

Ref No. DIL/SE/23-24/13

Date: February 10, 2024

The Manager
Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

BSE Symbol - DOMS
BSE Script Code - 544045

The Manager
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (East),
Mumbai - 400 051

NSE Symbol - DOMS

Dear Sir/Madam,

Sub: Investor Presentation in relation to the Unaudited Standalone and Consolidated Financial Results for the quarter and nine months ended December 31, 2023

In continuation of our letter dated February 05, 2024, this is to inform that pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), as amended, please find enclosed herewith the Investor Presentation in relation to Unaudited Standalone and Consolidated Financial Results for the quarter and nine months ended December 31, 2023.

The Investor Presentation is also available on the website of the Company www.domsindia.com.

This is for your information and records.

Thanking you,
Yours faithfully,

For **DOMS Industries Limited**

Mitesh Padia
Company Secretary and Compliance Officer
Membership No.: A58693

Encl. as above

Registered Office:

J-19, Opp. Telephone Exchange,
G.I.D.C., Umbergaon- 396171,
Dist. Valsad, Gujarat, India.

Website:

www.domsindia.com

Corporate Office:

Plot No. 117, G.I.D.C., 52, Hector Expansion
Area, Umbergaon- 396171,
Dist. Valsad, Gujarat, India.

Tel: (+91) 7434888445 / 446

E-mail: info@domsindia.com

Mumbai Office:

17th Floor, C-Wing, Kailas Business Park,
Hiranandani Link Road, Vikhroli (W)
Mumbai- 400079, Maharashtra, India.

Tel: (+91) 7069028500 / 600

Email: asst.admin@domsindia.com



DOMS INDUSTRIES LIMITED

INVESTOR PRESENTATION

Q3 & 9M FY2024

DOMS – A Leading Holistic Creative Product Company



Products & Market Presence



7

Product Categories



3,800+

SKUs



28 States and UTs

Presence in India



45+

Export Countries

Manufacturing



36 acres/1.25 mn sq.ft

Manufacturing Area



14

Facilities across 2 Locations



9,500+

Workforce



44 acres

Upcoming Facility Area

Distribution



120+

Super Stockists



4,200+

Distributors



1,22,500+

Retail Outlets



550+

Sales Personnel

"Note: All the datapoints are as of 31 December, 2023 unless mentioned otherwise";



Q3 & 9M'FY24 Performance Highlights



Q3'FY24

Operating Revenue

₹ 3,716.1 Mn

↑ 22.3% (Y-o-Y)

EBITDA

₹ 693.5 Mn

EBITDA Margins : 18.7%

PAT

₹ 388.2 Mn

PAT Margins : 10.4%

9M'FY24

Operating Revenue

₹ 11,334.0 Mn

↑ 29.5% (Y-o-Y)

EBITDA

₹ 1,967.9 Mn

EBITDA Margins : 17.4%

PAT

₹ 1,127.3 Mn

PAT Margins : 9.9%

Key Highlights

- ❖ Continued **Focus on Manufacturing Expansion with ~ ₹ 280 Mn CAPEX** catering to **robust domestic demand**
 - Commencement of commercial production at the new **100,000 sq. ft. area** building within existing infrastructure
 - Additional **100,000 sq. ft.** building area to be added for commercial production by **Q1'FY25**
 - **44 acre Expansion underway as planned:** Received Town Planning approval paving way for construction commencement
- ❖ **Positive market acceptance** towards new category of **writing instruments (pens)**
- ❖ Strengthening Domestic Footprint : **Increased coverage** by adding more than **2,500 Stores**
- ❖ **Received No. 1 Exporter Award** for the Year 22-23 – Second time in a row*

*Annual Awards of the Pen & Stationery Association of India

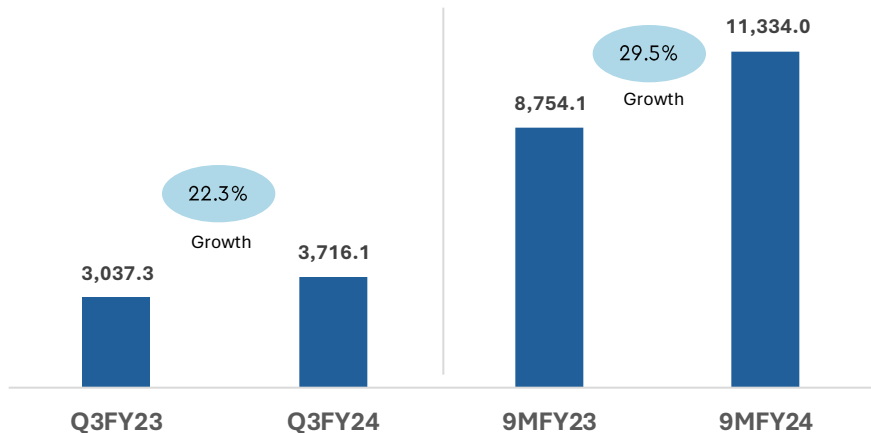
Q3 & 9M' FY24 – Consolidated P&L Snapshot

Particulars (₹ Mn)	Q3'FY24	Q3'FY23	Y-o-Y % Change	Q2'FY24	9M'FY24	9M'FY23	Y-o-Y % Change	FY23
Revenue from operations	3,716.1	3,037.3	22.3%	3,823.9	11,334.0	8,754.1	29.5%	12,118.9
Consumption Expenses	2,076.9	1,885.2		2,253.0	6,666.1	5,597.3		7,633.7
Gross Profit	1,639.1	1,152.1	42.3%	1,570.9	4,667.9	3,156.8	47.9%	4,485.2
<i>Gross Profit Margins (%)</i>	<i>44.1%</i>	<i>37.9%</i>		<i>41.1%</i>	<i>41.2%</i>	<i>36.1%</i>		<i>37.0%</i>
Employee Benefits Expense	544.2	370.2		532.6	1,569.5	1,048.0		1,418.0
Other Expenses	401.4	296.0		386.1	1,130.5	861.5		1,200.7
EBITDA	693.5	485.83	42.7%	652.3	1,967.9	1,247.3	57.8%	1,866.6
<i>EBITDA Margins (%)</i>	<i>18.7%</i>	<i>16.0%</i>		<i>17.1%</i>	<i>17.4%</i>	<i>14.2%</i>		<i>15.4%</i>
Other Income	20.4	9.4		11.9	44.6	34.6		46.3
Depreciation & Amortisation	140.3	103.5		118.1	368.2	301.3		406.5
EBIT	573.6	391.79	46.4%	546.0	1,644.3	980.6	67.7%	1,506.42
<i>EBIT Margins (%)</i>	<i>15.4%</i>	<i>12.9%</i>		<i>14.3%</i>	<i>14.5%</i>	<i>11.2%</i>		<i>12.4%</i>
Finance Costs	49.8	28.7		41.4	128.3	84.4		118.8
Share of Profit / (Loss) of Associates	0.1	-		(0.31)	(0.79)	-		0.0
Profit Before Tax	523.9	363.0	44.3%	504.3	1,515.3	896.2	69.1%	1,387.6
<i>PBT Margins (%)</i>	<i>14.1%</i>	<i>12.0%</i>		<i>13.2%</i>	<i>13.4%</i>	<i>10.2%</i>		<i>11.5%</i>
Tax expenses	135.6	92.3		128.5	388.0	229.6		358.9
PAT	388.2	270.7	43.4%	375.9	1,127.3	666.6	69.1%	1,028.7
<i>PAT Margins (%)</i>	<i>10.4%</i>	<i>8.9%</i>		<i>9.8%</i>	<i>9.9%</i>	<i>7.6%</i>		<i>8.5%</i>

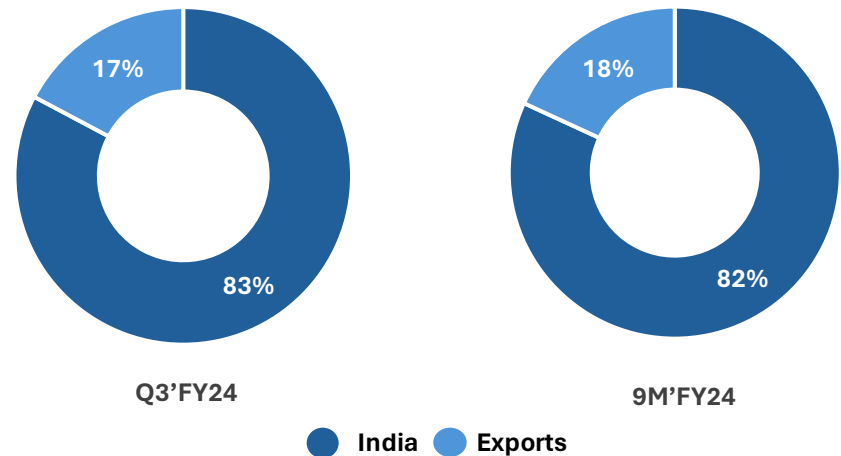
Q3 & 9M'FY24 - Revenue Profile



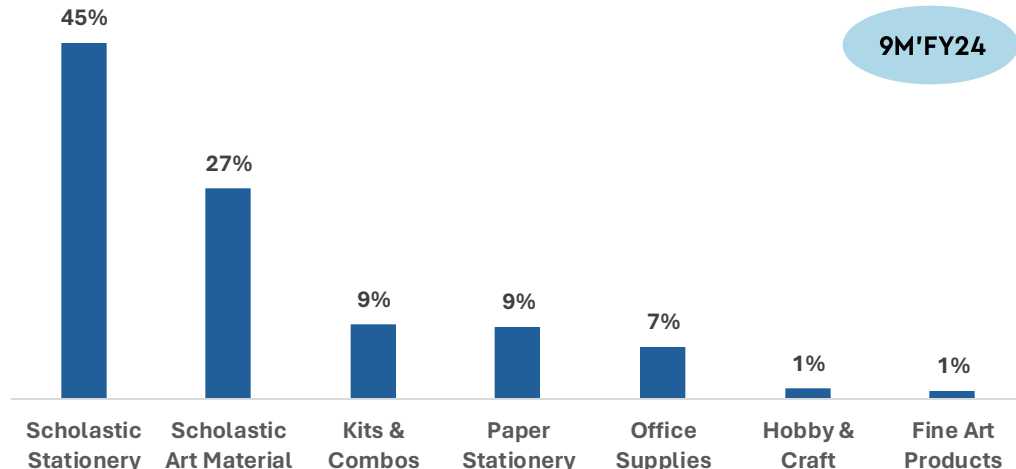
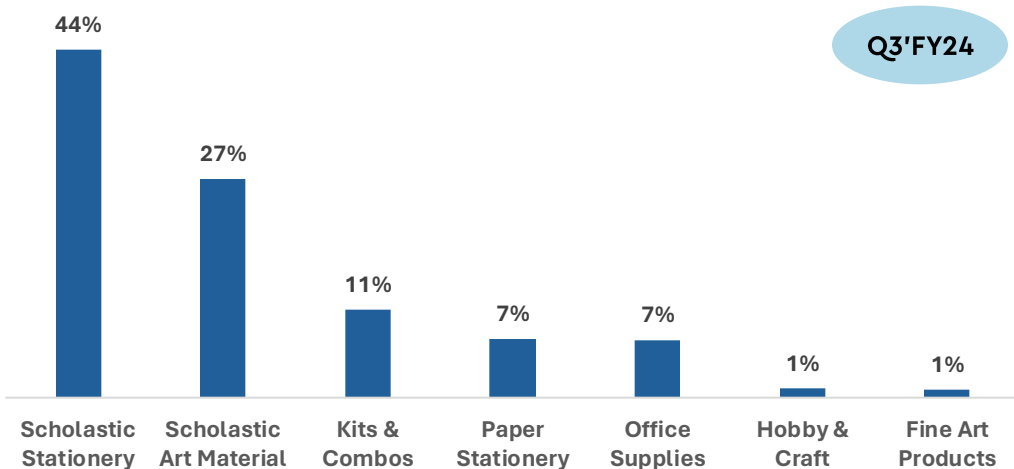
Revenue and Revenue Growth (%)



Geographical Sales Break up



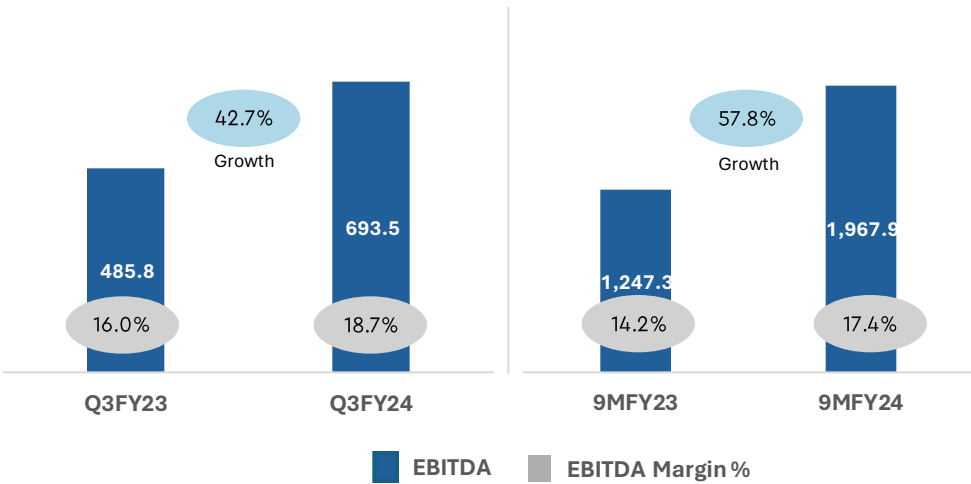
Product Category wise Sales Break up



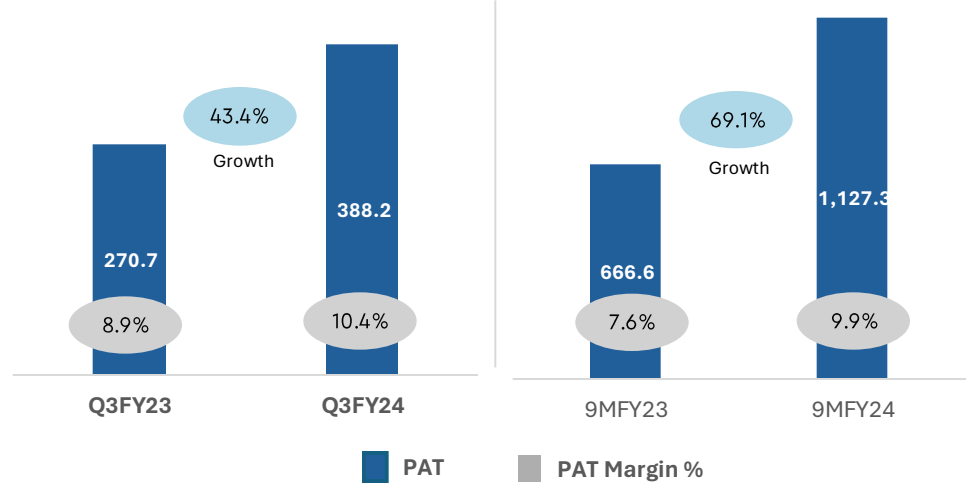
Q3 & 9M'FY24 - Operational Profile



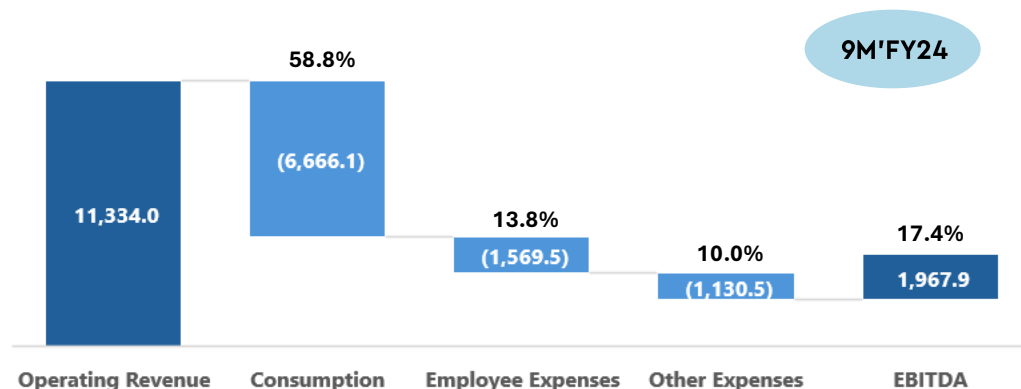
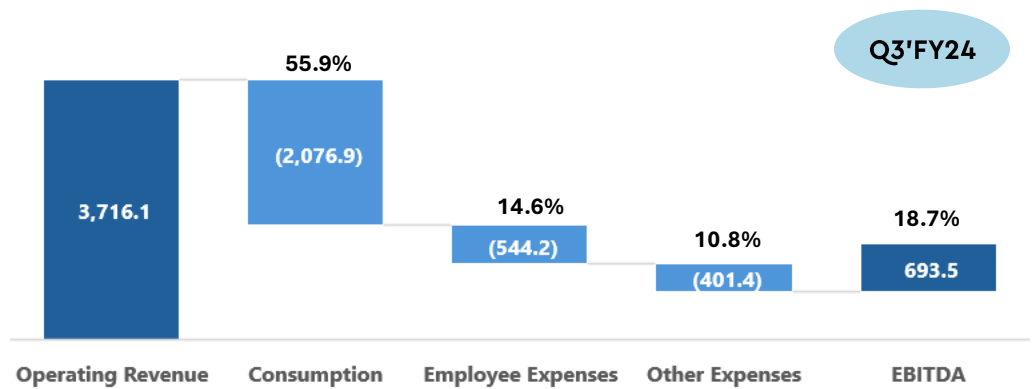
EBITDA & EBITDA Margins (%)



PAT & PAT Margin (%)



Operational Expense Analysis



₹ in Million and % refers to percentage of operating Income



Q3'FY24 : Key Events





- **Overwhelming IPO Subscription : > 93x**
- **IPO Price : ₹ 790 per Equity Share**
- **Listed (w.e.f. Dec 20, 2023) on : BSE & NSE**

Recent Product Introductions

Scholastic Stationery & Scholastic Art Material



Office Supplies (Writing Instrument - Pens)



Fine Arts Material



Recent Fair Participation



Paperworld Dubai



Paperworld India



World of Education Expo



Recent Factory Visit and Achievements

Factory Visits by Students



Recent Export Award





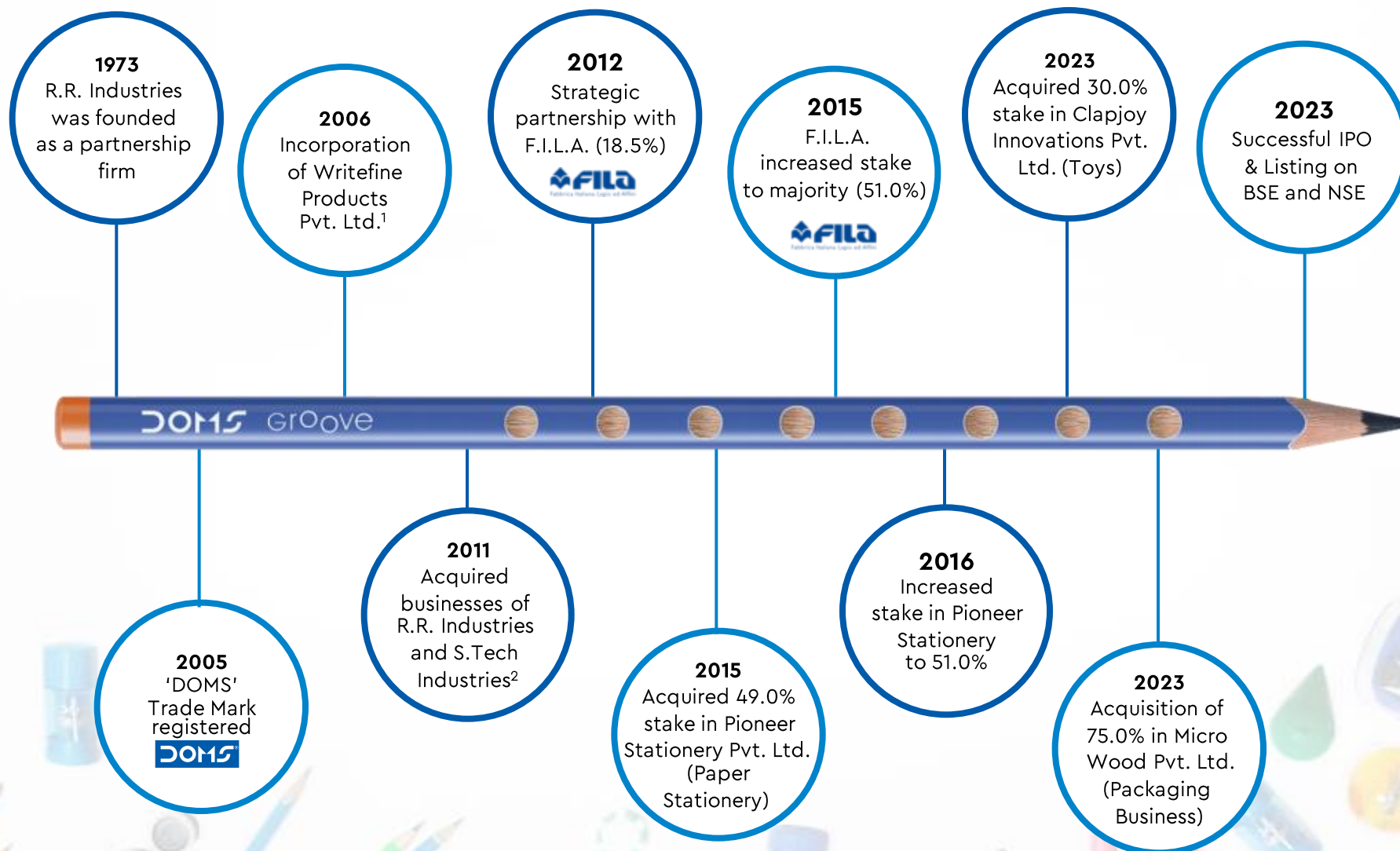
Company Overview



Major Corporate Events and Timeline

DOMS[®]

EVERY AMBITION NEEDS PREPARATION



1973
R.R. Industries
was founded
as a partnership
firm

2006
Incorporation
of Writefine
Products
Pvt. Ltd.¹

2012
Strategic
partnership with
F.I.L.A. (18.5%)



2015
F.I.L.A.
increased stake
to majority (51.0%)



2023
Acquired 30.0%
stake in Clapjoy
Innovations Pvt.
Ltd. (Toys)

2023
Successful IPO
& Listing on
BSE and NSE

2005
'DOMS'
Trade Mark
registered



2011
Acquired
businesses of
R.R. Industries
and S.Tech
Industries²

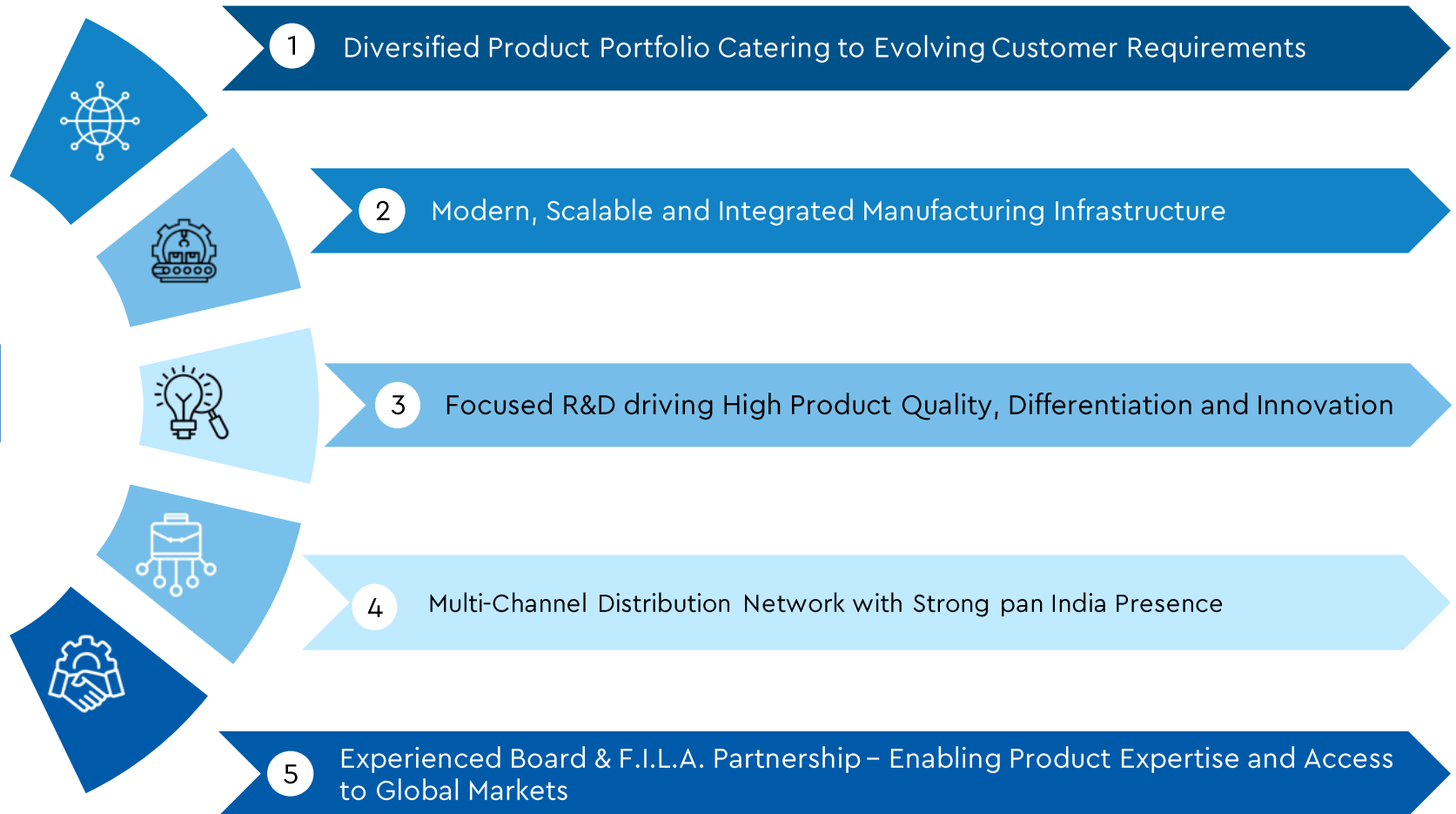
2015
Acquired 49.0%
stake in Pioneer
Stationery Pvt. Ltd.
(Paper
Stationery)

2016
Increased
stake in Pioneer
Stationery
to 51.0%

2023
Acquisition of
75.0% in Micro
Wood Pvt. Ltd.
(Packaging
Business)

Note: (1) DOMS Industries Limited was originally incorporated as Writefine Products Private Limited; (2) R.R. Industries was engaged in the business of manufacturing and sale of pencils and crayons as a partnership firm and S. Tech Industries was engaged in the business of manufacturing and sale of polymer based pencils

DOMS – Amongst the Leading Industry Players



01. Diversified Product Portfolio

Diversified Product Portfolio – One stop shop for all Stationery and Art Materials

Scholastic Stationery



Scholastic Art Material



Paper Stationery



Kits & Combos



Office Supplies



Hobby & Craft



Fine Art Products



Products offered in multiple categories at diverse price points through our wide range of SKUs

02. Modern, Scalable and Integrated Manufacturing Infrastructure (1/2)

Scale and Size of Operations – 14 Manufacturing Facilities Spread Across 1.25 mn sq.ft. Facility Area



Operations spread across 34 acres in Umbergaon and 2 acres in Jammu



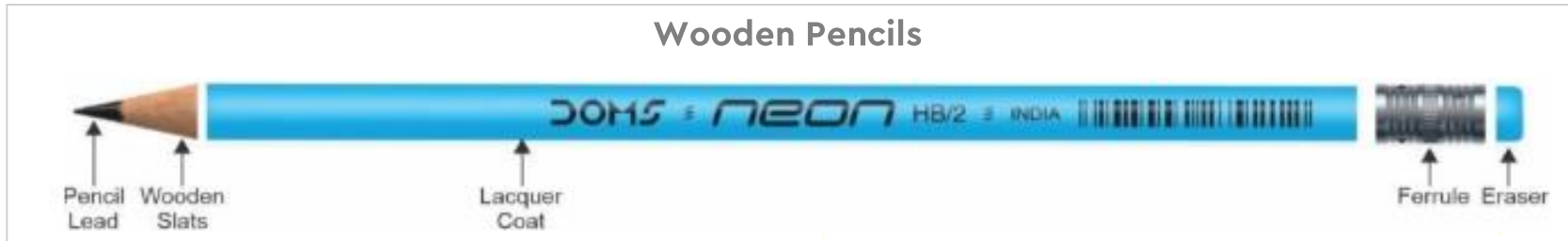
Upcoming Facility of ~44 acres adjacent to Existing Umbergaon Plant

Robust Manufacturing Infrastructure – Enabling End-to-End Operations

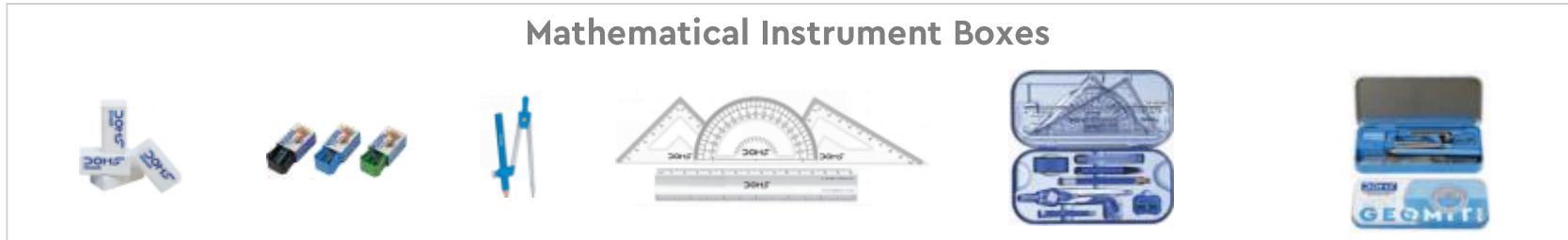


02. Modern, Scalable and Integrated Manufacturing Infrastructure (2/2)

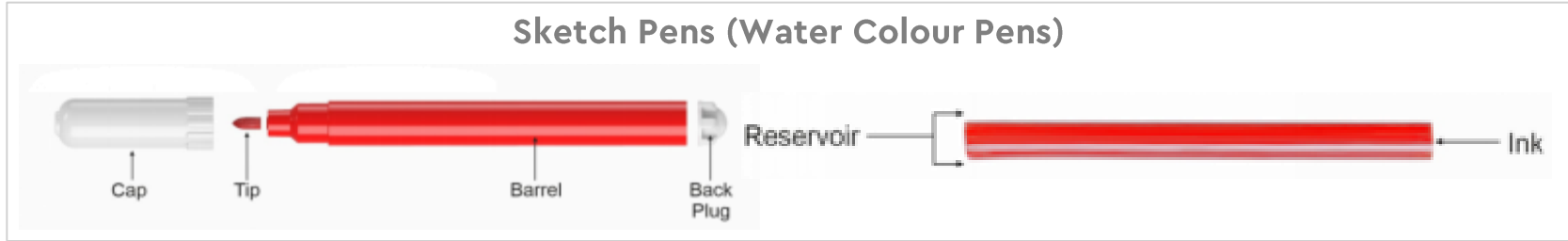
Backward Integrated In-House Manufacturing Infrastructure – Driving Operational Efficiency



- All key components are manufactured in-house



- Tin boxes & Label Printing
- Mathematical Instruments
- Other Stationery Materials



- From sketch pen caps to ink & reservoir – All are manufactured in-house

03. Focused R&D driving High Product Quality, Differentiation and Innovation



State-of-Art R&D Facility and In-House Designing Team



R&D and Design Team
50 employees¹



Quality Check & Assurance Team
85 employees¹

F.I.L.A. Expertise as a Strategic Partner



Knowledge sharing arrangement with F.I.L.A.



F.I.L.A. partnership augmenting DOMS R&D capabilities

Exchanging technical know-how from F.I.L.A.

Key Innovation Initiatives

New Products



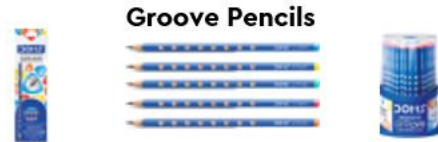
Erasers

Improved Usability



Pencil Extenders

Patented Technology



Groove Pencils

Innovative Design



Two-Dooz Sharpeners

Process Improvement



Thermoplastic Rubber Erasers

Note: (1) As of December 31, 2023

04. Multi-Channel Distribution Network with Strong pan India Presence



120+
Super Stockists

4,200+
Distributors

122,500+
Retail Outlets

550+
Sales Personnel



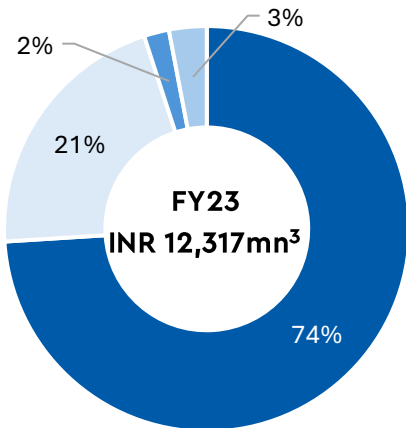
5
Continents

45+
Countries

12.9%
F.I.L.A. Group Exports¹

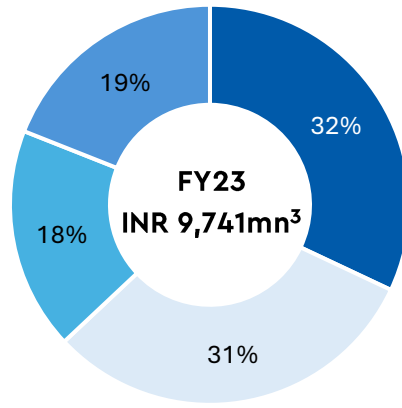
8.0%
Third Party Exports¹

Multi Channel Presence



■ General Trade ■ Exports
■ Modern Trade ■ Others

Balanced Regional Mix²



■ North ■ West ■ East ■ South

Key Distribution Strengths



Pan India presence and accessibility



Minimal receivables in general trade



Presence across leading modern trade chains



Available on multiple e-commerce platforms

Note: (1) As of FY23 (2) North includes New Delhi, Haryana, Chandigarh, Punjab, Jammu and Kashmir, Uttar Pradesh, Uttarakhand, and Himachal Pradesh; West includes Maharashtra, Madhya Pradesh, Chhattisgarh, Gujarat, Dadra and Nagar Haveli and Daman and Diu, Goa, and Rajasthan; East includes West Bengal, Bihar, Jharkhand, Orissa, Assam, Tripura, Manipur, and Nagaland; South includes Tamil Nadu, Kerala, Karnataka, Telangana, Puducherry, and Andhra Pradesh: (3) FY23 Gross Product Sales; Key data points as of December 31, 2023 unless otherwise mentioned

Board of Directors

Indian Promoter Family



Santosh Raveshia
Managing Director

Joined R.R. Industries in 2000



Sanjay Rajani
Whole Time Director

Joined R.R. Industries in 1985



Ketan Rajani
Whole Time Director

Joined R.R. Industries in 2003



Chandni Somaiya
Whole Time Director

Associated with S-Tech Industries as a partner since 2004

Foreign Promoter - F.I.L.A. Group



Massimo Candela
Non- Executive Director

Chief Executive Officer- F.I.L.A.; Associated with F.I.L.A. since 1992



Annalisa Barbera
Non- Executive Director

Non-Executive Director - F.I.L.A.; Ex. Trifirò and Partners



Luca Pelosin
Non- Executive Director

Executive Director - F.I.L.A.; Ex. Nuova Alpa Collanti S.r.l.



Cristian Nicoletti
Non- Executive Director

Chief Financial Officer- F.I.L.A.; Ex. Akzo Nobel Coatings S.p.A.

Independent Directors



Gianmatteo Terruzzi
Chairman & Independent Director

Ex. LVT Advisors S.R.L., Egida SRL, I.R.E. 2 S.R.L., Lusben Varazze S.R.L



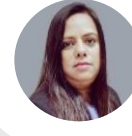
Rajiv Mistry
Independent Director

Founder and Chairman of Ascent Meditech Limited



Mehul Shah
Independent Director

Advocate with Bar Council of Maharashtra and Goa



Darshika Thacker
Independent Director

Partner, Thacker & Associates

Management Team



Amarjeet Sharma
Chief Consultant -
Domestic Sales and
Marketing Division



Harshad Raveshia
Chief Consultant
Wood Working
Division



Suresh Rajani
Chief Consultant
Color Pencil Division



Vijay Somaiya
Head - Polymer
Division



Purav Raveshia
Vice President
Product
Development



Sumit Rajani
Vice President
Color Pencil &
Graphite Lead



Suraj Raveshia
Vice President
International
Business



Santosh Swain
Vice President
Purchase & General
Affairs



Rahul Shah
Chief Financial
Officer



Saumitra Prasad
Chief Marketing
Officer

Management Team includes Promoter Group as well as Professional Members

Permanent Employees¹
8,960+

Contracted Employees¹
600+



Better cost controls and margin expansion

Greater control on product quality

About F.I.L.A. Group



Industry Experience
100 years

Market Presence
150 countries

No. of Brands
25

Production Sites
22

Revenues¹
USD 840mn

Symbiotic Relationship with F.I.L.A. Group

Access to F.I.L.A. Capabilities



Product Manufacturing for F.I.L.A.



DOMS Manufacturing Experience

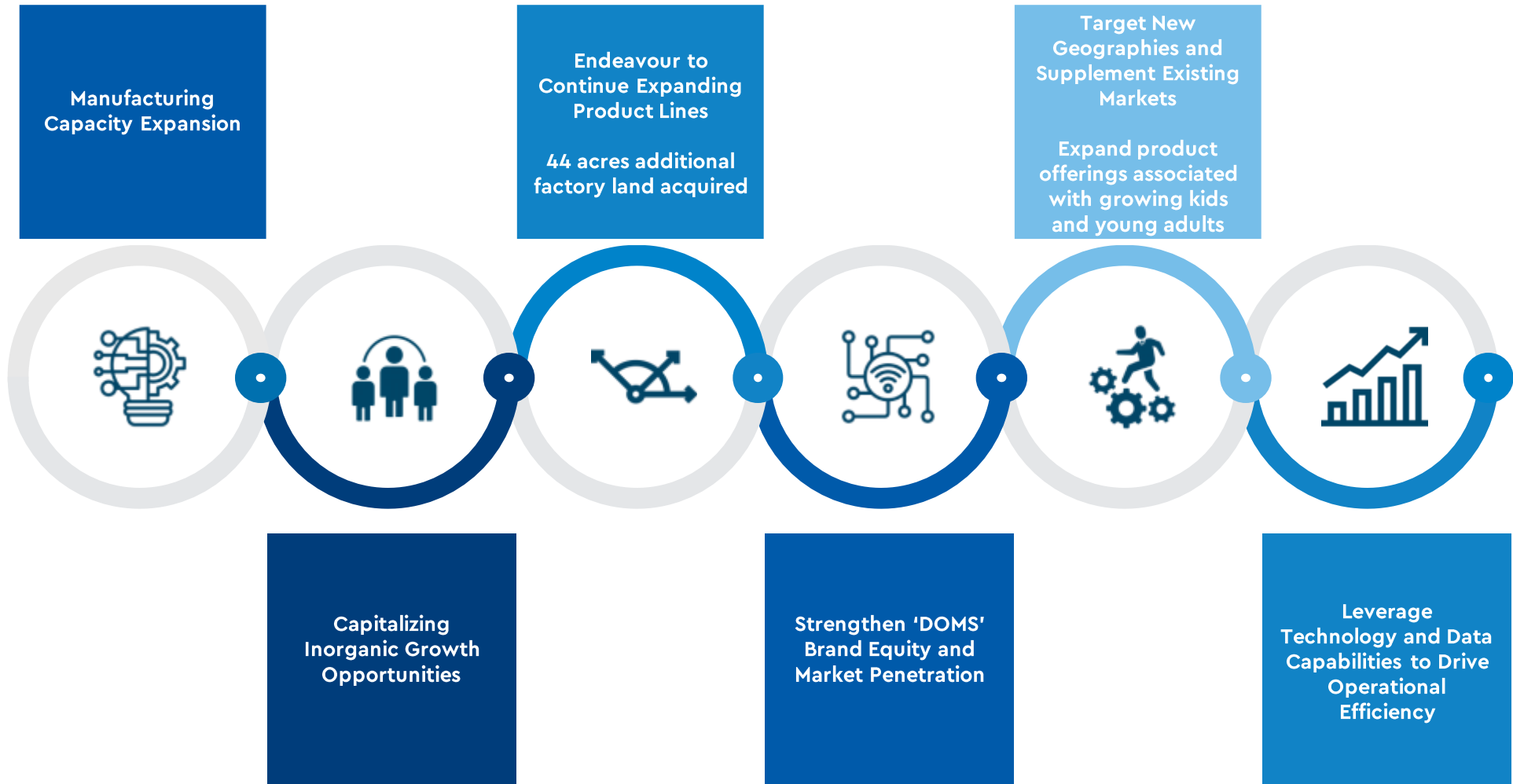


Access to F.I.L.A. Group's Popular and Premium Brands



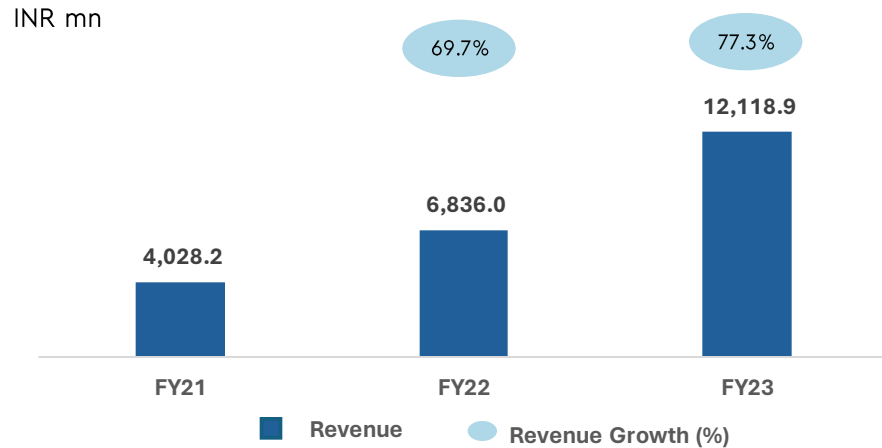
Exclusive Marketing Rights in 7 countries

Note: (1) Source: Technopak Industry Report;

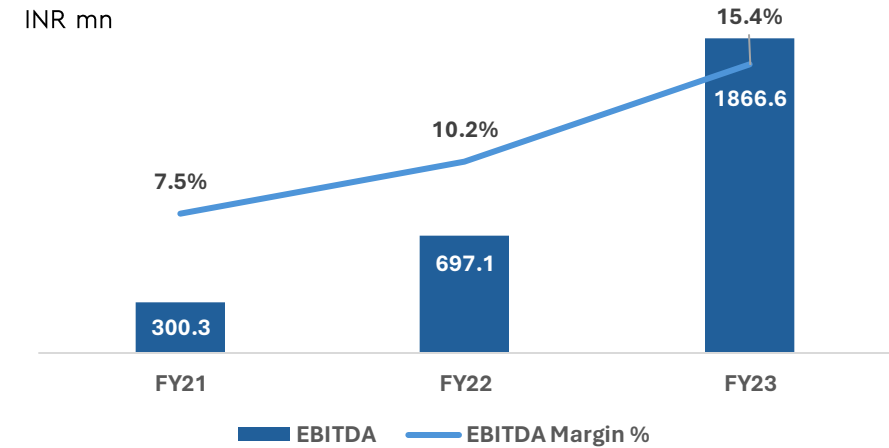


Strong Financial Profile

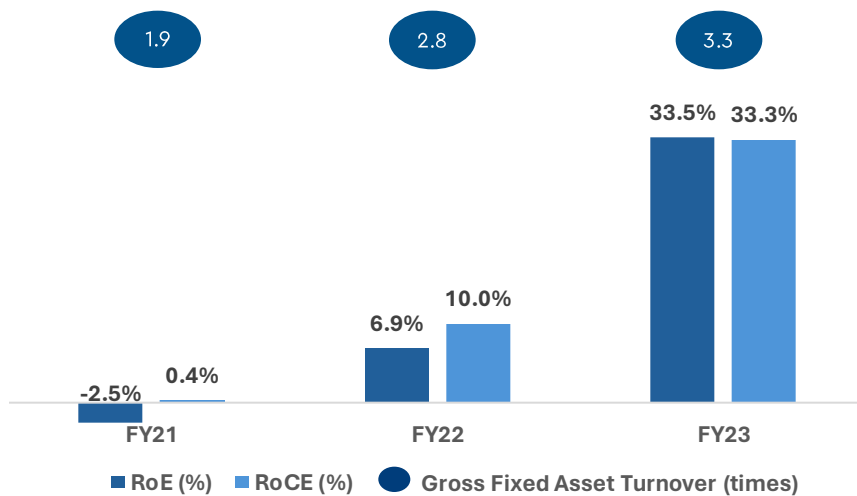
Revenue and Revenue Growth (%)



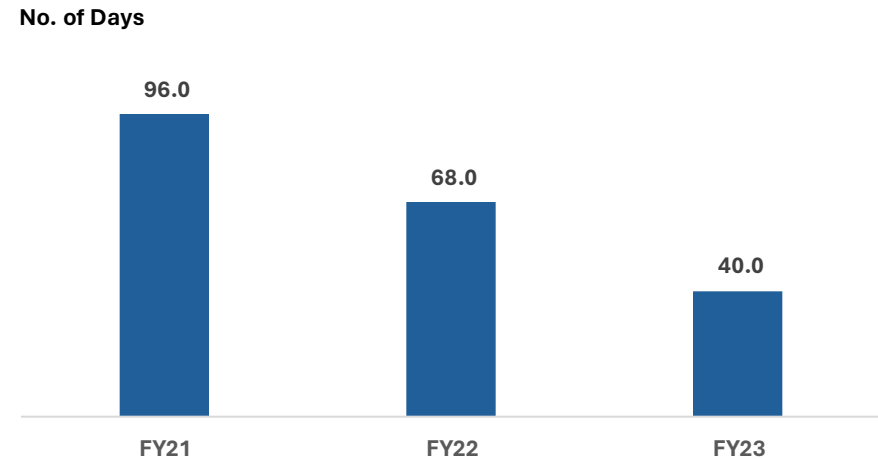
EBITDA and EBITDA Margin (%)



Return on Capital Employed (%) and Return on Equity (%)



Working Capital Cycle



Source: Company Prospectus

Consolidated Restated Profit and Loss Statement

Particulars (₹ mn)	FY21	FY22	FY23
Revenue from Operations	4,028	6,836	12,119
Other Income	60	26	46
Total Income	4,088	6,862	12,165
Cost of Materials Consumed	2,321	4,251	7,427
Purchase of Stock-in-Trade	116	138	261
Changes in Inventories of Finished Goods, Stock-in-Trade and WIP	16	(68)	(55)
Employee Benefits Expense	711	1,014	1,418
Finance Costs	88	103	119
Depreciation and Amortization	348	380	407
Other Expenses	564	804	1,201
Total Expenses	4,164	6,622	10,778
Profit / (Loss) Before Tax	(76)	240	1,388
Tax Expenses	(16)	69	359
Profit / (Loss) After Tax	(60)	171	1,029

Source: Company Prospectus

Consolidated Restated Balance Sheet

Particulars (₹ mn)	FY21	FY22	FY23
Non-Current Liabilities			
Borrowings	29	29	152
Lease Liabilities	283	294	303
Provisions	60	78	91
Total Non-Current Liabilities	372	400	545
Current Liabilities			
Borrowings	944	821	849
Lease Liabilities	81	87	95
Trade Payables	568	811	870
Other Financial Liabilities	131	131	175
Other Current Liabilities	63	144	310
Total Current Liabilities	1,787	1,993	2,299
Equity			
Equity Share Capital	4	4	4
Other Equity	2,332	2,469	3,371
Non-Controlling Interest	81	108	179
Total Equity	2,417	2,581	3,553
Total Equity and Liabilities	4,575	4,975	6,398

Particulars (INR mn)	FY21	FY22	FY23
Non- Current Assets			
Property, Plant and Equipment	1,869	1,861	2,799
Capital Work-in-Progress	31	40	69
Right of use Assets	379	382	382
Goodwill	33	20	20
Other Intangible Assets	5	2	1
Financial Assets	114	106	124
Other Non-Current Assets	71	117	209
Total Non-Current Assets	2,502	2,528	3,604
Current Assets			
Inventories	1,208	1,592	1,846
Trade Receivables	419	492	356
Cash and Cash Equivalents	227	93	343
Bank Balance other than above	63	65	74
Other Current Assets	156	205	174
Total Current Assets	2,074	2,446	2,794
Total Assets	4,575	4,975	6,398

Source: Company Prospectus

Consolidated Restated Cash Flow Statement

Particulars (₹ mn)	FY21	FY22	FY23
Cash flow from Operating Activities			
Profit / (Loss) before tax	(76)	240	1,388
Adjustments for non-cash items	350	416	431
Adjustment for non-operating items	49	92	106
Operating cash inflow before working capital changes	323	748	1,924
Net decrease / (increase) in working capital	(149)	(207)	154
Cash generated from Operations	174	541	2,077
Income tax paid (net of refunds)	22	32	345
Net cash flows generated from Operating activities (A)	152	509	1,733
Cash flow from Investing Activities			
Purchase of property, plant and equipment (including CWIP and capital advances)(net)	(230)	(349)	(1,363)
Proceeds from sale of property plant & equipments	66	2	8
Other Inflow / (Outflow) from Investing Activities	(23)	10	(5)
Net cash flows used in Investing activities (B)	(187)	(337)	(1,359)
Cash flow from Financing Activities			
Dividends paid	-	-	(56)
Finance cost paid	(84)	(110)	(140)
Payment of lease liabilities	(51)	(79)	(74)
Proceeds / (Repayments) of borrowings	384	(117)	145
Net cash flows (used in) / generated from Financing activities (C)	249	(306)	(124)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	214	(134)	250

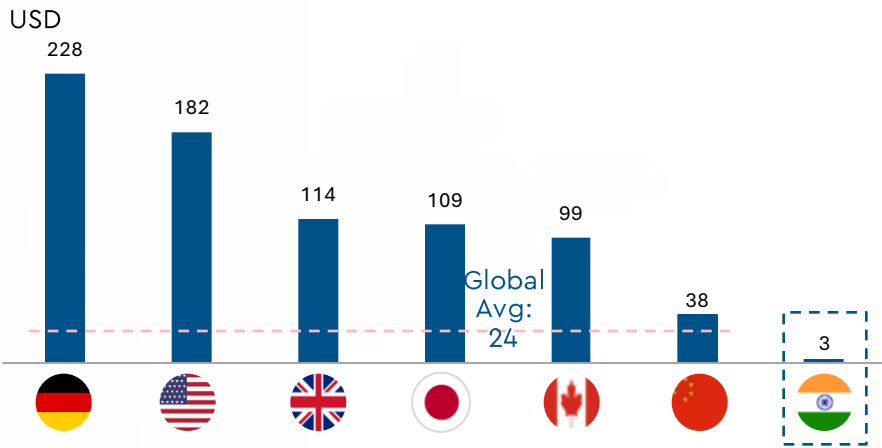
Source: Company Prospectus



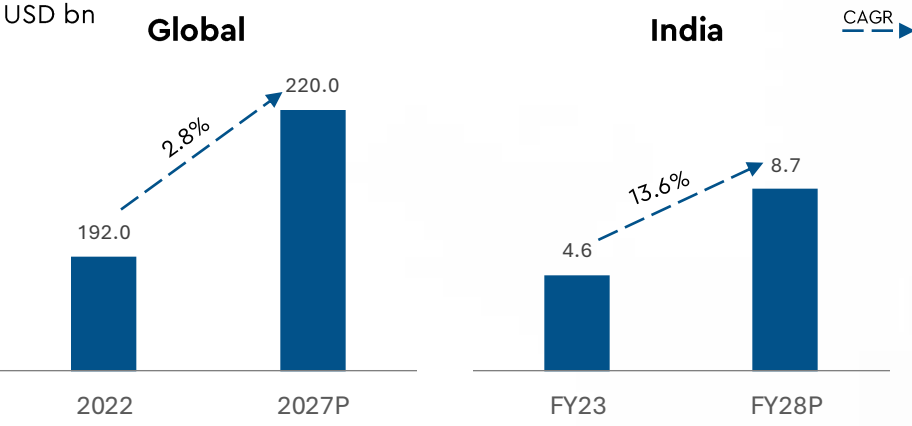
Industry Overview



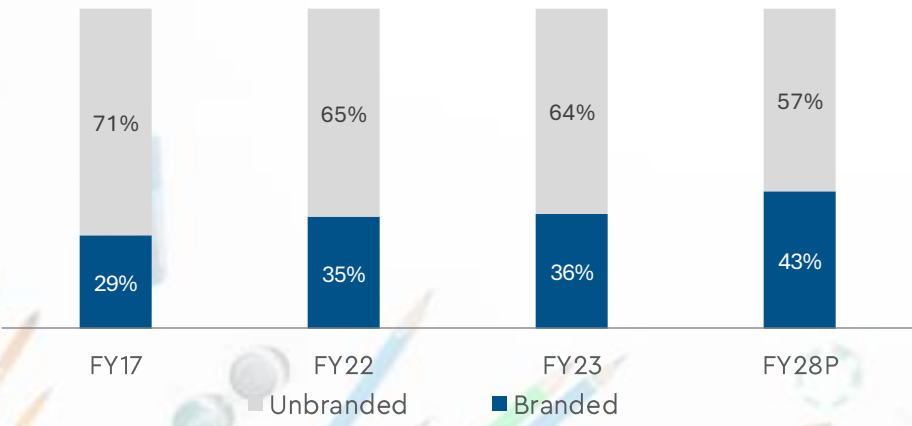
Lowest Per Capita Stationery Consumption in India¹



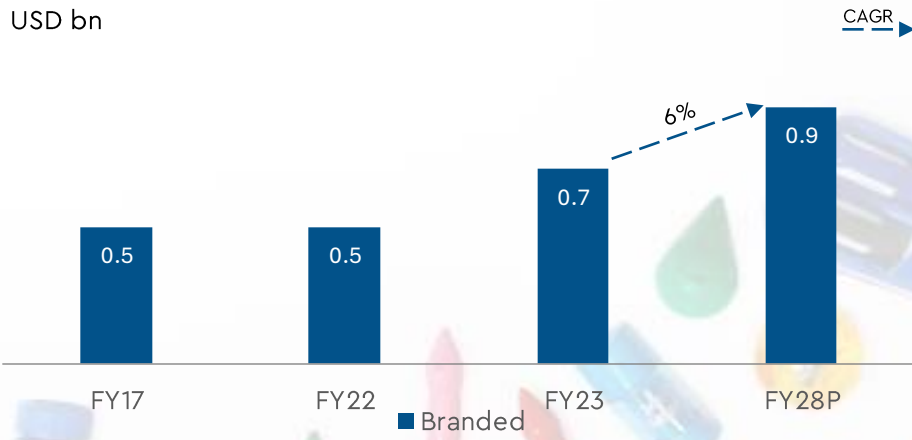
Stationery & Art Material Market – Global and India



Increasing Share of Branded Players in India

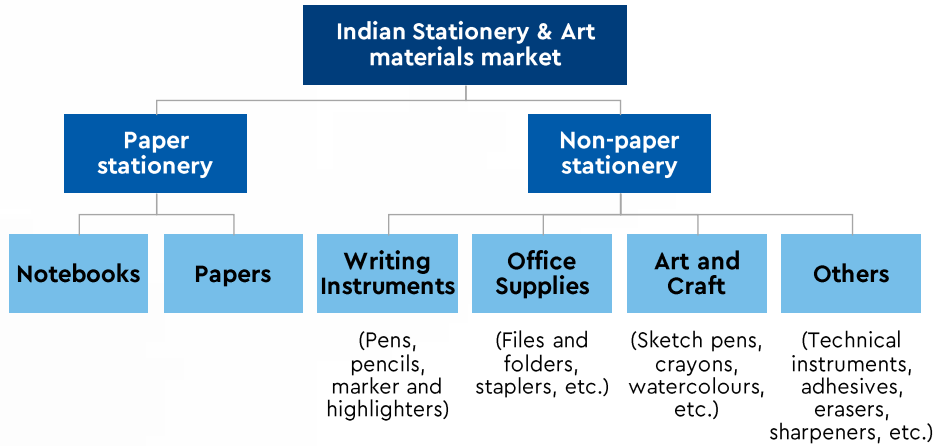


Indian Export of Stationery Products

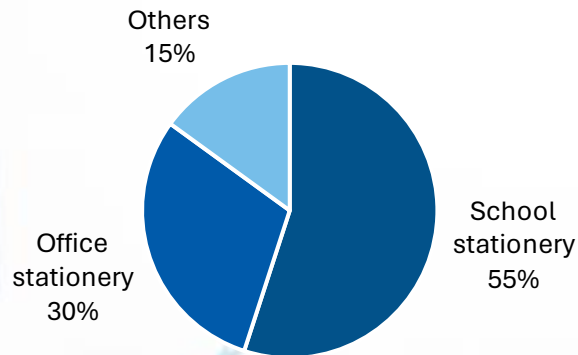


Source: Company Prospectus (Technopak Industry Report; Note: (1) Per Capita consumption for CY22; FX Rate: INR / USD = 83 INR)

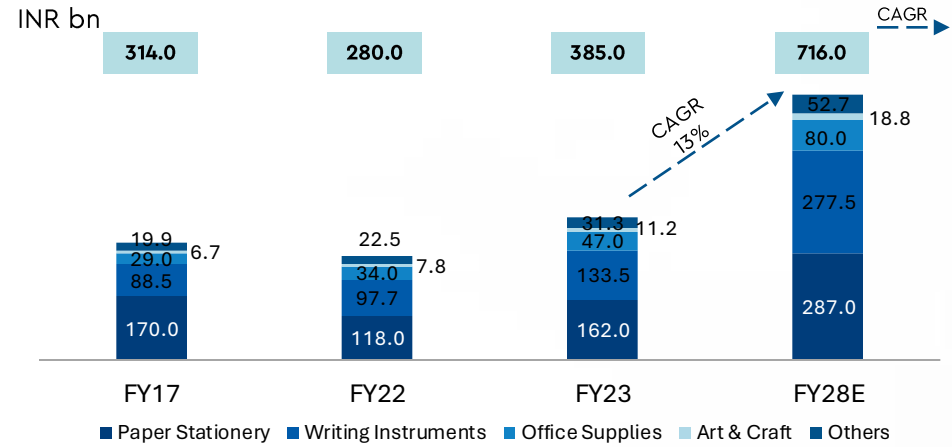
Overview of India Stationery & Art Material Market



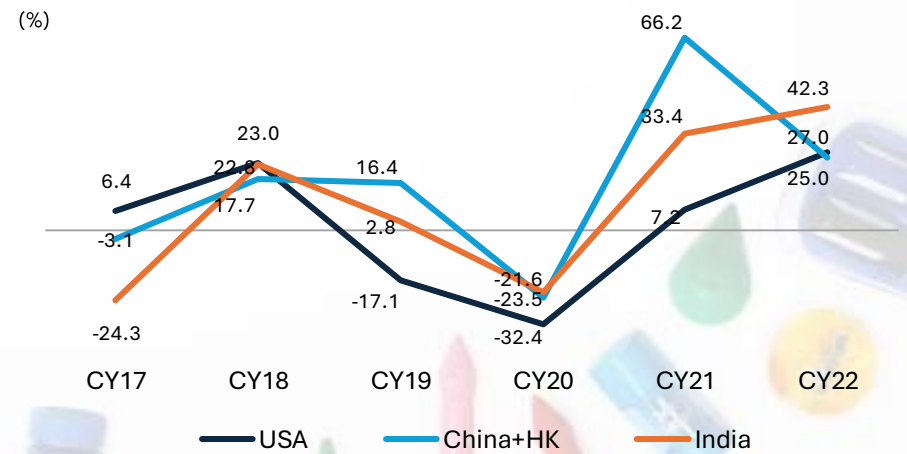
School Stationery Dominated in FY23



Robust Expected Growth in Stationery and Art Material Market

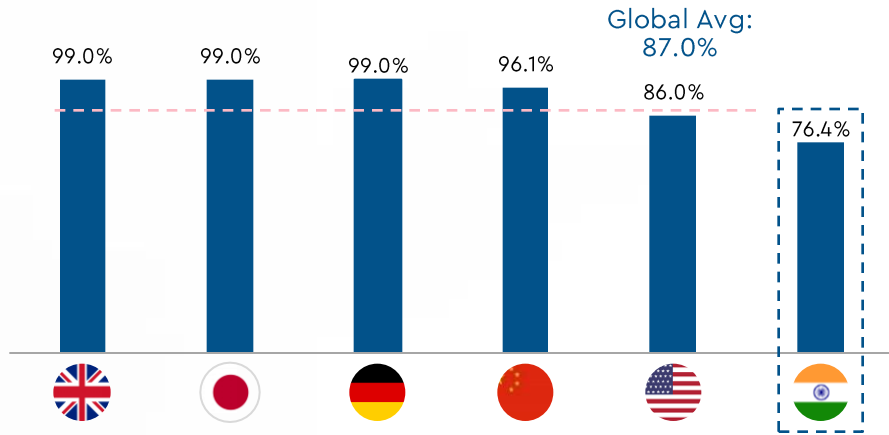


India outpaced China Exports in CY22



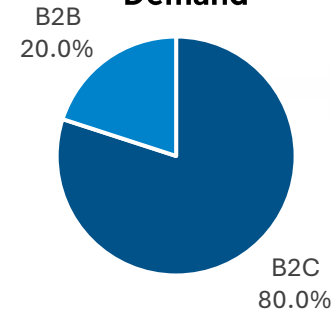
Source: Company Prospectus (Technopak Industry Report)

India's Literacy is lower than World Average (CY22)

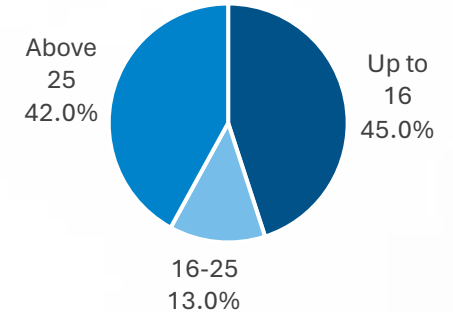


Stationery Demand Trends in India – Consumer Mix

B2C driving Stationery Demand

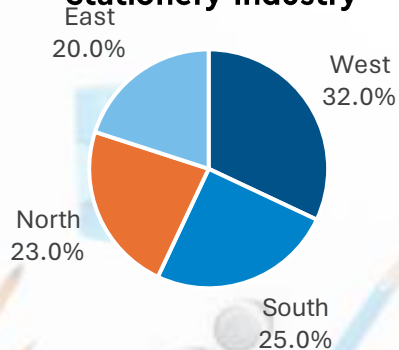


Age-Group based split of B2C Demand

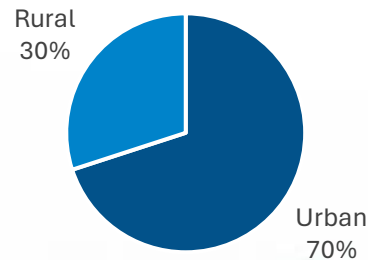


Stationery Demand Trends in India – Regional Mix

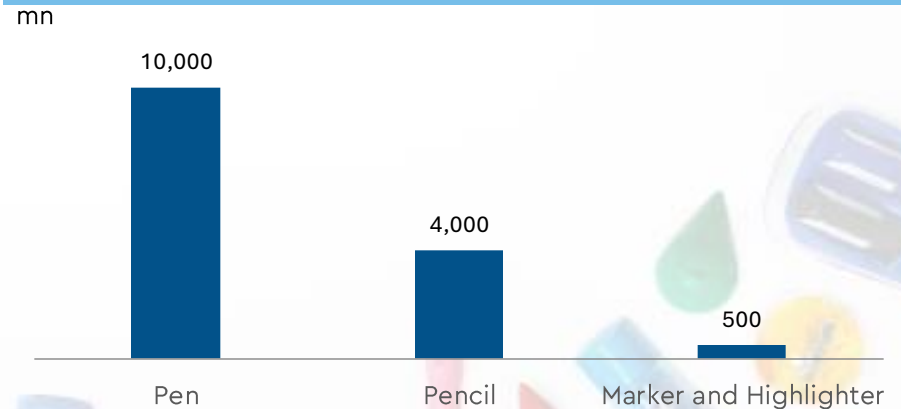
West India dominates Stationery Industry



Urban India has higher share



Indian Domestic Writing Instrument Market Volume (FY23)



Source: Company Prospectus (Technopak Industry Report)

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