Do Right

Our long-term approach to business sustainability

KRITI GROUP

Kriti Industries (India) Limited

Annual Report FY 2021-22

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Forward looking statement

In this Annual Report, we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements – written and oral – that we periodically, 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we make, certain forward-looking statements that set out anticipated results based on the management's plan and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipates', 'estimates', 'expects' believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

Online Annual report
www.kritiindustries.com

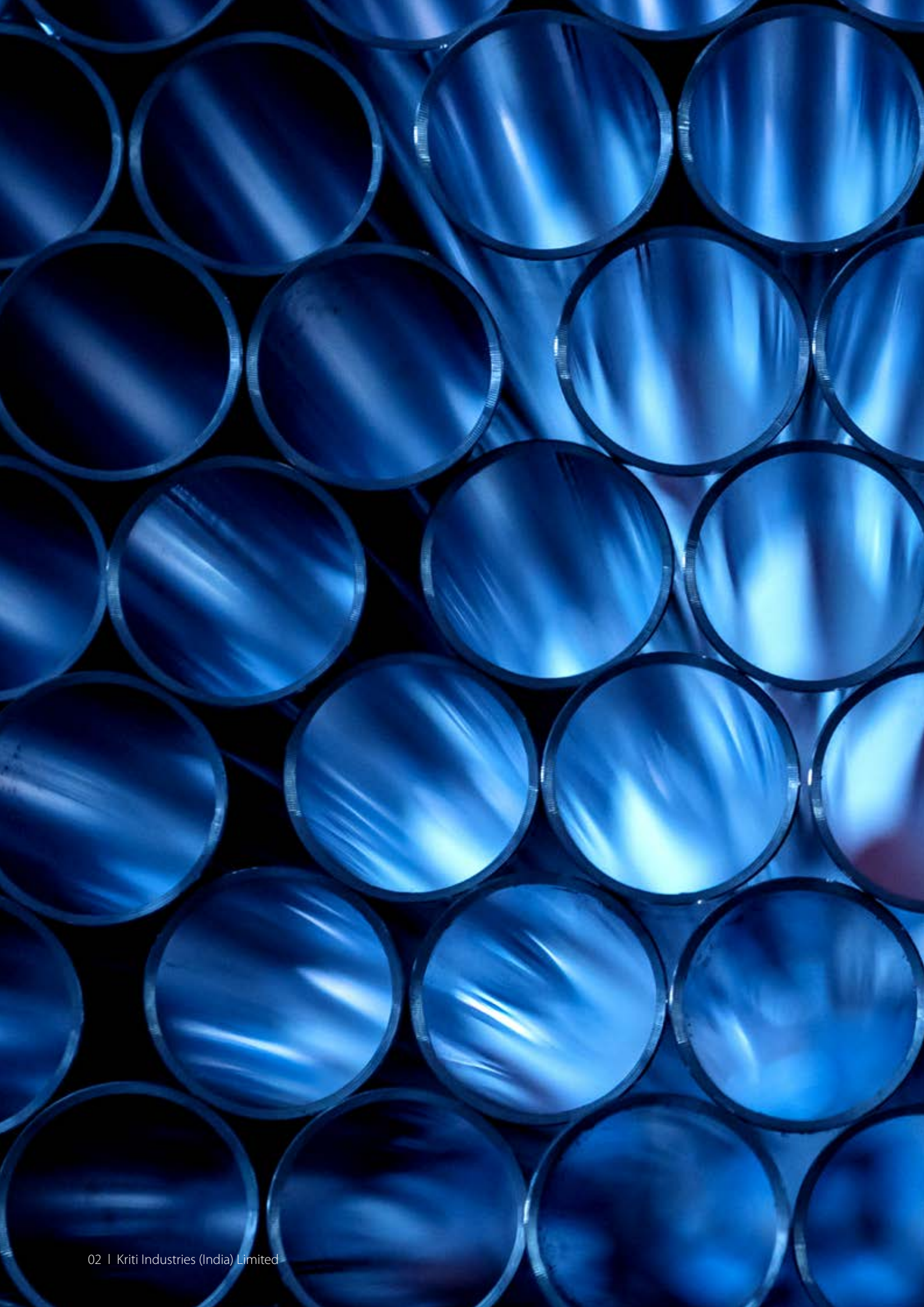
At Kriti Industries, 'Do Right' represents the core of who we are.

These two words resolve, clarify and simplify our priorities in a transforming world.

In line with this 'Do Right' commitment, we ask ourselves some questions: 'Will it be good for all out stakeholders?' and 'Will what we be relevant for a progressive world?'

This annual report builds on this theme – Do Right - that was carried in the annual reports of the preceding years.

In this report, we focus on how a broadbased approach to business is strengthening our governance and could lead to enhanced stakeholder value across the foreseeable future.



PART ONE

Our business

Our vision

An energetic organisation on a long haul, charting a distinct course for customer admiration, led by a disciplined team of vibrant people.

Our values

1. Encouraging creativity and valuing new thoughts.
2. Lending a helping hand to society's developmental needs.
3. Being honest and forthright in our approach.
4. Being in harmony with the natural order.
5. Customer focus with world class quality and cost-effective products

Our mission

- Adoption of green technology to conserve environment and reduction of our carbon footprint
- Cherishing mutually satisfying relationships
- Constant technological upgradations to maintain superiority
- Contributing to the social and economic upliftment of the underprivileged in the society and in making the nation stronger
- Encouraging innovation through creativity
- Honesty in approach, transparency in work and dealings
- Inculcating team spirit amongst the workforce and ensuring their development through professional improvement in their capabilities and welfare for them and their families

Our background

Kriti Industries (India) Limited went into business in 1982 when it was launched by Mr. Shiv Singh Mehta (Chairman and Managing Director). He is backed by a team of competent senior and middle level managers who enjoy a multi-year exposure across sectors. The Company's employee strength stood at 490 as on 31st March, 2022.

Our business

The Company is engaged in the manufacture of polymer pipes - Poly Vinyl Chloride (PVC) and Poly Ethylene (PE) – that are utilised in applications like water supply, irrigation, gas, telecom and construction. The Company is respected for providing customers with a single-stop solution. The Company possesses a diverse pipe mix marked by different sizes (small to large in diameter) covering classes and ratings. The Company develops complementary PVC/HDPE fittings.

Our governance

The Kriti Group comprises two listed companies - Kriti Industries (India) Limited and Kriti Nutrients Limited. The companies are respected for their ethical business approach, transparent strategy, credible Board members, extensive automation, training, empowerment, rigorous compliance standards and a robust Balance Sheet.

Our footprint

The Company's headquarters are in Indore with the manufacturing facility located in Pithampur, Madhya Pradesh. The Company's market presence extends across 16 States. Kriti has deepened its penetration across states like Madhya Pradesh, Rajasthan, Punjab, Haryana, Andhra Pradesh, Gujarat, Karnataka, Uttar Pradesh, Maharashtra and Telangana.

Our brand

The Company's proprietary brand (Kasta) possesses a distinctive recall for consistency, quality and service. Kriti has enhanced this consumer recall around 'integrity', 'dependability', 'quality' and 'peace of mind'.

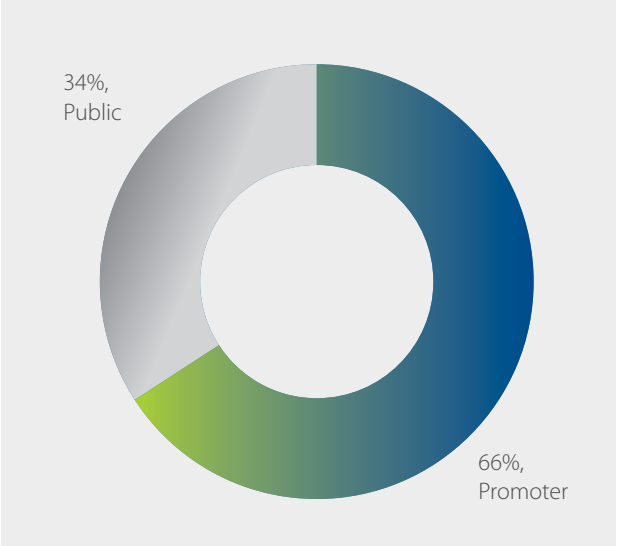
Our listing

The Company was listed on the Bombay Stock Exchange in 1992 and was listed on National Stock Exchange in 2021. The Company's market capitalisation was ₹ 529.27 Cr as on 31st March, 2022. The promoters owned a 66 per cent stake in the Company's equity capital.

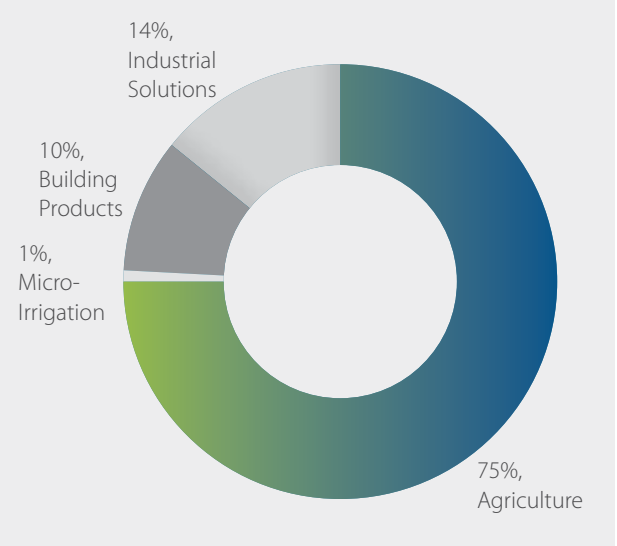
Our performance, FY 2021-22

The Company reported revenues of ₹ 546.09 Cr and Profit after Tax of ₹ 14.03 Cr. The Company registered a cash profit of ₹ 22.10 Cr and EBITDA margin of 7.37 per cent in FY 2021-22.

Shareholding Pattern as on 31st March, 2022



Segmental revenue breakup as on 31st March, 2022



Our consolidated manufacturing facility

Largest single location polymer pipe manufacturing plant in India

Installed capacity 1,37,880 TPA

State-of-the-art facilities

Number of extrusion lines for PVC pipes

Number of extrusion lines for HDPE & drip irrigation

Number of injection moulding machines

Segmentwise manufacturing capacity

Agriculture
1,01,960 MTPA

Industrial solutions
26,575 MTPA

Building products
6,645 MTPA

Micro irrigation
2,700 MTPA

How we have grown across the decades

1983

- Entered business with a single screw extruder for manufacturing rigid PVC pipes
- Became a public limited company

1992

- Listed on BSE
- Started manufacture of injection moduled fittings

1995

- Added a new range of injection molding products
- Widened offerings of RPVC pipes

1998

- Commenced manufacture of polyethylene pipes

2009

- Commenced the manufacture of large diameter pipes

2010

- Started the manufacture of a range of micro-irrigation pipes
- Demerged the edible oil & soya business into Kriti Nutrients Ltd.

2014

- Introduced CPVC products, addressing the building products vertical