

Passion Drives Performance



Coke Oven



Wire Rod Mill



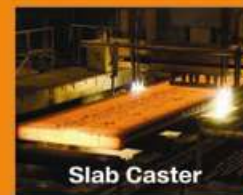
Blast Furnace



Bar Rod Mill



Steel Making Shop



Slab Caster



Billet Caster

India's leading Steel Producer

A blue triangular graphic with a metallic texture is positioned in the top left corner of the slide.

Agenda

Global Development

Steel Scenario

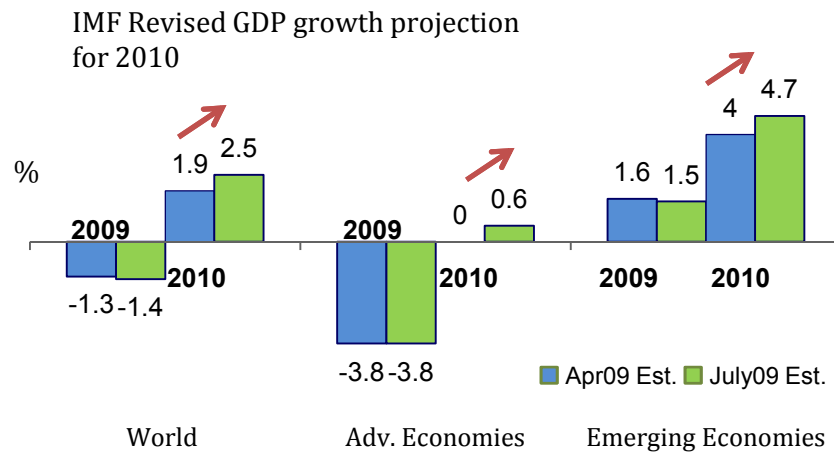
Financial Performance

Project Progress

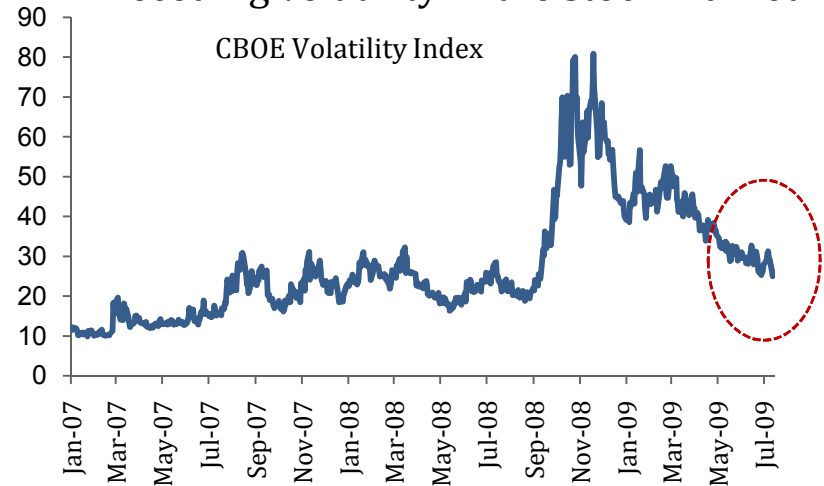


Global Development

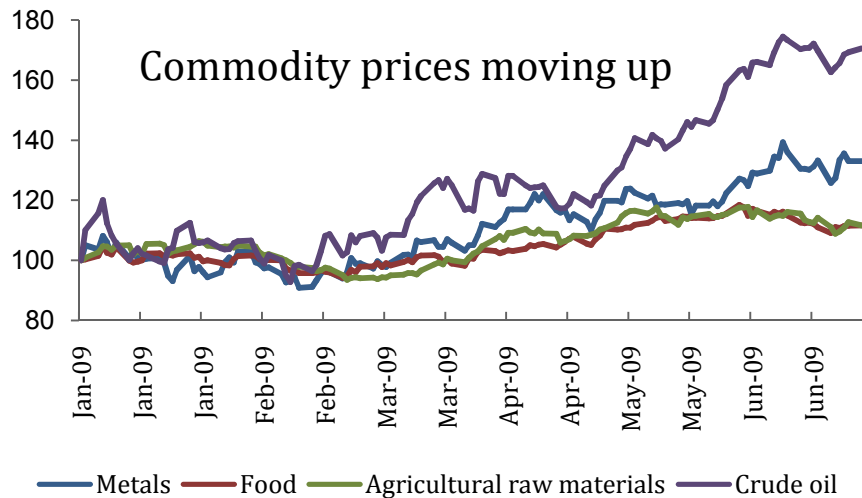
Global growth rates revised upwards



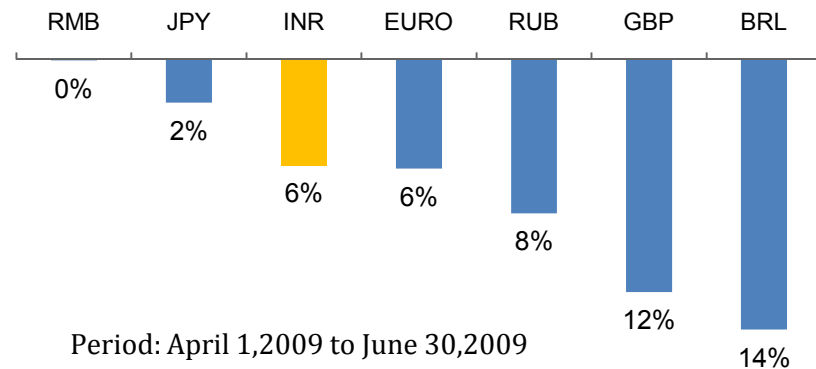
Receding volatility in the stock market



Commodity prices moving up



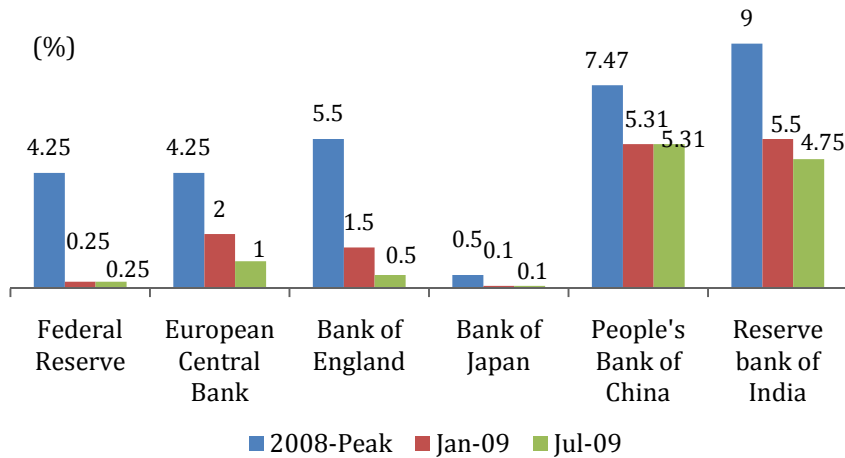
USD depreciates against major currencies



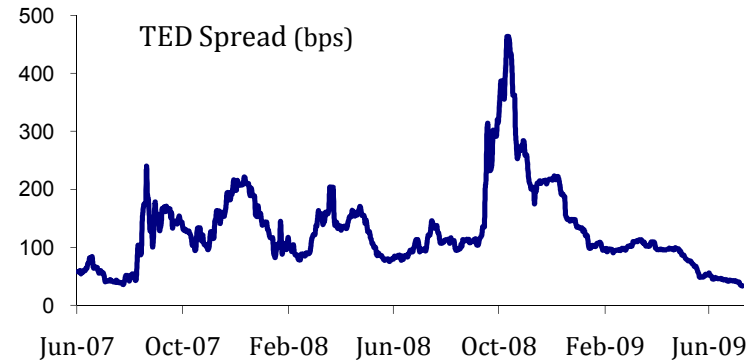
Source: IMF/ Bloomberg/CBOE.com
CBOE: Chicago Board Options Exchange

Global Development

Interest rates continue to remain subdued

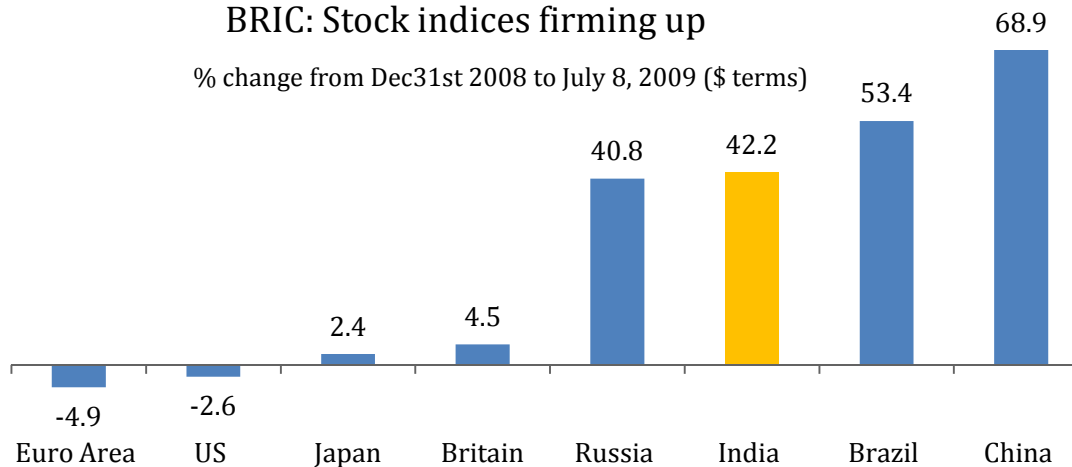


Easing Liquidity

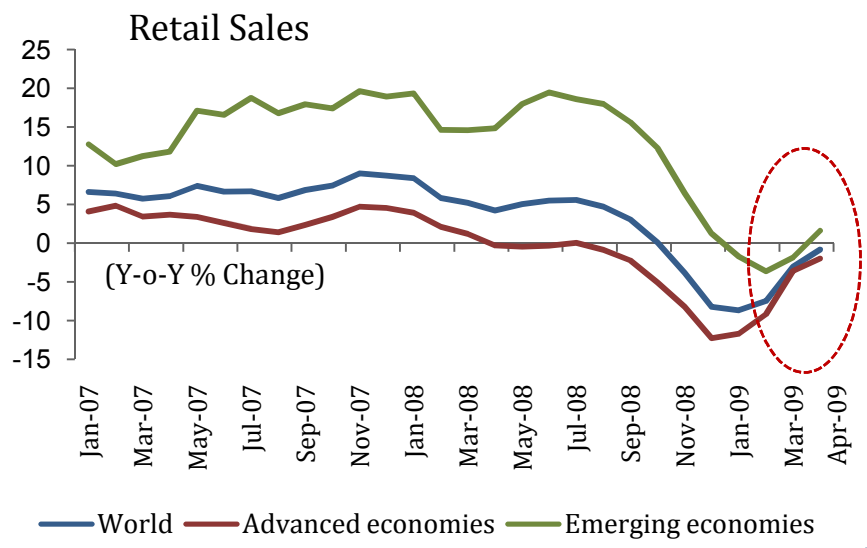
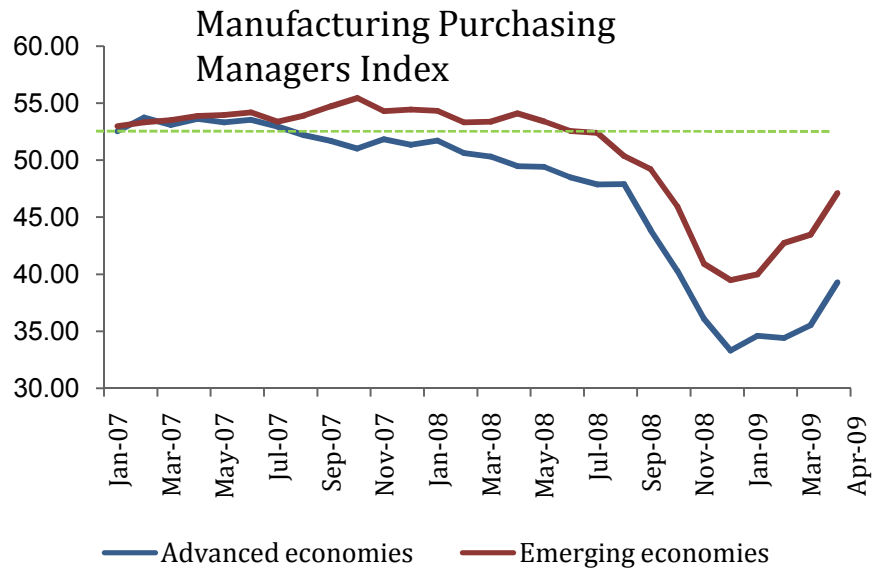
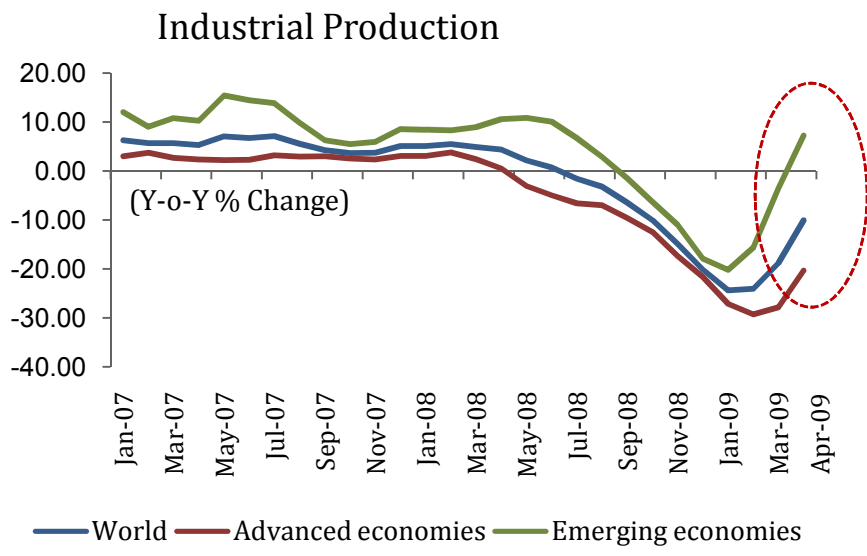


BRIC: Stock indices firming up

% change from Dec31st 2008 to July 8, 2009 (\$ terms)



Economy showing signs of Recovery

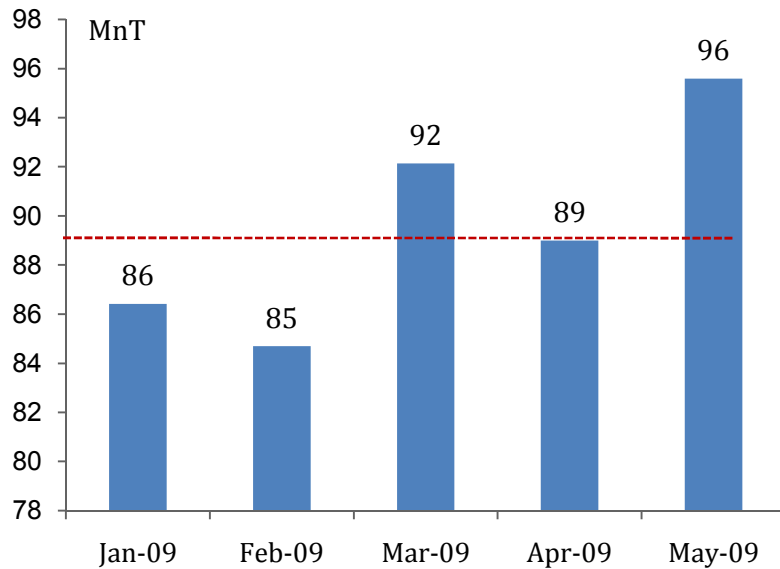


Source: IMF



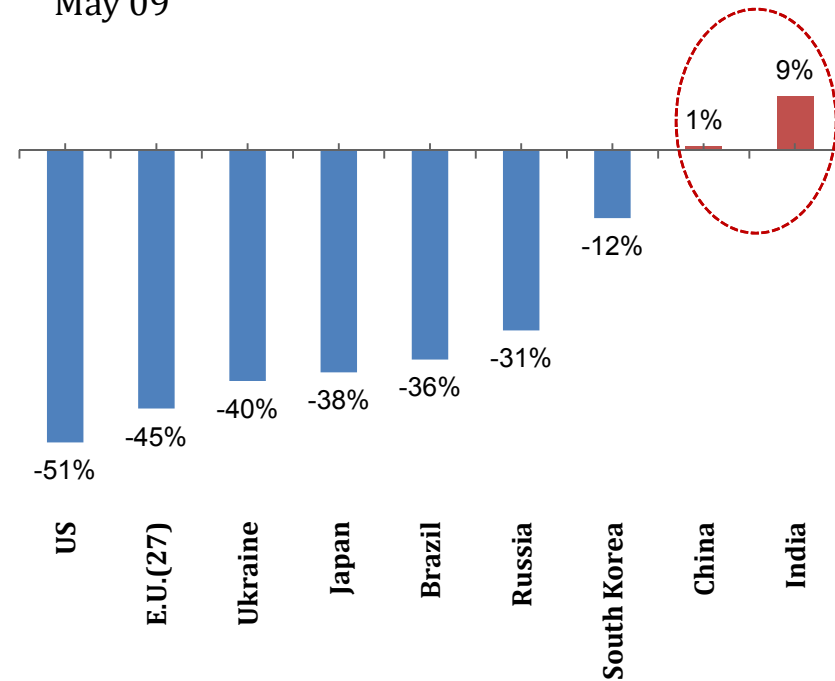
Stabilizing steel demand- Chindia leading the Growth

Global steel production edged up in May 09 to the highest level so far this year



World crude steel production for the first five months of 2009 down by 22.4% y-o-y.

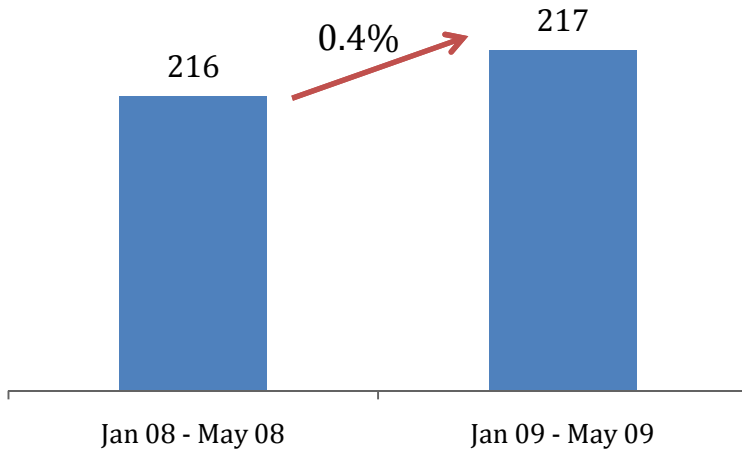
China and India showing y-o-y growth in May 09



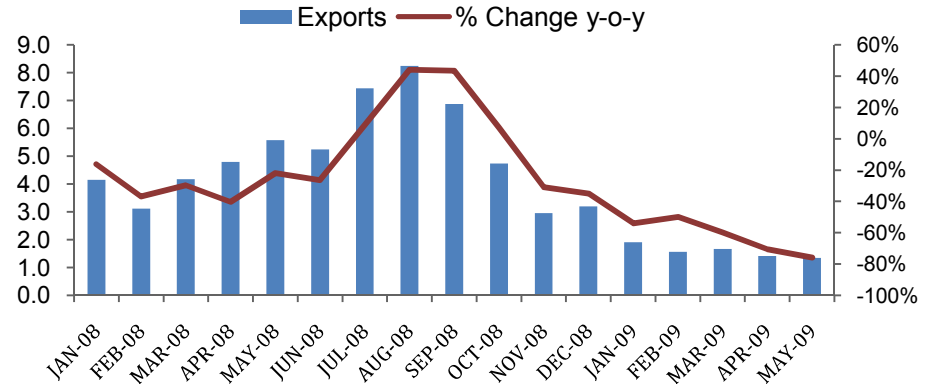
Outlook seems to be improving with a number of steel producers announcing higher production.

China: Focus on domestic consumption

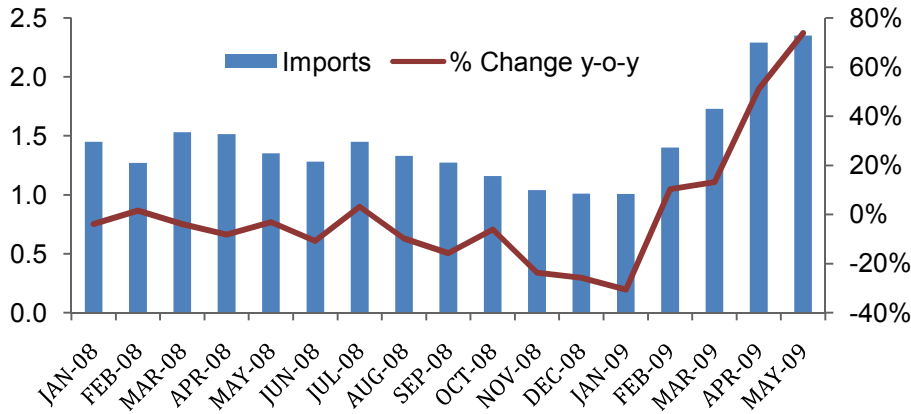
Rise in Crude Steel Production



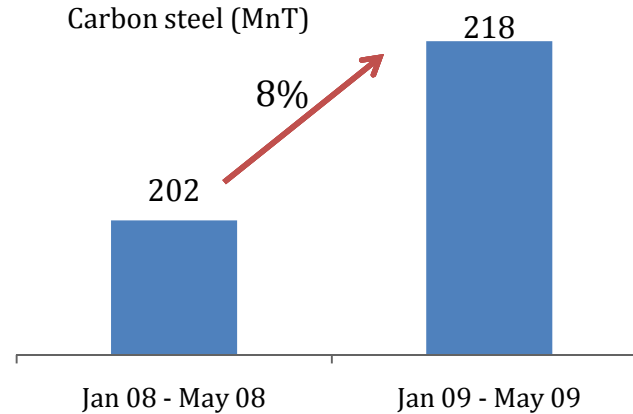
Steel Exports coming down



Steel Imports moving up



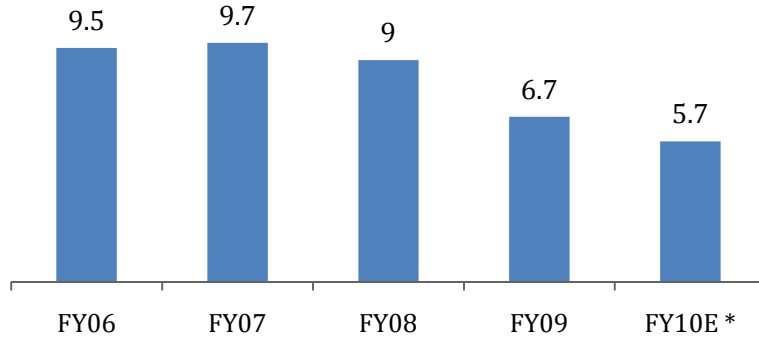
Strong Apparent Steel Consumption



Strong domestic steel demand reduces threat to other markets

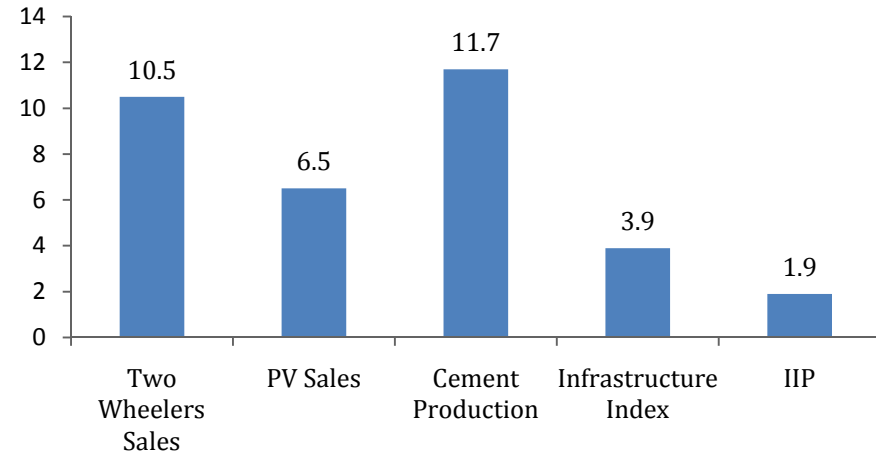
India: Growth intact

GDP growth rate
(Y-o-Y % Change)

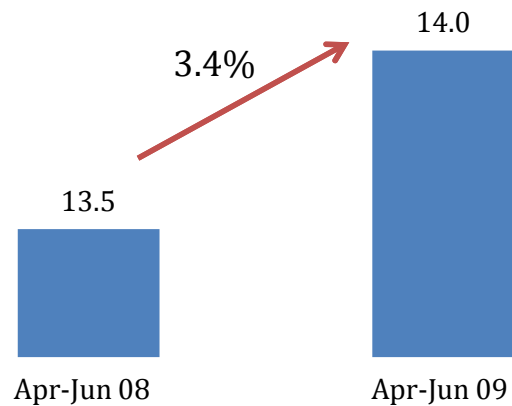


* RBI estimates

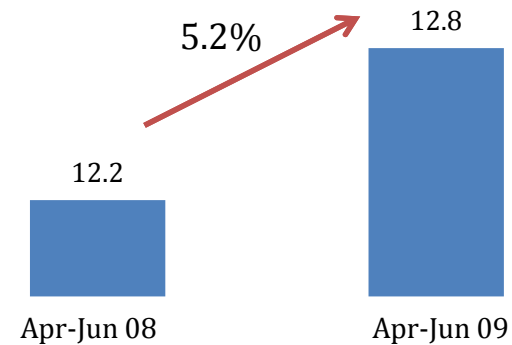
Sectoral Trends for Apr-May 09
(Y-o-Y % Change)



Steel Production
(MnT)



Apparent Steel Consumption
(MnT)



Source: SIAM/JPC/EAC

Budget Boosters for the Industry

Allocation for programs that will support Infrastructure spending

- ✓ Allocation to Housing, NHAI, Railways, JNNURM, APDPR ~Rs. 458 bn (USD 9.6 bn).
- ✓ Plan expenditure Rs. 3,251.5 bn (USD 67.9 bn) increase of 34% over previous year.
- ✓ IIFCL will refinance 60% of commercial bank loans for PPP projects in critical sectors amounting Rs. 1,000 bn (USD 20.89bn).
- ✓ Excise duty for petrol driven trucks/lorries reduced from 20% to 8%.

Indian Steel industry to benefit from the proposed measures.

USD/Rs. = 47.87

Source : RBI reference rate as on 30.06.09

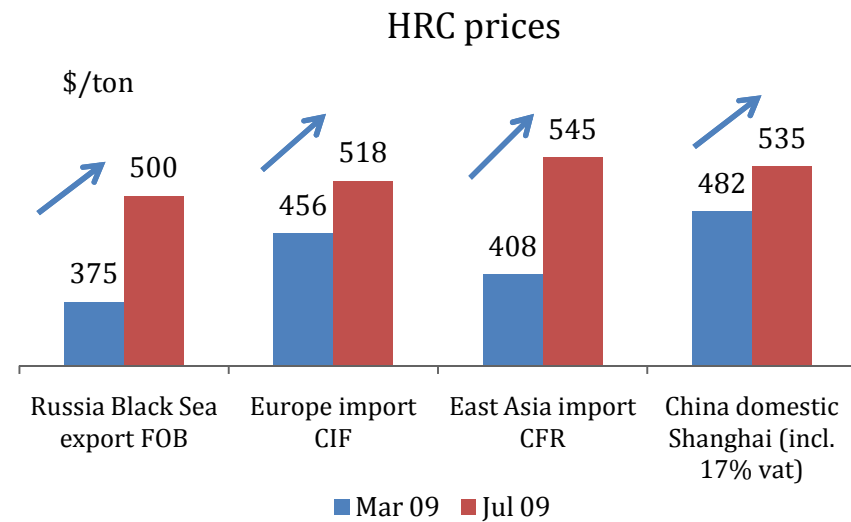
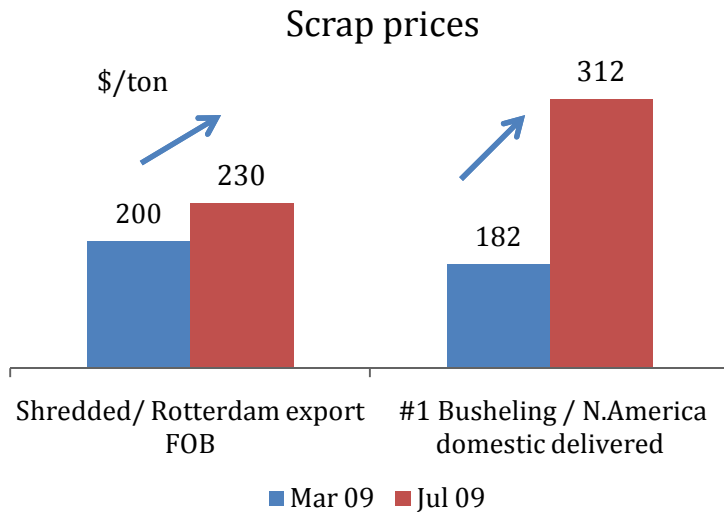
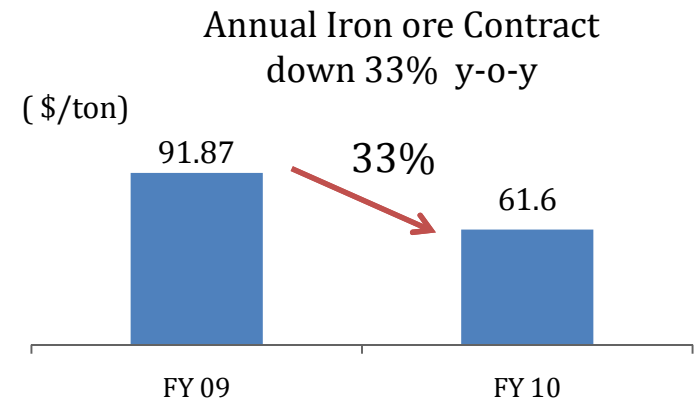
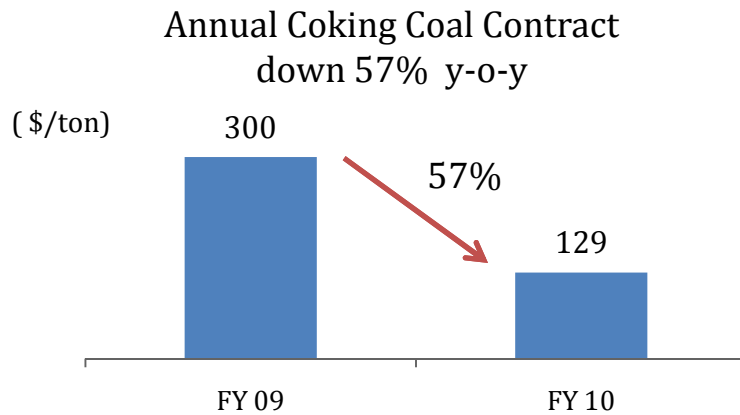
NHAI = National Highway Authority of India

JNNURM = Jawaharlal Nehru National Urban Renewal Mission

APDPR= Accelerated Power development and Reform Programme

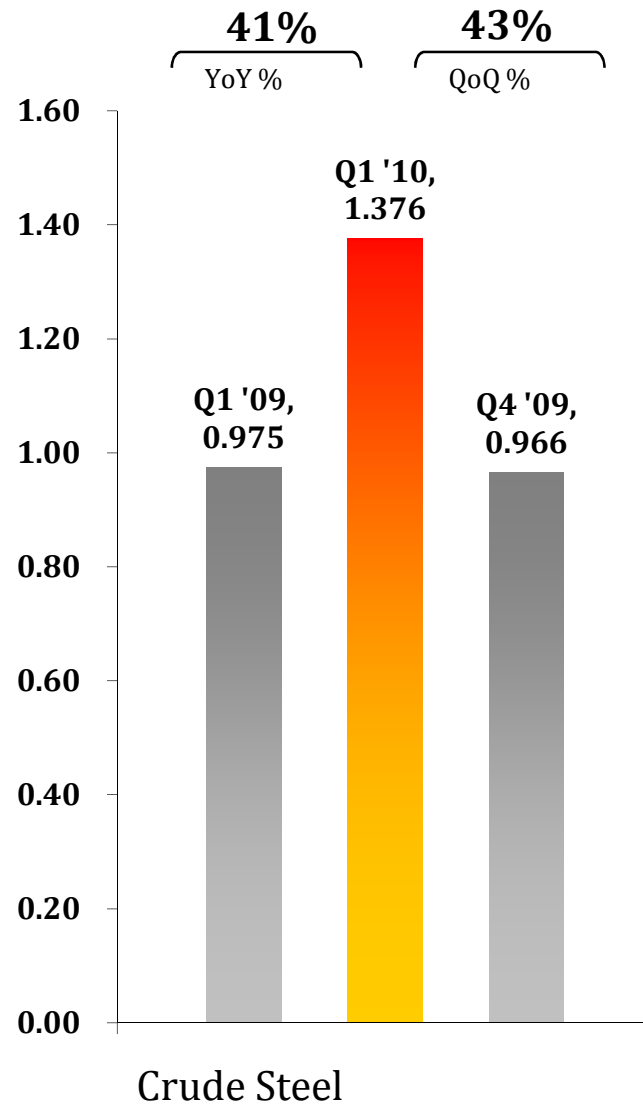
IIFCL : India Infrastructure Finance Company Ltd.

Costs reduce while prices remain firm



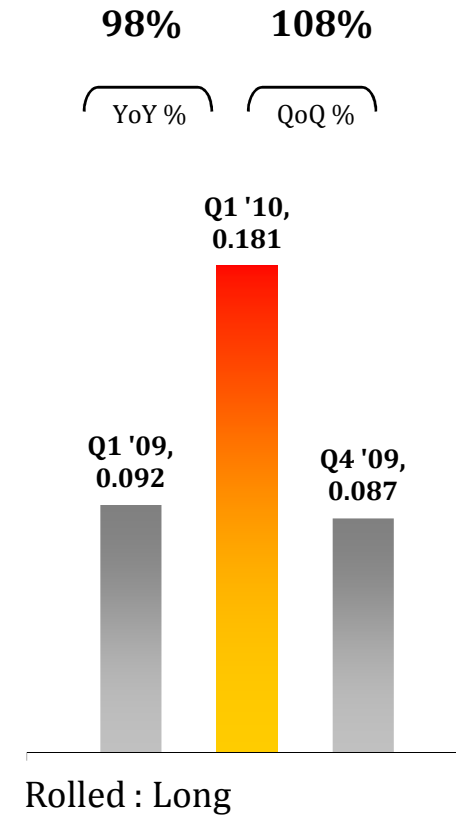
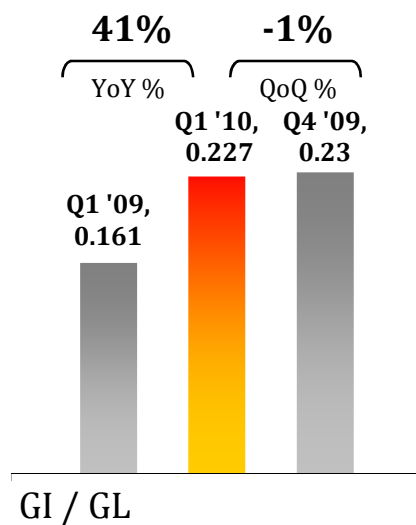
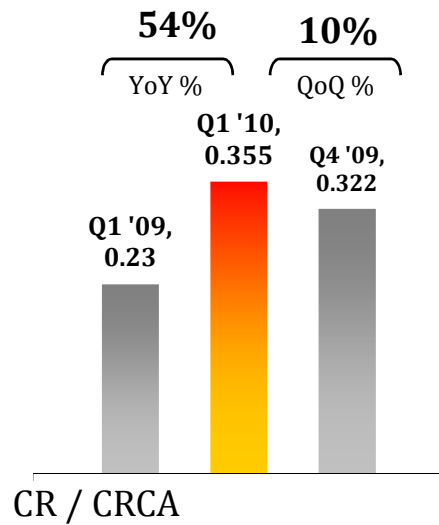
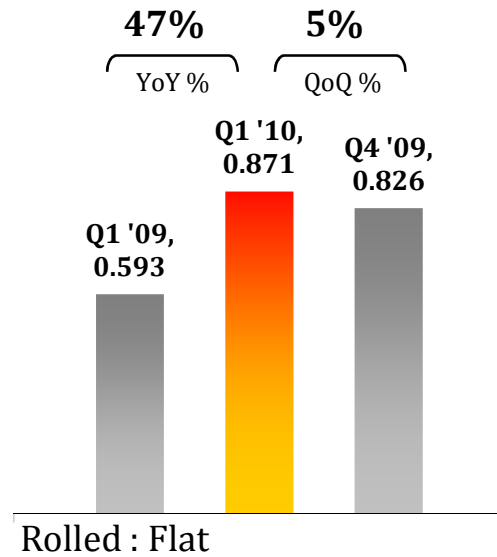
Leading steel producers worldwide announced price hikes for flat steel products in July 2009.

Production – Q1 FY 10



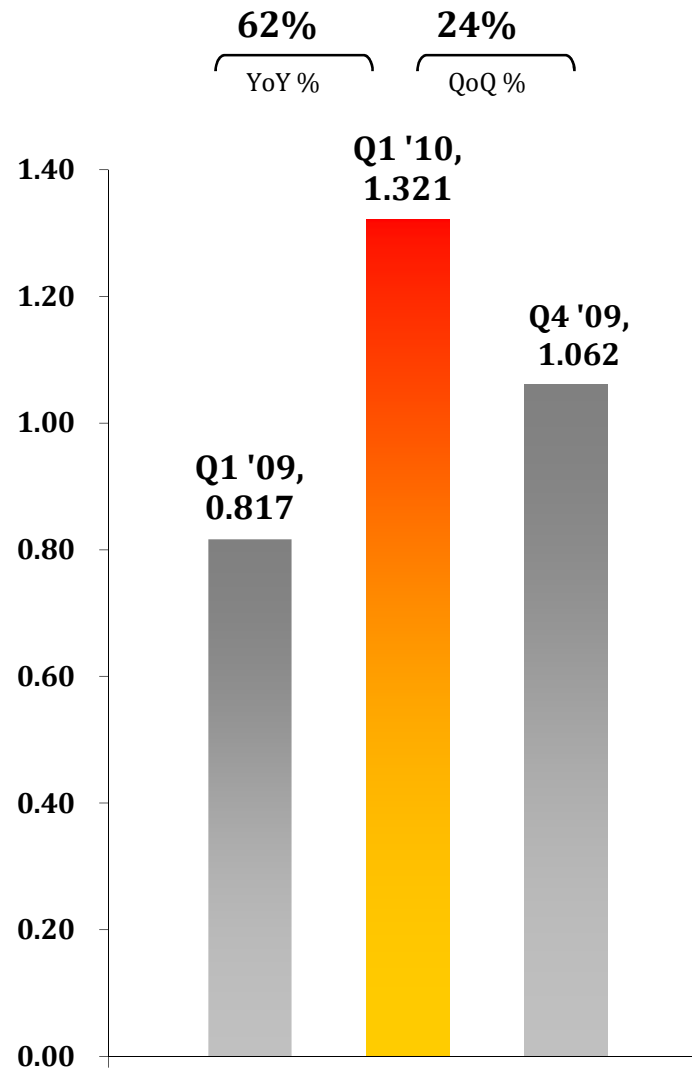
All nos. are in Mn Tonnes

Production – Q1 FY 10



All nos. are in Mn Tonnes

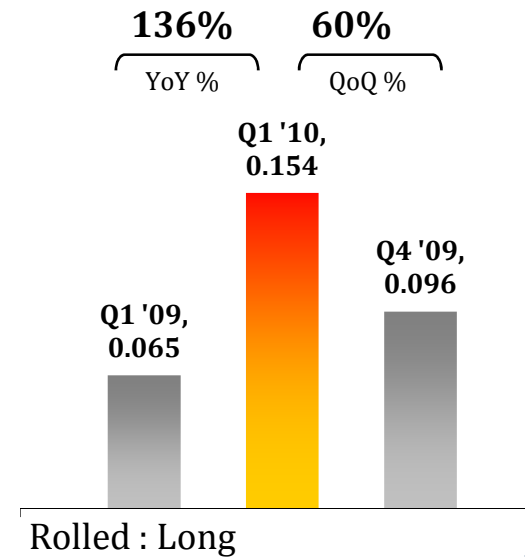
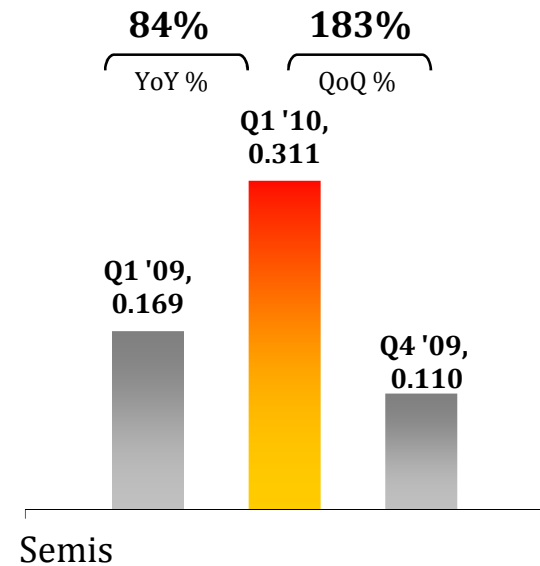
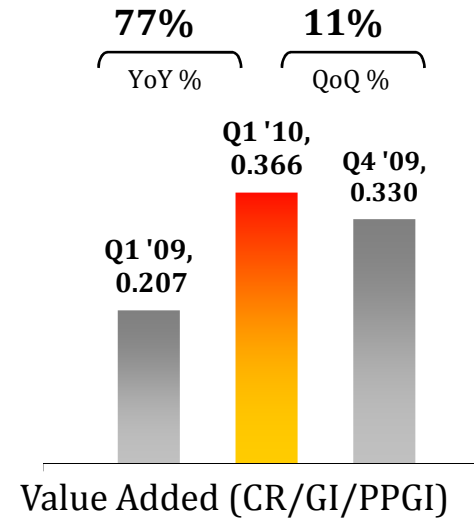
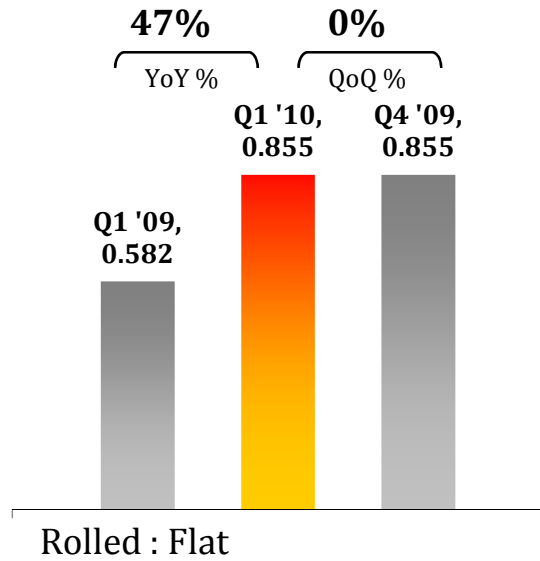
Saleable Steel Sales – Q1 FY 10



All nos. are in Mn Tonnes

Total Sales

Saleable Steel Sales – Q1 FY 10

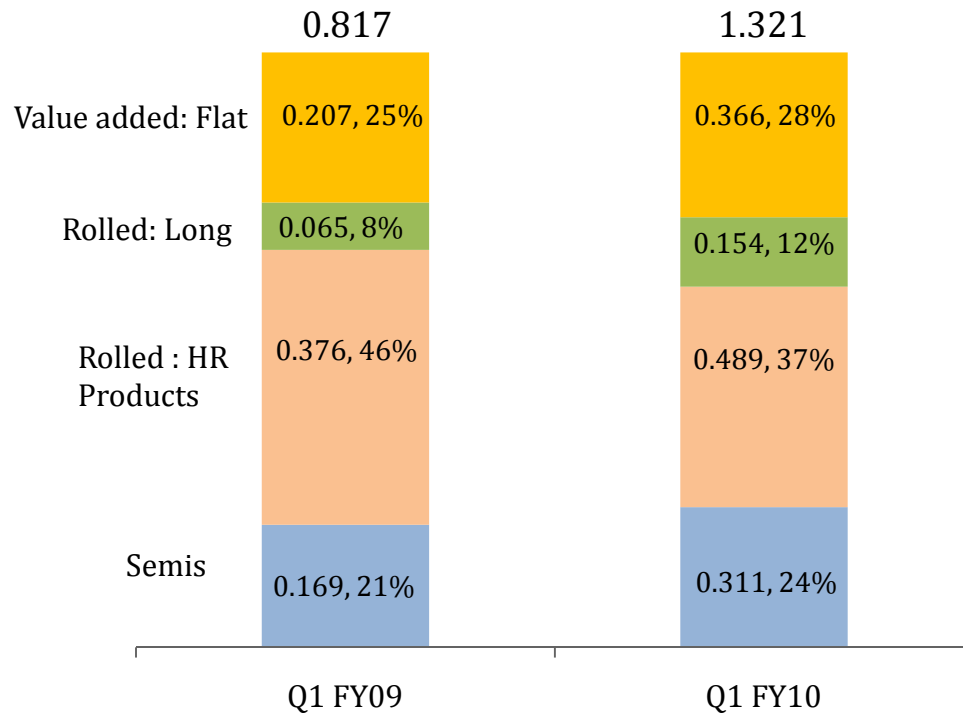


All nos. are in Mn Tonnes

Product Mix

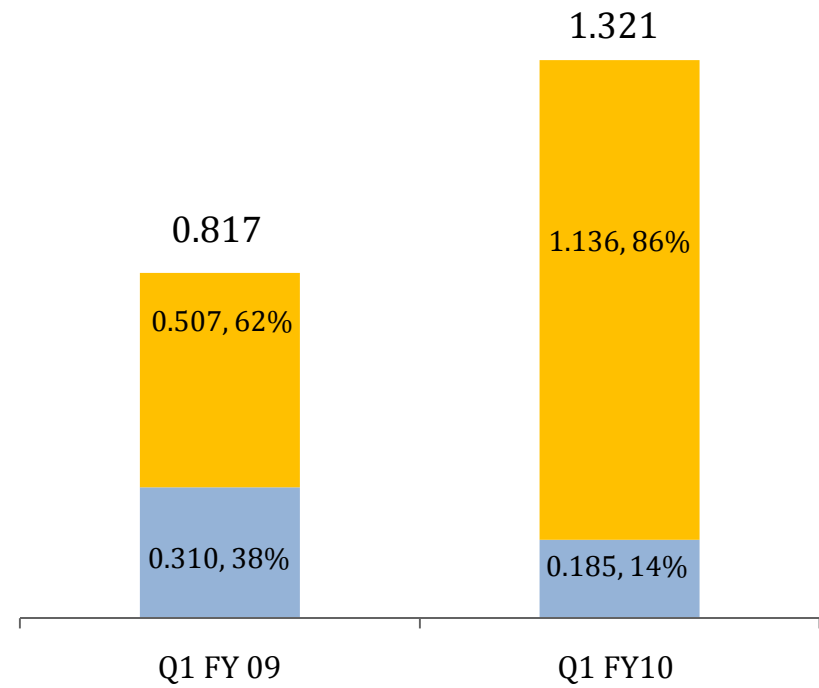
Saleable Steel Sales

(MnT, % Share)



Export and Domestic Sales

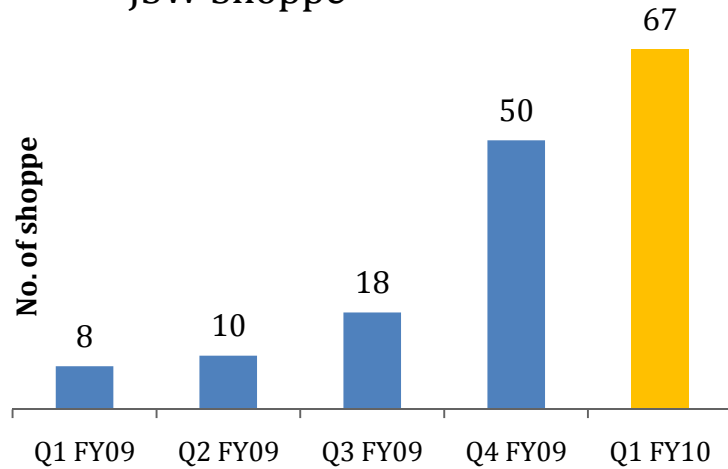
(MnT, % Share)



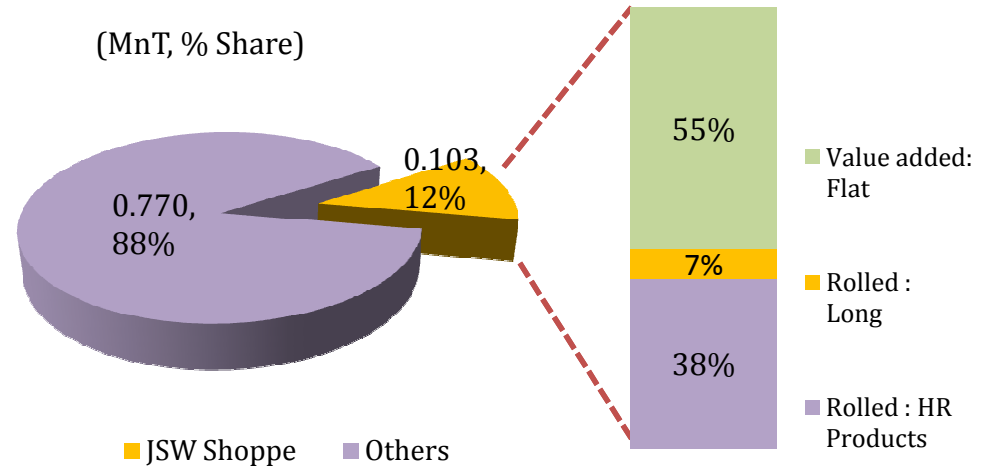
■ Exports ■ Domestic

Focus on Retail Sales (Domestic)

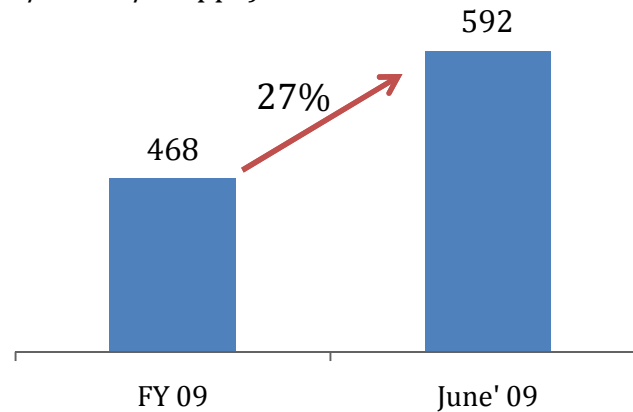
JSW Shoppe



% Share through JSW Shoppe in Q1 FY10
(Excl. semis)



Avg. Sales through JSW Shoppe
(Tonnes/month/shoppe)





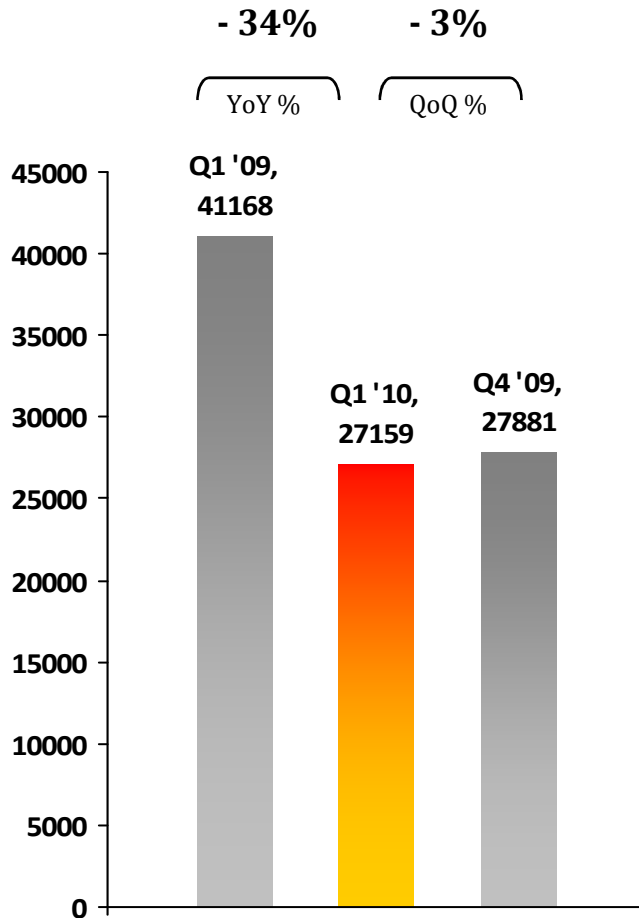
Financial Performance

Key Highlights

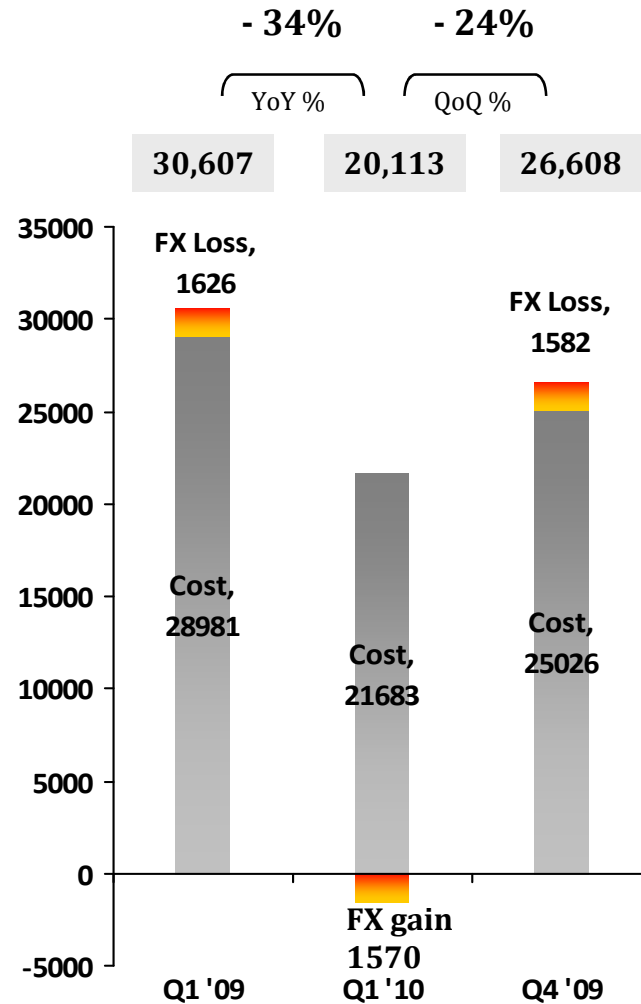
| Particulars | Q1'10 | Growth over | |
|-------------------------------------------------------------|---------|-------------|--------|
| | | Q1'09 | Q4'09 |
| Volume (Mn t) : Crude Steel Production | + 1.376 | 41 % | 43 % |
| : Saleable Steel Sales | + 1.321 | 62 % | 24 % |
| Net Sales (Rs. crs) | 3,894 | 6 % | 19 % |
| Blended (Rs./t) : Sales Realisation | 27,159 | - 34 % | - 3 % |
| : Cost of Production | 20,113 | - 34 % | - 24 % |
| Operating EBITDA Margin (Excluding Fx Gain/Loss) | 19.1 % | | |
| EBITDA (Rs. crs) | 988 | 50 % | 96 % |
| Profit before tax (Rs. crs) | 496 | 54 % | 556 % |
| Profit after tax (Rs. crs) | 340 | 55 % | 591 % |

+ Excluding Production / Sales out of trial run from 1st April'09 to 9th April'09

Sales Realisation v/s Cost of Production



Blended Realisation (Rs. / t)



Blended Cost (Rs. / t)

Efficiency Improvements at Vijayanagar (Q1 FY10 Vs Q1 FY09)

- ✓ Own coke consumption increased from 54.9% to 87.1%
- ✓ Fluxes consumption reduced from 349 kg/t to 314 kg/t
- ✓ Increase in Corex Gas Utilisation from 93% to 97.2%.
- ✓ Gas mixing station commissioned to improve utilisation of coke oven gas, 93% Gas utilisation achieved in Recovery type Coke Oven.
- ✓ Power generation increased from 149 MW to 180 MW.
- ✓ LD Gas recovery increased from 87 m³ to 104 m³ from SMS1.
- ✓ Yield at HSM improved from 96.8% to 97.14%

Standalone Financials – Q1 FY 10

Rs. Cr.

| | Q1 FY 10 | Q1 FY 09 | Variance | |
|----------------------------------------------------|----------|----------|----------|-------|
| Turnover | 4,158.51 | 3,983.79 | 174.72 | 4% |
| EBITDA | 988.09 | 660.09 | 328.00 | 50% |
| EBITDA Margin | 25.2% | 17.9% | | |
| Less : Non-operating income | 5.51 | 4.96 | | |
| Less : Forex gain / (loss) | 235.92 | (362.78) | | |
| Operating EBITDA (net of Forex gain / loss) | 746.66 | 1,017.91 | (271.25) | - 27% |
| Operating EBITDA margin (net of Forex gain / loss) | 19.1% | 27.6% | | |
| Interest | 220.64 | 153.14 | 67.50 | 44% |
| Depreciation | 271.80 | 185.21 | 86.59 | 47% |
| Profit Before Tax | 495.65 | 321.74 | 173.91 | 54% |
| Profit after Tax | 340.02 | 219.35 | 120.67 | 55% |
| EPS : Diluted | 17.72 | 11.27 | 6.45 | 57% |

Operational Performance - USA

| | PRODUCTION (NT) | | SALES (NT) | |
|------------|-----------------|----------|------------|----------|
| | Q1 FY 10 | Q1 FY 09 | Q1 FY 10 | Q1 FY 09 |
| Plate Mill | 27,727 | 143,077 | 14,376 | 79,796 |
| Pipe Mill | 5,432 | 66,431 | 4,308 | 68,156 |
| Slab | | | 15,450 | - |

USD Mio

| Particulars | Q1 FY 10 | Q1 FY 09 |
|-----------------------|----------|----------|
| Turnover | 17.97 | 217.50 |
| EBITDA + Other Income | (13.74) | 44.92 |
| Profit Before Tax | (32.12) | 25.63 |
| Profit After Tax | (21.00) | 17.68 |

Consolidated Financial – Q1 FY10

Rs. Cr.

| | Q1 FY 10 | Q1 FY 09 |
|-------------------|----------|----------|
| Total Income | 4,013.78 | 4,479.42 |
| EBITDA | 928.11 | 843.48 |
| Cash Profit | 629.78 | 608.72 |
| Profit Before Tax | 313.16 | 388.85 |
| Net Profit | 234.08 | 250.23 |

Financial Covenants Relaxation / Waivers

| Loan / Facility | Loan O/S (USD mio) |
|------------------------------------------------|-------------------------------|
| Syndicated External Commercial Borrowings | 175 |
| Advance Payment Against Steel Supply Agreement | 150 |

Syndicated ECB USD 175 mio

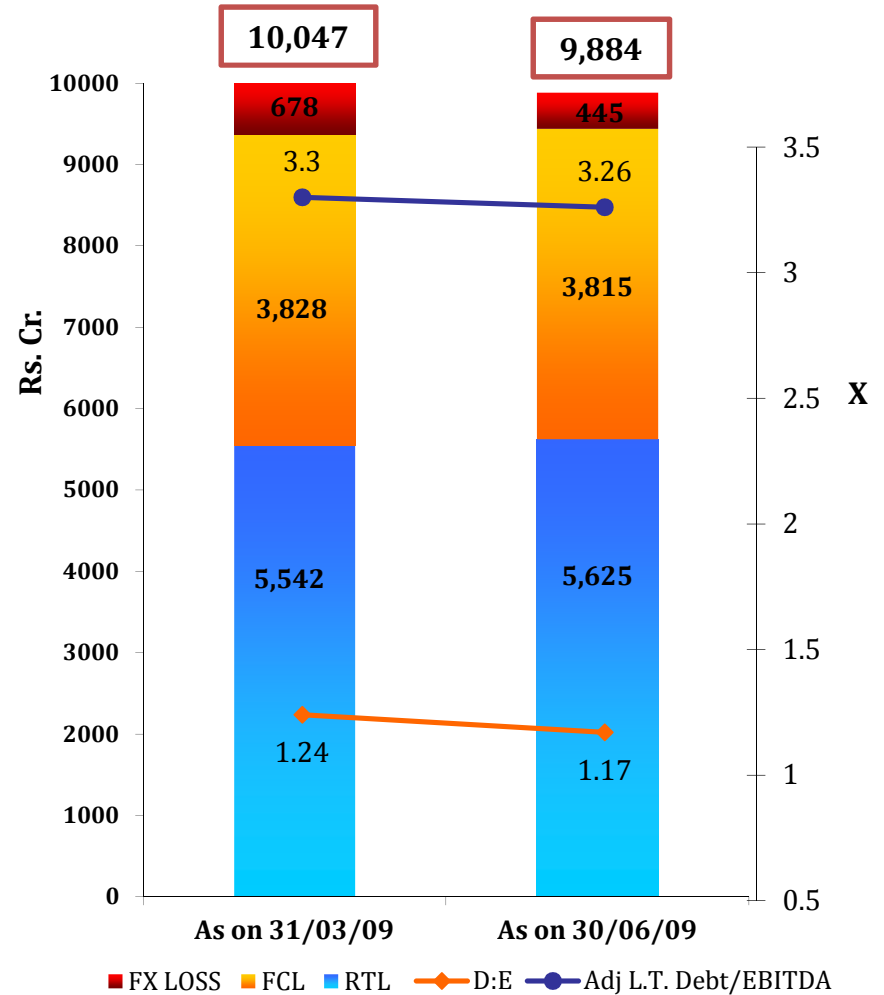
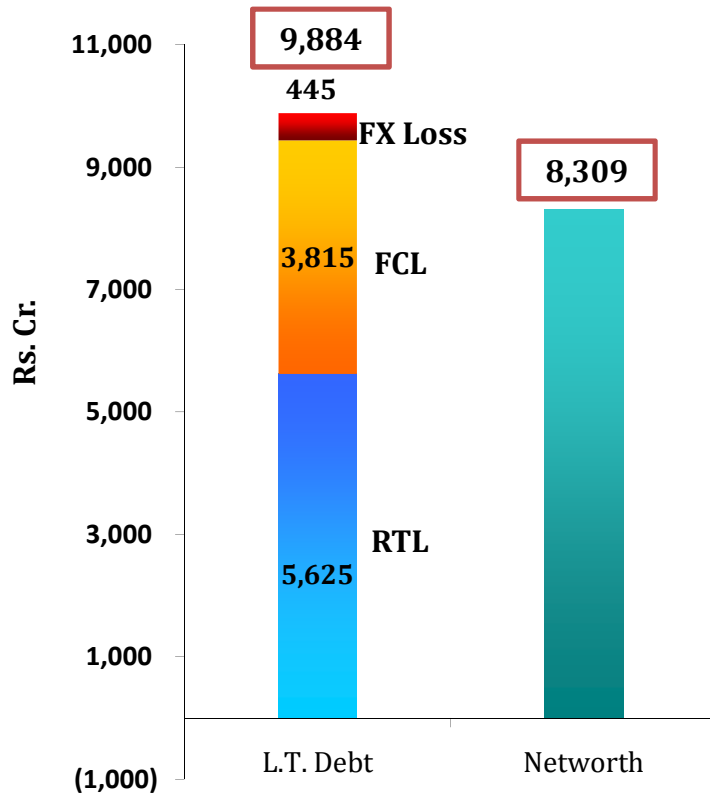
- Consent of required majority of lenders actual (79.5%) for proposed amendments obtained till September 30, 2011.

APSSA USD 150 mio

- Waiver from required majority of lenders for March 2009 covenants obtained till March 31, 2009.
- For future period, lenders consent to bring the covenants in line with the other loan is being pursued.

Adj. Long Term Debt Gearing - Standalone

Long Term Debt & Networth

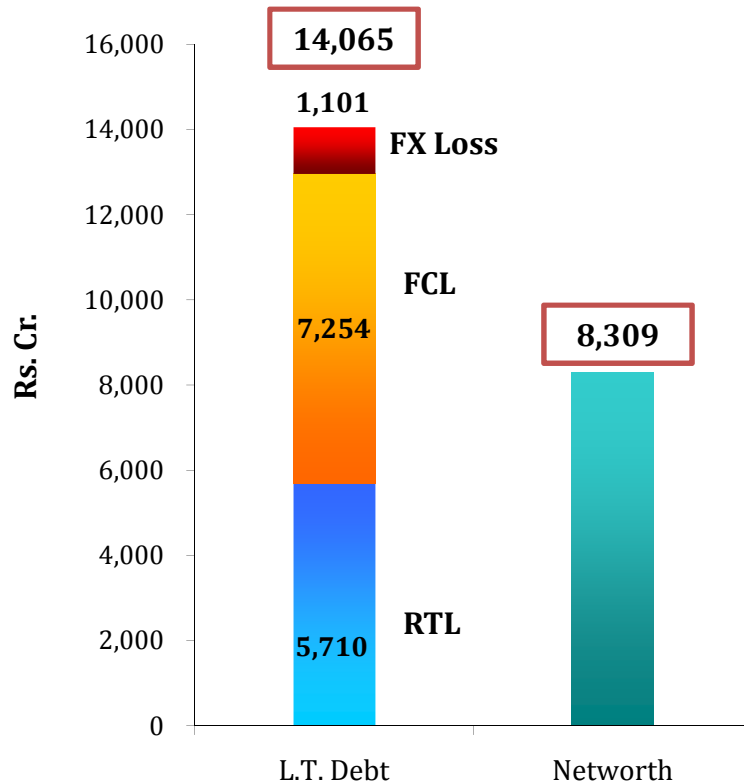


Adj. L.T. Debt Gearing of 1.17

| | Q4 FY09 | Q1 FY10 |
|-------------------------|---------|---------|
| Wt Avg Cost of Debt (%) | 8.22 | 8.23 |
| FD & MF (Rs. Cr.) | 190 | 136 |

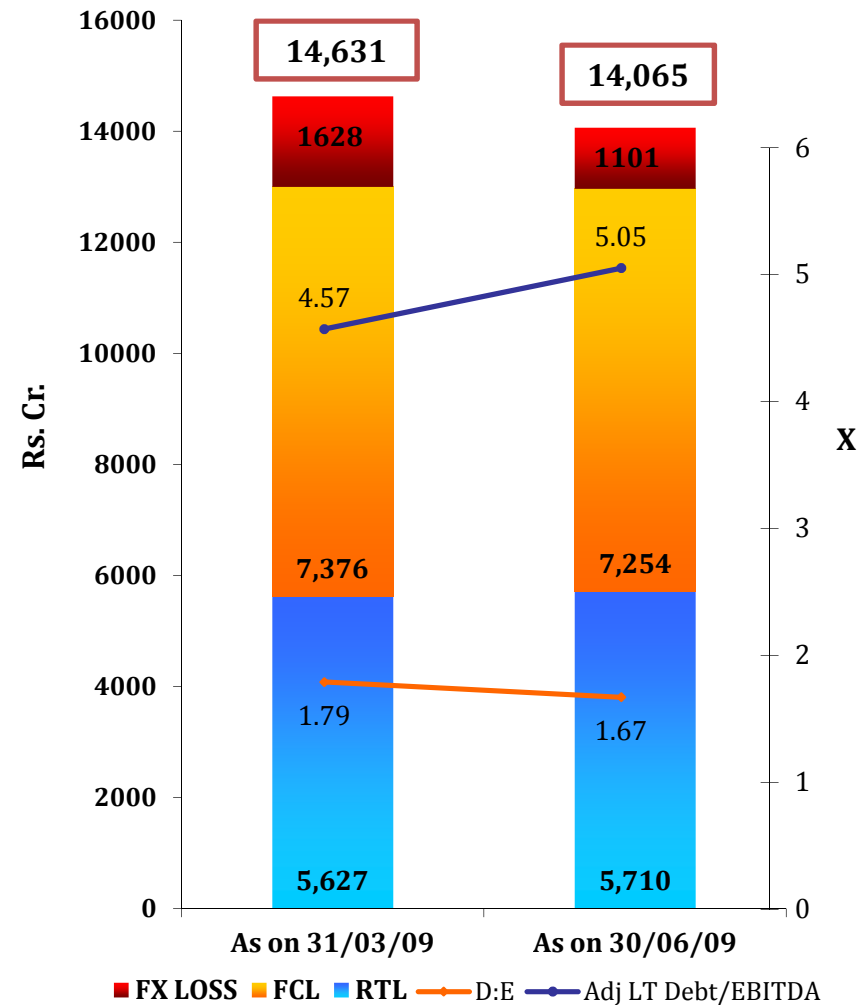
Adj. Long Term Debt Gearing – Consolidated

Adj. Long Term Debt & Networth



Adj. L.T. Debt Gearing of 1.67

| | Q4 '09 | Q1 '10 |
|--------------------------|--------|--------|
| Wt Avg. Cost of Debt (%) | 7.16 | 7.05 |
| FD & MF (Rs. Cr.) | 190 | 151 |





Blast Furnace commenced commercial production in April'09



Rated Capacity : 7800 TPD
Capacity utilisation for Q1 FY10: 74%

Hot Strip Mill- Phase I (3.5 MTPA)



| Project Progress till 30th June, 2009 | % Progress |
|---------------------------------------------------------|-------------------|
| Civil | 77 |
| Structural Fabrication | 93 |
| Structural Erection | 84 |
| Equipments Erection | 25 |

BENEFICIATION PLANT



| Project Progress till 30th June, 2009 | % Progress |
|---------------------------------------------------------|-------------------|
| Civil | 57 |
| Structural Fabrication | 73 |
| Structural Erection | 46 |
| Equipments | 11 |

3.2 MTPA Expansion

BLAST FURNACE



Steel Melting Shop



COKE OVEN



SINTER PLANT



30 MW Power Plant Commissioned: Downstream



Q & A



Forward Looking and Cautionary Statement

Certain statements in this report concerning our future growth prospects are forward looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward looking statements. The risk and uncertainties relating to these statements include, but are not limited to risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition within Steel industry including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, our ability to commission mines within contemplated time and costs, our ability to raise the finance within time and cost client concentration, restrictions on immigration, our ability to manage our internal operations, reduced demand for steel, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which the Company has made strategic investments, withdrawal of fiscal/governmental incentives, impact of regulatory measures, political instability, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property and general economic conditions affecting our industry. The company does not undertake to update any forward looking statements that may be made from time to time by or on behalf of the company.