



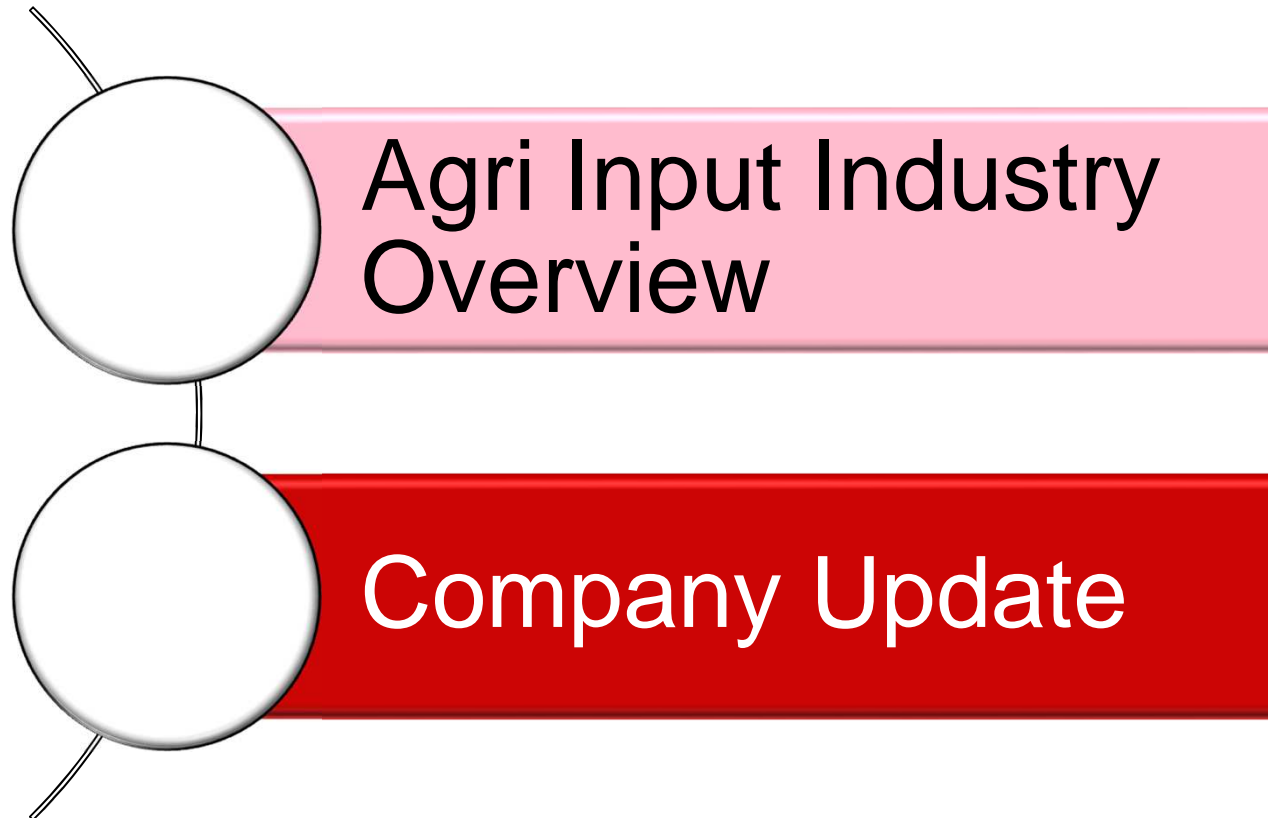
Investor Presentation

June , 2014

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AGRI INPUT INDUSTRY OVERVIEW

GLOBAL SCENARIO

Global Mega Trends

Rising Food Demand

- Global Food demand to increase 1.5x by 2030
- Changing dietary patterns, especially in developing countries

Limited Resources

- Limited land and labor availability
- Degradation of soil quality

High volatility in food prices with an upward trend

- Global staple food prices have doubled as compared with 2000 levels

Innovation to drive productivity

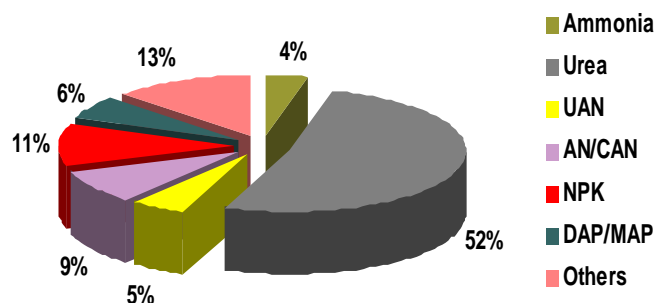
- Commercial and small farm productivity increases to drive supply growth
- Innovation in inputs technology to drive supply

Increased Value Chain Coordination

- Coordination across value chain – improve farm extension, market linkage, infrastructure

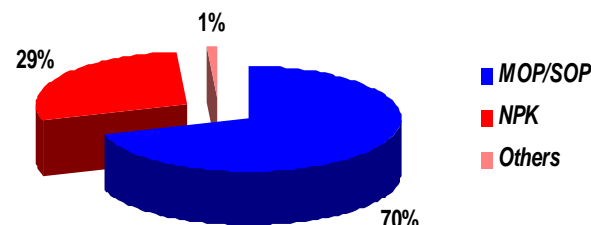
World N,P,K Fertilizer Market

"N" World Market



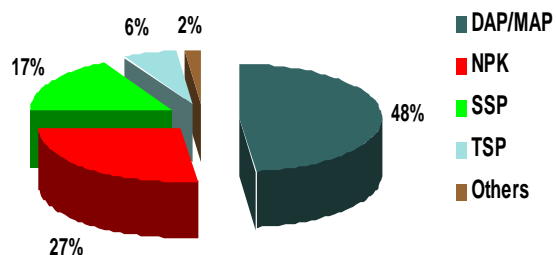
"N" Market is 108 Million MT

"K" World Market



"K" Market is 29 Million MT

"P" World Market



"P" Market is 41 Million MT

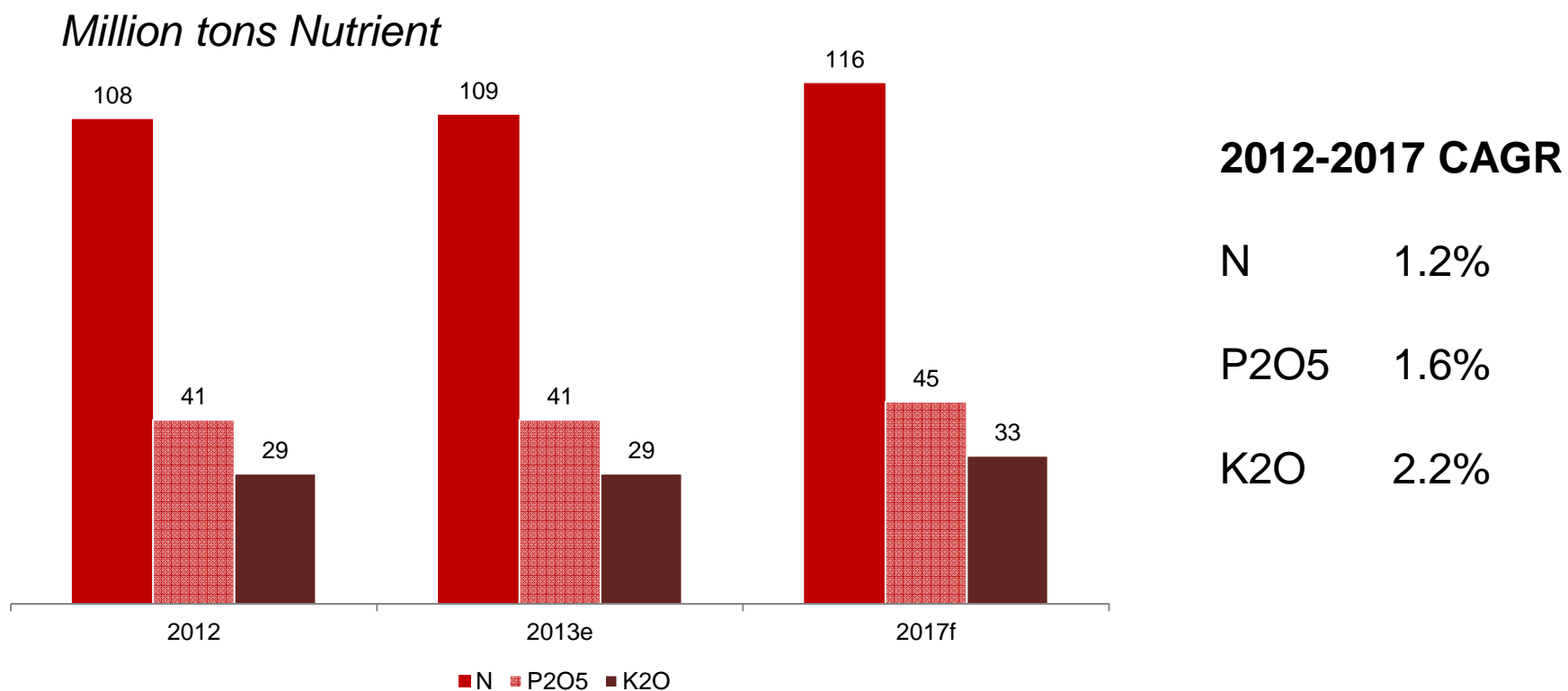
Global Fertiliser Industry:

- India and China account for 40% of global consumption

Bulk availability of nutrient fertilisers is concentrated in certain regions

- 'N' nutrient in Middle East, USA & FSU
- 'P' nutrient in North/West Africa, USA & Jordan
- 'K' nutrient in Canada, FSU & Middle East

Global Nutrient Consumption Outlook



Source: IFA

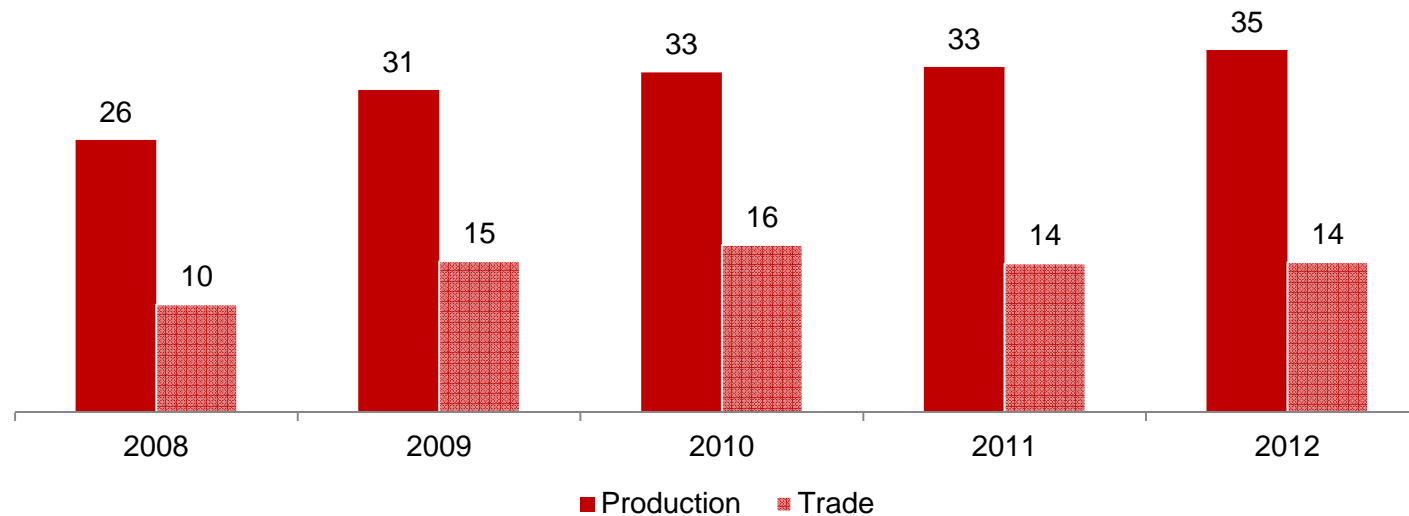
DAP – Global Production & Trade

MM tons

10 year CAGR

Production 2.9%

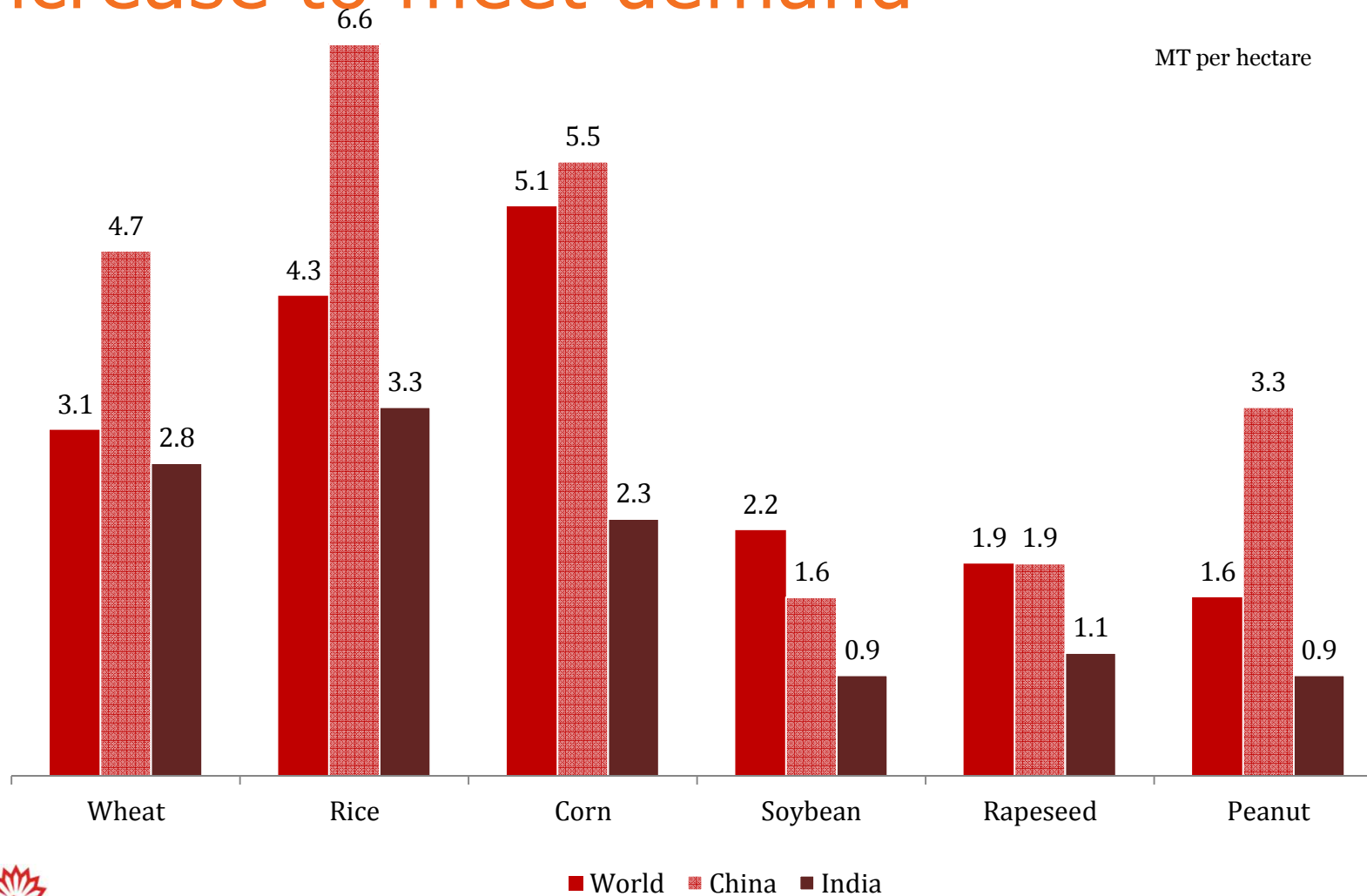
Exports 1.6%



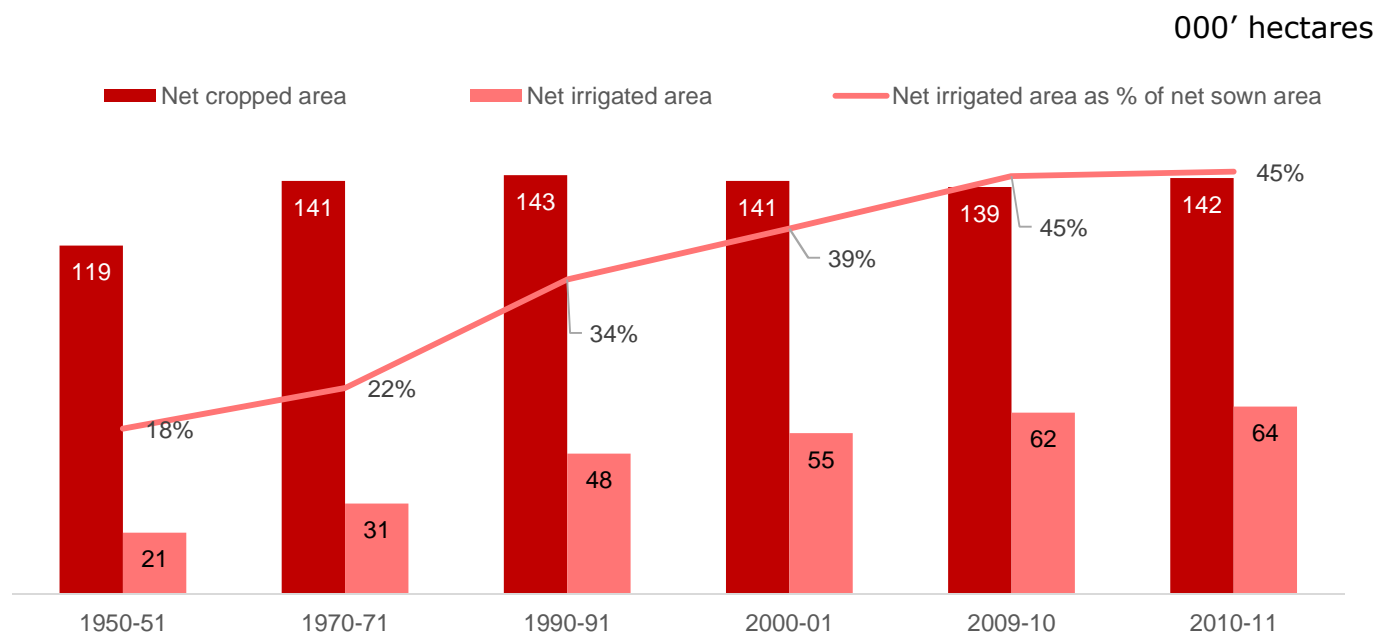
**Global production & trade of DAP have increased
China, Saudi Arabia & Morocco account for all production increases**

INDIAN SCENARIO

India's crop productivity is low by global standards - needs to increase to meet demand

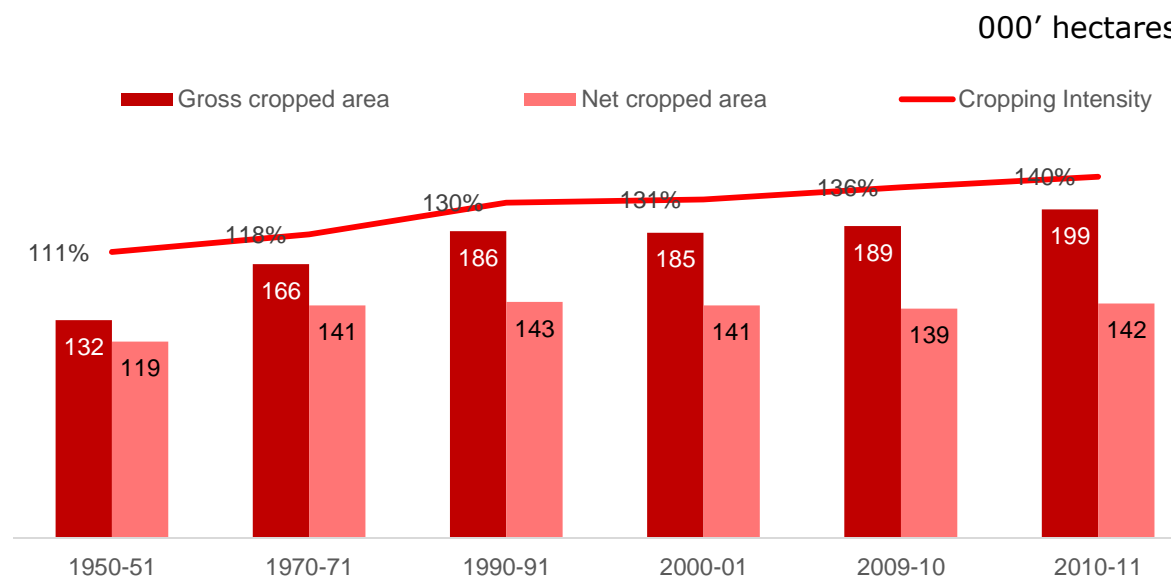


Positive factor: Irrigated Area in India has been steadily increasing



The overall net irrigated area a percent of net cropped area has increased from 34% in the early 1990s to 45% in 2011

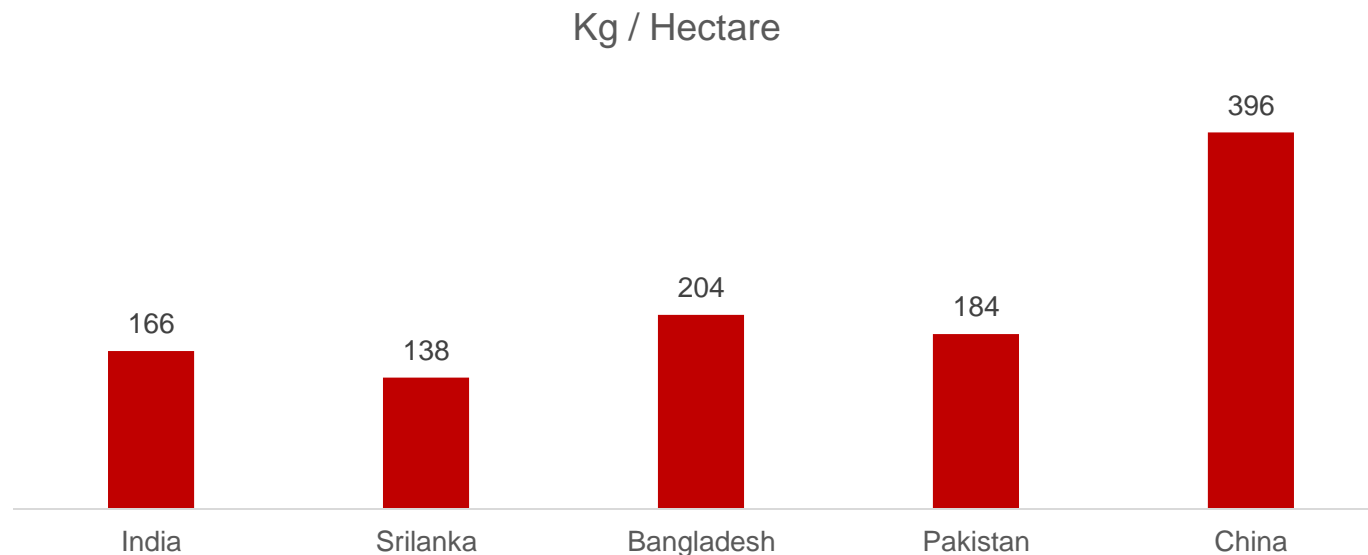
Positive factor: Cropping Intensity has also steadily increased



Cropping intensity has gone up from 118% in early 1970s to 140% in FY11. A continuation of this trend is likely to push up demand for fertilizers.

India's nutrient application rates will have to increase to improve productivity

Nutrient Consumption among the Asian Countries



India's Nutrient consumption (Kg/Ha) is lower than countries like China (396), Bangladesh (204) and Pakistan (184).

Long-term demand drivers and fundamentals are strong in India

- Population growth, urbanization and resulting food demand will be primary growth drivers
 - Population growth
 - Urbanization and higher income levels
 - Changing dietary mix
 - Impact of Food Security Bill
- Nutrient application rates will have to increase from current levels to sustain supply response to demand
- Cropping intensity, irrigation and other agricultural factors are improving

Fertiliser Subsidy Policy

Phosphatics decontrolled Nutrient Based Subsidy (NBS) policy effective from April1,2010.

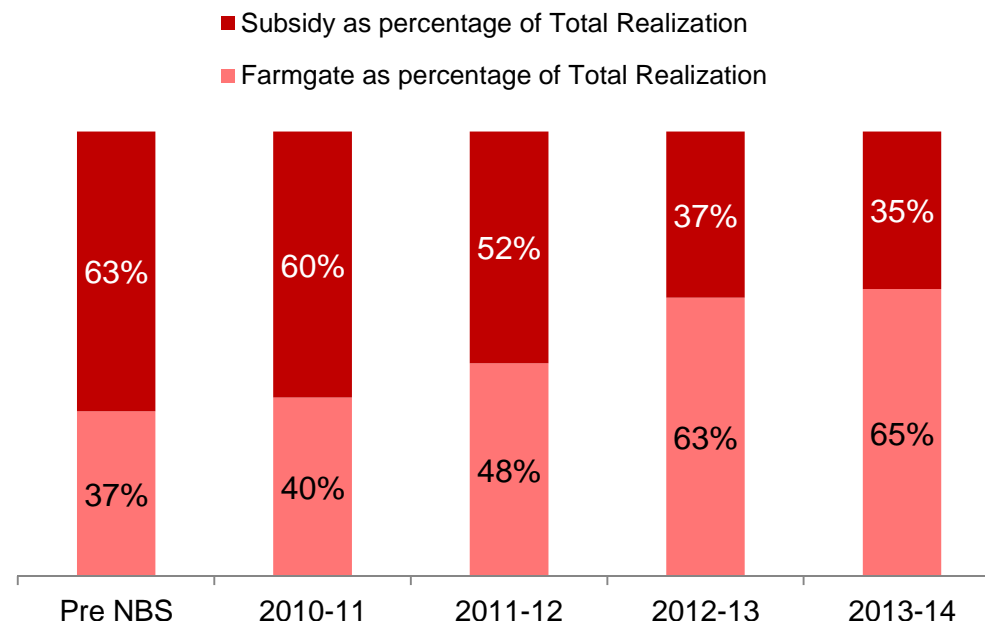
The Salient features of NBS policy are:

- Policy applicable for P&K fertilisers only and not for Urea
- Subsidy is fixed based on the import prices of various nutrients adjusted for the MRP. "P" based on DAP , "N" based on Urea and "K" based on Potash and "S" based on Sulphur
- Under the NBS Policy MRP/Farmgate prices has been decontrolled - Companies are free to set the price
- The subsidy is announced for the year and any increase / decrease in cost of inputs will have to be addressed by companies through change in farm gate prices – Fixed subsidy & variable farmgate prices

Subsidy - Rs. Per Kg

Nutrient	2010-11	2011-12	2012-13	2013-14	2014-15
N	23.227	27.153	24.000	20.875	20.875
P	26.276	32.338	21.804	18.679	18.679
K	24.487	26.756	24.000	18.833	15.500
S	1.784	1.677	1.677	1.677	1.677

Lower subsidy component...

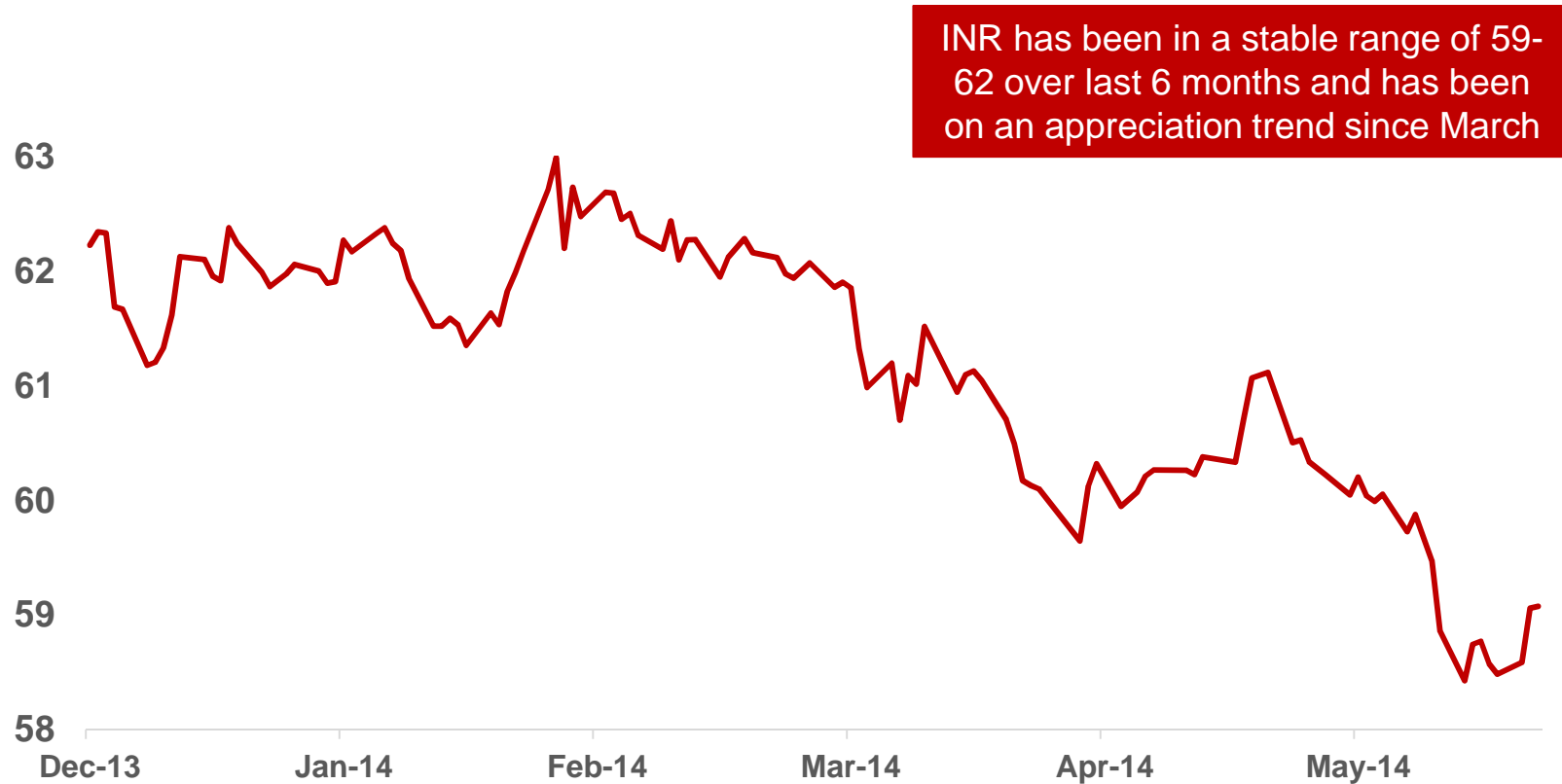


Rs. Cr	11-12	12-13	13-14	14-15	YoY Growth %
Imported (Urea) fertilisers	13,883	13,398	15,544	12,300	(20.87)%
Indigenous (Urea) fertilisers	19,108	19,000	21,000	31,000	47.62%
Sale of decontrolled fertilizer with cons.	34,208	28,576	29,428	24,670	(16.17)%
Total Fertiliser Subsidy (B)	67,199	60,974	65,972	67,970	3.03%

Share of farm gate price of Complex Fertilizers in total realization has increased and the share of subsidy has decreased.

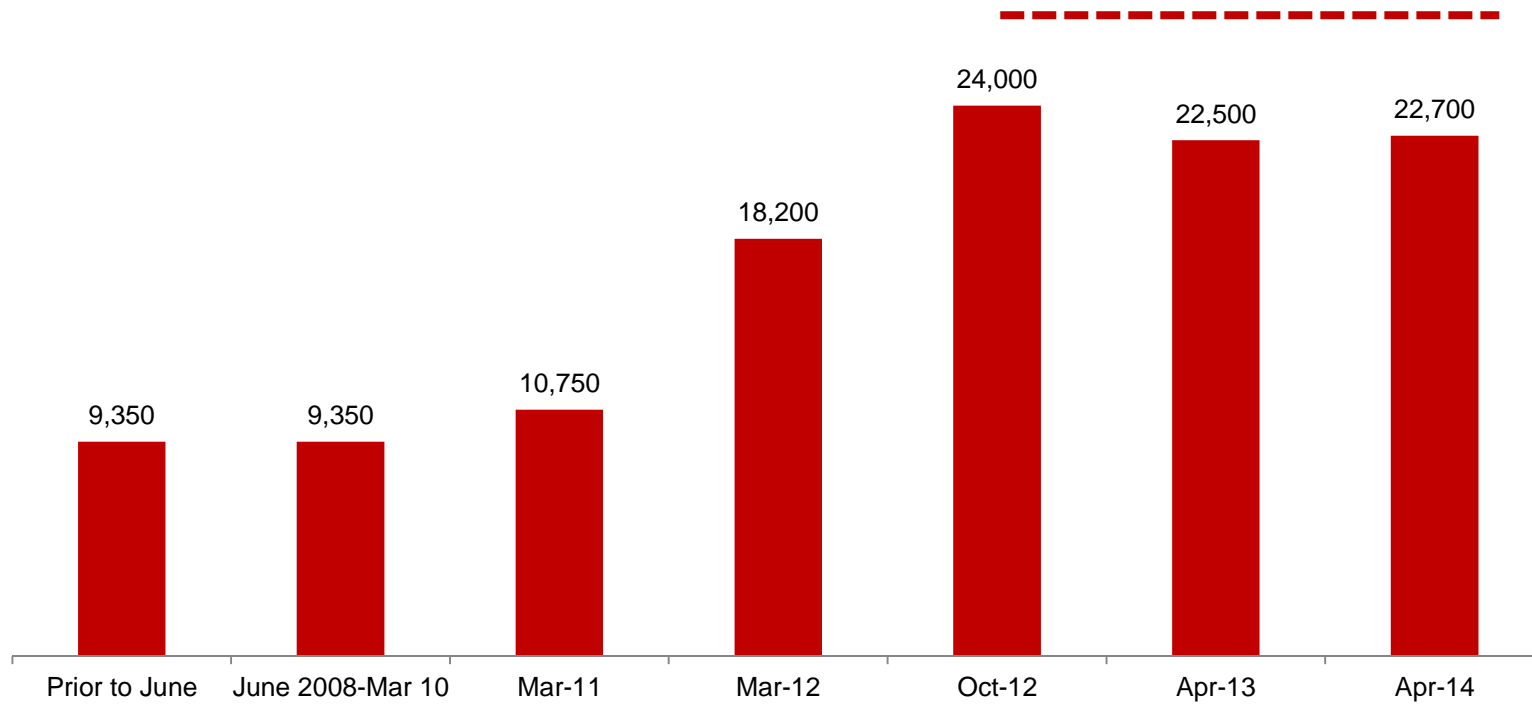
...and stable rupee...

USDINR



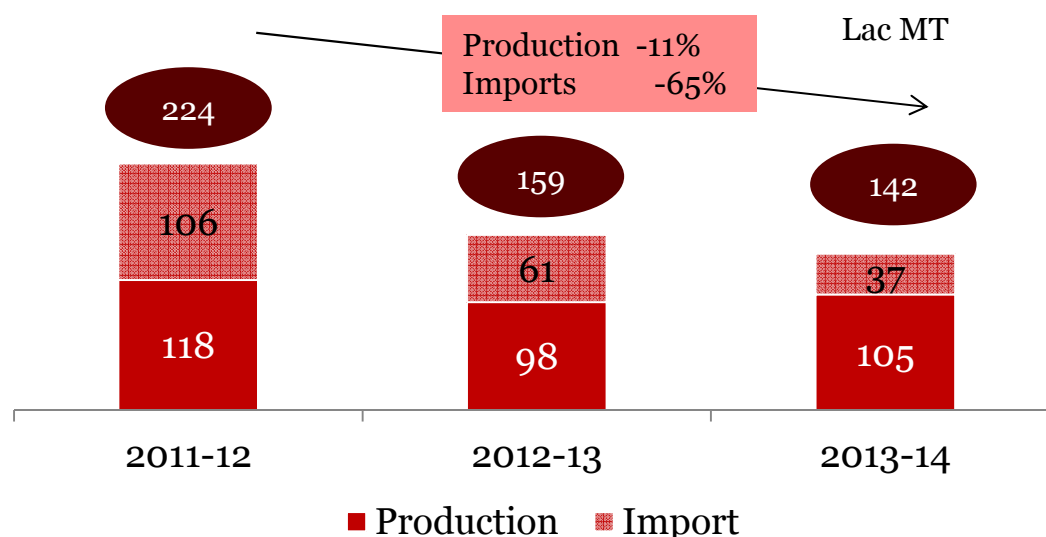
... resulted in Stable MRP..

Rs per MT



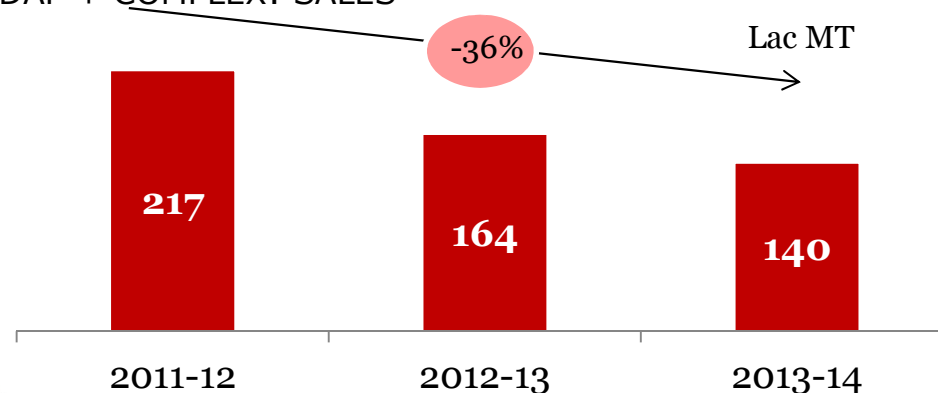
...which aided by lower imports resulted in depleting inventory and consumption revival...

DAP + COMPLEX: PRODUCTION + IMPORT



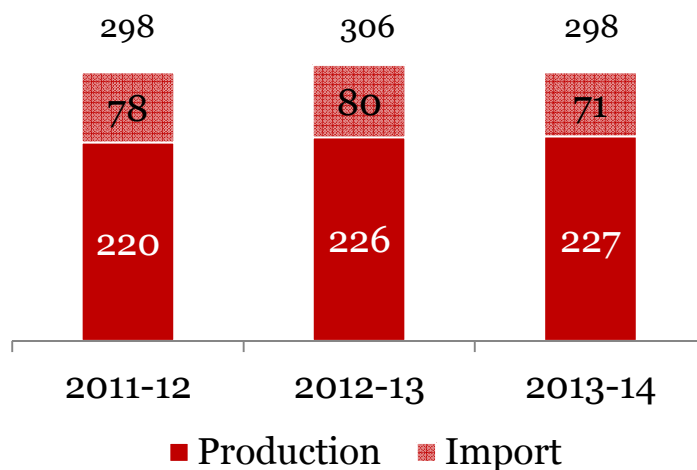
Stable exchange rate and raw material prices, combined with good monsoon and a sharp decline in imports led to reduction in pipeline inventory of DAP and complex products

DAP + COMPLEX: SALES

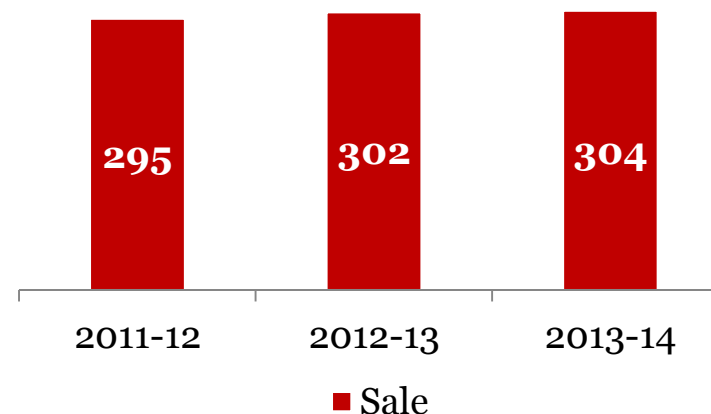


....Urea Demand has remained stable due to high levels of subsidy ...

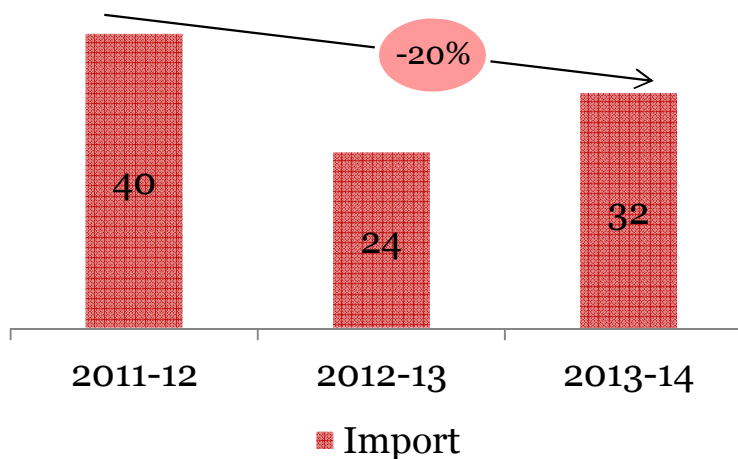
UREA SUPPLY & DEMAND



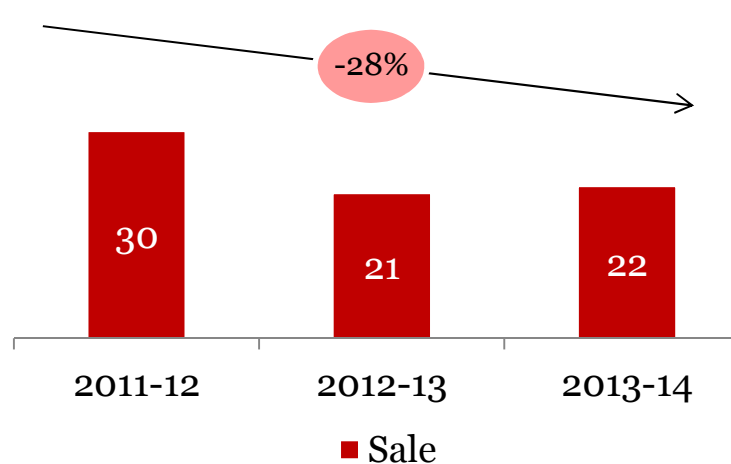
Lac MT



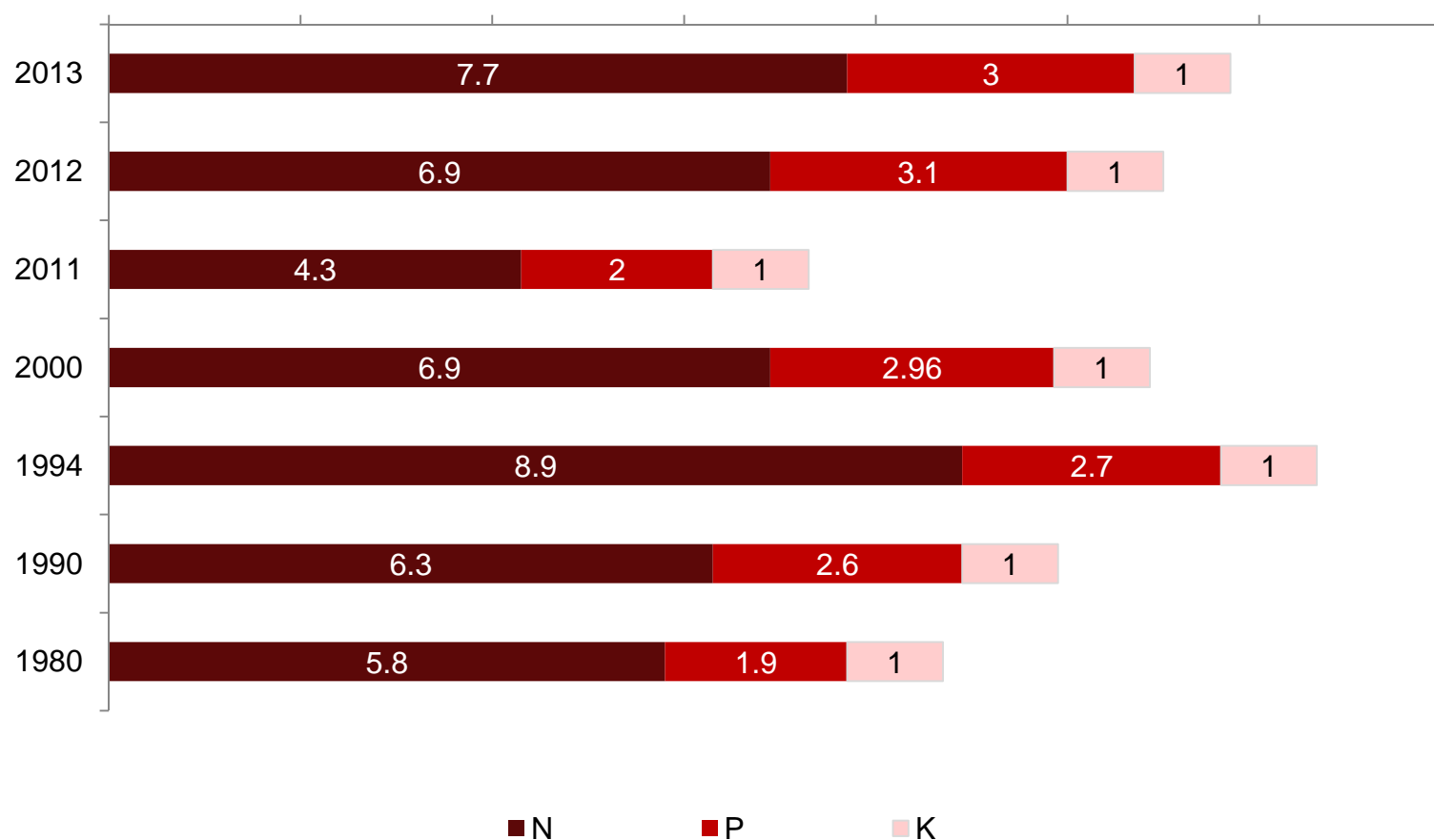
MOP SUPPLY & DEMAND



Lac MT



...and negatively impacted N-P-K application ratios in recent years



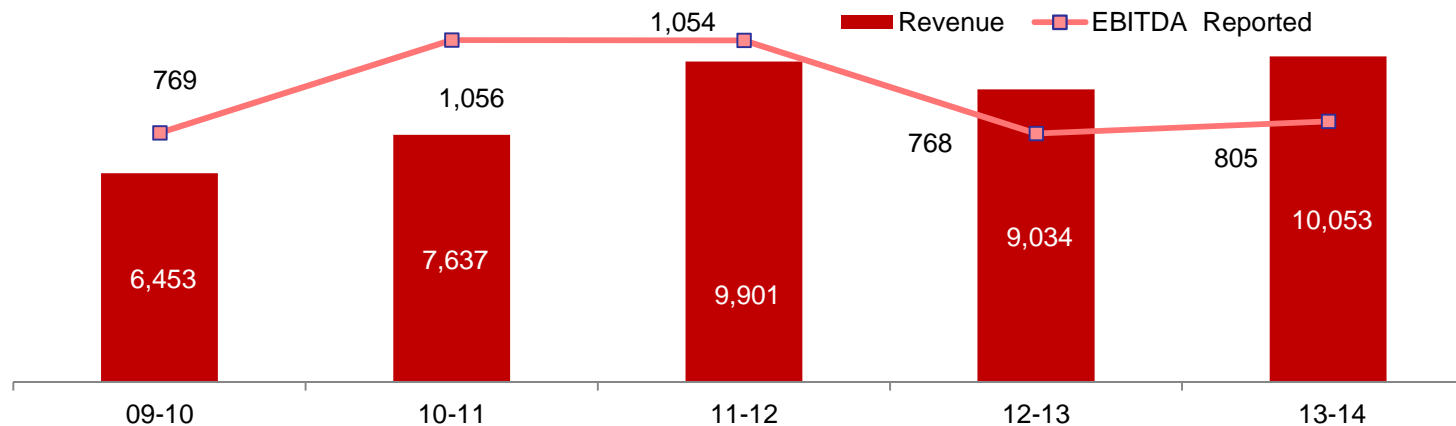
Current market Update

- 2013-14 Indian food grain output estimated at 263 million tons
- MSPs for all key crops continue to remain high
- Reservoir storage levels are good - 57 out of 85 reservoirs with storage more than last 10 years average
- IMD forecast for SW monsoon – expected to be 95% of LPA due to El Nino effect

COMPANY PROFILE

Coromandel - Snapshot

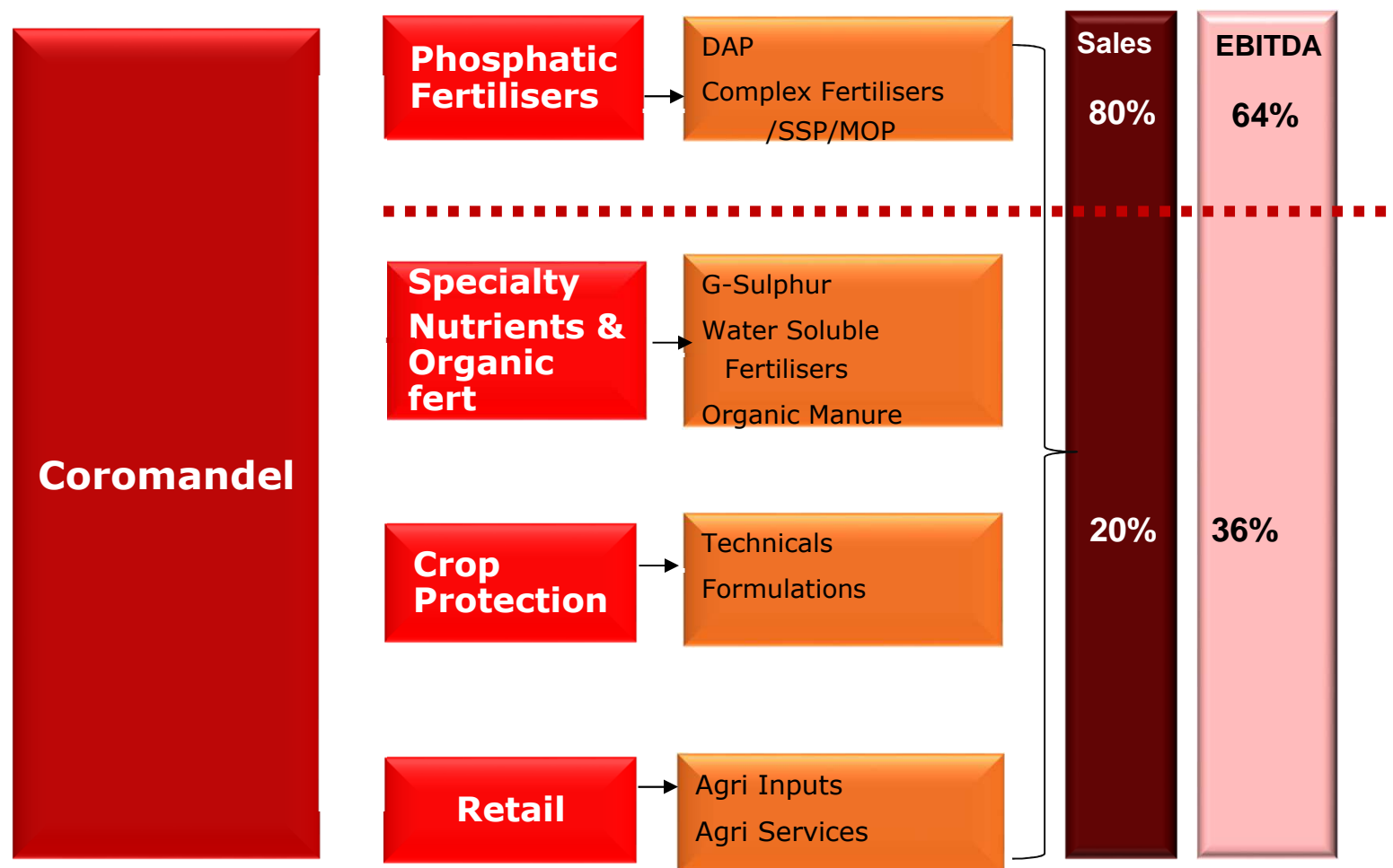
Rs. Cr.



Key Facts :

- Turnover: Rs.10,053 Cr
- Market Cap: Rs. 6350 Cr
- Strong credit rating: 'AA +' (Stable outlook)' with CRISIL India
- Employees: 2712
- International Linkages: FOSKOR, GCT, CANPOTEX, SQM, GETAX, QAFICO, ICL, Phoschem, OCP, YANMAR etc
- International Market Serviced: Latin America, Africa, China, South East Asia, Middle east

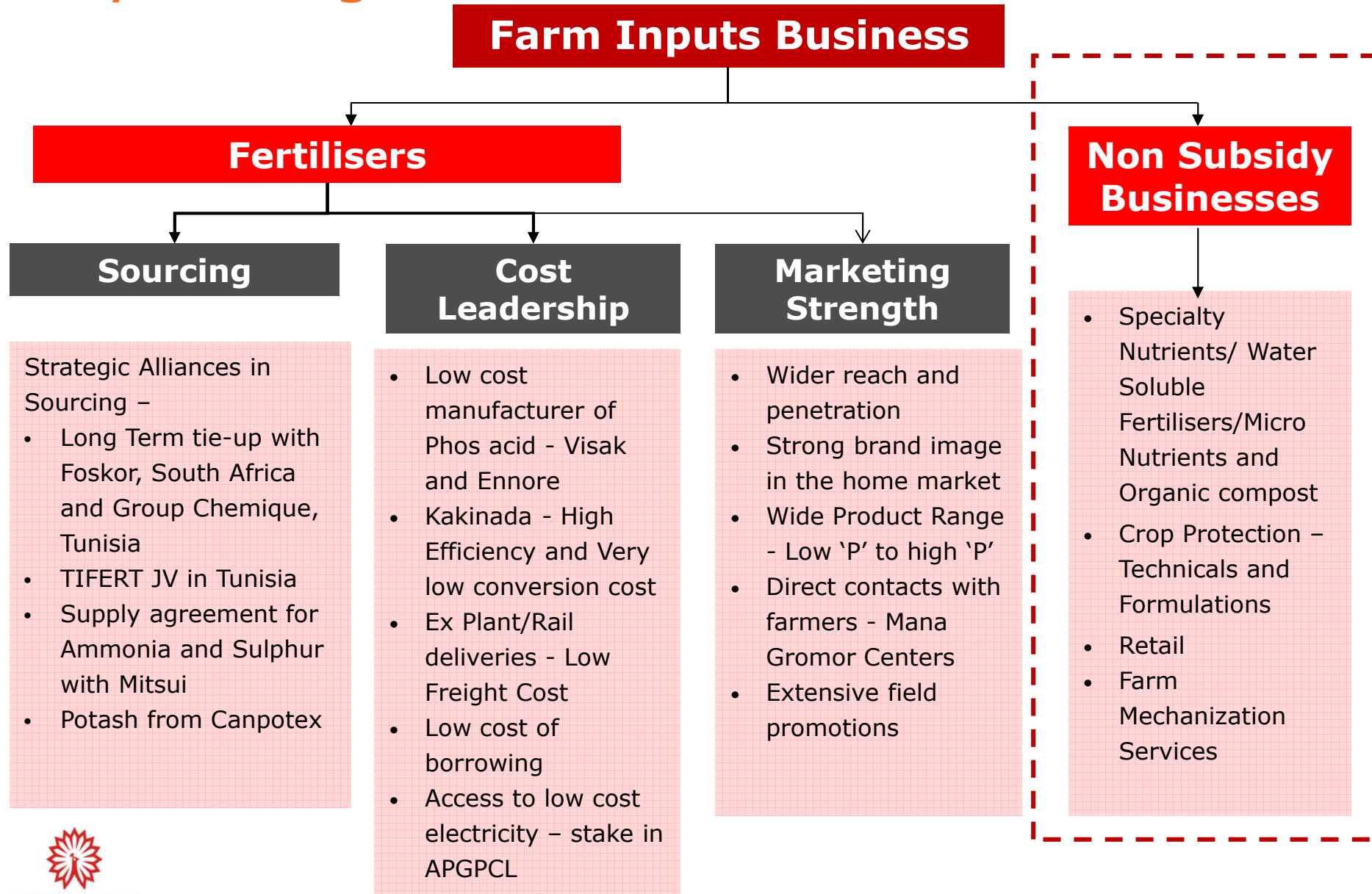
Business Structure



Growth through acquisitions and JVs

	2003	2004	2006 & 2007	2008	2009 & 2010	2011	2013	2014
Complex Fertilizers		Demerged fert. Biz from EID Parry		GFCL Acq 1.5 MM tons				
SSP							Liberty Group 1MM ton SSP Capacity	
Crop Protection			FICOM Acq		Acq of Jammu unit	Sabero Acq		
Others / JVs		BAA with FOSKOR	TIFERT JV		JV with SQM		APGPCL 15 MW	JV with Yanmar and Mitusi

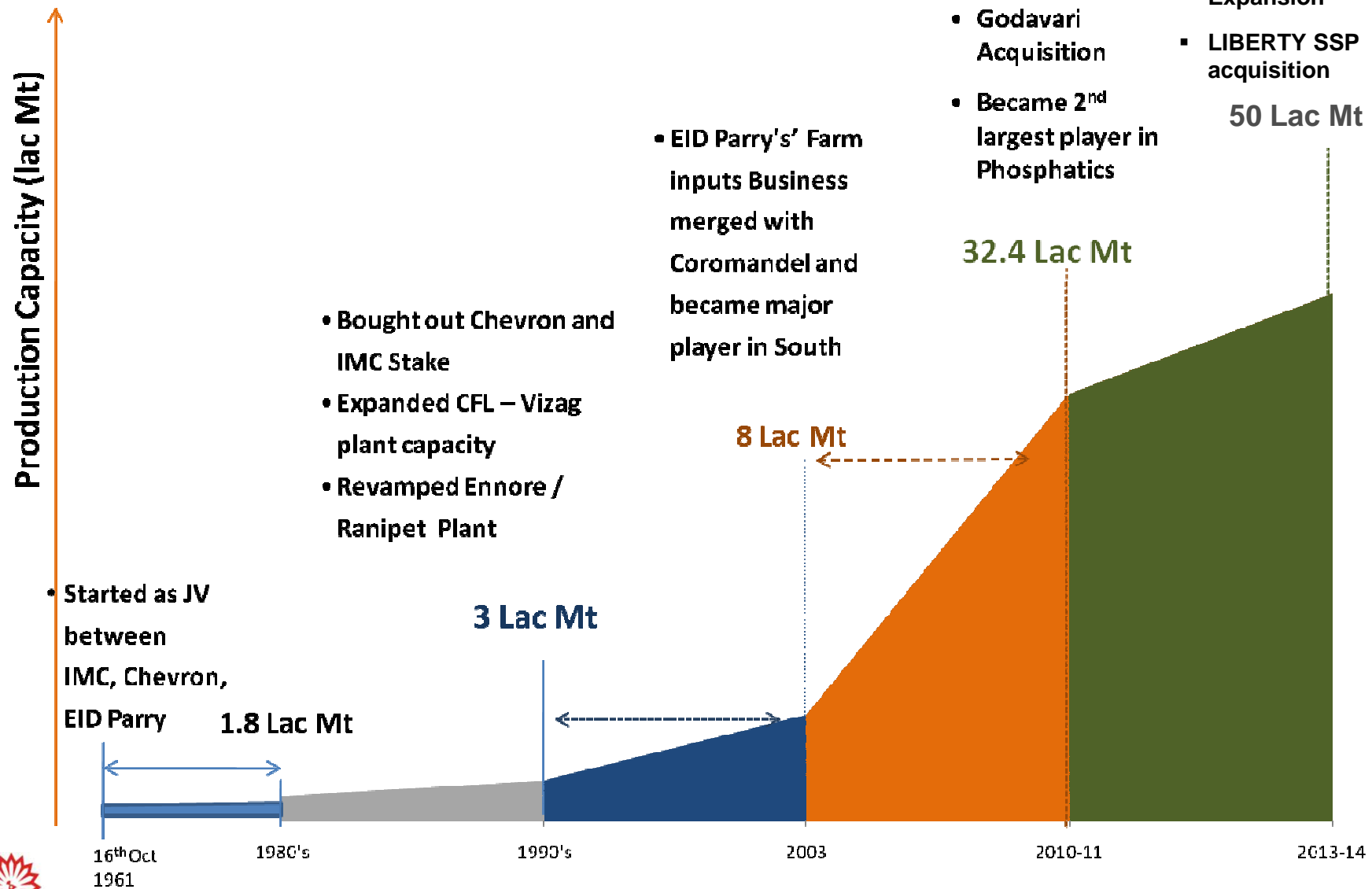
Key Strengths



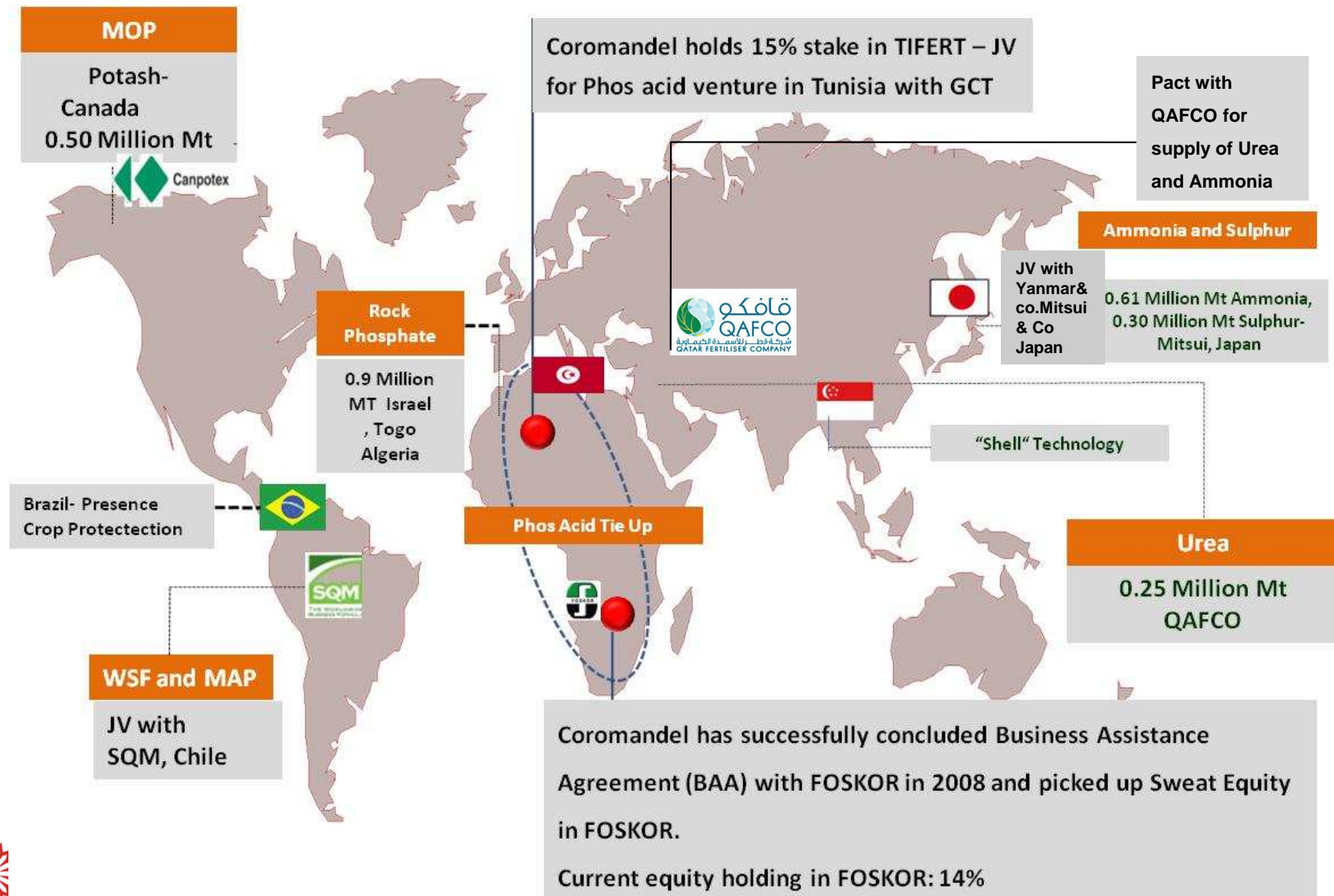
Coromandel's Fertilisers Business



Coromandel Fertiliser Business Growth Story

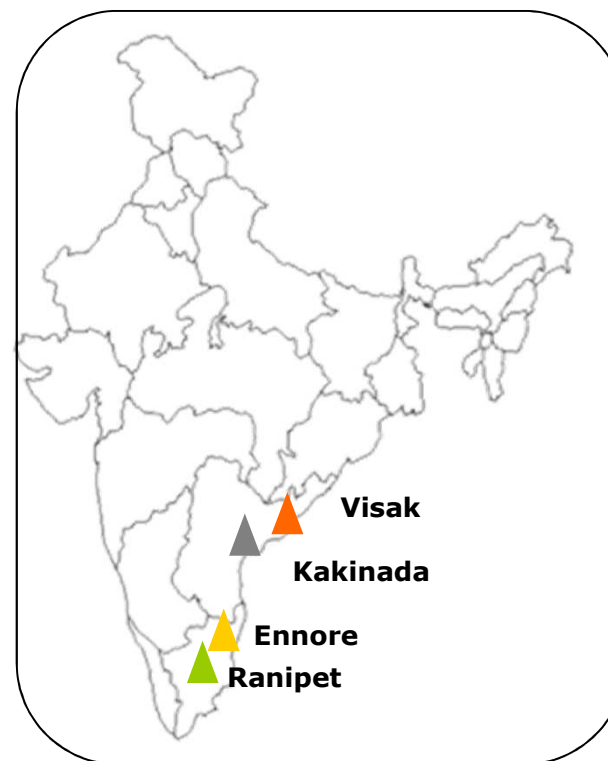


Global Strategic Alliances



State of The Art Manufacturing Facilities

- Plants are strategically located in highly irrigated southern Indian states and in heart of fertilizer consumption market – low freight cost
- Plant Facilities – State of art with good infrastructure support and robust systems
- Phosphate – lowest cost manufacturer in India
- Captive jetty at Vizag, Own storage tanks and pipeline for raw materials: Ammonia & molten sulphur (Vizag & Ennore) - Lower handling and associated costs
- Captive power plants at Vizag & Ennore – saves power costs
- Captive desalination plants at Ennore – ensure water supply at low cost
- High capacity utilisation levels & continuous modernisation of facilities
- Backward integration into manufacturing the intermediate - phosphoric acid from rock



Cost Leadership

Visak Plant

Captive Phos Acid

- Continuous de-bottle necking to increase production levels
- Value gap - imported Vs own acid
- Increased Gypsum generation
- Use of various sources /grades of rocks
- New belt filter technology- to use low grade rocks

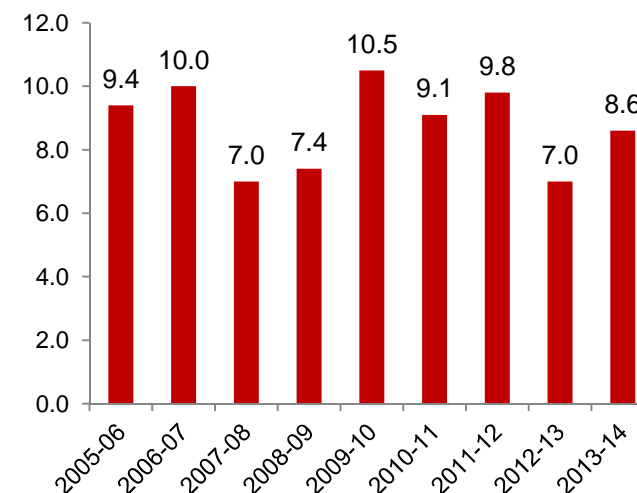
Sulphuric Acid

- Consistent production performance – operating at 100% + capacity
- Air pre heater technology – Total avoidance of LSHS/Furnace oil
- Increased Power generation

Logistic Cost

- Ex Plant Deliveries – minimizing freight cost

Visak Production (Lac Mt)



Kakinada Plant

Very High Efficiency

- N – 99% P – 98% K – 94%

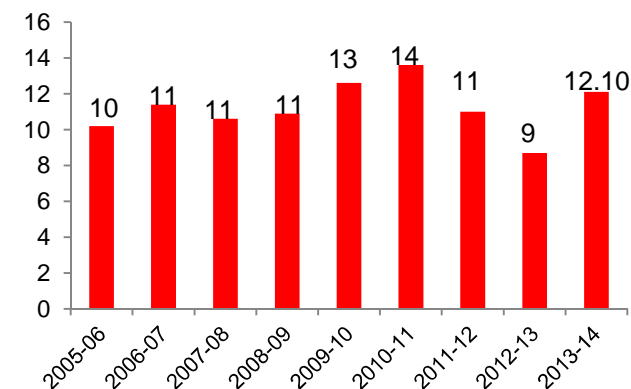
Low Conversion Cost

- Availability of Natural Gas
- Increased through put of all trains

Logistic Cost

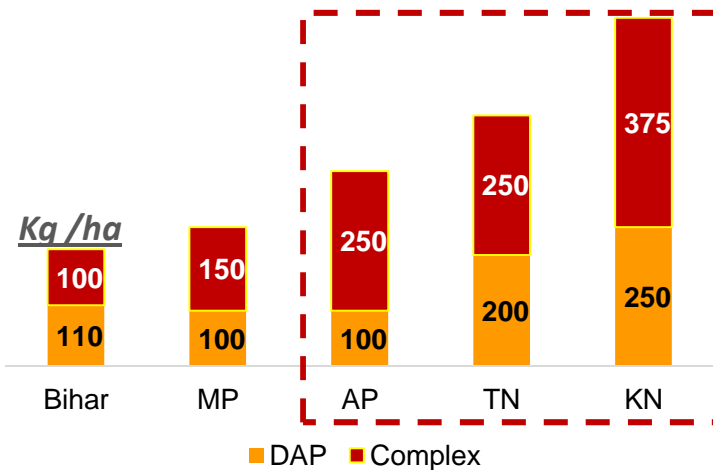
- Increased rail dispatches – minimizing freight cost to be in line with subsidy

Kakinada Production (Lac Mt)



Marketing Network

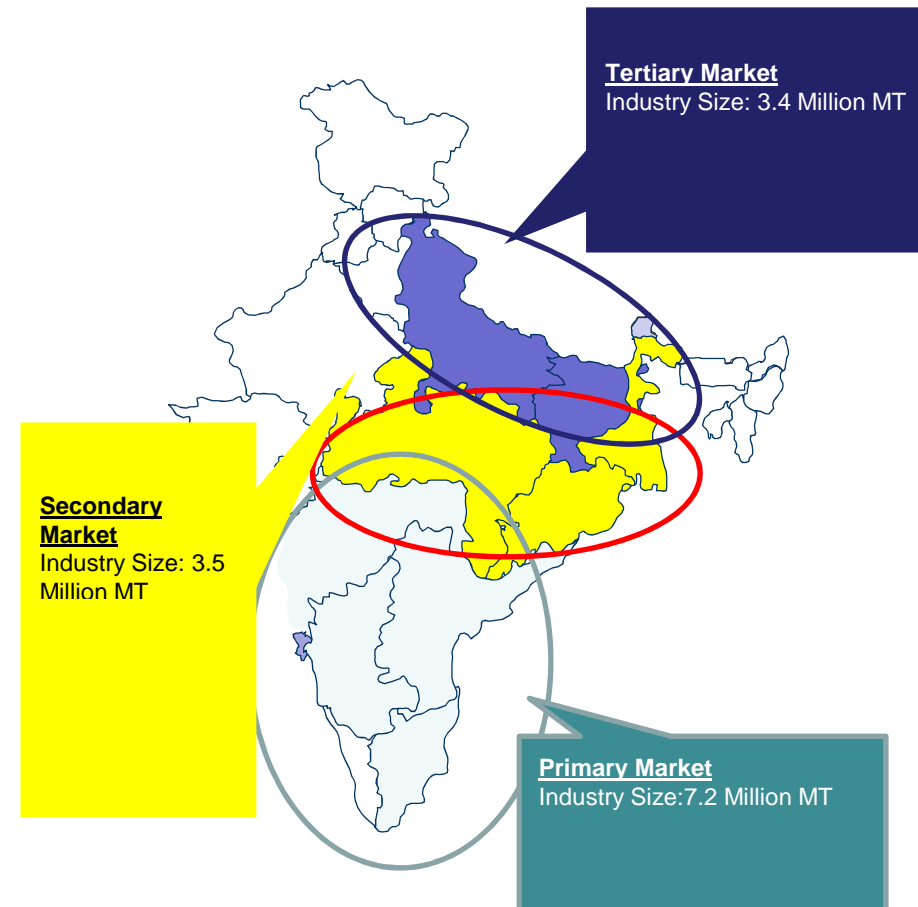
Higher complex fertilizer consumption in core markets



Marketing Channels

- Dealer Trade
- Retail Network
- Institutional segment

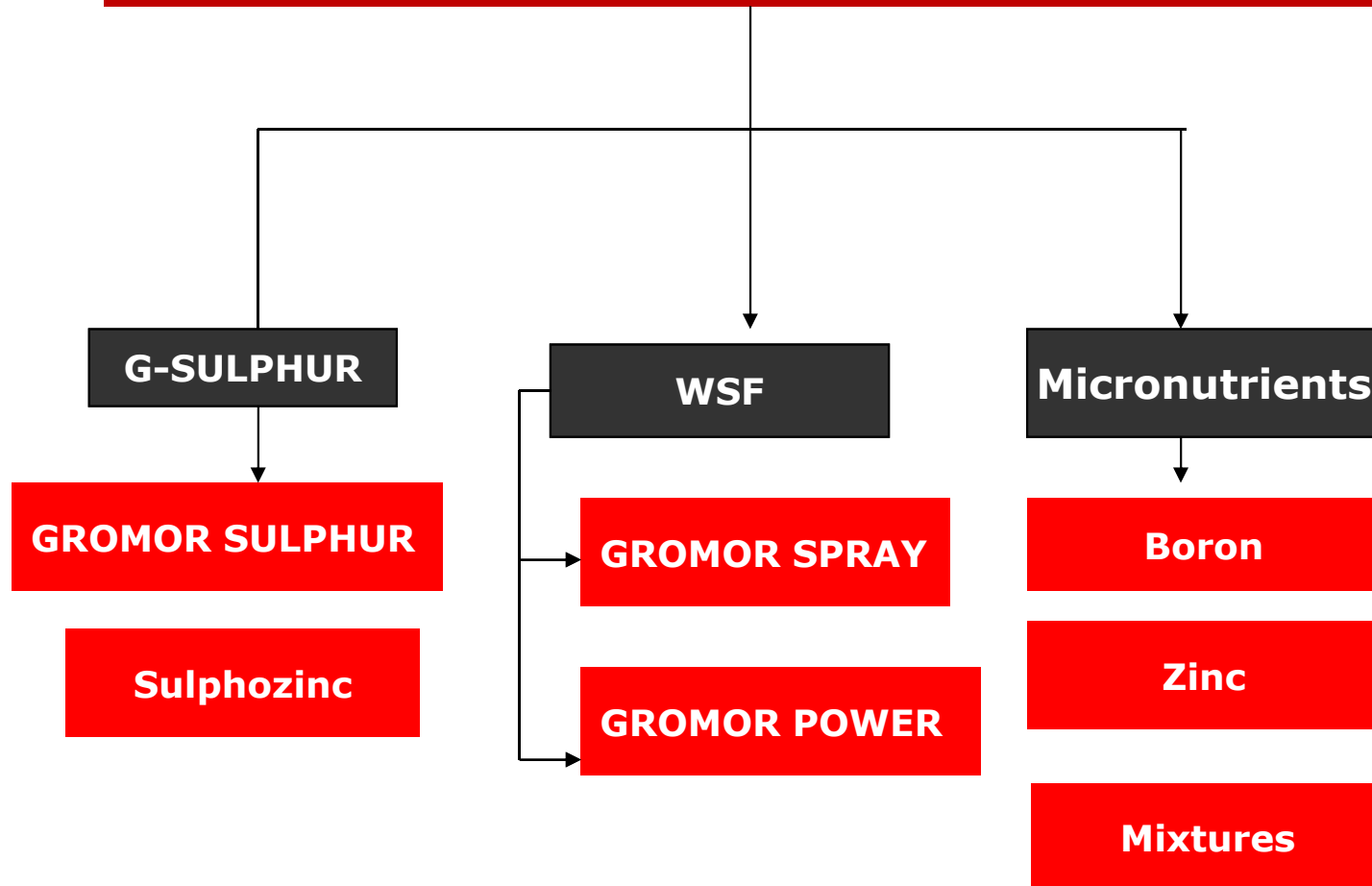
Target Markets



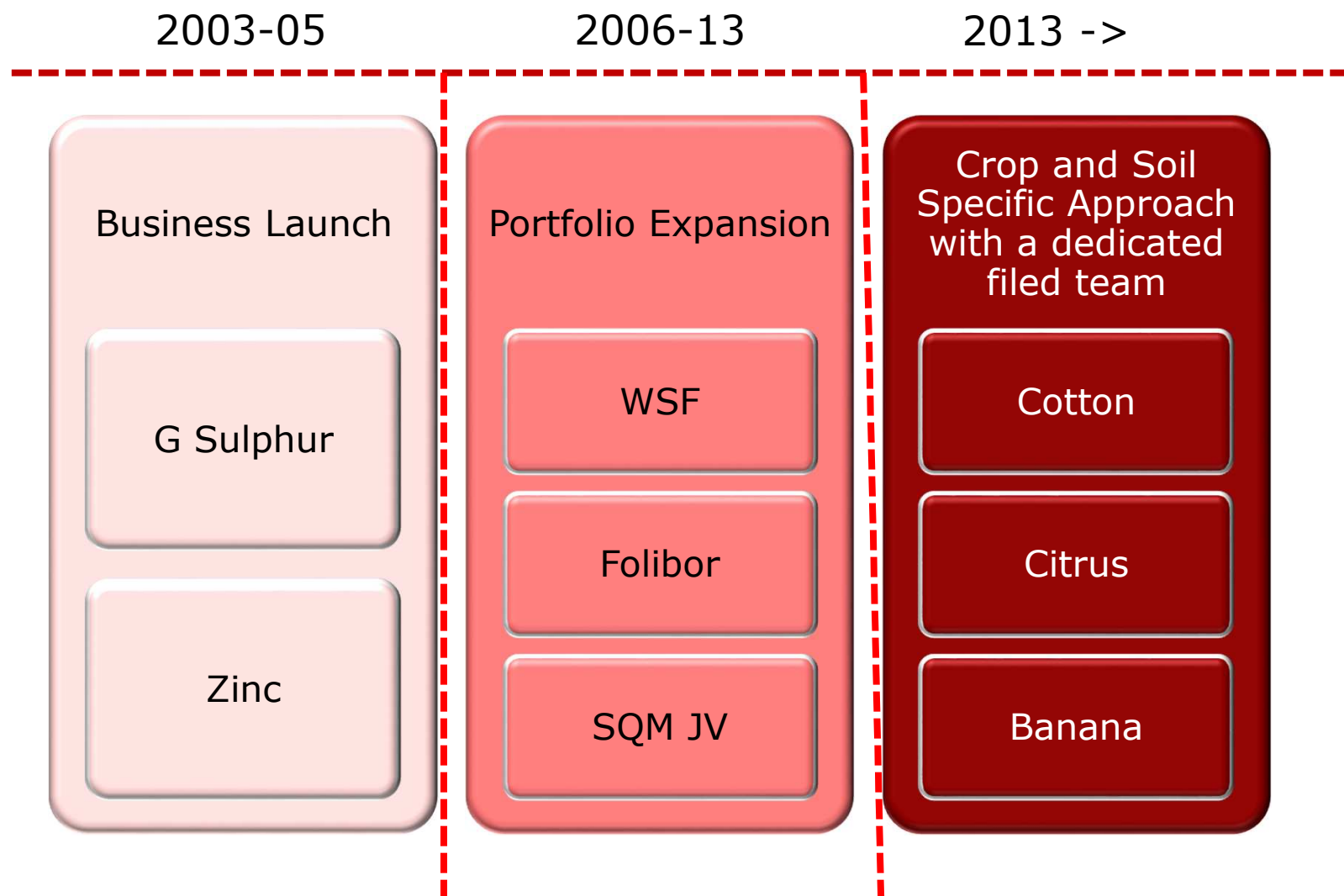
Specialty Nutrient Business



SPECIALITY NUTRIENTS DIVISION (SND)



Sulphur and WSF Business



- Provide value-added services and relevant crop technologies
- Customer lock-in with the superior benefit-cost ratio
- Continuous innovation to introduce customized products suitable to soil, region and crop requirements - promotion around Complete Nutrition Package
- Leverage SQM to bring global best practices in crop nutrition management
- WSF exploiting linkages with drip irrigation for future growth
- Established independent & specialized marketing teams to reach target market

SND & Organic Fertiliser Business

Sulfur Products

- Strong growth in Sulfur products in FY14
- Continues to be the market leader despite adverse market conditions

WSF

- Both WSF and Sulfur markets continue to show accelerated growth and their markets are expected to grow at CAGR of 20%
- Increased customer focus - introducing crop & soil specific grades

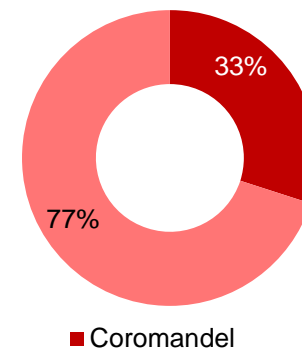
Organic Fertiliser

- Focus on stabilizing supply chain for organic fertilizer procurement
- Retail sales of Organic fertilizer showing strong growth

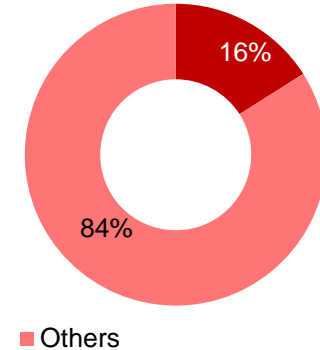


Market Share

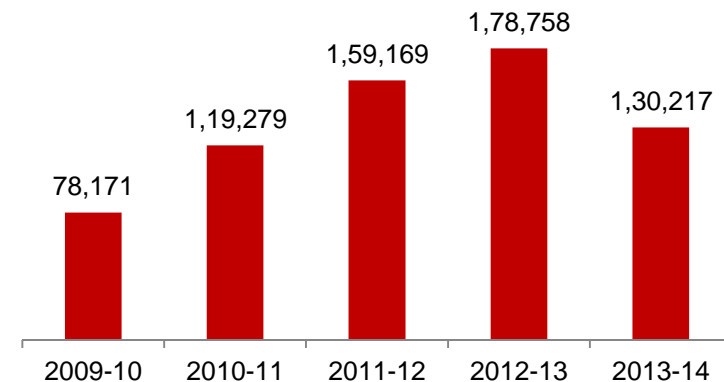
Sulphur products



WSF



Organic Compost Volumes (Mt)



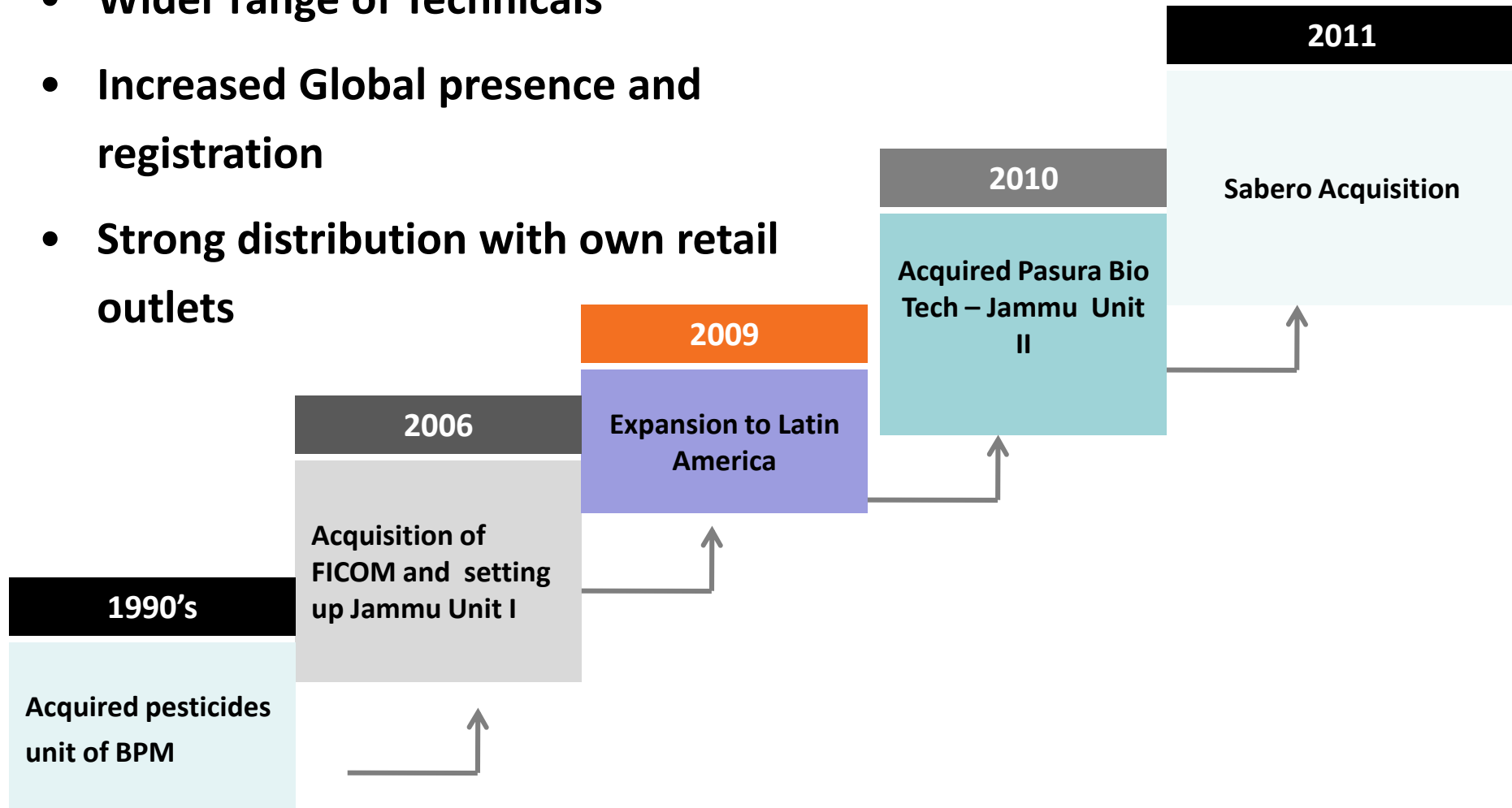
Crop Protection Business



Crop Protection business - Coromandel



- Wider range of Technicals
- Increased Global presence and registration
- Strong distribution with own retail outlets



Crop Protection Strategy

- Increased R&D focus – plan to start a R&D center for crop protection business in Hyderabad
- Gromor Suraksha – Umbrella brand for CPC launched and well accepted by farmers
- Expand business in LATAM, Africa and APAC by leveraging strong registration portfolio - 45% growth in combined export turnover in FY14
- Merger of Sabero organics expected to be completed in Q3 2014-15
- Synergies expected to crystalize from combined exports and domestic operations

Update on Sabero

(Rs. Cr)	10-11	11-12	12-13	13-14
Turnover	413	358	515	724
EBITDA (before E/O Items)	41	(6)	53	77
E/O Items	(2)	(28)	(2)	-
EBITDA Reported	39	34	51	77
PBT	17	(77)	8	34
PAT	11	(64)	8	32

% of TO	10-11	11-12	12-13	13-14
Domestic	45%	48%	41%	38%
Exports	55%	52%	59%	62%

- Increased production & Sales volumes – currently operating at ~70% of capacity
- Focus on sustaining & improving EBITDA margin from current levels

Initiatives

Operational Initiatives

- Expansion of technical plant capacity at Ankleshwar
- Export to more countries & increase the reach
- Focusing on high margin super specialities
- Leveraging on retail network in AP & Accelerated growth plan in all states

Strategic Initiatives

- Acquired Sabero Organics
- Co-Marketing with MNCs – Access to new molecules – Tie up with BASF, Syngenta, Dupont
- R&D Initiatives & registraton capabilities
- Alternate sourcing from China
- New Products Introduction
- Foray into Latin American market – Set up office in Brazil

Jammu



Ranipet



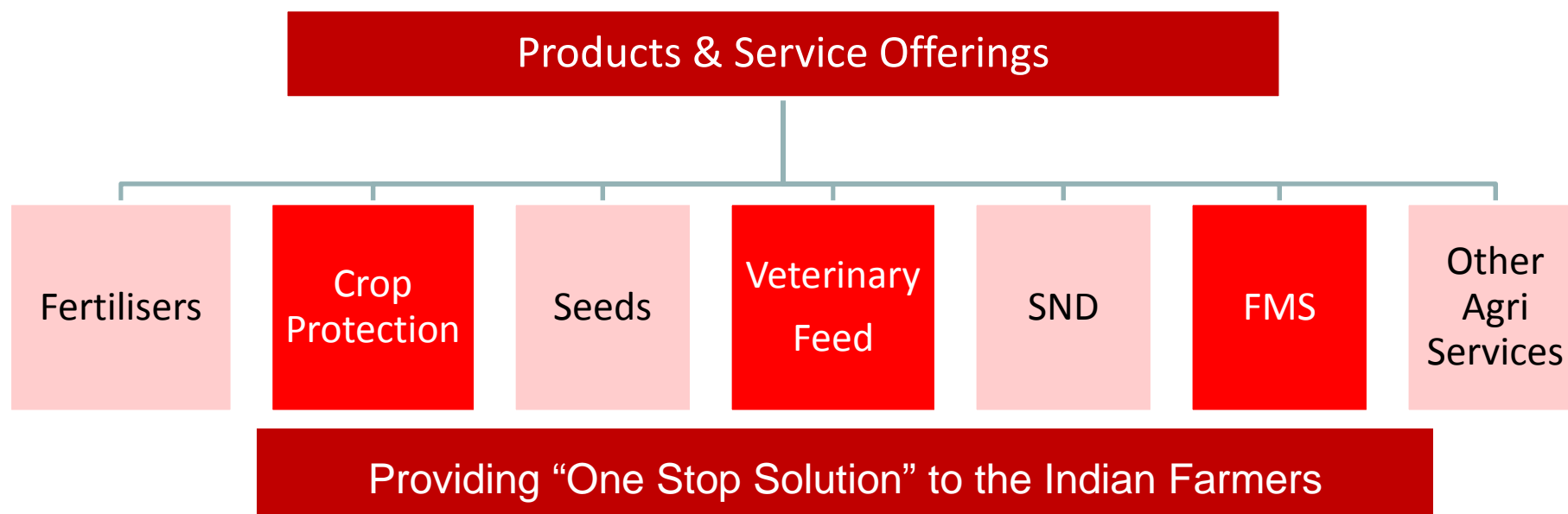
Mana Gromor Centers (MGCs) - Retail



- Positioning Retail as a complete “Farming Solutions” platform
- Constantly deliver significantly improved customer value proposition than competition in terms of products & services
- Expand connect with farmers and provide technical advise based on proven scientific practices
- Ring-fence markets in core addressable areas

Retail Business Overview

- 600 centers in Andhra Pradesh and 200 centers in Karnataka- servicing more than 2 million farmers

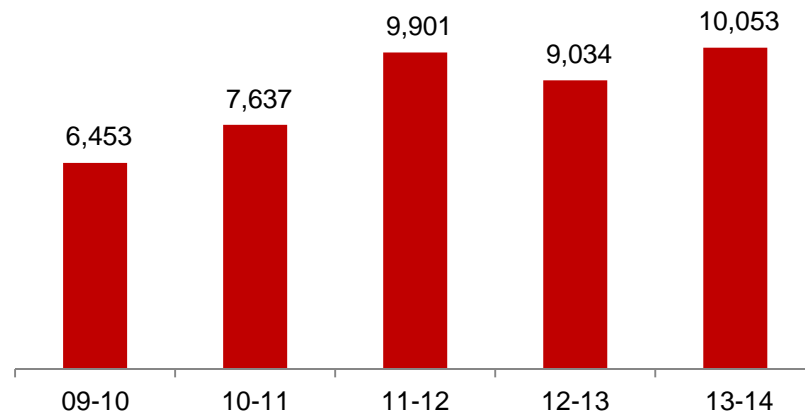


Financial Performance

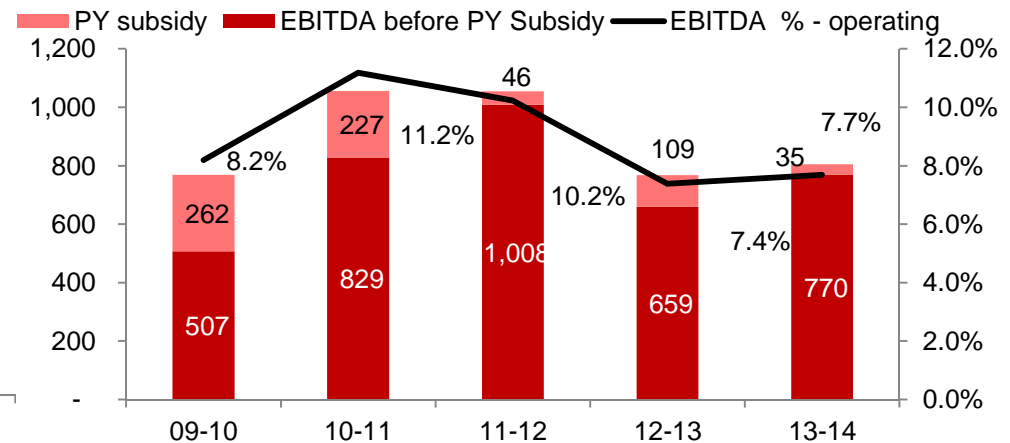


Consolidated Financial Performance

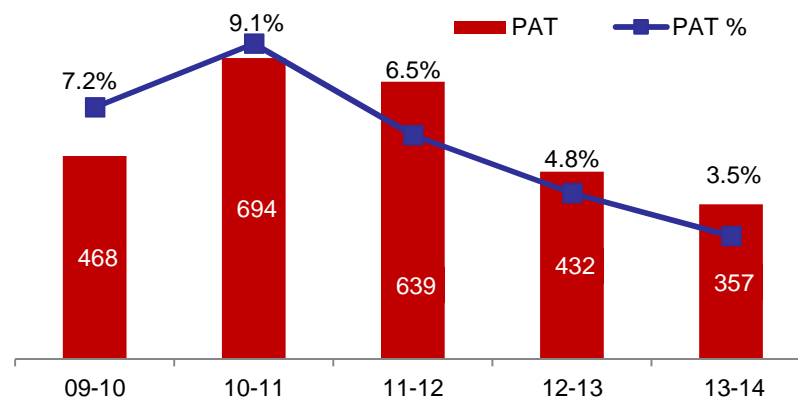
Turnover (Rs. Cr)



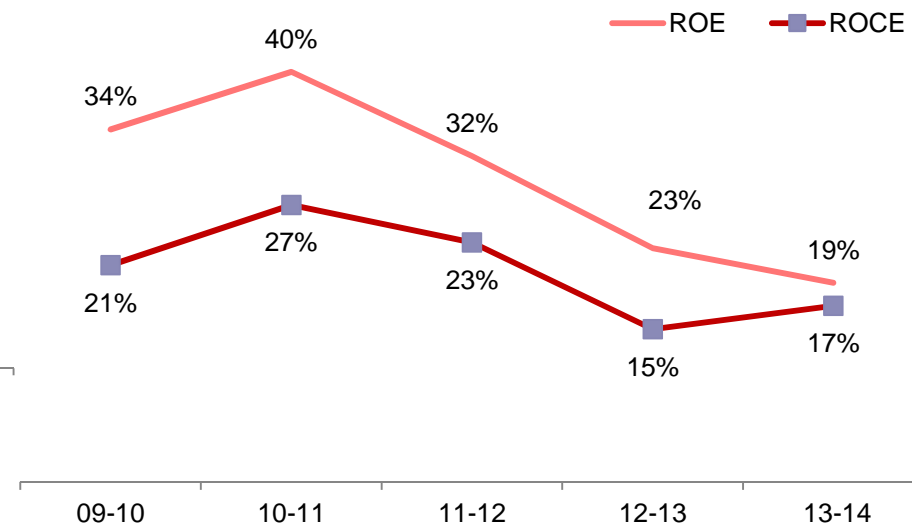
EBIDTA (Rs. Cr) & EBIDTA %



PAT (Rs. Cr) & PAT %



ROE & ROCE (%)



Income Statement - Consolidated

Amount in Rs. Cr	FY2010	FY2011	FY2012	FY2013	FY 2014
Revenue before PY subsidy	6,191	7,410	9,855	8,925	10,018
<i>YoY (Growth)</i>	-34.29%	19.69%	33.00%	-9.44%	12.25%
EBITDA before PY Subsidy	507	829	1,008	659	770
<i>EBITDA %</i>	8.19%	11.18%	10.23%	7.38%	7.69%
PY Subsidy	262	227	46	109	35
EBITDA Reported	769	1,056	1,054	768	805
Extra-ordinary income / (expense)	-	-	(36)	-	(13)
PBT	709	986	911	557	517
PAT	468	694	639	432	357
EPS (Rs.) –Basic	16.7	24.6	24.2	15.3	12.6
Debt / Total Capital (%)	56.48%	44.41%	58.98%	63.04%	48.81%
LT Debt / Total Capital (%)	5.83%	9.57%	13.25%	25.15%	11.62%

Balance sheet - Consolidated

Amount in Rs. Cr	FY2010	FY2011	FY2012	FY2013	FY 2014
Equity	1,502	1,957	2,416	2,303	2,307
Debt & Other LT liabilities	2,047	1,664	2,977	2,976	1,873
Deferred Tax Liability	86	82	67	188	189
Sources of Funds	3,634	3,702	5,461	5,466	4,369
NFA	958	1,143	1,823	2,276	1,808
Investments	169	171	149	160	342
Cash/ICD	961	961	1,255	935	757
Bonds	860	430	-	-	-
Inventory	926	1,514	1,922	1,478	1,753
Subsidy	508	969	1,626	1,376	1,112
Debtors	140	205	958	1,820	1,483
Other CA	115	149	233	368	349
CL	1,003	1,839	2,504	2,945	3,236
Net CA	2,508	2,389	3,489	3,030	2,218
Application of Funds	3,634	3,702	5,461	5,466	4,369

THANK YOU