



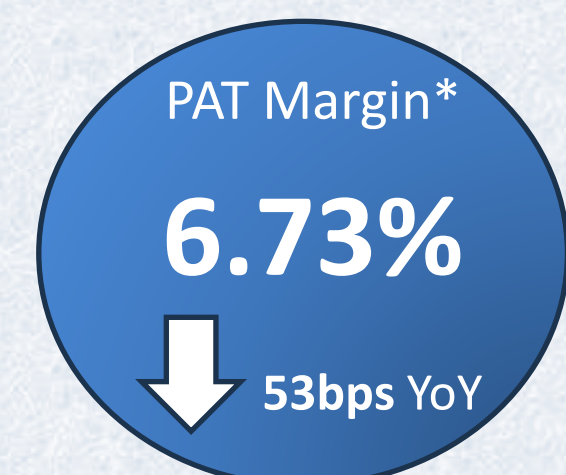
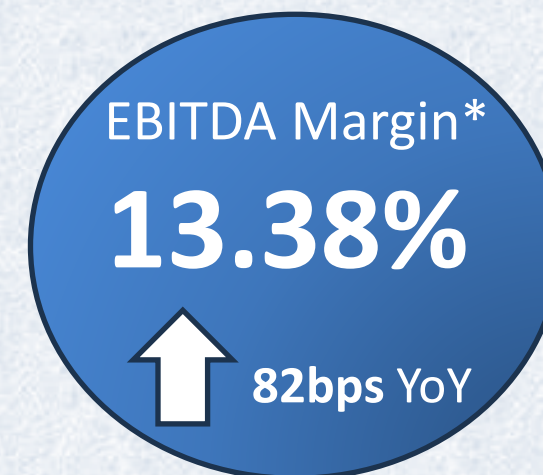
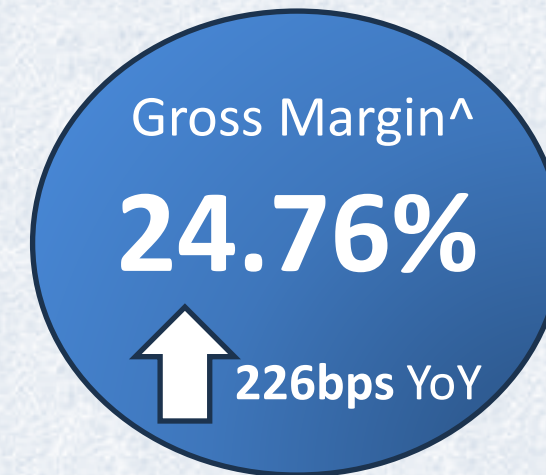
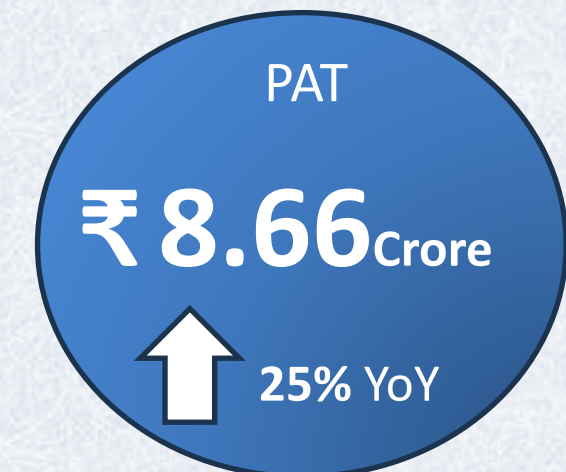
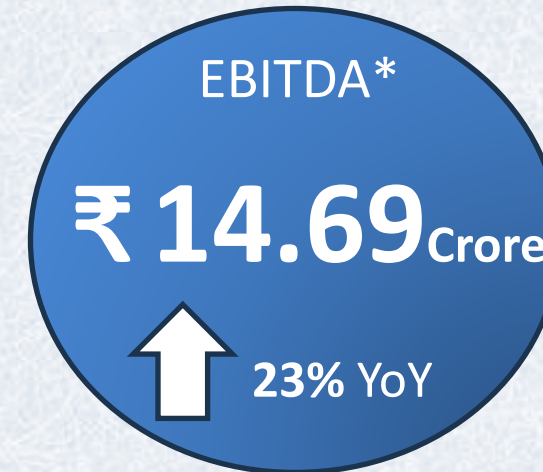
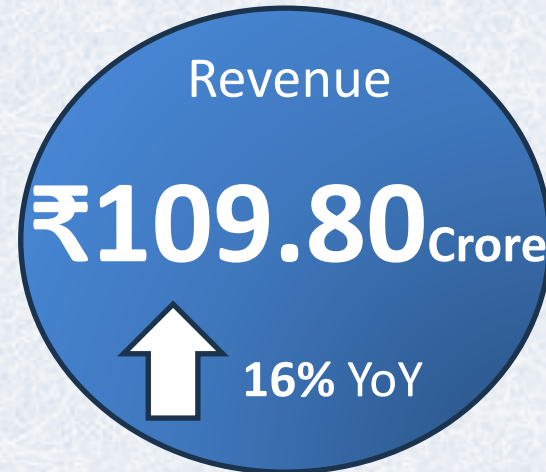
Revolution in Hand Tools

Earning Presentation

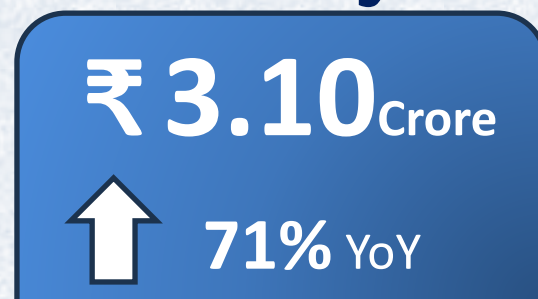
Financial results ending 31-03-2024



FY2024 HIGHLIGHTS– Year at a Glance



Brand Investment Outlay



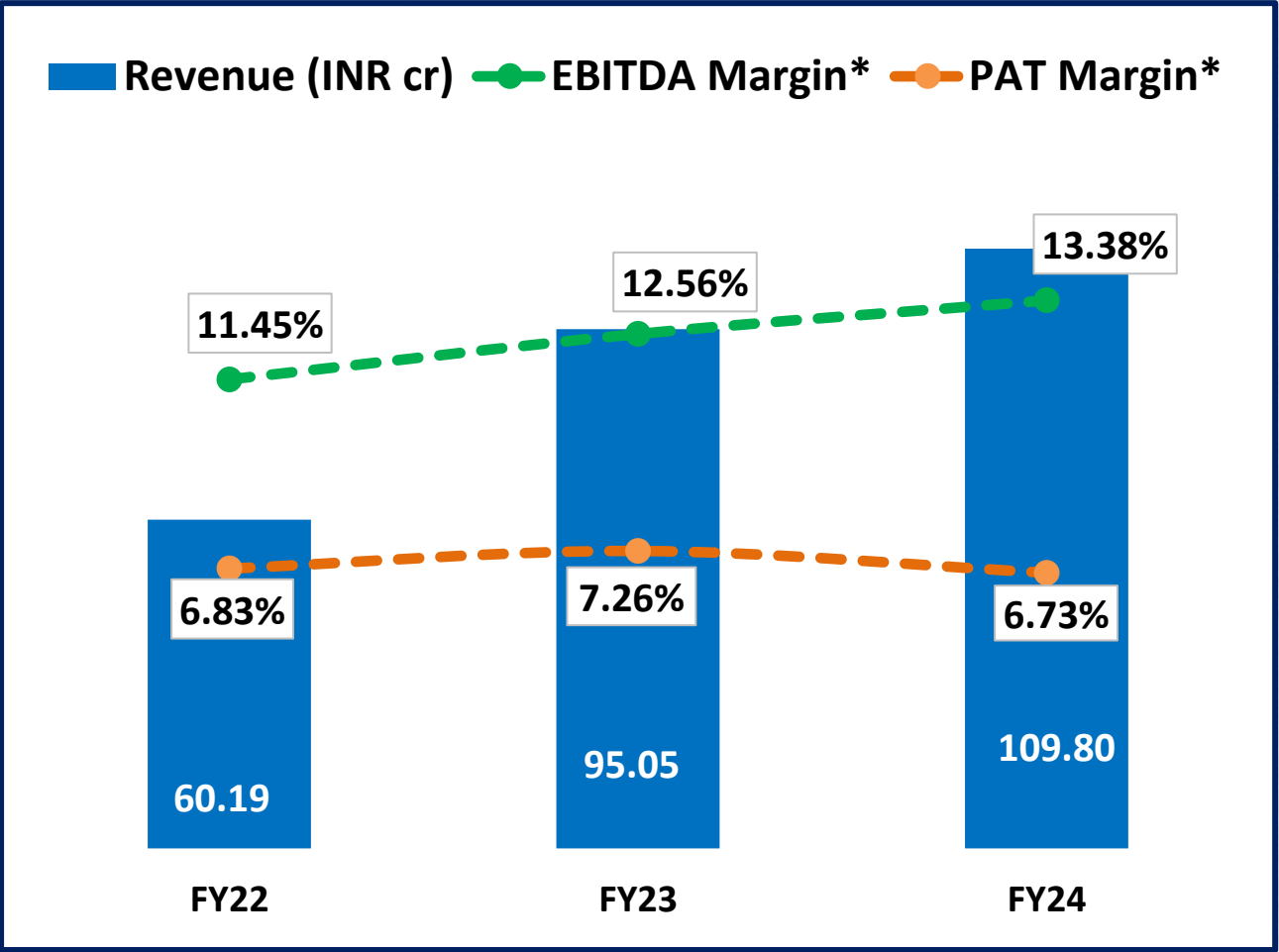
- ❖ We have strategically increased our Brand investment outlay during the financial year, reflecting our commitment to augment our brand equity.
- ❖ Attending business exhibitions, organizing Reward & Recognition programs, discounting policies, etc. → these amplified efforts have strengthened our brand, thereby facilitating premium pricing leverage.
- ❖ Consequently, despite moderate revenue growth, our profitability demonstrated substantial expansion.

[^]Gross Margin computed using operating revenue less stock-in-trade sold during the year

^{*}To evaluate core operations, EBITDA and PAT margins exclude non-operating income

INCOME STATEMENT

INR Crore	H2 FY24	H1 FY24	H2 FY23	FY24	FY23
INCOME STATEMENT					
Revenue from Operations	50.46	59.34	49.53	109.80	95.05
Operating Costs	43.49	51.62	42.35	95.11	83.12
Operating Profit (EBITDA)	6.97	7.72	7.18	14.69	11.94
Other Income	1.78	0.00	0.05	1.79	0.05
Finance Costs	2.28	1.21	1.09	3.50	1.93
Depreciation and amortisation	0.43	0.41	0.43	0.84	0.78
Profit Before Tax (PBT)	6.04	6.10	5.71	12.14	9.27
Less: Tax expense	1.95	1.53	1.35	3.48	2.33
Profit After Tax (PAT)	4.09	4.57	4.36	8.66	6.94



**To reflect upon our core operations, we have computed EBITDA margin and PAT margin excluding other income (non-operating income)*

BALANCE SHEET

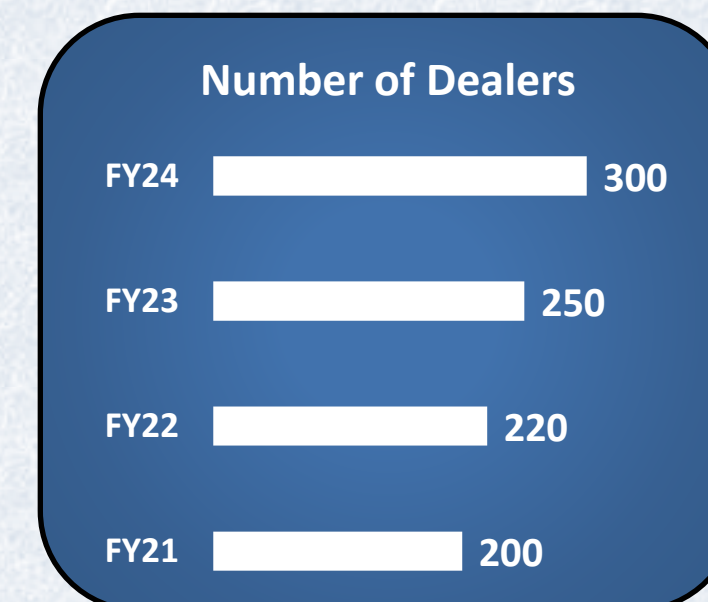
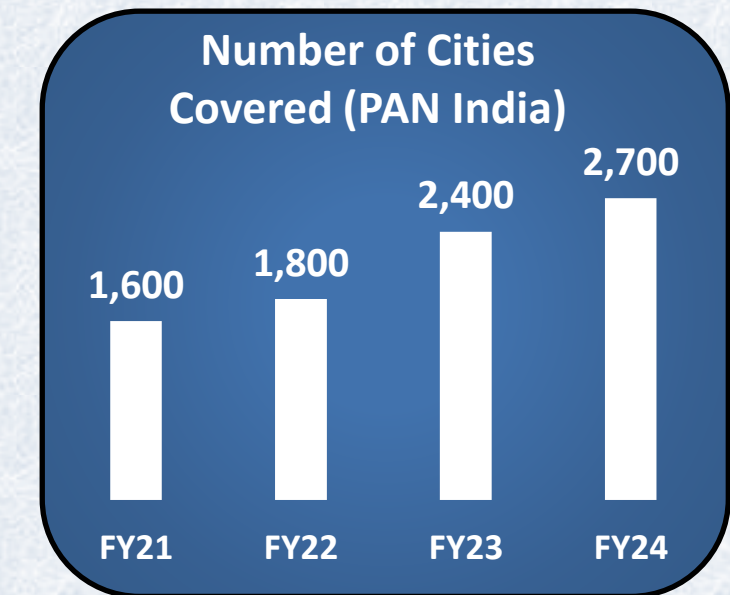
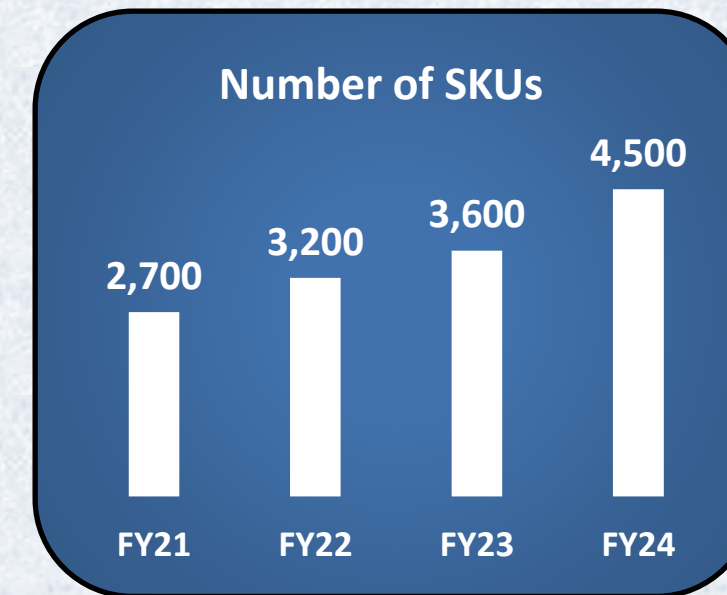
INR crore	As at 31.03.2024	As at 31.03.2023
BALANCE SHEET		
Share Holder's Funds		
Net Worth	65.18	33.54
Non-Current Liabilities		
Long term Borrowings	32.85	34.62
Other Non-current Liabilities	0.19	0.12
Current Liabilities		
Short Term Borrowings	25.49	26.15
Trade Payables	11.99	37.04
Other Current Liabilities	7.36	3.15
Total Equity & Liabilities	143.06	134.61
Assets		
Non-Current Assets		
Fixed Assets	2.02	2.53
Other non-current assets	2.08	0.59
Current Assets		
Inventories	85.68	87.73
Trade Receivables	37.74	33.60
Cash & Cash equivalents	0.22	0.11
Loans & Advances	12.51	2.91
Other current assets	2.80	7.15
Total Assets	143.06	134.61

We have summarized the financials here

OUR GROWTH JOURNEY

~5,00,00,000

This is the number of hand tool units that we have sold during FY24. With our industry size of around INR 10,000 cr, and the emerging trend for DIY (Do it Yourself !) culture in India, we envision to become a household name in coming years.



ABOUT US

- Our company De Neers Tools Ltd. is amongst prominent suppliers of hand tools in India.
- Driven by promoters' extensive industry experience, starting from a small setup in Delhi, today we cover multiple states PAN India.
- Our hand tools are manufactured under our stringent quality parameters & supervision in production facilities equipped with state-of-the-art technology and robust infrastructural capabilities.

Industries Served

10+

Automotive, Textile,
Healthcare, Agriculture,
Cement, etc.

Dealer Network

~300

Servicing across India via
our widespread dealer
network

QUALITY ASSURANCE



**No Questions Asked
Replacement Warranty!!**

ISO Certified

ISO
9001:2015

ISO
14001:2015

ISO
45001

Stock Keeping Units
(SKUs)

~4,500

Hand Tools, Steel Files,
Cutting Tools, Non-Sparking
Tools, etc.

OUR PRODUCT PORTFOLIO



Steel Hand Tools



Stainless Steel Tools



Non-Sparking Tools



Insulated Tools

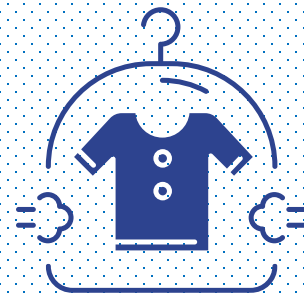


Tool Kits, Tool-Boxes and Trolleys

INDUSTRIES SERVED



Automotive



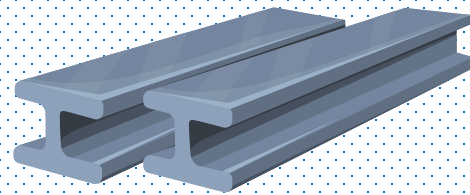
Textile



Mining



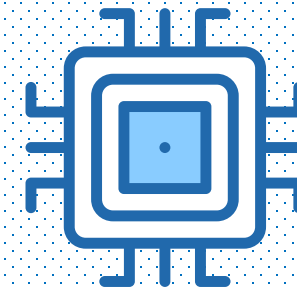
Healthcare
& Pharma



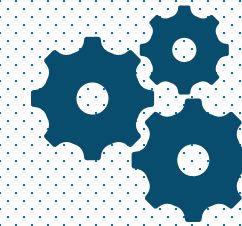
Steel Industries



Infrastructure



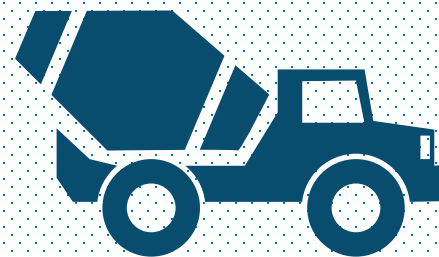
Electronics



Engineering



Petro Chemical
/ Oil & Gas



Cement



Agriculture



Power Sector

INDUSTRY OUTLOOK

The overall industry is dominated by unorganized players:

Driven by unorganized players, the overall industry is expected to grow around CAGR of 7.2%.

However, the organized sector is gradually gaining a larger market share from the unorganized sector owing to below reasons which is stimulating higher growth expectations for organized market:

- Implementation of Goods and Services Tax (GST) has brought many unorganized businesses under the tax net and reduced tax evasion.
- Demonetization has disrupted the cash-based transactions of the unorganized sector and encouraged digital payments.
- The Indian market for hand tools is moving away from a price-sensitive era and toward a quality-conscious era with "industry" or "application" oriented criteria.
- The expansion of industries such as aviation, heavy engineering, automobile/auto service, gardening/horticulture, woodworking & furniture, and construction/infrastructure has prompted an increased demand for quality/specialty tools.

₹ 10,000 CRORE

**This is the estimated hand tool industry
market size in India**

Organized market gradually
outpacing unorganized



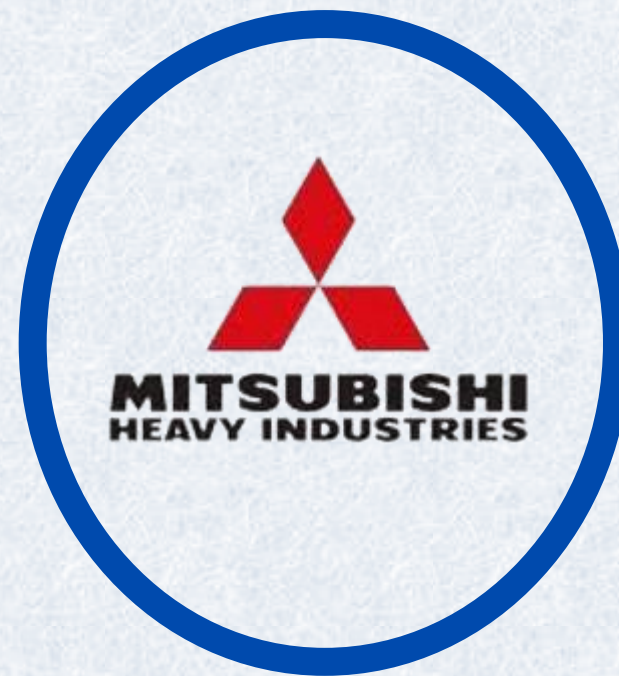
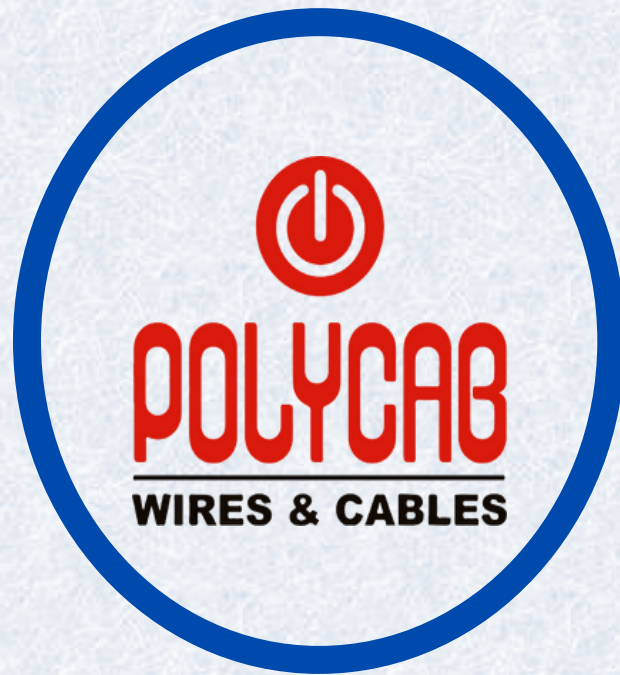
Organic growth of
the overall industry



Organized market growth expected
to outperform overall industry growth

OUR VALUED CLIENTELE

Below are few of our prestigious clients



POWER OF DIVERSE SKUs

“You Name it, we have it!”

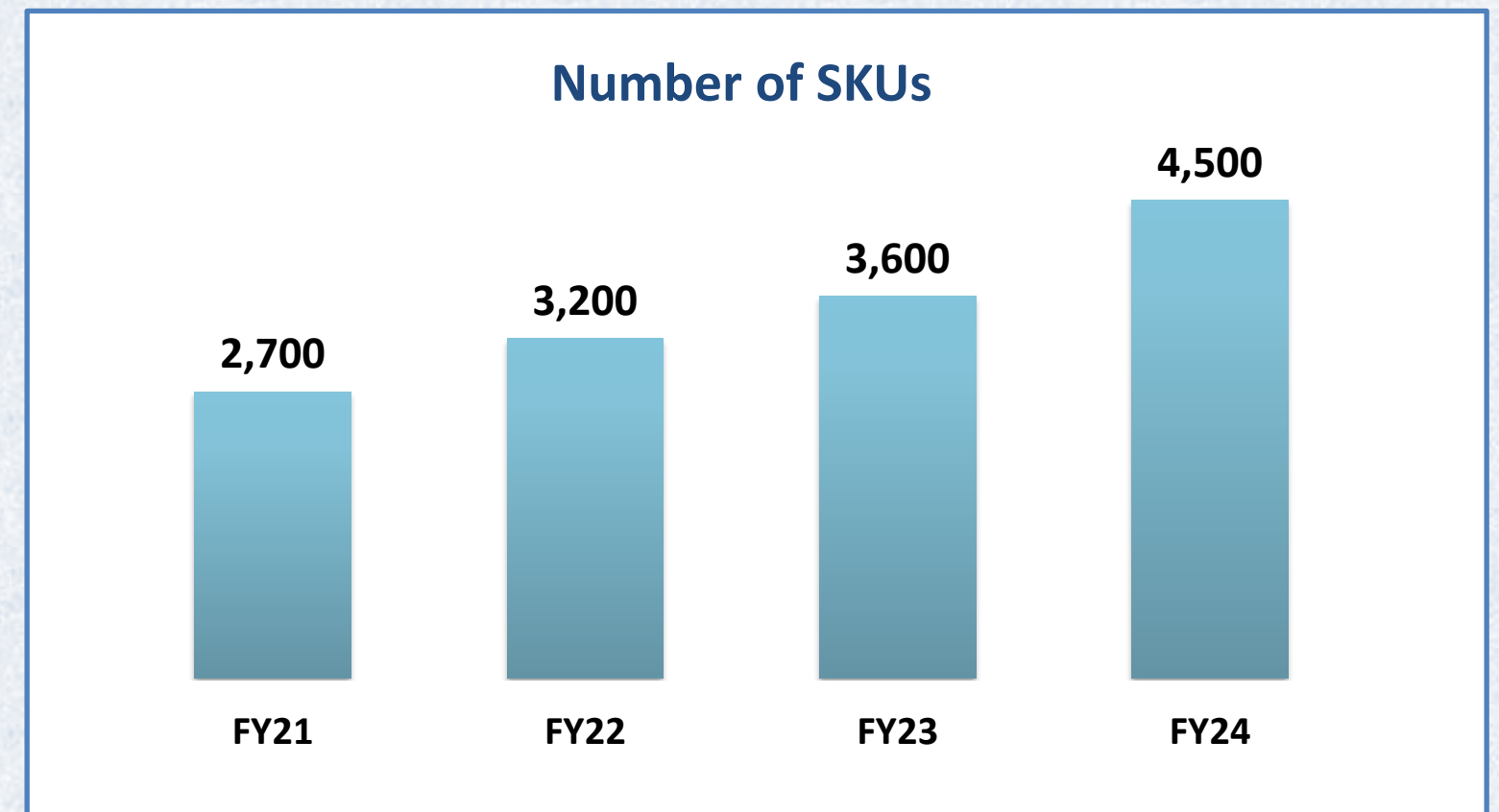
We possess the industry's most **extensive SKU selection**, surpassing even our **closest competitor** whose offering is less than half as extensive.

Key Advantages:

- **Distinct Brand identity** – Our extensive range of hand tools is unmatched in the industry, earning us the reputation as the ultimate solution provider, no matter how niche or rare the requirement.
- **Customer Convenience** - Customers value the convenience of a **one-stop shop**. Hence, reducing the need to source from multiple suppliers.
- **Cross selling opportunities** – Advantage of cross-selling related products within the SKU portfolio. Hence, improving the ability to increase average transaction value.

~4500 SKU's

Our SKUs have expanded by around 20% since last 2 years



RECENT DEVELOPMENTS

Aligning with our aim of “**Taking our brand global**”, we had a robust presence at the prestigious “**EISENWARENMESSE - International Hardware Fair**” in Cologne:

- The event is the **world's largest trade fair** for the hardware industry
- Over **3,200 exhibitors** from around the world were present
- We showcased products alongside **major hand tool brands** like **Milwaukee, Gihdue, Knipex, Wiha** & many more
- The platform provided **valuable global visibility for our brand**



INTERNATIONALE
EISENWARENMESSE
KÖLN



RECENT DEVELOPMENTS

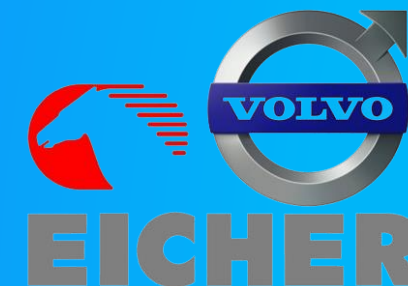
Our focus towards Corporate Social Responsibility

- Our company has been recently honored with **CSR Excellence Award-2024** for our social responsibility endeavors
- Furthering our commitment to social responsibility and **supporting educational initiatives**, we recently **contributed 150 benches to a school** located in Himachal Pradesh.
- We are strongly committed to emerge as a leading brand serving both industry and society
- Our aim is to **integrate social accountability** into our brand's growth strategy



Expanding OEM Alliance: Strengthening brand & market presence

- Driven by our commitment to quality and exceptional customer service, we aim to establish **partnerships with industry-leading brands**.
- Our recent addition of prestigious clients like **VE Commercial Vehicles** and **ATS ELGI** to our esteemed portfolio stands as a testament to our quality excellence and credibility within the market.
- This expansion of our OEM alliances aligns with our aspiration to be recognized as a preferred supplier to major brands, solidifying our brand's reputation and market position.



TAKING OUR BRAND GLOBAL

In pursuit of establishing global presence and achieving international brand recognition, our company is actively exploring numerous export opportunities. To provide further insight, we've outlined some of our initiatives below.

International Exhibitions

- Our recent participation at “**EISENWARENMESSE**”, renowned as the world's largest hardware trade fair held at Cologne was a great success.
- We **received promising response** and feedback at the event
- This event has positioned our brand to unlock export opportunities and strengthen our international market reach.

Exploring expansion prospects in Middle East

- Considered as hub for oil refineries, Middle Eastern countries pose an enormous opportunity for our hand tool supplies.
- With thorough market research as our foundation, we are actively investigating the feasibility of expanding our business into the Middle East.

EPCI Registration

- To enhance our global trade and market presence, our company has recently obtained registration with the **Export Promotion Council of India (EPCI)**.

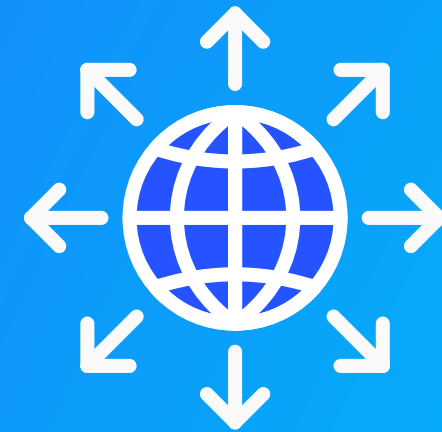


FUTURE ROADMAP



Brand Building

Developing branding & marketing strategies and setting up budgets for the same



Geographic Expansion

To strengthen our PAN India presence with deeper penetration going forward



Working Capital Optimization

Optimizing working capital requirement, improving the usage of existing capital & hence improving ROI



Organic Growth

Planning business growth via multiple avenues like:

- Dealer/distributor network
- Direct OEM-sales
- Export opportunities

OUR PROMOTERS



Mr. Neeraj Kumar Aggarwal
Promoter and Managing Director

- Mr. Neeraj Kumar Aggarwal completed his Honours degree in Commerce from Shri Ram College of Commerce (SRCC), Delhi University in the year 1994
 - With over 30 years of experience in industry and with a vision to commence a quality and high-end brand, Mr. Neeraj formed De Neers
 - At De Neers, he manages Business Development and procurement.
-
-



Mr. Kanav Gupta
Promoter, Whole Time Director and CFO

- He has completed his Bachelors in Commerce degree from Delhi University.
- Further attended a course in strategic management from London School of Economics in UK.
- Mr. Kanav began widening his grass root industry view early on in his career specifically focusing on tools industry.
- At De Neers, he is managing Finance, all India sales and is keen to make De Neers a global name.

Thankyou



DE NEERS[®]
Revolution in Hand Tools



www.deneerstools.com