



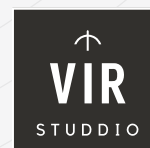
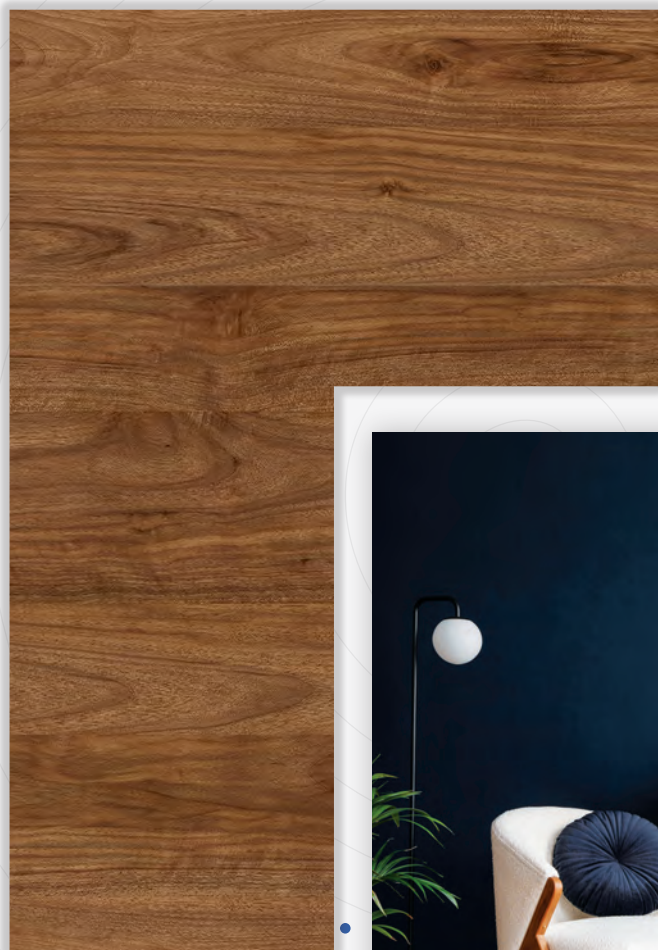
RUSHIL

DECOR LIMITED

WE'LL MAKE IT

ANNUAL REPORT

2022-23



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For more investor-related information, please visit
https://rushil.com/investor_relationship.php

Or, scan this QR code



Disclaimer:

This document contains statements about expected future events and financials of Rushil Decor Limited ('The Company'), which are forward-looking. By their nature, forward-looking statements require the Company to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the assumptions, predictions and other forward-looking statements may not prove to be accurate. Readers are cautioned not to place undue reliance on forward-looking statements as several factors could cause assumptions, actual future results and events to differ materially from those expressed in the forward-looking statements. Accordingly, this document is subject to the disclaimer and qualified in its entirety by the assumptions, qualifications and risk factors referred to in the Management Discussion and Analysis section of this annual report.

Investor Information

Market Capitalisation as on 31 st March, 2023	₹ 521.14 Crs
CIN	L25209GJ1993PLC019532
BSE Code	533470
NSE Symbol	RUSHIL
Bloomberg Code	RDL:IN
Dividend Declared	5% (₹ 0.50 Per Share)
AGM Date	25 th September, 2023
AGM Venue/Mode	Video Conferencing / Other Audio Visual Means (OAVM)

From Classic Elegance to Modern Flair

RUSHIL DECOR TRANSFORMS SPACE WITH UTMOST CARE

Home decor is not just a mechanical enhancement of look. It is an amalgamation of passion, persona and perspective. In an ever-evolving world, the significance of home decor has multiplied, driven by refined tastes, nuanced functionality and increased purchasing power. The profound belief that 'Decorating a home is not a race, but a journey that evolves over time', has become a guiding principle, complemented perfectly by the increasing construction activities and rapid urbanisation.

Rushil Decor Limited ('Rushil' or 'Rushil Decor' or 'Our Company' or 'We') has emerged as a prominent player in India's Laminate and MDF panel boards industry, while gaining a strong reputation in over 51 countries. Since our

establishment in 1993, we have consistently become the preferred choice for customers around the globe. The growing preference for sustainable building materials has played a pivotal role in the world-wide transformation of home decor industry. Consequently, the furniture sector is witnessing a surge in demand as homeowners aspire to create personalised and inviting spaces, creating opportunities for us in our business endeavours. The growing emphasis on sustainability has brought a transition in interior work, positioning the wood panel, MDF panel boards, and laminate sheets favourably because of their innovative designs and versatility. Thus, ensuring smooth transformation of living spaces by harnessing the potential of sustainable solutions.



31
Years of
Expertise

796+
Employee Strength

₹838.40 Crs
Revenue for 2022-23

₹149.4 Crs
EBITDA for 2022-23



India's Leading Laminates & MDF **MANUFACTURERS**

▶ With an extensive range of over 1,200 designs/SKUs, Rushil is one of the frontrunners in the laminates industry. Leveraging our two distinct brands, we have solidified our position in the market

▶ Ranked as the third-largest player in India's MDF board manufacturing industry, boasting a diverse portfolio of four distinct brands



Our Vision



Create a better everyday life for our customers. Our vision is to offer a wide range of well-designed, environment-friendly functional products at affordable prices and commit to deliver growth consistently to our investors and employees. Our objective is to have long-standing and trustful investor, customer and employee relationships by creating 'tangible value' consistently, efficiently and ethically.

Our Mission



To deliver sustainable growth consistently to our investors and employees. Exceed our internal and external customer requirements through continuous improvement and inspire employees to do their best by offering opportunities for personal development and enabling them realise their full potential.

Our Products



Decorative (single-sided) as well as Industrial (double-sided) Laminates with wide range of designs, colours and finishing as well as MDF Boards and allied products

End-Users



Residential and Commercial Spaces

Achievements and Awards

Received prestigious ISO certifications across all our units, including ISO 9001:2000 for Quality Assurance, ISO 18001:1999 for Health and Safety, and ISO 14001:2004 for Environmental, Honoured as a 2-Star Export House by the DGFT, Government of India, Achieved BIS and Eco-mark certifications for our MDF manufacturing operations, Granted the Green-label certification by the Singapore Environmental Council for our eco-friendly laminate manufacturing process.

30+
Years in Laminates

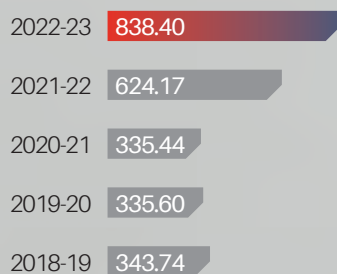
11+
Years in MDF

3.49 Mn Sheets
Installed Capacity for Laminates

3,30,000 CBM
Installed Capacity for MDF Boards

51+
Export Countries

Strong Network of
560+
Direct Distributors &
4,160+
Retailers/Dealers

Total Revenue (₹ in Crs)**PAT Margin** (in %)**EBITDA** (₹ in Crs)**EPS** (₹ per share)**PAT** (₹ in Crs)



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DECOR LIMITED

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Crafting Excellence, **DEFINING SPACES WITH STRENGTHS**

Product Innovation & Value Engineering

We maintain a relentless focus on product innovation and the development of new designs. Our approach is centred around prioritising design and quality to ensure that our brand stands out in the market.

Strong Branch and Dealer Network

We have forged a strong domestic presence through our Company's extensive network of 560+ distributors and 4,160+ dealers/retailers across India. This extensive network allows Rushil Decor to efficiently and effectively reach customers in various locations.

Strategically Located Manufacturing Plants

We have strategically located our manufacturing facilities near raw material sources. This decision enables Rushil Decor to maintain a consistent supply of materials at competitive rates, thereby ensuring operational efficiency throughout production processes.

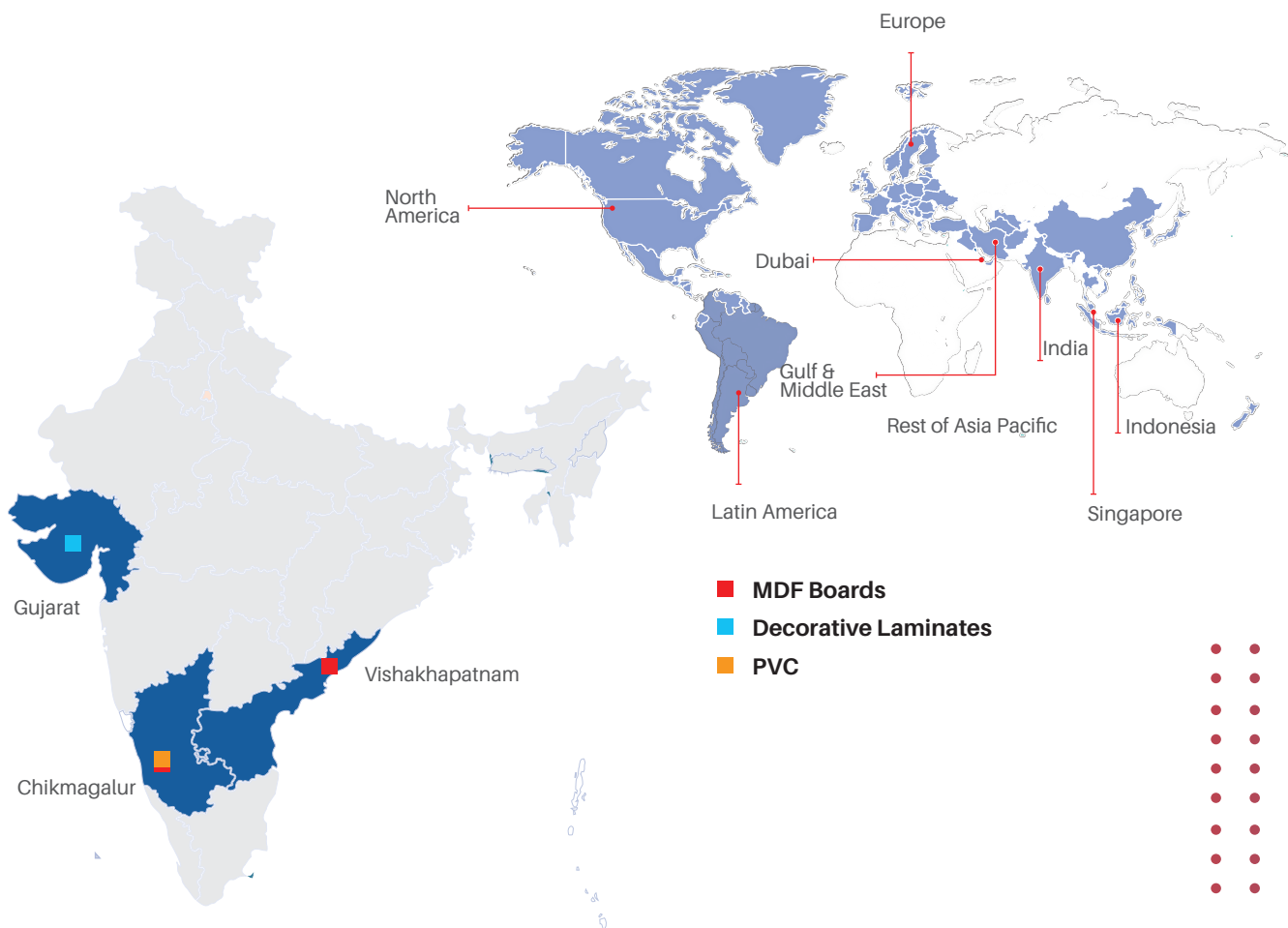
Significant Export Presence

We have successfully expanded our market reach to over 51 countries, establishing a strong brand presence in export markets. Our Company draws strength from the fact that exports not only contribute to business growth but also mitigate risks by diversifying our geographical and customer segments, paving the way for sustainable expansion.



From Local Origins to Global:

OUR JOURNEY OF GLOBAL PRESENCE



5

State-of-the-art Manufacturing
Facilities across India

34.92 Lakhs

Sheets p.a. Laminates Capacities in
Gujarat

90,000 CBM

MDF Boards Capacities in Karnataka

2,40,000 CBM

MDF Boards Capacities in Andhra Pradesh

Disclaimer :

This map is a generalised illustration only for the ease of the reader to understand the locations, and it is not intended to be used for reference purposes. The representation of political boundaries and the names of geographical features/states do not necessarily reflect the actual position. The Company or any of its directors, officers or employees, cannot be held responsible for any misuse or misinterpretation of any information or design thereof. The Company does not warrant or represent any kind of connection to its accuracy or completeness.



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Message from the **MANAGING DIRECTOR**



“

Driven by our passion and vision, we create transformative spaces that blend aesthetics and innovation, leaving a lasting impression. Over the years, we have honed our skills to transform obstacles into opportunities, emerging stronger and learning from our experiences. We continued with resilience through the unprecedented time during 2022-23, overcoming challenges and propelling progress, while prioritising community care.

”

Dear Shareholders,

Warm greetings to all!

It is with great pleasure that I present to you this year's Report, a document that vividly showcases our purpose, potential, perseverance and the dynamic operating environment we navigate. It stands as a hallmark to our commitment to create value and make strategic choices that have led us to the forefront of our industry. Driven by our passion and vision, we create transformative spaces that blend aesthetic and innovation, leaving a lasting impression.

Over the years, we have honed our skills to transform obstacles into opportunities, emerging stronger and learning from our experiences. We continued with resilience through the unprecedented time during 2022-23, overcoming challenges and propelling progress, while prioritising community care. Adding new dealers and distributors has helped us expand our reach; and our collaboration with local carpenters and workshops enhanced skills and benefited the community. These initiatives helped us ensure strong growth and stable EBITDA margins, while making a positive impact on the communities we serve.

Industry

The Indian furniture industry is exhibiting a strong momentum and is set to register an impressive CAGR of 9%, reaching US\$ 11.7 Bn by 2025 from US\$ 7.6 Bn in 2020. The laminates industry is poised for a CAGR of 10% during the period 2021-26, driven by a host of factors, including the growth of the furniture industry, improving standards of living, and low installation and maintenance costs. Demand for decorative laminates is increasing across various commercial infrastructures, further contributing to market growth. Furthermore, the growth of the Indian furniture industry is supported by the 'Make in India' initiative, promoting investment, innovation, skill development, and manufacturing infrastructure. The 'Saptarishi' framework further stimulates an empowered and inclusive economy, driving industry growth.

Estimation
US\$ 11.7 billion
Indian Furniture Industry by 2025

Estimation
₹ 6000 Crs
MDF Market in India by 2026

Financial Standing

In 2022-23, we showed robust growth in our financials, registering a surge in our revenues by 34.30% to attain ₹ 838.40 Crs., while clocking an increase in EBITDA to reach ₹ 149.40 Crs. Strong demand for our Company's product in global market led to increase in volumes of laminates export by 23%. Our financial success and growth prospects have been driven by increased demand, our reputation as a top-quality supplier, and ongoing efforts in continuous improvement. Going forward, we are confident that by focussing on higher capacity utilisation and increasing the contribution of value-added products to our

revenue, we will boost our performance in the upcoming years.

Enriching Community

At Rushil Decor, we believe that growth comes with a holistic responsibility towards society and our commitment to CSR is designed to have an enduring impact in this direction. Through initiatives facilitated by the Shree Ghanshyam Parivar Trust and other implementing Agencies including the distribution of notebooks, school expansion, and social events, we have made a tangible difference. By focussing on education, orphanage support, environmental stewardship, and essential healthcare services, we are actively shaping a brighter and more sustainable future for communities in need.

Strategic Roadmap for Future Success - Value Creation

Optimising MDF Plant Capacity

- ▶ Improving operational efficiency and resource utilisation in existing plants to achieve optimal capacity utilisation
- ▶ Targeting higher utilisation levels of 90%-95% within the next two years, surpassing the current level of 75% in 2022-23

Expanding Market Presence

- ▶ Augmenting distribution reach through new channel partners and penetrating existing channels further
- ▶ Establishing stronger connections with prominent architects and interior designers, harnessing cutting-edge tools for enhanced engagement

Elevating Product & Service Offerings

- ▶ Integrating customer feedback and staying attuned to evolving trends to differentiate our portfolio
- ▶ Emphasising premiumisation by increasing the contribution of value-added products in the revenue mix
- ▶ Fostering uncompromising dedication to delivering high-quality products and services

In conclusion, I extend heartfelt gratitude to our esteemed Board for their invaluable insights and continued support. I eagerly anticipate their prudent guidance as we embark on our journey. I extend appreciation to our dedicated employees, investors, stakeholders, business associates, and customers for their continued faith and contributions. With proactive thinking and deep understanding of emerging trends, we are well-positioned for future growth and the opportunities that await us.

With best wishes,

Mr. Krupesh Thakkar

Managing Director



Rushil Decor: WHERE AESTHETICS MEET MODERNITY

Rushil Decor's commitment to better living and superior quality shines through our MDF Board and Laminates. Our Company enables customers to experience the transformative power of attractive vibes, as our products enliven spaces with bright colours, captivating textures, and unmatched quality. With our strong manufacturing and engineering capabilities, Rushil Decor empowers the next wave of 'dream' furniture, revolutionising the living space experience. By seamlessly weaving aesthetic appeal with modernity, Rushil Decor creates a harmonious blend that brings style, functionality, and sophistication to every corner of the home.

VIR MDF Board



Product Application



- ▶ Residential & Commercial Furniture
- ▶ Wall Panelling
- ▶ Architectural Mouldings
- ▶ Industrial Products
- ▶ Sports Goods
- ▶ Display Cabinets
- ▶ CNC Routing
- ▶ Flooring
- ▶ Doors & Partition Cornices

Value Proposition



- ▶ German manufacturing technology for superior quality
- ▶ Cutting-edge technology to maximise output with minimal resources
- ▶ Diverse portfolio with customisable options
- ▶ Durable products at competitive prices
- ▶ Certified by Bureau of Indian Standards (BIS)
- ▶ Elegant and aesthetic look with smooth finishing
- ▶ Environmentally friendly materials, crafted from recyclable materials

