

Date: 18th November, 2025

To,
The Manager- Listing Department,
BSE Limited P J Tower, Dalal
Street Mumbai – 400001

Reference: Manoj Ceramic Ltd
BSE Code: MCPL
ISIN: INE0A6N01026
Scrip Code: 544073

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Investor Presentation

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose the Investor Presentation of the Company for half year ended 30th September, 2025 for your reference.

We would like to clarify that no Unpublished Price Sensitive Information (UPSI) is included in this presentation. The data provided is in the public domain and is already available.

Kindly take the same on your records.

We request you to take note of the same.

Thanking You,

**For and on Behalf of
Manoj Ceramic Limited**

Dhruv Rakhasiya
Managing Director
DIN: 03256246

MANOJ CERAMIC LTD.

CIN: L51909MH2006PLC166147

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SINCE 1991

MCPL[®]

WALL & FLOOR TILES

MANOJ CERAMIC LIMITED

H1 FY26 INVESTOR PRESENTATION





Founded in 1991, MCPL has grown from a regional trading firm into a globally recognized, contract-manufacturing leader in the Ceramic and Tile solutions industry.

With over three decades of operational excellence, MCPL combines design innovation, digital transformation & disciplined governance to serve a growing portfolio of retail, institutional and export markets across India, the Middle East and Africa.

Headquartered in Mumbai, MCPL operates through a multi-channel network of retail showrooms, distribution hubs, B2B partnerships International subsidiaries in the U.K., Dubai and the U.S.

Our product ecosystem spans ceramic and porcelain tiles, exotic stones, quartz surfaces and advanced adhesives, integrating AI-driven visualization platforms and premium brand collaborations to redefine customer experience.



Vision

To serve customers nationwide with trust, teamwork & uncompromising quality.



Mission

Aiming to expand its product range while prioritizing quality and customer satisfaction.





Mr. Dhruv Rakhasiya
Managing Director

”

“Over three decades, MCPL has evolved into a globally recognized ceramic solutions brand, built on Quality, Innovation and Customer trust. In H1 FY26, we delivered strong growth with Revenue of **₹81.62 Cr** and **PAT of ₹5.53 Cr** with an increase of **23.38%** and **35.11%**, underscoring margin expansion and operational excellence.

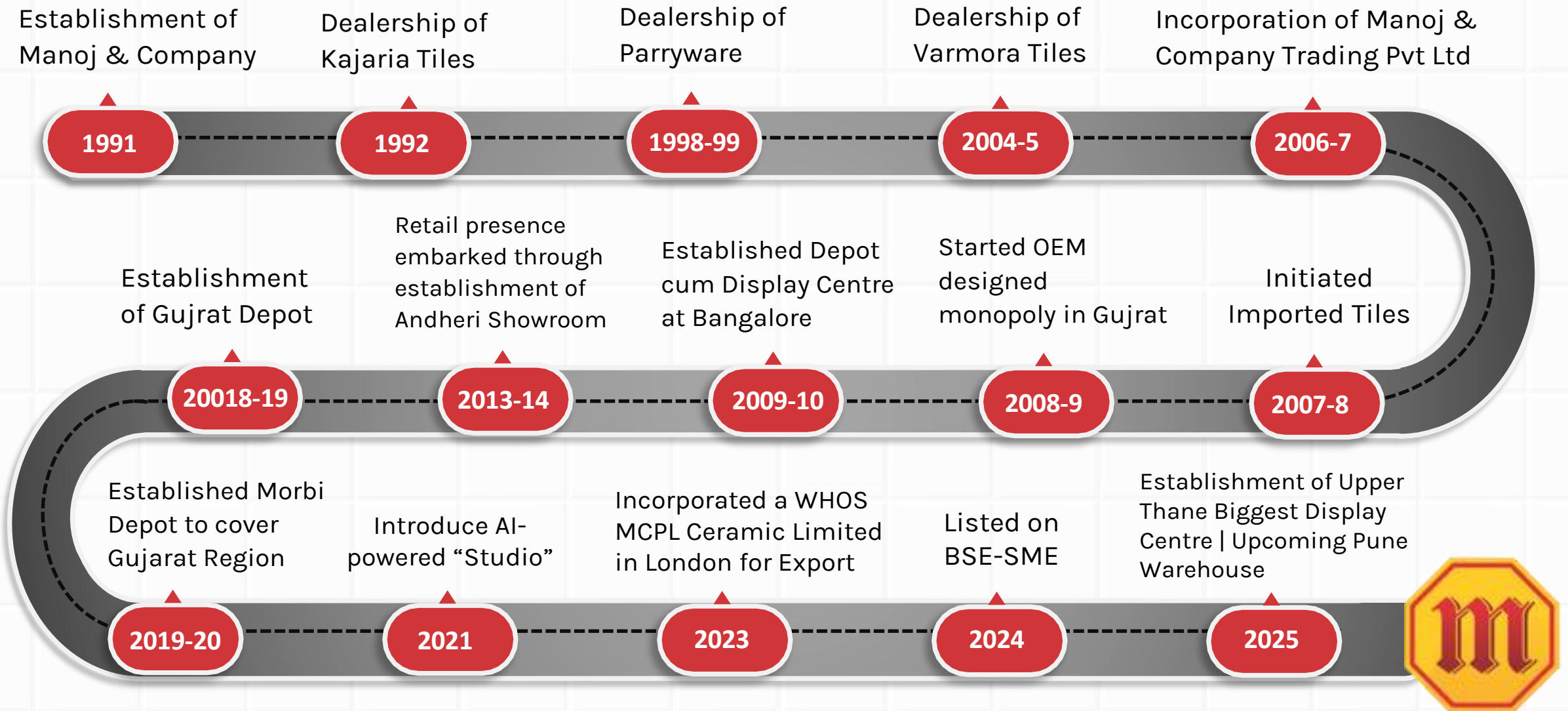
Our export momentum continues to accelerate, with operations now spanning Africa, Dubai, the U.K. and Backed by sovereign partnerships across Burundi, Angola, Sudan and Senegal and the successful launch of our Dubai Display Centre, we expect exports to rise from **1% to nearly 20%** of Total Revenue over the next three years. Domestically, the Jaquar partnership, premium product introductions and expanded warehouse capacity in Pune, Bhiwandi and Nagpur are enhancing efficiency and market access.

The recently secured Trade Credit Insurance strengthens our risk management and liquidity, while the Digital Transformation Division and AI-powered MCPL Studio continue to deepen customer engagement and drive higher conversions. With global expansion, digital scalability and prudent governance, MCPL is well-positioned to sustain a **25-30% CAGR** over next 3 years, delivering long-term, export-led value for all stakeholders”

“



MCPL's Story Over Decades





35+
Years of Experience



1,26,500+
Total Stores
Area (Sq. ft.)



1000+
No. of SKUs



100+
Team Members



04+
Global reach



06+
Active Stores



Ceramic Tiles Business

Business Process

- Collaborate with manufacturers on designs based on market feedback
- Manufacturers supply finished products per finalized designs
- Multi-channel distribution strategy.

Distribution Channels

- Dealer Network (Maharashtra, Goa, Tamil Nadu, Karnataka)
- Company-owned Retail Showrooms (Mumbai, Bangalore, Pune)
- B2B Sales (Architects, Builders, Contractors)
- Exports (via London subsidiary - MCPL Ceramic Limited)

Product Range

- Sizes: 300x300mm, 300x600mm, 600x600mm, 600x1200mm, 900x150mm, 1000x200mm, 1400x200mm, 1200x800mm, 1200x1800mm, 1200x2400mm, 3200x1620mm (Quartz)
- Finishes: Matt, Glossy, Posh Finish, Full-body, Italian Marble, Super High Gloss, Glitter, Metallic, Wooden, Rustic
- Technologies: Random Digital, Screen Print, Mould Rectified, Double Charge, Third Fire Polish, Vitrified, Full Body, GVT, Porcelain, Colour Body

Tiles Adhesive Business

Business Process

- Sourced from manufacturers
- Supplied through distributor network in Maharashtra
- Direct supply to B2B clients (architects, builders, contractors)

Product Portfolio

1. Cluster Floor Thin Set

- Application: Floor installations only
- Tile Size: Medium (300x300mm, 400x400mm, 600x600mm)
- Channels: Dealers, Retail, B2B

2. Nebula Floor & Wall Thin Set

- Application: Floor and wall
- Tile Size: 450x450mm to 600x1200mm
- Channels: Dealer network, Showrooms, Exports

3. Galaxy Grey & White Floor & Wall Thin Set

- Application: Walls, floors, tile-on-tile installations
- Tile Size: Large format (800x1600mm to 1200x1800mm)
- Channels: B2B sales (architects, contractors), Retail showrooms

4. Universe Premium Floor

- Application: Walls, floors, natural/artificial stones
- Tile Size: Large-format up to 3000mm
- Channels: Dealers, B2B (high-end builders, contractors)



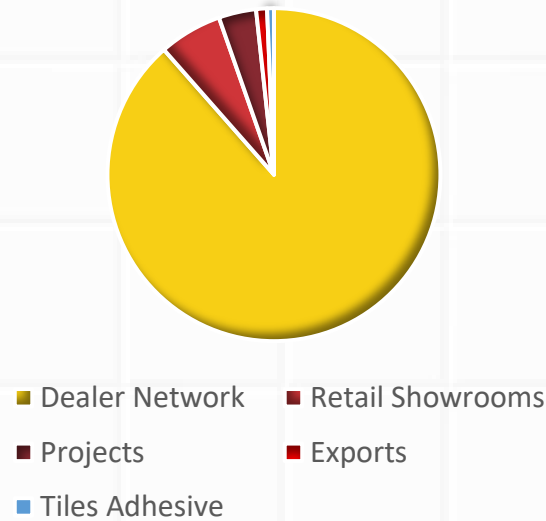
Retail Showroom

- **6 active showrooms** - Mumbai (Andheri & Ghatkopar), Pune, Bangalore & Upper Thane.
 - New Jaquar Partnership Centre (500 sq.ft.) showcases ceramics + sanitaryware for premium interiors.
 - New collections (Glue-Finish Tiles, Wooden Planks, Exotic Stones, Next-Gen Quartz) raising ASPs.
- Flagship retail remains the largest revenue contributor, combining physical reach with digital engagement.*
Outlook: Premium-mix growth via digital CX & high-footfall stores.

Exports

- Presence across Burundi, Angola, Sudan & Senegal with sovereign alliances & regional ambassadors.
 - Dubai Display Centre (Aug 2025) operational - gateway to GCC markets.
 - Subsidiaries in London & U.S. (Washington D.C.) for localized distribution.
 - Exports up from **1% to target 20%** of Revenue in 3 years, driving margin expansion.
- The fastest-scaling vertical, transforming MCPL into a global player.*
Outlook: Export-led profitability and global visibility.

Revenue Bifurcation



B2C Channel

- AI-powered Studio and MCPLworld.com enable real-time design visualization → 25-40% conversion lift.
- Digital Transformation Division & data-driven marketing reduce CAC by 20-25%.
- Integrated campaigns ("Finish Your Space", influencer collabs, mock-up videos) boost traffic and brand recall.
- Direct consumer engagement through retail & digital touchpoints.
- **Outlook:** Omnichannel scale & repeat customer retention.

Dealer Network

- Dealer base across Maharashtra, Goa, Tamil Nadu & Karnataka with depots in Morbi, Bhiwandi, Mumbai, Pune & Bangalore.
 - **Pune warehouse operational** (May 2025); Nagpur (FY26) to further cut TAT.
 - **Trade Credit Insurance** (Oct 2025) protects receivables and enables safe dealer expansion.
 - Digital order tracking via CRM stack enhances fulfilment speed & visibility.
- Outlook:** Volume growth with risk-mitigated cash flows.

B2B Institutional Sales

- Caters to commercial, residential & infrastructure sectors with bespoke designs.
 - Expanded adhesive & quartz portfolio to meet project specifications.
 - Project team coordination with manufacturers ensures timely execution and higher margins.
- Serves architects, builders & contractors for custom and large-format projects.*
Outlook: High-ticket, margin-accretive project pipeline



Design & Customization

- ✓ In-house design studio for tailored commercial & residential projects
- ✓ 20-30% reduction in lead times through faster design-to-production cycle
- ✓ BIM (Building Information Modeling) and VR/AR integration
- ✓ Real-time data analytics reduces design errors by up to 25%

Studio

Technological Integration

- ✓ Tracks and implements current design trends for market relevance
- ✓ Direct customer feedback integration drives continuous innovation
- ✓ Sustainability & efficiency focus in operations
- ✓ Advanced visualization ensuring precision and accuracy

Select a room for Transformation

- Upload a picture of your room
- Try our products in your room

Upload

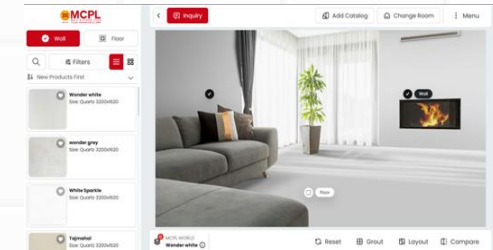
Or scan a QR code to upload pictures

No picture? Try our demo rooms instead



2D Panorama

- Living Room (32)
- Kitchen (18)
- Bathroom (32)
- Outdoor (14)
- Bedroom (24)
- Commercial (12)
- Elevation (8)
- Counter Tops (7)
- Step-Riser (5)



Real-Time Visualization

- Upload real images for AI-driven layout simulation
- Boosts conversions, minimizes errors and returns

Immersive Design Tools

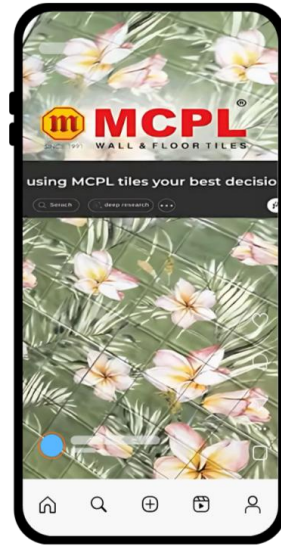
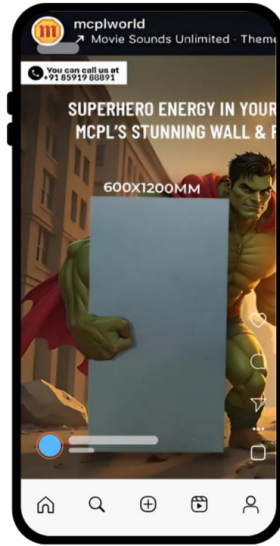
- 360° panoramic previews for all room types with real dimensions
- Reduces consultation time, improves showroom efficiency

Instant Comparisons

- Instant tile switching with side-by-side style visualization
- Reduces change requests, speeds purchase decisions

Strategic Benefits

- ❖ **Faster Delivery** - Boosts client satisfaction and project volume
- ❖ **Cost Efficiency** - Cuts overhead via lean operations
- ❖ **Competitive Edge** - Enables trend-forward, sustainable, customized offerings
- ❖ **Market Relevance** - Continuous alignment with industry trends



- New tile collections with 360° video demos
- “Before & After” visual transformations from showroom clients
- Campaigns promoting warehouse openings and mock-up rooms
- Reels featuring on-site walkthroughs, behind-the-scenes looks, and influencer collaborations

Strengthened Digital Ecosystem

- Established Digital Transformation Division integrating CRM, analytics & omnichannel marketing.
- MCPL Studio + WhatsApp integration delivering 25-40% higher conversions & 15% repeat engagement.
- Unified MCPLworld.com experience boosting online visibility & qualified lead generation.

Targeted Brand Communication

- Consistent campaigns like “Finish Your Space” enhancing awareness & digital recall.
- Influencer collaborations, 360° videos & mock-up reels increasing engagement.
- Product & warehouse campaigns improving dealer activation and regional visibility.

Data-Driven Marketing Efficiency

- AI retargeting engine re-engages visitors, improving repeat visits by ~40%.
- Automated digital outreach reduced CAC by 20-25% and improved conversion ROI.
- Integrated analytics connect marketing spend to showroom & B2B conversions.

Strategic Impact

- Strengthened brand recall & engagement across retail, B2B & exports.
- Higher conversion rates & ROI through content-led, data-backed initiatives.
- Reinforces MCPL's positioning as a digitally advanced, customer-centric ceramics brand.



(Minister of Republic of Burundi)

Burundi

- Exclusive government tile supply contract
- Endorsed by national dignitaries
- Sovereign-level partnership for recurring revenue

Angola

- Institutional school project secured
- Tailored design formats for infrastructure use
- Project-based execution model



Ambassador of Burundi

Market Opportunity

- Africa's Home Décor Market CAGR: 9.1% (2025-2030)
- Large institutional growth opportunity
- Recurring, high-volume export contracts
- Higher pricing power through strategic positioning

Partnership Model

Designed to deliver sovereign-level relationships, institutional supply contracts and margin-accretive export growth



Senegal

Sudan & Senegal

- Channel partners appointed for on-ground execution
- Localized distribution networks established
- Regional market penetration strategy

Uganda

- Strengthened regional presence
- Localized operational leadership
- Established market foundation



Sudan

Product Portfolio:

- Ceramic & porcelain slabs (smallest to world's largest)
- Tile adhesives
- Sanitaryware & bath fittings
- Modular interiors
- One-stop B2B experience

Launch Details:

- Inauguration: August 2025
- Positioning: MCPL's first overseas flagship Display Centre
- Location: Dubai's design & construction hub

Target Customers:

- Architects
- Real estate developers
- Institutional buyers (hospitality, commercial, residential)



Technology Integration:

- Real-time engagement & design simulations
- AI-powered MCPL Studio integration
- Remote client visualization capabilities
- Seamless digital-to-physical customer journey

Strategic Advantage:

- Serves both GCC & African markets
- Enables faster decision cycles
- Stronger export linkages
- Local presence drives trust and conversions

Market Opportunity:

UAE Interior Design Market CAGR: 25-30% (2025-2030)
High-value, premium segment growth
Infrastructure boom across GCC region

Strategic Outcomes & Value Creation



Export Visibility

Strengthens brand credibility in high-value markets
Positions MCPL as globally trusted ceramic brand



Operational Leverage

- Global design integration
- Higher-margin export mix
- Improved pricing power



Faster Conversions

Enables quicker B2B decision cycles through localized engagement
Real-time product experience drives confidence



Brand Positioning

- Design-first approach
- Technology-enabled experience
- Premium segment leadership



Strengthened Retail & Brand Network

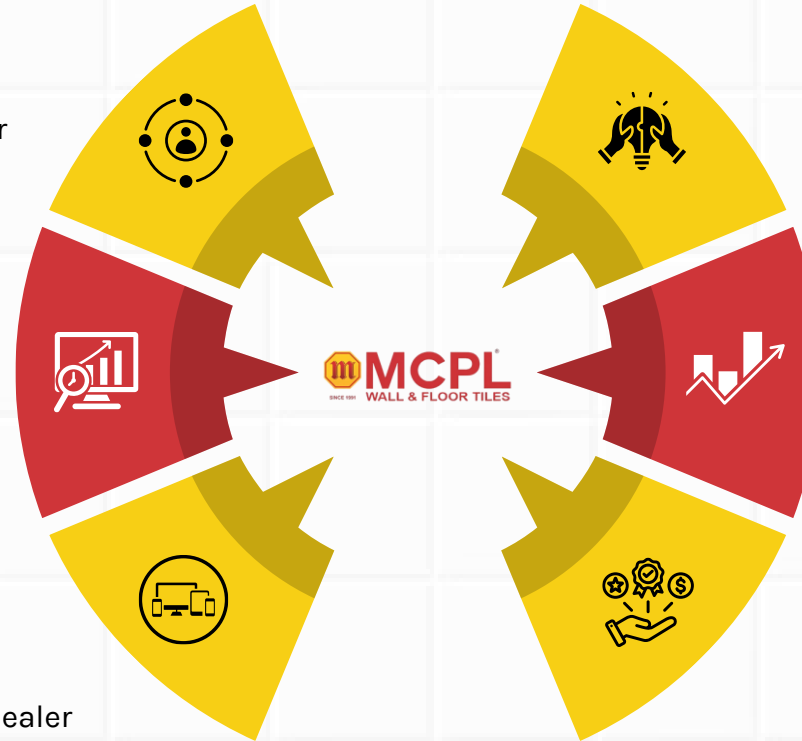
- ✓ 6 premium showrooms across Mumbai, Pune, Bangalore & Thane.
- ✓ Jaquar Partnership Centre (500 sq.ft.), blending ceramics & sanitaryware.
- ✓ MCPL Studio & digital campaigns driving higher conversions and engagement.

Product & Innovation Expansion

- ✓ Launched Glue-Finish Tiles, Wooden Planks, Exotic Stones & Next-Gen Quartz.
- ✓ Expanded adhesive range – Cluster to Universe Premium.
- ✓ Focused on sustainable, design-led diversification across retail & B2B.

Operational & Supply Chain Strength

- ✓ Pune warehouse live (May 2025); Nagpur (FY26) upcoming.
- ✓ Trade Credit Insurance securing receivables & dealer growth.
- ✓ CRM-based logistics improving turnaround and working capital.



Global Expansion & Exports

- ✓ Entered Burundi, Angola, Sudan & Senegal via sovereign partnerships.
- ✓ Dubai Display Centre (Aug 2025) launched – GCC gateway for B2B clients.
- ✓ London subsidiary operational for global reach.
- ✓ Export share to rise 1% → 20% in 3 years; key margin driver.

Digital Transformation & Engagement

- ✓ Formed Digital Transformation Division integrating CRM & analytics.
- ✓ AI-powered Studio & WhatsApp synergy → +40% repeat engagement.
- ✓ Influencer & content marketing boosting brand discovery.

Financial & Strategic Outlook

- ✓ H2 FY25: Revenue ₹98 Cr (+84%), PAT ₹6.6 Cr (+189%), Margin ↑246%.
- ✓ Target 25-30% CAGR via export-led, tech-driven growth.
- ✓ Continued focus on profitability, governance & value creation.



Mr. Dhruv Manoj Rakhasiya **Promoter & Managing Director**

Aged 35, holds a Master of Business Administration (MBA) from Coventry University, London, and brings 10 years of experience in business administration and financial management.

At MCPL, Mr. Dhruv oversees administration, accounts, finance, and legal functions while also leading strategic marketing initiatives, research, and development to drive business growth.



Mr. Akash Manoj Rakhasiya **Executive Director**

With 5 Years of Experience in Business Administration and Export Operations, holds a Master of Business Administration (MBA) from University Canada West.

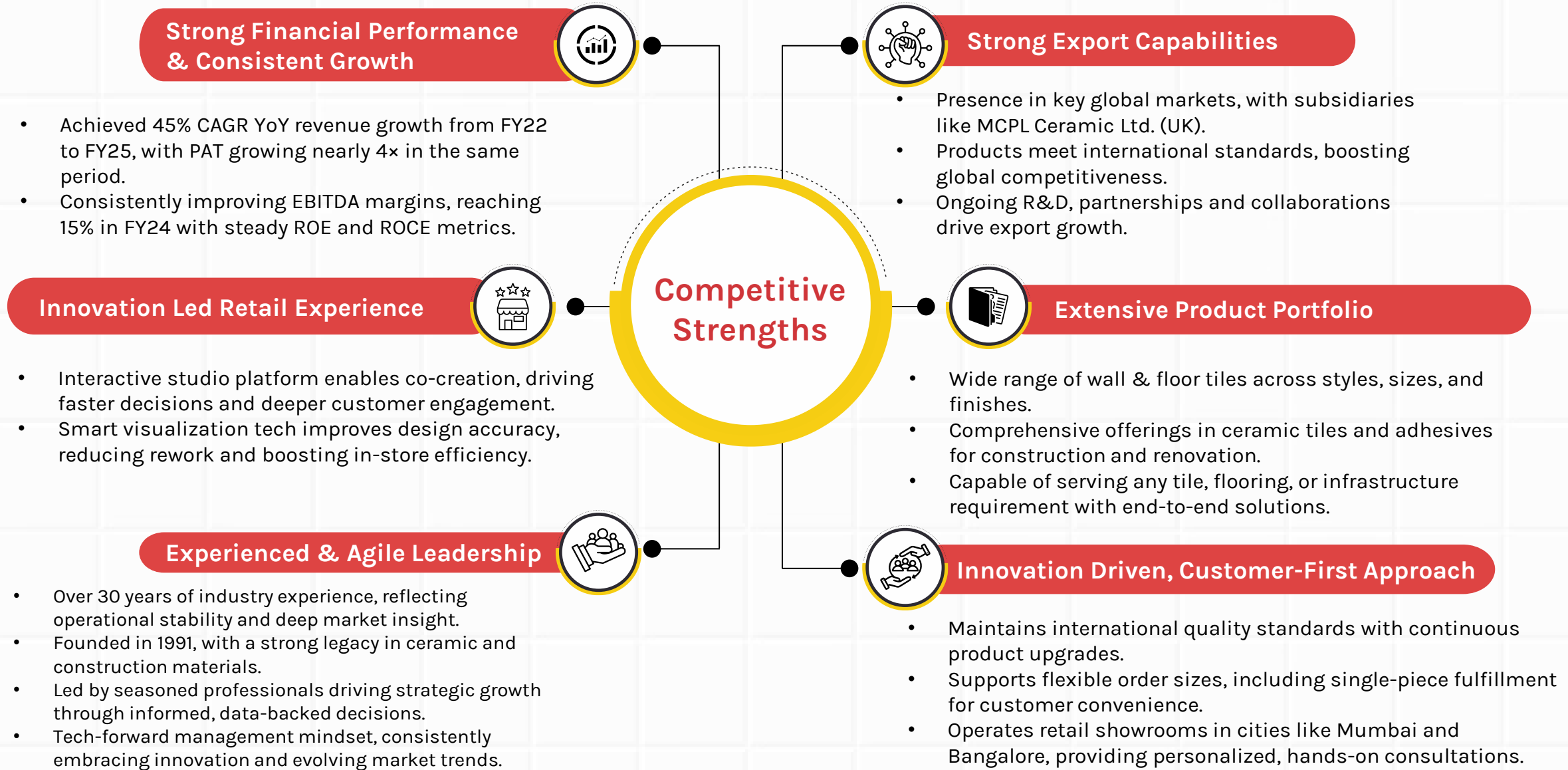
Mr. Akash has successfully established and currently manages the company's exports department, driving its international growth.



Mr. Pankaj Shantilal Rakhasiya **Chief Financial Officer**

Aged 45, Mr. Pankaj Rakhasiya holds a Bachelor's degree in Commerce from Mumbai University and a Postgraduate Diploma in Business Administration (HR) from Symbiosis Centre for Distance Learning.

With over 15 years of expertise in administration and finance, he brings extensive experience to his role as CFO at the company.



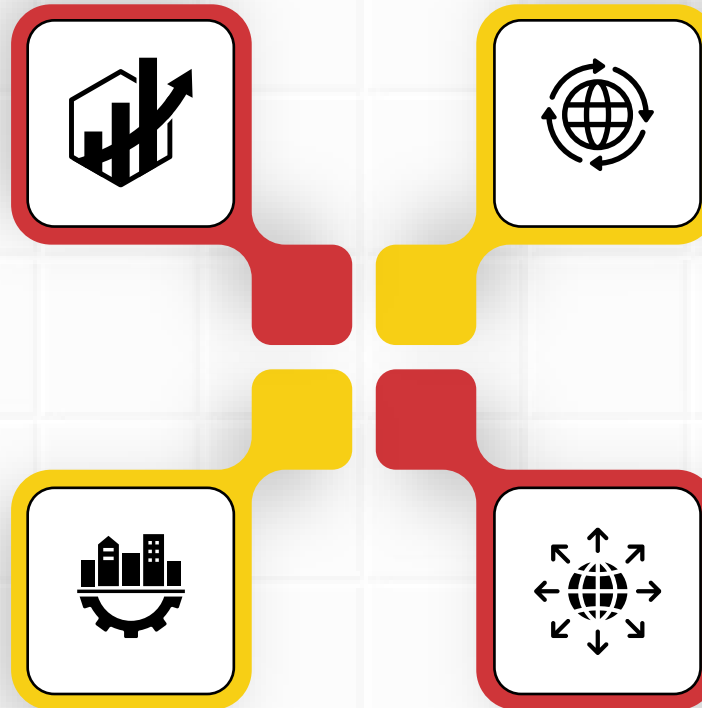


Growth & Financial Performance

- Targeting **25-30% CAGR** over the next 3 years, led by exports and premium product mix.
- Focus on **EBITDA margin expansion** through operational efficiency and mix optimization.
- Strengthened governance with **Trade Credit Insurance** ensuring secure receivables and liquidity.
- Continued emphasis on working capital discipline and sustainable cash flow generation.

Domestic Growth & Product Innovation

- 6 operational showrooms across major cities; Jaquar Partnership Centre enhancing premium presence.
- Launch of Glue-Finish Tiles, Wooden Planks, Exotic Stones & Next-Gen Quartz driving ASP growth.
- AI-driven MCPL Studio improving customer conversions and engagement.
- Strengthening brand through design innovation and digital customer experience.



Global Expansion & Exports

- Export share expected to rise from **1% → 20%** within 3 years.
- Dubai Display Centre (Aug 2025) acting as GCC hub; London & U.S. subsidiaries expanding global reach.
- Active presence in Burundi, Angola, Sudan & Senegal through sovereign-level alliances.
- Export business positioned as key margin accretive growth driver.

Operations, Digital & Strategic Roadmap

- Pune warehouse operational, Nagpur hub (FY26) to enhance turnaround and efficiency.
- Digital Transformation Division integrating CRM, analytics & omnichannel marketing.
- Focus on technology-led scalability, export integration and data-driven engagement.
- Committed to building a digitally enabled, export-led, innovation-driven ceramic brand.



Particulars (INR Crs.)	H1 FY25	H1 FY26	Y-o-Y Change (%)
Revenue	66.09	81.49	
Other Income	0.07	0.13	
Total Income	66.16	81.62	23.38
Raw Material Expense	53.57	64.82	
Employee Benefit Expense	1.59	2.20	
Other Expenses	1.92	3.52	
EBITDA	9.10	11.09	21.86
EBITDA Margin (%)	13.75	13.58	(16 BPS)
Finance Costs	3.49	3.47	
Depreciation	0.13	0.23	
PBT	5.48	7.39	34.84
Tax	1.39	1.86	
PAT	4.10	5.53	35.11
PAT Margin (%)	6.19	6.78	58 BPS
EPS	4.92	4.39	



Historical Income Statement

Particulars (INR Crs.)	FY23	FY24	FY25
Revenue	73.51	95.82	164.30
Other Income	1.42	1.09	0.16
Total Income	74.93	96.91	164.47
Raw Material Expense	58.97	74.19	131.81
Employee Benefit Expense	2.49	3.09	3.09
Other Expenses	3.48	4.67	6.73
EBITDA	10.00	14.97	22.85
EBITDA Margin (%)	13.35	15.44	14.00
Finance Costs	4.83	6.78	7.18
Depreciation	0.23	0.23	0.37
PBT	4.94	7.95	15.30
Tax	1.26	2.61	4.39
PAT	3.68	5.34	10.91
PAT Margin (%)	4.91	5.51	6.64
EPS	-	12.15	11.09



Historical Balance Sheet

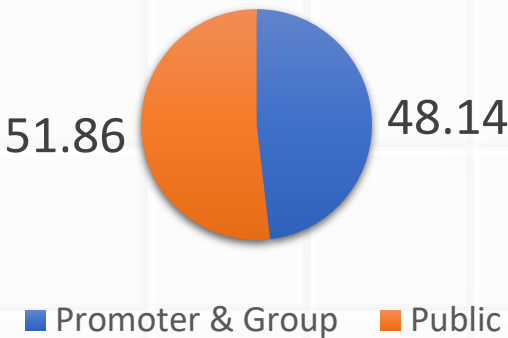
Equities & Liabilities (INR Cr)	FY24	FY25	H1-FY26
Shareholder's Fund			
Share Capital	10.83	13.91	14.91
Reserves & Surplus	19.95	92.67	112.14
Total Equity	30.78	106.58	128.16
Non Current Liabilities			
Long Term Borrowings	27.36	28.98	26.89
Deferred Tax Liabilities	0.00	0.00	0.00
Long Term Provision	0.25	0.50	0.58
Total Non Current Liabilities	27.61	29.49	27.47
Current Liabilities			
Short-Term Borrowings	30.09	29.20	31.05
Trade Payables	12.08	19.10	32.85
Other Current Liabilities	1.76	1.59	2.83
Short Term Provision	2.52	4.60	6.49
Total Current Liabilities	46.45	54.49	56.52
Total Liabilities	104.84	190.56	212.16

Assets	FY24	FY25	H1-FY26
Non Current Assets			
PP&E	0.78	5.06	4.96
Non Current Investment	0.06	0.06	0.06
Deferred tax assets	0.28	0.61	0.64
Long term loan & advances	-	0.28	0.30
Other Non Current Assets	7.50	11.15	11.15
Total Non Current Assets	8.56	16.82	15.93
Current Assets			
Inventories	26.07	50.48	58.92
Trade Receivable	50.65	72.61	99.55
Cash & Cash Equivalents	1.22	10.92	5.60
Short term loan & advances	0.18	0.25	0.07
Other current Assets	18.14	39.49	32.08
Total Current Assets	96.28	173.74	196.24
Total Assets	104.84	190.56	212.16

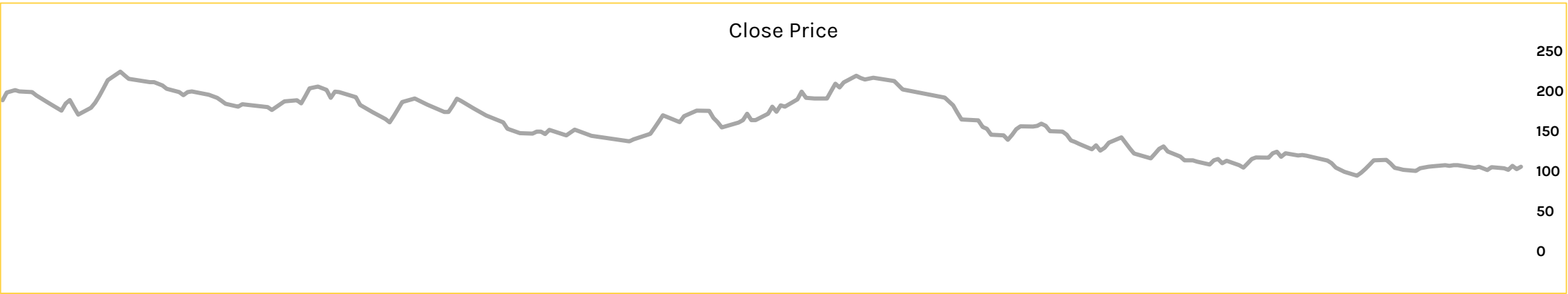


Price Data (As on 14 th Nov, 2025)	INR
Share Price	105.95
Market Capitalization (Cr)	131.45
No of Share Outstanding (Cr)	12,407,000
Face Value	10.0
52 Week H/L	228.45 / 90.05

Shareholding Pattern (As on 30th September, 2025)



Share Performance (Up to 14th November, 2025)



Thank You

Manoj Ceramic Limited

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