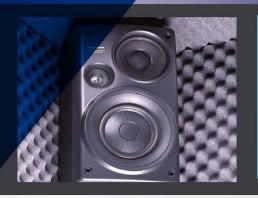






Sheela Foam Ltd.

Investor Presentation – June 2023









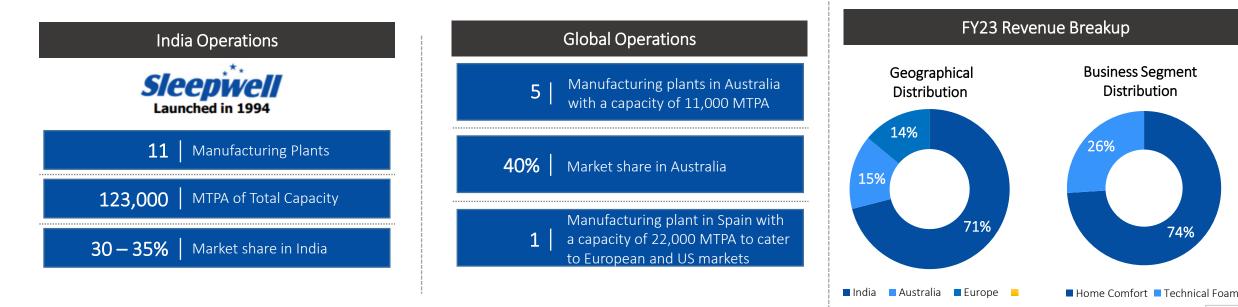




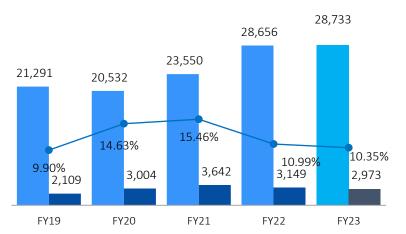


Company Overview

- Incorporated in 1971, Sheela Foam is the market leader and the largest manufacturer of Polyurethane Foam (PU) in India.
- The Company manufactures various foam-based home comfort products like mattresses, furniture cushions, as well as technical grades of polyurethane foams for end-use in a range of industries like automobile, acoustics, etc.
- The flagship household brands include: **'Sleepwell'** for mattresses and home comfort, **'Feather Foam'** a pure PU Foam and **'Lamiflex'** a polyester foam for lamination.
- The company has a global manufacturing footprint with 11 nationwide manufacturing plants in India, 5 in Australia, and 1 in Spain.
- It has a strong presence and market share in Australia through its wholly-owned subsidiary, Joyce Foam Pty Ltd. and also in Spain through its subsidiary, Interplasp S.L.
- The company has an integrated manufacturing facility 123,000 MTPA with a robust distribution network of 100+ exclusive distributors, 5,400+ exclusive retail dealers, and 7,850+ multi-brand outlets.



Revenue, EBITDA (INR Mn), EBITDA Margin (%)



Board of Directors



Som Mittal Independent Director

He has been associated with the Company since 7 June, 2016. He holds a Bachelor's degree in Metallurgical Engineering from the Indian Institute of Technology, Kanpur, and a post graduate diploma in Business Administration from the Indian Institute of Management, Ahmedabad. He has several years of experience in manufacturing and information technology sectors.



Ravindra Dhariwal Independent Director

He has been associated with the Company since 7 June, 2016. He holds a Bachelor's degree in Chemical Engineering from the Indian Institute of Technology, Kanpur, and a post graduate diploma in Management from the Indian Institute of Management, Calcutta. He was the Group CEO of Bennett & Coleman, India's largest media company. He has vast experience in the fields of Sales and Marketing Management.

Ravindra Dhanwai independent Direc

Lt Gen (Dr.) Vijay Kumar Ahluwalia Independent Director

He has been associated with the company since 5 March, 2018. He is holding a Master's degree in Defence Studies and Management from Madras University, M. Phil in Defence Studies from Indore University and PhD in Management - Internal Security and Conflict Resolution from Amity University, Noida. He has several years of experience in Defence Services. He also served as a Judge of Armed Force Tribunal and as Director General of Raffles Group of Institutions, Raffles University. Neemrana. Raiasthan.



Meena Jagtiani Independent Director

She is an MBA from the Symbiosis Institute of Business Management and has done an Executive Development Programme from Wharton Business School, University of Pennsylvania. At present, she is working as an independent HR advisor. She has three decades of rich industry experience in the field of HR. She served in various corporate houses such as the Aditya Birla Group, Daksh e-Services Private Limited, and Korn/Ferry International - world's leading search firm before taking her role as an Independent Advisor.



Namita Gautam Whole-Time Director

Indian Polyurethane Association.

Rahul Gautam Chairman & Managing Director

She has been associated with our Group for the past 34 years and has been a Whole-Time Director of our Company since 14 November 2003. During her tenure, she has headed the Human Resources, Marketing, and Projects departments of the Company. She currently leads our CSR initiative through the Sleepwell Foundation and heads Special Projects. She holds a bachelor's degree in Law and a master's degree in Economics from Kanpur University.

He has been associated with our Company since 1971 and has been our Managing Director

since 1 April 1996. He holds a Bachelor's degree in Technology - Chemical Engineering from

the Indian Institute of Technology, Kanpur, and a Master's degree in Science - Chemical

Engineering from the Polytechnic Institute of New York. He has over 46 years of experience

in the home comfort products and PU foam industry and is the Chairman Emeritus of the



Rakesh Chahar Whole-Time Director

He has been associated with our Company since 1 November 1990 and has been a Whole-Time Director since 14 November 2003. He has more than 31 years of experience in the business of selling and marketing bedding products and polyurethane foam. He heads the Sales and Marketing function.

Tushaar Gautam Whole-Time Director



He has been associated with our Company since 7 January 2002 and has been a Whole-Time Director since 1 April 2007. He also served as CEO of Indian Operation. He holds a bachelor's degree from Purdue University, USA, where his courses of study included Financial, Marketing, and Operations Management. He oversees the operations of the Company and our subsidiary Joyce Foam Pty Ltd and Interplasp Spain and serves on their Board of Directors. He has more than 20 years of experience in heading Production, Research and Development.

Anil Tandon Indepedent Director



He has been associated with our Company since 7 June 2016. He is holding a bachelor's degree of Technology in Electrical Engineering from the Indian Institute of Technology, Kanpur and a Post-graduate Diploma in Management from the Indian Institute of Management, Ahmedabad. Since 1995, he has been the Managing Director of Tex Corp Pvt Ltd, a leading organisation in the field of fastening products. He has several years of national and international experience in the zip-fastening products sector.

Investor Presentation | Sheela Foam Ltd.

Key Managerial Personnel





Nilesh Mazumdar CEO (India Business)

Mr. Nilesh Mazumdar joined our Company in February 2023. He has done his BE Electronics from University of Poona, MBA (Marketing) from Symbiosis Institute of Business Management and Diploma in Business Finance from ICFAI. He has a strong and varied track record of leadership spanning over 3 decades served and led large teams across marquee organisations such as Forbes Marshal Limited, Asian Paints, MIRC Electronics Limited(Onida), Subhiksha Industries Limited and most recently Pidilite Industries Ltd



Amit Kumar Gupta Group Chief Financial Officer

Mr. Amit Kumar Gupta joined our Company in May 2023. He has done his PGDBM- Finance from SGRRITS, Dehradun. LLB (Mercantile Law) from HNB Garhwal University. He comes with around 25 years of rich experience across a large number of targets in both domestic and international markets. Prior to joining the Company, his immediate assignment was with Samvardhana Motherson Group as a Vice President (Strategy and M&A). He has also worked with various brand leaders like Focus Energy Ltd, Ballarpur Industries Ltd, HT Media Ltd, Amar Ujala Publications Ltd under various capacities.

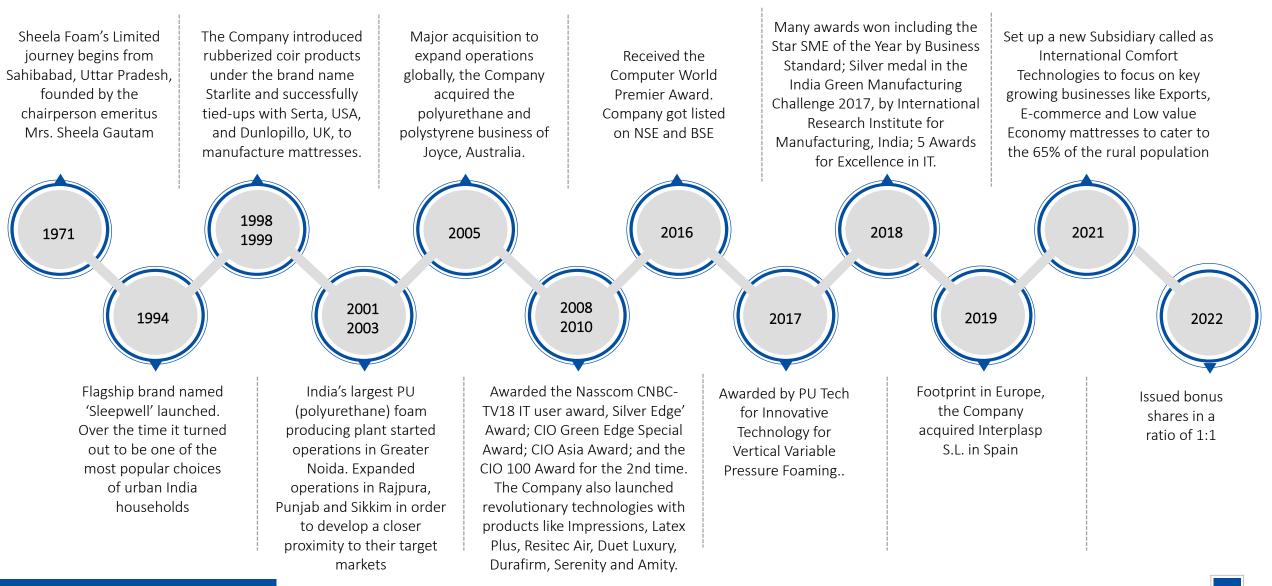


Md. Iquebal Ahmad Company Secretary and Compliance Officer

He has been associated with our Company since November 17, 2008. He is a member of the Institute of Company Secretaries of India. He holds a Bachelor's degree in law and a Diploma in Corporate Law and Management. He has in the past been associated with Golden Overseas Limited (Dhanuka Group Company) as its Company Secretary and with AVA Associates, PCS firm, as an Associate. He is responsible for the secretarial and legal matters of our Company. He has been associated with the Company for about 14 years and has experience in secretarial and legal compliance.

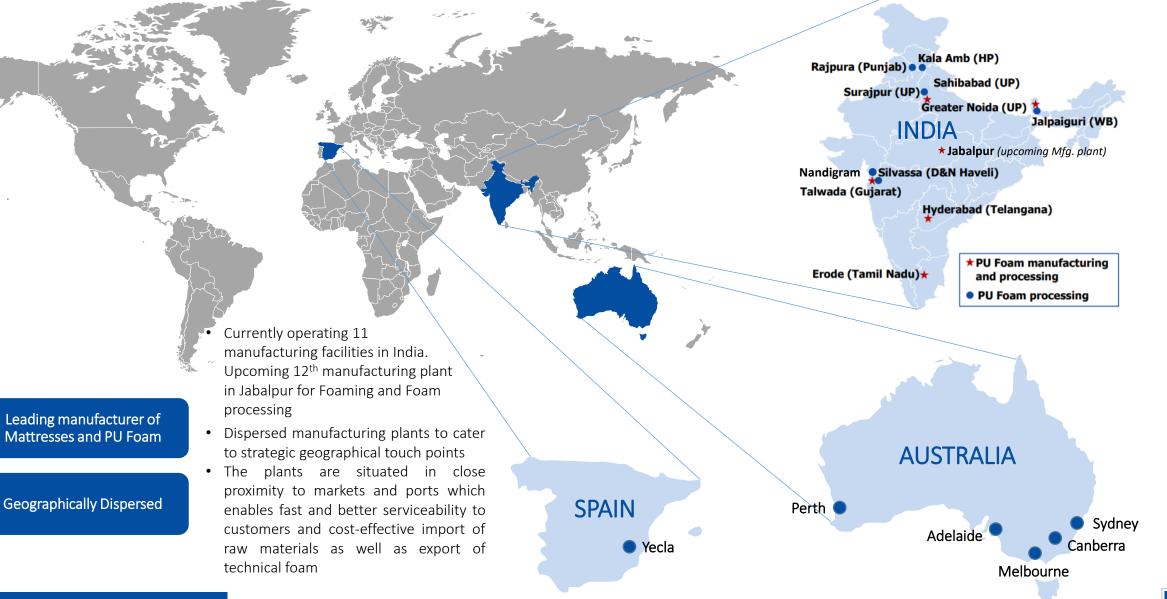
Timeline





Geographical Presence





Manufacturing Facilities



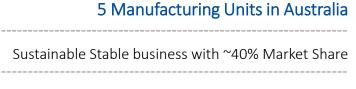


11 Manufacturing Units in India

Pioneers in Vertical Variable Pressure Foaming (VPF) – World's most environmentally responsible foam manufacturing and is equipped with state of the art HENNECKE Foaming machines

Largest Integrated Manufacturer of PU Foam and Mattresses

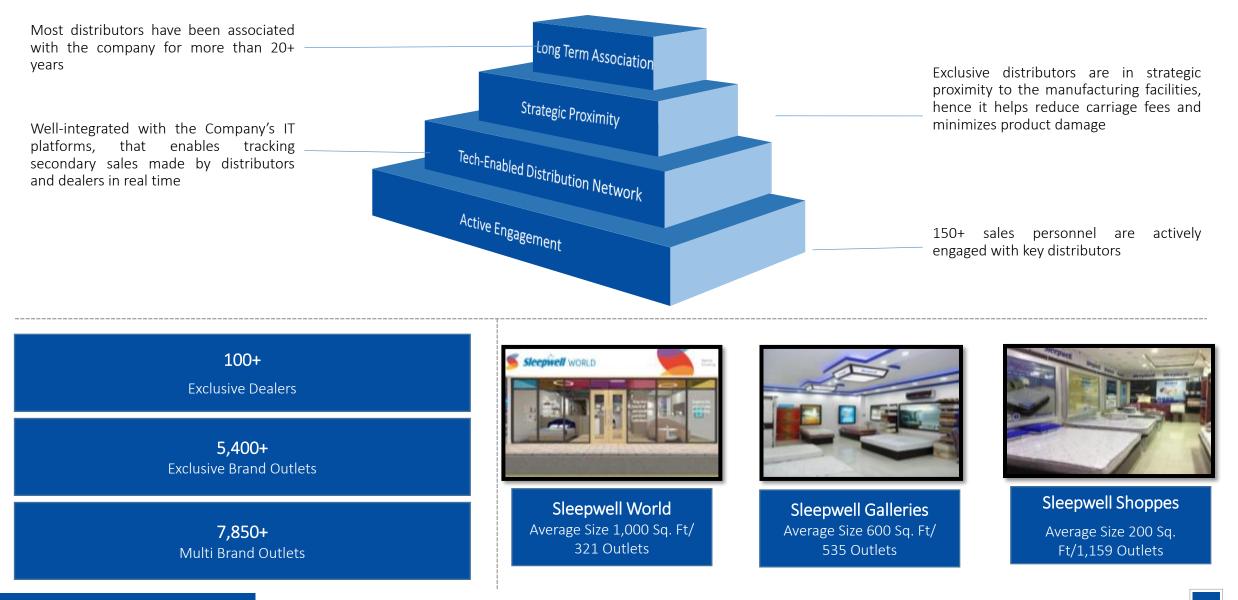
MTPA 123,000



MTPA 11,000

Prominent Dealer-Distribution Network





Social Media and BTL Marketing efforts



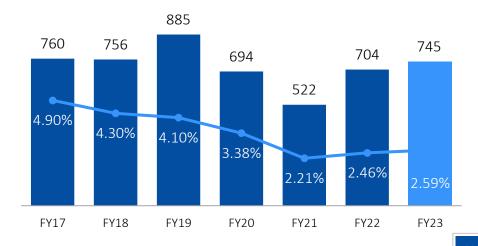
- Consistently expanding BTL Marketing efforts for its legacy brands like Sleepwell, FeatherFoam, etc.
- Revitalizing E-commerce marketing by using content marketing in order to cater to the urban population.
- Sleep X, the e-commerce brand from Sheela Foam, has launched a wide collection of durable, high-quality mattresses for enhanced back support and comfort, keeping the changing buying habits/lifestyles of the youth in mind.

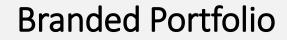
Content Marketing

- Sleepedia: is one of the initiatives undertaken to raise awareness about the significance of sleep, sleep disorders and how to combat them, and methods to inculcate and promote healthy sleeping habits.
- Sleep Talk: Information and suggestions for a healthy sleep routine.
- Your Sleep Story: Community engagement initiative for sharing sleep stories and experiences.
- Sleep Expert: Sleep advice from experts with answers to Frequently Asked Questions



Advertisement Expenses (INR Mn) and Ad Expense / Revenue (%)





















Spanish subsidiary Interplasp Inc

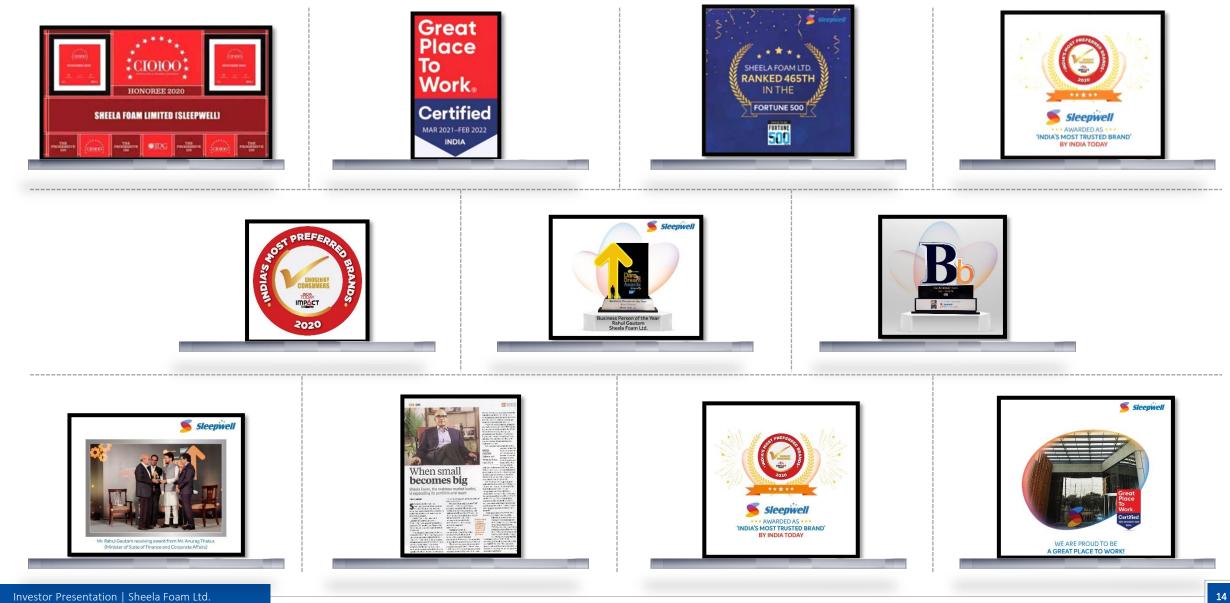
Marquee Clients





Awards and Accolades

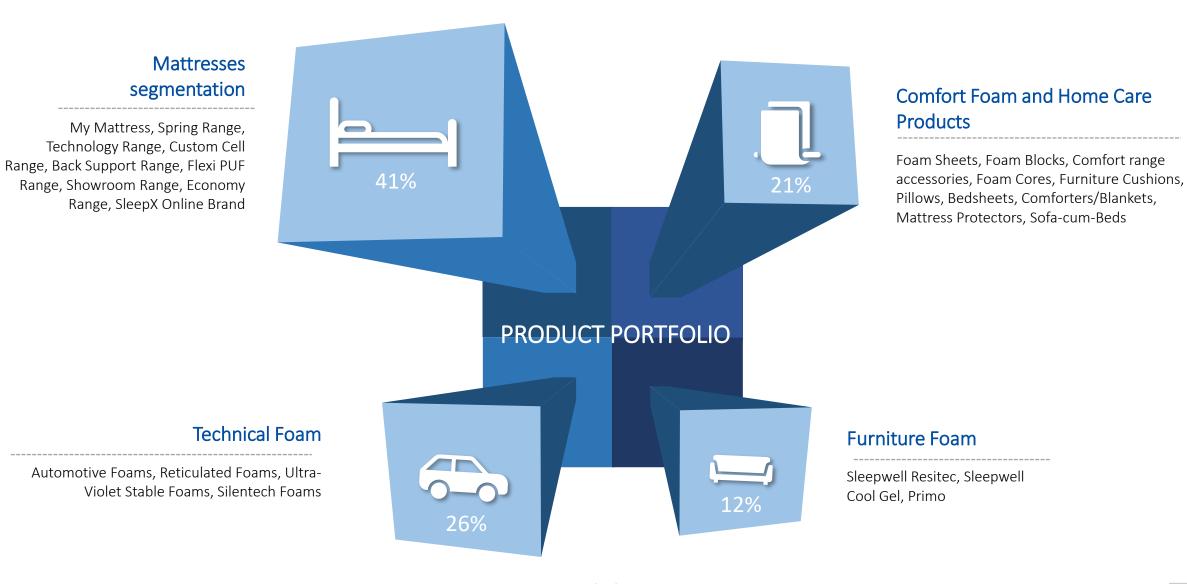






Product Mix



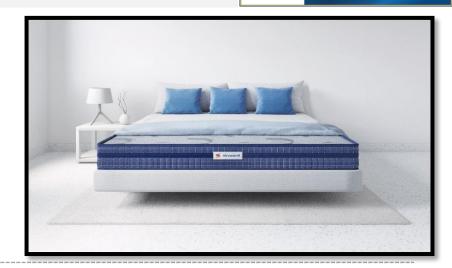


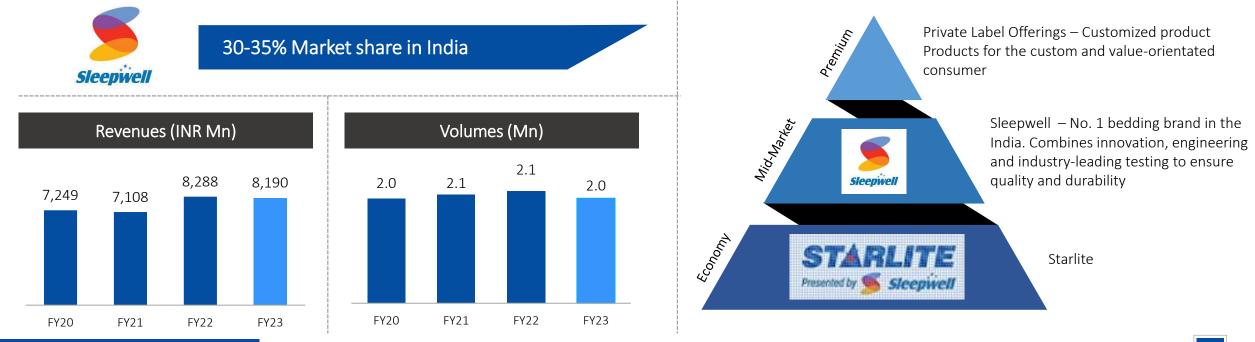
Revenue breakup as on FY23

16

Mattresses

- Household Brand 'Sleepwell' was established in 1994 and over time has become one of the most popular mattresses brands in India.
- The company continuously invests in Research and Innovation and has taken consistent efforts to improve its product portfolio.
- These products have a price range from INR 8,000/- to INR 1 lakh+.





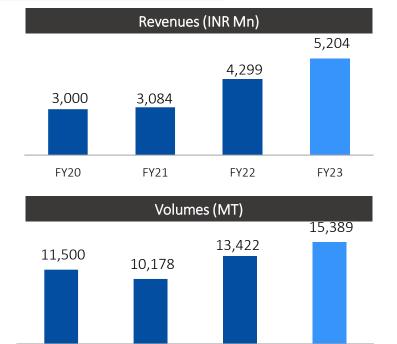
Technical Foam



FY23

Technical products offered by Sheela Foam find diverse applications in home furnishings, car seats, clothes and accessories, auditoriums, hospital beds, and various other industries, enhancing comfort and convenience in our surroundings.

Product	Product Lines	End User Industries
Automotive Foam	Poly-ester Foam, Poly-ether Foam	Seat cover, Sound absorption systems, Sun visors, Headliners, Door trims, Lamination systems
Reticulated foam	Ester-based foam, Ether- based foam	Filtration systems, Ceramic foam filters, Outdoor furniture, Microphones and headphones, Safety fuel tanks, Ink cartridges
Ultra Violet Stable foam	-	Sportswear, Innerwear and lingerie, Clothing, Swimwear, Comfort accessories for shoes
Slientech foam	Ester-based PU Foam	Automotive, Diesel generator canopies, Theatres, auditoriums, indoor stadiums, Broadcasting rooms and recording studios, Industrial silencers, Aco



FY22



Sound Absorption Foam







FY21

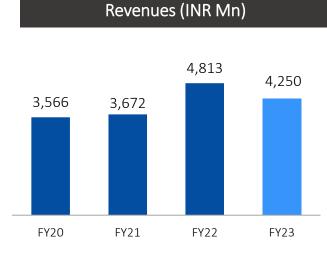
FY20

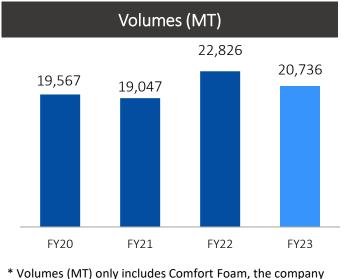
Comfort Foam and Home Care Products



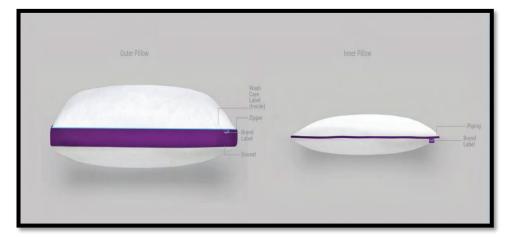
- Comfort Foam products are Industrial grade products that find their applications in mattress manufacturing, sofa manufacturing, and others.
- The company forayed into the Home accessories segment with an aim to expand their strategic offerings.
- Comfort Accessories Product Portfolio: Pillows, Mattress Protector, Bolsters, Back Cushion.







does not maintain volumes data for home comfort products



Furniture Foam

- Being one of the largest producers of PU Foam in India, Sheela Foam has expanded into allied ٠ segments to create more value for its product portfolio.
- Furniture cushioning is one of the most important part of furniture like Sofa Sets, Chairs, Custom ٠ Sofas, Sofa cum bed, etc.

Furniture Cushioning Range:

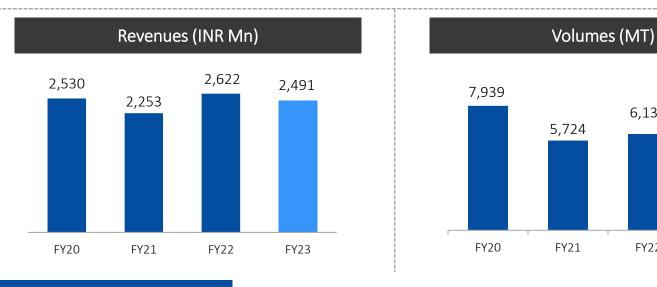
- **Primo** Incorporates unique composition and extra thickness for enhanced comfort and support. ٠
- Resitec Using advanced High Resilience (HR) Cushioning Technology that provides personalized ٠ comfort, for the ultimate cushioning experience.
- **Cool Gel-S** Cool Gel-S particles are a scientific breakthrough in Furniture Cushioning that dissipate ٠ heat easily, offering a cool feeling.

6,139

FY22

5,744

FY23









Australia

- Sheela Foam has a strong presence in Australia through its wholly owned subsidiary, Joyce Foam Pty Ltd ("Joyce Foam")
- The company acquired the business of manufacturing of PU Foam and polystyrene products of three Australian companies, namely, Joyce Corporation Limited, Joyce Indpac Limited and Marfoam Pty Limited through Joyce Foam in 2005.
- It has 5 state-of-the-art production centers at Adelaide, Canberra, Melbourne, Perth and Sydney

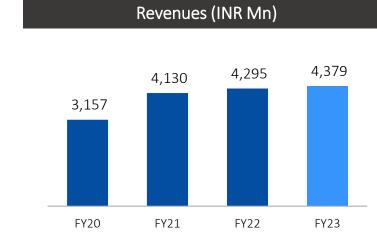
Joyce foam produces raw materials for branded mattresses makers and has products catering to the following industries:

1. Furniture

4. Moulded

5. Polystyrene

- 2. Medical
- 3. Industrial



Jouce

Certifications

ANTI-MICROBIAL PRO

OEKO-TEX (F

ested for harmful substances

www.oeko-tex.com/standard10

~40% Market Share in Australia

11,000 MTPA







Spain



- Sheela Foam has a strong presence in Europe through its wholly-owned subsidiary 'Interplasp'.
- Interplasp is one of the best European flexible polyurethane foam manufacturers characterized by a strong technological base and innovation.
- It has a modernized manufacturing facility at Yecla in Spain, one of the most cost-effective manufacturing locations in Europe, enabling the company to enjoy a competitive edge and develop strong footprints in the region.
- Interplasp is well placed to focus on expanding operations to meet the demand from Europe and US
- The company has started exporting to US with the 'Bed-in-a-box' mattresses strategy from its Spain plant, this is a new opportunity in the US as the country imposes trade restrictions on other countries.
- Interplasp is a EUROPUR (European association of flexible polyurethane foam blocks manufacturers) member and has the Innovative Company and the Quality OEKO-TEX Standard 100 stamps.

The constant development has allowed them to have five ranges of flexible polyurethane foams:

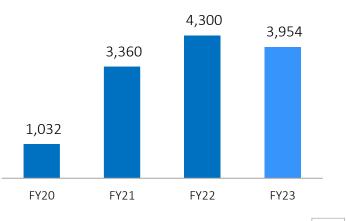
- CONTACT PLUS Conventional foams
- CONTACT BIO Soy foams
- CONTACT HR High -end foams, high resilience
- **CONTACT BS** Fire retardant foams
- CONTACT DREAM Viscoelastic foams

22,000 MTPA

Caters to 1% of Europe's market



Revenues (INR Mn)



Investor Presentation | Sheela Foam Ltd.

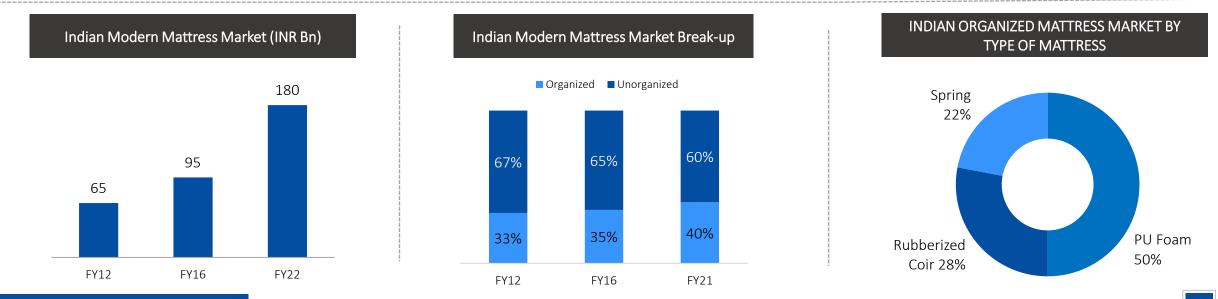


INDUSTRY & STRATEGIC OVERVIEW

Industry Fundamentals



- The Indian modern mattress market is expected to grow at a CAGR of 10% and is en route to attaining an INR 18,000 Cr mark by the year 2022.
- Indian market is fragmented with a large number of branded and non-branded players present in the market selling variety of mattresses with local distribution channels. The branded market is just 40% of the total Indian modern mattress market. There are 25 players in the branded market with Sleepwell and Kurlon occupying a dominant share.
- In budget 2022-23, 80 lakh houses will be completed for the identified eligible beneficiaries of PM Awas Yojana, both rural and urban and INR 48,000 Cr is allocated for this purpose.
- India Railways has been boosting its efforts to improve the infrastructure of coaches and finding new space for import substitution such as the supply of foams to the Railways which were earlier imported. 400 new energy-efficient Vande Bharat trains will be introduced by 2025, is about INR 40,000 Cr of business coupled with jobs and other spin-off benefits
- Real estate sector in India is expected to reach US\$ 1 Tn in market size by 2030, up from US\$ 200 Bn in 2021 and contribute 13% to the country's GDP by 2025. Retail, hospitality, and commercial real estate are also growing significantly, providing the much-needed infrastructure for India's growing needs.
- The Indian foam industry's future seems promising with increasing opportunities in various applications, such as building and construction, bedding and furniture, transportation, electrical and electronics, footwear and others.



Growth Drivers



Rising share of the organized sector

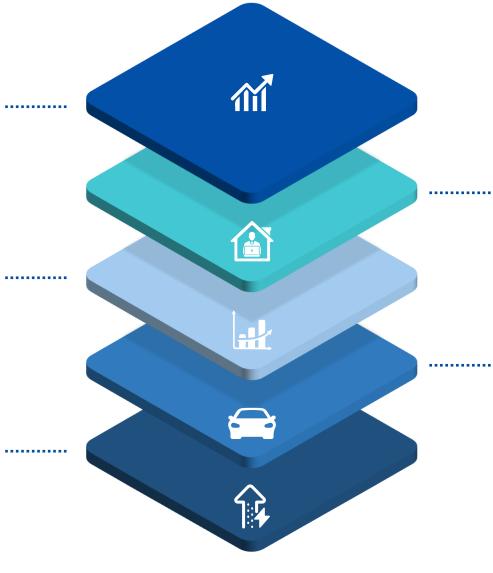
With the growth of international players and branded companies, consumers are shifting from traditional, low-quality products to branded mattresses. The shift in demand for better quality and customized products has been resulting in a significant rise of organized players.

High Margin Products

Portfolio expansion in new and adjacent categories in addition to higher engagement through digital channel has also been instrumental in deeper market penetration and growth.

Growing Consumption

The total market for mattresses in India was around 18.6 million units, with an estimated new demand for mattresses being ~7 million units per year. In addition, the average replacement cycle for mattresses was ~12 years, and the replacement demand for mattresses was 11.6 million units.



WFH Culture

Changes in the way people work has brought in the need to 'allocate' a space for 'office work'. This trend has played out across homes, irrespective of their sizes. 'Office furniture' has entered our homes. This is a big opportunity for businesses involved with the segment.

End-User Industries

The government initiatives like Smart City, Housing for All combined with favorable measures and policies would increase the number of residential units and favor the real estate segment, which will lead to higher mattress consumption, thereby fueling the growth of the mattress industry.

Capacity Expansion Plans

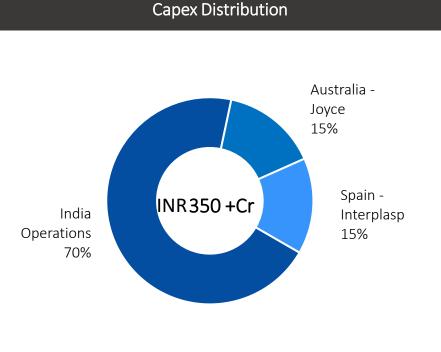


India- Domestics Operations

- 65% 70% of the Population sleeps on Dari, Chaitai and this represents the opportunity in the Low– Value Economy mattress segment
- Capex on India operations would be focused on setting up a new plant in Madhya Pradesh and Gujarat with leveraged technology from Australia and Spain
- New Distribution channel would be set up to create touch points in rural India

ICT – International Comfort Technologies

- Expansion of manufacturing base with the opening of a new 100% Export Oriented Greenfield Unit in Nandi Gaon, Gujarat and in Mandala near Jabalpur, Madhya Pradesh.
- These two units will be focused towards the new businesses; Exports, E-commerce and Low Value Economy segment products for the rural population.
- Mattress production in expected to grow from 1,000 Mattresses/Day to 3,000 Mattresses/Day



India Operations Australia - Joyce Spain - Interplasp

Expected Asset Turnover of 3x - 4x

Australia Operations

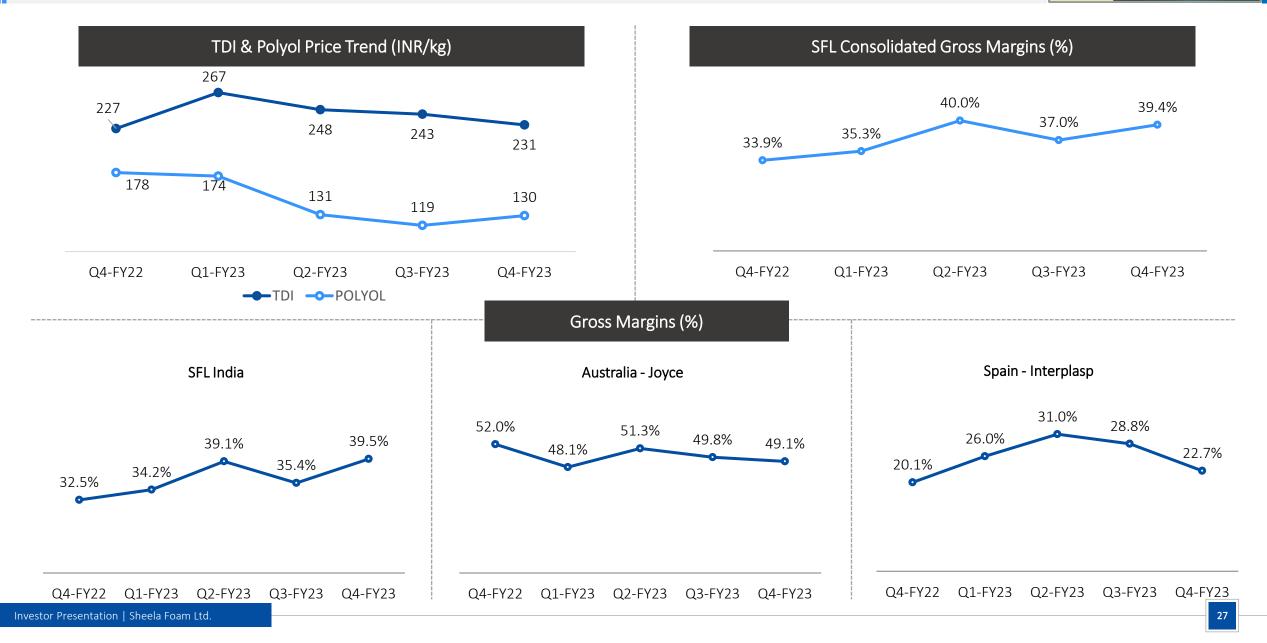
- The company is setting up a new plant in Adelaide
- Focus of this plant would be to expand the current market share of the company in Australia

Spain Operations

- The company is doubling our capacity from 17,000 MTPA to ~22,000 MTPA
- Primarily, the focus would be on 'Bed in a Box' strategy for US exports and expanding the market share from the current 1% in Europe.

Raw Material Prices and Gross Margins





Historical Financial Overview

OUTDOOR FURNITURE



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Sleepwell



Historical Standalone Income Statement



PARTICULARS (INR Mn)	FY20	FY21	FY22	FY23
Operational Revenue	16,344	16,117	20,082	20,198
Operating Expenses	14,074	13,744	17,744	17,975
EBITDA	2,270	2,373	2,338	2,223
EBITDA Margins (%)	13.89%	14.72%	11.64%	11.01%
Other Income	413	474	702	786
Depreciation	331	325	324	338
Finance Cost	81	87	71	64
РВТ	2,271	2,435	2,645	2,607
Exceptional Items	120	-	-	-
Тах	496	623	672	658
PAT	1,655	1,812	1,973	1,949
PAT Margins (%)	10.13%	11.24%	9.82%	9.65%
Other Comprehensive Income	(43)	21	(12)	(39)
Total Comprehensive Income	1,612	1,833	1,961	1,910
Diluted EPS (INR)	16.97	18.57	20.22	19.97

Historical Standalone Balance Sheet



PARTICULARS (INR Mn)	FY21	FY22	FY23
ASSETS			
Non-current Assets	8,497	11,171	6,909
Property, Plant & Equipment	2,536	2,350	2,371
Capital Work In Progress	12	6	19
Right of Use Assets	201	184	163
Investment Property	38	36	34
Investment In Subsidiaries	2,137	1,967	1,967
Financial Assets			
(a) Investments	3,036	5,288	564
(b) Loans	486	778	1,223
(c) Other Financial Assets	21	191	170
(d) Investment in Preference Shares	-	299	299
Non-current Assets (Net)	3	46	67
Other Non Current Assets	26	26	32
Current Assets	5,713	4,911	11,142
Inventories	2,283	2,035	1,889
Financial Assets			
(a) Investments	1,060	840	7,065
(b) Trade Receivable	1,630	1,360	1,640
(c) Cash And Cash Equivalent	350	143	104
(d) Other Bank Balances	5	3	3
(e) Loans	56	56	6
(f) Other Current Fin Assets	87	282	64
Other Current Assets	241	192	371
GRAND TOTAL – ASSETS	14,210	16,082	18,051

	EV21	EV22	SHEELA GR
PARTICULARS (INR Mn)	FY21	FY22	FY23
EQUITY & LIABILITIES			
Equity	10,134	12,095	13,958
(A) Share Capital	244	244	488
(B) Other Equity	9,890	11,851	13,470
Non-current Liabilities	653	796	515
Financial Liabilities			
(A) Borrowings	-	-	
(B) Lease Liabilities	19	183	149
(C) Other Financial Liabilities	502	503	255
Provisions	46	60	90
Deferred Tax Liabilities (Net)	83	48	19
Other Non Current Liabilities	3	2	2
Current Liabilities	3,423	3,191	3,578
Financial Liabilities			
(A) Borrowings	-	-	-
(B) Lease Liabilities	1	11	13
(C) Trade Payables	2,333	1,941	1,827
(D) Other Current Fin Liabilities	381	413	863
Provisions	44	105	109
Current Tax Liabilities (net)	-	-	12
Other Current Liabilities	664	721	754
GRAND TOTAL - EQUITIES & LIABILITES	14,210	16,082	18,051

Historical Consolidated Income Statement



PARTICULARS (INR Mn)	FY20	FY21	FY22	FY23
Operational Revenue	20,532	23,550	28,656	28,733
Operating Expenses	17,528	19,908	25,507	25,760
EBITDA	3,004	3,642	3,149	2,973
EBITDA Margins (%)	14.63%	15.46%	10.99%	10.35%
Other Income	400	502	792	865
Depreciation	590	729	808	896
Finance Cost	130	177	169	211
РВТ	2,684	3,238	2,964	2,731
Exceptional Items	120	-	-	-
Тах	621	836	777	700
PAT	1,943	2,402	2,187	2,031
PAT Margins (%)	9.46%	10.20%	7.63%	7.07%
Other Comprehensive Income	(31)	188	(18)	125
Total Comprehensive Income	1,912	2,590	2,169	2,156
Diluted EPS (INR)	19.92	24.62	22.42	20.81

Historical Consolidated Balance Sheet

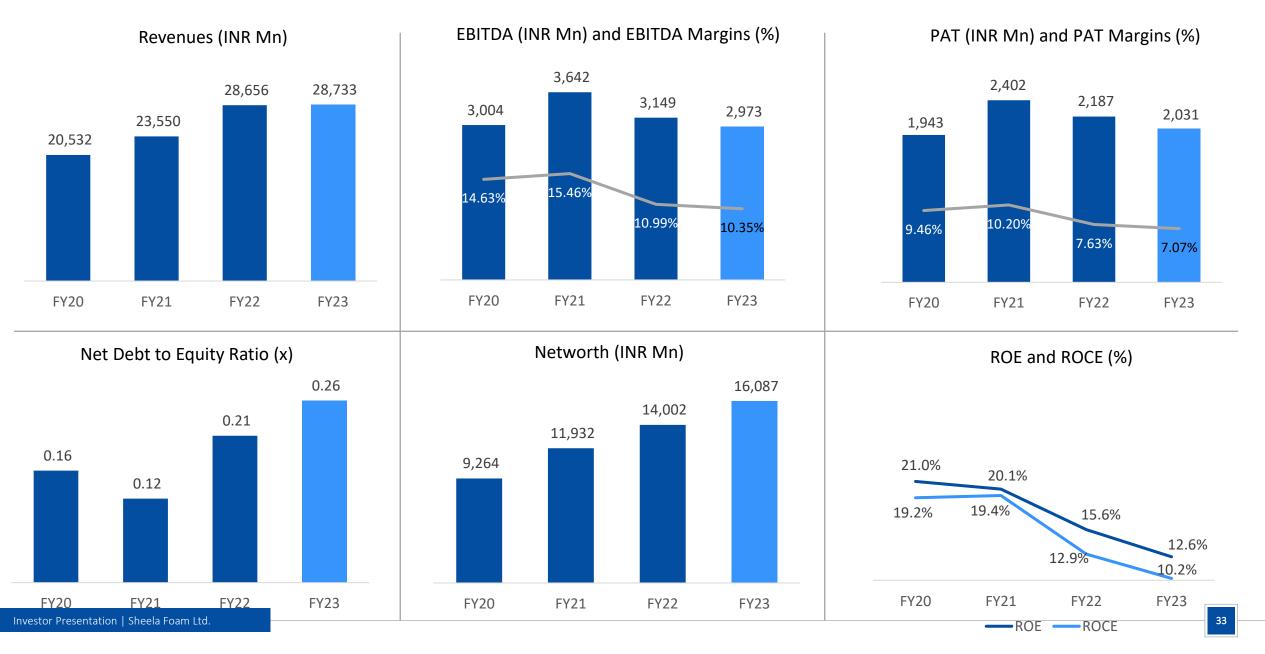
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SHEELA GROUP

PARTICULARS (INR Mn)	FY21	FY22	FY23
ASSETS			
Non-current Assets	12,381	15,767	12,775
Property, Plant & Equipment	4,300	4,355	4,290
Capital Work In Progress	326	1,199	2,875
Right of Use Assets	1,418	1,394	1,086
Investment Property	590	562	534
Intangible Assets	2,631	2,520	2,740
Financial Assets			
(a) Investments	3,036	5,288	564
(b) Loans	2	1	19
(c) Other Non Current Fin Assets	52	45	52
Deferred Tax Assets	-	78	137
Non-current Assets (Net)	-	69	124
Other Non Current Assets	26	256	354
Current Assets	8,313	7,865	14,333
Inventories	3,153	3,145	3,313
Financial Assets			
(a) Investments	1,070	894	7,120
(b) Trade Receivable	3,021	2,694	2,820
(c) Cash And Cash Equivalent	574	408	423
(d) Other Bank Balances	7	3	3
(e) Loans	56	56	6
(f) Other Current Fin Assets	69	263	10
Other Current Assets	363	402	638
GRAND TOTAL – ASSETS	20,694	23,632	27,108

			SHEEL
PARTICULARS (INR Mn)	FY21	FY22	FY23
EQUITY & LIABILITIES			
Equity	11,932	14,002	16,087
(A) Share Capital	244	244	488
(B) Other Equity	11,599	13,682	15,516
Non Controlling Interest	89	76	83
Non-current Liabilities	3,068	4,134	4,187
Financial Liabilities			
(A) Borrowings	1,326	2,282	2,838
(B) Lease Liabilities	1,086	1,057	875
(C) Other Non Current Financial Liabilities	502	503	259
Provisions	62	193	130
Other Non current Liabilities	3	2	2
Deferred Tax Liabilities (Net)	89	97	83
Current Liabilities	5,694	5,496	6,834
Financial Liabilities			
(A) Borrowings	730	1,096	1,838
(B) Lease Liabilities	201	230	160
(C) Trade Payables	3,301	2,854	2,594
(D) Other Current Fin Liabilities	531	440	917
Provisions	147	106	205
Current Tax Liabilities (Net)	45	-	12
Other Current Liabilities	739	770	1,108
GRAND TOTAL - EQUITIES & LIABILITES	20,694	23,632	27,108



Consolidated Financial Performance



Capital Market Data

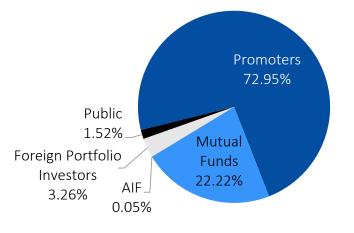


1 year stock performance (As on 31st March 2023)



Shareholding Pattern as on 31st March, 2023

Price Data (As on 31 st March, 2023)	INR
Face Value	5.0
СМР	995.6
52 Week H/L	2,027.0 / 905.5
Market Cap (INR Mn)	97,136.3
No. of Share outstanding (Mn)	97.6
1 Year Avg. Trading Volume (000)	21.6



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