

## **COVERING LETTER**

**Date:- 14.02.2018**

**Scrip Code:- 539226**

**Security Id:- RUDRA**

**To,**  
**Listing Department,**  
Bombay Stock Exchange Limited,  
Phiroze Jeejeebhoy Tower, Dalal Street,  
Mumbai - 400 001.

**Subject:-** Intimation regarding Media Release.

Respected Sir/Madam,

With respect to the Subject cited above; we hereby enclosed the Media Release and Future Prospect of the Company.

So, kindly take on your record and acknowledge the same.

Thank You

For, RUDRA GLOBAL INFRA PRODUCTS LIMITED

*V. B. Dattani*

**Vimal Dattani**  
Company Secretary & Compliance Officer  
Membership. No. A37591



## Media Release

### **Strong Growth driven by higher realizations**

**Q3FY18 Standalone Revenue at Rs. 100.3 crore, YoY growth of over 32%**

**Q3FY18 Standalone EBITDA at Rs. 7.4 crore, YoY growth of 98%**

**EBDITA Margin Stands at 7.4 %, growth of 250 bps YoY**

**Q3FY18 Standalone PAT at Rs. 3.2 crore, YoY growth of 73%**

**Bhavnagar, February 14, 2018:** Rudra Global Infra Products limited (BSE: 539226), one of the leading retailer of TMT bars and building products, announced its Unaudited results for the quarter and nine month ended December 31, 2017.

### **Standalone Financial Results Highlights**

#### **Q3 FY18 Vs. Q3 FY17 Highlights: -**

- **YoY Revenue growth of over 32%** - Rs. **1003.5 million** reported in Q3 FY18 as against Rs. 896.15 million in the Q3 FY17
- **YoY EBITDA growth of over 98%** - Rs. **74.3 million** reported in Q3 FY18 as against Rs. 37.5 million in Q3 FY17
- **YoY PAT growth of over 73%** - Rs. **31.9 million** reported in Q3 FY18 as against Rs. 18.5 million in Q3 FY17

#### **9M FY18 Vs. 9M FY17 Highlights: -**

- **YoY Revenue growth of over 35%** - Rs. **2798.6 million** reported in 9M FY18 as against Rs. 2076.5 million in the 9M FY17
- **YoY EBITDA growth of over 47%** - Rs. **151.3 million** reported in 9M FY18 as against Rs. 102.8 million in 9M FY17
- **YoY PAT growth of over 119%** - Rs. **55.2 million** reported in 9M FY18 as against Rs. 25.2 million in 9M FY17

### **Key developments in the quarter:**

- The company witnessed much better realisations during the quarter
- The company took benefit of rising steel prices and exported billets in the quarter, stoking margins further
- Higher inventory was stocked in the quarter, to shield the company from rising scrap prices (as estimated by the management) during the winter season in US and Europe

### **Key developments this year:**

- Embarked on a strategy to take the company to the next level – to be a one stop solution provider for building products under the brand name ‘Rudra’.
- The company has opened their first retail store **“Rudra Infra Mart”** in Ahmedabad. The company is optimistic about adding 10 more marts by end FY18 and another 100 by FY19. Products currently offered in these marts are Rudra Cement, Rudra TMX, Rudra Wire, Rudra Pipes & Rudra Bricks.
- To reflect their renewed business model, the company has effectively changed its name from ‘MD Inducto Cast Limited’ to **‘Rudra Global Infra Products Limited’**. This should resonate with their strategy of being a leading organized retailer of building products.
- The company recently launched **“Rudra Cement”**. Record bookings of over 20,000 tons was witnessed on the day of launch, an unprecedented event in the cement industry. This very well reflects the trust that brand Rudra has managed to create over the years.

### **Management Comments:**

#### **Commenting on the quarterly results, Mr. Nikhil Gupta, Managing Director, Rudra Global Infra Products Limited:**

*“This has been an exciting year for us so far. We have reported a strong growth in the quarter, with improved quality of earnings. While our core business continues to do well, we have embarked on a renewed strategy - to insulate the company from cyclicalities of the core business and widen our product offerings with minimum time to market. Our loyal and wide base of over 400 distributors and 2000 dealers, all over Gujarat, offered a ready platform to quickly implement our strategy with minimum infrastructure investments. While we have recently inaugurated our first retail outlet **“Rudra Infra Mart”**, we are on track to open another 10 in this financial year and plan to open another 100 such marts by the end of next financial year. This strategy has found a resounding acceptance amongst our dealer*

network, as it not only ensures higher footfalls into their stores but also ensures a much higher revenue potential.” He further added

“We intend providing a basket of products catering to the building material industry. While TMT bars, pipes, wire, cement & ash bricks are currently being offered, we intend adding products like bath fittings, cement sheets, water proofing solutions, chemicals to our bouquet of offerings. We are on course to capitalize the impending boom in the infrastructure industry on the back of the consolidation witnessed in the building and construction industry. A point in case was our recent launch of ‘Rudra Cement’ in which we received tremendous response as reflected by the initial booking of 20,000 tonnes that we received on the day of the launch. We are now more excited about the future of the company.”

## **About Rudra Global Infra Products Limited**

Rudra Global Infra Products Limited, erstwhile MD Inducto Cast Limited, was incorporated in the year 2010 as a major steel player in Gujarat to manufacture MS Billets & TMT Bars, with an annual installed capacity of 1.2lac MT. The company’s commitment to quality and customer service helped it in establishing a name for itself in the rapidly growing steel market. The TMT Bars were launched under the company’s flagship brand “RUDRA.” The company has built a strong retail network comprising more than 2000 dealers across Gujarat and its neighboring states. The company plans to build up on the brand value of “RUDRA” and capitalize on their well established and geographically penetrated distribution channel, thus launched various Infra products like TMT bars, cement, pipes, wires & fly ash bricks. The company intends to add more products in its basket and be a one stop solution provide for building products.

For more information on Rudra Global Infra Products Ltd, please visit: [www.rudratmx.com](http://www.rudratmx.com)

**For any Investor Relations query, please contact:**

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