

Corporate presentation
February 2025

MATIX
FERTILISERS

Quick information



1.27 MTPA
Urea plant at
Panagarh,
West Bengal



2nd largest
private sector
urea producer



\$850+ Mn
Fixed Assets



\$800+ Mn
Gross Revenue



**RLNG &
CBM** contract
with **GAIL**



14 Crop Nutrition
products



9 states Market
Presence



20% Market Share
in Eastern India



ISO 9001:2015
ISO 14001:2015
ISO 45001:2018
ISO 50001:2018
ID 9000029206



440+
Employees



1,113 dealers
60,358 retailers

Vision

The nourishment of every farm to enable food for all

Mission

To advance the agri-food eco-system with products and solutions that are innovative, productive and planet friendly

Started production in Oct' 21- completed 40 months as of Jan 2025

~ 4.4 million tonnes of Urea produced (till January 25)

2.55 million tonnes of Ammonia produced (till January 25)

Our Purpose: With Farmers, For India

- Reduced dependence on Urea imports
- Cost optimised and timely delivery of products to farmers
- Increased agricultural productivity and farm incomes
- Opportunities for direct and indirect employment

Values

Mindfulness - about what matters

Agility - to engage, to adapt, and move forward

Transparency - to ensure open dealings and clear communication

Innovation - to thrive in an everchanging world

X factor - the intangible that provides the extra cutting edge

Quick information...our infrastructure

#1

in capacity utilisation across all NIP 2012 plants

One of the most energy efficient Urea plant in the world

Amongst the **largest** single train Urea plant globally

Capacities

- Plant complex is spread across nearly **500 acres** which includes a green belt **Ammonia** plant **0.73 MTPA** Urea plant **1.27 MTPA**

New Investment Policy, 2012 ("NIP")

- A greenfield urea unit under NIP Policy assures consistent profitability with pass through gas costs which shields the manufacturer from fluctuations in gas price.
- Rail freight costs are fully reimbursed, while road freight costs are reimbursed on normative basis

Captive off-site facilities

- Captive railway siding connecting to the National Railway network
- 25 km** dedicated water pipeline supplying **8.5 MGD/ 38000 m3** from the Damodar river
- Raw water reservoir of **270000 m3**
- 1750 m3/hr** raw water treatment facility: Demineralization capacity of **180 m3/hr** along with condensate polishing facility of **480 m3/hr**
- 54 MW** of captive power backed by **132 KV** connectivity to the power grid for drawing **4.5 MVA** of power

Captive utilities

- Steam generation
- Effluent treatment plant with all applicable health, safety, and environment (HSE) standard
- Instrument and plant air facility
Gas receiving station
- Urea product handling system includes **6 fully automatic bagging machines**, an automatic rail wagon loader, and 5 semi-automatic truck loading facilities.

Key technologies and critical equipment providers



UHDE Thyssenkrupp
Larsen & Toubro Ltd



Nuovo Pignone S.p.A
Villa Bonaldi S.p.A
Boldrocchi S.r.l



- Material Management
- Sales & Distribution
- Finance & Controlling
- Human Resources
- Plant Maintenance
- Environment Health Safety



for Ammonia



Ebara Corporation
Mitsubishi Corporation



Cyrostar SAS
Heurtey Petrochem Solutions



Schmidt + Clemens GmbH
Linde AG

Distribution network

- Established supply chain infrastructure



Network of

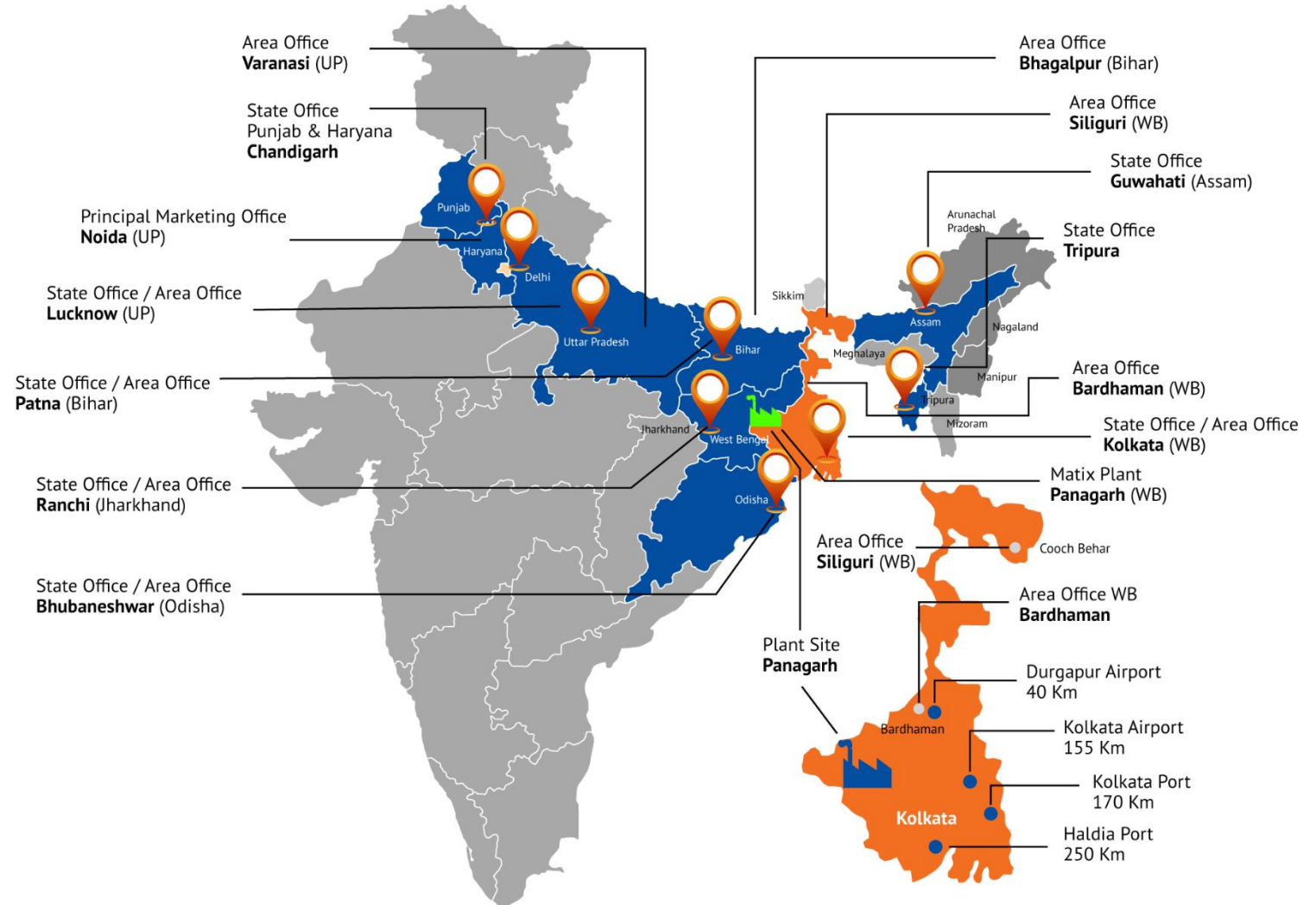
1,113 dealers, **60,358** retailers, **90** handling contractors



- Strategic location of plant
- Adjacent to National Highway
- Proximity to ports (Kolkata 170 km, Haldia 250 km)
- Airport connectivity (Durgapur 40 km, Kolkata 155 km)
- Private railway line connected to National Rail Network



Potential to expand product range and drive revenues in non- urea fertilisers and agri-related products and services



Crop nutrients...Key products

Urea



Urea is the most important nitrogenous fertiliser with 46% nitrogen. It can be used for all types of crops and soils

DAP



Di-ammonium Phosphate is a phosphorus fertiliser. Its high nutrient content and excellent physical properties make it a popular choice in farming

NPK



NPK stands for nitrogen, phosphorus, and potassium which are primary nutrients required by plants to grow

MOP



Muriate of Potash fertiliser contains high source of potassium. It is essential for plant growth and plays a vital role in the production of proteins and sugars



Micronutrient Mixture

Improves chlorophyll formation, plant yields, and resistance to pests



Zyme

Zyme is a seaweed extract fertiliser used to increase soil fertility and plant growth



City Compost

Bio-degradable organic fertiliser manufactured from citywaste including crop residues, vegetables, leaves, and fruit



Potash derived from Molasses

Manufactured from sugarcane molasses.

Helps in photosynthesis, plant growth and soil health



Phosphate Rich Organic Manure

Improves physical and chemical properties of the soil for water holding capacity and micro- organism stimulation



Zinc Sulphate Monohydrate

Vital for photosynthesis, nitrogen metabolism, sucrose and starch formation



Mycorrhizal Bio-Fertiliser

Bio enzyme granules made from organic Ascophyllum Nodosum / seaweed extract; rich in macro-nutrients for significantly increased crop yields



Sulphur Bentonite

Used as a secondary nutrient to correct alkaline soil problems



Zinc Sulphate Heptahydrate

Reduces withering and patches on leaves and drives metabolic reactions



Calcium Nitrate

An important secondary nutrient that offers several benefits for plants

Assets that give us an edge and help in generating growth



Brownfield project
Readily available industrial land, water supply and utilities



Strategic Location
Established and stable industrial infrastructure with long term gas supply sets us up for new projects



Experienced Manpower
Leadership team with a combined industry experience of more than 200 years



Extensive Distribution Network An established dealer network across nine Indian states, including the northeast with efficient access to markets for distribution via road and rail



Ability to Export & Import The plant has easy access to two major ports – Kolkata and Haldia

Board of Directors

Strong governance is the foundation of our organization



Nishant Kanodia
Promoter & Chairman

Mr. Kanodia provides strategic vision and direction to Matix.

His focus on growth has made Matix one of the youngest and fastest-growing fertiliser companies in India.

At Matix, he is involved in the organization's diversification and in bringing in professional and experienced leadership.

An MBA from the Wharton School, University of Pennsylvania, USA, Mr. Kanodia is a member of the Mumbai Chapter of the Entrepreneurs Organisation (EO) and Young President Organisation (YPO)



Manoj Mishra
Managing Director

With Matix since Oct 2021, Mr. Mishra's focus is business excellence.

Mr. Mishra, has earlier served as Chairman and Managing Director of National Fertilizers Ltd.; C&MD of Rashtriya Chemicals & Fertilizers Ltd and FACT.

He was ex-officio Chairman of Talcher Fertilizers Ltd (TFL) and Chairman of Ramagundam Fertilizers & Chemicals Ltd.

Mr. Mishra was also the Co-Chairman of the Fertiliser Association of India (FAI) and the first Indian to be a Director on the Board of the International Fertilizer Association (IFA)



Suresh Warior
Non-Executive Independent Director

Mr. Warior has over three decades of experience in providing strategic and operational leadership in various Public Sector Undertakings.

He held the positions of Director- Finance and C&MD, RCFL.

He was also Director-Finance at The Fertilizers and Chemicals Travancore Limited (FACT) and Chairman/ director of Talcher Fertilizers Ltd, (TFL).



Amrita Nautiyal
Non-Executive Independent Director

Ms. Nautiyal is a Fellow Member of the Institute of Company Secretaries of India (ICSI) and a PGDBM from (NMIMS) Mumbai, LL.B. and B. Com from Mumbai University.

She serves as Independent Director of Cipla Health Ltd., Jay Precision Pharmaceuticals Private Ltd., Gandhar Oil Refinery (India) Ltd., Little Internet Private Limited, Riverside Industries Ltd., and Reliance Asset Reconstruction Company Ltd.



Nikhil Naik
Nominee Director

Mr. Naik, an M.Sc. from Bayes Business School, London, has over 4 decades of experience in Port Management, Shipping, Private Equity, and Logistics businesses having served in leadership roles.

He serves as a director on the boards of several listed and privately held companies, both in India and the United Kingdom.

Experienced leadership

Bringing a combined fertiliser industry experience of over 200 years



Giridhar Mishra
Chief Operating Officer

Mr. Mishra is a Mechanical Engineer from MIT Muzaffarpur and has rich experience of 38 years in the fertilizer industry.

Prior to joining MATIX, Mr. Mishra worked at IFFCO in various capacities. His experience includes completion of various projects of Ammonia (Topsoe, KBR) & Urea (Snamprogetti & Stamicarbon) technology and implementation of energy saving schemes.

He has also commissioned and operated Ammonia & Urea projects in OMIFCO, OMAN.

His articles have been published in FAI journals & papers presented in AIChE.



Karthik Menon
Joint President
Strategy & Corporate Development

As a turnaround and growth specialist, Mr. Menon has ideated, strategized, and built brands and businesses across the various stages of the business cycle, from single-product technology start-ups to transnational diversified conglomerates.

Mr. Menon has raised over USD 1.5 bn as debt and over USD 450 mn equity.

Before Matix, as Partner at Mergers Alliance and Singhi Advisors, a strategic equity-focused investment bank he was responsible for complex cross-border M&A.

Prior to that he was President of Strategy at Deepak Fertilisers, CEO at Wilson International Trading, Singapore and Vice Chairman and Executive Director of Sical Logistics Ltd.



Sanjay Mehta
Chief Financial Officer

A qualified Chartered Accountant with 25+ years of experience in handling various facets of finance.

Sanjay has worked with multinational organisations in leadership roles both in India and the UK. Sanjay has strong relationships with domestic and international banks as well as with institutions.

At Matix, Sanjay is responsible for all finance functions, including secretarial and legal with the mandate to manage organisation's capital raising initiatives across domestic & global institutions as well as managing working capital requirements, financial processes & controls, risk management, treasury operations, and digitisation of financial operations.



Sohan Lal
Chief Marketing Officer

With over 36+ years of experience that started in 1985 as a management trainee at National Fertilisers Limited, Mr. Sohan Lal enjoyed a cross functional experience across diverse roles looking after sales, logistics, agricultural services, import, trading, and branding.

After the end of stint as Executive Director at National Fertilizers Ltd, he joined Matix in 2021.

As Chief Marketing Officer at Matix, he is responsible for successfully building the dealer / retailer network and diversifying Matix's product portfolio to meet the needs of the farmers.

Experienced leadership

Bringing a combined fertiliser industry experience of over 200 years



Major Prashant Das
Chief Human Resource Officer

Major Das has 3 decades of experience in HR strategy, employee relations, talent management, organizational development, and employee engagement.

Prior to Matix, Major Das was HR Head at JSW Steel Coated Ltd. Major Das has developed and implemented various talent diagnostic studies to build high performance human capital.

He is associated with various management schools and speaks on “Human Dimension in Managerial Excellence” at various forums.



Madan Agrawal
Executive Vice President
Commercial

With Matix since 2010, Mr. Agrawal played an active role in commercial activities related to EPC, commissioning, finalisation, and management of technology.

Mr. Agrawal started his career in 1989 with Essar Steel working across the functions of indirect taxation, government incentives, and commercial contracts.

Mr. Agrawal is a Chartered Accountant (ICAI), Cost Accountant (ICWAI), and fellow member of the Insurance Institute of India.



Brijesh Singh
Executive Vice President
Corporate Affairs

Mr. Singh joined Matix in 2014 and is responsible for advocacy and corporate affairs at Matix.

In an earlier role, he was Project Head of Hutchison Telecom, responsible for commissioning one of India’s first mobile telephone networks in Delhi, Punjab, Haryana, Rajasthan and Uttar Pradesh.

As Executive Vice President – Corporate Affairs at Matix, Brijesh drives policy advocacy and engages actively with various ministries for tracking policy.

Towards a Viksit Bharat: Empowering Atmanirbhar Initiatives

Matix today

#1 in India to set up the 1.27 MTPA single stream urea plant

#1 in capacity utilization in India

#2 largest private sector urea producer in India

- INR 7000+ Cr Gross Revenues
- INR 6500+ Cr Fixed Assets
- Amongst the most energy efficient Urea plant in the world
- 14 crop nutrition products
- Market presence across 9 states
- 1,113 dealers
- 60,358 retailers
- 20% market share in eastern India

Our growth engines

Capacity Expansion

investing Rs. 6500 crores to make the world's largest Ammonia-Urea plant of 1.45 MTPA

Chemical manufacturing

by investing Rs. 2500 crores in import substitution chemical cluster basis a roadmap prepared by McKinsey

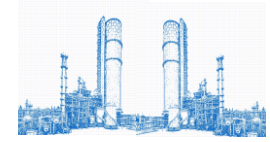
Crop-protection

Evolve to contract manufacturing under Dr. Fasal brand and use strong dealer/retailer network for GTM

Green opportunities

*by investing Rs. 750 crores in 250 MW RE (*being evaluated)*

Matix of tomorrow



2.72 Million TPA Urea capacity



600+ KTPA Chemicals capacity



250 MW RE



Crop protection



**Nishant
Kanodia**
Chairman

We have a pivotal focus on capacity expansion and are actively evaluating plans for an additional plant to expand our urea manufacturing capacities.

Our proficiency in implementing brownfield projects seamlessly along with secured access to feedstock supply, and proximity to markets give us a distinct advantage.



**Manoj
Mishra**
Managing Director

We have expanded our product portfolio, increased our reach across nine Indian states, and strengthened our distribution network with new dealers and retailers to gain a competitive edge. Our strategically located world-class plant, dedicated and skilled team, is operated exceptionally well maintaining sustained above-capacity utilisation and enabling us to achieve national reach with optimised cost.



Thank You

MATIX
FERTILISERS

