

SAMSUNG

QLED TV

UHD TV

QLED TV

LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA



Investor Presentation

February 2023

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ABOUT US



Largest Player in the Southern region in revenue terms with dominance in Telangana and Andhra Pradesh and the 4th largest consumer durables and electronics retailer in India



MBOs
109

EBOs
13



Diversified product offerings from **70+ brands** comprising of more than **6,000 SKU** across product categories



A/C



Mobile Phones



Laptop



TV



Washing Machine



Refrigerator



Cooler



Mixer

Brands
70+

SKUs
6,000+



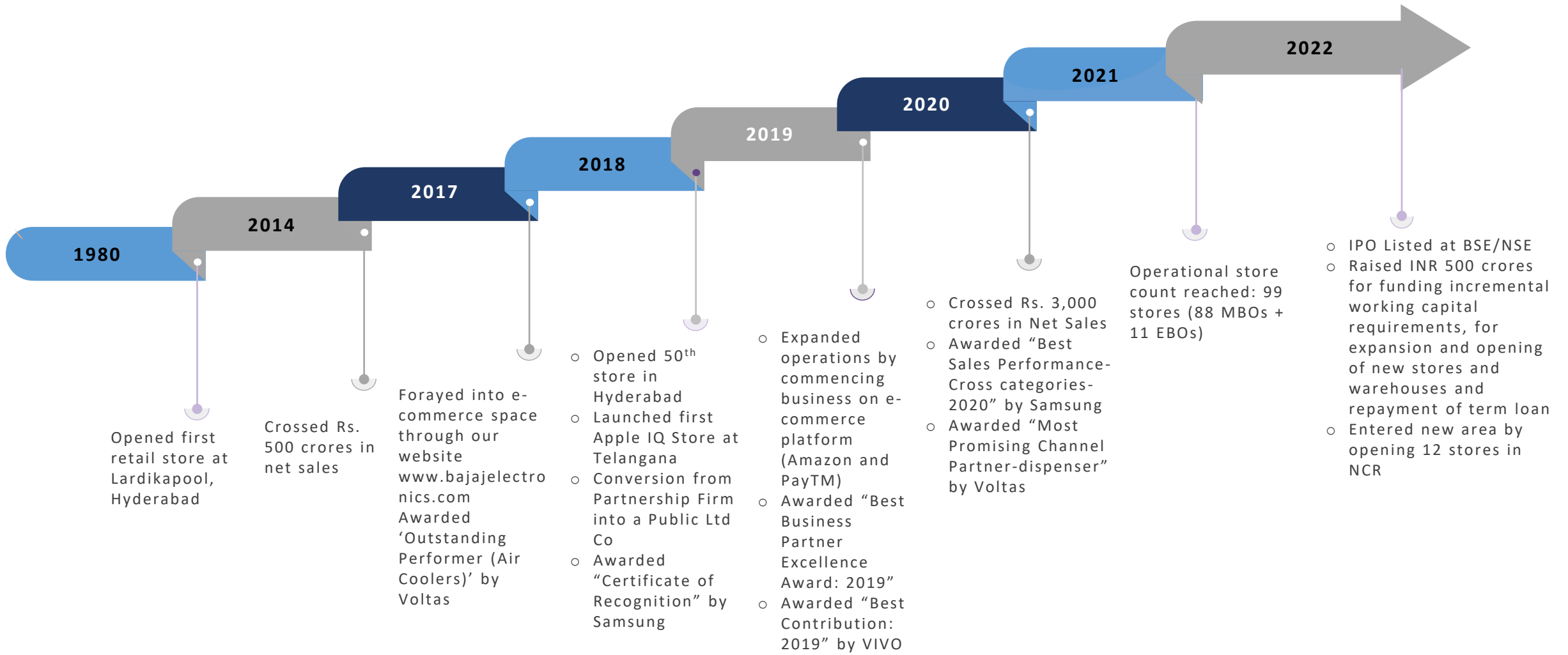
Long standing relationship with leading consumer brands Market



Market presence and geographic reach with cluster-based expansion

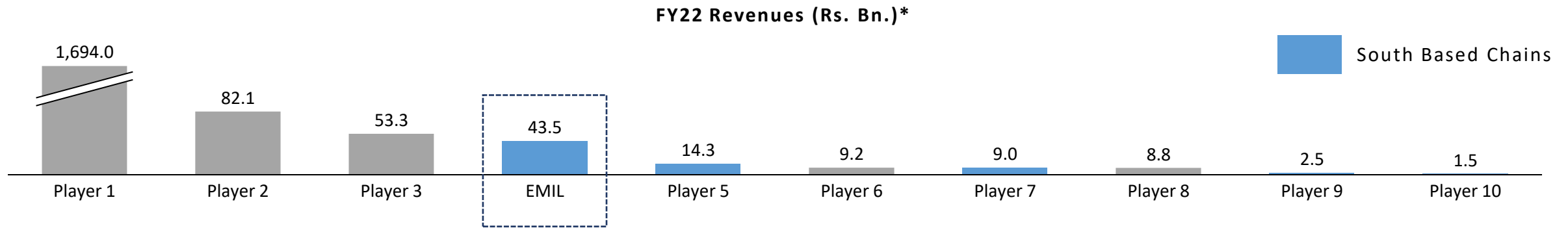
Retail Business Area
1.19 mn. sq. ft.

OUR JOURNEY



LARGEST ELECTRONICS GOODS RETAILER IN SOUTH INDIA

We are the Largest player in the Southern region in revenue terms with dominance in Telangana and Andhra Pradesh AND 4th Largest Consumer Durables and Electronics retailer in India



South India's most trusted multi-brand electronics retailer

Entered North India in NCR through the Brand of 'Electronics Mart'

Authorised Apple Reseller, offering matchless experience in Retail

Luxury built-in kitchen appliances & modular kitchen showroom

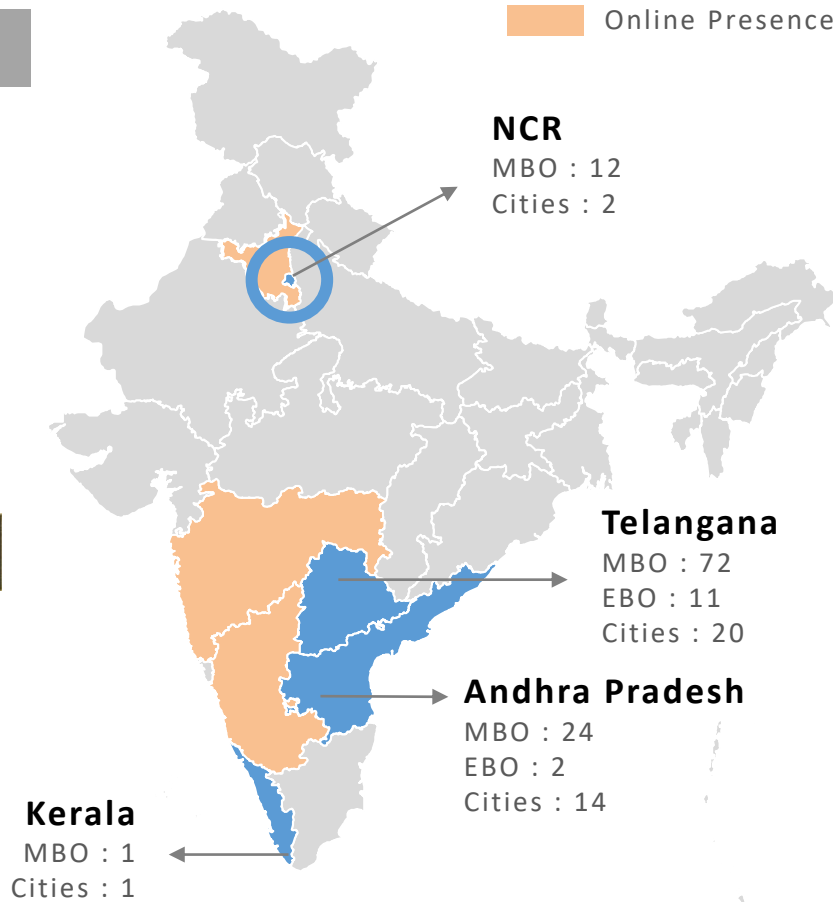
The best of home automation, entertainment & security, under one roof

Affordable modular kitchens & built-in kitchen appliances

Deep penetration in the states of Andhra Pradesh & Telangana with a growing presence in NCR

MBO Brands (# Stores)

- 89 **BAJAJ ELECTRONICS**
- 12 **ELECTRONICS MART**
- 4 **KITCHEN STORIES**
FROM THE HOUSE OF BAJAJ ELECTRONICS
- 1 **AUDIO & BEYOND**
HOME CINEMA | HOME AUTOMATION
- 3 **EASY KITCHENS**



Cities
38

States
4

Retail Stores
122
109 MBO; 13 EBO

Retail Area
1.19 mn. sq. ft.
Avg. Store Size of 10k sq. ft.

Central Warehouses
9
6 in TS, 1 in AP & 2 in NCR

Store Ownership (#)



Leased

102



Owned

12



POPL

8

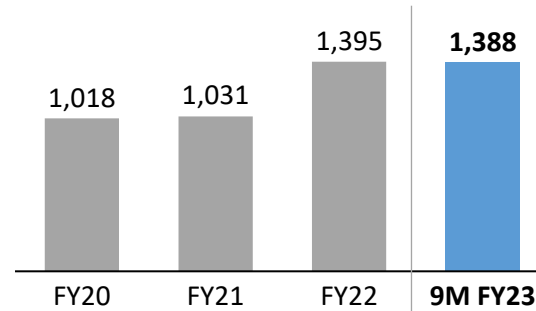
DIVERSIFIED PRODUCT PROFILE COMPRISING OF 6,000+ SKUS

Mobiles

Phones, Fitness Tracker & Tablets

Fastest growing segment with rising contribution to the overall revenue pie from 29% (FY19) to 34% in 9M FY22

Have relationships with the large brands in this space – Oppo, Vivo and OnePlus

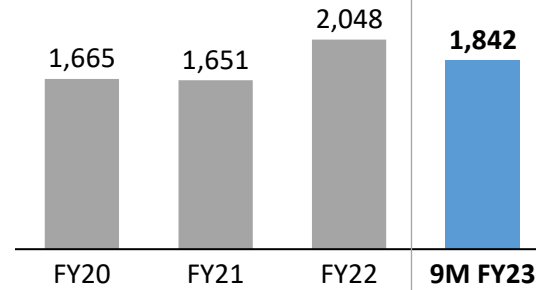


Large Appliances

TV, Washing Machine, AC, Refrigerators

Highest contributing segment in terms of revenues

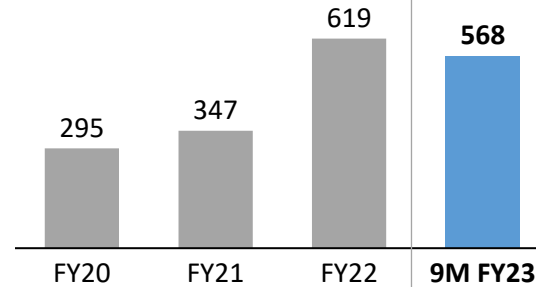
Have relationships with the largest brands in this space – LG, Panasonic, Phillips, Sony etc



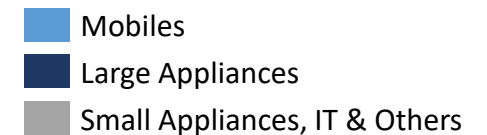
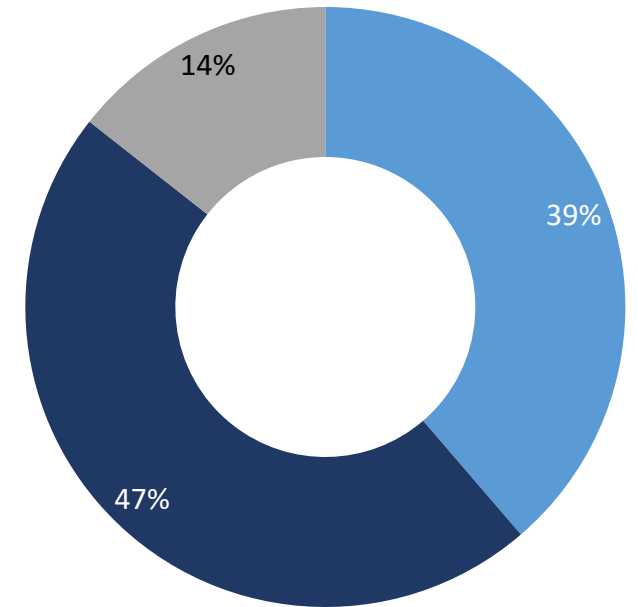
Small Appliances, IT & Others

Laptop, Printer, Geyser & Others

Have relationships with the largest brands in this space – Dell, Sony, Havells, Orient etc

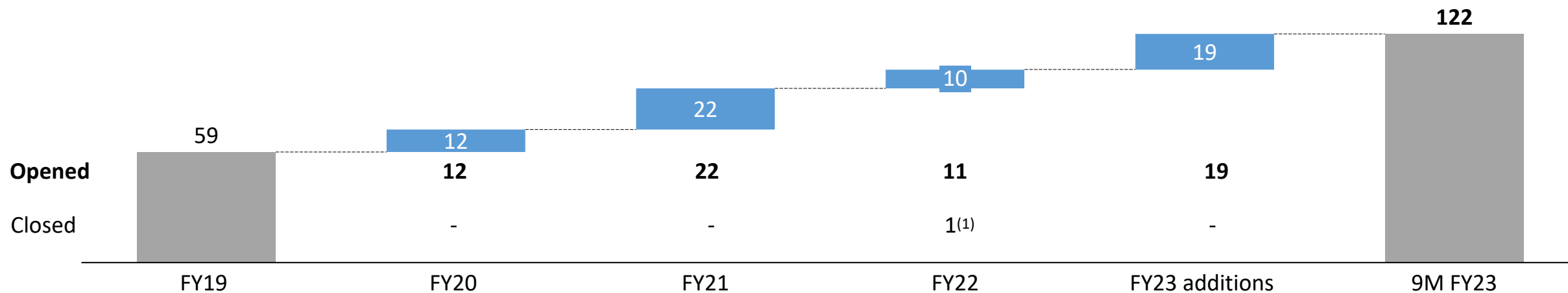


Revenue Split (Q3 FY23)



RAPID STORE EXPANSION

Stores	71	+31.0%	93	+10.8%	103	+8.7%	122
Retail '000s sq. ft	765	+23.0%	940	+10.7%	1,041	+8.0%	1,194



Particulars	FY20	FY21	FY22	9MFY23
Store Count	71	93	103	122
MBOs	63	82	91	109
Bajaj Electronics / Electronics Mart	63	80	88	101
Kitchen Stories	-	2	2	4
Audio & Beyond	-	-	1	1
Easy Kitchen	-	-	-	3
EBOs	8	11	12	13

OUR RETAIL OUTLETS



OUR SPECIALISED RETAIL STORES



9 large centrally located warehousing facilities

which are backed by individual storage areas at store level of varying sizes to cater to individual stores or a group of stores



Efficient Inventory Management

- ✓ Extensive network of suppliers and more than 80% of the volume of procurement from OEMs
- ✓ Stores utilise **computerized inventory management system**, to track the inventory level and movement of SKUs on a daily basis
- ✓ **Inventory management systems of all stores are synchronise** with distribution centres and offices
- ✓ Monitor inventory levels to ensure that **inventories are fresh by adopting a first-in, first-out policy** for all our merchandise

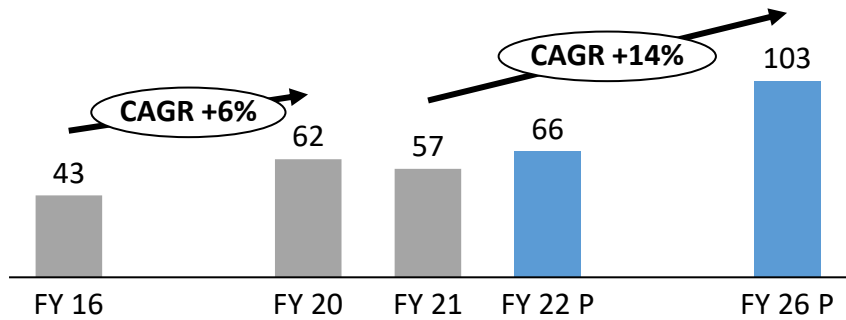


Robust Information Technology System

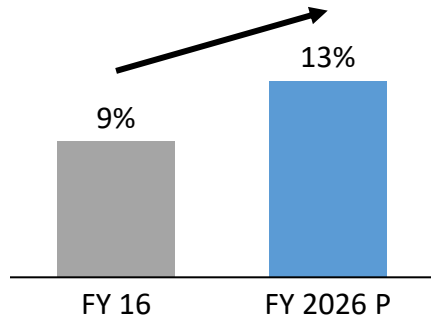
- ✓ ERP and POS systems from leading industry software providers
- ✓ Wide range of data management tools to support procurement, sales and inventory management across all stores on a daily basis
- ✓ Tracking systems with real time updates on status of their orders
- ✓ Use data to identify and quickly react to changes in customer preferences and consequently align inventory to such preferences

STRONG GROWTH IN ORGANISED BRICK & MORTAR RETAIL

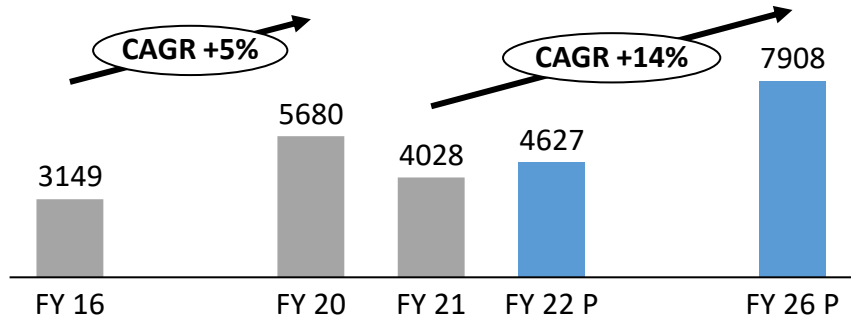
Retail Industry Market Size Expected to Grow at 14% CAGR



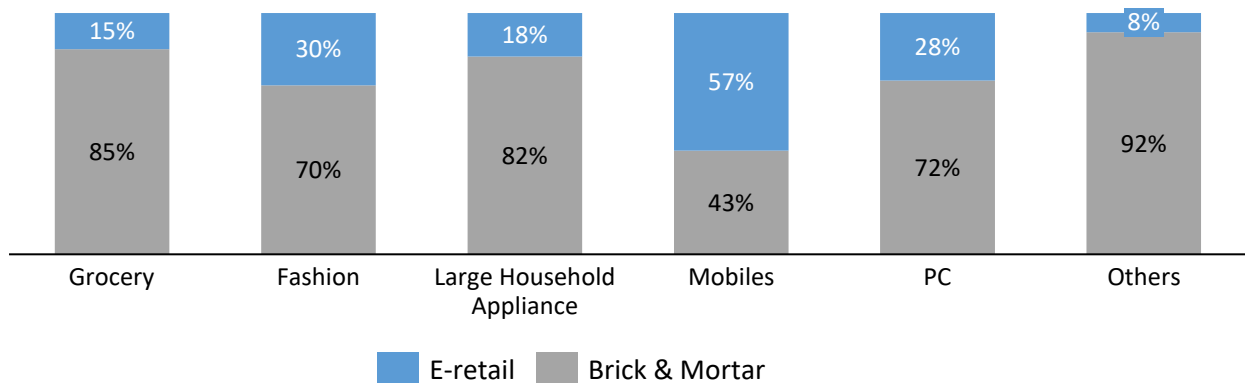
Organised Retail Penetration also Expected to Grow



Organised Brick & Mortar (B&M) Growing Faster



Brick & Mortar continues to dominate the organized retail market



Growth Factors for Organised B&M Retailers

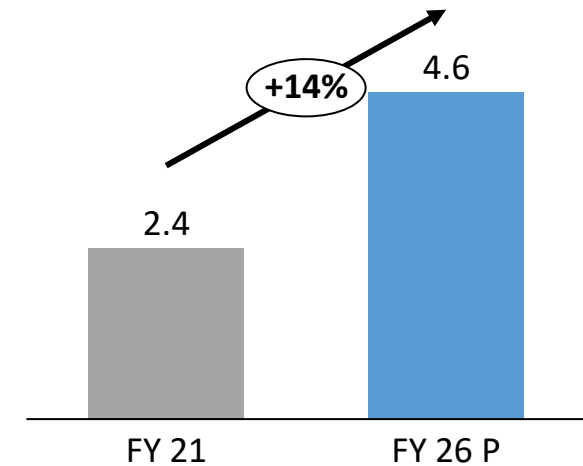
- ✓ **Touch and feel of the product:** “Try it before you buy it” very relevant especially for high priced items
- ✓ **Warranty and service issues:** Provides comfort to consumers – assurance of product’s genuineness + better understanding of warranty and service details
- ✓ **Installation and after-sales services:** Much faster and more efficient
- ✓ **Consumer finance schemes:** Easy and instant zero-cost financing options to increase repeat customers

CONTINUED GROWTH MOMENTUM IN CONSUMER DURABLES ACROSS CATEGORIES

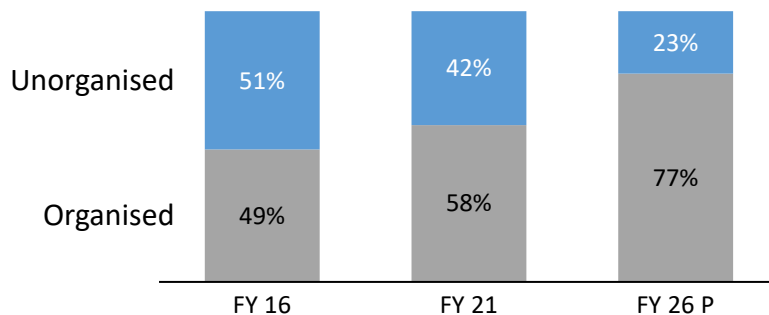
India lags global peers in consumer durables penetration

% of households							
Colour Televisions	50%	98 - 100%	96 - 98%	96 - 98%	98 - 100%	96 - 98%	95 - 97%
Refrigerator	40%	98 - 100%	98 - 100%	97-99%	98 - 100%	95 - 97%	97-99%
Mobile	40%	94 - 96%	97-99%	96 - 98%	98 - 100%	96 - 98%	93 - 95%
Washing Machine	20%	85 - 87%	95 - 97%	96 - 98%	97-99%	93 - 95%	66 - 68%
Air Conditioner	16%	91 - 93%	25 - 27%	93 - 95%	79 - 81%	92 - 94%	19 - 21%
Personal Computer	13%	91 - 93%	91-93%	79 - 81%	84 - 86%	59 - 61%	44 - 46%

Consumer Durable Industry Stated to Grow at 13-15% ahead



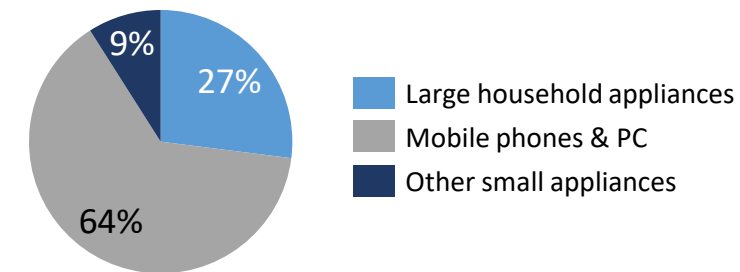
Organised segment outpacing the unorganized players in Indian consumer's durables industry



Modern trade to grow in consumer durables / mobiles vs general trade

- Urbanisation
- Rising awareness
- Higher discounts
- Larger portfolio
- Various financing options

Market segmentation of Consumer Durables appliances





Pavan Kumar Bajaj

Chairman & Managing Director

- 40+ years experience in the retail business management
- Founder of erstwhile sole proprietorship M/S Bajaj Electronics in 1980



Karan Bajaj

Chief Executive Officer & WTD

- 10+ years experience in the retail business management
- Holds post graduate diploma in international management and Bachelor's of Commerce degree



Astha Bajaj

Executive Director & WTD

- 4+ years experience in business management
- Holds master's degree in biochemistry from Nirma University and bachelor's degree in science from Gujarat University



Anil Rajendra Nath

Independent Director

- Experienced in banking and finance, previously associated with HSBC Bank, HDFC Bank and State Bank of India in various capacities
- Holds Master's degree in Business Administration and post graduate diploma in bank management



Mirza Ghulam Muhammad Baig

Independent Director

- 31+ years experience in tax administration and served as Deputy Commissioner, previously associated with World Bank and Deloitte Touch Tohmatsu India Private Limited
- Holds master's and bachelor's degree in Arts



Jyotsna Angara

Independent Director

- 8+ years experience in the non profit sector
- She is also a member of the institute of Directors, India
- Holds a bachelor's degree in arts from, Osmania University

SENIOR MANAGEMENT TEAM



Premchand Devarakonda
Chief Financial Officer

- Qualified Chartered Accountant and holds Bachelor's degree in Commerce
- Was associated with M/S Manoj & Prem, as partner and Coromandel Fertilisers Limited



Giridhar Rao Chilamkurthi
Vice-President - Sales

- Holds Master's degree in Business Administration and Bachelor's degree in Science
- Was associated with Tirumala Music Centre Private Limited



Gorantla Suma Reddy
Head – E-commerce

- Holds Master's degree in Business Administration and Bachelor's degree in Commerce
- Was associated with Saisanj Retail Private Limited as vendor manager



Vishal Singh
Head - Marketing

- Holds Bachelor's of Commerce and Post Graduate Diploma in Management (Marketing Management)
- Was associated with Bennett Coleman as manager of response department



Chaluvadi Chandra Sekhar
Senior Manager - Inventory

- Holds Bachelor's degree in Arts and Provisional Pass certificate for passing exam of the degree course of Master's in Science (I.T.)
- Was associated with Innovative Retail Concepts as inventory head



Virinder Singh Sandhu
Vice President – (North India)

- He graduated with B.E.(Electronics) From Pune University. He also did MDP (Management development program) in middle management from IIM Lucknow. He is currently pursuing his MBA from BVP University Pune.
- He was working with Panasonic India as KAH (EAST) and he has worked for 7 years



Annapurna Devi Kuchibhatla
Chief Technology Officer

- Holds master's degree in computer applications & bachelor's degree in science
- Was associated with LV Prasad Eye Institute as CTO



Rajiv Kumar
CS & Compliance Officer

- Qualified company secretary and holds Master's degree in Business Administration and bachelor's degree in commerce
- Was associated with GENPACT India and SNJ Synthetics Limited



Nammi Ravi Kiran
General Manager – HR & Administration

- Holds provisional bachelor's degree in computer applications & post graduate diploma: business management (marketing management with HR management)
- Was associated with Mahathi Software Private Limited as Human Resource Manager

AWARDS & ACCOLADES

Certificate of Appreciation For
exemplary sales
Contribution CY22
SAMSUNG

Best Electronics Retail Chain
CY22
RADIO CITY

Best Business Performance Q1
CY22
SAMSUNG





Expand reach across select geographies and deepen the footprint in existing markets

- Deepen store network in existing clusters and increase market share in existing markets, Follow a peripheral and concentric expansion approach
- Open 26 MBOs in NCR, 22 MBOs and 10 EBOs in Andhra Pradesh & Telangana. Adopt a methodical approach in evaluating and selecting locations for new stores
- Focus on modernising our current stores and improving store infrastructure



Maintaining and forging new relationships with leading brands

- Increase product range currently available across our MBOs through expanding and forging new relationships with renowned brands
- Set up specialised stores – Kitchen Stories – catering to the kitchen specific demands by showcasing various kitchen appliances
- Set up specialised store format – Audio & Beyond – focusing on high end home audio and home communication solutions
- Establish our brand as a comprehensive and complete dealer and distributor of major electronics brands



Technology led effective inventory management & lean operating structure

- Our model requires us to maintain high levels of operational efficiency on a regular basis
- Closely monitor planning, sourcing, vendor management, logistics, quality control, pilferage control, replacement and replenishment, by (i)
- Investing further in our technological systems; (ii) Expanding and upgrading our warehouse; (iii) Continuing to absorb best industry practises;
- (iv) Supplementing our current security system, consisting of manual checks and electronic surveillance
- Eventually gravitating towards an omni-channel business model



Enhancing sales volumes to continuing to prioritize customer satisfaction

- **Right mix of product assortments at competitive pricing:** Maintaining optimal customer service standards and introduce new products
- **Leveraging consumer finance to provide convenience & enhance purchasing ability:** Make our products accessible to wider customer base
- **Focus on differentiated customer experience and engagement:** Provide a one stop shopping experience in a pleasant ambience and functional store layout, improve checkout time. Adopt “Intelligent Marketing” - inform our registered customers for new schemes or offers
- Invest in advertising and branding, improve our Customer Relationship Management, analyse and manage customer interactions



Continuous training of manpower

- Aim at identifying fresh talent, training, grooming them and providing opportunities for growth
- Place special emphasis on managing attrition and attracting and retaining our employees
- Further improve our training programmes to develop skill sets to meet customers demands and provide quality customer service.
- Encourage our employees to be enterprising and grow within the organization

STRONG 9M FY23 PERFORMANCE

Revenue from Operations

Rs. 4,117.9 crores



EBITDA

Rs. 245.2 crores



Profit Before Tax

Rs. 117.1 crores

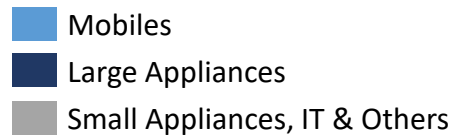
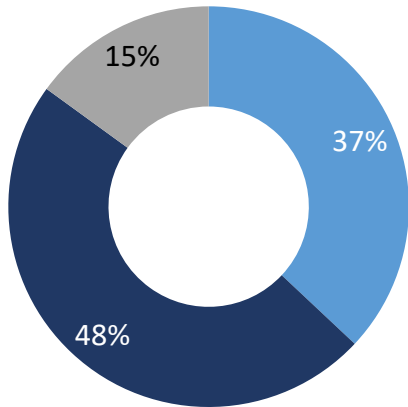


Profit After Tax

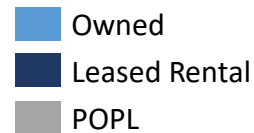
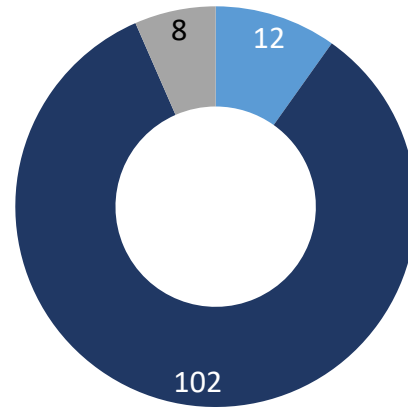
Rs. 86.7 crores



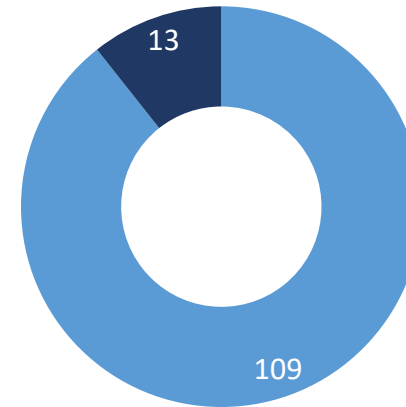
Sales mix



Store Ownership



Store Count



Retail Store Area

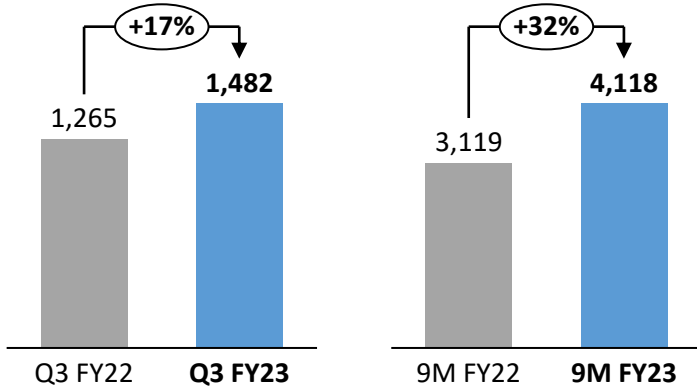
1.19 Mn Sq. Ft.

Same Store Sales Growth

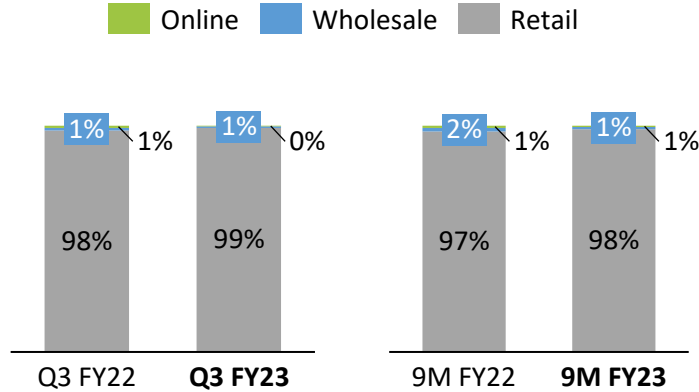
23.5%

Q3 & 9M FY23 FINANCIAL HIGHLIGHTS

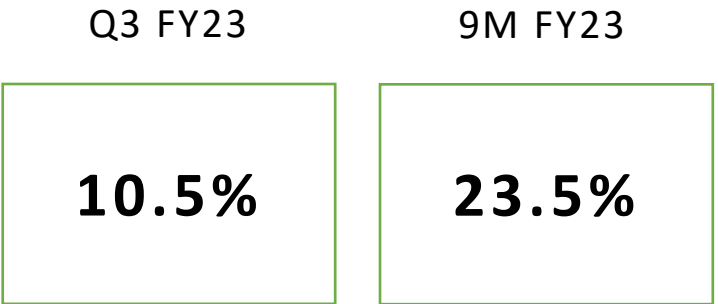
Total Revenues (Rs. Crs.)



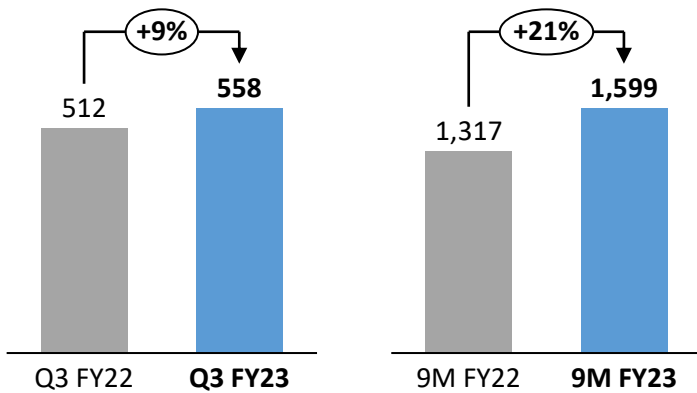
Revenue from Sale of Electronic & Consumer Durables



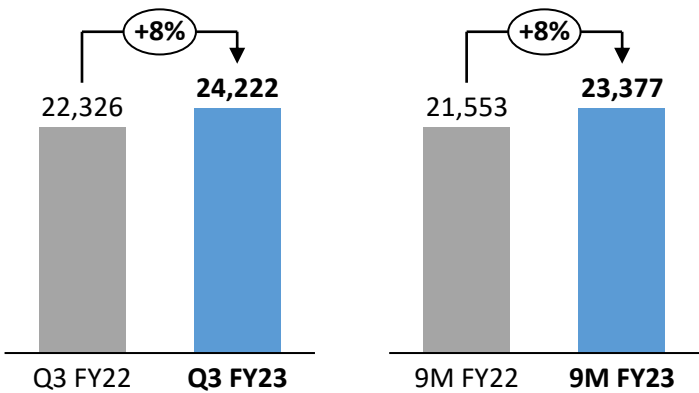
Same Store Sales Growth (SSSG)



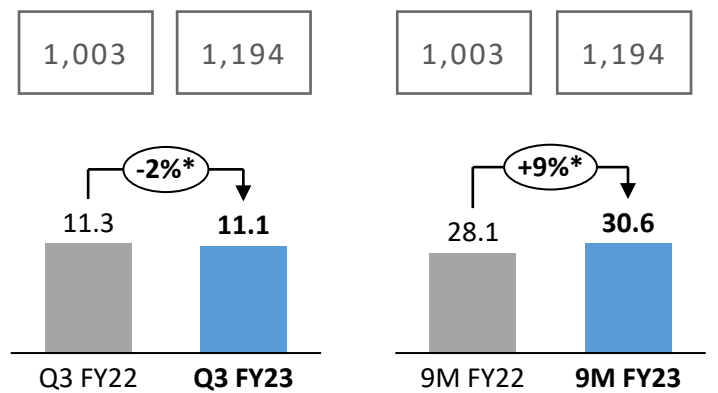
Bill Cuts (Nos. in '000)



Average Ticket Size (Rs.)



Net Retail Sales per store (Rs. Crs.)

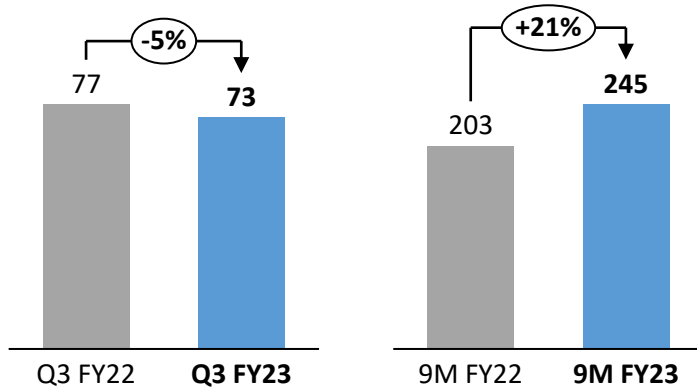


* Reduced due to increase in stores (8 added) in Q3 FY23

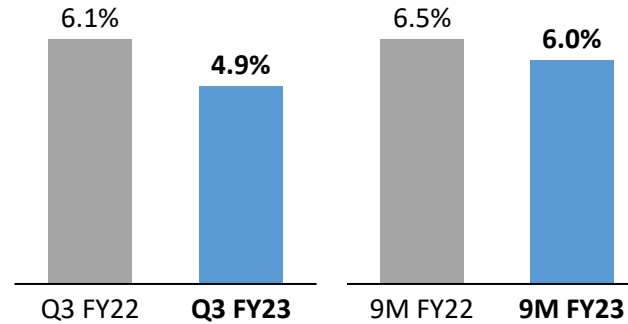
□ Total Retail Area (in '000 sq. ft.)

Q3 & 9M FY23 FINANCIAL HIGHLIGHTS

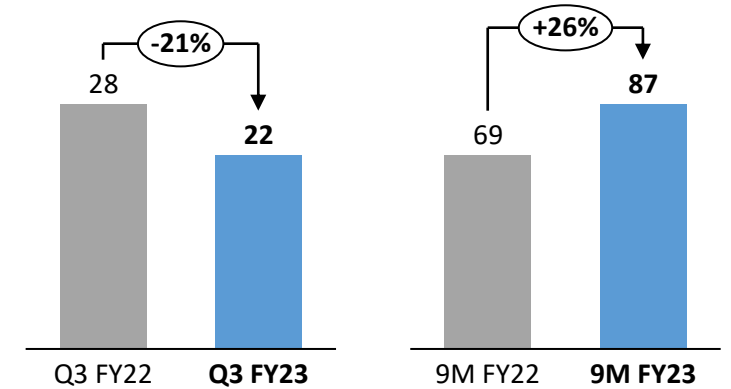
EBITDA (Rs. Crs.)



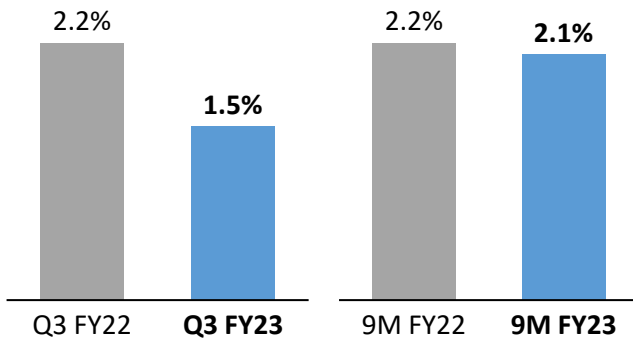
EBITDA Margins



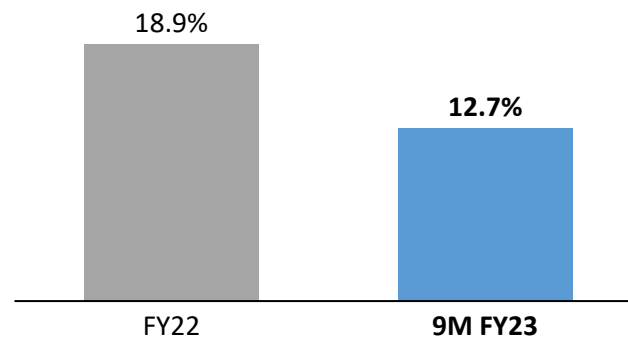
Profit After Tax (PAT)



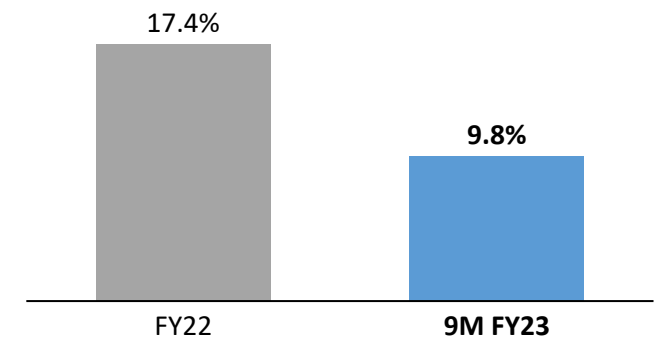
PAT Margins



RoCE*



RoE*



* RoCE & RoE impacted in 9M FY23 due to addition of stores (Numbers for 9M FY23 are Annualised)

PROFIT AND LOSS STATEMENT

Profit and Loss (in Rs. Crs.)	Q3 FY23	Q3 FY22	YoY	9M FY23	9M FY22	YoY
Revenue from Operations	1,481.7	1,265.3	17%	4,117.9	3,118.7	32%
Purchases of stock in trade	1,093.1	992.8		3,470.9	2,666.9	
Changes in Inventory	196.1	104.3		90.1	25.9	
Gross Profit	192.5	168.2	14%	557.0	425.8	31%
Gross Profit Margin	13.0%	13.3%		13.5%	13.7%	
Employee Cost	27.0	20.4		69.6	58.1	
Other Expenses	92.7	70.9		242.2	164.6	
EBITDA	72.8	77.0	-5%	245.2	203.2	21%
EBITDA Margin	4.9%	6.1%		6.0%	6.5%	
Depreciation	21.6	18.1		62.3	52.3	
Other Income	3.1	0.5		5.6	2.9	
EBIT	54.2	59.4	-9%	188.5	153.7	23%
EBIT Margin	3.7%	4.7%		4.6%	4.9%	
Finance Cost	24.6	21.9		71.4	61.5	
Profit before Tax	29.6	37.5	-21%	117.1	92.3	27%
Profit before Tax Margin	2.0%	3.0%		2.8%	3.0%	
Tax	7.7	9.8		30.4	23.7	
Profit After Tax	21.9	27.7	-21%	86.7	68.6	26%
Profit After Tax Margin	1.5%	2.2%		2.1%	2.2%	
EPS	0.59	0.92		2.68	2.29	



- On account of investments made to open stores in a new geography that is NCR, the Company has increased investments in brand building, sales and marketing
- These investments has lowered the EBITDA Margins which are expected to improve as revenue throughput from new geographies increase

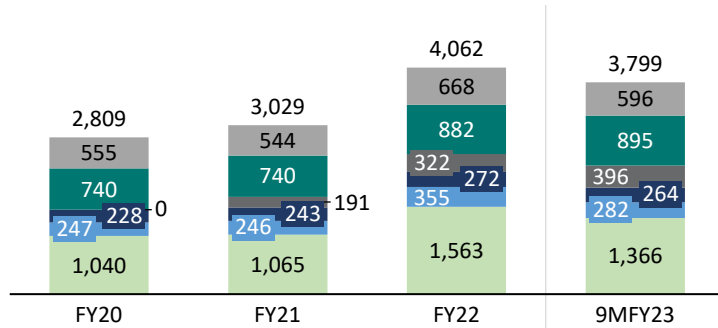
LARGEST
ELECTRONICS
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SOUTH INDIA

HISTORICAL HIGHLIGHTS

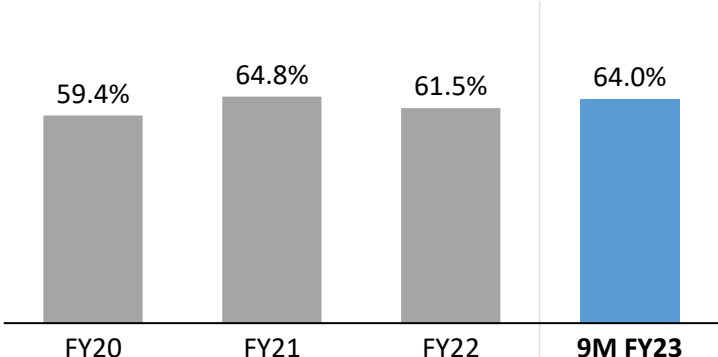
OPERATING INDICATORS

Top 5 Brands (Revenues)

Brand 1 Brand 2 Brand 3 Brand 4 Brand 5 Others

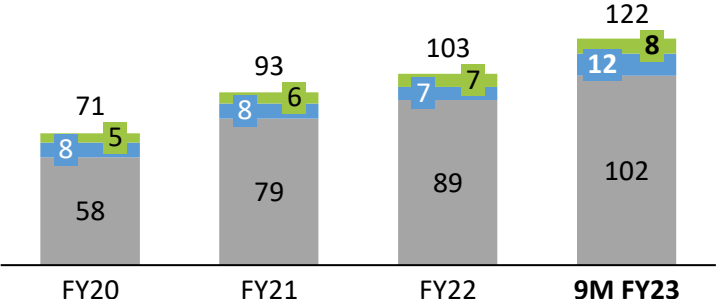


Top 5 Brands (% of Revenues)

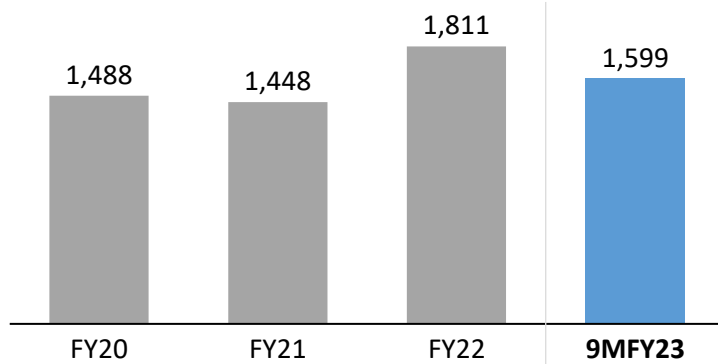


Store Ownership (#)

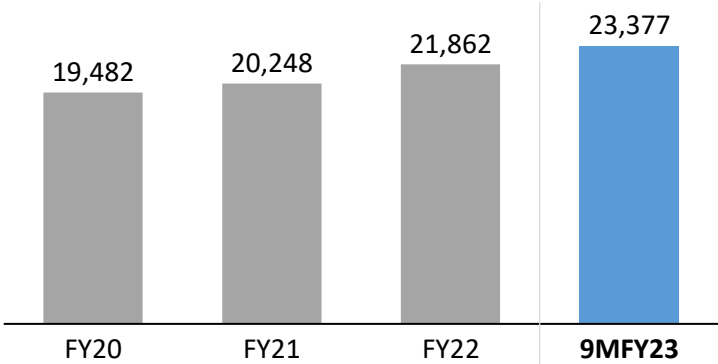
POPL Owned Leased



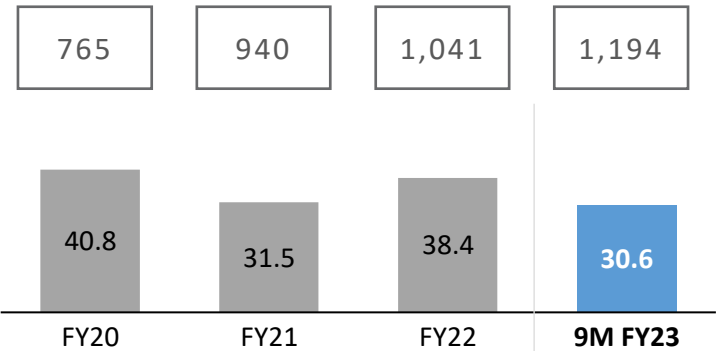
Bill Cuts (Nos. in '000)



Average Ticket Size (Rs.)



Net Retail Sales per store (Rs. Crs.)

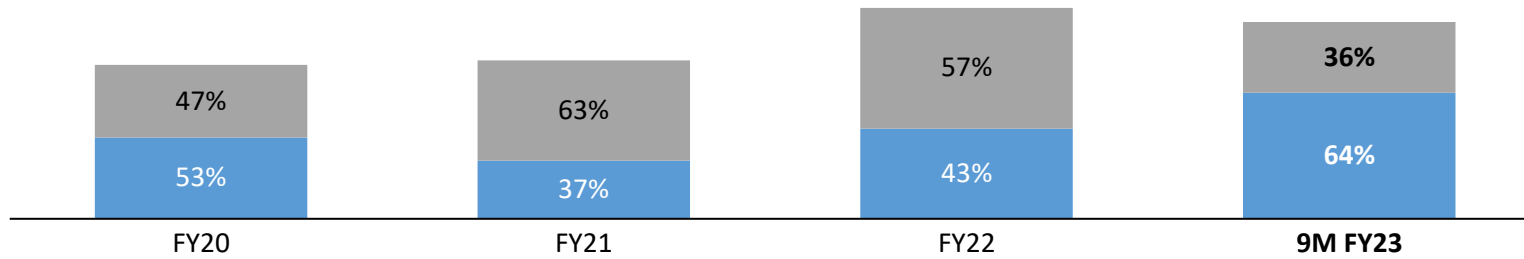


Total Retail Area (in '000 sq. ft.)



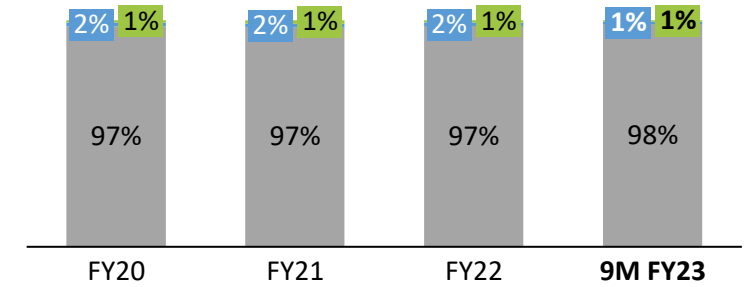
Sale of Products

■ H2 ■ H1

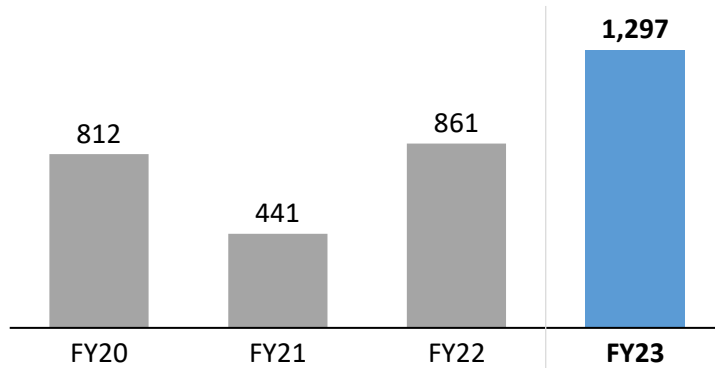


Retail dominates the Revenues

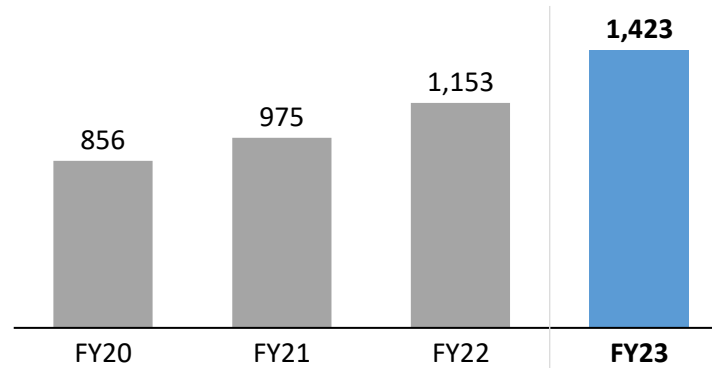
■ Online ■ Wholesale ■ Retail



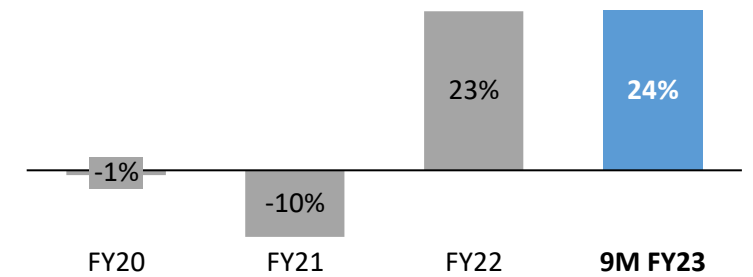
Summer Season Revenue (April - June)



Festive Season Revenue (Sept - Nov)



Same Store Sales Growth (SSSG)

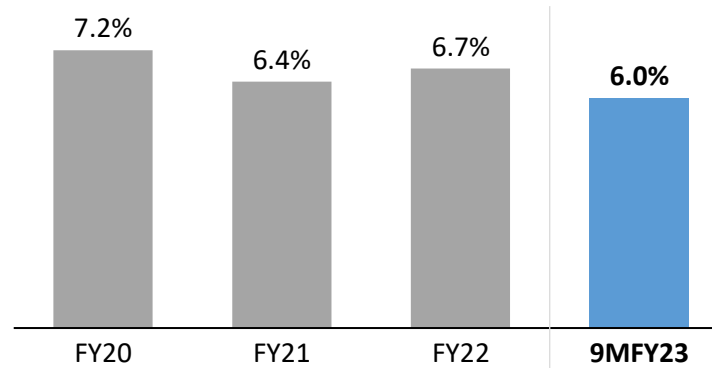


FINANCIAL INDICATORS

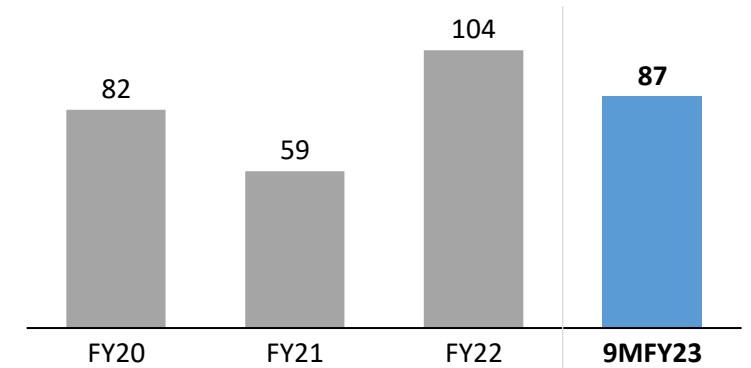
EBITDA (Rs. Crs.)



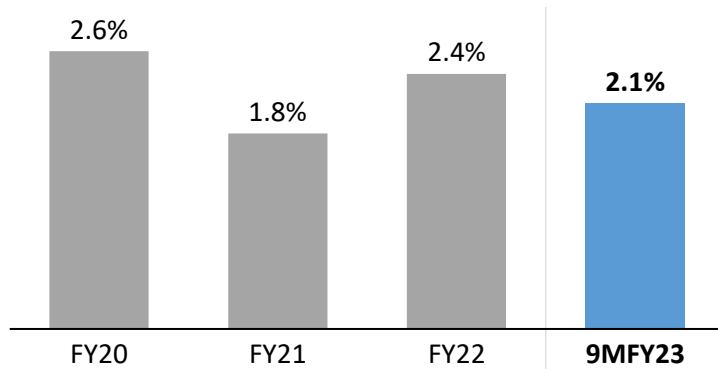
EBITDA Margins



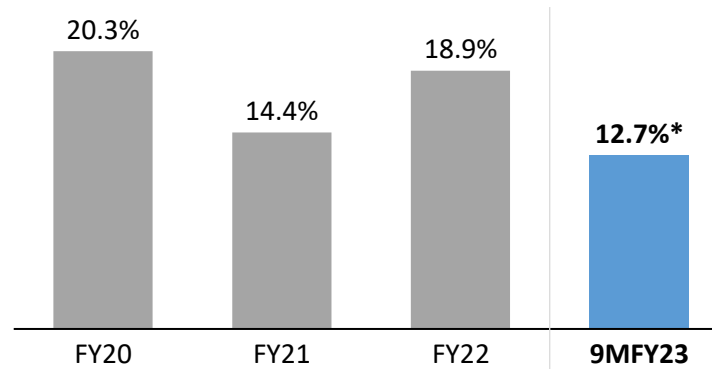
Profit After Tax (PAT)



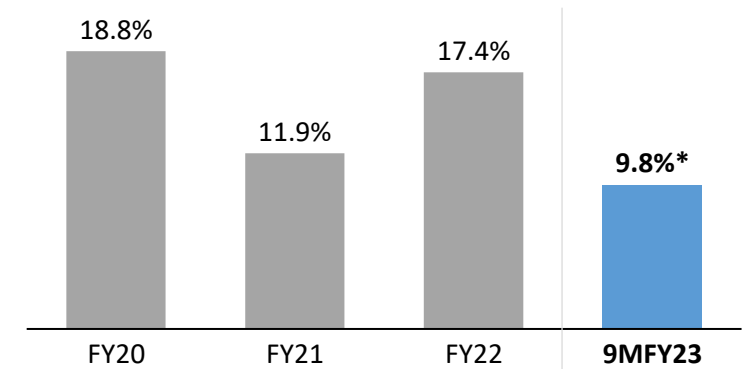
PAT Margins



RoCE



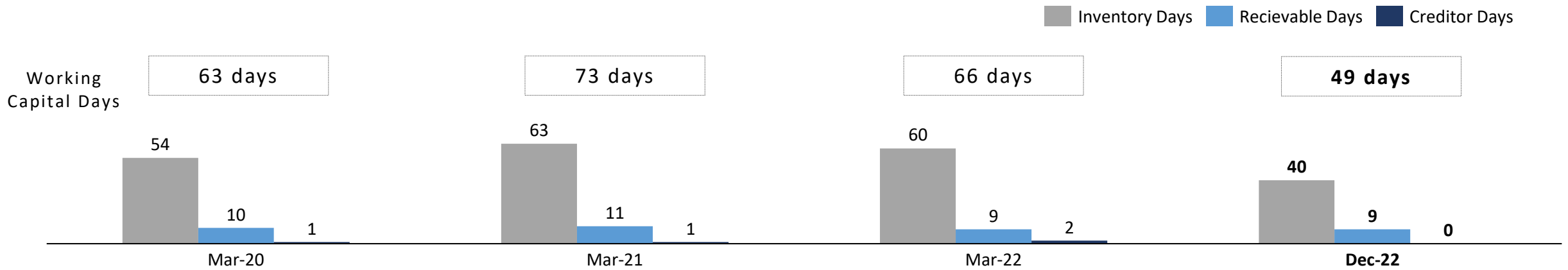
RoE



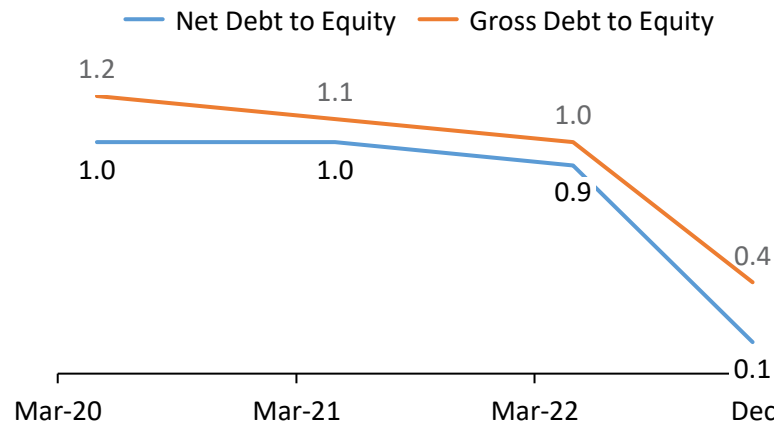
* RoCE & RoE impacted in 9M FY23 due to addition of stores (Numbers for 9M FY23 are Annualised)

STRONG BALANCE SHEET

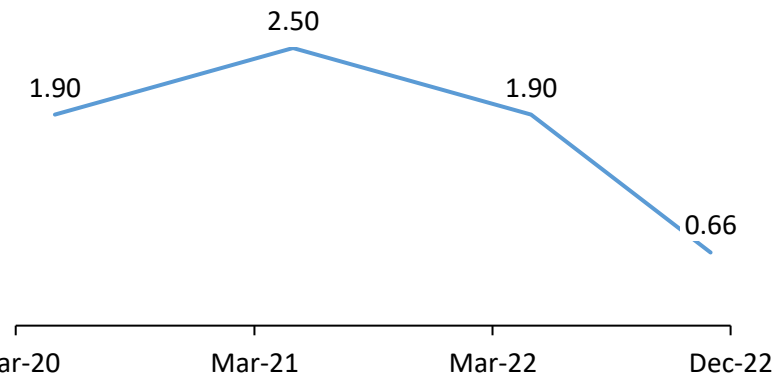
Working Capital*



Debt to Equity Ratio



Net Debt to EBITDA



Cash Flow from Operations (Rs. Crs.) (excl. Working Capital Adj.)



*The numbers for the WC cycle are unaudited and uncertified

HISTORICAL PROFIT AND LOSS STATEMENT

Profit and Loss (in Rs. Crs.)	9M FY23	FY22	FY21	FY20
Revenue from Operations	4,117.9	4,349.3	3,201.9	3,172.5
Purchases of stock in trade	3,470.9	3,887.8	2,846.9	2,776.2
Changes in Inventory	90.1	-132.5	-79.6	-74.0
Gross Profit	557.0	593.9	434.6	470.3
Gross Profit Margin	13.5%	13.7%	13.6%	14.8%
Employee Cost	69.6	78.8	61.4	58.6
Other Expenses	242.2	223.2	169.2	184.0
EBITDA	245.2	291.9	203.9	227.6
EBITDA Margin	6.0%	6.7%	6.4%	7.2%
Depreciation	62.3	71.3	58.1	50.8
Other Income	5.6	3.8	5.5	6.5
EBIT	188.5	224.4	151.2	183.4
EBIT Margin	4.6%	5.2%	4.7%	5.8%
Finance Cost	71.4	84.6	71.7	63.4
Exceptional items	0.0	0.0	0.0	-7.9
Profit before Tax	117.1	139.8	79.6	112.2
Profit before Tax Margin	2.8%	3.2%	2.5%	3.5%
Tax	30.4	35.9	20.9	30.6
Profit After Tax	86.7	103.9	58.6	81.6
Profit After Tax Margin	2.1%	2.4%	1.8%	2.6%
EPS	2.68	3.46	1.95	2.72

HISTORICAL BALANCE SHEET

Assets (in Rs. Crs.)	Sep-22	Mar-22	Mar-21	Mar-20
Non - Current Assets	1,122.7	875.4	720.2	625.9
Property Plant & Equipments	489.4	279.5	275.5	222.9
CWIP	11.3	23.8	2.0	2.4
Intangible assets	0.5	0.6	0.6	0.3
Right of use asset	542.7	504.9	397.5	348.2
Financial Assets				
Loans	0.0	0.0	17.7	13.3
Other Financial Assets	39.0	29.2	7.3	6.1
Deferred Tax Assets (Net)	20.5	17.6	11.6	6.8
Other Non - Current Assets	13.5	14.1	3.2	17.2
Other Non Current Tax Assets	5.7	5.7	4.8	8.6
Current Assets	1,084.1	949.3	803.3	721.7
Inventories	719.8	613.8	481.4	401.8
Financial Assets				
(i)Trade receivables	135.2	107.9	95.4	84.6
(ii)Cash and cash equivalents	32.9	34.4	35.0	87.1
(iii) Loans	1.3	1.3	1.0	0.9
Other Financial Assets	5.1	0.2	0.2	0.2
Other Current Assets	189.7	191.7	190.4	147.1
Total Assets	2,206.8	1,824.7	1,523.5	1,347.6

Equity & Liabilities (in Rs. Crs.)	Sep-22	Mar-22	Mar-21	Mar-20
Total Equity	661.6	596.5	491.9	433.1
Share Capital	300.0	300.0	300.0	300.0
Reserves & Surplus	361.6	296.5	191.9	133.1
Non-Current Liabilities	736.6	579.7	465.9	400.8
Financial Liabilities				
(i) Borrowings	167.4	55.2	62.1	63.0
(ii) Lease Liabilities	568.1	523.9	401.7	336.6
Provisions	1.1	0.7	2.1	1.3
Current Liabilities	808.5	648.5	565.7	513.7
Financial Liabilities				
(i) Borrowings	696.3	538.5	473.9	448.1
(ii) Trade Payables	24.6	24.8	7.6	6.7
(iii) Lease	30.1	25.9	0.0	0.0
(iv) Other Financial Liabilities	35.6	32.5	66.0	48.0
Other Current Liabilities	12.9	19.8	16.4	11.0
Current tax liabilities (net)	9.1	7.1	1.8	0.0
Total Equity & Liabilities	2,206.8	1,824.7	1,523.5	1,347.6

HISTORICAL CASH FLOW

Particulars (Rs. Crs.)	Sep-22	FY22	FY21	FY20
Net Profit Before Tax	87.5	139.8	79.6	112.2
Adjustments for: Non -Cash Items / Other Investment or Financial Items	84.0	12.8	50.8	7.4
Operating profit before working capital changes	171.4	152.6	130.4	119.6
Changes in working capital	-141.8	6.6	-46.3	-46.9
Cash generated from Operations	29.6	159.2	84.1	78.7
Direct taxes paid (net of refund)	-23.6	37.6	20.1	42.8
Net Cash from Operating Activities	6.0	121.6	64.0	36.0
Net Cash from Investing Activities	-220.3	-67.9	-59.9	-70.3
Net Cash from Financing Activities	212.8	-54.4	-56.1	70.6
Net Decrease in Cash and Cash equivalents	-1.5	-0.6	-52.1	36.3
Add: Cash & Cash equivalents at the beginning of the period	34.4	35.0	87.1	50.8
Cash & Cash equivalents at the end of the period	32.9	34.4	35.0	87.1



IPO in October 2022

- ✓ **Company raised Rs. 500 Cr via fresh issue of shares**
- ✓ **Objects of the issue**
 - Funding of capital expenditure for expansion and opening of stores and warehouses
 - Funding incremental working capital requirements
 - Repayment/prepayment, in full or in part, of all or certain borrowings availed by our company
 - General corporate purposes

KEY TAKEAWAYS



OVER 4 DECADES
OF **LEGACY**
— THAT'S ICONIC —

BAJAJ
ELECTRONICS

THANK YOU

Company: Electronics Mart India Limited

CIN: L52605TG2018PLC126593



Mr. Premchand Devarakonda (CFO)

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Investor Relations: Strategic Growth Advisors (SGA)

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