

# RUDRA GLOBAL INFRA PRODUCTS LTD.

(Formerly known as M.D. INDUCTO CAST LTD.)

Date:- May 31, 2018

Scrip Code:- 539226

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

**Security Id:- RUDRA**

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


Respected Sir/Madam,

With respect to the Subject cited above and Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclosed the Media Release.

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

Thank You

**For, Rudra Global Infra Products Limited**

  
31.05.18

**Vimal Dattani**

Company Secretary and Compliance Officer  
Membership No. A37591



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CIN : L28112GJ2010PLC062324

Listed on BSE



2866880 CM/L



 **RUDRA INFRA MART**

**TMT BARS | CEMENT | BINDING WIRE  
ERW PIPES | FLY ASH BRICKS  
CHEMICALS | COVER BLOCKS**

## Media Release

### **Higher realization fueling profit growth**

**FY18 Standalone Revenue at Rs. 388 crs, YoY growth of over 47%**

**FY18 Standalone EBITDA at Rs. 28.9 crs, YoY growth of 49%**

**FY18 Standalone PAT at Rs. 11.1 crs, YoY growth of 93%**

**Board recommends a dividend of 10%**

**Bhavnagar, May 31, 2018:** Rudra Global Infra Products limited (BSE: 539226), one of the leading retailer of TMT bars and building products, announced its audited financial results for year ended March 31, 2017.

#### **Standalone Financial Results Highlights**

##### **Q4 FY18 highlights: -**

- **Revenue up 48% YoY - Rs. 1156.1 million** reported in Q4FY18 as against Rs. 779.6 million in the Q4FY17
- **EBITDA up 41% YoY - Rs. 113.7million** reported in Q4FY18 as against Rs. 80.9 million in Q4FY17
- **PAT up 64% YoY - Rs. 56.2 million** reported in Q4FY18 as against Rs. 34.2 million in Q4FY17

##### **FY18 highlights: -**

- **Revenue up 47% YoY - Rs. 3883.9 million** reported in FY18 as against Rs. 2643.2 million in FY17
- **EBITDA up 49% YoY - Rs. 289.9 million** reported in FY18 as against Rs. 194.0 million in FY17
- **PAT up 93% YoY - Rs. 110.8 million** reported in FY18 as against Rs. 57.4 million in FY17

## Key developments during the year:

- ✓ **Reinvigorated business model:** The management acknowledges the potential the infrastructure space offers in India. The company has successfully capitalized on that, in its area of operation (Gujarat), by having gained a strong foothold in TMT bars over the last couple of years. In order to take the growth of the company to the next league, the management intends venturing into products which:
  - easily integrate with the company's existing business (reduces the time-to-market)
  - capitalizes on the brand name, painstakingly established
  - offers scale &
  - doesn't ask for any significant investments.

With over 400 loyal distributors established over the last couple of years and being a go-to brand in TMT bars in Gujarat, venturing into building products seemed to check all these boxes. This laid the foundation of the company's journey from being a manufacturer of only TMT bars to intending-to-be a one stop solution for building products, under our brand "RUDRA".

To reflect the same, the company has changed its name from "MD Inducto Cast Limited" to "Rudra Global Infra Products Limited".

**Setting up Infra marts:** The building products industry is largely unorganized in nature, with serious question marks on quality issues on several products. With a view to consolidate this industry and offering convenience to customers, we launched "RUDRA INFRA MART"; a unique shopping concept for building products in our area of operations. Our first such mart was inaugurated in Ahmedabad, in January of this year and we have opened our 2<sup>nd</sup> infra mart in Baroda recently. The company intends to open 100 such infra marts in the state of Gujarat, over the next 12-18 months.

Our "Rudra Infra Mart" stores offer a streamlined approach and convenience by providing a comprehensive range of building products under one roof to our customers.

- ✓ **New product launches:** The Company recently added cement to their product portfolio, with the launch of 'Rudra Cement'. Post this launch, the company is one step closer to achieve its vision to be one stop solution provider for building product's needs. With this, the company now offers products like TMT bars, wires, cement, pipes and bricks under the 'Rudra' brand.

Bookings for Rudra Cement opened on the launch day and set a record for initial bookings of 20,000 tonnes, an unprecedented event in the cement industry.

Everyone including the cement industry competitors took notice of this magnificent impact that Rudra Cement created on the day of the launch.

Over a period of time, the company intends to provide several products like tiles, water proofing solutions, cement sheets, AAC blocks, chemicals etc. that will aid a rapid development in organizing the Infrastructure industry in Gujarat.

- ✓ **Cost reduction measures:** With a view to improve the profitability of the company, operating in a cyclical industry, the management has identified several cost containment measures. With power costs contributing a significant proportion of the manufacturing cost (~65%), addressing this area of concern assumed priority for the management. In this direction, the company has installed 3 Wind Mills; one of 750 KW and remaining two of 2 MW. The company is also planning install a solar plant in the near future. These steps would help the company be self-sufficient in power, thereby greatly aiding the profitability (in this part of its business).
- ✓ **Migration to BSE main board-** Rudra Global Infra Products Limited, successfully migrated from BSE SME Exchange to BSE main board from December '17.

**Commenting on the quarterly results, Mr. Nikhil Gupta, Managing Director, Rudra Global Infra Products Limited said** *"It was an eventful year for the company and I am pleased with the outcome. Strong domestic demand and a buoyant pricing environment helped improve the quality of earnings for the company. The current year also offered opportunities to export our billets, thanks to the curbs initiated by China on their domestic steel manufacturing. We see this trend continuing in the near term and are planning to add an induction furnace to cater the export markets.*

*With the company having gained a reasonable market share in TMT bars, in Gujarat, over the last couple of years, we had to initiate steps that would help take the growth of the company to the next level. To do this in our existing business (TMT bars) we would have needed to expand capacities outside Gujarat which would call for steep investments in both, capex as well as brand building. Needless to mention, this would also be a time-consuming process. The management rather thought of diversifying into businesses which are scalable, yet asset light, thereby helping the company achieve its desired growth ambitions.*

*We have had significant learnings from our success in our existing business, which was largely unbranded and lacked pricing power (retail TMT bars). Branding is in our DNA and that has helped our existing business create a strong name for itself and helped our dealers/distributors charge a premium over peer products. Today, Rudra TMX is trusted by millions of customers and is known for its unmatched strength and pricing. We didn't see a reason why we could not replicate these learnings in another business (building products), which are marked by similar traits.*

*Our setting up of ‘Rudra Infra Marts’ was a step in this direction. We intend being a one stop solution provider in the building and construction product industry, focusing on quality and convenience. We have 2 such marts already operational and we intend opening more than 100 marts over the next 12-18 months. While we are super excited with the scale of opportunity available in this space, the learnings from our existing business induce us to take due caution and care in our initial launches and should pick up pace with time.*

*I strongly believe that commitment, hard-work and an inclusive long-term vision will help the company steer on a path of continuous success. As we tread on a new journey this year onwards, I remain committed and super 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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