



# Ion Exchange (India) Limited

## A Brief Overview

July 2010





# Safe Harbour

This communication and other statements – written and oral - that we periodically make have forward-looking information on future market conditions, results of operations and financial projections based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance.

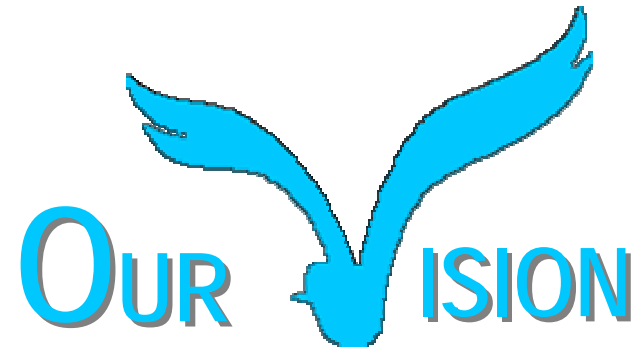
We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind.

We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise.

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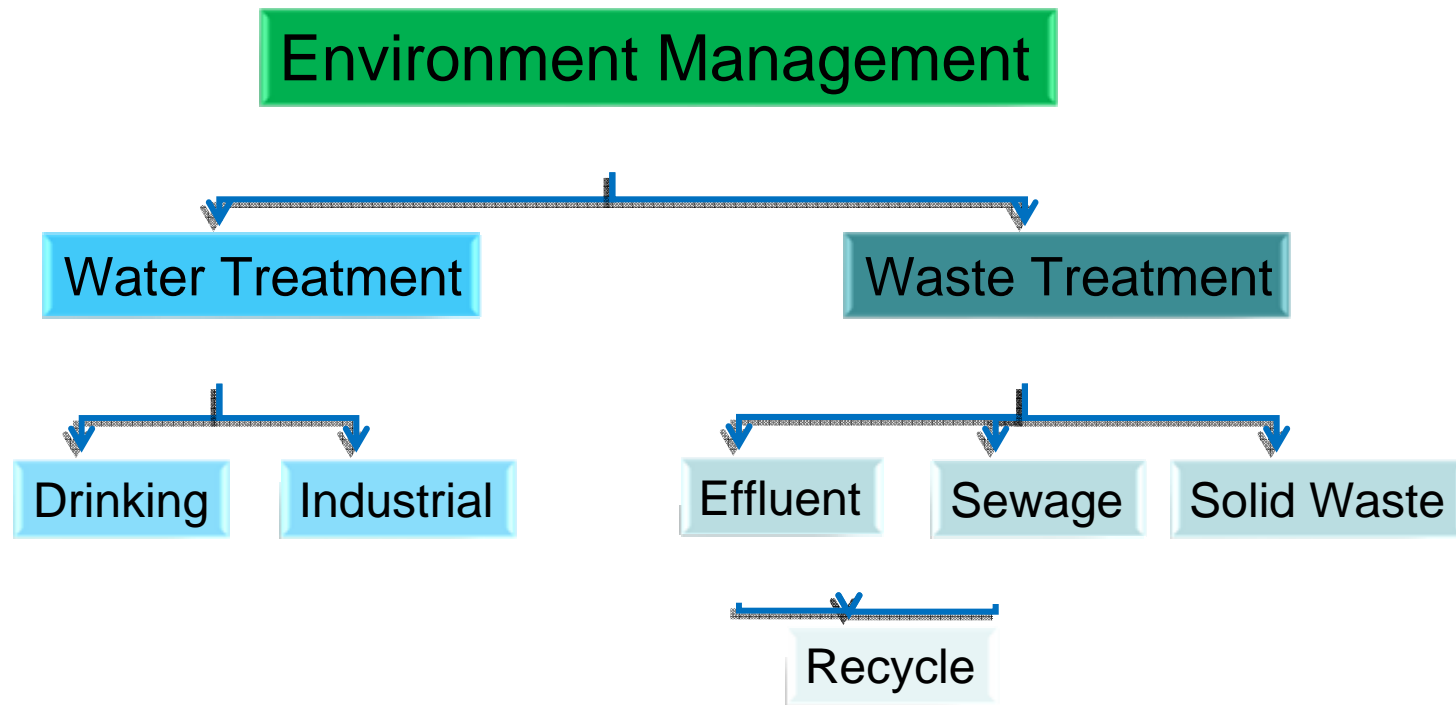


**To be the leader in our business  
which is so vital  
to people's lives and the environment**





# Business Area



# Full Spectrum Water Treatment

Technology, R&D and Alliances

Designing, Engineering & Project Management

Manufacturing, Fabrication, Erection & Commissioning

Operation, Maintenance and Services

Equipments

Resins

Membranes

Chemicals

Enzymes



- Coagulation
- Clarification
- Mechanical Filtration

- Demineralisers
- Electrodeionizers
- Membrane Filtration
- Ozonators
- Chlorinators

- Deaerators
- Condensate Polishing
- Boiler Water
- Cooling Water
- Sidestream filtration

- Mechanical
- Bacterial
- Aerobic
- Anaerobic

- MBR

Dom / Comm

Domestic / Commercial

Municipal

Industrial



# Major Milestones

Year	Event
1964	Ion Exchange (India) Limited incorporated as 60% subsidiary of Permutit ,UK
1965	Resin production and equipment assembly starts at Ambernath
1973	Formal R&D Centre established at Ambernath
1974	Set-up of Dealer Network across the country
1977	Listed on Bombay Stock Exchange after Public Offer
1978	1 <sup>st</sup> company to introduce Reverse Osmosis in India
1979	Resin manufacturing plant set-up at Ankleshwar
1982	Engineering and fabrication setup starts operation from Hosur
	Acquired technology from Dearborn for boiler / cooling water treatment chemicals
1983	Industrial Chemical production started at Patancheru
	The first of Employee Trusts is formed
1985	Ion Exchange becomes a 100% Indian owned Company after Permutit divests



# Major Milestones contd..

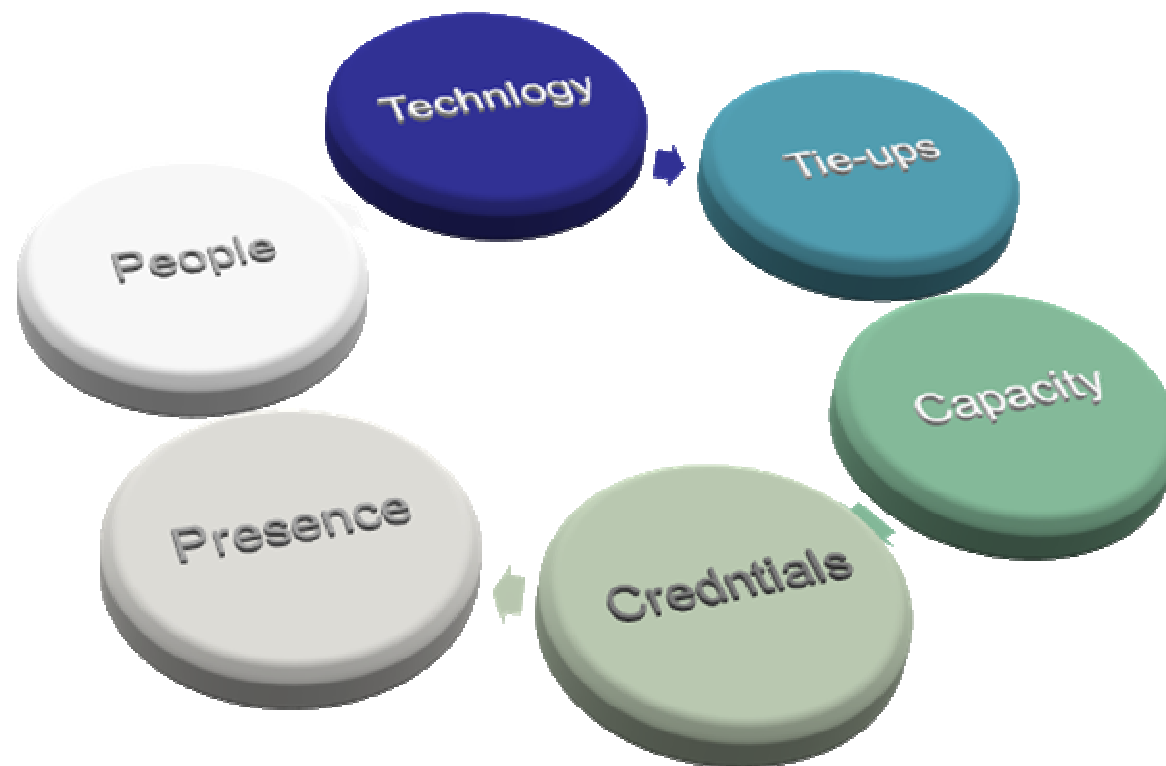


Year	Event
1986	Acquired technology from Graver, USA for Condensate Polishing Systems
1987	Started manufacturing RO membranes at Halol, Gujarat in JV with Hydranautics
1988	Joint venture with SNF Floerger, France for manufacture of polymer products
1991	Licensing agreement with Nordic Water Products, Sweden for manufacture of DynaSand Filters
	Started SE Asian Operations
1995	Started manufacturing Demineralisers in licensing agreement with Elga, UK
	Licensing Agr. with Permutit, USA for CPU, Pre-treatment and Waste water
1997	100% EOU comes up at Rabale
1998	Consumer Products manufacturing starts at Goa
2005	Joint venture with Waterleau on Waste water and Environmental technologies
2007	Manufacturing set-up in Hamriyah, UAE
2008	Operations set-up at USA





# Pools of Strength







# Technologies

- In-house R&D since 1965
  - Centres at Vashi, Patancheru & Ankleshwar
  - Over 80 people working at the centres
  - Over 100 products launched
  - Over 40 patents received
- One of the few companies worldwide to have the full complement of products to offer Total Water Management
- Extensive Service Infrastructure to support technology application



# Pioneer



- First to:
  - Set-up synthetic ion-exchange resin manufacturing in India
  - Membrane manufacturing facility in India
  - Introduce Reverse Osmosis in India
  - Introduce Sea-water desalination in India (1996 at GEB, Sikka)
  - Undertake Total Water Management at a power plant
  - To offer solutions for a zero discharge plant in India
  - To launch non-electric water purifier / domestic Ros etc.



# Application Knowledge



- More than 50,000 plants in India and abroad
- Over 500 installations at thermal and nuclear power stations, fertilizer factories, refineries, petrochemical, pharma, automobile, textile, paper & pulp, chlor-alkali and other industries





# Manufacturing Bases

Segment	Sub-segment	Location	Financials (FY10 in Cr.)
Engineering	Turnkey Projects	Rabale & Vashi, Mah	Sales - 327; PBIT – 2.74
	Standard Systems	Hosur, TN Verna, Goa	
	Membranes	Verna, Goa	
Chemicals	Resins	Ankleshwar, Guj	Sales - 120; PBIT – 19.94
	Chemicals	Patancheru, AP	
Consumer Products	Retail	Verna, Goa	Sales - 71; PBIT – (0.21)
	Community	Verna, Goa	
	Rural	Verna, Goa	

All operating units ISO 9000 certified; chemical divisions ISO 14000 certified.



# Turnkey Projects Division, Rabale

- Industries: Power, Steel, Refineries, Municipalities etc.
- Business Model: Turnkey, BOOT etc.
- Duration: 12 – 36 months
- Products: Clarifiers, filters, demineralisation units, desalination units, condensate polishers etc.



- Location: Rabale & Vashi on the outskirts of Mumbai
- Since: 1998
- Facilities: Assembly and testing of Custom Built plants
- ISO 9001:2001
- 100% EOU

# Turnkey Projects Division, Rabale



- Market Drivers:
  - Economic Growth
  - Investments in large projects
  - Stringent controls on water quality



# Standard Systems Division, Hosur

- Industries: Pharmaceutical, Textiles, Sugar, Chemicals etc.
- Business Model: Turnkey, BOOT etc.
- Duration: 6 – 12 months
- Products: Smaller filters, ROs, Packaged Effluent & Sewage Treatment, softeners, etc.



- Location: In Hosur, TN, about 40 kms from Bangalore
- Since: 1982
- Facilities: Design, Engineering, Fabrication & assembly of packaged equipments and instruments
- ISO 9001:2000



# Standard Systems Division, Goa



- Industries: Communities, Institutions, Offices, Homes etc.
- Business Model: Stock & Sale
- Duration: 0 – 4 months
- Products: ROs, Softeners, Purifiers, Membranes etc.
- Location: Verna, Goa
- Since: 1998
- Facilities: Membrane Rolling, Packaged Systems & Consumer Products fabrication and assembly
- ISO 9001:2000





# Standard Systems Division, Products



# Standard Systems Division

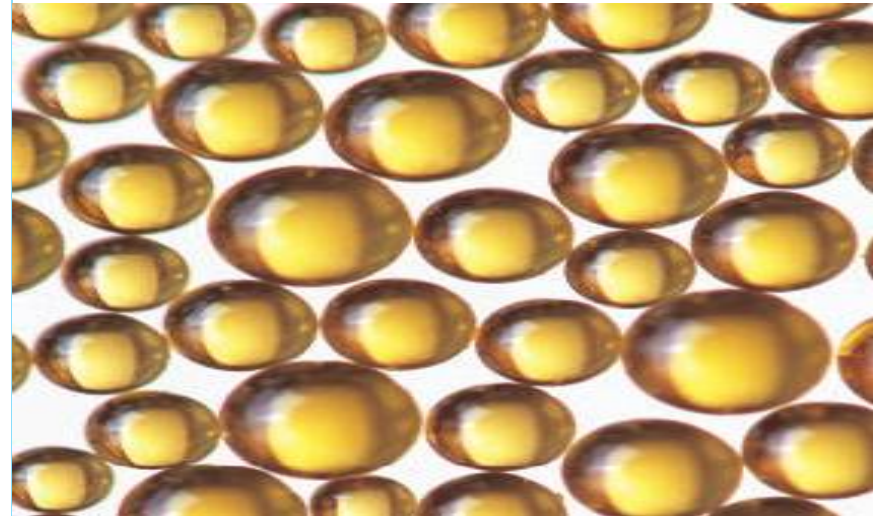


- Market Drivers:
  - Economic Growth
  - Investments in medium, commercial & residential projects
  - Stringent controls on water quality

# Resin Division, Ankleshwar



- Industries: Power, Steel, Pharmaceutical, Nuclear etc.
- Business Model: Stock & Sale
- Duration: 0-1 months
- Products: Cationic Resins, Anionic Resins, Catalysts etc.



- Location: In Ankleshwar, Gujarat, about 70 kms from Vadodra
- Since: 1979
- Facilities: R&D, Fully automated plant manufacturing FDA certified resins
- ISO 9001, ISO 14001



# Chemicals Division, Patancheru

- Industries: Power, Steel, Oil&Gas, Sugar, Paper, Ceramic etc.
- Business Model: Stock & Supply, O&M, Customized Solutions etc.
- Duration: 0-1 months
- Products: Chemicals to treat Boiler / Cooling Water, Chemicals used in manufacturing Paper / Sugar / Ceramics, Enzymes, RO Chemical etc.



- Location: In Patancheru, AP, about 32 kms from Hyderabad
- Since: 1983
- Facilities: R&D, Polymer Manufacturing, Water Treatment Chemical Manufacturing
- ISO 9001:2000, ISO 14001

# Resin & Chemicals Division



- RESINS
- Market Drivers:
  - Core Industrial Production
  - Exports



- CHEMICALS
- Market Drivers:
  - Core Industrial Production

# Consumer Products Division



45

**ION EXCHANGE**  
THE POWER  
BEHIND WATER  
INDIA LTD  
Total Environment Solutions

**Are you prepared to fight  
the water-borne diseases,  
this Monsoon?**

Trust Zero B RO for  
100% pure & safe water

**Zero B RO Range**

Zero B Pristine   Zero B Sapphire   Zero B Intello   Zero B Kitchen Mate   Zero B Solar

**ZERO B™**  
PURE WATER SOLUTIONS

Zero B world-class water purifier range starts from Rs. 7,490/- only

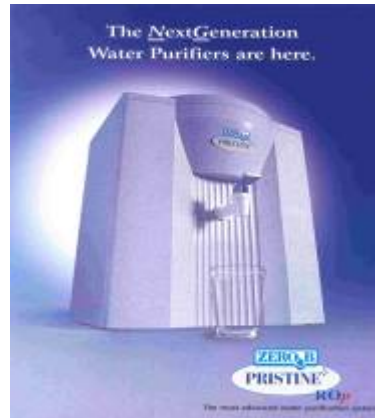
- 7-stage RO water purifier with Heptapure technology that fights water-borne diseases like diarrhea, jaundice, cholera & typhoid
- Gives energy stimulating water for healthy and energetic life
- Instills life to water by giving it a good taste and purity
- Double safety purifier ensures 100% germicidal protection
- Product water meets International USEPA drinking water standards and IS 10500



# Total Water Care for Homes



Packaged Water



Pristine 5L



Intello



Suraksha – On Tap Purifier



Solar



Water Stations

# Addressing Rural Needs



## Total Solutions - point of use, community, infrastructure

- Low cost disinfection units for homes to community level approaches for disinfection
- Hard and brackish water treatment
- Fluoride, iron, nitrate & arsenic removal
- Sullage / Sewage treatment & recycle
- Promotion of rain water harvesting, watershed development Backed by operator training & technical services





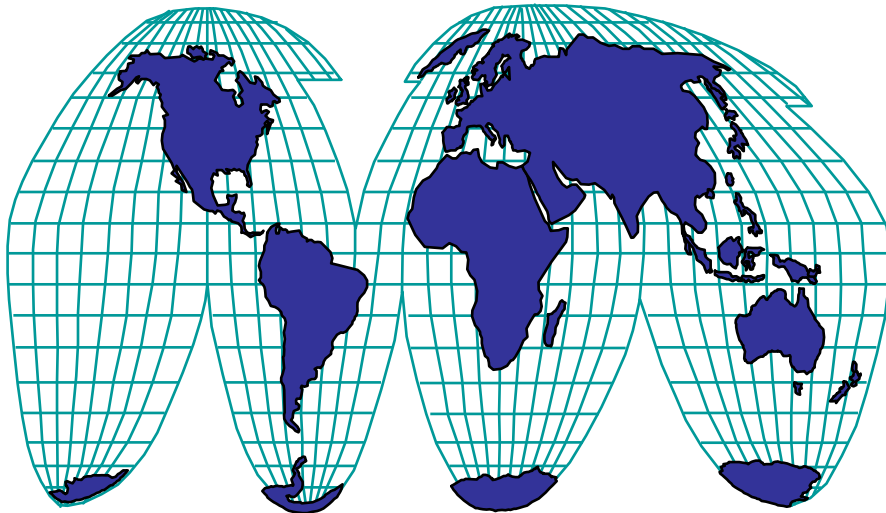


# Network in India

- Head Office at Mumbai
- Regional Offices at Delhi, Chennai, Kolkata and Vadodara
- 10 branches
- All India network of Dealers, Stockists and Agents



# Global Presence



## Overseas Subsidiaries\* & Offices:

- Kuala Lumpur – Malaysia \*
- Singapore \*
- Bangkok – Thailand \*
- Jakarta – Indonesia
- Dhaka – Bangladesh \*
- Muscat – Oman \*
- Sharjah – UAE
- Riyadh – Saudi Arabia
- Kenya – Nairobi
- Johannesburg – South Africa
- San Francisco – USA \*

## Agents & Stockists:

Egypt	Indonesia	Nepal	Tanzania	Japan
Turkey	Uganda	Kenya	Philippines	Korea
Italy	Zimbabwe	Zambia	Saudi Arabia	



# Global Credentials



شركة تنمية نفط عُمان  
Petrofac Development Oman



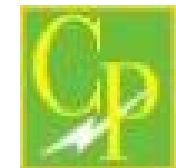
**KBR**



**Marubeni**



**ALSTOM**





# Our Team

- Over 750 members (excluding Direct Sales)
- More than 150 have been with the company for greater than 10 yrs
- Most members of the top team have been with the company for more than 15 yrs
- Respected by customers and competitors
- One of the best in the industry





# Recent Achievements

- India's largest Industrial Seawater Desalination Plant commissioned
- Largest Refinery Waste-water treatment plant commissioned
- O&M from PDO, Oman for 7 years
- Contract for produce water from PDO
- 4 resin products NSF approved for US Exports





# Financial Performance

Rs. in Lacs

Particulars	FY '10	FY '09	% Change	Q1 '10-11	Q1 '09-10	% Change
Total Income *	51840	45474	14%	11988	9928	21%
EBIDTA	2516	1934	30%	694	611	14%
Depreciation	582	542	7%	159	152	5%
Interest	913	1018	(10%)	204	251	(19%)
PBT	1021	374	173%	331	208	59%
PAT	661	144	359%	221	137	61%

\* Sales inclusive of excise





# Financial Performance

Rs. in Lacs

Particulars	FY '10	FY '09	% Change	Q1 '10-11	Q1 '09-10	% Change
Capital	1273	1269	0.3%	1333	1271	4.9%
Reserves *	12166	11581	5.1%	12681	11794	7.5%
Debt	5069	7886	(35.7%)	5636	7501	(24.9%)
Net Fixed Assets*	5873	6407	(8.3%)	5792	6305	(8.1%)
Investments	2544	1024	148.4%	2655	1024	159.3%
Net Current Assets**	10091	13305	(24.2%)	11203	13237	(15.4%)

\* excluding Revaluation Reserve

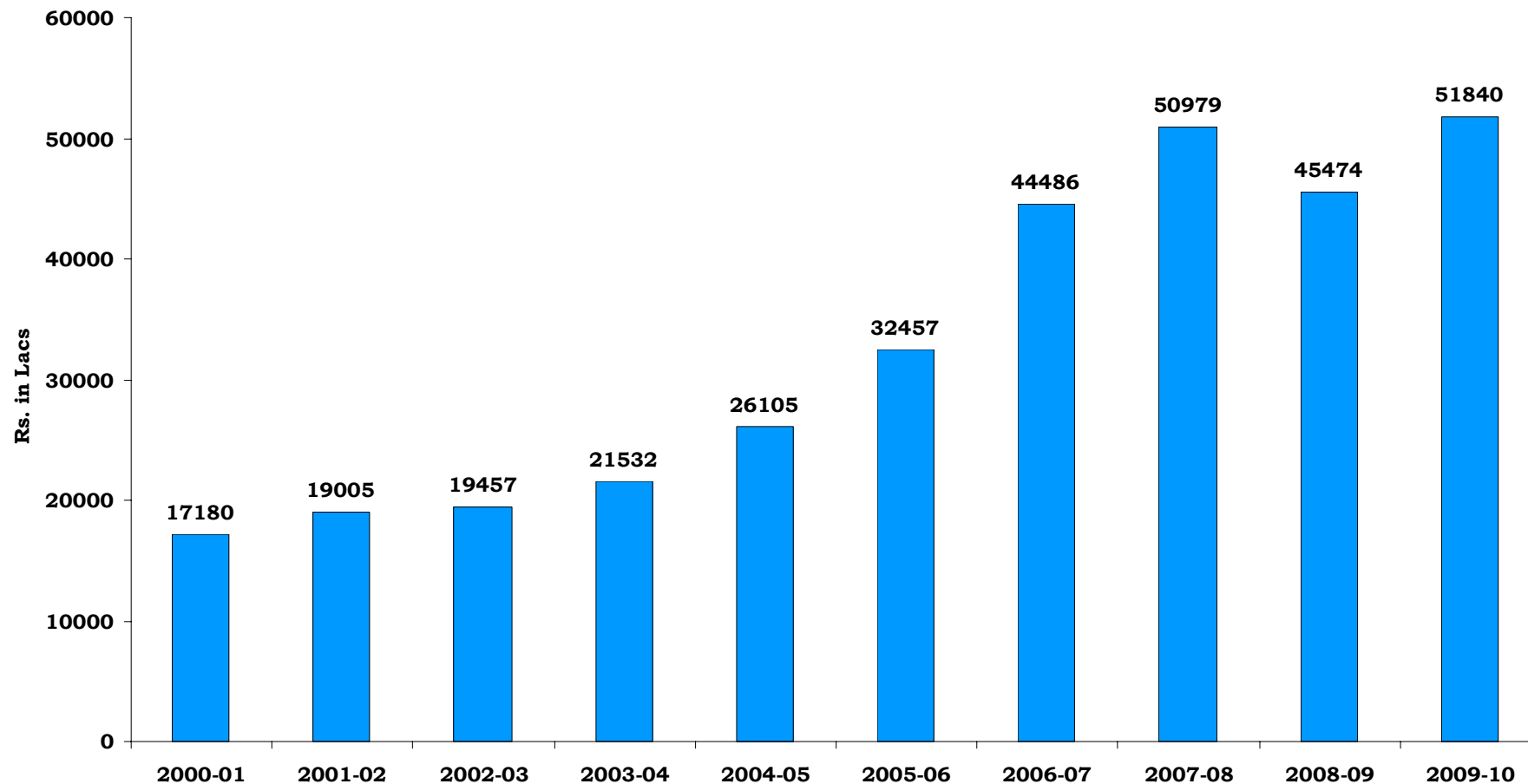
\*\* net of Deferred Tax Liability





# Financial Trends

## Revenue



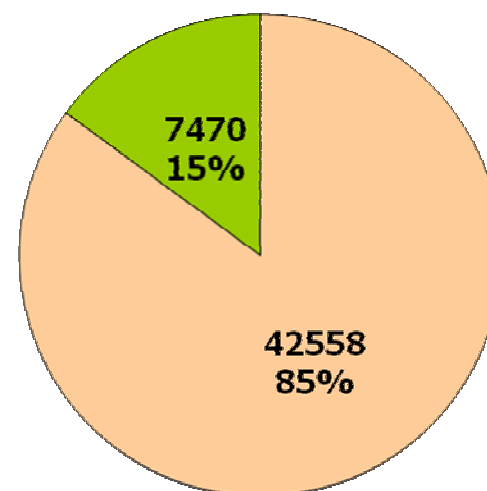


# Financials 09-10



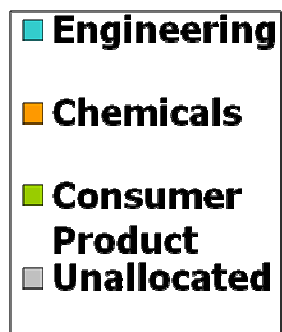
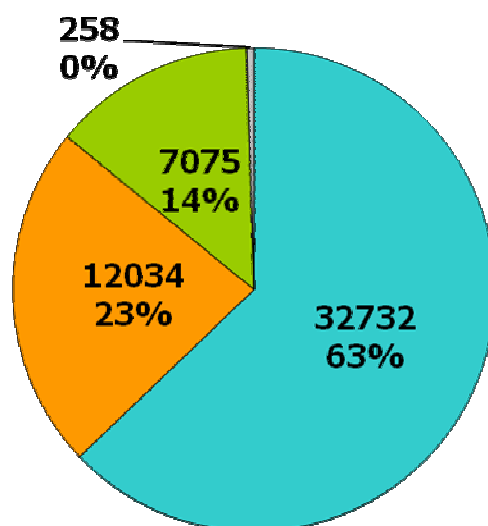
Geographical Distribution

Rs. in Lacs



Segment Revenue

Rs. in Lacs



# Ion Exchange Honoured with Top Water Awards Again



- Best Water Company – Ion Exchange (India) Ltd.
- Best Water Conservator (Waste Water Management) – Ion Exchange Waterleau Ltd.
- Best RO water Purifier – Zero B from Ion Exchange (India) Ltd.



***Mr. Rajesh Sharma, Vice Chairman & Managing Director, Ion Exchange (India) Ltd. receives the 'Best Water Company Award 2007-08' from Minister of State for Water Resources Shri. Jaiprakash Narayan Yadav and Ms. Minja Yang, Director, UNESCO***

# Frost & Sullivan Award



# Water Digest 2009





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