

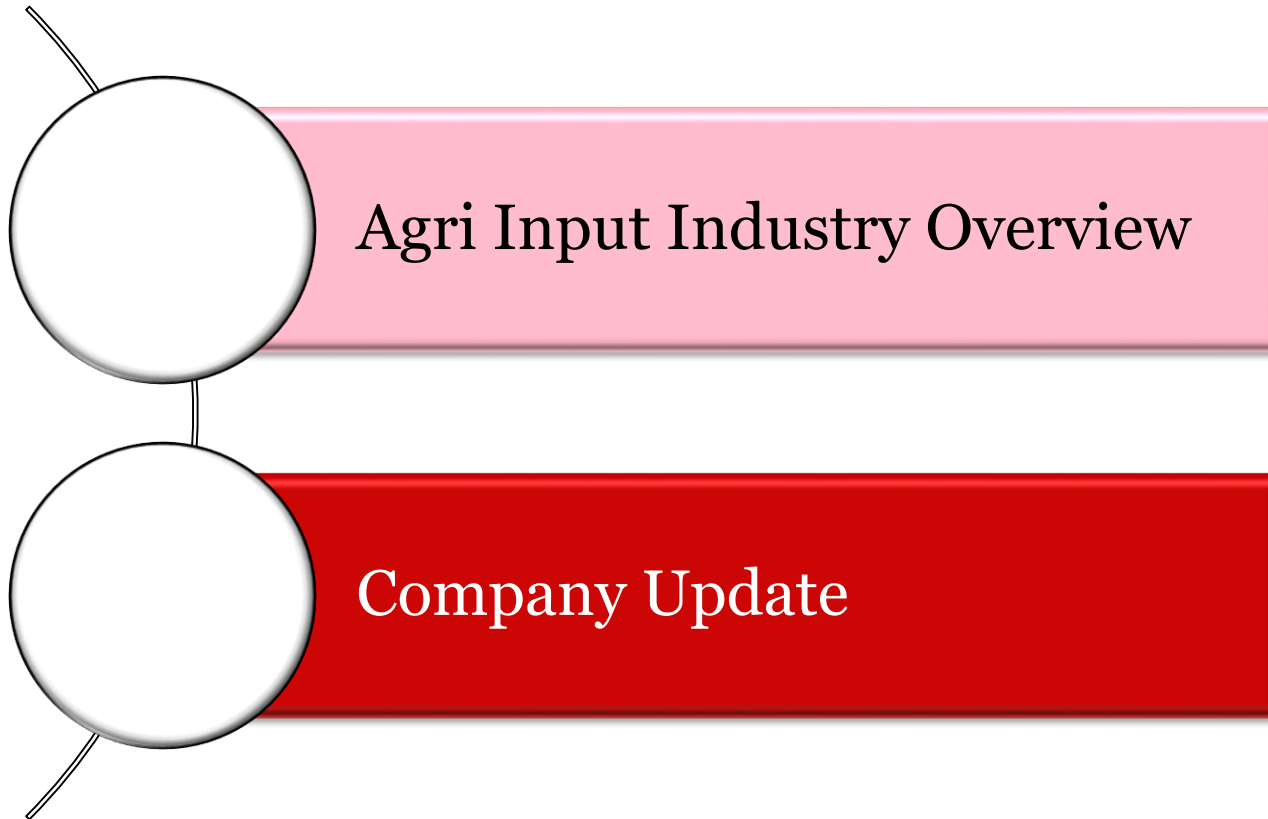


Investor Presentation

Jun, 2016

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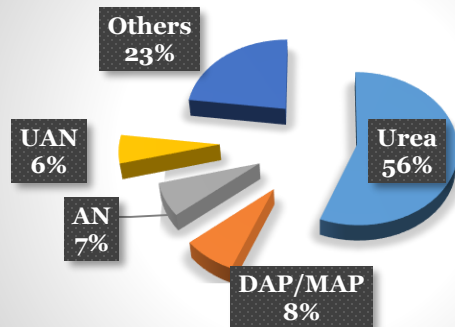
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GLOBAL SCENARIO

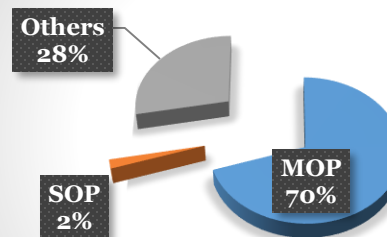
World N,P,K Fertilizer Market

Global N- Use by Product



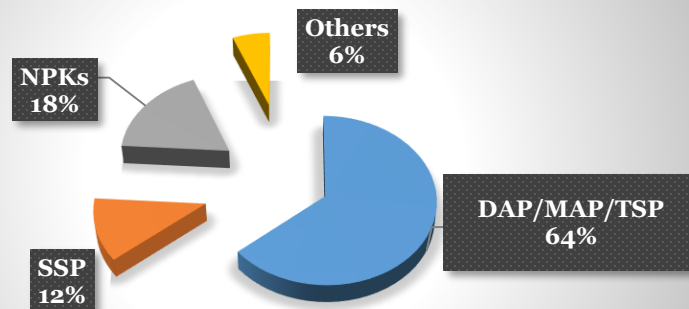
“N” Market is 110 Million MT

Global K- Use by Product



“K” Market is 32 Million MT

Global P- Use by Product

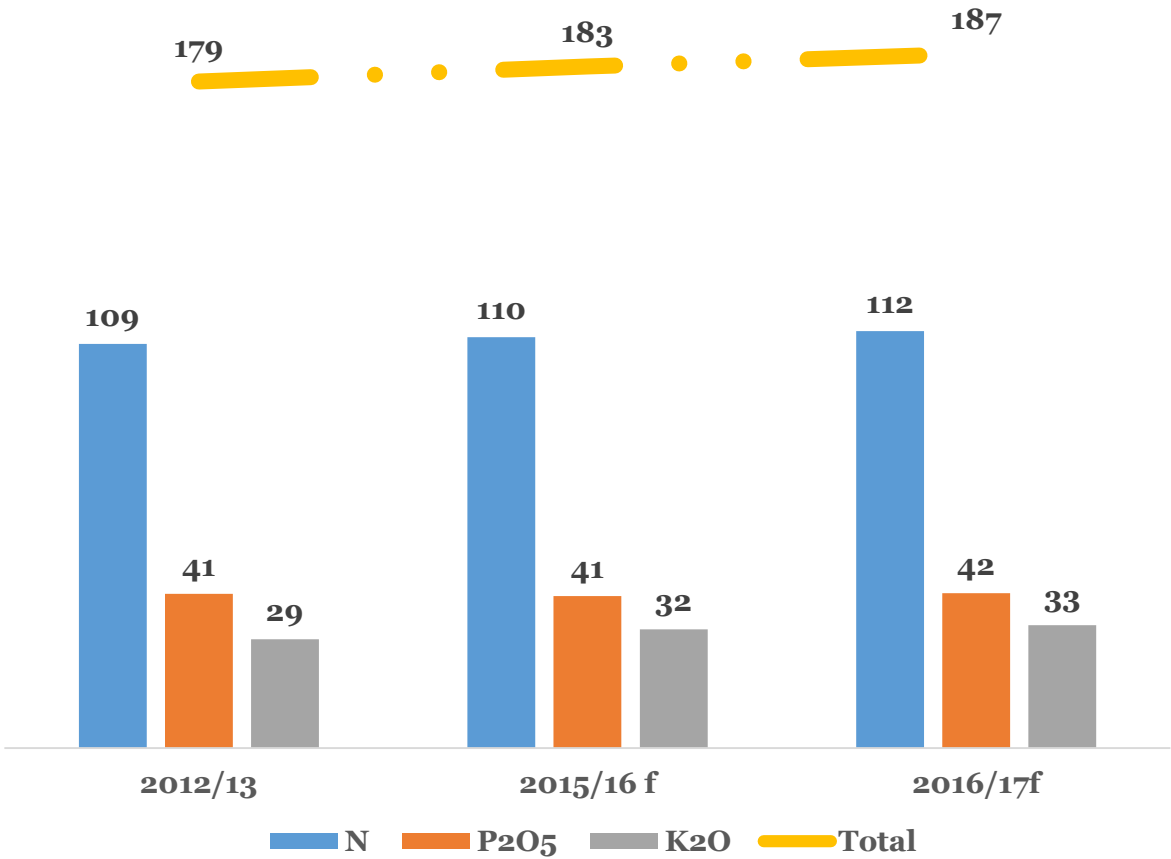


“P” Market is 41 Million MT

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



2013-2017 CAGR

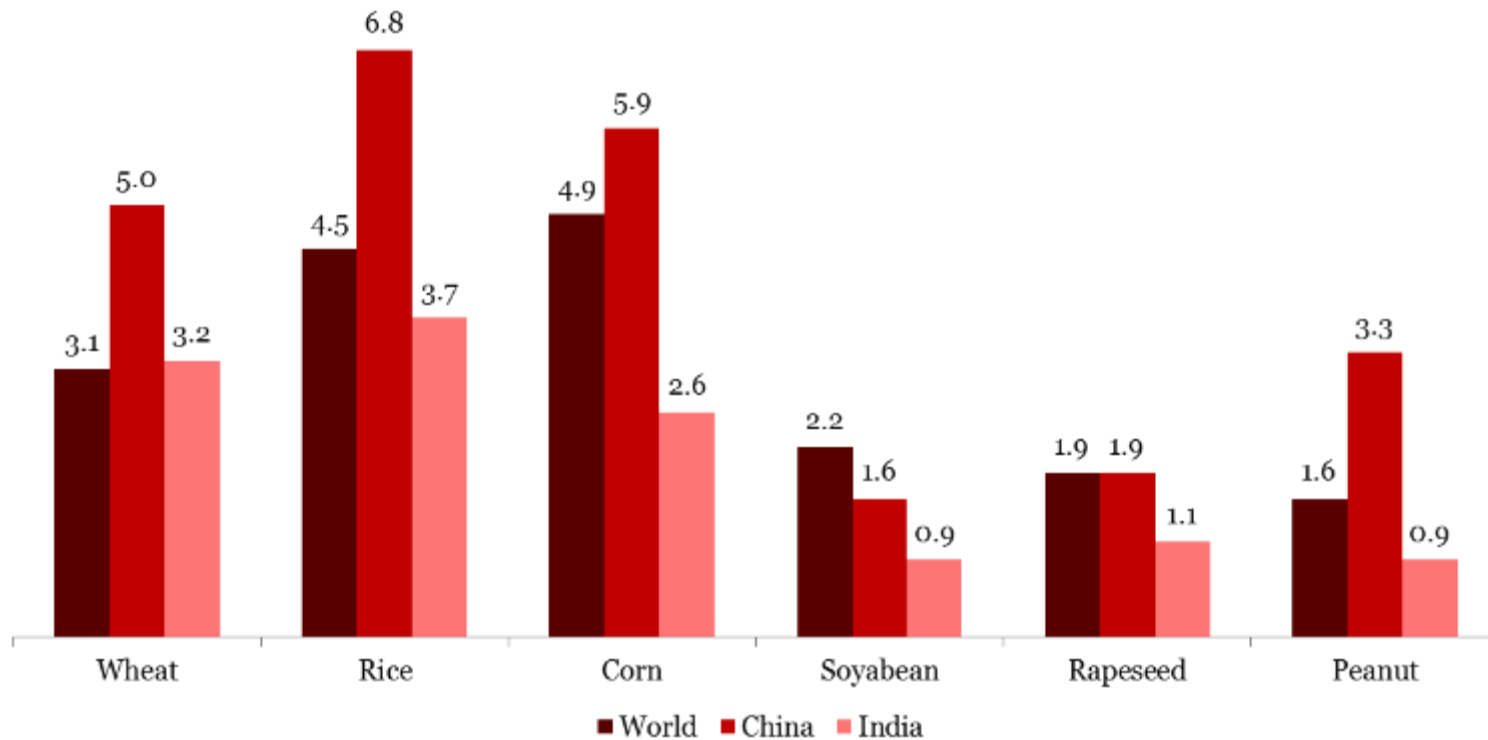
N	0.8%
P ₂ O ₅	0.1%
K ₂ O	3.1%

Source: IFA

INDIAN SCENARIO

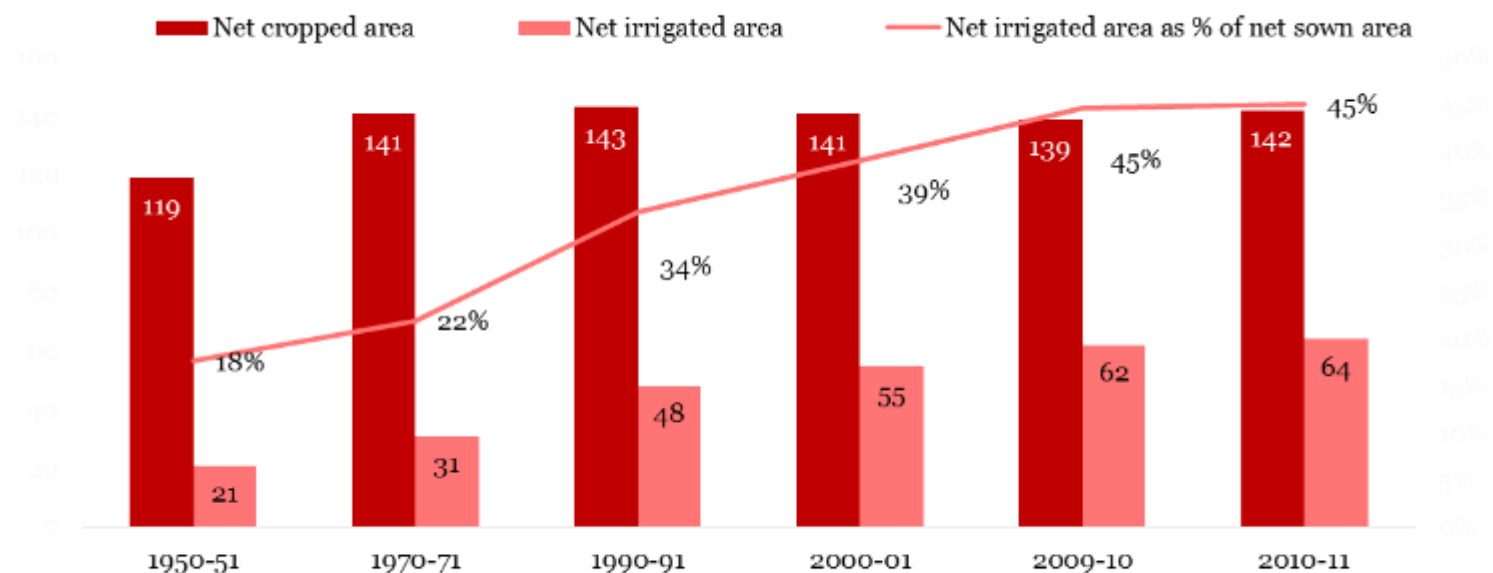
India's crop productivity is low by global standards - needs to increase to meet demand

MT per hectare



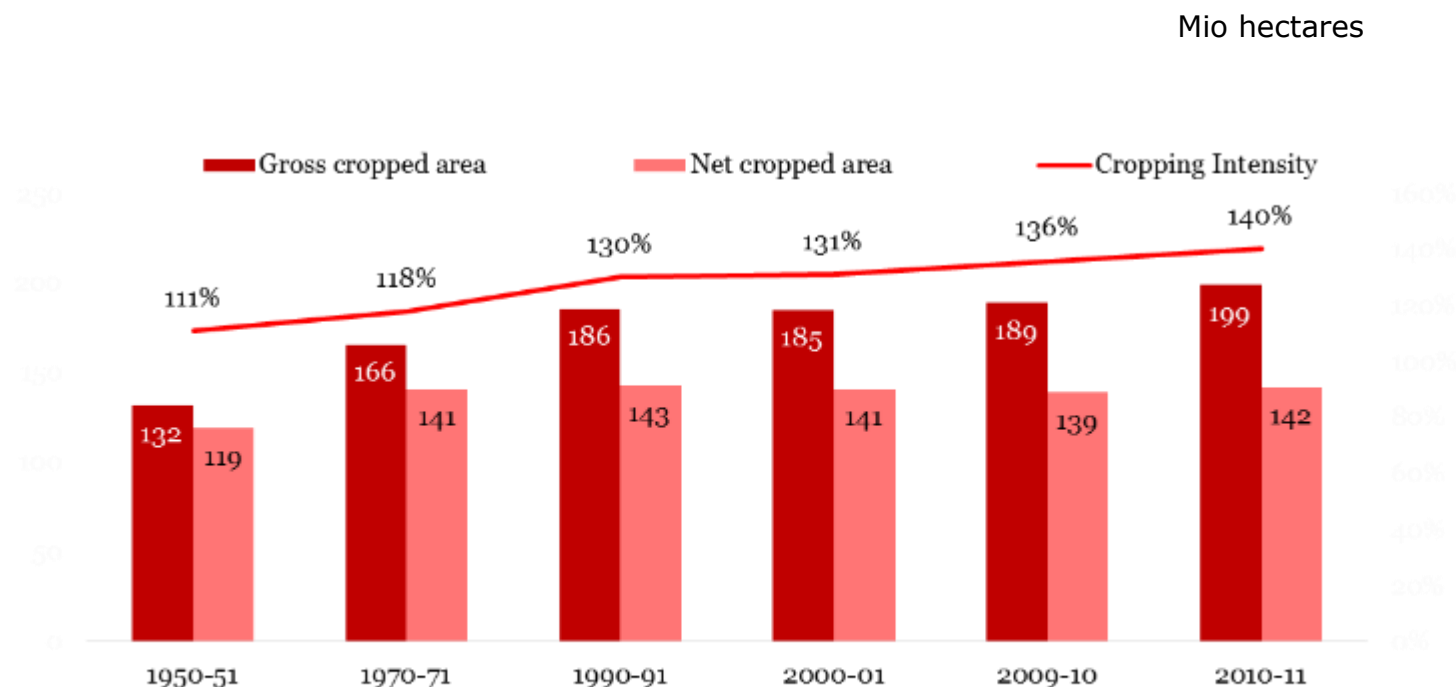
Positive factor: Irrigated Area in India has been steadily increasing

Mio hectares



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

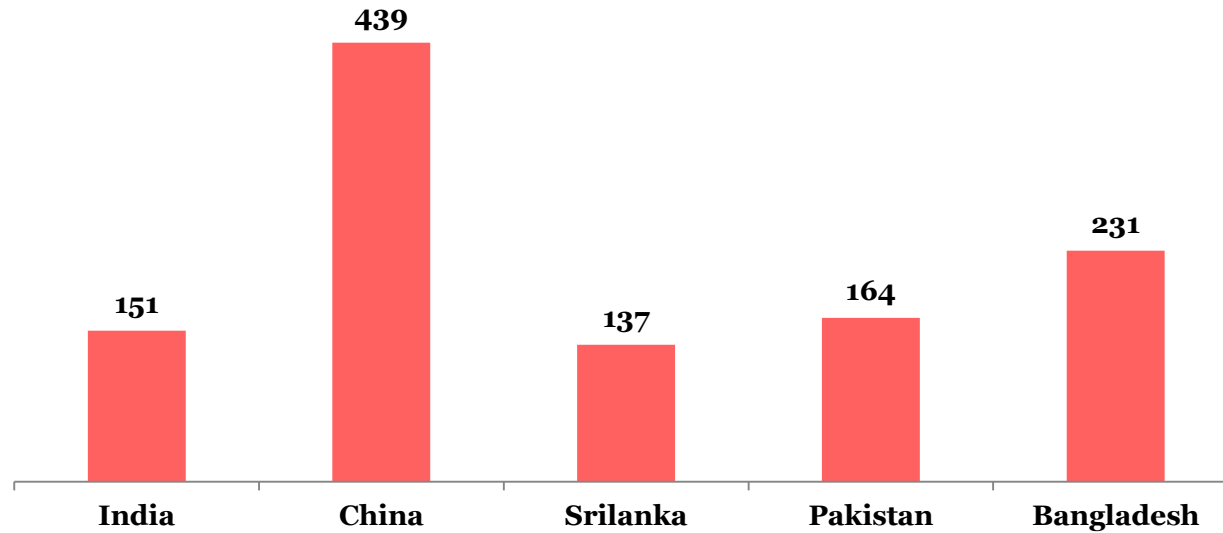


Cropping intensity has gone up from 118% in early 1970s to 140% in FY11. A continuation of this trend is likely to push up demand for fertilizers

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

Nutrient Consumption among the Asian Countries

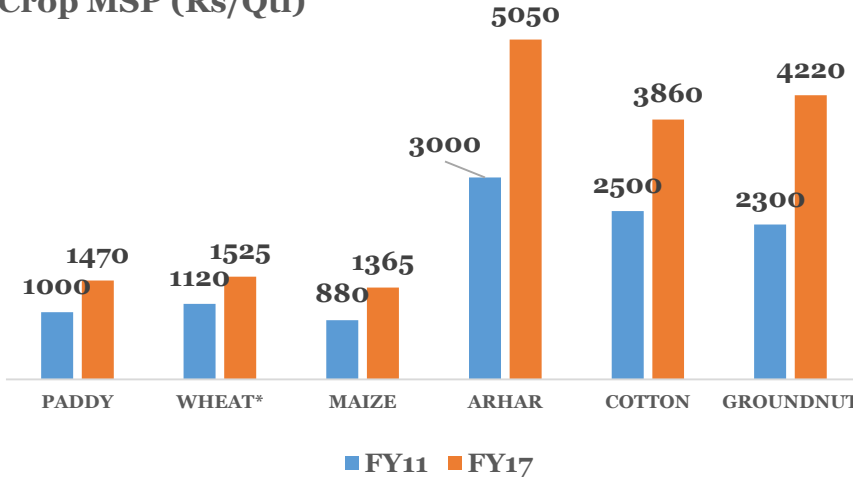
kg/ha



India's Nutrient consumption (Kg/Ha) is lower than countries like China (439), Bangladesh (231) and Pakistan (164)

Long-term demand drivers remain strong in India

Crop MSP (Rs/Qtl)



*Wheat: FY16 crop season

Rural wage growth

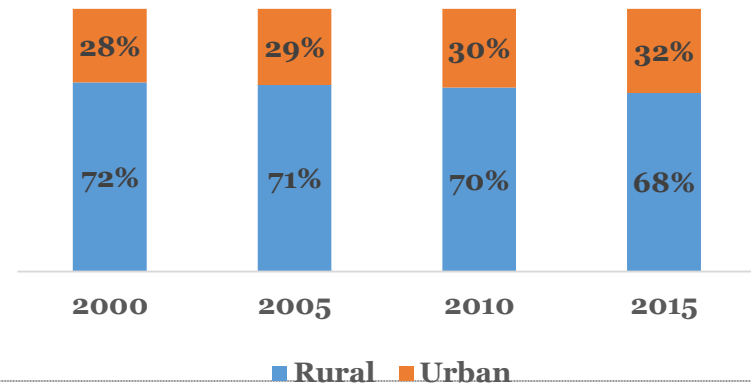
- MSP increase
- Higher allocation under MGNREGS
- National Agriculture Market- Price Discovery

Irrigation coverage

- Fast tracking of 89 irrigation projects
- Additional 8 mil ha to be brought under irrigation

Population growth & Urbanization

Urban-Rural Population



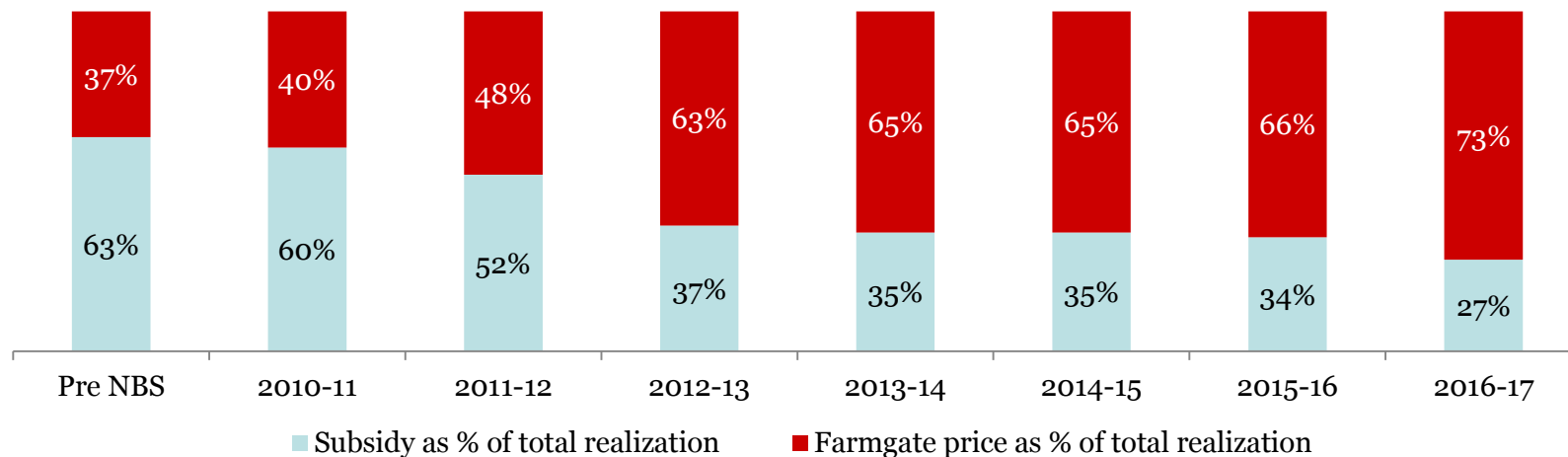
Fertiliser Subsidy Policy

Nutrient Based Subsidy (NBS) policy effective from April 1,2010. The Salient features 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
- MRP/Farm gate prices decontrolled - Companies free to set the price
- Any increase / decrease in cost of inputs will have to be addressed by companies through change in farm gate prices – Fixed subsidy & variable farm gate prices

Subsidy - Rs. Per Kg								
Nutrient	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	% Chg
N	23.227	27.153	24.000	20.875	20.875	20.875	15.854	-24%
P	26.276	32.338	21.804	18.679	18.679	18.679	13.241	-29%
K	24.487	26.756	24.000	18.833	15.500	15.500	15.470	0%
S	1.784	1.677	1.677	1.677	1.677	1.677	2.044	22%

Resulted in lower subsidy component...



Share of farm gate price of Complex Fertilizers in total realization has increased & share of subsidy has decreased

Rs. Cr	2011-12	2012-13	2013-14	2014-15	2015-16 P	2016-17 B	% CAGR
Imported Urea	13,716	15,133	11,538	12,100	12,300	11,000	-4%
Indigenous Urea	20,208	20,000	26,500	38,200	38,200	40,000	15%
P & K	36,089	30,480	29,301	20,667	22,469	19,000	-12%
Total Fertiliser Subsidy	70,013	65,613	67,339	70,967	72,969	70,000	0%



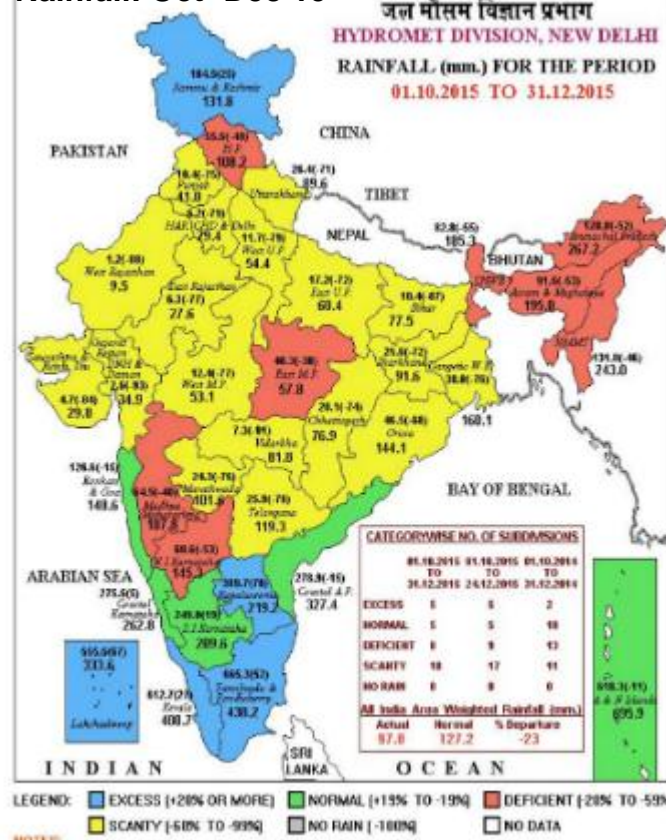
FY15-16 UPDATE

Challenging agri environment...

Rainfall: June-Sep'15



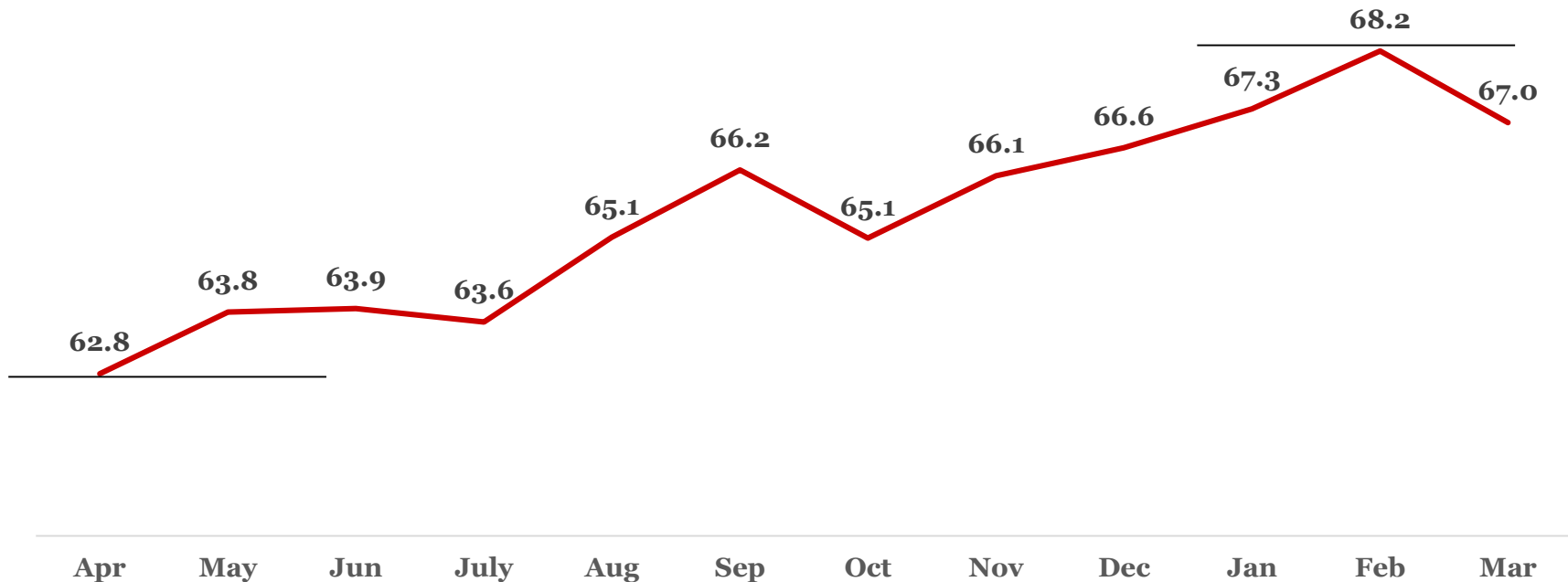
Rainfall: Oct- Dec'15



in mm	India			South Peninsula		
	Actual	Normal	Diff.	Actual	Normal	Diff.
Jun-Sep	761	888	-14%	606	716	-15%
Oct-Dec	98	127	-23%	318	273	16%
Jan-Mar	51	83	-38%	13	33	-59%
Full Yr	910	1098	-17%	937	1022	-8%

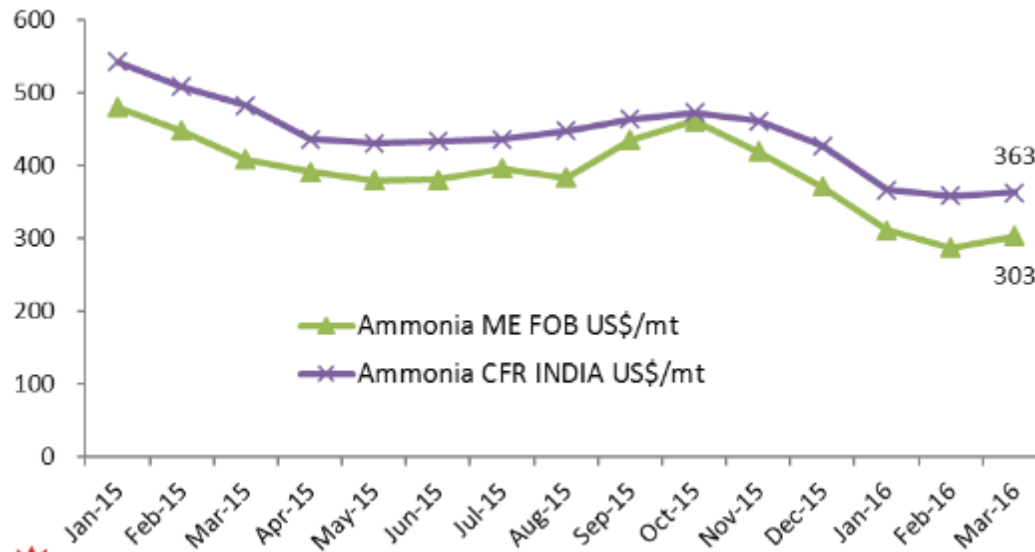
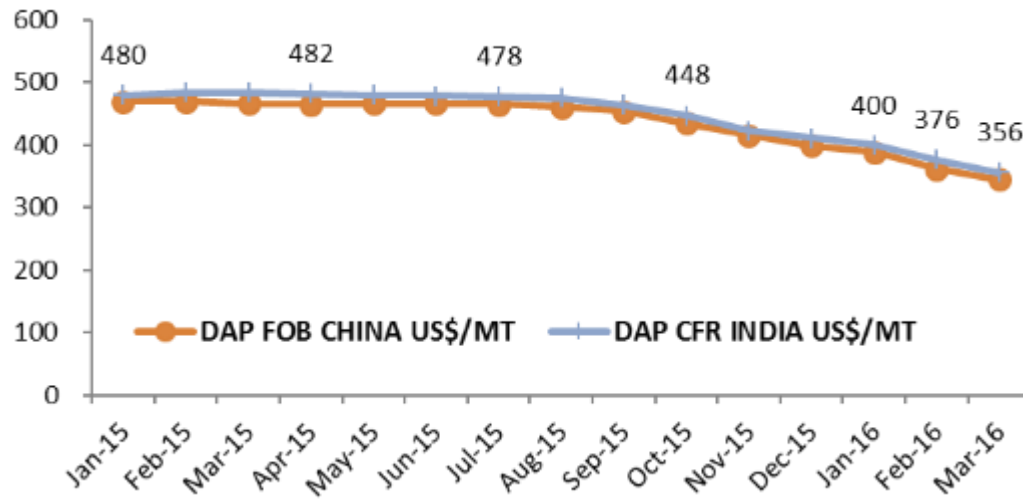
Volatile exchange rate....

Average Exchange Rate (INR - USD)



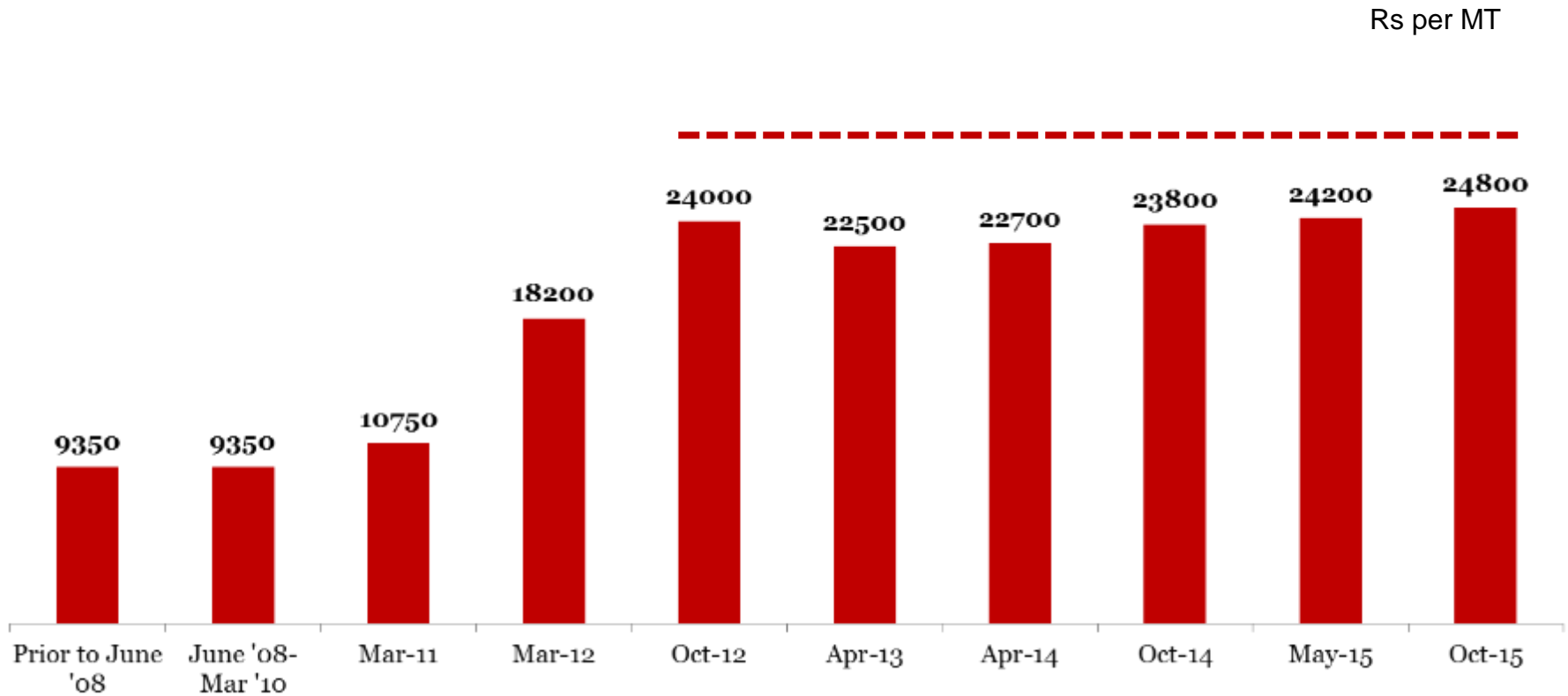
- ❑ Unexpected depreciation of Chinese yuan renminbi in Q2
- ❑ Monetary tightening by US in Q3

Partially offset by soft commodity prices...



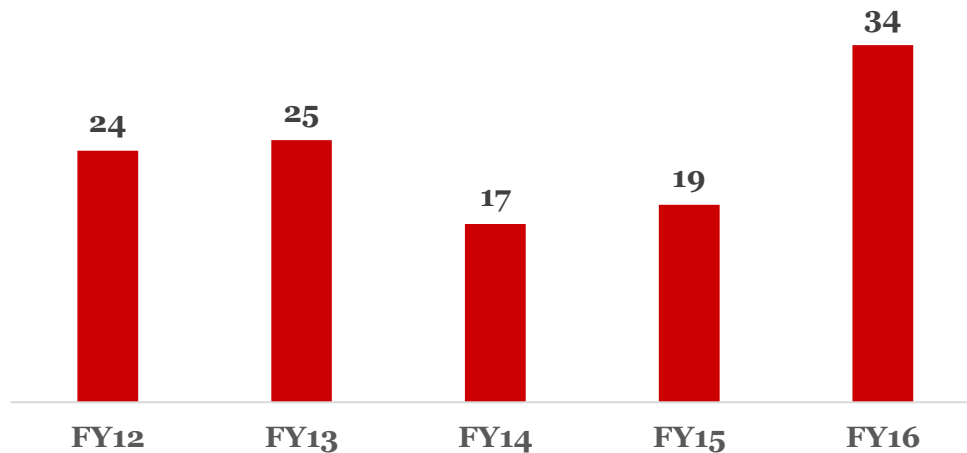
- ❑ Drop in feedstock cost ie, Coal, Crude and Natural Gas
- ❑ Global softening of agri commodities, stagnant demand and agro-climatic issues in key markets led to price pressures on raw materials
- ❑ Outlook to remain Soft to Stable in near term

... resulted in range bound farm gate price



China Policy Changes... & Soft International Prices

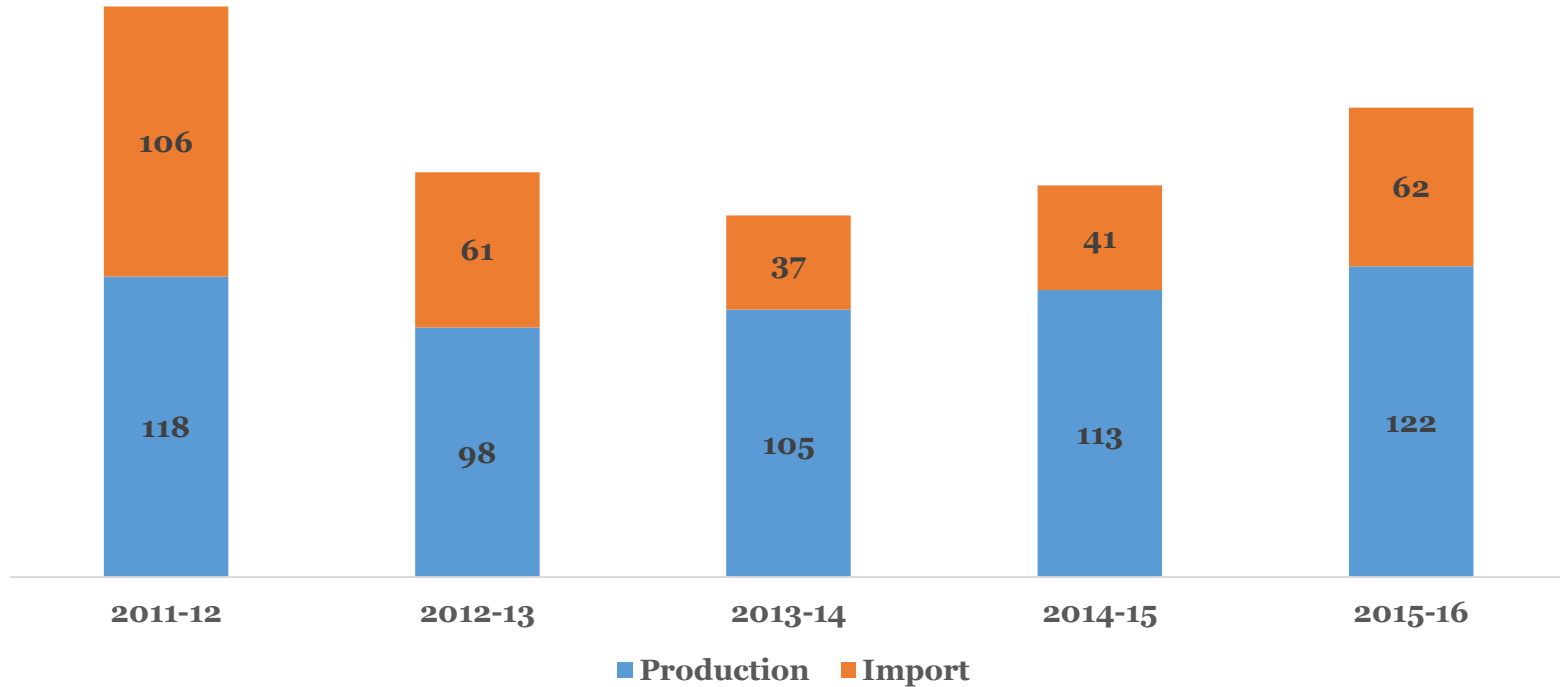
DAP Imports from China (LMT)



- China's shift to flat tariff structure resulted in higher exports
- Depreciation of the Chinese yuan against the US dollar led to price corrections by the Chinese suppliers

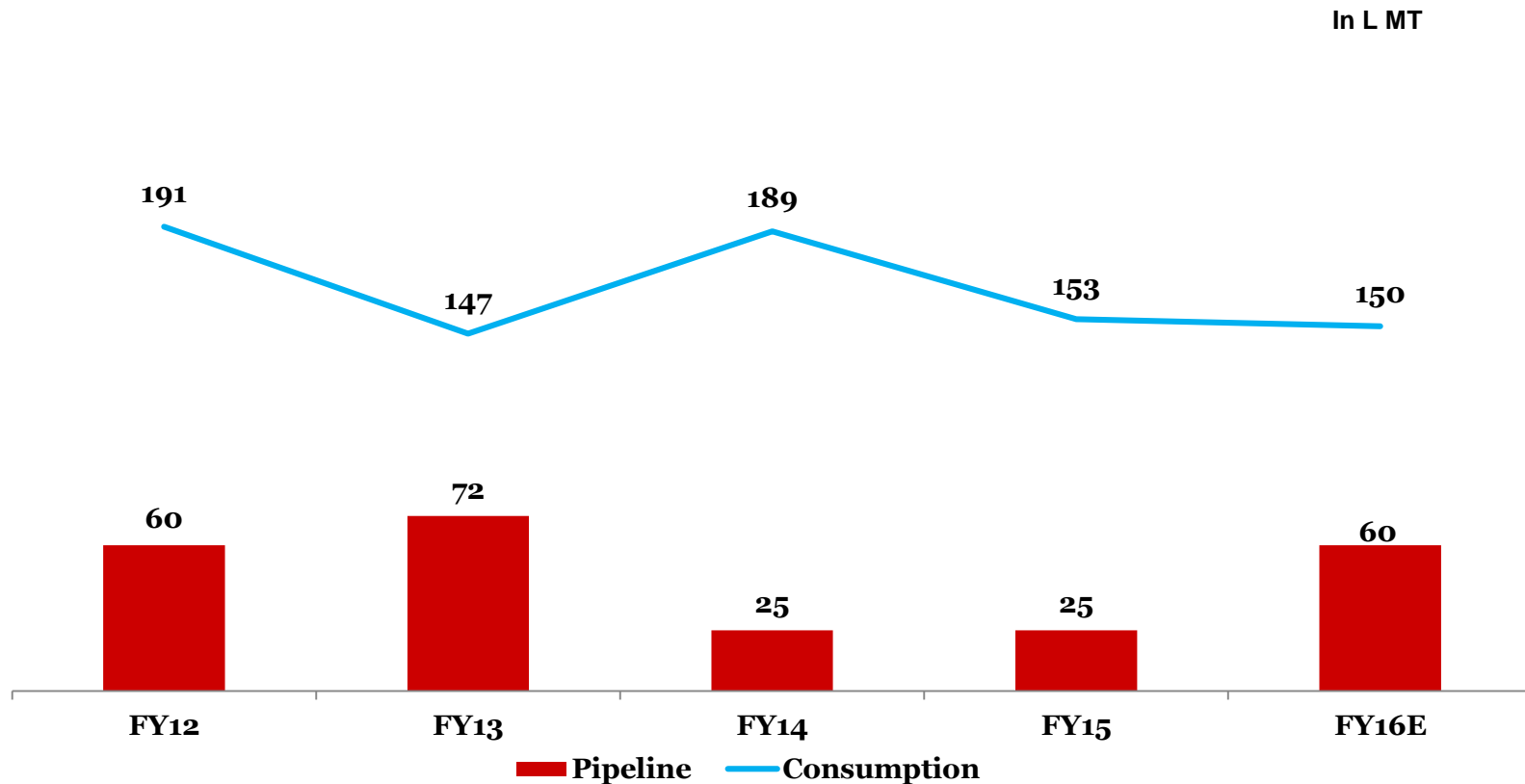
...led to increased Phosphatics imports

DAP+Complex: Production & Imports (L MT)



51% increase in Phosphatics imports

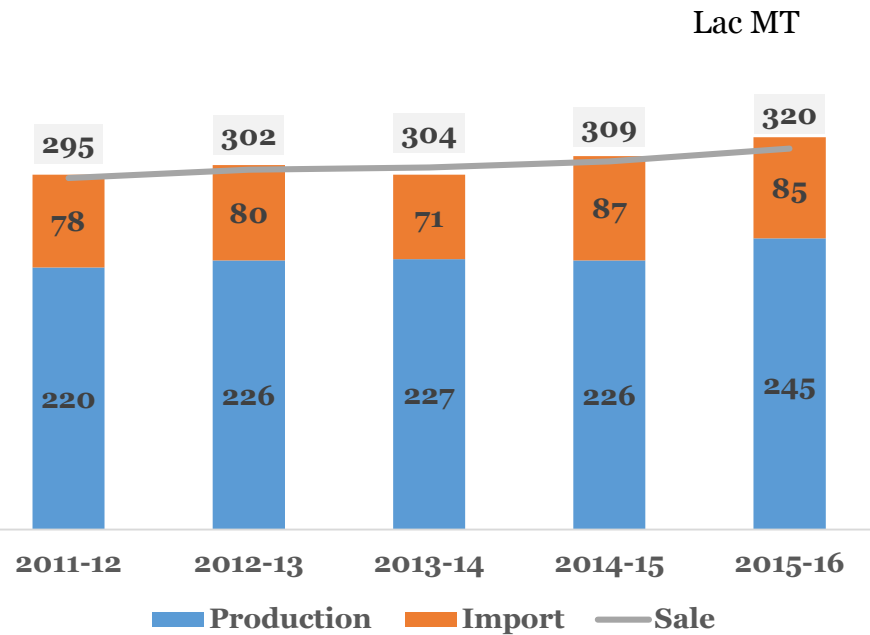
But season failureresulted in lower consumption & higher industry stocks



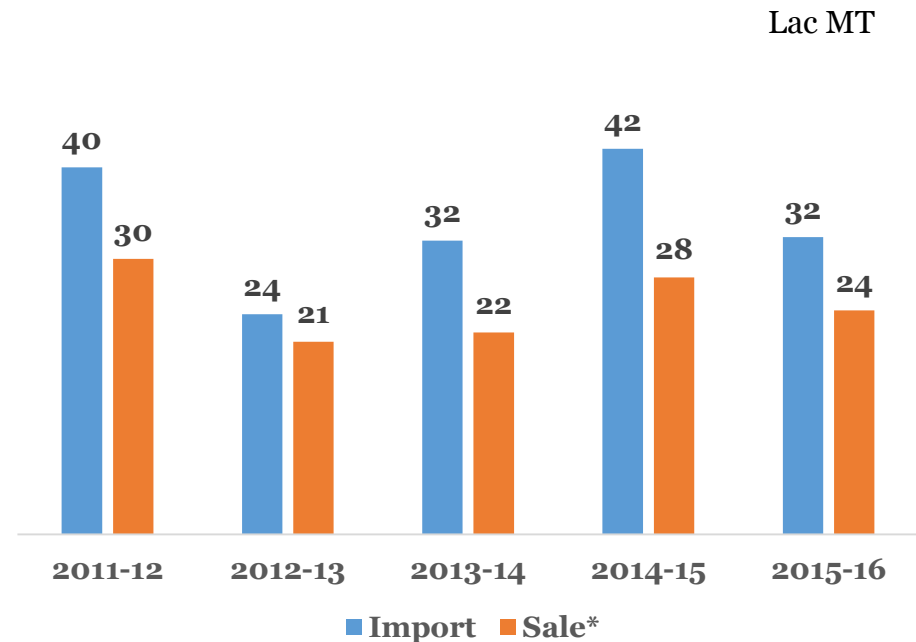
Source: Industry estimates

Urea demand has remained stable post NBS implementation

UREA SUPPLY & DEMAND



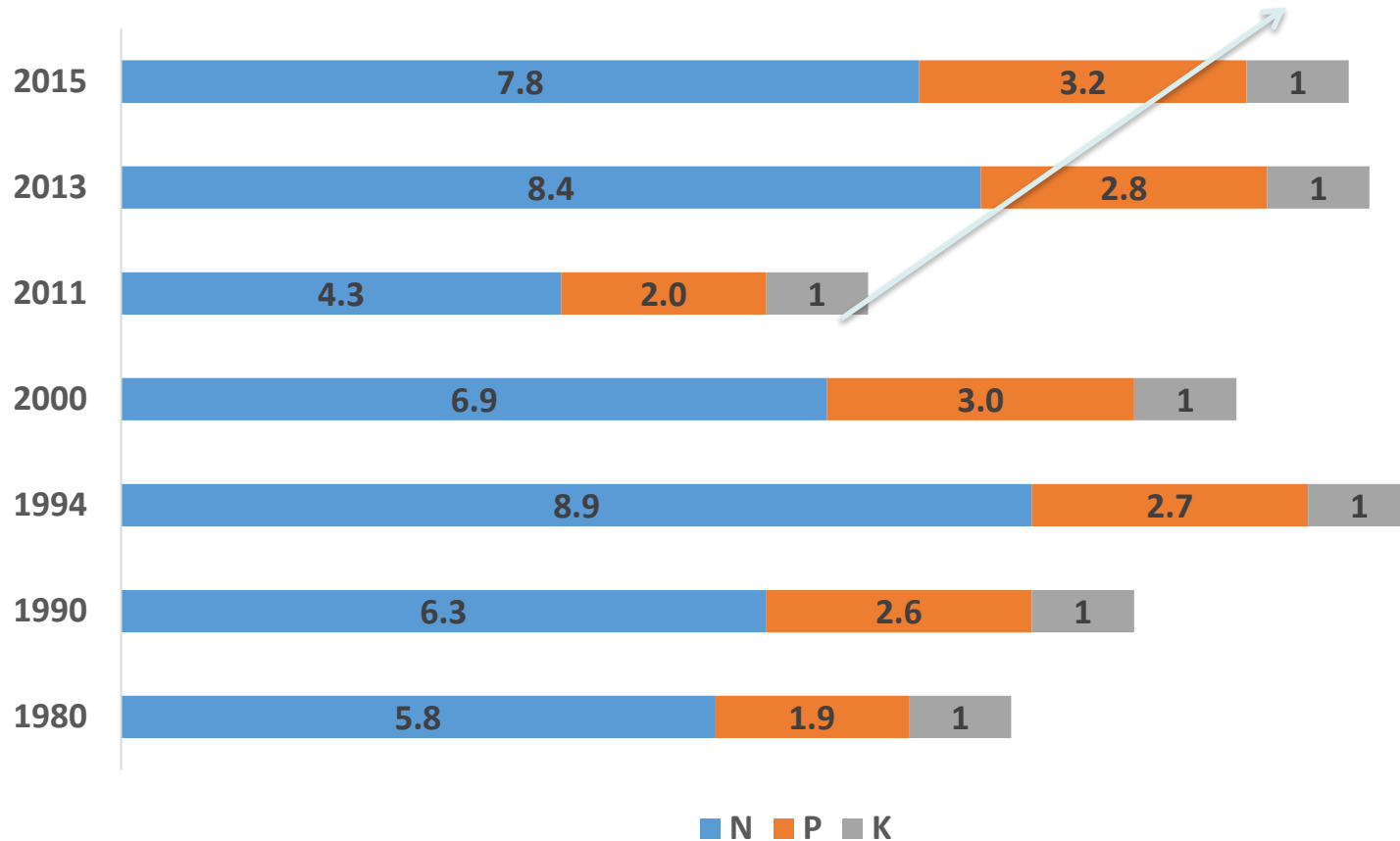
MOP SUPPLY & DEMAND



- New Urea Policy benefited Urea manufacturing
- Production up by 8%

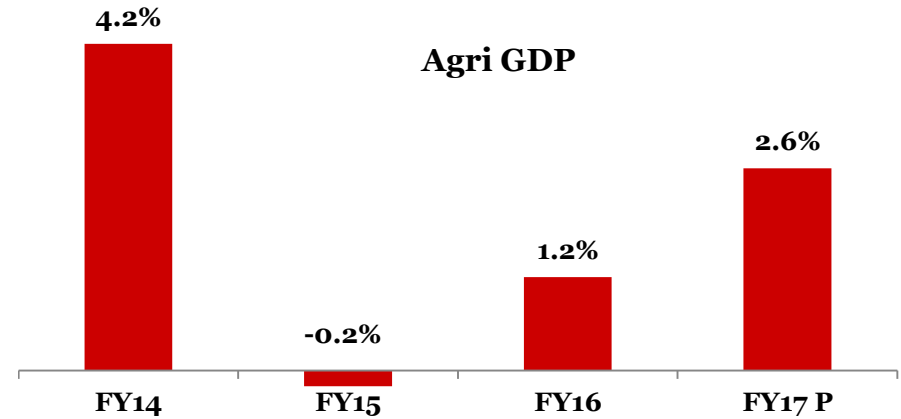
- Weak demand for MOP

...resulting in skewed NPK application ratios



Ideal Nutrient Ratio:: 4:2:1

- Agri GDP expected to grow in FY16-17

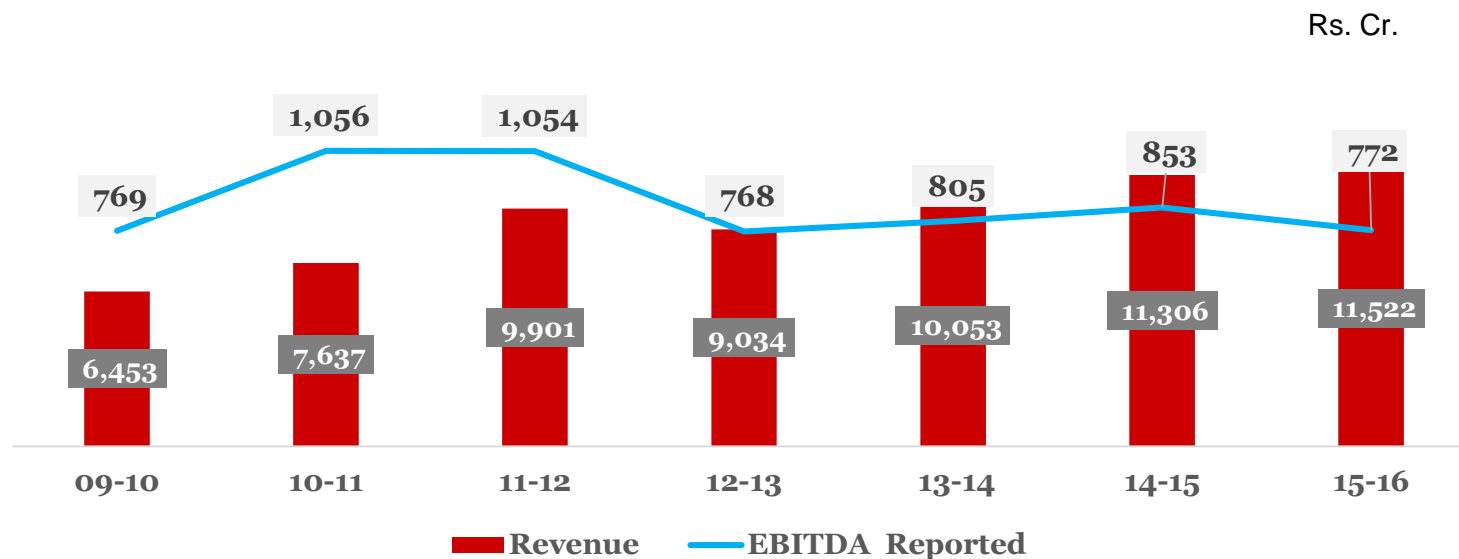


Source: RBI

- Above normal monsoons- 106% - 109% of LPA
- Pipeline inventory normalization
- Stable commodity prices

COMPANY PROFILE

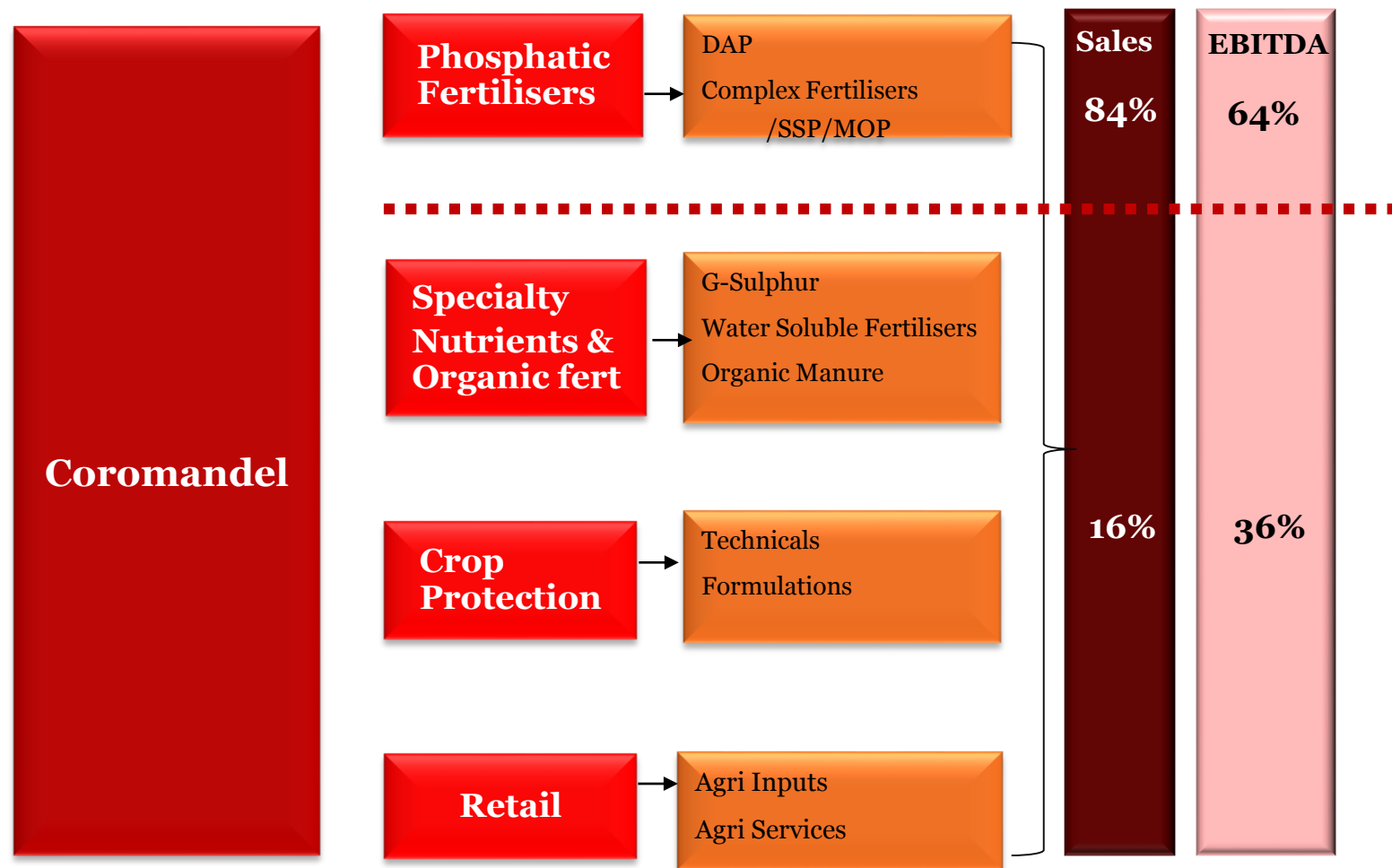
Coromandel - Snapshot



Key Facts :

- Turnover: Rs.11,522 Cr (FY15-16)
- Market Cap: Rs. 6788 Cr
- Strong credit rating: 'AA +' (Stable outlook)' with CRISIL India
- Employees: 3900
- International Linkages: FOSKOR, GCT, CANPOTEX, SQM, GETAX , QAFCO, ICL, Phoschem, OCP, YANMAR etc
- International Market Serviced: Latin America, Africa, China, South East Asia, Middle East

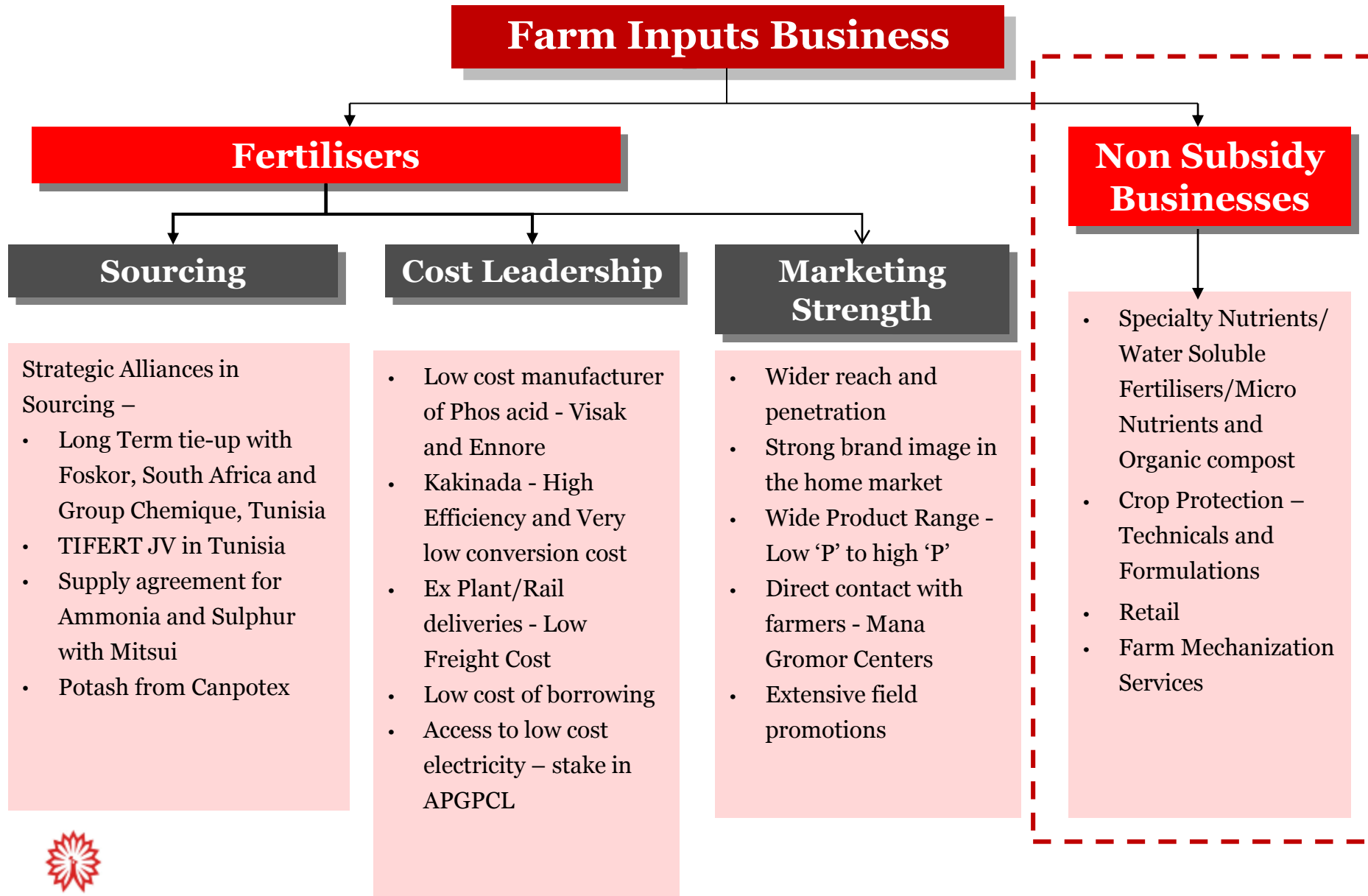
Business Structure



Non subsidy EBITDA share has steadily improved from 23% in FY08-09 to 36% in FY15-16

Growth through acquisitions and JVs

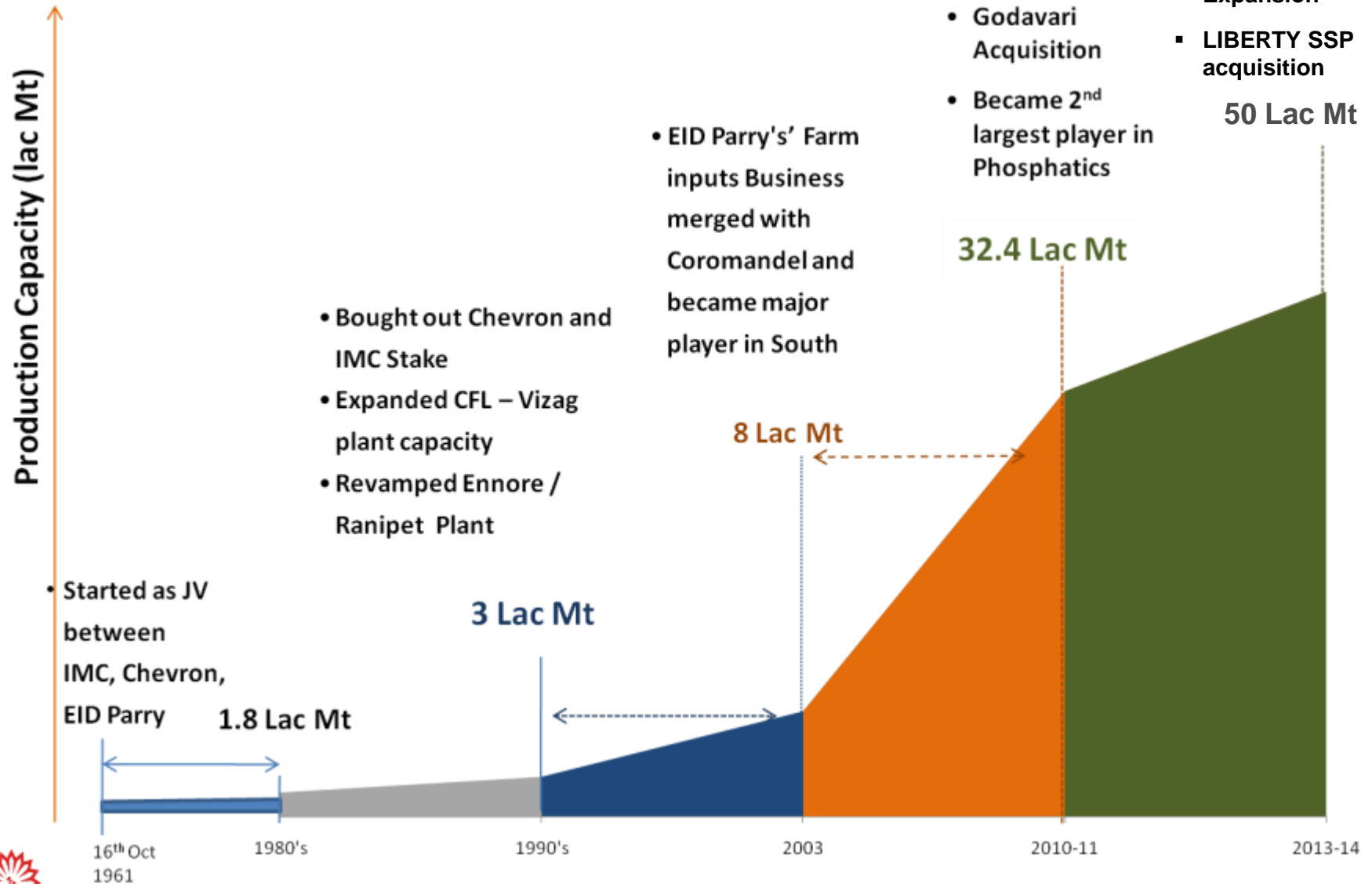
	2003	2004	2006 & 2007	2008	2009 & 2010	2011	2013	2014
Complex Fertilizers	Demerged fert. Biz from EID Parry			GFCL Acq 1.5 MM tons				
SSP							Liberty Group 1MM ton SSP Capacity	
Crop Protection			FICOM Acq		Acq of Jammu unit	Sabero Acq		
Others / JVs		BAA with FOSKOR	TIFERT JV		JV with SQM		APGPCL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



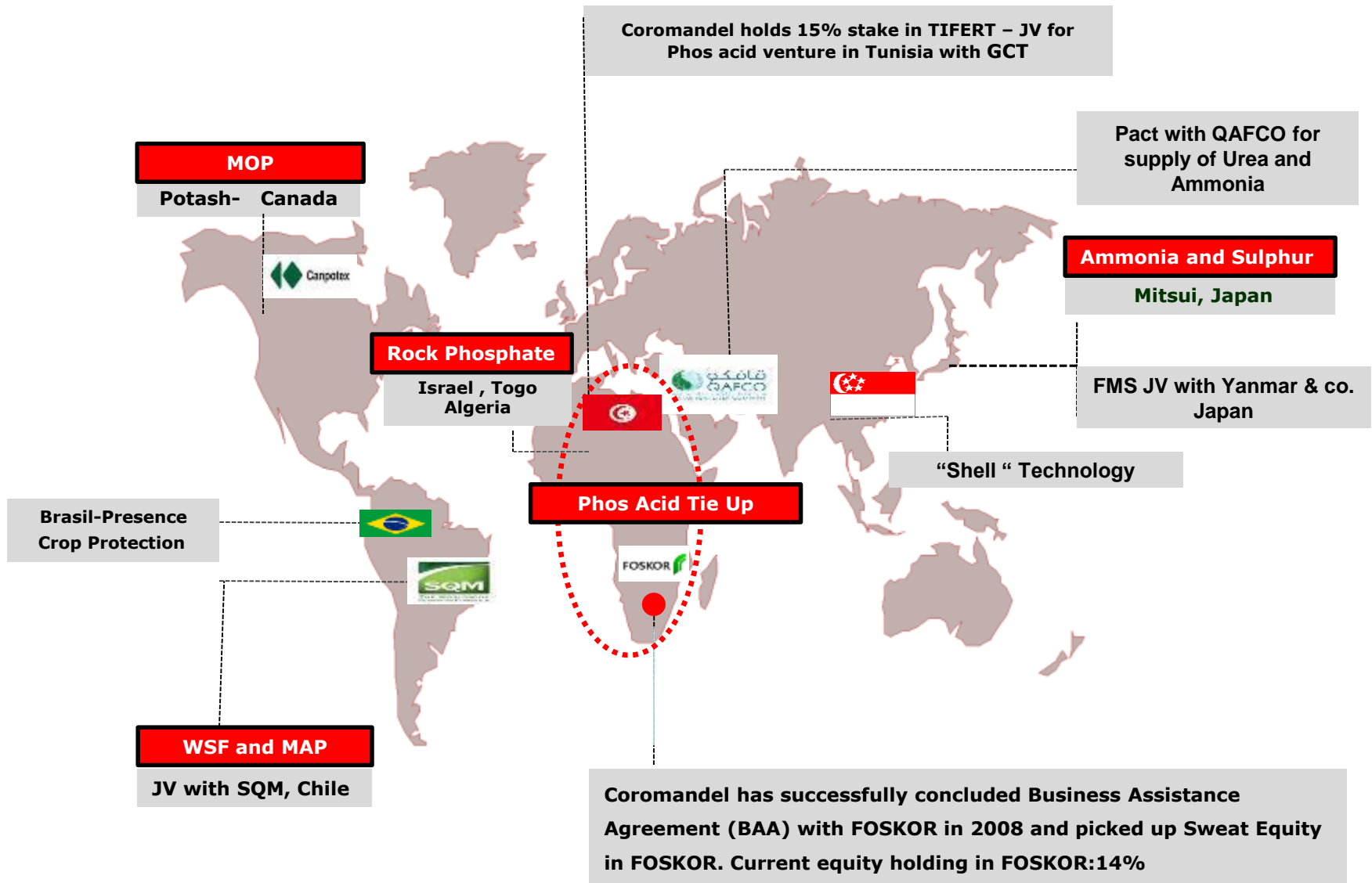
Coromandel's Fertilisers Business



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
- 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

- Value gap - imported Vs own acid
- Use of various sources /grades of rocks
- New belt filter technology- to use low grade rocks

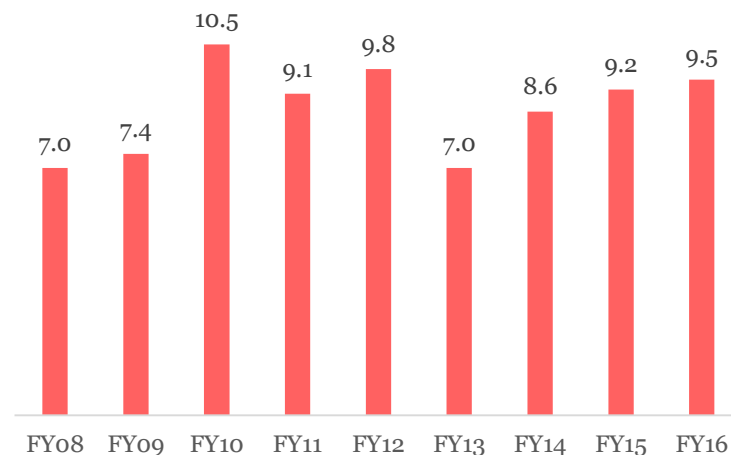
Sulphuric Acid

- Consistent production performance – operating at 100% + capacity
- Economic steam utilization– Total avoidance of LSHS/Furnace oil
- Increased Power generation

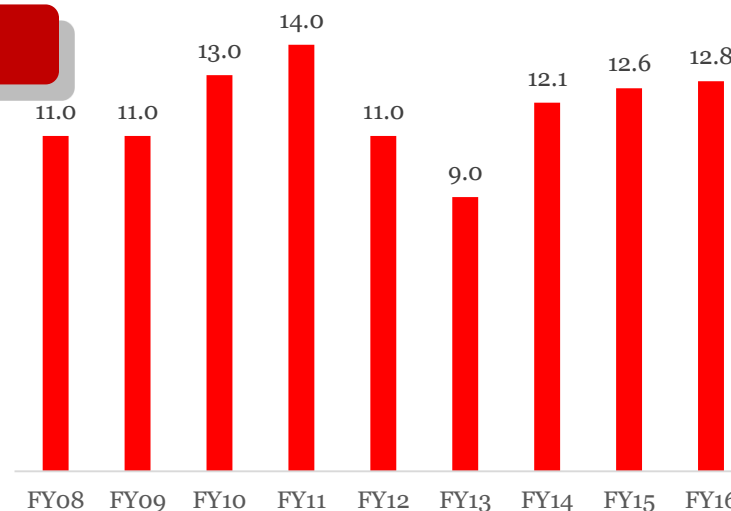
Complex Production

- Conversion cost reduction– In spite of increase in utilities cost
- Raw Material efficiencies

Visak Production (Lac MT)



Kakinada Production (Lac MT)



Kakinada Plant

Very High Efficiency

- N – 98% P – 99% K – 97%

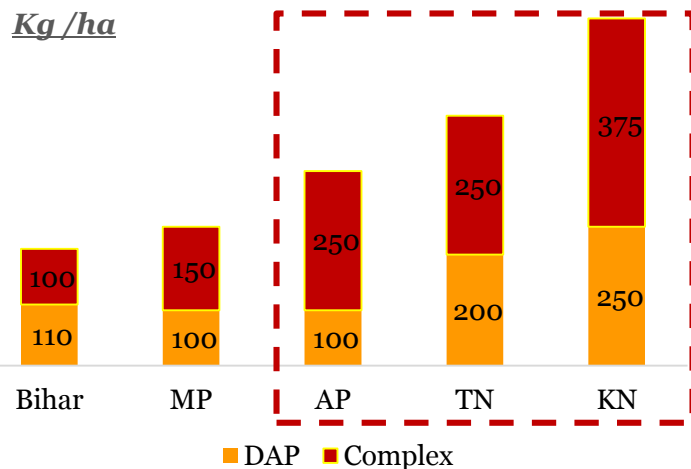
Product flexibility- Ability to manufacture multiple grades

Logistic Cost

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

Higher complex fertilizer consumption in core markets

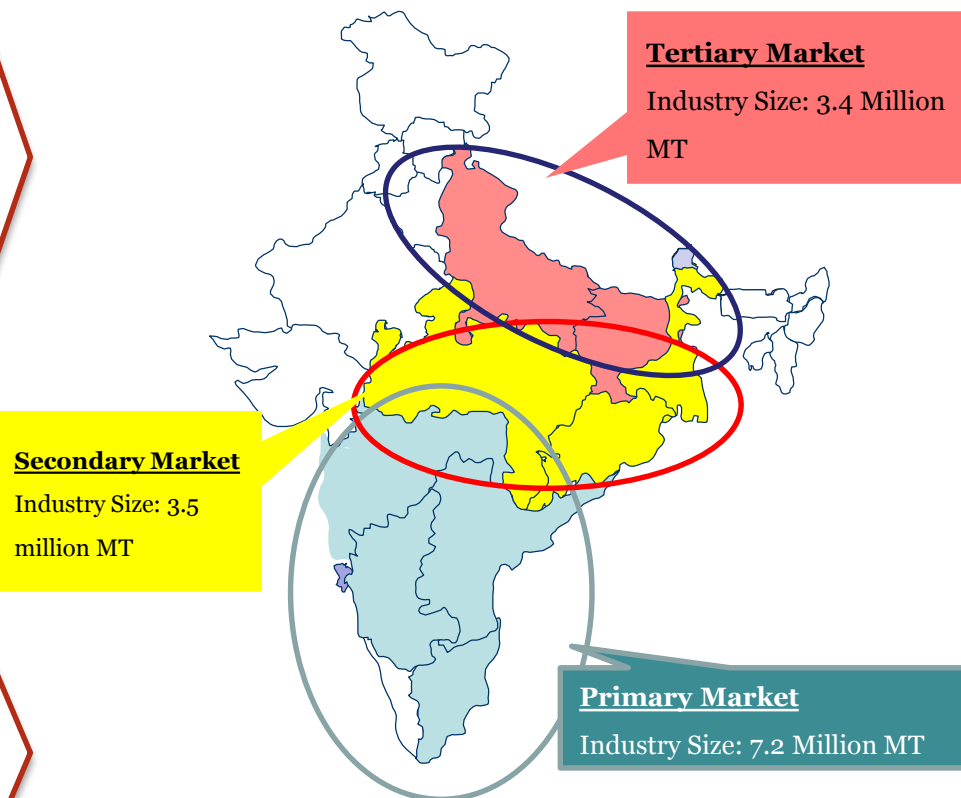
Kg/ha



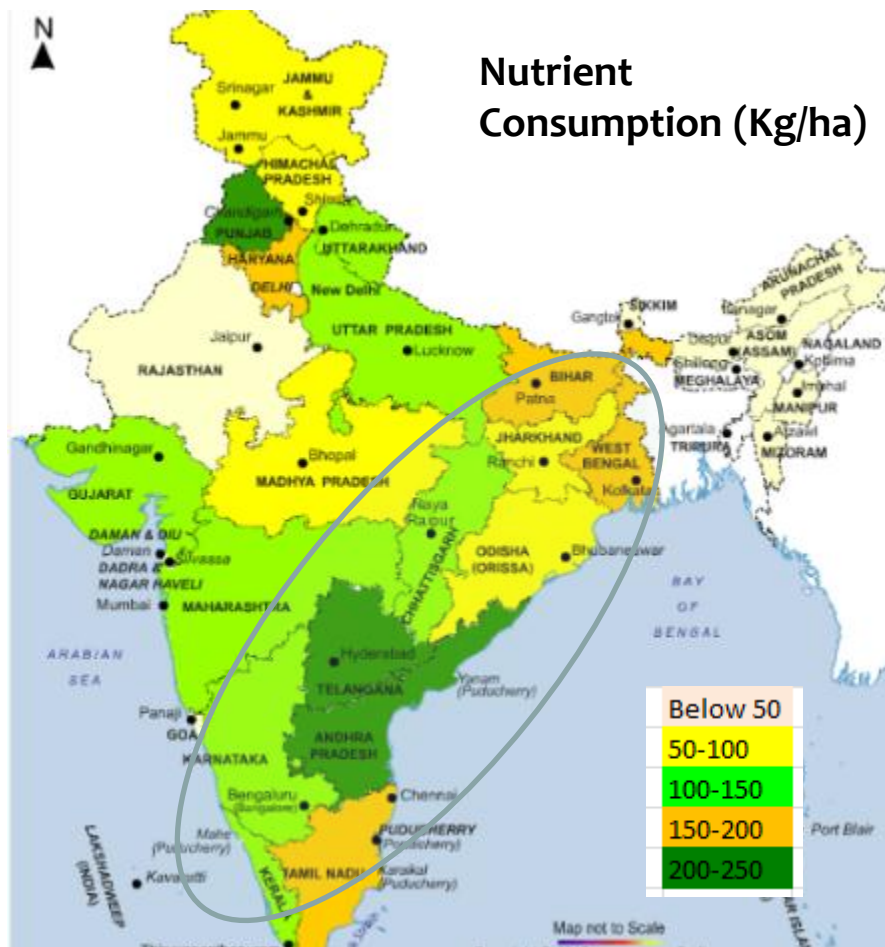
Marketing Channels

- Dealer Trade
- Retail Network
- Institutional segment

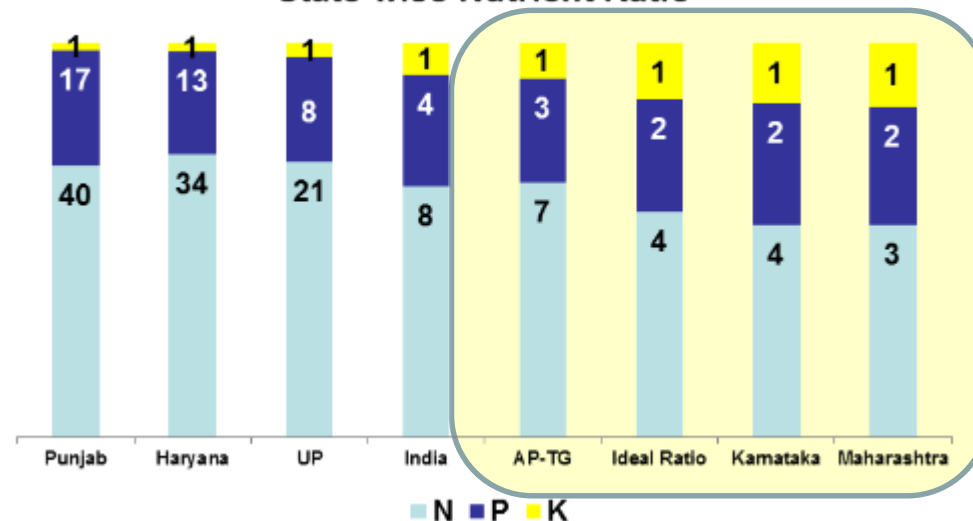
Target Markets



Locational Advantage



State wise Nutrient Ratio

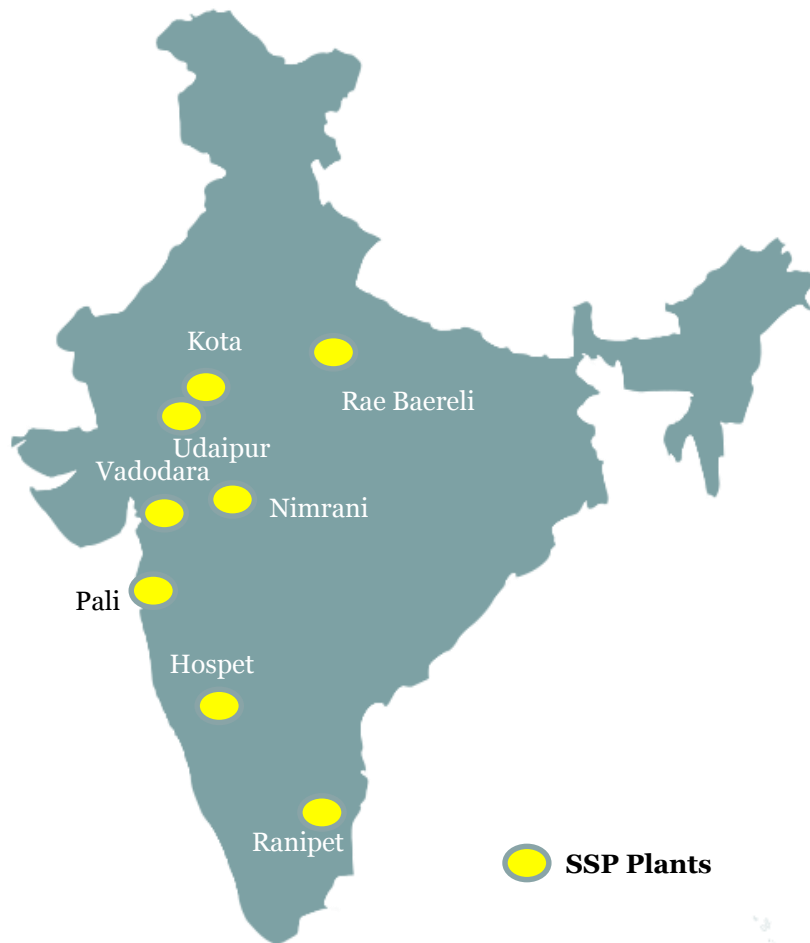


Primary markets maintains the balanced nutrient ratio

- Market leader in Complex fertiliser segment
- 2nd largest Phosphatics player in India
- Highest producer and marketer of unique fertiliser grades
- Plants located along strategic sourcing ports

Presence across major consumption pockets

Single Super Phosphate (SSP)



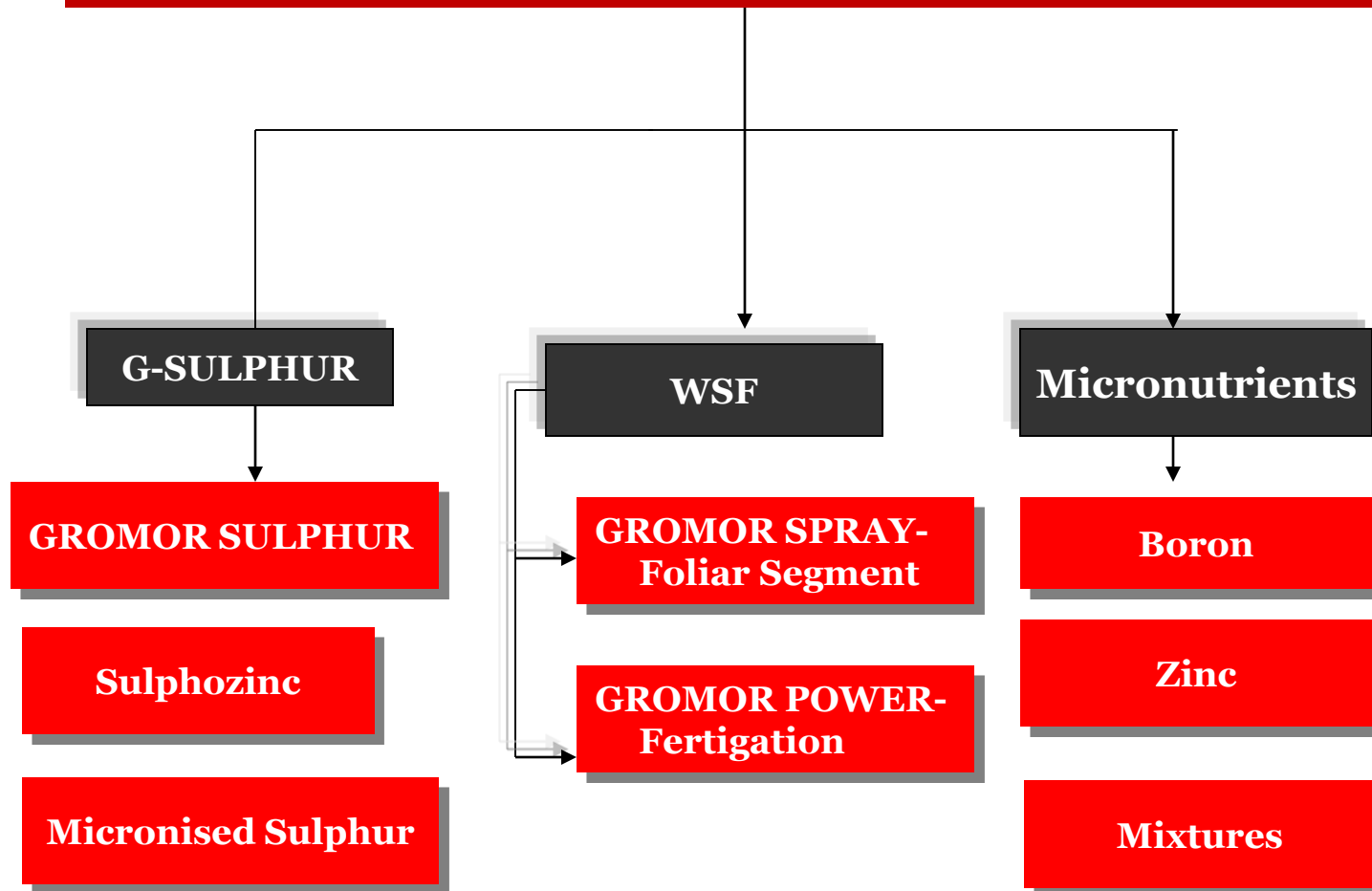
~10 L MT Production Capacity

- Market leader in SSP with 13.5% market share
- Presence across major SSP consuming crops- Alternate to DAP in Pulses & Oilseeds
- Improving quality perception and positioning of the product:
 - Quick Test Kits
 - Quality Certification: ISO 9001, ISO 14001 & OHSAS 18001 Management
- New product introduction – Zincated SSP
- Margins under stress- Season failure & Industry inventory

Specialty Nutrient Business



SPECIALITY NUTRIENTS DIVISION (SND)



- Customer Lock-in through holistic precision nutrition solutions and customization to crops and regions for maximizing the profitability of the crops
- Leverage SQM to bring global best practices in crop nutrition management
- Independent & specialized marketing teams to bring crop focus- Developing market based on total nutrition package- Gromor Sampoorthi
- Localized crop based promotion through special team to promote Gromor Sampoorthi program
- Crop based and soil based new product introduction to address farmer needs

SND & Organic Fertiliser Business

Sulfur Products

- Micronised sulphur variant launched
- Market leader despite adverse market conditions

WSF

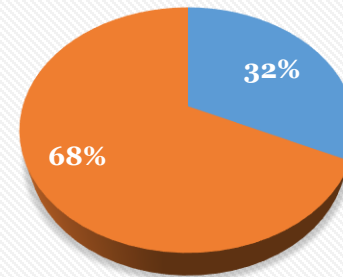
- Expanded umbrella branding approach for SND products
- Crop based product launches- Speedfol Cereal & Cotton

Organic Fertiliser

- Focus on value added Organic variants
- Inventory rationalization and direct deliveries

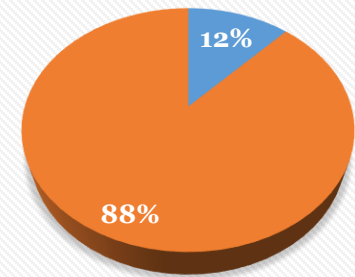
Value based Market Share

Sulphur products



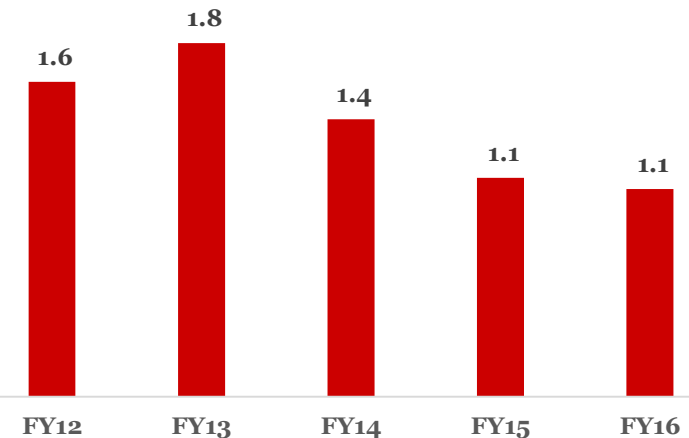
■ Coromandel ■ Rest

WSF



■ Coromandel ■ Rest

Organic Compost Volumes (L MT)

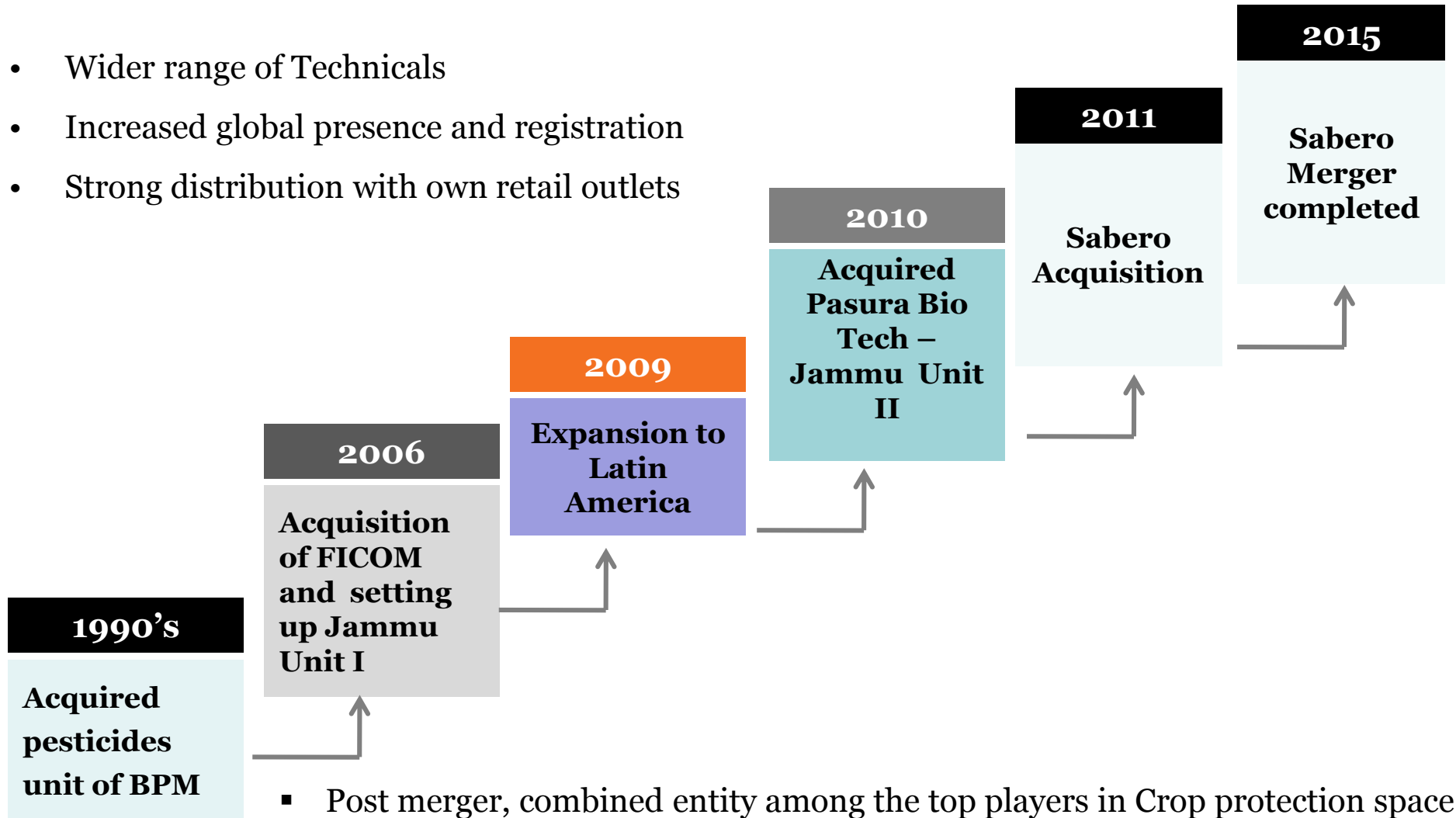


Crop Protection Business



Crop Protection business - Coromandel

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



- Post merger, combined entity among the top players in Crop protection space
- Exports contribute 45% of the combined turnover

- **Capacity augmentation of key molecule**
 - Mancozeb expansion at Dahej and Sarigam
- **Increase R&D focus**
 - Off Patent molecule synthesis and process improvements in existing range
- **Improving sourcing efficiency**
 - Generate market information through China office
- **Focus on Export Registrations to improve market penetration**
 - Expand business in LATAM, Africa and APAC by leveraging strong registration portfolio

Operational Initiatives

- Umbrella branding focus through “Gromor Suraksha”
- Reducing conversion & treatment cost
- Focus territory approach
- Expand dealer network and customer engagement

Strategic Initiatives

- Co-Marketing with MNCs – Access to new molecules – Tie up with BASF, Syngenta, DuPont
- Integrated approach to captive generics
- R&D initiatives & registration capabilities
- Foray into LatAm market – Set up office in Brazil

Jammu



Ranipet



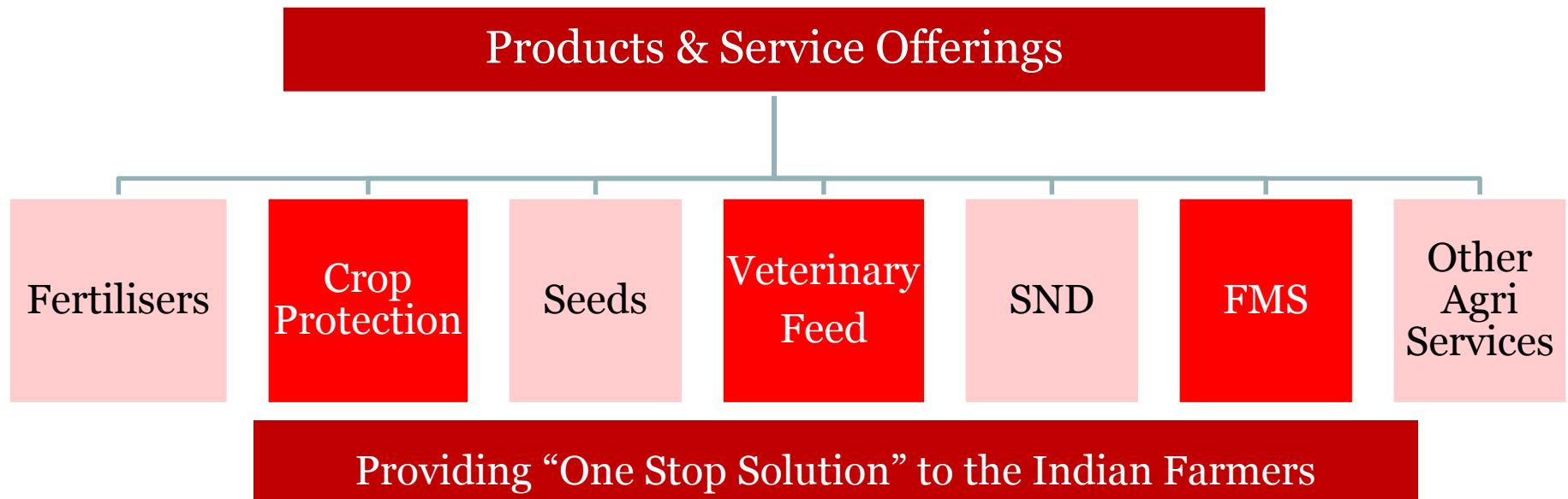
Mana Gromor Centers (MGCs) - Retail



- Positioning Retail as a complete “Farming Solutions” platform
- Constantly deliver significantly improved customer value proposition
 - Nutrient recommendations based on “Gromor Nutrient Manager” program
 - Knowledge dissemination: Gromor Webinar & “Gromor Scientist”
- Leverage farm implements knowledge of Yanmar to expand operations
- Increasing business efficiencies and margin expansion
- Strengthening Multi brand and expansion of range assortment

Retail Business Overview

- 600 centers in Andhra Pradesh and 200 centers in Karnataka- servicing more than 2 million farmers
- Awards & Recognition
 - Retail Excellence Award by CMO Asia in Singapore
 - Flame Asia Award (ROI& Gromor Webinar)



Yanmar Coromandel AgriSolutions

- Expanded FMS coverage; Market leadership in TN, AP, Kerala
- Opened service centers in AP- To be expanded in TN, Odisha
- Synergistic approach through MGC operations
- Indigenization of spares
- Expanding portfolio to include other Yanmar models (Combine, Tractors)

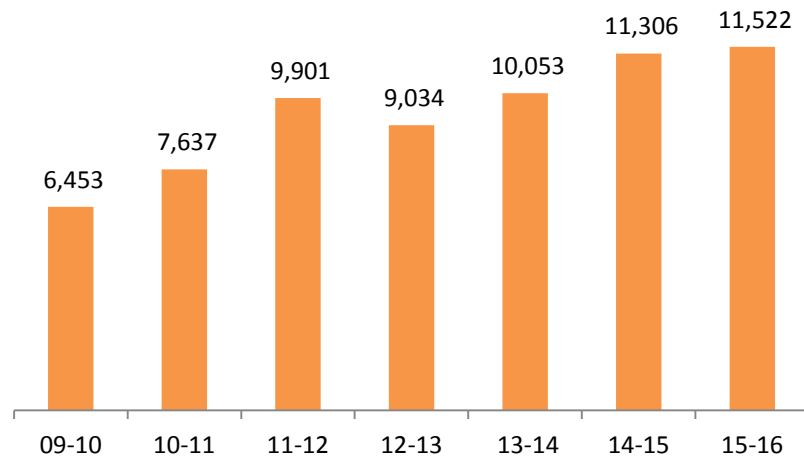


Financial Performance

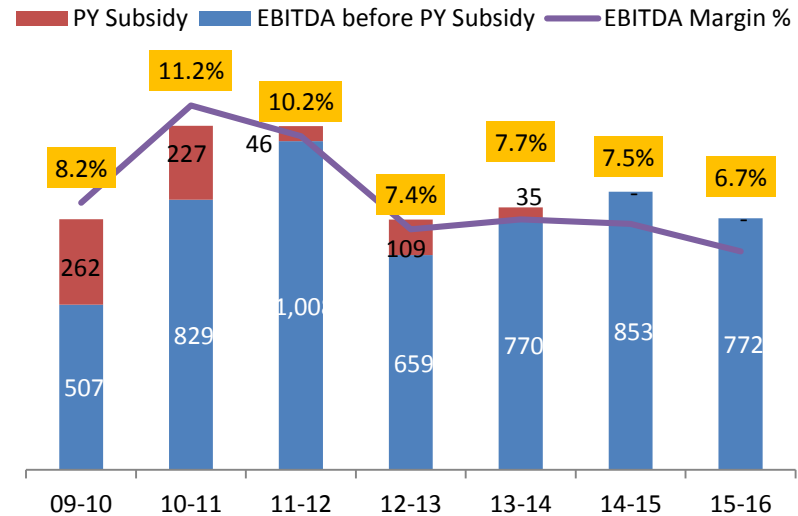


Consolidated Financial Performance

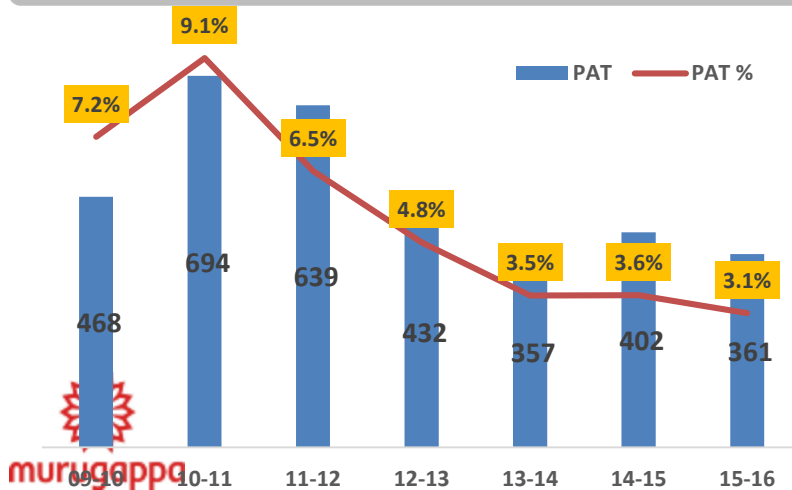
Turnover (Rs. Cr)



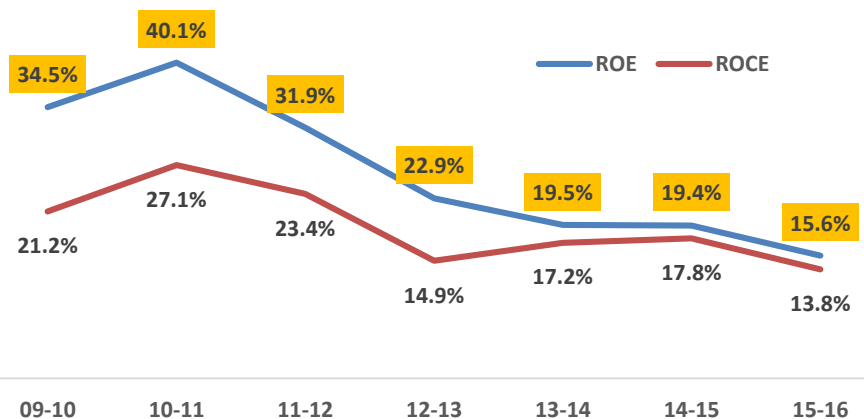
EBIDTA (Rs. Cr) & EBIDTA %



PAT (Rs. Cr) & PAT %



ROE & ROCE (%)



Income Statement - Consolidated

Amount in Rs. Cr	FY2010	FY2011	FY2012	FY2013	FY 2014	FY 2015	FY 2016
Revenue before PY subsidy	6,191	7,410	9,855	8,925	10,018	11,306	11,522
<i>YoY (Growth)</i>	-34.29%	19.69%	33.00%	-9.44%	12.25%	12.86%	1.91%
EBITDA before PY Subsidy	507	829	1,008	659	770	853	772
<i>EBITDA %</i>	8.19%	11.18%	10.23%	7.38%	7.69%	7.55%	6.70%
PY Subsidy	262	227	46	109	35	-	-
EBITDA Reported	769	1,056	1,054	768	805	853	772
Extra-ordinary income / (expense)	-	-	(36)	-	(13)	(4)	25
PBT	709	986	911	557	517	592	535
PAT	468	694	639	432	357	402	361
EPS (Rs.)	16.7	24.6	24.2	15.3	12.6	13.8	12.4
Debt / Total Capital (%)	56.48%	44.41%	58.98%	63.04%	48.81%	50.96%	48.23%
LT Debt / Total Capital (%)	5.83%	9.57%	13.25%	25.15%	11.62%	5.54%	1.43%

Balance Sheet- Consolidated

Amount in Rs. Cr	FY2010	FY2011	FY2012	FY2013	FY 2014	FY 2015	FY 2016
Equity	1,502	1,957	2,416	2,303	2,307	2,202	2,425
Debt and Other LT liabilities	2,047	1,664	2,977	2,976	1,873	2,318	2,274
Deferred Tax Liability	86	82	67	188	189	188	171
Sources of Funds	3,634	3,702	5,461	5,466	4,369	4,707	4,870
Non Current Assets (incl G/W)	958	1,143	1,823	2,276	1,808	1,426	1,398
Investments	169	171	149	160	342	352	389
Cash/ICD	961	961	1,254	920	757	788	683
Bonds	860	430	-	-	-	-	-
Inventory	926	1,514	1,922	1,478	1,753	2,259	2,352
Subsidy	508	969	1,626	1,376	1,112	1,789	2,017
Debtors	140	205	958	1,820	1,483	1,446	1,809
Other current assets	115	149	233	383	349	301	244
Current Liabilities	1,003	1,839	2,504	2,945	3,236	3,654	4,022
Net Current assets	2,508	2,389	3,489	3,030	2,219	2,929	3,083
Application of Funds	3,634	3,702	5,461	5,466	4,369	4,707	4,870

THANK YOU