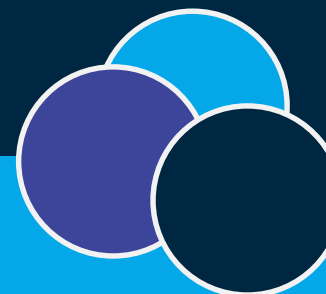


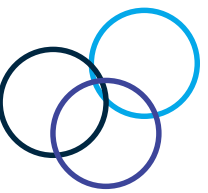


Cupid Limited

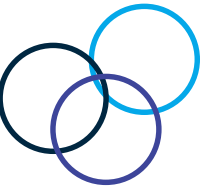
Q4FY16 | Investor Presentation

www.cupidltd.in | BSE: 530843 | ISIN: INE509F01011 | SECTOR: PERSONAL GOODS | CIN L25193MH1993PLC070846

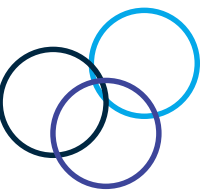




Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as "will", "aim", "will likely result", "would", "believe", "may", "expect", "will continue", "anticipate", "estimate", "intend", "plan", "contemplate", seek to", "future", "objective", "goal", "likely", "project", "should", "potential", "will pursue", and similar expressions of such expressions may constitute "forward-looking statements". These forward looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. The Company does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



Who we are today?



Who are we today?



India's Leading manufacturer of male and female condoms

18+ years of Industry experience

1st Indian company to get WHO/UNFP prequalification*

Debt Free balance Sheet

Capacity of **~350** mn male(325mn) & female(25mn) condoms

Presence in **26+** countries

Employs **100+** people with average experience of **10** years

Low Equity Base

In-house research and development centre

~75% revenues from Direct exports

Robust expansion plans and strong order book

Long Term agreements with WHO/UNFPA

* For Female Condoms



The Cupid Journey



1993

Company
Incorporation



1995

Listed on
BSE



1998

Commercial
production of
Male condoms
and first export
order



2002

Received
first order
from
Ministry
of Health
& Family
Welfare ,
Govt of
India



2005

Received
order
worth Rs.
43 million
from Govt
of India



2006

Expanded
Capacity from
160 mn to 320
mn per annum

Imported
machinery
from Germany
for Technology
Update

Further
expanded
capacity to
400mn in
2007

**Name
changed to
Cupid Limited**



2010

Cupid's
female
condom"
("CFC-1")
successful in
getting first
confirmed
export order
from South
Africa.



2012

Prequalification
for female
condoms by
UNFPA / WHO.

Developed a
unique shaped
specialty male
condom
enhancing
pleasure for both
partners.



2015

**Starts production of
new product water
based lubricant jelly**

**Received order
worth \$16.3 mn(INR
1032.2 mn
equivalent) for
female condoms
from National
department of
Health(NDOH),
South Africa.**

**Foray into high value international
markets**



Board of Directors



Om Parkash Garg, Chairman and Managing Director

A post graduate in science with close to 50 years of experience in healthcare products and business related to metals

Jandhyala Lakshminarya Sarma, Independent Director

A Ph.D. in Finance and law graduate with 30+ years of experience in investment banking, corporate finance, fund raising and business activities. Has also worked in US as financial economist in Government and professor of Finance in Cleveland, Ohio



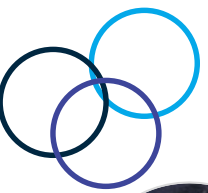
Pradeep Jain, Independent Director

A law graduate with experience in corporate law, statutory compliance, governance, corporate restructuring, legal and corporate affairs

Veena Garg, Woman Director

She has close to 20 years of experience in management, administration and corporate communication





Key Management Team



Durgesh Dayanand Garg, Chief Operating Officer

He has over 2 decades experience in the condom and allied industry and he has been working with Cupid limited since 1996. Mr. Garg is responsible for operational activities

Mr. Viswanathan V. Naidu, Chief Technical Officer

Working with Cupid for the last 8 years and he has been instrumental in handling research activities in the Company. Mr. Naidu has 28+ years experience in medical devices industry including condoms, first aid kits and was also involved in the development of World's first Latex female condom



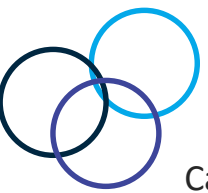
Narendra Madhurkar Joshi, Chief Financial Officer

He has been associated with us since 2008. He has an experience of ~20 years in financial management, cost accounting, management information systems, taxation and audit.

Saurabh Karmase, Company Secretary

A post graduate in business administration and a qualified company secretary. Saurabh takes care of Company's statutory compliances, corporate affairs, legal matters and investor relations





Products and Business



Capacity: 325 million/annum

Variants:

- Plain Condoms
- Dotted Condoms
- Ribbed Condoms
- Multi-textured Condoms
- Extra Large Condoms
- Specialty Condoms
- Ultra-Thin Condoms.

Male
Condoms

Female
Condoms

Lubricant Jelly

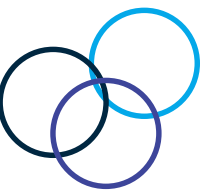
Custom
Manufacture

- Capacity: 25 million/annum
- Made up of Latex
- 100% Indian made and costs considerably lesser than the imported & packed foreign product.
- Helps to prevent unwanted pregnancy, and considered to be best dual purpose contraception device

- Water based Lubricant jelly is to be used with condoms to enhance pleasure experience.
- Started in 2015 owing to demand from existing customers
- Received approval from FDA in India
- Capacity of 75mn sachets /annum

Custom Orders includes:

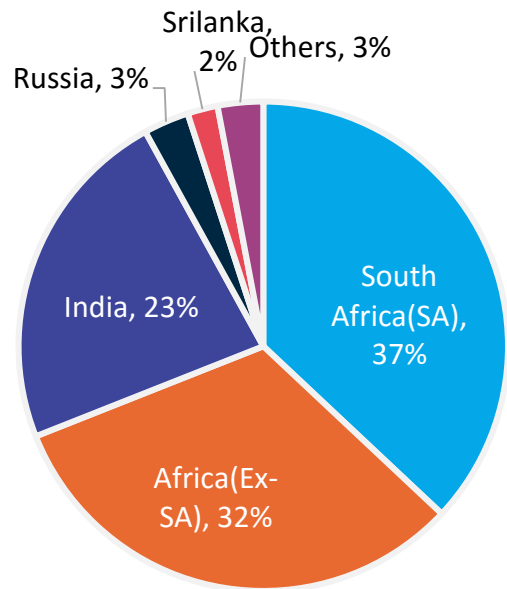
- Various Condom types and shapes
- Foil packaging
- Wallet and display packaging



Business Split

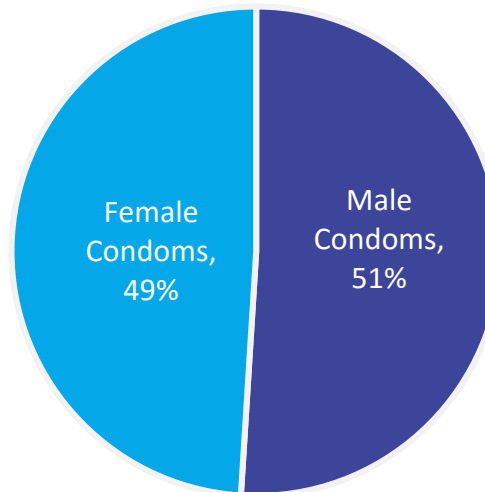


Region Wise Sales



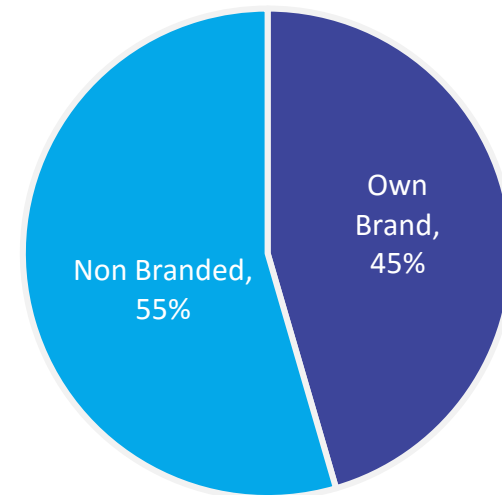
South Africa continues to be our largest market overseas

Product Wise Sales

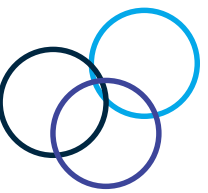


Split equally between male and female condoms

Labelled business vs Contract



Our own brands seeing Traction in the market



The global Contraceptives Market is expected to reach ~\$20bn by 2020

Segments

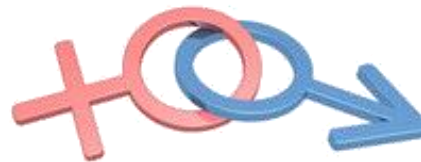
Drugs

Oral Pills and Topical Contraceptives



Contraceptive Injectable

Focus Area for Cupid



\$20bn Opportunity

Devices

Male and female condoms

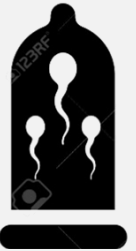
Sub-dermal Contraceptive Implants

Intrauterine Devices

Contraceptive Vaginal Rings

Contraceptive Diaphragm

Contraceptive Sponges





Drivers to Industry Growth



Need for Contraception

- An estimated 225mn women who want to avoid a pregnancy are not using an effective contraceptive method

Health Consequences

- The importance of contraceptives is often overlooked as a priority on the development agenda.
- Each year, 19mn to 20mn women risk their lives to undergo unsafe abortions, conducted in unsanitary conditions.

HIV

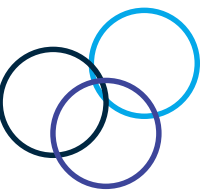
- ~1.5mn women out of the 125mn pregnant women are living with HIV.

Demographic scenario

- High growth potential in under penetrated Indian markets
- Increasing awareness on Health and related issues



Our Business and Strengths



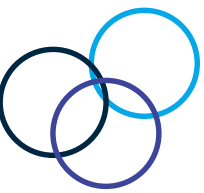
Infrastructure and Quality



- World Class manufacturing facility with conformity with global standards and best quality practices
- Housed with Richter-Hi Tech German dipping technology and online electronic testing. So every unit produced is electronically tested before dispatch
- Established operating procedures and defined processes to ensure zero defect quality
- Installed capacity to produce over 325 million male condoms and close to 25 million female condoms
- Facility has potential to scale up further

- In-house research and development centre to service own demand and external customers
- Ability to design, prototype and manufacture new and unique condoms
- Approved by Government of India(DSIR)
- Equipment type include dipping, testing and sealing of latex based Products
- Vision to setup India's first microbiology lab in the Condoms space





Financial Performance

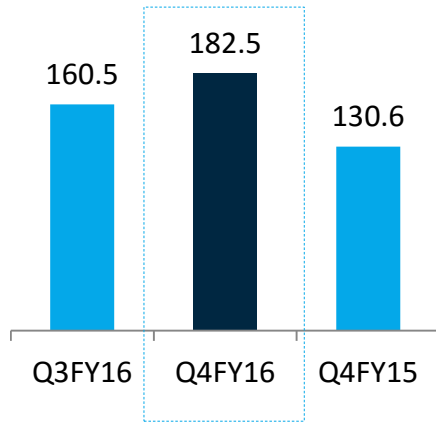


Quarterly Highlights(Q4FY16)

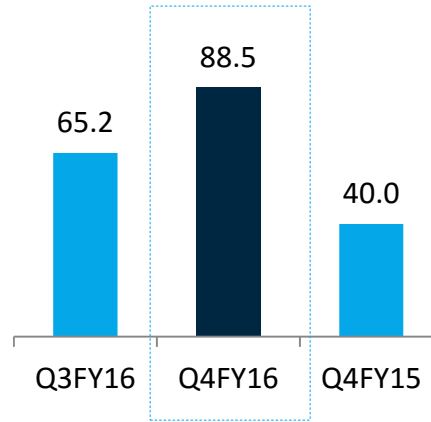


Figures in INR mn

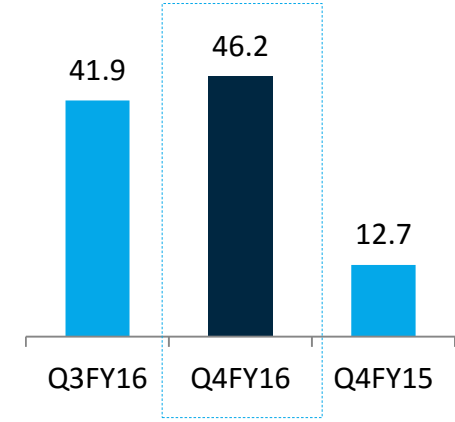
Income



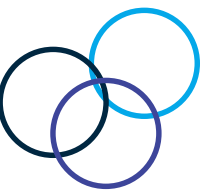
EBITDA



Profit After Tax



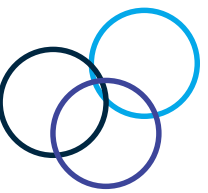
- Total Operating income was **Rs.182.47 mn** for Q4FY16 as compared to **Rs.130.55 mn** in the corresponding period of the previous year reflecting an increase of **40%**
- EBITDA stood at **Rs.88.45 mn** as compared to **Rs.40.03 mn** during the corresponding period of previous year, an increase of **121%**
- EBITDA Margin at **48.5%** for Q4FY16 as against **30.7%** in Q4FY15
- Net profit stood at **Rs.46.15 mn** for Q4FY16 as compared to **Rs.12.74 mn** in the corresponding period of the previous year, an increase of **262%**
- Basic EPS stood at **Rs. 4.15** as against **Rs.1.15** in the corresponding quarter of last fiscal



Business Highlights of FY16



- Out of INR 611mn of sales revenue, the male condoms contributed close to 51% while the remaining sales came from our female condoms category. The Female Condom business of our company had a robust 25% share in the Ex-South African territory as compared to 8% in the previous fiscal
- The increase in sales was largely on account of sales in new territories as well as uptick in the revenue from our contract manufacturing business. The contract manufacturing sales contributed close to 20% in the overall revenues.
- Signed a non-exclusive long term agreement with United Nations Population Fund (UNFPA) for supplying female condoms over the next 3 years. In addition, the company also received order worth USD16.3 mn (INR ~1032.2 mn equivalent) for female condoms from National department of Health (NDOH), South Africa. The execution from this agreement is already underway and will complete through fiscal 2018-19.
- On the operational side, the company successfully upgraded its testing and sealing facility as to improve productivity and maintain standards of quality.
- Capacity utilization went up from 52% in the FY15 to 64% in this fiscal.
- Received approval from Maharashtra FDA to manufacture and market water based lubricants. The facility is ready to generate sales in the fiscal 2017.

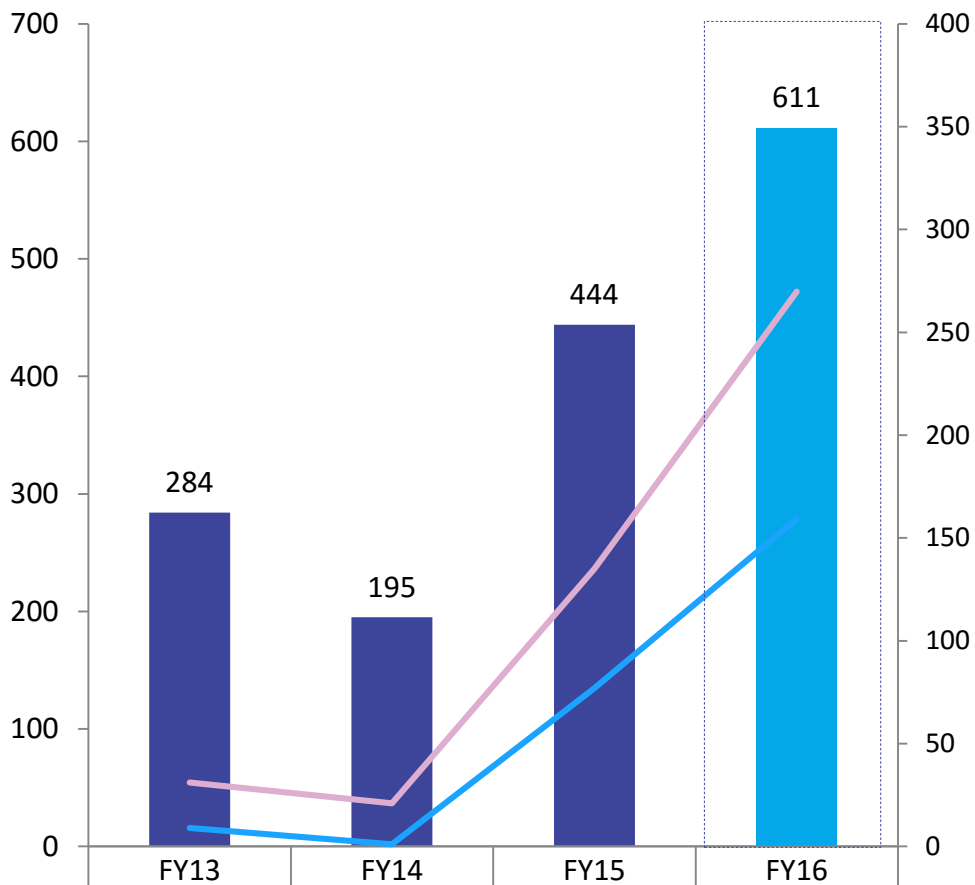


4 years at a glance

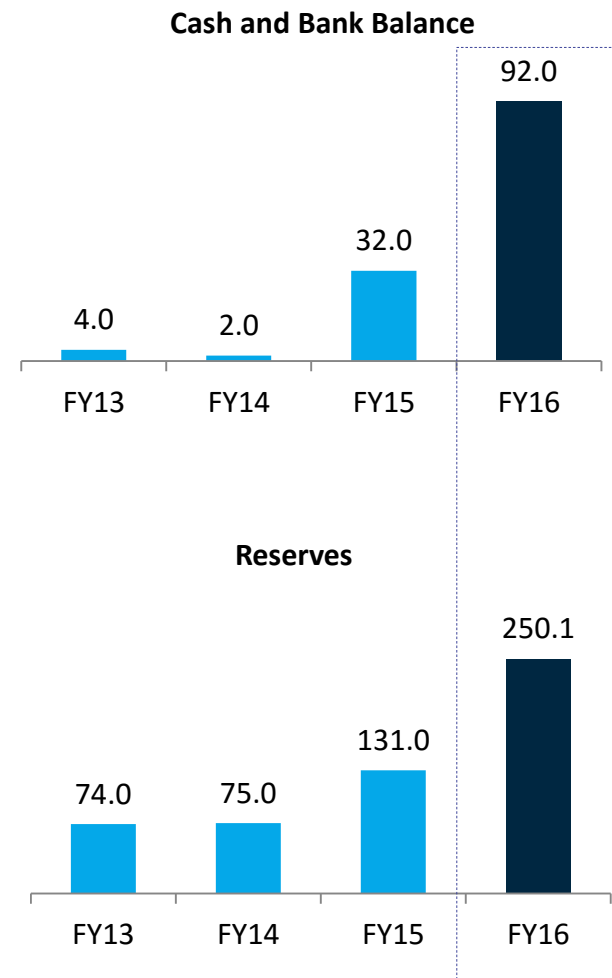


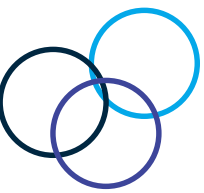
Figures in INR mn

Financial Performance



Key Balance Sheet Items





Income Statement



Figures in INR mn

Particulars	FY12	FY13	FY14	FY15	FY16
Total Income	262.3	286.2	196.2	451.4	628.0
Income from Operations	259.8	284.0	195.3	444.4	611.5
Consumption of Raw Material	167.5	167.2	114.1	184.9	220.4
Change in Inventory and Finished Goods	(2.7)	6.2	(10.1)	9.0	(0.2)
Employee Benefit	19.2	23.1	22.7	31.6	39.2
Direct Expenses(Manufacturing +SGA)	48.7	56.6	47.5	90.7	98.9
Misl Costs		0.4	1.2	0.0	-
EBITDA (Inc other Income)	29.5	32.8	20.9	135.3	269.7
<i>EBITDA Margin (Ex other Income)</i>	<i>11%</i>	<i>11%</i>	<i>11%</i>	<i>30%</i>	<i>43%</i>
Depreciation	13.73	14.19	15.1	18.3	19.3
EBIT	15.8	18.6	5.8	117.0	250.4
<i>EBIT Margin</i>	<i>6%</i>	<i>6%</i>	<i>3%</i>	<i>26%</i>	<i>40%</i>
Interest & Finance Charges	8.6	4.9	4.7	2.6	2.1
PBT	7.2	13.7	1.1	114.4	248.3
Total Taxes	1.3	5.1	0.6	37.3	89.0
Net Profit For The Period	5.9	8.6	0.5	77.1	159.3
<i>Net Profit Margin</i>	<i>2%</i>	<i>3%</i>	<i>0%</i>	<i>17%</i>	<i>25%</i>
EPS (Basic)	0.6	0.8	0.1	6.9	14.3



Statement of Assets and Liabilities



Equity and Liabilities

Figures in INR mn

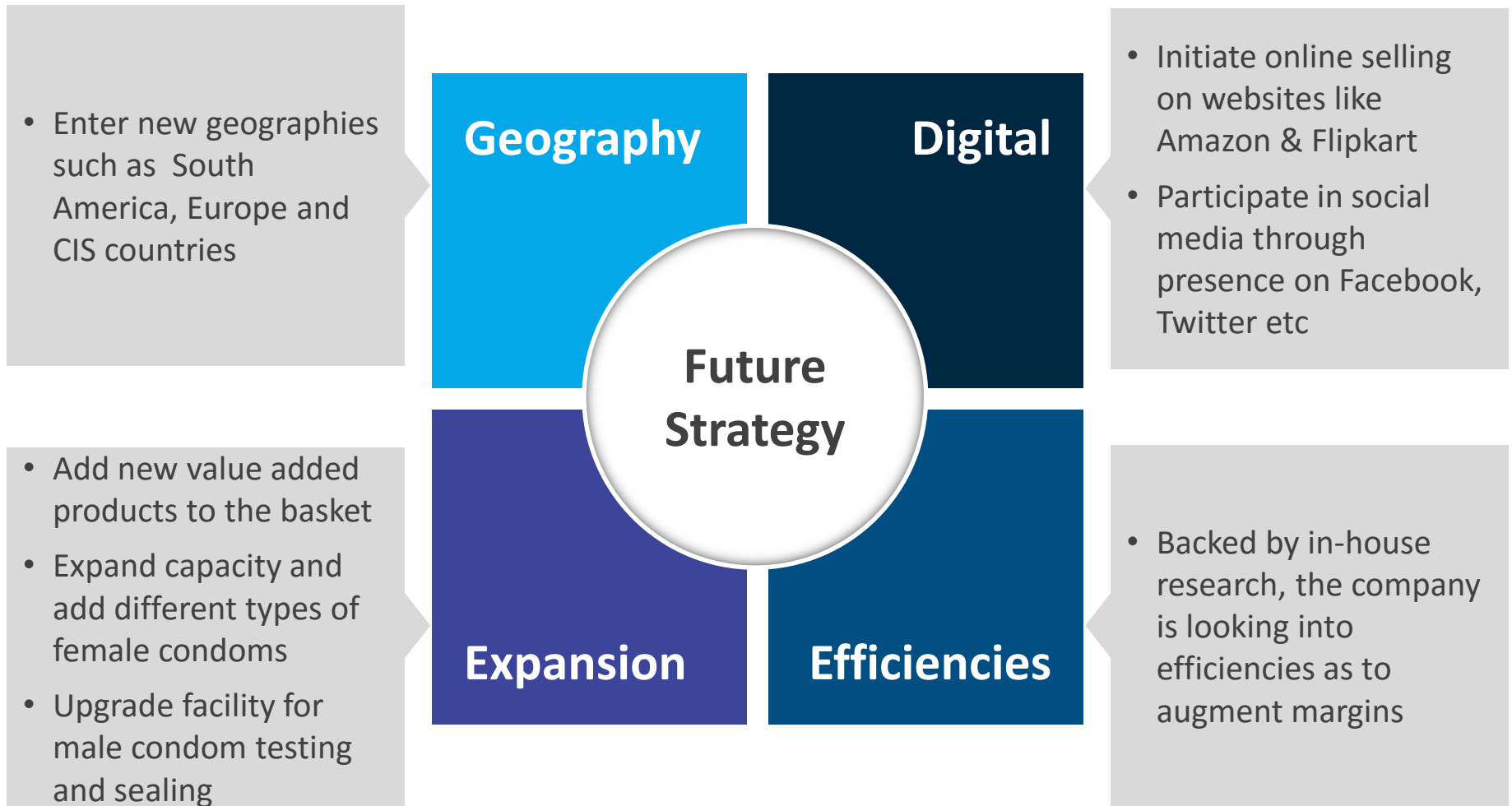
Particulars	FY12	FY13	FY14	FY15	FY16
Share Capital	97.1	111.2	111.2	111.2	111.2
Net Worth	162.9	185.6	186.1	242.0	361.3
Share Application money pending allotment	3.5		-	-	-
Non Current Liabilities	12.6	13.2	13.8	21.5	19.5
Long Term Borrowings	4.6				
Current Liabilities	83.7	47.7	65.3	85.4	125.0
Short-term Borrowings	23.3	20.8	32.5	21.9	8.8
Trade Payables	24.1	15.3	23.0	18.7	15.3
Total Equity and Liabilities	262.8	246.4	265.1	348.9	505.8

Assets

Particulars	FY12	FY13	FY14	FY15	FY16
Fixed Assets	168.4	172.0	162.8	156.1	155.5
Non Current Investments	4.7	1.5	0.0	0.6	0.6
Other Non Current Asset	3.2	4.1	2.2	3.8	2.3
Current Assets	86.5	68.8	100.2	188.3	347.3
Inventories	39.5	29.7	47.1	34.7	34.2
Trade Receivables	27.0	12.8	31.7	81.8	132.7
Cash and Cash Equivalent	2.4	3.9	3.2	32.0	91.9
Short Term Loans & Advances	16.3	19.6	14.6	30.0	70.5
Other Current Assets	1.4	2.9	3.5	9.9	18.0
Total Assets	262.8	246.4	265.1	348.9	505.8



Where are we heading towards?





Investment Rationale

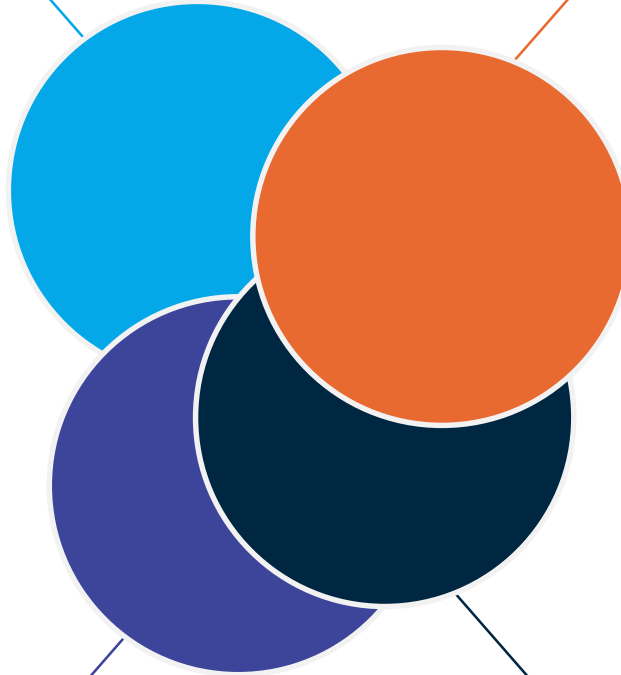


Strong Balance Sheet

Debt free and low equity base, potential to grow by multiple folds

Business Model

State of the art infrastructure with world class products and basket of new value added products

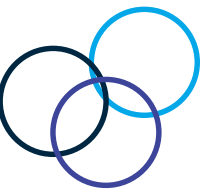


Competitive Advantage

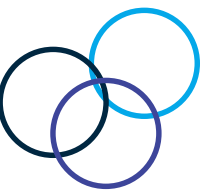
Low cost of production considering global peers

Experience

Experienced management and production team



Thank You



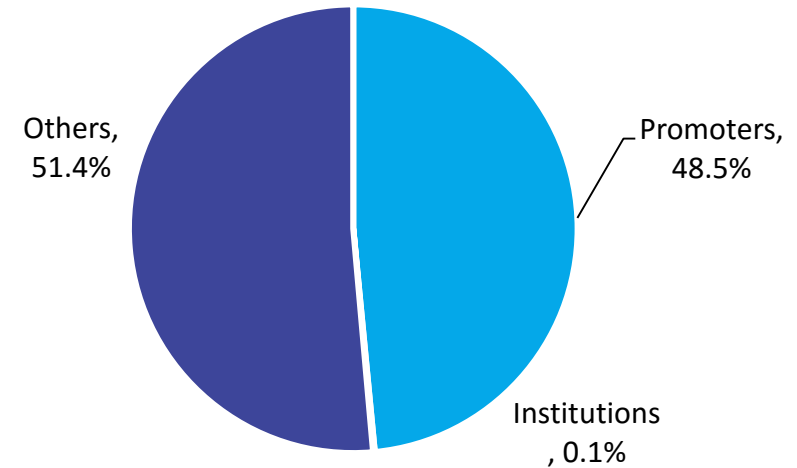
Stock Profile

Listing	BSE(1994)
Issued Shares (mn)	11.1
Share Price(INR)^	~288(FV of INR 10/-)
Market Cap^(INR mn)	~3,201
52-week Range(INR)	507-67

Corporate Information

BSE / NSE Scrip Code	530843/(To be Listed)
ISIN	INE509F01011
CIN	L25193MH1993PLC070846
BLOOMBERG	CUPD-IN

Shareholding Pattern(31st March 2016)



Contact Details

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^ as per BSE closing price of 11th May,2016