

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
Symbol: EMIL
Series: EQ
ISIN: INE02YR01019

The Secretary
BSE Limited
PJ Towers
Dalal Streets
Mumbai- 400001
Scrip Code: 543626

Sub: Investor's Presentation to be held on 03rd November 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 the Second Quarter and First Half Year ended on 30th September 2023 to be held on 03rd November 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: 2023.11.03
14:32:29 +05'30'

Rajiv Kumar

Company Secretary and Compliance Officer

Date: 03rd November 2023

Place: Hyderabad

SAMSUNG

QLED TV

UHD TV

QLED TV

LG

LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA



Investor Presentation

November 2023

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..... LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA
.....

Q2 & H1 FY24 BUSINESS & FINANCIAL PERFORMANCE

STRONG Q2FY24 PERFORMANCE

Revenue from Operations

Rs. 1,313 crores



EBITDA

Rs. 97 crores



Profit Before Tax

Rs. 50 crores

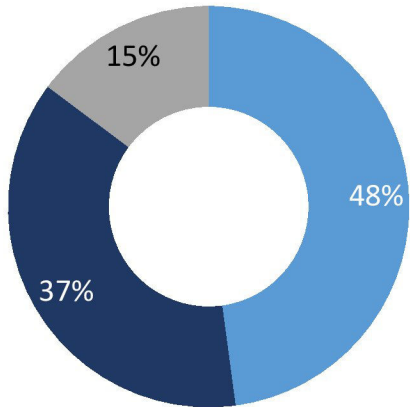


Profit After Tax

Rs. 37 crores

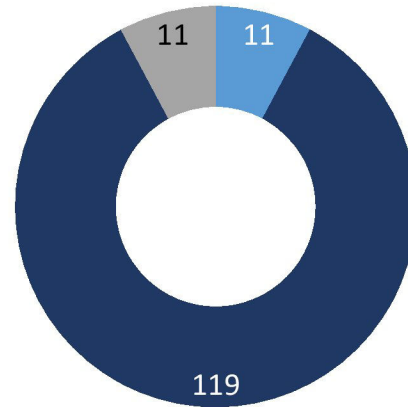


Sales Mix



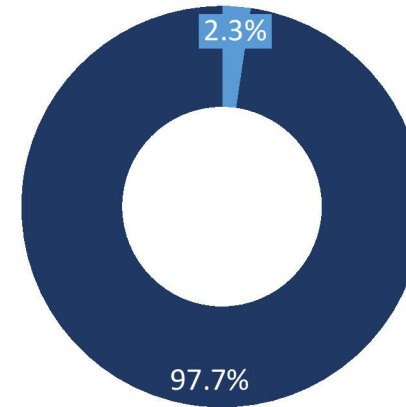
- Mobiles
- Large Appliances
- Small Appliances, IT & Others

Store Ownership



- Owned
- Leased Rental
- POPL

Format wise Retail Sales Mix



- EBO
- MBO

Retail Store Area

1.31 Mn Sq. Ft.

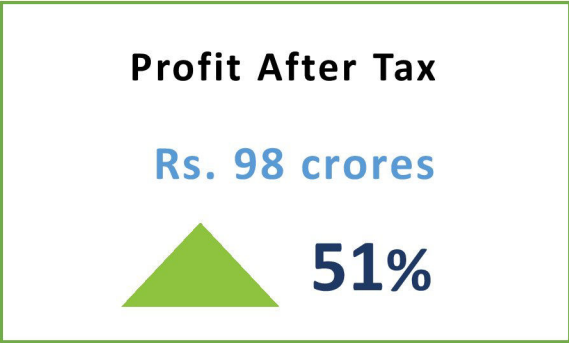
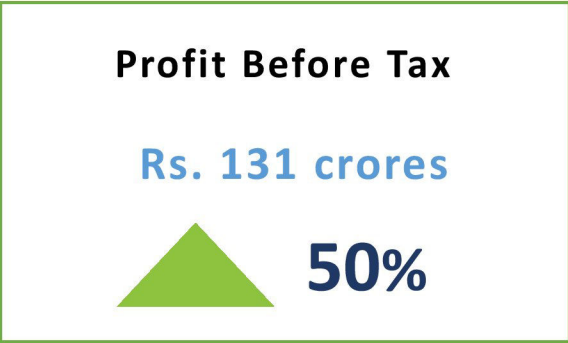
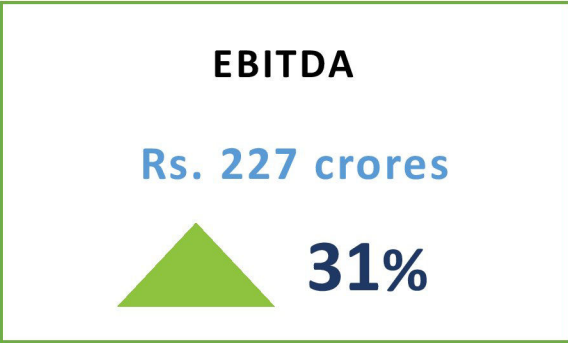
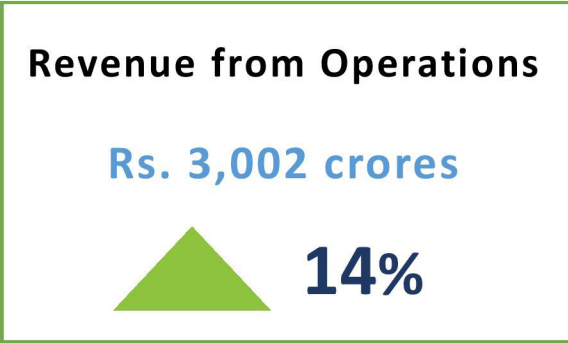
60,000 Sq ft of store area opened in Q2 FY24

Store Additions

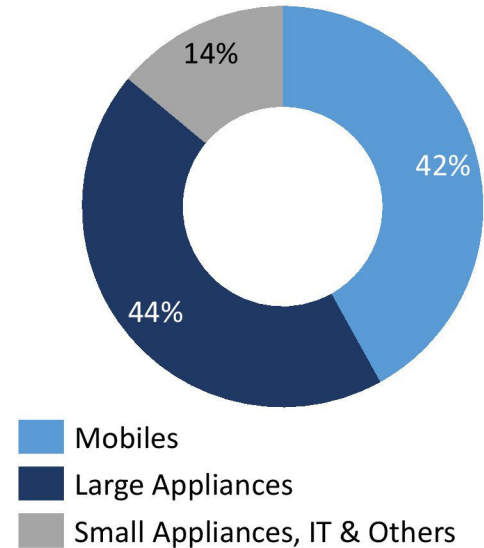
8 Outlets

All 8 are MBO stores

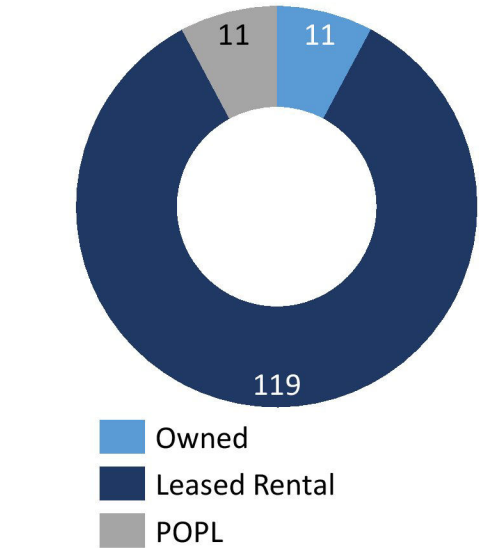
STRONG H1FY24 PERFORMANCE



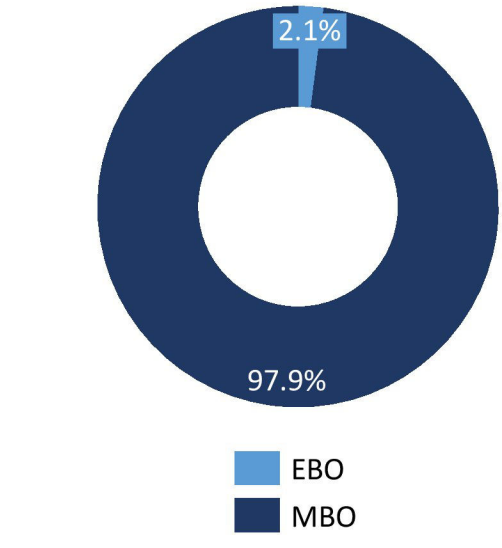
Sales Mix



Store Ownership



Format wise Retail Sales Mix



Retail Store Area

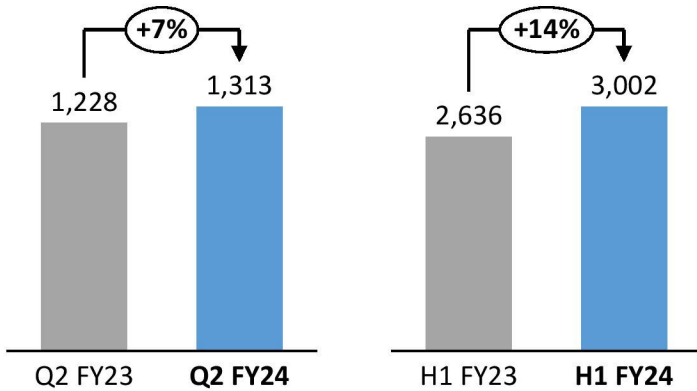


Store Additions

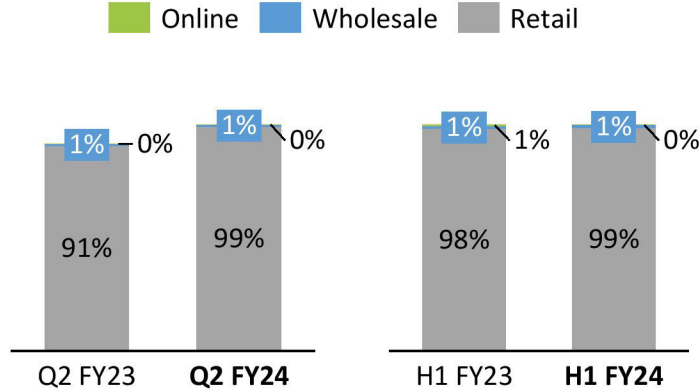


Q2 & H1 FY24 FINANCIAL HIGHLIGHTS

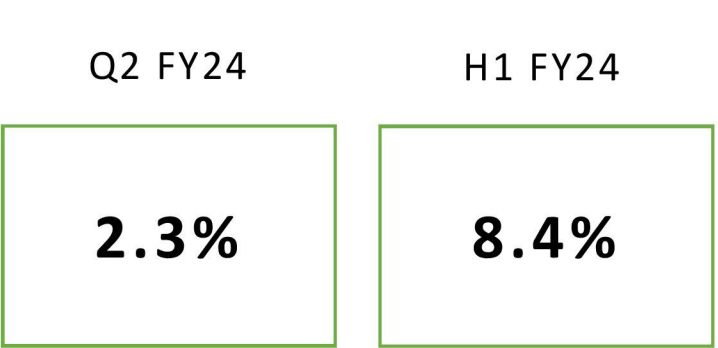
Total Revenues (Rs. Crs.)



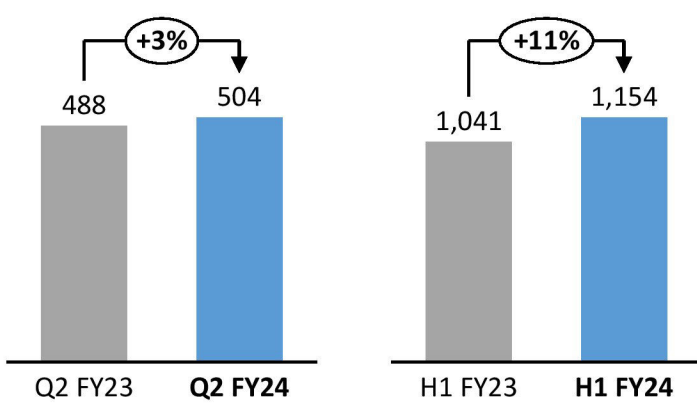
Revenue from Sale of Electronic & Consumer Durables



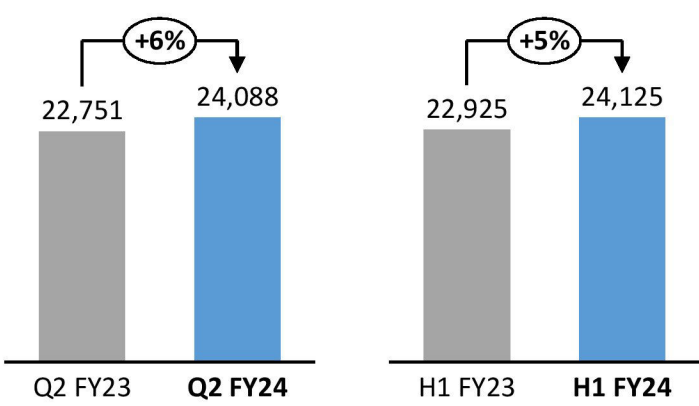
Same Store Sales Growth (SSSG)



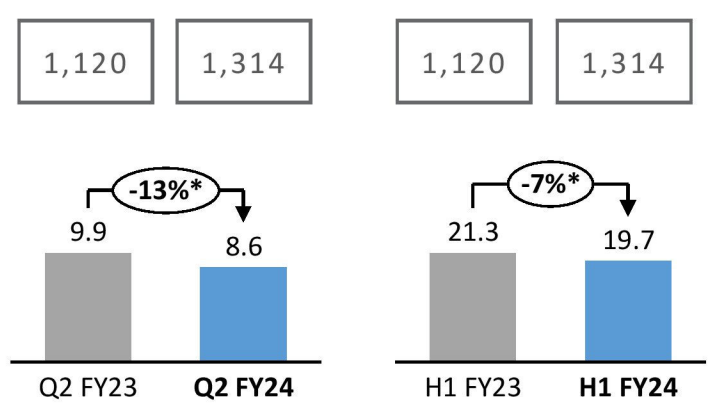
Bill Cuts (Nos. in '000)



Average Ticket Size (Rs.)



Net Retail Sales per store (Rs. Crs.)

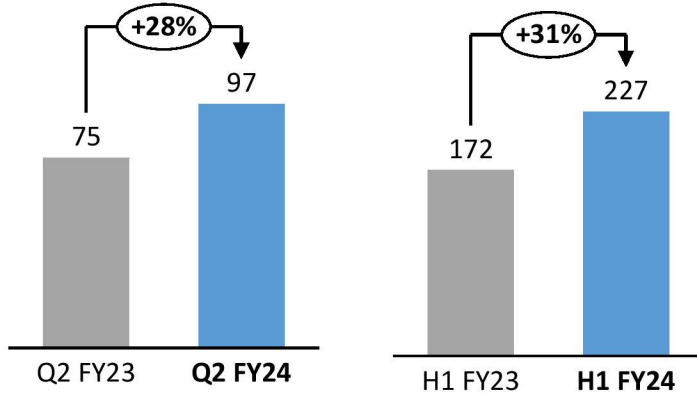


* Reduced due to increase in stores (8 added) in Q2FY24 and (14 added) in H1 FY24

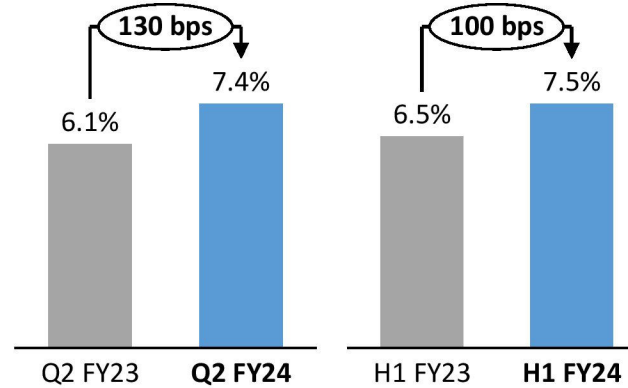
□ Total Retail Area (in '000 sq. ft.)

Q2 & H1 FY24 FINANCIAL HIGHLIGHTS

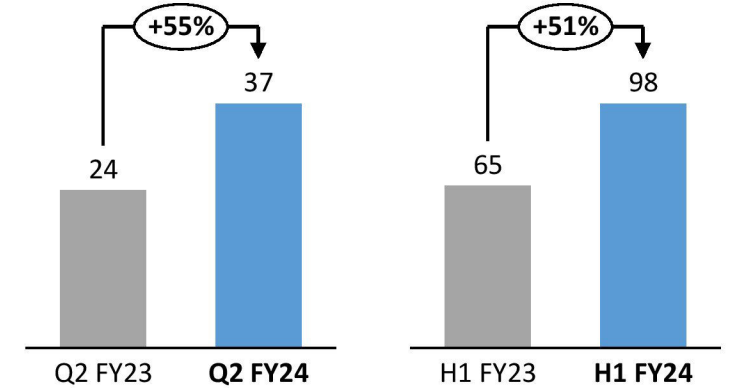
EBITDA (Rs. Crs.)



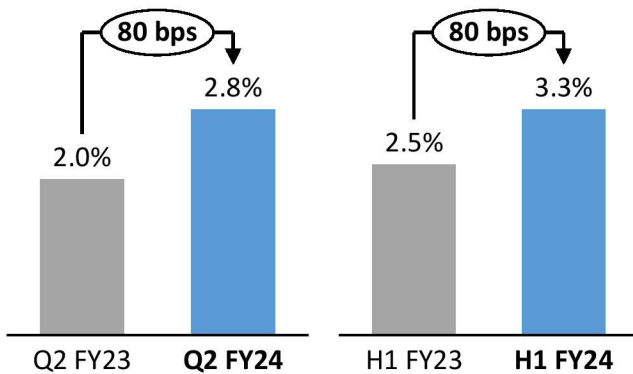
EBITDA Margins



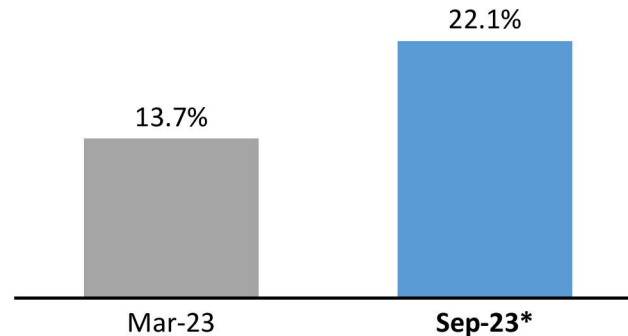
Profit After Tax (PAT)



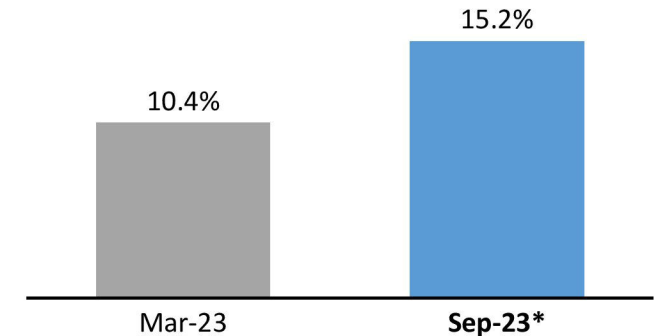
PAT Margins



RoCE#



RoE

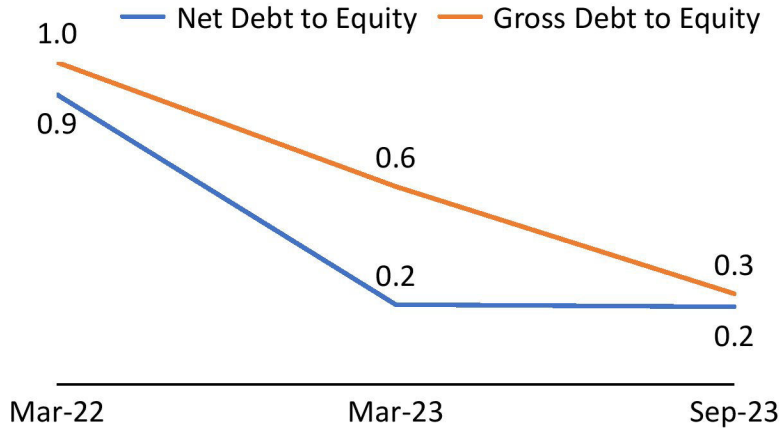


*RoCE & RoE for the H1 FY24 has been annualized

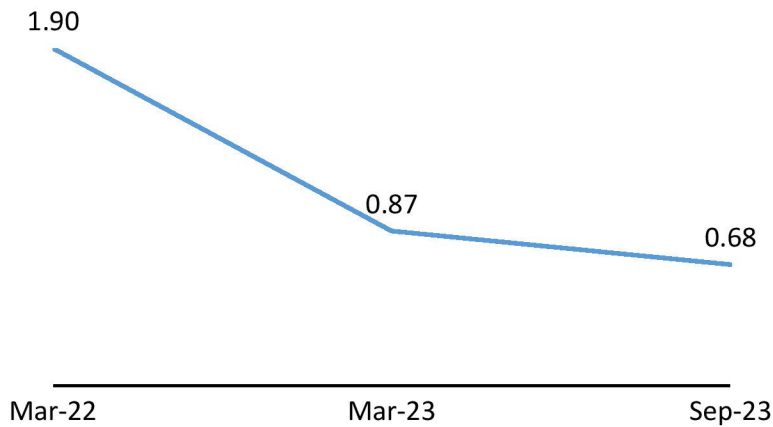
#ROCE has been calculated as EBIT/Capital employed (LT debt +ST debt+ Total Equity)

STRONG BALANCE SHEET

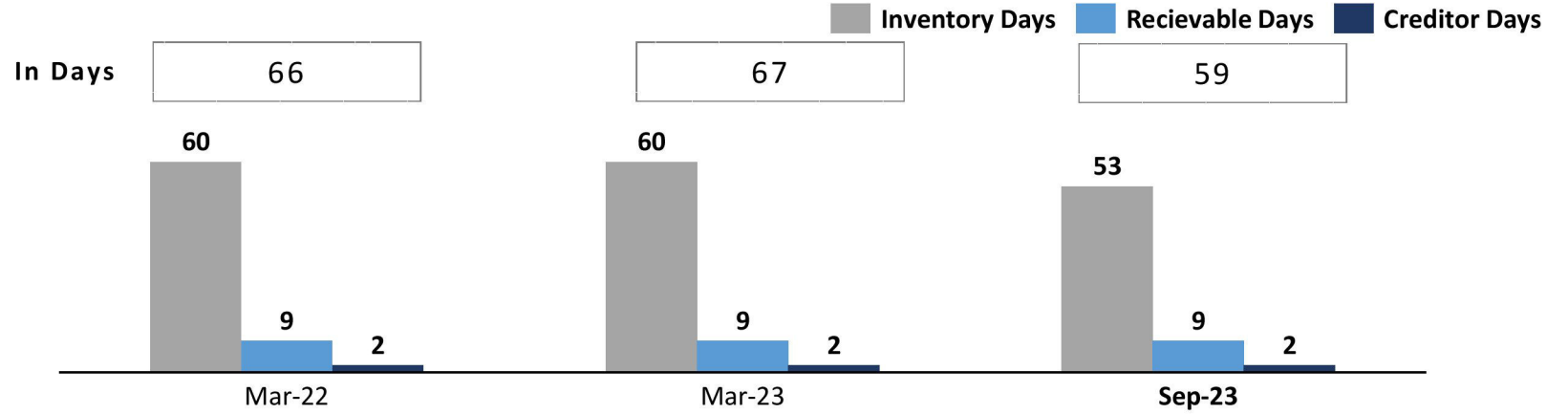
Debt to Equity Ratio



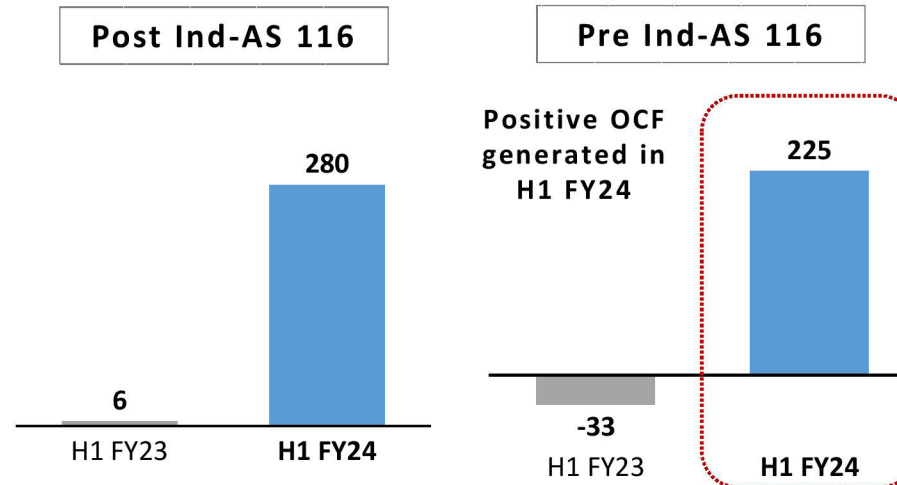
Net Debt to EBITDA#



Working Capital*



Cash Flow from Operations (Rs. Crs.)



Cash & Cash Equivalent

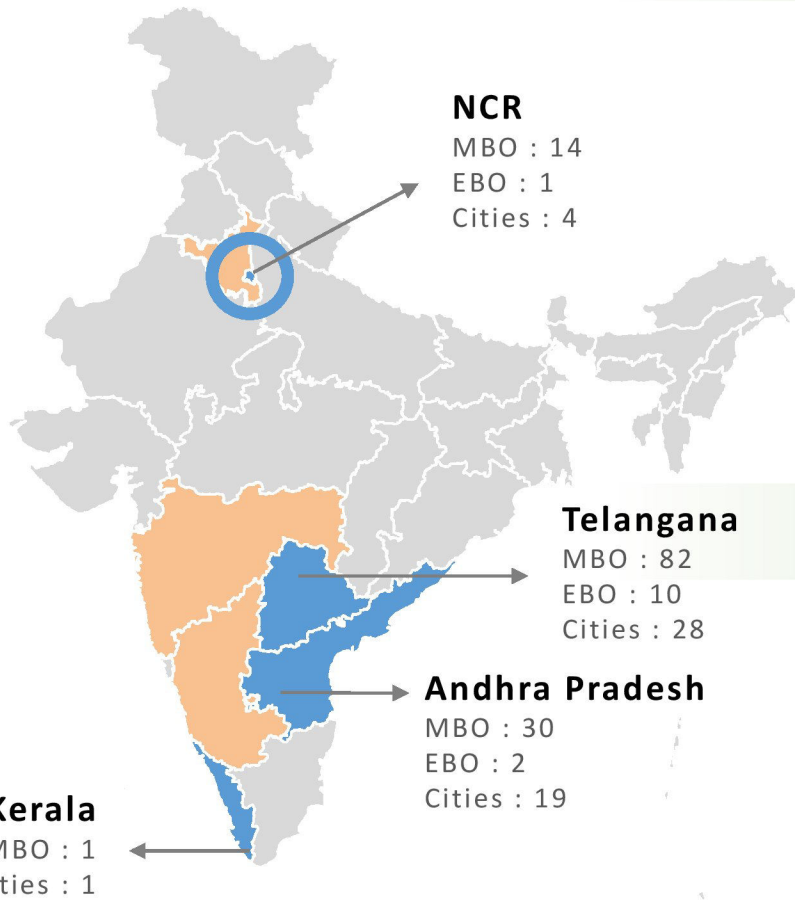
Rs 51.7 Crores ^

*The numbers for the WC cycle are unaudited and uncertified

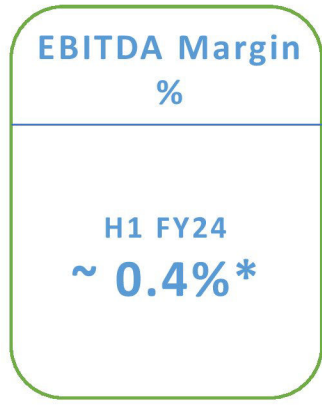
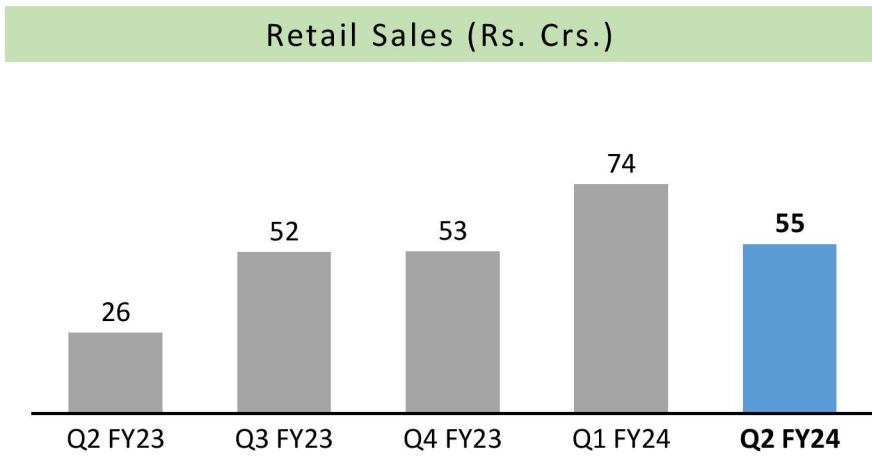
EBITDA has been annualized

^ As on 30th September 2023

CLUSTER BASED FINANCIALS HIGHLIGHTS

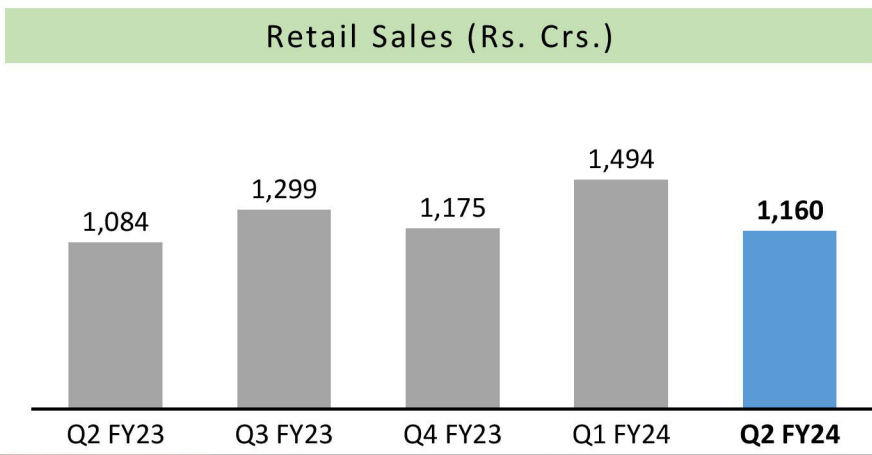


North Cluster



Operations in Delhi NCR began in August 2022, which shall perform in line of South Cluster in coming years

South Cluster



South Cluster operations is high cash generating region with high margins

*The EBITDA Margin % are unaudited and uncertified

PROFIT AND LOSS STATEMENT

Profit and Loss (in Rs. Crs.)	Q2FY24	Q2FY23	YoY	H1FY24	H1FY23	YoY
Revenue from Operations	1,313.2	1,227.7	7%	3,002.3	2,636.2	14%
Purchases of stock in trade	1,216.0	1,306.7		2,526.6	2,377.7	
Changes in Inventory	-98.5	-246.5		34.3	-106.0	
Gross Profit	195.7	167.5	17%	441.4	364.5	21%
Gross Profit Margin	14.9%	13.6%		14.7%	13.8%	
Employee Cost	26.0	20.9		53.6	42.6	
Other Expenses	73.1	71.3		161.2	149.5	
EBITDA	96.6	75.4	28%	226.6	172.4	31%
EBITDA Margin	7.4%	6.1%		7.5%	6.5%	
Depreciation	25.5	20.7		50.1	40.6	
Other Income	2.5	0.7		5.0	2.5	
EBIT	73.6	55.4	33%	181.4	134.3	35%
EBIT Margin	5.6%	4.5%		6.0%	5.1%	
Finance Cost	23.5	23.0		50.5	46.8	
Profit before Tax	50.1	32.4	55%	130.9	87.5	50%
Profit before Tax Margin	3.8%	2.6%		4.4%	3.3%	
Tax	12.7	8.3		33.3	22.7	
Profit After Tax	37.4	24.1	55%	97.6	64.8	51%
Profit After Tax Margin	2.8%	2.0%		3.3%	2.5%	
EPS (in Rs.)	0.97	0.80	21%	2.54	2.16	18%

BALANCE SHEET

Assets (in Rs. Crs.)	Sep-23	Mar-23
Non - Current Assets	1,304.0	1,285.9
Property Plant & Equipments	541.4	509.9
CWIP	25.4	13.9
Intangible assets	0.4	0.5
Right of use asset	652.3	631.7
Financial Assets		
(i) Loans	0.0	0.0
Other Financial Assets	41.1	92.9
Deferred Tax Assets (Net)	29.2	25.1
Other Non-Current Assets	11.2	9.9
Other Non-Current Tax Assets	3.1	2.0
Current Assets	1,181.4	1,407.9
Inventories	739.2	773.5
Financial Assets		
(i) Trade receivables	140.8	138.4
(ii) Cash and cash equivalents	51.7	203.2
(iii) Loans	1.2	1.2
Other Financial Assets	67.5	8.3
Other Current Assets	181.0	283.3
Total Assets	2,485.4	2,693.9

Equity & Liabilities (in Rs. Crs.)	Sep-23	Mar-23
Total Equity	1,282.1	1,184.3
Share Capital	384.7	384.7
Reserves & Surplus	897.4	799.6
Non-Current Liabilities	790.9	768.2
Financial Liabilities		
(i) Borrowings	87.0	100.8
(ii) Lease Liabilities	701.7	665.7
Provisions	2.2	1.7
Current Liabilities	412.3	741.4
Financial Liabilities		
(i) Borrowings	273.8	626.3
(ii) Trade Payables	37.9	24.6
(iii) Lease	41.8	38.9
(iv) Other Financial Liabilities	19.2	23.6
Other Current Liabilities	16.1	14.5
Provisions	8.2	10.7
Current tax liabilities (net)	15.5	2.7
Total Equity & Liabilities	2,485.4	2,693.9

CASH FLOW STATEMENT

Particulars (Rs. Crs.)	Sep-23	Sep-22
Net Profit Before Tax	130.9	87.5
Adjustments for: Non -Cash Items / Other Investment or Financial Items	95.0	84.0
Operating profit before working capital changes	225.9	171.4
Changes in working capital	79.6	-141.8
Cash generated from Operations	305.5	29.6
Direct taxes paid (net of refund)	-25.7	-23.6
Net Cash from Operating Activities	279.8	6.0
Net Cash from Investing Activities	-0.9	-220.3
Net Cash from Financing Activities	-430.4	212.8
Net Decrease in Cash and Cash equivalents	-151.5	-1.5
Add: Cash & Cash equivalents at the beginning of the period	203.2	34.4
Cash & Cash equivalents at the end of the period	51.7	32.9

..... LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA
.....

OVERVIEW & KEY STRATEGIES

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
127

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
100+

SKUs
6,000+



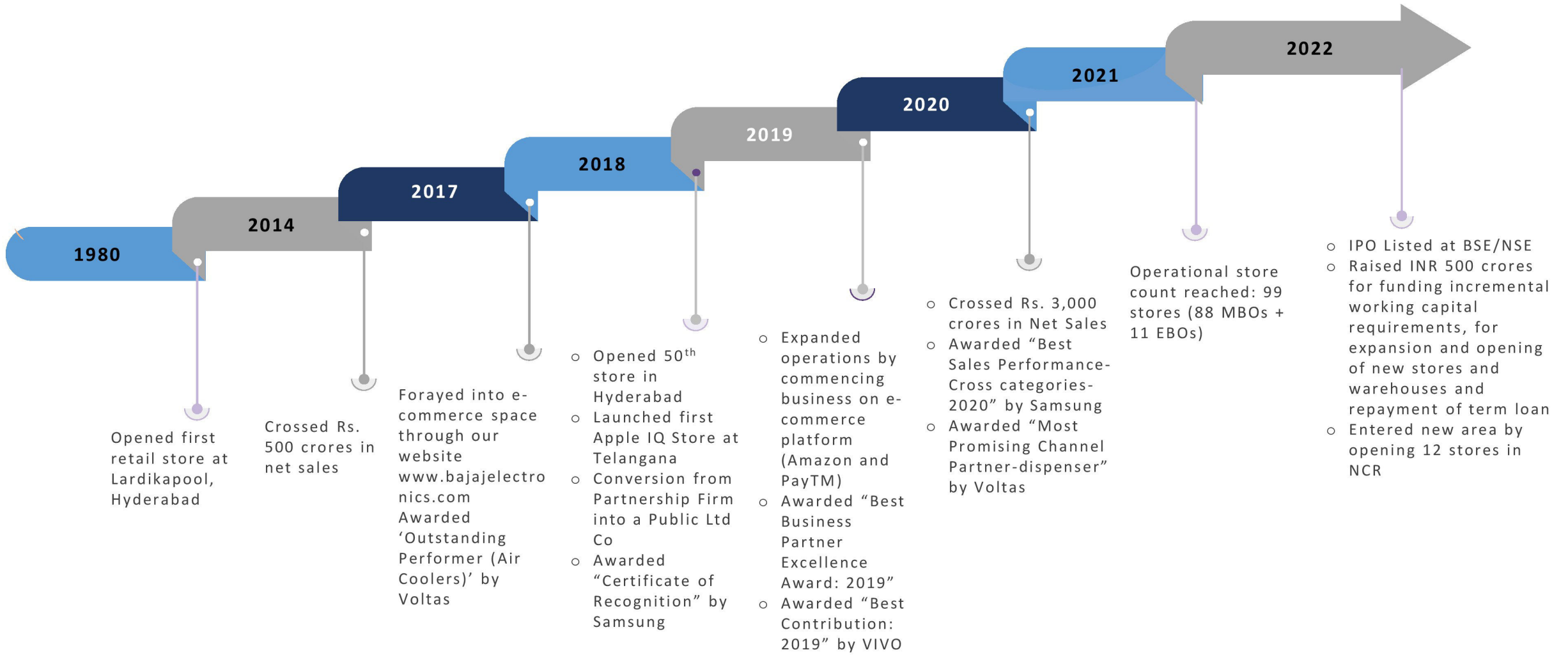
Long standing relationship with leading consumer brands Market



Market presence and geographic reach with cluster-based expansion

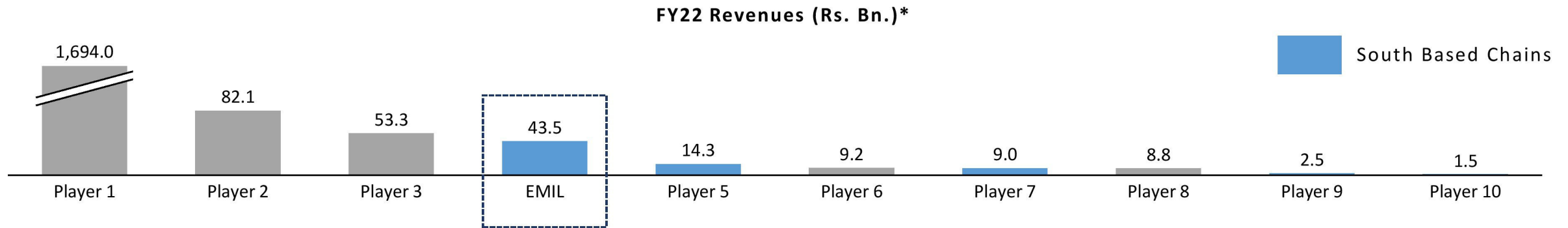
Retail Business Area
1.31 mn. sq. ft.

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

*Source: MCA Portal

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

MBO Brands (# Stores)

105



13



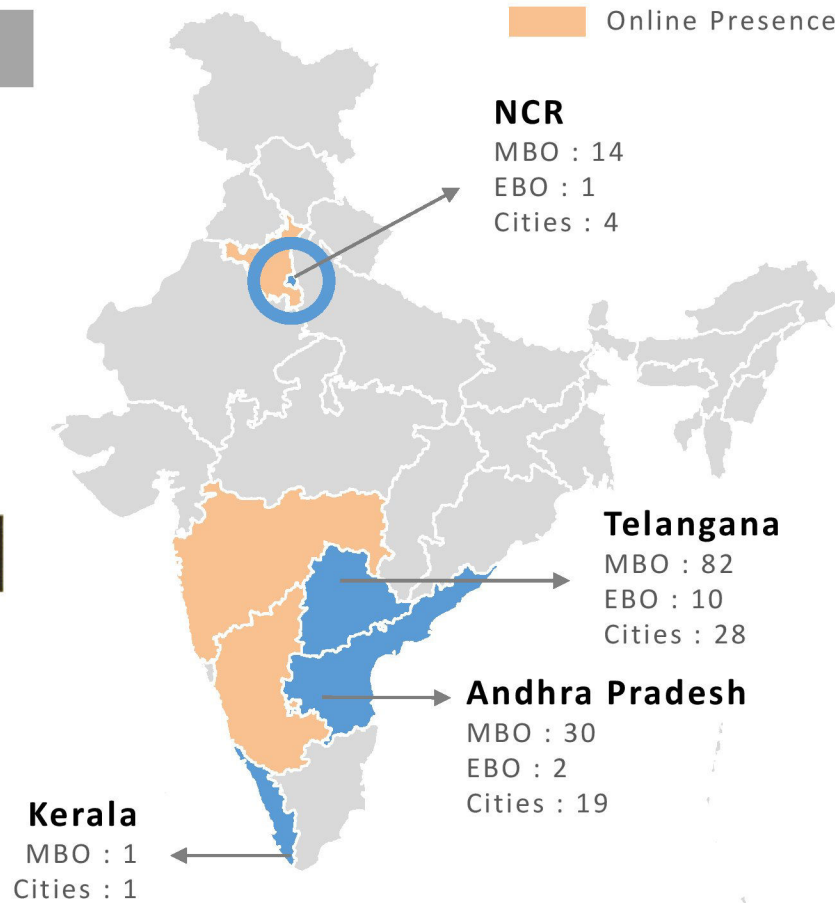
5



1



3



Cities
52

States
4

Retail Stores
140

127 MBO; 13 EBO

Retail Area
1.31 mn. sq. ft.

Avg. Store Size of 10k sq. ft.

Central Warehouses
11

6 in TS, 1 in AP & 3 in NCR

Store Ownership (#)



Leased

119



Owned

11



POPL

11

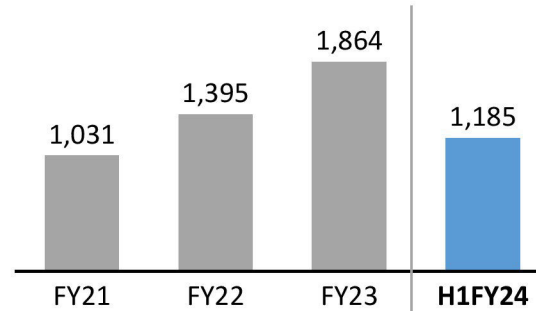
DIVERSIFIED PRODUCT PROFILE COMPRISING OF 6,000+ SKUS

Mobiles

Phones, Fitness Tracker & Tablets

Fastest growing segment with rising contribution to the overall revenue pie from 29% (FY19) to 37% in FY23

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

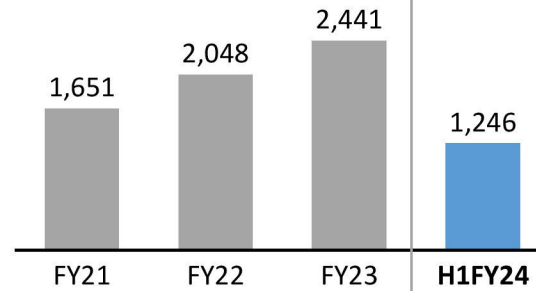


Large Appliances

TV, Washing Machine, AC, Refrigerators

Highest contributing segment in terms of revenues

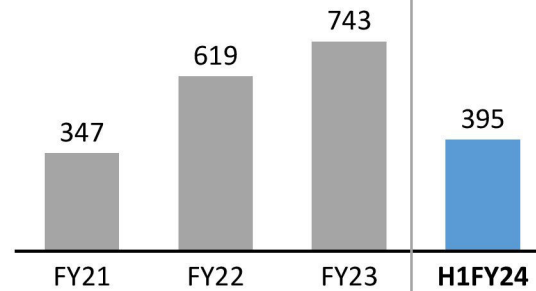
Have relationships with the largest brands in this space – LG, Panasonic, Phillips, Sony etc



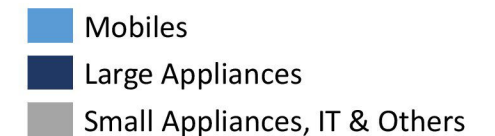
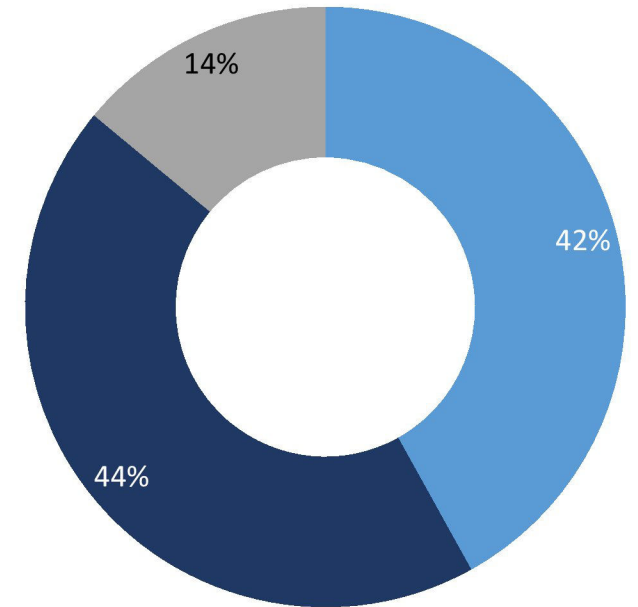
Small Appliances, IT & Others

Laptop, Printer, Geyser & Others

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

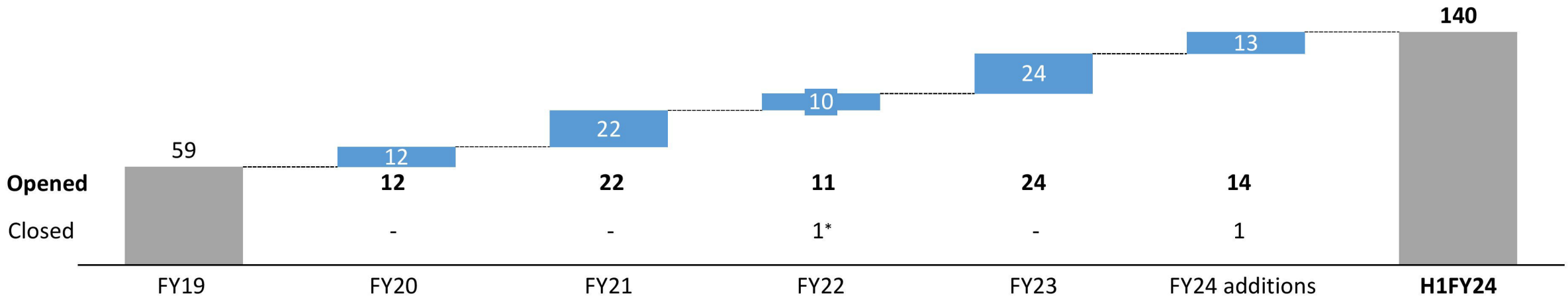


Revenue Split (H1FY24)



RAPID STORE EXPANSION

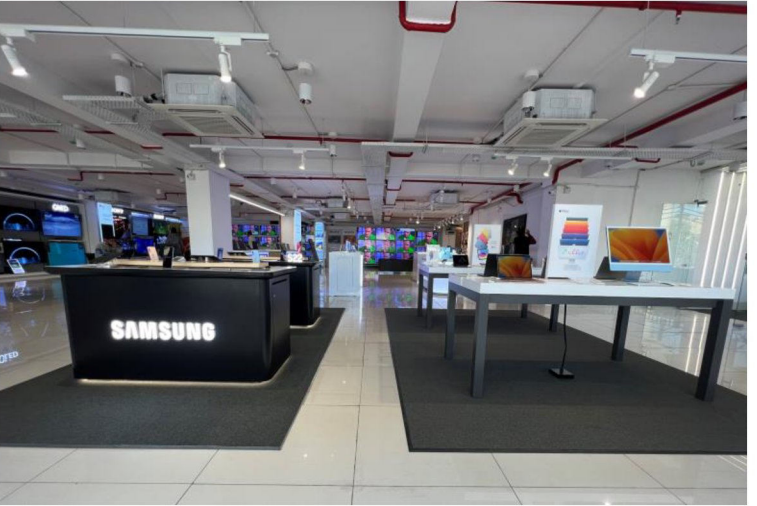
Stores	71	+31.0%	93	+10.8%	103	+23.3%	127	+10.2%	140
Retail '000s sq. ft	765	+23.0%	940	+10.7%	1,041	+17.4%	1,222	+7.5%	1,314



Particulars	FY20	FY21	FY22	FY23	H1FY24
Store Count	71	93	103	127	140
MBOs	63	82	91	114	127
Bajaj Electronics / Electronics Mart	63	80	88	105	118
Kitchen Stories	-	2	2	5	5
Audio & Beyond	-	-	1	1	1
Easy Kitchen	-	-	-	3	3
EBOs	8	11	12	13	13

* The store has been converted to EBO

OUR RETAIL OUTLETS



OUR SPECIALISED RETAIL STORES



10 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

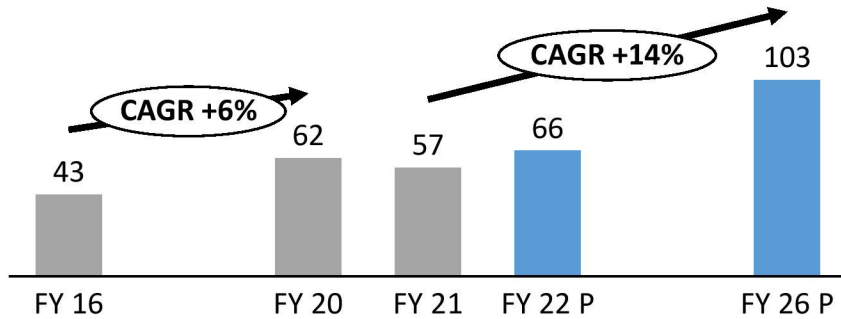


Robust Information Technology System

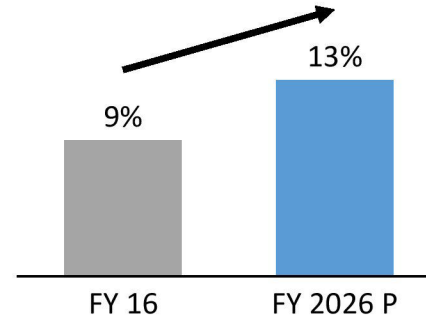
- ✓ ERP and POS systems from leading industry software providers
- ✓ Wide range of data management tools to support procurement, sales and inventory management across all stores on a daily basis
- ✓ Tracking systems with real time updates on status of their orders
- ✓ Use data to identify and quickly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

STRONG GROWTH IN ORGANISED BRICK & MORTAR RETAIL

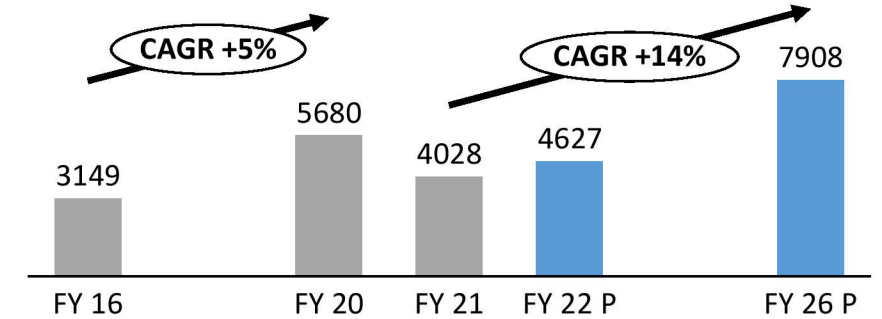
Retail Industry Market Size Expected to Grow at 14% CAGR



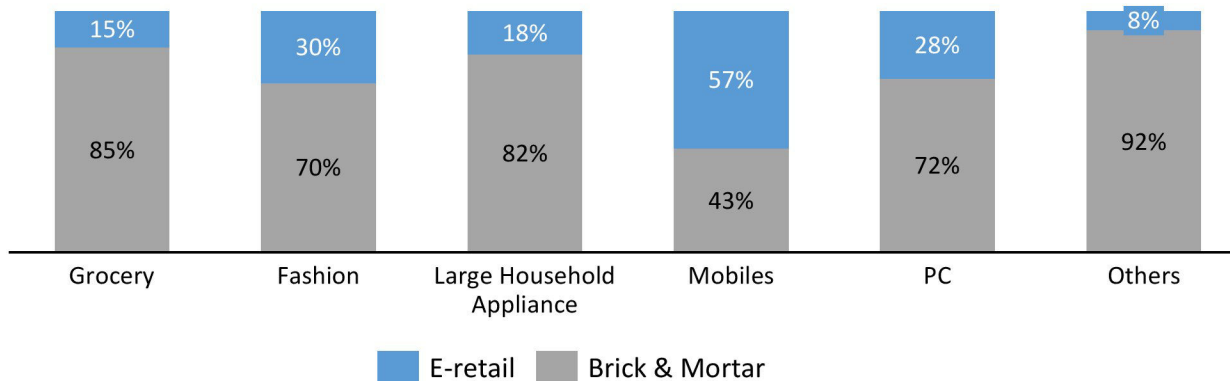
Organised Retail Penetration also Expected to Grow



Organised Brick & Mortar (B&M) Growing Faster



Brick & Mortar continues to dominate the organized retail market



Growth Factors for Organised B&M Retailers

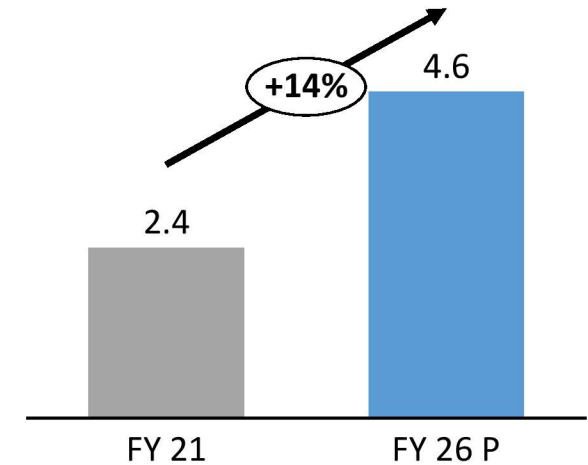
- ✓ **Touch and feel of the product:** "Try it before you buy it" very relevant especially for high priced items
- ✓ **Warranty and service issues:** Provides comfort to consumers – assurance of product's genuineness + better understanding of warranty and service details
- ✓ **Installation and after-sales 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

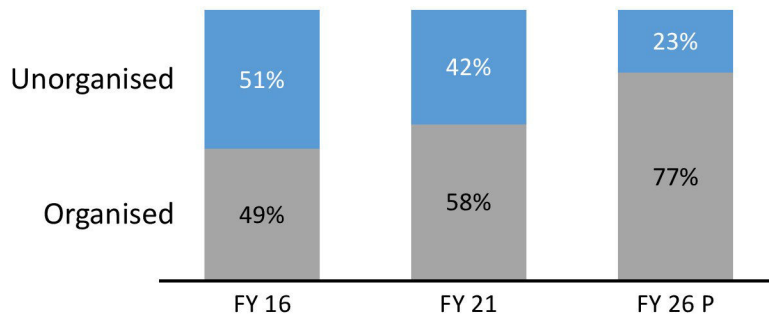
India lags global peers in consumer durables penetration

% 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



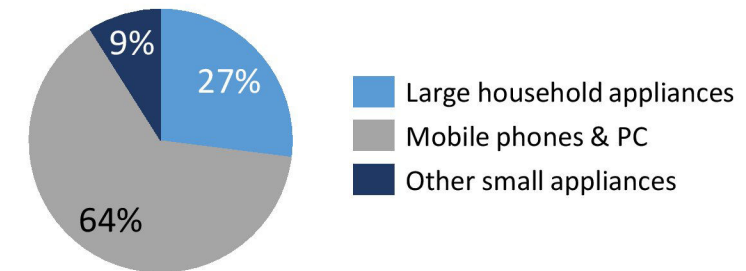
Organised segment outpacing the unorganized players in Indian consumer's durables industry



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



Sandeep Singh Jolly

Chief Operating officer

- Post graduate diploma in Business Management and Bachelors degree in Commerce
- Previously associated with Samsung as Senior Director with total organisational experience of 20+ years



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



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



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



Bharat Kumar Buram

Head – E commerce

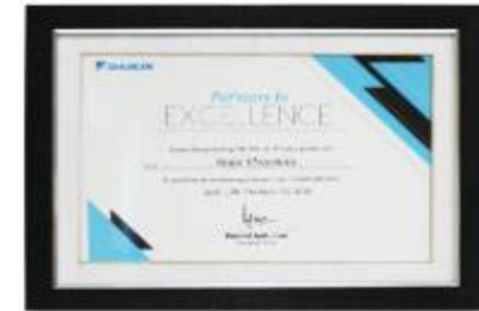
- Holds master degree in both Marketing and Human resources
- Was associated with Reliance Digital retail limited

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
- Plan to open a further 13 MBOs in NCR, 21 MBOs in AP, and 8 MBOs in Telangana by FY25. 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

..... LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA
.....

HISTORICAL HIGHLIGHTS