



**SHERA**

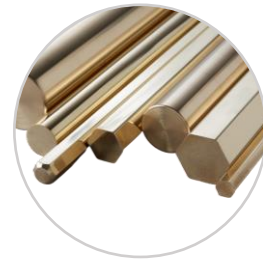
**Shera Energy Limited**

H1 FY24  
Investor Presentation



WHERE POWER  
*Empower*

THE INNOVATION



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# 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



**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

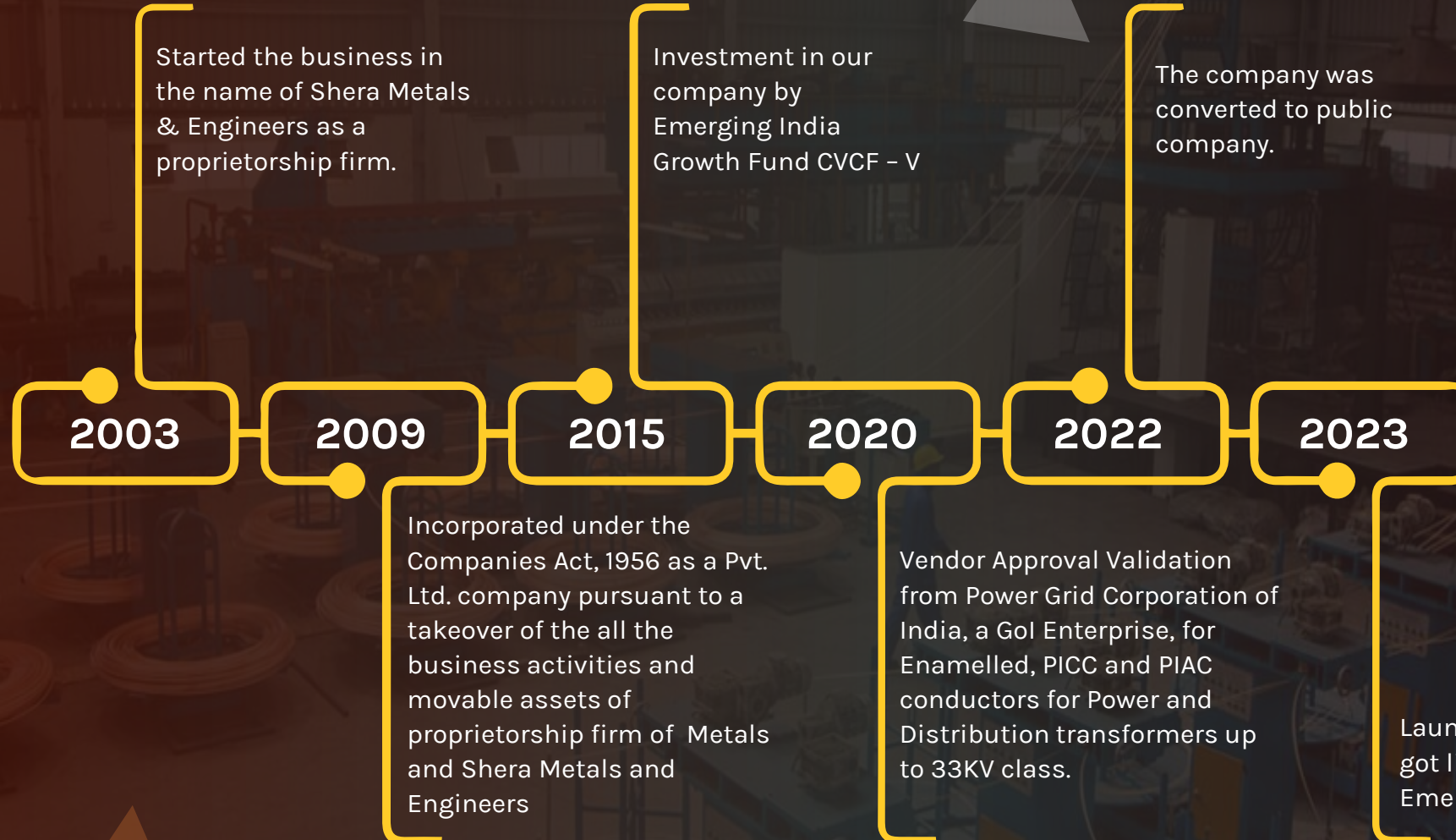


**FY23**  
₹ 696.39 Cr Revenue  
₹ 39.98 Cr EBITDA  
₹ 9.11 Cr PAT



**FY23**  
10.22% ROE  
26.81% ROCE





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 Currently Holds **75.37%** In Rajputana Industries Limited.

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.

Shera Holds **73.20%** In Shera Metal Private Limited.

Shera Infrapower Private Limited

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

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



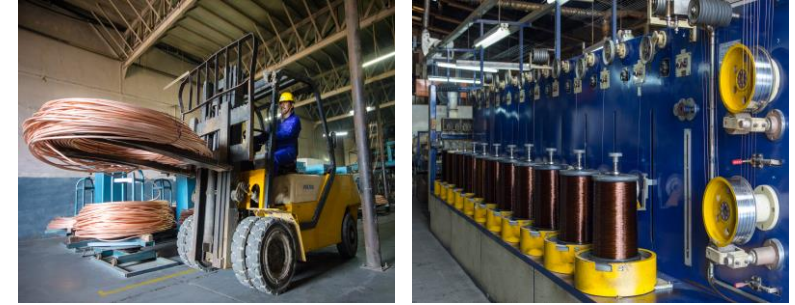
## Rajputana Industries Limited



## Shera Metal Private Limited



## Shera Energy Limited





# Certification Spotlight: Shera's Dedication to Quality



PGCIL Approval



ISO 9001-2015



ISO 14001-2015



ISO 45001-2018



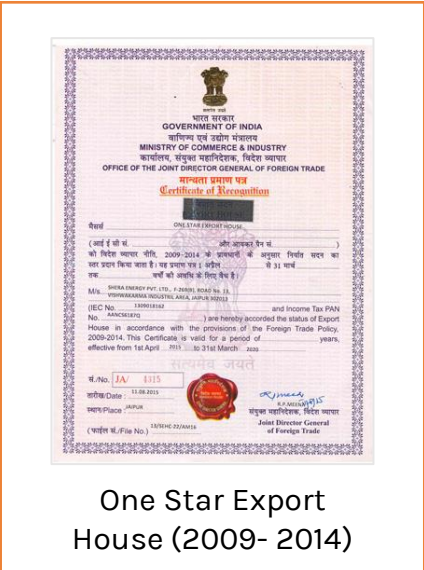
Importer Exporter Code



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.

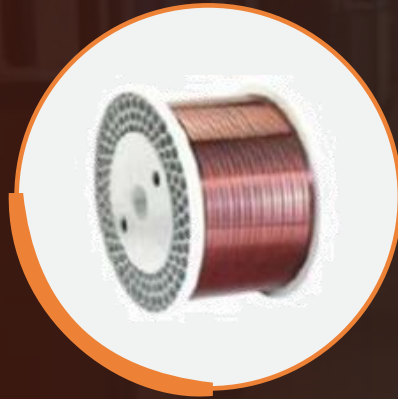


Shera understands its responsibility towards sustainable energy and ensured maximum consideration of the environment by implementing various assets to conserve resources. Steps taken by the company

# Business Overview







All types of copper  
Winding wires / strips



All Types Of Aluminum  
Winding Wires And  
Strips



Rods, wires &  
tubes of brass

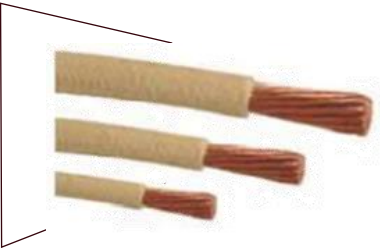


Rods, wires &  
tubes of copper

### (A) All Types Of Copper Winding Wires / Strips

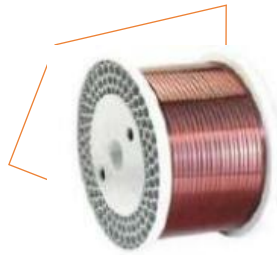
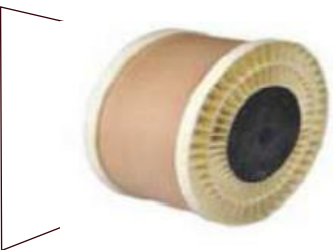
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Paper Covered Round & Rectangular Wires, Bunched Wires



2

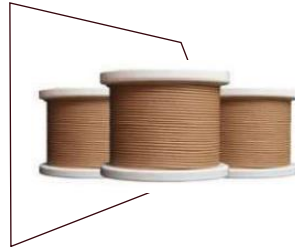
Enamel and Fiber Covered Round & Rectangular Wire



### (B) All Types Of Aluminum Winding Wires And Strips

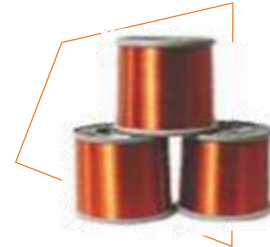
1

Paper Covered Round & Rectangular Wires



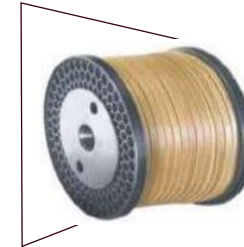
2

Enamel Covered Round & Rectangular Wires



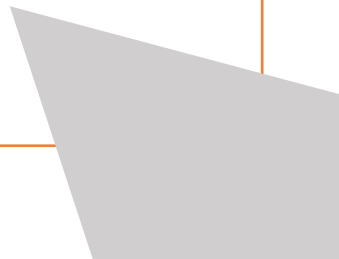
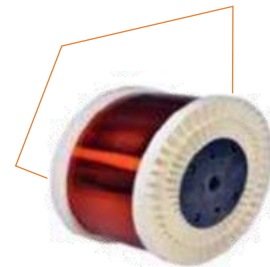
3

Fiber Covered Round & Rectangular Wires



4

Wires

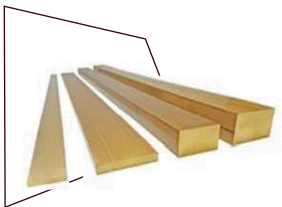
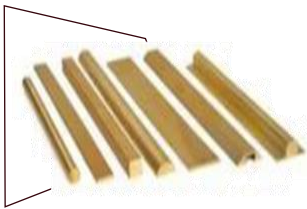
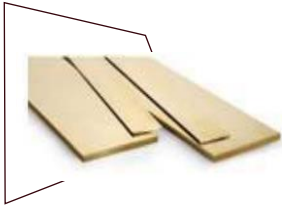




## (C) Rods, wires &amp; tubes of brass

1

## Rods &amp; Profiles of Brass



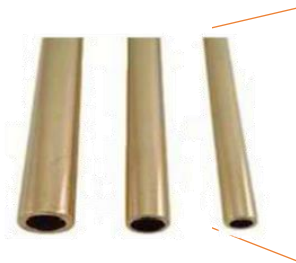
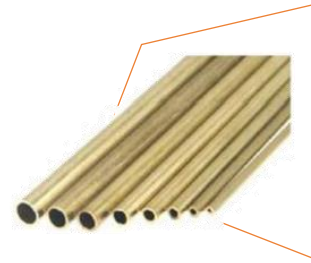
2

## Brass wire



3

## Brass Tubes



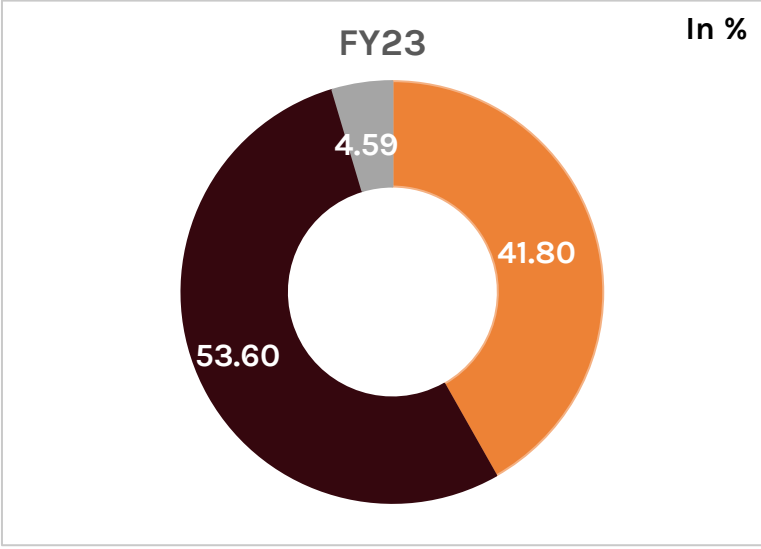
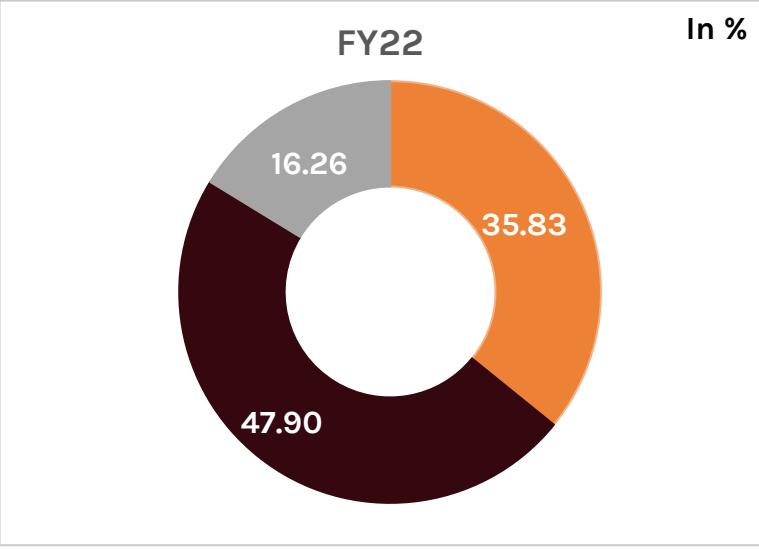
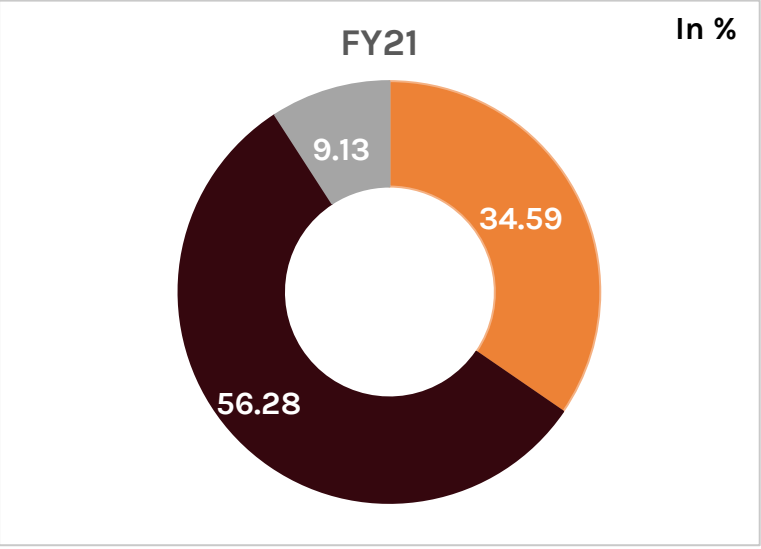
## (D) Rods, wires &amp; tubes of copper



## 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%
			<b>Total</b>	<b>MT</b>	<b>34,730</b>	<b>18,952</b>	<b>55%</b>
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%
			<b>Total</b>	<b>MT</b>	<b>34,730</b>	<b>18,584</b>	<b>54%</b>
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%
			<b>Total</b>	<b>MT</b>	<b>34,730</b>	<b>21,271</b>	<b>61%</b>

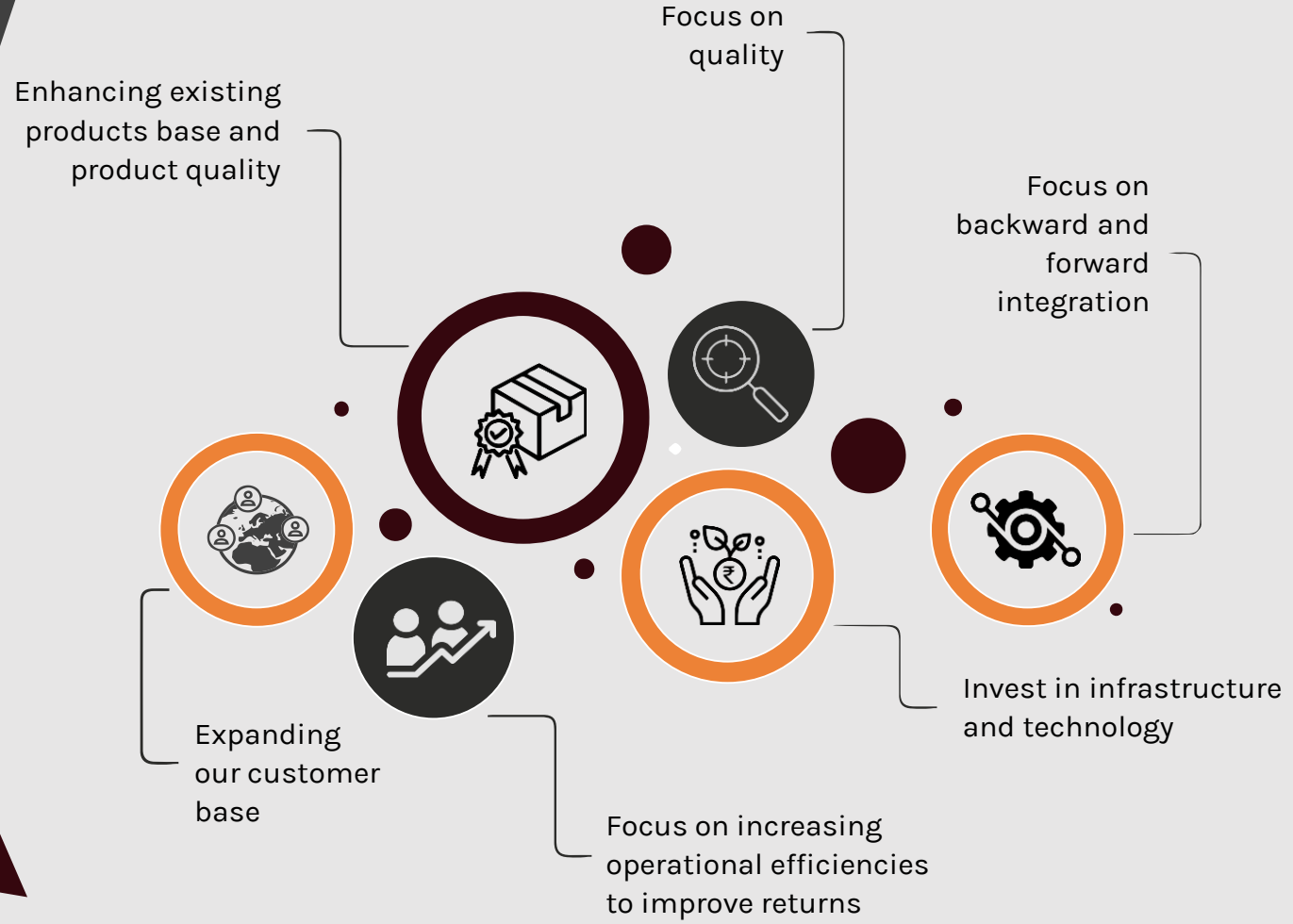
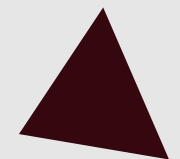
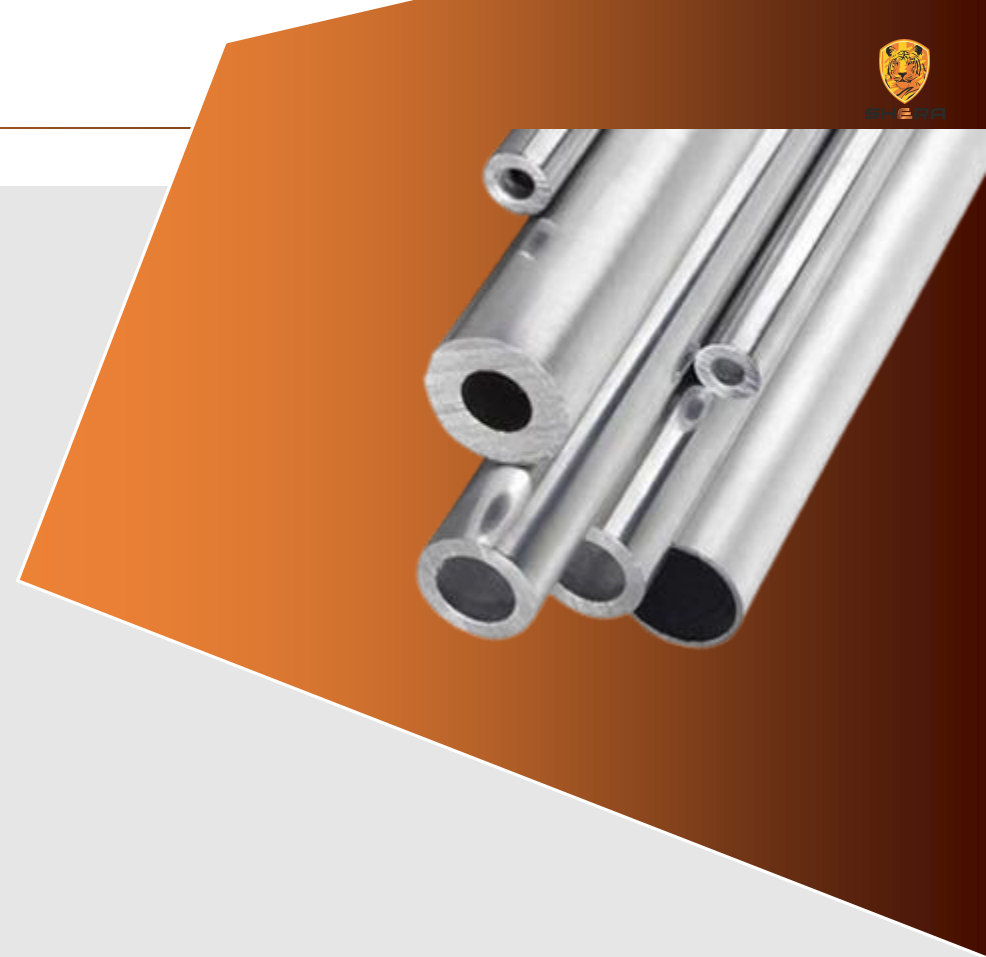
# Analyzing Shera Energy's Volume Composition Across Products

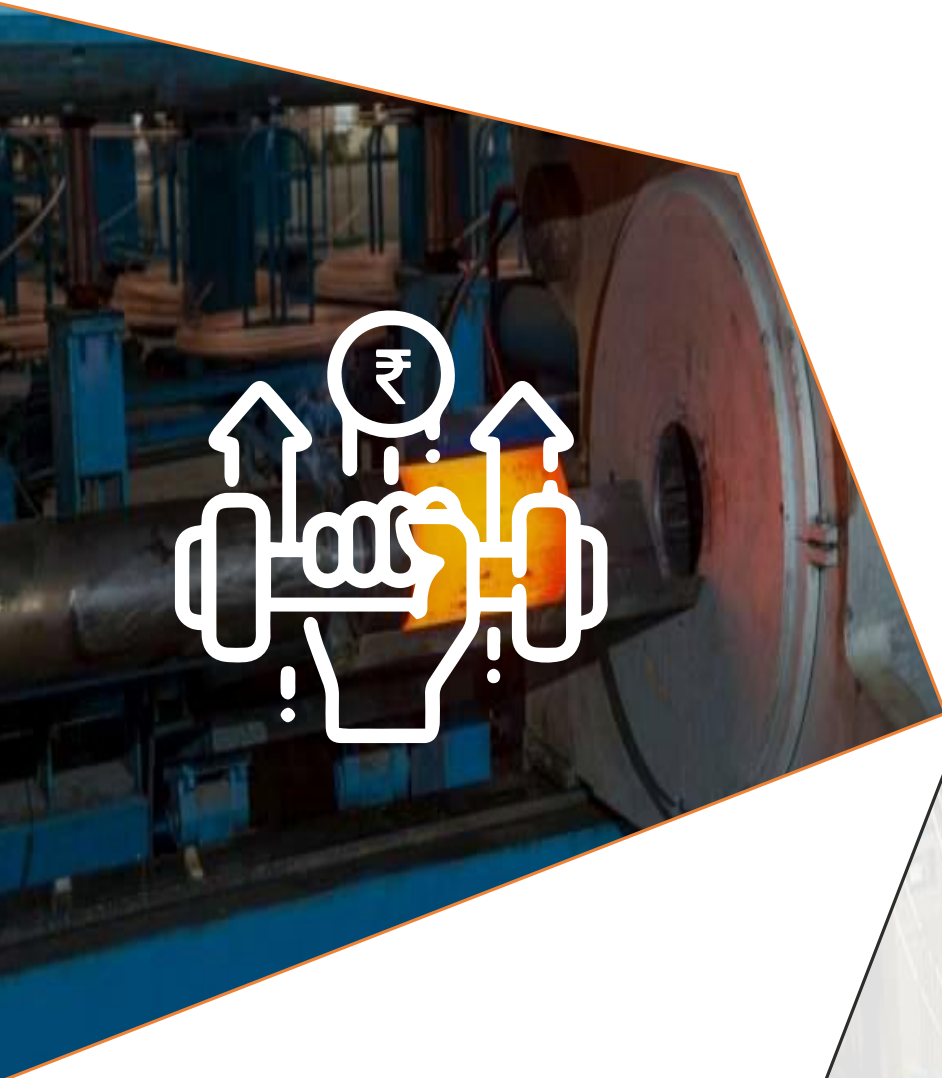


■ Aluminum Products     
 ■ Copper Products     
 ■ Brass Products

Products	In MTPA		
	FY21	FY22	FY23
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	885.00
<b>Total</b>	<b>18,952.24</b>	<b>18,583.52</b>	<b>21,270.82</b>







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.

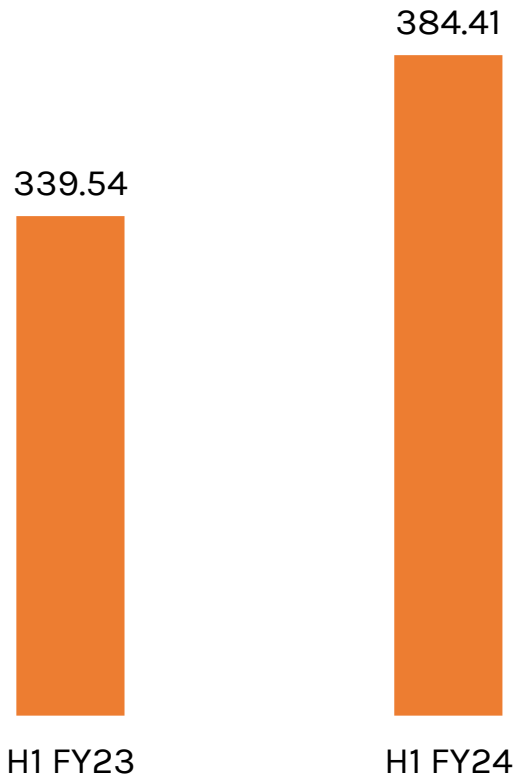


# Half Yearly Highlights

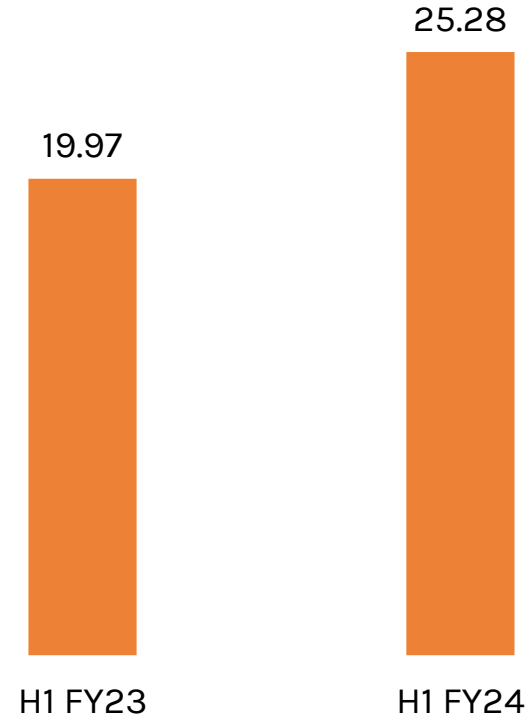




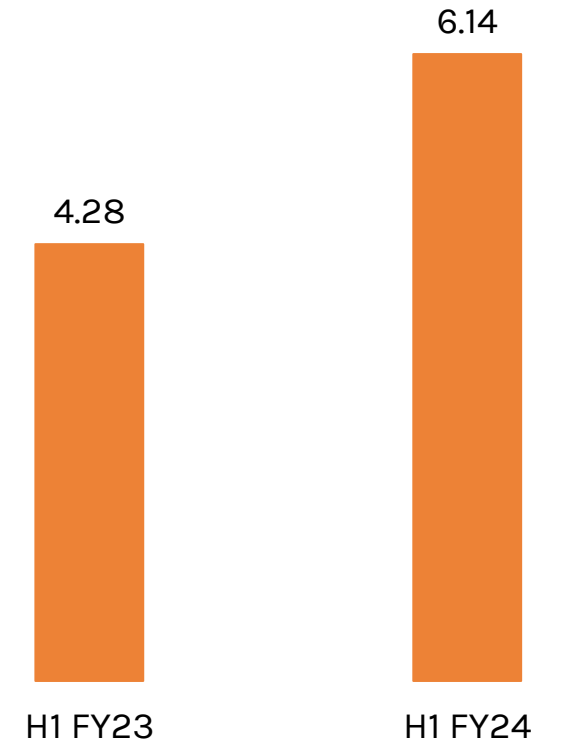
## Total Income



## EBITDA



## PAT



All Amount In ₹ Crore

# Half Yearly Consolidated Profit & Loss Statement

In ₹ Crore

Particulars	H1 FY23	H2 FY23	H1 FY24
Revenues	338.72	357.68	383.84
Other Income	0.82	0.53	0.57
<b>Total Income</b>	<b>339.54</b>	<b>358.21</b>	<b>384.41</b>
Raw Material costs	305.46	320.96	340.21
Employee costs	3.91	5.28	5.06
Other expenses	10.20	11.96	13.85
Total Expenditure	319.57	338.20	359.12
<b>EBITDA</b>	<b>19.97</b>	<b>20.01</b>	<b>25.28</b>
Finance Costs	11.71	10.78	13.96
Depreciation	2.47	2.48	2.69
PBT	<b>5.79</b>	<b>6.75</b>	<b>8.63</b>
Tax	1.51	1.93	2.49
<b>PAT</b>	<b>4.28</b>	<b>4.82</b>	<b>6.14</b>
<b>Profit after comprehensive income</b>	<b>4.33</b>	<b>4.78</b>	<b>6.02</b>

## 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	H1 FY23	VKIA, Kaladera & Reengus	Aluminum Products	MT	5,700	3,583	63%
			Copper Products	MT	8,530	5,207	61%
			Brass Products	MT	3,135	1,009	32%
			<b>Total</b>	<b>MT</b>	<b>17,365</b>	<b>9,799</b>	<b>56%</b>
2	H2 FY23	VKIA, Kaladera & Reengus	Aluminum Products	MT	5,700	4,473	78%
			Copper Products	MT	8,530	5,123	60%
			Brass Products	MT	3,135	1,875	60%
			<b>Total</b>	<b>MT</b>	<b>17,365</b>	<b>11,472</b>	<b>66%</b>
3	H1 FY24	VKIA, Kaladera & Reengus	Aluminum Products	MT	7,150	4,833	68%
			Copper Products	MT	8,530	5,458	64%
			Brass Products	MT	3,135	1,213	39%
			<b>Total</b>	<b>MT</b>	<b>18,815</b>	<b>11,505</b>	<b>61%</b>

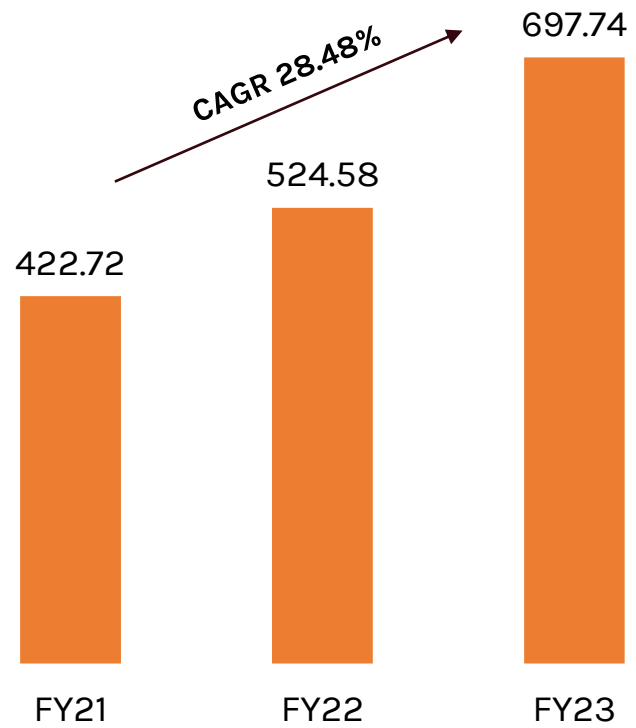




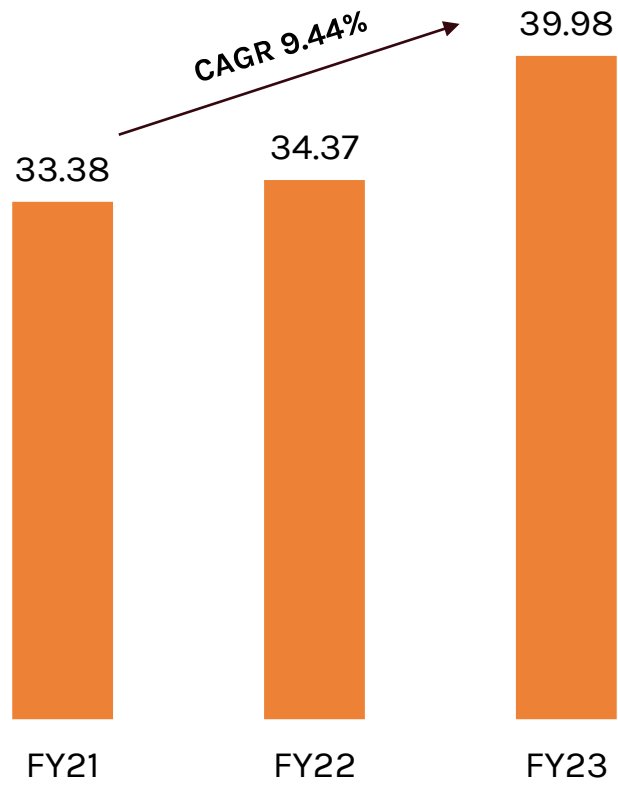
# Financial Overview



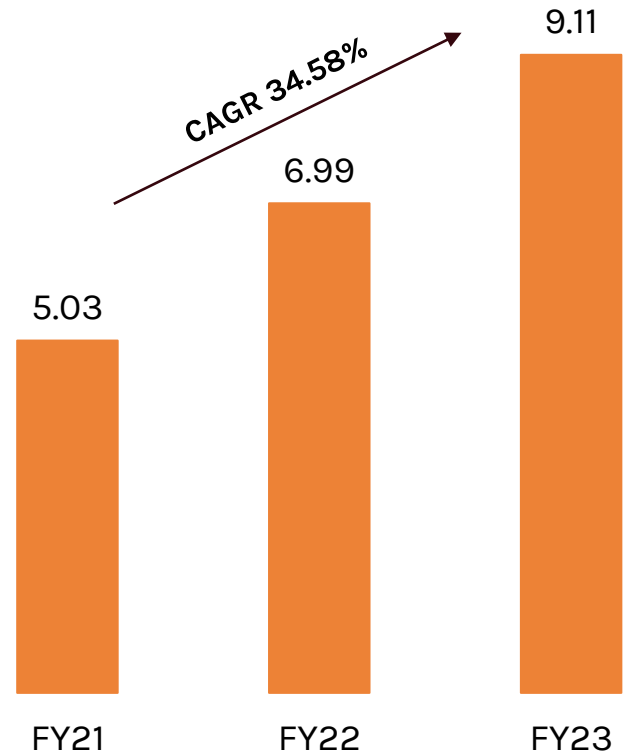
## TOTAL INCOME



## 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
<b>Total Income</b>	<b>422.72</b>	<b>524.58</b>	<b>697.74</b>
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
<b>EBITDA</b>	<b>33.38</b>	<b>34.37</b>	<b>39.98</b>
Finance Cost	21.36	19.88	22.49
Depreciation	4.92	4.83	4.95
PBT	7.10	9.66	<b>12.54</b>
Tax	2.07	2.67	3.43
<b>PAT</b>	<b>5.03</b>	<b>6.99</b>	<b>9.11</b>
<b>Profit After Comprehensive Income</b>	<b>4.91</b>	<b>6.93</b>	<b>9.01</b>

Equities & Liabilities	FY21	FY22	FY23
Equity	19.94	19.94	22.79
Reserves	40.82	46.79	66.36
<b>Net Worth</b>	<b>60.76</b>	<b>66.73</b>	<b>89.15</b>
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
<b>Total Non Current Liabilities</b>	<b>49.88</b>	<b>49.63</b>	<b>49.00</b>
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
<b>Total Current Liabilities</b>	<b>173.80</b>	<b>199.09</b>	<b>218.31</b>
<b>Total Liabilities</b>	<b>293.15</b>	<b>325.24</b>	<b>374.98</b>

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
<b>Total Non Current Assets</b>	<b>89.23</b>	<b>86.38</b>	<b>87.11</b>
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
<b>Total Current Assets</b>	<b>203.92</b>	<b>238.86</b>	<b>287.87</b>
<b>Total Assets</b>	<b>293.15</b>	<b>325.24</b>	<b>374.98</b>

In ₹ Crore

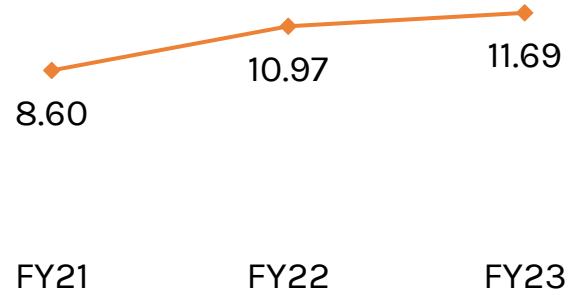


In ₹ Crore

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

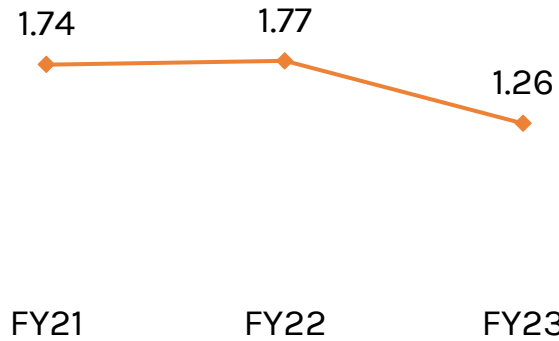
In %

### Return On Equity (PAT / Equity + Reserves)



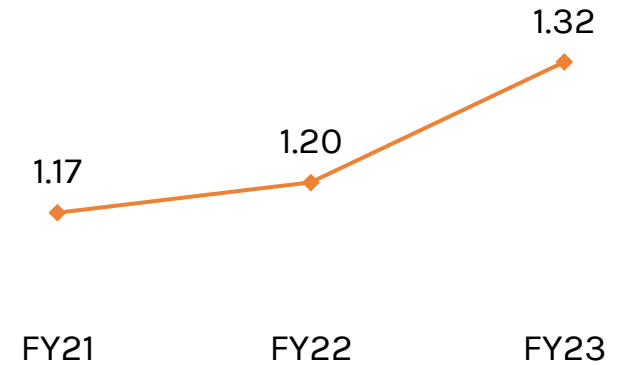
In Times

### Debt To Equity Ratio (Total Debt / Shareholder Funds)



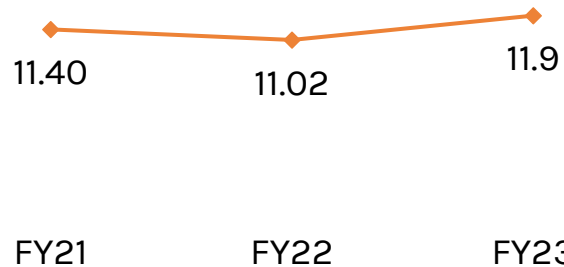
In Times

### Current Ratio (Current Assets / Current Liabilities)



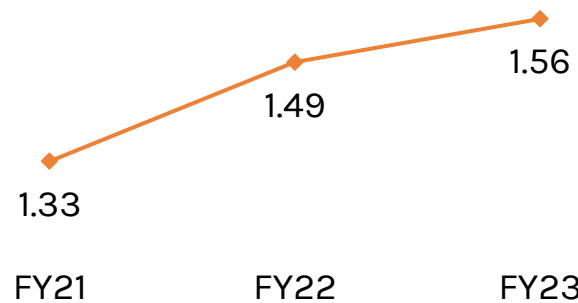
In %

### Return On Capital Employed (EBIT / Average Capital Employed)



In Times

### Interest Coverage Ratio (EBIT / Interest)



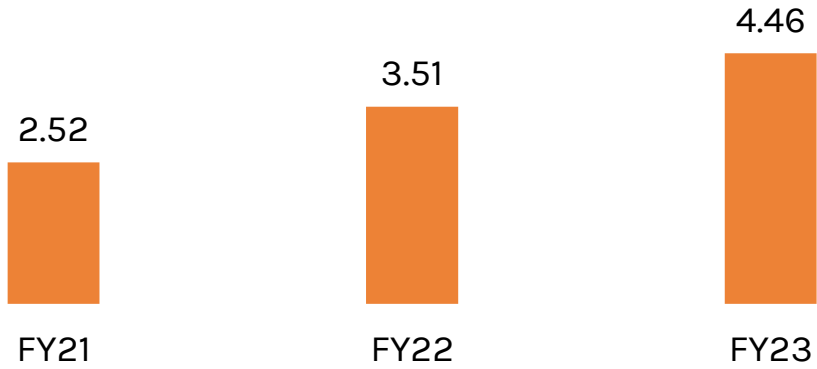
In Times

### Fixed Asset Turnover Ratio (Revenue / Fixed Assts)



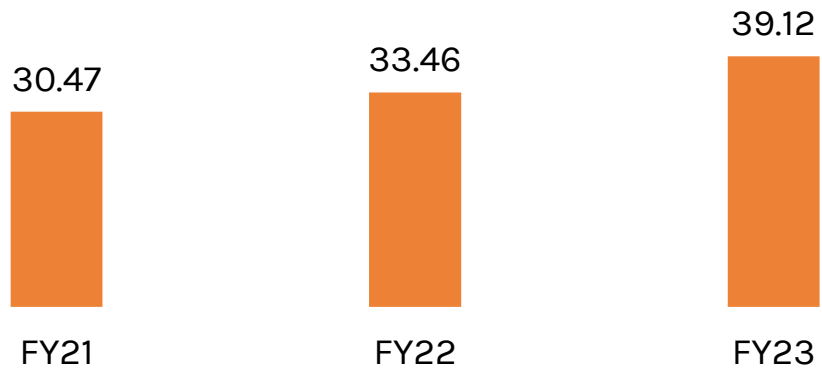
## Earning Per Share

In ₹



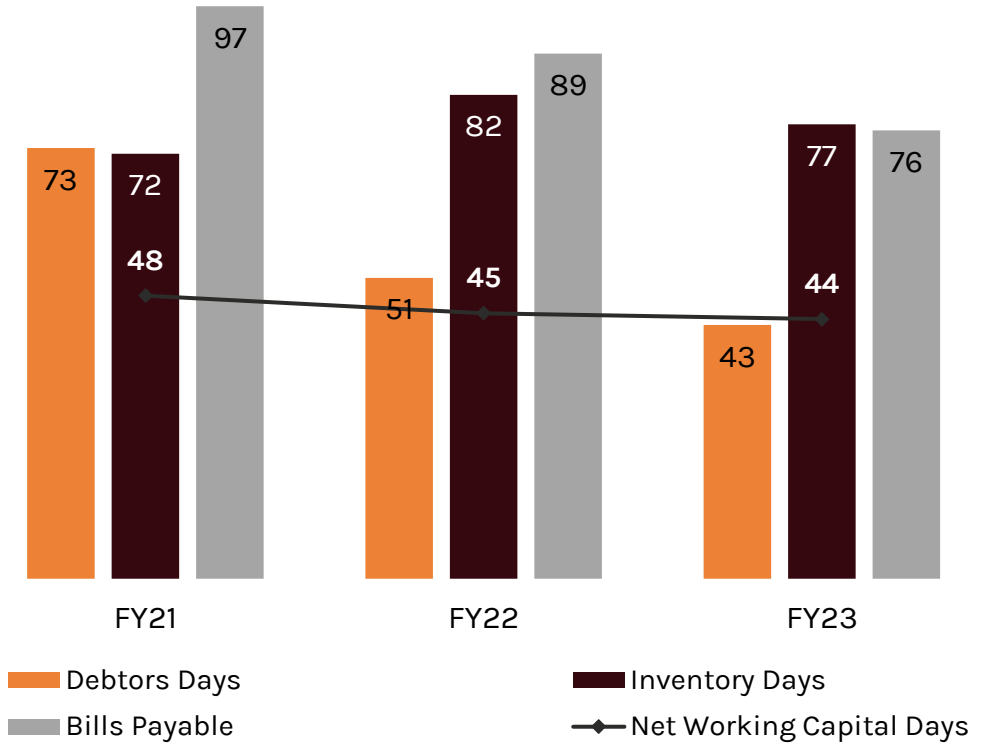
## Book Value

In ₹

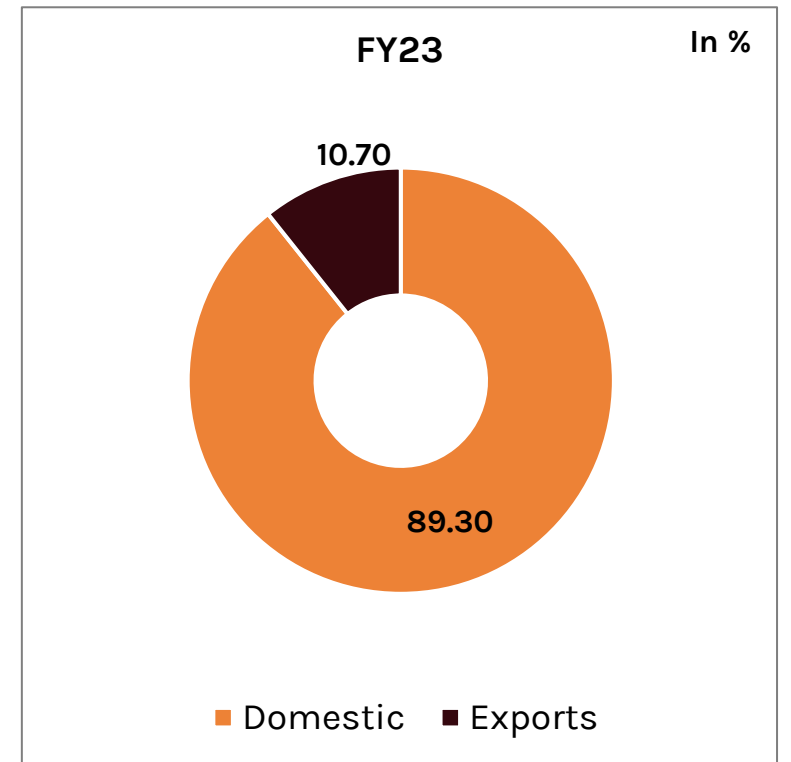
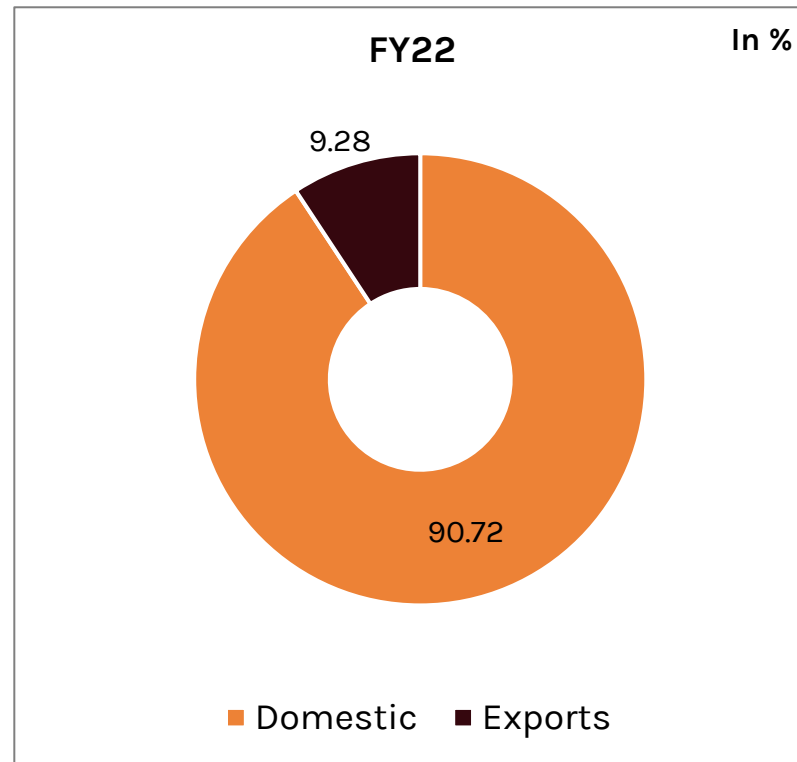
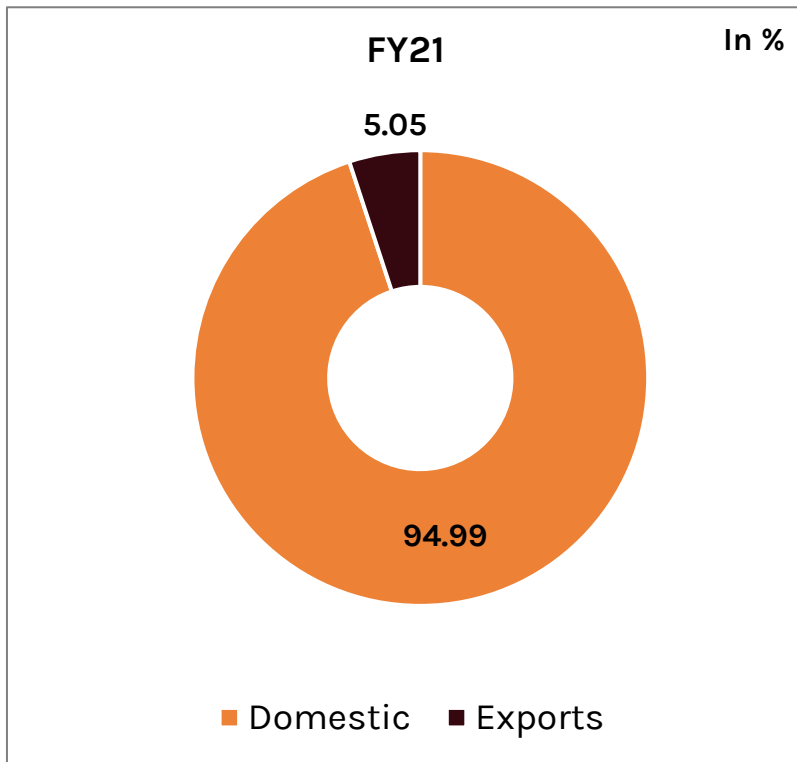


## Working Capital Cycle

In Days

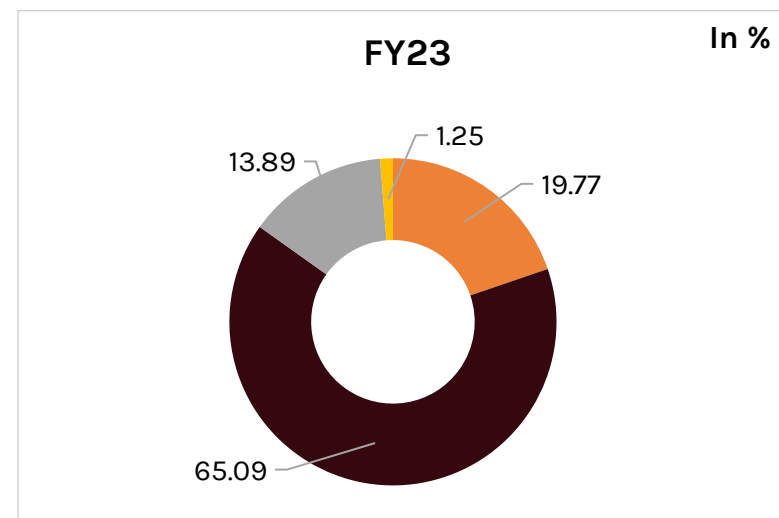
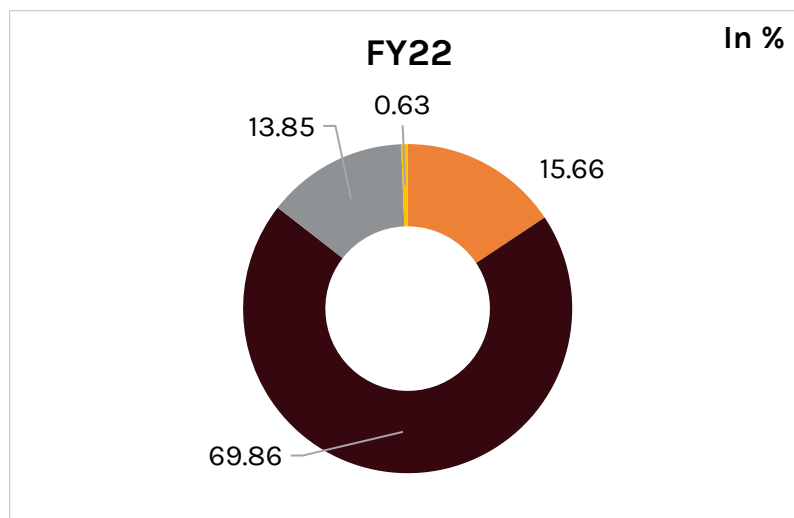
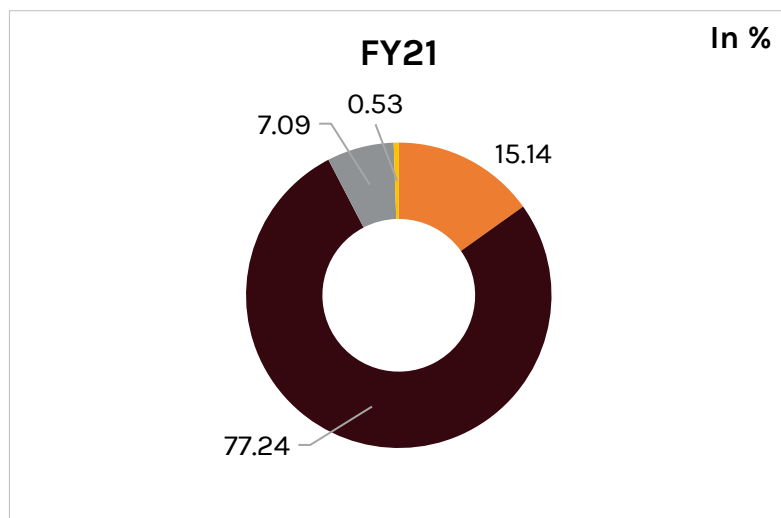


# Revenue Dynamics: Domestic vs. Export Breakdown



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





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	
<b>Total</b>	<b>421.97</b>	<b>523.82</b>	<b>696.39</b>	

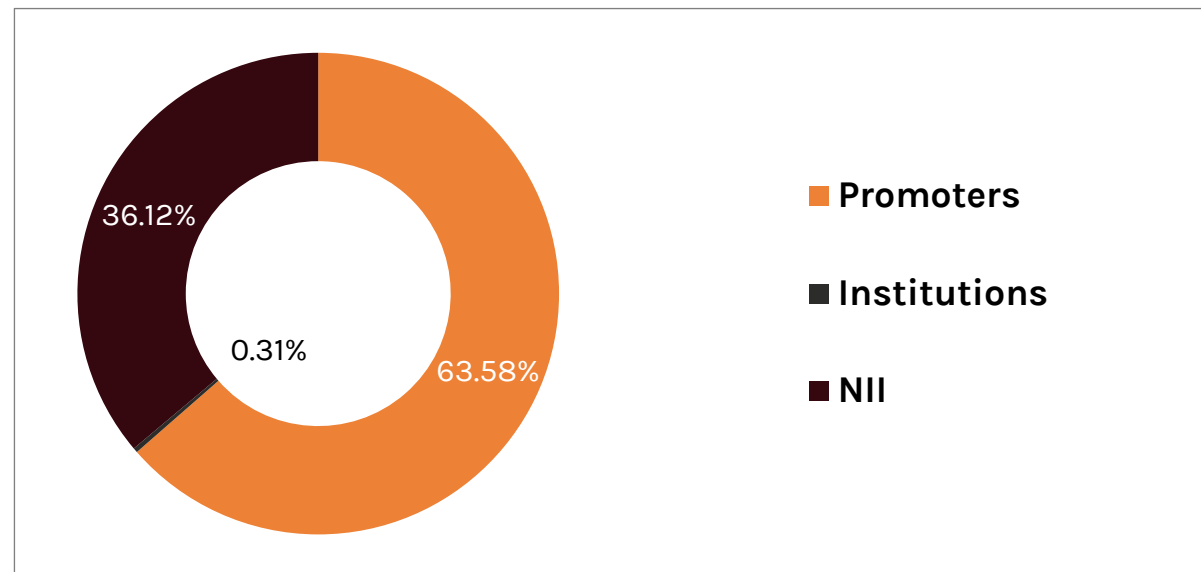
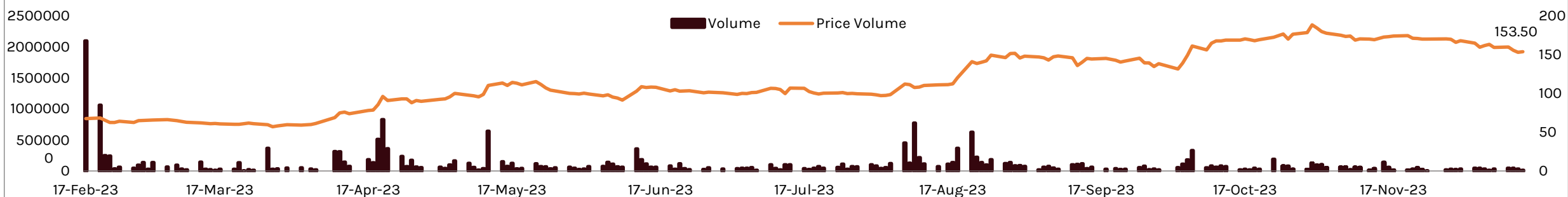
## Stock Information

As on 14-12-2023

NSE Code	SHERA
ISIN	INE0MM001019
Share Price ₹	153.50
Market Capitalization ₹ Cr	349.80
No. of Share Outstanding	2,27,88,347
Face Value ₹	10.00
52 Week High ₹	192.00
52 Week Low ₹	57.00

## Share Holding Pattern

As on 30-09-2023

Share Performance From 17<sup>th</sup> February 2023



# Thank You

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