

# 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.robust.in](http://www.robust.in) ✉ : [info@robust.in](mailto:info@robust.in)  
☎ : 1800 266 6123 / +91 20 68197600

**Dated: 06/06/2023**

To,  
The General Manager  
DCS-CRD  
(Corporate Relationship Department)  
BSE Ltd.  
Rotunda Building  
P.J. Tower, Dalal Street, Fort  
MUMBAI-400001

BSE SCRIP Code: ROBU | 543787

**Subject: Investor Presentation in connection with Audited Financial Results for half year & year ended 31<sup>st</sup> March, 2023.**

**Reference:** Investors Meeting to be scheduled on 07<sup>th</sup> day of June 2023, as intimated to BSE Ltd. on dated 01<sup>st</sup> June, 2023

Pursuant to Regulation 30 of Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of Investor Presentation in connection with Audited Standalone Financial Statement for half year & year ended 31<sup>st</sup> March, 2023.

Kindly take the above on record.

Thanking you.  
Yours Faithfully,  
**For, Macfos Limited**

Name: Binod Prasad  
(Whole Time Director & CFO)  
DIN: 07938828

Macfos Limited



---

H2 & FY 2022 - 23  
EARNINGS PRESENTATION



- ▶ **MANAGEMENT PERSPECTIVE**
- ▶ **OPERATING AND FINANCIAL PERFORMANCE**
- ▶ **BUSINESS OVERVIEW**
- ▶ **STRATEGIC PRIORITIES FOR FUTURE**

## Building Momentum: Solid Financial Results and Strategic Roadmap for Growth

- We are pleased to report strong financial results for the past year, with 80.80 Cr. revenue and 7.41 Cr PAT with Consistent growth in Turnover, EBITDA and PAT at a CAGR of 71%, 108% & 191% respectively (For last 3 years).
- FY22-23. year-over-year revenue growth. Despite the challenges posed by a volatile global environment, including fears of war, recession, and supply chain disruptions, our business fundamentals remain robust, positioning us on a trajectory of sustainable growth.
- Last year presented its fair share of challenges, primarily revolving around two constant supply chain issues. Firstly, there were widespread shortages of materials across all semiconductor product categories. Secondly, the supply chain demonstrated inconsistency, resulting in low availability and high prices of products for both us and our customers.
- In response, we prioritized the growth of our high-value corporate customers, who are involved in production activities. We observed overall customer growth and an increase in average order value. To address the situation, we strategically adjusted our pricing, passing on some of the increased costs to customers while absorbing the remainder in our margins. Our decision was grounded in the belief that shortages are temporary, while customers are long-term.
- Our sustained focus and investment in the development board and drone segments over the past 3-4 years have yielded remarkable growth. We anticipate these sectors to continue driving strong performance in the future. We are also working on few categories that can show similar growth potential in future.
- Looking ahead, we are optimistic about our prospects for 2024. Our projected success will be underpinned by three key factors:
  1. Expanding into new categories, introducing new products, and acquiring new brands.
  2. Optimizing our supply chain
  3. Emphasizing the development of our proprietary products.
- As a technology-focused company, we remain committed to advancing ourselves by developing a scalable in-house IT infrastructure to accommodate future growth. Furthermore, we aim to enhance operational efficiency and accountability by maximizing the utilization of our ERP system.
- In addition to our commercial efforts, we have made significant strides in servicing government orders. We have established a dedicated team focused on government sales, bolstering our presence in this market segment.
- Lastly, we successfully implemented a warehouse system during the previous year, enabling us to handle five times our previous order capacity. This infrastructure upgrade will be instrumental in supporting our anticipated growth in the coming years.
- Overall, we are confident in our ability to capitalize on market opportunities and deliver strong performance in the year ahead.



**OPERATING &  
FINANCIAL  
PERFORMANCE**

# GROWTH TRENDS IN TOTAL REVENUE & PROFITABILITY

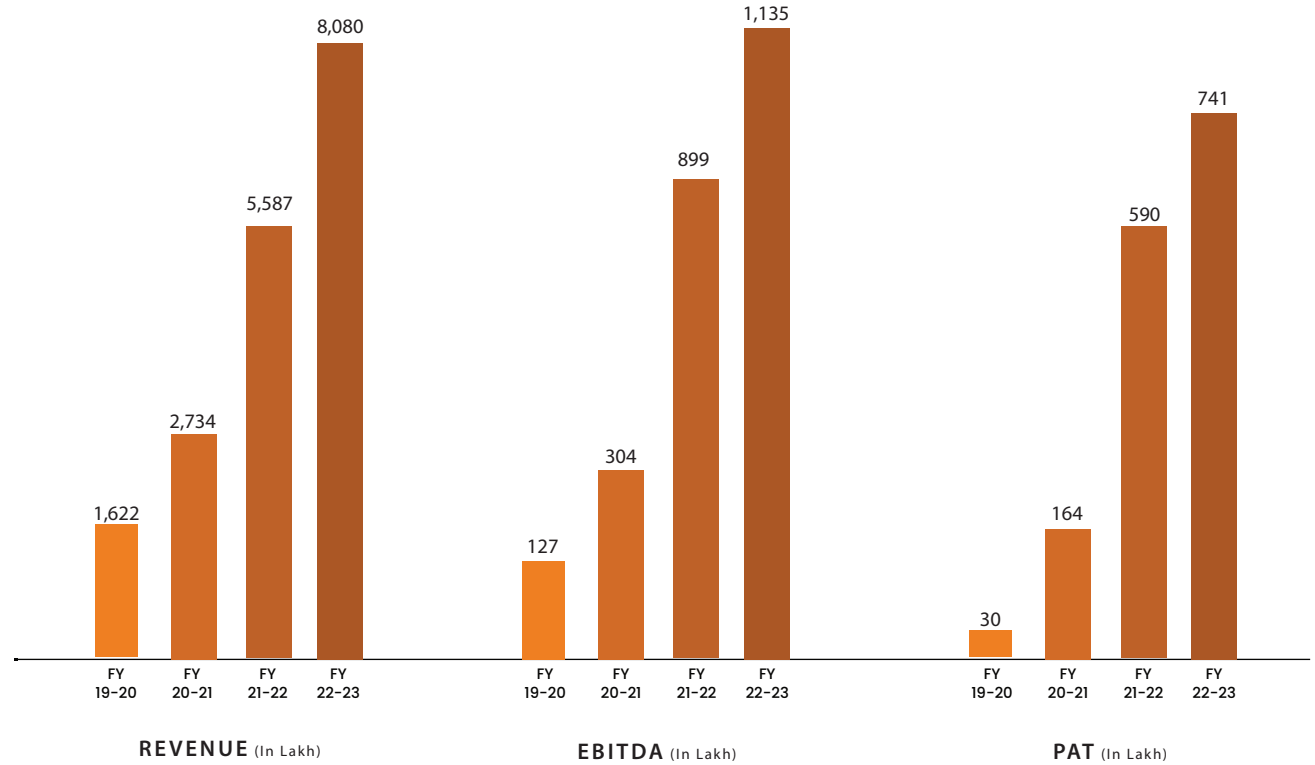


## CAGR LAST 3 YEARS

- REVENUE = 71%

- EBITDA = 108%

- PAT = 191%



# KEY RATIOS ON SUSTAINABLE FINANCIAL GROWTH

## Business Challenges:

- Semiconductor/Chip shortages across the world.
- Disturbed supply chain (due to ongoing Geo-Political situation).

## Effect:

- Led to Higher Procurement cost and Delays in Supply-chain.

## Present Scenario:

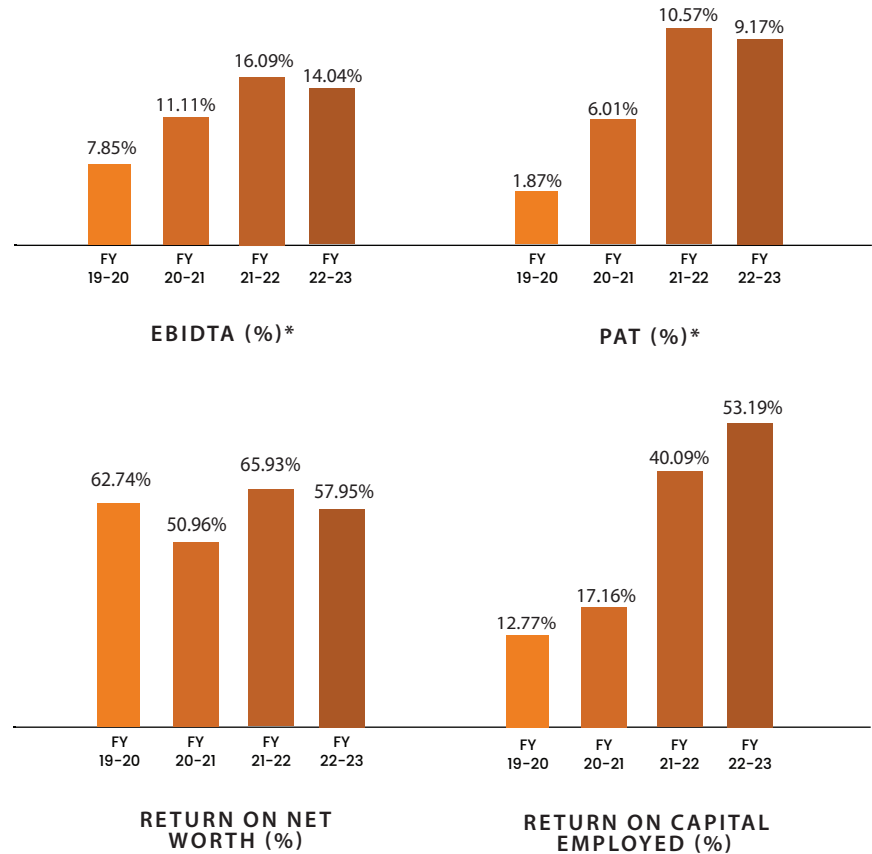
- Both situations are gradually improving and we expect to see its positive impact on business.

\*Despite These Global Challenges, we were able to maintain this EBITDA & PAT

## Formula used:

- Return on Net Worth =  $(\text{Profit After tax} / \text{Average Shareholder's Equity}) \times 100$
- Return on Capital Employed =  $(\text{EBIT} / (\text{Total Debts}^{**} + \text{Equity})) \times 100$

\*\* (Term loan Rs. 2.5 Cr removed from total Debt calculation, as this fund used for Fixed immovable asset Purchase)



# LIABILITIES

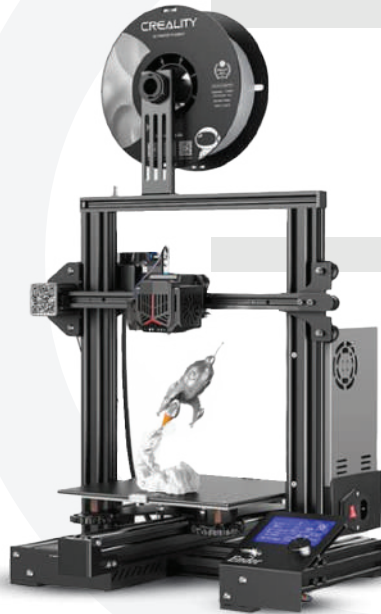
(Rs. In lakhs)

	Particulars	As at the Year/ period ended			
		31/03/2023 (Audited)	31/03/2022 (Audited)	31/03/2021 (Audited)	31/03/2020 (Audited)
<b>1</b>	<b>EQUITY AND LIABILITIES</b>				
	<b>Shareholders' Funds</b>				
	(a) Share Capital	883.54	1.01	1.01	1.00
	(b) Reserves & Surplus	766.01	907.41	317.00	52.99
	<b>Total</b>	<b>1,649.56</b>	<b>908.42</b>	<b>318.01</b>	<b>53.99</b>
<b>2</b>	<b>Non-Current Liabilities</b>				
	(a) Long Term Borrowings	405.59	315.34	42.05	206.83
	<b>Total</b>	<b>405.59</b>	<b>315.34</b>	<b>42.05</b>	<b>206.83</b>
<b>3</b>	<b>Current Liabilities</b>				
	(a) Short Term Borrowings	242.58	287.93	308.08	141.57
	(b) Trade Payables				
	Due to Micro and small enterprises	37.54	100.52	29.80	12.79
	Due to Others	554.76	146.81	143.56	87.51
	(c) Other Current Liabilities	86.84	56.42	25.53	95.12
	(d) Short Term Provisions	310.47	228.26	72.29	26.64
	<b>Total</b>	<b>1,232.18</b>	<b>819.94</b>	<b>579.26</b>	<b>363.62</b>
	<b>Total Equity and Liabilities</b>	<b>3,287.33</b>	<b>2,043.70</b>	<b>939.32</b>	<b>624.45</b>

-To facilitate like-to-like comparison, figures for earlier years have been regrouped



(Rs. In lakhs)



Particulars	As at the Year/ period ended			
	31/03/2023 (Audited)	31/03/2022 (Audited)	31/03/2021 (Audited)	31/03/2020 (Audited)
<b>1. Non Current Assets</b>				
(a) Property, Plant and Equipment and Intangible Assets				
i) Property, Plant and Equipment	523.36	77.48	69.16	98.63
ii) Intangible Assets	29.29	7.07	4.24	7.75
(b) Deferred Tax Assets (Net)	19.02	15.96	12.45	6.37
(c) Other Non Current Assets	98.02	94.67	81.48	19.58
	<b>669.68</b>	<b>195.18</b>	<b>167.33</b>	<b>112.75</b>
<b>2. Current Assets</b>				
(a) Trade Receivables	243.26	173.22	86.98	6.79
(b) Cash and Cash equivalents	113.39	85.64	3.91	78.91
(c) Inventories	1,664.43	1,184.88	529.40	310.39
(d) Short-Term Loans and Advances	551.30	385.81	147.63	97.85
(e) Other Current Assets	45.27	18.97	4.07	17.76
	2,617.65	1,848.52	771.99	511.69
<b>Total</b>	<b>3,287.33</b>	<b>2,043.70</b>	<b>939.32</b>	<b>624.45</b>

- To facilitate like-to-like comparison, figures for earlier years have been regrouped

# PROFIT & LOSS

(Rs. In lakhs)

	Particulars	As at 31/03/2023 (Audited)	As at 31/03/2022 (Audited)	As at 31/03/21 (Audited)	As at 31/03/20 (Audited)
1	Revenue From Operations	8,016.82	5,551.47	2,711.92	1,621.81
2	Other Income	63.50	35.60	21.84	0.35
3	<b>Total Revenue (1+2)</b>	<b>8,080.32</b>	<b>5,587.07</b>	<b>2,733.76</b>	<b>1,622.16</b>
4	Expenses				
(a)	Cost of Material Consumed	22.82	26.06	21.11	19.22
(b)	Purchase of Stock in trade	6,295.00	4,479.93	2,125.56	1,169.64
(c)	Change of Inventories of Work in progress and finised goods	-479.55	-655.48	-219.01	-98.56
(d)	Employee Benefit Expenses	457.08	302.64	179.11	126.05
(e)	Finance Costs	101.19	82.82	41.60	47.98
(f)	Depreciation and Amortisation Expenses	45.18	38.69	43.64	43.00
(g)	Other Expenses	633.57	517.39	321.57	274.02
5	<b>Total Expenses 4(a) to 4(g)</b>	<b>7,075.29</b>	<b>4,792.05</b>	<b>2,513.58</b>	<b>1,581.35</b>
6	Profit/(Loss) Before Exceptional & Extraordinary items & Tax (3-5)	1,005.03	795.02	220.18	40.81
7	<b>Profit/(Loss) Before Extraordinary items &amp; Tax (6-7)</b>	<b>1,005.03</b>	<b>795.02</b>	<b>220.18</b>	<b>40.81</b>
8	Profit/(Loss) Before Tax (8-9-10)	1,005.03	795.02	220.18	40.81
(a)	Current Tax	266.96	208.13	62.03	16.81
(b)	Deferred Tax	-3.06	-3.51	-6.07	-6.37
	<b>Total</b>	<b>263.89</b>	<b>204.62</b>	<b>55.95</b>	<b>10.44</b>
9	<b>Profit/(Loss) for the Year</b>	<b>741.14</b>	<b>590.40</b>	<b>164.23</b>	<b>30.38</b>

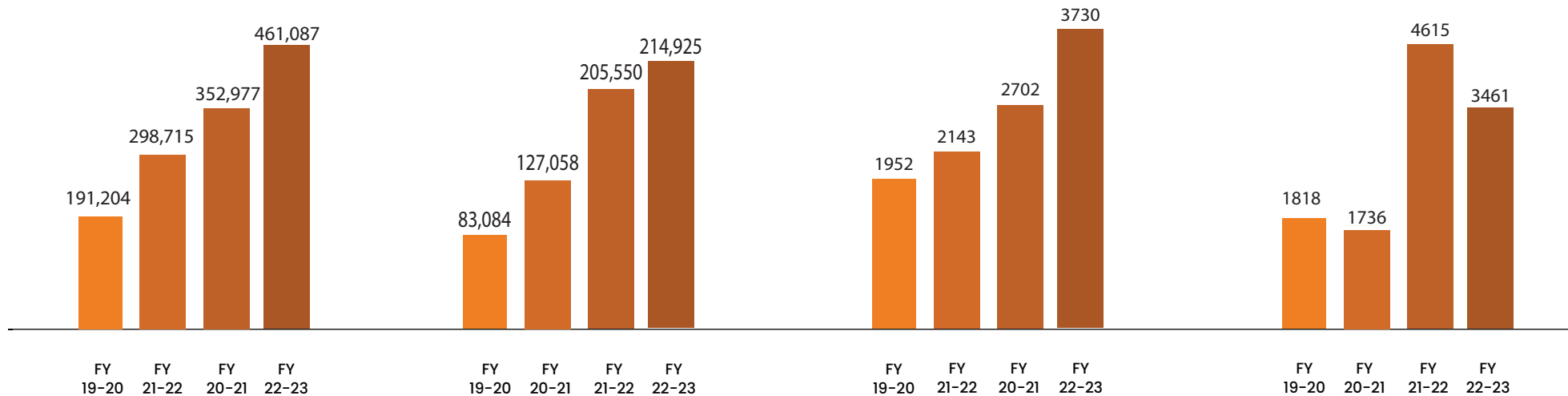
- To facilitate like-to-like comparison, figures for earlier years have been regrouped





# **BUSINESS OVERVIEW**

# STEEP RISING CUSTOMER ENGAGEMENT



## AVG. MONTHLY WEBSITE & APP VISITORS (Nos.)

(IN MARCH 2023 MONTHLY VISITOR WERE **5,69,031**)

## TOTAL ORDERS SERVED (Nos.)\*

\*WE EXPECT DEMAND GROWTH IN FUTURE (AS SEMICONDUCTOR/CHIP SHORTAGE SITUATION EASING OUT)

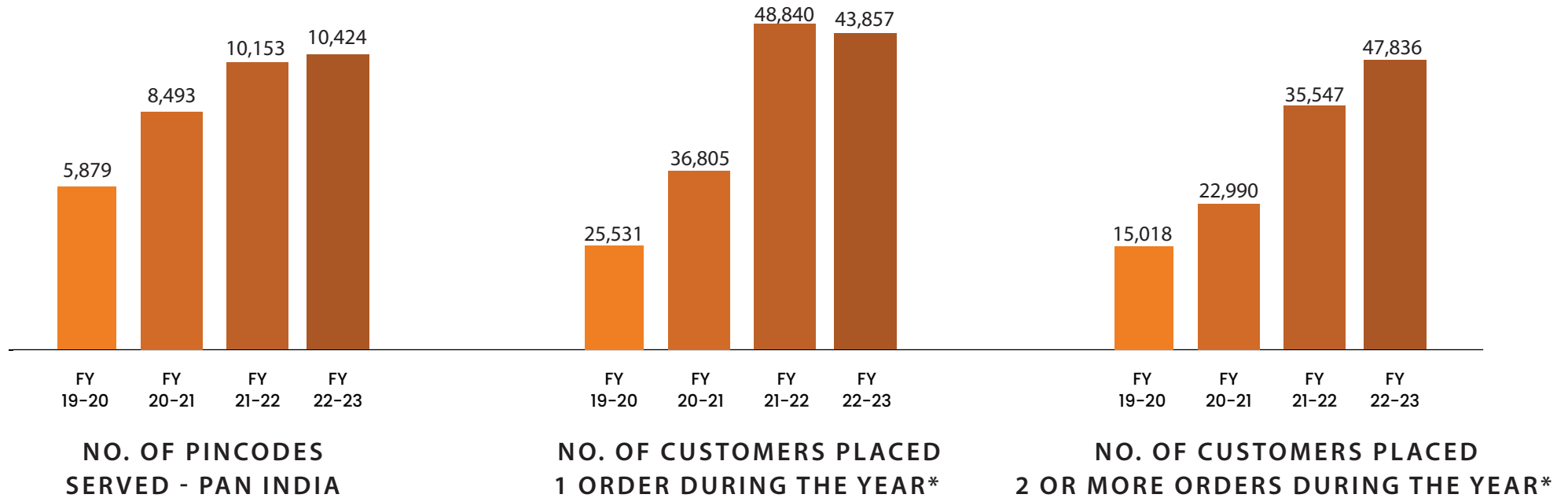
## AVERAGE ORDER VALUE (in Rs.)\*\*

\*\*NET SALE, CONSIDERED FOR AVG ORDER VALUE CALCULATION  
\*\*GROWTH IN CORPORATE DEMAND RESULTED IN HIGHER AVG. ORDER VALUE.

## NEW SKU'S ADDED (Nos.)

(TOTAL SKU AS ON MARCH-23 IS **12,700**)

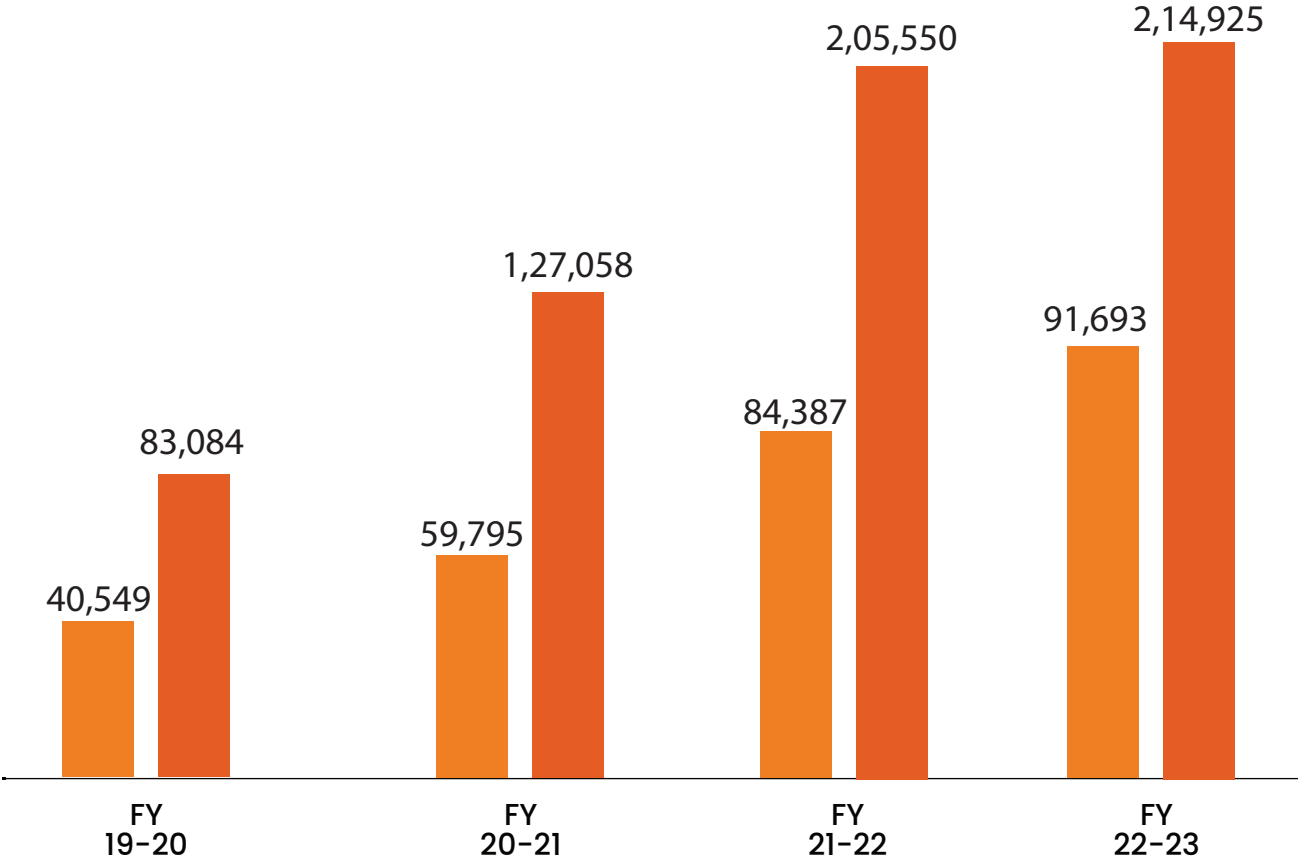
## PINCODES SERVED & CUSTOMER RETENTION PATTERN



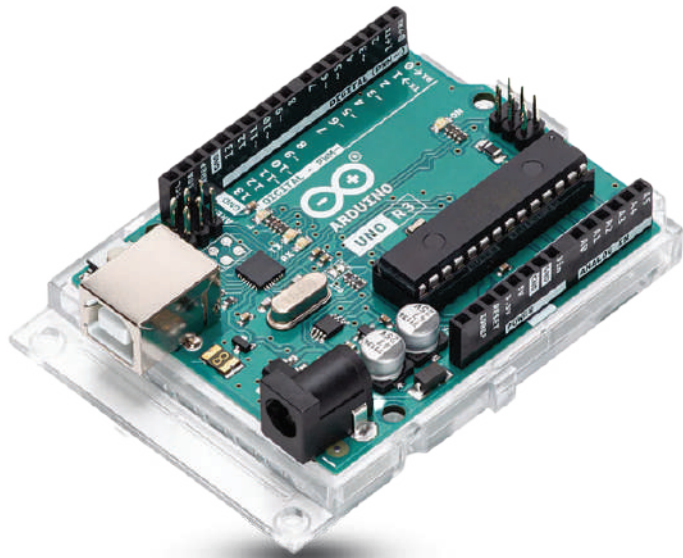
\*Due to addition of comprehensive product portfolio and Customer support touch points. The decline in one-time customers is translating into growth in repeat order customers.

# CUSTOMER/ORDER SERVED

NO. OF CUSTOMERS SERVED  
NO. OF ORDERS



# CATEGORY CONTRIBUTION TO REVENUE



CATEGORY	% CONTRIBUTION TO REVENUE
Development Boards	21.23%
Drone Parts	15.35%
Batteries   Chargers and Accessories	12.76%
Electronic Modules and Displays	12.59%
Motors   Drivers   Pumps   Actuators	8.89%
Sensors	8.88%
IoT and Wireless	6.89%
3D Printers and Parts	5.43%
Electronic Components	3.35%
Mechanical Components & Workbench Tools	2.86%
eBike Parts	1.02%
DIY Learning and Robot Kits	0.76%

\*SOME SIMILAR CATEGORIES ARE CLUBBED TOGETHER WRT TO LAST YEAR

- ▶ Out of Total Inventory (as on 31.03.2023), Only 2.33% Inventory is Very Slow-moving\* (These are not perishable in Nature neither Obsolete Items)

Expected that: We were able to clear these Inventory in current FY, keeping moderate margin level and may be Lower margin level (in some cases).

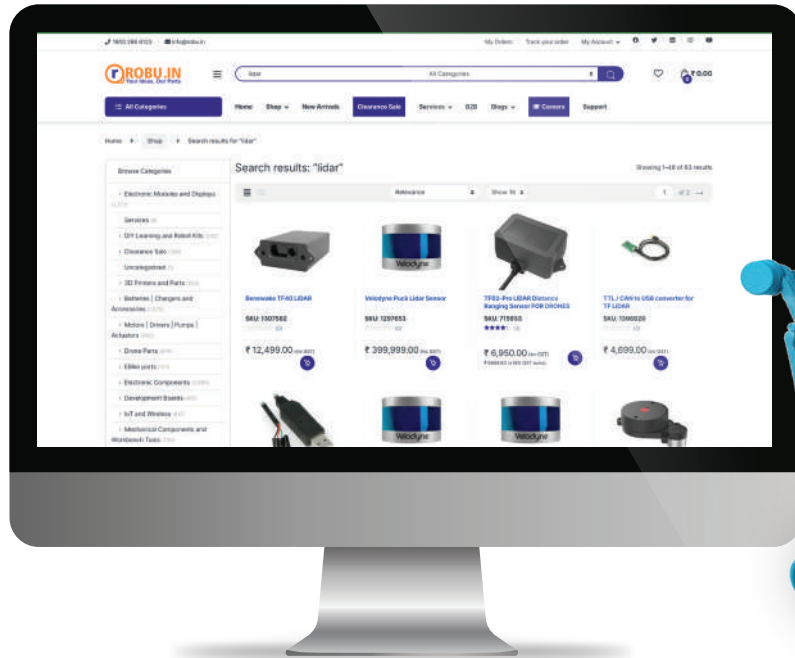
\* Very Slow-moving is, Inventory/Material not sold in last 9 Month



# RETURN/REPLACEMENT MANAGEMENT STATISTICS

SCENARIO:	BASIC (IN LAKHS)	% OF TOTAL REVENUE (FY23)
Total Return/Replacement request received (A)	63.88	0.79
Claim Rejected/Claim resolved (B)	21.35	0.26
Replacement received from Suppliers (C)	15.44	0.19
Recovered from Product repair and Refurbished Sale (D)	3.80	0.05
Material Used internally (For Product Development) (E)	0.67	0.01
<b>Cost to Company (A - B - C - D -E)</b>	<b>22.62</b>	<b>0.28</b>

## SPECIALISED ELECTRONIC PARTS E-COMMERCE STORE WEBSITE & APPLICATION



# 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.

12700+ SKU's 100+ Brands 140+ vendor tie ups in India & Abroad, 15,000 sq ft (Expandable) dedicated warehouse, 150 + 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, EBITDA and PAT at a CAGR of 71%, 108% & 191% respectively (For last 3 years). Reaching Turnover of 55 Cr in FY 21-22 & 80 Cr in FY 22-23.



# CORE STRENGTHS



**EXTENSIVE  
& DIVERSE  
PORTFOLIO OF  
ELECTRONIC  
ITEMS & PARTS**



**SCALABLE  
& RELIABLE  
TECHNOLOGY  
PLATFORM**



**STRONG  
DIVERSE &  
GROWING  
CUSTOMER  
BASE**



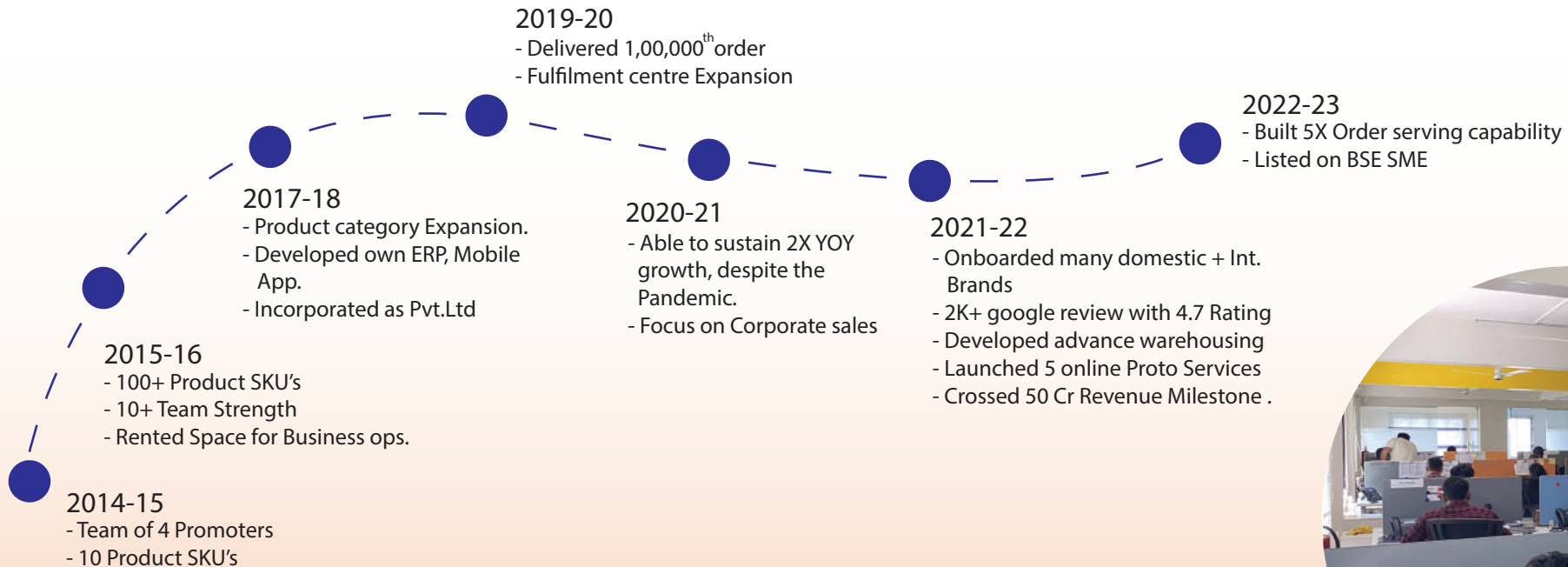
**EXPERIENCED  
PROMOTERS  
WITH STRONG  
MANAGEMENT  
TEAM HAVING  
DOMAIN  
KNOWLEDGE**



**CONSISTENT  
TRACK  
RECORD OF  
PROFITABLE  
GROWTH  
& STRONG  
FINANCIAL  
PERFORMANCE**

# COMPANY EVOLUTION

FINANCIAL YEAR	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23
REVENUE (INR Crore)	0.30	0.64	1.66	3.69	7.36	16.22	27.12	55.51	80.17





## **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





# **STRATEGIC PRIORITIES**



## STRENGTHEN & ACCELERATE CORE BUSINESS

- ▶ EXPLORING WAYS AND MEANS TO SPEED UP THE SUPPLY CHAIN CYCLE.
- ▶ CATEGORY/BRAND/ PRODUCT EXPANSION (WITH SPECIAL FOCUS ON 3 CATEGORIES)
- ▶ INCREASING CORPORATE CUSTOMER REACH.



## FOCUS ON PRODUCT INNOVATION

- ▶ NEW PRODUCTS TO BE DESIGNED AND DEVELOPED WITH SPECIAL FOCUS ON DRONE AND IT'S PARTS



## DRIVE DIGITAL INNOVATION

- ▶ MAXIMIZE USE OF ERP IN OPERATIONS (TO INCREASE EFFICIENCY & ACCOUNTABILITY)
- ▶ SCALABLE IN-HOUSE IT INFRASTRUCTURE (RECENTLY UPGRADED TO LATEST VERSION OF ERP.)



**THANK YOU!**

