

JSW STRUCTURAL METAL DECKING LIMITED

COMPANY & MANAGEMENT PROFILE

- JSW Structural Metal Decking Ltd (JSW SMD) was incorporated on 18th December 2009. It is formed pursuant to Joint venture agreement between JSW Severfield structures Ltd (JSSL) (66.67%) and SMD Asia LLP (33.33%) (SMD Asia LLP is located in UK).
- JSSL is a 50:50 JV of JSW Steel Ltd. and Severfield Mauritius Limited - a wholly owned subsidiary of Severfield Plc. JSSL manufactures heavy fabricated steel structures for the commercial and industrial segments. JSW Steel Ltd is a part of the OP Jindal Group, and is one of the largest private sector, integrated steel manufacturer, with a capacity of 18 million MTPA. Products are diversified, and include hot-rolled steel strips, sheets/plates, mild steel (MS) cold-rolled coils/sheets, MS galvanized plain/corrugated/color-coated coils/sheet, steel billet, bars and rods. Severfield is one of the largest steel fabricators in the UK, with a production capacity of over 1,50,000 MTPA. The company has experience in construction of FSS structures for bridges, commercial complexes, power projects, airports, stadiums etc.
- SMD Asia LLP is 50:50 partnership between Mr. Benedict Pratten (including relatives) and Mr. James firth. SMD Asia LLP is associate co. of structural metal decks Ltd (SMD Ltd). The end Shareholding pattern of SMD Ltd is equally of Mr. Benedict Pratten and Mr. James firth and also is managed by them. SMD Ltd is UK's specialist in the design, manufacture & installation of composite metal decking for over 25 years' experience. Mr. James firth is also Director of Firth Steels Ltd, UK and the said company is engaged for over 25 years in the business of manufacturing of profiled metal sheeting and stock holders of spring steel.
- JSW SMD manufactures TR60/80 and TR50 profiled metal decking sheets and its accessories. For manufacturing deck separate two machines are there one is for TR60/80 profile (installed in Aug 2010) and other is for TR50 profile (installed in Dec 2017).
- JSW SMD derives strong operational advantage from substantial experience of its promoters and management team in steel and construction industries. JSWSMD also procures substantial orders from JSSL for the metal deckings sheets. TR50, TR60 and TR80 profiles are design protected deck profiles of SMD Ltd and are being used in India by JSW SMD. SMD Ltd also provides technical support to JSW SMD.
- JSWSMD also procures substantial orders from JSSL for the metal deckings sheets. JSWSMD's customers include L&T, JSSL, Afcons infrastructure Ltd, B L Kashyap & Sons Ltd, Prestige Group, Reliance group, Capacite, Eversendai amongst others. The company has demonstrated its project execution ability by executing projects with these big groups. Despite challenging business environment, the company has been able to secure contracts from wider selection of customers. This was on the back of high quality product and short delivery times offered by JSWSMD. However, JSWSMD is a major player in a growing metal deck market in India with all major builders, consultants and architects doing major projects in steel.
- Estimated annual production capacity based on 2 shifts of the existing TR60/80 machine is 11,000 MT , existing TR50 machine is 4,320 MT

- There is growth in the business and it appears from the financials, short summary is mentioned:

Particulars	FY 2018-19	FY 2019-20	FY 2021-22
Sales MT - TR60/80/50	5,059 MT	10,628 MT	11,730 MT
Revenue from operations	Rs. 37.08 Cr	Rs. 71.21 Cr	Rs. 126.34 Cr.
Profit before tax	Rs. 3.06 cr	Rs. 10.24 cr	Rs. 12.45 cr.

- The Company has also placed an order for purchase of new TR60 machine (Capex) from Indian vendor and the same is likely to be installed in May/June 2023. The cost of the machine is Rs. 8.25 crores (basic value Rs. 7 crores + GST Rs. 1.25 crores). This capex is funded 20% from internal accruals and the balance is through term loan from HDFC Bank for tenure of 4 years and 9 months. Capacity is expected of 13,000 MT per annum.
- Details of Directors & KMP's are mentioned below:

Sr.no	Name of Director/KMP	Profile
1	Mr. Derek Randall	<p>Designation: Chairman and Director</p> <p>Qualification: MBA,DBA</p> <p>Experience:</p> <p>Dr. Derek Randall, MBA, DBA serves as Managing Director of JSW Severfield Structures Limited and also serves as Executive Director of Business Development & International at Severfield plc (formerly known as Severfield-Rowen plc). Mr. Randall served as Executive Director of Business Development at Severfield plc since May 2008. Prior to Severfield plc, Mr. Randall served with Corus Group (the steel company which is part of Tata), where his last position was as Commercial Director of Long Products Division, responsible for a sales portfolio of circa £5 billion. He held a number of international Board positions with Corus. He has been an Executive Director for Severfield plc since February 28, 2011. He is the Visiting Professor of International Management and Development at Business School of Birmingham City University. He served on the Executive Council of The Steel Construction Institute. He holds a Master of Business Administration from Warwick Business School and a Doctor of Business Administration from Nottingham Business School.</p>
2	Mr. Santanu Choudhury	<p>Designation: Director</p> <p>Experience:</p> <p>Mr. Santanu Choudhury is the Chief Financial Officer of JSW Severfield Structures Limited (JSSL) since January 2016. He is a Chartered Accountant and Cost Accountant from The Institute of Chartered Accountants of India and The Institute of Cost and Works Accountants of India respectively. Before joining JSSL, he was the CFO for UGL India. Earlier to this, he was involved in various roles in finance at Leighton's India business. He has also worked in the consulting space with the Big 4 audit firms and was involved in advising</p>

		transnational corporations on various financial aspects of doing business in India. He has been in various roles including business management, controllership, taxation, transaction structuring, strategy and stakeholder oversight.
3	Mr. Benedict Pratten	<p>Designation: Director</p> <p>Qualification: BA Hons Degree in Construction Management</p> <p>Experience:</p> <p>More than 12 Years Managing Director of Global Design and Print Limited, UK based design/advertising agency.</p> <p>Also during this time he set up and managed an AutoCAD detailing company specialising in Structural Metal Decking.</p> <p>Structural Metal Decks Limited is one of the largest design, manufacturing & Installer of metal decking company in the UK. Dealing with Estimating, Sales, Marketing & Exports.</p>
4	Mr. Praveen Mam	<p>Designation: Executive Director & CEO</p> <p>Qualification: M.B.A. (marketing) & B.Sc.</p> <p>Experience:</p> <p>Having more than 24 years of experience in direct institutional/project and Channel sales across various industry segments.</p>
5	Mr. James firth	<p>Designation: N.A.</p> <p>Qualification:</p> <p>BA Hons Degree in Business Management</p> <p>ACMA – Associate of Chartered Management Accountants</p> <p>1996 to 1998 Nortel Networks – Finance Analyst</p> <p>General Management Accounting experience to obtain my ACMA Record of Practical Experience for my accountancy qualification. Experience includes cost accounting in a manufacturing unit, reporting on International business units across EMEA and APAC, preparation of management reports and general accounting transaction processing.</p> <p>1999 to 2004 Acclaim Entertainment – International Planning Manager</p> <p>Preparation of International Business Plan and Consolidation of Financial Plans across EMEA and APAC.</p>

		<p>Experience as on year 2016:</p> <p>Reporting directly to the CFO International, and the Global Director of Financial Planning.</p> <p>Responsible for financial planning of 5 design studios across the International regions, along-with numerous International offices.</p> <p>Designed and implemented financial planning software in each entity, along-with International consolidation.</p> <p>Preparation of management reports to state performance of actuals versus plan and current forecast.</p>
6	Mr. Jaimin Shah	<p>Designation: Chief Financial Officer</p> <p>Qualification: CA, CS (executive), B.Com</p> <p>Experience:</p> <p>Jaimin is associated with JSW SMD since Aug., 2017 and is the CFO of the company. He is a qualified Chartered Accountant (passed out in May 2011) from The Institute of Chartered Accountants of India. Before joining JSW SMD, Jaimin has previous experience in Construction Industry and has been involved with Direct Taxation, Financial Planning & Control & Financial Accounting. In his present role Jaimin monitors the financial and accounting portfolio and also looks after all statutory compliances.</p>
7	Ms. Swatika Gupta	<p>Designation: Company Secretary</p> <p>Qualification: Associate member of ICSI bearing membership no ACS 28582. Completed CS in June 2009 and 3 Years LLB from Vidyasagar University.</p> <p>Experience:</p> <p>A qualified Company Secretary with 9+ years of experience in Secretarial & Legal field.</p> <p>Before joining JSSL, Swatika was associated with SREI, SPML Group & Nagreeka Group as a Whole time Company & Legal Manager.</p>