

Ref: OK/BSE/2023-24/533 Dated: 25/04/2023

BSE Limited, .

Phiroze Jeejeebhoy Towers,

Dalal Street, Mumbai - 400001

SCRIP CODE: 526415

Sub: Q4 Investor Presentation

Dear Sir/Madam,

Please find enclosed herewith Investor Presentation for the quarter and year ended 31st March, 2023.

Kindly take the same on your record.

Thank you.

For **OK Play India Limited**

Company Secretary

Website: www.okplay.in Email: info@okplay.in



Safe Harbour Statement



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These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks.

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Company Overview

OK Play @ A Glance



Incorporated in 1989, OK Play India Limited (Ok Play, the company) is engaged in manufacturing of plastic moulded products, automotive components, and e-vehicles.

Under plastic moulded products the company manufactures toys, school furniture, outdoor play equipment, and point of purchase products. OK Play is known for its high-quality products and has established itself as a market leader in the field of plastic fuel tanks for heavy commercial vehicles. Its auto-component segment offers a diverse range of products such as plastic fuel tanks, urea tanks, water tanks for commercial vehicles, tractors, and construction equipment. Additionally, the company produces other plastic parts such as bus seats, fenders, consoles, and cabin roofs etc. for the construction equipment, tractor and commercial vehicles industries.

OK Play has been involved in the EV Space since 2015 and is well positioned to benefit from India's EV penetration and gain substantial market share.



75+Toys SKUs



Strong International Client Base



Our vision

"To be the largest player with the most durable products in each of the company's product segement."



Our Mission

Become globally competitive in the field of plastic moulded products by pushing the frontiers with innovative and customised pathbreaking solutions for diverse industries.



Our Core Values

- Development of Children
- o International
 Perspective
- Integrity at Each Level
- o Innovation at Heart
- Forward Leadership
- Customer Centric



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variants of electric three wheelers.



500+

Employees



85% +

share of plastic fuel tanks



Available in 150+

stores in India and abroad





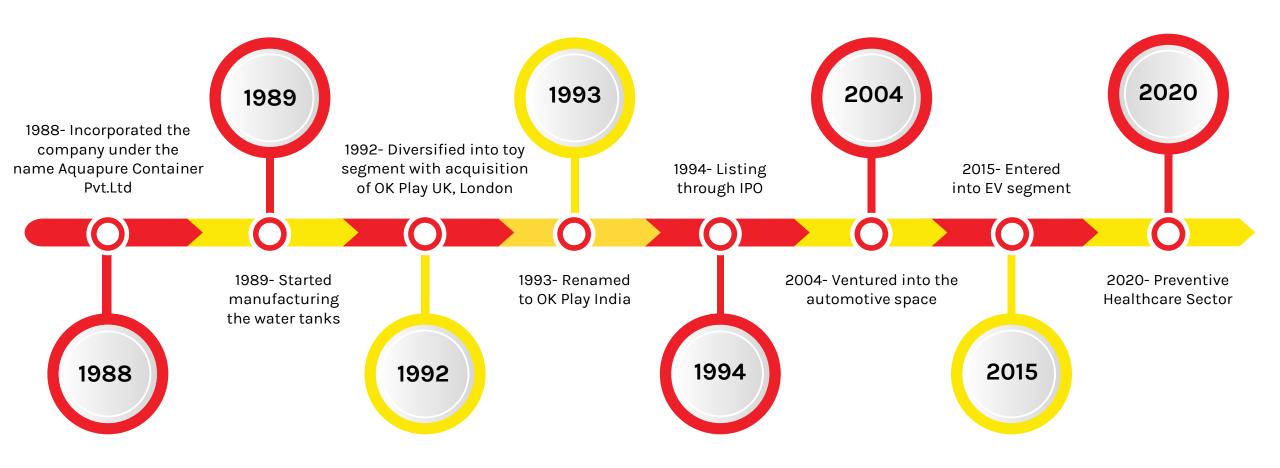
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PAN India

Investor Presentation

Tracing Our Steps: A Look At Our Journey





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Building On Our Strong Foundation: Key Strengths Of OK Play





Value For Money

Ok Play Products Prioritize Safety, Quality, And Innovation, Ensuring The Happiness And Satisfaction Of Children.



Ok Play Products Are Available In A Range Of Attractive, UV Stabilized Colors.





Technology

We Utilize Various Molding Techniques Including Rotational, Blow, And Injection Molding To Manufacture Our Ok Play Products.

Innovation

Innovation Drives Us To Create Standout Designs And Products That Set Us Apart From Our Competitors.





Quality

We Use Only The Best Quality Raw Materials, Including 100% Virgin, Non-toxic, Fire Retardant, And Uv-stabilized Materials To Ensure That Our Products Meet The Highest Standards Of Quality And Safety.

Easy Installation

Our Products Meet European EN 1176 Standards, Ensuring Easy Installation With Standardized Instructions.





Aesthetics

We design our products keeping in mind our young ones and their smiles. Our everyday motto is to ensure that it is not compromised.



We offer highly flexible product designs and customization options at Ok Play to meet customers specific requirements.



Investor Presentation 6

Trusted By The Best: Our Marquee Clients



Toy Segment

















Electrical Vehicle Segment











Auto Products

















Fully Integrated State-of-the-art Plant







Sohna, Haryana Built up area- 1,20,000 sq.ft

- Roto Molding: 8 Machines ranging from 1.5m to 4.3m
- Blow Molding: Machines ranging from 5L to 120L.
- Injection Molding: Machines ranging from 80 tons to 180 tons

Ranipet, Tamil nadu Builtup area- 40,000 sq.ft

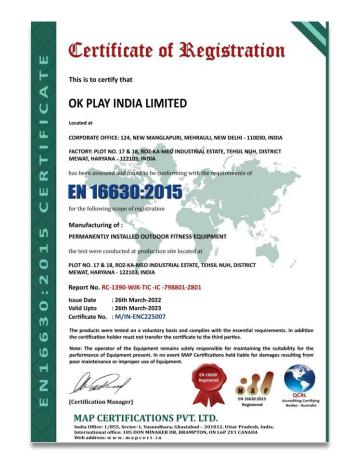
- Roto Molding: 4 Machines ranging from 2.2m to 4.3m
- Blow Molding: Machines ranging from 5L to 50L.
- Injection Molding: Machines ranging from 80 tons to 180 tons

Post Molding facilities includes Powder coating, Ultrasonic welding & Assembly lines.

Setting The Bar High: Our Quality Standard Certifications



Certificate of Registration This is to certify that OK PLAY INDIA LIMITED Located at CORPORATE OFFICE: 124, NEW MANGLAPURI, MEHRAULI, NEW DELHI - 110030, INDIA FACTORY: PLOT NO. 17 & 18. ROZ-KA-MEO INDUSTRIAL ESTATE, TEHSIL NUH, DISTRICT MEWAT, HARYANA - 122103, INDIA has been assessed and found to be conforming with the requirements of EN 71-1:2014 +A1:2018. EN 71-2:2020 EN 71-3:2019, EN 71-8:2018 for the following scope of registration Manufacturing of : RATTLES AND RINGS, RIDE-ONS, ROCKERS, SEESAW, SLIDES, SPORTS TOYS, INDOOR PLAYGROUND EQUIPMENT, BUILDING BLOCKS, TOYS FURNITURE, LINKS, SANDPITS, FUN JUNCTIONS, SWINGS, EASELS, BOWLING ALLEYS, ALL OUTDOOR PLAYGROUND EQUIPMENT RANGE the test were conducted at production site located at PLOT NO. 17 & 18. ROZ-KA-MEO INDUSTRIAL ESTATE, TEHSIL NUH, DISTRICT MEWAT, HARYANA - 122103, INDIA Report No. RC-1391-WJK-TIC -IC -798802-Z802 Issue Date : 26th March-2022 Valid Upto : 26th March-2023 Certificate No. : M/IN-ENC225008 The products were tested on a voluntary basis and complies with the essential requirements. In addition the certification holder must not transfer the certificate to the third parties. Note: The operator of the Equipment remains solely responsible for maintaining the suitability for the performance of Equipment present. In no event MAP Certifications held liable for damages resulting from poor maintenance or improper use of Equipment. MAP CERTIFICATIONS PVT. LTD. India Office: 1/855, Sector-1, Vasundhara, Ghaziabad - 201012, Uttar Pradesh, India. International office: 185 DON MINAKER DR, BRAMPTON, ON L6P 2V1 CANADA





(9)

Setting The Bar High: Our Quality Standard Certifications











Management Overview

Board Of Directors





Mr. Rajan HandaManaging Director



Mrs Mamta Handa
Executive Director



Mr. Shalabh Jasoria
Independent Director
Chartered Accountant



Dr. Rajan WadheraExecutive Director
Phd. In Human Resources.



Mr. Rishab Handa
Executive Director & CFO



Engineering Graduate

Engineering Graduate from Punjab University. Promoter of the OK Play Group, manages overall affairs of the Company.



Commerce Graduate

Commerce Graduate with over 20 years of experience in Marketing.



Accounts and Finance.

Over three decades of experience in the field of accounts and finance.



Human Resource Management

Looks over Human Resource Management in the company.



Graduate

An Engineering Graduate from State University, Pennsylvania. Responsible for financial management, sales, marketing and brand management of all products being manufactured by OK Play.

Investor Presentation

Board Of Directors





Mr. Raghav Handa
Executive Director



Mr. Ajay VohraIndependent Director



Mr. Atul Nripraj Barar Independent Director



Mr. Dhiraj AroraIndependent Director



Mr. Vikash Kumar Pathak
Independent Director



Engineering Graduate

An Engineering Graduate from State University, Pennsylvania. Responsible for New product development and managing the overall operation of Plant.



matters

Strategic and Financial Planning

Commerce Graduate having vast experience in management, supply logistics and related



Accounts and Finance.

A seasoned professional with more than 30 years of experience in strategic and financial planning.



Graduate

A graduate having vast experience in publicity and marketing related functions.



Lawyer Graduate

A lawyer by profession having extensive and diverse experience in legal matters. Advises and represents clients on wide range of legal matters.

Investor Presentation 13

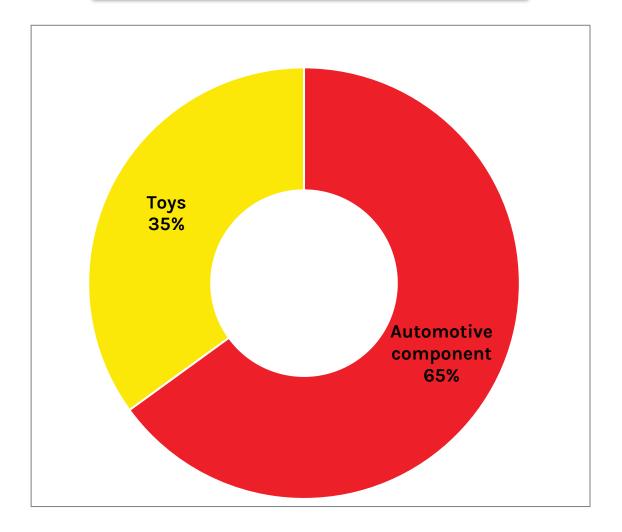


Diversifying Our Reach: Explore Our Business Verticals





Vertical Wise Revenue Breakup



(15)

Toys Business

- Toy portfolio included School furniture and toys.
- OK Play is an acquired brand of OK play UK, London
- Strategic partnership with Hamleys (Reliance industries)
- Strategic partnership with the largest toy manufacturer in the World, MGA Entertainment.

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- Ok Play is selling products under its own brand name "OK Play"
- The company intends a major proportion of its revenue from the export business in the coming years.
- Ok Play has recently signed contracts for contract manufacturing with a large Indian player and a major global toy manufacturer.
- The company will be supplying toys to the Middle East, China, Australia, and India.
- o The company's toys price range starts from ₹ 500 and goes up till ₹ 3000
- Outdoor equipment and school furnitures goes up to lakhs of rupees.
- OK Play uses Roto Molding, Blow Molding and Injection molding Techniques for their plastic molded products

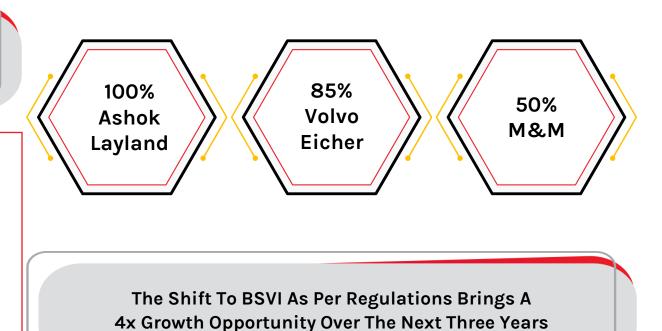




Automotive Component Business

OK Play India Ltd. is India's Largest Homegrown Toys Brand

- Company's auto-component segment manufactures plastic fuel tanks, urea tanks and water tanks for the commercial vehicles, tractor and construction equipment industries.
- The company also manufactures plastic bus seats, fenders, consoles, cabin roofs, etc. for the construction equipment, tractor, and commercial vehicle industries.
- Single source supplier to two out of the three largest players in the M/HCVs sector
- 10 year technical alliance with Floteks in 2019
- Tieups with several renowned names across non-auto segments these includes Man Hummel, Vestas, IndoCool to strengthen its export business.







Electric Vehicle Business

- The Company has a portfolio of over 12 different variants of electric three wheelers across the L3 and L5 space.
- OK Play tie up with battery manufacturers.
- Currently company is manufacturing 80-85 units per month.
- Strategic investment from Hindustan Petroleum gives access to 3 business cases
- Swap Stations at Petrol Pumps, Vehicle Showrooms at Petrol Pumps and supply of electric cargo
- The Company is well positioned to take advantage of the EV penetration



Strategic Partnership - HPCL



Scope of Partnership

Infrastructure

OK Play will use HPCL petrol pumps to set up swapping station and experience showrooms in collaboration with energy operators like VoltUp

LPG Delivery

OK Play will deploy 1000 vehicles in Phase 1 to deliver LPG cylinder across Delhi NCR

Equity Investment

HPCL has invested in OK Play's Group company

Current Delivery Mode



Smart, Eco-Friendly Electric Delivery Vehicle







Potential Market Opportunity of 80,000 + Vehicles for LPG Delivery with HPCL alone.





Industry Overview

Exploring The Landscape: An Overview Of The Industry



Toy Market

- 1. Toy Industry is India is ~Rs 15,000 Rs 18,000 crore market where ~Rs 3000-Rs 4,000 is organized market.
- With brand development and entry of world class toy manufacturer, the share of organized market is rising and will have upward bias towards growth
- 3. Hamleys is expanding at much faster pace. The Company currently has ~130-140 toy stores in India and ~35 in international market. Hamleys is opening 3-4 store every month thus expanding at faster pace. OK Play toys are supplied to all Hamleys stores in India.
- 4. Many international brands are entering India market
- Government has introduced the BIS norms in the toys sector to stop Chinese imports from coming into India providing huge opportunity for the company, both domestically as well as internationally.
- 6. The introduction of the PLI scheme in the toys sector will also give a huge boost the company to further strengthen its domestic as well as international market.



Growth strategies in Toy segment





Toy Industry is India is ~Rs 15,000 – Rs 18,000 crore market where ~Rs 3000-Rs 4,000 is organized market.

With brand development and entry of world class toy manufacturer, the share of organized market is rising and will have upward bias towards growth

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The introduction of the PLI scheme in the toys sector will also give a huge boost the company to further strengthen its domestic as well as international market.

Automotive Industry Overview





GOVERNMENT INITIATIVES

- National Mission for Electric Mobility 2020
- NATRIP
- Automotive Mission Plan 2026

ADVANTAGE FOR INDIA

- Robust demand: Growing working population and expanding middle class are expected to remain key demand drivers. Reduction in excise duties in motor vehicles sector will spur the demand for auto components. By 2025, 4 million of EVs could be sold each year and 10 million by 2030. The market is expected to reach US\$ 206 billion.
- Export Opportunities: India is emerging as a global hub for auto component sourcing and the industry exports over 25% of its production annually. Auto component exports are expected to grow and reach US\$ 30 billion by 2026. India has a competitive advantage in auto components categories such as shafts, bearings and fasteners due to large number of players.
- Policy support: 100% FDI is allowed under the automatic route for auto components sector. Production Linked Incentive (PLI) schemes on automobile and auto components are expected to bring a capex of Rs. 74,850 crore (US\$ 9.58 billion) in the next five years. This scheme is expected to create an incremental output of Rs. 2,31,500 crore (US\$ 31.08 billion).
- Competitive Advantages: A cost-effective manufacturing base keeps costs lower by 10-25% relative to operations in Europe and Latin America.

Source: IBEF

Growth Strategies in Automotive Segment

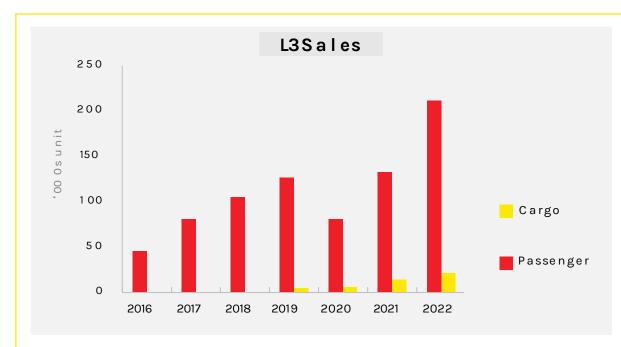


- OK Play's plans to expand its client base to include Tata Motors, the largest manufacturer for fuel tanks
- With a current working capital of 45 days, OK Play is in a stable financial position to support its growth plans.
- The proposed capex of Rs 12-15 crore in the automotive segment help the company to expand its product line and improve its manufacturing capabilities.
- OK Play's decision to venture into non-auto components from its auto factory is a strategic move that provides the company with diversification opportunities.
- The company's projected growth rate of 12%-13% for both its auto and non-auto segments is encouraging, and the expected EBITDA margin of 24%-25% reflects the company's focus on maintaining profitability while expanding its operations.



Electric 3W Market

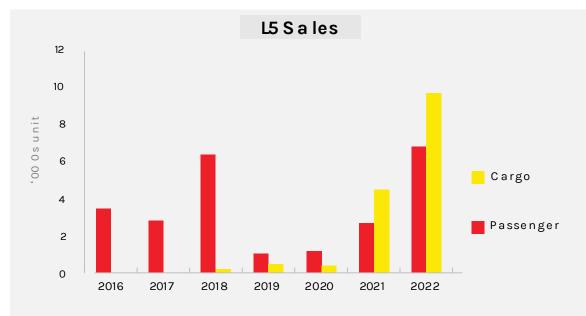




- o 1st wave of EV adoption in 3W led by E-Rickshaws
- o CAGR of 30% from '6 to '22
- Passenger Category > 90% of L3 category
- Low spec, easy to assemble, 90% use lead acid batteries
- o > 375 OEMs in 2021, fragmented market
 - Top 10 OEMs ~ 40% Market Share
 - Market predominantly regional and unorganized

E-ricks (L3) to shift to Li-ion, and Autos (L5) to benefit from a strong TCO rationale

Source: Vaahan Dashboard

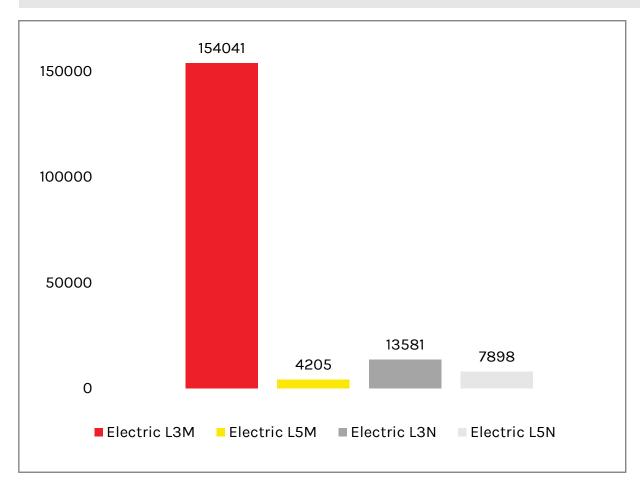


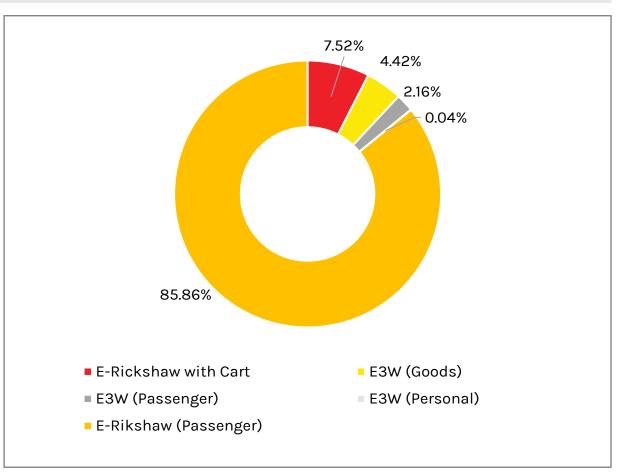
- 2nd wave of EV adoption in 3W positioned to be led by the L5 Cargo Category driven by last mile delivery for e-commerce
- EV penetration in L5 is only @ 6% (L5 Cargo @ 12%) presenting huge market opportunity
- CAGR of 30% from '16 to '22 w/ cargo growing at >250%;
 Cargo Category ~ 60% of L5 category
- O High specs, differentiated powertrain and Li ion battery tech
- 50 OEMs in 2021, concentrated with traditional, large organized players and VC funded startups
 - Top 5 OEMs > 75% Market Share

3 Wheeler EV Category Wise Share



3 Wheeler EV sold





- 3 Wheeler Passenger Share 85%
- 3 Wheeler Cargo Share 12%

Additional unorganized/unregistered market of ~250k units exists which would gradually consolidate into registered market with tightening norms

Source: Vaahan Dashboard





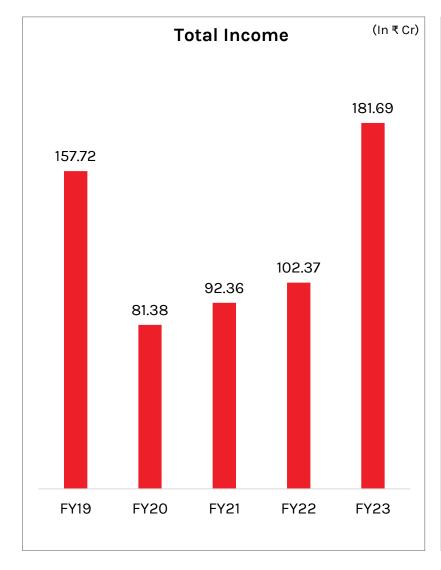
Financial Overview

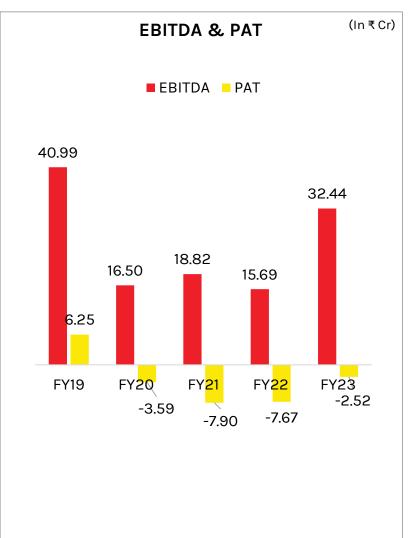
Q4 FY23 Results Highlight

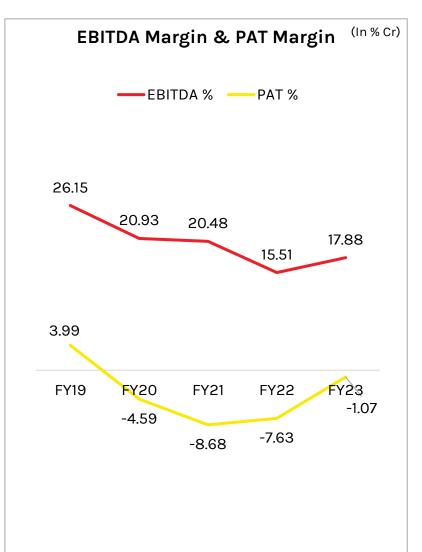
0 0						In ₹ Cr
Particulars	Q4 FY23	Q4 FY22	Y-O-Y %	FY23	FY22	Y-O-Y%
Net Sales	53.26	41.19		181.45	101.15	79.39%
Other Income	0.12	1.09		0.24	1.21	-80.17%
Total Income	53.38	42.28	26.25%	181.7	102.36	77.50%
Expenses						
Raw Material costs	30.34	23.7		104.96	60.34	
Employee Benefit Expenses	5.25	3.37		20.65	11.99	
Other Expenses	8.11	4.87		23.64	14.35	
Total Expenditure	43.7	31.94		149.25	86.68	
EBIDTA	9.68	10.34	-6.38%	32.44	15.68	106.89%
EBIDTA Margin (%)	18.17%	25.10%		17.88%	15.50%	
Interest	4.01	3.15		17.15	13.17	
Depreciation	2.92	3.60		12.21	13.05	
Exceptional Expenses	-0.02	0.04		0.22	0.08	
PBT	2.77	3.55	-21.97%	2.86	-10.62	-126.93%
TAX Expense (Including Deferred Tax)	4.79	-2.90		4.81	-2.90	
PAT	-2.02	6.45		-1.95	-7.72	
Other Comprehensive income	-0.57	0.04		-0.57	0.00	
Reported Net Profit	-2.59	6.49	-139.91%	-2.52	-7.72	-67.36%
Net Profit Margin (%)	-3.79%	15.66%		-1.07%	-7.63%	

Key Financial Highlights









Profit & Loss statement



					In ₹ Cr
Particulars	FY19	FY20	FY21	FY22	FY23
Net Sales	156.73	78.81	91.91	101.15	181.45
Other Income	0.99	2.57	0.45	1.22	0.24
Total Income	157.72	81.38	92.36	102.37	181.69
Raw Material costs	82.56	40.10	51.34	39.96	104.96
Employee Cost	15.94	12.48	10.95	11.99	20.65
Other Expenses	18.23	12.30	11.25	34.73	23.64
Total Expenditure	116.73	64.88	73.54	86.68	149.25
EBIDTA	40.99	16.50	18.82	15.69	32.44
EBIDTA(%)	26.15	20.93	20.48	15.51	17.88
Interest	16.37	15.06	17.13	13.17	17.15
Depreciation	7.98	9.64	10.50	13.05	12.21
PBE&EI&T	16.65	-8.21	-8.81	-10.53	3.08
Exceptional Items - Income/(Loss) (Net)	-2.55	-0.45	-0.22	-0.08	-0.22
PBT	14.10	-8.66	-9.03	-10.61	2.86
TAX Expense (Including Deferred Tax)	7.85	-5.04	-1.05	-2.90	4.81
PAT	6.25	-3.62	-7.98	-7.71	-1.95
Profit / loss from associate companies	0.00	0.00	0.00	0.00	0.00
Minority interest	0.00	-0.03	-0.08	0.00	0.00
Other comprehensive income	0.00	0.00	0.00	0.04	-0.57
Reported Net Profit	6.25	-3.59	-7.90	-7.67	-2.52
NPM(%)	3.99	-4.59	-8.68	-7.63	-1.07

Balance sheet



In ₹ Cr

Equities & Liabilities	FY19	FY20	FY21	FY22	FY23
•			19.20		
Equity	19.20	19.20		19.20	19.20
Reserves	39.00	36.20	28.26	19.65	17.09
Net Worth	58.20	55.40	47.45	38.84	36.29
Minority Interest	0.00	0.18	0.23	0.04	0.00
Non-current Liabilities					
Long-term borrowing	58.95	73.76	51.83	57.10	72.00
Deferred tax Liabilities	1.97	0.00	0.00	0.00	0.00
Other long terms Liabilities	0.00	0.00	0.00	0.00	0.00
Long-term provision	1.12	1.11	1.11	1.19	2.05
Total Non Current Liabilities	62.04	74.87	52.94	58.29	74.05
Current Liabilities					
Short-term borrowings	38.27	32.37	34.61	40.86	34.38
Trade payables	12.55	10.00	19.94	21.32	24.23
Other Current Financial Liabilites	0.00	0.00	0.00	0.00	0.00
Other current liabilities	45.02	49.25	79.94	77.02	69.68
Short-term provision	2.91	2.91	0.68	0.68	0.44
Total Current Liabilities	98.75	94.53	135.16	139.88	128.73
Total Liabilities	218.98	224.98	235.79	237.06	239.07

					In ₹ Cr
Assets	FY19	FY20	FY21	FY22	FY23
Non Current Assets					
Fixed Assets	115.94	120.58	123.60	123.52	119.23
Non Current Investment	0.00	0.00	0.00	0.00	0.00
Other Non-Current Financial Assets	1.00	1.11	1.09	1.32	1.46
Deferred Tax Assets	0.00	3.06	5.22	8.16	3.40
Other Non Current Assets	0.00	0.00	0.00	0.00	0.00
Total Non Current Assets	116.94	124.75	129.91	133.00	124.09
Current Assets					
Inventories	52.11	56.64	64.23	66.96	75.58
Trade receivables	18.33	9.39	10.58	12.73	16.10
Cash & Bank Balance	2.47	1.82	2.35	1.69	1.17
Other Current Financial Assets	0.18	0.20	0.26	0.11	0.44
Current Tax Assets (Net)	0.00	0.00	0.00	0.00	0.00
Other Current Assets	28.95	32.17	28.46	22.56	21.69
Total Current Assets	102.04	100.23	105.88	104.06	114.98
Total Assets	218.98	224.98	235.79	237.06	239.07

Cashflow

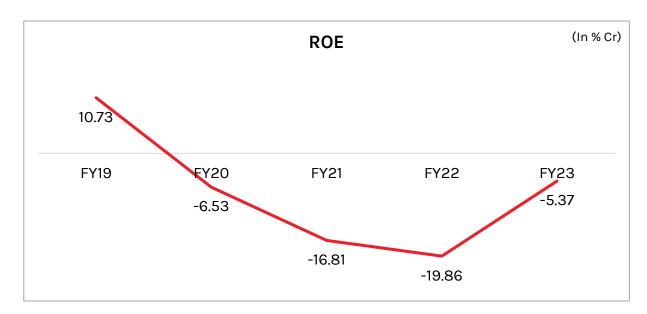


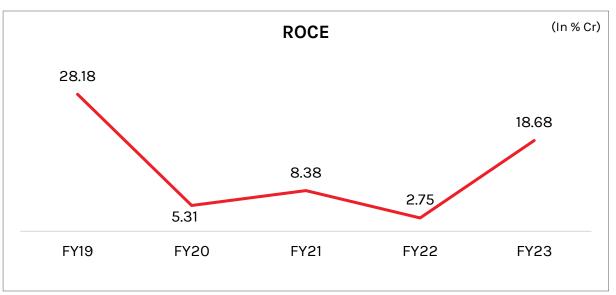
In ₹ Cr

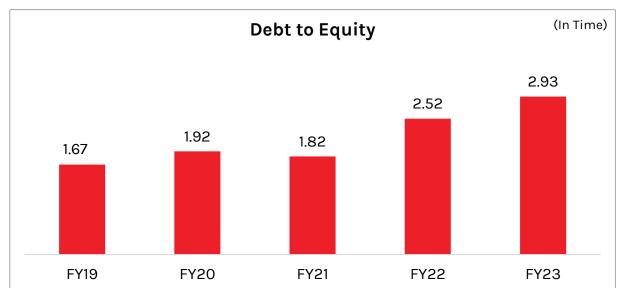
Particular	FY19	FY20	FY21	FY22	FY23
Cashflow from Operations	36.79	25.81	29.47	6.81	20.09
Investment in Fixed Assets	22.71	14.63	13.52	13.00	8.08
Free Cash Flow	14.08	11.18	15.95	-6.19	12.01
Cashflow from Investments	-22.60	-14.51	-13.36	-12.13	-7.74
Cashflow from Financing	-14.12	-11.94	-15.57	4.65	-12.87
Net Cash Flow	0.07	-0.64	0.54	-0.67	-0.52
Opening Cash Balance	2.41	2.47	1.82	2.35	1.69
Closing Cash Balance	2.47	1.82	2.35	1.69	1.16

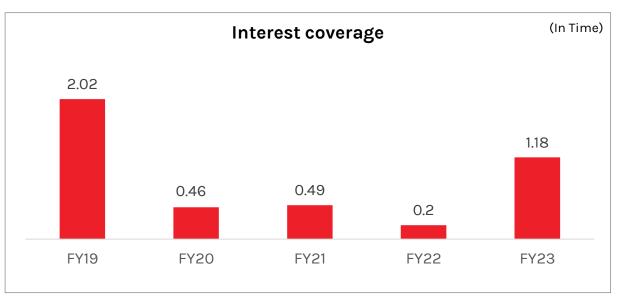
Key Ratios





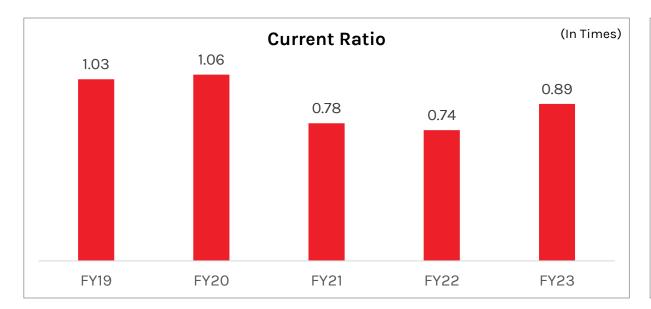


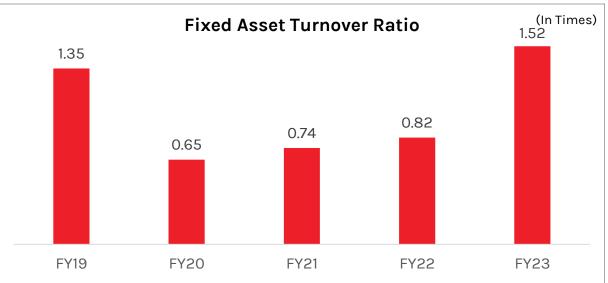


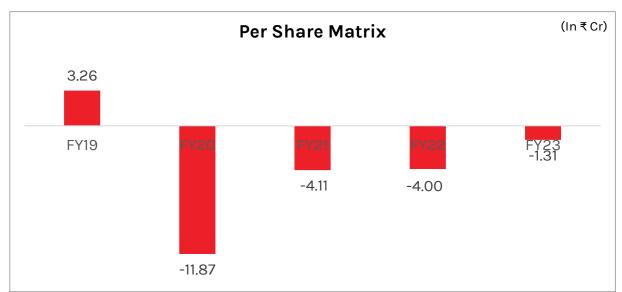


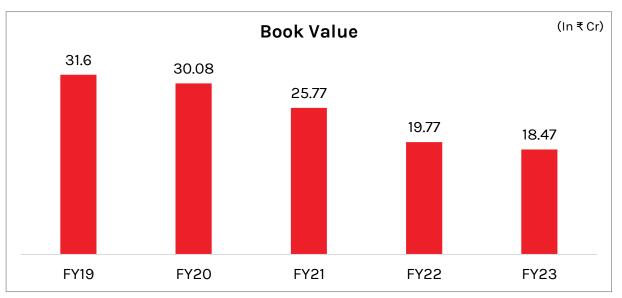
Key Ratios







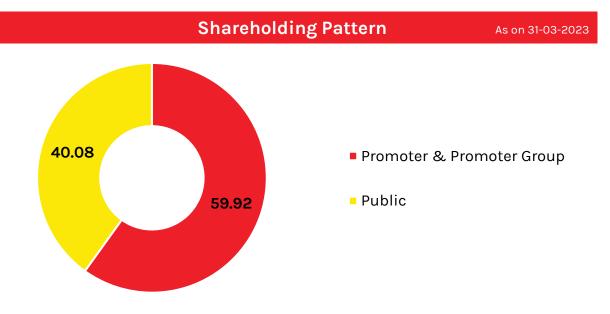




Stock data



Stock Information	As on 21-04-2023
BSE Code	526415
ISIN	INE870B01016
Share Price (₹)	104.13
Market Capitalization (₹ Cr)	200.01
No. of Shares Outstanding	1,92,08,115
Face Value (₹)	10
52 Week High (₹)	104.75
52 Week Low (₹)	25.90





Source: BSE



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THANK YOU