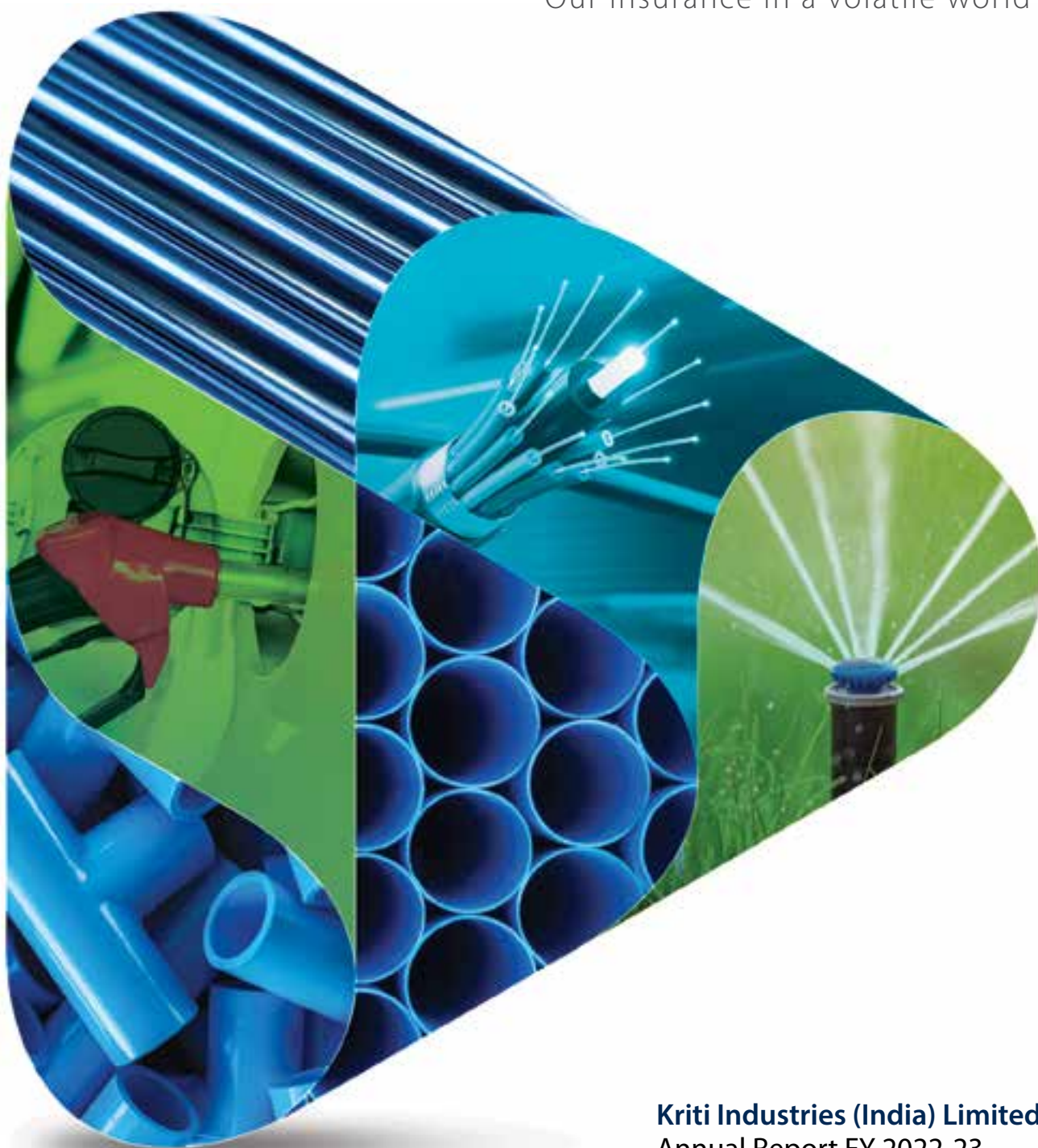




Do Right

Our insurance in a volatile world



Kriti Industries (India) Limited
Annual Report FY 2022-23

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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.



Do Right

At Kriti Industries, 'Do right' is a commitment to enrich stakeholders.

When this transpires, the stakeholders assume emotional ownership of the company.

They do not say 'Somebody else will do it'; they respond proactively to deliver.

They do not say 'This is not my work'; they believe everything concerns them and they influence everything.

This was demonstrated during a challenging FY 2022-23. The company responded as one person and created a new foundation for its sustainable growth.

Kriti Industries Limited.

Among India's
premier polymer pipe
manufacturers.

Recognised for
unquestioned quality,
timely service and
enhancing the prospects
of its users.

The result is the
company's ability to grow
in a responsible, profitable
and sustainable manner.

Enhancing value for
all its stakeholders in a
sustainable way.

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 mission

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



Our values

Encouraging creativity and valuing new thoughts.

Lending a helping hand to society's developmental needs.

Being honest and forthright in our approach.

Being in harmony with the natural order.

Customer focus with world class quality and cost-effective products



Our background

Kriti Industries (India) Limited commenced business in 1982. The Company is promoted by Mr. Shiv Singh Mehta (Chairman and Managing Director), 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 605 as on 31st March, 2023.



Our business

The Company is engaged in the manufacture of polymer pipes. These comprise Poly Vinyl Chloride (PVC) and Poly Ethylene (PE) pipes used in the downstream applications of potable water supply, irrigation, building construction and infrastructure. The Company possesses a diverse pipes mix across sizes (small to large in diameter) covering classes and ratings.



Our governance

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

Our presence

The Company's headquarters are based in Indore; its manufacturing facility is located in Pithampur. The Company's sales footprint extends largely across 16 States. Kriti deepened its presence 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 commands a superior recall and traction for consistency, quality and service



Our listing

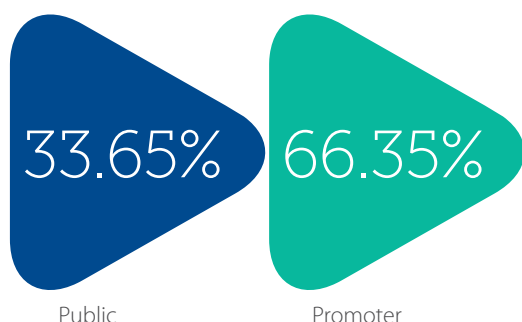
The Company's shares are listed on the Bombay Stock Exchange and National Stock Exchange. The Company's market capitalisation stood at ₹568.46 Cr as on 31st March, 2023. The promoters owned a 66.35 per cent stake in the Company's equity capital.



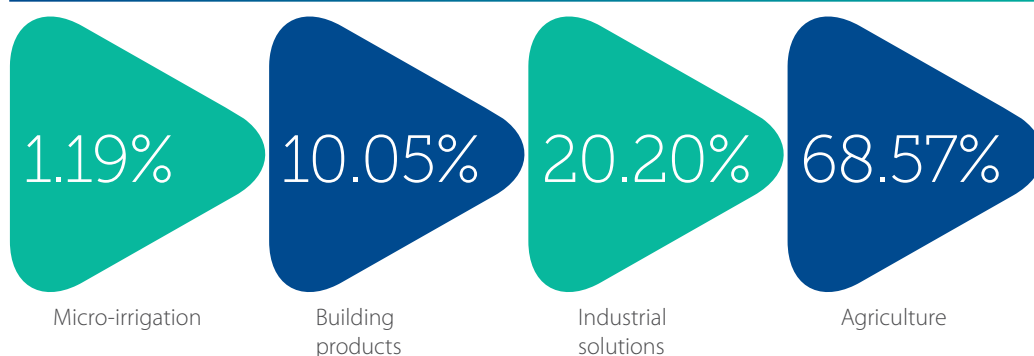
Our performance, FY 2022-23

The Company reported revenues of ₹736.00 Cr and a net loss of ₹23.41 Cr. The Company registered a cash loss of ₹14.27 Cr in FY 2022-23.

Shareholding pattern as on 31st March, 2023



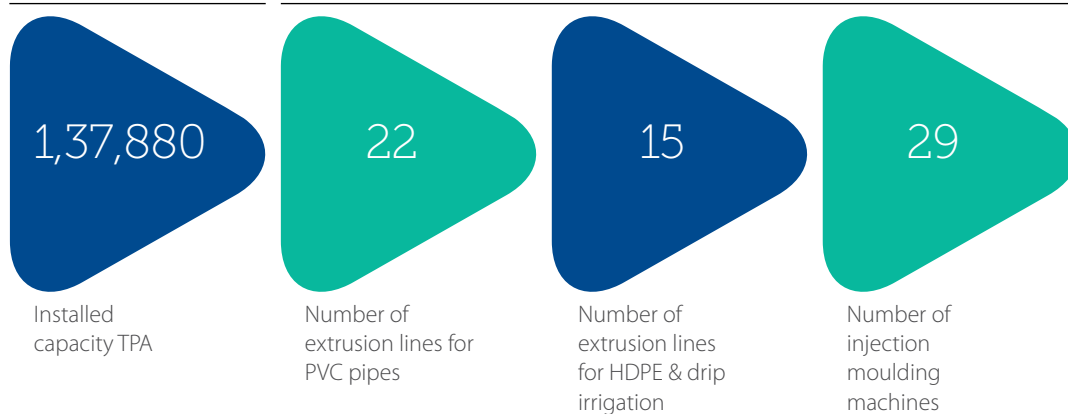
Segmental revenue breakup as on 31st March, 2023



Our consolidated manufacturing facility

Largest single location polymer pipe manufacturing plant in India

Installed capacity of 1, 37,880 TPA



Our journey 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 the 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

1999

- Commenced the supply of co-extruded internally lubricated HDPE telecom ducts for laying optical fibre cables

2000

- Started the manufacture of HDPE pipes of 450mm diameter for potable water supplies & sewage disposal applications; commenced the manufacture of PLB HDPE ducts

2001

- Received ISO 9000
- Processed 15,000 tonnes of plastics



2003

- Expanded the plastic products range
- Widened the business to Rajasthan and Maharashtra
- Added leading institutional and Government department/ customers

2004

- Commissioned state-of-art facilities for white goods and automobile applications

2009

- Commenced the manufacture of large diameter pipes

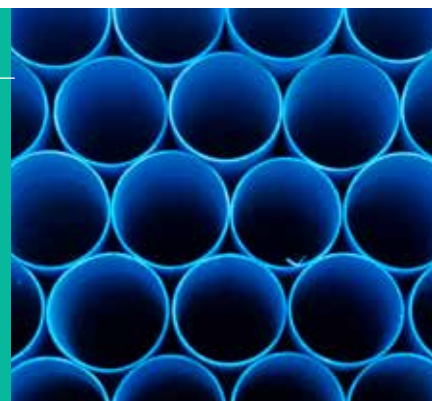


2010

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

2014

- Introduced CPVC products, addressing the building products vertical



2015

- Commenced the supply of PE pipes for Reliance's coal-based methane project



2017

- Launched Mission Udaan addressing the sales and manufacturing functions

2018

- Widened the sales network to new states / territories

2019

- Enhanced capacity, process and efficiency
- Launched higher diameter PE pipes (710mm)

2020

- Embarked on various HR and business transformation initiatives

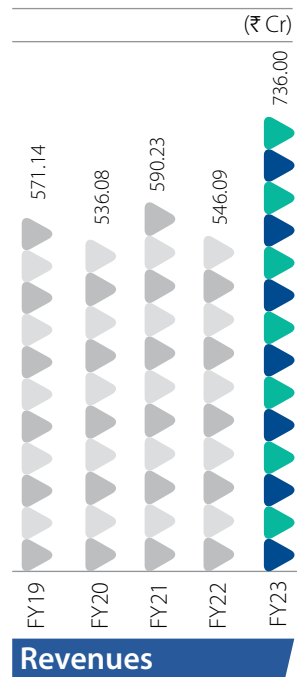
2021

- Was listed on NSE

2022

Higher Turnover achieved in all segments in volume and in value

Our five year financial snapshot



Definition

Growth in sales, net of taxes. .

Why this is measured

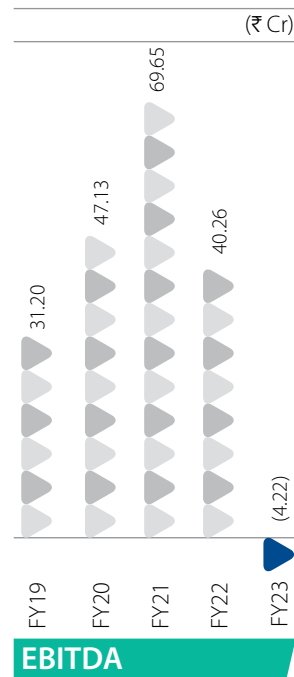
It is an index that showcases the Company's ability to maximise revenues, which provides a basis against which the company's performance can be compared with sectoral peers.

What this means

Aggregate sales increased 34.78 per cent during the year under review on account of better demand.

Value impact

The volume offtake remained creditable in an otherwise challenging year for the economy, protecting the Company's industry visibility.



Definition

Earnings before the deduction of fixed expenses (interest, depreciation, extraordinary items and tax).

Why this is measured

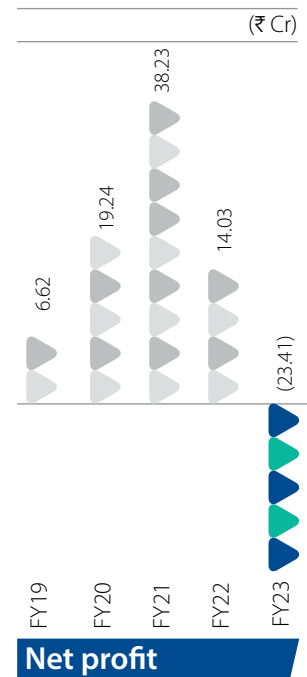
It is an index that showcases the Company's ability to generate a surplus after operating costs, creating a base for comparison with sectoral peers.

What this means

Helps create a robust surplus-generating engine that facilitates reinvestment.

Value impact

The Company reported a (4.72) per cent EBITDA in FY 2022-23 due to low price realisations.



Definition

Profit earned during the year after deducting all expenses, taxes and provisions.

Why this is measured

It highlights the strength of the business model to enhance shareholder value.

What this means

This ensures the quantum of cash available for reinvestment.

Value impact

The Company reported a loss after tax ₹23.41 Cr in FY 2022-23 due to a volatility in costs.