

CLOUD^X COOL FAN
Healthy, Powerful, Silent



Singer India Limited

Investor Presentation

Q4 & Full Year ended 31st March 2025



Introducing 1st ever Cloud Technology “Cloud X Bladeless Fan”

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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

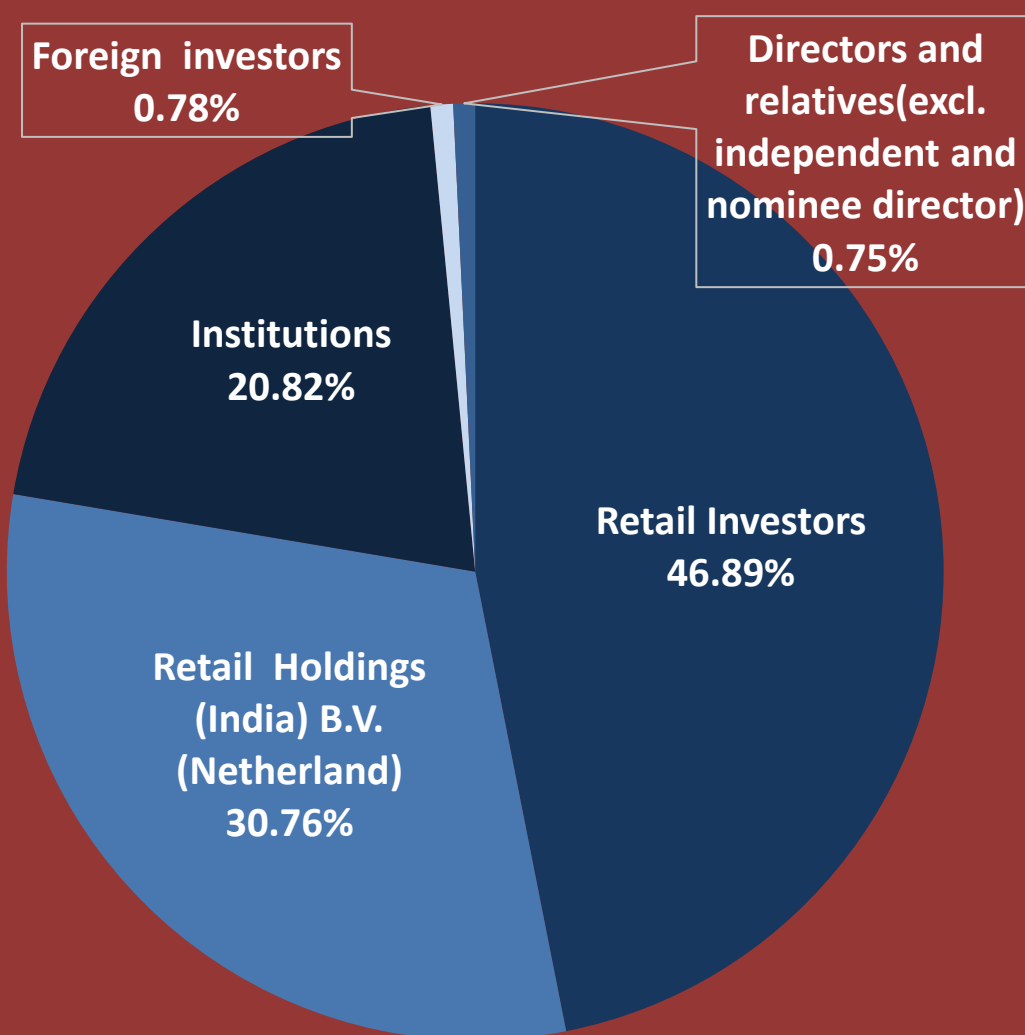
3

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 Shareholders¹ : 25349

¹ As on 31st March 2025



Manufacturing
Facility
in Jammu



380
Employees¹



Dealers and Distributors¹:
1800+
Retailers¹ : **10000+**



Exclusive
Brand Stores¹: **21**

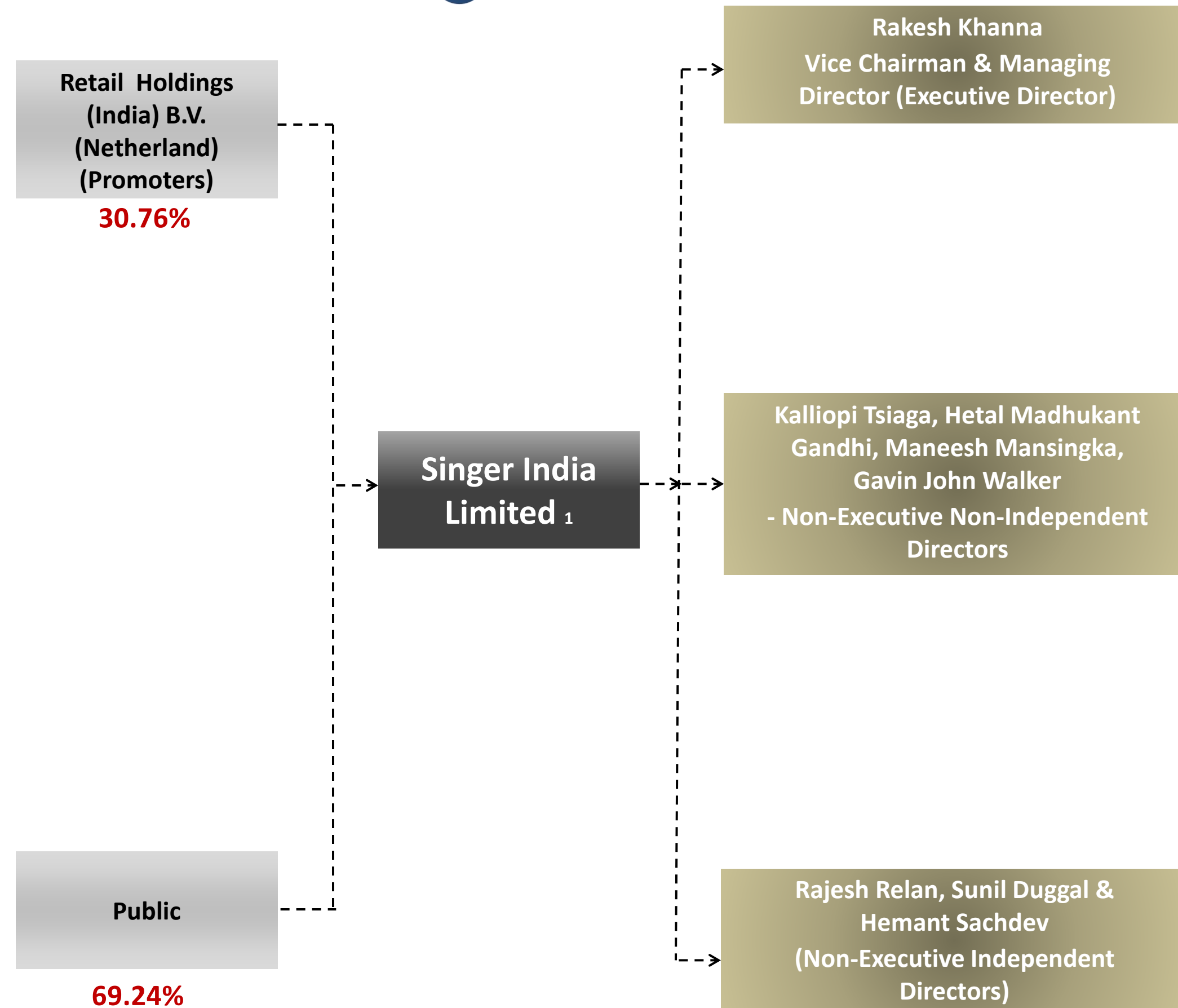


Service Centers¹:
450+
Pan India



32K cumulative and 6K+
students during FY24-25
of **650+** Singer affiliated
Skill Centers¹

Group & Shareholder Structure ¹



Notes

^{1.} SIL is a widely held company having its equity shares listed and traded on the Bombay Stock Exchange (BSE) since 1982. Market Cap INR 3.08bn as on 31st March 2025

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 premium and embroidery 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

- 450+ service network pan India for both the category
- Over 220+ Home Appliances Service provider
- Over 230+ sewing service provider, including 80+ sewing machine walk in centers

Our Business Segment

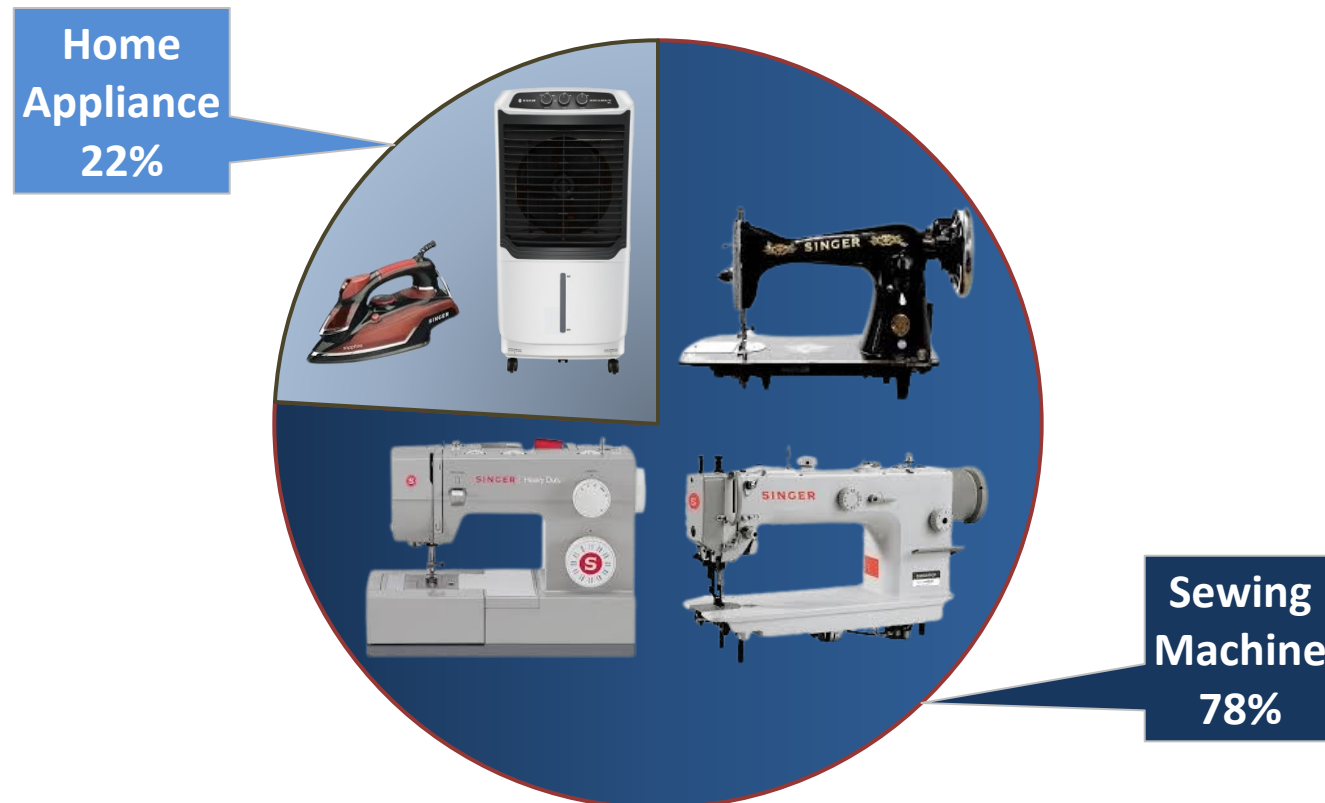


Two major business segments under brand name **Singer** – Sewing Products and Home appliances



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

Product Mix Q4 2024-25



Product Mix Full Year 2024-25



Key Indicators Q4 & FY 24-25

Q4 2024-25



Revenue

INR 121.7 Cr

Growth of 7% over LYSQ



EBITA

INR 6.3 Cr

Growth of 55% over LYSQ



PBT

INR 5.6 Cr

Growth of 72% over LYSQ



PAT

INR 4.0 Cr

Growth of 73% over LYSQ

Full Year 2024-25



Revenue

INR 431.7 Cr

Growth of 1.5% over LY



EBITA

INR 12.6 Cr

Growth of 39% over LY



PBT

INR 10 Cr

Growth of 64% over LY



PAT

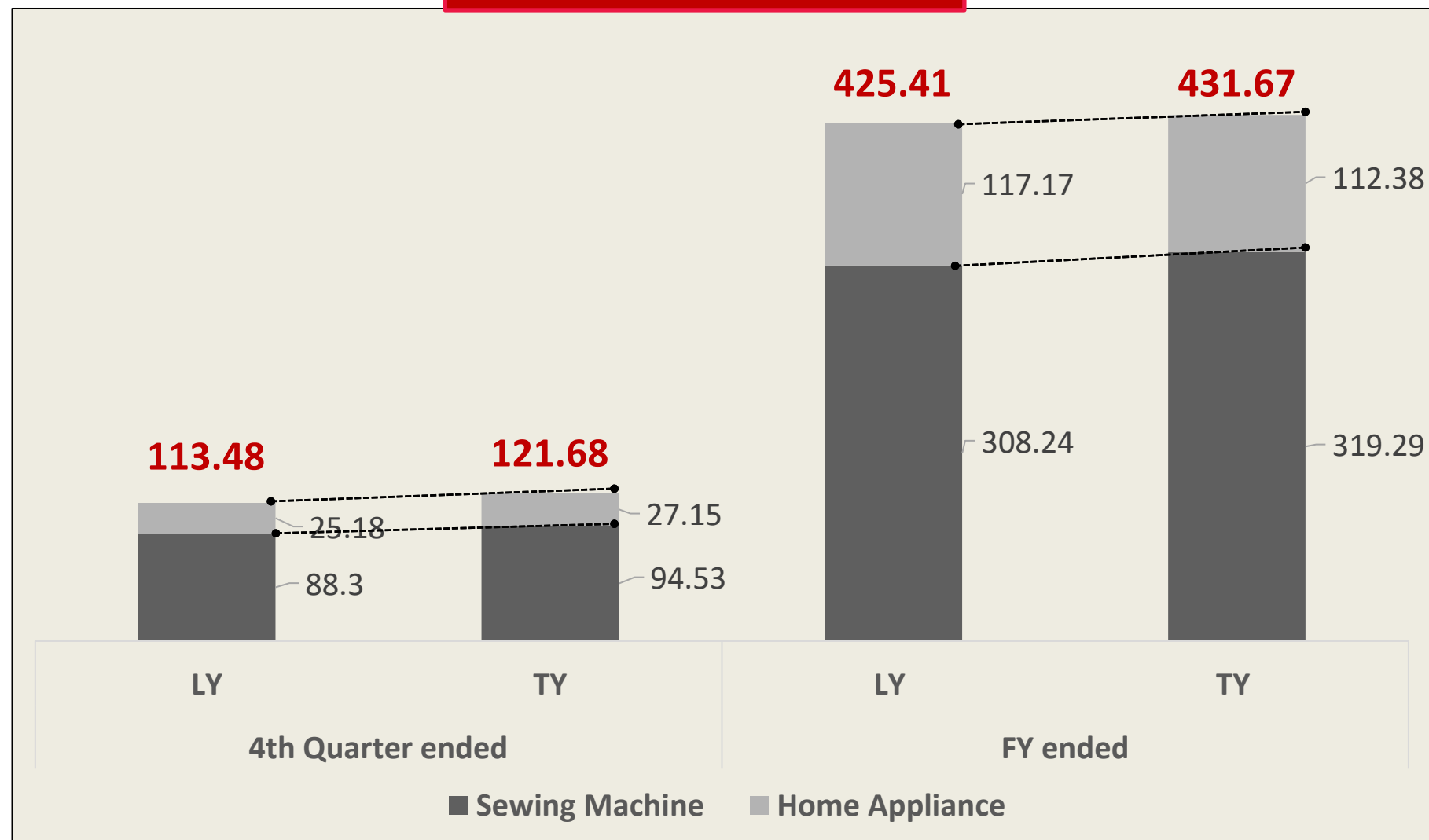
INR 7.4 Cr

Growth of 64% over LY

Key Indicators Q4 & FY 24-25

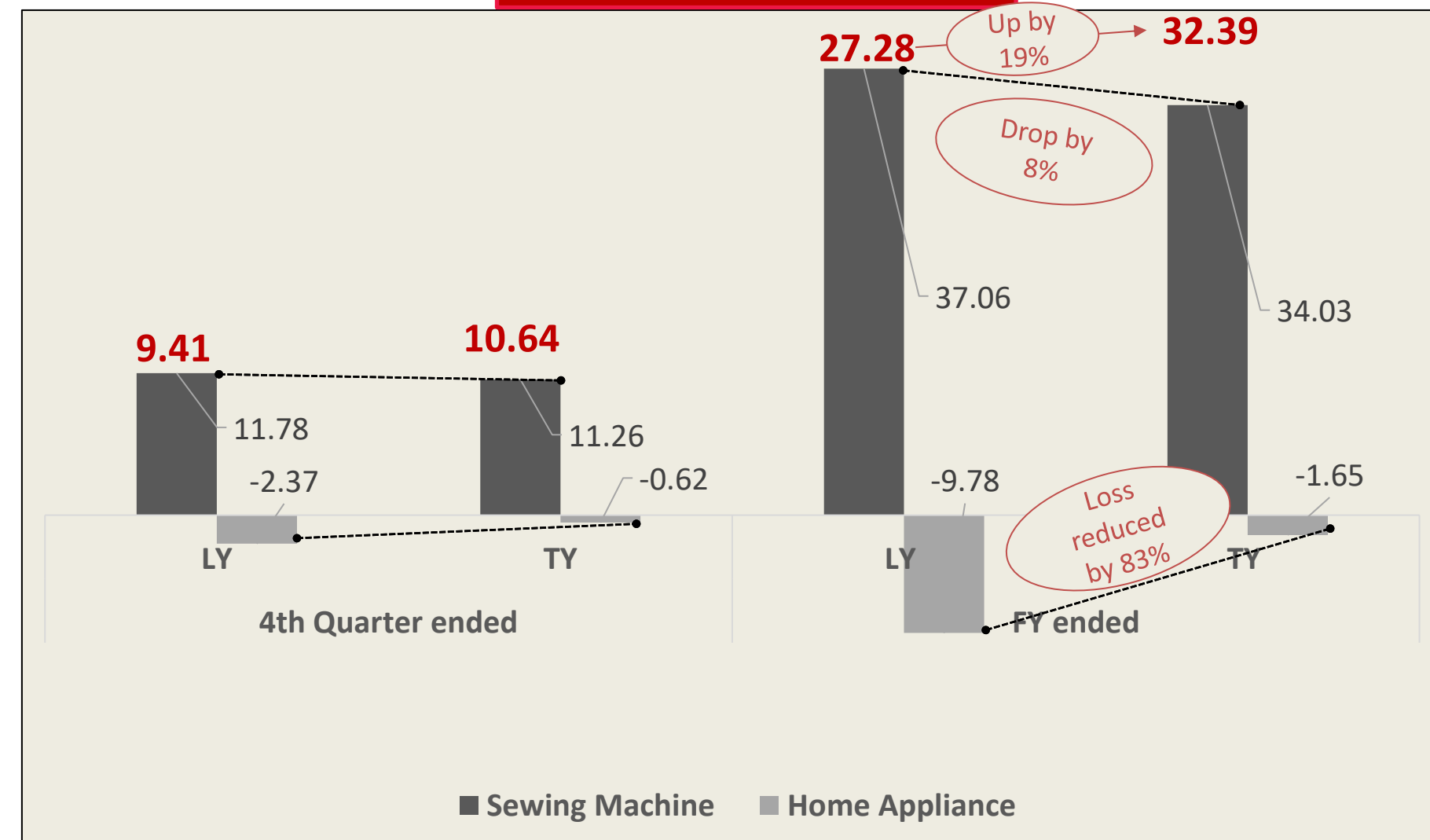
Values in Cr

Revenue



- Overall, TY revenue grew by 6.26 cr compared to LY across categories
- Improvement in both sewing machine and appliance category by 7% and 8% respectively during Q4 period

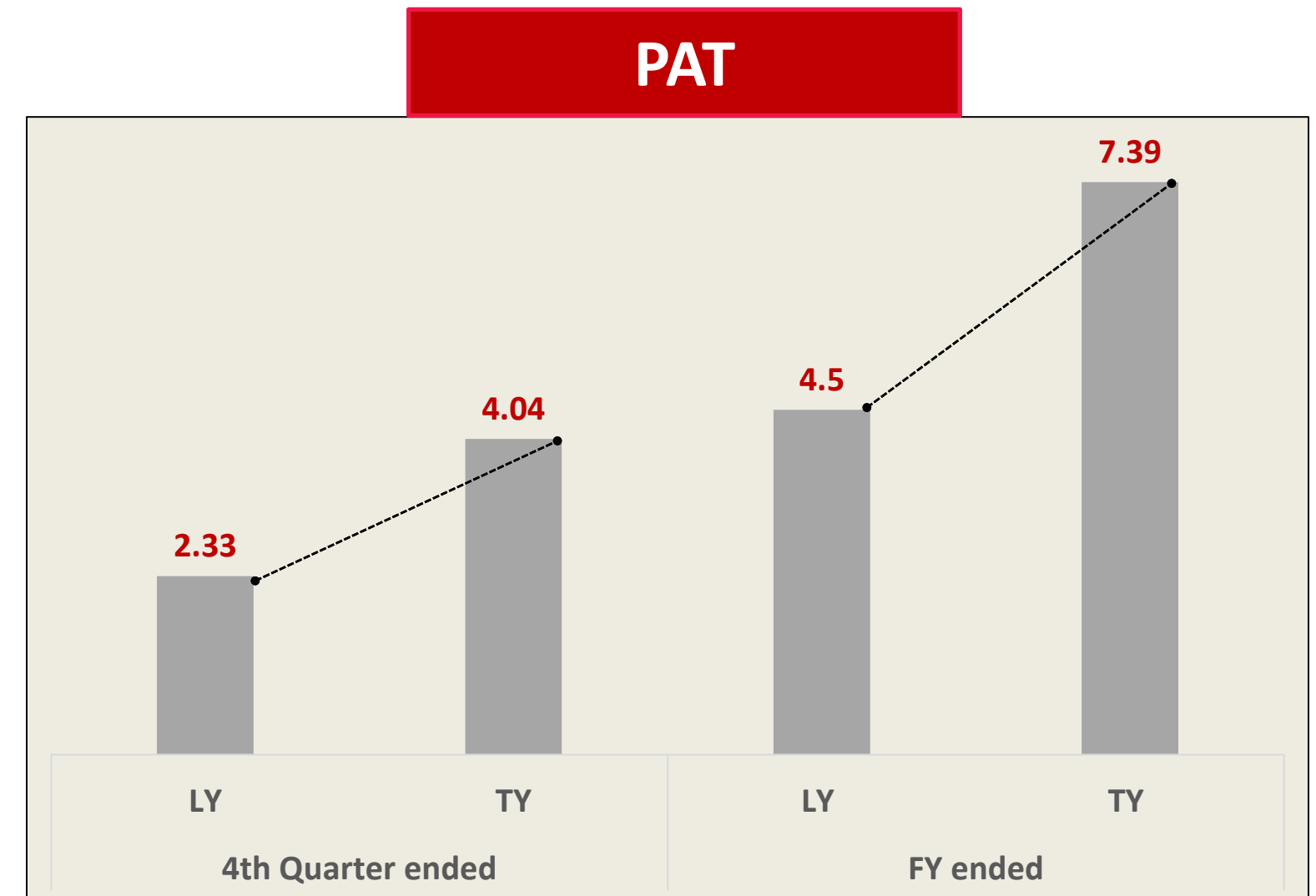
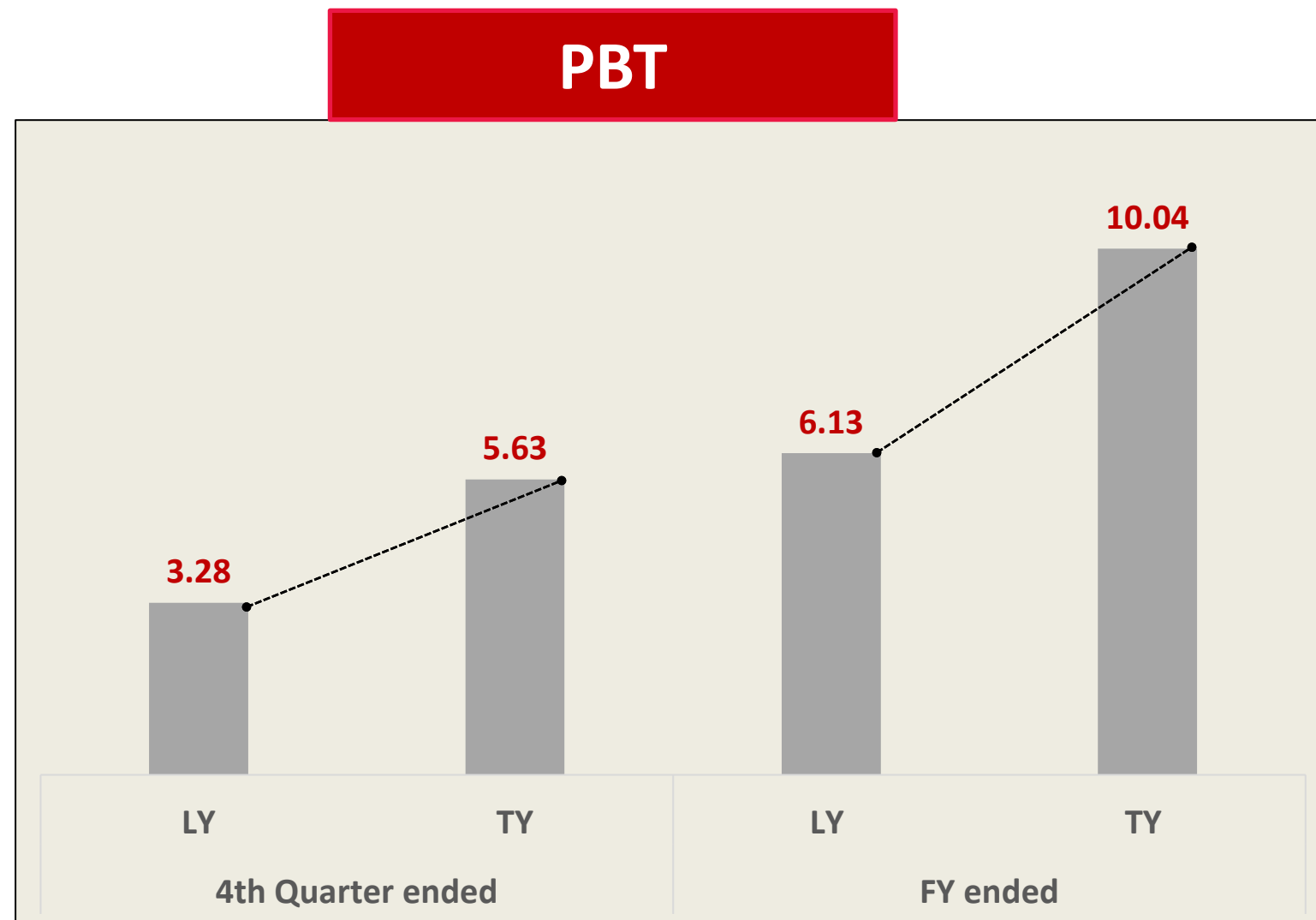
Segment Result



- Reduction in FY loss in Appliances category by Rs. 8.13 cr through channel correction and strategic focus on products
- In sewing machine category, despite increase in GM there is decline in profit mainly due organization strengthening and brand visibility investments

Key Indicators Q4 & FY 24-25

Values in Cr



- PBT margins increased by 64% over LY
- Increased by 72% over LY same quarter
- Cost reduction due to vendor change and negotiation results in higher GM

- Increased by 64% over LY
- PAT also increased by 73% over LY same quarter

Strategic Growth Drivers

REVENUE GROWTH	GM% EXPANSION	COST OPTIMIZATION
Expand distribution	Focus on value selling	Improve product cost through negotiation & value engineering
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 DURING FY 24-25		
Conducted dealers meet across 16 locations and connected with 1200+ partners. Travelled to Malaysia for 3D/4N with 150+ partners to re-engage with our esteem dealers	Increase in overall GM from 24.9 % in 2023-24 to 28.3% in 2024-25	Continuous efforts for cost optimization has contributed to an overall expansion in GM %
Introduced a differentiated new fan lineup across the economy, mid-range, and BLDC segments. We also launched Cloud X, first-of-its-kind cloud-based bladeless fan. Also introduced the industry's first-ever straight stitch sewing machines featuring DSBB and SLBB technology. Introduced Husqvarna Viking and PFAFF brands in India	In appliances GM% improved from 18.2% to 25%. In sewing machine GM% improved from 27.4% to 29.5% mainly driven by favorable product mix	While we are improving existing SGA cost productivity, we continue to invest for organization strengthening and future expansion
Strengthening of R&D for continuous innovation		
35% growth in sewing machines through e-commerce channel compared to FY 2023-24. Strengthening of trade channel through appointment of new dealers and distributors		

Financial Summary – FY 2024-25

Profit & Loss account				
Rs. Crores (unless otherwise indicated)	Q4 FY 2025	Q4 FY 2024	FY 2025	FY 2024
Revenue from operation	121.7	113.5	431.7	425.4
<i>Revenue growth over LY (%)</i>	7.2%		1.5%	
<i>Gross margin</i>	34.0	29.6	122.9	106.5
<i>Gross margin growth (%)</i>	14.7%		15.3%	
<i>EBITDA</i>	6.3	4.0	12.6	9.1
<i>EBITDA growth (%)</i>	55.2%		38.9%	
<i>PBT</i>	5.6	3.3	10.0	6.1
<i>PBT growth (%)</i>	71.6%		63.8%	
<i>PAT</i>	4.0	2.3	7.4	4.5
<i>PAT growth (%)</i>	73.4%		64.2%	

Financial Summary – Last 5 years trend

Balance sheet 5 FY trend					
Rs. Crores (unless otherwise indicated)	2025	2024	2023	2022	2021
Cash & cash equivalents	62	87	82	24	16
Trade receivables – net	45	35	40	50	48
Inventory	105	100	79	73	80
Other current assets	13	13	8	14	12
Non-current assets	15	10	12	12	14
Total interest bearing borrowings	-	-	-	-	-
Total trade payables	52	76	61	65	75
Other current liabilities	28	24	22	28	21
Non - current liabilities	2	1	2	3	2
Shareholders' equity	159	145	136	77	72
<u>Key Financial Ratios:</u>					
Current Ratio (in times)	2.81	2.36	2.51	1.72	1.63
Inventory Turnover Ratio (in times)	3.00	3.57	4.73	4.59	4.09
Trade Receivable Turnover Ratio (in times)	10.79	11.34	10.26	9.26	7.88
Trade Payable Turnover Ratio (in times)	6.27	5.92	7.43	6.11	5.29
Net Capital Turnover Ratio (in times)	2.98	3.14	3.66	6.72	6.87
Net Profit Ratio (in %)	1.71%	1.06%	1.81%	1.69%	2.54%
Return on Capital Employed (in %)	6.45%	4.44%	3.13%	13.1%	24.2%
Debt to equity ratio (times)	0.0	0.0	0.0	0.0	0.0

Financial Summary – Trend

Profit & Loss account 5 FY trend					
Rs. Crores (unless otherwise indicated)	2025	2024	2023	2022	2021
Revenue from operation	431.7	425.4	460.3	453.0	414.5
Revenue growth (%)	1.5%	-7.6%	1.6%	9.3%	-8.1%
Gross margin	122.9	106.5	102.0	101.2	97.7
Gross margin growth (%)	15.4%	4.5%	0.8%	3.6%	-8.7%
EBITDA	12.6	9.1	6.3	12.7	20.8
EBITDA growth (%)	38.7%	44.1%	-50.3%	-38.9%	12.8%
PBT (before exceptional income)	10.0	6.1	3.7	9.7	16.1
PBT growth (%)	63.8%	65.0%	-61.6%	-39.8%	29.1%
Exceptional income ^{Note2}	-	-	7.2	-	-
PBT (after exceptional income)	10.0	6.1	11.0	9.7	16.1
PBT growth (%) (after exceptional income)	63.8%	-44.1%	13.2%	-39.8%	29.1%
PAT (before exceptional income)	7.4	4.5	3.0	7.7	10.6
PAT growth (%)	64.3%	50.5%	-61.0%	-27.7%	30.6%
PAT (after exceptional income)	7.4	4.5	8.3	7.7	10.6
PAT growth (%)	64.3%	-45.9%	8.4%	-27.7%	30.6%
Memo:					
PAT (before ESOP provision ^{Note1} & exceptional item ^{Note2})	10.5	7.7	3.0	7.7	10.6
PAT growth (%) (before ESOP provision a non-cash item)	36.7%	156.5%	-61.0%	-27.7%	30.6%
<p>Note1: Empolyee stock option scheme introduced last year, accrodingly a non-cash item provision of Rs 4.20 crores (last year Rs 4.32 crores) is created under employee benefits, after tax of Rs 3.09 crores (Last year Rs 3.17 crores), credited to ESOP reserve under equity as per Ind As 102.</p> <p>Note2: In FY 2023 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>					

Thank You

