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
PJ Towers
Dalal Streets
Mumbai- 400001

Symbol: EMIL
Series: EQ
ISIN: INE02YR01019

Scrip Code: 543626

Sub: Investor's Presentation to be held on 11th November 2022.

Dear Sir/Madam,

In pursuance to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith investor presentation for quarter and half year ended 30th September, 2022 to be held on 11th November 2022 at 5:00 p.m. . A copy of the said presentation is also being uploaded on the Company's website.

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

Thanking You,
For and on behalf of **Electronics Mart India Limited**

Rajiv Kumar
Digitally signed by Rajiv Kumar
Date: 2022.11.11 16:39:20 +05'30'

Rajiv Kumar
Company Secretary and Compliance Officer

Date: 11th November 2022
Place: Hyderabad

LARGEST ELECTRONICS RETAILER IN SOUTH INDIA

EMI Electronics Mart India Limited

Performance Highlights

Q2 & H1 FY 2023

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H1 FY23 Snapshot

H1 FY23 vs H1 FY22 | Snapshot

Financial Metrics

	INR Mn	Growth Vs H1 FY22
Revenue from Operations	26,362	▲ 42.2%
EBITDA	1,724	▲ 36.6%
Net Profit attributable to Shareholders	648	▲ 58.6%
Operating Cash flow before Working Capital Changes	1,714	▲ 35.7%

Operating Metrics

112

Store Count

Opened [1]: 9 | Closed [1]: -

Added 9 stores since Mar-22 including 8 stores in NCR

1.12

Retail Store Area

Mn Sft.

Added ~83,000 sft since Mar-22

31.6%

Same Store Growth [2]

% growth

[1] Stores Opened / Closed in H1 FY23 || [2] Same Store Growth Rate is the growth in store sales for stores that have been operational for more than 24 months at the end of the period

Awards & Accolades in H1FY23

Recognition by our partners for our invaluable contribution

Certificate of Appreciation For exemplary sales contribution CY22

Samsung

Best Electronics Retail Chain CY22

Radio City

Best Business Performance Q1 CY22(1)

Samsung

Company Overview

Electronics Mart India – Quick Snapshot

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 (3)

- **100** Multi brand outlets (1): BAJAJ ELECTRONICS, ELECTRONICS MART, KITCHEN STORIES, AUDIO & BEYOND
- **12** Exclusive brand outlets (1)

Diversified product offering from 70+ brands comprising of more than 6,000 SKU across product categories

A/C | Mobile Phone | Laptops | Television | Washing Machine | Refrigerator | Cooler

Long standing relationship with leading consumer brands

- **70** consumer durables & electronics brands
- **Nil** Exposure to Private label sales

Market presence and geographic reach with cluster based expansion

- **1.12 mn sq. ft.** Retail Business Area
- **20.0% Store Count CAGR (2)** 71 (FY20) – 112 (Q2 '23) across 36 cities
- **104 stores** AP & TS (1) + **8 stores** NCR (1)

Operate across three business channels

Retail | Wholesale | Online | Easy financing options

Financial Performance (FY22):

17.1%	**6.7%**	**2.4%**	**17.4%**	**18.9%**
Revenue CAGR (FY20-FY22)	EBITDA Margin (FY22)	PAT margin (FY22)	RoE (FY22)	RoCE (FY22)

[1] As on September 30, 2022 || [2] CAGR: (No of stores in Q2 '23/No of stores in FY20)^(1/2.5)-1 || [3] CRISIL Report: Report titled "Assessment of Electronic Retailing in India" dated September 8, 2022 issued by CRISIL Limited, which has been commissioned and paid by our company

Cluster Based Distribution Network (1)

Deep penetration in the states of AP & TS with a growing presence in NCR

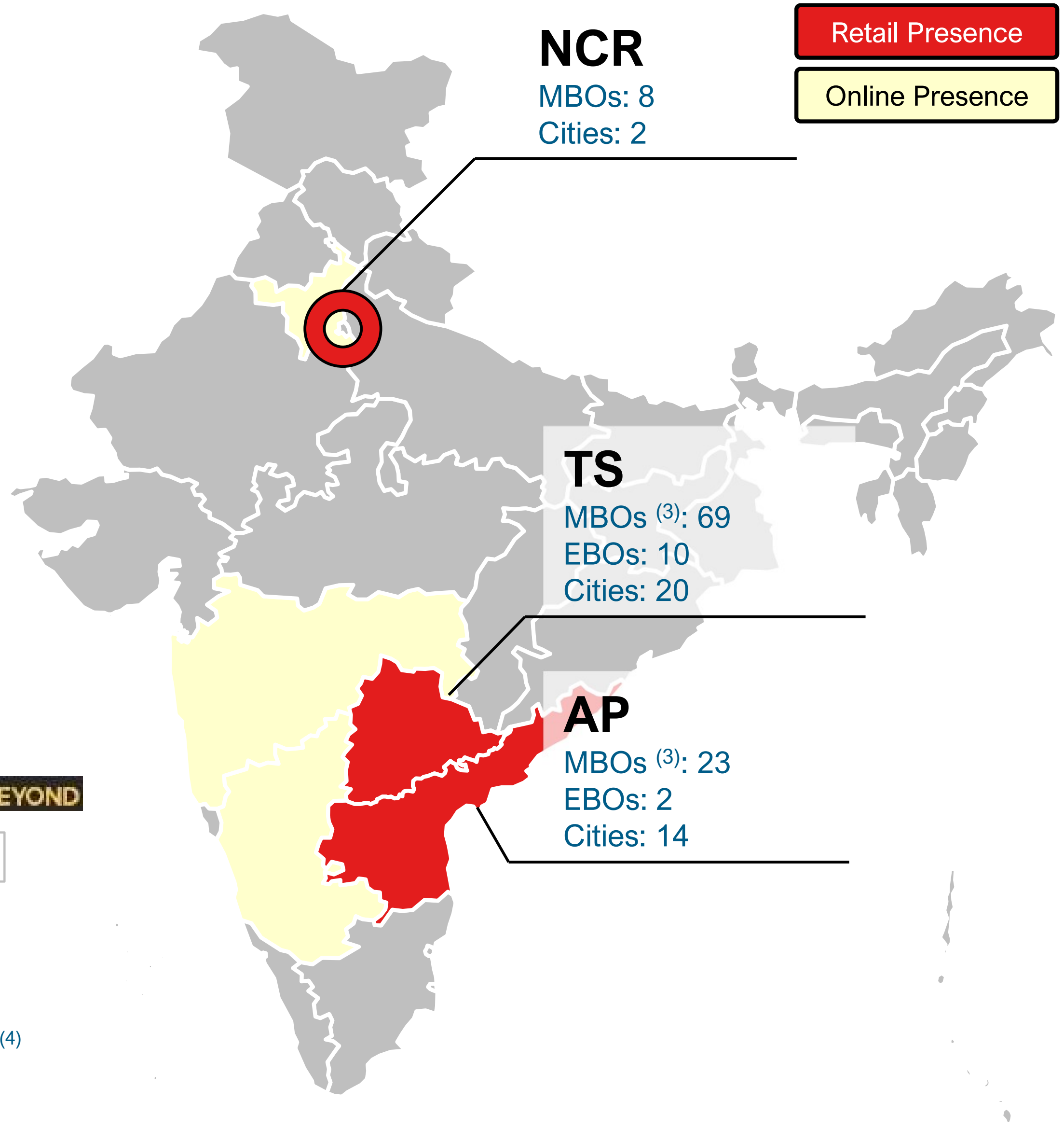
36
City Presence

3
States (2)

112
Retail Stores
100 MBOs & 12 EBOs

1.12 Mn sft
Retail Area
Avg. Store Size of ~10K sft

9
Central Warehouses
6 in TS, 1 in AP & 2 in NCR

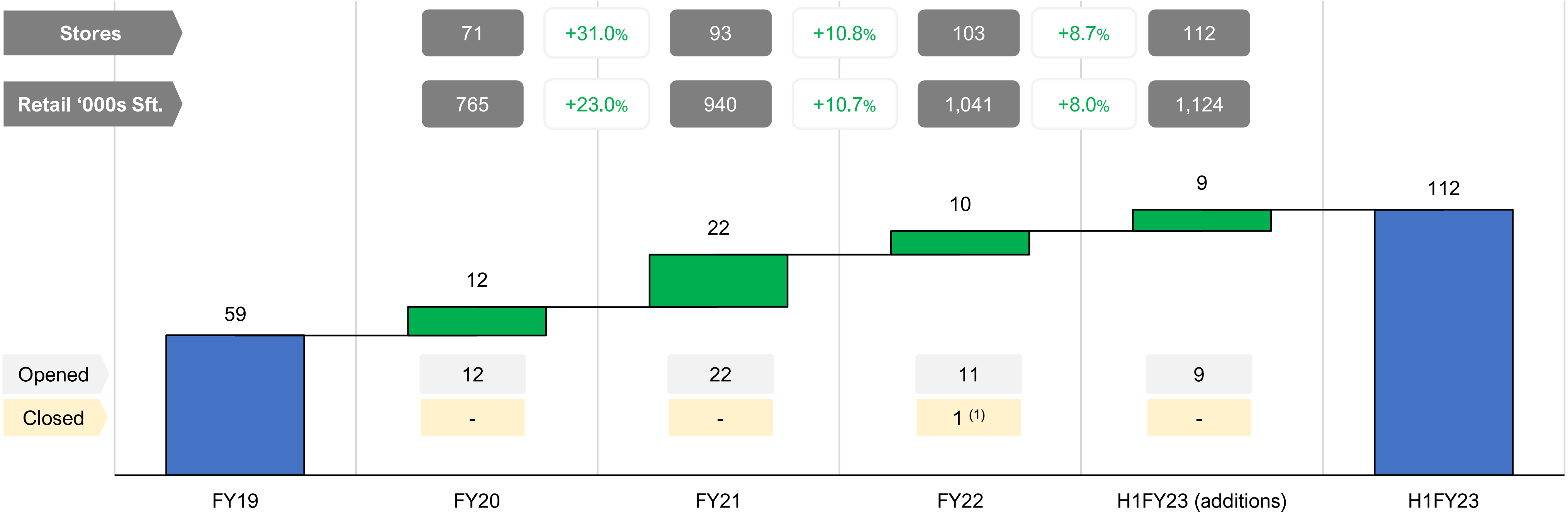


MBO Brands	BAJAJ ELECTRONICS	ELECTRONICS MART	KITCHEN STORIES	AUDIO & BEYOND
	89	+ 8	+ 2	+ 1

Store Ownership			
	93 Leased	11 Owned	8 POPL (4)

[1] As on September 30, 2022 || [2] NCR considered as a state || [3] MBO includes specialized retail stores under the name “Kitchen Stories” & “Audio & Beyond” ||
[4] POPL – Partly Owned Partly Leased

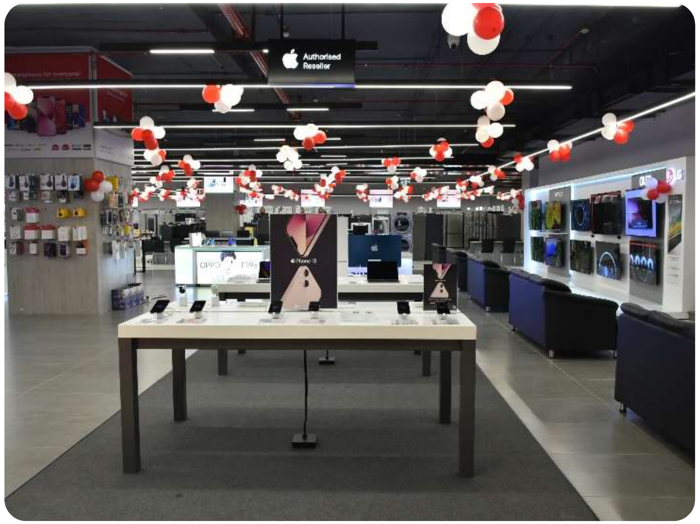
Year Wise Store Additions



Particulars	FY20	FY21	FY22	H1 FY23
Store Count	**71**	**93**	**103**	**112**
- **MBOs**	**63**	**82**	**91**	**100**
> Bajaj Electronics / Electronics Mart	63	80	89	97
> Kitchen Stories	-	2	2	2
> Audio & Beyond	-	-	-	1
- **EBOs**	**8**	**11**	**12**	**12**

[1] An MBO store is being converted to an EBO

Our Retail Outlets



Our Specialized Retail Stores

Q2 & H1 FY23 Financial Update

Quarter & H1FY23 Highlights
Key Metrics

H1FY23 is the 1st normalized H1 since the onset of the pandemic. The business has seen ~29.4% growth in bill cuts & ~8.8% growth in average ticket sizes

	Particulars	H1 FY22	H1 FY23	YoY Growth
A	Bill Cuts ('000s)	804,918	1,041,315	29.37%
	Average Ticket Size [1]	21,077	22,925	8.77%
	Same Store Growth Rate (SSGR)	NM [2]	31.62%	

	Particulars	Q2 FY22	Q2 FY23	YoY Growth	H1 FY22	H1 FY23	YoY Growth
	(i) Rev. from Sale of Products	8,664.33	11,216.96	29.46%	17,455.50	24,340.70	39.44%
B	- Retail Sales	8,432.98	11,104.77	31.68%	16,965.29	23,871.74	40.71%
	- Wholesale Sales	154.48	91.63	-40.68%	331.48	293.84	-11.35%
	- Online Sales	76.87	20.56	-73.25%	158.73	175.12	10.33%
	(ii) Other Operating Income	638.03	1,060.46	66.21%	1,078.02	2,021.17	87.49%
	(iii) Revenue from Operations (i + ii)	**9,302.36**	**12,277.42**	**31.98%**	**18,533.52**	**26,361.87**	**42.24%**
C	EBITDA	697.88	753.51	7.97%	1,262.06	1,723.93	36.60%
	EBITDAM [3]	*7.50%*	*6.14%*	*-1.36%*	*6.81%*	*6.54%*	*-0.27%*
	EBIT	523.20	546.56	4.46%	919.43	1,317.68	43.31%
	EBITM [4]	*5.62%*	*4.45%*	*-1.17%*	*4.96%*	*5.00%*	*0.04%*
	PBT	338.14	323.84	-4.23%	547.70	874.81	59.72%
D	PAT	253.12	241.27	-4.68%	408.54	647.85	58.58%
	PATM [5]	*2.72%*	*1.97%*	*-0.76%*	*2.20%*	*2.46%*	*0.25%*

Key Points

A
- Bill cuts increased by 29.4% while average ticket sizes increased by 8.8%
- H1FY23 SSGR stands at 31.6% as the stores that we operationalized through the pandemic begin to mature

B
- With the pandemic behind us, we had the 1st normalized H1 since FY21
- We had the highest ever quarterly & half yearly retail sales since inception with retail sales growing by 40.7% in H1FY23 v H1FY22

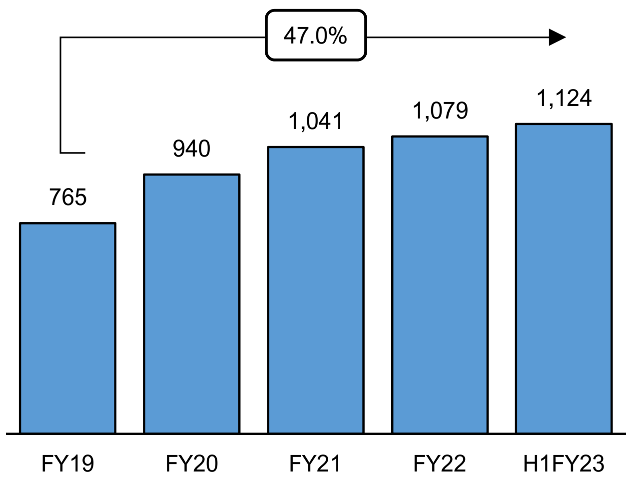
C
- H1FY23 EBITDA margins were marginally impacted on account of **higher advertising & marketing investments in NCR**
- NCR has total 8 stores[6] operational of which 4 stores were opened in Aug

D
- Our PAT has grown by 58.6% in H1FY23 v H1FY22

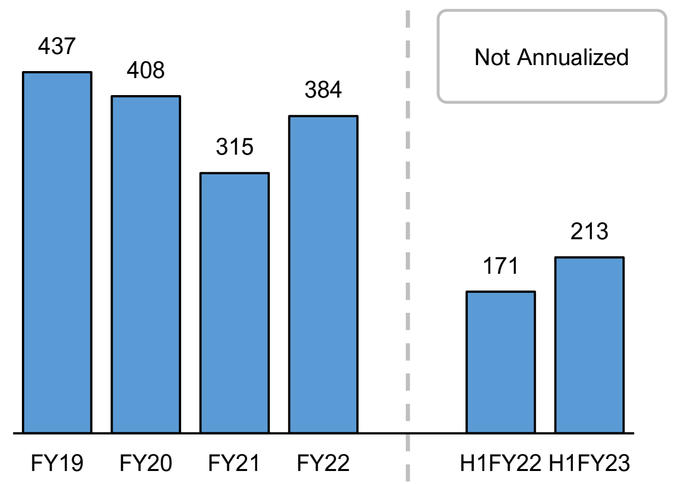
[1] Average Ticket Size = Net Retail Sales / Total Bill Cuts || [2] Not comparable, since the H1 FY21 had Covid impact || [3] EBITDAM = (Profit / (Loss) before Exceptional Items + Finance Cost (excld. Bank Charges) + Depreciation & Amortization – Other Income) / Revenue from Operations || [4] EBITM = (Profit / (Loss) before Exceptional Items + Finance Cost (excld. Bank Charges) – Other Income) / Revenue from Operations || [5] PAT = Profit for the period attributable to the Shareholders of the Company / Revenue from Operations || [6] As on September 30, 2022

Operating Indicators

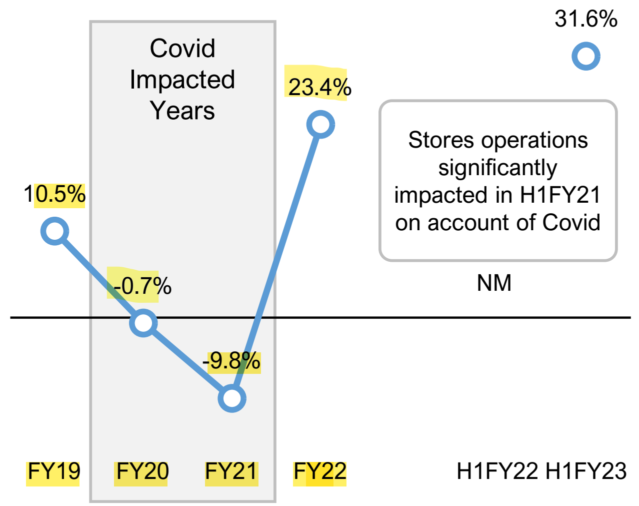
Total Retail Area
'000 Sft



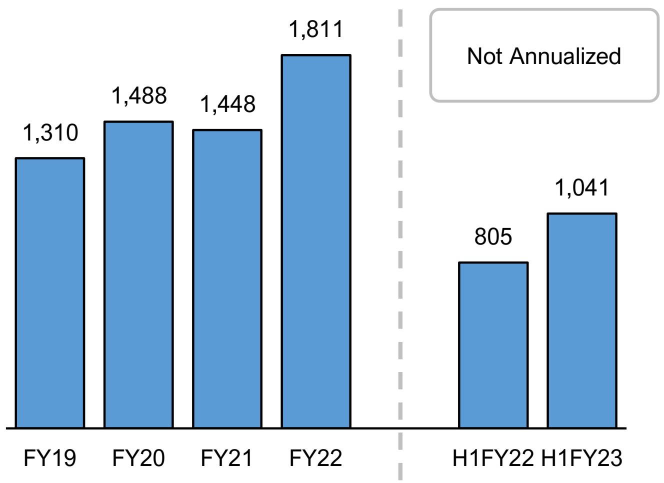
Net Retail Sales per Store [1]
INR Mn.



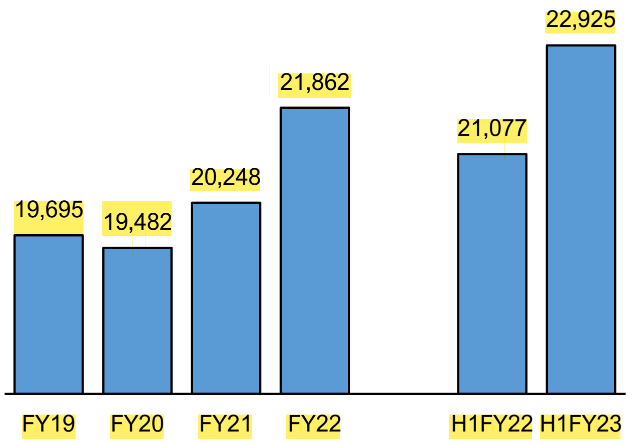
Same Store Growth Rate – 24M [2]
%



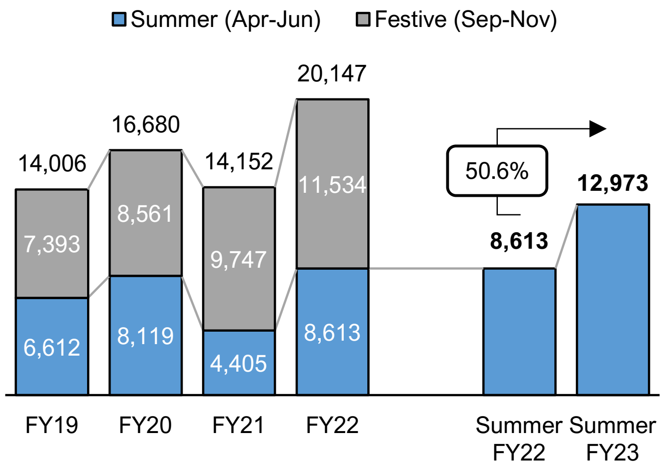
Bill Cuts [1]
Nos. in '000s



Average Ticket Size [3]
INR



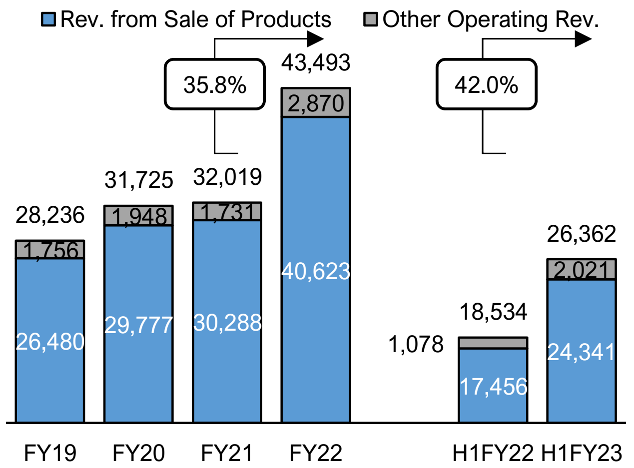
Summer & Festive Season Sales (Peak Seasons)
INR Mn



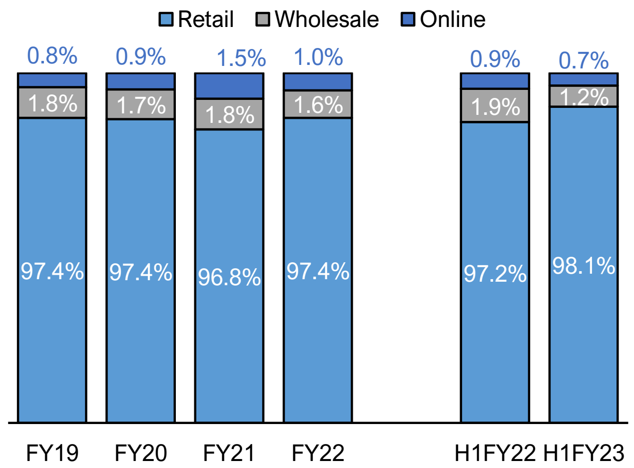
#**Note:** Chart not to scale || [1] H1FY22 & H2FY23 data points in the above charts are not comparable to the full year numbers || [2] Same Store Growth Rate is the growth in store sales for stores that have been operational for more than 24 months at the end of the Fiscal || [3] Average Bill Cuts = Net Retail Sales / Total Bill Cuts

Financial Indicators (1/2) (1)

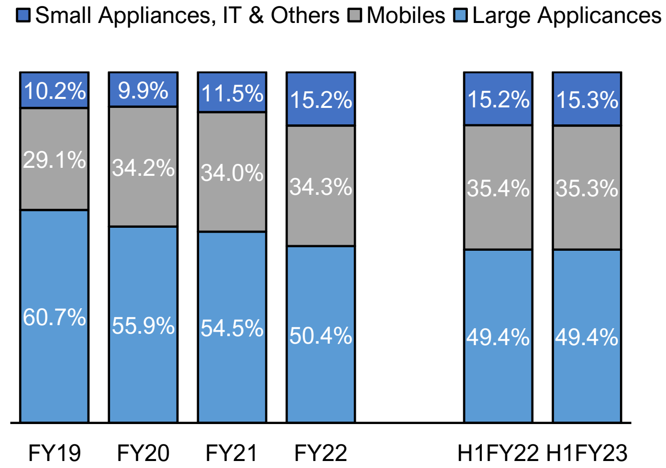
Revenue from Operations
INR Mn



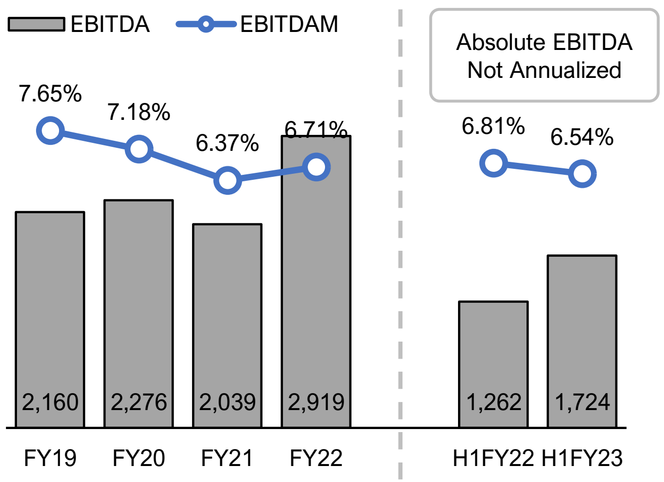
Revenue from Sale of Products – Channel Split
% of Revenue from Sale of Products



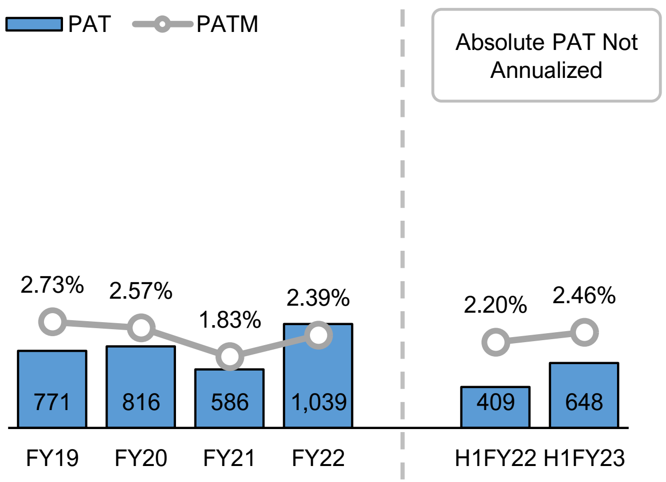
Revenue from Sale of Products – Category Split
% of Revenue from Sale of Products



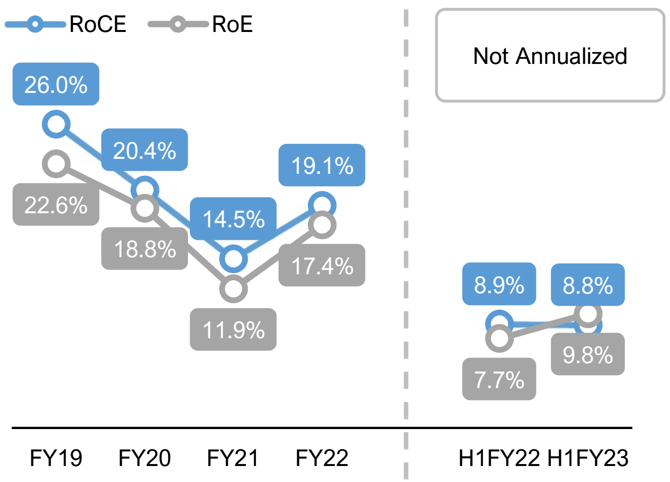
EBITDA (1) & EBITDA Margins
INR Mn & % of Revenue from Operations



PAT & PAT Margins
INR Mn & % of Revenue from Operations



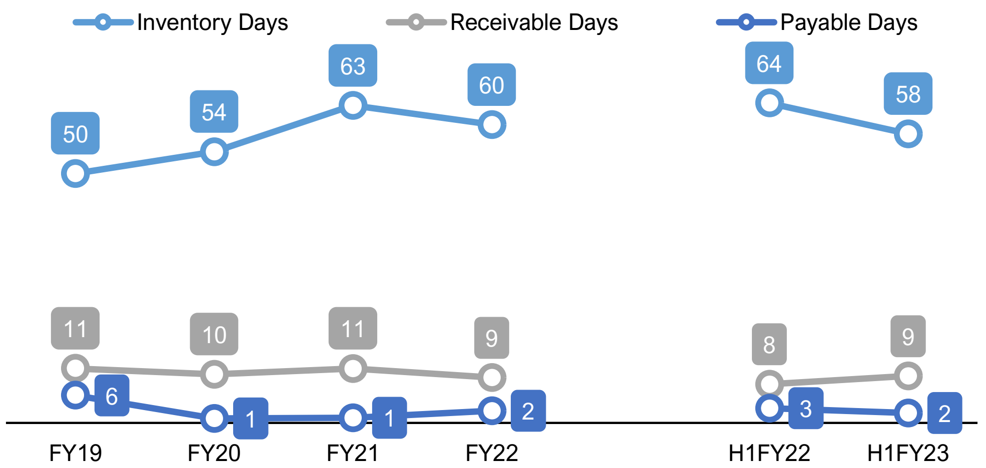
RoE & RoCE (1)(3)
%



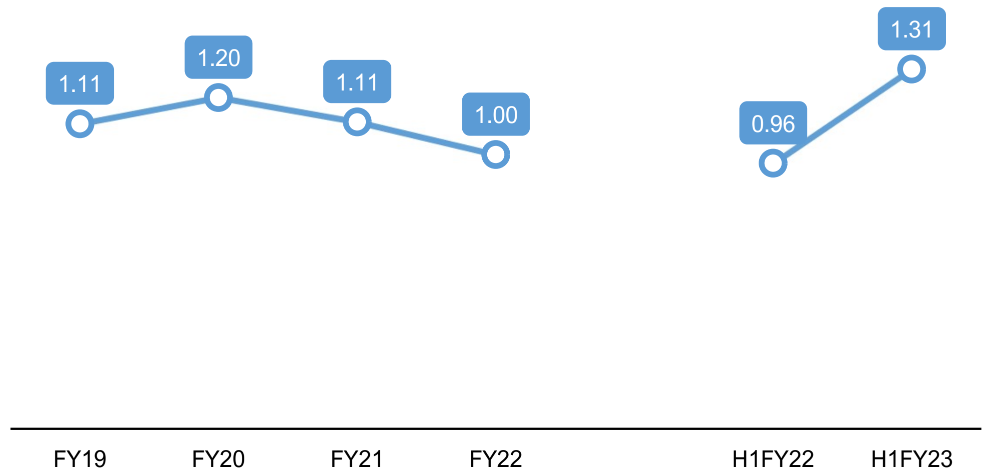
#**Note:** Chart not to scale || [1] H1FY22 & H2FY23 data points in the above charts are not comparable to the full year numbers with the exception of EBITDA Margins & PAT Margins ||
[2] EBITDAM = (Profit / (Loss) before Exceptional Items + Finance Cost + Depreciation & Amortization – Other Income) / Revenue from Operations || [3] RoE = PAT / Total Shareholder's Equity; RoCE = (Profit / (Loss) before Exceptional Items + Finance Cost (excld. Bank Charges) – Other Income) / (Total Shareholder's Equity + Total Debt - Cash)

Financial Indicators (2/2) (1)

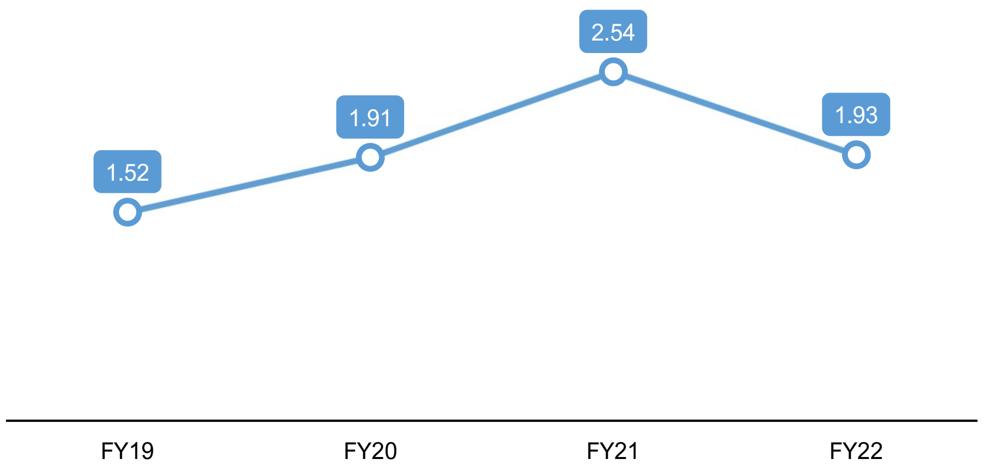
Inventory, Payable and Receivable Days [2]
Days



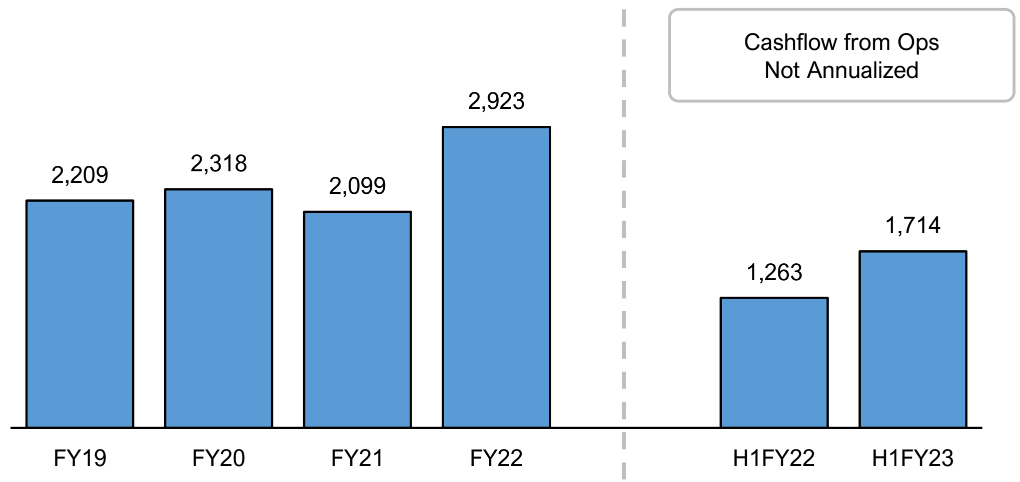
Total Debt to Equity Ratio [3]
Times



Net Debt to EBITDA [1][4]
Times



Cashflow from Operations (excld. Working Capital Adj.)
INR Mn



[1] H1FY22 & H2FY23 data points in the above charts are not comparable to the full year numbers || [2] Inventory Days = (365 or 182.5) / (COGS / Inventory at end of period), Receivable Days = (365 or 182.5) / (Revenue from Operations / Receivables at end of period), Payable Days = (365 or 182.5) / (COGS / Payables at end of period) || [3] Total Debt = Short Term + Long Term Debt || [4] Net Debt = Short Term + Long Term Debt - Cash

Financial Summary

Consolidated Income Statement

INR Mn	Q2 FY22	Q2 FY23	YoY Growth	H1 FY22	H1 FY23	YoY Growth
REVENUE FROM OPERATIONS	**9,302.36**	**12,277.42**	**31.98%**	**18,533.52**	**26,361.87**	**42.24%**
Other Income	15.22	7.33	-51.85%	23.62	25.34	7.28%
TOTAL INCOME	**9,317.58**	**12,284.75**	**31.84%**	**18,557.14**	**26,387.21**	**42.19%**
EXPENSES						
Purchases of Stock-in-Trade	9,728.15	13,067.24	34.32%	16,741.44	23,777.33	42.03%
Changes in Inventories of Stock-in-Trade	(1,794.62)	(2,465.27)	37.37%	(784.15)	(1,060.01)	35.18%
Employee Benefit Expense	183.03	209.26	14.33%	377.32	425.78	12.84%
Finance Cost	200.28	230.05	14.86%	395.35	468.21	18.43%
Depreciation & Amortization Expense	174.67	206.95	18.48%	342.63	406.25	18.57%
Other Expenses	487.93	712.68	46.06%	936.85	1,494.84	59.56%
TOTAL EXPENSES	**8,979.44**	**11,960.91**	**33.20%**	**18,009.44**	**25,512.40**	**41.66%**
Profit before Tax & Exceptional Items	**338.15**	**323.84**	**-4.23%**	**547.70**	**874.81**	**59.72%**
Exceptional Item	-	-	-	-	-	-
Profit Before Tax	**338.15**	**323.84**	**-4.23%**	**547.70**	**874.81**	**59.72%**
Tax Expenses	85.02	82.57	-2.88%	139.16	226.96	63.09%
Profit for the period attributable to Shareholders	**253.12**	**241.27**	**-4.68%**	**408.54**	**647.85**	**58.58%**

Financial Summary

Consolidated Balance Sheet Snapshot

INR Mn	H1 FY22	H1 FY23
Networth	5,965.11	6,616.47
Net Debt	5,592.42	8,308.44
Lease Liabilities	5,497.47	5,981.99
Capital Employed	**17,055.00**	**20,906.90**
Net Block (incld. CWIP & Intangibles)	3,038.75	5,012.66
Right to Use Assets	5,049.14	5,427.26
Deferred Tax Assets (Net)	176.27	205.01
Net Other Long Term Assets	482.8	571.29
Net Current Assets	8,308.04	9,690.68
Capital Employed	**17,055.00**	**20,906.90**

The IPO of the Company was concluded in October 2022 and hence the above figures do not include the proceeds of the IPO

Business Update / Development

Business Update / Development

NCR Expansion

– As on September 30, 2022 we operate 8 MBO stores under the brand name “Electronics Mart” in the NCR region

– As of November 10, 2022 we have added a further 4 stores in the NCR region.

New Format Launched

Easy Kitchens

Retailing aspirational modular kitchens & appliances

– We launched “Easy Kitchens” - a new format of stores to cater to kitchen specific demands of customers

– While “Kitchen Stories” continues to operate in the high end segments, “Easy Kitchens” is targeted at the aspirational class

Thank you

Electronics Mart India Limited || CIN: U52605TG2018PLC126593
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Ph. : 040 – 23230244 || Email: communications@bajajelectronics.in || Website: www.electronicsmartindia.com

Glossary

AP	Andhra Pradesh
Bn	Billion
CAGR	Compounded Annual Growth Rate
CFO	Cashflow from Operations
EBO	Exclusive Brand Outlet
EMIL	Electronics Mart India Limited
FY	Financial Year
INR	Indian Rupee
MBO	Multi-Brand Outlet
Mn	Million
NCR	National Capital Region
POPL	Partly Owned Partly Leased

Rev.	Revenue
RoCE	Return on Capital Employed
RoE	Return on Equity
SSGR	Same Store Growth Rate
sft	Square Feet
Tn	Trillion
TS	Telangana