transteel®
WORK SPACES

Date: 19th November 2024

To,
Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex,
Bandra (East), Mumbai- 400051

**NSE Scrip Code: TRANSTEEL**

**Subject: Investor Presentation for the half year ended 30th September 2024**

**Dear Sir/Mam,**

Pursuant to Regulations 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, We are submitting the Investor Presentation concerning the developments of the company for the half year ended 30th September 2024.

Additionally, the above Presentation is also being made available on the website of the Company.

We request you to take this on record.

**Thanking You,**

**For Transteel Seating Technologies Limited**

SHIRAZ MOHAMED IBRAHIM
Digitally signed by SHIRAZ MOHAMED IBRAHIM
Date: 2024.11.19 12:39:47 +05'30'

**Shiraz Ibrahim**
**Managing Director**
**DIN: 00812527**




# INVESTOR PRESENTATION – H1 FY25

November, 2024

transteel®

Delivering Workspace Solutions since 1995

# TABLE OF CONTENTS

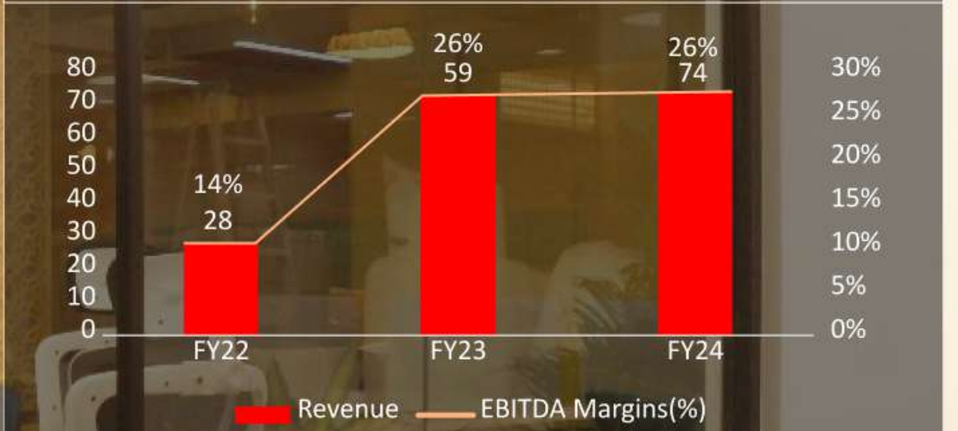

1.Executive Summary
2.Transteel at a Glance
3.Managing Director's Message
4.Core Values
5.Events & Milestone
6.Product Offerings
7.Key USPs
8.Leadership
9.Geographical Presence
10.Business Overview
11.Industry Overview
12.Strategy Going Ahead
13.Performance Highlights
14.Financial Snapshot
15.Income Statement
16.Balance Sheet
17.Cashflow Statement
18.CSR
19.Thank you

Delivered to: **BHARAT FINANCIALS**

# EXECUTIVE SUMMARY

- Sales growth through innovative digital first approach
- 27 years of domain domain experience in Office Furniture
- 100% Make in India products manufactured at our 2.5 acres production plant at Bengaluru.

## Revenue and EBITDA Margins (₹ Cr)




## Sales



Delivered to: ALLEGIS

# TRANSTEEL AT A GLANCE




- Incorporated in 1995
- Digital First Approach
- In house Design Team
- Enterprise & Consumer Solutions
- A-Z of Office Workspace Products
- 2.5 acres manufacturing plant

# MANAGING DIRECTOR'S MESSAGE



**Shiraz Ibrahim**
Managing Director

We are delighted to announce a robust financial and operational performance for the first half of the fiscal year 2025. This period has seen growth across key financial metrics, underpinned by strong demand for our product portfolio and strategic order wins in the corporate and B2B segments.

Our revenue from operations experienced healthy growth, reaching ₹34.36 crore in H1 FY25, up from ₹31.26 crore in H1 FY24. This growth was driven by increased demand across our product range, especially ergonomic furniture. We are also excited about our recently launched refurbished furniture vertical under the brand name "Phoenix", which offers office furniture, catering to the needs of large corporate space occupiers and addressing the challenges of the unbranded office furniture market. By reducing waste and carbon emissions, this initiative aligns with our commitment to sustainability while driving growth. The first half of FY25 also saw multiple strategic orders across diverse sectors.

Key wins include ergonomic furniture orders from Space Matrix Design Consultant Pvt Ltd, Indigo, and Sony India Ltd, contributing to our overall performance.

As we move forward, Transteel remains committed to leveraging our digital-first approach, expanding our product portfolio, and enhancing customer experience. With a focus on capturing growth opportunities and driving innovation, we are optimistic about sustaining this momentum going forward.




# KEY EVENTS AND MILESTONES

**1995** — Incorporation of the Company

**1995** — Started Manufacturing Ergonomic Furniture

**1997** — Moved to larger factory to address the growing demand

**2001** — Acquired orders from Infosys, ITC, Bosh etc.

**2006-2017** — Acquired more corporate accounts like IBM & Sony

**2018** — Moved to a built to suite 2.5 acre 50,000 sq ft

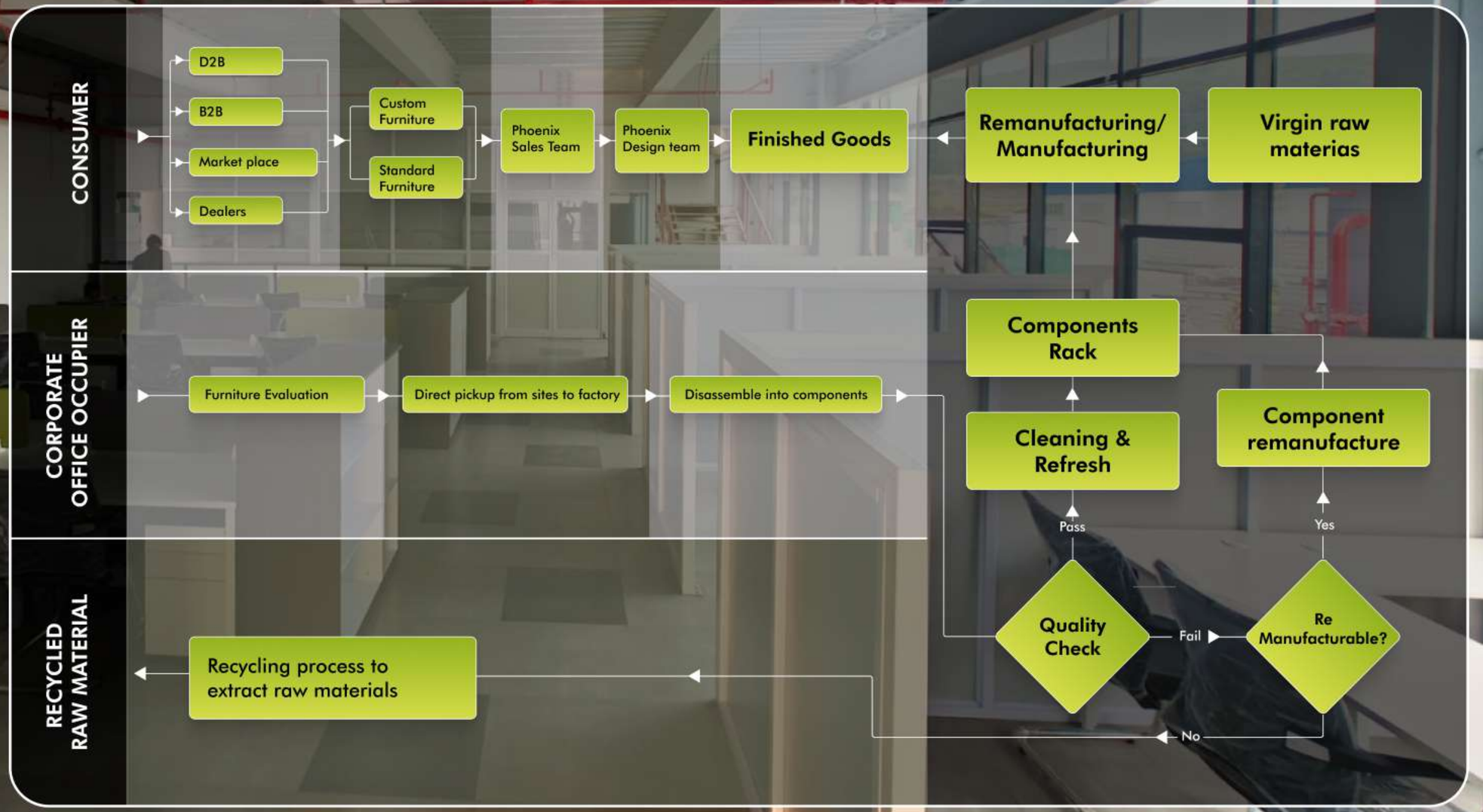
**2019** — Digital first Direct to Consumer pivot

**2020** — Opened Mumbai Branch

**2024** — Listed on NSE

# BUSINESS MODEL

## BLEND OF ENTERPRISE & CONSUMER BUSINESS




Delivered to: AUTONEUM

Delivered to: SONY

# PRODUCT PORTFOLIO

## Manufactured / Remanufactured Products

### B2B

Under this model, company delivers to large Enterprise accounts customized furniture

**Minimum Deal Size is worth Rs. 24 Lacs**

### D2B

Under this model, small & medium businesses are targeted through our Digital First Approach

**Minimum Deal Size is worth Rs. 2 Lacs**

### Consumer

Consumers are targeted through our Digital First Approach, Market places & Mealer channels

**Minimum Deal Size is worth Rs. 3,000**

Ergonomic Office Chairs · Office Tables · Work Stations · Office Storage · Lockers · Office Interiors · Soft Seating · Educational Furniture













# TRANSTEEL'S COMPETITIVE ADVANTAGE:

- **Scalable Business Model**
- **Quality Assurance & Control**
- **Integrated Manufacturing Facility**
- **Large & Diverse Product Portfolio**
- **Unique Brand Positioning**
- **Digital Ad-tech for Customer Acquisition**



## MARQUEE CLIENTELE

# EXPERTS IN OFFICE FURNITURE SINCE 1995

BOSCH · AIR INDIA · TVS · SBI · BotLab Dynamics · CONCENTRIX · VOLVO · TITAN · LARSEN & TOUBRO · World Health Organization

We have a deep understanding of Corporate Office Workspaces and we are a Preferred Partner to leading Indian and Multinational Corporations.

# — BUILDING TRANSTEEL —



**Shiraz Ibrahim**
CEO



**Nasreen Ibrahim**
COO



**Karan Bora**
Board Member



**Aashna Ibrahim**
Growth Catalyst



**Simran Ibrahim**
Enterprise Sales



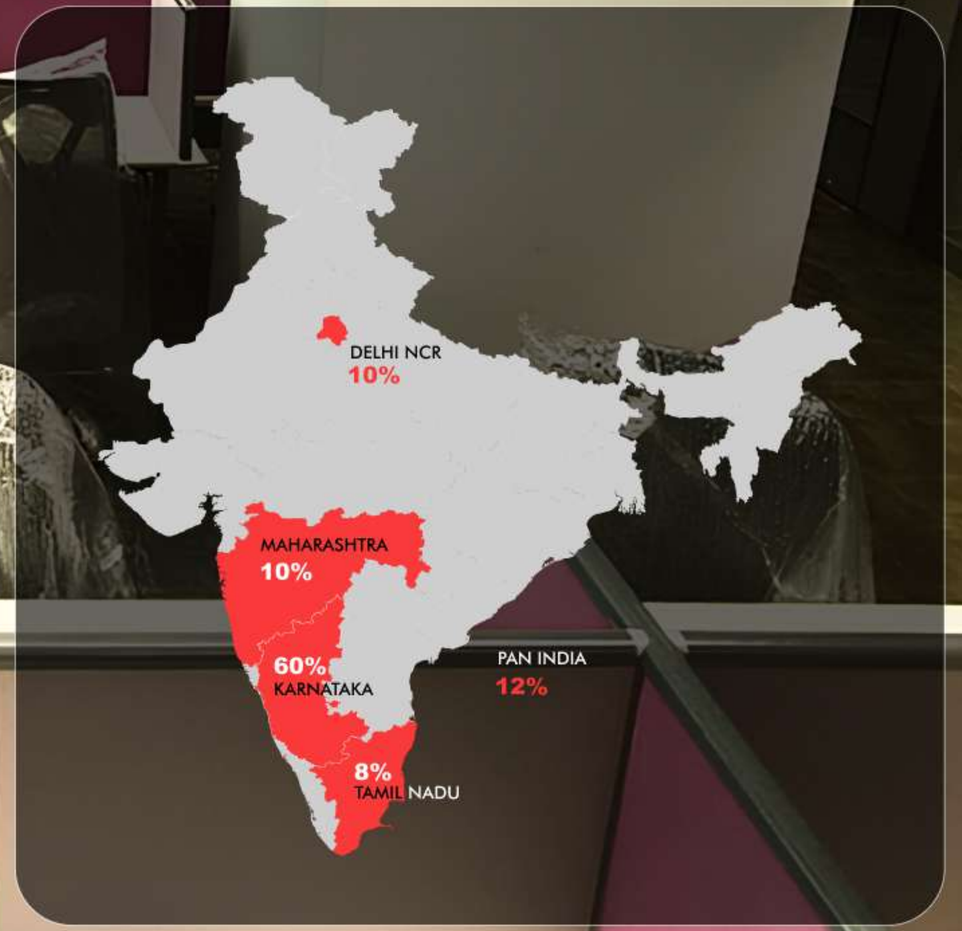
**Mukesh Singh**
Board Member



**Rina Sharma**
Board Member

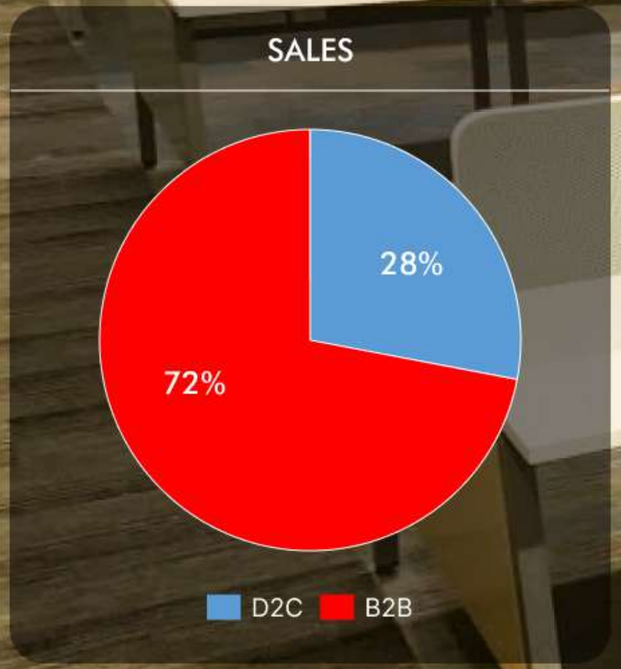
# GEOGRAPHICAL PRESENCE

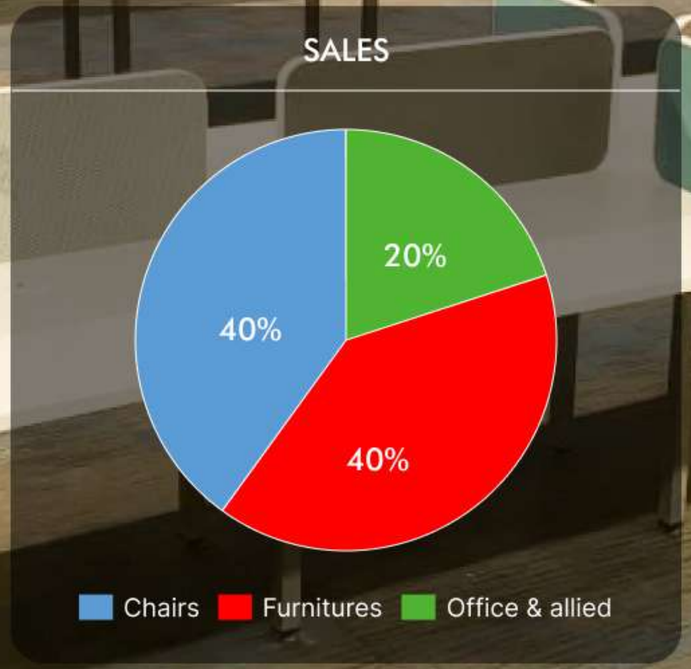
Delivered to: TELEPERFOMANCE

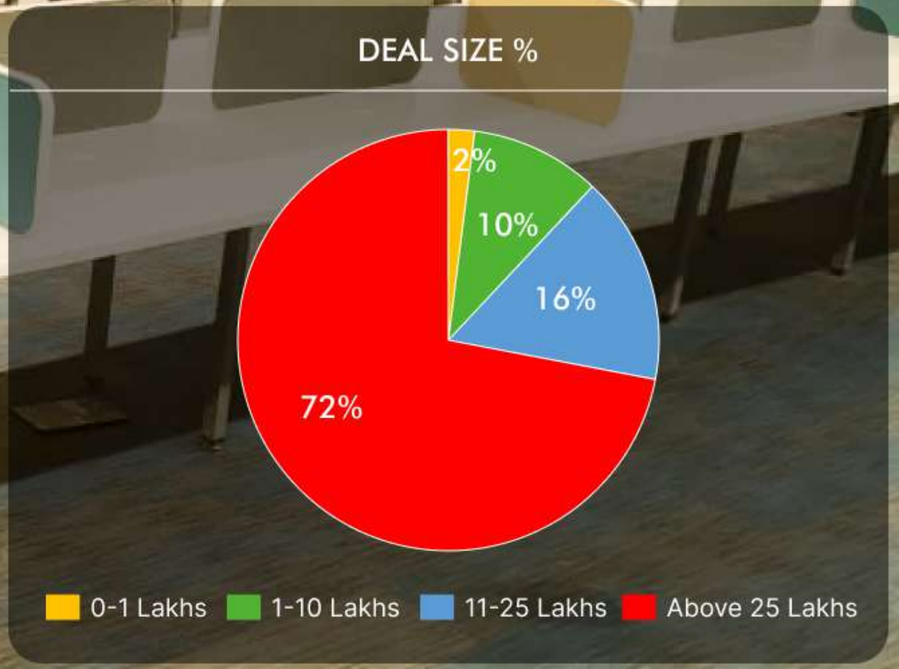



The Company has experience centres, warehouses in each city for procurement, assembly, & distribution of products. 2.5 Acres, factory located at Peenya, Bengaluru.

# BUSINESS OVERVIEW




**ORDER BOOK:** The Company has an Order Book of 14 Crores from companies such as Indigo, Infosys, Tech-Mahindra (Workshala), DXC Technologies, Sony India & more

Delivered to: **TELANGANA SECRETARIAT**

# VALUE CHAIN- DIFFERECIATION ADVANTANGE

## Step 1

Customers segmented according to technical & commercial requirements

## Step 2

Segment wise strategy for acquiring customers & delivering Furniture Solutions

## Step 3

Growth oriented & sustainable solutions based of 27 years of domain experience



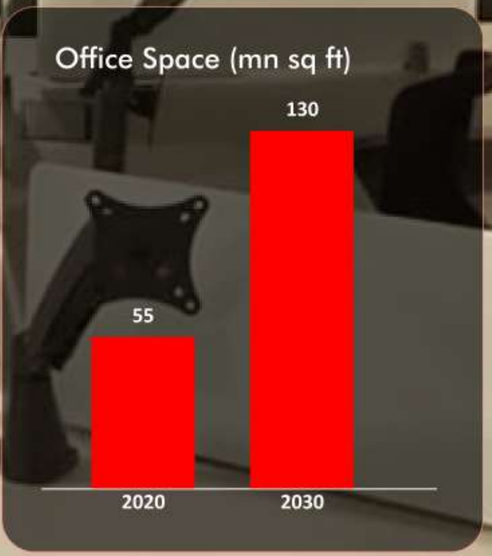
Delivered to: **JLL-JCG GROUP, CHENNAI**

# GROWTH DRIVERS




- The India Furniture Market size is estimated at USD 28.38 billion in 2024, and is expected to reach USD 47.39 billion by 2029, growing at a CAGR of 10.80% during the forecast period.

- The booming economy in India has fueled the demand for cost-effective and flexible furniture solutions tailored to the needs of small, medium-sized businesses & enterprise solutions.



# VISION 2029

Make in India, Sustainable & Profitable Growth Strategy.

**1300 Crores:**
**3%** of the **43,000 Cr** Indian Office Furniture Market.





Delivered to: **LKQ CORP, USA**

# FOUR PRONGED APPROACH FOR GROWTH

- Maintaining our growth ahead of the market
- Aim to maintain EBITDA margins while focusing on footprint expansion
- Developing tech ecosystem to deliver best-in-class customer experience
- Re-investment of profits into the ecosystem towards human capital, brand building & value chain

---

- Omni Channel
- Consumer Vertical
- 27 Year old Brand
- Digital Ad-tech

# H1 FY25 PERFORMANCE HIGHLIGHTS

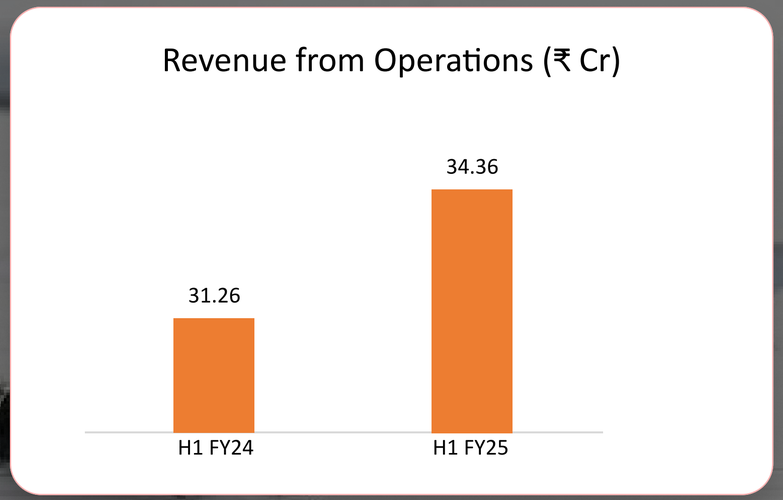
| Total Revenues | EBITDA |
|---|---|
| **Rs.34.36Cr** | **Rs.8.77Cr** |
| ⬆ 9.9% YoY | ⬆ 6.8% YoY |

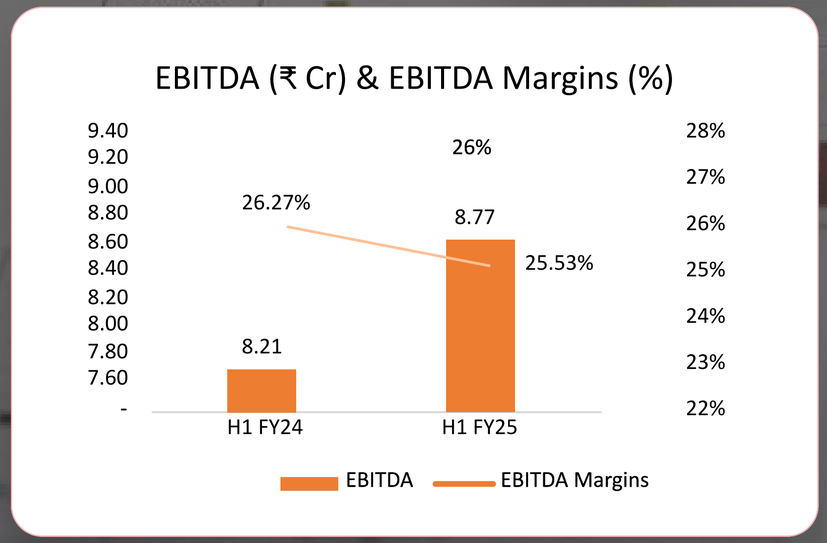
| EBITDA Margin | PAT Margin |
|---|---|
| **25.53%** | **13.49%** |

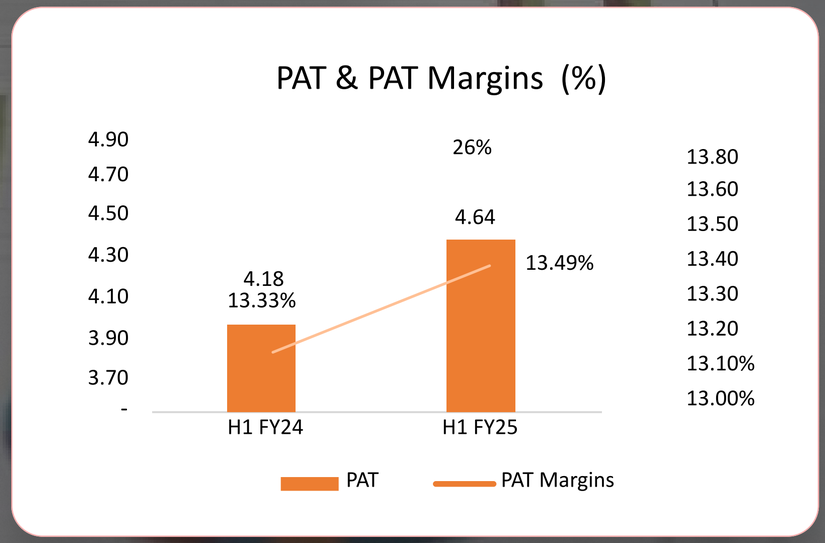
## ORDER WINS

| Company | Products | Value |
|---|---|---|
| Space Matrix Design Consultant Pvt Ltd | Ergonomic Chairs | 0.63 |
| Indigo | Ergonomic Chairs, Tables, Furniture & Fixtures | 1.19 |
| Flipspaces Technology Labs Pvt Ltd | Ergonomic Chairs | 1.19 |
| M4 Projects & Infrastructure Pvt Ltd | Ergonomic Workstations | 0.97 |
| Sony India Ltd | Ergonomic Chairs & Workstation | 3.14 |
| Workshaala Space | Ergonomic Chairs & Workstation | 5.77 |
| LKQ Global Capability Centre | Office Furniture | 2.47 |

# FINANCIAL SNAPSHOT

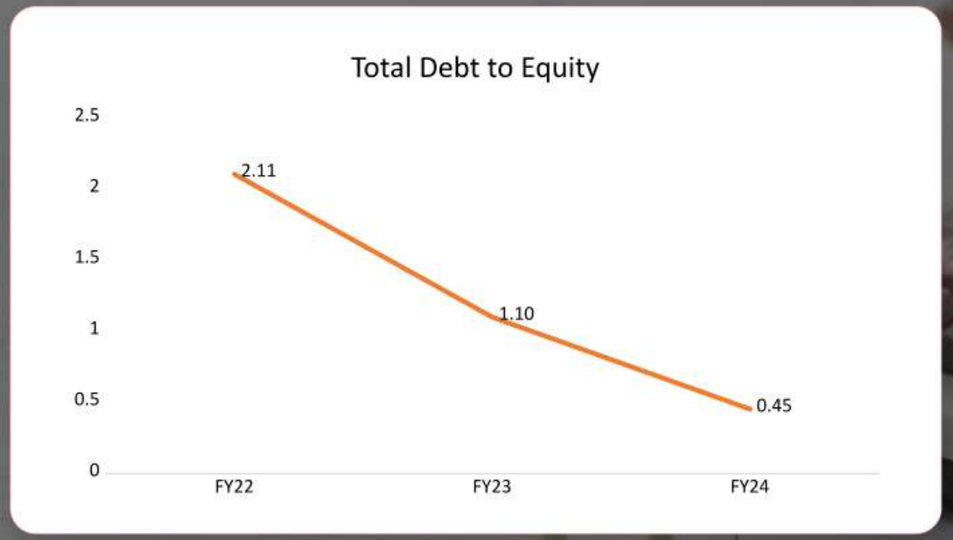


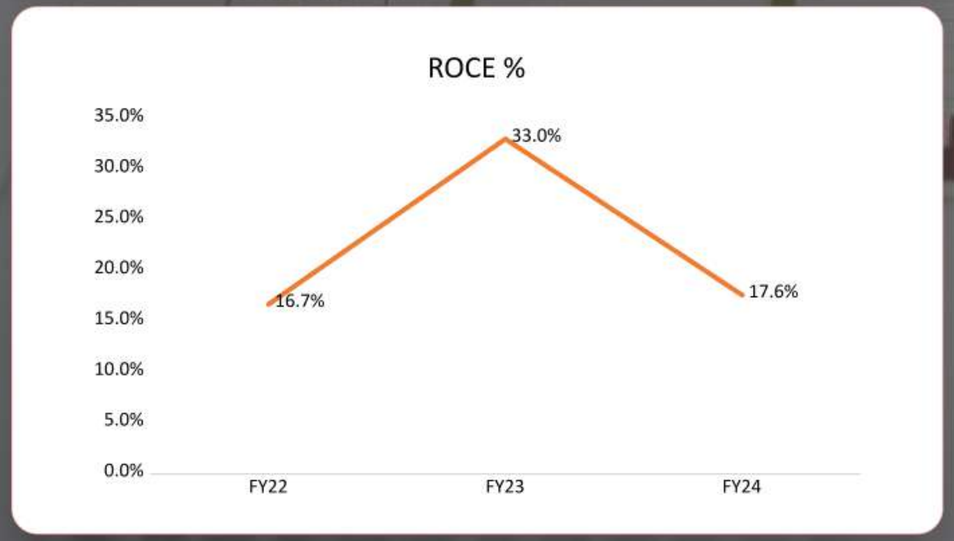



# FINANCIAL SNAPSHOT



# HALF YEARLY INCOME STATEMENT

| Particulars (Rs. Crore) | H1-FY25 | H1-FY24 | YoY (%) |
|---|---|---|---|
| **Revenue** | 34.36 | 31.26 | 9.93% |
| Other Income | 0.07 | 0.08 | |
| Total Income | 34.43 | 31.33 | |
| Total cost of Service | 15.18 | 12.66 | |
| Employee cost | 5.33 | 5.70 | |
| Other expenses | 5.08 | 4.68 | |
| EBITDA | 8.77 | 8.21 | 6.83% |
| EBITDA Margins | 25.53% | 26.27% | |
| Depreciation | 0.87 | 0.60 | |
| Interest | 1.78 | 1.92 | |
| Exceptional Items | - | 0.14 | |
| Profit Before Tax | 6.20 | 5.63 | |
| Tax | 1.56 | 1.45 | |
| Profit After Tax | 4.64 | 4.18 | 11.01% |
| PAT Margins | 13.49% | 13.33% | |

# YEARLY INCOME STATEMENT

| Particulars (Rs. Crore) | FY22 | FY23 | FY24 |
|---|---|---|---|
| **Revenue** | 27.99 | 59.48 | 74.26 |
| Other Income | 0.08 | 0.13 | 0.37 |
| Total Income | 28.07 | 59.61 | 74.63 |
| Raw Material Cost | 13.06 | 25.28 | 33.60 |
| Employee cost | 5.84 | 10.85 | 11.39 |
| Other expenses | 5.21 | 7.82 | 9.70 |
| EBITDA | 3.88 | 15.54 | 19.56 |
| EBITDA Margins | 14% | 26% | 26% |
| Depreciation | 0.61 | 0.70 | 0.75 |
| Finance Cost | 1.17 | 2.33 | 3.98 |
| Exceptional Items | - | 0.10 | 0.20 |
| Profit Before Tax | 2.18 | 12.54 | 15.00 |
| Tax | 0.59 | 3.44 | 3.89 |
| Profit After Tax | 1.59 | 9.09 | 11.11 |
| PAT Margins | 6% | 15% | 15% |

# BALANCE SHEET

| Particulars (Rs. Crore) | FY23 | FY24 | H1-FY25 |
|---|---|---|---|
| **Shareholders Equity** | 0.58 | 20.18 | 20.18 |
| R&S | 23.86 | 57.69 | 62.33 |
| Total Shareholders Fund | 24.44 | 77.87 | 20.18 |
| Long Term Borrowings | 15.68 | 9.50 | 11.29 |
| Long Term Provisions | 0.68 | 0.75 | 0.85 |
| Total Non-Current Liabilities | 16.35 | 10.25 | 12.15 |
| Short Term Borrowings | 11.24 | 25.83 | 26.78 |
| Trade Payables | 17.80 | 12.35 | 15.69 |
| Other current Liabilities | 10.00 | 11.64 | 8.60 |
| Short Term Provisions | 3.64 | 4.34 | 5.95 |
| Total Current Liabilities | 42.67 | 54.15 | 57.02 |
| | | | |
| Total Equity and Liabilities | 83.47 | 142.27 | 151.67 |

| Particulars (Rs. Crore) | FY23 | FY24 | H1-FY25 |
|---|---|---|---|
| **PPE** | 4.34 | 4.03 | 15.53 |
| Intangible Assets | 0.13 | 0.21 | 0.24 |
| Non Current Investments | 6.40 | 6.40 | 6.40 |
| Deferred Tax Assets | 0.08 | 0.13 | 0.10 |
| Long Term Loans & Advances | 21.58 | 26.46 | 27.84 |
| Total Non-Current Assets | 32.53 | 37.24 | 50.10 |
| Inventories | 24.04 | 17.78 | 19.53 |
| Trade Receivables | 18.31 | 15.75 | 28.29 |
| Cash | 1.43 | 1.28 | 1.25 |
| Short-Term Loads & Advances | 6.66 | 28.12 | 10.19 |
| Other Current Assets | 50.94 | 105.03 | 101.57 |
| | | | |
| Total Assets | 83.47 | 142.27 | 151.67 |

# CASH FLOW STATEMENT

| Particulars (Rs. Crore) | FY23 | FY24 | H1-FY25 |
|---|---|---|---|
| Cash flow from Operating Activities | -3.16 | -41.68 | 12.66 |
| Cash flow from Investing Activities | -16.14 | -5.23 | -13.65 |
| Cash flow from Financing Activities | 20.36 | 46.75 | 0.96 |
| Net Increase/Decrease in Cash & Cash Equivalents | 0.27 | -0.16 | -0.02 |

# SUSTAINABILITY IS GOOD BUSINESS.

# WE BELIEVE THERE IS A BETTER WAY.



- Rethink.
- Repurpose.
- Refurbish.

## Remanufactured Office Furniture

Office furniture manufacturers are responsible for around

**30%**

of greenhouse gas emissions

Office furniture manufacturers consume

**15%**

of primary energy

Less than

**10%**

of the furnitures are used beyond the first office




**Transteel Seating Technologies Limited**

Registered Office: No. 28, 4th Main Rd, Industrial Suburb 2nd Stage, Raja Industrial Estate, Yeswanthpur, Bengaluru, Karnataka 560022