

# Bhatia Communications & Retail (India) Limited

**BHATIA'S**<sup>®</sup>  
The mobile one stop shop



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# Agenda

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**Company at Glance**

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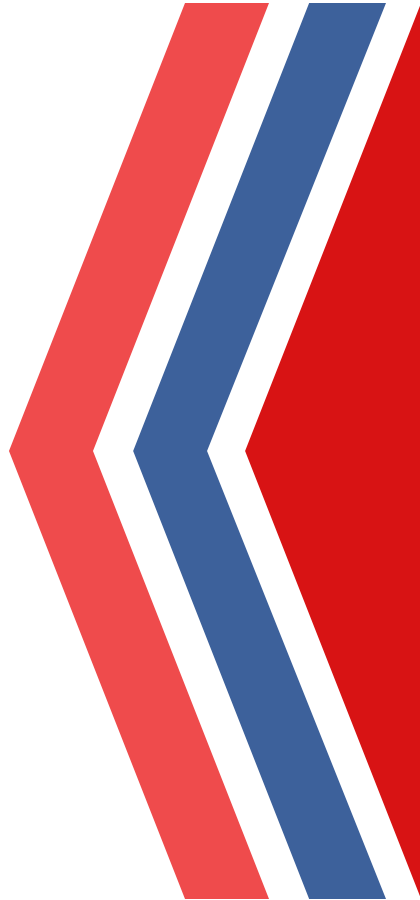
**Way Forward**

03

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# Company at Glance

# Company at Glance

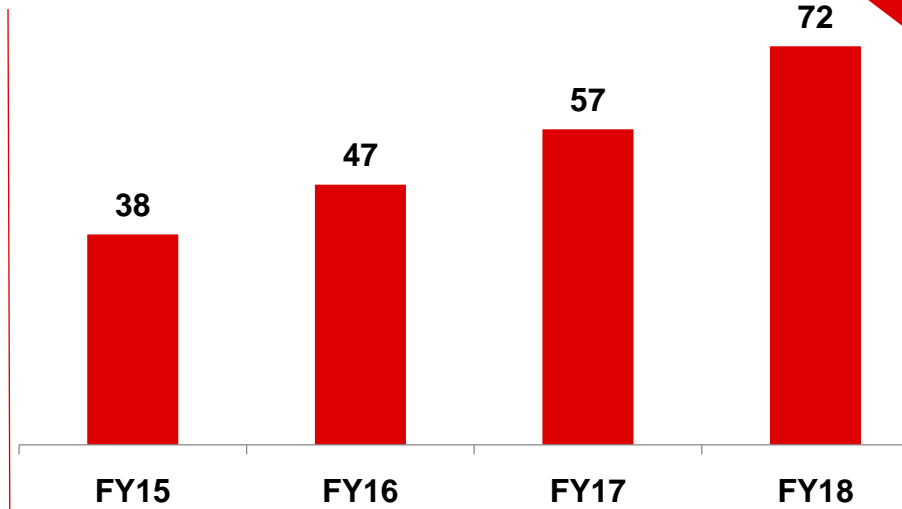
- Business of trading into mobile phones & accessories
- More than 1000+ technical experts helping customers to choose the right mobile device according to their needs and budget
- Owned 72 retail outlets chain located all over South Gujarat region including Surat, Vapi, Valsad, Navsari, Vyara etc
- Also sells cellular mobile devices and accessories through 24 franchisee retail chain dealers located in the South Gujarat region
- Provides credit/EMI facilities to customers for buying products tied up with major leading credit houses like Bajaj Finserv, Capital First etc
- Healthy Conversion rate of 25% on average

**90+**  
Retail Stores

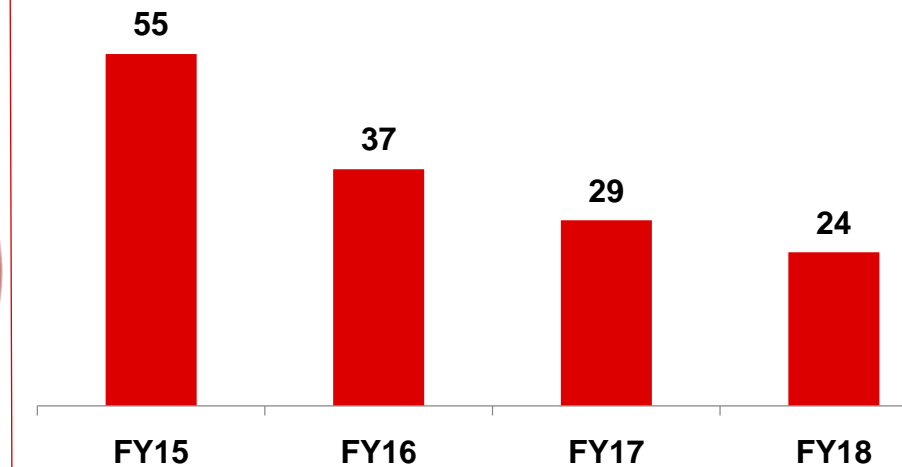
**18+**  
Years  
Experience

**1000 +**  
Expert  
Advisors

**40**  
Award  
Winner



■ No of Retail Stores



■ No of Franchise Retail Stores



# *Product Range*



**Smart Handsets – Mobile**



**Tablets**



**Mobile Accessories**

# Experienced Management



***Sanjeev Bhatia***

***Managing Director***

Sanjeev Bhatia, aged 39 years, is a Managing Director of the Company. He is having vast experience of 18 years and looking after finance, Franchise Outlet and General administration functions of the Company.



***Harbanslal Bhatia***

***Whole Time Director***

Harbanslal Bhatia, aged 65 years, is a Whole Time Director of the Company. He is having vast experience of more than 30 years in the field of marketing and advertisement. He takes the lead in critical business discussions, negotiations, and presentations. He has been awarded National award for empowerment of persons with disabilities by the honorable President of India



***Nikhil Bhatia***

***Whole Time Director***

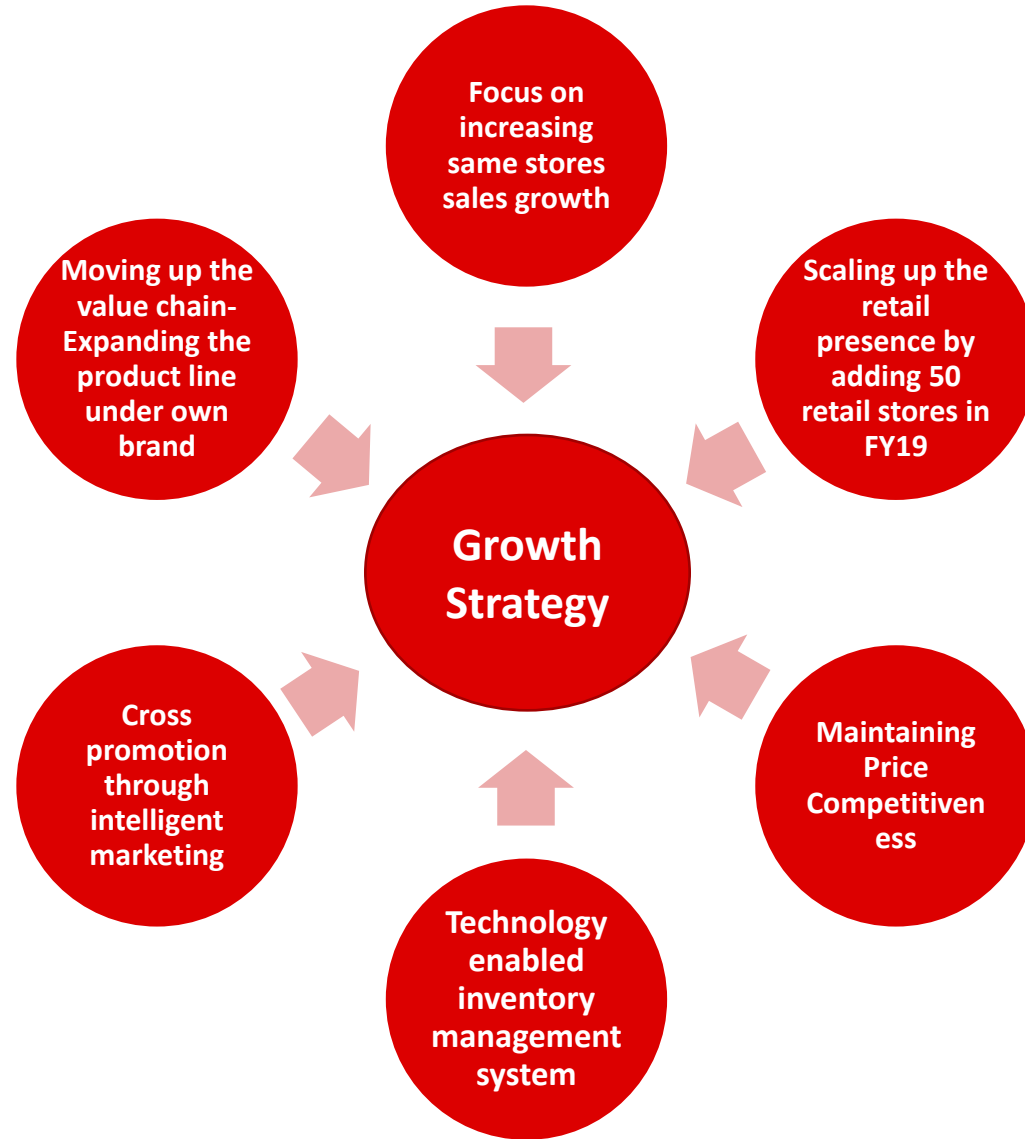
Nikhil Bhatia, aged 35 years, is a Whole Time Director of the Company. He is having vast experience of 12 years in the field of finance and sales. He looks after sales, purchase, finance and account department of the Company.



# Way Forward



# Way Forward – Future Growth Strategy



# Presence – Targeting Pan Gujarat Presence

## Top 10 Retail & Franchise Store Location:

Location	Area (Sq.ft)
Ring Road, Surat	1,250
Poddar Arcade, Surat	1,500
Piplod, Surat	700
Ved Road, Surat	750
Navsari	450
Gunjan, Vapi	500
Valsad	300
Kamrej	560
Kim	540
Pandesra	700

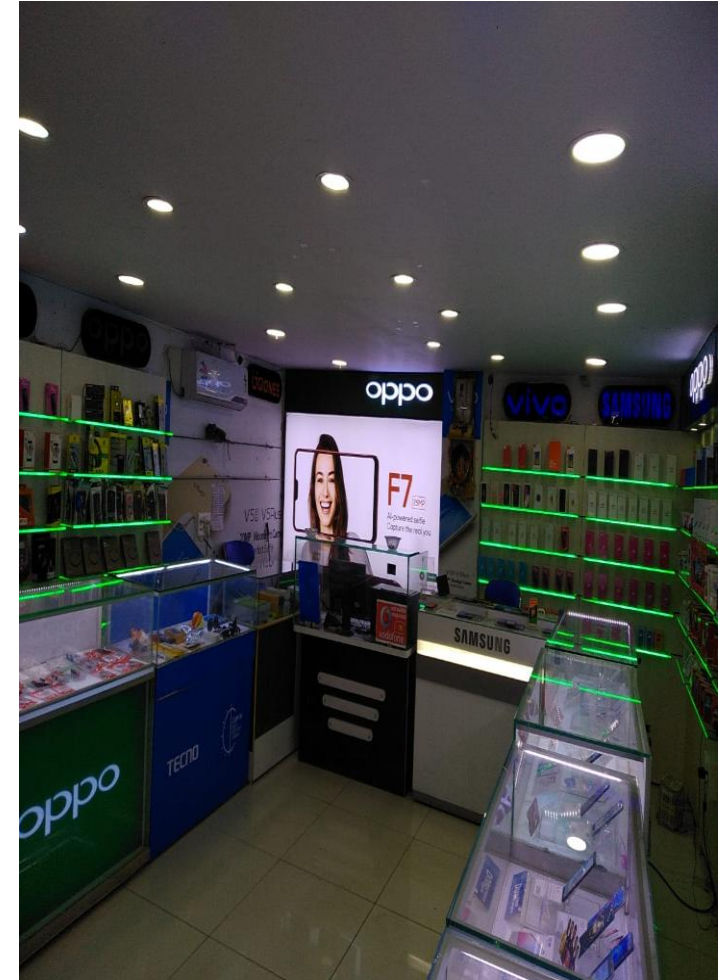
**Average  
Ticket Size  
~ Rs. 9,000**

**Revenue  
~Rs 42,000  
per sq ft**



**Total Retail Space : 38,000 sq. ft.  
Target to add 50 more retail stores in Saurashtra and Ahmedabad**

# Expanding Horizons – New Store in Bhavnagar (800 sq ft)



# Brand Association – Top Brands



# Banking Channel Partners – Forms 25% of Sales



We understand your world



# Branding Strategy



**Social  
Media**

**Email  
Marketing**

**Radio  
Ads**

**Paid  
Advertising**

**Print  
Media**

**Website**

**OOH**

# Marketing Campaigns – Strong Brand Recall Value

सुनो..सुनो..सुनो!  
आ रहा है कुछ नया

कुछ नया आयेगा तो, भाटीया मोबाइल ही लायेगा

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www.bhatiamobile.com

**BHATIA'S**  
3SE Listed Enterprise

Authorised Dealer:

SAMSUNG iPhone oppo LG SONY  
GIONEE honor lenovo vivo Panasonic  
htc hsl TECNO INTEX LAVA

EMI Option Available: HDB FINANCIAL SERVICES BAJAJ FINSERV HOME CREDIT 0% INTEREST EASY EMI

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अब मोबाइल बिकेगा तो BHATIA से ही बिकेगा.

BHATIA'S Communications & Retail (India) Limited Joins hands with Bajaj FINSERV

**BHATIA'S**  
3SE Listed Company

**BAJAJ FINSERV**

इंस्टल ₹ 412 ભરીને  
બજજ EMI કાર્ડ બનાવો.

સ્કીમ ઇન્સ્ટલ 3 હિપસ સુરતના ગાહકો માટેજ

લિમિટ ₹ 1 લાખ સુધીની.

Ring Road	: 82580 00740	Piplod	: 88745 27664
Podar Arcade	: 80002 78571	Navagam	: 87804 44031
Ved Road	: 70433 45569	Dindoli	: 87804 44031
Adajan	: 82380 00746	Katargam	: 70433 45564
God Dod Road	: 88745 27664	Punagam	: 70418 89545

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इंस्टल ₹1\* માં મોબાઈલ ખરીદો

**BHATIA'S**  
A PUBLIC LIMITED COMPANY

GF-6/7, રત્નદિપ કોમ્પ્લેક્સ, આઈસીઆઈસીઆઈ બેન્ક પાસે  
વાઘાવાડી રોડ, ભાવનગર.

T&C Apply

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અબ મોબાઈલ બિકેગા તો BHATIA સે હી બીકેગા.

**BHATIA'S**  
A PUBLIC LIMITED COMPANY

COMING SOON AT **BHATIA'S**

vivo Z10 FullView™  
24MP Clearer Selfie

16MP REAR 4GB RAM

# Moving up the Value Chain – Exploring Smart TV Segment

- Global smart TV market expected to reach USD 292.55 billion by 2025
- Television market in India anticipated to cross USD 9 billion by the end of 2021.
- Increasing disposable incomes, demand for Smart Televisions has shot up, contributing around 18-20 percent to sales in India's electronics sector
- Consumer's preference has evolved :
  - Increasing preference for built-in smart functions
  - Rising demand for HDR and 4K resolution featured for both content and hardware access
  - Smart TV platforms offers information & communication (IC) technology solutions to the end-user
  - Availability of affordable models

## Exploring Smart TV Segment

- Launch of Smart TV in Surat, Gujarat under own brand
- Sizes of Smart TV to be launched
  - 32 inch
  - 40 inch
  - 55 inch



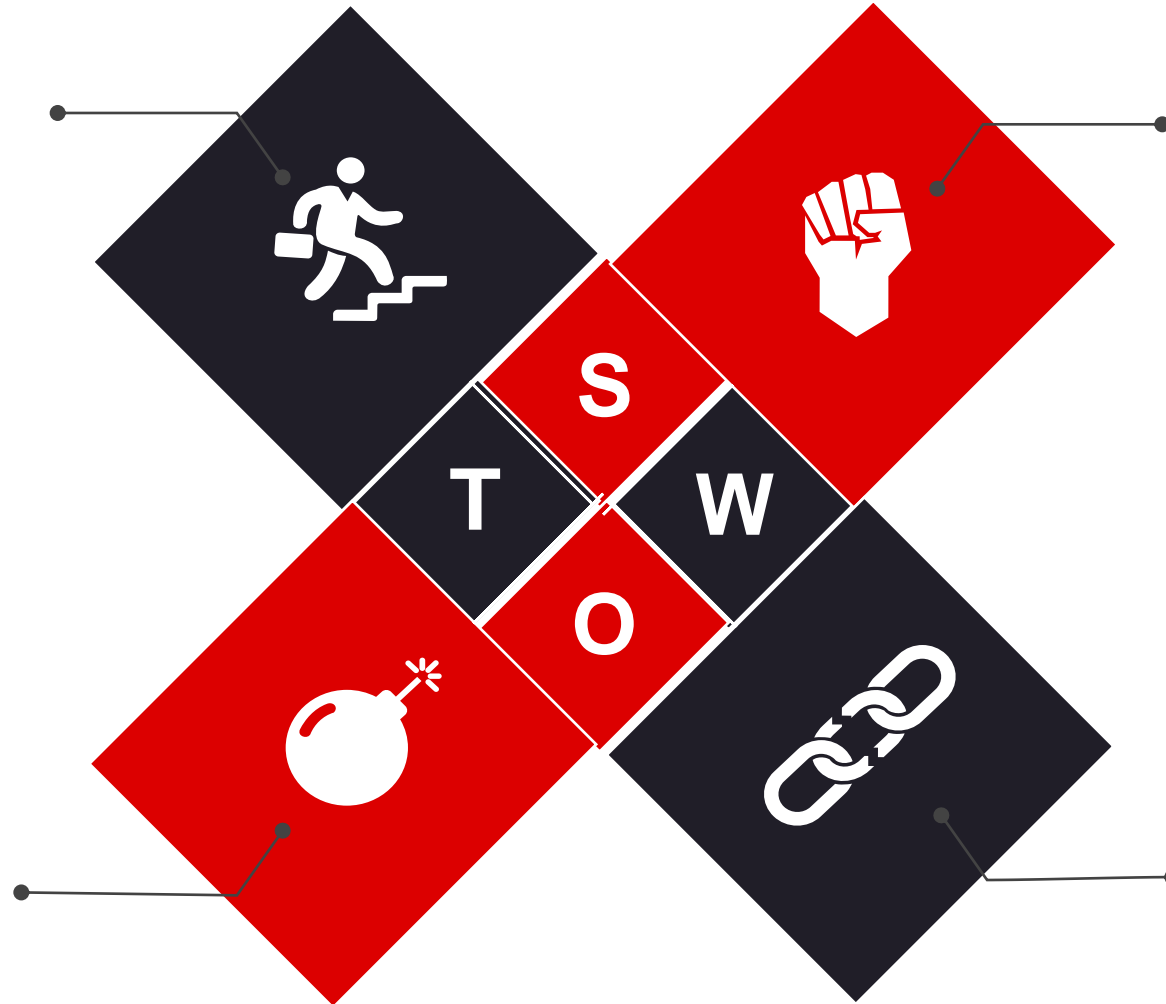
# SWOT Analysis

## Opportunity

- Implementation of GST, resulted into increase in sales growth & level playing field
- Online selling of our Products is increasing day by day
- Credit/EMI Facilities are provided by leading credit houses

## Threat

- Industry is prone to change as per government policies
- Low entry barriers for new entrant



## Strength

- Experienced Promoters, Directors and Management Team
- Wide spread of Branch & Franchisee network
- Trained work force & quality after Sale Services
- Wide Range of Products
- Cordial relations with Customers, Franchisee Distributors and suppliers

## Weakness

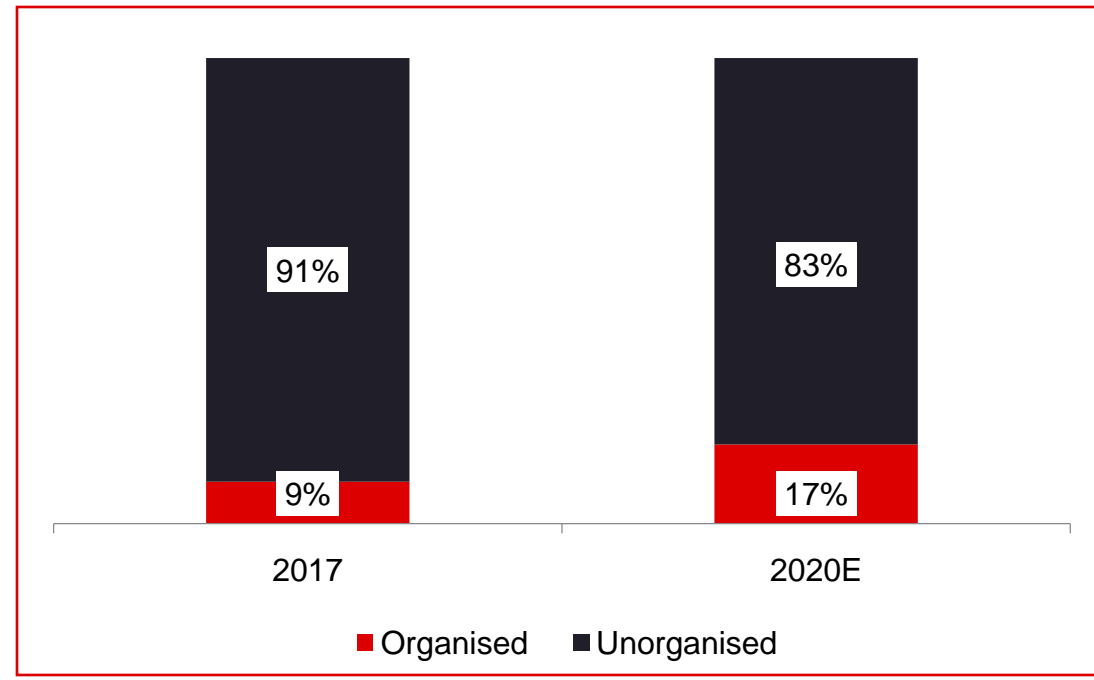
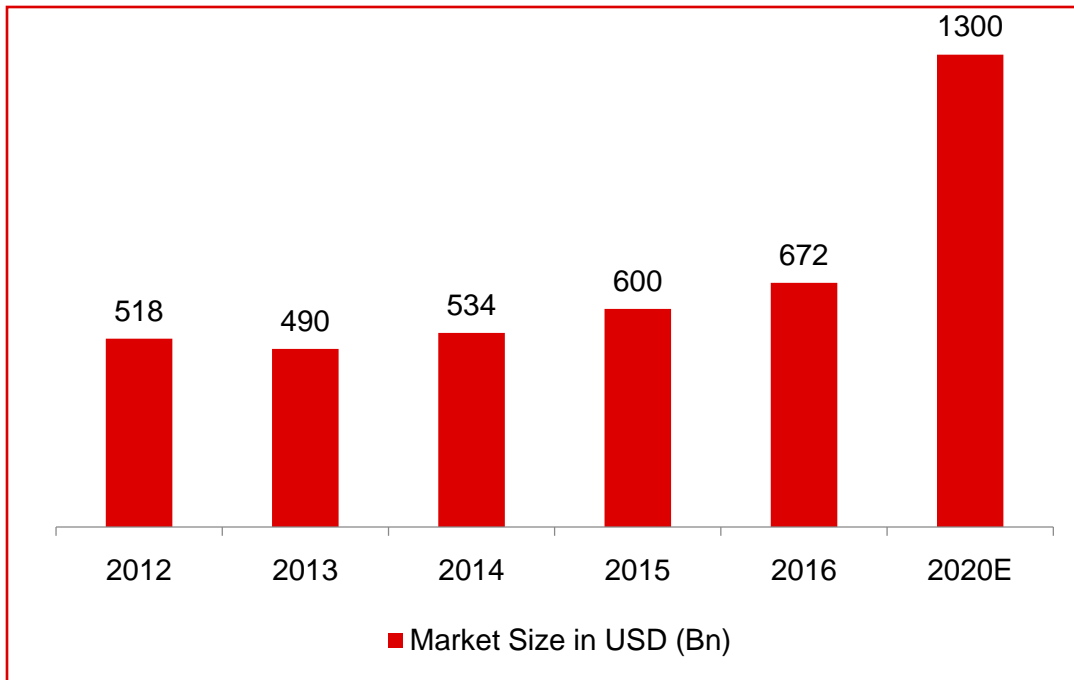
- Dependent upon growth of telecom industry
- Lack of brand awareness
- Surge in finance needs to cope with the increase demand



# Sector Overview

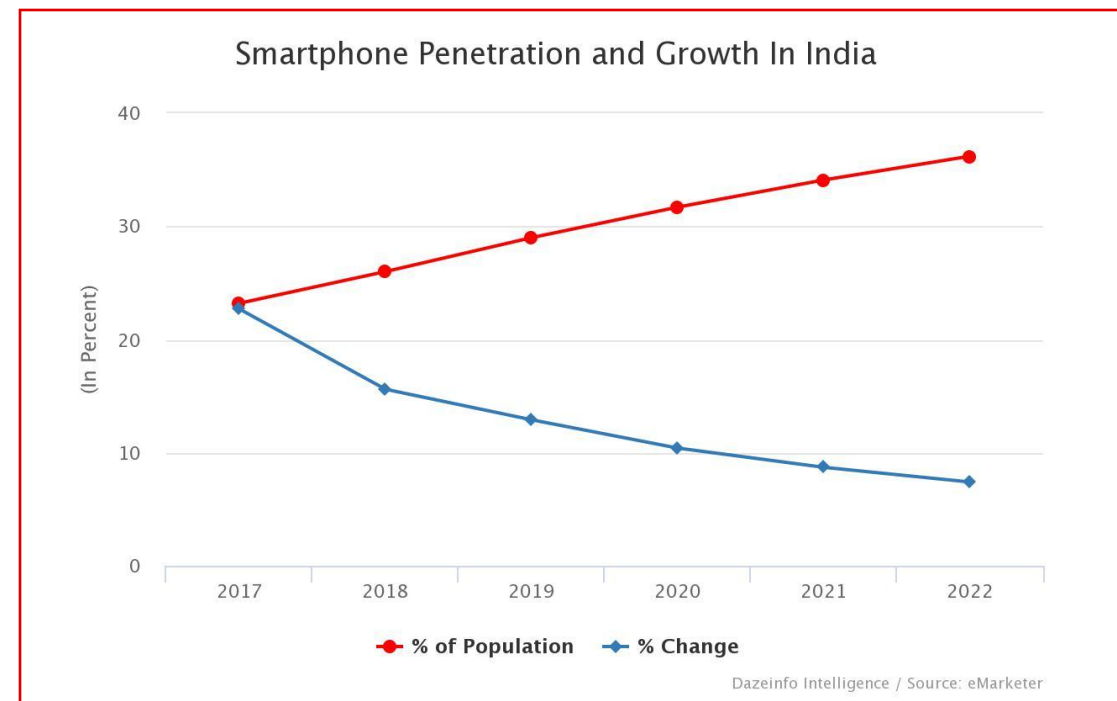
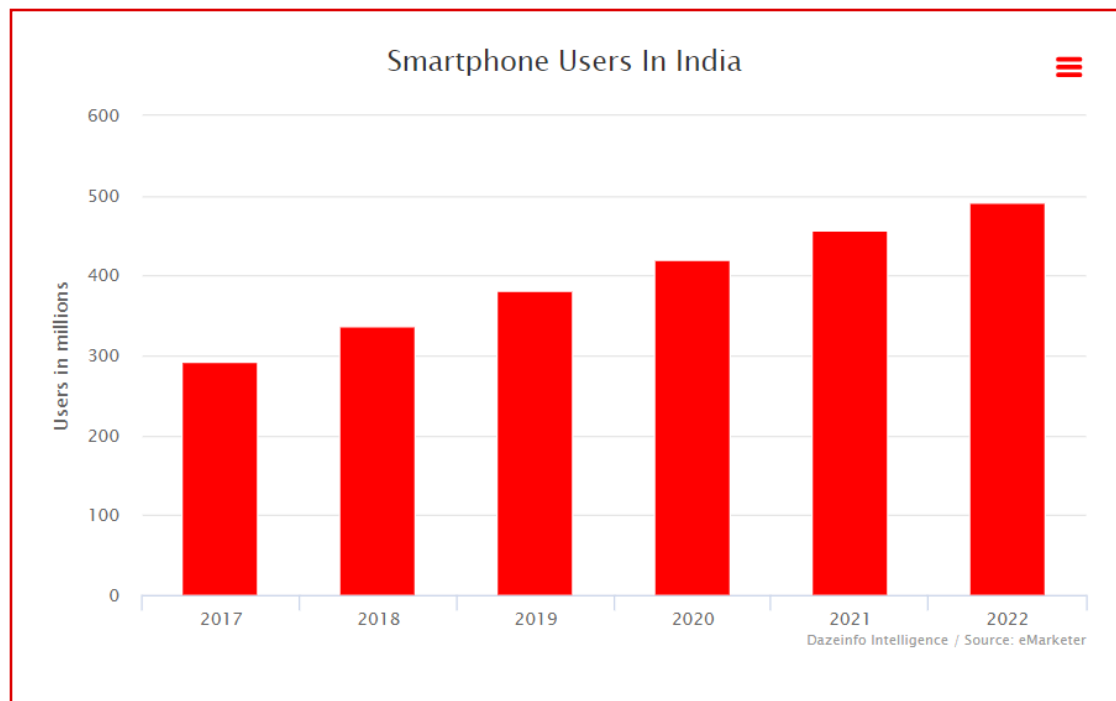
# Indian Retail Sector – One of the Largest Market in the World

- Retail sector is expected to increase by 60% USD 1.1 trillion by 2020 due to:
  - ✓ Rising disposable income
  - ✓ Change in Lifestyle by middle class
  - ✓ Increasing digital connectivity
- Modern trade to grow twice as fast at 20% v/s traditional trade at 10%
- Indian retail market divided into:
  - ✓ Organized Retail Market valued at USD 60 BN only 9%
  - ✓ Unorganized Retail Market constitutes the rest 91%
- India's direct selling industry is expected to reach Rs 159.3 billion (US\$ 2.5 billion) by 2021



# Indian Smartphone Sector – One of the Largest Market

- India world's third largest smart phone market, continues to hold its position of being the biggest feature phone market globally
- Number of smart phone users in India is expected to grow by 15.6% to reach 337 million in 2018
- Number of smart phone users in India would reach 490.9 million by 2022, growth of over 60% from current level
- Indian telecom operator Reliance Jio shipped huge shipped 164 mn feature phone shipments in 2017 from 140 mn a year ago
- Despite the growing trend, the smart phone penetration in India will reach only 36.2% by the end of 2022



# Online V/s Offline Selling



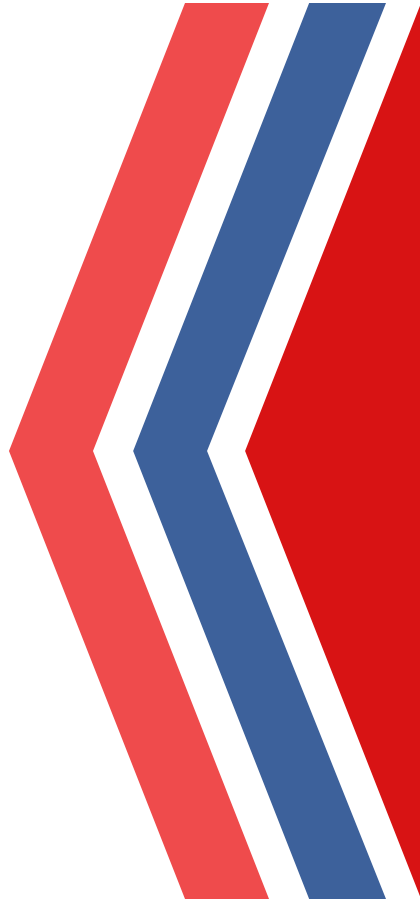
## Online



## Offline

<ul style="list-style-type: none"> <li>✓ After sale support is usually average or very low</li> </ul>	<ul style="list-style-type: none"> <li>✓ After sale support is very good in most cases</li> </ul>
<ul style="list-style-type: none"> <li>✓ Return and replacement process is a bit complicated</li> </ul>	<ul style="list-style-type: none"> <li>✓ There is a direct contact with the seller. You can experience the product before buying it</li> <li>✓ Return and replacement process is very simple (in case of defective products)</li> </ul>
<ul style="list-style-type: none"> <li>✓ Some of the best phones that are available exclusively through online retailers</li> </ul>	<ul style="list-style-type: none"> <li>✓ Majority of the Phones are available at the offline store with competitive price</li> </ul>
<ul style="list-style-type: none"> <li>✓ Heavy discounts were given prior to implementation of GST and MOP (Market Operating Price)</li> </ul>	<ul style="list-style-type: none"> <li>✓ With implementation of GST &amp; MOP(Market operating Price) not much of the price difference between online store and offline store</li> </ul>

**People are shifting from online shopping of phones to offline shopping**



# Financial Highlights

# Financial Highlights – FY18 & H2FY18

FY18

Revenue



+ 25% YoY

EBITDA



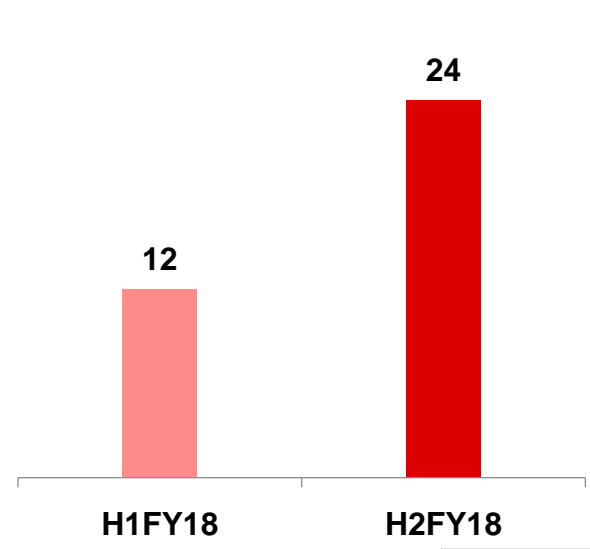
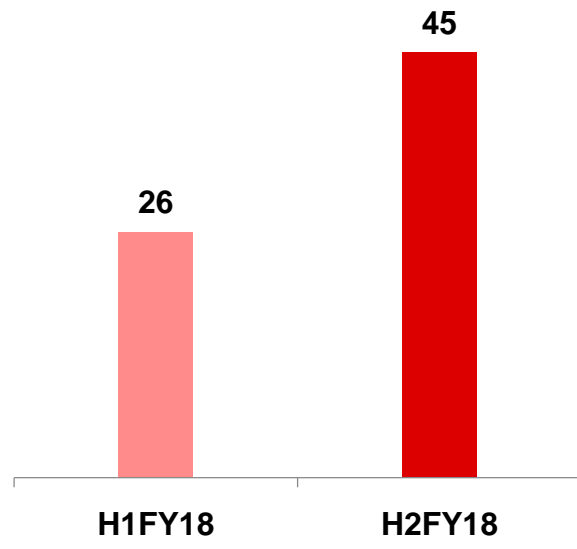
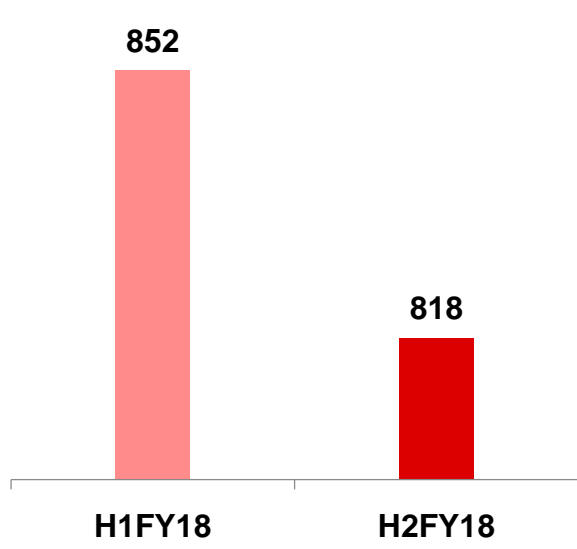
+ 268% YoY

PAT



+ 620% YoY

H2FY18



# Profitability Highlights – FY18 & H2FY18

Rs. In Mn	H2 FY18	H1 FY18	HoH	FY18	FY17	YoY
<b>Total Income</b>	<b>818</b>	<b>852</b>	<b>-4%</b>	<b>1,670</b>	<b>1,335</b>	<b>25%</b>
Stock-in-trade	712	782		1,494	1,221	
Employee Cost	29	19		48	26	
Other costs	32	25		58	69	
<b>EBITDA</b>	<b>45</b>	<b>26</b>	<b>74%</b>	<b>70</b>	<b>19</b>	<b>268%</b>
<b>EBITDA Margin (%)</b>	<b>5.50%</b>	<b>3.05%</b>		<b>4.19%</b>	<b>1.42%</b>	
Depreciation	4	4		8	5	
Interest	4	5		9	7	
Exceptional items	0	0		0	0	
<b>Profit Before tax</b>	<b>37</b>	<b>17</b>	<b>118%</b>	<b>54</b>	<b>8</b>	<b>575%</b>
Tax	13	5		18	2	
<b>Profit After Tax</b>	<b>24</b>	<b>12</b>	<b>100%</b>	<b>36</b>	<b>5</b>	<b>620%</b>
<b>PAT Margin</b>	<b>2.93%</b>	<b>1.41%</b>		<b>2.14%</b>	<b>0.39%</b>	
<b>EPS (Rs.)</b>	<b>4.74</b>	<b>3.33</b>		<b>7.14</b>	<b>10.24</b>	



# Balance Sheet Highlights – FY18

Rs. Mn	FY18	FY17
<b>Shareholder's Funds</b>	<b>282</b>	<b>37</b>
Share capital	63	6
Reserves & Surplus	220	31
<b>Non-current liabilities</b>	<b>14</b>	<b>16</b>
Long Term Borrowings	11	15
Deferred Tax liabilities (Net)	1	1
Long-Term Provisions	2	0
<b>Current liabilities</b>	<b>158</b>	<b>198</b>
Borrowings	2	26
Trade Payables	135	167
Other Current liabilities	2	2
<b>Short-term provisions</b>	<b>19</b>	<b>2</b>
<b>Total Equities &amp; Liabilities</b>	<b>454</b>	<b>250</b>

Rs. Mn	FY18	FY17
<b>Non-current assets</b>	<b>82</b>	<b>47</b>
Tangible Assets	55	44
CWIP	0	0
Intangible Assets	3	3
Non Current Investments	0	0
Deferred Tax Assets (Net)	0	0
Long-term Loans & Advances	24	0
Other Non-Current Assets	0	0
<b>Current assets</b>	<b>372</b>	<b>203</b>
<b>Inventories</b>	<b>155</b>	<b>127</b>
<b>Financial Assets</b>		
Investments	0	0
Trade receivables	46	50
Cash & Cash equivalents	142	16
Short-term loans & Advances	29	9
<b>Other Current Assets</b>	<b>0</b>	<b>0</b>
<b>Total Assets</b>	<b>454</b>	<b>250</b>

# Thank You



Bhatia Communications & Retail (India) Limited

Mr. Ravindra Sojal (CFO)

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