



To,

Listing Manager,

The National Stock Exchange of India Ltd.,

(Through NEAPS)

Symbol: EMIL

Series: EQ

ISIN: INE02YR01019

The Secretary,

BSE Limited,

(Through BSE Listing Centre)

Scrip Code: 543626

Sub: Investor's Presentation to be held on 05th August 2025.

Dear Sir/Madam,

In pursuance to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor presentation for the First Quarter ended 30th June 2025 to be held on 05th August 2025 at 04:00 P.M. A copy of the said presentation is also being uploaded on the Company's website.

This is for your information and dissemination on respective websites.

Thanking you,

For and on behalf of Electronics Mart India Limited

Rajiv Kumar

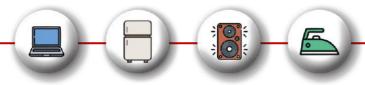
Company Secretary and Compliance Officer

Date: 05th August 2025

Place: Hyderabad



Fueled by Experience, Growing with Trust





Investor Presentation





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ELECTRONICS RETAILER IN

Q1 FY26 BUSINESS & FINANCIAL PERFORMANCE



Q1 FY26 FINANCIAL SNAPSHOT



Financial Highlights

Rs. 1,739 Crores

Revenue from Operations

Rs. 253 Crores

Gross Profit

Rs. 110 Crores

EBITDA

Rs. 22 Crores*

Profit After Tax (PAT)

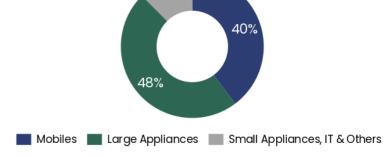
*PAT before exceptional item is ~ Rs. 28 Crores







12%



722

Bill Cuts (Nos. in '000)

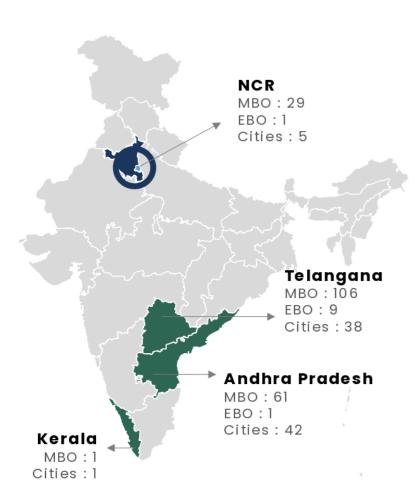
Rs. 23,017

Average Ticket Size (Rs.)



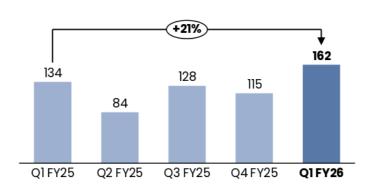
CLUSTER-WISE FINANCIAL PERFORMANCE





Map not to scale, for representation purpose only Cluster Sales Include EBO & MBO Sales Combined

NORTH CLUSTER (Rs. Crs.)

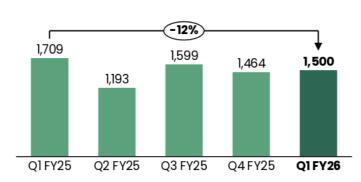


NORTH CLUSTER MARGIN* (Q1 FY26)

3.6%

- Began North cluster operations in 2022 and are scaling aggressively, following the same strategy that drove success in the South
- As scale builds, the Company expects store productivity and margins to align with South cluster benchmarks
- North cluster presents a large addressable market, and the Company is steadily building presence as it did earlier in the South

SOUTH CLUSTER (Rs. Crs.)



SOUTH CLUSTER MARGIN* (Q1 FY26)

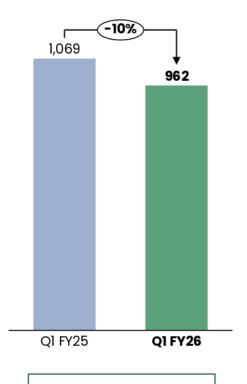
6.7%



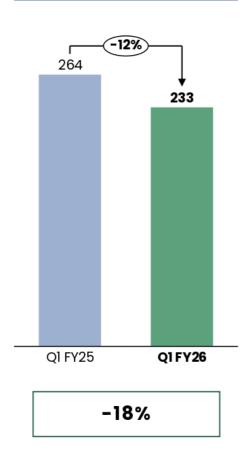
CLUSTER WISE REVENUE - Q1 FY26



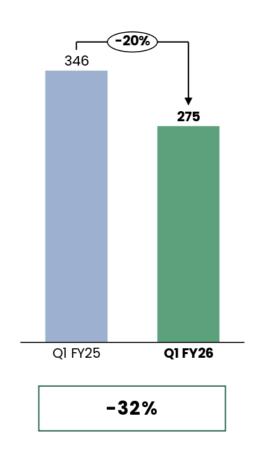
Telangana – HYD City



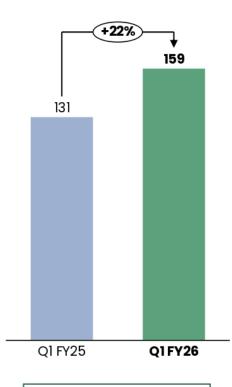
Telangana – UP Country



Andhra Pradesh



Delhi NCR



-8%

Revenue (Rs. Crs.)

-15%



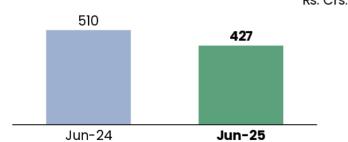
STRONG CASH FLOW & BALANCE SHEET





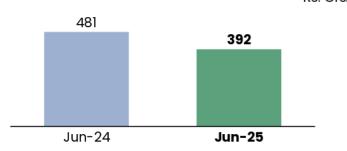
Post IND-AS 116

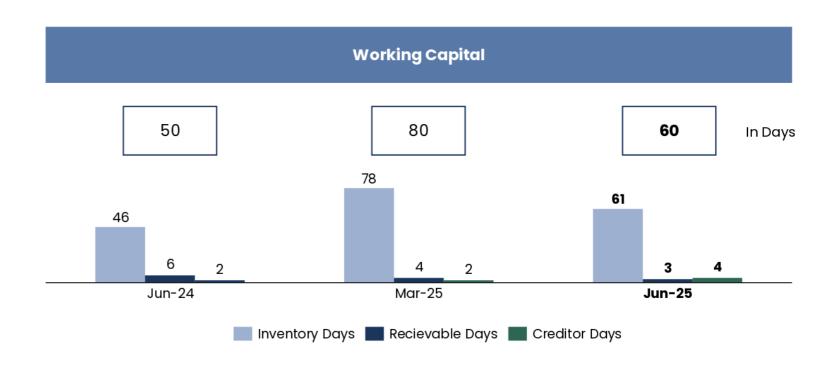
Rs. Crs.



Pre IND-AS 116

Rs. Crs.







4% / /./

RoE*
7.7%

Cash & Cash Equivalents

Rs. 61 Crs.

^{*} On Annualised Basis



Q1 FY26 PROFIT AND LOSS STATEMENT



		Q1 FY26			Q1FY25		YoY
Profit & Loss (in Rs. Crore)	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	Reported	Ind-AS 116 Impact	Pre Ind-AS 116*	(Reported)
Total Revenue	1,739.4		1,739.4	1,926.7		1,926.7	-10%
Purchases of stock in trade	1,260.3		1,260.3	1,393.0		1,393.0	
Changes in Inventory	225.8		225.8	233.8		233.8	
Gross Profit	253.3		253.3	299.9		299.9	-16%
Gross Margin	14.6%		14.6%	15.6%		15.6%	
Employee Cost	37.3		37.3	33.1		33.1	
Rent Expense		34.4	34.4		29.5	29.5	
Other Expenses	105.9		105.9	107.1		107.1	
EBITDA	110.0		75.7	159.7		130.2	-31%
EBITDA Margin	6.3%		4.4%	8.3%		6.8%	
Other Income	1.3		1.3	2.2		2.2	
Depreciation	36.8	(23.5)	13.3	30.1	(21.0)	9.1	
EBIT	74.5		63.7	131.7		123.3	-43%
Finance Cost	37.4	(22.7)	14.7	28.6	(19.3)	9.3	
Profit before Tax Exceptional Items	37.1		48.9	103.2		114.0	-64%
*Exceptional Item	(8.2)		(8.2)	-		-	
Profit Before Tax	28.9			103.2			
Tax	7.3			26.3			
PAT	21.6		-	76.9		-	-72%
PAT Margin	1.2%			4.0%			
EPS (in Rs.)	0.56			2.00			

In the current quarter, the Company has reclassified sell-out and scheme incentives received from suppliers from 'Revenue from operations - Other operating income' to reduction from 'Purchases of Stock in Trade' in accordance with the applicable accounting standards, since such incentives and discounts are directly associated with inventory purchases and is not in exchange for any distinct goods or services by the Group to the such suppliers. This is to the tune of ~233 crores for FY25

A subdued summer season adversely impacted overall revenues and profitability. Sales of air conditioners and coolers declined by 39% in Q1 FY26, affecting the segment that contributes ~21% to the quarter's total revenues

On 29th May 2025 there was a fire Incident in one of the godowns leading to an inventory loss of Rs. 8 crores which is under review for insurance hence the company has taken a provision for the same





EMIL AT A GLANCE





Inception & Presence

EMIL began its journey with a single store in Hyderabad and has since built a strong presence across Andhra Pradesh, Telangana, and NCR, with plans to expand into high-potential markets like Western UP

Store Count

200+

Stores (197 MBO & 11 EBO) **WE ARE THE**

4th

Largest Electronics Retailer in India

Central Warehouse

Cities Present 86



OUR MBO BRANDS



AUDIO & BEYOND

ELECTRONICS MART







RETAIL AREA

1.80 + Mn.Square feet

Experience of Over

Decades





PRODUCT OFFERINGS





















Air Conditioner

Smart Phones

Television

Refrigerator Laptop

Washing Machines

Chimney

Audio Devices Cooler

Other Products

Employees

3,000+

Leased Stores

178

Owned Stores

POPL Stores

13



STRATEGIC PARTNERSHIPS AND PREMIUM POSITIONING DRIVE ASP **LEADERSHIP**



We Partner with most of the world's best Brands and are a preferred distributor



SONY



SAMSUNG



















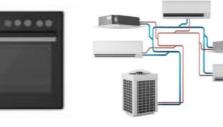




98" Inch TV



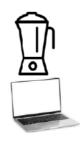
Built In



VRV System (Centralized)



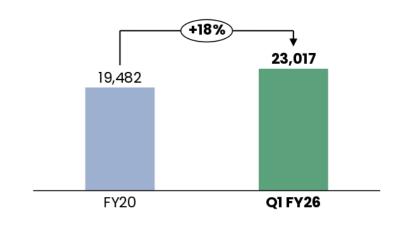
Smart Phones



Entry Level Products

From Ultra Premium to Entry Level Products we work with pull brands

Among organized retailers we drive the one of the highest ASP's for most **OEMs**



11 *ASP: Average Selling Price

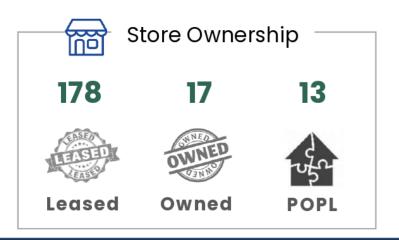


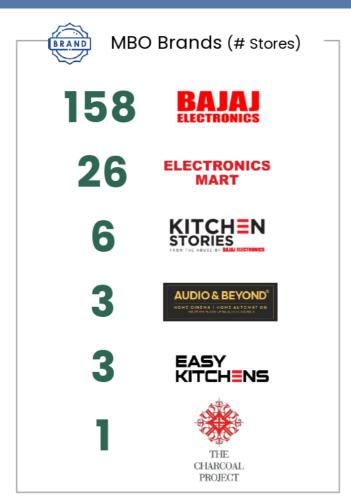
CLUSTER BASED DISTRIBUTION NETWORK

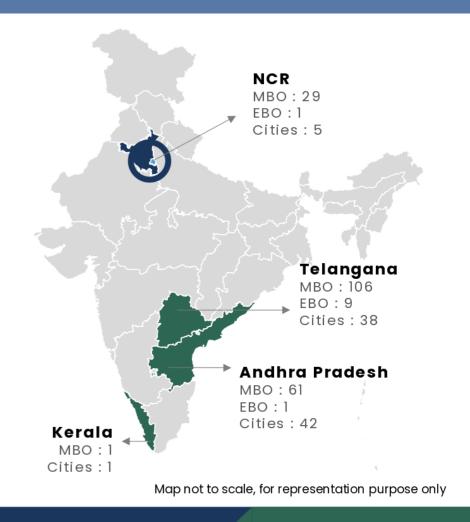


Deep penetration in the states of Andhra Pradesh & Telangana with a growing presence in NCR











DIVERSIFIED PRODUCT PROFILE COMPRISING OF 8,000+ SKUs





Fastest growing segment with rising contribution to the overall revenue pie from 29% FY19 to 42% in FY25

Have relationships with the large brands in this space – Oppo, Vivo and OnePlus





Large Appliances

TV, Washing Machine, AC, Refrigerators Highest contributing segment in terms of revenues

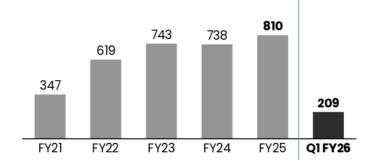
Have relationships with the largest brands in this space – LG, Haier, Sony etc



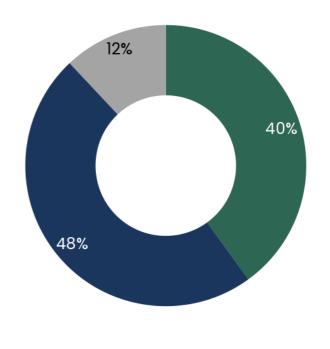


Small Appliances, IT & Others

Laptop, Printer, Geyser & Others Have relationships with the largest brands in this space – Dell, Sony, Havells, Orient etc



Cash Flow from Operations





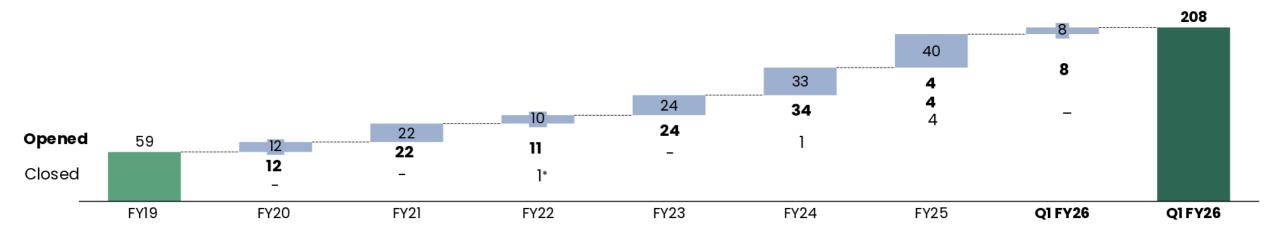
Small Appliances, IT & Others



RAPID STORE EXPANSION



Stores	71	+31%	93	+11%	103	+23%	127	+21%	160	+25%	200	+4%	208
Retail '000s sq. ft	765	+23%	940	+11%	1,041	+17%	1,222	+17%	1,471	+19%	1,758	+3%	1,807



Particulars	FY20	FY21	FY22	FY23	FY24	FY25	Q1FY26
Store Count	71	93	103	127	160	200	208
MBOs	63	82	91	114	147	189	197
Bajaj Electronics / Electronics Mart	63	80	88	105	137	176	184
Kitchen Stories	_	2	2	5	6	6	6
Audio & Beyond	-	-	1	1	1	3	3
Easy Kitchen	-	-	-	3	3	3	3
Charcoal Project	-	-	-	_	-	1	1
EBOs	8	11	12	13	13	11	11



DRIVING SALES THROUGH DIFFERENTIATED IN-STORE EXPERIENCES



Differentiated in Store Experiences









Product Experience Event

In-store live demonstrations (e.g., juicing stations) build trust and authenticity



Interactive Product Trial

Turns shopping into an experience — especially impactful for Gen Z and millennial buyers



Event-Driven Selling

Festival-themed sales (Diwali, Pongal, etc.) with games, prizes, and live counters



Consultative Selling Approach

Our Sales Team engage customers with a solutions mindset — understanding lifestyle and usage to recommend the right products



OUR RETAIL OUTLETS



NCR Stores









Hyderabad Stores









Andhra Pradesh & Telangana Up Country Stores











OUR SPECIALISED RETAIL STORES



Kitchen Stories (Jubilee Hills, Hyderabad)





Easy Kitchens (Jubilee Hills, Hyderabad)





Audio & Beyond (Jubilee Hills, Hyderabad)





The Charcoal Project (Jubilee Hills, Hyderabad)







STRATEGICALLY LOCATED LOGISTICS AND WAREHOUSING FACILITIES



12 large centrally located warehousing facilities

which are backed by individual storage areas at store level of varying sizes to cater to individual stores or a group of stores



Efficient Inventory
Management



Extensive Supply Chain with 80% of Volumes coming from OEMS



Computerized Inventory
Management System
utilized to track daily SKU
movement



Systems setup in a way it synchronises with all stores and Central Warehouse



Inventory is constantly monitored to ensure fresh stock is available using "first in first out approach"



Robust Information Technology System



ERP and POS systems from leading industry software providers



Wide Rage of Data Management Tools used to further improve efficiency



Tracking systems with real time updates on status of their orders



Use data to swiftly align inventory with changing customer preferences



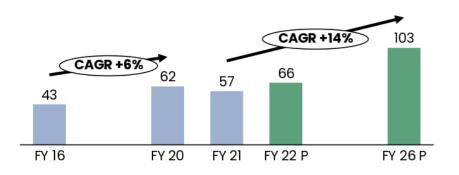
STRONG GROWTH IN ORGANISED BRICK & MORTAR RETAIL

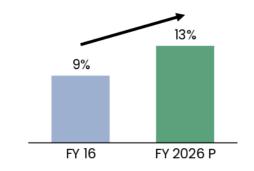


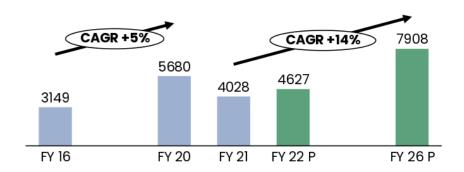
Retail Industry Market Size Expected to Grow at 14% CAGR



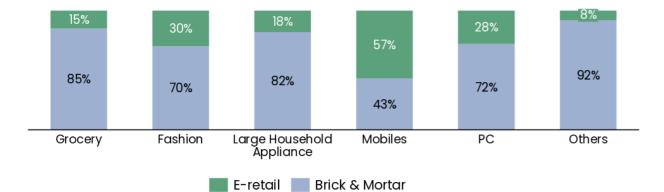








Brick & Mortar continues to dominate the organized retail market



Growth Factors for Organised B&M Retails

- Touch and feel of the product: "Try it before you buy it" very relevant especially for high priced items
- Warranty and service issues: Provides comfort to consumers assurance of product's genuineness + better understanding of warranty and service details
- ✓ Installation and after-sales services: Much faster and more efficient
- Consumer finance schemes: Easy and instant zero-cost financing options to increase repeat customers

Source: CRISIL Industry Report



CONTINUED GROWTH MOMENTUM IN CONSUMER DURABLES ACROSS CATEGORIES



India lags global peers in consumer durables penetration

% of households	8				AK.	K	
Colour Televisions	50%	98 - 100%	96 - 98%	96 - 98%	98 - 100%	96 - 98%	95 - 97%
Refrigerator	40%	98 - 100%	98 - 100%	97-99%	98 - 100%	95 - 97%	97-99%
Mobile	40%	94 - 96%	97-99%	96 - 98%	98 - 100%	96 - 98%	93 - 95%
Washing Machine	20%	85 - 87%	95 - 97%	96 - 98%	97-99%	93 - 95%	66 - 68%
Air Conditioner	16%	91 - 93%	25 - 27%	93 - 95%	79 - 81%	92 - 94%	19 - 21%
Personal Computer	13%	91 - 93%	91-93%	79 - 81%	84 - 86%	59 - 61%	44 - 46%

Organised segment outspacing the unorganized players in Indian consumer's durables industry



Modern trade to grow in consumer durables / mobiles vs general trade



Urbanisation



Rising awareness



Higher discounts

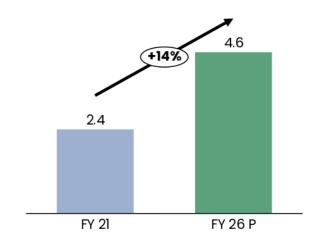


Larger portfolio

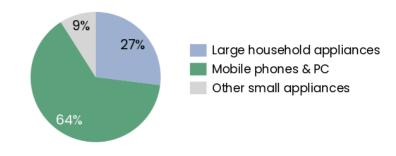


Various financing options

Consumer Durable Industry Stated to Grow at 13-15% ahead



Market segmentation of Consumer Durables appliances



Source: CRISIL Industry Report



BOARD OF DIRECTORS





Pavan Kumar Bajaj Chairman & Managing Director



Karan Bajaj
Chief Executive Officer & WTD



Astha Bajaj

Executive Director & WTD



Col. Gurdeep Singh (Retd.)

Independent Director



Mirza Ghulam Muhammad Baig Independent Director



Jyotsna Angara Independent Director



AWARDS & ACCOLADES







Revenue Champion 2024 **Apple**



2024













KEY GROWTH STRATEGIES





Cashflow Generation Through Inventory Optimization

- ✓ We are strengthening cash flows by optimizing working capital, especially at the inventory level
- ✓ Leveraging data analytics for demand forecasting and assortment planning, we're improving stock turns and reducing excess inventory.
- ✓ Technology-driven replenishment is further accelerating inventory rotation and enhancing our cash conversion cycle



Strengthening Presence

- ✓ We are expanding into newer clusters like Western UP, while consolidating our presence in recently entered regions like the NCR
- ✓ These markets are largely unorganized, and we are witnessing a clear shift towards organized retail offering significant headroom for growth through our cluster-based strategy



Operating Leverage to Drive Profit Growth

- ✓ As stores mature and stabilize, we expect improved throughput and higher revenue productivity.
- ✓ This will enhance fixed cost absorption, leading to a gradual normalization of EBITDA margins over time



A Trusted Partner for Leading Brands

- ✓ We are a trusted partner for leading consumer electronics and appliance brands, backed by our scale, operational excellence, and retail execution capabilities
- ✓ Our partnerships are built on mutual growth—enabling faster market penetration for brands and ensuring we offer customers the latest products with strong value propositions



Differentiated In-store Experience

- ✓ Our MBO format offer live demos, and brand-led events create an engaging retail environment
- ✓ With a consultative sales approach and trained staff, we help customers make informed decisions—enhancing satisfaction and conversion



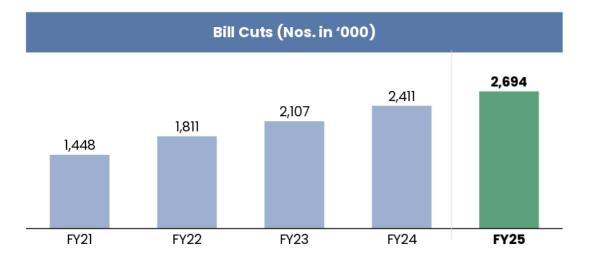


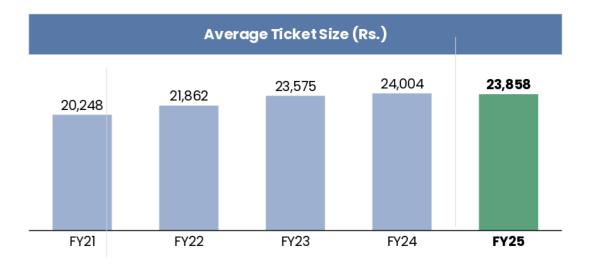
OPERATING INDICATORS













FINANCIAL INDICATORS

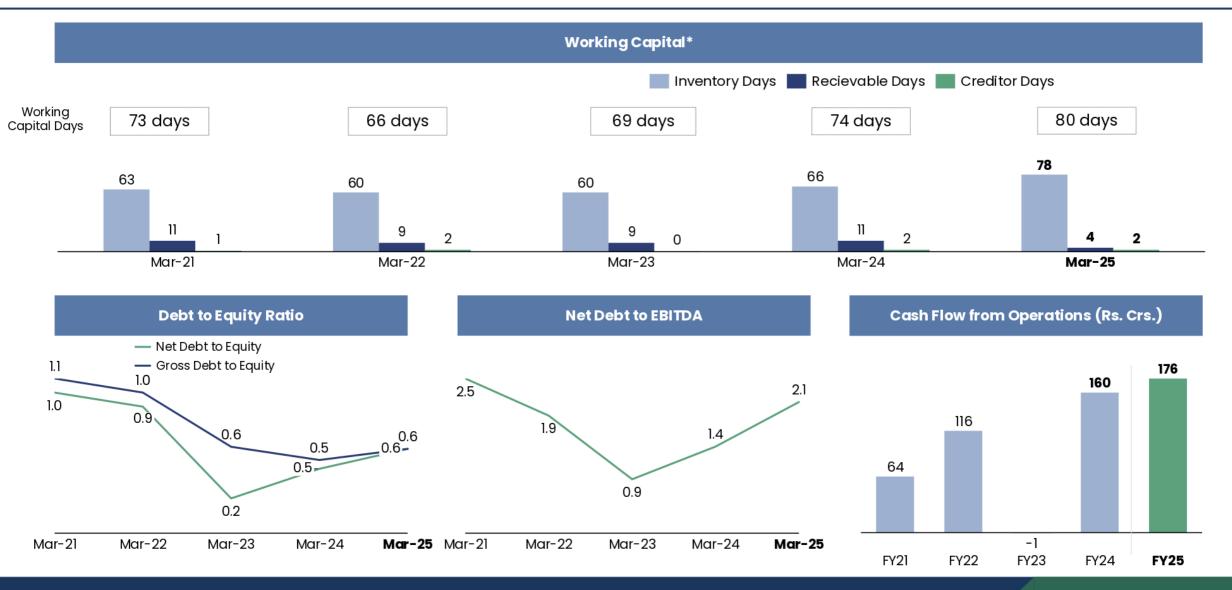






STRONG BALANCE SHEET







HISTORICAL PROFIT AND LOSS STATEMENT



Profit and Loss (in Rs. Crs.)	FY25	FY24	FY23	FY22	FY21
Revenue from Operations	6,731.3	6,285.4	5,445.7	4,349.3	3,201.9
Purchases of stock in trade	6,007.3	5,566.4	4,864.7	3,887.8	2,846.9
Changes in Inventory	-273.5	-195.7	-159.7	-132.5	-79.6
Gross Profit	997.5	914.7	740.7	593.9	434.6
Gross Profit Margin	14.8%	14.6%	13.6%	13.7%	13.6%
Employee Cost	133.1	111.5	94.0	78.8	61.4
Other Expenses	413.3	353.8	310.6	223.2	169.2
EBITDA	451.1	449.5	336.1	291.9	203.9
EBITDA Margin	6.7%	7.2%	6.2%	6.7%	6.4%
Depreciation	126.7	105.7	85.4	71.3	58.1
Other Income	9.1	10.1	11.0	3.8	5.5
EBIT	333.6	353.8	261.7	224.4	151.2
EBIT Margin	5.0%	5.6%	4.8%	5.2%	4.7%
Finance Cost	117.5	107.7	98.5	84.6	71.7
Profit before Tax	216.0	246.2	163.2	139.8	79.6
Profit before Tax Margin	3.2%	3.9%	3.0%	3.2%	2.5%
Tax	55.6	62.2	40.4	35.9	20.9
Profit After Tax	160.5	183.9	122.8	103.9	58.6
Profit After Tax Margin	2.4%	2.9%	2.3%	2.4%	1.8%
EPS	4.17	4.78	3.63	3.46	1.95



HISTORICAL BALANCE SHEET



Assets (in Rs. Crs.)	Mar-25	Mar-24	Mar-23	Mar-22	Mar-21
Non - Current Assets	1,941.0	1,517.5	1,285.9	875.4	720.2
Property Plant & Equipments	905.1	602.2	509.9	279.5	275.5
CWIP	30.4	44.9	13.9	23.8	2.0
Intangible assets	2.7	1.7	0.5	0.6	0.6
Right of use asset	850.6	752.4	631.7	504.9	397.5
Financial Assets					
Loans	0.0	0.0	0.0	0.0	17.7
Other Financial Assets	63.9	50.4	92.9	29.2	7.3
Deferred Tax Assets (Net)	40.2	31.7	25.1	17.6	11.6
Other Non - Current Assets	45.4	28.0	2.0	14.1	3.2
Other Non - Current Tax Assets	2.8	6.1	9.9	5.7	4.8
Current Assets	1,679.8	1,541.6	1,407.9	956.6	803.3
Inventories	1,230.2	969.3	773.5	613.8	481.4
Financial Assets			0.0		
(i)Trade receivables	74.2	181.4	138.4	115.2	95.4
(ii)Cash and cash equivalents	30.5	85.5	203.2	34.4	35.0
(iii) Loans	1.7	1.5	1.2	1.3	1.0
Other Financial Assets	2.6	4.0	8.3	0.2	0.2
Other Current Assets	340.6	299.9	283.3	191.7	190.4
Total Assets	3,620.7	3,059.1	2,693.9	1,832.0	1,523.5

Equity & Liabilities (in Rs. Crs.)	Mar-25	Mar-24	Mar-23	Mar-22	Mar-21
Total Equity	1,518.8	1,369.7	1,184.3	596.5	491.9
Share Capital	384.7	384.7	384.7	300.0	300.0
Reserves & Surplus	1,134.0	984.9	799.6	296.5	191.9
Non-Current Liabilities	1,140.3	907.9	768.2	579.7	465.9
Financial Liabilities					
(i) Borrowings	205.5	98.0	100.8	55.2	62.1
(ii) Lease Liabilities	933.0	809.7	665.7	523.9	401.7
Provisions	1.7	0.2	1.7	0.7	2.1
Current Liabilities	961.7	781.6	741.4	655.7	565.7
Financial Liabilities					
(i) Borrowings	778.4	614.8	626.3	538.5	473.9
(ii) Trade Payables	39.7	43.1	24.6	35.2	7.6
(iii) Lease	59.4	47.4	38.9	31.3	0.0
(iv) Other Financial Liabilities	22.9	18.4	23.6	16.7	66.0
Other Current Liabilities	53.7	39.5	14.5	19.8	16.4
Provisions	2.2	13.0	10.7	7.2	1.8
Current tax liabilities (net)	5.3	5.3	2.7	7.1	0.0
Total Equity & Liabilities	3,620.7	3,059.1	2,693.9	1,832.0	1,523.5



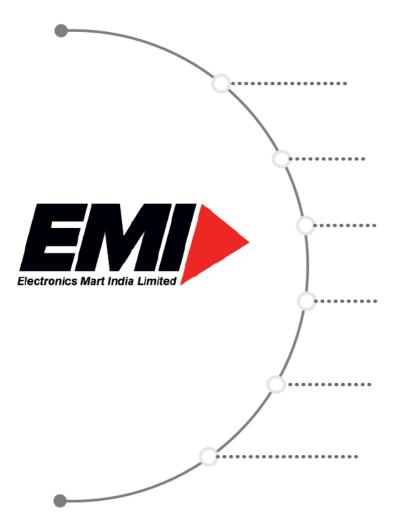
HISTORICAL CASH FLOW



Particulars (Rs. Crs.)	Mar-25	Mar-24	Mar-23	Mar-22	Mar-21
Net Profit Before Tax	216.0	246.2	163.2	139.8	79.6
Adjustments for: Non-Cash Items / Other Investment or Financial Items	236.8	202.5	171.7	152.6	130.4
Operating profit before working capital changes	452.9	448.7	334.9	292.3	209.9
Changes in working capital	-216.2	-218.5	-287.0	-138.6	-125.8
Cash generated from Operations	236.6	230.1	48.0	153.8	84.1
Direct taxes paid (net of refund)	-60.8	-70.3	-48.5	37.6	-20.1
Net Cash from Operating Activities	175.8	159.8	-0.6	116.2	64.0
Net Cash from Investing Activities	-332.0	-116.9	-300.7	-67.9	-59.9
Net Cash from Financing Activities	101.2	-160.6	470.0	-48.9	-56.1
Net Decrease in Cash and Cash equivalents	-54.9	-117.7	168.8	-0.6	-52.1
Add: Cash & Cash equivalents at the beginning of the period	85.5	203.2	34.4	35.0	87.1
Cash & Cash equivalents at the end of the period	30.5	85.5	203.2	34.4	35.0

KEY TAKEAWAYS





Cluster based expansion strategy with robust growth and highest Operating margins; Recently forayed in new geography by opening stores in the lucrative NCR market

Flexible business model built to create long term sustainable footprint

Long Term Relationship with marquee Brands in each segment; Diversified Product Profile comprising of 6,000 SKUs with Comprehensive Range in Each Segment

Strong Balance Sheet to propel expansion plans and Revenue and Profitability trajectory; Company raised Rs. 500 Cr via IPO in October 2022

Strategically located logistics and warehousing facilities backed by stringent inventory management using IT systems

Fastest growing consumer durable and electronics retailer with consistent track record of growth and Industry leading profitability



THANK YOU

Company: Electronics Mart India Limited

CIN: L52605TG2018PLC126593



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