



HARSHDEEP

03rd October, 2024

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

BSE Scrip Code: 544105

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.

Thanking You,

Yours faithfully,

For HARSHDEEP HORTICO LIMITED

**HITESH CHUNILAL SHAH
MANAGING DIRECTOR
DIN -09843633**

HARSHDEEP HORTICO LIMITED

CIN : L26994MH2022PLC396421
Redg. Office: Building No. 01, Gala NO. 1 to 4 (Part),
Shree Sai Logistics, Survey No. 18/2 P, 17/2A, 17/2 A, 17/B Part,
Village Elkunde, Bhiwandi Thane - 421302, Maharashtra
Mob : 7506334491/94 Email : info@harshdeepindia.com

Investor Presentation



HARSHDEEP
Believe in Quality



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HARSHDEEP
Believe in Quality

Harshdeep Hortico Ltd



India's leading pots & planters, garden accessories, and outdoor furniture company. Only Listed player in this sector.



500-plus pots designs & planters are available in 27 states & union territories within India, and in select countries in Europe, Africa, Asia and New Zealand.



In-house R&D and design capabilities, 2 manufacturing units, 5 company-owned showrooms, 1 exclusive distribution warehouse, 10 exclusive distributors, and a work shift office in Amsterdam

Overview

- ❖ **2 Inhouse Manufacturing Units**
- ❖ **5 own stores, 10 Exclusive Distributors, and a Nationwide dealer network.**
- ❖ **500 plus designs / 2200 SKUs**
- ❖ **Inhouse moulding capacities backed by efficient R&D and design team**



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✿ **160000 Sq ft Inhouse manufacturing Capacity located at Bhiwandi (Mumbai) & Pune, Maharashtra**

✿ **Pioneer and leader in the organized sector for more than 2 decades**

Manufacturing Capabilities

2 In-house manufacturing facilities, spread over 160,000 sq ft.

Bhiwandi, Maharashtra

Name of Machine	Unit	Installed
Rotational Moulding Machine	Pcs	3,16,000.00
Injection Moulding Machines	Pcs	1,22,00,000.00
Agro shade net machine	Kgs	3,50,000.00
Garden Hosepipe	Kgs	45,000.00
Total		1,29,11,000.00

Pune, Maharashtra

Name of Machine	Unit	Installed
Injection Moulding Machines	Pcs	90,88,500
Blow Moulding Machines	Pcs	5,47,500
Total	Pcs	96,36,000

22 Injection Molding Machines, **5** single and **1** four-armed Roto Station, **3** Agro shade net machine, **1** Blow Extrusion Machine, **1** Garden Hosepipe Extrusion Machine In-House molding capabilities



Diverse Product Range

FRP Series: Pots and Planters Made from Fiberglass-Reinforced Plastic



AZZIANO PETRA GLOBUS

Eco Series: Planters made from natural materials such as rice husk, coffee husk, and bamboo.



ARTY RECTANGLE ECO PLANTER SIENA ECO PLANTER GENEVA ECO PLANTER



Grower Planter Series : Designed specifically for gardens.



GROWER PLANTER WINDOW PLANTER BONSAI OVAL

Modern lifestyle Furniture: Muebles is a furniture brand known for its modern and innovative design



OLIVIA TABLE RIO SIROCO



Diverse Product Range

Illuminated planters: Decorative Containers designed to hold plants while providing built-in lighting.



VENICE



MILANO SHORT



TOKYO

Rotational Moulded Planter Series: Durable and versatile plant containers for outdoor landscaping



PARIS



LOTUS BOWL



CUBO

Indoor & Outdoor
Planters, Illuminated
Planters, Decorative
Planters, Roto
Moulded Planters.

Indoor Series: Designed specifically for indoor use



VERONA



LAGOS



CAPRI

Decorative Series: Designed with an emphasis on aesthetics and ornamental feature



TUNIS



KYIV



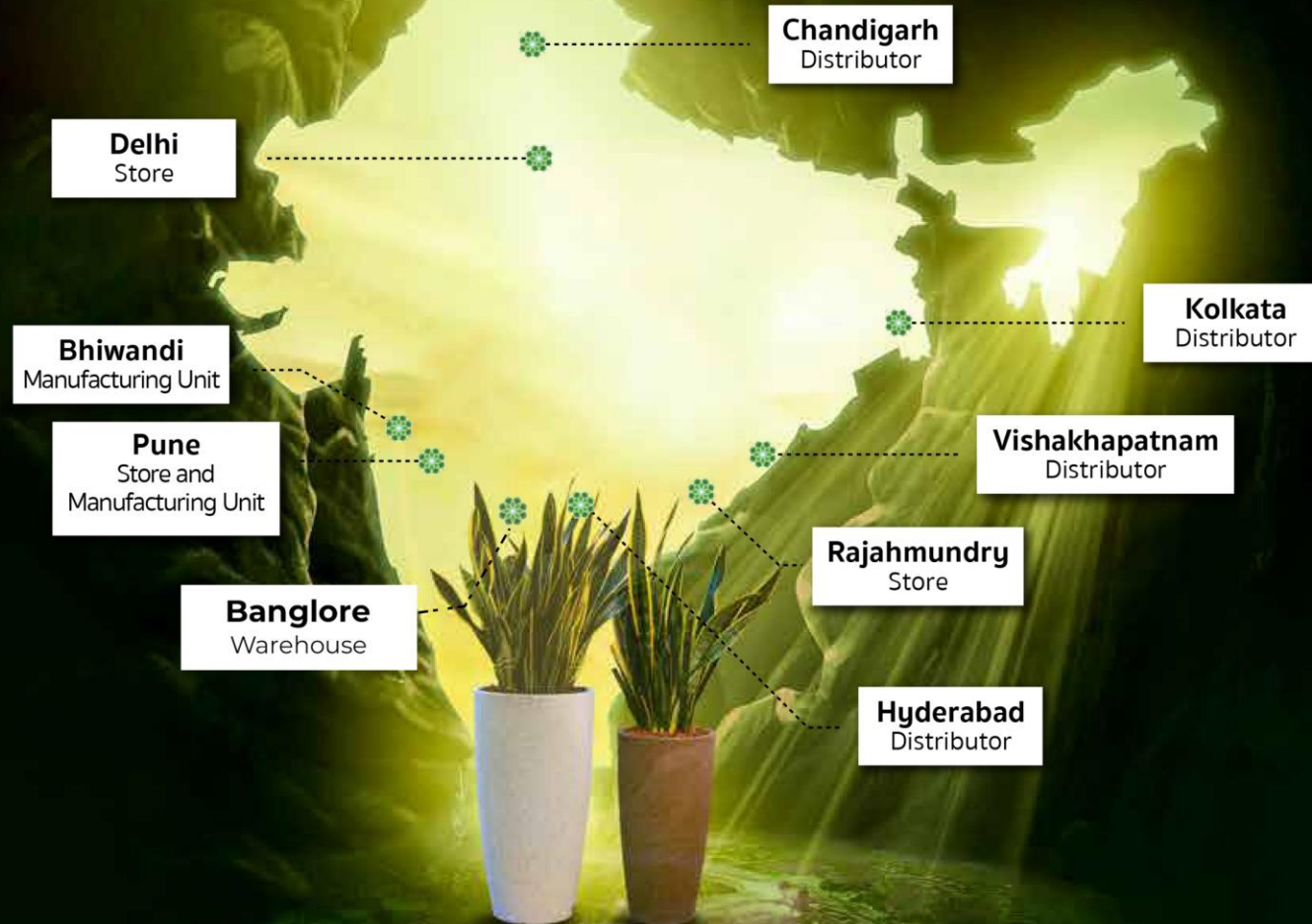
BELLO WALL PLANTER



Diverse Product Range



GE GRAPHICAL PRESENCE & REVENUE CONTRIBUTION



Exclusive Showrooms



Wholesale Showrooms



Warehouses



Omni Channel Platforms



Direct Sales

- ✓ Large Institutions
- ✓ Large Corporate Houses
- ✓ Airports, Hospitality and Large Infra Space
- ✓ Special Projects
- ✓ Online 3rd Party sales
- ✓ Showrooms that cater to Large and Small retailers, situated in heart of nursery



B2B2C



B2C

- ✓ Dealer Network
- ✓ Pan India reach

- ✓ Middle East & African Countries
- ✓ Western Economies of America and Europe
- ✓ Australasia



Exports

Clientele



Investment Rationale



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Investing In Harshdeep



Ecosystem Coverage

Well Entrenched in the Horticulture Ecosystem



Strategically Located

Presence In heart of Nursey belt.



High Brand Recall

A deep Brand Recall



Future expansion

Expanding its presence in multiple Geographies. .



Multifaceted Growth

Expanding footprint beyond Nursey Customer base.



Ecosystem Coverage



2,200 SKU's -more than 20 years **Leadership in pots, planters and Garden furniture** **Nursery Revenue 37% of FY24 Sales**

“For 25+” years Harshdeep has been an integral part of India's Horticulture ecosystem

It has been strategically aligning with industry-changing preferences and needs by

- Inventing & Designing its Products
- The Designs and patterns keep us ahead of the curve
- Larger Life cycle of products (higher than the Industry average)

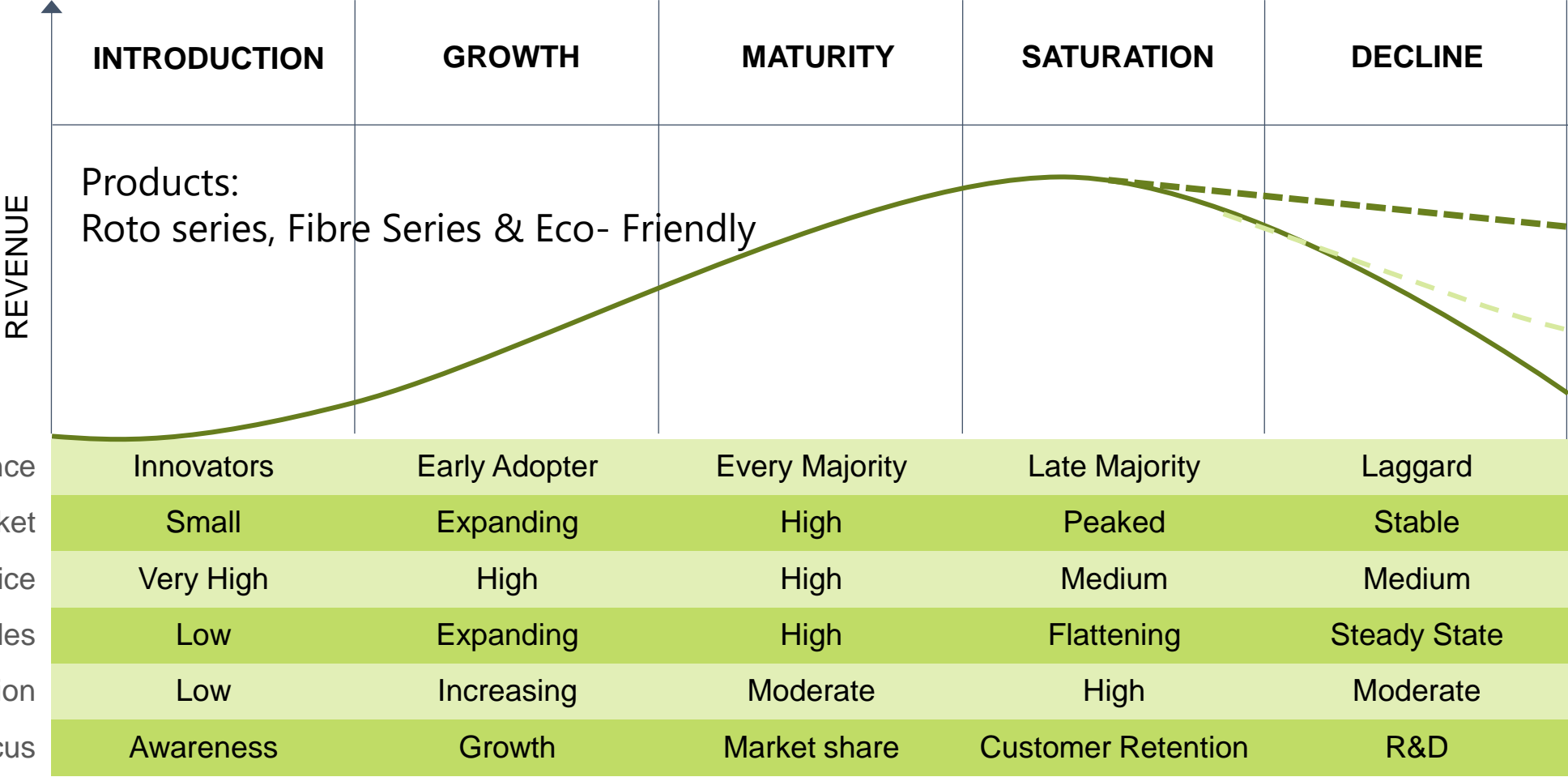
Horticulture to grow to \$5.9 Bn by 2030 with a CAGR of 7.4% (2021-2030)

Popularity and acceptance of an environment-friendly lifestyle have expanded the scope of the floriculture industry



Extended Life cycle

Harshdeep's Product enjoys extended life cycle due to
 i) In House R&D design capabilities ii) First Mover Advantage



Harshdeep Product enjoys extended Life cycle
 Unorganised Player
 End of life



Audience
 Market
 Price
 Sales
 Competition
 Business Focus

Expanding Market

Well established across the Nursery Belts of India



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Future Expansion :

- i) To expand current manufacturing capabilities at the Pune plant-** The company recently added 12,000 sq. fts. of additional space at the Pune, taking total area to over 50,000 sq ft. It will use the additional space for the new product line – shade nets with an annual capacity of 3,50,000 kgs.
- ii) To introduce new product segments-** It has recently expanded its product range by getting into the manufacturing of shade nets.
- iii) To establish new showrooms-** its current showrooms are in Bhiwandi, Pune, Delhi and Rajahmundry. In the first phase, Harshdeep intends to open showrooms in Hyderabad and Ahmedabad.
- iv) To set up a warehouse facility in Bengaluru-** The company is in the process of setting up a warehousing facility in Bengaluru. This warehouse will be strategically located to meet the demand of not just Karnataka state but also from the adjoining states of Kerala and Tamil Nadu and Telangana.

Expanding into areas witnessing rapid Infrastructure growth



Showrooms At Pune, Bhiwandi, Rajamundhry, Delhi, Upcoming at Hyderabad and Ahmedabad



Expanding outreach overseas

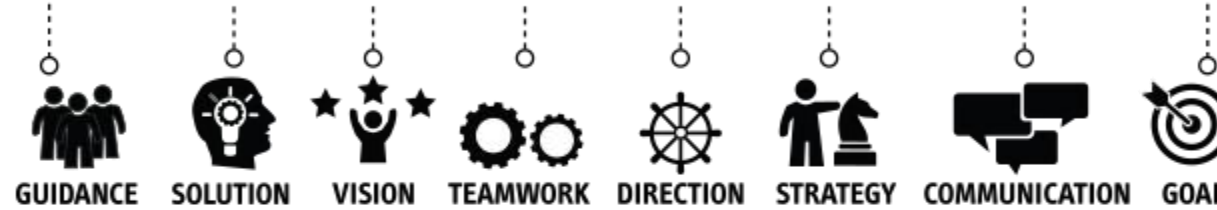
- Harshdeep is geared to expand its footprint globally.
- China +1 sentiments has been aiding Indian manufacturers to meet global demand for nursery / horticulture products.
- Harshdeep has been participating in Major Global horticulture exhibitions such as Spoga Gafa, IPM Essen, Acetech, etc.
- Key export market for Harshdeep are The Middle East, Africa, Europe and the USA
- From the current sub 5%, Harshdeep expects exports to contribute over 10% in the next three years

Spoga Gafa, IPM Essen, Germany





MANAGEMENT



Hitesh shah

Chairman & M D

Experience: 20 years

Looks after the overall management of the Company.



Harshit shah

Whole-time Director & Chief Financial Officer

Experience: 5 years

Looks after the finance & international marketing.

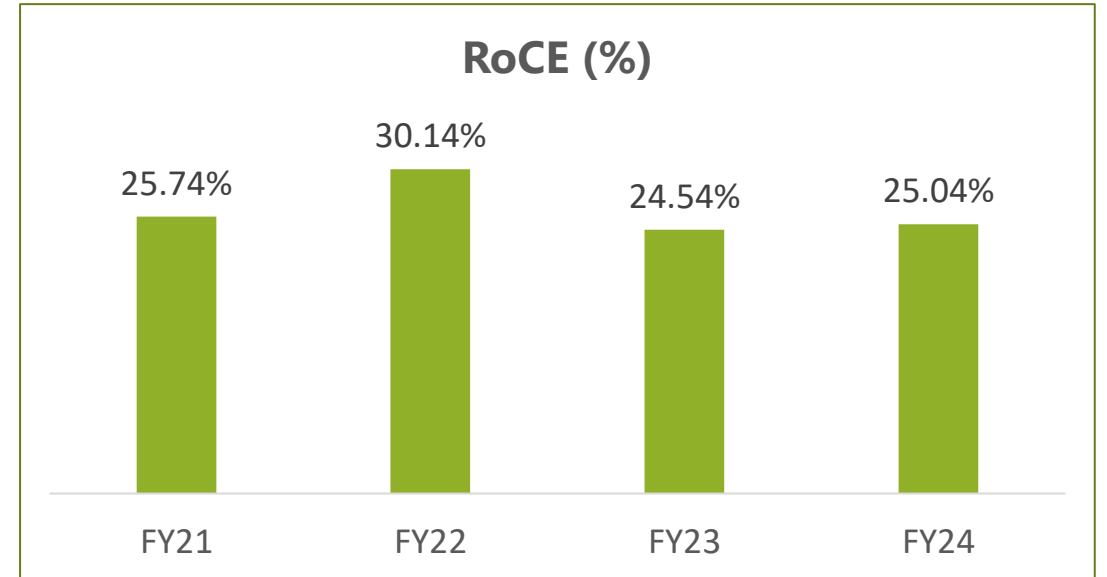
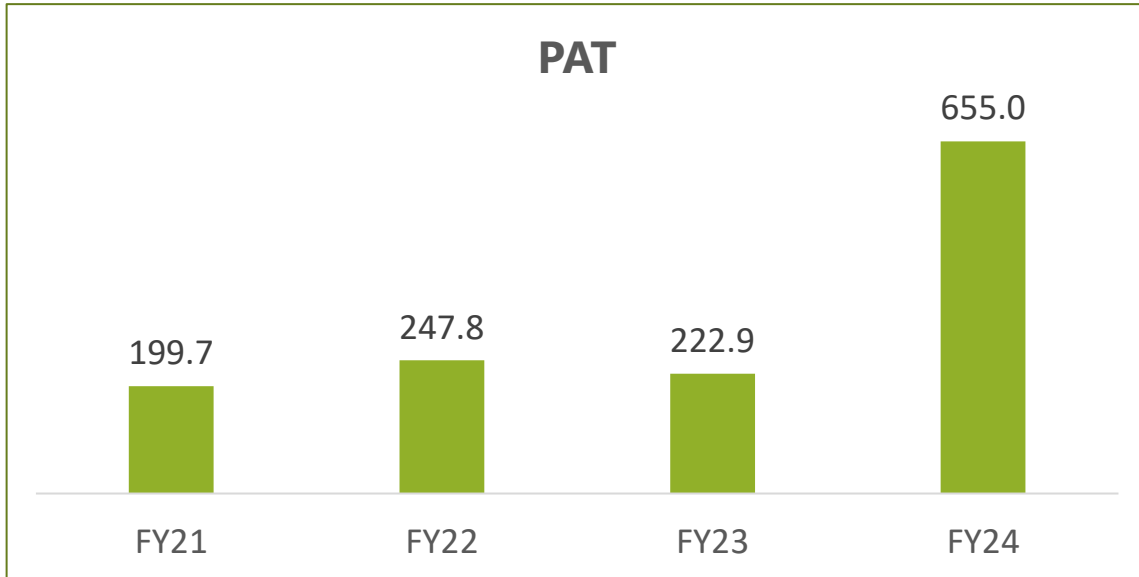
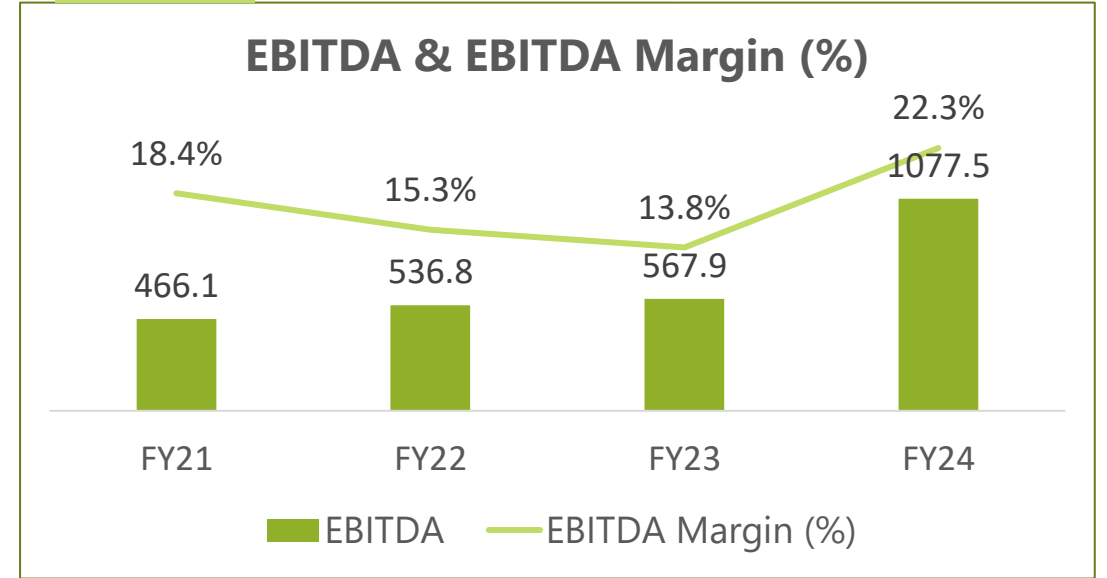
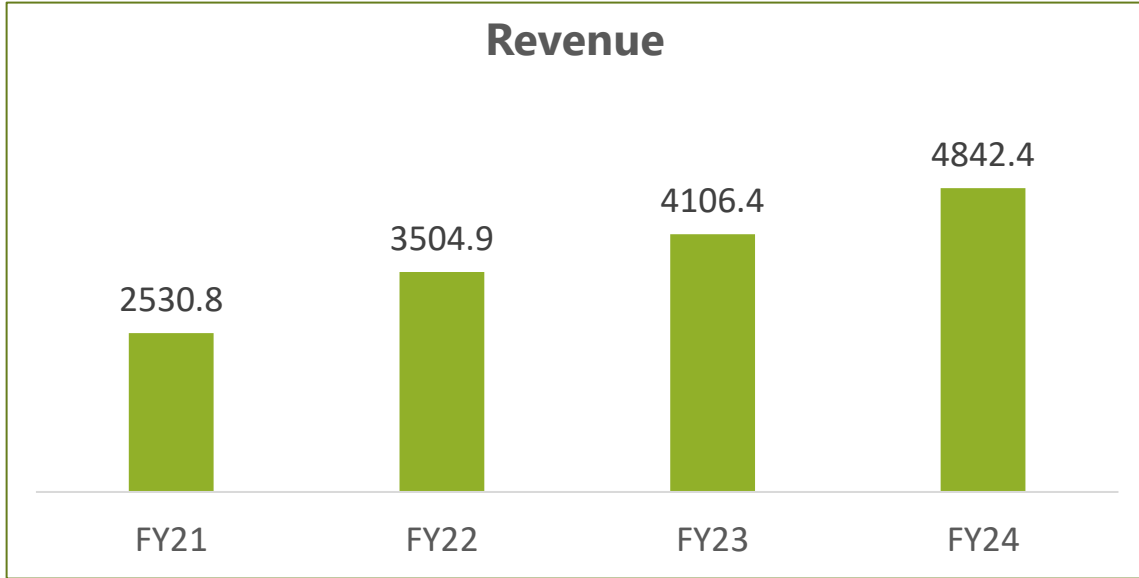


Financials



Financials

In Lacs



Profit & Loss (FY24)

Particular	FY24	In Lacs
Revenue From Operations	4,824.79	
Other income	17.53	
Total Revenue	4,842.32	
Expenses:		
Cost of materials consumed	1,954.04	
Purchases of Stock-in-Trade	-	
Changes in inventories of finished goods work-in-progress and Stock-in-Trade	-	
Employee benefits expense	407.61	
Finance costs	58.03	
Depreciation and amortization expense	148.90	
Other expenses	1,402.00	
Total expenses	3,970.58	
Profit before tax (VII- VIII)	871.74	
Tax expense:		
Current tax	219.69	
Deferred tax	(2.96)	
Prior Period Income Tax written off		
Profit (Loss) for the period from continuing operations	655.01	
EPS	4.07	

Balance Sheet

Particular	FY24	In Lacs
EQUITY AND LIABILITIES		
Total Equity	3712.49	
Non-Current Liabilities		
Long Term Borrowings		
Current Liabilities		
Short Term Borrowings		
Trade Payables	391.29	
Other Current Liabilities	152.89	
Short Term Provisions	237.99	
Total	4494.65	
ASSETS		
Non-Current Assets		
Property, Plant & Equipment and Intangible Assets	1062.30	
Deferred Tax Assets (Net)	2.96	
Long Term Loans & Advances	125.19	
Current Assets		
Current Investment		
Inventories	1200.43	
Trade Receivables	1101.91	
Cash and Cash equivalents	174.81	
Short-Term Loans and Advances		
Other Current Assets	827.04	
Total	4494.65	

Thank you

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