



An **RPG** Group Company



Q1 FY20 – Investor Presentation | 1st August, 2019

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Section 2: Business Overview

Section 1: RPG Group Overview





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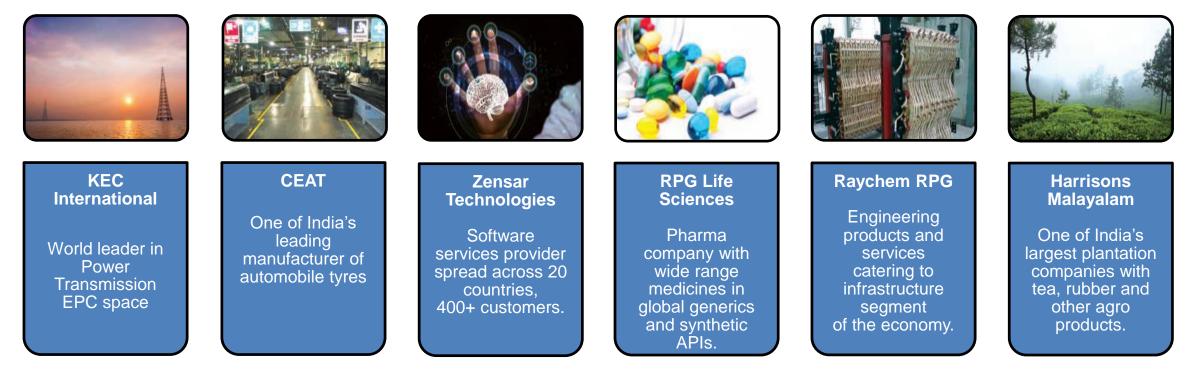
Section 1: RPG Group Overview



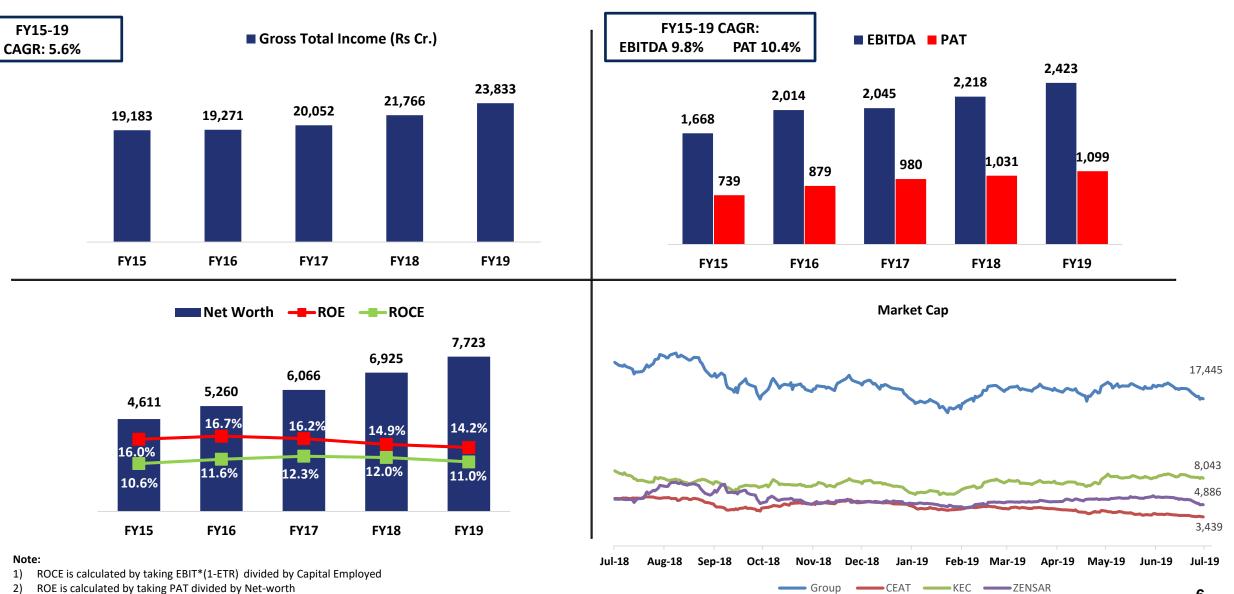
CEAT RPG Group: Powered by Passion, Driven by Ethics

UNLEASH**TALENT** TOUCH**LIVES** OUT**PERFORM** AND©

RPG Enterprises was founded in 1979. The group currently operates in various industries - Infrastructure, Technology, Life Sciences, Plantations and Tyre Manufacturing. The group has a history of business dating back to 1820 AD in banking, textiles, jute and tea. The Group grew in size and strength with several acquisitions in the 1980s and 1990s. CEAT became a part of the RPG Group in 1982, which is now one of India's fastest growing conglomerates with 2000+ employees, presence in 100+ countries and annual gross revenues of over \$3 Bn.



CEVL **RPG Group: Key Financials**



2) Market Cap updated till 26th July 2019 3)

1)







Section 2: Business Overview

CEAT Board of Directors





Harsh Vardhan Goenka Chairman, Non Executive Director



Pierre E. Cohade Non Executive Non Independent Director



Anant Goenka Managing Director



Haigreve Khaitan Non Executive Independent Director



Arnab Banerjee COO and Whole Time Director



Atul C. Choksey Non Executive Independent Director



Mahesh S. Gupta Non Executive Independent Director



Paras K. Chowdhary Non Executive Independent Director



Vinay Bansal Non Executive Independent Director



Punita Lal Non Executive Independent Director



Ranjit Pandit Non Executive Independent Director

CEAT Leadership Team



Anant Goenka



Managing Director

Kumar Subbiah



Chief Financial Officer

Arnab Banerjee



Chief Operating Officer

Milind Apte



Senior Vice President – Human Resources

Tom Thomas



Executive Director – Projects & Chief Mentor Technology

Dilip Modak



Senior Vice President – Manufacturing

Vijay Gambhire



Managing Director – CEAT Specialty, Senior Vice President – QBM

Peter Becker



Senior Vice President – R&D and Technology





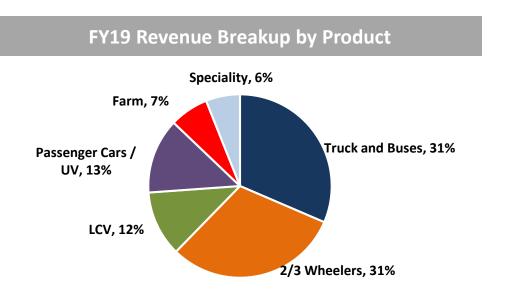
India's leading tyre company with over 50 yrs of presence

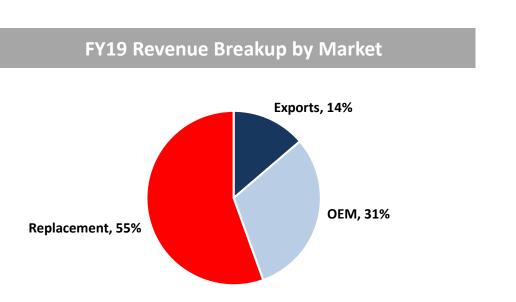
Distribution Network : **4,500+** dealers, **500+** exclusive CEAT franchisees

6 Manufacturing facilities - Bhandup, Nasik, Halol, Nagpur, Ambernath & Sri Lanka

100+ countries where products are sold with strong brand recall

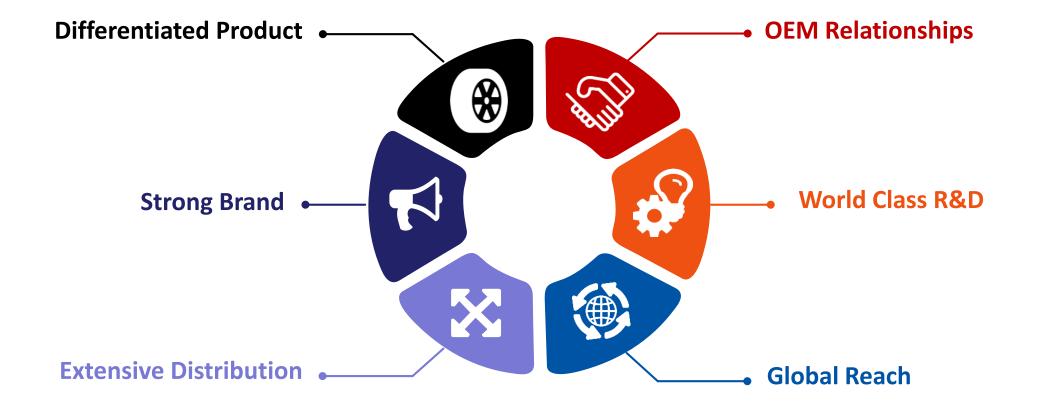
#No 1 player in Sri Lanka in terms of market share







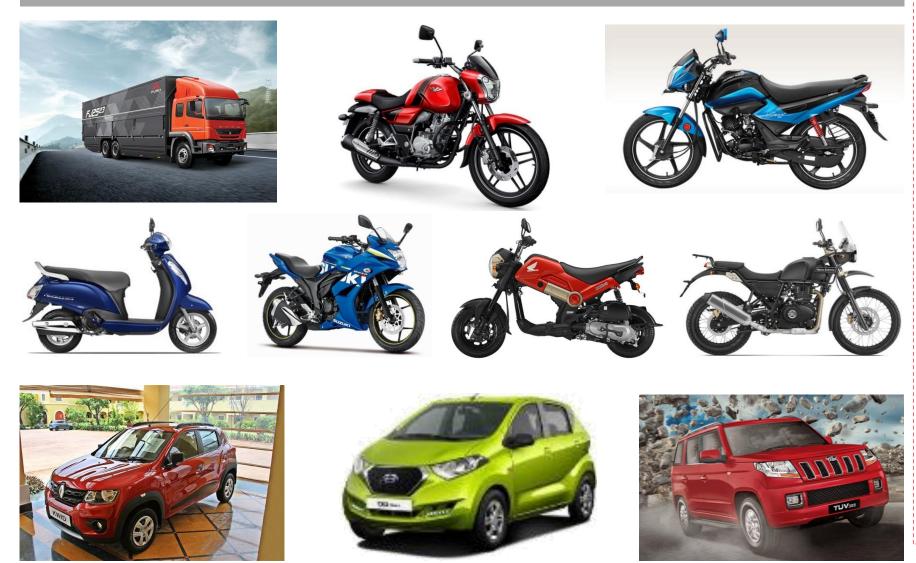




CEAT Differentiated Products



New Entries and Supplier to OEM's



Key developments

 Focus on OEM, recent entries in new models – Himalayan ABS (Royal Enfield), The Ace Deluxe – Cleveland Cycleworks, Hyundai New Santro, Hero Destini, Royal Enfield Classic ABS, Royal Enfield Bullet Trails, Okinawa i-Praise, eSpa Scooter, Maruti Suzuki New Alto, Hyundai Venue, Hero XPulse 200

- Recent entries into OEM's existing models – Bajaj Pulsar 160, Tata Motors TBR, AL Partner LCV, Escort Tractors, Wagon R, Zylo, Daimler Truck Radials, Suzuki Gixxer, RE Classic, Yamaha FZ, Volvo, Mahindra Bolero Pick Up, JBM CNG Bus
- Platforms like Fuelsmart, Gripp, Mileage X3, SecuraDrive etc.





Another innings of CEAT Cricket Rating Awards



Continued association with IPL



Associate Sponsor of ICC World Cup on Hotstar





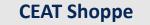
CEAT strengthened its association with Hyundai with the launch of new CSUV 'Venue

Maruti Suzuki's New Alto Rolls out on CEAT Fuelsmarrt











Shop in Shop (SIS)



Multi Brand Outlet



CEAT Bike Shoppe









TATA Motors	Ashok Leyland	VECV	Escorts	AMW TAFE
Mahindra	Daimler	Eicher	SML Isuzu	JBM Group
Maruti Suzuki	TATA Motors	s Mah	indra Hy	undai Renault
Force Motors	Datsun	Skoda	Volkswagen	Peugeot
Honda Roya	l Enfield Bajaj	Yamaha	Suzuki H	ero Hero Electric







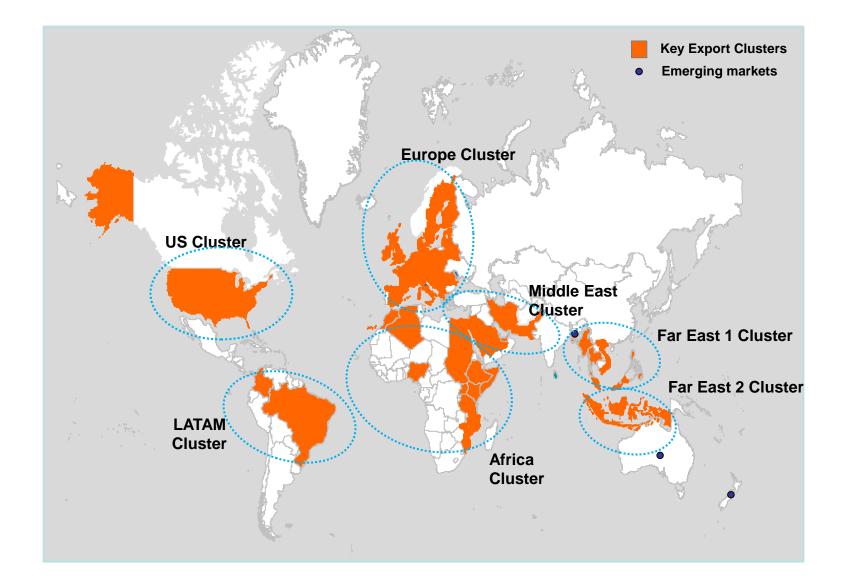
State-of-the-Art R&D Center, Halol

R&D Office, Germany

- Significant investment on tyre testing infrastructure like Anechoic Chamber, Flat Track Test Machine
- Focus on upcoming technologies like Electric Vehicle, Sustainability and Smart Tyres

CEAT Expanding Global Reach





- Exports to 90+ Countries in 7 clusters
- Sri Lanka: Manufacturing facility and Leadership position in the market and with 50+% market share

 Focused product and distribution strategy for select clusters and countries





Section 3: Operational & Financial Overview





Recognition for CEAT



CEAT awarded as the **Best Investor Relations** team for the second year in a row by IR Magazine and Forum

OEM Model Entry



Maruti Suzuki's New Alto



Hyundai Venue



Hero XPulse 200

Q1 FY20 v/s Q4 FY19 (Q-o-Q)

Net revenue from operations declined by 0.5% at INR

1,752 Crs from INR 1,760 Crs

- Gross margin marginally expanded to 39.5% from 39.3%
- EBITDA stood at INR 172 Crs compared to INR 166 Crs; margins at 9.8% from 9.4%
- PAT stood at INR 82 Crs compared to INR 64 Crs
- Debt / equity at 0.57x compared to 0.54x

Q1 FY20 v/s Q1 FY19 (Y-o-Y)

Net revenue from operations increased by 1.7% at INR

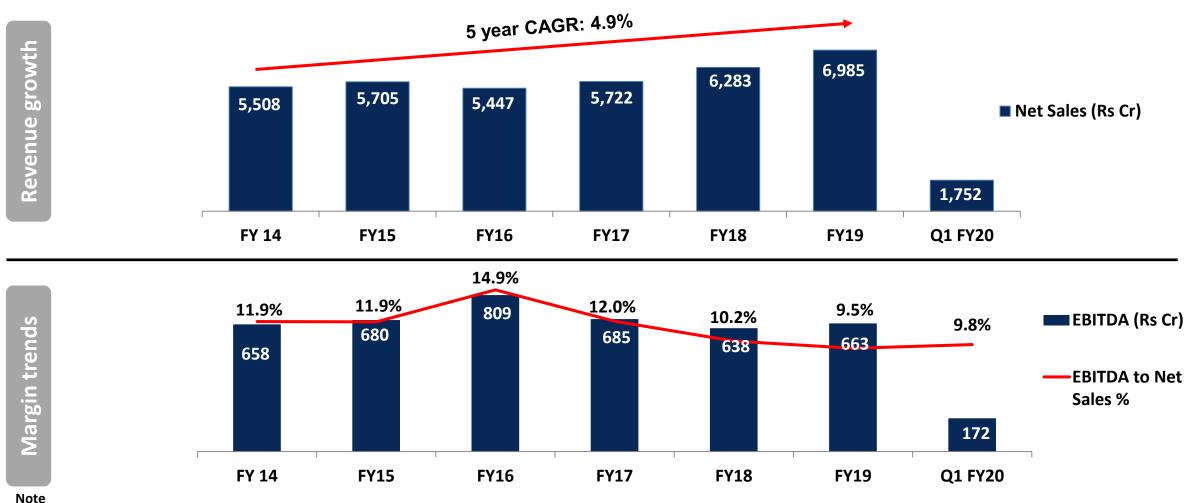
1,752 Crs from INR 1,722 Crs

- Gross margin contracted to 39.5% from 39.9%
- EBITDA stood at INR 172 Crs compared to INR 181 Crs;

margins at 9.8% from 10.5%

- PAT stood at INR 82 Crs compared to INR 71 Crs
- Debt / equity at 0.57x compared to 0.28x

CEVL **Consolidated:** Financial Trends



FY16 onwards the figures are per IND AS; Other financial figures are as per IGAAP as published in previous periods

FY16 onwards the Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method

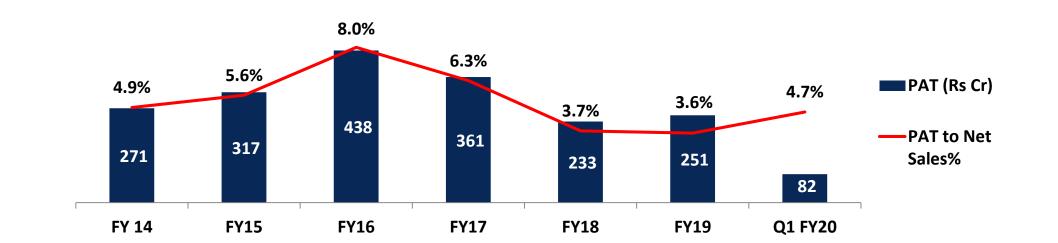
FY16 onwards the EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non- operating income



CEAT Consolidated: Financial Trends

PAT trends



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CEAT Consolidated: Q1 FY20 Financials

				All fig	gures in INR Cr
Parameter	Q1 FY19	Q4 FY19	Q1 FY20	QoQ	ΥοΥ
Net Revenue from operations	1,722	1,760	1,752	0%	2%
Raw Material	1,035	1,069	1,060	-1%	2%
Gross margin	687	691	693	0%	1%
Gross margin %	39.9%	39.3%	39.5%	26 bps	-37 bps
Employee Cost	119	128	134	5%	13%
Other Expenses	392	401	391	-3%	0%
EBITDA	181	166	172	4%	-5%
EBITDA %	10.5%	9.4%	9.8%	43 bps	-65 bps
Finance Cost	20	27	35	30%	71%
Depreciation	46	51	64	27%	40%
Operating PBT	114	88	73	-17%	-36%
Exceptional expense	2	41	1	-99%	-74%
Non-Operating income	4	31	12	-61%	226%
РВТ	116	78	84	8%	-27%
РАТ	71	64	82	28%	15%

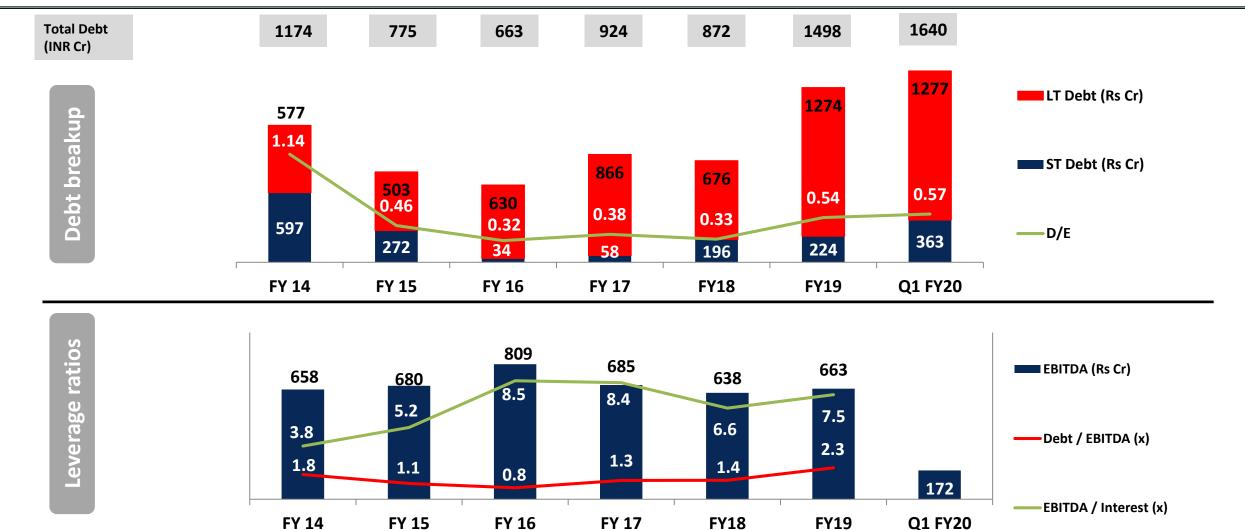
Notes

Figures are as per IND AS

Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non- operating income

CEAT Consolidated: Leverage / coverage Profile



Note

FY16 onwards the figures are per IND AS; Other financial figures are as per IGAAP as published in previous periods

Company's investment in Sri Lanka JV is accounted using Equity method under IND AS which was earlier consolidated using proportionate consolidation method

EBITDA includes profit from Sri Lanka JV; EBITDA does not include Non- operating income

For debt break-up, we have reclassified Current Maturities of Long Term Debt under Long Term debt





CEAT Standalone: Q1 FY20 Financials

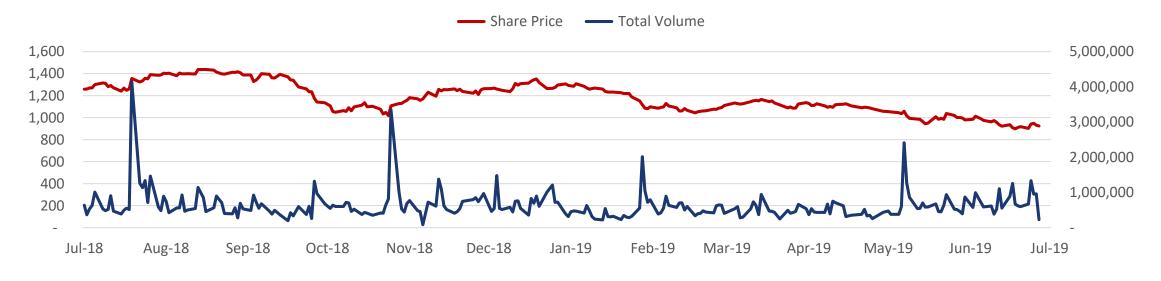
All figures in IN				jigures in ink Cr	
Parameter	Q1 FY19	Q4 FY19	Q1 FY20	QoQ	YoY
Net Revenue from operations	1,689	1,717	1,704	-1%	1%
Raw Material	1,028	1,053	1,047	-1%	2%
Gross margin	661	665	656	-1%	-1%
Gross margin %	39.1%	38.7%	38.5%	-18 bps	-62 bps
Employee Cost	110	119	124	5%	12%
Other Expenses	377	380	371	-2%	-1%
EBITDA	174	166	161	-3%	-8%
EBITDA %	10.3%	9.7%	9.4%	-24 bps	-87 bps
Finance Cost	15	21	30	43%	97%
Depreciation	41	46	59	29%	44%
Operating PBT	118	99	72	-28%	-39%
Exceptional expense	2	40	1	-98%	-74%
Non-Operating income	6	32	15	-54%	165%
РВТ	121	92	86	-7%	-29%
РАТ	78	78	87	12%	12%

All figures in INR Cr

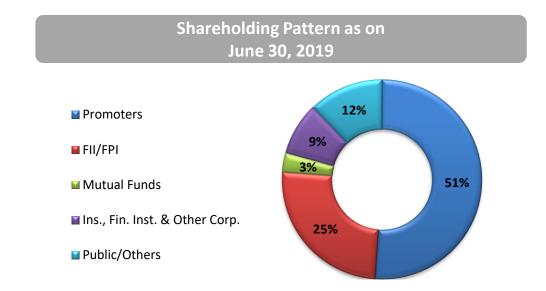
Notes

Financials are as per IND AS EBITDA does not include Non- operating income

CEAT Equity Shareholding & Price trends



Source : Capitaline. The above data is updated till 28th June 2019



Market Information

- Market Price (June 28th): INR 923.8/share
- Face Value : INR 10/share
- Market Cap (June 28th): INR 3,737 Cr



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