Date: July 18, 2024

To
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Sandra Kurla Complex,
Sandra (E), Mumbai - 400 051

Sub: Outcome of investor/analyst meeting held on July 17, 2024

NSE Code: BLUEPEBBLE

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI notification dated May 05, 2021, we wish to inform you that, Blue Pebble Limited (the 'Company') interacted with Analyst of Sovrenn on Wednesday, July 17, 2024.

During this investor meeting, the Company reiterated the information that was generally available in public domain and no additional information was shared with the investor. Please find below the web link of the presentation placed before investors during the meeting and the audio/video recording of the meeting held on Wednesday, July 17, 2024.

https://www.bluepebble.in/investor-relations/corporate-announcements//

Further, the transcript of the aforesaid Earnings Conference call will be intimated to the Stock Exchanges in due course and will be uploaded on the website of the Company at the aforesaid link.

Please take the above matters on your record.

For Blue pebble Limited

NALIN GAGRANI
Digitally signed by NALIN GAGRANI
Date: 2024.07.18 16:47:08 +05'30'

NALIN GAGRANI
Managing Director
Director
DIN: 06981749
Place: Mumbai

bluepebble™

Design | Build | Brand Solutions

blue pebble limited

INVESTOR PRESENTATION

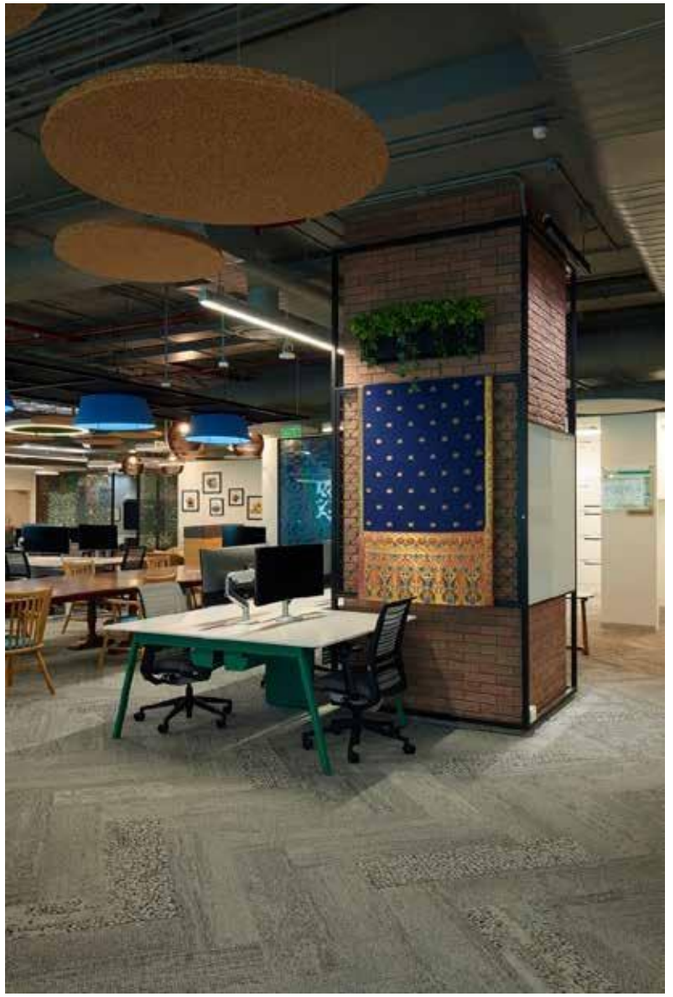


21st June 2024


Infosys
MIHAN

Company Profile Overview

- Award-winning spatial design & custom environmental branding solutions company.
- 6 service offerings for both interior and exterior corporate environments.
- Qualified team delivering quality products & services
- Diverse clientele, including Banks, MNCs, IT firms etc.
- Projects executed across all major Indian states.



- Promoters having 30+ years experience in designing, marketing, printing, and branding solutions industry
- In-house design studio and fabrication facility for comprehensive services.
- FY 2024: ROCE of 72.75%, EBITDA margin of 23.3%, PAT margin of 17%.
- 73.69% CAGR growth in Revenues and 106% CAGR Growth in profit for FY 2021-2024.
- Zero Debt Company

Facts & Figures

100%

Debt Free Company

73.6%

CAGR for revenue FY 21–24

106%

Growth in profit over last 4 years

17%

Profitability Margins FY 24

3+

National Awards





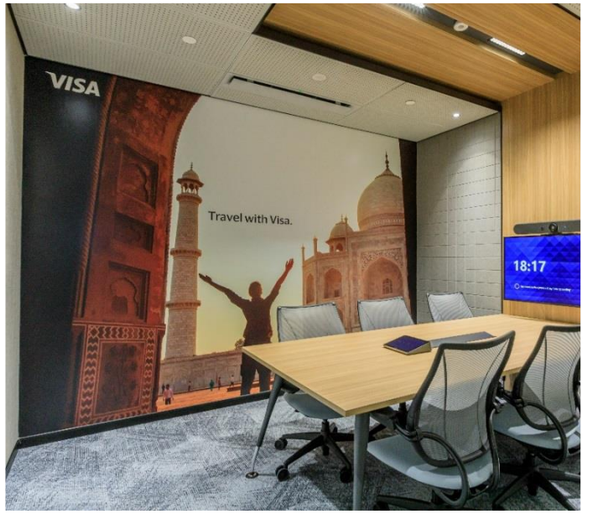
Extensive Portfolio of Offerings

A . ENVIRONMENTAL BRANDING:

- Enhance brand identity, culture through thematic designs .
- Create customized graphics and murals to express the brand's narrative & principles.
- Incorporate digital displays for dynamic brand-related content.
- Infuse the brand's colour scheme, logos, and visuals into the interior design.







Extensive Portfolio of Offerings







B. CUSTOM SIGNAGE SOLUTIONS:

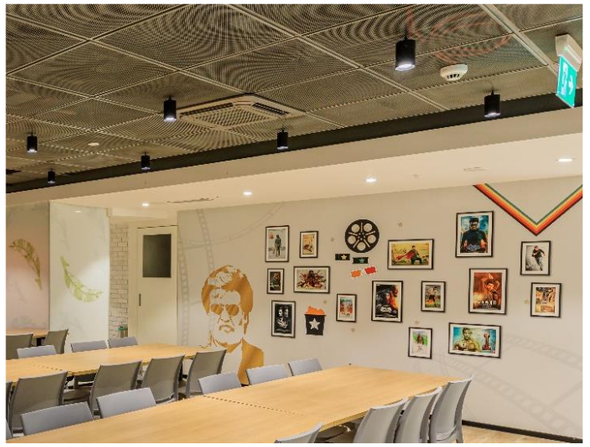
- Offer signage services, including wayfinding, informational, branding, digital, outdoor, indoor, and safety signage.
- Utilize latest technology and materials for signs conveying messages, aiding navigation, and boosting space's visual identity.
- Handle design, printing, and installation of custom wall vinyl, vinyl graphics, window graphics, decals, vinyl floor graphics, glass films, and window films.

Extensive Portfolio of Offerings

C. WALL ARTS, FRAMES AND HAND PAINTING:

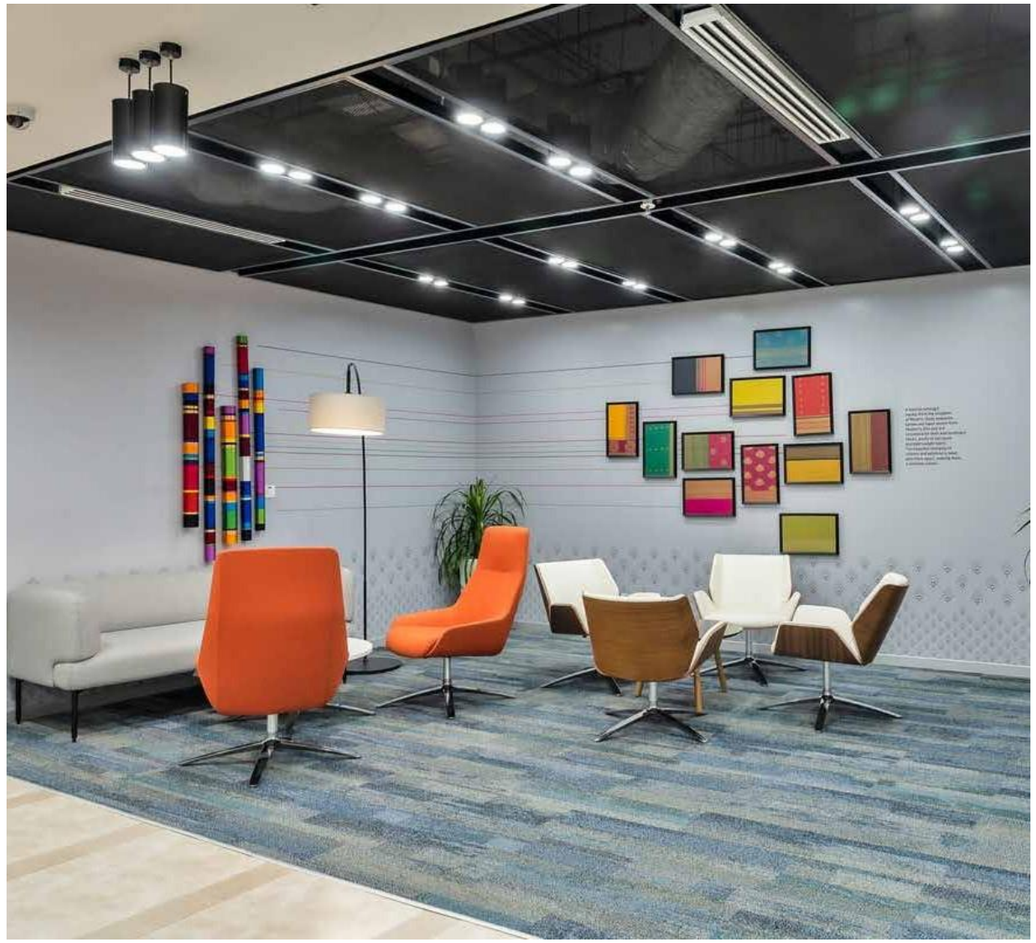
- Provide framing solutions for showcasing artwork, photos, or key documents.
- Offer various frame styles, materials, and sizes to cater to client specific needs.
- Utilize mural painting, stencilling, different finishes, and craftsmanship, & attention to detail & design.



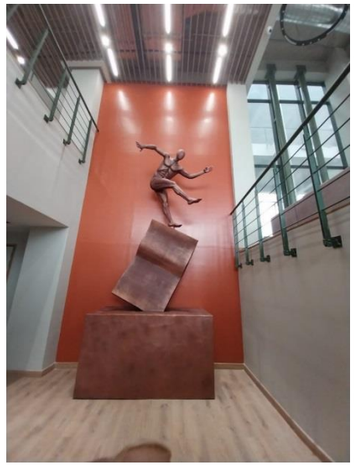




Extensive Portfolio of Offerings









D. 3D INSTALLATIONS

- Offer installations from sculptures to architectural elements, enhancing depth and texture in indoor or outdoor spaces.
- Create stunning 3D pieces that leave a lasting impression and enhance the aesthetic appeal of spaces.

Extensive Portfolio of Offerings

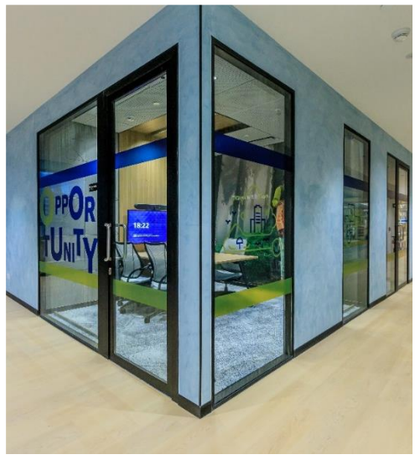
E. SOFT FURNISHINGS

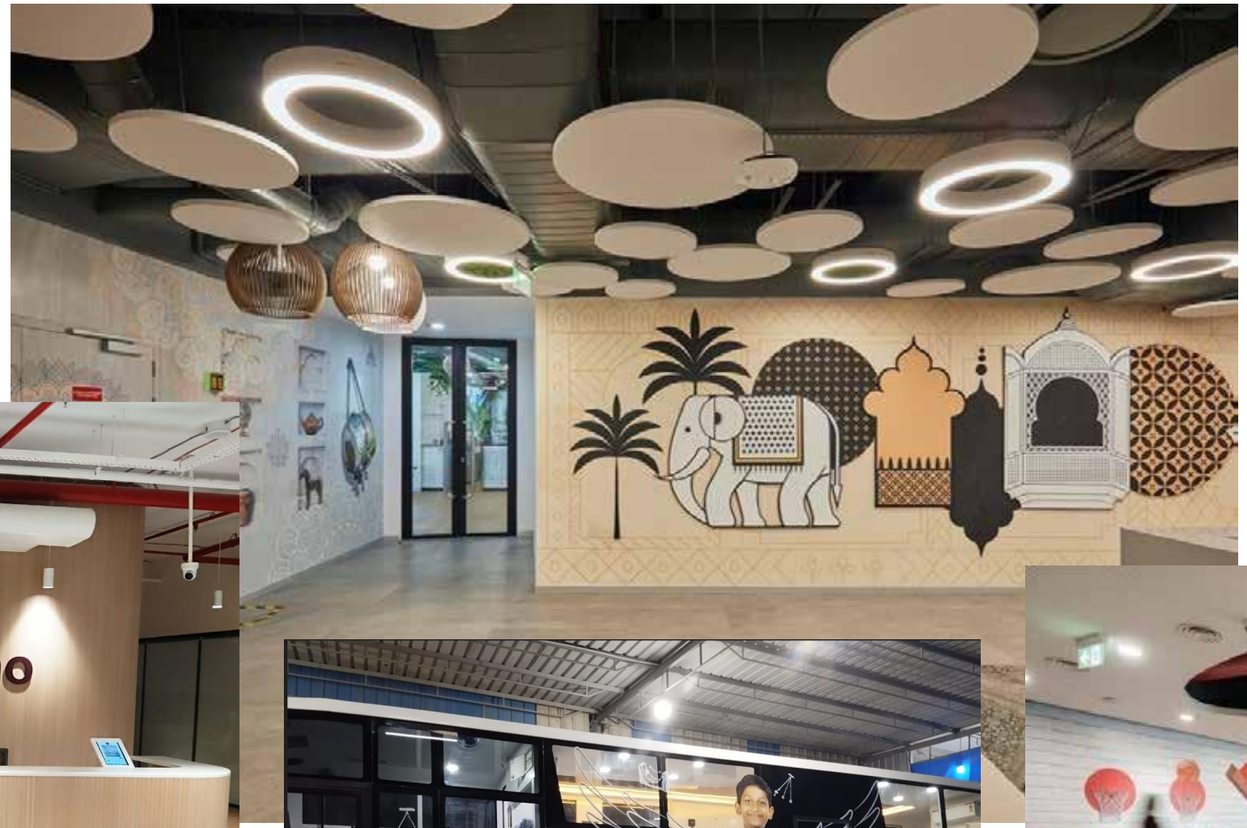
- Offer textile-based elements and accessories for interior decoration and comfort enhancement.
- Provide cushions, curtains, drapes, upholstery, rugs, bed linens, and other fabric-based decor.
- Extensive range of fabrics, designs, and styles to cater to diverse tastes and design themes.





Extensive Portfolio of Offerings











F. DESIGN CONSULTANCY

- Offer comprehensive design and consultancy services in Spatial Environment , digital & experiential aspetcs , and 3D design.
- Provide various services to ensure clients receive expert design advice tailored to their unique needs.

Extensive Portfolio of Offerings







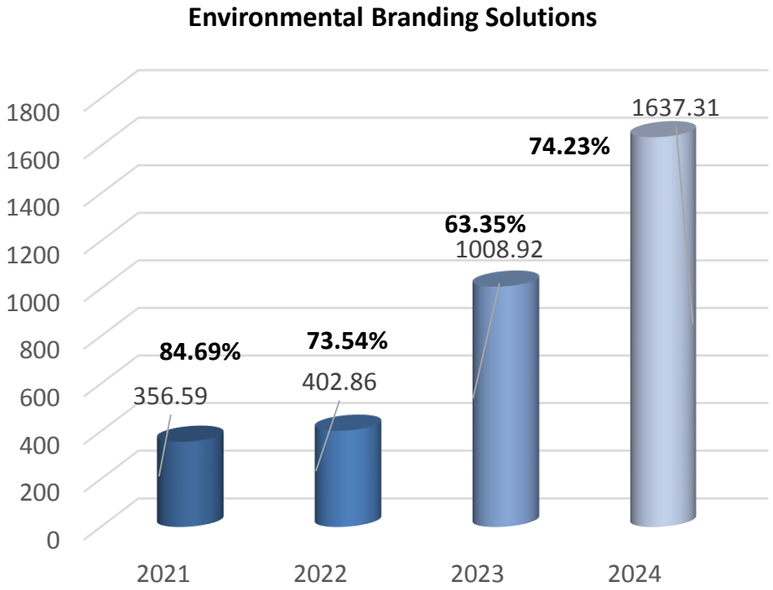
HSBC Musical Event - Tribute to Lata Mangeshkar

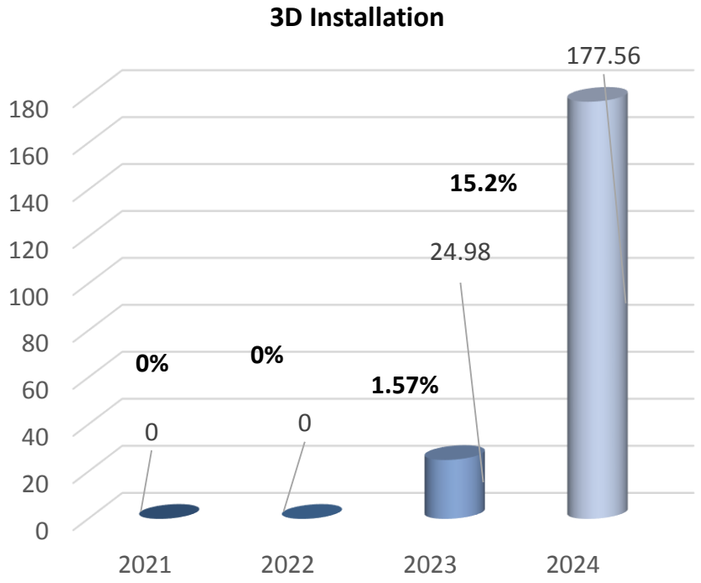


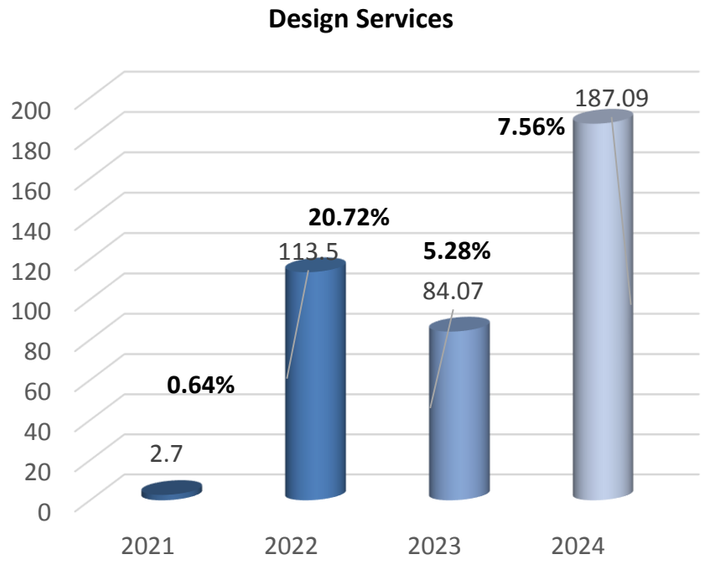
G. DIGITAL AND IMMERSIVERE EXPERIENCES

- Immersive Experiences are a way to connect with customers deeply emotionally.
- In a simple way, An experience that engages the senses and gives the person the impression that they are a part of the event rather than merely a spectator is an immersive experience.

Revenue Distribution by Service







Established Printing & Designing facilities

Dedicated design studio and fabrication setup

- Purchased additional machinery to streamline and grow fabrication unit.
- Large format printing
- Vinyl printing & Lamination
- Fabric printing
- Canvas printing
- Signage manufacturing
- 3D art installation











Location: 112, 1st Floor, Nirman Ind Estate Co.Op. Soc. Ltd. Near Malad Fire Station, Chincholi Bunder, Malad (West), Mumbai-400064

Awards & Recognitions

- Architecture & interior design award in 2022 presented by BeginUp Research Intelligence
- Awarded as Most Creative & Innovative Design Agency' 2022 by Design Awards India
- 'India's Best Design Studio' 2023 by IBDA.
- Trendsetter Architecture and Interior Design Award 2024 by BeginUp Research Intelligence.





INDIA'S BEST DESIGN STUDIO 2023

Workflow Model



Lead Generation

Sales team initiates contact with potential clients and chases on new projects through various architects/ infrastructure heads and PMCs, contracting firms.



Initial Consultation Between Company & Client

To commence any project, a call is scheduled to discuss project requirements, execution plans, and project completion timelines. This discussion takes place between our sales team, architects, and the client's team.



Preparation of Estimates & Bill of Quantities (BOQ)

Following rate negotiations, a work order is generated, accompanied by a unique Project ID for precise project tracking, followed by a receipt of the PO.



Assignment to the Internal Project and Design Teams

At this stage, comprehensive project details are transferred to the product and design teams. These teams then analyse the requirements and plan their tasks accordingly.



Design Phase Including 2D & 3D Concepts

During the design phase, teams develops required design concepts in both 2D and 3D formats to meet the client's specifications.



Approval Process

After completing the steps seek internal approvals and obtain the client's approval. These designs are further refined to encompass the entire project scope.



Printing, Fabrication, & Installation

Following approval, commence the printing and fabrication activities, subsequently implementing the project at the designated site location.



Final Approval & Billing

Following installation, obtain final sign off from both the client and the respective PMC. In this final step, invoices are generated and presented for payment

Key Events & Milestones



2017

Incorporation of the Company in the name of Blue Pebble Private Limited & executed first graphic order with Banking

2018

Diversified to offer large range of custom solutions & services like Signages, Frost Films, clear films, 3D Art, Sculptures, canvas frames, artisanal works

2022

Awarded as Most Creative & Innovative Design Agency' 2022 by Design Awards India & 'India's Best Design Studio'

2023

Conversion of the company from Private Limited to Public Limited

2024

Initiated Digital and Experiential Designs Vertical with first order with a multinational banking client.

2024

Commenced works on new Design & Build Vertical with largest work order till date.

Experienced Leadership Team



Nalin Gagrani

Chairman & Managing Director

Experience: 30 years

Qualification: B.E (Mech.), Master of Management Studies

Looks after the overall business operations of the Company





Manoj Bhushan Tiwari

Whole Time Director & CFO

Experience: 30 years

Qualification: Bachelor of Science (B.Sc.) in Chemistry

Responsible for Finance, Accounts, Printing & design, HR & Admin

Promoters have three decades of experience in the designing, marketing, printing, and branding solutions industry & their experience has been instrumental in determining the vision and growth strategies

Independent Directors



Karuna Nalin Gagrani
Non-Executive Director

Experience: 25 years

Qualification: B.E Computer Science

Overall experience of around in design & technology and business development.



Amit Mahendra Vora
Independent Director

Experience: 20 years

Qualification: M.Sc (Electrical Engineering), MBA

Handled many major tech projects in India as well as abroad



Madhukar Rama Rao
Independent Director

Experience: 40 years

Qualification: Diploma in Civil Engineering with structural engineering

Experience working in banking and finance sector.

Senior Management



Arvind Wagh
Chief Creative Officer

Experience: 25 years

Qualification:
Bachelor in Fine Arts

Overall experience of Design Thought & Concept Creation.



Aparna Bidal Prashar
Sr. Vice President
Brand Design and Communication

Experience: 19 years

Qualification: M.Sc Journalism

Experience in Creativity Strategy to craft impactful narratives,



Avinash Wadhwan
Business Head – Experiential

Experience: 20 years

Qualification: B.E Computer Science

Overall experience in Tech Activation, Advertising, Consumer Engagement Campaigns.



Pramoda Rangari
Creative Director

Experience: 25 years

Qualification:
Bachelor in Fine Arts

Experience in Design, Communication and Creative Strategy, rafting multiple solutions for clients.



Shlok Gagrani
Project Manager

Experience: 6 Years

Qualification: M.Sc Management with B.E Mechatronics

Experience working in Consulting, Banking and Finance and Technology sector.

Competitive Strengths

Established relationship with customers

- Strong customer relationships, with the ability to offer innovative design solutions within budget, leading to repeat business.
- Diverse clientele, including Banks, IT Companies and MNCs.

Qualified & experienced management team

- Management team with the expertise to drive current operations & future expansions.
- The combined experience of the management & employee team and the Promoters has led to the company's development.



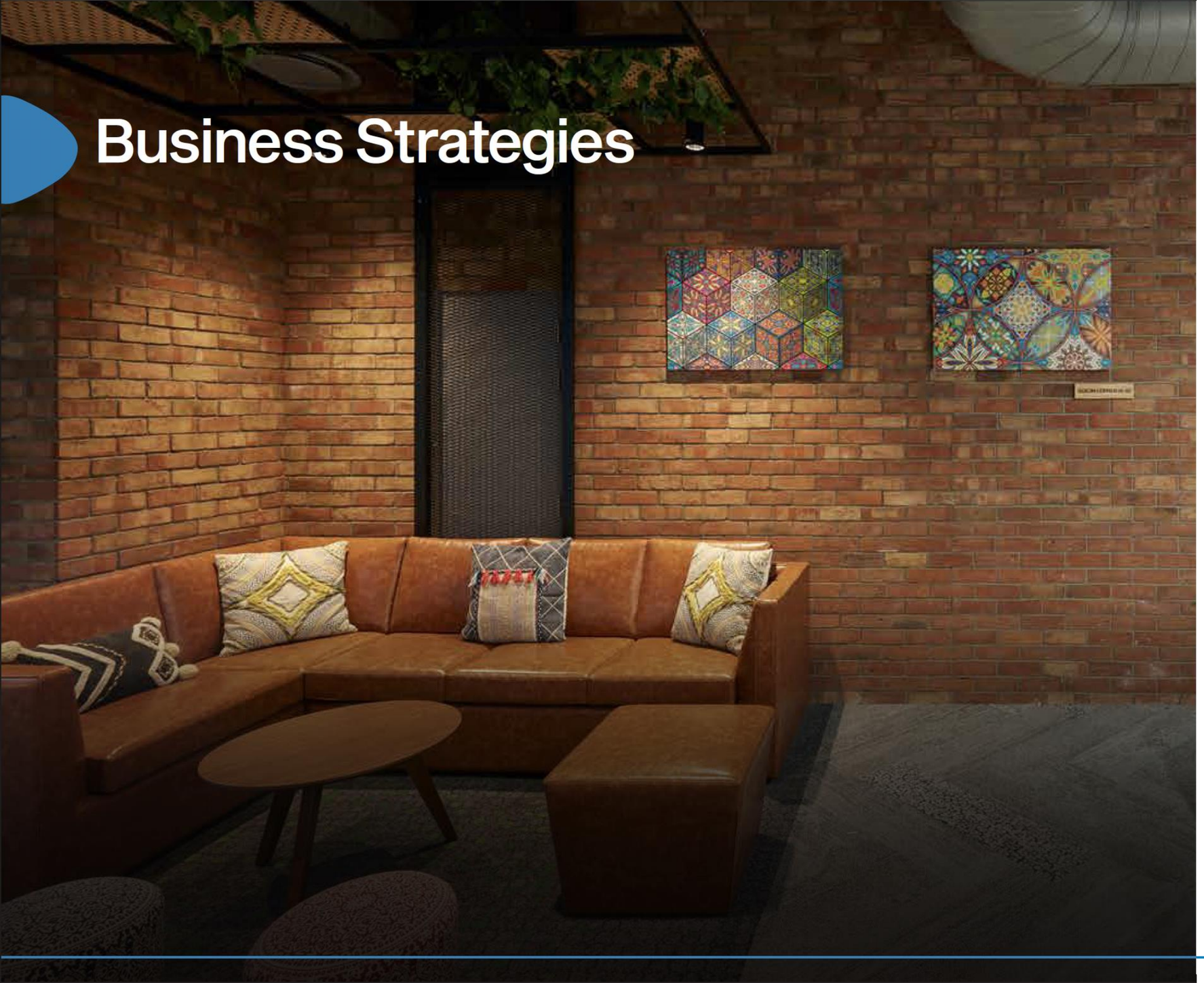
Established relationship with customers

- Established relationships with material suppliers, providing raw materials like 3D walls, glass films, artifacts, wall panels, murals, and sculptures.

Designing and execution capability

- Proficient in designing & execution, able to turn innovative designs and concepts into practical solutions.

Business Strategies



Widening Customer base geographically

- Constantly lookout for new designs & ways to improve services.
- Maintaining healthy relationships with customers to generate repeat business

Reduction of operational costs and achieving efficiency

- Implement corrective measures to optimize operations, leading to improved efficiency and the optimal utilization of our resources.

Retaining Skilled team

- Continue the recruitment, retain, and develop of qualified personnel.
- Determined personal growth & well-being within the professional environment.

Enter new vertical “Digital & Immersive Solutions”

- Offer immersive experiences to create a unique & unforgettable brand experience.
- Interactive digital installations, virtual & augmented reality experiences, & other experiential design solutions.
- Showcase legacy, history, & impact in India and the world through new-age technologies.









Industry Overview

Industry Overview–Real Estate

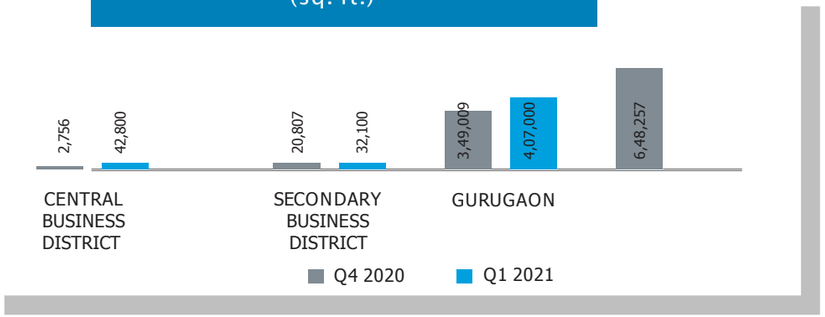
OFFICE MARKET OVERVIEW

- Office market driven by growth in BPM/IT, BFSI, consulting and manufacturing industries.
- Hyderabad outperformed Bengaluru with the greatest new office supply in FY23.
- From January–September 2022, the gross leasing volume of India increased by 88%.
- Of the total PE investments in real estate in Q4 FY21, the office segment attracted 71% share, followed by retail at 15% and residential and warehousing with 7% each
- In the first quarter of 2023 (January–March), net office absorption in the top six cities stood at 8.3 million sq. ft.

Office Space Key Stats (Q1 2023)	
NET ABSORPTION	8.3 MILLION SQ.FT.
GROSS LEASING VOLUME (GLV)	16 MILLION SQ.FT.

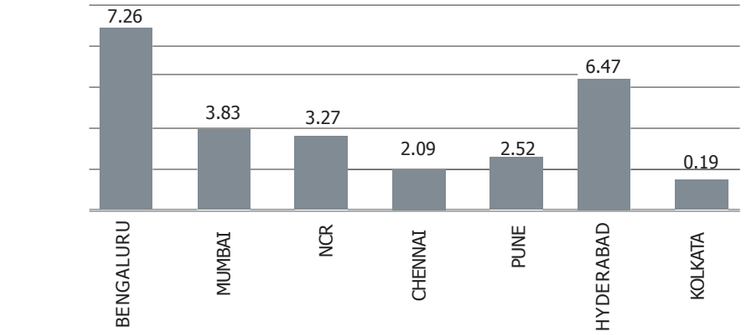


Net Absorption of Office Space (sq. ft.)



- Real estate sector in India is expected to reach US$ 1trillion by 2030 & expected to contribute to 13% of GDP by 2025

Net Absorption of Office Space (2020) (million sq. ft.)



Industry Overview–Real Estate

RESIDENTIAL SPACE

- Indian real estate developers operating in India's major urban centres are poised to complete approximately 558,000 homes.
- In FY24, India's residential property market witnessed with the value of home sales reaching an all-time high of Rs. 7,575 per square foot (up by 11% YoY) year-on-year increase. The volume of sales exhibited a strong growth trajectory, with a 30% rise to 492,900 units sold.

COMMERCIAL SPACE

- Foreign investments in the commercial real estate sector was at US$ 10.3 billion between 2017–21.
- The transactions of the commercial real estate doubled and reached 1.5 million sq. ft. in the first quarter of 2023, January–March.

RENTAL SPACE

- FDI in multi-brand retail to boost demand.
- Retail real estate segment attracted institutional investments of US$ 492 million in 2022

HOSPITALITY SPACE

- Hotel room supply in the country increased 5.4% y-o-y in FY19, totalling to 133,359 rooms at the end of FY19
- The sector is likely to attract an annual investment between US$ 0.5–0.6 billion during 2018–2022, with total investment reaching US$ 2.8 billion by 2022.

SEZs

- As of February 2022, developers expect demand for office spaces in SEZs to shoot up after the replacement of the existing SEZs act.
- As of December 31, 2022, India has 425 formally approved SEZs.
- As of January 13, 2023, 270 SEZs are operational in the country.

Marquee Clientele

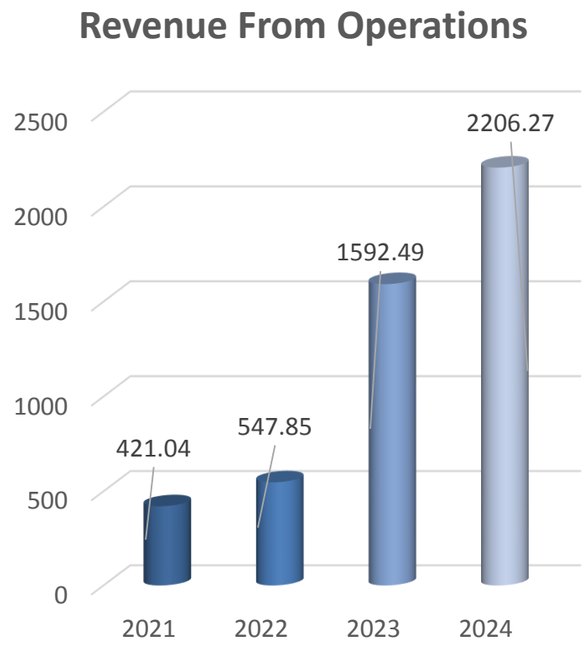


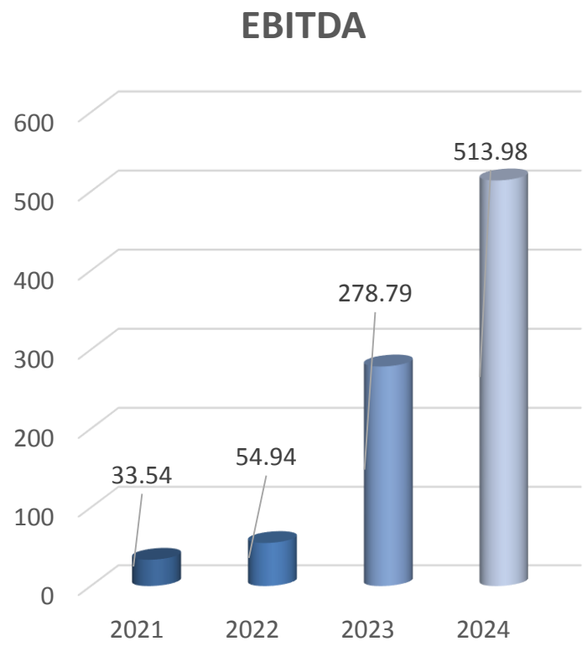
ORDER BOOK – As on June 19, 2024

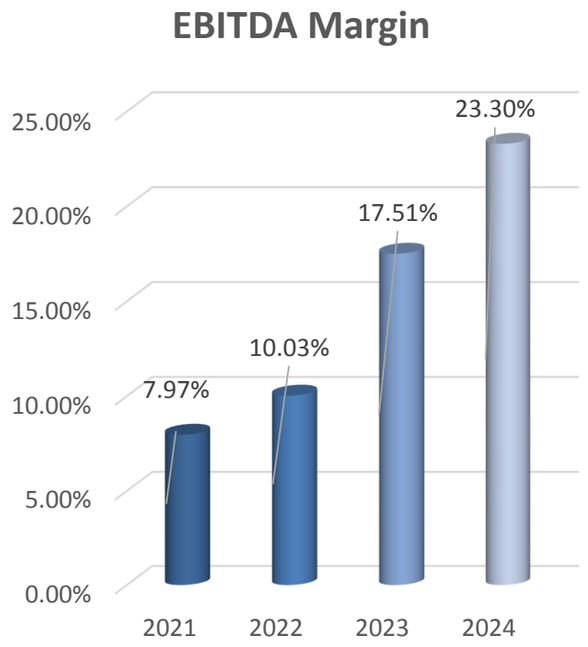
Sr. No.	Client Name	(₹ in Lakhs) Amount
1.	3M India Limited	957
2.	JLL (BACI, Chennai)	571
3.	Concept Consillio Pvt. Ltd (State Street)	105
4.	ICICI Direct, Mumbai	31
5.	Table Space	55
6.	Infosys Bangalore	55
7.	SWBI (Bank of New York, Milan)	18
8.	Om Sai Intex Pvt. Ltd (Visa, Bangalore)	75
9.	Hi Tech Pvt. Ltd	14
10.	Admiral Technologies	34
	Total	**1915**

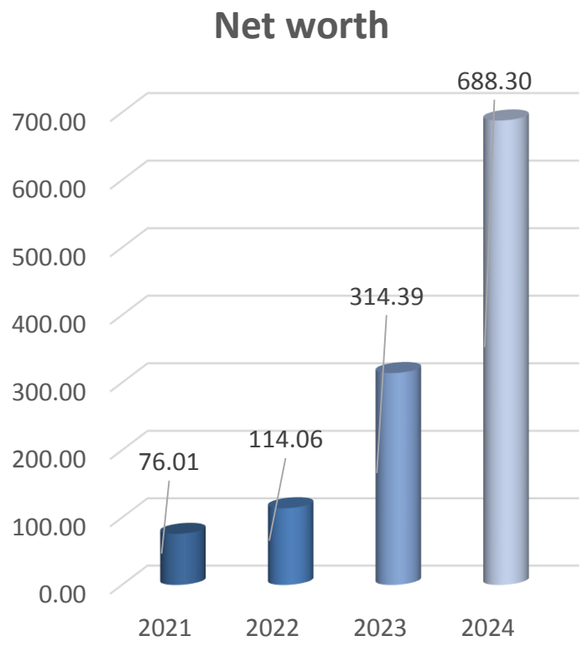


Key Financial Performance

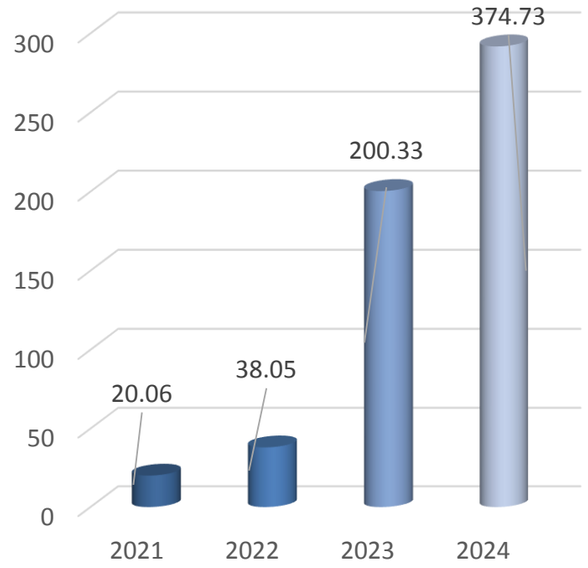


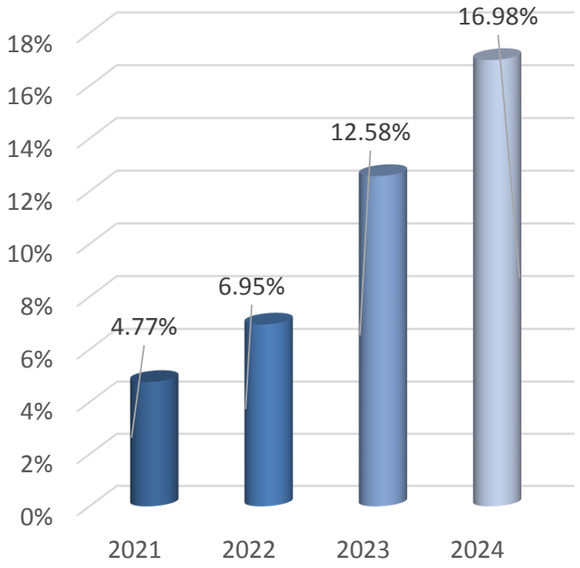


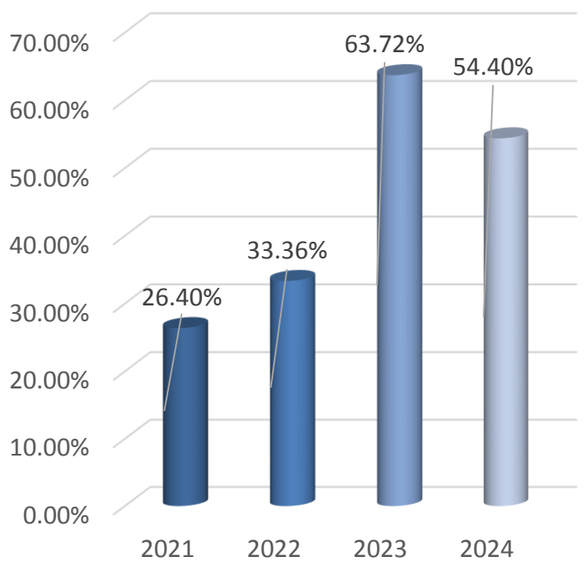


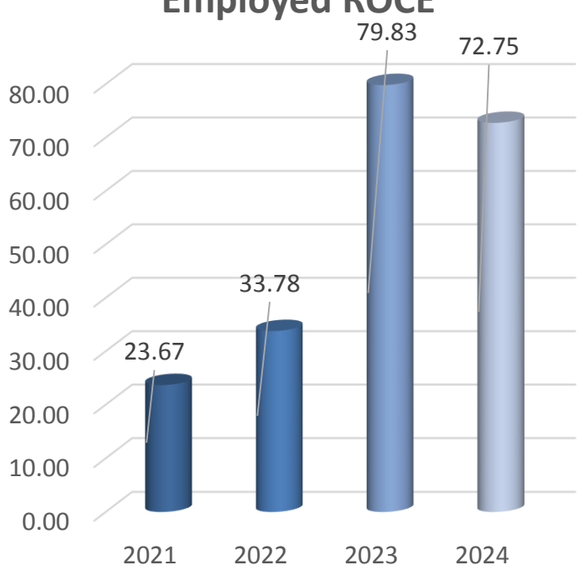


Key Financial Performance









Statement of Assets & Liabilities

(₹ in Lakhs)

Particular	For the Period/Year ended on			
	31-Mar-24	31-Mar-23	31-Mar-22	31-Mar-21
EQUITY AND LIABILITIES				
Shareholders' Funds				
Share Capital	300	1	1	1
Reserves & Surplus	388.30	313.39	113.06	75.01
	688.30	**314.39**	**114.06**	**76.01**
Non-Current Liabilities				
Long Term Provisions	16.71	9.04	5.27	3.40
Long Term Borrowings	-	28	37.20	37.20
Deferred tax liability (net)	-	-	-	-
	16.71	**36.32**	**42.47**	**40.60**
Current Liabilities				
Short Term Borrowings	-	-	-	-
Trade Payables	188.91			
Total outstanding dues of micro enterprises and small enterprises;	13.25	-	-	-
Total outstanding dues of creditors other than micro enterprises and small enterprises.	175.66	411.14	164.97	163.28
Other Current Liabilities	16.96	39.81	7.04	12.00
Short Term Provisions	133.45	74.70	14.08	7.99
	339.32	**525.65**	**186.09**	**183.27**
Total	**1044.32**	**876.36**	**342.62**	**299.88**
ASSETS				
Non-Current Assets				
Property, plant & equipment	47.67	52.29	16.43	15.45
Deferred tax asset (net)	5.38	3.14	2.23	1.78
Long-term Investments	170.77	62.18	20.37	-
Long-term loans and advances	58	2.00	0.25	0.50
	281.82	**119.61**	**39.28**	**17.73**
Current Assets				
Inventories	75.46	105.17	5.36	11.78
Trade receivables	435.79	493.04	217.42	225.89
Cash and cash balances	98.43	77.22	47.44	28.12
Short term loans & advances	3.29	7.55	5.18	2.41
Other current assets	149.54	73.77	27.94	13.95
	762.50	**756.75**	**303.34**	**282.15**
Total	**1044.32**	**876.36**	**342.62**	**299.88**

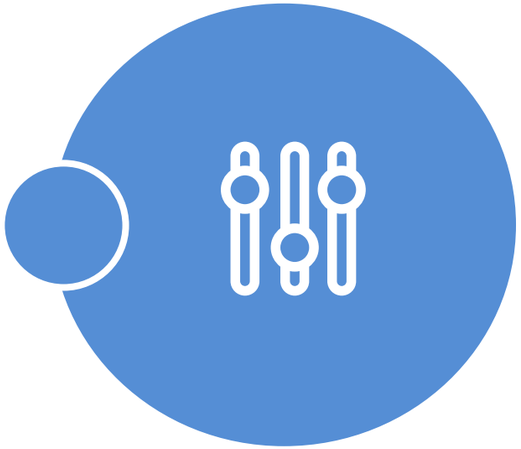
Statement of Profit & Loss

Particular	Year Ended 31-Mar-24	Year ended 31-Mar-23	Year ended 31-Mar-22	Year ended 31-Mar-21
Income				
Revenue from operations	2206.27	1592.49	547.85	421.04
Other income	11.05	2.47	0.29	-
Total Income	**2217.32**	**1594.96**	**548.14**	**421.04**
Expenses				
Purchase cost	1029.87	1005.39	263.57	193.02
Changes in inventories of stock	29.71	-99.81	6.42	22.40
Direct Expense	145.05	90.14	27.89	21.68
Employee benefits expense	263.38	195.66	104.38	76.19
Finance costs	-	-	-	-
Depreciation and amortisation expense	13.23	8.50	4.13	6.74
Other expenses	235.33	122.32	90.65	74.22
Total Expenses	**1716.56**	**1322.2**	**497.04**	**394.25**
Profit before tax	500.76	272.76	51.10	26.79
Less: Extraordinary items	-	-	-	-
Less: Tax expense				
Current tax	128.75	73.34	13.50	7.98
Deferred tax	-2.72	-0.91	-0.45	-1.25
Total Tax Expense	**126.03**	**72.43**	**13.05**	**6.73**
Profit for the year	374.73	200.33	38.05	20.06
Basic earning per equity share (Face value of ₹ 10 each)	12.49	6.68	1.27	0.67

Recent Wins

New Incremental Orders

We won an incremental order from JLL India for the BoA project in chennai for 3.41 CR total amounting to 5.71CR



Digital

We executed an an outdoor AR project with HSBC India in Mumbai, displaying elements of technology to drive customer engagemnt with engaging visuals.



Design and Build

We secured a first project in the new D&B vertical for a complete interior fitout/ Turnkey project with 3M India Limited, aggregating 9.57CR



Technology Based Story Telling

We developed theme based QR codes with animation and dialouge to provide users with additional knowledge on a wide variety of subjects throughout the office space.



Thank You

BLUE PEBBLE LIMITED

Plot A-4 CTS 694, 1701/1702 Peninsula Park,
Off Veera Desai Road
Fun Republic Road, Andheri West,
Mumbai 400053.

Website: bluepebble.in
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