

14<sup>th</sup> February, 2025

To,  
The Manager,  
BSE SME Platform  
Department of Corporate Services,  
25th Floor P.J. Towers,  
Dalal Street Fort, Mumbai - 400 001

**BSE Scrip Code: 543453**

**Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we are enclosing herewith the Investor Presentation of the Company for the Q3 of Financial year 2024-25.

Thanking You,

Yours faithfully,

**For ALKOSIGN LIMITED**

**NAME: SAMIR NARENDRA SHAH  
DESIGNATION: MANAGING DIRECTOR  
DIN - 03572442**



INVESTOR PRESENTATION  
Q3 FY25

# Disclaimer



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**ALKOSIGN<sup>®</sup>**

# 01

## OVERVIEW

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# Company Overview

Alkosign Ltd. specializes in manufacturing innovative classroom solutions and high-quality luggage bags, establishing a strong presence in both the education and luggage industry.

Alkosign offers wide variety of products designed to meet the varied needs of its customers. Its portfolio includes writing boards, interactive panels, notice boards, boxes, stands, and a comprehensive array of classroom furniture, such as benches, shelves, and pigeonholes positioning the company as a one-stop solution provider.

The company has also ventured into the luggage industry, manufacturing premium polycarbonate hard luggage under its own brand and for prominent private labels.

Alkosign has built a strong pan-India presence, distributing products across 22 states and counting. The company leverages an e-retailing distribution model, supported by a network of 40+ registered dealers.

# Timeline

Alkosign Display System was founded by **Trilochand & Sandeep Marva** offering wide range of products including writing boards, notice boards etc.

1992

2020

The Company acquired a facility in Bhiwandi for **manufacturing comprehensive classroom solutions.**

2021

**Promoters acquired Alkosign** from its previous owners.

In February 2022, the Company got listed on the **BSE SME platform, raising Rs. 12.5 crore.**

The company got prestigious order from **Godrej** worth~ Rs.3 Cr.

2022

In February 2023, the Company forayed into the luggage manufacturing business & signed an **exclusive license agreement with Baggit.**

Further, raised Rs 16.6 crore for business expansion.

2023

Secured an order from **Bharat Heavy Electricals Ltd (BHEL)** for the supply of Baggit's luggage bags.

2024



# SAMIR SHAH'S JOURNEY

CHAIRMAN & MANAGING DIRECTOR

## **Harnessing Decades of Experience:**

With over 3 decades of experience as a distributor for leading brands such as Supreme, Godrej Security System, Godrej Furniture and Alkosign. His expertise in distribution and market dynamics provided a strong foundation for strategic business growth and expansion.

## **Transforming Vision into Reality:**

He strategically transitioned from being a distributor to manufacturer, by acquiring Alkosign and a 115,000 sq. ft. facility in Bhiwandi for Rs. 10 crore. To further strengthen production, he decided to invest in advanced machinery to optimize production efficiency and output.

## **Pioneering Innovation in Educational Solutions:**

He leveraged his market insights to transform Alkosign from a traditional board manufacturer to a comprehensive classroom solutions provider. Under his leadership, the company expanded its product range to include furniture, interactive panels, and essential accessories. By utilizing an established distribution network, he drove market penetration and further strengthened Alkosign's position as an industry leader.



# SHRENIK SHAH'S JOURNEY

WHOLE TIME DIRECTOR

## **Turning Industry Expertise into Business Success:**

With over 2 decades of experience as a Pan-India distributor for top luggage brands like American Tourister, Shrenik Shah leveraged his deep understanding of market trends and consumer preferences to identify key expansion opportunities. Utilizing his strong industry network, he successfully transitioned from distributor to manufacturer, establishing a strong foothold in the luggage sector.

## **Turning Vision into action:**

Recognizing the rising demand for private-label manufacturing, he took decisive action by setting up a dedicated facility in Bhiwandi, adjacent to the classroom solutions unit. Through strategic initiatives, he also secured key partnerships, including an exclusive license agreement with Baggit for manufacturing & marketing hard luggage bags.

## **Scaling for Market Leadership:**

To drive market leadership, he expanded manufacturing capacity to 40,000 pieces per month and is now planning to scale further to 80,000 by acquiring an additional facility in future. With a strong focus on operational excellence, supply chain efficiency, and strategic partnerships, he continues to propel long-term growth and establish industry leadership.



# Alkosign's Journey

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## \* Transformation and Expansion:

Alkosign's journey has been **one of transformation and expansion**. Initially specializing in manufacturing of whiteboards, the company underwent a significant shift following its acquisition in 2020, broadening its focus beyond whiteboards. In 2021, Alkosign acquired land for a **state-of-the-art facility dedicated to classroom solutions**, paving the way for constant growth and expansion of product portfolio to cater to the evolving needs of the education sector.

## \* Comprehensive Classroom Solution:

**By 2022, Alkosign had developed a comprehensive range of classroom solutions**, introducing ergonomic school benches, chairs, pigeonholes, bookshelves, and storage cupboards. Further, the company launched interactive panels to enhance learning environments and began manufacturing a diverse array of accessories, including dusters, markers, desk organizers, and stands. Through these innovations, Alkosign has established itself as a **one stop solution provider for educational institutions, offering customized classroom solutions**.

### \* **Entry into Luggage Sector:**

Alkosign has **diversified into luggage manufacturing sector**, securing a leased facility in Bhiwandi next to its classroom solutions unit. Starting with one production line, it quickly expanded to two, achieving a monthly capacity of 40,000 units. In FY23, the Company entered **an exclusive agreement to manufacture and market Baggit's hard luggage bags**, with an option for renewal. Additionally, the Company also provides private label manufacturing services for renowned brands.

### \* **Strategic Partnership with Baggit:**

Baggit was founded by Nina Lekhi. It offers 400-500 SKUs across categories like handbags, laptop bags, slings, wallets, and luggage, sold across multiple stores. This association with **Baggit helps Alkosign expand its manufacturing footprint in the luggage industry.**

### \* **Market Presence and Growth:**

Alkosign's classroom solutions are widely adopted by top educational institutions like **IIM's & IIT's**, solidifying its reputation. **Key orders from Reliance Retail and Bharat Heavy Electricals Ltd** have enhanced its manufacturing and distribution presence in luggage segment. Looking ahead, Alkosign remains **committed to innovation and expansion**, focusing on scaling operations, enhancing product offerings, and strengthening partnerships to drive long-term growth and create value for stakeholders.

# Key Management Team



**Samir Shah**

## **Chairman and Managing Director**

He holds a B.Com degree from Lala Lajpatrai College of Commerce and Economics and brings over 3 decades of experience in the distribution industry. Appointed as the Chairman and Managing Director in December 2021, he is responsible for overseeing the company's strategic direction, technical operations, and marketing initiatives.



**Shrenik Shah**

## **Whole Time Director**

He holds a B.Com degree from the University of Mumbai and brings over 2 decades of experience in the distribution industry. His expertise has been instrumental in driving the significant growth of Alkosign's luggage segment.



**Akshay Shah**

## **Non-Executive Director**

He is a seasoned professional with a B.Com degree from the University of Mumbai and has over 2 decades of experience in the distribution industry. He is the Non-Executive Director, bringing vast expertise to guide the company's vision forward.

# Business Divisions



Classroom Solutions



Luggage Solutions

# Business Division (1/2)



## CLASSROOM SOLUTIONS

What Do We Do?

### Design and Manufacture Complete Classroom Solutions:

We design and manufacture a wide range of products, including writing boards, notice boards, and stands, as well as comprehensive classroom furniture such as benches, shelves, and pigeonholes. As a one-stop solution provider, we also specialize in delivering turnkey solutions to address the complete needs of educational institutions.

### Ensure Durability and Comfort:

We use high-grade materials for long-lasting products that meet ergonomic standards, ensuring maximum comfort and productivity for students and educators.

### Complement with Accessories:

Our comprehensive range of accessories, from boxes, magnets, and pins to stands, chalk, and dusters, ensures a fully equipped and efficient classroom environment.

### Lead the Way in Interactive Learning:

Our interactive panels integrate advanced touch technology and digital tools, enabling seamless collaboration and dynamic teaching methods.

# PRODUCT RANGE

## CLASSROOM SOLUTIONS



**White Writing Board**



**Fabric Notice Board**



**Green Writing Board**



**Interactive Panel**



**Magazine Stand**



**Magnetic Combination Board**



**Chalk**



**Duster**



**Key Cabinet**



**Suggestion Box**

# PRODUCT RANGE

## CLASSROOM SOLUTIONS



2 Seater Metal Bench



3 Seater Metal Bench



Bookshelf



Single Seater Bench



Pigeonhole



Turnkey Solution

# Business Division (2/2)



## LUGGAGE SOLUTIONS

What Do We Do?

### Manufacture High-Quality Hard Luggage:

We specialize in manufacturing top-tier hard luggage bags, combining cutting-edge technology with expert craftsmanship to prioritize utility, durability, and aesthetics.

### Focus on Style and Functionality:

We combine sleek, modern aesthetics with practical features, making our luggage perfect for both business and leisure travelers.

### Incorporate Advanced Features:

Each piece is equipped with secure TSA locks, spacious interiors and smooth-rolling wheels for convenience and safety during travel.

### Ready to Lead the way:

We're launching our brand to tap into the vast potential of luggage sector, leveraging our expertise and network to drive rapid growth and innovation.



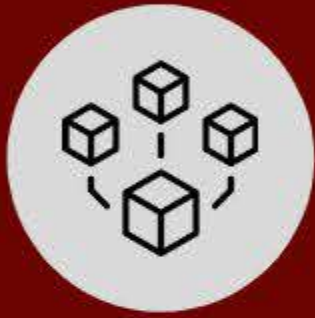
# PRODUCT RANGE

## LUGGAGE SOLUTIONS

- Manufactured using premium polycarbonate chips, ensuring high durability and superior product quality.
- Features scratch-resistant shells, extreme impact resistance, TSA locks, anti-theft design, and high-quality zippers.



# Alkesign - An Industry Leader with Vision



*Expansive Product Range  
Tailored for Growth*



*Backward Integrated  
Manufacturing Ecosystem*



*Distribution Network and  
Pan India Presence*



*We are proud to have  
been awarded the 'Make  
in India' certification.*



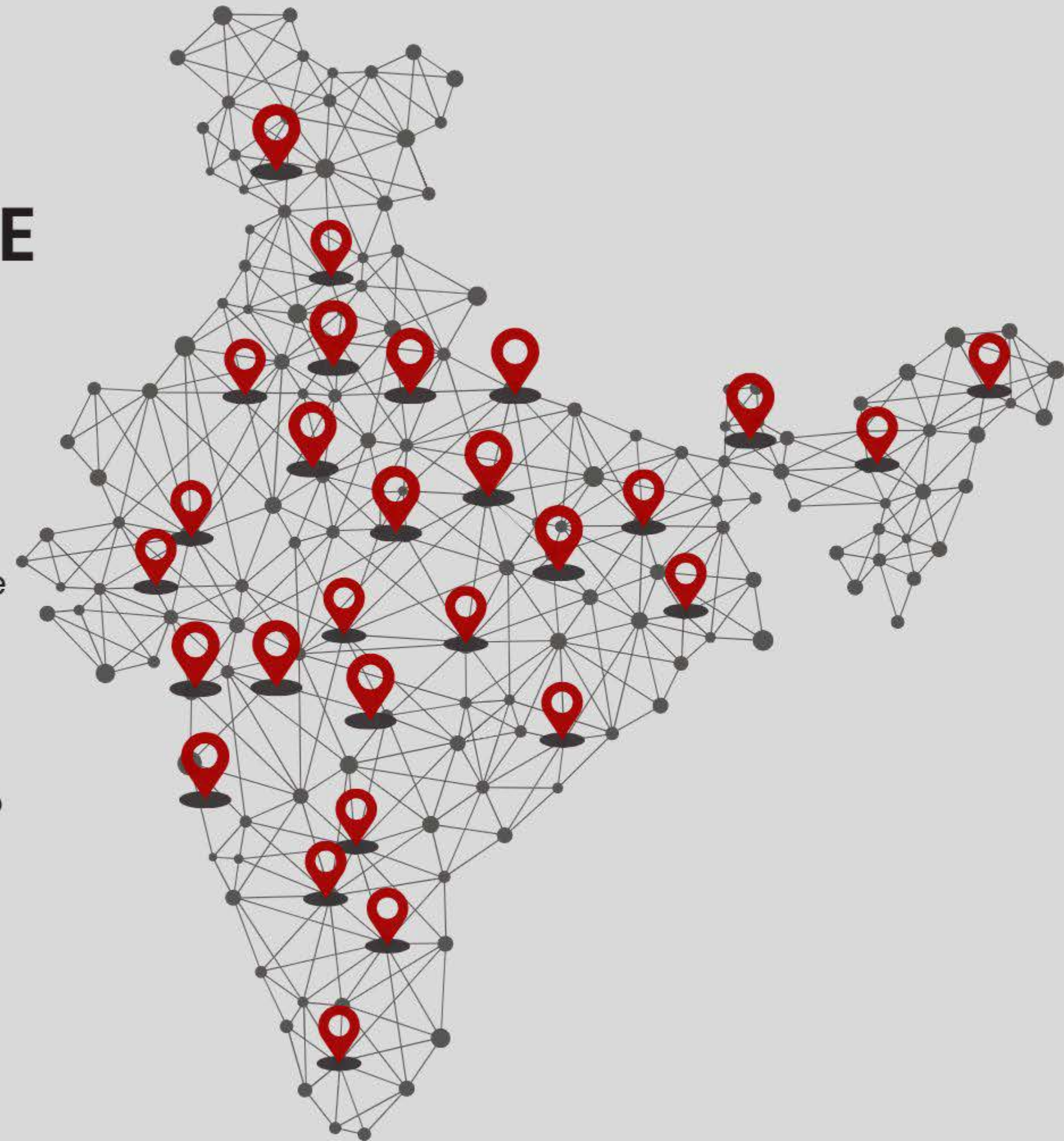
*Experienced  
Leadership Team*



*Best-in-class  
polycarbonate hard  
luggage*

# DISTRIBUTION NETWORK AND PAN INDIA PRESENCE

- 40+ distributors located in metro and Tier-2 cities.
- Our Products are available on e-commerce platforms such as Amazon and Flipkart, additionally, we are also focusing on digital marketing by leveraging channels like Instagram, Facebook, and LinkedIn to build a strong presence in this rapidly growing industry.
- Our robust distribution network ensures timely delivery to schools, universities and corporate clients.
- We are the trusted partner for classroom & luggage solutions for top educational institutions and corporate organizations.



# Marquee Clientele

## CLASSROOM SOLUTIONS



## LUGGAGE SOLUTIONS

Baggit

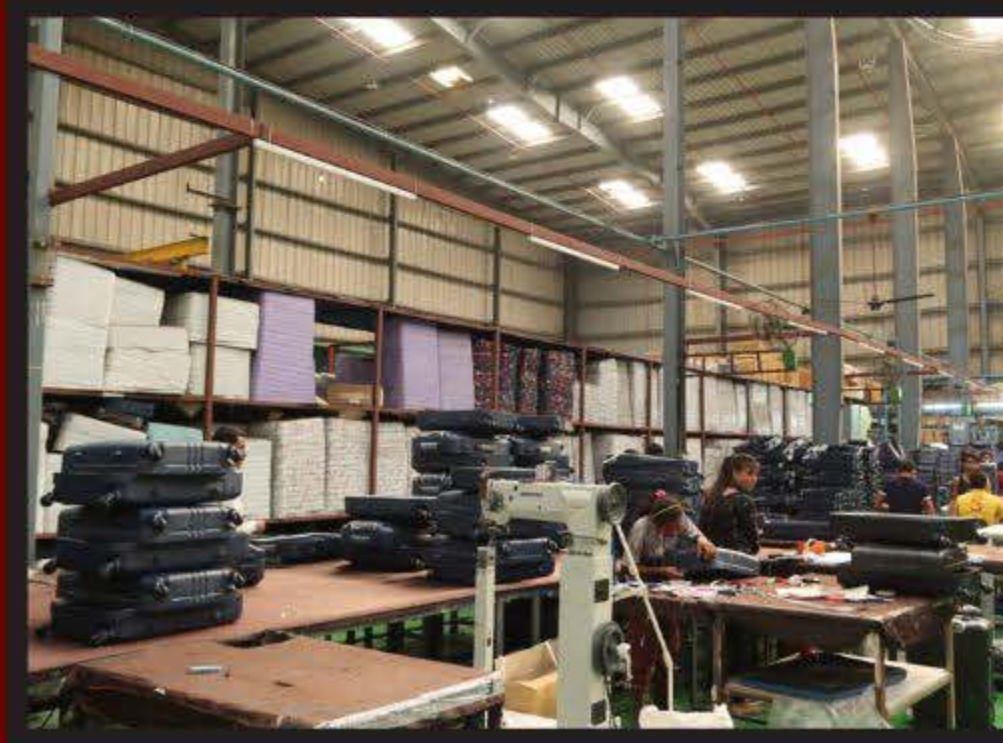
# Manufacturing Facility



## Unit -1 (Owned) Classroom Solutions

**Area :** 115,000 sq. ft.

**Capacity utilization :**  
80%



## Unit-2 (Leasehold) Luggage Solutions

**Area :** 25,000 sq. ft.

**Capacity utilization :**  
80%



# 02

## INDUSTRY OVERVIEW

# Ready to Leverage Opportunities

## EDUCATION INDUSTRY GROWTH OPPORTUNITY

### Demographic Advantage

# 580 million

The country boasts the world's largest youth demographic, comprising individuals between the ages of 5 and 24 years.

Approximately 26.31% of India's population falls within the 0-14 age group.

### Education Infrastructure

# 40 million

India currently has 1.49 million schools, 9.5 million teachers and 265 million students, highlighting the vast scale and reach of its education system.

To bridge the gap, India needs 200,000 new schools, 35,000 new colleges, 700 new universities and 40 million additional seats in vocational training institutions.

### Government Support

# ₹73,498 Cr

An allocation of ₹ 73,498 crore (US\$ 8.83 billion) has been made to the Department of School Education and Literacy, marking a 19.56% increase from the previous year.

# Ready to Leverage Opportunities

## LUGGAGE INDUSTRY GROWTH OPPORTUNITY

### Market Size

**₹20,000 Cr**

India's luggage market is valued at approximately ₹20,000 crore, with branded players holding around 54% of the market share.

### Rise in Travel

**70 million**

The demand for international travel is on the rise, with India's international passenger traffic reaching about 70 million in FY 2023-24, surpassing the pre-pandemic level of 67 million passengers in FY20.

### Changing Perception

**58% growth**

The market share of hard luggage in India has seen substantial growth, rising from 33% in FY18 to 58% in FY24.



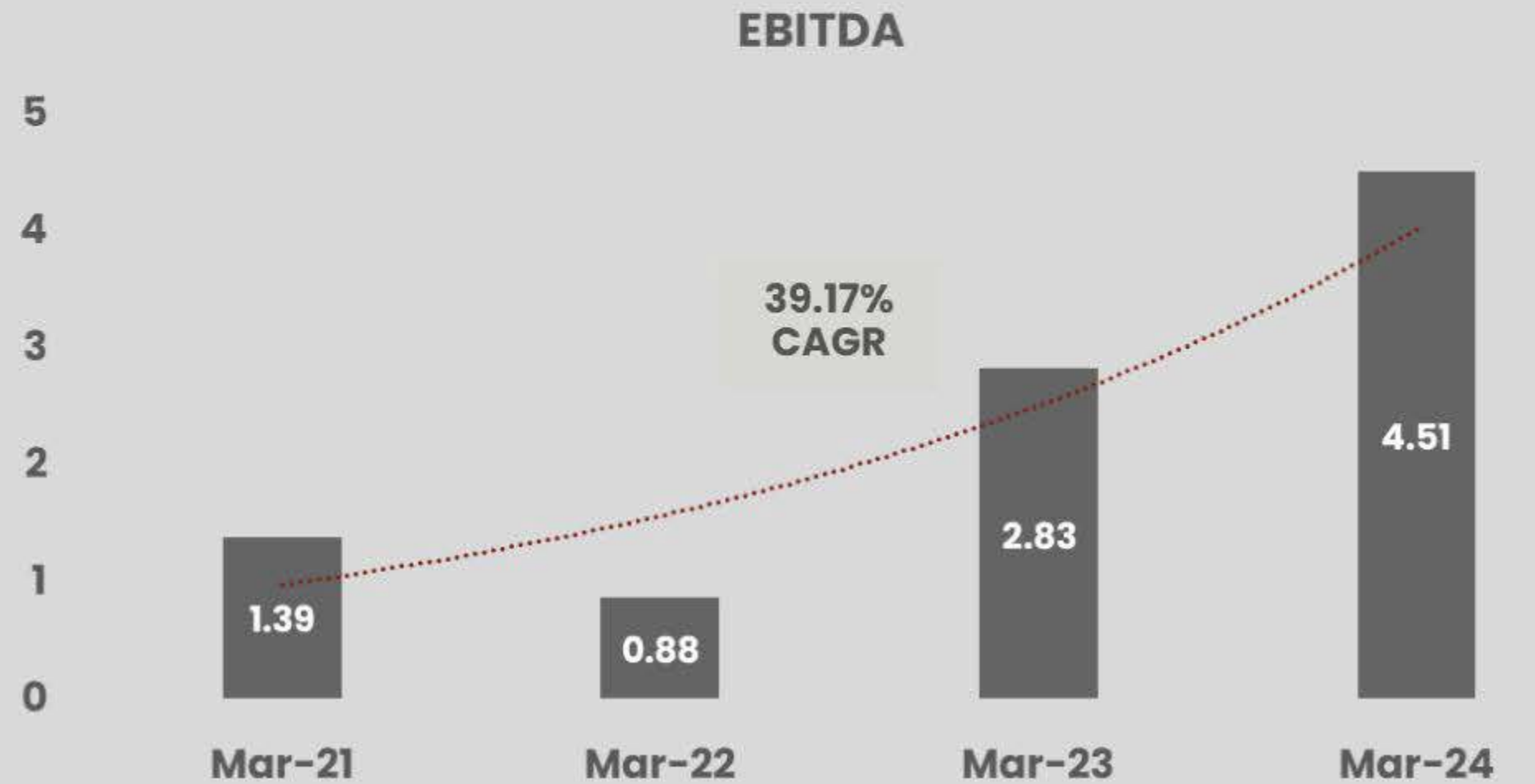
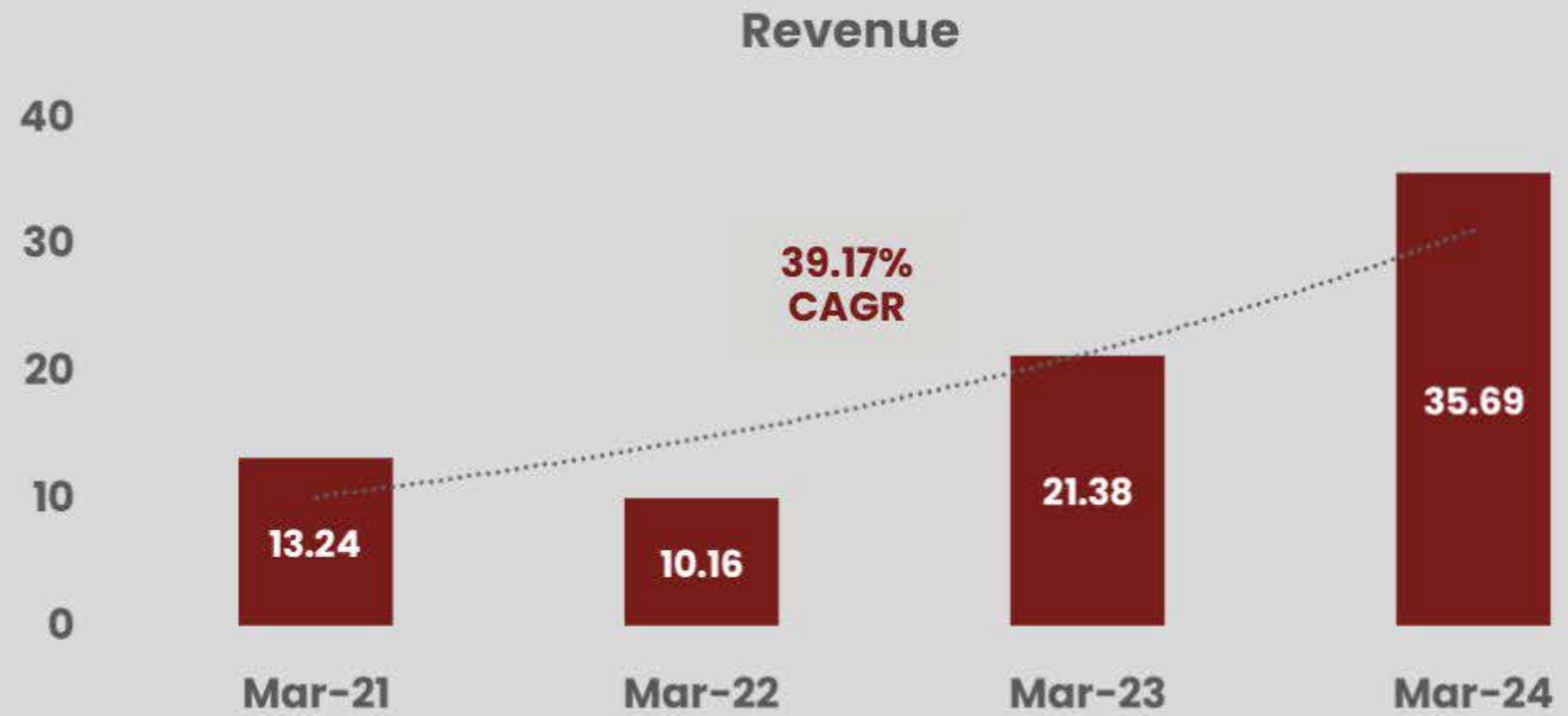
The background of the page features a complex financial market visualization. It includes a candlestick chart with red and green bars, a line graph with a yellow trend line, and various numerical data points and grid lines in shades of blue and green. The overall aesthetic is modern and data-driven.

# 03

## FINANCIAL OVERVIEW

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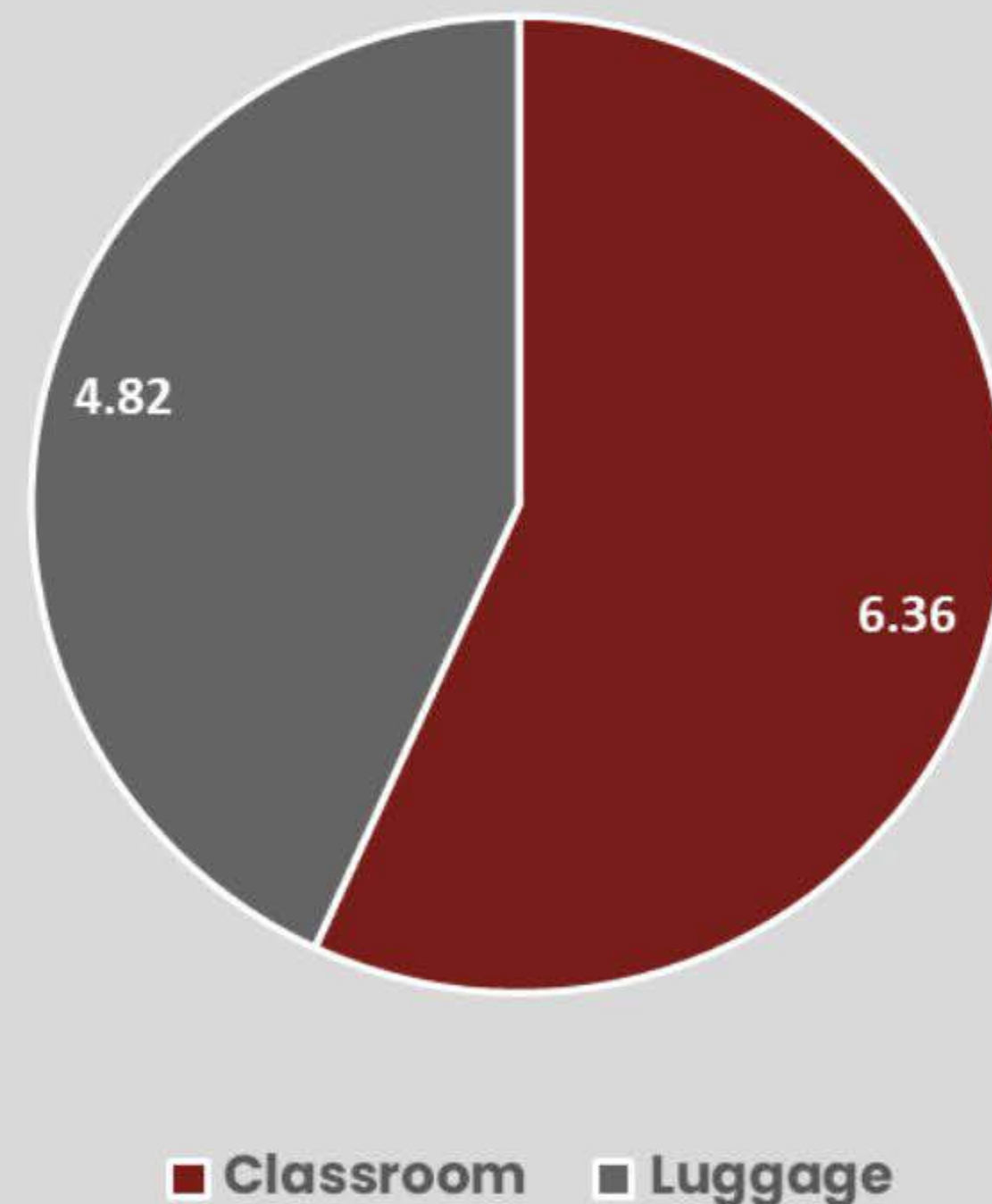
# FINANCIAL PERFORMANCE



# Q3 FY25 Profit & Loss Statement (in Rs. Cr)

Particulars	Q3 FY25
Revenue	11.19
Other Income	0.03
<b>Total Income</b>	<b>11.22</b>
Raw Material Cost	5.79
Change in Inventory	0.34
Employee Benefit Cost	1.64
Other Cost	1.5
<b>Total Expenses</b>	<b>9.27</b>
EBITDA	1.92
Finance Cost	0.27
Depreciation	0.62
<b>PBT</b>	<b>1.04</b>
Exceptional Item	0
<b>PBT after Exceptional Item</b>	<b>1.04</b>
Tax	0.1
Net Profit/ Loss	0.94
EPS (Diluted)	1.3

## Q3 FY25 Segment Wise Revenue Split



# Profit & Loss Statement (in Rs. Cr)

Particulars	Mar-21	Mar-22	Mar-23	Mar-24
Revenue	13.24	10.16	21.38	35.69
Other Income	0.03	0.06	0.25	0.28
<b>Total Income</b>	<b>13.27</b>	<b>10.22</b>	<b>21.63</b>	<b>35.97</b>
Raw Material Cost	8.12	5.86	13.41	24.81
Change in Inventory	-0.96	-0.17	-0.51	-3.48
Employee Benefit Cost	2.45	2.26	3.48	4.92
Other Cost	2.23	1.34	2.16	4.93
<b>Total Expenses</b>	<b>11.84</b>	<b>9.29</b>	<b>18.54</b>	<b>31.18</b>
EBITDA	1.4	0.87	2.84	4.51
Finance Cost	0.31	0.84	1.51	1.67
Depreciation	0.2	1.66	1.95	2.45
<b>PBT</b>	<b>0.92</b>	<b>-1.57</b>	<b>-0.37</b>	<b>0.67</b>
Tax	0.25	-0.19	0.01	-0.12
<b>Net Profit/Loss</b>	<b>0.66</b>	<b>-1.38</b>	<b>-0.46</b>	<b>0.78</b>
EPS (Diluted)	10.88	-4.35	-0.84	1.22

# Half Year Profit & Loss Statement (in Rs. Cr)

Particulars	Sep-22	Mar-23	Sep-23	Mar-24	Sep-24
Revenue	9.11	12.27	21.25	14.43	27.9
Other Income	0.03	0.2	0.0	0.24	0.15
<b>Total Income</b>	<b>9.14</b>	<b>12.49</b>	<b>21.29</b>	<b>14.67</b>	<b>28.05</b>
Raw Material Cost	6.09	7.33	12.3	12.51	17.08
Change in Inventory	-0.32	-0.19	-4.23	0.75	-0.71
Employee Benefit Cost	0.84	2.64	2.4	2.54	3.39
Other Cost	1.56	0.6	2.2	2.73	3.29
Total Expenses	8.17	10.38	12.66	18.53	23.05
<b>EBITDA</b>	<b>0.94</b>	<b>1.89</b>	<b>8.59</b>	<b>-4.1</b>	<b>4.85</b>
Finance Cost	0.64	0.9	0.5	1.22	0.51
Depreciation	0.94	1.0	1.2	1.25	1.17
<b>PBT</b>	<b>-0.62</b>	<b>0.24</b>	<b>6.99</b>	<b>-6.32</b>	<b>3.31</b>
Tax	-0.01	0.06	1.19	-1.31	0
<b>Net Profit/Loss</b>	<b>-0.63</b>	<b>0.18</b>	<b>5.8</b>	<b>-5.02</b>	<b>3.31</b>
EPS (Diluted)	-1.16	0.32	10.31	-9.08	4.6

# Balance Sheet (in Rs. Cr)

Equities & Liabilities	Mar-21	Mar-22	Mar-23	Mar-24	Dec-24
Equity	0.01	5.45	5.45	7.19	7.19
Reserve	0.66	7.17	6.71	22.02	26.27
<b>Net Worth</b>	<b>0.67</b>	<b>12.62</b>	<b>12.16</b>	<b>29.21</b>	<b>33.47</b>
<b>Non Current Liabilities</b>					
Long Term Borrowings	9.44	6.32	7.01	6.31	5.26
Deferred Tax Liability	0.00	0.00	0.00	0.00	0.00
Long Term Provision	0.00	0.00	0.00	0.00	0.00
<b>Total Non Current Liabilities</b>	<b>9.45</b>	<b>6.32</b>	<b>7.01</b>	<b>6.31</b>	<b>5.26</b>
<b>Current Liabilities</b>					
Short Term Borrowings	11.03	9.71	13.39	7.52	6.27
Trade Payables	1.94	0.49	1.16	5.72	6.28
Short Term Provisions	0.09	0.00	0.00	0.00	0.00
Other Current Liabilities	0.34	0.4	1.08	1.07	0.27
<b>Total Current Liabilities</b>	<b>13.38</b>	<b>10.60</b>	<b>15.63</b>	<b>14.31</b>	<b>12.84</b>
<b>Total Liabilities</b>	<b>23.51</b>	<b>29.54</b>	<b>34.79</b>	<b>49.83</b>	<b>51.56</b>

Assets	Mar-21	Mar-22	Mar-23	Mar-24	Dec-24
<b>Non Current Assets</b>					
Fixed Assets	0.62	15.12	17.62	16.29	16.02
Non-Current Investments	0.10	0.10	0.10	0.10	0.00
Deferred Tax Assets (Net)	0.00	0.20	0.10	0.10	0.10
Other Non-Current Assets	15.22	0.98	1.29	1.79	1.44
<b>Total Non-Current Assets</b>	<b>15.94</b>	<b>16.40</b>	<b>19.11</b>	<b>18.28</b>	<b>17.56</b>
<b>Current Assets</b>					
Inventory	2.26	3.15	9.46	16.25	19.77
Trade Receivables	4.99	2.33	2.76	5.63	11.64
Cash & Cash Balance	0.11	5.46	0.88	6.56	0.15
Short Term Loans & Advances	0.20	2.20	2.59	3.10	2.45
<b>Total Current Assets</b>	<b>7.56</b>	<b>13.14</b>	<b>15.69</b>	<b>31.54</b>	<b>34.00</b>
<b>Total Assets</b>	<b>23.51</b>	<b>29.54</b>	<b>34.79</b>	<b>49.83</b>	<b>51.56</b>

# Cash Flow Statement (in Rs. Cr)

Particulars	Mar-21	Mar-22	Mar-23	Mar-24	Dec-24
Cash from Operating Activity +	-3.93	-0.75	-2.74	-0.81	-2.29
Cash from Investing Activity +	-16.14	-1.93	-4.7	-1.57	-1.02
Cash from Financing Activity +	20.17	8.03	2.86	8.05	-3.10
<b>Net Cash Flow</b>	<b>0.11</b>	<b>5.35</b>	<b>-4.58</b>	<b>5.68</b>	<b>-6.41</b>

# Key Highlights

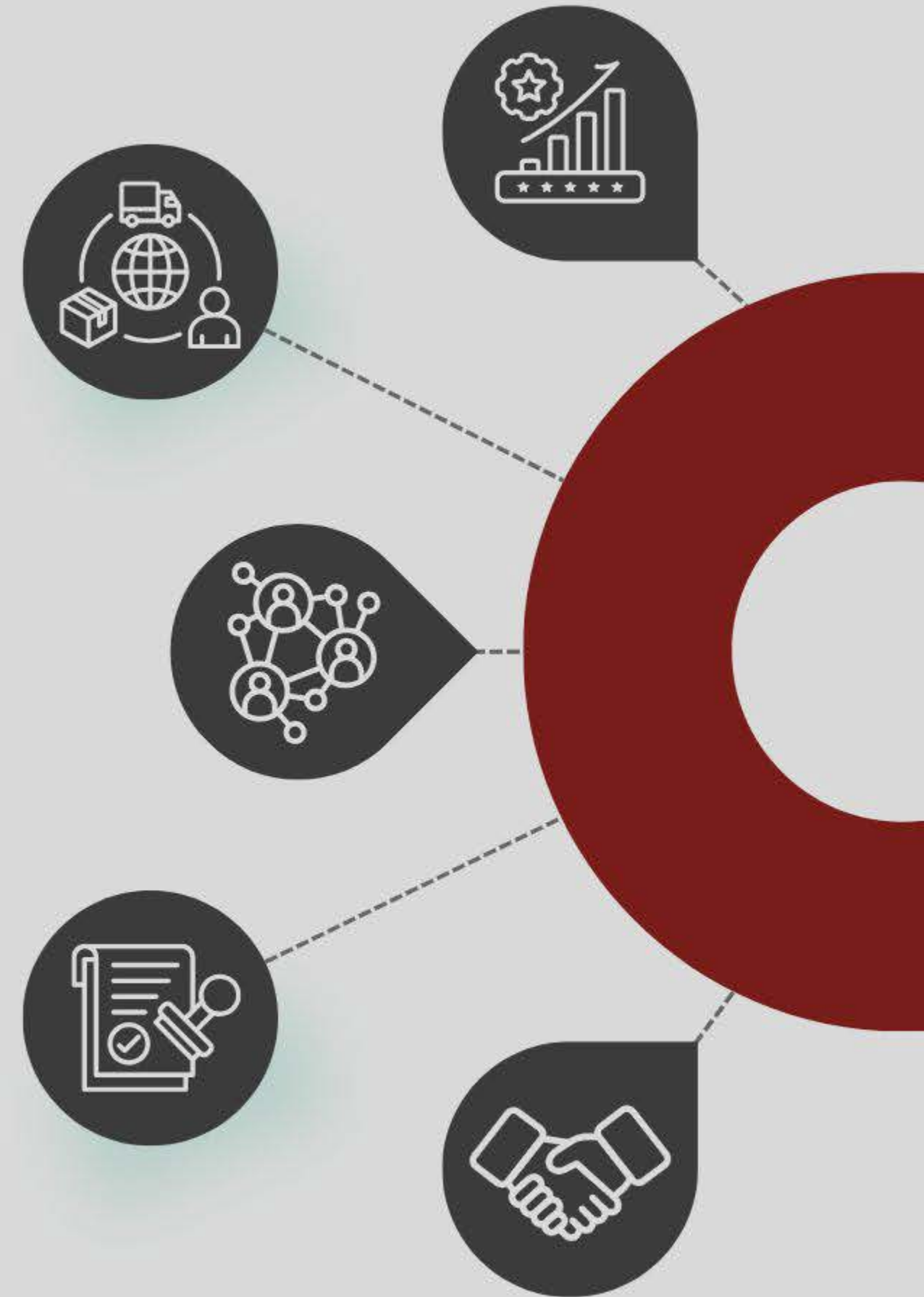
The company has secured an order **from BHEL for Baggit luggage bags**, reflecting its strong market reputation and commitment to quality.

The company has received an order to supply **Baggit luggage bags across 21 stores of Reliance Retail Limited**, further expanding its retail presence and product reach.

As the **Designated Partner in OCTAGALITE LLP**, the company holds **74% stake in the LLP**. This strategic partnership is aimed at expanding its footprint in the luggage market, with a particular focus on supplying to canteen stores.

Holding the distinction of being one of the licensors, the company supplies **specialized Japanese Coil used for manufacturing boards**.

**ALKOSIGN LIMITED co-sponsored the 3rd Education Supply & Franchise Expo 2023 (ESFC)**, underscoring its support for education and enhancing industry visibility.





# THANK YOU!

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