



KEI INDUSTRIES LIMITED CORPORATE PRESENTATION MARCH, 24



INTRODUCING
**WIRES KA
All-ROUNDER**

conPlame Green+
NEXT - GEN LIVING
SAFE FOR HOME. SAFE FOR ENVIRONMENT.







Company Overview

Overview

- Leading manufacturer of cables and wires with a wide product portfolio spread across
 - EHV, HT and LT Power Cables, House Wire, Stainless Steel Wire
- Forward integrated into EPC services for Power, Distribution, Transmission and sub-station projects
- 5 plants located at Bhiwadi, Chopanki, Pathredi (Rajasthan) and Rakholi, Chinchpada (D&NH)
- 2 Plants for backward integration of PVC compound at Harchandpur (Rajasthan) and Dapada (D&NH).
- Robust R&D facility with in-house lab accredited by NABL
- Established in 1968

Key Metrics

ISO 9001:2015
ISO 14001:2015
ISO 45001:2018

1,850+
Employees¹

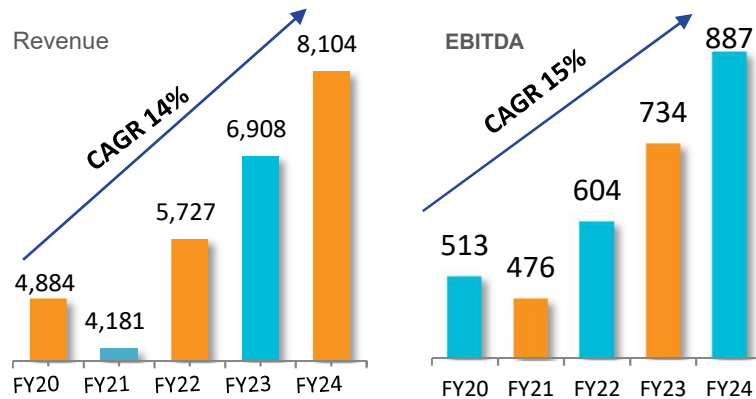
2,000+
Institutional
Customers¹

7
Manufacturing
Plants

1,975+
Dealer/
Distributors

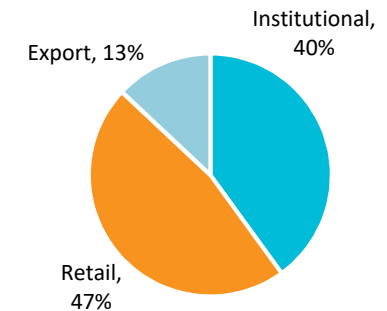
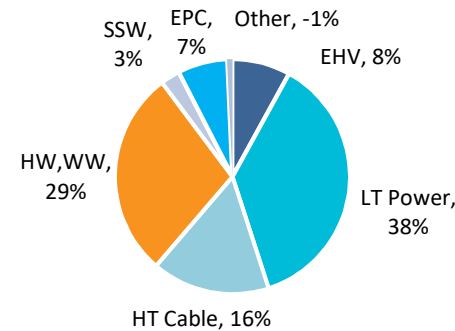
3,500+
Cr Order Book³

Key Financials² (INR Cr)



Note: 1 – As of 31st March, 2024 2 – Based on Standalone Financials 3- As on April, 2024

Product and Revenue Split² (FY24)

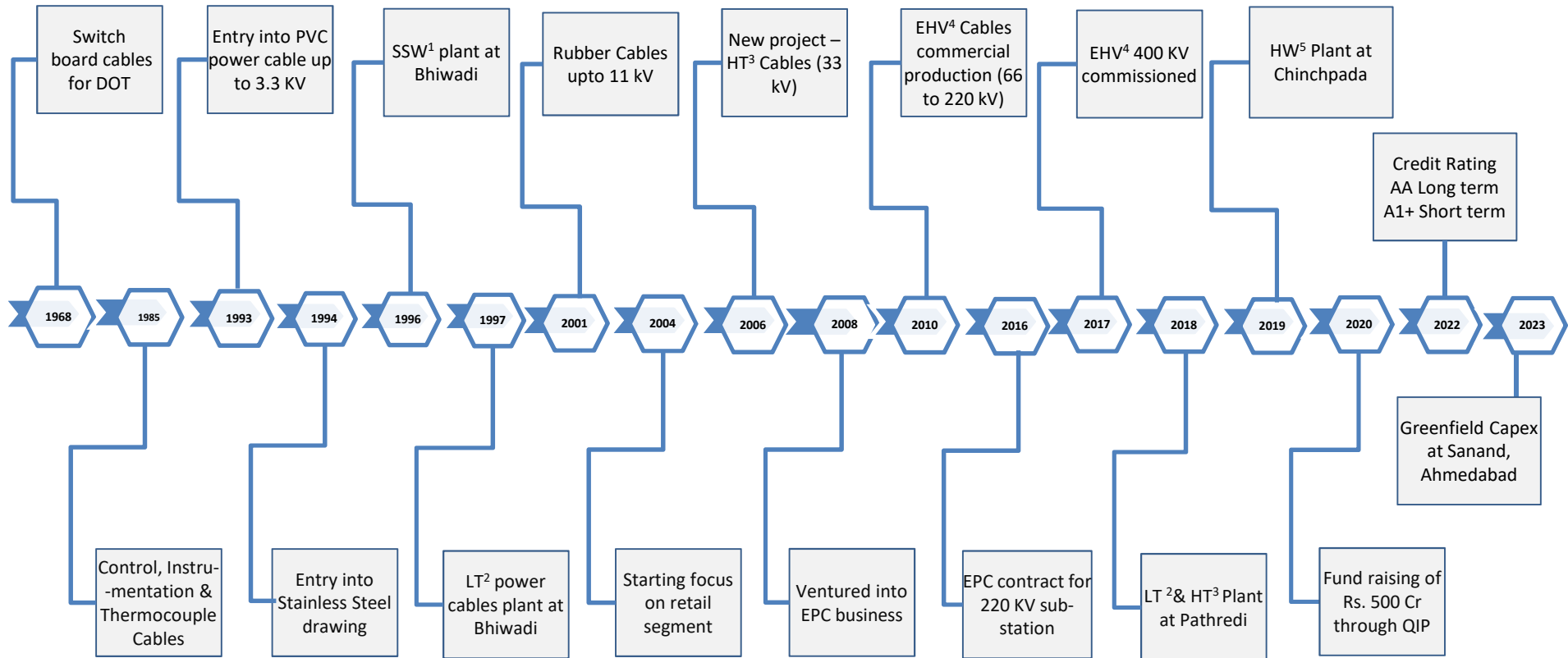


- ET 500 2023 KEI ranking is 283.
- During FY 2019-20, Company had raised fund Rs. 500 Crore through QIP.
- India Ratings and Research Private Limited has affirmed its long term ratings as AA (with positive outlook). ICRA and CARE long term rating is AA (Stable). Short term rating from India Ratings, ICRA and CARE is A1+.
- Insurance of Receivables to mitigate risk.
- Healthy Order Book to achieve turnover and Profitability.
- Healthy Brand Visibility – TV Advertising , IPL Sponsorship, Customer Loyalty and Preferences.
- Super Brand Status 2011-2016 and 2019 – 2024.
- Diversified business profile across customers, industries and manufacturing locations.
- Increased focus on Exports and Retail segments to improve profitability as well as working capital.
- Very Strong relationship with banks.
- Highly committed promoters and management.



Consistently Evolving Business Model

- ✓ Focus has been on expanding product portfolio
- ✓ De-risking business by increasing diversification



Note: 1 – Stainless Steel Wire; 2 - Low tension cables; 3 – High Tension Cables; 4 – Extra High Voltage , 5- House Wire





KEI
Wires & Cables

PRINCIPAL PARTNER

Richly Experienced Management Team

Mrs. Archana Gupta
Director



Mr. Akshit Diviaj Gupta
Director



Mr. Rajeev Gupta
Executive Director
(Finance) & CFO



Mr. Manoj Kakkar
Executive Director
(Sales & Marketing)



Mr. Anil Gupta
Chairman-cum-Managing Director

Mr. Lalit Sharma
COO



Mr. Adarsh Kumar Jain
Vice President
(Finance)



Mr. Dilip Barnwal
Vice President
(Operations-Silvassa)



Mr. Daya Nand Sharma
Vice President
(Operations-Chopanki)



Mr. K.C Sharma
Sr. Vice President
(Operations-Bhiwadi)



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Comprehensive Product Portfolio

Wide product basket comprising:

- Extra-High Voltage Cables up to 400 KV
- High & Medium Voltage Cables
- Control & Instrumentation Cables
- Specialty Cables
- Submersible Cables
- Rubber Cables
- Solar Cables
- ESP Cables
- PVC/Poly Wrapped Winding Wires
- Flexible & House Wires
- MVCC Cables
- Stainless Steel Wires
- Fire Survival/ Resistant Cables
- EV Cables
- EPC Projects

Helping the company service a wide spectrum of sectors such as power, oil refineries, railways, automobiles, cement, steel, fertilizers, textile and real estate, amongst others



House Wires



Single & Multicore Flexibles Cables



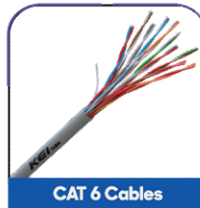
Winding Wires



Flat Cables



EV Cable



CAT 6 Cables



Co-Axial Cables



CCTV Cables



Telephone Cables



Solar Cables



Stainless Steel Wires



LV Cables



HV Cables



Control Cables



MVCC Cables



EHV Cables



Fire Survival Resistant Cables



Instrumentation Cables



Rubber Cables



Marine & Offshore Cables



Thermo-couple Cables

WIDEST RANGE OF WIRES AND CABLES FROM 1.1KV UP TO 400KV



Company Strengths



1

Well diversified across multiple dimensions

Wide basket of products used across multiple industries
Low customer concentration

2

Strategically located manufacturing facilities and Strong R&D capabilities

Manufacturing facilities across 7 locations
Strong R&D focus helps in new product development and customized solutions to customers

3

Strong presence in retail segment with a well entrenched distribution network

Increasing focus on retail segment
Strong distribution network with pan India retail sales

4

Growing exports presence

Presence in 60+ countries with offices in 5 countries
Exports provide natural hedge on forex as the company also imports raw materials

5

Strong Financial performance

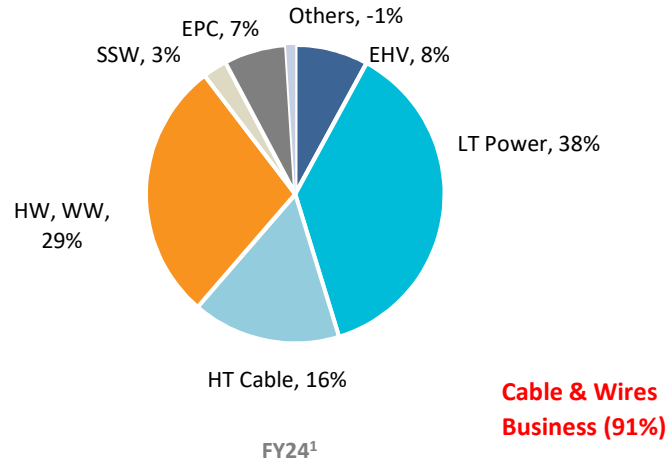
Strong growth and return ratios with comfortable debt profile





Well Diversified Across Multiple Dimensions

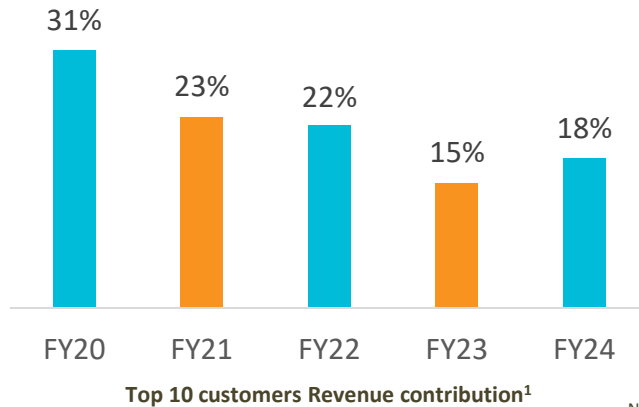
Wide Product Basket...



...With applications across Industries



...Coupled with low customer concentration



- KEI is diversified across products and industries
- Customer concentration is low with top 10 customers accounting for 18% of sales in FY24.
- Diversification helps in de-risking

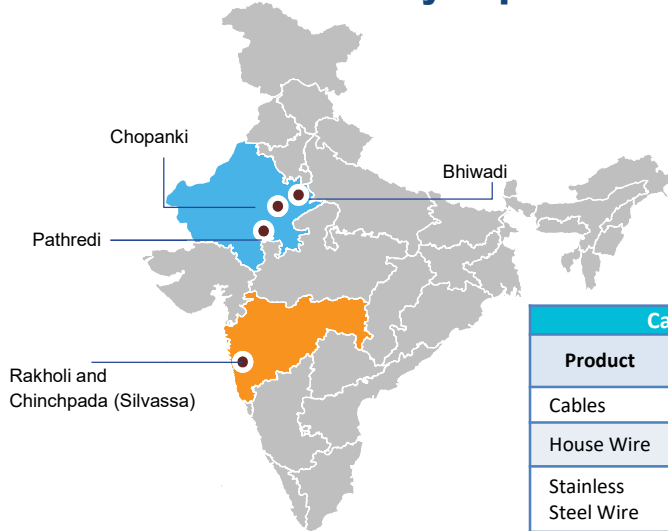
Note: 1 – Based on Standalone Financials





Strategically located manufacturing facilities & Strong R&D capabilities

Plant Locations and Key Capacities



Capacity Utilization			
Product	FY22	FY23	FY24
Cables	76%	89%	92%
House Wire	59%	79%	71%
Stainless Steel Wire	84%	87%	90%

Products (as of 31st Mar'24)	Bhiwadi	Rakholi	Chopanki	Pathredi	Chinchpada
EHV	✓		✓		
HT Power Cable	✓		✓	✓	
LT Power Cable	✓	✓	✓	✓	✓
Control Cable	✓	✓		✓	✓
Instrumentation/ Communication Cable	✓			✓	✓
Rubber cable	✓				
House Wire/ Winding Wire	✓	✓			✓
Stainless Steel Wire	✓				

Plant Location	Start Date	Capacity (As of 31st March, 24)
Bhiwadi	1996	<ul style="list-style-type: none"> Cable – 54,800 Kms House Wire/WW – 190,000 Kms Stainless Steel Wire – 9,000 MT
Rakholi	2002	<ul style="list-style-type: none"> Cable – 30,000 Kms House Wire – 696,000 Kms
Chopanki	2007	<ul style="list-style-type: none"> Cable – 4,900 Kms
Pathredi	2018	<ul style="list-style-type: none"> Cable – 22,600 Kms
Chinchpada	2019	<ul style="list-style-type: none"> House Wire – 9,32,400 Kms Cable- 29,100 Kms Communication cable – 28,800 Kms

Strong R&D capabilities

- R&D facility with in-house lab accredited by NABL
- Customized solutions for customers
- Continuous focus on development of new products
- Niche product offerings
- Focus on developing specialty products





KEI
Wires & Cables

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.... Strategically located manufacturing facilities and Strong R&D capabilities



Pathredi Plant



Bhiwadi Plant



Chopanki Plant



Silvassa Plant



Chinchpada Plant

Adherence to the most stringent quality standards laid down by KEI

Our products are tested by KEMA (The Netherlands), TUV (Rheinland), SGS, IRS, ABS, CEIL, BRE (UK), LLOYDS REGISTER, BVQI, DNV, CPRI, ERDA, IDEMI, EIL, PDIL, MECON, NTPC, NPCIL, TUV India, RINA, PGCIL, TPL, DQAN, EQM, UL, RDSO, CE regulatory, UKCA regulatory, Ghost Cutr.



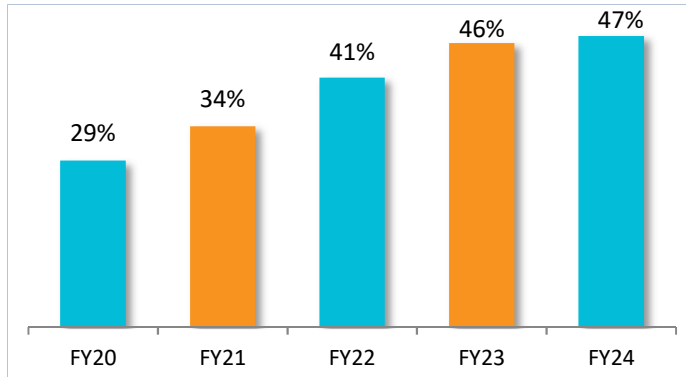
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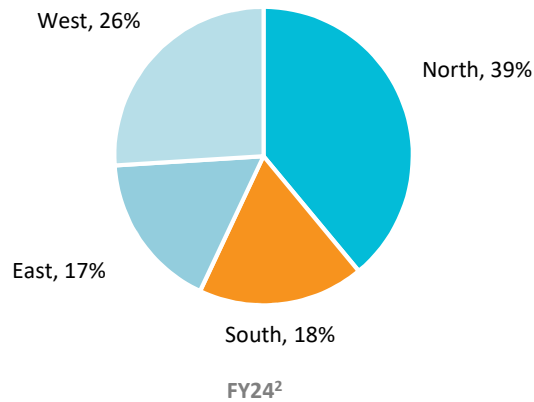
Strong presence in retail segment with a well entrenched distribution network

Increasing focus on retail...



Retail as a % of sales ²

...Leading to Pan India retail sales



...With strong distribution network...

Region	# of Dealers / Distributors ¹	# of Marketing Offices ¹
North	726	9
South	378	7
East	454	6
West	432	14

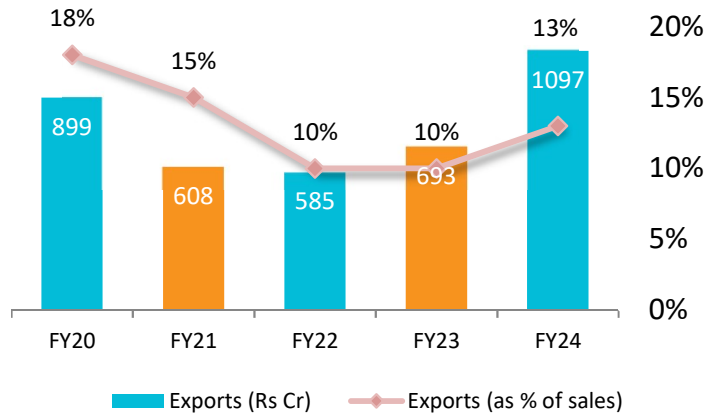
- Strong distribution network covering major metros and Tier 1 and 2 cities
- 23 depots across India
- 36 marketing offices across the country and 5 overseas offices in UAE, South Africa, Australia, Nepal and Gambia.
- Company is focussing on marketing through various brand promotion activities via multiple communication channels

Note: 1- As of 31st March,2024; 2- Based on Standalone Financials



Growing Exports Presence

Export Sales of product and services in last 5 years



- Exports accounted for 13% of sales in FY24 Exports provide natural hedge on forex as the company also imports raw materials
- Strong order book for exports of Rs. 752Cr (including EPC) as on April, 2024.

Presence across over 60 countries with offices in 5 countries



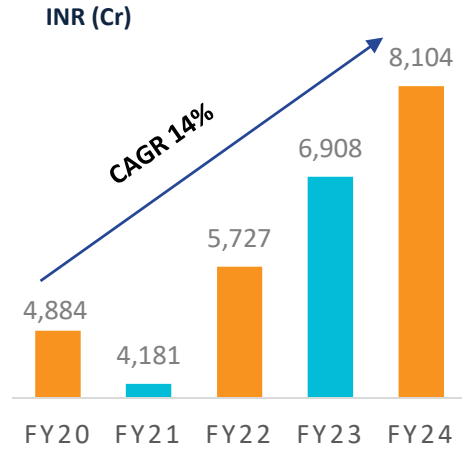
Note: Based on Standalone Financials



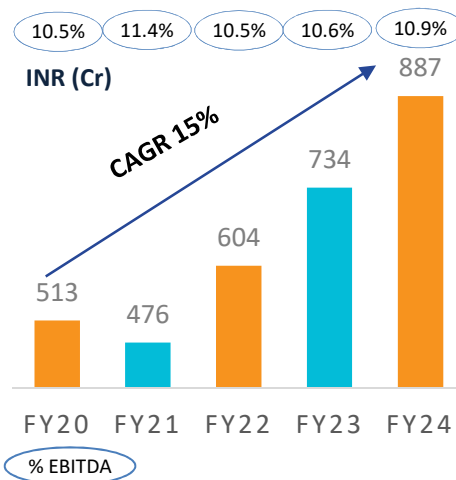


Strong Financial Performance

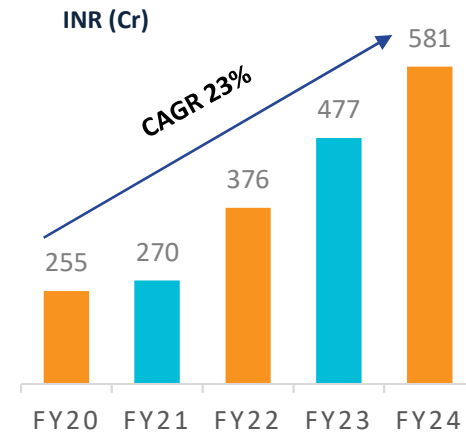
Robust Revenue Growth...



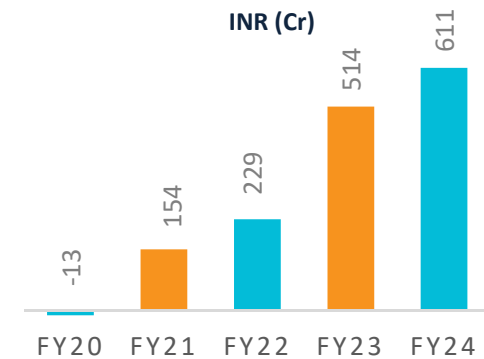
...with stable EBITDA Margins...



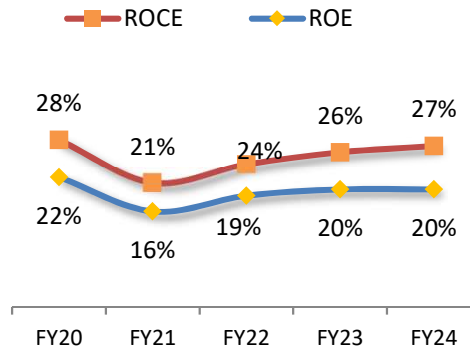
...and strong PAT Growth



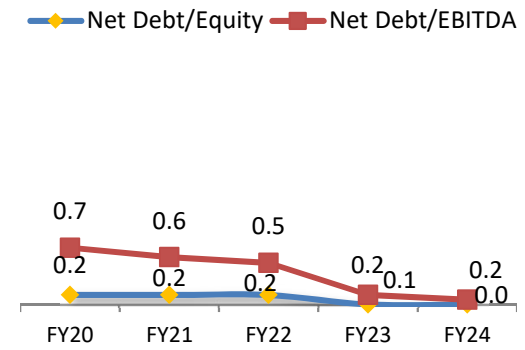
Cash Flow



Robust Return Ratios²



Comfortable Debt Profile



¹Net Cash from Operating Activities

Note: 1-Standalone Financials 2- Average basis



Distribution Channel

Retail Business

Continued focus to increase share of retail business in overall sales mix

Focus on increasing penetration by further expanding distribution network

Overseas Market

Further increase presence in overseas market

Capacity Expansion

Increase capacity in existing product portfolio by Brownfield and Greenfield expansion

FMEG Market

FMEG market to be the next avenue of growth after 2-4 years



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Economic Factors :

- In FY 2024-25, India's GDP is expected to rise by 6.6%. Moody's Ratings has forecasted Indian economy to grow by 6.6% in the fiscal year 2025 and 6.2% in the subsequent year.
- India is growing rapidly and is expected to become a US\$ 5 trillion economy by 2025. In these nine years, the Indian economy has increased in size from being 10th to 5th largest in the world.
- Indian economy has increased in size from being 10th to 5th largest in the world in the past nine years
- India's goods and services tax (GST) collection in April 2024 increased 12.4% year-on-year to reach an all-time high of Rs. 2.10 trillion (US\$ 25.2 billion).
- India has emerged as the fastest-growing major economy in the world and is expected to be one of the top three economic powers in the world over the next 10-15 years, backed by its robust democracy and strong partnerships.
- India claimed the third spot in global solar power production in 2023, surpassing Japan, as Ember's Global Electricity Review 2024.
- India is committed to achieving the country's ambition of Net Zero Emissions by 2070 through a five-pronged strategy, 'Panchamrit'.
- As per Budget 2023-24, "Effective Capital expenditure" of centre to be Rs 13.7 Lakh crore (US\$ 167.26 billion).
- In 2024, India is positioned to maintain its position as the world's fastest-growing major economy, propelled by strong consumer demand spurring heightened investments across various sectors, including construction, hospitality, and critical infrastructure like railways and aviation.
- India is expected to be the second-largest market in 5G services followed by China in the next 10 years.



Power and cable Sectors:

- Expansion in industrial activity to boost cable demand for electricity. In order to meet the increasing demand for electricity in the country, massive addition to the installed generating capacity is required.
- India is the third-largest producer and consumer of electricity worldwide, with an installed power capacity of 429.96 GW as of January 31, 2024. The Central Electricity Authority (CEA) estimates India's power requirement to reach 817 GW by 2030.
- Cabinet approves PM-Surya Ghar: Muft Bijli Yojana for installing rooftop solar in One Crore households.
- The global wires and cables market size surpassed US\$ 215.8 billion in FY 2022 and is expected to grow at a CAGR of 8.5% to reach US\$ 500.4 billion in FY 2032 backed by the increasing infrastructure development, growing demand for consumer electronic products and technological advances in the communication industry.
- The wires and cables (W&C) sector comprises ~45% of the electrical equipment industry in India. The domestic W&C market is expected to grow at an impressive CAGR of 12% over FY 2021-26.
- As per the National Infrastructure Pipeline 2019-25, energy sector projects accounted for the highest share (24%) out of the total expected capital expenditure of Rs. 111 lakh crore (US\$ 1.4 trillion).
- In the Interim Budget for 2024, the government's power sector initiatives have been allocated funds that are 50% higher. Increased funds have been allocated to green hydrogen, solar power, and green-energy corridors in line with the renewable energy target for 2030.
- In the years to come, multiple factors will boost growth of Cables & Wires and open up an avenue of possibilities for the industry.
 - ✓ 5G Spectrum
 - ✓ Electric Mobility
 - ✓ EV Adaptation
 - ✓ Renewal Energy
 - ✓ Industries Capex cycle uptick
 - ✓ Increasing power consumption
 - ✓ Automation & Robotics
 - ✓ Data center and digitalization



Real State Sectors:

- Government of India's Housing for All initiative is expected to bring US\$ 1.3 trillion investment in the housing sector by 2025.
- Real estate sector in India is expected to reach US\$1 trillion by 2030. By 2025, it will contribute 13% to the country's GDP.
- In the Union Budget 2023-24, a commitment of Rs. 79,000 crore (US\$ 9.64 billion) for PM Awas Yojana has been announced, which represents a 66% increase compared to the last year.
- Private market investor, Blackstone, which has significantly invested in the Indian real estate sector (worth Rs. 3.8 lakh crore (US\$ 50 billion), is seeking to invest an additional Rs. 1.7 lakh crore (US\$ 22 billion) by 2030
- Indian real estate sector has witnessed high growth in the recent times with rise in demand for office as well as residential spaces. An additional 25 million units of affordable housing are required by 2030 to meet the growth in the country's urban population.
- Demand for Residential space expected to grow Sharply-
 - ✓ Rapid urbanisation
 - ✓ Growth in population
 - ✓ Rise in the number of nuclear families
 - ✓ Easy availability of finance
 - ✓ Growth in Tourism
 - ✓ Government policies
- Niche sectors expected to provide growth opportunities-
 - ✓ Flex Space Segment
 - ✓ Healthcare, Hotels
 - ✓ Senior citizen housing
 - ✓ Smaller office spaces
 - ✓ Service apartments



Infrastructure Sectors:

- India has to enhance its infrastructure to reach its 2025 economic growth target of US\$ 5 trillion
- Budget 2023-24, the government has given a massive push to the infrastructure sector by allocating Rs.10 lakh crore (US\$ 122.08 billion) to enhance the infrastructure sector.
- Budget 2023-24 is complemented with continuation of the 50-year interest free loan to state governments for one more year to spur investment in infrastructure and to incentivize them for complementary policy actions, with a significantly enhanced outlay of Rs. 1.3 lakh crore (US\$ 16 billion)
- The government announced Rs. 305,984 crore (US\$ 42billion) over the next five years for a revamped, reforms-based and result-linked new power distribution sectors scheme.
- AAI plans to develop over 50 airports in tier II and tier III cities in the next 5 years.
- The government announced 5,000 km of Metro rail network by 2047 in 100 cities.
- Expenditure Allocation in Budget for FY 2023-24.
 - ✓ Rs. 2,40,000 crore (US\$ 29 billion) for Railways.
 - ✓ Rs. 93,478 crore (US\$ 11.3 billion) for IT and Telecom.
 - ✓ Rs. 2,70,435 crore (US\$ 32.7 billion) for Roads and Highways Infrastructure.
 - ✓ Rs. 19,518 crore (US\$ 2.4 billion) for Metro Project.



Manufacturing, Engineering and Capital Goods Sectors:

- Capacity creation in sectors such as infrastructure, power, mining, oil and gas, refinery, steel, cement automotive and consumer durables is driving demand in the engineering sector.
- Increase Investment in Indian Manufacturing sector by domestic and foreign Institutional.
- India is on a path of becoming the hub for hi-tech manufacturing as global giants.
- Govt of India introduced Production Incentive Scheme (PLI) for Large Scale manufacturing.
- The manufacturing sector of India has the potential to reach US\$ 1 trillion by 2025
- In April 2024, the Manufacturing Purchasing Managers' Index (PMI) in India stood at 58.8 ,marking the sector's second-strongest expansion since 2021.
- India is the third most sought-after manufacturing destination in the world and has the potential to export goods worth US\$ 1 trillion by 2030.
- Growth Drivers
 - ✓ Supportive Government policies leading to higher investments
 - ✓ Increasing FDI inflows
 - ✓ Increase in infrastructure spending
 - ✓ Easy credit facilities for manufacturing companies
 - ✓ Capacity addition for power generation
 - ✓ Increase in Exports
 - ✓ Increase in Consumption





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Wires & Cables

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Strengthening Brand Recognition



Partner



2013-2015



2009-2012



Wires & Cables Specialist



Jode Dilon Ke Taar



2016-2017



2019-2020



Har Tension Sahe Chalti Rahe



IPL Sponsorship from FY 17 to FY 24



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...Strengthening Brand Recognition

Highlights of Branding Activities

Ghat Branding



Dhaba Branding



Char Dham Yatra Branding



Meet & Greet RCB



Outlet Visibility



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Highlights of Branding Activities

Bus Branding



Metro Branding



Auto Branding



Bus Stand Branding



Shikara Branding



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...Strengthening Brand Recognition

Highlights of Sports Sponsorship Activities

Title Sponsorship of Real Kabaddi League



On ground Activations

Tamil Thalaivas- Pro Kabaddi League



Jersey Sponsorships

Patna Pirates- Pro Kabaddi League



Jersey Sponsorship





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Highlights of IPL Sponsorship Activities

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Heat Resistant - Flame Retardant
Low Smoke & Halogen- Lead Free

'RoHS Compliant'

15 YEARS
LEAD FREE

HAR TENSION SAHE
CHALTI RAHE

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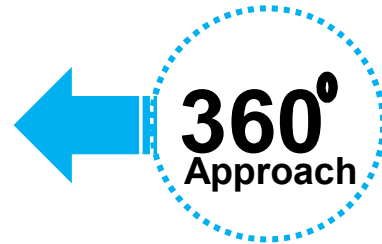
Entering into New Digital Marketing Era



Launched Brand Film on Digital platforms

KEI's contribution in India's growth story- 'Desh Ko Aage le Jane wala Raaz'

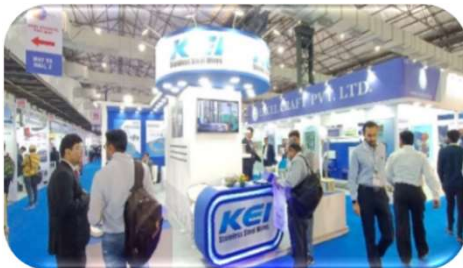
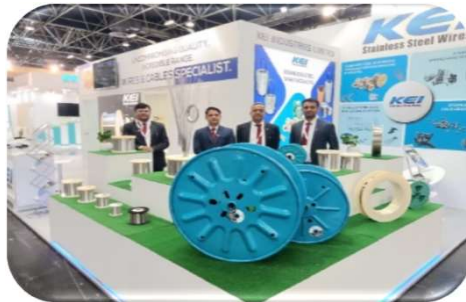
- Collaboration with OTT platforms
Sony Liv, Zee5, Hotstar, MX Player
Presence over the shows like: Kapil Sharma Show, Indian Idol, Tarak Mehta, SaReGaMaPa,
- Google Search & Display Ads
- Innovative Interactive Ads
- Social media Launch
- E-commerce website
- Premium A+ Listings On Amazon & Flipkart
- Influencer Marketing Campaign with Celebrities & Micro & Nano Influencers





...Strengthening Brand Recognition

BTL Activations to Augment Credibility



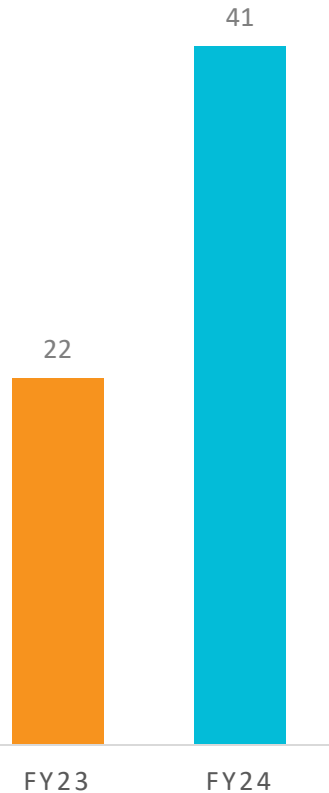
- Inside Metro Station Branding with DMRC.
- Extensive participation in events & exhibitions (Domestic & International).
- Marked presence through outdoor campaigns.
- Extensive Retail Branding around major festivals.
- Inside Train Branding i.e. Vande Bharat Express, Mumbai Local Trains .





..and Strengthening it further using multi pronged approach

Advertisement & Publicity expenses
(₹ in Crore)

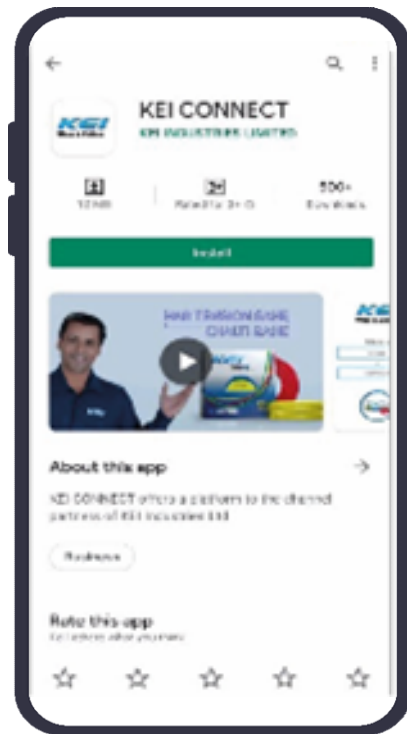


- Association with Rajasthan royals in past and amplification Via digital presence.
- Meeting with Channel Partners.
- New IT App for connecting Dealers, Distributors, Retailers and Electricians.
- TV Advertisement

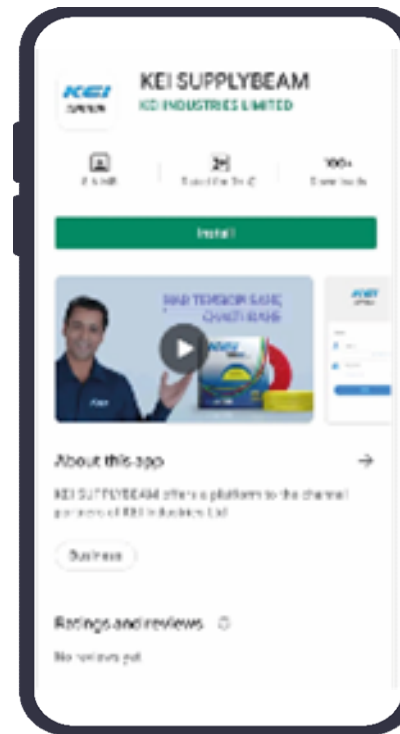


... Connecting App

Our online platforms 'KEI Supply Beam' and 'KEI Connect' (an end-to-end channel management software that enables better decisions, speed and efficiency) keep us connected with 'Kutumb'.



↓ from  



↓ from  

KEI Supply Beam for dealers/distributors.

KEI Connect for retailers/electricians



Summary Financials (Standalone)

Summary of Financials

₹ in Crore

Particulars	FY 19	FY 20	FY 21	FY 22*	FY23	FY24
Net Sales	4,227	4,884	4,181	5,727	6,908	8,104
EBITDA	449	513	476	604	734	887
PBT	279	327	360	508	642	781
PAT	182	255	270	376	477	581
Net Fixed Assets	520	565	544	547	582	891
Net Worth	779	1,507	1,774	2,135	2,589	3,148
Total Debt(Inc. Buyers Credit and Bill Discounting)	600	367	305	331	135	134
ROCE (%)	29	28	21	24	26	27
ROE (%)	26	22	16	19	20	20

* The Company has changed its accounting policy for valuation of Raw Materials, Finished Goods, Project Materials and Work in Process from First In First Out (FIFO) to moving weighted average cost method w.e.f. 1st April, 2021. In accordance with Ind AS 8, Accounting Policies, Changes in Accounting Estimates and Errors, this change in method of accounting for inventories has been retrospectively applied to all prior periods presented herein.

Previous year / periods figures have been regrouped / reclassified, wherever necessary.



Summary Financials (Standalone)

Quarterly Summary of Profit & Loss

₹ in Crore

Particulars	FY 23-Q1	FY 23-Q2	FY 23-Q3	FY 23-Q4	FY 24-Q1	FY 24-Q2	FY 24-Q3	FY 24-Q4
Net Revenue	1564	1607	1784	1953	1781	1945	2059	2319
PBDIT	163	166	196	209	187	211	229	260
PBT	140	144	174	184	163	188	202	228
PAT	104	107	129	138	121	140	151	169
EPS (₹)	11.52	11.86	14.26	15.31	13.46	15.54	16.70	18.70

* Previous year / periods figures have been regrouped / reclassified, wherever necessary.



Summary Financials (Product and Segment wise)

₹ in Crore

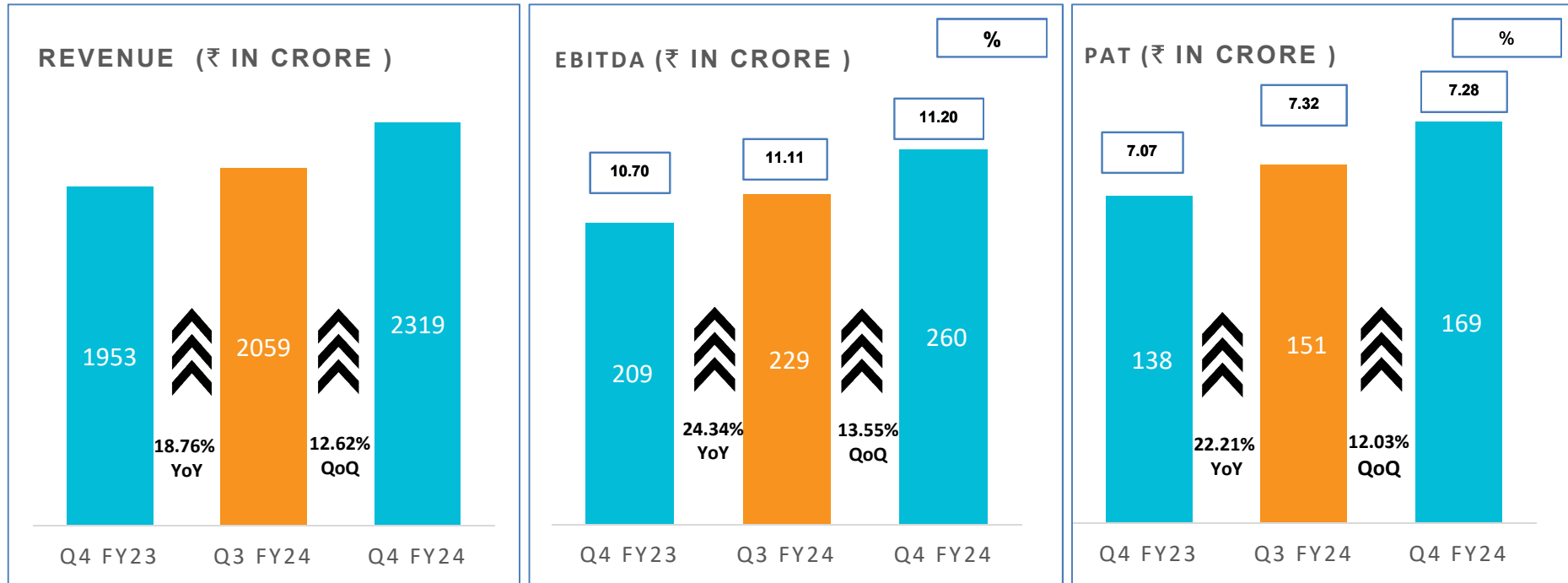
Particulars	FY23-Q3	FY23-Q4	FY24-Q1	FY24-Q2	FY24-Q3	FY24-Q4
Domestic	834	949	642	785	844	1,026
Dealer	816	845	842	923	949	1,056
Export	143	164	307	249	284	257
Net of Ind AS & other	-9	-5	-10	-12	-18	-20
Total	1,784	1,953	1,781	1,945	2,059	2,319
LT Cable	715	814	714	724	764	841
HT Cable	360	357	305	271	364	395
EHV	103	111	51	192	186	230
HW,WW	466	478	552	599	571	625
SS Wire	54	63	58	58	46	56
EPC other Than Cable	95	135	111	113	146	192
Net of Ind AS & other	-9	-5	-10	-12	-18	-20
Total	1784	1953	1781	1945	2059	2,319

* Previous year / periods figures have been regrouped / reclassified, wherever necessary.





Financial Performance Q-4 FY 24 Highlights



- Revenue improved by 18.76% YoY in this quarter.
- EBITDA margin in this quarter has improved to 11.20% as against 10.70% YoY.
- PAT margin in this quarter has improved to 7.28% as against 7.07% YoY.

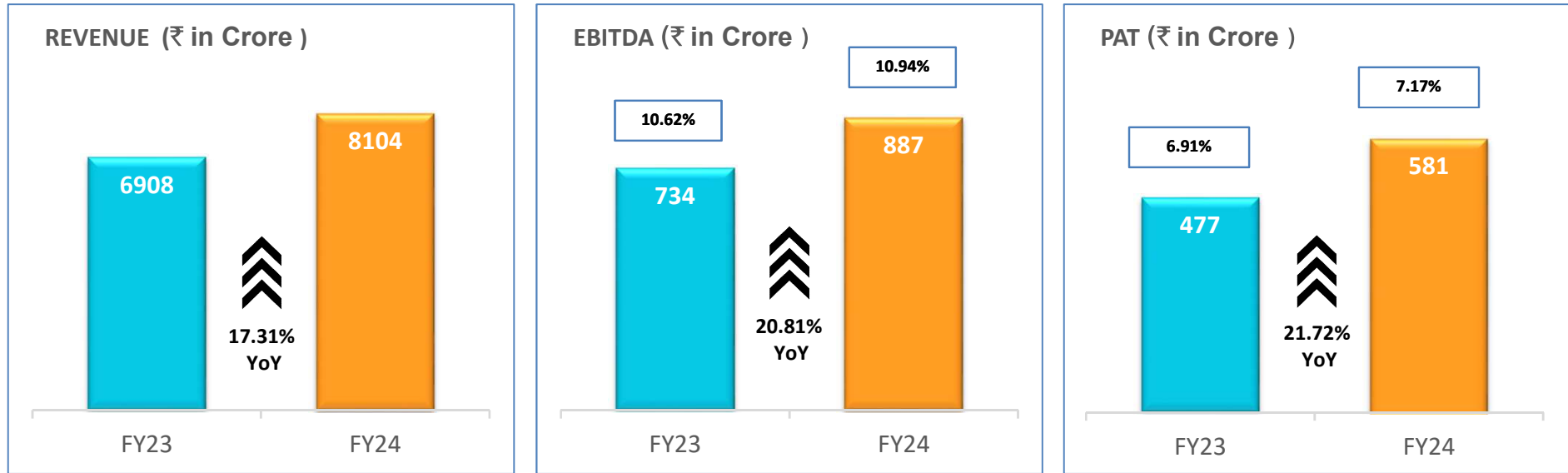


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Financial Performance FY 24 Highlights



- Revenue improved by 17.31% YoY in FY 24.
- EBITDA margin in FY 24 has improved to 10.94% as against 10.62% YoY.
- PAT margin in FY 24 has improved to 7.17% as against 6.91% YoY.

Balance Sheet (Standalone)

₹ in Crore

ASSETS	FY 24	FY 23	FY 22*	EQUITY AND LIABILITIES	FY 24	FY 23	FY 22*
Non-Current Assets				Equity			
Fixed Assets	891.23	581.88	547.41	Equity Share Capital	18.05	18.04	18.02
Other Non Current Assets	67.77	26.94	18.58	Other Equity	3,130.21	2,570.97	2,117.30
Total Non Current Assets	959.00	608.82	565.99	Total Equity	3,148.26	2,589.01	2,135.32
Current Assets				Non-Current Liabilities			
Inventories	1,342.75	1,102.29	1,079.41	Borrowings	-	-	-
Trade Receivables	1,517.87	1,387.79	1,395.53	Other Non Current Liabilities	76.85	63.61	59.06
Cash and Bank Balances	700.37	537.16	360.03	Total Non Current Liabilities	76.85	63.61	59.06
Other Current Assets	136.46	134.08	126.08	Current Liabilities			
Total Current Assets	3,697.45	3,161.32	2,961.05	Short Term Borrowings	134.23	135.26	331.37
Total Assets	4,656.45	3,770.14	3,527.04	Trade Payables	1,007.94	748.12	762.62
				Others - Current Liabilities	289.17	234.14	238.67
				Total Current Liabilities	1,431.34	1,117.52	1,332.66
				Total Equity and Liabilities	4,656.45	3,770.14	3,527.04

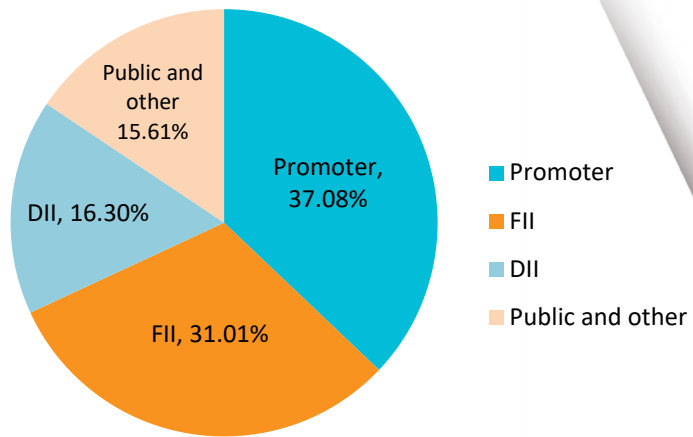
*The Company has changed its accounting policy for valuation of Raw Materials, Finished Goods, Project Materials and Work in Process from First In First Out (FIFO) to moving weighted average cost method w.e.f. 1st April, 2021. In accordance with Ind AS 8, Accounting Policies, Changes in Accounting Estimates and Errors, this change in method of accounting for inventories has been retrospectively applied to all prior periods presented herein.





Shareholding

Shareholding Pattern (as of 31st March, 2024)



Key Institutional Investors (as of 31st March, 2024)

Name of Shareholder	% Holding
Small cap World Fund, INC	3.67%
HSBC Multi Asset Allocation Fund	2.44%
Canara Robecco Mutual Fund A/C Canara Robecco Multi Cap Fund	2.35%
Franklin Build India Fund	1.78%
HDFC Mutual Fund – HDFC Nifty Mid Cap 150 Index Fund	1.27%
Government Pension Fund Global	1.07%
Morgan Stanley Investment Fund Emerging Leaders Equity Fund	1.06%
Goldman Sachs Fund Goldman Sachs India	1.06%
Others	32.61%





KEI

Wires & Cables

PRINCIPAL PARTNER

Our Social Responsibility – Partnering for Community Resilience

2018



घर की ज्योति

2019



जननी ज्योति

2020



शिक्षा ज्योति

2021



जीवन ज्योति

2022



संस्कृत ज्योति

2023



स्वास्थ्य ज्योति



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...Our Social Responsibility - Partnering for Community Resilience

Our CSR initiatives span across several critical areas of human progress, including healthcare, hunger and poverty eradication, education, environmental sustainability and sports promotion.



KEI Wires and Cables organized Swasthya Utsav across various locations in India for electricians and their families. Along with offering free health check-ups and consultations by experienced doctors, KEI facilitated the creation of ABHA Cards for the electricians and their families, integrating them into the healthcare ecosystem.



Notably, every year KEI Wires and Cables organizes a unique and beneficial program as part of the Jyoti Series, which has been running for the past Six years for electricians and their families.



This event marks a crucial step in promoting the well-being of those who often work tirelessly behind the scenes. It is an opportunity to shed light on the importance of health and to empower individuals with knowledge about government initiatives for their welfare.



The Swasthya Utsav witnessed the generation of numerous ABHA Cards, benefiting the associated electricians and their families. To engage the children, several game stalls were organized.



The event inspired everyone to be conscious about their health and encouraged the audience to avail themselves of the benefits of government schemes.



The Swasthya Utsav saw active participation from electricians and their families. On this occasion, the special guest of the program was Mrs. Archana Gupta, Chief Custodian of CSR Initiatives of KEI Wires and Cables., followed by the distribution of Swasthya Utsav Kits.



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Swasthya Utsav focused on these three aspects

- Digital Safety
- Good Touch Bad Touch
- Physical Fitness & Self Empowerment

This year, we integrated all the elements from our past activities of the Jyoti Series and added new ones to give our activity a 360 degree approach.

The target group was directly reached through the Swasthya Utsav events organized by KEI Wires and Cables for electricians and their families, held in multiple locations across India. Along with offering free health check-ups and consultations by experienced doctors, KEI facilitated the creation of ABHA Cards for the electricians and their families, integrating them into the healthcare ecosystem



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Swasthya Utsav - A Skill Development Program to nurture the head, heart and skills of the Kids of Electricians.

Amount spent on CSR

₹ in Crore

Particulars	FY 22	FY23	FY24
Promoting education	1.77	5.61	3.06
Promoting Healthcare Including Preventive Healthcare, Covid Management	2.68	1.62	3.66
Eradicating hunger, poverty and malnutrition	1.60	0.12	2.50
Disaster Management	0.07	-	-
Training to promote rural sports, nationally recognized sports, Paralympic sports and Olympic sports	0.03	0.03	-
Ensuring animal welfare	0.37	0.66	0.33
Ensuring Environmental sustainability	-	0.02	0.11
Empowering Women	-	-	0.10
Protection of cultural heritage	-	-	0.20
Rural Development	-	-	0.13
Total CSR	6.52	8.06	10.09



Committed to provide environmentally safe and socially responsible workplace

Environmental Stewardship Initiatives

- ✓ Renewable Energy Utilisation to lower carbon footprint and reduce GHG emissions
- ✓ Renewable Energy Utilisation to lower carbon footprint and reduce GHG emissions
- ✓ Ensuring environmental preservation by adhering to all compliances
- ✓ Implementing zero discharge facilities and rainwater harvesting across all units.
- ✓ Air Quality Improvement by utilising natural gas for operations and conducting tree plantation drives around facilities to enhance air quality.

Social Commitment

- ✓ Health and safety prioritised for both employees and product users.
- ✓ Ensuring ESG compliance throughout the value chain.
- ✓ ESG-focussed training programmes for employees.

Governance Practices

- ✓ Manufacturing facilities certified with IS 14001:2015, ISO 45001:2018.
- ✓ Top management actively reviews significant ESG aspects





KEI
Wires & Cables

PRINCIPAL PARTNER



*Thank
You*



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