

Date: July 9, 2024

BSE Limited

Department of Corporate Services
Pheroze Jeejeebhoy Towers,
Dalal Street, Mumbai-400001

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block
Bandra- Kurla Complex, Mumbai-400051

SCRIP Code- 544136

SYMBOL-RKSWAMY

ISIN: INE0NQ801033

Subject: Investor Communication.

Dear Sir/Madam,

We are enclosing herewith our message to Investors of the Company which is proposed to be sent through email.

This intimation is also being uploaded on the Company's website at www.rkswamy.com

This is for your information and records.

Thanking you

For R K SWAMY Limited

Aparna Bhat

Compliance Officer

Membership No.: A19995

Address: Esplanade House, 29, Hazarimal Somani Marg,
Fort, Mumbai 400 001

Place: Mumbai

R K SWAMY LIMITED

Formerly known as "R K Swamy Private Limited"

Esplanade House.

29 Hazarimal Somani Marg,

Fort, Mumbai 400 001.

Phone +9122 4057 6399,2207 7476

www.rkswamy.com

CIN No. L74300TN1973PLC006304

Regd Office 19 Wheatcrofts Road,
Nungambakkam, Chennai 600 034.

Offices also at Bengaluru. Hyderabad.
Kochi, Kolkata, New Delhi.

Dear Investor,

You are receiving this email, since you had applied for shares during the initial public offer (IPO) of R K SWAMY Ltd. We thank you for showing interest in our organisation.

As you may be aware, the IPO of our company received wide support. Nearly 1.1 million investors applied to the share issue. In accordance with the Regulations, we allotted shares to 32,798 applicants.

We have completed over three months of being a publicly listed company. I thought it would be appropriate to share with you how the fiscal year 2024 ended. The attached document gives you the highlights, which we have filed with the Stock Exchanges. In brief, our Revenue from Operations was up 13.3% versus year ago, to Rs 331.5 crs. Our Profit after Tax was up 27.1% versus year ago, to Rs 39.7 crs.

As you may be aware, our Integrated Marketing Services business includes Creative & Digital Content generation, Media, Customer Data Analytics and full-service Market Research. This gives us broad reach into the market and the ability to meet the needs of large private corporates, financial institutions, central public-sector enterprises and ambitious brands across the country.

R K SWAMY is in its 51st year of operations. We have built a business putting the interests of Clients first. This approach, we are confident, will continue to serve the company well.

With Best Wishes and Warm Regards,

Thanking You

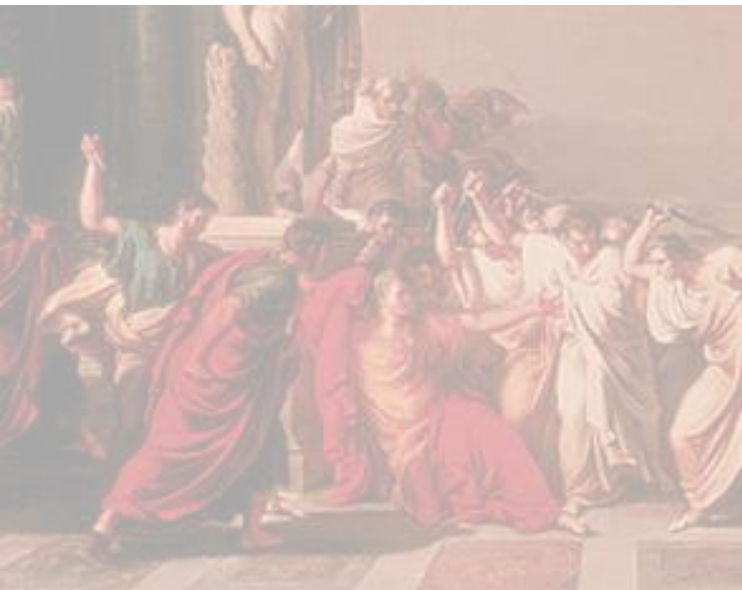


Narasimhan K Swamy
Managing Director and Group CEO
DIN: 00219883

Enclosed: Investor Presentation for financial year 2023-24



FY 2024 UPDATE FOR INVESTORS





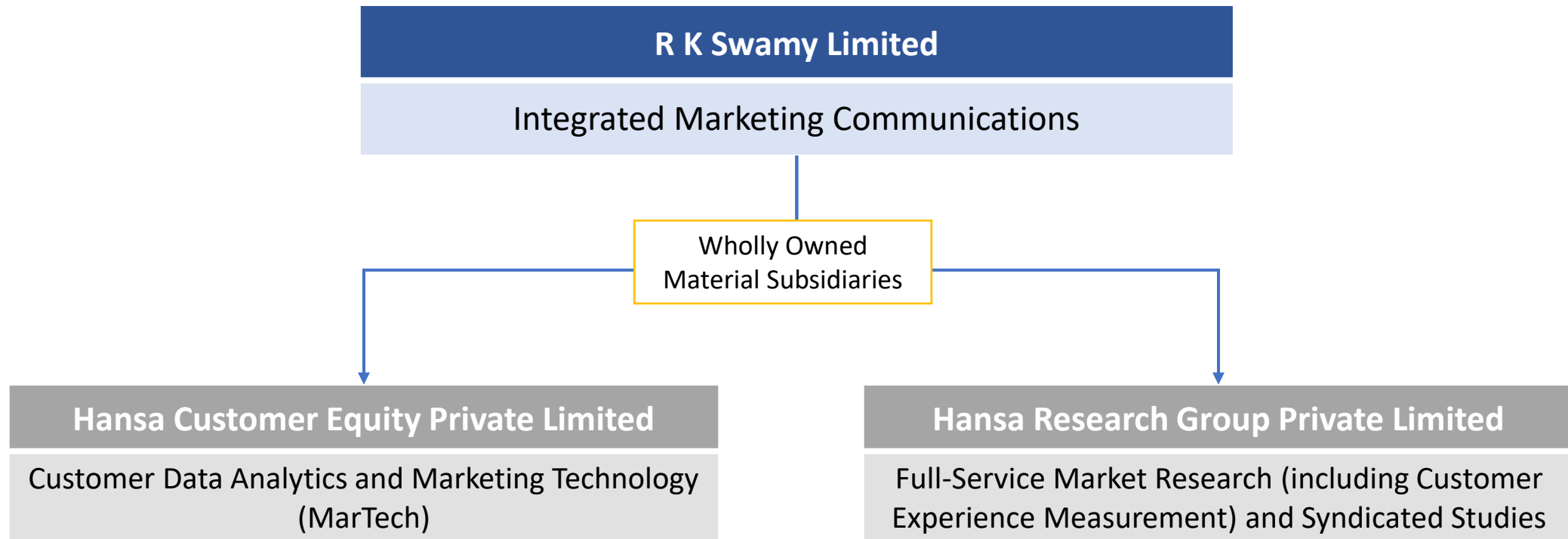
R K SWAMY



Legacy of five
decades of
experience, with
leadership position in
multiple segments

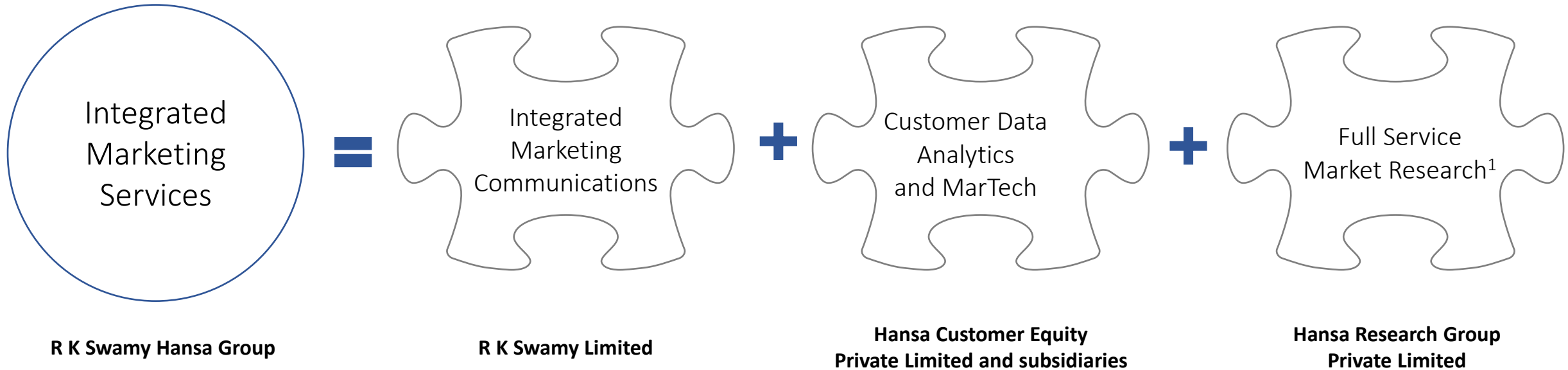
1 | Executive Summary

1. R K SWAMY Ltd became the first Integrated Marketing Services company to list on the main board of BSE Limited and National Stock Exchange of India Limited (on March 12,2024).
2. R K SWAMY derives its revenues from the marketing budgets of leading Private Companies, major Institutions of India, Public Sector enterprises, multinational companies and a host of ambitious Indian brands. The marketing budgets of these organisations get refreshed every year, a rich stream.
3. R K SWAMY and its subsidiaries employed over 1,700 full – time employees serving 400+ clients last year.
4. R K SWAMY derived over 75% of its consolidated revenues from Digital services in FY'24.
5. R K SWAMY's various service disciplines are well accepted and each of them offers opportunities to grow.
6. R K SWAMY commenced the Centre for Study of Indian Markets last year, a group committed to providing sharp insights into the Indian market.



The Integrated Marketing Communications business uses the **'R K Swamy'** as well as the **'Hansa'** brands. The Customer Data Analytics and MarTech and Full-Service Market Research disciplines are offered under the **'Hansa'** brand

Group at a Glance



Single window solution for Creative, Media, Data Analytics and Market Research Services

Financial Parameters (Fiscal 2024)

Total Income¹

33539
₹ lakhs

Gross Margin²

23265
₹ lakhs

EBITDA

7429
₹ lakhs

EBITDA Margin (on Total Income)³

22.1%

PBT

5357
₹ lakhs

PBT Margin

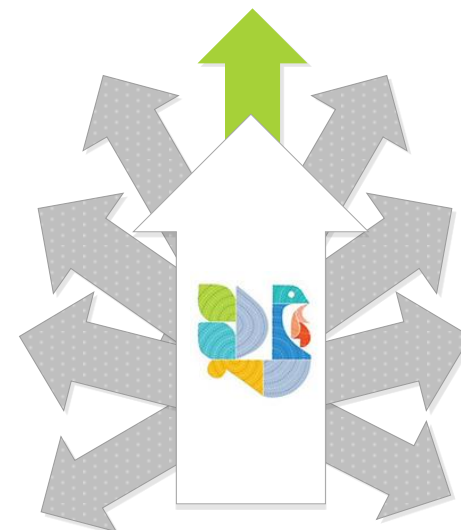
16.2%

PAT

3972
₹ lakhs

PAT Margin

12.0%



ROCE (Post IPO)⁴

16.9%

Notes

1. Total Income includes Other Income
2. Gross Margin is Revenue from Operations less Operating expenses
3. EBITDA Margin is calculated as EBITDA (incl Other Income) divided by Total Income

4. ROCE or Return on Capital Employed is Earnings before Interest and Tax divided by Capital Employed
5. All figures on this slide have been rounded off to the nearest whole number, and percentages to one decimal

Key Financial & Operational Metrics

In Rs lakhs

Metric	Fiscal 2024	Fiscal 2023
Revenue from Operations	33152	29261
Growth	13.3% ↑	
Total Income ¹	33539	29996
Growth	11.8% ↑	
Gross Margin ²	23265	19958
Growth	16.6% ↑	
EBITDA ³	7429	6291
EBITDA Margin	22.1% ↑	21.0%
Profit after tax (PAT)	3972	3126
Growth	27.1%	
PAT Margin	12.0% ↑	10.7%
ROCE⁴	16.9% (Post IPO)	29.0%

Notes

- Total Income includes Other Income
- Gross Margin is Revenue from Operations less Operating expenses
- EBITDA Margin is calculated as EBITDA (incl Other Income) divided by Total Income

- ROCE or Return on Capital Employed is Earnings before Interest and Tax divided by Capital Employed
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THANK YOU