

**November 15, 2025**

**To,  
The Manager (Listing Department)  
BSE Limited,  
1st Floor, New Trading Ring,  
P.J. Tower, Dalal Street, Fort,  
Mumbai – 400 001.**

**Ref: BSE Scrip Code: 544464**

**Subject: Investor Presentation – Q2/H1 - FY26**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclosed herewith the investor presentation, which is uploaded on our website as well.

The same can be accessed through the link below: [www.umiyamobile.com](http://www.umiyamobile.com).

Kindly take the aforesaid information on record.

**Thanking you  
For UMIYA MOBILE LIMITED**

**KISHORBHAI JADWANI  
DIRECTOR  
DIN: 06460690**

---

**UMIYA MOBILE LIMITED**

**CIN: U32202GJ2012PLC073173**

Registered Office: Plot No.3, Ward No.7, C.S. No.5805, Vhora Aghat, Nr PDM Com.  
Collage, opp. Lathiya Motors, Gondal Road, Rajkot – 360004, Gujarat

Mobile: +91 75750 39398, Email: [cs@umiyamobile.in](mailto:cs@umiyamobile.in),

Website: [www.umiyamobile.com](http://www.umiyamobile.com)



**UMIYA**<sup>®</sup>  
MOBILE

**UMIYA MOBILE LIMITED**

# Safe Harbour Statement

This presentation and its accompanying materials (collectively, the "Presentation") have been prepared by **Umiya Mobile Limited** ("**Umiya**," "**the Company**," or "**we**") for informational and discussion purposes only. This Presentation does not constitute an offer to sell or solicitation of an offer to purchase any securities, investment advice, or recommendation, nor should it be relied upon as the basis for any investment decision or contractual commitment. Any securities offering by the Company will be made exclusively through formal offering documents containing complete information about the Company, its business, and associated risks.

While the information contained herein has been compiled from sources the Company believes to be reliable, **the Company makes no representations or warranties, express or implied, regarding the accuracy, completeness, or fairness of the information presented.** This Presentation may not include all material information concerning the Company, and any reliance on this information is entirely at the recipient's own risk. The Company expressly disclaims all liability for any errors, omissions, or inaccuracies contained herein.

This Presentation contains forward-looking statements concerning the Company's business prospects, market opportunities, and strategic outlook based on current expectations and assumptions. These statements are subject to significant risks and uncertainties, and actual results may differ materially from those expressed or implied. Various factors may cause actual outcomes to vary, including economic conditions in India and internationally, industry trends and competitive dynamics, execution of business strategies, technological developments, revenue variability, market acceptance, regulatory changes, and other business risks. **The Company undertakes no obligation to publicly update or revise any forward-looking statements**, whether as a result of new information, future events, or otherwise.

Any forward-looking statements, projections, or opinions attributed to third parties included in this Presentation are not endorsed by the Company, and the Company assumes no responsibility for their accuracy or reliability. By reviewing this Presentation, recipients acknowledge that they have read, understood, and agree to be bound by the terms of this disclaimer.



# Umiya Mobile @Glance

Established in 2012, **Umiya Mobile Limited** has evolved into a prominent multi-brand retail player in smartphones, mobile accessories, and consumer electronics. The company operates under two brands, “**UMIYA MOBILE**”, “**MYPHONE**” & “**PHONE PLUS**”, and has built strong customer trust through a wide-ranging portfolio of products from leading global brands.

Its offerings span the latest smartphones from Apple, Samsung, Realme, Xiaomi, Oppo, Vivo, Motorola, Google Pixel, and Infinix, etc. as well as consumer durables including smart TVs, air conditioners, refrigerators, and coolers from renowned brands such as Sony, LG, Panasonic, and Godrej.



## Key Facts

**12+**  
Years of  
Experience

**268**  
No. of Stores

**200+**  
Brands

**1,600+**  
SKUs

**127**  
Employees

# Major Events & Milestones

**2006**

A small sim card selling outlet.

**2012**

Incorporation of Company as Private limited company.

**2017**

3rd Store in Rajkot (Panchayat Chowk)

**2020**

Started to run on highway with 6th store (Ahmedabad)

**2023**

Became the fastest growing retail chain

**2025**

Listed on BSE SME

# Certifications & Awards

							
Paytm Premium Partner	UV Club	Oppo Outstanding 2022	Onesite Go Wow Champions	Noice Authorised	Samsung Galaxy AI Conclave	Samsung Sambandh 2009	itel Contribution
							
At This Time	Realme India	Narzo	Vivo The Future is Nex	MI Fortune KP	Samsung The President Club 2022	Oppo Highest F25 Pro Sales	JBL 75 Years
							
Samsung the President Club 2019	Oppo F21	Samsung President Club 2022	Samsing S24 Performance Jan - Feb 24	MI Platinum Partners	Samsung President club 2018	Tecno Premium Partner H2 2021	Samsung President Club 2021
							
Oppo Premier Club Q3	Kotak 2022	Samsung President Club 2021	Rotary Virtual Marathon 2020	Samsung Galaxy AI Conclave	Samsung Growth FY 2024	Samsung Awesome 5G	Oppo Best Overall Performance 2023
							
Tecno 2020	HDFC Bank	Realme	Samsung Road to Glory 2.0	Oppo Royal Bandhan Club 2018	Samsung President Club 2016	Onsitego Partnership	Ramjhat Navratri 2022



# Certifications & Awards



Home Credit 2024



Narzo Mighty  
Performance Inside



Vivo in Recognition of  
the exemplar 2022



Samsung President Club  
2024



Vivo V29 Partners



Oppo Royal Bandhan Club



Vivo Membership 2022



Tecno Winner  
Fly shanghai 2018



M&I Best seller



Kotak FY 20-21



Samsung H1 - 2023



Oppo Premier Club 2023



Royal Bandhan  
Club 2019 Q1



PineLabs Q1 and Q2



Oppo R17 Pro  
Certified



Samsung No. 1  
Smartphone



Vivo Family Club

# Retail Partners

## Smartphones



## Accessories



## Consumer Electronics





## Payment & Transaction Partners



## Consumer Financing Partners



# Business Model



**25 Owned Stores**



**243 Retail Outlets**

Stores spread across **26 cities** in Gujarat and **14 cities** in Maharashtra

## Financing Solutions

Credit/EMI options via  
banks & NBFC tie-ups  
Expands affordability & boosts sales

## After-Sales Services

Maintenance, repairs, customer  
Support Available at both  
owned & retail stores

## Warranty & Replacement Process

Manufacturer-backed warranties  
Seamless replacement/servicing  
through suppliers

# Accelerating Network Expansion



**268**

**Total No. of Stores across Gujarat,  
Maharashtra & Union Territory**



# Product Portfolio

## Mobiles



## Accessories



**Smart Watch**



**Soundbar**



**Mobile Adapter & Cable**



**Headphone**



**Car Charger**



**Memory Card**

# Product Portfolio

## Laptops / Tablets



## Home Appliances



**Television**



**Refrigerator**



**Air Conditioner**



**Air Cooler**



**Washing Machine**



**Wireless Camera**

# Store Unit Economics



**~350 sq. ft**  
Retail footprint



**~600 sq. ft**  
Avg. store size



**91.9%**  
Conversion rate



**85.9%**  
Repeat clientele



**₹35–40 lakh**  
(with & without stock)  
Capex/store



**₹60–70 lakh**  
Working capital



**300–400**  
SKUs/store



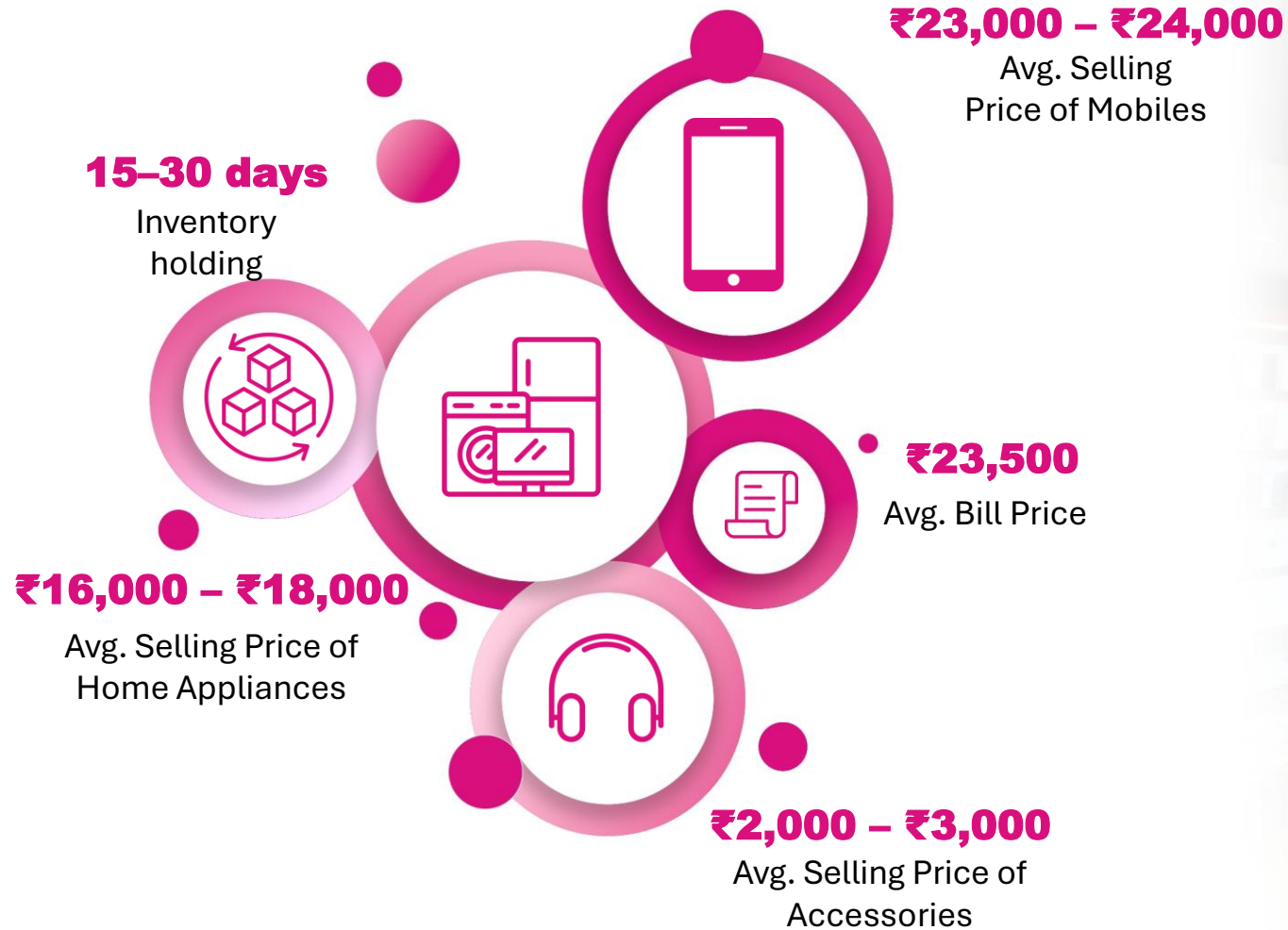
**1 month**  
Monitoring period



**6–12 months**  
Payback

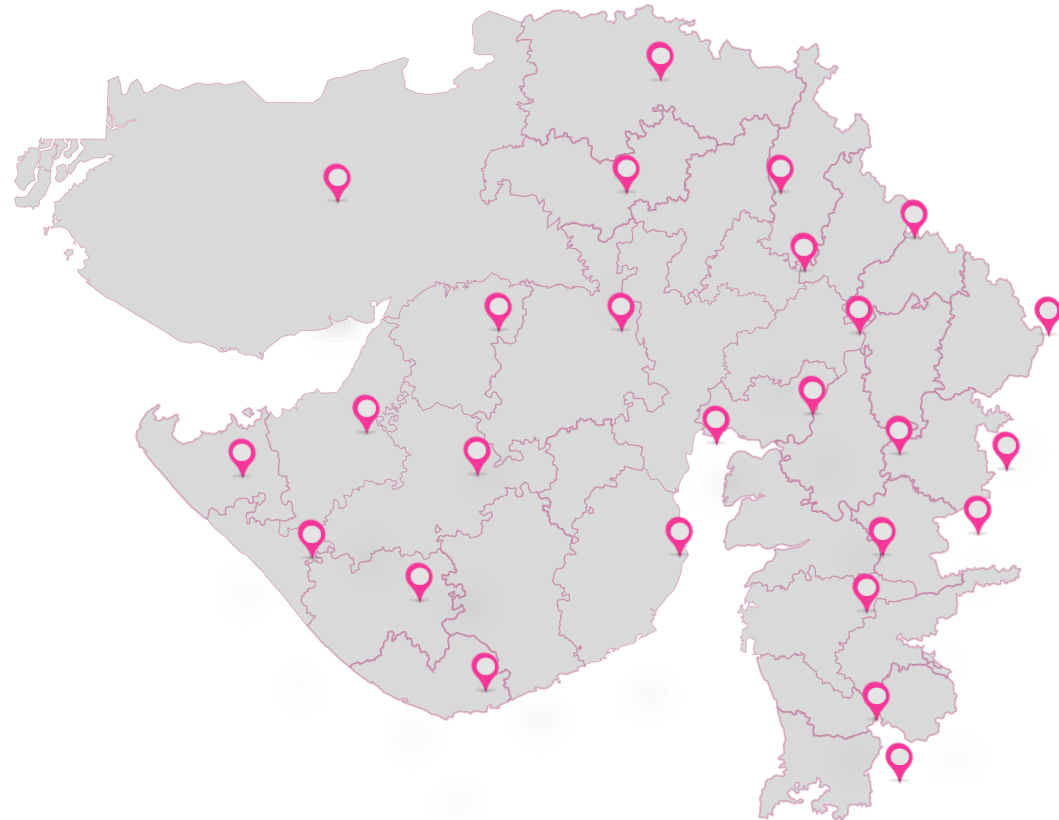
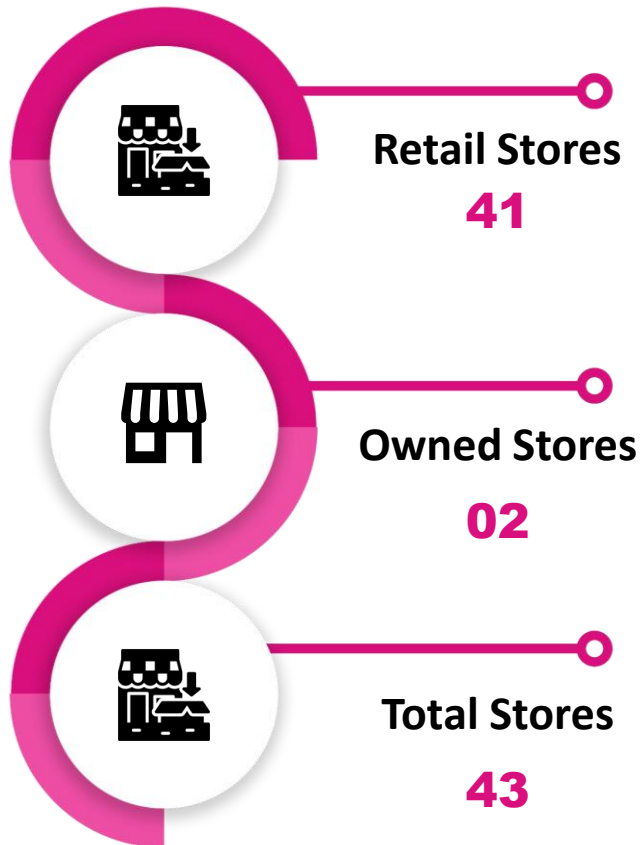


# Sales and Operations Metrics

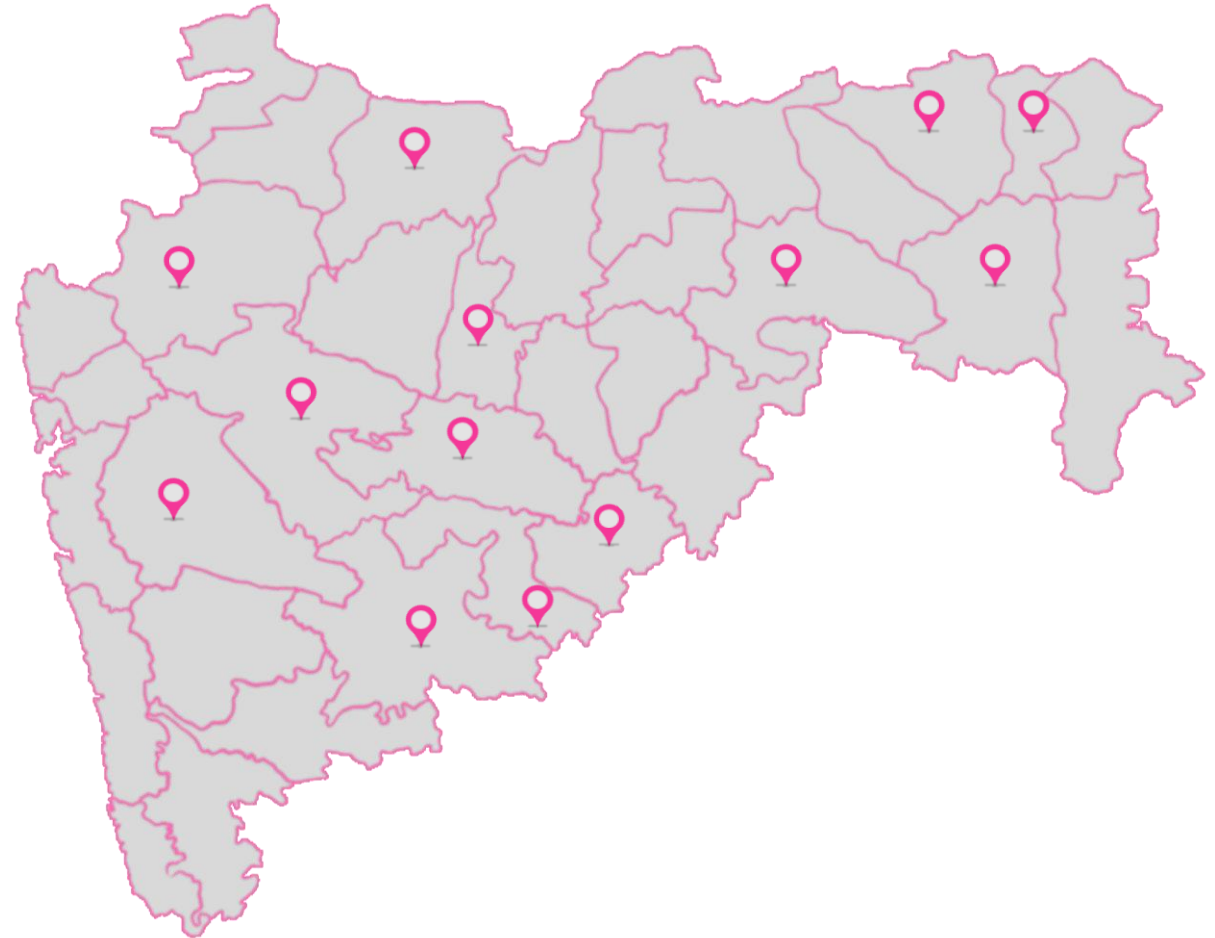
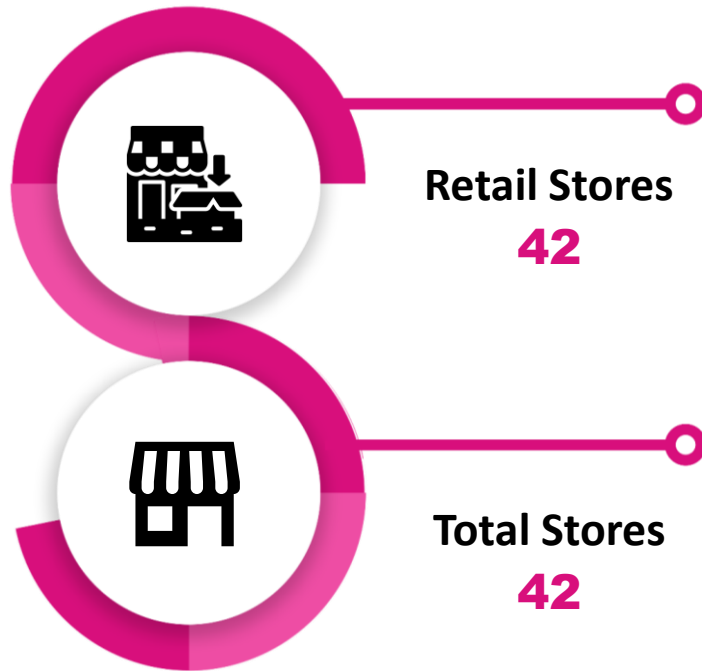


## Major Presence - Gujarat

**One Of The Third Largest**  
Turnover Gaining Mobile Chain In Gujarat.



## Major Presence - Maharashtra





# Business Strategy

## Increase Brand Visibility

Expand dealer network to broaden reach, strengthen brand recall, and ensure retention in customers' minds.



## Maintain Edge Over Competitors

Scale existing products, add new high- and mid-segment offerings, and expand portfolio to strengthen competitive edge.



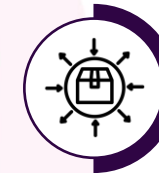
## Improve Sales

Expand into Tier 2 & 3 towns, reduce overhead costs, and benefit from post-GST shift from unorganized to organized retail.



## Diversify Product Portfolio

Expand beyond smartphones into accessories, smart TVs, home appliances, and electronics with varied price points, exclusive lines, and bundles to drive sales and customer loyalty.



## Leverage Market Skills & Relationships

Customer-focused approach with strong relationships, skilled teams, and effective follow-ups to ensure satisfaction.



## Improve Debt-Equity Ratio

Repay loans to lower debt-equity ratio, strengthen financial stability, improve efficiency, and enable future expansion funding.



# Marketing Activities

Sponsorships during festivals and sports events



## Video Shoots

Invest in high-quality video shoots to showcase product design, features, and performance, strengthening brand image and driving customer trust.

National Shopping day offer

Diwali sales Ad



## Social Media

Actively connect with customers via popular platforms by sharing content, testimonials, and visuals, while offering direct interaction and prompt assistance.

# Brief Profile of Directors



**Mr. Jadwani Kishorbhai Premjibhai**  
**Chairman and Managing Director**

With 12+ years in electronics and mobile accessories retail, he has been associated with the Company since inception, driving key policy decisions, strategy formulation, and business growth.



**Mr. Jadvani Girishkumar Premjibhai**  
**Whole-Time Director**

has More than 12 years of experience in the Business of trading in Electronics goods and Mobiles related accessories. He has been associated with our Company since incorporation.



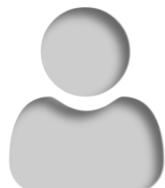
**Mr. Vijesh Premjibhai Patel**  
**Whole-Time Director**

With 12+ years in electronics and mobile accessories retail, he has been associated with the Company since inception, leading sales, marketing, brand building, HR, retail operations, and business expansion.



**Ms. Komal Nishitbhai Ganatra**  
**Non- Executive Independent Director**

With 4+ years of experience in accountancy, bookkeeping, and advisory services, she has previously worked with Maverick International and now practices independently under her firm, Vrushti Consultancy..



**Mr. Vishwas Odhavjibhai Sagparia**  
**Non- Executive Independent Director**

practicing Chartered Accountant with over 9 years of experience. He runs his own firm, Sagparia & Associates, specializing in Audit & Assurance, Corporate Law & Compliance, Taxation, Corporate Finance, and Strategic & Financial Planning.



**Mr. Nathavani Bhavik K**  
**Non- Executive Independent Director**

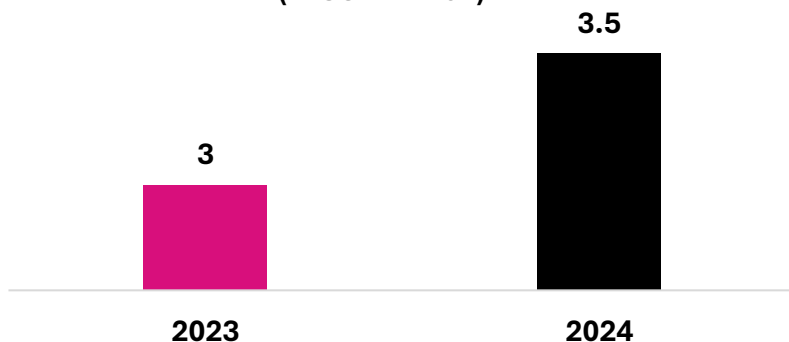
B.Com (Saurashtra University, 2009) and ICAI member since 2012, is a Chartered Accountant with 13+ years of experience. Through Bhavik Nathavani & Co, he specializes in Tax Planning, ERP Implementation, Corporate Finance, and Business Process Optimization.



# Industry Outlook

## Global Electronics Market

(In USD Trillion)

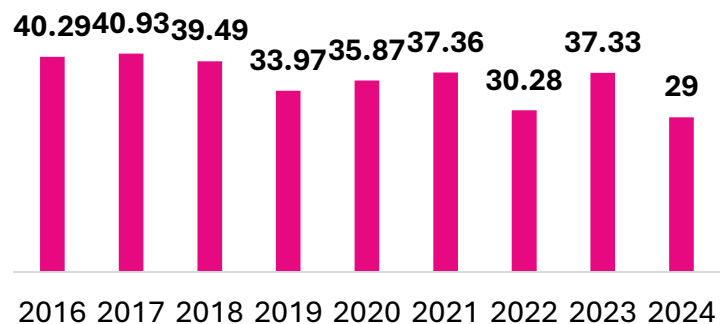


## Indian Electronics & Electrical Market

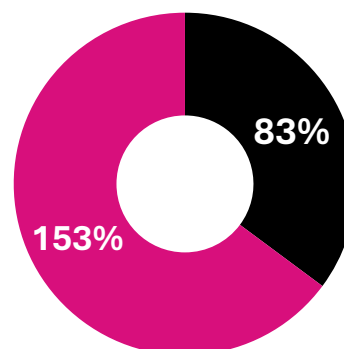
(In USD Billion)



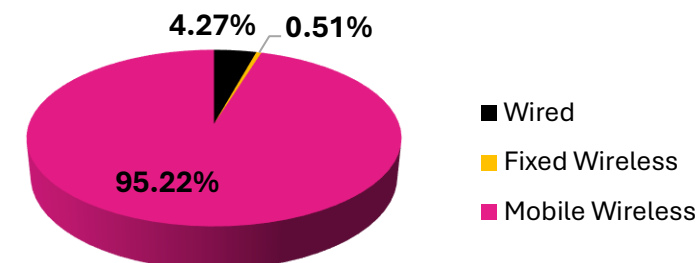
## Telecom Sector Gross Revenue



## Indian Consumer Electronics



## Composition of Internet Subscription



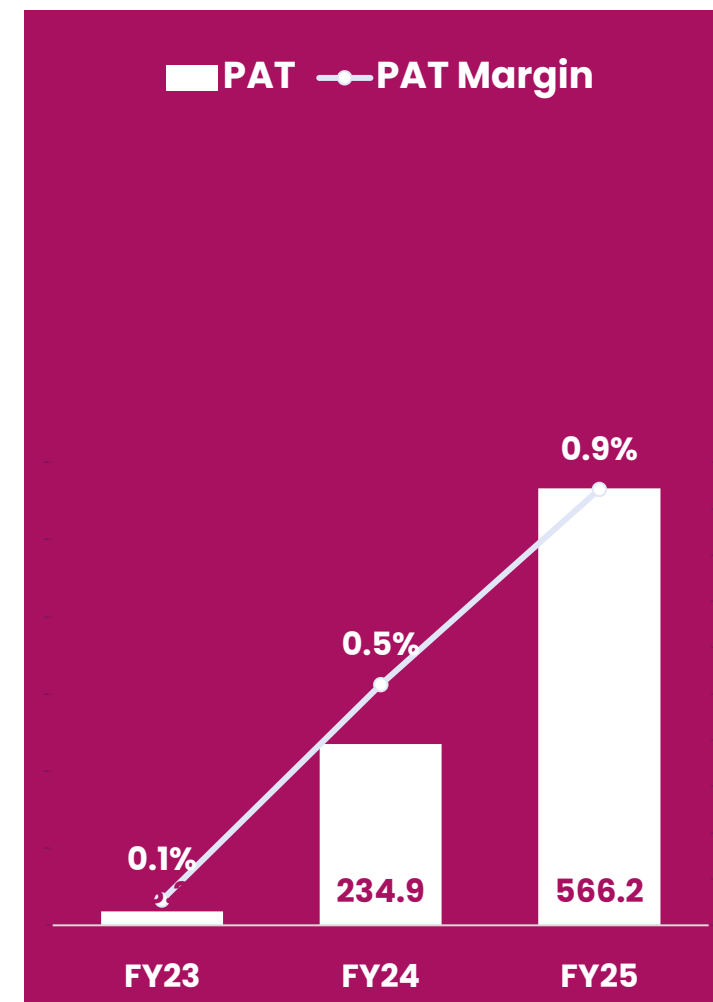
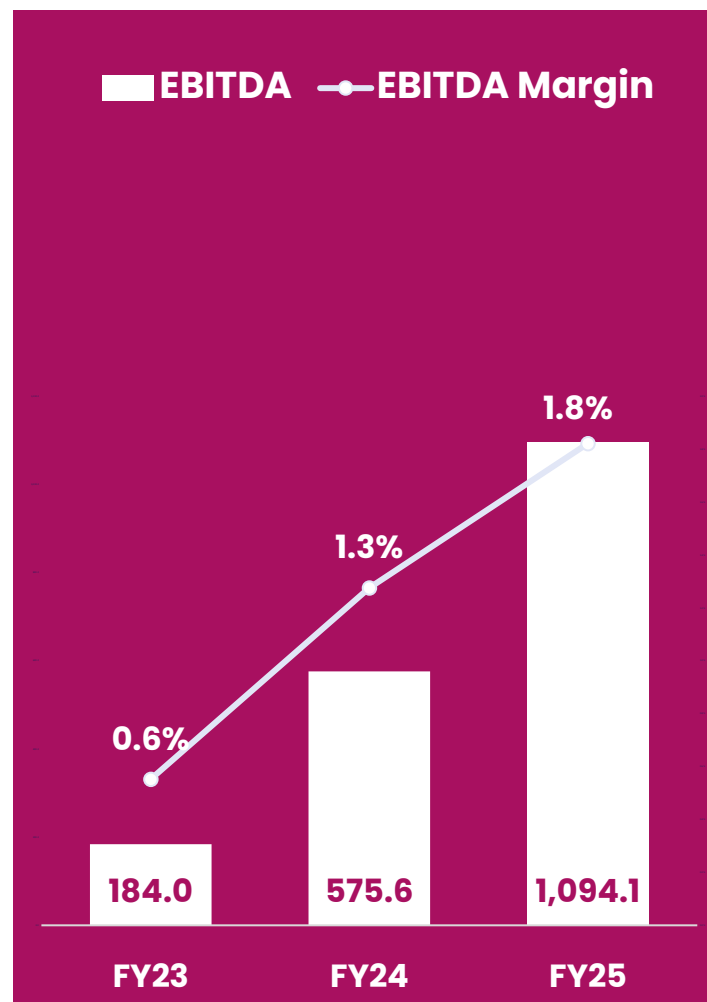
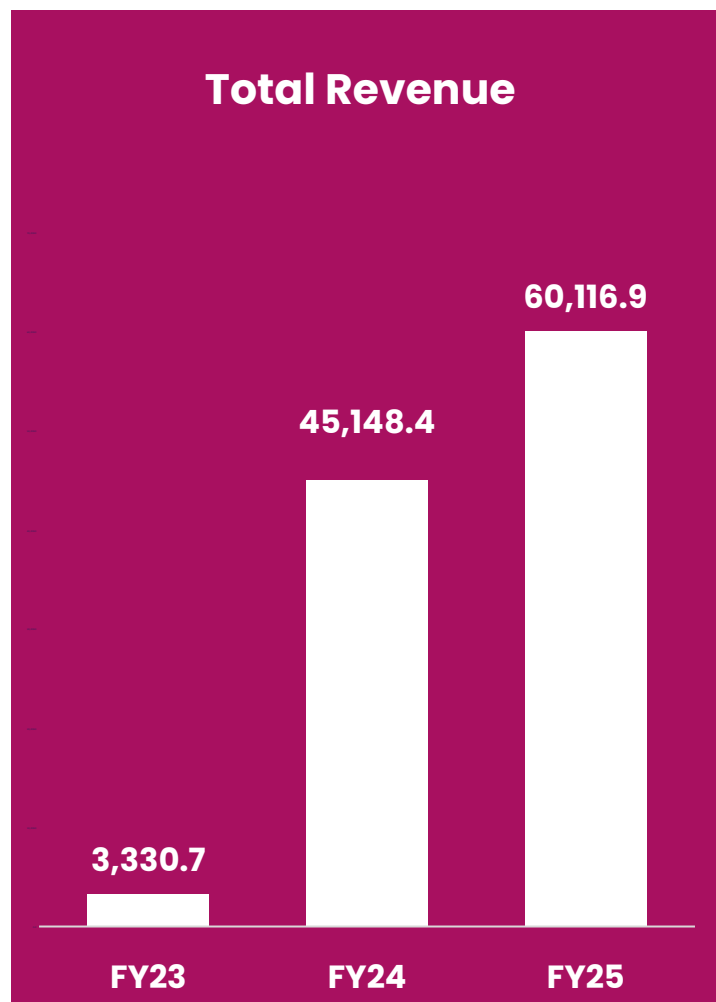
# H1 FY26 Financial Snapshot



Income Statement (in ₹ lakhs)	H1 FY26	H1 FY25	YoY Change
Revenue from operations	36,518.98	25,139.74	45%
Purchases of Stock-in-Trade	40,319.43	27,028.97	
Change in Inventories	-3979.84	-1835.58	
Gross Profit	179.39	-53.65	
Employee Costs	283.38	221.66	
Other Expenses	1,622.09	1,047.41	
EBITDA	-1,726.08	-1,322.72	
Depreciation	38.97	34.58	
EBIT	-1,765.05	-1,357.30	
Interest	98.51	100.62	
Other Income	2,367.83	1,909.94	
PBT	504.27	452.02	12%
PAT	378.45	348.21	9%

All Figures are in ₹ Lakhs

# Financial Snapshot



All Figures are in ₹ Lakhs & Margins are in %



# Income Statement

Particulars	FY23	FY24	FY25
Revenue from Operations	33,330.66	45,148.40	60,116.87
Purchases of Stock-in-Trade	32,444.11	43,734.30	58,942.21
Change in Inventories	-737.20	-1,066.26	-2,549.76
<b>Gross Profit</b>	<b>1,623.75</b>	<b>2,480.36</b>	<b>3,724.42</b>
Employee Costs	363.50	367.39	493.00
Other Expense	1,076.26	1,537.40	2,137.36
<b>EBITDA</b>	<b>183.99</b>	<b>575.57</b>	<b>1,094.06</b>
Depreciation	42.57	59.69	71.80
<b>EBIT</b>	<b>141.42</b>	<b>515.88</b>	<b>1,022.26</b>
Interest	139.58	210.76	267.88
Other Income	23.79	10.03	10.66
<b>PBT</b>	<b>25.64</b>	<b>315.13</b>	<b>765.04</b>
<b>PAT</b>	<b>18.24</b>	<b>234.94</b>	<b>566.23</b>

All Figures are in ₹ Lakhs

# Balance Sheet

Particulars	FY23	FY24	FY25
<b>Share Capital</b>	55.00	55.00	1,045.00
<b>Reserves &amp; Surplus</b>	541.72	776.67	352.90
<b>Shareholder's Equity</b>	596.72	831.67	1,397.90
Long Term Borrowing	136.80	79.08	-
Long Term Provisions	15.24	20.09	23.40
Other Non-Current Liabilities	962.69	1,604.31	3,065.56
Short Term Borrowing	1,288.57	1,668.08	2,359.70
Trade Payables	2,092.21	2,224.51	2,806.02
Short Term Provisions	55.72	65.34	3.60
Other Current Liabilities	192.50	181.41	844.16
<b>Total Current Liabilities</b>	3,629.00	4,139.34	6,013.48
<b>Total Equities &amp; Liabilities</b>	5,340.45	6,674.43	10,500.34

Particulars	FY23	FY24	FY25
Tangible Assets	274.17	318.26	362.83
Intangible Assets	24.27	22.83	21.01
Other Non-Current Assets	71.10	79.71	129.23
Deferred Tax Assets	5.08	7.94	9.05
<b>Total Non-Current Assets</b>	374.62	427.74	522.12
Inventories	3,110.74	4,176.99	6,726.76
Cash and Cash Equivalents	188.57	183.33	322.20
Short-Term Loans & Advances	925.28	1,264.82	1,918.35
Trade Receivables	470.99	198.82	229.42
Current Investments	6.47	6.47	6.47
Other Current Assets	263.78	416.25	775.01
<b>Total Current Assets</b>	4,965.83	6,246.68	9,978.21
<b>Total Assets</b>	5,340.45	6,674.43	10,500.33

All Figures are in ₹ Lakhs

# Key Ratios

## Current Ratio

In Times



FY23

FY24

FY25

## Debt - Equity Ratio

In Times



FY23

FY24

FY25

## Net Capital Turnover

In Times



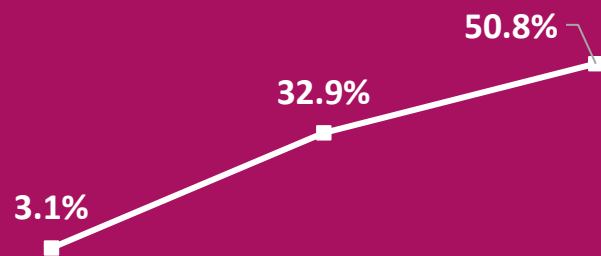
FY23

FY24

FY25

## ROE

In %



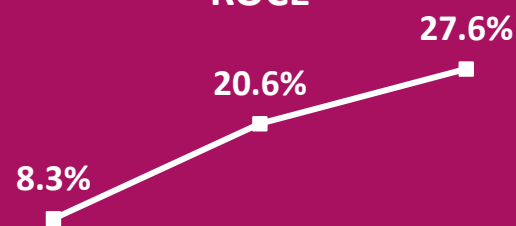
FY23

FY24

FY25

## ROCE

In %



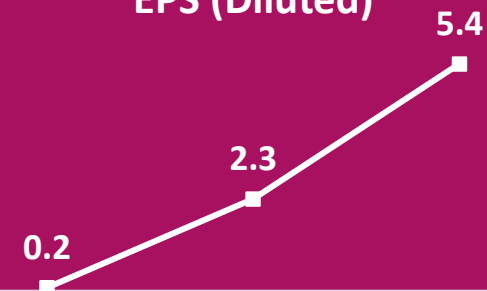
FY23

FY24

FY25

## EPS (Diluted)

In ₹



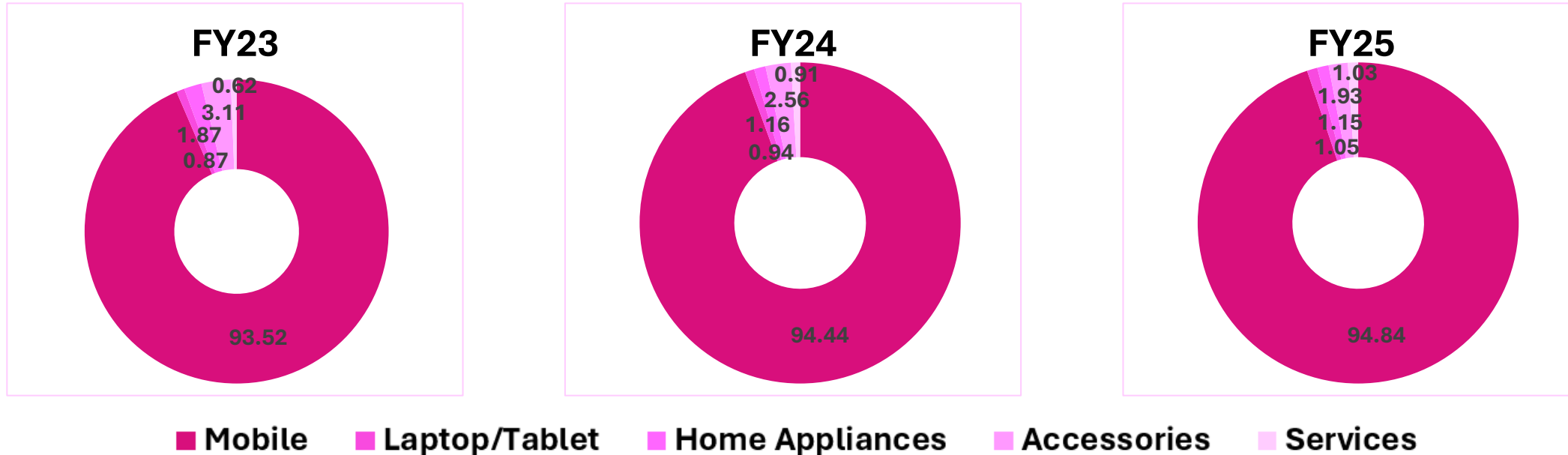
FY23

FY24

FY25



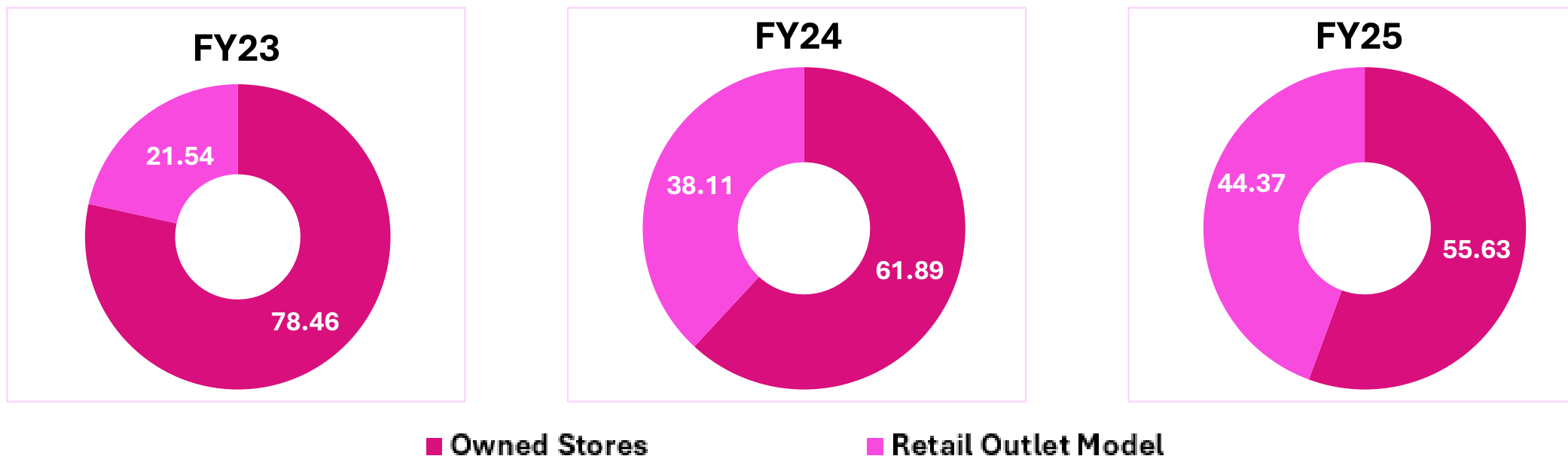
# Product Wise Revenue Bifurcation



(₹ in Lakhs)

Particulars	FY25	FY24	FY23
Mobile	53,115.80	40,048.36	29,168.78
Laptop/Tablet	586.43	397.51	272.08
Home Appliances	646.02	493.51	584.52
Accessories	1,081.43	1,084.31	969.83
Services	578.24	384.43	194.55
<b>Total</b>	<b>56,007.92</b>	<b>42,408.13</b>	<b>31,189.75</b>

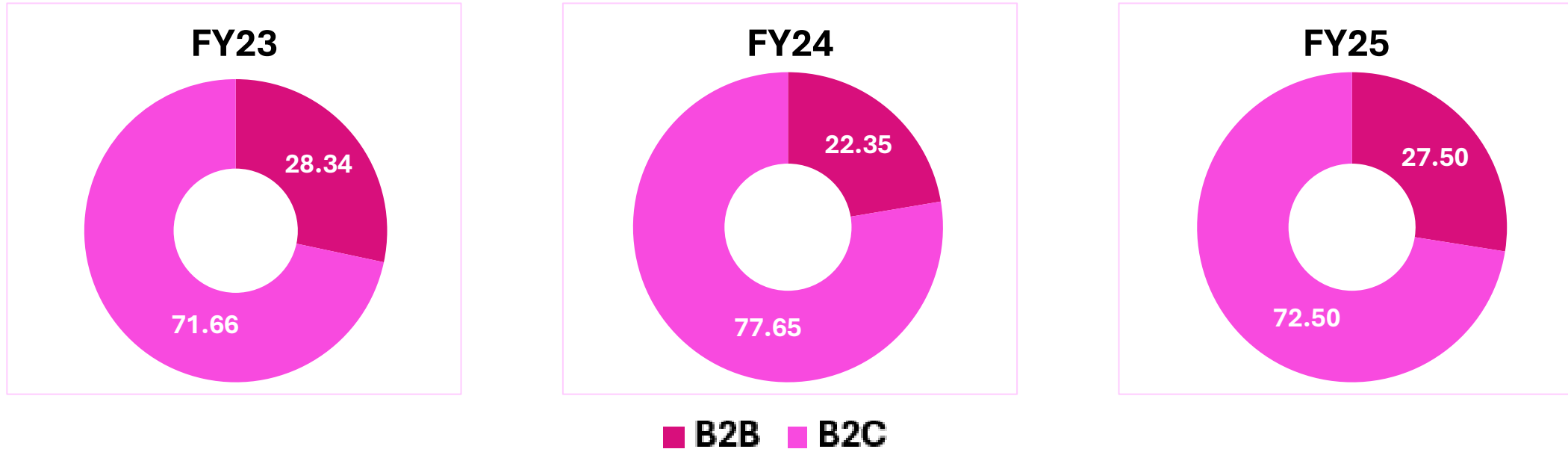
# Store Category Wise Revenue Bifurcation



(₹ in Lakhs)

Particulars	FY25	FY24	FY23
Owned Stores	31,158.57	26,246.25	24,472.39
Retail Outlet Model	24,849.35	16,161.87	6,717.36
<b>Total</b>	<b>56,007.92</b>	<b>42,408.13</b>	<b>31,189.75</b>

# Revenue Bifurcation From B2B & B2C



(₹ in Lakhs)

Particulars	FY25	FY24	FY23
B2B	15,404.29	9,479.98	8,840.20
B2C	40,603.63	32,928.15	22,349.55
<b>Total</b>	<b>56,007.92</b>	<b>42,408.13</b>	<b>31,189.75</b>



# Stock Data

## Stock Details

As On 11/11/2025

**BSE - SME: 544464**

**Share Price** ₹ 95.90

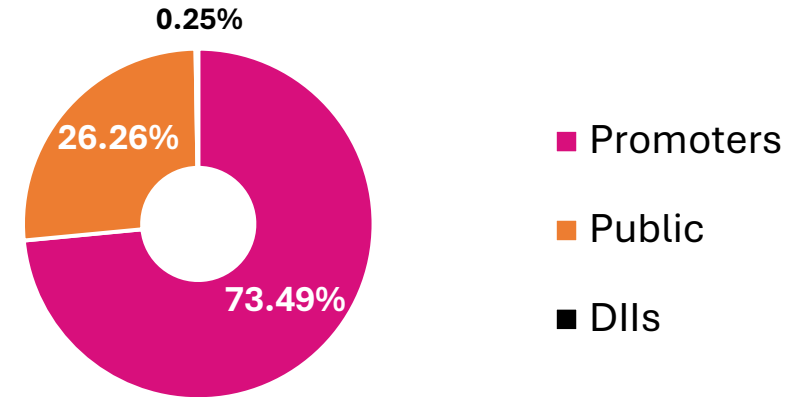
**Total Market Cap (₹ Cr.)** ₹136.37

**Face Value** ₹10

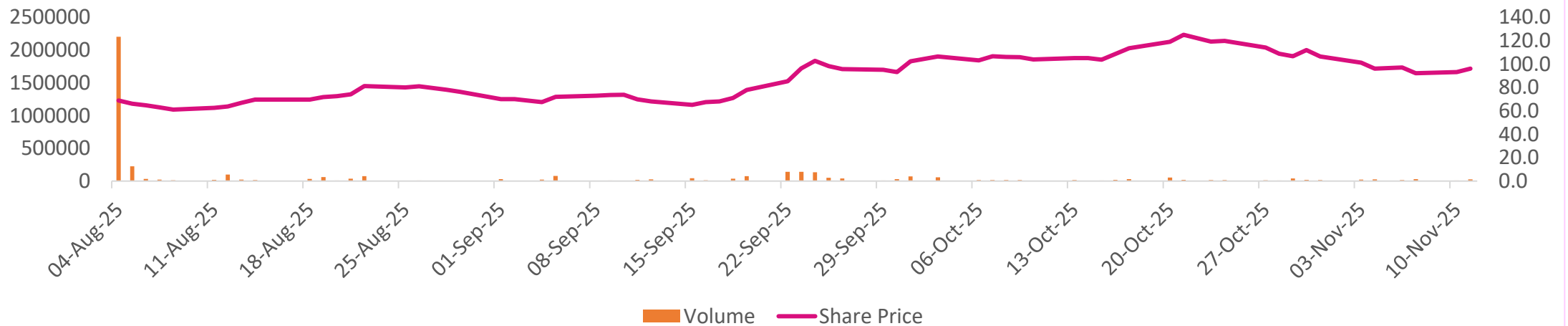
**52 Weeks High/ Low** ₹124.89/₹58.02

## Shareholding Pattern

30<sup>th</sup> September 2025



## Share Performance From 4<sup>th</sup> August 2025 Till Date



# THANK YOU



**UMIYA MOBILE LIMITED**

**Address:** Plot No. 3, Ward No. 7, C.S. No. 5805,  
Vhora Aghat NR PDM COM. Collage,  
Opp. Lathiya Motors, Gondal Road,  
Rajkot - 360004, Gujarat, India

**Email:** [invetsors@umiyamobile.in](mailto:invetsors@umiyamobile.in)

**Website:** [www.umiyamobile.com](http://www.umiyamobile.com)



**ORIM CONNECT**

**Address:** 220, Corporate Avenue, Goregaon,  
Mumbai, Maharashtra 400063

**Email:** [letsconnect@orim.in](mailto:letsconnect@orim.in)

**Website:** [www.orim.in](http://www.orim.in)

