



To
Secretary
Listing Department
BSE Limited
Department of Corporate Services/Listing
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

November 11, 2024

Scrip Code: 512329

Dear Sir/Madam,

Sub: Earnings presentation and Press Release on Unaudited Financial Results for the quarter and half year ended September 30, 2024

In terms of Regulation 30 of the Listing Regulations read with Schedule III to the Listing regulations, please find attached Earnings Presentation and Press Release respectively made by the Company on Unaudited Financial Results of the Company for the quarter and half year ended September 30, 2024.

This disclosure along with the enclosures shall be made available on the website of the Company viz www.sgmart.co.in

You are requested to kindly take the same on your records.

**Yours faithfully,
For SG Mart Limited**

**Sachin Kumar
Company Secretary
ICSI M. No. A61525**

**Place: Noida
Encl: a/a**

SG MART LIMITED

(formerly known as Kintech Renewables Limited)

Registered Office: H. No. 37, Ground Floor, Hargovind Enclave, Vikas Marg, Delhi-110092
Corporate Office: A-127, Sector-136, Noida, Gautam Buddha Nagar, Uttar Pradesh-201305
Tel: 011-44457164 | Email: compliance@sgmart.co.in
Website: www.sgmart.co.in | CIN: L46102DL1985PLC426661



SG MART

ONE MART. INFINITE POSSIBILITIES

A B2B marketplace for construction materials

Investor presentation
September 2024



Section 1: Industry Overview

A B2B market-place focussed on
construction materials



Addressable market - INR 6 Trillion B2B construction material Industry

Products	2024 Market INR 6 Trillion	2027E Market INR 8 Trillion
Downstream steel	INR 4.1 trillion	INR 5.6 Trillion
Fixtures & Fittings (Bath fittings, Electrical fittings)	INR 1.3 Trillion	INR 1.8 Trillion
Tiles industry	INR 0.4 Trillion	INR 0.6 Trillion

Break up of downstream steel segment - FY 24

Components in constructional steel	Market size (INR Bn)
TMT Bars	2,900
Structural Sections	400
Metal Sheets	600
Welding Rods	60
Mesh net Steel	50
Binding Wire	90
Potential market size	4,100



India is the 7th largest manufacturing hub and the 5th largest retail distribution market globally



Sector yet to be disrupted by technology, with the penetration of B2B marketplaces at c.1% today v. China / USA, where digital adoption is as high as 20%



Factors such as global supply chain de-risking, government PLI schemes etc. are pushing the expansion of domestic and exports opportunity & supporting digitization of B2B commerce in India



Drivers for SG Mart B2B marketplace model



Indian B2B marketplaces experiencing strong macro tailwinds

Covid disruption; Buyer embracing digital



- Traditional supply chains disrupted during COVID; significant push towards digital commerce
- 70%+ MSMEs are looking to digitally transform their businesses to meet customer demands
- 100-300% annual growth in leading B2B marketplaces since COVID – sustained shift in adoption

Evolving buyer behaviour, global supply chain shift and conducive regulations supporting growth

Source : Avendus B2B Marketplaces Report | April 2023

Supportive Regulatory Environment



- Product linked Incentive (PLI) schemes worth INR 2 trillion across 14 key manufacturing sectors
- GST & demonetization leading to formalization of SMBs; adoption of digital payments and processes



Section 2: Company background

A B2B market-place focussed on
construction materials



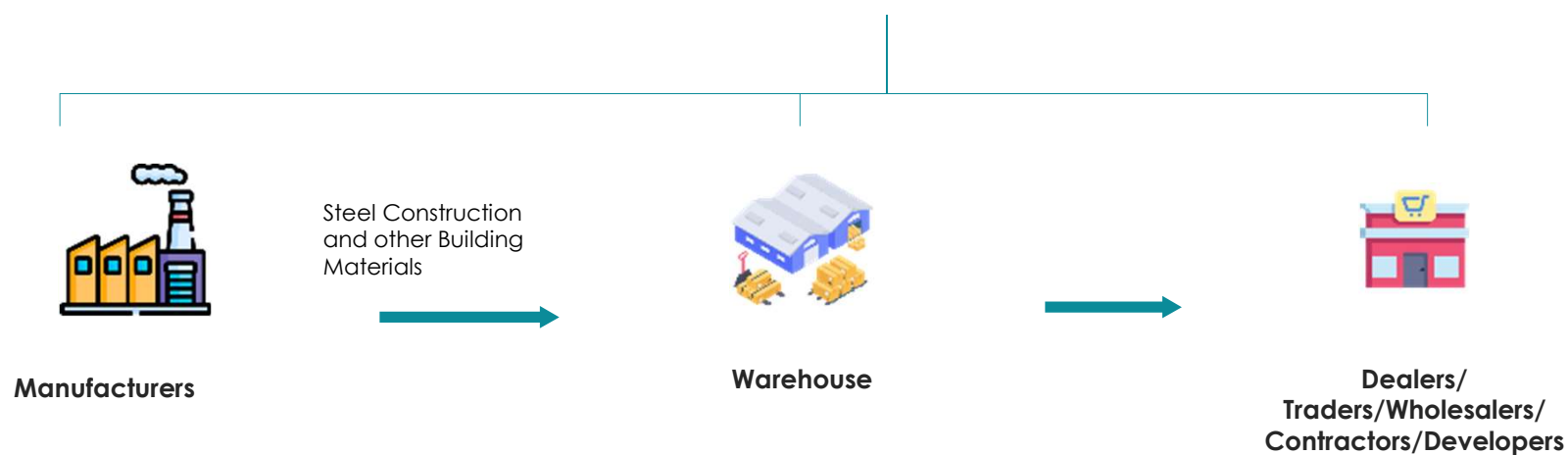
SG Mart – Revenue Model

No of registered customers – 1270+ No of registered suppliers – 145

SKUs – 2,500+

	B2B business		B2C Distribution business		
	Metal Trading	Service Centres	TMT	Miscellaneous	
Products	HR Coil / Steel Billets / Zinc Ingots	Cut To Length / Slit / Chequered	TMT / Light Structural / Metal Sheets / Welding Rods / Mesh Net Steel / Binding Wire		
Industry Gap	<ul style="list-style-type: none"> No large distributors currently associated with metal producers. Difficult for metal producers to push sales with rising production capacities. 	<ul style="list-style-type: none"> No organized steel processing centers. No steel processing centers in Tier II and Tier III cities. Steel end-users pay 2% - 3% freight cost to procure processed steel from metro cities. 	<ul style="list-style-type: none"> No B2B platform to connect fragmented demand and fragmented supply. Multiple SME manufacturers in the market, mostly unorganized / informal. Very few PAN India brands in TMT bar. 		
SG Mart's Right to Win	<ul style="list-style-type: none"> Group's strong relationships with steel producers (SG Mart's sister company APL Apollo Tubes is already India's largest steel buyer). SG Mart's trading capacity is 20 times more than current largest steel trader. 	<ul style="list-style-type: none"> Availability of funds to open a vast network of organized service centers PAN India. Ability to source raw steel from steel mills. Group's lengthy experience in steel downstream sector. 	<ul style="list-style-type: none"> Strong distribution presence for the group in steel downstream products. Demand visibility worth INR 4Tn from group distributors who deal in steel downstream products. 		
Potential revenue FY27	INR 60 Bn	INR 60 Bn	INR 30 Bn	INR 30 Bn	Total INR 180 Bn

SG Mart – B2B marketplace



1

Provides a platform to manufacturers across the country for construction material products

2

Delivering products of highest quality

3

Caters to traders, contractors, developers, retailers, wholesalers etc.

4

No minimum purchase requirement

SG Mart solutions to challenges faced by the industry

Industry issues

1. Fragmented supplier base
2. Limited vertical integration between different stages of material transformation and its final usage
3. SMEs often have a problem in buying good quality steel due to minimum amount of steel which the manufacturer sells is more than the SME requires
4. Long lead time for delivery to distributors
5. No standardized prices

Our value proposition

1. One stop solution for all construction needs
2. Tech enabled onsite delivery
3. Solves the problem of minimum purchase requirement
4. Improved demand and reach
5. Standardized quality & prices

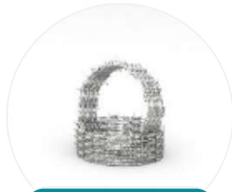


Product Portfolio

Construction steel products



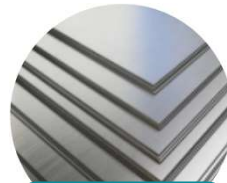
TMT



Wire mesh



Binding Wire



HR Sheet



Checked Sheet



Welding Rod



Tapping Screws



Light Structure - MS
Angle, Bar, channel

Fixtures, fittings and tiles



Bath fittings



Tiles



Cement



Laminates



Paint

And many more...

TMT 550D - Industry size of INR 2.9 Trillion

Premium quality MS TMT
Rebars from 8-32 mm

- Cost Effective
- Better Weldability
- Earthquake Resistant
- Unbreakable
Ductility
- Superior Bonding
Strength



Binding Wire - Industry size of INR 90bn

Premium quality MS Binding wires from 18-22 gauge (0.71 to 1.22 mm)

- Consistent size
- Ductile and strong
- Easy to use
- Reduces cost
- Quicker tying
- Longer lengths
- Secure packaging
- Bundle packing of 25 kg



Wiremesh – Industry size of INR 50bn

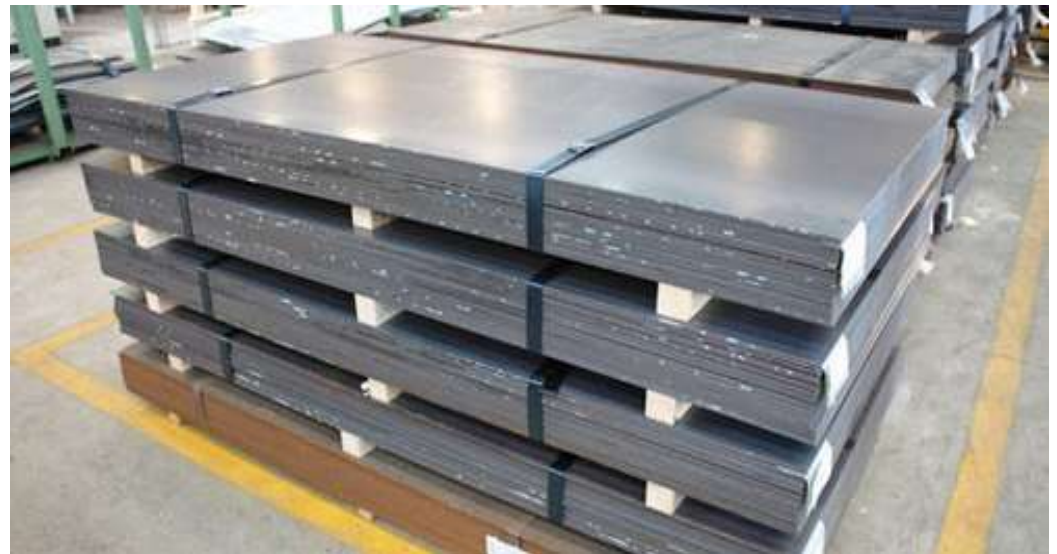
MS steel wire mesh in different sizes. used in construction and infrastructure, agricultural fencing, industrial use

- Square woven, Square welded: 4'x8', 4'x10', 5'x10'
- Hardware & Industrial:
 - Sheet - 3'x8', 4'x8', 4'x10', 4'x12', 5'x10', 6'x10', 6'x12'
 - Coil: 2', 3', 4', 5' & 6'x100'; 3' & 4' x 50'
- Rectangular Welded, Insect Screen, Test Sieves: 3'x8', 4'x8'
- Other styles: 4'x8', 5'x8', 5'x10'



HR Sheet – Industry size of INR 550 bn

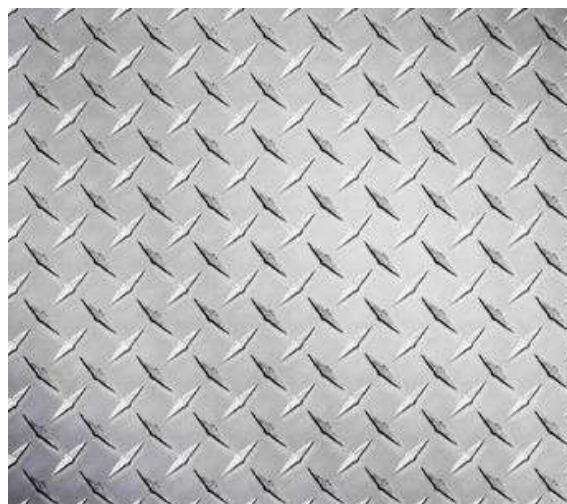
Primary Hot Rolled Sheet size
from 1.8-2.5 mm



MS Checkered Sheet – Industry size of INR 50 bn

- Steel plates with diamond shapes on the surface for slip resistance
- Used for industrial flooring, factory stair boards, truck & bus body, decorative sheets as wall guard
- The plates are easy to form, durable and come with an aesthetic finish

Thickness – 1.6 to 6.0mm
Width – up to 1250mm
Length – Up to 8 meter



Easy to use



Beautiful
Appearance



Slip Resistance



Recyclable

Welding Rods – Industry size of INR 60 bn

- Cellulosic type deep penetrating electrode for all positions welding.
- Stable arc at lower amperage particularly in vertical & over head positions.
- Weld metal is of radiographic quality, ductile and gives excellent toughness at subzero temperatures.
- Suitable for root welding of pipelines, galvanized steel welding and welding with good penetration.
- Packaging Information :
Vaccum / Card Board Packing of 30 KGs
(1,080 electrodes)



Tapping Screws – Industry size of INR 20 bn

Self Drilling screws are of high-quality range & are used for roofing applications

Better corrosion protection



Light Structurals – Industry size of INR 400 bn

- Ductile and strong
- Faster erection
- Reduces cost
- Quicker Joints
- Secure packaging

MS Light structures like Angle, channel and bars are key structural members of any engineering infrastructure

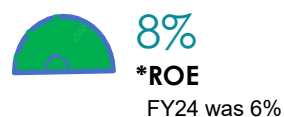
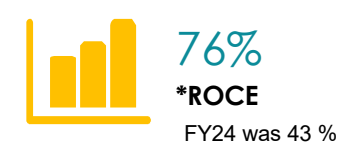
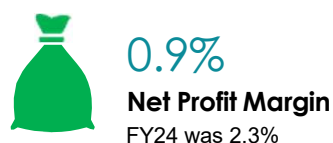
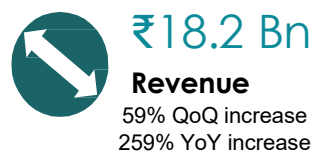




Brand partners



At a Glance – Q2FY25



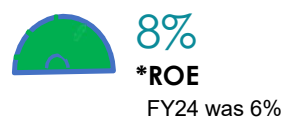
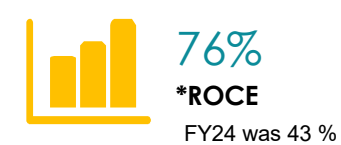
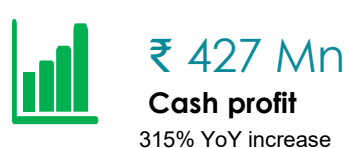
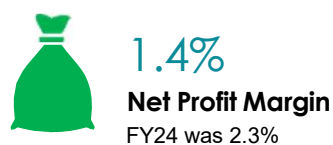
Brand promotion expenses of INR 59 Mn and INR 34 Mn were incurred in Q1FY25 and Q2FY25 respectively

*ROCE and ROE have been annualized basis H1FY25 numbers. Other income has not been considered for the purpose of EBIT calculation

*Capital employed is average of Total assets minus current liability minus surplus cash, as at the end of FY24 and 30 Sept 2024

*Net Working Capital has been calculated as Total Current Assets – Total Current Liabilities

At a Glance – H1FY25



Brand promotion expenses of INR 59 Mn and INR 34 Mn were incurred in Q1FY25 and Q2FY25 respectively

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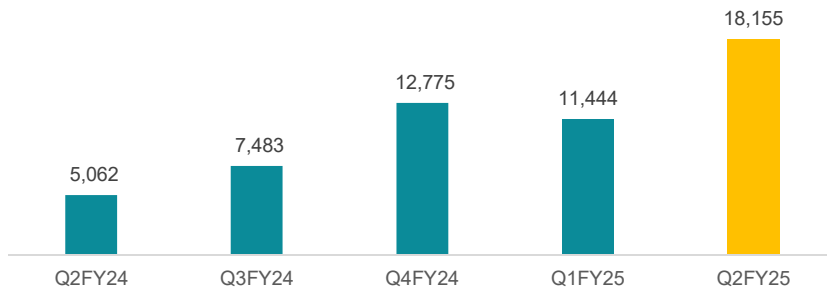
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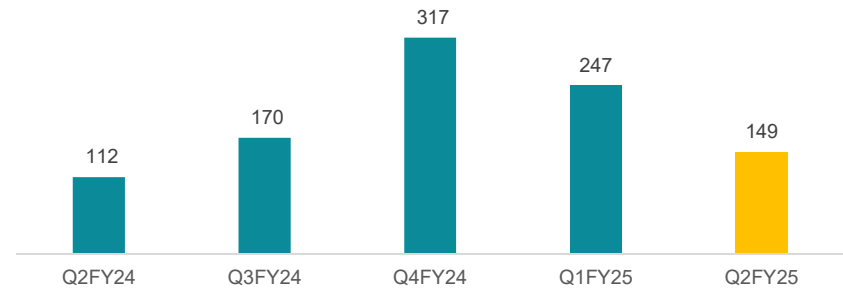
Growing strength to strength



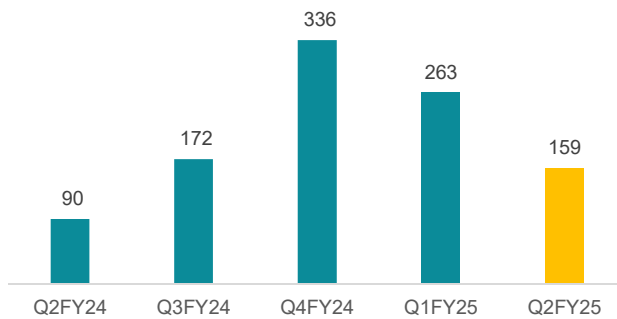
Revenue (Rs Mn)



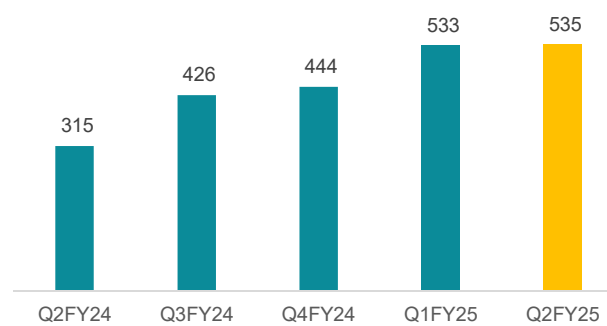
EBITDA (Rs Mn)



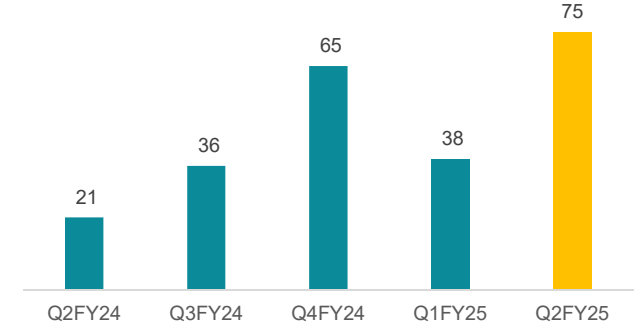
PAT (Rs Mn)



No of active customers



No of active suppliers

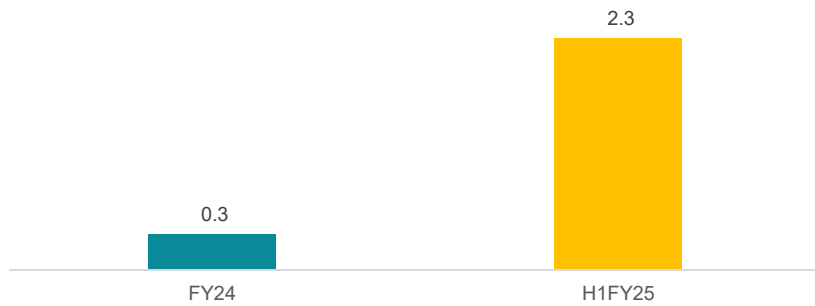


Previous quarters

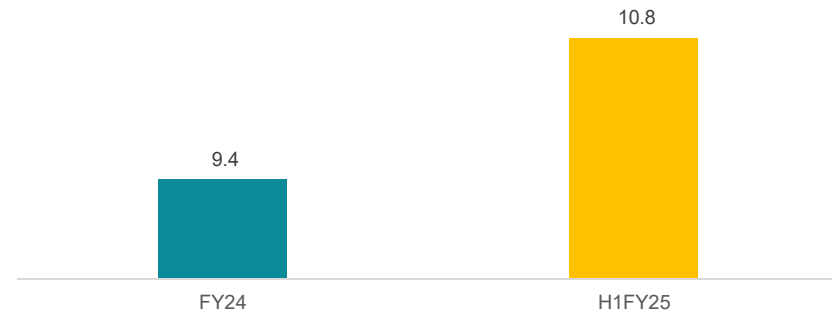
Q2FY25

Growing strength to strength

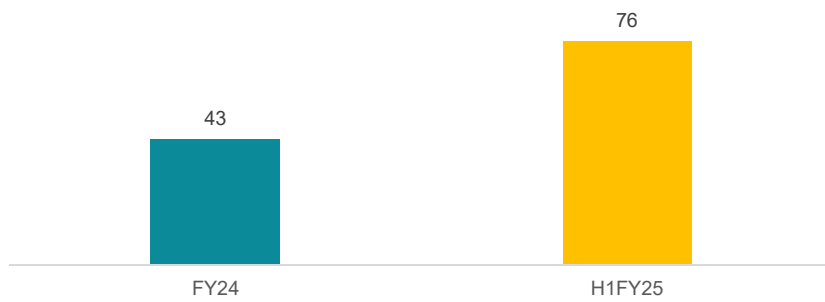
Operating Cash Flow (Rs Bn)



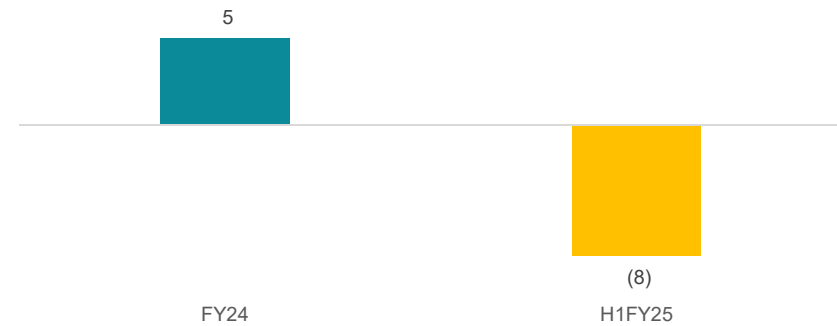
Net cash (Rs Bn)



*ROCE (%)



NWC Days



FY25

H1FY25

*H1FY25 ROCE has been annualized

*Capital employed is calculated after excluding surplus cash

Profit & Loss Statement

Particulars (Rs Mn)	Q2FY24	Q3FY24	Q4FY24	^FY24	Q1FY25	Q2FY25	H1FY24	H1FY25
Net Revenue	5,062	7,483	12,775	26,829	11,444	18,155	6,571	29,600
Raw Material Costs	4,939	7,287	12,384	26,088	11,027	17,848	6,417	28,875
Employee Costs	9	15	21	50	34	42	14	76
Other expenses	2	10	53	72	136	116	9	252
EBITDA	112	170	317	618	247	149	131	396
EBITDA Margin %	2.2%	2.3%	2.5%	2.3%	2.2%	0.8%	2.0%	1.3%
Other Income	11	96	209	316	195	197	11	391
Interest Cost	3	34	79	116	77	128	4	205
Depreciation	1	1	3	5	2	3	1	5
Tax	30	60	109	204	100	56	34	155
Net Profit	90	172	336	609	263	159	102	422
Net Profit Margin %	1.8%	2.3%	2.6%	2.3%	2.3%	0.9%	1.6%	1.4%
Operational metrics							FY24	H1FY25
*NWC (days)							5	-8
*ROCE %							43%	76%
*ROE %							6%	8%
Net Debt Equity Ratio							-0.9	-0.9

^SG Mart FZE, the Dubai based subsidiary of the company, was incorporated in January 2024. Q4FY24 and FY24 numbers have been reinstated as per the consolidated financials

Brand promotion expenses of INR 59 Mn and INR 34 Mn were incurred in Q1FY25 and Q2FY25 respectively

*ROCE and ROE have been annualized basis H1FY25 numbers. Other income has not been considered for the purpose of EBIT calculation

*Capital employed is average of Total assets minus current liability minus surplus cash, as at the end of FY24 and 30 Sept 2024

*NWC has been calculated as Total Current Assets – Total Current Liabilities

Balance Sheet & Cash flow – H1FY25

Balance Sheet - Assets (Rs mn)	*FY24	H1FY25
Cash & Bank Balance	11,263	11,192
Receivables	863	1,466
Inventories	712	1,274
Other current assets	984	2,055
Fixed assets (net)	561	762
Other assets	486	1,142
Total Assets	14,869	17,891
Balance Sheet - Liabilities (Rs mn)	*FY24	H1FY25
Trade payables	1,985	5,807
Other current liabilities	189	271
Debt	1,819	412
Others	6	5
Shareholders' funds	10,870	11,396
Total Equity & Liabilities	14,869	17,891

Cashflow Statement (Rs mn)	*FY24	H1FY25
EBITDA	618	396
Change in Accounts receivables	-863	-602
Change in Inventory	-712	-562
Other WC changes	1,194	2,833
Tax	-204	-155
Other Income	316	391
Operating cash flow	349	2,300
Capex	-1,052	-858
Investments	-	-
Interest	-116	-205
Free cash flow	-819	1,237
Dividend payments	-	-
Capital increase	10,139	103
Others	6	-4
Net change in cash flow	9,326	1,336
Net cash beginning	118	9,444
Net cash end	9,444	10,780

*SG Mart FZE, the Dubai based subsidiary of the company, was incorporated in January 2024. Q4FY24 and FY24 numbers have been reinstated as per the consolidated financials
Capital advances classified as Other Assets in Balance sheet and considered as Capex in Cash Flow Statement



Thank You



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For further information, please contact:

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Naman Rastogi – Gen. Manager, Strategy & Investor Relations

SG Mart Limited

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Email: namanrastogi@sgmart.co.in





Q2FY25 Result Highlights

SG Mart Limited today announced its financial performance for the quarter ending Sept 30,2024



Noida, November 11, 2024 - SG Mart Ltd. ('SG Mart'), a leading B2B marketplace for construction materials, today announced its financial results for quarter ending September 30, 2024

The company reported a net revenue INR 18.2 billion, reflecting an increase of 259% YoY and increase of 59% QoQ and, a PAT of 159 Mn reflecting an increase of 78% YoY and a decrease of 39% QoQ. The decline in profitability is primarily attributed to volatility in steel prices.

SG Mart offers a wide range of products, now encompassing more than 27 product categories, and more than 2,500 SKUs. These categories include construction steel products like TMT Rebars, HR Sheet, Welding rod, Binding wire, mesh net, tapping screw and barbed wire, among others. Additionally, in response to the increasing demand, the Company has introduced tiles, cement, bath fittings, laminates and paints.

SG Mart's customer base spans top tier EPC companies, real estate developers, OEMs, traders, dealers and retailers. With successful deliveries to multiple cities spread across 24 states, the Company has established a robust network of suppliers and logistics providers, facilitating seamless operations, and ensuring pan-India reach. The company is proud to be associated with more than 1,270 customers and 145 vendors.

Mr. Shiv Bansal, Joint MD, SG Mart, comments on Q2FY25 results

"Our second quarter results reflect the scalability of our business model. The revenue jumped 59% QoQ, despite the challenging environment. We remain committed to our long-term strategy of operational efficiency and customer satisfaction.

The company has implemented several measures to mitigate the impact of fluctuating steel prices, including diversifying its supplier base and enhancing inventory management practices. Additionally, SG Mart is exploring opportunities to expand its product offerings and enter new markets to drive revenue growth."

Outlook:

Looking ahead, SG Mart remains committed to its mission of delivering comprehensive solutions, quality, and value to its customers. With a strong foundation in place and momentum on its side, the company is poised to continue its upward trajectory and solidify its position as a leader in the industry. Management remains optimistic about the long-term growth potential of the construction materials sector and is committed to delivering value to shareholders.

About SG Mart

SG Mart is a leading B2B marketplace providing high-quality materials to construction professionals. With a commitment to innovation and sustainability, SG Mart streamlines the procurement process, enabling users to source products efficiently while promoting eco-friendly practices in the construction industry.

The key financial metrics for Q2FY25 are given below:

Key Financial Highlights (in Rs Mn)	FY24	Q2FY25	H1FY25
Revenue	26,829	18,155	29,600
Business EBITDA	618	149	396
Other income	316	197	391
Total EBITDA	934	346	788
PAT	609	159	422