





# COMPANY BACKGROUND





## Company Background

Incorporated in May 1959 as a private limited company named Bharat Fertilisers & Industrial Ltd

Primarily engaged in the manufacturing of chemicals and agriculture fertilizers

Company manufactures Sulphuric Acid, Single Super Phosphate (SSP), Granulated Single Super Phosphate (GSSP), Sodium Silico Fluoride and Ferric Alum Solid

Company has one plant located at Kharivali Village, Wada Taluka, Thane (Maharashtra)

Licensed to manufacture 33000 tonne per annum Sulphuric Acid, 132000 tonne per annum SSP and 99000 tonne per annum GSSP

Marketing tie ups with the Chambal Fertilizers & Chemicals Ltd for 30000 MT and India Potash Ltd for 30000 MT

Company has made a big leap by making foray into Realty Sector to construct both residential and commercial complex

Changed its name from Bharat Fertilisers & Industrial Ltd to Bharat Agri Fert & Realty Ltd in 2012

Company has big projects in pipeline in realty sector to encash

Company has issued interim dividend of Rs 2.5 and final dividend of Rs 2.5





# PROFILE OF PROMOTERS





## Profile of Promoters

Mr. Yogendra D Patel

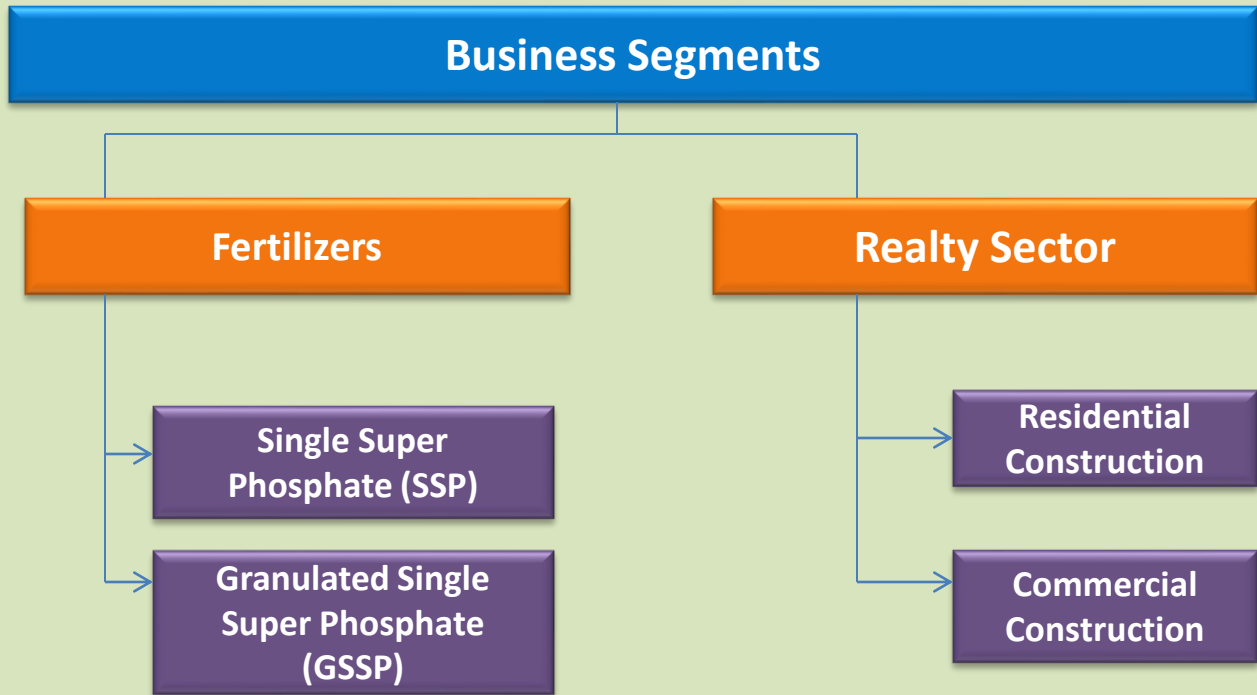
He is a Chemical Engineer working as a Chairman & Managing Director for last 20 Years having wide technical and practical experience in SSP industry as he has single handed developed & set up project in a backward area in Thane District in 1985 and till today it is in up-to-date condition and in operating achievement of 100% capacity utilization if all parameters are achieved. all the company's plants are having valid pollution consent and there is no pollution threat for fertilizer complex as the same is under his operating supervision. similarly he has ventured into real estate business in 2008-09 by diversifying into realty business when the company's financial position was not stable due to delay in subsidy and non remunerative policy by GOI. Accordingly it is under his able leadership the company has turn the table and gained sufficient experience and branding of their residential project in Majiwada, Thane and thereby making strong financial foundation to their shareholders and with future vision it will develop in other states. Also he has entered into agriculture sector thereby planning to cultivate grass plantation such as Citronella, Pachholi, Palmarosa etc in a surplus land of 100 acres in next 3-4 yrs and will extract perfumery oil from such grass plantation. he the chief promoter of company having 68% equity of the company.





# BUSINESS OVERVIEW





## Key Attributes

- Well established player in Fertilizers industry
- Technologically upgraded production plant
- Continuous endeavor on cost reduction
- Marketing tie ups with the different companies
- Well Planned foray into realty space

Company's recent foray into realty sector will advance growth for the company at a much faster pace in the upcoming years





# Products

Company manufactures Sulphuric Acid, Single Super Phosphate (SSP), Granulated Single Super Phosphate (GSSP), Sodium Silico Fluoride and Ferric Alum Solid

## Single Super Phosphate (SSP)



## Granulated Single Super Phosphate



## Ferric Alum Solid



## Sodium Silico Fluoride







# PLANT LOCATION & CAPACITY





## Plant Location and Capacity

Company is primarily engaged in the production of Sulphuric Acid, Single Super Phosphate (SSP), Granulated Single Super Phosphate (GSSP), Sodium Silico Fluoride and Ferric Alum Solid

It has one plant located at Kharivali Village, Wada Taluka, Thane (Maharashtra) to manufacture fertilizers both in powder and granulated form having licensed capacity given below:

Name of the Fertilizers	Licensed capacity MTs	Installed Capacity MTs
Sulphuric Acid	100000	33000
Single Super Phosphate (SSP)	132000	132000
Granulated Single Super Phosphate (GSSP)	99000	99000
Sodium Silico Fluoride	660	660
Ferric Alum Solid	26400	26400





# REAL ESTATE PROJECT





## Construction at Majiwada, Thane

### Phase-1

Total area 3.2 Lac Sq Ft

Construction already completed & sold

Total capex Rs100 Cr

### Phase-2

Total area 2.8 Lac Sq Ft

Under construction & will be completed in 3-4 years

Total capex required Rs150 Cr



*Company's entry into realty sector is a considered to be the turning point and turnaround for the company as whole*

*Company is constructing residential and commercial complex at Majiwada, Thane to be named "ShivSai Paradise"*

*Owens 6.25 acres of surplus land at majiwda, Thane which being utilized for the construction activities*

*Company has already completed Phase-1 project with the total cost of Rs100 Cr and sold out in the market*

*Phase-2 project will be completed in the next 3-4 years with the total capex of Rs150 Cr where around Rs35-40 Cr will be capitalized each year*

*Also developing ultra modern office complex in small and medium size tenements for professionals, Advocates, Solicitors etc in Mumbai*





# SWOT ANALYSIS





## Opportunities

- Entry into Real estate sector where company has already completed phase-1 and phase-2 is under construction
- Farming of aromatic plants used to make perfumes
- Increase in the demand for the SSP and GSSP in future

## Threats

- Increment in the raw material price
- Changes in the government policy
- Economic cycle

## Strengths

- Well established player in fertilizers business where it produces SSP and GSSP products
- Marketing tie ups with the Chambal Fertilizers & Chemicals Ltd for 30000 MT(30Cr) and India Potash Ltd for 30000 MT (30Cr)
- Marketing products in its own brand “Bharat” for minimum quantity of 20000 MT
- Entry into real estate sector
- land bank of over 250 acre at Wada, Thane
- Completely debt free company on the balance sheet

## Weaknesses

- Inventory management especially in real estate





# INDUSTRY SNAPSHOT





## Components of Fertilizer Industry

### Fertilizer Industry

N- Nitrogen

P-Phosphorous

K-Potassium

S- Sulphur

## Fertilizer Industry Outlook

*India is the 3rd largest fertilizer producer in the world as India is still a agricultural economy*

*It is the basic need for agricultural production and development*

*Industry is highly dependent on the Imported Raw Material for production as India has scarcity in raw material production*

*Fertilizer industry is highly subsidized by the Government of India to support agriculture and livelihood of the dependent*

*India is also engaged in the import of the finished fertilizers as a result of inefficiency in the production*

*India is meeting 80% of its urea requirement through indigenous production but is largely import dependent for its requirements of phosphatic and potassic (P & K) fertilizers*

*Government of India has implemented Nutrient Based Subsidy (NBS) in 2010, revised in May,2013 to promote more balanced nutrient consumption and to reduce subsidy burden gradually*

The ultimate aim of NBS policy is to gradually decontrol the price of Urea and to bring down the subsidy burden of the government in a phased manner







## Roles of SSP Components

Phosphorus	Sulphur
<ul style="list-style-type: none"> <li>Plant Growth</li> <li>Root Development</li> <li>Enhance crop maturation</li> <li>Quality &amp; yield improvement</li> </ul>	<ul style="list-style-type: none"> <li>Oil synthesis</li> <li>Formation of enzymes &amp; vitamins</li> <li>Increase crop yield from 20 to 25% in S deficit soil</li> <li>Protein formation</li> <li>Promotes nodulation in legumes for N-fixation</li> </ul>

## Single Super Phosphate (SSP)

*India has acute Sulfur Malnutrition in soils leading to sluggish Productivity*

*Sulfur demand of crops can be met by using fertilizers like Single Super Phosphate (SSP)*

*SSP helps to protect the soil from disintegration and mostly used at the time of preparation of land*

*It essential fertilizer for crops like Oilseeds, Pulses, Sugarcane, Vegetables, Tea etc for the growth and higher yield purpose*

*SSP is a lowest priced fertilizer on a per kg basis and therefore more suitable for the small and marginal farmers*

*Continues rise in the price of DAP (Diammonium phosphate) which is the substitute of SSP has made SSP being more in demand due to low price*

*There are chances that SSP usage will be nearly doubled as farmers are not willing to spend on DAP*





## Real Estate Industry

*Metropolitan cities in India are fast becoming a hub of industrial parks, high rises, residential complexes, sprawling malls and huge commercial complexes*

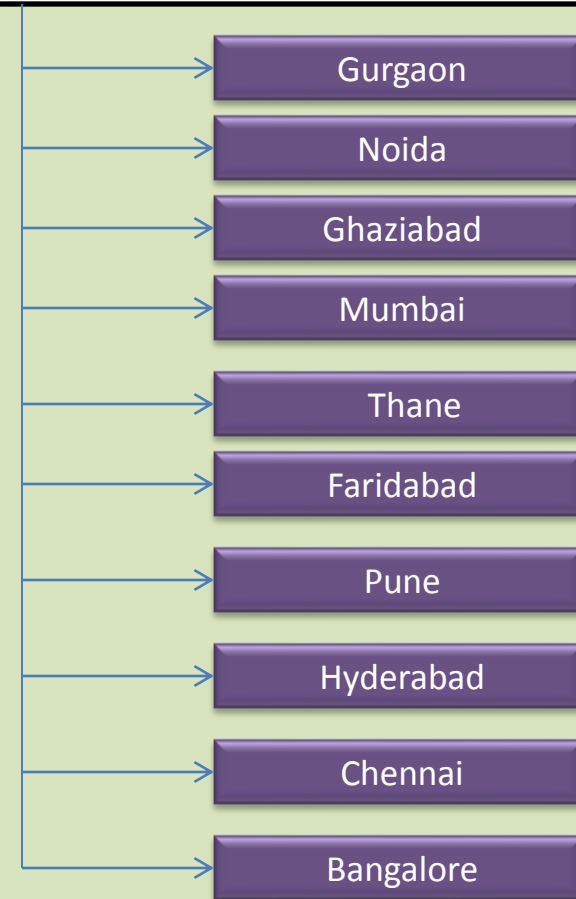
*Rising incomes, demographic changes, urbanization, changing lifestyles are some of the main cause for rapid development of the real estate*

*India is on the verge of witnessing a sustained growth in infrastructure build up*

*The construction industry has been witness to a strong growth wave powered by large spends on housing, road, ports, water supply, rail transport and airport development*

*The Planning Commission of India has proposed an investment of around US\$ 1 trillion in the Twelfth five-year plan (2012-2017), which is double of that in the Eleventh five-year plan*

## Top 10 Hot Property Markets





# SHAREHOLDING PATTERN





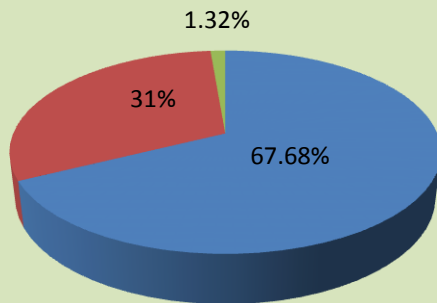
# Shareholding Pattern

As on 31<sup>st</sup> March, 2013

Category	No of Shareholders	No of Shares	No of Shares in Dmat Form	Percentage
Promoters	13	3577174	3577174	67.68%
Corporate Bodies	64	69822	66692	1.32%
Individuals	4685	1638415	1039102	31.00%
Banks/FI	1	100	100	0.00%
<b>Total</b>	<b>4763</b>	<b>5285511</b>	<b>4683068</b>	<b>100.00%</b>

## Shareholding Pattern

■ Promoter & Promoter Group ■ Public ■ Corporate Bodies





# FINANCIALS HIGHLIGHTS





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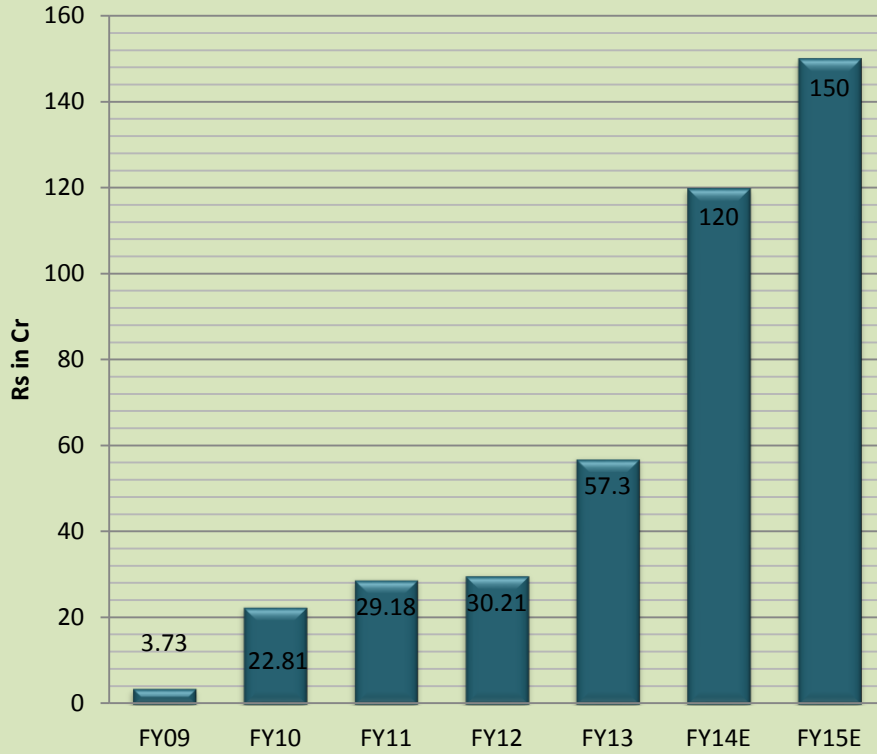
P&L (Rs in Cr)	Mar-09	Mar-10	Mar-11	Mar-12	Mar-13
<b>Revenue</b>	<b>3.73</b>	<b>22.81</b>	<b>29.35</b>	<b>30.21</b>	<b>57.268</b>
Other Income	0.03	0.34	--	0.36	1.847
<b>Total Income</b>	<b>3.76</b>	<b>23.15</b>	<b>29.35</b>	<b>30.57</b>	<b>59.115</b>
Expenditure	-3.49	-16.33	-8.52	-17.76	-31.058
Interest	-0.52	-0.3	-0.06	-0.44	0.361
PBDT	-0.24	6.51	20.77	12.37	27.696
Depreciation	-0.91	-0.33	-0.54	-0.52	-0.852
<b>PBT</b>	<b>-1.15</b>	<b>6.19</b>	<b>20.23</b>	<b>11.85</b>	<b>26.844</b>
Tax	-0.27	-0.77	-3.58	-2.47	5.968
<b>Net Profit</b>	<b>-1.41</b>	<b>5.41</b>	<b>16.65</b>	<b>9.38</b>	<b>20.876</b>
Equity	5.29	5.29	5.29	5.29	5.29
Reserves	2.45	4.31	4.17	24.73	42.27
<b>EPS</b>	<b>-2.67</b>	<b>10.24</b>	<b>31.5</b>	<b>17.75</b>	<b>39.46</b>



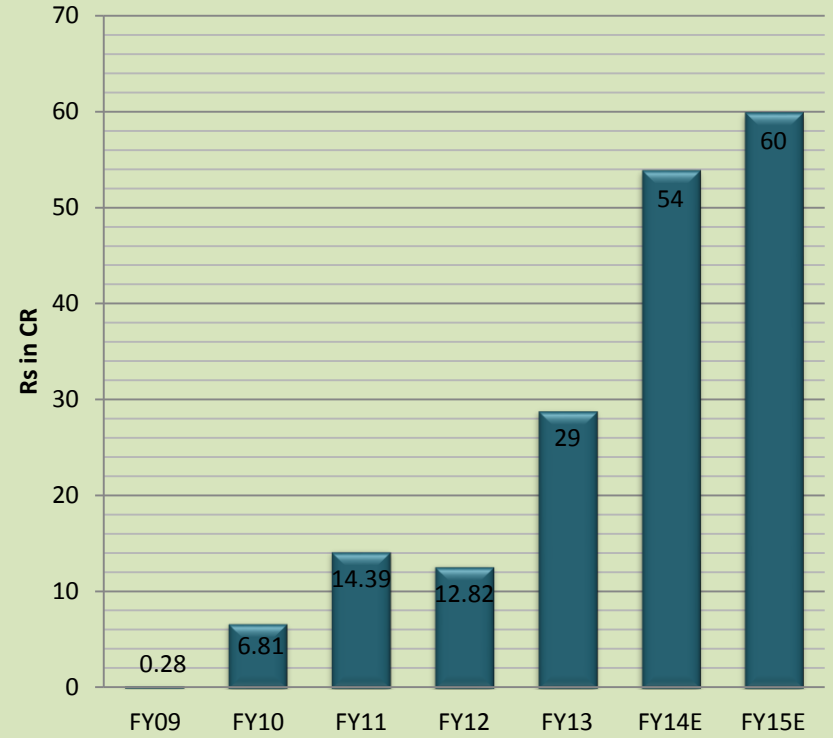


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■ Net Sales (Rs in Cr)

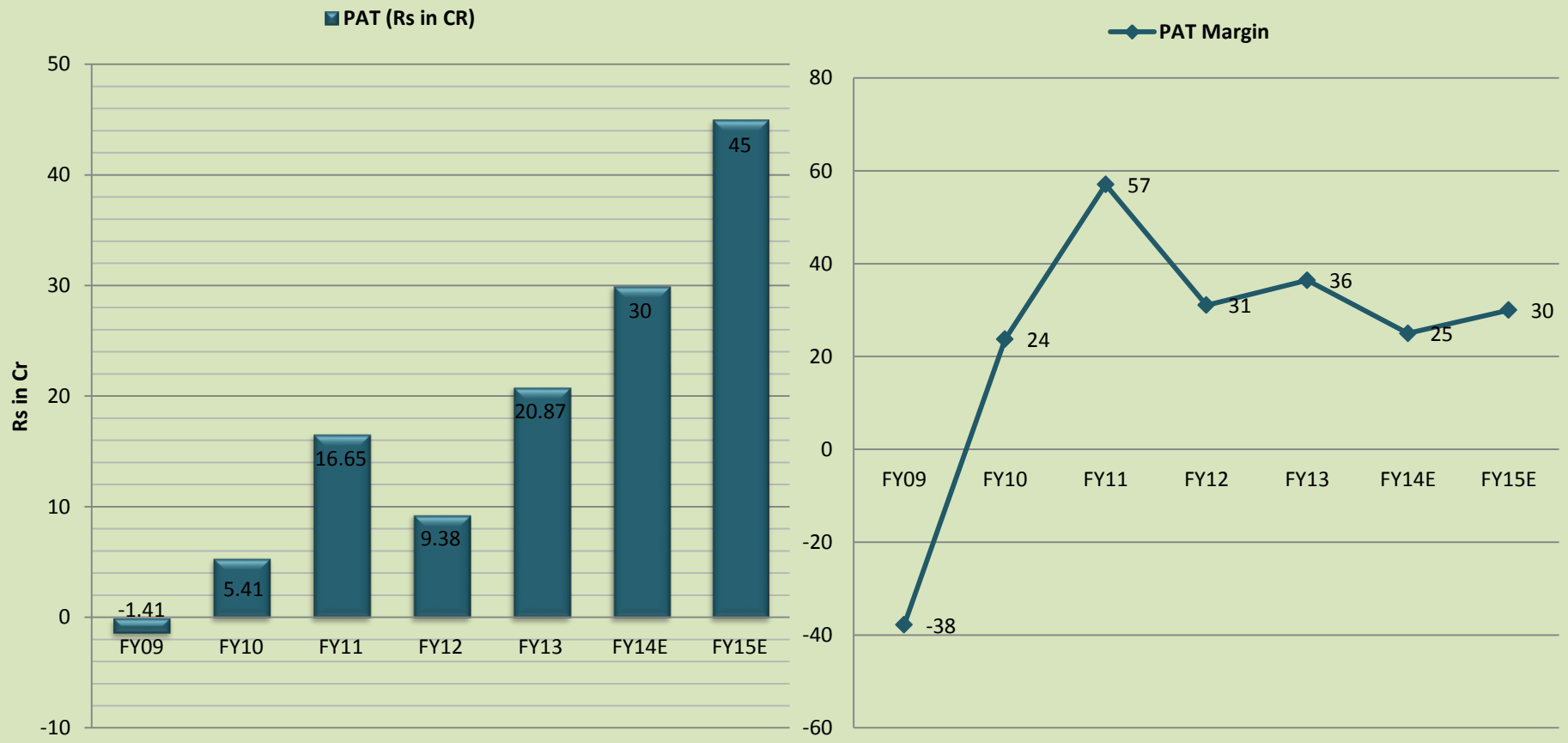


■ EBITDA (Rs in Cr)





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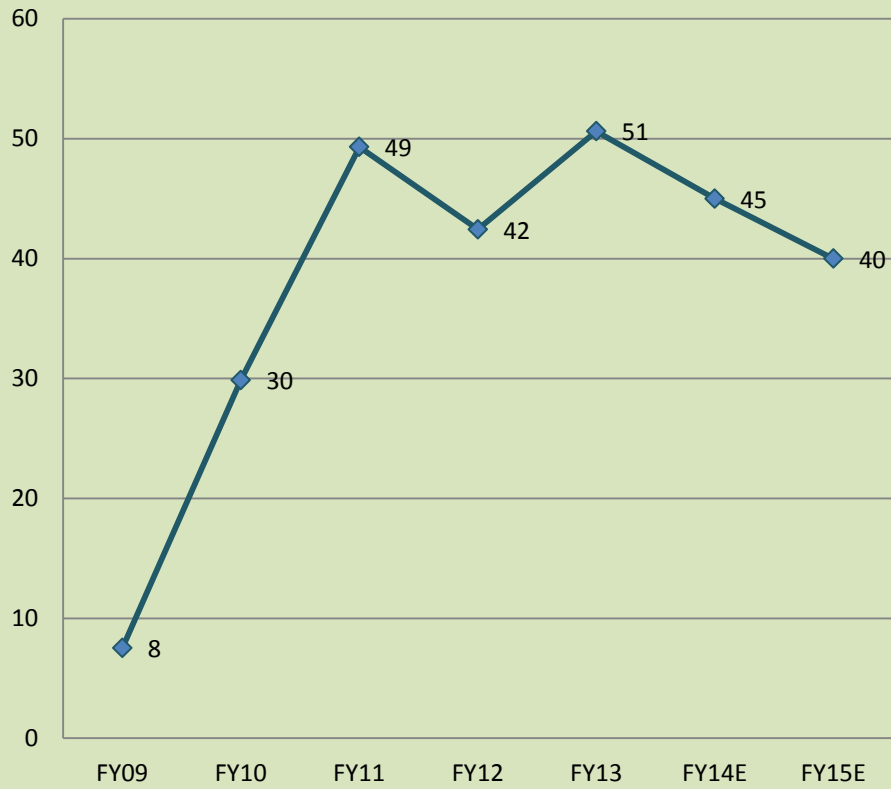




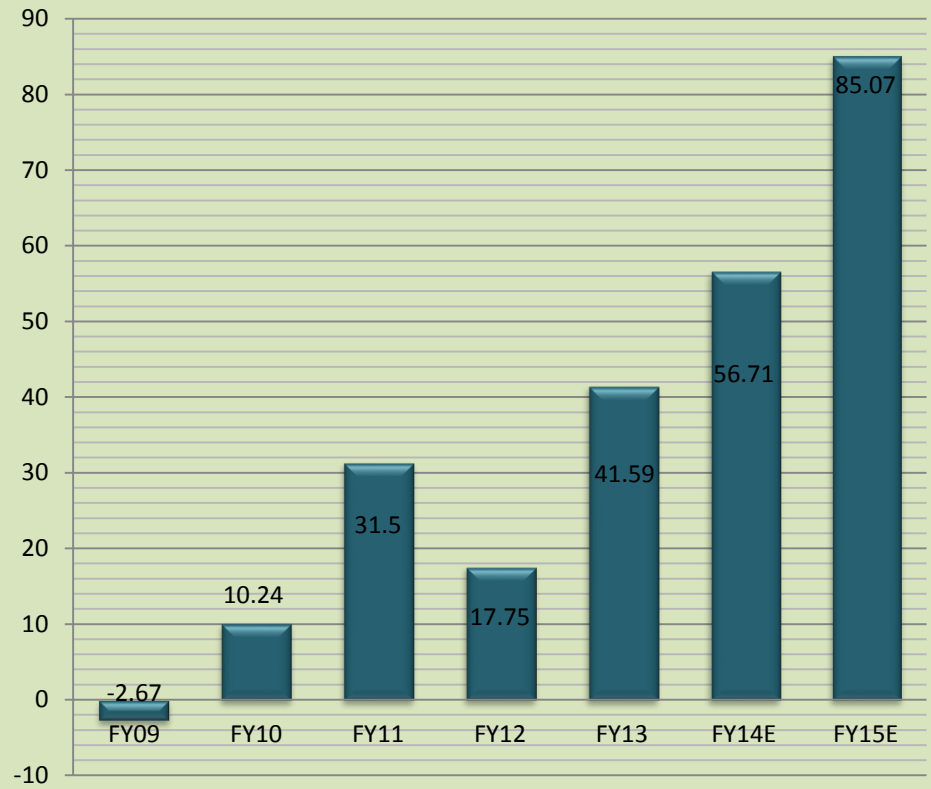


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EBITDA Margin



EPS





## Expected Future Expansions

### Fertilizers

*Company has one fertilizer production plant at Kharivali village, Thane*

*It is considering on to established another plant in the states of Gujarat, Madhya Pradesh, Rajasthan*

*New production plant will be based on the feasibility and suitability for plant location*

*It is expected that the demand for the SSP will increase significantly in future*

### Realty Sector

*Company's entry into the realty sector is considered to be the darling business*

*Apart from the Thane project company is planning to enter into the construction activities in Ahmedabad, Baroda, Surat, Pune, Nasik etc*

*As above said cities are growing fast therefore company is looking to start its projects*

*Company is also developing ultra modern complex required for professionals*

Company is also entering into farming field where it will cultivate aromatic plants on its surplus land of 120 acre available at Wada. However initially it will be done on experimental basis to identify potential





THANK YOU

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