



To,

Listing Manager

The National Stock Exchange of India Ltd.,

Exchange Plaza, Plot No: C/1, G Block,

Bandra Kurla Complex-Bandra(E),

Mumbai - 400 051

The Secretary

BSE Limited

PJ Towers

Dalal Streets

Mumbai- 400001

Scrip Code: 543626

Symbol: EMIL

Series: EQ

ISIN: INE02YR01019

Sub: Investor's Presentation to be held on 10th February 2023.

Dear Sir/Madam,

In pursuance to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith investor presentation for Third Quarter and Nine Months ended 31st December 2022 to be held on 10th February 2023 at 5:00 p.m.. A copy of the said presentation is also being uploaded on the Company's website.

This is for your information and dissemination on respective websites.

Thanking You,

For and on behalf of Electronics Mart India Limited

Rajiv Kumar

Digitally signed by Rajiv Kumar Date: 2023.02.10 16:23:28 +05'30'

Rajiv Kumar

Company Secretary and Compliance Officer

Date: 10th February 2023

Place: Hyderabad







Investor Presentation

February 2023

SAFE HARBOR



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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

ELECTRONICS MART





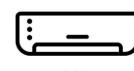




Diversified product offerings from 70+ brands comprising of more than 6,000 SKU across product categories

Brands

70+









TV









SKUs

A/C **Mobile Phones**

Laptop

Washing Machine

Refrigerator

Cooler

Mixer

Long standing relationship with leading consumer brands Market

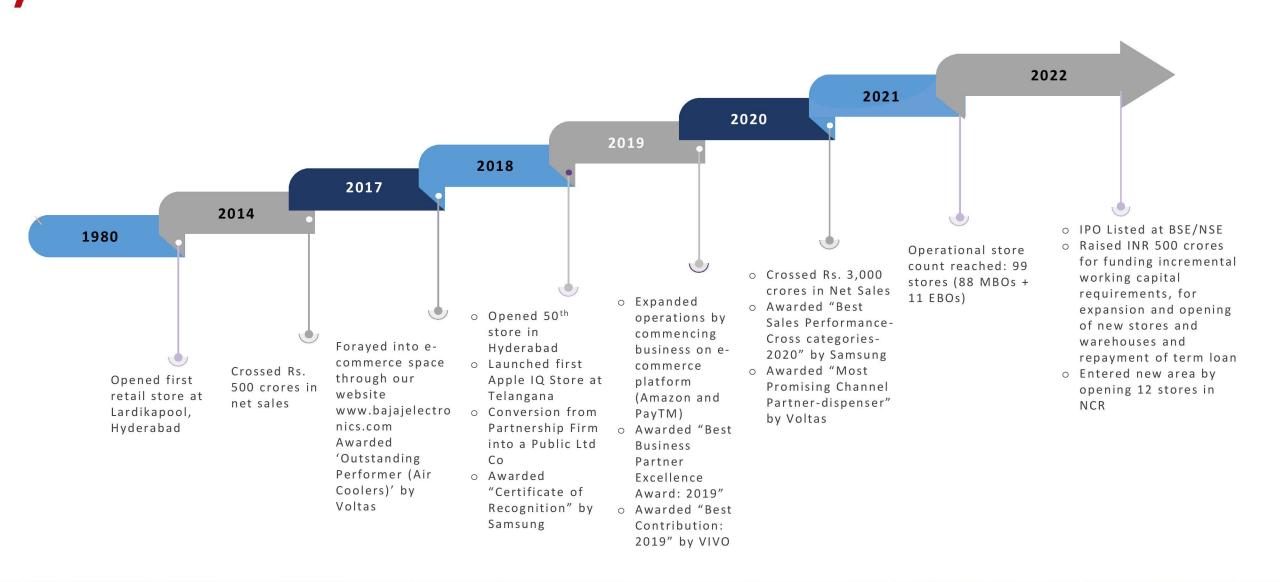
Retail Business Area

1.19 mn. sq. ft.

Market presence and geographic reach with cluster-based expansion

OUR JOURNEY

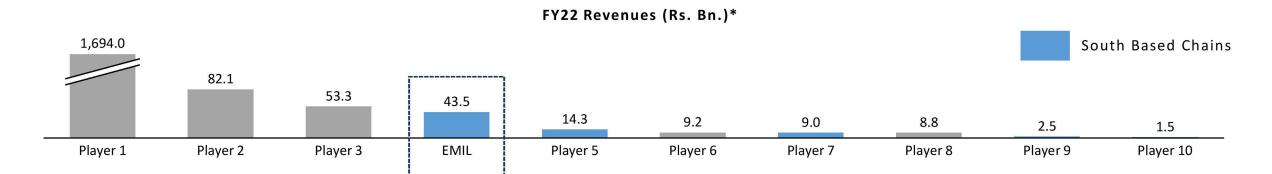




LARGEST ELECTRONICS GOODS RETAILER IN SOUTH INDIA



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

ELECTRONICS MART

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



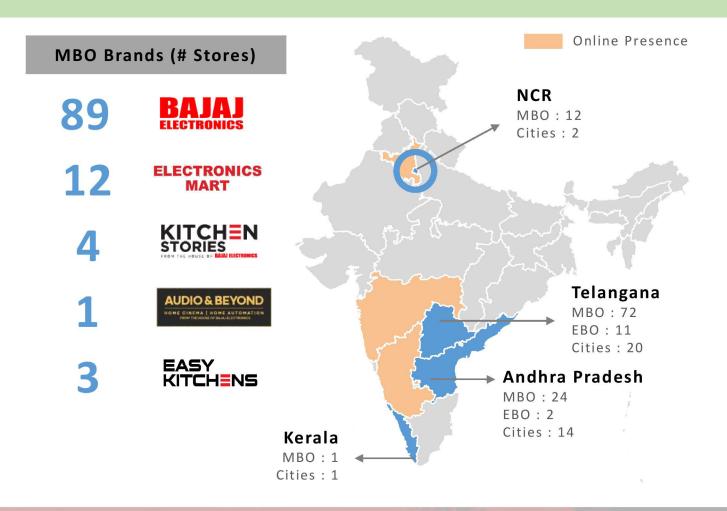
Affordable modular kitchens & built-in kitchen appliances

*Source: MCA Portal

CLUSTER BASED DISTRIBUTION NETWORK



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



Cities States Retail Stores

4 122

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 (#)







109 MBO; 13 EBO

Leased

Owned

POPL

102

12

3

DIVERSIFIED PRODUCT PROFILE COMPRISING OF 6,000+ SKUS

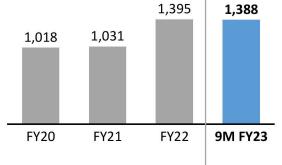


Mobiles

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



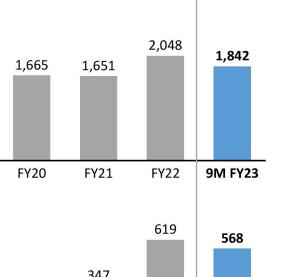
Revenue Split (Q3 FY23)

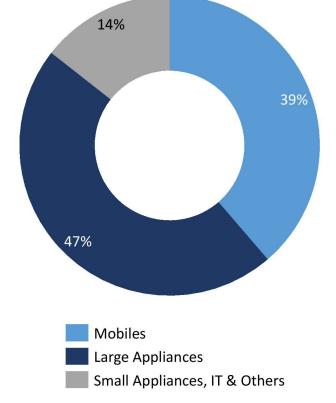
Large **Appliances**

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

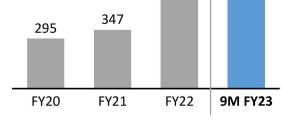




Small Appliances, IT & Others

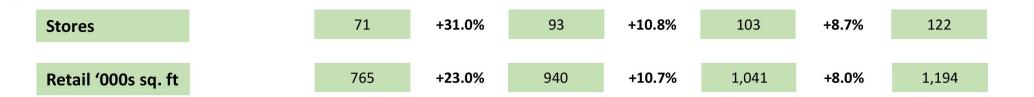
Laptop, Printer, Geyser & Others

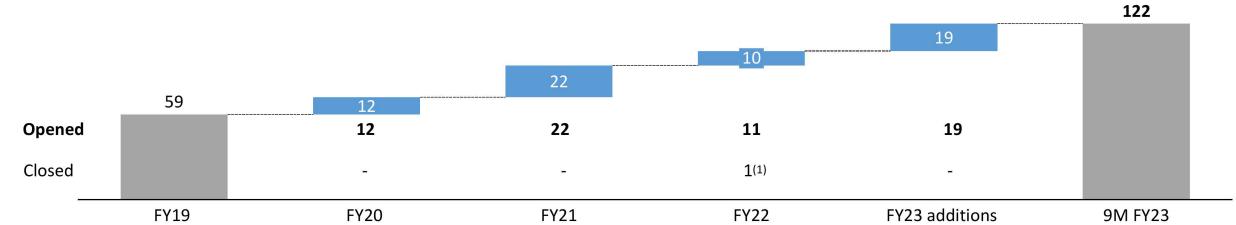
Have relationships with the largest brands in this space - Dell, Sony, Havells, Orient etc



RAPID STORE EXPANSION







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	-	-	1	3
EBOs	8	11	12	13

OUR RETAIL OUTLETS















OUR SPECIALISED RETAIL STORES













STRATEGICALLY LOCATED LOGISTICS AND WAREHOUSING FACILITIES



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

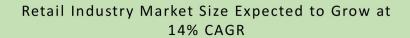


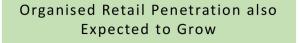
Robust Information Technology System

- ✓ 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

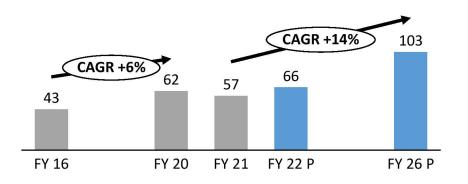
STRONG GROWTH IN ORGANISED BRICK & MORTAR RETAIL

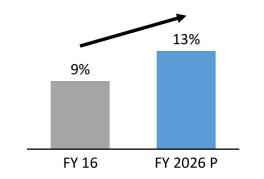


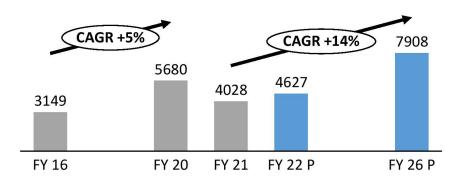




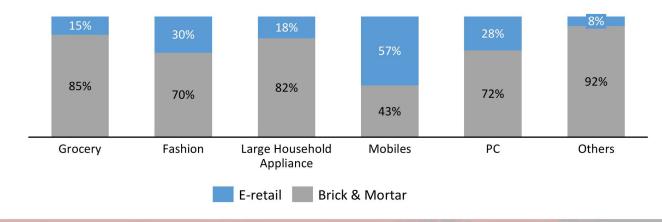








Brick & Mortar continues to dominate the organized retail market



Growth Factors for Organised B&M Retails

- ▼ 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

Source: CRISIL Industry Report

CONTINUED GROWTH MOMENTUM IN CONSUMER DURABLES ACROSS CATEGORIES



India lags global peers in consumer durables penetration

% of households	®				AK	K	
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%

Organised segment outspacing 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

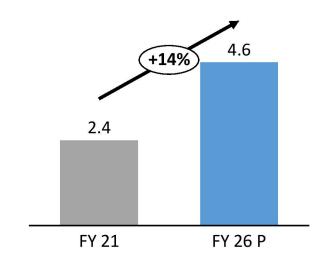


Larger portfolio

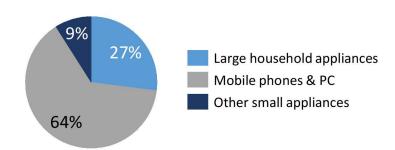


Various financing options

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



Market segmentation of Consumer Durables appliances



Source: CRISIL Industry Report

BOARD OF DIRECTORS





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

















KEY GROWTH STRATEGIES





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

KEY GROWTH STRATEGIES





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



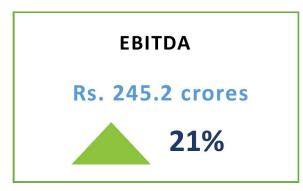
Continuous training of manpower

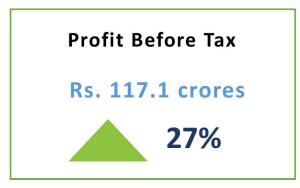
- Aim at identifying fresh talent, training, grooming them and providing opportunities for growth
- Place special emphasis on managing attrition and attracting and retaining our employees
- Further improve our training programmes to develop skill sets to meet customers demands and provide quality customer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

STRONG 9M FY23 PERFORMANCE



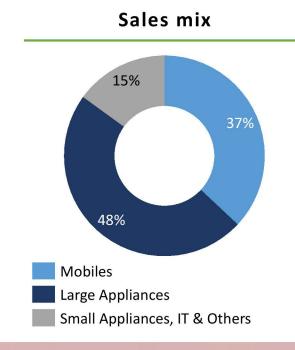




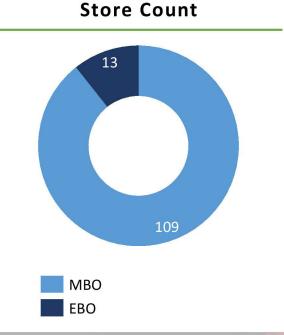




Retail Store Area



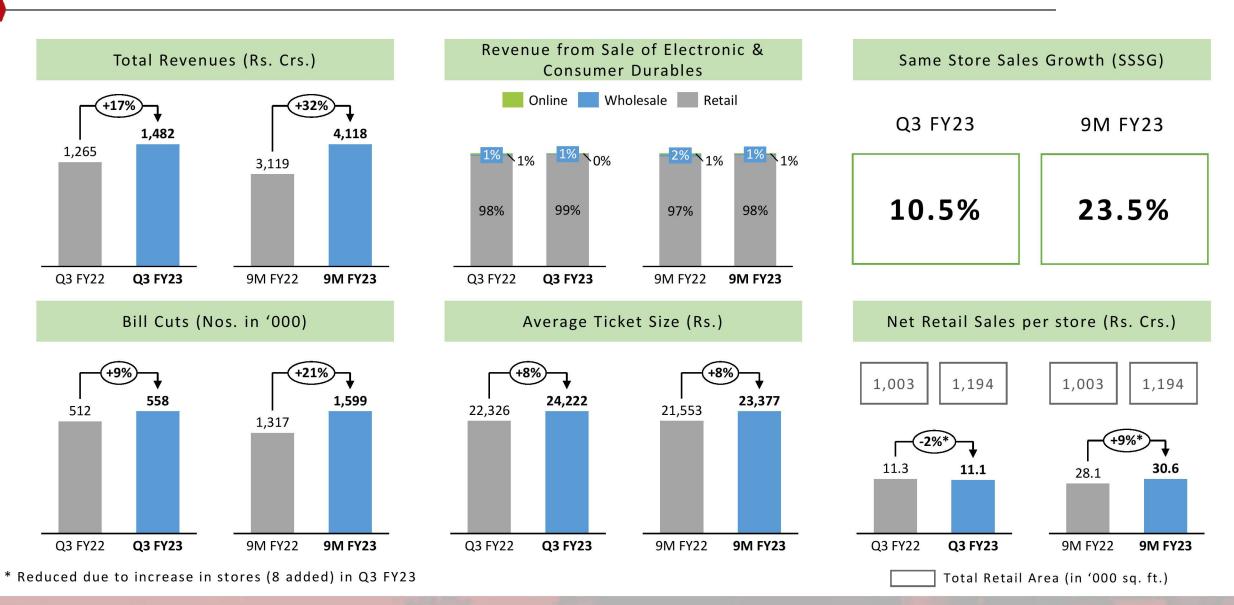




1.19 Mn Sq. Ft. Same Store Sales Growth 23.5%

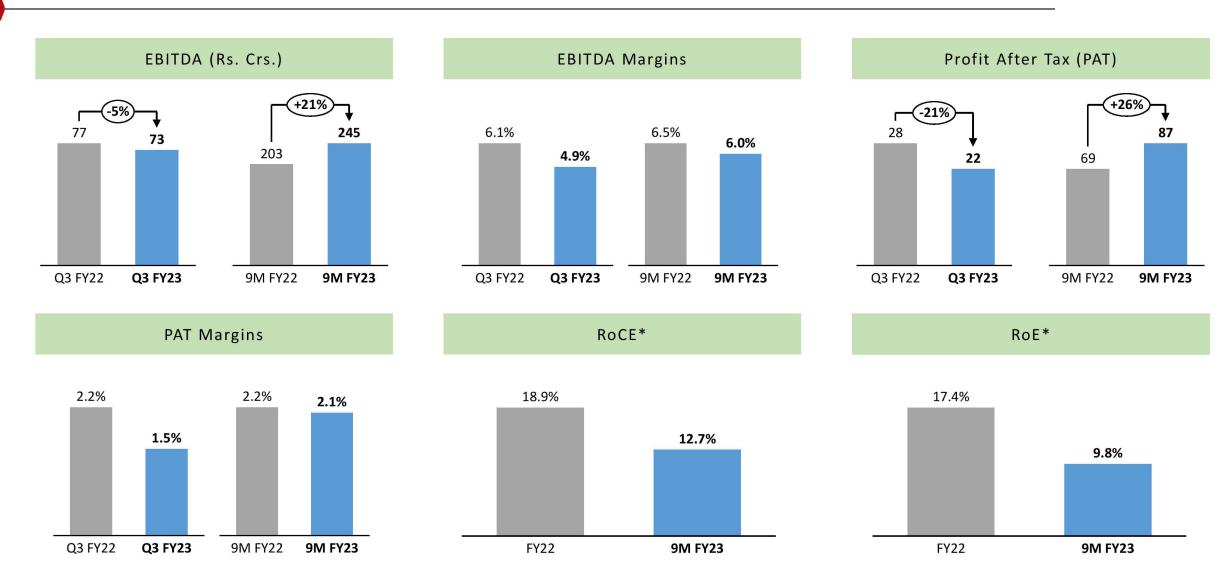
Q3 & 9M FY23 FINANCIAL HIGHLIGHTS





Q3 & 9M FY23 FINANCIAL HIGHLIGHTS





^{*} 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%	
Тах	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



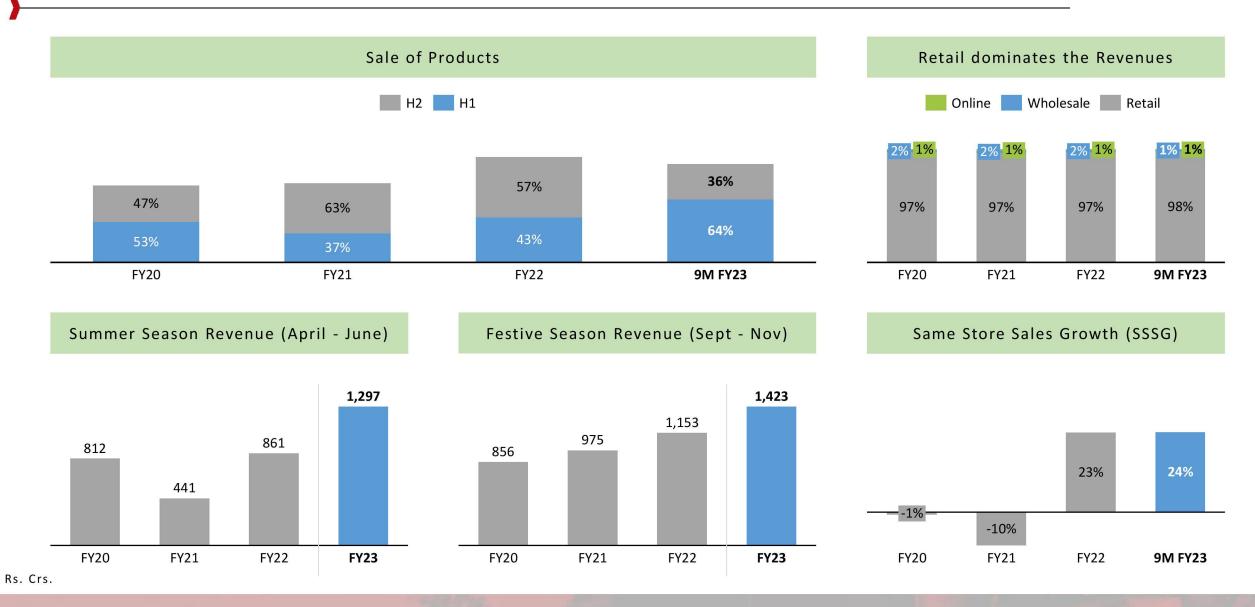
OPERATING INDICATORS





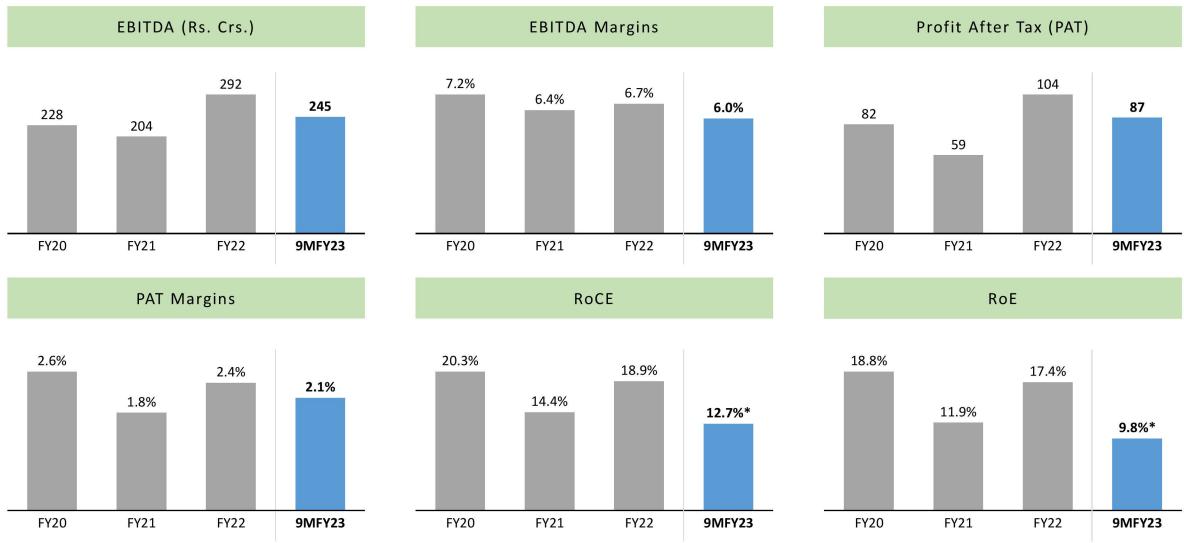
FINANCIAL INDICATORS





FINANCIAL INDICATORS

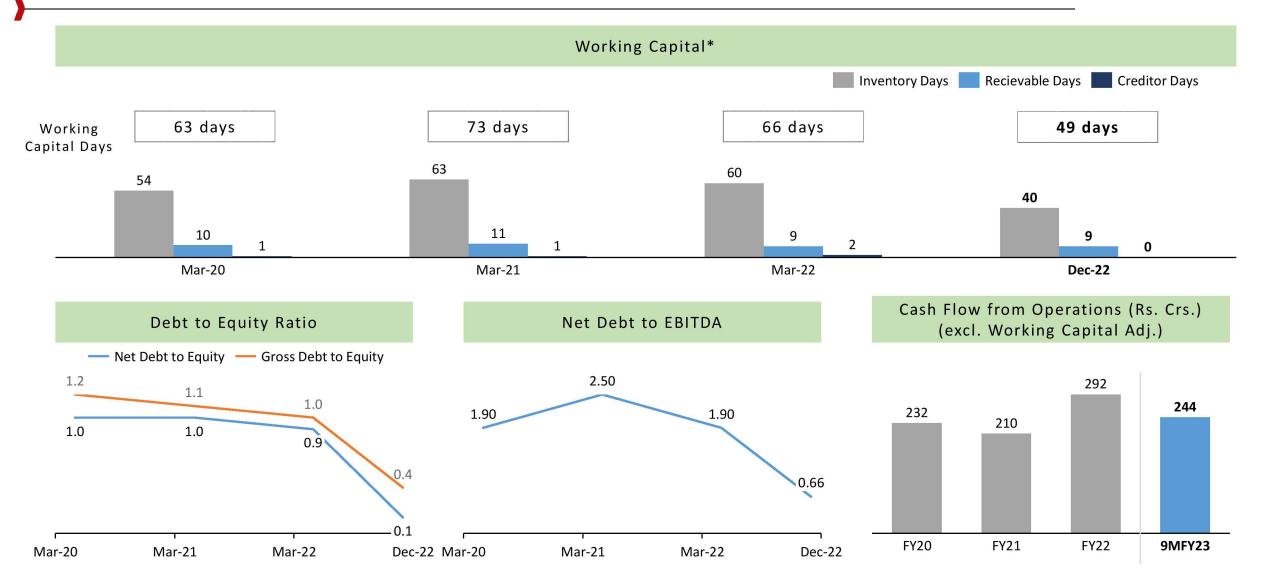




^{*} RoCE & RoE impacted in 9M FY23 due to addition of stores (Numbers for 9M FY23 are Annualised)

STRONG BALANCE SHEET





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