

Project STROM



Overview...1/2



Established over 30 years ago, this South-India based company **designs and manufacturers**, a wide-range of **customized busducts** from its own facility \$



Fully integrated manufacturing with in-house facility for fabrication, assembly, and quality-control well supported by high-skilled workforce



Diverse clientele comprising major EPC* contractors, Global consultants, Public sector units etc.



Certified ISO 9001:2015, ISO 14001:2015, and ISO 45001:2018 for quality, environmental, and occupational safety standards



Advanced engineering and testing setups including type-testing in coordination with CPRI#, Bangalore



Revenue of ~ ₹30 crore with stable growth track record in recent years, with healthy EBITDA and PAT margins

\$About 24,000 sq ft facility with a capacity to make 500 meters per month

*EPC : **Engineering, Procurement, and Construction** contractors

#CPRI : Central Power Research Institute

Overview...2/2



Comprehensive product range

	Voltage Rating	Short circuit current rating	Enclosure	Busbar Material
LV Busduct	415V – 1.1kV	100 KA for 1 sec	MS/AL/GI/SS upto 3 mm thick	Flat AL or Copper
MV Busduct	3.3 – 33 kV	44KA for 3 sec	MS/AL upto 3 mm thick	AL channel/Flat or Copper



High revenue-visibility with 3x annual revenue in order book



The company currently is seeking a Qualified Strategic Investor to accelerate growth, expand capacity, and unlock new domestic and international opportunities.

Key Investment Highlights

1

Well established track record with clients in Private and Public Sector

2

Integrated facility for custom design, manufacturing, and testing

3

Independent Management with a strong second line and skilled workers

4

Healthy Financials, with growing topline and stable profitability

5

Favorable Industry Outlook

Major clients

Private Sector
Tenders

EPC Contractors

Government
Tenders

Power
Sector

Oil & Gas

Steel

Cement

Mines &
Minerals

Water &
Waste



TATA STEEL



TOSHIBA



Healthy Financials

14.5%
FY 25 EBITDA

EBITDA CAGR
4 years
23%

~11%
FY 25
PAT

17%
ROCE*

Minimal Debt

Financial Snapshot

INR Crores

	FY 22A	FY 23A	FY 24A	FY 25Pr
Total Income	22.91	23.97	22.61	27.05
EBITDA	2.08	2.57	4.16	3.88
PAT	0.84	1.09	2.89	2.82

*FY 24

Favorable Industry outlook...1/2



Robust Market Growth

- India busduct market is projected to grow at a CAGR of ~9.7%, reaching ₹700–750 Cr by 2030
- Rapid shift from traditional cabling to modular busduct systems in industrial and infra sectors



Infrastructure-Led Demand

- Over ₹11 lakh Cr allocated to infrastructure in Union Budget 2025, boosting demand from metros, rail, smart cities, and industrial corridors
- Massive uptick in projects requiring high-capacity, space-efficient electrical distribution



Urbanization & Electrification Push

- Rising urban energy demand and manufacturing growth driving safer and more efficient power systems
- Busducts preferred over cables for flexibility, heat resistance, and maintenance savings



Government & Regulatory Tailwinds

- Make-in-India, PLI schemes, and tender mandates favouring certified domestic suppliers
- Preference for CPRI-tested, IS/IEC-compliant products in public procurement and PSU projects

* CPRI : Central Power Research Institute-tested

*IS/IEC: Indian Standards / International Electrotechnical Commission-compliant

Favorable Industry outlook...2/2



Transition in Buyer Preferences

- EPC contractors and large PSUs shifting from cables to **busducts** for safety, space optimization, and reliability
- Preference for **custom-engineered and type-tested** systems is rising rapidly



Export Potential on the Rise

- India emerging as a **cost-effective manufacturing hub** for busducts for clients in **Middle East, Africa, Southeast Asia**
- Export share expected to **grow steadily** with global infra investments



Fragmented Yet Opportunity-Rich

- Indian market remains **fragmented**, dominated by unorganized players with limited certifications
- **Established, ISO-certified manufacturers** hold a clear advantage in tender and EPC-driven projects.

Transaction

- The company is a seasoned manufacturer of busduct systems with over four decades of experience and a certified, export-ready facility
- With strong financial performance and healthy margins, it is well-positioned to capitalize on India's infrastructure-led demand
- Backed by long-term demand tailwinds, the company is seeking a **Qualified Strategic Investor to invest for a significant stake in the company** to accelerate growth, expand capacity, and unlock new domestic and international opportunities

