



# TRIDENT LIMITED

## *Roadshow Presentation*

*July 2017*



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**Corporate Overview**



**Industry Overview**



**Home Textile Business**



**Paper Business**



**Presence and Financials**





## Corporate Overview



# Trident Limited: An Overview

## Home Textiles



**One of the  
World's Largest  
Integrated Home Textile  
Manufacturer**

FY 17 Revenue Contribution : 49%

**World's Largest  
Compact Yarn  
Spinning Unit under Single  
Roof**

FY 17 Revenue Contribution : 33%

**World's Largest Wheat  
Straw based Paper  
Manufacturer**

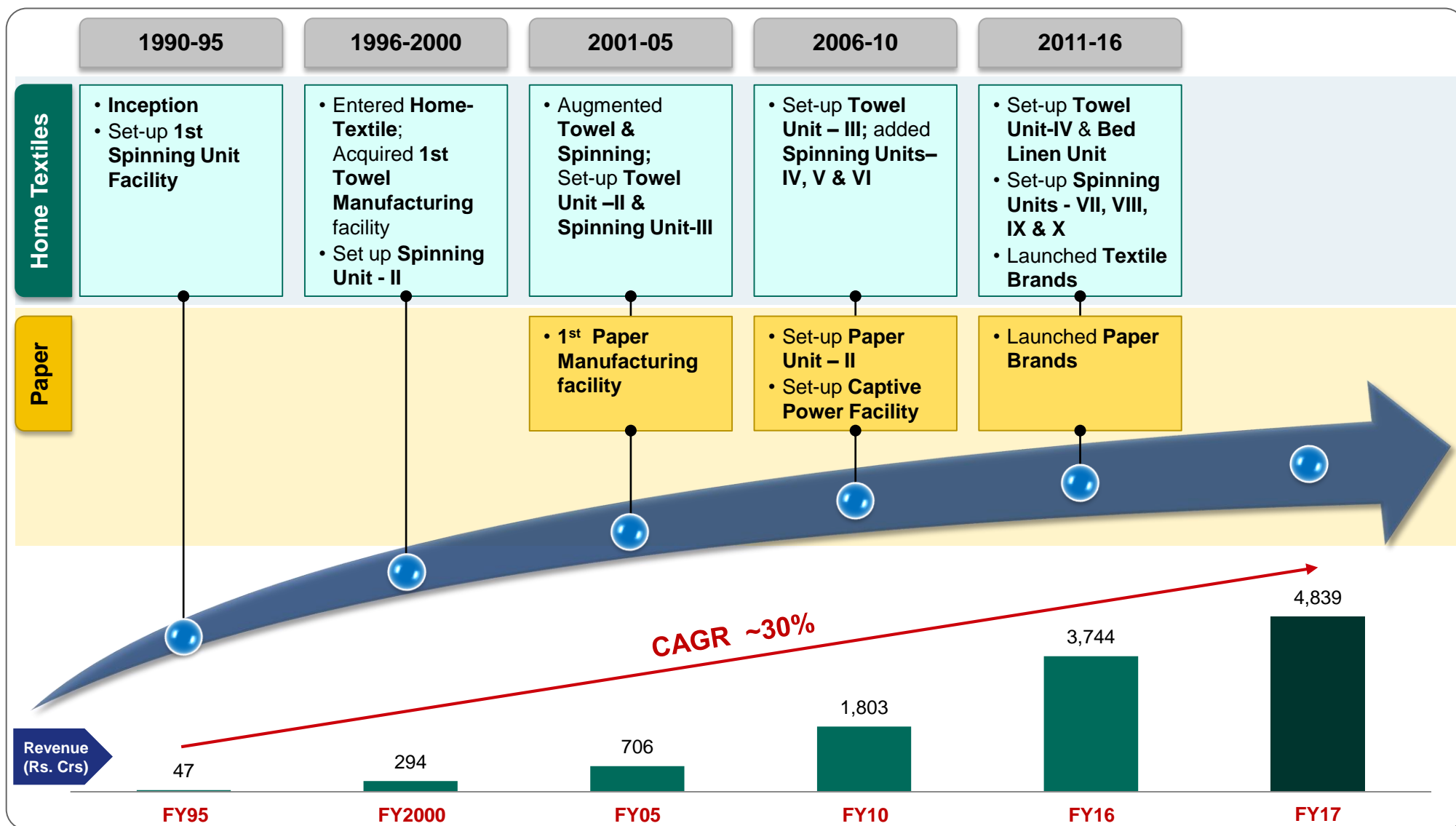
FY 17 Revenue Contribution : 18%

## Paper



**One of the Leading Business Groups with interest in Home Textiles and Paper**

# The Journey So Far



Transformed from a Pure Play Yarn Player to an Integrated Home Textiles and Paper Manufacturer



# Our Management Team



**Mr. Rajinder Gupta**  
Co-Chairman

- Founder of the company, served as Managing Director from 1992 to 2012 and the person behind the stupendous growth of the Trident Group
- A first generation entrepreneur having rich & varied exposure of promoting industrial ventures over last three decades
- Awarded “Padmashree” in 2007, in recognition of his distinguished services in the field of trade and industry
- Nominated Vice-Chairman of Punjab State Planning Board, Chairman of FICCI Regional Advisory Council (Punjab, Haryana, Chandigarh & HP) and member of Managing Committee of ASSOCHAM



**Mr. Abhishek Gupta**  
Chief Executive Officer

- Serving as a CEO, has planned and managed activities involved in sourcing, procurement, conversion, and logistics management leading to strengthening of the process of Supply Chain Management
- Leads the Corporate Marketing and Innovation Team and spearheaded the branding initiatives of Copier Paper
- Bachelor's Degree in Law & Business Studies from University of Warwick, International Marketing from Harvard Business School and Entrepreneurial Development Program from ISB, Hyderabad; recently honored with the ASSOCHAM Leadership Award (CEO), 2016



**Ms Pallavi Shroff**  
Chairperson

- Ms Pallavi Shroff is currently Chairperson and independent director on company's board
- She is a Managing Partner of Shardul Amarchand Mangaldas & Co. having over 35 years of experience
- Currently she is National Practice Head of Dispute Resolution, leading litigation and arbitration teams; mentors the Competition Law practice at the Firm
- She has been recognised as one of the Most Powerful Women in Indian Business by Business Today



**Mr. Rajiv Dewan**  
Director

- Mr Rajiv Dewan is currently an independent director on company's board
- He is a Fellow Member of the Institute of Chartered Accountants of India and is a practicing Chartered Accountant
- Possesses wide experience in tax planning, management consultancy, business restructuring, capital market operations, SEBI-related matters and other corporate laws
- Prior to starting his own practice, Mr. Dewan worked in senior positions in renowned textile companies



**Mr. Deepak Nanda**  
Managing Director

- Mr Deepak Nanda is currently the managing director
- He is an alumnus of the Indian Institute of Management, Ahmedabad and holds a Master of Science in Computer Software and Management
- Possesses more than three decades of experience in business development, client relationship, contract negotiations, project implementation and delivery, improving the efficiency and effectiveness of businesses

# CSR Initiatives



TRIDENT  
**CSR**  
CORPORATE SOCIAL  
RESPONSIBILITY

In the  
Service of  
Humanity

## Health



**38k people** got free medical consultation, tests & medicines; More than **350 free eye surgeries**; Mobile dispensary to provide free primary health care

## Education & Welfare



Saakshar - Adult education; IL&FS partnership; **60k Students received 2 lacs notebooks** across **200 schools**; **40k** flour sacks & pre owned belongings distributed across villages

## Women Empowerment



Supporting **over 100** sole earning women; **46% growth** in female work force; **50+ women** in leadership; **200+ women** making marketable crafts products through training

## Water & Energy Conservation



Contribution towards **Nirmal Narmada Project & Swachh Bharat**; Received numerous awards in Energy Conservation



**PHD Chamber Award for Outstanding Contribution to Social Welfare for 2016**

**Energy Conservation Award 2015-2016 received from IPMA and Ministry of Power**

**National Award for Excellence in Energy Management from CII**

**Golden Peacock Award for Environment Management**



# Awards & Accolades



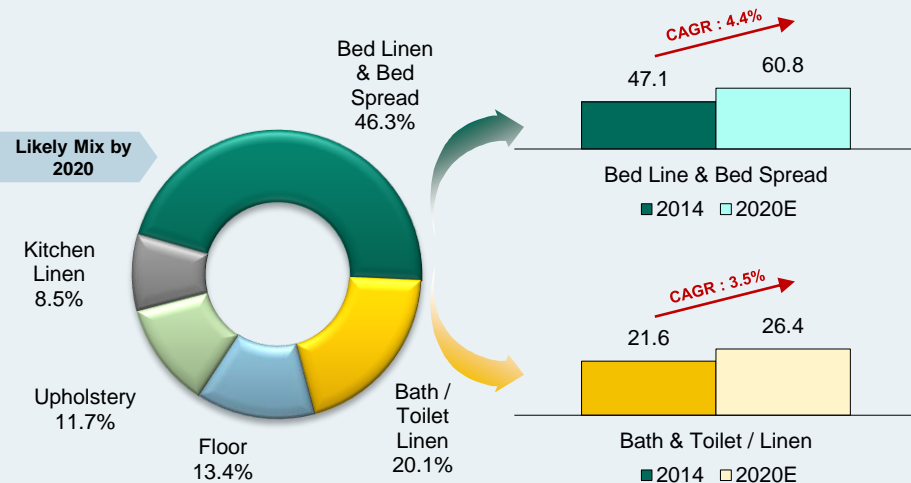


## Industry Overview



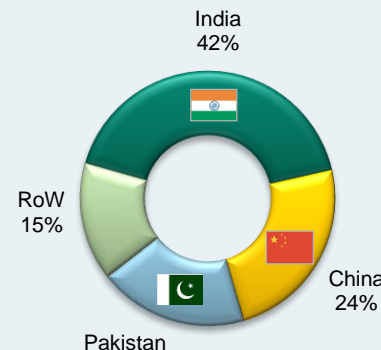
# Global Home Textile Industry: Advantage India

## Global Home Textiles Market is Expected to reach \$131.5 billion by 2020

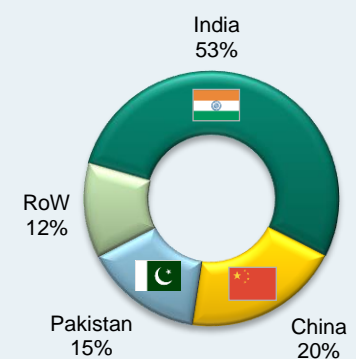


## India is the biggest supplier of Terry Towel and Bed Sheet to US (As on March 2017)

### Market share of major Terry Towel (cotton) suppliers to the US



### Market share of major Bed Sheet (cotton) suppliers to the US



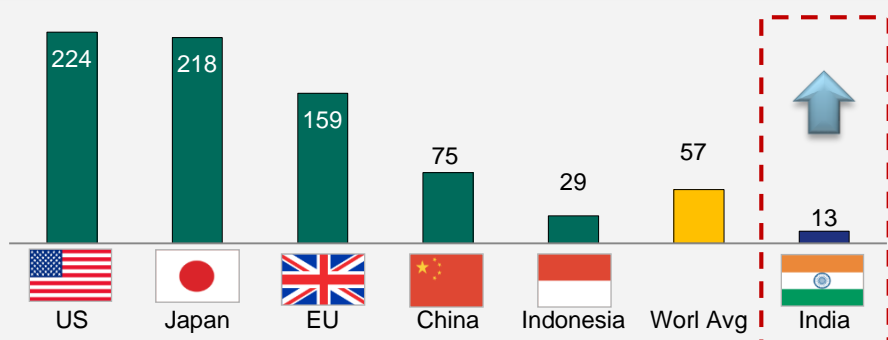
- ✓ **Market Share of Indian Manufacturers has increased in both Bed Sheet and Towel segments in the Dec'16 – Mar'17 quarter despite INR depreciation**
- ✓ **India has a strategic advantage over China: Labour cost is \$1.12 per hour in India vs \$2.65 per hour in China (Werner International 2014 Report)**
- ✓ **Gov Policies such as Technology Upgradation Fund Scheme (TUFS), Duty Drawback, Liberalization of FDI Policy, EPCG etc. have provided a big boost to the textile industry**
- ✓ **Domestic Textiles Market is also gaining acceleration and is expected to reach \$5.6 billion by 2020: Bed Sheet segment is expected to grow at a CAGR of 7.4% and Bath and Toilet Linen is expected to grow at a CAGR of 6.9% till 2020**

Source : Company, Global Home Textiles Market Outlook, Fibre2Fashion

**Significant Growth Opportunities – Globally as well as in India – For Indian Textile Manufacturers**

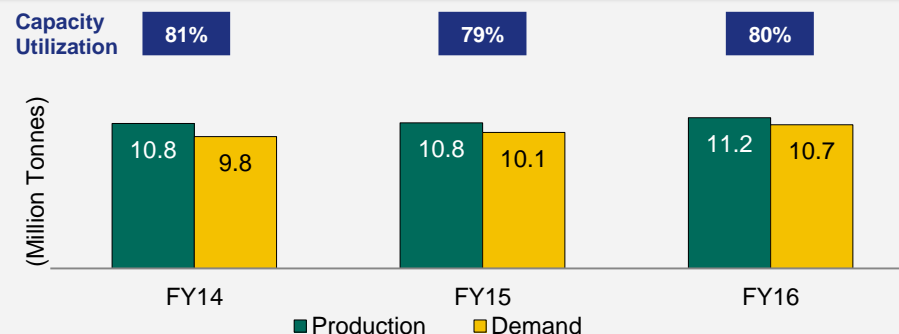
# Indian Paper Industry: Gaining Momentum

Annual per Capita Paper Consumption (in Kgs)



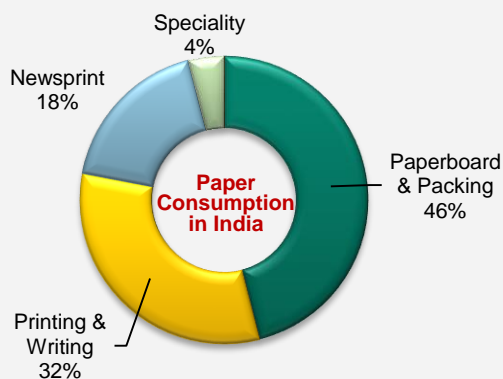
Consumption below average indicates strong headroom for growth in India

Demand Supply Matrix

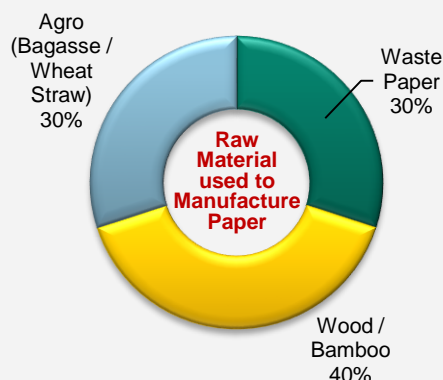


Industry's Capacity addition is in line with Demand Growth resulting in steady utilization levels

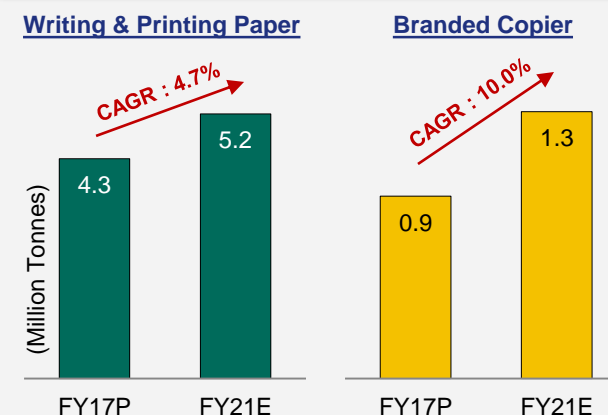
Paper Consumption by Category



Waste Paper and Wood are the chief Raw Material Sources for Manufacturing



Growth Outlook – Branded Copier Segment to outpace WPP Growth



Source : Company, CRISIL Research, Dun & Bradstreet – Sector Watch Report on Indian Paper Industry

Improving Realizations coupled with Falling Pulp Prices have ushered in a Golden Era for Indian Paper Manufacturers





## Home Textile Business



# Trident : One of the World's Largest Integrated Textile Manufacturer

## Vertical Integration....

### Yarn



100% Cotton Yarn, Compact Yarn, Air-Rich, Zero Twist, Blended Yarn, Fancy Yarn, Melange, Specialty & others

### Bed Linen



Solid & Printed Sheets, Top-Up Beds, Duvets, Comforters, Fitted Sheets, Pillow Cases, Quilts, Decorative pillows, Coverlets & others

### Bath Linen



Luxury, Organic, Spa & Hotel, Beach, Designer, Jacquard, Dobby Texture, Celebratory, Bath Mats, Bathrobes, Checkered, Waffle, Infants & Kids and others

## ....and Fully Integrated Manufacturing Process

### Yarn



Automatic Bale Plucker



Carding



Combing



Draw Frame



Speed Frame



Ring Frame



Real-time Monitoring



Winding



Dispatch

### Home Textile

#### Bath Linen Manufacturing Processes



TFO-Two for One



Warping



Sizing



Processing



Greige Fabric Inspection



Weaving



Processing



Processed Fabric



Final Inspection & Packing



Automated CSP



Dispatch

#### Bed Linen Manufacturing Processes



Warping



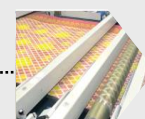
Weaving



Fabric Inspection



Processing



Printing



Spreading



Dispatch



Automated CSP

Fully Integrated Processes provide a strong control over the Production Value Chain

# Business Overview

## Infrastructure Overview



### Bath Linen

#### Budni, MP

- 1 Unit
- 300 Looms
- 48000 MT/pa

#### Barnala, Punjab

- 3 Units
- 388 Looms
- 42000 MT/pa



### Bed Linen

#### Budni, MP

- 1 Unit
- 500 Looms
- 43.2 Mn Mtrs/pa



### Yarn

#### Budni, MP

- 5 Units
- 3.7 Lac Spindles
- 2880 Rotors

#### Barnala, Punjab

- 5 Units
- 1.8 Lac Spindles
- 3584 Rotors



**Water Treatment**  
48 MLD

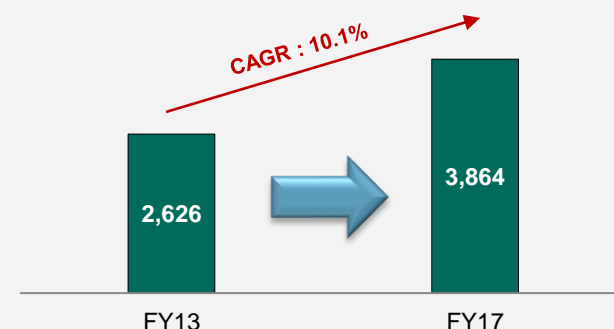


**Power**  
50 MW

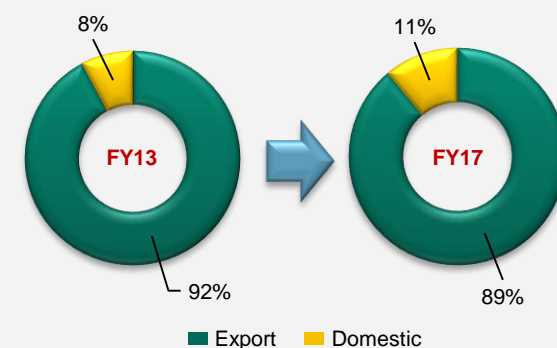


**Chemical**  
100000 TPA

## Segment Revenue (Home Textiles) in Rs Crs



## Revenue Mix (Bed Sheet and Bath Linen): Export Vs Domestic



**Post GST, Revenue share from Domestic Market will increase gradually to ~ 15%**

**Strong Growth Prospects on back of recent capacity additions and entry into Bed Linen Segment**

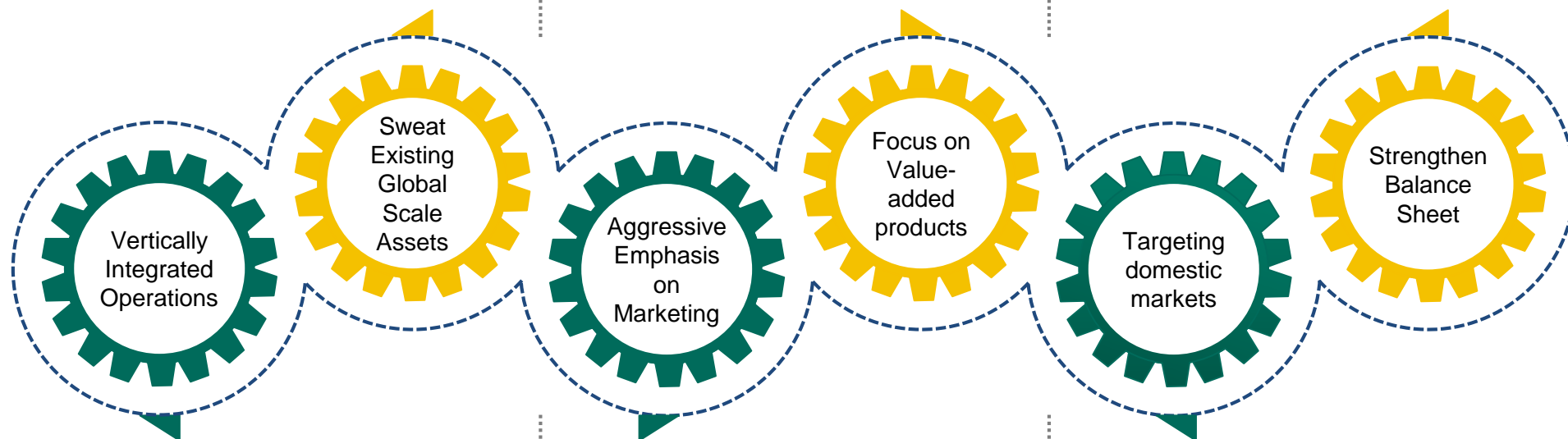


# Our Strategy

- Focus on optimally utilising global scale capacities
- Significant free cash flows anticipated with major capex cycle getting over
- On-track to significantly improve return ratios

- Branding strategy to target premium customer segment in Home Textiles
- Focus on value-added products to improve contribution over the coming years

- Robust free cash flow generation expected going forward
- To reduce long-term debt in a phased manner



- Cotton-to-Terry Towel and Cotton-to-Bed Linen: Fully integrated operations to deliver sustainable performance over the years

- Strengthening presence in new markets like UK, Italy, France, Japan, Australia, South Africa and Canada
- Continue to target new markets to diversify customer base geographically
- Leverage existing customer relationships to ramp-up Bed Linen marketing

- Improve brand presence through multi brand outlets MBOs & Modern Retail across India
- Emphasis on emerging e-commerce platforms to market Home Textile brands – brands available across major e-commerce platforms

**Our Mission is to Emerge as a Trusted Partner to the Top Global Retailers & Fashion Houses**



# Marquee Clientele

## Global Customers



## India Customers



## Online Presence

amazon

Flipkart



SHOPCLUES.COM

JABONG.COM

MYNTRA.com

indiamart

HOME SHOP 18

eBay.in

paytm

pepperfry.com

snapdeal

FAB FURNISH.com

Kraftly Uniquely Yours

Strong Customer Relationships provide Opportunities to Increase Business Share and Cross-sell Products

# Focus on Innovations and Value Added Products



- Super Soft
- Moisture Wicking
- Breathable
- Luxury Sleep Comfort



The Sheets woven with Air Rich yarn are extremely soft & smooth to the touch. As the fibers help in releasing the moisture management & breathability which results in a cool and comfortable night's sleep.

- Superior Cotton Yarn
- Feather Soft Sheet
- Enhanced Lustre & Vibrant Shades
- Everlasting Touch
- Superior Softness





- All Season Sheet
- Superior Softness
- Breathable
- Moisture Wicking
- Dry Comfort



All season sheets are engineered to improve moisture transfer by drawing moisture away from the skin through capillary action. The mechanical inspiration over a wider surface provides cool comfort. The sheets are finished to perfection, which provide easy washing thereby making them suitable for the year round use.

- Durable Compact Yarn
- Quick Dry
- Super Soft
- Moisture Management
- Breathable



SLEEP COMFORT  
**WRINKLE FREE**



Sleep Comfort Sheets are the new generation of the Wrinkle Free Finish which offers a super soft sheet combined with comfort features like Moisture Management & Breathability. Air Rich yarn makes it soft and smooth providing a comfortable sleep. Sleep Comfort Wrinkle Free sheets are created using our special technology which adds to the strength & the plush look providing a smooth sleep back after wash.



- Bio Softness
- Renewable
- Reduced Carbon Foot Print
- Natural Finish



The Nature's Winkles New Formula for better performance and healthy living.

bio touch Sheet combines the following benefits with outstanding technical performance providing a bed sheet made in an environmentally conscious way.

- Based on Renewable and Sustainable raw materials
- Reduces product Carbon Footprint
- Supports to support 100k+ jobs

Continuous Research on Fashion & High Value Products to Improve Contribution

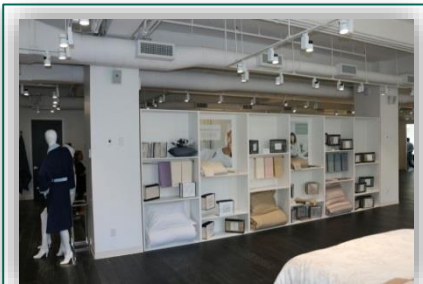
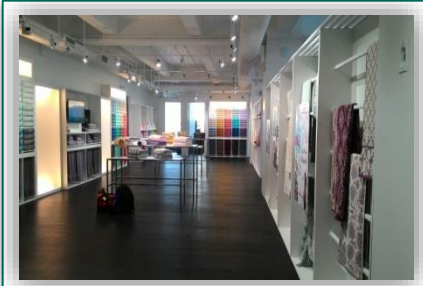
# Branding & Marketing Activities



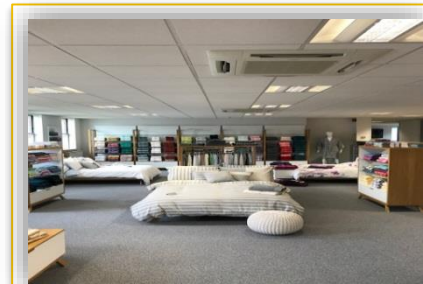
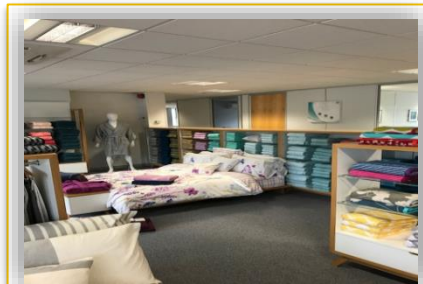
Essential Range to Luxury Range category with established brands in more than 400 MBOs (Multi Brand Outlets)

# Branding & Marketing Activities

## Design Studio in New York



## Design Studio in Cheshire (UK)



Enhance Customer Experience and Position Trident as Superior Brand in Customer Mind





## Paper Business



# Business Overview

## Infrastructure Overview



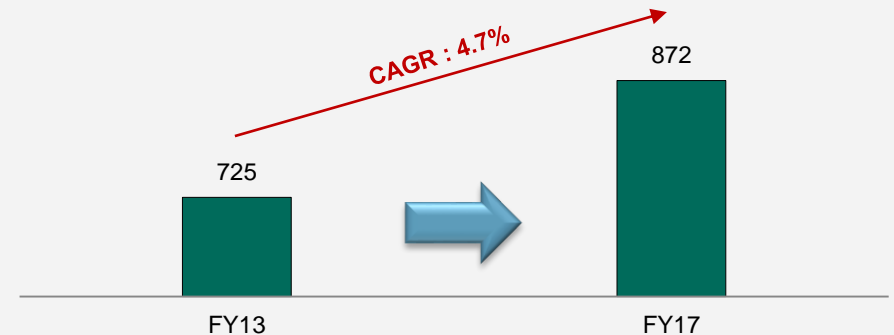
### Paper

#### Barnala, Punjab

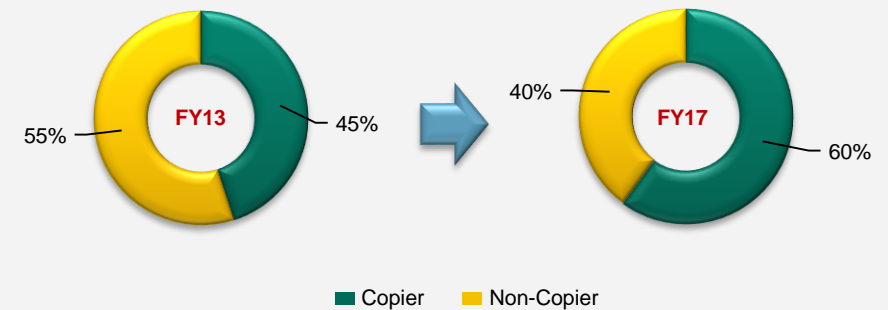
- 2 Units
- 175000 MT/pa



## Segment Revenue (Paper) in Rs Crs



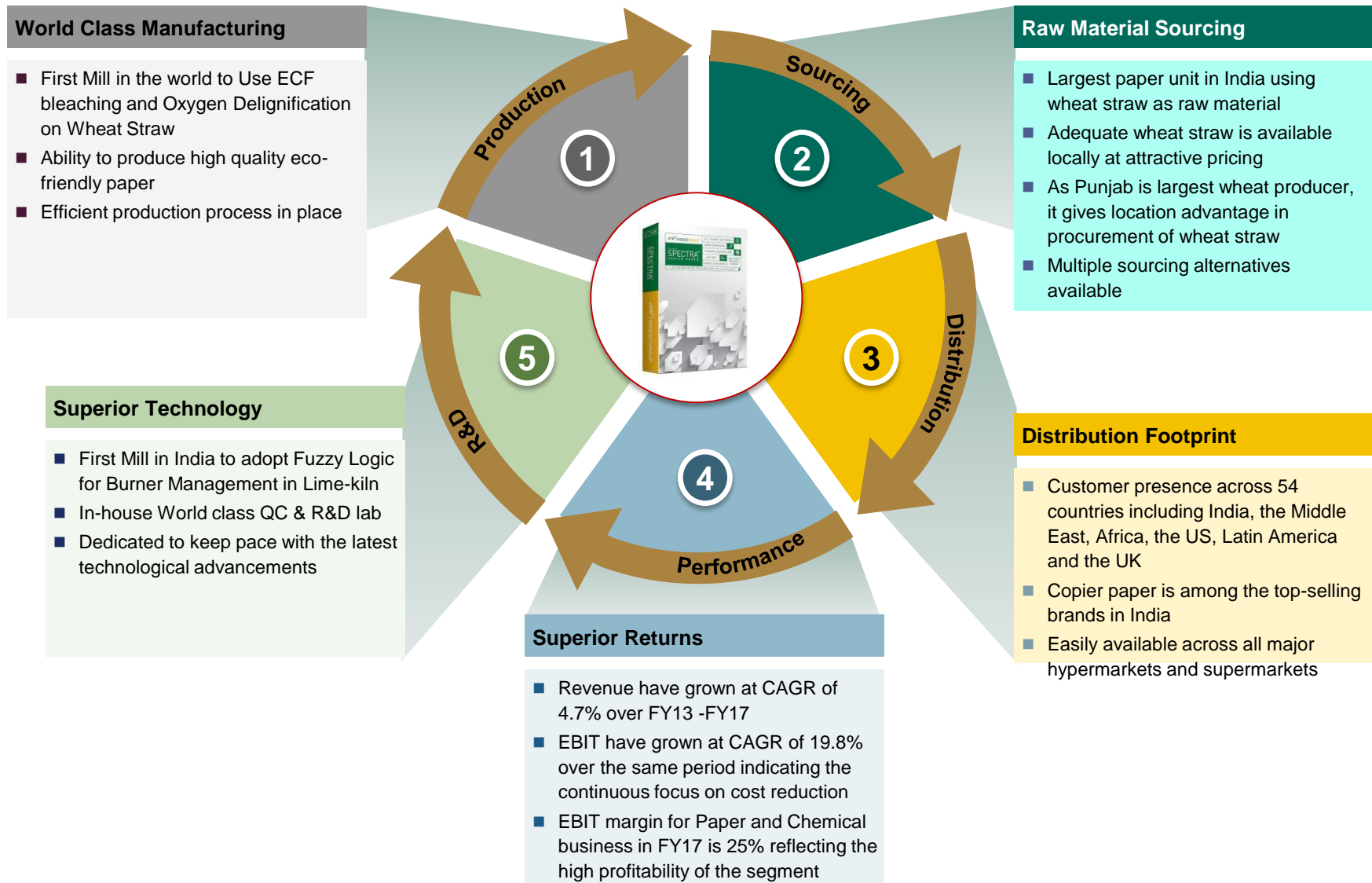
## Paper Product Mix – Increasing Copier Sales Volume Share



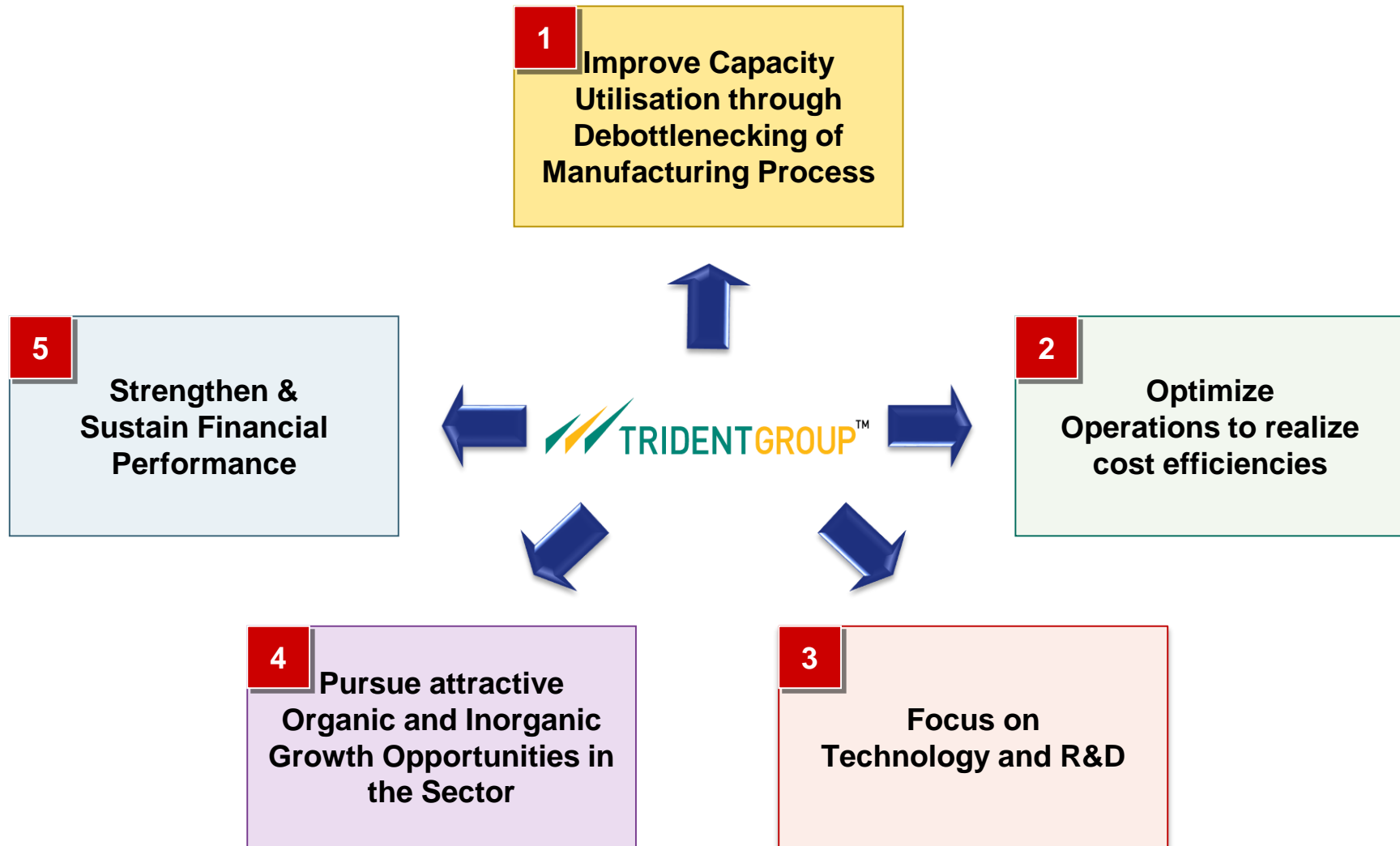
- The shift in copier paper will result in sustaining the margins going forward

**Trident is World's Largest and India's Only Wheat Straw-based Paper Manufacturer**

# Our Business Model



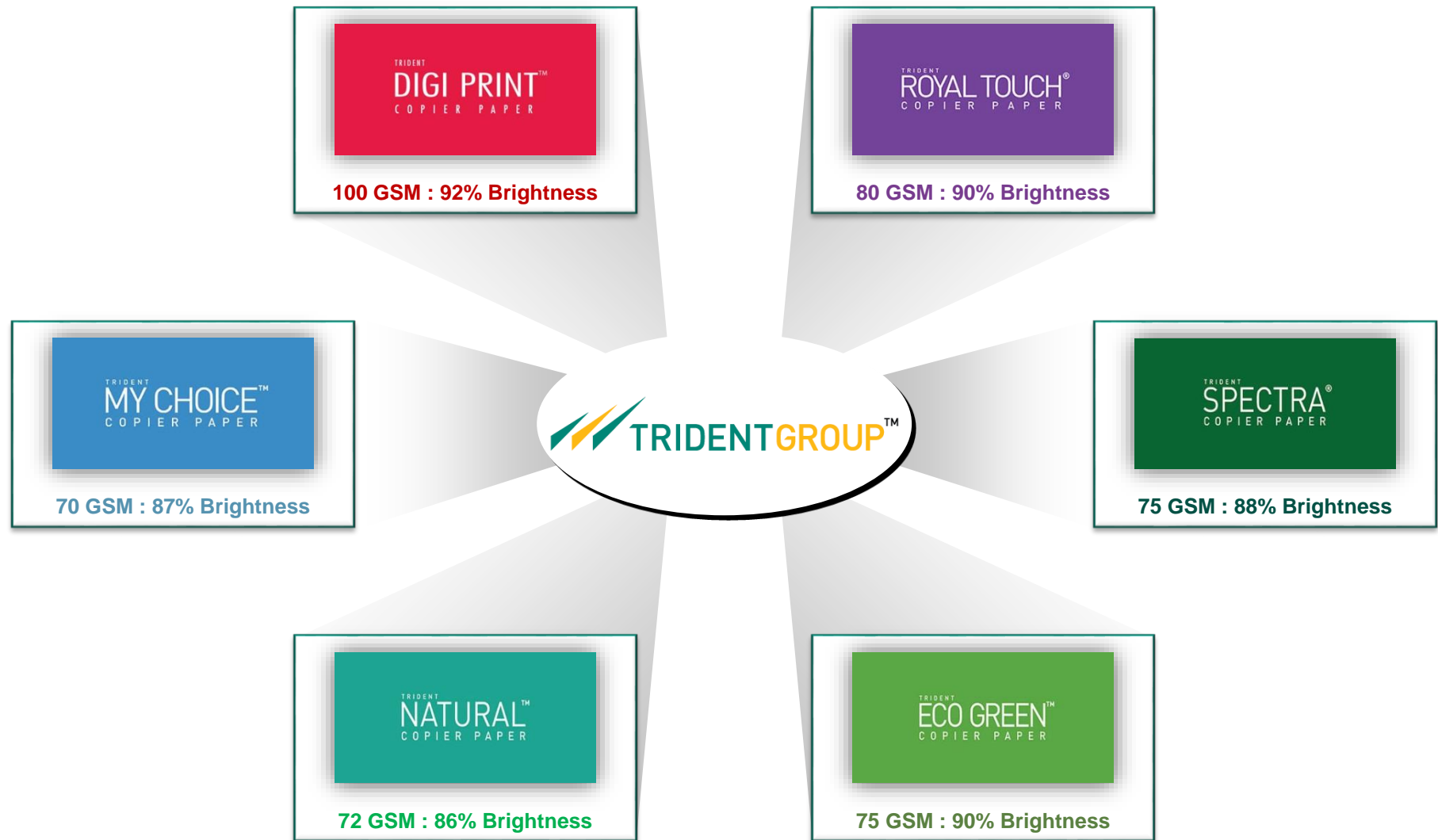
# Our Strategy



**Our Mission is to Emerge as a Leading Paper Manufacturer in India**



# Branding & Marketing Activities



**Differentiated Product/ Brand to target distinct end consumers as per their requirements**

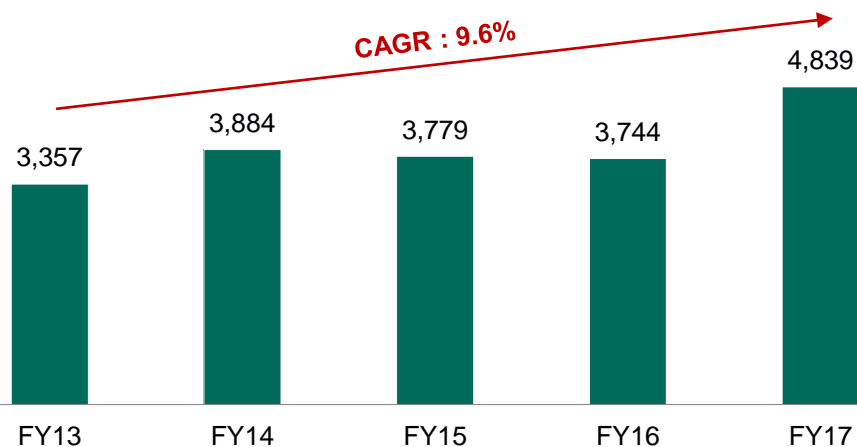


## Financial Overview

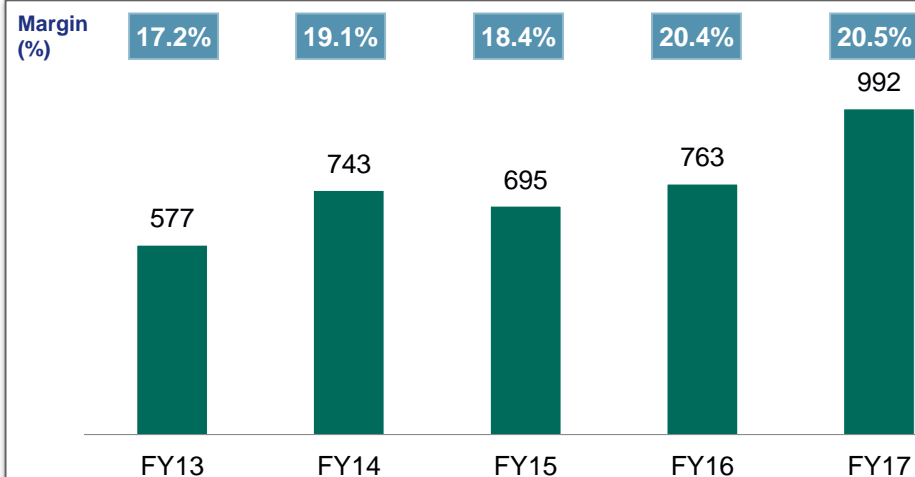


# Financial Overview: Consolidated

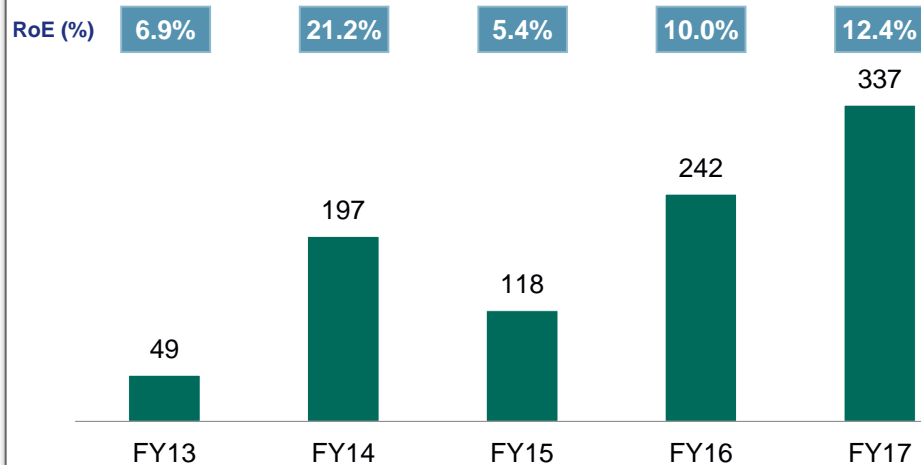
## Net Revenue (INR Crs)



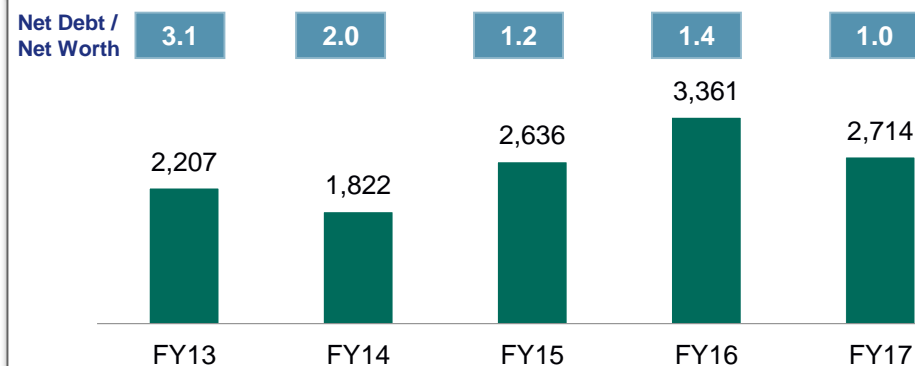
## EBITDA (INR Crs) and EBITDA Margin (%)



## PAT (INR Crs) and RoE (%)



## Net Debt (INR Crs) and Net Debt / Net Worth (x)



- Continuous focus on Debt reduction by company as evidenced by reducing D/E
- Out of the total long term debt, ~75% debt is under TUFS scheme which is available at a very subsidized rate

# Dividend Policy

**Minimum Annual  
Dividend**

**6%**

**of Face Value**

**Maximum Annual  
Dividend**

**33%**

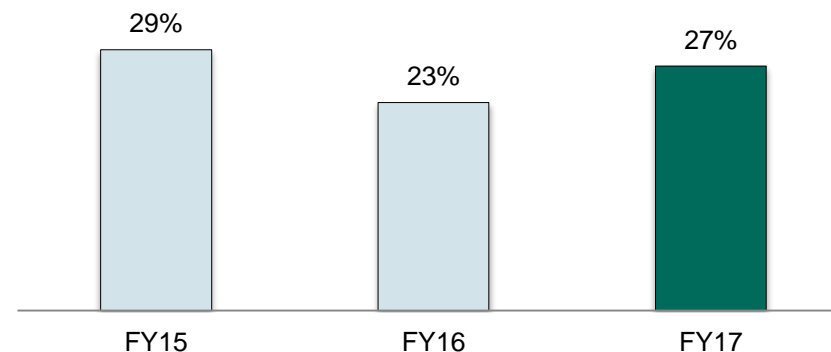
**of Net Profit**

(Including Dividend Distribution Tax)

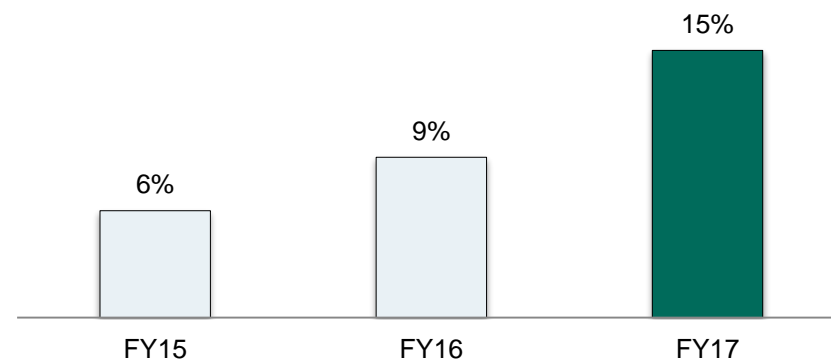
Year	Total Dividend%	Dividend Type	%age
FY17	15%	Final	3%
		Interim	6%
		Interim	6%
FY16	9%	Interim	3%
		Interim	3%
		Final	3%
FY15	6%	Interim	3%
		Interim	3%

**Note :** Dividend Distribution Policy is available at [www.tridentindia.com](http://www.tridentindia.com)

## Dividend Payout Ratio



## Historical Dividends (%age of Face Value)



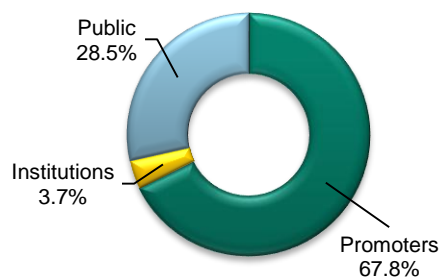


# Share Price Performance & Shareholding

## Trading Statistics

- Current Price : Rs. 74.95
- Volume : 483,113 (BSE + NSE)
- M. Cap : Rs. 38,195 MM
- 52 W High : Rs. 92.3
- 52 W Low : Rs. 42
- Average Daily Volumes
  - 12M : 2,048,705
  - 6M : 1,775,890
  - 3M : 1,078,408
  - 1M : 544,788

## Shareholding Pattern – 31st March, 2017



## Share Price Performance – LTM





**Thank You**