

July 10, 2023

To

M/s. NATIONAL STOCK EXCHANGE OF  
INDIA LTD., Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051  
Tel: +91 22 26598235/36, 26598346  
Fax: +91 22 26598237/38

Symbol: **SHIVAUM**

Dear Sir,

**Sub: COMPLIANCE OF REGULATION 30 OF THE SEBI (LISTING OBLIGATIONS  
AND  
DISCLOSURE REQUIREMENTS) REGULATIONS, 2015.**

Pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation.

The above is for your information, records and dissemination please.

Thanking you

Yours Faithfully

**For SHIVAUM STEELS LTD**

SANJAY NARENDRA BANSAL  
BANSAL

Digitally signed by SANJAY  
NARENDRA BANSAL  
Date: 2023.07.10 11:47:06  
+05'30'

**Sanjay N Bansal**  
**Whole Time Director**  
**DIN: 00235509**



SHIV AUM STEELS  
LIMITED

# Shiv Aum Steels Limited

## Investor Presentation

*Excellence in Solutions, Supply and Service*





# Disclaimer

---



SHIV AUM STEELS  
LIMITED

This presentation has been prepared by Shiv Aum Steels Limited (the “Company”) solely for information purposes and does not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

# Table Of Contents

**01. Company Overview**

**02. Business Overview**

**03. Industry Overview**

**04. Financial Highlihgts**

**05. Way Ahead**

The background features a repeating pattern of stylized, overlapping shapes in shades of gray and white, resembling a grid or architectural structure. Overlaid on this are several geometric elements: a large red pentagon containing the number '01', a large yellow triangle, and several smaller red and yellow triangles. Thin red and gold lines are scattered across the composition, adding to the abstract design.

01

# ***Company Overview***



# About Us



SHIV AUM STEELS  
LIMITED

## Amongst India's Leading Steel Service Centers with a vast range of products

- Incorporated in 2002, promoted by Mr. Sanjay Bansal & Mr. Jatin Mehta
- Corporate office at Mumbai, Maharashtra

## Specialized Product offerings

- Engaged in trading of mild steel products such as Angles, Beams, Coils, Plates, Channels, Thermo Mechanically Treated Bars and Columns & Rails

## Experienced Management Team

- Significant experience in Steel Industry
- Long term vision and proven ability to achieve ambitious goals for the Company



## Strategically Located business operations

- Strategically located in Panvel, Maharashtra with warehouse of 9,500 sq. mtrs.
- Storage Capacity
  - Long Steel Products - 7000-8000 Tons
  - Flat Steel Products – 10,000-20,000 Tons

## Strong Supplier Base

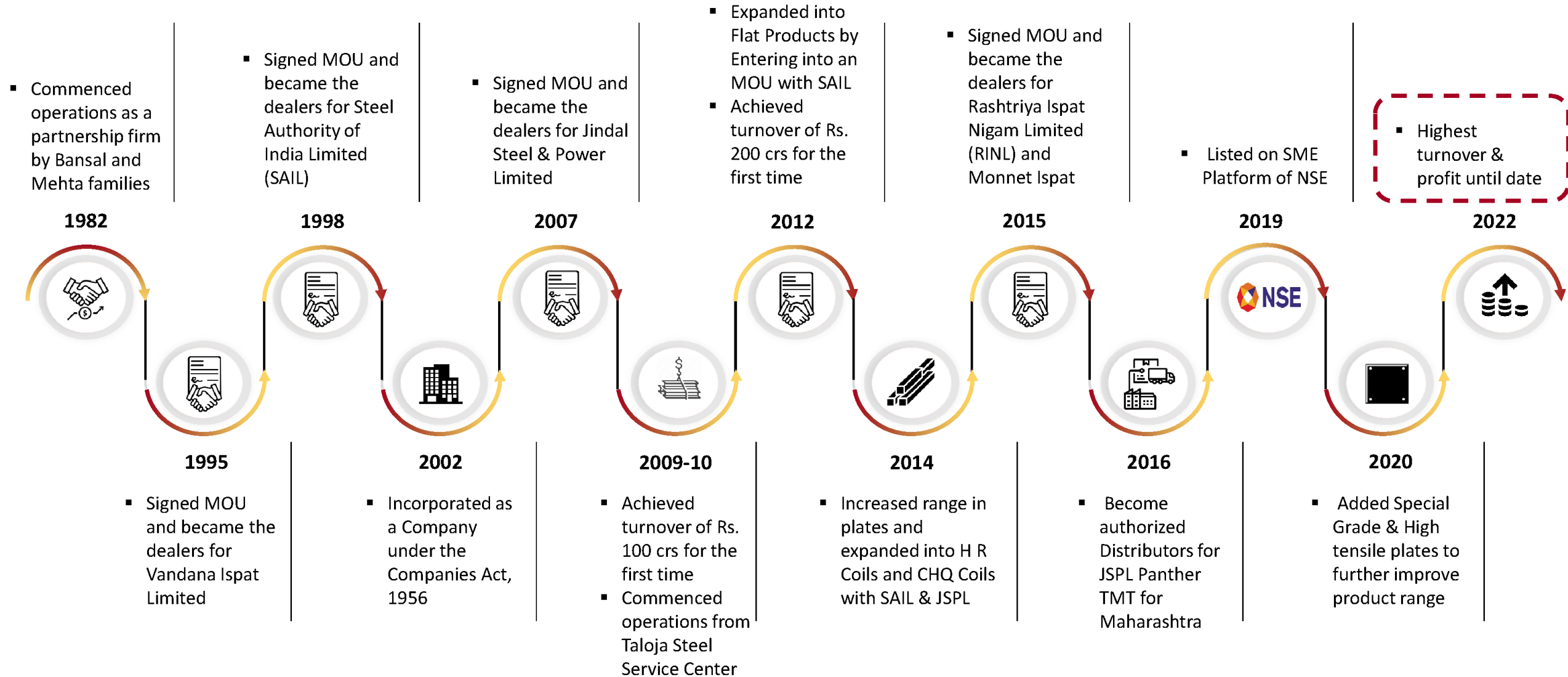
- Jindal Steel & Power Ltd., Steel Authority of India (SAIL), Rashtriya Ispat Nigam Ltd. (RINL) and Vandana Ispat Ltd.(VIL)

## 1,000+ Reputed and long-term customers

- Maharashtra Seamless, Kone Cranes, Dogus Soma JV, L&T STEC JV, IPCA Labs, Thermax, UPL, Phillip Carbon Black, Supreme Petrochem, Kalyani Technoforge, Enpro Industries, MPIL Steel Structures, RIL, GMR, Atul Ltd. and ITD Cementation etc.



# Journey So Far





# Experienced Board of Directors



**Sanjay Bansal**  
(Whole Time Director)

- Arts graduate & over 40 years of experience in steel product trading industry
- One of the founders of SASL
- Looks after sourcing of raw materials domestically as well as overseas and responsible for efficient mobilization of funds



**Jatin Mehta**  
(Whole Time Director)

- Science graduate & over 43 years of experience in steel product trading industry
- One of the founders of SASL
- Looks after overall sourcing of mild steel products and responsible for diversification of the Company in various mild steel products



**Krishna Mehta**  
(Whole Time Director)

- Over 43 years of experience in steel product trading industry
- Oversees sales department and manages customer relationships
- His expertise lies in identifying products which are in demand



**Rishabh Jatin Mehta**  
(Whole Time Director)

- Holds engineering degree and over 7 years of experience in the industry
- Currently works with procurement division of Company and involved in identifying/modifying existing product base of the Company



**Utsav Sanjay Bansal**  
(Whole Time Director)

- Holds bachelor's degree in financial markets and has been associated with the Company for past 5 year period
- Involved in day to day operations with focus on MIS which includes sales, purchase, Debtor Position, Stock Position and availability of funds





# Key Strengths



## Wide Product offerings

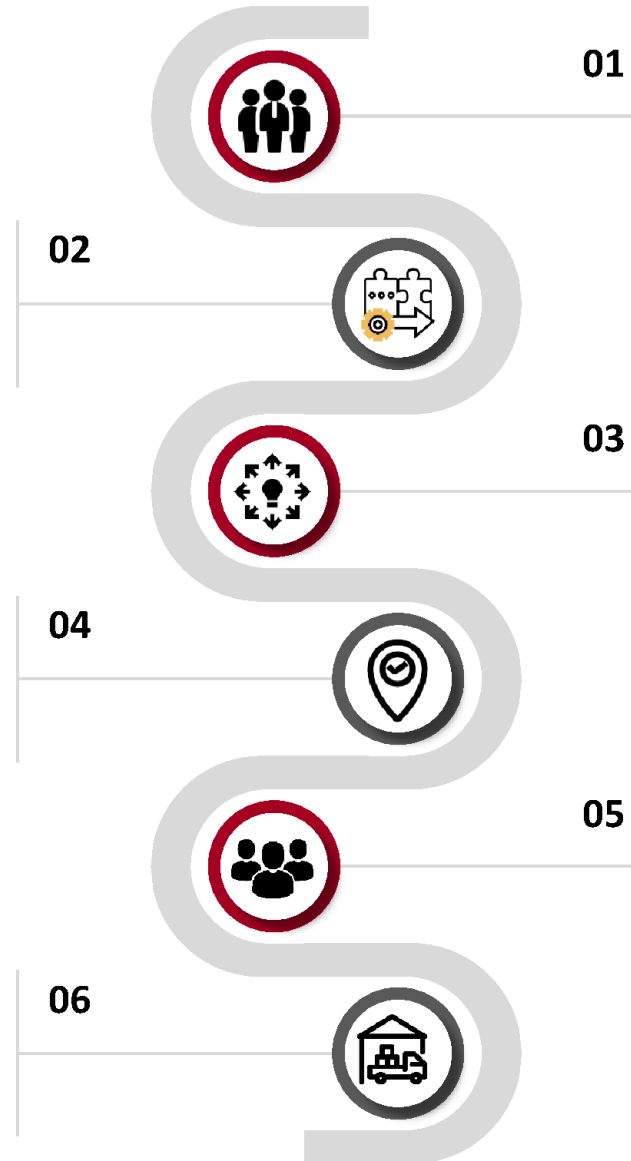
- Trading of various mild steel products such as angles, plates, channels and thermo mechanically treated bars
- Enables company to cater to a larger customer base and also various requests of a single customer

## Strategic Locations

- Warehouse located in Taloja, near Panvel, which is less than 20 Km from the National Highway 48 (NH-48) - connects Mumbai directly with major cities in the Northern and Southern India

## Strong Supplier Base

- Authorized MOU holders for selling steel products of Jindal Steel & Power Ltd., Steel Authority of India (SAIL), Rashtriya Ispat Nigam Ltd. (RINL) and Vandana Ispat Ltd.(VIL)
- Associations with renowned manufacturers give exclusive rights to market and sell their quality products to our customers



## Experienced Promoter and Management

- More than four decades of rich experience in trading of steel and have established long-standing relations with various suppliers and customers
- Dedicated and skilled employee base

## Scalable Business Model

- Meeting customer demand in different industry segments comprises optimum utilization of skilled procuring abilities, providing required goods with minimal delays to achieve consequent economies of scale

## Established and diversified clientele base

- Over 1,000 customers with repeat business which helps to maintain long term working relationship and improve customer retention strategy
- Customer base from varied industries also helps in managing credit risk from a particular sector

The slide features a background of a blurred industrial setting with stacks of metal beams. Overlaid on this are several geometric shapes: a large red pentagon containing the number '02', and various triangles in red, yellow, and grey. Thin lines in red and gold are scattered across the composition.

02

## ***Business Overview***



# Diversified & Wide range of Products...



**SHIVAUM STEELS**  
LIMITED

## Long Steel Products

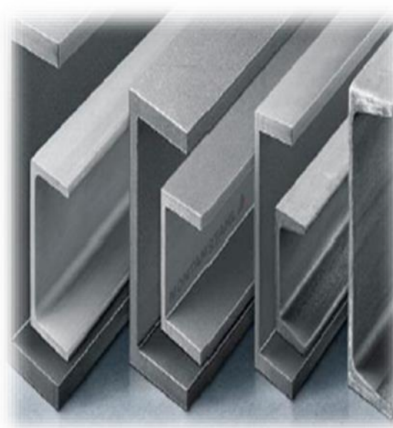
**Angles**



**Universal Beams**



**Channels**



**TMT Bars**



**Rails**



**Universal Columns**



## Flat Steel Products

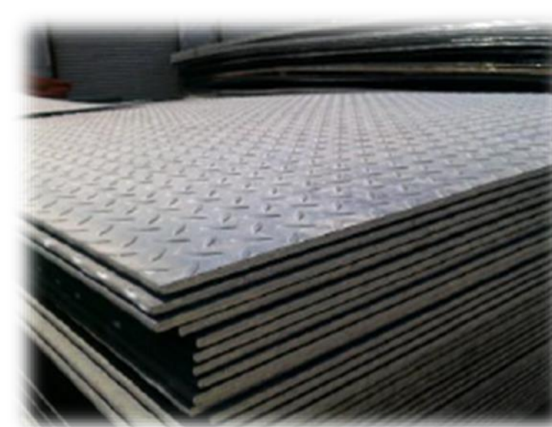
**Plates**



**Coils**



**Chequered Sheets**





..With a Unique Business Process..



SHIV AUM STEELS  
LIMITED

Purchase of Traded Goods/  
Project specific required goods



Storage  
in Warehouse



Enquiry from Potential  
Customers



Quantity Confirmation  
and Quotation



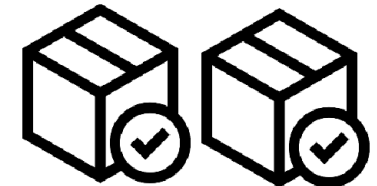
Payment



Dispatch of Order



Confirmation of Order

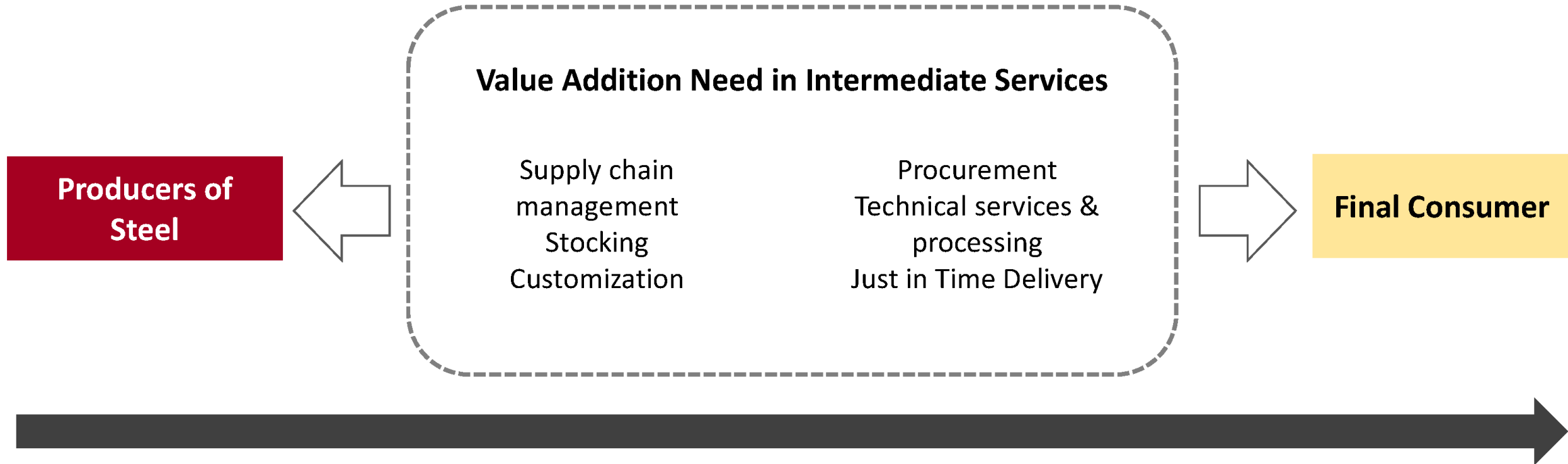




...Adding value to the customer...



SHIVAUM STEELS  
LIMITED





## ..from a State of Art Strategic Location...



SHIV AUM STEELS  
LIMITED

- Largest steel service center based in and around Mumbai with associate offices in Nagpur and Raipur
- Large godowns at Kalamboli, Taloja and Panvel besides the one at Ready Road
- Maintaining an inventory of over 12,000 to 15,000 Tons at any given time, with a product mix including long and flat products from all top manufacturers in the Country





## .. Combined with a Strong Supplier Base..



SHIVAUM STEELS  
LIMITED

**JINDAL**  
STEEL & POWER



- One of India's major steel producers with a significant presence in sectors like Mining, Power Generations and Infrastructure
- Categorized as a 'major steel producer' and an 'Integrated Steel Producer' by JPC(Joint Plant Committee) under the aegis of the Ministry of Steel in the category of 'Primary Steel Producer'
- Operating largest coal – based sponge iron plant in the world with installed capacity of 3 MTPA of steel in Raigarh in Chhattisgarh
- **PANTHER – TMT REBARS** – Strong brand with single clear objective to provide emerging Indians with state of the art TMT Rebars for their housing development needs



- India's largest steel producing Company with a turnover of Rs. 49,350 Crore, the company is among seven Maharatnas of the country's Central Public Sector Enterprises
- Five integrated steel plants, three special plants and one subsidiary in different parts of the country



- Popularly known as "Vizag Steel" is a leading central PSU under the Ministry of Steel with a turnover of over 10,000 crores
- Well known for its quality and customer service and has been supplying various grades of steel for construction of projects of national importance including Metros, Power Sector, Bridges and several others



..enables us to serve Marquee Customers across India



SHIV AUM STEELS  
LIMITED



Supreme Petrochem Ltd.  
GLOBAL SUPPLIER OF STYRENICS



MAHARASHTRA SEAMLESS LIMITED







03

# ***Industry Overview***



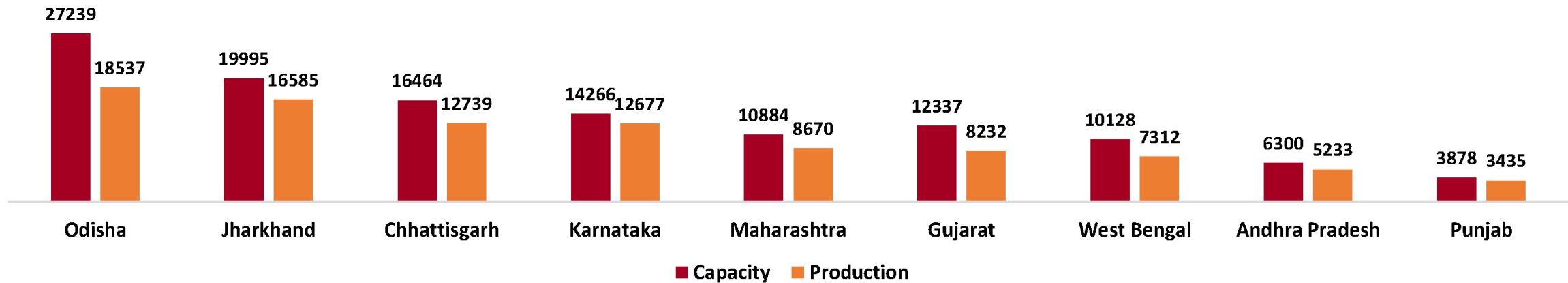


# Indian overview of steel industry

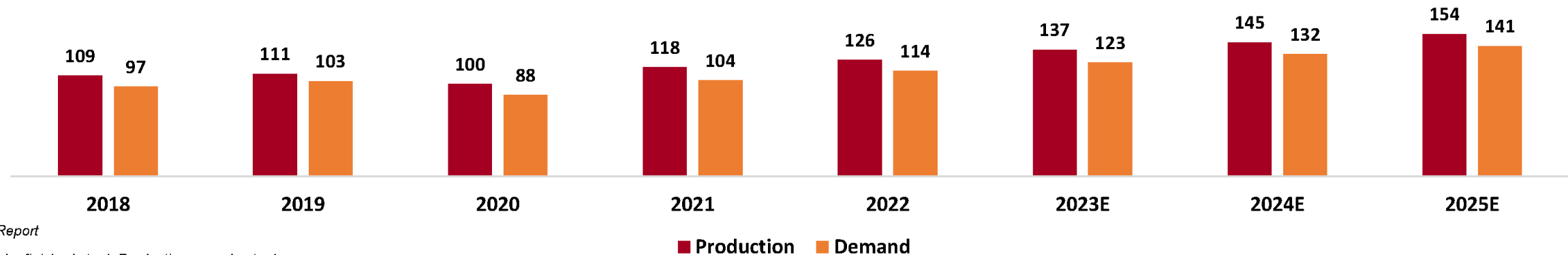


- India is currently the world's second largest producer of crude steel, producing 118.20 million tons (mt) crude steel with growth rate 17.9% over the corresponding period last year (CPLY). India's finished steel consumption is anticipated to increase to 230 MT in 2030-31 from 133.596 MT in FY22.

### Key steel producing states in FY22 MT - Top 10 states



### Production trend, growth projection and forecast



Source : EY Report

Note: Demand – finished steel, Production – crude steel



# Indian overview of steel industry



SHIV AUM STEELS  
LIMITED

## Outlook

- Annual production of steel is anticipated to exceed 300 million tonnes by 2030–2031
- By 2030–31, crude steel production is projected to reach 255 million tonnes at 85% capacity utilisation achieving 230 million tonnes of finished steel production, assuming a 10% yield loss or a 90% conversion ratio for conversion of raw steel to finished steel
- With net exports of 24 million tonnes, consumption is expected to reach 206 million tonnes by years 2030–1931
- As a result, it is anticipated that per-person steel consumption will grow to 160 kg.
- In FY22, demand for steel was expected to increase by 17% to 110 million tonnes, driven by rising construction activities

## Major investments

- 67 applications from 30 companies have been selected under Production Linked Incentive (PLI) Scheme for Specialty Steel. This will attract committed investment of Rs. 42,500 crore (US\$ 5.19 billion) with a downstream capacity addition of 26 million tonnes and employment generation potential of 70,000
- In September 2022, Steel Authority of India Limited (SAIL), a Maharatna PSU, supplied 30,000 tonnes of entire DMR grade specialty steel for the nation's first indigenously built Aircraft Carrier INS Vikrant
- In August 2022, Tata Steel signed an MoU with Punjab Government to set up a steel scrap based electric arc furnace steel plant

## Growth Drivers

- Growing demand in the construction industry
- As per the Union Budget 2019-20, Government's push to infrastructure sector will increase demand for steel
- 100% FDI in the steel sector
- Government released National Steel Policy 2017 and laid down a broad strategy for encouraging long term growth for Indian steel industry by 2030-31
- Rising investment from domestic and foreign players
- Increasing number of MoUs signed to boost investment in steel
- Foreign investment of nearly US\$ 40 billion committed in steel sector
- Growth in automobile production is also expected to augment growth in steel production. Automobile production in India stood at 22.93 million units in FY22



# Growth of Steel Service Centers in India



SHIVAUM STEELS  
LIMITED

- Set of 1<sup>st</sup> SSC in the organized sector by Mahindra in partnership with Mitsubishi Corporation & Nisho Iwai Corporation

## Current Situation

Approx. 300,000 firms buy large portion of their metal requirements from SSCs

- Before 1993 SSC industry was highly fragmented & unorganized

After 1993 with growth of automobile, white goods segment & entry of MNCs, there were stringent quality requirements, tight delivery commitments & expectation of professional service leading to organized SSCs

**Estimated that SSCs will process around 25% of Indian steel output with growing demand for smaller batch and shorter lead times**



04

## ***Financial Highlights***



# Financial Highlights – Half Yearly



SHIVAUM STEELS  
LIMITED

Rs. Crore	H2 FY22 - 23	H2 FY21 -22	Y-o-Y %	H1 FY22-23
Income from Operations	260.99	220.72		234.93
Other Operating Income	0.00	0.00		0.00
<b>Total Income</b>	<b>260.99</b>	<b>220.72</b>	<b>18.25%</b>	<b>234.93</b>
Raw Materials	247.30	202.25		211.79
Employee Cost	1.12	1.95		3.27
Other Expenses	4.76	8.36		3.95
<b>Total Expenditure</b>	<b>253.19</b>	<b>212.56</b>		<b>219.01</b>
<b>EBITDA (Excluding Other Income)</b>	<b>7.80</b>	<b>8.16</b>	<b>(4.33)%</b>	<b>15.92</b>
<b>EBIDTA Margin (%)</b>	<b>2.99%</b>	<b>3.70%</b>		<b>6.78%</b>
Other Income	0.69	0.36		0.62
Depreciation	0.29	0.33		0.28
Interest	2.89	2.11		2.22
<b>Profit Before Tax</b>	<b>5.31</b>	<b>6.08</b>		<b>14.04</b>
Tax	1.48	1.49		3.55
<b>Profit After Tax</b>	<b>3.83</b>	<b>4.60</b>	<b>(16.74)%</b>	<b>10.49</b>
<b>Profit After Tax Margin%</b>	<b>1.47%</b>	<b>2.08%</b>		<b>4.47%</b>
<b>EPS (In Rs.)</b>	<b>3.23</b>	<b>3.88</b>	<b>(16.75)%</b>	<b>7.71</b>



# Financial Highlights – Annual



SHIVAUM STEELS  
LIMITED

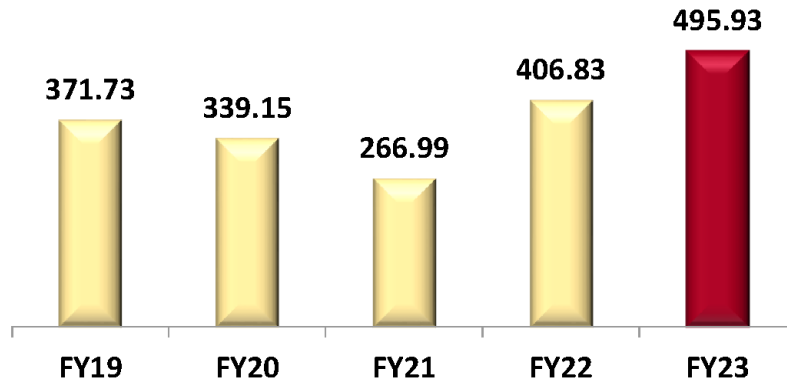
Rs. Crore	FY23	FY22	Y-o-Y %
Income from Operations	495.93	406.83	
Other Operating Income	0.00	0.00	
<b>Total Income</b>	<b>495.93</b>	<b>406.83</b>	<b>21.90%</b>
Raw Materials	459.09	371.14	
Employee Cost	4.40	3.68	
Other Expenses	8.71	11.41	
<b>Total Expenditure</b>	<b>472.20</b>	<b>386.23</b>	
<b>EBITDA (Excluding Other Income)</b>	<b>23.73</b>	<b>20.59</b>	<b>15.21%</b>
<b>EBIDTA Margin (%)</b>	<b>4.78%</b>	<b>5.06%</b>	
Other Income	1.31	0.71	
Depreciation	0.57	0.62	
Interest	5.11	4.17	
<b>Profit Before Tax</b>	<b>19.35</b>	<b>16.52</b>	
Tax	5.03	4.03	
<b>Profit After Tax</b>	<b>14.32</b>	<b>12.49</b>	<b>14.63%</b>
<b>Profit After Tax Margin%</b>	<b>2.89%</b>	<b>3.07%</b>	
<b>Basic EPS in Rs.</b>	<b>10.53</b>	<b>9.18</b>	<b>14.71%</b>



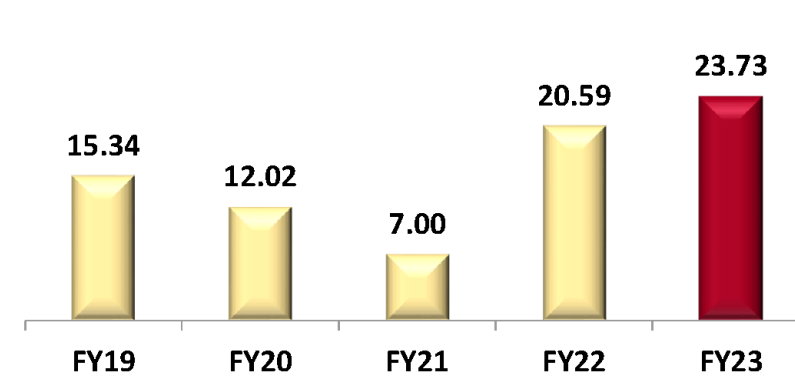
# Annual Financial Highlights



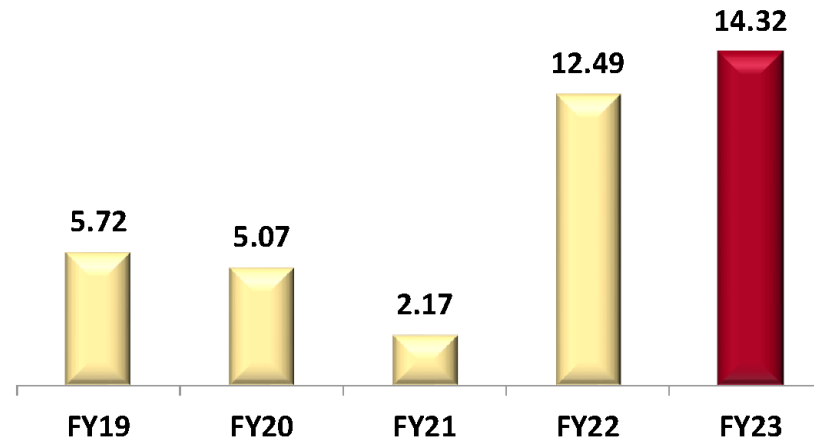
Revenue (Rs. Crore)



EBITDA\* (Rs. Crore)



PAT (Rs. Crore)







# Balance Sheet Highlights as on 31st March 2023



**SHIVAUM STEELS**  
LIMITED

Rs. Crore	As on 31st March 2022	As on 31st March 2023
<b>Shareholder's Funds</b>	<b>81.43</b>	<b>95.75</b>
Share capital	13.60	13.60
Reserves & Surplus	67.83	82.15
<b>Non-current liabilities</b>	<b>9.07</b>	<b>9.20</b>
<b>Financial Liabilities</b>		
Long term borrowings	8.88	9.00
Long-Term Provisions	0.19	0.20
<b>Current liabilities</b>	<b>43.73</b>	<b>58.05</b>
Short Term Borrowings	36.83	49.87
Trade Payables	0.52	0.52
Other Current liabilities	2.21	2.67
Short-term provisions	4.17	4.99
<b>Total Equities &amp; Liabilities</b>	<b>134.24</b>	<b>163.01</b>

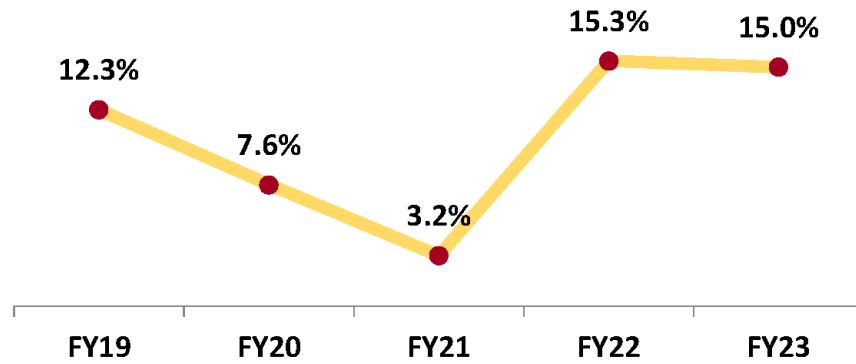
Rs. Crore	As on 31st March 2022	As on 31st March 2023
<b>Non-current assets</b>	<b>10.22</b>	<b>9.75</b>
Tangible Assets (-) Accumulated Depreciation	4.70	4.21
Intangible Assets	0.00	0.00
Non-current Investments	5.33	5.33
Deferred Tax Assets (Net)	0.14	0.17
Long-term loans & advances	0.05	0.05
<b>Current assets</b>	<b>124.02</b>	<b>153.26</b>
Current Investments	0.20	1.94
Inventories	71.32	89.11
Trade receivables	34.58	34.76
Cash & Cash equivalents	0.22	0.34
Short-term loans & Advances	17.70	27.09
<b>Total Assets</b>	<b>134.24</b>	<b>163.01</b>



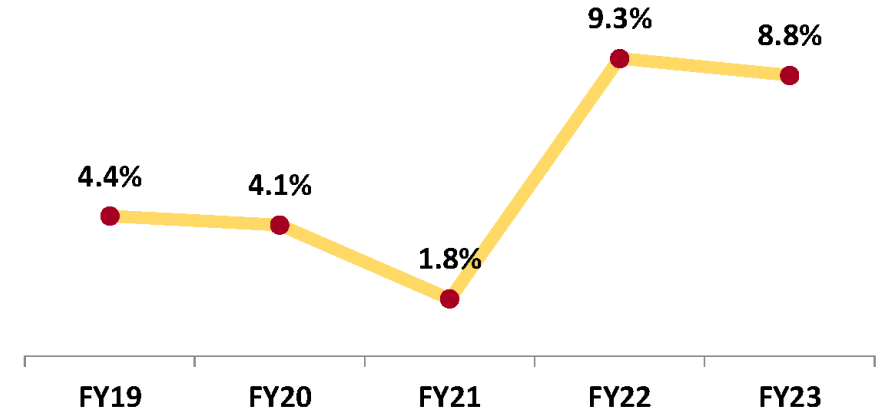
# Balance Sheet Highlights as on 31st March 2023



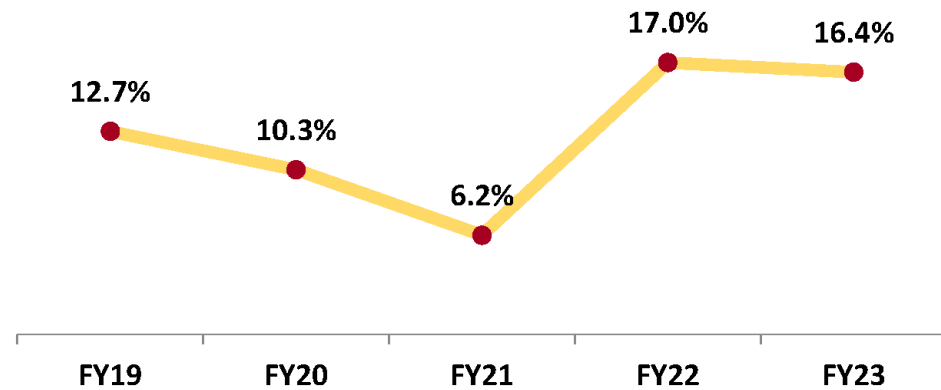
RoE(%)



RoA(%)



RoCE(%)





05

***Way Ahead***



01.

## Focus on increasing Operational efficiencies

- Increase in functional output through continuous process improvement, quality control activities, customer service, consistent quality and technological development
- Managerial expertise, trained workforce and modernization of the loading / unloading and delivery process results in consistent high level of productivity

02.

## Leveraging our Market skills and Relationships

- Continuous process of upskilling in our organization allows us to impart to our people an understanding of how best to meet customer and supply needs and expectations
- We plan to increase our customer base by increasing our product range to meet an even more varied requirement, meeting orders in hand on time and further strengthening our relationships with existing buyers

03.

## Optimal Utilization of Resources

- We constantly endeavors to improve our service process, and its procurement process to optimize the utilization of resources
- We have invested significant resources, and intend to further invest in our activities to develop customized systems and processes to ensure effective management control

04.

## Aspiring to be the largest Service center for steel industry

- Plans to leverage on its reputation and diversified product base by using latest technologies like laser cutting, magnetic lifting which are expected to help the company cater to a greater number of client requirements and further expand our customer base

# *Thank you !*

---

**Company :**

**Shiv Aum Steels Limited.**

**Ms. Aarti Agarwal**

[cs@shivaumsteels.com](mailto:cs@shivaumsteels.com)

[www.shivaumsteels.com](http://www.shivaumsteels.com)

---

**Investor Relations Advisors :**

**Adfactors PR Pvt. Ltd.**

**Ms. Savli Mangle / Mr. Rupesh Rege**

[savli.mangle@adfactorspr.com](mailto:savli.mangle@adfactorspr.com)

[rupesh.rege@adfactorspr.com](mailto:rupesh.rege@adfactorspr.com)

[www.adfactorspr.com](http://www.adfactorspr.com)

---