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### DOMS INDUSTRIES LIMITED

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INVESTOR PRESENTATION

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Q4 & FY2024

### DOMS – A Leading Holistic Creative Product Company





# Q4 & FY24 Performance Highlights



### Q4 & FY24 – Financial Highlights





### 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%
EBIT Margins (%)	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%
PBTMargins (%)	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%
PAT Margins (%)	11.6%	10.8%		10.4%	10.4%	8.5%	



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
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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

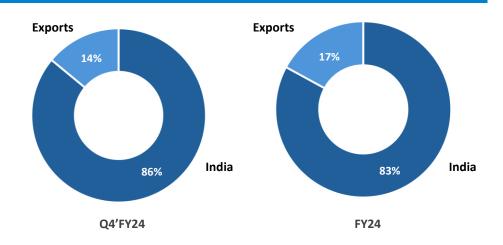
Particulars (₹ mn)	FY24	FY23
Non- Current Assets		
Property, Plant and Equipment	3,814	2,799
Capital Work-in-Progress	254	69
Right of use Assets	543	382
Goodwill	624	20
Other Intangible Assets	1	1
Financial Assets	144	124
Other Non-Current Assets	355	209
Total Non-Current Assets	5,735	3,604
Current Assets		
Inventories	2,251	1,846
Trade Receivables	646	356
Cash and Cash Equivalents	565	343
Bank Balance other than above	2,495	75
Other Current Assets	208	174
Total Current Assets	6,165	2,794
Total Assets	11,900	6,398



Revenue and Revenue Growth (%)

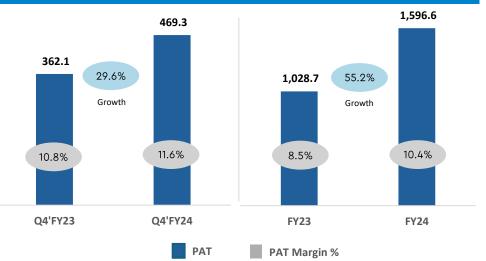


Geographical Sales Break up



EBITDA & EBITDA Margins (%) 2,727.3 759.3 619.3 1,866.6 22.6% 46.1% Growth Growth 18.4% 18.8% 15.4% 17.7% Q4'FY23 Q4'FY24 FY24 FY23 EBITDA Margin % EBITDA 



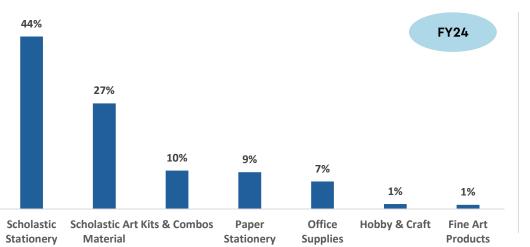


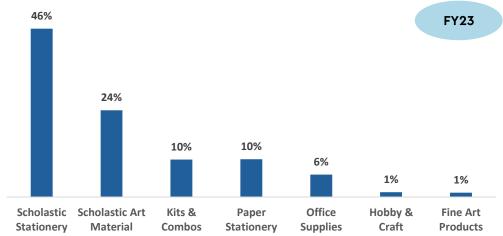
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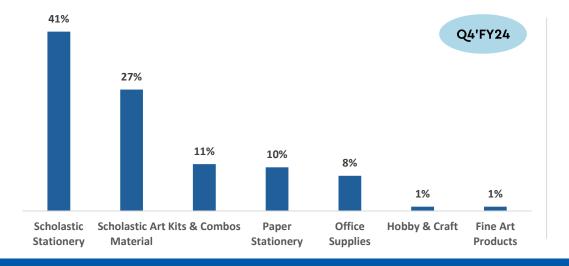
### Q4 & FY (Y-o-Y) – Product Category Performance

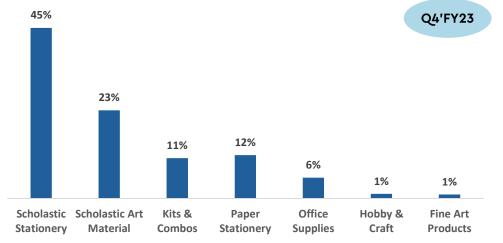






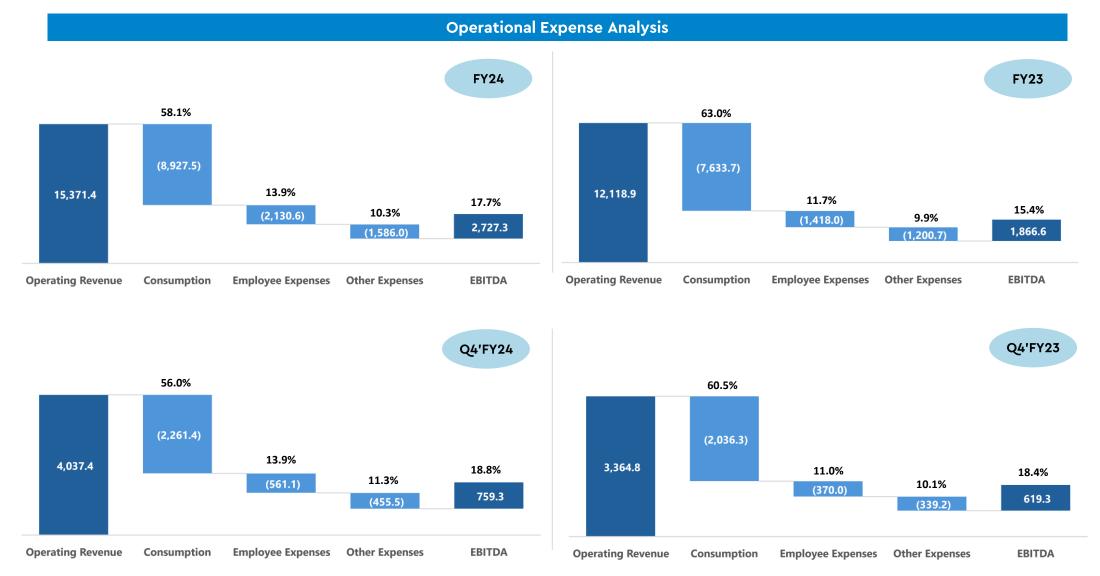






### Q4 & FY (Y-o-Y) - Operational Matrix





₹ in Million and % refers to percentage of operating Income

Slide-7





### **Recent Key Events & Engagements**



### Bhoomi Pujan Ceremony













### Launch of 'DOMS Painting Studio' @ Kidzania



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











### Launch of 'DOMS Art League'

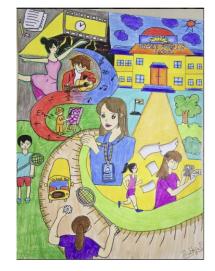


'DOMS Art League' - greatest online Art Engagement for children aimed at nurturing creative spirit within each young mind



GREAT ART NEEDS GREAT PREPARATION















#### CNS – School Event





### Seth GS – Medical College









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



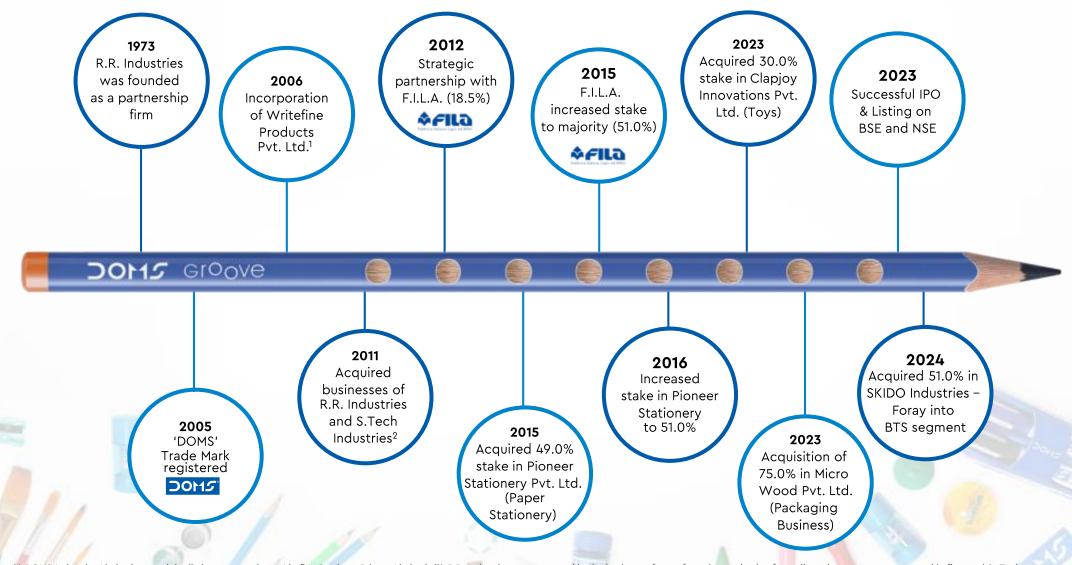


# **Company Overview**



### **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







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



**Office Supplies** 

Hobby & Craft

**Fine Art Products** 



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



#### Scale and Size of Operations – 14 Manufacturing Facilities Spread Across ~1.40 mn sq.ft. Facility Area



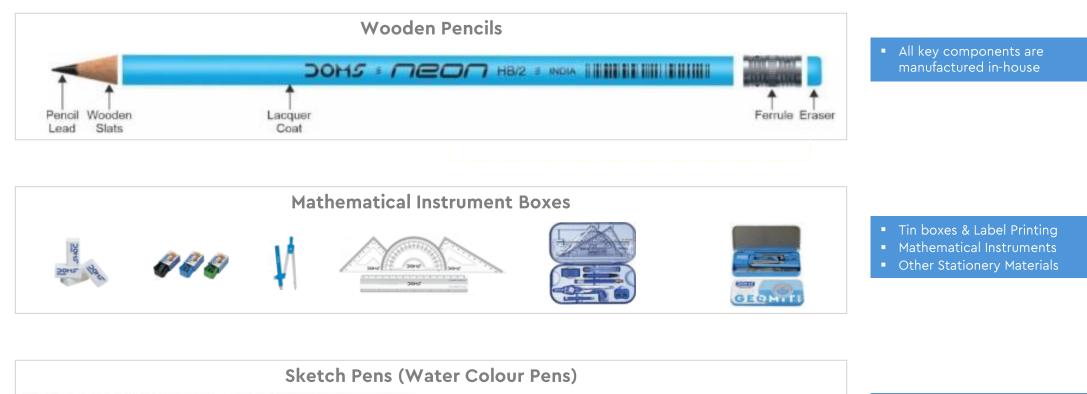
Operations spread across ~37 acres in Umbergaon and 2 acres in Jammu

Upcoming Facility of ~44 acres adjacent to Existing Umbergaon Plant

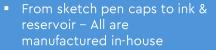
#### **Robust Manufacturing Infrastructure – Enabling End-to-End Operations**



#### Backward Integrated In-House Manufacturing Infrastructure – Driving Operational Efficiency





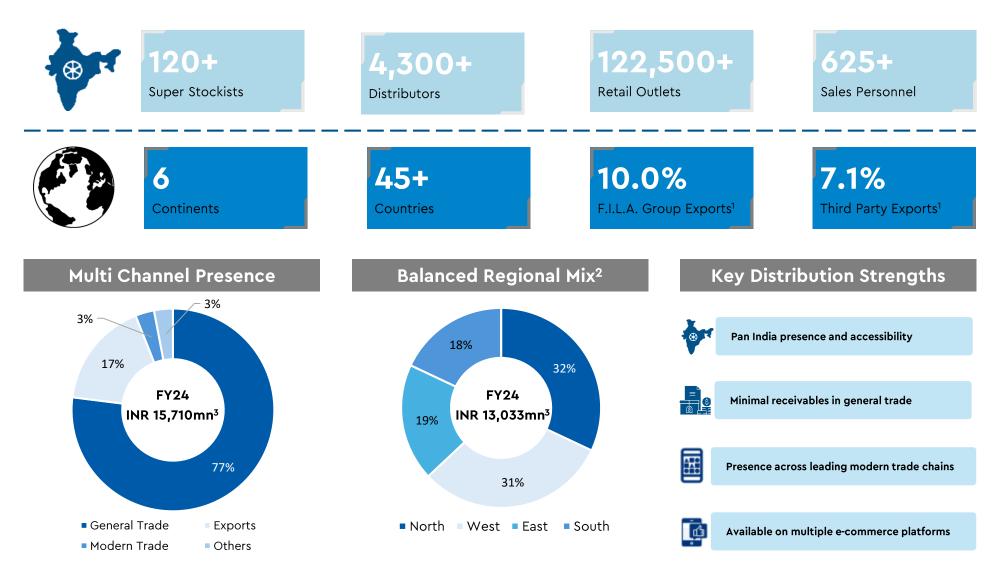






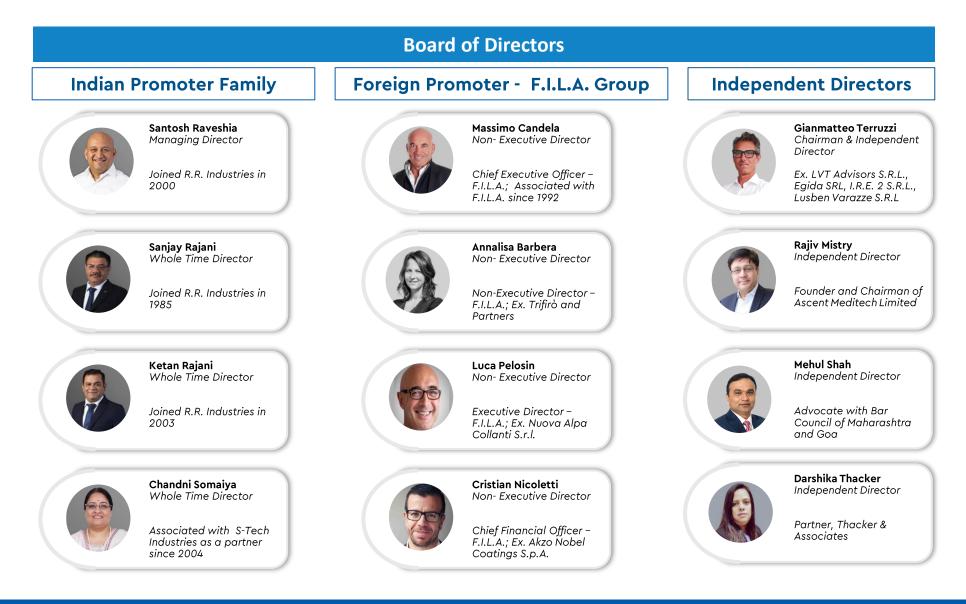
### 04. Multi-Channel Distribution Network with Strong pan India Presence





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







#### **Management Team** Vijay Somaiya Harshad Raveshia Suresh Rajani Head – Polymer Chief Consultant Chief Consultant Division Wood Working Color Pencil Division Division Suraj Raveshia Purav Raveshia Sumit Rajani Vice President Vice President Vice President Product International Business Color Pencil & Development Graphite Lead Santosh Swain Rahul Shah Saumitra Prasad Vice President Chief Financial Chief Marketing Officer Purchase & General Officer Affairs Management Team includes Promoter Group as well as Professional Members Better cost controls and margin expansion Permanent Employees<sup>1</sup> **Contracted Employees**<sup>1</sup> 9,350+ 550+ Greater control on product quality

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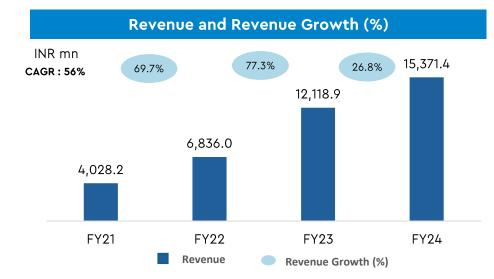
Focus on expanding Manufacturing Capacity	<ul> <li>100,000 sq.ft added in Q3'FY24 &amp; another 100,000 sq.ft to be operational soon within existing facility</li> <li>Pencil manufacturing capacity expansion underway – expected to commence production by Q4'FY25</li> <li>Regular modernization/upgradation at existing facility leading to improving manufacturing capacities</li> <li>Construction at ~44 acre land parcel ongoing in full swing</li> </ul>
Capitalising Inorganic Growth Opportunities	<ul> <li>Acquisition of 51% in SKIDO Industries, providing entry into Back to School segment (BTS)</li> <li>Explore opportunities complementing current product offerings with focus around universe of kids</li> <li>Seek partnership opportunities in international markets to enhance geographical presence</li> </ul>
Continue Expanding Product Lines	<ul> <li>Recent Expansion of product portfolio - Introduction of refillable pens, adhesives and fine art products</li> <li>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)</li> <li>Additionally, continue to focus on increasing depth within products thereby improving ASP</li> </ul>
Strengthen Distribution & Market Reach	<ul> <li>Omnichannel distribution network expansion strategy in place</li> <li>Deepen existing relationship by increasing shelf space for products (new SKUs &amp; Products)</li> <li>Arrangements with more super stockists &amp; distributors to reach under-served areas and smaller towns</li> <li>Parallelly focus to develop modern trade &amp; e-commerce platforms</li> </ul>
Leverage Technology & Data Capabilities	<ul> <li>Continue to invest in technology to drive business efficiencies and cross-functional synergies</li> <li>Strengthen systems for better production planning &amp; managing distribution operations</li> <li>Further strengthen data analytics enabling better understanding of preferences of customers, improve sales and help in scaling operations</li> </ul>

# Impeccable Financial Performance

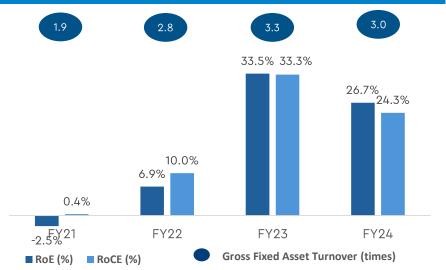




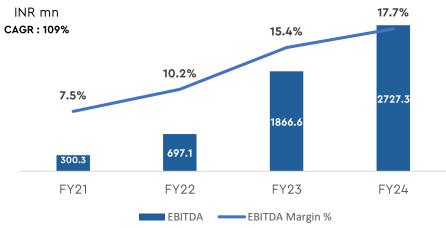


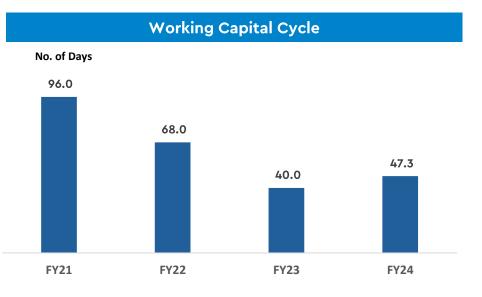


#### Return on Capital Employed (%) and Return on Equity (%)



#### EBITDA and EBITDA Margin (%)





### EBITDA Margin (%)



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	<mark>548</mark>
Profit / (Loss) After Tax	(60)	171	1,029	1,597
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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
Current Liabilities				
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
<b>Total Current Liabilities</b>	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
Source: Company Prospectus				

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				
Inventories	1.208	1,592	1,846	2,251
Trade Receivables	419	492	356	646
Cash and Cash Equivalents	227	93	343	565
Bank Balance other than above	63	65	75	2,495
Other Current Assets	156	205	174	209
Total Current Assets	2,074	2,446	2,794	6,165
Total Assets	4,575	4,975	6,398	11,900

## 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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