



**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: 11.02.2025

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

Digitally signed by  
RAKESH KUMAR  
DHURIA  
Date: 2025.02.11  
15:36:39 +05'30'

**(Rakesh Kumar Dhuria)**  
Company Secretary



SATIA INDUSTRIES LIMITED  
AN ISO 9001, 14001 & 45001 COMPANY

# Satia Industries Limited

Investor Presentation  
February 2025







# 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 its production to State textbook boards and 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 2,600+ 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 Writing and Printing 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 over 2,00,000 MTPA.



# 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 38 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 11 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 36 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 continued to face headwinds this quarter, with demand remaining soft and prices under pressure. Increased imports from China and other ASEAN countries have further intensified competition. Despite these challenges we are still carrying a healthy order book for over one month production.”*

*Margins were negatively affected by lower prices though market has slightly started looking up with seasonal demand and with slight improvement in prices coupled with reduced fuel cost, we anticipate a sequential improvement in market conditions in Q4FY25.*

*PM3 renovation project is progressing smoothly and is likely to be completed in the next financial year and is expected to increase production capacity once completed. New soda recovery boiler project is also underway to introduce latest technology and efficiency in the Soda recovery operations.*

*Our cutlery business is going smooth and we plan to add 10 more Moulding machines in addition to existing 4 machines. New capacity is likely to be commissioned by the end this financial year. We hope to contribute towards environment protection by providing a viable alternative solution to use of plastic.”*



# 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
- **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.
- **2017-2018**
  - 120 TPD Wood pulp Mill
  - Added Solar Capacity of 3.25 MW.
- **2018-19**
  - 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



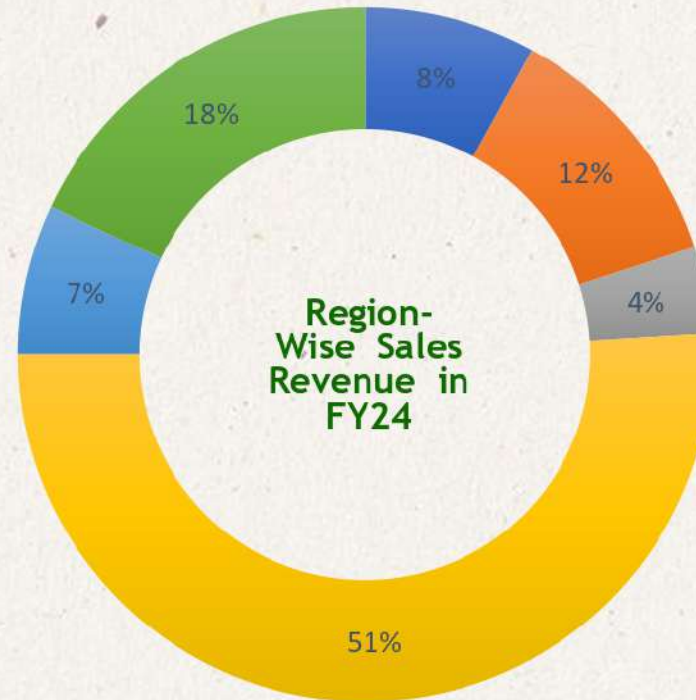
## Supplies to State boards

- 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



## Open market supplies

- 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 Rajya  
Pathyapustak Mandal



NCERT



Burda Druck India  
Private Limited



West Bengal Text  
Book Corporation  
Ltd



Himachal Pradesh  
Board of School  
Education



Indian Railways



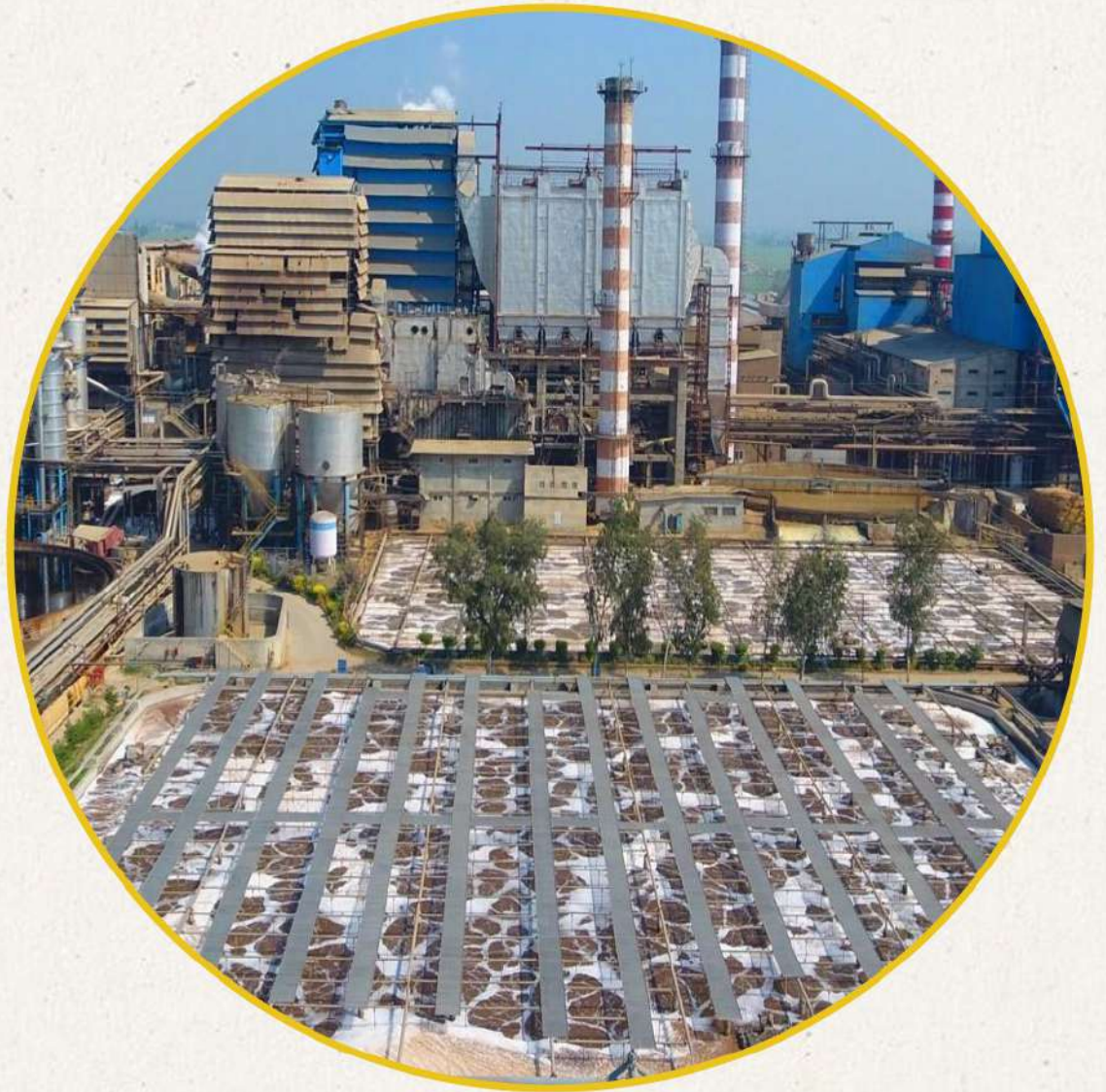
State Election  
Commission (UP)



DAV



# Key Highlights Q3FY25





# Recent Developments



Satia Industries reported a steady volume growth of 1.4% YoY for 9MFY25.

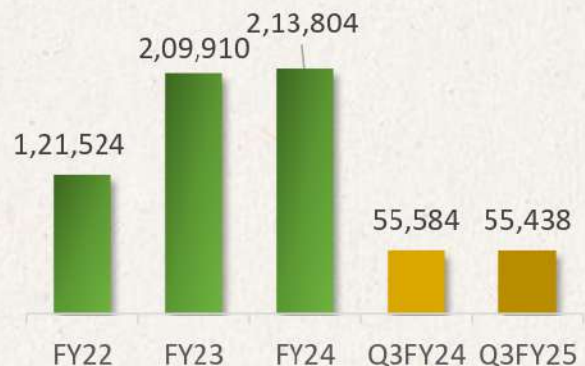


With the multiple fuel power boiler now fully operational, we are realizing substantial savings in fuel cost.



# Key Performance Indicators

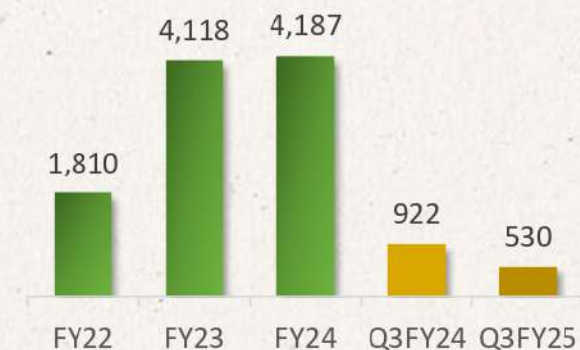
Volume (MT)



Income (INR Mn)



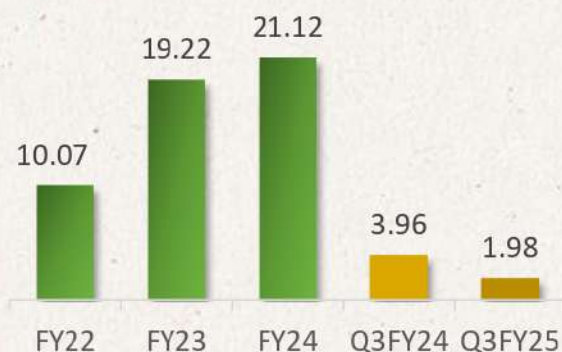
EBITDA (INR Mn)



PAT (INR Mn)



EPS (INR)



Net Debt:Equity (x)





# Profit and Loss Highlights

Particulars (INR Mn)	Q3FY25	Q2FY25	QoQ	Q3FY24	YoY	9MFY25	9MFY24	YoY
Revenue from Operations	3,758	3,401	10%	4,357	-14%	11,153	12,902	-14%
Other Income	60	22	177%	-24	-349%	119	69	73%
<b>Total Income</b>	<b>3,818</b>	<b>3,423</b>	<b>12%</b>	<b>4,333</b>	<b>-12%</b>	<b>11,272</b>	<b>12,971</b>	<b>-13%</b>
<b>Expenses</b>								
Cost of goods sold	1,911	1,628	17%	1,951	-2%	5,172	5,478	-6%
Employee Benefit Expenses	297	278	7%	293	1%	863	798	8%
Finance Cost	62	64	-3%	75	-18%	192	227	-15%
Depreciation & Amortisation	400	396	1%	382	5%	1,181	1,043	13%
Other Expenses	1,020	1,045	-2%	1,190	-14%	3,031	3,346	-9%
<b>Total Expenses</b>	<b>3,691</b>	<b>3,410</b>	<b>8%</b>	<b>3,892</b>	<b>-5%</b>	<b>10,439</b>	<b>10,893</b>	<b>-4%</b>
<b>Profit before Tax</b>	<b>128</b>	<b>13</b>	<b>918%</b>	<b>440</b>	<b>-71%</b>	<b>834</b>	<b>2,078</b>	<b>-60%</b>
Total tax	-70	-111	-36%	44	-261%	2	361	-100%
<b>Profit for the period</b>	<b>198</b>	<b>123</b>	<b>61%</b>	<b>396</b>	<b>-50%</b>	<b>832</b>	<b>1,717</b>	<b>-52%</b>
<b>Earnings per share (not annualised)</b>								
Basic and Diluted	1.98	1.23	61%	3.96	-50%	8.32	17.17	-52%





# Thank You

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



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**EY**

Building a better  
working world

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