



31st August, 2016

Ref: OK/BSE/2016-17/

To,
The DCS-CRD,
Department of Corporate Services,
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai -400001

SCRIP CODE: 526415

Sub: Schedule of Investor meet and presentation

Dear Sir,

In pursuance of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, We are forwarding copy of presentation to be made to analysts and institutional investors on 1st September, 2016.

This is for your information and dissemination.

Thanking you,

Yours faithfully,
For OK PLAY INDIA LIMITED

For OK PLAY INDIA LTD.


TRILOKI NATH VERMA
(COMPANY SECRETARY)

OK PLAY INDIA LIMITED

Corporate Office: 124, New Manglapuri, Mehrauli, New Delhi-110030 Tel: +91-11-46190000, Fax: +91-11-46190090
Registered office: Plot No.17-18, Roz-Ka-Meo Industrial Estate, Tehsil Nuh, District Mewat-122103,
Tel-0124-2362335-36 Fax-0124-2362326 CIN- L28219HR1988PLC030347
Website: www.okplay.co.in, www.okplay.in Email: info@okplay.in



Corporate Presentation

OK Play India Limited

OVERVIEW



INCORPORATION:	Incorporated in 1989	PLANT 1:	Sipcot Industrial Complex, Phase 2, Ranipet, Tamil Nadu.
BUSINESS:	Manufacturers of next generation plastic moulded automotive components.	PLANT 2:	Roj Ka Meo Industrial Estate Mewat Haryana
LISTING STATUS:	Listed on BSE (OKPLA 526415)	HEAD OFFICE:	124, New Manglapuri, Mehrauli, New Delhi, 110030
PROMOTERS HOLDING:	60.53% (As of 30 th June 2016)		

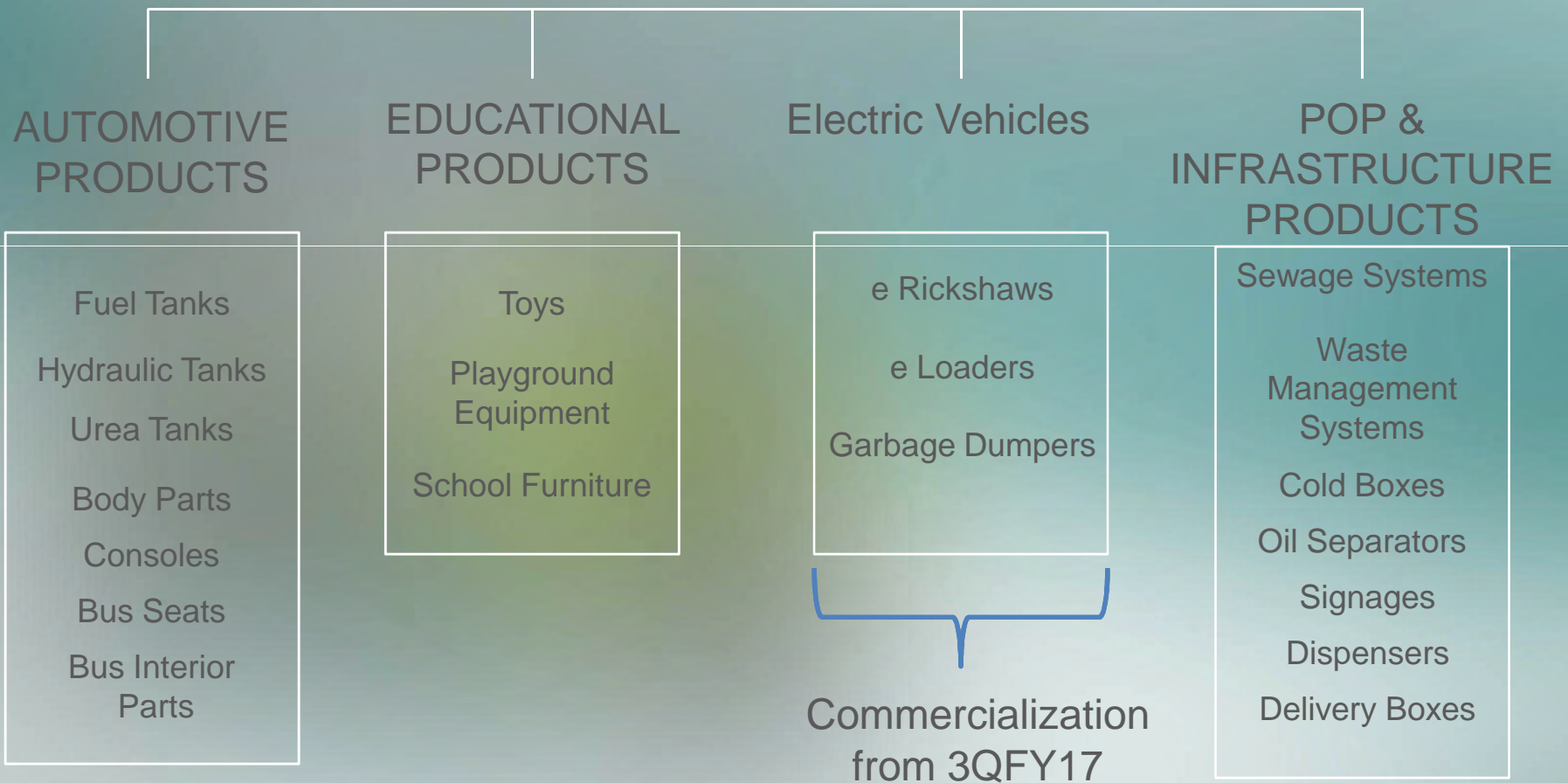
PRODUCT CATEGORIES:	<ul style="list-style-type: none">✓ Automotive parts like Fuel Tanks, Ad Blue Tanks, De-aeration Tanks Hydraulic Tanks, Seating Systems Roofs, Body Parts, Cabin Parts✓ Toys, Playground Equipment, Furniture✓ Electric Vehicles
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TECHNICAL KNOW HOW:	OK PLAY had a three year technical collaboration agreement with Solar Plastics Inc. a leading roto-moulding US company for technical know how and assistance from 2007 till 2010.
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BUSINESS VERTICALS



OK PLAY INDIA LIMITED



Automotive Products



- ✓ Automotive products vertical supplies high strength plastic parts to leading automobile OEMs in the country.
- ✓ Product range includes fuel tanks, bus seats, body parts, body interior parts, consoles etc.
- ✓ Supplies to marquee clients like Ashok Leyland, Tata Motors, VECV etc
- ✓ Deadline for implementation of Euro 4 norms in April 2017 will drive demand for plastic fuel tanks.
- ✓ Automotive vertical contributed xx% to the topline during FY16.

Educational Products



- ✓ Educational products vertical design, manufacture and sells toys, playground equipments and school furniture.
- ✓ Product range includes attractive products for all age group of children.
- ✓ In process to tie-up with world's leading brands for exclusive launch in India.
- ✓ Educational Products vertical contributed xx% to the topline during FY16.

POP & INFRASTRUCTURE PRODUCTS



- ✓ POP and Infrastructure products vertical design, manufacture and sells various products such as sewage systems, waste management systems, cold boxes, oil separators, signages, dispensers and delivery boxes.
- ✓ Caters to the customised needs of customers.
- ✓ Has designed and delivered products for customers like Airtel, Motorola, Cream Bell, etc
- ✓ Opportunity based business and hence contribution from this segment is lumpy.

Electric Vehicles - NEW VERTICAL



The E Rickshaws caught the attention of the company when Chinese made models made foray into India without any regulations. These were banned due to lack of safety of the common man.

With our Prime Minister's 'MAKE IN INDIA' initiative and our Government's strong focus on the E Rickshaw, the company decided to design and develop the next generation plastic body E Rickshaw as well as other variants.

It took the company almost three years of concentrated work in designing and getting developed the several parts required from the approved automotive vendors.

The result was a well designed product which overcomes the weaknesses of the existing Chinese variant. Likely commercial launch in 3QFY17.

The company used its extensive skills in Roto-moulding to design and produce a world class product having several advantages over the conventional E Rickshaws plying in the market.

E -Rickshaw – Change in Regulations



- The Motor Vehicle Act 1989 was amended in March 2015 to incorporate the E-Rickshaw as a vehicle under the act.
- The 3 wheeled E Rickshaw would have a carrying capacity of 4 passengers and a driver. A maximum of 40 kgs. of baggage would be permitted. The maximum speed of the E Rickshaw would be limited to 25Kms./hr.
- ARAI / ICAT certification would be mandatory to meet the specifications notified. Post this, the E-Rickshaw needs to be registered with state RTOs.
- The driver would be issued a driving license after being suitably qualified for the same.
- The Government of India has announced the Mudra scheme which provides loan at subsidised rates of interest to enable self employment.
- Special care has been taken to ensure non cartelisation of E-Rickshaws.
- RTOs have already started E-Rickshaw registrations.

E-Rickshaw Market – Current Scenario



- At present almost 600,000 E-Rickshaws are estimated to be plying in 6 states (NCR, UP, Bihar, Tripura, West Bengal and Orissa).
- As per the survey conducted by various agencies, the E Rickshaw owners have seen significant jump in their income levels. About 39% drivers were unemployed before the E-Rickshaw came into their life.
- Unorganized sector (predominantly imported CKD kits from China) had been prominent before the Motor Vehicle Act was amended.
- Now players in the organized sector are coming in the fray.

E-Rickshaw Market – Demand Drivers



There are three main demand drivers:

Retail Sales

- There are about 20 million cycle rickshaws and 7.5 million auto rickshaws in India.
- Retail demand shall come from cycle rickshaw puller, rented auto – rickshaw drivers, daily wagers, drivers, semi-skilled labour with down payment in hand.

Institutional Sales

- Township Builders
- Hospitality Chain
- Universities
- Large BPO and IT company campuses
- Large Factories
- Mines
- Petrochemical Plants
- Metro Basements
- Exhibition Grounds, Marts

Government Orders

- UP Government has placed an order for supply of 27000 E Rickshaws.
- Punjab Government has placed an order of 7000 E Rickshaws..
- Haryana Government has distributed 50 E Rickshaws in each district last year as a pilot project.
- Metro Projects are under way in more than 30 cities in India. These are huge potential area at each station.

Industry Potential for E-Rickshaw in India



3Ws on Indian Roads

10 mn Cycle Rickshaws
+ 7.5 mn Auto Rickshaws



Conversion Ratio

Assuming, only 50% of Cycle Rickshaws = 5 mn cycle rickshaws



Price per vehicle

Price per vehicle varies between Rs 1.0 – 1.25 lakhs.
Conservatively assuming price of = Rs 1 lakh/vehicle



Potential Market Size

Rs 500 bn

Huge Pie; Potential for multiple players to survive

Comparative Economics



- ✓ A set of four batteries costs Rs. 12,000/- (net of scrap value) and lasts for 9 months.
- ✓ Hence, the capital expenditure is Rs. 44/- per day.
- ✓ One charge can run for about 70 kms.
- ✓ Auto-rickshaws have a very high maintenance cost.
- ✓ The cycle-rickshaw is low on maintenance but makes limited economic contribution to the owner.

Particulars	Auto	E-Rickshaw	Cycle-Rickshaw
Average kms/trip	6	4	1
No. of trips/day	12	20	15
No of passengers	1	4	1
Revenue/trip	100	60	20
Cost/kms	3	0.7	0
Contribution/trip (INR)	82	57.2	20
Finance cost (INR/day)	64	32	0
Contribution/Day (INR)	920	1112	300

- ✓ Amongst the three last-mile connectivity options, the E-Rickshaw makes the highest economic contribution to its owner.
- ✓ It is the most convenient and economical option for the passengers as well.

Government Support



- NEMMP 2020 and FAME – INDIA schemes shows that the Central Government is committed to support the nascent industry for long term, implying certainty for all stakeholders.
- The E Rickshaws are now eligible for funding at concessional rate of interest under the Mudra scheme.
- The Central Government has reduced Central Excise to 6% on E Rickshaws.
- The Delhi Government has announced a subsidy of Rs. 15000 per E Rickshaw.
- The Maharashtra Government has waived Registration charges on E -Rickshaws.
- Several State Governments have waived VAT on E Rickshaws.
- Several State Governments have reduced VAT as well as Road Tax on the E Rickshaws.
- Gradually, all State Governments are moving towards zero VAT and Road Tax.

eRAAJA™: OK PLAY'S eRICKSHAW



Technical Specifications



- Dimensions: 2800*1000*1800 mm
- Motor: 48V, 850W, BLDC Motor
- Battery: 100 AH * 4
- Battery Charger: SMPS based pipe, external – 14 amp
- Range per charge: 80-100 KM
- Max Speed: 24 KM/Hr
- Shocker: Telescopic with Anti roll bars
- Controller: DC Brushless, 24 Tubes, 48V, 38 amp
- Wheel Size: 12" Tyre size 3.00*12"
- Brake: Drum brake as well as Hydraulic with disc, foot operated
- Total Weight: Approximately 320 Kgs
- Load Capacity: 700 Kgs

e RAAJA™: our USP over the Competition

Details	Advantage
Full Plastic Body	No sharp edges, hence comfortable for the passengers
	Rust free
	Aesthetically designed. Various colour variants available
	Light -weight, hence has a higher efficiency
	Maintenance free
	UV stable light fast plastic ensuring long life
Disc Braking System (optional)	Enhances the safety factor of the vehicle
Other Design Features	Latest generation zero maintenance seats, comfortable leg-room, vinyl flooring
	Ergonomically designed for comfort. Smooth functioning
	Large advertisement area for revenue
Indigenously made	75-80% of components are indigenously sourced as against the competitors strategy of importing more than 90% of components.

E RAAJA™: Offers Single Window Solution

For Buyers

OK Play is poised to position itself as a single window solution provider for last mile connectivity with the following bundle of services :

- An e RAAJA™ customer is anyone at the stage of 'thinking of buying an E Rickshaw'. The company has special teams for facilitating the incumbent get a learner's license, police verification and completion of badge formalities.
- The company has an exclusive tie-up with Crossroads for on-road breakdown services all over India for the e RAAJA™.
- The company has tied up with IFFCO-TOKIO for insurance of the e RAAJA™ through terminals placed in all the dealer showrooms.
- The company has a dedicated team to facilitate RTO clearance for the e RAAJA™.
- The company has tied up with some PSU banks for financing of the e RAAJA™'s under the MUDRA scheme.

Design and R&D Capability



- Our Design team comes with
 - 15 years of Indian and International experience
 - Won 7 International Design Awards from Chicago and Germany
 - Have designed more than 200 products (successfully manufactured and sold)
- Our R&D Team comes with
 - 20 years of domestic and International experience.
 - Technical strength in electric design, mechanical and structural development.
 - A few key members have filed for individual patents that are pending approval.

New Products in Pipeline



Recognizing the latent need of the market, the following models are in the pipeline:

- An E Rickshaw with a windshield and other variants to protect against the weather.
- A two passenger seating version of the E Rickshaw has been designed and is in proto typing stage.
- For Swachh Bharat Abhiyan, an E Garbage Collector has been designed and is in the proto typing stage.
- Apart from these designs, new batteries are also being tested on the present designs for future use.
- Online charging by using Solar energy is also being evaluated.

Growth Strategy



- Automotive products segment to witness healthy growth, led by fuel tanks, on the back of nearing deadline for Euro 4 norms.
- Educational products business to ramp-up gradually, company launches various international brands in India thru its offline and online sales network.
- With huge untapped potential, E-vehicle will be the primary growth driver for the company in medium to long term.
- Focus on deleveraging of balance sheet.

Management Team



RAJAN HANDA
Managing Director

Engineering graduate from Punjab University.
Promoter of the OK Play group, manages overall affairs.

MAMTA HANDA
Director

Commerce graduate with over 20 years of experience in marketing.

ABHISHEK GOYAL
GM – Business Development

BE + PGDBA (Marketing). Have more than 16 years of experience in marketing, branding, research, project management and IT enabled services.

G WADHAWAN
Vice President – Finance

Chartered Accountant
Over three decades of experience in the field of finance and accounts.

SUDHIR PATRO
Head – Automotive Business

Automobile engineer with an MBA and over two decades of experience in Auto Segment in handling business development and product development.

RISHAB HANDA
Manager - Marketing

Industrial Engineer – Pennsylvania State University. Having vast experience in product design and development.

MRIGENDER SINGH
Plant Head

Science graduate, Post graduate diploma in marketing.
Over fifteen years of experience in marketing & business development.

RAGHAV HANDA
Manager - Operations

Industrial Engineer – Pennsylvania State University. Proficiency in Industrial engineering techniques and methods applicable in all fields in the industry.

RAKESH BHATT
Head – Quality Assurance

B.E.(Mechanical), certified six sigma black belt. Worked as management representative for ISO/TS 16949, EMS & OHSAS. Over fifteen years of experience working with reputed companies like Tata Motors.

Financial Overview



Consolidated Profit & Loss

In Rs million	FY13	FY14	FY15	FY16
Net sales	613	1,097	678	1,064
<i>YoY (%)</i>		<i>79.1</i>	<i>(38.2)</i>	<i>56.9</i>
Total expenses	496	943	785	864
Inc/dec in stock	(5)	(93)	(44)	(68)
Raw material cost	349	713	333	374
Purchase of finished goods	9	77	122	369
Employee Cost	66	91	80	81
Other expenses	78	156	294	107
EBIDTA	116	154	(107)	200
<i>YoY (%)</i>		<i>32.5</i>	<i>(169.5)</i>	<i>286.3</i>
EBIDTA (%)	19.0	14.0	(15.8)	18.8
Depreciation	55	70	38	40
Other income	3	3	223	0
EBIT	64	87	78	160
Interest	69	106	114	137
Extraordinary income/(expenses)	(20)	(35)	(14)	(94)
PBT	(24)	(54)	(51)	(70)
(-) Tax	(2)	35	(17)	(31)
PAT	(22)	(89)	(34)	(40)
Share of Associates	0	0	0	0
MI	(0)	0	0	0
PAT (after MI)	(22)	(89)	(34)	(40)
<i>YoY (%)</i>		<i>300.1</i>	<i>(61.6)</i>	<i>16.3</i>
Adjusted net profit	(4)	(32)	(25)	13
<i>YoY (%)</i>		<i>619.9</i>	<i>(22.1)</i>	<i>153.2</i>

Financial Overview



Consolidated Balance Sheet

In Rs million	FY13	FY14	FY15	FY16
Equity capital	170	171	180	180
Reserves	205	117	108	69
Net worth	374	288	288	249
Total Debt	720	705	853	753
Minority Interest	1	0	0	0
Total liabilities	1,096	993	1,141	1,002
Fixed Assets (incl CWIP)	534	511	525	597
Investments	0	0	0	0
Goodwill	0	33	45	100
Current assets	846	913	894	875
Inventories	200	247	127	304
Debtors	348	280	293	395
Cash	126	77	16	11
Provisions	12	18	17	15
Other current liabilities	271	350	252	435
Net current assets	448	431	538	246
Miscellaneous expenses	113	18	34	60
Total assets	1,096	993	1,141	1,002



THANK YOU