BHATIA COMMUNICATIONS & RETAIL (INDIA) LIMITED

BHATIA'S®
The mobile one stop shop

CIN: L32109GJ2008PLC053336

Regd Off: 132, Dr. Ambedkar Shopping Centre, Ring Road, Surat-395002
Email: info@bhatiamobile.com, Ph: 0261-2349892
Website : www.bhatiamobile.com

Date: 18/11/2021

To
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001

Scrip ID/Code : BHATIA/540956

Subject : Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. Kindly find enclosed herewith a copy of Results presentation with respect to the Financial results for the Quarter and half year ended 30th September, 2021 of the company.

Kindly take the above information on record and oblige.

Thanking you.
Yours Faithfully.

For Bhatia Communications & Retail (India) Limited

BHATIA COMMUNICATIONS & RETAIL (I) LTD. SURAT

Sanjeev Harbanslal Bhatia
Managing Director
DIN: 02063671

Place: Surat
Encl: As Above

Q2 FY2022 EARNINGS PRESENTATION

BHATIA COMMUNICATIONS & RETAIL (INDIA) LIMITED

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List of Contents

Topics to Discuss

Business Overview

Growing with stakeholders

Customer Perspective

Goal	Measure / Step
Personal customer service	Higher customer retention
After sales service	Higher customer retention
Widen reach	Strategic new location
Competitive Pricing	Increase in EBITDA Margin

Shareholder's Perspective

Goal	Measure / Step
Capital appreciation	Delivering strong results
Increase dividend yield	Increasing PAT margins
Improve market capitalisation	Capturing market share

Problem

Quality Electronic Products with after-purchase customer service.

Existing Alternatives

There are regional players, having minimal presence, but they're unable to provide end-to end solution. However, there is competition from large retail giants, but we have been easily able to compete with them.

Solution

PAN Gujarat presence with 100+ outlets, providing premium quality Electronic products of various brands.

Key Metrics

Conversion rate – 99%

Proportion of customers entering the store and ending up buying a product.

Unique Value Proposition

Bhatia Communications & Retail (India) Limited is moving up the value chain increasing outlets with multiple products.

After Sales customer service.

First-mover advantage with strategically locating new stores.

High Level Concept

Smart Phones and Electronic Gadgets are no more considered a luxury item, they are necessities for everyone.

Unfair Advantage

- Competitive pricing.
- Customer Service.
- Wide range of products.
- Strong distribution network across Surat city

Channels

Direct marketing, social media, ads along with tie-up with Financial Channel Partners is helping the company reach wider audience.

Customer Segments

- 18+ age group.
- Shift witnessed from lowrange mobile phones to premium smart phones.
- Average range of smartphones ~ ₹10,000 - ₹15,000

Early Adopters

- The company is updated with the current trend in handsets and other electronic devices.
- Strategically opening stores in locations where no regional or big retail player has its presence gaining first mover advantage.

Major Costs

- Stock Purchase.
- Employee Expenses.

Revenue Streams

Diversification of Products:

The company now has 44 Multi Product Outlets in this Quarter. Thus making sure, there is perennial flow of revenue.

Offline Continues to Offer Everything Online Can't.

- PERSONAL CUSTOMER SERVICE, WHICH IS ESPECIALLY IMPORTANT FOR INDIANS WHEN IT COMES TO ELECTRONICS.
- AFTER SALES SERVICE, ANY CUSTOMER CAN WALK-IN ANYTIME AFTER A SALE FOR ADDITIONAL SUPPORT, THIS BOLSTERS REPEAT PURCHASES.
- TANGIBLE MARKETING, ONLY OFFLINE STORES ENABLE CONSUMERS TO COME AND TRY THE PRODUCT THEMSELVES BEFORE BUYING.

Key Focus Areas

MARKETING

OPERATIONS

SALES

SUPPLY CHAIN

Key Metrics

CONVERSION RATE

99%

TOTAL AREA SQ. FT.

1,10,940

REVENUE PER SQ. FT.

₹5,789

Number of Stores: An Overview

44

Multi Product Outlets incl. Mobile Phones

Mobile Phones and Accessories

76

120

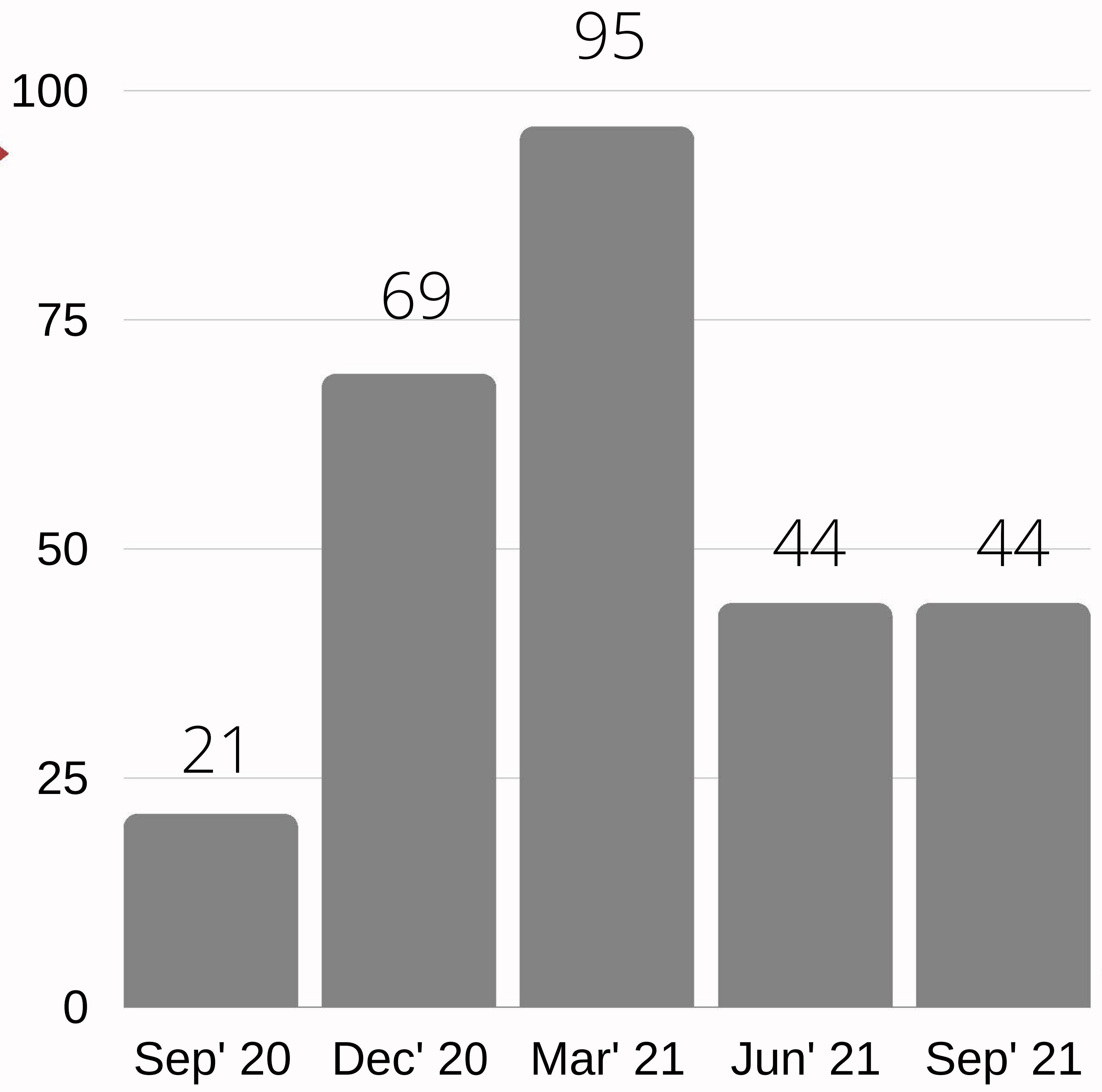
Owned Retail Stores

Franchised Retail Stores

13

133

Total Stores



Number of Multi-Product Outlets

8.1%

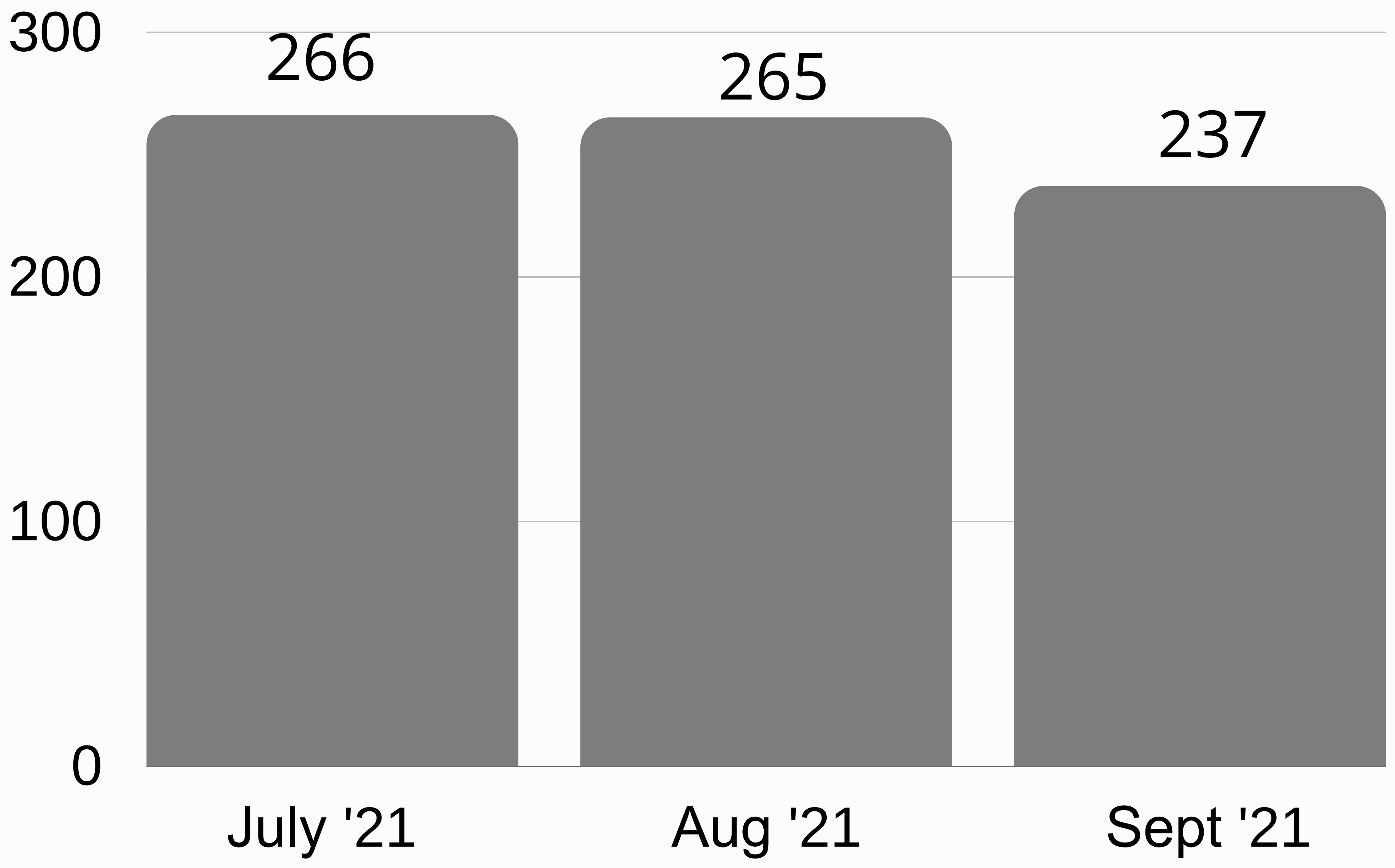
FRANCHISE RETAIL STORE

Revenue Breakup

91.9%

OWNED RETAIL STORES

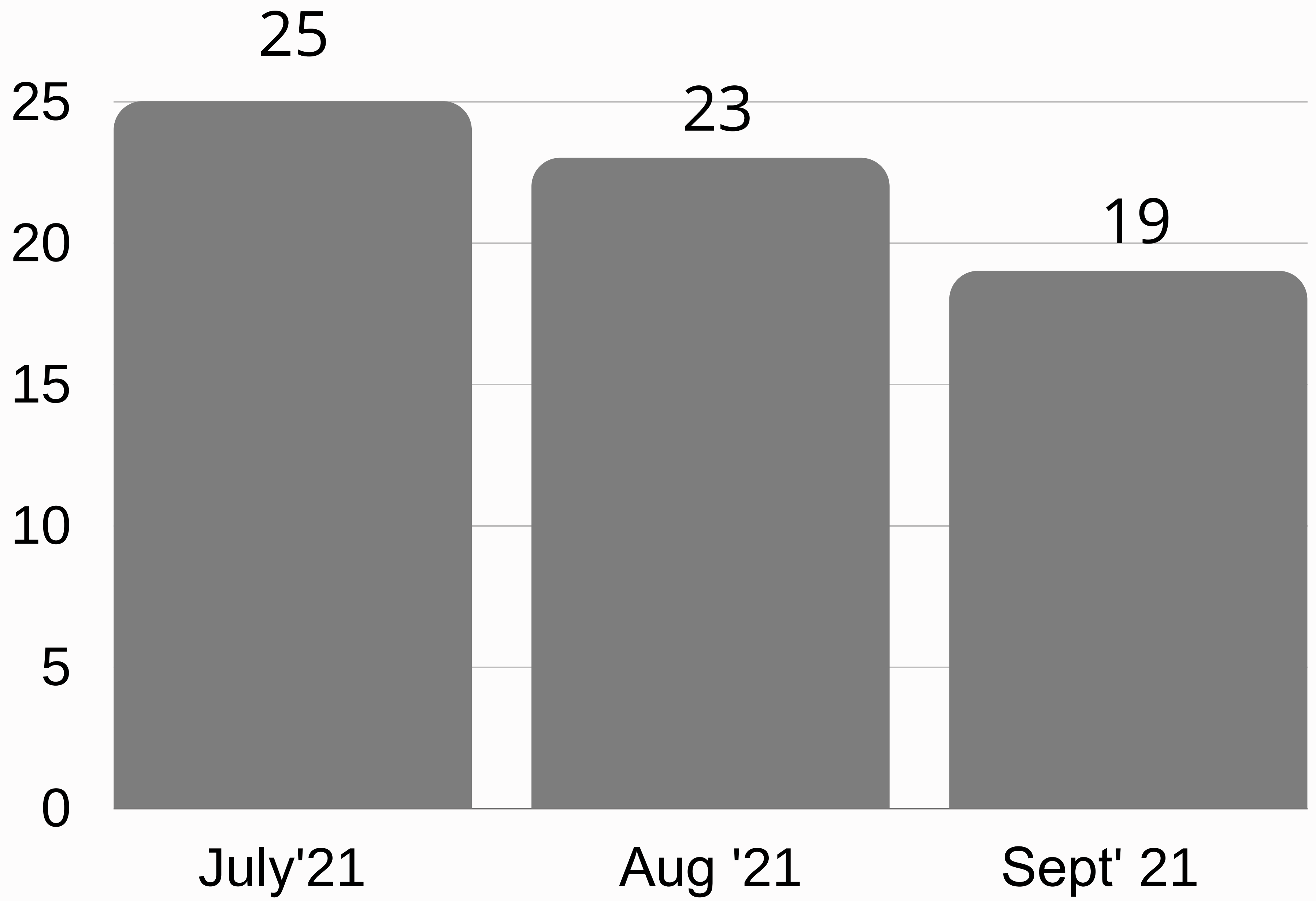
OWNED RETAIL STORES



Q2 SALES FY2022 - IN MILLIONS
(OWNED RETAIL OUTLETS)

SALES AMOUNT (WITHOUT) NET OF RETURNS; AFTER GST

FRANCHISE RETAIL STORES



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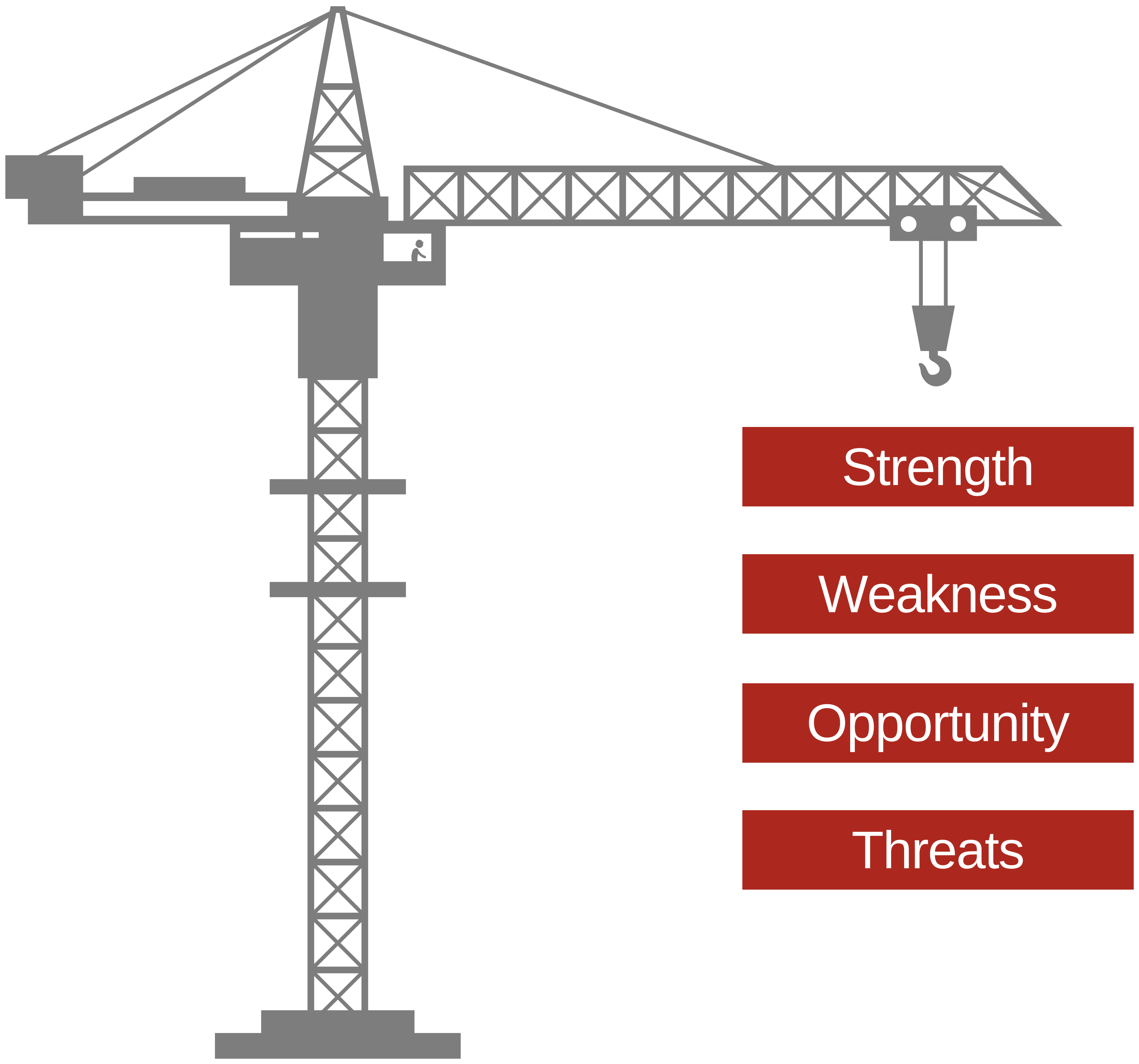


STRENGTH

- Experienced Team
- Active Marketers
- Diversified Products
- 1000+ trained advisors

WEAKNESS

- Limited Mobile Infra in Gujarat
- Lack of Resources compared to giants players.

OPPORTUNITIES

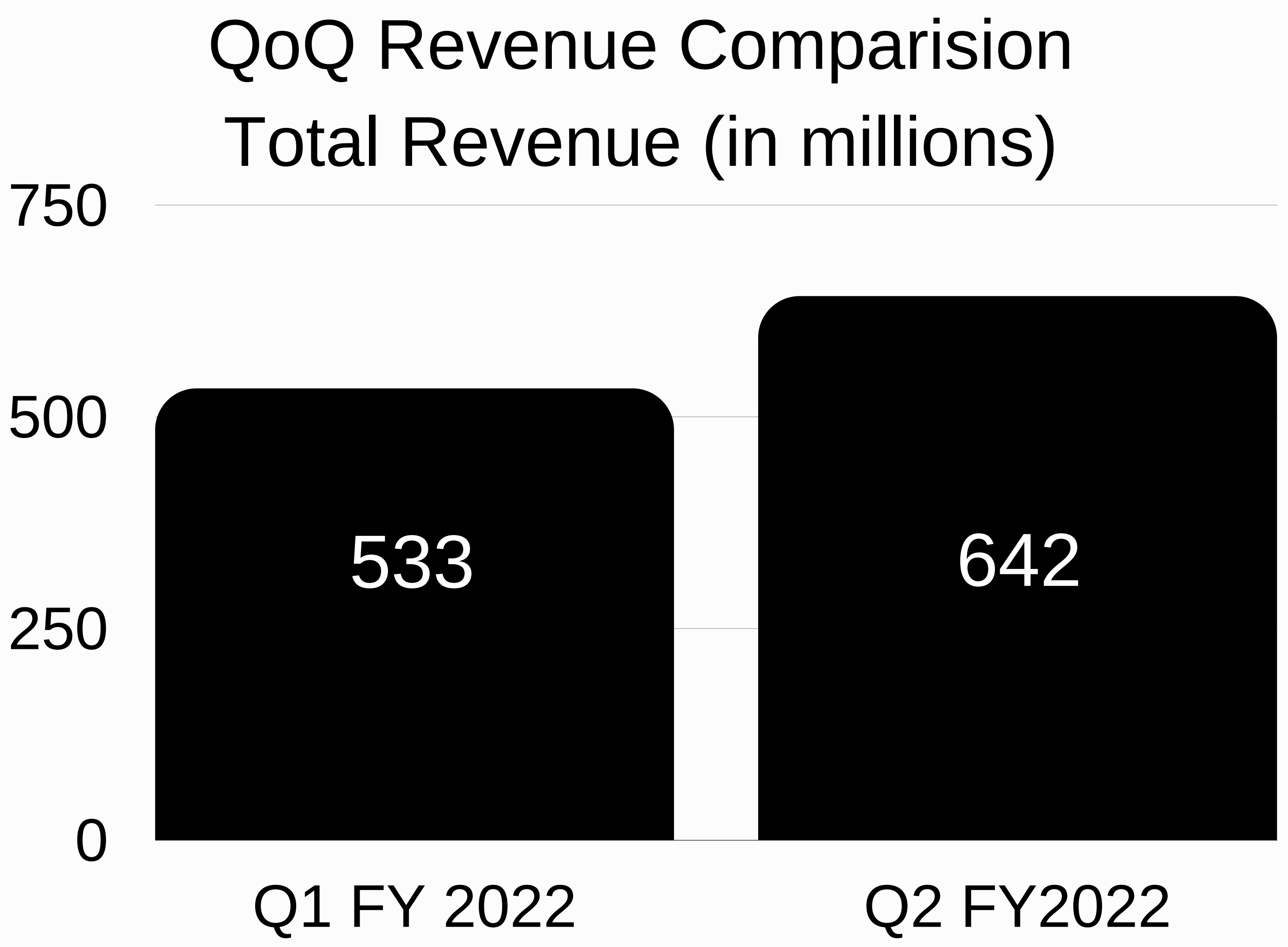
- Low penetration of smartphones and other appliances.
- People shifting to smartphones with rising disposable income.

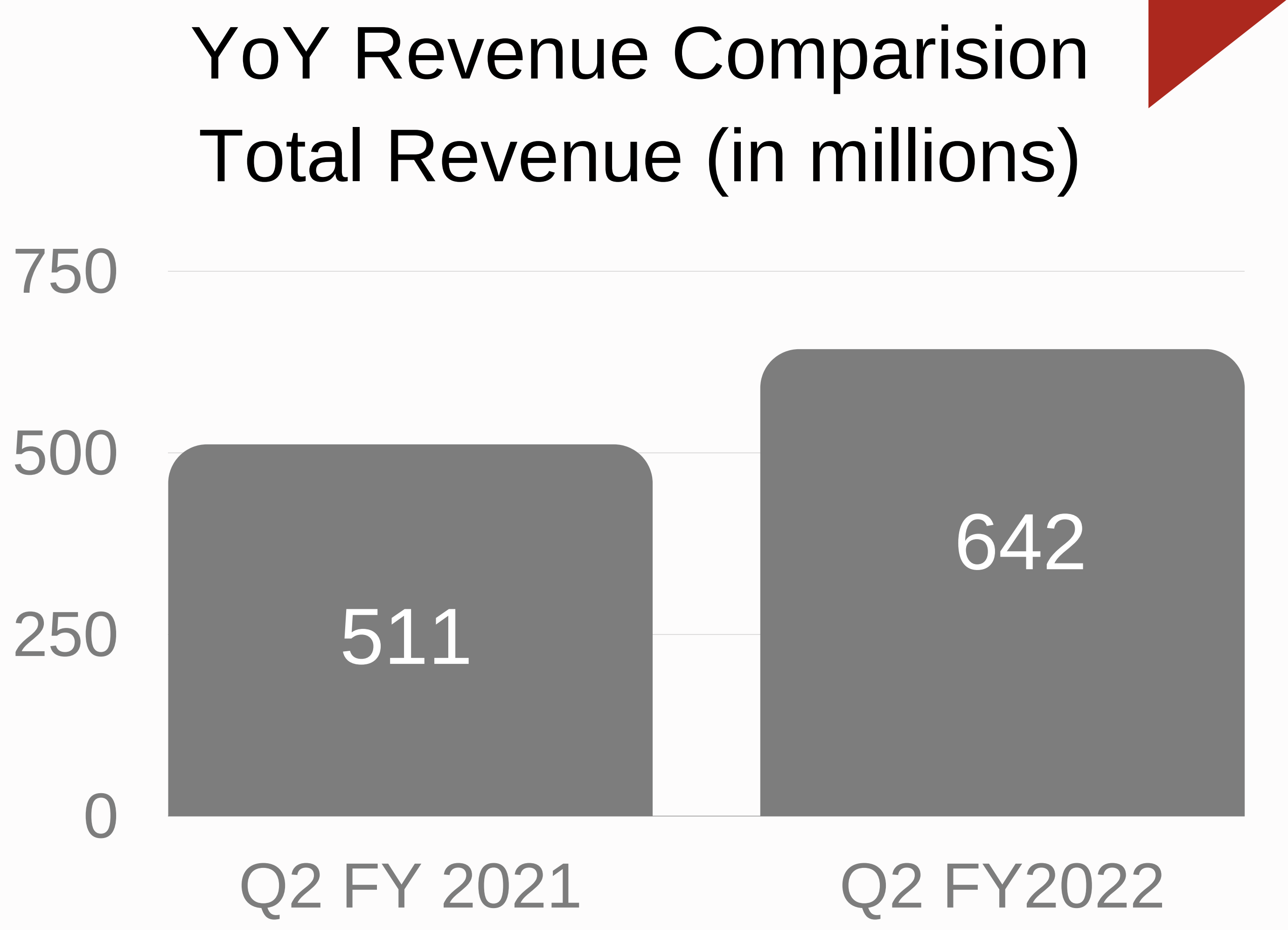
THREATS

- Huge Competition.
- Low entry barriers for new players
- Rise of e-commerce industry.

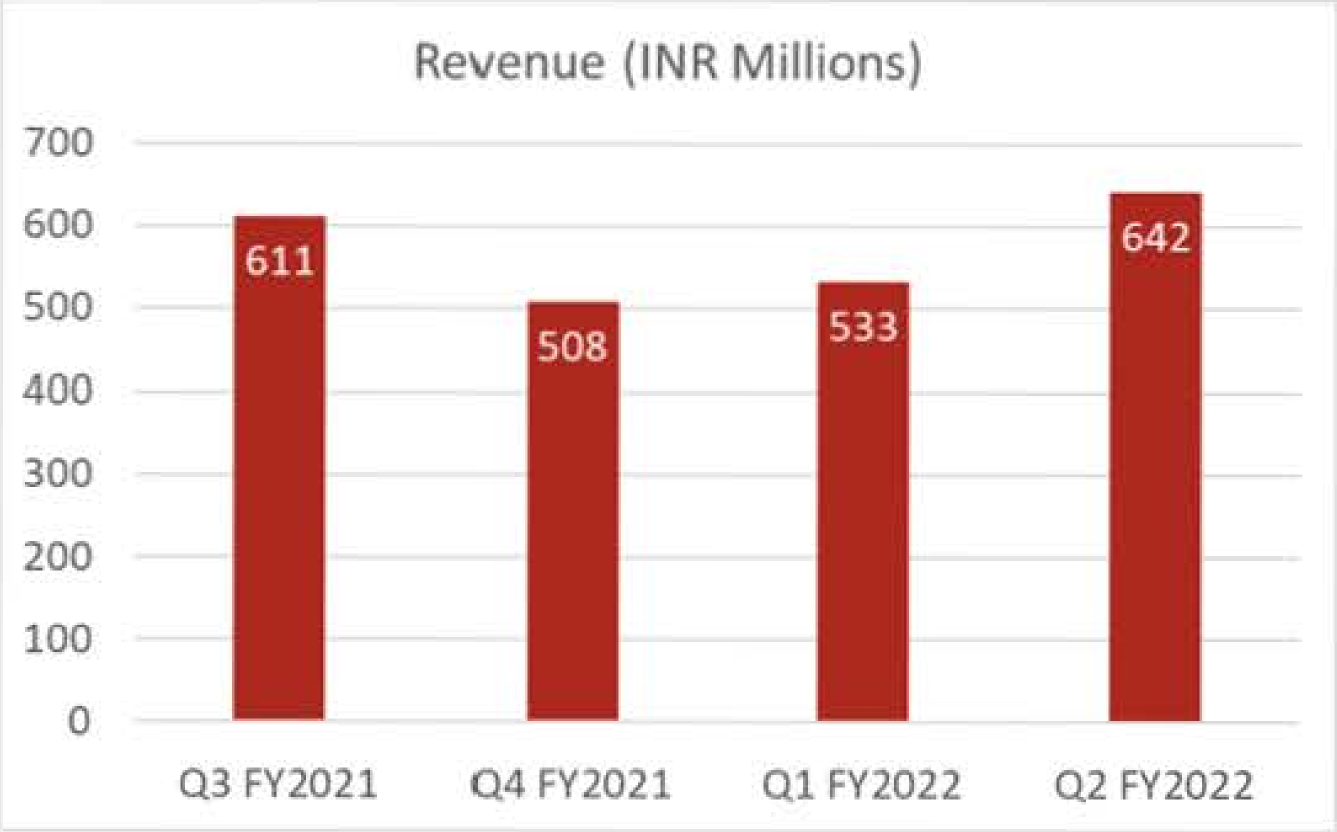
Financial Overview

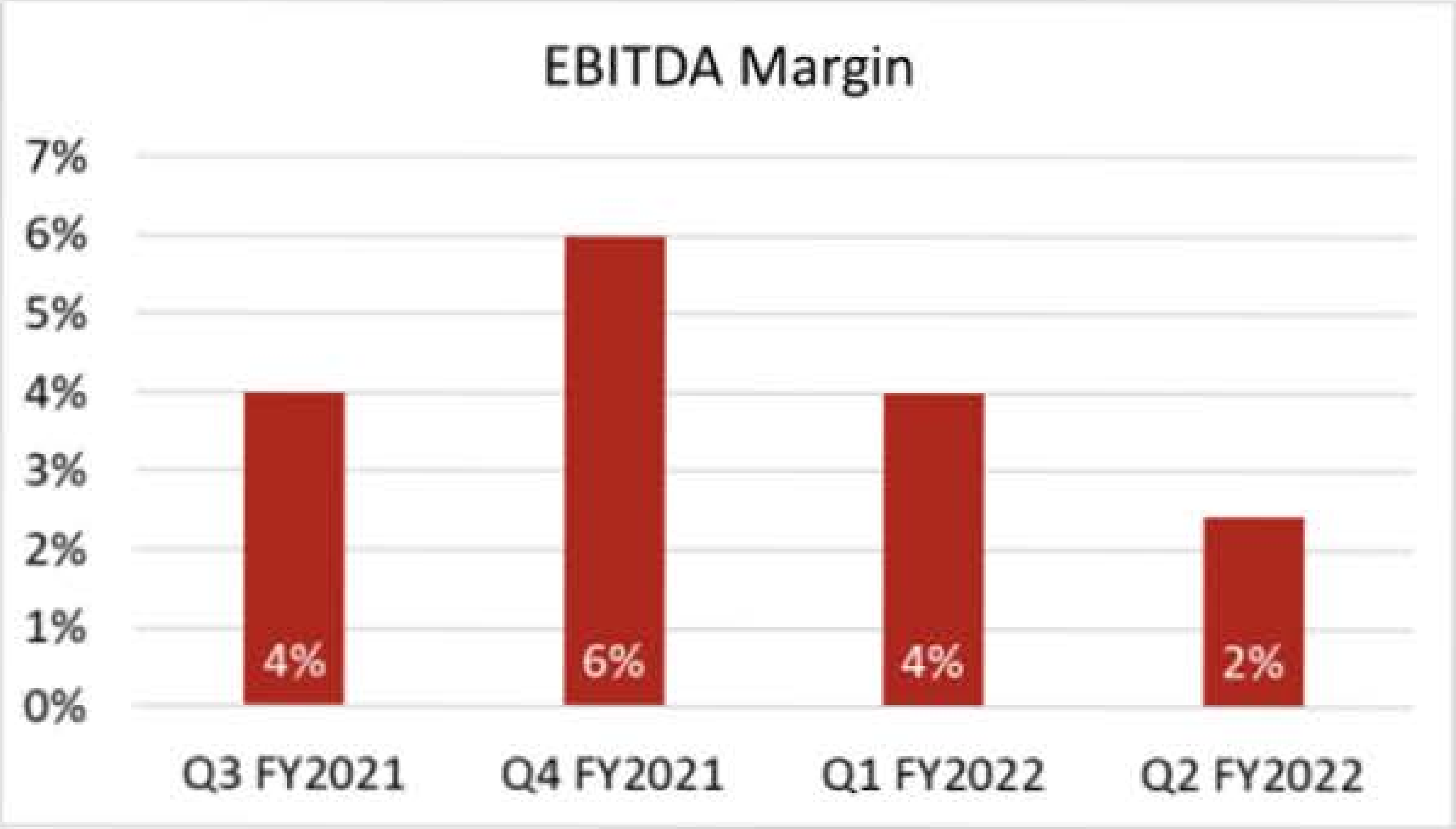
FINANCIAL PERFORMANCE: TOTAL REVENUE

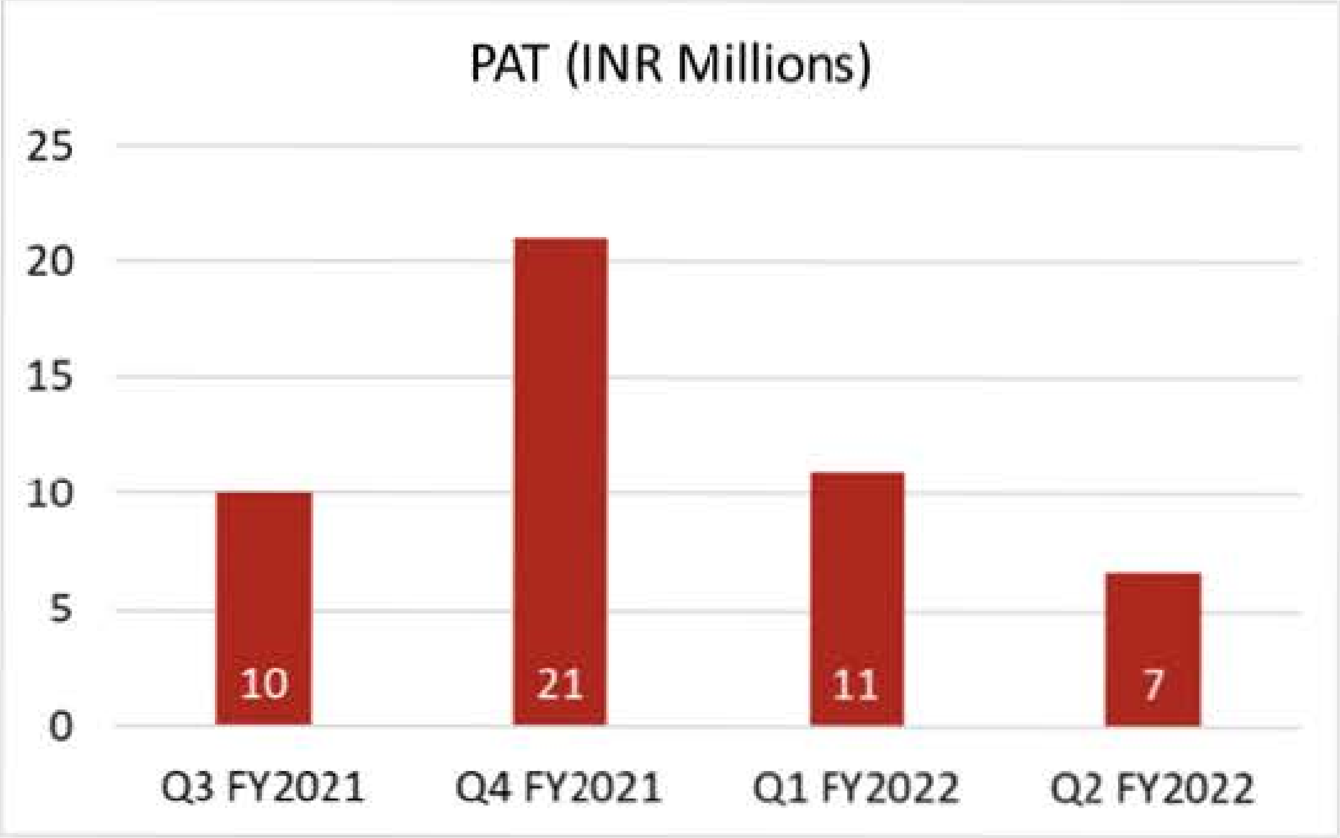




Financial Performance: Q2 FY2022

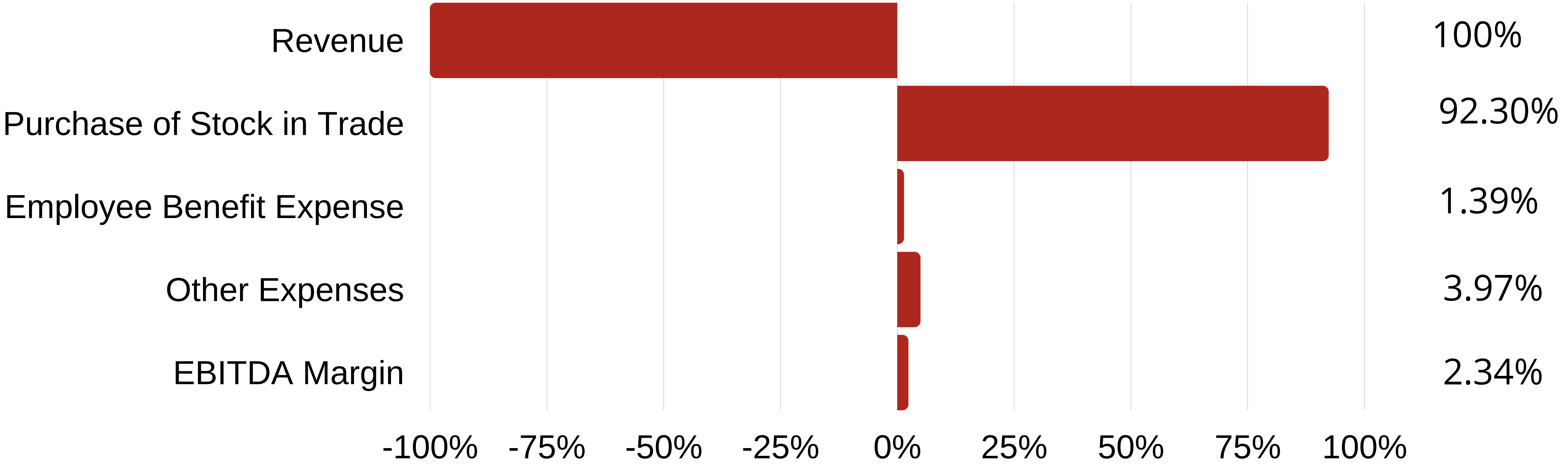






**these numbers have been rounded off

Margin Percentage Bridge



Profitability Highlights

3 months ending (in millions)	Q2 FY2022	Q1 FY2022	Q4 FY2021	Q3 FY 2021	Q2 FY 2021
Total Revenue	642.26	533	508	611	511
Purchase of stock in trade	592.79	487	432	556	473
Employee Benefit Expenses	8.96	9	9	9	9
Other Expenses	25.50	17	34	24	19
EBITDA	15.01	21	33	22	10
EBITDA Margin	2.34%	4%	7%	4%	2%
Depreciation / Amortisation and Depletion Expense	2.85	3	2	3	3
Finance costs	3.27	3	3	4	3
Exceptional items	0.00	0	0	0	0
Profit before tax	8.89	15	28	15	4
Tax Expense	2.24	4	8	6	1
Profit after Tax	6.65	11	21	10	2
PAT Margin	1.04%	2%	4%	2%	0.5%

We are committed to growth

THANK YOU!

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