



## DOMS INDUSTRIES LIMITED

### INVESTOR PRESENTATION

Q2 & H1 FY2025

# DOMS – A Leading Holistic Creative Product Company



## Products & Market Presence



**8**

Product Categories



**4,200+**

SKUs



**28 States and 8 UTs**

PAN India Presence



**50+**

Export Countries

## Manufacturing



**47+ acres/1.80+ mn sq.ft**

Operations Area



**16**

Facilities across 4 Locations



**11,500+**

Workforce



**44+ acres**

Upcoming Facility Area

## Distribution\*



**125+**

Super Stockists



**4,750+**

Distributors



**1,35,000+**

Retail Outlets



**750+**

Sales Personnel

Note: All the datapoints are as of September 30, 2024 unless mentioned otherwise  
Excluding Uniclan Distribution Network

 **Corporate Video Link : [Click Here](#)**



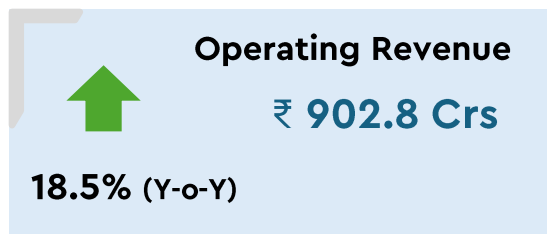
## Q2 & H1 FY25 Performance Highlights



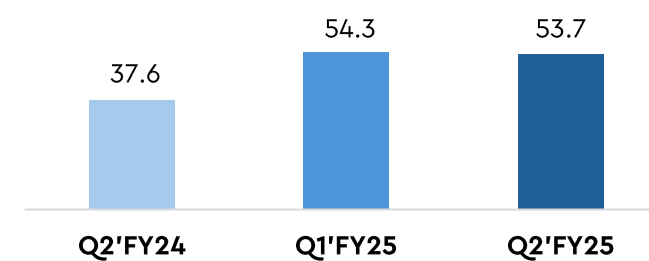
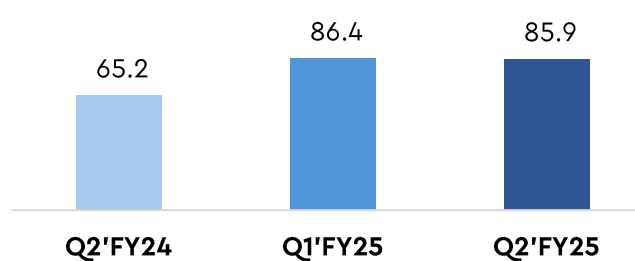
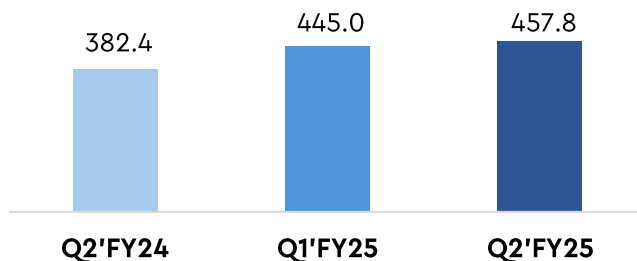
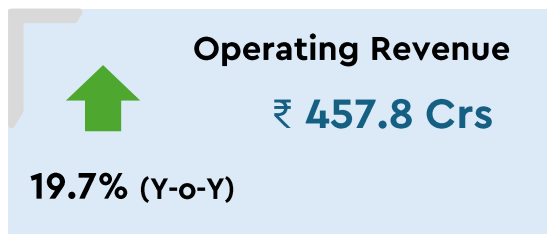
# Q2 & H1 FY25 – Key Financial Highlights



H1'FY25



Q2'FY25



- **Resilient performance** for Q2'FY25 despite a challenging market environment
- Growth is largely driven by **increase in sales of writing pens, adhesives and kits & combination packs**
- **Positive impact of Uniclax acquisition** (September 16 to September 30) on revenue growth during the quarter

- **Completion of acquisition of 51.8% in Uniclan Healthcare Private Limited**
  - Growing company engaged in manufacturing and marketing of baby hygiene products – mainly diapers and wipes
  - Hosted annual Sales Conference at Jaipur which provided an opportunity to introduce the management, products & infrastructure of Uniclan to our network partners
- **Successful Capacity Expansion**
  - Increased capacity for mathematical Instrument boxes by 20%
  - Underway to increase capacity utilisation of the third pen plant to its maximum capacity of 1 million pens per day
  - Installed third automatic book manufacturing line in Pioneer Stationery increasing capacity by approximately 20%
- **New Product Launches Continue**
  - Introduction of new products like Highlighters and single use Marker Pens
  - New SKU introduction across almost all product categories including Ball Point Pens, Adhesives, Kits & Combination Packs, Scholastic Stationery, Scholastic Art and Fine Art
- **Increase in Retail Footprint:** Concentrated effort to increase our footprint leading to expansion of retail touchpoints from 1,25,000+ to 1,35,000+ stores.
- **Resumption of construction activity at the 44+ acres new land post monsoon:** Expect first building to be ready by Q3'FY26
- **Inauguration of Second DOMS Painting Studio at KidZania, NCR Region:** On the back of success of the Mumbai studio, launched second Painting studio in NCR Region to provide young consumers from that region, an immersive experience where they can explore various artistic roles with a special setting with DOMS products
- **Achieved Significant milestone of crossing 2 Mn subscribers on YouTube:** Reflecting growing trust of consumers who continue to engage with creative content, product showcases, and educational tutorials on the Company's Channel and in line with DOMS commitment to fostering a vibrant community of learners and artists while enhancing digital presence

# Q2 & H1 FY25 – Consolidated P&L Snapshot

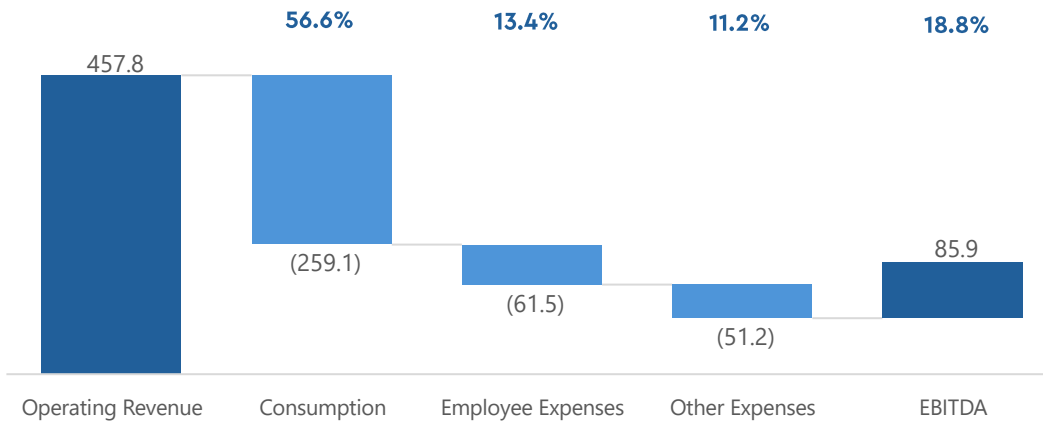


Particulars (in Crores)	Q2'FY25	Q2'FY24	Y-o-Y % Change	Q1'FY25	H1' FY25	H1' FY24	Y-o-Y % Change	FY24
<b>Revenue from operations</b>	<b>457.8</b>	<b>382.4</b>	<b>19.7%</b>	<b>445.0</b>	<b>902.8</b>	<b>761.8</b>	<b>18.5%</b>	<b>153.7</b>
Consumption Expenses	259.1	225.3		253.3	512.4	458.9		89.3
Gross Profit	198.7	157.1	26.5%	191.8	390.4	302.9	28.9%	64.4
<i>Gross Profit Margins (%)</i>	<i>43.4%</i>	<i>41.1%</i>		<i>43.1%</i>	<i>43.2%</i>	<i>39.8%</i>		<i>41.9%</i>
Employee Benefits Expense	61.5	53.3		61.1	122.6	102.5		21.3
Other Expenses	51.2	38.6		44.3	95.5	72.9		15.9
<b>EBITDA</b>	<b>85.9</b>	<b>65.2</b>	<b>31.7%</b>	<b>86.4</b>	<b>172.3</b>	<b>127.4</b>	<b>35.2%</b>	<b>27.3</b>
<i>EBITDA Margins (%)</i>	<i>18.8%</i>	<i>17.1%</i>		<i>19.4%</i>	<i>19.1%</i>	<i>16.7%</i>		<i>17.7%</i>
Other Income	6.1	1.2		5.6	11.6	2.4		1.0
Depreciation & Amortisation	16.1	11.8		14.8	30.9	22.8		5.1
EBIT	75.9	54.6	39.0%	77.2	153.1	107.1	42.9%	23.2
<i>EBIT Margins (%)</i>	<i>16.6%</i>	<i>14.3%</i>		<i>17.3%</i>	<i>17.0%</i>	<i>14.1%</i>		<i>15.1%</i>
Finance Costs	3.8	4.1		4.0	7.8	7.8		1.7
Share of Profit / (Loss) of Associates	-0.0	-0.0		0.0	-0.0	-0.1		-0.0
Profit Before Tax	72.1	50.4	42.9%	73.2	145.2	99.1	46.5%	21.4
<i>PBT Margins (%)</i>	<i>15.7%</i>	<i>13.2%</i>		<i>16.4%</i>	<i>16.1%</i>	<i>13.0%</i>		<i>14.0%</i>
Tax expenses	18.4	12.8		18.9	37.2	25.2		5.5
<b>PAT</b>	<b>53.7</b>	<b>37.6</b>	<b>42.8%</b>	<b>54.3</b>	<b>108.0</b>	<b>73.9</b>	<b>46.1%</b>	<b>16.0</b>
<i>PAT Margins (%)</i>	<i>11.7%</i>	<i>9.8%</i>		<i>12.2%</i>	<i>12.0%</i>	<i>9.7%</i>		<i>10.4%</i>

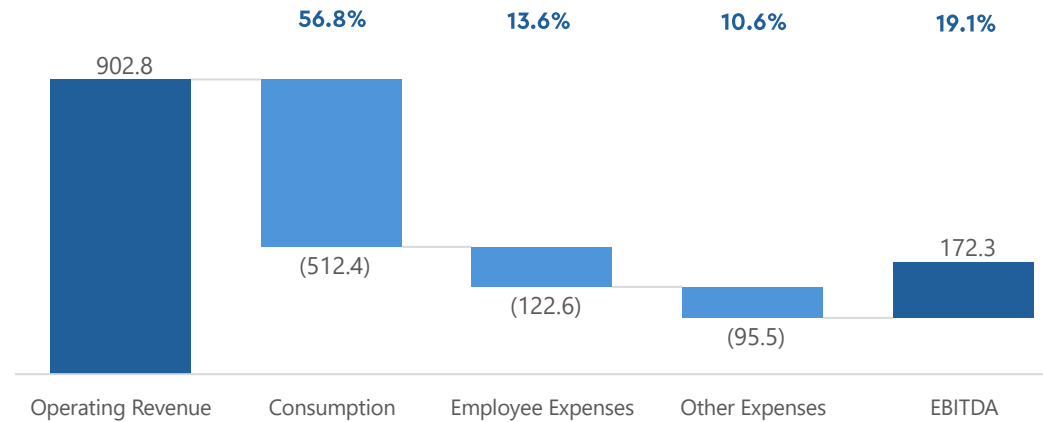
# Q2 & H1'FY25 - Operational Profile



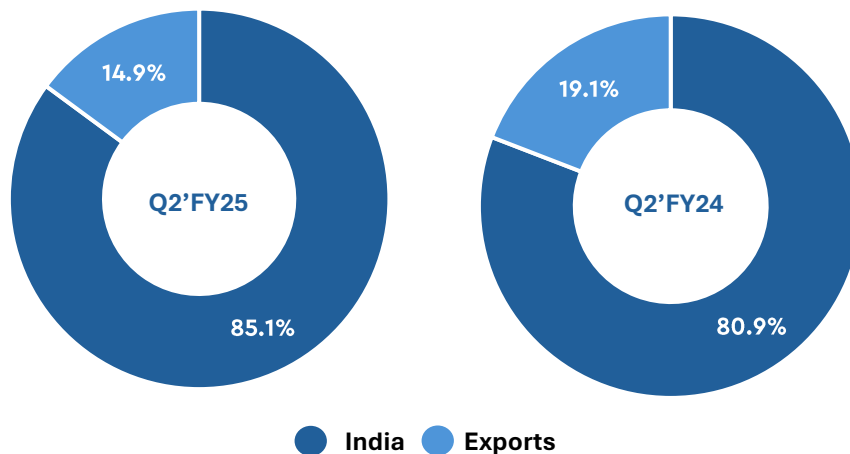
## Q2'FY25 - Operational Analysis



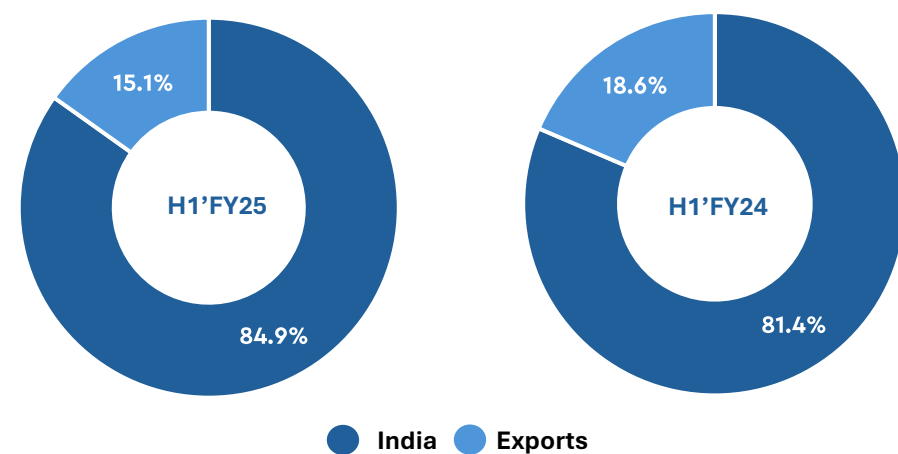
## H1'FY25 - Operational Analysis



## Q2 (Y-o-Y) - Geographical Sales Break up



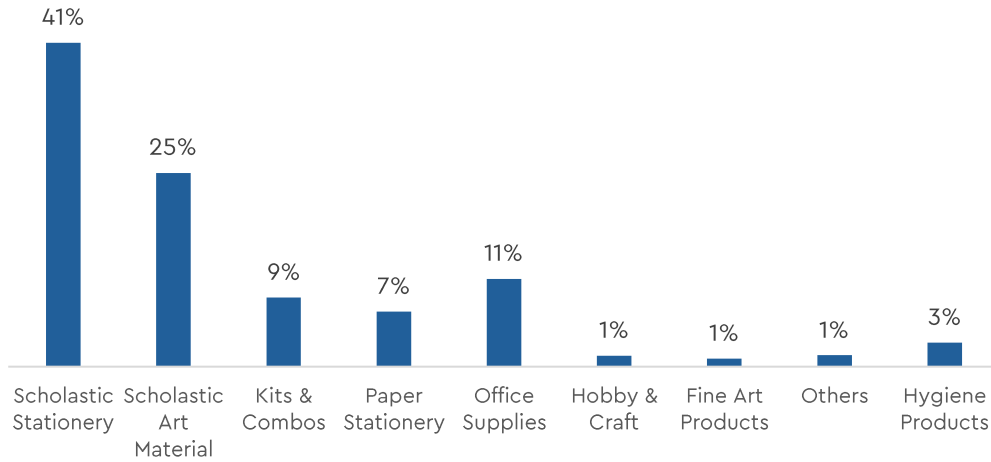
## H1 (Y-o-Y) - Geographical Sales Break up



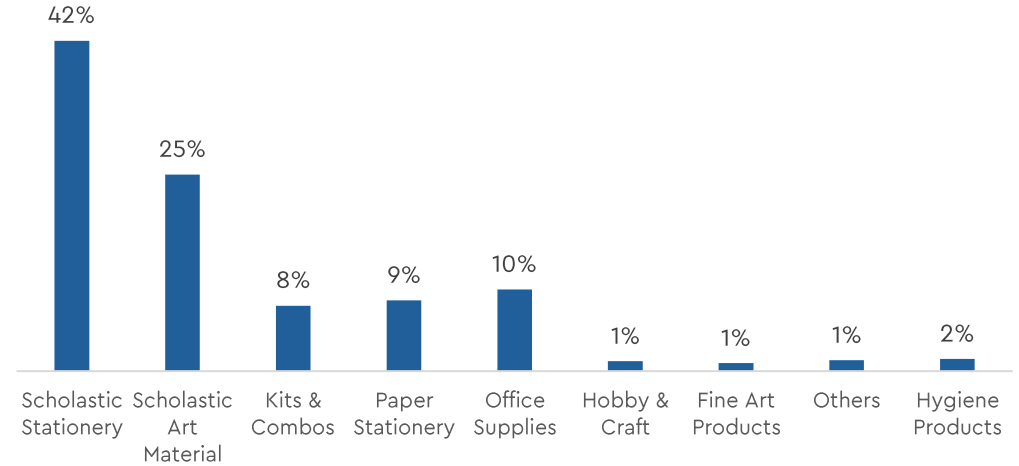
# Q2 & H1'FY25 - Operational Profile



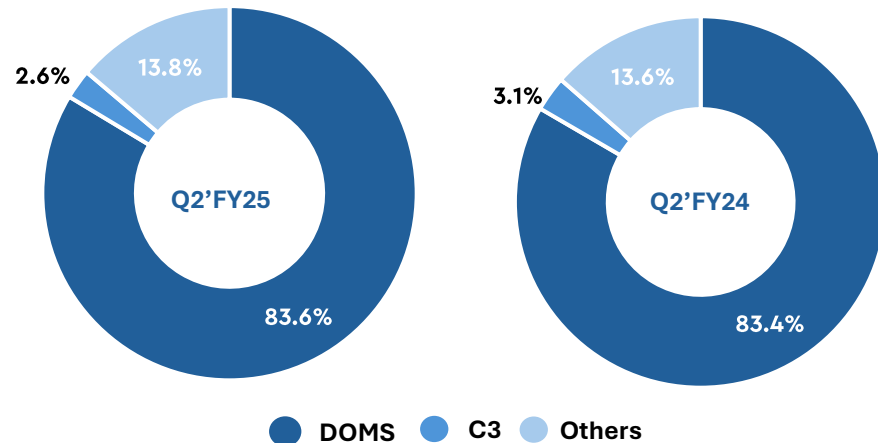
### Q2'FY25 - Product Category wise Sales Break up



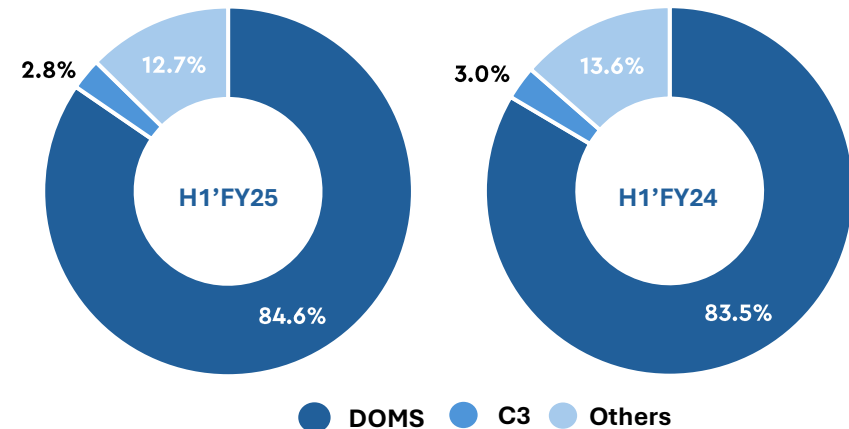
### H1'FY25 - Product Category wise Sales Break up



### Q2 (Y-o-Y) - Brand Wise Sales



### H1 (Y-o-Y) - Brand Wise Sales







## Recent Key Events & Engagements



# Recent Acquisition – Uniclan Healthcare



## Robust Infrastructure



## Strong Product Portfolio



## Experienced Management Team



Function	Strength
Production*	236
Sales	210
R&D and Quality	7
Finance, Admin, HR & Others	18

\* Includes 200 contractual workers

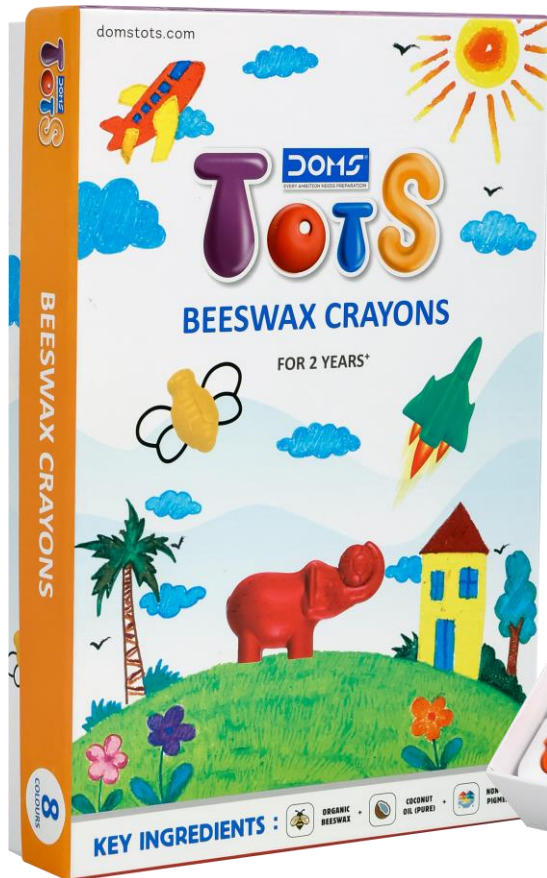
# Recent Product Introductions



# Recent Product Introductions



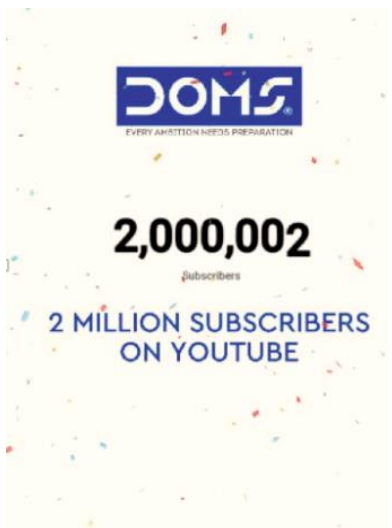
# Recent Product Introductions



# Recent Marketing Initiatives



## Online Engagement & Product Videos



## Branding & Product FSU's



## Inxon – Superfast Pen Challenge, Lucknow



### INXON ∞ Superfast Pen Challenge!

TOP 3 FASTEST  
ESSAY WRITERS WITH  
MOST WORDS WIN  
DOMS INXON PENS!

Write an Essay  
based on these  
incredible features of  
DOMS INXON PEN

#### FEATURES:

- Smoother ink flow due to the Vacuum Centrifuged technology
- Ergonomic soft grip for comfortable handling
- Elegant cap-clip combination for added style
- Unique foil design for a distinctive look
- Modern, premium design for professional use



## Interactive Events – DOMS Painting Studio Kidzania, Mumbai



# Recent Consumer Interactive Events



## Medicos Associational Conference, Powai



## On the Spot - Drawing Competition, Bengaluru



## Factory Visits - Umergaon Factory







**DOMS Industries Limited** received the **“Award for Business Excellence 2024”** from the **AIICP, India-Italy Association for Cooperation and Partnership**.

The event took place in Rome on October 16, 2024 at the Confindustria (Confederation of Italian Industry) headquarters in the august presence of H.E. Vani Rao (Ambassador of India to Italy), Ms. Emma Marcegaglia (President AIICP), H.E. Antonio Enrico Bartoli (Ambassador of Italy to India), Mr. Sanjiv Puri (President CII – Confederation of Indian Industry) and representatives of major companies in India and Italy.

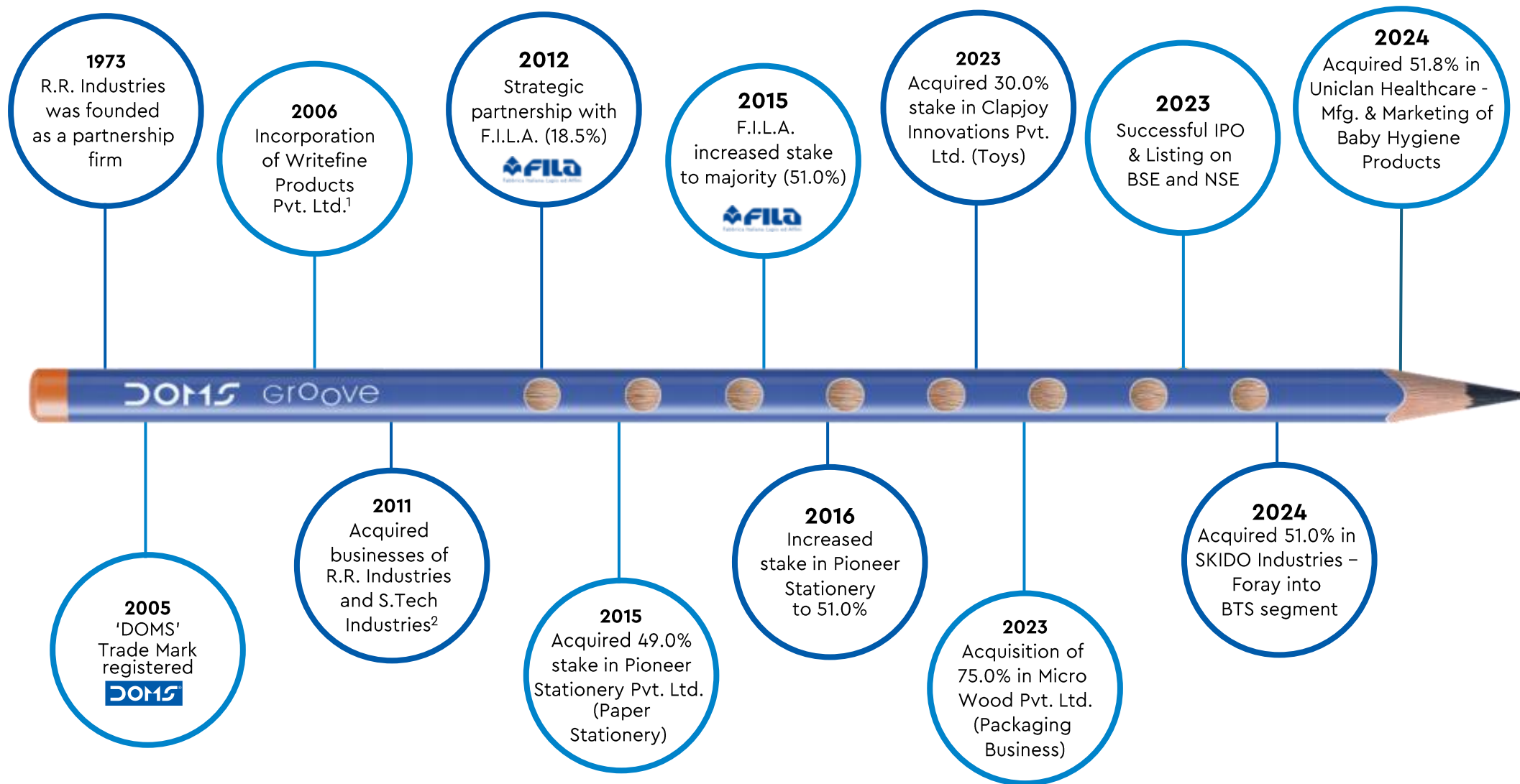
The AIICP Award for business Excellence 2024 was given to DOMS recognizing its emergence **as the largest disruptor in the Indian Stationery Market and on track to become one of the world’s leading companies in its sector**. Further, the **DOMS FILA partnership was highlighted as an example of strategic partnership for global success and expanded market reach**.



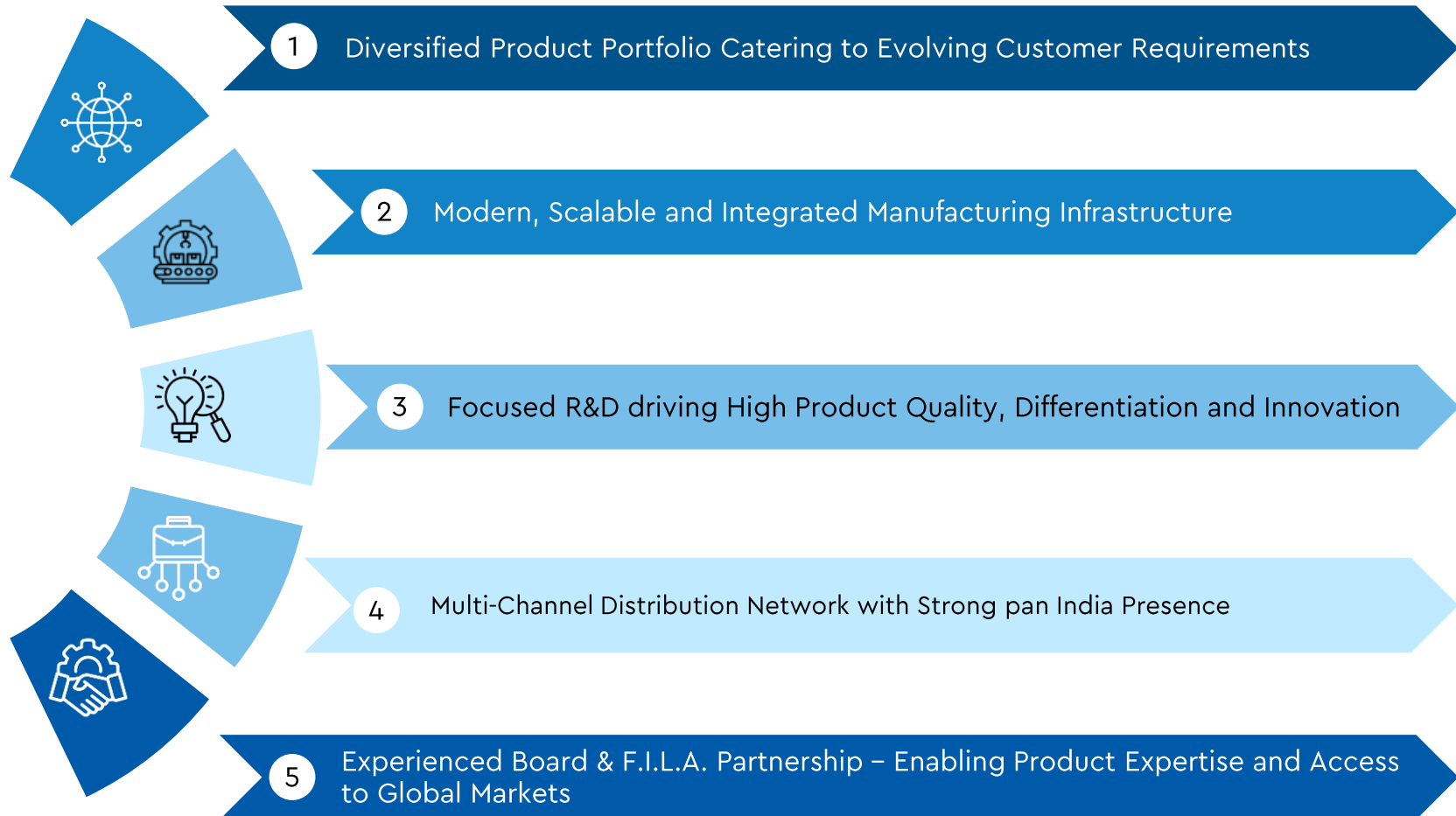
# Company Overview



# 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 & Art Materials and Baby Hygiene Products

Scholastic Stationery



Scholastic Art Material



Paper Stationery



Kits & Combos



Office Supplies



Hobby & Craft



Fine Art Products



Hygiene 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 – 16 Manufacturing Facilities Spread Across 1.80 mn sq.ft. Facility Area



Operations spread across ~43+ acres in Umbergaon and 4 acres in Jammu, Jalandhar & Jaipur



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

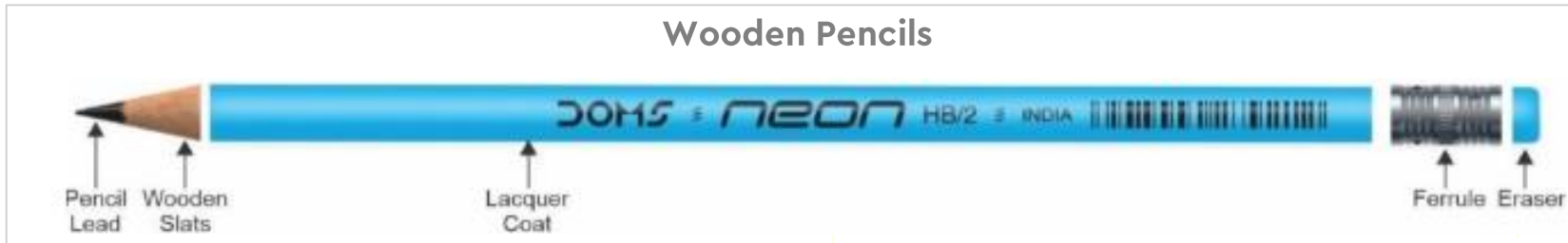
### Robust Manufacturing Infrastructure – Enabling End-to-End Operations



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

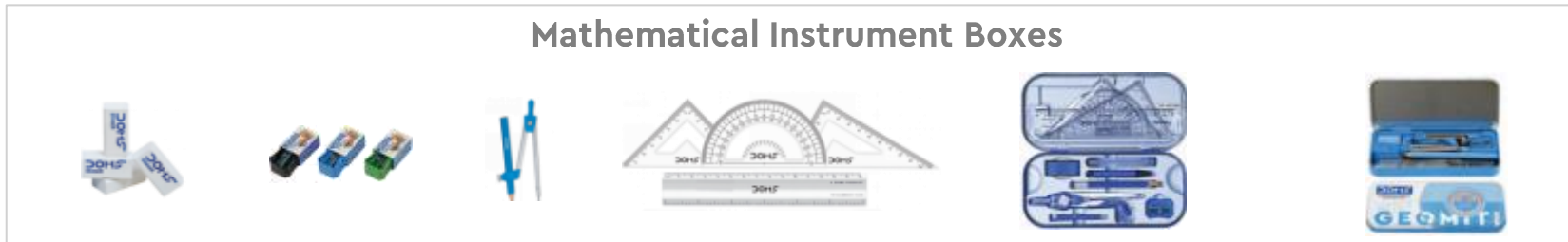
### Backward Integrated In-House Manufacturing Infrastructure – Driving Operational Efficiency

#### Wooden Pencils



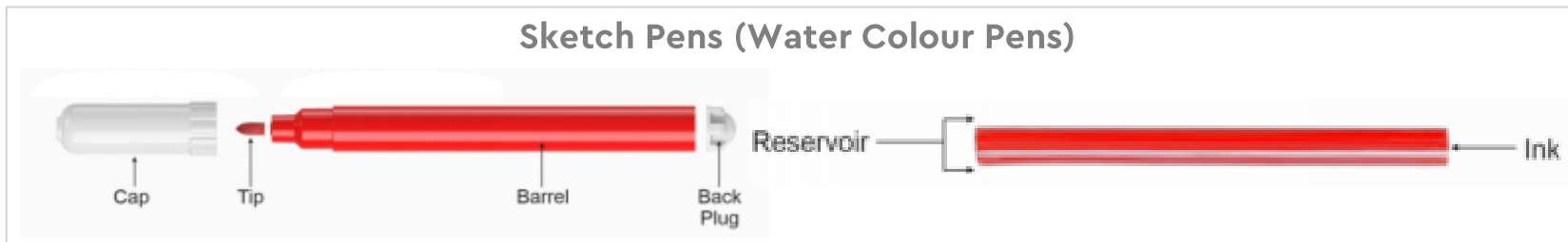
- All key components are manufactured in-house

#### 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+** employees<sup>1</sup>




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

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



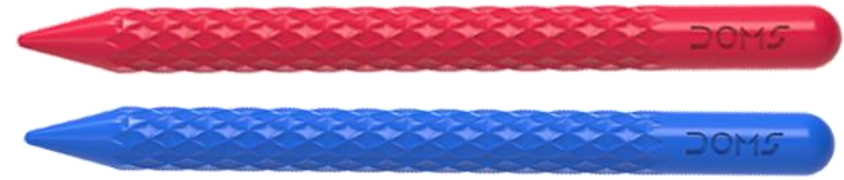
 Knowledge sharing arrangement with F.I.L.A.



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

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

## Key Innovation Initiatives



**Improved Usability**

**Innovative Design**

**Patented Technology**

Note: (1) As of September 30, 2024



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



**125+**  
Super Stockists

**4,750+**  
Distributors

**135,000+**  
Retail Outlets

**750+**  
Sales Personnel



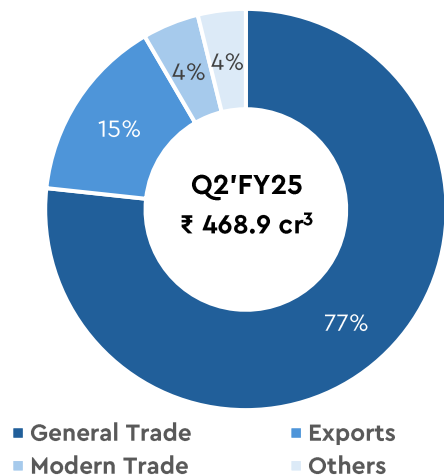
**6**  
Continents

**50+**  
Countries

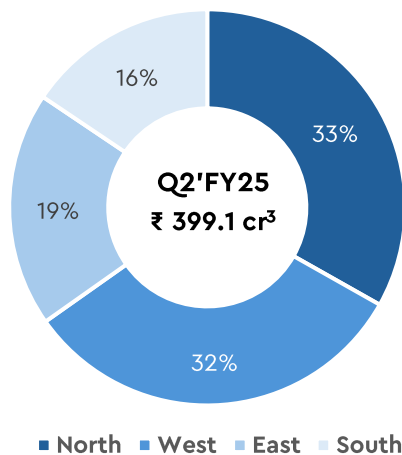
**8.6%**  
F.I.L.A. Group Exports<sup>1</sup>

**6.3%**  
Third Party Exports<sup>1</sup>

## Multi Channel Presence



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



## 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 September 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) Q2-FY25 Gross Product Sales; (4) Other Key data points as of September 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



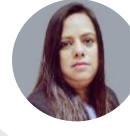
**Rajiv Mistry**  
Independent Director

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

Experienced Senior 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

DOMS Family – Inclusive, Balanced & Diverse

**11,500+**  
Total Employees<sup>1</sup>

**1,000+**  
Contractual Employees<sup>1</sup>

**~6,000 (Over 50%)**  
Female Employees<sup>1</sup>

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



**Industry Experience**  
100 years

**Market Presence**  
150 countries

**No. of Brands**  
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*

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 paper stationery, fine art products, adhesives & 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 SKIDO Industries & Uniclan Healthcare, providing entry into Back to School segment (BTS) & Baby Hygiene industry, respectively
- 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



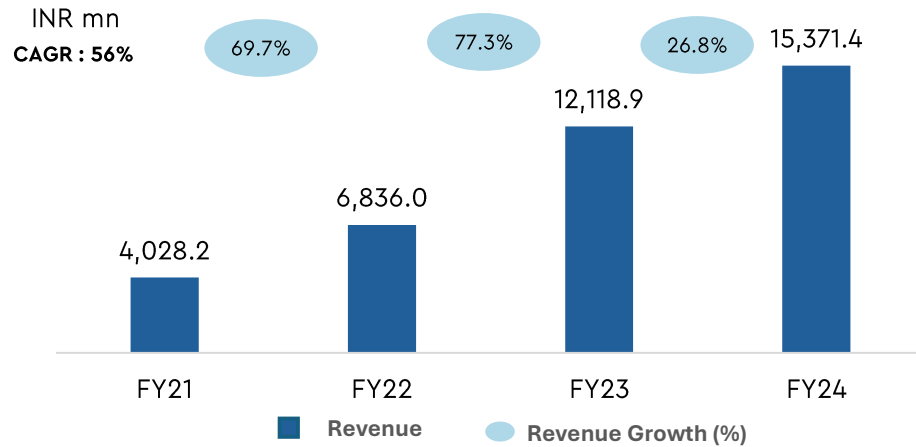
## Impeccable Financial Performance



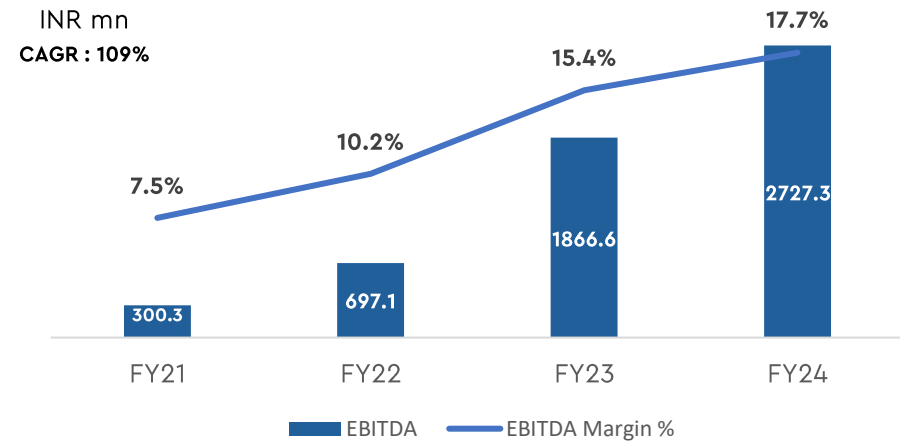
# Strong Financial Profile



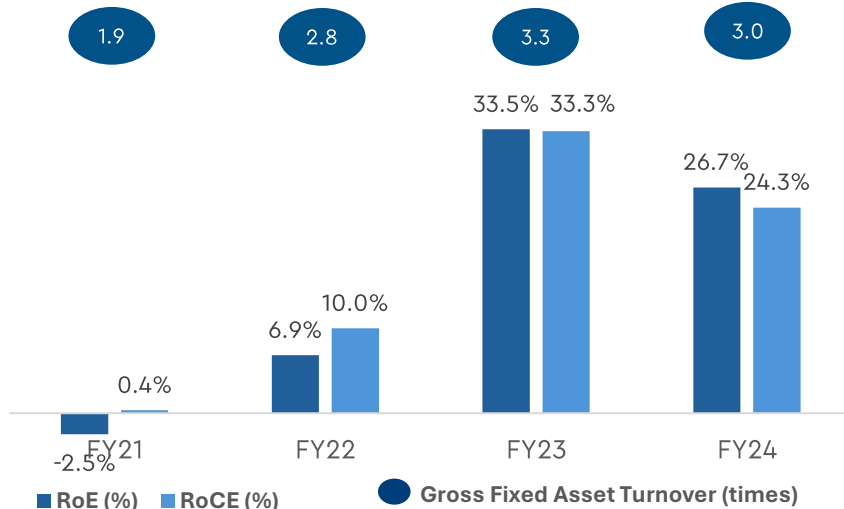
## Revenue and Revenue Growth (%)



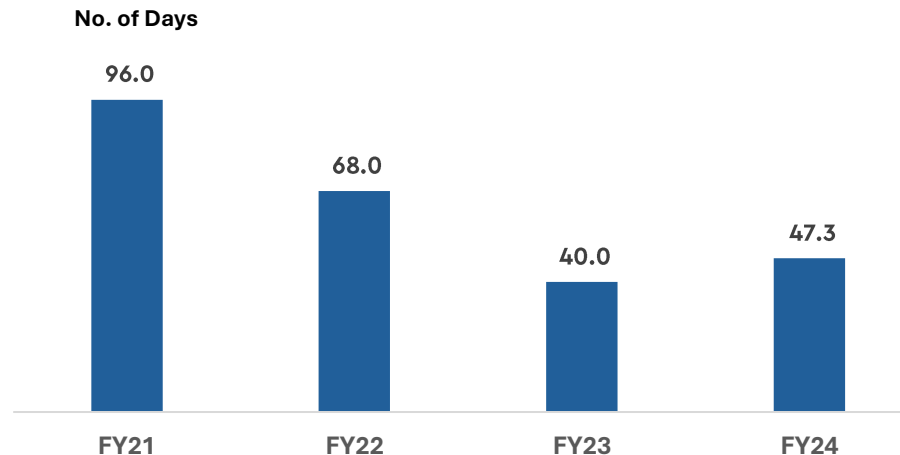
## EBITDA and EBITDA Margin (%)



## 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
<b>Total Income</b>	<b>4,088</b>	<b>6,862</b>	<b>12,165</b>	<b>15,473</b>
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
<b>Total Expenses</b>	<b>4,164</b>	<b>6,622</b>	<b>10,778</b>	<b>13,328</b>
<b>Profit / (Loss) Before Tax</b>	<b>(76)</b>	<b>240</b>	<b>1,388</b>	<b>2,145</b>
Tax Expenses	(16)	69	359	548
<b>Profit / (Loss) After Tax</b>	<b>(60)</b>	<b>171</b>	<b>1,029</b>	<b>1,597</b>



# Consolidated Balance Sheet

Particulars (₹ mn)	FY21	FY22	FY23	FY24
<b>Non-Current Liabilities</b>				
Borrowings	29	29	152	837
Lease Liabilities	283	294	303	430
Provisions	60	78	91	149
<b>Total Non-Current Liabilities</b>	<b>372</b>	<b>400</b>	<b>545</b>	<b>1,416</b>
<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
<b>Total Current Liabilities</b>	<b>1,787</b>	<b>1,993</b>	<b>2,299</b>	<b>2,061</b>
<b>Equity</b>				
Equity Share Capital	4	4	4	607
Other Equity	2,332	2,469	3,371	7,537
Non-Controlling Interest	81	108	179	278
<b>Total Equity</b>	<b>2,417</b>	<b>2,581</b>	<b>3,553</b>	<b>8,422</b>
<b>Total Equity and Liabilities</b>	<b>4,575</b>	<b>4,975</b>	<b>6,398</b>	<b>11,900</b>

Particulars (INR mn)	FY21	FY22	FY23	FY24
<b>Non- Current Assets</b>				
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
<b>Total Non-Current Assets</b>	<b>2,502</b>	<b>2,528</b>	<b>3,604</b>	<b>5,735</b>
<b>Current Assets</b>				
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
<b>Total Current Assets</b>	<b>2,074</b>	<b>2,446</b>	<b>2,794</b>	<b>6,165</b>
<b>Total Assets</b>	<b>4,575</b>	<b>4,975</b>	<b>6,398</b>	<b>11,900</b>

# Consolidated Cash Flow Statement

Particulars (₹ mn)	FY21	FY22	FY23	FY24
<b>Cash flow from Operating Activities</b>				
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
<b>Operating cash inflow before working capital changes</b>	<b>323</b>	<b>748</b>	<b>1,924</b>	<b>2,758</b>
Net decrease / (increase) in working capital	(149)	(207)	154	(289)
<b>Cash generated from Operations</b>	<b>174</b>	<b>541</b>	<b>2,077</b>	<b>2,469</b>
Income tax paid (net of refunds)	22	32	345	(643)
<b>Net cash flows generated from Operating activities (A)</b>	<b>152</b>	<b>509</b>	<b>1,733</b>	<b>1,826</b>
<b>Cash flow from Investing Activities</b>				
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)
<b>Net cash flows used in Investing activities (B)</b>	<b>(187)</b>	<b>(337)</b>	<b>(1,359)</b>	<b>(4,576)</b>
<b>Cash flow from Financing Activities</b>				
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)
<b>Net cash flows (used in) / generated from Financing activities (C)</b>	<b>249</b>	<b>(306)</b>	<b>(124)</b>	<b>2,972</b>
<b>Net increase/(decrease) in cash and cash equivalents (A+B+C)</b>	<b>214</b>	<b>(134)</b>	<b>250</b>	<b>222</b>

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