



Date: May 13, 2022

To
The Secretary
(Listing Department)
The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400001

The Manager,
The National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra(E), Mumbai-400051

BSE Scrip Code: 540203

NSE Symbol: SFL

Subject: Investor presentation

Dear Sir/Madam

Furtherance to our earlier communication and results for the quarter and year ended 31st March, 2022. Please find attached investor presentation on results.

Thanking you.
Yours faithfully,

For Sheela Foam Limited

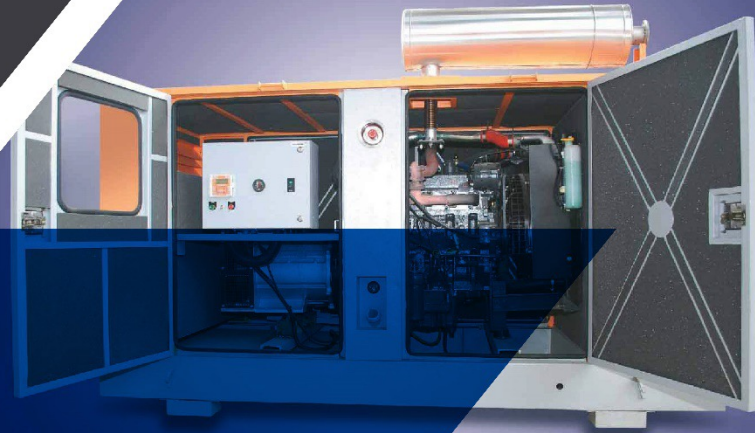
(Md. Iquebal Ahmad)
Company Secretary and Compliance Officer

SHEELA FOAM LTD.

37/2, Site-IV, Sahibabad Industrial Area, Ghaziabad, U.P. - 201010, India
Ph: Int-91(0)-120-4162200 • Fax: Int-91-(0)-120-4162282, 4162283 • Email: contactus@sheelafoam.com
Regd. Office: 604 Ashadeep, 9 Hailey Road, New Delhi-110001, India • Ph: Int-91(0)-11-22026875-76
Toll Free: 1800 103 6664 • www.sleepwellproducts.com • www.sheelafoam.com
CIN-L74899DL1971PLC005679

Sheela Foam Ltd.

Earnings Presentation Q4-FY22 / FY22



SEAT COVER



OUTDOOR FURNITURE



Sleepwell


Company Snapshot

 Experienced Management


 'Sleepwell' mattresses a household Brand and one of the most trusted brands in India

 Backward Integrated Player with a wide product basket


 Largest manufacturers of PU Foam in India

 20-25% Market Share in the Mattresses segment

 40% market share in Australia

 Presence across multiple geographies

 Low Gearing ratio

 Consistent Positive cash flow generation

 Strategic move to focus on high margin products

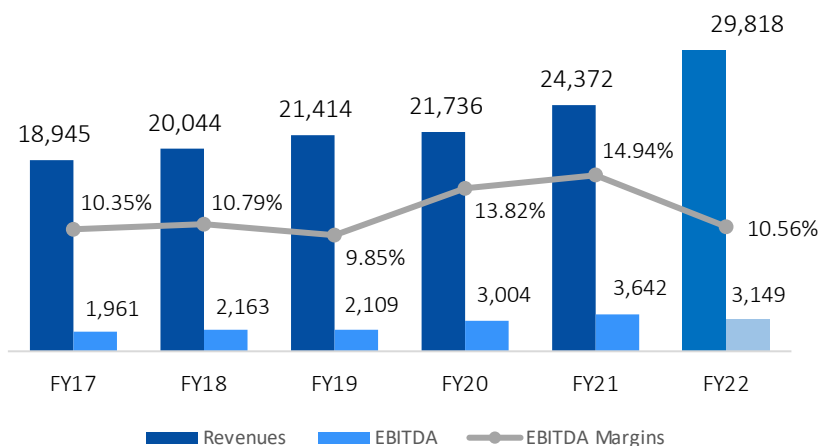
 Marquee Investors

 Proven track record in Acquisitions and Integration

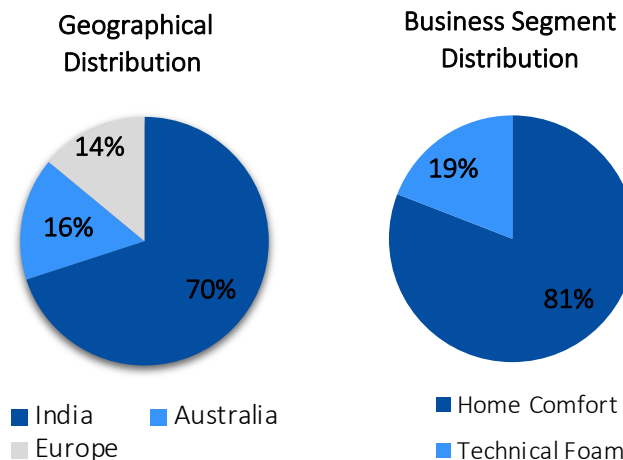
Company Overview

- Incorporated in 1971, Sheela Foam is the market leader and the largest manufacturer of Polyurethane Foam (PU) in India.
- The Company manufactures various foam-based home comfort products like mattresses, Furniture cushions, as well as technical grades of polyurethane foams for end-use in a range of industries like automobile, acoustics, etc.
- The flagship household brands include: ‘Sleepwell’ for mattresses and home comfort, ‘Feather Foam’ a pure PU Foam and ‘Lamiflex’ a polyester foam for lamination.
- The company has a global manufacturing footprint with 11 nationwide manufacturing plants in India, 5 in Australia, and 1 in Spain.
- It has a strong presence and market share in Australia through its wholly-owned subsidiary, Joyce Foam Pty Ltd. and also in Spain through its subsidiary, Interplasp S.L.,
- The company has an integrated manufacturing facility 123,000 MTPA with a robust distribution network of 110+ exclusive distributors, 5,400+ exclusive brand outlets, and 6,100+ multi-brand outlets.

Revenue , EBITDA and EBITDA Margins (INR Mn)



FY22 Revenue Breakup



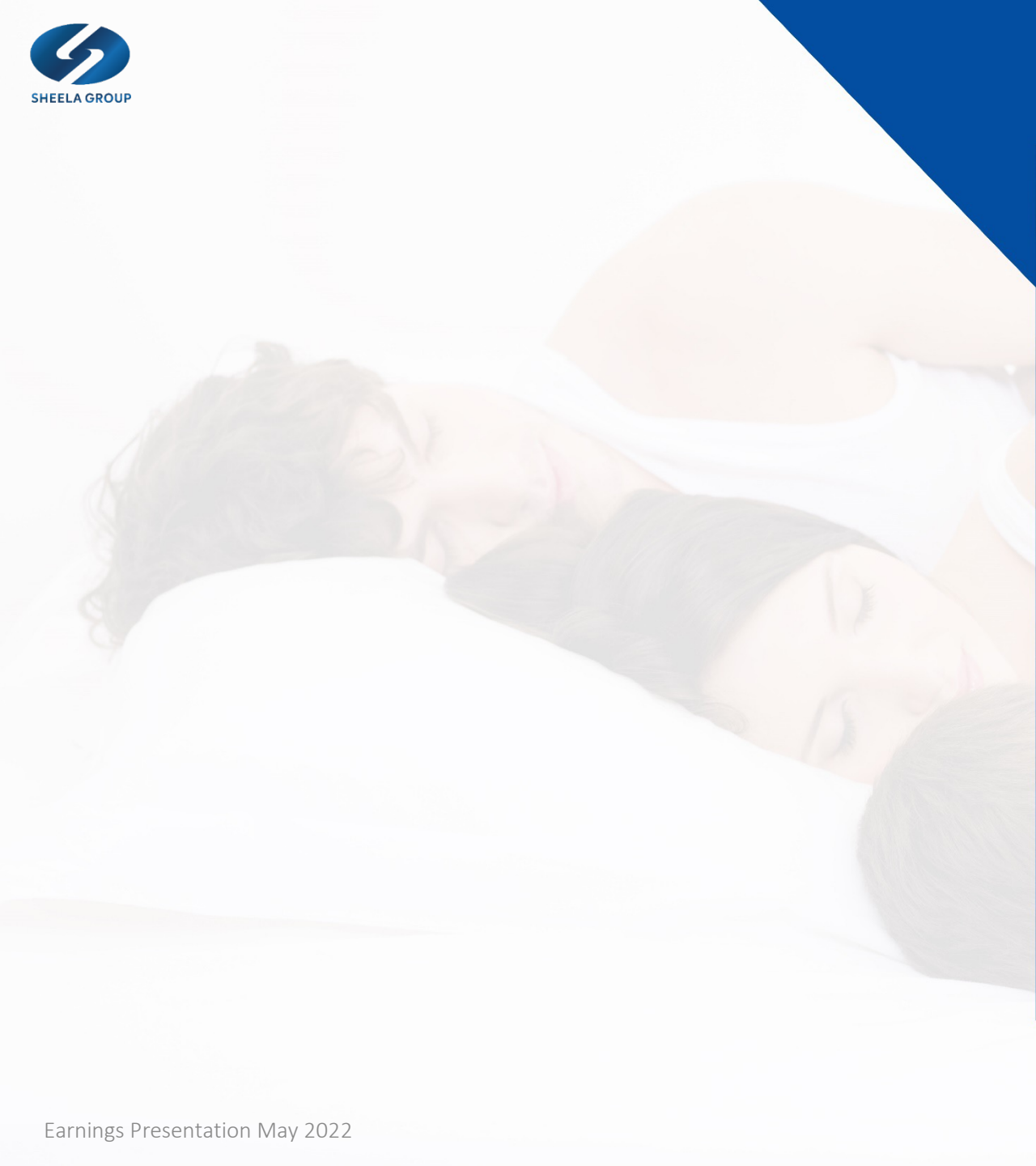
India Operations

Sleepwell
Launched in 1994

- 11 | Manufacturing Plants
- 123,000 | MTPA of Total Capacity
- 20 – 25% | Market share in India

Global Operations

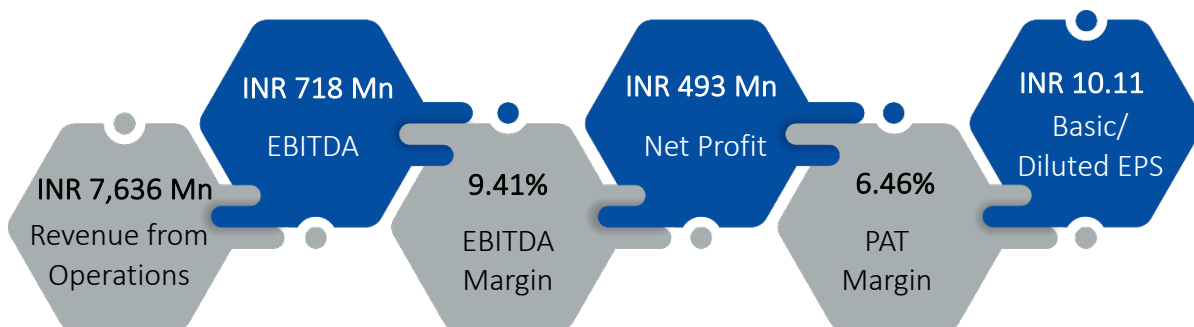
- 5 | Manufacturing plants in Australia with a capacity of 11,000 MTPA
- 40% | Market share in Australia
- 1 | Manufacturing plant in Spain with a capacity of 17,000 MTPA to cater to European and US markets



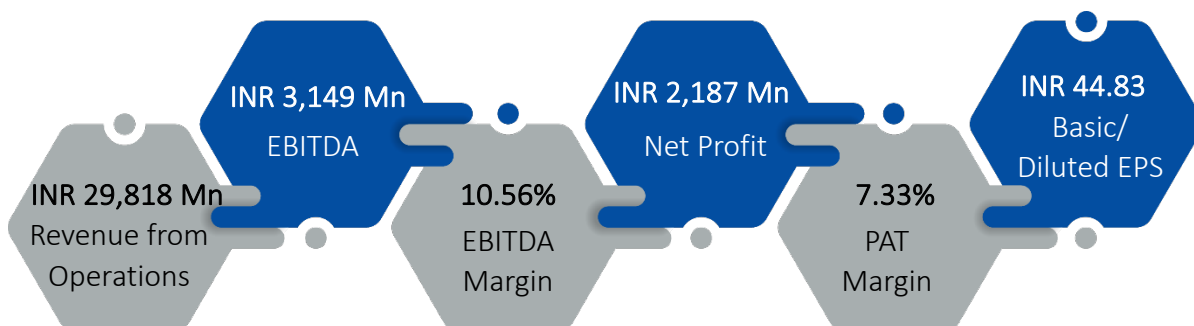
Q4-FY22 / FY22 Performance Highlights

Q4-FY22 / FY22 Financial and Operational Highlights

Q4-FY22 Consolidated Financial Performance



FY22 Consolidated Financial Performance (INR Mn)

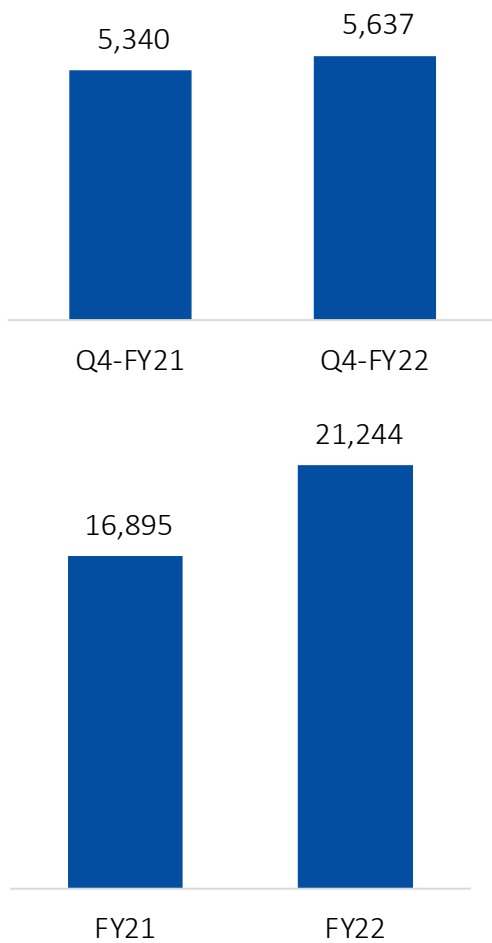


Q4-FY22 Operational Highlights

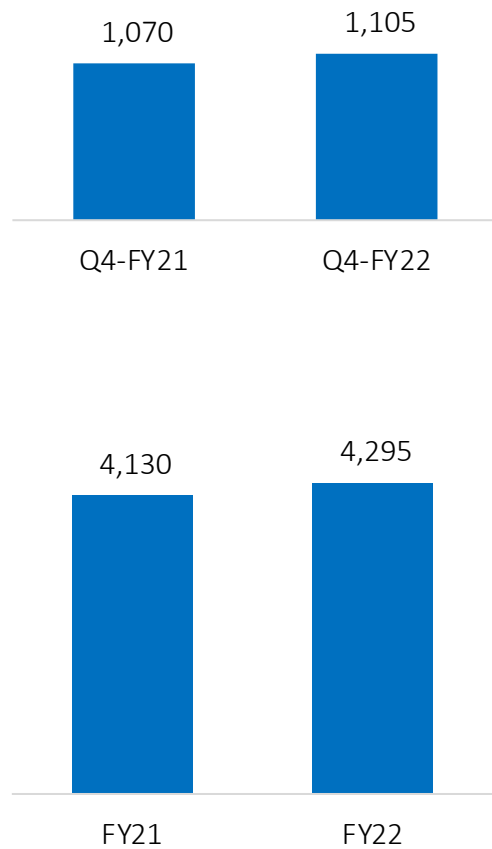
- Operating Environment Remained Challenging due to:
 - Commodity Inflation and Volatility
 - Demand Slowdown in Discretionary Spend Category
 - Continued External Disruptions
- Domestic Business growth was steady amidst challenging macros; International business declined
- YoY Gross margins remained flat despite increase in the commodity prices and supply chain disruptions
- Selling and Marketing spending restored back to the normal level resulting in decline in EBITDA margins
- Capacity Expansion in India, Australia, and Spain remain on track with minor delays due to volatility and availability of steel
- Mid term Outlook:
 - Discretionary spend sector continues to remain attractive
 - Favorable demographics and rising affluence
 - Low per capita foam consumption – large room to grow
 - Our drivers of Value creation
 - Drive top line with a clear focus on Core Brand
 - Modest Margin expansion
 - Capacity Expansion in International business
 - Opportunities for Acquisition
 - ESG Commitments

Q4-FY22 / FY22 Geographical Revenues

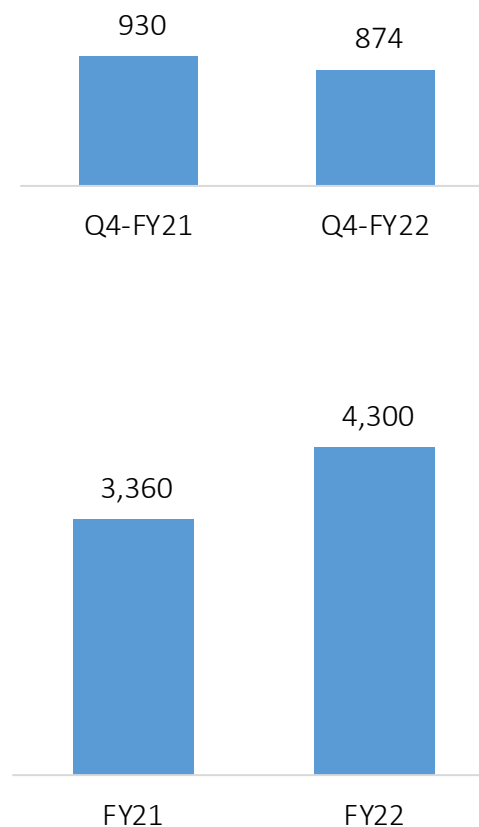
SFL India (INR Mn)



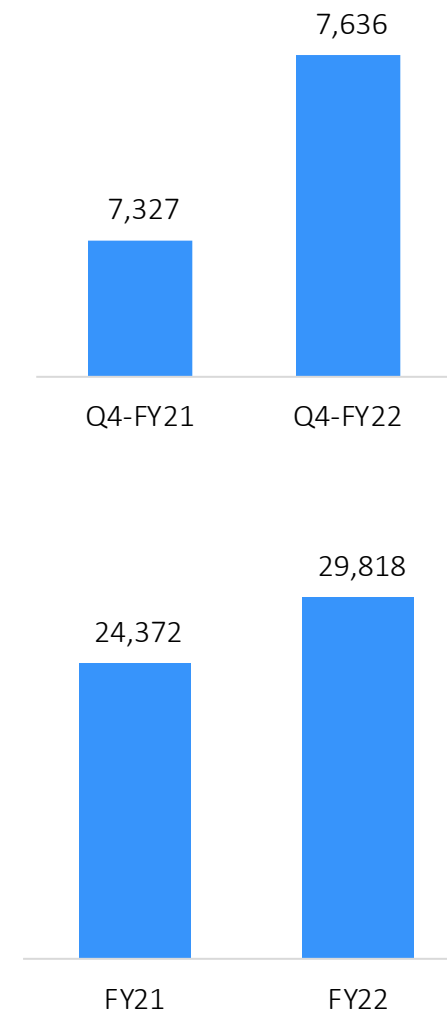
Australia - Joyce (INR Mn)



Spain - Interplasp (INR Mn)

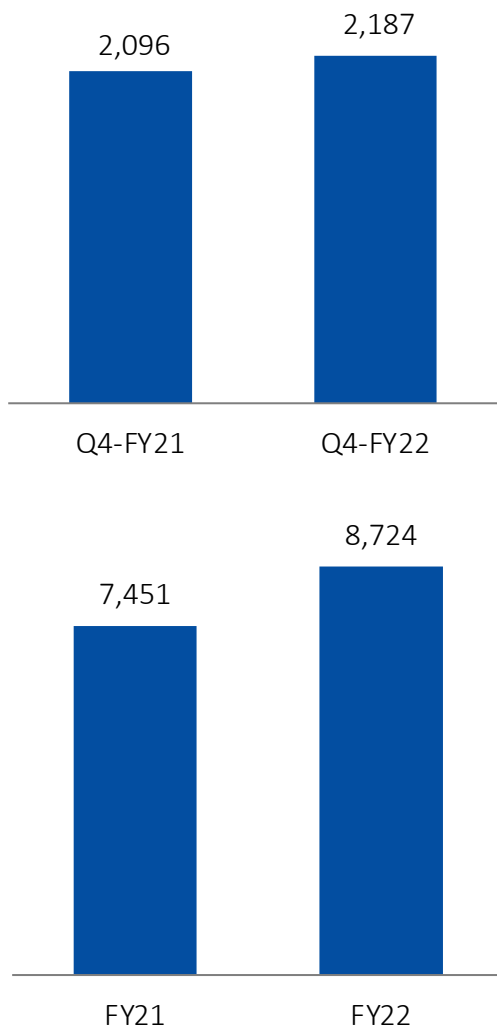


Consolidated (INR Mn)

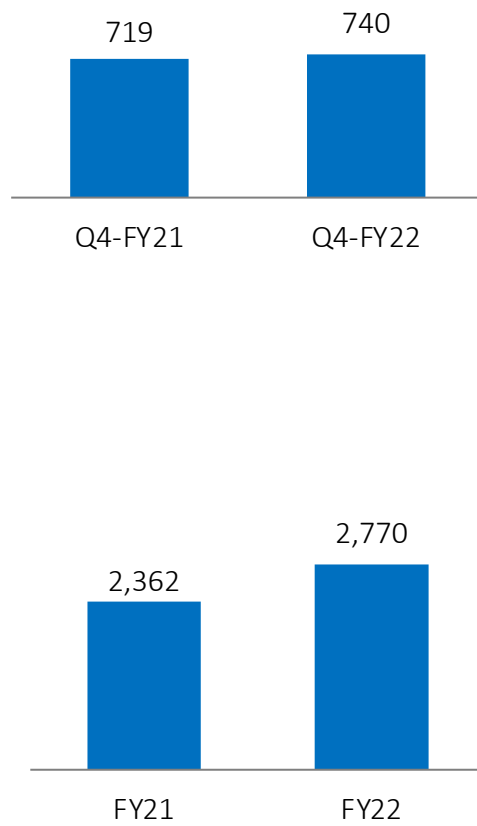


Q4-FY22 / FY22 Business Segment Revenues

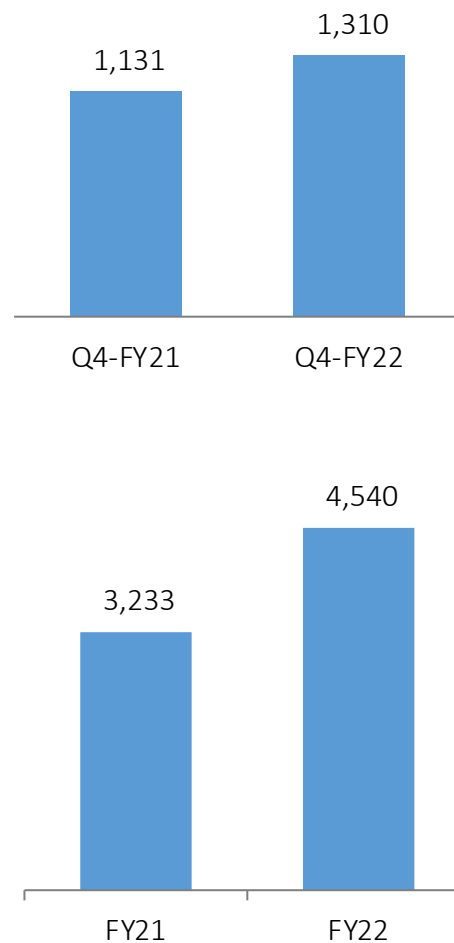
Mattresses (INR Mn)



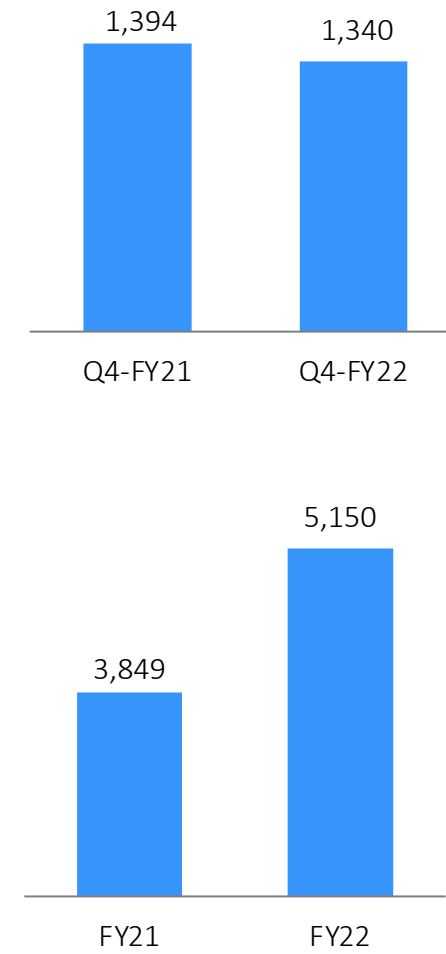
Furniture Cushioning (INR Mn)



Technical Foam (INR Mn)

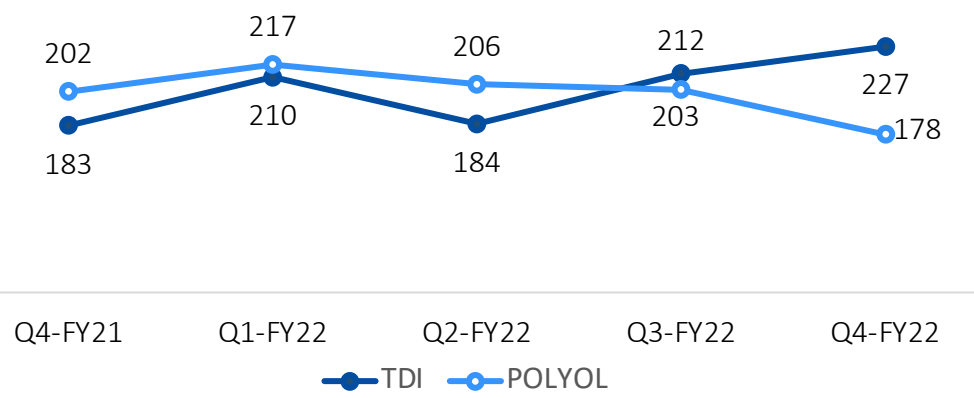


Comfort Foam and HC Line (INR Mn)

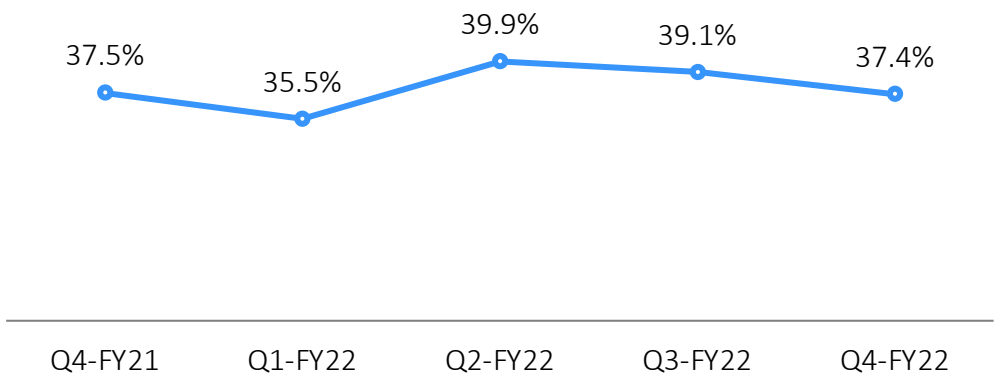


Raw Material Prices and Gross Margins

TDI & Polyol Price Trend

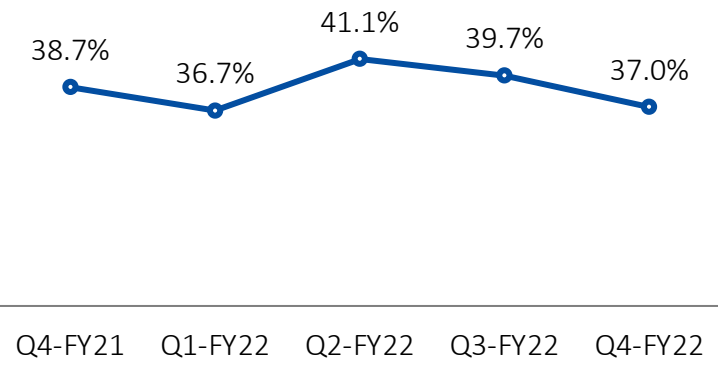


SFL Consolidated Gross Margins (%)

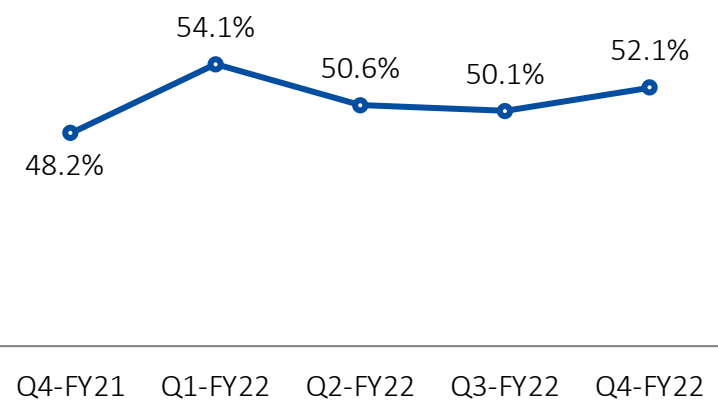


Gross Margins (%)

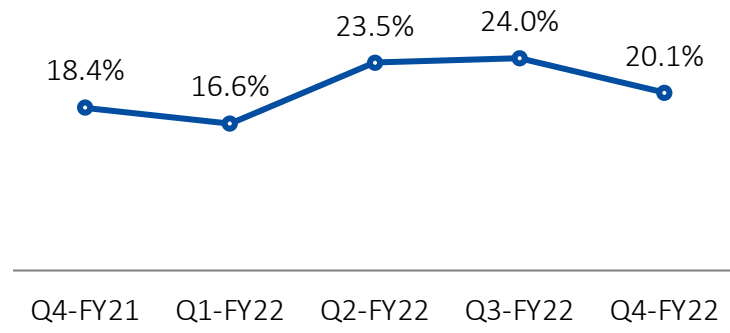
SFL India



Australia - Joyce



Spain - Interplasp



Quarterly Standalone Financial Performance

Particulars (INR Mn)	Q4-FY22	Q4-FY21	Y-O-Y	Q3-FY22	Q-O-Q
Revenue from Operations	5,637	5,340	5.6%	6,494	(13.2)%
Operating Expenses	5,087	4,638	9.7%	5,787	(12.1)%
EBITDA	550	702	(21.7)%	707	(22.2)%
<i>EBITDA Margin (%)</i>	<i>9.76%</i>	<i>13.15%</i>	<i>(339) Bps</i>	<i>10.89%</i>	<i>(113) Bps</i>
Other Income	151	141	7.1%	239	(36.8)%
Depreciation	86	82	4.9%	87	(1.1)%
Finance Cost	7	23	(69.6)%	22	(68.2)%
PBT	608	737	(17.5)%	837	(27.4)%
Tax	135	194	(30.4)%	244	(44.7)%
PAT	474	544	(12.9)%	593	(20.1)%
<i>PAT Margin (%)</i>	<i>8.40%</i>	<i>10.19%</i>	<i>(179) Bps</i>	<i>9.13%</i>	<i>(73) Bps</i>
Other Comprehensive Income	(62)	(13)	NA	19	NA
Total Comprehensive Income	411	530	(22.5)%	612	(32.8)%
Basic/Diluted EPS (INR)	9.71	11.14	(12.8)%	12.17	(20.2)%

Annual Standalone Financial Performance

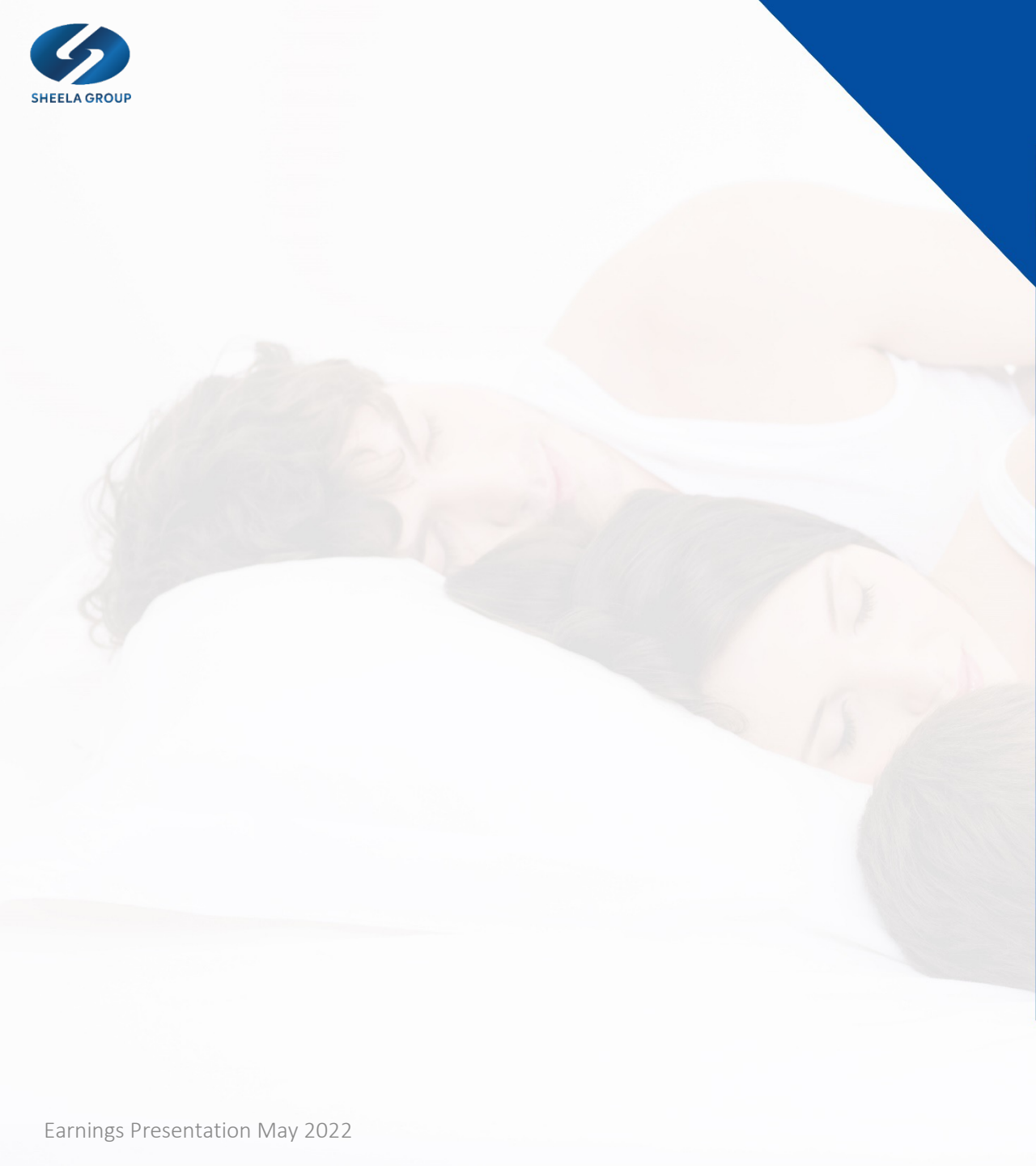
Particulars (INR Mn)	FY22	FY21	Y-O-Y
Revenue from Operations	21,244	16,939	25.4%
Operating Expenses	18,906	14,566	29.8%
EBITDA	2,338	2,373	(1.5)%
<i>EBITDA Margin (%)</i>	<i>11.01%</i>	<i>14.01%</i>	<i>(300) Bps</i>
Other Income	702	474	48.1%
Depreciation	324	325	(0.3)%
Finance Cost	71	87	(18.4)%
PBT	2,645	2,435	8.6%
Tax	673	623	8.0%
PAT	1,973	1,812	8.9%
<i>PAT Margin (%)</i>	<i>9.29%</i>	<i>10.70%</i>	<i>(141) Bps</i>
Other Comprehensive Income	(12)	21	NA
Total Comprehensive Income	1,961	1,833	7.0%
Basic/Diluted EPS (INR)	40.45	37.13	8.9%

Quarterly Consolidated Financial Performance

Particulars (INR Mn)	Q4-FY22	Q4-FY21	Y-O-Y	Q3-FY22	Q-O-Q
Revenue from Operations	7,636	7,327	4.2%	8,813	(13.4)%
Operating Expenses	6,918	6,486	6.7%	7,863	(12.0)%
EBITDA	718	841	(14.6)%	950	(24.4)%
<i>EBITDA Margin (%)</i>	<i>9.41%</i>	<i>11.48%</i>	<i>(207) Bps</i>	<i>10.78%</i>	<i>(137) Bps</i>
Other Income	158	163	(3.1)%	277	(43.0)%
Depreciation	237	184	28.8%	199	19.1%
Finance Cost	21	46	(54.3)%	58	(63.8)%
PBT	618	773	(20.1)%	970	(36.3)%
Tax	125	190	(34.2)%	297	(57.9)%
PAT	493	584	(15.6)%	673	(26.7)%
<i>PAT Margin (%)</i>	<i>6.46%</i>	<i>7.97%</i>	<i>(151) Bps</i>	<i>7.64%</i>	<i>(118) Bps</i>
Other Comprehensive Income	(67)	120	NA	18	NA
Total Comprehensive Income	426	704	(39.5)%	691	(38.4)%
Basic/Diluted EPS (INR)	10.11	11.97	(15.5)%	13.81	(26.8)%

Annual Consolidated Financial Performance

Particulars (INR Mn)	FY22	FY21	Y-O-Y
Revenue from Operations	29,818	24,372	22.3%
Operating Expenses	26,669	20,730	28.6%
EBITDA	3,149	3,642	(13.5)%
<i>EBITDA Margin (%)</i>	<i>10.56%</i>	<i>14.94%</i>	<i>(438) Bps</i>
Other Income	792	502	57.8%
Depreciation	808	729	10.8%
Finance Cost	169	177	(4.5)%
PBT	2,964	3,238	(8.5)%
Tax	776	837	(7.3)%
PAT	2,187	2,402	(9.0)%
<i>PAT Margin (%)</i>	<i>7.33%</i>	<i>9.86%</i>	<i>(253) Bps</i>
Other Comprehensive Income	(18)	188	NA
Total Comprehensive Income	2,169	2,590	(16.3)%
Basic/Diluted EPS (INR)	44.83	49.23	(8.9)%



Historical Financial Overview

Historical Standalone Income Statement

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
Operational Revenue	18,138	17,548	16,939	21,244
Operating Expenses	16,302	15,278	14,566	18,906
EBITDA	1,835	2,270	2,373	2,338
<i>EBITDA Margins (%)</i>	<i>10.12%</i>	<i>12.94%</i>	<i>14.01%</i>	<i>11.01%</i>
Other Income	305	413	474	702
Depreciation	311	331	325	324
Finance Cost	73	81	87	71
PBT	1,756	2,271	2,435	2,645
Exceptional Items	-	120	-	-
Tax	519	496	623	673
PAT	1,237	1,655	1,812	1,973
<i>PAT Margins (%)</i>	<i>6.82%</i>	<i>9.43%</i>	<i>10.70%</i>	<i>9.29%</i>
Other Comprehensive Income	(9)	(43)	21	(12)
Total Comprehensive Income	1,228	1,612	1,833	1,961
Diluted EPS (INR)	25.35	33.93	37.13	40.45

Historical Standalone Balance Sheet

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
ASSETS				
Non-current Assets	4,334	5,808	8,497	11,159
Property, Plant & Equipment	2,654	2,542	2,536	2,350
Capital Work In Progress	7	165	12	6
Right of Use Assets	-	211	201	184
Investment Property	38	37	38	36
Investment In Subsidiaries	994	2,137	2,137	1,967
Financial Assets				
(a) Investments	492	118	3,036	5,288
(b) Loans	23	485	486	778
(c) Other Financial Assets	1	3	21	180
(d) Investment in Preference Shares	-	-	-	299
Non-current Assets (Net)	106	96	3	45
Other Non Current Assets	19	14	26	26
Current Assets	5,895	5,887	5,713	5,079
Inventories	1,530	1,652	2,283	2,035
Financial Assets				
(a) Investments	2,677	2,179	1,060	840
(b) Trade Receivable	1,026	1,264	1,630	1,516
(c) Cash And Cash Equivalent	107	289	350	143
(d) Other Bank Balances	16	2	5	3
(e) Loans	1	56	56	56
(f) Other Current Fin Assets	257	100	87	293
Other Current Assets	281	345	241	194
GRAND TOTAL – ASSETS	10,229	11,695	14,210	16,238

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
EQUITY & LIABILITIES				
Equity	6,691	8,301	10,134	12,095
(A) Share Capital	244	244	244	244
(B) Other Equity	6,447	8,057	9,890	11,851
Non-current Liabilities	882	904	653	877
Financial Liabilities				
(A) Borrowings	3	-	-	-
(B) Lease Liabilities	-	25	19	183
(C) Other Financial Liabilities	697	737	502	503
Provisions	68	73	46	141
Deferred Tax Liabilities (Net)	114	69	83	48
Other Non Current Liabilities	-	-	3	2
Current Liabilities	2,656	2,490	3,423	3,266
Financial Liabilities				
(A) Borrowings	-	-	-	-
(B) Lease Liabilities	-	2	1	11
(C) Trade Payables	1,165	1,141	2,333	2,095
(D) Other Current Fin Liabilities	743	739	381	413
Provisions	49	55	44	25
Other Current Liabilities	699	553	664	722
GRAND TOTAL - EQUITIES & LIABILITES	10,229	11,695	14,210	16,238

Historical Consolidated Income Statement

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
Operational Revenue	21,414	21,736	24,372	29,818
Operating Expenses	19,305	18,732	20,730	26,669
EBITDA	2,109	3,004	3,642	3,149
<i>EBITDA Margins (%)</i>	<i>9.85%</i>	<i>13.82%</i>	<i>14.94%</i>	<i>10.56%</i>
Other Income	276	400	502	792
Depreciation	395	590	729	808
Finance Cost	96	130	177	169
PBT	1,894	2,684	3,238	2,964
Exceptional Items	-	120	-	-
Tax	557	621	837	776
PAT	1,337	1,943	2,402	2,187
<i>PAT Margins (%)</i>	<i>6.24%</i>	<i>8.94%</i>	<i>9.86%</i>	<i>7.33%</i>
Other Comprehensive Income	(9)	(31)	188	(18)
Total Comprehensive Income	1,328	1,912	2,590	2,169
Diluted EPS (INR)	27.41	39.83	49.23	44.83

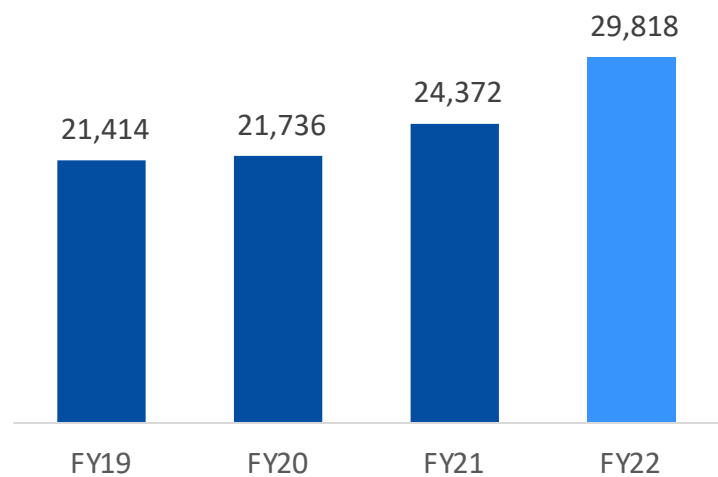
Historical Consolidated Balance Sheet

PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
ASSETS				
Non-current Assets	4,761	8,870	12,381	15,511
Property, Plant & Equipment	3,396	4,204	4,300	4,355
Capital Work In Progress	7	180	326	1,199
Right of Use Assets	0	1,167	1,418	1,394
Investment Property	639	590	590	562
Goodwill	82	2,546	2,631	2,520
Financial Assets				
(a) Investments	492	118	3,036	5,288
(b) Loans	29	26	2	1
(c) Other Non Current Fin Assets	11	21	52	45
Non-current Assets (Net)	87	5	-	67
Other Non Current Assets	18	13	26	80
Current Assets	6,857	7,569	8,313	8,213
Inventories	1,871	2,269	3,153	3,145
Financial Assets				
(a) Investments	2,684	2,196	1,070	893
(b) Trade Receivable	1,522	2,158	3,021	2,850
(c) Cash And Cash Equivalent	168	441	574	408
(d) Other Bank Balances	35	5	7	3
(e) Loans	2	56	56	56
(f) Other Current Fin Assets	257	55	69	264
Other Current Assets	318	389	363	594
GRAND TOTAL – ASSETS	11,618	16,439	20,694	23,724

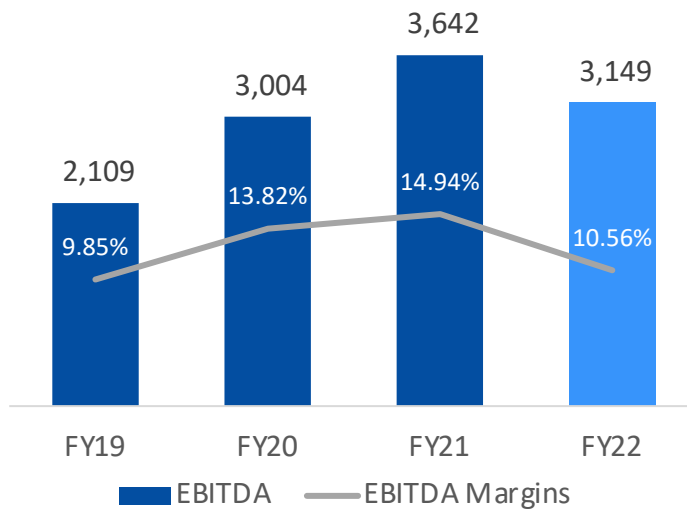
PARTICULARS (INR Mn)	FY19	FY20	FY21	FY22
EQUITY & LIABILITIES				
Equity	7,301	9,264	11,932	14,002
(A) Share Capital	244	244	244	244
(B) Other Equity	7,057	8,953	11,599	13,682
Non Controlling Interest	-	67	89	76
Non-current Liabilities	896	3,328	3,068	4,136
Financial Liabilities				
(A) Borrowings	55	1,571	1,326	2,282
(B) Lease Liabilities	-	824	1,086	1,057
(C) Other Non Current Financial Liabilities	696	737	502	503
Provisions	80	86	62	274
Other Non current Liabilities	-	-	3	2
Deferred Tax Liabilities (Net)	65	110	89	18
Current Liabilities	3,421	3,847	5,694	5,586
Financial Liabilities				
(A) Borrowings	227	360	730	1,096
(B) Lease Liabilities	0	159	201	231
(C) Trade Payables	1,432	1,534	3,301	3,013
(D) Other Current Fin Liabilities	913	1,075	531	454
Provisions	129	129	147	25
Current Tax Liabilities (Net)	-	-	45	-
Other Current Liabilities	720	590	739	768
GRAND TOTAL - EQUITIES & LIABILITES	11,618	16,439	20,694	23,724

Consolidated Financial Performance

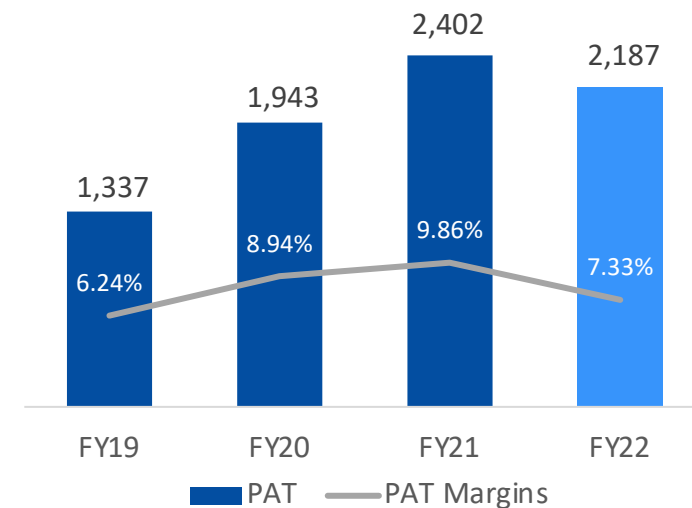
Revenues (INR Mn)



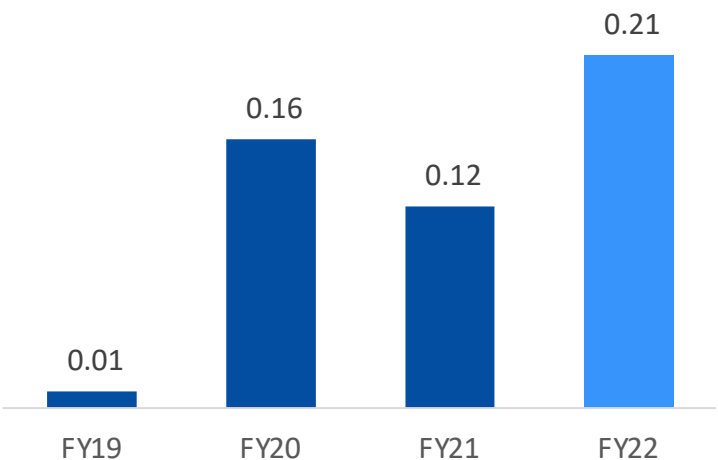
EBITDA (INR Mn) and EBITDA Margins (%)



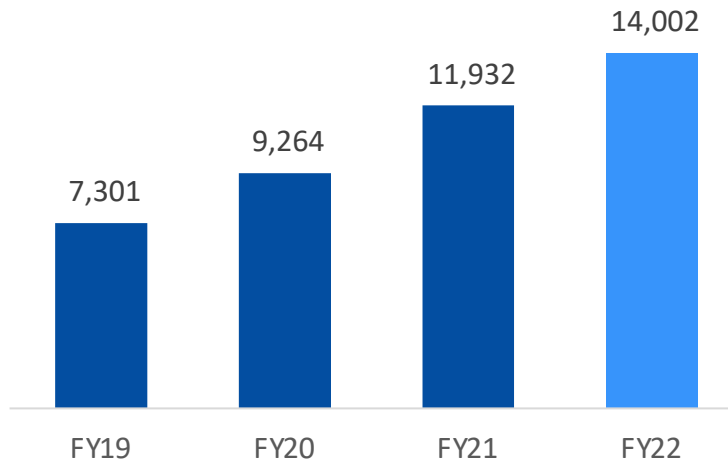
PAT (INR Mn) and PAT Margins (%)



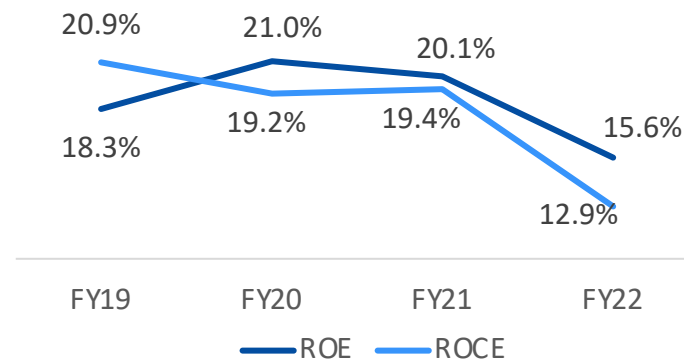
Net Debt to Equity Ratio (x)



Networth (INR Mn)

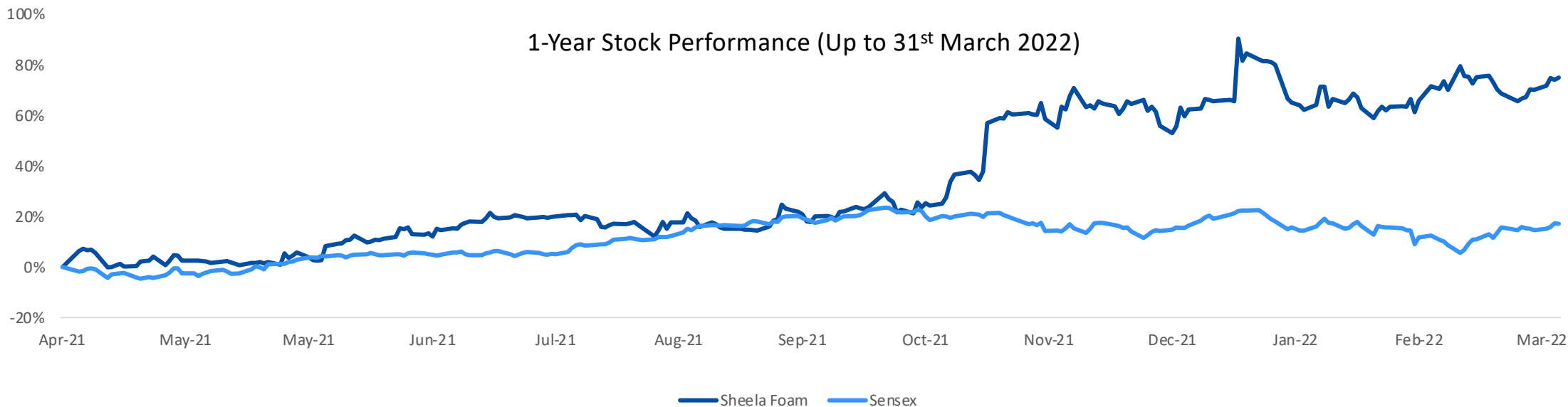


ROE and ROCE (%)



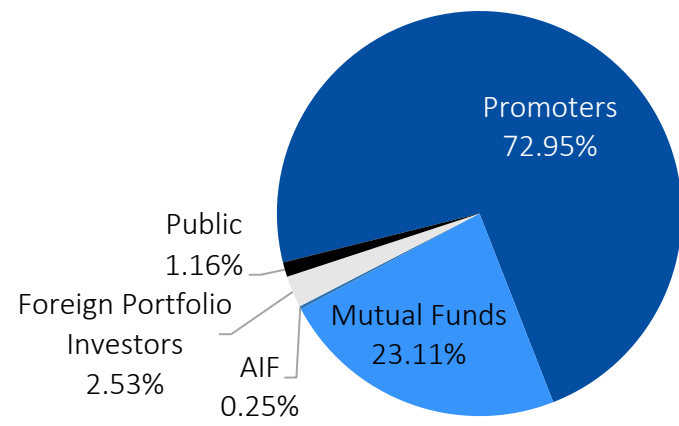
Capital Market Information

1-Year Stock Performance (Up to 31st March 2022)



Price Data as on 31st March, 2022	INR
Face Value	5.00
CMP	3,475.90
52 Week H/L	3,949.4 /1,900.0
Market Cap (INR Mn)	1,69,564
No. of Share outstanding (Mn)	48.8
1 Year Avg. Trading Volume (000)	35.6

Shareholding Pattern as on 31st March 2022



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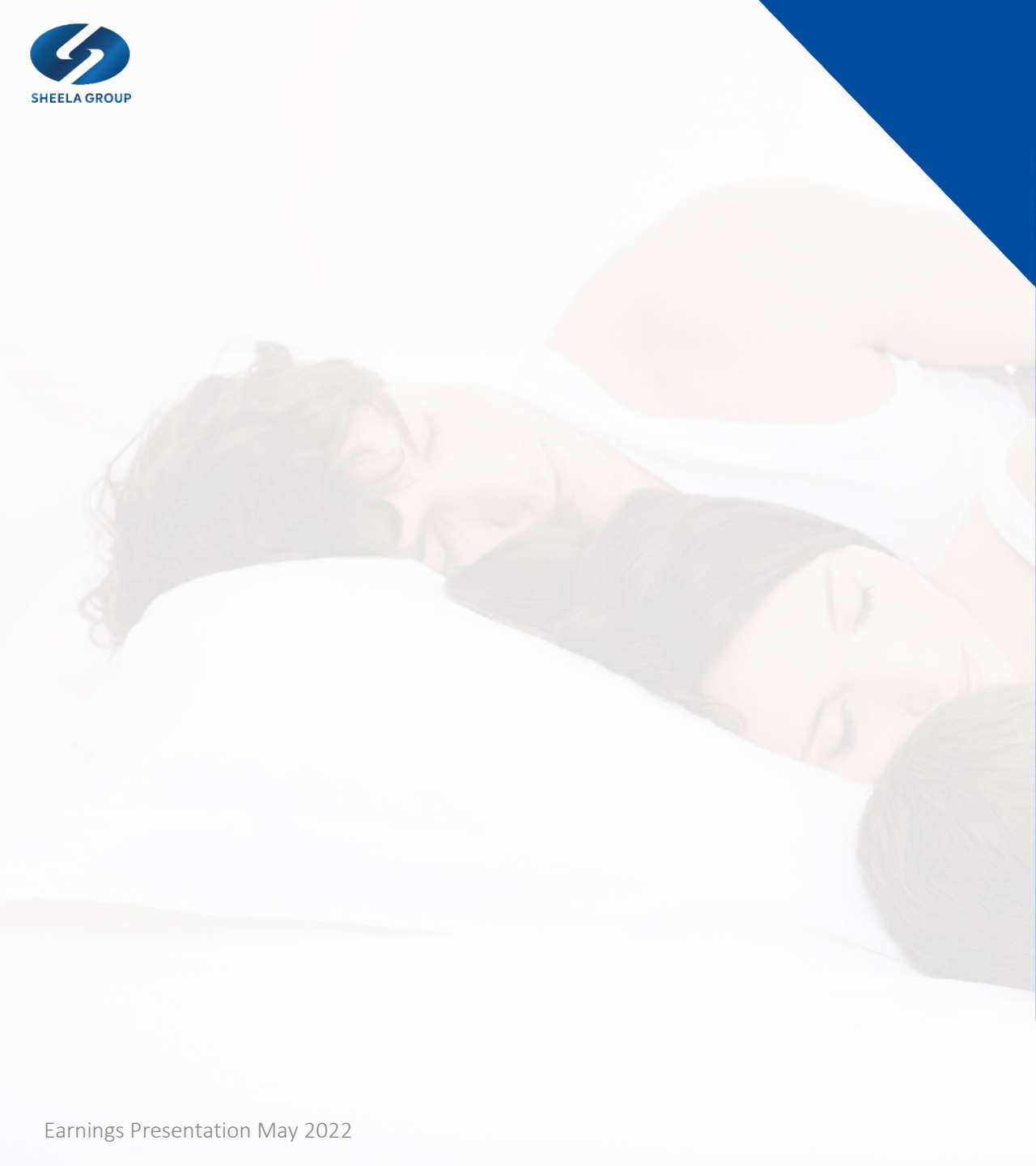
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