

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 ✉ : info@robust.in
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Dated: 02/11/2023

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 Unaudited Financial Results for half year & Quarter ended 30th September, 2023.

Reference: Investors Meeting to be scheduled on 03rd day of November 2023, as intimated to BSE Ltd. on dated 27th October, 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 Unaudited Financial Result for half year & Quarter ended 30th September, 2023.

Kindly take the above on record.

Thanking you.
Yours Faithfully,
For, Macfos Limited

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

Encl:-Investor Presentation

Macfos Limited



H1 FY 23-24

EARNINGS PRESENTATION

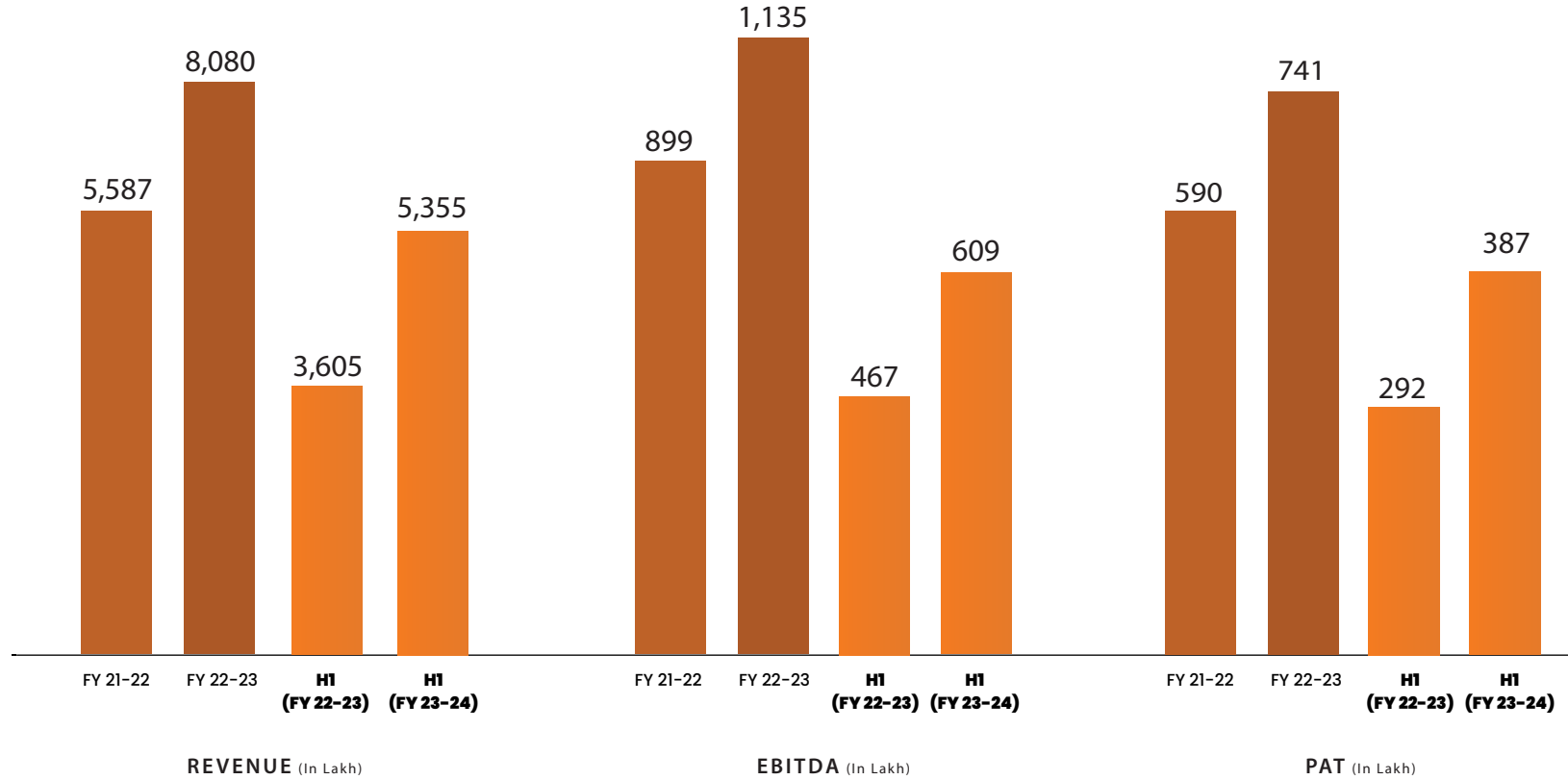


- ▶ **OPERATING AND FINANCIAL PERFORMANCE**
- ▶ **BUSINESS OVERVIEW**
- ▶ **MANAGEMENT PERSPECTIVE**
- ▶ **STRATEGIC PRIORITIES FOR FUTURE**



**OPERATING &
FINANCIAL
PERFORMANCE**

GROWTH TRENDS IN TOTAL REVENUE & PROFITABILITY

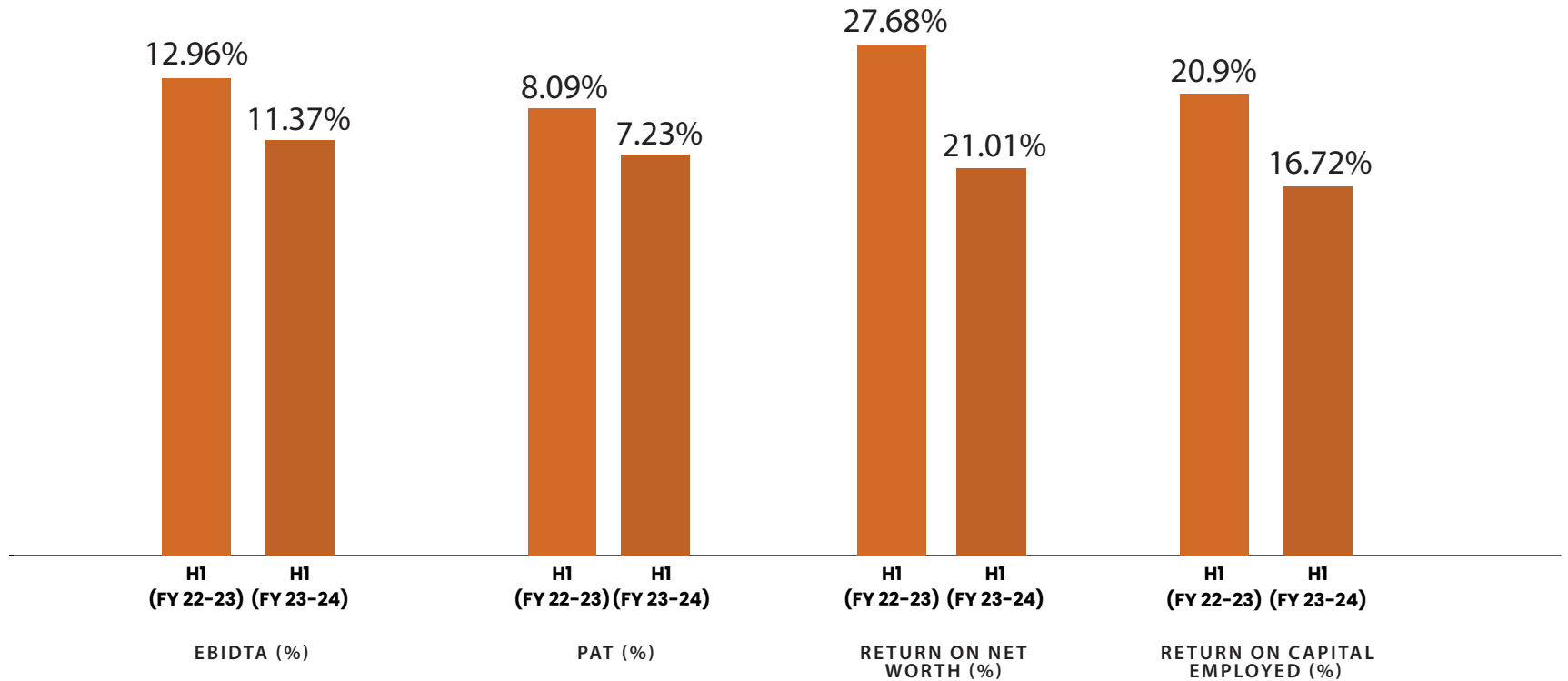


** As per our past historical Trend, we see higher demand/Business in H2 as Compared to H1

KEY RATIOS ON SUSTAINABLE FINANCIAL GROWTH

Formula used:

- Return on Net Worth= (Profit After tax/ Average Shareholder's Equity) X 100
- Return on Capital Employed= (EBIT/ (Total Debts+ Equity) X 100



LIABILITIES

(Rs. In lakhs)



	Particulars	As at		
		30/09/2023 (Unaudited)	30/09/2022 (Audited)	31/03/2023 (Audited)
1	EQUITY AND LIABILITIES			
	Shareholders' Funds			
	(a) Share Capital	883.54	1.01	883.54
	(b) Reserves & Surplus	1,153.08	1199.22	766.01
	Total	2,036.62	1200.23	1,649.56
2	Non-Current Liabilities			
	(a) Long Term Borrowings	304.35	452.79	405.59
	(b) Long-term Provisions	31.25	21.11	22.09
	Total	335.60	437.90	427.68
3	Current Liabilities			
	(a) Short Term Borrowings	1,119.02	485.21	242.58
	(b) Trade Payables			
	Due to Micro and small enterprises	61.51	29.73	37.54
	Due to Others	665.96	101.93	554.76
	(c) Other Current Liabilities	26.47	89.56	86.84
	(d) Short Term Provisions	145.11	216.04	288.38
	Total	2,018.06	922.47	1,210.10
	Total Equity and Liabilities	4,390.28	2596.60	3,287.33

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

(Rs. In lakhs)

Particulars	As at		
	30/09/2023 (Unaudited)	30/09/2022 (Audited)	31/03/2023 (Audited)
1. Non Current Assets			
(a) Property, Plant and Equipment and Intangible Assets			
i) Property, Plant and Equipment	559.06	495.91	523.36
ii) Intangible Assets	36.63	5.18	29.29
(b) Non-current Investments	3.25	-	-
(c) Deferred Tax Assets (Net)	21.03	14.74	19.02
(d) Other Non Current Assets	322.21	34.89	122.21
Total	942.18	550.72	693.88
2. Current Assets			
(a) Inventories	2,732.35	1585.11	1,664.43
(b) Trade Receivables	224.86	165.22	243.26
(c) Cash and Cash equivalents	30.07	71.31	113.39
(d) Short-Term Loans and Advances	429.93	197.48	556.69
(e) Other Current Assets	30.89	26.76	15.68
Total	3,448.11	2045.88	2,593.46
Total Assets	4,390.28	2596.60	3,287.33

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



PROFIT & LOSS

(Rs. In lakhs)

	Particular	For period ended 30/09/2023 (Unaudited)	For period ended 30/09/2022 (Audited)	For year ended 31/03/2023 (Audited)
1	Revenue From Operations	5,298.30	3,578.12	8,016.82
2	Other Income	56.54	27.28	63.49
3	Total Revenue (1+2)	5,354.84	3,605.40	8,080.32
4	Expenses			
(a)	Cost of Material Consumed	14.67	11.42	22.82
(b)	Purchase of Stock in trade	5,091.99	2,935.28	6,295.00
(c)	Change of Inventories of Work in progress and finished goods	-1,067.92	-400.23	-479.55
(d)	Employee Benefit Expenses	277.33	210.37	457.08
(e)	Finance Costs	59.72	50.08	101.19
(f)	Depreciation and Amortisation Expenses	29.97	20.30	45.18
(g)	Other Expenses	430.19	381.28	633.56
5	Total Expenses 4(a) to 4(g)	4,835.95	3,208.50	7,075.29
6	Profit/(Loss) Before Exceptional & Extraordinary items & Tax (3-5)	518.89	396.91	1,005.03
7	Profit/(Loss) Before Extraordinary items & Tax (6-7)	518.89	396.91	1,005.03
8	Profit/(Loss) Before Tax (8-9-10)	518.89	396.91	1,005.03
	Tax Expenses	131.83	105.10	263.90
9	Profit/(Loss) for the Year	387.06	291.81	741.14

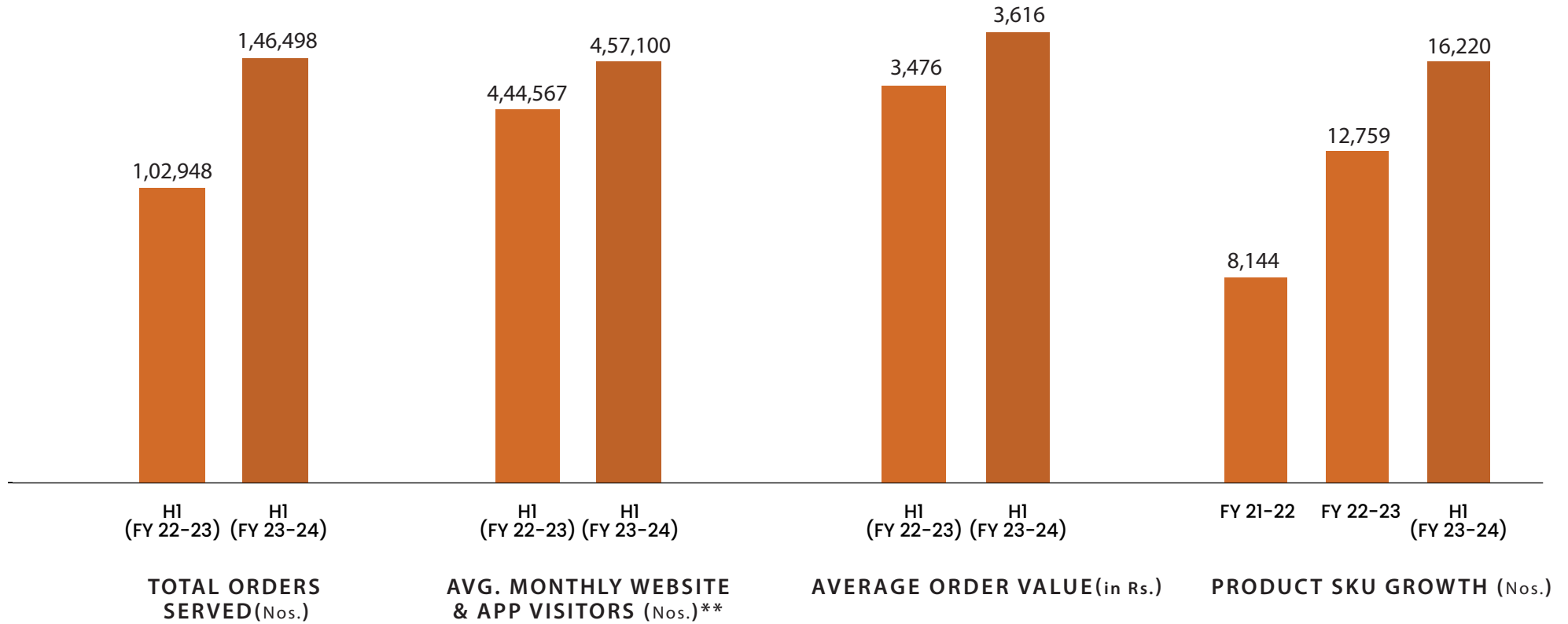
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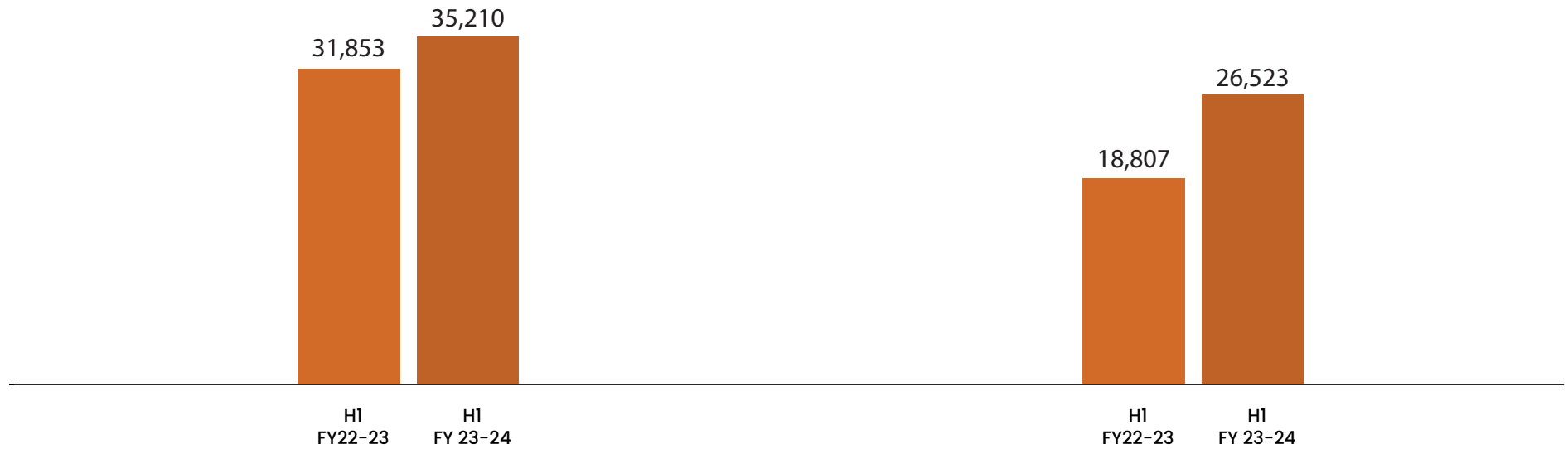


BUSINESS OVERVIEW

STEEP RISING CUSTOMER ENGAGEMENT



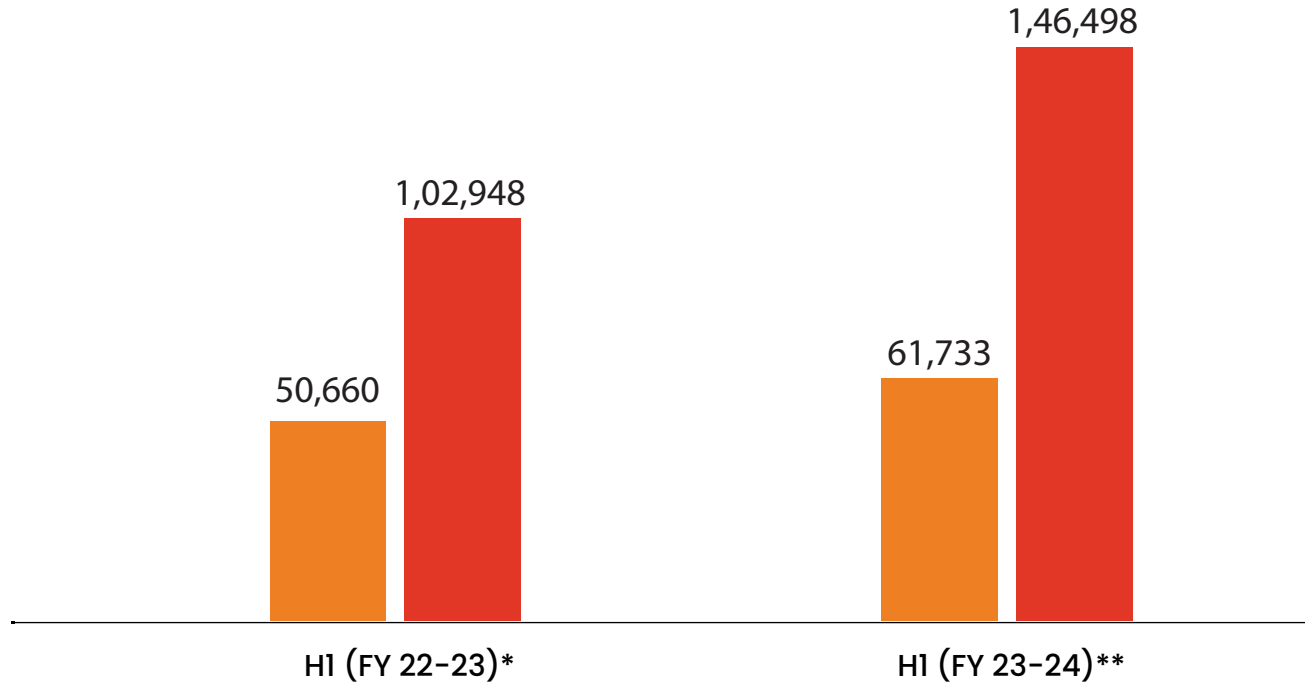
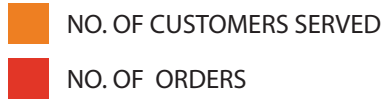
** IN SEP- 2023 MONTHLY VISITOR WERE 5,23,343



**NO. OF CUSTOMERS PLACED
1 ORDER DURING THE PERIOD**

**NO. OF CUSTOMERS PLACED 2 OR
MORE ORDERS DURING THE PERIOD**

CUSTOMER/ORDER SERVED



* On An Average, each Customer placing 2 Orders during the Period.

**On An Average, each Customer placing 2.4 Orders during the Period.

ROBU'S SALES GROWTH & SERVICES GROWTH

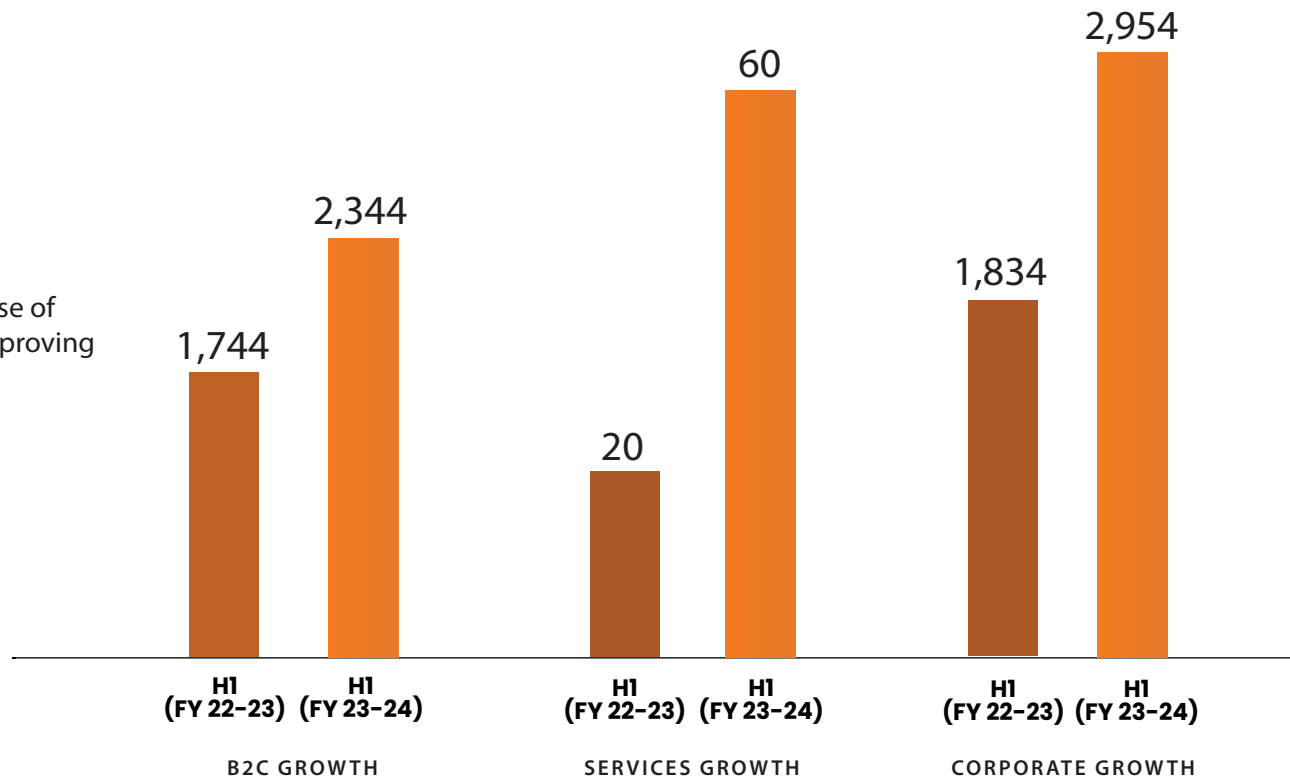
▶ **B2C Growth:**
H1 (FY 22-23): 1744 Lakh H1 (FY 23-24): 2344 Lakh

▶ **Corporate Growth:**
H1 (FY 22-23): 1834 Lakh H1 (FY 23-24): 2954 Lakh

▶ **Robu's Services growth:**
H1 (FY 22-23): 20 Lakh
H1 (FY 23-24): 60 Lakh

(In April 2022, Robu's Services was started with the purpose of delivering a comprehensive solution to customers and improving overall customer retention & stickiness.)

(RS. IN LAKH)



CATEGORY CONTRIBUTION TO REVENUE



CATEGORY	H1 FY (2023-24)	FY (2022-23)
Development Boards	23.79%	21.23%
Drone Parts	16.30%	15.35%
Batteries Chargers and Accessories	11.67%	12.76%
Electronic Modules and Displays	10.76%	12.59%
Motors Drivers Pumps Actuators	7.98%	8.89%
Sensors	7.89%	8.88%
IoT and Wireless	7.76%	6.89%
3D Printers and Parts	5.36%	5.43%
Electronic Components	4.31%	3.35%
Mechanical Components & Workbench Tools	2.71%	2.86%
eBike Parts	0.77%	1.02%
DIY Learning and Robot Kits	0.68%	0.76%

*SOME SIMILAR CATEGORIES ARE CLUBBED TOGETHER W.R.T TO LAST YEAR

- ▶ Out of Total Inventory (as on 30.09.2023), Only 1.12 % Inventory is Very Slow-moving*
(Compared to 2.33% as on March-23)
(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)
Total Return/Replacement request received (A)	62.11
Claim Rejected/Claim resolved (B)	29.49
Replacement received from Suppliers (C)	9.95
Recovered from Product repair and Refurbished Sale (D)	8.94
Material Used internally (For Product Development) (E)	0
Cost to Company (A - B - C - D -E)*	13.72

* 13.72 Lakhs representing 0.26% of the sale during the period.

Building Momentum: Solid Financial Results and Strategic Roadmap for Growth

Dear Shareowners,

We are delighted to present the Financial Results for the first half of FY24, which showcase a robust performance. In this period, we achieved a revenue of 53.55 Cr, EBITDA of 6.09 Cr, and a Profit After Tax (PAT) of 3.87 Cr.

This signifies remarkable growth, with a 50% increase in Revenue, a 30% surge in EBITDA, and a 33% rise in PAT compared to H1FY23. Our aim for FY24 is to maintain this momentum, targeting a 40-50% growth in Revenue while keeping PAT within the range of 8-10%.

In H1FY24, our PAT stands at 7.23%, which is slightly below H1FY23 and our internal projected PAT of 8.00%.

This minor variance in PAT can be attributed to the prudent actions we took to secure materials and inventory during a challenging period of material and semiconductor shortages. These items were procured at higher prices, but we've adapted to changing market conditions by selling them at reduced gross profit margins as prices have subsequently declined.

However, we are confident that we will maintain 8-10% PAT margin for FY24. We have demonstrated strong expense management and continuous optimization efforts. In July, we implemented salary increases as part of our annual appraisal cycle.

Furthermore, various key business metrics such as the number of orders served, average order value, and the count of repeat customers have consistently shown positive growth. We have also enhanced our inventory management capabilities as time has progressed.

As highlighted during our previous Annual General Meeting, our outlook for 2024 remains optimistic, with our success driven by three key factors:

1. Expanding into new categories, introducing new products, and acquiring new brands: - Under this, we have gone deep into various categories, introducing several new products, resulting in a total product count (SKU) of 16,220, takes us a step ahead in becoming a comprehensive store.
2. Optimizing our supply chain: To achieve this, our wholly-owned subsidiary, Nuo Zhan Technologies Limited, has been established to streamline our import supply chain. We have also undertaken substantial backend work to strengthen our gross profit. Hopefully will see its good result in coming 6 Months.
3. Focusing on the development of proprietary products, particularly with a special emphasis on drones and their components: -

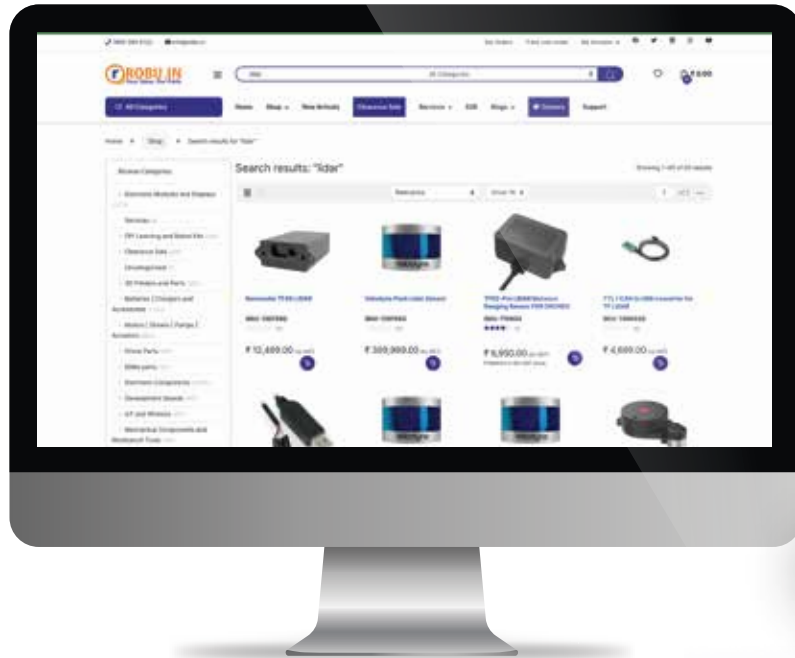
We have several new products in the pipeline and plan to launch Subsequent quarters. In Q2, we have already introduced two new products:

- F450 / Q450 Quadcopter Frame (PCB Version with Integrated PCB) + Plastic Landing Gear Combo Kit – Made in INDIA
- F550 / Q550 Hexa-Copter Frame, Landing Gears, and Integrated PCB Kit – Made in INDIA

Also, To take care of these electronics manufacturing activities, Macfos Limited wholly- owned subsidiary "MACFOS ELECTRONICS PRIVATE LIMITED" has been Formed

In coming years we believe these strategic initiatives will contribute to our growth and success in the year ahead.

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, Mobile android application in 2017 and IOS application in 2023.

16000+ SKU's 120+ Brands , 160+ vendor tie ups in India & Abroad, 15,000 sq. ft (Expandable) dedicated warehouse, 170+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**



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



**SCALABLE
& RELIABLE
TECHNOLOGY
PLATFORM**



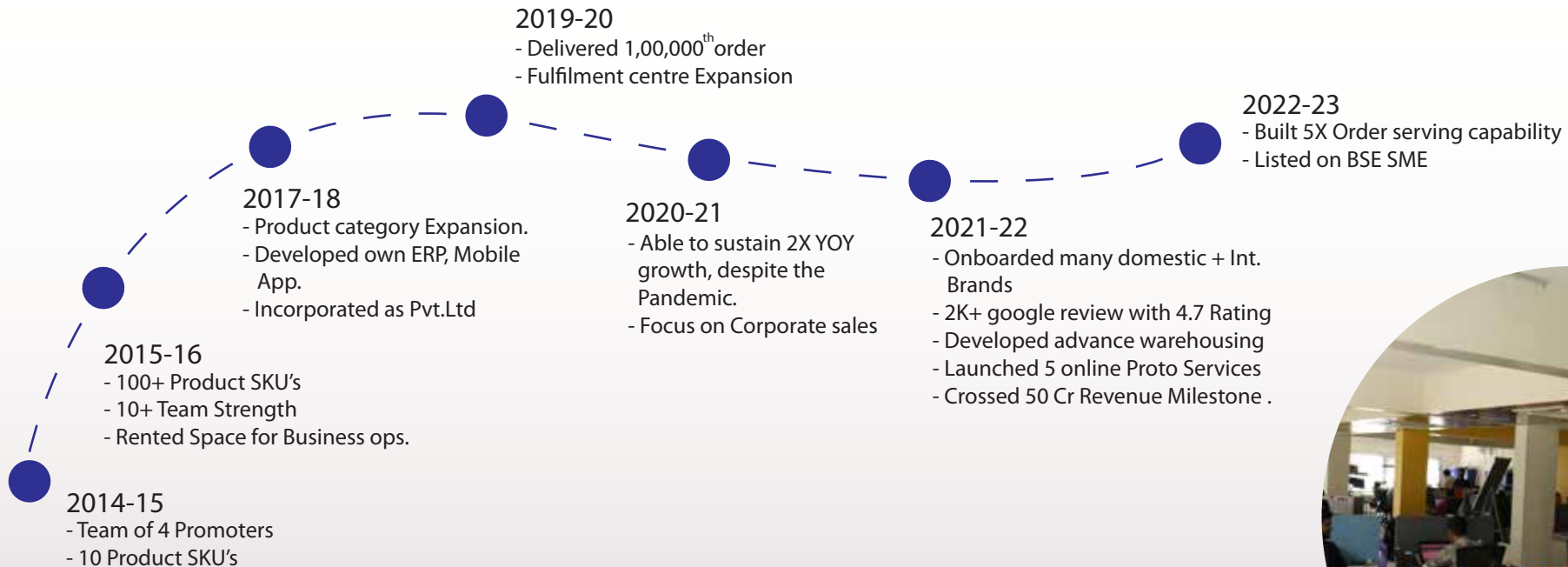
**STRONG
DIVERSE &
GROWING
CUSTOMER
BASE**



**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	80.80





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



Nileshekumar 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!

