

# CAPSTONE PROJECT

By : Team Ochre



# OUR TEAM



**Lovely Chauhan**  
MDB24006



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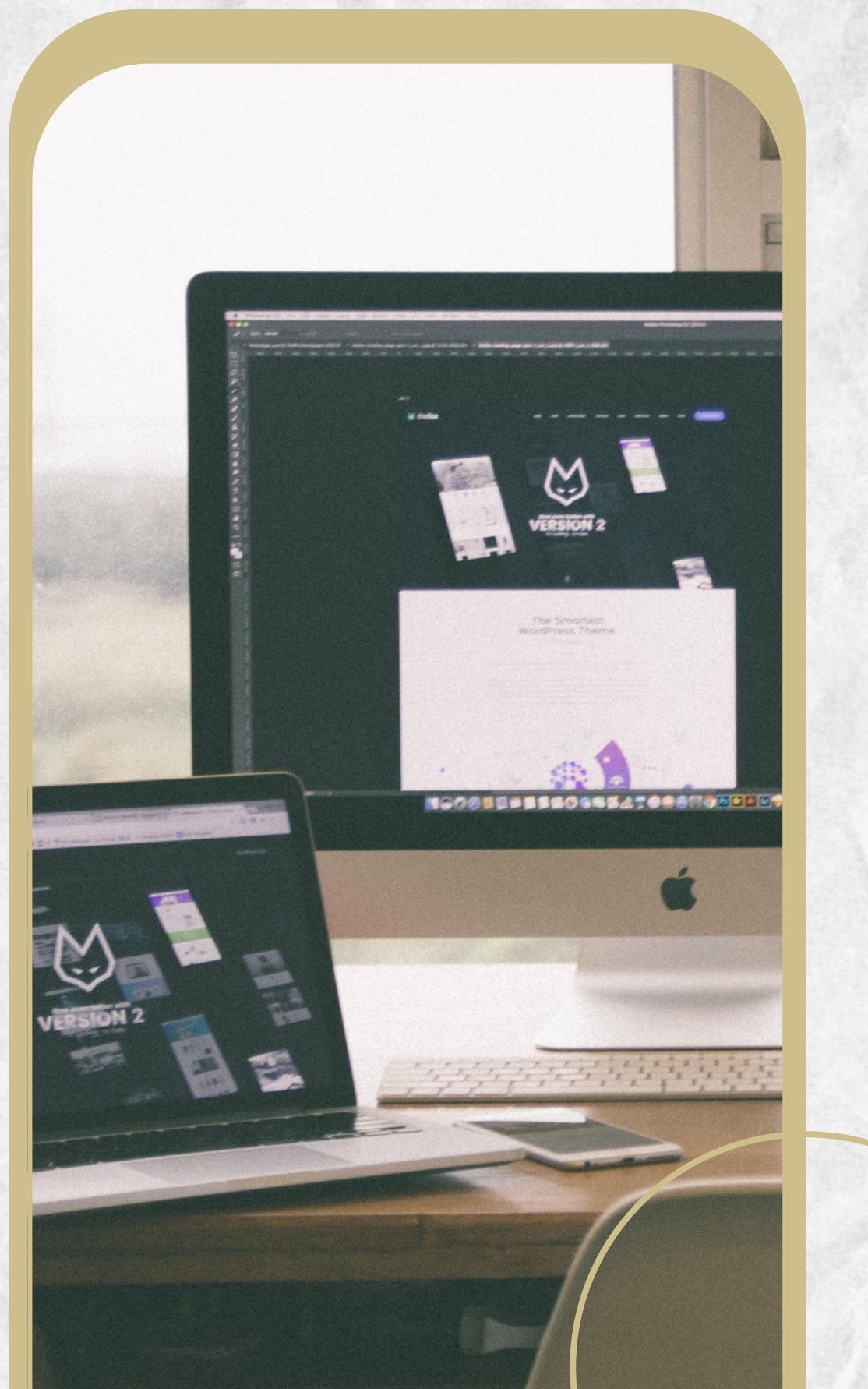
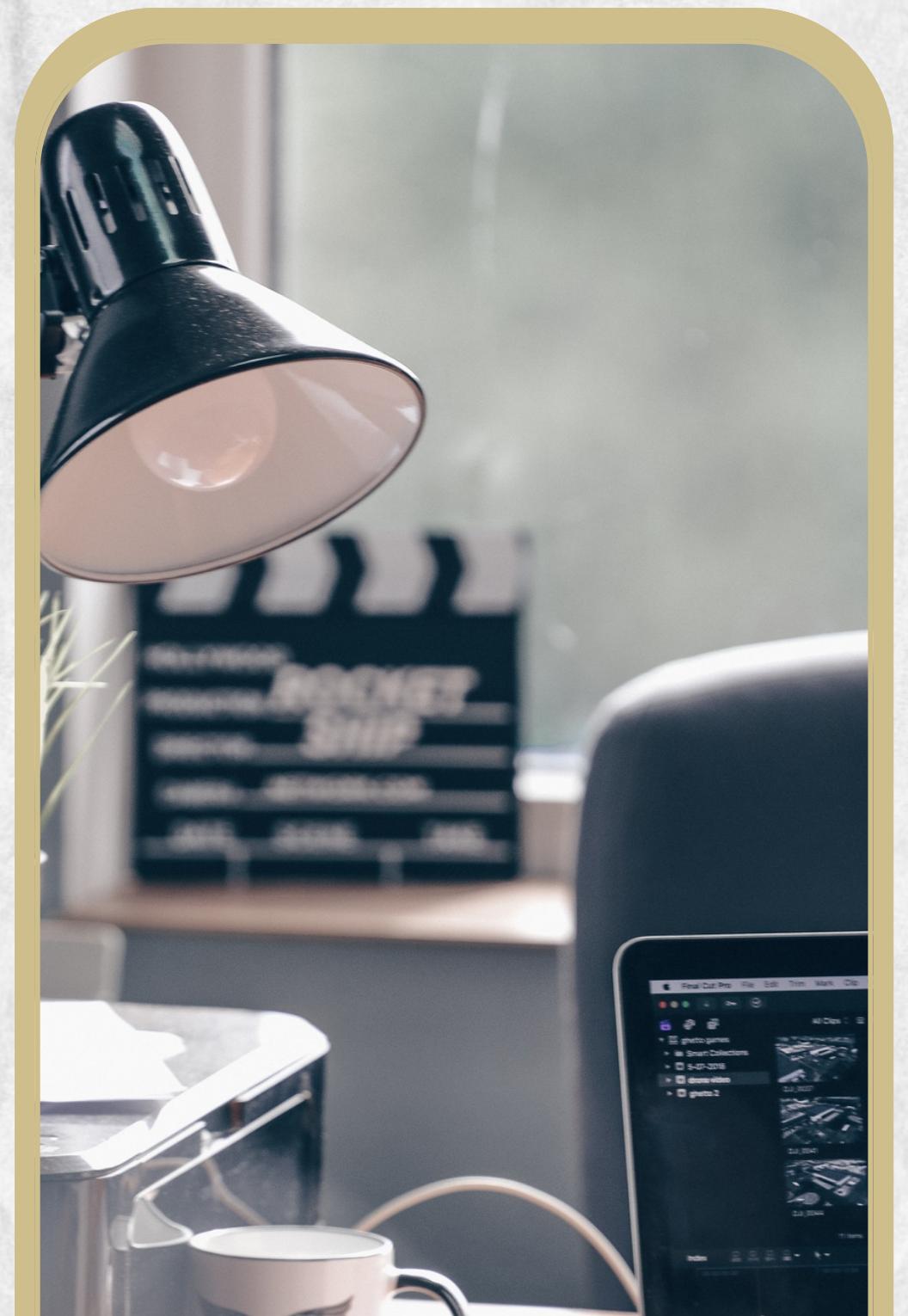
**Dhanu Kumar**  
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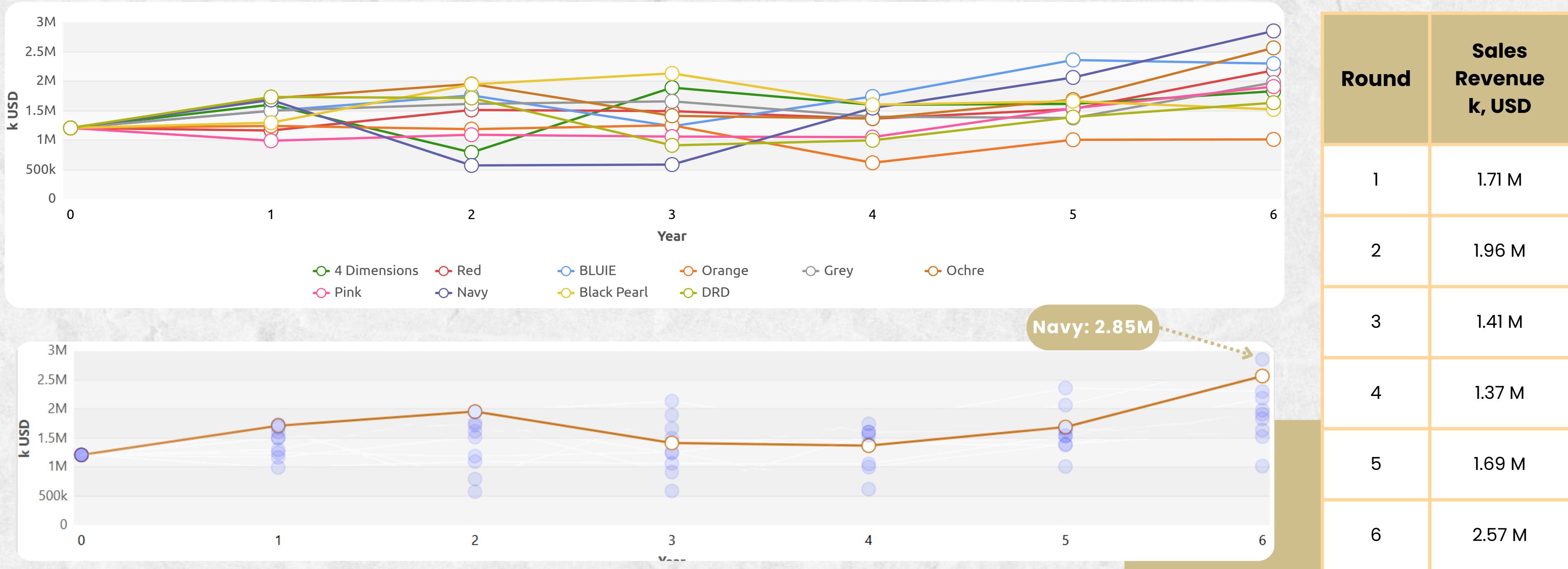
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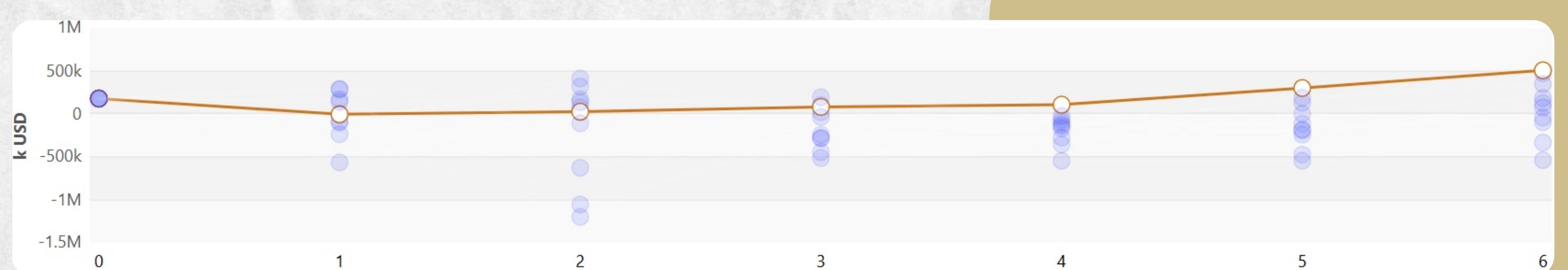
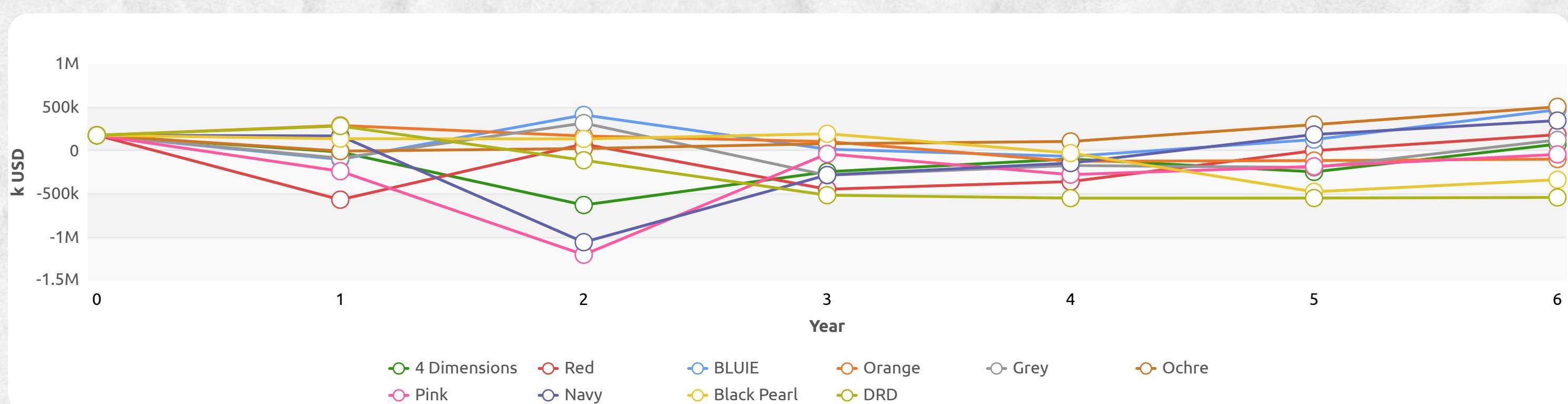
- Sales Revenue
- Profit
- Revenue Growth
- Cumulative T.S.R(%)
- Strategy
- Area, we Improved
- Conclusion



# Sales Revenue

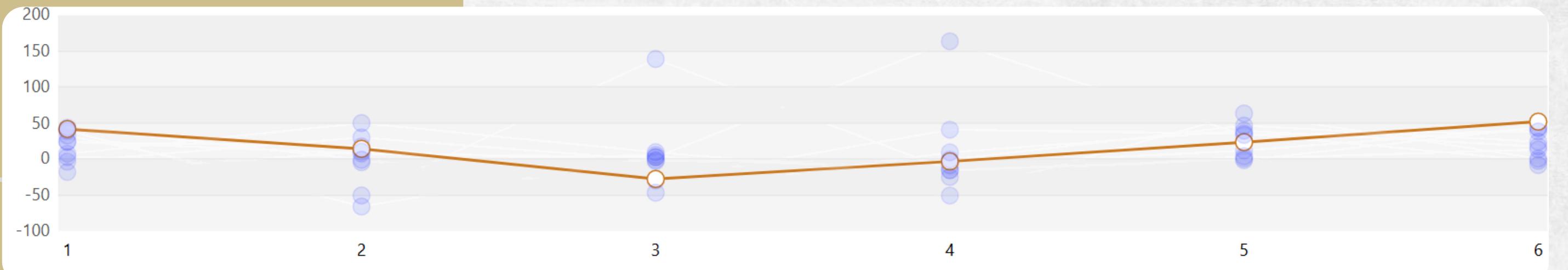
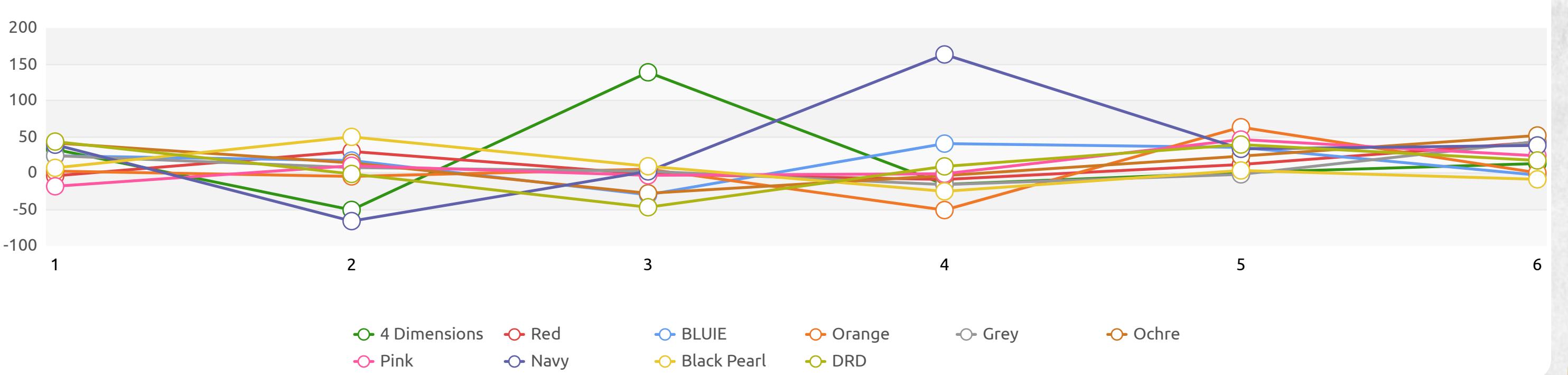


# PROFIT



Round	Profit
1	-3.75 k
2	25.71 k
3	82.03 k
4	107.66 k
5	302.25 k
6	508.71 k

# REVENUE GROWTH



Round	Growth %
1	41.7
2	14.2
3	-27.7
4	-3.3
5	23.5
6	52

# Cumulative T.S.R (%)

Round :- 5

Team	Cumulative total shareholder return (p.a.), % ↓	Operating profit before depreciation (EBITDA), %	Equity ratio, %	Return on capital employed (ROCE), %	Return on equity (ROE), %	Earnings per share (EPS), USD
Ochre	1.48	29.68	67.05	27.38	37.40	10.25
BLUIE	-1.06	17.94	77.64	15.04	9.91	4.06
Grey	-5.98	3.63	85.55	-8.28	-11.08	-4.83
Black Pearl	-13.77	-2.44	41.64	-13.07	-34.25	-13.95
Orange	-16.05	4.11	69.68	-5.91	-10.60	-3.79
Red	-18.41	24.37	N/A	15.86	N/A	0.04
Navy	-20.77	23.59	73.68	15.46	12.40	3.60
Pink	-28.53	11.00	N/A	7.19	N/A	-4.96
4 Dimensions	-29.33	18.78	2.83	5.22	-126.73	-7.17
DRD	-83.83	4.36	N/A	-7.37	N/A	-16.32



# Cumulative T.S.R (%)

Round :- 6

Team	Cumulative total shareholder return (p.a.), % ↓	Operating profit before depreciation (EBITDA), %	Equity ratio, %	Return on capital employed (ROCE), %	Return on equity (ROE), %	Earnings per share (EPS), USD
Ochre	6.95	25.27	75.86	38.78	50.19	17.24
BLUIE	3.53	27.86	94.30	33.15	31.97	14.96
Grey	-5.29	20.09	97.22	11.76	7.36	3.13
Navy	-7.28	22.35	92.94	21.63	16.86	6.09
Red	-7.90	14.41	14.09	33.07	N/A	5.62
4 Dimensions	-10.04	28.80	8.62	18.33	70.40	2.25
Pink	-18.64	8.56	N/A	14.90	N/A	-1.04
Orange	-23.23	10.26	52.18	-0.12	-9.95	-3.21
Black Pearl	-63.57	12.62	27.01	-2.19	-31.49	-9.55
DRD	-77.77	0.85	N/A	-10.74	N/A	-16.11

# STRATEGY



Market Growth Analysis



Product Launch Strategy



Pricing Strategy

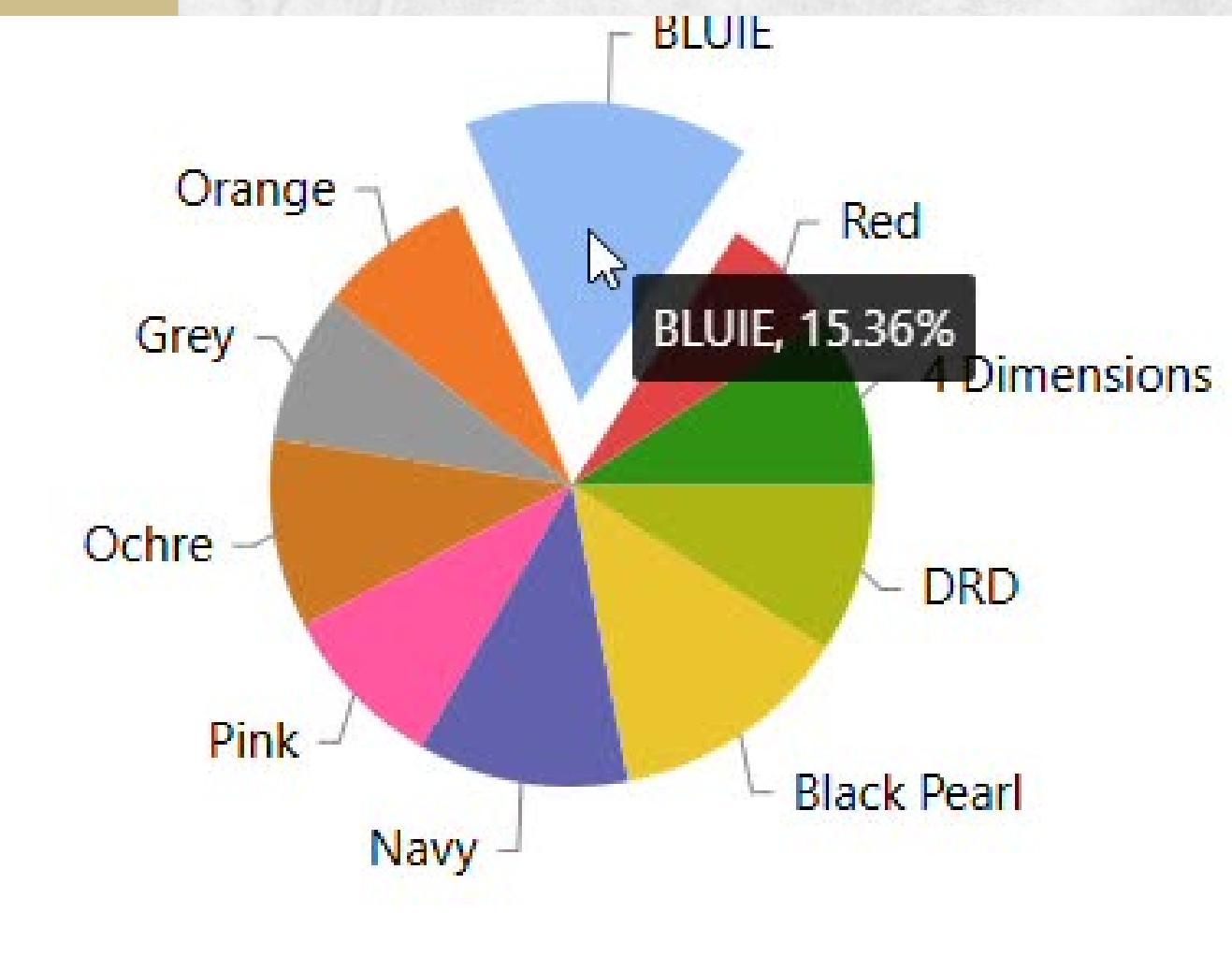


Tax Minimization strategy

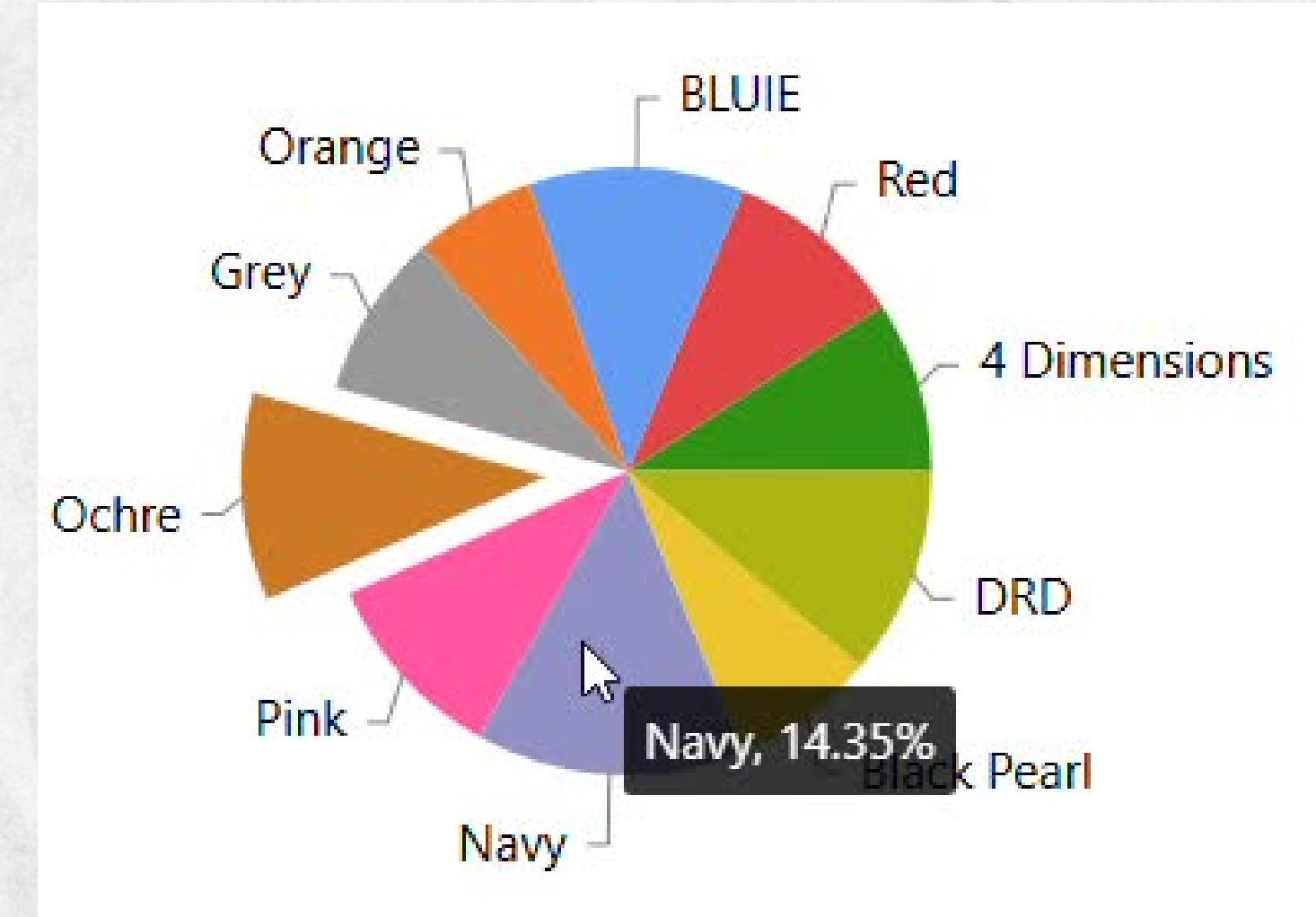


# Market Growth Strategy

## Round : 5



## Round : 6



Market, Product	Technology
USA	
Product 1	Tech 1
Product 2	Tech 4
Asia	
Product 1	Tech 1
Product 2	Tech 3
Europe	
Product 1	Tech 3
Product 2	Tech 4



## Product Launch Strategy

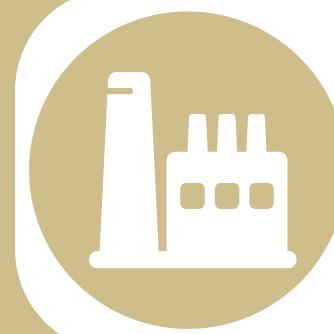
### Tech Replacement Decisions

- **Drop:** Tech 1 from Europe and Tech 2 from all market.
- **Add/Scale:** Tech 3 and Tech 4 in high-demand regions (Asia & Europe)
- Rationale: Aligns product mix with market demand to maximize revenue potential.



## Pricing Strategy

- Leverage high demand of Tech 4 in Europe and sell it in slightly premium.
- Apply dynamic pricing based on market conditions.
- Outcome: Optimized production, higher ROI, and better market penetration.



# Tax Minimization strategy



Team	Effective Tax Rate
4 Dimensions	23.5 %
Bluie	12.2 %
Orange	28.5%
Grey	12.6%
Ochre	<b>3.3%</b>
Pink	105.08 %
Navy	22.9%
Black Pearl	10.9 %

- **Taxable profit in USA** = \$0 → Used **\$773K** loss carryforward effectively. Loss carryforward in USA reduced to **\$193K**
- Global profit increased to **\$580K**
- Asia & Europe absorbed controlled profit at moderate tax rates (22% & 31%)
- **Effective Global Tax Rate reduced to 3.3%**
- Compared to statutory rates: USA (38%), Europe (31%), Asia (22%)

## Round :- 5

	4 Dimensions	Red	BLUIE	Orange	Grey	Ochre	Pink	Navy	Black Pearl	DRD
Profit before taxes	-200 758	20 004	256 321	-105 014	-190 245	341 497	-112 701	321 648	-473 603	-533 498
Income taxes	43 148	18 828	127 101	8 553	2 977	39 248	68 177	133 534	705	13 369
Profit for the round	-243 907	1 176	129 220	-113 567	-193 222	302 249	-180 877	188 114	-474 308	-546 868

## Round :- 6

	4 Dimensions	Red	BLUIE	Orange	Grey	Ochre	Pink	Navy	Black Pearl	DRD
Profit before taxes	156 308	210 932	556 387	-62 024	209 244	522 765	-8 467	524 125	-314 334	-534 007
Income taxes	79 716	25 358	81 275	34 127	83 941	14 054	33 473	175 031	20 082	5 660
Profit for the round	76 592	185 574	475 111	-96 151	125 304	508 711	-41 939	349 094	-334 416	-539 667

# Area we Improved



Metric	Round 3	Round 4	Round 5	Round 6	Trend
Cumulative Shareholder Return (p.a.), %	-4.74	-5.82	1.48	6.95	Improving
Operating Profit (EBITDA), %	25.21	27.18	29.68	25.27	Stable/Strong
Equity Ratio, %	49.83	53.27	67.05	75.86	Improving
ROCE, %	15.58	18.13	27.38	38.78	Rapid Improvement
ROE, %	12.35	15.85	37.40	50.19	Improving Fast
EPS (USD)	2.78	3.65	10.25	17.24	Strong Growth

# KPI'S

Metric	Team Ochre	Industry Average	Comment
Cumulative Earnings (k USD)	1,201,923	-106,964	 Top performer in profitability
Market Capitalization (k USD)	7,857,952	4,087,207	 ~2× industry avg. – signals dominance
Share Price (USD)	266.37	126.88	 Highest share price
Average Trading Price (USD)	196.03	87.96	 Shows investor confidence
Dividend Yield (%)	3.18%	0.40%	 Best shareholder return
P/E Ratio	15.45	24.32	 Reasonably valued (not overhyped)
Cumulative Total Shareholder Return (p.a., %)	6.95%	-14.99%	 Team with Highest positive returns

# CONCLUSION

**Our team not only delivered the highest earnings and returns, but also created the most valuable and investable company by focusing on sustainable profitability, shareholder trust, and capital growth.**





# THANK YOU

By : Team Ochre

## Q & A

