BHATIA COMMUNICATIONS & RETAIL (INDIA) LIMITED

BHATIA'S®
The mobile one stop shop

CIN: L32109GJ2008PLC053336

Regd Off: 132, Dr. Ambedkar Shopping Centre, Ring Road, Surat-395002
Email: info@bhatiamobile.com, Ph: 0261-2349892
Website : www.bhatiamobile.com

Date: 22-09-2021

To
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001

Scrip ID/Code : BHATIA/540956

Subject : Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

In compliance with Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. Kindly find enclosed herewith a copy of Results presentation with respect to the Financial results for the Quarter ended 30th June, 2021 of the company.

Kindly take the above information on record and oblige.

Thanking you.
Yours Faithfully.

For Bhatia Communications & Retail (India) Limited

BHATIA COMMUNICATIONS & RETAIL (I) LTD. SURAT

Sanjeev Harbanslal Bhatia
Managing Director
DIN: 02063671

Place: Surat
Encl: As Above

Q1 FY2022 EARNINGS PRESENTATION

Bhatia Communications & Retail (India) Limited

BHATIA'S®
The mobile one stop shop

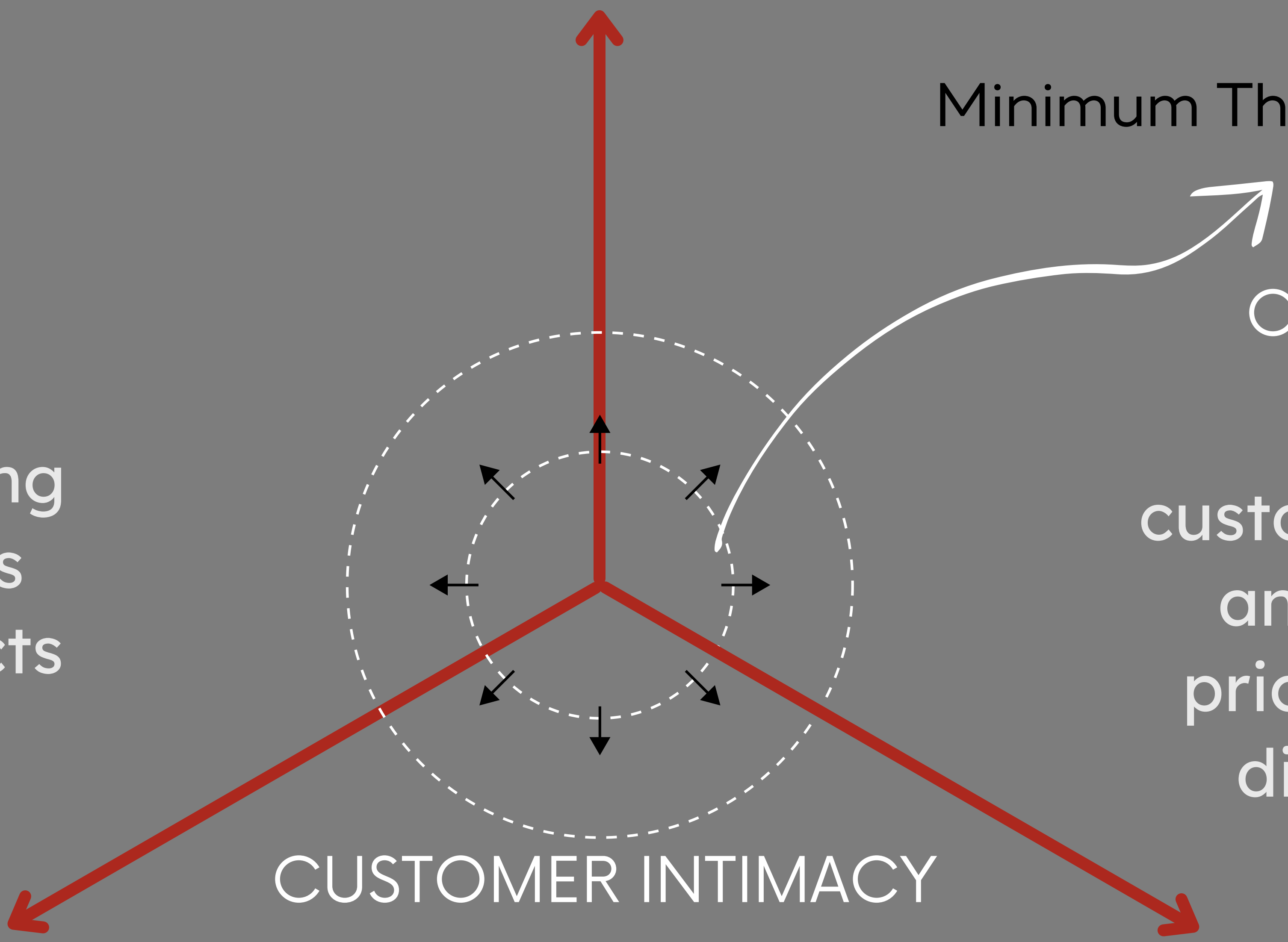
Safe Harbour

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Bhatia Communications & Retail (India) Limited (the “Company”) solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company. This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. All product names, logos, and brands are property of their respective owners. All company, product and service names used in this presentation are for identification purposes only. Use of these names, logos, and brands does not imply endorsement. Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guaranteeing of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. 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. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

List of Contents

Business Overview

Value Discipline Model



PRODUCT LEADERSHIP

We are consistently striving to provide our customers with leading-edge products at the lowest prices

Best Product

OPERATIONAL EXCELLENCE

We aim to provide our customers with reliable products and services at competitive prices, delivered with minimal difficulty or inconvenience

Best Cost

CUSTOMER INTIMACY

We deliver value by being a customer intimate company catering not just the wants but providing that extra service

Best Solution

Problem

Quality Electronic Products with after-purchase customer service.

Existing Alternatives

There are regional players, having minimal presence, but they're unable to provide end-to end solution. However, there is competition from large retail giants, but we have been easily able to compete with them.

Solution

PAN Gujarat presence with 100+ outlets, providing premium quality Electronic products of various brands.

Key Metrics

Conversion rate – 98%

Proportion of customers entering the store and ending up buying a product.

Unique Value Proposition

Bhatia Communications & Retail (India) Limited is moving up the value chain increasing outlets with multiple products.

After Sales customer service.

First-mover advantage with strategically locating new stores.

High Level Concept

Smart Phones and Electronic Gadgets are no more considered a luxury item, they are necessities for everyone.

Unfair Advantage

- Competitive pricing.
- Customer Service.
- Wide range of products.
- Strong distribution network across Surat city

Channels

Direct marketing, social media, ads along with tie-up with Financial Channel Partners is helping the company reach wider audience.

Customer Segments

- 18+ age group.
- Shift witnessed from lowrange mobile phones to premium smart phones.
- Average range of smartphones ~ ₹10,000 - ₹15,000

Early Adopters

- The company is updated with the current trend in handsets and other electronic devices.
- Strategically opening stores in locations where no regional or big retail player has its presence gaining first mover advantage.

Major Costs

- Stock Purchase.
- Employee Expenses.

Revenue Streams

Diversification of Products:

Company's perennial flow of revenue comes from a wide range of products, thus making sure that the company is in a good wicket to take advantage of the blooming industry.

Offline Continues to Offer Everything Online Can't.

Personal Customer Service, which is especially important for Indians when it comes to Electronics.

After Sales Service, any customer can walk-in anytime after a sale for additional support, this bolsters repeat purchases.

Tangible marketing, only offline stores enable consumers to come and try the product themselves before buying.

Focus Areas

Marketing

Operations

Sales

Supply Chain

Key Metrics

98%	1,05,440	₹5,060
Conversion Rate	Total Sq. Feet	Revenue Per Sq. Ft

Number of Stores: An Overview

44

Multi Product Outlets incl. Mobile Phones

Mobile Phones and Accessories

64

108

Owned Retail Stores

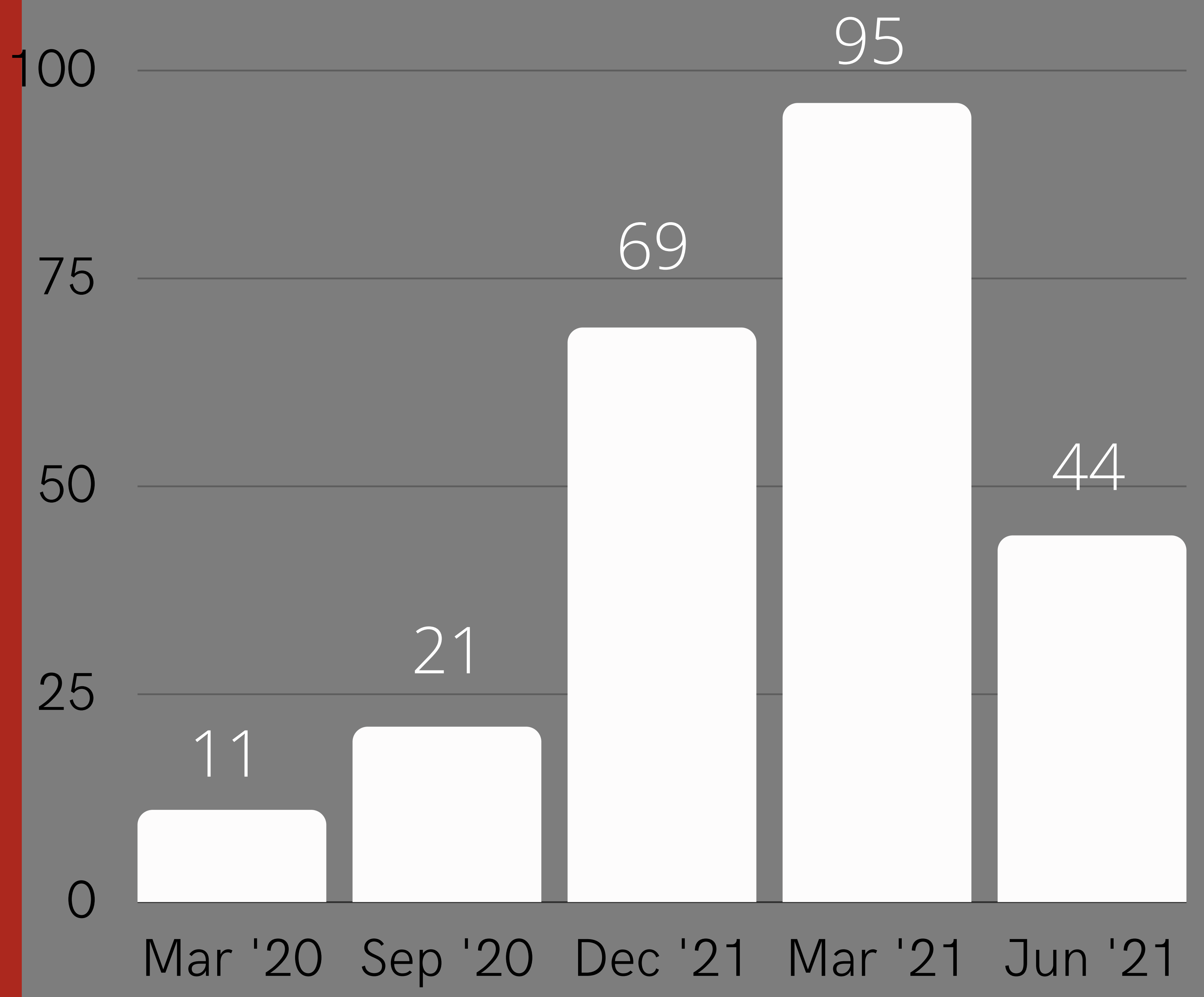
Franchised Retail Stores

14

122

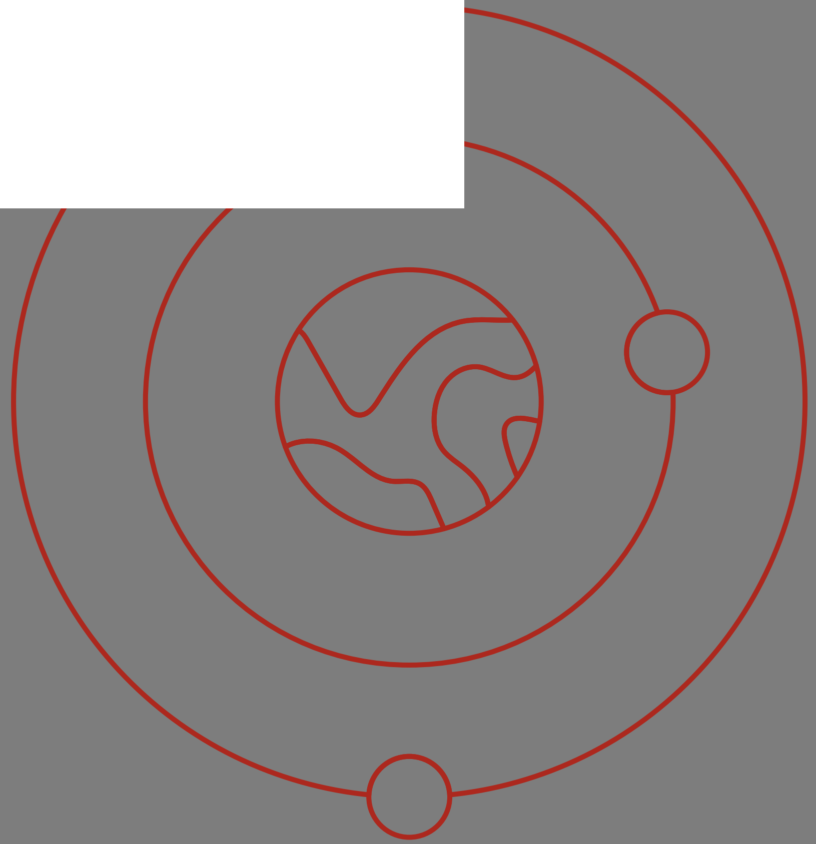
Total Stores

Inventories re-shuffling has led to re-classification of multi-product outlet & non-multi-product outlet.



Number of Multi-Product Outlets

Revenue Breakup



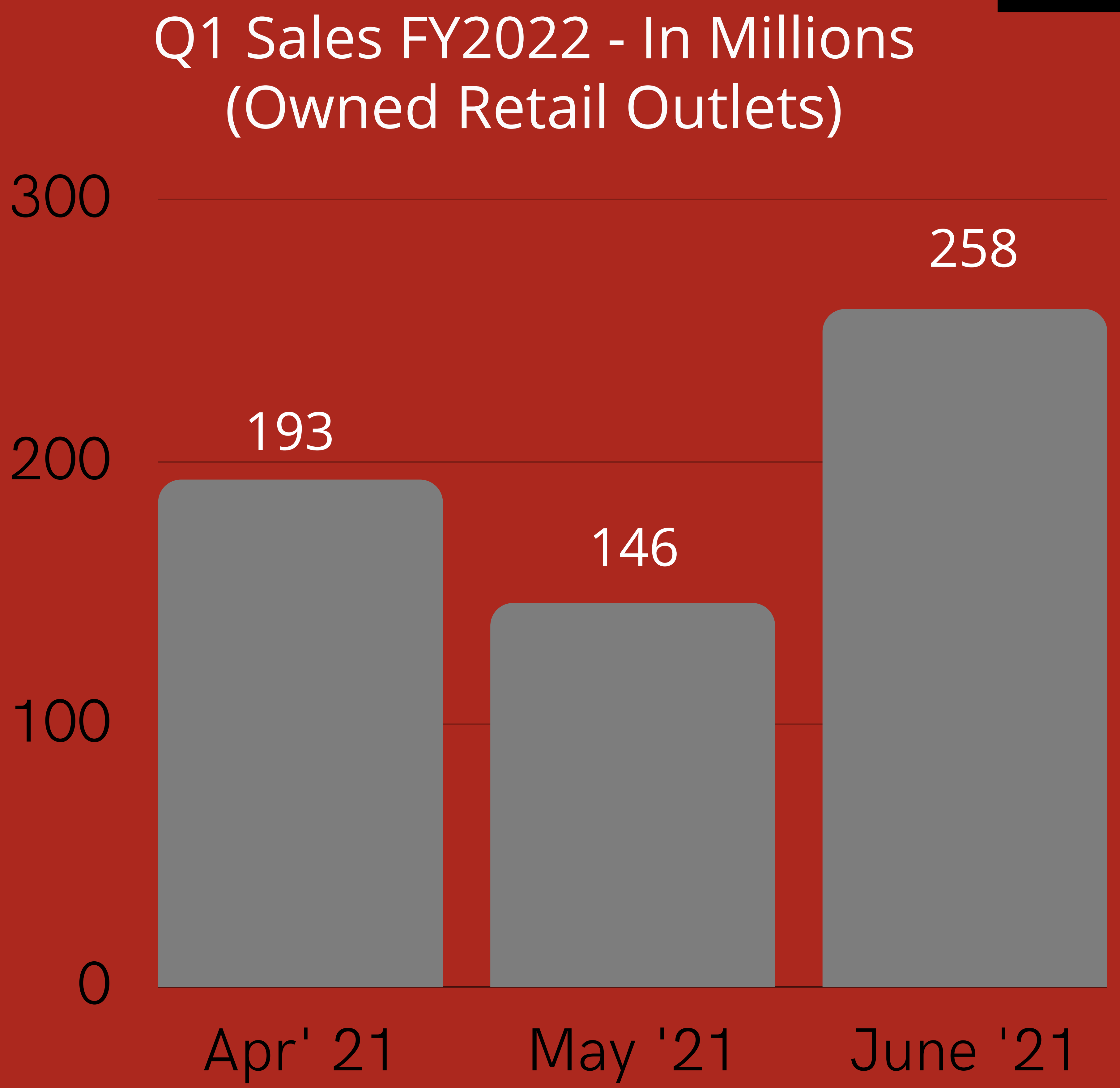
8.4%

FRANCHISED RETAIL STORES

91.6%

OWNED RETAIL STORES

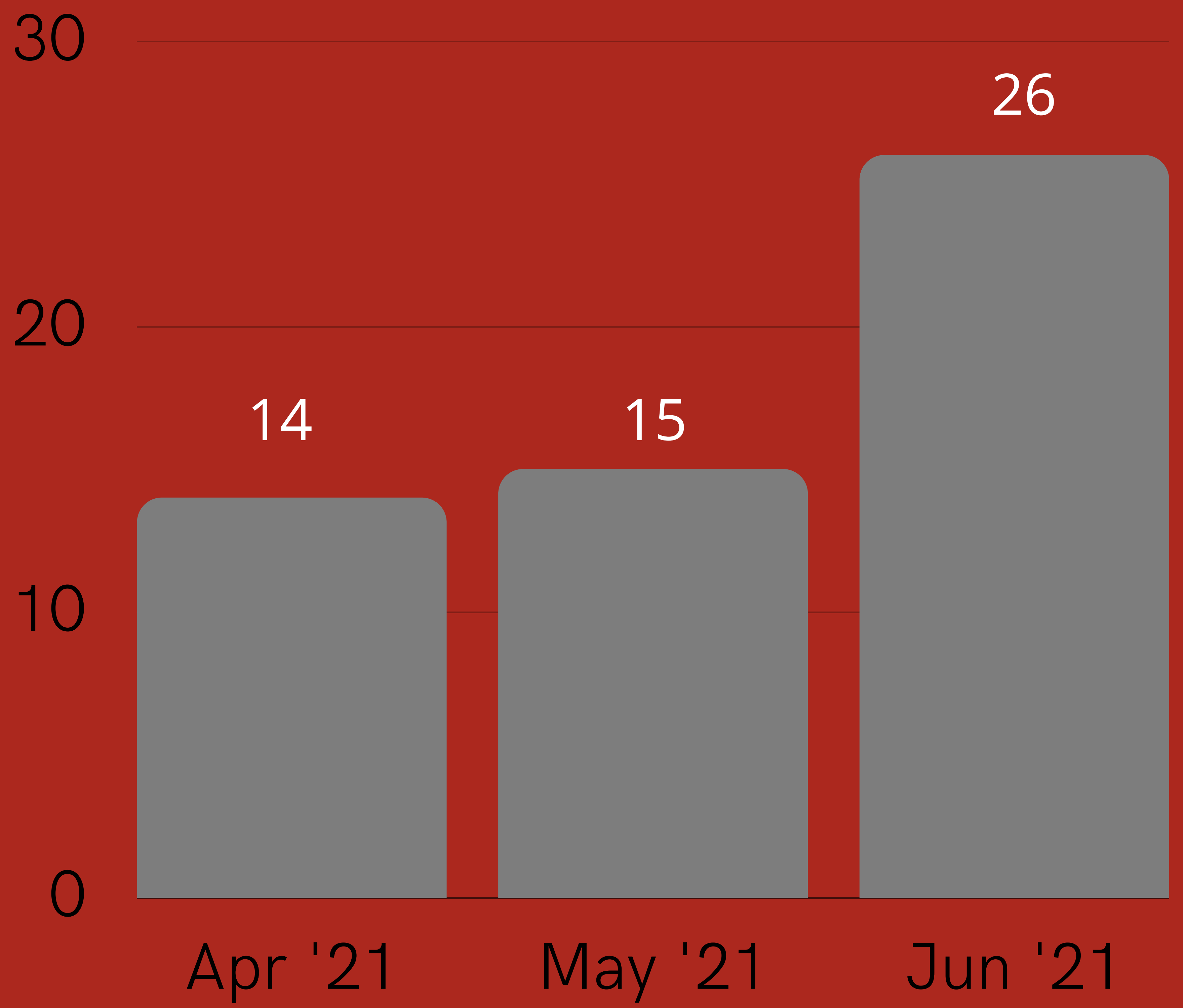
OWNED RETAIL STORES



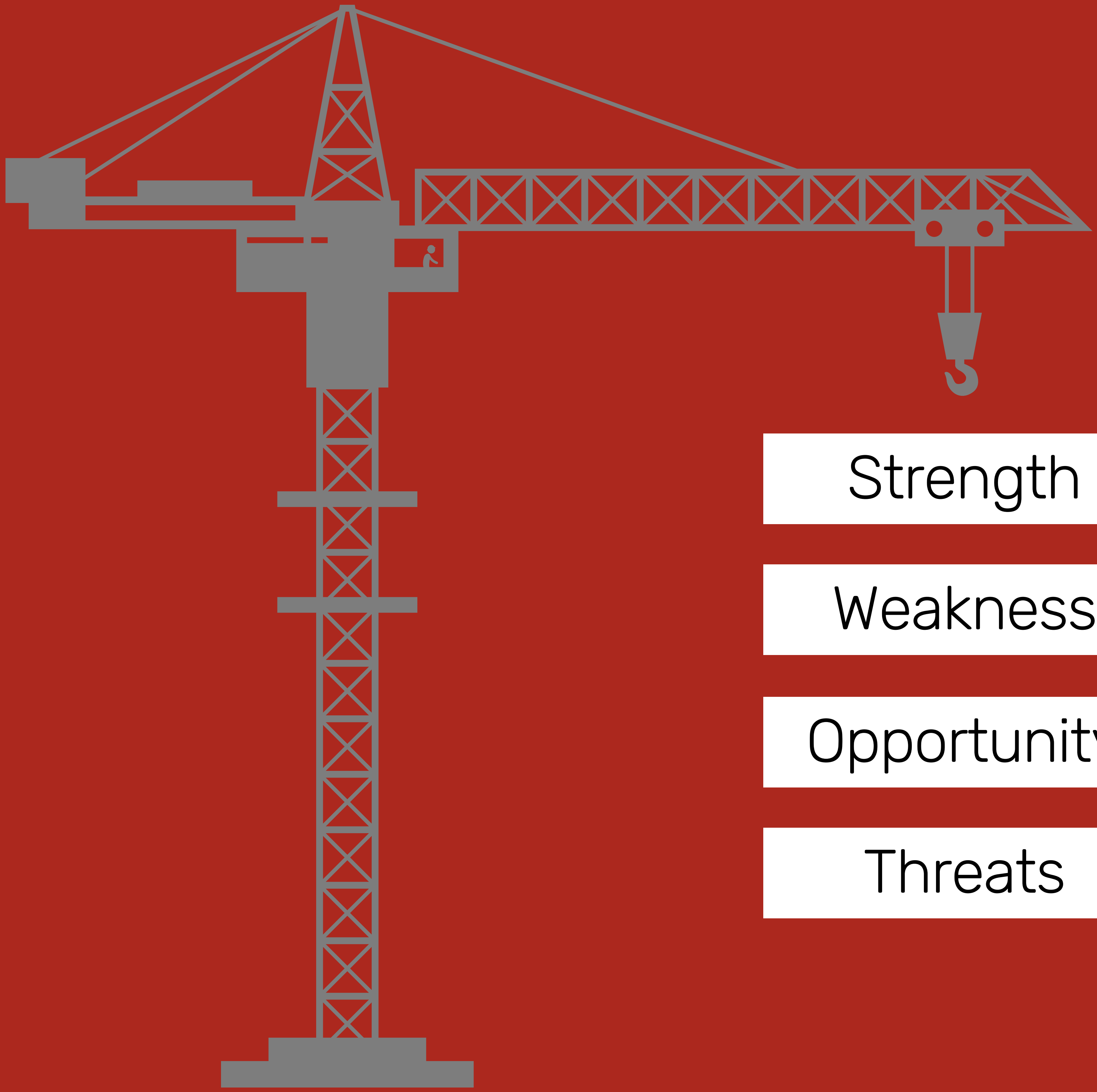
Sales amount (without) net of returns; after GST

FRANCHISED RETAIL STORES

Q1 Sales FY2022 - In Millions
(Owned Retail Outlets)



Sales amount (without) net of returns; after GST



- Strength
- Weakness
- Opportunity
- Threats

STRENGTH

- Experienced Team
- Active Marketers
- Diversified Products
- 1000+ trained advisors

WEAKNESS

- Limited Mobile Infra in Gujarat
- Lack of Resources compared to giants players.

OPPORTUNITIES

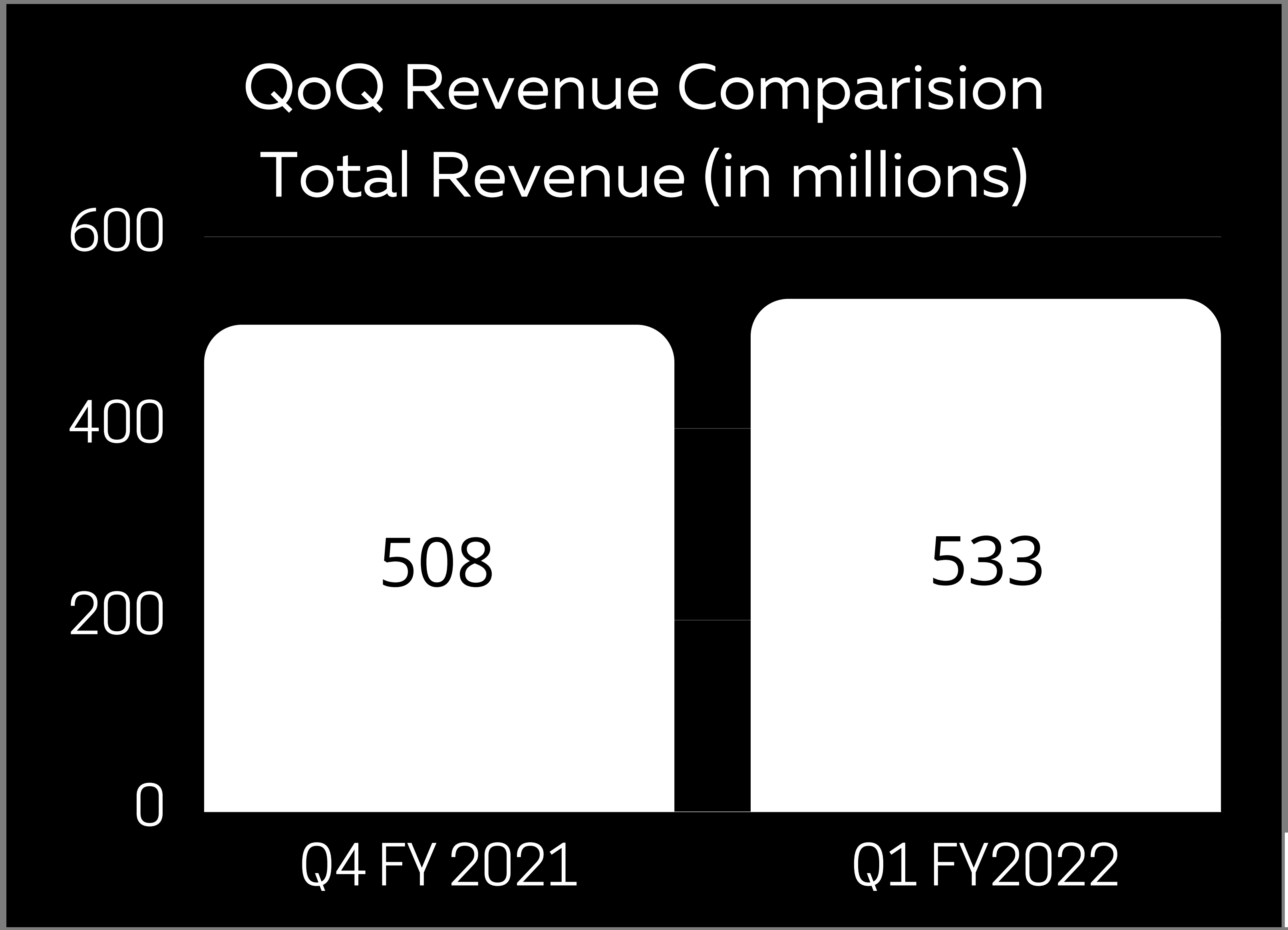
- Low penetration of smartphones and other appliances.
- People shifting to smartphones with rising disposable income.

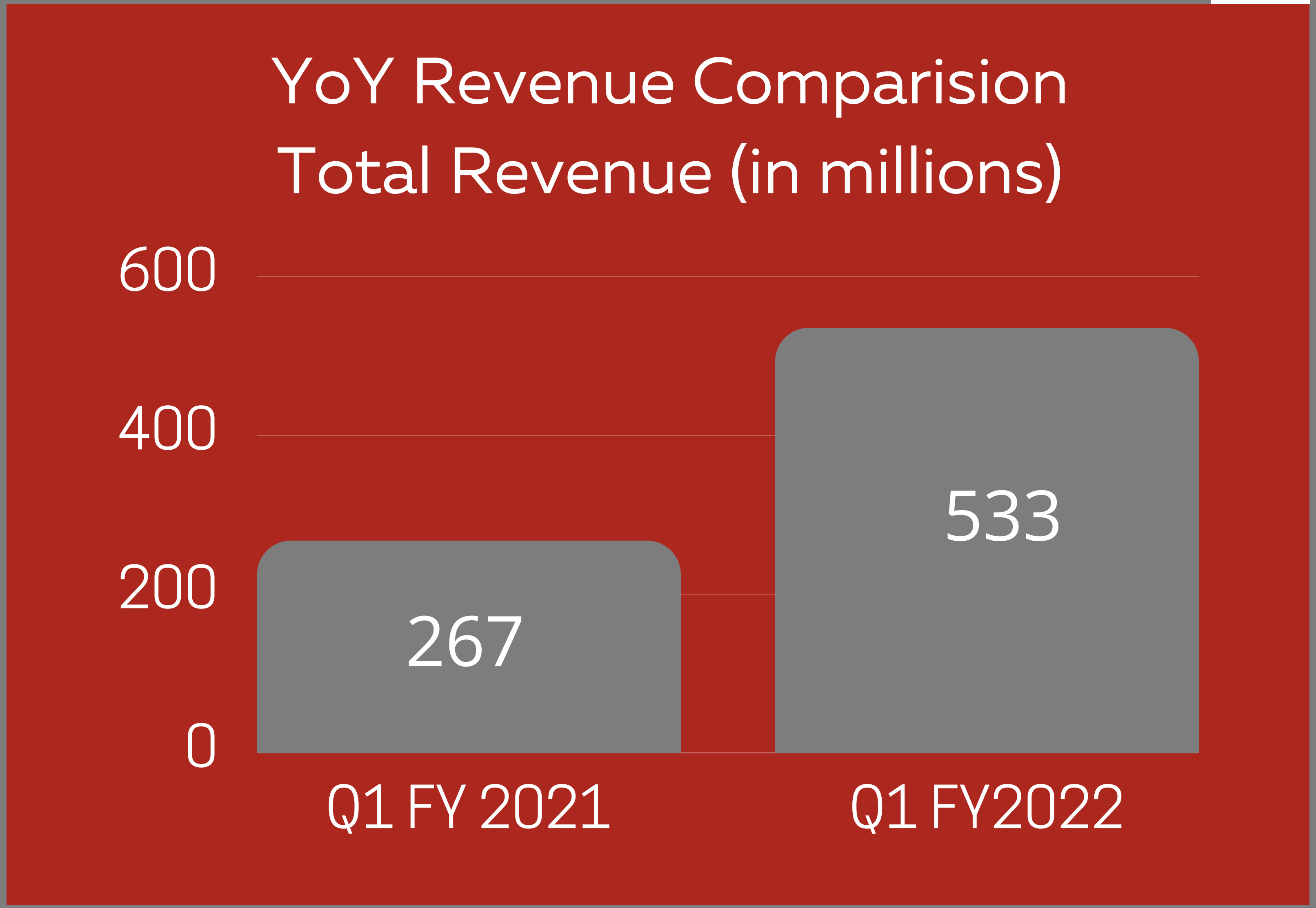
THREATS

- Huge Competition.
- Low entry barriers for new players
- Rise of e-commerce industry.

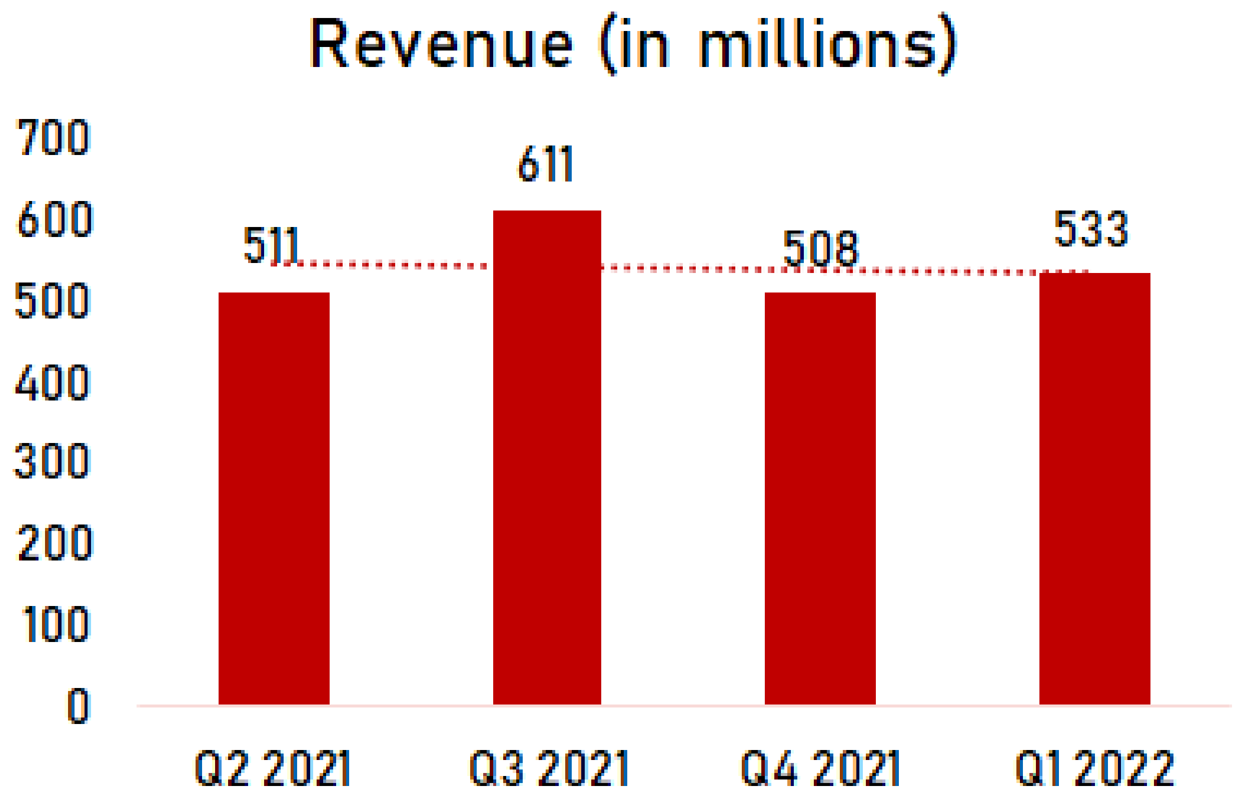
Financial Highlights

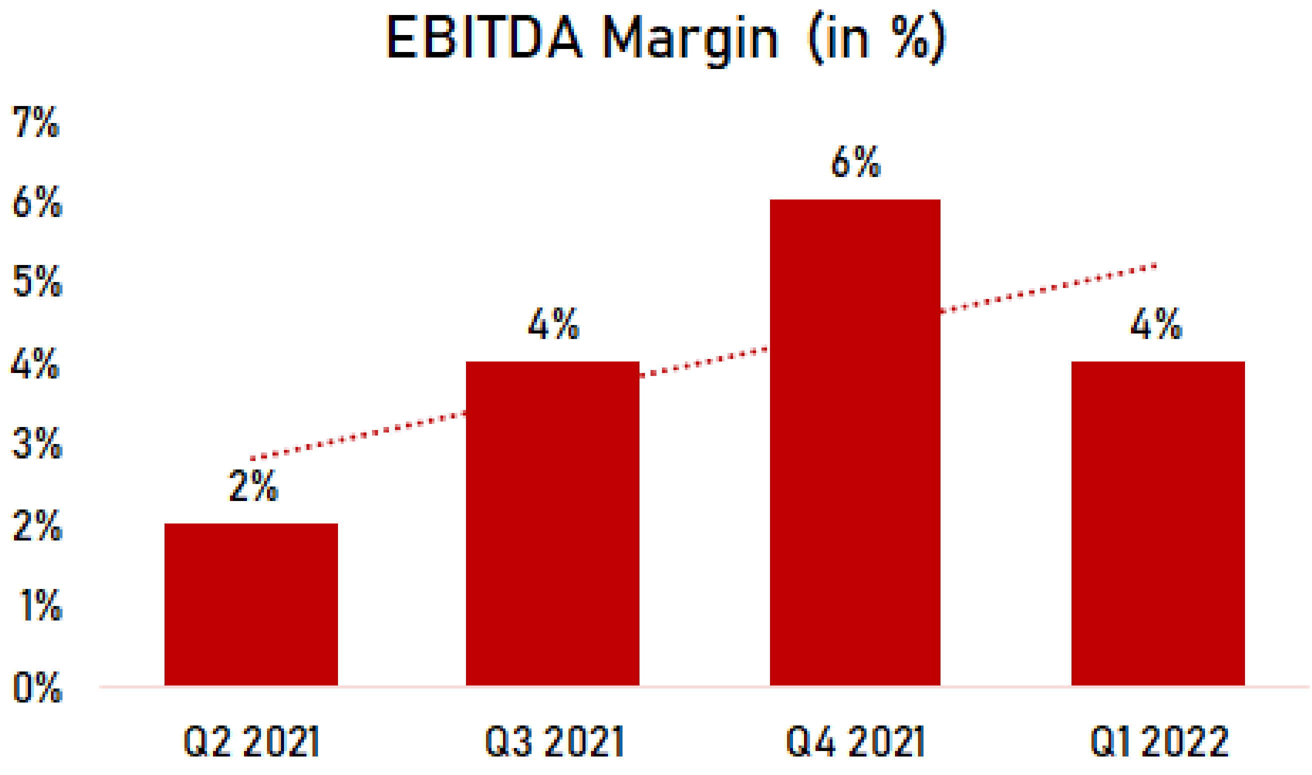
Financial Performance: Total Revenue

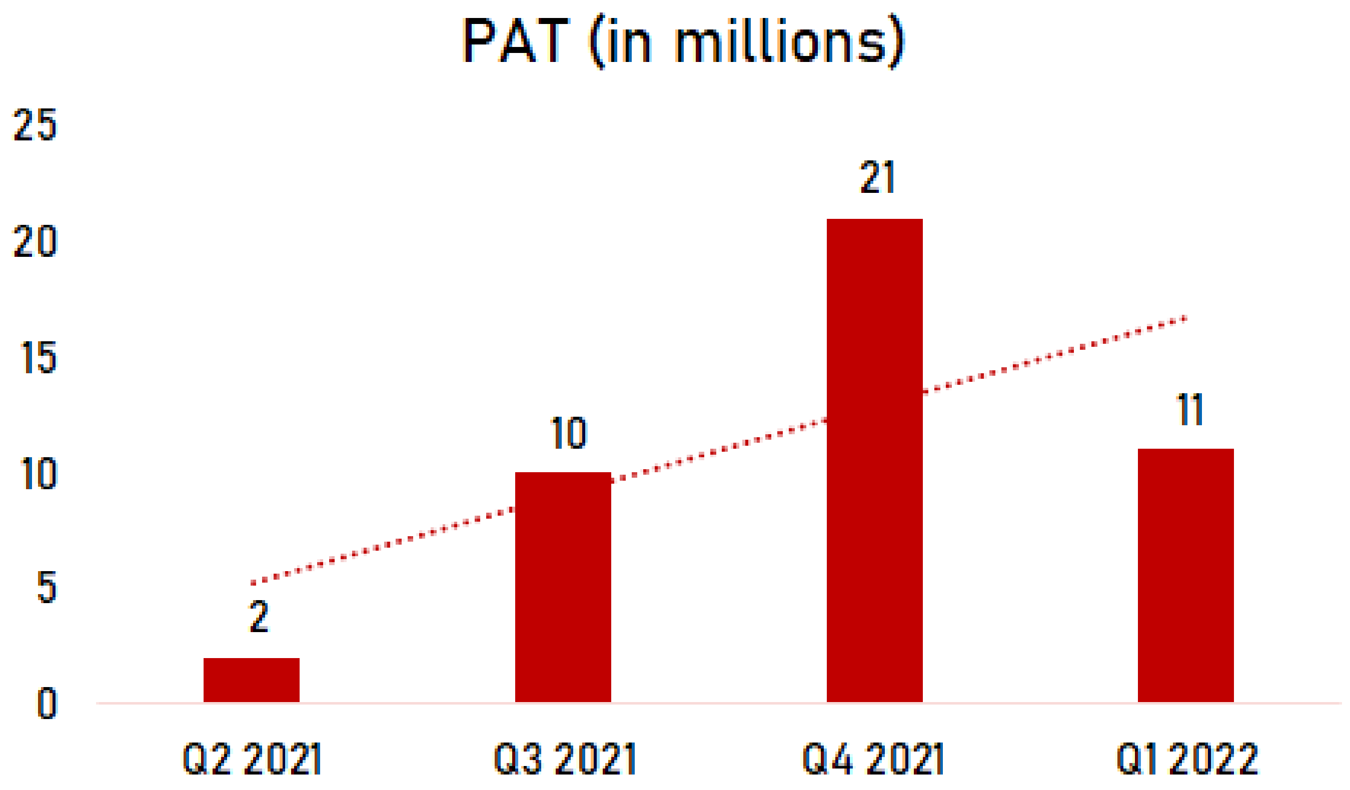




Financial Performance: Q1 FY2022

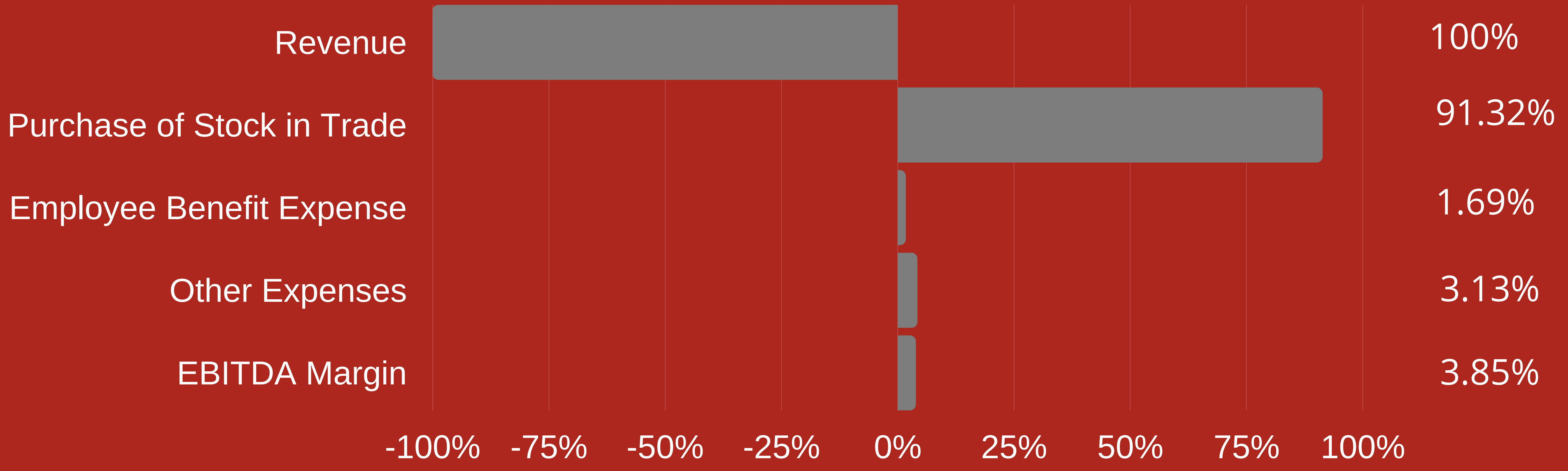






**these numbers have been rounded off

Margin Percentage Bridge



These numbers are rounded off to the nearest decimals

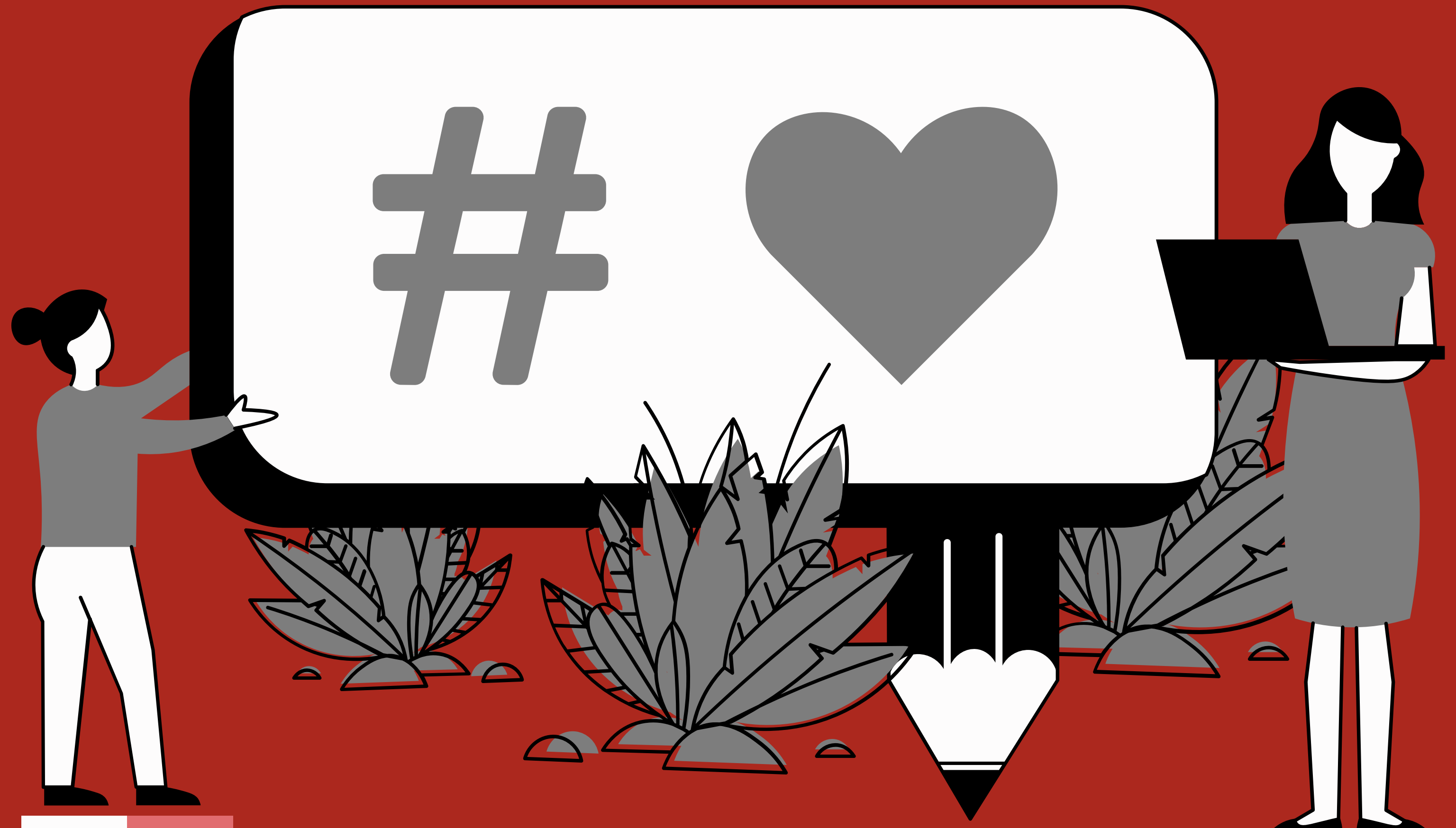
Profitability Highlights

3 months ending (in millions)	Q1 FY2022	Q4 FY2021	Q3 FY 2021	Q2 FY 2021	Q1 FY2021
Total Revenue	533	508	611	511	267
Purchase of stock in trade	487	432	556	473	241
Employee Benefit Expenses	9	9	9	9	7
Other Expenses	17	34	24	19	7
EBITDA	21	33	22	10	11
EBITDA Margin	4%	7%	4%	2%	4%
Depreciation / Amortisation and Depletion Expense	3	2	3	3	3
Finance costs	3	3	4	3	3
Exceptional items	0	0	0	0	0
Profit before tax	15	28	15	4	6
Tax Expense	4	8	6	1	1
Profit after Tax	11	21	10	2	5
PAT Margin	2%	4%	2%	0.5%	2%

**these numbers have been rounded off

Thank You!

We are committed to growth.



+91- 261 - 2349892

info@bhatiamobile.com