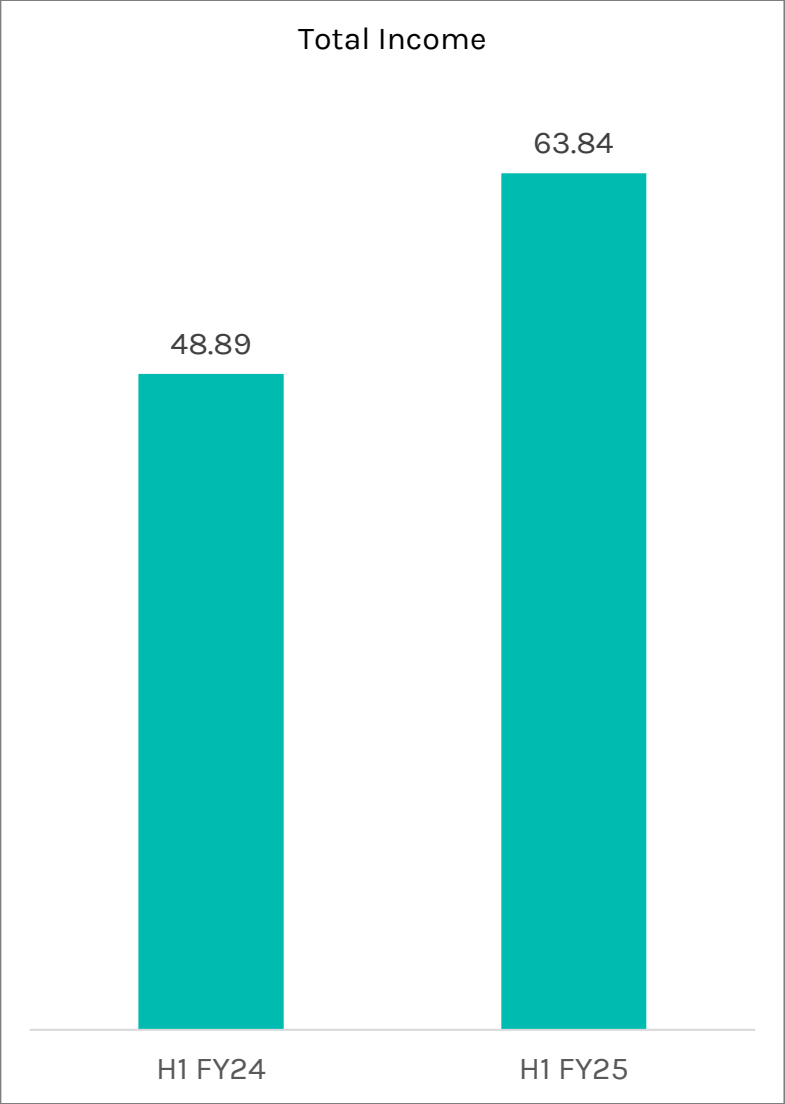
Steel Production Capacity Has Expanded Rapidly

- India is the world's second-largest producer of crude steel, with an output of 125.32 MT of crude steel and finished steel production of 121.29 MT in FY23.
- India's steel production is estimated to grow 4-7% to 123-127 MT in FY24.
- In the past 10-12 years, India's steel sector has expanded significantly. Production has increased by 75% since 2008, while domestic steel demand has increased by almost 80%.
- In FY24 (until January 2024), the production of crude steel and finished steel stood at 118 MT and 114 MT, respectively.
- In FY24 (until November 2023), the consumption of finished steel stood at 86.97 MT. The per-capita consumption of steel stood at 86.7 kgs in FY23.
- In FY24 (until July 2023), the exports and imports of finished steel stood at 2.56 MT and 1.98 MT, respectively.
- In FY23, crude and finished steel production stood at 125.32 MT and 121.29 MT respectively. In July 2023, crude steel production in India stood at 11.52 MT. In July 2023, finished steel production stood at 10.53 MT.
- In FY23, exports and imports of finished steel stood at 6.7 MT and 6.02 MT, respectively. In April 2023 exports of steel stood at 8.55 lakh metric tonnes (LMT), while imports stood at 4.60 LMT.
- The annual production of steel is anticipated to exceed 300 million tonnes by 2030-31. By 2030-31, crude steel production is projected to reach 255 million tonnes at 85% capacity utilisation achieving 230 million tonnes of finished steel production, assuming a 10% yield loss or a 90% conversion ratio for the conversion of raw steel to finished steel. With net exports of 24 million tonnes, consumption is expected to reach 206 million tonnes by the years 2030-1931. As a result, it is anticipated that per-person steel consumption will grow to 160 kg.



H1 FY25 Financial Highlights





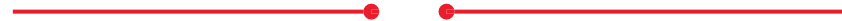
All Figures In ₹ Cr & Margin In %

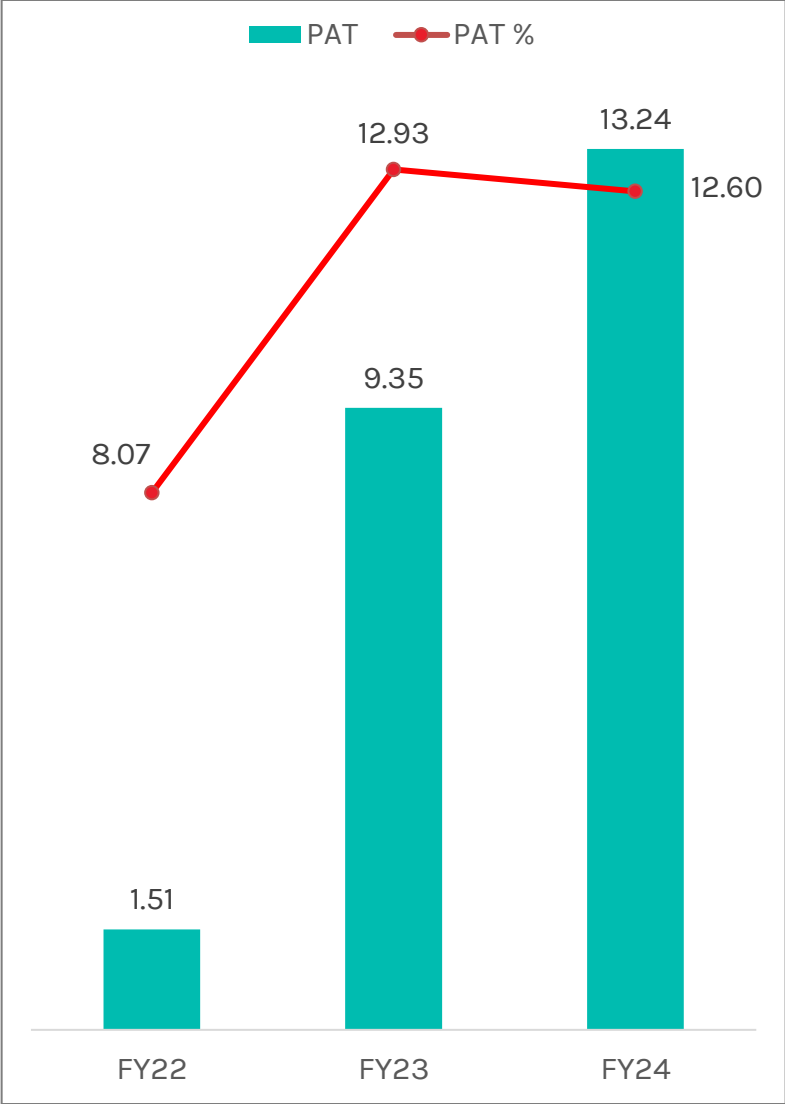
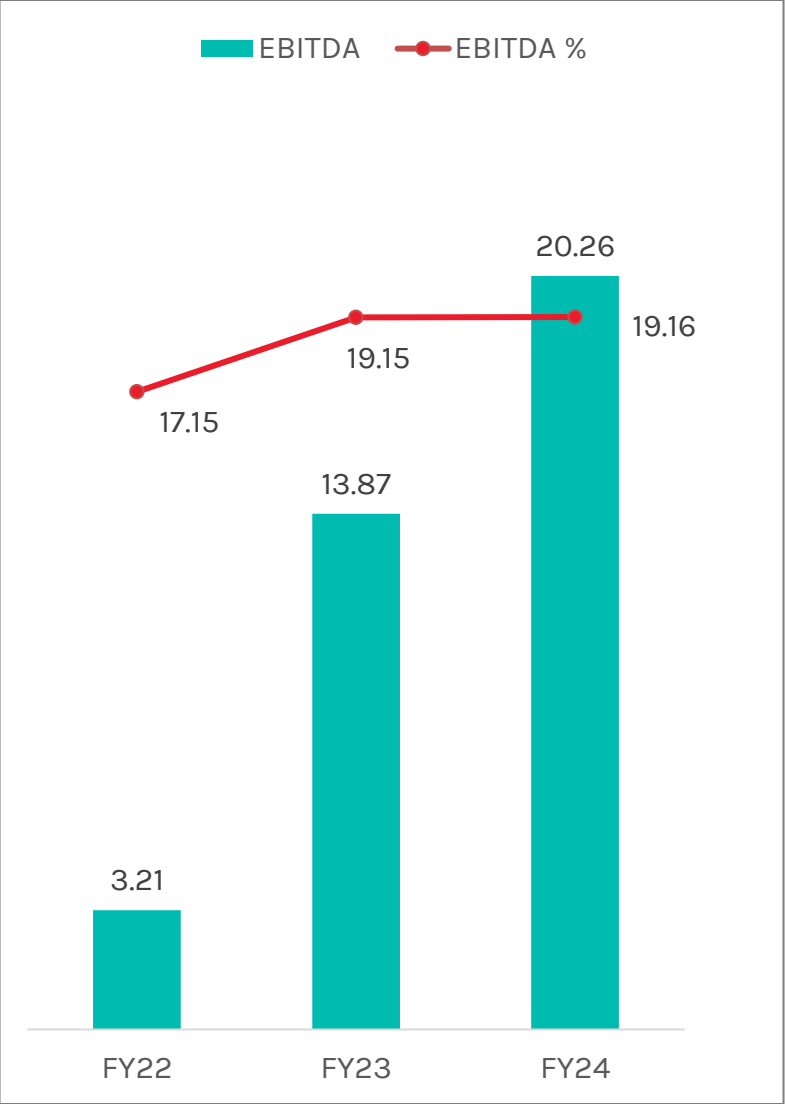
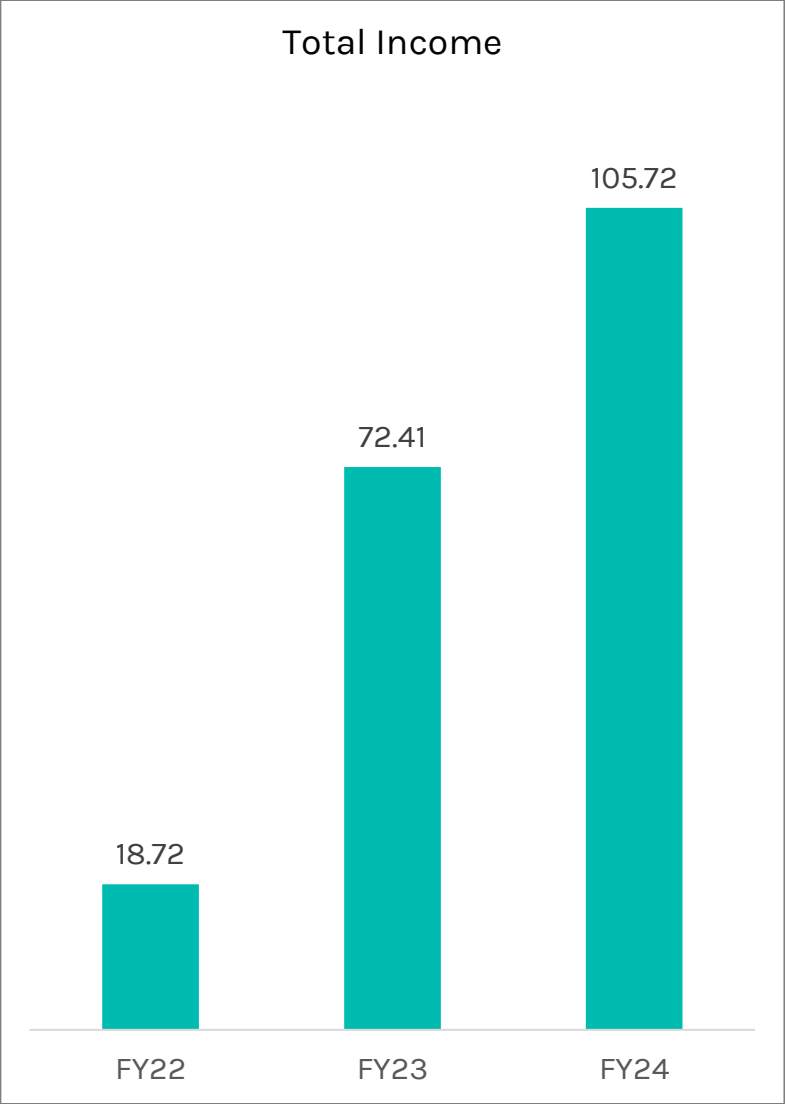
H1 FY25 Financial Highlights

In ₹ Cr

Particulars	H1 FY25	H1 FY24
Revenues	63.58	48.49
Other Income	0.26	0.39
Total Income	63.84	48.89
Raw Material costs	44.25	35.76
Employee costs	3.15	1.39
Other expenses	6.90	3.38
Total Expenditure	54.30	40.53
EBITDA	9.54	8.36
EBITDA Margin %	14.95%	17.10%
Finance Costs	1.33	0.52
Depreciation	0.89	0.31
PBT	7.33	7.54
Tax	1.89	1.86
PAT	5.43	5.68
PAT Margin %	8.51%	11.61%

FY24 Financial Highlights





All Figures In ₹ Cr & Margin In %

Profit & Loss Statement

In ₹ Cr

Particulars	FY24	FY23	FY22
Revenues	105.06	72.30	18.61
Other Income	0.66	0.11	0.11
Total Income	105.72	72.41	18.72
Raw Material costs	73.96	50.50	12.73
Employee costs	2.79	2.15	1.41
Other expenses	8.71	5.89	1.37
Total Expenditure	85.46	58.54	15.51
EBITDA	20.26	13.87	3.21
EBITDA Margin %	19.16%	19.15%	17.15%
Finance Costs	1.26	0.85	0.54
Depreciation	1.46	1.26	0.95
PBT	17.53	11.76	1.72
Tax	4.29	2.41	0.21
PAT	13.24	9.35	1.51
PAT Margin %	12.60%	12.93%	8.07%

Balance Sheet

In ₹ Cr

Equities & Liabilities	FY24	FY23	FY22
Equity	12.07	8.75	5.00
Reserves	27.03	2.19	-3.40
Net Worth	39.10	10.94	1.60
Non Current Liabilities			
Long Term Borrowing	4.76	0.26	5.45
Deferred Tax Liabilities	0.00	0.00	0.19
Long-Term Provisions	0.11	0.05	0.00
Total Non Current Liabilities	4.87	0.31	5.64
Current Liabilities			
Short Term Borrowings	15.38	11.83	3.94
Trade Payables	13.10	8.16	1.03
Other Current Liabilities	0.72	0.57	3.18
Short Term Provision	4.52	3.04	0.05
Total Current Liabilities	33.73	23.60	8.20
Total Liabilities	77.70	34.85	15.44

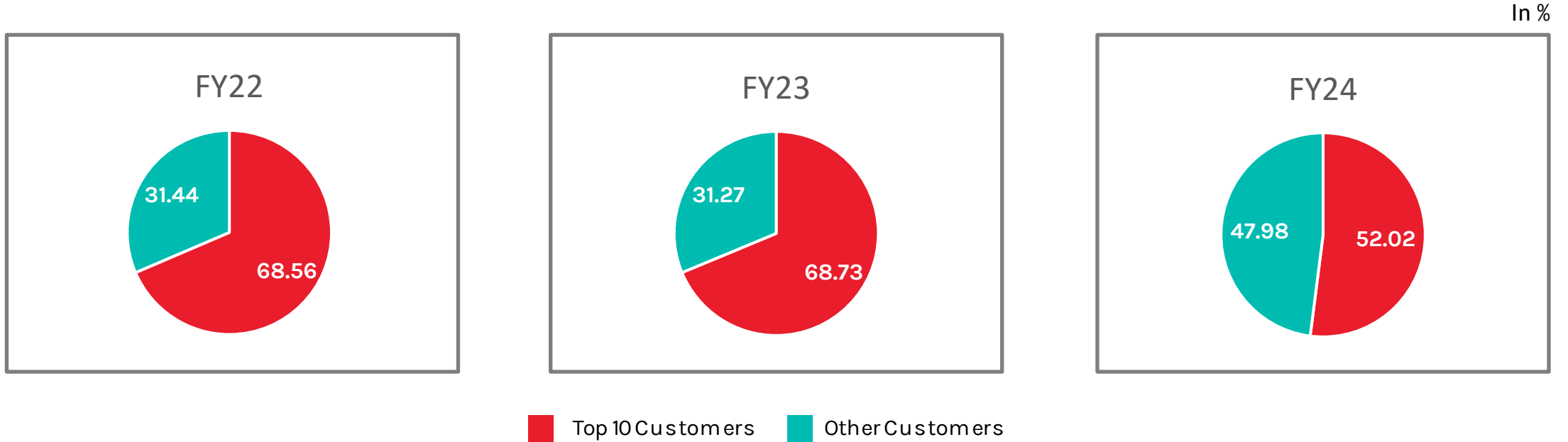
Assets	FY24	FY23	FY22
Non Current Assets			
Fixed Assets	25.09	9.02	5.92
Non Current Investments	0.00	0.00	0.00
Other Non Current Financial Assets	2.18	0.52	0.00
Deferred Tax Assets	0.47	0.40	0.00
Other Non Current Assets	0.00	0.00	0.00
Total Non Current Assets	27.74	9.93	5.92
Current Assets			
Inventories	13.13	10.76	1.46
Trade Receivables	23.74	12.03	5.60
Cash & Bank Balance	0.72	0.14	0.31
Other Current Financial Assets	0.49	0.25	0.00
Other Current Assets	11.88	1.74	2.15
Total Current Assets	49.96	24.92	9.52
Total Assets	77.70	34.85	15.44

Cash Flow Snapshot

In ₹ Cr

Particulars	FY24	FY23	FY22
Cash from Operating Activities	1.63	11.29	(0.03)
Cash from Investing Activities	(19.26)	(4.86)	(1.39)
Cash from Financing Activities	18.16	(6.47)	1.50
Net Cash Flow	0.57	(0.02)	0.08
Net Cash at Beginning of Year	0.14	0.16	0.23
Net Cash at the End of Year	0.72	0.14	0.31

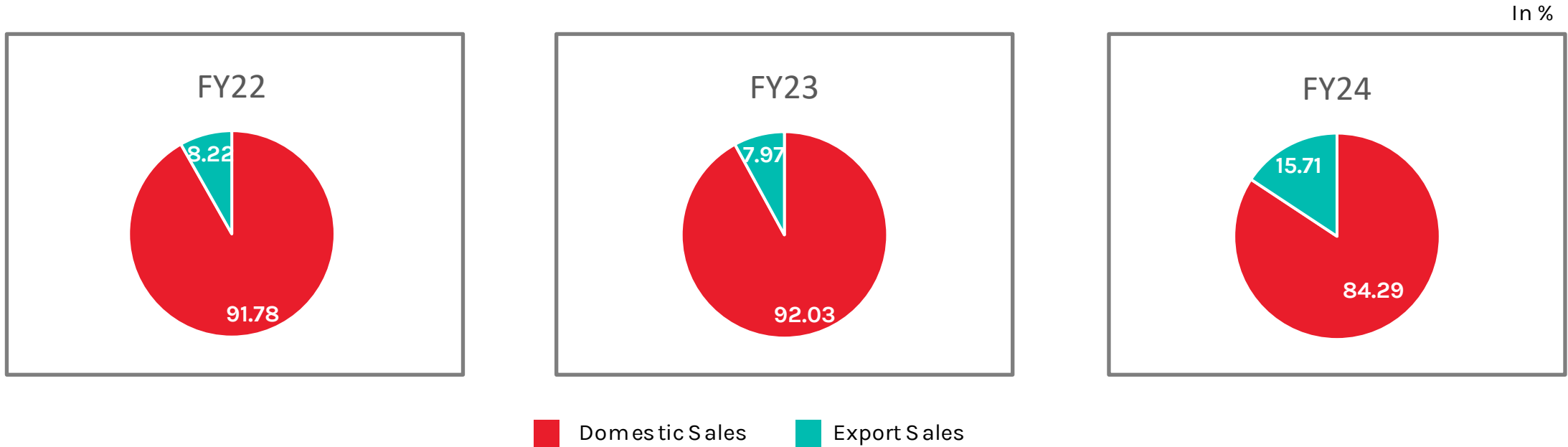
A Look at Our Customers' Contributions.



In ₹ Cr

Particulars	FY22	FY23	FY24
Top 10 Customers	12.76	49.69	54.63
Other Customers	5.85	22.61	50.39
Total	18.61	72.30	105.02

The Company Started Exports from FY22 to United Arab Emirates, Dubai and Saudi Arabia

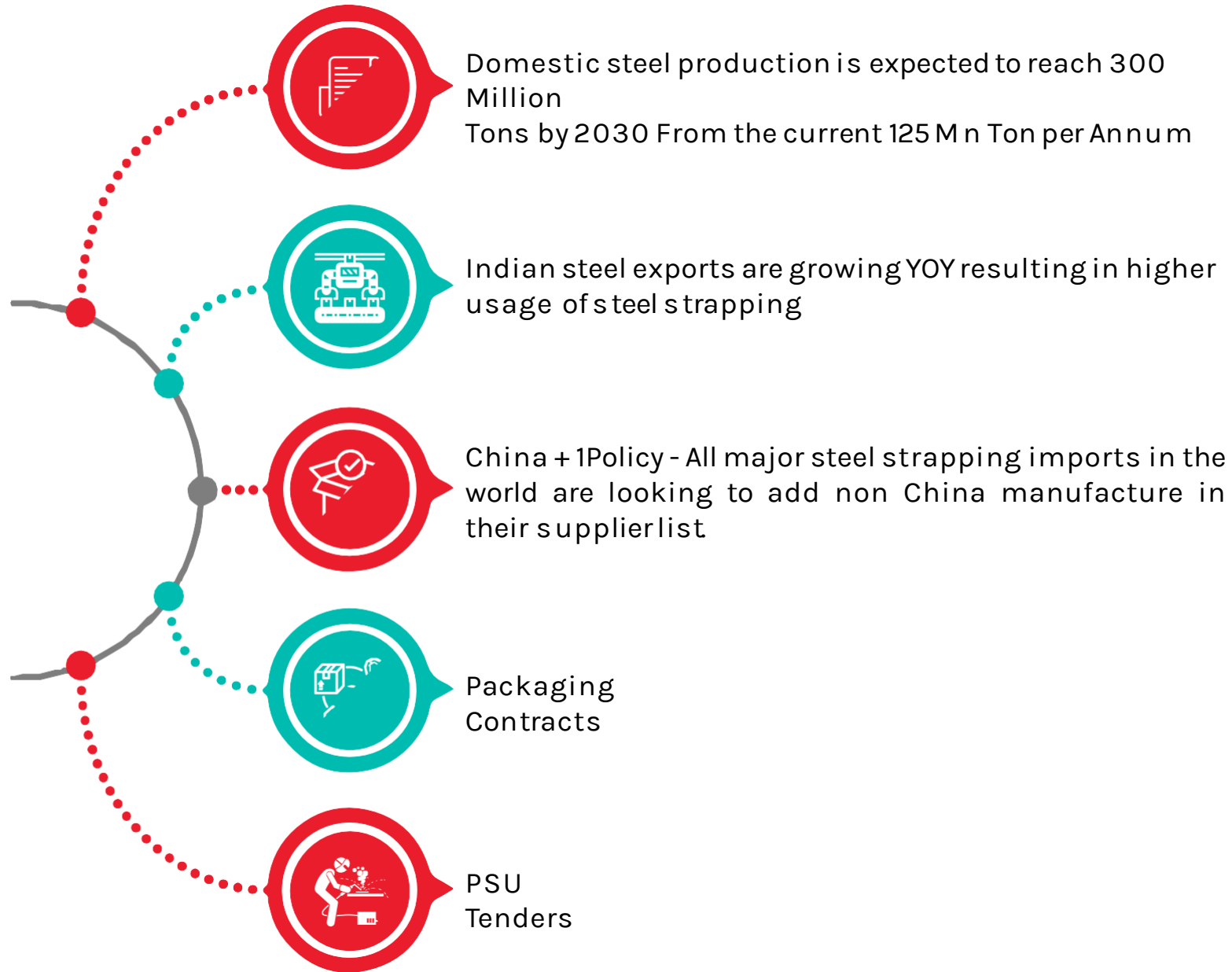


In ₹ Cr

Particulars	FY22	FY23	FY24
Domestic Sales	17.08	66.54	88.52
Export Sales	1.53	5.76	16.50
Total	18.61	72.30	105.02

Growth Drivers







Expanding Presence

expanding production capabilities, diversifying into new products, expanding regionally, and increasing packing contracts.



Investment In Special Steel Strip Division

Investment in Special Steel Strip Division - To focus on the High carbon & alloy strip rolling and stainless steel cold rolling products.



Packaging Contracts - New Division

To focus on India's steel packaging contract market, which is estimated to be worth 2000-2500 Cr per annum and is currently dominated by a few players.

The major customers in this market are packaging contractors, who currently outsource the packaging of steel mills to these contractors.

Revenue is expected to grow by 15-25% in FY25 due to increased sales from current operation.

EBITDA margins is expected to stay within a corridor of 15-20%.

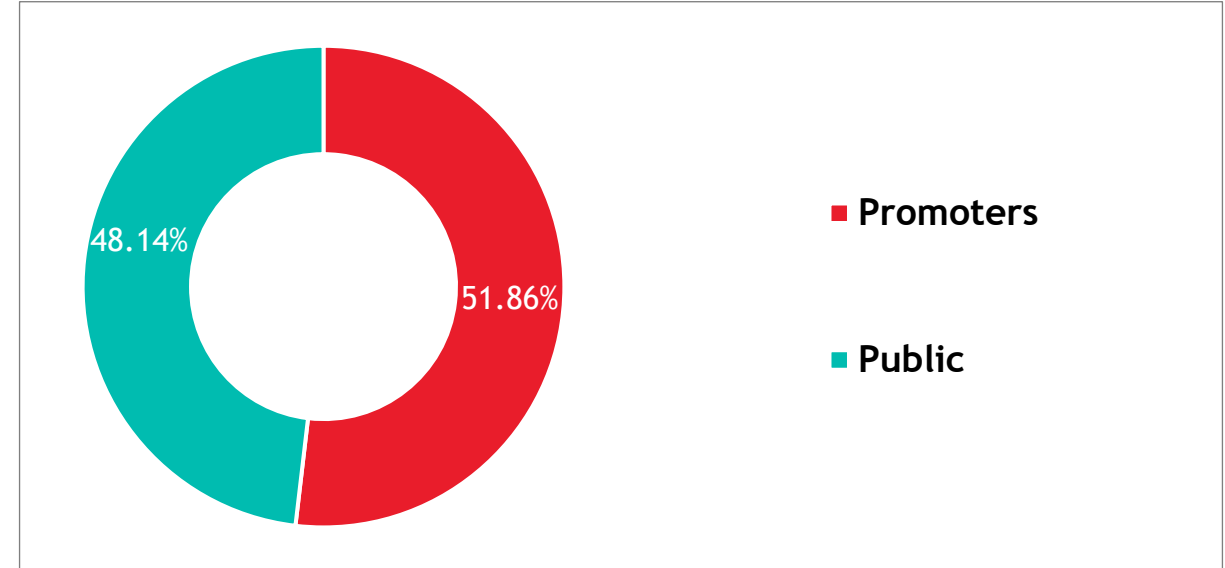
Stock Information

As on 13-11-2024

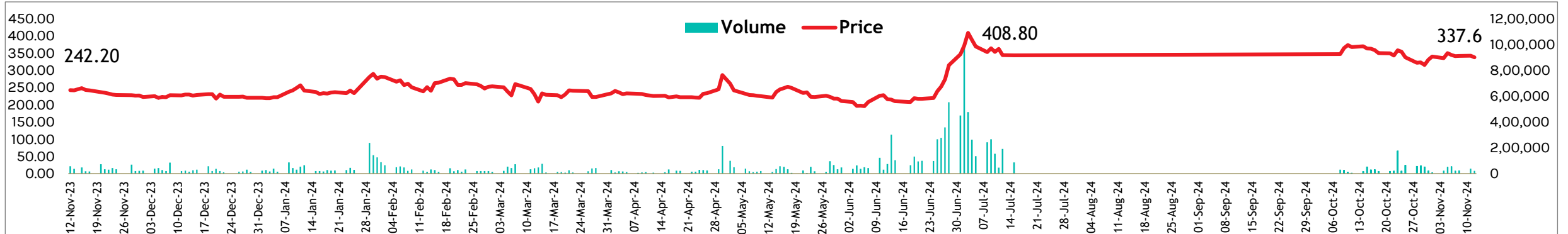
Share Price (₹)	320.75
Market Capitalization (₹ Cr)	455.14
No. of Shares	1,41,90,000
Face Value (₹)	10.00
52-week High-Low (₹)	430.00 / 191.00

Share Holding Pattern

As on 30-09-2024



Share Performance From 12th November 2023 Till Date





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THANK YOU

