

# Singer India Limited

## Investor Presentation

*Quarter ended 31st December 2024*



*Introducing Husqvarna Viking & PFAFF*

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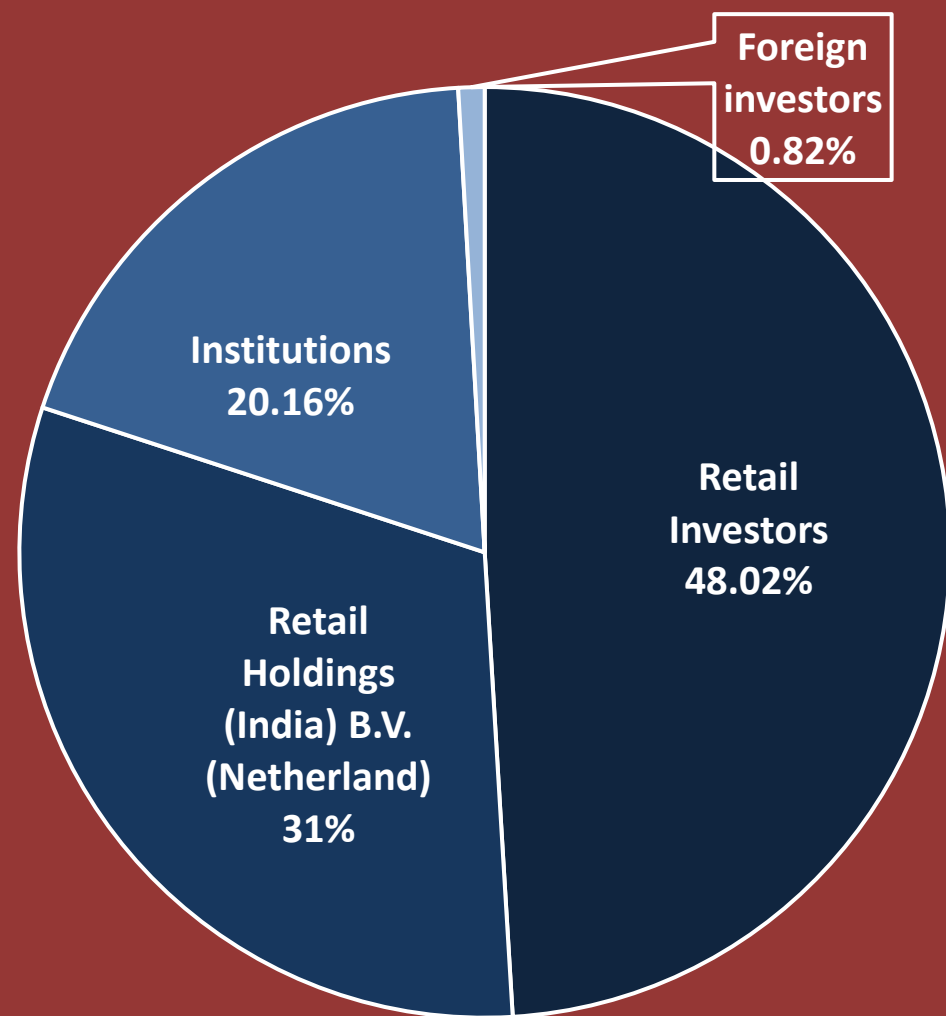
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# Company Profile



- 1 Singer Sewing Machine Company has been a pioneer in manufacturing and selling sewing machines for 170 years
- 2 Singer India Limited (SIL) has two major business segments – Sewing Products and Home appliances
- 3 The brand loyalty and trust customers have shown over the years, has only strengthened the company's products and image
- 4 SIL promises to live up to its legacy of innovating and delivering world class products to all its customers in every part of India

# Company Overview



Number of Shareholders<sup>1</sup> : 25646



Manufacturing Facility in Jammu



361 Employees<sup>1</sup>



Dealers<sup>1</sup>: 1000+  
Retailers<sup>1</sup>: 10K+



Exclusive Brand Stores<sup>1</sup>: 21

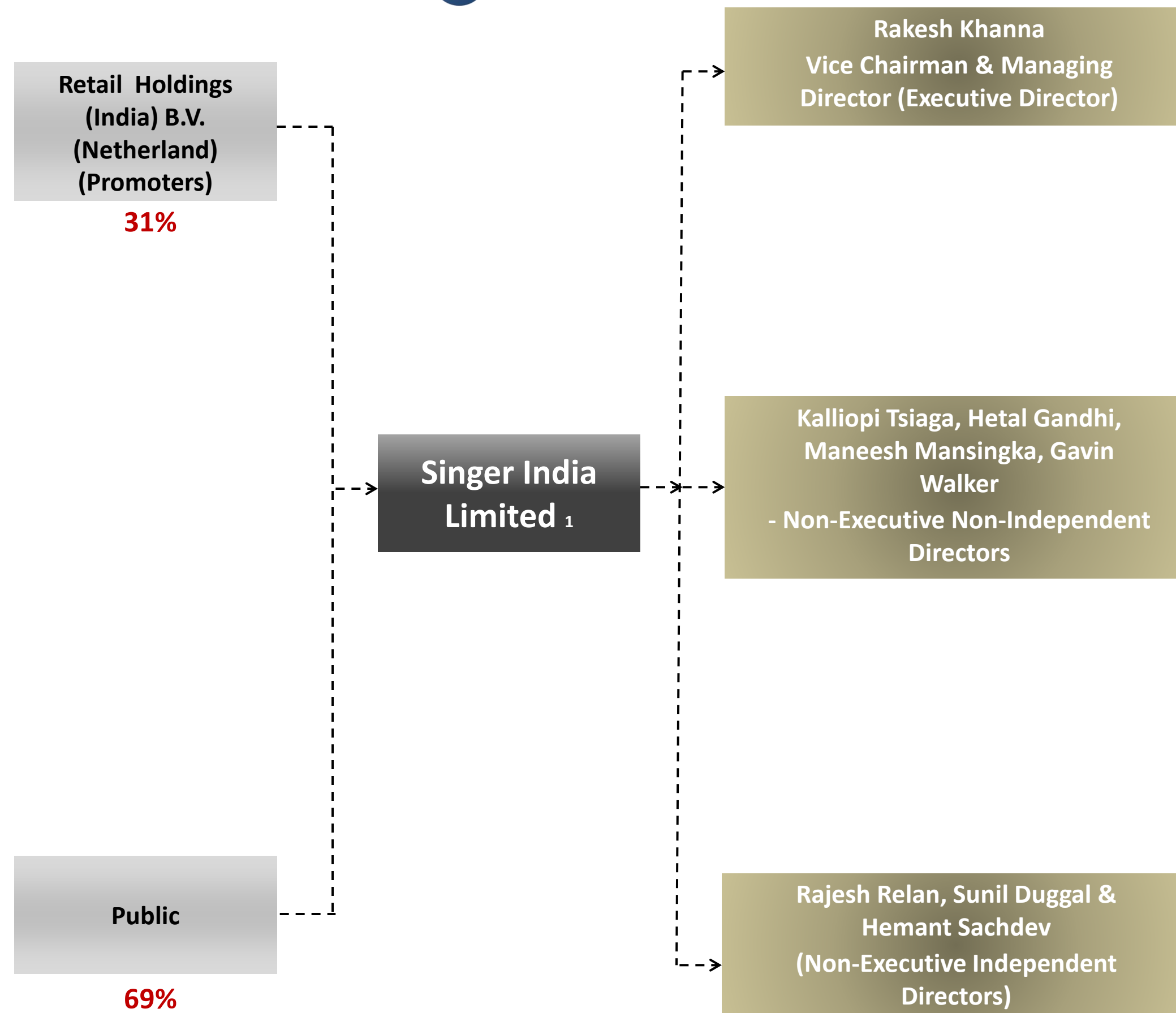


Service Centers<sup>1</sup>: 404 Pan India



28K students<sup>1</sup> of 600+ Singer affiliated Skill Centers<sup>1</sup>

# Group & Shareholder Structure <sup>1</sup>



Notes

<sup>1</sup>. SIL is a widely held company having its equity shares listed and traded on the Bombay Stock Exchange (BSE) since 1982. Market Cap INR 4.99bn as on 31<sup>st</sup> December 2024

# Key Growth Drivers

## Robust Economic Fundamental

- Vast Market Size
- Low Product Penetration

## Strong Brand

- 150 Years + in India
- Strong Brand Recognition

## Growth Opportunities

- New range of models in highest selling sewing machine category
- Upgrade to high end versatile zig-zag models
- Industrial sewing machines range expansion
- Governments Skills development & Woman empowerment programs
- Home Appliances vast market

## Extensive Distribution

- Over 10000 Sales Points
- Multiple Sales Channels

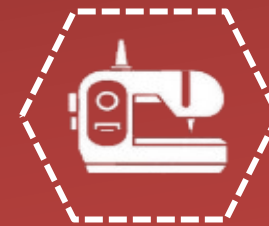
## Pan India Service Network

- Over 200+ Home Appliances Service Points
- Over 180+ sewing service provider, including 50+ sewing machine walk in centers
- 400+ service network pan India for both the category

# Our Business Segment

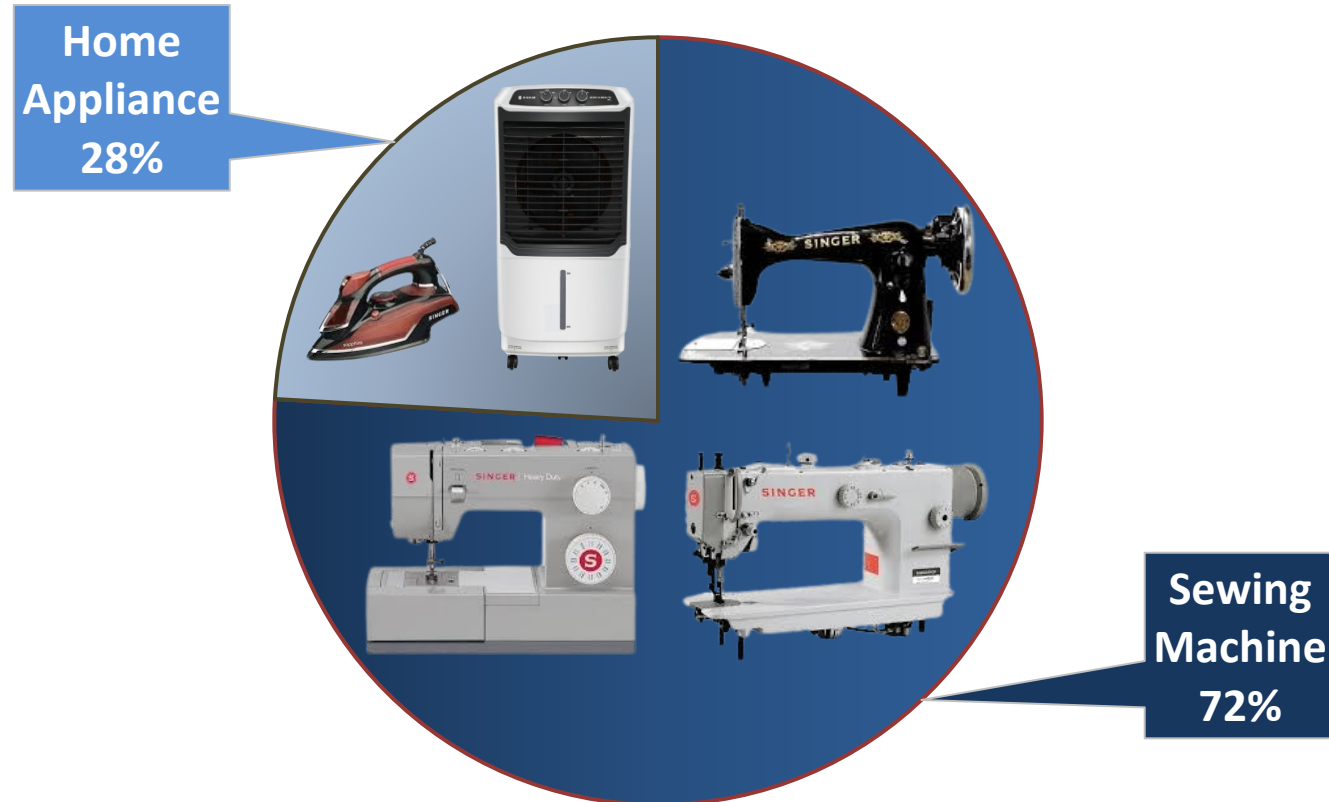


Two major business segments under brand name **Singer** – Sewing Products and Home appliances



Our range of Sewing products range from household sewing machines, Embroidery machines to industrial machines and home appliances span across small domestic appliances & consumer durables

## Product Mix For Q3 2024-25



## Product Mix For 9M Period ended 2024-25



# Key Indicators FY 24-25 Q3 & Period Ended

## Q3 2024-25

## 9M Period ended 2024-25



Revenue

INR 105.55 Cr



EBITA

INR 2.6 Cr



Revenue

INR 310 Cr



EBITA

INR 6.36 Cr



PBT

INR 1.98 Cr



PAT

INR 1.51 Cr



PBT

INR 4.40 Cr



PAT

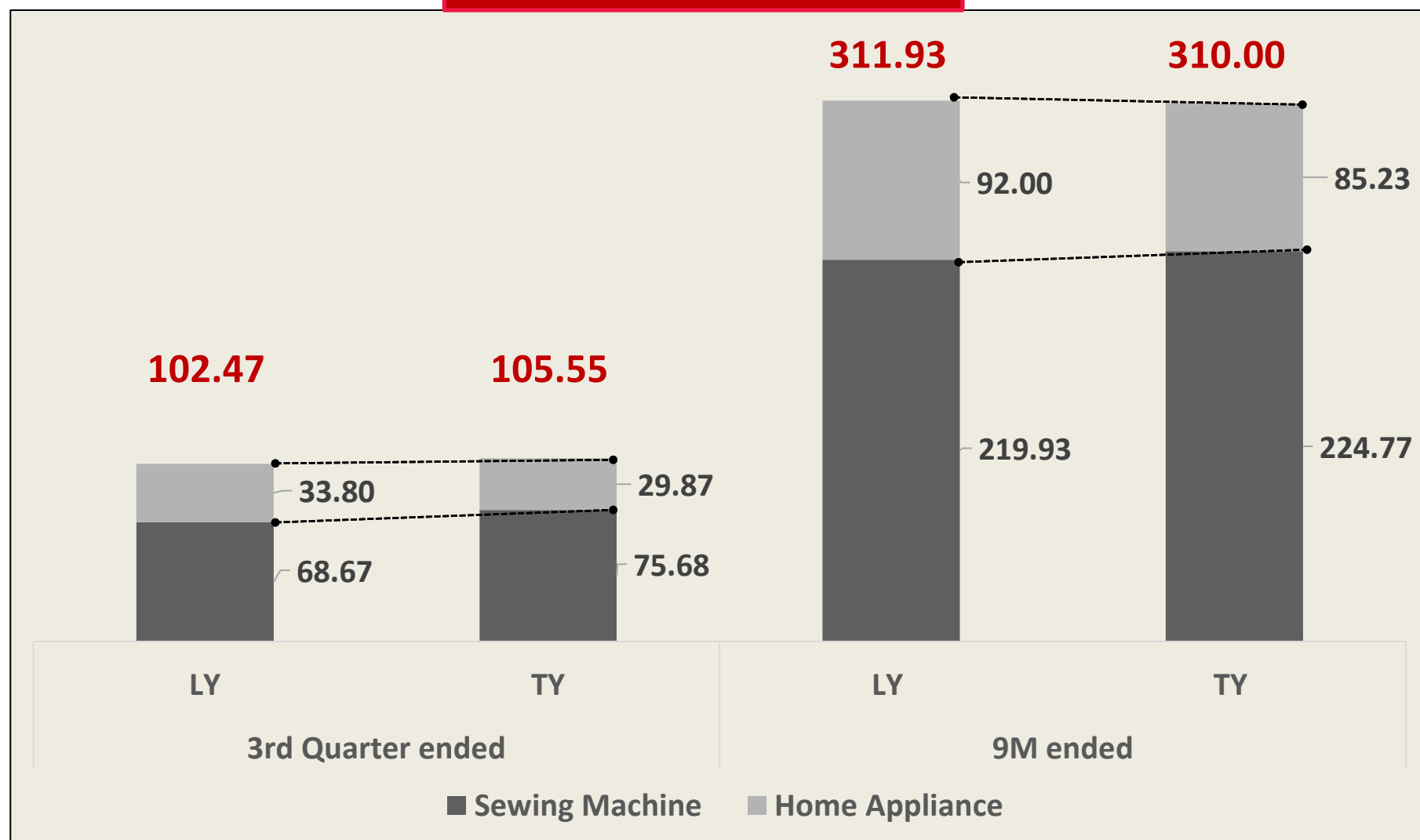
INR 3.34 Cr



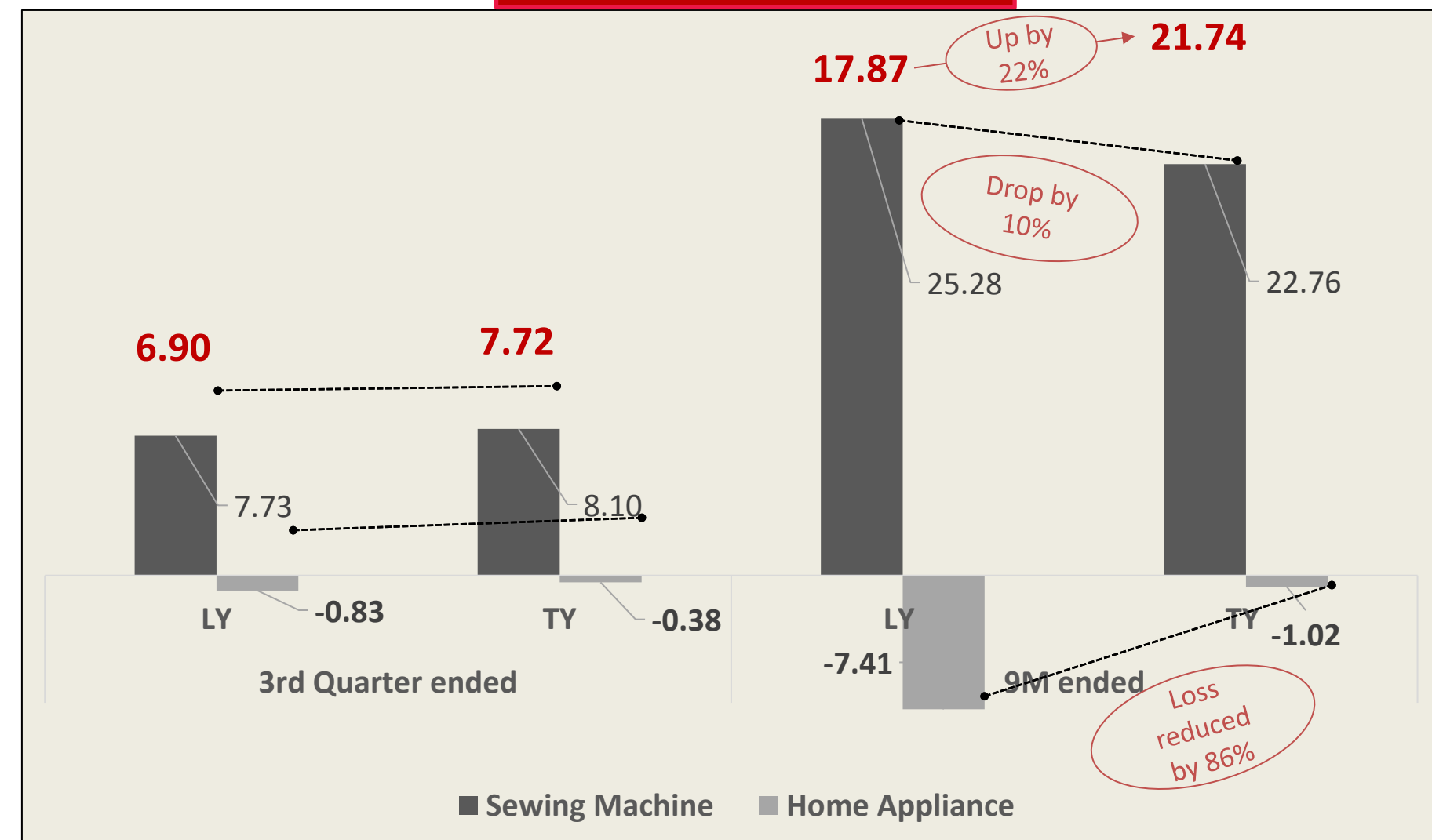
# Key Indicators FY 24-25 Q3 & 9M vs LY

Values in Cr

## Revenue



## Segment Result

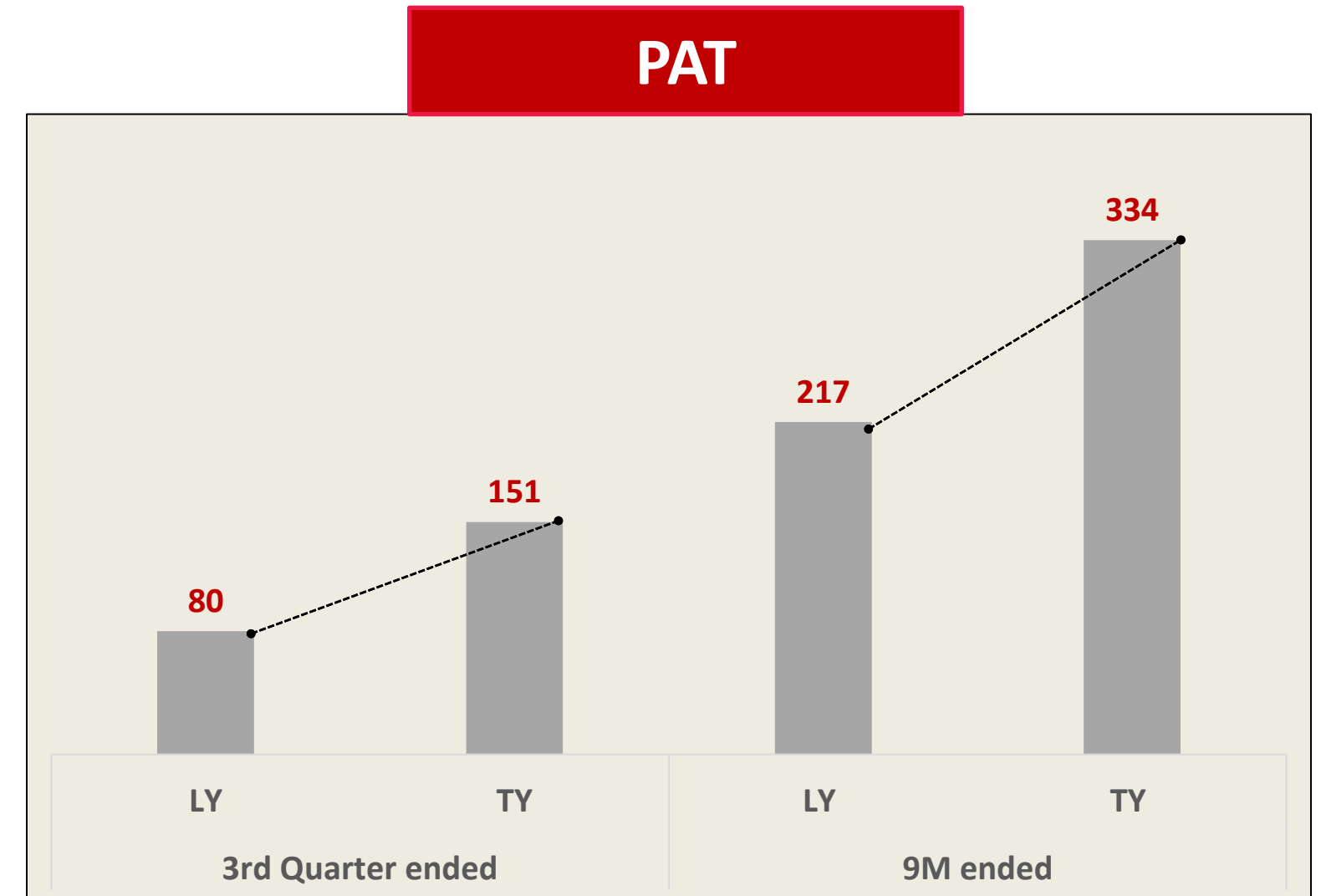
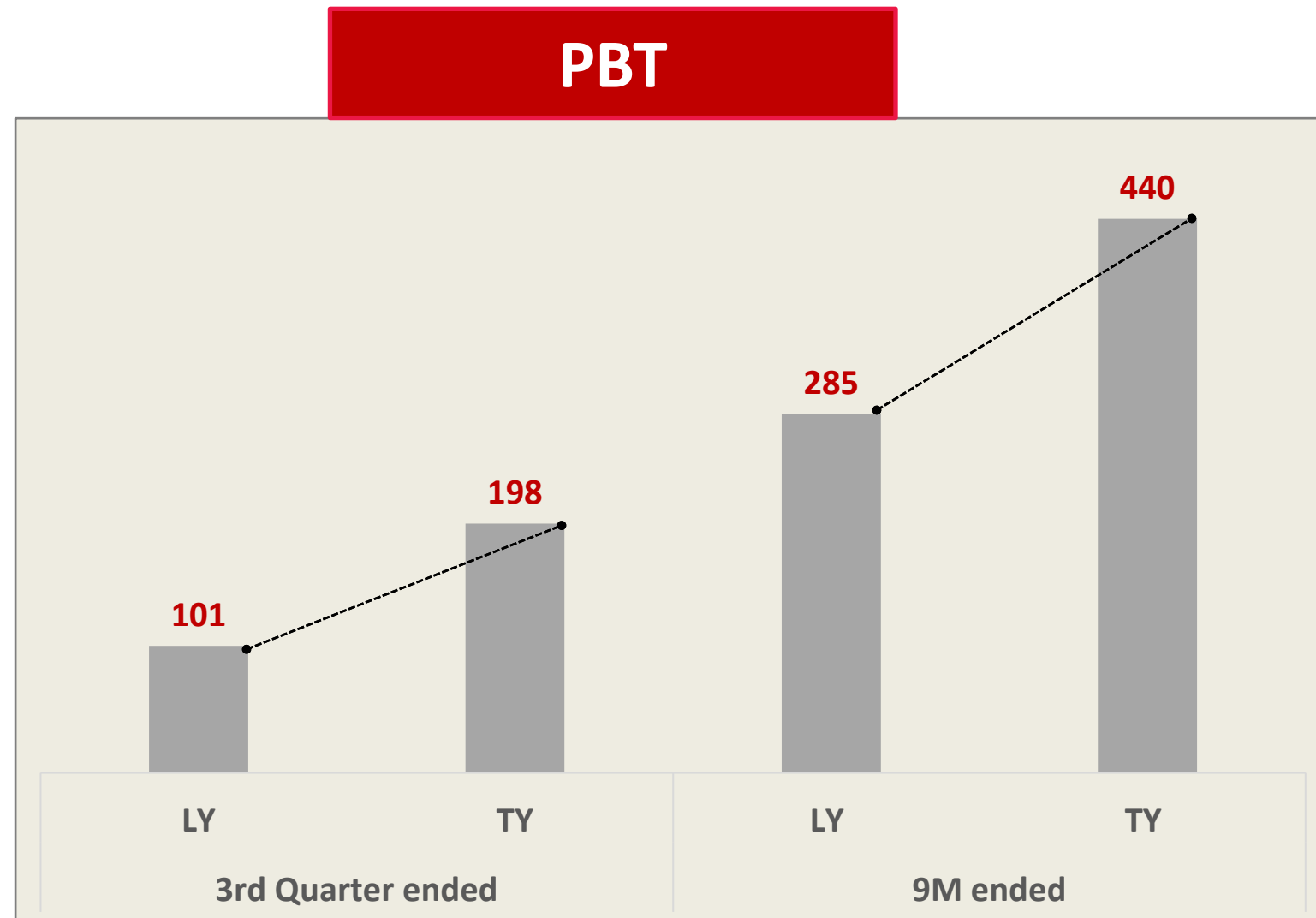


- Overall, TY Q3 revenue grew by 3.08 cr compared to LY Q3 across categories, with significant improvement in sewing machine category by 10.21%

- Reduction in 9M period loss in Appliances category by Rs. 6.39 cr through channel correction and margin improvement
- In sewing machine category, despite increase in GM there is decline in profit mainly due to increase in A&P expense and organization strengthening

# Key Indicators FY 24-25 Q3 & 9M vs LY

Values in lakh



- PBT margins increased by 96% over LY Q3
- Increased by 54% over 9M period LY
- Increase in other cost of 1.21 cr in Q3 TY mainly due to higher A&P vs Q3 LY

- PAT also increased by 89% over LY Q3
- Increased by 54% over 9M period LY

# Strategic Growth Drivers

REVENUE GROWTH	GM% EXPANSION	COST OPTIMIZATION
Expand distribution	Focus on value saving	Improve product cost through negotiation & value engg.
Improve retail connect	Remove loss making SKUs, categories, channels	Improve SGA cost productivity
Expand profitable product portfolio		
Improve visibility		
Strengthen e-comm, B2B business		
KEY INITIATIVES TAKEN FOR QUARTER 3		
Multiple schemes for dealers/sub-dealers redefined to maximize dealer participation and promote high end models	Increase in overall GM by 280bps in Q3 FY 2024-25 compared to LY Q3	Continuous efforts for cost optimization has contributed to an overall expansion in GM %
Added Husqvarna Viking & PFAFF brands to our portfolio. Introduced high end premium range of embroidery cum sewing machine to address the discerning customers looking for exceptional quality		
Strengthening of R&D to add differentiated and innovative products to appliances and sewing machine portfolio		

## Financial Summary – Q3 FY 2024-25

<b>Profit &amp; Loss account</b>	<b>Q3 FY</b>	<b>Q3 FY</b>	<b>9 Months</b>	<b>9 Months</b>
<b>Rs. Crores (unless otherwise indicated)</b>	<b>2025</b>	<b>2024</b>	<b>FY 2025</b>	<b>FY 2024</b>
Revenue from operation	105.6	102.5	310.0	311.9
<i>Revenue growth over LY (%)</i>	3.0%		-0.6%	
<i>Gross margin</i>	30.3	26.6	88.9	76.9
<i>Gross margin growth (%)</i>	14.0%		15.6%	
<i>EBITDA</i>	2.6	1.8	6.4	5.1
<i>EBITDA growth (%)</i>	45.3%		25.7%	
<i>PBT</i>	2.0	1.0	4.4	2.9
<i>PBT growth (%)</i>	96.0%		54.4%	
<i>PAT</i>	1.5	0.8	3.3	2.2
<i>PAT growth (%)</i>	88.8%		53.9%	

# Financial Summary – Last 5 years trend

<b>Profit &amp; Loss account 5 FY trend</b>					
<b>Rs. Crores (unless otherwise indicated)</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
Revenue from operation	425.4	460.3	453.0	414.5	451.2
Revenue growth (%)	-7.6%	1.6%	9.3%	-8.1%	-6.6%
Gross margin	106.5	102.0	101.2	97.7	107.0
Gross margin growth (%)	4.5%	0.8%	3.6%	-8.7%	-6.2%
EBITDA	9.1	6.3	12.7	20.8	18.5
EBITDA growth (%)	44.1%	-50.3%	-38.9%	12.8%	9.3%
PBT ( before exceptional income)	6.1	3.7	9.7	16.1	12.5
PBT growth (%)	65.0%	-61.6%	-39.8%	29.1%	-14.6%
Exceptional income <sup>Note2</sup>	-	7.2	-	-	-
PBT ( after exceptional income)	6.1	11.0	9.7	16.1	12.5
PBT growth (%) ( after exceptional income)	-44.1%	13.2%	-39.8%	29.1%	-14.6%
PAT ( before exceptional income)	4.5	3.0	7.7	10.6	8.1
PAT growth (%)	50.5%	-61.0%	-27.7%	30.6%	-12.3%
PAT ( after exceptional income)	4.5	8.3	7.7	10.6	8.1
PAT growth (%)	-45.9%	8.4%	-27.7%	30.6%	-12.3%
<b>Memo:</b>					
PAT ( before ESOP provision <sup>Note1</sup> & exceptional item <sup>Note2</sup> )	7.7	3.0	7.7	10.6	8.1
PAT growth (%) ( before ESOP provision a non-cash item)	156.5%	-61.0%	-27.7%	30.6%	-12.3%
<p>Note1: Employee stock option scheme introduced during the current year, accordingly a non-cash item provision of Rs 4.32 crores is created under employee benefits, after tax of Rs 3.17 crores &amp; credited to ESOP reserve under equity as per Ind As 102.</p> <p>Note2: Last Year exceptional item include income before tax of Rs 7.24 crores, net of tax of Rs 5.33 crores on sale of surplus ideal land at Jammu.</p>					

# Financial Summary – Trend

<b>Balance sheet trend</b>						
<b>Rs. Crores (unless otherwise indicated)</b>	<b>As on 30th September 2024</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>
Cash & cash equivalents	75	87	82	24	16	7
Trade receivables – net	45	35	40	50	48	57
Inventory	85	100	79	73	80	75
Other current assets	14	13	8	14	12	12
Non-current assets	12	10	12	12	14	16
Total interest bearing borrowings	-	-	-	-	-	17
Total trade payables	59	76	61	65	75	69
Other current liabilities	21	24	22	28	21	15
Non - current liabilities	1	1	2	3	2	2
Shareholders' equity	150	145	136	77	72	64
<b><u>Key Financial Ratios*:</u></b>						
Current Ratio (in times)	2.75	2.36	2.51	1.72	1.63	1.49
Inventory Turnover Ratio (in times)	3.15	3.57	4.73	4.59	4.09	4.64
Trade Receivable Turnover Ratio (in times)	10.15	11.34	10.26	9.26	7.88	7.31
Trade Payable Turnover Ratio (in times)	5.92	5.92	7.43	6.11	5.29	6.10
Net Capital Turnover Ratio (in times)	2.94	3.14	3.66	6.72	6.87	9.07
Net Profit Ratio ( in %)	0.90%	1.06%	1.81%	1.69%	2.54%	1.79%
Return on Capital Employed (in %)	3.43%	4.44%	3.13%	13.1%	24.2%	17.6%
Debt to equity ratio (times)	0.0	0.0	0.0	0.0	0.0	0.3
<i>*Key financial ratios for the period ended 30th Sept 2024 are annualised</i>						

**Thank You**

