



SINGER INDIA LIMITED

INVESTOR PRESENTATION

COMPANY PROFILE



- Singer Sewing Machine Company' has been a pioneer in manufacturing and selling sewing machines for 170 years.
- Singer India Limited (SIL) has its manufacturing facilities in Jammu in the state of Jammu and Kashmir in India
- SIL has two major business segments – Sewing Products and Home appliances.
- The brand loyalty and trust customers have shown over the years, has only strengthened the company's products and image.
- SIL is on a continuous journey to inspire everyone through its products, services & people-centric activities; to create new possibilities in everyday situations, so that each day adds “#MoreToLife!”

COMPANY PROFILE



Distribution Points ¹	13,500
Number of employees ¹	372
Number of Shareholders ¹	13,741

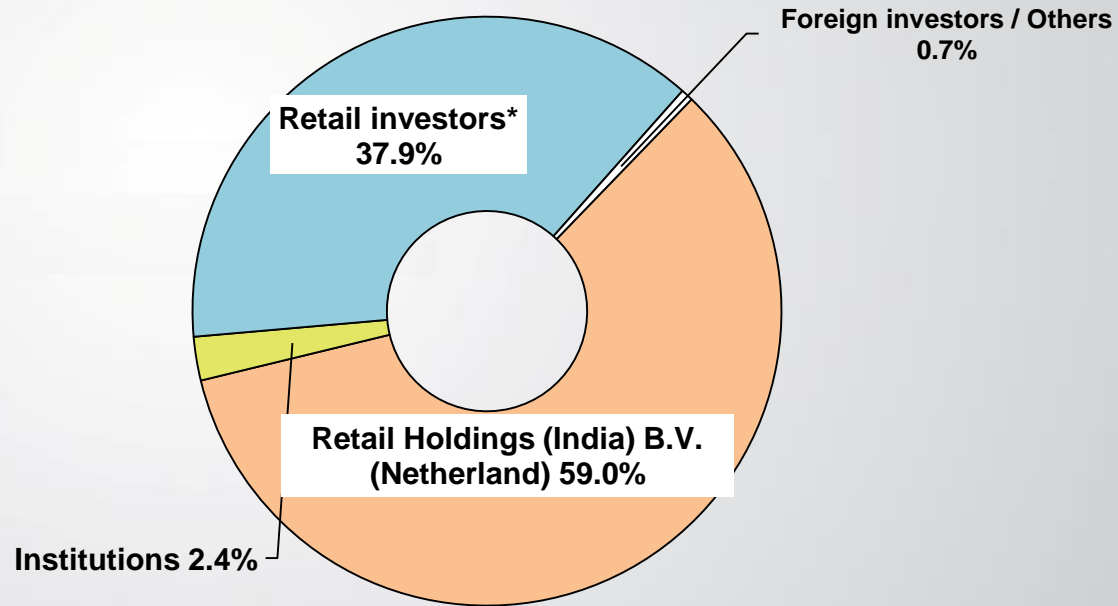


Note:

1. As at 31 March 2021
2. Details of the group structure are provided in appendix 1

Shareholder Structure²

(Listed on BSE since 1982)



KEY INDICATORS



REVENUE

US\$56M / INR4.2BN

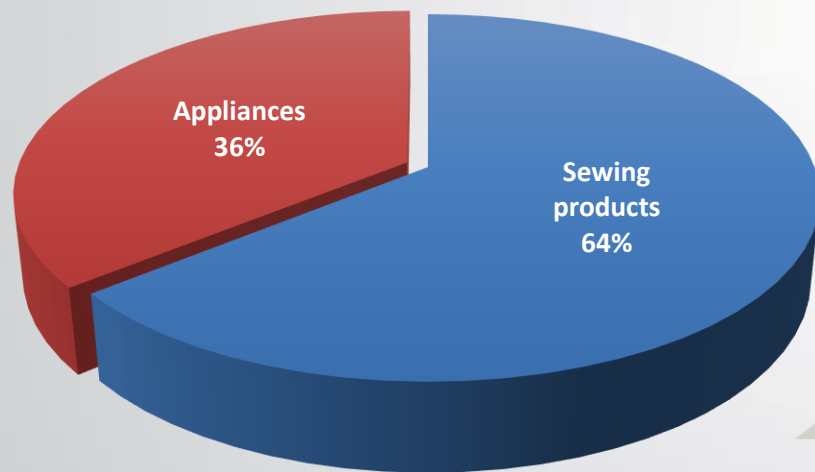
EBIDTA

US\$2.8M / INR208M

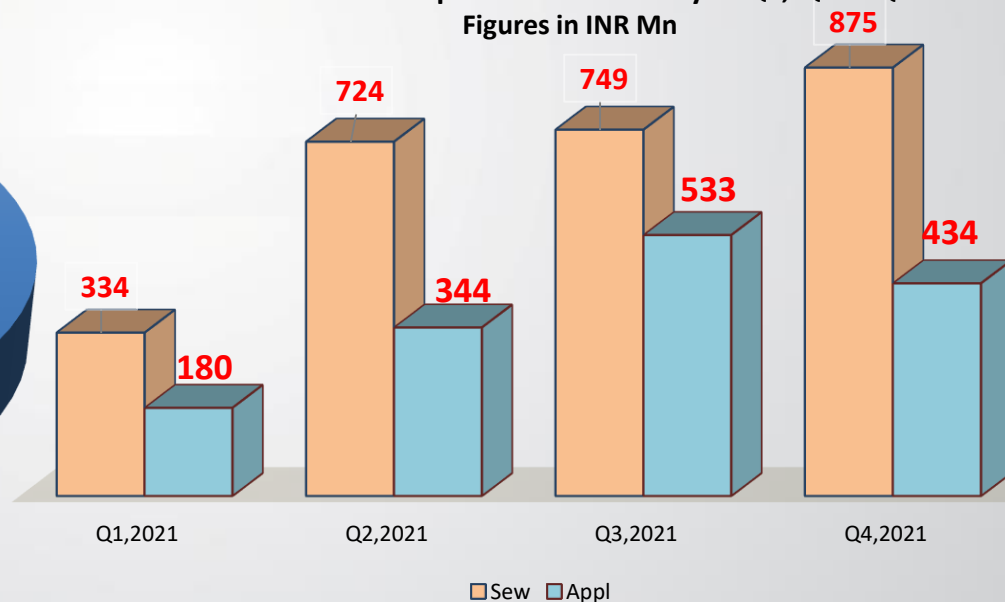
NET INCOME

US\$1.4M / INR106M

Sales Mix



Post-Covid Sharp Revenue Recovery in Q2, Q3 & Q4 Figures in INR Mn



Note:

1. For 12 Months ended 31st March 2021

KEY GROWTH DRIVERS



1. Robust Economic Fundamental

- Vast Market Size
- Low Product Penetration

2. Strong Brand

- 150 Years in India
- Strong Brand Recognition

Focused Product Portfolio

- Sewing Products
- Home Appliances

4. Extensive Distribution

- Over 13500 Sales Points
- Multiple Sales Channels

5. Pan India Service Network

- Over 280 Home Appliances Service Points

FOCUSED PRODUCT PORTFOLIO - SEWING PRODUCTS



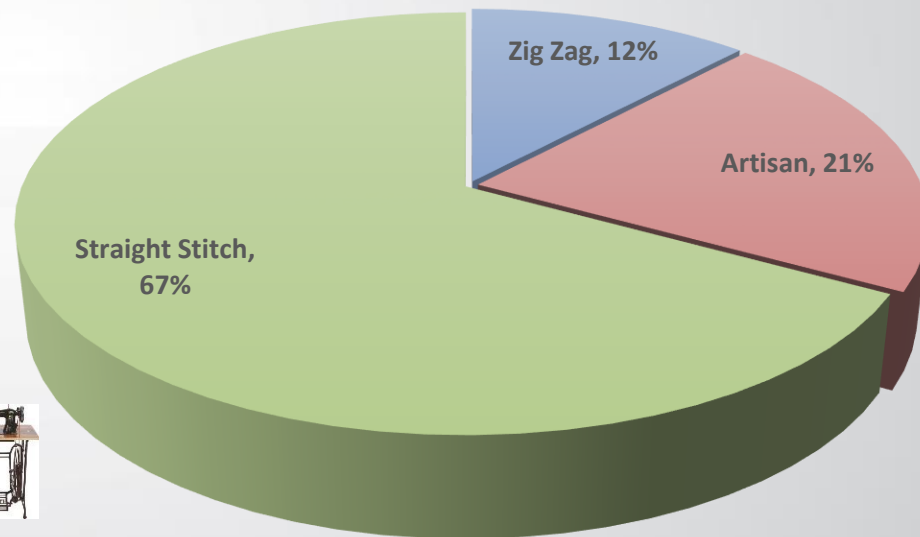
Sewing Machine Industry in India is a niche industry with limited players present in organized market with market share of 42% (Branded Sector) / 24% entire market²

Total number of households in India 250 million
Number of households owning a sewing machine (mostly straight stitch) 100 million²

- Low sewing machine penetration
- Upgrade to portable zig zag models
- Large rural market
- Skills development programs
- State Governments Woman empowerment programs



Sewing machine unit sales
5,90,777 units¹



Note:

1. For 12 months ended 31 March 2021
2. Singer India estimates
3. Singer India has an assembly facility that supplements purchases of sewing machines from third parties

FOCUSED PRODUCT PORTFOLIO - HOME APPLIANCES



Vast market potential – Current market share 1% to 2% for each product category²

Air coolers



Food processors



Food Processors

Fans



Geysers

Geysers



Kettles



Washing Machines

Washing Machines



Induction cookers



Fans

Refrigerators



Others

Irons



Kettles

Refrigerators

Sandwich makers



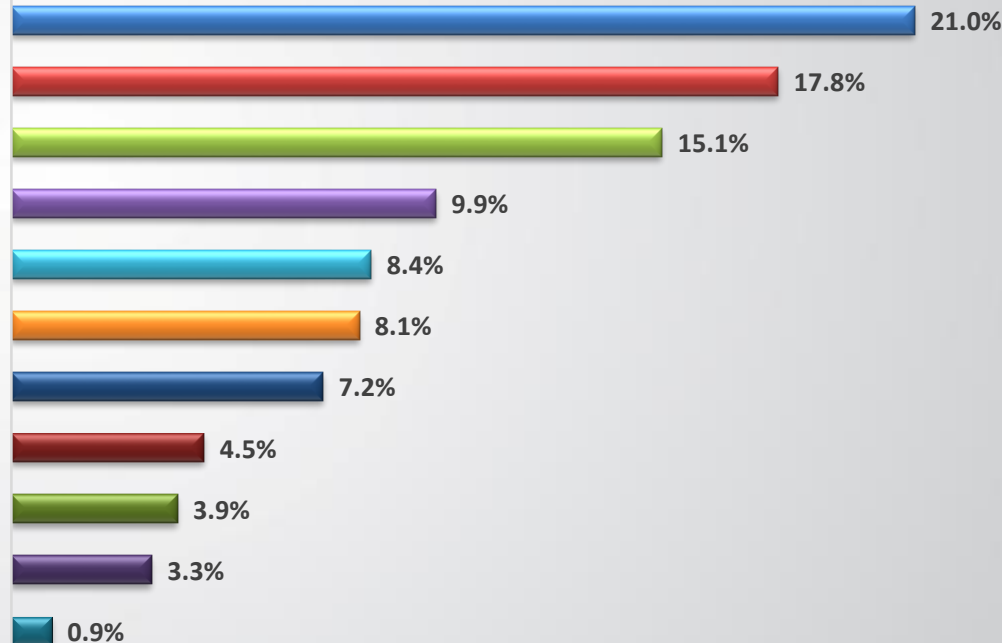
Induction Cookers

Irons

Air Conditioner



Home Appliance Sales¹ Units sales 1,137,500



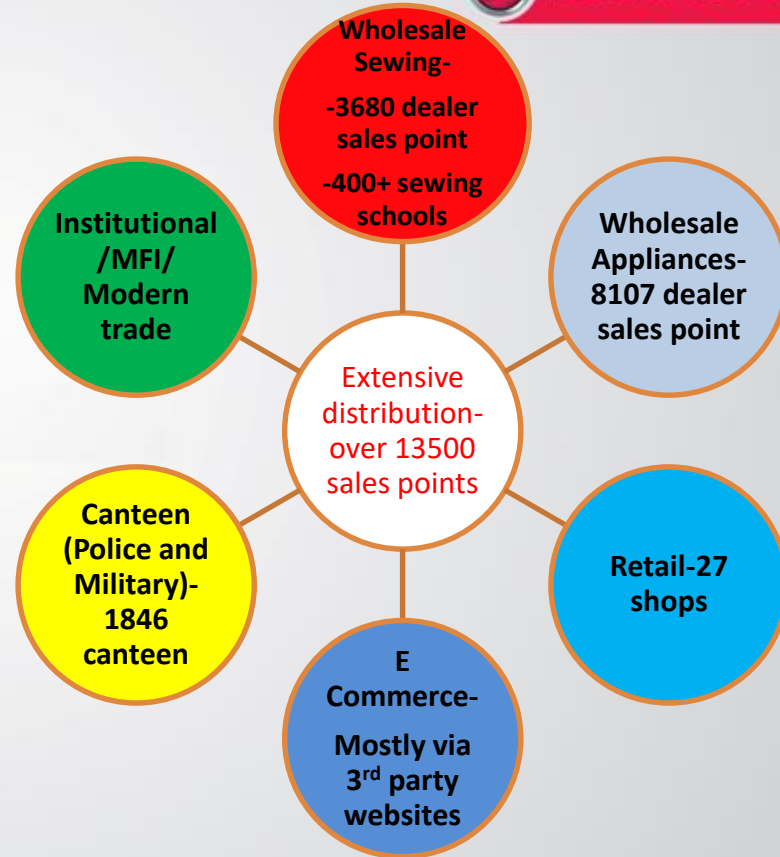
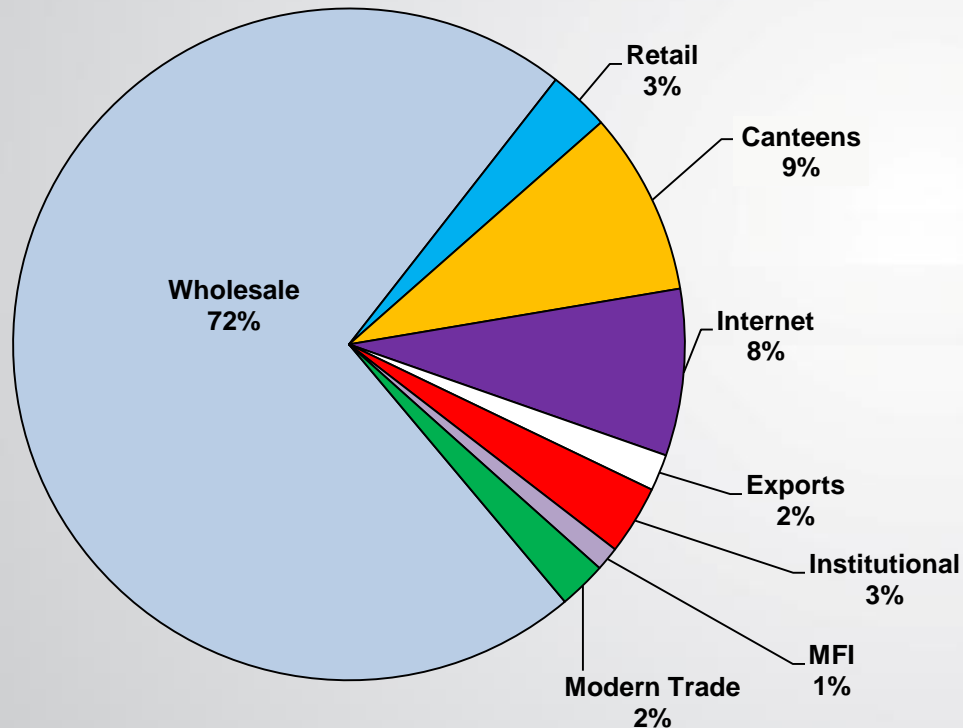
Note:

1. chart is based on sales value for 12 months ended 31 March 2021 Total unit sales is for same 12 month period

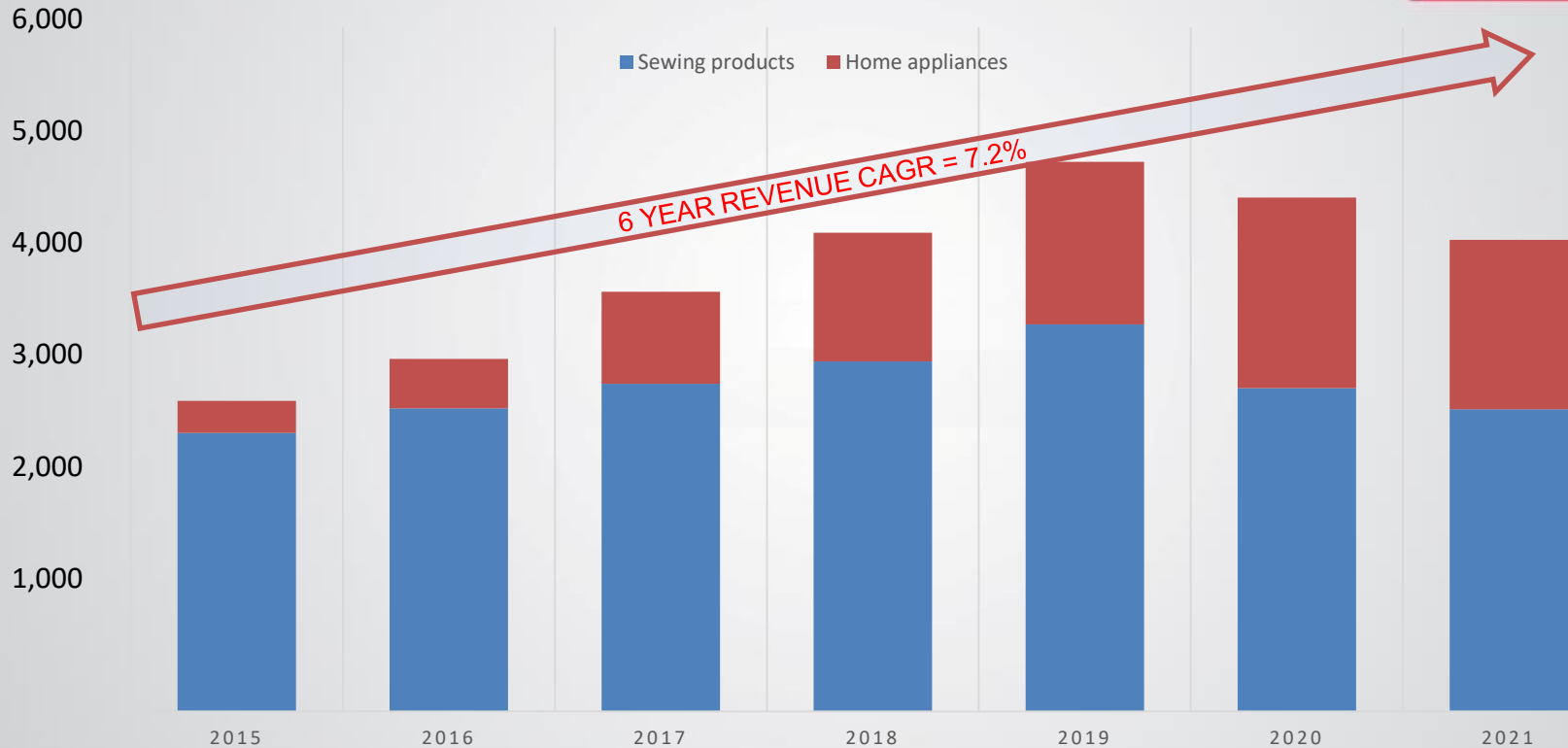
2. Singer India estimates

EXTENSIVE DISTRIBUTION

2021 Channel Sales MIX



SIGNIFICANT REVENUE GROWTH INR (MILLION)



Note:

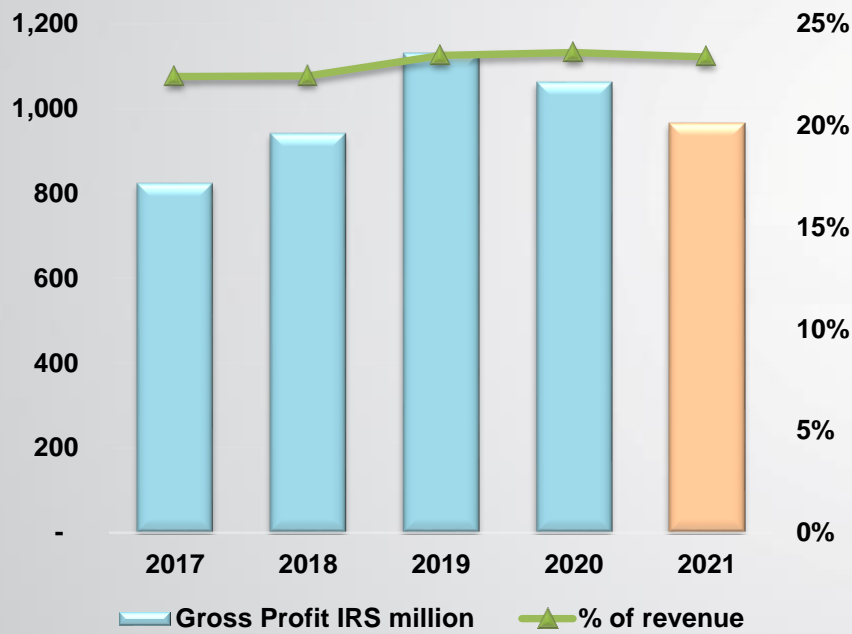
1. Revenue for 12 months ended 31 March 2021

2. The total revenue in FY 20-21 was impacted by the Covid pandemic lockdown in April- to mid May impacted both the sewing machines and home appliances business

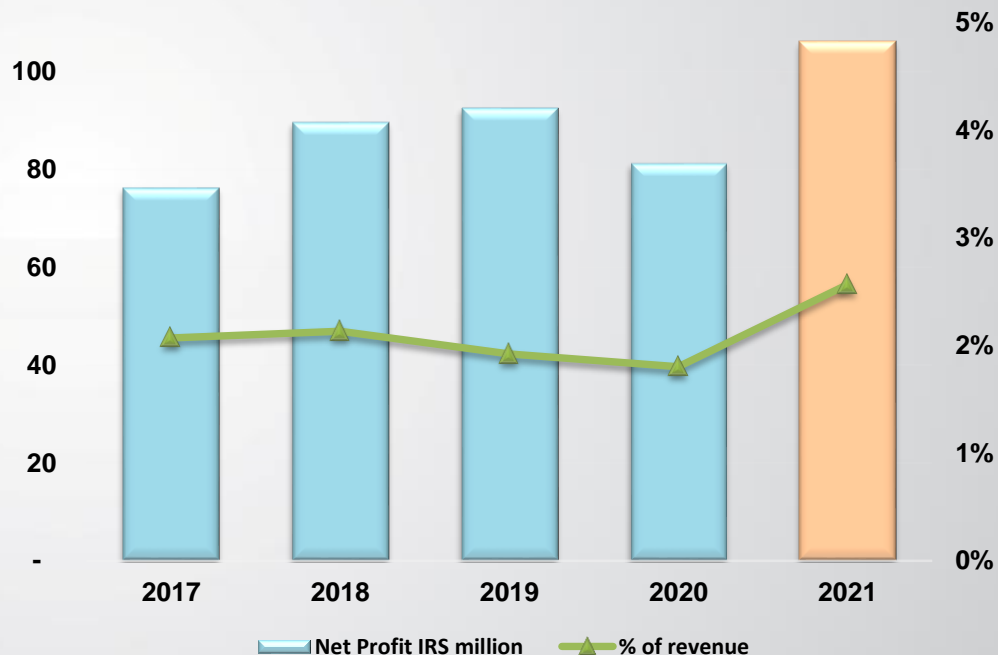
PROFITABILITY RATIOS INR (MILLION)



Gross profit



Net profit



Note:

1. For 12 months ended 31 March 2021

2. The profitability in FY 20-21 was impacted by the Covid pandemic lockdown in April- to mid May impacted both the sewing machines and home appliances business

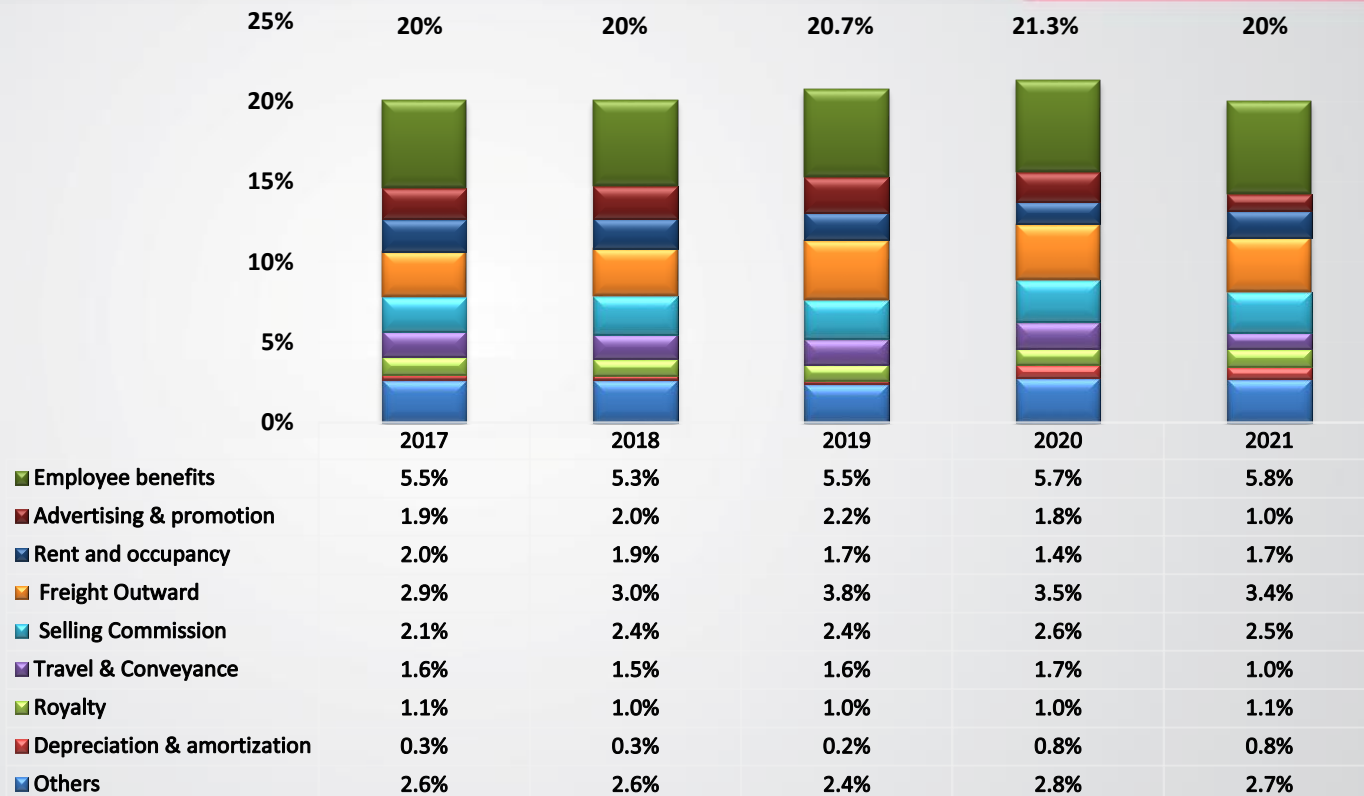
PROFITABILITY RATIOS INR (MILLION)



Note:

1. For 12 months ended 31 March 2021

ANAYLSIS OF OVERHEADS AS A % REVENUE



- Notes:
- Expense for 12 months period ended 31 March 2021
 - 'Others' comprises items such as product warranty costs and other sundry expenses

FINANCIAL SUMMARY



INR million (unless otherwise indicated)

Income statement for 12 months ended March*	2021	2020	2019	2018	2017
Revenue	4,173	4,548	4,847	4,229	3,707
Revenue growth (%)	-8.2%	-6.2%	14.6%	14.1%	19.0%
Operating profit	150	111	141	119	95
Operating profit growth (%)	34.9%	-21.1%	18.2%	25.3%	-5.0%
Net profit	106	81	93	90	76
Net profit growth (%)	30.8%	-12.3%	2.9%	18.4%	-2.6%
Balance sheet as at end March*	2021	2020	2019	2018	2017
Cash & cash equivalents	158	73	30	52	53
Total trade receivables – net	477	573	660	479	340
Inventory	802	747	738	662	542
Total interest bearing borrowings	0	173	222	139	33
Total trade payables	753	694	708	616	457
Shareholders' equity	722	644	590	572	528
Debt to equity ratio (times)	0.0	0.3	0.4	0.2	0.1

Notes:

1. *Income statement for 12 months period ended 31 March 2021

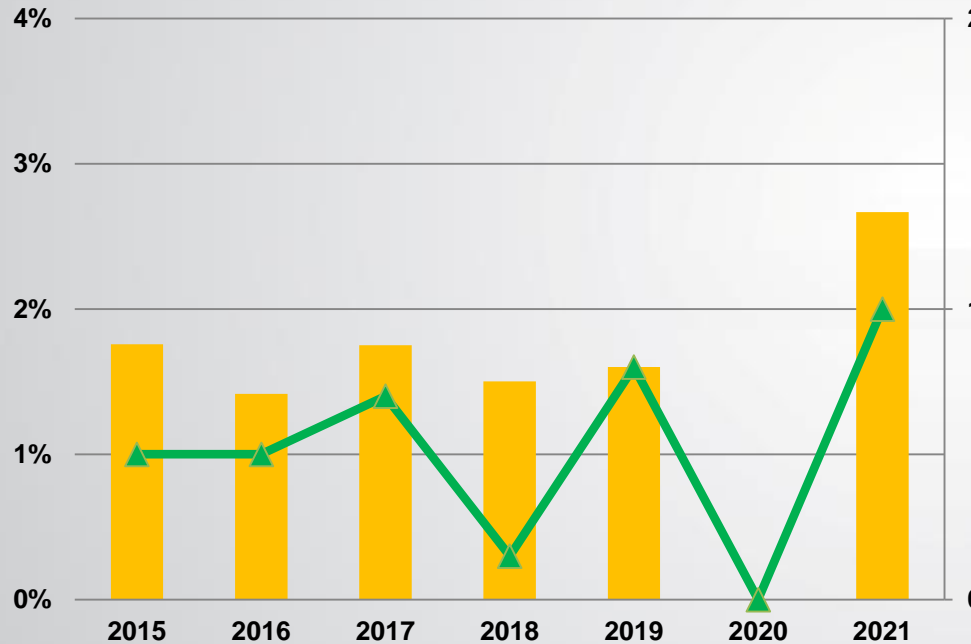
2. 2021 - 2020 - 2019 - 2018 - 2017 years figures are as per Ind AS and past year figures regrouped wherever necessary to make it comparable with the current period

REGULAR DIVIDEND FLOW

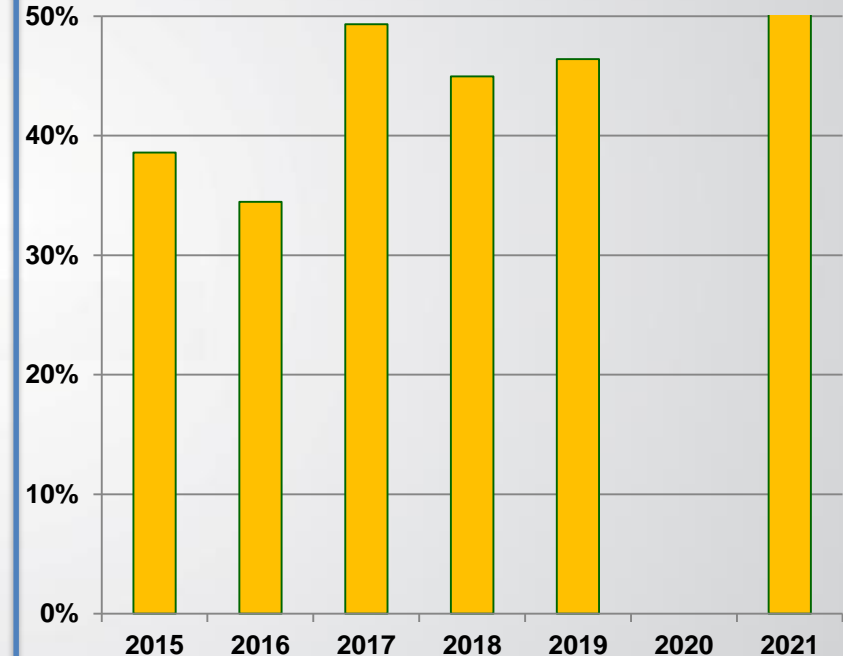


Dividend yield % and dividend per share note 1

■ Dividend yield % ▲ Dividend per share (INR)



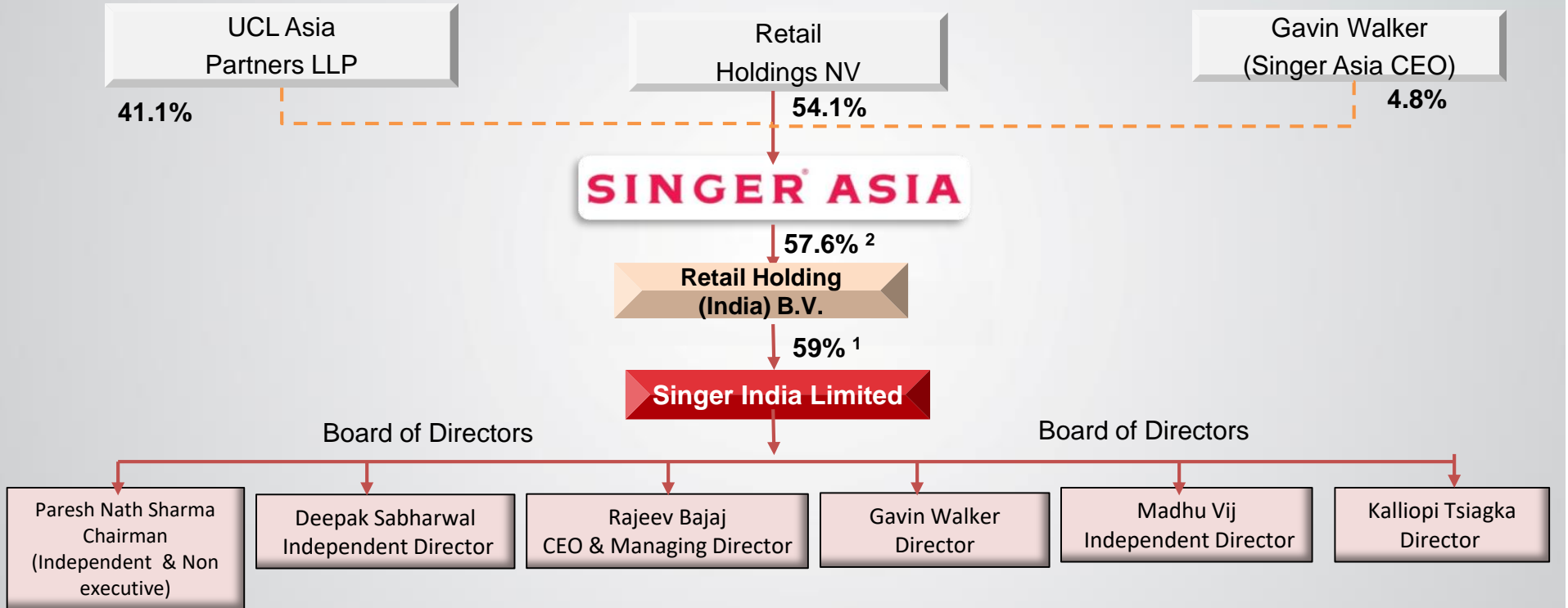
Dividend % of net profit



Notes:

1. Based on the 12 months ended March share price or net profit and the dividend of the following year
2. Includes cash dividends only and dividend per share of past years computed on face value of Rs. 2 per share.

APPENDIX -1 GROUP STRUCTURE



Notes:

1. As at 31 March 2021, Singer Asia Limited shares in Singer India Limited are held via wholly owned intermediate holding companies, with the immediate shareholder being Retail Holding (India) B.V. (Netherland),(Formerly known as Singer India B.V. (Netherland).
2. Retail Holding Asia B.V. informed sale of its 42.4% equity stake in its 100% owned subsidiary viz Retail Holding (India) B.V. (Netherland) to a international private investor on 19th December 2020

THANK YOU