



VIAAN INDUSTRIES LTD

(Formerly known as Hindusthan Safety Glass Industries Ltd.)

25/04/2017

To,

BSE Limited

The Corporate Relationship Department

P.J. Towers, 1st Floor,

Dalal Street,

Mumbai – 400001

Ref: **Viaan Industries Limited (Script Code: 537524)**

Sub: **Presentation for Valuable Investors of the Company.**

Dear Sir,

We hereby enclose, Presentation on Potential Business and Future Prospect of the Company for our Valuable Investors.

Kindly note the aforementioned.

For **Viaan Industries Limited**



Mr. Darshit Indrayadan Shah

Director and CFO

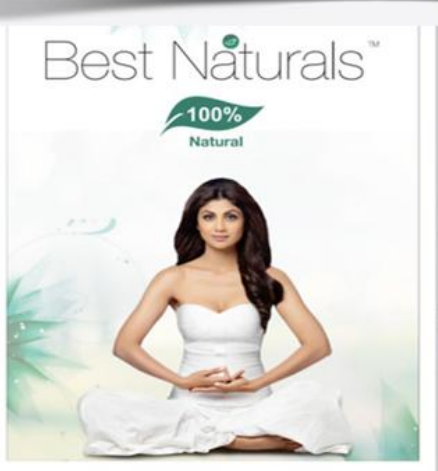
DIN No. 06614591



Viaan Industries Limited

Investor Presentation

April 2017





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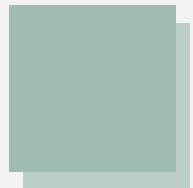
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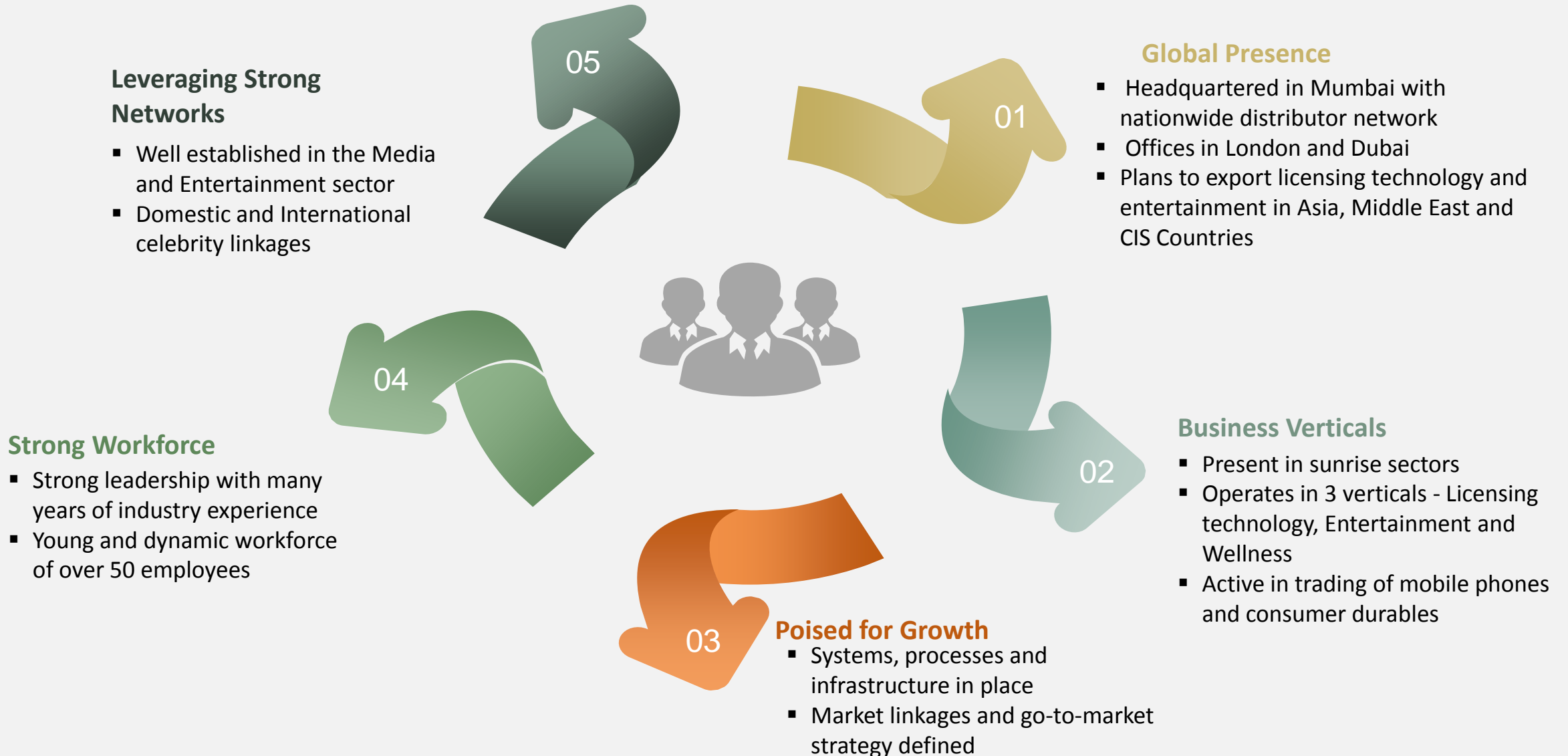
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Way Ahead

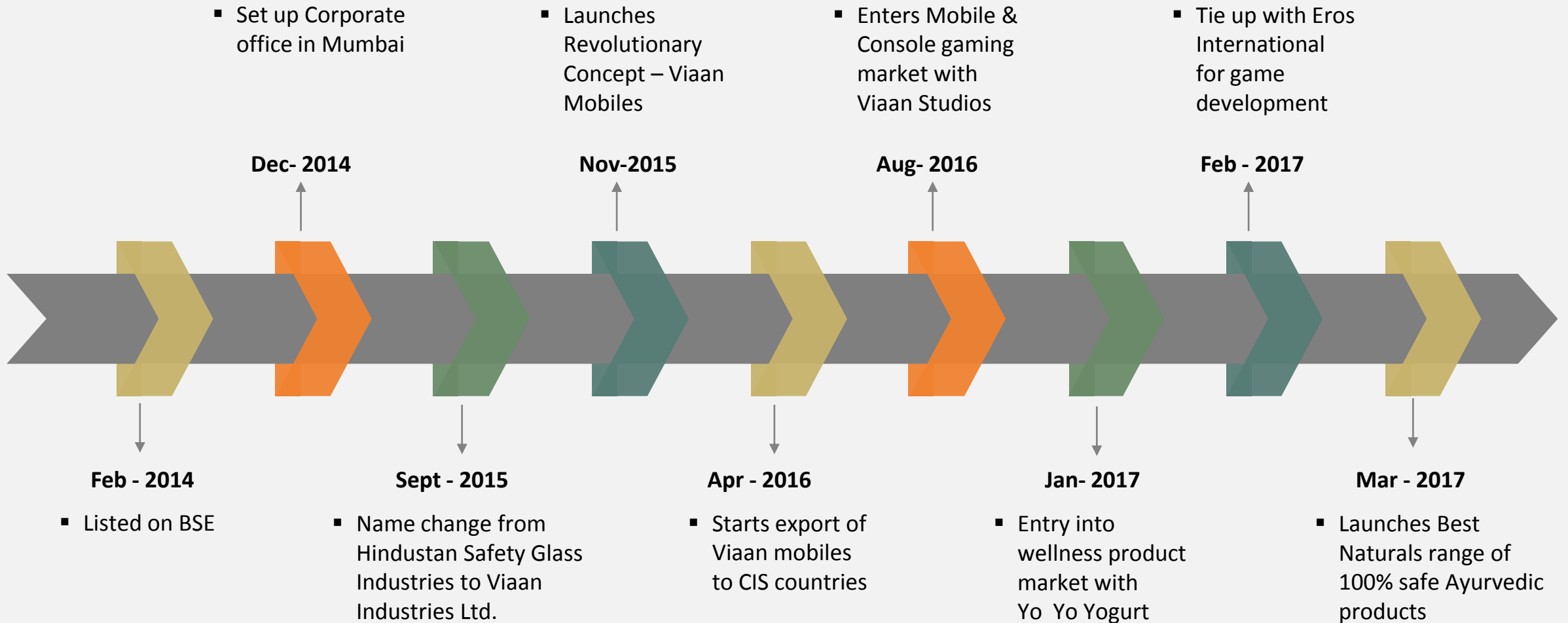


Company Overview

Company Overview



Journey So Far



Key Management Team



RAJ KUNDRA

Managing Director

Over 20 years of experience in mobile phones, mining, real estate, renewable energy, entertainment, hospitality and precious metal trading



SHILPA SHETTY

Chairperson

Bollywood actor & Entrepreneur. Launched multiple successful brands in India



DARSHIT SHAH

CFO/Executive Director

MBA Finance with over 5 years of experience in portfolio Investments, precious metal trading



NAZAR ABBAS

Content Head

Wearer of many hats. Over 15 years of media experience in content and direction. Has worked in advertising, film and television



NANDAN MISHRA

Independent Director

Retired Chief Commissioner of Income Tax. Over 36 years of experience in Indian revenue service



PRADIP SHAH

Independent Director

Managing Director of Manugraph India limited (BSE listed)



M K WADHWA

Independent Director

A Science graduate and a CA. Served in the past as a professional in NTC in a senior position

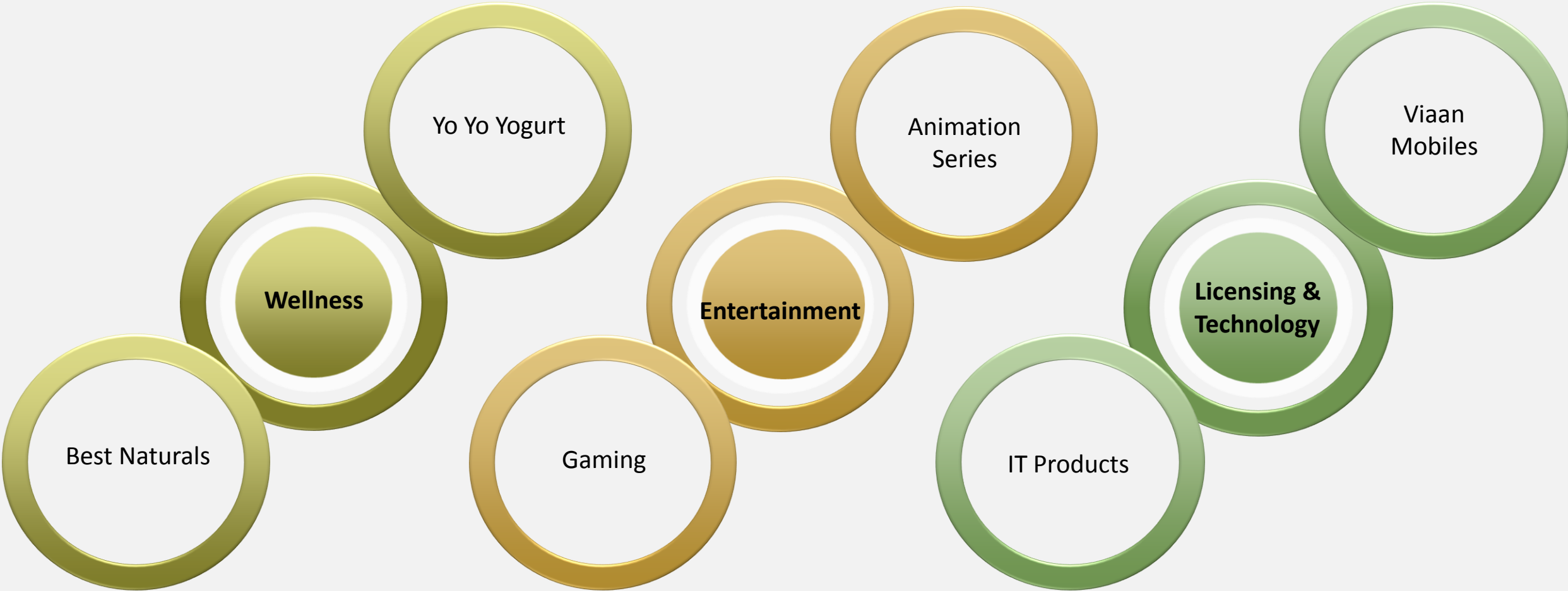
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 100%
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No Side Effects



Business Overview

Business Verticals



Wellness



Best Naturals



Best Naturals - Unique Blend Of Ayurveda & Astrology

- 100% natural & ayurvedic products
- Portfolio focuses on life style management
- Managing Diabetes, Joint Pain, Weight, Hair growth, Immunity & Natural Sugar substitute
- Invitation based Direct Selling Model
- To establish a network of 10,000 distributors in FY18

Yo Yo Yogurt



YO YO Yogurt – Extra smooth & Creamy Tastes

- Over 15 YO YO Outlets offering over 15 flavours
- Highest quality, natural ingredients imported from USA
- Strong marketing strategy spearheaded by Mrs Shilpa Shetty Kundra
- Targeted at a growing, health conscious population

Gaming & Animation



- IP based quality games for mobiles, PC & consoles
- State-of-art production facility with in-house studio, motion capture, music & dubbing
- Strong creative talent pool Of 30+ developers
- Robust revenue model leveraging partnerships in areas of game development, publishing and distribution
- Project Pipeline – Animation series & movies, series based game



SURVIVAL BLOCK - Zombie based Strategy Game for both Mobile & PC



SOUL-MATE - Celebrity based game for mobiles



SNIFF – Movie based for Mobile



TAG FIGHT – Action based for Console & PC



Ali Baba-Fresh take on an age old story



- **Viaan** Studios to launch an in-house IP and content driven animation series
- Adventures of Ali Baba is a 3D high end animation series made for the worldwide market
- Additional revenues generated through - merchandising and licensing

Concept

- The adventures of Ali Baba is a children's TV series based on two orphaned boys with special powers Ali and Baba born to protect the secrets of the dungeons under the care home

Stage 1

- Expected release date Q3 2017
- Will be an episode driven animated TV Series
- 13 Episodes per season

Stage 2

- Animated movie & game
- International market release

Licensing Technology



- Value for money product offerings
- Products ranging from feature phones to hi-tech smart phones
- Strong tie-ups with leading manufacturers for technology import & distribution
- Increasing domestic presence and expand to new geographies in Middle East, Asia and CIS Countries

Key Strengths

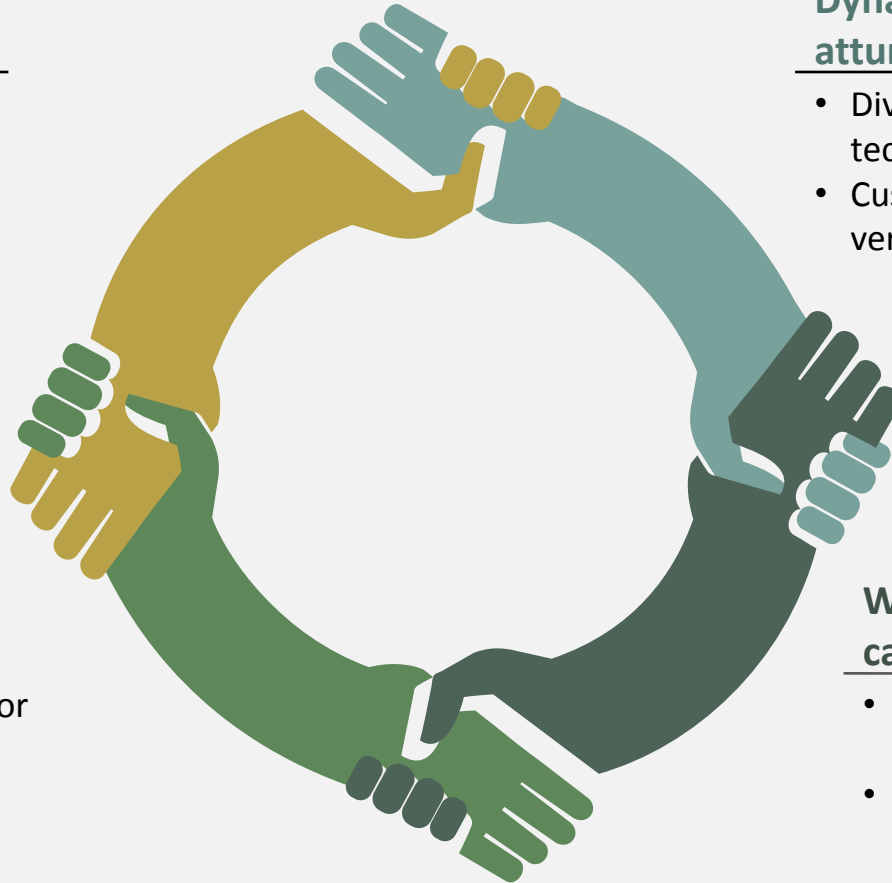


Impeccable business acumen and brand power

- Suite of wellness and technology products
- Strong recognition in business segments

Established media presence

- Easy access to celebrity network for marketing and brand initiatives
- Access to entertainment licensing across the globe



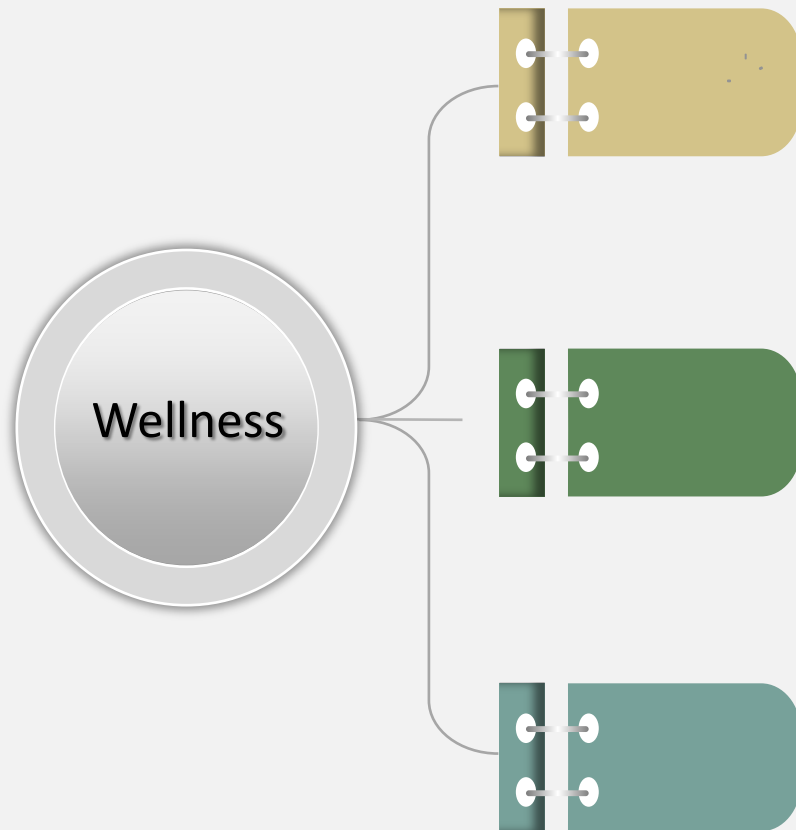
Dynamic and experienced leadership attuned to new business opportunities

- Diversified offerings across wellness, technology and gaming & animation
- Customized go-to-market strategy for each vertical

Wide array of gaming and animation catering to a variety of demographics

- Tailor-made for today's social media-integrated platforms
- Edge over new entrants with seasoned media professionals at the helm





Industry Opportunity

- Includes five major sub segments - beauty care, nutrition care, fitness centers, alternative treatments, therapy and rejuvenation
 - ~INR 850 billion industry size during FY15
- Expected to grow at a CAGR of ~12% for the next 3 years and reach ~INR 1500 billion crores by FY20
 - Bolstered by increasing awareness, push from the insurance industry and government
- Nutraceuticals industry ~INR 150 billion and expected to grow at 20% and reach INR 400 billion by 2020
 - Three segments – dietary supplements, functional foods and functional beverages

Rising Demand

- Significant scope for penetration - areas like nutrition, rejuvenation and fitness
- Driving forces - lifestyle diseases, increasing stress levels and blurring of gender boundaries
- Increasing urbanization supported by huge influx of new products and service providers across all segments

Government initiatives to promote the wellness industry

- Initiatives ranging from "Make in India" to "International Yoga Day"
- FSSAI regulations – Nutraceuticals to bring in transparency and improve quality of various nutritional care products
- Ministry of AYUSH set up in 2014



Entertainment – Indian Gaming Industry

Bright Future

- World's largest youth population, 2/3rd below 35 years
- Media & Entertainment sector to grow at CAGR (2014-2019) 13.9% (almost double global growth)
- ~9% revenues from domestic market; foreign developers and games dominate app store rankings
- Apple and Google lowering minimum price for apps and in-app purchases in India
- Expect more Indian companies to focus on local markets

Emerging Trends: Localization & Virtual Reality

- 24% of developers see localization and virtual reality as emerging trends
- Gamers have relatively high tolerance for in-game advertisements and prefer free games
- ARPU far lower than global average

Mobile

- ~ 40- 50 mn people play games on smart phones and & feature phones; growing rapidly at CAGR of 40- 50%
- Mobile gaming revenues estimated at USD 150 mn - across all revenue models including premium, freemium and ad supported
- Most industry players awaiting integration of mobile carrier billing - expected to grow revenues exponentially

PC / Web gaming

- ~10 mn PCs sold every year - 50% sold to Businesses/ Corporates, 50% to home consumers
- Overall "active" installed base estimated at 50 mn PCs
- ~ 17 mn number of wired broadband connections
- ~ 300k – 500k 'high-end gaming' PCs and laptops & ~100,000 high-end graphics cards being sold per annum
- ~5-7mn PC gamers; ~ 1 – 1.5mn "hard core gamers"

Opportunities

- One of fastest growing game markets globally - delivering more and more opportunities for new and existing developers
- mobile developers can target wider audience and acquire new paying users with the new app min
- International companies to increase their effort in India, providing push on local industry



Entertainment – Indian Animation Industry

Animation Business Models

- Animation outsourcing & co-production
- Animation Production and IP creation – films, television, digital platforms, branding & merchandising

Fast growing animation industry

- Among largest broadcasting industries in the world - ~892 private satellite television channels
- Total subscriber base for television industry – expected to increase to 187 million by 2019 from 175 million in 2015
- Television is one of the largest consumers of animation content created
- Animation & VFX industry estimated to grow at a CAGR of 16.7% during 2016-20 & reach to about INR 114 billion by the end of 2020

Rising Demand

- Higher demand for aspirational products & services on account of
 - Rising incomes & evolving lifestyles
 - Higher penetration & a rapidly growing young population
 - Increased usage of 3G, 4G & portable devices would augment demand
- Growth in international animation films, especially 3D productions and the subsequent work for Indian production
- Surge in 3D/HD animated movies in theatres
- Use of animation and VFX in TV, advertising and gaming
- Growing outsourcing of VFX and gaming to India due to cost effectiveness of Indian players

Policy Support

- 100% FDI allowed in the sector through automatic route provided it is in compliance with RBI guidelines
- National Film Policy to tap potential of film sector (mainly for the animation segment)
- Incentives provided by state governments for units in SEZ, as specified in 'Union Budget 2016' – e.g. Visual effects community in Bangalore



VIAAN INDUSTRIES LTD.



Consolidated Profitability Highlights

Rs. mn	9MFY17	FY16	FY15
Income from operations	810.25	327.06	-
Other Income	3.61	2.57	3.35
Total Income	813.86	329.62	3.35
Raw Materials	717.58	303.98	-
Employee Cost	18.86	8.78	0.24
Other Cost	19.39	15.80	2.33
Total Operating Expenditure	755.83	328.57	2.57
EBITDA	58.03	1.05	0.78
EBIDTA margin (%)	7.13%	0.32%	23.3%
Interest	0.38	0.26	-
Depreciation	2.11	0.57	0.09
Profit Before Tax	55.55	0.20	0.50
Tax	0.08	0.09	0.20
Profit After Tax	55.47	0.11	0.30
PAT Margin (%)	6.82%	0.03%	9.0%



Consolidated Balance Sheet Highlights

Rs. mn	9MFY17	Mar-16	Mar-15
Shareholder's Funds	184.39	129.19	29.08
Share capital	106.52	35.55	30.55
Reserves & Surplus	77.87	93.64	-1.47
Non-current liabilities	0.00	0.00	0.00
Long term borrowings	0.00	0.00	0.00
Defer Tax liabilities	0.00	0.00	0.00
Other Long-Term liabilities	0.00	0.00	0.00
Long-Term Provisions	0.00	0.00	0.00
Current liabilities	131.7	90.52	0.63
Short Term Borrowings	5.14	8.00	0.00
Trade Payables	110.04	64.93	0.00
Other Current liabilities	16.04	16.96	0.13
Short-term provisions	0.48	0.63	0.50
Total Equities & Liabilities	316.09	219.71	29.71

Rs. mn	9MFY17	Mar-16	Mar-15
Non-current assets	7.07	4.31	3.15
Fixed assets	3.72	2.61	1.40
Non-current Investments	2.48	1.57	0.45
Deferred Tax Assets/ (Liability)	0.20	0.07	0.00
Other non-current assets	0.67	0.06	1.30
Current assets	309.02	215.40	26.56
Current investments	9.28	9.28	23.08
Inventories	3.55	0.00	0.00
Trade receivables	175.2	80.20	1.77
Cash & Cash equivalents	1.64	18.99	1.16
Short-term loans & Advances	119.35	106.93	0.55
Other Current Assets	0.00	0.00	0.00
Total Assets	316.09	219.71	29.71

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100%
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Way forward...



Major growth potential exists in domestic and international markets across business verticals

01

Expanding wellness product portfolio and customer base through targeted marketing initiatives

02

Association with vendors to trade through the Company platform focused at untapped markets in Tier II & Tier III towns/cities

03

Partnerships with leading media and entertainment channels for gaming & animation content

04

Tie - up with various platforms to market technology product portfolio

05

Substantial turnover in the coming year from Middle East, Europe and CIS countries

Thank You



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Bloomberg VIN:IN

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