

To,
Listing Manager,
The National Stock Exchange of India Ltd.,
(Through NEAPS)
Symbol: EMIL
Series: EQ
ISIN: INE02YR01019

The Secretary,
BSE Limited,
(Through BSE Listing Centre)
Scrip Code: 543626

Sub: Investor's Presentation to be held on 11th November 2024.

Dear Sir/Madam,

In pursuance to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor presentation for the First Half-Year and Second Quarter ended 30th September 2024 to be held on 11th November 2024 at 04:00 P.M. A copy of the said presentation is also being uploaded on the Company's website.

This is for your information and dissemination on respective websites.

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

Rajiv Kumar
Company Secretary and Compliance Officer

Date: 11th November 2024
Place: Hyderabad

SAMSUNG

QLED TV

LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA

UHD TV

QLED TV

LG

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LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA

Q2 & H1 FY25 BUSINESS & FINANCIAL PERFORMANCE

Q2 FY25 FINANCIAL HIGHLIGHTS

Revenue from Operations

Rs. 1,386 crores



EBITDA

Rs. 84 crores



Profit Before Tax

Rs. 33 crores

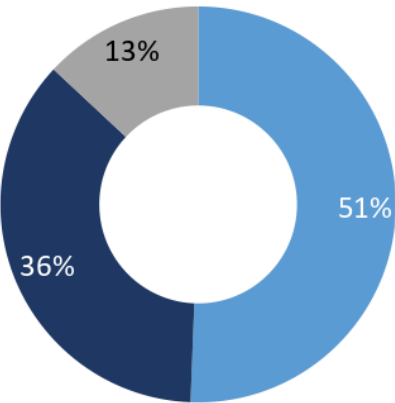


Profit After Tax

Rs. 25 crores

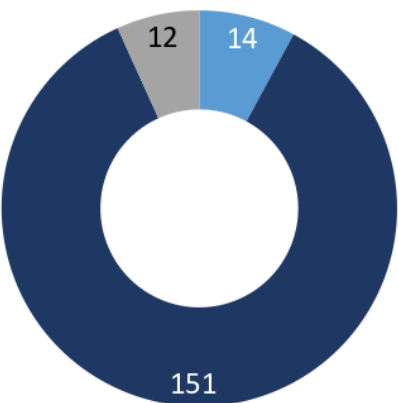


Sales Mix



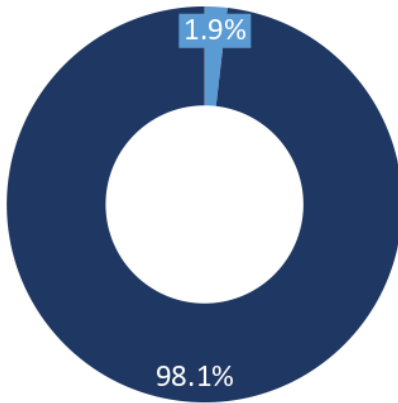
- Mobiles
- Large Appliances
- Small Appliances, IT & Others

Store Ownership



- Owned
- Leased Rental
- POPL

Format wise Retail Sales Mix



- EBO
- MBO

Retail Store Area

1.61 Mn Sq. Ft.

35,500 Sq ft of store area opened in Q2 FY25

Net Store Additions

7 Outlets

8 MBOs opened during Q2, 1 MBO closed during Q2

H1 FY25 FINANCIAL HIGHLIGHTS

Revenue from Operations

Rs. 3,361 crores



EBITDA

Rs. 238 crores



Profit Before Tax

Rs. 130 crores

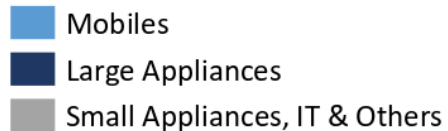
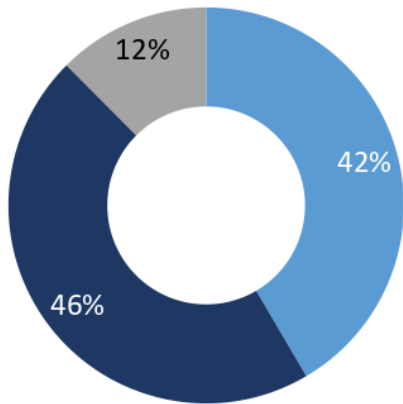


Profit After Tax

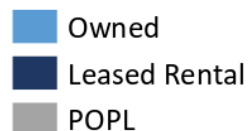
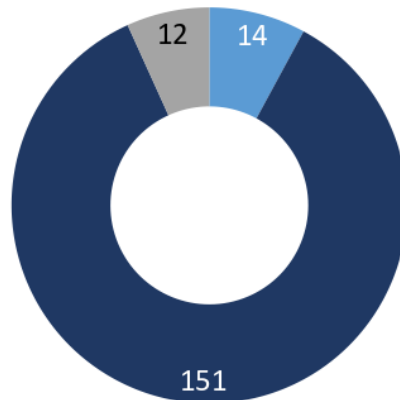
Rs. 97 crores



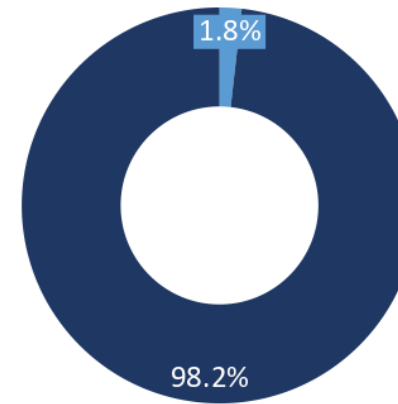
Sales Mix



Store Ownership



Format wise Retail Sales Mix



Retail Store Area

1.61 Mn Sq. Ft.

35,500 Sq ft of store area opened in Q2 FY25

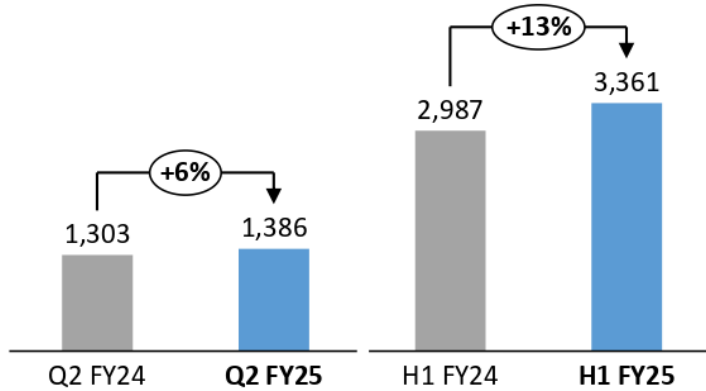
Net Store Additions

17 Outlets

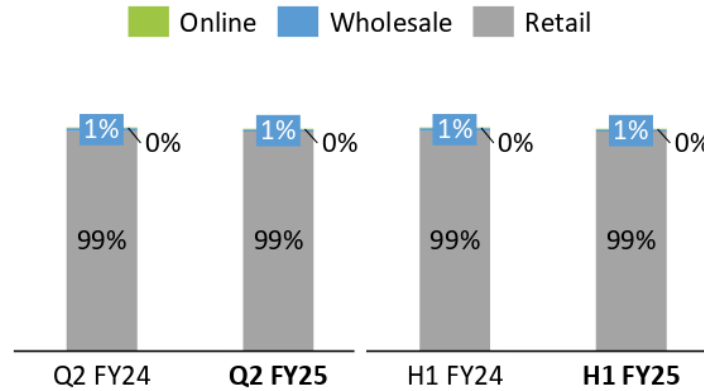
18 MBOs opened and 1 MBO closed

Q2 & H1 FY25 FINANCIAL HIGHLIGHTS

Revenue from Operations (Rs. Crs.)



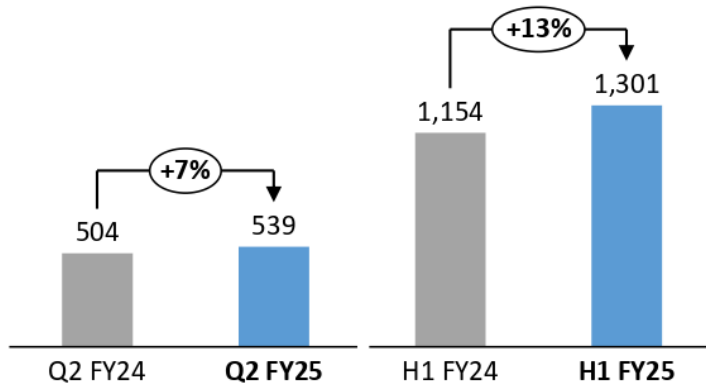
Revenue from Sale of Electronic & Consumer Durables



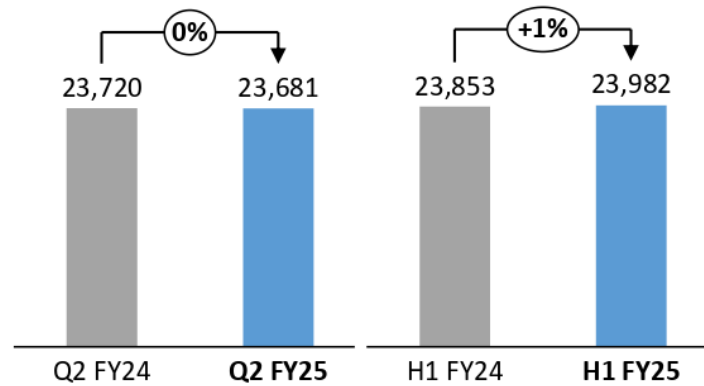
Same Store Sales Growth (SSSG)



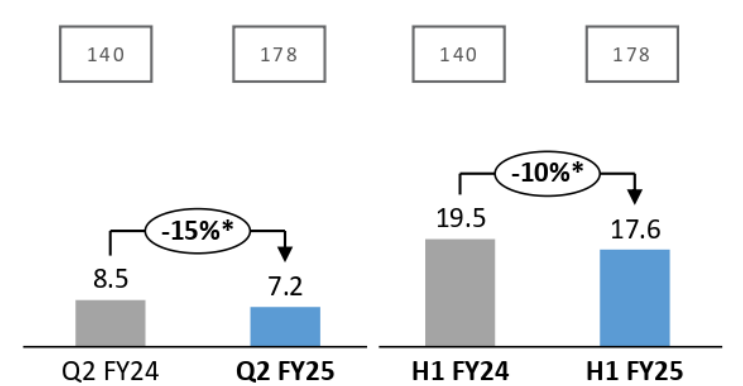
Bill Cuts (Nos. in '000)



Average Ticket Size (Rs.)



Net Retail Sales per store (Rs. Crs.)

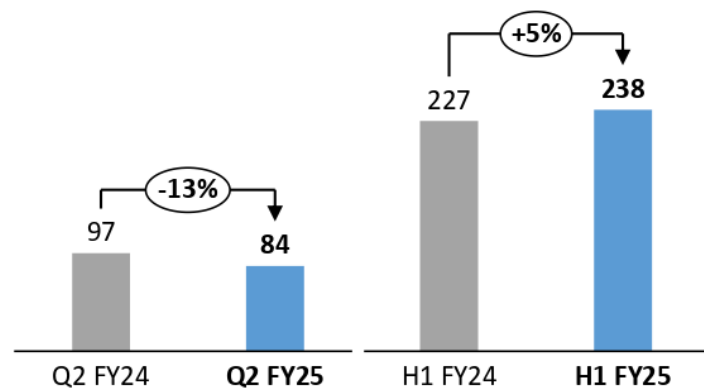


Store Count

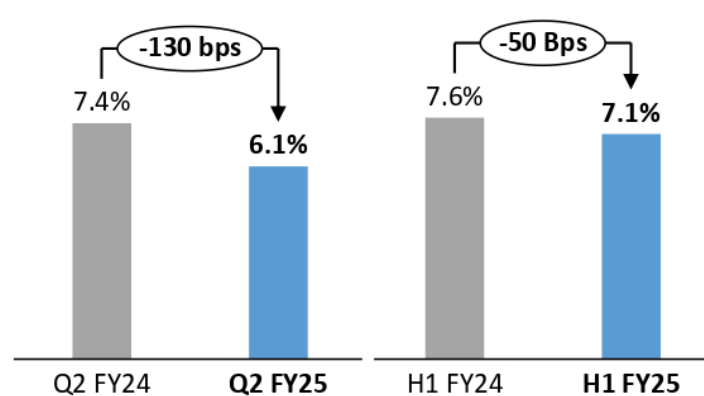
* Reduced due to increase in new stores (8 added) in Q2 FY25 out of which 3 stores got added during August & September 24

Q2 & H1 FY25 FINANCIAL HIGHLIGHTS

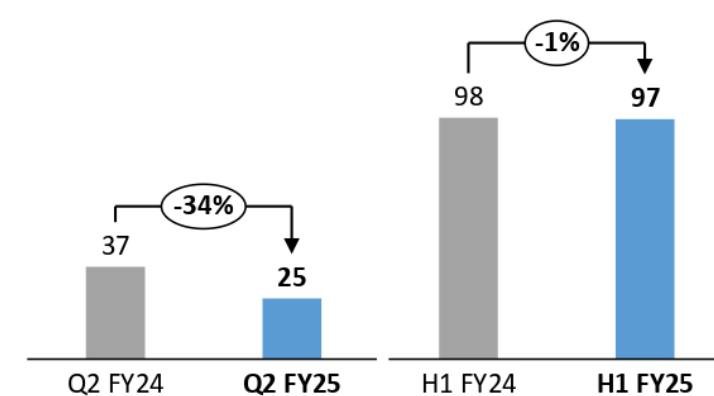
EBITDA (Rs. Crs.)



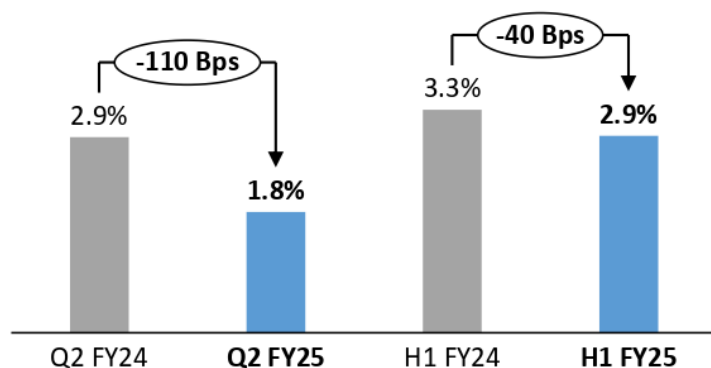
EBITDA Margins



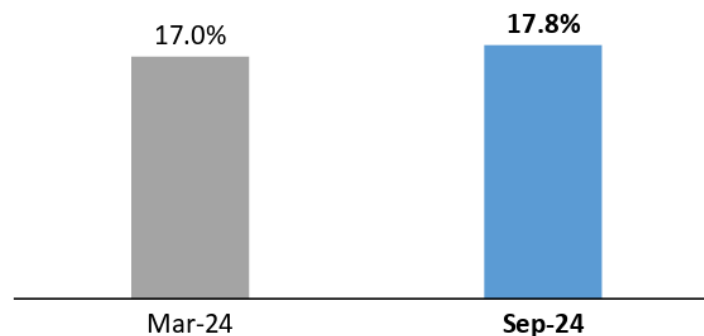
Profit After Tax (PAT)



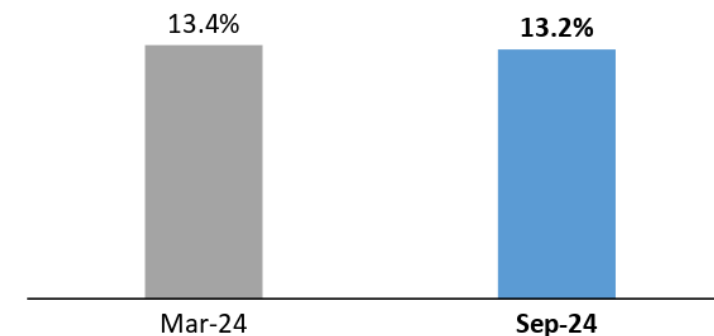
PAT Margins



RoCE#



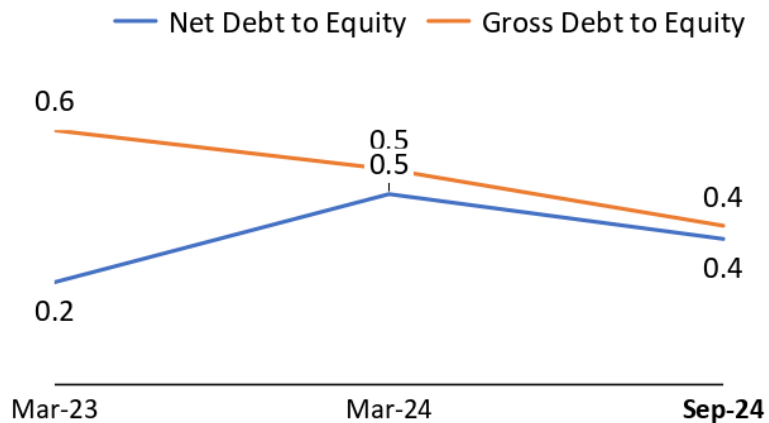
RoE



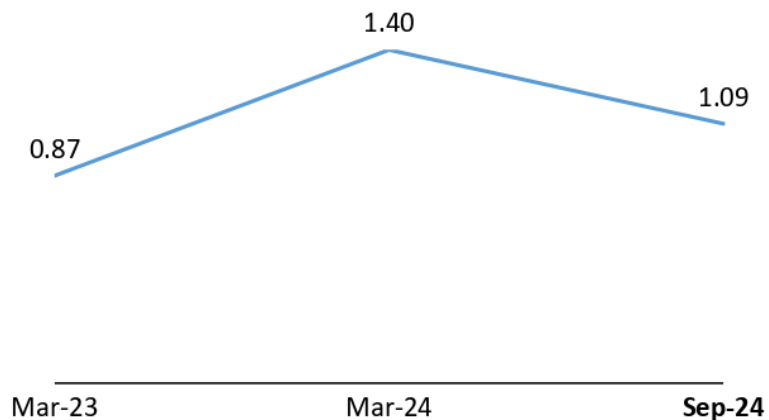
#ROCE has been calculated as EBIT/Capital employed (LT debt +ST debt+ Total Equity) *Note: ROCE and ROE for the quarter have been annualized

STRONG BALANCE SHEET

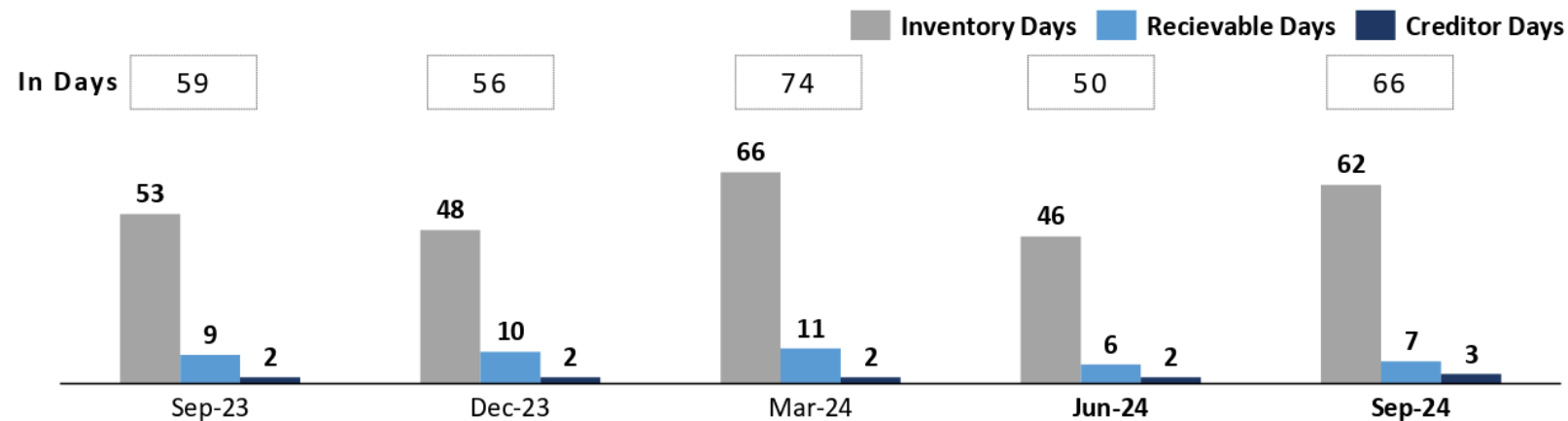
Debt to Equity Ratio



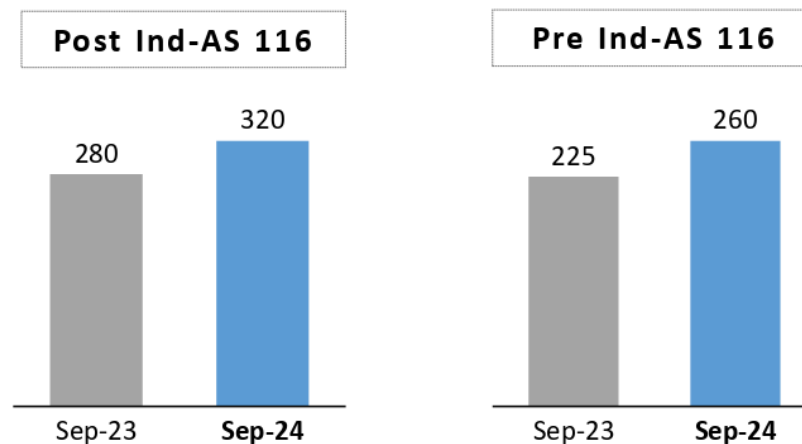
Net Debt to EBITDA[#]



Working Capital*



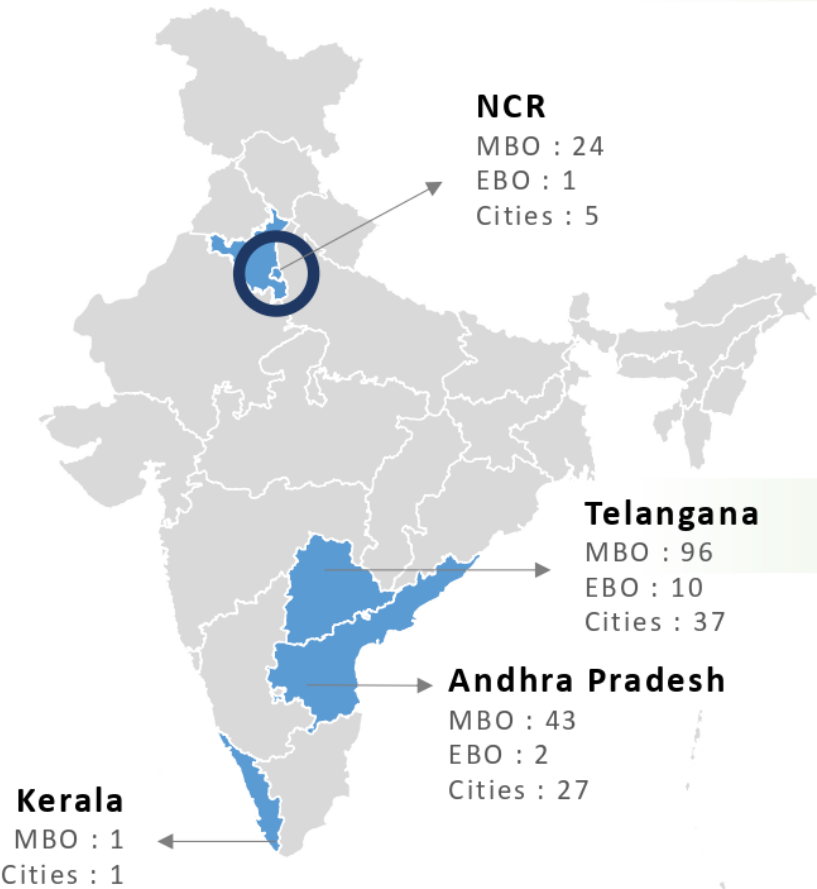
Cash Flow from Operations* (Rs. Crs.)



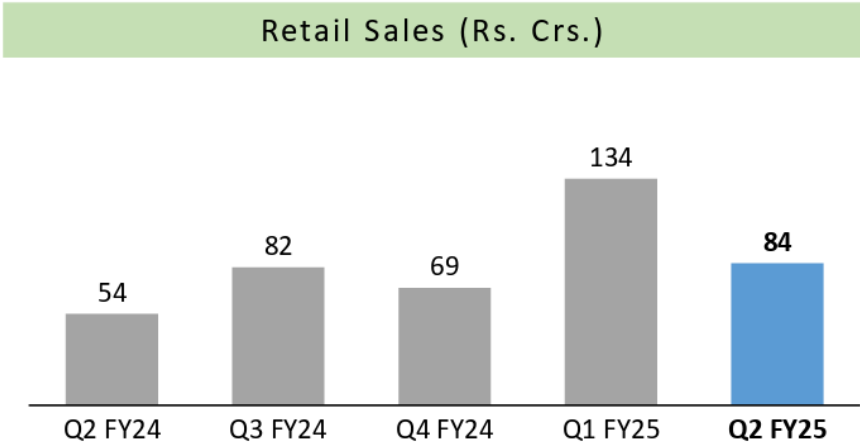
Cash & Cash Equivalent

Rs 48.8 Crores ^

CLUSTER BASED FINANCIALS HIGHLIGHTS

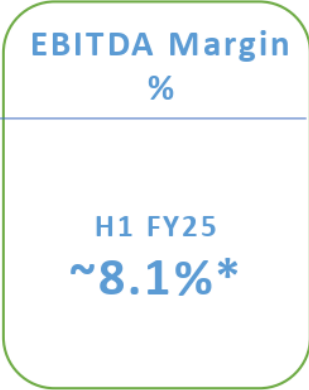
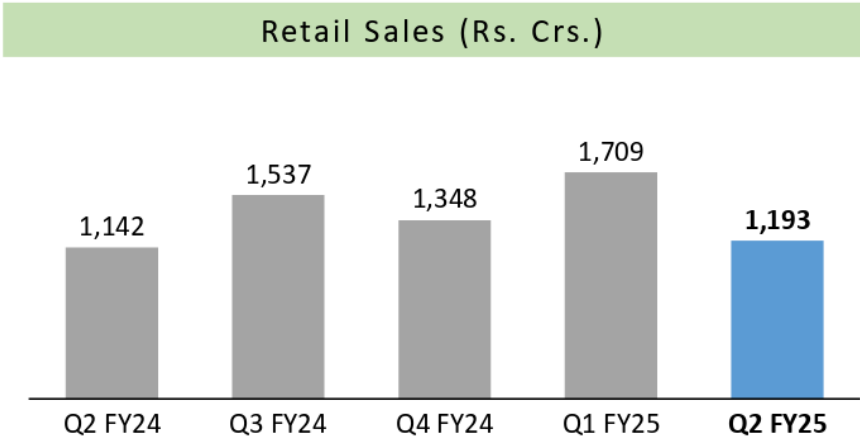


North Cluster



Operations in Delhi NCR began in August 2022, which shall perform in line of South Cluster in coming years

South Cluster



South Cluster operations is high cash generating region with high margins

*The EBITDA Margin % are unaudited and uncertified and on Pre Ind AS 116 basis

Q2 FY25 PROFIT AND LOSS STATEMENT

Profit & Loss (in Rs. Crore)	Q2 FY25			Q2 FY24			YoY (Reported)
	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	
Total Revenue	1,386.1		1,386.1	1,303.0		1,303.0	6%
Purchases of stock in trade	1,437.0		1,437.0	1,205.8		1,205.8	
Changes in Inventory	-247.1		-247.1	-98.5		-98.5	
Gross Profit	196.2		196.2	195.7		195.7	0%
Gross Margin	14.2%		14.2%	15.0%		15.0%	
Employee Cost	28.3		28.3	26.0		26.0	
Rent Expense		30.4	30.4		24.6	24.6	
Other Expenses	83.9		83.9	73.1		73.1	
EBITDA	83.9		53.5	96.6		72.0	-13%
EBITDA Margin	6.1%		3.9%	7.4%		5.5%	
Other Income	2.4		2.4	2.5		2.5	
Depreciation	31.3	-21.7	9.6	25.5	-17.9	7.5	
EBIT	55.0		46.3	73.6		66.9	-25%
Finance Cost	22.5	-20.2	2.3	23.5	-17.0	6.5	
Profit before Tax	32.5		44.0	50.1		60.4	-35%
Tax	8.0			12.7			
PAT	24.5			37.4			-34%
PAT Margin	1.8%		-	2.9%		-	
EPS (in Rs.)	0.64			0.97			

H1 FY25 PROFIT AND LOSS STATEMENT

Profit & Loss (in Rs. Crore)	H1 FY25			H1 FY24			YoY (Reported)
	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	
Total Revenue	3,361.0		3,361.0	2,986.7		2,986.7	13%
Purchases of stock in trade	2,878.2		2,878.2	2,510.9		2,510.9	
Changes in Inventory	-7.4		-7.4	34.3		34.3	
Gross Profit	490.2		490.2	441.4		441.4	11%
Gross Margin	14.6%		14.6%	14.8%		14.8%	
Employee Cost	61.4		61.4	53.6		53.6	
Rent Expense	0.0	59.9	59.9	0.0	48.5	48.5	
Other Expenses	191.0		191.0	161.2		161.2	
EBITDA	237.7		177.9	226.6		178.0	5%
EBITDA Margin	7.1%		5.3%	7.6%		6.0%	
Other Income	4.5		4.5	5.0		5.0	
Depreciation	61.5	-42.7	18.8	50.1	-35.4	14.7	
EBIT	180.8		163.6	181.4		168.3	0%
Finance Cost	51.0	-39.5	11.6	50.5	-33.3	17.2	
Profit before Tax	129.8		152.1	130.9		151.0	-1%
Tax	32.7			33.3			
PAT	97.0			97.6			-1%
PAT Margin	2.9%		-	3.3%		-	
EPS (in Rs.)	2.52			2.54			

BALANCE SHEET

Assets (in Rs. Crs.)	Sep-24	Mar-24
Non - Current Assets	1,707.3	1,517.5
Property Plant & Equipments	688.1	602.2
CWIP	58.0	44.9
Intangible assets	1.6	1.7
Right of use asset	804.1	752.4
Financial Assets		
Other Financial Assets	62.4	50.4
Deferred Tax Assets (Net)	38.2	31.7
Other Non - Current Assets	8.4	6.1
Other Non - Current Tax Assets	46.5	28.0
Current Assets	1,361.3	1,541.6
Inventories	976.6	969.3
Financial Assets		
(i) Trade receivables	124.0	181.4
(ii) Cash and cash equivalents	48.8	85.5
(iii) Loans	1.7	1.5
Other Financial Assets	3.1	4.0
Other Current Assets	207.2	299.9
Total Assets	3,068.7	3,059.1

Equity & Liabilities (in Rs. Crs.)	Sep-24	Mar-24
Total Equity	1,468.9	1,369.7
Share Capital	384.7	384.7
Reserves & Surplus	1,084.1	984.9
Non-Current Liabilities	1,011.7	907.9
Financial Liabilities		
(i) Borrowings	135.5	98.0
(ii) Lease Liabilities	875.8	809.7
Provisions	0.4	0.2
Current Liabilities	588.1	781.6
Financial Liabilities		
(i) Borrowings	427.9	614.8
(ii) Trade Payables	55.4	43.1
(iii) Lease	50.6	47.4
(iv) Other Financial Liabilities	20.2	18.4
Other Current Liabilities	24.2	39.5
Provisions	0.8	13.0
Current tax liabilities (net)	9.1	5.3
Total Equity & Liabilities	3,068.7	3,059.1

CASH FLOW

Particulars (Rs. Crs.)	Sep-24	Sep-23
Net Profit Before Tax	129.8	130.9
Adjustments for: Non -Cash Items / Other Investment or Financial Items	110.6	95.0
Operating profit before working capital changes	240.4	225.9
Changes in working capital	117.7	79.6
Cash generated from Operations	358.1	305.5
Direct taxes paid (net of refund)	-37.7	-25.7
Net Cash from Operating Activities	320.4	279.8
Net Cash from Investing Activities	-129.8	-0.9
Net Cash from Financing Activities	-227.2	-430.4
Net Decrease in Cash and Cash equivalents	-36.7	-151.5
Add: Cash & Cash equivalents at the beginning of the period	85.5	203.2
Cash & Cash equivalents at the end of the period	48.8	51.7

LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA

OVERVIEW & KEY STRATEGIES



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

BAJAJ
ELECTRONICS

ELECTRONICS
MART

KITCHEN
STORIES
FROM THE HOUSE OF BAJAJ ELECTRONICS

AUDIO & BEYOND
HOME CINEMA | HOME AUTOMATION
FROM THE HOUSE OF BAJAJ ELECTRONICS

EASY
KITCHENS

iQ

MBOs

164

EBOs

13



Diversified product offerings from **100+ brands** comprising of more than **8,000 SKU** across product categories



A/C



Mobile Phones



Laptop



TV



Washing Machine



Refrigerator



Cooler



Mixer

Brands

100+

SKUs

8,000+



Long standing relationship with leading consumer brands Market

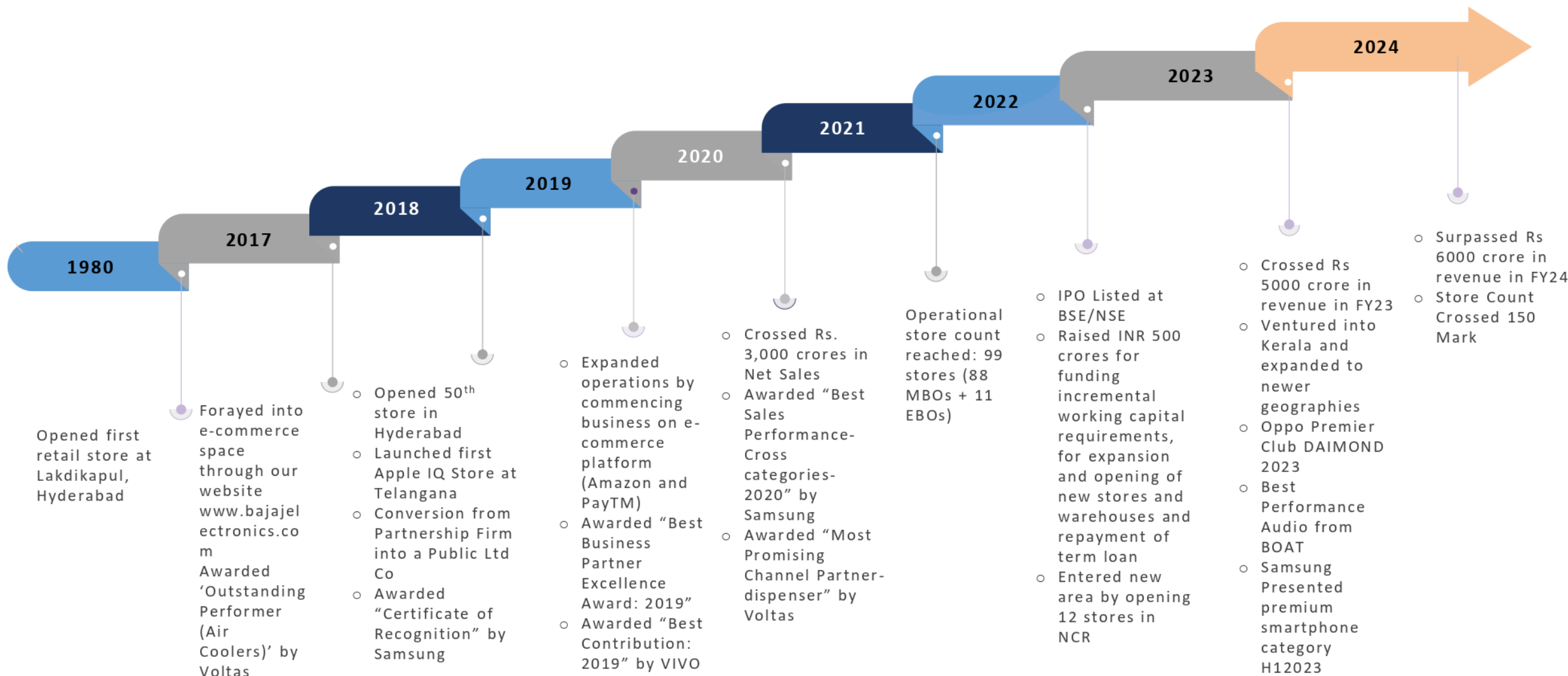


Market presence and geographic reach with cluster-based expansion

Retail Business Area

1.61 mn. sq. ft.

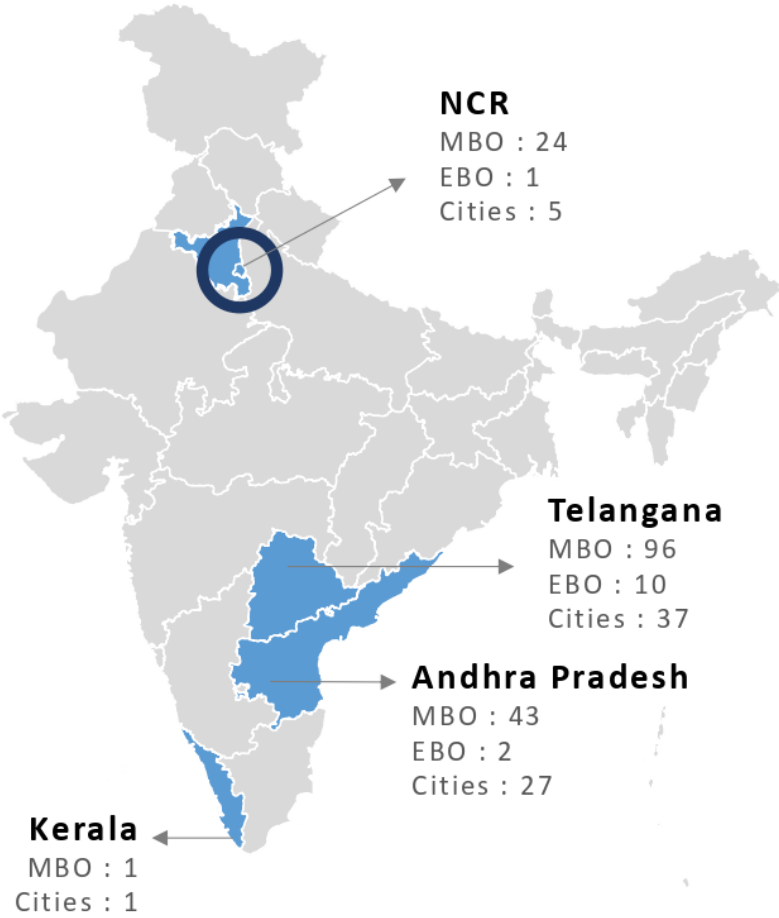
OUR JOURNEY



Deep penetration in the states of Andhra Pradesh & Telangana with a growing presence in NCR

MBO Brands (# Stores)

132	
21	
6	
2	
3	



Cities	States	Retail Stores
70	6	177

164 MBO; 13 EBO

Retail Area	Central Warehouses
1.61 mn. sq. ft.	12

Avg. Store Size of 10k sq. ft.

6 in TS, 3 in AP & 3 in NCR

Store Ownership (#)

Leased	Owned	POPL
151	14	12

POPL: Partly Owned Partly Leased
EBO: Exclusive Brand Outlet
MBO: Multi Brand Outlet

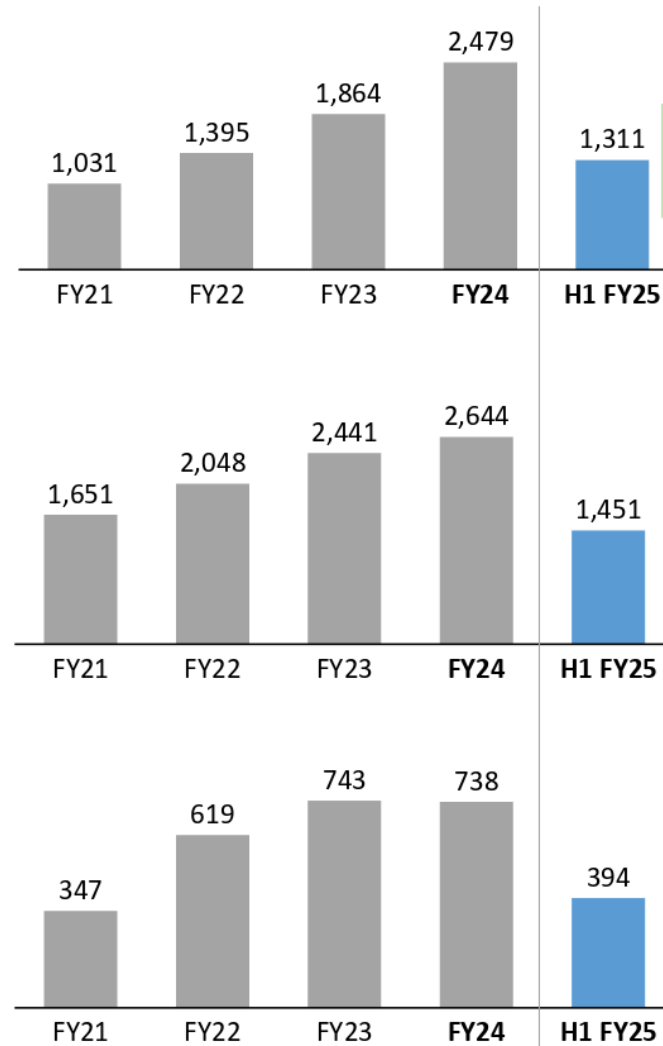
DIVERSIFIED PRODUCT PROFILE COMPRISING OF 8,000+ SKUS

Mobiles

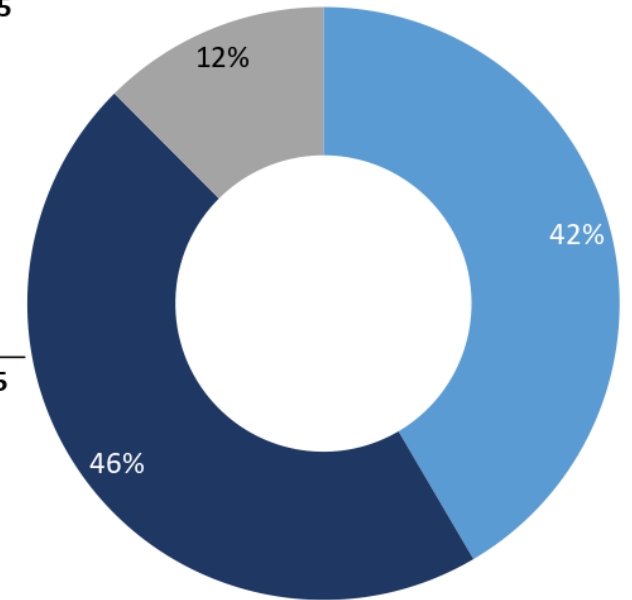
*Phones, Fitness Tracker
& Tablets*

Fastest growing segment with rising contribution to the overall revenue pie from 29% FY19 to 42% in FY24

Have relationships with the large brands in this space – Oppo, Vivo and OnePlus



Revenue Split (H1 FY25)



Large Appliances

*TV, Washing Machine,
AC, Refrigerators*

Highest contributing segment in terms of revenues

Have relationships with the largest brands in this space – LG, Panasonic, Phillips, Sony etc

Small Appliances, IT & Others

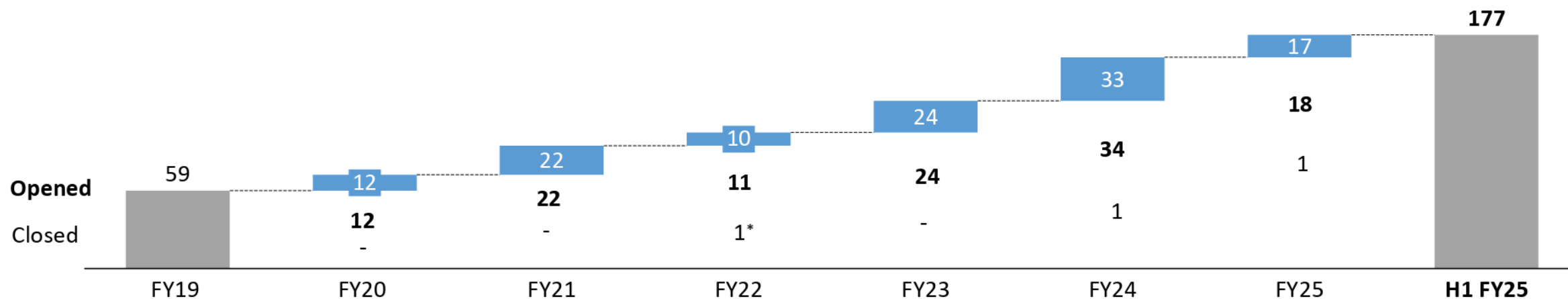
*Laptop, Printer, Geyser
& Others*

Have relationships with the largest brands in this space – Dell, Sony, Havells, Orient etc

■ Mobiles
■ Large Appliances
■ Small Appliances, IT & Others

RAPID STORE EXPANSION

Stores	71	+31.0%	93	+10.8%	103	+23.3%	127	+20.6%	160	+10.6%	177
Retail '000s sq. ft	765	+23.0%	940	+10.7%	1,041	+17.4%	1,222	+16.9%	1,471	+9.4%	1,610



Particulars	FY20	FY21	FY22	FY23	FY24	H1 FY25
Store Count	71	93	103	127	160	177
MBOs	63	82	91	114	147	164
Bajaj Electronics / Electronics Mart	63	80	88	105	137	153
Kitchen Stories	-	2	2	5	6	6
Audio & Beyond	-	-	1	1	1	2
Easy Kitchen	-	-	-	3	3	3
EBOs	8	11	12	13	13	13

OUR RETAIL OUTLETS

Himayatnagar
(Hyderabad)



Punjabi Bagh
(New Delhi)



Patel Nagar
(New Delhi)



OUR SPECIALISED RETAIL STORES

Kitchen Stories

(Jubilee Hills, Hyderabad)



Easy Kitchens

(Jubilee Hills, Hyderabad)



Audio & Beyond

(Jubilee Hills, Hyderabad)



12 *large centrally located warehousing facilities*

which are backed by individual storage areas at store level of varying sizes to cater to individual stores or a group of stores



Efficient Inventory Management

- ✓ Extensive network of suppliers and more than 80% of the volume of procurement from OEMs
- ✓ Stores utilise **computerized inventory management system**, to track the inventory level and movement of SKUs on a daily basis
- ✓ **Inventory management systems of all stores are synchronise** with distribution centres and offices
- ✓ Monitor inventory levels to ensure that **inventories are fresh by adopting a first-in, first-out policy** for all our merchandise

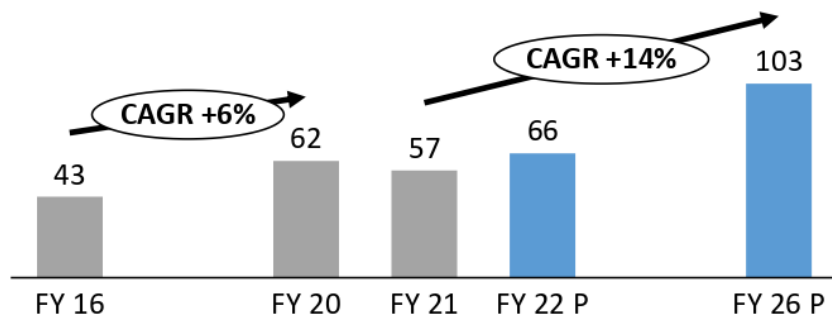


Robust Information Technology System

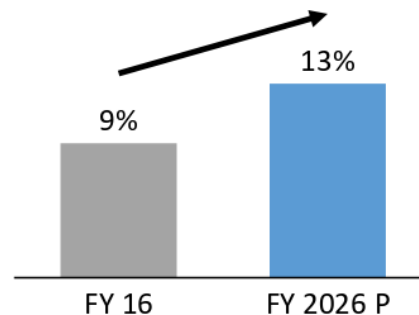
- ✓ ERP and POS systems from leading industry software providers
- ✓ Wide range of data management tools to support procurement, sales and inventory management across all stores on a daily basis
- ✓ Tracking systems with real time updates on status of their orders
- ✓ Use data to identify and quickly react to changes in customer preferences and consequently align inventory to such preferences

STRONG GROWTH IN ORGANISED BRICK & MORTAR RETAIL

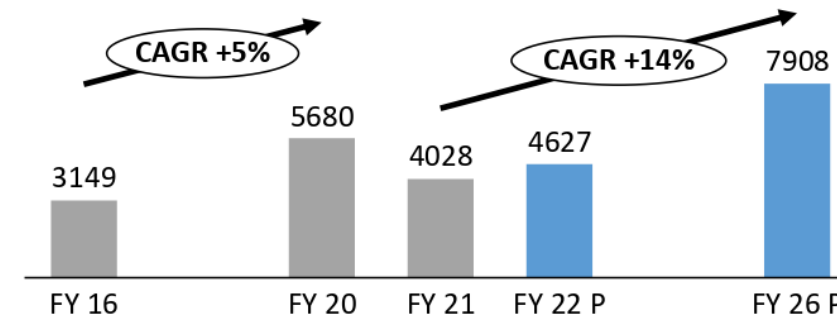
Retail Industry Market Size Expected to Grow at 14% CAGR



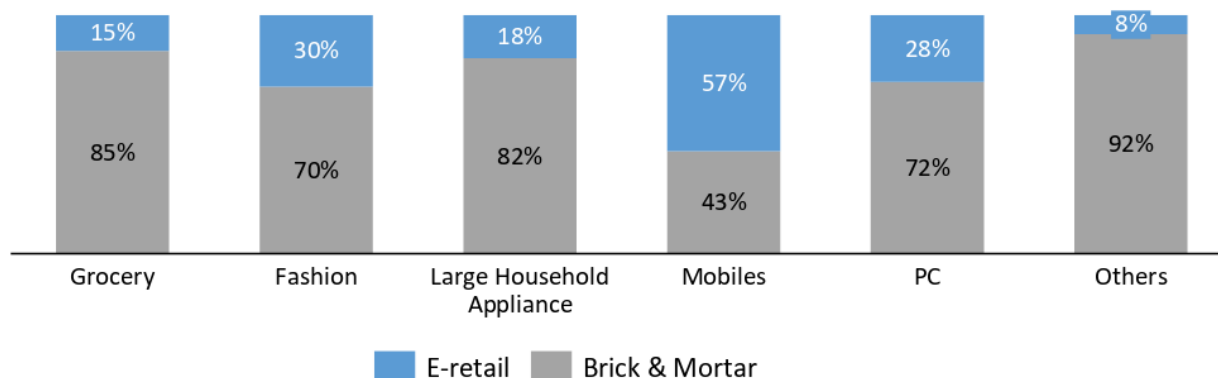
Organised Retail Penetration also Expected to Grow



Organised Brick & Mortar (B&M) Growing Faster



Brick & Mortar continues to dominate the organized retail market










Growth Factors for Organised B&M Retailers

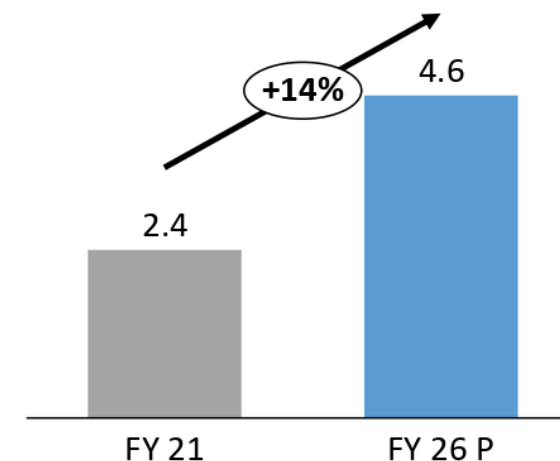
- ✓ **Touch and feel of the product:** "Try it before you buy it" very relevant especially for high priced items
- ✓ **Warranty and service issues:** Provides comfort to consumers – assurance of product's genuineness + better understanding of warranty and service details
- ✓ **Installation and after-sales services:** Much faster and more efficient
- ✓ **Consumer finance schemes:** Easy and instant zero-cost financing options to increase repeat customers

CONTINUED GROWTH MOMENTUM IN CONSUMER DURABLES ACROSS CATEGORIES

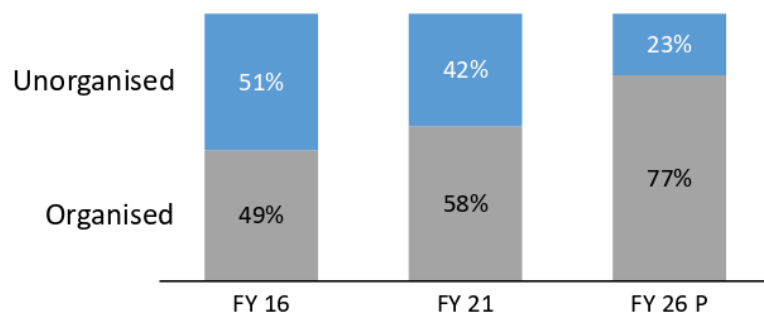
India lags global peers in consumer durables penetration

% of households							
Colour Televisions	50%	98 - 100%	96 - 98%	96 - 98%	98 - 100%	96 - 98%	95 - 97%
Refrigerator	40%	98 - 100%	98 - 100%	97-99%	98 - 100%	95 - 97%	97-99%
Mobile	40%	94 - 96%	97-99%	96 - 98%	98 - 100%	96 - 98%	93 - 95%
Washing Machine	20%	85 - 87%	95 - 97%	96 - 98%	97-99%	93 - 95%	66 - 68%
Air Conditioner	16%	91 - 93%	25 - 27%	93 - 95%	79 - 81%	92 - 94%	19 - 21%
Personal Computer	13%	91 - 93%	91-93%	79 - 81%	84 - 86%	59 - 61%	44 - 46%






Consumer Durable Industry Stated to Grow at 13-15% ahead



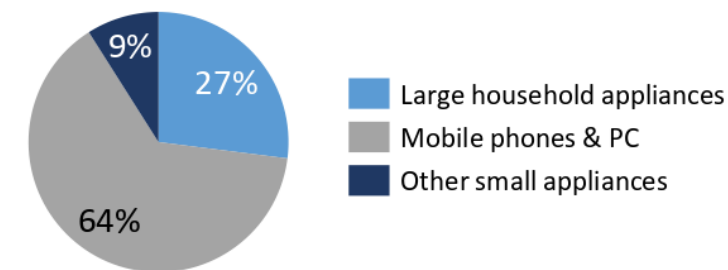
Organised segment outpacing the unorganized players in Indian consumer's durables industry



Modern trade to grow in consumer durables / mobiles vs general trade

-  Urbanisation
-  Rising awareness
-  Higher discounts
-  Larger portfolio
-  Various financing options

Market segmentation of Consumer Durables appliances





Pavan Kumar Bajaj

Chairman & Managing Director

- 40+ years experience in the retail business management
- Founder of erstwhile sole proprietorship M/S Bajaj Electronics in 1980



Karan Bajaj

Chief Executive Officer & WTD

- 10+ years experience in the retail business management
- Holds post graduate diploma in international management and Bachelor's of Commerce degree



Astha Bajaj

Executive Director & WTD

- 4+ years experience in business management
- Holds master's degree in biochemistry from Nirma University and bachelor's degree in science from Gujarat University



Col. GURDEEP SINGH (Retd.)

Independent Director

- 10+ years of experience (post-release from the Indian Army) as the State Head (Head Operations) in PVT COY dealing with the defence, home ministries, PSUs, and Ordnance factories.
- 28 years of rich experience in the largest Logistic echelon of the Indian Army Ordnance Corps, & have practical experience in Business Supply Chain Operations



Mirza Ghulam Muhammad Baig

Independent Director

- 31+ years experience in tax administration and served as Deputy Commissioner, previously associated with World Bank and Deloitte Touch Tohmatsu India Private Limited
- Holds master's and bachelor's degree in Arts



Jyotsna Angara

Independent Director

- 8+ years experience in the non profit sector
- She is also a member of the institute of Directors, India
- Holds a bachelor's degree in arts from, Osmania University



Premchand Devarakonda

Chief Financial Officer

- Qualified Chartered Accountant and holds Bachelor's degree in Commerce
- Was associated with M/S Manoj & Prem, as partner and Coromandel Fertilisers Limited



Sandeep Singh Jolly

Chief Operating officer

- Post graduate diploma in Business Management and Bachelors degree in Commerce
- Previously associated with Samsung as Senior Director with total organisational experience of 20+ years



Vishal Singh

Chief Marketing Officer

- Holds Bachelor's of Commerce and Post Graduate Diploma in Management (Marketing Management)
- Was associated with Bennett Coleman as manager of response department



Rajiv Kumar

CS & Compliance Officer

- Qualified company secretary and holds Master's degree in Business Administration and bachelor's degree in commerce
- Was associated with GENPACT India and SNJ Synthetics Limited



Nammi Ravi Kiran

Chief Human Resources Officer

- Holds provisional bachelor's degree in computer applications & post graduate diploma: business management (marketing management with HR management)
- Was associated with Mahathi Software Private Limited as Human Resource Manager



Annapurna Devi Kuchibhatla

Chief Technology Officer

- Holds master's degree in computer applications & bachelor's degree in science
- Was associated with LV Prasad Eye Institute as CTO

AWARDS & ACCOLADES

Certificate of Appreciation For
exemplary sales
Contribution H12024
SAMSUNG

Electronics Mart India Limited
Top Performing Brand
Amzaon Pay

Revenue Champion
2024
Apple





Expand reach across select geographies and deepen the footprint in existing markets

- Deepen store network in existing clusters and increase market share in existing markets, Follow a peripheral and concentric expansion approach
- Plan to open a further 13 MBOs in NCR, 21 MBOs in AP, and 8 MBOs in Telangana by FY25. Adopt a methodical approach in evaluating and selecting locations for new stores
- Focus on modernising our current stores and improving store infrastructure



Maintaining and forging new relationships with leading brands

- Increase product range currently available across our MBOs through expanding and forging new relationships with renowned brands
- Set up specialised stores – Kitchen Stories – catering to the kitchen specific demands by showcasing various kitchen appliances
- Set up specialised store format – Audio & Beyond – focusing on high end home audio and home communication solutions
- Establish our brand as a comprehensive and complete dealer and distributor of major electronics brands



Technology led effective inventory management & lean operating structure

- Our model requires us to maintain high levels of operational efficiency on a regular basis
- Closely monitor planning, sourcing, vendor management, logistics, quality control, pilferage control, replacement and replenishment, by (i)
- Investing further in our technological systems; (ii) Expanding and upgrading our warehouse; (iii) Continuing to absorb best industry practises;
- (iv) Supplementing our current security system, consisting of manual checks and electronic surveillance
- Eventually gravitating towards an omni-channel business model



Enhancing sales volumes to continuing to prioritize customer satisfaction

- **Right mix of product assortments at competitive pricing:** Maintaining optimal customer service standards and introduce new products
- **Leveraging consumer finance to provide convenience & enhance purchasing ability:** Make our products accessible to wider customer base
- **Focus on differentiated customer experience and engagement:** Provide a one stop shopping experience in a pleasant ambience and functional store layout, improve checkout time. Adopt “Intelligent Marketing” - inform our registered customers for new schemes or offers
- Invest in advertising and branding, improve our Customer Relationship Management, analyse and manage customer interactions



Continuous training of manpower

- Aim at identifying fresh talent, training, grooming them and providing opportunities for growth
- Place special emphasis on managing attrition and attracting and retaining our employees
- Further improve our training programmes to develop skill sets to meet customers demands and provide quality customer service.
- Encourage our employees to be enterprising and grow within the organization

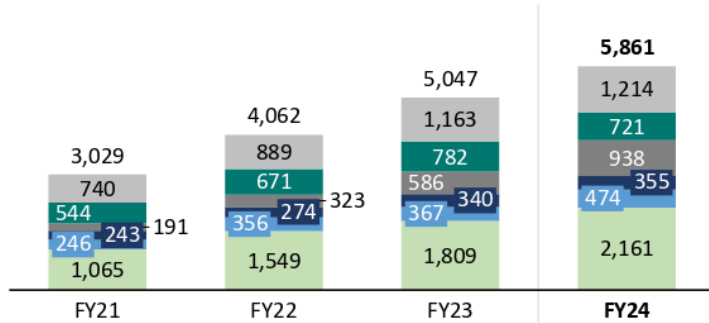
LARGEST
ELECTRONICS
RETAILER IN
SOUTH INDIA

HISTORICAL HIGHLIGHTS

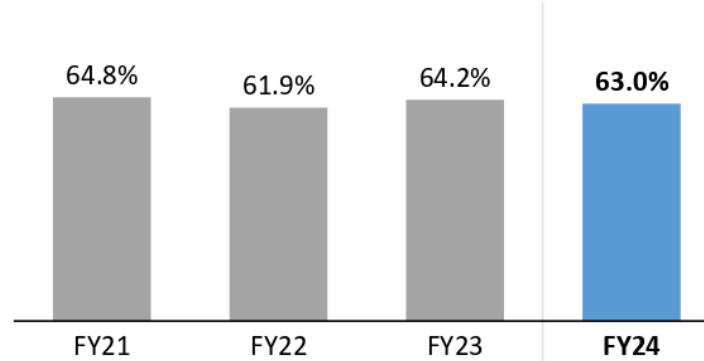
OPERATING INDICATORS

Top 5 Brands (Revenues)

Brand 1 Brand 2 Brand 3 Brand 4 Brand 5 Others

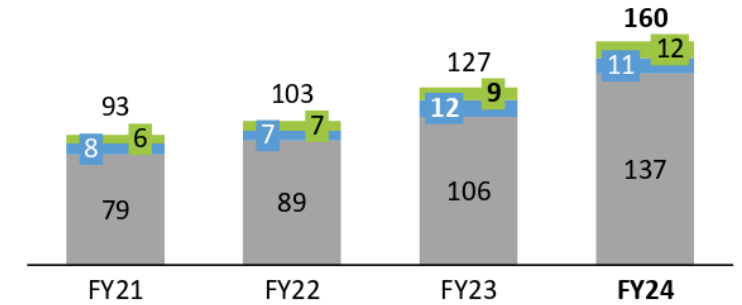


Top 5 Brands (% of Revenues)



Store Ownership (#)

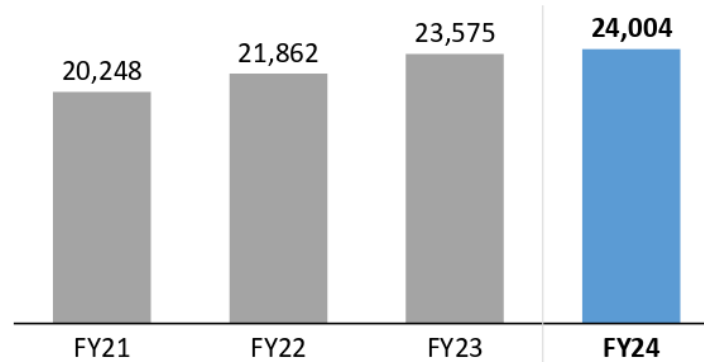
POPL Owned Leased



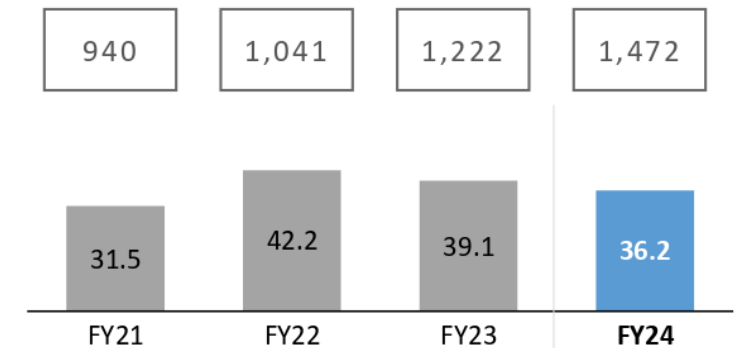
Bill Cuts (Nos. in '000)



Average Ticket Size (Rs.)



Net Retail Sales per store* (Rs. Crs.)

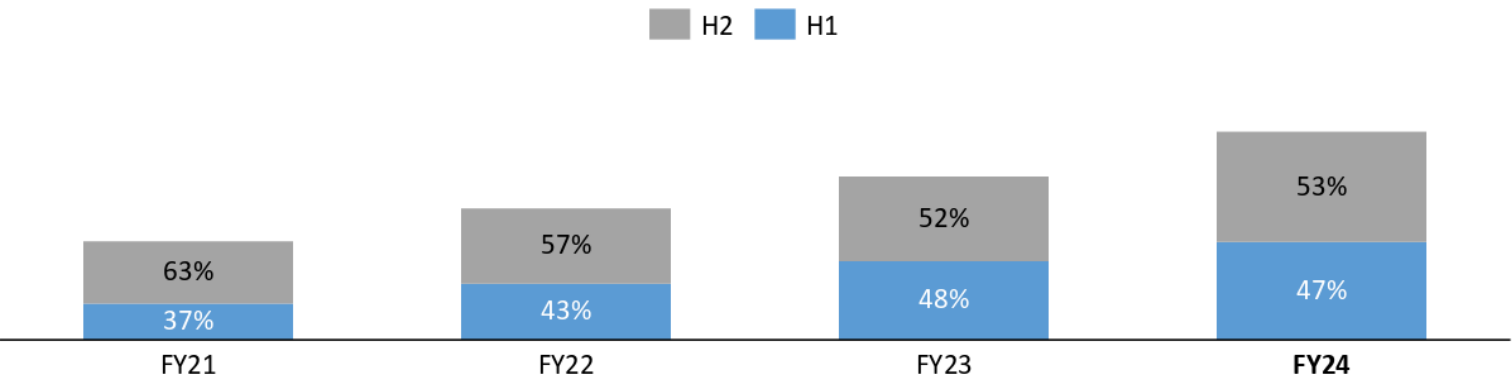


Total Retail Area (in '000 sq. ft.)

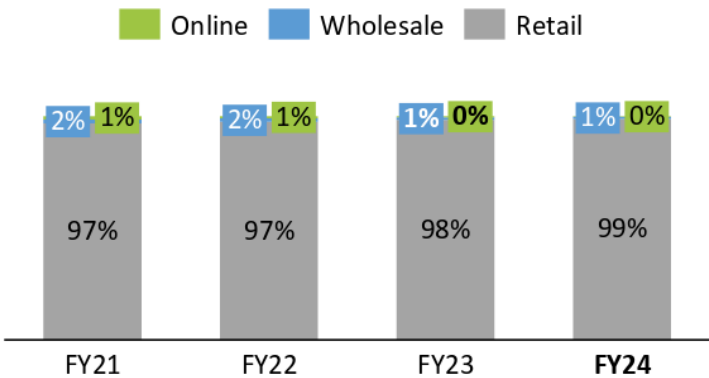


* Reduced due to increase in new stores (34 added) in FY24 and in the month of March 2024 – 6 stores added of ~38,000+ sq ft

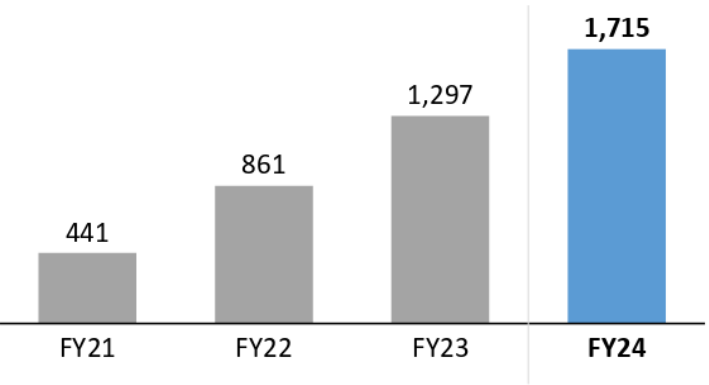
Sale of Products



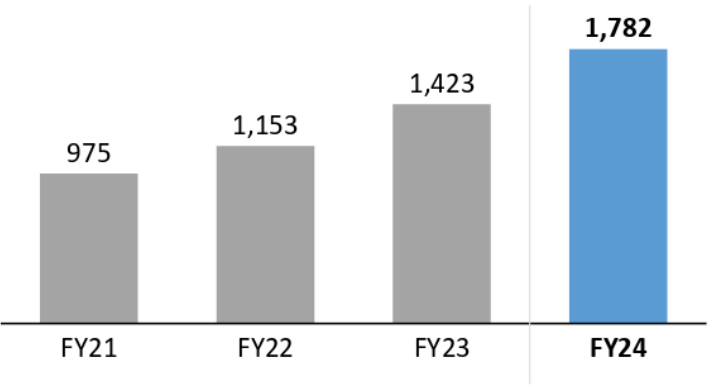
Retail dominates the Revenues



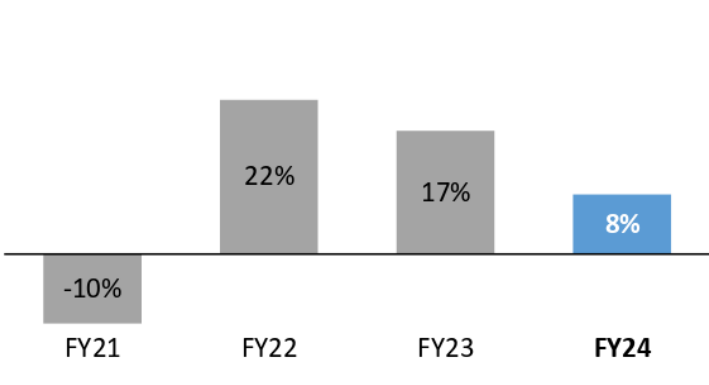
Summer Season Revenue (April - June)



Festive Season Revenue (Sept - Nov)



Same Store Sales Growth (SSSG)

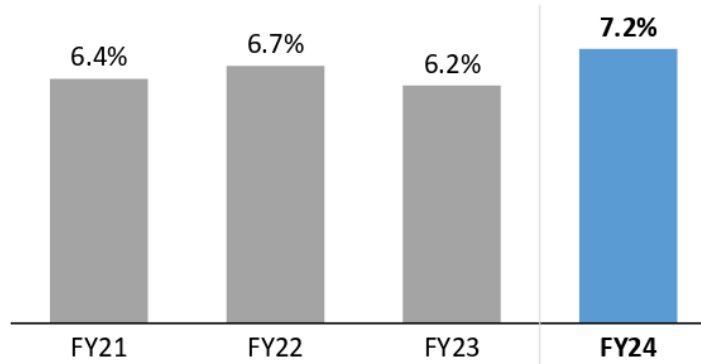


FINANCIAL INDICATORS

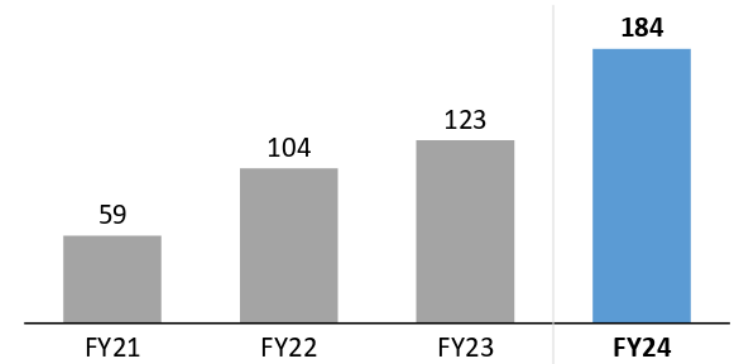
EBITDA (Rs. Crs.)



EBITDA Margins



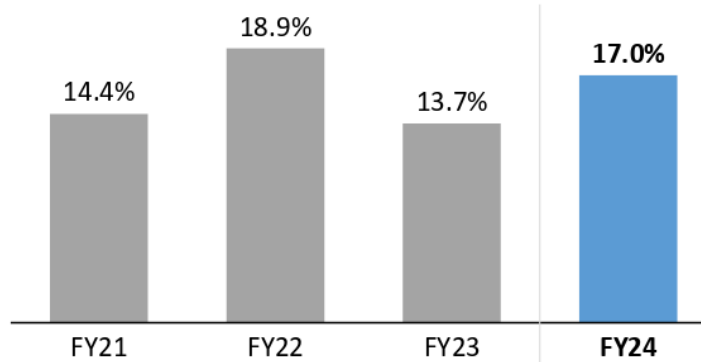
Profit After Tax (PAT)



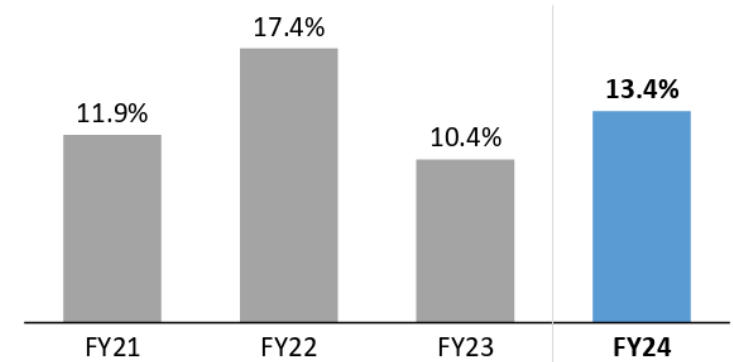
PAT Margins



RoCE

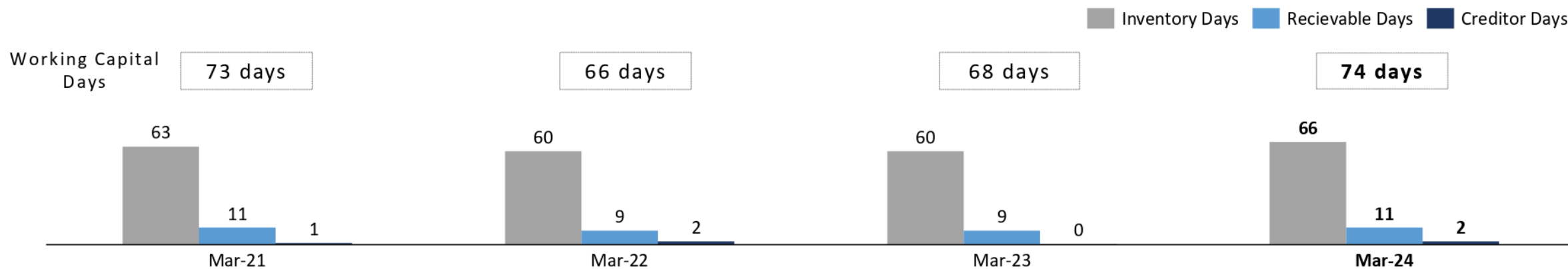


RoE

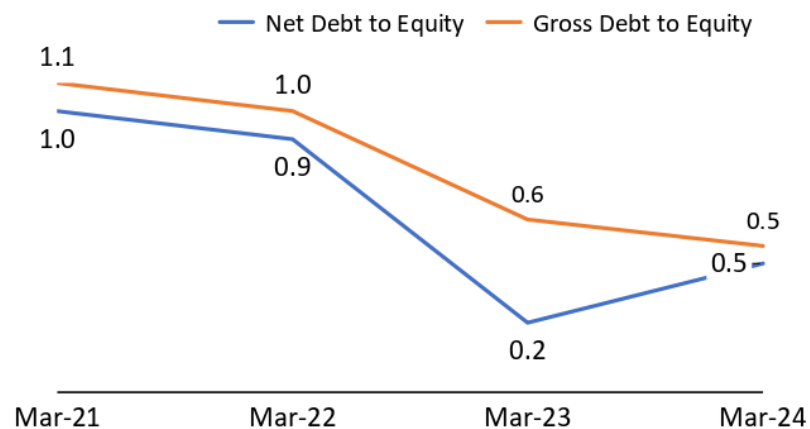


STRONG BALANCE SHEET

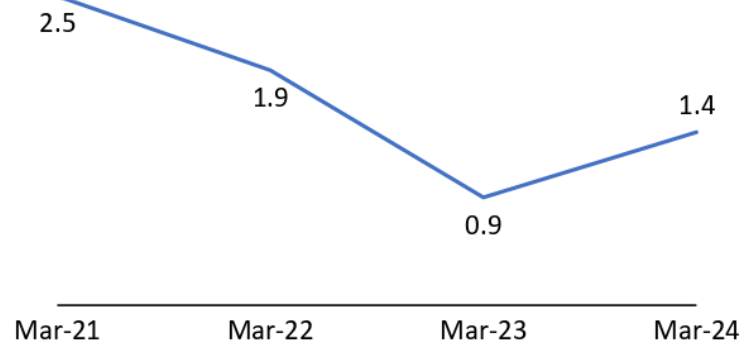
Working Capital*



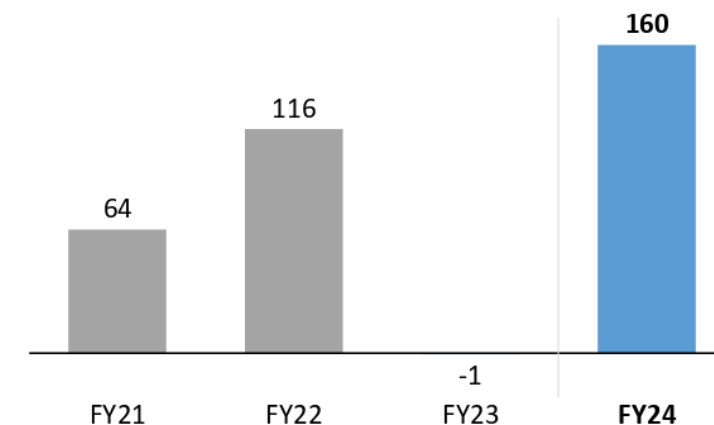
Debt to Equity Ratio



Net Debt to EBITDA



Cash Flow from Operations (Rs. Crs.)



HISTORICAL PROFIT AND LOSS STATEMENT

Profit and Loss (in Rs. Crs.)	FY24	FY23	FY22	FY21
Revenue from Operations	6,285.4	5,445.7	4,349.3	3,201.9
Purchases of stock in trade	5,566.4	4,864.7	3,887.8	2,846.9
Changes in Inventory	-195.7	-159.7	-132.5	-79.6
Gross Profit	914.7	740.7	593.9	434.6
Gross Profit Margin	14.6%	13.6%	13.7%	13.6%
Employee Cost	111.5	94.0	78.8	61.4
Other Expenses	353.8	310.6	223.2	169.2
EBITDA	449.5	336.1	291.9	203.9
EBITDA Margin	7.2%	6.2%	6.7%	6.4%
Depreciation	105.7	85.4	71.3	58.1
Other Income	10.1	11.0	3.8	5.5
EBIT	353.8	261.7	224.4	151.2
EBIT Margin	5.6%	4.8%	5.2%	4.7%
Finance Cost	107.7	98.5	84.6	71.7
Exceptional items	0.0	0.0	0.0	0.0
Profit before Tax	246.2	163.2	139.8	79.6
Profit before Tax Margin	3.9%	3.0%	3.2%	2.5%
Tax	62.2	40.4	35.9	20.9
Profit After Tax	183.9	122.8	103.9	58.6
Profit After Tax Margin	2.9%	2.3%	2.4%	1.8%
EPS	4.78	3.63	3.46	1.95

HISTORICAL BALANCE SHEET

Assets (in Rs. Crs.)	Mar-24	Mar-23	Mar-22	Mar-21
Non - Current Assets	1,517.5	1,285.9	875.4	720.2
Property Plant & Equipments	602.2	509.9	279.5	275.5
CWIP	44.9	13.9	23.8	2.0
Intangible assets	1.7	0.5	0.6	0.6
Right of use asset	752.4	631.7	504.9	397.5
Financial Assets				
Loans	0.0	0.0	0.0	17.7
Other Financial Assets	50.4	92.9	29.2	7.3
Deferred Tax Assets (Net)	31.7	25.1	17.6	11.6
Other Non - Current Assets	6.1	9.9	14.1	3.2
Other Non - Current Tax Assets	28.0	2.0	5.7	4.8
Current Assets	1,541.6	1,407.9	956.6	803.3
Inventories	969.3	773.5	613.8	481.4
Financial Assets				
(i) Trade receivables	181.4	138.4	115.2	95.4
(ii) Cash and cash equivalents	85.5	203.2	34.4	35.0
(iii) Loans	1.5	1.2	1.3	1.0
Other Financial Assets	4.0	8.3	0.2	0.2
Other Current Assets	299.9	283.3	191.7	190.4
Total Assets	3,059.1	2,693.9	1,832.0	1,523.5

Equity & Liabilities (in Rs. Crs.)	Mar-24	Mar-23	Mar-22	Mar-21
Total Equity	1,369.7	1,184.3	596.5	491.9
Share Capital	384.7	384.7	300.0	300.0
Reserves & Surplus	984.9	799.6	296.5	191.9
Non-Current Liabilities	907.9	768.2	579.7	465.9
Financial Liabilities				
(i) Borrowings	98.0	100.8	55.2	62.1
(ii) Lease Liabilities	809.7	665.7	523.9	401.7
Provisions	0.2	1.7	0.7	2.1
Current Liabilities	781.6	741.4	655.7	565.7
Financial Liabilities				
(i) Borrowings	614.8	626.3	538.5	473.9
(ii) Trade Payables	43.1	24.6	35.2	7.6
(iii) Lease	47.4	38.9	31.3	0.0
(iv) Other Financial Liabilities	18.4	23.6	16.7	66.0
Other Current Liabilities	39.5	14.5	19.8	16.4
Provisions	13.0	10.7	7.2	1.8
Current tax liabilities (net)	5.3	2.7	7.1	0.0
Total Equity & Liabilities	3,059.1	2,693.9	1,832.0	1,523.5

HISTORICAL CASH FLOW

Particulars (Rs. Crs.)	FY24	FY23	FY22	FY21
Net Profit Before Tax	246.2	163.2	139.8	79.6
Adjustments for: Non -Cash Items / Other Investment or Financial Items	202.5	171.7	152.6	130.4
Operating profit before working capital changes	448.7	334.9	292.3	209.9
Changes in working capital	-218.5	-287.0	-138.6	-125.8
Cash generated from Operations	230.1	48.0	153.8	84.1
Direct taxes paid (net of refund)	-70.3	-48.5	37.6	-20.1
Net Cash from Operating Activities	159.8	-0.6	116.2	64.0
Net Cash from Investing Activities	-116.9	-300.7	-67.9	-59.9
Net Cash from Financing Activities	-160.6	470.0	-48.9	-56.1
Net Decrease in Cash and Cash equivalents	-117.7	168.8	-0.6	-52.1
Add: Cash & Cash equivalents at the beginning of the period	203.2	34.4	35.0	87.1
Cash & Cash equivalents at the end of the period	85.5	203.2	34.4	35.0

KEY TAKEAWAYS



Cluster based expansion strategy with robust growth and highest Operating margins; Recently forayed in new geography by opening stores in the lucrative NCR market

Flexible business model built to create long term sustainable footprint

Long Term Relationship with marquee Brands in each segment; Diversified Product Profile comprising of 6,000 SKUs with Comprehensive Range in Each Segment

Strong Balance Sheet to propel expansion plans and Revenue and Profitability trajectory; Company raised Rs. 500 Cr via IPO in October 2022

Strategically located logistics and warehousing facilities backed by stringent inventory management using IT systems

Fastest growing consumer durable and electronics retailer with consistent track record of growth and Industry leading profitability

OVER 4 DECADES
OF **LEGACY**
— THAT'S ICONIC —

BAJAJ
ELECTRONICS

THANK YOU

Company: Electronics Mart India Limited

CIN: L52605TG2018PLC126593



Mr. Premchand Devarakonda (CFO)

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Investor Relations: Strategic Growth Advisors (SGA)

CIN: U74140MH2010PTC204285

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