REDINGTON

Corporate Office

Redington (India) Limited
"Redington House" Centre Point
Plot. Nos. 8 & 11 (SP)
Thiru.Vi.Ka Industrial Estate,
Guindy, Chennai- 600032.
Board No : + 91 - 44 - 42243353
Fax No : + 91 - 44 - 22253799
CIN : L52599TN1961PLC028758

8th March 2016

The National Stock Exchange of India Ltd
Exchange Plaza
Bandra-Kurla Complex
Bandra (E), Mumbai – 400051

Sub: Presentation to Investor/ Analyst

Dear Sir/Madam,

Pursuant to Regulation 30(2) and 46(2)(o) of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a copy of Investor Presentation, duly updated that will be shared with the analyst/investors.

The same shall be uploaded on our website www.redingtonindia.com

We request you to kindly take the above information on record.

Thanking you,

Very truly yours,

M. Muthukumarasamy
Company Secretary.

Cc : BSE Limited
Floor 25, Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

REDINGTON

An Integrated Supply Chain Solutions Provider

An Overview

March 2016

Business & Management

Financial Summary

Risk Management

Corporate Overview

REDINGTON

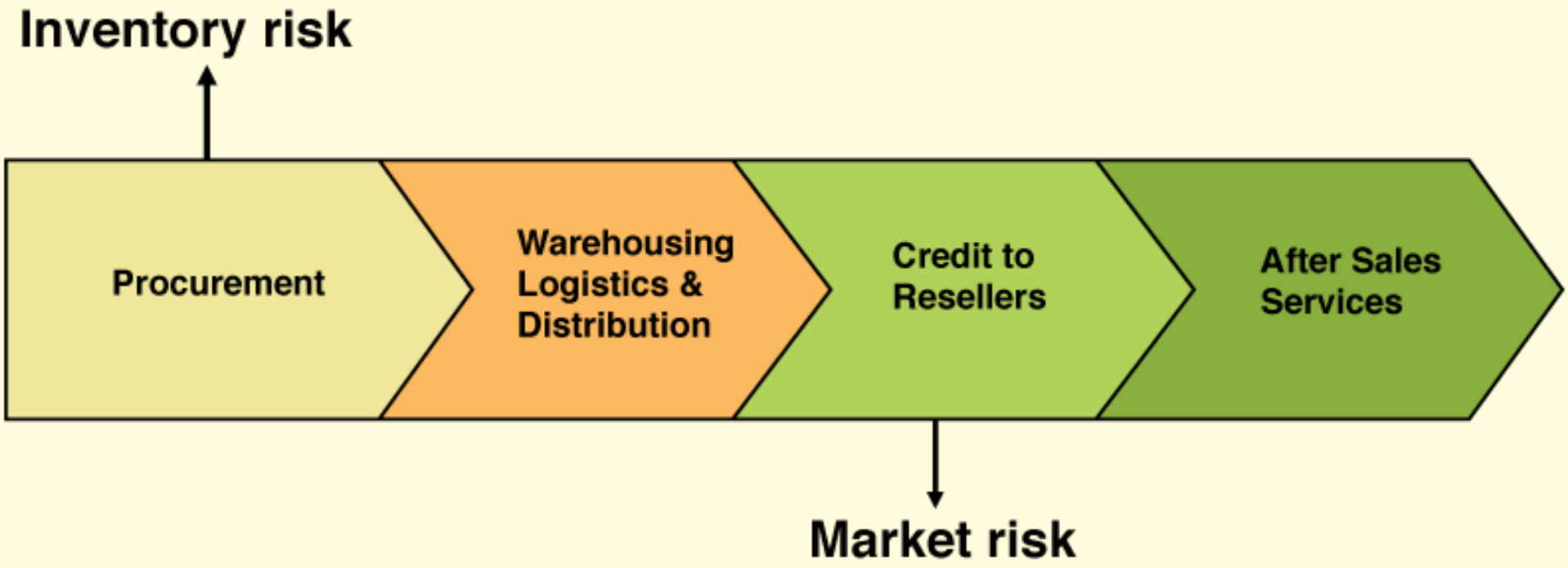
Commenced distribution operations in India in 1993

Evolved into Supply chain Solutions Provider
(traditional cash and carry model to management of inventory)

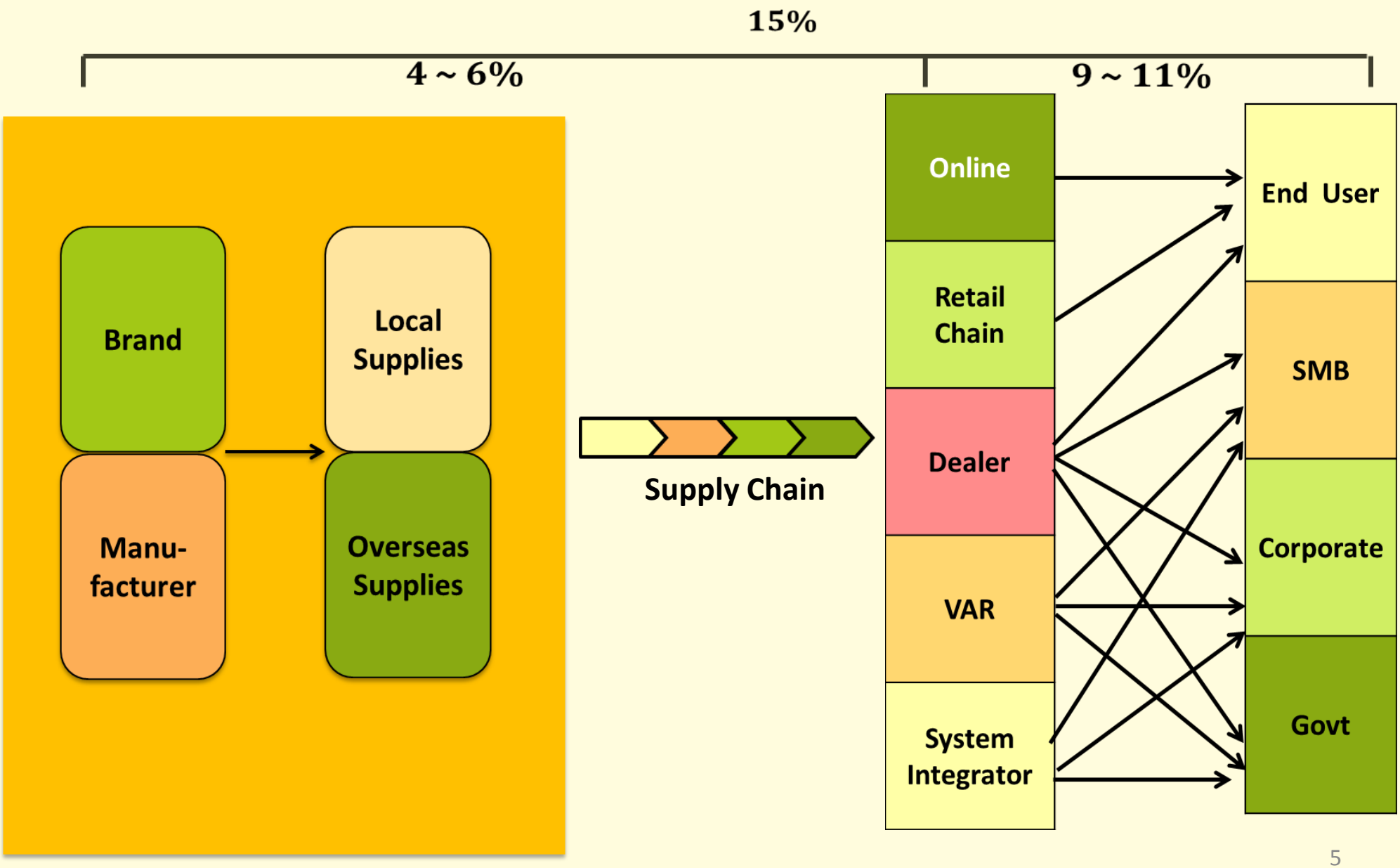
~ Distribution Channel spans across India, South Asia, Middle East, Africa & Turkey
~ Distributes over 200 brands of Global repute
~ Post sales support services – 360+ service centres in India, MEA & Singapore.

~ 2nd largest distributor of IT & Non -IT Brands in India (30,600 + Channel Partners)
~ The largest in Middle East, Africa & Turkey (11,000+ Channel partners)

Redington's Supply Chain



Value in Supply Chain



Competitive landscape

REDINGTON

Indian Market

~ Ingram Micro and Avnet present among Global Players

~ Redington and Ingram Micro of similar size;

~ Other smaller regional players include: Savex, Compuage, Rashi Peripherals

Global Players

~ Ingram Micro

~ Tech Data

~ Synnex

~ Avnet

Middle East , Africa & Turkey

~ Ingram Micro and Arrow present in Middle East.

~ Local distributors such as BDL, Metra, Logicom are present in ME.

~ Arrow acquired Computer links in Middle East

~ Index (Listed in ISE) is the largest distributor in Turkey

~ Ingram Micro acquired Armada in Turkey.

Global peers

REDINGTON

9MCY15 [JAN - SEP]				
Particulars	Redington	Ingram Micro	Synnex Tech	Tech data
Total revenue in US$ Mn	3,807	31,711	7,205	18,899
GM%	6.1%	6.1%	4.1%	5.0%
SG&A%	3.8%	5.5%	2.2%	3.6%
EBIT%	2.3%	0.6%	1.9%	1.4%
PAT%	1.3%	0.2%	1.5%	0.9%
Working capital days	53	25	56	21

Top 20 IT companies – India

REDINGTON

RANK FY 13	RANK FY 14	RANK FY 15	COMPANY	Revenue in Crore				Growth		
				FY15	FY 14	FY 13	FY 12	FY 15	FY 14	FY 13
1	1	1	Tata Consultancy Services	94,648	81,809	55,134	43,794	16%	48%	26%
2	2	2	Cognizant Technology Solutions	65,779	55,894	41,602	29,162	18%	34%	43%
3	3	3	Infosys Technologies	53,319	50,133	38,521	31,195	6%	30%	23%
4	4	4	Wipro	47,318	43,763	34,777	29,803	8%	26%	17%
5	5	5	Hewlett-Packard India	37,985	36,697	32,316	24,854	4%	14%	30%
6	6	6	HCL Technologies	35,709	31,200	23,772	18,500	14%	31%	28%
16	7	7	Tech Mahindra	22,621	18,331	6,872	5,490	23%	167%	25%
7	8	8	IBM India	20,442	18,754	18,033	15,413	9%	4%	17%
8	9	9	Ingram Micro India	15,823	14,128	12,024	10,547	12%	17%	14%
9	10	10	Redington	14,610	13,657	11,746	10,938	7%	16%	7%
11	12	11	Dell India	13,984	10,757	9,961	8,662	30%	8%	15%
10	11	12	Oracle India	12,440	11,437	10,590	9,208	9%	8%	15%
14	14	13	SAP India	9,896	9,520	8,500	6,866	4%	12%	24%
13	13	14	Cisco Systems India	9,740	8,902	9,785	8,819	9%	-9%	11%
18	16	15	Microsoft India	8,624	7,224	6,122	5,418	19%	18%	13%
19	17	16	iGate Global Solutions	7,879	6,734	5,900	4,823	17%	14%	22%
20	20	17	APC by Schneider Electric India	6,848	6,114	5,508	NA	12%	11%	NA
NA	NA	18	Capgemini India	6,305	5,483	NA	NA	15%	NA	NA
17	18	19	Intel India	6,292	6,412	6,750	6,406	-2%	NA	NA
12	15	20	HCL Infosystems	6,270	8,218	9,883	10,754	-24%	-17%	NA

Source - DQ Week

Top 50 IT distributors – India

REDINGTON

Revenue in Crore

RANK	COMPANY	REVENUE FY15	REVENUE FY14	REVENUE FY13
1	Ingram Micro	15,823	14,128	12,024
2	Redington	14,610	13,657	11,746
3	HCL Infosystems	6,239	7,267	9,885
4	Savex Computers	5,980	5,678	4,681
5	Rashi Perpherals	2,980	2,180	1,765
6	IRIS Computers	2,723	1,893	1,605
7	Compuage Infocom	2,129	2,275	1,961
8	Supertron Electronics	1,975	1,575	1,408
9	Neoteric Informatic	1,606	1,501	1,624
10	Global Infonet	1,237	1,105	934
11	Datacare Corp	600	500	400
12	Fortune Marketing	560	508	552
13	Mediaman Infotech	438	325	321
14	Ample Technologies	400	300	250
15	Balaji Solutions	392	308	251
16	Technocrat Infotec	350	324	303
17	Compage Computers	350	370	370
18	Roop Technologies	348	270	263
19	Eastern Logica	310	250	210
20	Lalani Infotech	300	260	240
21	Maxtron Electronics	289	365	360
22	Agmetal India	280	207	221
23	PacifiC Infotel	241	232	195
24	Vishal Peripherals	236	185	158
25	Swetha Computers and peripher	230	250	200
26	Sakri IT Solutions	230	180	145
27	Datamation Services	228	228	225
28	Savera Marketing Technologies	225	182	157
29	Sogo Computers	220	330	300
30	Alco Infotech	215	185	165
31	Comexcell Technologies	200	190	185
32	Elcom trading	199	176	158
33	Creative peripherals and distribution	184	140	127
34	Supreme Technologies	178	156	140
35	RX Infotech	171	155	131
36	Mega Compu World	168	140	125
37	Aegis Infoware	165	165	151
38	Supreme Computers	164	178	188
39	Modi Infosol	160	180	150
40	Park Network	150	150	116
41	Galaxy computech	129	109	102
42	Peripherals engineers	125	123	105
43	Aldous Glare Trade and Export	120	110	159
44	Suntronic systems	120	125	110
45	Sujatha Computers	110	100	120
46	SV Electronics	105	125	140
47	Champion computers	98	86	73
48	Microcare Computers	95	126	77
49	Saboo Computers	91	95	75
50	Aarvee computers	91	84	89

Source - DQ Channels

Top 15 IT distributor - MIDDLE EAST

REDINGTON

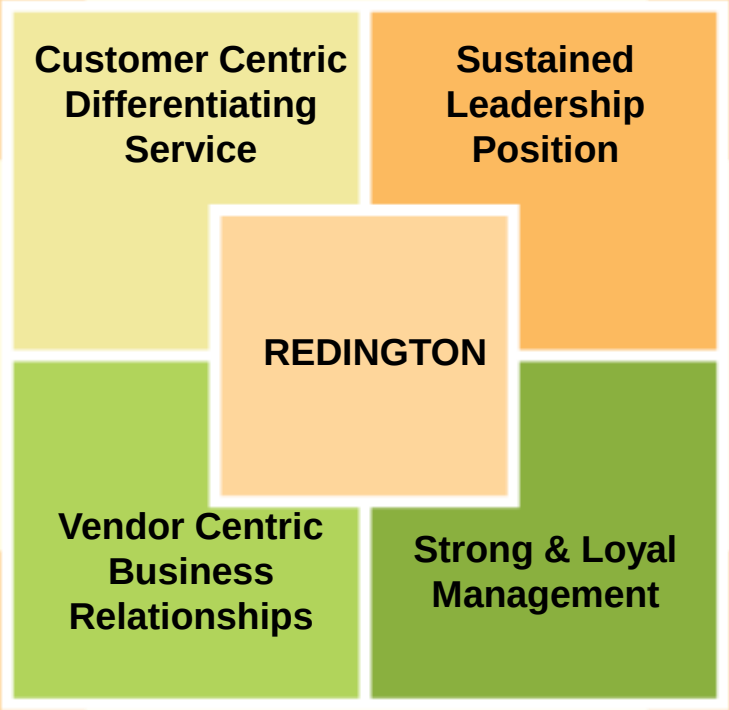
Company	Position	2014	2013	Auditor	Staff
Redington Gulf FZE	Same	$2.62bn	$ 2.32bn	Deloitte & Touché	1,750
BDL Group	Same	$ 903m	$ 770M	Dr. Usaama Tabbara	322
Metra Computer FZCO	Same	$ 830m	$ 723m	Ernst & Young	800
Global Distribution FZE	↑	$ 607.99m	$ 464m	Moore Stephans	120
Logicom Group Middle East	↓	$ 575m	$ 510m	KPMG	325
FDC International FZE	↓	$ 571m	$ 465m	Puthran Chartered Acc	141
Almasa IT Distribution	Same	$ 410m	$ 370m	Deloitte & Touche	225
Mitsumi Distribution	Same	$ 390m	$ 320m	PKF	205
Mindware FZ LCC	Same	$ 328m	$ 240.7m	Deloitte & Touche	145
Asbis Middle East FZCO	Same	$ 229m	$ 231.9m	KPMG	87
Westcon ME Group	Same	$ 207m	$ 181m	Deloitte & Touche	165
Golden Systems Middle East	New Entry	$ 177m	NA	Salim Rajkutwala	80
Al-Jammaz Distribution	↑	$ 160m	$ 125m	AlHoshan	180
Gulf Shadow Computer Systems	↑	$ 156m	$ 135m	Awni Farsakh & Co.,	135
Prologix Distribution	↑	$ 153m	$ 100.2m	Morrison Menon	200
Trigon LLC	↓	$ 150m	$ 168.5m	KPMG	102
Despec MERA FZE	↓	$ 124.8m	$ 140.9m	KPMG	75

Source – Channel Middle East

Redington – Strong Brand Recall

~ Only company with distribution (110+Warehouses) and Service Network (360+ Service centres)

~ India
~ Middle East & Africa



~ 200 leading Brands in distribution
~ 115 leading brands in services

~ People power of 7,100+

Wide pan-India presence

REDINGTON

125 brands…

Brand Categories

IT- Peripherals, PCs , PC components, UPS, Networking products, Packaged software, Storage products, High- end servers

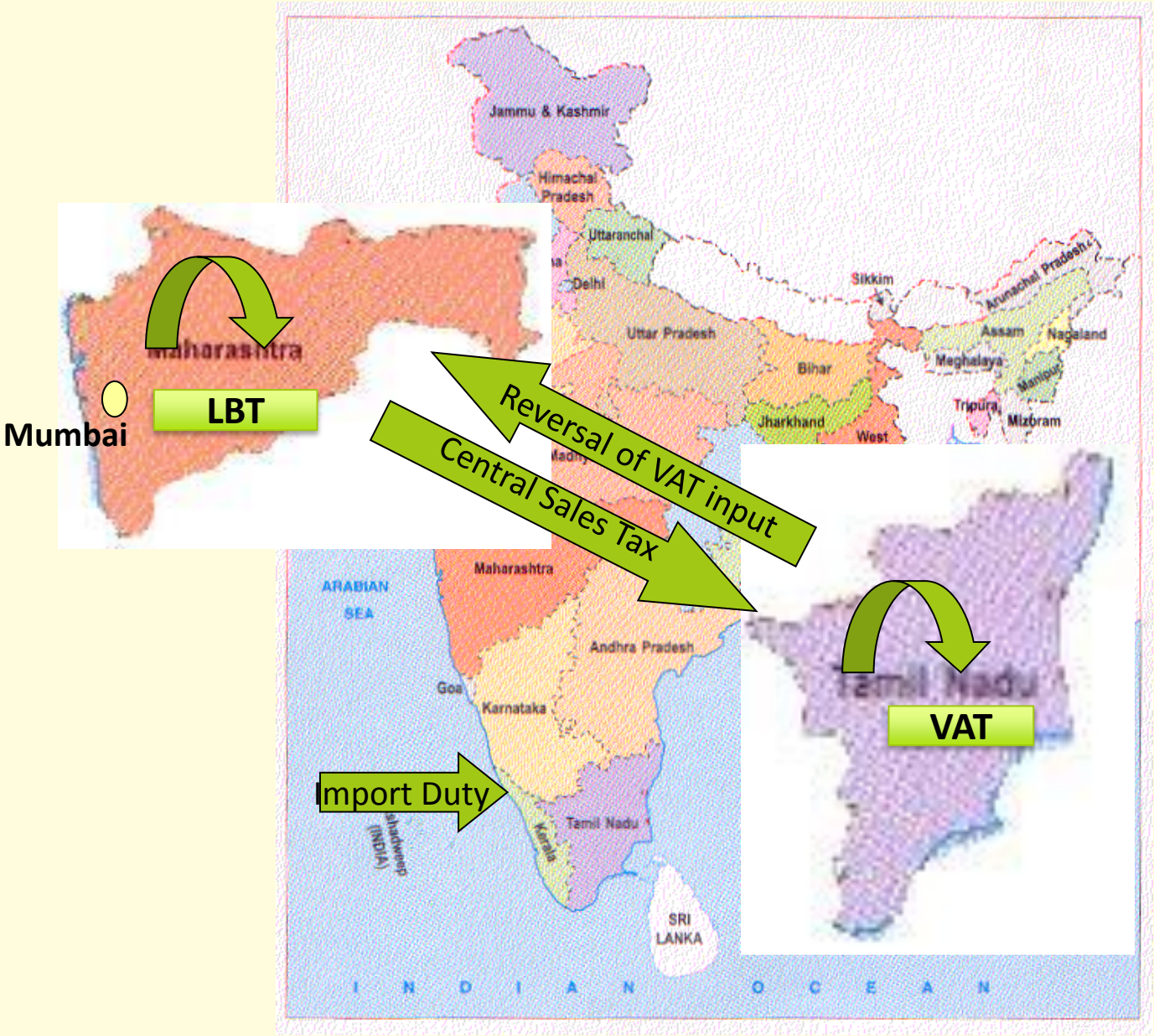
Non-IT- Telecom devices, Consumer durables, Digital printing press, Tablets & Gaming consoles.

Distribution / Service Network

30,676	56	91*	71	241
Channel Partners	**Sales Offices**	**Warehouses**	**Service Centres**	**Partner Centres**

*** Including 2 ADCs**

India - VAT Structure



~ Multiple Tax structures across different provinces

~ Single / Uniform VAT (GST) will bring competitive advantage to Redington.

GST – Proposed framework

REDINGTON

Coverage

- Excise duties / Service tax / CVD / SAD
- VAT / Entry tax / Purchase tax / Entertainment tax / Luxury tax
- Cesses & Surcharges on supply of goods & services

Framework

- Dual GST for Centre and States, IGST on inter-state transactions
- Additional 1% tax on inter-state supply of goods, not eligible for set-off
- Separate legislation, levy & administration
- Place of Supply Rules for determining 'situs' of services and goods

Rate

- Varying rates proposed, no final consensus yet
- Concessional rate for select goods (not for services)?
- Free credit flow - No cross credit between CGST & SGST

Credit

- Order of Utilization:

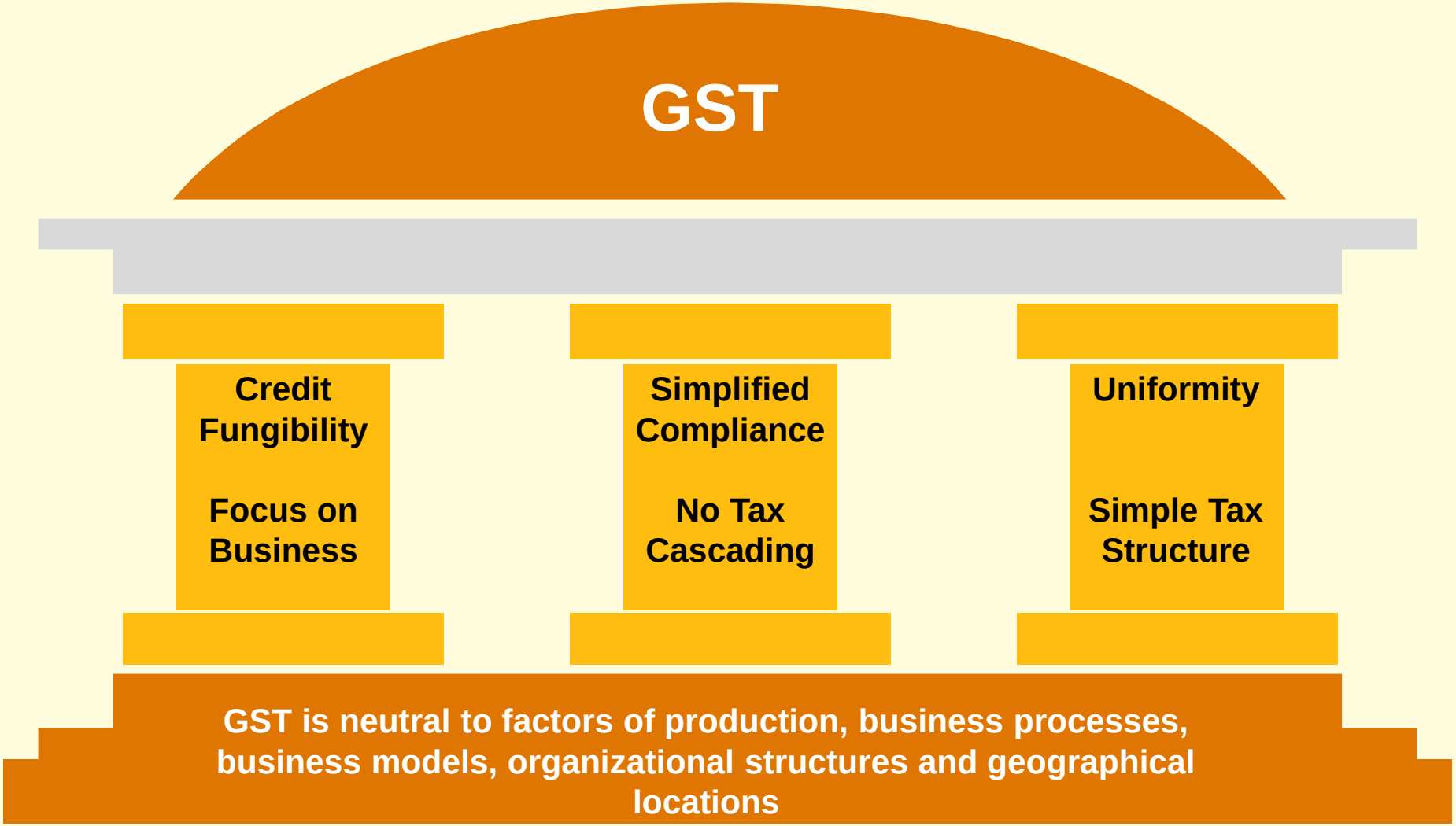
  IGST = IGST, CGST, SGST

  SGST = SGST, IGST

  CGST = CGST, IGST

Benefits of GST

REDINGTON

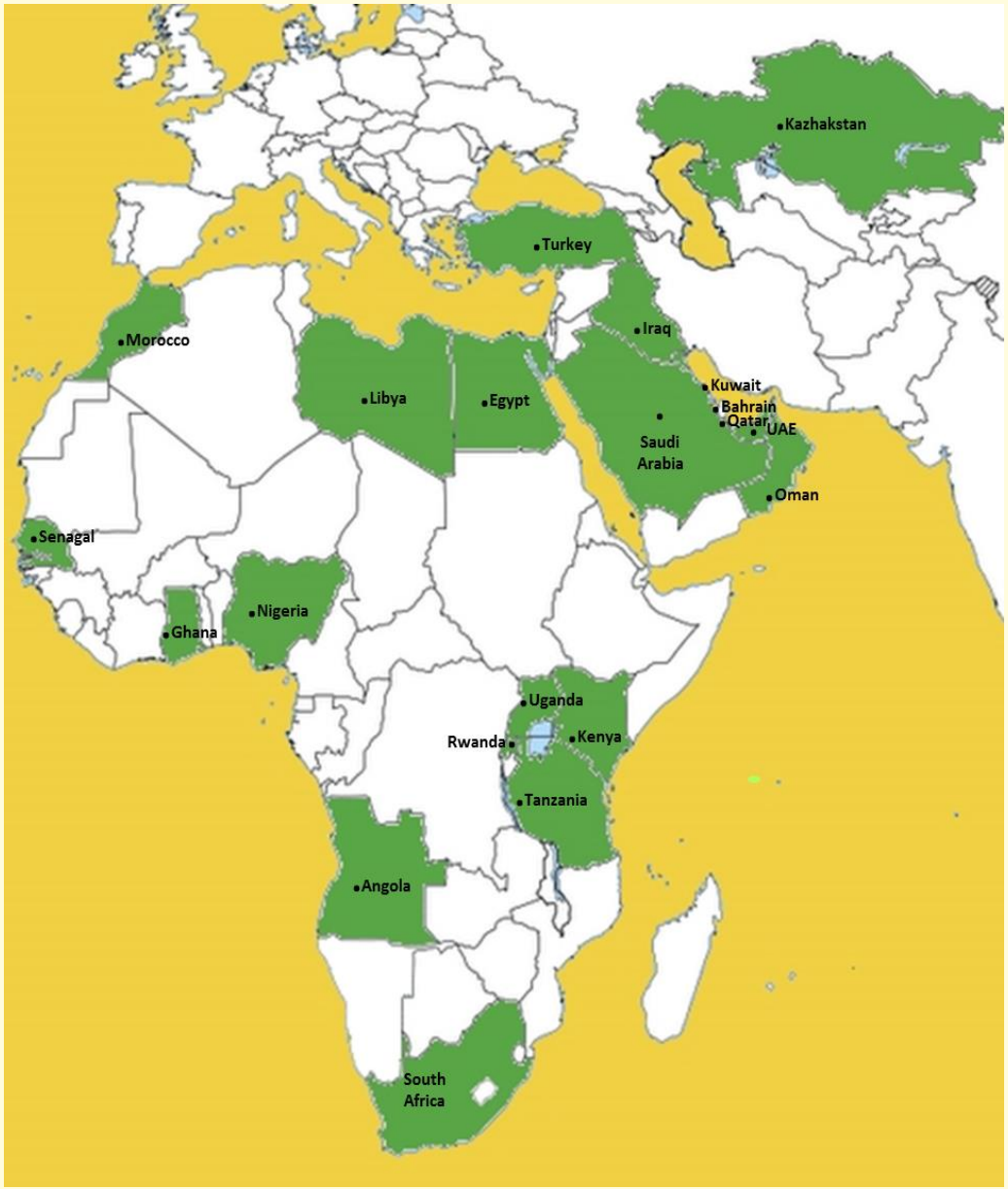


Benefits of GST to Redington

REDINGTON

- Ambiguity in classification as ‘goods’ or ‘service’ made irrelevant, being a common goods and services tax
- Credit fungibility across the board reducing the cascading effect of taxes on inventory cost
- Ease of administrative compliance thru’ simplified tax structure and unified returns and payments process
- Ease of movement of material pan-India thru’ elimination of entry taxes / octroi / multitude of forms
- Possibility for consolidation of warehouses provided there is clarity on the 1% additional tax on inter-state movement of goods

META Presence



100+ Brands….

Brand categories

IT - Peripherals, PCs , PC components, UPS, Networking products, Packaged software, Storage products, High- end servers

Non-IT- Mobile handsets, Tablets

Distribution / Service Network

11,000	21	27	24*	26	22
Channel Partners	No of countries Present	Sales Offices	Warehouses	Service Centres	Partner Centres

*** Including 1 ADC**

Longstanding Vendor Relationships

REDINGTON

Growth Strategy

REDINGTON

BY ADDING - :

" - BRANDS"

- Apple, Samsung (2012)
- Oracle (2013)
- Motorola (2014)

" – PENETRATED NEW PRODUCT CATEGORIES"

- Digital Printing Press (2005)
- Smartphones (2008)
- Tablets (2011)
- 3D Printers (2012)

"- FORAYED INTO NEW BUSINESS"

- **3PL Logistics (2008)**
- **Cloud services (2015)**

"- EXPANDED INTO NEW MARKETS"

- Turkey (2010)
- Kazakhstan (2011)

Logistics Facilities – India

REDINGTON

CHENNAI

KOLKATA

Acquired Land in

~ Chennai	-	11.56 acres
~ Kolkata	-	13.76 acres
~ New Delhi	-	13.32 acres
~ Mumbai	-	in process

- **Chennai ADC operational since July 2009**
- **Kolkata ADC is Operational since Feb 2014.**
- **Delhi ADC : Land approval in final stages.**
- **Intention to build a network of warehouses**

Logistics Facilities - Gulf

Long Lease

~ Dubai - 5.16 acres

Dubai ADC operational since Sep 2010

ProConnect Customers

REDINGTON

Ensure Support Services

REDINGTON

End to End Support Capabilities - Single Point of Contact for all service needs

- Technical Call Center
- Bench & on-site support,
- Warehousing, forward & reverse logistics,
- Re-exports,
- No Fault Found (NFF) validations,
- Business specific CRM & SCM support and integration with customers' global systems

Diverse business verticals

- Warranty – IT & Telecom products
- Annual Maintenance Contracts
- Infrastructure Management Services
- Spare Parts Logistics Support
- Enterprise Product Support – Pre-sale, Professional and Support Services.

Ensure Support Services

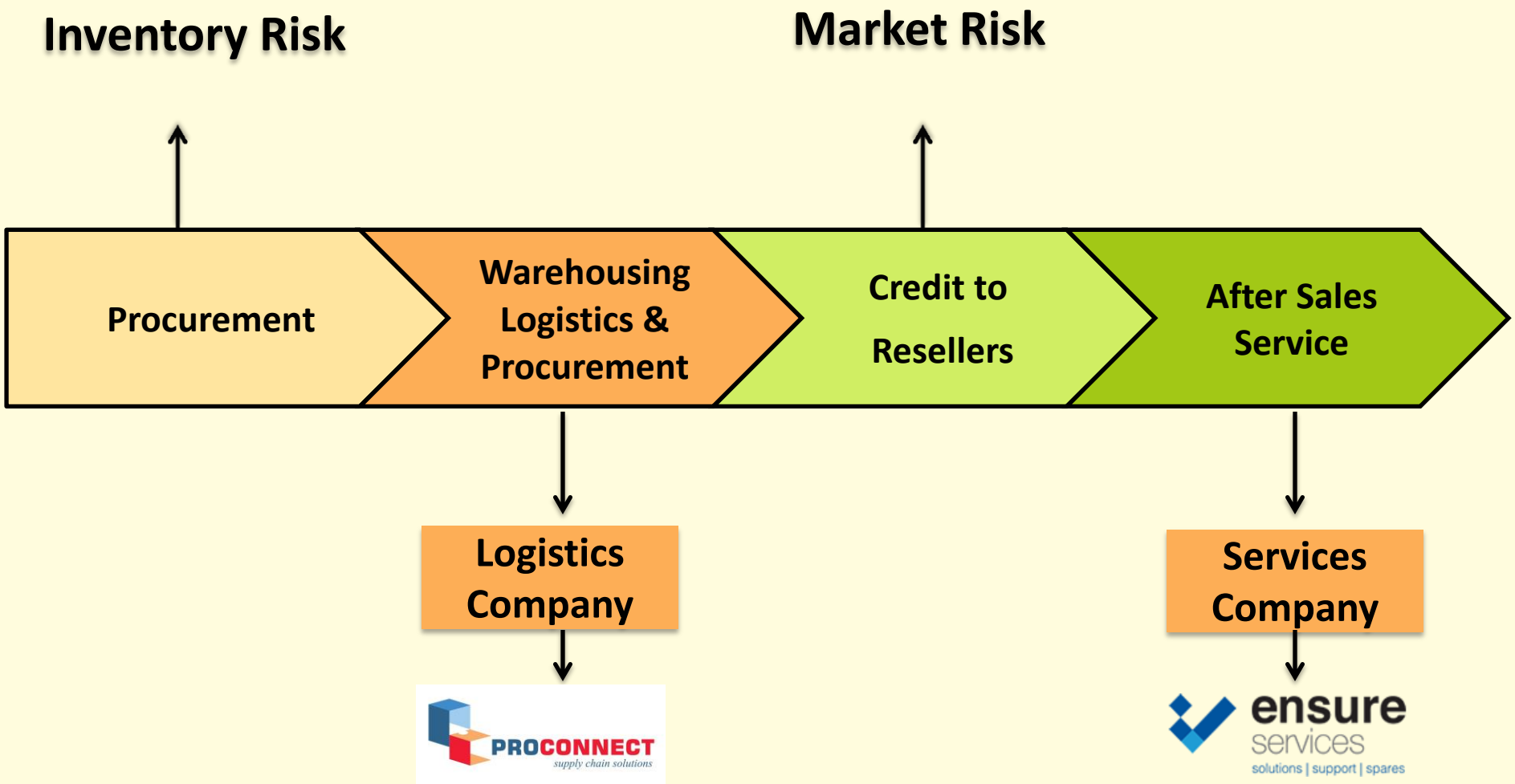
REDINGTON

– 90% of the customer locations can be reached in 1 business day.

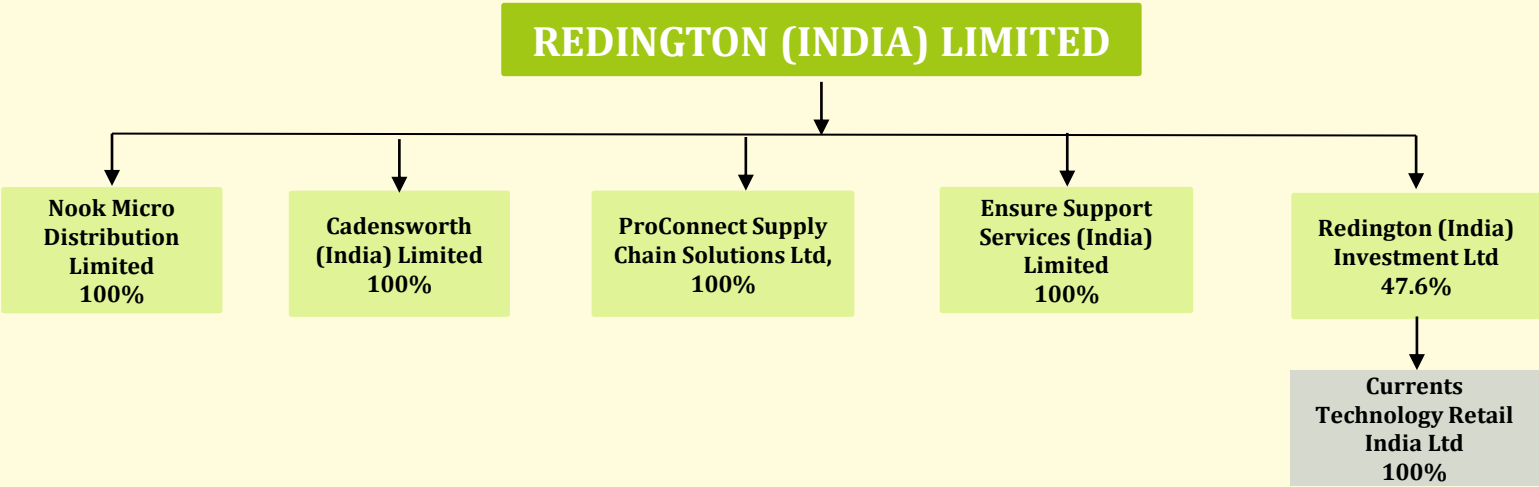
– 95+Owned Service centers and 260+ partner service centers

- Brands supported :

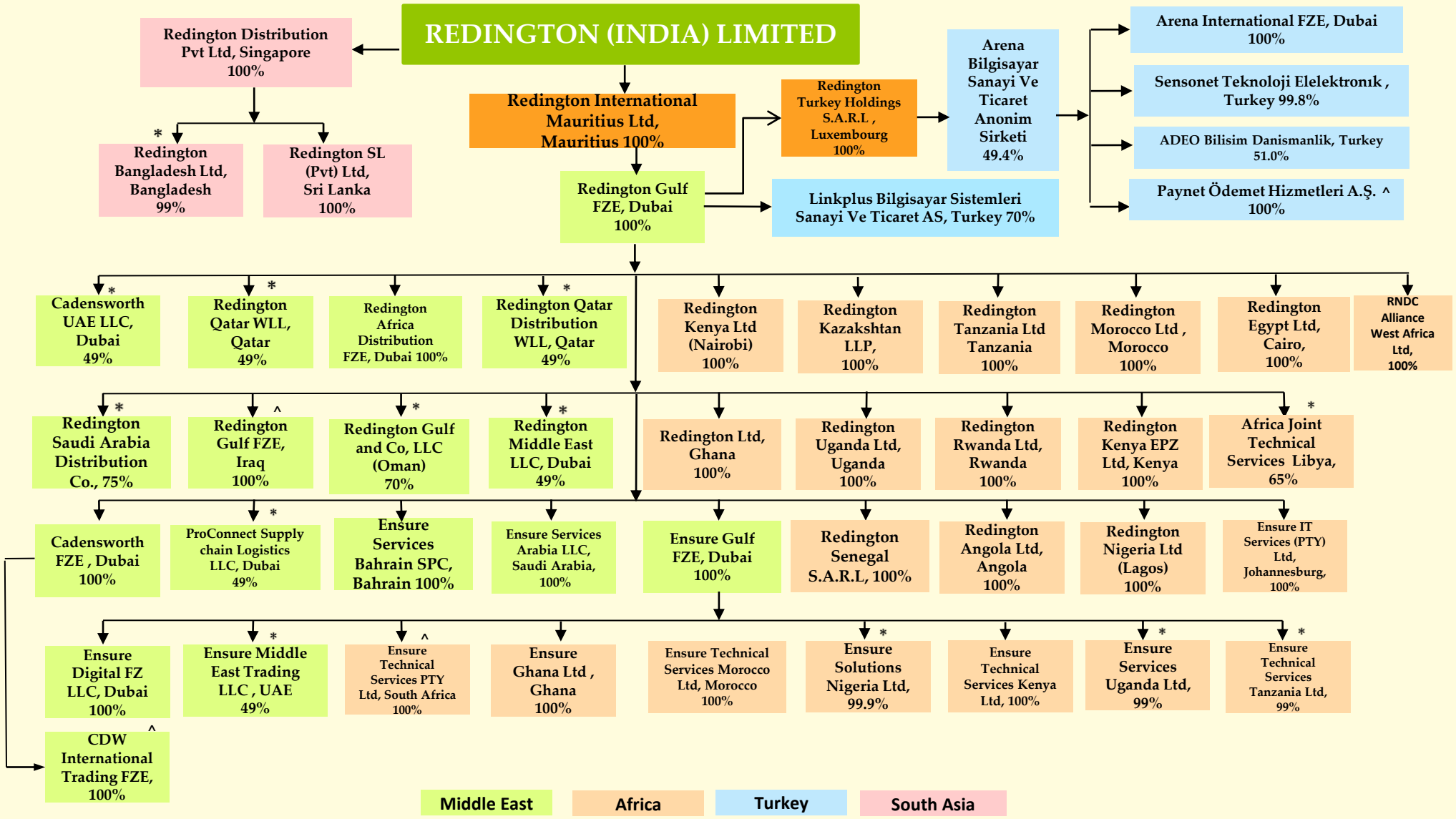
Redington Value Chain



Redington – India



Redington - Overseas



^ Yet to commence operations

* Holding Beneficial ownership upto 100%

Management

M.Raghunandan
Whole - time Director

P.S. Neogi
Joint Chief Operating Officer– IT Division, India

E.H.KasturiRangan
Joint Chief Operating Officer – Non-IT Division, India

Stephen Aranha
President – Service Division

S.V.Krishnan
CFO

REDINGTON

Board of Directors

Raj Shankar
Managing Director

Ashish Bharti
President – IT Volume Distribution
ME

Aloysius Fernandes
President – IT Volume Distribution
Africa

Ramkumar B
President– IT Value Added Distribution
ME & A

Jim Mathew
VP – Telco Distribution
Africa

Sriram Ganeshan
CFO – ME & A

Sethuraman S
Sr. VP – Support Services/Ensure Services
ME & A

Okay Nasir
CEO – Arena, Turkey

Serkan Celik
CFO – Arena, Turkey

Management with sound execution capabilities

Board of Directors

REDINGTON

NON EXECUTIVE DIRECTORS	EXECUTIVE DIRECTORS	INDEPENDENT DIRECTORS
Mr.R.JAYACHANDRAN Ex.Chairman Olam International, Singapore	**Mr. RAJ SHANKAR** Managing Director	**PROF.RAMACHANDRAN** BOC Professor of Business Policies IIM, Bangalore
Mr. R. SRINIVASAN Vice Chairman	**Mr. M. RAGHUNANDAN** Whole Time Director	**Mr. V. S. HARIHARAN** Ex. Vice president Hewlett-Packard, Singapore
Mr. TU, SHU-CHYUAN General Manager Business Development Synnex Tech, Taiwan		**Mr. KEITH WF BRADLEY** Ex.President Ingram Micro North America
Mr. LIN, TAI-YANG Director of Finance Planning and Management Synnex Tech , Taiwan		**Ms. SUCHITRA RAJAGOPALAN,** Director Corporate Governance, Volvo UK
Mr. NAINESH JAISINGH MD & Global Co-Head Standard Chartered Pvt Equity		
Mr. N. SRINIVASAN Professional Director		

Proactive Board with significant global corporate experience

Business & Management

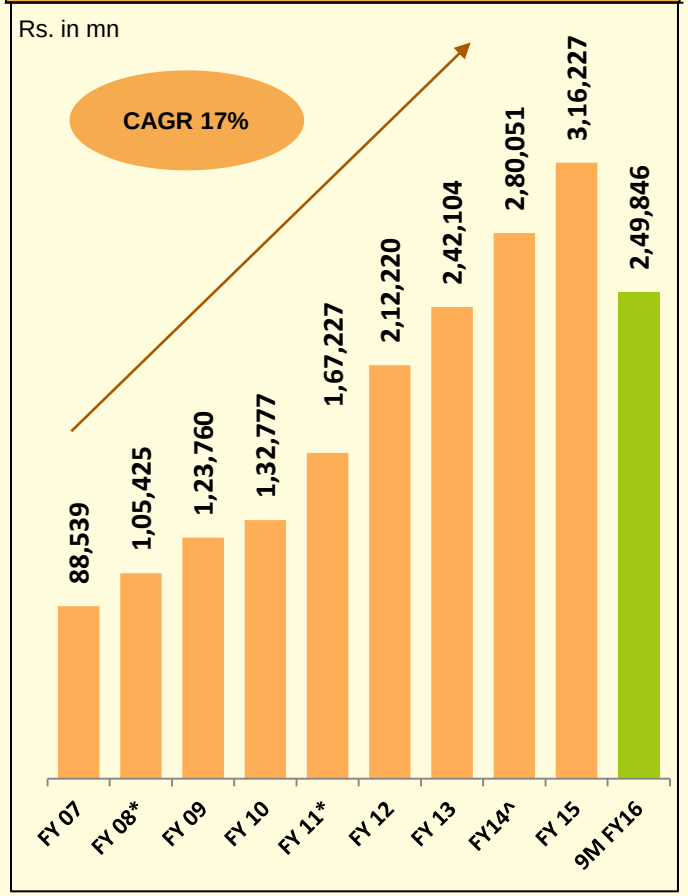
Financial Summary

Risk Management

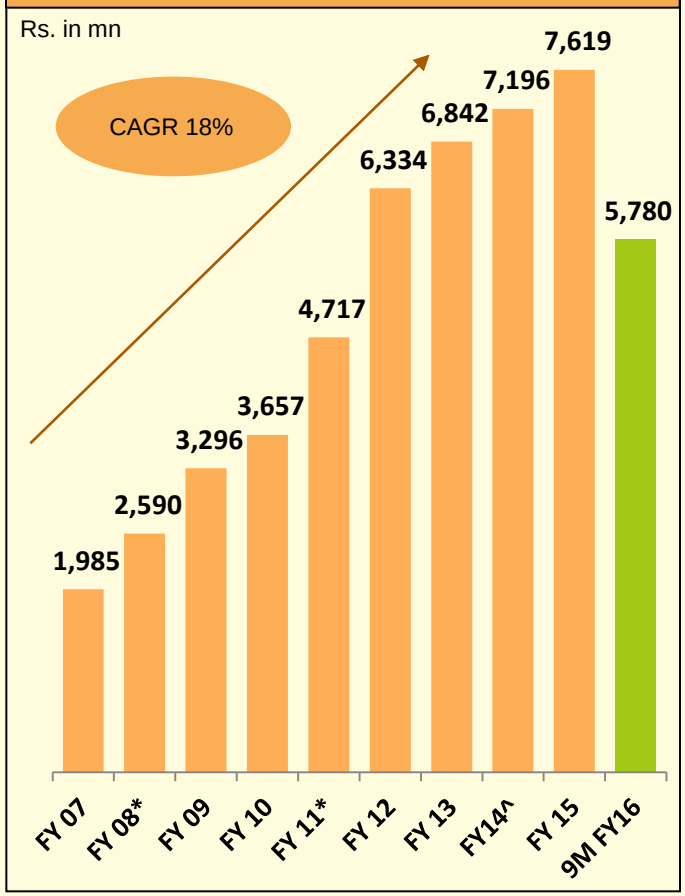
Financial Snapshot

REDINGTON

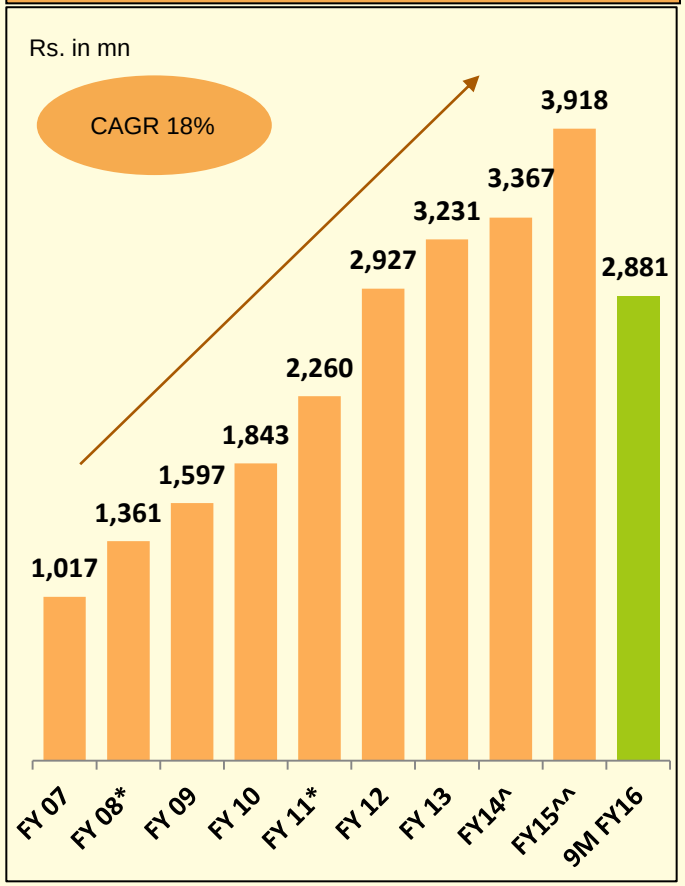
Total Revenue



EBIDTA



PAT

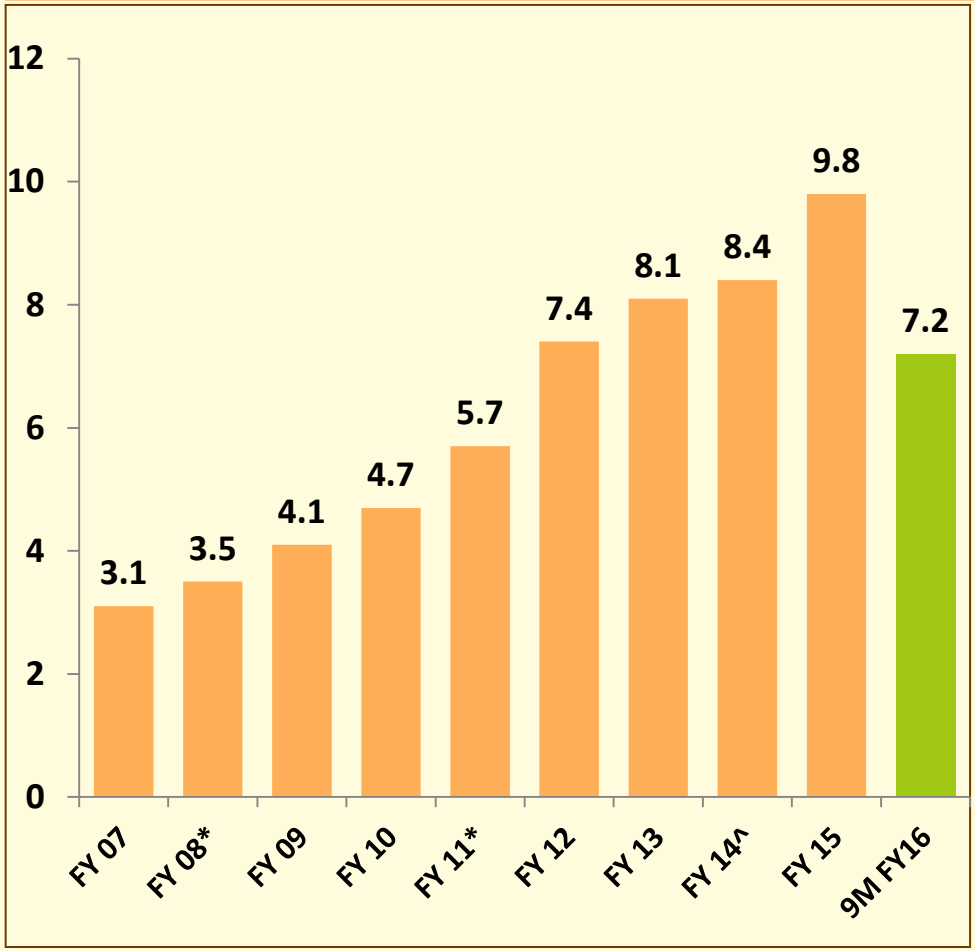


*Post acquisition of following entities - FY08 (Easyaccess Financials Services Ltd.,),FY11(Arena). ^ Post sale of Easyaccess financial services CAGR computed for Full Year
^^ FY15 PAT after CSR -Rs.3865 Mio

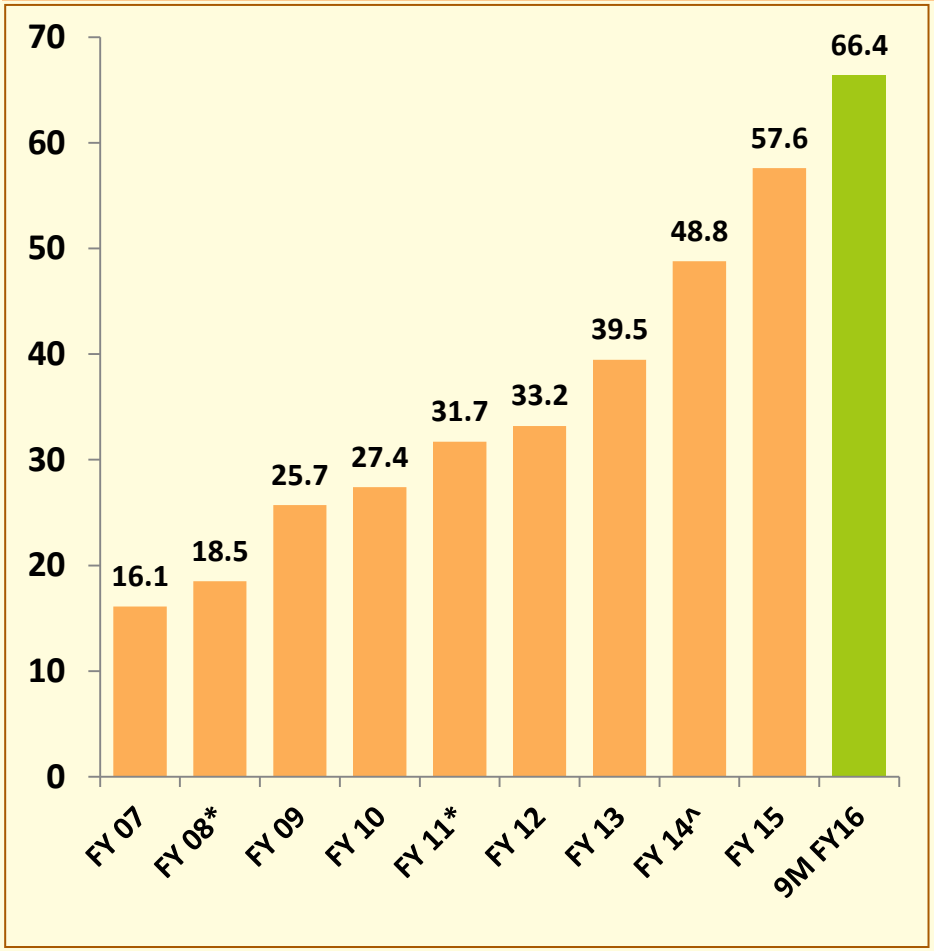
Financial Snapshot (cont'd)

REDINGTON

Earnings Per Share^^ (Rs.)



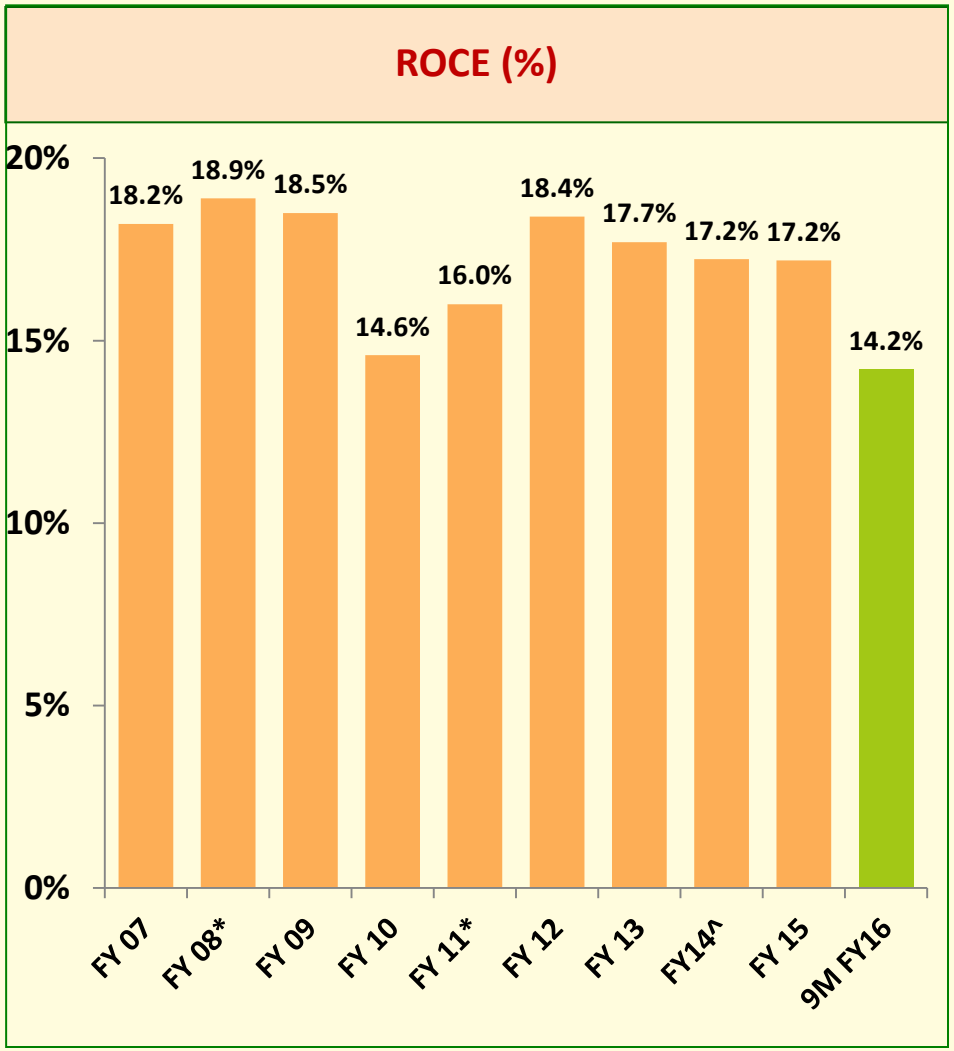
Book Value per share (Rs.)

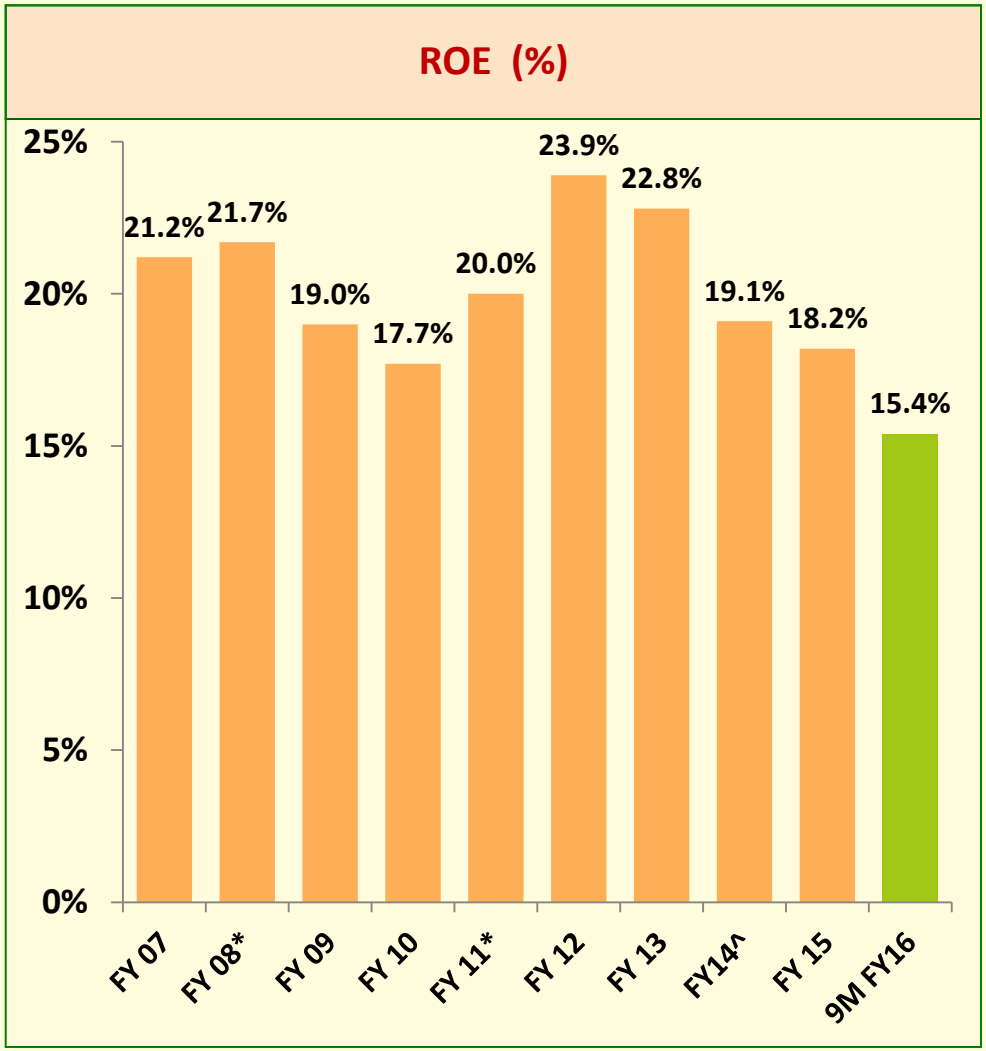


Post Acquisition of following entities - FY08((Easyaccess Financials Services Ltd.,) FY11(Arena) ^ Post sale of Easyaccess financial services
^^ For EPS calculation - weighted average number of equity shares have been considered. For EPS & Book Value Calculation, the post split number of shares (From Rs.10/- to Rs.2/- per share)has been considered; EPS is for the period and not annualized.

Financial Snapshot (cont'd)

REDINGTON





*Post acquisition of following entities - FY08 (Easyaccess Financials Services Ltd.,), FY11(Arena). ^ Post sale of Easyaccess financial services

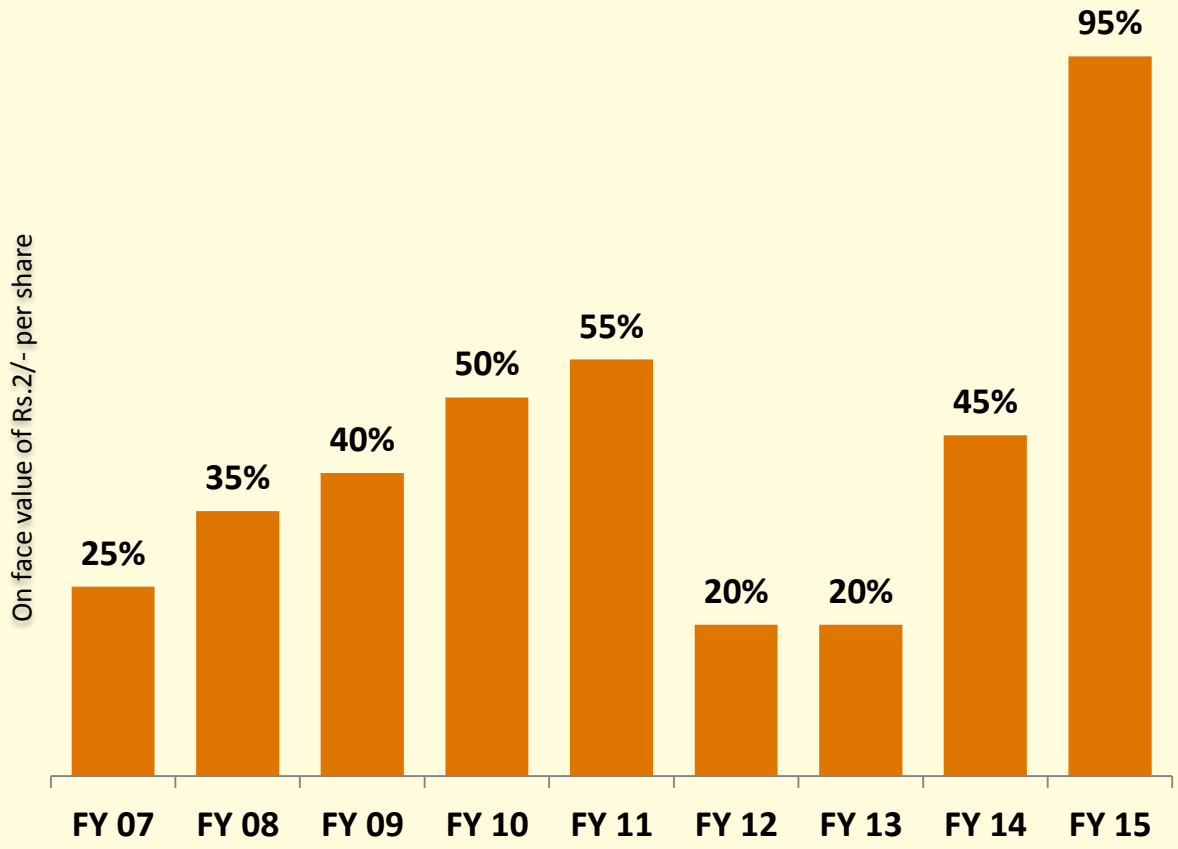
Consolidated Financials

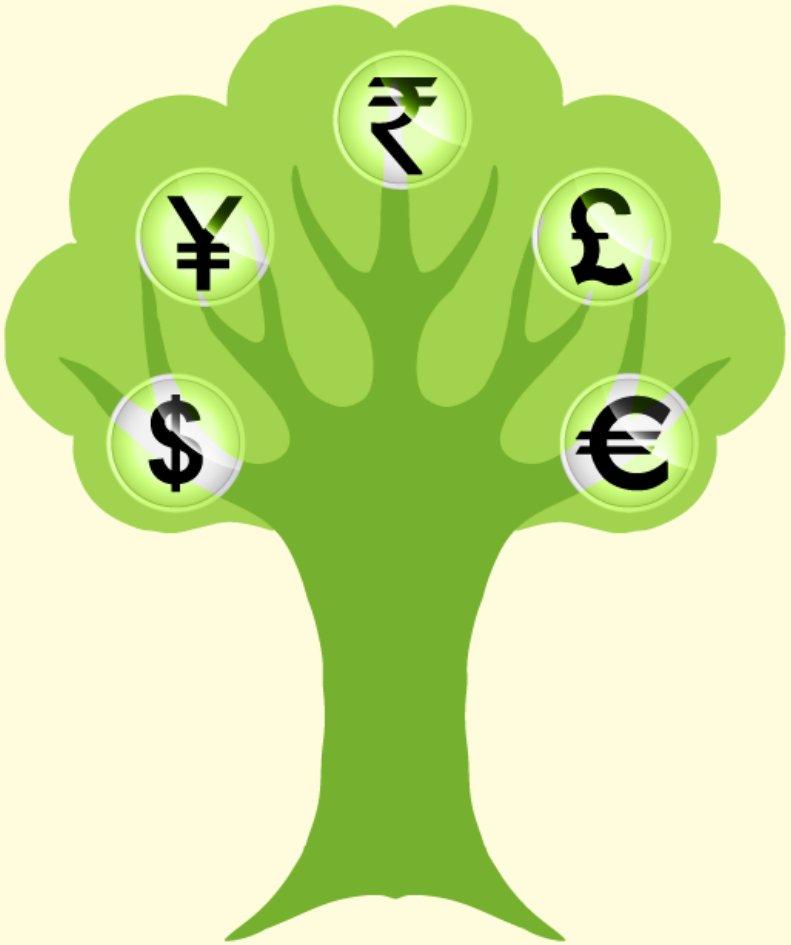
REDINGTON

(Rupee in mn)	FY 07	FY 08*	FY 09	FY 10	FY 11	FY 12	FY 13	FY14^	FY 15^^*	9MFY16
Total Revenue	88,539	1,05,425	1,23,760	1,32,777	1,67,227	2,12,220	2,42,104	2,80,051	3,16,227	2,49,846
EBIDTA	1,985	2,590	3,296	3,657	4,717	6,334	6,842	7,196	7,619	5,780
PAT	1,017	1,361	1,597	1,843	2,260	2,927	3,231	3,367	3,918	2,881
Networth	6,256	7,215	10,022	10,757	12,553	13,225	16,407	20,213	23,742	27,550
Capital Employed	12,269	15,054	22,265	24,649	31,863	34,776	39,471	39,938	45,424	59,084
Gross Margins	4.6%	5.2%	5.5%	5.6%	5.7%	6.1%	6.1%	6.1%	6.0%	6.1%
EBITDA Margins	2.3%	2.5%	2.7%	2.8%	2.8%	3.0%	2.8%	2.6%	2.4%	2.3%
PAT Margins	1.2%	1.3%	1.3%	1.4%	1.4%	1.4%	1.3%	1.2%	1.2%	1.2%
Return on Avg. Capital Employed (%)	18.2%	18.9%	18.5%	14.6%	16.0%	18.4%	17.7%	17.2%	17.2%	14.2%
Return on Avg. Equity	21.2%	21.7%	19.0%	17.7%	20.0%	23.9%	22.8%	19.1%	18.2%	15.4%
EPS^^ (Rs.)	3.1	3.5	4.1	4.7	5.7	7.4	8.1	8.4	9.7	7.2
Book Value per share (R	16.1	18.5	25.7	27.4	31.7	33.2	39.5	48.8	57.6	66.4
P/BV										1.73

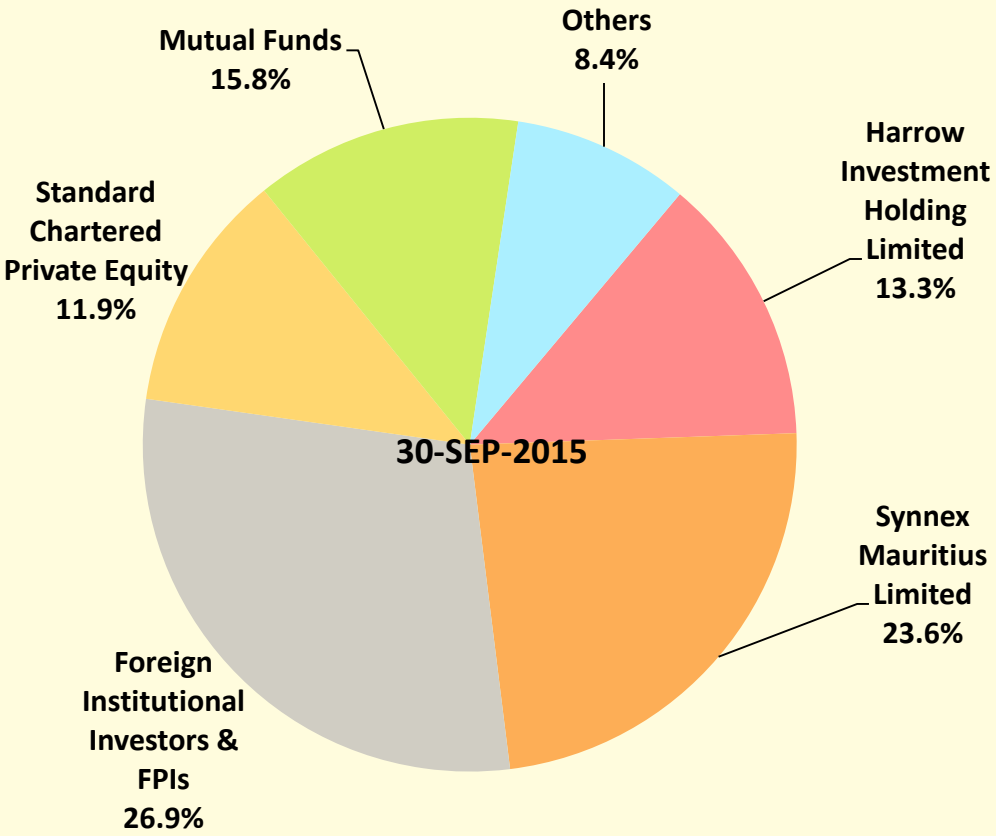
- Post acquisition of following entities - FY08 (Easyaccess Financials Services Ltd.,),FY11(Arena). ^ Post sale of Easyaccess financial services.
- ^^For EPS calculation - weighted average number of equity shares have been considered. For EPS & Book Value Calculation the post split number of shares (From Rs.10/- to Rs.2/- per share) has been considered . ^^* FY15 PAT after CSR -Rs.3865 Mio; EPS is for the period not annualised.

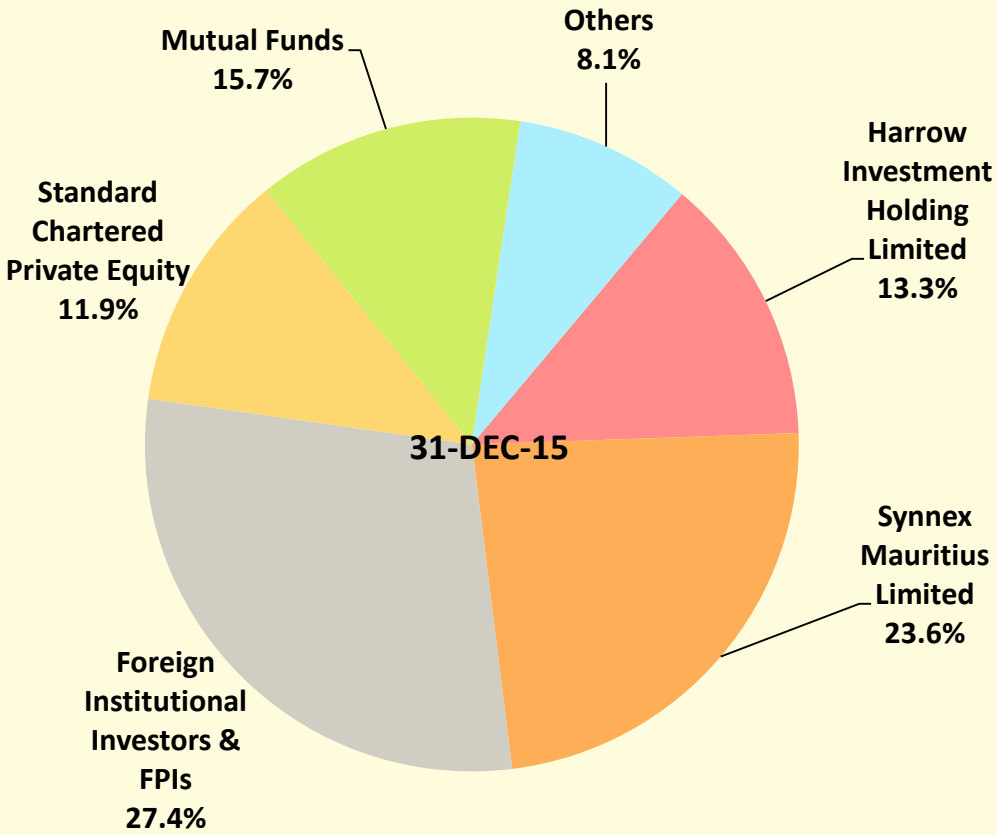
Dividend Distribution



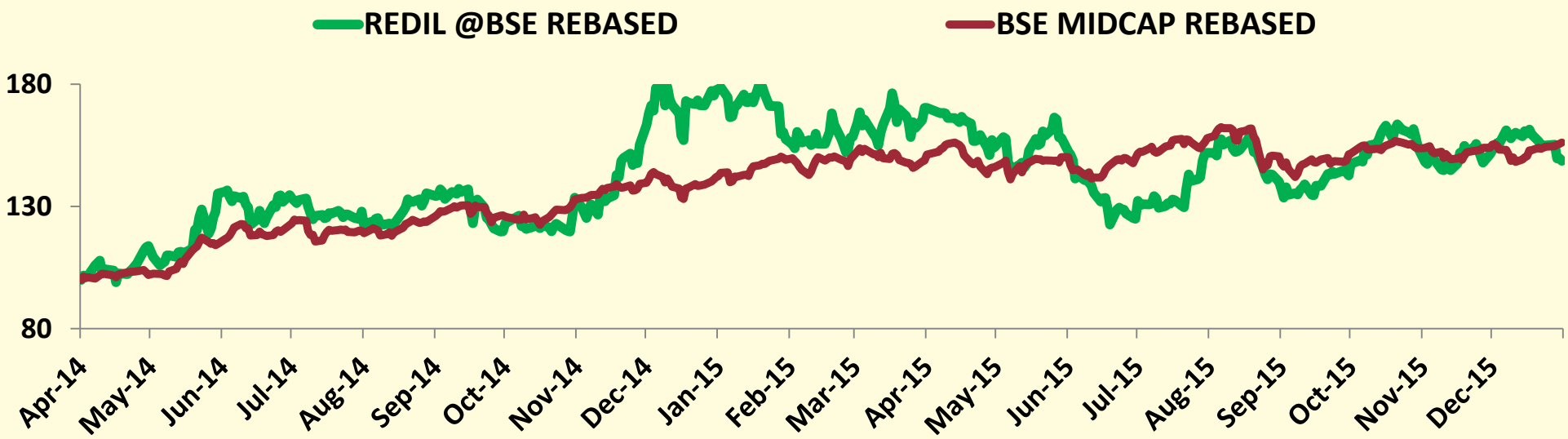


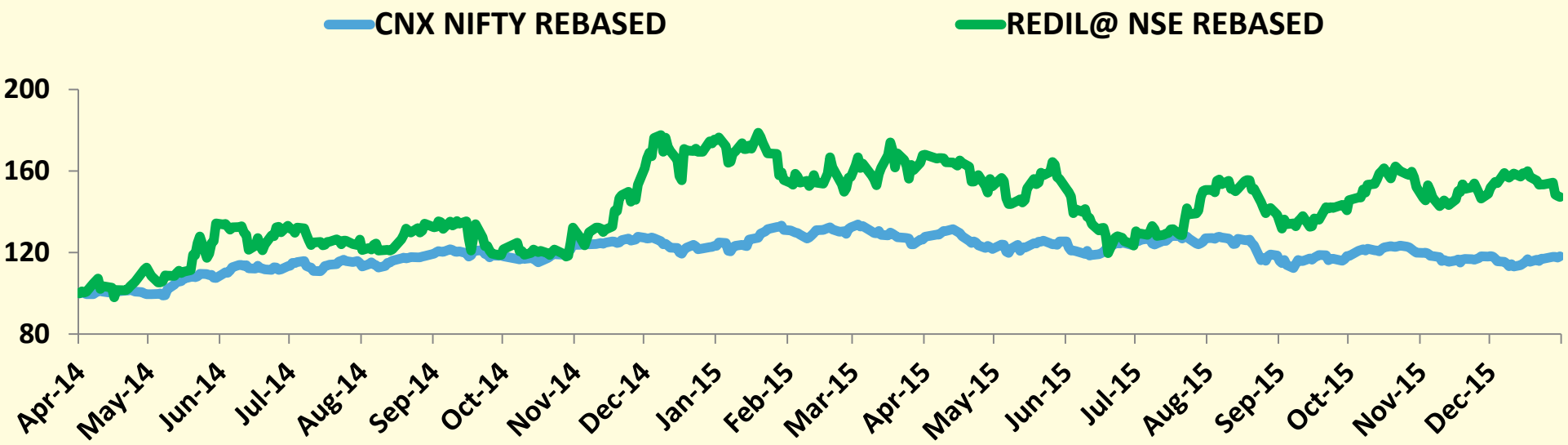
Shareholding structure





REDIL Stock Performance Vs. Index





Business & Management

Financial Summary

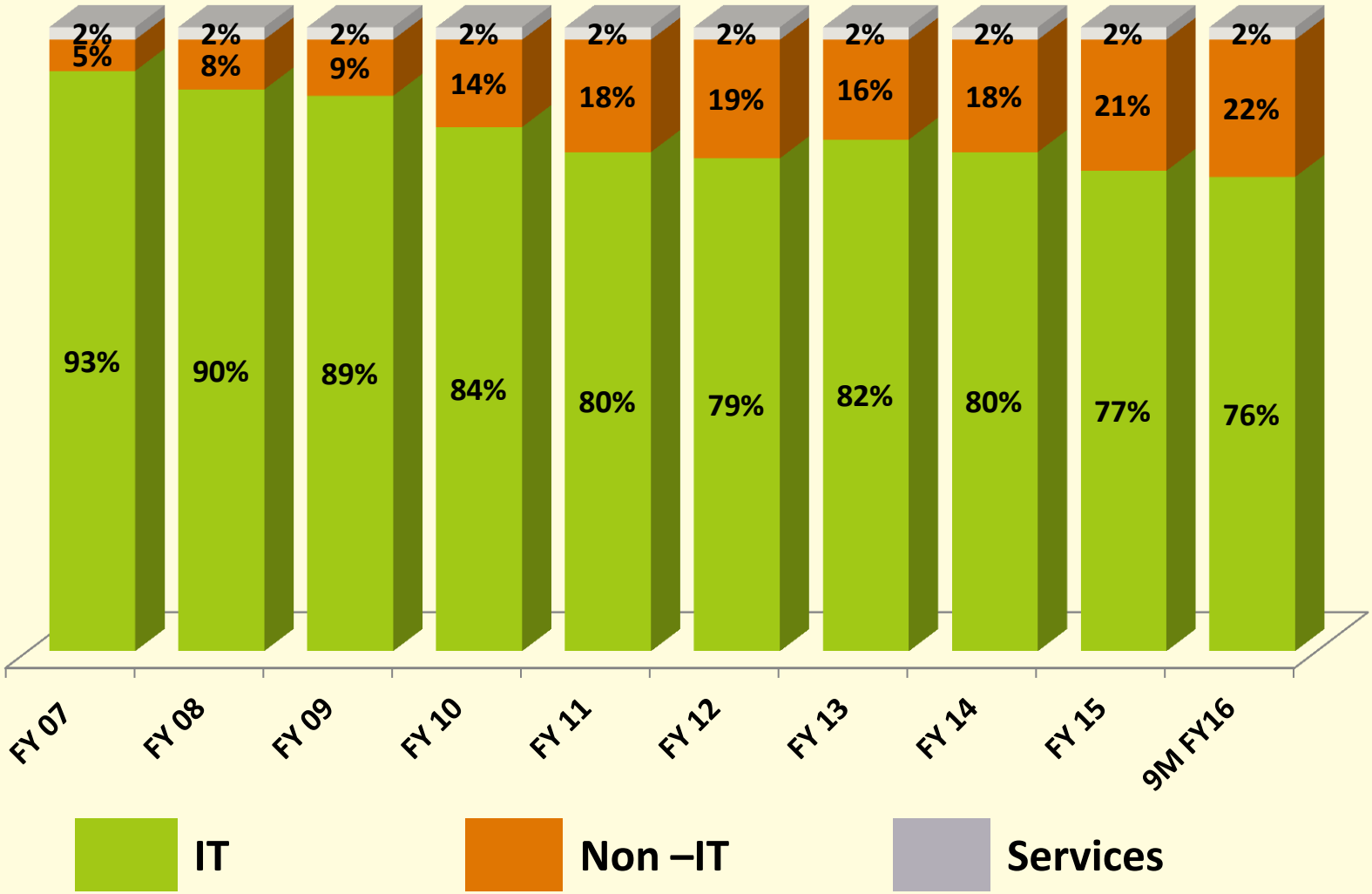
Risk Management

Prudent Risk Management

REDINGTON

Business Risks	Risk Mitigation Strategy
Gross Margins	Increasing Value Portfolio, New Initiatives
Vendor And Product Spread Concentration	Broad basing Vendors, Depth in major Product lines ▪ Relationship with over 200 vendors, many of which are for more than 10 years ▪ Range of 125 brands in India and 125+ brands in international operations ▪ Conscious movement into Non-IT Categories
Receivables Risk	Sound Credit Policies ▪ Dedicated credit team spread across the country ▪ Bad debts (including provisions) at an average of less than 0.10% of sales at the consolidated level
Working Capital Intensive	▪ Increasing proportion of Non –IT business with less cash conversion cycle
Inventory Risk	Inventory Management ▪ Market knowledge, forecasting ability. ▪ Stock rotation policy price supported by vendors ▪ Price erosion broadly supported by vendor discounts

Revenue by Vertical



In Closing

REDINGTON

PROVEN EXECUTION

WELL POSITIONED
IN EMERGING MARKETS

GROWTH
OUTLOOK EXCITING

FAIL SAFE BUSINESS
EVEN IN DIFFICULT TIMES

BlackBerry
Godrej
SYSTIMAX SOLUTIONS
Sun
ORACLE
Whirlpool
Pioneer
sound. vision. soul
Western Digital
Adobe
IBM
WIPRO
xerox
LINKSYS
A Division of Cisco Systems, Inc.
EMC²
where information lives
SYBASE
Microsoft
Windows
hp
invent
EA
GIGABYTE
lenovo
FUJITSU
CISCO
acer
LUMINOUS
ca
Computer Associates
LG
Life's Good
IBM
ViewSonic
See the difference
intel
SAMSUNG
tyco Electronics
symantec.
Symantec Registered Partner
Microsoft
Office
HCL
D-Link
Transcend
APC
hp
invent

Thank you