

Speed  
Reliability  
Value Performance

## COMPUAGE INFOCOM LTD

15<sup>th</sup> February 2020

To,  
The Corporate Services Dept.  
BSE Ltd.  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai 400 001.

National Stock Exchange of India Ltd.,  
Exchange Plaza,  
C-1, Block G, Bandra Kurla Complex,  
Bandra (E),  
Mumbai - 400 051.

Security Code: 532456  
ISIN: INE070C01037

Symbol: COMPINFO

### Sub: Investor Presentation

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015, please find enclosed herewith the February 2020 Investor Presentation for Q3 & 9M FY 20.

This is for your information and records.

Thanking you,

Yours faithfully  
For Compuage Infocom Limited

Ruchita Shah  
Company Secretary



Place: Mumbai

Encl: As above.



Enhanced Commitment  
Enduring Growth



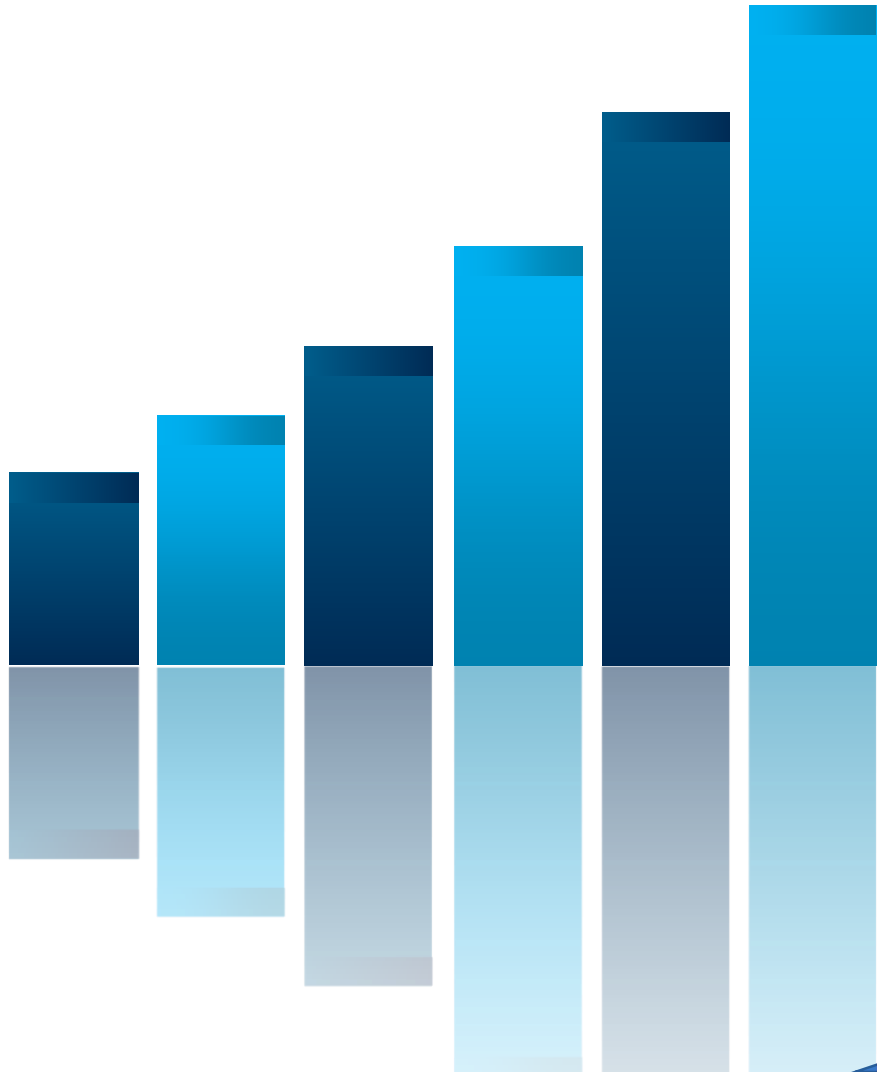
# COMPUAGE INFOCOM LIMITED

Investor Presentation  
February 2020

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# Q3 & 9M FY20 Financial Highlights

# New Partnerships



## Service Agreement with HP

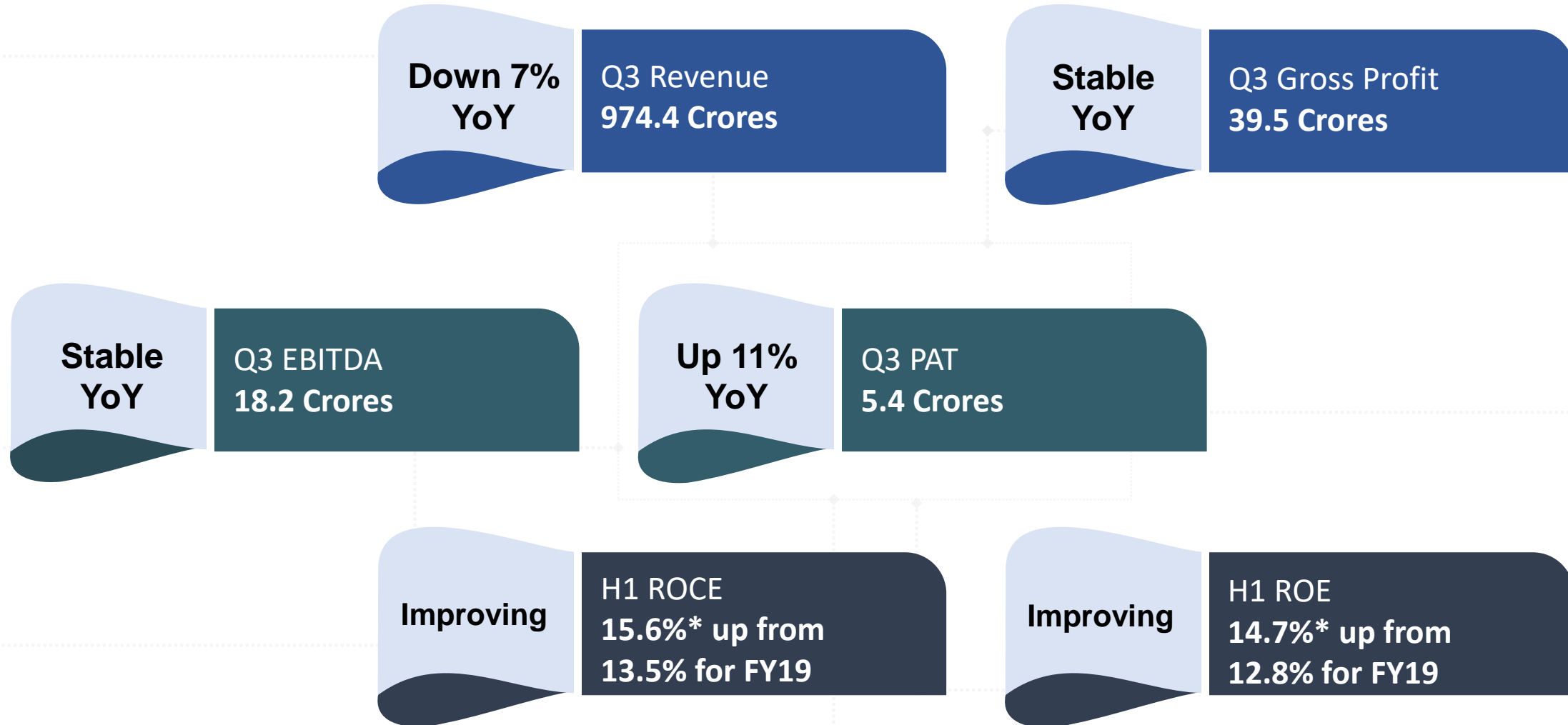
Signed a service agreement with HP to provide after-market support for their printers, PC Commercial & notebooks; this is for Mumbai market to begin with

## Joining hands with GOQii

Tie up with GOQii, the smart-tech enabled preventive healthcare platform for their range of healthcare & fitness devices for Pan-India distribution

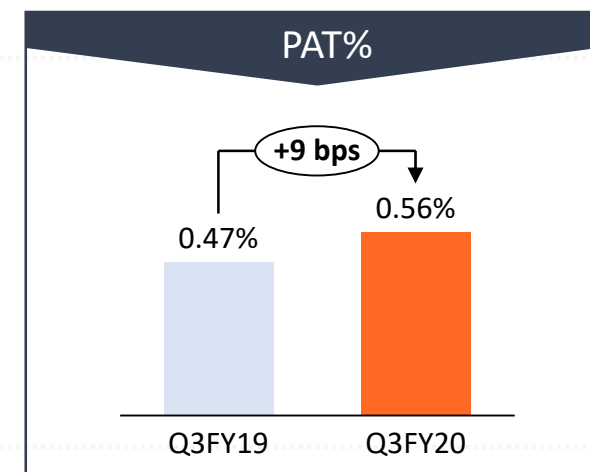
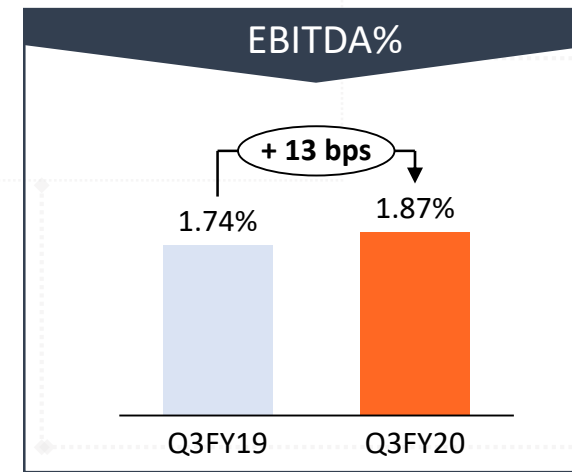
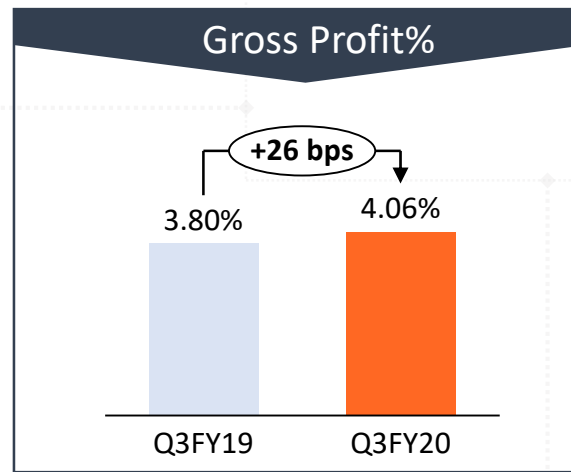
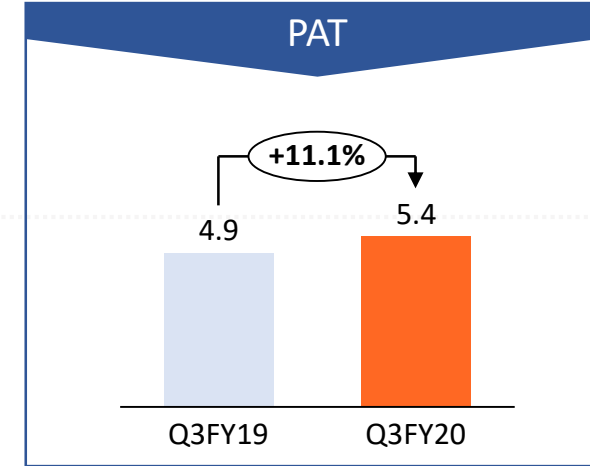
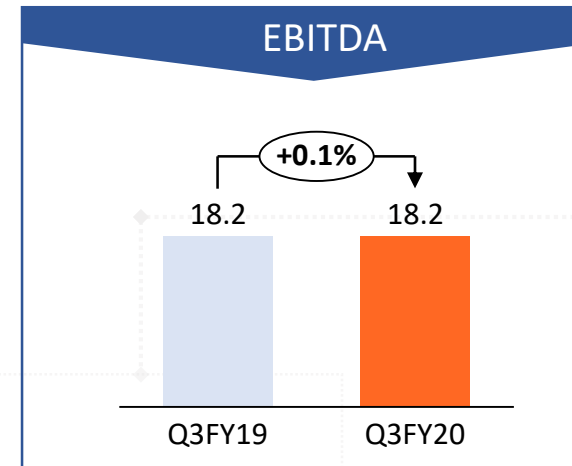
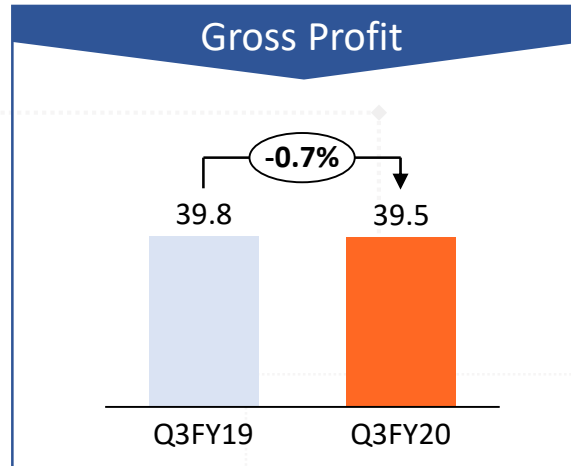
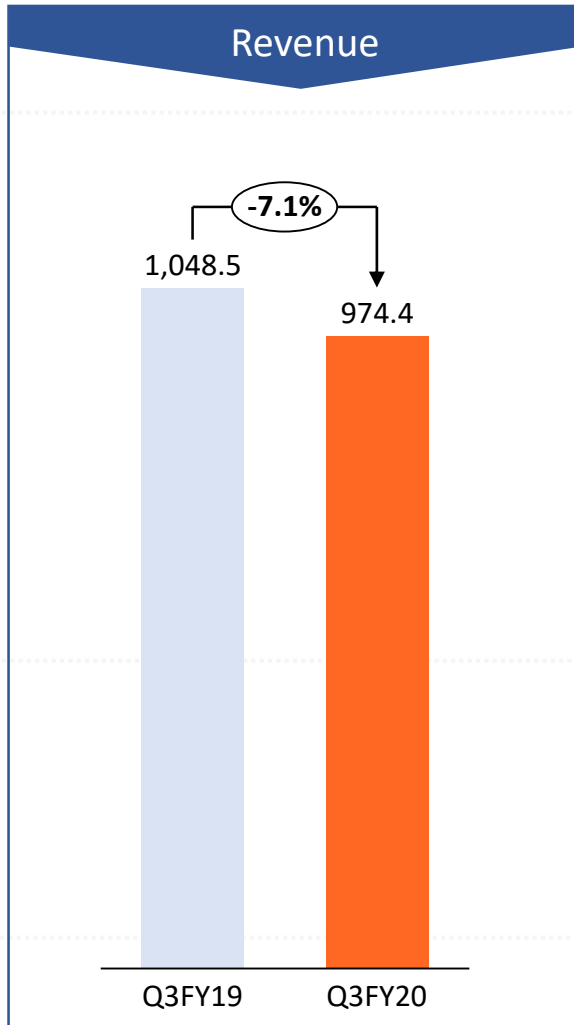


# Steady Q3 & 9M FY20 Performance

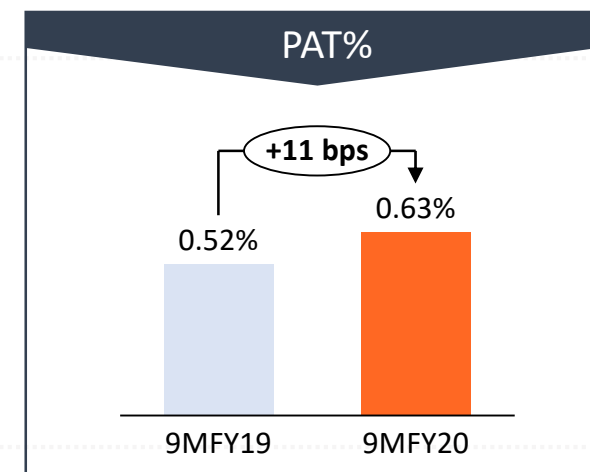
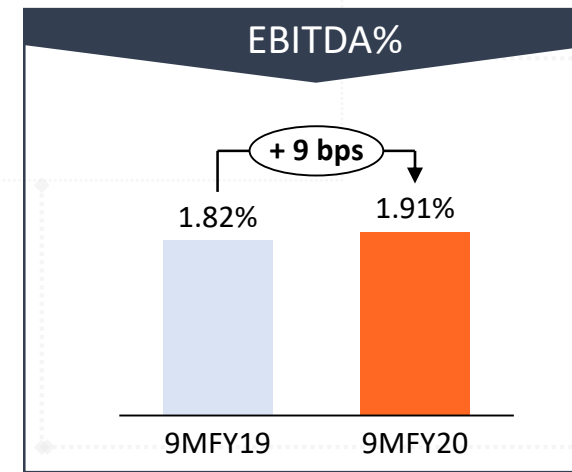
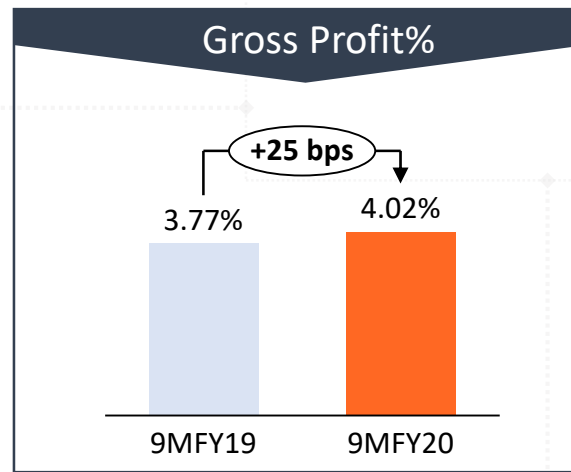
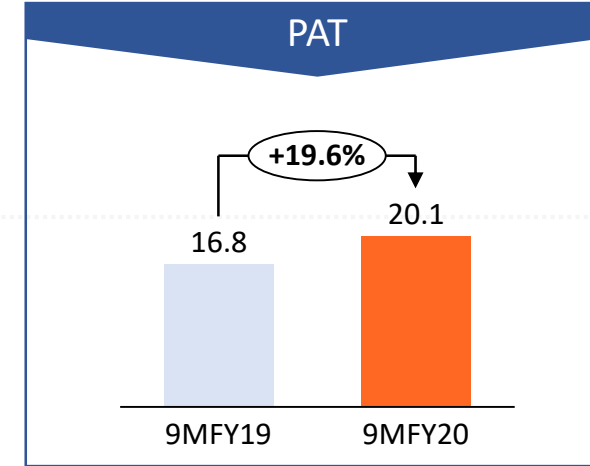
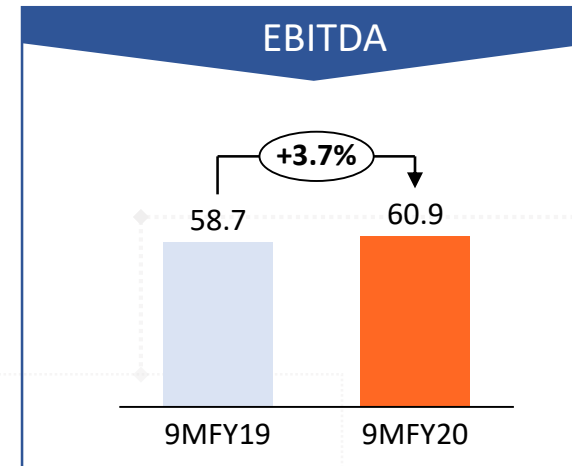
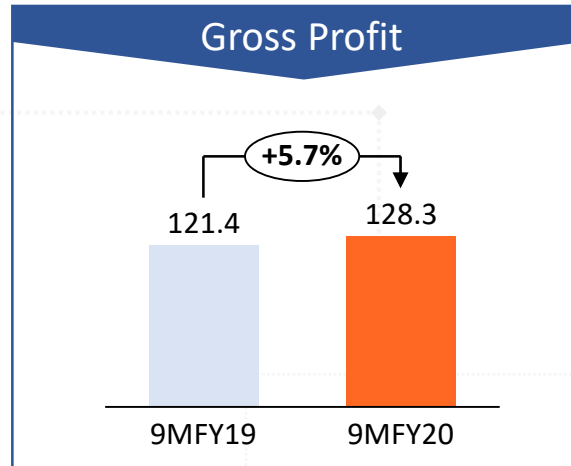
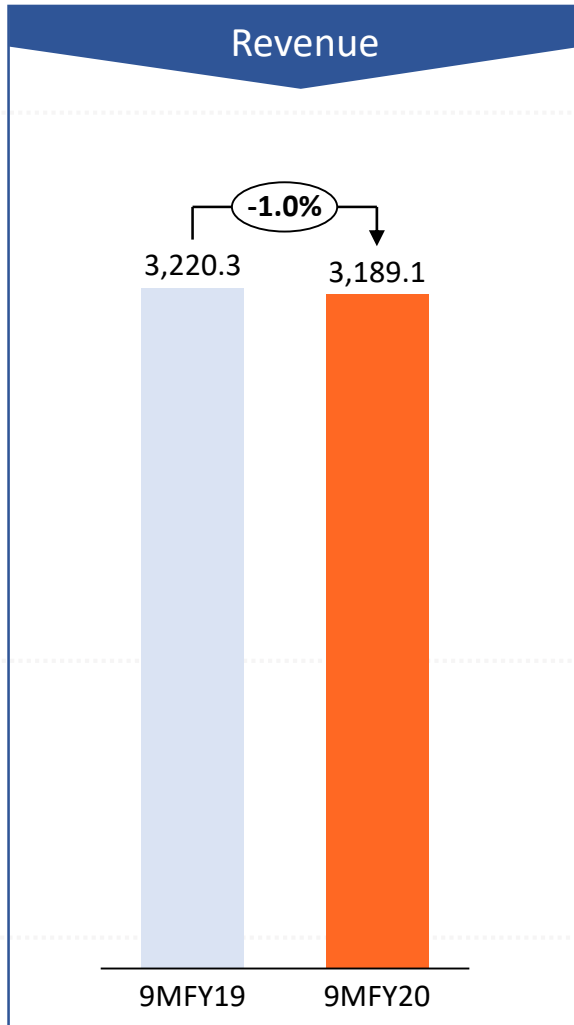


\*On Annualised Basis

# Q3FY20 Consolidated Performance



# 9MFY20 Consolidated Performance





# Consolidated Profit & Loss

Profit & Loss Statement (Rs. Crs)	Q3FY20	Q3FY19	YoY%	Q2FY20	QoQ%	9MFY20	9MFY19	YoY%
<b>Revenue from Operations</b>	<b>974.4</b>	<b>1,048.5</b>	<b>-7.1%</b>	<b>1,288.5</b>	<b>-24.4%</b>	<b>3,189.1</b>	<b>3,220.3</b>	<b>-1.0%</b>
Cost of Goods Sold	934.9	1,008.6		1,237.3		3,060.8	3,099.0	
<b>Gross Profit</b>	<b>39.5</b>	<b>39.8</b>	<b>-0.7%</b>	<b>51.1</b>	<b>-22.7%</b>	<b>128.3</b>	<b>121.4</b>	<b>5.7%</b>
<b>Gross Profit Margin (%)</b>	<b>4.06%</b>	<b>3.80%</b>		<b>3.97%</b>		<b>4.02%</b>	<b>3.77%</b>	
Employee Expenses	9.3	9.9		9.3		28.9	29.1	
Other Expenses	11.9	11.7		15.9		38.4	33.6	
<b>EBITDA</b>	<b>18.2</b>	<b>18.2</b>	<b>0.1%</b>	<b>26.0</b>	<b>-29.8%</b>	<b>60.9</b>	<b>58.7</b>	<b>3.7%</b>
<b>EBITDA Margin (%)</b>	<b>1.87%</b>	<b>1.74%</b>		<b>2.02%</b>		<b>1.91%</b>	<b>1.82%</b>	
Other Income	4.5	4.7		3.8		11.8	12.4	
Depreciation	1.1	1.6		1.1		3.2	4.2	
<b>EBIT</b>	<b>21.7</b>	<b>21.3</b>	<b>2.2%</b>	<b>28.7</b>	<b>-24.2%</b>	<b>69.5</b>	<b>67.0</b>	<b>3.7%</b>
<b>EBIT Margin (%)</b>	<b>2.23%</b>	<b>2.03%</b>		<b>2.22%</b>		<b>2.18%</b>	<b>2.08%</b>	
Finance Cost	14.5	13.5		15.7		42.7	40.8	
<b>Profit before Tax</b>	<b>7.2</b>	<b>7.7</b>	<b>-6.2%</b>	<b>12.9</b>	<b>-43.9%</b>	<b>26.7</b>	<b>26.2</b>	<b>2.1%</b>
Tax	1.8	2.8		2.5		6.7	9.4	
<b>Profit After Tax</b>	<b>5.4</b>	<b>4.9</b>	<b>11.1%</b>	<b>10.4</b>	<b>-47.6%</b>	<b>20.1</b>	<b>16.8</b>	<b>19.6%</b>
<b>PAT Margin (%)</b>	<b>0.56%</b>	<b>0.47%</b>		<b>0.81%</b>		<b>0.63%</b>	<b>0.52%</b>	

# Consolidated Balance Sheet

ASSETS (Rs.Crs)	Sep-19	Mar-19
<b>Non-Current Assets</b>		
Property, Plant & equipment	51.9	53.9
Intangible Assets	0.0	0.0
Financial Assets		
i) Investments	0.5	0.5
ii) Other Financial Assets	-	0.0
<b>Total Non-Current Assets</b>	<b>52.4</b>	<b>54.4</b>
<b>Current Assets</b>		
Inventories	313.4	301.4
Financial Assets		
i) Investments		2.5
ii) Trade Receivables	655.7	644.6
iii) Cash and Cash Equivalents	11.2	44.6
iv) Bank Balances	81.0	73.4
v) Loans	5.6	5.3
vi) Other Financial Assets	7.8	7.5
Current Tax Assets	3.6	3.8
Other Current Assets	97.4	103.6
<b>Total Current Assets</b>	<b>1,175.6</b>	<b>1,186.8</b>
<b>Total Assets</b>	<b>1,228.0</b>	<b>1,241.2</b>

EQUITY AND LIABILITIES (Rs.Crs)	Sep-19	Mar-19
<b>Equity</b>		
Equity Share Capital	23.0	13.0
Other Equity	175.8	163.8
<b>Total Equity</b>	<b>198.8</b>	<b>176.8</b>
<b>Non Current Liabilities</b>		
Financial Liabilities		
i) Borrowings	18.7	22.9
Provisions	2.3	2.3
Deferred Tax Liabilities	6.2	6.2
<b>Total Non-Current Liabilities</b>	<b>27.1</b>	<b>31.3</b>
<b>Current Liabilities</b>		
i) Borrowings	396.1	460.3
ii) Trade Payables	539.3	507.5
iii) Other financial liabilities	41.2	39.2
Other Current Liabilities	25.0	25.6
Provisions	0.5	0.5
<b>Total Current Liabilities</b>	<b>1,002.0</b>	<b>1,033.1</b>
<b>Total Equity and Liabilities</b>	<b>1,228.0</b>	<b>1,241.2</b>



# About the Company

# Compuage in a Nutshell

## AT A GLANCE



**Compuage** has evolved into a seamless distribution intermediary of top of-the-line technology products and solutions like PC Components and Peripherals, PCs, Enterprise Solutions, Cloud Computing, Mobility Products & Services

At **Compuage**, we are known for performance through partnership and capabilities to market technological advancements to various customer segments. We are the partner by choice because of our wide reseller network that is steered by our superior technical assistance, well-defined go-to-market strategy and prudent distribution practices

### Revenue

**Rs. 4,515 Crs**  
3 Year CAGR 13.3%



**29**  
Global Brands



**28**  
Warehouses

### Channel Partners

**12,500+**  
Online & Offline  
Channel Partners



**69**  
Service Centers



**800+**  
Employees

### Presence

**600+**  
Presence across Indian Cities  
through Branch Offices, Service  
Centers and Channel Partners



**46**  
Sales Offices



Global Footprint  
**7 countries**  
across SAARC Nations



Listing in  
2000



Headquarters  
Mumbai



Fortune 500 Indian  
Company

# Milestones

## Commencement - Reseller

Commencement of business of Computer Consumables as a Corporate Reseller



1987

## Started Distribution & Got Listed

Forayed into Distribution.  
Got listed by merging with a listed entity



2001

## Global Foot Prints

Established operations in Singapore to serve SAARC Region



2012

## Regional Offices

Commenced Imports of IT Hardware and started Regional Sales Offices at Bangalore, Kolkata and Delhi.



1995

## Aggressive reach out Campaign

Branch expansion continues.  
Launched and executed 60 City India Campaign which showcased our products to over 6000 Resellers across India



2006

## Completed 30 successful years

Having 46 sales offices, 28 warehouses, 69 service centers, 29 global brands, 12,500 resellers with presence in 600 cities & towns



2017

# Vision & Mission



## Vision

To be a world class Technology Products and Services Distribution Company



## Mission

To deliver superior value to our Customers, Vendors, Shareholders, Employees and Society at large



## Values

- ✓ Integrity and Fairness
- ✓ Reliability and Commitment
- ✓ Teamwork
- ✓ Respect for All
- ✓ Excellence
- ✓ Passion

# Business Flow



## Our Key Business Activities



Sourcing



Warehousing



Inventory  
Management








Sales



Credit  
Deployment

# Association with Renowned Brands

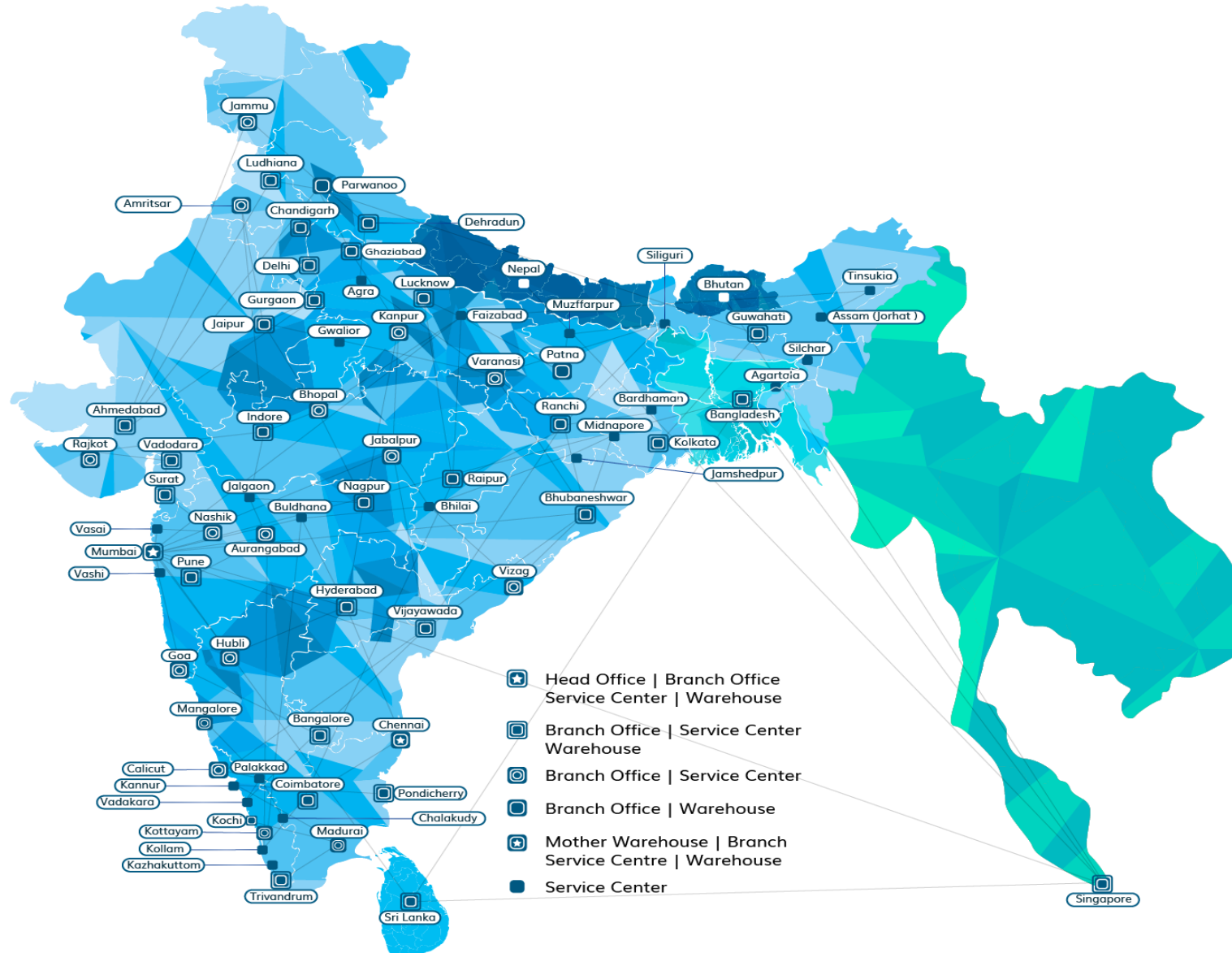
IT Consumer	Enterprise Solutions	Mobility	Cloud Computing	Hardware Services
				



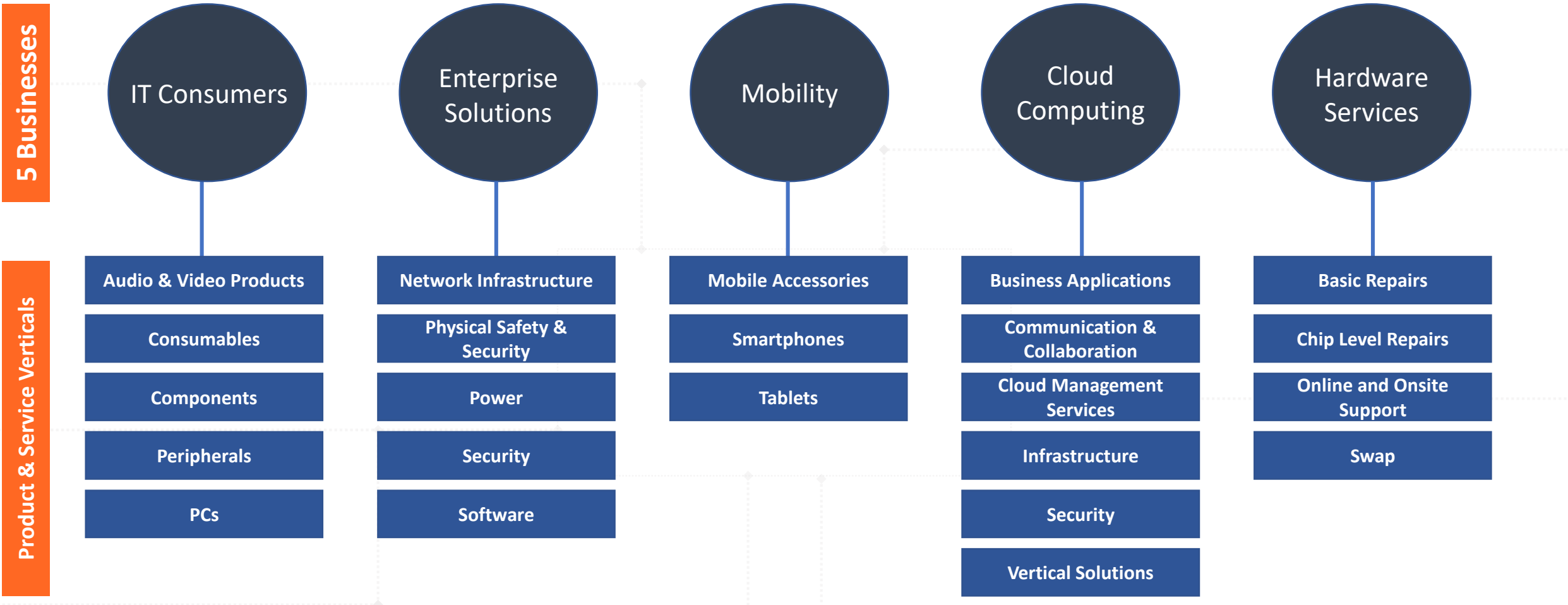
# International Reach



# Geographical Presence



# Diversifying Risks



No vertical accounts for more than 30% of its revenues

No brand accounts for more than 30% of its business

The Company has successfully entered the Cloud segment to offer several Cloud –based offerings which will be the next growth engine

# Advantage - Compuage

## Product Portfolio

Strong product portfolio based on in-depth expertise and strong domain knowledge which drives cross sales enhancing sales volumes

## Partner Bonding

Wide spread distribution network, regular promotional programmes to maintain partner interest & help partners with accelerator tools to boost sales

## Customer Satisfaction

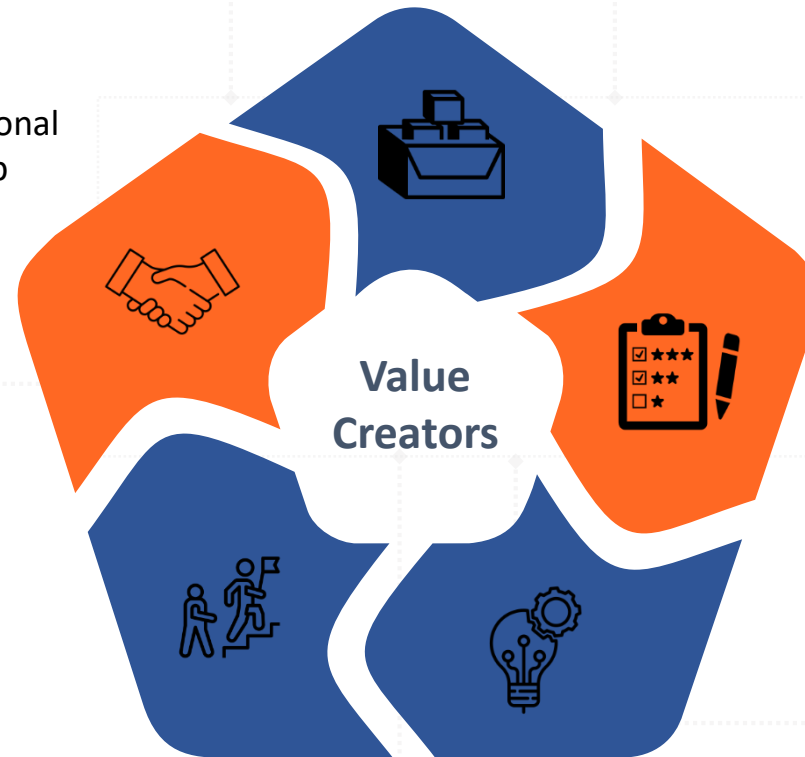
Strong pre & post sales support and efficient supply chain management

## Market Leadership

Emerged as one of the leading IT and Mobility products and services provider in India

## Technology Developments

Continuous and strategic investments in technology upgradation across all businesses for efficient operation & better productivity



# Board of Directors

**Bhavesh Mehta**  
Director & COO



B.Com and M.Com with specialization in Marketing. Associated with the Company since two decades with expertise in sales and marketing

**G.S. Ganesh**  
Independent Director



A Chartered Accountant by qualification and Investment Banker by profession with experience of 30+ years. His areas of expertise include, Financial Restructuring, Mergers and Acquisitions and Project Financing

**Atul Mehta**  
Chairman & Managing  
Director



B.Com and MBA in Finance from USA.  
Founder Member of the Company with focus on Strategic Planning and Financial Management

**Vijay Agarwal**  
Independent Director



M.Com and Chartered Accountant by qualification. He has been in practice for more than 30+ years

**Fatima Nasab**  
Independent Director



Expert in Human Behaviour

# Management Team



**Atul Mehta**  
Chairman & M.D.



**Bhavesh Mehta**  
Director & COO

**Sunil Mehta**  
Director & CFO



A Chartered Accountant by profession with experience of over 2 decades. He is in-charge of the Company's financial management, financial analysis & planning

**Deepak Karia**  
Vice President Sales



Responsible for Mobility division and Value sales by effectively extending the Company's offerings by pushing growth across markets

**Nehal Sharma**  
Associate VP Sales



Responsible for driving sales with a focus on growing the Company's IT revenue across all channels

**Shreyas Vyas**  
Head IT



With over 25 years of working knowledge, he sets measurable short and long-term goals for the team and is responsible for efficient project management and IT vendor management

**Sagar Abraham**  
Head Services



With almost 3 decades of experience, established service business with next-gen services and integrated client centric delivery models

**Dilip Darji**  
Head Accounts



With 2 decades of experience, responsible for Accounts and Finance, Systems & Processes, MIS and Automation

# Awards & Accolades



2017

## HP Envisage National Distribution Meet

Consumer Notebook - Best Distributor YOY Notebook Growth

Consumer Printer - Best Distributor - Modern Retail – 2017

HP Supplies Best Individual Contributor - Alternate Pipe – 2017

Distributor of the year award – Tyco

Cisco Best Performer

LG Best Performer

Samsung security surveillance best partnership award

2018

## Tyco Elite League Award

ACVS Partner of the year

Cisco Start Award - Best Adoption Award

Lenovo - T1 Business Experts Award

Hanwha Techwin - Highest Growth Achievement Award

## Commscope Distributors Meet

Best AMP Net Connect Distributor Award  
Best Managed Distributor Award

## Asus Distributors Meet

Best Sales Team Award  
Best Distributor Award

2019

Digital Terminal – Channel’s Favourite Distributor

## HP Distributors Meet

Best Distributor Convertible Notebooks

Best Distributor CISS Print & Supplies

Cisco Distribution Partner of the Year FY18

Cisco Bulls Eye Scheme Award

## Commscope

Best National Distributor - AMP Net Connect Enterprise Network Business SAARC

100 Cr plus business Achiever

Significant contributor – Systemax Enterprise Business Network SAARC

Distributor Employee Appreciation

Hanwha Techwin ACVS Partner of the year

## Asus

Asus Leadership Award

Asus Champion of the year award

## SanDisk Premier League

Best Market Expansion Award



## Brand Acquisitions

- Adding product lines that would enable Compugate offer a complete basket of products to its channel partners.

## Penetrating Untapped Geographies

- To be present across the metro cities as well as tier II and tier III cities
- Penetrate across underserved geographies of the nation to help drive volume for the distribution intermediaries

## Diversified Sales Channels

- Serving important link between channel partner and end customer
- To be present across all forms of channels across the country

## Enhance Service Offerings

- Hardware Services and Technical Support - Pre and Post Sales

## Target

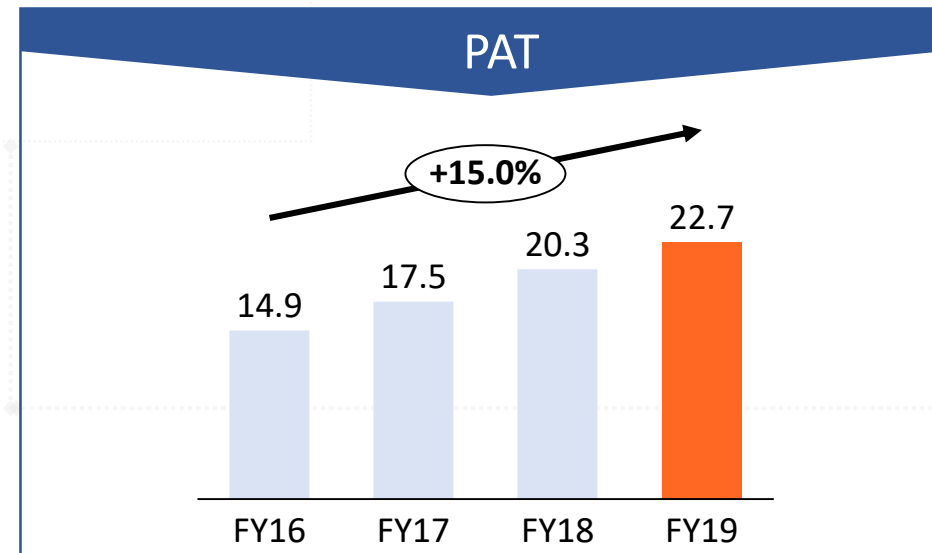
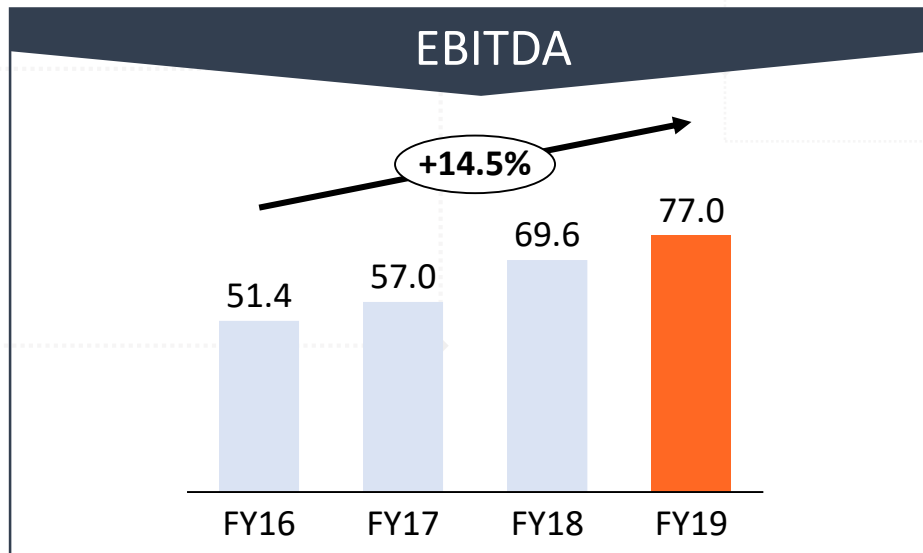
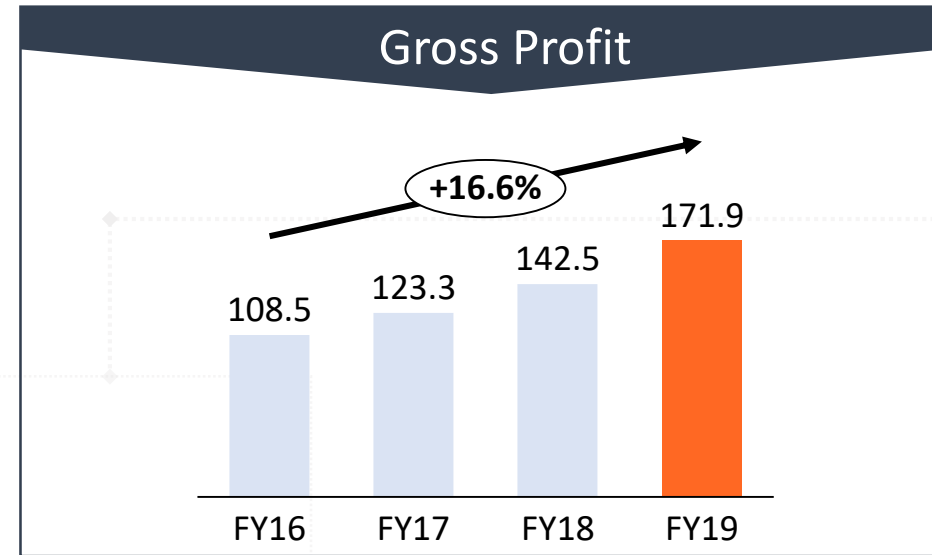
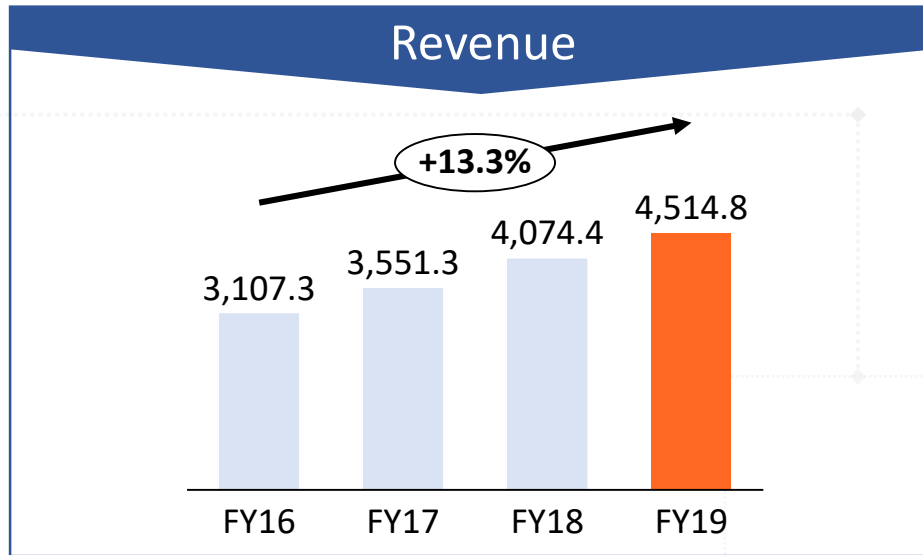
- Revenue of US\$1 billion in 3 years
- 2X Profitability
- Penetrate 15000 Partners in 800 cities in 3 years.



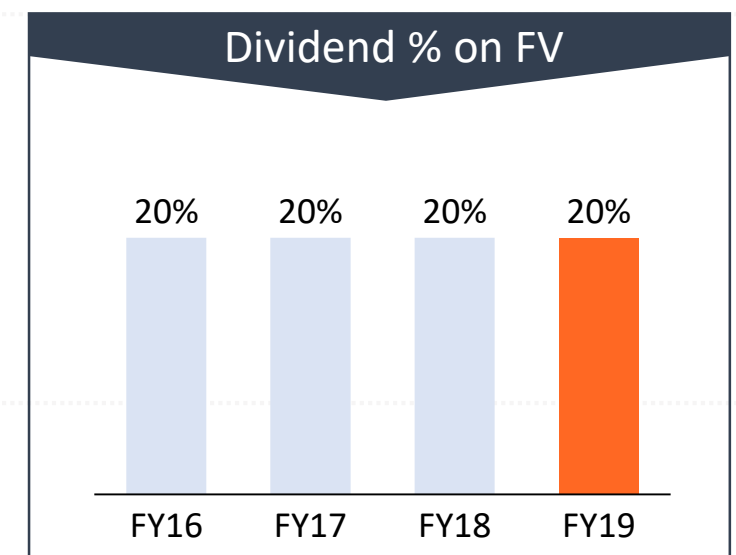
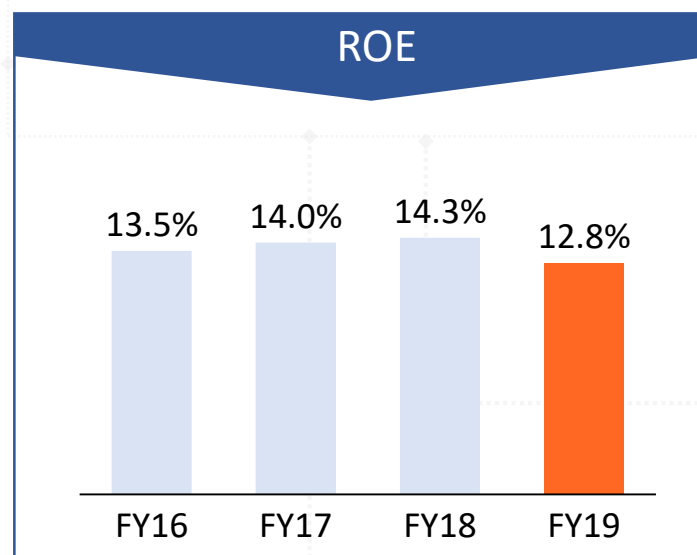
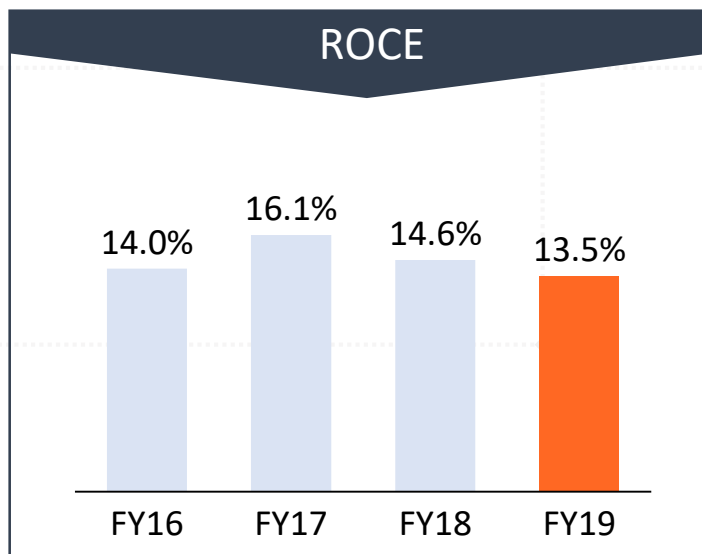
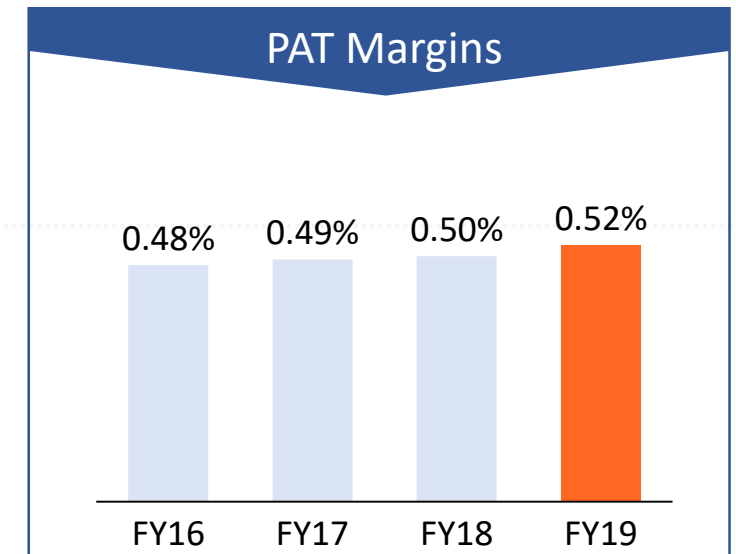
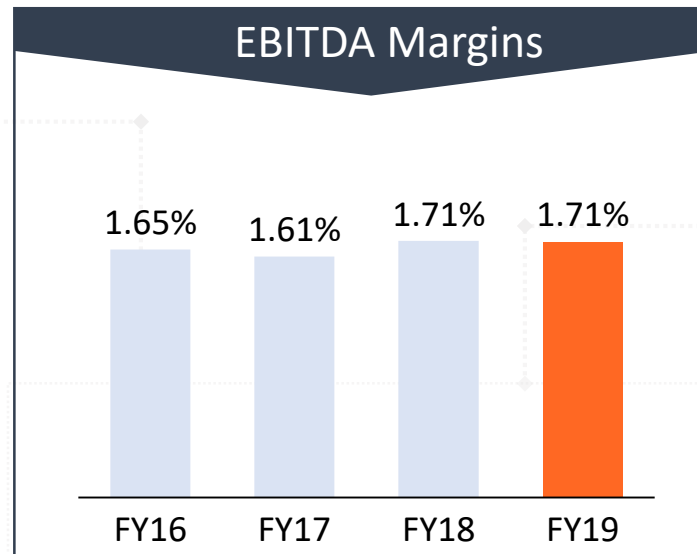
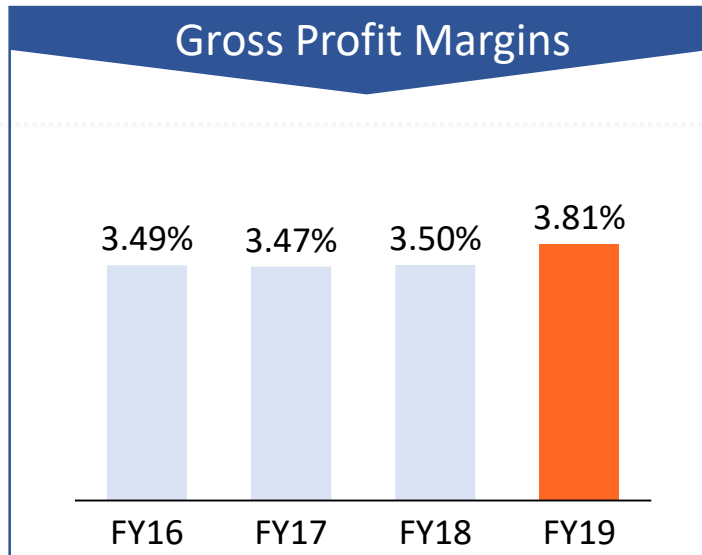


Historical Financials

# Consolidated Financial Highlights

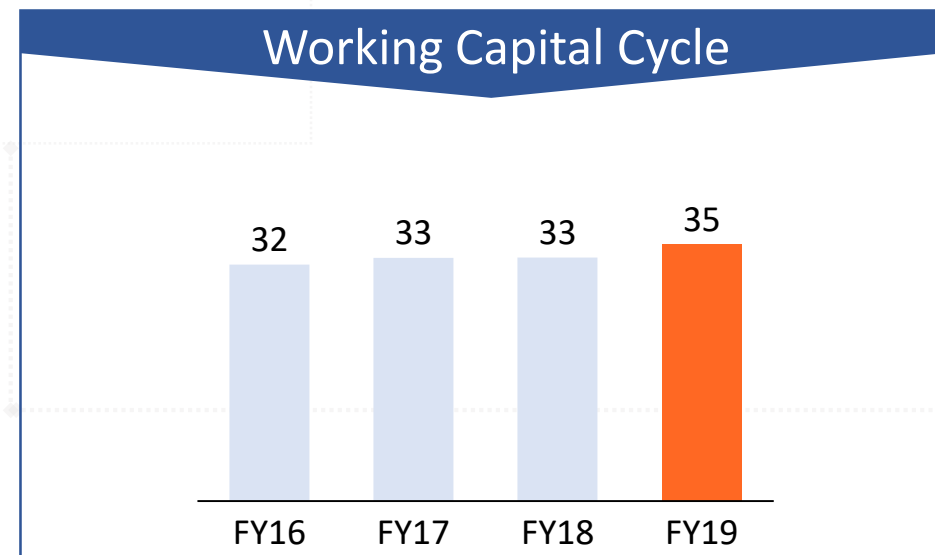
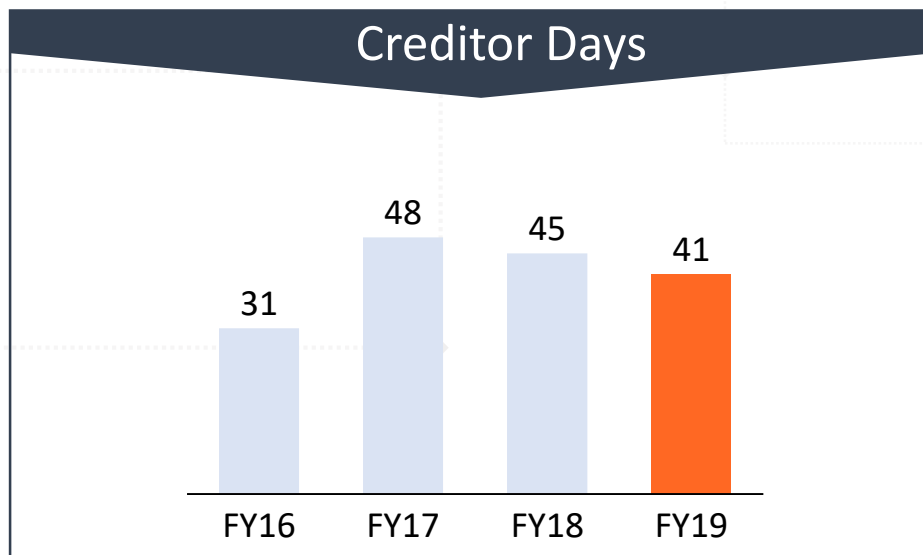
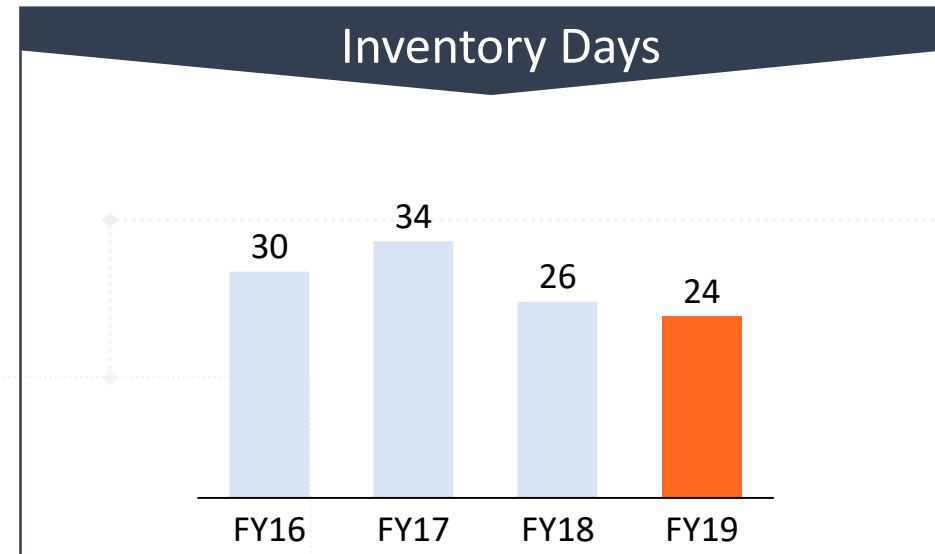
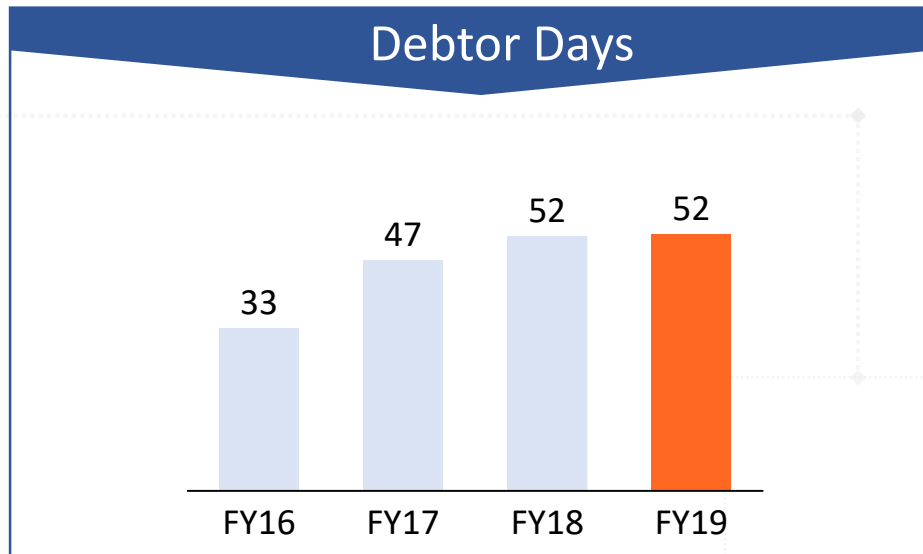


# Consolidated Financial Highlights



# Working Capital Cycle

On Consolidated basis



# Consolidated Profit & Loss Statement

Profit & Loss Statement (Rs. Crs)	FY16	FY17	FY18	FY19
<b>Revenue from Operations</b>	<b>3,107</b>	<b>3,551</b>	<b>4,074</b>	<b>4,515</b>
Cost of Goods Sold	2,999	3,428	3,932	4,343
<b>Gross Profit</b>	<b>109</b>	<b>123</b>	<b>143</b>	<b>172</b>
<b>Gross Profit Margin (%)</b>	<b>3.5%</b>	<b>3.5%</b>	<b>3.5%</b>	<b>3.8%</b>
Employee Expenses	26	33	38	44
Other Expenses	31	33	35	51
<b>EBITDA</b>	<b>51</b>	<b>57</b>	<b>70</b>	<b>77</b>
<b>EBITDA Margin (%)</b>	<b>1.7%</b>	<b>1.6%</b>	<b>1.7%</b>	<b>1.7%</b>
Other Income	10	19	15	17
Depreciation	5	4	3	4
<b>EBIT</b>	<b>57</b>	<b>73</b>	<b>81</b>	<b>89</b>
<b>EBIT Margin (%)</b>	<b>1.8%</b>	<b>2.0%</b>	<b>2.0%</b>	<b>2.0%</b>
Finance Cost	34	45	49	54
Profit before Tax	22	28	32	35
Tax	7	10	11	12
<b>Profit After Tax</b>	<b>15</b>	<b>17</b>	<b>20</b>	<b>23</b>
<b>PAT Margin (%)</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.5%</b>

# Consolidated Balance Sheet

ASSETS (Rs.Crs)	FY16	FY17	FY18	FY19
<b>Non-Current Assets</b>				
Property, Plant & equipment	43.6	43.2	44.0	53.9
Intangible Assets	-	-	0.1	0.0
Financial Assets				
i) Investments	0.3	0.3	0.3	0.5
ii) Other Financial Assets	0.5	0.5	0.0	0.0
<b>Total Non-Current Assets</b>	<b>44.5</b>	<b>44.1</b>	<b>44.4</b>	<b>54.4</b>
<b>Current Assets</b>				
Inventories	254.3	334.9	292.6	301.4
Financial Assets				
i) Investments	2.5	2.5	2.6	2.5
ii) Trade Receivables	281.8	455.7	577.5	644.6
iii) Cash and Cash Equivalents	35.9	37.1	46.4	44.6
iv) Bank Balances	59.0	65.1	75.6	73.4
v) Loans	6.2	6.3	4.9	5.3
vi) Other Financial Assets	2.2	1.4	8.4	7.5
Current Tax Assets	-	-	2.1	3.8
Other Current Assets	25.3	24.1	68.7	103.6
<b>Total Current Assets</b>	<b>667.3</b>	<b>927.0</b>	<b>1,078.8</b>	<b>1,186.8</b>
<b>Total Assets</b>	<b>711.8</b>	<b>971.1</b>	<b>1,123.3</b>	<b>1,241.2</b>

EQUITY AND LIABILITIES (Rs.Crs)	FY16	FY17	FY18	FY19
<b>Equity</b>				
Equity Share Capital	11.7	11.7	11.7	13.0
Other Equity	98.6	113.1	130.6	163.8
<b>Total Equity</b>	<b>110.3</b>	<b>124.9</b>	<b>142.4</b>	<b>176.8</b>
<b>Non Current Liabilities</b>				
Financial Liabilities				
i) Borrowings	-	17.7	13.7	22.9
Provisions	-	-	-	2.3
Deferred Tax Liabilities	5.7	6.1	6.2	6.2
<b>Total Non-Current Liabilities</b>	<b>5.7</b>	<b>23.8</b>	<b>19.9</b>	<b>31.3</b>
<b>Current Liabilities</b>				
i) Borrowings	293.0	306.8	400.7	460.3
ii) Trade Payables	263.2	465.1	504.6	507.5
iii) Other financial liabilities	14.5	27.7	26.9	39.2
Other Current Liabilities	24.0	22.4	28.8	25.6
Provisions	0.1	0.1	0.1	0.5
Current Tax Liabilities	1.0	0.2	-	-
<b>Total Current Liabilities</b>	<b>595.7</b>	<b>822.4</b>	<b>961.0</b>	<b>1,033.1</b>
<b>Total Equity and Liabilities</b>	<b>711.8</b>	<b>971.1</b>	<b>1,123.3</b>	<b>1,241.2</b>

# Programming Growth: VERSION 2.0

## COMPUAGE 1.0

✓ From sole IT Consumer Distributor to IT Consumer, IT Enterprise and Mobility Products Distributor

✓ From a Single brand portfolio to 29 Global Brands in portfolio

Distribution Strength:

- ✓ 12,500+ Channel Partners
- ✓ 600+ presence across Indian Cities

✓ FY19 Revenue : Rs. 4,515 Crores



## COMPUAGE 2.0

Transform to a Products, Cloud & Services Organization (Cloud & Services to be > 10% of Revenue)



EBITDA Accretive Business



Higher Net Profits

✓ Focus on addition of Global Brands

Distribution Strengths – 3 Year Plan:

- ✓ 15,000+ Channel Partners
- ✓ 800+ presence across Indian Cities

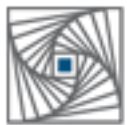
✓ 3 Year Target Revenue : Rs.7,000 Crores

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For further information, please contact:

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**Company :**



*Speed  
Reliability  
Value Performance*

**COMPUAGE INFOCOM LTD**

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**Investor Relations Advisors :**

**SGA** Strategic Growth Advisors

Strategic Growth Advisors Pvt. Ltd.  
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