

# Visa Steel Ltd.

12 July 2011

BUY

Industry	Metal
Bloomberg Code	VISA IN
NSE/ BSE Code	VISA/532721
CMP (INR)	59
Target (INR)	75
Upside (%)	27
52 week High/Low (INR)	65/33
Market Cap (INR MN)	6,490
3M Avg. Daily Volumes (000)'s	168
EV/EBITDA (FY13e)	3.5x

Key Financials	INRmn				
	FY09	FY10	FY11E	FY12E	FY13E
Net Sales	10,348	11,569	13,059	19,890	24,924
EBITDA	-426	1,831	1,786	3,193	4,108
EBITDA margins (%)	-4.1	15.8	13.7	16.1	16.5
Adj Net Profit	-670	474	514	918	1,756
Net Profit margins (%)	-6.4	4.0	3.9	4.5	6.9
Adj. EPS	-6.1	4.3	4.7	8.3	16.0

We initiate coverage on VISA steel with "BUY" recommendation at INR 59 with a target price of INR 75. Going forward, we believe that company's recent foray in to the high end product line (Billets & Rolled products) would enhance the earnings as well as help the company to de-risk its balance sheet from high leverage which has been a major concern.

## Investment Rationale

### Strategic expansion with better product mix to drive growth

Visa has undertaken massive expansion plans with Phase-wise forward integration to set up an integrated 1 MTPA Special Steel Plant at Kalinganagar in Orissa along with an increase in its power capacity from 75 MW to 375MW. In addition, the company has plans to set up a fully integrated 2.5 MTPA Steel Plant with 500 MW Captive Power Plant at Raigarh in Chhattisgarh. In Kalinganagar the first phase of 0.5 MTPA of Steel Melt Shop (SMS) is expected to begun its commercial production from Q2FY12 and another 0.5 MTPA of Bar & Wire rod mills is expected to commence in Q3FY12. All these expansions with major focus on the value-added products are expected to increase its earnings at a CAGR of 30% till FY13.

### Joint Venture VISA BAO to boost the Ferro chrome business

The company has a 65:35 JV named VISA BAO with China's Baosteel to build a 100,000 tonne Ferro chrome unit at Kalinganagar which will start commercial production by March 2012 and the benefit of the same would be accrued in FY13. An off take agreement with Bao steel will ensure ready market for its Ferro chrome sales. Along with all this, the JV is planning for backward integration, by mining chrome ore through Ghotaringa mining ltd and has started the development work at Dhenkanal, Orissa. Visa Bao also plans to set up chrome ore beneficiation and pelletization facilities which would further boost the bottom line going forward.

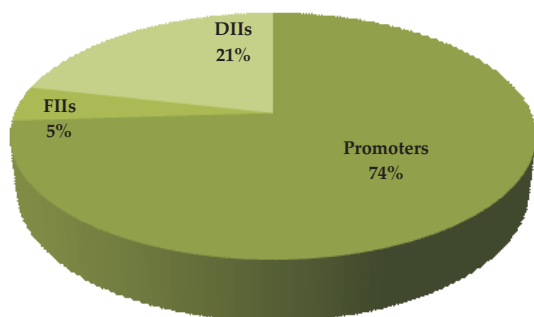
### Backward Integration to strengthen margins

In terms of backward integration the company has been allotted a thermal coal mine with 54 mn tonnes of reserve in Orissa. They also plan to acquire iron ore mines in Orissa going forward. These plans would mitigate the risk of raw material availability and price volatility in long term and result in an increase in its margins gradually till FY14.

## Outlook & Valuation

At CMP of INR 59, the stock is available at EV/EBITDA of 3.5x its FY13e and PE of 3.7x of its FY13e earnings. At this valuation VISA seems to be cheaper compared to its peers, which are available at higher multiple (EV/EBITDA of 4.5x). Considering the volume growth, increase in margins due to integration and additional revenues from the JV with Bao Steel, we recommend "BUY" on Visa with a price target of INR 75.

## Shareholding Pattern (%)



## 1 - Year Stock Performance



**Analysts:**  
Ajit Agrawal | [ajit.agrawal@unicon.in](mailto:ajit.agrawal@unicon.in)



# Visa Steel Ltd.

## Company Description

Visa Steel Ltd (VISA) is a part of the VISA Group founded in 1994 by Mr. Vishambhar Saran and Mrs. Saroj Agarwal. The company is engaged in the manufacturing of pig iron, lam coke, Ferro Chrome, sponge iron, steel and power generation. Apart from India the group has its strong presence in China, Australia, Indonesia, UK, South Africa and Singapore. The company has two subsidiaries, Ghotaringa Minerals Ltd and Visa Bao Ltd.

The 5,000 Crore VISA Group is active in the Steel, Power and International Trading businesses in India



Source: Company Presentation



# Visa Steel Ltd.

## Steel Industry

India is now the fifth-largest producer of steel in the world, behind China, Japan, Russia and the United States. The Indian steel industry is poised for massive expansion on the back of strong demand from the construction, capital goods and automobile sectors, which together account for ~85% of the total domestic demand.

The current per capita consumption of steel in India, at around 40 kgs is very low as compared to 100 kg in Brazil, 250 kg in China and a global average of 198 kg. The wide gap in relative steel consumption indicates that India has great potential to raise its steel consumption to higher levels.

India is expected to become the second largest producer of steel in the world by 2015-16, on account of rich resources base of iron ore, skilled manpower, vast experience of steel making and huge capacity expansion plans being executed in the steel sector. India's steel capacity is expected to increase to more than 120MT in the next 3-4 years and has a target of 293MT by 2020. Investments worth USD 176.5 billion are expected in the sector by 2020. Steel consumption will continue to grow at nearly 12% annually, till 2012, fuelled by demand for construction projects and automobiles. Over the longer term, we expect demand for steel in India to grow at around 7-8% against the global average of 5%.

Steel sector comprises of various intermediary products like Sponge iron, pig iron and value added products like billets and hot & cold rolled long & flat products. The intermediary products have a large un-organised market which caters to players who manufacture value added products.

### Coke

Coke is a derivative of the coking coal and finds major use in the blast furnace. It acts as a reducing agent for the conversion of the iron ore into metal in the smelting process. On the back of higher demand from the integrated steel players and various other user industries, coke prices have remained firm in the last one year. However, floods in Australia, the largest supplier of coking coal in the world has adversely impacted coking coal supply globally, which resulted in an abysmal price rise in coking coal. Recently, international coking coal prices have been negotiated at USD 330 per ton for the April-June quarter. The increase in the price of coking coal is expected to remain high on the back of robust demand at the international market, although the largest supplier of coking coal, Australia has started recovering from the natural calamities.

### Sponge iron

India uses more sponge iron, mainly on account of the ample availability of iron ore and non-coking coal and also due to lack of availability of scrap. In developed countries, scrap is more popular than sponge iron for steel production since it consumes less power and the yield is also higher. India is the world's largest producer of sponge iron, with a production of 20.7 MT in 2010.



# Visa Steel Ltd.

## **Pig iron**

Pig iron is a steel intermediate, available in two grades - commercial/steel grade (used for steel making) and foundry grade (for iron castings). The pig iron industry players can be classified as integrated steel producers (ISPs)/primary producers and secondary producers, based on the grade of pig iron produced. ISPs produce steel grade pig iron with a major portion of the output consumed in-house for producing finished steel. Secondary players produce foundry grade pig iron primarily used in foundries. The automobile sector (which constitutes around 20-25% of pig iron demand from castings), drives demand for pig iron.

## **Rolled Products**

The final products of the steel industry are Rolled products which can further be divided into long products and flat products. Long products are mainly used in the construction industry as well as the auto ancillary & pipe sectors, whereas flat products are used in manufacturing of automobiles and white goods. The continuous demand for the auto industry along with expected demand from the construction and infrastructure will drive the demand for the value added products going forward.

**The end user for value added products are the below mentioned sectors and their performance largely determine the prospects of the steel industry.**

## **Construction Sector**

The construction sector is a major consumer of long-products such as rods, bars/coil sections, wire and reinforcing. The construction industry is expected to regain momentum over the next few years, with the Indian Government laying emphasis on infrastructure development and increasing expenditure on development activities across sectors. The Eleventh Five Year Plan (2007-2012) has allocated investments worth USD 490 billion for the core infrastructure sector, comprising power, roads, highways, railways, ports, airports, mining and irrigation.

## **Automobile Sector**

The automobile sector is a major consumer of flat steel products such as coils, sheets, strips and plates. India is the world's second-largest manufacturer of two wheelers and the fifth-largest manufacturer of commercial vehicles. Passenger vehicle production is expected to grow to 9 million a year in 2020, while two-wheeler production will touch 30 million. Low-cost passenger cars are expected to lend a significant impetus to domestic demand for flat steel products.

## **Pipes Sector**

Oil accounts for 31% of India's total energy consumption and there is unlikely to be any significant scaling down of dependence on these fuels in the next five to ten years. India will account for 10.8% of Asia/Pacific regional oil demand by 2010, while providing 10.2% supply. This sector is expected to raise the demand for the long-products segment-pipelines.



# Visa Steel Ltd.

## Investment Rationale

### Current Facilities at Kalinganagar, Orissa

Facility	Capacity	Status
Pig Iron Plant	225,000 TPA	In operation
Coke Oven Plant	400,000 TPA	In operation
Ferro Chrome Plant	50,000 TPA	In operation
Sponge Iron Plant	300,000 TPA	In operation
Captive Power Plant	50 MW	In operation
Captive Power Plant	25 MW	In operation
Steel Melt Shop	500,000 TPA	In operation
Bar & Wire Rod Mill	500,000 TPA	Under Trial

Source: Company, Unicon Research

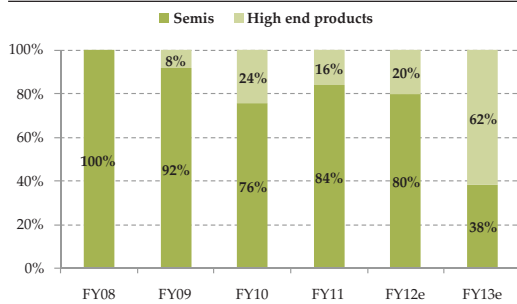
### Strategic expansion with better product mix to drive growth

Visa is well positioned to grab the opportunity of the growing steel demand in the country. The company has undertaken a massive expansion plan with phase wise forward integration to set up an integrated 1 MTPA Special Steel Plant Kalinganagar steel plant in Orissa along with increase its power capacity from 75 MW to 375MW.

The first phase of expansion at Kalinganagar includes 1 MTPA Special Long Product Plant with 375 MW Captive Power Plant. Out of the 1 MTPA, The Company has recently completed with trial run activity at the 0.5 MTPA Steel Melt Shop (SMS) which is expected to start its commercial production by Q2FY12. However the other 0.5 MTPA of Bar & Wire rod Mill is under trial run (which converts Billets in to Rolled products) and is expected to start production from Q3FY12. All these integration in the product line has transformed VISA steel into a forward integrated steel player in the market. Further, VISA has increased captive (thermal) power capacity by 25 MW which has brought the company's current power capacity to 75 MW.

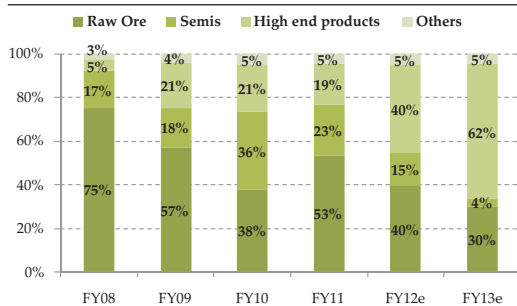
Till date the company was marketing its crude steel products like sponge iron and pig iron to its customers where margins were low as compared to the value added products. Realisation of Sponge and Pig Iron were INR ~16,000/ton & INR ~22,500/ton respectively for FY11 whereas Billet and Rolled products fetch realisation of INR ~30,000/ton & INR ~38,000/ton respectively. Thus the recent addition of value added products (billets and rolled products like angles, spring steel flats, round/bars and wires) in the basket would enable the company to fetch better realisation which would result in significant increase in the margin. Secondly these value added products prices are less volatile as compared to the crude steel prices.

### Product Mix (Volume)



Source: Company, Unicon Research

### Product Mix (Sales)



Source: Company, Unicon Research

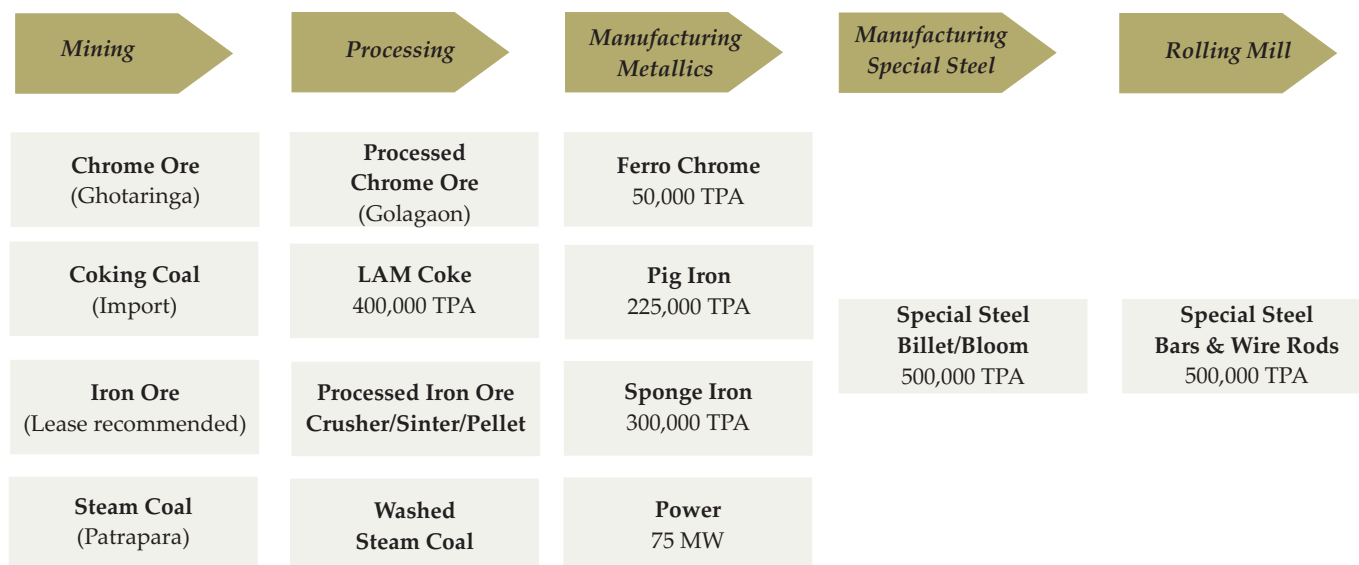
Visa has a captive power (waste-heat-recovery) production capacity of 50 MW which was sufficient for the current capacity. To cater to the new steel capacity (SMS & Bar & Wire Rod Mills), VISA has increased its power capacity from 50MW to 75 MW. The additional 25 MW thermal power plant started its operation from Q1FY12 and is expected to reduce company's dependency on the State Grid.

Visa is also planning a fully integrated 2.5 MTPA Steel Plant with 500 MW Captive Power Plant at Raigarh in Chhattisgarh with a total investment of INR 80 bn. The company has already acquired 280 acre of land in Chhattisgarh and got the environmental clearance. Along with this, the company has been allotted water facilitation from Sapanai river and for power; it has applied for 400 KV from PGCIL.



# Visa Steel Ltd.

## Full integration across the value chain



Source: Company Presentation

Further the company has signed a Memorandum of Understanding (MoU) with the Madhya Pradesh Trade & Investment Facilitation Corporation, a wholly owned undertaking of Government of Madhya Pradesh, for setting up a 1.25 MTPA Integrated Steel Plant with 300 MW Captive Power Plant project with a total investment of INR 40.25bn.

The phase wise expansion plans with strategic product mix would allow the company to utilise rising internal accruals thus reducing the financing costs. We expect all these expansions & integration with major focus on value-added products to drive earnings going forward. We expect its operating income to increase at a CAGR of 30% till FY13.

### Joint Venture VISA BAO to boost the Ferro chrome business

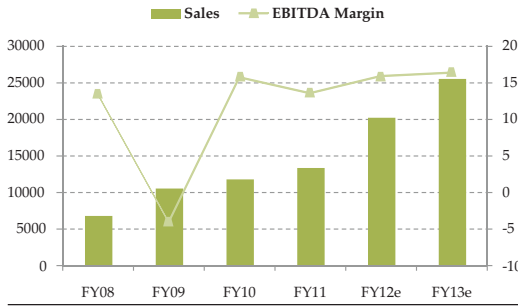
Visa has entered into a joint venture agreement with China's Baosteel Trading to build a 100,000 tonne Ferro chrome unit at Kalinganagar, Orissa. In the VISA BAO JV, VISA has 65% stake and the balance remains with the Bao steel China. The project cost is INR 2.5 bn and it is expected to be operational by March 2012. With this strategic JV, Bao Steel would be able to source its Ferro chrome requirement for its stainless steel production at China and VISA would have an assured off-take of its Ferro chrome production going forward. This would be a positive trigger for both the partners.

This VISA BAO JV is expected to provide VISA Steel an access to technological advancement along with international Ferro chrome market. VISA BAO also has plans to set up chrome ore beneficiation and pelletization facilities and integrate backwards into mining chrome ore.



# Visa Steel Ltd.

## EBITDA Margin



Source: Company, Unicon Research

## Backward Integration to strengthen margins

Visa is presently an unintegrated player and relies entirely on external sources for its raw materials. The company has a tie-up with Orissa Mining Corporation Ltd (OMCL) for its iron ore and chrome ore requirements and has a long term purchase agreements for its coking coal requirement with BHP Billiton, all with quarterly contract prices. For its coal the company has a fuel supply agreement with Mahanadi Coalfields with linkage prices. This exposes the company to volatility in raw material prices and dependency on external sources for availability of raw materials.

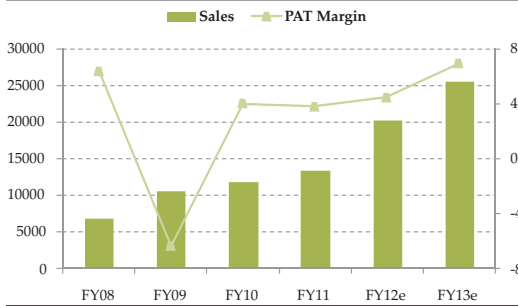
The Company has plans for backward integration to tackle these issues and has already been looking to acquire mining rights in various states. Captive iron ore mining leases in Orissa and Chattishgarh are presently under the process of allotment by the respective Governments.

Further, along with 8 companies, a share of 54 mn tonne steam coal reserve has been jointly allotted at Patrapara Coal Block in Talcher, Orissa to Visa. This mine is expected to be operational in the next 2 to 3 years. A coal block in Chattishgarh is also under consideration for allotment by Ministry of Coal.

A chrome ore deposit in Orissa is being developed through Ghotaringa Minerals Ltd, a subsidiary of Visa. Shareholding of Visa is at 89% and the balance 11% held by Orissa Industries Limited. GML is currently carrying out the development work in an area allotted to ORIND in Dhenkanal, Orissa. This would enable VISA to procure the chrome ore directly from the captive mines which would significantly reduce raw material costs, going forward.

Post the backward integration, Visa would be an integrated player right from mining its own iron ore and coal to manufacturing value added steel products. This will result in an increase in its margins gradually from 20% in FY10 to 30% in FY14.

## PAT Margin



Source: Company, Unicon Research



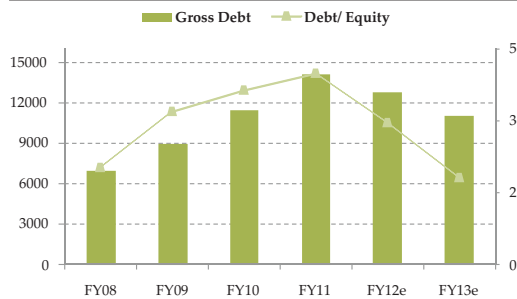
# Visa Steel Ltd.

## Peer Comparison

Company Name	Market Cap	CMP	PE		ROE		EV/EBITDA	
			FY12	FY13	FY12	FY13	FY12	FY13
Jai Balaji Inds. Ltd.	12,577	197	7.9	6.4	13.5	14.5	5.8	4.8
Adhunik Metaliks Ltd.	10,565	86	4.6	3.5	23.0	24.6	6.2	4.2
Prakash Industries Ltd.	9,468	70	3.5	2.5	14.8	17.7	2.3	1.7
Sarda Energy & Minerals Ltd.	8,041	224	6.3	5.6	13.9	14.3	7.0	4.9
Godawari Power & Ispat Ltd.	5,279	166	4.1	3.6	17.9	18.2	4.7	3.9
<b>Visa Steel Ltd.</b>	<b>6,490</b>	<b>59</b>	<b>7.0</b>	<b>3.7</b>	<b>21.2</b>	<b>31.4</b>	<b>5.7</b>	<b>3.5</b>

Source: Bloomberg, Unicon Research

## Leverage



Source: Company, Unicon Research

## Concerns

VISA's current debt to equity stands at 4x with a total debt of INR ~13 bn which is at the higher end. Going forward the management expects to reduce its debt burden to INR 11 bn by FY13 with expected higher revenue. However, continuous rise in the interest rate along with further expansion plans would make the task tough for the company.

In last 6 months, raw material prices for steel (Iron ore, Coal & Coke) has increased significantly due to which the entire metal industry has suffered the margin pressure, mostly unintegrated players. Considering the risk, steel players have started taking initiative to tap captive mines. However delay in approval for mining by GoI and issues related to clearance for mining from environment & forest ministry has made it tough.

## Outlook & Valuation

At CMP of INR 59, the stock is available at EV/EBITDA of 3.5x its FY13e and PE of 3.7x of its FY13e earnings. At this valuation VISA seems to be cheaper compared to its peers, which are available at higher multiple (EV/EBITDA of 4.5x). Considering the volume growth, increase in margins due to integration and additional revenues from the JV with Bao Steel, we recommend "BUY" on Visa with a price target of INR 75.





# Visa Steel Ltd.

## Summarised Financials and Ratios

Income Statement	INRmn				
	FY09	FY10	FY11E	FY12E	FY13E
Gross Sales	10,569	11,983	13,404	20,415	25,581
Excise duty	221	414	344	525	657
<b>Net Sales</b>	<b>10,348</b>	<b>11,569</b>	<b>13,059</b>	<b>19,890</b>	<b>24,924</b>
Raw Materials Consumed	8,149	6,866	8,010	11,419	14,424
% to Sales	0.8	0.6	0.6	0.6	0.6
Manufacturing Expenses	654	673	676	1,034	1,296
% to Sales	0.1	0.1	0.1	0.1	0.1
<b>Total Op. Exp.</b>	<b>10,774</b>	<b>9,738</b>	<b>11,273</b>	<b>16,698</b>	<b>20,816</b>
<b>EBITDA</b>	<b>-426</b>	<b>1,831</b>	<b>1,786</b>	<b>3,193</b>	<b>4,108</b>
Other Income	161.1	263.8	269.8	338.1	498.5
Depreciation	308	468	482	1,176	1,191
<b>EBIT</b>	<b>-734</b>	<b>1,363</b>	<b>1,304</b>	<b>2,017</b>	<b>2,917</b>
Interest	428	770	709	1,208	1,012
<b>PBT</b>	<b>-1,001</b>	<b>857</b>	<b>865</b>	<b>1,147</b>	<b>2,403</b>
Tax Provision	-331	383	351	229	481
<b>PAT</b>	<b>-670</b>	<b>474</b>	<b>514</b>	<b>918</b>	<b>1,756</b>
% to Sales	-0.1	0.0	0.0	0.0	0.1

Cash flow Statement	INRmn				
	FY09	FY10	FY11E	FY12E	FY13E
PBT	-1,001	857	865	1,147	2,403
Add: Depreciation	308	462	482	1,176	1,191
Interest	428	770	709	1,208	1,012
Less: Direct Taxes Paid	-4	-96	-55	-229	-481
Increase in Working Capi	2,410	-87	2,480	2	1,241
Other Miscellaneous	2	-1	2	0	0
<b>CF from Operations</b>	<b>2,170</b>	<b>1,932</b>	<b>4,508</b>	<b>3,304</b>	<b>5,534</b>
(Pur) / Sale of Fixed Assets	-3,541	-3,107	-6,260	-600	-300
(Pur.) / Sale of Investments	-296	-296	-10	0	0
Other Miscellaneous	0	0	0	0	0
<b>CF from Investments</b>	<b>-3,836</b>	<b>-3,403</b>	<b>-6,270</b>	<b>-600</b>	<b>-300</b>
Change in Networth	0	0	0	0	0
Change in Loan Fund	1,942	2,498	2,654	-1,323	-1,700
Less: Interest Paid	-428	-770	-709	-1,208	-1,012
Dividend Paid	0	-129	-129	-129	-129
Other Miscellaneous	0	0	0	0	0
<b>CF from Fin. activities</b>	<b>1,514</b>	<b>1,599</b>	<b>1,816</b>	<b>-2,659</b>	<b>-2,841</b>
<b>Net Change in Cash</b>	<b>-153</b>	<b>129</b>	<b>53</b>	<b>45</b>	<b>2,393</b>

Source : Company, Unicon Research

Balance Sheet	INRmn				
	FY09	FY10	FY11E	FY12E	FY13E
Net Assets	7,781	8,136	7,715	20,738	19,847
CWIP	5,410	7,700	13,900	300	300
<b>Current Assets</b>					
Inventories	3,565	3,417	3,957	5,967	7,477
Sundry Debtors	824	649	479	796	997
Cash & Bank Balances	704	833	888	933	3,326
Other Current Assets	0	0	0	0	0
Loans & Advances	1,259	1,434	1,613	2,457	3,079
<b>Current Liabilities</b>					
Current Liabilities	8,147	7,780	10,808	13,923	17,447
Provisions	7	139	141	199	249
Net Working Capital	-1,802	-1,587	-4,012	-3,969	-2,817
<b>Total assets</b>	<b>11,745</b>	<b>14,875</b>	<b>18,213</b>	<b>17,679</b>	<b>17,940</b>
Share Capital	1,100	1,100	1,100	1,100	1,100
Reserves	1,701	2,049	2,435	3,224	4,851
Preference Capital	0	0	0	0	0
Secured Loans	8,892	11,077	13,731	12,408	10,708
Unsecured Loans	38	350	350	350	350
Def. Tax Liabilities	14	301	597	597	597
<b>Total Liabilities</b>	<b>11,745</b>	<b>14,875</b>	<b>18,213</b>	<b>17,679</b>	<b>17,940</b>

Key Ratios	INRmn				
	FY09	FY10	FY11E	FY12E	FY13E
<b>Profitability &amp; Margins (%)</b>					
EBITDA Margin	-4.1	15.8	13.7	16.1	16.5
EBIT Margin	-7.1	11.8	10.0	10.1	11.7
Pre-tax Margin	-9.7	7.4	6.6	5.8	9.6
PAT Margin	-6.4	4.0	3.9	4.5	6.9
EPS	-6.1	4.3	4.7	8.3	16.0
Growth %	NA	NA	8.4	78.5	91.3
RoE	-23.9	15.1	14.5	21.2	31.4
RoCE	-6.2	9.2	7.2	11.4	16.3
<b>Leverage (x)</b>					
Debt / Equity	3.2	3.6	4.0	3.0	1.8
Interest Coverage	-1.7	1.8	1.8	1.7	2.9
Current Ratio	0.8	0.8	0.6	0.7	0.8
<b>Valuations (x)</b>					
EV/Sales	1.4	1.4	1.5	0.9	0.6
EV/EBITDA	NA	9.3	11.0	5.7	3.5
P/E	NA	13.6	12.6	7.0	3.7
P/BV	2.3	2.1	1.8	1.5	1.1



# Visa Steel Ltd.

## Research Recommendation 2010

Date of Recommendation	Company Name	Report Type	Sector	Recommendation	Recommended Price
30-Jun-11	Tecpro Systems Ltd.	Investment Idea	Material Handling	Buy	250.0
16-May-11	Camson Biotechnologies Ltd.	Investment Idea	Agri Biotech	Buy	116.0
4-May-11	Ganesh Polytex Ltd.	Initiating Coverage	Waste Recycling	Buy	62.0
28-Apr-11	CESC Ltd.	Initiating Coverage	Power	Buy	311.0
1-Apr-11	Unity Infraprojects Ltd.	Investment Idea	Infrastructure	Buy	69.0
31-Mar-11	Rolta India Ltd.	Investment Idea	IT/ITeS	Buy	139.0
29-Mar-11	West Coast Paper Mills Ltd.	Investment Idea	Paper & Paperboard	Buy	77.0
7-Mar-11	Hindusthan National Glass & Industries Ltd.	Initiating Coverage	Glass	Buy	212.0
28-Feb-11	Deepak Fertilisers & Petrochemicals Ltd.	Initiating Coverage	Fertilisers	Buy	152.0
3-Feb-11	Ceat Ltd.	Investment Idea	Auto Ancillaries	Buy	109.0
31-Jan-11	MIC Electronics Ltd.	Initiating Coverage	Led Display & Lighting	Buy	31.6
12-Jan-11	Diamond Power & Infrastructure Ltd.	Initiating Coverage	Power	Buy	193.0
31-Dec-10	Hathway Cable & Datacom Ltd.	Initiating Coverage	Media	Buy	164.0
31-Dec-10	Jindal Poly Films Ltd.	Investment Idea	Packaging	Accumulate	525.0
31-Dec-10	Allahabad Bank	Investment Idea	Banking	Buy	225.0
22-Dec-10	Sasken Communication Tech. Ltd.	Investment Idea	IT	Buy	168.0
30-Nov-10	Banco Product	Initiating Coverage	Auto	Buy	93.0
30-Nov-10	Allcargo Global Logistics	Investment Idea	Shipping & Logistics	Buy	155.0
18-Nov-10	Jyoti Structure	Investment Idea	Power	Buy	137.0
16-Nov-10	Pennar Industries	Investment Idea	Steel	Buy	49.0
3-Nov-10	HSIL Ltd.	Initiating Coverage	Building Product	Buy	141.0
27-Oct-10	IDBI Bank	Initiating Coverage	Banking	Buy	171.0
26-Oct-10	MSP Steel and Power	Initiating Coverage	Steel	Buy	72.0
29-Sep-10	Nakoda Textiles	Investment Idea	Textiles	Buy	15.0
16-Sep-10	Kajaria Ceramics	Investment Idea	Ceramic Tiles	Buy	70.0
15-Sep-10	Gokul Refoils	Investment Idea	Food Processing	Accumulate	97.3
14-Sep-10	Aqua Logistic	Investment Idea	Logistic	Hold	59.1
31-Aug-10	Lakshmi Precision Screws	Investment Idea	Fastner	Accumulate	79.8
27-Aug-10	BGR Energy System	Initiating Coverage	Power	Buy	786.0
30-Jul-10	Patel Engineering	Initiating Coverage	Infrastructure	Buy	416.0
26-Jul-10	KPR Mills Ltd.	Investment Idea	Textiles	Accumulate	156.0
14-Jul-10	IDBI Bank	Investment Idea	Banking	Accumulate	125.0
9-Jul-10	Opto Circuit	Initiating Coverage	Healthcare	Buy	243.0
26-Jun-10	BGR Energy System Ltd.	Investment Idea	Capital Goods	Accumulate	697.0
23-Jun-10	Biocon Ltd.	Investment Idea	Pharmaceuticals	Buy	321.0
19-Jun-10	Emmbi Polyarns	Investment Idea	Packaging	Buy	15.6
18-Jun-10	Indian Bank	Investment Idea	Banking	Buy	221.0
17-Jun-10	Diamond Power & Infrastructure Ltd.	Investment Idea	Power Ancillary	Accumulate	196.0
12-Jun-10	Man Industries	Investment Idea	Steel Pipes	Buy	85.0
5-Jun-10	Usher Agro	Investment Idea	Food Processing	Buy	79.0
10-May-10	Greaves Cotton	Investment Idea	Construction	Buy	67.0
30-Apr-10	Indraprastha Gas Ltd.	Initiating Coverage	Gas Distribution	Buy	233.0
16-Apr-10	Heidelberg Cement	Investment Idea	Cement	Accumulate	59.0
16-Apr-10	KEC International Ltd.	Investment Idea	Power Transmission	Accumulate	570.0
16-Apr-10	Piramal Glass Ltd.	Investment Idea	Packaging	Accumulate	97.0
7-Apr-10	Setco Automative	Investment Idea	Auto Ancillaries	Buy	90.0
6-Apr-10	Den Networks	Investment Idea	Media	Accumulate	197.0
5-Apr-10	Arshiya International	Investment Idea	Logistic	Buy	204.0
22-Feb-10	Patni Computer	Initiating Coverage	IT	Buy	475.0
6-Feb-10	Shree Cement Ltd.	Initiating Coverage	Cement	Buy	1995.0



# Visa Steel Ltd.

## Unicon Investment Ranking Methodology

Rating	Buy	Accumulate	Hold	Reduce	Sell
Return Range	>= 20%	10% to 20%	-10% to 10%	-10% to -20%	<= -20%

## Disclaimer

This document has been issued by Unicon Financial Intermediaries Private Limited (“UNICON”) for the information of its customers only. UNICON is governed by the Securities and Exchange Board of India. This document is not for public distribution and has been furnished to you solely for your information and must not be reproduced or redistributed to any other person. Persons into whose possession this document may come are required to observe these restrictions. The information and opinions contained herein have been compiled or arrived at based upon information obtained in good faith from public sources believed to be reliable. Such information has not been independently verified and no guarantee, representation or warranty, express or implied is made as to its accuracy, completeness or correctness. All such information and opinions are subject to change without notice. This document has been produced independently of any company or companies mentioned herein, and forward looking statements; opinions and expectations contained herein are subject to change without notice. This document is for information purposes only and is provided on an “as is” basis. Descriptions of any company or companies or their securities mentioned herein are not intended to be complete and this document is not, and should not be construed as an offer, or solicitation of an offer, to buy or sell or subscribe to any securities or other financial instruments. We are not soliciting any action based on this document. UNICON, its associate and group companies its directors or employees do not take any responsibility, financial or otherwise, of the losses or the damages sustained due to the investments made or any action taken on basis of this document, including but not restricted to, fluctuation in the prices of the shares and bonds, reduction in the dividend or income, etc. This document is not directed to or intended for display, downloading, printing, reproducing or for distribution to or use by any person or entity who is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, reproduction, availability or use would be contrary to law or regulation or would subject UNICON or its associates or group companies to any registration or licensing requirement within such jurisdiction. If this document is inadvertently sent or has reached any individual in such country, the same may be ignored and brought to the attention of the sender. This document may not be reproduced, distributed or published for any purpose without prior written approval of UNICON. This document is for the general information and does not take into account the particular investment objectives, financial situation or needs of any individual customer, and it does not constitute a personalised recommendation of any particular security or investment strategy. Before acting on any advice or recommendation in this document, a customer should consider whether it is suitable given the customer’s particular circumstances and, if necessary, seek professional advice. Certain transactions, including those involving futures, options, and high yield securities, give rise to substantial risk and are not suitable for all investors. UNICON, its associates or group companies do not represent or endorse the accuracy or reliability of any of the information or content of the document and reliance upon it is at your own risk.

UNICON, its associates or group companies, expressly disclaims any and all warranties, express or implied, including without limitation warranties of merchantability and fitness for a particular purpose with respect to the document and any information in it. UNICON, its associates or group companies, shall not be liable for any direct, indirect, incidental, punitive or consequential damages of any kind with respect to the document. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, on any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of Unicon Financial Intermediaries Private Limited.

Address:

Wealth Management

Unicon Financial Intermediaries Pvt. Ltd.

3rd Floor, VILCO Center, Opp Garware House,

8, Subhash Road, Vile Parle (East), Mumbai - 400057.

Ph: 022-33901234

Email: [wealthresearch@unicon.in](mailto:wealthresearch@unicon.in)

Visit us at [www.unicon.in](http://www.unicon.in)

