

GOBLIN INDIA LTD.



A BAG OF OPPORTUNITY

LEAD ADVISOR TO THE ISSUE



SME IPO ON BSE LTD.

BOOK RUNNING LEAD MANAGER





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OBJECT OF THE ISSUE

COMPANY OVERVIEW



BRIEF INTRODUCTION

BEST AND THE LATEST
TRAVELING GEAR
SOLUTIONS

Established in 1989, Goblin has become one of the **top brands in India**.

With its **headquarters in Ahmedabad**, it has gained a significant foothold in the local markets as well as across the nation.

370+ direct and indirect distributors across India and **over 200 dealers in France**.

Goblin offers **quality** luggage and accessories at **affordable prices**.

PRODUCT CATEGORIES



Hard Luggage

- Made of ABS and polycarbonates
- Preferred due to its strength to weight ratio and adaptability under any conditions



Soft luggage

- Made of nylon, polyester etc.
- Preferred due to its lightweight and moldable nature.



Other Accessories

- Accessories like wallet, sleeve, purses, shoe bags, neck pillow etc.



DOUBLE DECKER



STREAK

**OUR FLAGSHIP
PRODUCTS**



BOUNCER PLUS



SPINN

EVERYTHING IN ONE

6 PC TRAVEL KIT



TOILETRY POUCH



SHOE BAG



WIRE
ORGANISER



FIRST AID POUCH



UNDERGARMENTS
POUCH



SOCKS POUCH



EASY TO STORE



ORGANISED
TRAVELLING

PRODUCT INNOVATION



OFFICE BAG WITH
FINGER PRINT LOCK



TECHNO -
ANTI THEFT DEVICE



OVERNIGHTER



JEWELLERY BOX
WITH FINGER PRINT
LOCK

PRESENCE



India

Distribution network **pan India**

1 exclusive retail outlets stores in Ahmedabad and a few more in the pipeline

Present on all the leading **e-commerce** platforms like Amazon and Flipkart

IN RS. CR	2017-18	2018-19	% INCREASE
REVENUE FROM OPERATIONS	55.44	60.52	9.16
PROFITS AFTER TAX	1.7	2.07	21.76

PRESENCE



200+ DEALERS &
1 EXCLUSIVE SHOWROOM IN PARIS

France

Strong base in the French wholesale

Team of experienced professionals manage distribution

Plans to utilise France to enter Germany and UK in 6 months

USP is the after sale service and to break-up a product set to sell individual products rather than the entire set

IN RS. CR	2017-18	2018-19	% INCREASE
REVENUE FROM OPERATIONS	5.49	7.97	46.24
PROFITS AFTER TAX	1.27	1.38	8.66

WE ARE MAKING HEADLINES

1 INDIA INFO LINE

2 BUSINESS THIS WEEK

3 RETAIL EXCELLENCE

1

Goblin India aims to reach an annual turnover of Rs120cr in 2 years

The company has received an excellent response from the market in the last few years.

June 16, 2019 9:25 IST | India Infoline News Service

GOBLIN INDIA Ltd. aims to reach an annual turnover of INR 120 Cr in 2 years

June 23, 2019 Prabeen Dansil Business 0

2

3



Left to Right: Sahil Malik, Managing Director, Da Milano; Sachit Maker, Vice President CEO, Samsonite South Asia Pvt. Ltd.; Manoj Choukhany, Chairman and MD of Goblin Manager - BU, Spicejet Merchandise Pvt. Ltd.

arkar, Head of N
ior, Kompanero, f

**WHY SHOULD YOU
INVEST**



UNIQUE SELLING PROPOSITION



Innovation

**Self curated design
according to customer
preference**

**Value for money- affordable
good quality product**

Technological advancement

PARTNERSHIP WITH AIR WHEEL TECHNOLOGY CO. LTD. (TECHNOLOGY ADVANCEMENT)

WE HAVE EXECUTED MOU WITH
CHANGZHOU AIRWHEEL TECHNOLOGY CO.
LIMITED (COMPANY REGISTERED IN CHINA,
MANUFACTURING TECHNOLOGY BASED
TRAVEL PRODUCTS) FOR SELLING
PRODUCT “**FOLLOW ME**” (USING AN APP
AND ROBOTIC INTELLIGENCE THE BAG
FOLLOWS ITS OWNER FROM BEHIND)
**UNDER OUR BRAND NAME. THEY HAVE
ALSO AGREED TO GIVE US EXCLUSIVE
MARKETING RIGHTS FOR “FOLLOW ME” IN
INDIA.**

GOBLIN

TWO COLORS

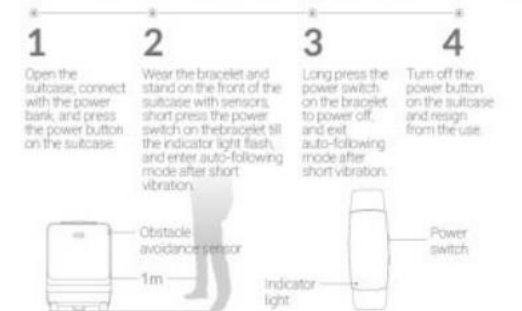
SMART AUTONOMOUS LUGGAGE



- External USB charging port
- Autonomous obstacle avoidance
- Removable import lithium battery
- 20inch standard carry-on suitcase
- Biometric fingerprint lock
- LED inductive lamp set
- APP remote control
- High-strength polycarbonate case

Model	Size	Volume
GOBLIN	533X 381X246mm	30L
Weight	Material	Charging time
6kg	ABS + PC	13h
Max. speed	Battery Capacity	Number Of Motors
6km/h	62.6Wh	Three

Mobile remote control in 3 modes



UNMATCHED PRICES

With our promoters and the key managerial personnel being in the business for as long as 10 years, we have accumulated a good knowledge of the luggage industry, which helps us procure good quality products at least pricing from China. Our in-house team of designers choose designs on an exclusive basis for different products to keep them unique. Hence, we maintain our competitive edge - lower prices, and Good quality products.

LOWER PRICES AND SUPERIOR QUALITY



BUSINESS MODEL

CORPORATE GIFTING MARKET

Clients include – Lupin, Nirma Ltd, Sunpharma, ITC Ltd., etc.

EXCLUSIVE RETAIL STORES

1 Exclusive store in Ahmedabad and 1 Exclusive store in France. Helps build the brand and gain customer confidence.

MULTIBRAND OUTLET (MBO)

370+ direct and indirect distributors across India.
On an average 1 monthly visit of sales men to MBO and follow up is done on a regular basis

DEPARTMENTAL STORE/HYPERMARKETS

Present in 4 places in Ahmedabad, i.e, Crossword, Sales India, Hind Super Market and Osia Hyper Market.
Offers customer the possibility of living the purchase as experience

E-Commerce

To extend our customer reach and attract new customers the entire range of products is listed on Flipkart and Amazon.

A black and white photograph of a person from behind, walking away on a dirt path through tall grass. They are carrying a very tall stack of approximately 10-12 vintage-style suitcases. The sky is cloudy. A large red and yellow graphic overlay is on the right side of the image, containing the title and a list of growth drivers.

GROWTH DRIVERS

- GOVERNMENT'S INTENSE FOCUS TO PROMOTE TOURISM
- GROWING PENETRATION OF ORGANISED RETAIL
- SHIFT IN CONSUMER PREFERENCE FROM UNBRANDED TO BRANDED
- SEASONAL MARKET
- INCREASING PASSENGER TRAFFIC MOVEMENT IN AVIATION SECTOR
- IMPROVEMENT IN TRAVEL INFRASTRUCTURE SUCH AS NATIONAL HIGHWAYS, AIRPORTS, ETC,
- INCREASING COMPETITION
- ONLINE MARKETPLACES



DIVERSIFIED INSTITUTIONAL CLIENT BASE

In addition to strengthening its B2C presence Goblin has a strong B2B client base serving marquee clients such as,

REACHED 88 LAKH+ CONSUMERS IN 3 YEARS



MANY MORE TO COME

PROMOTERS AND KEY MANAGERIAL PERSONNEL

THE BRAINS BEHIND
GOBLIN INDIA LTD.

MANOJ CHOUKHANY (CHAIRMAN AND MD)

Started as Vice-President of Goblin India in 2002 with a vision to create a famous and trusted luggage brand with Innovative designs nationally and internationally that would cater to individuals and companies.

MRS. SONAM CHOUKHANY (EXECUTIVE DIRECTOR)

Associated with our Company since 2010. Holds a bachelors degree in commerce from Kolkata University, Kolkata and has overall experience of 7 years.

MR. MANMOHAN DIXIT (INDEPENDENT DIRECTOR)

A rich experience of 25 years. His role is to act as a guide to the company (improving corporate Credibility and corporate governance). He also serves as a watchdog and plays active role in various committees in our Company.

MR. MANOJ SONI (INDEPENDENT DIRECTOR)

Completed his degree of Diploma in Plastic Engineering from Gujarat Technical University in the year 1982. Has an experience of 35 years in the plastic Industry.

MANISH AGARWAL (NON-EXECUTIVE DIRECTOR)

MR. MANISH NAGORI
(CHIEF FINANCIAL OFFICER)

Completed his Degree of Diploma in Marketing from Ahmedabad Management Association in the year 2008. Has an experience of 10 years in senior managerial position.

MS. NIKITA SUYANI
(SECRETARY AND COMPLIANCE OFFICER)

Holds a bachelors degree in commerce and Membership number of Institute of Company Secretaries of India.

MS. RIYA CHOUKHANY
(DESIGN HEAD)

Has experience in Product Designing and Development after pursuing Diploma in Designing.

MR. AMIT CHOUDHARY
(MARKETING HEAD)

Has 24 years of qualitative business experience in the Entertainment, retail, Trade & Distribution, Marketing Alliance and Business Development areas across manufacturing, Service and retail industry.

MR. RUDRA MATROJA
(BUSINESS DEVELOPMENT MANAGER, FRANCE)

Overlooks sourcing, sales, recruitment and training. He worked previously with Mekapharm as Mechatronics Engineer.

PROMOTERS AND KEY MANAGERIAL PERSONNEL

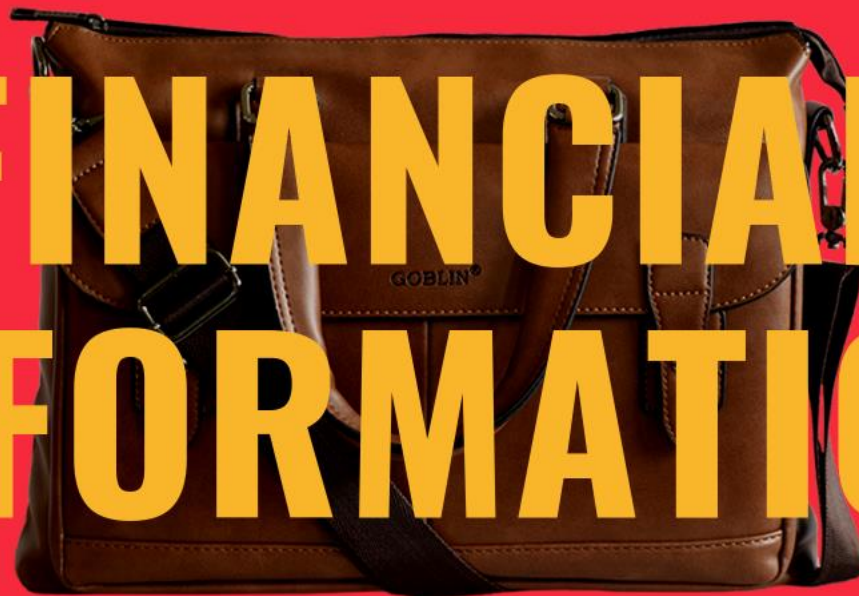
THE BRAINS BEHIND
GOBLIN INDIA LTD.



AWARDS AND ACHIEVEMENTS

YEAR	ACCOMPLISHMENT
2017	Participated in 'Corporate Gifts Show' organized by Gifts and Accessories – a division of Netlink Solutions (India) Limited
2017	Awarded 'Certificate of Participation' in a Stationary, Corporate Gifting Exhibition by Itsmart Expo LLP
2018	Received ISO 9001:2015 issued by Euro Certifications for Business of Luggage Bags and Promotional/Gift Items
2018	Participated in 'Corporate Gifts Show' organized by Gifts and Accessories
2018	Participated in Gifts World Expo in Delhi between 10-12 August, 2018, Pragati Maidan, Delhi

FINANCIAL INFORMATION



STAND ALONE

PARTICULARS	FY 17	FY 18	FY 19
Profit& loss statement (in cr)			
Net Revenue	46.82	55.44	60.52
EBITDA	2.32	4.32	5.60
EBITDA Margin	4.95%	7.79%	9.25%
Depreciation	0.17	0.18	0.3
Finance cost	1.58	1.77	2.5
Tax	-0.17	-0.64	-0.75
Profit After tax	0.39	1.7	2.07
Balance sheet			
Share Capital	0.68	0.68	0.68
Reserves and Surplus	3.81	5.5	7.53
Total debt	13.53	14.7	17.53
Trade payables	0.29	5.61	0.32
Other liabilities and provisions	1.39	2.23	5.28
Deferred Tax Liabilities	0	0	0
Total Equity And Liability	19.7	28.72	31.34
Fixed Assets, Net	1.55	1.4	2.01
Other Assets	2.19	4.53	2.25
Inventories	4.49	6.92	11.36
Trade Receivables	10.99	14.98	15.27
Cash and Bank Balance	0.48	0.89	0.45
Total Assets	19.7	28.72	31.34

CONSOLIDATED

SALES



PARTICULARS	FY 17	FY 18	FY 19
Profit& loss statement (in cr.)			
Net Revenue	52.44	60.93	68.48
EBITDA	2.62	5.73	7
EBITDA Margin	5%	9.40%	10.22%
Depreciation	0.18	0.18	0.3
Finance cost	1.61	1.79	2.51
Tax	-0.17	-0.64	-0.75
Profit after tax	0.66	2.98	3.45
Balance sheet			
Share Capital	0.68	0.68	0.68
Reserves and Surplus	1.46	3.7	7.3
Total debt	16.31	17.97	20.21
Trade payables	2.62	8.16	2.86
Other liabilities and provisions	1.76	2.77	5.75
Deferred tax liabilities	0	0	0
Total equity and liability	22.83	33.28	36.8
fixed assets, net	1.56	1.42	2.02
other assets	1.78	4.29	2.1
inventories	7.14	11.39	16.48
trade receivables	10.99	15.1	15.61
cash and bank balance	1.36	1.08	0.59
total assets	22.83	33.28	36.8

FUTURE PLANS



SETTING UP HARD LUGGAGE MANUFACTURING UNIT

Plans to set up a manufacturing unit in Ahmedabad for hard luggage with a capacity of 1.2 lacs pieces scalable up to 2.4 lacs pieces per annum

This will result in a net saving of Rs 100-120 per piece mainly on account of savings from custom duty and freight cost

This will also improve realizations and minimise loss of sales by bringing down the delivery periods.

ENTERING NEW GEOGRAPHIES

GROWING CORPORATE GIFTING CLIENTELE

FY 19	FY 20	FY 21
Currently, 74 direct corporate clients and 7 channel partners (Current top clients include Lupin, Torrent, Arvind Mills, Nerolac, IIMA, Corona, etc)	Over 125 direct corporate clients and 15 channel partners (Target clients include Mankind Pharma, Dabur, Sintex, Arvind Brands, etc)	Over 175 direct corporate clients and 20 channel partners (Target client includes Reliance Industries, Godrej, Aditya Birla Group,

LED BY EXPANSION VIA EXCLUSIVE PARTNERS IN MULTIPLE NEW CITIES

FY 19	FY 20	FY 21
Gujarat, Maharashtra, Ranchi, Bengal, Karnataka, Rajasthan	Telangana, Madhya Pradesh, Tamil Nadu, Delhi and NCR, Punjab	Kerala, Goa, Orissa, Bihar, North-eastern states.

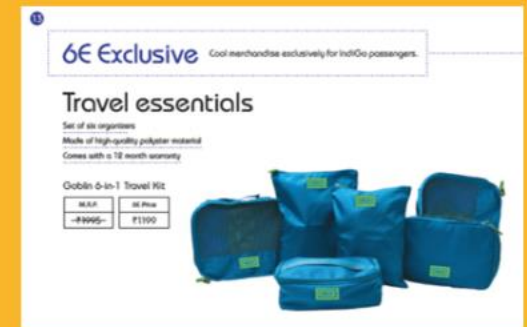
PROACTIVE

GOBLIN HAS PARTNERED ITSELF WITH AVA STORES

CITIES COVERED - KOLKATA, DELHI, BANGLORE, CHENNAI, HYDERABAD, MUMBAI T2, MUMBAI T1, GUWAHATI, LUCKNOW, COIMBATORE, COCHIN, MANGLORE, AHMEDABAD, INDORE, NAGPUR, PUNE, AIJWAL, DIBRUGARH, PATNA, RANCHI, AMRITSAR, MADURAI, TRIVANDRUM, AURANGABAD, BHOPAL.

PARTNERED WITH INDIGO AIRLINES TO FEATURE IN THEIR MAGAZINE

MORE AIRLINES IN PIPELINE



PRODUCT AND CATEGORY EXTENSION

- Generate revenue of Rs 50-70mn on full year basis, with gross margin of 30%.
- Launched new designs in ladies purses, wallets and clutches and plans to launch 40-50 new designs.
- Received order of 38,000 odd pieces for ladies bags from Corona Remedies and the order was executed.

OBJECTS OF THE ISSUE



OBJECTS OF ISSUE



SETTING UP A PLANT

Set up a plant to manufacture/assemble Acrylonitrile Butadiene Styrene (ABS) Luggage bags at Ahmedabad, Gujarat



TO FUND THE WORKING CAPITAL REQUIREMENTS

The fund will be used to boost sales, the main focus is on development of innovative products with the help of technological improvements that'll in turn be it's differentiating factor among other players..



GENERAL CORPORATE PURPOSE

The company shall focus on making Goblin a big brand and preferred customer choice. Brand visibility by various marketing techniques will help increase sales and also build brand credibility.

DISCLAIMER

The Company is proposing, subject to market conditions public issue of its equity shares and its Prospectus with the BSE SME. The Prospectus will be available on the website of Lead Manager at www.bfinsec.com, in website of issuer company at www.goblinindia.com The information is given in good faith and we make no representations or warranties, express or implied, as to the accuracy or completeness of the information and shall have no liability to you or your representatives arising from use of this information. The Issuer, having made all reasonable inquiries confirms that Prospectus contains all information with regard to the Issuer and Issue and that the information is true and correct in all material aspects and is not misleading in any material respect. Investments in equity and equity-related securities involve a degree of risk and investors should not invest any funds in this Issue unless they can afford to take the risk of losing their investment. Investors are advised to read the risk factors carefully before taking an investment decision in this Issue and must rely on their own examination of the Issuer and this Issue, including the risks involved. This advertisement/ press release does not constitute or form part of any offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any equity shares, nor shall it or any part of it nor the fact of its distribution form the basis of, or be relied on in connection with, any contract or investment decision. You are advised to carefully read the entire offer document including all the risk factors mentioned in the offer document issued by the Issuer before making any investment decisions. Neither Fast Track Finsec Private Limited nor any of its affiliates, group companies, directors, employees, agents or representatives shall be liable for any damages whether direct indirect special or consequential including lost revenue or lost profits that may arise from or in connection with the use of the information.



THANK YOU

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