RUSHIL DECOR LIMITED

Corporate Office:
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Near Neelkanth Green Bungalow,
Off Sindhu Bhavan Road, Shilaj,
Ahmedabad-380058, Gujarat, INDIA

Regd. Office:
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Gandhinagar-Mansa Road, Ta. Kalol,
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RDL/NSE/027/2017-18
Date: 03.06.2017

To,
Dept. of Corporate Communications,
National Stock Exchange of India Ltd.
Exchange Plaza,
Bandra - Kurla Complex, Bandra (E),
Mumbai - 400 051

NSE Equity Symbol "RUSHIL"

Dear Sir / Madam,

Sub: Submission of Presentation made during the Analysts / Institutional Investor Meetings on 02.06.2017

This is in continuation of our Submission made on 31.05.2017 vide Letter No. RDL/NSE/025/2017-18.

Please find attached herewith a copy of Presentation made by the Company to analysts / Institutional Investors.

This is in compliance to Section 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

This is for your information please.

Thanking you,

Yours Faithfully,
For Rushil Decor Limited

Modi

RUSHIL DECOR LIMITED

(H. K. Modi)
Compliance Officer
Tele No.: (079) 61400400
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Encl: a/a

RUSHIL DECOR LIMITED

CORPORATE PRESENTATION
MARCH 2017

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COMPANY OVERVIEW

BACKGROUND

- Rushil Décor Limited (RDL) is a leading Listed Public Limited Company manufacturing Decorative Laminate Sheets and Medium Density Fibre Boards(MDF) in India.

- RDL manufactures Decorative (single sided) as well as industrial (double sided) Laminates with a wide range of designs, colours and finishing in its three manufacturing plants of Laminates located at Gujarat having aggregate Laminate capacity of 480 million sheets per annum.

- RDL is manufacturing the standard thick MDF Boards and also Pre Lam MDF Boards with thickness ranging from 7.5 mm to 30 mm at its plant located at Chikmagalur, Karnataka with an installed capacity of 300 CBM per day or 90000 CBM per annum.

- RDL's brands "Vir Laminates" and "Vir Boards" are well recognised and respected in the industry and RDL has created a nation wide network of branches, distributors and dealers across the country.

- RDL exports Decorative Laminates to more than 30 countries of the world.

- Promoted by Mr. Krupesh Thakkar and his father Mr. Ghanshyam Thakkar, RDL today is one of the top three/four players in India both in the Laminates as well as MDF segments.

GROWTH JOURNEY TILL DATE . . .

1993	Rushil décor Pvt. Ltd. (1st laminate manufacturing facility) established.
1997	Rushil International established for export business
1999	Mica Rushil Pvt. Ltd. (2nd laminate manufacturing facility) established
2003	Rushil H.P.L. (3rd laminate manufacturing facility) established.
2007	Merging of all the three companies under single umbrella i.e. Rushil Décor Ltd. (RDL)
2009	Started commercial production of Plain Particle Board in the month of November, 2009 at Village Navalgadh, Taluka: Dhrangadhra, District: Surendranagar, Gujarat.
2010	RDL Initiated medium density Fibre Board manufacturing project at Chikmagalur in the state of Karnataka with capacity of 300 cubic meters per day.
2011	Company came out with an IPO and listed at BSE and NSE
2012	Started commercial production of medium density fibre board at Chikmagalur, Karnataka
2013	Established Prelam Board manufacturing facility along with Medium Density Fibre Board plant at Chikmagalur as forward integration
2015	Sold the particle board manufacturing plant located at Navalgadh, Dist. Surendranagar.
2016	The MDF plant attained over 90% capacity utilization whereas the laminate plants continued to operate at near optimum capacity utilization level.
2017	The Company has signed MOU with AP Government on 28th January 2017 to establish a project of MDF in Acchutapuram in VIZAG Dist. & AP Government has issued a letter of 26.34 Acres of Industrial Land.

PRODUCT OFFERING – MEDIUM DENSITY FIBRE BOARD (MDF)

- Medium Density Fiberboard (MDF) is widely used in the manufacture of furniture, cabinets, door parts, moldings, millwork and laminate flooring. MDF panels are manufactured in a variety of dimensions and densities, providing the opportunity to design the end product with the specific MDF needed.

- The surface of MDF is flat, smooth, uniform, dense and free of knots and grain patterns, all of which make finishing operations easier and more consistent, especially for demanding uses such as direct printing and thin laminates.

- MDF is resistant to warping and compression. It has excellent screw-holding ability and edge-finishing characteristics.

PRODUCT OFFERING - LAMINATES

- As the name suggests laminates are used primarily for decorative purposes as a top layer in home furniture item like cabinets, cubicle storage units, counter tops, table tops, cupboards, etc. and also have various applications like wall panelling, column cladding, vanity units, office partitions, shelf, signage, etc. Thus Laminates are used for surfacing of Wood Panel Products like Plywood, Particle Boards and MDF. The laminates are also used for certain exterior applications as well as certain heavy duty industrial applications.

INDUSTRY SCENARIO

MDF INDUSTRY : SCENARIO AND PROSPECTS

- Indian MDF Industry size is currently around Rs.15 – 18 billion as against the industry size of the conventional plywood industry which is approximately around Rs.160 billion.

- MDF Industry in India has grown at a CAGR of around 19% between FY 2012 and FY 2016.

- As compared to plywood, MDF is offering several inherent advantages, the principal advantage being that it is based on recycled/agro based wood plantations as against the plywood which is based on forest wood. Since last many years, no new licenses are given to any plywood unit and owing to the order passed by the Hon'ble Supreme Court in 2002 unlicensed sawmills, veneer and plywood industries cannot operate in India.

MDF INDUSTRY : SCENARIO AND PROSPECTS (Contd..)

- MDF which is a cost effective and quality substitute for plywood has therefore gained fast acceptance in the Indian market and over next few years MDF will become a major panel based product substantially taking over the share of plywood industry in India

- Green Ply Industries Ltd. is the largest player (with 30% market share) in India followed by Balaji Action Buildwell (with 20% market share) and RDL is the third largest player (with 11% market share). There are no unorganised sector players in the Industry. The other two major players are Mangalam Timber Products and Shirdi Industries Ltd. Presently almost 33% of India's requirement is met through imports mainly from China, Malaysia, Thailand and Sri Lanka.

- There is a huge gap between demand and supply. Major MDF growth drivers are significant advantages over plywood; a strong growth of Indian economy over 7% annually; growing purchasing power of India's middle class; and rising urbanisation and strong growth prospects of real estate industry. Further, imposition of antidumping duty on thick MDF imported from China, Malaysia, Thailand, Indonesia, Vietnam and Sri Lanka has also helped in fuelling the growth of domestic MDF Industry.

- **Conclusion: Long term sustained growth prospects of MDF Industry in India are very bright.**

LAMINATES INDUSTRY : SCENARIO AND PROSPECTS

- Present market size of Indian Laminate Industry is around Rs.35 billion, out of which organised sector share is around 40%, the balance being share of unorganised sector players.

- The industry is presently growing in a modest fashion matching with the growth in the overall home furniture segment.

- The top 4 organized sector players include Green Ply Industries Ltd., Marino Industries Ltd., Century Ply Board (India) Ltd. and RDL. RDL thus has the 4th position in the Indian Laminate Industry.

- The key industry players are also concentrating on exports and India is thus a major exporter of Decorative and Industrial Laminates to North America, Europe, Asia Pacific, Gulf and Middle East, Australia and Latin American markets.

INFRASTRUCTURE

OUR MANUFACTURING FACILITIES

Laminate	Gujarat	RDL, 607,608, GIDC Mansa, Dist. Gandhi Nagar, Gujarat
		MRPL At Dholkuva Patia, Gandhinagar Mansa Road, Dist. Gandhinagar
		RHPL S.no. 125, Nr. Kalyanpura Patia, Gandhinagar Mansa Road , Village Itla, Tal. Kalol
MDF	Karnataka	RDL Plot No. 58, 59 & 60p, Amble Industrial Estate Village, Chikmagalur

Quality Assurance

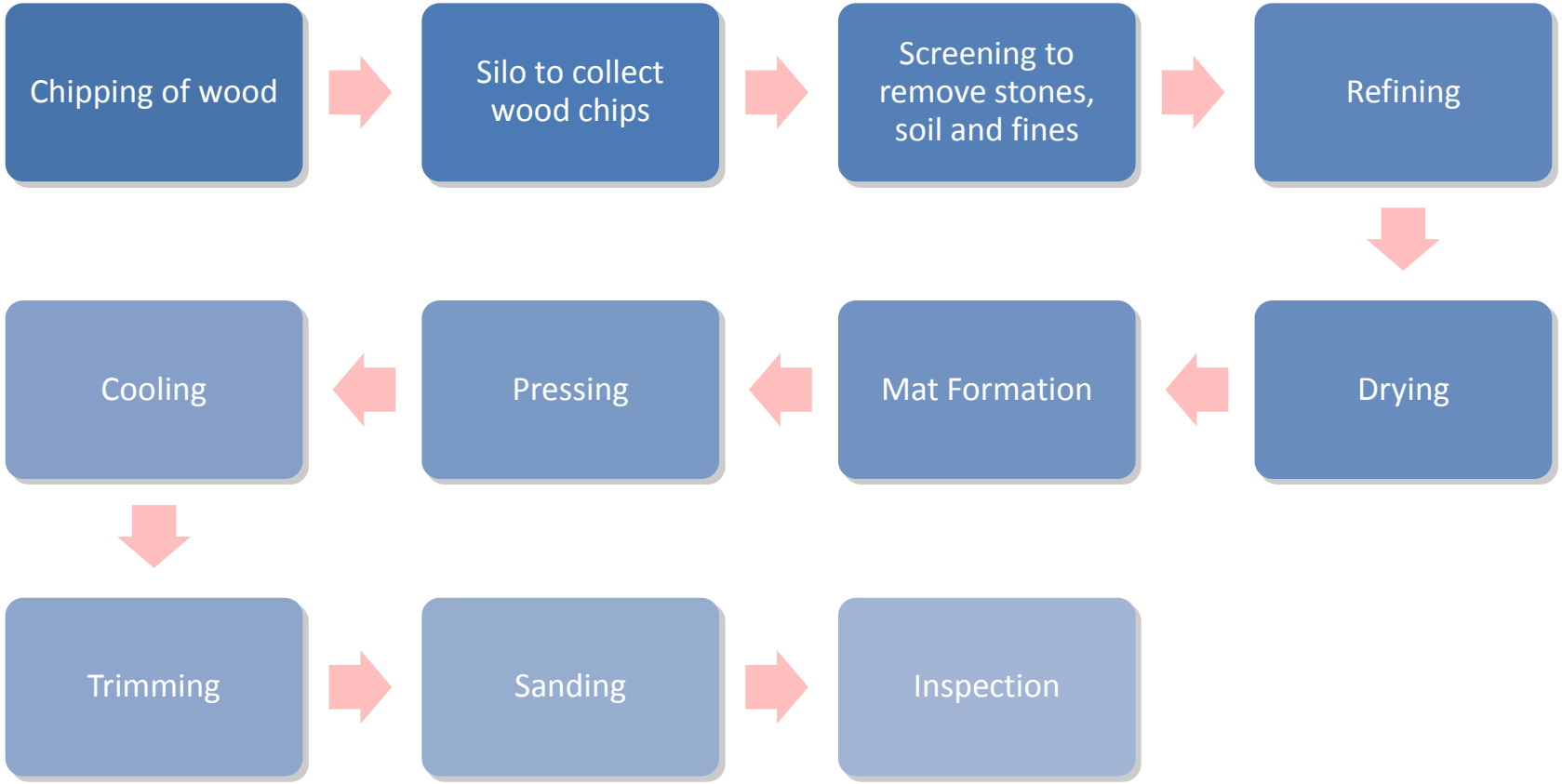
ISO Certified for all the units

Mechanized Process

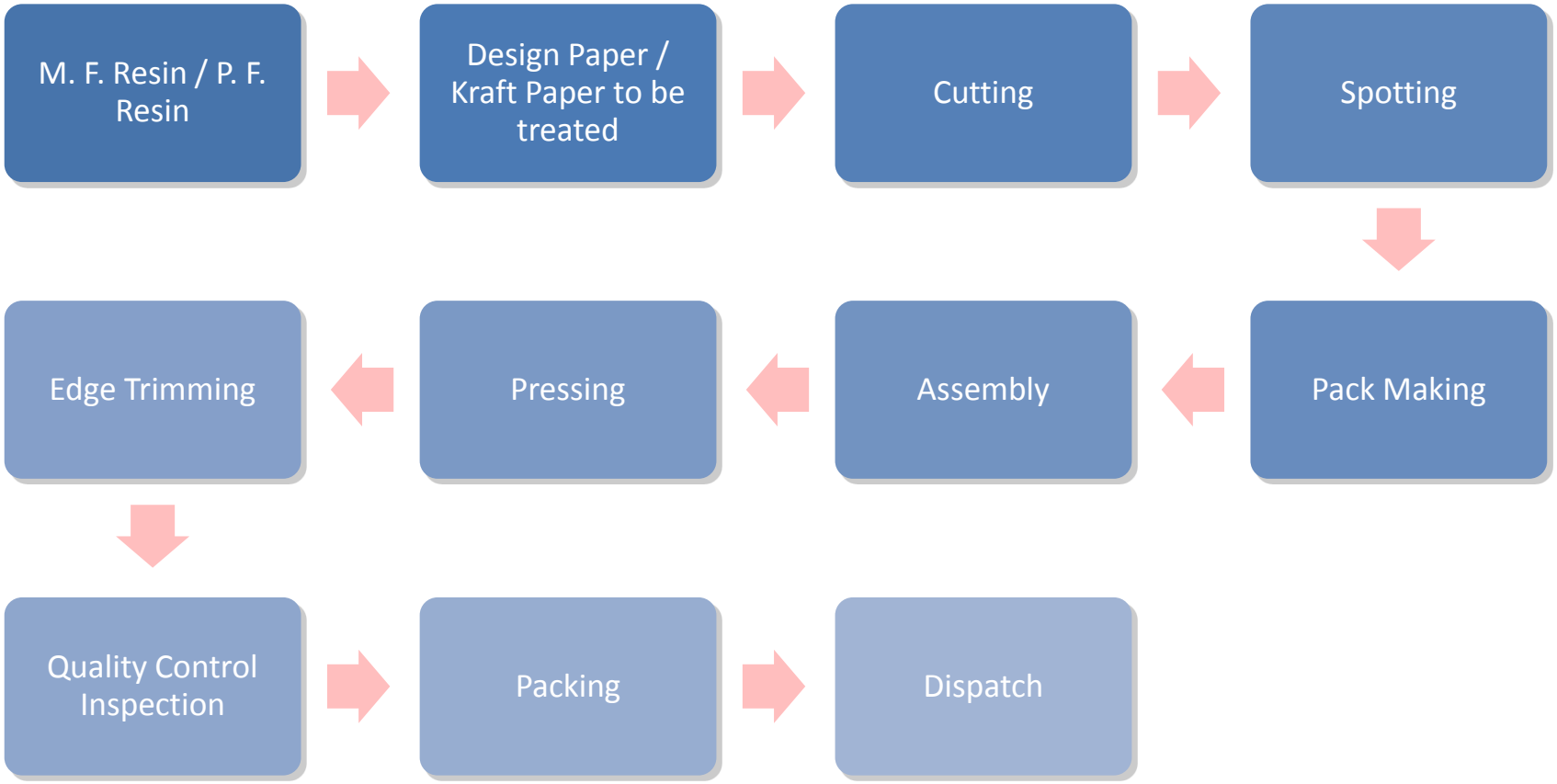
Using most updated industry process & Practices

Operating capacity of approx. 48 lakh sheets per annum in the laminates segment, putting to it in top 10 manufacturers of country

MDF BOARD – MANUFACTURING PROCESS



DECORATIVE LAMINATES SHEETS – MANUFACTURING PROCESS



ACCREDITATION AND QUALITY CERTIFICATION

The facilities of RDL are approved/ accredited as under:

a) ISO 9001:2008; ISO 14001:2004; BSOHSAS 18001:2007 quality certification for management systems of all the laminate plants by ISOQAR.

b) Certificate of compliance of quality systems and standards for high pressure decorative laminates and compact laminates by the UK certification and inspection Ltd.

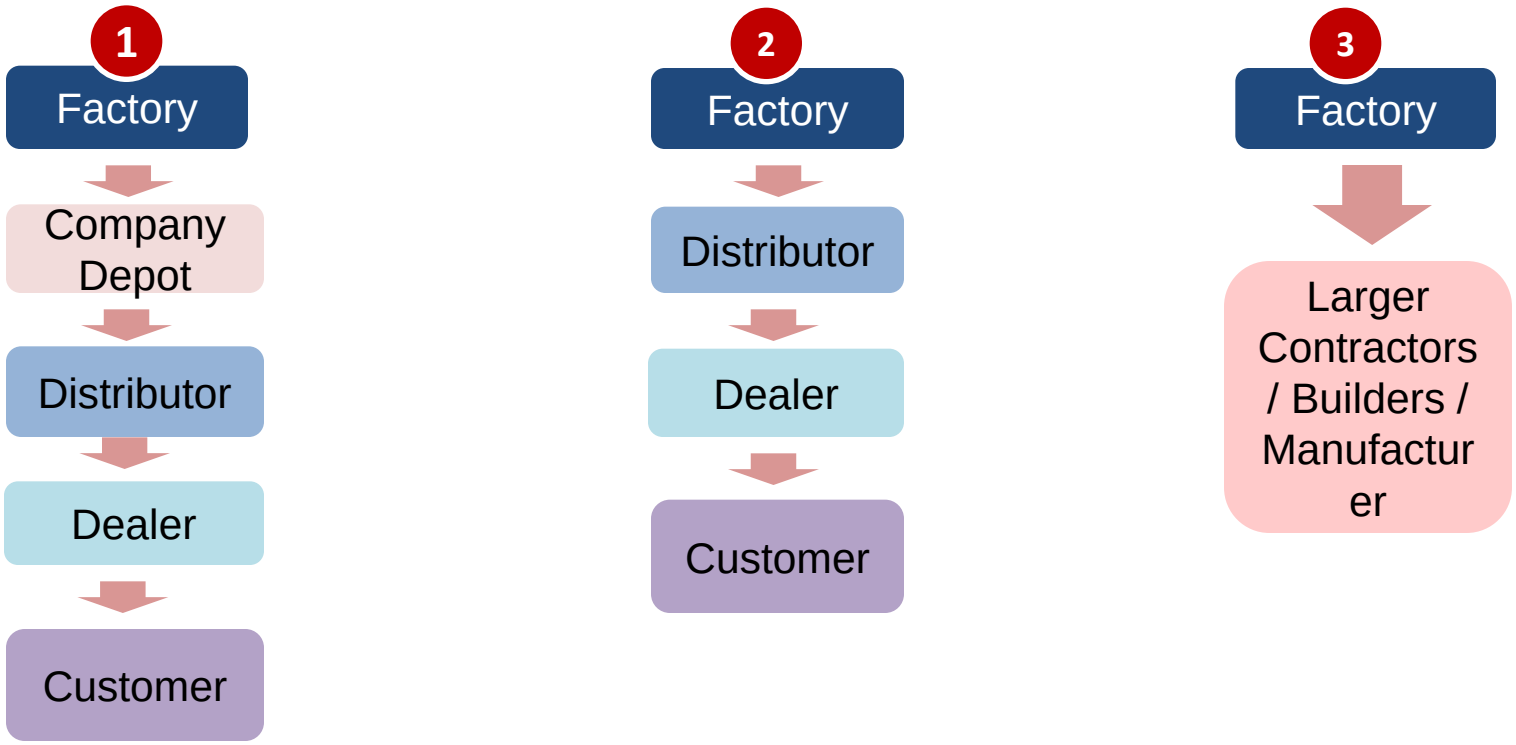
c) Certification for environmentally improved low emission and low toxicity in the production of laminates (Green label certificate) from Singapore Environmental Council.

d) Two star export house status holder issued by the DGFT, Ministry of Commerce and Industry, Government of India.

e) MDF boards manufactured by RDL are BIS certified and are produced under license from BIS Bengaluru. Further since the production is based on plantation wood it is eligible for “eco mark” certification by the Ministry of Environment and Forest, Government of India.

MARKETING & DISTRIBUTION

MARKETING & DISTRIBUTION MODEL



KEY BRANDS

- Company's premium brands are :

1. VIR Laminate
2. VIR MDF
3. VIR Prelam
4. Signor

- Company's products are known in the market with brands which have the "VIR" as prefix.

vir laminate | vir mdf | vir prelam

VIR STUDDIO

- RDL has created a unique marketing platform across the country under the concept of “Vir Studdio” which displays at one location the entire product range and gives live practical end use demonstration in a very effective manner which helps the customers to visualize various permutations and combinations of the entire product range in a practical and effective manner. These are the Signature showrooms/display centers of “Vir laminates” as well as “Vir Boards” range of products all under one roof. As of August 2016 the company has 63 no. of Vir studdios across the country.

LAMINATES MARKETING & DISTRIBUTION

- The company has a separate and dedicated nation wide sales and distribution network as well as a dedicated marketing and distribution team for laminates across the country comprising of 70 Distributors, 13 Consignment Stockists, 2 Depots, 5 Branches and 1950 Dealers across the country for the laminate division.

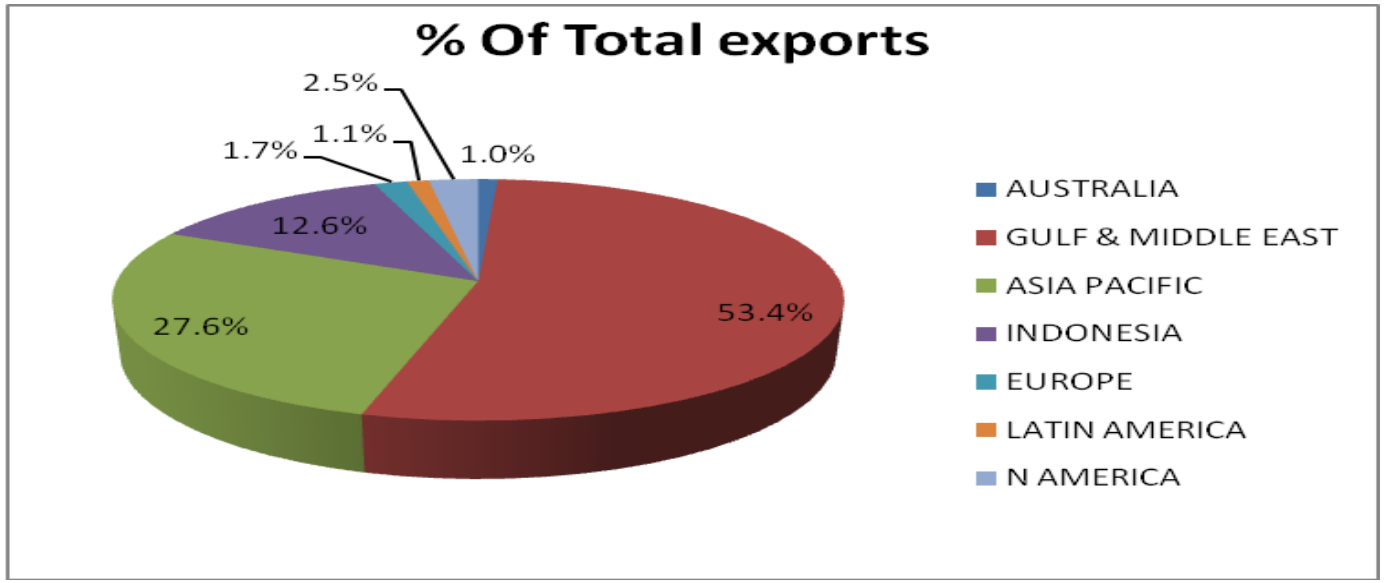
- **The Laminates are marketed under the brand "Vir laminates".**

- The brand 'Vir" laminate has created a niche in this fragmented and unorganized industry. The company has been able to sustain the demand for Vir laminate by offering a continuous flow of value additions such as new designs and finishes.

LAMINATE SHEETS- EXPORT MARKETS

- The laminates manufactured by the company are exported consistently to more than 30 countries world wide which include USA, Switzerland, UAE, Asia Pacific countries, Australia, China, Indonesia, Iran, Saudi Arabia, Qatar, Philippines, Peru, Mexico, Malaysia, Korea, Kuwait, etc. In FY 2016, the total export sales were € Million 14.79.

Region wise Exports-FY 2016 :

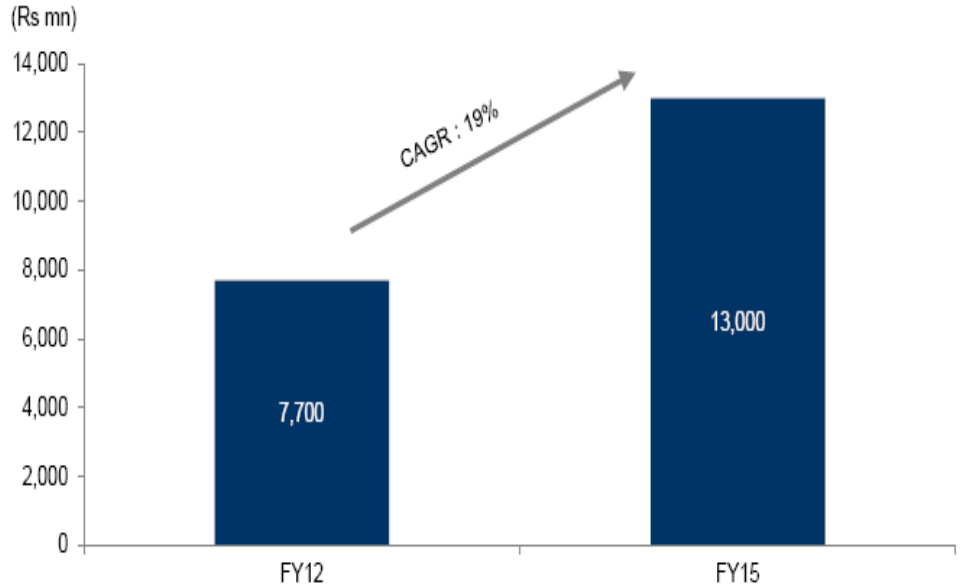


MDF MARKETING & DISTRIBUTION:

- RDL has created a separate network of distributors, consignment agents and dealers across the country but with a primary focus in the southern markets. Thus the company has a network of **80 distributors**, **2 consignment stockists** and **850 dealers** specifically for the **MDF products**.

- The company also caters to over **50 institutional customers** comprising of furniture manufacturers/ direct institutional users across these territories.

MDF Market Growth in India



GROWTH STRATEGY AND PLAN

GROWTH STRATEGY

- RDL will focus on MDF as the key growth driver, to capitalise upon the strong position already created in the Indian market and also on the immense growth opportunity offered by MDF segment over next few years.

- RDL will continue its thrust on strengthening the brand image and loyalty of its already popular brands “Vir Laminates” and “Vir MDF Boards” in India. The company will also strengthen the concept of “Vir Studio” set up across the country as Signature outfits displaying the products in a unique way enhancing the brand image.

- RDL will continue enhancing the product mix by introducing new concept, new designs, colours, variants and varieties.

- In the Laminate division RDL will continue to consolidate its market presence with increased focus on development of export markets.

RDL'S FUTURE PLANS

- WPVC PROJECT

  - RDL is in the process of setting up of a new unit at Chikmagalur for manufacture of a wide variety of wood PVC panels and Marble Board panels as a value added product range to the standard MDF products. These are composite panel products manufactured through a mixture of wood and plastic and are used for a variety of interior and exterior applications.

  - This project is likely to be commissioned in October 2017.

▪ MDF AP PROJECT :

RDL is setting up a new major Greenfield project for manufacturing thin + Thick MDF Boards at Andhra Pradesh in India with an installed capacity of 800 CBM per day or 240000 CBM per annum. This project is being set up at an approximate outlay of Rs. 341 Crores and it will propel the company in the league of the top players in the MDF segment in India.

- The key features of this project are:
  - Capability of producing the entire range of thickness of MDF Board from 1 mm to 30 mm.
  - Strengthening the market presence in the South Indian market which is one of the leading markets of MDF Boards in India and also looking at the possibility of exporting MDF Boards thanks to proximity of the location to the Southern Port.
  - Attractive incentive package offered by the State of Andhra Pradesh.
  - Land for the project already offered for allotment by the State Government.
  - Planned date of commencement of production is October 2019.

MANAGEMENT & ORGANIZATION

BOARD OF DIRECTORS & KEY MANAGEMENT TEAM

- The Board of Directors of Company has an optimum combination of Promoter, Executive, Non-executive, Independent Nonexecutive and Woman Directors to maintain the independence of board and separate its functions of management and governance in transparent manner.
- The composition of the Board of Directors of the Company is :

Sr. No.	Name of Director	Executive / Non Executive Director	Independent / Non Independent Director	Promoter
1	Shri Ghanshyambhai A. Thakkar	Executive Director	Non Independent Director	Promoter
2	Shri Krupeshbhai G. Thakkar	Executive Director	Non Independent Director	Promoter
3	Shri Kaushikbhai J. Thakkar	Executive Director	Non Independent Director	
4	Shri Shankar Prasad Bhagat	Non-Executive Director	Independent Director	
5	Shri Rohitbhai B. Thakkar	Non-Executive Director	Independent Director	
6	Mrs. Jingle Thakkar	Non-Executive Director	Independent Director	

PROMOTERS

Mr. Ghanshyambhai Ambalal Thakkar aged 73 years **Promoter** of our company holds Bachelor of Science degree from and holds Diploma in Civil Engineering from Department of Technical Education. He is our Chairman Cum Whole Time Director. He has an experience of more than 30 years in the field of laminated and Plywood Industry. As a **Chairman** Cum **Whole Time Director** he is involved in day to day operations of our Company. He is on board since March 2007.

Mr. Krupesh Ghanshyambhai Thakkar aged 46 years is a Bachelor of Commerce (B.Com). He is our **Promoter** and has been on board since incorporation. He has an experience of more than two decade in laminated industry. He has been conferred with several accolades which include" Rajiv Gandhi Shiromani Award and Indira Gandhi Sadbhavana Award in the year 2007 for his contribution towards achievements and services and pioneering work in their field of work and for their contribution to the nation. He is President of Indian Laminate Manufacturers Association. As **Managing Director** he is involved in the day to day operations of our Company.

INDEPENDENT DIRECTORS

Shri Shankar Prasad Bhagat aged 65 years, Independent Director of our Company is having more than 27 years of experience in the field of Tax, Audit, Accounts and Finance. He is Practicing Chartered Accountant by profession. His date of joining the Board is 1st October, 2009.

Shri Rohitbhai B. Thakkar aged 61 years, Independent Director of our Company is having experience of Management. He is an Under Graduate. His date of joining the Board is 30th March, 2013.

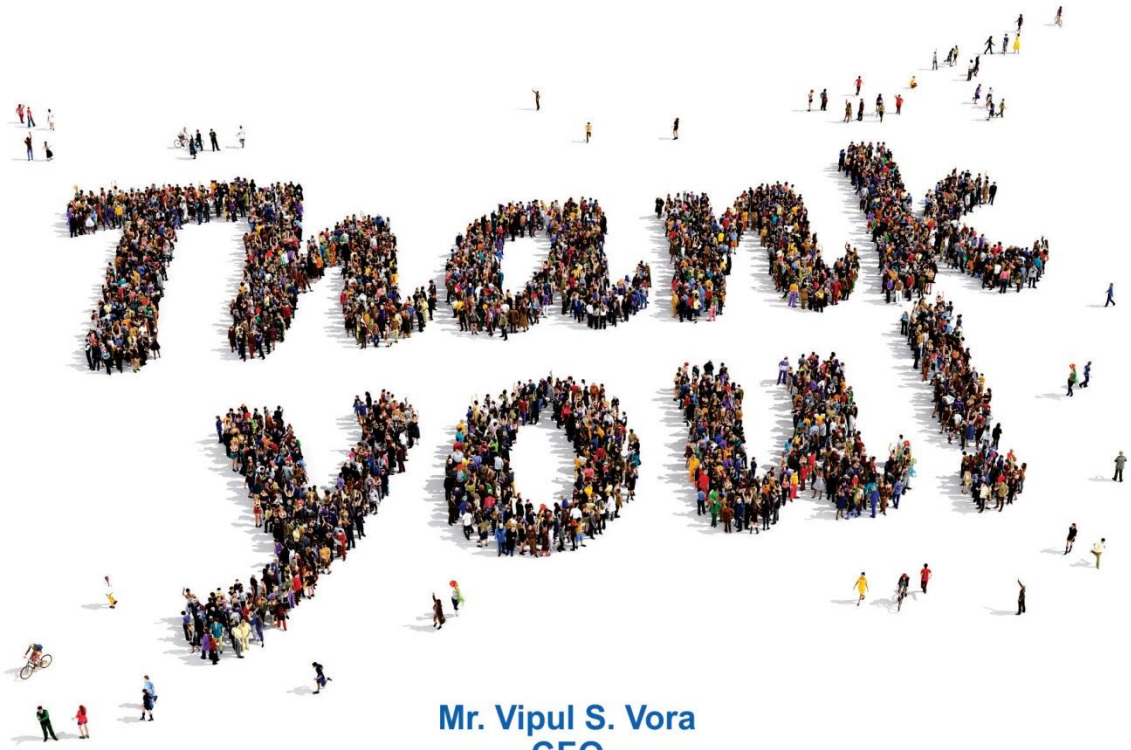
Mrs. Jingle Thakkar aged 25 years, Independent Director of our Company is having experience of Tax, Audit, Finance, VAT, etc. She is Chartered Accountant by Profession. Her date of joining the Board is 7th August, 2014.

FINANCIAL OVERVIEW

PAST FINANCIALS

Rs. (in Million)

Particulars	FY 2014-15	FY 2015-16	FY 2016-17
Net sales	2756.56	2967.56	3059.51
EBIDTA	246.75	361.95	505.78
PBT	34.07	181.00	333.36
PAT	(6.45)	71.49	245.33
Tangible Net Worth	880.07	1010.32	1322.89
Secured loans	1440.80	1299.30	1459.00



Mr. Vipul S. Vora
CFO
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