



COMMITTED TO THE EARTH

www.ruchirapapers.com

RPL/CS/BSE/NSE/2019-20/

31.05.2019

To

The General Manager,
Department of Corporate Service,
BSE Limited,
P. J. Tower, Dalal Street, Fort,
Mumbai-400 023
Scrip Code: **532785**

National Stock Exchange of India Limited,
Exchange Plaza, Plot No. C/1
G. Block , Bandra Kurla Complex,
Bandra (E),
Mumbai 400051
Trading Symbol: **RUCHIRA EQ**

SUB: SUBMISSION OF INVESTOR PRESENTATION OF THE COMPANY

Dear Sir/Madam,

Please find attached copy of the Investor Presentation of Ruchira Papers Limited.

This is for your information, records and action please.

**Thanking You,
For Ruchira Papers Limited**

**Vishav Sethi
Company Secretary
FCS-9300**



Encl: As above

RUCHIRA PAPERS LIMITED

REGD. OFFICE & WORKS

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DELHI OFFICE

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RUCHIRA PAPERS LIMITED

Investor Presentation



A large, light-colored arrow pointing to the right, containing the text 'Table of Contents'.

Table of Contents

A dark red rounded rectangular bar with the text 'Company Overview' in white.

Company Overview

A brown rounded rectangular bar with the text 'Business Overview' in white.

Business Overview

An olive green rounded rectangular bar with the text 'Industry Overview' in white.

Industry Overview

A green rounded rectangular bar with the text 'Financial Overview' in white.

Financial Overview



Company Overview

Incorporated in 1980.
We take great pride in creating a quality range of 'Tree-Free' papers for writing, high-volume print and packaging

One of the Largest manufacturers of 'Kraft' and 'Writing & Printing' paper in Northern India from Agro Residue

Kraft paper contributed **39%** to revenues in **2018-19**

Writing & Printing paper finds its applications in printing and stationery, comprising note books, writing & publishing material, spiral notebooks, greeting cards, coloring books, colored copier paper, bill books, dairies and calendars etc



Facilities located in Himachal Pradesh for manufacturing of Kraft Paper and Writing and Printing Paper

Kraft paper finds its application in manufacturing of corrugated boxes, cartons and other packaging material

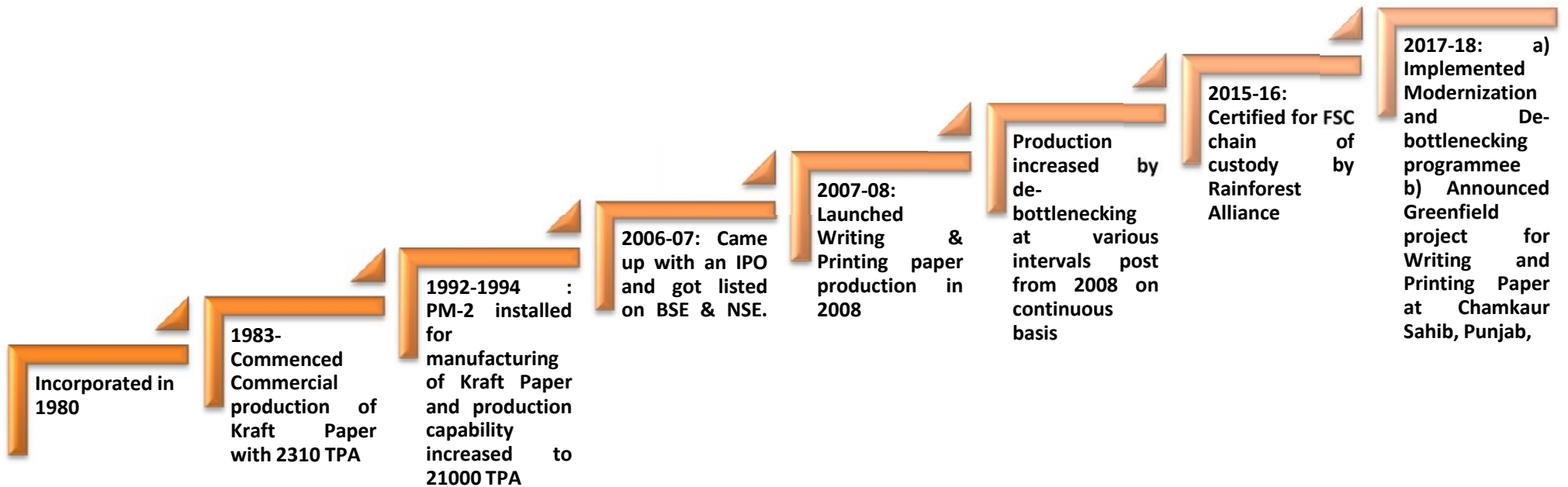
Pan India presence through strong network of distributors and dealers

WPP contributed **61%** to revenues in **2018-19**

A **low** debt company with **Debt to Equity** ratio at **0.11x**

PAT growing at **25.69% CAGR**

Our Journey



Management Team



*Mr. Jatinder Singh
(Chairman & Whole Time
Director)*

•Jatinder Singh, aged 65 years, is an Engineering Graduate from Punjab University. He is one of the Promoters of Ruchira Papers Limited and has been looking after the affairs of the company as a Whole Time Director. Over the years, he has acquired deep insight into the working of Paper Industry. He has been looking after the Finance, Administration and Raw Material Procurement of the company.

*Mr. Subhash Chander Garg
(Co-Chairman & Whole Time
Director)*

•Subhash Chander Garg, aged 77 years, is Law graduate and has expertise in field of taxation. He is one of the Promoters of Ruchira Papers Limited and has been looking after the affairs of the company as a Whole Time Director. He has been looking after the Taxation, Marketing and Sales functions of Ruchira Papers Limited since its inception and has acquired rich marketing experience.

*Mr. Umesh Chander Garg
(Managing Director)*

•Umesh Chander Garg, aged 70 years is a Graduate and has been associated with Ruchira Papers Limited right from the conceptual stage. He is controlling day-to-day affairs of the Company as the Managing Director. He has been the key man in the selection of various machineries and all expansion projects were executed under his guidance. He has been looking after the Production, Maintenance and Technical aspects of the company.

*Mr. Vipin Gupta
(CFO & Whole Time
Director)*

•Mr. Vipin Gupta, aged 50 Years is working as professional Whole Time Director With the Company. He is heading the Finance and Accounts of the Company. He is associated with the Company for the past 26 Years.. He is a Post Graduate in Commerce.

Competitive Advantage



Diversified Product Portfolio

Ruchira Papers has diversified into better product mix across Kraft paper and Writing & Printing paper

Diversification helps de-risking of business in the event of any volatility in demand and prices

Dedicated Workforce

The Company has a highly dedicated, skilled and efficient employee base of 1014

Ruchira Papers provides extensive training to its employees on skill building

Strong relations with Customers and suppliers

Understanding customer needs, emerging trends and accordingly providing products to customers is the prime responsibility

Strong relations with suppliers keeps the flow of operations smooth

Strategic Location & PAN India Presence

Plant is located in Himachal Pradesh and well connected to state and national highways

The Company has a PAN India distribution network to market its products

Robust Balance sheet

Ruchira's debt to equity ratio is the modest in the industry

Ruchira is comfortably placed in terms of short term liquidity

Awards & Recognitions



Udyog Ratna Award by Himachal Pradesh in 2005



FSC Certificate (Forest Stewardship Council) from Rain Forest Alliance, New York, USA



ISO 9001 : 2015



Appreciation Award from Himachal Pradesh Corrugated Box Manufacturers Association in the year 2009



Certificate of Excellence from INC 500 in 2013



Business Overview



Writing & Printing Paper

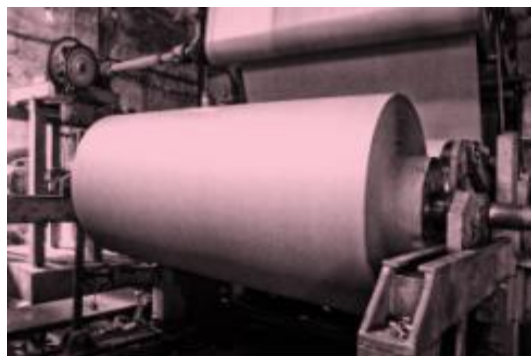
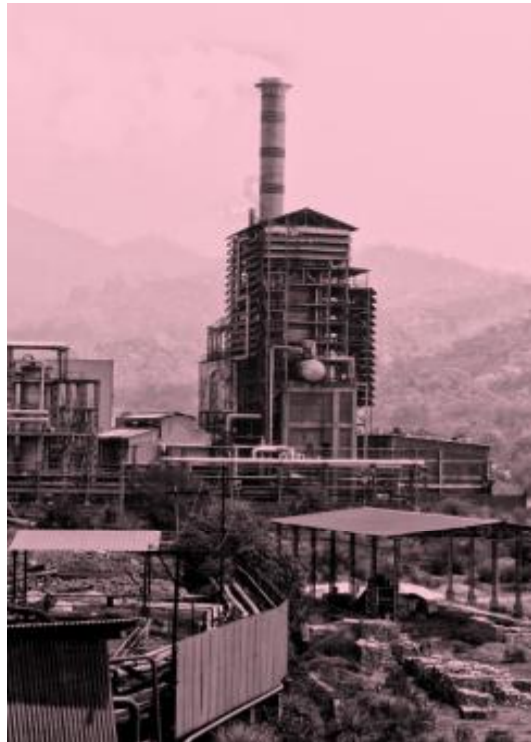
- Manufactured by using agricultural residues, such as wheat straw, Baggase, sarkanda, Softwood Pulp and other materials
- Writing and Printing paper is used in the fabrication of note books and writing & publishing material; coloured paper is used in the fabrication of spiral notebooks, wedding cards, shade cards, children's colouring books, coloured copier paper and bill books
- Contributed 61% of total revenues generated in FY2019
- Writing and Printing paper brands are '**Tarang**', '**Safeda**', '**Kora**', '**Savera**', '**Karigar**', '**Gehua**', '**Mela**', '**Pahari**



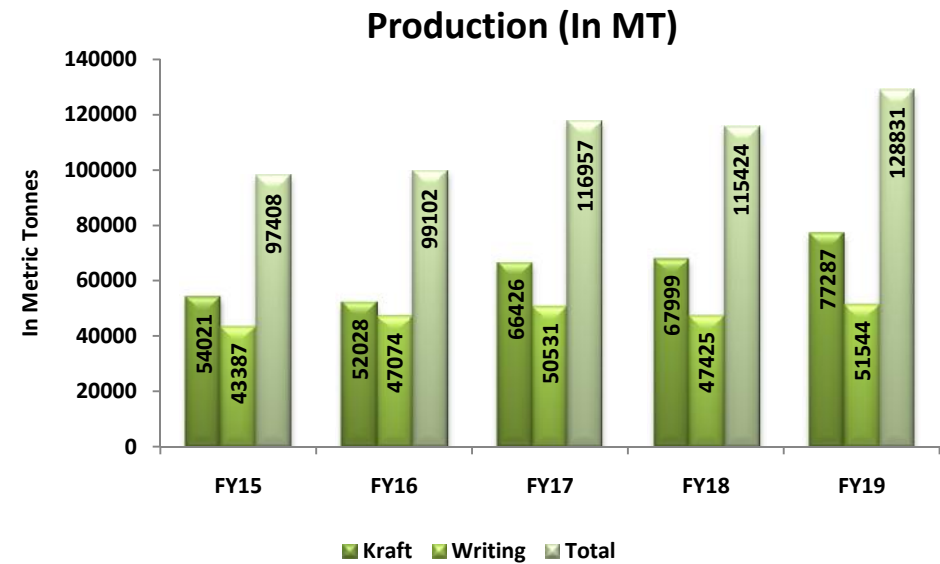
Kraft Paper

- Manufactured by using agriculture residues, such as Bagasse, wheat straw, sarkanda and waste paper. The Company also uses some quantity of Imported Waste paper to produce value added products.
- Used in the packaging industry especially in making corrugated boxes / cartons and other packaging requirements
- Special features of the Company's Kraft Paper are the load bearing capacity and tensile strength, which make it suitable for corrugated packing applications.
- Contributed 39% to the revenue in FY2019
- Kraft paper brands include '**Multani**', '**Maati**', '**Khadi**'.
- Also manufactures special tube grade paper known as **DTY** and **POY**.

Plant Location & Capabilities



- Plant located at Kala Amb, in District **Sirmaur of Himachal Pradesh** and well connected to state and national highways
- For Writing Paper & Printing unit the Company has set up **8.1 MW** Power Co-generation plant for captive purpose to get uninterrupted power supply for its operations.
- The Company has set up '**Chemical Recovery Plant**' for process of black liquor generated during the process for captive consumption.
- The Company 's water requirement is sourced from ground water through tube-wells.





Industry Overview

Industry Highlights

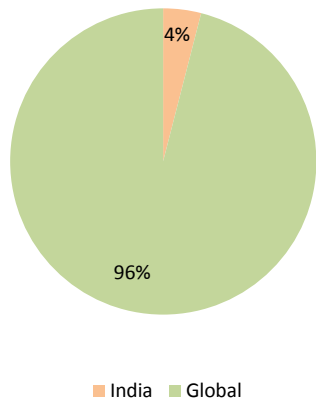


The domestic demand of paper in India has been growing at a CAGR of 6.7% and is likely to touch 23.5 million tonnes in FY 25

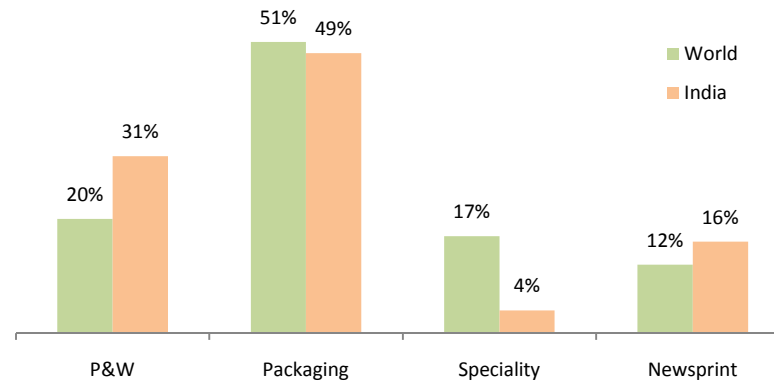
In spite of the sustained growth witnessed by the industry, the per capita paper consumption in India stands at a little over 13 kg which is well below the global average of 57 kg and significantly below 200 kg in North America. This gap is a clear indication of the huge growth opportunity that lies ahead for the paper sector in India.

As per IPMA's (Indian Paper Mills Association) estimates, this industry contributes approximately Rs 4,500 crore to the exchequer and provides employment to over 5 lakh people across approximately 750 paper mills.

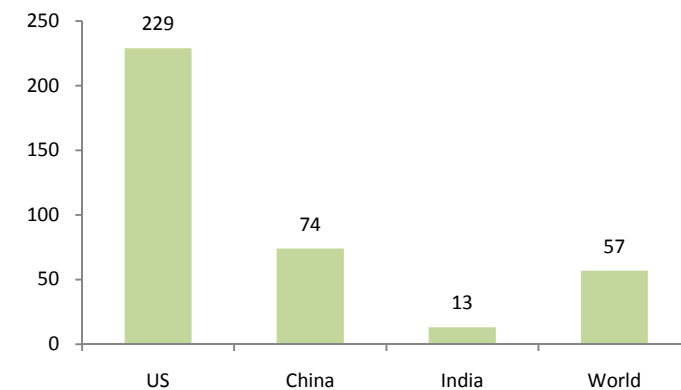
India's share of the Global Paper Market



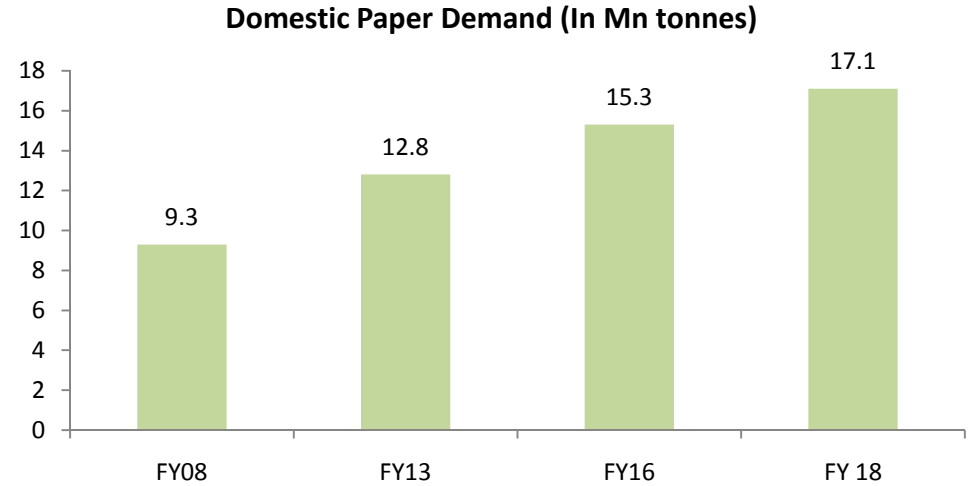
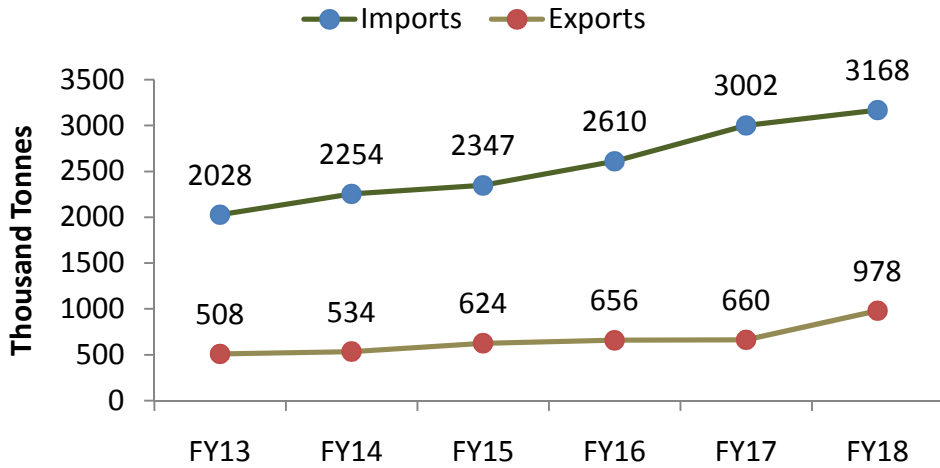
India vs. World - Segment wise consumption



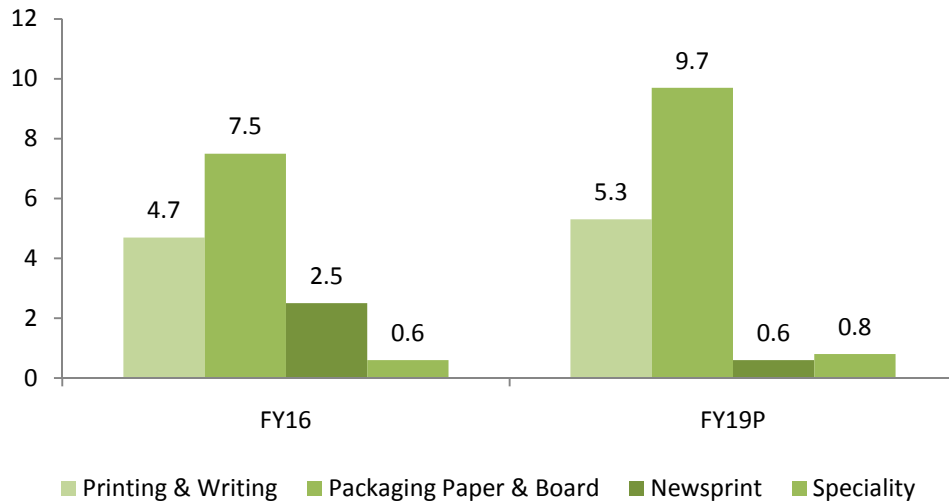
Per Capita Consumption of Paper (kg)



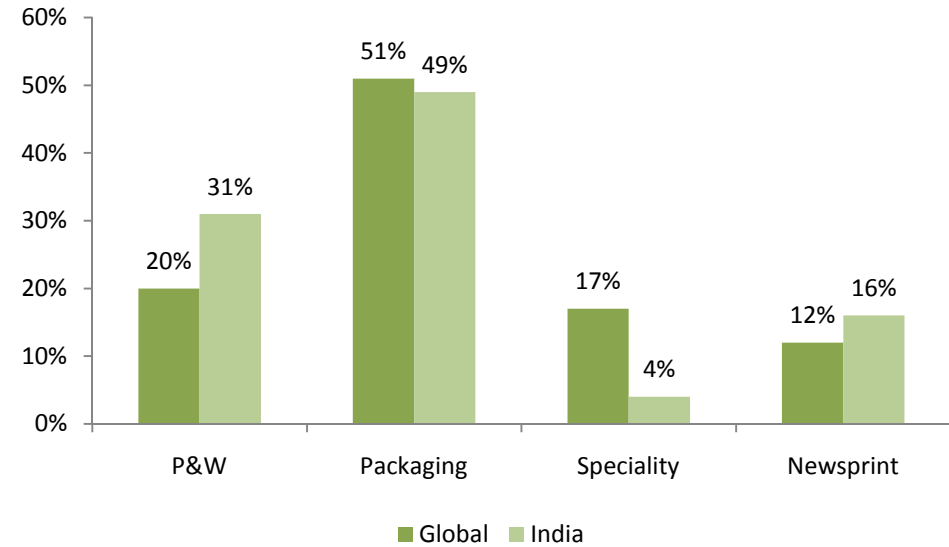
Paper Industry Financials



Segment wise Demand for FY19P (In Mn tonnes)



India vs. World - Segment wise consumption





The per capita personal disposable income surged from Rs 73,476 in FY12 to Rs. 1,19,296 in FY17 at a CAGR of 10.2%. Also, the per capita private final consumption expenditure too rose from Rs 40,250 in FY12 to Rs.68,049 in FY17 at a CAGR of 11.1%. The growth in country's per capita GDP in turn has increased the disposable income of the populace ultimately driving the country's consumption.

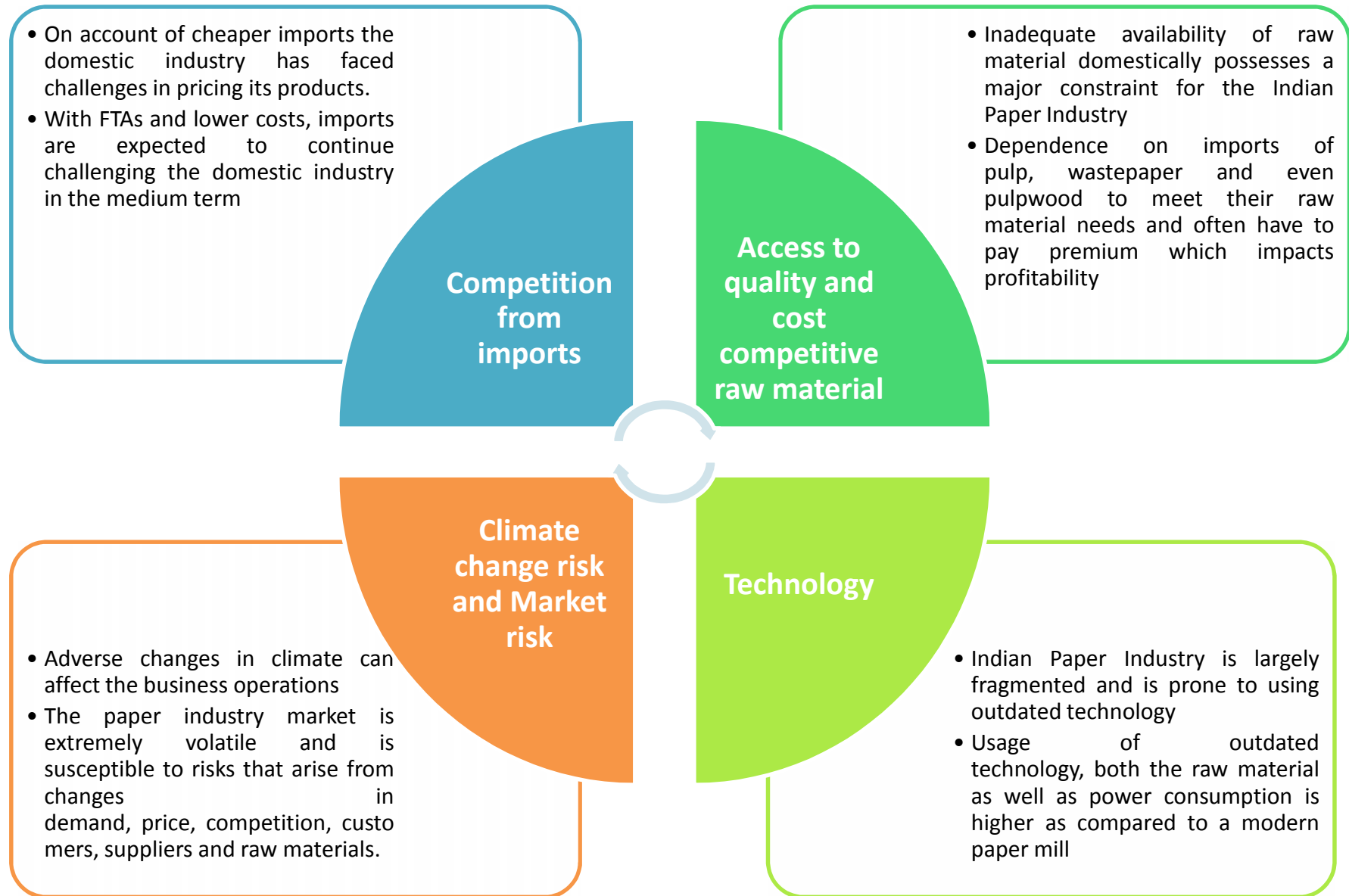
Increase in the number of colleges and institutions, rising enrolment numbers, rising literacy (continued government spending on education through the Sarva Shiksha Abhiyan) is expected to lead to an increased expenditure on textbooks, notebooks and other assorted paper products thereby driving demand.

Aspirations of higher income, higher standard of living etc. has drawn more and more people from villages to settle in towns and cities. This transition from rural to urban areas has led to an increase in the demand. Earning populations has grown from 55.4% to 66.2% which will drive consumption going forward

Packaging needs of industries such as FMCG, Pharmaceuticals, Food & beverages, textiles etc. has shown consistent growth over the last few years which has led to increased demand for packaging paper.

As per the Audit Bureau of Circulation (ABC), the circulation of print media reached 62 million copies a day in 2016, implying a 10 year CAGR of nearly 5%.

Key Challenges-Indian Paper Industry



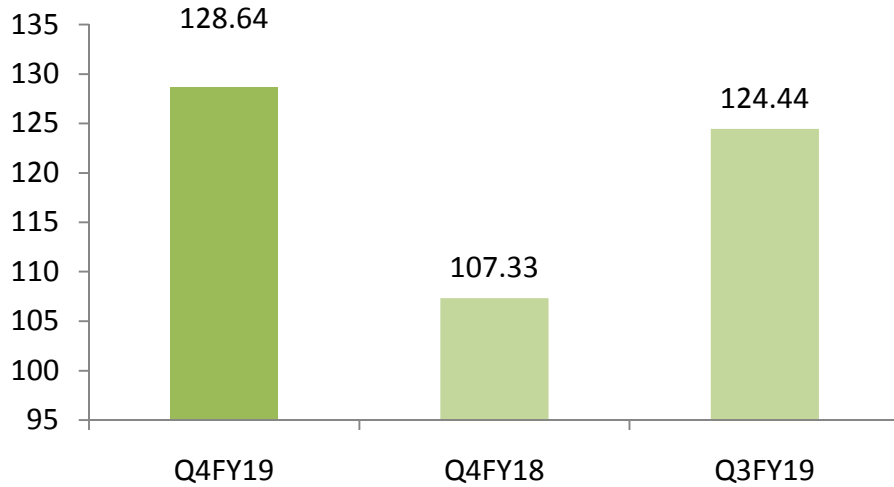


Financial Overview

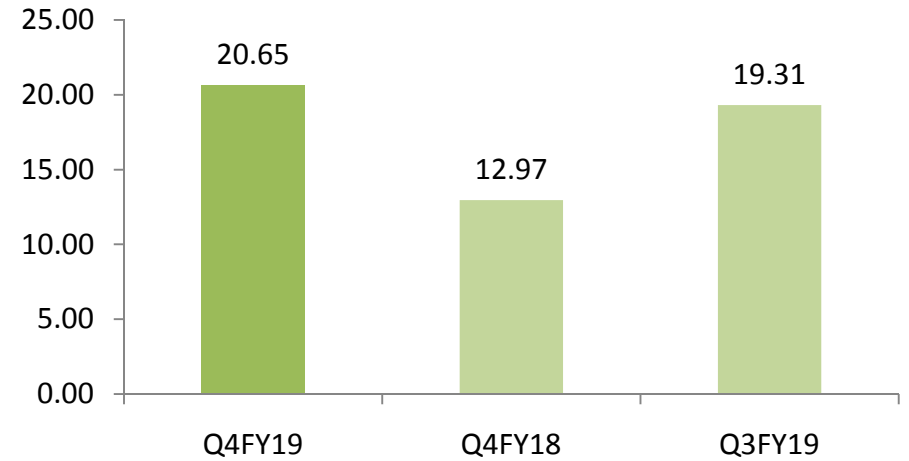
Quarterly Highlights



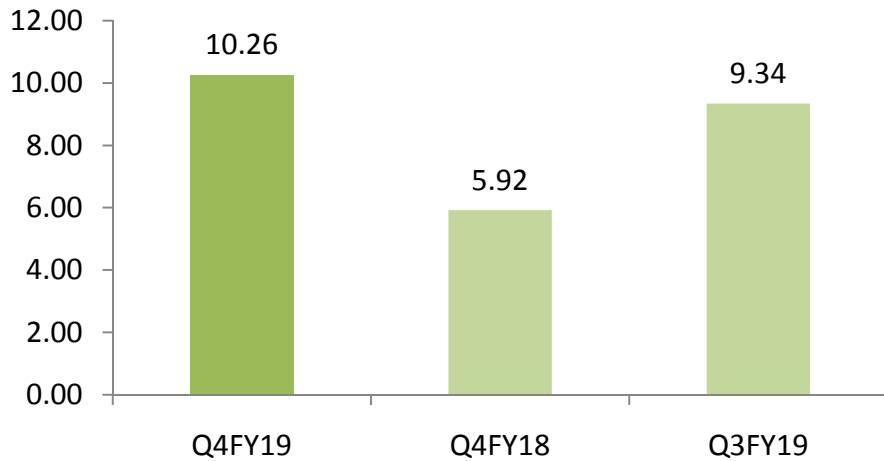
Revenue from Operations (Rs. In cr)



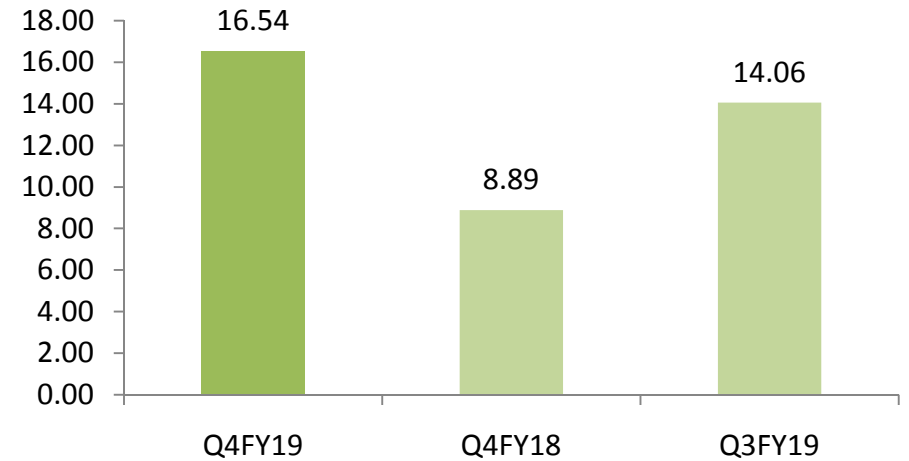
EBIDTA (Rs. In cr)



PAT (Rs. In cr)



PBT (Rs. In cr)



Q4FY19 Performance Highlights

Q4FY19 Performance Overview

- Revenue from operations stood at Rs. 128.64 cr.
- EBIDTA at Rs. 20.65 cr; EBIDTA margins stood at 16.05 %
- PAT at Rs 10.26 cr; PAT margins stood at 7.97 %
- EPS stood at Rs. 4.23 per share
- Board has recommended Dividend of Rs 2.25 per share.

Production highlights:

WPP: Production during Q4FY19 was 13397 MT.

Kraft Paper: Production during Q4FY19 was 20994 MT

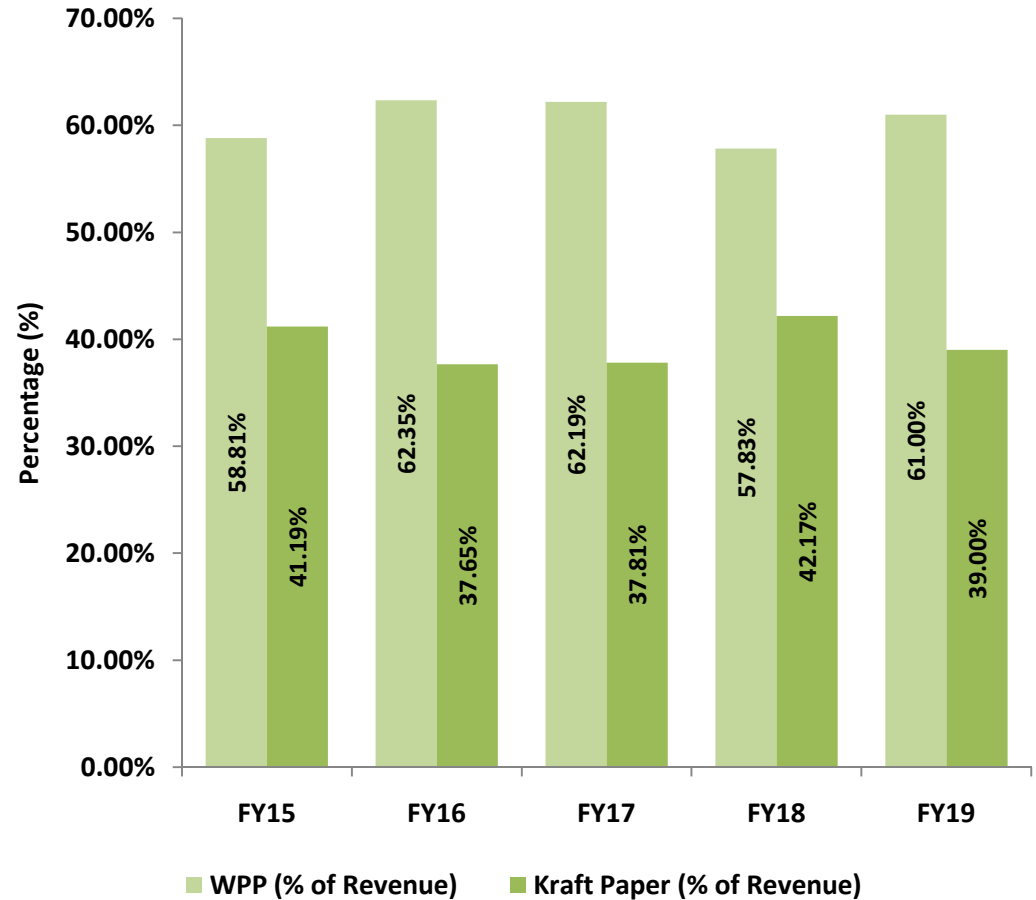
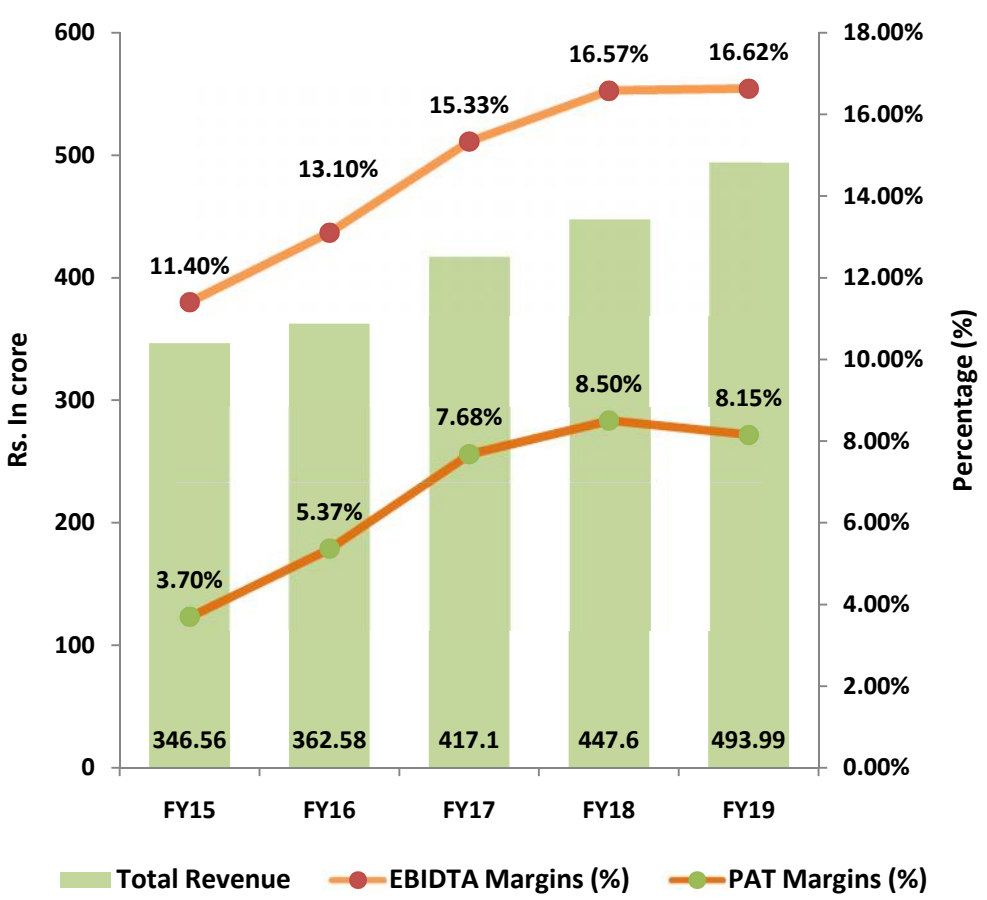
Net Sales Realization:

WPP: NSR for Q4FY19 was Rs. 59,532/- PMT.

Kraft Paper: NSR for Q4FY19 was Rs. 25,517/- PMT

Commenting on the financial performance of the company **Mr. Jatinder Singh, Chairman & Whole Time Director, Ruchira Papers Limited, said,** “During the year we faced many challenges, in spite of these challenges we have registered positive growth in every field as compare to FY 18. Our revenues grew by 10.36%, while profits grew by 5.83% and EBIDTA improved by 10.71%. We are confident that we shall be able to maintain this growth rate in FY 20 also.”

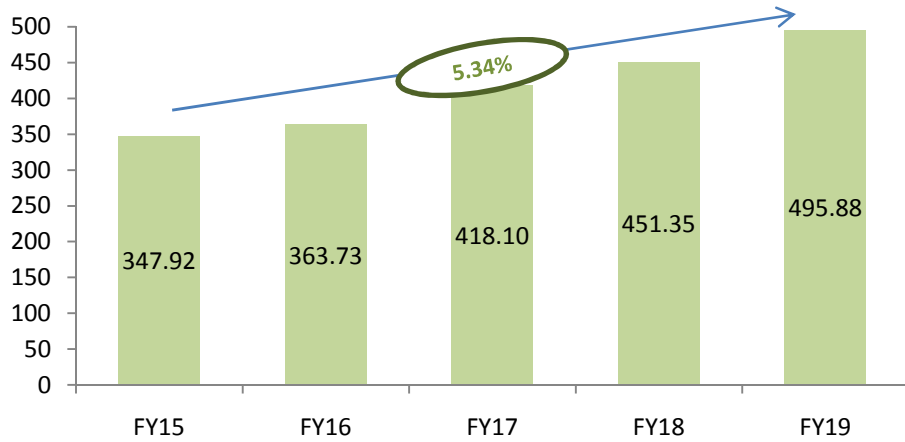
Revenue Break-up & Margins



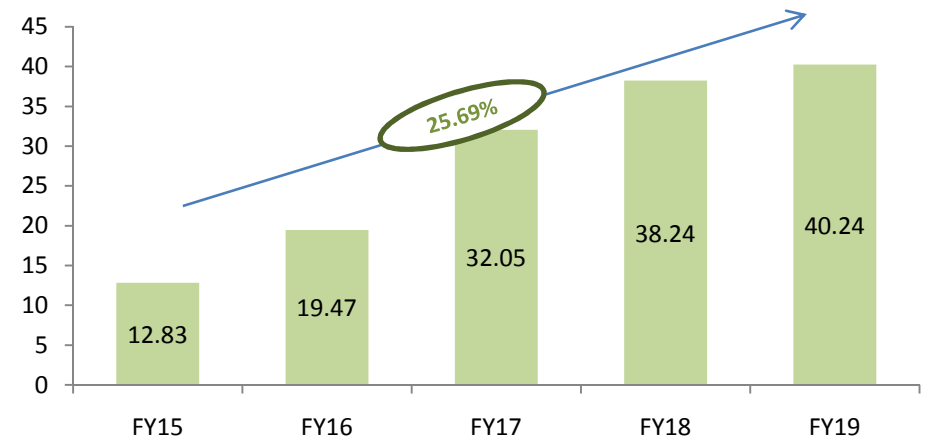
Financial Performance



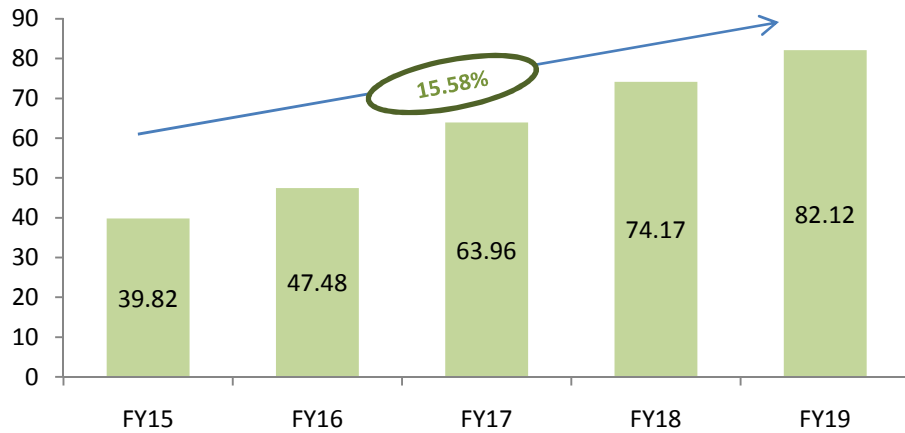
Total Income (Rs. In cr)



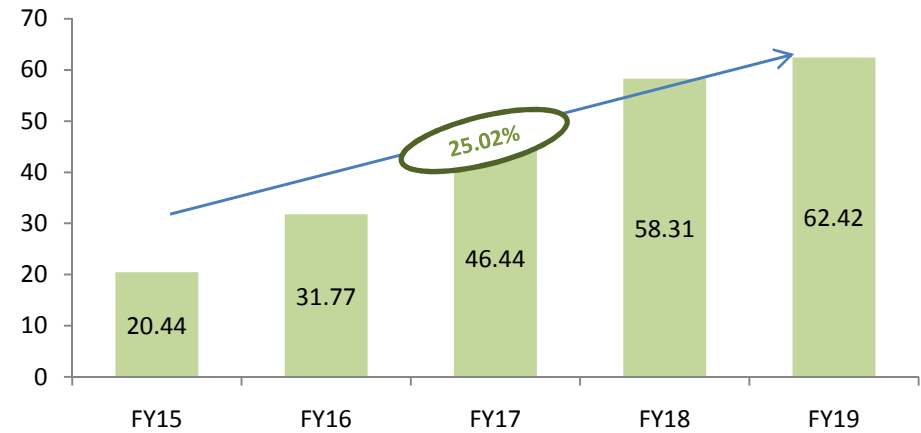
PAT (Rs. In cr)



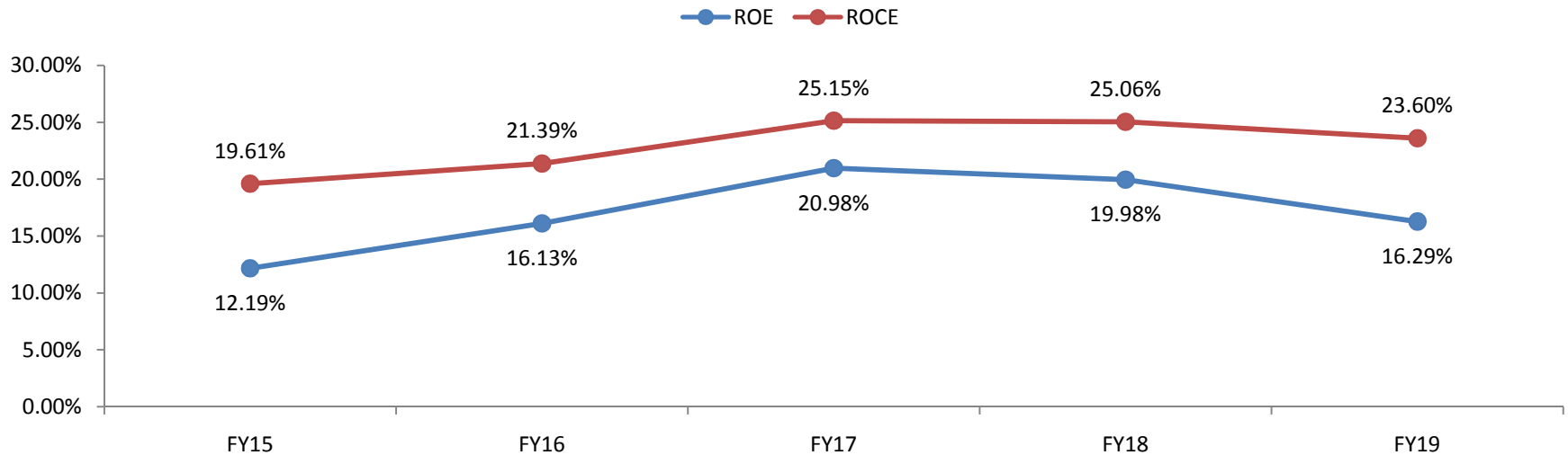
EBIDTA (Rs. In cr)



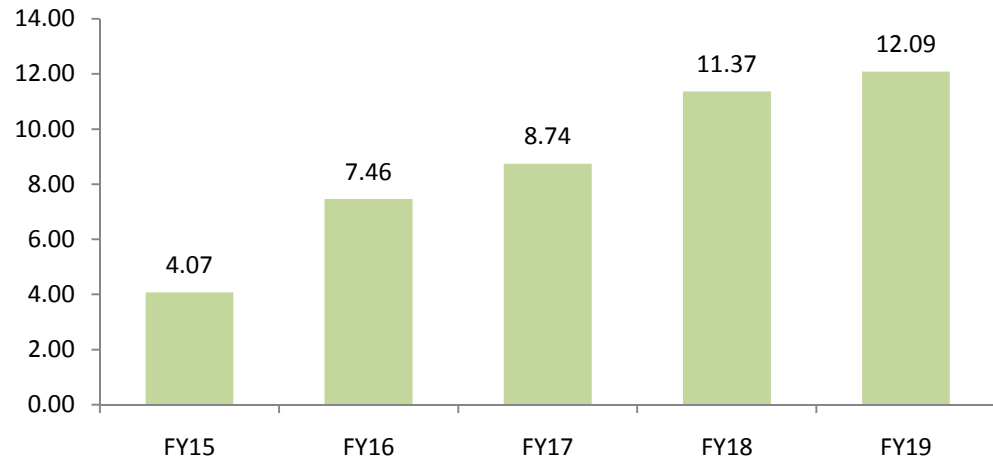
PBT (Rs. In cr)



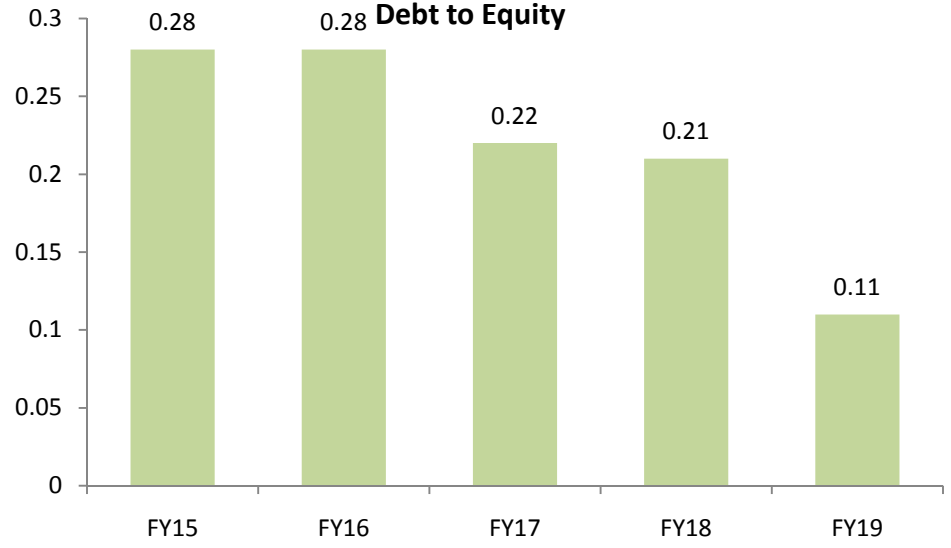
Key Ratios



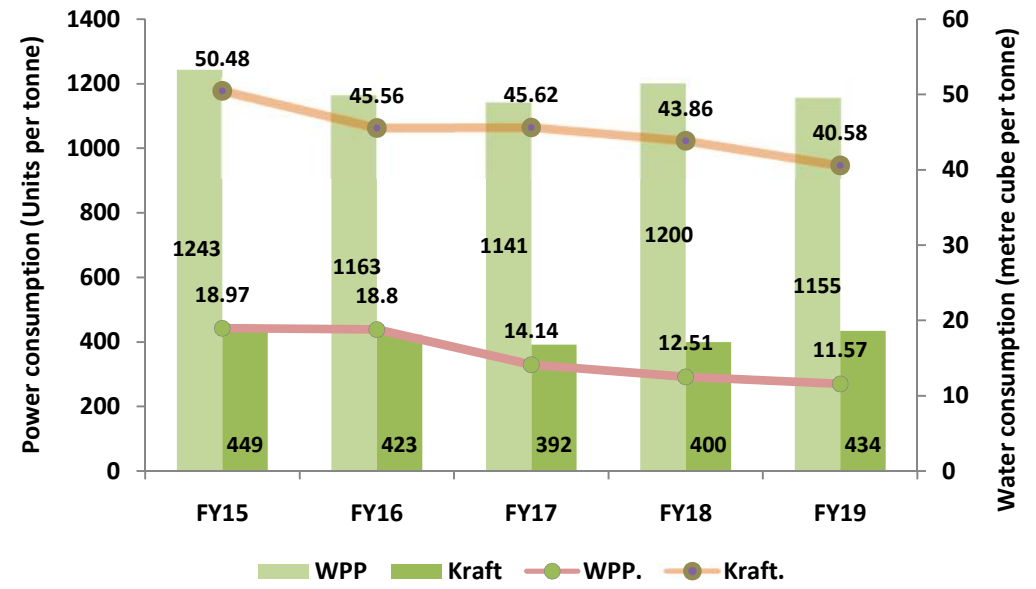
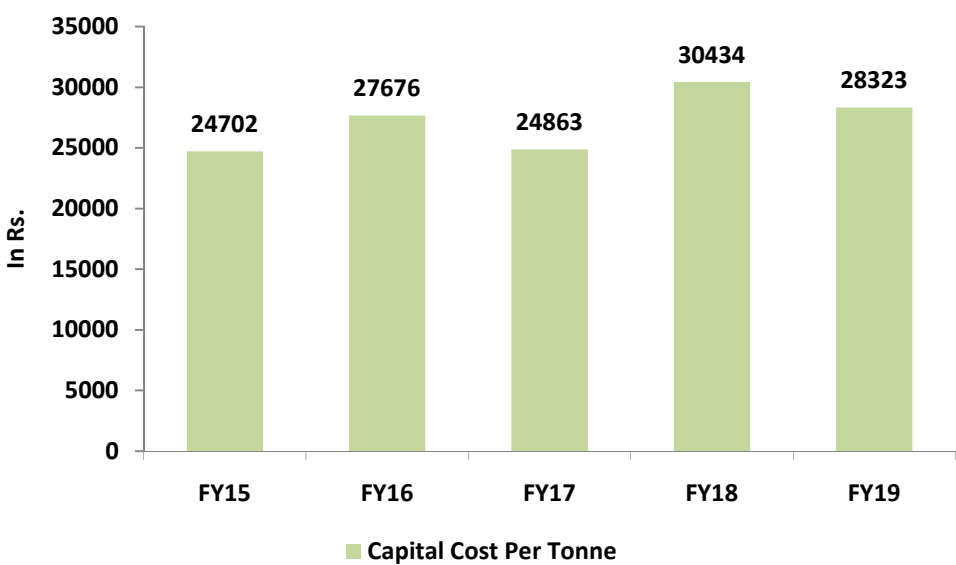
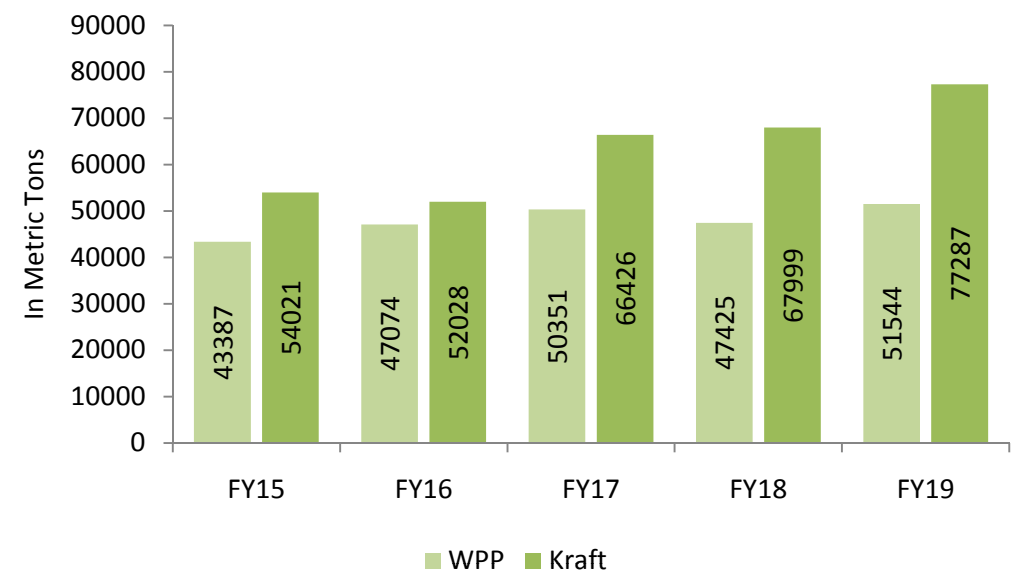
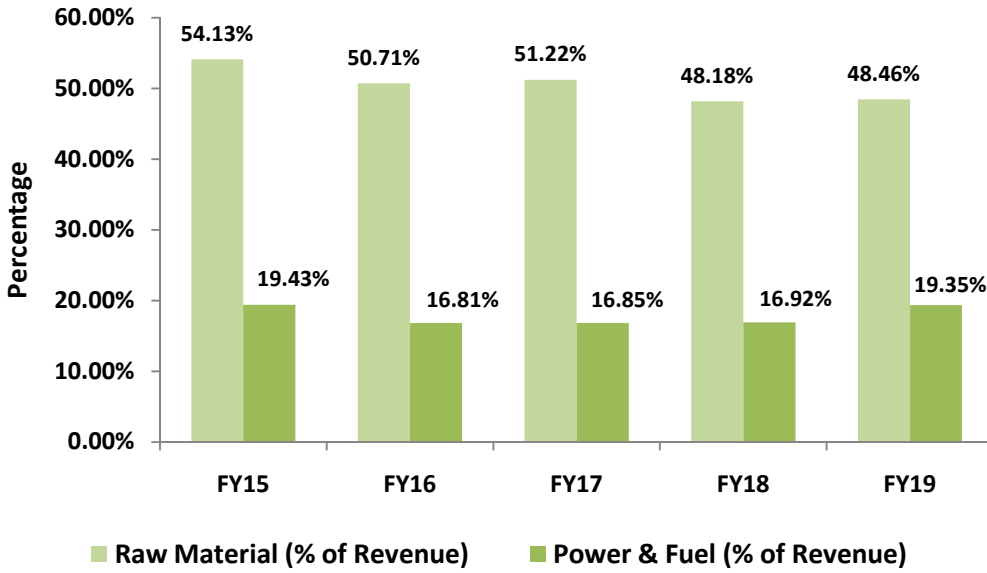
Interest Coverage ratio



Debt to Equity



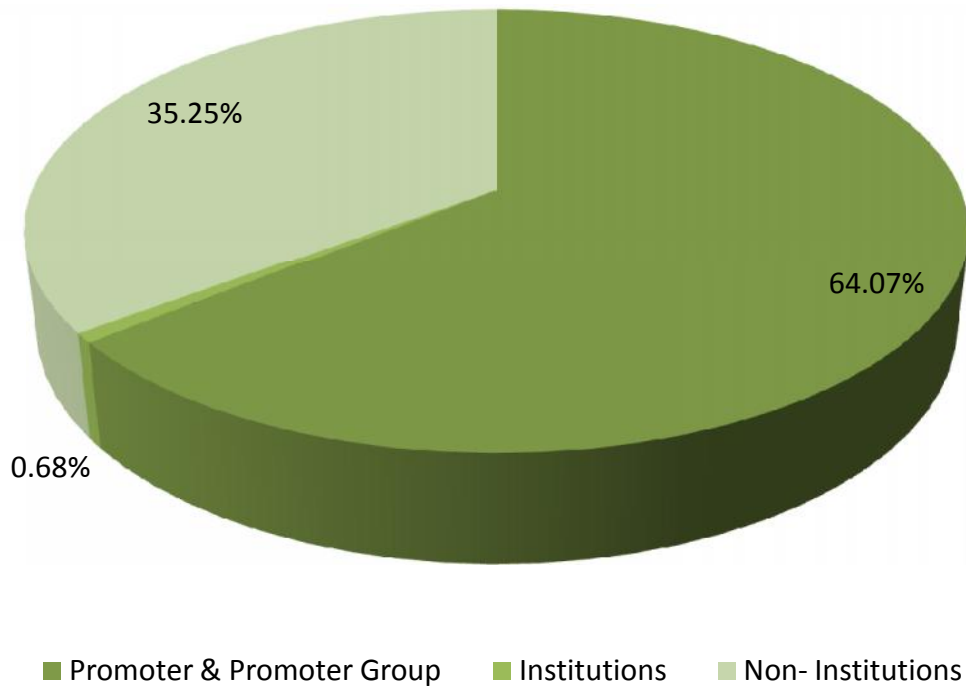
Production Highlights



Key Statics & Shareholding as on 31 March, 2019



Shareholding (%)



Key Investors	(%) holding
---------------	-------------

Non Institutions::	
Dolly Khanna	1.11

Key Statistics	As on 28 th May, 2019
CMP (Rs.)	106
Market Cap (Rs. In crore)	257
No. of outstanding shares (Crore)	2.42
Face Value	10.00
BSE Code	532785
NSE Code	RUCHIRA

This presentation and the following discussion may contain “forward looking statements” by Ruchira Papers Limited (“Ruchira” or “RPL” or the “Company”) that are not historical in nature. These forward looking statements, which may include statements relating to future results of operations, financial condition, business prospects, plans and objectives are based on the current beliefs, assumptions, expectations, estimates and projections of the management of RPL about the business, industry and markets in which RPL operates.

These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and other factors, some of which are beyond RPL’s control and difficult to predict, that could cause actual results, performance or achievements to differ materially from those in the forward looking statements.

Such statements are not and should not be construed as a representation of future performance or achievements of RPL. In particular, such statements should not be regarded as a projection of future performance of RPL. It should be noted that the actual performance or achievements of RPL may vary significantly from such statements.

Ruchira Papers Limited

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(CFO & Executive Director)

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Mr. Vishav Sethi

(Company Secretary)

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