



11th December, 2023

BSE Limited Phiroze Jeejeebhoy Towers, ,Dalal Street, Mumbai - 400 001

Scrip Code - 532513

National Stock Exchange of India Limited Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra - Kurla Complex Bandra (E) Mumbai - 400 051

Scrip Symbol - TVSELECT

Dear Sir/ Madam,

Sub: Investor Presentation December, 2023

Pursuant to Regulation 30(2) and other respective regulations of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are herewith enclosing the copy of Investor Presentation of the company.

Kindly take the above information on record.

Thanking You,

For TVS Electronics Limited

K Santosh Company Secretary

TVS Electronics Ltd. **Investor Presentation** December 2023

Snapshot



PRODUCTS & SOLUTIONS



OPERATIONS

FY23 FINANCIALS



Leading Transaction Automation Products company



Diversified Business & Preferred Service Partner across Global Brands



600+ Employees



Revenue: INR 3,535 Mn



3+ Decades Experience



Field Support Services



6 Branch Offices 13 Warehouses



EBITDA: INR 198 Mn



Market Leaders in Point of Sale devices



Infra Managed Services – IT, Solar



57 Drop Points 740+ Authorized Partners



Net Profit: INR 95 Mn



Pioneers in DOT Matrix Printer & Keyboards



Repair & Manufacturing Services (RMS)



345 Walk in Centres



ROCE: 13%



Products developed under 'Make in India' initiative



E-Auction Services



Manufacturing plant at Tumakuru



ROE: 9%



Unique edge of software bundled product solutions



Servicing over 2,00,000 customers every month,19,250+ pincodes served, Logistics coverage > 90% (of total districts)



Repair Factory: 1,500 Sq.Ft. Clean Room located in Tumakuru



Net Debt to Equity ratio (0.02)x



Company Overview



TVS Electronics (TVS-E) Limited was incorporated in 1986, under the leadership of Mr. Gopal Srinivasan

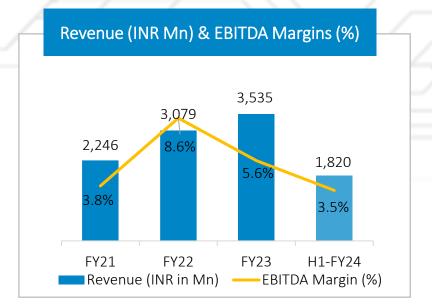
The company has emerged as one of the frontrunners in the IT peripherals, point-of-sale solutions, field support services and infra managed services for IT

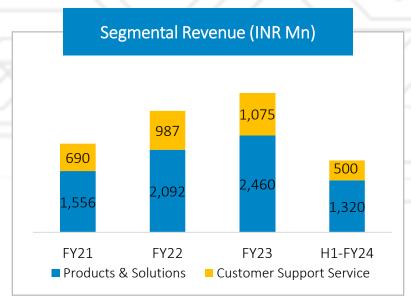
The company caters to vast customer segments including, Retail, BFSI, Shipping & Logistics, Government.

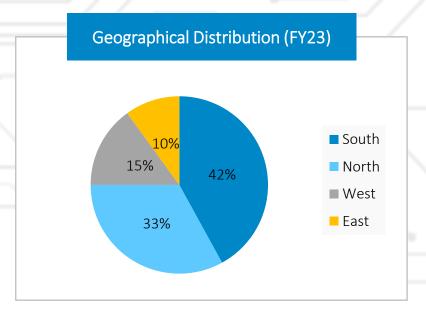


It is headquarters out of Chennai, India and has 1 state-of-the-art manufacturing plant, located at Tumakuru, Karnataka.

TVS-E offers a diversified portfolio of products and solutions with more than 20 products across categories and also customer support services.







Key Milestones



Commissioned Tumkur Factory

India's 1st language printer launched

India's 1st POS - TVS Sprint launched

TVS Proton- World's quickest bill printer launched

1 Mn Keyboards sold & 0.2 Mn UPS





Dell Service Partnership Pan India Support Service for Laptops & PCs

Exclusive Service Centers for HTC

Support for Banktech, NCR Corporation & Diebold

Break fix services for Lenovo



Last mile support for Flipkart & Amazon

Repair services for HP

Repair services for ATOS

Installation & Demo, Break-fix, Warranty Support for Daikin, Voltas, EFL.





1 Mn Printers sold

Made in India - Set Top Box

Mfg. of International language printer

APAC No. 2 in Dot Matrix Printers (DMP)

Ranked No. 4 Globally in DMP

Began Service segment "Servicetec"

Repairs & Refurbishment of Sony Consumer Products

Repairs for Samsung and LG Mobile phones

Flagship Service centre for Samsung

Xiaomi – Distribution business

ISO 9001: 2015 Accreditation

Improved Market Share of Products such as Thermal Printers, Barcode Scanners, Cash counters

Investments in IT: GTID
Solutions and Swiftomatics
Ltd. in 2022 to offer
bundled solutions



Board of Directors





Mr. Gopal Srinivasan (Founder and Chairman)

Mr. Gopal is a graduate in commerce from Loyola College in Chennai, and a MBA graduate from the University of Michigan, US. Being a passionate entrepreneur, he is actively involved in the promotion of entrepreneurship as an angel investor in association with Chennai Angels and TiE (The Indus Entrepreneurs), where he provides guidance to budding entrepreneurs on incubating businesses. He is also the Founder, Chairman and Managing Director of TVS Capital Funds Pvt. Ltd. and a third-generation member of the TVS Family. Over an entrepreneurial career spanning 30 years, he has incubated 8 companies operating in diverse sectors including technology, financial services & auto components. He is a Governing Council member of Reserve Bank Innovation Hub (RBIH), which is a centre for idea generation and development facilitating environment stewardship, encouraging collaboration, and in turn, promoting innovation in the financial sector. He has been recently appointed as the Honorary Consul for the Kingdom of Netherlands in Tamil Nadu. He was the Chairman of the Confederation of Indian Industry (CII) Tamil Nadu State Council in 2007-08, and the Chairman of CII National for Private Equity & Venture Capital in 2010-11.



Mrs. Srilalitha Gopal (Managing Director)

She is an engineering graduate in Computer Science from IISc, Bangalore, she, was appointed as director in TVS Electronics on 10th November 2011 and she was subsequently appointed as Managing Director of the Company with effect from 11th May 2018. She has been at the forefront of the various strategic initiatives directed towards increasing the profitability of the Company and drive the growth initiatives of TVS Electronics. She provides active directional support to TVS Electronics in CSR initiatives. She is also a director of TVS Investments Private Limited, holding Company of TVS Electronics. She is also the Managing Director of M/s Harita Techserv Private Limited (HTPL) since 2008. Her direction has enabled the growth of HTPL and spurred it to become one of the most preferred design engineering and talent services partners, ensuring success for every stakeholder of HTPL.



Mr. Lakshminarayan M (Independent Director)

He is a postgraduate in Management studies (MMS) from Chennai, and an attendant of Harvard Business School's Advanced Management Programme. He is a fellow member of the Institute of Cost and Management Accountants, and has a rich experience of more than three decades in the field of Infotainment System and Automotive Sector. Currently, he is the Chairman of ZF Commercial Vehicle Control Systems India Ltd., a Member of the advisory board of VOITH Industrial Services, a Member of the Board of Directors in Sansera Engineering Limited, Suprajit Engineering Ltd., ASM Technologies Ltd. He was the Managing Director of Harman International India Pvt. Ltd., a 100% subsidiary of Harman International USA from 2009 till 2017. He also had a stint at the Karnataka State and Southern Region of Confederation of Indian Industry (CII) as Chairman, and the Bangalore Chamber of Industries and Commerce as the President. He was also appointed by the government as the Chairman of the Research Advisory Board of Central Manufacturing Technology Institute, Bangalore.



Mr. M F Farooqui (Independent Director)

He is a retired IAS officer and a master's degree holder in Physics and Business Administration. He is also the Chairman of The Ramco Cements Ltd. In addition, he is a member of Dispute Resolution Committee of Ministry of New and Renewable Energy Government of India and Chairman TN Human Resources Reform Committee. He retired as the Secretary of Department of Telecommunications (DoT) and Chairman of Telecom Commission in June 2014. He was also the Secretary in the Department of Heavy Industry. While serving in the Government of Tamil Nadu, he played a crucial role in increasing the footprint in Tamil Nadu of the industry especially Electronic hardware and Automobile sectors as the Principal Secretary of the Department of Industry. He also served as Special Secretary in the Ministry of Environment and Forests, and helped in shaping critical environmental policies in the Ministry. During his career, also worked as the Joint Secretary in the Department of Economic Affairs, under the Ministry of Finance and as the Consul General of India in Jeddah, Saudi Arabia. He also had a stint as the Chief Executive and Member Secretary in the Chennai Metropolitan Development Authority (CMDA).



Board of Directors





Mr. R S Raghavan (Director)

He is a Chartered Accountant, Cost Accountant and Company Secretary, he is the Non Executive Non Independent Director of TVS Electronics. Mr. Raghavan's experience spans corporate finance, business performance, investment, governance, mergers & acquisitions, strategy, fund raising, Investor relations, talent/people management, legal etc. A professional with nearly 41 years experience in the manufacturing and financial services Industry like VCPE, NBFC, Wealth management, manufacturing etc., he brings deep financial experience and significant understanding of business, risk management. He is currently the Non Executive Non Independent Director of TVS Capital Funds Pvt. Ltd., a growth capital Private Equity firm. He is currently in the Boards of some of the group companies.



Mr. K Balakrishnan (Independent Director)

Mr. K Balakrishnan is a graduate in Electronics and Communication from the National Institute of Technology at Surathkal, India. He is currently the Co-Founder and CEO of a SaaS platform start-up Autonom8 and the Chairman of the Board of Servion Global Solutions. He is also on the advisory Board of IIT- Palakkad, and Cisco's start-up accelerator programme LaunchPad. He Co-founded Servion, and served as its Managing Director and Chief Executive Officer prior to taking over his current role. During the first decade of his career, he wore many managerial hats in Senior Product Management and Sales positions. Earlier, he was the Founder and CEO of Acqueon Technologies, which is a products company focused on Customer Experience Management domain, and was on the Board of Custommerce Service Excellence Foundation, a non-profit organization focused on improving customer service. He brings to the table a rich experience of more than 25 years in the Customer Interaction Management domain, with specialised expertise in Telecom and IT. With his rich knowledge and experience as the co-founder, he is an industry thought leader and enjoys successful associations with numerous large enterprises in the conceptualisation and design of their CEM programmes.



Mr. V Sumantran (Independent Director)

He is an alumnus of the Indian Institute of Technology, Madras, a MS from Princeton University, and Ph.D. in Aerospace Engineering from Virginia Tech. He is also a Master's degree holder in Management of Technology, and a Fellow of SAE International and the Indian National Academy of Engineers. He is a business leader, technocrat and academic, having worked in the USA, Europe, and Asia through a career spanning over 37 years. He is currently the Chairman and Managing Director of Celeris Technologies, Chairman of Interglobe Aviation Limited, and an advisor to several Fortune-100 organisations in autos, industrial equipment, defence, and aerospace sector. He was the Executive Vice-Chairman of Hinduja Automotive in the UK, and the Vice Chairman of Ashok Leyland as well. He also served as Chief Executive Officer in charge of the car business at Tata Motors in its early days. Previously, he had a 16-year-long career with General Motors with R&D operations in Detroit and subsequently served on deputation in Europe as Director-R&D at GM-Europe. He has co-authored a book, namely 'Faster, Smarter, Greener: The Future of the Car and Urban Mobility' which was published by the MIT Press in 2017.



Ms. Subhasri Sriram (Independent Director)

She is currently the Joint Managing Director of Shriram Capital (P) Ltd., the holding company of the financial services and insurance businesses of Shriram Group. She has more than 3 decades of professional experience including 24 years in Shriram Group's Financial Services business and during this period for more than 15 years held the position of Executive Director & CFO of one of their listed NBFC. Has handled many critical assignments related to implementing new organization structures, improving business processes, raising several rounds of equity from marquee investors across globe and raising external commercial borrowings. She has won the "Best Performing CFO in the NBFC Sector" for 2013 at the 8th edition of the awards instituted by a leading business television channel CNBC TV 18 and in 2016 she was also chosen as one of the most influential CFOs in India by CIMA. In the year 2022, won the Woman Leader of the Organization award from UBS Forums. She is a Postgraduate in Commerce, Fellow Member of the Institute of Cost Accountants of India (ICMAI) and the Institute of Company Secretaries of India (ICSI). She also holds Post Graduate Diploma in Systems Management from NIIT and Post Graduate Diploma in Cyber Laws from NALSAR, Hyderabad and is in the board of several listed and unlisted companies across industries.

Competitive Edge







30+ years of experience in design, manufacturing, repair and services

Service network capability across 95% of pin codes in India







Distribution network with last mile connectivity across 90% of Indian territory

Strong B2B presence across chosen sector, partnership with global brands





Proven capability that seamlessly links the entire value-chain of the entire product life-cycle management

One Stop Solution for customers with Made in India Products

TVS-E India Footprint



PAN India Network

1

REPAIR CENTRE

13

WAREHOUSES

6

BRANCH OFFICES

345

WALK-IN CENTRES

57

DROP POINTS

90%

DISTRICTS COVERED

2,800+

FEET ON STREET

19,250+

PIN CODE SERVED





Marquee Clientele



Products & Solutions

RETAIL





































BFSI





















Customer Support Services

IT & Peripherals





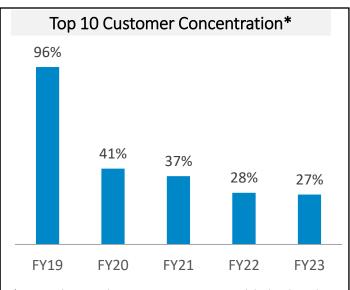






Audio Lifestyle





*Note: Online Distribution Business segment with high volume low margin was terminated during FY19, resulted in customer diversification

IT IMS

Banking & Technology

Consumer Electronics









SAMSUNG









Banks

Solar

EVS Charging









TVS-E Accreditation





Best Project Excellence Awards from Quality Circle Forum of India (QCFI), Mumbai



Best project excellence award by Anexas Europe



Great Place to Work Certification



ISO 9001:2015 **ISO** 14001:2015,

ISO / IEC 27001: 2013



Best workplaces in Electronics Great Place to Work Certification



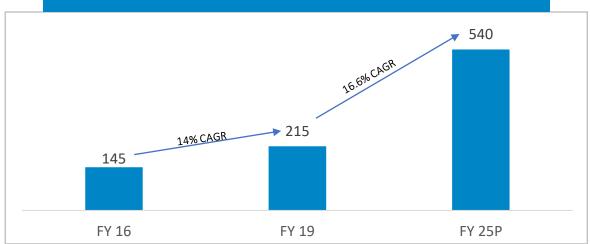
PoSH Award – TVS-E recognized as one of the top 25 Safest Work Place in India



Electronics Industry and Government Schemes



Electronics Market in India (USD Bn)



- India is one of the largest consumer electronics markets in Asia Pacific Region and is home to considerable talent for electronic chip design and embedded software. India has committed to reach US\$ 300 billion worth of electronics manufacturing and exports of US\$ 120 billion by 2025-26.
- Major Government initiatives such as 'Digital India', 'Make in India' and supportive policies including favourable FDI Policy for electronics manufacturing have simplified the process of setting up manufacturing units in India.
- India is the second fastest digitizing economy amongst the 17 leading economies of the world. The Government of India aims to make Electronics Goods amongst India's 2-3 top ranking exports by 2026.
- Electronics design segment, growing at 20.1%, was 22% of the ESDM market size in FY19; it is anticipated to be 27% of the ESDM market size in FY25.

Policy Initiatives and Recent Developments

- Under the (PLI) scheme for IT Hardware Products, the Ministry of Electronics and Information Technology has approved 14 qualified applicants. To manufacture these products in India, the government will offer incentives of USD 983.76 Mn over the next 4 years. In this duration, production worth USD 21.62 Bn and exports of USD 8.06 Bn are expected.
- Ministry of Electronics & Information Technology (MeitY) has announced "Scheme for Promotion of Semiconductor Eco-System" in India with a massive outlay of INR 76,000 Crore (USD 9.48 Bn) in 2022.
- As per Union Budget 2023-24, the Ministry of Electronics and Information Technology (MeitY) has been allocated INR 16,549 Crore.
- The PLI Scheme 2.0 for IT Hardware is expected to result in broadening and deepening of the manufacturing ecosystem by encouraging the localisation of components and sub-assemblies and allowing for a longer duration to develop the supply chain within the country. Additionally, the scheme provides increased flexibility and options for applicants, and is tied to incremental sales and investment thresholds to further incentivise growth. Furthermore, semiconductor design, IC manufacturing, and packaging are also included as incentivised components of the PLI Scheme 2.0 for IT Hardware.
- As per the IT hardware PLI 2.0 scheme, an incentive of 5% will be provided by the government on net incremental sales over the base year, of goods manufactured in India, compared to 2% earlier. The base year is FY23. The Indian government had approved the six-year PLI scheme for IT hardware products with an outlay of ₹17,000 crore.

Strategic Overview



Single point solution provider

• Our aim is to be the trusted single-point solution provider, offering reliable point of transaction and track and trace products to our customers in the banking, retail, Govt. shipping, and logistics.

Customer Support Services - One stop solution

- Global brands and Indian customers depend on trusted partners for post sales support. We offer end-to-end service which includes:
 - o Field support services: IT products /peripherals, POS products, Banking POS.
 - o Infra Managed Services: IT devise endpoint computing to data centers, both on-premise and in cloud
 - o Repair services: PCBA and display panel repair
 - o eAuction services: disposal of scrap, machinery, excess inventory, e-Waste and end-of-life management support for B2B customers.
 - o Our in-house CRM AI/ML-enabled platform to connect brands, service partners, parts management, and logistics.

Hardware devices with software solutions

MAKE IN INCH

• The retail and parking sectors are undergoing a digital transformation and software solutions play a crucial role in optimizing operations. TVS-E provides total solutions by bundling hardware products with inbuilt solutions.

STRATEGIC PRIORITIES

Manufacturing IT Peripherals / Make in India

• To capitalize on the demand, TVS-E focus is on enhancing manufacturing capabilities through SKD,CKD at Tumakuru and strengthening supply eco-system that cater to the evolving needs of our customers.

Contract Manufacturing Services for Tech Partners

• Collaborating with our Technology partners presents a significant opportunity for growth. By leveraging our manufacturing capabilities and expertise, we assist our partners in bringing their products to market efficiently and cost-effectively. This strategic partnership will not only strengthen our relationships but also contribute to the "Make in India" initiative by promoting local manufacturing.



Business Overview

Business Segments











IT Infrastructure Managed Services





Repair and Manufacturing Services

> E-Auction Services



Products and Solutions range



Product and Solutions Group focuses on Transaction Automation Products and Solutions focusing for Retail, BFSI, Govt. Shipping & Logistics segments. Under this category, the product range includes designed & manufactured, Semi knocked down assembly and ODM Products.

TVS-E pay is a solution designed focusing on entry level Retail customers – software bundled with our Hardware Products.



Products and Solutions



KEYBOARD



- Features: Robust and user-friendly, could be customized to 9 different vernacular language options, Fitted with mechanical switches for long life, Laser Etched Characters on Keycaps with an everlasting presence, Highly reliable, with more than 200,000 Hrs MTBF, 50 Mn strokes per key, Choice of Interfaces USB & PS2, Sculpted keycap with click on touch feeling.
- Market Share: Mechanical Keyboard: 78%

DOT MATRIX PRINTERS (DMP)



- Features: Minimal Cost, Value for Money, Maximum Productivity, Superior Reliability, Sustained Dependability, compact, user friendly.
- End Users: For printing letter-quality office documents such as invoices, bills, receipts and reports across Banks, Insurance company, Indian railways.
- Market Share: 46%

THERMAL RECEIPT PRINTERS (TRP)



- TRP accelerates the billing process, by reducing transaction time and cutting back on long queues.
- Features: Robust Build Quality, User friendly, portable, superior printing speed, easy to maintain, lower power consumption.
- End Users: Toll booths and at retail outlets, cafes, grocery stores, ticketing outlets, kiosks, etc.
- Market Share: 29%
- Market Leader in Thermal Printers

Products and Solutions



TRACK & TRACE PRODUCTS



- The scanners offers the freedom and convenience to capture the codes effortlessly in a steadfast manner without any loss of information. The Design is developed bearing in mind the volume of operations and man hours involved in the retail business.
- Applications: Hands-Free Barcode reading for Retail Application, Production Line, Laboratories, Jewelry Brand Stores.
- 3rd largest player in Barcode Scanners & Label Printers

TOUCH SCREEN POS MACHINE & CASH DRAWERS



TOUCH SCREEN POS MACHINE

Features: Compact, durable, and rugged, Robust, stylish, and ideal for intensive billing, Easy to install and easily removable display.

End Users: Retail Outlets

CASH DRAWERS

- Features: 5 Note and 8 Coin trays, Integrated cable with RJ12 connector, Three-position lock and Open drawer sensor.
- End Users: Retail Outlets, Hospitality

PASSBOOK PRINTERS



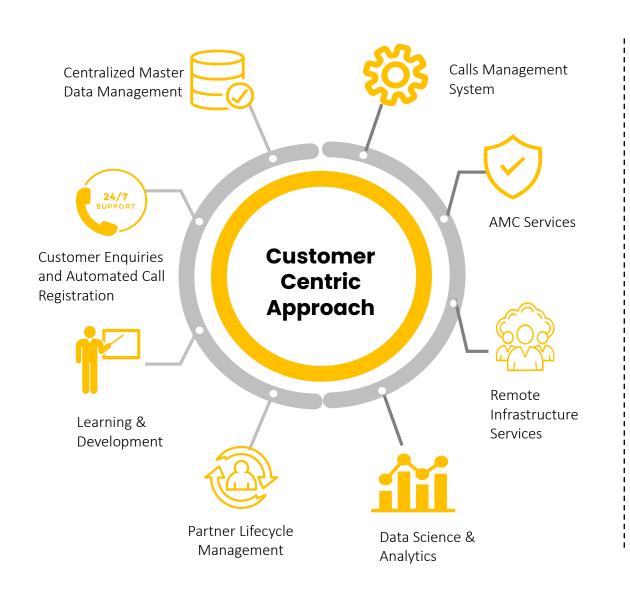
- Features: High speed and high performance with 94 columns, most productive and compact size; Reliable, fast and powerful with auto alignment function; Bi-directional printing method with logical seeking.
- End Users: Banks



Customer Support Services (CSS)



The Company provides customer support service catering to OEMs. These services include break fix, repair, installation, demo, IT infra management, remote-tech support, call center services, and eAuction services.



CAPABILITY ACROSS CATEGORIES

IT Products

- Laptops
- Printers
- Servers

Banking & Retail

- Card Machine
- Electronic data capture terminals

Infra Management Services

- IT Products
 - Solar

Repair Services

- PCBA repair
- Panel repair

Auction Services

- Surplus
 Management
 Solutions for B2B
- eAuction Services

Drivers of Customer support services segment at TVS-E:

 Holistic service provider for post sales lifecycle management, such as the integration of Brands, Service partners, call center, parts management, logistics and related services tracked by in-house built Service platform -CRM (AI, ML) for a trusted customer experience.





Manufacturing Prowess



Tumakuru, Karnataka

The Tumakuru Industrial Township' is South India's first industrial corridor project, supported by Government investment. The township will feature world-class infrastructure, with the Mumbai-Chennai National Highway 48 adjacent to the site, the Bengaluru International Airport located approximately 100 km away, the Tumakuru Railway Station situated 25 km away, and the Mangaluru Port located 300 km away.

- Area: 26.4K Sq.m. campus & work area of 65,000 Sq. ft.
- Manufacturing and office facility: 2 Manufacturing blocks with 6 lines of Manufacturing & 1 office block
- Products Manufactured: Mechanical Key Boards, Dot Matrix Printers, POS Products and Consumables
- Our Established Capacity: Keyboard 300K units p.a. and POS Products & DMP 560K units p.a.
- Repair facility: Class 10000 clean room to repair PCBA and display panels
- Call Centre: 200 seats multi-language call centre









Financial Overview



Historical Income Statement



PARTICULARS (INR Mn)	FY21	FY22	FY23	H1-FY24
Revenue from Operations	2,246	3,079	3,535	1,820
Total Expenses	2,160	2,815	3,337	1,756
EBITDA	86	264	198	64
EBITDA Margins (%)	3.83%	8.57%	5.60%	3.52%
Other Income	21	12	15	10
Depreciation	78	63	71	49
Finance Cost	19	10	14	8
Exceptional Items	-	5	0	0
PBT	10	208	128	17
Tax	2	57	33	3
Profit After Tax	8	151	95	14
PAT Margins (%)	0.36%	4.90%	2.69%	0.77%
Other Comprehensive Income	4	(5)	(3)	4
Total Comprehensive Income	12	146	92	18
Diluted EPS (INR per share)	0.41	8.10	5.11	0.77



Balance Sheet

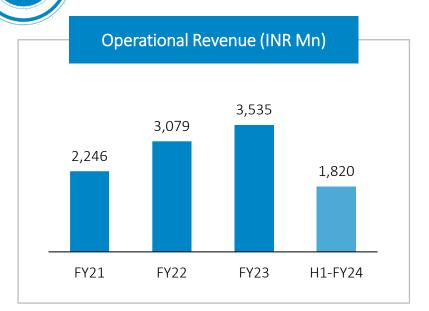


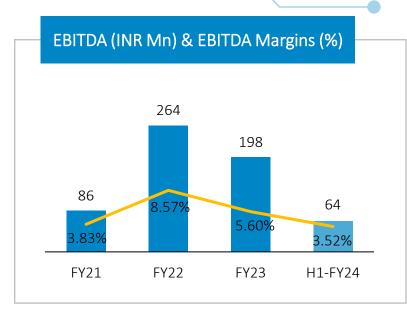
PARTICULARS (INR Mn)	FY22	FY23	H1-FY24
Equity	926	1,018	999
Equity Share Capital	186	186	186
Other Equity	740	832	813
Non Current Liabilities	45	103	104
Financial Liabilities			
(i) Borrowings	0	62	75
(ii) Lease Liabilities	27	28	14
Provisions	16	11	13
Other Non Current Liabilities	2	2	2
Current Liabilities	1,055	1,091	1,026
Financial Liabilities			
(i) Borrowings	37	33	38
(ii) Lease Liabilities	24	14	25
(ii) Trade Payables	679	682	626
(iii) Other Financial Liabilities	152	148	153
Provisions	84	78	86
Current Tax Liabilities	13	0	0
Other Current Liabilities	66	136	98
GRAND TOTAL - EQUITIES & LIABILITES	2,026	2,212	2,129

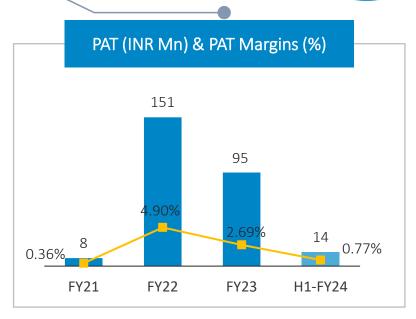
PARTICULARS (INR Mn)	FY22	FY23	H1-FY24
Non Current Assets	558	669	489
Property, Plant and Equipment	75	166	214
Right to use Assets	51	44	42
Capital Work In Progress	2	18	11
Intangible Assets	136	132	151
Intangible Assets Under Development	12	13	2
Financial Assets			
(i) Investments	10	11	13
(ii) Other financial assets	1	6	14
Deferred Tax Assets (Net)	10	12	11
Non Current Tax Assets (Net)	3	9	23
Other Non-Current Assets	258	258	8
Current Assets	1,468	1,543	1,640
Inventories	469	619	520
Financial Assets			
(i) Investments	336	113	241
(ii) Trade Receivables	352	465	552
(iii) Cash and Cash Equivalents	104	91	32
(iv) Bank balances other than above	6	23	23
(v) Other Financial Assets	106	96	122
Other Current Assets	95	136	150
GRAND TOTAL – ASSETS	2,026	2,212	2,129

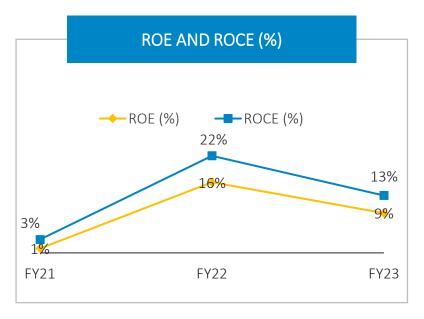
Financial Highlights

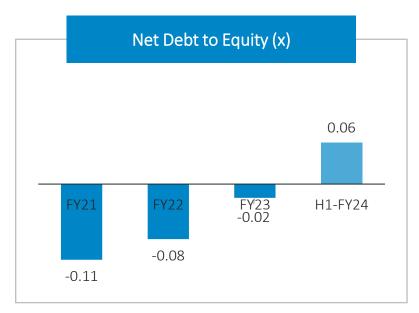


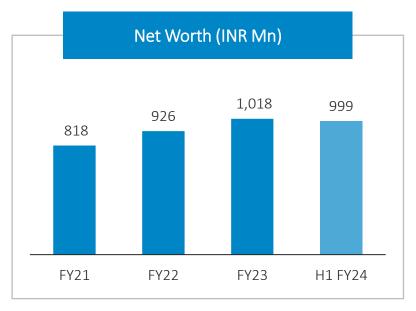






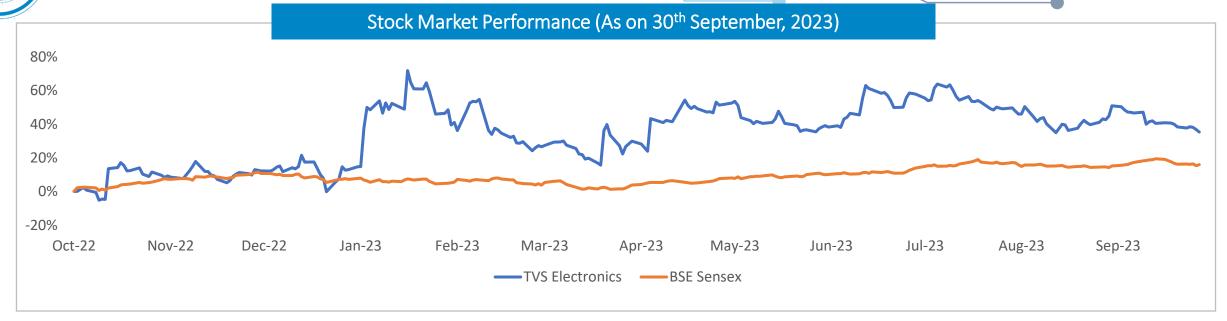




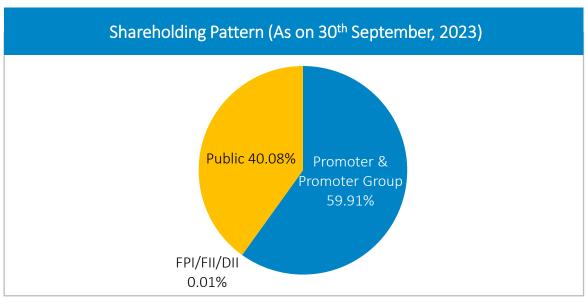


Capital Market Data





Price Data (As on 30 th September, 2023)	INR	
Face Value	10.0	
Market Price	345.95	
52 Week H/L	448.0/239.9	
Market Cap (Mn)	6,452.08	
Equity Shares Outstanding (Mn)	18.6	
1 Year Avg Trading Volume ('000)	376.7	







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