

Ref. No. DIL/SE/24-25/18

Date: May 25, 2024

To, The Manager **Corporate Relationship Department BSE Limited** Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001

**BSE Symbol - DOMS** BSE Scrip Code - 544045

Dear Sir/Madam,

The Manager **Listing Department National Stock Exchange of India Limited** Exchange Plaza, Bandra Kurla Complex Bandra (East), Mumbai - 400 051

**NSE Symbol - DOMS** 

#### Sub.: Investor Presentation in relation to the Audited Financial Results (Standalone and Consolidated) for the quarter and year ended March 31, 2024

In continuation of our letter dated May 17, 2024, this is to inform that pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, ('SEBI LODR Regulations'), please find enclosed herewith the Investor Presentation in relation to Audited Financial Results (Standalone and Consolidated) for the quarter and year ended March 31, 2024.

The Investor Presentation is available on the website of the Company at www.domsindia.com.

This is for your information and records.

Thanking you, Yours faithfully,

#### For DOMS Industries Limited

Digitally signed by Mitesh Mitesh Ashok Padia Ashok Padia Date: 2024.05.25 13:23:43 +05'30'

Mitesh Padia

**Company Secretary and Compliance Officer** 

Membership No.: A58693

Encl.: As above

Email: asst.admin@domsindia.com



### **DOMS - A Leading Holistic Creative Product Company**



Products & Market Presence



**7**Product Categories



**4,000+** SKUs





**50+** Export Countries

Manufacturing



39+ acres/~1.40 mn sq.ft
Operations Area



14
Facilities across 2 Locations



**9,900+**Workforce



**44+ acres**Upcoming Facility Area

**Distribution** 



120+
Super Stockists



**4,300+** Distributors



**1,22,500+**Retail Outlets



**625+**Sales Personne





Corporate Video Link: Click Here



# Q4 & FY24 Performance Highlights



### Q4 & FY24 - Financial Highlights



**Q4'FY24** 

**Operating Revenue** 

₹ 4,037.4 Mn

**20.0%** (Y-o-Y)

**EBITDA** 

₹ 759.3 Mn

EBITDA Margins: 18.8%

**PAT** 

₹ 469.3 Mn

**PAT Margins: 11.6%** 

**FY24** 

**Operating Revenue** 

₹ 15,371.4 Mn

**26.8%** (Y-o-Y)

**EBITDA** 

₹ 2,727.3 Mn

EBITDA Margins: 17.7%

ΡΔΤ

₹ 1,596.6 Mn

**PAT Margins: 10.4%** 

#### **Key Highlights**

- **❖** Continued Focus on expansion of Manufacturing facility with ~ ₹ 1,261 Mn CAPEX (excl. CWIP) in FY24 catering to robust domestic demand
  - **Test production underway** at additional **100,000 sq. ft.** area dedicated for writing instrument on track to commence commercial production in **Q1'FY25**
  - Performed Bhoomi Pujan at ~44 acre land in April 2024 construction work ongoing in full swing
  - Capacity expansion for Pencils underway expected to commence production in Q4'FY25
- Acquisition of 51% in SKIDO, a company engaged in business of bags (school bags, pouches etc.) allowing foray into back-to-school segment
- Consistent focused marketing initiatives like Launch of 'DOMS Art League'- an online Art Engagement Program and Inauguration of 'DOMS Painting Studio' an experience zone for kids at KidZania, R-City Mall, Mumbai

## Q4 & FY24 - Consolidated P&L Snapshot



Particulars (₹ Mn)	Q4'FY24	Q4'FY23	Y-o-Y % Change	Q3'FY24	FY24	FY23	Y-o-Y % Change
Revenue from operations	4,037.4	3,364.8	20.0%	3,716.1	15,371.4	12,118.9	26.8%
Consumption Expenses	2,261.4	2,036.3		2,076.9	8,927.5	7,633.7	
Gross Profit	1,776.0	1,328.4	33.7%	1,639.1	6,443.9	4,485.2	43.7%
Gross Profit Margins (%)	44.0%	39.5%		44.1%	41.9%	37.0%	
Employee Benefits Expense	561.1	370.0		544.2	2,130.6	1,418.0	
Other Expenses	455.5	339.2		401.4	1,586.0	1,200.7	
EBITDA	759.3	619.3	22.6%	693.5	2,727.3	1,866.6	46.1%
EBITDA Margins (%)	18.8%	18.4%		18.7%	17.7%	15.4%	
Other Income	56.7	11.7		20.4	101.3	46.3	
Depreciation & Amortisation	144.1	105.2		140.3	512.4	406.5	
EBIT	671.9	525.8	27.8%	573.6	2,316.2	1,506.4	53.8%
⊞ITMargins (%)	16.6%	15.6%		15.4%	15.1%	12.4%	
Finance Costs	43.0	34.4		49.8	171.2	118.8	
Share of Profit / (Loss) of Associates	0.6	0.0		0.1	-0.2	0.0	
Profit Before Tax	629.6	491.4	28.1%	523.9	2,144.8	1,387.6	54.6%
PBT Margins (%)	15.6%	14.6%		14.1%	14.0%	11.5%	
Tax expenses	160.2	129.3		135.6	548.2	358.9	
PAT	469.3	362.1	29.6%	388.2	1,596.6	1,028.7	55.2%
PATMargins (%)	11.6%	10.8%		10.4%	10.4%	8.5%	

## **Consolidated Balance Sheet Snapshot**

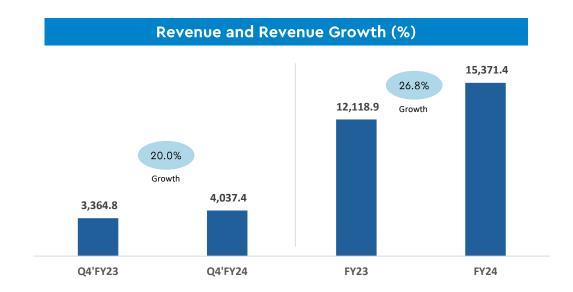


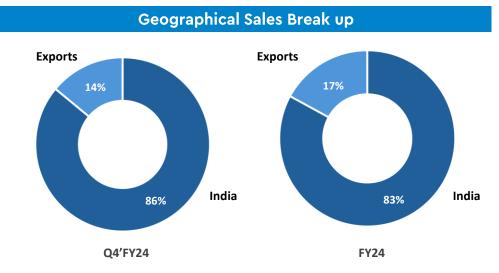
Particulars (₹ mn)	FY24	FY23
Non-Current Liabilities		
Borrowings	837	152
Lease Liabilities	430	303
Provisions	149	91
Total Non-Current Liabilities	1,416	545
Current Liabilities		
Borrowings	322	849
Lease Liabilities	130	95
Trade Payables	904	870
Other Financial Liabilities	411	175
Other Current Liabilities	294	310
Total Current Liabilities	2,061	2,299
Equity		
Equity Share Capital	607	4
Other Equity	7,537	3,371
Non-Controlling Interest	278	179
Total Equity	8,422	3,553
Total Equity and Liabilities	11,900	6,398

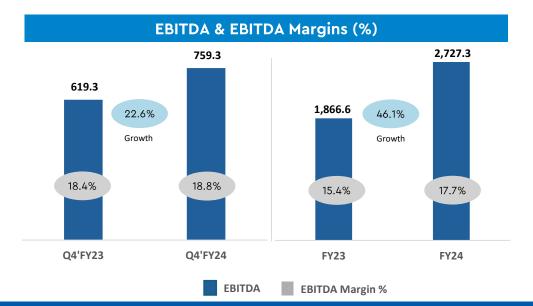
Particulars (₹ mn)	FY24	FY23
Non- Current Assets		
Property, Plant and Equipment	3,814	2,799
Capital Work-in-Progress	254	69
Right of use Assets	543	382
Goodwill	624	20
Other Intangible Assets	1	1
Financial Assets	144	124
Other Non-Current Assets	355	209
Total Non-Current Assets	5,735	3,604
Current Assets		
Current Assets Inventories	2,251	1,846
	2,251 646	1,846 356
Inventories	,	·
Inventories Trade Receivables	646	356
Inventories Trade Receivables Cash and Cash Equivalents	646 565	356 343
Inventories Trade Receivables Cash and Cash Equivalents Bank Balance other than above	646 565 2,495	356 343 75

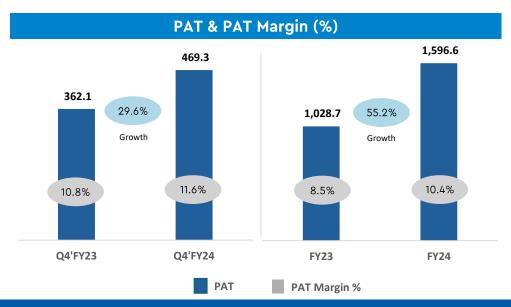
### Q4 & FY24 - Financial Performance







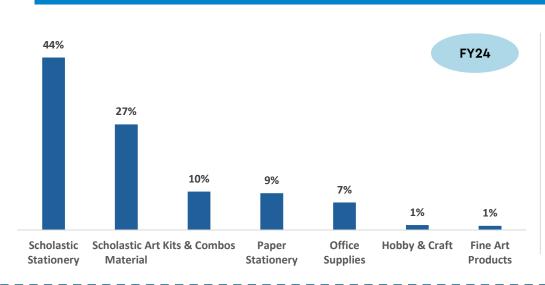


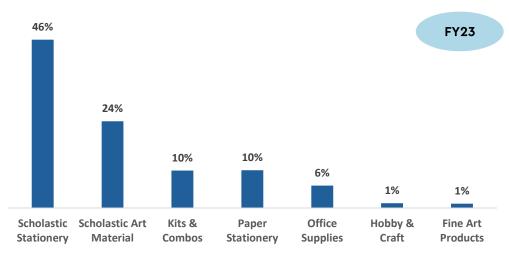


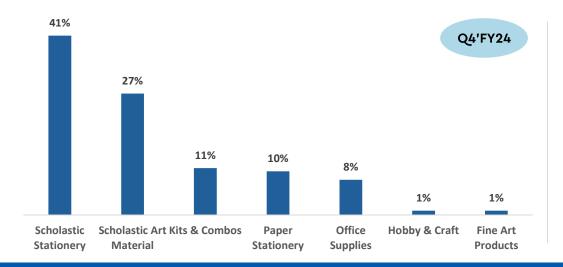
### Q4 & FY (Y-o-Y) - Product Category Performance

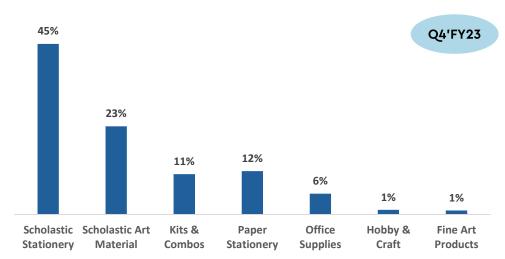


#### Product Category wise Sales Break up



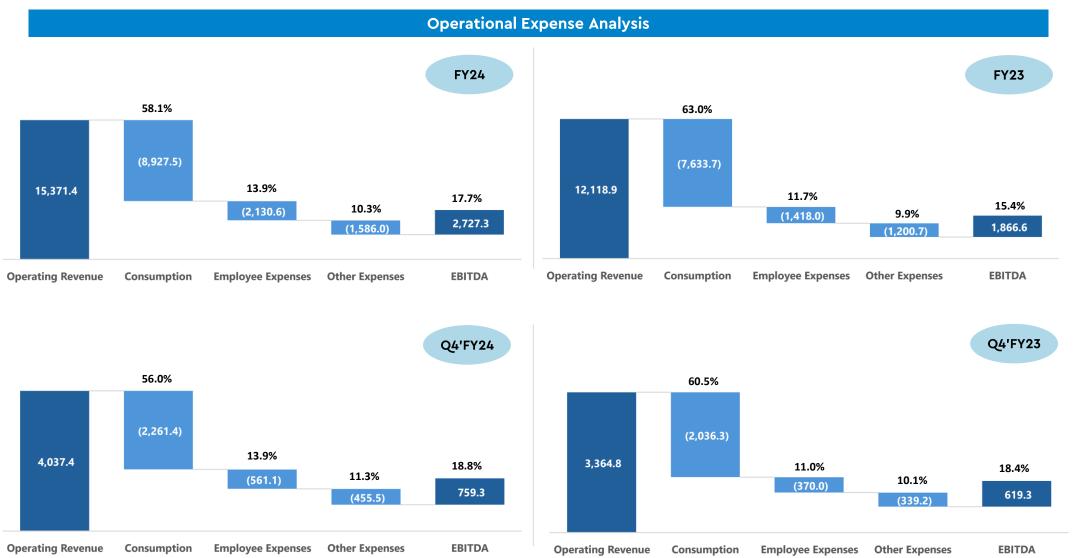






### Q4 & FY (Y-o-Y) - Operational Matrix





₹ in Million and % refers to percentage of operating Income



## **Recent Key Events & Engagements**



## **Bhoomi Pujan Ceremony**













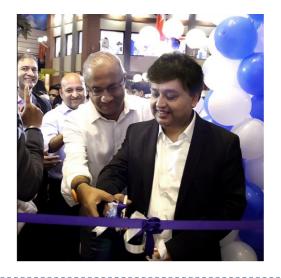
Bhoomi Pujan Ceremony Video Link: Click Here

## Launch of 'DOMS Painting Studio' @ Kidzania



### First ever 'DOMS Painting Studio' - giving children opportunity to explore artistic abilities











### Launch of 'DOMS Art League'



#### 'DOMS Art League' - greatest online Art Engagement for children aimed at nurturing creative spirit within each young mind















## **Recent Event Participation**



#### **CNS - School Event**





### Seth GS – Medical College







### **Recent Product Introductions**



New Product Launches across segment - Scholastic Stationery, Scholastic Art Material, Office Supplies & Hobby Products





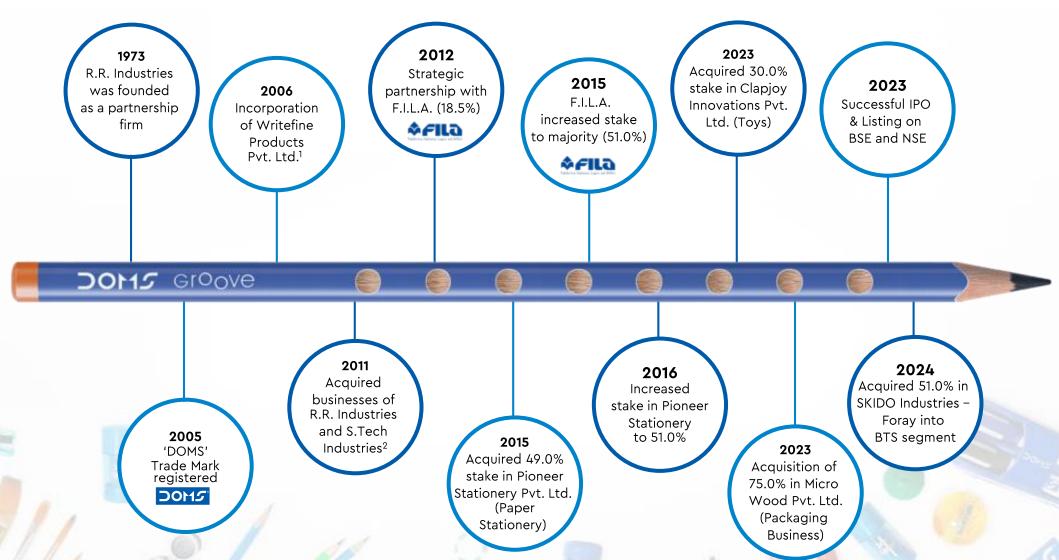


## **Company Overview**



## **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**









2 Modern, Scalable and Integrated Manufacturing Infrastructure





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



- 4 Multi-Channel Distribution Network with Strong pan India Presence
- 5 Experienced Board & F.I.L.A. Partnership Enabling Product Expertise and Access to Global Markets

### 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 ~1.40 mn sq.ft. Facility Area





Operations spread across ~37 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







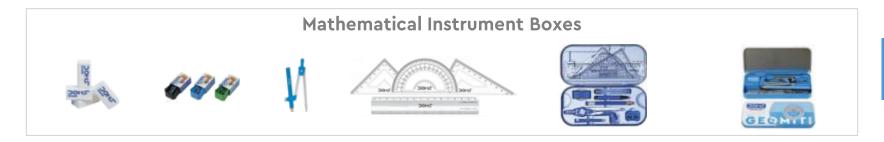
### 02. Modern, Scalable and Integrated Manufacturing Infrastructure (2/2)



#### 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



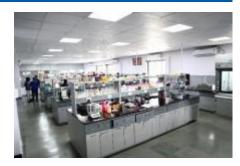
 From sketch pen caps to ink & reservoir – All are manufactured in-house

### 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 employees<sup>1</sup>

**Quality Check & Assurance Team** 85 employees<sup>1</sup>

#### 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** 

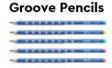






**Patented Technology** 







**Innovative Design** 









Thermoplastic Rubber **Erasers** 







Note: (1) As of March 31, 2024

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





120+
Super Stockists

4,300+
Distributors

**122,500+**Retail Outlets

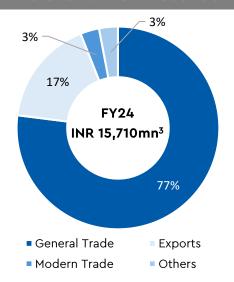
625+
Sales Personnel



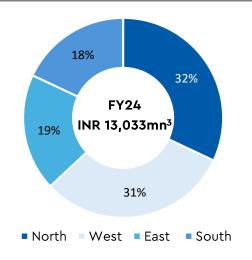
6 Continents 45+
Countries

10.0% F.I.L.A. Group Exports<sup>1</sup> 7.1%
Third Party Exports<sup>1</sup>

#### **Multi Channel Presence**

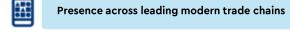


#### Balanced Regional Mix<sup>2</sup>



### **Key Distribution Strengths**







Note: (1) For FY24 (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) FY24 Gross Product Sales; Key data points as of March 31, 2024 unless otherwise mentioned

### DOMS - Lead by an Experienced Board



#### **Board of Directors**

#### **Indian Promoter Family**

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

#### **Independent Directors**



**Santosh Raveshia** Managing Director

Joined R.R. Industries in 2000



Massimo Candela Non-Executive Director

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



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



Sanjay Rajani Whole Time Director

Joined R.R. Industries in



Annalisa Barbera Non- Executive Director

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



**Rajiv Mistry** Independent Director

Founder and Chairman of Ascent Meditech Limited



**Ketan Rajani** Whole Time Director

Joined R.R. Industries in 2003



**Luca Pelosin**Non- Executive Director

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



Mehul Shah Independent Director

Advocate with Bar Council of Maharashtra and Goa



Chandni Somaiya Whole Time Director

Associated with S-Tech Industries as a partner since 2004



**Cristian Nicoletti**Non- Executive Director

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



Darshika Thacker Independent Director

Partner, Thacker & Associates

### Supported by Able Senior Management Driving Business Efficiency



#### **Management Team**



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 Employees<sup>1</sup>
9,350+

Contracted Employees<sup>1</sup>
550+



Better cost controls and margin expansion

Greater control on product quality

### F.I.L.A. Partnership - Enabling Product Expertise and Access to Global Markets



#### About F.I.L.A. Group



**Industry Experience 100** years

Market Presence No. of Brands 150 countries

25

**Production Sites** 22

Revenues<sup>1</sup> EURO 779mn

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** 

### **Growth Strategy**





Focus on expanding Manufacturing Capacity

- 100,000 sq.ft added in Q3'FY24 & another 100,000 sq.ft to be operational soon within existing facility
- Pencil manufacturing capacity expansion underway expected to commence production by Q4'FY25
- Regular modernization/upgradation at existing facility leading to improving manufacturing capacities
- Construction at ~44 acre land parcel ongoing in full swing



Capitalising Inorganic Growth Opportunities

- Acquisition of 51% in SKIDO Industries, providing entry into Back to School segment (BTS)
- Explore opportunities complementing current product offerings with focus around universe of kids
- Seek partnership opportunities in international markets to enhance geographical presence



Continue Expanding
Product Lines

- Recent Expansion of product portfolio Introduction of refillable pens, adhesives and fine art products
- Seek to expand product lines associated through growing years of kids, children and young adults with an aim to evolve more than just a stationery brand viz. School Bags (BTS segment)
- Additionally, continue to focus on increasing depth within products thereby improving ASP



Strengthen Distribution & Market Reach

- Omnichannel distribution network expansion strategy in place
- Deepen existing relationship by increasing shelf space for products (new SKUs & Products)
- Arrangements with more super stockists & distributors to reach under-served areas and smaller towns
- Parallelly focus to develop modern trade & e-commerce platforms



Leverage
Technology & Data
Capabilities

- Continue to invest in technology to drive business efficiencies and cross-functional synergies
- Strengthen systems for better production planning & managing distribution operations
- Further strengthen data analytics enabling better understanding of preferences of customers, improve sales and help in scaling operations

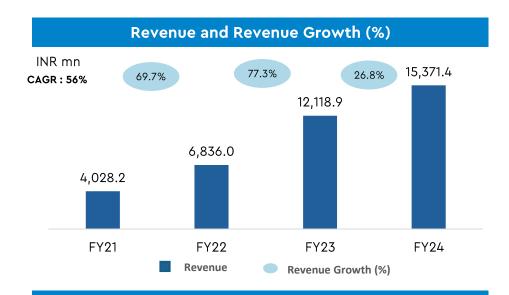


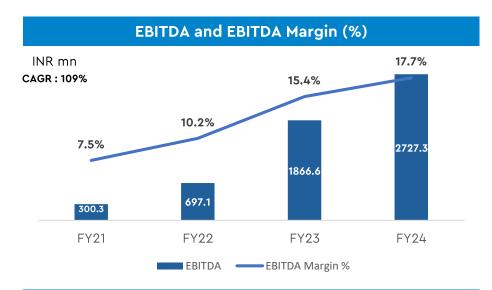
# **Impeccable Financial Performance**

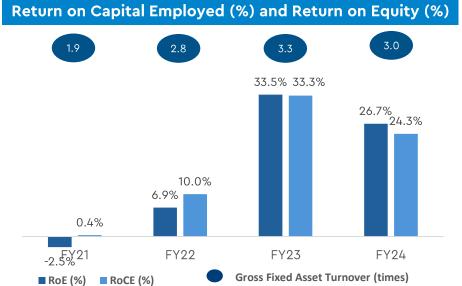


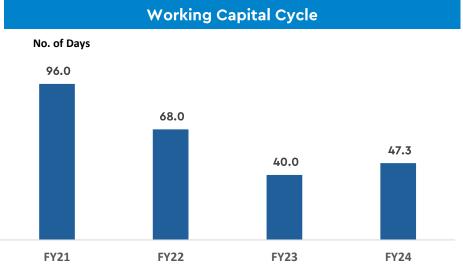
## **Strong Financial Profile**











## **Consolidated Profit and Loss Statement**



Particulars (₹ mn)	FY21	FY22	FY23	FY24
Revenue from Operations	4,028	6,836	12,119	15,371
Other Income	60	26	46	101
Total Income	4,088	6,862	12,165	15,473
Cost of Materials Consumed	2,321	4,251	7,427	8,784
Purchase of Stock-in-Trade	116	138	261	591
Changes in Inventories of Finished Goods, Stock-in-Trade and WIP	16	(68)	(55)	(448)
Employee Benefits Expense	711	1,014	1,418	2,131
Finance Costs	88	103	119	171
Depreciation and Amortization	348	380	407	512
Other Expenses	564	804	1,201	1,586
Total Expenses	4,164	6,622	10,778	13,328
Profit / (Loss) Before Tax	(76)	240	1,388	2,145
Tax Expenses	(16)	69	359	548
Profit / (Loss) After Tax	(60)	171	1,029	1,597

## **Consolidated Balance Sheet**



Particulars (₹ mn)	FY21	FY22	FY23	FY24
Non-Current Liabilities	'			
Borrowings	29	29	152	837
Lease Liabilities	283	294	303	430
Provisions	60	78	91	149
Total Non-Current Liabilities	372	400	545	1,416
<b>Current Liabilities</b>				
Borrowings	944	821	849	322
Lease Liabilities	81	87	95	130
Trade Payables	568	811	870	904
Other Financial Liabilities	131	131	175	411
Other Current Liabilities	63	144	310	294
Total Current Liabilities	1,787	1,993	2,299	2,061
Equity				
Equity Share Capital	4	4	4	607
Other Equity	2,332	2,469	3,371	7,537
Non-Controlling Interest	81	108	179	278
Total Equity	2,417	2,581	3,553	8,422
Total Equity and Liabilities	4,575	4,975	6,398	11,900

Particulars (INR mn)	FY21	FY22	FY23	FY24
Non- Current Assets				
Property, Plant and Equipment	1,869	1,861	2,799	3,814
Capital Work-in-Progress	31	40	69	254
Right of use Assets	379	382	382	543
Goodwill	33	20	20	624
Other Intangible Assets	5	2	1	1
Financial Assets	114	106	124	144
Other Non-Current Assets	71	117	209	355
Total Non-Current Assets	2,502	2,528	3,604	5,735
				•
Current Assets				
Current Assets Inventories	1.208	1,592	1,846	2,251
	1.208 419	1,592 492	1,846 356	
Inventories				2,251
Inventories Trade Receivables	419	492	356	2,251 646
Inventories Trade Receivables Cash and Cash Equivalents	419 227	492 93	356 343	2,251 646 565
Inventories Trade Receivables Cash and Cash Equivalents Bank Balance other than above	419 227 63	492 93 65	356 343 75	2,251 646 565 2,495

Source: Company Prospectus

## **Consolidated Cash Flow Statement**



Particulars (₹ mn)	FY21	FY22	FY23	FY24
Cash flow from Operating Activities				
Profit / (Loss) before tax	(76)	240	1,388	2,145
Adjustments for non-cash items	350	416	431	509
Adjustment for non-operating items	49	92	106	105
Operating cash inflow before working capital changes	323	748	1,924	2,758
Net decrease / (increase) in working capital	(149)	(207)	154	(289)
Cash generated from Operations	174	541	2,077	2,469
Income tax paid (net of refunds)	22	32	345	(643)
Net cash flows generated from Operating activities (A)	152	509	1,733	1,826
Cash flow from Investing Activities				
Purchase of property, plant and equipment (including CWIP and capital advances)(net)	(230)	(349)	(1,363)	(1,535)
Acquisition of subsidiary, net of cash	-	-	-	(705)
Proceeds from sale of property plant & equipment	66	2	8	3
Other Inflow / (Outflow) from Investing Activities	(23)	10	(5)	(2340)
Net cash flows used in Investing activities (B)	(187)	(337)	(1,359)	(4,576)
Cash flow from Investing Activities				
Proceeds from Fresh Issue of Shares (Net)	-	-	-	3,347
Dividends paid	-	-	(56)	(93)
Finance cost paid	(84)	(110)	(140)	(158)
Payment of lease liabilities	(51)	(79)	(74)	(111)
Proceeds / (Repayments) of borrowings	384	(117)	145	(13)
Net cash flows (used in) / generated from Financing activities (C)	249	(306)	(124)	2,972
Net increase/(decrease) in cash and cash equivalents (A+B+C)	214	(134)	250	222

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