

Date: November 21, 2024

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400 001

SCRIP CODE: 543895

Subject: Intimation of Investor Presentation for the Half Year Ended September 30, 2024

Dear Sir/ Madam,

With reference to the captioned subject and in accordance with the provisions of Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor Presentation for the half year ended September 30, 2024. This presentation outlines key financial results and strategic initiatives undertaken by the Company during this period.

Please refer to the enclosed document for a detailed overview of our performance and strategic direction.

The above intimation is also available on the website of the Company i.e. <https://exhicongroup.com/>

Thanking You,

Yours Faithfully

For **Exhicon Events Media Solutions Limited**

Pranjul Jain

Company Secretary & Compliance Officer

Membership No. A67725

Encl: A/a

EXHICON EVENTS MEDIA SOLUTIONS LIMITED

(Formerly Known as Exhicon Events Media Solutions Private Limited) CIN:U74990MH2010PLC208218

Regd. Office: Unit No. 134 & 146, 1st Floor, Andheri Industrial Estate, Plot No. 22,

Veera Desai Road, Andheri West, Mumbai - 400053, Maharashtra, India

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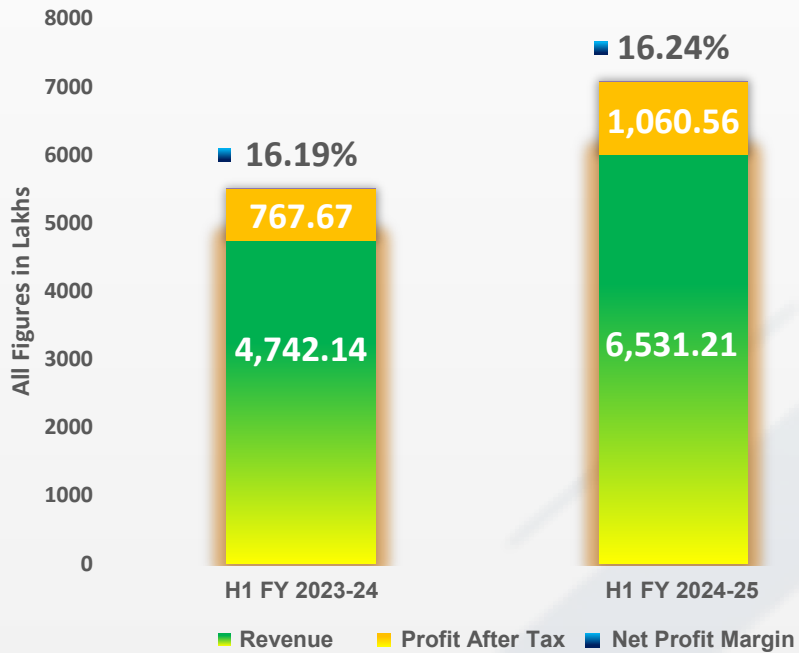
Investor Presentation

H1 FY 2024-25

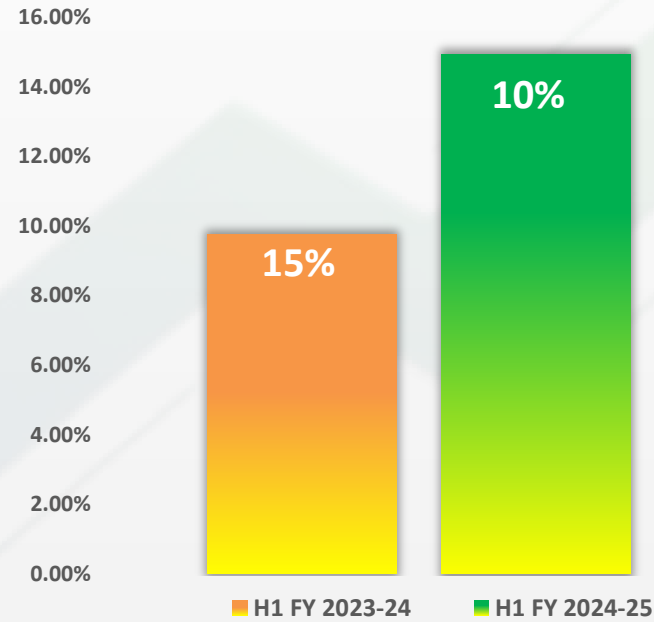
www.exhicongroup.com

Consolidated Comparative Performance Snapshot – H1 FY 2024-25

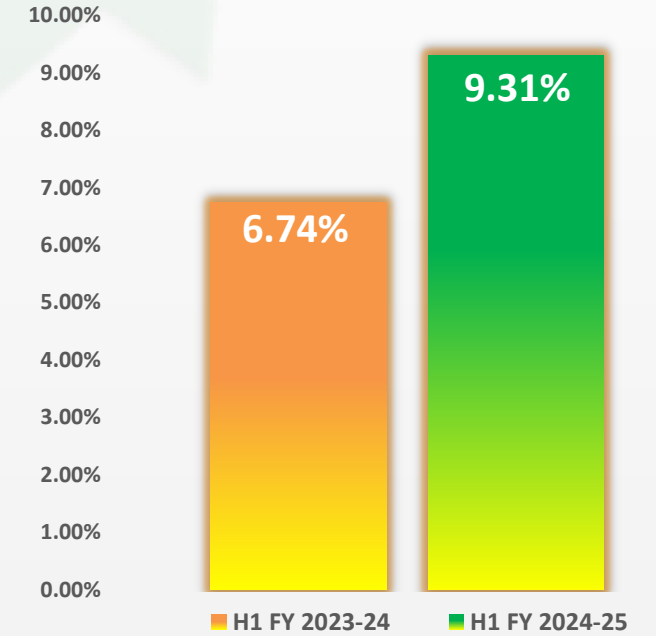
Revenue Growth Comparison



Return on Capital Employed



Return on Assets

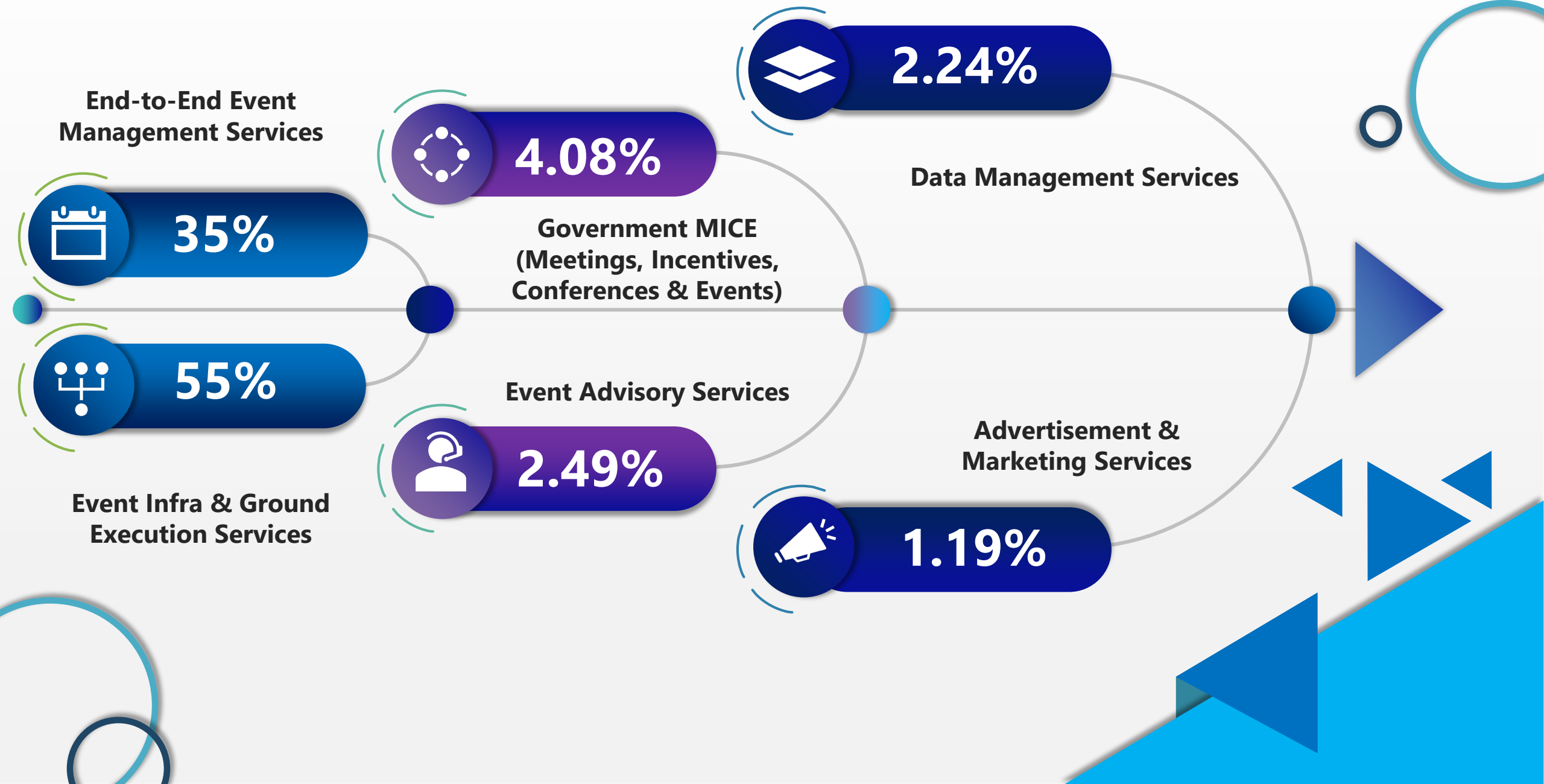


Summary of Financial Results – H1 FY 2024-25

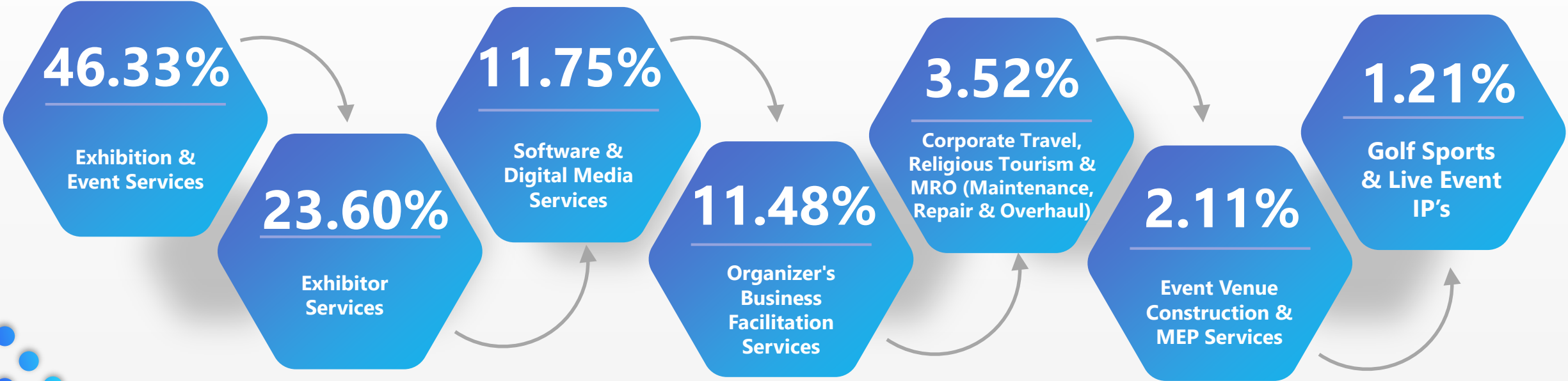
**Figures in INR Lakhs*

Particulars	Consolidated		Standalone	
	H1 FY 2024-25	H1 FY 2023-24	H1 FY 2024-25	H1 FY 2023-24
Revenue	₹ 6,531.21	₹ 4,742.14	₹ 3,026.11	₹ 2,414.63
EBITDA	₹ 1,546.00	₹ 1,093.59	₹ 736.27	₹ 557.75
EBITDA Margin (%)	23.67%	23.06%	24.33%	23.10%
Profit Before Tax	₹ 1,386.97	₹ 1,018.01	₹ 691.35	₹ 541.26
PBT Margin (%)	21.24%	21.47%	22.85%	22.42%
Profit After Tax (Before Minority Interest)	₹ 1,060.56	₹ 767.67	₹ 505.92	₹ 396.53
PAT Margin (%)	16.24%	16.19%	16.72%	16.42%

Revenue Breakdown by Service Category - Standalone



Revenue Breakdown by Service Category - Consolidated



The data presented in this is for informational purposes only and is based on revenue figures. All figures are subject to change and should not be considered as final or binding for decision-making.

Margin Improvement Roadmap

Initiative	Action Plan	Net Margin Boost
Cost Optimization	Reduce operational expenses by renegotiating vendor contracts, automating processes, and consolidating resources	+1.5%
Focus on High-Margin Services	Increase revenue share from premium services like turnkey event solutions and consulting, reducing dependency on low-margin offerings.	+1%
Technology Investments	Implement modern tools for event management and client interactions to streamline operations and cut costs.	+0.5%
Acquisition Synergies	Leverage shared infrastructure and reduce redundancies from acquired businesses.	+0.5%
Market Expansion	Enter 3 new high-growth markets, generating additional revenue from premium projects with higher margins.	+1%
Debtors Collection Period	Working to reduce debtors' days to 45-Day Period	+1%

Messe Global Convention Center: The Future of Multipurpose Event Venues Across India

ME SSE G L O B A L C O N V E N T I O N C E N T E R P U N E

Convention Center

Biggest Indoor Facility in Pune with **5,500** People Capacity.

Open Lush Green Lawn

Biggest Open Lawn in Pune with **80,000** Sq.Ft with **15,000** Outdoor Capacity.



PlugNPlay Arena

Pune's First Plug & Play Arena with **1,100** Seating Capacity.

Parking Space

2 Acres with **3,000** Cars & **5,000** Two-Wheelers Parking Capacity.

An Overall 9-acre venue with the capacity to host 35,000 guests.

Phase-1 completes in December 2024, with full venue ready by March 2025, driving an additional ₹40-50 crore in annual revenue from FY 2025.

1.

Expansion Strategy

- Target: 3 venues in 2 years (Mumbai, Pune & Ayodhya)
- Approach: Asset-light JV for capital efficiency & light balance sheet.

2.

Business Model

- Venue Management as a Service (VMAS): Focus on venue leasing & 360-Degree tailored services for enhanced client experience.

3.

Revenue & Growth Projections

- Projected Annual Revenue (FY2025-26): ₹ 40-50 crore from Pune venue only.
- CAGR (FY2027 onwards): more than 40-60%. (Each Venue).

4.

Key Assets

- Messe Global, Pune: A 9-acre facility capable of accommodating up to 35,000 attendees.
- Ayodhya Venue: Acquired 5 Acre-Land, operational by FY2026-27.

5.

Financial Outlook

- 3 Operating Venues Revenue (at average ₹ 40 crore/venue): ₹ 120 crore annually in the next 2 years.
- Target PAT Margin: 15-18% with Estimated PAT: ₹ 90 crore/year.

6.

5-Year Vision:

- Goal: Establish leadership in India's venue market with high-revenue, scalable assets and robust profit margins.

Key Events Executed in H1 – FY 2024-25

1

**NaMo Mega
Job Fair
Maharajgar
Melava 2024**

400,000 Sq. Ft Area; 600+ Exhibitors; 100,000+ Visitors

April, 2024
> > > >



2

**Pune Pharma
& Lab Expo,
2024**

55,000 Sq. Ft Area; 150+ Exhibitors; 9,000+ Visitors

May, 2024
> > > >



3

**Baddi Pharma
& Lab Expo,
2024**

55,000 Sq. Ft Area; 175+ Exhibitors; 7,000+ Visitors

September, 2024
> > > >



Key Events Executed in H1 – FY 2024-25

4

Nuclear Power Awareness Campaign by NPCIL

120+ Events in a span of **5 Months** across **10 States**

June, 2024



5

The Haat Of Art Expo
NESCO, Mumbai

43,000 Sq. Ft Area; 175+ Exhibitors; 7,000+ Visitors

September, 2024



6

Urdu Heritage Festival
CP, New Delhi

40+ Artists Performances with **35,000+ Visitors** in just **4 days**

September, 2024



Global Revenue Synergies & Expansion

01



Maple Heights Business Centre LLC

UAE Expansion: Establish a strong presence in the UAE with B2B meetings and conferences, leveraging high-profile venues (e.g., Dubai World Trade Centre) to expand client base across regions.

02



Green Branch Contracting & Landscaping LLC

By specializing in venue construction, maintenance, and environmental engineering, the company gains in-house control, lowers third-party costs, and enhances its competitive advantage, while reducing long-term capital expenditures

03



Impulse B2B Solutions

Data & Research: Impulse B2B Solutions offers exclusive data and research services to international event & exhibition organizer from 25+ countries boosting market engagement, and unlocking new revenue streams through subscriptions and consultations.

Cost Efficiency & Operational Synergies

01

DARE SPARKTM
COMMUNICATIONS
by EXHICON

Darespark Communications

Digital Marketing: Stall Fabrication & Brand Communication boosts global B2B reach, higher-margin services, and PAT growth. Darespark Communications has been merged with Digiglobe Advertising Private Limited, a subsidiary of Exhicon Events Media Solutions Limited.

02

**PINEWOODS**
GOLF CLUB by EXHICON

Pinewoods Golf Club LLP

Golf Course & Sports Management: Golf course management for corporate and leisure events will optimize infrastructure costs, reduce expenses, and create new revenue streams through corporate golf events and seasonal packages, enhancing client engagement and retention.

03

NICE
BY EXHICON

NICE Solutions

This acquisition integrates event production, exhibitions, audio visuals, and digital marketing, reducing supplier reliance and optimizing costs. By leveraging shared resources, the company can offer bundled services, ensuring consistent quality and boosting client engagement.



Market Differentiation & Innovation

01



United Helicharters Private Limited

Aviation & Charter Services: Diversify the company's portfolio, catering to MRO (Maintenance Repair & Overhaul), Corporate Travel, Religious Tourism and utilization hangar space for events. This acquisition enhances MICE offerings with seamless transport logistics for remote or specialized event locations.

02



Perfect Octave Limited

Entertainment & Music: Diversify service offerings with music festivals and corporate entertainment, creating new revenue streams through media licensing and event IPs. It also boasts an extensive library of approximately 1200 high-definition music IP's tracks.



- **Expanding Global Reach:** Offices in 3 countries (India, UAE & Hong Kong) with plans to open new offices and penetrate 5+ new markets in the next 3 years, driving exponential international growth.
- **Proven Growth Track:** Achieved 50%+ revenue growth YoY post-listing on the Bombay Stock Exchange, supported by strategic acquisitions and market diversification.
- **Tapping a USD 71 Billion Market:** Positioned to capitalize on the booming global events and exhibitions industry, with scalable venue service operations worldwide.

Message from The Chairman



From The
Desk of
CMD



M.Q Syed
**Chairman & Managing
Director**

*H1 FY2024-25 has been transformative as we solidify our position as a global leader in exhibition industry. Our flagship MesseGlobal Convention Center in Pune, featuring PlugNPlay and Laxmi Lawns, is a premier venue catering to **35,000 attendees**. With **Phase-1** nearing completion and bookings set to open in **December 2024**, this cutting-edge facility sets new benchmarks for India's MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. Projected to generate **INR 40–50 Cr** annually from **FY2025**, it exemplifies our commitment to global standards.*

*Our strategic growth includes acquiring a **5-acre site** in Ayodhya for a premier event venue, expanding into live events and corporate video production through a **76% stake** in Perfect Octave Limited, and acquiring United Helicharters Private Limited (**89.99%**), enhancing MICE and religious tourism offerings. Additionally, our landmark NPCIL tender to manage **120 events (June 2024–April 2025)** showcases our operational excellence.*

*Internationally, we entered the Middle East's booming events market with a **76% acquisition** of Green Branch Contracting and Landscaping LLC in the UAE. Domestically, our joint venture for a **9 Acre Exhibition and Convention Center in Pune** strengthens our local presence.*

*With plans to establish world-class venues in **3 high-potential Indian cities** over the next **2 years**, we are driving unparalleled value for the events ecosystem while reinforcing our global leadership in innovation and excellence.*

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It also contains forward-looking statements based on the currently held beliefs or expectations of the management of the company that are expressed in good faith and in management's opinion are reasonable. It may involve known and unknown risks uncertainty and other factors which may cause the actual results, financial condition, performance or achievements of the company or industry to differ materially from those in forward-looking statements. It speaks only as of the date on which it was made.

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