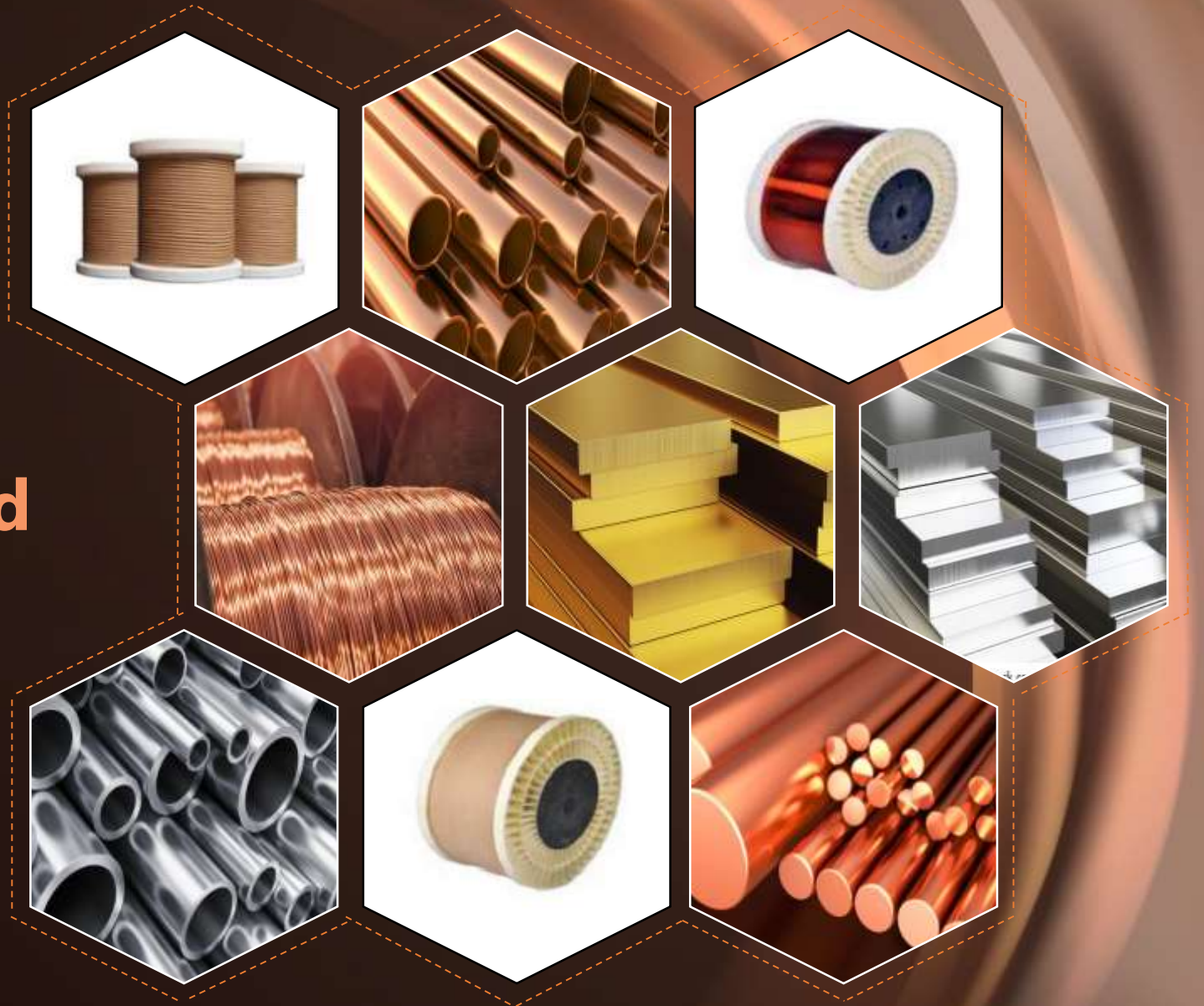




SHERA

Shera Energy Limited

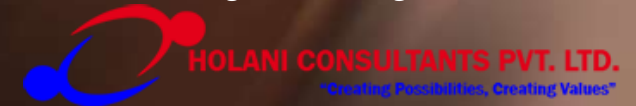
Investor Presentation



WHERE POWER

Empowers THE INNOVATION

Book Running Lead Manager To The Issue



HOLANI CONSULTANTS PVT. LTD.

"Creating Possibilities, Creating Values"



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This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating Shera Energy Limited future business developments and economic performance. While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. We undertakes no obligation to publicly revise any forward looking statements to reflect future likely events or circumstances.

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About Shera Energy Limited

- Shera Energy Ltd, incorporated in 2009, is in the business of manufacturing winding wires and strips made of non-ferrous metals primarily Copper and Aluminum.
- Product range of company includes paper covered wires, enamel and fibre covered wires, round wires, rectangular wires, bunched wires, tubes, rods, strips, etc. These products are mainly used in transformers, motors and electrical panels.
- To focus on business growth, the company has done backward and forward integration by investing in 3 subsidiary companies namely Rajputana Industries Private Limited, Shera Metal Private Limited and Shera Infrapower Private Limited to add value-added products in the portfolio.
- Company is ISO Certified and having vendor approval validation from prestigious organisation such as Power Grid Corporation of India.
- For FY22, the Company has reported turnover of Rs 523.82 crore, up 24% YoY and net profit of Rs 7 crore, up 39% YoY for FY22.



Our Journey



2003

Started the business in the name of SHERA Metals & Engineers as a proprietorship firm.

Incorporated under the Companies Act, 1956 as a Pvt. Ltd. company pursuant to a takeover of the all the business activities and movable assets of proprietorship firm of Metals and SHERA Metals and Engineers

2009

2015

Investment in our company by Emerging India Growth Fund CVCF – V

Vendor Approval Validation from Power Grid Corporation of India, a GoI Enterprise, for Enamelled, PCCC and PIAC conductors for Power and Distribution transformers up to 33KV class.

2020

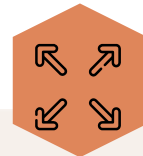
2022

The company was converted to public company.

Key Facts & Figures



19+ years
of Excellence



Standalone
Installed Capacity
15,600 MT



2 Manufacturing
Plants of Company
&
2 Manufacturing
Plants of Subsidiaries



Manufacturing
facilities Spread Across
8,00,000 Sq. Ft.



300+
Employees



Export in **15+**
countries



Certifications
ISO 9001:2015
ISO 14001:2015
ISO 45001:2018



FY22
₹ 524.00 Cr Revenue
₹ 34.37 Cr EBITDA
₹ 7.00 Cr PAT



FY22
10.48% ROE
26.78% ROCE



3 Years CAGR
Revenue – **10.94%**
EBITDA – **6.89%**
PAT – **39.15%**

Business Strategies



Expanding our customer base



Focus on increasing operational efficiencies to improve returns



Invest in infrastructure and technology



Enhancing existing products base and product quality



Focus on quality



Focus on backward and forward integration



Competitive Strength



Strong experience of
management over a
decade

Strong product
portfolio



Established clientele;
top 10 customers
contribute 43.17% of
sales

Backward integration
to ensure smooth
supply of raw



State Of The Art Manufacturing Facilities



RAJPUTANA INDUSTRIES PRIVATE LTD



SHERA METAL PRIVATE LTD



SHERA ENERGY LTD



Capacity Utilization

Year-wise Installed Capacity of Production and its Production on Stand Alone Basis of Shera Energy Limited

S.NO	PERIOD	LOCATION	NAME OF PRODUCT	UNIT MEASUREMENT OF PRODUCTION	INSTALLED CAPACITY	ACTUAL PRODUCTION	CAPACITY UTILIZATION IN %
1	FY 2019-20	VKIA and Kaladera	All types of alu winding wire/strip	MT	5,400.00	3,962.00	73.37
			All types of copper winding wire/strip	MT	7,200.00	4,811.54	66.83
			Rods wire and tube of brass	MT	1,800.00	355.41	19.75
			Rods wire and tube of copper	MT	1,200.00	897.74	74.81
2	FY 2020-21	VKIA and Kaladera	All types of alu winding wire/strip	MT	5,400.00	3,467.71	64.22
			All types of copper winding wire/strip	MT	7,200.00	4,016.87	55.79
			Rod wire and tube of brass	MT	1,800.00	607.3	33.74
			Rod wire and tube of copper	MT	1,200.00	941.2	78.43
3	FY 2021-22	VKIA and Kaladera	All types of Alu Winding wire/ Strip	MT	5,400.00	2,938.83	54.42
			All types of coper Winding wire/ Strip	MT	7,200.00	3,318.39	46.09
			Rod wire and tube of Brass	MT	1,800.00	1,398.15	77.67
			Rod wire and tube of Copper	MT	1,200.00	889	74.08
4	April 2022 to Sept 2022	VKIA and Kaladera	All types of Alu Winding wire/ Strip	MT	5,400.00	2,110.57	78.17
			All types of coper Winding wire/ Strip	MT	7,200.00	2,178.13	60.5
			Rod wire and tube of Brass	MT	1,800.00	561.71	62.41
			Rod wire and tube of Copper	MT	1,200.00	321.78	53.63

Subsidiaries Details

RAJPUTANA INDUSTRIES PRIVATE LTD

- Rajputana Industries Pvt Ltd. is in the business of recycling.
- The backward integration enable Shera Energy to has assured source of copper for manufacturing and the same time safeguards the Company from copper price volatility.
- The Company has Installed capacity of 9860 MTPA.

Shera Energy Pvt Ltd Currently Holds 75.37% In Rajputana Industries Pvt Ltd.

SHERA METAL PRIVATE LIMITED

- Shera Metal Private Limited in manufacturing of bus bar, round, flats, Tube of Copper, Aluminium and Brass
- Installed Capacity 9270 MTPA.

Shera Energy Holds 73.20% In Share Metal Pvt Ltd.

SHERA INFRAPOWER PRIVATE LIMITED

- Shera Infrapower Private Limited having Industrial Land 30,041 Sq. Mt.

Shera Energy Private Limited Holds 100% In Shera Infrapower Private Limited.

Highly Focus On Sustainable Environment



Shera Energy - Shera Energy understands its responsibility towards sustainable energy and ensured maximum consideration of the environment by implementing various assets to conserve resources. Steps taken by the company

1. Non Ferrous Metals recycling

- Rajputana Industries recycles non ferrous metals scrap into fine non ferrous metals and then into wires. Recycling non ferrous metals is a highly eco-efficient way of reintroducing a valuable material back into the economy. The recycling of non ferrous metals requires less energy than primary production and reduces CO2 emissions.
- In addition to its environmental benefits, the recycling of non ferrous metals scrap, such as electronic waste, drives the recovery of many other metals such as gold, silver, nickel, tin, lead and zinc.
- Non Ferrous Metals recycling contributes to a progressive move toward a more circular economy.
- The current capacity of Rajputana Industries is 720 MT per month.

2. Rain water harvesting implementation.

3. Big green area in the premises to naturally feed the ground water level thereby keeping a fresh and healthy atmosphere.



Products Portfolio



Products Portfolio



(A) ALL TYPES OF COPPER WINDING WIRES / STRIPS

1

Paper Covered Round & Rectangular Wires, Bunched Wires



2

Enamel and Fiber Covered Round & Rectangular Wire



(B) ALL TYPES OF ALUMINIUM WINDING WIRES AND STRIPS

1

Paper Covered Round & Rectangular Wires



2

Enamel Covered Round & Rectangular Wires



3

Fiber Covered Round & Rectangular Wires



4

Wires



Products Portfolio



SHERA

(C) RODS, WIRES & TUBES OF BRASS

1

Rods & Profiles of Brass



2

Brass wire



3

Brass Tubes

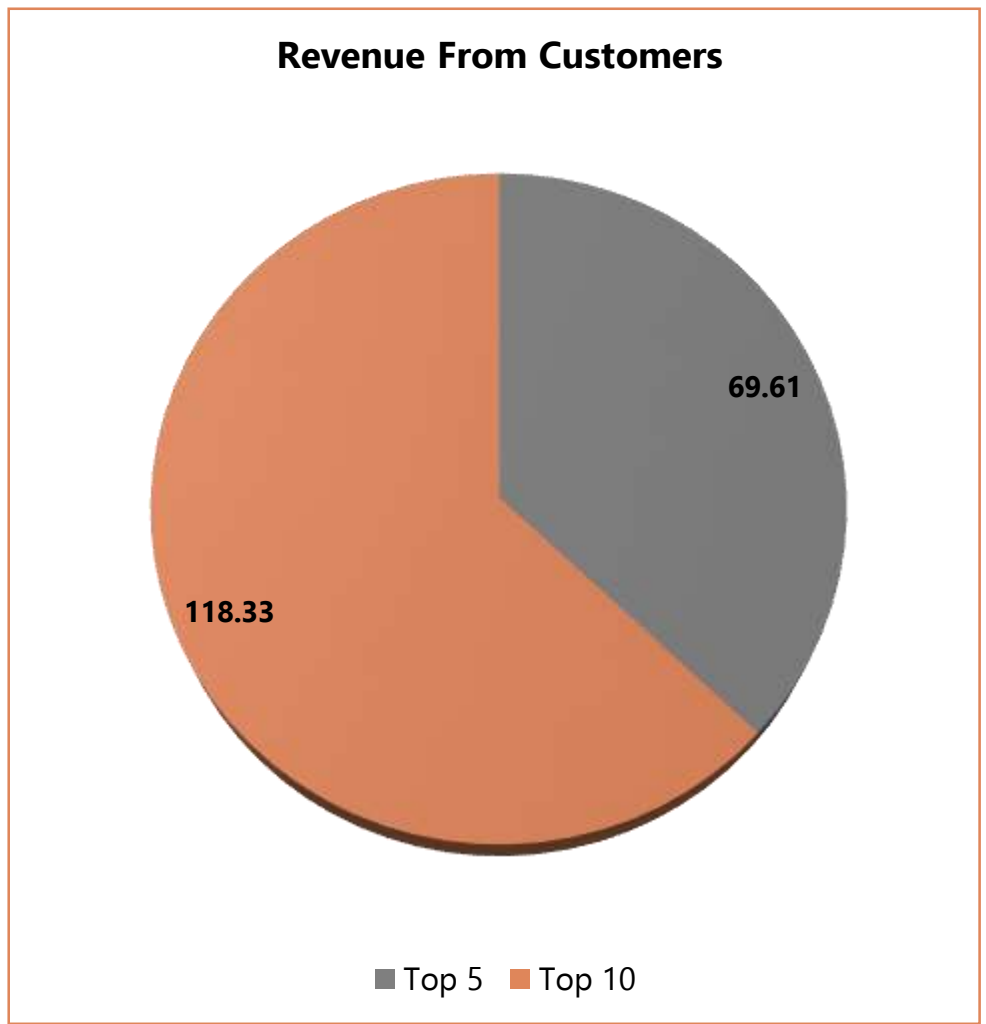
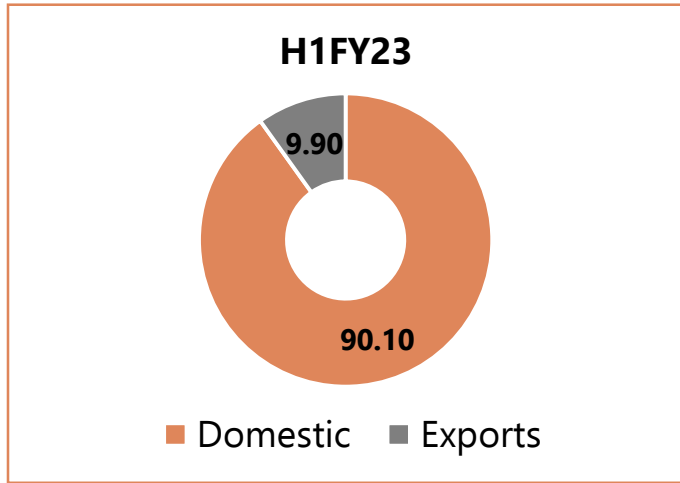
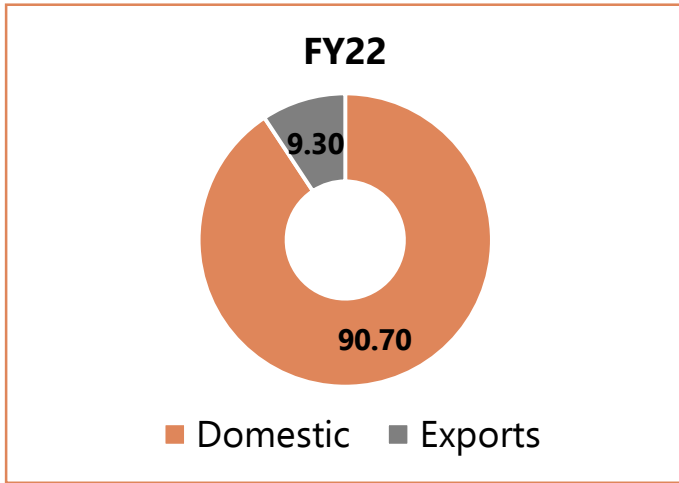
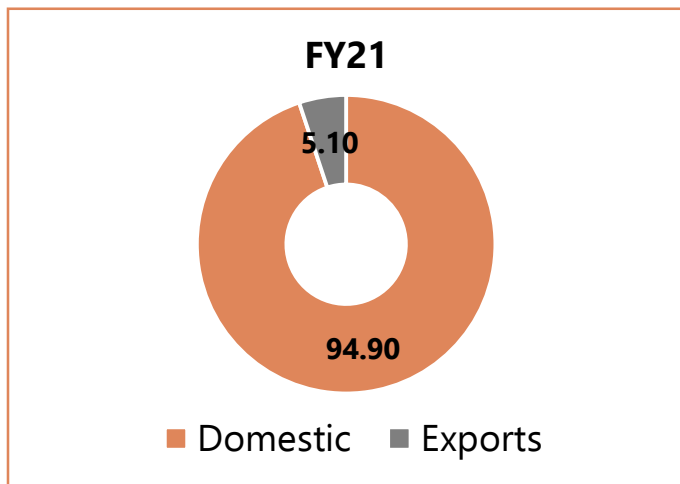
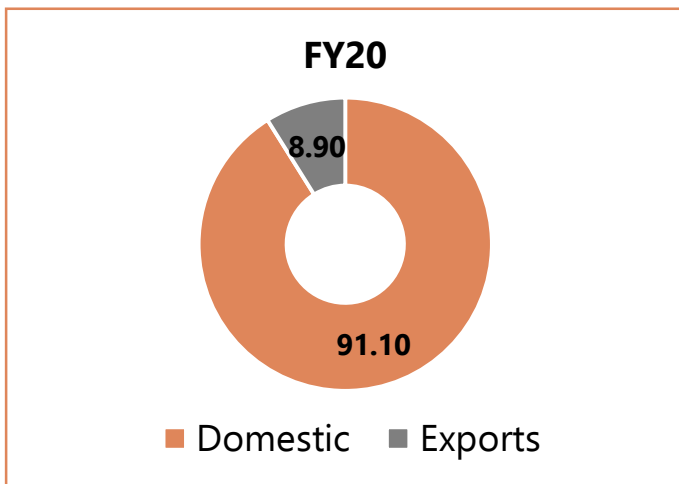


(D) RODS, WIRES & TUBES OF COPPER

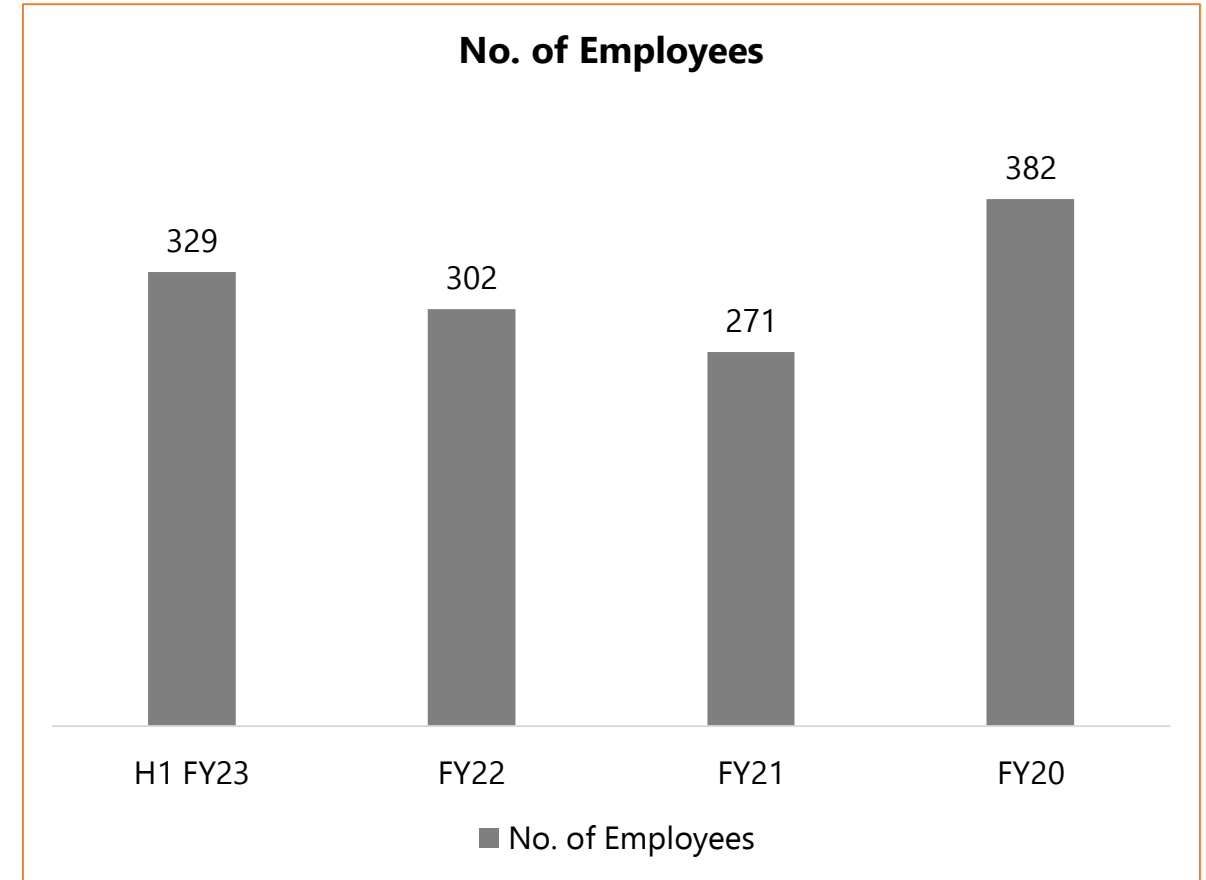
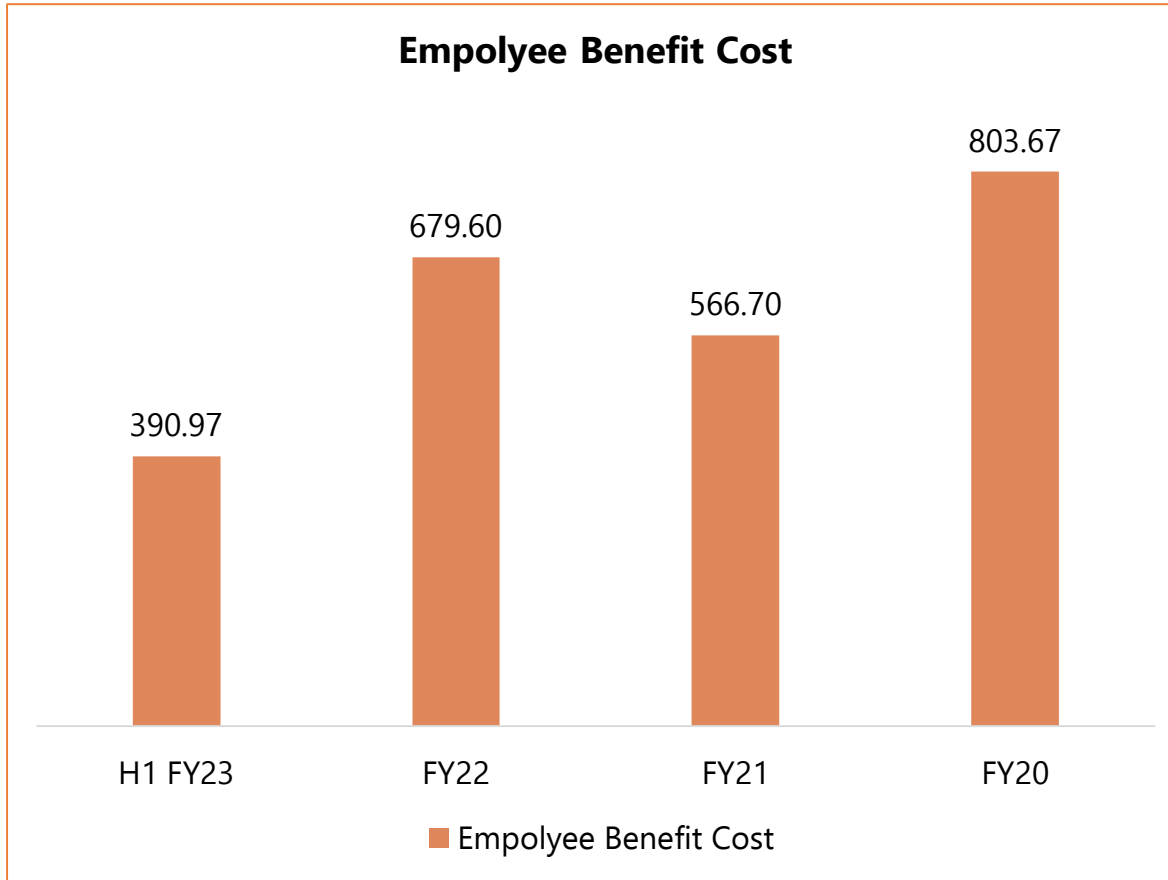


Revenue Breakup Domestic And Export

In %



Management Supported By Well Experienced Professional Team



Employee cost is just 1.3% of revenues and comes Rs 2,25,000 per employee per annum.

Board Of Directors



SHEIKH NASEEM
(Chairman and Managing Director)

EDUCATION:
Bachelor's of Engineering (Hons.), Electrical.

- Sheikh Naseem having experience of 23 years in various sectors has incorporated transformer company in the name of "Shivani Electricals" and then entered into wire industry by incorporating Shera Metals and Engineers and then Shera Energy Ltd.
- Mr. Sheikh has been instrumental for innovation in electrical wire industry and non-ferrous metal and alloy metal industry.
- He looks after business strategies and business growth of Shera Energy Ltd.
- He has directorship of Isha Infrapower Pvt Ltd., Shera Infrapower Pvt Ltd., Shera Metal Pvt Ltd., Rajputana Industries Pvt Ltd.



SHIVANI SHEIKH
(Wholetime Director)

EDUCATION:
Bachelor's of Engineering, Electrical

- Shivani Sheikh having experience of over 23 years across various sectors including metal industry has started partnership firm Shivani Electricals.
- She has also established proprietorship firm with the name of M/s S.S. Structure.
- Mrs. Shivani Sheikh looks after operations of Shera Energy Ltd. Her professional attitude has led her Company Shera Energy Limited to climb the ladders of success in no time.
- She acts as a link between employees and management of the Company.
- She has directorship of Isha Infrapower Pvt Ltd., Shera Infrapower Pvt Ltd., and Rajputana Industries Pvt Ltd.

Board Of Directors



Mr. Piyush Sharma Non-Executive Director



EDUCATION

Management in Business Administration

- He has been associated with the Company since 2013 and has experience of over 10 years in the field of marketing and sales.
- He is also a Director in Shera Metal Pvt Ltd.

Mr. Vineet Gupta Independent Director



EDUCATION

Mechanical Engineering Graduate

- He worked as Shift Engineer in Tool Department in National Engineering Industries and HOD of Kahaitan Polytechnic College, Jaipur.
- He is also Director of Apoorv Infracon India Private Limited.

Mr. Arpit Kumar Datasra Independent Director



EDUCATION

Gold Medalist in B.A. L.L.B.

- He has experience of 4 years and associated with the Company as Independent Director.

Board Of Directors



Mr. Vekas Kumar Garg Independent Director



EDUCATION

MCOM and Company Secretary

- He is a practicing Company Secretary and a register valuer and an insolvency professional with Insolvency and Bankruptcy Board of India.
- He is also Director of Value Plus Insolvency Resolution Professionals Private Limited and Girish Foundation.

Mr. Kuldeep Kumar Gupta Independent Director



EDUCATION

BCOM, Chartered Accountant, DISA, ICWAI

- He has the certificate of Professional Membership from Indian Institute of Insolvency Professionals.
- Also directorship of RMC Switchgears Limited, Eternity Pharmacy Private Limited, K.K.G. Securities Pvt Ltd and Times Advisors Private Limited.

Mr. Batakrushna Panigrahi Nominee Director



EDUCATION

M.Sc (Agriculture)

- Appointed as nominee director by Emerging India Growth Fund CVCF-V. since May 2022.
- He is currently acting as Senior Executive Vice President of Canbank Venture Capital Fund Limited.
- He is also director of Shera Metal Private Limited, M-Tech Innovations Limited and N Soft (India) Services Private Limited.

Industry Overview



The sector is highly unorganized with many small scale industries with fragmented capacity.

Winding wires are extensively used in the electrical and electronic equipment's comprising of Motors, Transformers, Pumpset Switchgears, Fans, Hand Tools, Domestic Appliances, etc.

However, most of the service providers rely on third-party manufacturers for needs which project the winding wire market to grow at a CAGR of 5% between FY19 and FY23.

Globally, the winding wire market share is expected to increase to USD 12.08 billion from 2021 to 2026, and the market's growth momentum will accelerate at a CAGR of 5.04%

Thus a recycled copper will likely to drive the market production in coming period.



KEY WINDING WIRE MARKET DRIVERS

The expansion of power generation and T&D network.

The generation of electricity is increasing at a rapid pace in countries

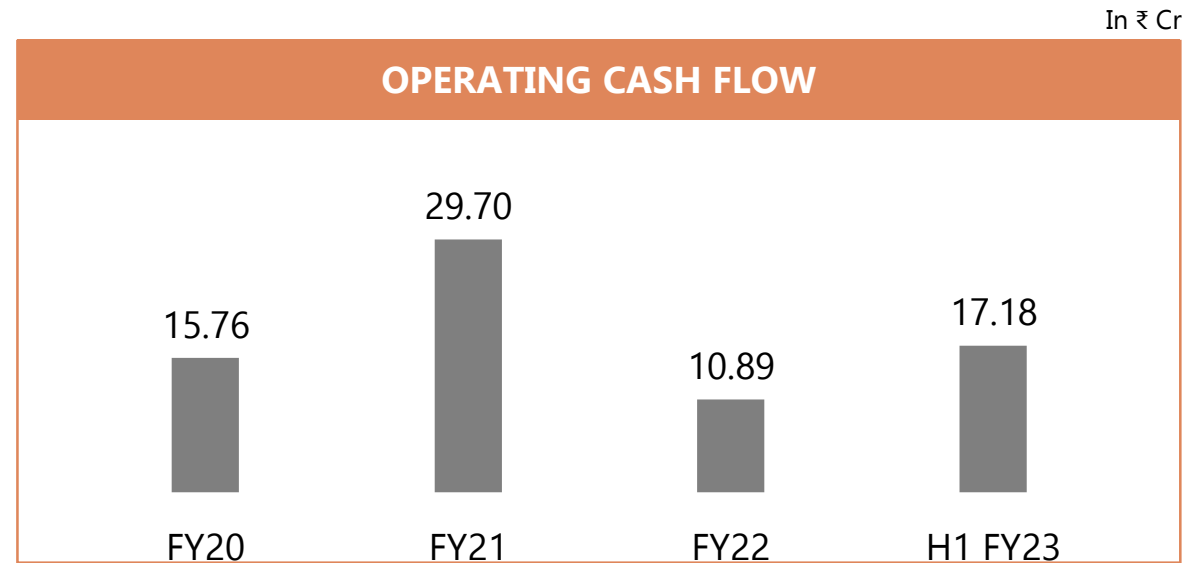
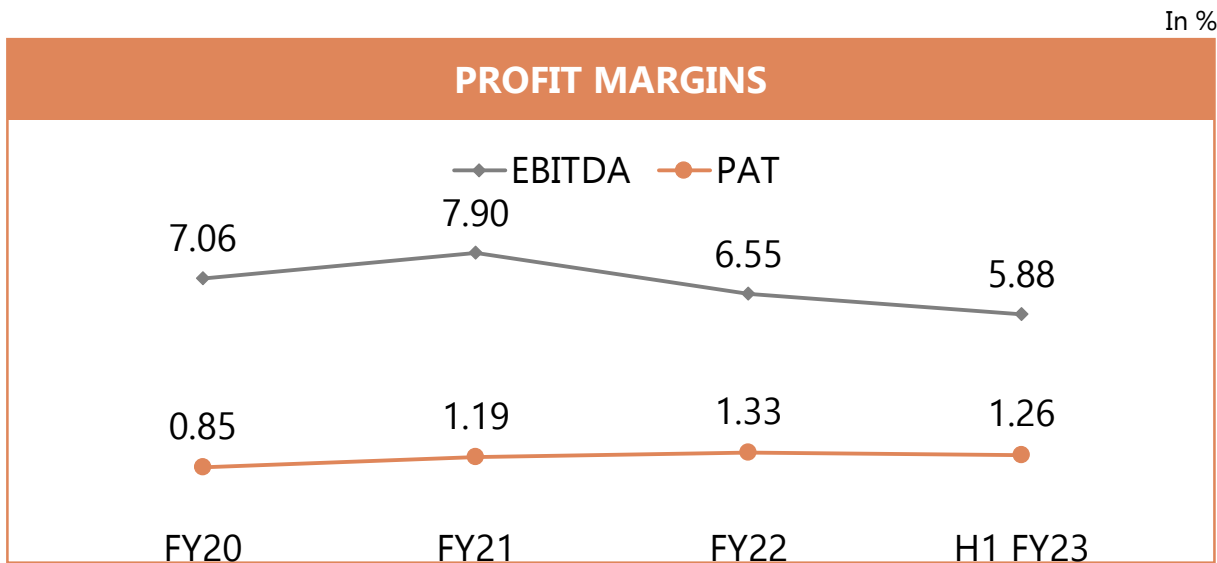
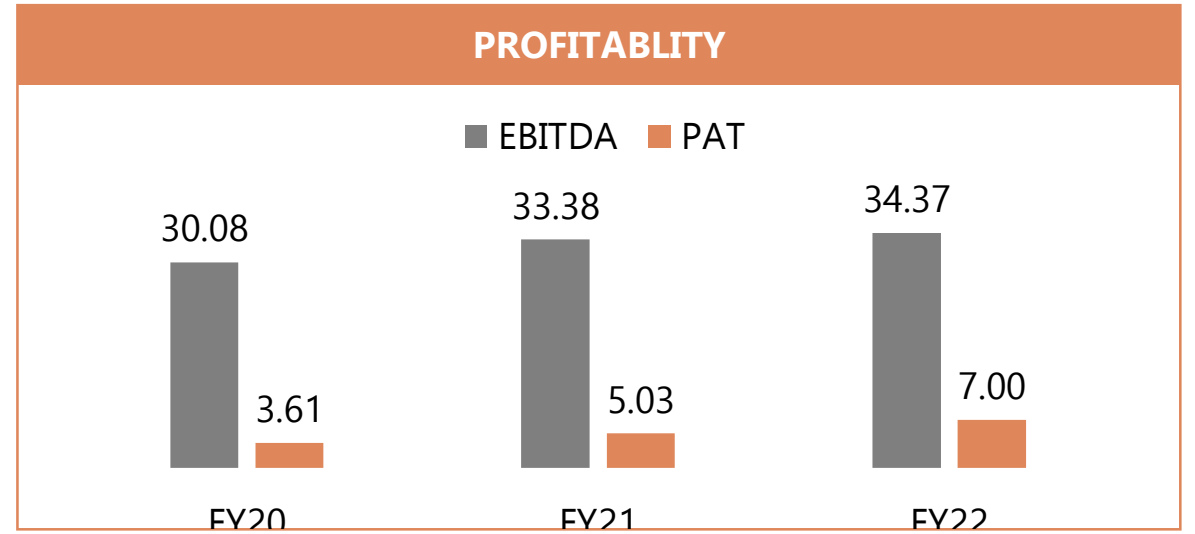
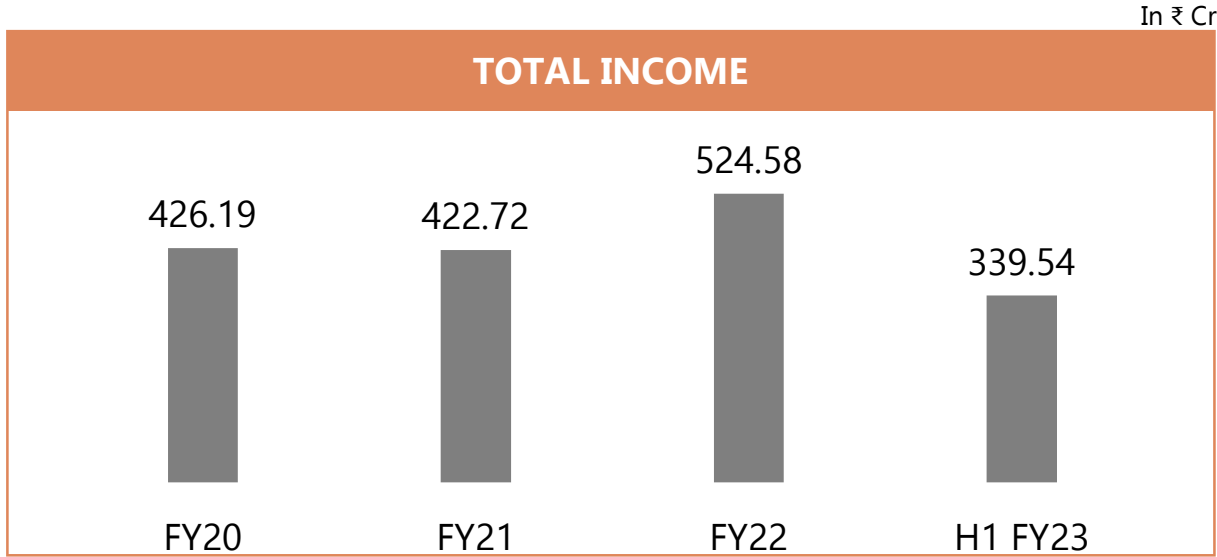
The electric generators used in hydroelectric, thermal, and wind power plants require large quantities of winding wires.

Winding wires are used in inverters that are placed in solar power plants to convert DC into AC and transform it into the correct primary voltage.

Key Financial Highlight



SHERA
In ₹ Cr



Profit & Loss Statement



In ₹ Cr

Particulars	FY20	FY21	FY22	H1FY23
Revenues	425.33	421.97	523.82	338.72
Other Income	0.86	0.75	0.76	0.82
Total Income	426.19	422.72	524.58	339.54
Raw Material costs	372.01	370.02	466.58	305.46
Employee costs	8.04	5.67	6.80	3.91
Other expenses	16.06	13.65	16.83	10.20
Total Expenditure	396.11	389.34	490.21	319.57
EBITDA	30.08	33.38	34.37	19.97
Finance Costs	20.24	21.36	19.88	11.71
Depreciation	4.40	4.92	4.83	2.47
PBT	5.44	7.10	9.66	5.79
Tax	1.83	2.07	2.67	1.51
PAT	3.61	5.03	6.99	4.28
Profit after comprehensive income	3.61	4.91	6.93	4.33

Balance Sheet



SHERA

In ₹ Cr

In ₹ Cr

Equities & Liabilities	FY20	FY21	FY22	H1 FY23
Equity	19.94	19.94	19.94	19.94
Reserves	36.30	40.82	46.79	50.61
Net Worth	56.24	60.76	66.73	70.55
Minority Interest	8.08	8.71	9.79	10.21
Non-current Liabilities				
Long-term borrowing	40.81	43.11	43.57	38.01
Deferred tax Liabilities	3.87	4.55	5.56	5.97
Other long terms Liabilities	2.97	2.14	0.37	0.17
Long-term provision	0.15	0.08	0.13	0.26
Total Non Current Liabilities	47.80	49.88	49.63	44.41
Current Liabilities				
Short-term borrowings	69.82	62.31	74.55	76.37
Trade payables	90.75	108.90	120.68	133.18
Other Current Financial Liabilites	0.30	0.33	0.36	0.38
Other current liabilities	3.48	1.83	2.80	2.30
Short-term provision	0.85	0.43	0.70	0.93
Total Current Liabilities	165.20	173.80	199.09	213.16
Total Liabilities	277.32	293.15	325.24	338.33

Assets	FY20	FY21	FY22	H1 FY23
Non Current Assets				
Fixed assets	89.54	87.57	85.10	84.12
Non-current investments	0.25	0.25	0.00	
Other Non-Current Financial Assets	1.78	1.41	1.28	1.30
Other non-current assets				
Total Non Current Assets	91.57	89.23	86.38	85.42
Current Assets				
Inventories	67.97	101.29	137.92	147.98
Trade receivables	93.59	77.00	71.52	73.55
Cash & Bank Balance	12.03	12.38	12.99	13.43
Other Current Financial Assets	0.98	1.39	1.44	1.39
Current Tax Assets (Net)	0.42	0	0.49	0.36
Other current assets	10.76	11.86	14.50	16.20
Total Current Assets	185.75	203.92	238.86	252.91
Total Assets	277.32	293.15	325.24	338.33

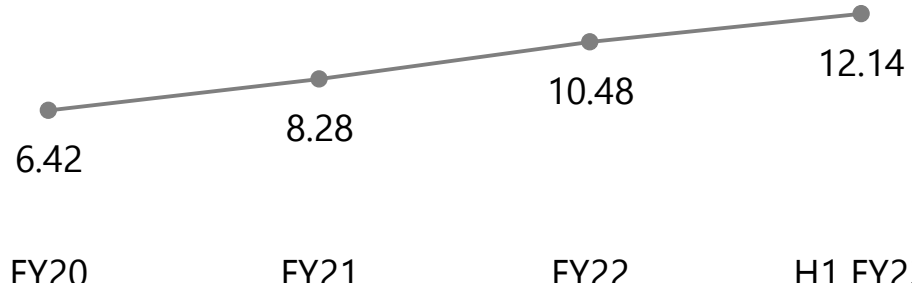
Key Financial Ratios



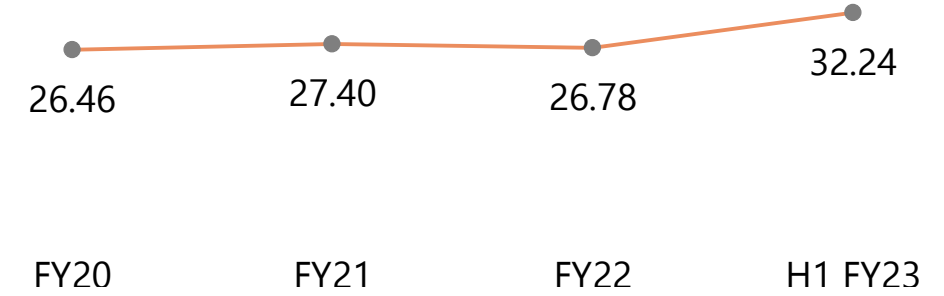
SHERA
In %

In %

RETURN ON EQUITY



RETURN ON CAPITAL EMPLOYED



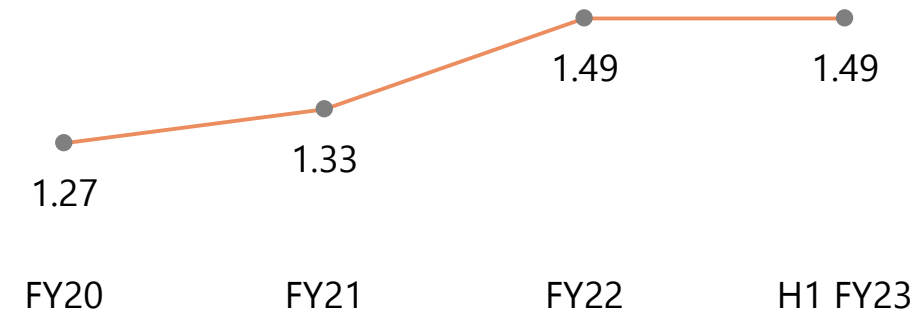
In Times

DEBT TO EQUITY RATIO

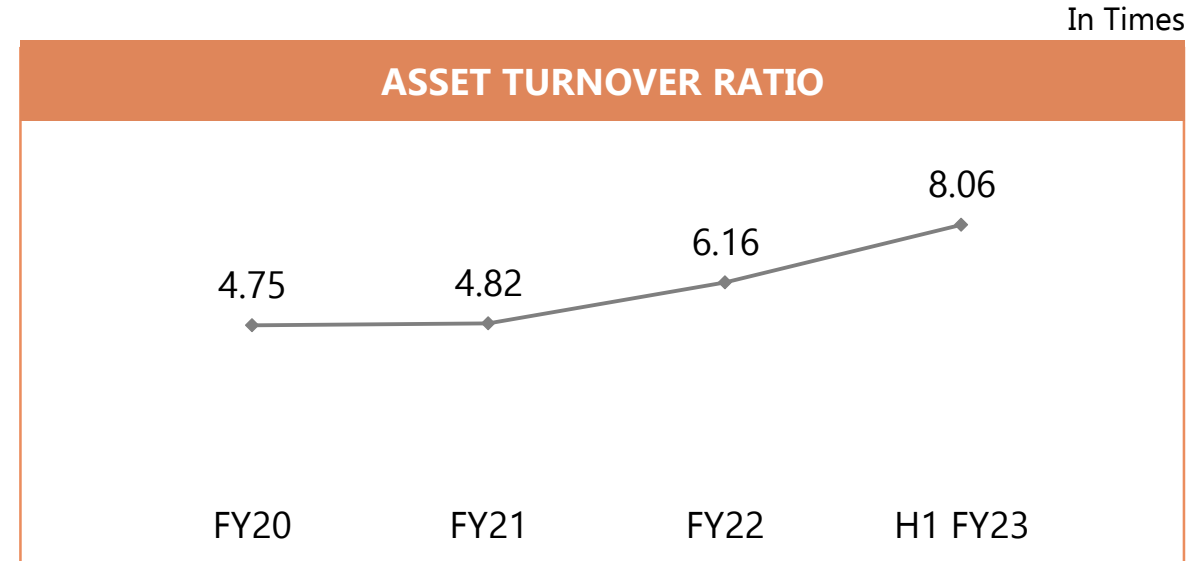
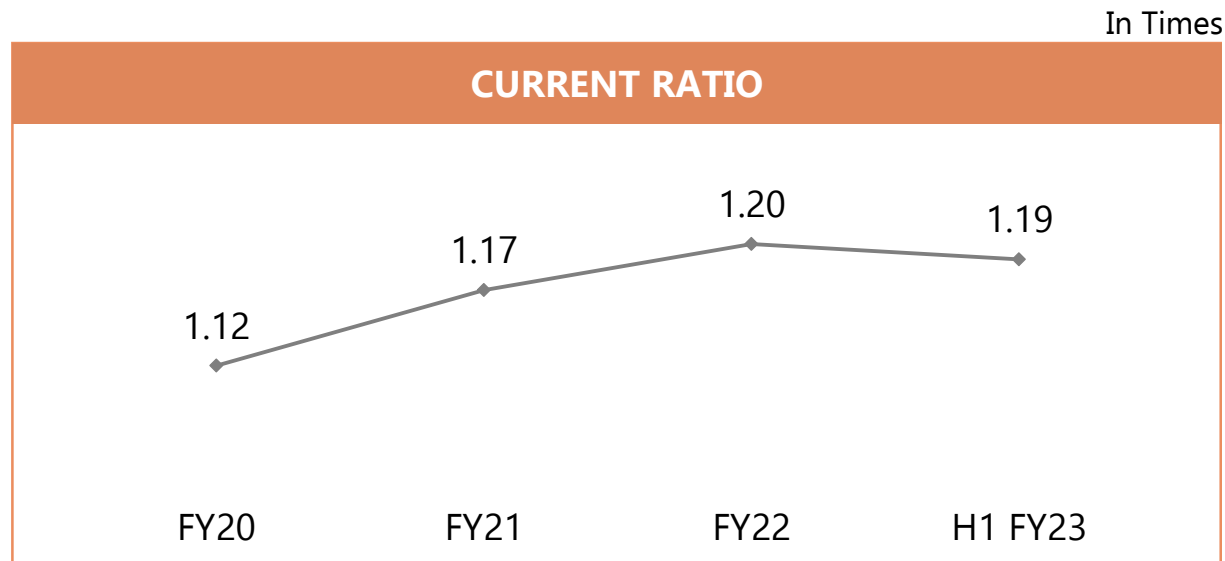
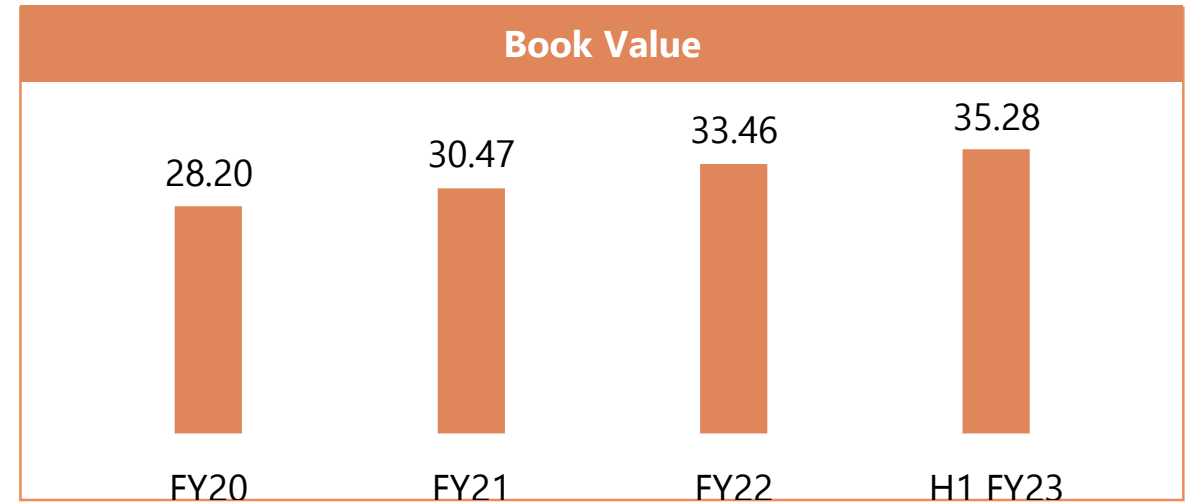
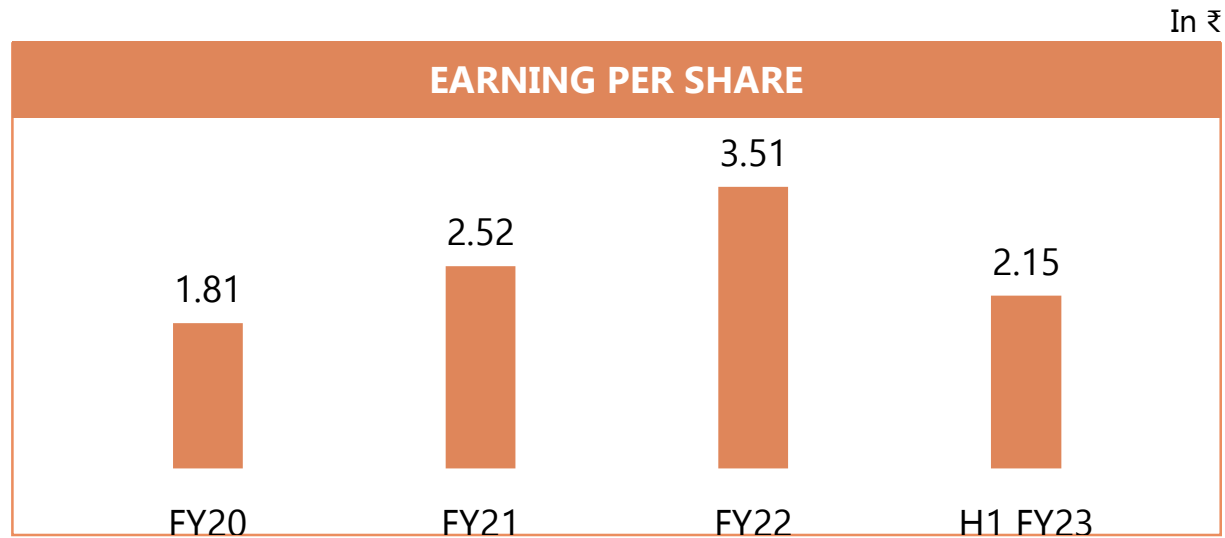


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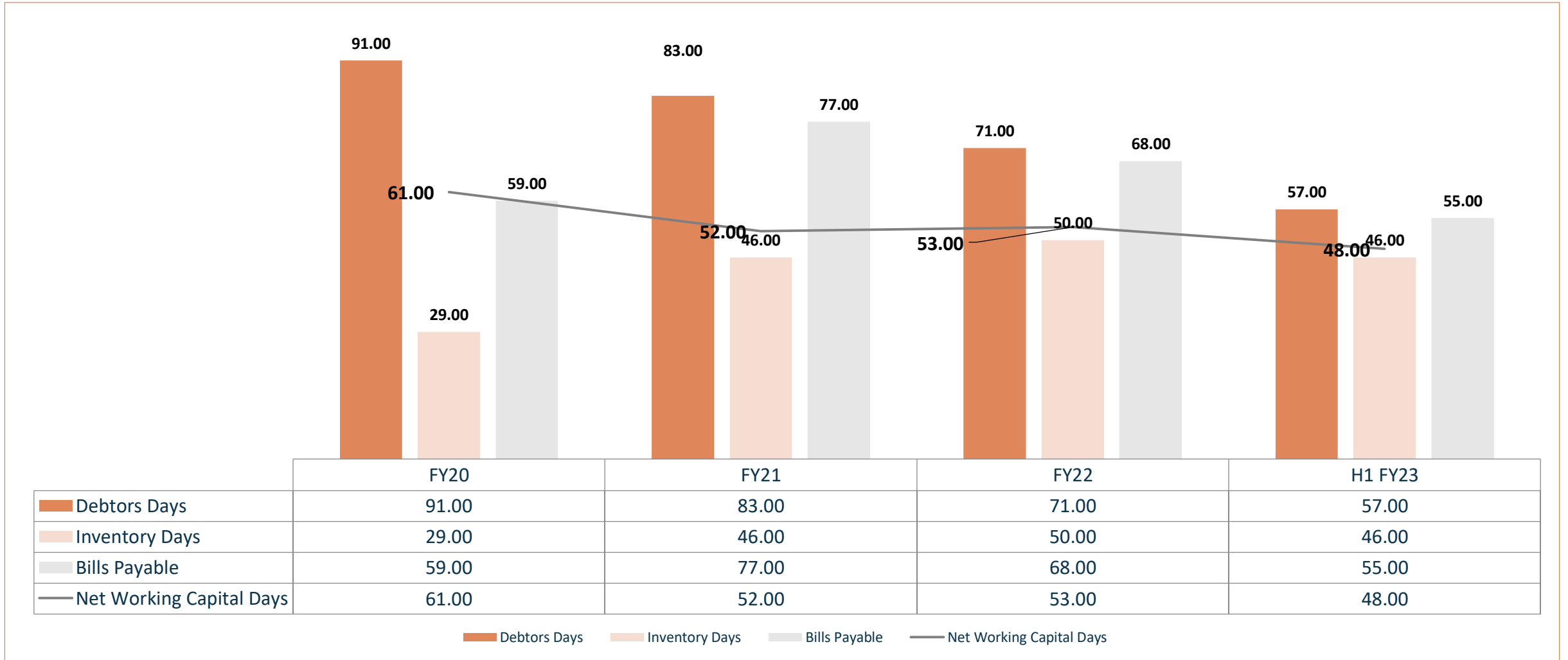
INTEREST COVERAGE RATIO



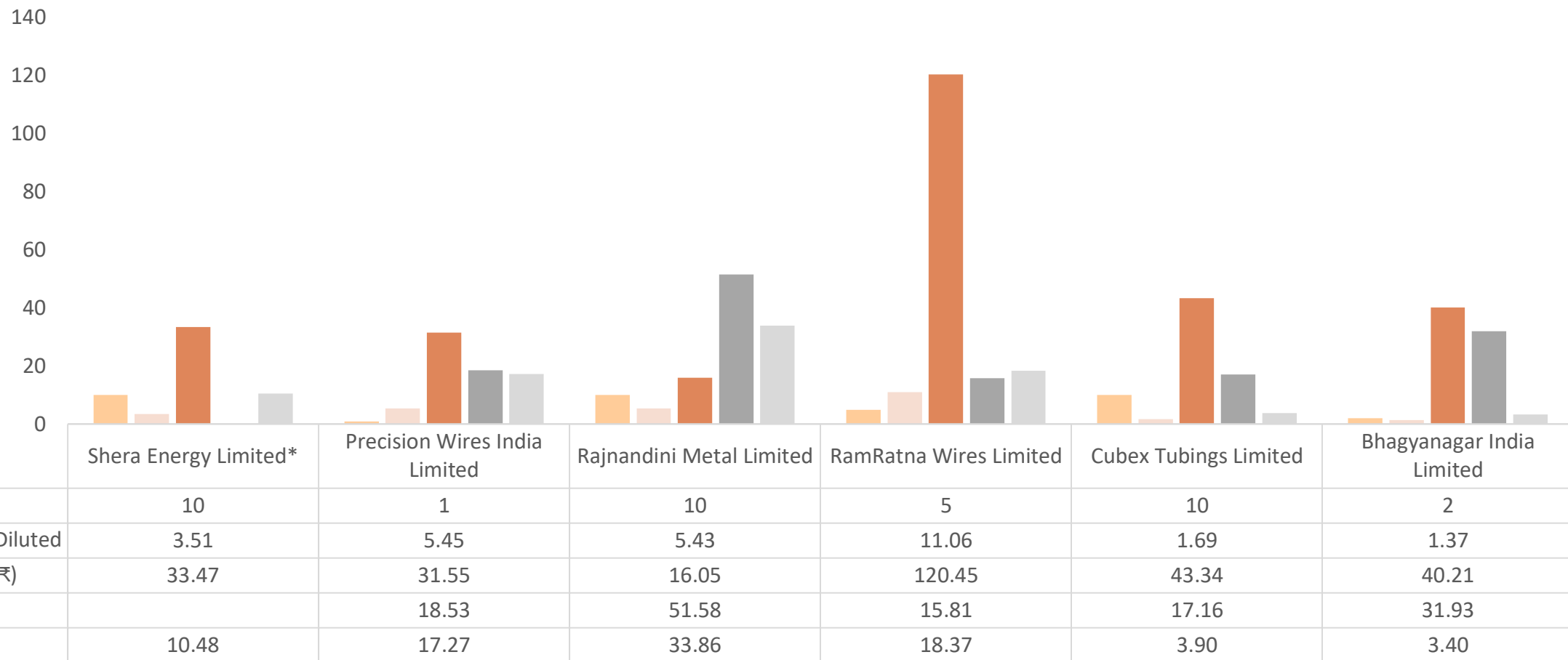
Key Financial Ratios



Healthy Working Capital Cycle



Peer Comparison



Total Income ₹ Cr

524.58

2690.05

1029.50

2019.51

135.68

1090.73

*Financial information of our Company is derived from the Restated Consolidated Financial Statements for the Financial Year ended March 31, 2022

**Listed Peers closing market price as on November 22, 2022 on National Stock Exchange of India Limited has been considered for calculation of P/E

Source - DRHP

Issue Highlights



Issue Size	Up To 61,76,000 Shares
Fresh Issue	Up To 10,48,000 Shares
Offer For Sale	Up To 51,28,000 Shares
Issue Size ₹ Cr	₹ 35.20 Cr.
Price Band	₹ 55 - ₹57
Issue Period	Anchor Bidding on February 6 th , 2023 IPO Opens on February 7 th , 2023 IPO Closes on February 9 th , 2023
Lot Size	2000 Shares
Issue Structure	QIB Portion Upto 25,06,000.00 Equity Shares NII Portion Upto 8,20,000.00 Equity Shares RII Portion Upto 18,50,000.00 Equity Shares Employee Portion Upto 6,00,000.00 Equity Shares Market Maker Portion Upto 4,00,000.00 Shares
Dilution	35%
Face Value	₹ 10
Lead Manager	Holani Consultants Private Limited
Registrar	Bigshare Services Private Limited
Listing On	NSE Emerge

Issue Proceeds	
Particulars	Amount ₹ Cr
Gross Proceeds from the Issue	Up To 35.20
Less: Issue related Expenses	[•]
Net Proceeds of the Issue to the Company	[•]
Utilization Of The Net Proceeds	
Working Capital Requirement	11.50
General corporate purposes	[•]
Private Placement	
Pre-IPO Placement of 18,00,000 Equity Shares aggregating to Rs 100,800,000/-	

Thank You



SHERA

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Jaipur Rajasthan 302013 India

Phone: +91 9314434130

Website: www.sheraenergy.com

Email: cs@sheraenergy.com

Book Running Lead Manager To The Issue



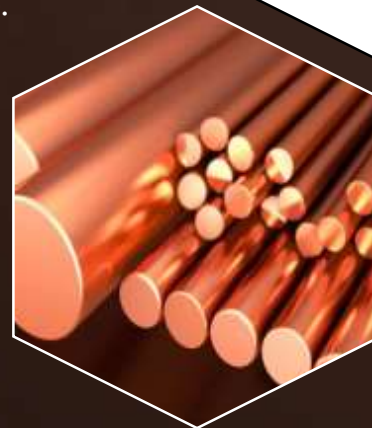
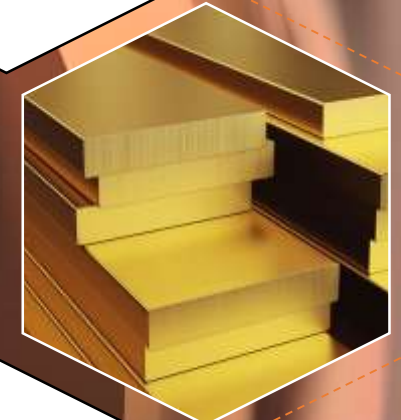
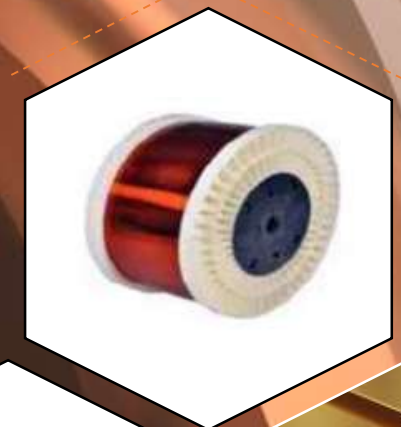
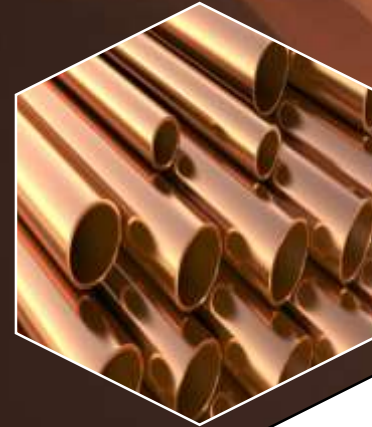
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