



25 *Years*
2000-2025

Corporate Profile

Investor Relations / Financial Public Relations / Corporate Reporting /
ESG Advisory / Research Coverage / Digital Strategies

DICKENSON



Presence & strength of **DICKENSON**



Active Clients

65+



London, New York,
Mumbai, Delhi



Total Team

25+



Analysts

10+



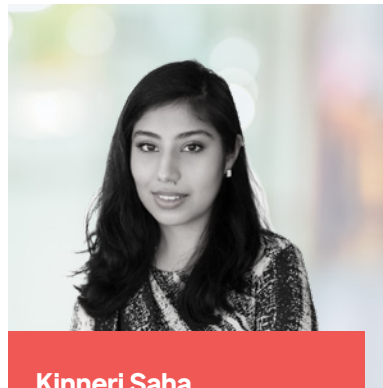
A deep talent pool for **strategy,** **content &** **media**



Manoj Saha

Managing Director

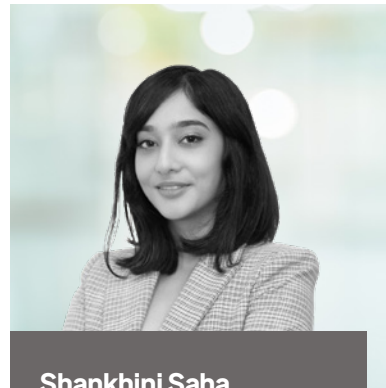
is a graduate in Accountancy and Finance from London Metropolitan University. He co-founded Dickenson in 1999, to make it a respected boutique investor relations, financial PR, corporate reporting and brand stewardship practice. He has been the communication architect of several corporates, with a hands-on approach to overseeing mandates in multiple markets.



Kinneri Saha

Director - Reporting & Markets

is an Economics Major graduate, with minors in Liberal Arts and Business Studies from New York University (NYU) & Stern Business School. She joined Dickenson full-time in May 2016 as an Associate Consultant within the firm's Investor Relations practice, and as an Editor for the Corporate Reporting practice. As a Director of the company's UK arm, she is currently responsible for developing the firm's business in the North Atlantic markets.



Shankhini Saha

Associate Director - Investor Relations

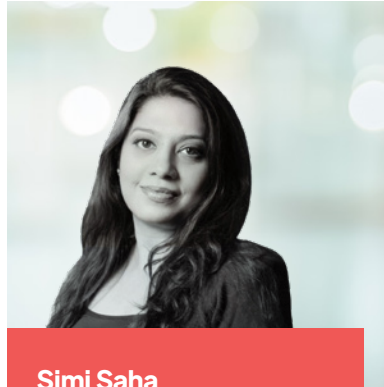
holds an MPhil with distinction from the University of Cambridge, UK, and a BA magna cum laude from The New School, USA. Specialising in stakeholder engagement across diverse sectors, Shankhini is dedicated to transparent communication, providing strategic insights into our clients' financial performance and growth initiatives. As a key player in Dickenson, she focuses on creating lasting value for issuers in the global capital market.



A deep **talent pool** for
strategy, content & media
contd...

“

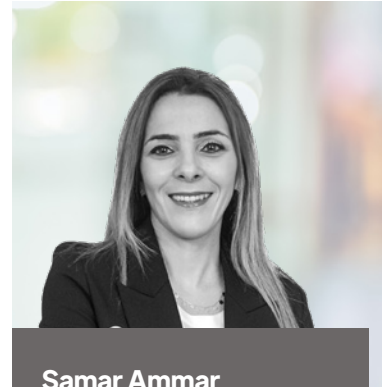
*It's important to have one's
finger on the pulse of the
capital markets sentiment
taking shape within the industry
one belongs to.*



Simi Saha

Director

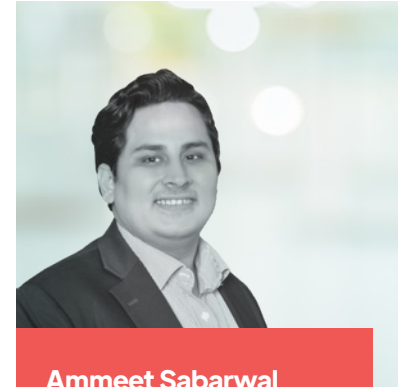
has a 1st Class Graduate Degree (with distinction) from The Institute of Hotel Management and Catering Technology, Mumbai. While living in the USA, she accumulated extensive professional training and experience in Graphic and Web Design at the Platt Institute in Los Angeles (USA). She cofounded Dickenson Intellinetics in June 1999. As the Design Director, her work spans across multiple areas of businesses, including BFSI, Industrial, Infrastructure, Realty, FMCG, Retail, IT and Pharmaceutical companies.



Samar Ammar

*Lead Consultant - Marketing
Strategies*

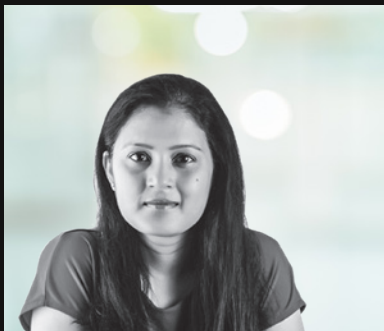
has a Master's degree in Global Marketing from Liverpool University, UK; a Professional Diploma Certification in Digital Marketing from the prestigious Digital Marketing Institute, Ireland; and is an elite member of the Chartered Institute of Marketing UK. Based out of the UK, she leads Dickenson's Global advisory team for Marketing Strategies.



Ammeet Sabarwal

Non-Executive Director

heads Corporate Communications and Investor Relations at a company focusing on creating India's largest network of last-mile retail points-of-sale. Prior to this, he co-founded and served as the CEO and Director at Dickenson Seagull IR, Dickenson's Investor Relations vertical, between 2012-15. During his tenure, he advised several mid-cap companies for their Investor Relations and fund raising requirements. He has been nominated to be amongst the best Investor Relations Officer (IROs) in India by Bloomberg.



Priyanka Singh

Business Head - NCR Region

graduated with a Masters Degree from Delhi University, with an additional diploma in Public Relations and Advertising. With more than 15 years of experience in Business Development, she brings a strong understanding of the NCR business landscape and a highly sensitive approach to client servicing. In June 2019 Priyanka joined Dickenson World as Business Head – NCR Region.



Nida Mukadam

Projects & Client Support

has been with Dickenson for more than 6 years and is an integral team member of Dickenson Markets, the business development and financial PR dissemination arm of the Company. She also looks after the company CRM's data acquisition and integrity, covering all important stakeholders in the capital markets.



Ashish Mehta

Manager Finance & Accounts

holds an B Com Degree specialising in Accounting & Finance from the University of Gujarat, Ahmedabad. He has been with Dickenson for more than 12 years, and oversees several aspects of the company's day-to-day functioning.

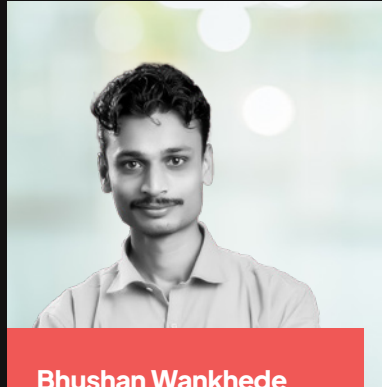
“

To make IR effective, it is essential to define the overarching goals of an IR programme, which can then dictate what strategic and tactical steps an IRO needs to take in the short, medium and long term.

A deep **talent pool** for
strategy, content & media
contd...

“

Getting a wider audience of institutional investors through sell-side influencers is a crucial part of any IRO's agenda.



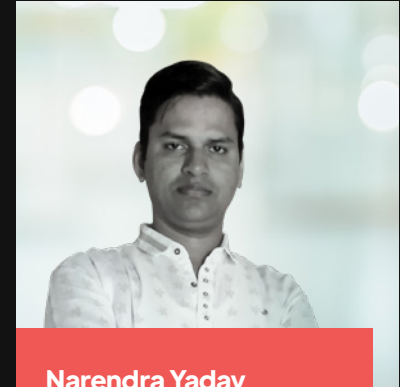
Bhushan Wankhede
Senior Analyst

Bhushan Wankhede is a Finance Professional with over 10 years of experience in Wealth Management and Investment Advisory. He holds a Bachelor of Commerce degree from North Maharashtra University and a Master of Management Studies degree from the University of Mumbai. He also has various finance certifications and is currently pursuing a Ph.D. in Commerce from KBCNMU.



Sattar Mulla
Manager - Digital Strategies

is an IT Specialist with over 15 years of industry expertise in Networking, Data Analytics, Cyber infrastructure, High-performance computing and Mobile Application Development. His role includes maintaining information technology strategies, IT support, and Managing Company Data Structure. He has an MCA & BE degree in Computer Engineering from Madurai University Distance Education



Narendra Yadav
Senior Visualiser

is a Senior Visualiser of Dickenson's core design team focusing on design creation and fast-paced project deployment based on the demands of the corporate world. His experience ranges 14+ years with corporate, mid cap, and start-up companies. He has a diploma (A+ grade) in Multimedia & Animation Graphic from AIT (Mumbai).

Client Experience





Client
Experience contd





Investor Relations

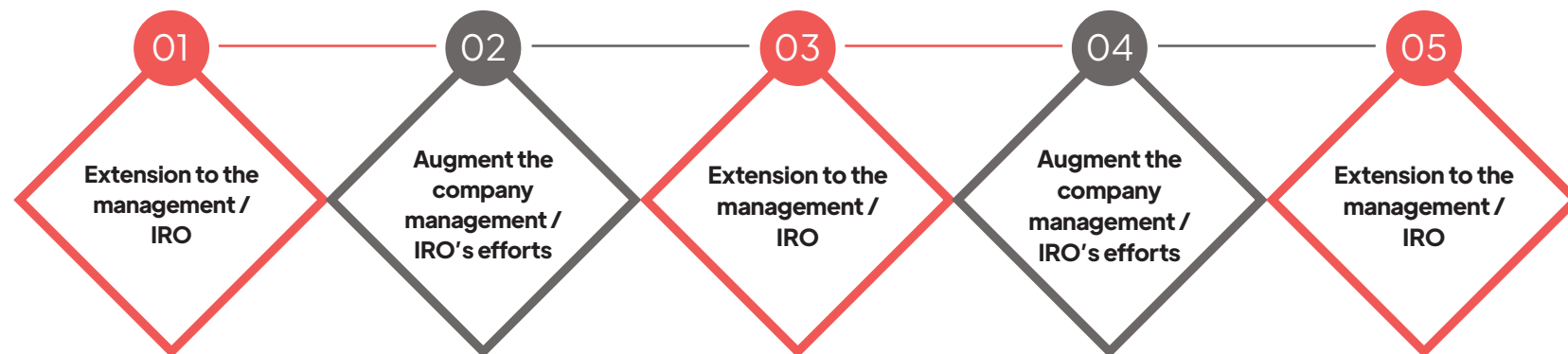
Articulating and communicating your corporate story is easier said than done. Many fundamental questions need to be answered when doing this. How is the market viewing my sector and how am I valued relative to my peers? What are my IR objectives for the next 4 quarters and how should I plan it? How can I speed up the time taken for an investment decision to be

made through financial modeling? What strategies do I adopt for increasing my exposure through brokerage houses? What is my corporate positioning and what story should my investor deck tell? Are my disclosure levels in line with my investors' expectations? Are my IR pages on my website consistent with my brand values and positioning? Am I engaging with my investors in the best possible way? Dickenson can help you answer these questions and more.

Why Investor Relations?

Need for **Specialist IR Partner**

A specialist IR Agency like **DICKENSON IR** can be a valuable partner to you...



This is very essential as the company IRO will always have additional responsibilities other than pure IR. So an external agency can always add more bandwidth.

Leveraging IR agency's larger universe of relationships on buy-side & sell-side. (Dickenson has a strong database of 3,000+ investors and leading brokers built over last 6 years.

Regular feedback would play a very critical role in adopting an agile & dynamic approach towards determining the capital market communication strategy.

Peer comparison, investor targeting using Bloomberg database without having to depend on sell side relationships.

When either the Management becomes periodically busy and inaccessible; or when an internal IR officer may unexpectedly leave his or her job at the company.

All-round Capabilities

Well-Qualified Analyst Team

Our analyst team is CFA / FRM / MBA / CA qualified and share a deep understanding of our clients' business, growth strategy and financial position.

This enables us to become a natural extension of the senior management team and a true value-adding partner.

Proprietary Database, BLOOMBERG & FACTSET Access

We maintain a high-quality proprietary CRM based database of 30,000+ qualified buy-side, sell-side and media analysts, allowing us access to relevant and important members of the investment community.

Bloomberg and Factset Access helps us perform extensive peer analysis, industry research, IR analytics and Investor Targeting.

01

Well-Qualified Analyst Team

Strong Capital Market Relationship

02

Strong Capital Market Relationships

One-on-one relationship with Institutional Investors – FIs, Private Equity Funds, Domestic Mutual Funds, leading HNIs / Ultra-HNIs / PMS funds.

One-on-one relationship with leading foreign and domestic Brokerage Houses and sectoral analysts.

We are capable of independently scheduling institutional investor & dedicated HNI roadshows.

04

Proprietary Database, BLOOMBERG & FACTSET Access

03

Strong Processes, Systems, Infrastructure

Strong Processes, Systems, Infrastructure

Salesforce CRM deployed for highly process-driven, transparent and efficient deliverables execution, effective Relationships and Cases management.









Office established in Mumbai & London to build global capabilities.

Specialised Creative Team for Communication consisting of highly experienced Content Editors and Designers.







Deliverables & Capabilities

IR is a strategic management responsibility that integrates finances, communication, marketing and securities law compliance to enable that most effective two-way communication between a company, the financial community, and other constituencies, which ultimately contributes to a company's securities achieving fair valuation." (NIRI, 2003).






IR – Corporate Positioning

-  Market Sentiment Snapshot & Valuation Referencing
-  Designing IR Objective & Execution Planning
-  Financial Model Development for assisting Sell & Buy Side Research Analyst
-  Coverage Research Reports Planning & Management
-  IR Disclosure Benchmarking against Peers
-  Investor Positioning, Message Development, Investor Deck
-  Corporate Brand and Website Content Audit & Redrafting
-  Website Designing & Development (CMS Based)

IR – Investor Engagement

-  Positioning & Authoring Annual, Half Yearly, Quarterly Reports
-  Investor Conference Call Messaging & Event Management
-  Investor Targeting Research & Precedence Setting
-  Investor Roadshow Planning & Execution
-  Broker Conference Corporate Access Planning & Management
-  Investor Day Event Management

IR – Investor Feedback & Street Research

-  Pre-Result Research on Street Expectations
-  Investor Conference Call Messaging & Event Management
-  Markets, Industry & Peer Intelligence Reporting
-  Investor Sentiment Feedback Research from Meetings & Roadshows
-  Investor Perception Studies for Measuring IR Effectiveness

DICKENSON's Investor Relations Execution Strategy



Financial Public Relations

Discover our expertise in Financial Public Relations, where we blend strategic communication with financial acumen to elevate your company's narrative. Our skilled team specializes in crafting clear, compelling messages that resonate

with investors and stakeholders, backed by a deep understanding of financial markets. Trust us to amplify your financial story with precision and impact, enhancing your reputation and investor relations.

How is Financial PR different to Investor Relations?

While proactive IR manages the Institutional Investor sentiments, Financial PR can help target select Media channels which influence BOTH Retail & Institutional Investor sentiments.

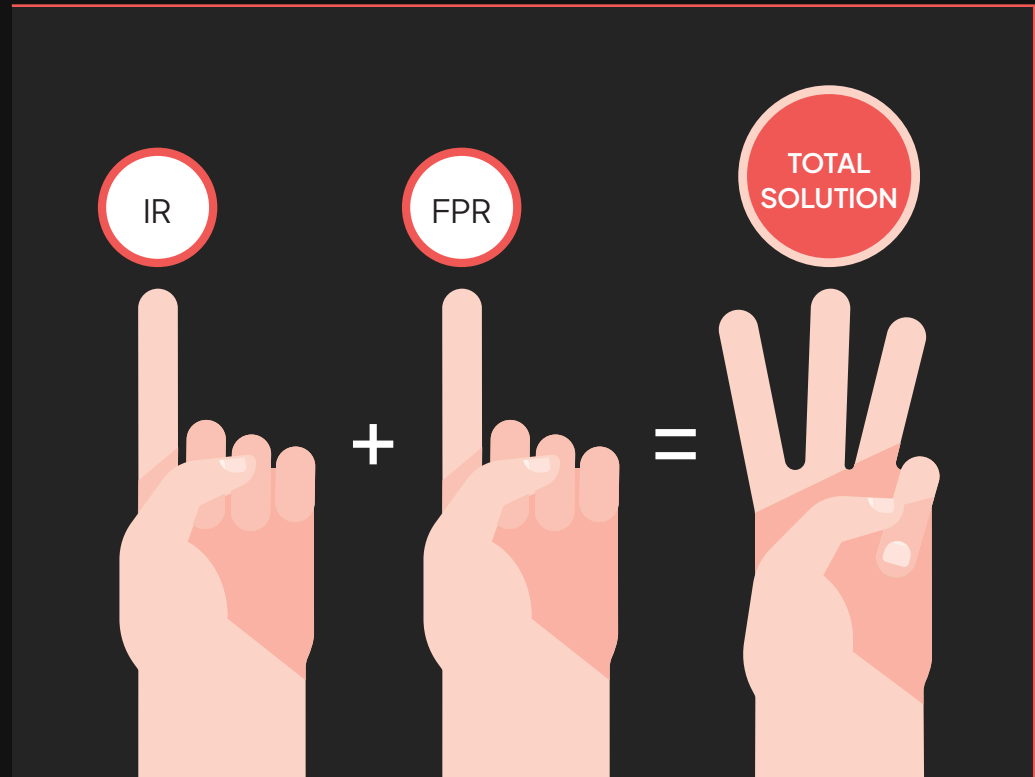
How is Financial PR different from Institutional IR ?

- Financial PR focusses on strategic engagement with business media – key influencer for retail investors and wider group of stakeholders
- Dickenson FPR helps companies to plan strategic business stories, releases, newsletters, interviews covering various qualitative aspects about the company's journey, crafted for each stakeholder type
- Dickenson's strong editorial team helps companies develop Content and then disseminate it on larger print & digital media platforms
- Strategic FPR helps to shape/enhance Corporate Reputation in the minds of larger public/retail investors, and aids during crisis communications

How is Financial PR different to Investor Relations?

Advantages of IR + Financial PR

- Dickenson IR + FPR can provide companies an integrated approach towards managing financial communication
- Combined IR + FPR offering can help companies maintain consistent communication while dealing with various stakeholders
- Combined IR + FPR can also help company's internal IR and Corporate Communication Departments to cohesively work towards effective financial communication



Business Media in Digital Age

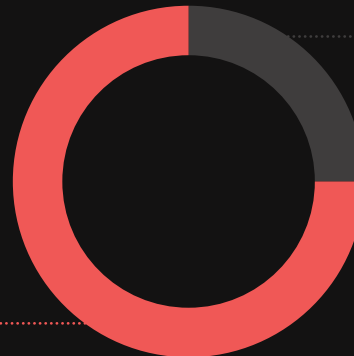
The World is steadily shifting to Digital

Digital now represents more than
Three-Quarters of FT's total paying
audience, exceeding 714,000.

Financial Times
February 13, 2018

Digital

- Globally, the print media has been posting a steady decline due to a general shift towards digital.

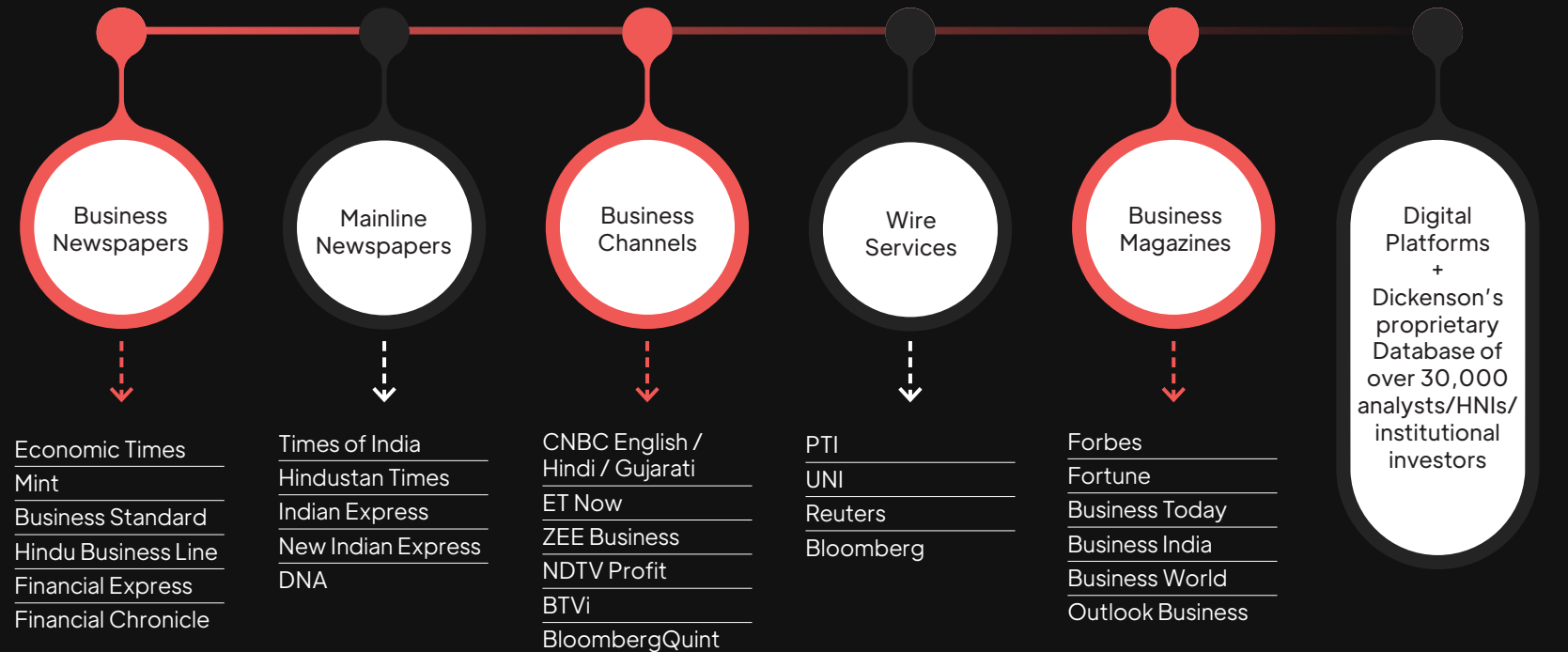


Print

- Though India remains one of the few growth markets for print media circulation, it is the regional language publications that are contributing to the growth
- English print media circulation has been growing at a tepid 10 year CAGR of 2.9%
- Situation with English business media is much worse

Your FPR Media Universe (India)

Strategic engagements with Business & Financial Media universe:



Dickenson Financial PR – Scope of **Work**



Corporate Reputation

- Communications Audit
- Research, Insights & Strategic Counsel
- Stakeholder Mapping & Outreach
- Positioning Statements & Key Messages
- CEO Messaging & Thought Leadership
- Communications Policy & Protocol
- ESG Communications
- Special Situation & Crisis Communications



Media Relations

- Media Strategy
- Media Coaching
- Media Mapping & Strategic Engagement
- Media Events
- Media Perception Research



Transaction Communications

- Media Strategy
- M&A
- Capital Raising
- IPO Communication
- Buybacks, De-listing



Content Marketing

- Media Strategy
- Story Ideation & Development
- Editorial Services
- Distribution & Coverage
- Analytics
- Financial PR on Social Media
- Storyboard & Production of Videos
- Marketing Automation Strategies

WHAT WE DO

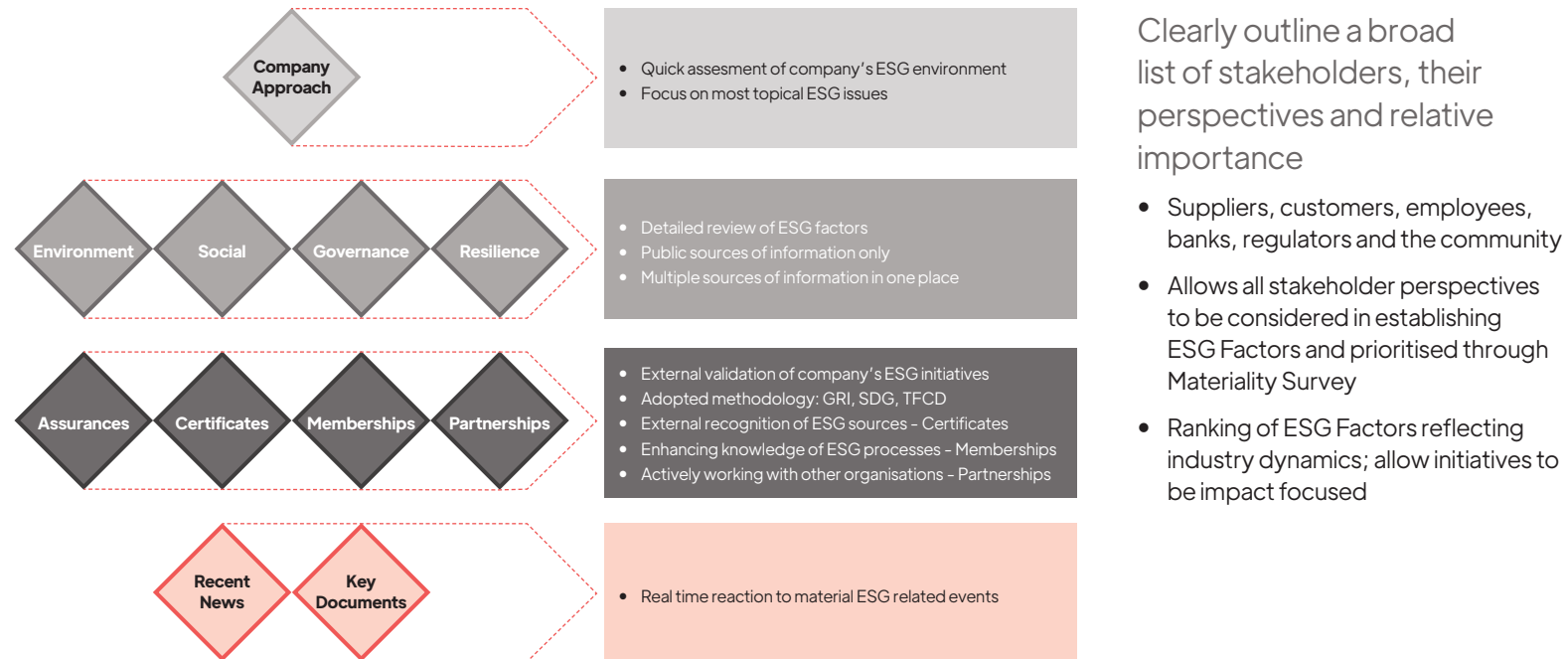
Investor interest in ESG performance is soaring. Amidst growing investor expectations on ESG, having a strategy and roadmap is key to long-term success. We help our clients to scale up their ESG programs more effectively. We do this by bringing an independent, outside view to supplement internal

resources and knowledge allowing clients to maintain control of their own practices and communication strategy.



ESG Advisory

Developing an ESG Strategy: ascertain, programme and execute



Welcome to our agency, where we excel in creating and designing impactful annual and ESG reports. Our approach combines insightful content with stunning design aesthetics, crafted by our experienced team. We ensure senior-level engagement in every

project, delivering reports that effectively communicate your company's achievements and ethos. Let us transform your reports into dynamic tools for engaging stakeholders and showcasing your corporate narrative.



Corporate Reporting

Our Corporate Reporting Teams

1. Research & Content

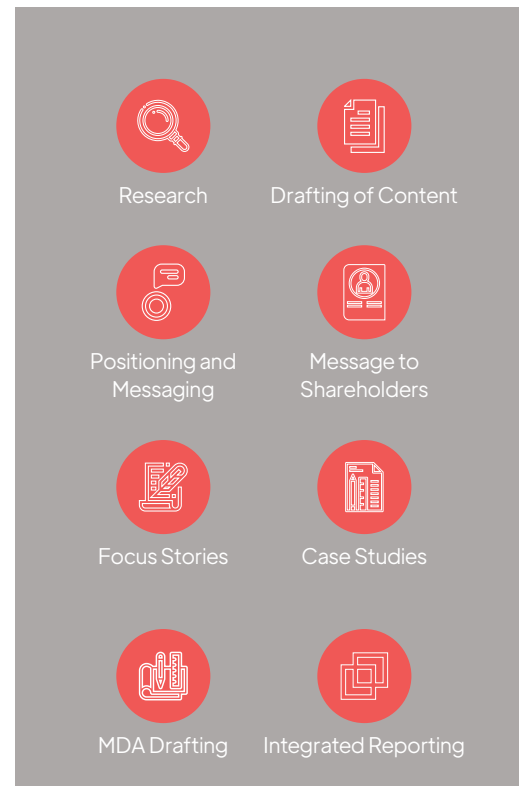
We realise that when written well, an annual report need not just be a historical reporting document, but also a highly engaging and opinion shaping tool. With decades of experience within the leadership team handling this practice, you can be sure you're in safe hands when it comes to writing your annual report.

Annual Reports are increasingly becoming one of the most important platform for narrating your Company's story for Investors, Employees and Partners. Controlled by regulation and defined codes of do's and don't's, it is the one key document that every one reads to search the truth about your company.

Apart from containing the historical data on the previous year's financial results, your report can also contain a rich "front-end", where the management has substantial freedom to tell the business story through narrative reporting.

Dickenson prides itself in being highly adept and capable when it comes to researching and authoring annual reports.

With more than 10 analysts in our team covering a wide spectrum of industries, and unfettered access to our in-house Bloomberg and Factset terminals, we are amongst the most sought after Annual Report producers in the business.



Our Corporate Reporting Teams

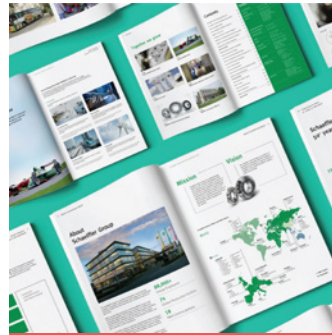
2. Design Production

Dickenson DIGITAL, the company's in-house Graphic Design Division, is a respected full-service design house based out of London and Mumbai, and has had the pleasure of working with more than 400 clients over the last eighteen years.

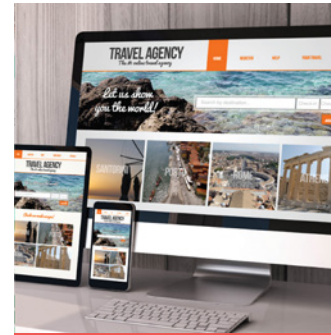
At Dickenson, we passionately bring all of your successes and strategies to life in an Annual Report that is visually engaging and informative, strengthening your brand, mission and approach.

- We excel at delivering clear and accessible shareholder information that not only complies with statutory requirements, but also makes your investment story credible through the use of appropriate visual content.
- Whether for print or digital, we strongly believe in powerful visuals using wellconceived professional photography to lift the emotional quotient of your report.
- Ultimately, the simple goal of our design process is to help your audience feel a connection with your organisation's values, and ensure that investors and stakeholders will look forward to reading your Annual Report.

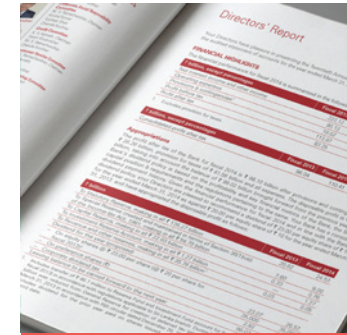
We excel in producing your Annual Report in multiple formats and channels.



Design for Printing



Design for Report Websites

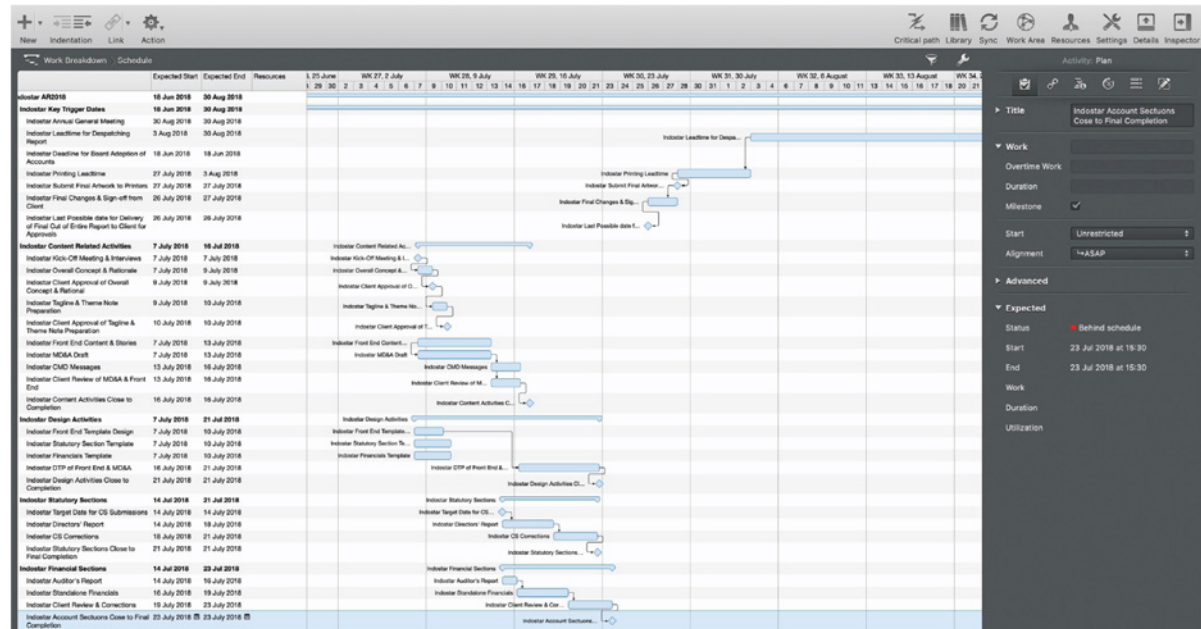


DTP of Statutory and Financials

Our Corporate Reporting Teams

3. Project Management

With so many different parts to an annual report, good project management can make all the difference between success and failure. At Dickenson, we dedicate great importance to delivering 'on-time' to our clients. We manage our projects with dedicated resources and the best software tools.



Our Corporate Reporting Teams

4. Digitisation

In today's Digital World, our canvas for engagement is increasing paperless and on-screen. We offer multiple levels of solutions to clients.

- 01 Corporate Websites (Fully responsive and CMS based)
- 02 Annual Report Microsite (Fully responsive and CMS based)
- 03 Marketing Automation Solutions (Salesforce & Pardot based solutions)
- 04 Special Message/Story Animations for Business Communications
- 05 Video-graphed Interviews





Our Corporate Reporting Teams

5. Corporate Photography



Rajinder Mittal
Managing Director
ICL Industries (India) (Holdings) Limited

Strategic Report
NDR
Corporate Governance
Financial Statements

Managing Director's Message

Delivering Our Full Potential

Dear Shareholders,

We have come a long way in the last few decades to achieve more than ₹650 crore in turnover and a business spread across three key verticals. We are a diversified company with our businesses spread across edible oil, distillery and real estate. We are one of the largest vertically integrated agro-based edible oil complexes established in India. We also operate one of the most modern and efficient distilleries within India. Our real estate division is developing projects that are amongst the most sought after and high quality homes within strong micro markets of Bahadra.

All our businesses share a common vision for the future, and a common set of values. Though our strategic pillars, we are accelerating our growth so we will be competitive in the years to come. We have grown in scale, overcome challenges, brought in unique offerings and won numerous accolades. However, two things remain constant – our

obsession with delivering superior customer value and ensuring growth with profitability for a sustainable future.

OUR BUSINESS PERFORMANCE

FY2017 was a year where we scaled our operations, our strategic investments bore fruit and reached out to untapped markets. In the edible oil business, we established a leading market share, which can be attributed to our fully integrated and state-of-the-art manufacturing facility, which is India's largest and most modern vertically integrated agro-based edible oil complex. We are take pride in our unique capabilities of extracting oil from different agro-based products. This came us from the vagaries of climatic conditions and also gain access to a variety of crops throughout the year for extracting oil from different varieties of crops. This is a result of on-going product development by our team of qualified R&D product specialists. We continue to

Annual Report 2017 51

Message from the Chairman



Dear Shareholders, I am pleased to present our Company's first performance review for the year 2017. It is an absolute privilege to lead the company in July 2017. I would like to thank you for your continued support and confidence in ICL and our team for its growth over the past few years.

Way Forward

We expect our growth outlook to be robust. Strong support from government in various sectors, competition of natural gas versus alternate fuels and the structure of ethanol in India are all expected to improve growth.

Key Metrics:

- 26.5% Profit Growth FY 2017
- 5.7% Volume Growth FY 2017

Growth Opportunities

The generation of CNG and ethanol: PNG is still the best scenario in Bharat. These vital and emerging opportunities. This provides us with immense growth opportunities to grow in emerging areas.

Customer Centric Approach

In a world where being green is not only a moral imperative but also a competitive advantage, we are committed to providing our customers with the best quality products and services. We are committed to providing our customers with the best quality products and services. We are committed to providing our customers with the best quality products and services.

Strategic Review

Message from the Chief Executive Officer

Dear Shareholders,

It is a pleasure to present our Strategic Review for FY 2017. The year has been a year of significant growth and achievement for our company. We have successfully delivered on our strategic priorities and achieved our financial targets. We are confident about our future prospects and are committed to delivering long-term value to our shareholders.

Key Metrics:

- Revenue: ₹ 1,300 crore
- Profit: ₹ 150 crore
- Market Share: 15%

Way Forward

We are committed to delivering superior customer value and ensuring growth with profitability for a sustainable future. We will continue to invest in our people, technology and infrastructure to drive our growth and create long-term value for our shareholders.

Road Map for FY 2018

- Realized Pan India Revenue of 270 Crores to 319 Crores
- Increasing number of locations to 1400
- Increasing investment to ₹ 3,000 crore
- Adding 50,000 new customers
- Increasing the cash back rate to ₹ 8,000 crore
- Strengthen Customer Service
- Continued Cost optimization for selected customers
- Strong focus on digitization



Chief Executive Officer

The World of **Integrated Reporting**

Integrated reporting is a concept that has been created to better articulate the broader range of measures that contribute to long-term value and the role organisations play in society.

Central to this is the proposition that value is increasingly shaped by factors additional to financial performance, such as reliance on the environment, social reputation, human capital skills and others. This value creation concept is the backbone of integrated reporting and, we believe, is the direction for the future of corporate reporting.

Communicating Value Transparently



Outlook



Performance



Governance



Business
Model



Risks and
Opportunities

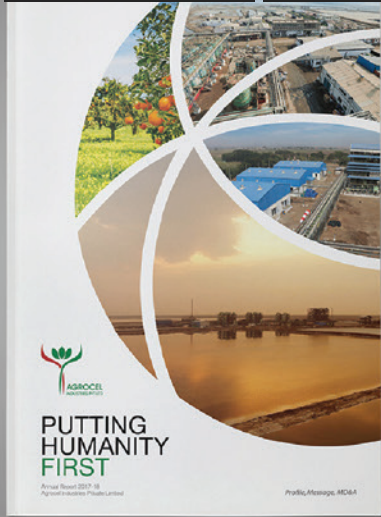


Strategic Objectives
and Strategies



Our Work





DICKENSON

UK

DICKENSON world
First Floor Smith House
George Street, Nailsworth
Gloucestershire
GL6 0AG
+44 748 723 4770

India

DICKENSON world
1st Floor, Kanchwala Bldg.,
266 Dr. Annie Besant Road,
Worli, Mumbai 400030,
Maharashtra
+91 22 6627 6500 / +91 22 6627 6509

✉ enquiry@dickensonworld.com

🌐 www.dickensonworld.com

25 *Years*
2000-2025

Integrated
Capital Market
Communications

