



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

P.J. Towers

**Dalal Streets** 

Mumbai- 400001

Symbol: EMIL

Series: EQ

ISIN: INE02YR01019

Scrip Code: 543626

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 10<sup>th</sup> February 2023 at 5:00 p.m. .A copy of the said presentation is also being uploaded on the Company's website.

HYDERABAD

040 23230244

We request you to kindly take the above information on record.

Thanking You,

For and on behalf of Electronics Mart India Limited

Rajiv

Digitally signed by Rajiv Kumar Kumar Date: 2023.02.10 13:39:48 +05'30'

Rajiv Kumar

Company Secretary and Compliance Office

Date: 10th February 2023

Place: Hyderabad





**Investor Presentation** 

February 2023

# **SAFE HARBOR**



This presentation and the accompanying slides (the "Presentation"), which have been prepared by **Electronics Mart India Limited** (the "Company"), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded

Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

# **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

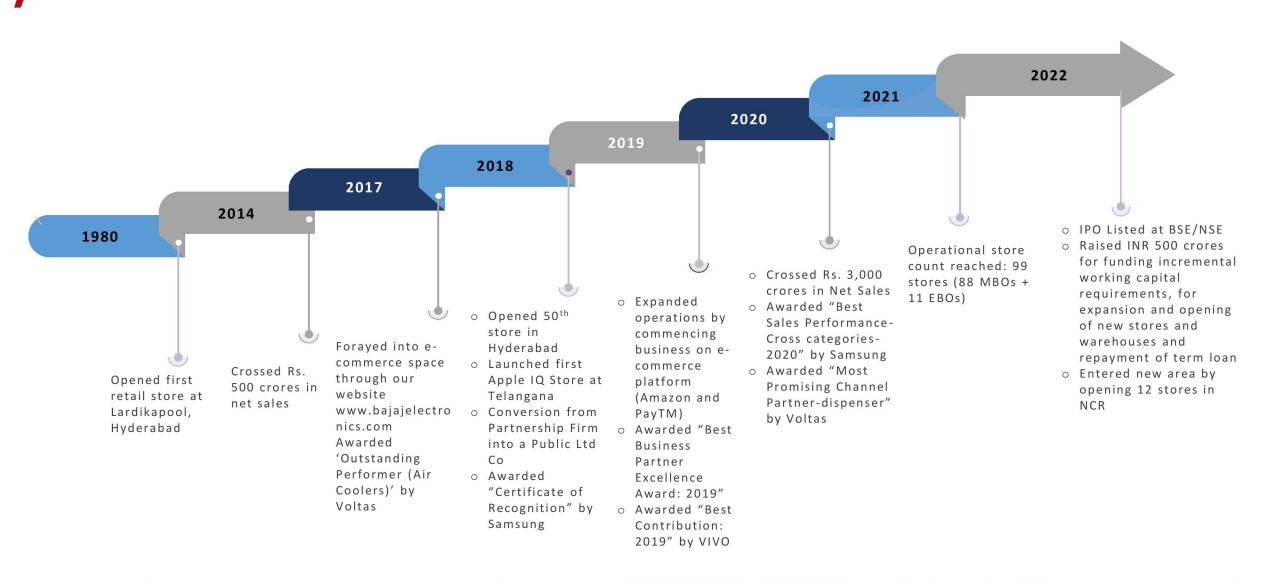
**Retail Business Area** 

1.19 mn. sq. ft.

Market presence and geographic reach with cluster-based expansion

# **OUR JOURNEY**

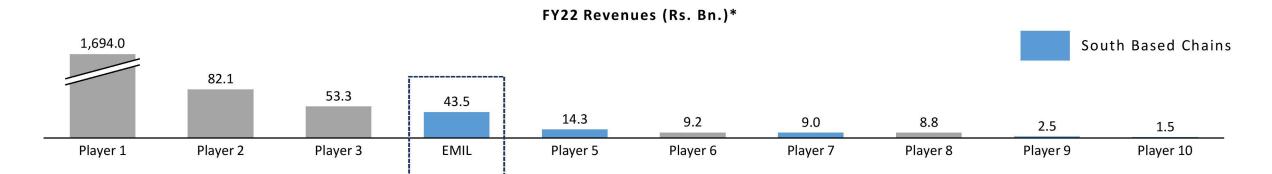




# LARGEST ELECTRONICS GOODS RETAILER IN SOUTH INDIA



# We are the Largest player in the Southern region in revenue terms with dominance in Telangana and Andhra Pradesh AND 4<sup>th</sup> 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



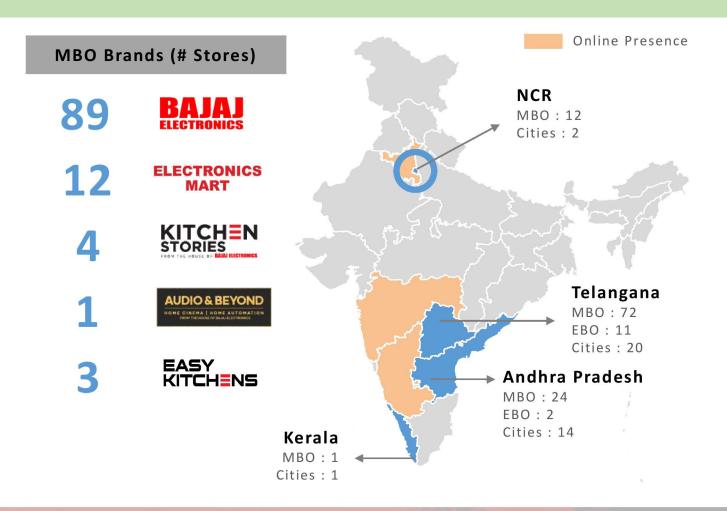
Affordable modular kitchens & built-in kitchen appliances

\*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

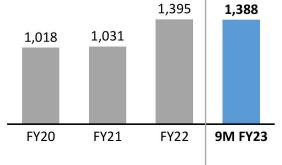


#### Mobiles

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



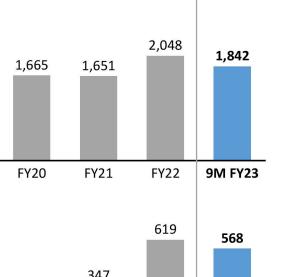
# Revenue Split (Q3 FY23)

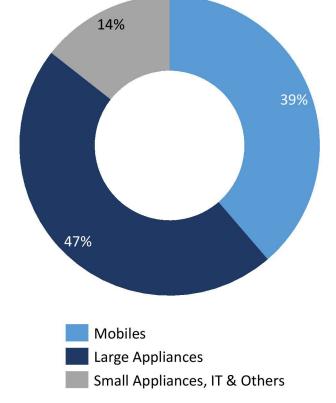
# Large **Appliances**

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

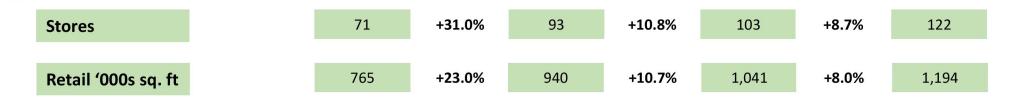
Laptop, Printer, Geyser & Others

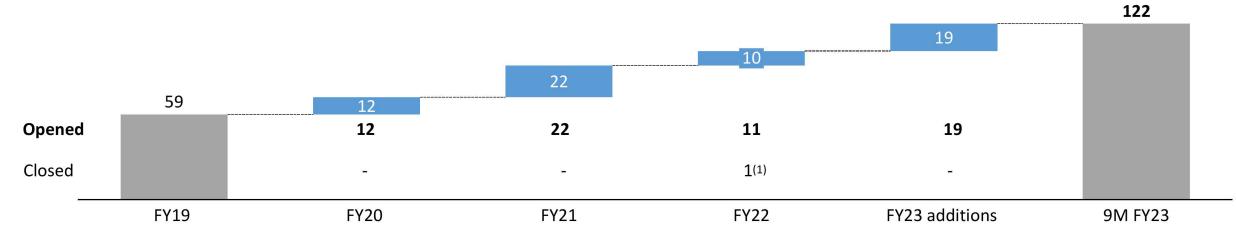
Have relationships with the largest brands in this space - Dell, Sony, Havells, Orient etc



# **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

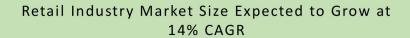


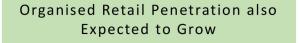
#### **Robust Information Technology System**

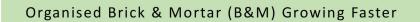
- ✓ ERP and POS systems from leading industry software providers
- ✓ Wide range of data management tools to support procurement, sales and inventory management across all stores on a daily basis
- ✓ Tracking systems with real time updates on status of their orders
- ✓ Use data to identify and quickly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

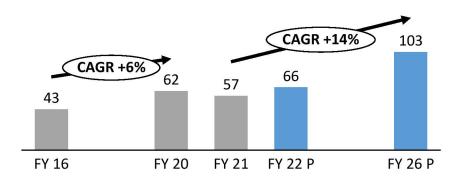
# STRONG GROWTH IN ORGANISED BRICK & MORTAR RETAIL

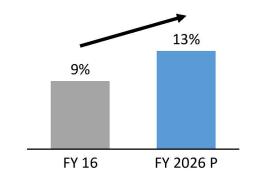


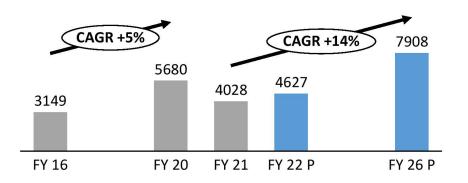




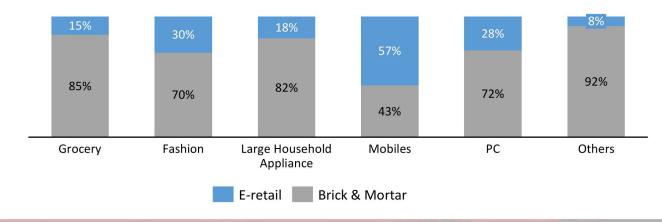








#### Brick & Mortar continues to dominate the organized retail market



#### 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	<b>®</b>				AK	<b>K</b>	
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

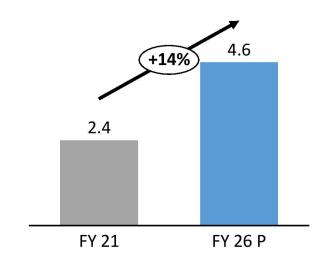


Larger portfolio

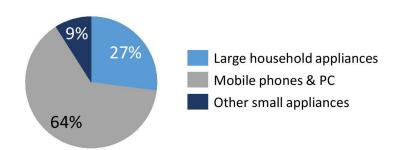


Various financing options

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



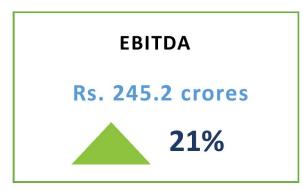
Continuous training of manpower

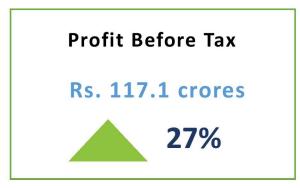
- Aim at identifying fresh talent, training, grooming them and providing opportunities for growth
- Place special emphasis on managing attrition and attracting and retaining our employees
- Further improve our training programmes to develop skill sets to meet customers demands and provide quality customer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

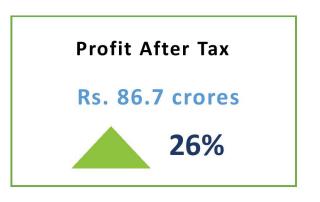
# **STRONG 9M FY23 PERFORMANCE**



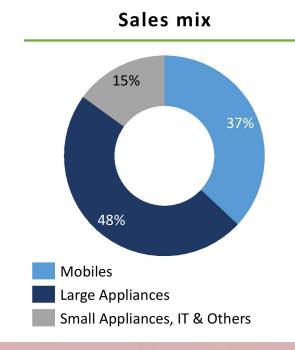




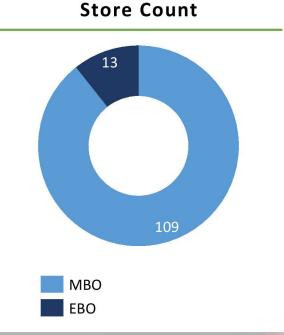




**Retail Store Area** 



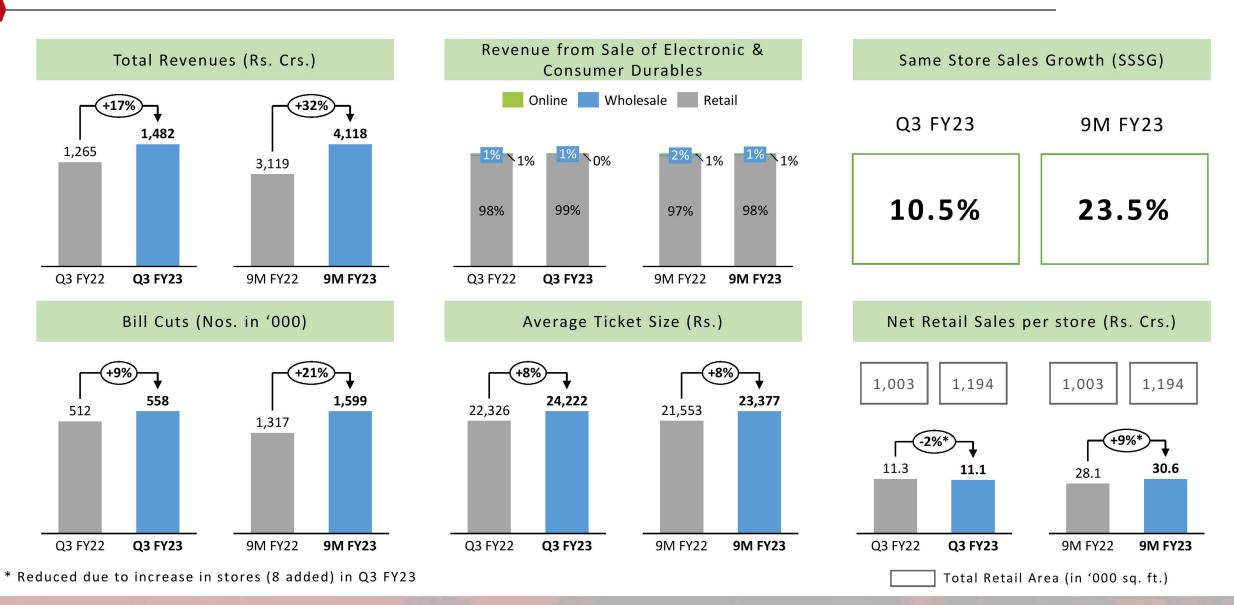




# 1.19 Mn Sq. Ft. Same Store Sales Growth 23.5%

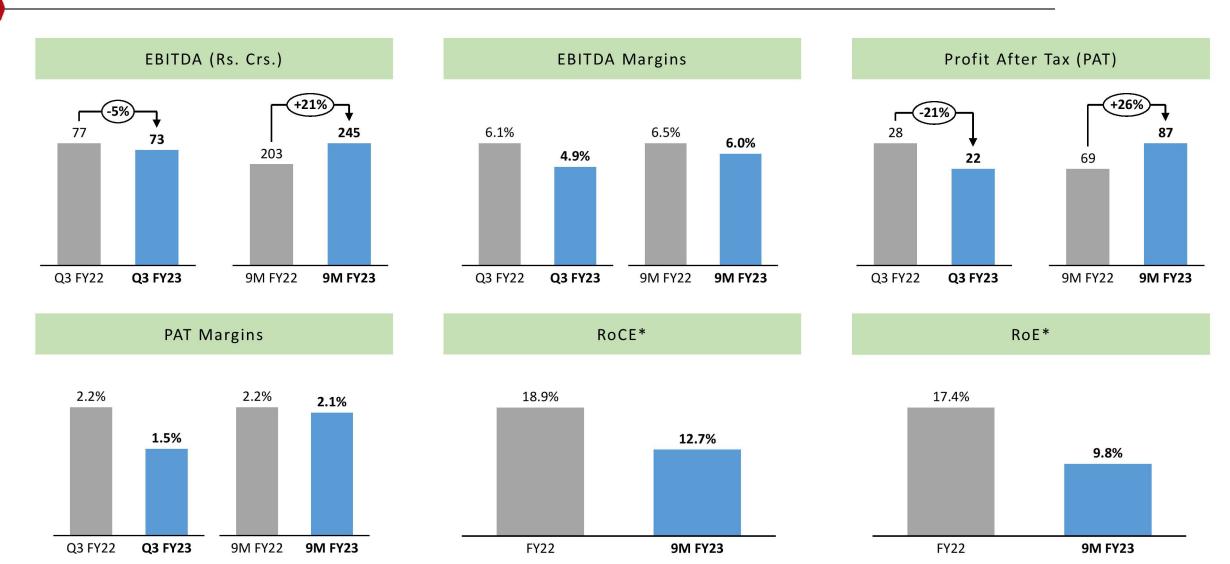
# Q3 & 9M FY23 FINANCIAL HIGHLIGHTS





# Q3 & 9M FY23 FINANCIAL HIGHLIGHTS





<sup>\*</sup> 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



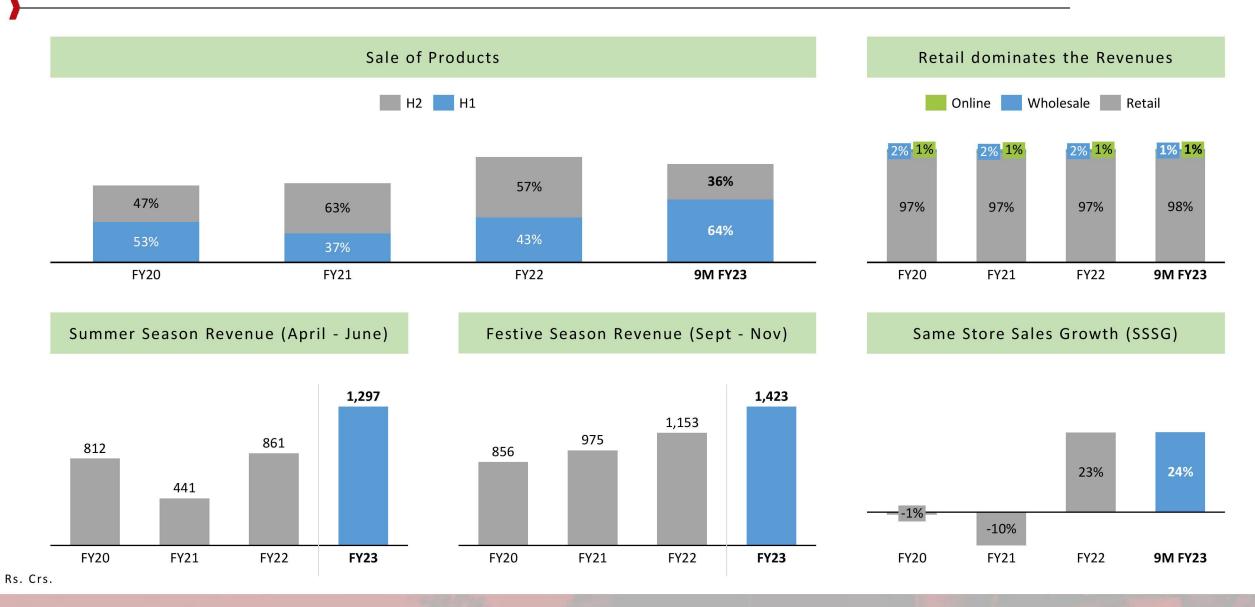
# **OPERATING INDICATORS**





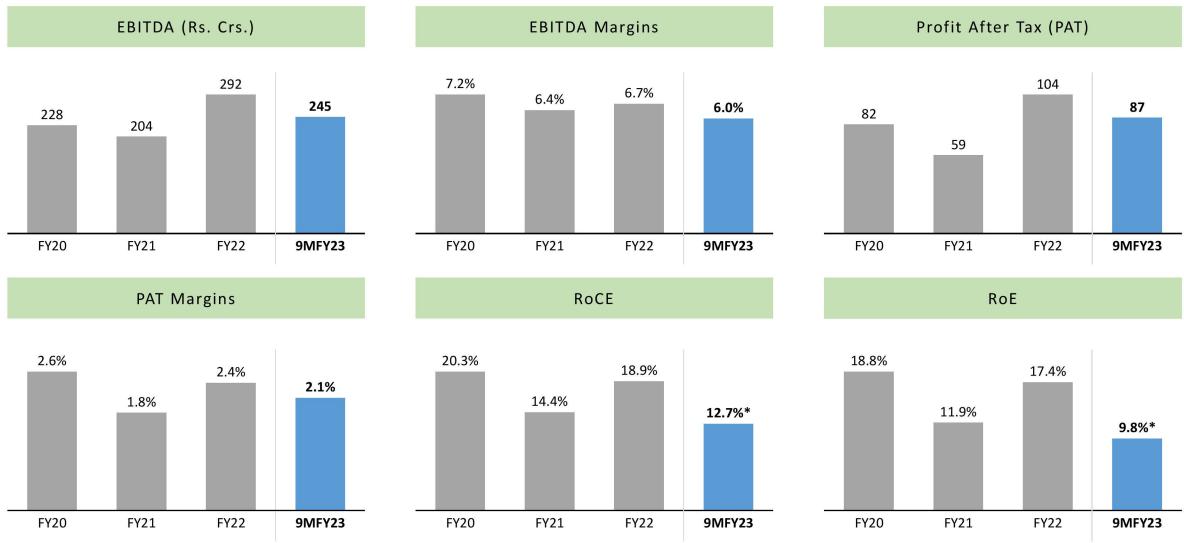
# FINANCIAL INDICATORS





# **FINANCIAL INDICATORS**

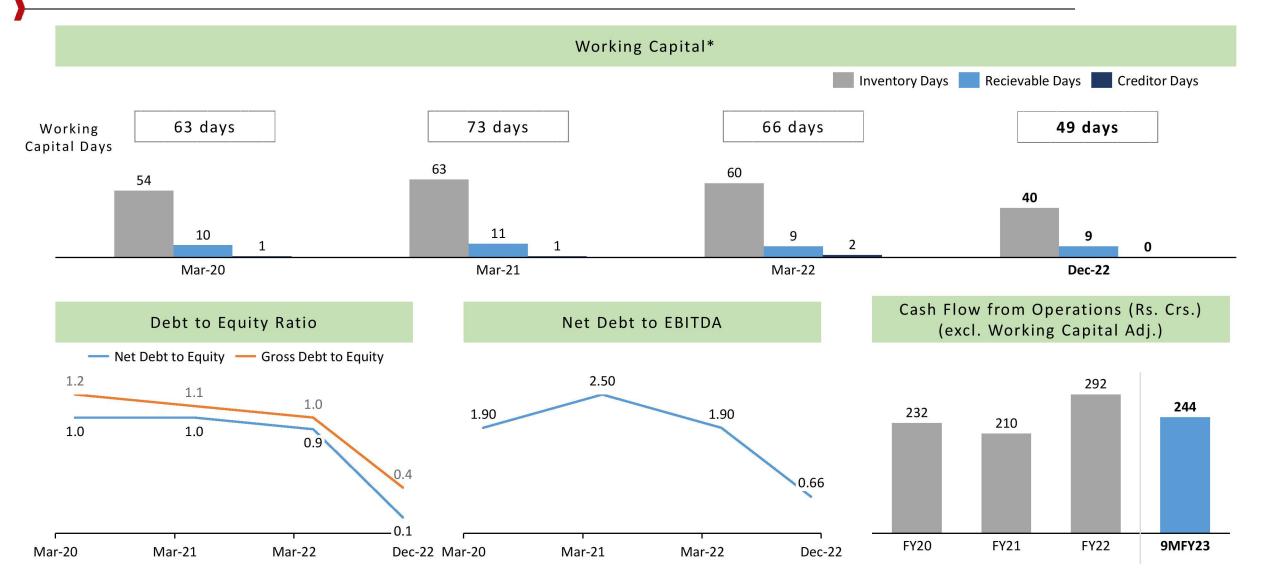




<sup>\*</sup> RoCE & RoE impacted in 9M FY23 due to addition of stores (Numbers for 9M FY23 are Annualised)

# 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