

SYMBOL: SHERA
ISIN: INE0MM001019

Date: 10.02.2024

To,
The Manager-Listing Department,
The National Stock Exchange of India Limited,
Exchange Plaza, NSE Building, Bandra Kurla
Complex, Bandra East, Mumbai - 400 051
Fax: 022-26598237, 022-26598238

Subject: General Updates for Investors Presentation

Respected Sir,

In terms of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith a copy of the Investor Presentation being shared by the company with the investors and analysts. Kindly take the same into record.

FOR SHERA ENERGY LIMITED

Jyoti Goyal
Company Secretary & Compliance officer



SHERA

Shera Energy Limited

Q3 FY24

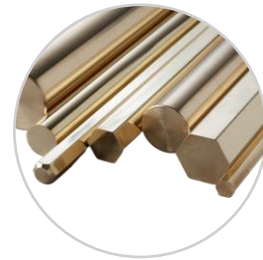
Investor Presentation



WHERE POWER

Empower

THE INNOVATION



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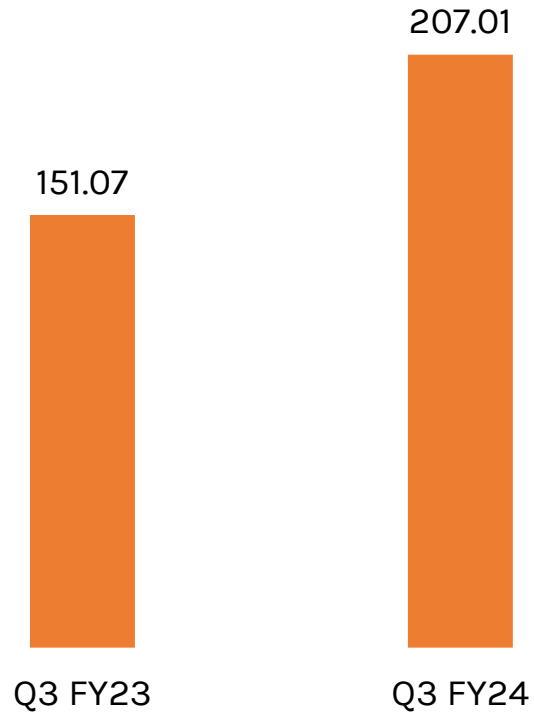
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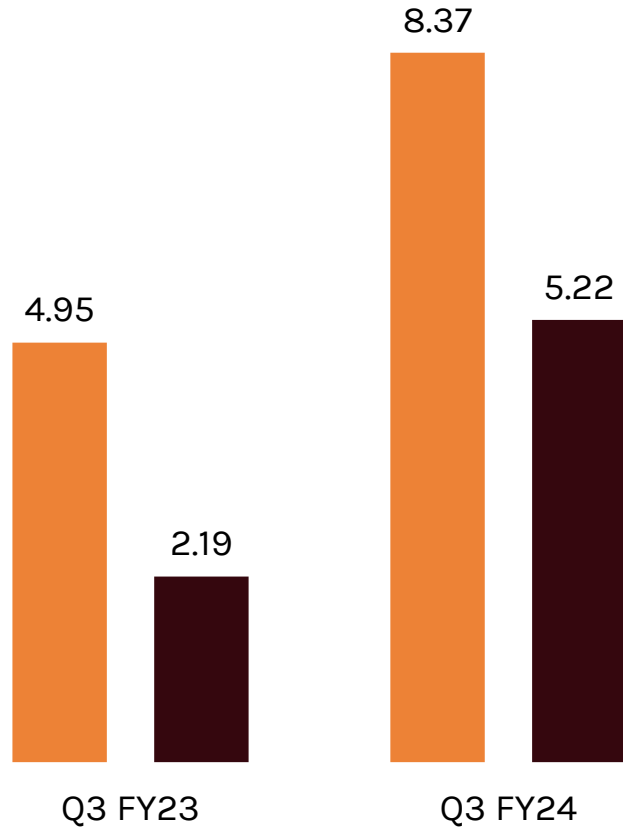
Q3 FY24
Financial & Operational
Highlights



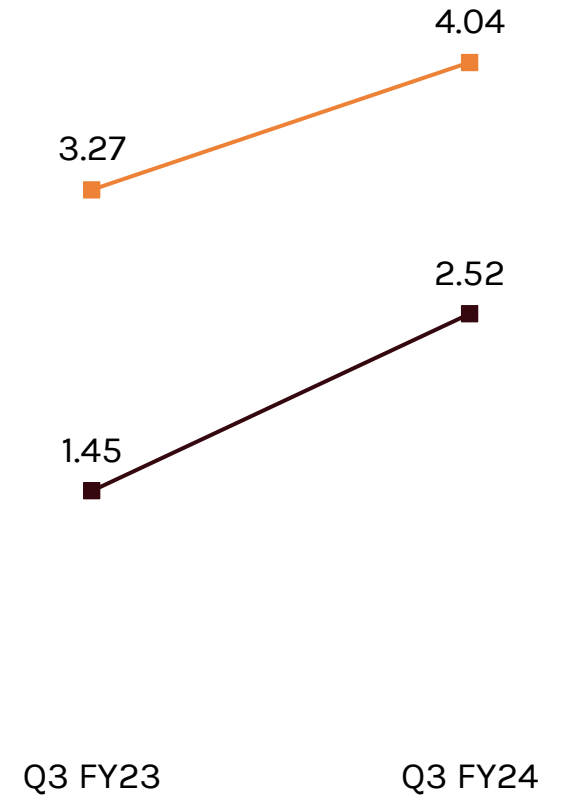
■ Total Income



■ EBITDA ■ Net Profit



■ EBITDA Margin ■ Net Profit Margin



All Amount In ₹ Crore

Quarterly Consolidated Profit & Loss Statement

In ₹ Crore

Particulars	Q3 FY24	Q3 FY23	YoY
Revenues	206.11	150.68	
Other Income	0.89	0.40	
Total Income	207.01	151.07	37.03%
Raw Material costs	180.91	138.19	
Employee costs	2.94	2.42	
Other expenses	14.79	5.51	
Total Expenditure	198.64	146.12	
EBITDA	8.37	4.95	69.09%
Finance Costs	2.89	0.47	
Depreciation	1.33	1.24	
PBT	6.34	3.24	
Tax	1.14	0.98	
PAT	5.20	2.25	131.11%
Profit after comprehensive income	5.22	2.19	138.36%

Installed capacity and actual production on Consolidated basis of Shera Energy

Sr. No	Period	Location	Name Of Product	Unit Measurement Of Production	Installed Capacity	Actual Production	Capacity Utilization
1	Q1 FY24	VKIA, Kaladera & Reengus	Aluminum Products	MT	2,825	2,223	79%
			Copper Products	MT	4,265	2,923	69%
			Brass Products	MT	1,568	696	44%
			Total	MT	8,658	5,842	67%
2	Q2 FY24	VKIA, Kaladera & Reengus	Aluminum Products	MT	3,575	2,611	73%
			Copper Products	MT	4,265	2,535	59%
			Brass Products	MT	1,568	517	33%
			Total	MT	9,408	5,663	60%
3	Q3 FY24	VKIA, Kaladera & Reengus	Aluminum Products	MT	3,575	2,562	72%
			Copper Products	MT	4,265	2,145	50%
			Brass Products	MT	1,568	568	36%
			Total	MT	9,408	5,275	56%

Note : Capacity increased w.e.f., 01/08/2023



SHERA

Shera Group diversifies, acquiring Cable Manufacturing Machines worth Rs. 10 Cr for its subsidiary, Rajputana Industries in Sikar. Additionally, a Rs. 5.7 Cr shed, funded by a Rs. 3.5 Cr bank loan, and a 1.4 MW solar plant installation in Rajasthan, aim to enhance production and reduce energy costs, improving financial metrics for FY 2024-25 and beyond.

The Company made a 20% production capacity growth, reaching 18,600 tonnes per annum with the successful installation of additional machines, aligning with long-term strategic plans for sustainable growth.

Company Overview



Shera Energy Limited (Shera, The Company), 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 fiber 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 Limited and Shera Metal 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.

The Company got listed on NSE Emerge platform in February 2023

Essential Insights: Key Metrics Of Shera



19+ years of
Excellence



Consolidated
Installed Capacity
37,630 MT
(As on 30-09-2023)



2 Manufacturing
Plants of Company &
2 Manufacturing
Plants of Subsidiaries



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



350+
Employees



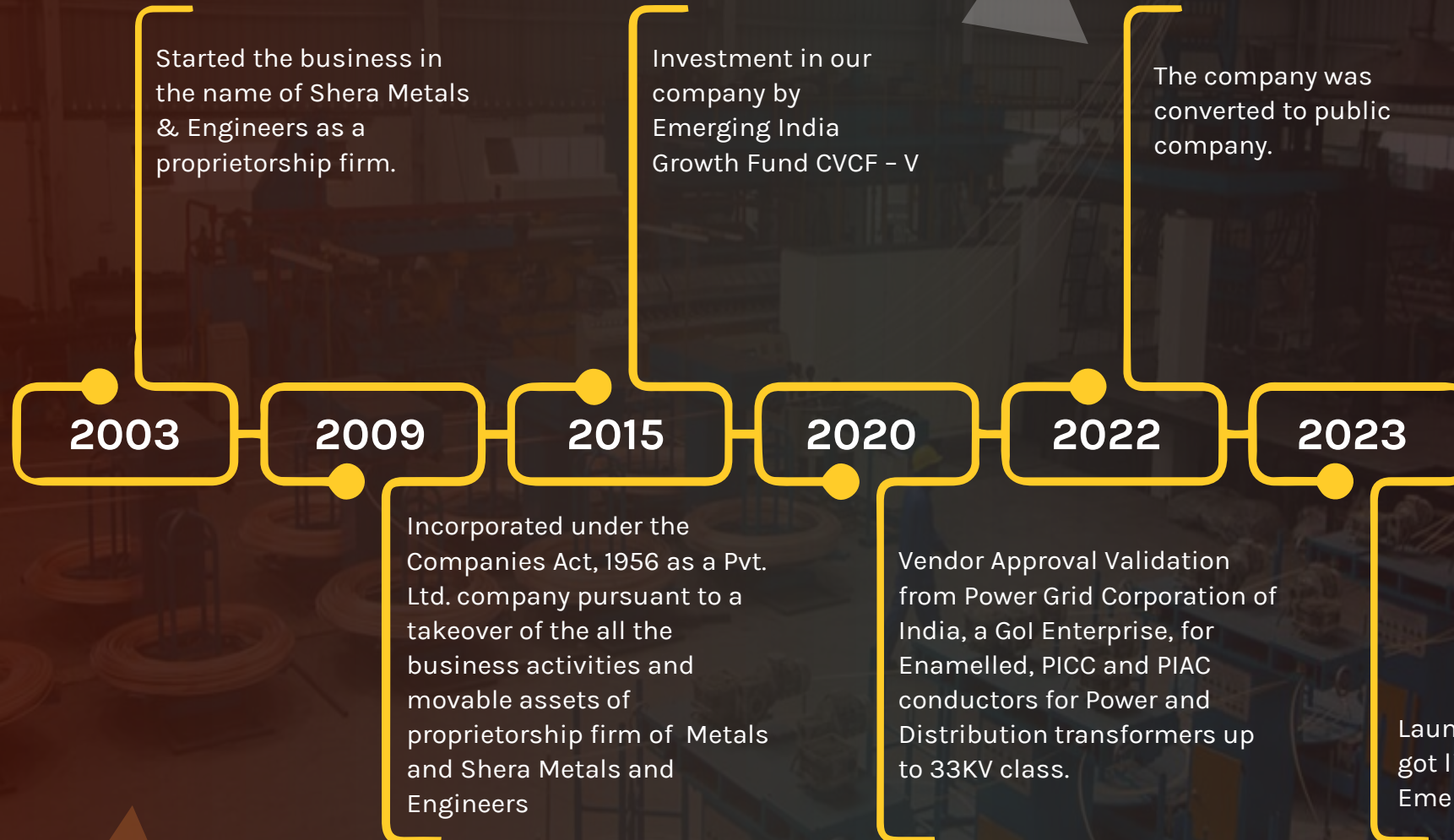
Export in **15+**
countries



FY23
₹ 696.39 Cr Revenue
₹ 39.98 Cr EBITDA
₹ 9.11 Cr PAT



FY23
10.22% ROE
26.81% ROCE



Shera Currently Holds
75.37% In Rajputana
Industries Limited.

Shera Holds
73.20% In Shera
Metal Private
Limited.

Rajputana Industries Limited

- Rajputana Industries Limited 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.

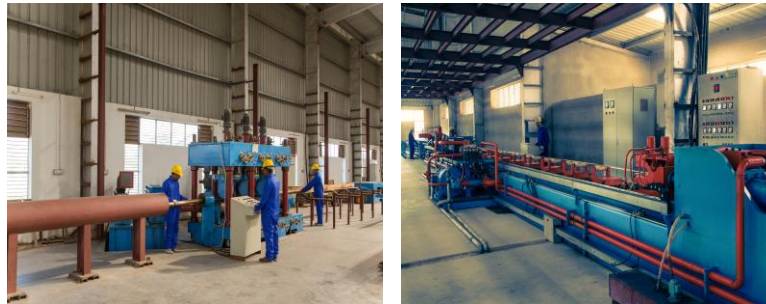
Shera Metal Private Limited

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

Rajputana Industries Limited



Shera Metal Private Limited



Shera Energy Limited



Shera Energy Limited expands its international presence with the launch of subsidiary SHERA ZAMBIA LIMITED in Central Africa for production of winding wire and cables for Zambia and neighbouring countries.

Market Potential:

- Geographical fit and promising market due to rapid development in Zambia.
- Initial supply orders of Rs. 5 crore have been received.
- High demand for products in Zambia and neighboring countries, driven by World Bank-funded infrastructure projects.

Production and Export Goals:

- Aims to supply 5% of Zambia's demand and increase Jaipur unit's capacity by 10%.
- Expects a 20% increase in total business through exports.

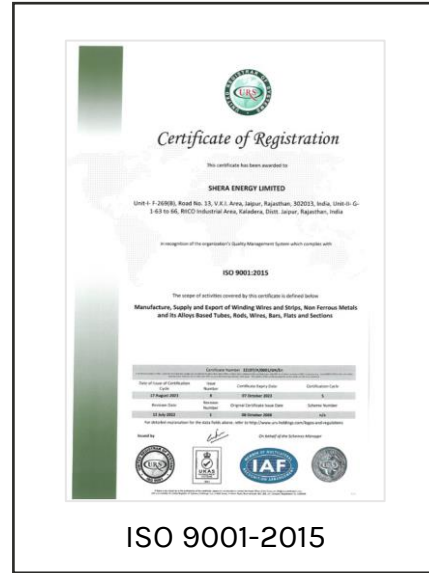
Mineral Availability and Exploitation:

- Zambia has abundant minerals like copper, lead, zinc, and cobalt, crucial for electric vehicle batteries.
- The new unit plans to purchase minerals locally, add value, and export back to India.
- Applied for a mining lease from the local government to actively participate in mineral trade.

Certification Spotlight: Shera's Dedication to Quality



PGCIL Approval



ISO 9001-2015



ISO 14001-2015



ISO 45001-2018



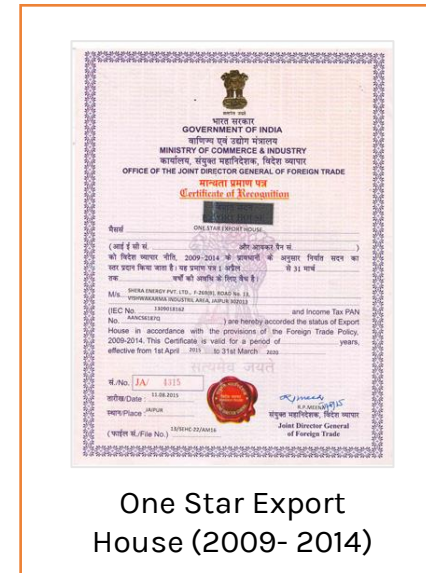
Importer Exporter Code



EEPC India Certificate



Intellect-2017



One Star Export House (2009- 2014)

Recognized For Excellence: Shera's Awards



India's Leading Manufacturer in Non Ferrous Metals 2023



10 Most Inspiring Business Women of The Year 2023



India's Leading Emerging Entrepreneur Award for Business Excellence Award



Non-Ferrous Metal Manufacturing Excellence Award (2023)



Rajasthan State Export Award (2019)



Quality Brands India Award (2015-17)



National Industrial Excellence Award (2015)



SME Business Excellence Award (2015)

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.



Shera 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

Business Overview





All types of copper
Winding wires / strips



All Types Of Aluminum
Winding Wires And
Strips



Rods, wires &
tubes of brass

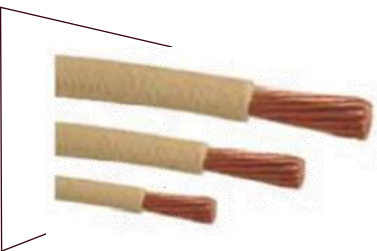


Rods, wires &
tubes of copper

(A) All Types Of Copper Winding Wires / Strips

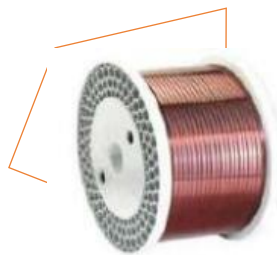
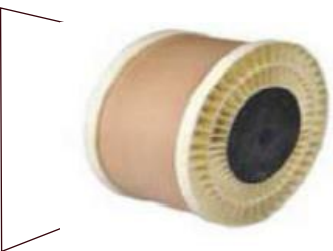
1

Paper Covered Round & Rectangular Wires, Bunched Wires



2

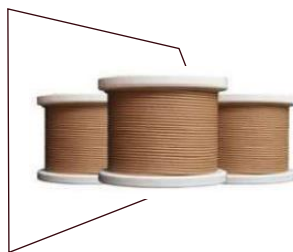
Enamel and Fiber Covered Round & Rectangular Wire



(B) All Types Of Aluminum Winding Wires And Strips

1

Paper Covered Round & Rectangular Wires



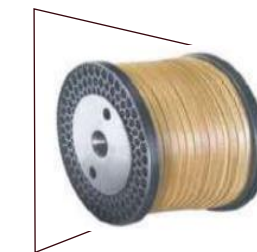
2

Enamel Covered Round & Rectangular Wires



3

Fiber Covered Round & Rectangular Wires



4

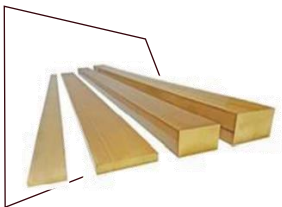
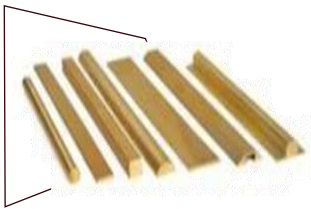
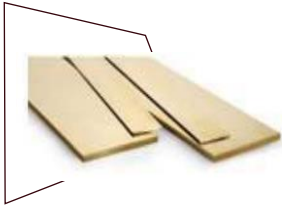
Wires



(C) Rods, wires & tubes of brass

1

Rods & Profiles of Brass



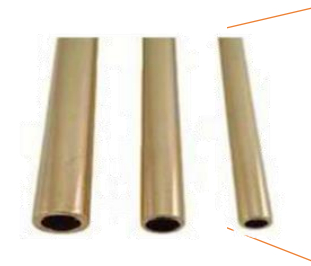
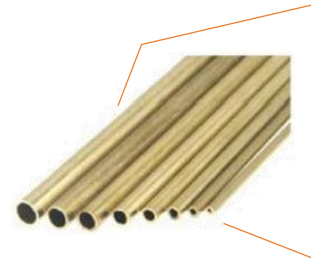
2

Brass wire



3

Brass Tubes



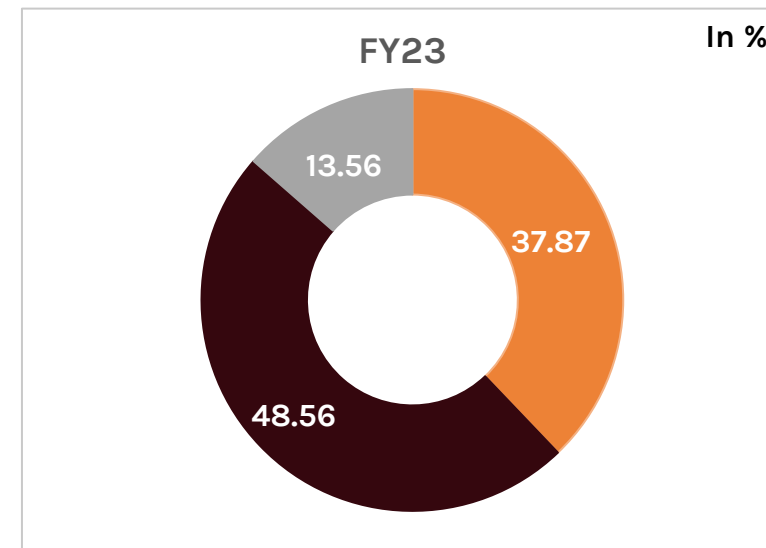
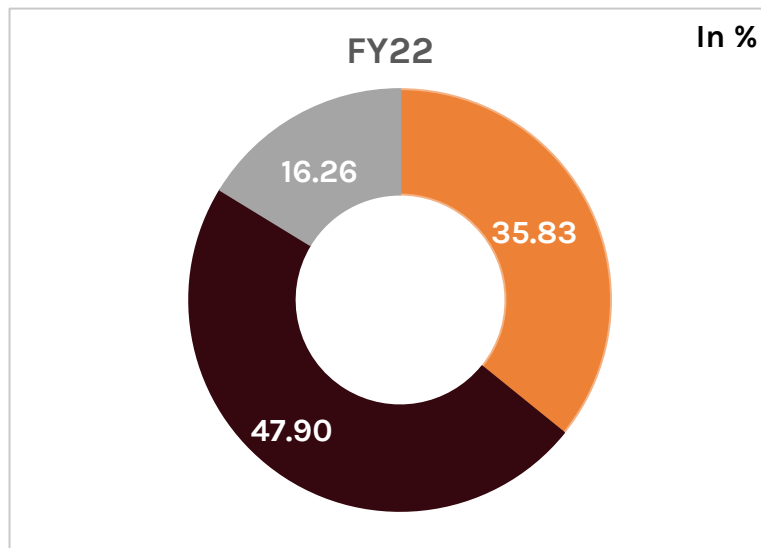
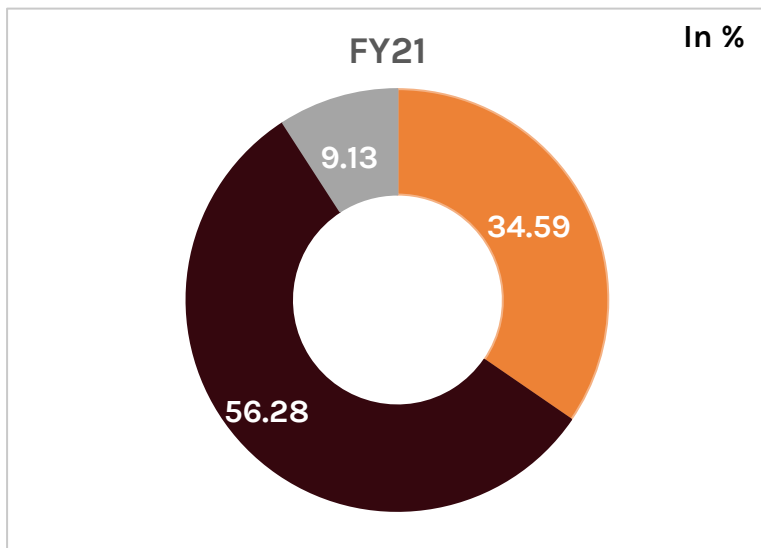
(D) Rods, wires & tubes of copper



Year-wise installed capacity and actual production on Consolidated basis of Shera Energy

Sr. No	Period	Location	Name Of Product	Unit Measurement Of Production	Installed Capacity	Actual Production	Capacity Utilization
1	FY 2020-21	VKIA, Kaladera & Reengus	Aluminum Products	MT	11,400	6,556	58%
			Copper Products	MT	17,060	10,666	63%
			Brass Products	MT	6,270	1,730	28%
			Total	MT	34,730	18,952	55%
2	FY 2021-22	VKIA, Kaladera & Reengus	Aluminum Products	MT	11,400	6,659	58%
			Copper Products	MT	17,060	8,902	52%
			Brass Products	MT	6,270	3,022	48%
			Total	MT	34,730	18,584	54%
3	FY 2022-23	VKIA, Kaladera & Reengus	Aluminum Products	MT	11,400	8,056	71%
			Copper Products	MT	17,060	10,330	61%
			Brass Products	MT	6,270	2,885	46%
			Total	MT	34,730	21,271	61%

Analyzing Shera Energy's Volume Composition Across Products

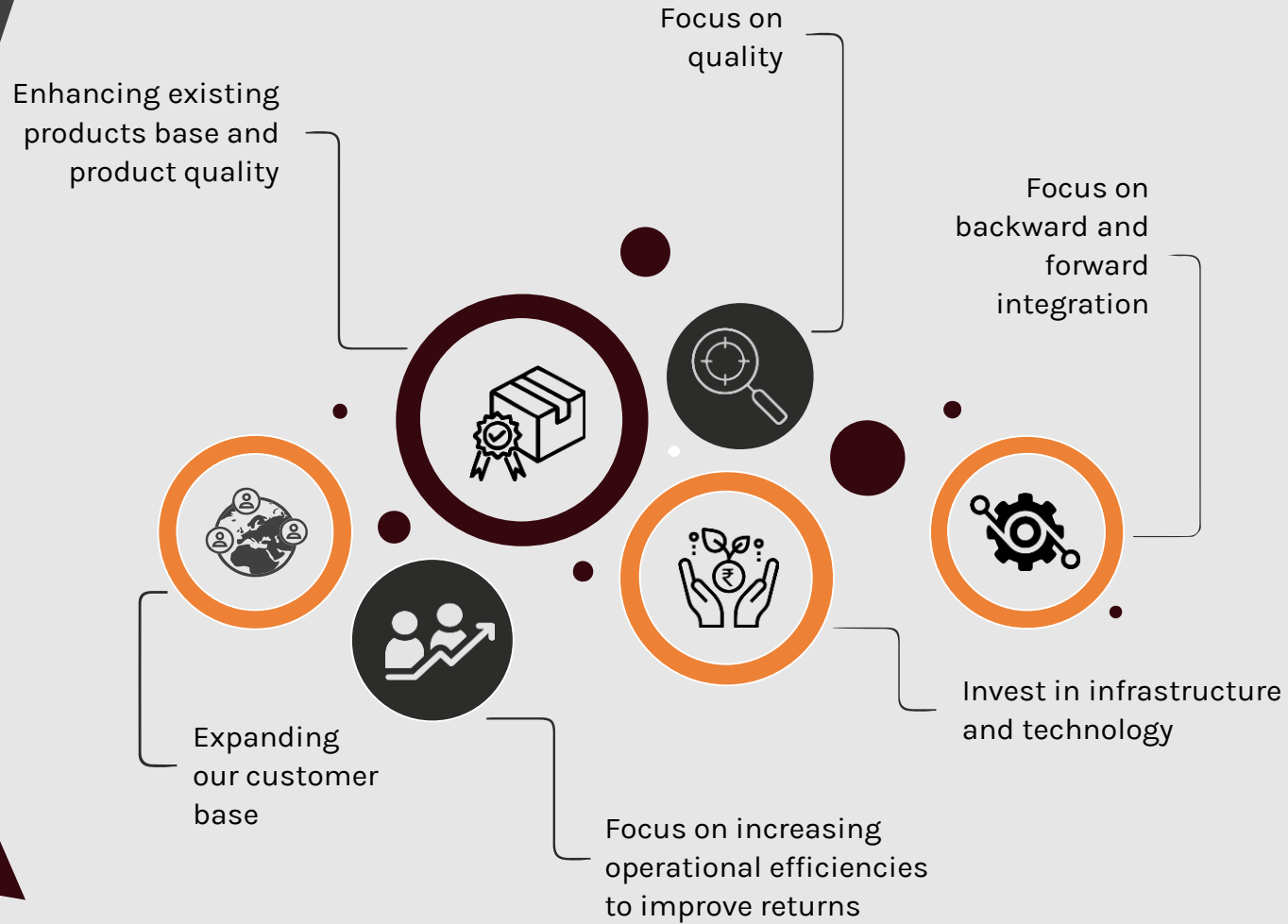


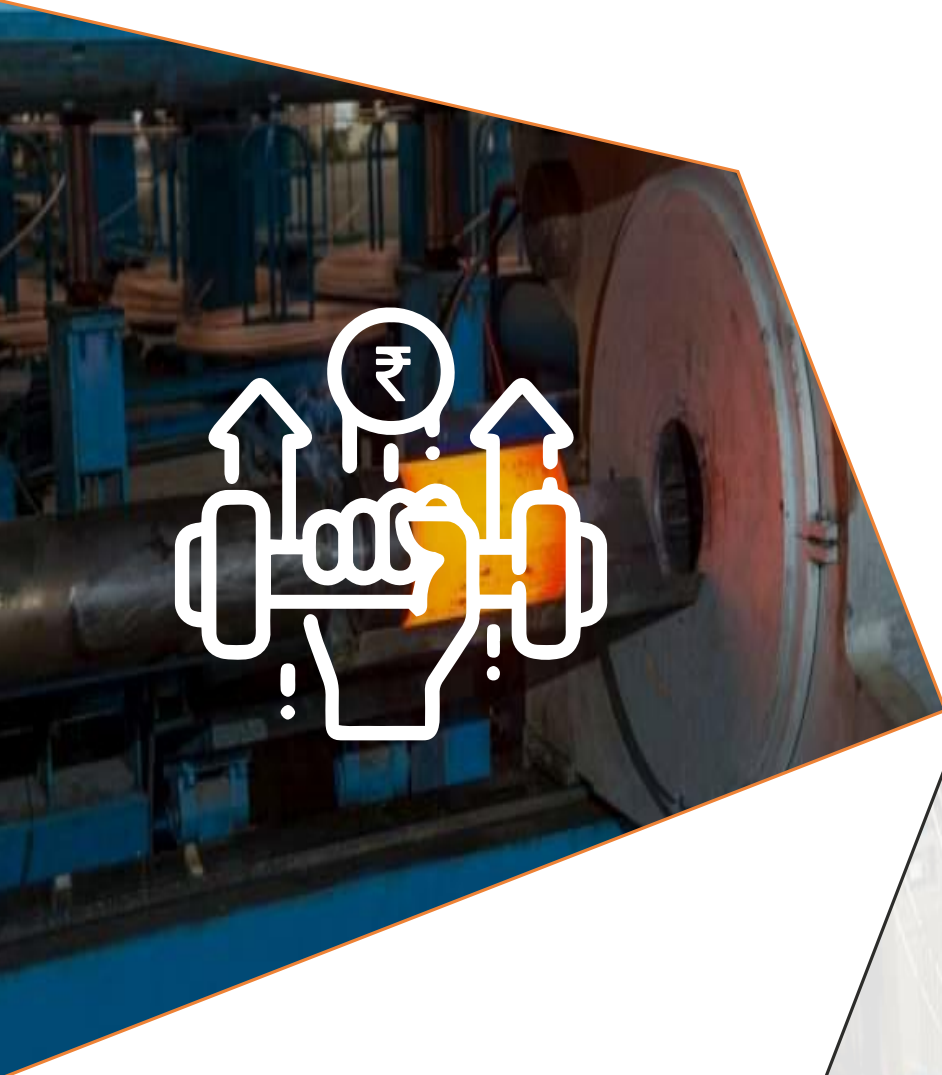
Aluminum Products

Copper Products

Brass Products

Products	FY21	FY22	FY23	In MTPA
Aluminum Products	6,556.32	6,659.44	8,055.82	
Copper Products	10,665.69	8,902.15	10,330.00	
Brass Products	1,730.23	3,021.94	2,885.00	
Total	18,952.24	18,583.52	21,270.82	





Strong product portfolio



Backward integration to ensure smooth supply of raw



Established clientele; top 10 customers contribute 43.17% of sales



Strong experience of management over a decade

Management Overview





SHEIKH NASEEM
(Chairman and
Managing Director)

EDUCATION:
Bachelors of Engineering (Hons.), Electrical.

- He brings over 23 years of expertise in various sectors, including the metal industry.
- In 1998, he initiated "Shivani Electrical," a small transformer manufacturing unit in Ratangarh. His extensive work in transformers paved the way for ventures into the Electrical Wire and Non-Ferrous Metal and Alloy Metal Industries.
- Relocating to Jaipur in 2002, he established "Shera Metals and Engineers" as a Proprietorship Firm and later elevated it to a Private Limited Company, "Shera Energy Private Limited," in 2009. His business acumen and unwavering dedication are evident in the remarkable growth of the Shera Group. His unique insights make him a go-to expert for troubleshooting technical issues.



SHIVANI SHEIKH
(Whole-Time Director)

EDUCATION:
Bachelors of Engineering, Electrical

- She is the driving force of our company, embodies a commitment to excellent management and professionalism. She has 23 years of experience spanning various sectors, including the metal industry
- She co-founded "M/s Shivani Electrical" in 1998 and later established her Proprietorship firm, "M/s S.S. Structure," in Jaipur in January 2008.
- Demonstrating exceptional talent in overseeing corporate finance and strategic hedging, her proactive approach has propelled Shera Energy to rapid success. A dynamic combination of ambition and empathy, she personifies the perfect blend of qualities driving her company's upward trajectory..



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 Dotasra
Independent Director

EDUCATION

B. A. L.L.B. (Hons.)

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



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 Private Limited and Girish Foundation.. Resolution Professionals



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.

Industry Overview






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.



The Expansion Of Power Generation
And T&D Network.

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

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

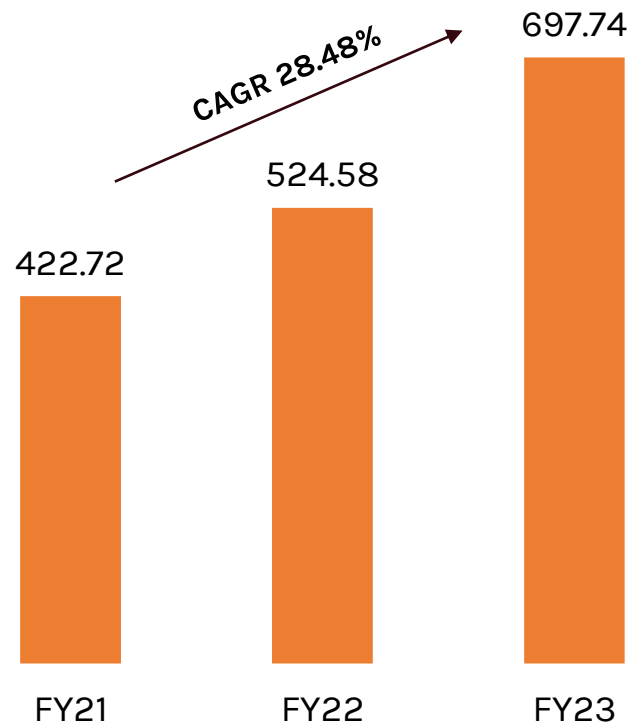
Key Winding Wire Market Drivers

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.

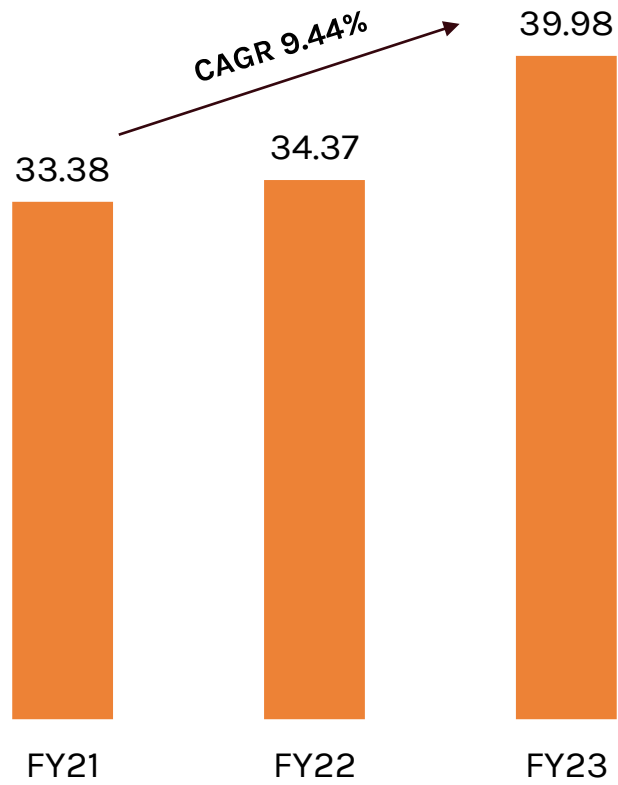
Financial Overview



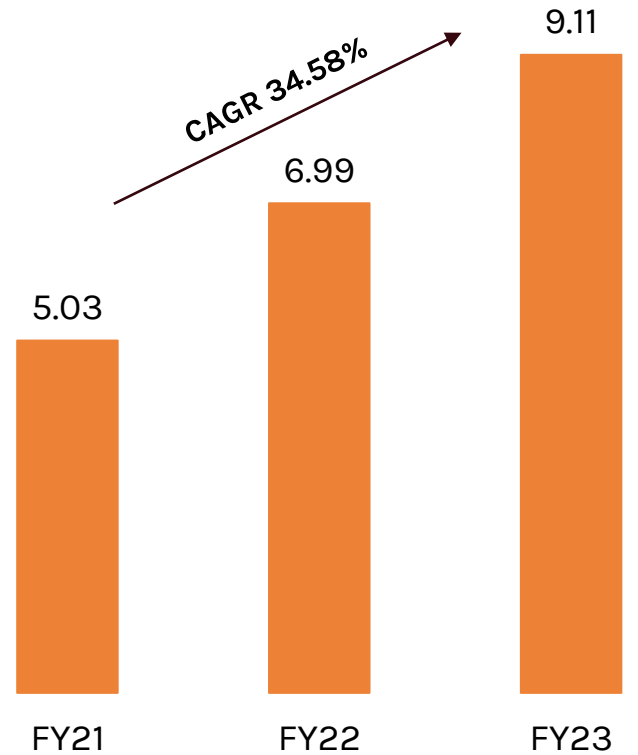
TOTAL INCOME



EBITDA



PAT



All Amount In ₹ Crore

In ₹ Crore

Particulars	FY21	FY22	FY23
Revenues	421.97	523.82	696.39
Other Income	0.75	0.76	1.35
Total Income	422.72	524.58	697.74
Raw Material Cost	370.02	466.58	626.42
Employee Cost	5.67	6.80	9.18
Other Expenses	13.65	16.83	22.16
Total Expenditure	389.34	490.21	657.76
EBITDA	33.38	34.37	39.98
Finance Cost	21.36	19.88	22.49
Depreciation	4.92	4.83	4.95
PBT	7.10	9.66	12.54
Tax	2.07	2.67	3.43
PAT	5.03	6.99	9.11
Profit After Comprehensive Income	4.91	6.93	9.01

Equities & Liabilities	FY21	FY22	FY23
Equity	19.94	19.94	22.79
Reserves	40.82	46.79	66.36
Net Worth	60.76	66.73	89.15
Minority Interest	8.71	9.79	18.52
Non-current Liabilities			
Long-term borrowing	43.11	43.57	41.49
Deferred tax Liabilities	4.55	5.56	6.72
Other long terms Liabilities	2.14	0.37	0.37
Long-term provision	0.08	0.13	0.42
Total Non Current Liabilities	49.88	49.63	49.00
Current Liabilities			
Short-term borrowings	62.31	74.55	71.24
Trade payables	108.90	120.68	142.72
Other Current Financial Liabilites	0.33	0.36	0.29
Other current liabilities	1.83	2.80	3.04
Short-term provision	0.43	0.70	1.02
Total Current Liabilities	173.80	199.09	218.31
Total Liabilities	293.15	325.24	374.98

Assets	FY21	FY22	FY23
Non Current Assets			
Fixed assets	87.57	85.10	85.77
Non-current investments	0.25	0.00	0.00
Other Non-Current Financial Assets	1.41	1.28	1.34
Other non-current assets	0.00	0.00	0.00
Total Non Current Assets	89.23	86.38	87.11
Current Assets			
Inventories	101.29	137.92	160.12
Trade receivables	77.00	71.52	94.59
Cash & Bank Balance	12.38	12.99	13.56
Other Current Financial Assets	1.39	1.44	2.86
Current Tax Assets (Net)	0.00	0.49	0.53
Other current assets	11.86	14.50	16.21
Total Current Assets	203.92	238.86	287.87
Total Assets	293.15	325.24	374.98

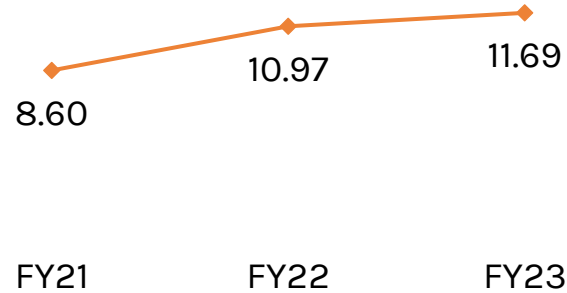
In ₹ Crore

In ₹ Crore

Particulars	FY21	FY22	FY23
Cashflow from Operations	29.71	10.93	12.66
Cashflow from Investments	-3.42	-6.53	-3.69
Cashflow from Financing	-5.60	12.30	-6.69
Net Cash flow	0.04	-2.52	2.57
Opening Cash Balance	3.38	3.42	0.90
Closing Cash Balance	3.42	0.90	3.47

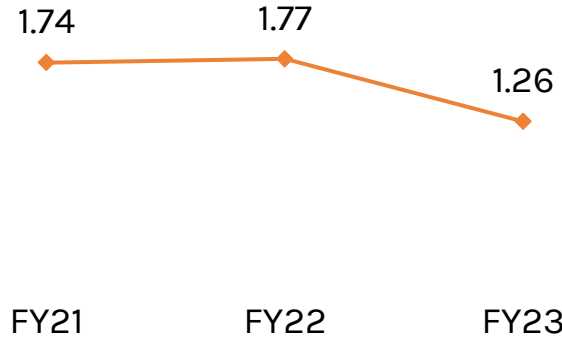
In %

Return On Equity (PAT / Equity + Reserves)



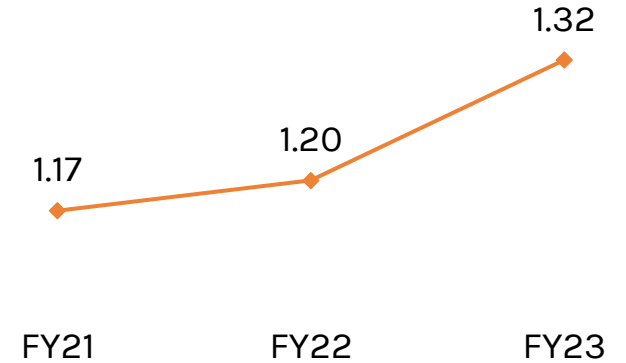
In Times

Debt To Equity Ratio (Total Debt / Shareholder Funds)



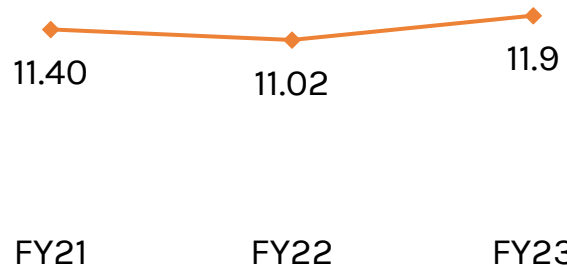
In Times

Current Ratio (Current Assets / Current Liabilities)



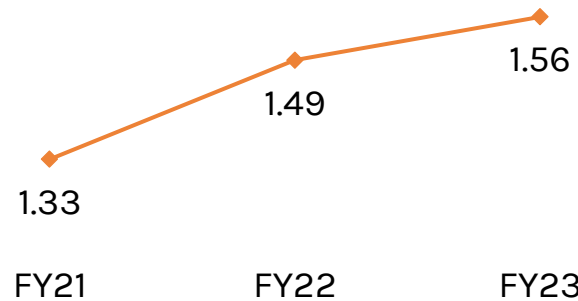
In %

Return On Capital Employed (EBIT / Average Capital Employed)



In Times

Interest Coverage Ratio (EBIT / Interest)



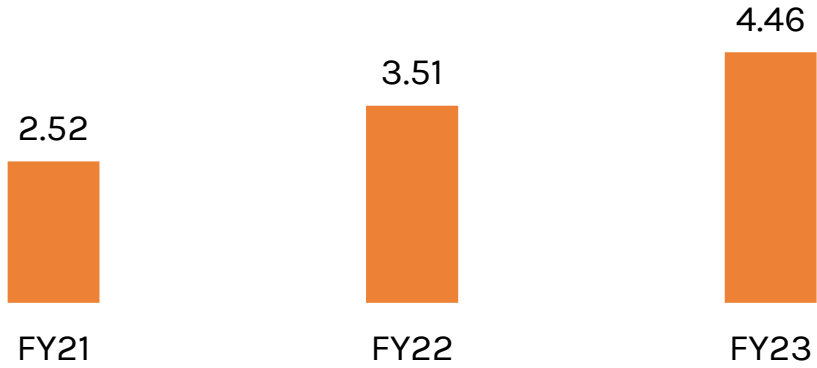
In Times

Fixed Asset Turnover Ratio (Revenue / Fixed Assts)



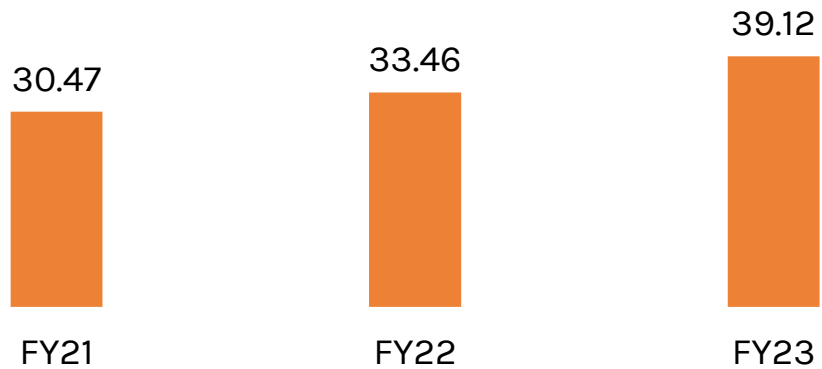
Earning Per Share

In ₹



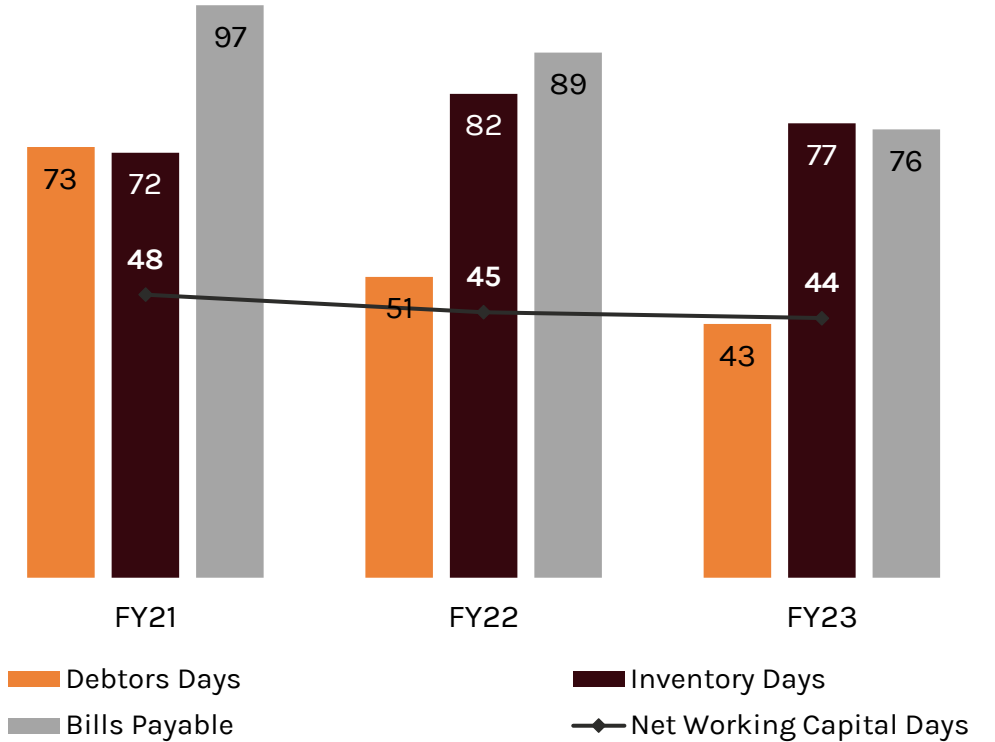
Book Value

In ₹

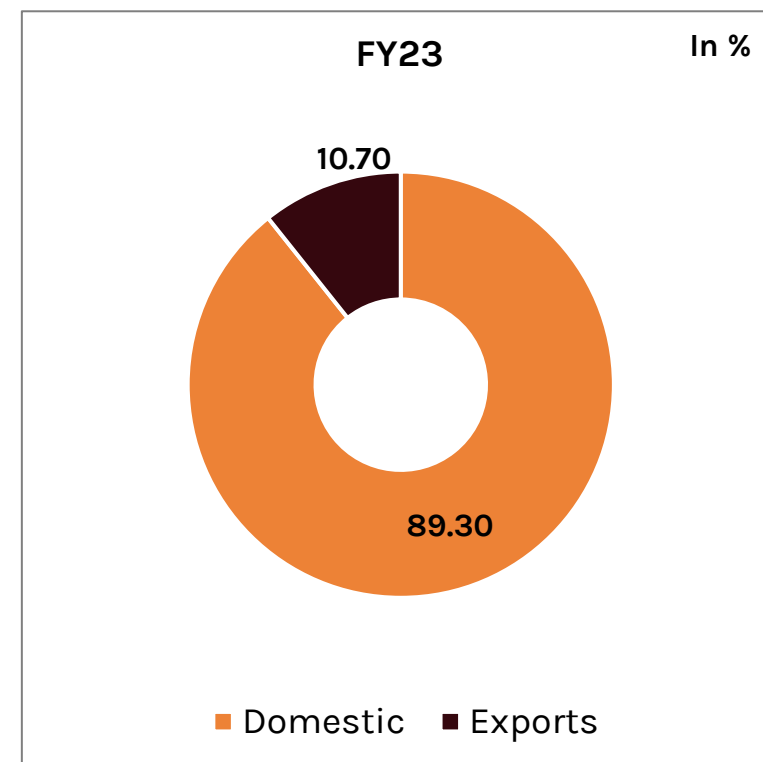
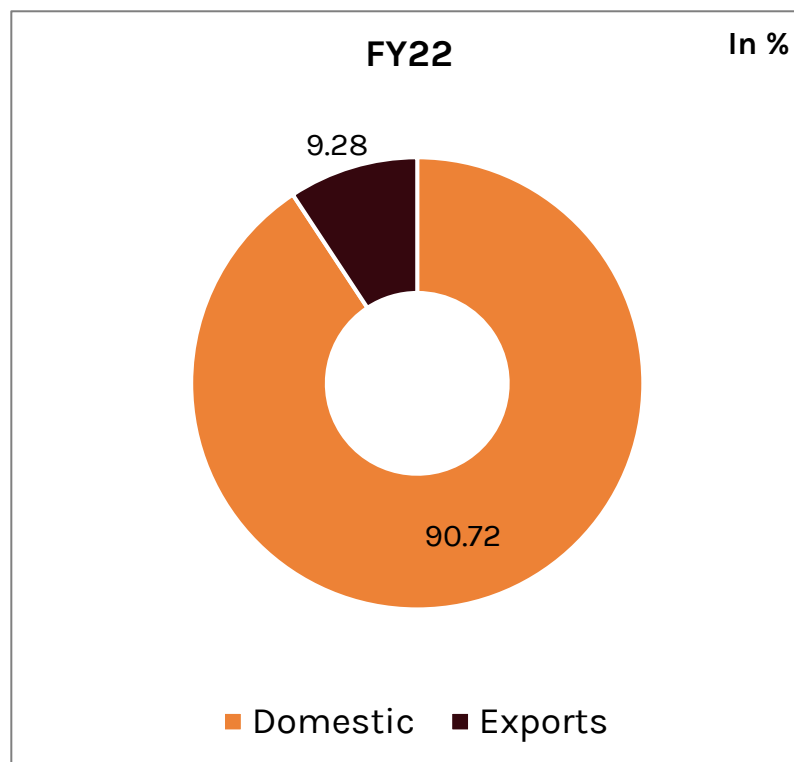
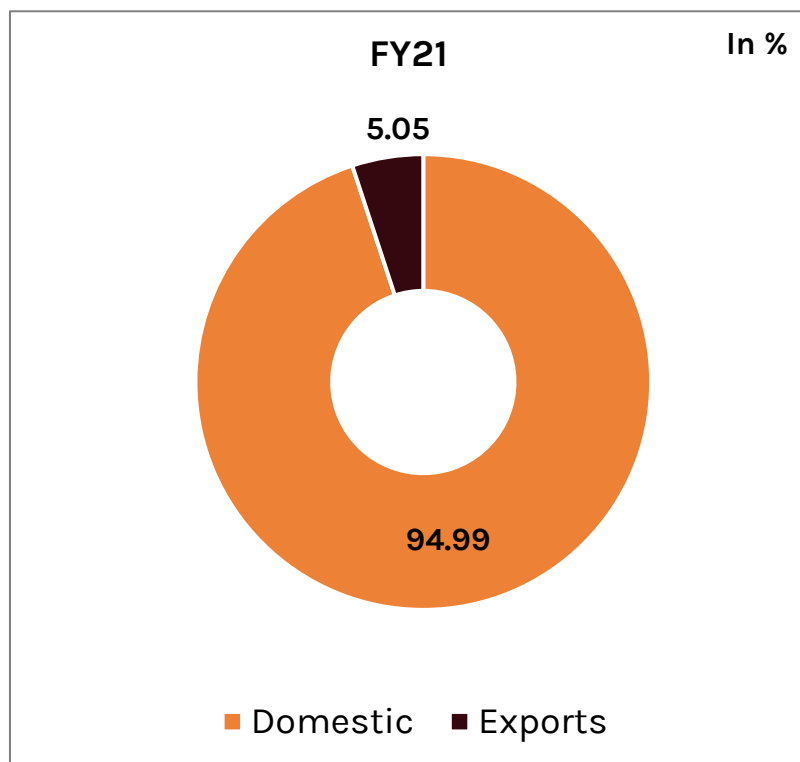


Working Capital Cycle

In Days

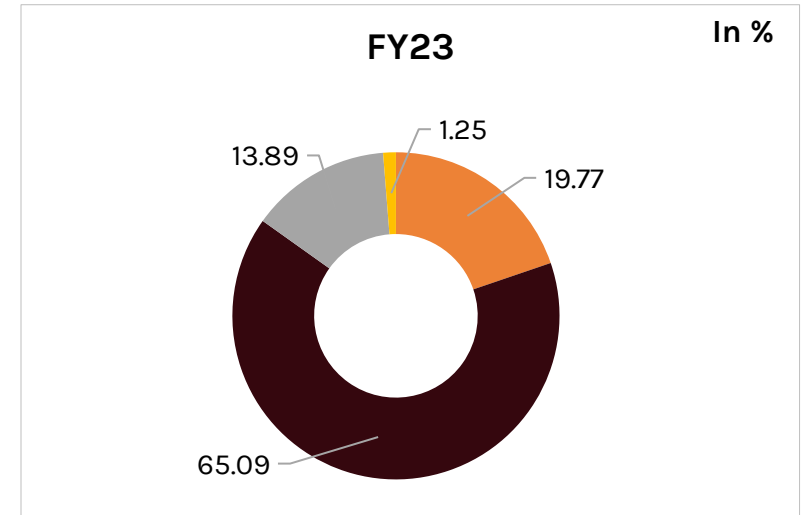
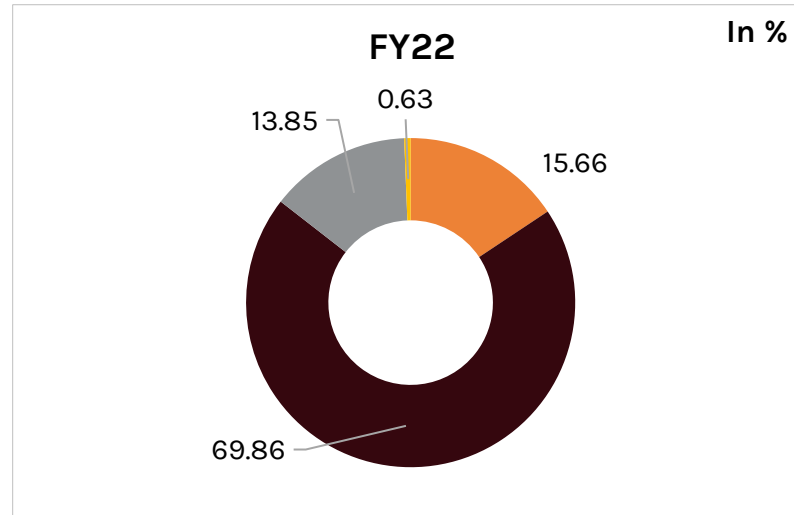
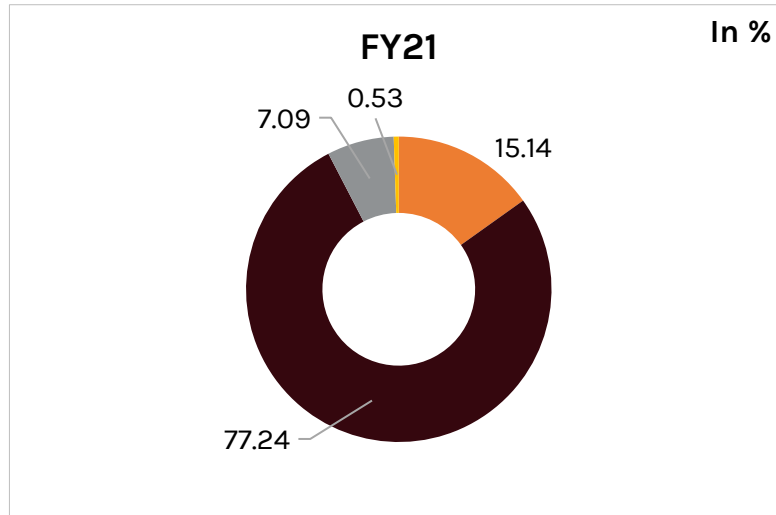


Revenue Dynamics: Domestic vs. Export Breakdown



Joint Ventures/ Subsidiaries	FY21	FY22	FY23
Domestic	400.66	475.20	621.90
Exports	21.31	48.62	74.49
Total	421.97	523.82	696.39

Product Wise Revenue Breakup



Aluminum Products

Copper Products

Brass Products

Other Income

Products	FY21	FY22	FY23	In ₹ Cr
Aluminum Products	63.89	82.05	137.65	
Copper Products	325.93	365.92	453.25	
Brass Products	29.91	72.54	96.76	
Other Income	2.24	3.31	8.73	
Total	421.97	523.82	696.39	

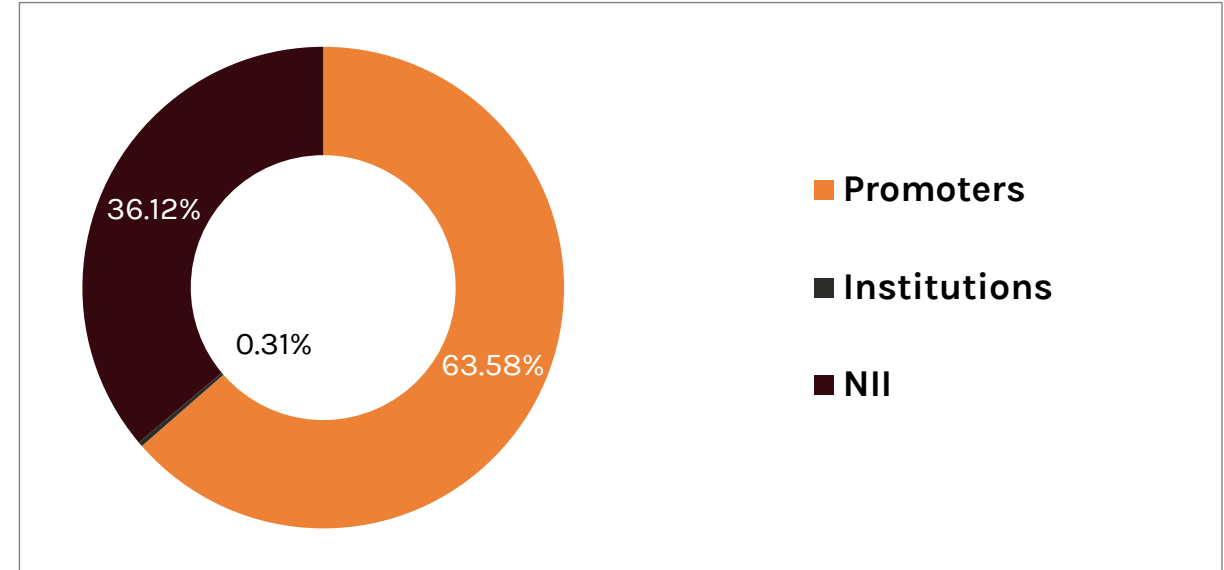
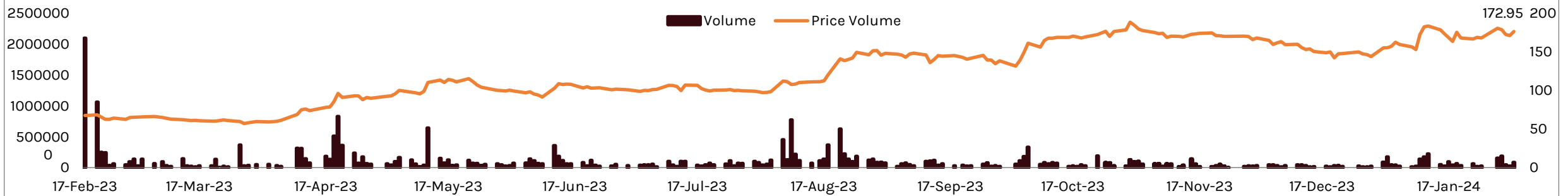
Stock Information

As on 05-02-2024

NSE Code	SHERA
ISIN	INE0MM001019
Share Price ₹	172.95
Market Capitalization ₹ Cr	394.12
No. of Share Outstanding	2,27,88,347
Face Value ₹	10.00
52 Week High ₹	195.00
52 Week Low ₹	57.00

Share Holding Pattern

As on 30-09-2023

Share Performance From 17th February 2023



Thank You



SHERA

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