

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: 10/08/2022

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 Year ended 31st March, 2022 of the company.

Kindly take the above information on record and oblige.

Thanking you.

Yours Faithfully.

For Bhatia Communications & Retail (India) Limited



Sanjeev Harbanslal Bhatia
Managing Director
DIN: 02063671



Place: Surat

Encl: As Above

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**BHATIA
COMMUNICATIONS &
RETAIL (INDIA)
LIMITED**

Q4 2022 INVESTOR PRESENTATION



Safe Harbour

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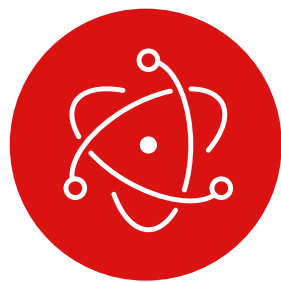
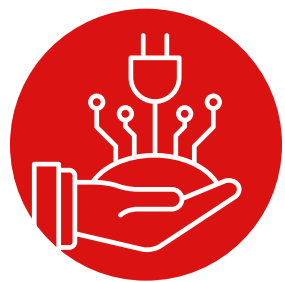
Business Overview

Key Financials

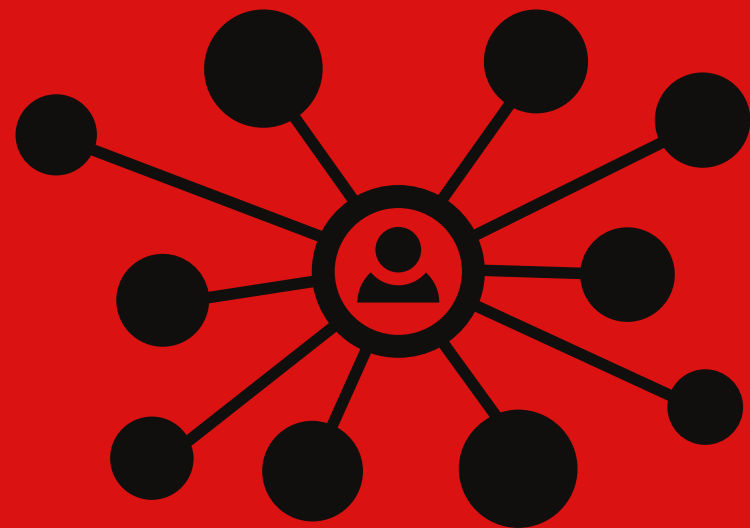


Business Overview

Our company is engaged into retail and wholesale distribution business of trading mobile handsets, tablets, data-cards, mobile accessories, air conditioners, Washing Machines and other Electronic Equipment.



FOCUS AREAS



MARKETING

OPERATIONS

SALES

SUPPLY CHAIN

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.

Major Costs

- Stock Purchase.
- Employee Expenses.

Solution

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

Key Metrics

Conversion rate – 98%

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

Revenue Streams

Diversification of Products:

Company's perennial flow of revenue comes from a wide range of products, thus making sure that the company is in a good wicket to take advantage of the blooming industry.

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

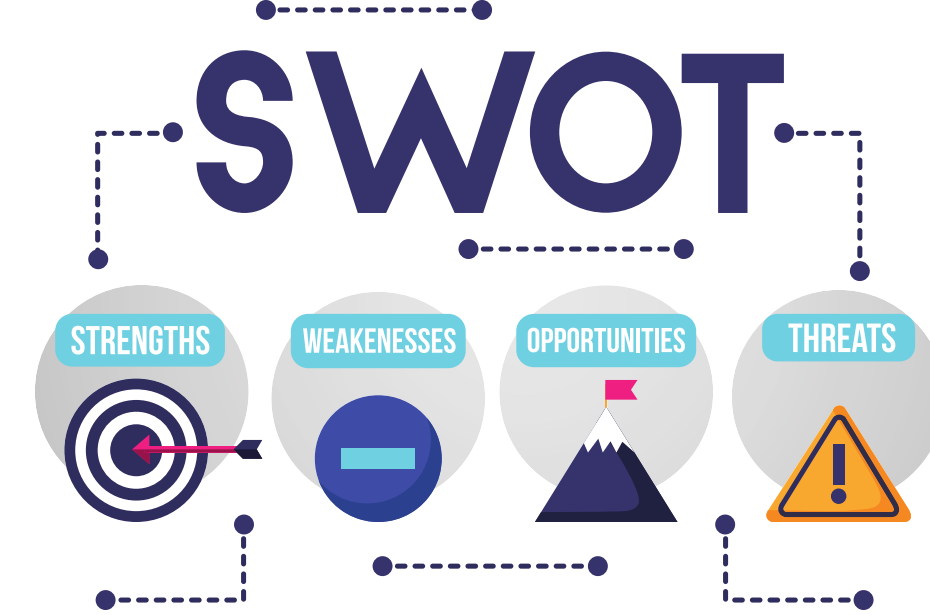
- 18+ age group.
- Shift witnessed from lowrange mobile phones to premium smart phones.
- Average range of smartphones ~ ₹10,000 - ₹15,000

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.

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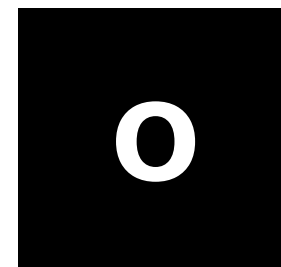


Strengths

- Diversified Product Portfolio
- Trained Work force
- Established Inventory Management System
- Increased in Multi-Brand Stores

Weaknesses

- Lack of Brand Awareness
- Resource Availability and Distribution
- No online presence
- Increase in outdated inventories.



Opportunities

- Work from Home becoming a norm.
- Smartphones and Tablets becoming essentials
- 5G Tech Introduction in India

Threats

- Competition may shrink Margins.
- Low Entry barriers for new entrants.
- Online platform bringing in competition.
- Supply Chain Disruptions
- Products getting easily outdated



**SANJEEV
BHATIA**

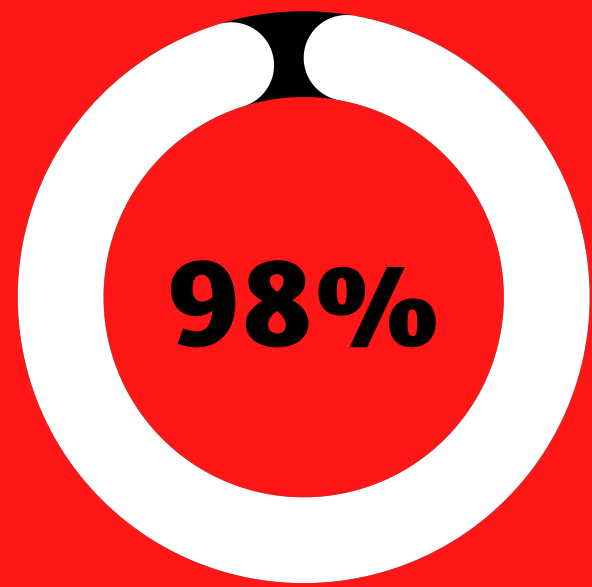


**NIKHIL
BHATIA**



EXECUTIVE DIRECTORS

KEY METRICS



**Conversion
Rate**



**Total
Square feet**



**Revenue per
Square feet**

Number of Stores



126
Total
Stores

112
Owned
Stores

14
Franchised
Stores

49
Multi Product
Outlets
incl. Mobile
Phones

63
Mobile Phones
and
Accessories



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.



EXPERIENCE
20 YEARS +

OUR TEAM
190

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RETAIL STORES
126

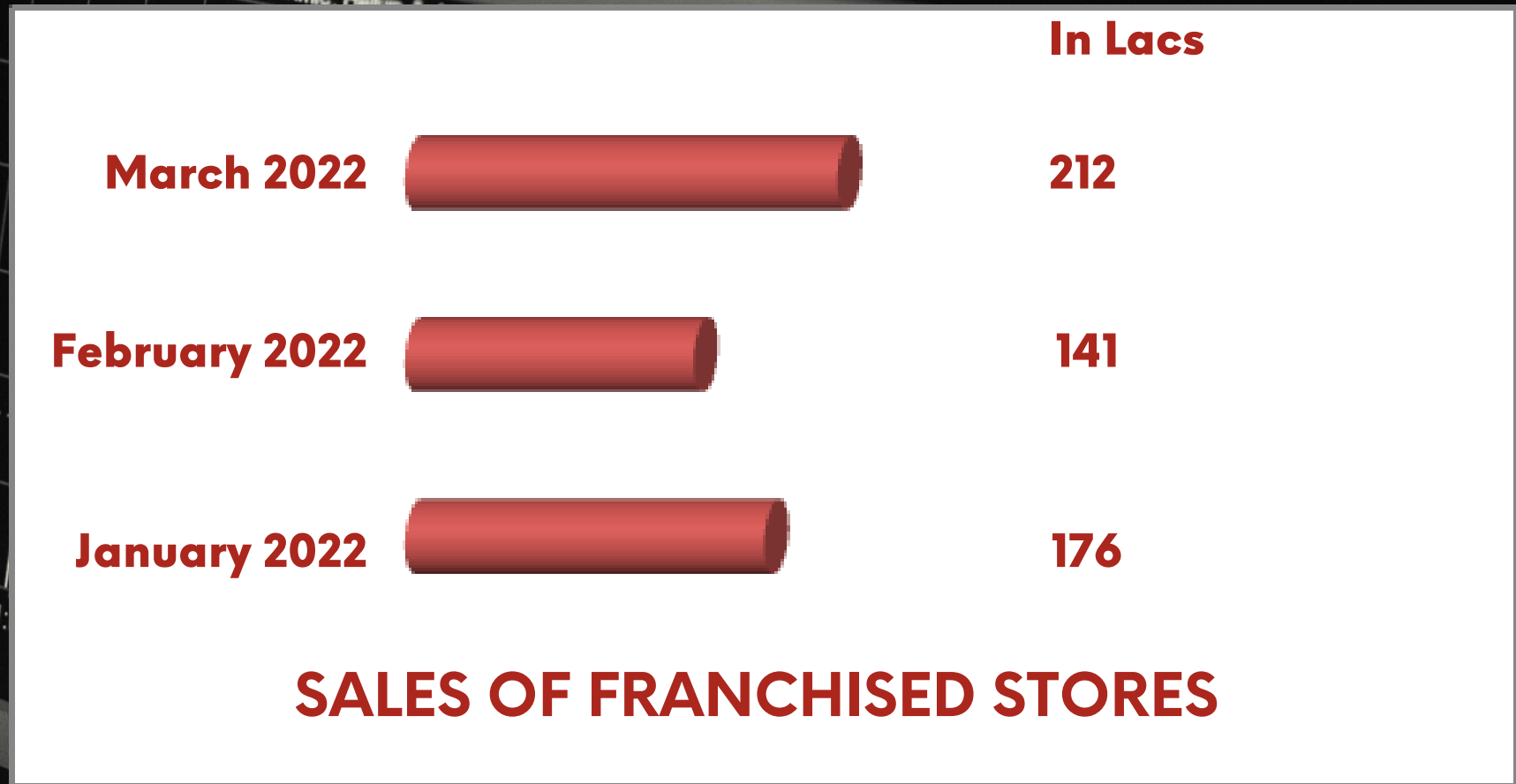
CONVERSION RATE
98%

REVENUE
2517 Mn.



KEY FINANCILAS





REVENUE COMPARISON

QoQ Comparison

In Lacs

Q3 2022

6962

Q4 2022

6455

YoY Comparison

In Lacs

2021



18971

2022

25175

PROFITABILITY HIGHLIGHTS

(In L a c s)

Net Sales
Other income
Total Income
Cost of Goods Sold
Other Expenses
Employee Cost
EBITDA 
Depreciation
EBITA
Interest
PBT
Tax
PAT 

Q4 2021
4,582.243
495.977
5,078.220
4,316.878
337.566
93.517
330.259
17.508
312.751
30.890
281.861
75.657
206.204

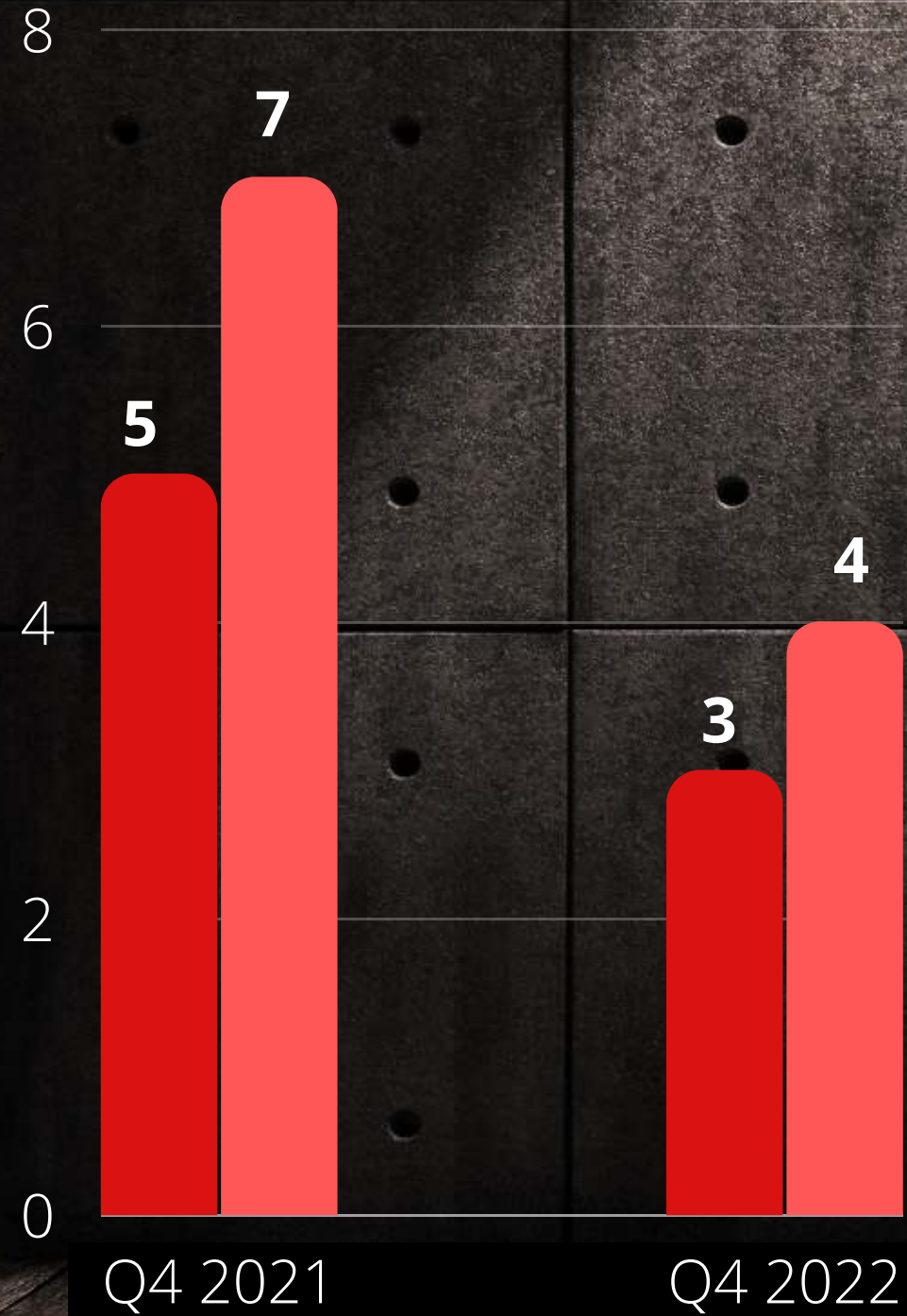
Q4 2022
5,899.477
556.206
6,455.683
5,873.532
243.594
88.096
250.461
28.081
222.380
30.464
191.916
14.210
177.706

2021
17,292.178
1,679.486
18,971.664
17,016.755
839.258
350.867
764.784
100.557
664.227
133.338
530.889
156.397
374.492

2022
23,347.165
1,828.528
25,175.693
22,903.223
944.265
373.272
954.933
115.311
839.622
131.981
707.641
180.377
527.264

PERFORMANCE HIGHLIGHTS

QoQ Comparison



■ PAT% ■ EBIT%

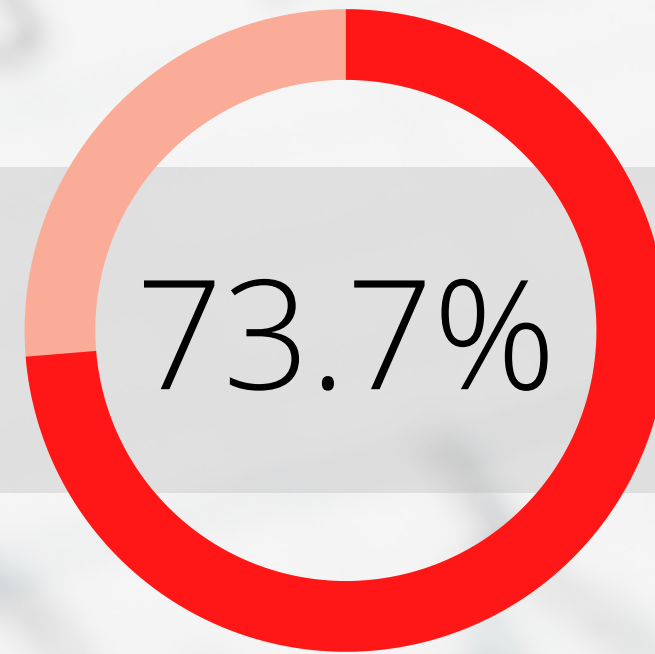
YoY Comparison



■ PAT% ■ EBIT%

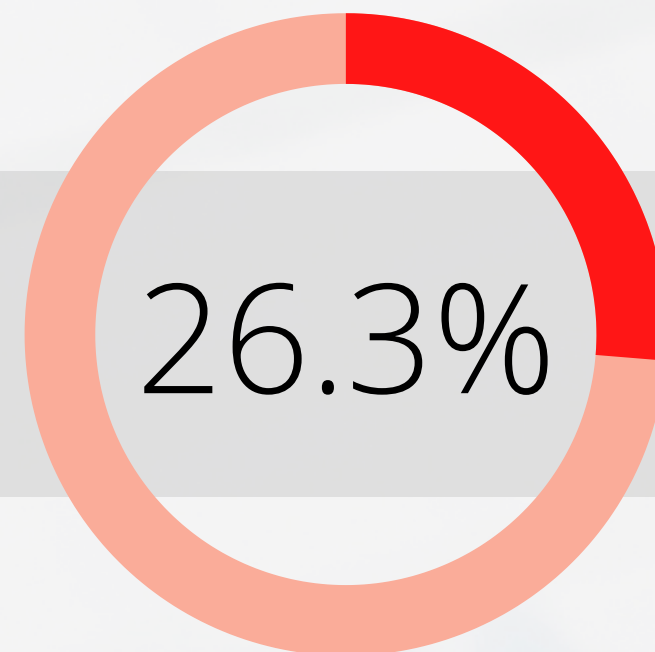
SHAREHOLDING PATTERN

**Promoters'
Holding**



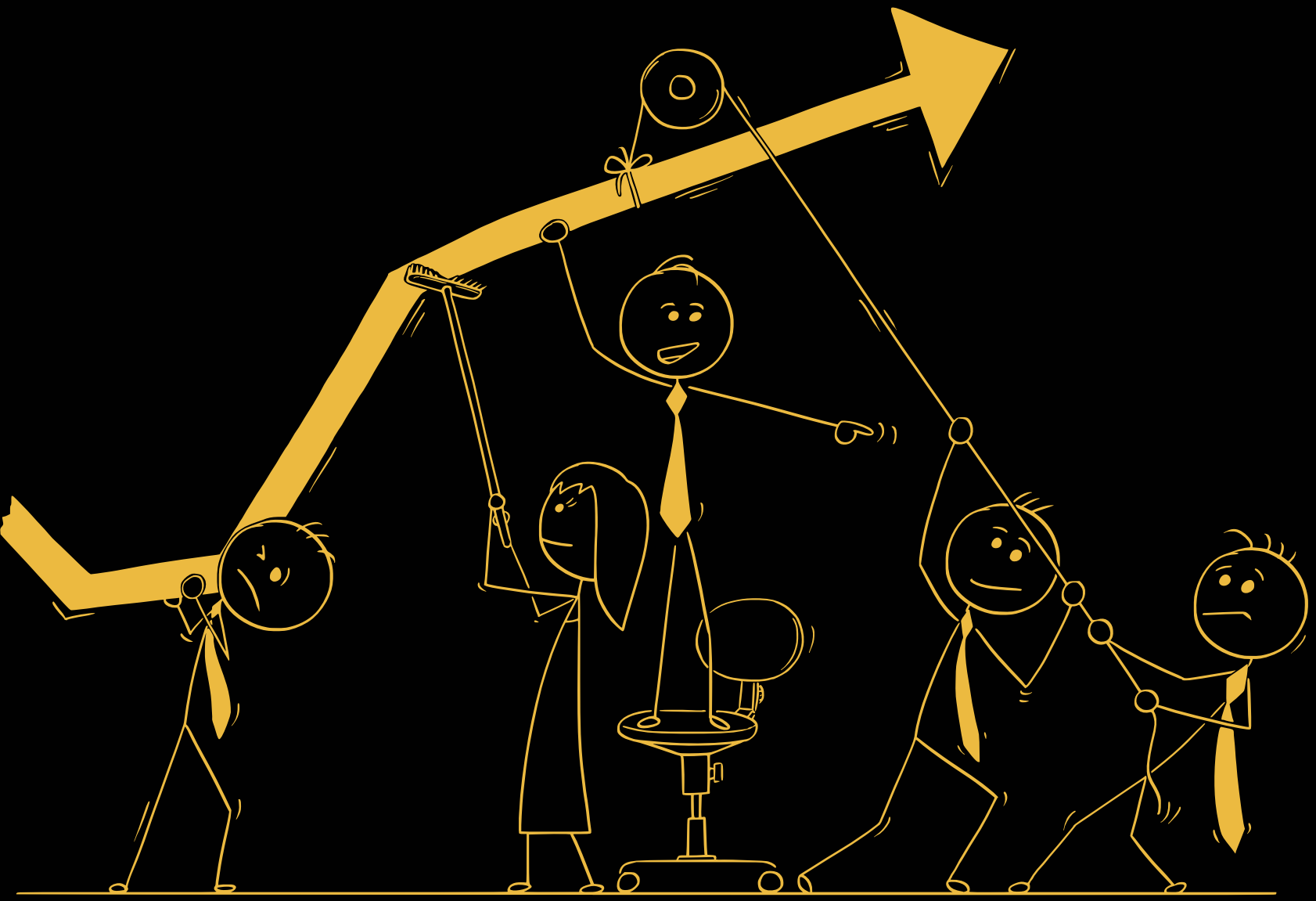
6 Shareholders
with
9,21,52,000 Shares

**Public
Holding**



8,512 Shareholders
with
3,30,00,000 Shares

Team work makes
Dream work



BHATIA'S[®]
A Public Limited Company

Bhatia's Mobile Group
Awarded By SAMSUNG

as a

Top Performer Of The Year

2021-2022



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We are committed to

Growth

Thank You



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