



**KCD**

**INVESTOR PRESENTATION KCD INDUSTRIES INDIA LTD**

[www.kcdindustries.com](http://www.kcdindustries.com)



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## BUSINESS OVERVIEW

- The Company was incorporated in 2007 & is headquartered in Mumbai, Maharashtra, India. Majorly operating in Mumbai & MMR.
- The Company has emerged as a leader in the end to end construction services for Residential, Commercial & Institutional Buildings, within a short span.
- The Company constructs high-rise buildings, gated community, villaments & other buildings such as car park, corporate offices. The Company has predominance presence in Mumbai metropolitan region.
- The Company, in a short span of time, by leveraging technology & client relations, has been able to book orders worth more than INR 210 million comprising of several Projects.
- The promoters have extensive experience, track record & command a vital position in the construction industry.



**“We build more than structures; we build trust, relationships, and a better tomorrow.”**

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## INFOCUS FOR THE HOME BUYERS

- With rising income levels, average homebuying rates witnessed a hike across the top metro cities.
- With a low home loan interest rates & desire for better living standards have drove homebuyers to close deals faster than before.
- The Central Government giving a push to the Pradhan Mantri Awas Yojana (PMAY).
- Rapid urbanisation partnered with growing populations are creating new ways of realty markets.
- Government/Union budget have an increased focus on holistic infrastructure development, affordable housing, digitization & technologies.
- Mumbai & western markets continued to be among the leading markets for new launches of residential projects. Infrastructure projects momentum alongside improving connectivity would uplift realty demand.



**“BUYING A HOME IS THE BEST INVESTMENT ANY INDIVIDUAL CAN MAKE.”**

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## KCD INDUSTRIES AT A GLANCE

KCD INDUSTRIES INDIA LIMITED (KIIL) achieves a majority of its value proposition through its construction technologies & technical know-how. KIIL was conceived in 2007 by promoter Mr. Rajiv Darji. The promoter has significant prior experience in the business of construction of High Rise Residential & Commercial Buildings. KIIL was born as a result of the growing needs for quality residential & commercial high rise structures.

In the first year of operations the promoters, through his vision & experience, established the Company on the foundations of technology & quality & obtained several orders. The Company regularly employs, trains & motivates talent to add to its pool of engineers which is the backbone of the organisation.

KIIL works for a number of reputed clients & are associated with some marquee construction projects. KIIL has received repeat orders from some of its clients which stands as a testimony to quality of construction and management of projects. KIIL has procured state of the art System Formwork & Plant & Machinery in recent times, in order to meet its ever increasing demand for quality construction.

KIIL has a high level of specialization & ability to successfully adapt modern technologies which it employs in all its projects on the field and also in its offices as support software for execution and management of projects.

It has been KIIL's continuing effort to shorten execution schedules while enhancing quality, deploying modern and efficient methods and technology, thus realizing enhanced value to the customer. The engineering talent with the Company adds great value to the project and helps earn great trust from the client.

KIIL, together with other entity of the group, is in an enviable position to offer complete Lock & Key solutions. It offers support on complete MEP solution. KIIL believes in ethics & values that it represents. KIIL has established a code of conduct for its employees, channel partners & suppliers in order to ensure that the Company never deviates from the right path.



## PROMOTER

Over 16 years of experience in managing diverse businesses. In his role as a Managing Director of erstwhile Group, he played the pivotal role in steering the group on the steep path of growth, through prudent financial management. As Managing Director & CFO, he is focussed on Finance, Accounts & Audit, Procurement, Asset Management & Budget Control. His financial acumen has enabled a stringent cash management control system, even as his enduring relationship with Bankers and Investors have enabled sustainable growth of the Group entities

Throughout this period, he have accumulated a wealth of knowledge over the course of this time in the fields of law, negotiation, project management, execution, & implementation. His exceptional work ethic has been combined with a strong commitment to always provide his clients the best service & treating their customers as one of the team & as one of our most significant assets is one of his guiding principles. He is frequently referred to as having "service," "quality," "personal attention to consumers," & "integrity" due of his exemplary moral character.



**Mr. RAJIV DARJI**  
**Managing Director & CFO**

**“THERE IS NO SHORTCUT TO SUCCESS, WE HAVE TO TAKE THE STAIRS.”**

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## BOARD OF DIRECTORS

NAME	DESIGNATION
Mr. Sagar Sadanand Shetty	Non Executive Director
Mrs. Minal Darshan Panchal	Independent Director
Mr. Pratik Mukesh Popat	Independent Director
Mr. Arun Kuttan	Non Executive Director

**“INCREDIBLE THINGS IN THE BUSINESS WORLD ARE NEVER MADE BY A SINGLE PERSON, BUT BY A TEAM.”**

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## KEY DRIVERS FOR OUR GROWTH

### EXPERIENCED TEAM

Our company is powered by a highly experienced team of technical & managerial personnel partnered with a full fleet and advanced infrastructure to execute.

### GLOBAL STANDARDS

We ensure that all their construction projects are built to meet or exceed global standards for safety, quality, & sustainability. We use the latest construction technologies, tools, & materials to ensure that our projects are built to last & are energy efficient.

### MARKET GROWTH

Indian real estate sector is expected to reach US\$ 1 trillion in market size by 2030, up from US\$ 200 billion in 2021 & contribute 13% to the country's GDP by 2025. Providing infrastructure for India's growth, retail, commercial & hospitality real estate are also growing significantly.



**“CREATE WITH THE HEART, BUILD WITH THE MIND.”**

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## OUR ROAD AHEAD

### COMPETITIVE & CONSISTENT

We are in highly competitive industry. Our focus will be striving to maintain a competitive edge by providing consistent, time bound & high quality services to our clients.

### VALUE ENGINEERING PROCESS

We will deepen to identify alternative materials, construction methods, technologies & design elements that can be implemented to reduce costs while still meeting project requirements.

### CREATIVE INFRASTRUCTURE

Our goal is in executing a diverse range of infrastructure projects such as Hospitals, Colleges, Commercial/ Residential Constructions, Industrial Structures, Roads & Bridges.



**“THE OPPORTUNITY TO BUILD SOMETHING EXTRAORDINARY LIES IN EVERY BRICK, BEAM, AND NAIL.”**

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## BUSINESS SEGMENT EXPANSION

### HIGH RISE

Buildings are important indicators of a nation's progress and development because they show the living standards of its people.

Emerging as a niche player in the high rise building construction market. Planning to expand in all metros of India.

### COMMERCIAL BUILDINGS

KCD Industries now emerges as a big players in building a commercial spaces for today's business. We are focusing on building a variety of commercial structures, including office buildings, retail stores & malls etc.

Sticking to our values hard works & approach to provide specialty construction, KCD is now ready to design & develop commercial buildings.



**“WE SHAPE OUR BUILDINGS- THEREAFTER, THEY SHAPE US.”**

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## BUSINESS SEGMENT EXPANSION

### INDUSTRIAL STRUCTURES

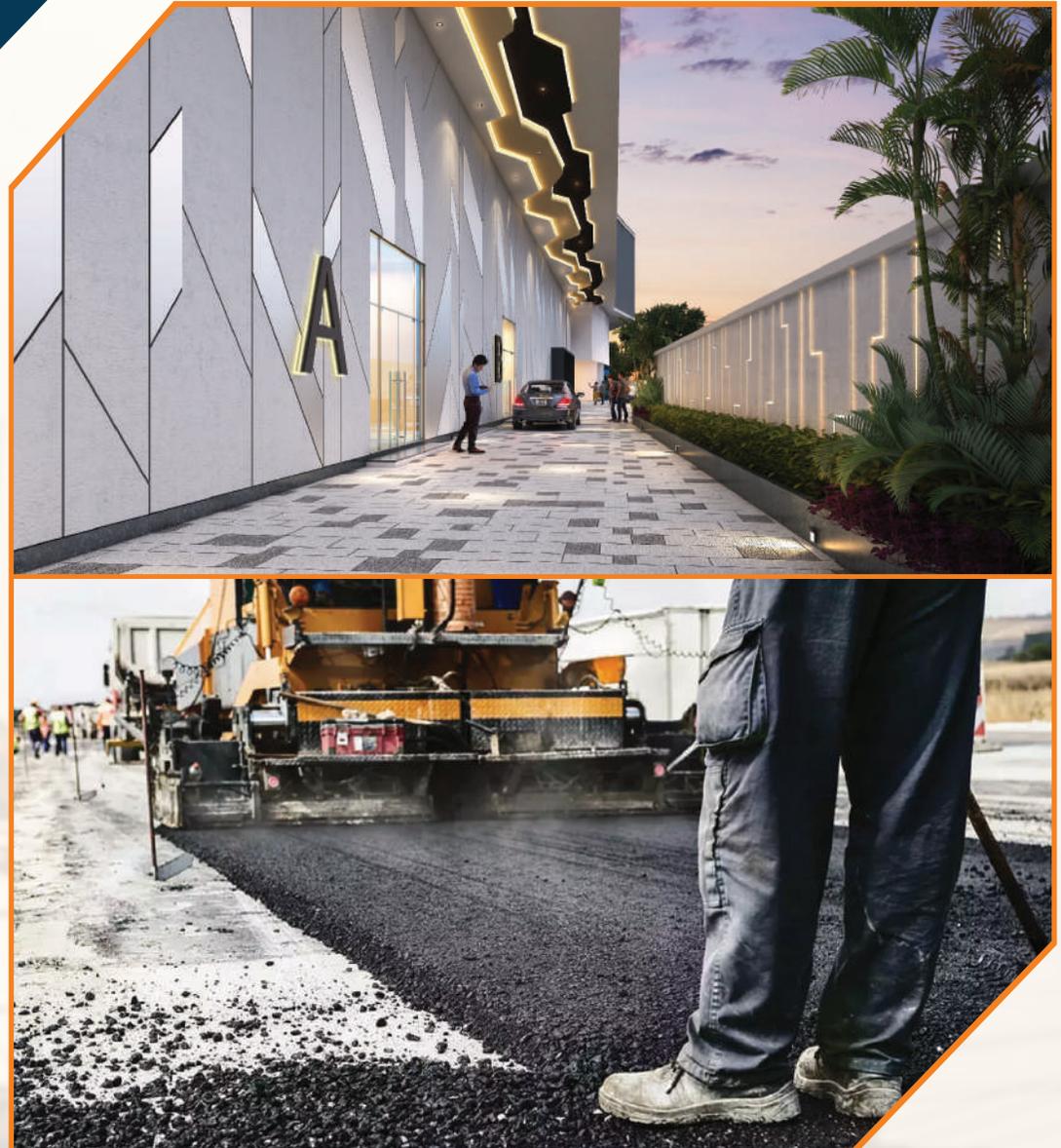
We develop ourselves to be a leading Industrial company in India, by offering services that suits every requirements of an Industrial establishment.

KCD Industries is committed to providing quality construction services and has a team of experienced professionals who are dedicated to meeting the needs of their clients.

### ROADS

With an momentum of increasing connectivity, KCD Industries plans for expansion its business in constructions of bridges, through strategic partnerships.

We uses state-of-the-art equipment and techniques to ensure that our roads are built to last. We also have a commitment to safety and environmental protection.



**“TO BUILD SOMETHING REQUIRES VISION & THE WILLINGNESS TO ADAPT TO WHAT IS ALREADY THERE.”**

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## COMMITTED TOWARDS

### VISION

“KCD” envisions to become one of the competitive Infrastructure company in India, in next five years, by consistently implementing Value Engineering Services towards the construction engineering design by providing required services creative Infrastructure for the development of real estate industries.

### MISSION

Diverse range of Infrastructure projects.

Exceeding clients expectation.

Create new markets.

Adopting global best practices.

Practicing sustainable development.



**“THE BEST ROOMS ARE THE ONES THAT RESONATE WITH THE PEOPLE WHO LIVE IN THEM.”**

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## COMBACTING COMPETITION

### CONTROL ON COST

Regular monitoring the daily project cost information, including accrued costs on all cost elements.

### ANALYSIS TIME

KILL's approach involves a thorough analysis followed by strategic planning & then execution to ensure a successful completion of projects in time.

### ENTRY BARRIER

Well poised to compete, out bids & out deliver the industry players in construction segment.



**“PROPERTY HAS ITS DUTIES AS WELL AS ITS RIGHTS.”**

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## OUR KEY PROJECTS

### ONGOING PROJECTS

SR. NO.	DETAILS	CONTRACT WORK	CONTRACT VALUE (RS. CR)
1	JOGESH	FINISHING M & L	6.29
2	RAJBINDU	RCC M & L	6.7
3	BORIVALI SEA-VIEW	RCC WITH FINISHING M & L	57
4	SAT-CHIT ANAND	RCC M & L	13.42
5	ZEAL & DESAI SETH	RCC WITH FINISHING M & L	50.88
6	LUMIN	FINISHING M & L	16.30

### UPCOMING PROJECTS

SR. NO.	DETAILS	CONTRACT WORK	CONTRACT VALUE (RS. CR)
1	HETVI CONSTRUCTION	IMPLEMENTATION OF RURAL WATER SUPPLY	3.00

**TOTAL CONTRACT VALUE**

**153.59 CR.**



## OUR KEY PROJECTS



**JOGESH**

**CONTRACT WORK  
FINISHING M & L**

**CONTRACT VALUE (IN CR)  
6.29**



## OUR KEY PROJECTS



### RAJBINDU

**CONTRACT WORK**  
**RCC M & L**

**CONTRACT VALUE (IN CR)**  
**6.7**



## OUR KEY PROJECTS



### BORIVALI SEA-VIEW

**CONTRACT WORK**  
**RCC WITH FINISHING M & L**

**CONTRACT VALUE (IN CR)**  
**57**



## OUR KEY PROJECTS



### SAT-CHIT ANAND

**CONTRACT WORK**  
**RCC M & L**

**CONTRACT VALUE (IN CR)**  
**13.42**



## OUR KEY PROJECTS



**ZEAL & DESAI SETH**

**CONTRACT WORK**  
**RCC WITH FINISHING M & L**

**CONTRACT VALUE (IN CR)**  
**50.88**



## OUR KEY PROJECTS



### LUMIN

**CONTRACT WORK**  
**RCC WITH FINISHING M & L**

**CONTRACT VALUE (IN CR)**  
**16.30**



## OUR KEY PROJECTS



### HETVI CONSTRUCTION

**CONTRACT WORK**  
**IMPLEMENTATION OF RURAL WATER SUPPLY**

**CONTRACT VALUE (IN CR)**  
**3.00**



## INFRASTRUCTURE & CONSTRUCTION TECHNOLOGY

With a clear understanding of construction & technologies & access to the same, kcd industries plans to garner large contracts & large orders that will give an immediate visibility to us as a civil construction major.

We use advanced tools, equipments, & software to design, plan, construct, & manage various infrastructure & construction projects. The application of these technologies can result in faster project delivery, improved safety, greater efficiency, & reduced cost.

Because of these KCD Industries complete projects within shorter timelines, meeting client requirements promptly, also it gives the company a competitive edge in the market.



**“CONNECTING PEOPLE TO THEIR HOMES IS EVERYTHING TO US.”**

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## INVESTMENT OBJECTIVES

### WORKING CAPITAL FOR GROWTH

KCD Industries proposes to invest in the latest Infrastructure, tools, & construction technologies which will enable us to complete projects more efficiently in timely manner & with greater accuracy.

### NEW MARKET EXPANSION

KCD Industries will diversify their portfolio and increase their revenue streams, while also expanding their reach & brand recognition. Overall, KCD Industries' approach to new market expansion involves a thorough analysis of the market, followed by strategic planning and execution to ensure a successful entry into the new market.

### BRANDING & EXTENSIVE REACH

KCD Industries proposes to invest in branding & expanding their brand reach with an vision to grow into a world class company. KCD plans for a long term & strategic growth of the company, benefiting all parties.



**“REAL ESTATE IS THE PUREST FORM OF ENTREPRENEURSHIP.”**

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## SWOT ANALYSIS

# S

- Robust order book position
- Exclusive focus on construction
- Experienced Promoters, Directors & Management Team
- Ownership of Modern System Formworks & other core assets
- Access to skilled workforce
- High quality standard & timely execution of projects

# W

- Dependence on Real Estate Sector
- Location Risk
- Availability of skilled labour
- Availability of Raw Material

# O

- Increasing Urbanisation Trend
- Demand for Real Estate Sector
- Rapid Flow of FDI
- Government Focus on infra Sector
- Rising Income Level
- Wealth creation

# T

- Adverse Policy Action
- Inflation and Interest Rate
- Time delay in approvals & Licences

**“REAL ESTATE IS AN INVESTMENT IN YOUR FUTURE.”**

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## COMPETITIVE ADVANTAGES & ENTRY BARRIERS

### STRONG CLIENT RELATIONS

The promoters are reputed in their field and have strong long standing relations with clients – especially in the real estate market. Hence they have been able to bag large orders quickly – something which is difficult to emulate.

### LARGE GEOGRAPHICAL PRESENCE

Being a new entrant, the Company had initiated its business to start off as a pan India construction Company – especially due to the promoters pan India contacts. Currently, they cater to all the main metros and have become the preferred player in super high rise construction segment.

### PRE QUALIFICATIONS

Being established in this business fairly quickly, the Company is pre qualified for all large building constructions and hence is now a formidable player in the industry. It competes, out bids and out delivers the best and the most established players in this industry today.

**“DON'T WAIT TO BUY REAL ESTATE. BUY REAL ESTATE AND WAIT.”**

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