



February 06, 2024

To

The BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai-400001  
Scrip Code: 540203

The National Stock Exchange India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra(E), Mumbai-400051  
NSE Symbol: SFL

Subject: Investor Presentation

Dear Sir/Madam,

Furtherance to our intimation for investor call dated February 02, 2024. Please find attached Management Presentation.

Thanking you,

Yours truly,  
For Sheela Foam Limited

Md. Iquebal Ahmad  
Company Secretary & Compliance Officer

**SHEELA FOAM LTD.**

#14, Sleepwell Tower , Sector 135, Noida- 201301

Ph: Int-91(0)-120-4868400 • Fax: Int-91-(0)-120-4162282, 4162283 • Email: [contactus@sheelafoam.com](mailto:contactus@sheelafoam.com)  
Regd. Office: 604 Ashadeep, 9 Hailey Road, New Delhi-110001, India • Ph: Int-91(0)-11-23316875-76

Toll Free: 1800 103 6664 • [www.sleepwellproducts.com](http://www.sleepwellproducts.com) • [www.sheelafoam.com](http://www.sheelafoam.com)

CIN-L74899DL1971PLC005679

# Management Presentation



# India Business - Updates

---

## Highlights

- > Sleepwell brand campaign + Sales growth @ 26%
  - > Standalone EBITDA @ 14% with normalised marketing spend
  - > KEL Topline turnaround @ 900Cr annualised
  - > KEL EBITDA @ 3.6%, clear pathway to 10%
-

# 1.0 RTM (Route to Market)

---

# 1.1 RTM | Mattresses Offline

---

OPTIMISING THE STORE AND MARKET TYPE FIT

# RTM | Mattresses offline Performance tracking

	Q3 FY23 Act.		Q3 FY24 Act.	
VALUE (Crores)	219		332	

	Q3 FY23 Act.		Q3 FY24 Act.	
VOLUME (Thousands)	474		634	

# 1.2 Small Town India

---

GROW VIA AN AFFORDABLE MATTRESS RANGE IN 5000+ TOWNS

# RTM | STI Performance tracking

	Q3 FY23 Act.		Q3 FY24 Act.	
VALUE (Crores)	-		1.7	

	Q3 FY23 Act.		Q3 FY24 Act.	
VOLUME (Thousands)	-		10	



# 1.3 RTM | E-commerce

---

HELP BRING KURL-ON ONLINE AND GROW COMBINED % OF SALES  
TO INDUSTRY STANDARDS

## RTM E-commerce | Performance tracking

	Q3 FY23 Act.		Q3 FY24 Act.	
VALUE (Crores)	31		21	

	Q3 FY23 Act.		Q3 FY24 Act.	
VOLUME (in thousands)	96		56	

## 1.4 RTM | Foam

---

USE COMPLEMENTARITIES TO SAVE COSTS AND IMPROVE MARGINS REGION WISE

# RTM | Furniture Cushioning Performance tracking

	Q3 FY23 Act.		Q3 FY24 Act.	
VALUE (Crores)	64		62	

	Q3 FY23 Act.		Q3 FY24 Act.	
VOLUME (Tonnes)	1576		1537	

# RTM | Comfort Foam Performance tracking

	Q3 FY23 Act.		Q3 FY24 Act.	
VALUE (Crores)	74		132	

	Q3 FY23 Act.		Q3 FY24 Act.	
BY VOLUME (Tonnes)	3850		8534	

# 1.5 RTM | Technical Foam

---

RE-INFORCE STRENGTHS AND EXPLORE NEW AREAS TO MAINTAIN GROWTH AND IMPROVE MARGINS

# RTM | Technical Foam Performance tracking

	Q3 FY23 Act.		Q3 FY24 Act.	
VALUE (Crores)	112		115	

	Q3 FY23 Act.		Q3 FY24 Act.	
VOLUME (Tonnes)	5160		4032	

# India Business Summary FY24

---



# India Business Results FY24 – SFL + ICTPL

	Q3 FY23 Act.	Q3 FY24 Act.
TOTAL REVENUE-Cr	541	520
Gross Margin	35.8%	41.2%
OTHER EXPENSES	26.4%	31.0%
-Marketing Expense	5.2%	8.6%
<b>EBITDA</b>	<b>9.3%</b>	<b>10.2%</b>

# India Business Results FY24 – KEL

	Q3 FY23 Act.	Q3 FY24 Act.*
TOTAL REVENUE-Cr	-	175
Gross Margin	-	41.1%
-Sales Exp	-	20.1%
OTHER EXPENSES	-	37.5%
EBITDA	-	3.6%

\*KEL Revenue in Q3 FY 24 only for 72 days (Consider only after Acquisition date)

# Australia Business Summary FY24

---

# Australia Business Results FY24

	Q3 FY23 Act.	Q3 FY24 Act.
TOTAL REVENUE	122	115
Gross Margin	49.8%	46.4%
OTHER EXPENSES	39.7%	41.2%
EBITDA	10.3%	5.2%

# Spain Business Summary FY24

---

# Spain Business Results FY24

	Q3 FY23 Act.	Q3 FY24 Act.
TOTAL REVENUE	101	76
Gross Margin	28.8%	32.0%
OTHER EXPENSES	17.3%	21.2%
EBITDA	11.5%	10.8%

# Consolidated Business Results FY24

---

# Consolidated Business Results FY24

	Q3 FY23 Act.	Q3 FY24 Act.
TOTAL REVENUE	763	879 (+15%)
Gross Margin	37.2%	41.7%
OTHER EXPENSES	27.9%	33.0%
EBITDA	9.3%	8.7%



**Thank you**

---