



PRO FX TECH LIMITED
INVESTOR PRESENTATION

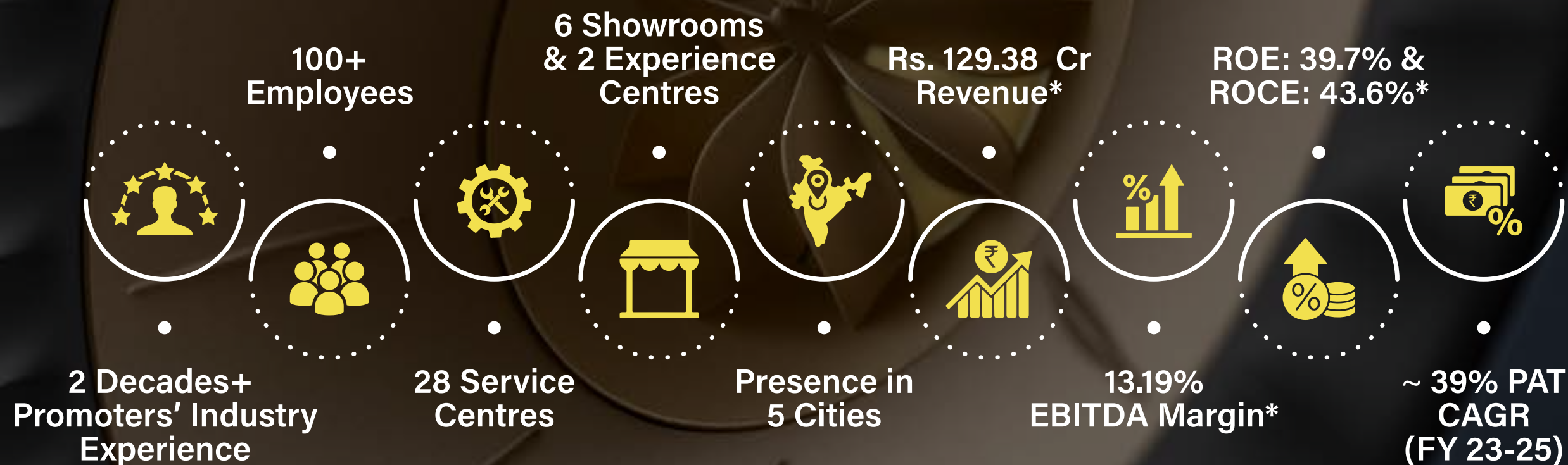


Book Running Lead Manager

Hem Securities Ltd.

Company Overview

- Engaged in the business of retail & distribution of specialized AV products
- AV solutions for premium home theatres multi-room audio, bespoke corporate requirements & home automation systems
- Recently, ventured into Digital Signage Solutions



* Based on Mar'25 Figures

Business Verticals

Distribution Business

- Amplifiers and Processors
- Speakers
- Subwoofers
- Sound Bars
- Turn-tables
- Audio Streamers
- Cables



Home Theatre & Automation Solutions

- Home Theatres
- Hi-Fi Systems
- CCTV Systems
- WiFi Systems
- Security Systems
- Commercial & Professional AV systems

Corporate Solutions

- Boardrooms & Corporate Lobbies
- Retail Spaces
- Food and Beverage Establishments
- Hospitals and Educational Institutions
- Places of Worship



Segment Wise Revenue

Approximately 73% of the revenue in FY 2024-25 is derived from Distribution, followed by Corporate Solutions at ~15%.

(₹in Lakhs)

S.No.	SEGMENT	FY 2024-25		FY 2023-24		FY 2022-23	
		Amount	%	Amount	%	Amount	%
1	Distribution	9,398.57	72.65%	8,127.18	73.56%	6,881.24	71.84%
2	Retail	1,159.83	8.96%	1,539.02	13.93%	1,483.32	15.49%
3	Corporate Solutions	2,003.76	15.49%	1,258.51	11.39%	1,138.92	11.89%
4	Home Automation Solutions	375.38	2.90%	123.02	1.11%	74.91	0.78%
	TOTAL	12,937.54	100.00%	11,047.73	100.00%	9,578.39	100.00%



Geography Wise Revenue

- Distribution rights for renowned brands such as Denon, Polk, Definitive Technology, KEF, Theory, Pro Audio Technology, JBL and Revel.
- Derives majority of Revenue from states: Karnataka, Tamil Nadu, Maharashtra, Telangana and Kerala.

(₹in Lakhs)

STATES	FY 2024-25		FY 2023-24		FY 2022-23	
	Amount	%	Amount	%	Amount	%
Karnataka	3,509.84	27.13%	3,041.17	27.53%	2,539.56	26.51%
Tamil Nadu	1,582.80	12.23%	1,581.53	14.32%	1,377.55	14.38%
Maharashtra	1,434.47	11.09%	1,192.16	10.79%	993.92	10.38%
Telangana	847.87	6.55%	1,035.47	9.37%	964.08	10.07%
Kerala	898.16	6.94%	875.70	7.93%	844.36	8.82%
Gujarat	1,125.66	8.70%	820.35	7.43%	530.18	5.54%
Delhi	652.16	5.04%	495.45	4.48%	547.90	5.72%
West Bengal	571.93	4.42%	479.73	4.34%	581.14	6.07%
Haryana	396.39	3.06%	415.31	3.76%	352.30	3.68%
Rajasthan	623.56	4.82%	266.72	2.41%	273.50	2.86%
Punjab	335.41	2.59%	224.43	2.03%	181.88	1.90%
Andhra Pradesh	424.33	3.28%	187.75	1.70%	40.11	0.42%
Madhya Pradesh	217.01	1.68%	121.70	1.10%	76.95	0.80%
Uttar Pradesh	156.39	1.21%	117.33	1.06%	71.95	0.75%
Others	161.56	1.26%	192.93	1.75%	203.01	2.12%
Total	12,937.54	100%	11,047.73	100%	9,578.39	100%



Presence of Showrooms

Mumbai

Bangalore

Mysore

Coimbatore

Ernakulum

Chennai



Showrooms & Warehouse

Mumbai

Showrooms



Warehouse



Kochi



Experience Centres

Bengaluru



Coimbatore



Events & Exhibitions



EXHIBITION

MAGAZINE



IN-STORE MATERIAL



Workflow Process

**Customer visit
to showroom
or experience
center**

**Product
Demonstration**

Consultation

**Receiving
of order**

**Inventory
Management
& Procurement**

**Post
purchase
support**

**Customer
feedback &
satisfaction
reporting**

**Installation of
home theaters,
home
Automation or
corporate
solution**

**Supply of
Product**



Competitive Strengths

Wide Geographical Reach

- Distribution rights for renowned brands with a wide network of dealers across India
- Operating through 6 showrooms and 2 experience Centres across 5 cities in India
- Sourcing arrangements for projectors, screens, LED displays, automation controllers & cables

Extensive Service Infrastructure

- Company has 28 service centres, comprising both 10 company managed and 18 franchised facilities

Experienced Sales and Technical Team

- 100+ Employees with 50+ Employees in sales and marketing and 45 Employees in technical support team

Robust Marketing Strategies and Proactive Customer Engagement

- Website serves as a digital store, showcasing offerings and attracting visitors

Experienced Promoter and Strong Management Team

- Promoters have over two decades of experience in the AV industry



Business Strategies

Strategic Infrastructure Expansion

- Operating 2 Experience Centres in Bangalore and Coimbatore
- To reach new customer segment, by establishing Showroom and Experience Centres in tier-1 and tier-2 cities across India

Portfolio Expansion - Diverse Array of Brands

- Distributorship of a diverse and robust portfolio of international brands

Penetrating Digital Signage Market

- Expanding into both B2B and B2C sectors of the digital signage market
- Delivering cutting-edge visual technology that enhances both commercial and consumer experiences

Strengthening E-commerce Presence

- Strengthening E-commerce offerings through website and social media platforms to introduce online sales

Expansion of Service Network

- Providing comprehensive support to Customers, expanding service network by establishing additional service Centres across various towns & cities



Global Brand Outreach

Distribution: rights for:

DENON

polk

D. DEFINITIVE
TECHNOLOGY

PRO
PROAUDIOTECHNOLOGY

JBL

KEF

THEORY
THEORY AUDIO DESIGN

REVEL

Retail Brands:

CRESTRON

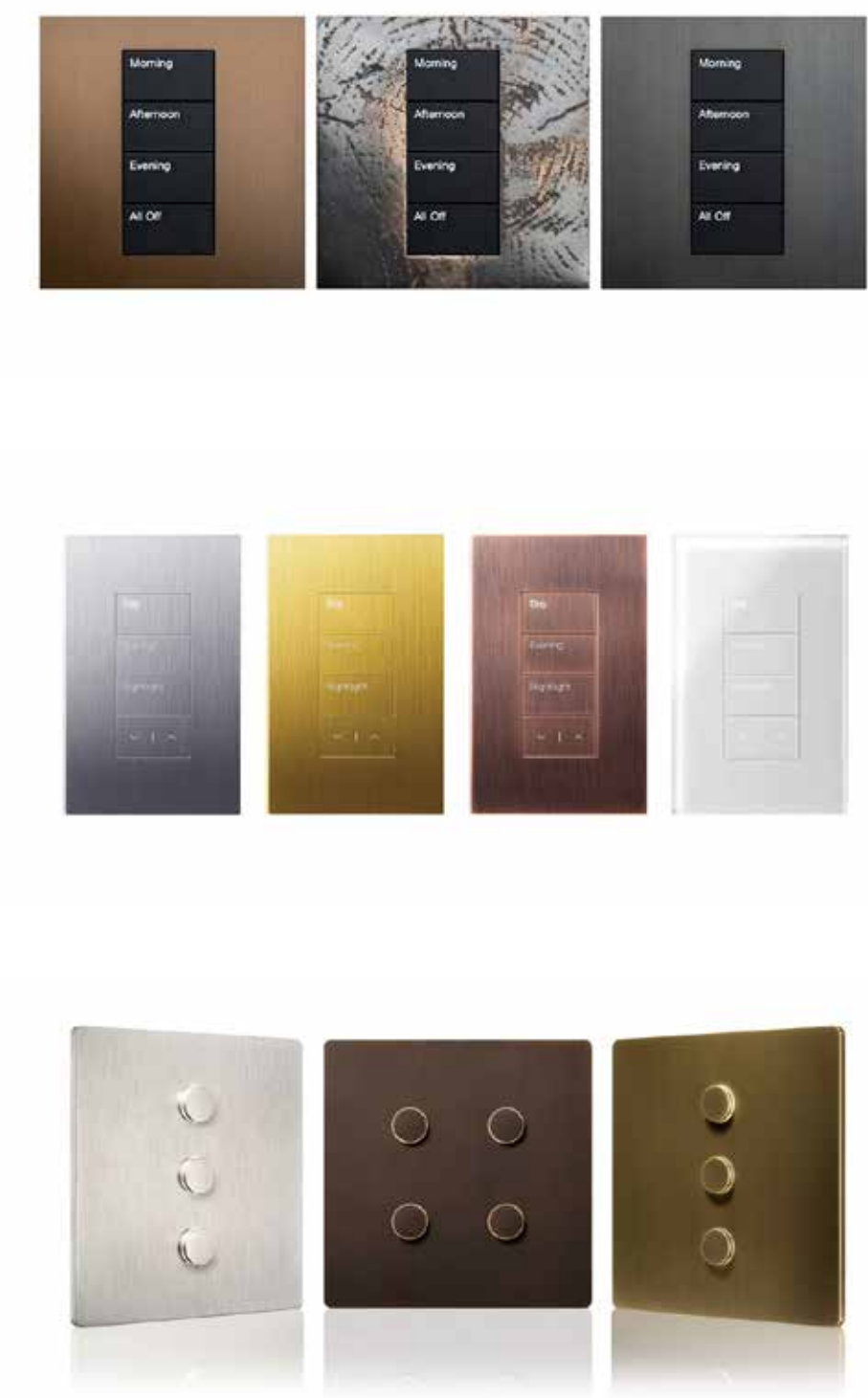
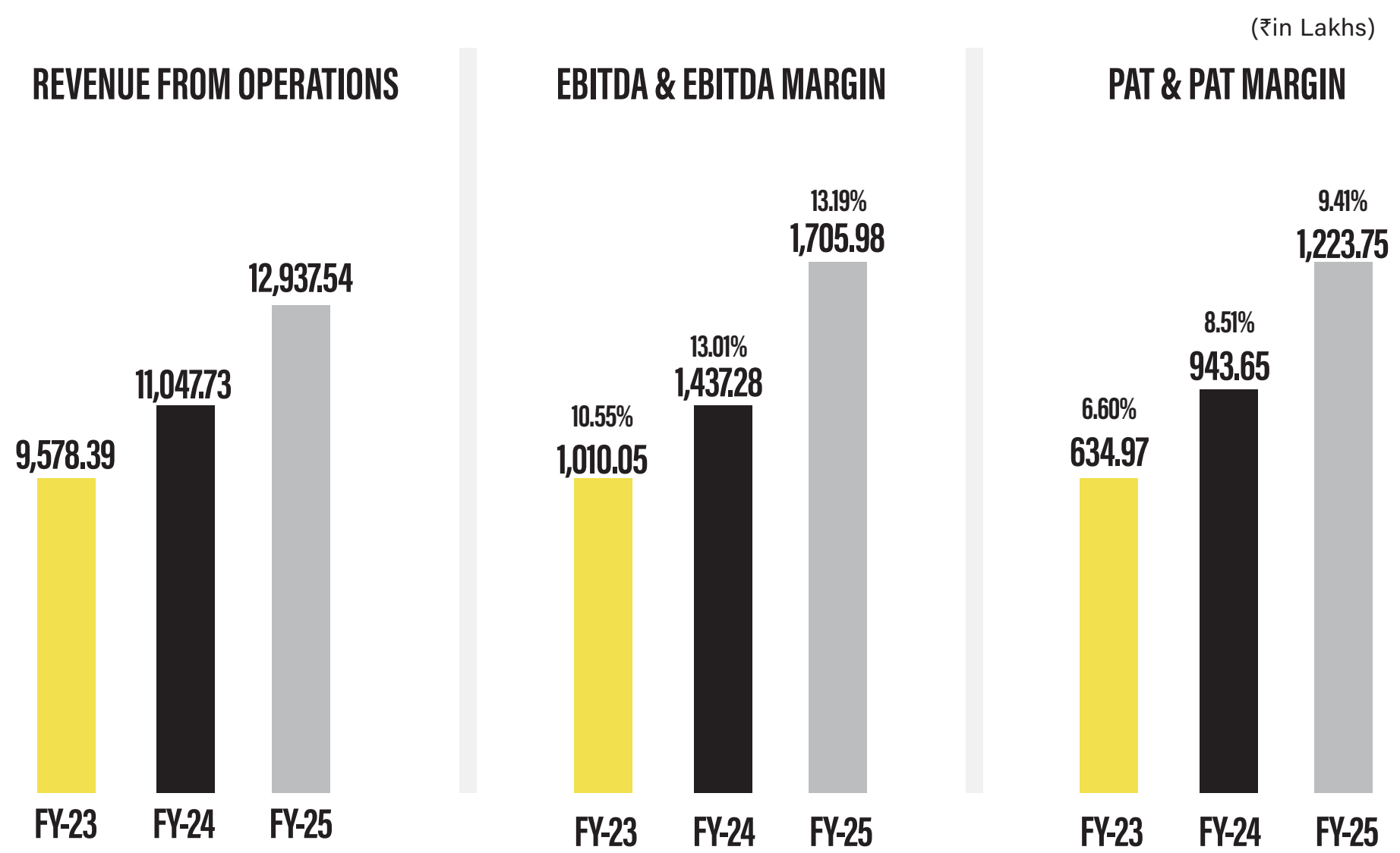
LUTRON

Unilumin

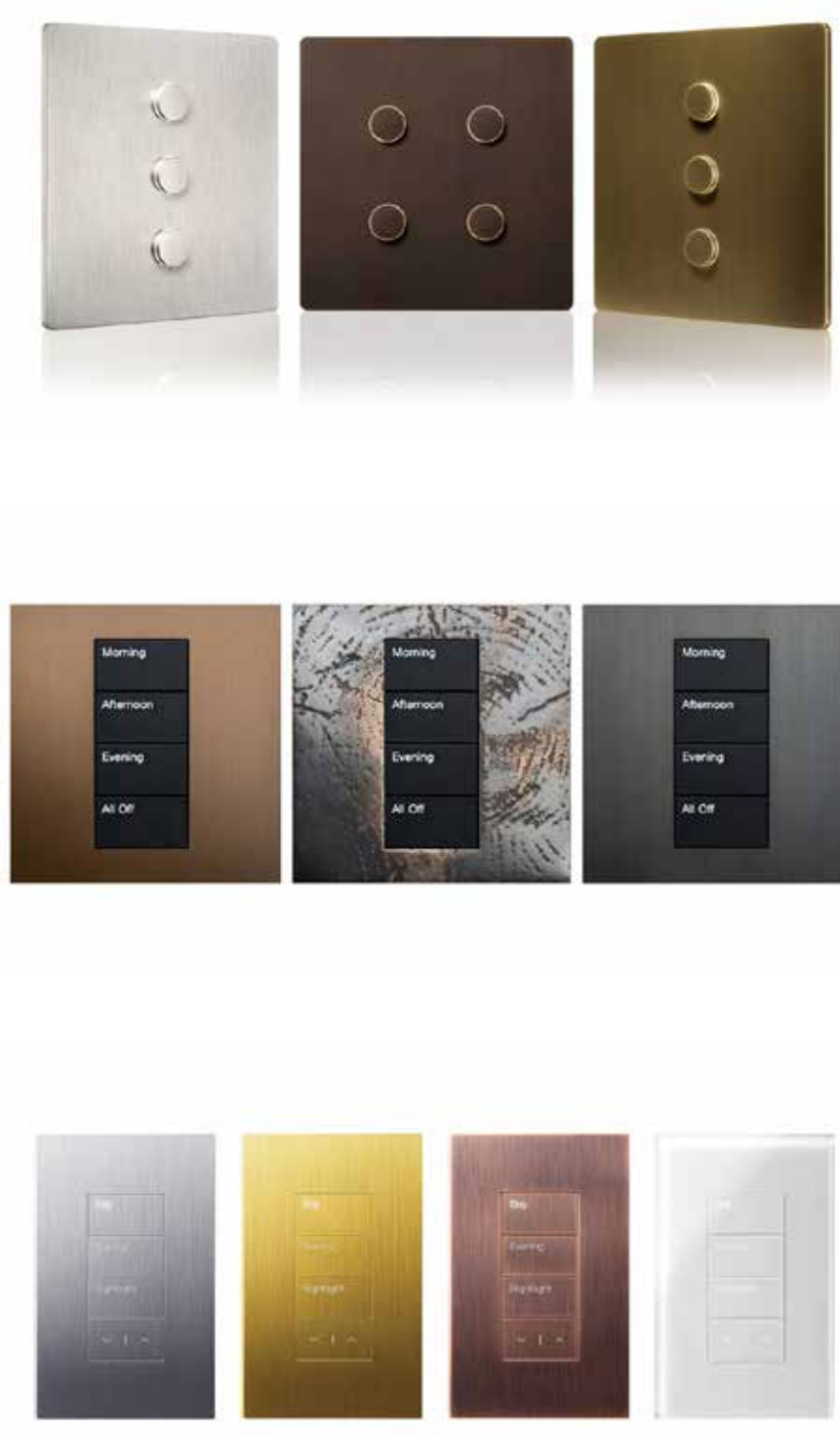
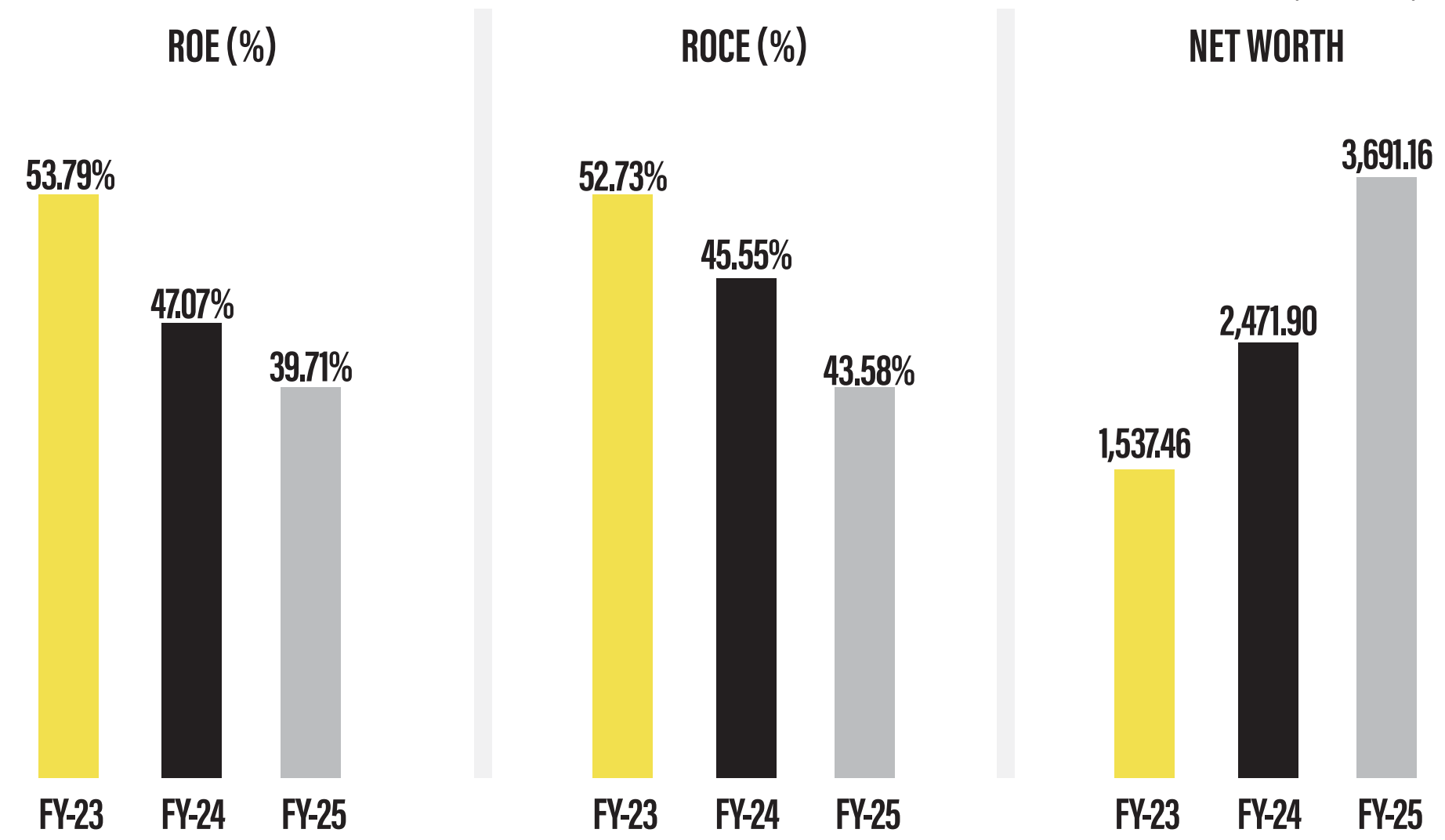
Sourcing arrangements for projectors, screens LED Display, automation controllers, cables and more from brands such as Crestron, Lutron, and Unilumin



Key Performance Indicators



Key Performance Indicators



Industry Overview

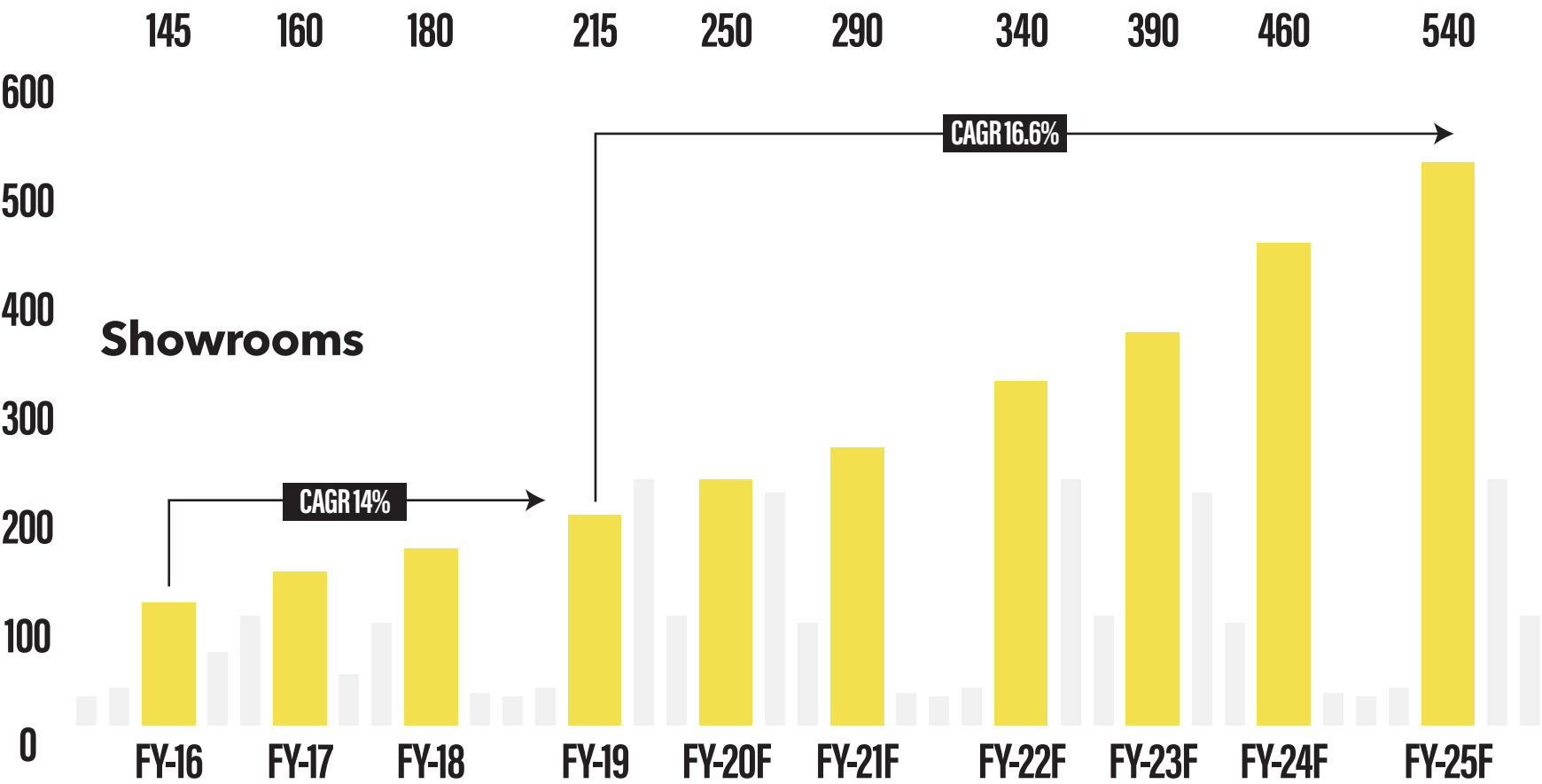
- Electronics market is expected to accelerate at a CAGR of 16.6% in 2020-25, with the total demand likely to account for US\$ 540 billion in FY25
- Government of India aims to make electronics goods amongst india's 2-3 top-ranking exports by 2026
- With growing affluence & Evolving consumer lifestyles, demand for premium home entertainment electronics and home automation, set to grow in coming years
- Electronic goods exports are expected to be at US \$120 billion by 2026



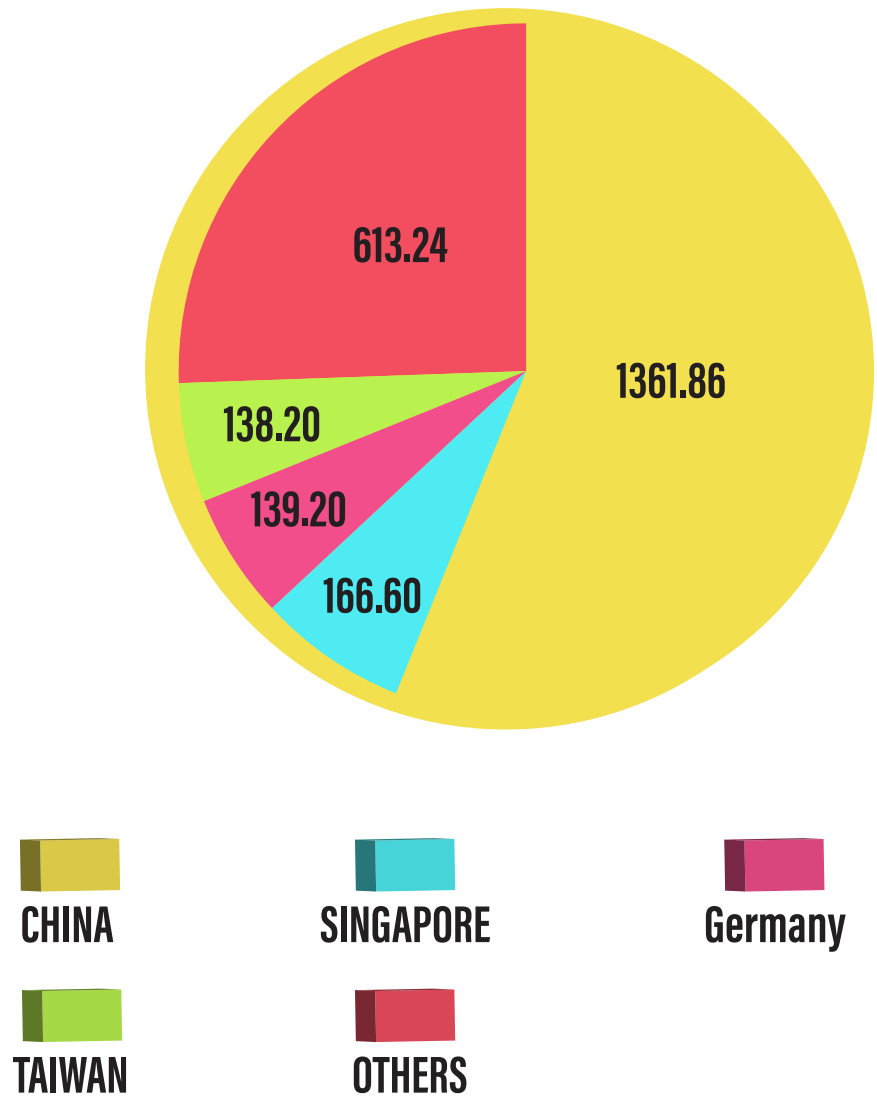


Industry Overview

Electronics Market in India (US\$ Billion)



Electronics Imports in India(FY25*)(US\$ million)



Advantage India

Robust Demand

- Country's entertainment and media industry is expected to see a growth of 9.7% annually in revenues to reach US\$ 73.6 billion by 2027

Rising Private Activity

- The rate of AI adoption in key industries across India to expand by an additional 5-7% in FY25

Policy Support

- Govt. has increased the FDI limit from 74% to 100%
- Union Cabinet approved the auction of 10,523.15 megahertz (MHz) at a reserve price of Rs. 96,317.65 crores (US\$ 11.60 billion)

Attractive Opportunities

- India's AI market is growing at a CAGR of 25-35% and is projected to reach around US\$17 billion by 2027

Higher Investments

- In the Interim budget of 2024-25 the Ministry of Information and broadcasting was allocated Rs. 4,342.55 crore (US\$ 523.20 million)



Management



Manmohan Ganesh

- Chairman & Managing Director
- Qualification: Post Graduate Diploma in Business Administration (Marketing Management), Bachelor of Commerce (B.Com.)
- Experience: Around 33 years in Residential AV business



Appadurai Manuel

Santhana Joekumar

- CFO & Whole Time Director
- Qualification: Masters in Commerce
- Experience: 2+ Decades



Shreya Nambiar

- Non-Executive Director
- Master in Science from SOAS, University of London

Key Events & Milestones

Incorporation
of the
Company

2006



2015

Received awesome
Multi room Project
award by Crestron



Awarded as best
“Trade Supplier”
(Distributor) by
CEDIA at London

2023



2022

Received Most
Strategic
Partner award
by LG's at Goa



Crossed
turnover of Rs.
100 Cr.

2024



Shareholding Pattern

Holding 1% or more of the paid-up Share Capital of the Company:

(₹in Lakhs except%)

S.No.	Names of shareholder	Share Held (Face Value of rs. 10 each)	% Pre-Issue paid up Share Capital
1	Manmohan Ganesh	42,99,040	33.40
2	Shreya Nambiar	45,05,000	35.00
3	Jupiter Capital Pvt. Ltd.	38,61,686	30.00
4	Ladnun Consultancy Services LLP	1,28,717	1.00
	TOTAL	1,27,94,443	99.40

Profit and Loss Statement

(₹ in Lakhs)

PARTICULARS	For the Year / Period ended		
	31 March 2025	31 March 2024	31 March 2023
Revenue from operations	12,937.54	11,047.73	9,578.39
Other income	67.88	46.54	47.55
Total income	13,005.42	11,094.27	9,625.94
Expenses			
Purchases of stock-in-trade	10,544.25	7,692.58	7,548.79
Changes in inventories of stock-in-trade	(1,492.83)	82.89	(800.11)
Employee benefits expense	1,005.33	833.36	802.94
Finance costs	71.88	69.67	48.18
Depreciation and amortisation	72.35	164.30	171.50
Other expenses	1,153.32	980.60	998.10
Total expenses	11,354.30	9,823.41	8,769.41
Restated profit before tax for the year	1,651.11	1,270.86	856.52
Tax expense			
(i) Current tax	(436.79)	(338.31)	(255.39)
(ii) Deferred tax	9.43	11.11	33.83
Restated profit for the year	1,223.75	943.65	634.97
Other comprehensive Income			
Items that will not be reclassified to Profit or Loss			
(i) Remeasurement gains/(losses) of defined benefit plans	(5.99)	(12.32)	105.86
(ii) Income tax relating to items that will not be reclassified to profit or loss	1.51	3.10	(26.64)
Total other comprehensive income for the year	(4.49)	(9.22)	79.22
Total restated comprehensive profit for the year	1,219.27	934.43	714.18
Earnings per equity share (face value of ₹ 10/- each)			
Basic (in ₹)	9.51	7.33	4.93
Diluted (in ₹)	9.51	7.33	4.93

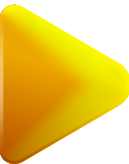


Balance Sheet

(₹ in Lakhs)

PARTICULARS	As at the Year / Period ended		
	31 March 2025	31 March 2024	31 March 2023
Assets			
Non-current assets			
Property, plant and equipment	74.04	88.60	198.71
Right-of-use assets	6.08	33.44	69.64
Intangible assets	3.25	3.21	1.55
Financial assets			
(i) Loan	25.91	28.26	19.40
(ii) Other financial assets	73.61	48.39	47.92
Deferred tax assets (net)	150.74	139.80	125.59
Other non-current assets	30.43	32.09	34.28
Total non-current assets	364.06	373.79	497.10
Current assets			
Inventories	2,983.97	1,491.14	1,574.03
Financial assets			
(i) Trade receivables	2,103.59	1,894.99	1,171.34
(ii) Cash and cash equivalents	528.76	571.36	278.24
(iii) Bank balance other than above	211.00	157.25	146.42
(iv) Loan	18.61	13.77	12.90
Other current assets	405.28	138.37	69.87
Total current assets	6,251.22	4,266.87	3,252.80
Total assets	6,615.27	4,640.66	3,749.90
Equity and liabilities			
Equity			
Equity share capital	1,287.17	1,287.17	1.43
Other equity	2,403.99	1,184.73	1,536.04
Total equity	3,691.16	2,471.90	1,537.46
Liabilities			
Non-current liabilities			
Financial liabilities			
(i) Borrowings	69.78	236.87	44.99
(ii) Lease liabilities	0.26	5.62	42.33
Provisions	207.34	198.80	193.74
Total non-current liabilities	277.37	441.30	281.06
Current liabilities			
Financial liabilities			
(i) Borrowings	134.84	145.62	17.13
(ii) Lease liabilities	8.41	36.71	38.45
(iii) Trade payables	-	-	-
Total outstanding dues of micro enterprises and small enterprises	-	-	-
Total outstanding dues of creditors other than micro enterprises and small enterprises	1,486.40	705.17	1,085.87
(iv) Other financial liabilities	2.29	4.28	0.78
Other current liabilities	555.38	502.31	424.32
Provisions	237.86	202.98	179.25
Current tax liabilities (net)	221.56	130.39	185.57
Total current liabilities	2,646.73	1,727.46	1,931.38
Total liabilities	2,924.11	2,168.76	2,212.44
Total equity and liabilities	6,615.27	4,640.66	3,749.90





Cashflow Statement

(₹in Lakhs)

PARTICULARS	As at the Year / Period ended		
	31 March 2025	31 March 2024	31 March 2023
A) Cash flow from operating activities			
Profit before tax for the year	1,651.11	1,270.86	856.52
Adjustments for:			
Depreciation and amortization	72.35	164.30	171.50
Finance costs excluding interest on lease liabilities	48.29	40.11	12.49
Interest expense on lease liabilities	4.52	9.80	17.09
Provision for Expected Credit Loss	42.73	(8.14)	26.50
Provision for Gratuity	35.94	30.16	34.65
Provision for Leave Encashment	4.80	(30.76)	22.60
Provision for warranty	28.35	22.04	14.91
Bad Debts and Advances written off	1.98	13.74	7.20
Interest income	(14.57)	(10.27)	(7.99)
Interest income on Security Deposit	(2.31)	(2.43)	(3.11)
Prepaid Lease Expenses written off	2.05	2.19	3.07
Operating profit / (loss) before working capital changes	1,875.22	1,501.62	1,155.44
Changes in working capital			
Inventories	(1,492.83)	82.89	(800.11)
Trade receivables	(253.31)	(729.25)	(207.90)
Other assets (financial & non-financial)	(290.21)	(66.54)	49.28
Trade payables	781.23	(380.71)	(1.47)
Provision	(31.67)	(4.97)	(8.91)
Other liabilities (financial & non-financial)	53.06	77.99	(174.42)
Cash used in operations	641.50	481.03	11.92
Net income tax (paid) / refunds	(345.62)	(393.49)	(168.97)
Net cash flow generated/ (used) from/ in operating activities (A)	295.88	87.54	(157.05)
B) Cash flow from investing activities			
Capital expenditure for property, plant and equipment and intangible assets	(25.22)	(19.65)	(23.64)
Deposit accounts with Banks	(53.75)	(10.83)	(5.43)
Movement in Loans	(2.49)	(9.72)	(0.39)
Interest received	14.57	10.27	7.99
Net cash flow used in investing activities (B)	(66.90)	(29.93)	(21.46)

PARTICULARS	As at the Year / Period ended		
	31 March 2025	31 March 2024	31 March 2023
C) Cash flow from financing activities			
Proceeds from Long-term borrowings	-	396.69	-
Repayment of Long-term borrowings (including current maturities)	(177.88)	(76.32)	(92.84)
Proceeds/ (Repayment) of Short-term borrowings	-	-	-
Payments of lease liabilities including interest thereon	(43.41)	(48.25)	(63.23)
Finance costs excluding interest on lease liabilities	(50.28)	(36.61)	(15.17)
Net cash flow generated/ (used) from/ in financing activities (C)	(271.57)	235.51	(171.24)
Net increase/ (decrease) in cash and cash equivalents during the year (A+B+C)	(42.60)	293.12	(349.75)
Cash and cash equivalents at the beginning the year	571.36	278.24	627.99
Cash and cash equivalents at the end of the year	528.76	571.36	278.24





Issue Structure

Equity Shares Offered	: 46,32,000 Equity Shares
Category Allocation	: QIB: 21,95,200; NII: 6,59,200 RII: 15,37,600; MM: 2,40,000
Stock Exchange to be listed on	: NSE Emerge
Issue Price & Size	: Rs. 87 & Rs. 40.30 Cr.
Lot Size	: 1600 Shares
Issue Period	: 26th June to 30th June, 2025
Issue Proceeds	: <ul style="list-style-type: none">▪ Repayment of a portion of borrowings: Rs. 150 Lakhs▪ Setting-up of 3 new Showrooms cum Experience Centres: Rs. 746.57 Lakhs▪ Working Capital requirements: Rs. 1,900 Lakhs▪ General Corporate Purpose
Book Running Lead Manager	: Hem Securities Ltd.
Registrar to the Issue	: CAMEO CORPORATE SERVICES LIMITED





**PRO FX TECH
LIMITED**



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