

ring customer relationships, an EV agnostic act profile & consistently high margins are positives

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Research Bureau

with an appetite for
can subscribe to the
S Enterprises. SJS is a
the decorative and
s industry for auto-
and consumer dur-
S is a supplier of
such as logos, decals
& overlays as well
vanced technology
such as 3D dials /lo-
cal plastics and injec-
tled parts.

standing relationship
years with many cus-
in EV agnostic product
and consistent high
are positives for the
, However, SJS is mak-
maximum use of the
ull market conditions
a partial exit for pro-
Evergraph Holdings
come down from 77.8
to 34.8 per cent) and
r & MD - KA Joseph
reduce by 5.5 per cent
per cent) to the extent of
re. The IPO is valued at
1 times its FY21 earn-
ich is not cheap, espe-
sidering the expected
apitalisation of about
ore. SJS has no peers in
d space. This pricing

though is comparable with an-
other recent small-cap auto
component IPO - Sansera En-
gineering - which was valued at
the same levels of 35 times its
FY21 earnings. Sansera has been
trading in a narrow range
around its IPO price since its
listing on September 24 2021.
We had recommended an in-
vestment in the Sansera IPO
based on long-term prospects.
SJS too is a long-term play. In-
vestors can restrict their in-
vestments to small quanti-
ties as it is a small-cap
stock.

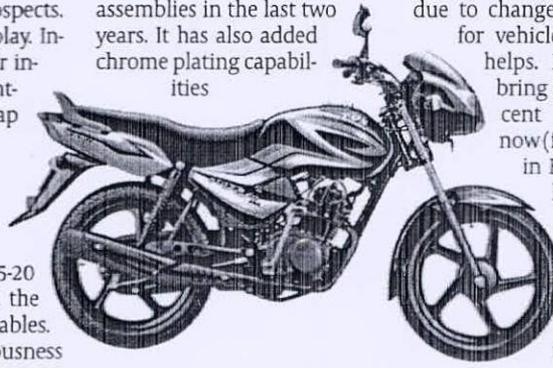
What works

SJS earns 50-60 per
cent of its revenues
from two-wheelers, 15-20
per cent from cars and the
rest from consumer durables.
Growing design consciousness
among customers and improv-
ing affordability for premium
vehicles and durables, which
provide more scope for aes-
thetic enhancements work in
favour of the company.

According to CRISIL, while
demand from two-wheeler,
passenger vehicle and con-
sumer durable applications is
expected to grow at CAGR of 10
to 12 per cent each in volume
terms over FY20 to FY26, de-

mand for aesthetics is expected
to grow 1.6 to 1.8 times - that is,
at a CAGR of about 20 per cent
in the same period.

From deriving almost half
its revenues from decals and
body graphics in FY19, SJS has
enriched its product mix with
the addition of 3D appliques
and dials, in-mold labels/decor-
ations as well as lens mask
assemblies in the last two
years. It has also added
chrome plating capabil-
ities



through the acquisition of
Exotech in April 2021. Key cus-
tomers include Royal Enfield,
TVS, Bajaj Auto, Suzuki, Visteon,
Whirlpool, Samsung and
Godrej. Unlike many other
auto component players, it en-
joys high operating margins of
over 25 per cent. With value ad-
ditions to the product mix, op-
erating margins moved up
from 28.6 per cent in FY19 to
30.2 per cent in FY21. A recalib-
ration in pricing almost every
year in segments such as decals
due to changed requirement
for vehicles supplied to,
helps. Exports, which
bring in about 15 per
cent of revenues,
now (from 10 per cent
in FY19) also enjoy
higher mar-
gins. With
chrome plat-
ing being a
lower mar-
gin product,
the Exotech ac-

quisition has diluted the pro-
forma margins for FY21 to 26.1
per cent (the acquisition is EPS
accretive). However, it has also
brought in new customers
(Mahindra and Mahindra, John
Deere and Volkswagen) and
cross-selling opportunities.

Cross-selling improves con-
tent supplied per vehicle and
in the process, gives some
room for pricing power, which
is otherwise not easy to come
by for suppliers. SJS has success-
fully deployed this strategy in
the past as well, to expand its
business from automotive as
well as consumer durable
clients.

The company has also re-
cently entered into sale of ac-
cessories such as vehicle body
graphics PU badges and domes
in the aftermarket, which is
usually a more profitable
segment.

Over FY19-21, its revenues
have moved from ₹237 crore to
₹251 crore and profits, steadily



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EXTRACT OF UN-AUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER / HALF YEAR ENDED 30TH SEPTEMBER, 2021

Sl. No.	Particulars	Quarter ended			Half Year Ended		Year ended 31-03-2021 (Audited)
		30-09-2021	30-06-2021	30-09-2020	30-09-2021	30-09-2020	
		(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	
1	Total Income	17,447	13,796	10,848	31,243	15,442	41,836
2	Net Profit / (Loss) for the period before tax	1,901	739	(1,288)	2,640	(3,843)	(4,908)
3	Net Profit for the period after tax (*)	9,733	3,564	3,352	13,297	3,861	10,118
4	Total Comprehensive Income for the period after tax (comprising Net Profit for the period after tax and Other Comprehensive Income after tax)	6,797	3,579	3,320	13,376	3,828	10,217
5	Paid-up Equity Share Capital	859	859	736	859	736	736
6	Other Equity	-	-	-	2,08,453	1,81,898	1,88,287
7	Earning Per Share of ₹ 10/- each, (Not Annualised) (in ₹)						
	Basic	113	42	46	155	52	137
	Diluted	113	42	46	155	52	137
	(*) Includes Share of Net Profit of Associates, Net of Tax	8,496	3,083	4,190	11,579	6,456	13,858

Notes:-

1) The above is an extract of the detailed format of quarter / half year ended financial results that has been filed with the Stock Exchange under Regulation 33 of the SEBI (Listing and Other Disclosure Requirements) Regulations, 2015. The full format of quarter / half year ended financial results (Standalone and Consolidated) are available on the Company's website at www.rajapalayammills.co.in and on the website of the Bombay Stock Exchange www.bseindia.com.

2) The above consolidated un-audited results were reviewed by the Audit Committee and approved by the Board of Directors at their respective Meetings held on 30-10-2021. The Statutory Auditors have carried out Limited Review of the above results.

3) Key standalone financial information

Particulars	Quarter ended			Half Year Ended		Year ended 31-03-2021 (Audited)
	30-09-2021	30-06-2021	30-09-2020	30-09-2021	30-09-2020	
	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	(Un-Audited)	
Total Income	17,447	13,796	10,848	31,243	15,442	42,912
Net Profit before tax	1,901	739	(1,288)	2,640	(3,843)	(3,832)
Net Profit after tax	1,237	481	(838)	1,718	(2,595)	(2,664)

4) The Previous period figures have been re-grouped / re-stated wherever necessary.

For RAJAPALAYAM MILLS LIMITED,
P.R. VENKETRAMA RAJA,
CHAIRMAN

Rajapalayam
30-10-2021

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TENDER NOTICE

Dated: 29.10.2021.

are invited through MSTC from reputed manufacturing agencies
tion of (i) Freeze Dried Instant Coffee powder and Spray dried
offee powder separately (ii) Supply of Soap noodles for Industrial
Appointment of Super Distributors of GCC for each of 10 Districts
Pradesh (iv) Appointment of E-Commerce Business for sale of RMD
(v) Institutional Sales for Karnataka State (vi) Supply of Machinery
ishing Triphala Ras unit at Rajahmundry. The interested Agencies/
urers have to upload Technical & Financial Bids in prescribed
rough www.mstccommerce.com up to 5.00 P.M on 15.11.2021.
s please website: [https:// www.apgirijan.com](https://www.apgirijan.com)
gccrmd@gmail.com, Mobile: 9490796073 / 9490796067.
Sd/- VC & Managing Director.



NOTICE

audited half yearly financial results for the period
1 30th September 21 has been hosted on our
te www.tatamutualfund.com

ors are requested to kindly refer to the same.

il Fund Investments are subject to market
read all scheme related documents carefully.

