

# BHATIA COMMUNICATIONS & RETAIL (INDIA) LIMITED

**BHATIA'S**<sup>®</sup>  
The mobile one stop shop

CIN: L32109GJ2008PLC053336

Regd Off: 132, Dr. Ambedkar Shopping Centre, Ring Road, Surat-395002

Email: [info@bhatiamobile.com](mailto:info@bhatiamobile.com), Ph: 0261-2349892

Website : [www.bhatiamobile.com](http://www.bhatiamobile.com)

Date: 10/08/2022

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 and Year ended 31st March, 2022 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**

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**BHATIA  
COMMUNICATIONS &  
RETAIL (INDIA)  
LIMITED**

**Q4 2022 INVESTOR PRESENTATION**





# Safe Harbour

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Business Overview

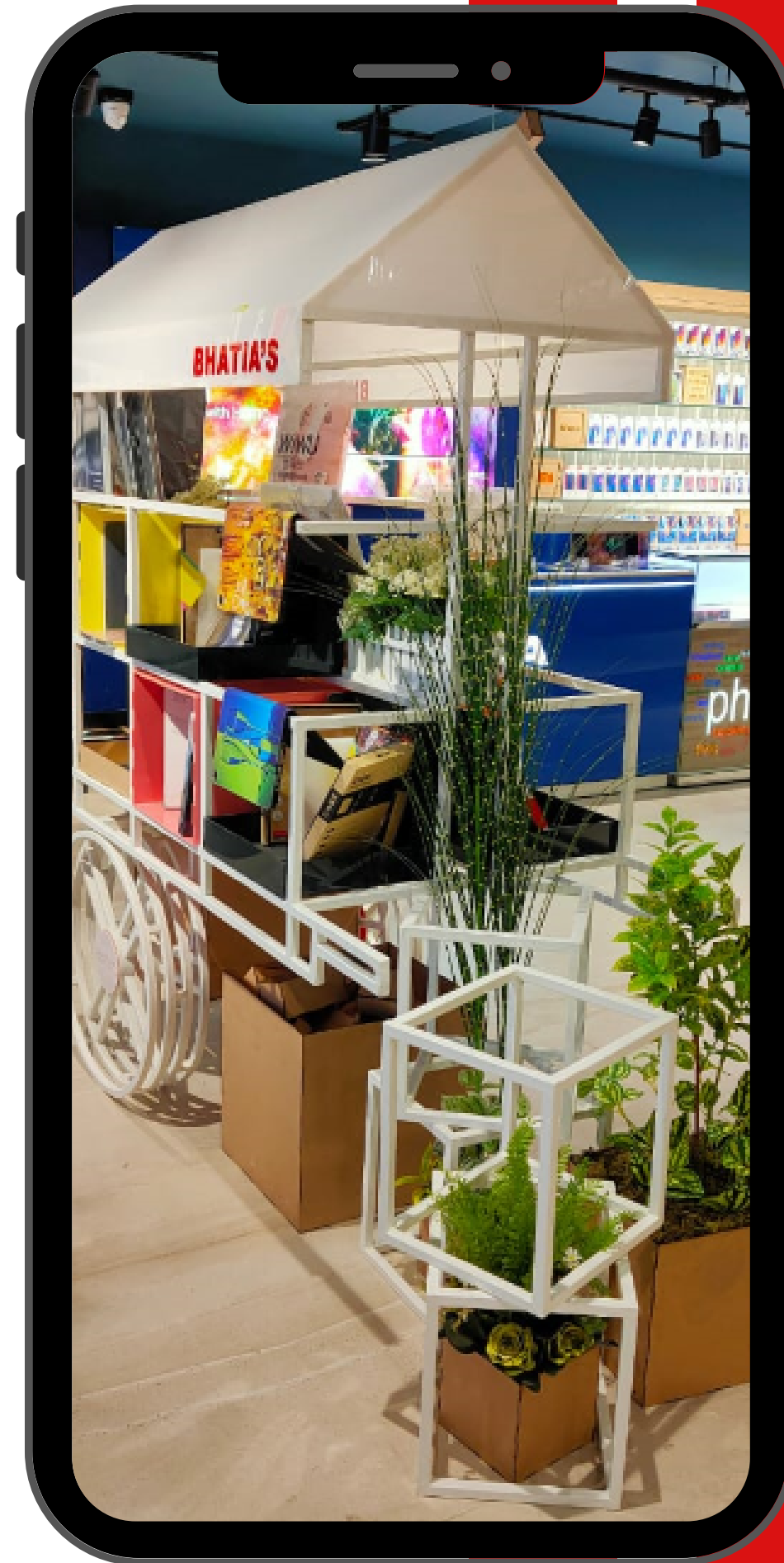
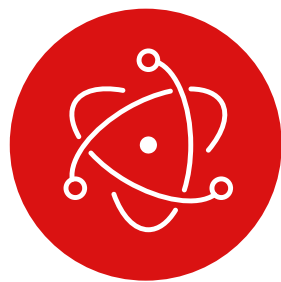
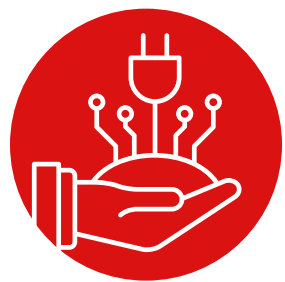
Key Financials





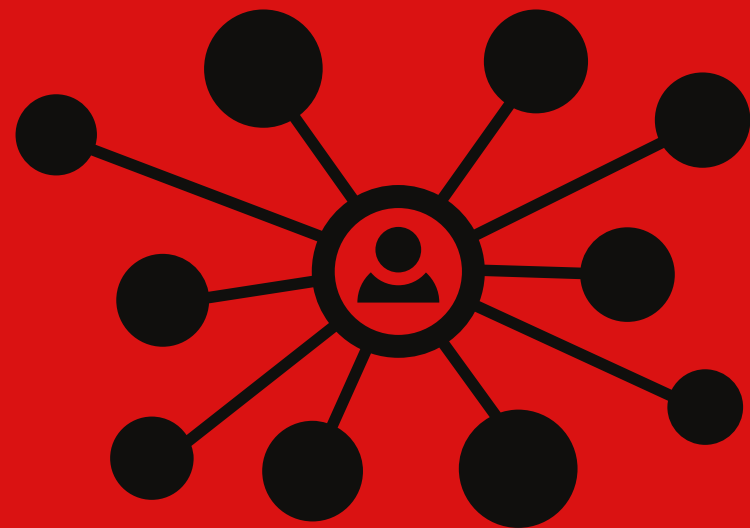
## *Business Overview*

Our company is engaged into retail and wholesale distribution business of trading mobile handsets, tablets, data-cards, mobile accessories, air conditioners, Washing Machines and other Electronic Equipment.





# FOCUS AREAS



**MARKETING**

**OPERATIONS**

**SALES**

**SUPPLY CHAIN**



## 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:

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.

## Customer Segments

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

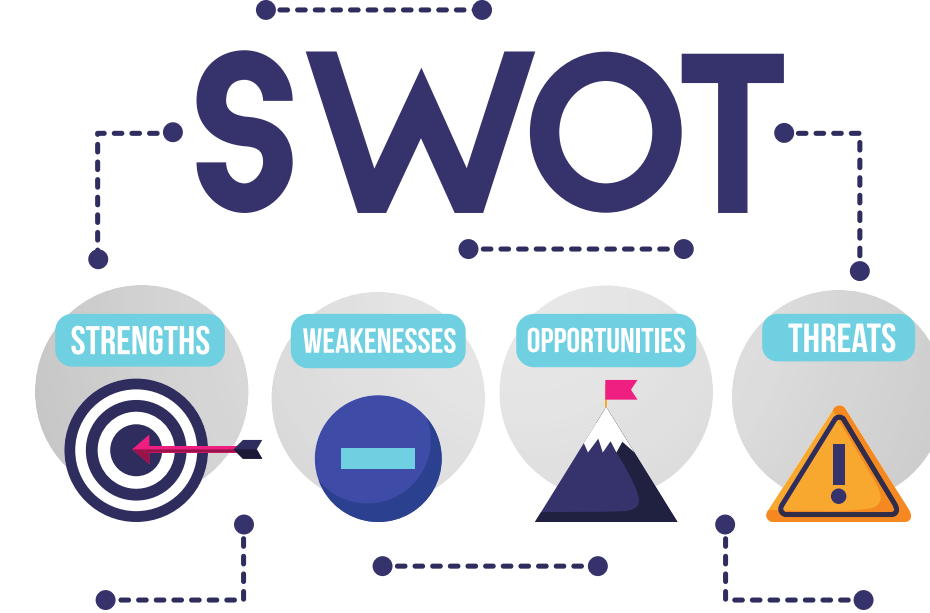
## Early Adopters

- 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.

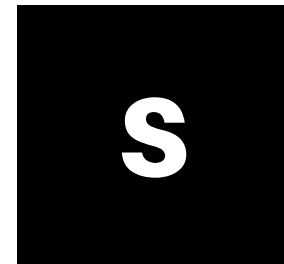


# BHATIA'S®

The mobile one stop shop



## Strengths



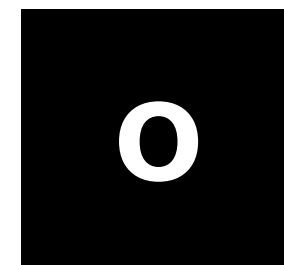
- Diversified Product Portfolio
- Trained Work force
- Established Inventory Management System
- Increased in Multi-Brand Stores

## Weaknesses

- Lack of Brand Awareness
- Resource Availability and Distribution
- No online presence
- Increase in outdated inventories.



## Opportunities



- Work from Home becoming a norm.
- Smartphones and Tablets becoming essentials
- 5G Tech Introduction in India

## Threats

- Competition may shrink Margins.
- Low Entry barriers for new entrants.
- Online platform bringing in competition.
- Supply Chain Disruptions
- Products getting easily outdated





**SANJEEV  
BHATIA**

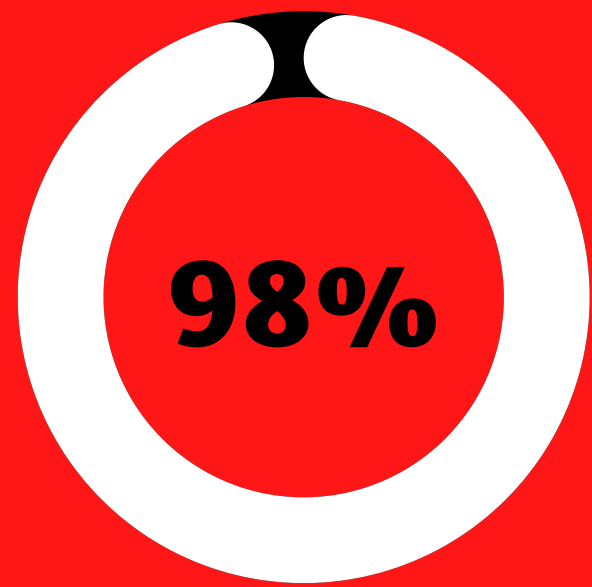


**NIKHIL  
BHATIA**



**EXECUTIVE DIRECTORS**

# KEY METRICS



**Conversion  
Rate**



**Total  
Square feet**



**Revenue per  
Square feet**



# Number of Stores



126  
Total  
Stores

112  
Owned  
Stores

14  
Franchised  
Stores

49  
Multi Product  
Outlets  
incl. Mobile  
Phones

63  
Mobile Phones  
and  
Accessories



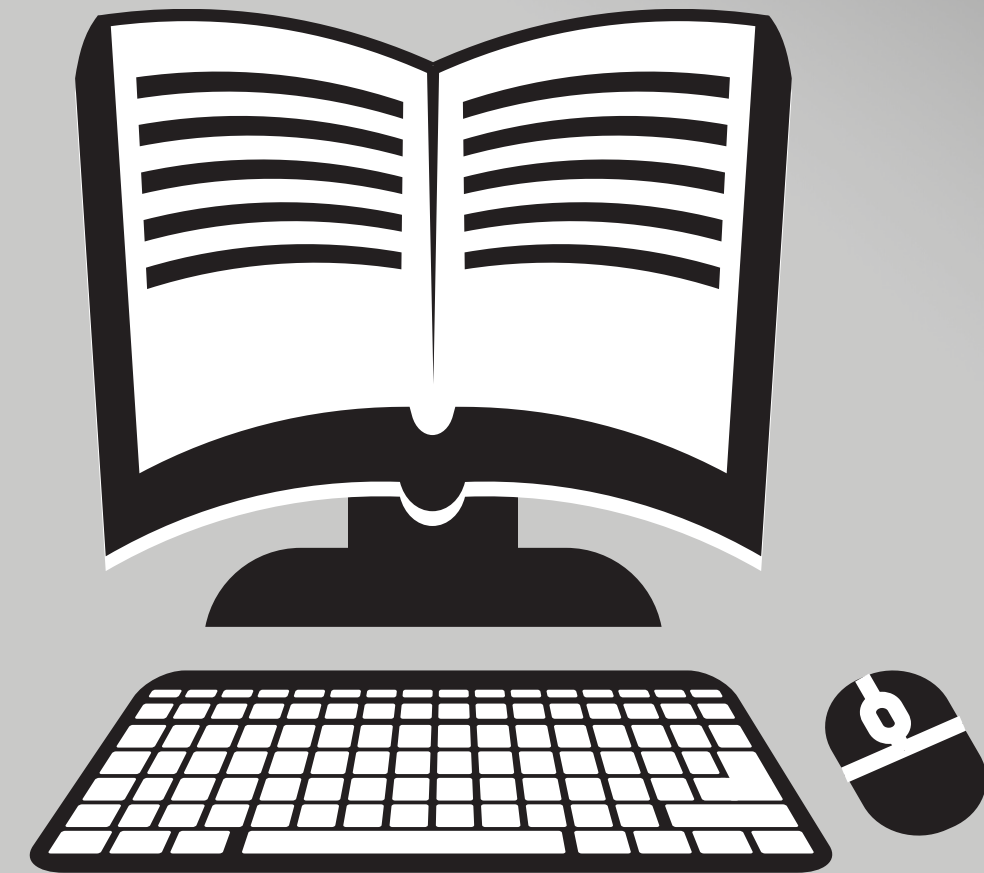
# Offline Continues to Offer Everything

## 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.





**EXPERIENCE**  
**20 YEARS +**

**OUR TEAM**  
**190**

**BHATIA'S**<sup>®</sup>  
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**RETAIL STORES**  
**126**

**CONVERSION RATE**  
**98%**

**REVENUE**  
**2517 Mn.**



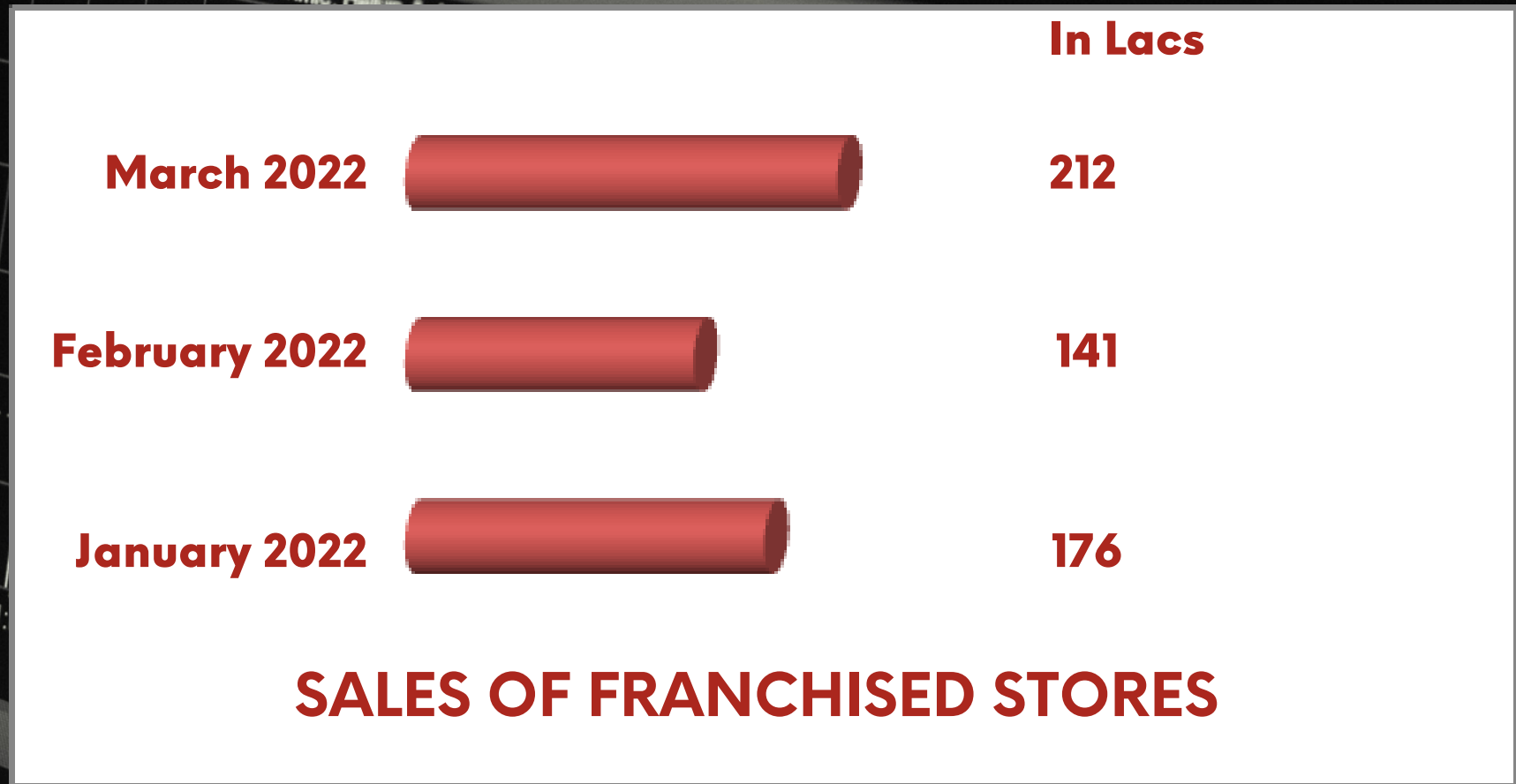
# KEY FINANCILAS







**SALES OF OWNED STORES**



**SALES OF FRANCHISED STORES**



# REVENUE COMPARISON

## QoQ Comparison

In Lacs

Q3 2022

6962

Q4 2022

6455

## YoY Comparison

In Lacs

2021

18971



2022

25175



# PROFITABILITY HIGHLIGHTS

( In L a c s )

Net Sales
Other income
Total Income
Cost of Goods Sold
Other Expenses
Employee Cost
<b>EBITDA</b> 
Depreciation
EBITA
Interest
PBT
Tax
PAT 

Q4 2021
4,582.243
495.977
<b>5,078.220</b>
4,316.878
337.566
93.517
<b>330.259</b>
17.508
312.751
30.890
281.861
75.657
206.204

Q4 2022
5,899.477
556.206
<b>6,455.683</b>
5,873.532
243.594
88.096
<b>250.461</b>
28.081
222.380
30.464
191.916
14.210
177.706

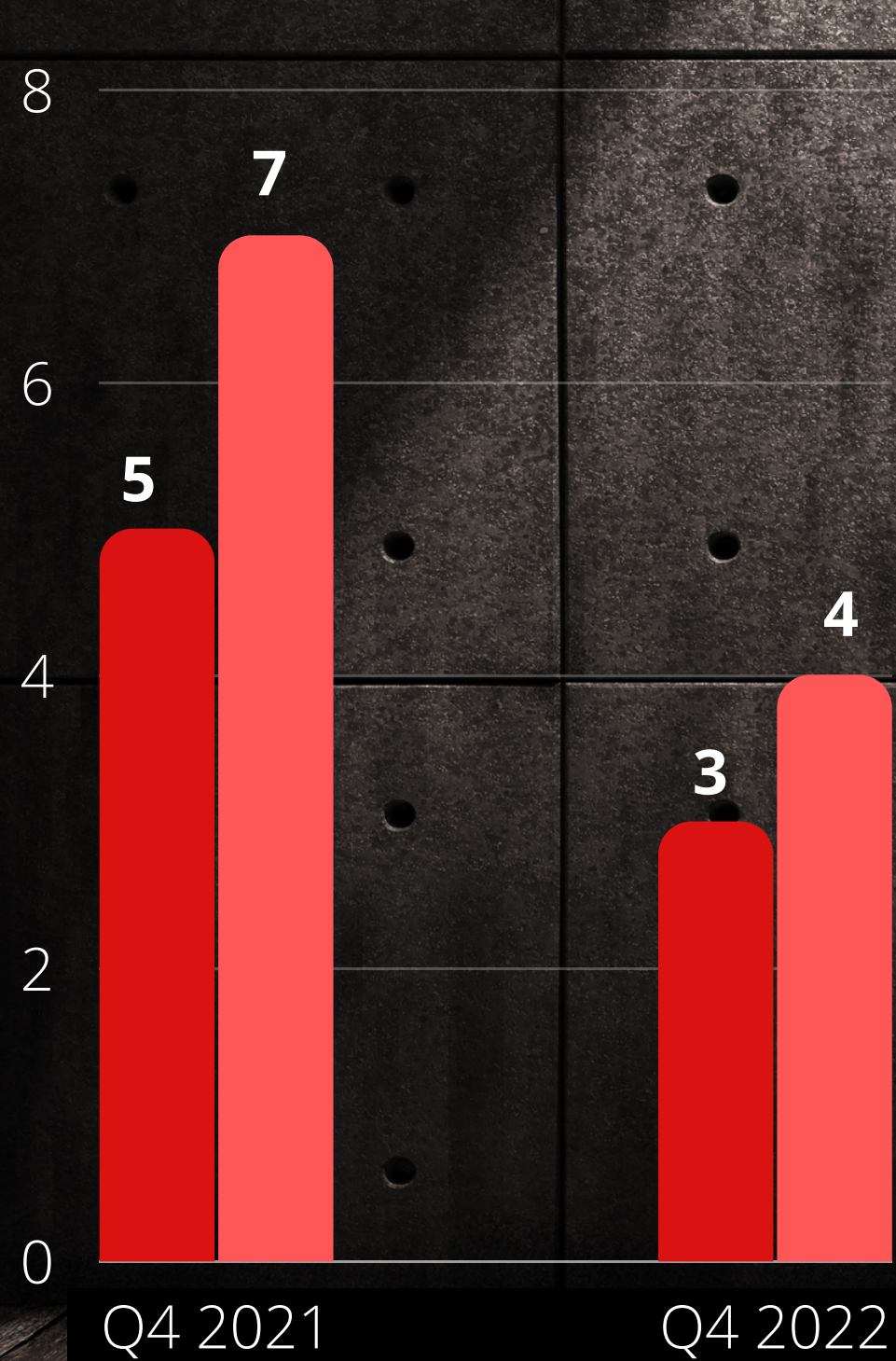
2021
17,292.178
1,679.486
<b>18,971.664</b>
17,016.755
839.258
350.867
<b>764.784</b>
100.557
664.227
133.338
530.889
156.397
374.492

2022
23,347.165
1,828.528
<b>25,175.693</b>
22,903.223
944.265
373.272
<b>954.933</b>
115.311
839.622
131.981
707.641
180.377
527.264



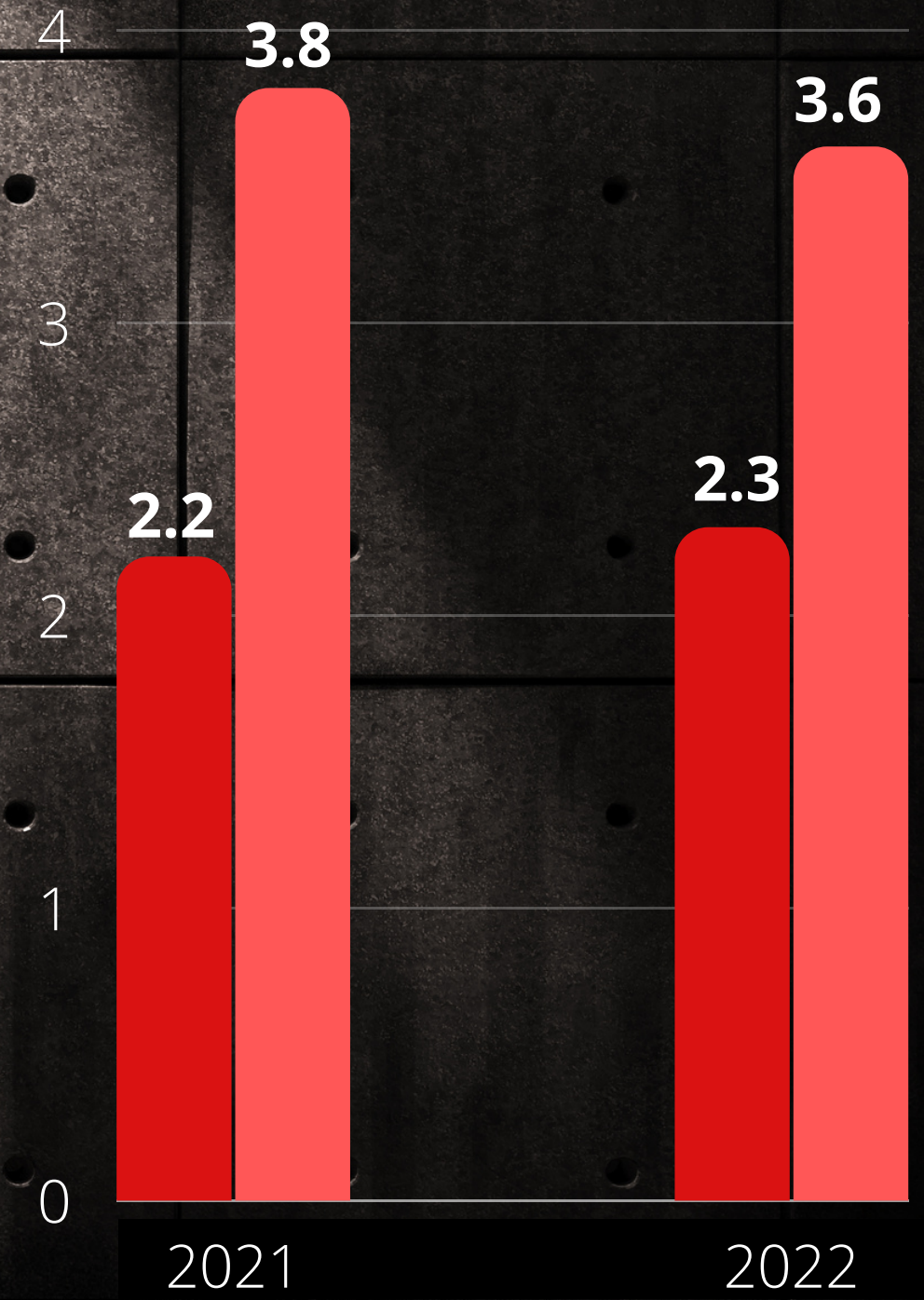
# PERFORMANCE HIGHLIGHTS

## QoQ Comparison



■ PAT% ■ EBIT%

## YoY Comparison

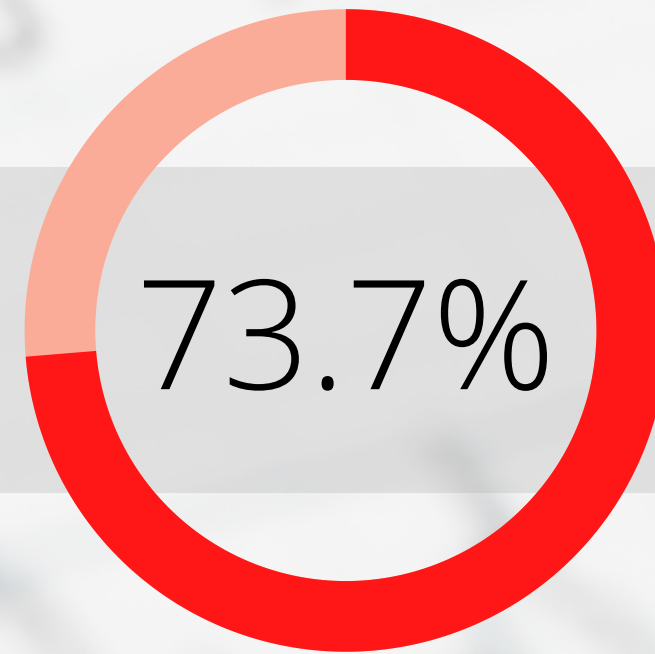


■ PAT% ■ EBIT%



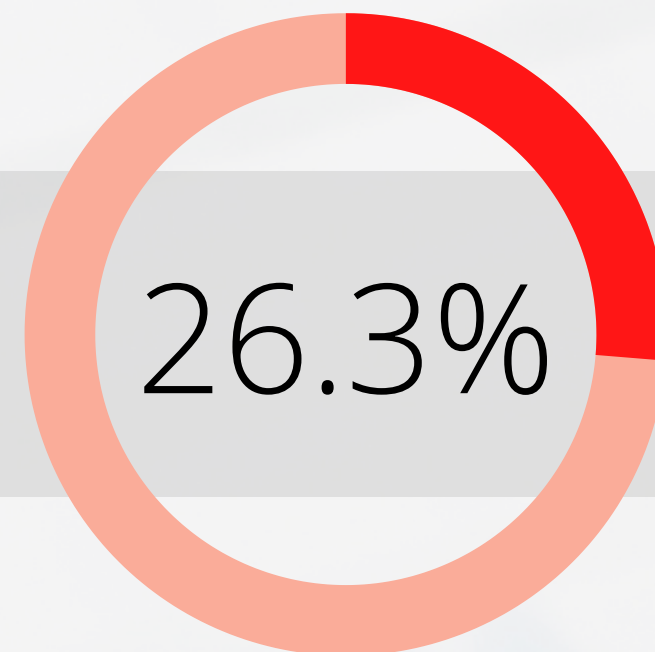
# SHAREHOLDING PATTERN

**Promoters'  
Holding**



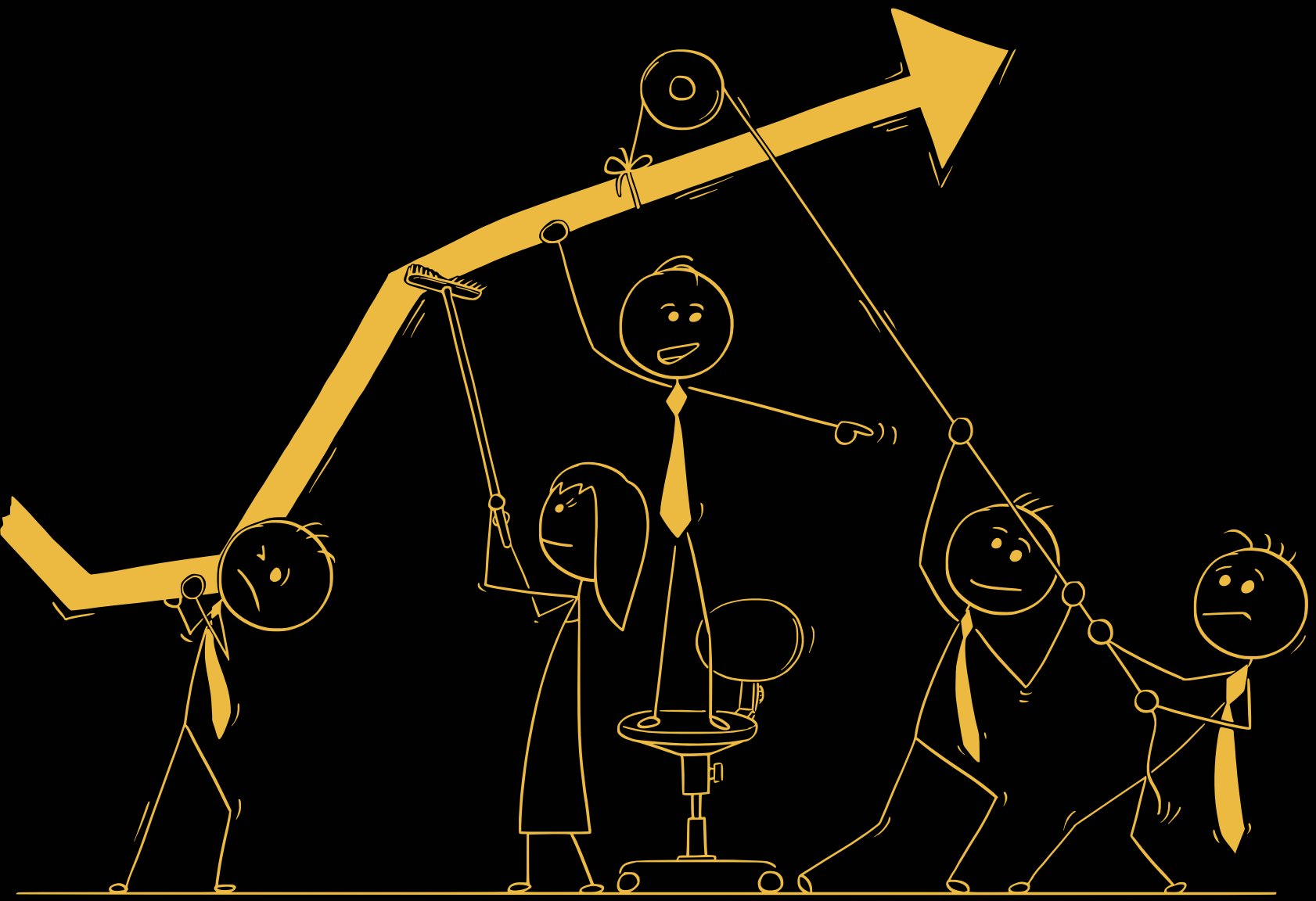
6 Shareholders  
with  
9,21,52,000 Shares

**Public  
Holding**



8,512 Shareholders  
with  
3,30,00,000 Shares

Team work makes  
Dream work



**BHATIA'S**<sup>®</sup>  
A Public Limited Company

*Bhatia's Mobile Group*  
**Awarded By SAMSUNG**

as a

**Top Performer Of The Year**

**2021-2022**





# BHATIA'S®

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We are committed to

Growth

Thank You



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info@bhatiamobile.com