

**SYMBOL: SHERA**  
**ISIN: INE0MM001019**

**Date: 17.05.2024**

**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**

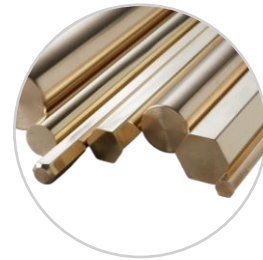


**SHERA**

**Shera Energy Limited**

H2 FY24  
Investor Presentation

Where Power  
*Empower*  
The Innovation



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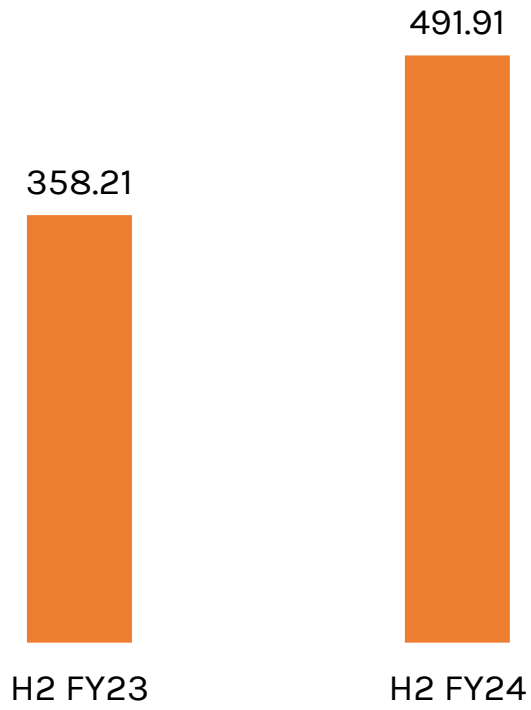
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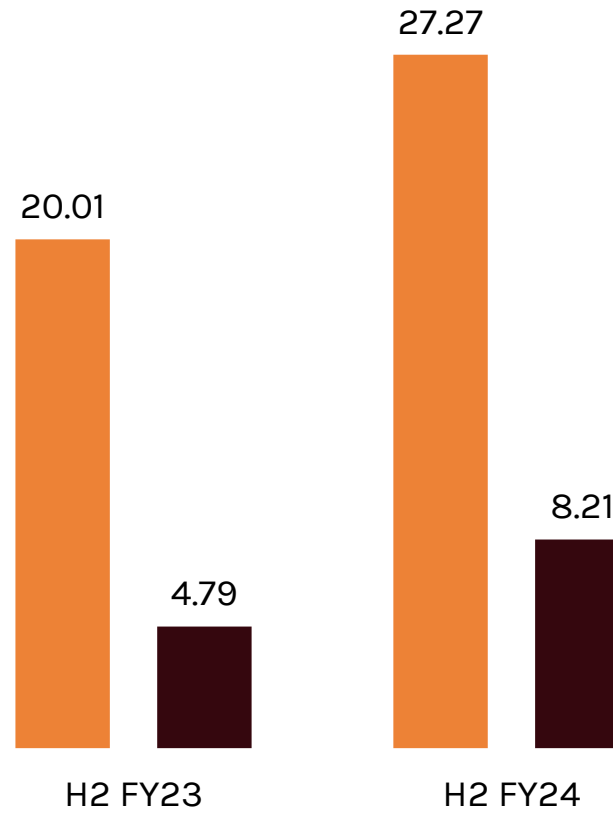
**H2 & FY24  
Financial & Operational  
Highlights**



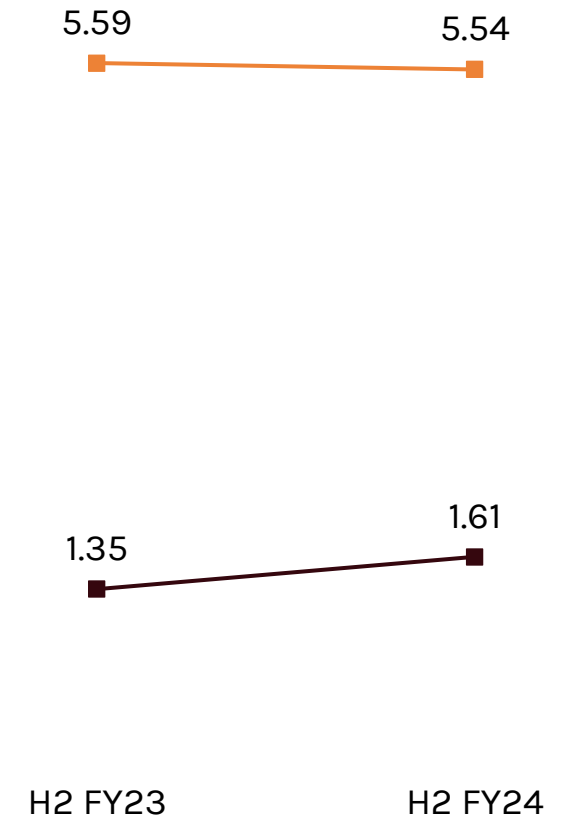
■ Total Income



■ EBITDA ■ Net Profit



■ EBITDA Margin ■ Net Profit Margin



All Amount In ₹ Crore

In ₹ Cr

Particulars	H2 FY24	H2 FY23	YoY
Revenues	491.27	357.68	
Other Income	0.64	0.53	
<b>Total Income</b>	<b>491.91</b>	<b>358.21</b>	<b>37.33</b>
Raw Material costs	443.30	320.95	
Employee costs	6.83	5.73	
Other expenses	14.52	11.52	
Total Expenditure	464.64	338.19	
<b>EBITDA</b>	<b>27.27</b>	<b>20.01</b>	<b>36.28</b>
Finance Costs	16.40	10.78	
Depreciation	2.86	2.48	
PBT	<b>10.21</b>	<b>6.75</b>	
Tax	2.31	1.93	
<b>PAT</b>	<b>7.91</b>	<b>4.83</b>	<b>63.77</b>
<b>Profit after comprehensive income</b>	<b>8.21</b>	<b>4.79</b>	<b>71.40</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	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>
2	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>
3	FY 2023-24	VKIA, Kaladera & Reengus	Aluminum Products	MT	13,550	10,213	75%
			Copper Products	MT	17,060	10,575	62%
			Brass Products	MT	6,270	2,853	45%
			<b>Total</b>	<b>MT</b>	<b>36,880.00</b>	<b>23,641.00</b>	<b>64%</b>

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.






**SHERA**



Shera Group is underway to diversify its value-added product line for electric cable by way of acquisition of Plant & machinery in a resale offer & optimum investment in plant & machinery along with investment in Building for separate unit with the financial assistance and internal accruals of the group. The Shera Group is also committed for ESG & Carbon free footprint in order to be an ecofriendly group the solar power of 1 MW has successfully commissioned and further the 1.4 MW Solar Power Project is underway for further Expansion.



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 subsidiary companies namely Rajputana Industries Limited and Shera Metal Private Limited to add value-added products in the portfolio. The Company has extended its global reach with the launch of SHERA ZAMBIA LIMITED in Central Africa. The subsidiary will focus on producing winding wire and cables to cater to Zambia and nearby areas.

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



**20+** years of  
Excellence



Consolidated  
Installed Capacity  
**37,630** MT  
(As on 31-03-2024)



**2** Manufacturing  
Plants of Company &  
**2** Manufacturing  
Plants of Subsidiaries



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



**350+**  
Employees



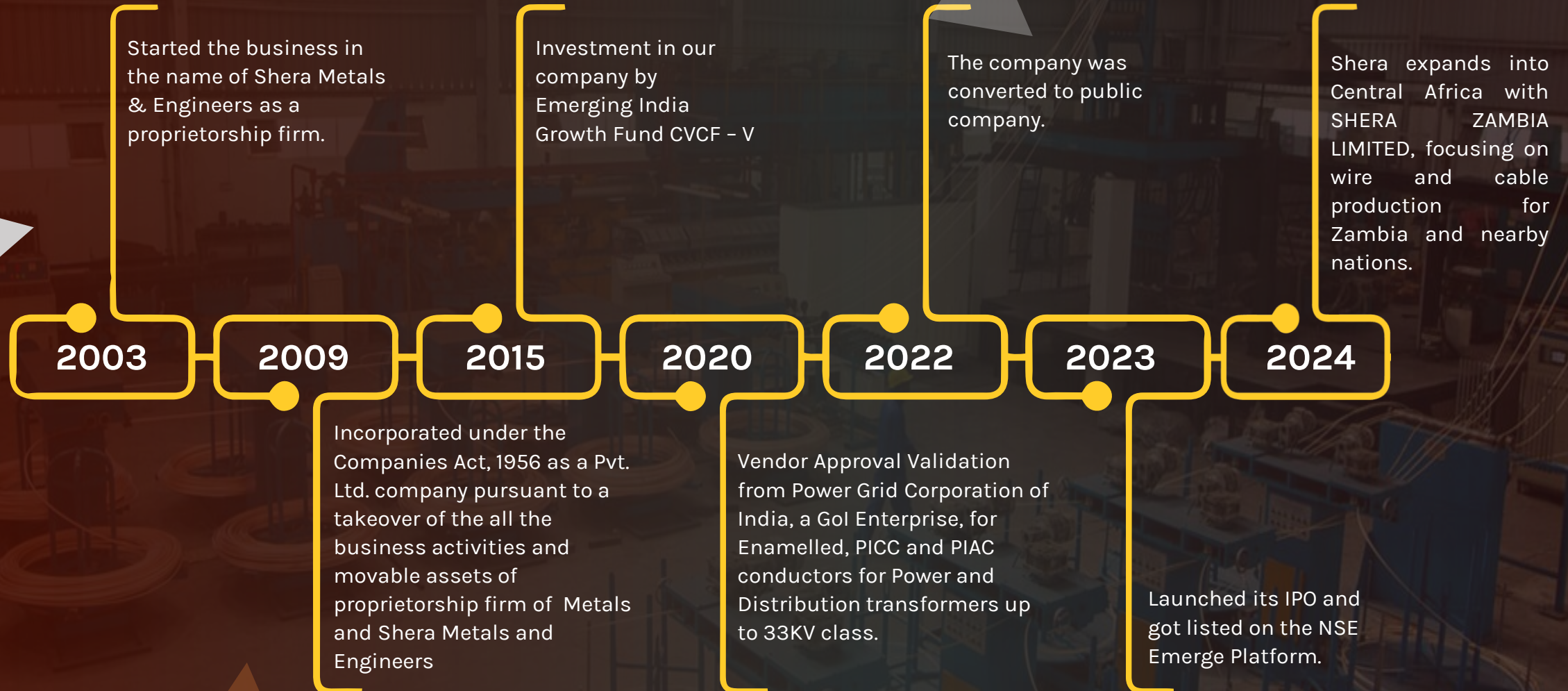
Export in **15+**  
countries



**FY24**  
₹ 875 Cr Revenue  
₹ 53 Cr EBITDA  
₹ 14 Cr PAT



**FY24**  
11.95% ROE  
13.15% ROCE



Shera Currently Holds  
**69.47%** 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

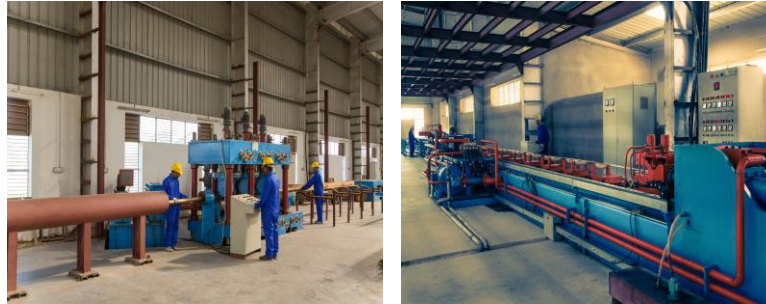
- Shera Metal Private Limited in manufacturing of bus bar, round, flats, Tube of Copper, Aluminum and Brass
- Installed Capacity 9270 MTPA.



## Rajputana Industries Limited



## Shera Metal Private Limited



## Shera Energy Limited

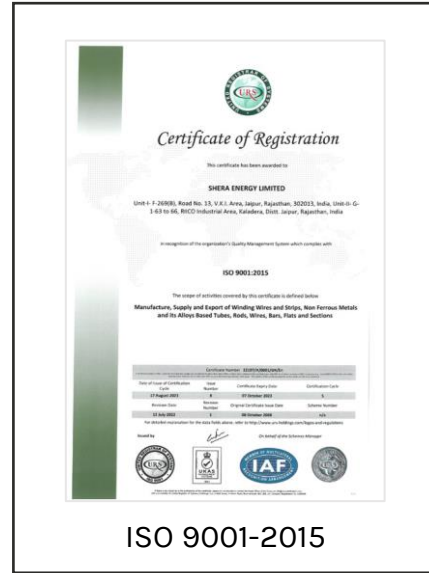




# Certification Spotlight: Shera's Dedication to Quality



PGCIL Approval



ISO 9001-2015



ISO 14001-2015



ISO 45001-2018



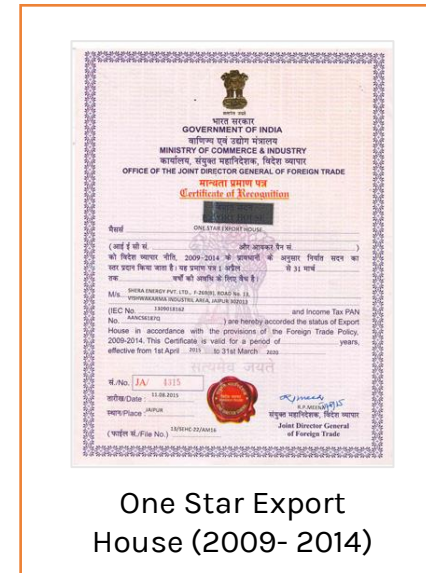
Importer Exporter Code



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

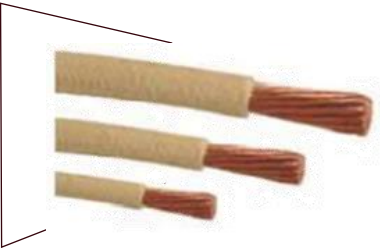


Rods, wires &  
tubes of copper

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

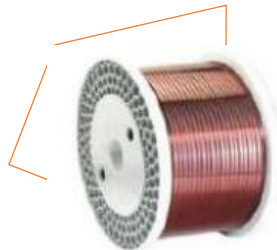
1

Paper Covered Round & Rectangular Wires, Bunched Wires



2

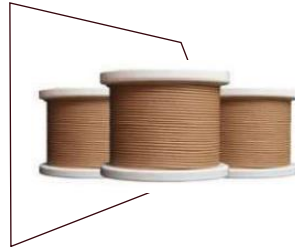
Enamel and Fiber Covered Round & Rectangular Wire



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

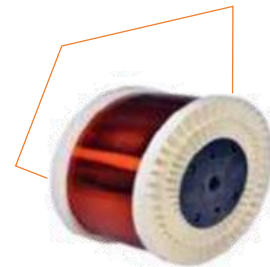
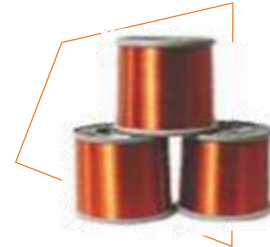
1

Paper Covered Round & Rectangular Wires



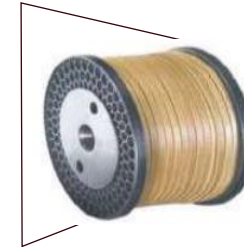
2

Enamel Covered Round & Rectangular Wires



3

Fiber Covered Round & Rectangular Wires



4

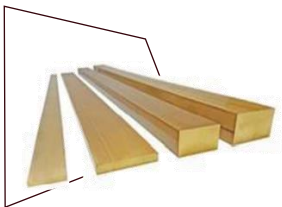
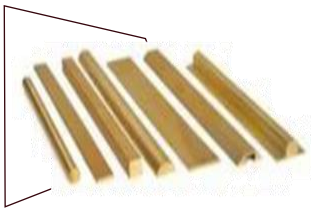
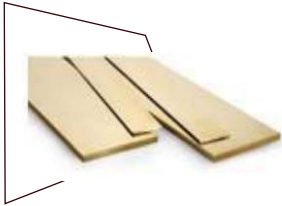
Wires



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

1

## Rods &amp; Profiles of Brass



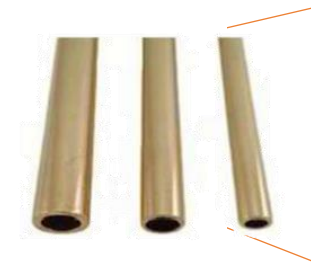
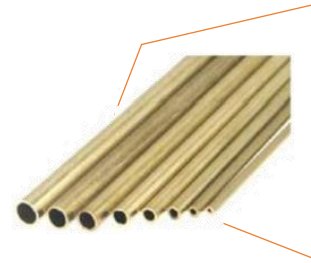
2

## Brass wire



3

## Brass Tubes



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

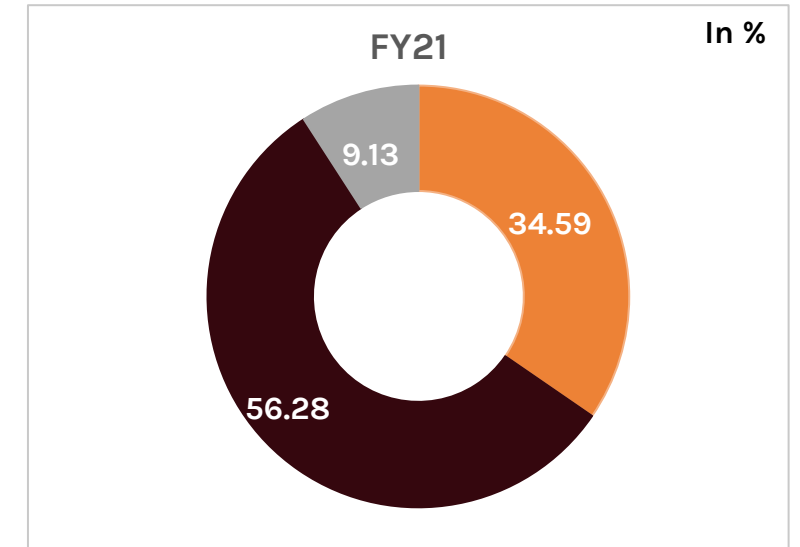
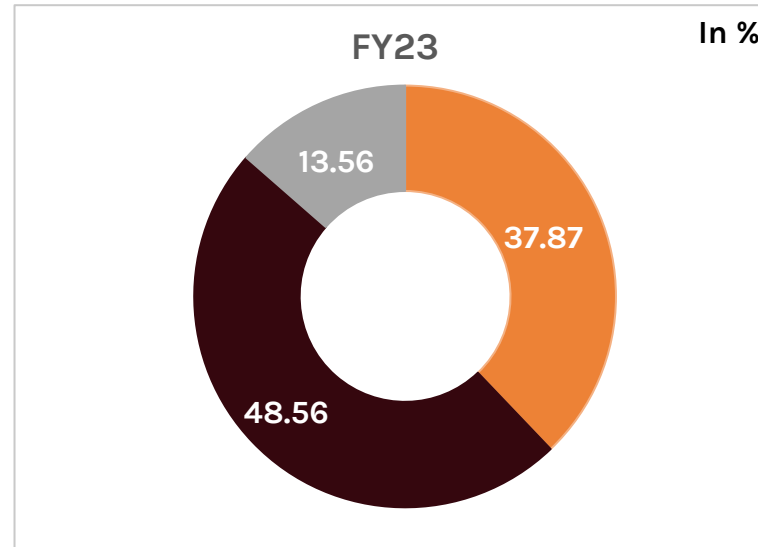
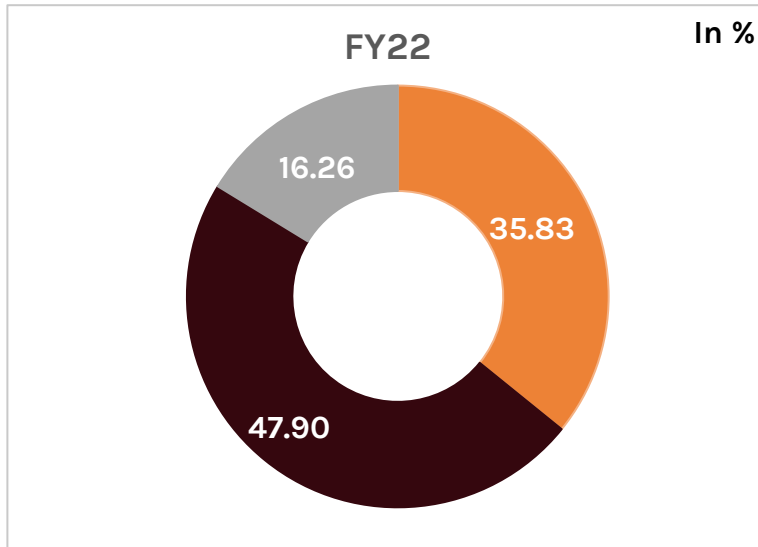


## Installed capacity and actual production on Consolidated basis of Shera Energy

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%
			<b>Total</b>	<b>MT</b>	<b>8,658</b>	<b>5,842</b>	<b>67%</b>
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%
			<b>Total</b>	<b>MT</b>	<b>9,408</b>	<b>5,663</b>	<b>60%</b>
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%
			<b>Total</b>	<b>MT</b>	<b>9,408</b>	<b>5,275</b>	<b>56%</b>
3	Q4 FY24	VKIA, Kaladera & Reengus	Aluminum Products	MT	3,575	2,817	79%
			Copper Products	MT	4,265	2,972	70%
			Brass Products	MT	1,568	1072	68%
			<b>Total</b>	<b>MT</b>	<b>9,408</b>	<b>6,861</b>	<b>73%</b>

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

# Analyzing Shera Energy's Volume Composition Across Products



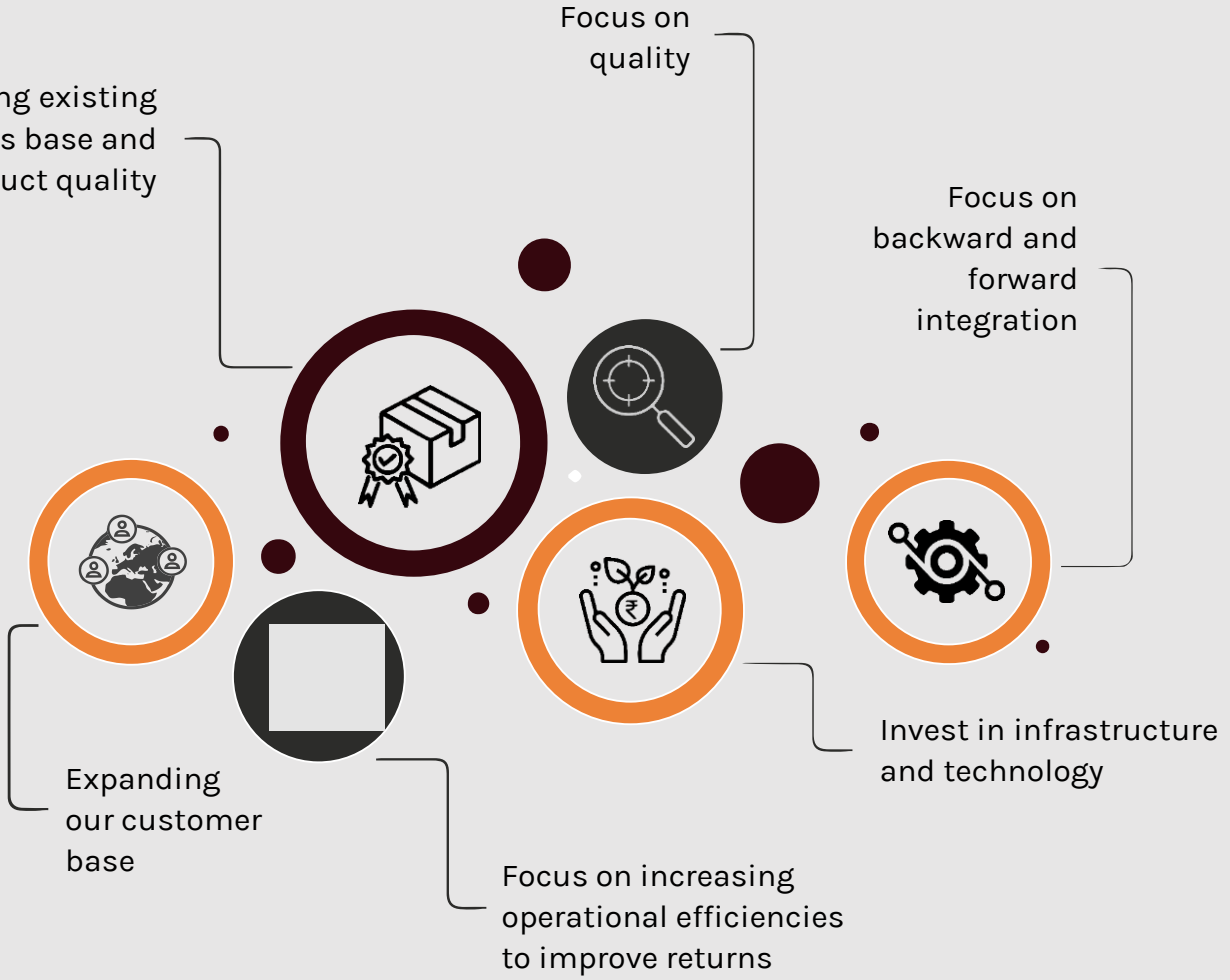
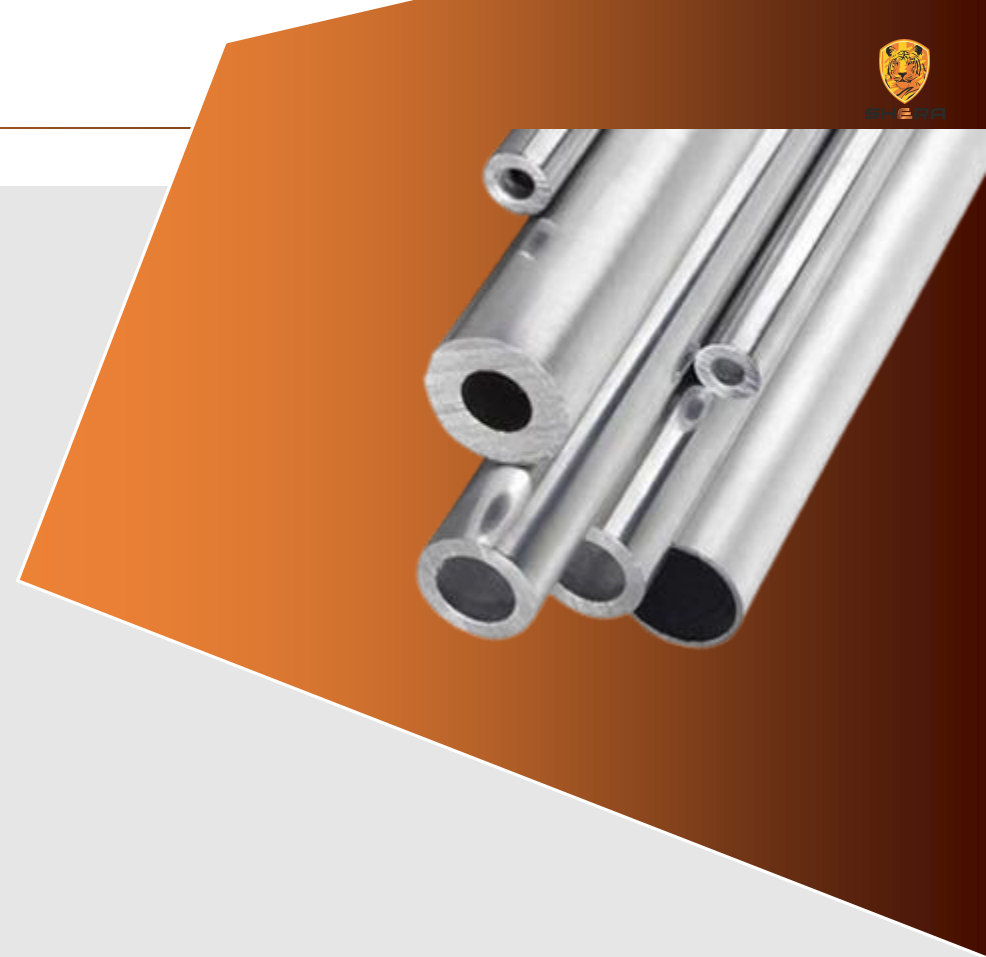
Aluminum Products

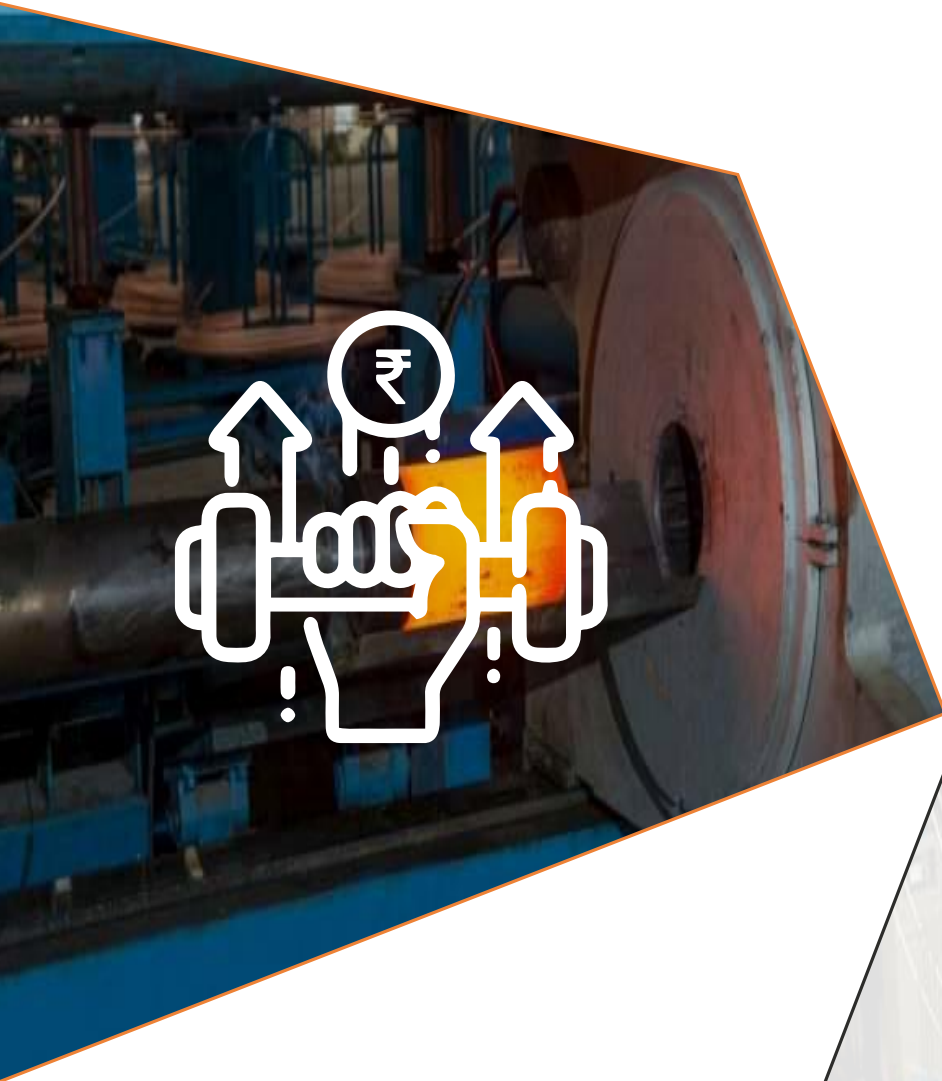
Copper Products

Brass Products

Products	In MTPA		
	FY22	FY23	FY24
Aluminum Products	6,659.44	8,055.82	10,213.00
Copper Products	8,902.15	10,330.00	10,575.00
Brass Products	3,021.94	2,885.00	2,853.00
<b>Total</b>	<b>18,583.52</b>	<b>21,270.82</b>	<b>23,641.00</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 wire market valued at USD 15 Billion in 2023, expected to reach USD 26 Billion by 2030 with a 6% CAGR during 2024-2030.




Winding wires, also known as magnet wires or enameled wires, are crucial components in electromagnetic devices like transformers, motors, and generators.

Copper and aluminum are primary materials for winding wires, each offering unique benefits in conductivity, price, and weight.

Insulation materials such as polyimide, polyester, and enamel are essential for preventing electrical leaks and ensuring reliability.

Demand driven by expansion in power generation, distribution, automotive, and electric vehicle industries.

Technological advancements leading to production of high-performance winding wires capable of withstanding high temperatures and environmental factors, while improving electrical conductivity.



Expansion of power generation and T&D networks globally

Expected investments of USD 135 billion by the US and Germany in smart grid development by 2026

Increasing demand for electric generators in various power plants

Usage of winding wires in inverters for solar power plants

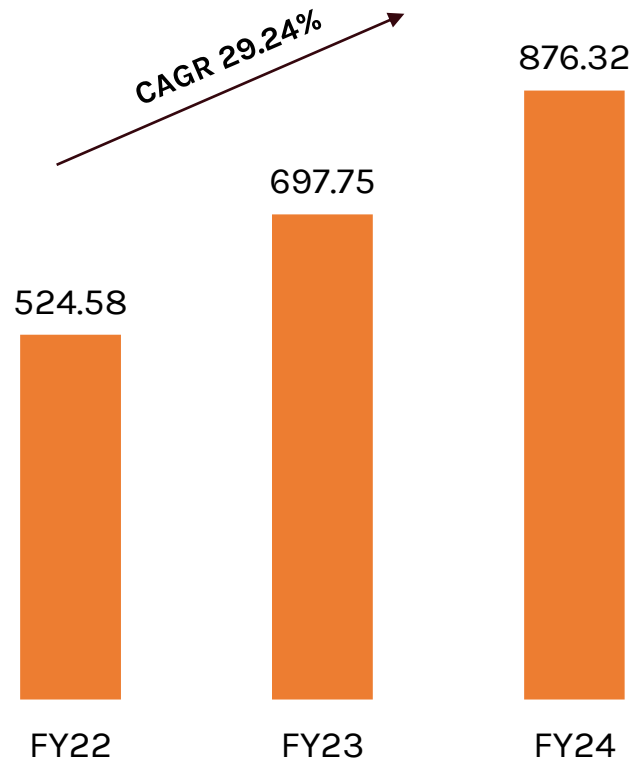
### Key Winding Wire Market Drivers



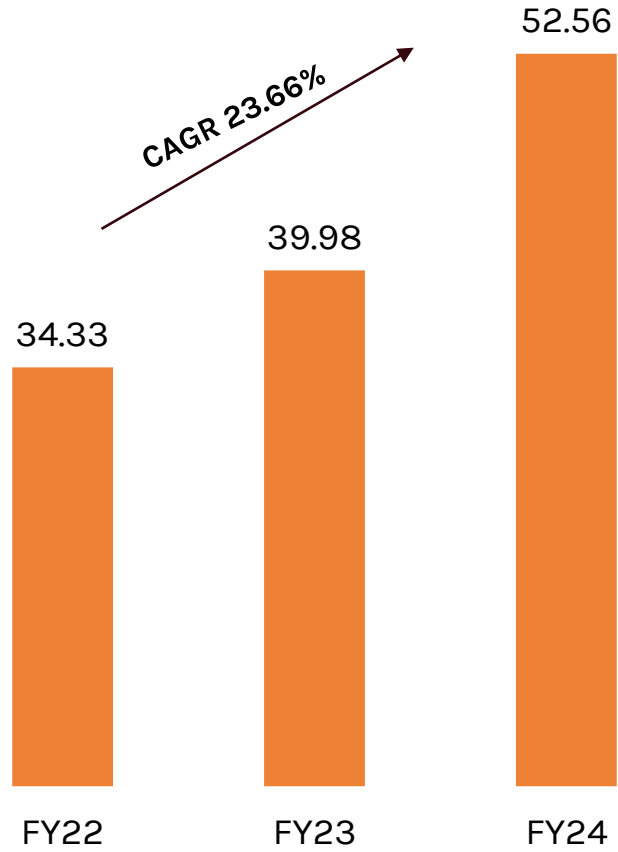
# Financial Overview



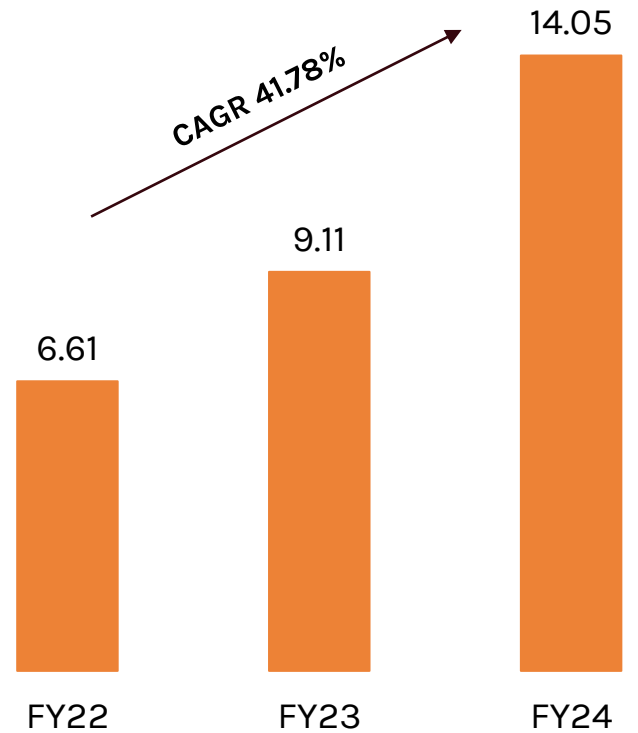
## TOTAL INCOME



## EBITDA



## PAT



All Amount In ₹ Crore

In ₹ Crore

Particulars	FY22	FY23	FY24
Revenues	523.82	696.39	875.10
Other Income	0.76	1.35	1.21
<b>Total Income</b>	<b>524.58</b>	<b>697.75</b>	<b>876.32</b>
Raw Material Cost	466.58	626.41	783.51
Employee Cost	6.8	10.12	12.37
Other Expenses	16.83	21.23	27.87
Total Expenditure	490.21	657.76	823.75
<b>EBITDA</b>	<b>34.37</b>	<b>39.98</b>	<b>52.56</b>
Finance Cost	19.88	22.49	30.36
Depreciation	4.83	4.95	5.55
Extra-ordinary Income	0.00	0.00	2.20
PBT	9.66	12.54	18.85
Tax	2.67	3.43	4.80
<b>PAT</b>	<b>6.99</b>	<b>9.11</b>	<b>14.05</b>
<b>Profit After Comprehensive Income</b>	<b>6.93</b>	<b>9.01</b>	<b>14.23</b>

# Consolidated Balance Sheet

Equities & Liabilities	FY22	FY23	FY24
Equity	66.77	22.79	22.79
Reserves	0.00	66.35	84.13
Minority Interest	9.79	18.52	20.74
<b>Net Worth</b>	<b>76.52</b>	<b>107.66</b>	<b>127.66</b>
Non-current Liabilities			
Long-term borrowing	43.57	41.49	42.42
Deferred tax Liabilities	0.37	6.72	8.88
Other long terms Liabilities	5.56	0.00	0.00
Long-term provision	0.13	0.42	0.52
<b>Total Non Current Liabilities</b>	<b>49.62</b>	<b>48.62</b>	<b>51.82</b>
Current Liabilities			
Short-term borrowings	74.55	71.25	77.22
Lease Liabilities	0.37	0.37	0.00
Trade payables	120.67	100.25	145.29
Other Current Financial Liabilities	0.36	42.46	37.91
Current tax Liabilities (Net)	0.00	0.29	0.38
Other current liabilities	2.80	3.04	3.02
Short-term provision	0.70	1.02	1.51
<b>Total Current Liabilities</b>	<b>199.09</b>	<b>218.68</b>	<b>264.61</b>
<b>Total Liabilities</b>	<b>325.31</b>	<b>374.97</b>	<b>444.08</b>

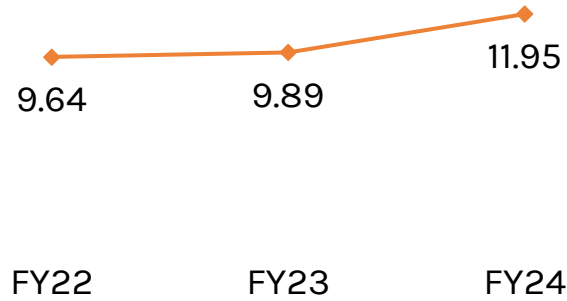
Assets	FY22	FY23	FY24
Non Current Assets			
Fixed assets	85.10	85.77	94.04
Non-current investments	0.00	0.00	0.00
Other Non-Current Financial Assets	1.28	1.75	3.86
Other non-current assets	0.00	0.00	0.00
<b>Total Non Current Assets</b>	<b>86.38</b>	<b>87.53</b>	<b>97.90</b>
Current Assets			
Inventories	137.92	160.12	197.10
Trade receivables	71.52	94.58	114.04
Cash & Bank Balance	12.99	13.16	15.92
Other Current Financial Assets	1.44	2.86	3.16
Current Tax Assets (Net)	0.49	0.53	0.52
Other current assets	14.50	16.21	15.43
<b>Total Current Assets</b>	<b>238.86</b>	<b>287.45</b>	<b>346.18</b>
<b>Total Assets</b>	<b>325.24</b>	<b>374.97</b>	<b>444.08</b>

In ₹ Crore

Particulars	FY22	FY23	FY24
Cashflow from Operations	10.93	12.66	38.18
Cashflow from Investments	-6.53	-2.53	-13.49
Cashflow from Financing	12.30	-7.13	-24.14
Net Cash flow	-2.52	3.00	0.55
Opening Cash Balance	3.42	0.46	3.47
Closing Cash Balance	0.90	3.47	4.02

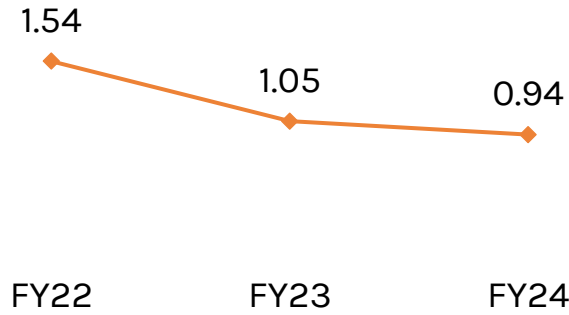
In %

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



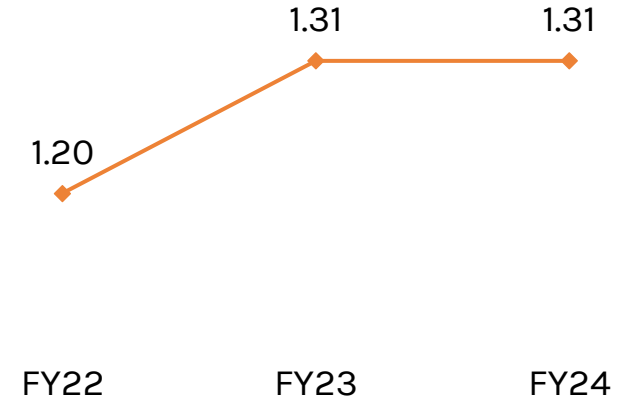
In Times

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



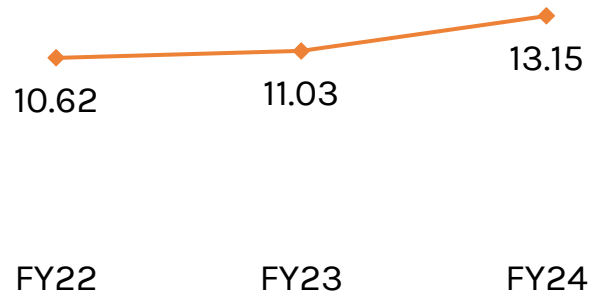
In Times

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



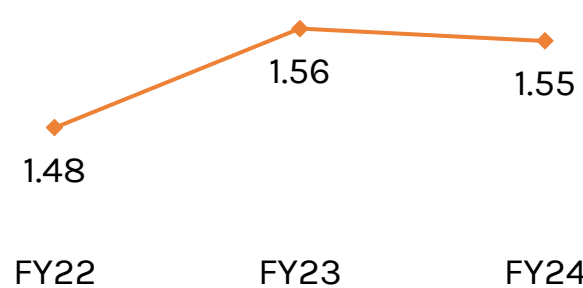
In %

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



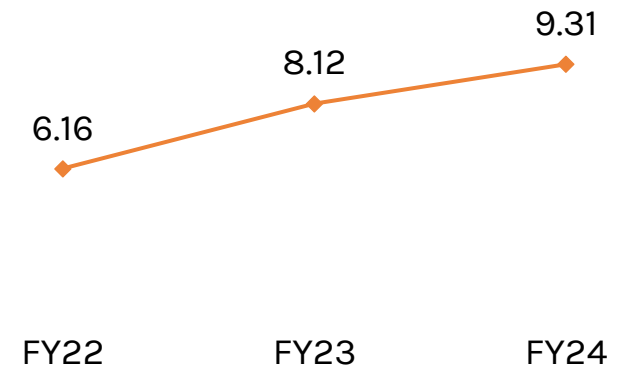
In Times

### Interest Coverage Ratio (EBIT / Interest)



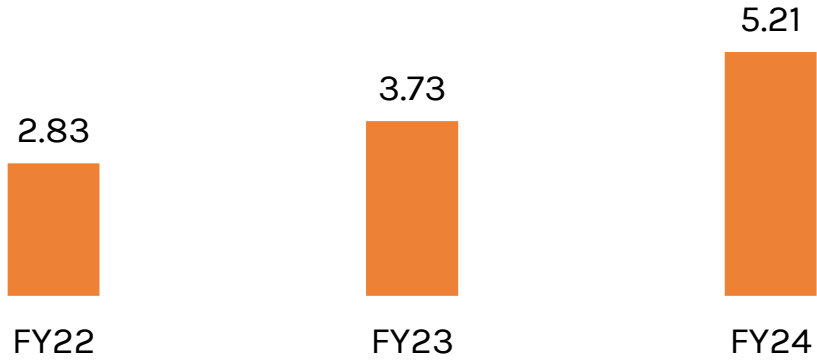
In Times

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



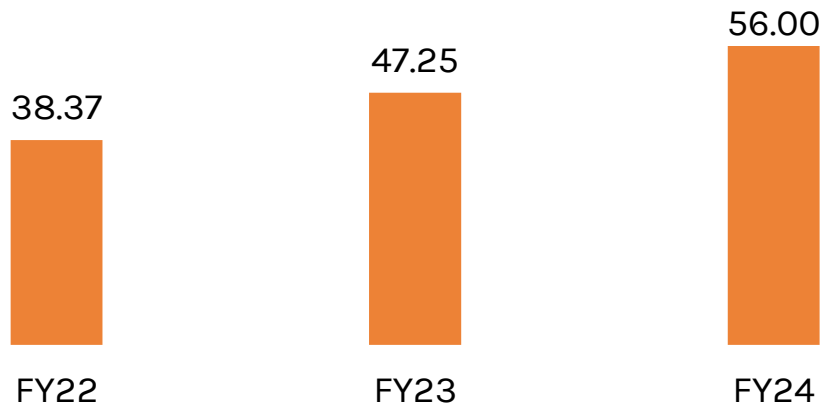
## Earning Per Share

In ₹



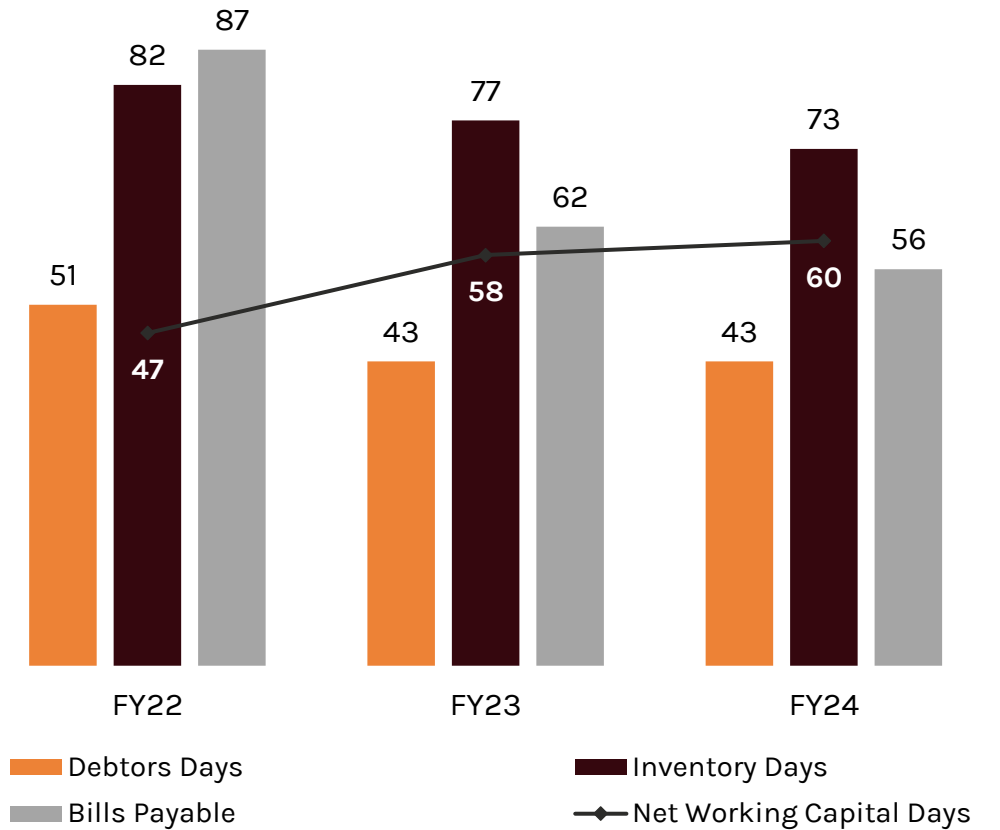
## Book Value

In ₹

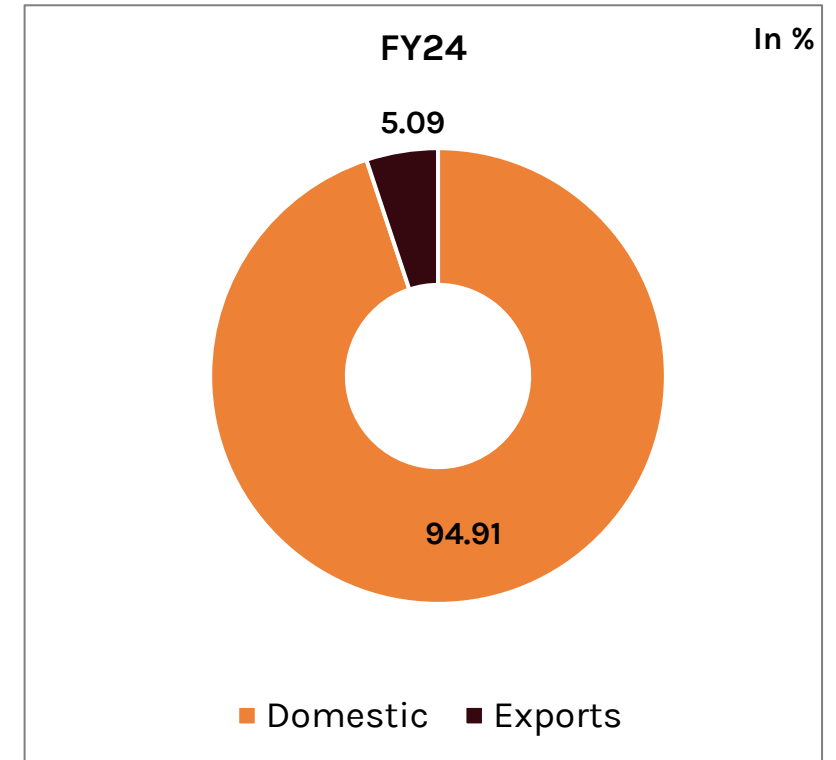
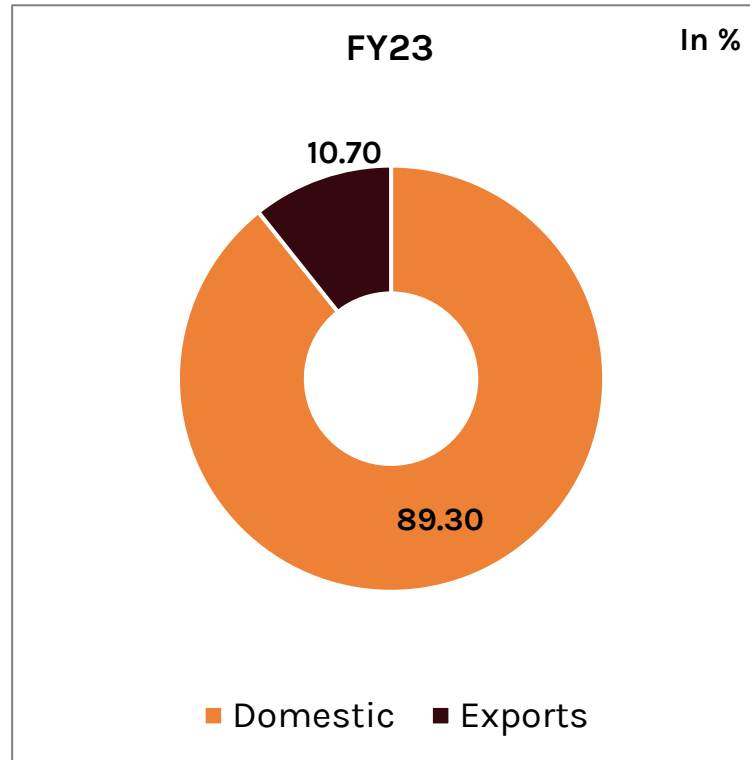
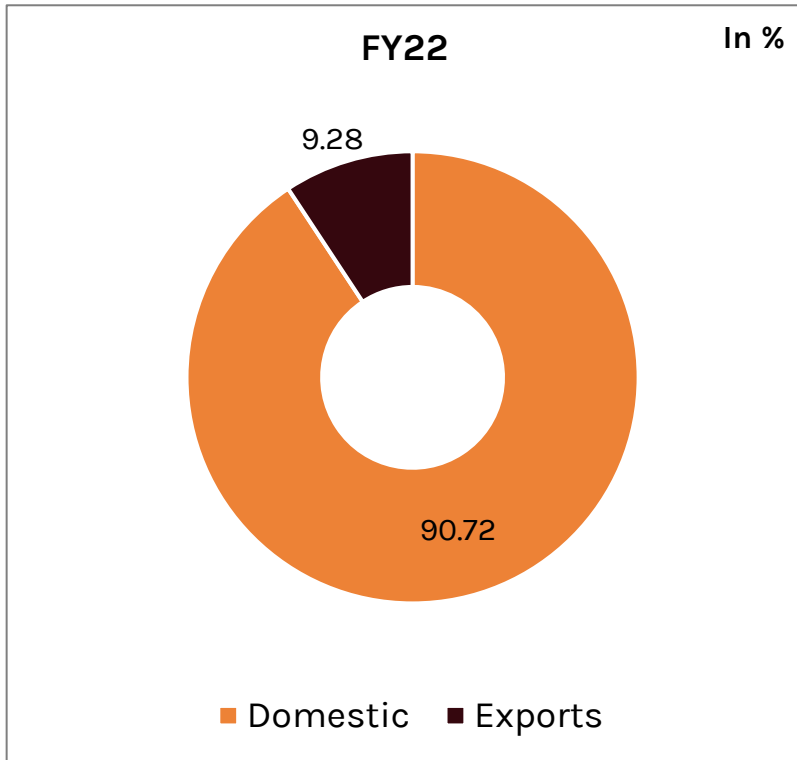


## Working Capital Cycle

In Days



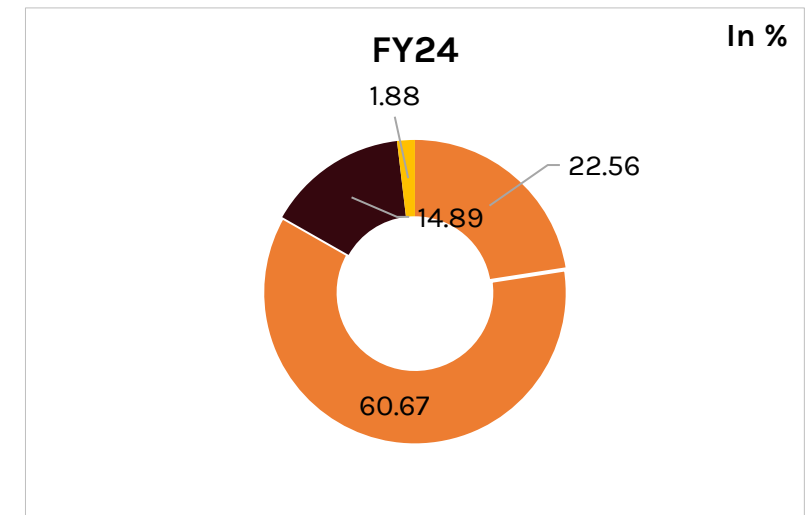
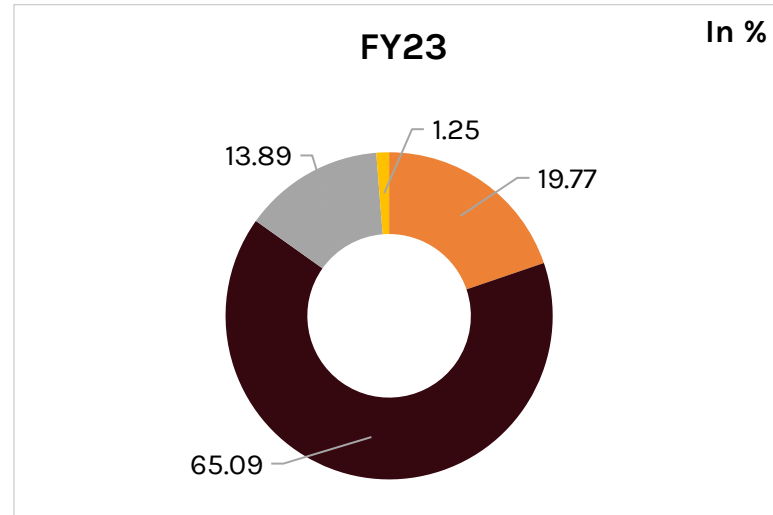
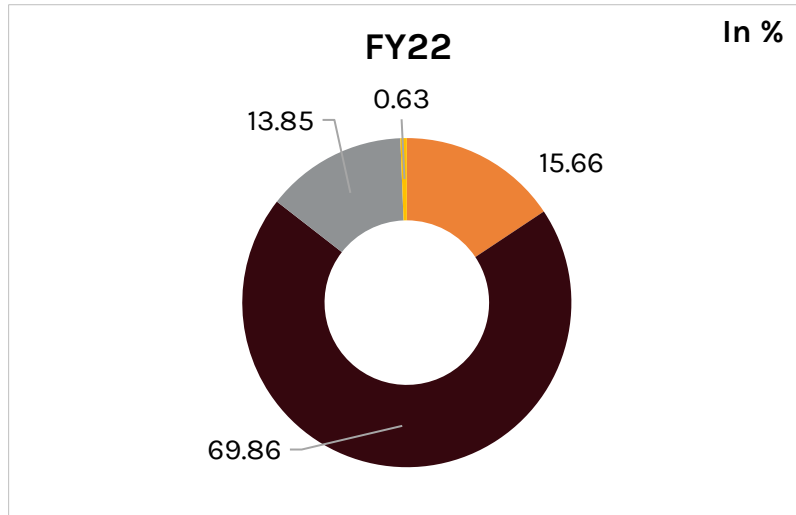
# Revenue Dynamics: Domestic vs. Export Breakdown



Joint Ventures/ Subsidiaries	FY22	FY23	FY24
Domestic	475.20	621.90	830.58
Exports	48.62	74.49	44.52
<b>Total</b>	<b>523.82</b>	<b>696.39</b>	<b>875.10</b>



# Product Wise Revenue Breakup



Aluminum Products

Copper Products

Brass Products

Other Income

Products	FY22	FY23	FY24	In ₹ Cr
Aluminum Products	82.05	137.65	197.40	
Copper Products	365.92	453.25	530.94	
Brass Products	72.54	96.76	130.28	
Other Income	3.31	8.73	16.47	
<b>Total</b>	<b>523.82</b>	<b>696.39</b>	<b>875.10</b>	

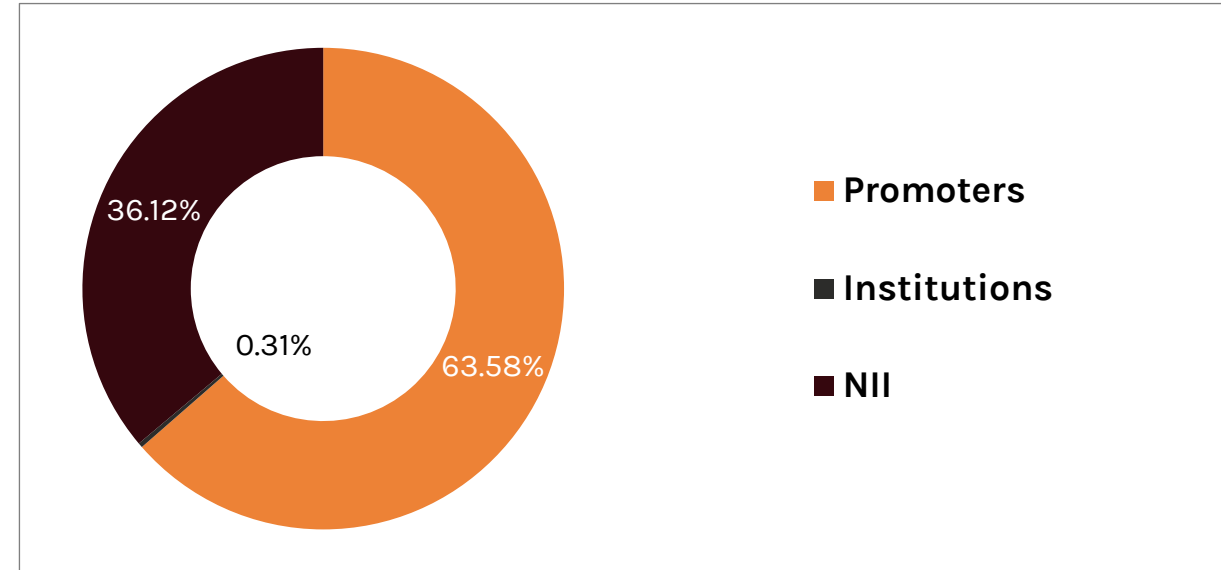
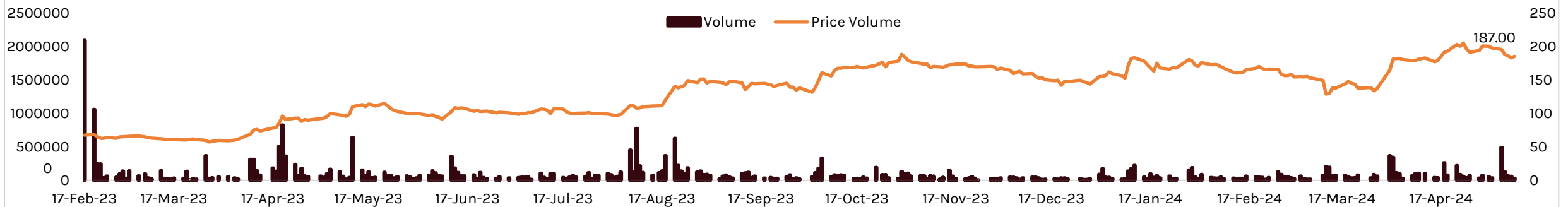
## Stock Information

As on 16-05-2024

NSE Code	SHERA
ISIN	INE0MM001019
Share Price ₹	187.00
Market Capitalization ₹ Cr	426.14
No. of Share Outstanding	2,27,88,347
Face Value ₹	10.00
52 Week High ₹	209.00
52 Week Low ₹	90.85

## Share Holding Pattern

As on 31-03-2024

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

Source: NSE



# Thank You

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