



LOGICA INFOWAY LTD.

[Formerly : Eastern Logica Infoway Ltd.]

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CIN: L30007WB1995PLC073218

May 31, 2024

BSE Limited

Corporate Relationship Department,
2nd Floor, New Trading Wing,
Rotunda Building, P.J. Towers,
Dalal Street, Mumbai – 400 001

Scrip code- 543746

Sub: Investor Presentation

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find the enclosed a herewith a copy of investor presentation of the Company for the Financial Year Ended 31 March, 2024.

We request you to kindly take the same on record.

Enclosed: as above

Thanking you.

Yours truly

For **LOGICA INFOWAY LIMITED**
[Formerly Eastern Logica Infoway Limited]

PRIYANKA BAID
Company Secretary & Compliance Officer





LOGICA INFOWAY LTD.

May 2024



Disclaimer

Except for the historical information contained herein, statements in this presentation and the subsequent discussions, which include words or phrases such as “will”, “aim”, “will likely result”, “would”, “believe”, “may”, “expect”, “will continue”, “anticipate”, “estimate”, “intend”, “plan”, “contemplate”, “seek to”, “future”, “objective”, “goal”, “likely”, “project”, “should”, “potential”, “will pursue” and similar expressions or variations of such expressions may constitute "forward-looking statements". These forward-looking statements involve several risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include but are not limited to our ability to successfully implement our strategy, our growth and expansion plans, obtain regulatory approvals, our provisioning policies, technological changes, investment and business income, cash flow projections, our exposure to market risks as well as other risks. Logica Infoway Limited does not undertake any obligation to update forward-looking statements to reflect events or circumstances after the date thereof.



Table of Content

01

Business Overview

Pages 04 - 12

02

Financial Update

Pages 13 - 19

03

Future Vision

Pages 20 - 21

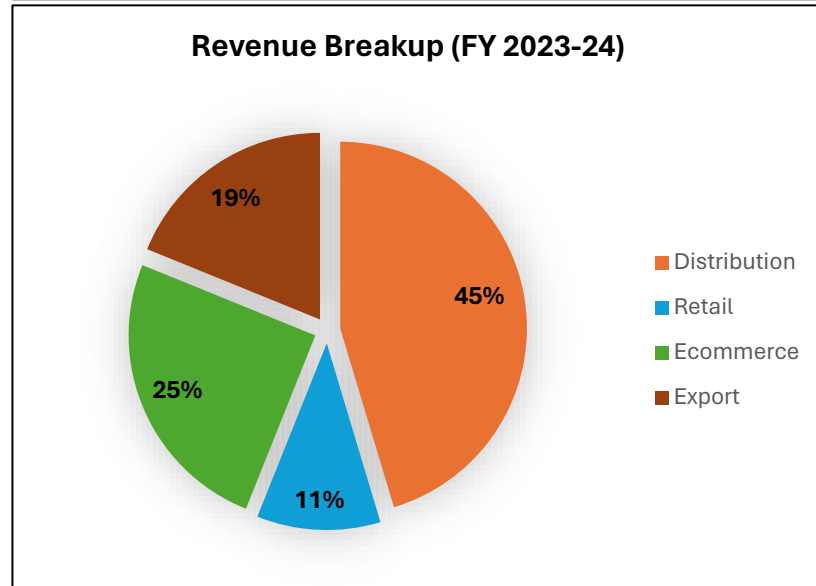
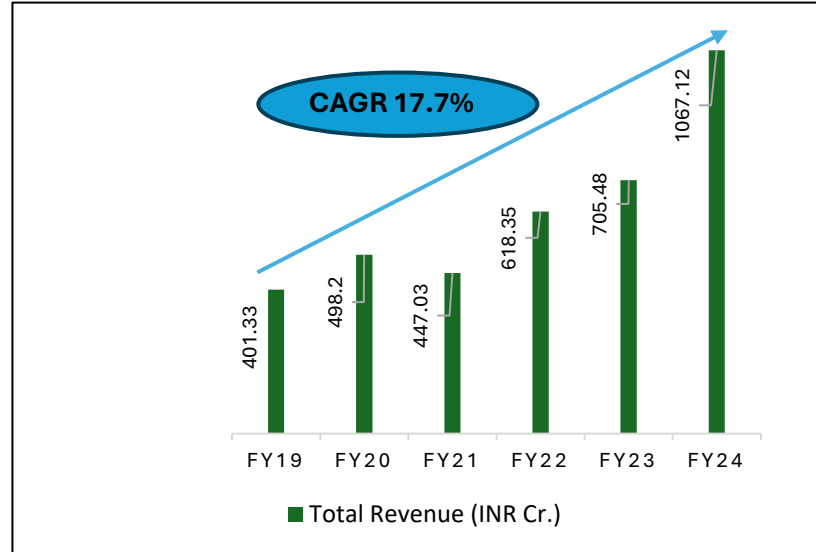
04

Leadership & Team

Pages 22 - 23



Company Overview: A Comprehensive Insight



Company overview

Founded in 1995, Logica Infoway Limited has rapidly become a dominant force in the dynamic IT and Telecom industries, operating in both B2B and B2C spheres. Leveraging strategic partnerships with renowned global brands in consumer electronics, we have solidified our position as a leading player in the Indian market. Under the adept stewardship of Mr. Gaurav Goel, our seasoned managing director with nearly three decades of expertise in distribution and retail, Logica has consistently demonstrated excellence and innovation.

With a robust presence across India, including key locations such as West Bengal, Delhi, UP, and Haryana, along with an extensive network of channel partners and distribution centers, we are strategically positioned to capitalise on emerging opportunities. Our diversified business model encompasses a wide range of products, including laptops, IT hardware, peripherals, mobile handsets, and electronic accessories.

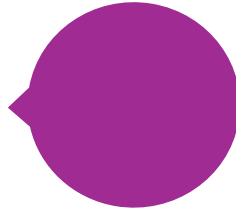
Divided into four key verticals—Retail, Exports, E-Commerce, and Distribution—our operations are meticulously designed to maximise efficiency and profitability. By embracing the latest technologies and market trends, we continuously adapt to meet the evolving needs of our customers and stakeholders.

Our commitment to excellence, coupled with our strong leadership and expansive network, ensures that Logica remains a formidable presence in the industry, poised for sustained growth and success.



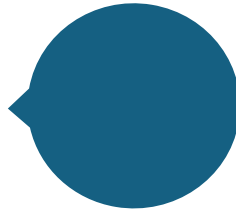
Milestones

1995-2010



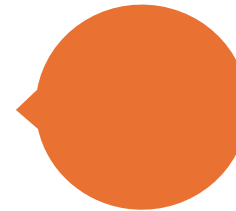
- Launched business in 1995 with a focus on servicing, maintenance, and LAN/WAN installations.
- Formed distribution partnerships with leading brands such as HP, Samsung, Lenovo, Sony Vaio and HCL between 1998 and 2010.
- Expanded into retail with our first store in Kolkata in 2002.
- Achieved revenue of INR 50CR in the fiscal year 2007.

2011-2015



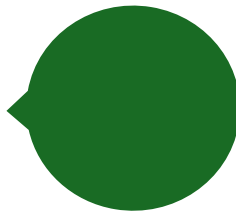
- Expanded retail presence with a 6th store in Kolkata in 2011 and diversified into mobile distribution.
- Launched e-commerce operations in 2013 on platforms like Snapdeal, Amazon, and Flipkart.
- Achieved revenue of INR 200CR in the fiscal year 2013.

2016-2020



- Expanded our geographical footprint by opening offices in Durgapur, Midnapur, and Murshidabad in 2016.
- Launched our first retail store in Delhi in 2017, marking our entry into the retail sector outside West Bengal.
- Commenced business operations in Delhi, Telangana, and Karnataka in 2017, followed by expansion into Bhiwandi - Maharashtra in 2018.
- Achieved revenue of INR 400 crore in the fiscal year 2018

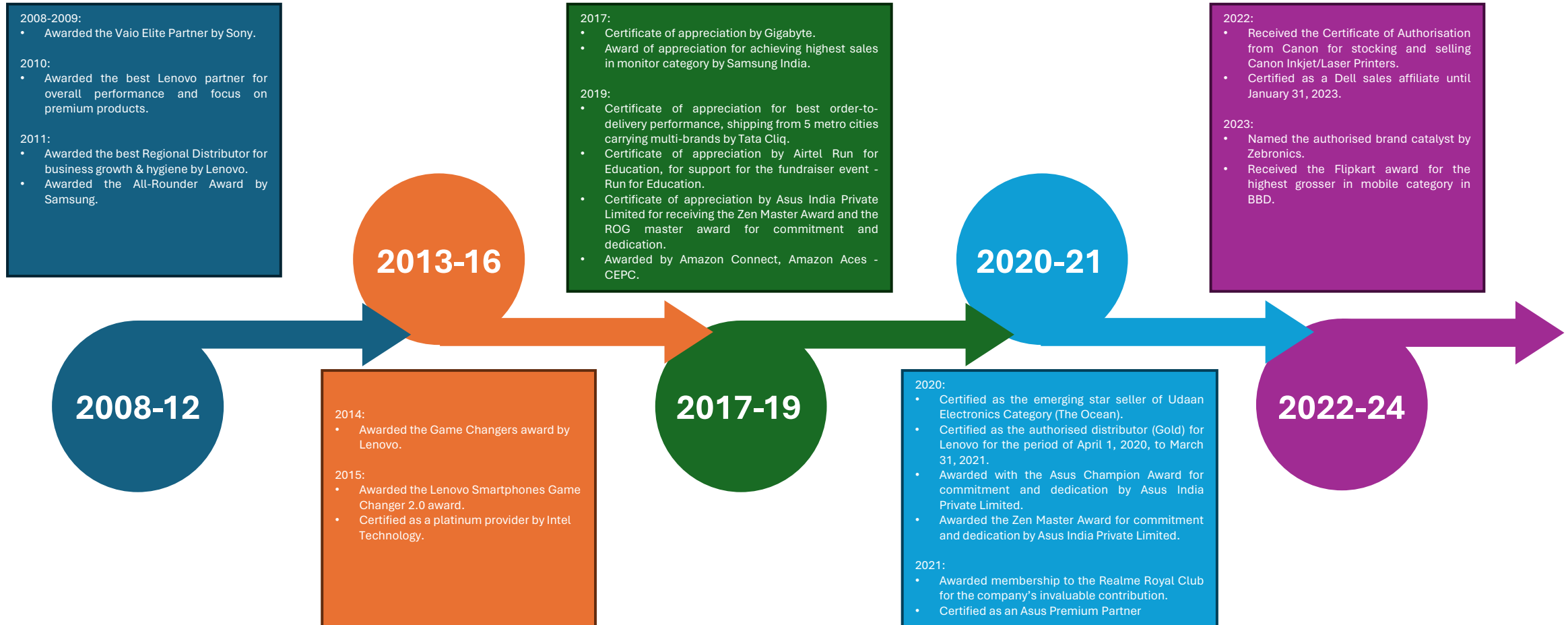
2021-2024



- Opened a new distribution office in Gurgaon, Haryana in 2021.
- Achieved a significant milestone with a successful Initial Public Offering in January 2023, followed by listing on the BSE SME platform.
- Expanded operations to Uttar Pradesh by opening an office in Lucknow in 2023.
- Opened our 30th retail store in 2024 in Noida, Uttar Pradesh.
- Achieved revenue of INR 1000 crore in the fiscal year 2024



Accolades



Business Verticals

RETAIL



We have a pan-India presence with physical brick-and-mortar retail stores offering a wide range of consumer electronics including PCs, desktops, AIOs, laptops, tablets, smart and feature phones, printers, scanners, print supplies, and IT hardware and mobile accessories. Our retail operations include ownership of HP World stores and Samsung Smart Cafes.

DISTRIBUTION

We are channel partners with top global brands of electronics, distributing in North and East India. We serve as tier 1 and tier 2 distributors for laptops, printers, smartphones, feature phones, electronic accessories, and IT hardware. Our distributor partners include renowned brands like HP, Samsung, Dell, Asus, Intel, Techno, Lenovo, Nokia, Xioami and more. Additionally, we engage in the buying and selling of mobile phones, PCs, laptops, and tablets to various wholesalers, leveraging our purchasing power and strong relationships to meet and fulfill market and customer demands.



E-Commerce



We have proudly positioned ourselves as leaders within the digital commerce domain, specialising in an extensive array of mobile devices and laptops, prominently showcased on two of the foremost e-commerce platforms, Flipkart and Amazon.

EXPORT

Beginning our export venture in 2023, we've swiftly become a reliable force in the market, facilitating the export of smartphones and laptops from India to the Middle East. Our expertise lies in seamless purchasing services, streamlined logistics channels, and fostering robust buyer relations. We've partnered with a third-party for the utilisation of two warehouses in Dubai.





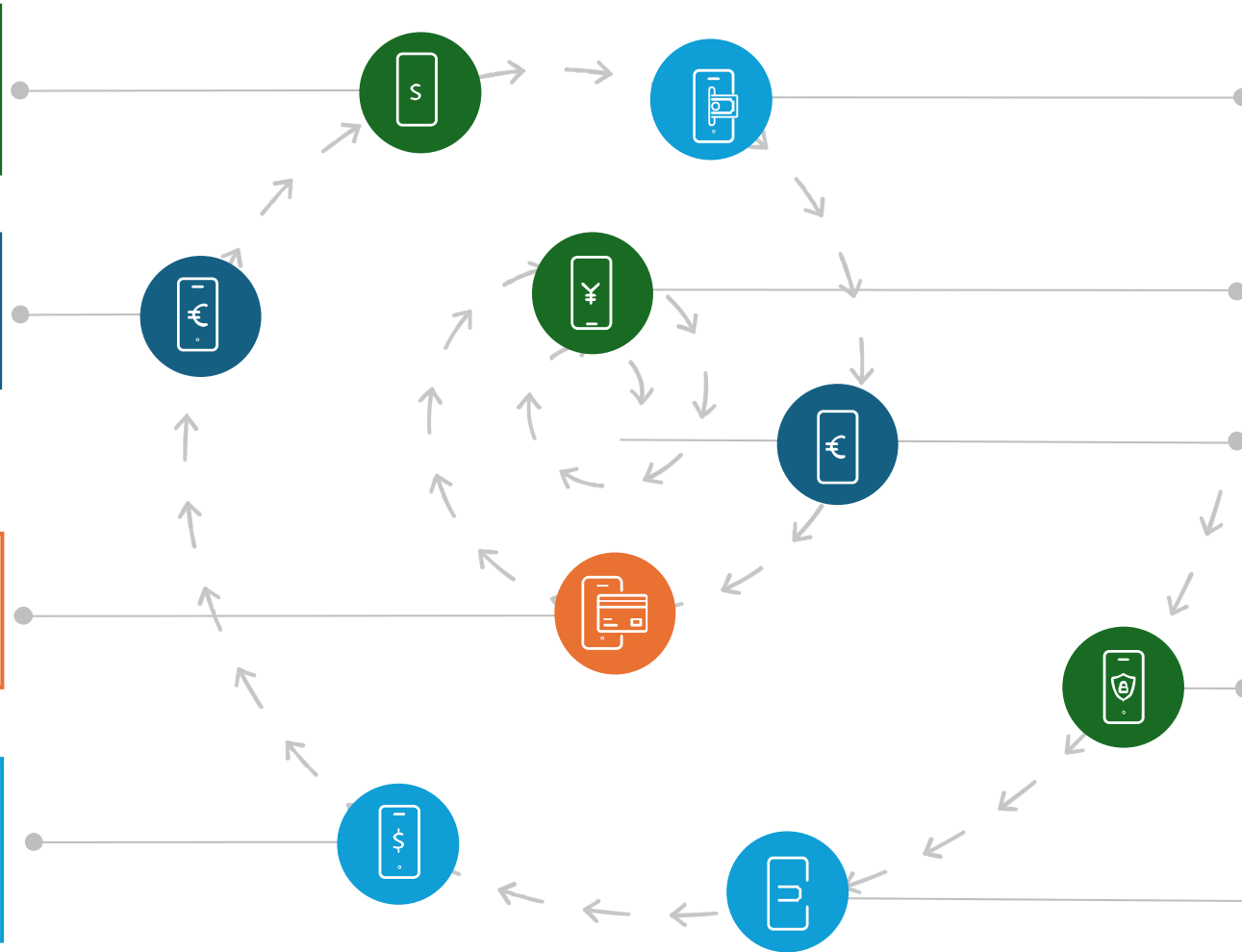
Products & Services Portfolio

Omni-channel Distribution and Retail Services
- Integrated distribution and retail services across multiple channels.
- Seamless customer experience across online and offline platforms.

Network and Security Solutions and Integration
- Comprehensive network infrastructure solutions.
- Integration of security measures to safeguard data and assets.

Logistics, Transportation, and Warehousing
- Efficient transportation and warehousing services.
- Streamlined logistics operations for timely delivery.

Electronics Maintenance and Repair, Warranty, and Customer Services
- Reliable maintenance and repair services for electronics.
- Warranty support and responsive customer service



Consumer and Commercial PCs, Desktops, All-in-ones, and Monitors
- High-quality PCs, desktops, and all-in-one computers for both consumer and commercial use.
- Wide range of monitors for various applications.

Consumer and Commercial Laptops and Tablets
- Durable laptops and tablets for personal and business use.
- Versatile devices suitable for various tasks and environments.

Smartphones and Feature Mobile Phones
- Innovative smartphones with advanced features.
- Feature mobile phones offering essential functionality.

Printers, Print Supplies, and Scanners
- Reliable printers and scanners for home and office use.
- Wide selection of print supplies for different printing needs.

IT Hardware and Peripherals, Smart Watches, and Mobile Accessories
- Essential IT hardware and peripherals for computing needs.
- Stylish smartwatches and practical mobile accessories for enhanced usability.



Supply Chain Network & Infrastructure



Market Access and Distribution Capability

- Nationwide presence targeting lucrative markets in India
- A product portfolio of diverse IT and Telecom products
- Collaborations with Flipkart and Amazon, utilising their warehouses and fulfillment centers across various cities.
- Brick-and-mortar retail stores in four states, including multi brand outlets (MBO), HP World, and Samsung Café.
- Collaboration with logistics and service partners both domestically and internationally.

3000+

Retail market stores reach

350+

Online retail cities

30

Retail stores

6

Office branches

11

Warehouses

11

GST registered states



Retail Infrastructure



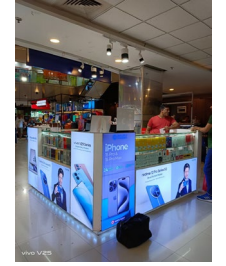
Mobile Store: EMALL, CR Avenue, Kolkata



IT Store: EMALL, CR Avenue, Kolkata



Mobile Store: CIT Road, Kolkata



Mobile Store: Axis Mall, New Town,
South Twenty-Four Parganas



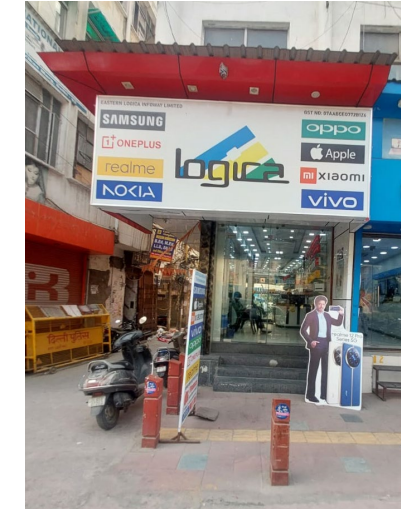
Samsung Café: Palam colony , South Delhi



Mobile Store: 31 Nehru Place Market,
New Delhi



Mobile Store: District Centre, Janakpuri,
New Delhi



Mobile Store: Vijay Block, Laxmi Nagar,
New Delhi

Total no. of Stores – 30 : West Bengal - 19, New Delhi – 8, Uttar Pradesh – 2, Haryana - 1



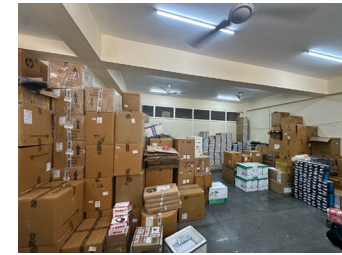
Warehouses



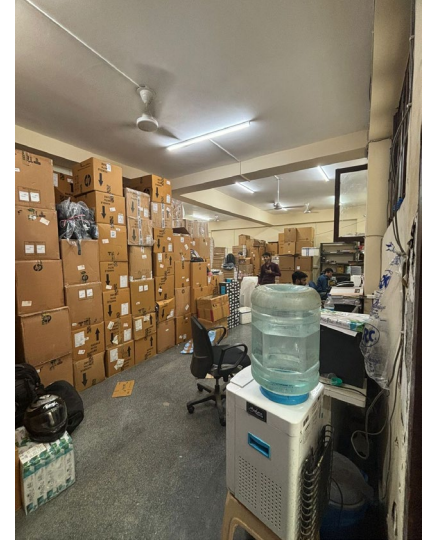
Kolkata, West Bengal



Noida, Uttar Pradesh



Okhla, New Delhi



Gurgaon, Haryana



Lucknow, Uttar Pradesh



Janakpuri, New Delhi



Laxmi Nagar, New Delhi

Total no. of Warehouses – 11 : West Bengal - 4, New Delhi – 4, Uttar Pradesh – 2, Haryana - 1



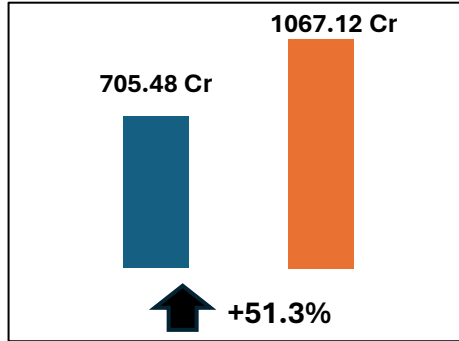
Our Brand and Channel Partners



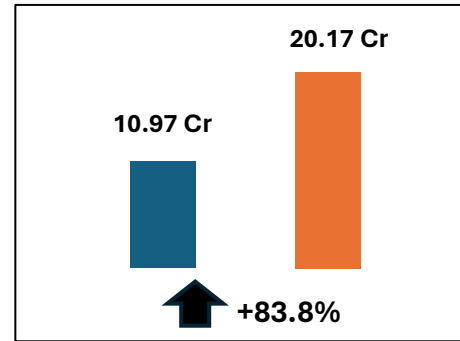


Financial Snapshot

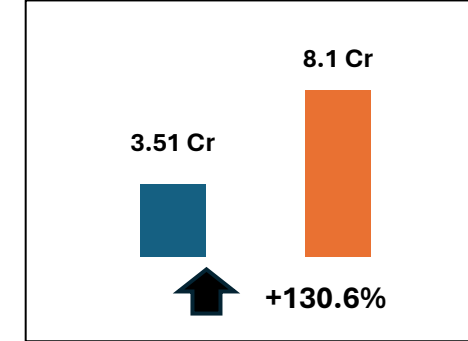
FY 2023-24



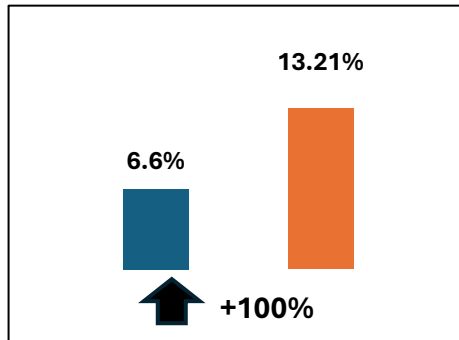
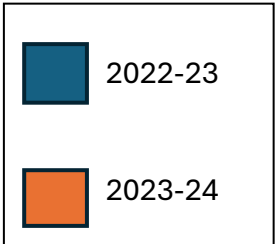
Revenue



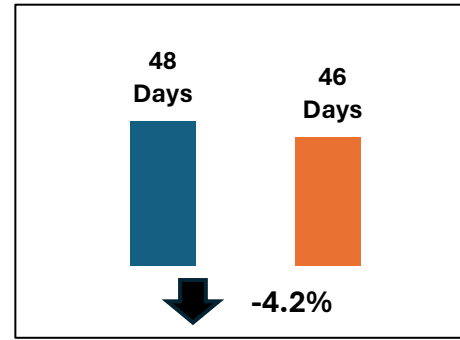
EBITDA



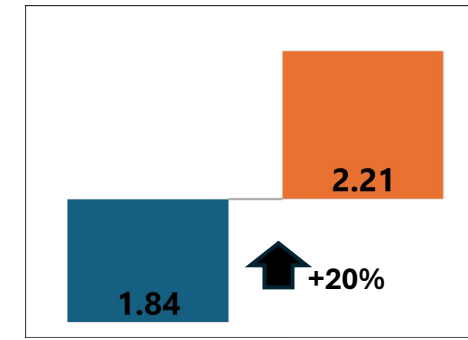
PAT



ROE



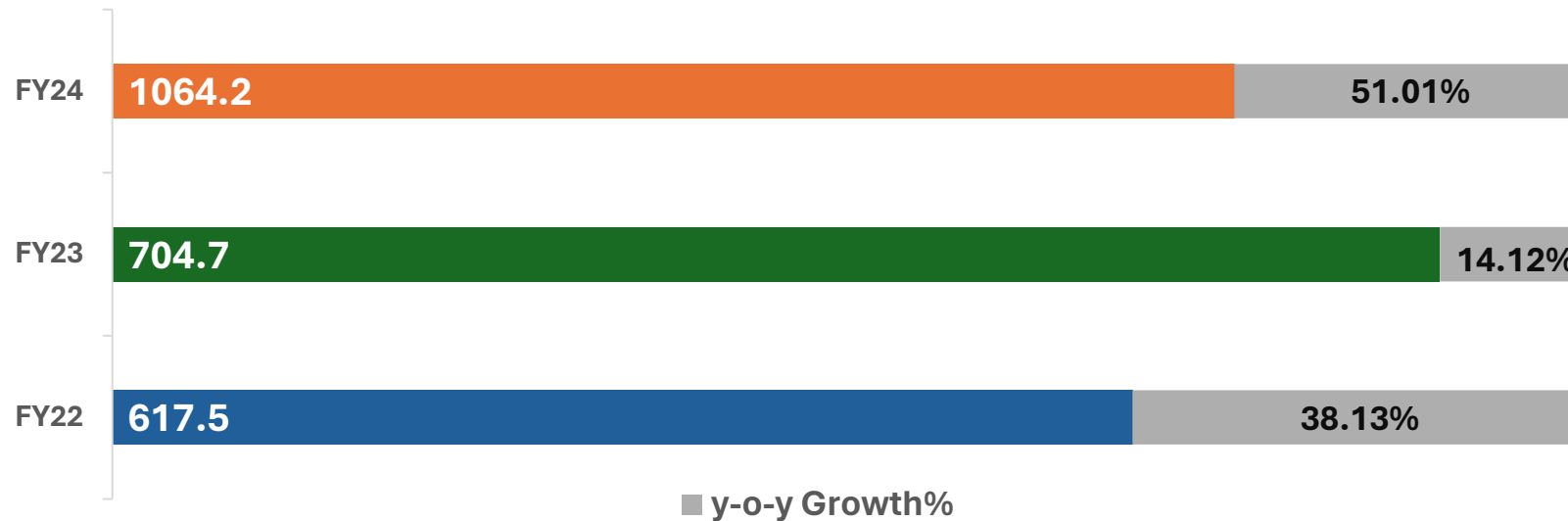
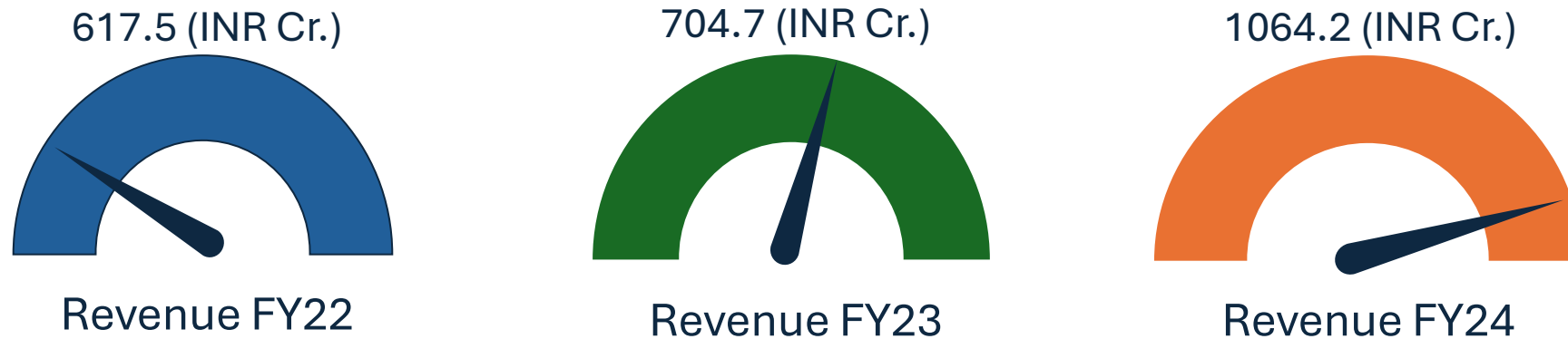
Average WC days



Interest Coverage Ratio



Revenue from Operations

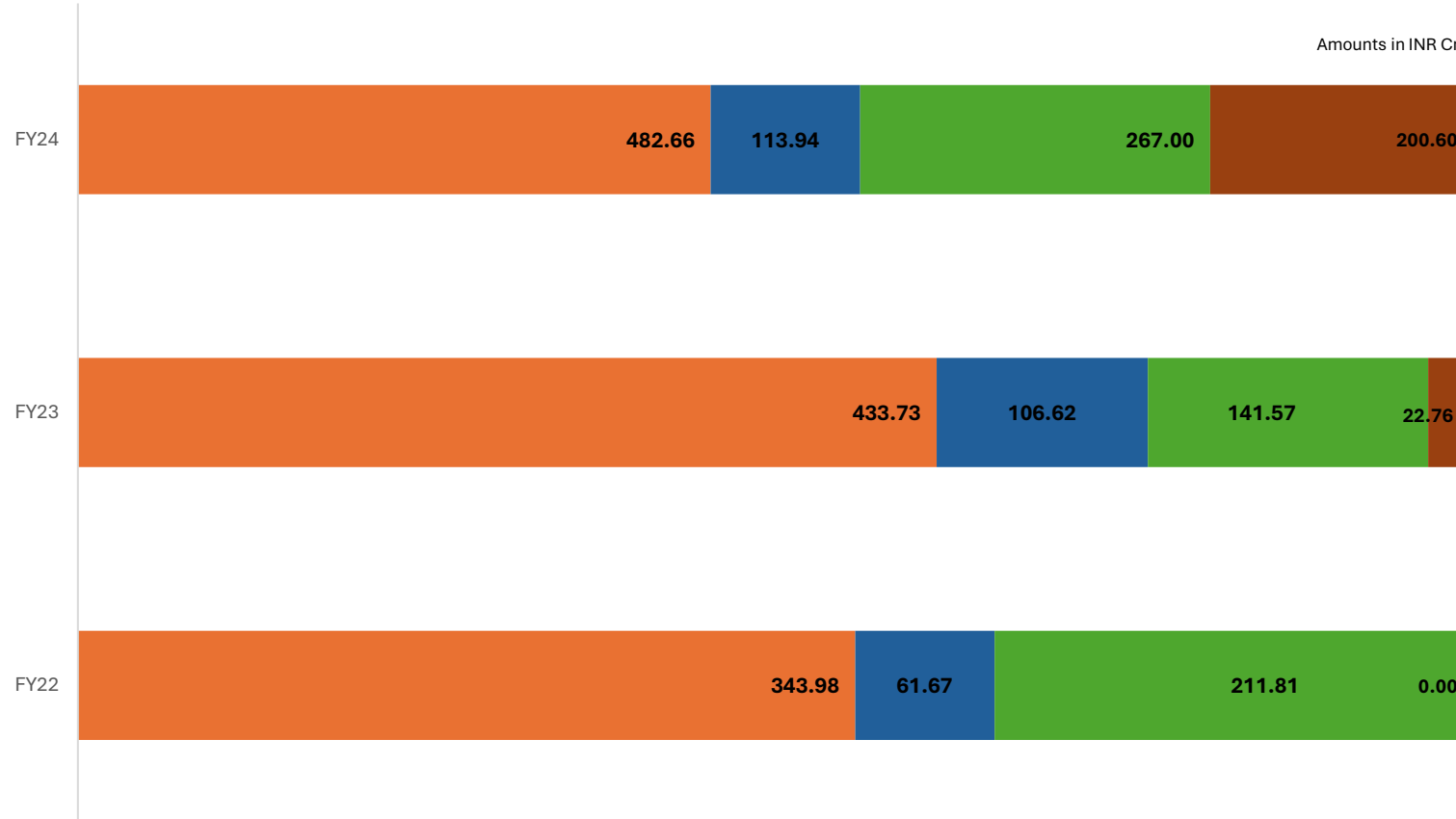




Earnings Segments

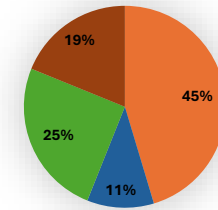
Revenue Bifurcation

Amounts in INR Cr

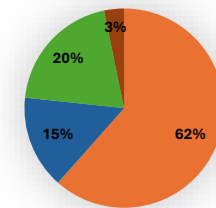


■ Distribution
 ■ Retail
 ■ E-Commerce
 ■ Export

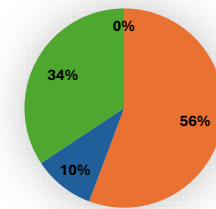
FY 2023-24



FY 2022-23

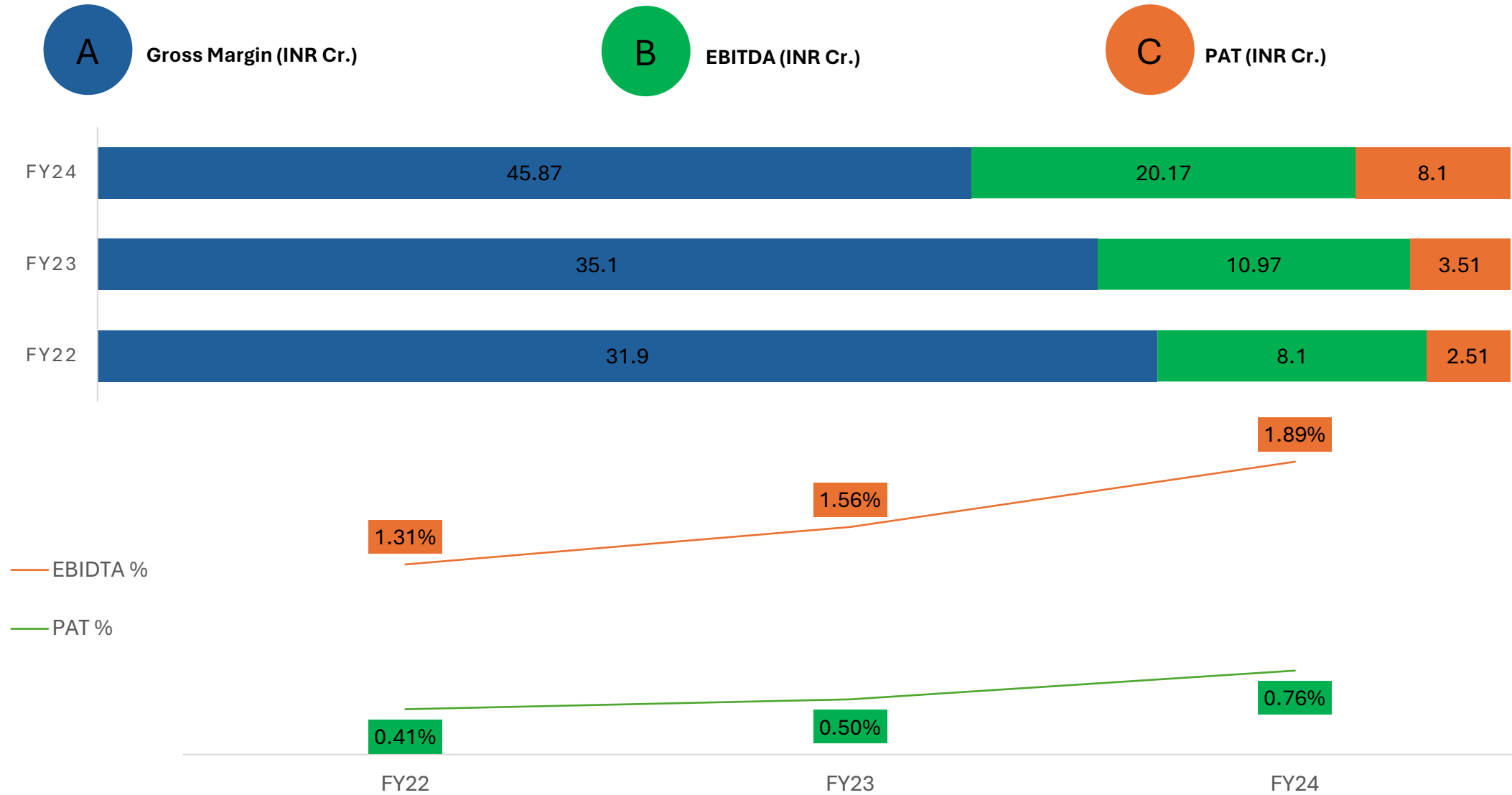


FY 2021-22



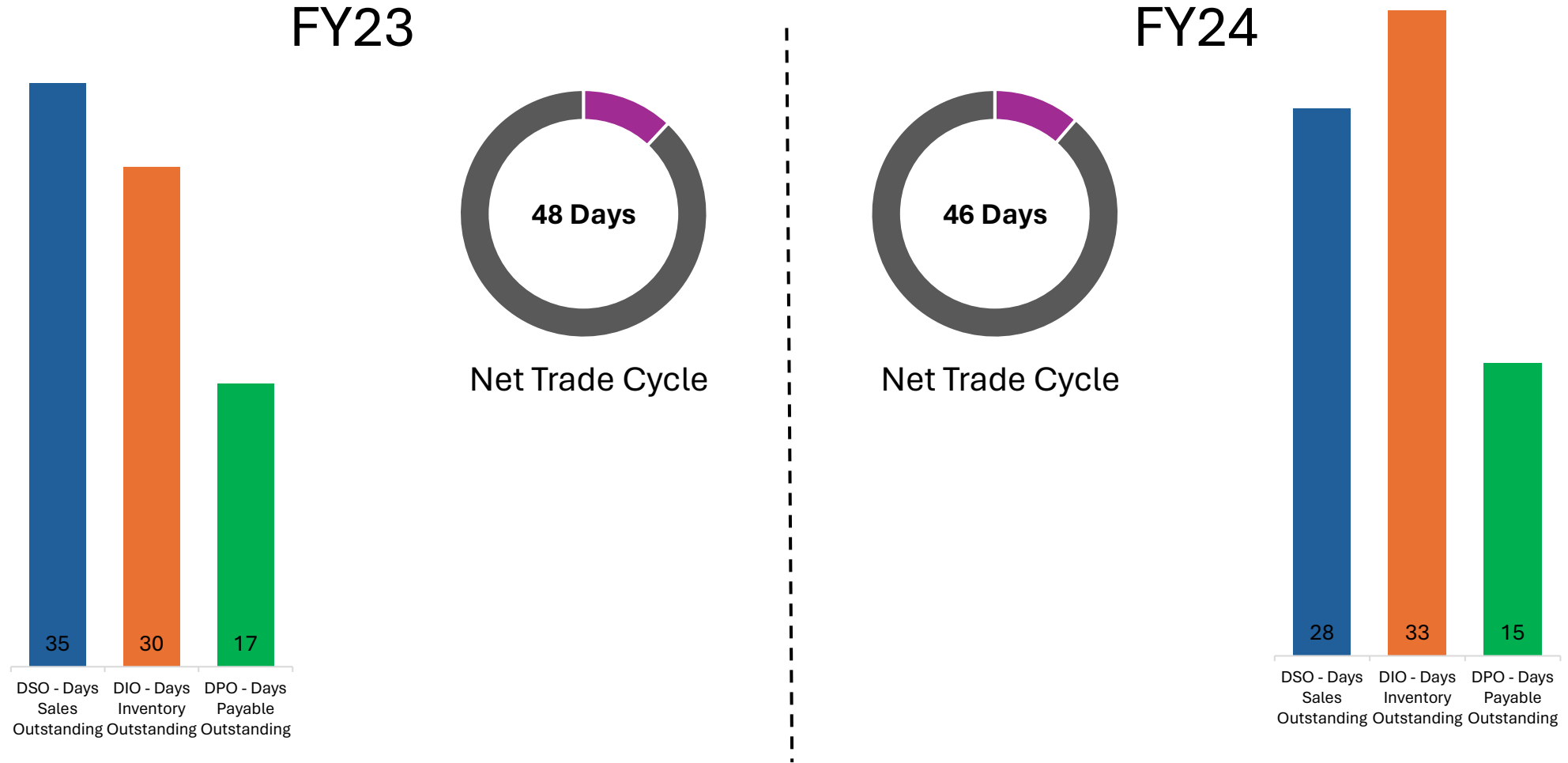


Profitability





Cash Conversion Cycle





Statement of Profit and Loss

Particulars (Amount in INR Cr.)	Year ended 31st March 2023	Year ended 31st March 2024
Revenue from Operations	704.68	1,064.24
Other Income	0.80	2.88
Total income	705.48	1,067.12
Material cost	669.83	1,058.58
Changes in Inventories	0.55	(37.33)
Cost of Goods Sold	670.38	1,021.24
Gross Profit	35.10	45.87
Employee benefit expenses	6.18	7.52
Other Expenses	17.95	18.18
Total expenses	24.13	25.70
EBITDA	10.97	20.17
Depreciation and amortization	0.19	0.14
EBIT	10.78	20.02
Finance cost	5.86	9.07
Profit before tax	4.92	10.96
Current Tax	1.33	2.80
Income tax for earlier year	-	0.04
Deferred Tax	0.08	0.02
Total Tax expense	1.41	2.86
Profit after tax	3.51	8.10



Statement of Financial Position

Particulars (Amount in INR Cr.)	As at 31st March 2023	As at 31st March 2024
Non-current assets		
Fixed & Tangible Assets	0.48	0.90
Non-current investments	2.08	12.77
Other non-current assets	11.65	11.42
Deferred tax assets (net)	0.25	0.23
Total non-current assets	14.46	25.31
Current assets		
Inventories	55.48	92.81
Trade receivables	68.31	80.78
Cash and bank balances	0.47	0.67
Loan and advances	2.04	1.94
Other current assets	13.36	16.71
Total current assets	139.66	192.91
Total assets	154.12	218.23
Equity		
Equity share capital	2.85	17.10
Reserves & surplus	50.33	44.17
Total equity	53.18	61.27
Non-current liabilities		
Long term borrowings	3.80	1.73
Other long term liabilities	0.63	0.74
Total non-current liabilities	4.43	2.46
Current liabilities		
Short term borrowings	60.11	106.20
Trade payables	30.46	41.90
Short term Provisions	1.34	2.80
Other current liabilities	4.60	3.60
Total current liabilities	96.51	154.50
Total equity and liabilities	154.12	218.23



FY 2024 Financial Summary & Strategic Outlook for FY 2025E

Retail Stores:

In FY24, we operated 14 multi-brand IT and Telecom retail outlets in West Bengal and Delhi, generating revenue of Rs. 113.94 crore. Looking ahead to FY25E, our strategy is to transition into a large format retailer, increasing our store count to 50. This expansion will include exclusive Samsung cafes, HP world stores, and MBO outlets, primarily located in West Bengal, Delhi-NCR, UP, Haryana, and other strategic locations across India. This significant expansion is projected to increase our retail revenue by 75%, reaching an estimated Rs. 200.00 crore, thereby substantially boosting our top line.

E-Commerce:

In FY24, our e-commerce segment, conducted through platforms like Amazon and Flipkart, generated Rs. 267 crore in revenue. In FY25E, we are expanding our partnerships to include new brands such as Realme and OnePlus, which hold significant shares in the premium market segment. We are also in the process of securing a dedicated Amazon account manager to optimise our sales strategies, which we anticipate will increase our e-commerce revenue by 60-65%, reaching approximately Rs. 400 crore.

Expected Revenue Growth: From Rs. 1064.2 crore in FY24 to an anticipated Rs. 1500 crore in FY25E.



Exports:

Our export operations commenced in February 2023. In FY24, we contributed a substantial Rs. 200.60 crore to our revenue. We are currently exporting mobile phones and laptops exclusively to the Middle East. In FY25E, we aim to broaden our export territories to include Africa, Russia, and the USA. Additionally, we plan to diversify our product portfolio to include electronic wearables and IT hardware and peripherals. This strategic expansion is expected to increase our export revenues by 80%, aiming for a target of Rs. 350 crore.

Distribution:

In FY24 our distribution network included brands like Nokia, HP, Asus, Lenovo, and Techno Mobile, and the segment contributed Rs. 482.66 crore towards our revenue. In FY25E, we are in the process of expanding our portfolio by partnering with Samsung to distribute the Samsung Note PC in the Delhi-NCR region. We plan to extend this distribution to West Bengal and UP, while progressively expanding our channels through North and East India. We also aim to acquire the distribution rights for a prominent mobile brand with a market share exceeding 15% in India. Our optimistic projection is a 15% growth in our distribution sector, targeting revenues of Rs. 550 crore.



Future Course



Financial Goals:

- **Double Sales Revenue:** Aim to double sales revenue within two years, emphasizing increased profitability through higher margins supported by the retail sector.
- **Working Capital Efficiency:** Focus on improving the efficiency of working capital to optimize financial resources and reduce operational costs.



Strategic Goals:

- **Retail Expansion:** Target a 75% growth in the retail business by opening additional stores in strategic locations across North and East India, offering a wider range of high-margin products such as PCs, AIOs, and IT hardware.
- **Global Partnerships:** Forge ties with vendors and partners worldwide to channel larger quantities of mobiles, laptops, wearables, and accessories at higher margins.
- **Brand Acquisition:** We intend to pursue the acquisition of a leading mobile brand to enhance our regional or national distribution capabilities.
- **E-commerce Enhancement:** We will undertake sustained efforts to optimize purchase rates, increase buying quantities, achieve rapid inventory turnover, and secure exclusive or leading seller status with top brands.

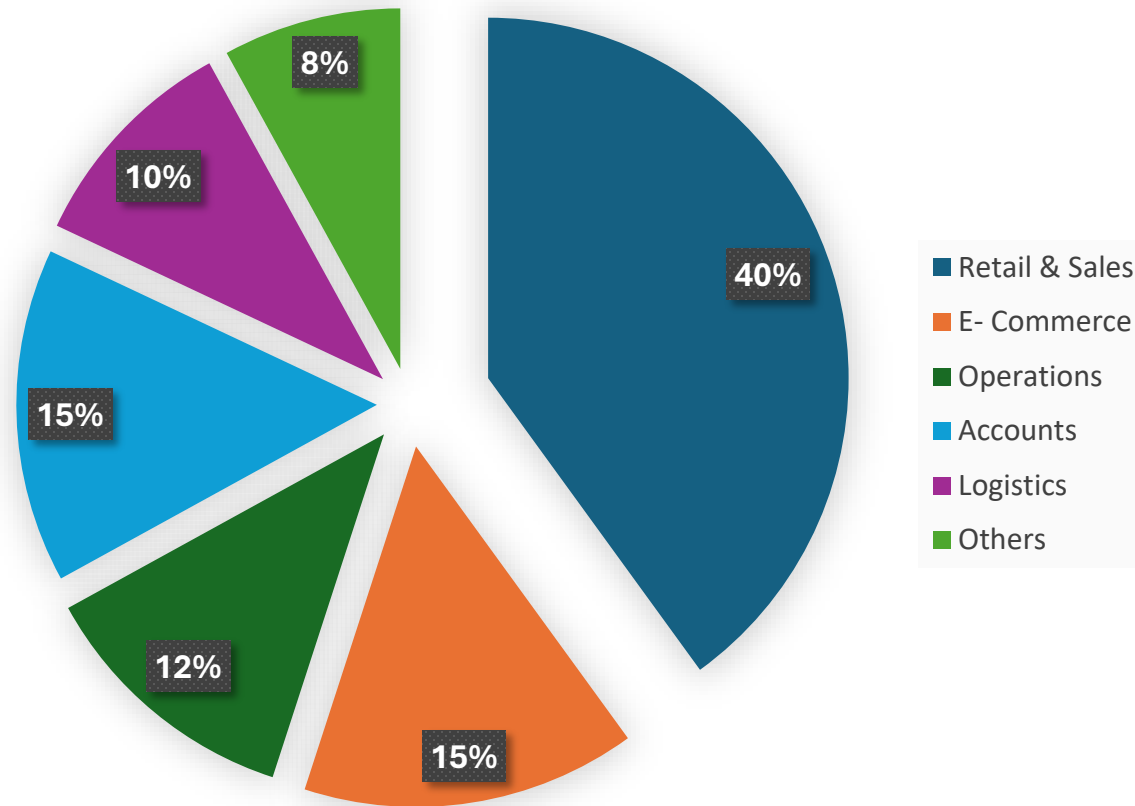


Operational Goals:

- **SAP Integration:** Aim to implement SAP software across the company's backend management system to streamline operations and improve data accuracy.
- **Workforce Optimization:** Aim to maximize workforce efficiency and output to enhance sales revenue and profitability by employing highly qualified business managers.
- **Vendor Partnerships:** Further develop relationships with additional vendors to enable more affordable purchasing, allowing for sales at higher margins in the retail channel.



Workforce Size and Composition



Total Employee
Count – 200+
(as of March 2024)





Leadership Team

Executive & Non-Executive Directors



GAURAV GOEL

Founder, Chairman cum
Managing Director



SHWETA GOEL

Whole-Time Director



RAKESH KUMAR GOEL

Non-Executive Director

Independent Directors



DINESH ARYA

Independent Director



NIL KAMAL SAMANTA

Independent Director



VINITA SARAF

Independent Director

Key Managerial Personnel



SUNDEEP MISHRA

Chief Operating Officer



DEEPAK KUMAR JHA

Chief Financial Officer



ANKUR BHUTANI

Chief Operating Officer



PRIYANKA BAID

Company Secretary



Email id - cs@logicainfoway.com