



DOMS INDUSTRIES LIMITED

INVESTOR PRESENTATION

Q3 & 9M FY2024

DOMS – A Leading Holistic Creative Product Company



Products & Market Presence


7
Product Categories


3,800+
SKUs


28 States and UTs
Presence in India


45+
Export Countries

Manufacturing


36 acres/1.25 mn sq.ft
Manufacturing Area


14
Facilities across 2 Locations


9,500+
Workforce


44 acres
Upcoming Facility Area

Distribution


120+
Super Stockists


4,200+
Distributors


1,22,500+
Retail Outlets


550+
Sales Personnel

"Note: All the datapoints are as of 31 December, 2023 unless mentioned otherwise";



Q3 & 9M'FY24 Performance Highlights



Q3 & 9M FY24 – Financial Highlights



Q3'FY24

Operating Revenue

₹ 3,716.1 Mn

↑ 22.3% (Y-o-Y)

EBITDA

₹ 693.5 Mn

EBITDA Margins : 18.7%

PAT

₹ 388.2 Mn

PAT Margins : 10.4%

9M'FY24

Operating Revenue

₹ 11,334.0 Mn

↑ 29.5% (Y-o-Y)

EBITDA

₹ 1,967.9 Mn

EBITDA Margins : 17.4%

PAT

₹ 1,127.3 Mn

PAT Margins : 9.9%

Key Highlights

- ❖ Continued **Focus on Manufacturing Expansion with ~ ₹ 280 Mn CAPEX** catering to **robust domestic demand**
 - Commencement of commercial production at the new **100,000 sq. ft. area** building within existing infrastructure
 - Additional **100,000 sq. ft.** building area to be added for commercial production by **Q1'FY25**
 - **44 acre Expansion underway as planned:** Received Town Planning approval paving way for construction commencement
- ❖ **Positive market acceptance** towards new category of **writing instruments (pens)**
- ❖ Strengthening Domestic Footprint : **Increased coverage** by adding more than **2,500 Stores**
- ❖ **Received No. 1 Exporter Award** for the Year 22-23 – Second time in a row*

*Annual Awards of the Pen & Stationery Association of India

Q3 & 9M' FY24 – Consolidated P&L Snapshot

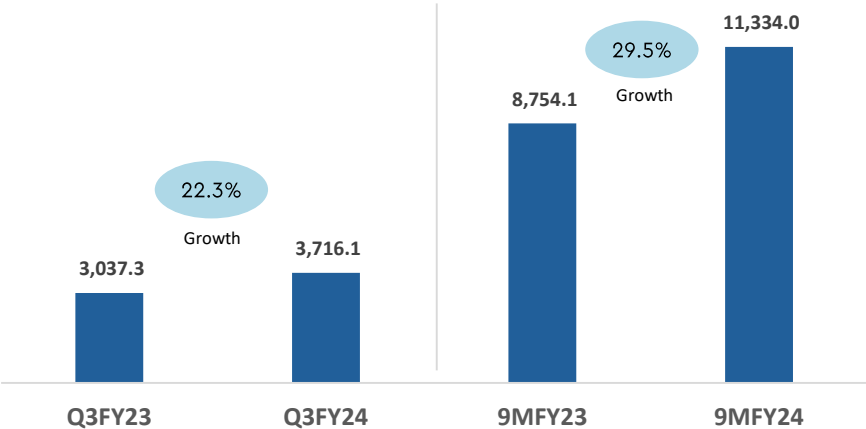


Particulars (₹ Mn)	Q3'FY24	Q3'FY23	Y-o-Y % Change	Q2'FY24	9M'FY24	9M'FY23	Y-o-Y % Change	FY23
Revenue from operations	3,716.1	3,037.3	22.3%	3,823.9	11,334.0	8,754.1	29.5%	12,118.9
Consumption Expenses	2,076.9	1,885.2		2,253.0	6,666.1	5,597.3		7,633.7
Gross Profit	1,639.1	1,152.1	42.3%	1,570.9	4,667.9	3,156.8	47.9%	4,485.2
<i>Gross Profit Margins (%)</i>	<i>44.1%</i>	<i>37.9%</i>		<i>41.1%</i>	<i>41.2%</i>	<i>36.1%</i>		<i>37.0%</i>
Employee Benefits Expense	544.2	370.2		532.6	1,569.5	1,048.0		1,418.0
Other Expenses	401.4	296.0		386.1	1,130.5	861.5		1,200.7
EBITDA	693.5	485.83	42.7%	652.3	1,967.9	1,247.3	57.8%	1,866.6
<i>EBITDA Margins (%)</i>	<i>18.7%</i>	<i>16.0%</i>		<i>17.1%</i>	<i>17.4%</i>	<i>14.2%</i>		<i>15.4%</i>
Other Income	20.4	9.4		11.9	44.6	34.6		46.3
Depreciation & Amortisation	140.3	103.5		118.1	368.2	301.3		406.5
EBIT	573.6	391.79	46.4%	546.0	1,644.3	980.6	67.7%	1,506.42
<i>EBIT Margins (%)</i>	<i>15.4%</i>	<i>12.9%</i>		<i>14.3%</i>	<i>14.5%</i>	<i>11.2%</i>		<i>12.4%</i>
Finance Costs	49.8	28.7		41.4	128.3	84.4		118.8
Share of Profit / (Loss) of Associates	0.1	-		(0.31)	(0.79)	-		0.0
Profit Before Tax	523.9	363.0	44.3%	504.3	1,515.3	896.2	69.1%	1,387.6
<i>PBT Margins (%)</i>	<i>14.1%</i>	<i>12.0%</i>		<i>13.2%</i>	<i>13.4%</i>	<i>10.2%</i>		<i>11.5%</i>
Tax expenses	135.6	92.3		128.5	388.0	229.6		358.9
PAT	388.2	270.7	43.4%	375.9	1,127.3	666.6	69.1%	1,028.7
<i>PAT Margins (%)</i>	<i>10.4%</i>	<i>8.9%</i>		<i>9.8%</i>	<i>9.9%</i>	<i>7.6%</i>		<i>8.5%</i>

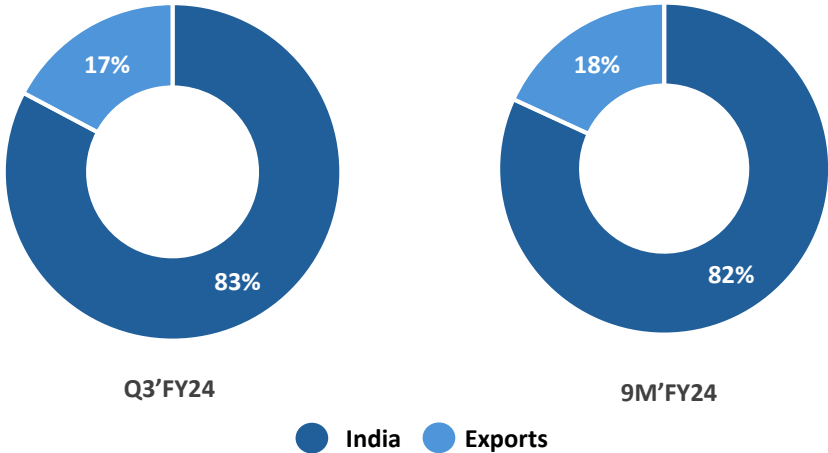
Q3 & 9M'FY24 - Revenue Profile



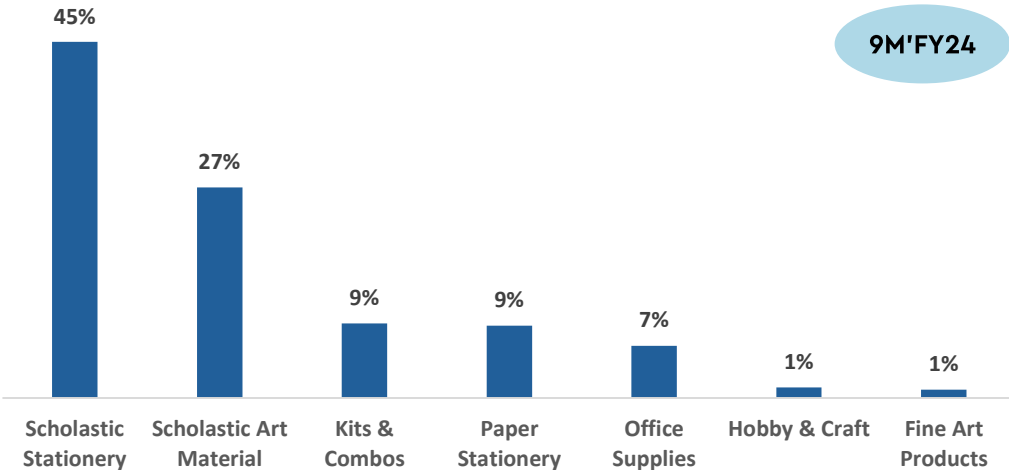
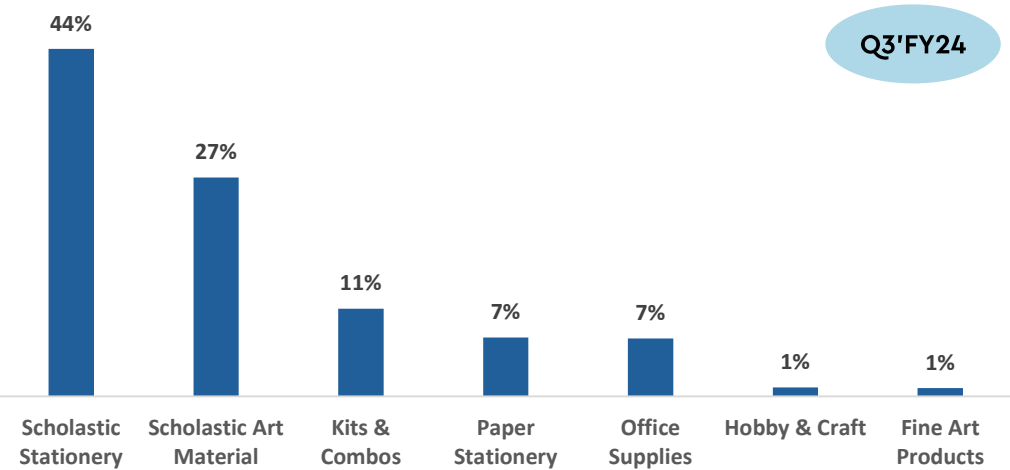
Revenue and Revenue Growth (%)



Geographical Sales Break up



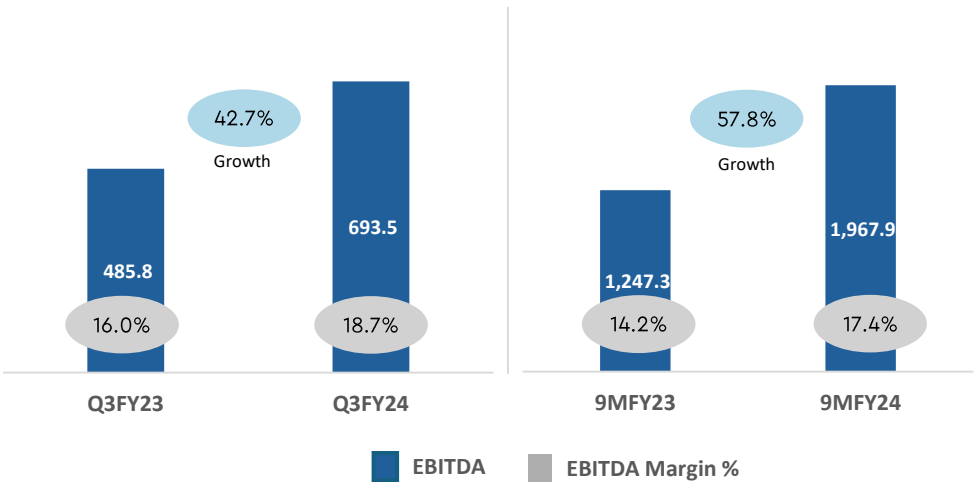
Product Category wise Sales Break up



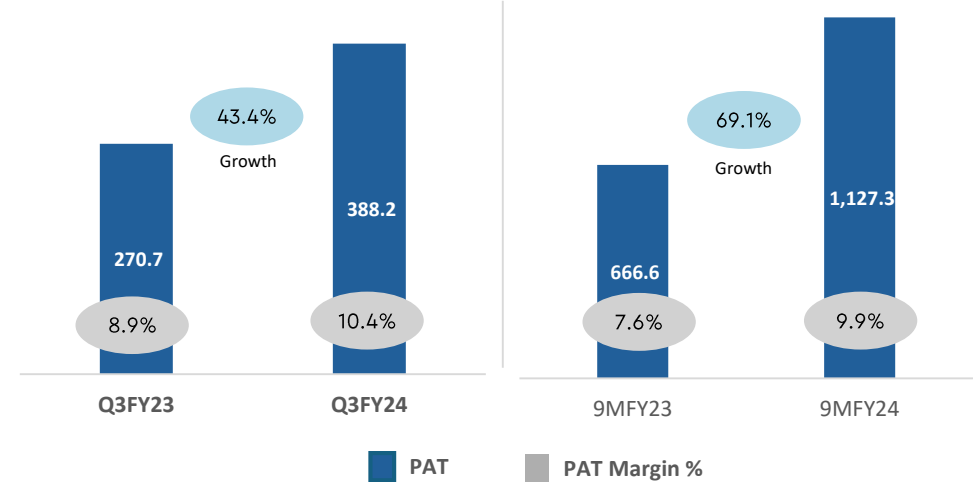
Q3 & 9M'FY24 - Operational Profile



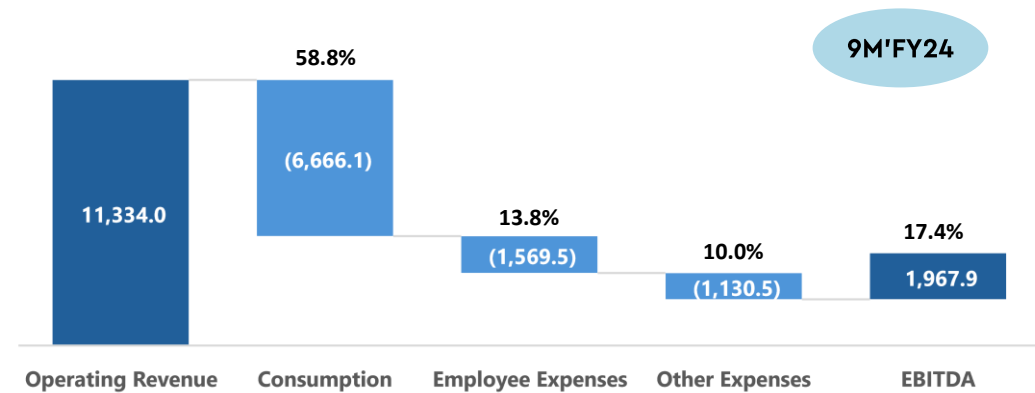
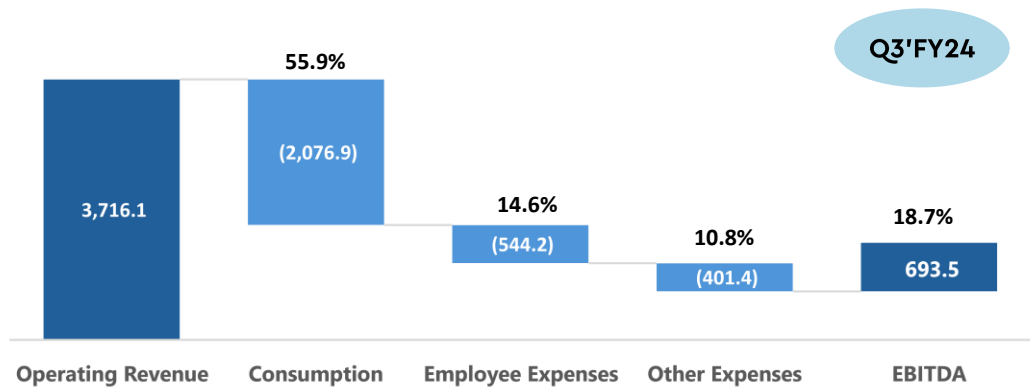
EBITDA & EBITDA Margins (%)



PAT & PAT Margin (%)



Operational Expense Analysis



₹ in Million and % refers to percentage of operating Income



Q3'FY24 : Key Events





- Overwhelming IPO Subscription : > 93x
- IPO Price : ₹ 790 per Equity Share
- Listed (w.e.f. Dec 20, 2023) on : BSE & NSE

Recent Product Introductions

Scholastic Stationery & Scholastic Art Material



Office Supplies (Writing Instrument – Pens)



Fine Arts Material



Recent Fair Participation



Paperworld Dubai



Paperworld India



World of Education Expo



Recent Factory Visit and Achievements

Factory Visits by Students



Recent Export Award

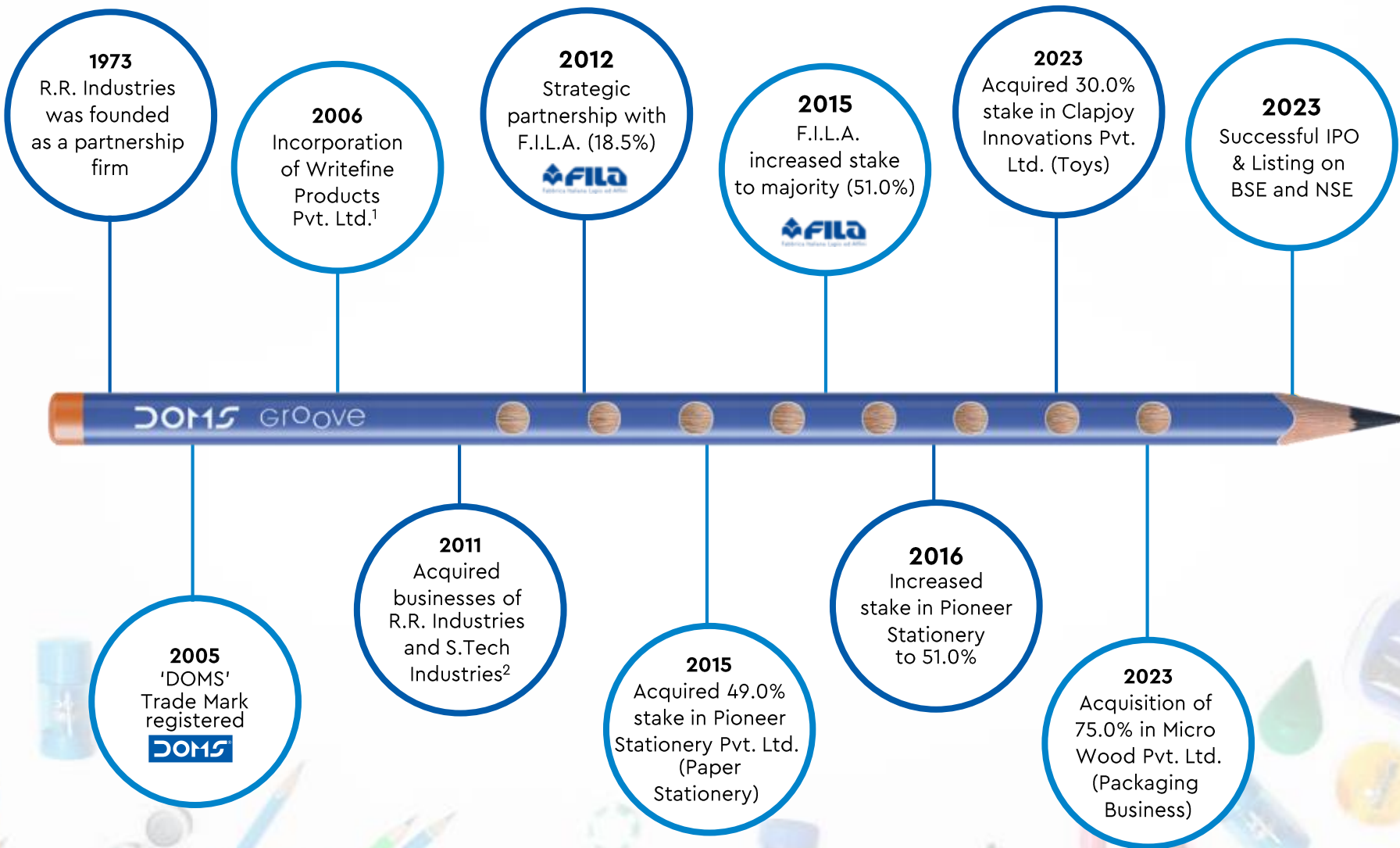




Company Overview

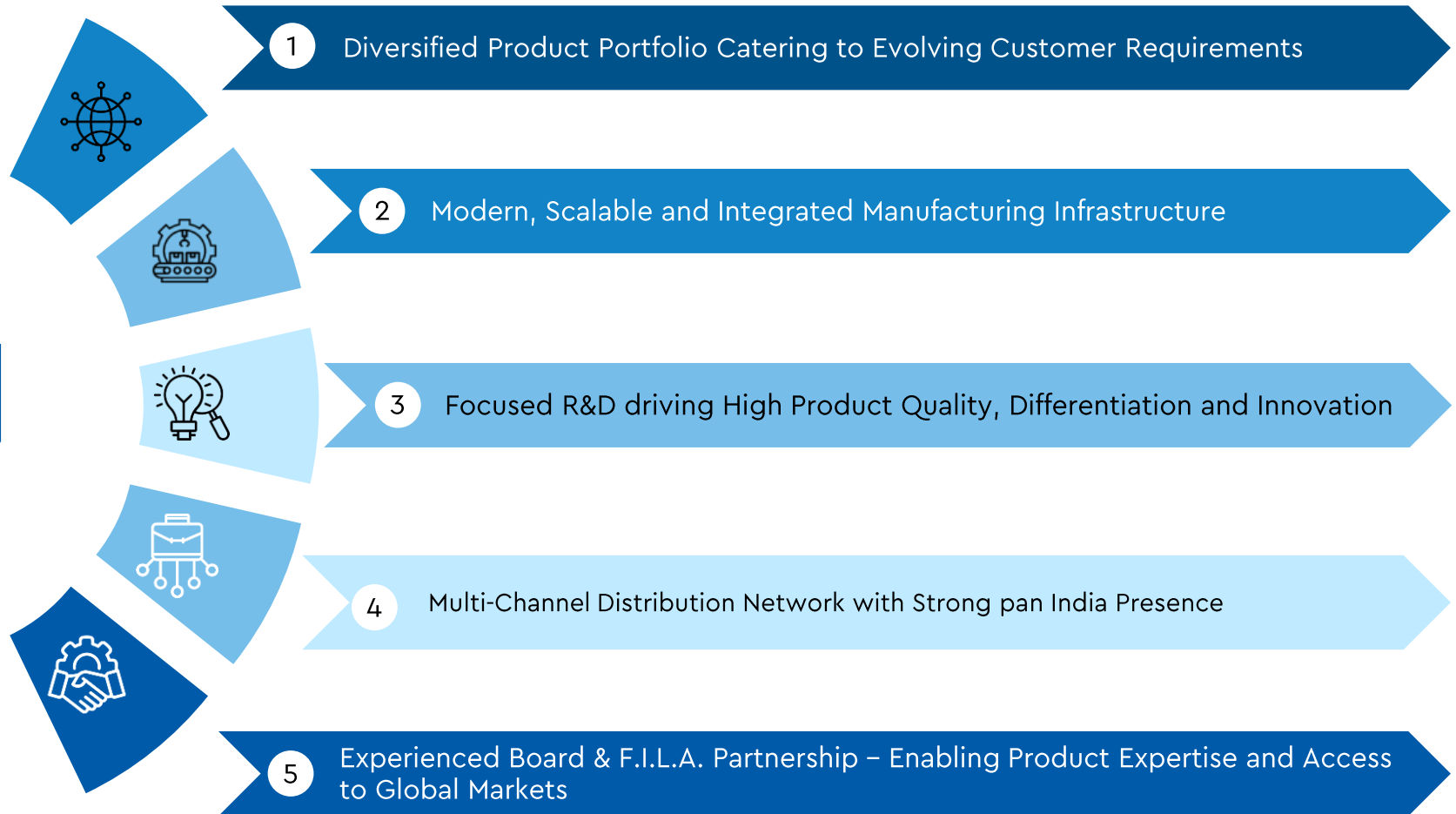


Major Corporate Events and Timeline



Note: (1) DOMS Industries Limited was originally incorporated as Writefine Products Private Limited; (2) R.R. Industries was engaged in the business of manufacturing and sale of pencils and crayons as a partnership firm and S. Tech Industries was engaged in the business of manufacturing and sale of polymer based pencils

DOMS – Amongst the Leading Industry Players



01. Diversified Product Portfolio

Diversified Product Portfolio – One stop shop for all Stationery and Art Materials

Scholastic Stationery



Scholastic Art Material



Paper Stationery



Kits & Combos



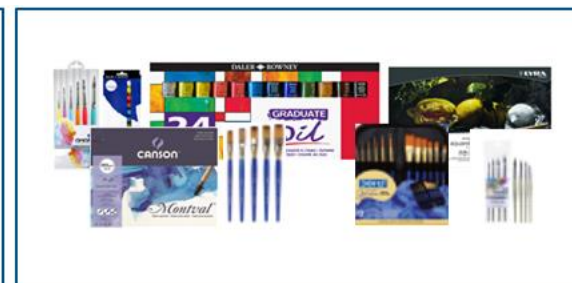
Office Supplies



Hobby & Craft



Fine Art Products



Products offered in multiple categories at diverse price points through our wide range of SKUs

02. Modern, Scalable and Integrated Manufacturing Infrastructure (1/2)

Scale and Size of Operations – 14 Manufacturing Facilities Spread Across 1.25 mn sq.ft. Facility Area



Operations spread across 34 acres in Umbergaon and 2 acres in Jammu



Upcoming Facility of ~44 acres adjacent to Existing Umbergaon Plant

Robust Manufacturing Infrastructure – Enabling End-to-End Operations

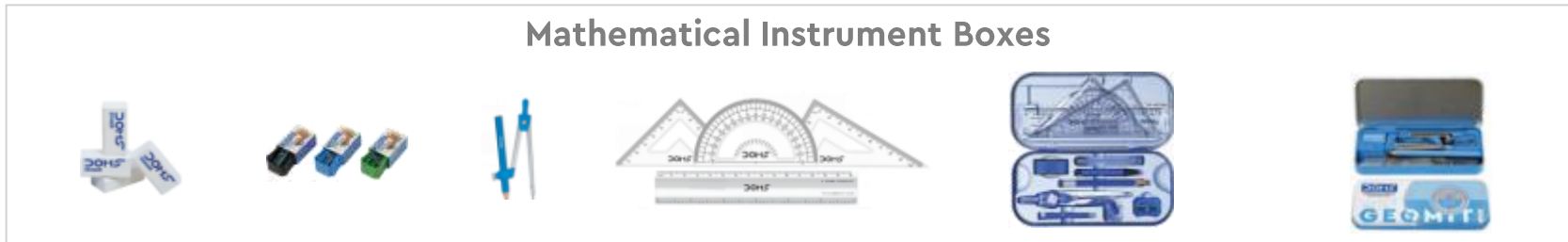


02. Modern, Scalable and Integrated Manufacturing Infrastructure (2/2)

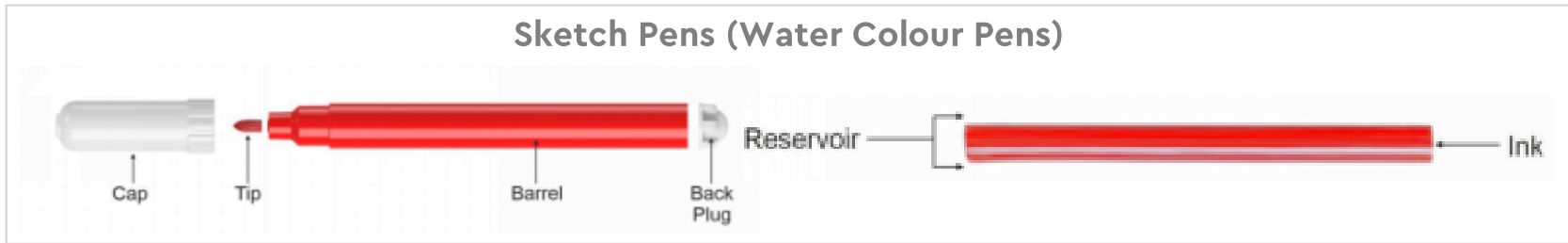
Backward Integrated In-House Manufacturing Infrastructure – Driving Operational Efficiency



- All key components are manufactured in-house



- Tin boxes & Label Printing
- Mathematical Instruments
- Other Stationery Materials



- From sketch pen caps to ink & reservoir – All are manufactured in-house

03. Focused R&D driving High Product Quality, Differentiation and Innovation



State-of-Art R&D Facility and In-House Designing Team




R&D and Design Team
50 employees¹




Quality Check & Assurance Team
85 employees¹


F.I.L.A. Expertise as a Strategic Partner



 Knowledge sharing arrangement with F.I.L.A.



 F.I.L.A. partnership augmenting DOMS R&D capabilities

 Exchanging technical know-how from F.I.L.A.

Key Innovation Initiatives

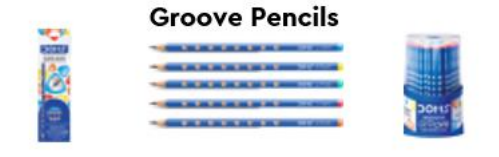
New Products



Improved Usability



Patented Technology



Innovative Design

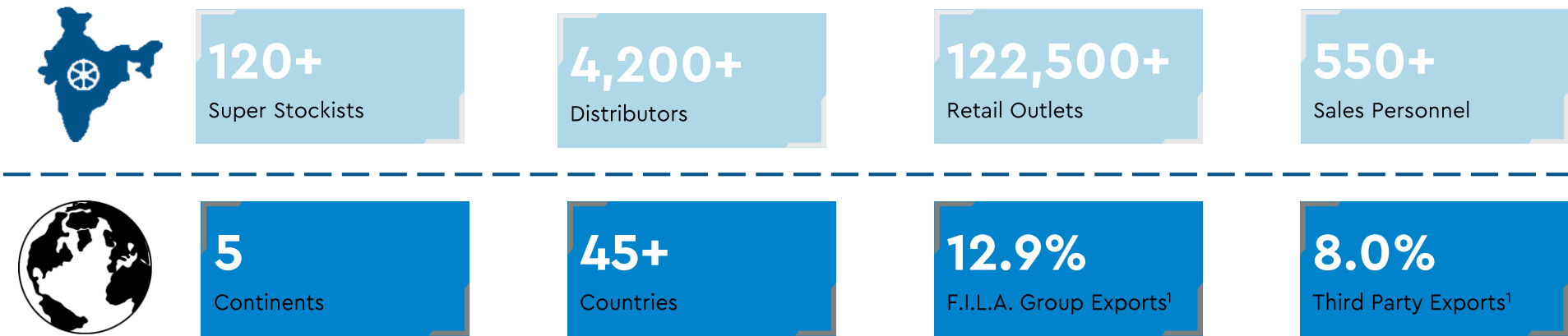


Process Improvement

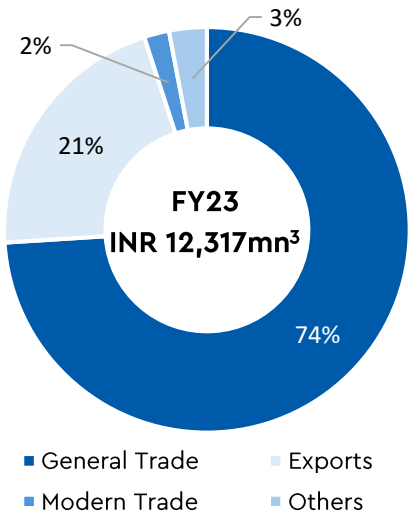


Note: (1) As of December 31, 2023

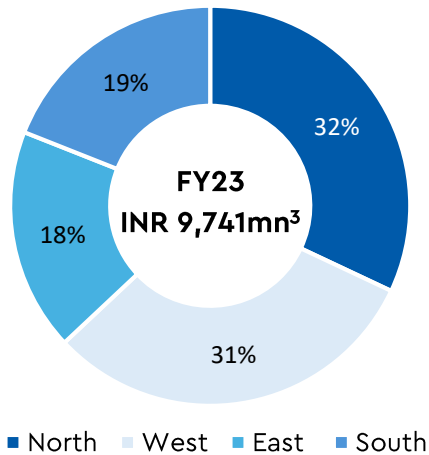
04. Multi-Channel Distribution Network with Strong pan India Presence



Multi Channel Presence



Balanced Regional Mix²



Key Distribution Strengths

- Pan India presence and accessibility**
- Minimal receivables in general trade**
- Presence across leading modern trade chains**
- Available on multiple e-commerce platforms**

Note: (1) As of FY23 (2) North includes New Delhi, Haryana, Chandigarh, Punjab, Jammu and Kashmir, Uttar Pradesh, Uttarakhand, and Himachal Pradesh; West includes Maharashtra, Madhya Pradesh, Chhattisgarh, Gujarat, Dadra and Nagar Haveli and Daman and Diu, Goa, and Rajasthan; East includes West Bengal, Bihar, Jharkhand, Orissa, Assam, Tripura, Manipur, and Nagaland; South includes Tamil Nadu, Kerala, Karnataka, Telangana, Puducherry, and Andhra Pradesh; (3) FY23 Gross Product Sales; Key data points as of December 31, 2023 unless otherwise mentioned

Board of Directors

Indian Promoter Family



Santosh Raveshia
Managing Director

Joined R.R. Industries in 2000



Sanjay Rajani
Whole Time Director

Joined R.R. Industries in 1985



Ketan Rajani
Whole Time Director

Joined R.R. Industries in 2003



Chandni Somaiya
Whole Time Director

Associated with S-Tech Industries as a partner since 2004

Foreign Promoter - F.I.L.A. Group



Massimo Candela
Non- Executive Director

Chief Executive Officer – F.I.L.A.; Associated with F.I.L.A. since 1992



Annalisa Barbera
Non- Executive Director

Non-Executive Director – F.I.L.A.; Ex. Trifirò and Partners



Luca Pelosin
Non- Executive Director

Executive Director – F.I.L.A.; Ex. Nuova Alpa Collanti S.r.l.



Cristian Nicoletti
Non- Executive Director

Chief Financial Officer – F.I.L.A.; Ex. Akzo Nobel Coatings S.p.A.

Independent Directors



Gianmatteo Terruzzi
Chairman & Independent Director

Ex. LVT Advisors S.R.L., Egida SRL, I.R.E. 2 S.R.L., Lusben Varazze S.R.L



Rajiv Mistry
Independent Director

Founder and Chairman of Ascent Meditech Limited



Mehul Shah
Independent Director

Advocate with Bar Council of Maharashtra and Goa



Darshika Thacker
Independent Director

Partner, Thacker & Associates

Management Team



Amarjeet Sharma
*Chief Consultant -
Domestic Sales and
Marketing Division*



Harshad Raveshia
*Chief Consultant
Wood Working
Division*



Suresh Rajani
*Chief Consultant
Color Pencil Division*



Vijay Somaiya
*Head – Polymer
Division*



Purav Raveshia
*Vice President
Product
Development*



Sumit Rajani
*Vice President
Color Pencil &
Graphite Lead*



Suraj Raveshia
*Vice President
International Business*



Santosh Swain
*Vice President
Purchase & General
Affairs*



Rahul Shah
*Chief Financial
Officer*



Saumitra Prasad
Chief Marketing Officer

Management Team includes Promoter Group as well as Professional Members

Permanent Employees¹
8,960+

Contracted Employees¹
600+



Better cost controls and margin expansion

Greater control on product quality

Note: (1) As of December 31, 2023



About F.I.L.A. Group



Industry Experience	Market Presence	No. of Brands	Production Sites	Revenues ¹
100 years	150 countries	25	22	USD 840mn

Symbiotic Relationship with F.I.L.A. Group

Access to F.I.L.A. Capabilities

Product Manufacturing for F.I.L.A.

DOMS Manufacturing Experience

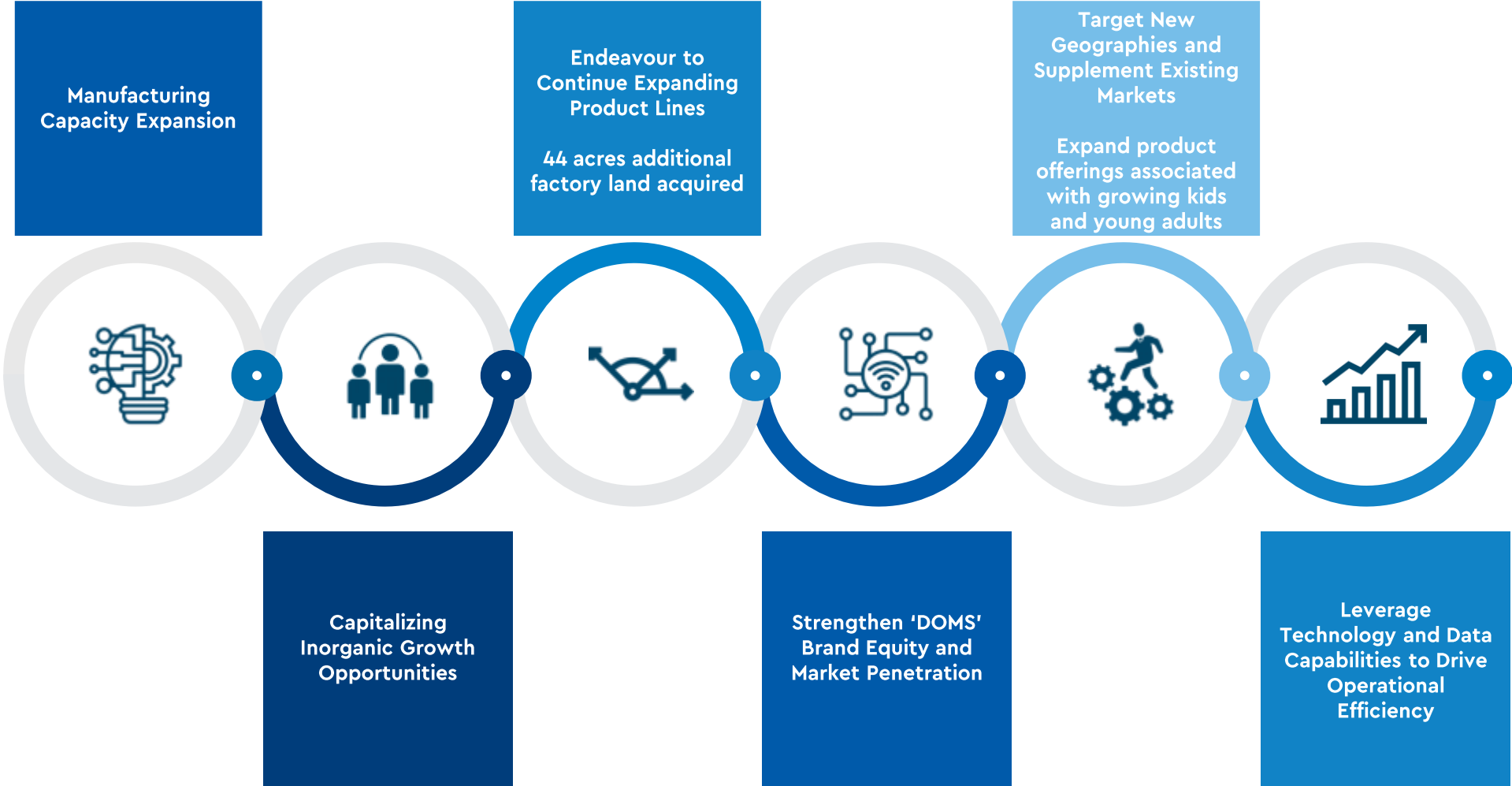


Access to F.I.L.A. Group's Popular and Premium Brands

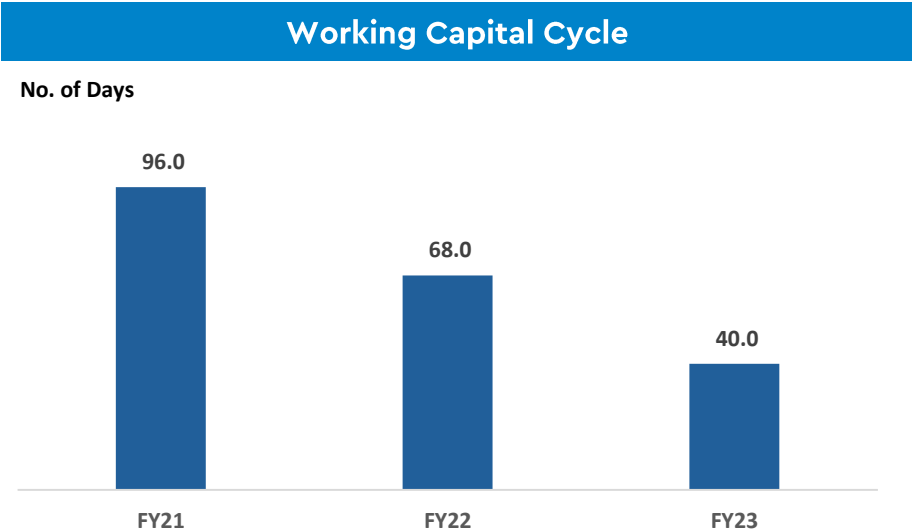
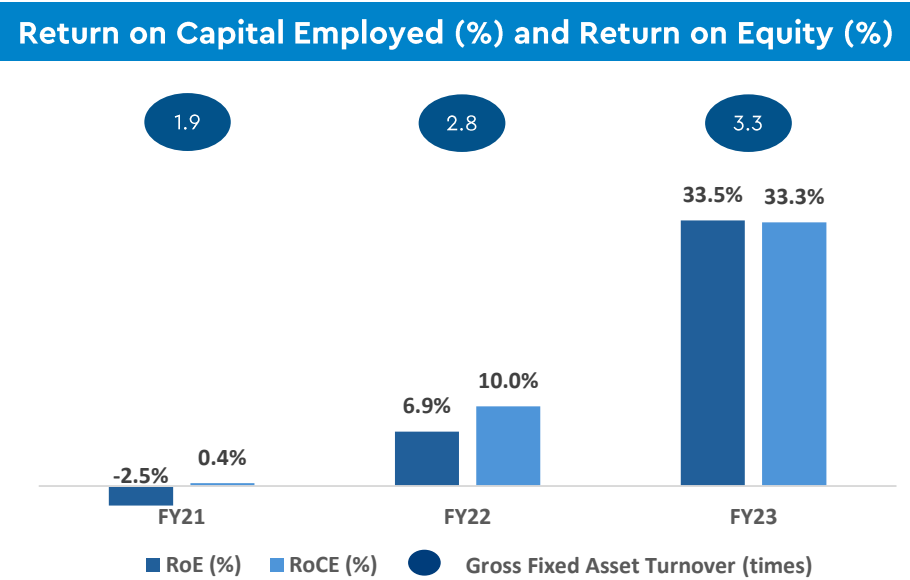
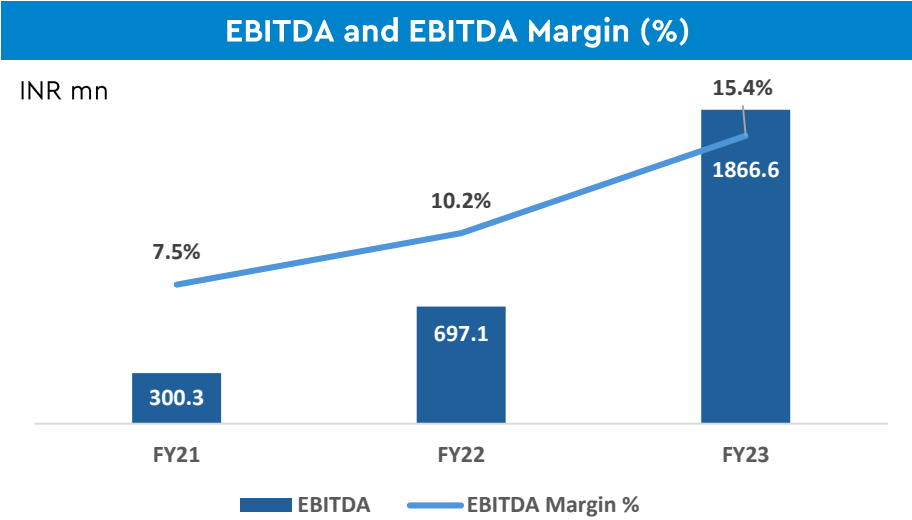
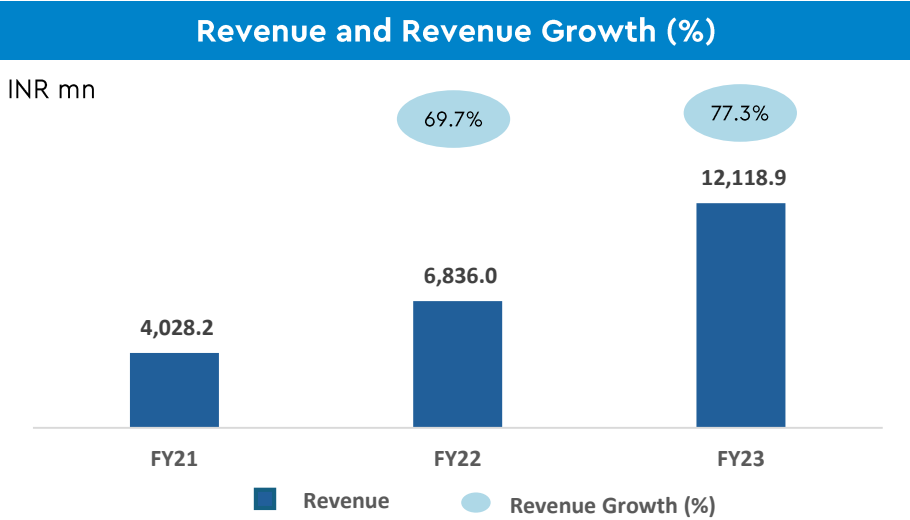


Exclusive Marketing Rights in 7 countries

Note: (1) Source: Technopak Industry Report;



Strong Financial Profile



Source: Company Prospectus

Consolidated Restated Profit and Loss Statement



Particulars (₹ mn)	FY21	FY22	FY23
Revenue from Operations	4,028	6,836	12,119
Other Income	60	26	46
Total Income	4,088	6,862	12,165
Cost of Materials Consumed	2,321	4,251	7,427
Purchase of Stock-in-Trade	116	138	261
Changes in Inventories of Finished Goods, Stock-in-Trade and WIP	16	(68)	(55)
Employee Benefits Expense	711	1,014	1,418
Finance Costs	88	103	119
Depreciation and Amortization	348	380	407
Other Expenses	564	804	1,201
Total Expenses	4,164	6,622	10,778
Profit / (Loss) Before Tax	(76)	240	1,388
Tax Expenses	(16)	69	359
Profit / (Loss) After Tax	(60)	171	1,029

Source: Company Prospectus

Consolidated Restated Balance Sheet



Particulars (₹ mn)	FY21	FY22	FY23
Non-Current Liabilities			
Borrowings	29	29	152
Lease Liabilities	283	294	303
Provisions	60	78	91
Total Non-Current Liabilities	372	400	545
Current Liabilities			
Borrowings	944	821	849
Lease Liabilities	81	87	95
Trade Payables	568	811	870
Other Financial Liabilities	131	131	175
Other Current Liabilities	63	144	310
Total Current Liabilities	1,787	1,993	2,299
Equity			
Equity Share Capital	4	4	4
Other Equity	2,332	2,469	3,371
Non-Controlling Interest	81	108	179
Total Equity	2,417	2,581	3,553
Total Equity and Liabilities	4,575	4,975	6,398

Particulars (INR mn)	FY21	FY22	FY23
Non- Current Assets			
Property, Plant and Equipment	1,869	1,861	2,799
Capital Work-in-Progress	31	40	69
Right of use Assets	379	382	382
Goodwill	33	20	20
Other Intangible Assets	5	2	1
Financial Assets	114	106	124
Other Non-Current Assets	71	117	209
Total Non-Current Assets	2,502	2,528	3,604
Current Assets			
Inventories	1,208	1,592	1,846
Trade Receivables	419	492	356
Cash and Cash Equivalents	227	93	343
Bank Balance other than above	63	65	74
Other Current Assets	156	205	174
Total Current Assets	2,074	2,446	2,794
Total Assets	4,575	4,975	6,398

Source: Company Prospectus

Consolidated Restated Cash Flow Statement

Particulars (₹ mn)	FY21	FY22	FY23
Cash flow from Operating Activities			
Profit / (Loss) before tax	(76)	240	1,388
Adjustments for non-cash items	350	416	431
Adjustment for non-operating items	49	92	106
Operating cash inflow before working capital changes	323	748	1,924
Net decrease / (increase) in working capital	(149)	(207)	154
Cash generated from Operations	174	541	2,077
Income tax paid (net of refunds)	22	32	345
Net cash flows generated from Operating activities (A)	152	509	1,733
Cash flow from Investing Activities			
Purchase of property, plant and equipment (including CWIP and capital advances)(net)	(230)	(349)	(1,363)
Proceeds from sale of property plant & equipments	66	2	8
Other Inflow / (Outflow) from Investing Activities	(23)	10	(5)
Net cash flows used in Investing activities (B)	(187)	(337)	(1,359)
Cash flow from Investing Activities			
Dividends paid	-	-	(56)
Finance cost paid	(84)	(110)	(140)
Payment of lease liabilities	(51)	(79)	(74)
Proceeds / (Repayments) of borrowings	384	(117)	145
Net cash flows (used in) / generated from Financing activities (C)	249	(306)	(124)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	214	(134)	250

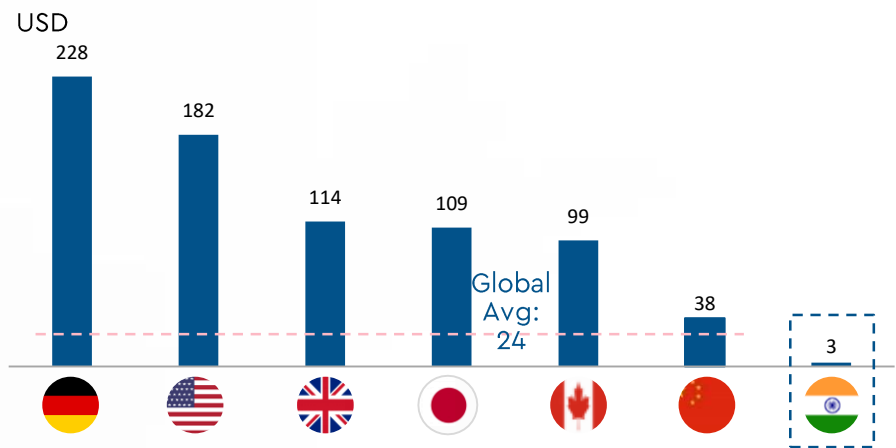
Source: Company Prospectus



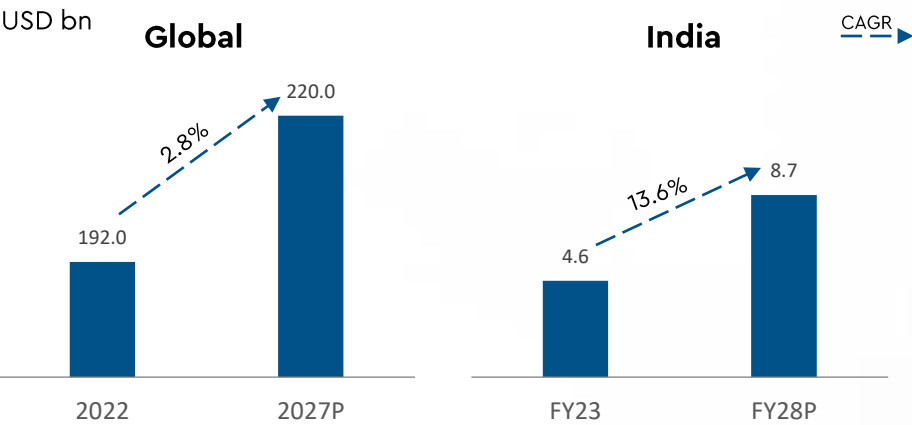
Industry Overview



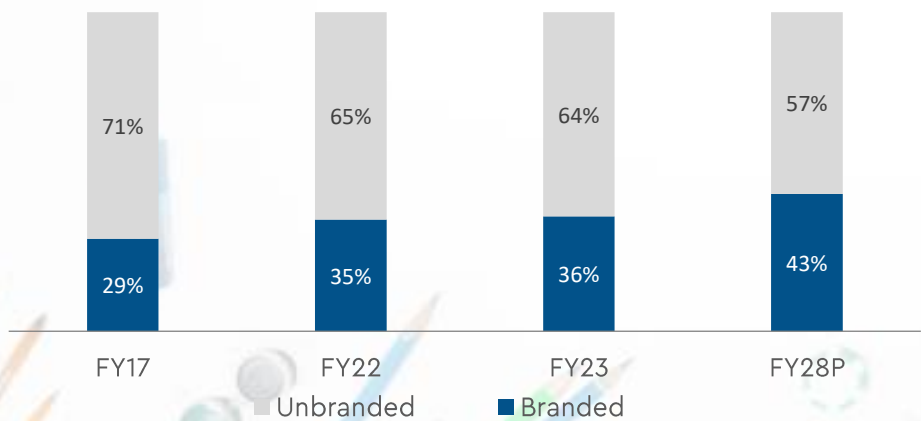
Lowest Per Capita Stationery Consumption in India¹



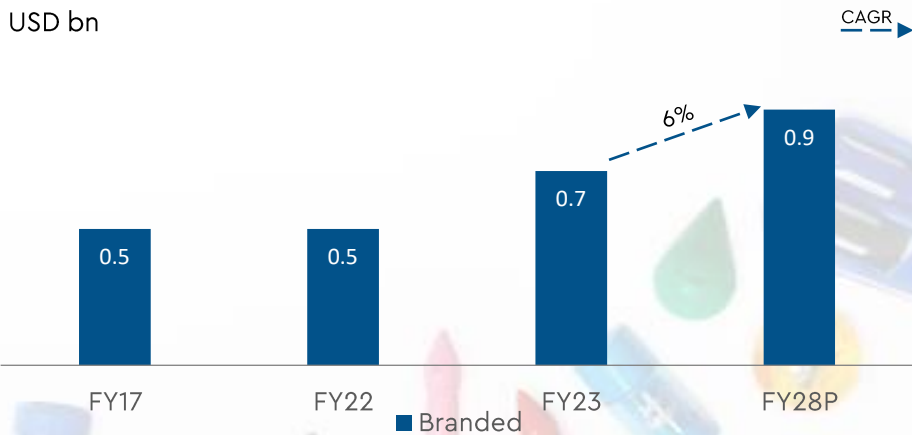
Stationery & Art Material Market – Global and India



Increasing Share of Branded Players in India

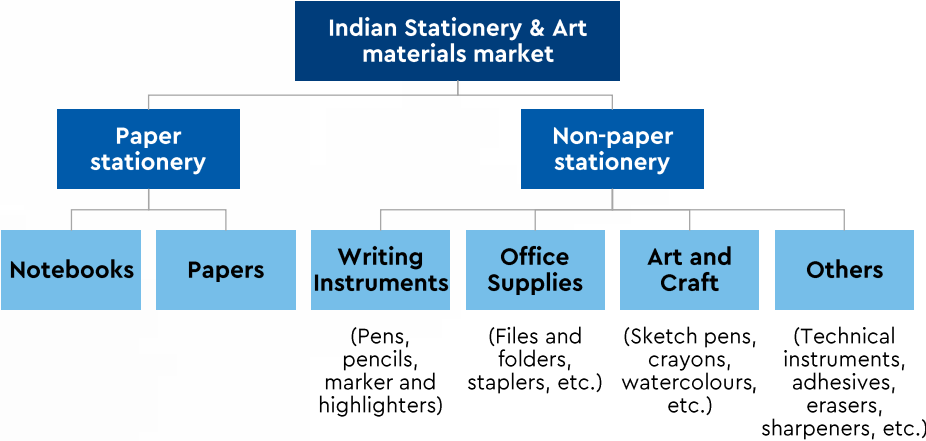


Indian Export of Stationery Products

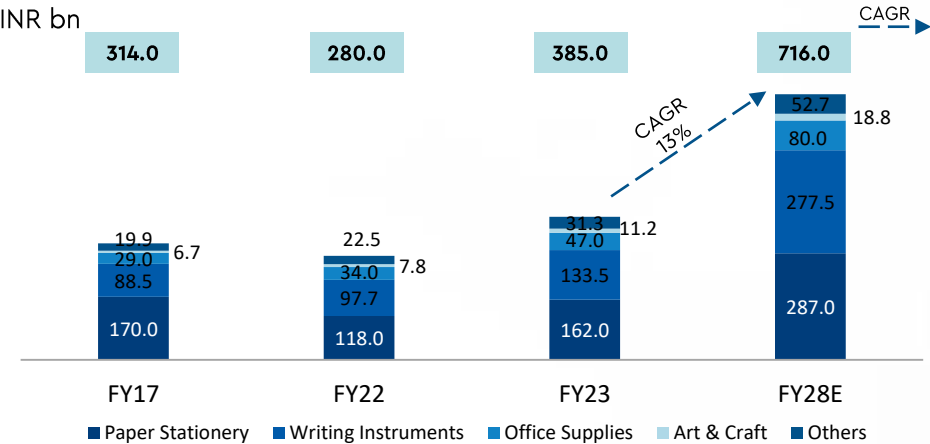


Source: Company Prospectus (Technopak Industry Report; Note: (1) Per Capita consumption for CY22; FX Rate: INR / USD = 83 INR)

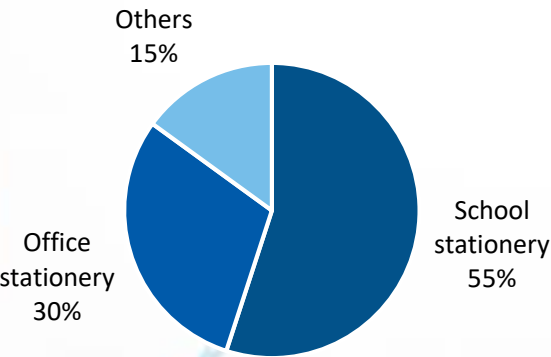
Overview of India Stationery & Art Material Market



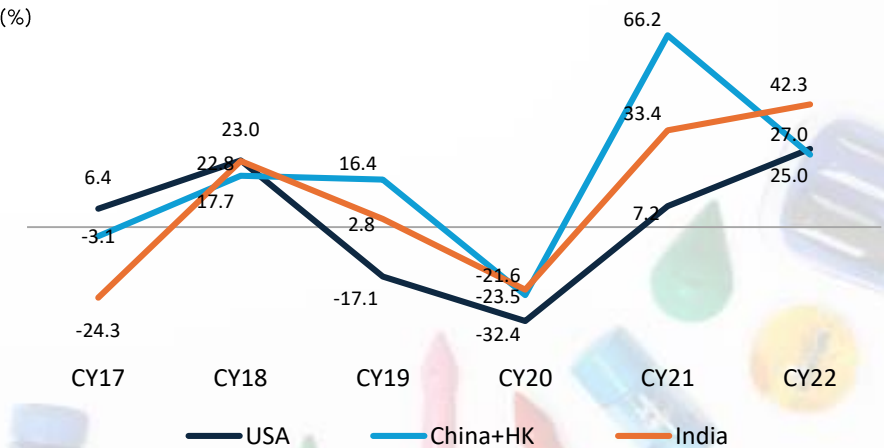
Robust Expected Growth in Stationery and Art Material Market



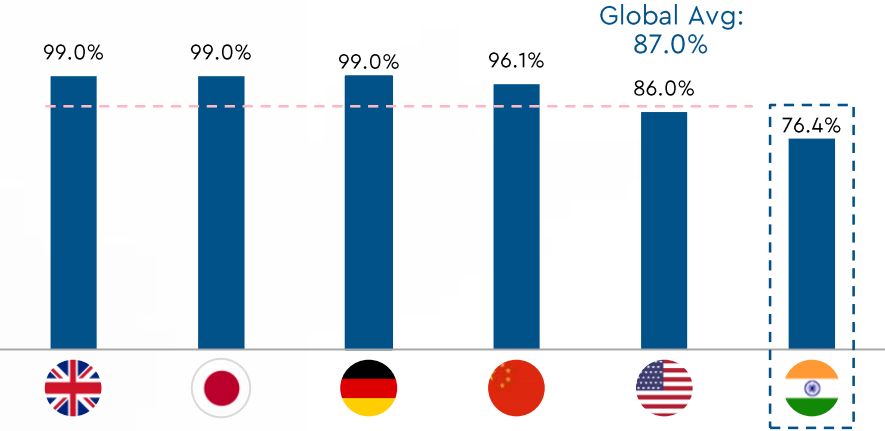
School Stationery Dominated in FY23



India outpaced China Exports in CY22

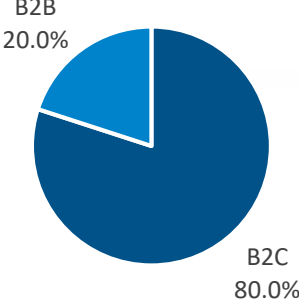


India's Literacy is lower than World Average (CY22)

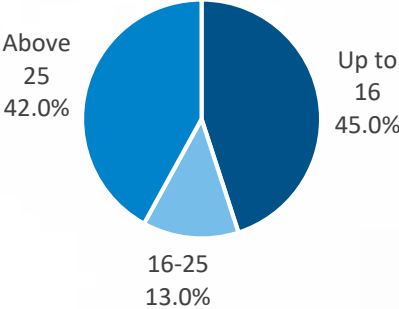


Stationery Demand Trends in India – Consumer Mix

B2C driving Stationery Demand

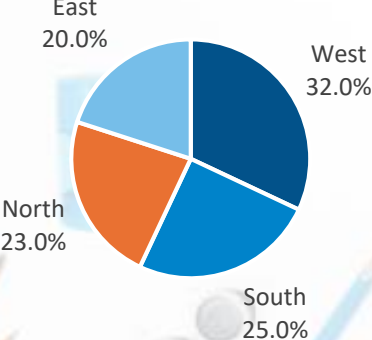


Age-Group based split of B2C Demand

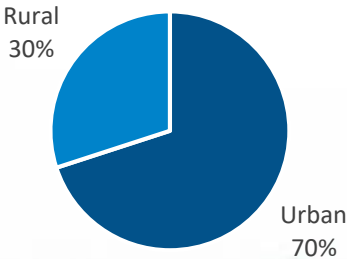


Stationery Demand Trends in India – Regional Mix

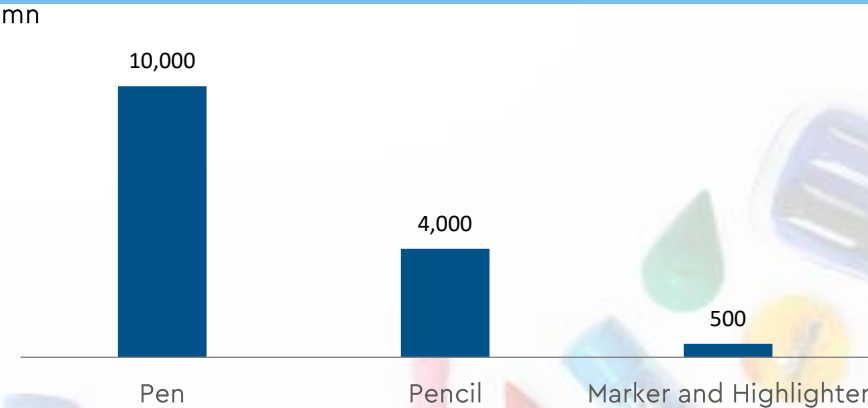
West India dominates Stationery Industry



Urban India has higher share



Indian Domestic Writing Instrument Market Volume (FY23)



Source: Company Prospectus (Technopak Industry Report)

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THANK YOU!



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