



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	10,200
Number of employees ¹	375
Number of Shareholders ¹	16,924

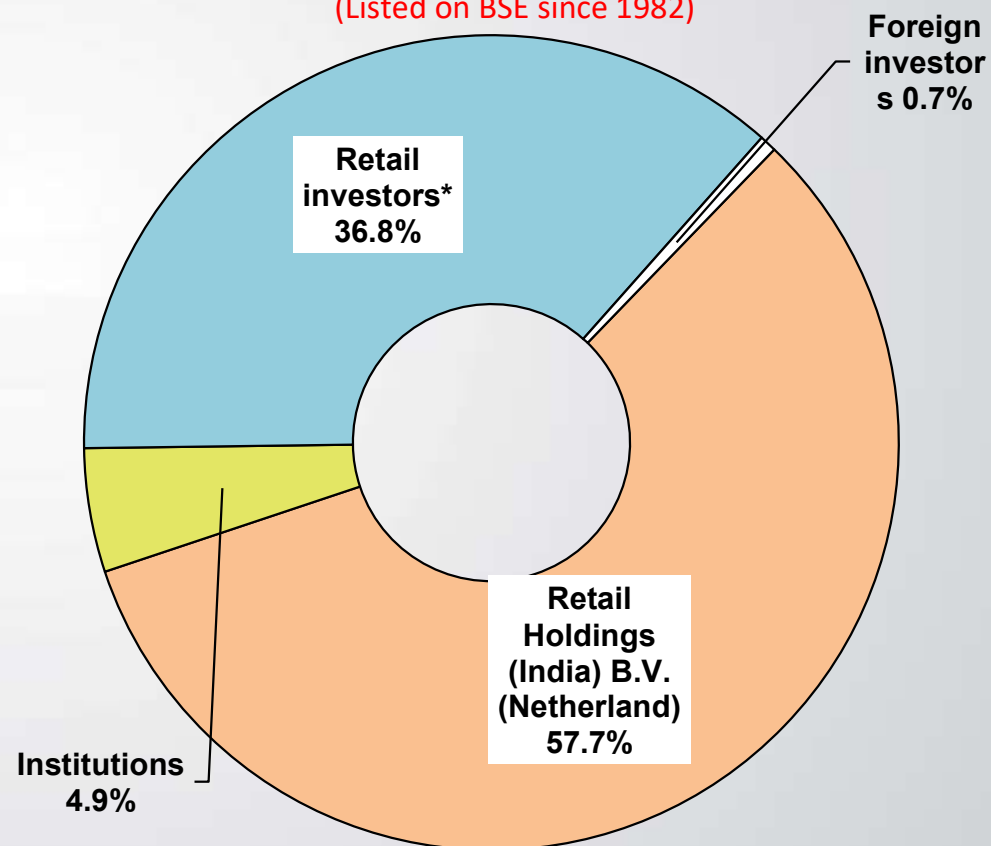


Note:

1. As at 31 March 2022
2. Details of the group structure are provided in appendix 1

Shareholder Structure²

(Listed on BSE since 1982)



KEY INDICATORS



REVENUE

US\$61M / INR4.6BN

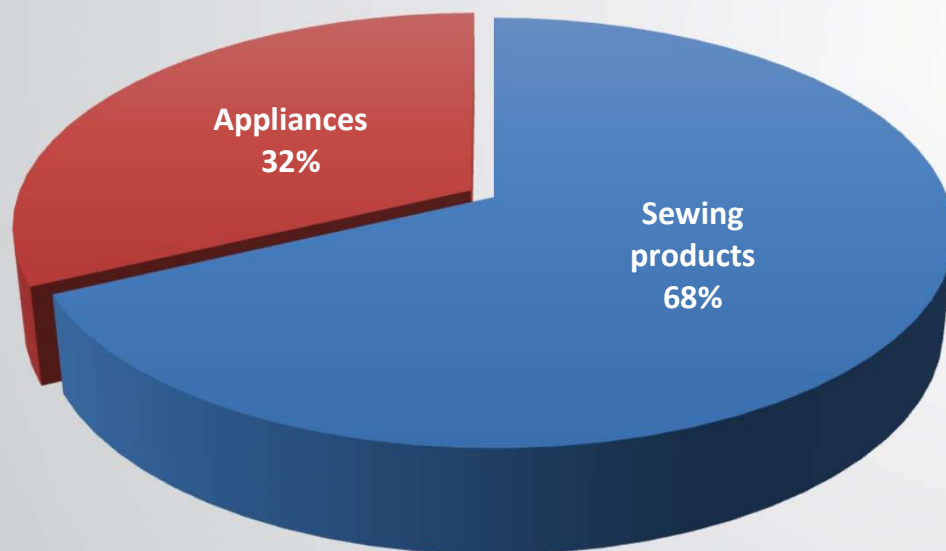
EBIDTA

US\$1.7M / INR127M

NET INCOME

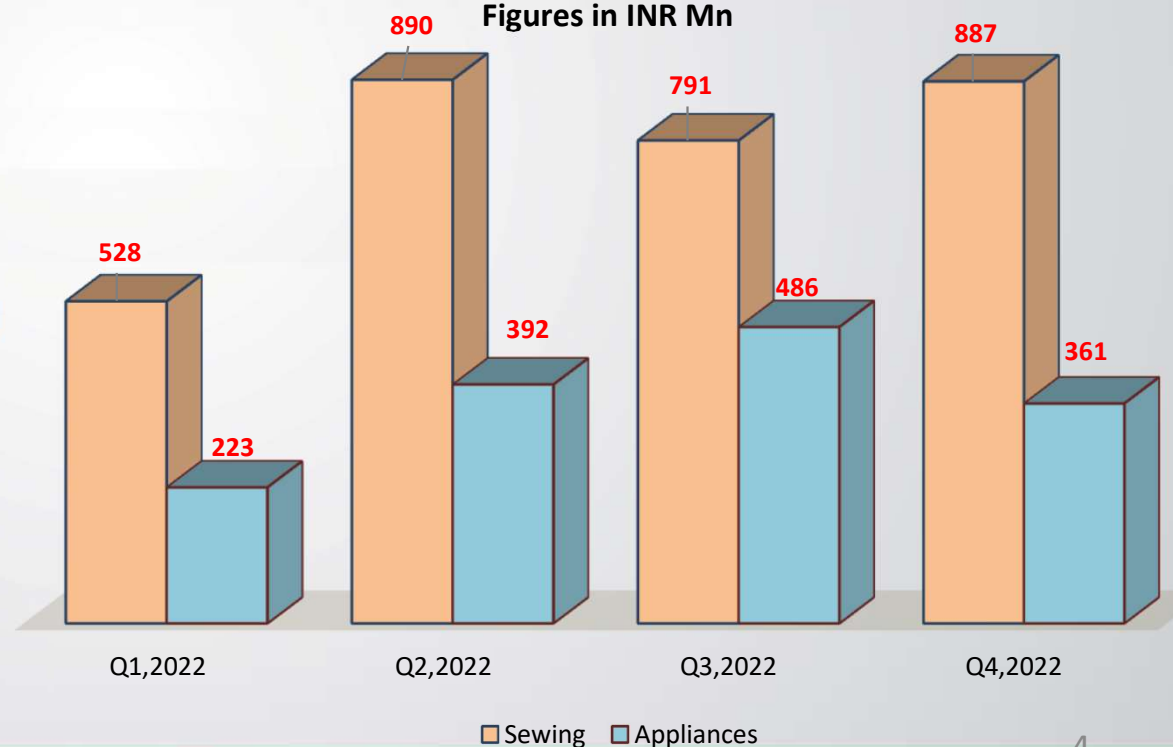
US\$1M / INR77M

Sales Mix



Revenue recovered after second wave of Covid 19 in Q1,2022

Figures in INR Mn



Note:

1. For 12 Months ended 31st March 2022

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 10200 Sales Points
- Multiple Sales Channels

5. Pan India Service Network

- Over 250 Home Appliances Service Points

FOCUSED PRODUCT PORTFOLIO - SEWING PRODUCTS



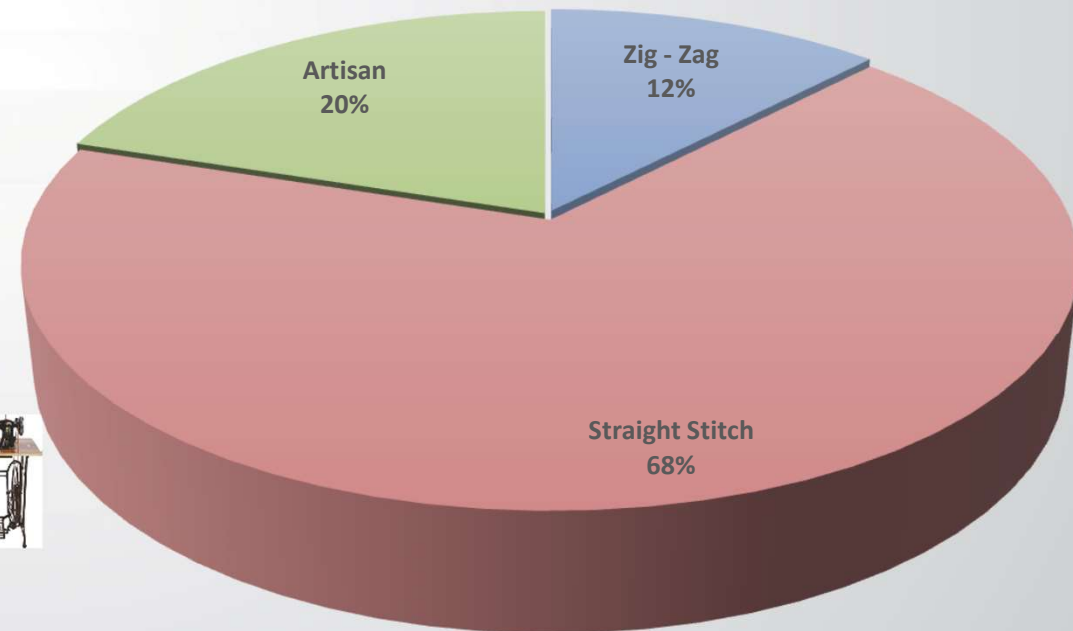
Sewing Machine Industry in India is a niche industry with limited players present in organized market with market share of 38% (Branded Sector) / 22% entire market²

Total number of households in India 280 million
Number of households owning a sewing machine (mostly straight stitch) 110 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
6,43,000 units¹



Note:

1. For 12 months ended 31 March 2022
2. Singer India estimates
3. Singer India has an assembly facility that supplements purchases of sewing machines from third parties

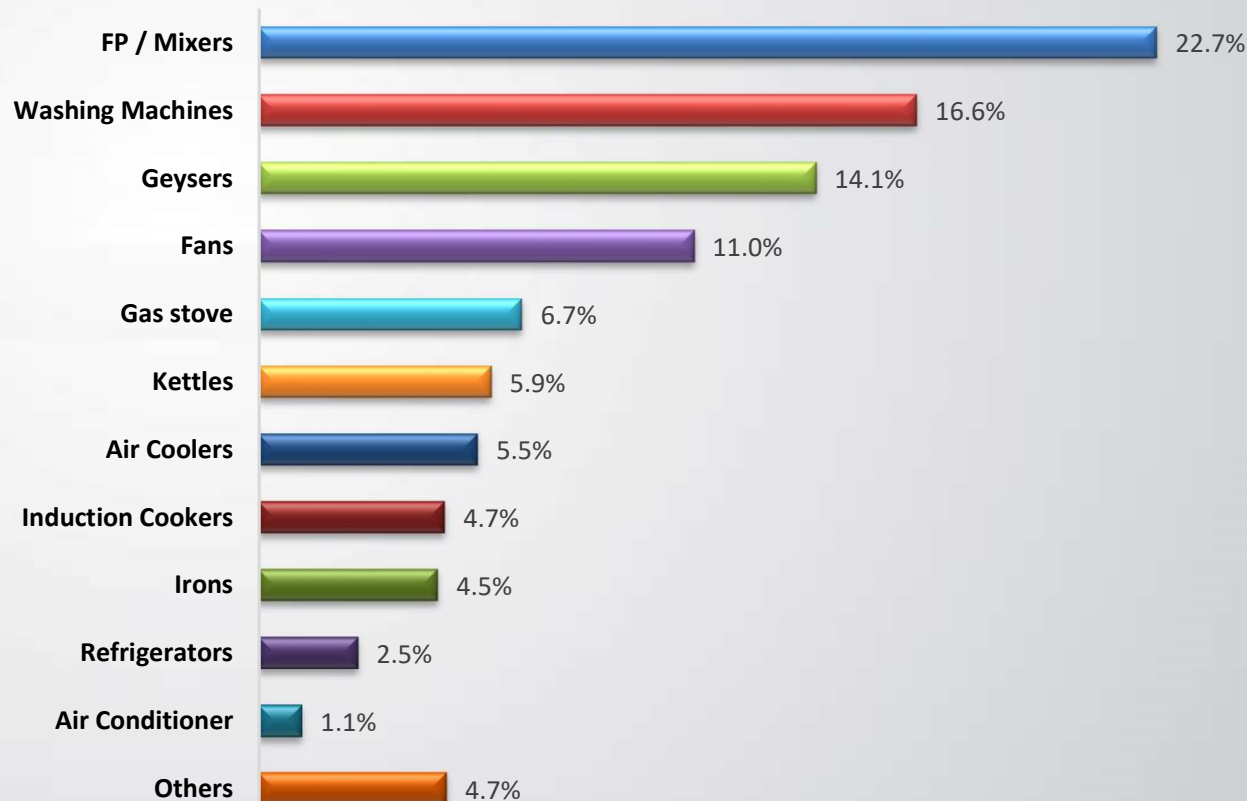
FOCUSED PRODUCT PORTFOLIO - HOME APPLIANCES



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



Home Appliance Sales¹ Units sales 1,065,300



Note:

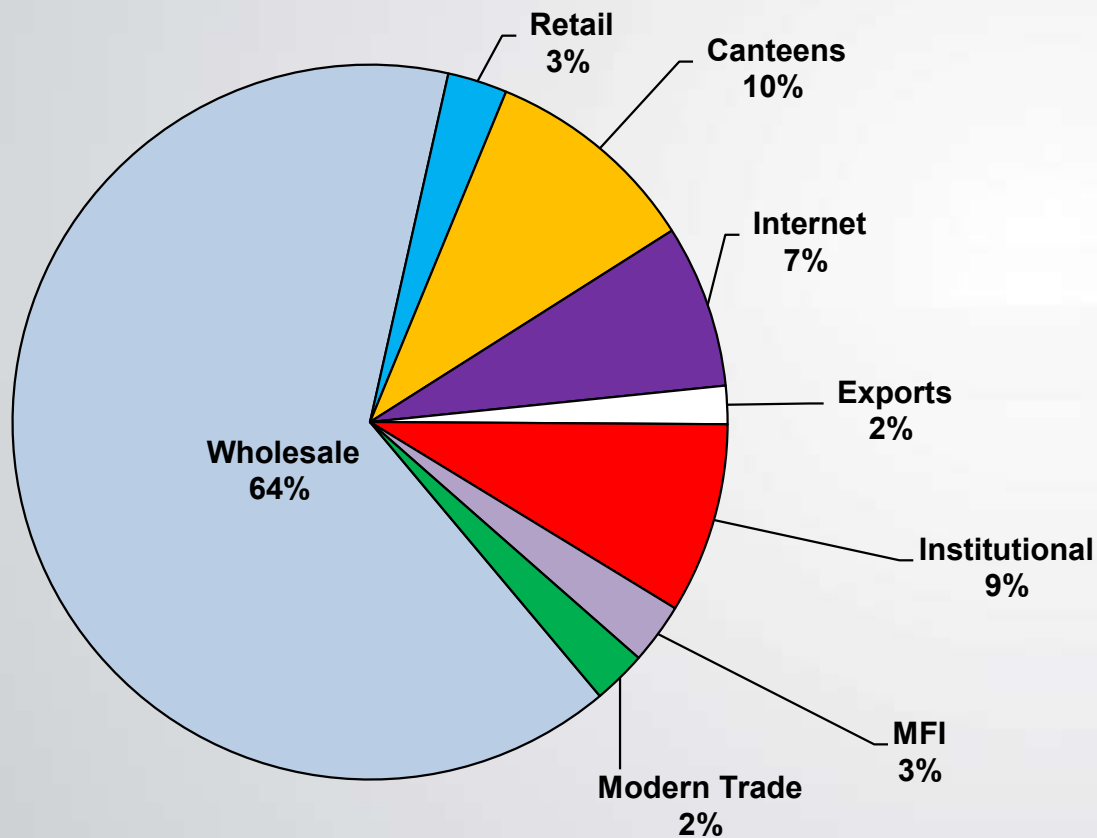
1. chart is based on sales value for 12 months ended 31 March 2022 Total unit sales is for same 12 month period

2. Singer India estimates

EXTENSIVE DISTRIBUTION

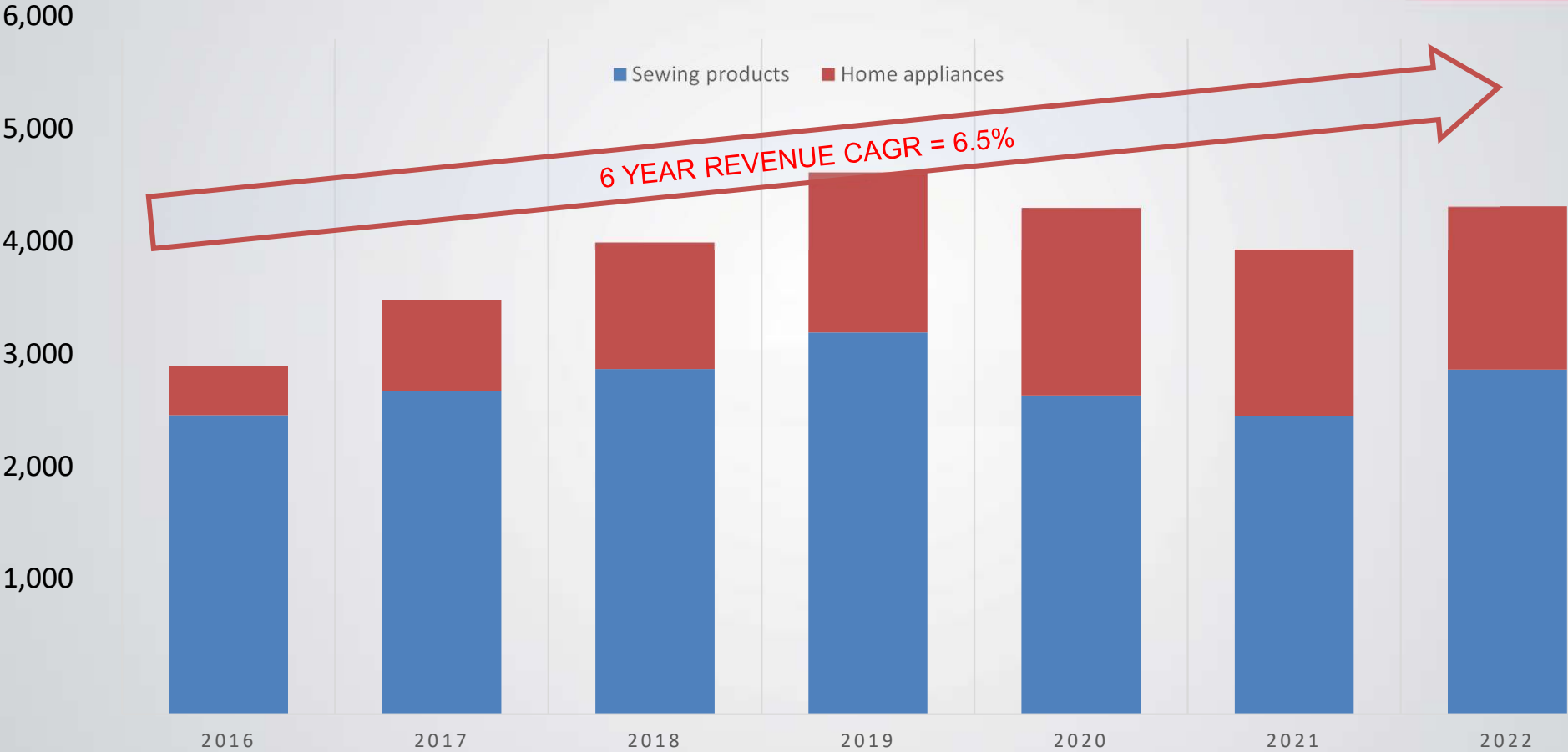


2022 Channel Sales MIX



Note:
1. All information as at / or for the 12 months ended 31 March 2022

SIGNIFICANT REVENUE GROWTH INR (MILLION)

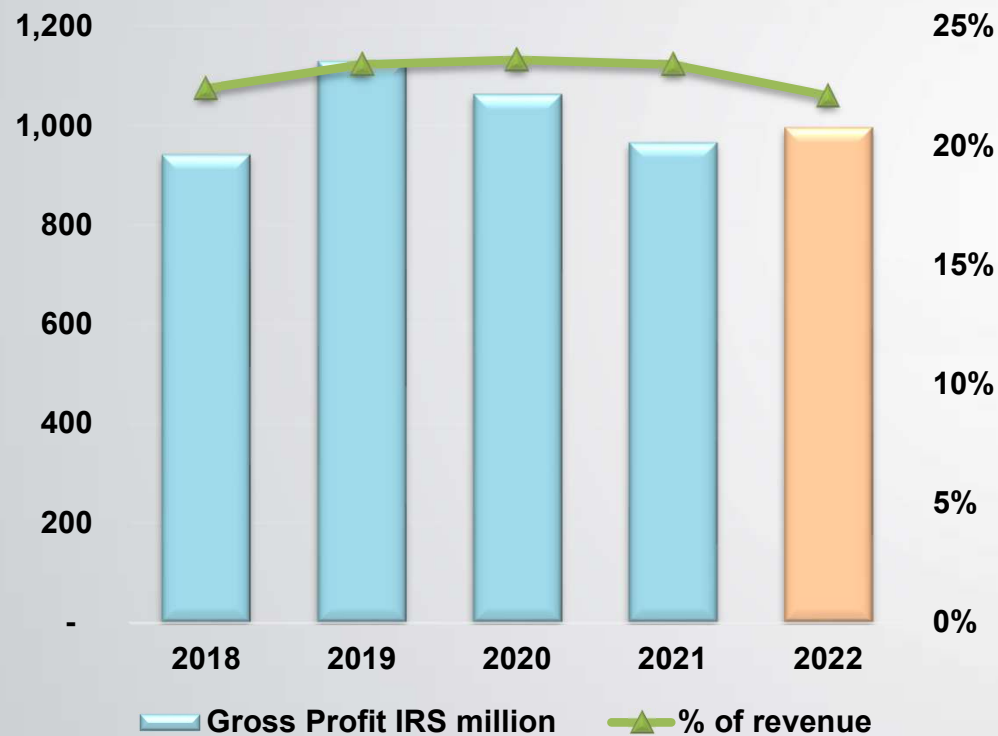


Note:
1. Revenue for 12 months ended 31 March 2022
2. The total revenue in FY 20-21 & FY 21-22 was impacted by the Covid pandemic lockdown in April- to mid May impacted both the sewing machines and home appliances business

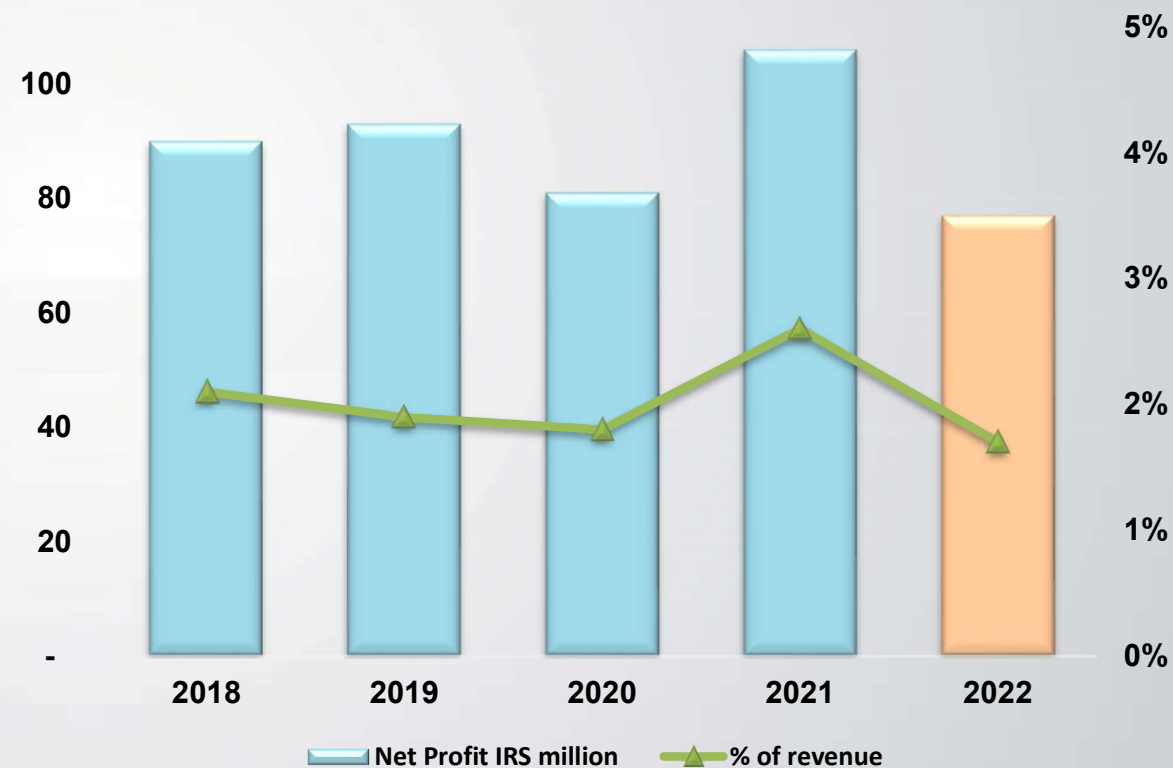
PROFITABILITY RATIOS INR (MILLION)



Gross profit



Net profit



Note:

1. For 12 months ended 31 March 2022

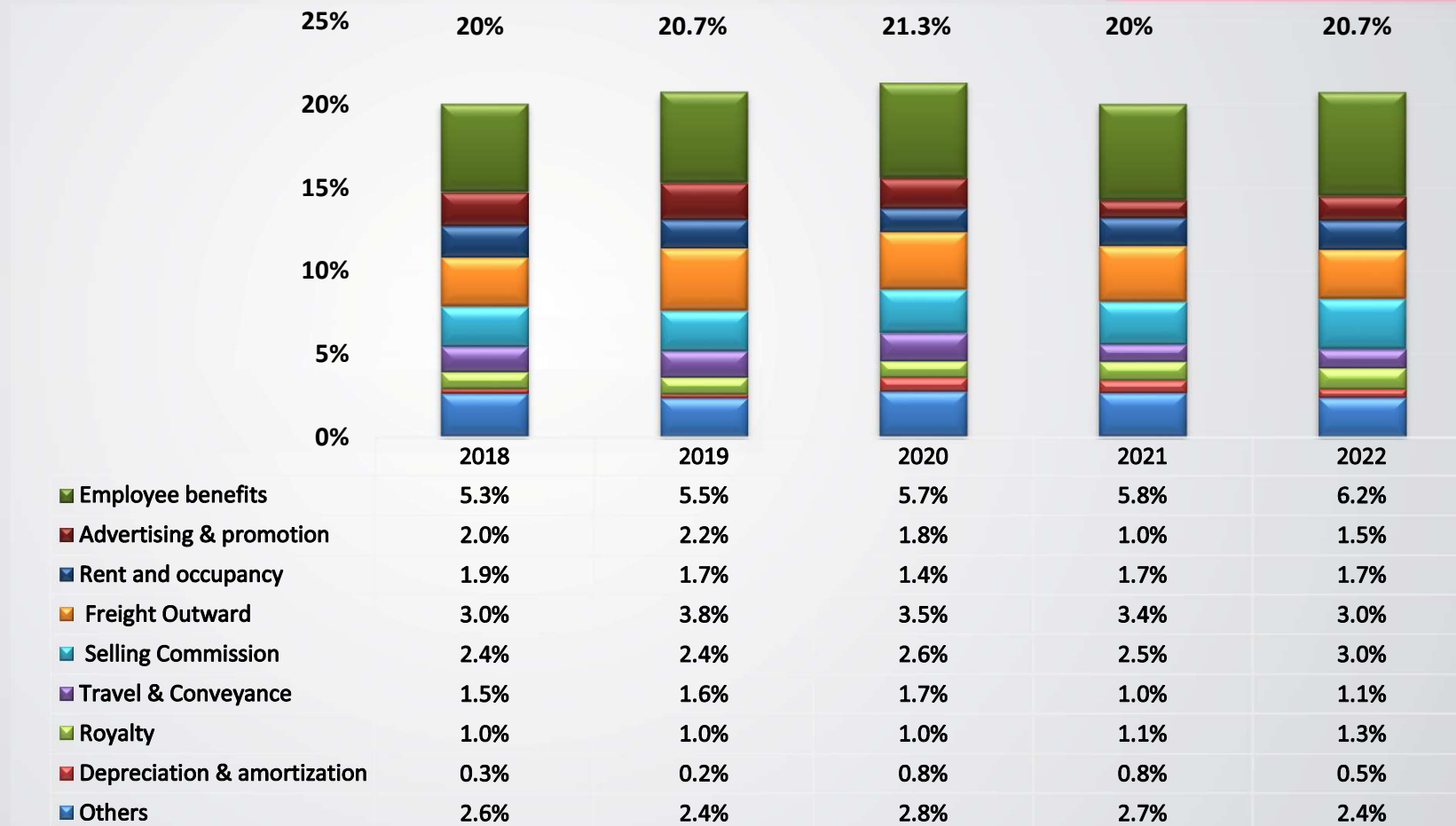
2. The profitability in FY 20-21 & FY 21-22 was impacted by the Covid pandemic lockdown in April- to mid May impacted both the sewing machines and home appliances business

PROFITABILITY RATIOS INR (MILLION)



Note:
1. For 12 months ended 31 March 2022

ANAYLSIS OF OVERHEADS AS A % REVENUE



- Notes:
- Expense for 12 months period ended 31 March 2022
 - '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*	2022	2021	2020	2019	2018
Revenue	4,558	4,173	4,548	4,847	4,229
<i>Revenue growth (%)</i>	9.2%	-8.2%	-6.2%	14.6%	14.1%
Operating profit	76	150	111	141	119
<i>Operating profit growth (%)</i>	-49.0%	34.9%	-21.1%	18.2%	25.3%
Net profit	77	106	81	93	90
<i>Net profit growth (%)</i>	-27.7%	30.8%	-12.3%	2.9%	18.4%
Balance sheet as at end March*	2022	2021	2020	2019	2018
Cash & cash equivalents	243	158	73	30	52
Total trade receivables – net	498	477	573	660	479
Inventory	731	802	747	738	662
Total interest bearing borrowings	-	-	173	222	139
Total trade payables	648	753	694	708	616
Shareholders' equity	771	722	644	590	572
Debt to equity ratio (times)	0.0	0.0	0.3	0.4	0.2

Notes:

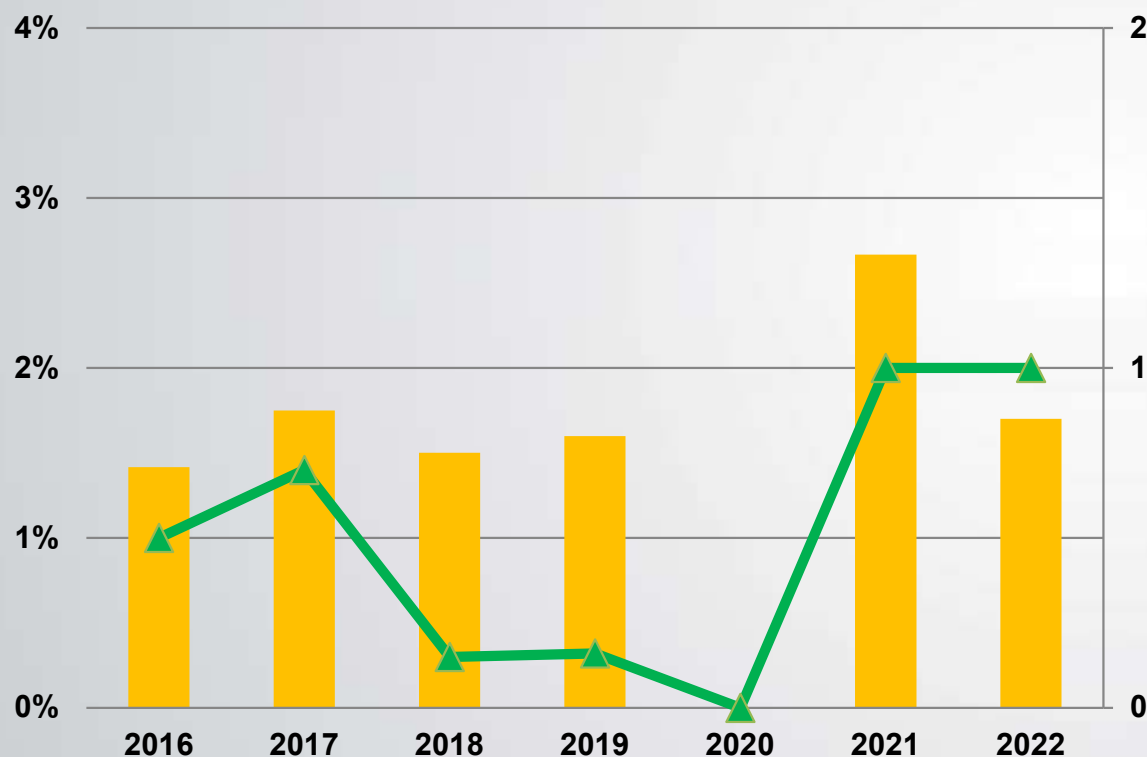
- *Income statement for 12 months period ended 31 March 2022
- as per Ind AS and past year figures regrouped wherever necessary to make it comparable with the current period

REGULAR DIVIDEND FLOW

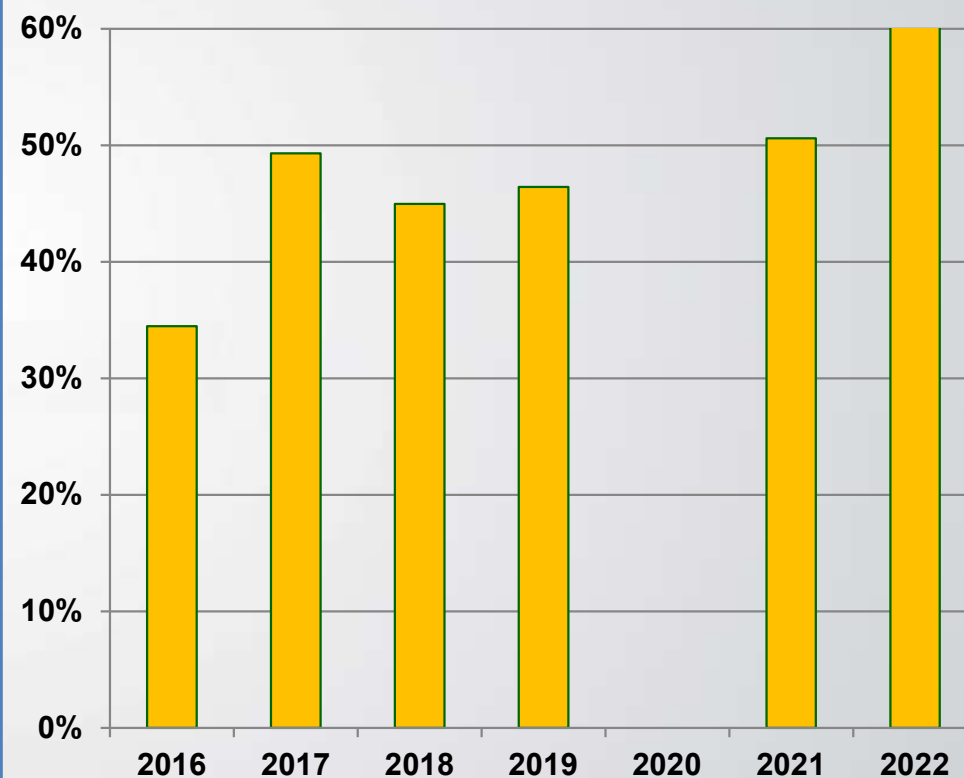


Dividend yield % and dividend per share note 1

■ Dividend yield % ▲ Dividend per share (INR)



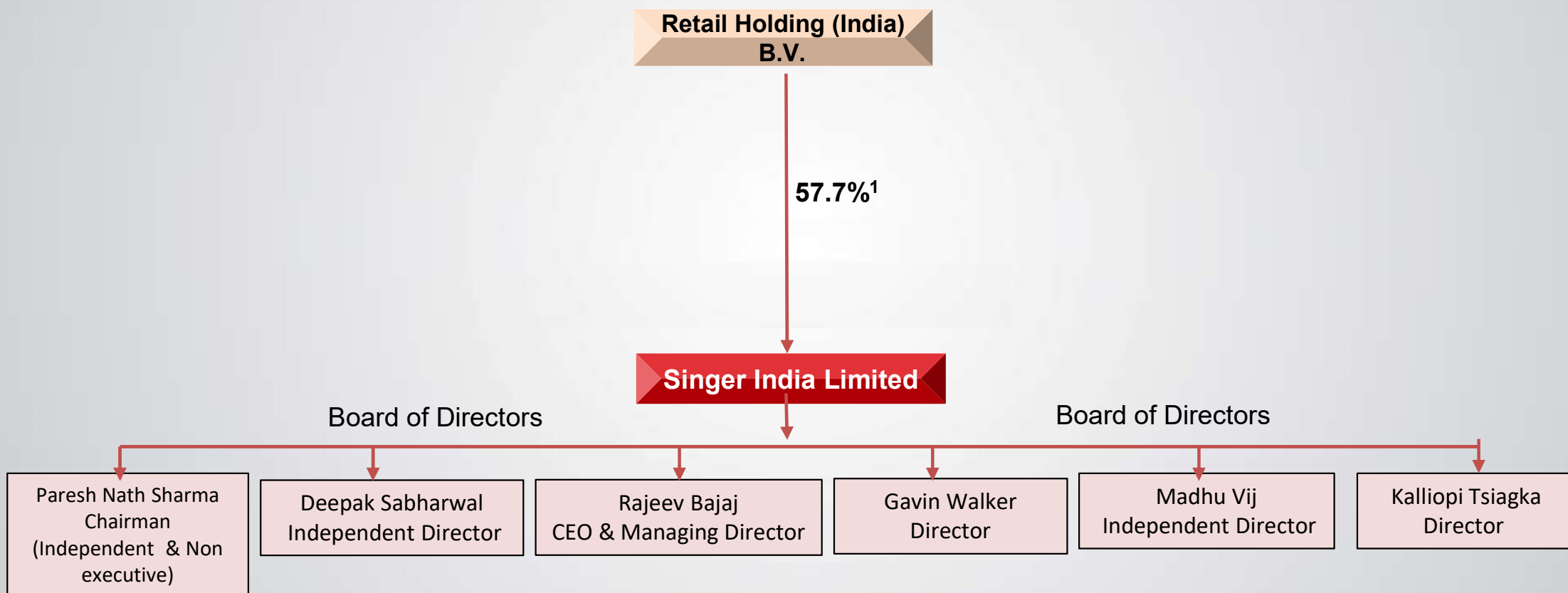
Dividend % of net profit



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 STRUCTURE



Note:

1. As at 31 March 2022

THANK YOU