



**DACHEPALLI PUBLISHERS LIMITED**

Plot No.2/B, (C.F.Area) I.D.A. Cherlapalli, Phase II, Hyderabad - 51. Ph : 72070 20941, 72070 20942.

Date:- 14th February, 2026

To,  
Compliance Department,  
Bombay Stock Exchange,  
Mumbai

Symbol: 544667

Dear Sir/Madam,

**Subject: Investor Presentation on Unaudited Financial Results of the Company for Q3 & 9M FY 26**

With reference to the afore-mentioned subject and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find Investor Presentation on Unaudited Financial Results of the Company for the Q3 & 9M FY 26.

This Investor Presentation is also being uploaded on the Company's website i.e., [www.dachepalli.com](http://www.dachepalli.com)

Kindly take the same on your records.

For **DACHEPALLI PUBLISHERS LIMITED**

**ANAND  
JOSHI**

Digitally signed by ANAND JOSHI  
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 **DACHEPALLI PUBLISHERS**  
**LIMITED**  
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# **DACHEPALLI PUBLISHERS**

# **LIMITED**

**Q3 & 9M FY26 Investor Presentation**

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# Dachepalli Publishers: Over A Century Of Educational Legacy

Dachepalli Publishers Limited is an established educational publishing house dedicated to the K-12 segment, catering to CBSE, ICSE, and State Board curriculums.

Founded in 1998 by Mr. Vinod Kumar Dachepalli and Mr. Rushikesh Dachepally, the company traces its roots to a modest bookstall set up by their forefather in the early 1900s.

What began as a retail outlet for textbooks and magazines gradually evolved into a comprehensive academic publishing business, now known for providing high-quality textbooks and integrated learning solutions.

Today, Dachepalli Publishers partners with schools across India, ranging in size from 100 to 50,000 students, offering a full academic support system that includes curriculum-aligned digital tools like instructional videos and test generators.

Headquartered in Hyderabad, the company has become a trusted name in education, known for combining content expertise with digital innovation to enhance learning outcomes and streamline classroom delivery.



# Key Facts & Figures

Since

**1908**

Incorporated

**1998**

**200+**

Total Employees

**600+**

Titles in Portfolio

**6**

Brands Owned

**4+ Mn**

Books Sold (FY 2025)

**75+**

Authors Associated  
(In-house & External)

**300+**

Distribution Network

**60+**

Trained Professionals

**10**

**states/UT's**

Schools & Institutions  
Served

**9M FY26**

Revenue - ₹5,552 L

EBITDA - ₹1,773 L

PAT - ₹1,005 L





# Management Team



**Mr. Vinod Kumar Dachepalli**  
**Whole Time Director**

Mr. Vinod has been associated with our Company since its incorporation and has played a pivotal role in its establishment and growth. A Commerce graduate, he brings with him over four decades of experience in the industry. Under his leadership since 1998, our Company has evolved from a modest setup to a recognized name in the educational publishing sector. His expertise spans accounting, marketing, and customer relationship management. He is primarily responsible for the overall operations, strategic planning, and daily management of the Company.



**Mr. Rushikesh Dachepalli**  
**Executive Director**

Mr. Rushikesh Dachepalli brings over 40 years of experience in customer relations & operations, playing a vital role in shaping the company's service-driven approach and operational excellence. He has been instrumental in shaping the Company's content design strategy and has contributed significantly to the development of high-quality, visually engaging educational material. He is actively involved in the Production and Marketing functions and plays a key role in strategic and operational decisions.



**Ms. Manjula Dachepalli**  
**Executive Director**

Ms. Manjula is a Science graduate; she has been with the Company since its inception. She has significantly contributed to the formulation of business strategies and internal operations. Her responsibilities include overseeing human resources, design, and market expansion initiatives. She brings strong expertise in finance and management, playing a vital role in ensuring the Company's operational efficiency and financial stability.



**Mr. Harish Kumar Dachepalli**  
**Executive Director**

Mr. Harish holds an Honours degree in Commerce from Badruka College of Commerce, Hyderabad, and has also completed executive education from the Indian School of Business (ISB), focusing on managing and scaling family-owned enterprises. Since joining the Company in 2009, he has played an active role in research & development, sales operations, and strategic planning. He was appointed as a Director on March 26, 2018.

# Management Team



**Mr. Abhinav Dacheppally**  
**Executive Director**

Mr. Abhinav holds an Engineering degree and an MBA in Marketing from a reputed international university. Since joining the Company in 2014, he has contributed contemporary marketing strategies and global business insights. He is primarily responsible for marketing and business development in the state of Andhra Pradesh and other regions. He was appointed as a Director on March 26, 2018.



**Ms. Madhumathi Suresh**  
**Independent Director**

Ms. Madhumathi Suresh is a qualified Chartered Accountant with over 35 years of experience in finance and taxation. Her experience and insights provide valuable guidance to the Company's corporate governance and financial decision-making processes.



**Ms. Dipali Pallai**  
**Independent Director**

Ms. Dipali Pallai is an experienced professional with over 20 years of expertise in Human Resource Strategy, Organisational Development, and business coaching. Her knowledge enhances the Company's people management and strategic planning capabilities.



**Ms. Aravinda Annapurna  
Garikipati**  
**Independent Director**

Ms. Aravinda is a Fellow Chartered Accountant with over 18 years of experience in finance, taxation, anti-money laundering regulations, and arbitration. Her multidisciplinary expertise strengthens the Company's compliance, governance, and risk management practices.

# Product Portfolio



## Pre-Primary Education

### Grades/Levels:

Playschool, Nursery, Jr. KG, Sr. KG

### Curriculum Coverage:

CBSE, ICSE, State Boards

### Age Group:

3 to 6 years

### Total Titles:

174

### Highlights:

- NEP-aligned foundational content
- Technology-integrated and traditional series options
- Designed to nurture early learning and school readiness



Business Overview

# Product Portfolio

## Primary Education

### Grades/Levels:

1 to 5

### Languages Offered:

Telugu, Hindi, Tamil, Kannada

### Age Group:

7 to 11 years

### Key Feature:

Physical + Digital blended learning experience

### Total Titles:

273

### Curriculum Coverage:

CBSE, ICSE, State Boards

### Subjects:

- **Core:** English, Mathematics, Hindi, EVS, Science, Social Studies
- **Supplementary:** Grammar, Computer Science, GK, Value Education, Aptitude, Coding, Art & Craft, Drawing, Cursive Writing

English  
Adventure  
An Integrated Learning English Course

The  
SOLVER'S PROJECT  
A Book on Mathematics

The  
Science  
Trek  
World Around Us

OUR STORY  
OUR WORLD  
A BOOK ON SOCIAL STUDIES

Byte Squid

TODDLER  
PLAY  
Happy Learning for Little Minds

सुगंधा

INCREDIBLE  
ART  
A Book of Art & Craft

FUSION  
SEMESTER  
INTEGRATED STUDY APPROACH



# Product Portfolio

## Secondary Education

### Grades/Levels:

6 to 10

### Age Group:

12 to 16 years

### Total Titles:

169

### Subjects:

- **Core:** English, Hindi, Mathematics, Science, Social Studies
- **Supplementary:** Grammar, GK, Computer Science, Aptitude, Drawing, Value Education, Coding

### Key Feature:

Select series come with integrated EdTech components to enhance engagement

ఆపిల్  
తెలుగు భారతి

CLICK & LEARN  
Computer Science Textbook

Fun With  
GRAMMAR  
And Composition

A Book of  
Aptitude

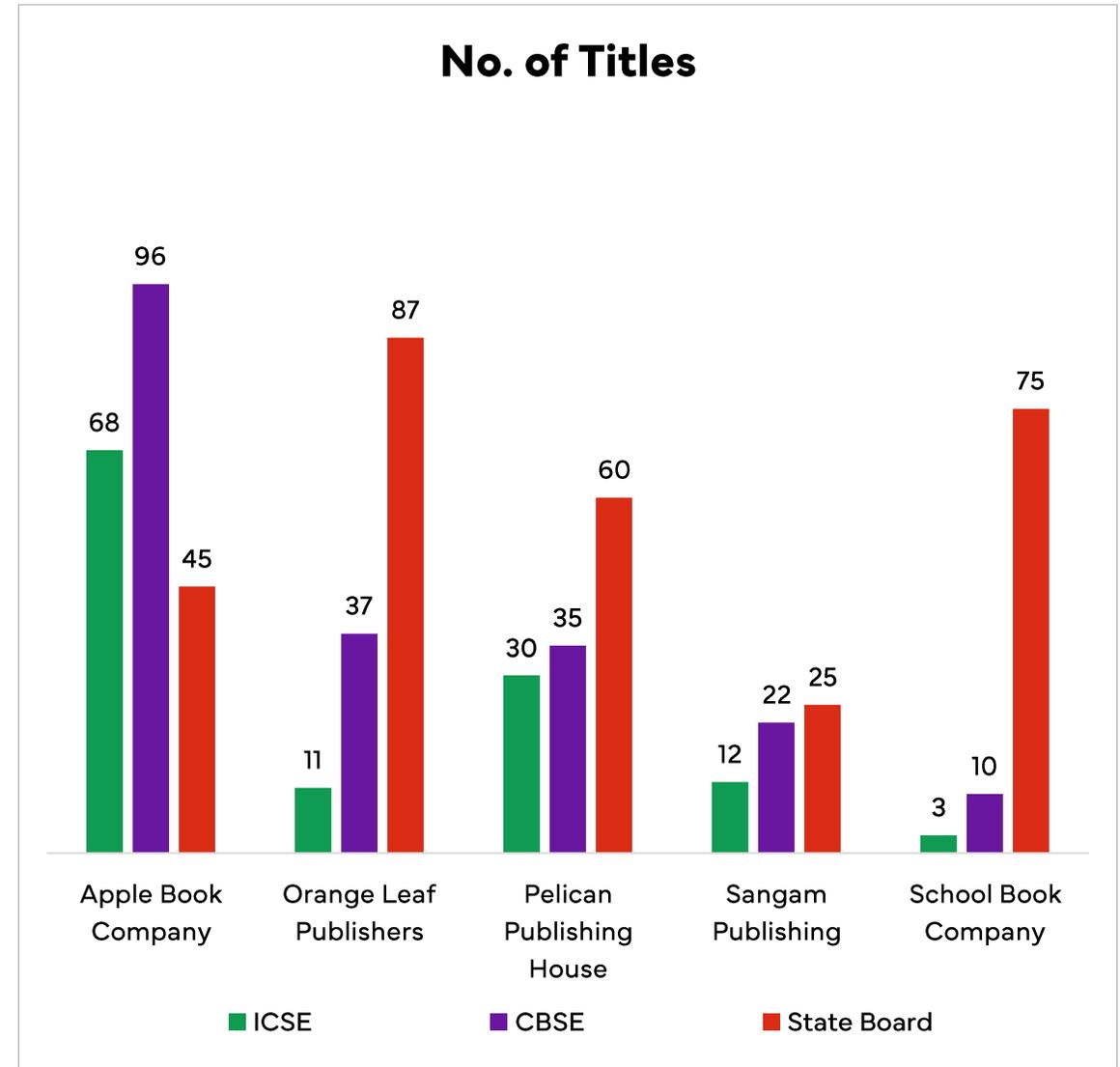


Business Overview

# Titles By Brand, Board & Grade Range (K To 8)



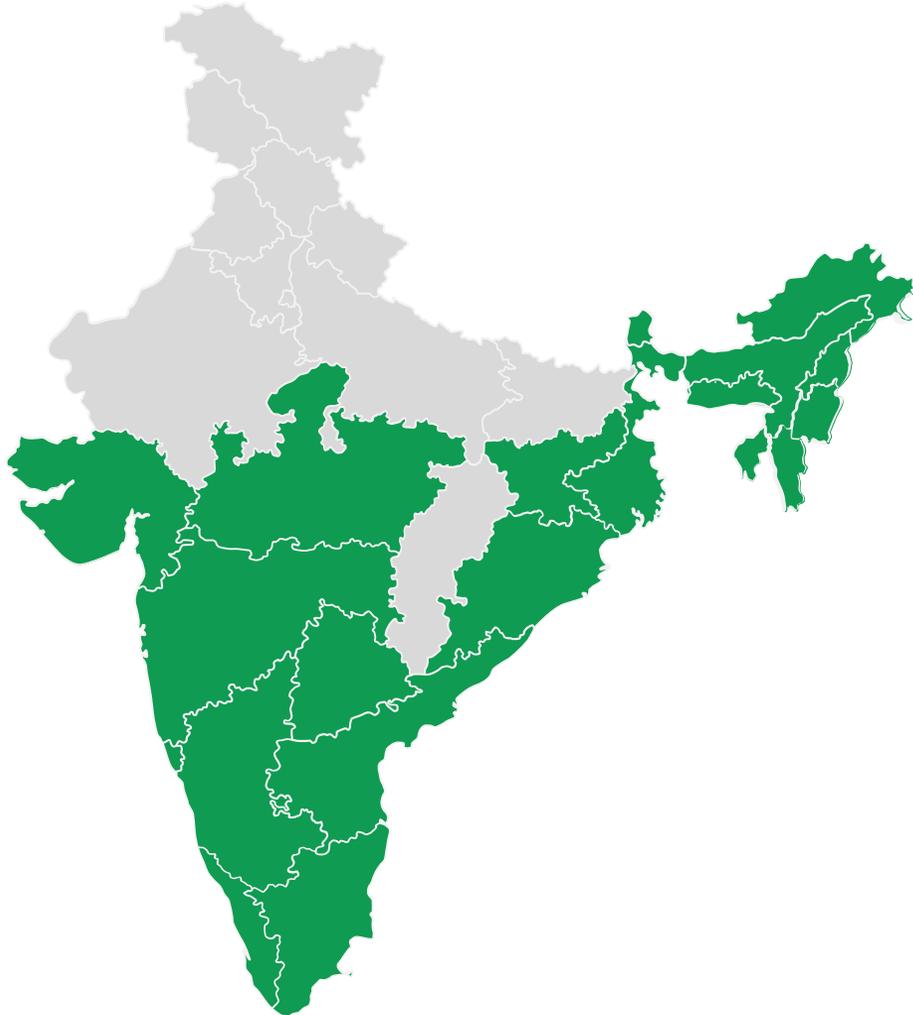
Brand	Board	No. of Titles
Apple Book Company	ICSE	68
Apple Book Company	CBSE	96
Apple Book Company	State Board	45
Orange Leaf Publishers	ICSE	11
Orange Leaf Publishers	CBSE	37
Orange Leaf Publishers	State Board	87
Pelican Publishing House	ICSE	30
Pelican Publishing House	CBSE	35
Pelican Publishing House	State Board	60
Sangam Publishing	ICSE	12
Sangam Publishing	CBSE	22
Sangam Publishing	State Board	25
School Book Company	ICSE	3
School Book Company	CBSE	10
School Book Company	State Board	75



# Geographical Presence & State wise Revenue Breakup

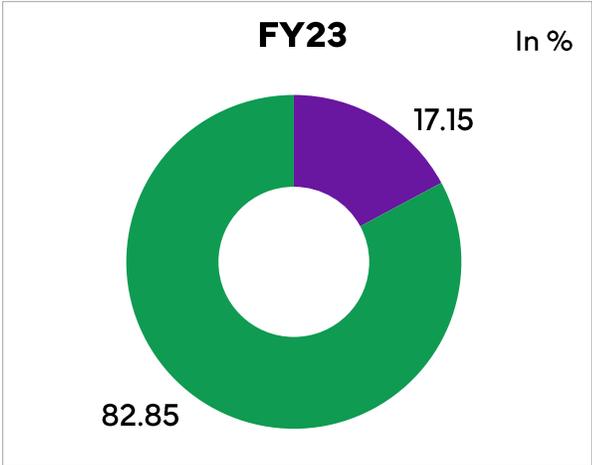
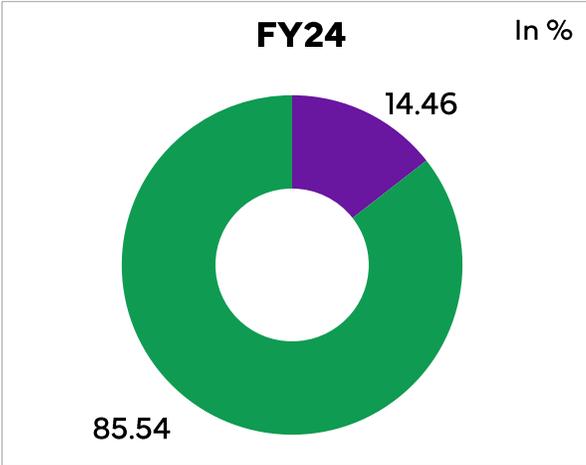
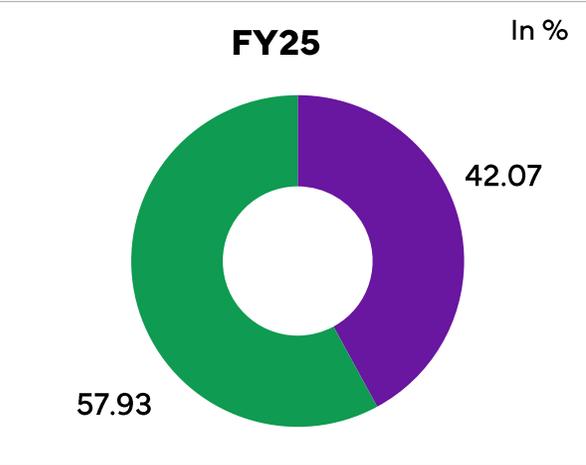


In ₹ Lakhs



State	FY25	%	FY24	%	FY23	%
Telangana	2,108.67	33.00%	2508.99	49.33%	2445.69	54.11%
Andhra Pradesh	1,277.98	20.00%	1434.93	28.21%	1200.10	26.55%
Karnataka	958.49	15.00%	496.86	9.77%	458.21	10.14%
West Bengal	185.31	2.90%	76.39	1.50%	36.48	0.81%
Maharashtra	198.09	3.10%	71.65	1.41%	58.72	1.30%
Odisha	115.02	1.80%	56.92	1.12%	33.98	0.75%
Tamil Nadu	638.99	10.00%	311.39	6.12%	195.03	4.32%
Kerala	210.87	3.30%	35.51	0.70%	21.10	0.47%
Madhya Pradesh	255.60	4.00%	33.07	0.65%	27.83	0.62%
Goa	172.53	2.70%	40.20	0.79%	33.13	0.73%
Gujarat	0.00	0.00%	20.16	0.40%	15.60	0.35%
Chhattisgarh	146.97	2.30%	0.00	0.00	0.00	0.00
North East	121.41	1.90%	0.00	0.00	0.00	0.00
<b>Total</b>	<b>6,389.92</b>	<b>100.00%</b>	<b>5086.07</b>	<b>100.00%</b>	<b>4519.48</b>	<b>100.00%</b>

# Top 10 Customer Wise Revenue Bifurcation



■ Top 10 Customers
 ■ Others

*In ₹ Lakhs*

Particulars	FY25	FY24	FY23
Top 10 Customers	2688.00	685.94	775.30
Others	3701.92	4400.13	3744.18
<b>Total</b>	<b>6389.92</b>	<b>5086.07</b>	<b>4519.48</b>

Business Overview

# Manufacturing Facility



75,000 sq. ft. unit (leased) at IDA  
Cherlapally, Hyderabad

Centralized hub for design to  
dispatch

Handles large-scale, time-sensitive  
K-12 publishing demand

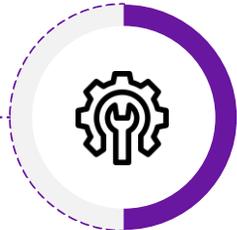


Business Overview

# Installed Capacity & Capacity Utilization



**15 tonnes per day (TPD) printing capacity**



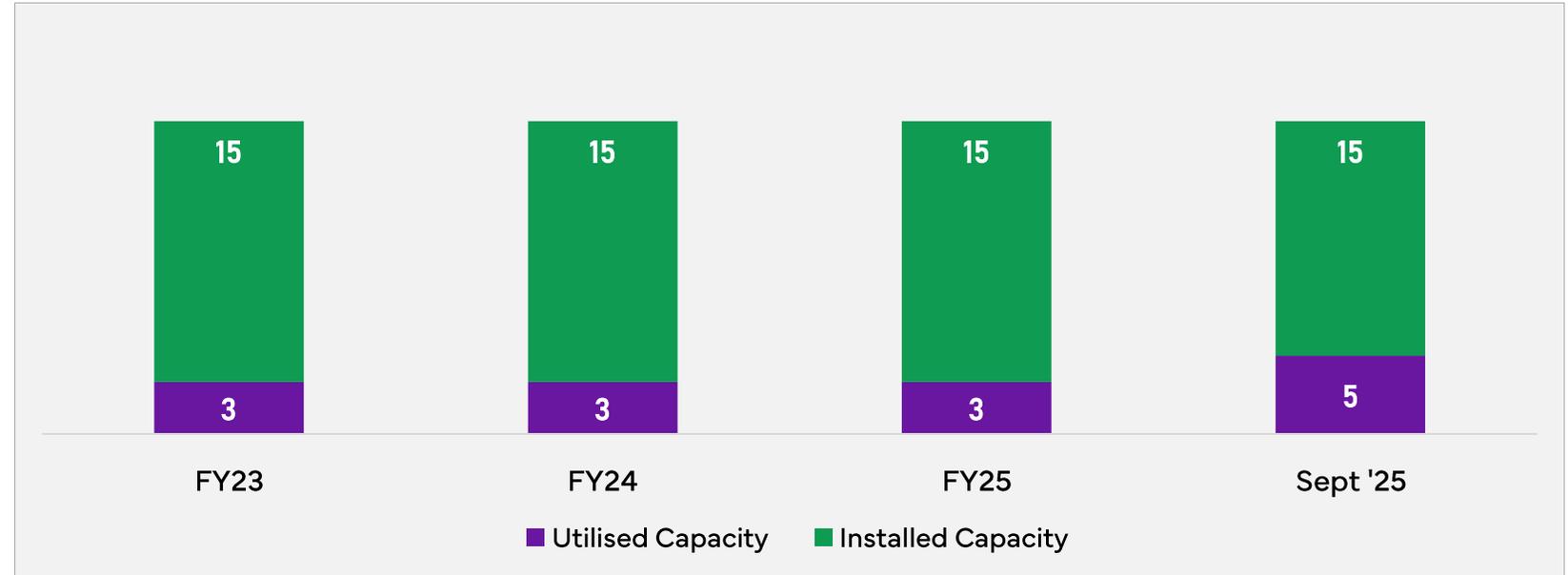
**Current utilization at ~40% of installed capacity**



**85% of printing managed in-house**



**15% outsourced to trusted partners during peak load**



Particulars	FY23	FY24	FY25	Sept '25
<b>Installed Capacity</b>	15 tonnes per day			
<b>Utilised Capacity</b>	3 tonnes per day	3 tonnes per day	3 tonnes per day	5 tonnes per day

# Warehouse & Supply Chain



30,000 sq. ft. owned warehouse for national inventory

Custom logistics software for real-time tracking & route optimization

Real-time customer updates via Email & WhatsApp

End-to-end visibility from order approval to delivery



Business Overview

# Blending Print With Technology: Powered By WeStudy



Dachepalli Publishers Limited offers an integrated academic ecosystem by combining traditional printed textbooks with its proprietary digital platform, *WeStudy*. This hybrid solution is tailored to support schools, educators, and students across both classroom and home environments.

## Print-Backed Multimedia Support

Each textbook is complemented by chapter-wise animated videos and presenter-led content, available via WeStudy. These digital assets enhance in-class engagement and enable self-paced revision by students.

## Interactive Practice & Assessment Tools

WeStudy provides interactive exercises such as MCQs, comprehension questions, & activity-based learning formats. Real-time feedback & performance analytics empower students to track progress independently, while educators access dashboards for monitoring outcomes, identifying gaps, & assigning targeted interventions.

## Focused Language Learning Modules

The platform supports language development through AI-powered speaking tools, listening practice, grammar drills, and real-world communication simulations, aimed at improving fluency and comprehension.

## Teacher-Centric Digital Aids

Educators benefit from ready-made classroom tools including presentation decks, interactive whiteboard content, digital test generators, and performance trackers, significantly reducing preparation time and improving delivery efficiency.

## Comprehensive Academic Support

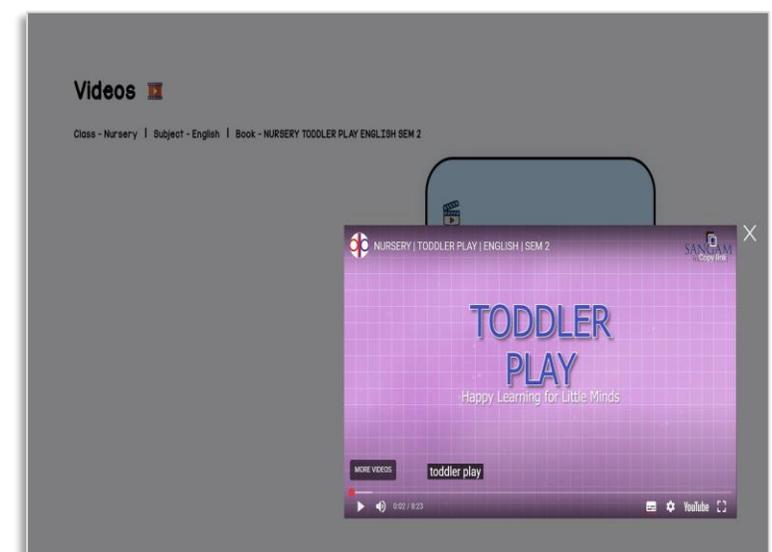
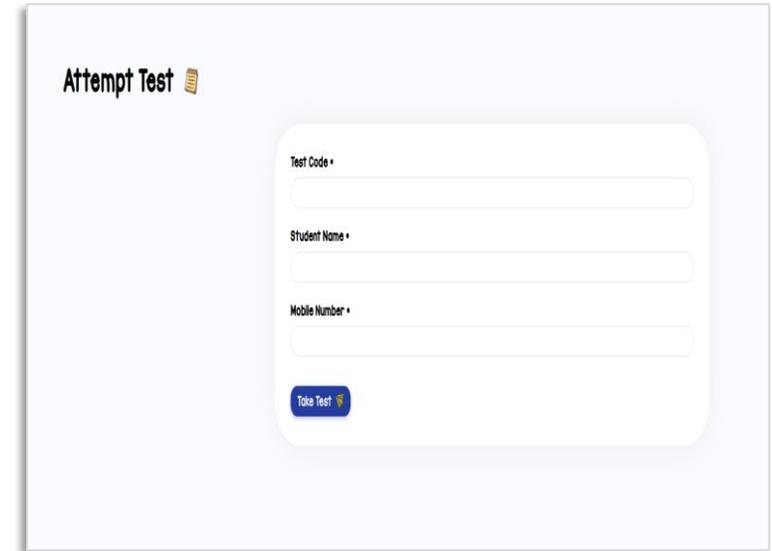
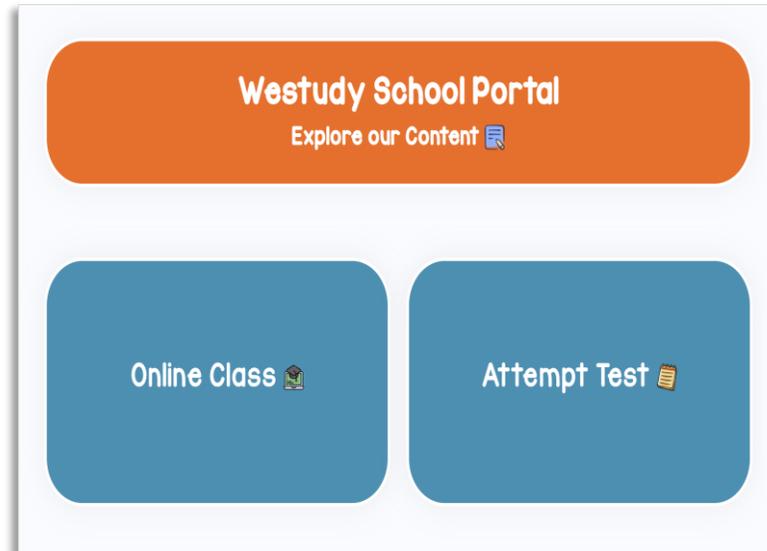
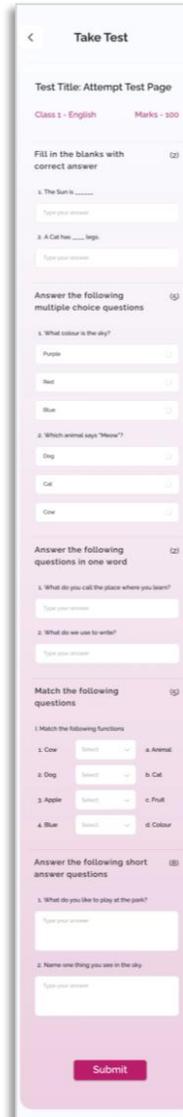
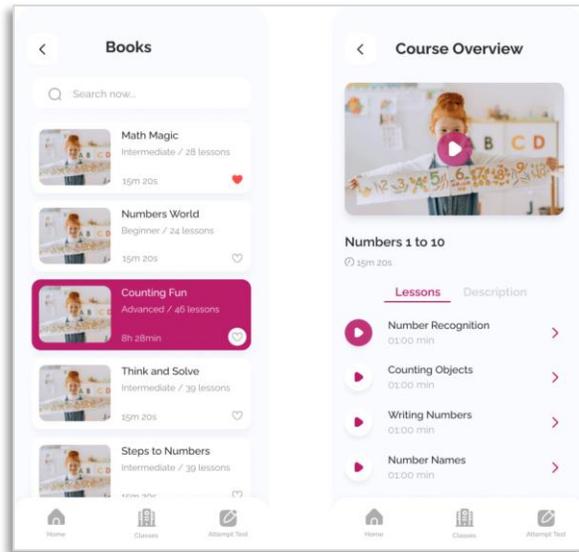
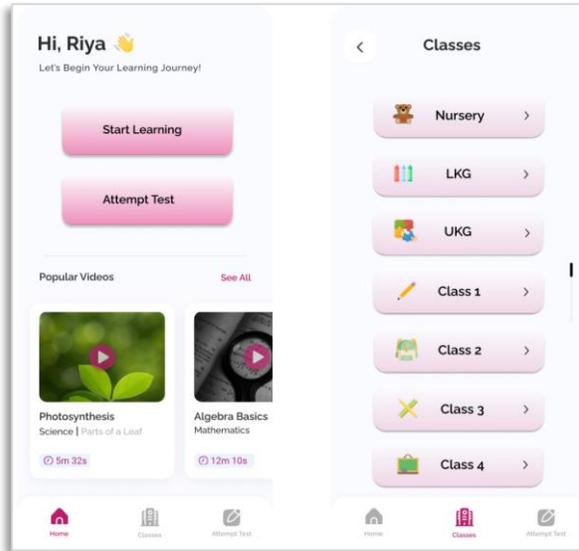
With Dachepalli's trusted content and WeStudy's digital platform, they offer:

- ✓ Textbooks + Digital content
- ✓ Practice + Analytics
- ✓ Language + Life skills
- ✓ Home + Classroom integration



## WeStudy App

# Blending Print With Technology: WeStudy



Business Overview

# Comprehensive Teacher Training Programs



01

## Structured, Hands-On Teacher Training

- Programs tailored for all levels, from pre-primary to senior secondary.
- Developed in collaboration with pedagogical experts.
- Focused on learning outcomes, pedagogy, and seamless digital integration.

04

## Weekly Online Subject-Wise Sessions

- Live Zoom sessions conducted throughout the academic year.
- Subject-specific focus with expert-led discussions and demonstrations.
- Recordings and materials shared for revision and reinforcement.

02

## In-Depth Content Familiarization

- Teachers are guided through each textbook element.
- Training covers lesson planning, creative topic introduction, visual aids, classroom activities, and student assessment.
- Emphasis on using our tools as core teaching components, not just supplements.

05

## On-Campus Physical Workshops

- Full-day, in-person training for schools implementing our full curriculum.
- Conducted multiple times a year, aligned with academic milestones.
- Includes peer collaboration, simulation lessons, and subject-specific planning.

03

## Integration of Digital Tools

- Training includes effective use of WeStudy digital suite.
- Covers animated videos, interactive practice modules, and subject-specific language software.

06

## Ongoing Support and Feedback

- Continuous engagement with schools post-training.
- Includes performance feedback, follow-up assistance, and curriculum alignment support.
- Ensures smooth and effective classroom implementation.

# Textbook Development & Publishing Workflow



<b>01</b>	<b>02</b>	<b>03</b>	<b>04</b>	<b>05</b>	<b>06</b>	<b>07</b>	<b>08</b>	<b>09</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>
<b>Curriculum &amp; Syllabus Design</b> <i>(By Educational Boards/Experts)</i>	<b>Manuscript Writing Begins</b> <i>(By Authors/Subject Experts)</i>	<b>Peer Review / Panel Review</b>	<b>Language Editing &amp; Proofreading</b>	<b>Sample Print (Proof Copy)</b>	<b>Bulk Printing by Approved Printers</b>	<b>Implementation in Classrooms</b>	<b>Revisions for Next Edition</b>								
<b>Guidelines Provided by Boards</b> <i>(Publishers Follow These Strictly)</i>	<b>Internal Review by Editors</b>	<b>Revisions &amp; Content Finalization</b>	<b>Design, Illustrations &amp; Formatting</b>	<b>Final Check by Publisher's Editorial Team</b>	<b>Distribution to Schools/Stores</b>	<b>Feedback from Teachers/Students</b>	<b>END</b>								

Business Overview

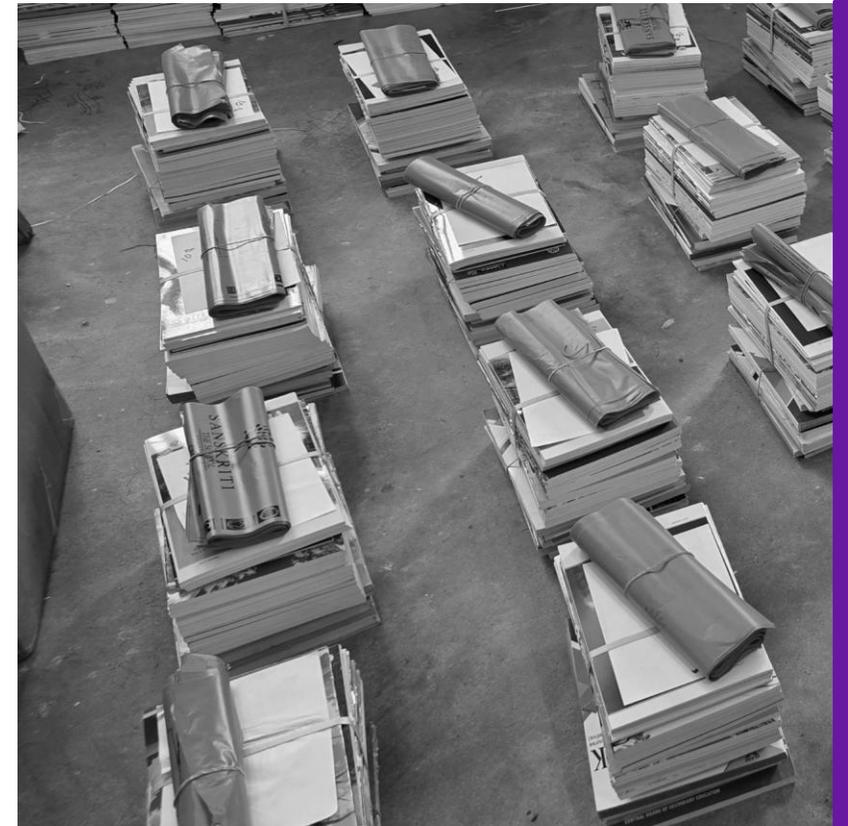
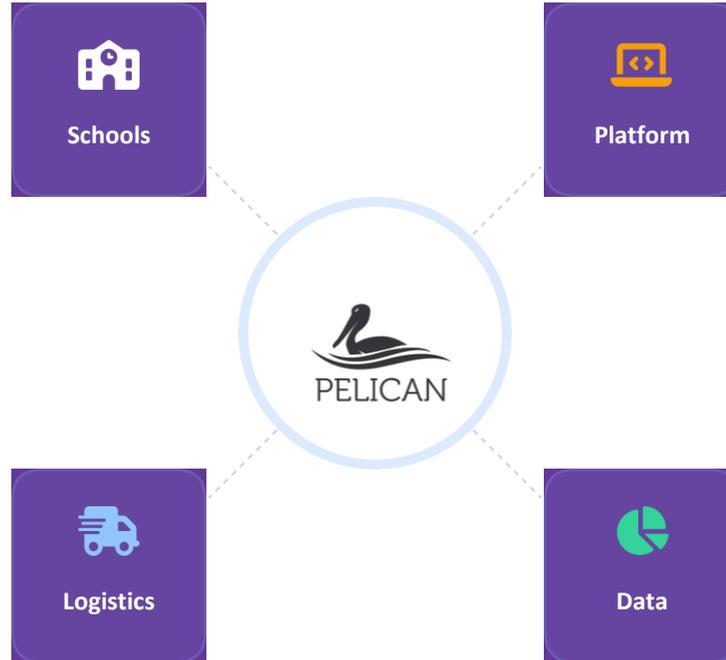
# Building India's Most Scalable Academic Supply Ecosystem

Pelican Edu Supply is transforming how schools procure, distribute, and monetize academic materials using **technology, logistics integration, and data intelligence.**



## Our Mission

*"To become India's most trusted, technology-enabled academic supply partner for schools and parents."*



# Post-IPO Business Update



## Structured Bridge

Seamlessly connecting the fragmented education supply chain.

## Company Overview

# Redefining Education Supply & Distribution

Pelican Edu Supply is a fast-growing education supply company acting as a unified platform for academic procurement. We replace chaos with organized, technology-driven logistics.



### Textbooks

Curriculum-aligned sourcing for all boards



### Notebooks

Custom academic notebooks & workbooks



### Supplies

Institutional education material & stationery



### Solutions

School-integrated learning solutions

“

We operate as a structured bridge between publishers, vendors, schools, and parents — eliminating operational bottlenecks.

# India's Education Landscape



A massive, growing ecosystem ready for organized disruption.

## Total Institutions

**15+** Lakh

K-12 Schools across India



## Student Base

**25+** Crore

Students enrolled in K-12



## Rapid Growth

Explosive increase in CBSE affiliations & private institutions demanding standardized quality.

## Regional Expansion

Tier 2 & Tier 3 cities are the new growth engines, seeking seeking metropolitan-grade educational access.

## Procurement Shift

Increasing shift from ad-hoc local purchasing to organized, centralized procurement contracts.

## The Consolidation Opportunity

The K-12 supply market remains highly fragmented with thousands of unorganized vendors.

Market Status **Fragmented** → Future State **Consolidated**

# India's Education Landscape



## ⚠️ Current Challenges

## The Core Problem

Schools today are overwhelmed by **operational fragmentation** that distracts from their primary goal: Education.

*"Operational burden reduces institutional efficiency and increases overhead costs."*



### Multiple Vendor Coordination

Dealing with dozens of disjointed suppliers for books, stationery, and uniforms.



### Inconsistent Supply Cycles

Delays and partial deliveries disrupting the academic calendar planning.



### Quality Standardization Issues

Variance in material quality across different batches and vendors.



### Manual Reconciliation & Tracking

High administrative overhead for payments, invoices, and inventory checks.



### No Centralized Partner

Lack of a single point of accountability for the entire academic supply chain.

# Unified Academic Ecosystem



We replace fragmentation with a single, technology-enabled partner that handles the entire academic lifecycle.



## End-to-End Procurement

Complete management of the supply chain from publisher negotiation to final school delivery.



## Vendor Consolidation

Single-point invoicing and logistics, replacing interactions with 50+ disparate vendors.



## Curriculum-Aligned Sourcing

Precise mapping of materials to school-specific curriculum boards (CBSE, ICSE, IB).



## School-Specific Online Stores

Dedicated whitelabel e-commerce links for parents to order class-kits directly.



## Data-Driven Sales Tracking

Real-time dashboards for schools to monitor orders, inventory, and parent fulfillment.



## AI-Powered Engagement

Smart recommendations and timely notifications based on student academic progression.



We become the **single structured academic partner**.

# Operational Workflow



## Part 1 – Offline + Digital Hybrid Model

**01 Requirement Finalization**  
Planning & Verification Phase

- 1 2 School shares class-wise list**  
Detailed book list ingestion
- Curriculum verification**  
Matching editions & publishers
- Quantity planning**  
Student count forecasting
- Timeline confirmation**  
Delivery schedule lock-in



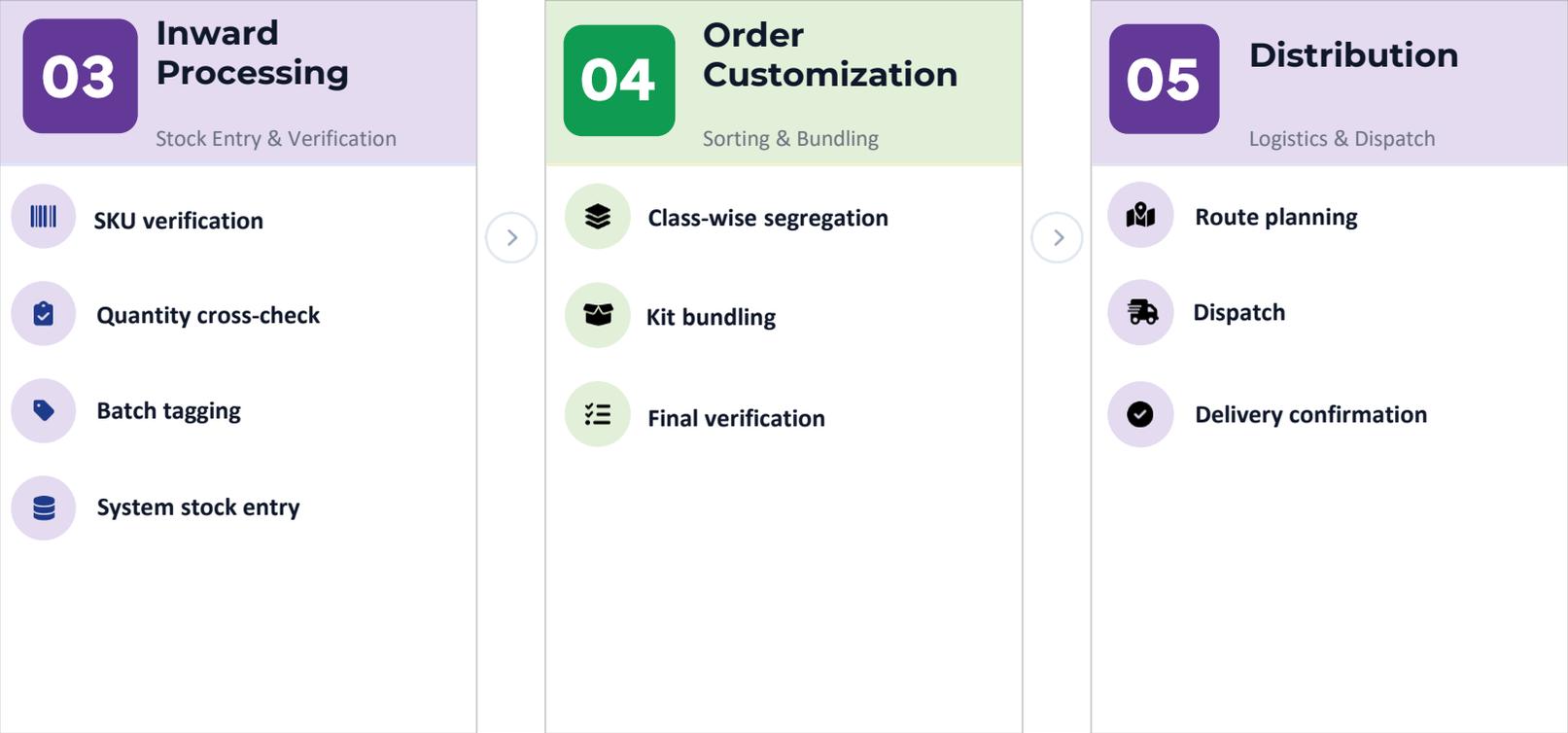
**02 Bulk Procurement**  
Sourcing & Consolidation Phase

- Negotiated publisher pricing**  
Volume-based discounts
- Vendor consolidation**  
Single purchase order flow
- Quality verification**  
Inbound stock inspection
- Warehouse delivery**  
Centralized stocking

# Warehouse & Fulfillment Process



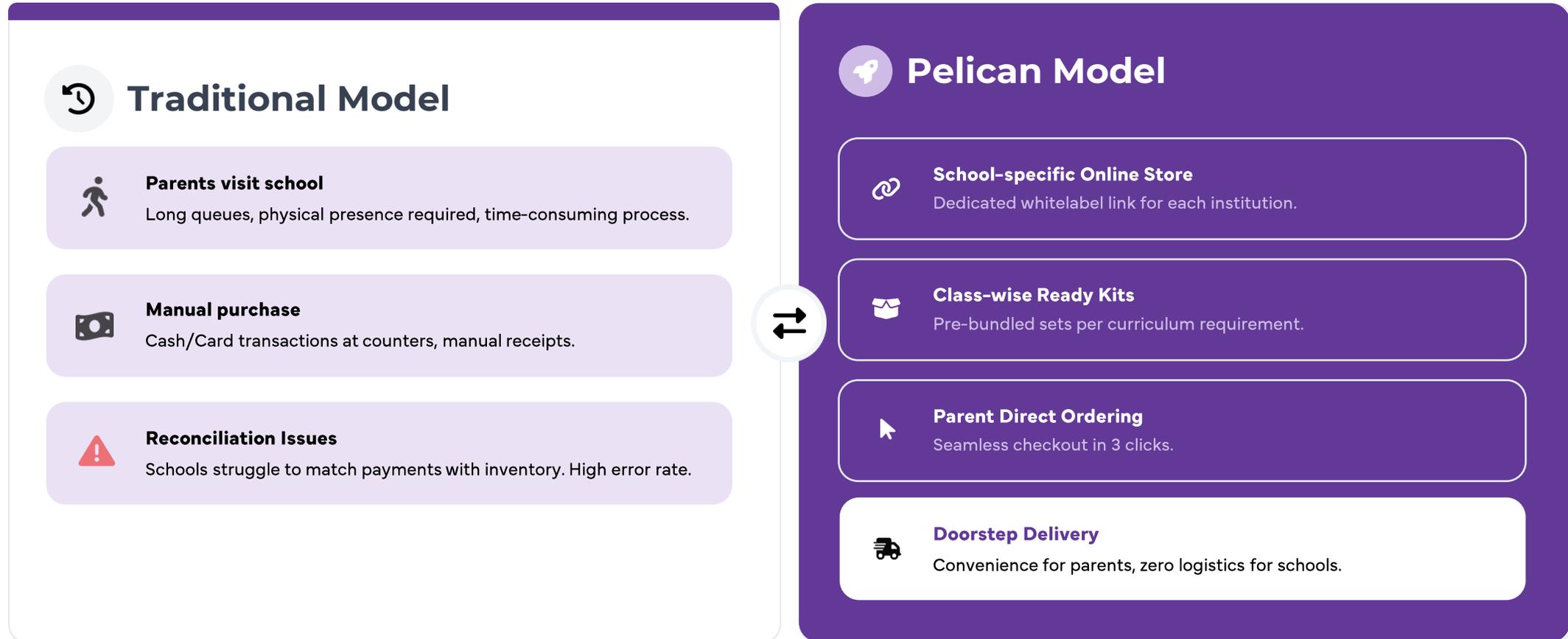
## Part 1 – Offline + Digital Hybrid Model



# The Digital Transformation



Revolutionizing the procurement experience for schools and parents



The Outcome

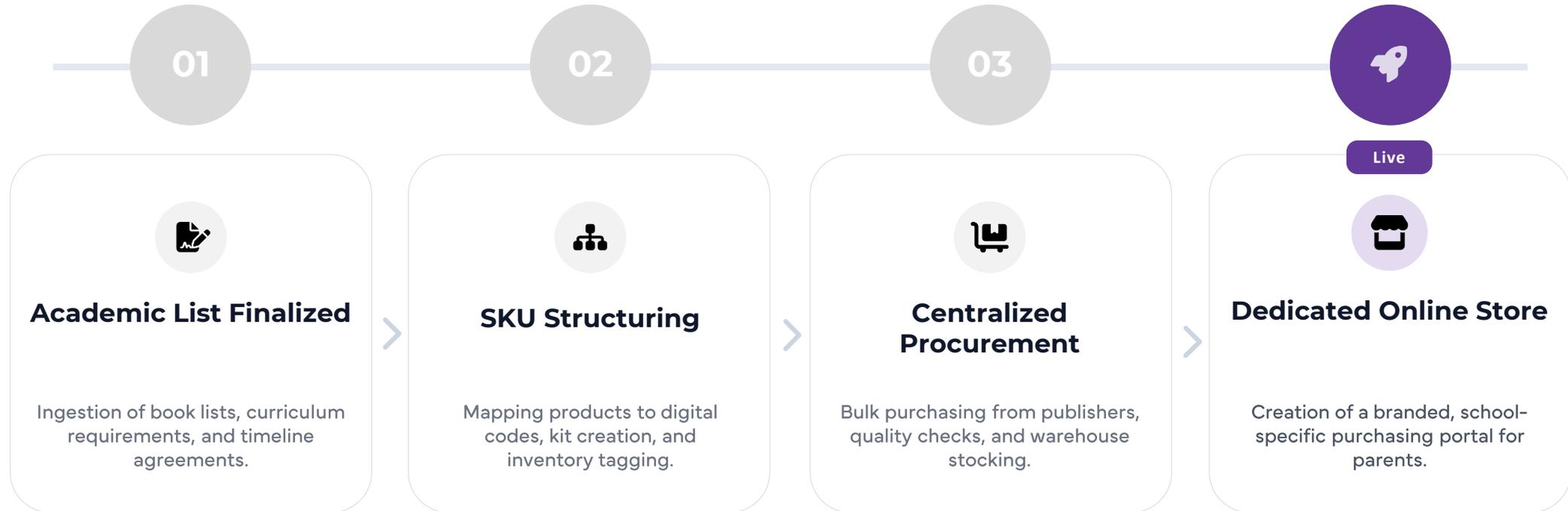
**Schools handle ZERO procurement management.**



# School Onboarding Process



From agreement to go-live in 4 structured steps



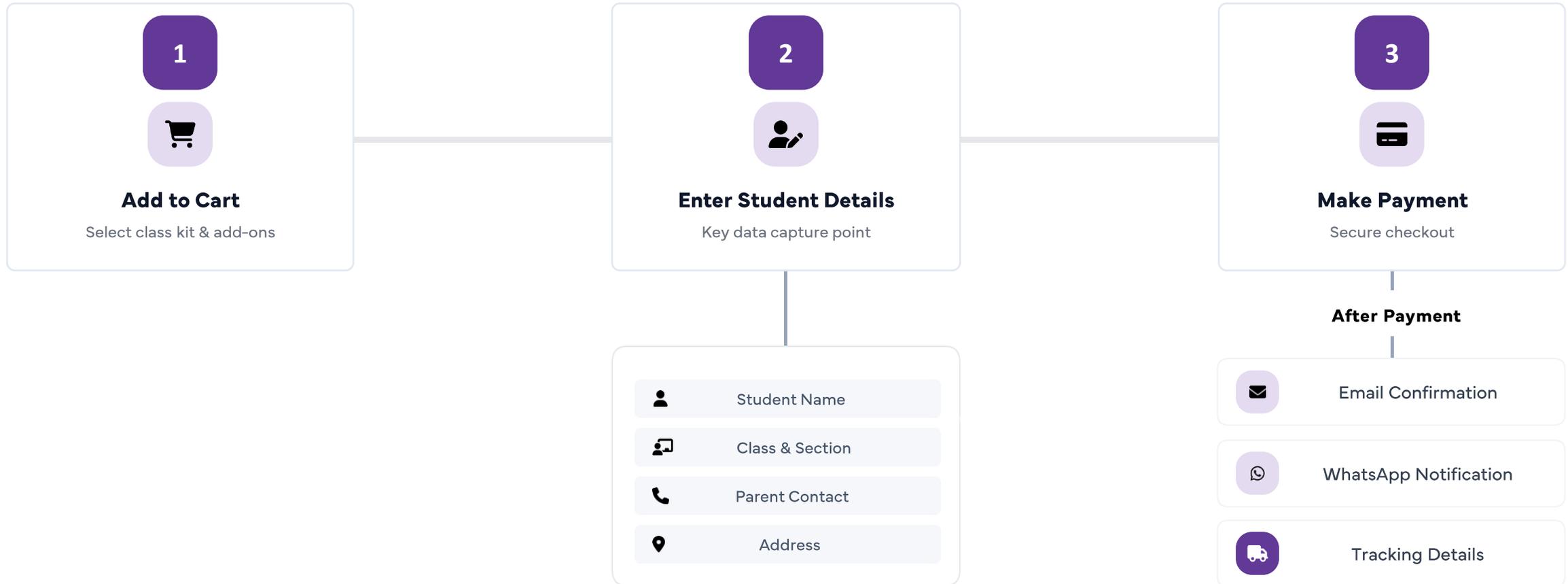
**The Result**

**Each school gets a unique digital storefront.**

# Parent Experience



Seamless 3-step ordering process that builds our data asset



Strategic Outcome

**Structured Student Database Created**

Enabling future personalization and AI-driven revenue

Phase 1 Transaction → Phase 2 Intelligence

# Logistics & Infrastructure

Seamless 3-step ordering process that builds our data asset



## Why It Works

### Model Advantages

Built for speed, efficiency, and rapid scaling without heavy capital expenditure.



#### Asset-Light Expansion

Zero capex on warehousing. We leverage existing distributor infrastructure for storage.



#### No Inventory Risk

Schools don't hold stock. Inventory remains with the channel until purchase.



#### 24-Hour Pickup Cycle

Integrated courier partners ensure dispatch within 24 hours of order confirmation.



#### State-by-State Replicable

Plug-and-play operational model allows rapid entry into new territories.

# Distributor Ecosystem Advantage



A strategic partnership model ensuring win-win growth



## Pelican Platform

Technology, Demand Aggregation & Sales

- ✓ Guaranteed Orders
- ✓ Digital Payments
- ✓ Zero Bad Debts



### Sourcing via Distributors

We do not bypass; we source publisher books through them. →



### Earn Product Margins

They retain their standard margins without sales effort. →



### Shared Storage Revenue

Monetization of their existing warehouse space. →



### Higher Long-term Volume

Scale brings consistent, predictable annual business. →



## Distributor Network

Logistics, Storage & Regional Reach

- ✓ Regional Expertise
- ✓ Stock Management
- ✓ Last Mile Support



**Result: A Mutually Beneficial, Self-Reinforcing Ecosystem**

# School Performance Dashboard



Real-time analytics for **Greenwood High International**

Academic Year 2025-26

Export Report

**Total Revenue** Rs

**₹ 45.2 Lakhs**

↑ 12% vs last year

**Kits Sold**

**1,240**

92% Adoption Rate

**Avg Order Value**

**₹ 3,650**

↑ 5% vs estimate

**Fulfillment**

**98.5%**

Dispatched in 24hrs



# Revenue & Margin Transparency



Schools gain complete visibility into their financial ecosystem. No hidden costs, just actionable **data intelligence**.



## Granular Margin Analysis

View margins per class, subject, & category.



## Live Inventory Visibility

Real-time stock tracking across warehouses.



## Demand Forecasting

AI-driven insights for next academic year.



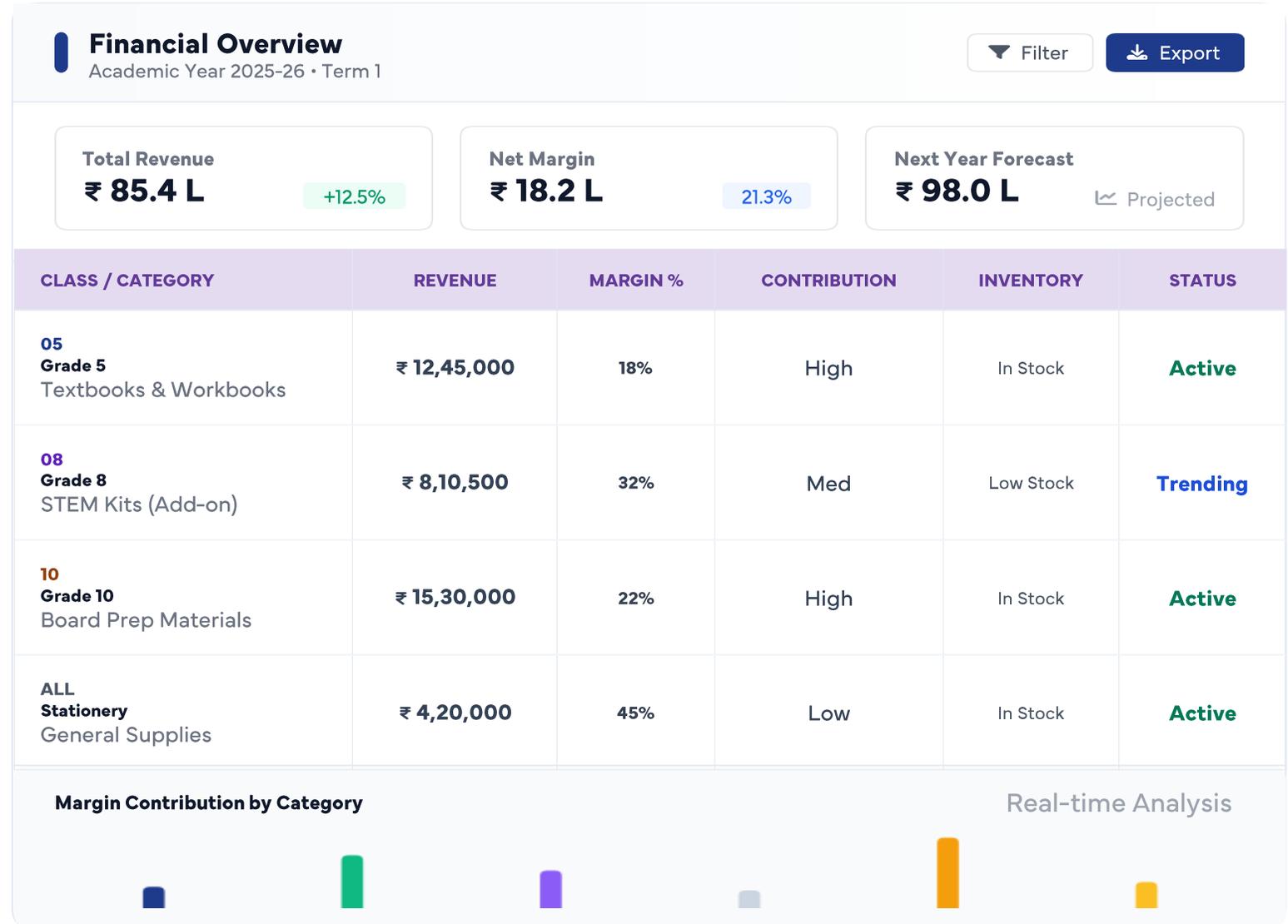
## Automated Reconciliation

Zero manual accounting errors.



Pelican Trust Standard

100% Audit-Ready Digital Reports

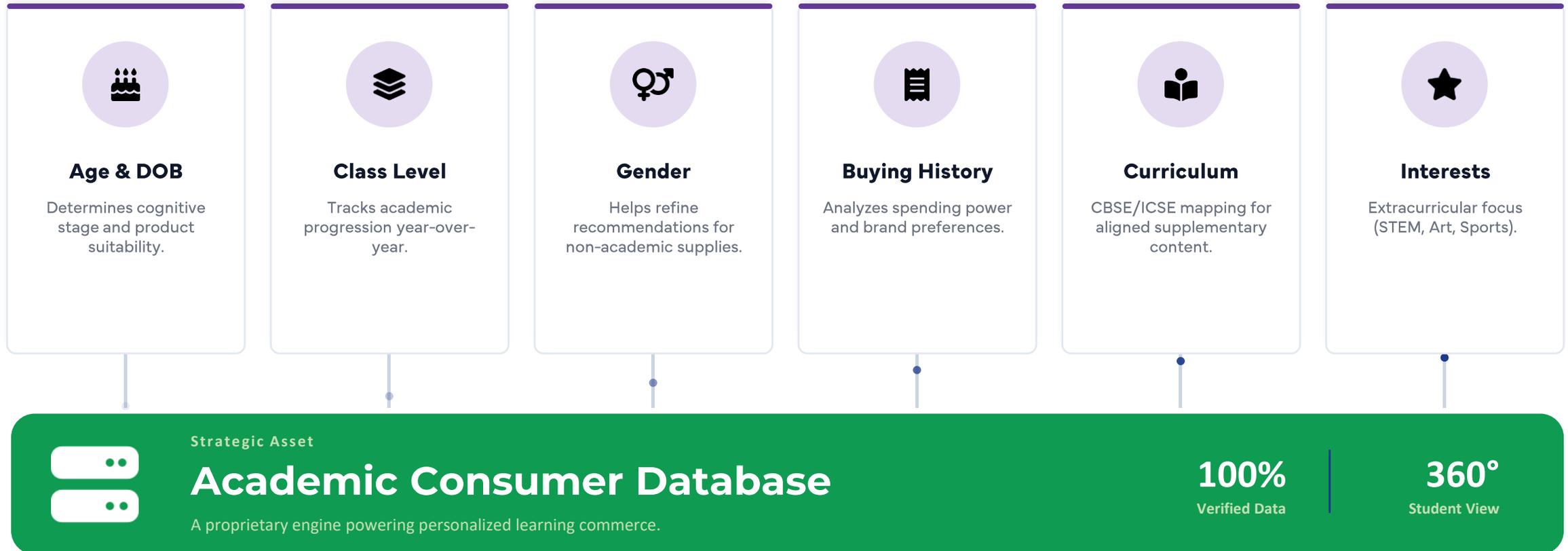


# Structured Student Data Engine



Consent-Based Collection

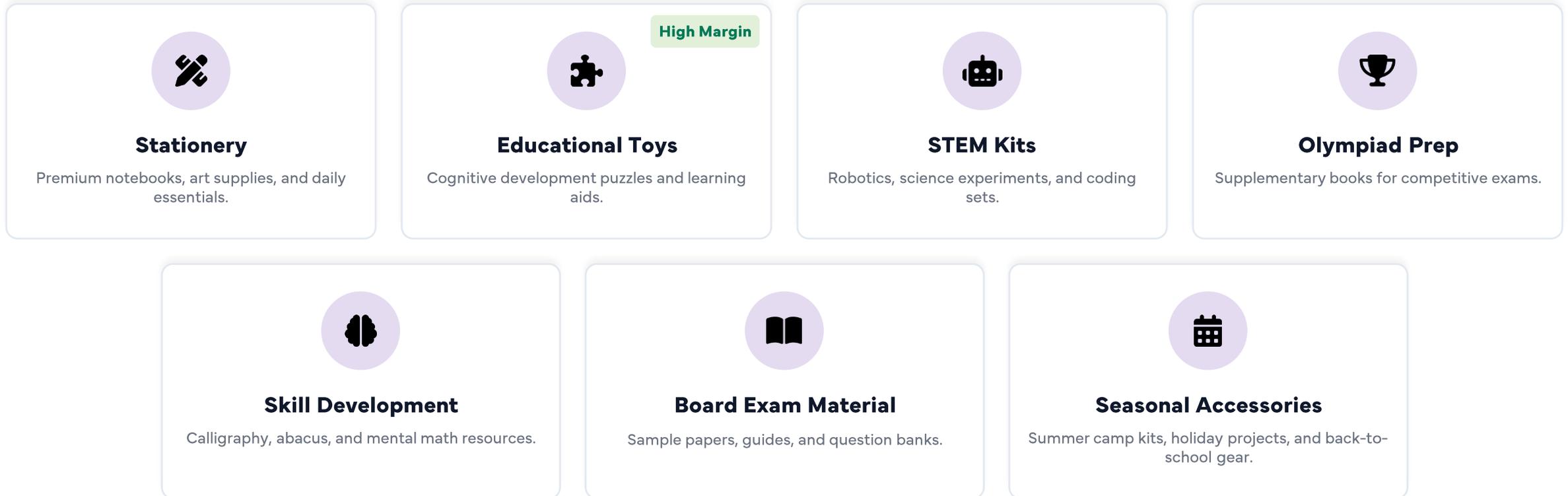
Transforming simple transactions into a deep understanding of each learner's journey.



# Direct-to-Parent E-Commerce Expansion



Leveraging school trust to capture share of wallet beyond textbooks.



**Strategic Goal**  
**Beyond Academic Season Revenue**

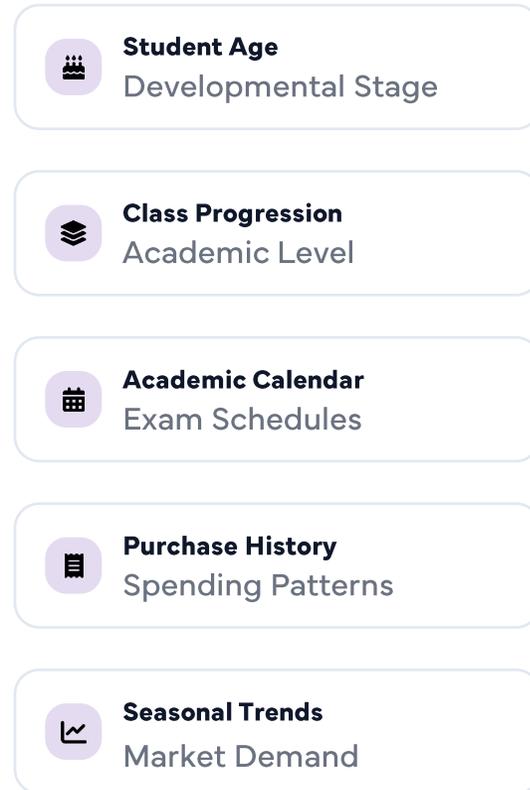
Traditional 3 Months → Pelican Model 12 Months

# AI-Powered Revenue Intelligence Engine

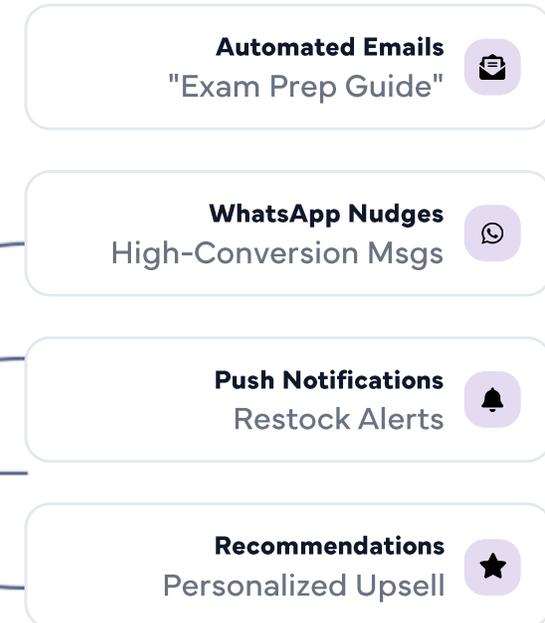


Converting student data signals into personalized revenue opportunities.

## Input Signals



## Smart Triggers



### Traditional Mass Marketing

Generic blasts, low open rates, spammy feel.



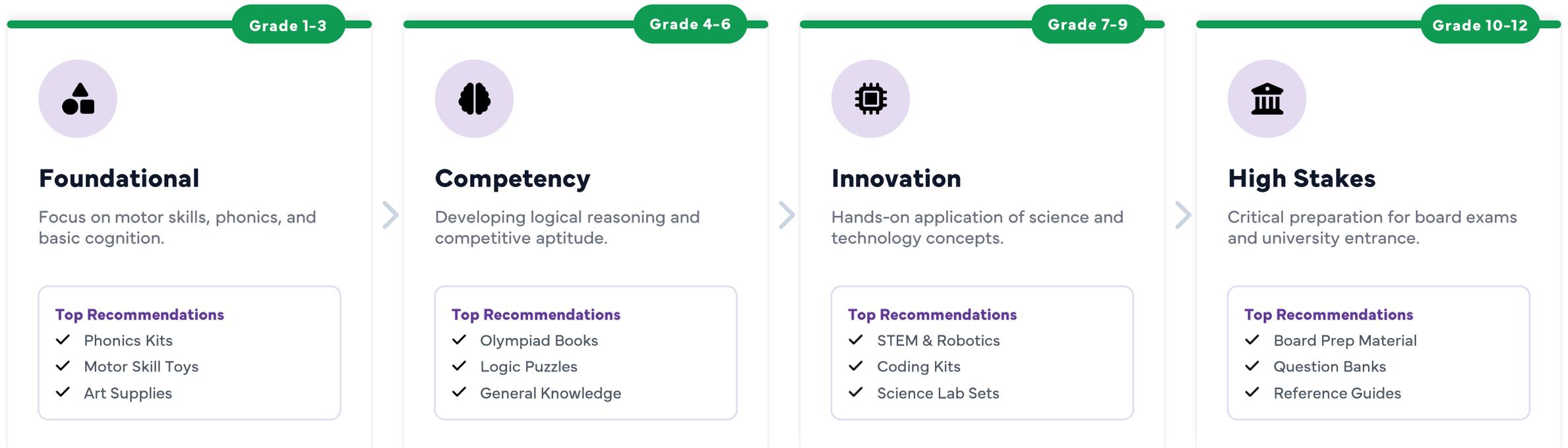
### Behavior-Based Targeting

Right product, right time, high conversion.

# Age-Specific Monetization



One student, multiple revenue opportunities throughout their 12-year journey.



## Automated Progression Engine

As the 'Class' field updates in the database, the recommendation engine instantly shifts the product catalog.

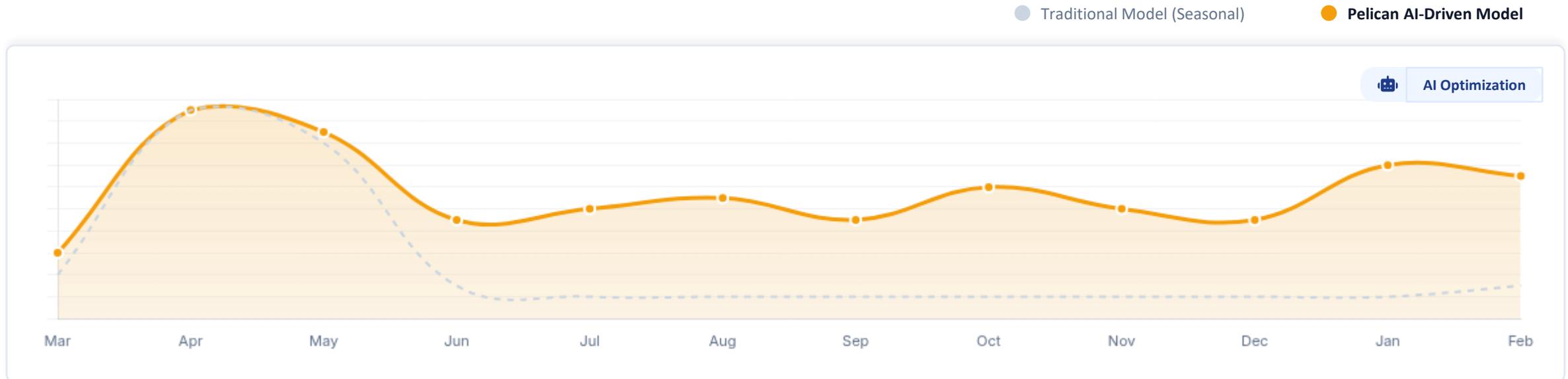
Result  
**Zero Churn Risk**

Impact  
**Maximized LTV**

# Continuous Second Revenue Layer



Shifting from seasonal transactions to year-round engagement.



## Higher LTV

Lifetime Value

Capturing wallet share across 12 months instead of just 2 months.



## 4-5x

Purchase Frequency

Moving from annual bulk buying to recurring supplemental orders.



## +35%

Avg. Order Value

AI-driven bundling of skills kits & accessories increases cart size.



## Expanded

Net Margins

Non-academic add-ons typically carry 2x higher margins than textbooks.

# The Data Flywheel Effect



How our ecosystem creates a compounding competitive advantage.



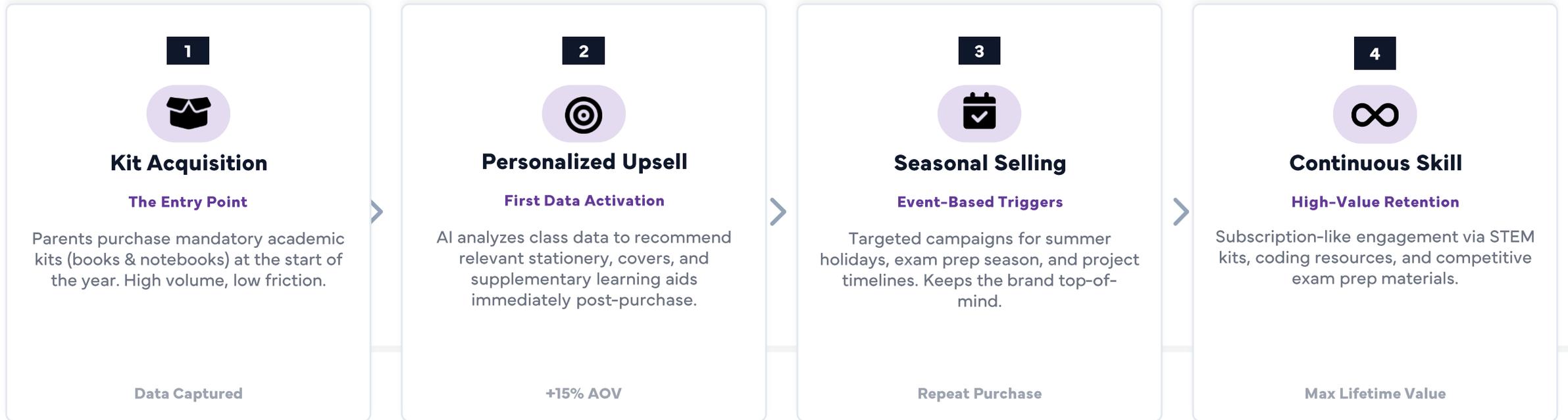
**Result**  
Creates a defensive **data moat** that competitors cannot easily replicate.

**Impact**  
Each new school added improves the AI model for **all existing schools**.

# Lifecycle Monetization Model



Converting transactional interactions into a continuous value relationship.



# Revenue Streams



A balanced portfolio of high-volume institutional sales and high-margin consumer growth.

## Primary Revenue

Core Institutional Business (B2B)



### Institutional Bulk Supply

High-volume textbook and workbook procurement for K-12 schools. The foundation of our revenue.



### School Partnerships

Contractual annual supply agreements ensuring recurring yearly revenue and vendor exclusivity.



### Custom Branded Materials

School-logo notebooks, diaries, and stationery kits manufactured and supplied at scale.

✔ **Characteristics: Stable, Predictable, High Volume**

## Secondary Revenue Layer

Consumer Growth & Expansion (B2C)



### Direct-to-Parent E-Commerce

School-specific online stores for parents to order kits directly to their doorstep.



### Academic Add-Ons

Upselling supplementary materials like covers, labels, and art supplies during checkout.



### Subscription Learning Kits

Future

Monthly STEM and activity boxes delivered to students based on curriculum progression.



### Brand Partnerships

Long-Term

Leveraging student database for targeted educational brand collaborations.

✔ **Characteristics: High Margin, Data-Driven, Scalable**



### Strategic Balance

Stability from B2B funds the rapid scalability of B2C.

70%

Current Revenue (B2B)

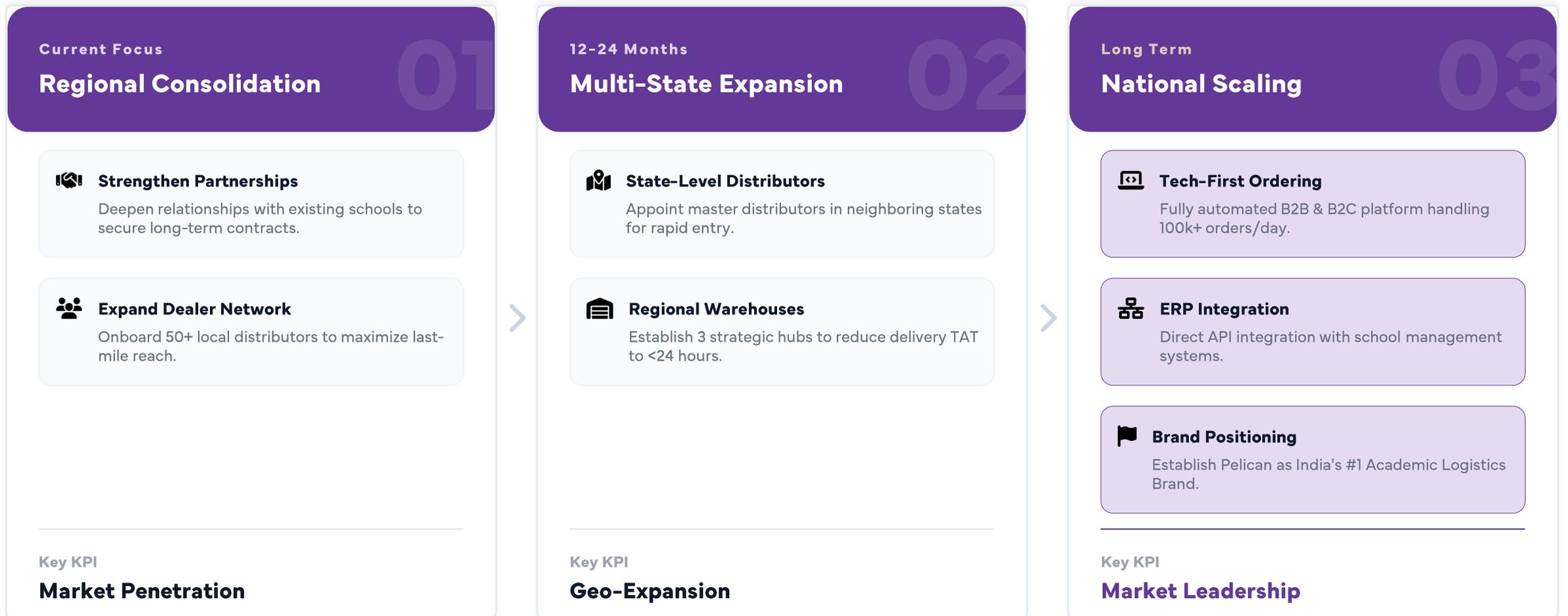
30%

Target Growth (B2C)

# Growth Strategy Roadmap



A phased approach to scaling from regional dominance to national leadership.



Now

Next Year

Future

# Why Pelican Wins



A deep competitive moat built on operational excellence and data intelligence.



## Structured Procurement



Centralized aggregation replaces fragmented vendor management, solving the #1 pain point for schools.



## Data-Driven Expansion



Every transaction builds a richer student profile, enabling precise targeting that competitors lack.



## Asset-Light Scalability



Growth is not tied to heavy Capex. We leverage partner logistics and publisher inventory.



## AI-Powered Personalization



Automated recommendations based on academic progression maximize conversion rates.



## Distributor-Backed Network



Aligned incentives with local distributors ensure rapid last-mile delivery and localized support.



## Strong Recurring Revenue



Institutional contracts provide a stable floor, while consumer sales provide unlimited ceiling.



The Pelican Edge

We don't just supply books; we own the academic supply chain.

Market Position  
Category Leader

# Building a Technology-Driven Academic Commerce Ecosystem

Pelican Edu Supply is not just moving books. We are digitizing the demand, supply, and consumption of education in India.



## Recurring Revenue Layers

Transforming seasonal transactional sales into year-round lifecycle monetization through B2B contracts and B2C engagement.

↑ High LTV Model



## Scalable & Asset-Light

A tech-first architecture leveraging distributor logistics and publisher inventory. Minimal Capex required for national expansion.

✓ Rapid Geo-Expansion



## Data-Powered Moat

Proprietary student database + AI prediction engine creates a defensive moat that traditional distributors cannot replicate.

🗄️ Owned Audience



We are creating the **organized future** of India's K-12 academic supply chain.

# Post-IPO Business Update



## Strategic Expansion & Portfolio Diversification

### 01

#### Expansion into Notebooks & Stationery Distribution

- Traditionally focused on academic textbook publishing, the Company has **entered the distribution of notebooks and allied stationery products**.
- Distribution currently spans **multiple regions**, catering directly to partner schools.
- Enables delivery of a **comprehensive academic solution** under a single ecosystem.
- **Future Roadmap:** Upon achieving scale, the Company plans to commence **in-house manufacturing**, improving:
  - ✓ Margin efficiency
  - ✓ Supply chain control
  - ✓ Product quality standardization

### 02

#### School-Linked E-Commerce (D2C) Vertical

- Launched a **school-linked e-commerce platform** through tie-ups with partner schools.
- **Key features:**
  - ✓ Parents can order textbooks, notebooks, and academic supplies online
  - ✓ Home delivery to students
- Reduced dependency on physical school book counters
- Strengthens **Direct-to-Consumer (D2C)** capabilities and supports **scalable digital growth**.



## Academic Innovation, Product Expansion & Geographic Growth

03

### Curriculum Integration with Schools

- Entered **curriculum integration partnerships with 60+ schools**.
- Company books implemented **across all subjects from Kindergarten to Class 10**.
- Value-added support includes:
  - ✓ Structured teacher training programs
  - ✓ Continuous academic hand-holding & implementation support
- Enhances institutional stickiness and long-term partnerships.

04

### Launch of NCERT-Aligned Workbooks

- Successfully launched **NCERT-aligned workbooks for Classes 6–8**, catering to CBSE schools nationwide.
- Product highlights:
  - ✓ Curriculum-aligned and scalable
  - ✓ Designed for classroom and practice-based learning
- **Planned Launch:** NCERT workbooks for **Classes 9 & 10** in the next academic year.

05

### Financial Literacy Curriculum under NEP – “The Money Tree”

- Introduced a new subject on **Financial Literacy** in line with **NEP guidelines**.
- Offered to **CBSE, ICSE, and State Board schools**.
- Focuses on age-appropriate financial awareness and life skills.
- Received **strong adoption and positive feedback** across multiple boards.



## Academic Innovation, Product Expansion & Geographic Growth

06

### Geographic Expansion into New States

- Commenced full-fledged operations in **Uttar Pradesh, Rajasthan, Gujarat, & Assam.**
- **Expansion includes:**
  - ✓ Distribution network setup
  - ✓ Institutional partnerships
  - ✓ Regional sales teams
- Significantly enhances the Company's **pan-India presence.**

07

### Child Author Development Initiative

- Launched a structured initiative to **identify, mentor, and publish young student authors.**
- Implemented in **collaboration with schools and parents**, with editorial and publishing support.
- **Encourages creativity, early authorship, and literary engagement**, strengthening stakeholder engagement.

# Competitive Strengths



## Focused K-12 Market Leadership

100% revenue from the K-12 segment, with a strong foothold in South India and a growing pan-India presence supported by our WeStudy digital suite.

## Pedagogically Sound & Consumer-Centric Content

Content designed with feedback from schools and developed through a rigorous author selection and editorial process, ensuring NEP-compliant, activity-based learning.

## Aligned with NEP 2020 & NCF

Integrated digital tools tailored for all four K-12 stages, offering curriculum-aligned, age-appropriate content directly within school infrastructure.

## Legacy of Over 100 Years

Established roots since 1908, with a trusted brand presence across multiple states and long-standing relationships with schools and educators.

## In-House Printing Infrastructure

85% of production handled internally, enabling control over quality, cost, and delivery timelines, critical during peak academic seasons.

## Extensive Sales & Distribution Network

Network of over 300 distributors across 10 states/UTs, backed by a proactive sales team engaged in direct school outreach and academic promotions.

## Experienced Leadership Team

Led by industry veterans with over 40 years of experience, supported by a skilled professional team across all operational domains.



# Business Strategies



## **Expanding Across Education Boards**

The company aims to deepen its presence in ICSE, CBSE, and State Board segments by expanding its title portfolio and strengthening institutional engagement.

## **Enhancing Technology Integration**

Dachepalli Publishers is focused on advancing digital learning tools aligned with NEP 2020, supporting blended learning and in-school implementation.

## **Strengthening Talent Pipeline**

The company emphasizes recruitment and development of academic talent to ensure high-quality, curriculum-aligned content.

## **District-Level Growth Model**

A localized staffing strategy is being pursued to drive district-wise expansion and build deeper community-level engagement.

## **Decentralized Distribution Approach**

The company follows a multi-partner distribution model to ensure scalability, reduce risk, and maintain strong relationships across regions.



# Education Sector In India



## Massive Demographic Advantage

- **580 million** people aged 5–24 years — largest educational cohort globally.
- Over **250 million** school-going students.
- **43.3 million** enrolled in higher education (2021–22).

## Market Size & Growth

- Sector size: **\$117 Bn (FY20) → \$225 Bn (FY25)**.
- Edtech market: **\$7.5 Bn → \$29 Bn by 2030**.
- K–12 segment: **\$48.9 Bn (2023) → \$125.8 Bn by 2032 (CAGR: 10.7%)**.

## Institutional Base

- **52,538 colleges, 1,362 universities** (as of Feb 2025).
- **8,902 AICTE-approved institutions**.

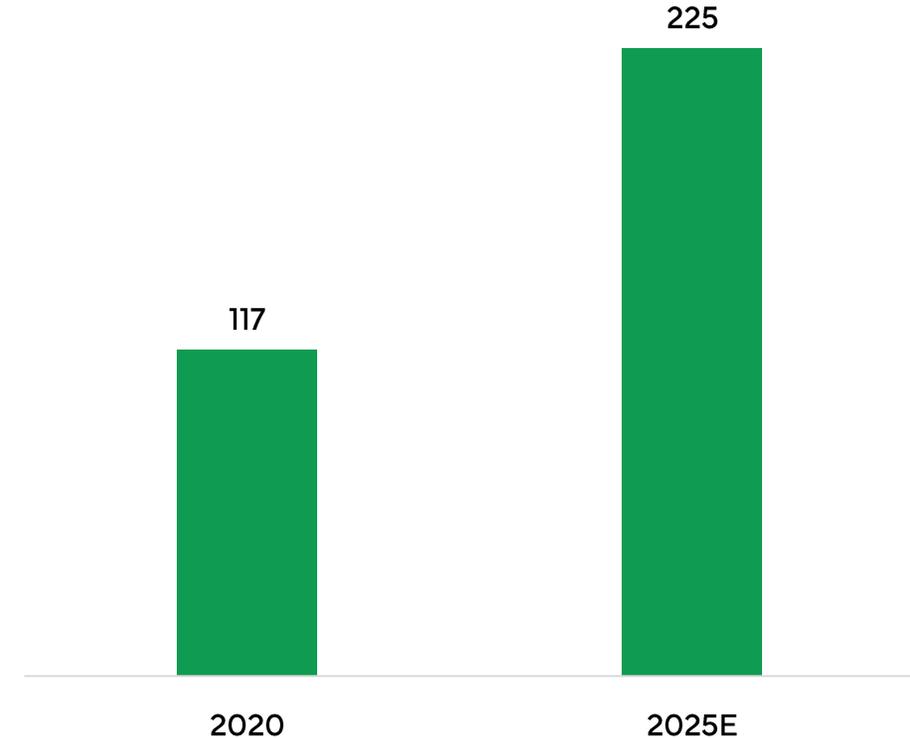
## Policy & Reform

- **NEP 2020** targets **50% Gross Enrolment Ratio** by 2035.
- Budget 2024–25: Record **₹73,498 Cr** for school education.
- Board exams to be conducted **twice a year**.

## Digital Shift

- India is the **2nd largest e-learning market** globally.
- **62%** of enrolments now come through digital channels.

## Education Industry In India (US\$ billion)



Source: IBEF

# India Publishing Market



## Market Overview

- Projected CAGR: **5.8% (2025–2031)**
- Covers: Books, newspapers, magazines, journals, eBooks
- Driven by: **Digital shift, local language demand, mobile-first content, and government literacy initiatives**

## Challenges

- High **imported paper costs, piracy, and regulatory hurdles**
- **Low digital literacy** in rural areas
- Fragmented market with slow tech adoption

## Opportunities

- **E-learning content, regional publishing, last-mile logistics**
- **Eco-friendly printing and virtual reading platforms**
- Potential for innovation in **edtech-aligned publishing**

## Key Trends

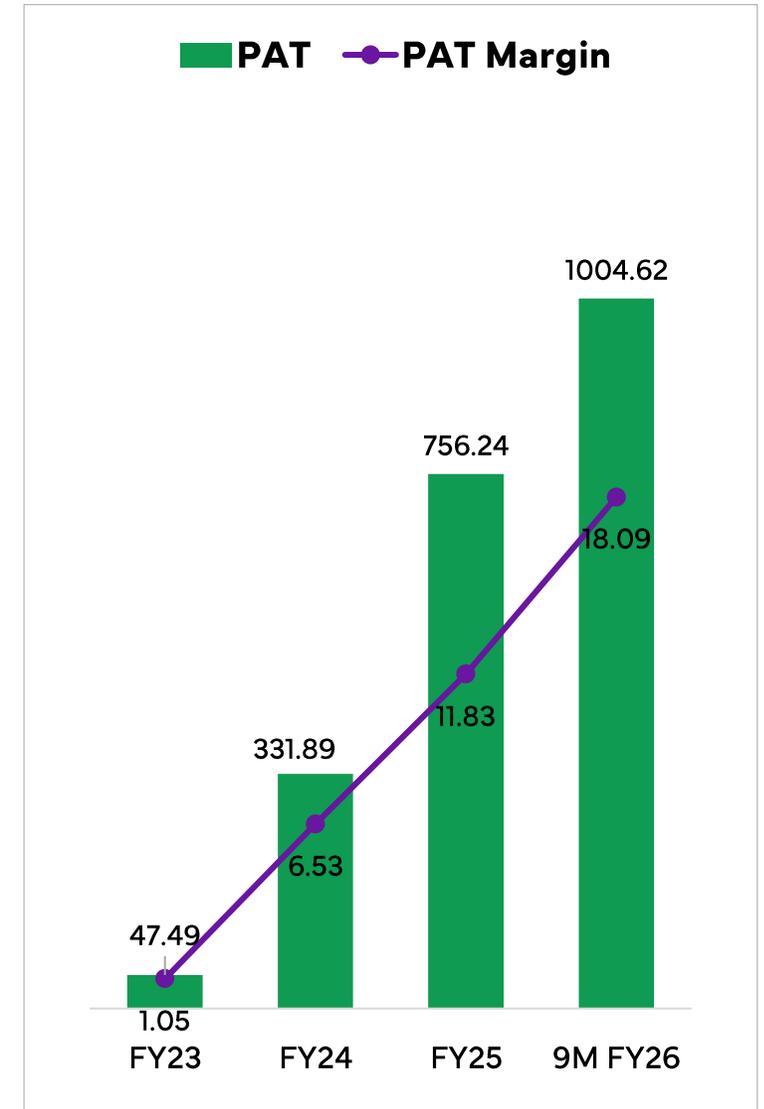
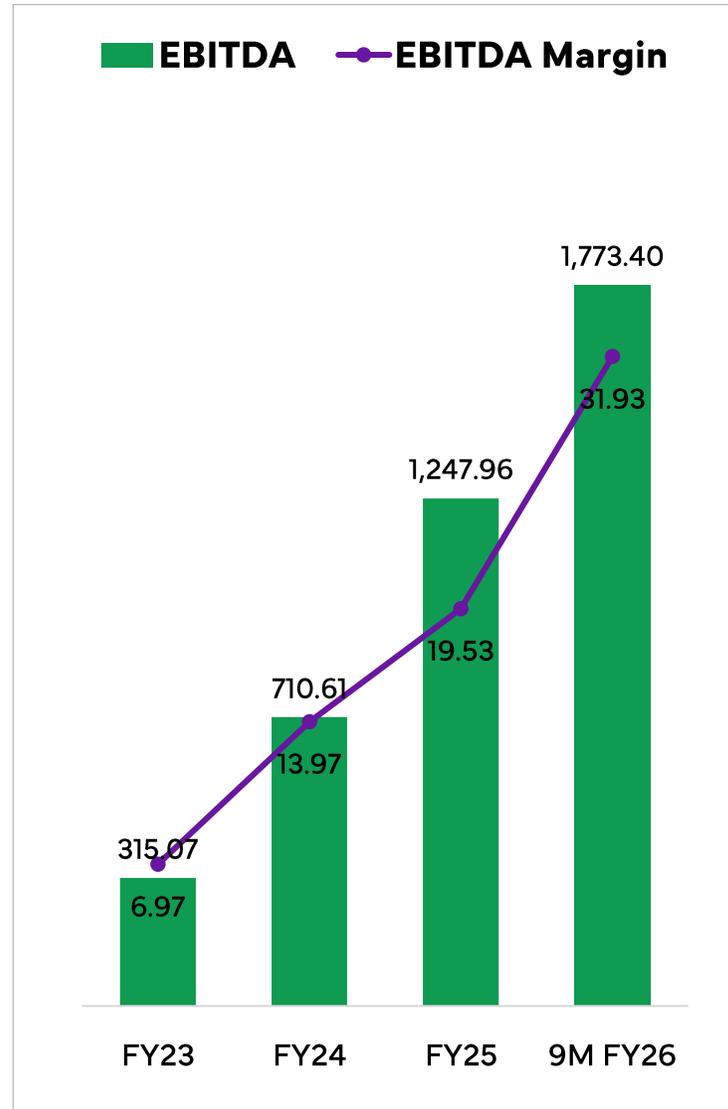
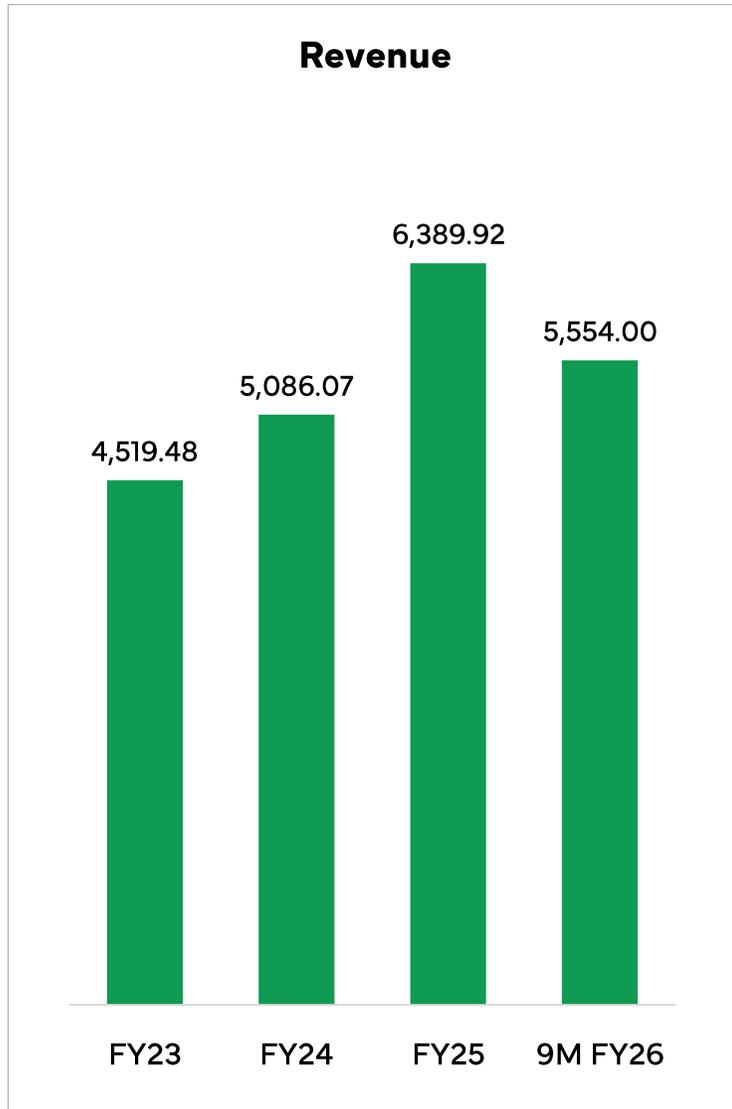
- Rise of **interactive eBooks, AI-driven personalization, and AR/VR** in print
- Surge in **regional language content**
- Growth of **subscription models and hybrid retail formats**

(Source: <https://www.6wresearch.com/industry-report/india-publishing-market-2020-2026>)

# Key Financial Highlights

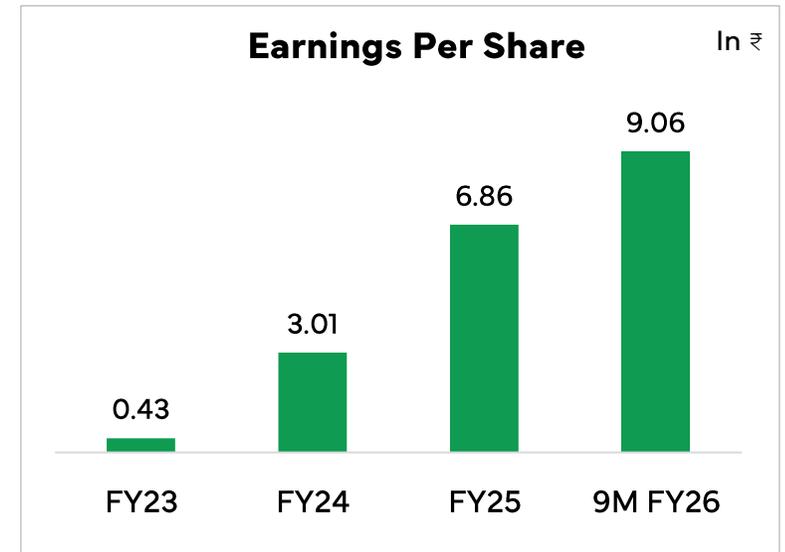
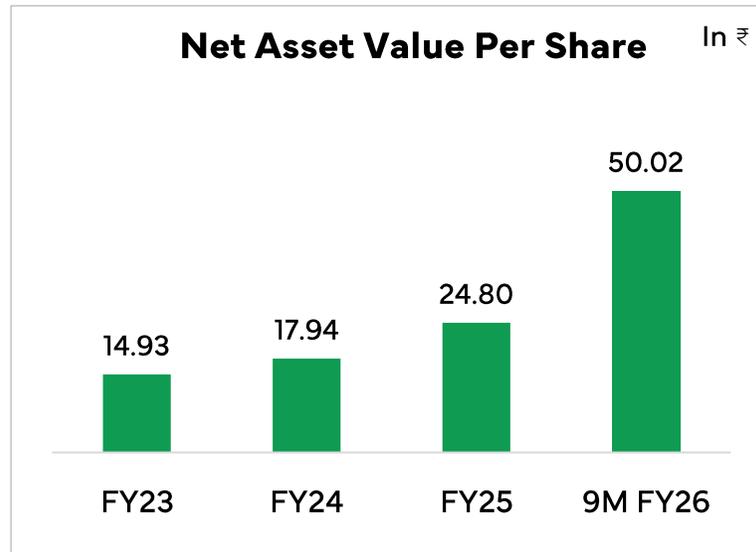
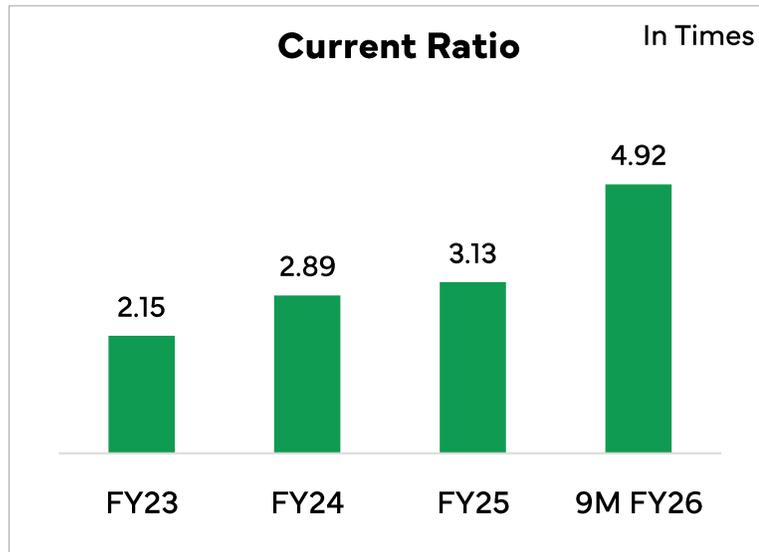
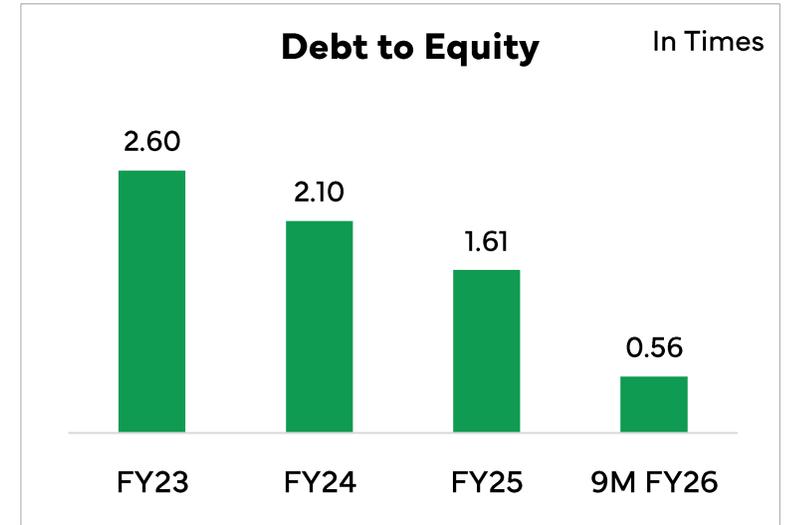
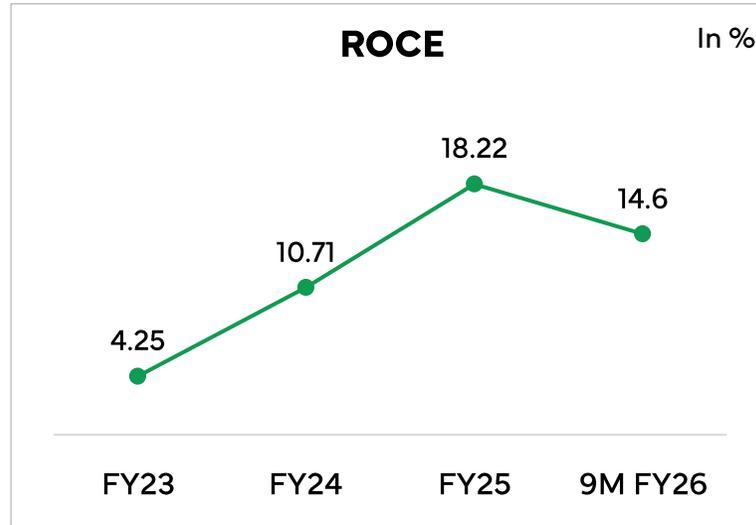
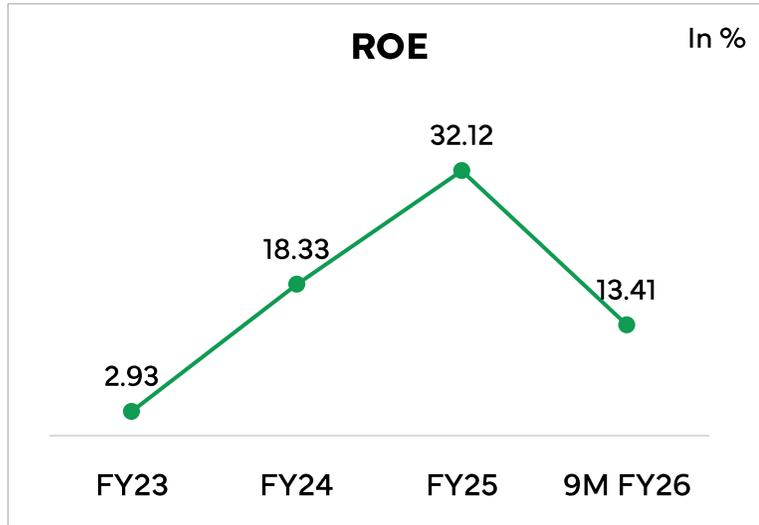


All Amount In ₹ Lakhs & Margins In %



Financial Overview

# Key Ratios



# Q3 FY26 - Profit & Loss Statement



Particulars (In ₹ Lakhs)	Q3 FY26	Q2 FY26	Q3 FY25
<b>INCOME</b>			
Revenue from Operations	1,475.90	2,334.32	1,025.66
Other Income	1.87	-	1.30
<b>Total Revenue</b>	<b>1,477.77</b>	<b>2,334.32</b>	<b>1,026.96</b>
<b>EXPENSES</b>			
Cost of Materials Consumed	1,604.00	1,515.00	730.00
(Increase)/Decrease in Inventories of FG and WIP	(975.00)	(275.00)	(588.49)
Employee Benefits Expenses	252.00	244.00	139
Operating and Selling Expenses	263.96	112.00	103
<b>Total Expenses</b>	<b>1,144.96</b>	<b>1596.00</b>	<b>383.51</b>
<b>EBITDA</b>	<b>332.81</b>	<b>738.32</b>	<b>643.45</b>
Depreciation and Amortisation	18.74	18.74	18.73
Finance Expenses	39.38	40.60	43.59
<b>Profit Before Tax</b>	<b>274.69</b>	<b>679.32</b>	<b>580.96</b>
Tax Expense	130.38	296.28	180.41
<b>Profit for the Year</b>	<b>144.31</b>	<b>383.04</b>	<b>400.55</b>

# Profit & Loss Statement



Particulars (In ₹ Lakhs)	9M FY26	FY25	FY24	FY23
<b>INCOME</b>				
Revenue from Operations	5,552.00	6,389.92	5,086.07	4,519.48
Other Income	2.00	35.34	3.75	6.03
<b>Total Revenue</b>	<b>5,554.00</b>	<b>6,425.26</b>	<b>5,089.82</b>	<b>4,525.51</b>
<b>EXPENSES</b>				
Cost of Materials Consumed	4,064.00	4,474.76	3,607.69	4,660.62
(Increase)/Decrease in Inventories of FG and WIP	(1,414.40)	(365.25)	25.76	(996.37)
Employee Benefits Expenses	578.00	584.32	516.07	302.50
Operating and Selling Expenses	553.00	413.91	201.44	227.10
<b>Total Expenses</b>	<b>3,780.60</b>	<b>5,107.74</b>	<b>4,350.96</b>	<b>4,193.85</b>
<b>EBITDA</b>	<b>1,773.40</b>	<b>1,317.52</b>	<b>710.61</b>	<b>315.07</b>
Depreciation and Amortisation	56.21	74.93	69.81	71.78
Finance Expenses	121.81	174.42	198.12	164.48
<b>Profit Before Tax</b>	<b>1,595.38</b>	<b>1,068.17</b>	<b>470.93</b>	<b>95.40</b>
Tax Expense	590.76	232.07	139.04	47.91
<b>Profit for the Year</b>	<b>1,004.62</b>	<b>836.10</b>	<b>331.89</b>	<b>47.49</b>

# Balance Sheet



Particulars (In ₹ Lakhs)	9M FY26	FY25	FY24	FY23
<b>Shareholders Funds</b>				
Share Capital	1,497.60	1,101.60	612.00	612.00
Reserves and Surplus	5,993.67	1,826.99	1,364.22	1,032.33
<b>Total Shareholders Funds</b>	<b>7,491.27</b>	<b>2,928.59</b>	<b>1,976.22</b>	<b>1,644.33</b>
<b>Non-Current Liabilities</b>				
Long Term Borrowings	4,002.94	4,410.93	4,147.20	2,832.05
Deferred Tax Liability (Net)	58.45	23.06	51.76	53.35
Long Term Provisions	-	-	130.23	106.23
<b>Total Non-Current Liabilities</b>	<b>4,061.39</b>	<b>4,433.99</b>	<b>4,329.19</b>	<b>2,991.63</b>
<b>Current Liabilities</b>				
Short Term Borrowings	208.12	192.70	0.00	1,441.73
Trade Payables	1,446.88	2,651.33	2,459.49	1,851.77
Other Current Liabilities	581.14	99.64	391.61	56.43
Short Term Provisions	479.70	128.06	140.69	15.52
<b>Total Current Liabilities</b>	<b>2715.84</b>	<b>3,071.73</b>	<b>2,991.79</b>	<b>3,365.45</b>
<b>TOTAL EQUITIES &amp; LIABILITIES</b>	<b>14,268.50</b>	<b>10,434.31</b>	<b>9,297.20</b>	<b>8,001.41</b>

Particulars (In ₹ Lakhs)	9M FY26	FY25	FY24	FY23
<b>Non-Current Assets</b>				
Property, Plant and Equipment	831.86	743.94	598.36	663.56
Non Current Investments	87.16	67.72	19.40	19.40
Long Term Loans and Advances	0.00	0.00	0.00	7.57
Other Non-Current Assets	0.00	0.00	43.60	78.21
<b>Total Non-Current Assets</b>	<b>919.02</b>	<b>811.66</b>	<b>661.36</b>	<b>768.74</b>
<b>Current Assets</b>				
Inventories	4,500.00	3,043.60	2,723.16	2,744.61
Trade Receivables	4,942.64	6,191.56	5,605.01	4,478.21
Cash and Bank Balances	3,879.08	360.33	226.92	2.50
Short Term Loans and Advances	-	-	80.75	7.35
Other Current Assets	27.76	27.16	0.00	0.00
<b>Total Current Assets</b>	<b>13,349.48</b>	<b>9,622.65</b>	<b>8,635.84</b>	<b>7,232.67</b>
<b>TOTAL ASSETS</b>	<b>14,268.50</b>	<b>10,434.31</b>	<b>9,297.20</b>	<b>8,001.41</b>

# Stock Data



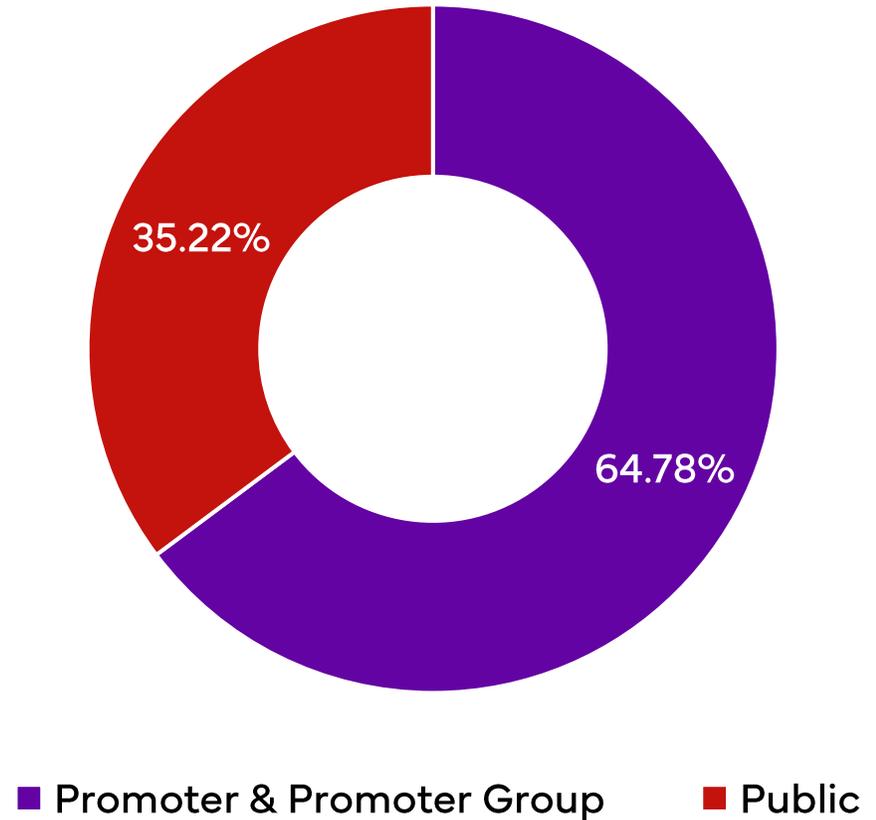
As on 13/02/2026

As on 28/12/2025

**NSE : DACHEPALLI | 544667**

<b>Share Price (₹)</b>	71.00
<b>Market Capitalization (₹ Cr)</b>	106.33
<b>No. of Shares</b>	1,49,76,000
<b>Face Value (₹)</b>	10.00
<b>52 week High-Low (₹)</b>	90.00 – 63.13

## Shareholding Pattern



# THANK YOU!



## **DACHEPALLI PUBLISHERS LIMITED**

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## **Investor Relations Advisor**



## **EquibrigeX Advisors Pvt. Ltd.**

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