





Q2 FY20 – Investor Presentation | 22nd October, 2019

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Section 2: Business Overview

Section 1: RPG Group Overview





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8-17

19-26





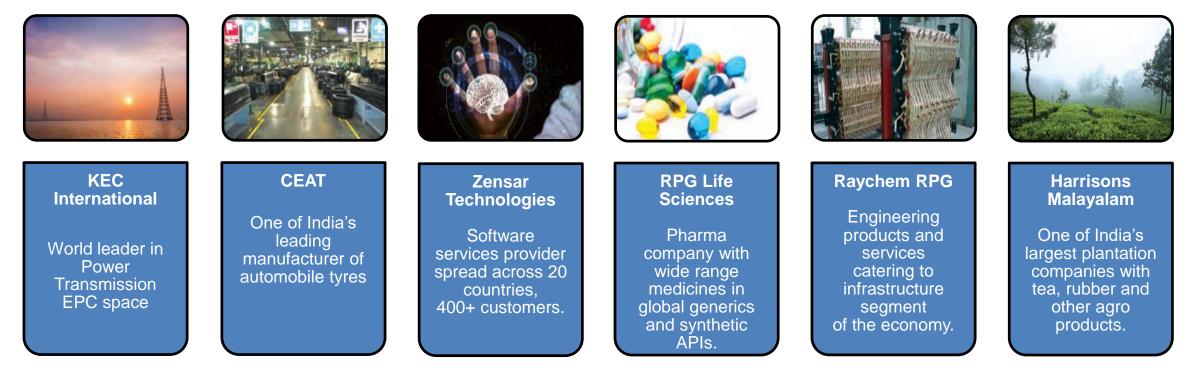
Section 1: RPG Group Overview



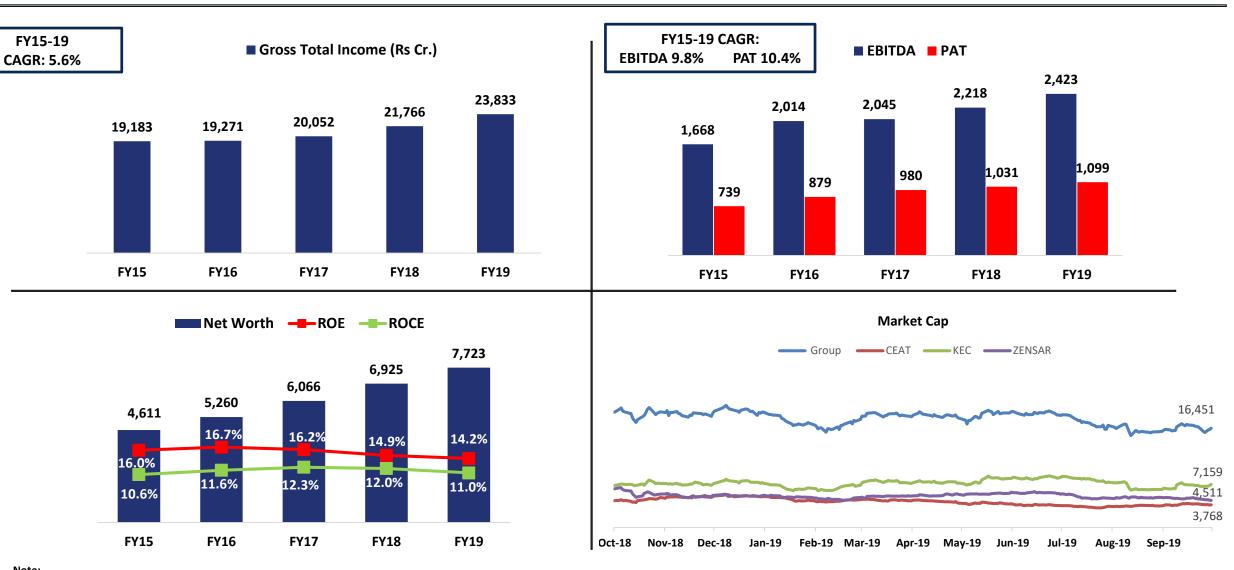
CEAT RPG Group: Powered by Passion, Driven by Ethics

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**



Note:

FY15-19

- ROCE is calculated by taking EBIT*(1-ETR) divided by Capital Employed 1)
- ROE is calculated by taking PAT divided by Net-worth 2)
- Market Cap updated till 11th Oct 2019 3)







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





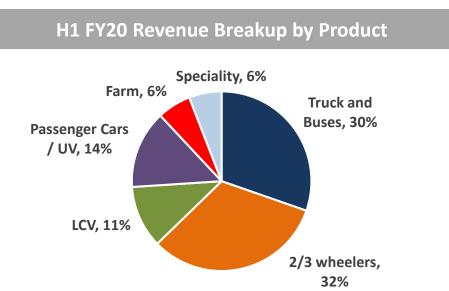
India's leading tyre company with over **50** yrs of presence

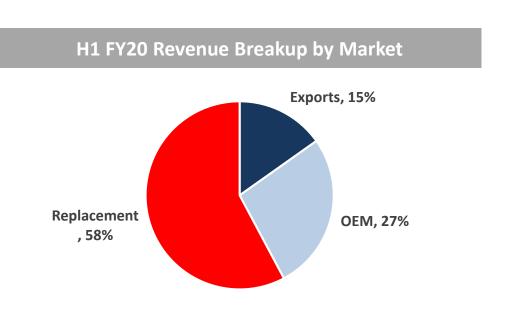
Distribution Network : **4,500+** dealers, **500+** exclusive CEAT franchisees

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

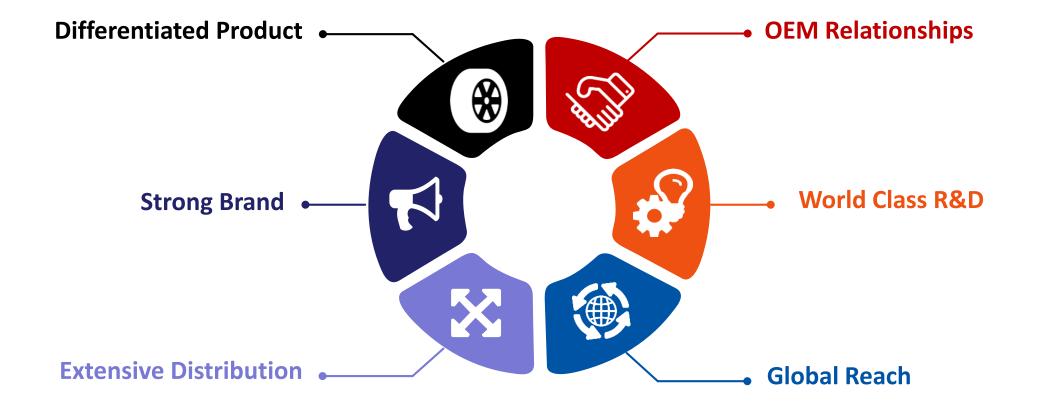




Note : Consolidated revenue breakup



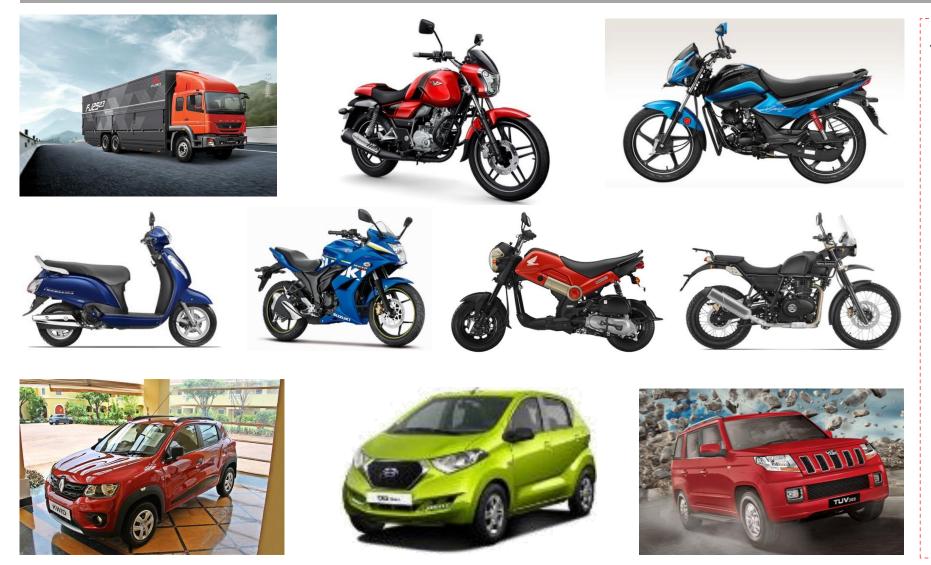




CEAT 1 Differentiated Products



New Entries and Supplier to OEM's



Key developments

- Focus on OEM, recent entries in new models – Royal Enfield
 Classic ABS, Royal Enfield Bullet
 Trails, Okinawa i-Praise, eSpa
 Scooter, Maruti Suzuki New Alto,
 Hyundai Venue, Hero XPulse 200,
 New Pulsar 125, New Suzuki
 Access 125, Renault Triber,
 Hyundai i10 Nios, Maruti S
 Presso, Kwid Refresh
- Recent entries into OEM's existing models – Suzuki Gixxer, RE Classic, Yamaha FZ, Volvo, Mahindra Bolero Pick Up, JBM CNG Bus, Mahindra Scorpio S3, Honda Bikes till 125 CC, Yamaha FZ 150 CC, Suzuki Gixxer 150 CC
- **Platforms** like Fuelsmart, Gripp, Mileage X3, SecuraDrive etc.

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CEAT welcomed Shreyas lyer

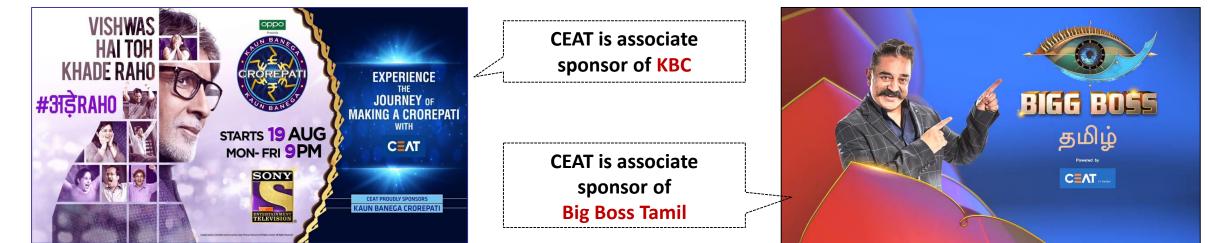


CEAT's innovative Exchange Offer on any old bike tyres



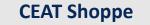
Opening pair of India's Test Cricket team donning CEAT bats













Shop in Shop (SIS)



Multi Brand Outlet



CEAT Bike Shoppe









TATA Motors Ashok Leyland		VECV	Escorts AMV	V TAFE
Mahindra	Daimler	Eicher	SML Isuzu	JBM Group
Maruti Suzuki	TATA Motors	Mahindra	Renault Hyunda	ai KIA
Force Motors		Peugeot	Volkswagen	Morris Garage
Honda Roya	Enfield Bajaj	Yamaha	Suzuki Hero	Hero Electric
Piaggio LM	IL Tork Tu	ınwal Oki	nawa Scooters	Kawasaki







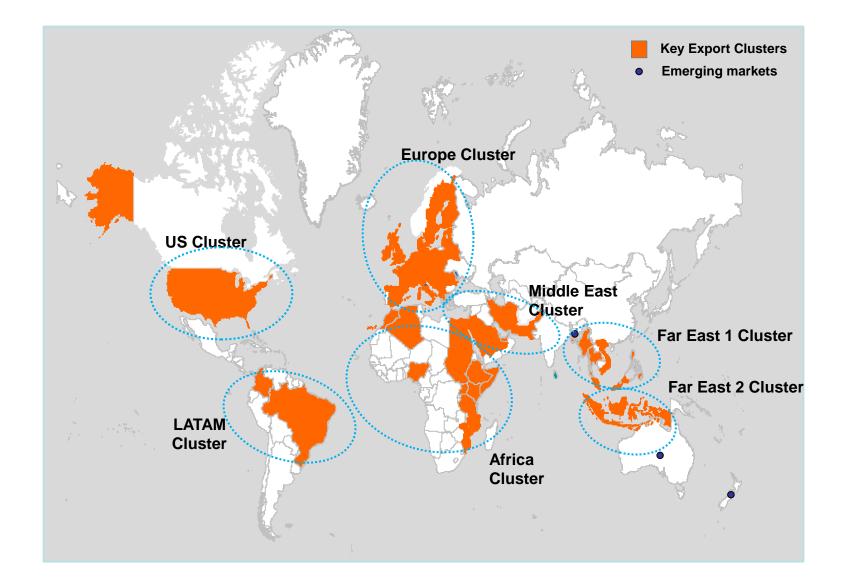
State-of-the-Art R&D Center, Halol

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





Product Launch and Customer Day

CEAT launched X3 Truck tyres range across India



CEAT celebrated its pan India Customer Day



OEM Model Entry



New Pulsar 125



New Suzuki Access 125



Renault Triber



Hyundai Grand i10 Nios

Q2 FY20 v/s Q1 FY20 (Q-o-Q)

Net revenue from operations declined by 3.5% at INR

1,692 Crs from INR 1,752 Crs

- Gross margin expanded to 41.1% from 39.5%
- EBITDA stood at INR 175 Crs compared to INR 172 Crs; margins at 10.4% from 9.8%
- PAT stood at INR 44 Crs compared to INR 82 Crs
- Debt / equity at 0.64x compared to 0.57x

Q2 FY20 v/s Q2 FY19 (Y-o-Y)

Net revenue from operations declined by 4.6% at INR

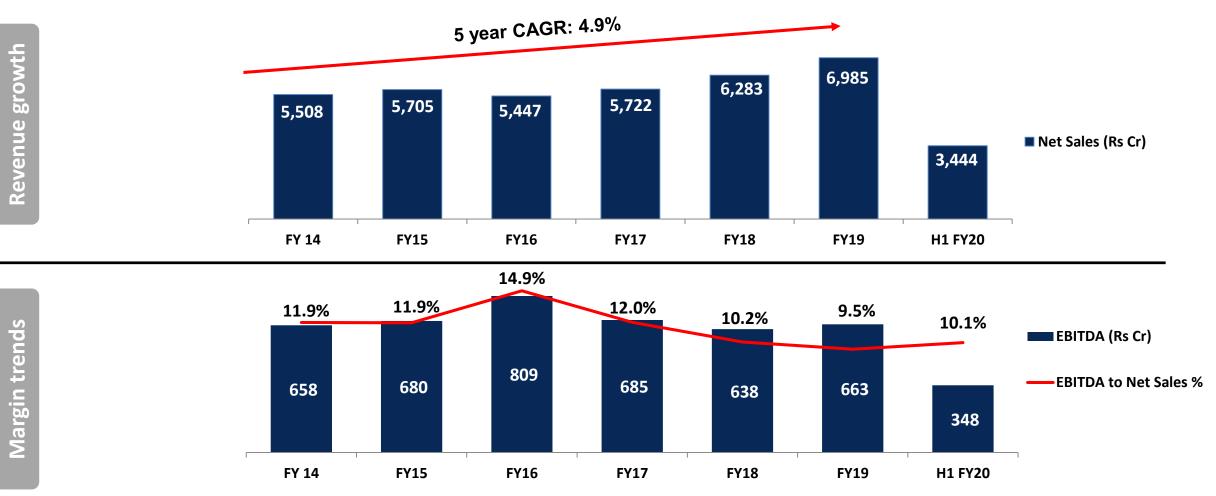
1,692 Crs from INR 1,772 Crs

- Gross margin expanded to 41.1% from 39.9%
- EBITDA stood at INR 175 Crs compared to INR 165 Crs;

margins at 10.4% from 9.3%

- PAT stood at INR 44 Crs compared to INR 63 Crs
- Debt / equity at 0.64x compared to 0.34x

CEAT Consolidated: Financial Trends



Note

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

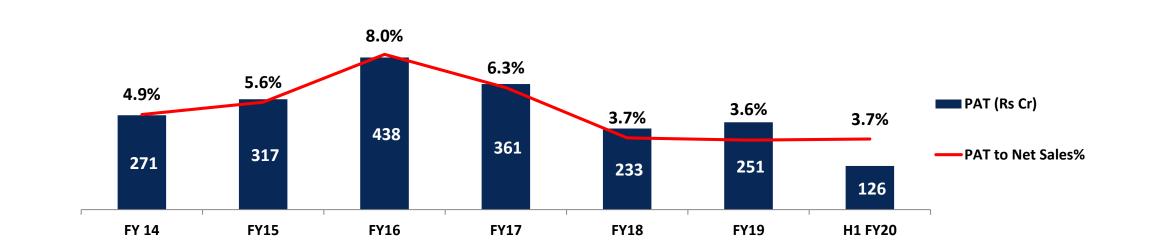
FY16 onwards the EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non- operating income



CEAT Consolidated: Financial Trends

PAT trends



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

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All figures in INR Cr

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Parameter	Q2 FY19	Q1 FY20	Q2 FY20	QoQ	YoY	H1 FY19	H1 FY20	YoY
Net Revenue from operations	1,772	1,752	1,692	-3.5%	-4.6%	3,494	3,444	-1.4%
Raw Material	1,065	1,060	996	-6.0%	-6.5%	2,100	2,055	-2.1%
Gross margin	707	693	696	0.5%	-1.6%	1,394	1,388	-0.4%
Gross margin %	39.9%	39.5%	41.1%	162 bps	122 bps	39.9%	40.3%	41 bps
Employee Cost	142	134	121	-9.7%	-14.3%	261	256	-1.9%
Other Expenses	407	391	404	3.4%	-0.6%	799	795	-0.4%
EBITDA	165	172	175	1.6%	6.1%	346	348	0.5%
EBITDA %	9.3%	9.8%	10.4%	52 bps	104 bps	9.9%	10.1%	20 bps
Finance Cost	19	35	37	7.2%	101.3%	39	72	85.6%
Depreciation	48	64	67	4.1%	40.7%	94	131	40.4%
Operating PBT	99	73	71	-3.2%	-28.5%	213	144	-32.5%
Exceptional expense	2	1	1	35.2%	-59.1%	4	1	-67.0%
Non-Operating income	3	12	4	-64.5%	30.0%	7	16	133.6%
PBT	100	84	74	-12.2%	-25.9%	216	159	-26.5%
РАТ	63	82	44	-46.9%	-30.9%	135	126	-6.5%

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

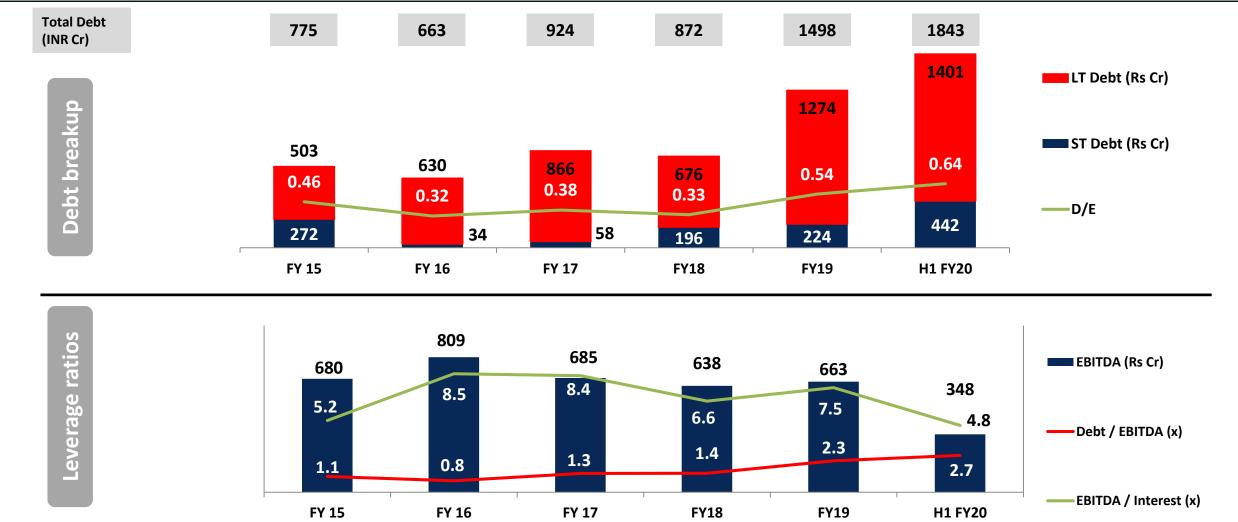
EBITDA includes profit from Sri Lanka JV

EBITDA does not include Non- operating income

CEVL



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

For H1 FY20 Debt/EBITDA calculation, EBITDA has been annualized



All figures in INR Cr

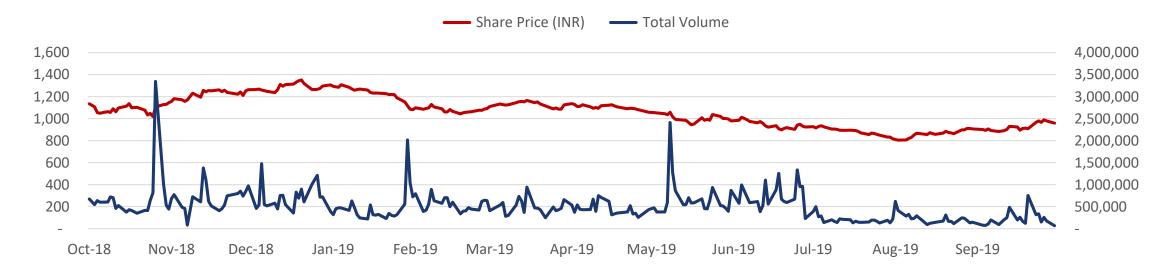
Parameter	Q2 FY19	Q1 FY20	Q2 FY20	QoQ	YoY	H1 FY19	H1FY20	YoY
Net Revenue from operations	1,736	1,704	1,645	-3%	-5%	3,425	3,349	-2%
Raw Material	1,058	1,047	976	-7%	-8%	2,086	2,023	-3%
Gross margin	678	656	670	2%	-1%	1,339	1,326	-1%
Gross margin %	39.1%	38.5%	40.7%	220 bps	164 bps	39.1%	39.6%	50 bps
Employee Cost	132	124	112	-10%	-15%	242	236	-2%
Other Expenses	390	371	387	4%	-1%	766	758	-1%
EBITDA	157	161	171	6%	9%	331	332	0%
EBITDA %	9.0%	9.4%	10.4%	95 bps	135 bps	9.7%	9.9%	24 bps
Finance Cost	13	30	30	0%	132%	28	59	113%
Depreciation	44	59	62	4%	42%	85	121	43%
Operating PBT	101	72	79	11%	-21%	218	151	-31%
Exceptional expense	2	1	1	35%	-59%	4	1	-67%
Non-Operating income	12	15	17	15%	40%	18	32	79%
PBT	111	86	96	11%	-14%	232	182	-22%
ΡΑΤ	75	87	66	-24%	-13%	153	153	0%

Notes

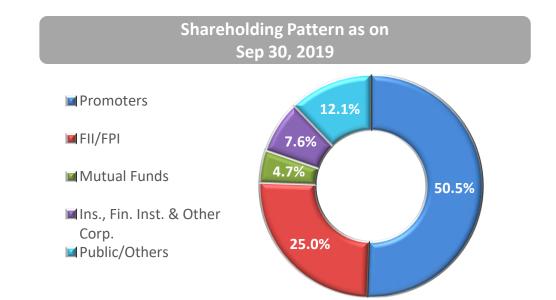
Financials are as per IND AS

EBITDA does not include Non- operating income

CEAT Equity Shareholding & Price trends



Source : Capitaline. The above data is updated till 30th September 2019



Market Information

- Market Price (Oct 11th, 2019): INR 931.4/share
- Face Value : INR 10/share
- Market Cap (Oct 11th, 2019): INR 3,768 Cr



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