



DOMS INDUSTRIES LIMITED

INVESTOR PRESENTATION

Q1 FY2025

DOMS – A Leading Holistic Creative Product Company



Products & Market Presence



7

Product Categories



4,100+

SKUs



29 States and UTs

Presence in India



50+

Export Countries

Manufacturing



45+ acres/1.73 mn sq.ft

Operations Area



15

Facilities across 3 Locations



10,000+

Workforce



44+ acres

Upcoming Facility Area

Distribution



125+

Super Stockists



4,750+

Distributors



1,25,000+

Retail Outlets



675+

Sales Personnel



Corporate Video Link : [Click Here](#)

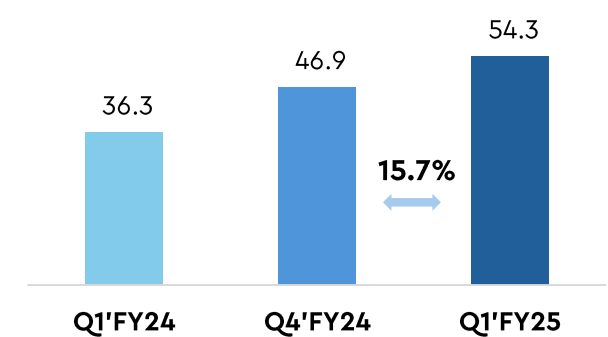
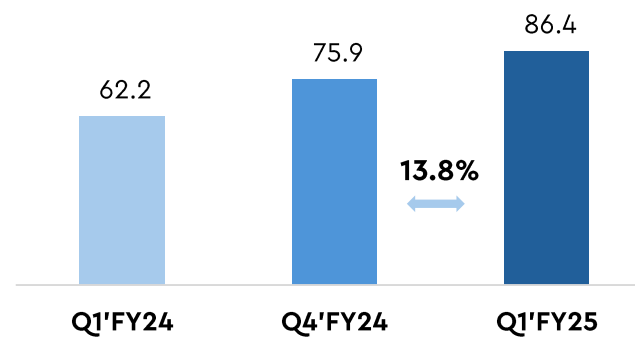
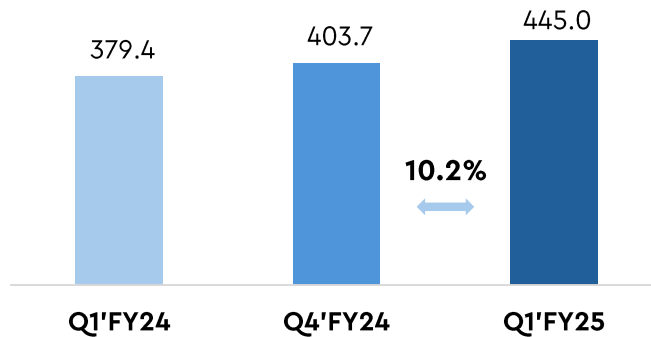
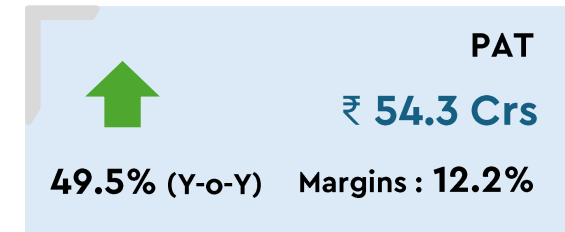
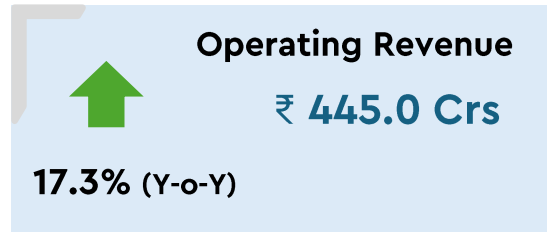
Note: All the datapoints are as of June 30, 2024 unless mentioned otherwise



Q1 FY25 Performance Highlights



Q1 FY25 – Financial Highlights



Key Highlights

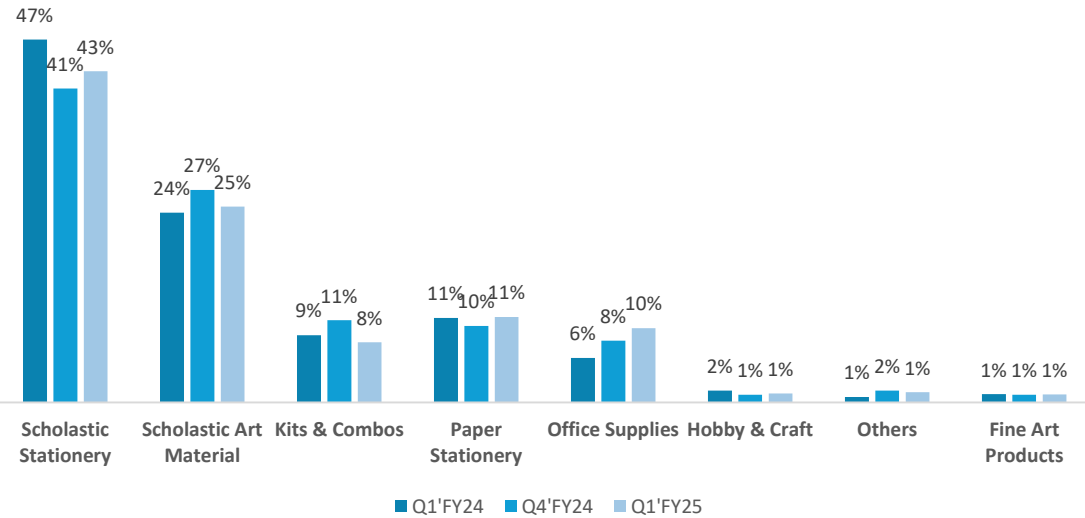
- Continued focus on increase in capacity of writing pens during Q1 FY25
 - Ramped up distribution of writing pens at pan-India level
 - Installed capacity for pens expected to increase to 3 million units per day during Q2 FY25
- Modified distribution approach for paper stationery business in the domestic general trade segment
 - Direct purchase & Distribution by DOMS from Pioneer for the domestic GT segment for better data analytics and control through DMS platform
- Construction activity going on full swing at the 44+ acres new land - expect the first building to be ready by Q3 FY2026.
- Recent marketing initiatives have seen positive impact - DOMS Art League and DOMS @ KidZania a hit amongst consumers

Q1 FY25 – Consolidated P&L Snapshot

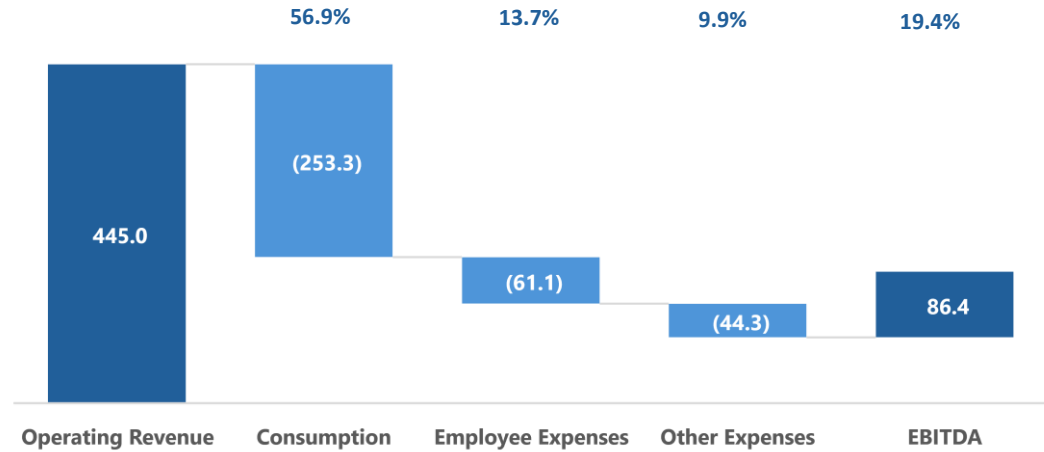


Particulars (₹ Cr)	Q1'FY25	Q1'FY24	(Y-o-Y % Change)	Q4'FY24	(Q-o-Q % Change)	FY24
Revenue from operations	445.0	379.4	17.3%	403.7	10.2%	1,537.1
Consumption Expenses	253.3	233.6		226.1		892.8
Gross Profit	191.8	145.8	31.5%	177.6	8.0%	644.4
<i>Gross Profit Margins (%)</i>	<i>43.1%</i>	<i>38.4%</i>		<i>44.0%</i>		<i>41.9%</i>
Employee Benefits Expense	61.1	49.3		56.1		213.1
Other Expenses	44.3	34.3		45.6		158.6
EBITDA	86.4	62.2	38.9%	75.9	13.8%	272.7
<i>EBITDA Margins (%)</i>	<i>19.4%</i>	<i>16.4%</i>		<i>18.8%</i>		<i>17.7%</i>
Other Income	5.6	1.2		5.7		10.1
Depreciation & Amortisation	14.8	11.0		14.4		51.2
EBIT	77.2	52.5	47.1%	67.2	14.8%	231.6
<i>EBIT Margins (%)</i>	<i>17.3%</i>	<i>13.8%</i>		<i>16.6%</i>		<i>15.1%</i>
Finance Costs	4.0	3.7		4.3		17.1
Share of Profit / (Loss) of Associates	0.0	-0.1		0.1		-0.0
Profit Before Tax	73.2	48.7	50.2%	63.0	16.2%	214.5
<i>PBT Margins (%)</i>	<i>16.4%</i>	<i>12.8%</i>		<i>15.6%</i>		<i>14.0%</i>
Tax expenses	18.9	12.4		16.0		54.8
PAT	54.3	36.3	49.5%	46.9	15.7%	159.7
<i>PAT Margins (%)</i>	<i>12.2%</i>	<i>9.6%</i>		<i>11.6%</i>		<i>10.4%</i>

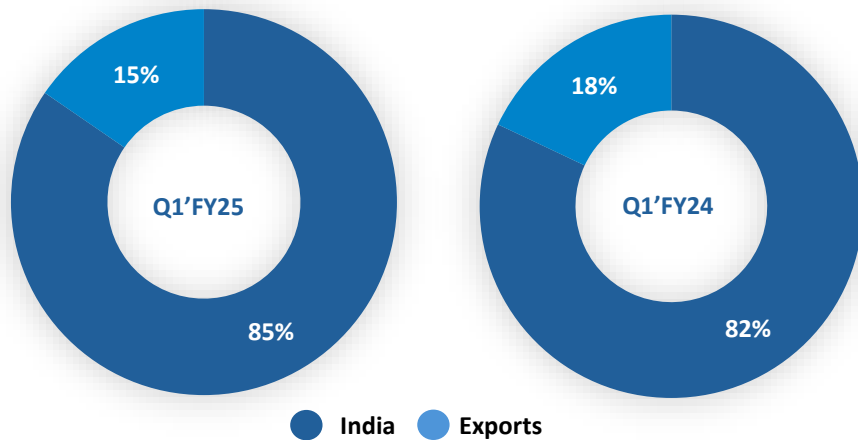
Product Category wise Sales Break up



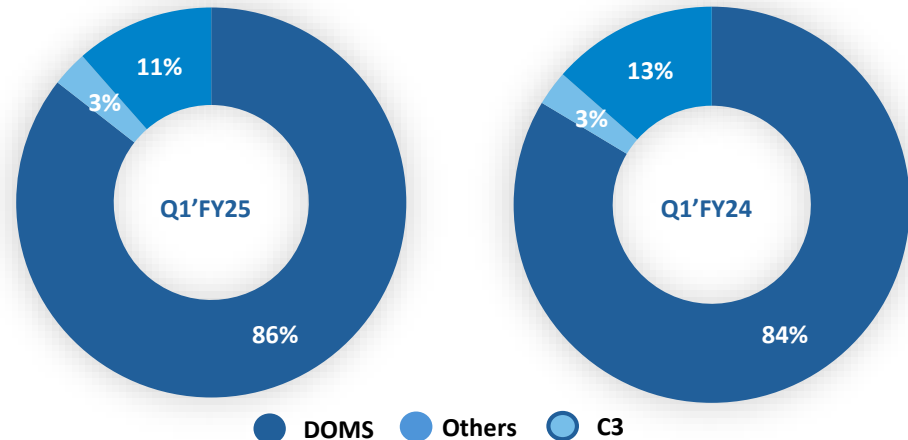
Q1'FY25 - Operational Analysis



Geographical Sales Break up



Brand Wise Sales





Recent Key Events & Engagements



Recent Marketing Initiatives

ATL Advertising – Outdoor Advertising (City Buses)



Product Videos



Online Engagement



Factory Visits By Students



Event – Joyful Activities with Cancer Patients



Participation in Recent Trade Fairs

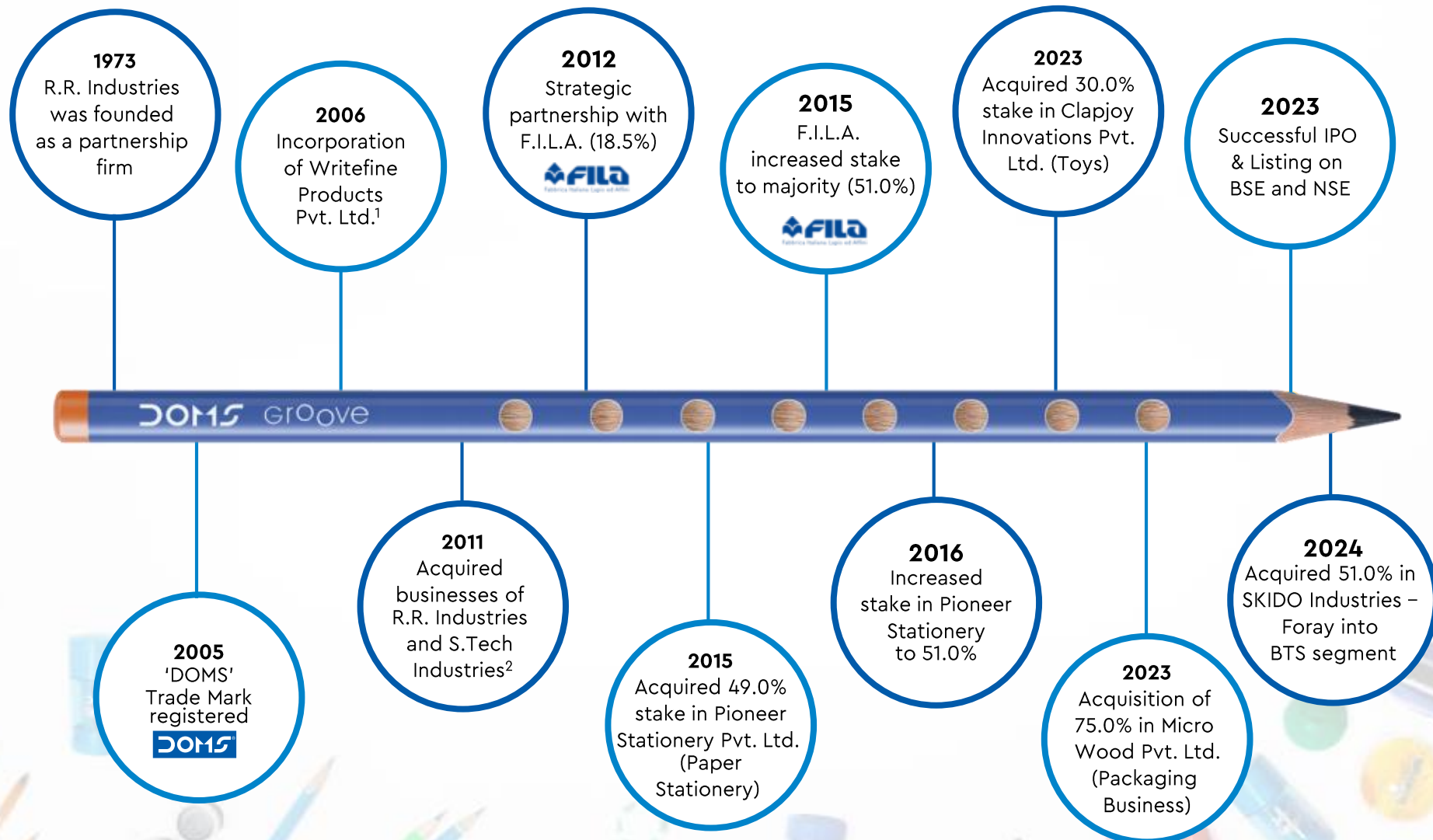




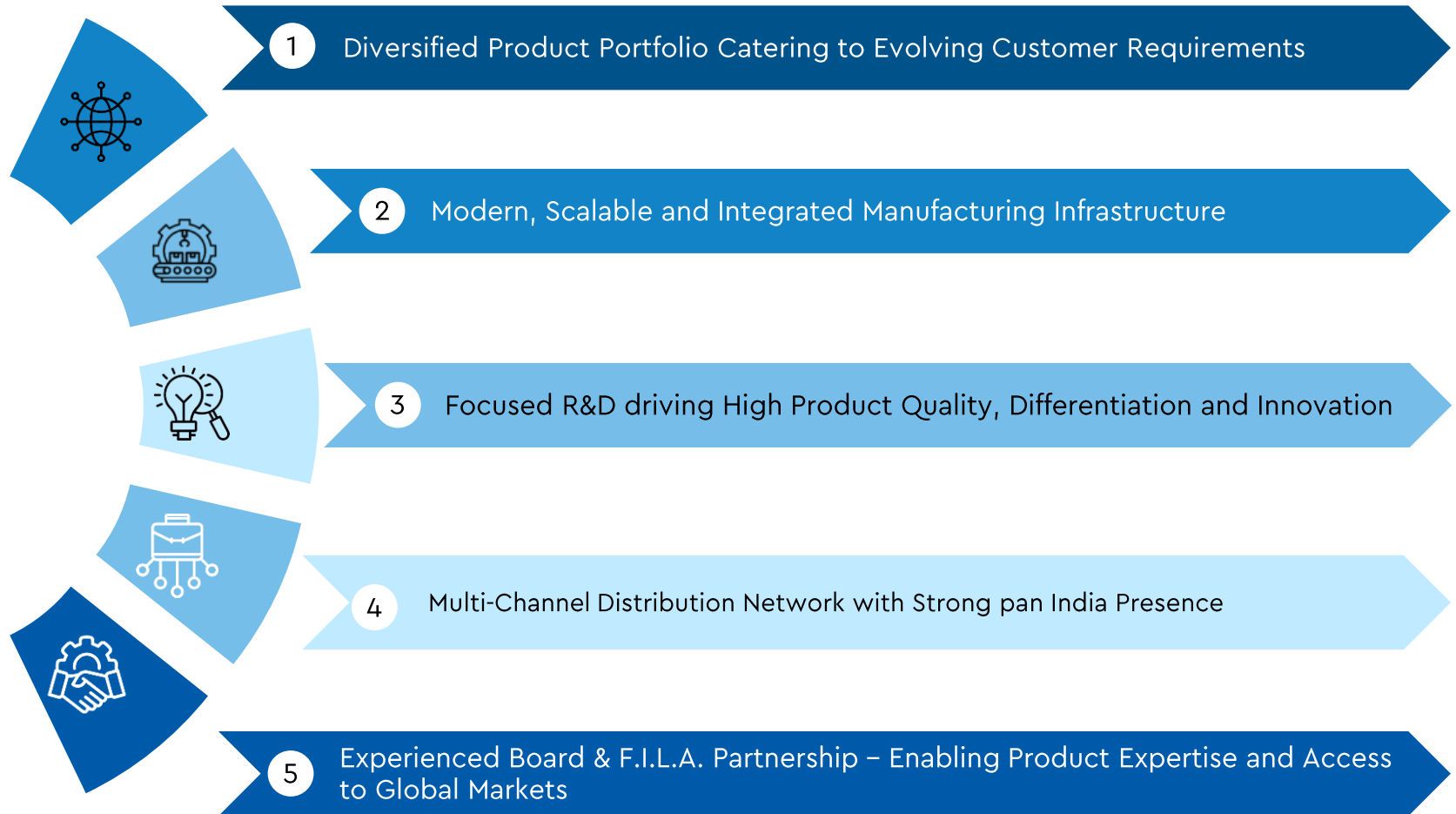
Company Overview



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



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 – 15 Manufacturing Facilities Spread Across 1.73 mn sq.ft. Facility Area



Operations spread across ~43+ acres in Umbergaon and 2 acres in Jammu and Jalandhar



Construction going on in full swing at the 44+ acres new facility

Robust Manufacturing Infrastructure – Enabling End-to-End Operations



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

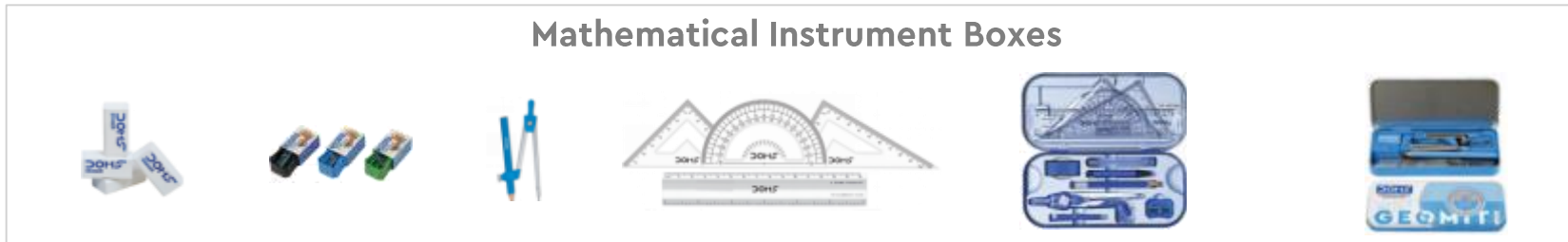
Backward Integrated In-House Manufacturing Infrastructure – Driving Operational Efficiency

Wooden Pencils



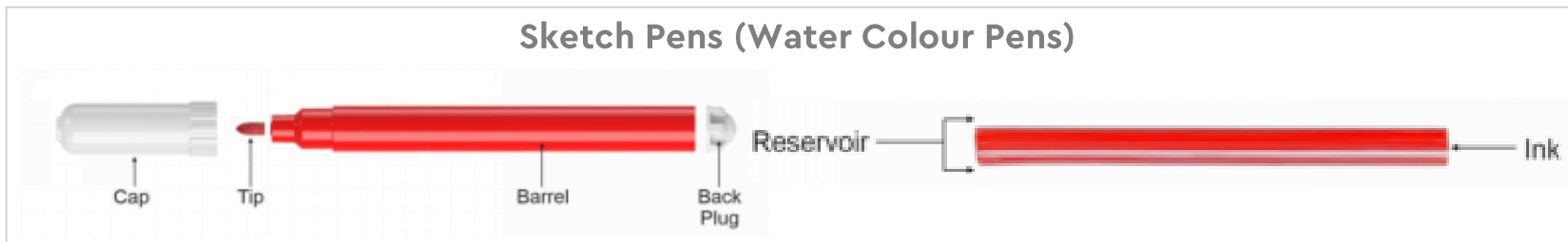
- All key components are manufactured in-house

Mathematical Instrument Boxes



- Tin boxes & Label Printing
- Mathematical Instruments
- Other Stationery Materials

Sketch Pens (Water Colour Pens)



- 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 employees¹



Quality Check & Assurance Team
100+ employees¹

F.I.L.A. Expertise as a Strategic Partner



Knowledge sharing arrangement with F.I.L.A.

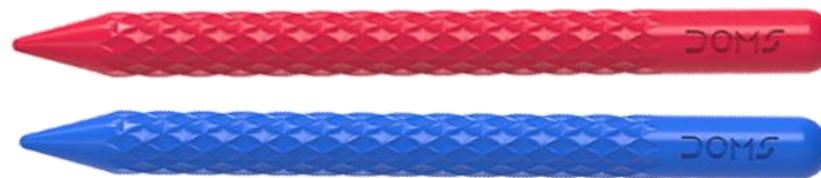


F.I.L.A. partnership augmenting DOMS R&D capabilities

Fabbrica Italiana Lapis ed Affini

Exchanging technical know-how from F.I.L.A.

Key Innovation Initiatives



Improved Usability

Innovative Design

Patented Technology

Note: (1) As of June 30, 2024

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



125+
Super Stockists

4,750+
Distributors

125,000+
Retail Outlets

675+
Sales Personnel



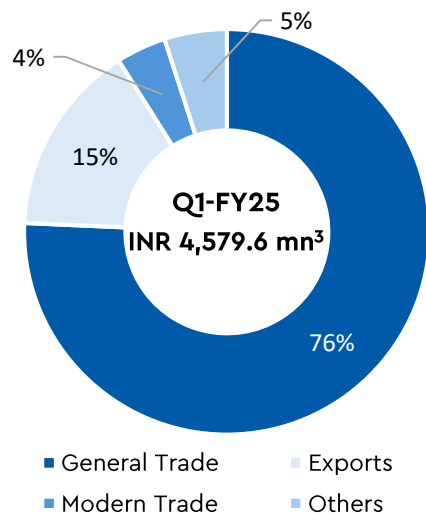
6
Continents

50+
Countries

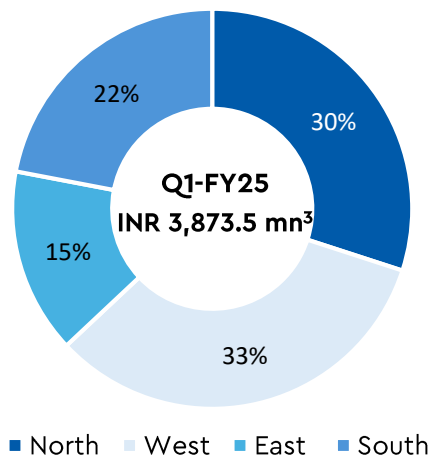
9.3%
F.I.L.A. Group Exports¹

6.1%
Third Party Exports¹

Multi Channel Presence



Balanced Regional Mix²



Key Distribution Strengths

- Pan India presence and accessibility
- Minimal receivables in general trade
- Presence across leading modern trade chains
- Available on multiple e-commerce platforms

Note: (1) As of June 30 2024 (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) Q1-FY25 Gross Product Sales; (4) Other Key data points as of June 30, 2024 unless otherwise mentioned

Board of Directors

Indian Promoter Family



Santosh Raveshia
Managing Director

Joined R.R. Industries in 2000



Sanjay Rajani
Whole Time Director

Joined R.R. Industries in 1985



Ketan Rajani
Whole Time Director

Joined R.R. Industries in 2003



Chandni Somaiya
Whole Time Director

Associated with S-Tech Industries as a partner since 2004

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



Massimo Candela
Non- Executive Director

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



Annalisa Barbera
Non- Executive Director

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



Luca Pelosin
Non- Executive Director

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



Cristian Nicoletti
Non- Executive Director

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

Independent Directors



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



Rajiv Mistry
Independent Director

Founder and Chairman of Ascent Meditech Limited



Mehul Shah
Independent Director

Advocate with Bar Council of Maharashtra and Goa



Darshika Thacker
Independent Director

Partner, Thacker & Associates

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 Employees¹
9,600+

Contracted Employees¹
500+



Better cost controls and margin expansion

Greater control on product quality

About F.I.L.A. Group



Industry Experience
100 years

Market Presence
150 countries

No. of Brands
25

Production Sites
22

Revenues¹
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

Note: (1) As of December 31, 2023



Focus on expanding Manufacturing Capacity

- Wooden Pencil manufacturing capacity expansion underway – expected to commence production by Q4'FY25
- Increase in capacity of polymer pencils planned towards end of the current financial year
- 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 across products with focus around universe of kids – Expand Addressable Market Size
- 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
- Parallely 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



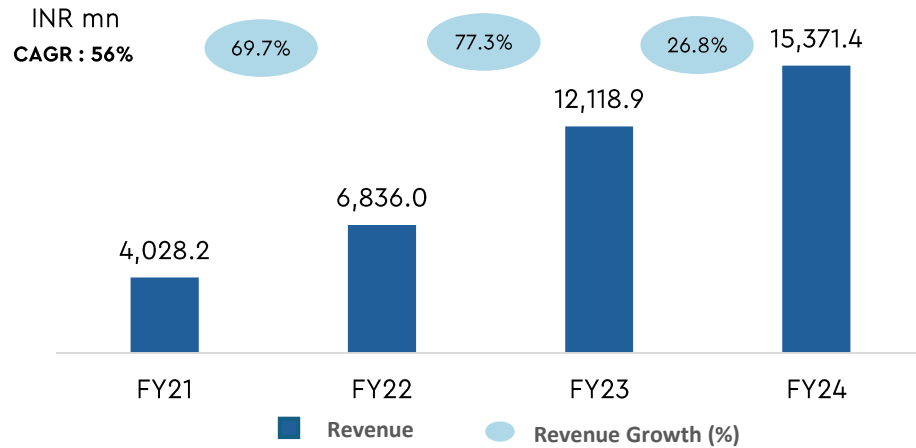
Impeccable Financial Performance



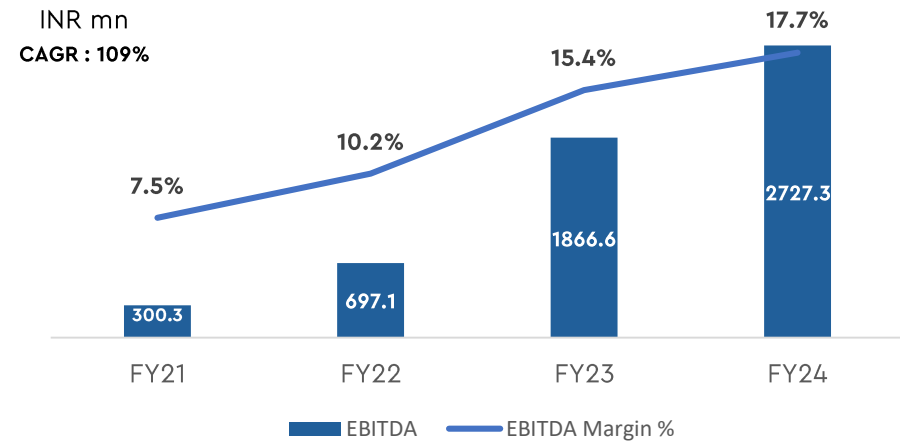
Strong Financial Profile



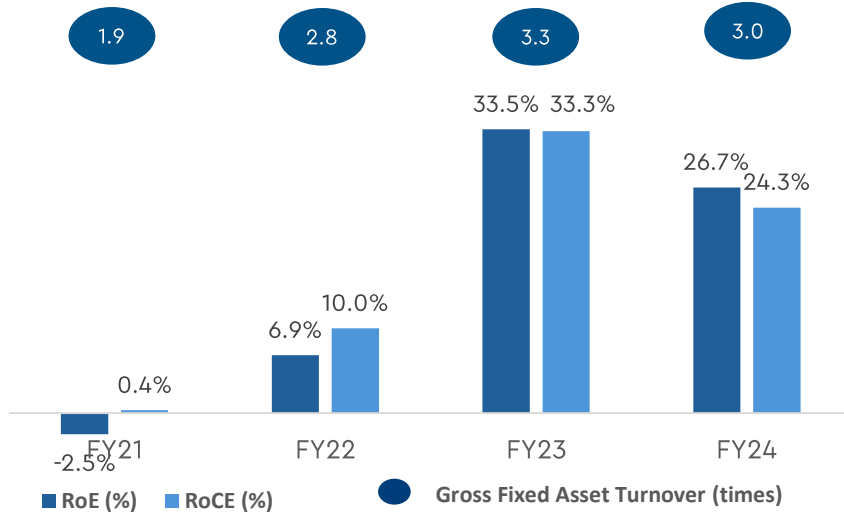
Revenue and Revenue Growth (%)



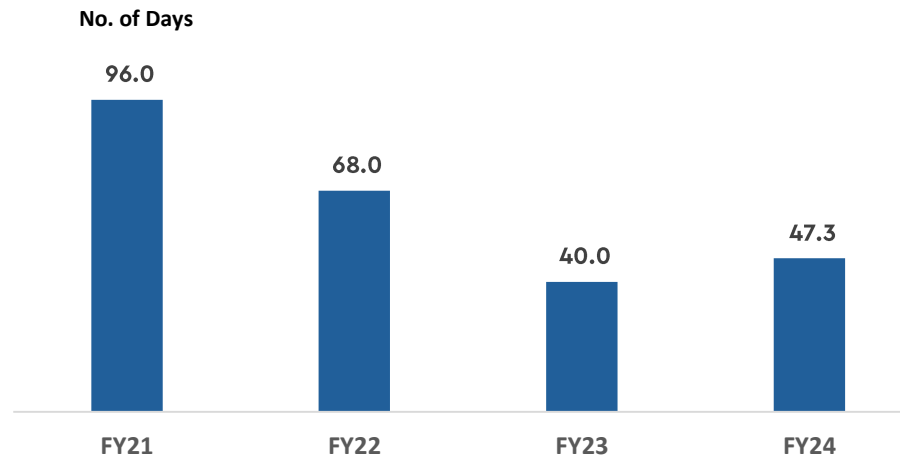
EBITDA and EBITDA Margin (%)



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



Working Capital Cycle



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
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
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				
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 Financing 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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