

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: 23/07/2021

To
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai- 400001

Script ID/Code : BHATIA/540956

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

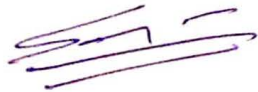
Dear Sir/Madam,

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 and Year ended 31st March, 2021 of the company.

Kindly take the above information on record and oblige.

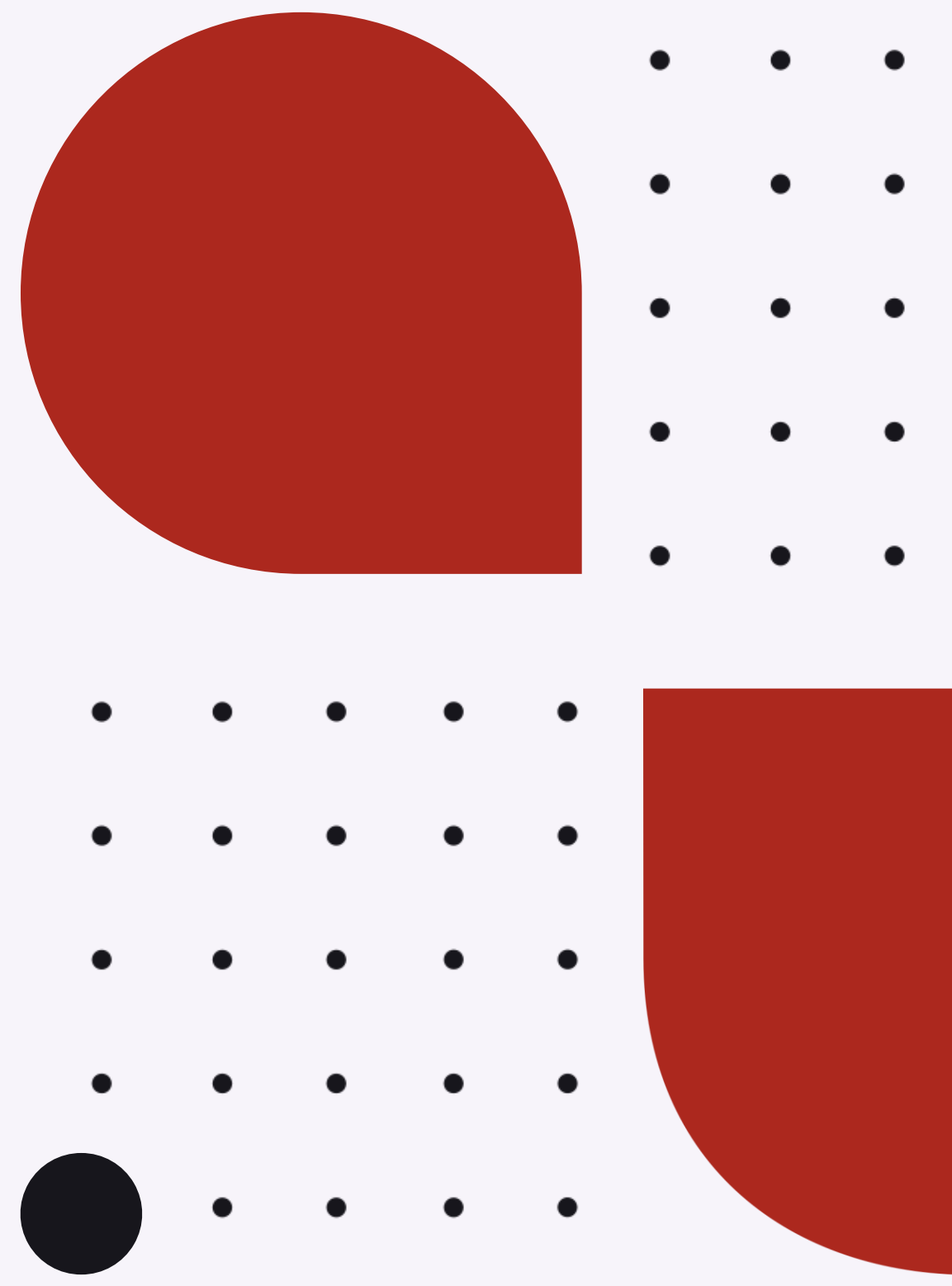
Thanking you.
Yours Faithfully.

For Bhatia Communications & Retail (India) Limited



Sanjeev Harbanslal Bhatia
Managing Director
DIN: 02063671

Place: Surat
Encl: As Above



Bhatia Communications & Retail (India) Limited

Q4 FY2021 Earnings Presentation

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.

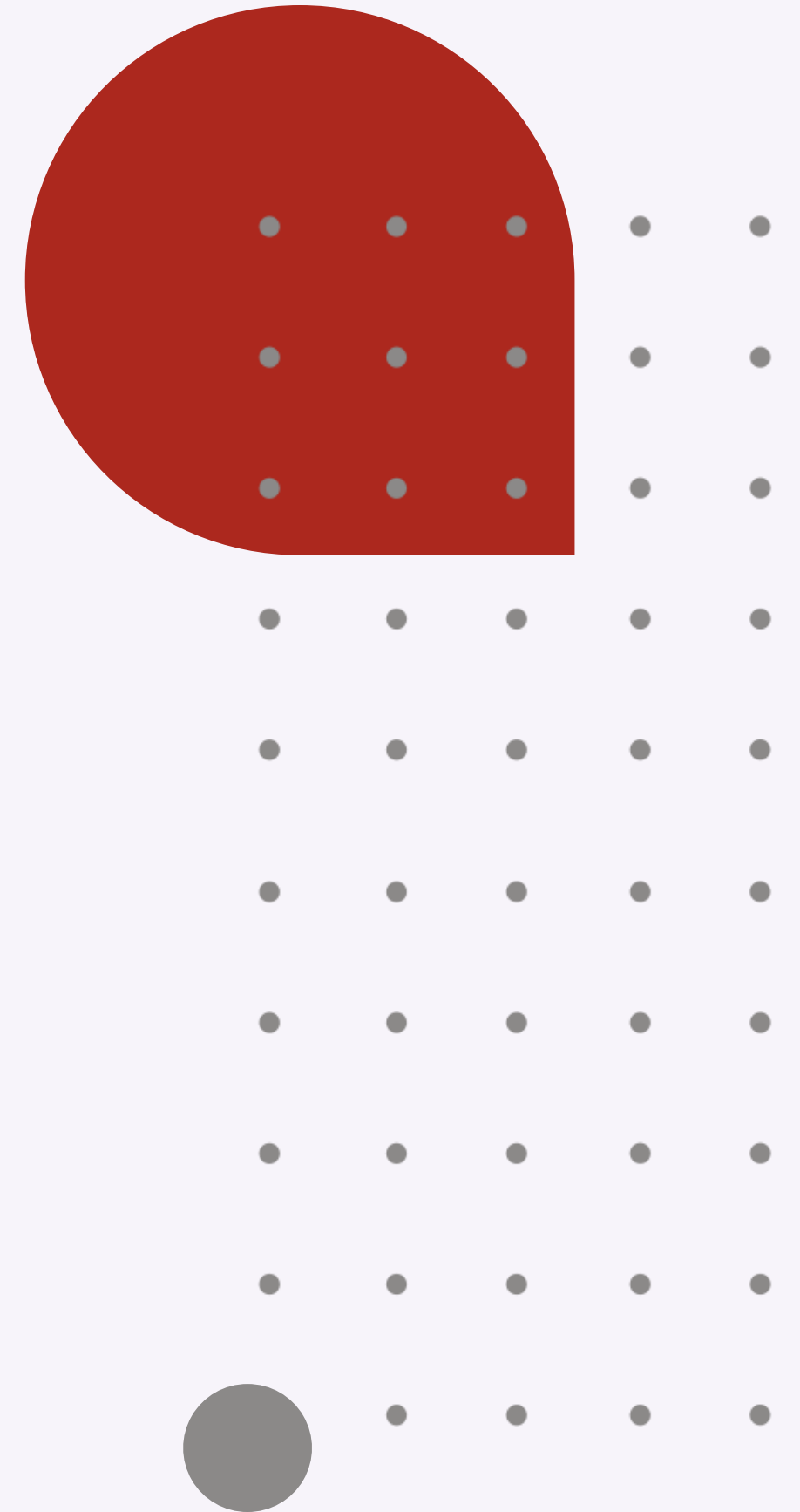
List of Contents

Business Overview

Page 04

Key Financials

Page 15



Business Overview



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.

Major Costs

- Stock Purchase.
- Employee Expenses.

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.

Revenue Streams

Diversification of Products:

Number of Multi Product Outlets have increased from 69 to 95 STORES in this Quarter. Thus making sure, there is perennial flow of revenue.

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.

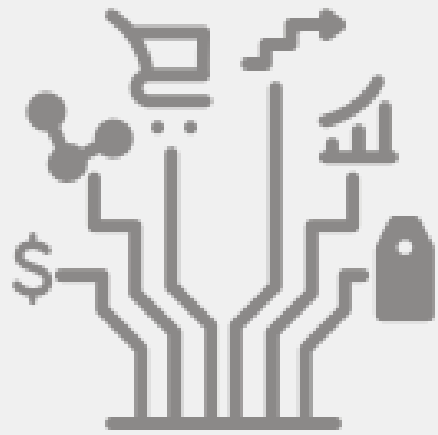
Offline Continues to Offer Everything Online Can't.

- **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

Where we are focusing specifically



Marketing



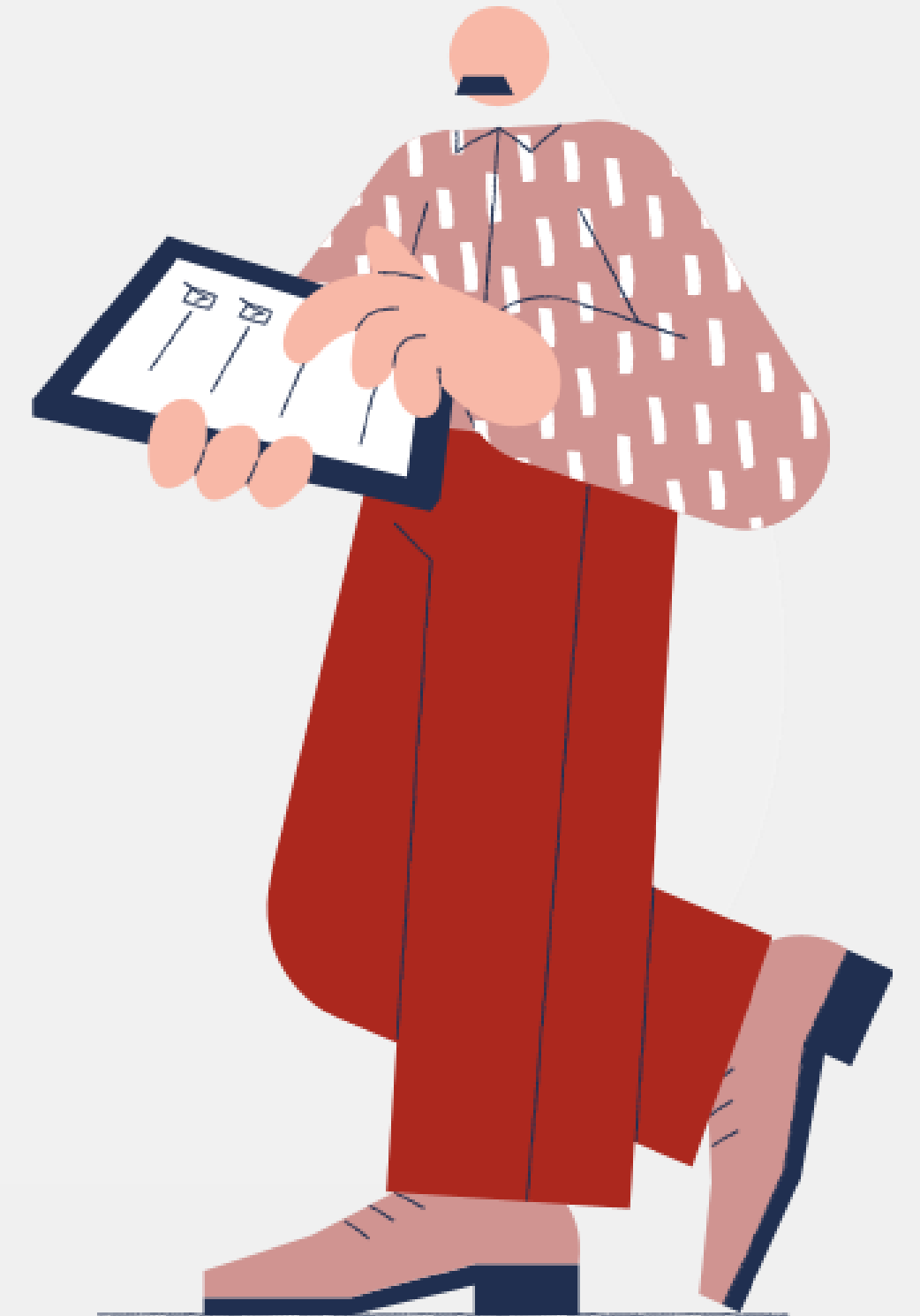
Operations

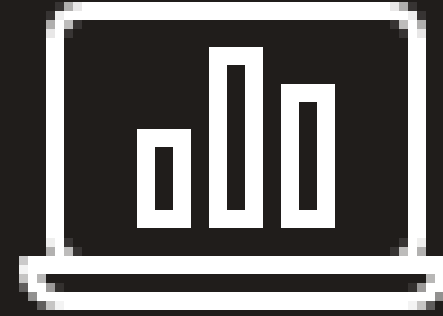


Sales



Supply Chain





Key Metrics

Conversion Rate

98%

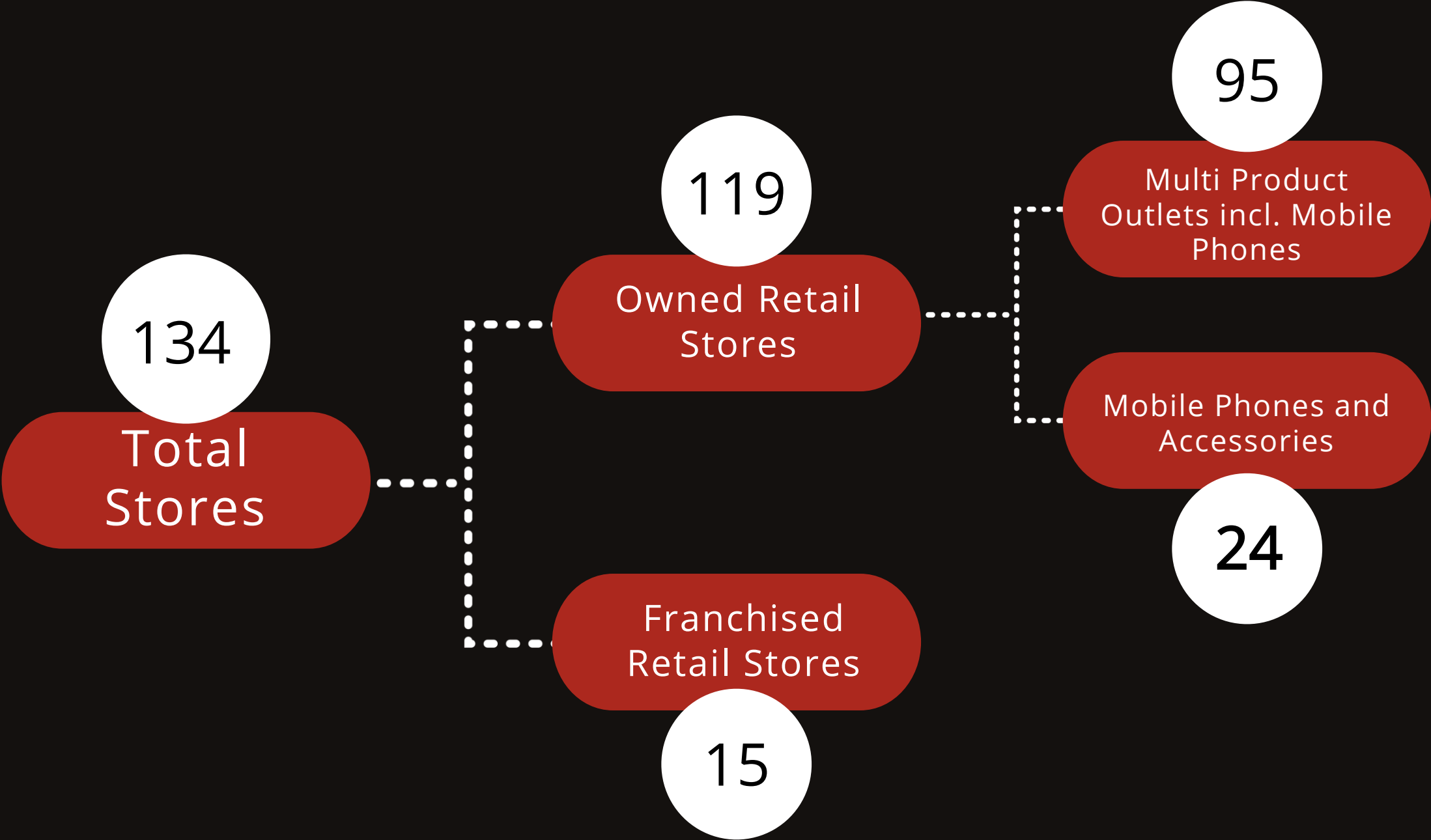
Total Sq. Feet

1,17,450

Revenue Per Sq. Feet

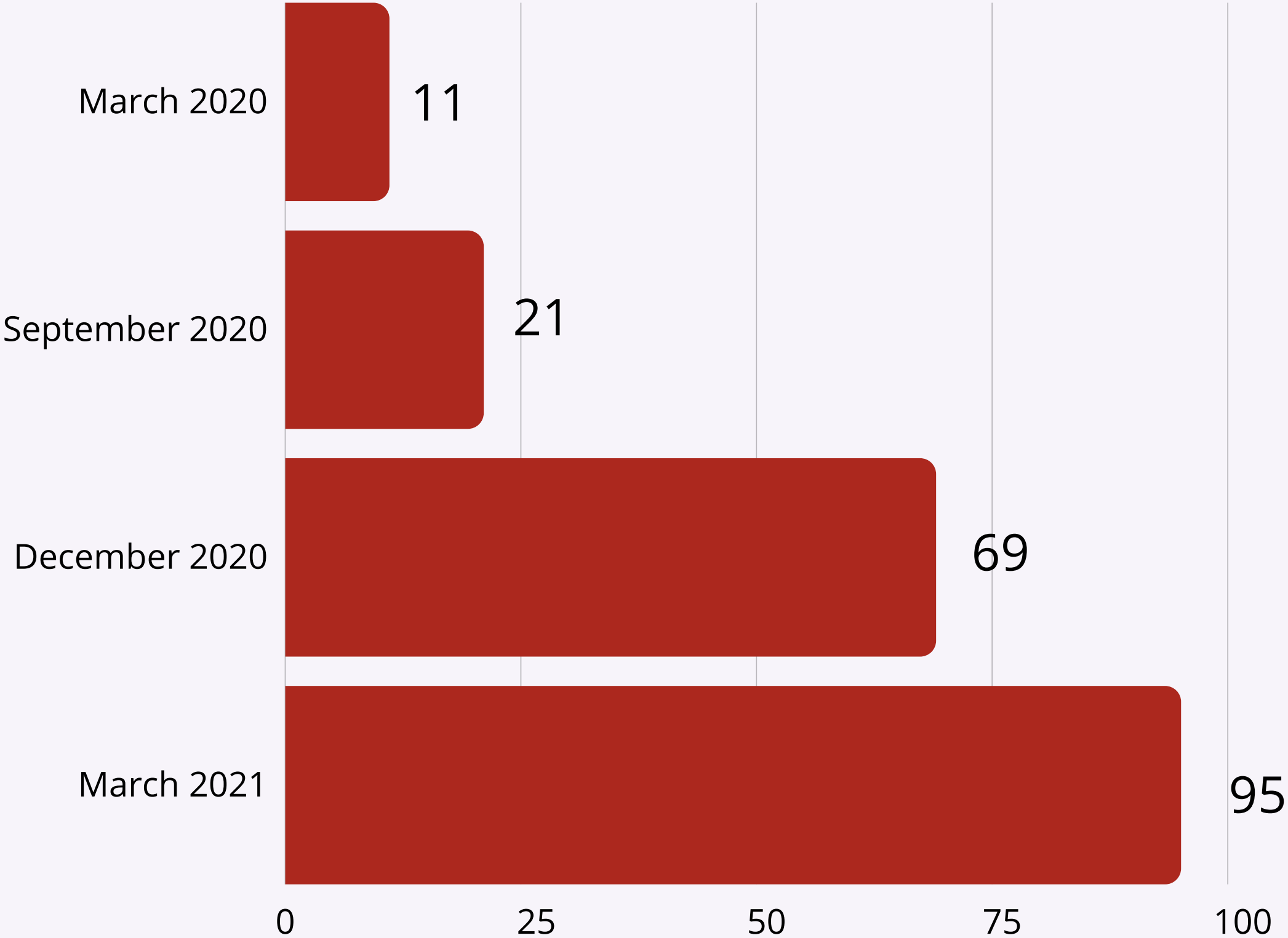
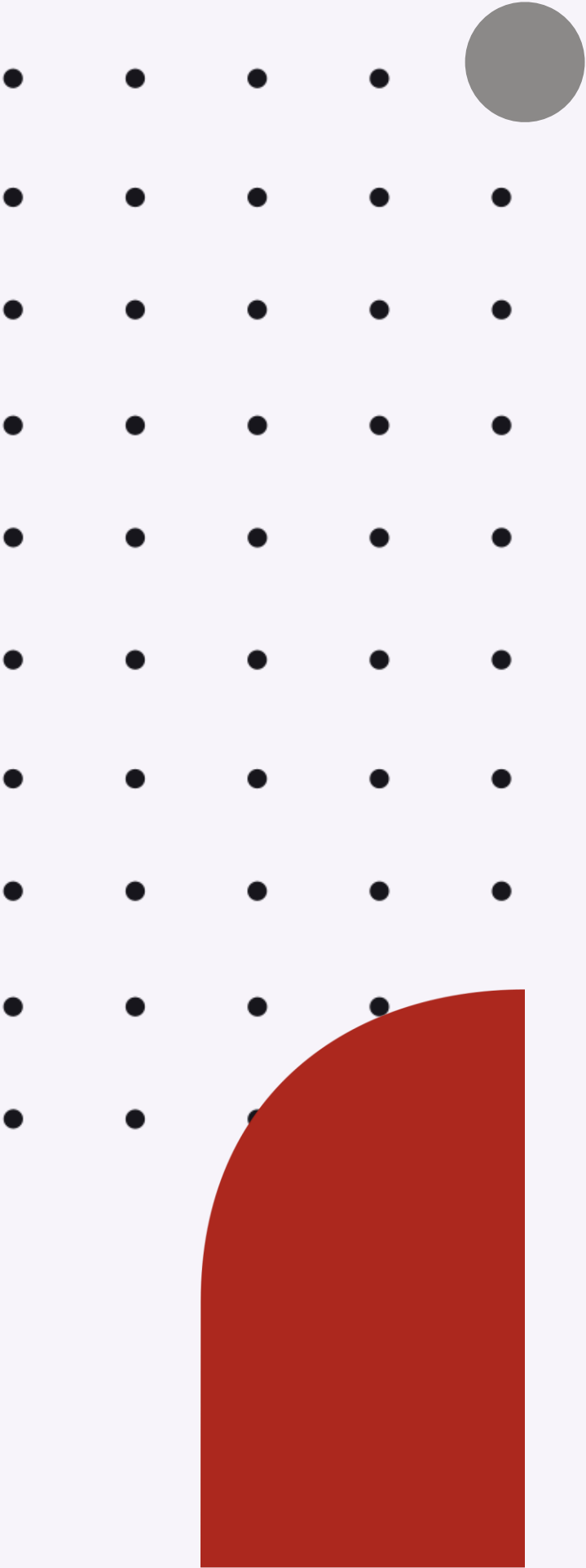
₹4,324

Number of Stores: An Overview



***Multi-product outlets include outlets which sell mobile phones + other electronic equipments.

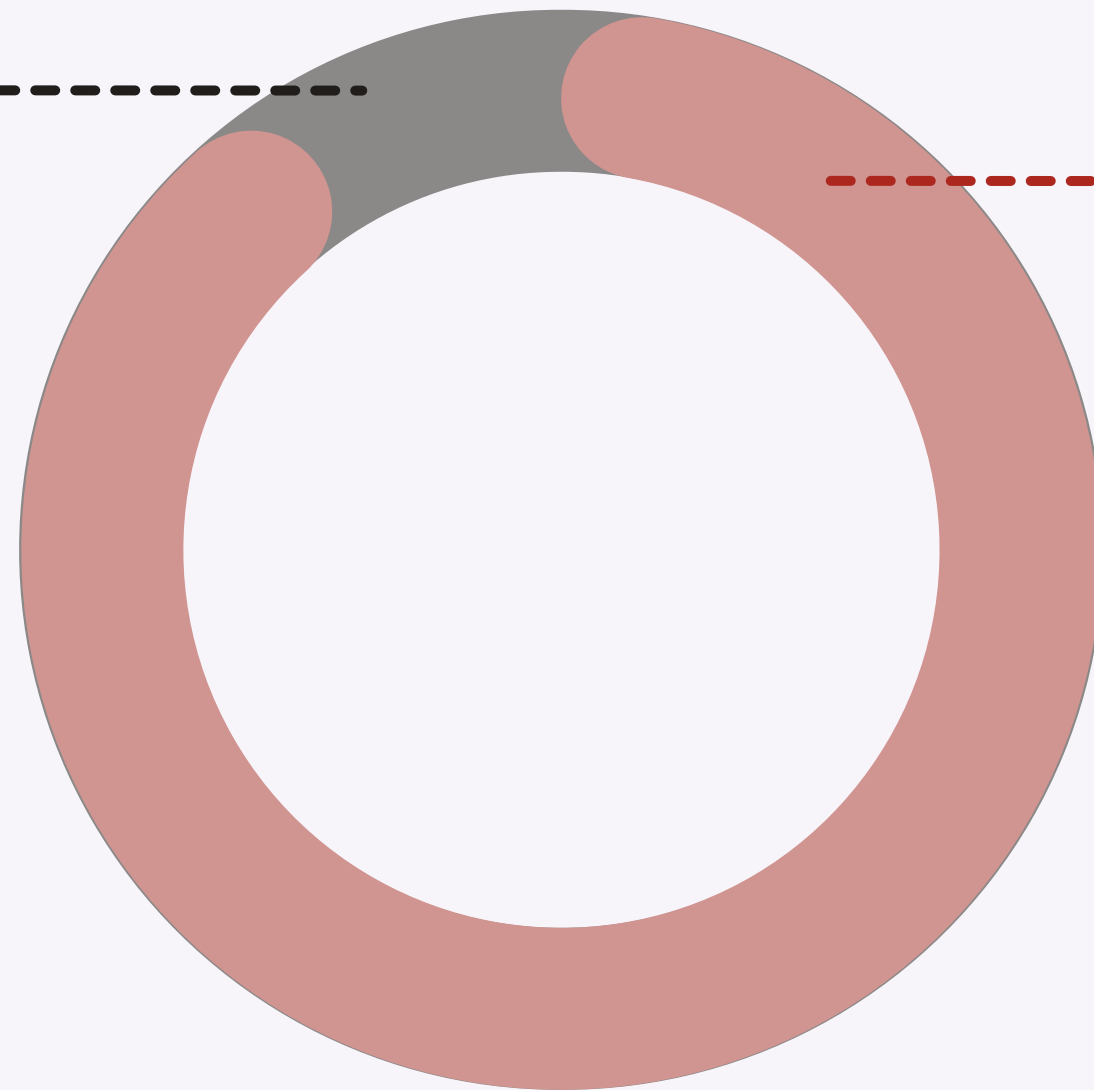
Number of Multi-Product Outlets



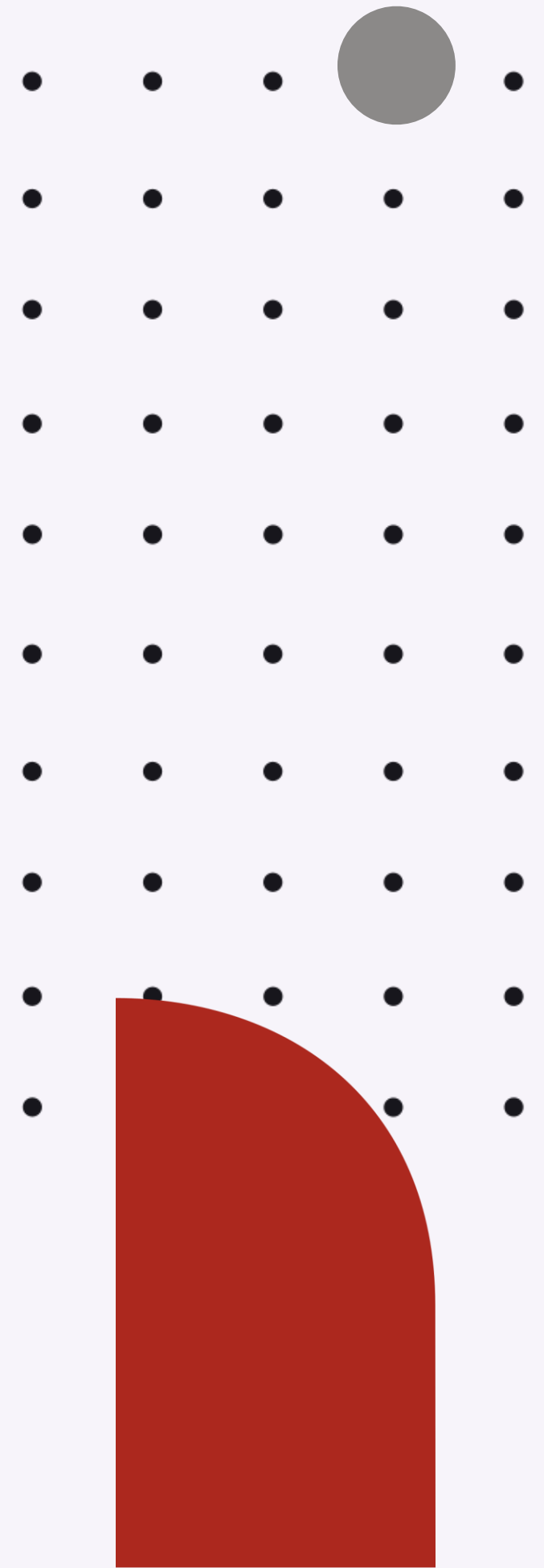
Revenue Breakup

Q4 FY2021

Franchised
Retail
Stores - 9%

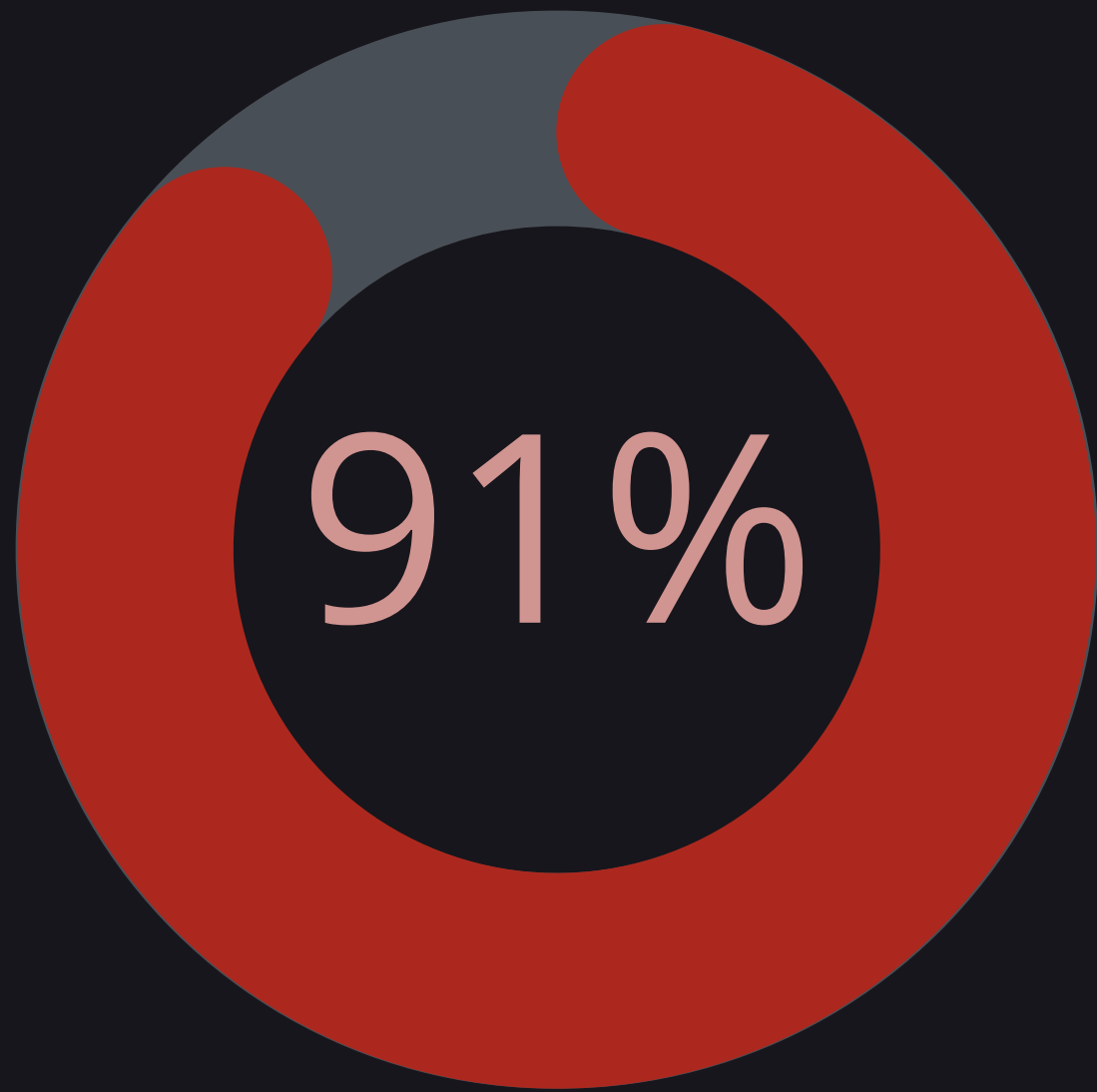


Owned
Retail
Stores -
91%

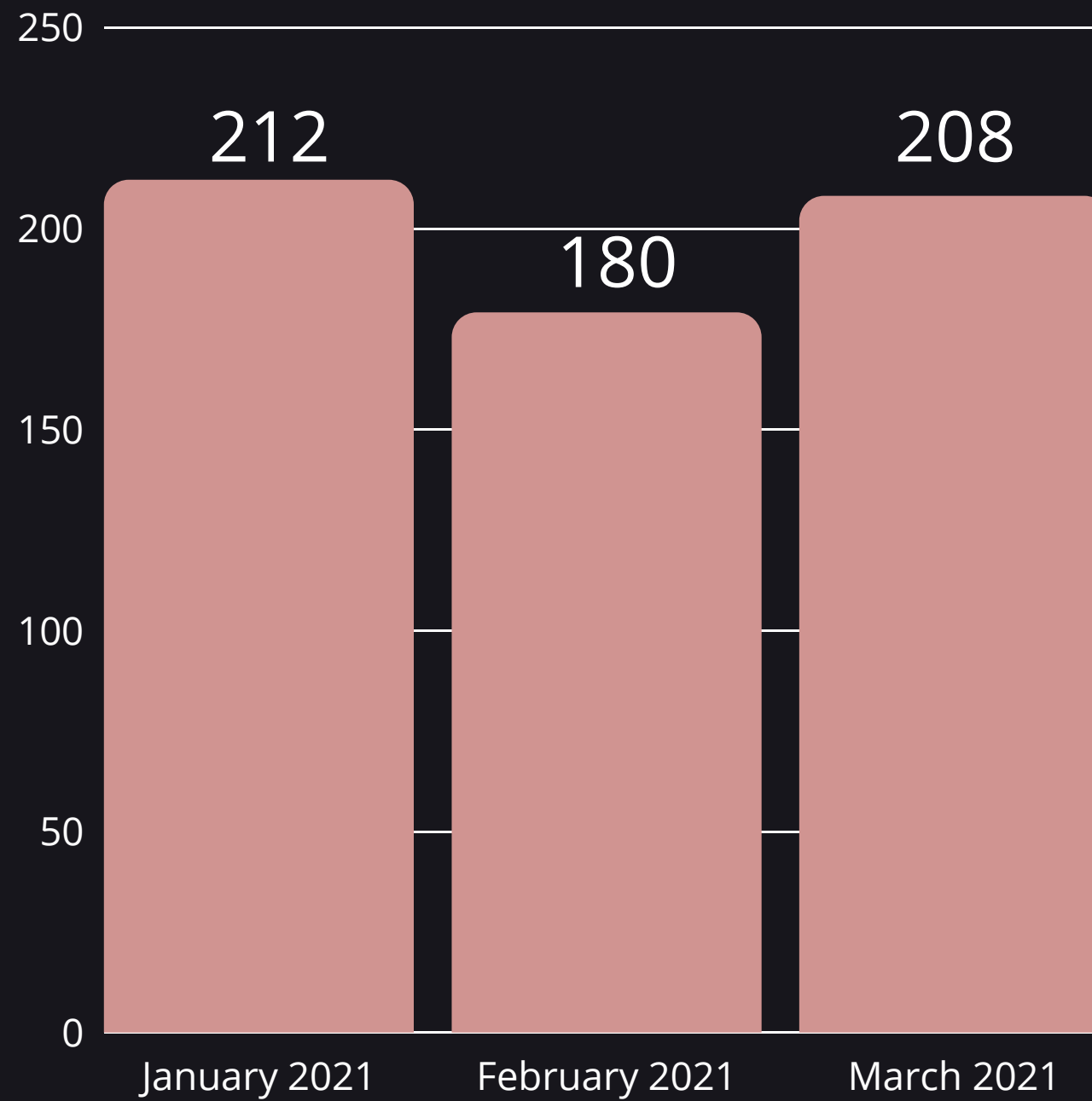


Owned Retail Stores

Share of Owned Stores



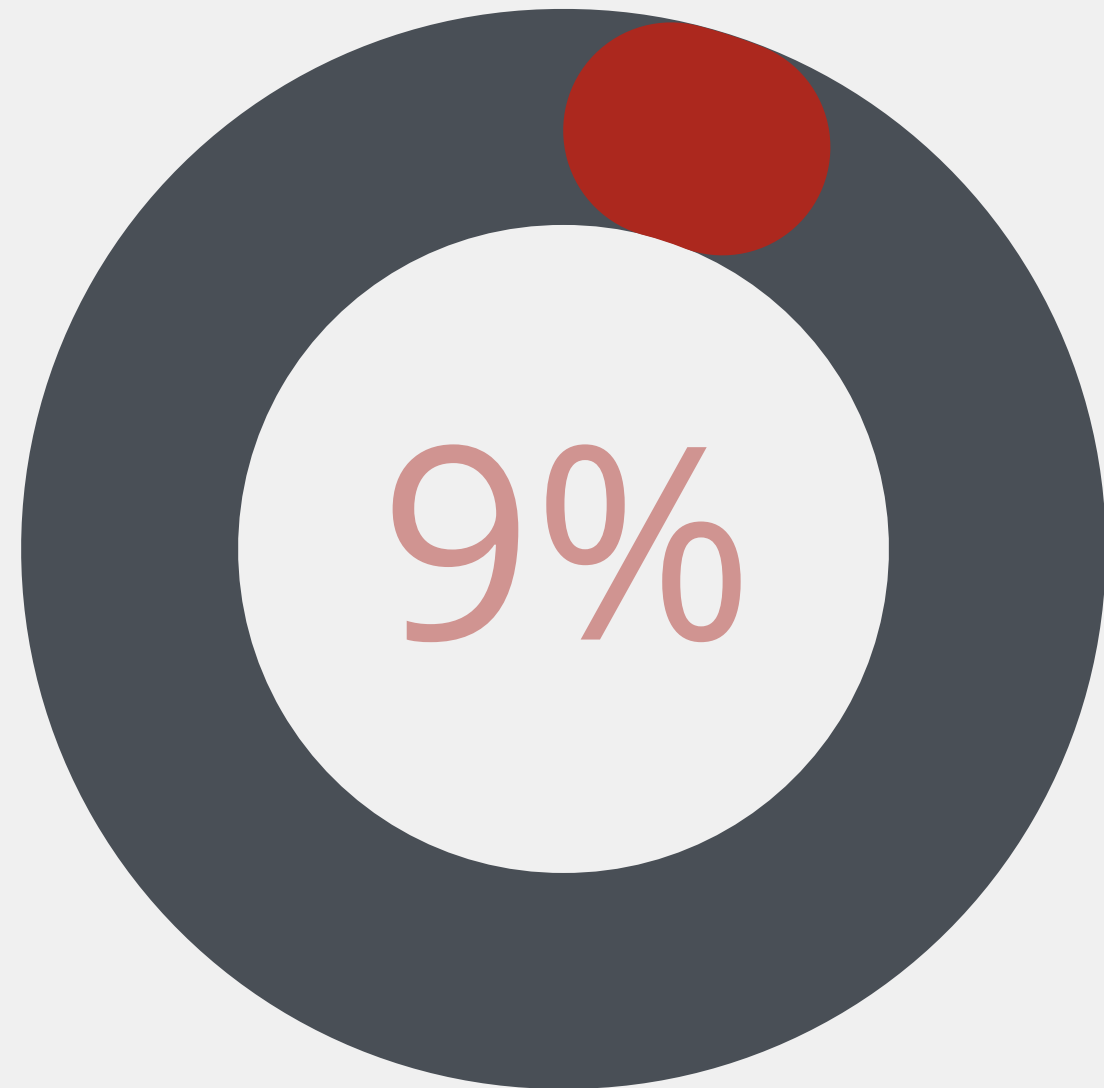
Q4 Sales FY2021 - In Millions (Owned Retail Outlets)



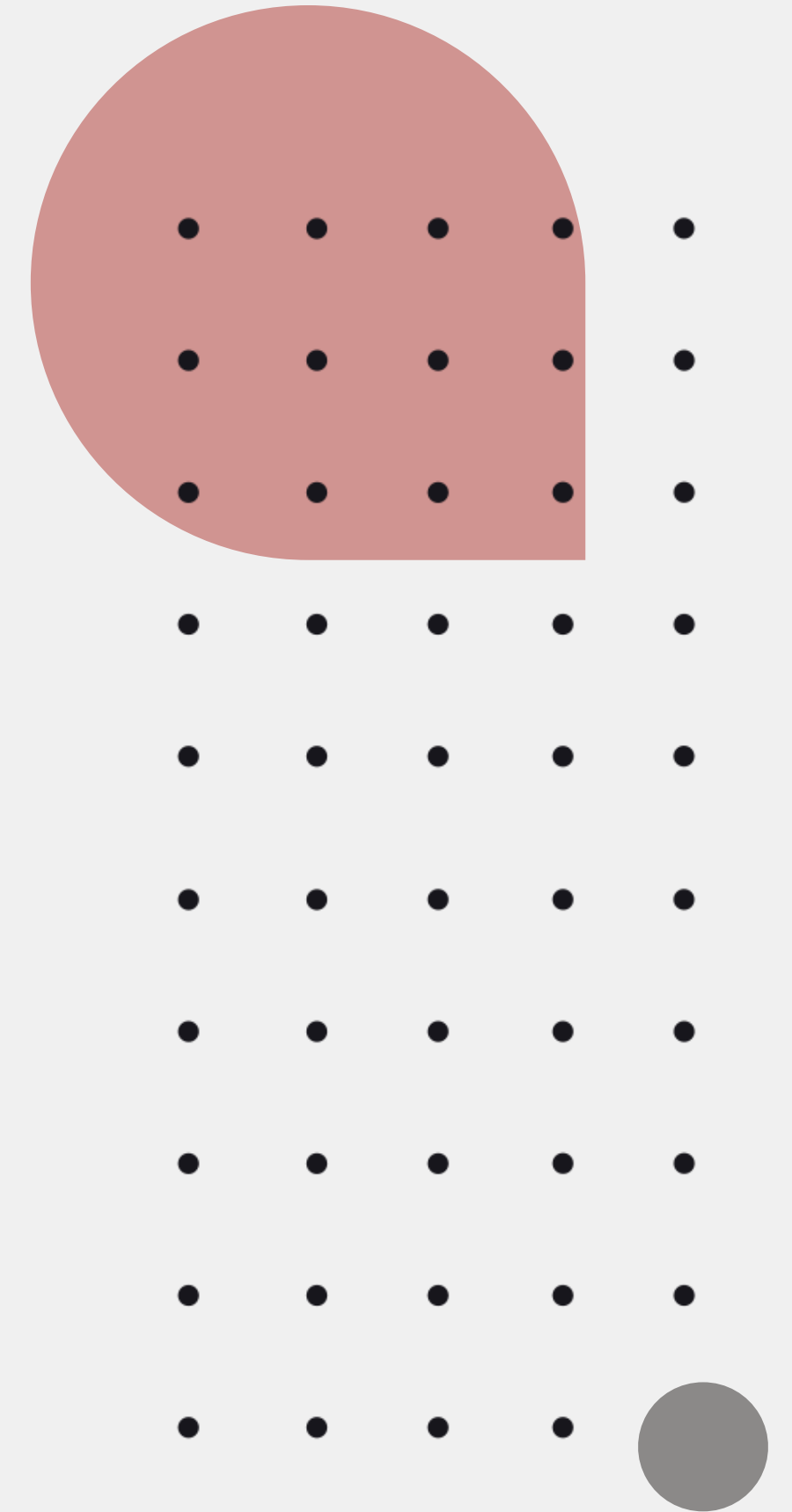
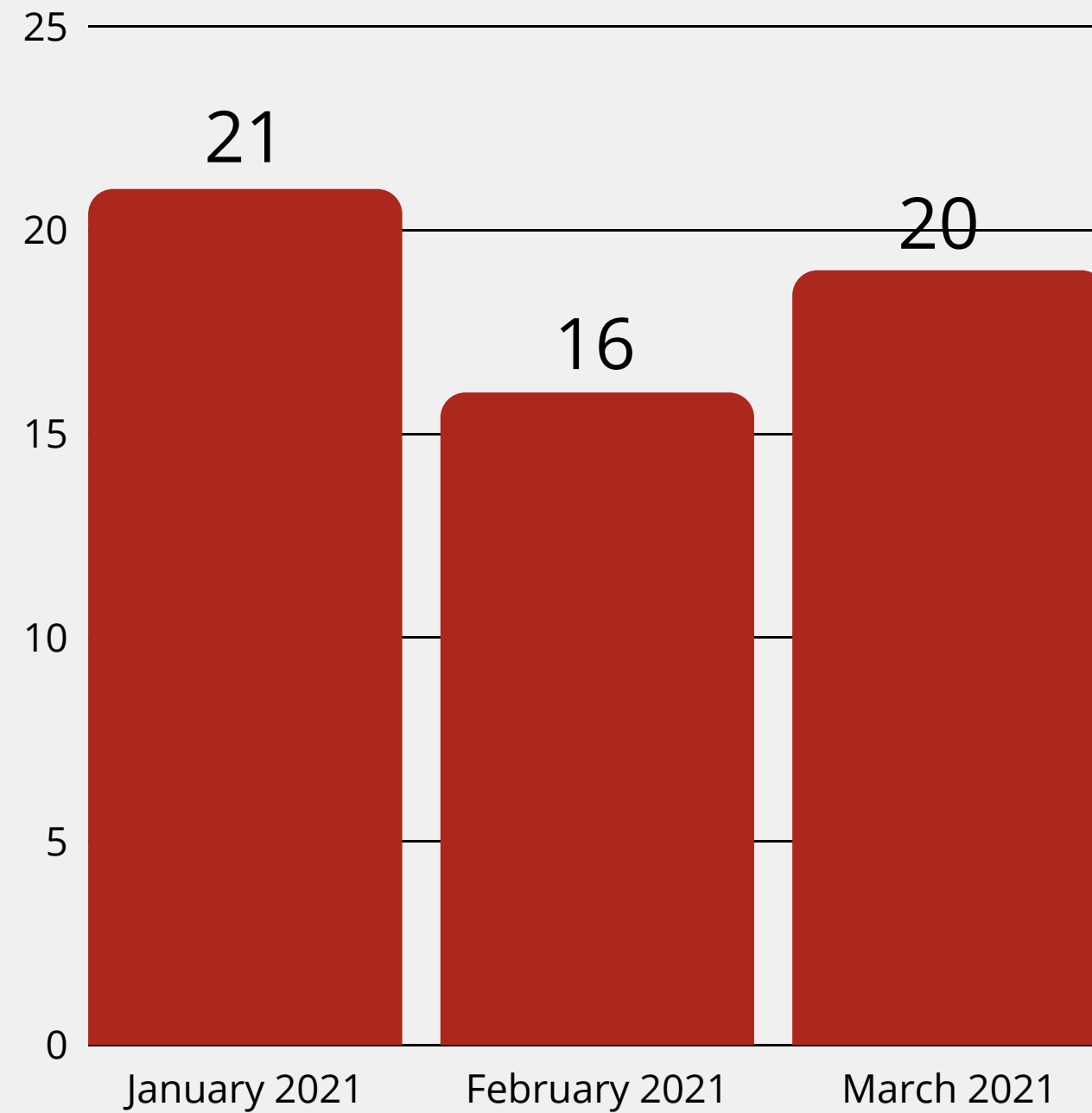
**** Sales amount (without) net of returns; after GST**

Franchised Retail Stores

Share of Franchised Stores



Q4 Sales FY2021 - In Millions (Franchised Retail Outlets)



**** Sales amount (without) net of returns; after GST**

Strengths

- Experienced Promoters and Management Team with a very Active Marketing Team.
- Trained Work force with 1000+ Advisors.
- Diversification of products.

Weaknesses

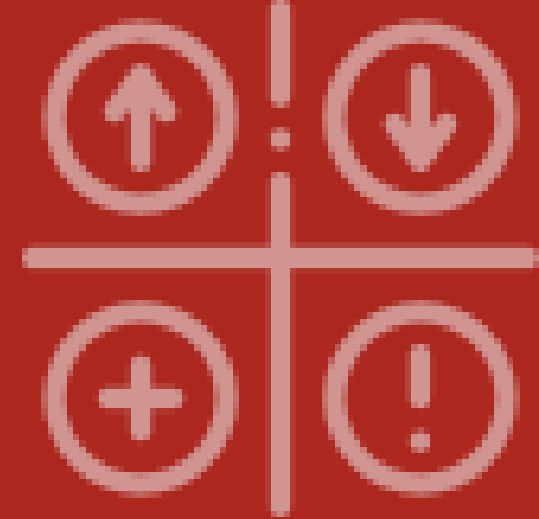
- Limited Mobile Network Infrastructure in rural areas would make going PAN Gujarat difficult.
- Lack of Resource Availability as compared to some of the big giants.

Opportunities

- Under penetration of smart phone, smart TV, Air-Conditioner markets.
- People shifting from non-smart phones to smart phones.
- Rising Disposable Income of people.

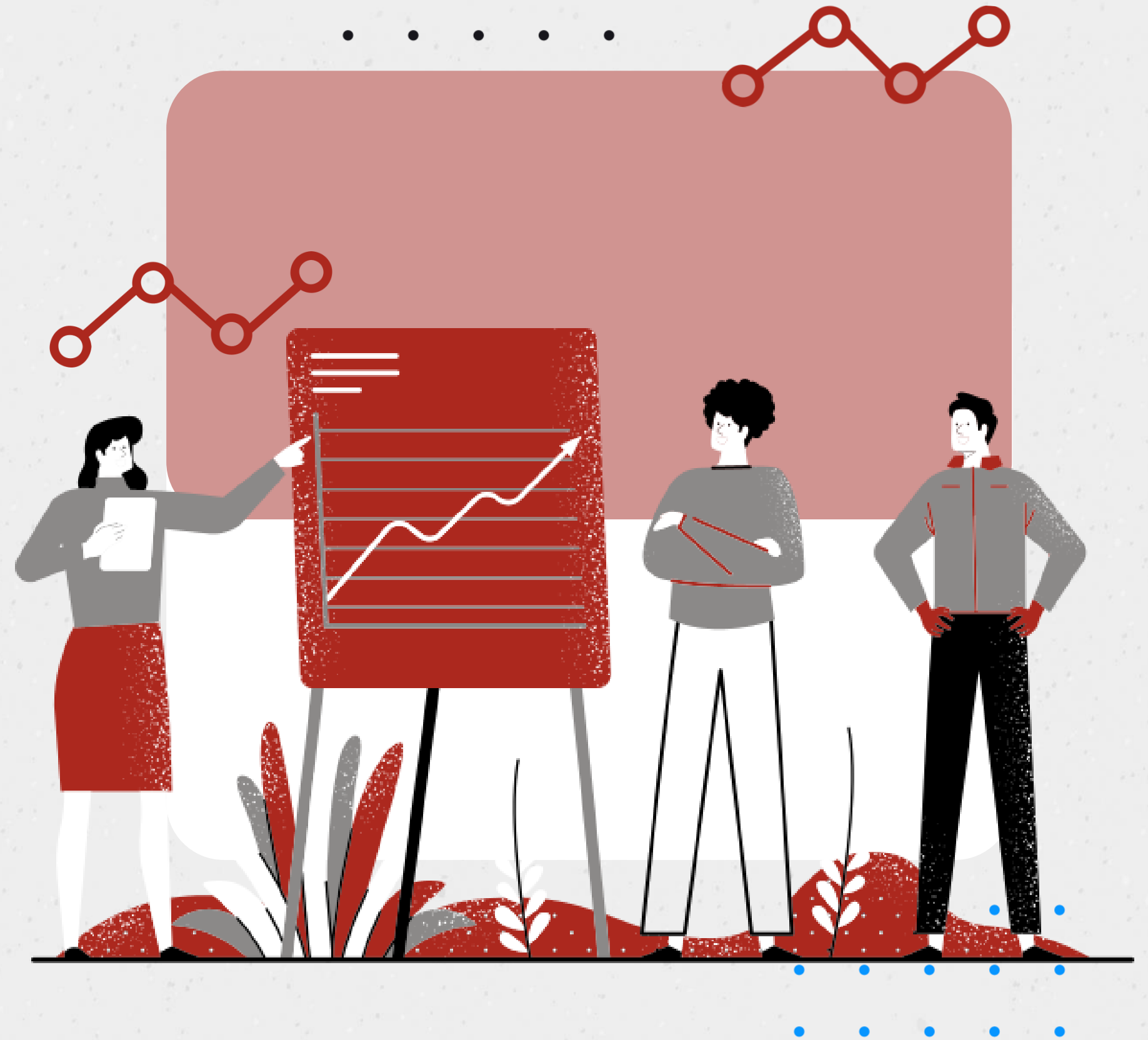
Threats

- Competition from both big and small Players.
- Low Entry barriers for new entrants.
- Online platform bringing in competition.

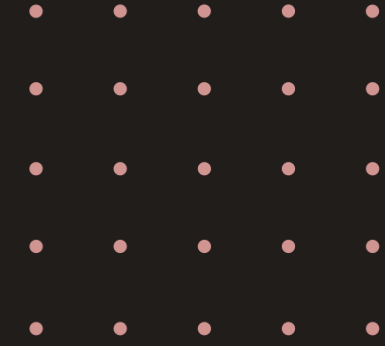


SWOT Analysis

Key Financials

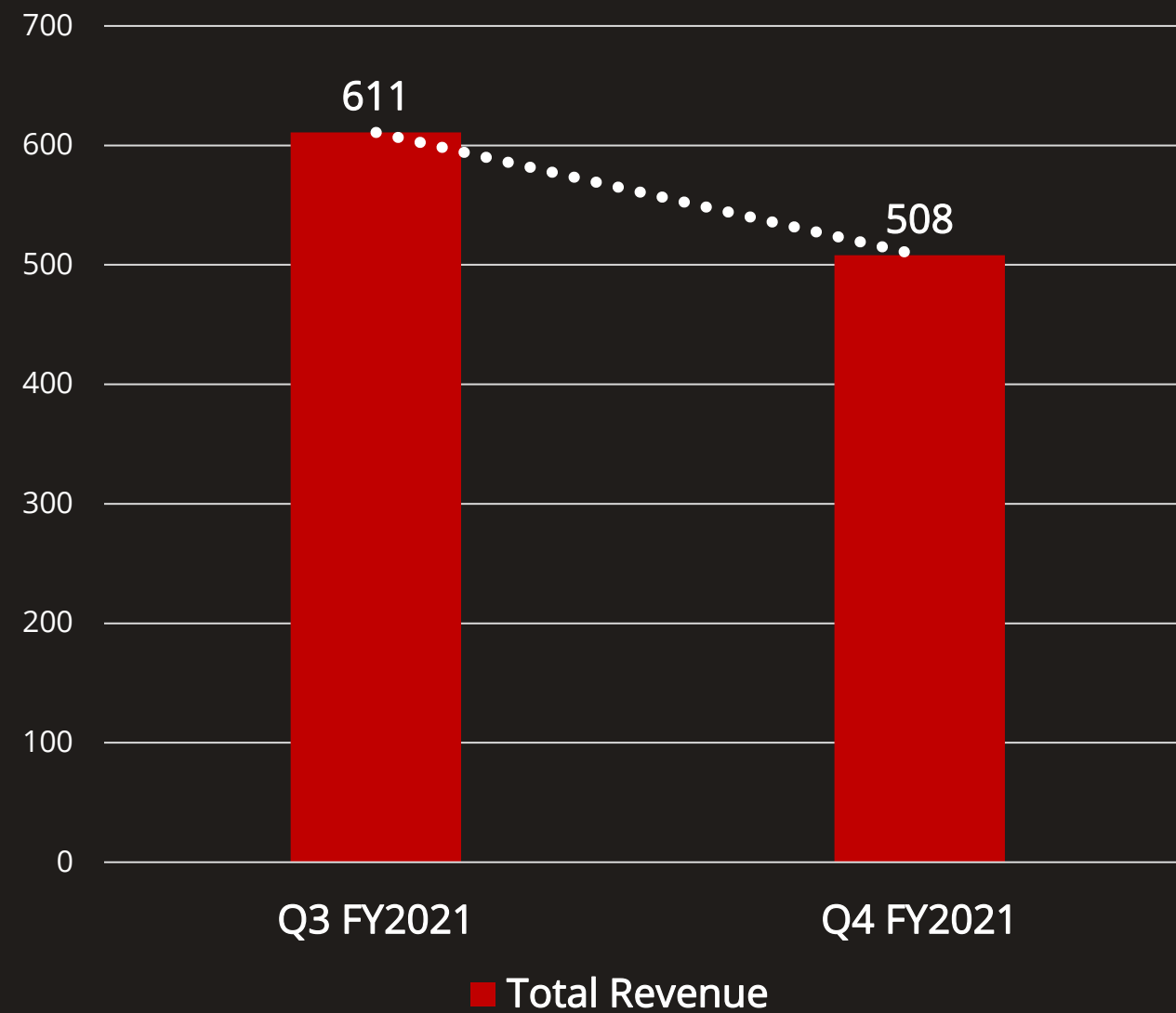


Financial Performance: Total Revenue



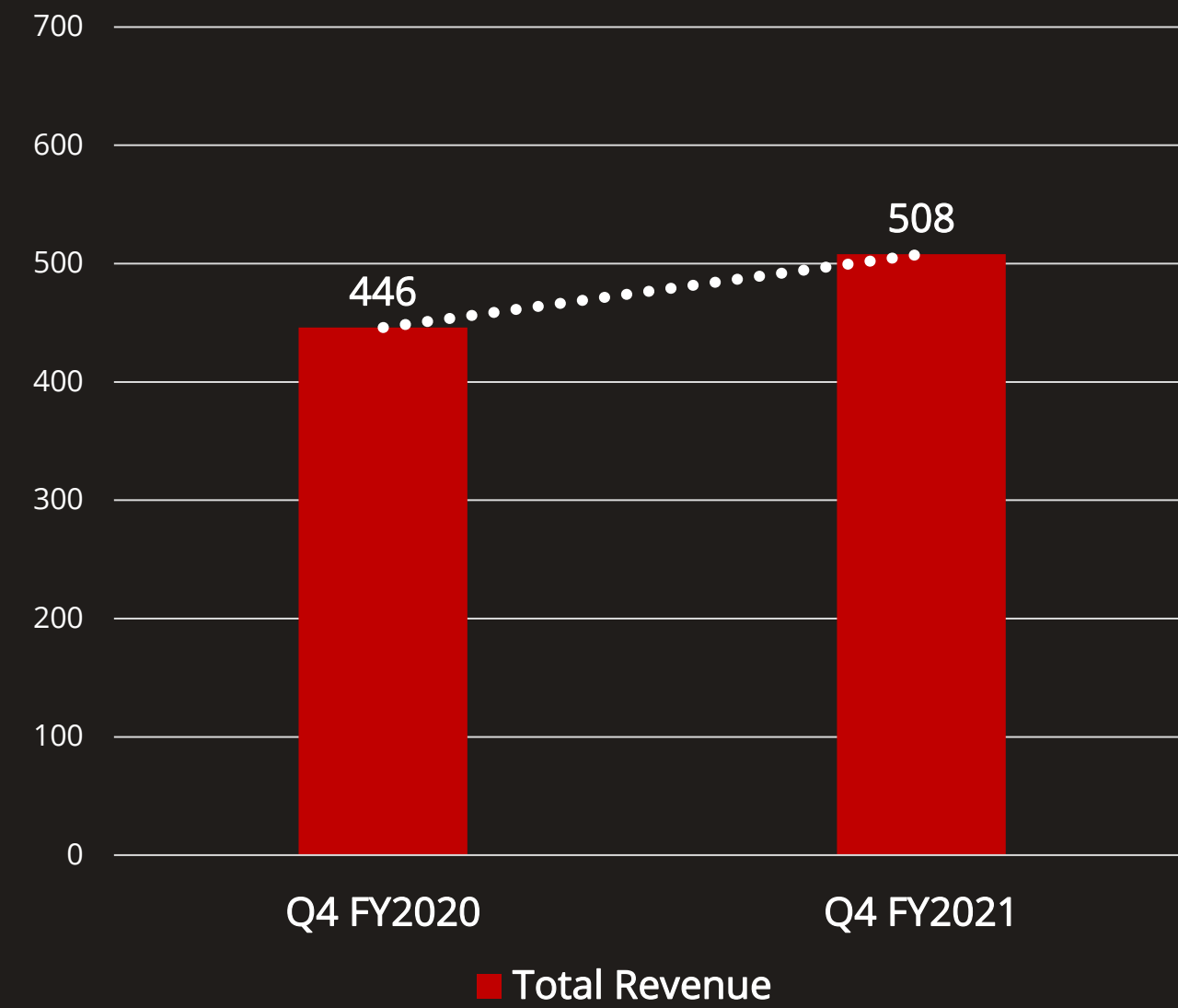
QoQ comparison

Total Revenue (in millions)



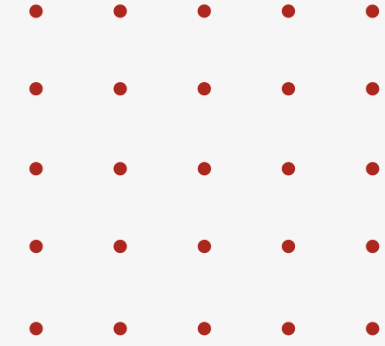
YoY comparison

Total Revenue (in millions)

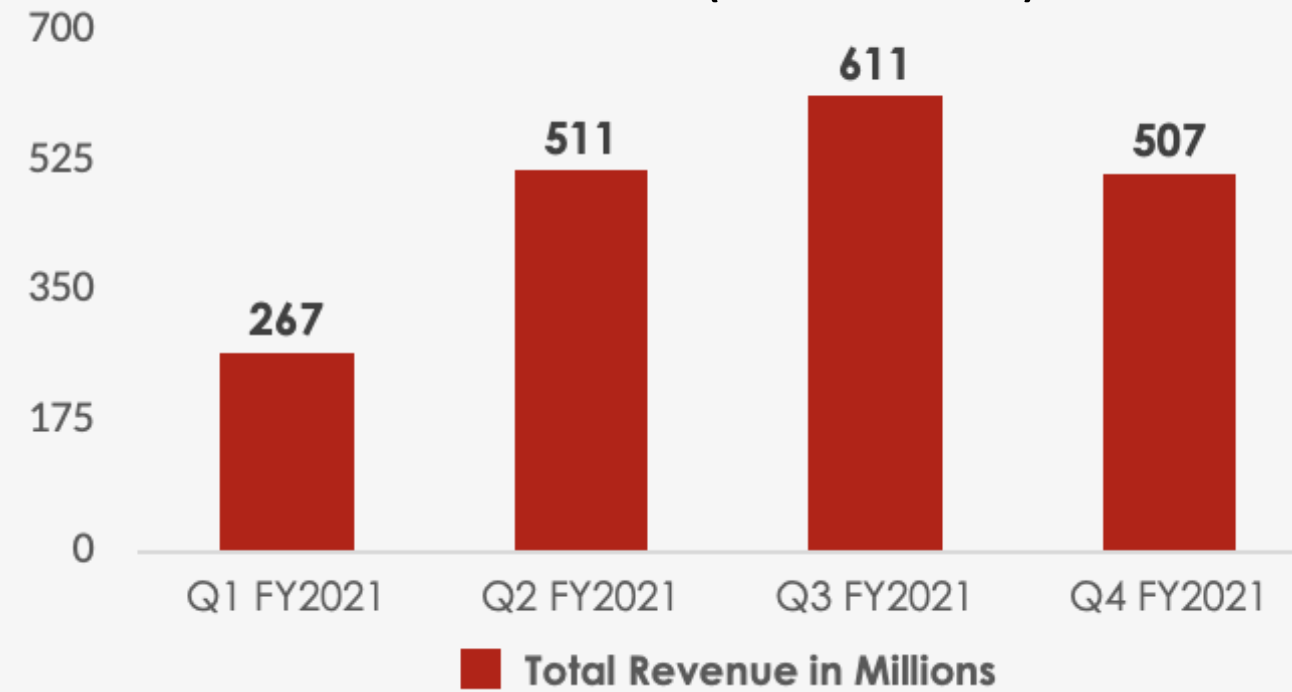


**these numbers have been rounded off

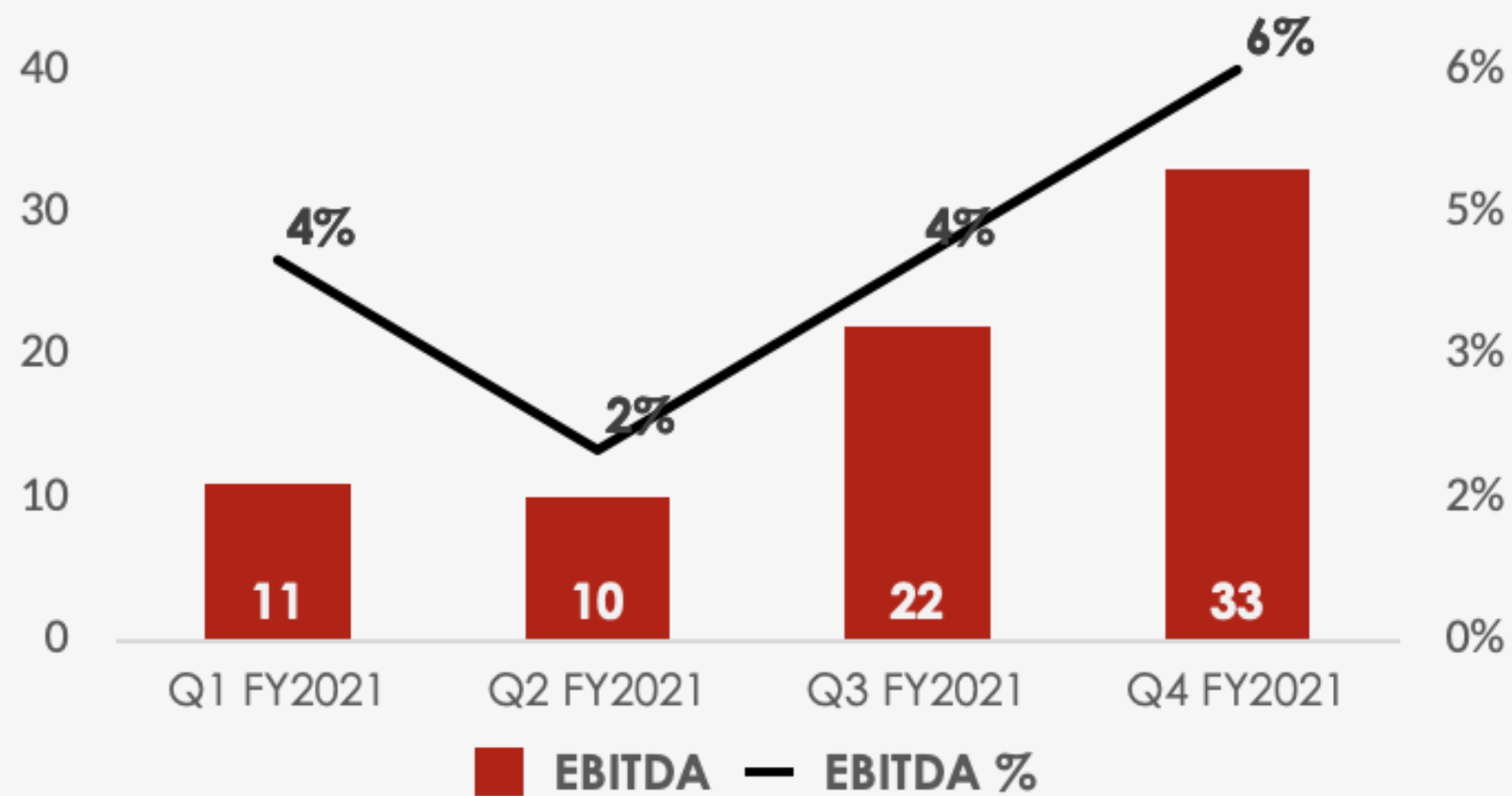
Financial Performance: Q4 FY2021



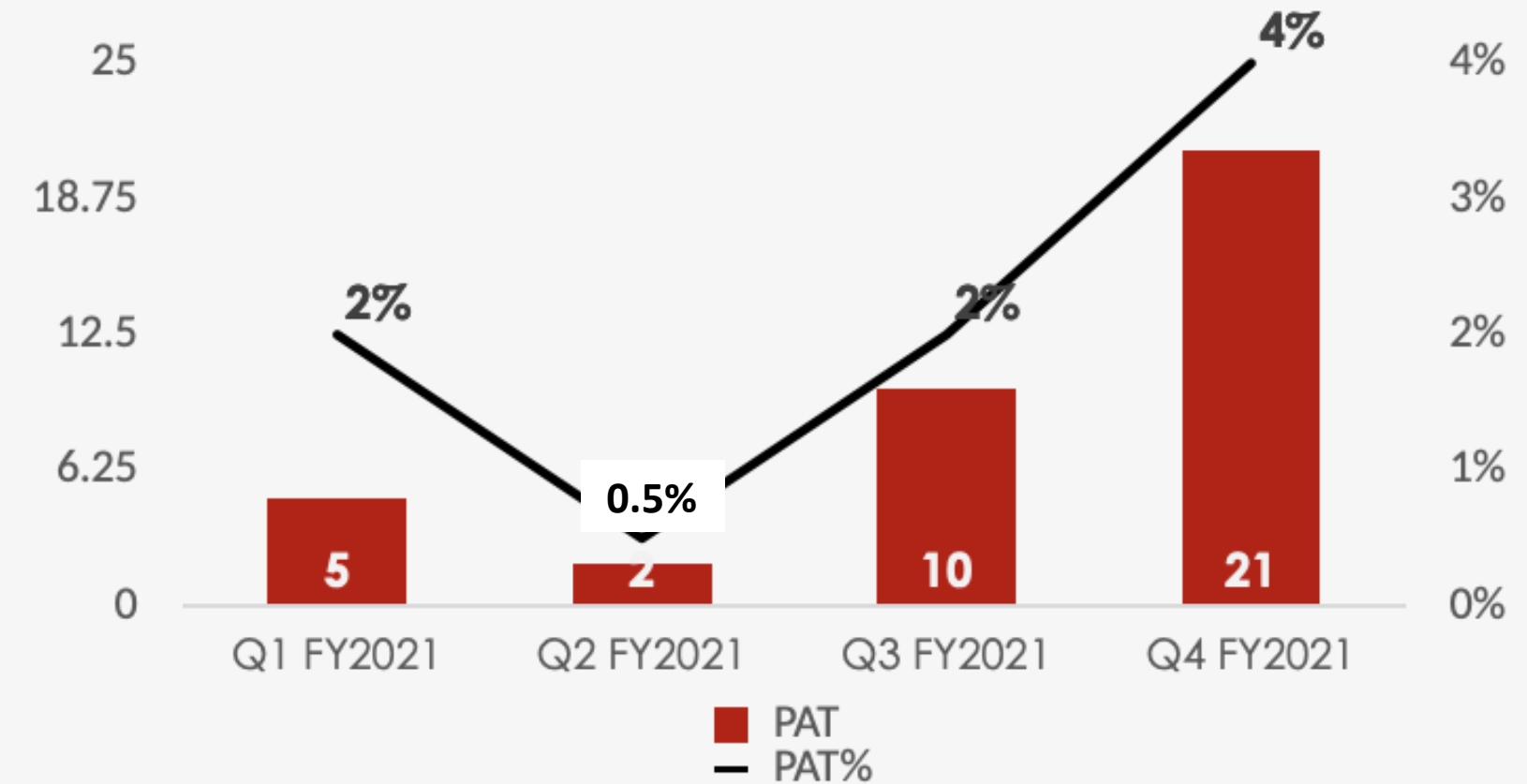
Revenue (in millions)



EBITDA (in millions) and EBITDA Margins



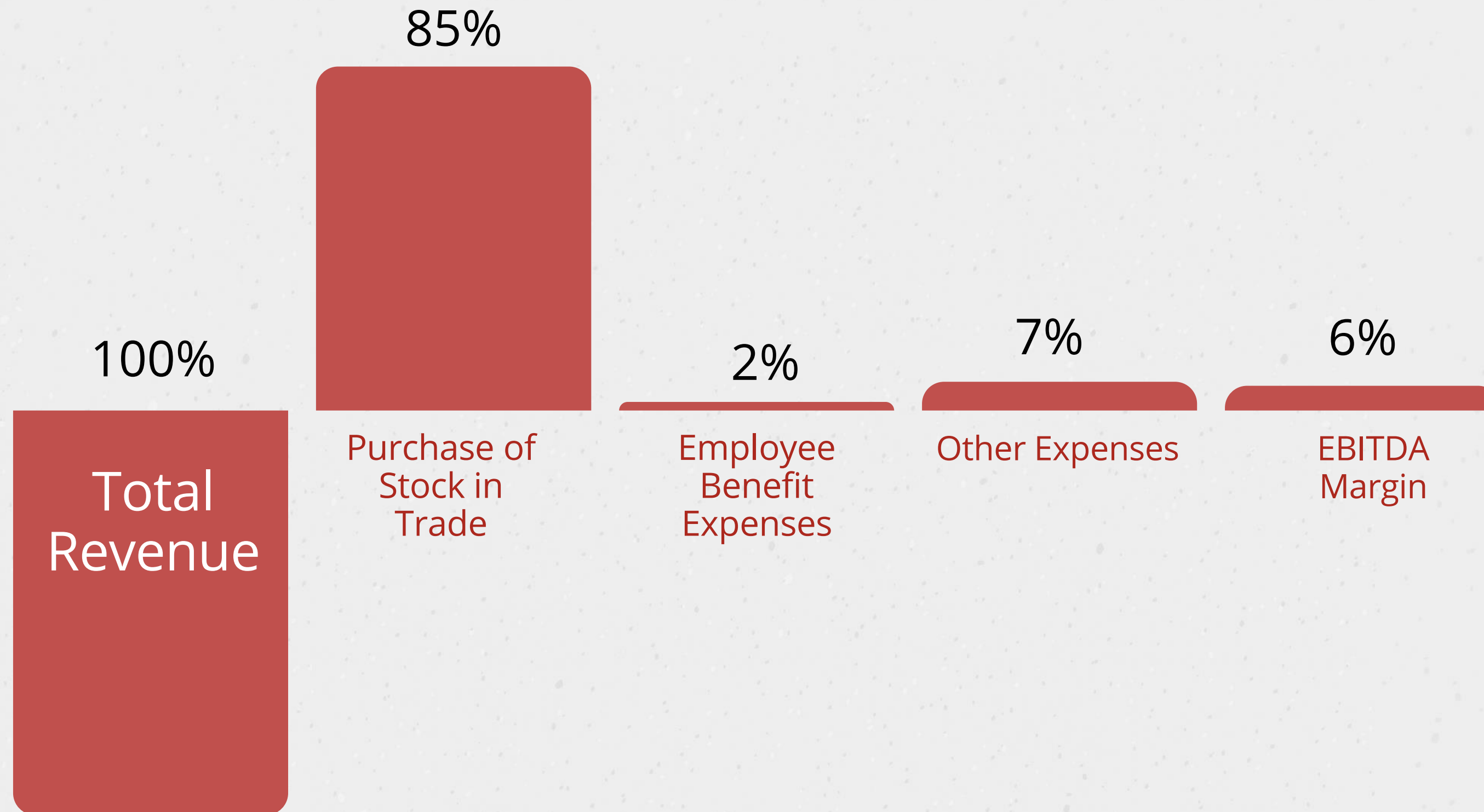
PAT (in millions) and PAT Margins



**these numbers have been rounded off

Margin Percentage Bridge

Q4 FY2021



**these numbers have been rounded off

Profitability Highlights (QoQ)

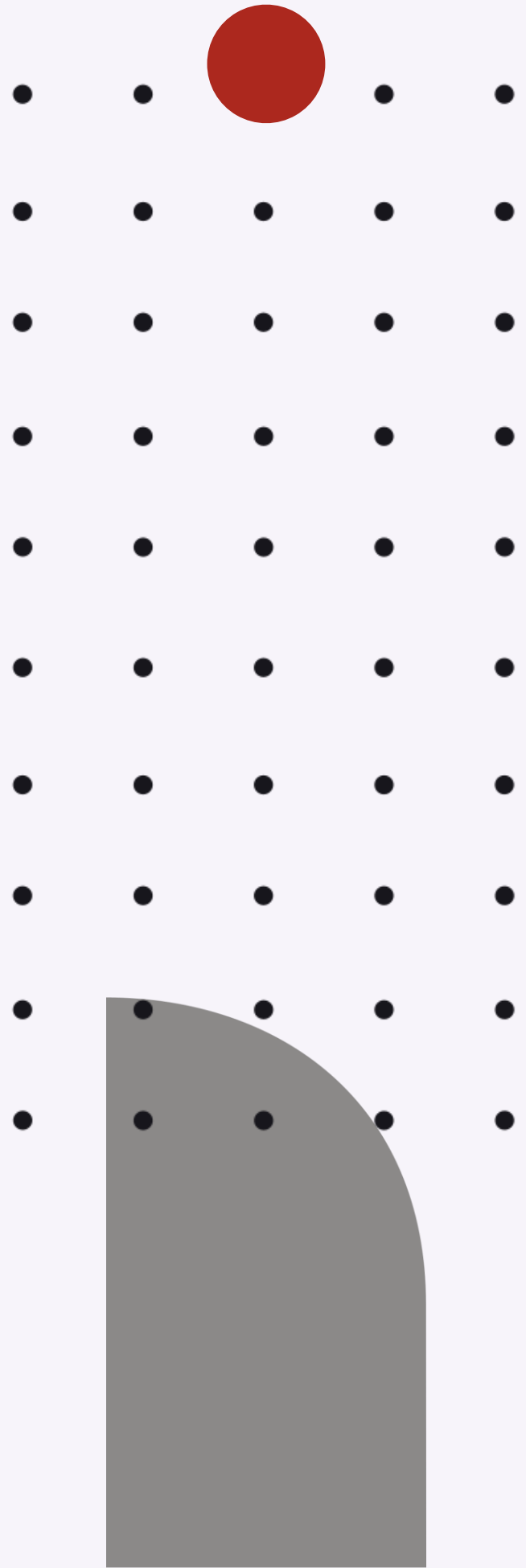
3 Months ending (in millions)	Q4 FY21	Q3 FY21	Q2 FY21	Q1 FY21
Total Revenue	508	611	511	267
Purchase of Stock in Trade	432	556	473	241
Employee Benefit Expenses	9	9	9	7
Other Expenses	34	24	19	7
EBIDTA	33	22	10	11
EBIDTA Margin	7%	4%	2%	4%
Depreciation	2	3	3	3
Finance Costs	3	4	3	3
Exceptional Items	-	-	-	-
PBT	28	15	4	6
Tax Expenses	8	6	1	1
PAT	21	10	2	5
PAT Margin	4%	2%	0.5%	2%

**these numbers have been rounded off

Profitability Highlights (YoY)

12 Months ending (in millions)	FY21	FY20
Total Revenue	1,897	1,870
Purchase of Stock in Trade	1,702	1,652
Employee Benefit Expenses	35	36
Other Expenses	84	83
EBIDTA	76	99
EBIDTA Margin	4%	5%
Depreciation	10	11
Finance Costs	13	15
Exceptional Items	-	-
PBT	53	73
Tax Expenses	16	19
PAT	37	54
PAT Margin	2%	3%

**these numbers have been rounded off



We're Committed
To Growth.

Thank You

BHATIA'S[®]
The mobile one stop shop

+91- 261 - 2349892

info@bhatiamobile.com