

MACFOS LIMITED

(Formerly known as Macfos Pvt Ltd ,CIN-U29309PN2017PTC172718)

Reg. office Add : S. NO. 78/1, Dynamic Logistics Trade Park,
Sumant Building, Bhosari Alandi Rd, Dighi, Pune, Maharashtra 411015
CIN-U29309PN2017PLC172718 | GST- 27AALCM3536H1ZA

🌐 : www.robu.in ✉ : info@robu.in

☎ : 1800 266 6123 / +91 20 68197600

March 02, 2023

To,
Corporate Relationship Department.
Phiroze Jeejeebhoy Towers,
Dalal Street, Samachar Marg,
Mumbai – 400001

Scrip Code: 543787

Symbol: ROBU

Subject: Investor Presentation

Dear Sir/Madam

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, Please find enclosed herewith a copy of Investors Presentation of the Company.

The Investor Presentation may also be accessed on the website of the company at www.robu.in

In Investor relations Tab.

Binod Prasad

**BINOD
PRASAD**

Digitally signed by BINOD PRASAD
DN: cn=IN, postalCode=829117, st=HARKHAND,
l=RAMGARH, o=Personal,
serialNumber=bf86102d755ed0ae377038f0dba5d
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pseudoym=da047a0bc7f5f467abb8f2daf684f0162,
2.5.4.20=45bbc1258e480606d77a9e6b0db7965cf3
5c80e537a191da73997090895198aa,
email=BINOD@ROBU.IN, cn=BINOD PRASAD
Date: 2023.03.02 17:28:11 +05'30'

(Whole Time Director and CFO)

DIN: 07938828

Place: Pune

Macfos Limited

rROBU.IN
Your ideas, Our Parts



Book Running Lead Manager

Hem Securities

P R I V A T E & C O N F I D E N T I A L

OVERVIEW

Specialized Ecom Store of only electronics items including robotic parts, drone parts, E-bike parts, IoT & Wireless items, 3d printer & parts, DIY learning kits, development boards, raspberry Pi (Single board computers & Peripherals), sensors, motors, motor drivers, pumps, batteries, chargers, electronic modules & displays and various other mechanical and electronic components.

Easy access to hard-to-find electronic items under one roof at a reasonable price

Strong online presence, efficient order delivery capabilities across PAN India complemented by robust product sourcing network

Facilitate consumers such as manufacturers, electrical & mechanical engineering students, educational institutions, researchers and developers, to turn their ideas into reality as well as to speed up their product R&D and prototyping cycle

Launched E-commerce store website Robu.in in 2014 and Mobile application in 2017.

12000+ Skus 100+ Brands 140+ vendor tie ups in India & abroad, 7900 sq ft dedicated warehouse, 130 + staff (Own + Contract)

Targeted online marketing (Digital +Social), dedicated tech support, superfast shipping, experienced sales team for customer education & quick order closure

Consistent growth in Turnover at a CAGR of 50% since last 3 years reaching 55 crs in FY 21-22 & 35 crs in FY23 (6 months) with strong EBIDTA Margins of 15.73% & PAT Margin of 10.83 % in FY 22



CORE STRENGTHS

CUSTOMER ACQUISITION

FY22 data

- Total Customers Served - 84387
- Total Orders served -2,05,550
- Avg. order value - Rs 2702

SOFTWARE

- **Inhouse software development**
- Customer enquiries tracking through ticketing system with ERP integration.
- **Customer sales history tracking in ERP**
- **Entire operation management through in house developed ERP.**

ONLINE PRESENCE

- Strong online presence within India thru website & Online platform

ADVANCED WAREHOUSING

- **Warehouse capacity- 12,000 SKU expandable to 20,000 SKU.**
- Warehouse operates on barcoded products packaging system integrated with ERP-developed inhouse-this means no wrong order deliveries.
- **1200 order/ Day dispatch capability.**

CUSTOMER CENTRICITY

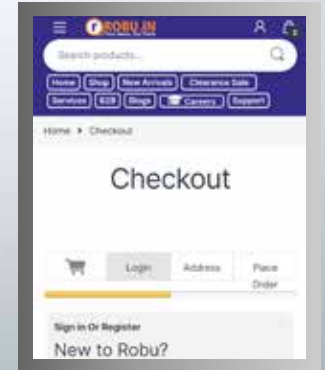
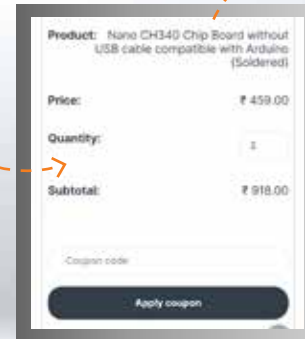
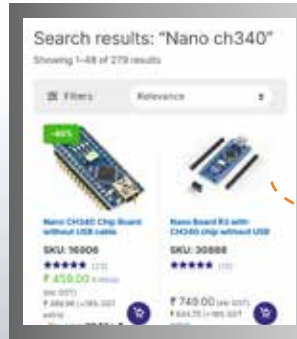
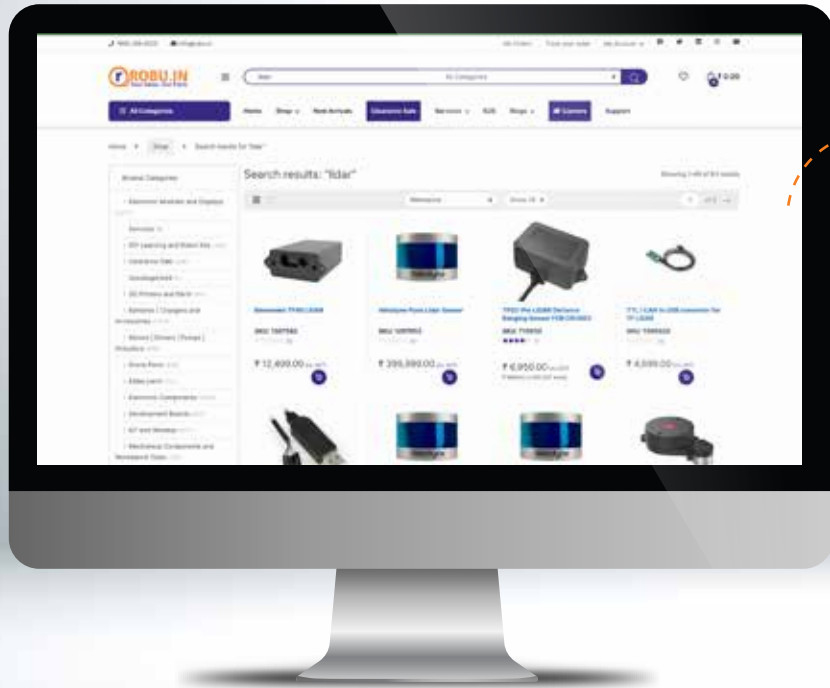
- Inbound and outbound call management system
- Active Follow-up of big B2B customers
- **Customer order history tracking through ERP**

SUPPLY CHAIN MANAGEMENT

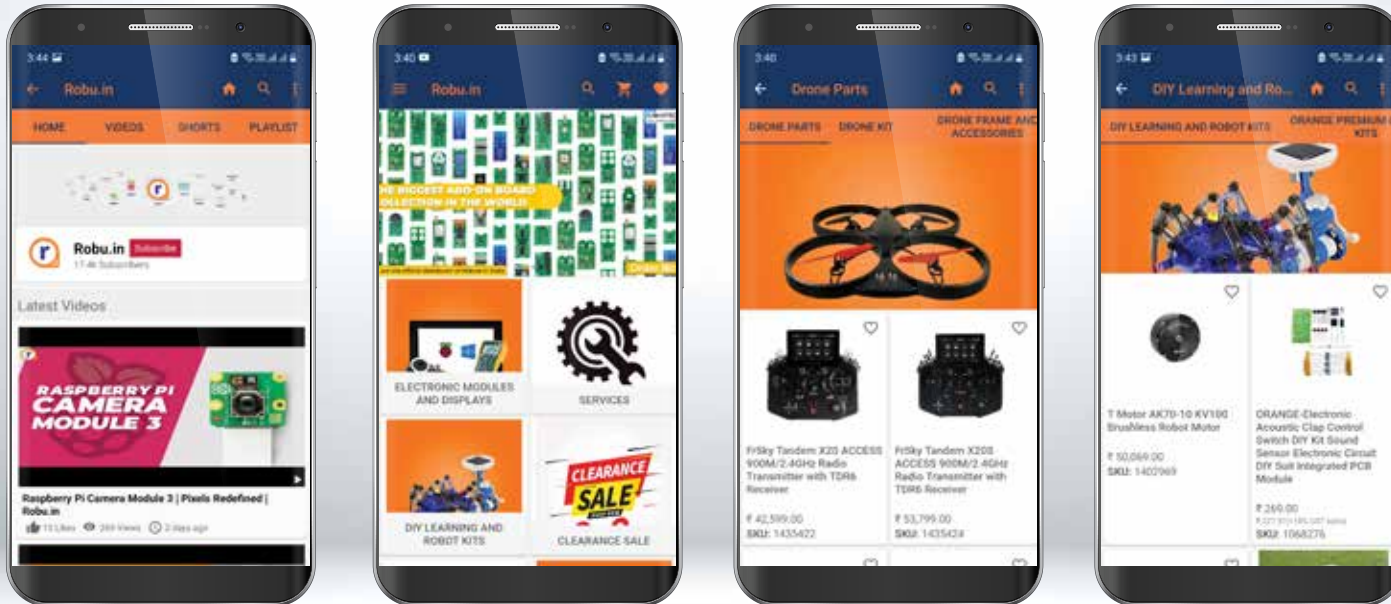
- **Analytics driven purchase** with monthly stock level monitoring
- **Inventory optimization system** based on sales speed monitored weekly
- **Dedicated Purchase logistics** department.



SPECIALISED ELECTRONIC PARTS E-COMMERCE STORE WEBSITE



SPECIALISED ELECTRONIC PARTS E-COMMERCE STORE MOBILE APPLICATION



PRODUCTS

ROBOTIC PARTS



NIRYO ONE Intelligent
Collaborative Robotic Arm 6 DoFs



EasyMech Independent Suspension
Shock Absorber Chassis



Cligo 4 WD Smart Intelligent
DIY Robot- Car Kit V1

DRONE PARTS



Robocat 270 Racing
Quadcopter Frame



Lightweight 2-AXIS
Brushless Gimbal



ARF Quadcopter
Advanced Combo Kit

E-BIKE PARTS



Brushless
DC Motor



Brushless
Controller



LI-ION E-bike
Battery Case

IoT WIRELESS ITEMS



Mediatek LinkIt ONE IoT
Development Board



SparkFun Pro nRF52840 Mini
Bluetooth Development Board



Arducam 12MP Pan Tilt
Zoom Camera

PRODUCTS

RASPBERRY PI ITMES



Raspberry Pi 4 2GB
Starter Kit



7" Official Raspberry Pi Display
with Capacitive Touchscreen



Raspberry Pi 16mm Telephoto
Lens for Pi High Quality Camera

3D PRINTER & PARTS



Creality CP-01 3in1 3D Printing+CNC
Cutting+Laser Engraving Machine



DOBOT MOOZ 3Z
Color Mixing 3D Printer



3D Touch Auto
Leveling Sensor

SENSORS



RP LIDAR A2M8 360 degrees
Laser Range Finder



Orange 15mm NPN Inductive
Proximity Sensor



HC-SR04-Ultrasonic
Range Finder

MOTORS, MOTOR DRIVERS AND PUMPS



Planetary
Gear DC Motor



Stepper Motor
Driver Controller



Mini Vacuum Pump

EXHAUSTIVE SKU's LIST CATERING TO MULTIPLE INDUSTRIES

PRODUCT CATEGORY

CATEGORY	NUMBER OF SKU's
Robotic parts	70+
Drone parts	850+
E-bike parts	100+
IoT & Wireless items	550+
Raspberry Pi (Single board computer) and peripherals	350+
3d printer & parts	500+
Sensors	1100+
Motors, Motor Drivers and Pumps	900+
Batteries, Chargers and Accessories	1300+
Development Boards	400+
Electronic Modules and Displays	1250+
Mechanical Components & Workbench Tools	700+
Electronic Components	3650+

OWNED BRANDS



Electronic board and circuits, Motors drivers, Development Boards and Modules



Li-po Batteries, Customized Liion Battery, Motors, Adapters, Encoders, 3D Filaments, Drone Propellers, Proximity Sensors.



Arms, Brackets, Couplings, Chassis, Wheels, Grippers, Robotics learning kits & much more.



VARIED INDUSTRY SECTORS CATERED FOR PROTOTYPING & R&D

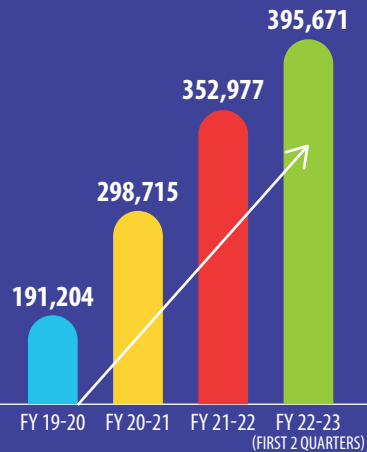
INDUSTRY NAME

ELECTRONICS
IT & SOFTWARE
MANUFACTURING
AUTOMATIONS &
CONTROLS
EDUCATION
ROBOTICS
IOT & WIRELESS
ENERGY
HEALTHCARE
TELECOMMUNICATON
3D PRINTING

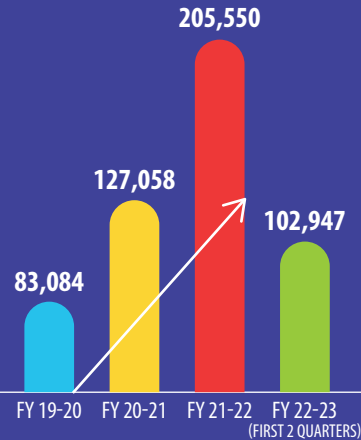


SUPPORT
CORPORATES BY
ADDING MORE
PRODUCTS TO BE
USED IN THEIR
PROTOTYPING
PHASE AND
INCREASE
PROBABILITY OF
WINNING SUPPLY
OPPORTUNITIES
FOR THEIR
COMMERCIAL
PRODUCTION

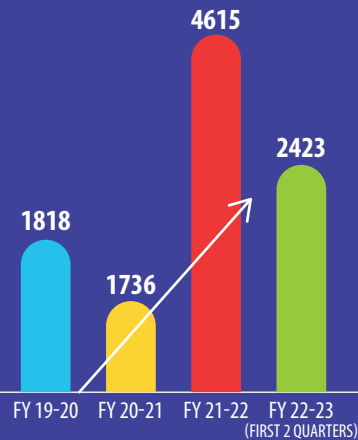
STEEP RISING CUSTOMER ENGAGEMENT



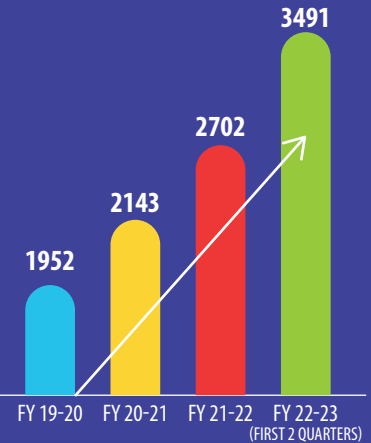
**MONTHLY VISITORS
WEBSITE /
APP DOWNLOAD**



**TOTAL ORDERS
YEAR ON YEAR**



**SKU'S
ADDED IN LAST
4 YEARS**

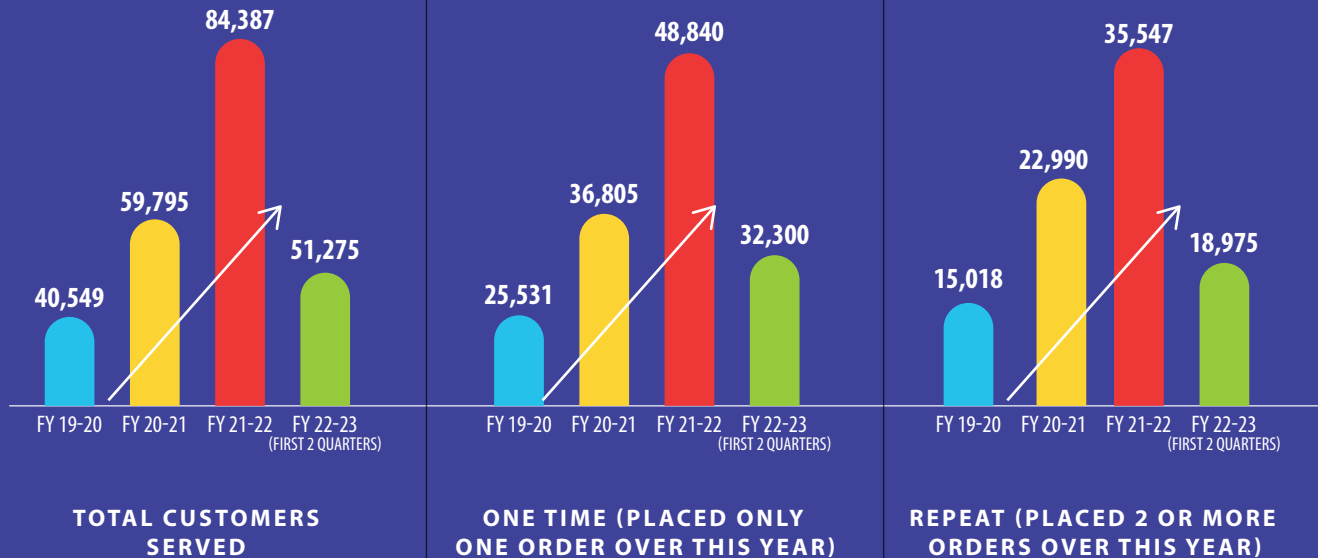


**AVERAGE
ORDER VALUE
LAST 4 YEARS**

TOTAL ORDERS SERVED Y-O-Y



CUSTOMERS SERVED REPEAT/ONE TIME



ORIGINAL CONTENT CREATION TO DRIVE SALES

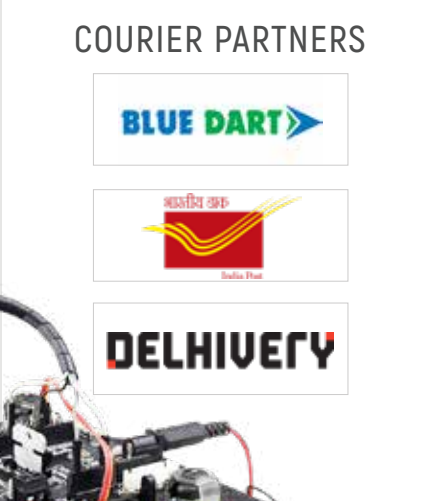
BLOGS



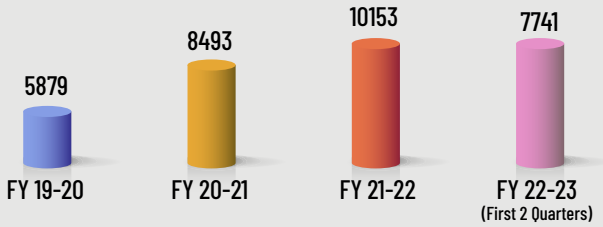
VIDEOS



SUPPLY CHAIN – SOURCING & LAST MILE DELIVERY



NO. OF PIN CODES SERVED – PAN INDIA





COMPETITIVE STRENGTHS



EXTENSIVE & DIVERSE PORTFOLIO OF ELECTRONIC ITEMS & PARTS

- 100+ Brands having International brands such as Raspberry-Pi, AdaFruit, Arduino, Cytron, WaveShare Electronics
- Leverage social media platforms like Facebook, Instagram, Youtube to spread awareness of latest technological products and promote Product offerings
- Content based videos and blogs uploaded on website to drive product education & simplify purchase decision



STRONG DIVERSE & GROWING CUSTOMER BASE

- FY. 2021-22 served over 2 lakh orders placed thru website, mobile application
- Diverse customer base reduces dependency on a specific customer segment or geography thereby reducing financial and concentration risk.



SCALABLE & RELIABLE TECHNOLOGY PLATFORM

Easy-to-navigate mobile app and website which automate and digitize the consumer journey of purchasing electronic parts



EXPERIENCED PROMOTERS WITH STRONG MANAGEMENT TEAM HAVING DOMAIN KNOWLEDGE

- Cumulative experience of over 30+ years of experience in the electronics industry
- Competent technical and commercial team having relevant industry experience



CONSISTENT TRACK RECORD OF PROFITABLE GROWTH & STRONG FINANCIAL PERFORMANCE





INDUSTRY INSIGHTS - ELECTRONICS



INDUSTRY INSIGHTS - ROBOTICS & DRONES

According to the Drone Federation of India, there are over a hundred thousand drone pilots in India and over two hundred drone service providers

Companies are investing heavily in the drone ecosystem

New businesses in India are prioritising technological development and advancement driving the entire drone ecosystem, which consists of Maintenance Repair and Overhaul services, platform services, training and education, and the distribution of drones themselves

India Industrial Robotics Market size is expected to reach nearly US\$ 9.02 Bn. by 2027.



INDUSTRY INSIGHTS - ECOMMERCE

India e-commerce will reach US\$ 99 billion by 2024, growing at a 27% CAGR over 2019-24



India's e-commerce market is expected to reach US\$ 350 billion by 2030



India had the third-largest online shopper base of 150 million in FY21, which is expected to be 350 million in FY26

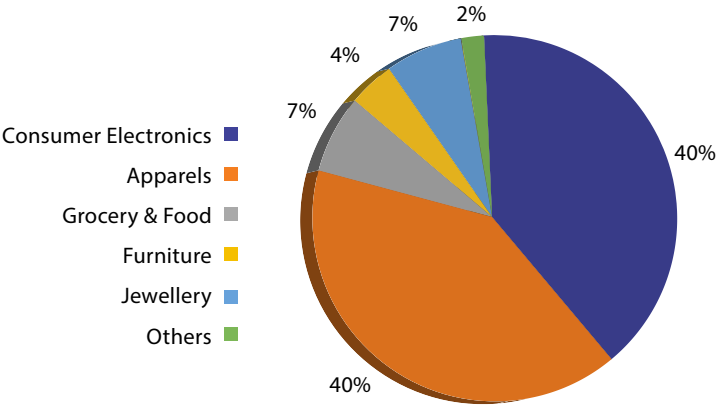


India's digital sector is expected to increase multi-fold and reach US\$ 1 trillion by 2030

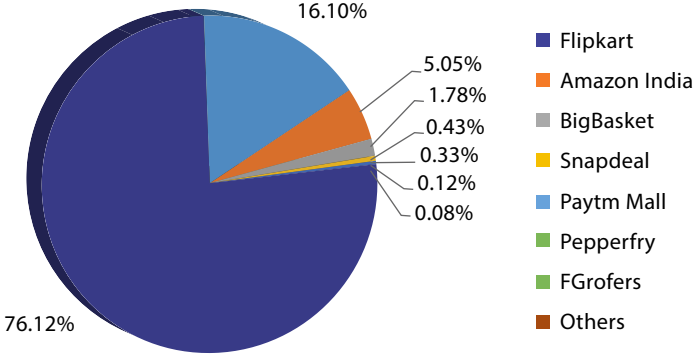


INDUSTRY INSIGHTS - ECOMMERCE

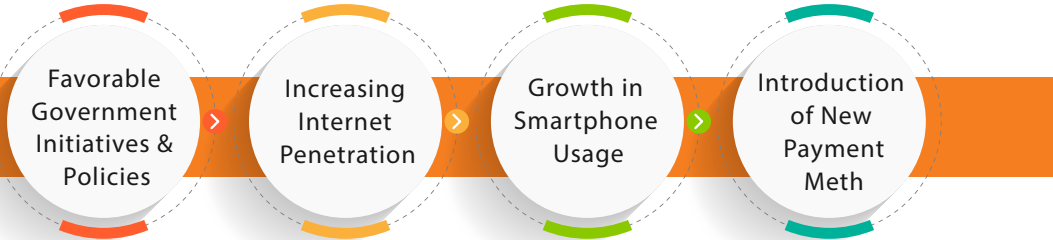
MARKET SHARE - E-COMMERCE INDUSTRY



MARKET SHARE - TOP PLAYERS IN E-COMMERCE IN INDIA



GROWTH DRIVERS FOR INDIAN E-COMMERCE INDUSTRY





Atul Maruti Dumbre

Chairman & Managing Director

Qualifications

Master of Technology
(Energy Studies)

Experience – 12 years



Binod Prasad

Whole Time Director & CFO

Qualifications

Bachelor of Engineering
(Mechanical)

Experience – 12 years



**Nileshkumar
Purshottam Chavhan**

Whole Time Director

Qualifications

Master of Engineering
(Mechanical)

Experience – 10 years

LEADERSHIP



GROWTH STRATEGIES

CONTINUE TO GROW PLATFORM BY OFFERING NEW PRODUCTS AND SERVICES

- Expand capabilities to offer new products & services
- Strengthen services in metal laser cutting, non-metal laser cutting, SLA 3d printing, FDM 3d printing, PCB manufacturing service and custom Li-ion battery pack
- Expand portfolio in the segment of drone & UAV, microcontroller & microprocessor, industrial automations, IOT & machine learning, prototyping services etc.

CONTINUE TO ACQUIRE NEW CONSUMERS AND WIDEN CONSUMER BASE

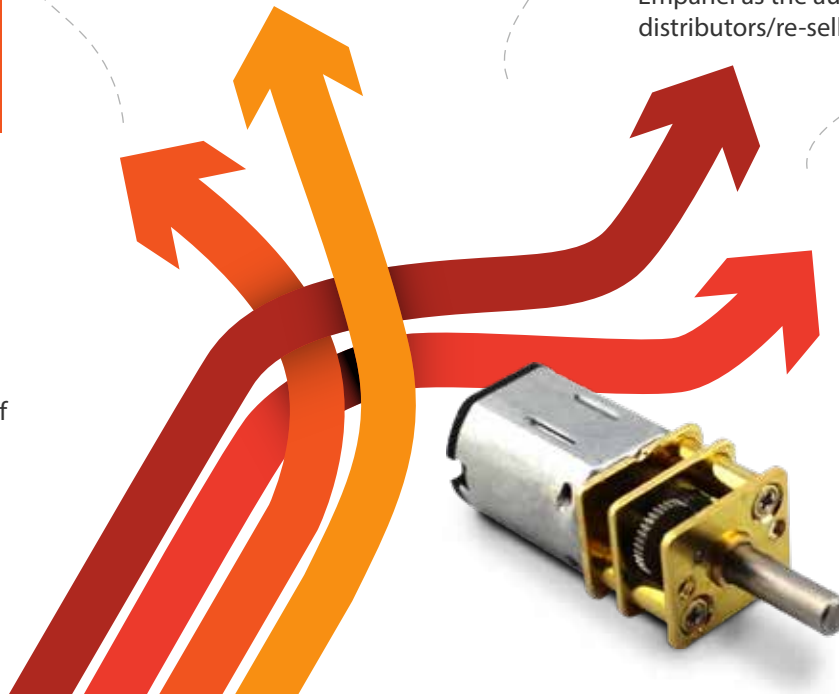
- Optimize Social Media presence & content based marketing

DEEPEN AND BROADEN VENDOR RELATIONSHIPS

- Expand vendor network to enable flexibility and procurement of electronic items and parts at the competitive prices.
- Empanel as the authorized distributors/re-sellers with suppliers

FOCUS ON HUMAN RESOURCE DEVELOPMENT

- Invest in training programs and other resources that enhance employee skills and productivity
- Identify competency gaps and use development inputs like training and job rotation to address these gaps



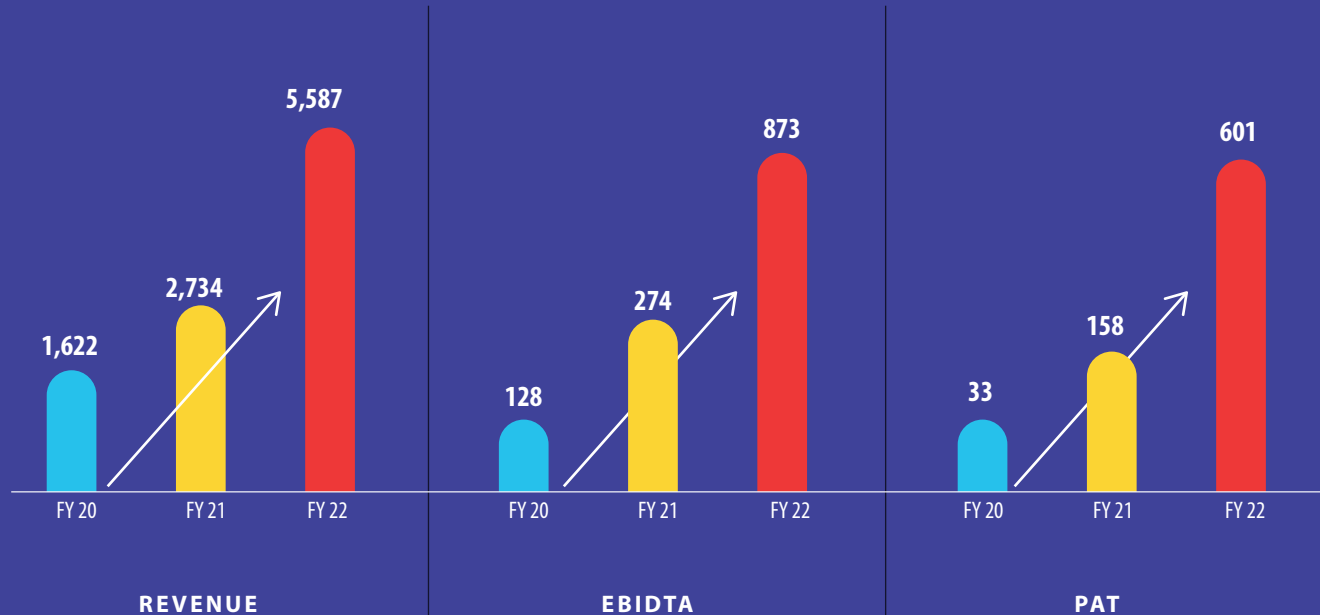
MAJORS STATES CONTRIBUTING TO SALES - ABOVE 3%

State Name	FY23-6MTHS	FY22	FY21	FY20
Delhi	5.38%	5.28%	5.36%	5.33%
Gujarat	7.72%	7.99%	6.57%	6.39%
Haryana	2.86%	3.25%	3.17%	4.17%
Karnataka	18.56%	17.66%	15.31%	14.81%
Kerala	3.82%	4.01%	4.98%	4.18%
Maharashtra	22.26%	22.78%	27.99%	22.70%
Tamil Nadu	12.59%	11.96%	11.12%	14.98%
Telangana	5.00%	5.26%	4.82%	4.27%
Uttar Pradesh	5.24%	5.97%	5.01%	5.10%
West Bengal	3.05%	3.02%	3.03%	3.64%
Total	86.48%	87.18%	87.36%	85.57%

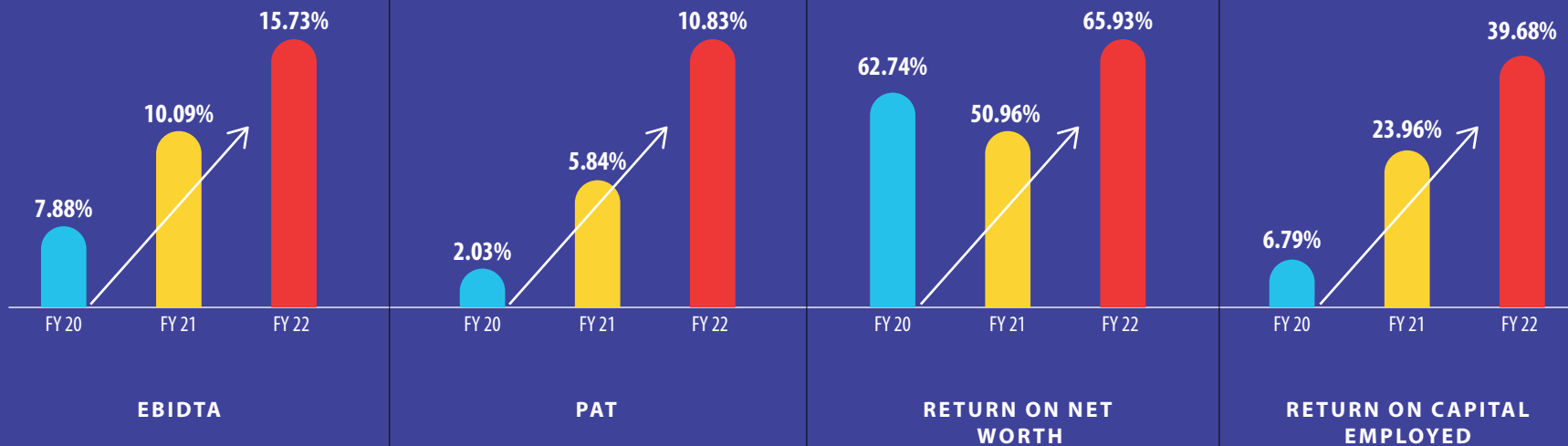
CONTRIBUTION TO SALES % - BY PRODUCT CATEGORY

Name	FY23- (6 MTHS)	FY22	FY21	FY20
Sensors	11.68%	14.17%	14.04%	12.57%
Batteries, Chargers and Accessories	14.34%	9.40%	10.21%	12.00%
Raspberry Pi (Single board computer) and peripherals	14.12%	14.57%	12.42%	11.77%
Drone parts	13.76%	9.90%	7.92%	10.32%
Development Boards	9.41%	9.71%	8.28%	7.85%
Robotic parts	7.47%	8.26%	8.04%	7.62%
Electronic Modules and Displays	2.71%	4.79%	6.95%	7.23%
3d printer & parts	4.07%	5.29%	5.97%	6.92%
IoT & Wireless items	6.09%	6.10%	6.77%	6.34%
Motors, Motor Drivers and Pumps	8.63%	7.26%	6.31%	6.07%
Electronic Components	3.17%	3.69%	4.67%	4.59%
Mechanical Components and Workbench Tools	4.01%	6.35%	6.20%	3.95%
Orange Custom Li-on Battery Pack	-	-	0.93%	1.33%
E-bike parts	0.52%	0.51%	0.96%	0.99%
FDM 3D Printing	-	-	0.25%	0.42%
Non Metal Laser Cutting	-	-	0.03%	0.04%
Metal Laser Cutting	-	-	0.06%	0.00%
SLA 3D Printing	-	-	0.01%	0.00%
TOTAL	100%	100%	100%	100%

EXPONENTIAL GROWTH IN REVENUE & PROFITABILITY!

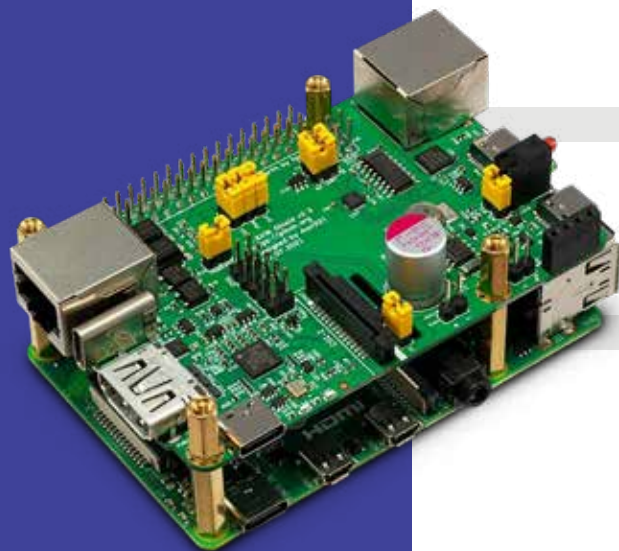


KEY RATIOS ON SUSTAINABLE FINANCIAL GROWTH!



LIABILITIES

(Rs. In lakhs)



Particulars	As at the Year/ period ended			
	30/09/2022	31/03/2022	31/03/2021	31/03/2020
1 EQUITY AND LIABILITIES				
Shareholders' Funds				
(a) Share Capital	1.01	1.01	1.01	1.00
(b) Reserves & Surplus	1,206.76	910.91	309.64	51.55
(c) Share Application Money	-	-	-	-
Total	1,207.78	911.93	310.66	52.55
2 Non-Current Liabilities				
(a) Long Term Borrowings	433.71	297.08	33.87	96.75
(b) Deferred Tax Liabilities (Net)	-	-	-	-
(c) Other Long Term Liabilities	-	-	-	-
(d) Long Term Provisions	21.11	15.08	10.96	2.73
Total	454.82	312.16	44.83	99.48
3 Current Liabilities				
(a) Short Term Borrowings	504.29	306.19	316.27	336.37
(b) Trade Payables				
Due to Micro and small enterprises	29.73	100.52	29.8	-
Due to Others	101.93	146.81	143.63	100.67
(c) Other Current Liabilities	69.64	43.8	13.43	10.4
(d) Short Term Provisions	230.55	225.79	83.15	25.14
Total	936.15	823.11	586.27	472.59
Total Equity and Liabilities	2,598.74	2,047.20	941.75	624.62

ASSETS

(Rs. In lakhs)

Particulars	As at the Year/ period ended			
	30/09/2022	31/03/2022	31/03/2021	31/03/2020
1. Non Current Assets				
(a) Property, Plant and Equipment and Intangible Assets				
i) Property, Plant and Equipment	495.91	77.48	69.16	98.63
ii) Intangible Assets	5.18	7.07	4.24	7.75
iii) Capital Work in progress				
iv) Intangible Assets under development	-	-	-	-
(b) Non-Current Investment	-	-	-	-
(c) Deferred Tax Assets (Net)	20.54	19.44	14.86	6.55
(d) Long Term Loans and Advances	-	-	-	-
(e) Other Non Current Assets	34.89	34.67	21.48	19.58
	556.51	138.67	109.75	132.51
2. Current Assets				
(a) Current Investment		-	-	-
(b) Trade Receivables	161.55	173.23	86.98	6.79
(c) Cash and Cash equivalents	71.31	145.64	63.92	78.91
(d) Inventories	1,585	1,184.88	529.40	310.39
(e) Short-Term Loans and Advances	202.79	385.81	147.63	93.56
(f) Other Current Assets	21.47	18.99	4.08	2.46
	2,042.23	1,908.54	832.00	492.11
Total	2,598.74	2,047.21	941.75	624.62



PROFIT & LOSS

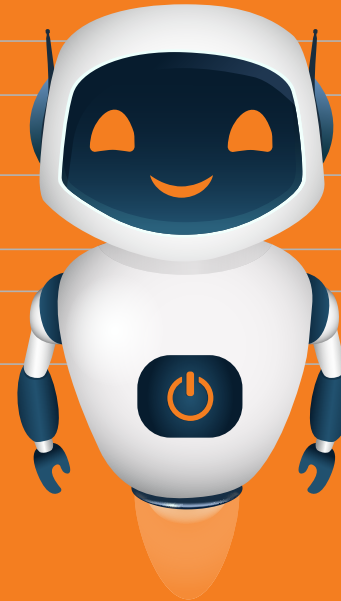
(Rs. In lakhs)

	Particulars	As at 30/09/2022	As at 31/03/2022	As at 31/03/21	As at 31/03/20
1	Revenue From Operations	3,578.12	5,551.47	2,711.92	1,621.81
2	Other Income	27.28	35.60	21.84	0.35
3	Total Revenue (1+2)	3,605.40	5,587.07	2,733.76	1,622.16
4	Expenses				
(a)	Cost of Material Consumed	11.42	26.06	21.11	19.22
(b)	Purchase of Stock in trade	2,935.28	4,327.44	2,037.32	1,124.36
(c)	Change of Inventories of Work in progress and finised goods	-400.23	-655.48	-219.01	-98.56
(d)	Employee Benefit Expenses	208.66	292.89	187.73	127.04
(e)	Finance Costs	50.08	80.05	52.33	49.62
(f)	Depreciation and Amortisation Expenses	20.33	38.75	43.64	43.00
(g)	Other Expenses	381.25	672.53	398.77	315.87
5	Total Expenses 4(a) to 4(g)	3,206.78	4,782.23	2,521.89	1,580.54
6	Profit/(Loss) Before Exceptional & Extraordinary items & Tax (3-5)	398.63	804.84	211.87	41.62
7	Exceptional item	-	-	-	-
8	Profit/(Loss) Before Extraordinary items & Tax (6-7)	398.63	804.84	211.87	41.62
9	Prior Period Expenses				
10	Extraordinary items				
11	Profit/(Loss) Before Tax (8-9-10)	398.63	804.84	211.87	41.62
12	Tax Expense:				
(a)	Current Tax	103.87	208.15	61.88	15.20
(b)	Deferred Tax	-1.09	-4.58	-8.31	-6.55
(c)	MAT Credit entitlements				
(d)	Prior period expenses				
(e)	Excess/short provision written back/off				
	Total	102.78	203.57	53.57	8.65
13	Profit/(Loss) for the Year	295.85	601.27	158.31	32.97



ISSUE HIGHLIGHTS

Equity Shares Offered for Sale	Issue of upto 23,28,000 Equity Shares:
Category & No. of Shares	MM- 1,16,400, QIB- 11,04,000, NLL- 3,32,400, RII- 7,75,200
Stock Exchange to be Listed on	BSE SME Platform
Issue Price Band & Size (Higher Price Band)	Rs.96-Rs.102- Rs.23.74 cr
Issue Lot size	1200 Equity Shares - Rs. 1,22,400 at (higher price Band)
Issue Period	17 th February to 21 st February 2023
Book Running Lead Manager to the Issue	Hem Securities Ltd.
Registrar to the Issue	Big Share Services Pvt. Ltd.





Book Running Lead Manager



904, A Wing, Naman Midtown,
Senapati Bapat Marg, Lower Parel, Mumbai-400013

Email: ib@hemsecurities.com

Website: www.hemsecurities.com

Tel No.: 022-4906-0000

Ramadhin Rane

ramadhin.r@hemsecurities.com

8976961772

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