

Nitiraj Engineers Limited

Result Update Presentation
Q2 & H1 FY22



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Company Overview



Business Overview



Way Ahead



Financial Highlights



Commenting on the results Mr. Rajesh Bhatwal, Chairman and Managing Director said –



“The markets have been recovering well after the COVID-induced lockdown during the second wave. We used this period of slowdown to improve internal efficiencies and boost our team’s skills set. In September, we held a training program and sales meet in Odisha, where our local branch members were trained on all our new products.

In the second quarter of this financial year, we reported a consolidated revenue of Rs. 8.78 cr with an EBITDA of Rs. 0.71 cr. We did not receive any new orders from the Government during this period, vis-à-vis the corresponding period last year, which affected revenue growth. As a result, continued employee and other costs had a bearing on our profit margins.

However, we are cautiously optimistic about the next half year, especially since demand is higher during the second half owing to festive seasons. Infact we recently opened three new branch offices in Odisha, for our existing range of products, while R&D efforts are in progress for three new products.

I would like to thank the entire team of Nitiraj Engineers, as well as all our stakeholders, whose faith and efforts enable us to navigate various market cycles.”

Recent Key Developments

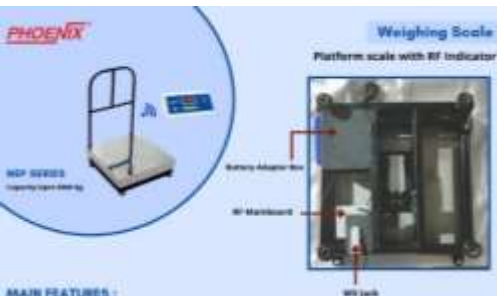


R&D Updates:

- Lot of advancement in our jewellery scale (GOLD model) which has given increased speed of weighing, while offering same accuracy
- Improving our electromagnetic weighing balance (NLB range models) continuously, based on market feedback and suggestions
- R&D and design team has been working to launch 3 new models (new bench weighing scale, new hanging weighing scale and video door phone) in near future

Marketing Updates:

- Started 3 new branch offices in Bhubaneswar, Sonepur and Padampur in Odisha state. These branches are involved in sales of all product ranges, and we expect good sales growth from here
- Held training program and sales meet in Odisha in September which was attended by 35 members of our Odisha branch network team. Training of all newly launched products like new Hanging Weighing Scale, new Bench Weighing Scale, Audio Door Phone and few more, were conducted. Along with this, sales team was appreciated and given awards based on their performances
- Diwali sales season commenced on 1st August – for which we have offered lucrative incentives schemes to our marketing team to boost their moral





Standalone Financial Highlights – Q2 FY22

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Rs. Cr	Q2 FY22	Q2 FY21	Y-o-Y(%)	Q1 FY22
Revenue from Operations	8.78	11.64	(24.56%)	4.99
Raw Materials	4.42	6.65		1.84
Employee Cost	1.14	1.17		1.08
Other Expenses	2.51	2.24		1.74
Total Expenditure	8.07	10.07		4.66
EBITDA	0.71	1.58	(55.01%)	0.33
EBITDA Margin%	8.07%	13.53%	(546 bps)	6.60%
Other Income	0.18	0.05		0.06
Depreciation	0.75	0.77		0.72
Interest	0.14	0.04		0.08
Add: Share of Profit/ (Loss) of Associates	0.00	0.00		0.00
Profit Before Tax	(0.01)	0.81		(0.41)
Tax	0.05	0.12		((0.01)
PAT	(0.05)	0.69	(107.51%)	(0.40)
Other Comprehensive Income	0.02	0.02		0.02
Net Profit	(0.04)	0.71	(105.10%)	(0.38)
Net Profit Margin%	(0.41%)	6.10%	(651 bps)	(7.60%)
EPS (in Rs.)	(0.05)	0.68	(107.35%)	(0.39)

- Revenue decline mainly since there were no new Government orders during this period
- Demand in second half of year - usually better due to festivities etc
- Continued fixed expenses and lower sales impacted profit margins



Consolidated Financial Highlights – Q2 FY22

PHOENIX[®]

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EBITDA Margin%	8.07%	13.53%	(546 bps)	6.60%
Other Income	0.18	0.05		0.06
Depreciation	0.75	0.77		0.72
Interest	0.14	0.04		0.08
Add: Share of Profit/ (Loss) of Associates	(0.03)	(0.01)		(0.02)
Profit Before Tax	-0.04	0.81		(0.43)
Tax	0.05	0.12		(0.01)
PAT	(0.09)	0.69	(112.54%)	(0.41)
Other Comprehensive Income	0.02	0.02		0.02
Net Profit	(0.07)	0.70	(109.99%)	(0.40)
Net Profit Margin%	(0.80%)	6.04%	(684 bps)	(7.92%)
EPS (in Rs.)	(0.08)	0.67	(111.94%)	(0.40)

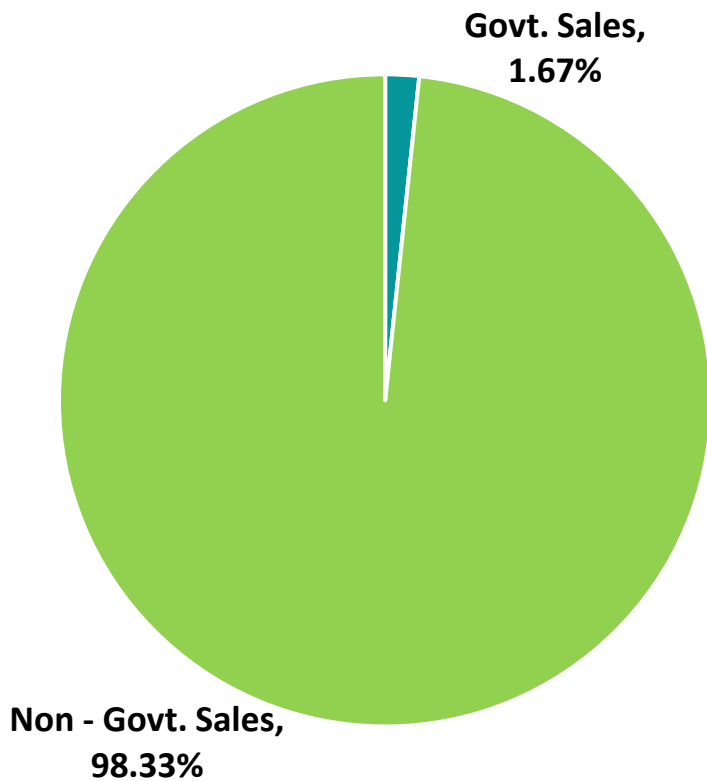
- Revenue decline mainly since there were no new Government orders during this period, however our branch & dealership sales increased during half year
- Demand in second half of year - usually better due to festivities etc
- Continued fixed expenses combined with lower sales impacted profit margins



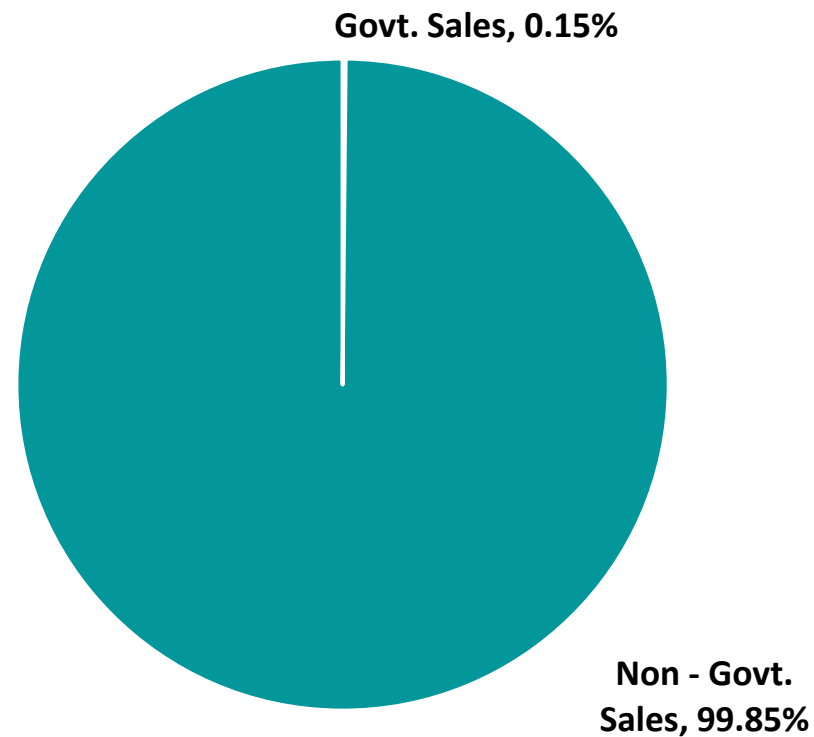
Q2 Revenue Break Up – Segmental*



Q2 FY22



Q2 FY21



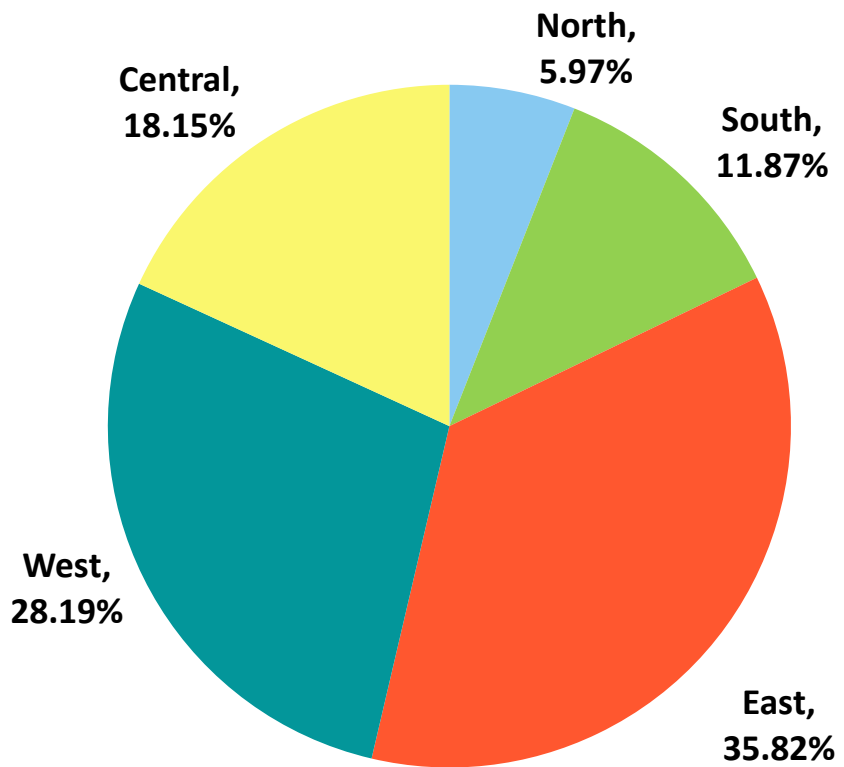
*includes spare parts sales



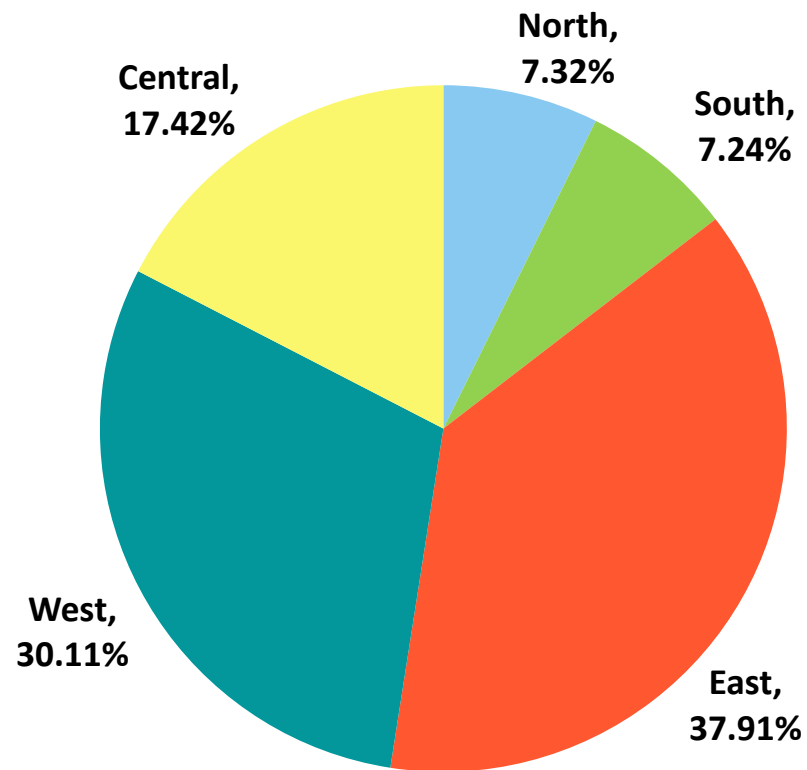
Q2 Revenue Break Up – Geographical*



Q2 FY22



Q2 FY21



*includes spare parts sales and excludes exports



Standalone Financial Highlights – Half Yearly

PHOENIX[®]

Rs. Cr	H1 FY22	H1 FY21	Y-o-Y (%)
Revenue from Operations	13.77	18.71	(26.41%)
Raw Materials	6.26	10.86	
Employee Cost	2.23	2.20	
Other Expenses	4.25	3.77	
Total Expenditure	12.73	16.83	
EBITDA	1.04	1.89	(44.97%)
EBITDA Margin%	7.54%	10.08%	(254 bps)
Other Income	0.24	0.13	
Depreciation	1.47	1.52	
Interest	0.22	0.19	
Add: Share of Profit/ (Loss) of Associates	0.00	0.00	
Profit Before Tax	(0.42)	0.30	
Tax	0.03	0.12	
PAT	(0.45)	0.18	(343.84%)
Other Comprehensive Income	0.03	0.03	
Net Profit	(0.42)	0.22	(293.03%)
Net Profit Margin%	(3.02%)	1.15%	(417 bps)
EPS (in Rs.)	(0.44)	0.18	(344.44%)

- Lack of new orders from Government offset the rise in sales from branch and dealerships, leading to lower sales
- Lower sales volume coupled with continued fixed expenses hampered margins

Consolidated Financial Highlights – Half Yearly



Rs. Cr	H1 FY22	H1 FY21	Y-o-Y (%)
Revenue from Operations	13.77	18.71	(26.41%)
Raw Materials	6.26	10.86	
Employee Cost	2.23	2.20	
Other Expenses	4.25	3.77	
Total Expenditure	12.73	16.83	
EBITDA	1.04	1.89	(44.97%)
EBITDA Margin%	7.54%	10.08%	(254 bps)
Other Income	0.24	0.13	
Depreciation	1.47	1.52	
Interest	0.22	0.19	
Add: Share of Profit/ (Loss) of Associates	(0.05)	(0.01)	
Profit Before Tax	(0.47)	0.28	
Tax	0.03	0.12	
PAT	(0.50)	0.17	(394.14%)
Other Comprehensive Income	0.03	0.03	
Net Profit	(0.47)	0.20	(331.72%)
Net Profit Margin%	(3.38%)	1.07%	(445 bps)
EPS (in Rs.)	(0.49)	0.16	(406.25%)

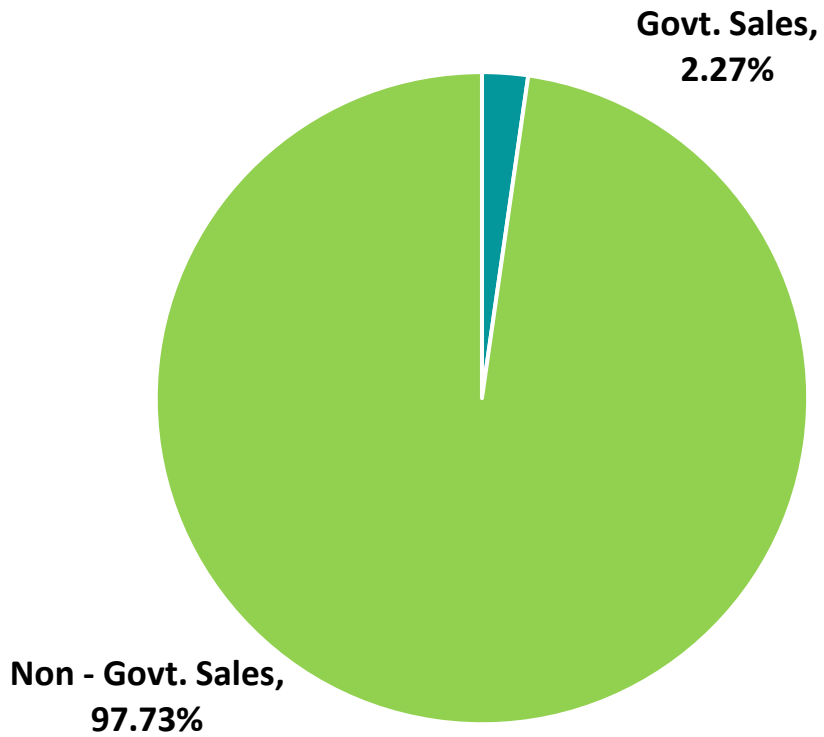
- Lack of new orders from Government offset the rise in sales from branch and dealerships, leading to lower sales
- Lower sales volume coupled with continued fixed expenses hampered margins



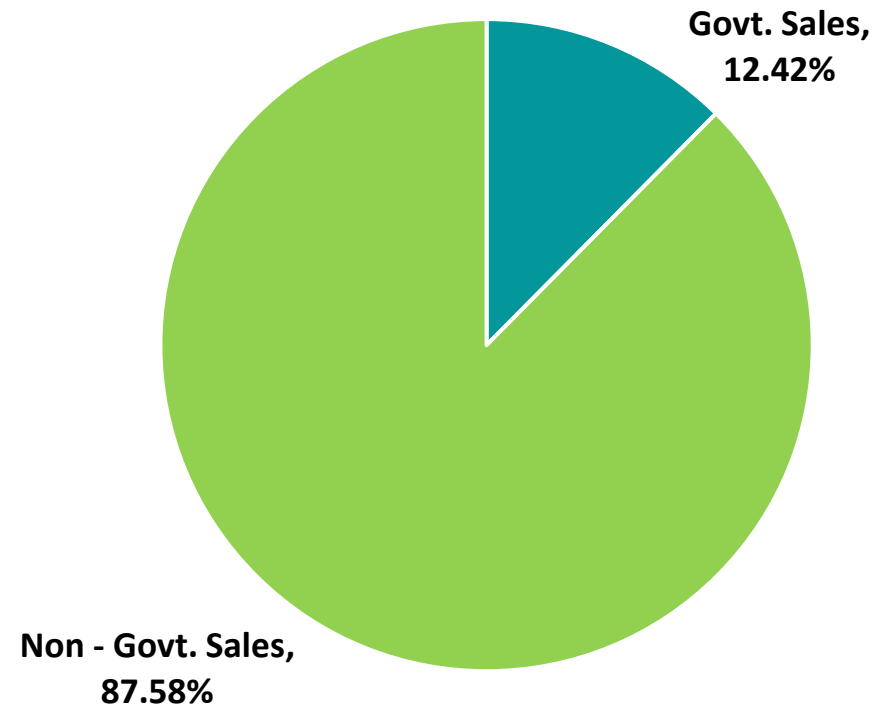
Half Yearly Revenue Break Up – Segmental*



H1 FY22



H1 FY21



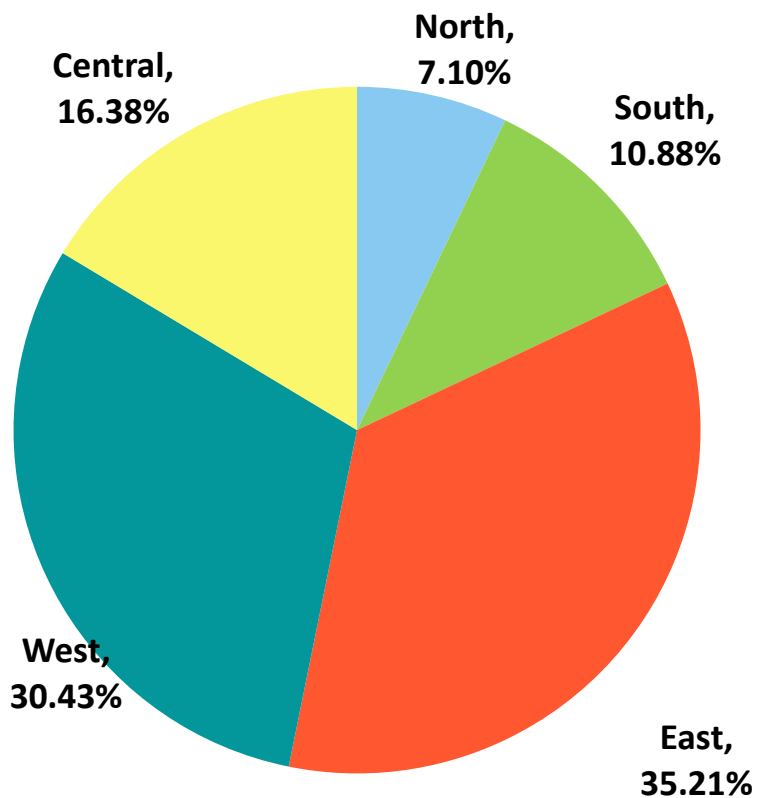
*includes spare parts sales



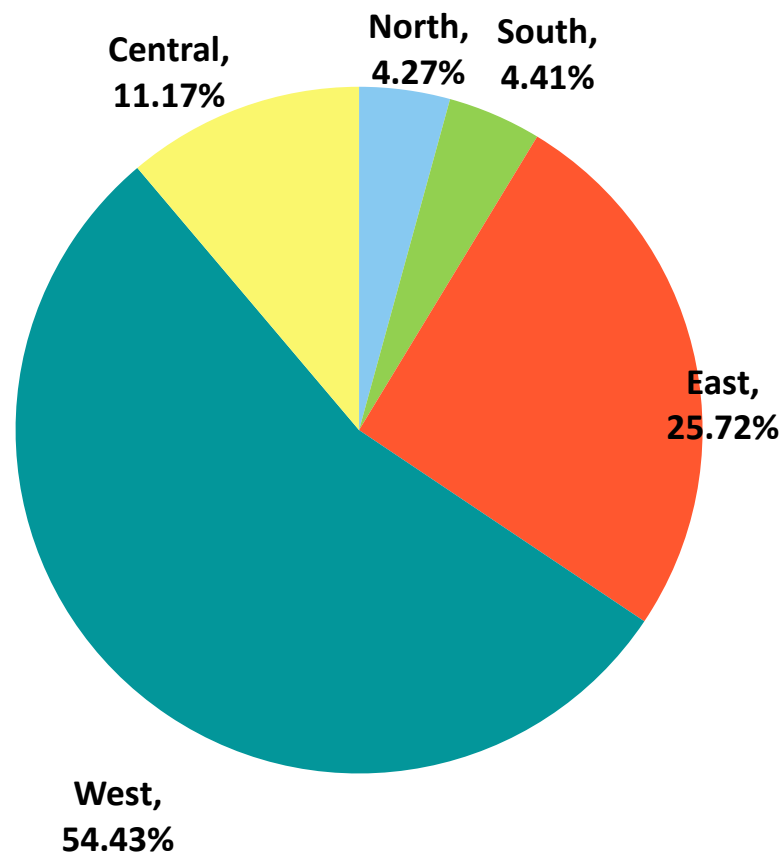
Half Yearly Revenue Break Up – Geographical*#



H1 FY22



H1 FY21



*Accounts for Non-Government sales
#includes spare parts sales and excludes exports

Standalone Balance Sheet Highlights



Rs. Crs	As on 30 th Sept'21	As on 31 st Mar'21
Shareholders Funds	71.23	71.64
Share Capital	10.25	10.25
R&S	60.97	61.39
Non Current Liabilities	1.53	1.49
Financial Liabilities		
Borrowing	0.00	0.00
Lease Liabilities	0.38	0.38
Provision	0.79	0.79
Deferred Tax Liabilities(Net)	0.31	0.27
Other Non-Current Liabilities	0.05	0.06
Current Liabilities	10.12	6.38
Financial Liabilities		
Borrowing	6.45	0.00
Lease Liabilities	0.12	0.23
Trade Payables	1.31	2.31
Other Financial Liabilities	1.04	1.66
Provision	0.11	0.04
Other Current Liabilities	1.08	1.29
Current Tax Liabilities(Net)	0.00	0.85
Total Equities & Liabilities	82.87	79.51

Rs. Crs	As on 30 th Sept'21	As on 31 st Mar'21
Non-current Assets	47.01	45.83
Property, Plant and Equipment	27.08	27.42
Intangible Assets	0.00	0.00
Right to Use Assets	0.47	0.59
Investment Property	0.13	0.09
Capital work in progress	6.26	5.14
Intangible Assets Under Development	6.38	6.01
Financial Assets		
Non-current Investments	2.01	2.01
Long Term Loans & Advances	0.00	0.00
Other Financial Assets	0.24	0.44
Other Non-Current Assets	4.43	4.12
Current Assets	35.86	33.69
Inventories	20.74	13.68
Financial Assets		
Investments	0.40	0.38
Trade Receivables	2.90	8.83
Cash & Cash Equivalent	0.37	1.55
Bank Balance other than above	0.64	0.42
Loans	0.13	0.14
Other Financial Assets	1.01	1.00
Current Tax Assets	0.00	0.00
Other Current Assets	9.68	7.69
Total Assets	82.87	79.51

Consolidated Balance Sheet Highlights



Rs. Crs	As on 30 th Sept'21	As on 31 st Mar'21
Shareholders Funds	70.82	71.29
Share Capital	10.25	10.25
R&S	60.57	61.04
Non Current Liabilities	1.53	1.49
Financial Liabilities		
Borrowing	0.00	0.00
Other Financial Liabilities	0.38	0.38
Provision	0.79	0.79
Deferred Tax Liabilities(Net)	0.31	0.27
Other Non-Current Liabilities	0.05	0.06
Current Liabilities	10.12	6.38
Financial Liabilities		
Borrowing	6.45	0.00
Lease Liabilities	0.12	0.23
Trade Payables	1.31	2.31
Other Financial Liabilities	1.04	1.66
Provision	0.11	0.04
Other Current Liabilities	1.08	1.29
Current Tax Liabilities(Net)	0.00	0.85
Total Equities & Liabilities	82.47	79.16

Rs. Crs	As on 30 th Sept'21	As on 31 st Mar'21
Non-current Assets	46.61	45.47
Property, Plant and Equipment	27.08	27.42
Intangible Assets	0.00	0.00
Right to Use Assets	0.47	0.59
Investment Property	0.13	0.09
Capital work in progress	6.26	5.14
Intangible Assets Under Development	6.38	6.01
Financial Assets		
Non-current Investments	1.61	1.66
Long Term Loans & Advances	0.00	0.00
Other Financial Assets	0.24	0.44
Other Non-Current Assets	4.43	4.12
Current Assets	35.86	33.69
Inventories	20.74	13.68
Financial Assets		
Investments	0.40	0.38
Trade Receivables	2.90	8.83
Cash & Cash Equivalent	0.37	1.55
Bank Balance other than above	0.64	0.42
Loans	0.13	0.14
Other Financial Assets	1.01	1.00
Current Tax Assets	0.00	0.00
Other Current Assets	9.68	7.69
Total Assets	82.47	79.16



Company Overview





Company Overview



Leading manufacturer of Electronic Weighing Scales & Systems and Digital Fare Meters

- Incorporated in 1989
- Develops and sells products under own registered brand 'PHOENIX'

01

State of Art Integrated Manufacturing Facilities & R&D center

- Factory : Parwanoo, Himachal Pradesh
- Dhule, Maharashtra
- Head Office : Dhule, Maharashtra
- R&D Centre in Dhule, Maharashtra

02

Diversified Product Portfolio

- Electronic Weighing Scales and Systems
- Electronic Currency Counting Machines
- Digital Fare Meters
- Home and Hotel Automation

03



04

Strong Geographical Presence

- Installations across 5 countries
- Middle East, SAARC and African Countries

Experienced Management Team

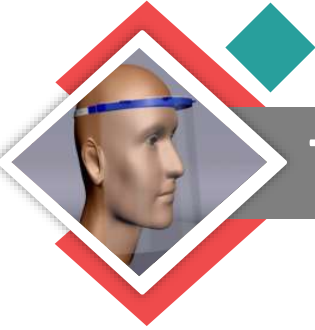
- Strong Management team with over 30 years of experience
- Backed by skilled & experienced team

05

Efficient Sales and Distribution Network

- 19 branches across Maharashtra, Odisha and Chhattisgarh
- About 400 dealer network across India
- Tailor-made ERP Software for efficient management and real-time reports

06



Timeline

PHOENIX[®]

- Awarded with Jamanalal Bajaj Uchit Vyavahar Puraskar for fair trade at national level
- Certified by American Quality Assessors as ISO 9001 Company
- Registered as "Private limited Company"
- Started new Manufacturing Unit at Parwanoo, Himachal Pradesh

- Developed and installed CGMS and MAA in Aanganwadis all over India to control malnutrition amongst children - huge orders under WCD department of Govt. of India
- Sponsored state level table tennis tournament as 'PHOENIX CUP'
- Started new range of products – Currency Counting Machines
- Listed on "NSE SME " Platform
- Launched Bluetooth technology and Android apps with various weighing scales
- Implemented tailor-made ERP – improving productivity, efficiency & GST compliant

1989-1994

1998-2003

2006-2009

2011-2017

2018-2021

- Started as **partnership firm** in small town of Maharashtra i.e., Dhule with registered Trademark "**PHOENIX**'
- **Awarded with " Best Entrepreneur Award" by Government of Maharashtra**
- **Started manufacturing unit at Silvassa (UT of D&NH)**

- Ventured into Government Supplies (State as well as Central government)
- Additional Expansion at Parwanoo Unit
- Launched health range products including BMI machine
- Launched fare meter range of products

- New plant commenced operations (in Dhule, Maharashtra with land area of 8 acres)
- Launched Currency Value Counting Machine, EMFR (Analytical Weighing Balances), Infant meters, Stadiometers, Dial Type Weighing Scales, RFID Access Control, Person Weighing Scale - fat & total body analysis with Bluetooth App & ABS body & Audio Door Phone
- Started branch offices in Maharashtra – Aurangabad, Ahmednagar & Parbhani, one in Bhubaneswar, Odisha
- Issuance of Bonus Equity Shares in ratio 1:4
- Participated in exhibitions in Gujarat & Maharashtra
- Received ISI mark for Dhule MIDC manufacturing unit
- Received CE certification for hanging scales, platform and NLB series
- Migrated from NSE SME to NSE Main Board in April'21
- Started branch offices in Odisha - Bhubaneswar, Sonepur and Padampur

Management Team



Mr. Rajesh R. Bhatwal
Chairman & Managing Director

- Over 32 years of experience
- Strong business acumen, ethical, perseverant approach towards business & focused visionary personnel
- Good Strategic planner with strong business development skills



Mrs. Shakuntala R. Bhatwal
Women Whole Time Director

- Over 31 years of experience in Electronics Weighing Scales
- Responsibilities include overseeing manufacturing activities, sourcing of components, administrative work, etc.
- Strong experience in designing, approving & establishing, manufacturing set up, short term & long-term business goals and quality management



Mr. Hung Sin
Whole Time Director

- 29 years of professional experience in business management
- Responsible for production planning, marketing, liaison with government agencies and sourcing of raw materials
- Strong experience in relationship development



Mr. Ajay Bhatwal
VP Marketing

- Over 18 years of rich experience in marketing & 10 years in finance
- Responsible for system development
- Chartered Accountant shouldering responsibility of developing and handling dealers' network



Mr. Kailas Agrawal
Chief Financial Officer

- Over 20 years of experience in finance
- Responsible for statutory compliance of company with NSE



Key Strengths

PHOENIX[®]

Diversified Product Range

- Offering entire range of Electronic Weighing Scales catering to jewelry, commercial, industrial, health and household markets
- Currency counting machines with counterfeit note detection and value counting machines
- Taxi/ Rikshaw fare meters
- Home and Hotel Automation
- Marketing approximately 232 products in Domestic and overseas market with continuous innovations

Experienced Management Team

- Chairman Mr. Rajesh Bhatwal is engaged in weighing scales and other electronic products' business for around three decades
- Well equipped & dedicated personnel with expertise in development, manufacturing, sales and administration - ensures smooth functioning of organization

Strong R&D

- In-house R&D Center at Dhule, Maharashtra
- Strong team of ~ 15 expert engineers – continued focus on knowledge & skill upgradation

High Quality Assurance & Service Support

- ISO 9001 : 2015 certified by American Quality Assessors
- Awarded with quality certification from bureau of Indian Standards

Scalable Business Model

- Customer centric and market driven
- Optimum utilization of resources assuring quality products that enable to achieve economies of scale
- Development of new market and products by exploring customer needs, marketing expertise by maintaining quality output

Competitive Rates

- Continuous development and sourcing along with in-house manufacturing strengthens
- Our Motto "Quality products at reasonable price"



SWOT Analysis



Strengths

- Promoter wants to increase stake
- Zero debt Company
- New manufacturing unit at Dhule with technologically advanced machineries and close supervision by management, enhances mass production and quality of goods
- Efficient and talented Research & Development team
- Dedicated and strong Marketing Team

Opportunities

- Opportunities are being generated for manufacturing products in bulk as OEM, due to new manufacturing unit
- Increase sales by digital media marketing and e-commerce
- Increased demand for commercial weighing scales due to COVID situation



Weaknesses

- Due to increase in demand and newly setup manufacturing unit, raw material procurement is currently posing challenge. However, efforts are being made to develop new vendors and also for work delegation

Threats

- Unorganized market and grey market
- Regulatory risk



Business Overview





Weighing Scales

- Weighing scale plays mandatory and important role in day-to-day life
- Weighing solutions starting from milligrams to tons including :
 - ✓ Person weighing scales
 - ✓ Jewellery scales with 10 mg accuracy
 - ✓ Tabletop scales upto 30 kg capacity
 - ✓ Platform scales upto 5-ton capacity
 - ✓ Crane scales upto 20-ton capacity
 - ✓ Weigh bridge upto 100-ton capacityAre demanded from market.
- Jewellers, homes, retailers, wholesalers, hospitals and health centers, post offices, banks and paper industries, logistics, dairies, mills and industries, building and construction, Government segment form major part of market



Currency Counting Machines

- Cash counting and counterfeit note detection is process widely required with high speed and accuracy
- PLNC 3|4 – Currency counting machine with counterfeit note detection
- PVC-101 – Mix note value counter with counterfeit note detection
- are demanded from market
- Banks, jewelers, retailers, wholesalers, commercial establishments, petrol pumps, hospitals and health centers, cinema halls, educational institutions; Government segments: post offices, railways; form major part of market



Diversified Product Portfolio...

PHOENIX[®]



Industrial Range

- Electronic Weigh Bridges
- Crane Scale
- Pallet Scale



Commercial Range

- Currency Counting Machine
- Tabletop Weighing Scales
- Platform Weighing Scales



Jewellery Range

- High Accuracy Weighing Balances

...Catering to various sectors



Diversified Product Portfolio...

PHOENIX[®]



Healthcare Range

- **Baby Weighing Machines**
- **Body Mass Index (BMI) Machines**
- **Adult Weighing Scales**



Household Range

- **Personal Weighing Scale**
- **Kitchen Scales**



Automobile Range

- **Electronic Fare Meters for auto rickshaws and taxis**

...Catering to various sectors



Diversified Product Portfolio



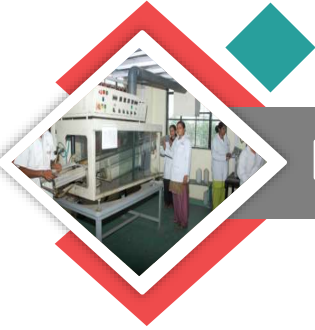
Product Name	Product	Description / Application
Jewellery Scale		<ul style="list-style-type: none"> Used in Jewellery Shops & Laboratories / Paper Industries Highest accuracy of 10 mg Carat counting, percentage & GSM functions
Tabletop Scale		<ul style="list-style-type: none"> Used by Departmental Stores, Grocery Shops, Packaging Industries etc. Various models and platter sizes are available. Accessories suiting various customer applications
Price Computing Scale		<ul style="list-style-type: none"> Used by Departmental Stores, Grocery Shops, Sweet Shops etc. Data of 500 commodities can be entered using keyboard or can be downloaded from computer Bills and reports can be printed directly from weighing scale
Piece Counting Scale		<ul style="list-style-type: none"> Used by Industries like Spare parts weighing and Automobile Industry Displays Weight, Unit, Unit Weight & Count Accessories like 3-LED are widely demanded for packing application
Platform Scale		<ul style="list-style-type: none"> Used for all heavy-duty applications Rugged construction with stainless steel / MS platform Hi-tech and wireless displays available



Diversified Product Portfolio








Product Name	Product	Description / Application
Hanging Scales		<ul style="list-style-type: none"> Used at Steel Plants, Dockyards, Fabricators, Vehicle Junk Yards, Construction Sites, Foundries IR Remote Control Operation Pocket scale is widely used for weighing gas cylinders and at airports
Industrial Scales		<ul style="list-style-type: none"> Very sturdy Pallet Truck with weighing mechanism used at industries, warehouse, godowns and dockyards. Milk weighing systems are microprocessor based fully electronic weighing systems used by Dairies and Milk Product Manufacturers Weigh bridges are used for Truck Weighing
Baby Weighing Scale		<ul style="list-style-type: none"> Ideal for maternity hospitals, Pediatricians, Aanganwadis & Health Care centers Portable and sturdy design with baby bowl designed as per Govt. norms Child Growth Monitoring System (CGMS) gives result of child comprising of growth charts namely UNDERWEIGHT, STUNTING and WASTING. It gives category of Underweight, Stunting and Wasting as well as shows amount of Underweight and stunting of child
Adult Weighing Scale		<ul style="list-style-type: none"> Ideal for Clinics/Hospitals/ Fitness centers Heavy duty, stable platform made up of cast-iron Unique design ensuring easy readability of display
Portable Adult Scale		<ul style="list-style-type: none"> Ideal for Clinics, Hospitals, Fitness centers and households Available in LED and LCD display with low power consumption BMI and Bluetooth app features are available



Diversified Product Portfolio





Product Name	Product	Description / Application
Kitchen Scales		<ul style="list-style-type: none"> ▪ Specially designed to weigh recipe items accurately ▪ Light weight, Portable
Body Mass Index (BMI) Scale		<ul style="list-style-type: none"> ▪ Ideal for Hospitals, Clinics, Schools, Health clubs, Physical examination centers, Gym etc. ▪ Automatically measures weight, height & body mass index. It also displays, how much over / under weight person is ▪ Available with GSM (SMS), printer options
Currency Counting Machine		<ul style="list-style-type: none"> ▪ Used in Banks, Malls, Hospitals, Shops ▪ In-built Counterfeit Note Detection System ▪ Value counting machine
Electronic Fare Meter		<ul style="list-style-type: none"> ▪ Compact, rugged, designed to be adaptable to diverse range of working locations and environment ▪ Separate display fields for fare, waiting time and distance travelled ▪ Approved by RTO Department
Home Automation		<ul style="list-style-type: none"> ▪ Access control system, video door phones, audio door phones and remote locks for home security and convenience ▪ Wired as well as wireless models are available



Diversified Product Portfolio

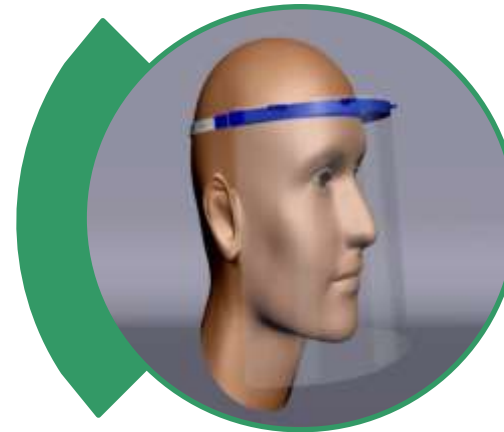


Product Name	Product	Description / Application
<p>Hotel Automation</p>		<ul style="list-style-type: none"> ▪ Hotel RFID locks, Room number plates and power saving switches
<p>Health Monitoring Devices</p>		<ul style="list-style-type: none"> ▪ Infantometer - measure length of infants in recumbent position ▪ Stadiometer – measure height of adult and child in vertical position ▪ Weighing Scale for infant – spring type, measures weight of hild using sling and/or weighing trouser

Some New Products

PHOENIX[®]

- **Protective Face Shield : PFS-1** - provides complete coverage of eyes, nose and mouth from splashes, sprays and splatter of bodily fluids, designed for increased air flow & comfort and is washable & reusable
- **Electromagnetic Weighing balances : NLB Series** - uses electromagnetic force restoration technique to find weight of object, is highly sensitive and provides high resolution. Provides weighing accuracy of upto 0.1 mg. Applicable in laboratories, pharmaceutical companies, jewelers etc.
- **Audio Door Phone : ADP-101** - launched under 'Home Automation' segment, consists of outdoor bell and indoor phone, user can communicate with visitor at his doorstep and can unlock door for visitor using indoor phone
- **Person Weighing Scale** – available in light blue and pink colour with LCD or LED display choices. It is light weight and sturdy specially designed for consumer market



State of art Manufacturing Facility - New

PHOENIX[®]

Dhule, Maharashtra



- **Total Area** : Land of 8 acres has been acquired for world-class, state-of-the-art manufacturing facility including 4 buildings :
 - ✓ Tool room and molding shop - area of 1,100 sq. meters
 - ✓ Main Factory - area of 5,600 sq. meters
 - ✓ Canteen building - area of 650 sq. meters
 - ✓ Administration Office - 3,000 sq. meters
- **Production Capacity - 4000 machines per day**
 - 4 production lines which is covered with epoxy coating
- **Expected staff - Nearly about 350**
- Versatile and universal set-up - can accommodate production of many other electronic items (planned to be developed over coming years)



State of art Manufacturing Facility

PHOENIX[®]

Parwanoo, Himachal Pradesh

- **Installed Capacity** - 400 machines per day
- **Total Area** – about 15,000 sq. ft.
- **Tool Room section and Molding shop** –have been shifted to new facility at Dhule, Maharashtra
- **Other machineries** - wave soldering machine, automatic calibration machines, conveyor belts
- **Systematic workflow** - departments like material receiving, inward, stores, preparation, production, quality checking, packing and dispatch follow strict procedures as per ISO standards
- **Staff** – nearly 65 skilled workers





Wide Distribution Network

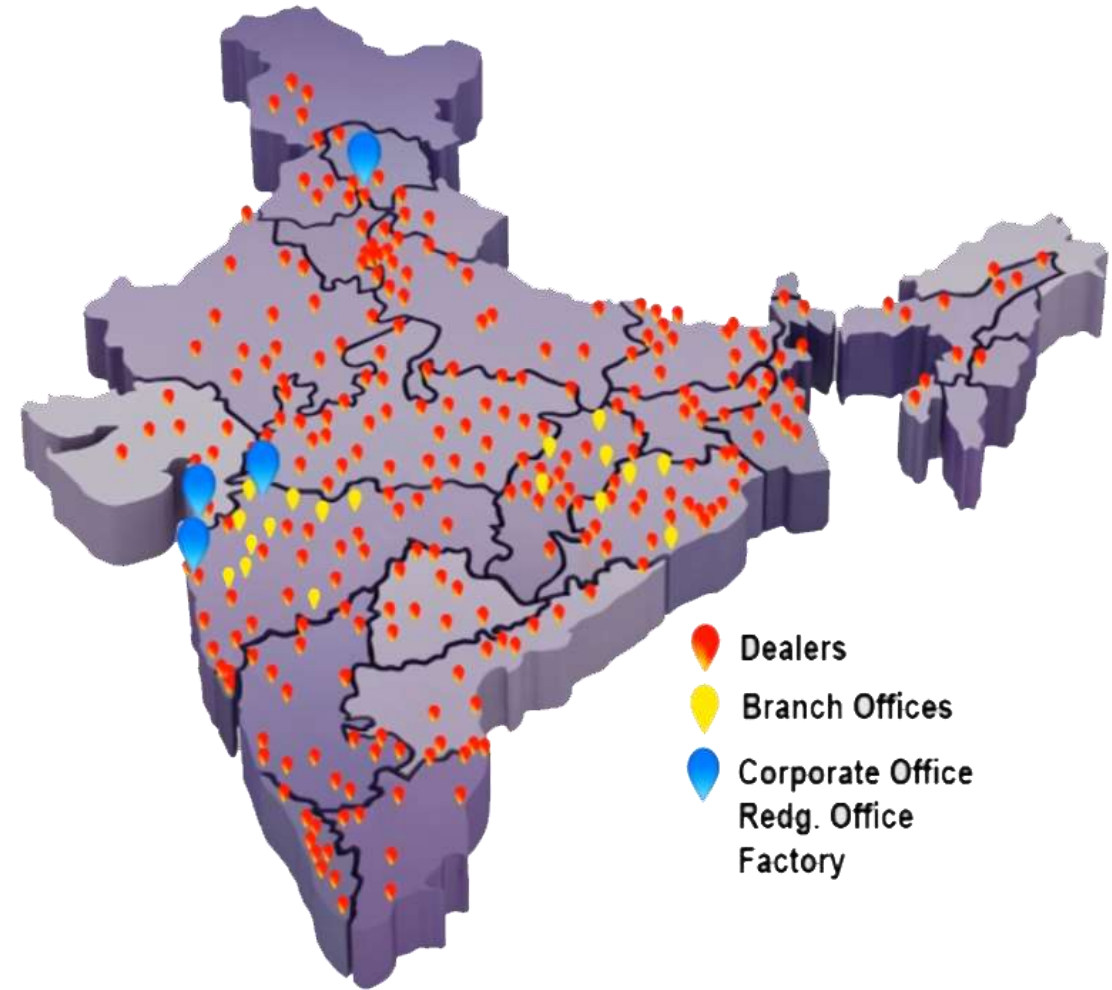
PHOENIX[®]

Domestic

- Pan India presence
- 19 branches across Maharashtra, Odisha and Chhattisgarh
- About 400 dealer network across India

International

- UAE, Nepal, Sri Lanka, Malavi (Africa)



More than 10 lakh satisfied customers and counting!!



Strong R&D – ‘Innovation Room’

PHOENIX[®]

- In-house R&D Center at Dhule, Maharashtra
- Strong team of ~ 15 expert engineers – continued focus on knowledge & skill upgradation
- **Programming:** Hands-on coding and programming in various environments like C language, Assembly language, Linux OS, Android OS
- **PCB Designing** PCB schematic and layout done on latest softwares & due to our expertise - can design flawless PCBs as per required features and sizes
- **3D product and dye designing:** Experienced and trained staff for designing in ‘Solid Edge’ software
- Developed in-house competency for designing elegant machines and their required injection molding dyes



Our strong R&D – key differentiator – keeping us one step ahead always!



Way Ahead





Way Ahead

PHOENIX[®]

Vision

- Achieve Rs. 100 crore topline within next 3 years
- Penetrate analytical balances market for increased profitability
- Develop and launch new products – sell in existing customer segment via present marketing network
- Constantly evolve and develop newer models as per market requirements to retain leadership

Marketing:

- Enhancing Brand Image through increased spend on advertisements and other promotional activities through different mediums like TV, print, internet, etc.
- Appointment of additional Dealers & Agents for marketing new ranges of products

New Manufacturing Unit:

- New manufacturing facility complete - world-class machineries and facilities in Dhule, Maharashtra
- New facility has commenced its commercial operations

New products:

- Electronic Cash Registers
- Weighing Solution for APMC Market Yards
- Video Door Phones



Thank You

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