



June 19, 2021

To, BSE Limited 25 th Floor, P.J. Towers, Dalal Street, Mumbai-400 001	To, The Manager - Corporate Compliance National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai- 400 051
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Dear Sir/Madam,

Script Code: BSE - 500279, NSE - MIRCELECTR

Sub.: Intimation pursuant to Regulation 30(2) of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015.

Pursuant to Regulation 30(2) of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, please find enclosed presentation that was shared at Analysts meet on June 18, 2021.

Also find below link of recording of Analysts Call.

<https://drive.google.com/file/d/1Fx-vRQeQC751IW8URFwMEu0a0UKnwOjc/view?usp=sharing>

Kindly take the above information on the record.

The information is also being hosted on the website of the Company.

For MIRC Electronics Limited

Lalit Chendvankar
Head - Corporate Affairs,
Legal & Company Secretary

Encl: - As above

MIRC ELECTRONICS LIMITED

Regd. Office: Onida House, G-1, MIDC, Mahakali Caves Road, Andheri (East), Mumbai:-400 093

Tel.: +91-22-6697 5777, 2820 0435 Fax: +91-22-28202002

CIN : L32300MH1981PLC023637 Website:- www.onida.com



MIRC



MIRC ELECTRONICS LTD

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A brief synopsis of the company

- ▶ The company is in the consumer durable space
- ▶ It manufactures and sells TVs, ACs, Washing machines, Refrigerators & microwave ovens under the brand name Onida
- ▶ It also in the last two years entered the EMS space, & manufactures televisions for other customers – a large retailer and a open cell maker
- ▶ It has two plants
 - ▶ In Wada for televisions and airconditioners
 - ▶ In Rourkee for washing machines
- ▶ It sells its products through a network of distributors and dealers
- ▶ & also through the ecommerce channels
- ▶ It also has a pan India service network addressing to 19000 pincodes
- ▶ The company's core competency is in its ability to come out with customer oriented products (first of its kind) specifically tailor made to meet the Indian customer's requirement

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STRATEGY GOING FORWARD

- ▶ We are splitting the organization into two growth engine
- ▶ Engine One
 - ▶ The branded business focusing on marketing, sales & distribution
 - ▶ Will currently sell the existing range of products
 - ▶ Televisions, Air conditioners, washing machines, refrigerators & microwave
 - ▶ Focus on network expansion and visibility
- ▶ Engine Two
- ▶ The EMS business focusing on the OEM / ODM business in
 - ▶ Televisions, monitors, set top box & audio devices
 - ▶ & washing machines (semi automatic and fully automatic)
 - ▶ Besides growing the business with the current customers will focus on private label for the ecommerce players

ENGINE ONE – BRANDED BUSINESS

- ▶ The company through its strong R&D & a customer connect exercise has come out with innovative products, one of a kind in the world
- ▶ A microwave which can sense the quantum of food and automatically cook itself
- ▶ A washing machine with a cuff and collar cleaner
- ▶ Fire Tv with (Fire stick built in) in partnership with Amazon
- ▶ Airconditioner with alexa built in
- ▶ The brand commands a good traction with the ecommerce players as the brand salience is strong in the tier 2 and tier 3 towns
- ▶ Can grow aggressively in this channel
- ▶ Simultaneously will focus on network building & store visibility
- ▶ It has 24 branches spread all over India
- ▶ Once we gain scale will be able to invest more in the brand & build its salience

ARTIFICIAL INTELLIGENCE. ADVANCED COOKING.

Smart Chef

Onida introduces Smart Chef that will change the way of cooking. To Cook a perfect meal, it doesn't just require ingredients, but the correct amount of ingredients to be added and this oven takes care of this. Onida's smart chef is the only oven that weighs ingredients and then automatically cooks to perfection



Bristle Wash FABRIC CARE

Bristle Wash Technology carries all the goodness of hand wash with elegance.

The technology possesses a brush with bristle, inside the wash tub which removes deep rooted stains and dirt from any part of your cloth. Just hold and place the stained part of the cloth under the brush and it will do the rest. This is best suited for cleaning of cuffs and collars with deep rooted dirt without the hassles of hand scrubbing.

Bristle Wash



Soft Close
Lid



Anti
Rust



7 Years
Warranty*



Tangle
Free



Powerful
Wash Motor



Shock
Proof



Rat
Guard



INTRODUCING

ONIDA KY ROCK | **firetv edition**

BETTER **PICTURE** | ENHANCED **SOUND**
| **UPGRADED** PERFORMANCE



ONYX SMART



ONYX SMART, WORKS WITH ALEXA

ONYX SMART AC puts smartness to work. Driven by in-house developed ViOT (Voice IOT) technology and wireless technology, it helps you control the Air-Conditioner with only your voice, through the Alexa App.

VOICE CONTROL FUNCTIONS

- Switch on the AC
- Switch off the AC
- Increase temperature
- Decrease temperature
- Change temperature to () Degrees
- Increase fan speed
- Decrease fan speed
- Set to Auto/Cool/Fan/Dry/Turbo Mode

Please refer to Onyx Smart manual and Alexa's command help pages for complete list of commands and directions to set up

EMS BUSINESS

- Wada Factory
- Has capacity to make 2.4 million tv
- Has moulding facility – plastic injection moulding
- SMT lines - for surface mounting the chip components on the PCB
- Open cell assembly line for panel
- Assembly line for PCB and final product
- Paint shop
- EPS plant for thermocol packing material
- Gas charging line for Airconditioner – capacity 750k
- Why wada ?
- Centrally located near center of India
- Close access to JNPT port < 100km
- A quality manufacturer with Japanese quality systems & culture
- Ready made capacity, quick build up, and faster rotation

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EMS BUSINESS (continued)

- Rourkee plant
- Integrated manufacturing facility
- Plastic injection moulding
- Drum assembly
- Final assembly line
- Testing facility
- Capacity to manufacture 300k washing machine
- Washer
- Semi automatic washing machine
- & fully automatic washing machine

PROFIT & LOSS ACCOUNT FY 2020-21



Rs. lacs

Profit and Loss Account	YTD				GOLY
	CY	%	LY	%	
Net Sales	76,584	100.0%	60,431	100.0%	26.7%
Other Income	219	0.3%	255	0.4%	
Total Income	76,803	100.3%	60,686	100.4%	26.6%
COGS	64,280	83.9%	46,001	76.1%	39.7%
Gross Margin	12,523	16.4%	14,685	24.3%	-14.7%
Personnel Expenses	5,109	6.7%	6,076	10.1%	-15.9%
Other Expenses	6,066	7.9%	8,151	13.5%	-25.6%
Total Cost	11,175	14.6%	14,227	23.5%	-21.5%
PBDIT	1,567	2.0%	712	1.2%	120.0%
Interest	1,494	2.0%	1,198	2.0%	24.7%
PBDT	73	0.1%	(486)	-0.8%	-115.0%
Depreciation	669	0.9%	661	1.1%	1.2%
PAT before Exceptional Item	(596)	-0.8%	(1,147)	-1.9%	-48.0%
Exceptional Item	784		-		
PAT	188	0.2%	(1,147)	-1.9%	-116.4%

BALANCE SHEET	31st March, 2021 Rs. in lakhs	31st March, 2020 Rs. in lakhs
I. Assets		
Non-current assets		
(a) Property, Plant and Equipment	8,629.93	9,525.81
(b) Capital work-in-progress	522.72	29.50
Investment Property		
Goodwill		
(c) Other Intangible assets	24.21	29.14
(d) Intangible assets under development	-	-
(d) Financial Assets		
(i) Investments	103.57	432.52
Trade receivables	-	-
(ii) Loans	-	-
Others	-	-
Deferred tax assets (net)		
(ii) Others	173.25	1,073.28
(e) Income Tax Assets (Net)	172.02	110.45
(f) Other non-current assets	2,656.82	3,645.96
Total non-current assets	12,282.52	14,846.66
Current assets		
(a) Inventories	35,443.95	32,905.13
(b) Financial Assets		
(i) Trade receivables	11,478.94	7,872.46
(ii) Cash and cash equivalents	813.23	89.67
(iii) Bank balances (other than note (ii) above)	2,078.09	523.88
(iv) Others	1,326.07	322.92
(c) Income Tax Assets (Net)	-	-
(c) Other current assets	3,114.01	1,185.72
(d) Assets held for sale	-	-
Total current assets	54,254.29	42,899.78
Total Assets	66,536.81	57,746.44

BALANCE SHEET	31st March, 2021 Rs. in lakhs	31st March, 2020 Rs. in lakhs
II. Equity and Liabilities		
Equity		
(a) Equity Share capital	2,311.39	2,311.39
(b) Other Equity	20,038.60	19,880.47
Total equity	22,349.99	22,191.86
Liabilities		
Non-current liabilities		
(a) Financial Liabilities		
(i) Borrowings	839.70	1,318.30
(ii) Others	398.80	-
(b) Deferred tax liabilities (Net)	-	-
(c) Provisions	640.47	554.98
Total Non current liabilities	1,878.97	1,873.28
Current liabilities		
(a) Financial Liabilities		
(i) Borrowings	6,921.72	6,134.51
(ii) Trade payables		
Total outstanding dues of micro enterprises and small enterprises	631.01	120.76
Total outstanding dues of creditors other than micro enterprises and small enterprises	31,739.80	24,685.44
(iii) Others	2,078.76	1,446.06
(b) Other current liabilities	427.59	822.19
(c) Provisions	508.22	472.34
Total current liabilities	42,307.10	33,681.30
Total Equity and Liabilities	66,536.06	57,746.44

THANKS