

# CENTURY PLYBOARDS (INDIA) LIMITED



INVESTOR PRESENTATION, November - 2015



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# Contents

**BUSINESS OVERVIEW**

**4**

**PLYWOOD**

**17**

**LAMINATES**

**21**

**CONTAINER FREIGHT STATIONS**

**22**

**FINANCIALS**

**29**



# Business Overview

## PLYWOOD

- ❁ India's leading Plywood company
- ❁ Pan- India: 6 Manufacturing facilities
- ❁ Strategically located across India, near Kolkata in East, near Kandla in West, near Chennai in South, near Delhi in North, near Guwahati in North East and near Roorakee in Central.
- ❁ One Unit in Myanmar
- ❁ Controls almost 25% of organised market
- ❁ Capacities : Timber Peeling 210000 CBM and Plywood : 210000 CBM . Highest in India.
- ❁ Fully Integrated operations
- ❁ Wide range of products for different customer segments

## LAMINATES

- ❁ Among top three laminate producers
- ❁ Fully integrated plant near Kolkata
- ❁ Capacity – 4.8 Million Sheets
- ❁ Focus on niche segment and value added products

## CONTAINER FREIGHT STATIONS (CFS)

- ❁ Eastern India's largest and first privately owned CFS, located near Kolkata Port
  - ★ Area of ~ 100,000 sqm
  - ★ Capacity to handle 160,000 TEUs

## OTHERS

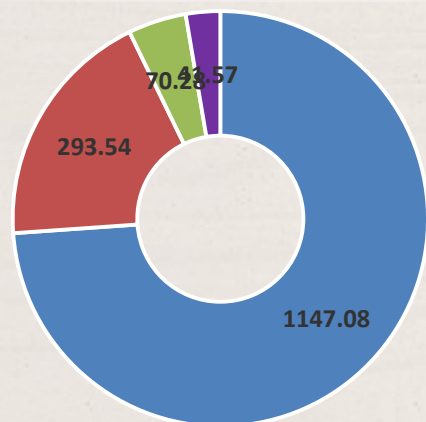
- ❁ Mainly Furniture Trading and Modular Kitchen

**INDIA'S LEADING PLYWOOD COMPANY**

# Segment Contribution in HY FY2016

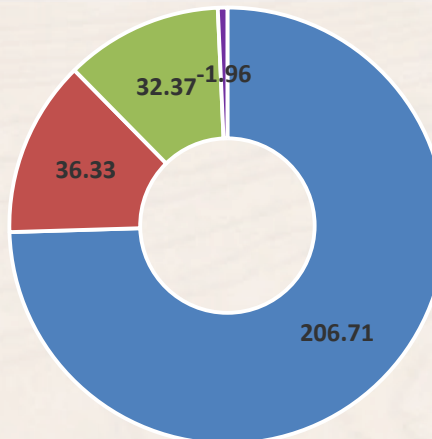
Rs. Crores

Revenue mix FY 2015



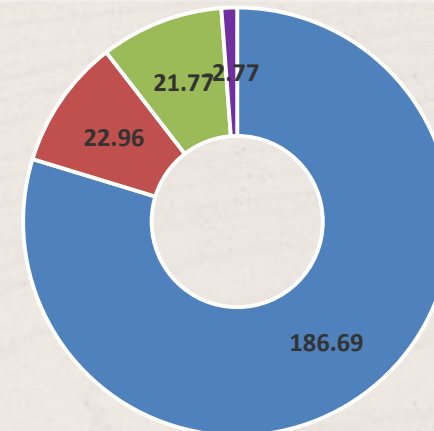
■ Plywood ■ Laminate  
■ Logistic ■ Others

EBIDTA mix FY 2015



■ Plywood ■ Laminate  
■ Logistic ■ Others

EBIT mix FY 2015



■ Plywood ■ Laminate  
■ Logistic ■ Others

Revenue mix HY FY16

|           |        |           |        |
|-----------|--------|-----------|--------|
| Plywood   | 577.53 | Laminates | 165.66 |
| Logistics | 36.82  | Others    | 27.02  |

EBIDTA mix HY FY16

|           |        |           |        |
|-----------|--------|-----------|--------|
| Plywood   | 104.71 | Laminates | 26.02  |
| Logistics | 16.05  | Others    | (0.29) |

EBIT mix HY FY16

|           |       |           |        |
|-----------|-------|-----------|--------|
| Plywood   | 94.48 | Laminates | 20.73  |
| Logistics | 11.03 | Others    | (0.57) |

**Major Revenue comes from Plywood**



# Promoters

## Sajjan Bhajanka, Executive Chairman

- ★ Graduate with 45 years of industry experience
- ★ Responsible for the overall strategic direction and Production, Finance, Treasury directly
- ★ Considered as Icon of Indian Plywood industry
- ★ President of Federation of Indian Plywood and Panel Industry & All India Veneer manufactures association
- ★ Governing body member of Indian Plywood Industries Research and Training Institute
- ★ Holds 27.49% of total shareholding

## Vishnu Khemani, Managing Director

- ★ Graduate with 30 years of industry experience
- ★ Responsible for Timber Procurement and Heads South India operations of Plywood
- ★ Holds 8.37 % of total shareholding

## Sanjay Agarwal ,CEO and Managing Director

- ★ Graduate with 30 years of industry experience
- ★ Responsible for Sales, Marketing, IT and HR
- ★ Successfully created 'Century Ply' Brand
- ★ Holds 27.17% of total shareholding

## Prem Kumar Bhajanka, Managing Director

- ★ Graduate with 30 years of industry experience
- ★ Responsible for Timber procurement and operations of four units incl. Myanmar
- ★ Holds 3.77% of total shareholding

## Hari Prasad Agarwal, Vice Chairman

- ★ Graduate with 48 years of administrative experience
- ★ Responsible for General Administration
- ★ Holds 6.54 % of total shareholding

**Professionally owned with 73.34% promoters' shareholding**

# Key Management Team

## Ajay Baldawa, Executive Director (Technical)

- ★ M.Tech from IIT with 30 years of plywood industry experience.
- ★ Responsible for all technical matters
- ★ Member BIS Technical Committee for Plywood

## Ashutosh Jaiswal, President (CFS Operations)

- ★ B.Sc with varied experience over 30 years
- ★ Heads CFS Division and international trade
- ★ President of Eastern Chapter of CFS Association

## Sugata Halder, GM (Human Resources)

- ★ PGDM in Human Resource Management with 22 years experience in HR matters, including 7 years as Regional HR head of Bharti Airtel
- ★ Responsible for HR matters

## Arun Julasaria , CFO

- ★ FCA, FCS with varied experience over 25 years
- ★ Responsible for Finance, Accounts, Audit Treasury, Corporate Structuring, New Projects.
- ★ Instrumental in implementation of SAP

## Amit Gope , GM - Branding

- ★ MBA (Marketing) from XIMB, with 21 years experience in Branding matters including 7 years with Vodafone, Airtel and Uninor
- ★ Responsible for Branding related activities

## Anoop Hoon, (Marketing)

- ★ XLRI graduate with varied experience over 35 years including 13 years as marketing head of Asian Paints
- ★ Responsible for Sales and Marketing

**Professionally Managed by well qualified and seasoned professionals**



# Centuryply - Brand

The first TVC was aired in 1993 with Late Cricketer Tiger Pataudi & Sharmila Tagore as the Brand Ambassadors.

In the last two market researches the Brand character as it emerges is  
“It’s a trusted & old brand”  
&  
“CenturyPly is known for its quality”

In 2005 the “Sab Sahe Mast Rahe” TVC campaign was aired which highlighted the product attributes of strength and durability.

In 2014 a need was felt to connect directly with the end user and take CenturyPly from being a “Product brand” to a “Consumer brand”



# Centuryply – The Final Brand Conviction

What vision do I come from?

Being the best by continuously making life better

What culture fuel fuels my belief?

Omnipresent appetite for optimism despite stagnation and gloom

Who are my advocates?

Life Designers: Believe designing a home is to design the life experiences it will house

What do I do?

Make memorable surfaces and spaces that make the mundane memorable\*

What makes me remarkable?

I create platforms of everyday joy

What am I like?

Joyful, resilient, loyal, undemanding

What is my fight?

CREATE &  
WITNESS  
EXTRAORDINARY  
MOMENTS OF  
ORDINARY,  
EVERYDAY LIFE

We are in the business of creating surfaces that witness everyday moments of joy and happiness.

-**BRAND**CONVICTION

# Centuryply - Brand

खुशियों  
का रंगमंच



In addition to being a literal translation of – PLATFORMS OF JOY, we believe that the expression is very unique, sticky, rich and holds a lot more potential.



# The Brand Hierarchy was thus created...



# Centuryply - Brand

## ❁ Strong Brand value

- ★ 28 Year Old – India's leading plywood brand
- ★ Top 100 most valuable brands of India as per 4P Survey 2010
- ★ One of Nation's top 200 Power Brands – 'Legacy', 'Recall' & 'Trust'
- ★ CenturyPly has been adorned as 'Master Brand' by the CMO council

## ❁ Celebrity Endorsements

- ★ Late Cricketer Nawab Pataudi and Sharmila Tagore (Brand Ambassador)
- ★ Bollywood Badshah Shahrukh Khan ( through publicity sponsoring of movies Billu Barber and My name is Khan )
- ★ Bollywood Shahenshah Amitabh Bachchan ( through publicity sponsoring of movie Aarakshan)
- ★ Nana Patekar (Brand Ambassador)

## ❁ Regular Brand Investment

- ★ Annual spend of about 4% of Plywood Revenue
- ★ Aggregate brand investment of Rs. 224 crore in last decade

## ❁ Consumer Perception

- ★ Commands premium over peers
- ★ The best Quality Plywood in India
- ★ Top –of- the mind awareness of 98% (Source- Synovate)



**India's most preferred and highest selling Plywood Brand**



# More about Centuryply

**28 Year Old Company promoted by first generation promoters**

**Maiden IPO in 1997, Till date total fund raised 3.37 Crores raised from Public  
Uninterrupted Dividend and return to Investors**

**TECHNOLOGY SAVVY- Runs on SAP ERP**

**ASSET LIGHT MODEL- Capex Turnover Ratio 1:5**

**INNOVATIVE - First to introduce Borer Proof GLP technology in India**

**ALL INDIA PRESENCE WITH ROBUST DISTRIBUTION NETWORK**

**OVERSEAS FOOTPRINT**



# The INDIA Distribution story

**Total Population – 1.25 billion**

**Indian Towns based on Population density**

|                            |                   |
|----------------------------|-------------------|
| <b>&gt; 50,000</b>         | <b>1097 Towns</b> |
| <b>50,000 – 100,000</b>    | <b>601 Towns</b>  |
| <b>100,001 – 500,000</b>   | <b>407 Towns</b>  |
| <b>500,001 – 1,000,000</b> | <b>43 Towns</b>   |
| <b>&gt; 1,000,000</b>      | <b>46 Towns</b>   |

**Estimated no. of Dealers across India – 54,000**

**No. of Branches / Sales Depot – 35**

**A strong dealer network of over 14500 channel partners**

**ALL INDIA PRESENCE WITH ROBUST DISTRIBUTION NETWORK**



# Distribution Strategy

## Panel LOB

A Distributor / Wholeseller /  
Retailer model

### Objectives :

- a. Distributor driven business to contribute 20% of overall volume
- b. Increase range selling
- c. Increase penetration in C & D category towns

## Decoratives LOB

A Distributor / Retailer model

### Objectives :

- a. To bill 10000 retailers by 2015-16 against 8500 for 2014-15
- b. To increase Distributor count to 150 by 2015-16 against 127 for 2014-15
- c. To increase penetration in C & D category towns

# Pan India Presence (Robust network)



Illustrative map

## Manufacturing Units

|              |   |
|--------------|---|
| Ply*         | 6 |
| Ply Myanmar# | 1 |
| Laminates    | 1 |
| CFS          | 2 |

\*Includes one subsidiary (51%) unit  
# Ply Myanmar is 100% subsidiary

## Branch Offices / Depot

35

## Regional Dist. Centre

6

## Distribution Network\*

|        |          |
|--------|----------|
| Total* | > 14,500 |
| Direct | > 1,500  |

\*Includes dealers, sub-dealers, retail outlets etc.



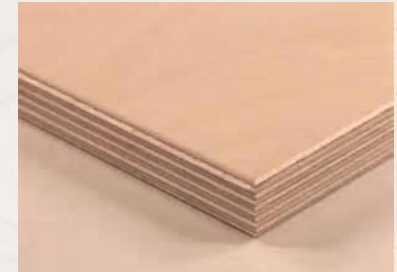
# Indian Plywood Industry (Overview 1)

🗑️ **Indian Plywood & Panel Industry is ~ Rs. 15,000 Crores.**

- ★ Share of organized sector is 30%
- ★ 50% of organized market controlled by two national players Century and Green. At national level virtual oligopoly.
- ★ Balance 50% are region based confined to one or two states
- ★ Overall Industry expected to grow at 10%
- ★ Organized sector to grow at a faster pace of 25% - 30%

## 🗑️ **Growth Drivers**

- ★ Growing Real Estate and Construction sector
- ★ New Government's emphasis on infrastructure and housing
- ★ Rising per Capita Income and growing employment opportunities
- ★ Urbanization and Government proposal of new satellite cities
- ★ Affordable Housing Loans. Recent policy measures
- ★ Reduced Home renovation cycle from 15 years (decade back) to 5 years



**Housing and Infrastructure are key growth drivers**

# Indian Plywood Industry (Overview 2)

## Faster Organized Sector growth

- ★ Organized sector share has grown from 10% ( decade back) to 30%
- ★ Organized sector suffered due to high Excise Duty of 16% which was reduced to 8% in 2006 and now pegged at 12%
- ★ With migration from Sales Tax to VAT system, the credit for state taxes is available in subsequent transactions
- ★ Organized Sector has volume and supply chain advantage
- ★ Brand and Quality awareness has charged organized sector growth
- ★ Organized sector offer Product innovation, Wider Choice and Warranty
- ★ Proportion of Plywood in total interior cost is now considerably reduced due to use of costly and fancy interior materials, hence cost issue is diluted
- ★ GST will be a game changer

## GST Game Changer

- ★ GST will address complexities and inefficiencies of current indirect tax framework through robust technology platform. Post GST clandestine business will be almost impossible
- ★ GST will put both organized and unorganized sector at level playing field.
- ★ GST will address double taxation, cascading effects and regional disparities in tax rates
- ★ Post GST Inter state transactions will be tax neutral.
- ★ GST will be a win-win situation for all stake holders i.e Government, Honest Businessmen and Consumers as it will lower tax incidence, ease business and increase tax buoyancy coupled with tax collection. As per a study carried out GST will have significant positive impact on GDP growth

**Organized Sector will grow faster and GST will be game changer**



# Indian Plywood Industry(Challenges and Opportunities)

## 🔄 Industry Challenges

- ★ Raw Material Linkages
- ★ Foreign Exchange Volatility
- ★ Labour intensive
- ★ Unorganized sector dominance
- ★ Environmental Regulations



## 🔄 Industry Opportunities

- ★ Potential Housing and Infrastructure boom
- ★ GST
- ★ Stable Government, Development, Employment opportunities, GDP Growth
- ★ Logistic and Supply chain advantages
- ★ Volume advantages
- ★ Brand and Quality awareness
- ★ Supportive Government policies



**Organized plywood industry is equally poised to Challenges and opportunities**

# Indian Plywood Industry (Our Positioning)

## Century Ply position

- ★ Pan India presence with strategic locations of six manufacturing facilities across all parts of India (North, South, East, West, North East, and Central)
- ★ Robust pan India distribution network of 35 branches with adequate warehousing facilities. About 1500 Dealers/Distributors .
- ★ Maximum logistic advantage, proximity to raw-material and at doorstep of customers.
- ★ Highest Volume and adequate capacities for future growth
- ★ Adequate Raw-material linkages. First mover in Myanmar
- ★ Most preferred Brand and consumer faith
- ★ Retail driven business model.
- ★ Professionally owned and professionally managed
- ★ Cordial labour relations. Incentive based wages system. Highest productivity
- ★ Ready for exponential growth

**Organized Sector will grow faster and GST will be game changer**



# Laminates

## Industry Scenario

- ★ Laminates are used to provide an aesthetic look to plywood
- ★ Business synergy - Plywood and Laminates have same customer base
- ★ Growth drivers for Laminate are same as Plywood
- ★ Laminates market is organized and semi organized
- ★ Raw Material for Laminates are paper and chemicals
- ★ Raw Materials are both imported and indigenous. Available and no challenge.

## Our Position

- ★ Century is third largest producer of Laminates in India.
- ★ Green Lam, Merino and Royal touch are peers
- ★ We have augmented our capacity from 2.4 to 4.8 Million sheets
- ★ Enhanced capacity will enable increase of market share
- ★ Also have facility of MDF and Particle Board Pre-lamination
- ★ Almost 22% of Laminate revenue is from Export
- ★ Addressing to niche segment
- ★ In India first time launched Exteria grade laminate, used for Building façade
- ★ Almost 700 SKUs in existing folder and adding almost 100 every year
- ★ Distribution and supply chain challenge but addressed through Regional Distribution Centers



3rd Largest Producer with focus on niche segment

# Container Freight Stations (CFS)

## Kolkata Port

- ❖ Heavily congested due to consistent traffic growth
- ❖ Container Traffic at Kolkata expected to grow at a CAGR of 25%

## CENTURY CFS

- ❖ First Privately owned CFS of Eastern India (at Kolkata Port)
- ❖ Two CFS covering 1 Lac Square meter area
- ❖ Complete new facilities with state-of-the-art technology
- ❖ RFID/GPS/GPRS based container tracking system
- ❖ Capacity 156000 TEUs (15 days dwelling time basis)
- ❖ Entitled to 10 years Tax benefit U/s 80IA of the Income Tax Act
- ❖ Operational since 2008-09
- ❖ High EBIDTA business with very low risk
- ❖ Profit multiply with volume increase
- ❖ Managed by Professionals



**Eastern India's first privately owned CFS with latest technology**



# Others (Mainly Home Improvement)

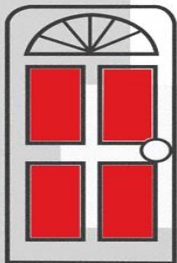
## FURNITURE AND MODULAR KITCHEN

- ❖ Exploring new but related business ideas
- ❖ Entered Furniture trading business in 2012 with two pilot retail showrooms at Kolkata and Bangalore
- ❖ Based on 2 years experience and research decided to launch modular kitchen made of waterproof plywood with all-proof guarantee and custom made designs.
- ❖ Manufacturing outsourced using our plywood and laminates
- ❖ The modular kitchen market in India is at very nascent stage with Rs. 12 Billion ( in 2012) and has potential to grow to Rs. 60 Billion by 2016.
- ❖ All the modular kitchens available in India have durability issue as they are made of MDF like material. We are using water proof plywood. Market has responded positively.
- ❖ Will expand this business through franchisee model only

Exploring New related business ideas, with forward integration outlook

# Great Indian Opportunity

- ❖ Stable Government
- ❖ Strong Leadership
- ❖ Fresh Optimism
- ❖ Stronger and Stable Rupee
- ❖ Housing Sector push
- ❖ Affordable housing loan
- ❖ High apartment inventory to be progressively liquidated
- ❖ GST implementation optimism
- ❖ Focus on Infrastructure and Development
- ❖ Increased hospitality, healthcare and government spending

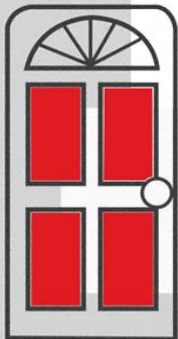






# Game Changer at Century

- ❖ Adequate Raw Material Security.
- ❖ First mover advantage at Myanmar (Unaffected by timber ban)
- ❖ Stable and strengthening rupee to result in lower raw material cost and forex advantages
- ❖ Beneficiary of Government's housing and infrastructure thirst
- ❖ Targeting 25% YOY revenue growth
- ❖ Recent capacity expansions can take care of 25% YOY growth for next two years. High operational leverage
- ❖ Improved revenue and profitability
- ❖ Aggressive marketing with focus on new segments
- ❖ Overall robust FY15 ( to continue FY16)



# Future Horizons and Vision 2020

## Financial Targets

- ★ Minimum YOY growth of 25% ( Rs. 5000 Crore by 2020)
- ★ Improving profitability, EBIDTA, ROE, ROCE ( Rs. 500 Crore NP by 2020)

**Multi-ply**

## Raw material linkages

- ★ Raw material availability & cost - Crucial for long term sustainability of business
- ★ Evaluating linkage opportunities globally

## Focus on New market segment

- ★ Now focusing on untapped market segments in smaller cities
- ★ More and more focus on outsourcing to meet demand of economic range
- ★ Already launched economy brands (Maxima, Sainik)



## Entry in MDF business

- ★ Decision taken to set up MDF manufacturing facility in Punjab
- ★ Overall capex estimated at Rs. 250 crores.
- ★ To become fully operational by the end of next Financial Year



## Exploring Modular Furniture and Kitchen

- ★ Already entered on contract manufacturing and Franchise marketing
- ★ Evaluating market and viability of forward integration



**Aggressive Growth Targets with Raw material security and outsource model**



# Upcoming New Units

## LAOS & INDONESIA

- ❖ Incorporated a step-down subsidiary company in the name of Century Ply Laos Co. Ltd. In Laos
- ❖ Incorporated PT Century Ply Indonesia in Indonesia for setting up 2 units
- ❖ Arrangement with existing units in LAOS to whom we have given technical expertise and machinery thorough our subsidiary.
- ❖ Committed supply of face veneer through this existing unit and in process new unit further secure raw material supply for future growth

## PARTICLE BOARD UNIT

- ❖ Setting up green-field particle board unit at existing site of Chennai unit
- ❖ The unit will make particle board from timber wastage, saw mill dust etc generated at Chennai unit and procured from wood based units in the vicinity
- ❖ The unit will backward integrate with company's existing pre-lamination board units at Chennai
- ❖ Approx Capex Rs. 60 crores in current financial year

# Competitive Advantage Summary



- Well established Brand
- Consumer Choice
- Established market leadership

- Retail Driven Business
- Pan India distribution net work
- Investing in Sales Competencies

- Quality Products
- Complete range of Products
- Product Innovation

- First Generation Promoters
- Professionally Managed
- IT and System Driven

- Sufficient Capacities
- Raw-material security
- Poised for Growth

- Beneficiary of New Govt. Policies
- Strong Financials
- Investor friendly

**With all its advantages Century is poised to take advantage of great Indian opportunity**




# Financial Appendices

 **Robust Growth Record – 10 Years CAGR**

**Multi-*ply***

 **Balance Sheet**

 **Profit and Loss Statement**

 **Segment Financials**

 **Capital Evolution**

 **Return to Investors**

# Robust Growth Record

| PARTICULARS                              | 2004-05 | 2014-15 | CAGR % |
|--|---------|---------|--------|
| TOTAL INCOME                             | 161.85  | 1582.9  | 26%    |
| EBIDTA                                   | 14.66   | 267.89  | 34%    |
| Cash Profit                              | 12.84   | 224.6   | 33%    |
| EBIT                                     | 11.29   | 223.09  | 35%    |
| PBT                                      | 9.47    | 179.8   | 34%    |
| PAT                                      | 7.77    | 150.82  | 35%    |
| TOTAL FIXED ASSETS                       | 35.22   | 231.59  | 21%    |
| CAPITAL EMPLOYED includes Buyer's Credit | 83.13   | 622.81  | 22%    |
| LONG TERM DEBT                           | 33.04   | 84.28   | 10%    |
| SHARE CAPITAL                            | 10.28   | 22.25   | 8%     |
| NET WORTH                                | 51.12   | 387.58  | 22%    |
| ROE                                      | 15%     | 39%     |        |
| ROCE                                     | 14%     | 36%     |        |
| ASSETS TURNOVER RATIO                    | 6.53    | 4.39    |        |
| DEBT (LONG TERM)/EQUITY                  | 0.65    | 0.22    |        |

**CAGR in the range of 30% for last 10 Years**



# Balance Sheet

Rs in Crores

| PARTICULARS  | 2014          | 2015          | 2QFY16        | 1QFY16        |
|--|---------------|---------------|---------------|---------------|
| <b>Net Worth (Including Share Capital -22.25 Cr)</b> | <b>291.41</b> | <b>387.58</b> | <b>473.53</b> | <b>427.27</b> |
| <b>Long Term Debt</b>                                | <b>117.98</b> | <b>81.42</b>  | <b>60.25</b>  | <b>132.92</b> |
| <b>Short Term Debt (Bank CC+Related party loan)</b>  | <b>113.98</b> | <b>220.59</b> | <b>110.13</b> | <b>99.32</b>  |
| <b>Total Liabilities</b>                             | <b>523.37</b> | <b>689.59</b> | <b>643.91</b> | <b>659.51</b> |
| <b>Fixed Assets</b>                                  | <b>230.73</b> | <b>231.59</b> | <b>237.58</b> | <b>232.12</b> |
| <b>Investments</b>                                   | <b>37.89</b>  | <b>45.12</b>  | <b>47.59</b>  | <b>47.09</b>  |
| <b>Current Assets</b>                                |               |               |               |               |
| - Finished Goods Inventory                           | 73.81         | 117.36        | 94.10         | 121.42        |
| - Raw Material Inventory                             | 218.84        | 202.68        | 198.11        | 206.21        |
| -Sundry Debtors                                      | 204.63        | 271.91        | 313.17        | 284.19        |
| -Cash & Bank   | 18.04         | 17.03         | 15.10         | 31.41         |
| -Other Current Assets                                | 18.81         | 9.02          | 8.01          | 7.63          |
| -Loans & Advances                                    | 43.69         | 67.01         | 113.72        | 65.58         |
| <b>Current Liabilities</b>                           |               |               |               |               |
| -Sundry Creditors                                    | 59.15         | 65.22         | 89.04         | 102.78        |
| -Buyers' Credit *                                    | 213.91        | 153.81        | 262.34        | 161.80        |
| -Others  | 120.67        | 141.33        | 144.33        | 158.11        |
| <b>Net Current Assets</b>                            | <b>184.09</b> | <b>324.65</b> | <b>246.50</b> | <b>293.75</b> |
| <b>Non Current Assets</b>                            | <b>70.66</b>  | <b>88.23</b>  | <b>112.24</b> | <b>86.55</b>  |
| <b>Total Assets</b>                                  | <b>523.37</b> | <b>689.59</b> | <b>643.91</b> | <b>659.51</b> |

\*Creditors for Import are converted into Buyer's Credit to avail low cost forex credit

# Profit & Loss Summary

Rs in Crores

| Rs. Crores                                 | FY 14-15        | 2Q FY 16      | 2Q FY 15      | HY FY 16      | HY FY 15      |
|--|-----------------|---------------|---------------|---------------|---------------|
| <b>Net Sales</b>                           | <b>1,552.47</b> | <b>439.05</b> | <b>404.84</b> | <b>807.03</b> | <b>765.69</b> |
| Other Operating Income                     | 12.34           | 3.14          | 2.17          | 6.08          | 4.06          |
| Expenditure (incl Forex Loss/(Gain))       | 1,314.99        | 367.44        | 345.56        | 672.85        | 662.92        |
| <b>EBITDA (Before Forex Fluctuation)</b>   | <b>249.82</b>   | <b>74.75</b>  | <b>61.45</b>  | <b>140.26</b> | <b>106.83</b> |
| <i>EBITDA Margin</i>                       | 16.09%          | 17.03%        | 15.18%        | 17.38%        | 13.95%        |
| Foreign Exchange Fluctuation - Loss/(Gain) | (14.43)         | 0.92          | (2.36)        | (0.33)        | (4.16)        |
| <b>EBITDA (After Forex Fluctuation)</b>    | <b>264.25</b>   | <b>73.83</b>  | <b>63.81</b>  | <b>140.59</b> | <b>110.99</b> |
| <i>EBITDA Margin</i>                       | 17.02%          | 16.82%        | 15.76%        | 17.42%        | 14.50%        |
| Other Income                               | 3.65            | 0.49          | 1.49          | 0.82          | 2.82          |
| Depreciation & Amortisation                | 44.80           | 10.74         | 10.91         | 20.82         | 21.34         |
| <b>EBIT</b>                                | <b>223.10</b>   | <b>63.58</b>  | <b>54.39</b>  | <b>120.59</b> | <b>92.47</b>  |
| <i>EBIT Margin</i>                         | 14.37%          | 14.48%        | 13.43%        | 14.94%        | 12.08%        |
| Vanilla Interest                           | 33.68           | 13.47         | 7.21          | 21.34         | 14.58         |
| Forex Loss (Equal to Interest Saving)      | 9.61            | -             | 5.23          | 4.39          | 5.23          |
| <b>PBT</b>                                 | <b>179.81</b>   | <b>50.11</b>  | <b>41.95</b>  | <b>94.86</b>  | <b>72.66</b>  |
| <i>PBT Margin</i>                          | 11.58%          | 11.41%        | 10.36%        | 11.75%        | 9.49%         |
| Tax expenses                               | 28.98           | 3.86          | 6.19          | 8.92          | 11.18         |
| <b>Net Profit (PAT)</b>                    | <b>150.83</b>   | <b>46.25</b>  | <b>35.76</b>  | <b>85.94</b>  | <b>61.48</b>  |
| <i>PAT Margin</i>                          | 9.72%           | 10.53%        | 8.83%         | 10.65%        | 8.03%         |

**Improved financials due to stable Rupee and Operational Efficiency**



# Segment Comparison Quarterly-YOY

Rs in Crores

| PARTICULARS                           | PLYWOOD       |               | LAMINATES    |              | CFS          |              | OTHERS        |               | TOTAL         |               |
|---------------------------------------|---------------|---------------|--------------|--------------|--------------|--------------|---------------|---------------|---------------|---------------|
|                                       | 2Q FY 16      | 2Q FY 15      | 2Q FY 16     | 2Q FY 15     | 2Q FY 16     | 2Q FY 15     | 2Q FY 16      | 2Q FY 15      | 2Q FY 16      | 2Q FY 15      |
| <b>Revenue</b>                        |               |               |              |              |              |              |               |               |               |               |
| Net Sales                             | 319.91        | 299.45        | 88.48        | 78.78        | 19.63        | 19.37        | 11.03         | 7.24          | 439.05        | 404.84        |
| Operating Income                      | 0.65          | 0.29          | 1.98         | 1.62         | 0.48         | 0.25         | 0.03          | 0.01          | 3.14          | 2.17          |
| Net Operating Income                  | <b>320.56</b> | <b>299.74</b> | <b>90.46</b> | <b>80.40</b> | <b>20.11</b> | <b>19.62</b> | <b>11.06</b>  | <b>7.25</b>   | <b>442.19</b> | <b>407.01</b> |
| Total Operating Expenditure           | 264.59        | 254.65        | 77.13        | 69.34        | 11.91        | 10.57        | 11.35         | 7.90          | 364.98        | 342.46        |
| Segmental Forex Loss/(Gain)           | 0.60          | (0.53)        | (0.26)       | (1.77)       | 0.02         | (0.10)       | (0.15)        | 0.03          | 0.21          | (2.37)        |
| <b>Operating Exp Excl. Forex Loss</b> | <b>263.99</b> | <b>255.18</b> | <b>77.39</b> | <b>71.11</b> | <b>11.89</b> | <b>10.67</b> | <b>11.50</b>  | <b>7.87</b>   | <b>364.77</b> | <b>344.83</b> |
| <b>EBITDA (Exc FOREX LOSS)</b>        | <b>56.57</b>  | <b>44.56</b>  | <b>13.07</b> | <b>9.29</b>  | <b>8.22</b>  | <b>8.95</b>  | <b>(0.44)</b> | <b>(0.62)</b> | <b>77.42</b>  | <b>62.18</b>  |
| <i>EBITDA % (EXC FOREX LOSS)</i>      | 18%           | 15%           | 14%          | 12%          | 41%          | 46%          | -4%           | -9%           | 18%           | 15%           |
| <b>EBIDTA (INCL FOREX LOSS)</b>       | <b>55.97</b>  | <b>45.09</b>  | <b>13.33</b> | <b>11.06</b> | <b>8.20</b>  | <b>9.05</b>  | <b>(0.29)</b> | <b>(0.65)</b> | <b>77.21</b>  | <b>64.55</b>  |
| <i>EBITDA % (INCL FOREX LOSS)</i>     | 17%           | 15%           | 15%          | 14%          | 41%          | 46%          | -3%           | -9%           | 17%           | 16%           |
| DEPRECIATION                          | 5.30          | 4.79          | 2.74         | 3.35         | 2.57         | 2.59         | 0.13          | 0.18          | 10.74         | 10.91         |
| <b>SEGMENT PROFIT (INCL. FX LOSS)</b> | <b>50.67</b>  | <b>40.30</b>  | <b>10.59</b> | <b>7.71</b>  | <b>5.63</b>  | <b>6.46</b>  | <b>(0.42)</b> | <b>(0.83)</b> | <b>66.47</b>  | <b>53.64</b>  |
| <i>SEGMENT PROFIT %</i>               | 16%           | 13%           | 12%          | 10%          | 28%          | 33%          | -4%           | -11%          | 15%           | 13%           |

**Substantial Improvement in Year on Year Financials**

# Segment Comparison Half year-YOY

Rs in Crores

| PARTICULARS                           | PLYWOOD       |               | LAMINATES     |               | CFS          |              | OTHERS        |               | TOTAL         |               |
|---------------------------------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|
|                                       | HY FY 16      | HY FY 15      | HY FY 16      | HY FY 15      | HY FY 16     | HY FY 15     | HY FY 16      | HY FY 15      | HY FY 16      | HY FY 15      |
| <b>Revenue</b>                        |               |               |               |               |              |              |               |               |               |               |
| Net Sales                             | 577.53        | 574.31        | 165.66        | 141.51        | 36.82        | 34.78        | 27.02         | 15.09         | 807.03        | 765.69        |
| Operating Income                      | 1.11          | 0.60          | 3.87          | 3.01          | 1.03         | 0.44         | 0.07          | 0.01          | 6.08          | 4.06          |
| Net Operating Income                  | <b>578.64</b> | <b>574.91</b> | <b>169.53</b> | <b>144.52</b> | <b>37.85</b> | <b>35.22</b> | <b>27.09</b>  | <b>15.10</b>  | <b>813.11</b> | <b>769.75</b> |
| Total Operating Expenditure           | 473.93        | 490.39        | 143.51        | 126.76        | 21.80        | 20.29        | 27.38         | 15.86         | 666.62        | 653.30        |
| Segmental Forex Loss/(Gain)           | (0.30)        | (1.74)        | (0.63)        | (2.26)        | 0.03         | (0.12)       | (0.23)        | (0.04)        | (1.13)        | (4.16)        |
| <b>Operating Exp Excl. Forex Loss</b> | <b>474.23</b> | <b>492.13</b> | <b>144.14</b> | <b>129.02</b> | <b>21.77</b> | <b>20.41</b> | <b>27.61</b>  | <b>15.90</b>  | <b>667.75</b> | <b>657.46</b> |
| <b>EBITDA (Exc FOREX LOSS)</b>        | <b>104.41</b> | <b>82.78</b>  | <b>25.39</b>  | <b>15.50</b>  | <b>16.08</b> | <b>14.81</b> | <b>(0.52)</b> | <b>(0.80)</b> | <b>145.36</b> | <b>112.29</b> |
| <i>EBITDA % (EXC FOREX LOSS)</i>      | 18%           | 14%           | 15%           | 11%           | 42%          | 42%          | -2%           | -5%           | 18%           | 15%           |
| <b>EBIDTA (INCL FOREX LOSS)</b>       | <b>104.71</b> | <b>84.52</b>  | <b>26.02</b>  | <b>17.76</b>  | <b>16.05</b> | <b>14.93</b> | <b>(0.29)</b> | <b>(0.76)</b> | <b>146.49</b> | <b>116.45</b> |
| <i>EBITDA % (INCL FOREX LOSS)</i>     | 18%           | 15%           | 15%           | 12%           | 42%          | 42%          | -1%           | -5%           | 18%           | 15%           |
| DEPRECIATION                          | 10.23         | 9.46          | 5.29          | 6.36          | 5.02         | 5.15         | 0.27          | 0.37          | 20.81         | 21.34         |
| <b>SEGMENT PROFIT (INCL. FX LOSS)</b> | <b>94.48</b>  | <b>75.06</b>  | <b>20.73</b>  | <b>11.40</b>  | <b>11.03</b> | <b>9.78</b>  | <b>(0.56)</b> | <b>(1.13)</b> | <b>125.68</b> | <b>95.11</b>  |
| <i>SEGMENT PROFIT %</i>               | 16%           | 13%           | 12%           | 8%            | 29%          | 28%          | -2%           | -7%           | 15%           | 12%           |

**Substantial Improvement in Year on Year Financials**



# Capital Evolution

| Date       | Event                               | No        | FV Rs. | Issue Rs. | Rs. Crores | Rs. Crores |
|------------|-------------------------------------|-----------|--------|-----------|------------|------------|
| 1982-1993  | Initial shares to promoters         | 240100    | 10     | 10        | 0.24       | 0.24       |
| 31.03.1994 | Merger of Ramkrishna Veneer         | 93110     | 10     | -         | 0.09       | -          |
| 05.01.1996 | Bonus Issue 3 for 1 held            | 999630    | 10     | -         | 1.00       | -          |
| 27.05.1997 | Maiden Public Issue Rs.10 premium   | 3683040   | 10     | 20        | 3.68       | 7.37       |
| 27.05.2004 | Right Issue 40% at (Rs. 30 premium) | 1951152   | 10     | 30        | 1.95       | 5.85       |
| 30.07.2004 | Bonus Issue 1 for 2 held            | 3414516   | 10     | -         | 3.41       | -          |
| 19.02.2007 | Merger of Shyam Century Ferrous Ltd | 9521865   | 10     | -         | 9.52       | -          |
| 16.04.2008 | Merger of Century Panel and Sharon  | 2451886   | 10     | -         | 2.45       | -          |
|            | Total                               | 22355299  |        |           | 22.36      | 13.46      |
|            | Less shares forfeited               | -138000   | 10     | 10        | (0.14)     | -          |
|            | Total                               | 22217299  |        |           | 22.22      | 13.46      |
| 02.05.2008 | Sub Division into Rs. 1 from Rs. 10 | 222172990 |        |           |            |            |

**Only 3.37 Crores Capital raised from Public**

# Return to Investors (Since IPO)

| Date       | Detail of Events   | FV (Rs) | No  | Issue Rs. | Total Rs. | DIVIDEND HISTORY |         |      |
|------------|--|---------|-----|-----------|-----------|------------------|---------|------|
| 27.05.1997 | The IPO at a Premium of Rs.10                                | 10      | 10  | 20        | 200       |                  | Year    | %    |
| 27.05.2004 | Right Issue 40% at (Rs. 30 Premium)                          | 10      | 4   | 40        | 160       | 1                | 2014-15 | 200% |
| 30.07.2004 | Bonus 1:2 ratio  | 10      | 7   | 0         | 0         | 2                | 2013-14 | 100% |
| 30.07.2004 | Total No of Shares   | 10      | 21  | 17.14     | 360       | 3                | 2012-13 | 25%  |
| 02.05.2008 | Split in Rs. 1 Denomination                                  | 1       | 210 | 1.71      | 360       | 4                | 2011-12 | 100% |
| 22.07.2013 | Issue of 1: 1 share of Star Ferro and Cement Ltd on demerger | 1       | 210 | 0         | 0         | 5                | 2010-11 | 100% |
| 13.11.2015 | Present Market Price - on 13.11.2015                         |         |     |           |           | 6                | 2009-10 | 100% |
|            | -CenturyPly  |         | 210 | 176       | 36960     | 7                | 2008-09 | 25%  |
|            | -Star Ferro and Cement Ltd                                   |         | 210 | 137       | 28770     | 8                | 2007-08 | 50%  |
|            | -Shyam Century Ferrous                                       |         | 210 | 8         | 1680      | 9                | 2006-07 | 25%  |
|            | Total  |         |     |           | 67410     | 10               | 2005-06 | 25%  |
|            | Appreciation excluding Dividend                              |         |     |           | 67050     | 11               | 2004-05 | 20%  |
|            | Appreciation %   |         |     |           | 18625%    | 12               | 2003-04 | 30%  |
|            | Appreciation % Annualised 17 Years                           |         |     |           | 1096%     | 13               | 2002-03 | 30%  |
|            |  |         |     |           |           | 14               | 2001-02 | 20%  |
|            |  |         |     |           |           | 15               | 2000-01 | 15%  |
|            |  |         |     |           |           | 16               | 1999-00 | 30%  |
|            |  |         |     |           |           | 17               | 1998-99 | 30%  |
|            |  |         |     |           |           | 18               | 1997-98 | 30%  |
|            |  |         |     |           |           |                  | Total   | 955% |

**Robust return to Investors, apart from un-interrupted dividend**





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Sofa nahi,  
*Khushiyon ka*  
*Rangmanch!*



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