



**SATIA**  
INDUSTRIES  
LIMITED

An ISO 9001, 14001 & 45001 company  
CIN : L21012PB1980PLC004329

Manufacturer of Quality  
Writing, Printing & Speciality  
Paper with ECO MARK  
GST IN : 03AACCS7233A1ZZ  
www.satiagroup.com

IS 1848



SIL/CS

Date: 10.02.2024

The Manager, Listing Department, BSE Limited, Phiroze Jeejeebhoy Towers Dalal Street Mumbai-400001 Scrip Code: 539201	The Manager Listing Department National Stock Exchange of India Ltd Exchange Plaza, Plot no. C/1, G Block, Bandra-Kurla Complex, Bandra (E) Mumbai - 400 051. Symbol: SATIA
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Dear Sir/ Madam,

Pursuant to Regulation 30 read with Para A of Schedule. III of Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulation 2015, Please find enclosed **Investor Presentation February 2024**.

This is for your information and records.

Thanking you,

Yours sincerely,  
For Satia Industries Ltd

(Rakesh Kumar Dhuria)  
Company Secretary



SATIA INDUSTRIES LIMITED  
AN ISO 9001, 14001 & 45001 COMPANY

# Satia Industries Limited

Investor Presentation  
February 2024





# Safe Harbor



*Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Satia Industries Ltd. will not be responsible for any action based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*

# Company Overview

Satia Industries Limited (SIL), located in the District of Muktsar, Punjab, was **incorporated by Dr. Ajay Satia** and commenced its operations in **1984**.

SIL supplies 40%-50% of its production to State textbook boards, with the balance sold in the open market through a pan-India network of **100+ dealers and three branch offices** located in Delhi, Chandigarh & Jaipur with total Employee strength of 2,300+ head counts

SIL has **540 acres of eucalyptus plantations**. Besides, under Project Green, we distributed 1 lac Eucalyptus saplings to farmers for plantation over 1,000 acres under our Social Forestry Initiative.

## Vision

**‘To become a leader in its segment with excellence in all-round performance creating value for all stakeholders of the company, society and the economy.’**



## Mission

**‘To sustain growth with technological upgradation and innovation continuously for achieving cost competitiveness with sustained profitability, excellence in quality and win customer satisfaction and loyalty.’**

SIL is one of India’s **leading Wood and Agro-based paper manufacturers**, with a completely integrated manufacturing setup with 4 paper machines, 100% in-house power generation, soda recovery plant and one of the best effluent treatment facilities in the nation.

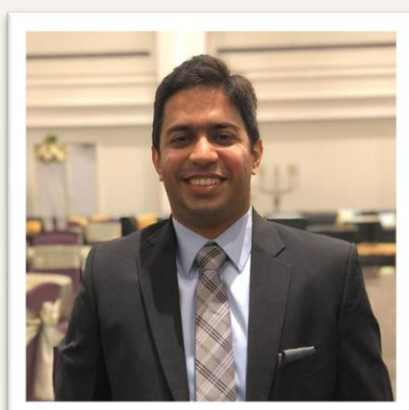
Last year the company added a **4th state of the art paper machinery** to its production facilities with a capacity of 100,000 MTPA. With a **diverse Capex program** to modernize and scale up its capacities, SIL now has a total installed capacity of 2,19,000 MT in FY23.

# Core Leadership Team



**Dr. Ajay Satia**  
Chairman & MD

Dr. Satia is an MBBS. He was the pioneer in setting up this integrated paper mill. Dr. Satia has a passion for work, flair for technology and possesses unparalleled enterprising spirit for expansion and modernization.



**Mr. Chirag Satia**  
Executive Director

He has been the driving force behind new initiatives since he joined in 2015 and looks after Finance, Accounts and Commercial Operations. His enterprising spirit and visionary outlook have added new energy to the workforce.



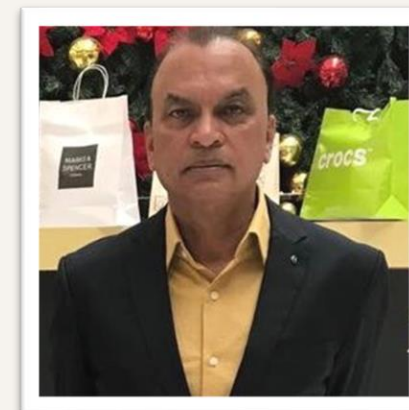
**Mr. RK Bhandari**  
Joint MD

Mr. Bhandari is an MBA. He has been instrumental in marketing, in the formulation & execution of SIL's core business strategies for the last 37 years. He has been instrumental



**Mr. Rachit Nagpal**  
CFO

Mr. Nagpal is a Chartered Accountant by profession and has more than 10 years of experience. He handles treasury management, financial reporting, tax compliances, project financing and budgeting in the Company



**Mr. Hardev Singh**  
Director (Technical)

Mr. Hardev Singh has a rich experience of 35 years. He is key pillar in the company for technical aspects. He has been instrumental in installation of all projects in the company.

# Leadership Reflections



Mr. Chirag Satia  
Executive Director

“The current market landscape remains challenging for the industry, with a significant rise in imports disrupting the supply-demand equilibrium while exacerbating competitive pricing pressures on finished goods. For Q3FY24, we recorded revenues of INR 4,357 million.

Despite these conditions, Satia Industries holds a leverage through our orders from the State Textbook Board, which serves as a buffer against these impacts. A robust order book underpins our revenue projections for Q4FY24.

Satia Industries remains steadfast in its commitment to enhancing operational efficiencies and optimising resource utilisation. Our focus lies in pursuing continuous improvement across all projects within our facilities, to adeptly address challenges. The successful completion of our capex on wood pulping marks a significant achievement for us. Although the facility has commenced operations, we anticipate realising its full advantages in FY25.

Looking ahead, we are ready to leverage our synergies from our strategic initiatives and remain confident in our ability to navigate any external industry challenges. We will strive to deliver value to our shareholders through stable revenues, smart cost management, and strategic investments. We remain optimistic about the future and are excited to witness our trajectory on the back of focused efforts.”

# Journey and Milestones

## 1980-2000



- **1980**  
Incorporation of Satia Industries
- **1984**  
Started production With Paper Machine-1; capacity 4,950 MTPA
- **1989**  
Second Paper Machine-2 installed
- **1993**  
Production Crossed 10,000 MTPA
- **1998**  
Installed Paper Machine-3 and 80 TPD waste pulp

## 2000-2015



- **2002-03**  
Power co-generation plant (5 MW) installed/150 TPD continue digester
- **2006**
  - CRP and power plant 5 MW TG Installed
  - 220 MT agro Pulp mill (unbleached and bleached plant)
- **2011-12**
  - Increased power plant to 23.30 MW.
- **2014-15**
  - 200 TPD continue digester
  - Capacity of Chemical Recovery Plant was enhanced

## 2015-2019



- **2015-16**  
Listing of SIL's Equity Shares on BSE in September 2015
- **2016-17**
  - Additional Power generation of 10.45 MW and New Solar plant of 2.29 MW.
  - 120 TPD Wood pulp Mill
- **2017-2018**
  - Added Solar Capacity of 3.25 MW.
  - Increased PM2 Speed from 400-650 MPM
- **2018-19**  
PM-1 speed increased upgrading from 500 to 700 MPM

## 2019-2021



- **2019-20**
  - Recorded Highest Production of 1,33,191 MT and the capacity of CRP plant increased from 400-650 TPD.
  - Listing of SIL's Equity Shares on NSE in July 2019
- **2020-21**
  - Installation of Multifuel Boiler (cost saving of approx. INR 250 Mn per year)
  - 14 MW turbine
  - Machinery procured for Table Cutlery Segment

## 2021-2025



- **2021-22**
  - Commencement of Commercial Production from Paper Machine 4 with capacity of 1,00,000 tons.
  - Enhancement of Pulping Capacity to 150 TPD

# Strategic and Sustainable Revenue Model



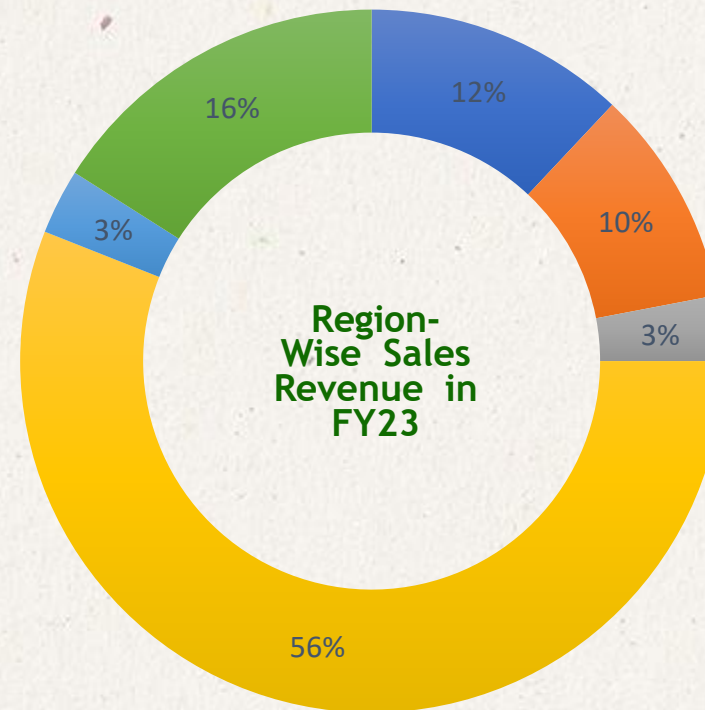
## Supplies to State boards: ~40-50% of Revenues

- SIL supplies High-quality watermark paper to various state boards.
- Consolidated demand from all Text-books boards is approximately 5,00,000 TPA of paper
- By supplying ~50-75k TPA to various state boards, SIL boasts of a major market share in this vertical.
- The State Text-book orders are tender driven businesses, these projects are State government funded under Sarva Shiksha Abhiyaan
- Sales to Textbook boards command higher operating margins compared to open market, attributed to higher GSM and lower finishing loss and higher production.



## Open market supplies: ~50-60% of Revenues

- SIL supplies retail traders through its strong Pan- India distribution network with 100+ dealers and three branch offices in Delhi, Chandigarh & Jaipur.
- Out of total sales from Open Market Supplies, ~5-10% of sale comes from Rajasthan and Delhi in a Direct sale, to end users, and facilitated by the SIL's employees.
- A variety of paper grades are manufactured for this vertical ,i.e. Exercise book paper, Snow white paper, SS Maplitho paper, Ledger paper, Copier paper, Colour printing paper etc.



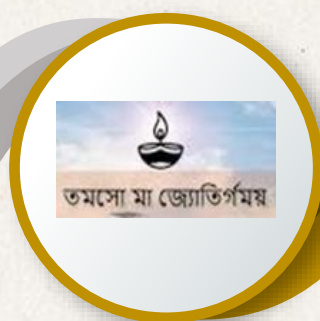
■ CENTRAL 
 ■ EAST 
 ■ EXPORT  
■ NORTH 
 ■ SOUTH 
 ■ WEST



# Marquee Clients



Bal Bharti



Assam State Text Book  
Production & Publication  
Corporation Ltd



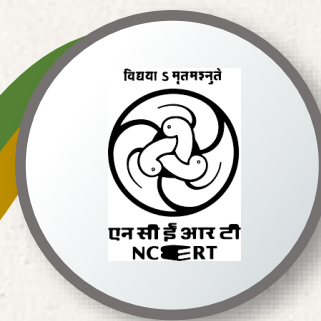
Odisha State Bureau of  
Textbook



Chhattisgarh Pathya  
Pustak Nigam



Rajasthan Raja  
Pathyapustak Mandal



NCERT



Burda Druck India  
Private Limited



West Bengal Text  
Book Corporation  
Ltd



Himachal Pradesh  
Board of School  
Education



Indian Railways



State Election  
Commission (UP)



DAV



# Key Highlights Q3FY24



# Recent Developments



Satia Industries successfully completed the wood pulping modernization capex.



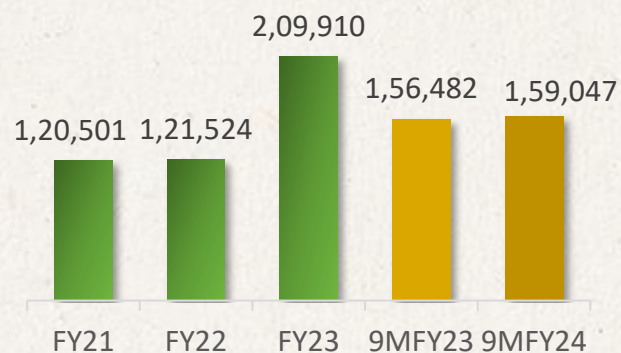
The company has strong orders in hand for Q4FY24.



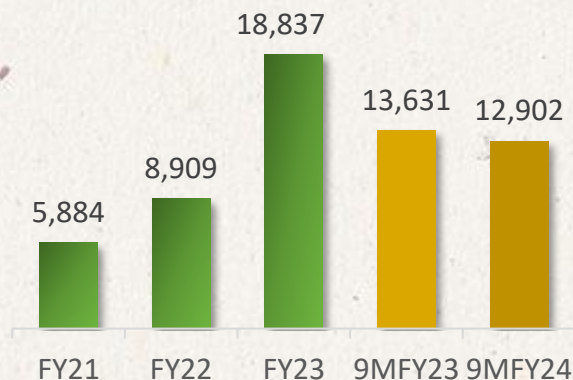
During 9MFY24, the company has prepaid term loans of INR 651 Mn over and above the repayment of INR 664 Mn.

# Key Performance Indicators

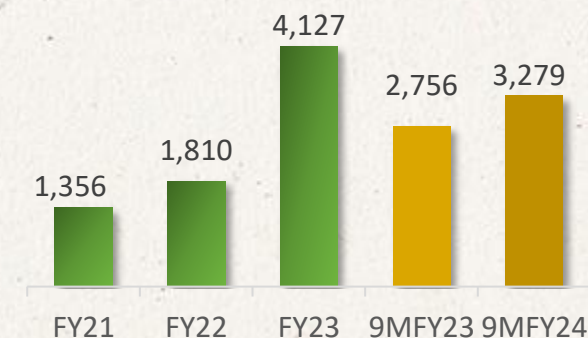
**Volume (MT)**



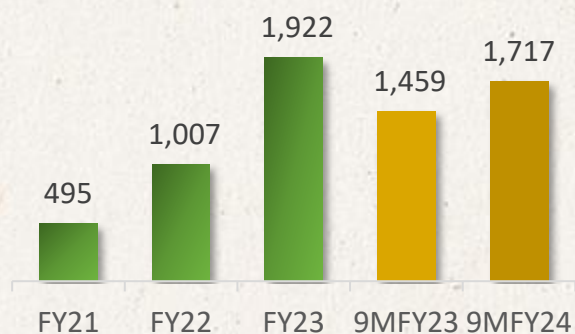
**Income (INR Mn)**



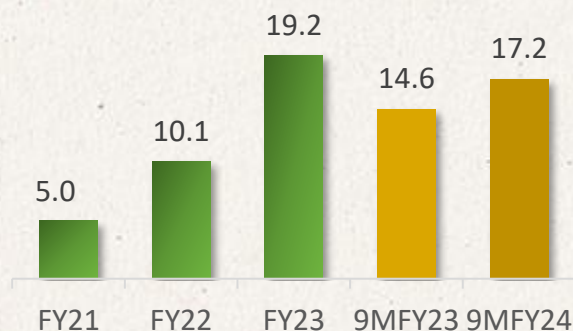
**EBITDA (INR Mn)**



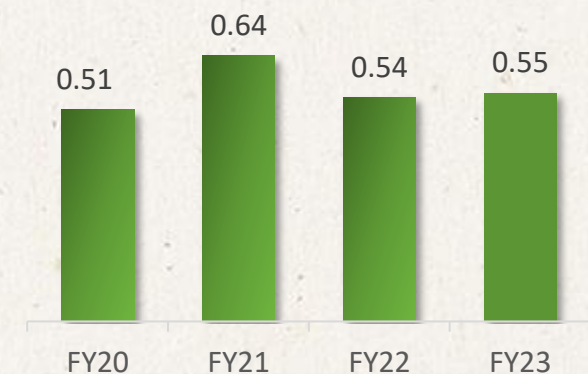
**PAT (INR Mn)**



**EPS (INR)**



**Net Debt:Equity (x)**

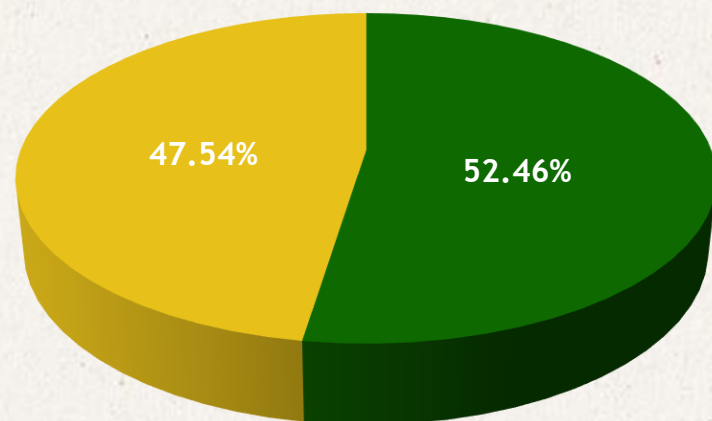


# Financial Statement Highlights

Particulars (INR Mn)	Q3FY24	Q2FY24	QoQ	Q3FY23	YoY	9MFY24	9MFY23	YoY
Revenue from Operations	4,357	3,734	17%	4,868	-10%	12,902	13,631	-5%
Other Income	-24	58	-141%	25	-195%	69	113	-39%
<b>Total Income</b>	<b>4,333</b>	<b>3,792</b>	<b>14%</b>	<b>4,893</b>	<b>-11%</b>	<b>12,971</b>	<b>13,744</b>	<b>-6%</b>
<b>Expenses</b>								
Cost of material consumed	1,911	1,537	24%	2,304	-17%	5,431	6,665	-19%
Purchases of traded goods	26	8	236%	29	-8%	49	206	-76%
Change in inventory of finished goods, stock in trade and work in progress	14	15	-6%	-41	-134%	-2	-68	-97%
Employee Benefit Expenses	293	259	13%	236	24%	798	620	29%
Finance Cost	75	74	2%	85	-11%	227	252	-10%
Depreciation & Amortisation	382	335	14%	325	18%	1,043	948	10%
Other Expenses	1,190	1,051	13%	1,222	-3%	3,346	3,452	-3%
<b>Total Expenses</b>	<b>3,892</b>	<b>3,278</b>	<b>19%</b>	<b>4,160</b>	<b>-6%</b>	<b>10,893</b>	<b>12,075</b>	<b>-10%</b>
<b>Profit before Tax</b>	<b>440</b>	<b>514</b>	<b>-14%</b>	<b>733</b>	<b>-40%</b>	<b>2,078</b>	<b>1,668</b>	<b>25%</b>
Current tax	58	37	59%	120	-51%	409	288	42%
Deferred Tax	-15	-2	591%	-35	-58%	-48	-79	-39%
<b>Profit for the period</b>	<b>396</b>	<b>479</b>	<b>-17%</b>	<b>648</b>	<b>-39%</b>	<b>1,717</b>	<b>1,459</b>	<b>18%</b>
<b>Earnings per share (not annualised)</b>								
Basic and Diluted	4.0	4.8	-17%	6.5	-39%	17.2	14.6	18%

# Capital Market Indicators

### Shareholding as of 31st Dec 2023



■ Promoters & Promoters Group  
■ Public

### Stock Performance





# Thank You

*For further information on the Company,  
please visit [www.satiagroup.com](http://www.satiagroup.com)*



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