



SATIA
INDUSTRIES
LIMITED

An ISO 9001, 14001 &
OHSAS 18001 company

CIN: - L21012PB1980PLC004329

Manufacturer of Quality
Writing, Printing & Speciality
Paper with ECO MARK

IS 1848



SIL/CS

Date: 14.11.2024

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|--|--|
| The Manager Listing Department BSE Limited Phiroze Jeejeebhoy Towers Dalal Street Mumbai-400001 | The Manager, Listing Department, National Stock Exchange of India Ltd, Exchange Plaza, Plot No. C/1, G- Block, Bandra Kurla Complex, Bandra (East), Mumbai-400051 |
| Scrip Code: 539201 | Symbol: SATIA |

Dear Sir/Madam,

Sub: Submission of Investor Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015. Please find enclosed herewith Investor Presentation.

You are requested to kindly take the same on record.

Thanking you

Yours faithfully,

For Satia Industries Limited

(Rakesh Kumar Dhuria)
Company Secretary



SATIA INDUSTRIES LIMITED
AN ISO 9001, 14001 & 45001 COMPANY

Satia Industries Limited

Investor Presentation
September 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, chemical recovery plant and one of the best effluent treatment facilities in the nation.

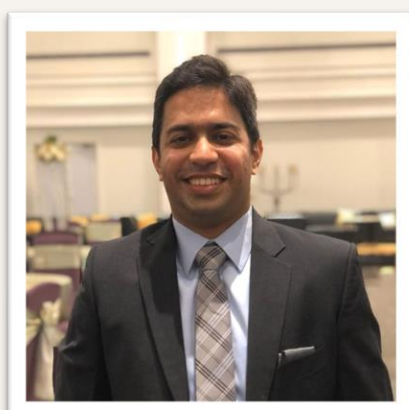
In FY22, the company added a **4th state of the art paper machinery** to its production facilities with a capacity of 100,000 MTPA. With a **diverse Capex program** to modernize and scale up its capacities, SIL now has a total installed capacity of 2,19,000 MT in FY24.

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.



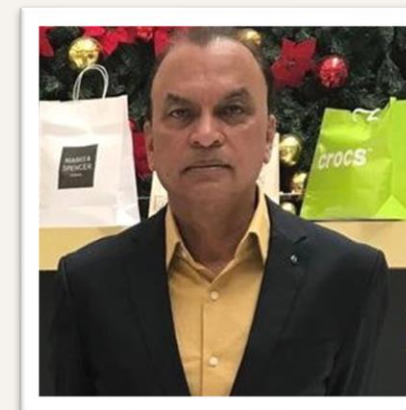
Mr. RK Bhandari
Joint MD

Mr. Bhandari is an MBA with extensive experience in marketing. He has been instrumental in the formulation and execution of SIL's core business strategies for the past 37 years. Additionally, he has fostered strong industry relationships and driven continuous improvement initiatives.



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 Indian paper industry continues to be shaped by contrasting dynamics. On one hand, India remains the fastest-growing paper market globally, with overall demand increasing at an annual rate of 6-7%, driven particularly by the packaging paper and paperboard segment expanding at 8.2% annually. On the other hand, the industry is navigating short-term challenges, including an increase in imports from China and ASEAN countries, contributing to pricing pressures in the domestic market.

Amidst this environment, Satia Industries Limited demonstrated resilience, maintaining steady volumes of 52,192 MT, supported by our strong partnerships with state textbook boards.

While declining realizations impacted financial performance, our disciplined focus on cost control and operational efficiencies helped mitigate some of the pressures. We remain committed to strengthening our financial position through ongoing strategic initiatives, such as the renovation of PM3 and the installation of a Soda Recovery Boiler, which will enhance capacity and operational excellence.

Leveraging our strong industry presence and customer relationships, we are confident in navigating these market dynamics while striving to deliver growth and value to our shareholders.”

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.
 - 200 TPD continue digester
- **2014-15**
 - 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
- **2023-24**
 - Completed the expansion of 75 TPH multi fuel boiler unit

Strategic and Sustainable Revenue Model



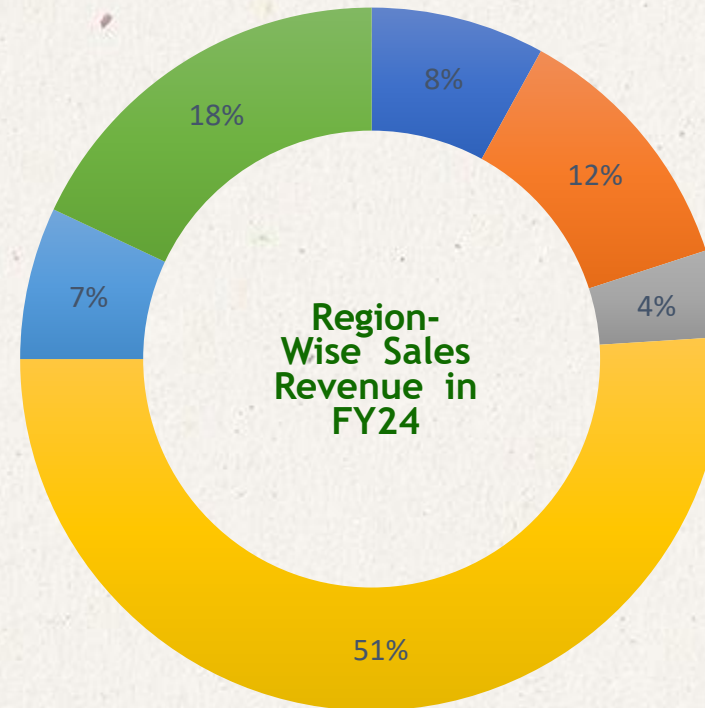
Supplies to State boards: ~40-50% of Revenues

- 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.

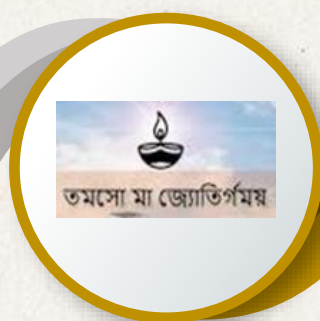


■ CENTRAL
 ■ EAST
 ■ EXPORT
■ NORTH
 ■ SOUTH
 ■ WEST

Marquee Clients



Bal Bharti



Assam State Text Book
Production & Publication
Corporation Ltd



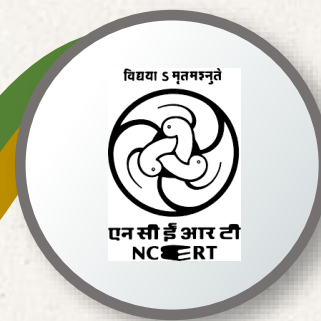
Odisha State Bureau of
Textbook



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 Q2FY25



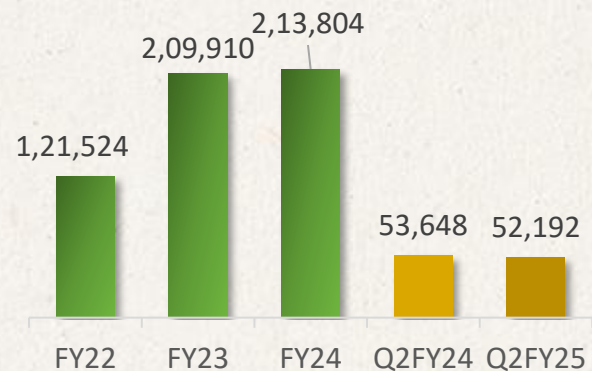
Recent Developments



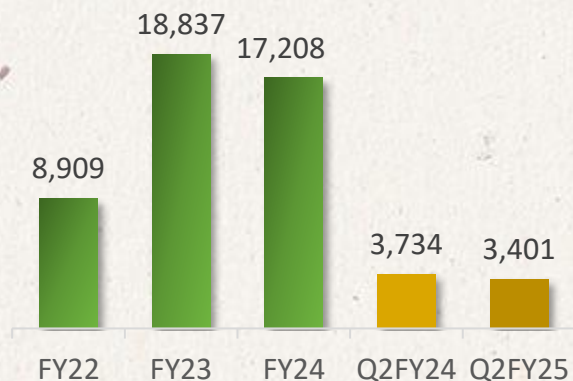
Satia Industries reported a steady volume of 1,05,840 MT for H1FY25, growing 2% YoY.

Key Performance Indicators

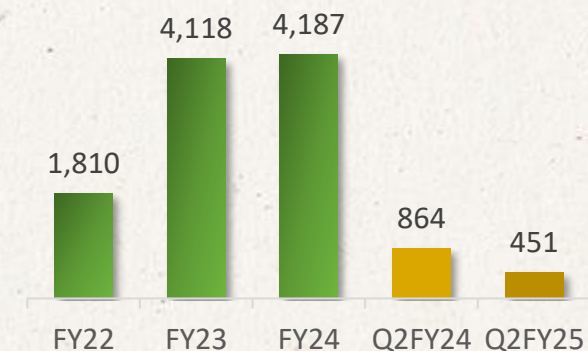
Volume (MT)



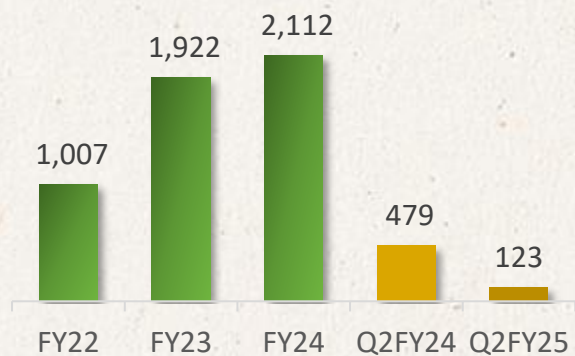
Income (INR Mn)



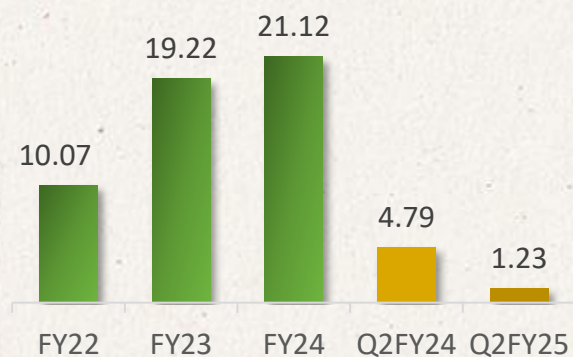
EBITDA (INR Mn)



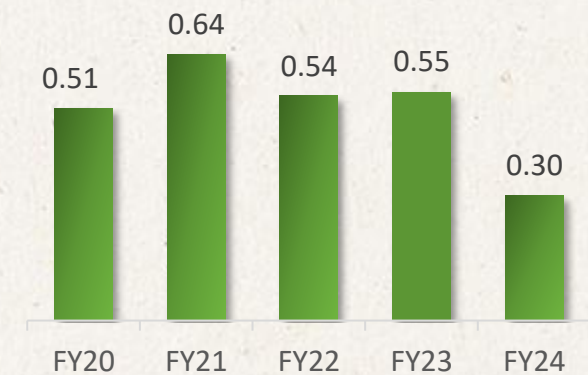
PAT (INR Mn)



EPS (INR)



Net Debt:Equity (x)



Profit and Loss Highlights

| Particulars (INR Mn) | Q2FY25 | Q1FY25 | QoQ | Q2FY24 | YoY | H1FY25 | H1FY24 | YoY |
|--|--------------|--------------|-------------|--------------|-------------|--------------|--------------|-------------|
| Revenue from Operations | 3,401 | 3,994 | -15% | 3,734 | -9% | 7,395 | 8,545 | -13% |
| Other Income | 22 | 38 | -43% | 58 | -63% | 59 | 93 | -36% |
| Total Income | 3,423 | 4,031 | -15% | 3,792 | -10% | 7,454 | 8,638 | -14% |
| Expenses | | | | | | | | |
| Cost of goods sold | 1,628 | 1,633 | 0% | 1,537 | 4% | 3,261 | 3,527 | -8% |
| Employee Benefit Expenses | 278 | 288 | -3% | 259 | 7% | 566 | 505 | 12% |
| Finance Cost | 64 | 66 | -3% | 74 | -13% | 130 | 151 | -14% |
| Depreciation & Amortisation | 396 | 385 | 3% | 335 | 18% | 781 | 661 | 18% |
| Other Expenses | 1,045 | 965 | 8% | 1,051 | -1% | 2,010 | 2,156 | -7% |
| Total Expenses | 3,410 | 3,338 | 2% | 3,278 | 4% | 6,748 | 7,000 | -4% |
| Profit before Tax | 13 | 694 | -98% | 514 | -98% | 706 | 1,638 | -57% |
| Total tax | -111 | 183 | -161% | 37 | -420% | 72 | 317 | -77% |
| Profit for the period | 123 | 511 | -76% | 479 | -74% | 634 | 1,321 | -52% |
| Earnings per share (not annualised) | | | | | | | | |
| Basic and Diluted | 1.23 | 5.11 | -76% | 4.79 | -74% | 6.34 | 13.21 | -52% |

Balance Sheet Highlights

ASSETS

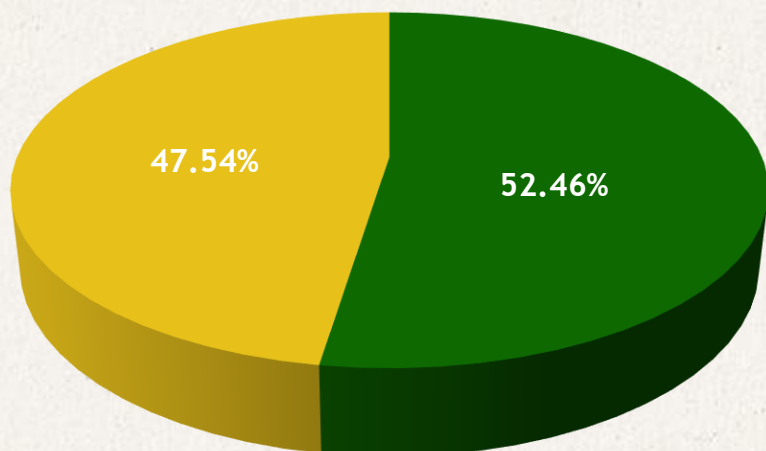
| Particulars (INR Mn) | FY24 | H1FY25 |
|---|---------------|---------------|
| Fixed Assets | | |
| Tangible Assets | 8,365 | 7,778 |
| Right of Use Assets | 167 | 170 |
| Intangible Assets | 18 | 15 |
| Capital Work in Progress | 161 | 251 |
| Total Fixed Assets | 8,711 | 8,215 |
| Non-Current Investment & Other Financial Assets | 7 | 266 |
| Loans | - | - |
| Deferred Tax & Other Tax Assets | 367 | 419 |
| Other Non-Current Assets | 541 | 649 |
| Total Non-Current Assets | 9,627 | 9,547 |
| Current Assets | | |
| Inventories | 1,748 | 1,795 |
| Biological Assets other than bearer plants | 473 | 477 |
| Trade Receivable | 1,631 | 1,697 |
| Cash & Cash Equivalent | 3 | 4 |
| Bank Balances | 199 | 522 |
| Other Financial Assets | 30 | 25 |
| Current Tax Assets | - | 31 |
| Other Current Assets | 334 | 381 |
| Total Current Assets | 4,418 | 4,932 |
| Total Assets | 14,045 | 14,479 |

LIABILITIES

| Particulars (INR Mn) | FY24 | H1FY25 |
|------------------------------------|---------------|---------------|
| Shareholders Fund | | |
| Share Capital | 100 | 100 |
| Reserves and Surplus | 9,223 | 9,846 |
| Total Shareholders Fund | 9,323 | 9,946 |
| Non Current Liabilities | | |
| Long Term Borrowings | 1,555 | 988 |
| Other Financial Liabilities | 484 | 495 |
| Other Long Term Liabilities | 1 | 1 |
| Long Term Provision | 124 | 130 |
| Deferred Tax Liabilities | - | - |
| Total Non Current Liability | 2,165 | 1,614 |
| Current Liabilities | | |
| Short Term Borrowings | 1,451 | 1,866 |
| Trade Payable | 641 | 687 |
| Lease Liability | 49 | 48 |
| Other Current Liabilities | 128 | 71 |
| Other Financial Liabilities | 227 | 234 |
| Short Term Provision | 13 | 13 |
| Current Tax Liabilities | 49 | - |
| Total Current Liabilities | 2,557 | 2,918 |
| Total Liabilities | 14,045 | 14,479 |

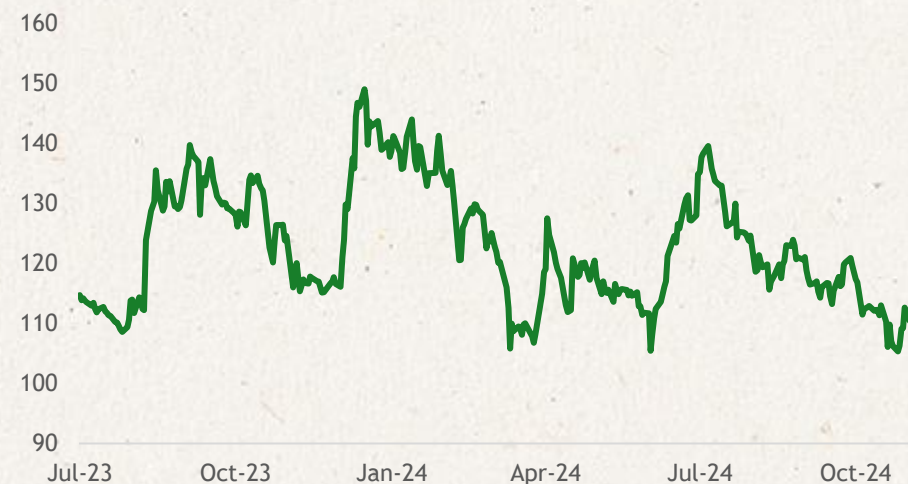
Capital Market Indicators

Shareholding as of 30th September 2024



■ Promoters & Promoters Group ■ Public

Stock Performance





Thank You

*For further information on the Company,
please visit www.satiagroup.com*



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