

www.safeenterprises.com

Powering India's Phygital Retail Transformation

Safe Enterprises SHOP SYSTEMS | INSYNC SHOP FITTINGS BY SAFE ENTERPRISES

SAFE ENTERPRISES RETAIL FIXTURES LTD.

INVESTOR PRESENTATION

SAFE ENTERPRISES – PROXY TO INDIAN RETAIL BOOM

Merchandising Solution Provider into designing, manufacturing, supplying and installing of shop fittings and retail fixtures.

Offering **Bespoke & Tech integrated** innovative solutions (modular, electrified fittings).

Serving **multiple retail segments** such as fashion & apparels, electronics, departmental store etc.

SGS load-tested and certified (globally recognized benchmark) for the strength and load carrying capacity of tracks and shelf brackets across various lengths.

Our Network & Presence - 25+ States & Union Territories

- Franchisees - Hyderabad & Navi Mumbai
- Distributors- Dubai (UAE) & Kansas City (USA)
- Experience Center- Cochin, Pune, Mumbai



HIGH GROWTH

SUSTAINABLE MARGINS

SCALABLE MANUFACTURING CAPABILITY

VIRTUALLY DEBT- FREE

33.84% REVENUE CAGR*

80.04% PROFIT CAGR*

265+ EMPLOYEE STRENGTH

FIXTURES TO FUTURES

30+ YEARS
HERITAGE IN RETAIL SOLUTIONS

1,75000+ sq.ft.
PLANT AREA

15
REGISTERED IPS

3000+
STANDARDIZED SHOP FITTING COMPONENTS

50,000+
PROJECTS IMPLEMENTED

LISTED ON
NSE | Emerge

50MN+ sq.ft.
RETAIL FIT SPACE CONVERTED





FY 2025 HIGHLIGHTS

REVENUE	PAT	ROE	ROCE
RS.138.31 CR	**RS.39.19 CR**	**77.54%**	**69.10%**

RETAIL 4.0 - REVOLUTIONIZING CUSTOMER ENGAGEMENTS THRU OMNICHANNEL INTEGRATION

Phygital Integration
Sensors, smart displays, digital price tags, interactive kiosks, mobile POS systems, NFC, RFID, QR code readers, self-checkout kiosks, Heatmap-optimized fixture layouts, demand-based planograms. Integrated lighting



Omnichannel Retailing
Buy online, pick up in-store (BOPIS), click & collect, scan-to-buy, touch & browse screens

Augmented & Virtual Reality (AR/VR)
Virtual try-ons, virtual trial rooms, AR-assisted navigation within stores, smart mirrors.

Automation & Robotics
automated warehouse solutions, Robotic customer assistance systems,

SAFE 2.0- AN ENABLER OF IMMERSIVE, DATA-DRIVEN RETAIL EXPERIENCES TO MODERN INDIA'S RETAIL

Capex - Driven Capacity Expansion - Plant Area
1,75,000 sqft to 4,40,000 sqft.

Experience Centers - Physical & Digital (AR)
6 Experience Centres to 10

Design IP Expansion - Defensive Moat Creation
15 design patents to 31 – Certifications UL, CE, SGS



Tech enabled Retail-as-a-Service (RaaS) Model
IoT enablement to AI driven automation

Agility for Marketing Teams
No tool assembly options with fixtures than can be changed in under 30 minutes

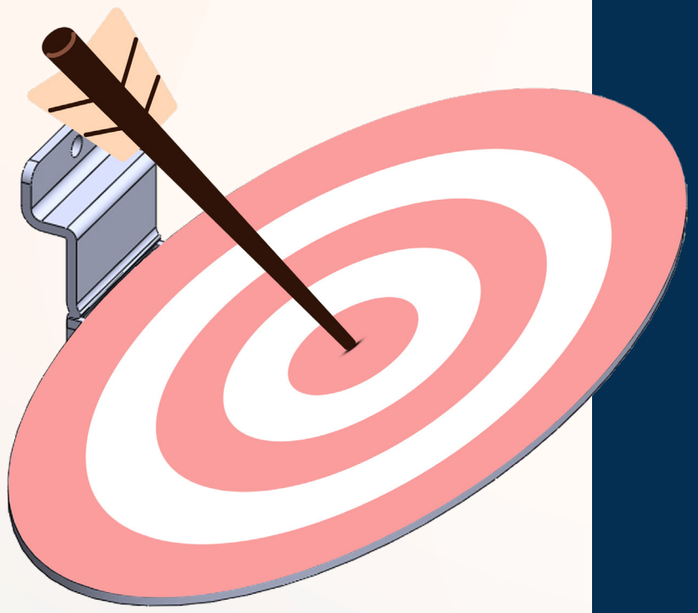
Visual Merchandising integrated with Martech Goals
Sync fixture lighting with campaign theme, integration of physical screens with electrified phygiital racks

Smart & sustainable fixture Company
Fixtures made with recycled materials & predictive maintenance

MISSION

Taking India’s innovation to the World

- To empower brands with customized, tech-integrated retail fixture solutions that elevate store performance.
- To continuously innovate and invest in design, digital integration, and scalable manufacturing to meet the evolving needs of modern retail.
- To build sustainable, smart, and scalable retail environments that enable our clients to stay ahead in an ever-changing consumer landscape.
- To be a proxy to India’s retail consumption growth, delivering excellence through quality, agility, and service.



VISION

To emerge as the world’s most innovative and trusted partner in retail infrastructure-enabling every retail space to evolve into an intelligent, transformative, and high-impact environment.

Sustaining 25-30% annual growth through innovation and customer-focused execution.

CLIENTELE

RETAIL ENABLERS OF BHARAT: THE FOUNDATION BENEATH THE BRANDS

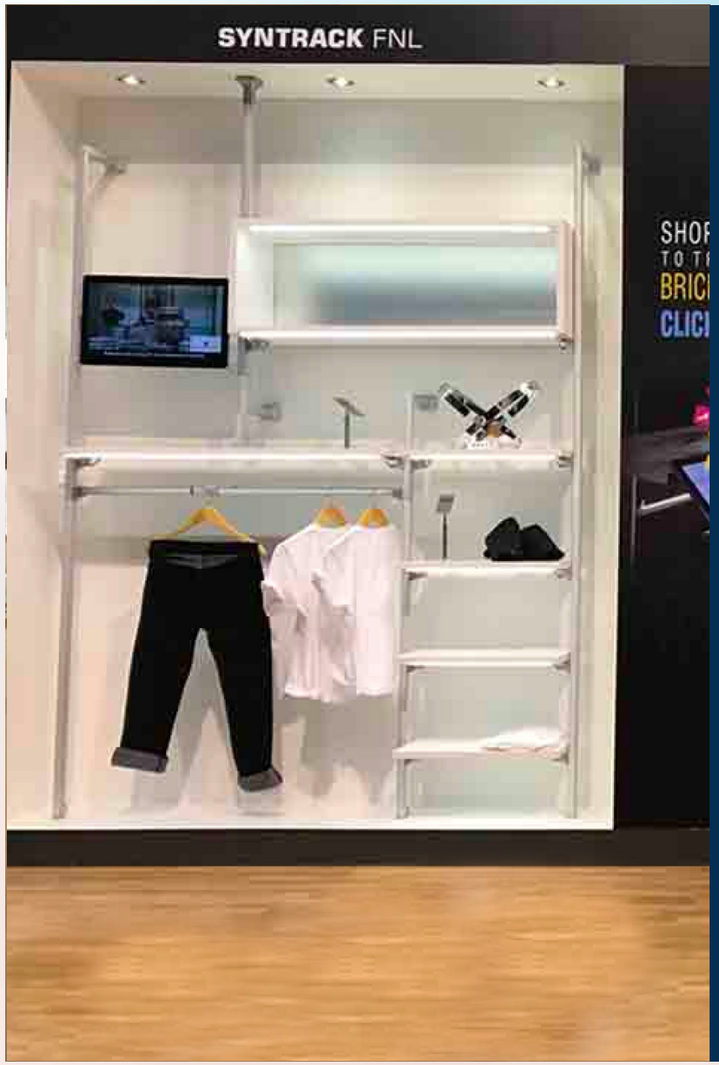


RETAIL FIXTURES – THE BACKBONE OF IN-STORE EXPERIENCE

Modular Display Racks & Shelving Systems

- Wall-mounted Fixtures & Gondolas
- Smart Checkout Counters
- Storage & Backroom Cabinets
- Digital Signage, LED Displays & Touch Panels





Why Are Retail Fixtures Essential?

Drive Brand Identity & In-Store Experience

Thoughtfully designed fixtures reflect the brand's positioning

Maximize Product Discoverability & Merchandising Impact

Highlight key SKUs, bestsellers, and new launches.

Elevate Customer Experience with Functional Design

Fixtures help in defining store flow, category-based zones, and strategic pauses

Integrate Digital Technology into Physical Spaces

Next-gen fixtures are phygital-ready, integrating IoT sensors , Dynamic pricing screens, LED mood lighting

ADVANTAGE INDIA- RETAIL

Evolution of retail in India

Pre 1990s- 2005

- Manufacturers opened their own outlets

Pure-play retailers realised the potential of this market & majority in the apparel segment.

2005-2010

Pan-India expansion to top 100 cities.

Substantial investment commitment from large Indian corporates

2010 onwards

Movement to smaller cities and rural areas & entry of large scale international brands

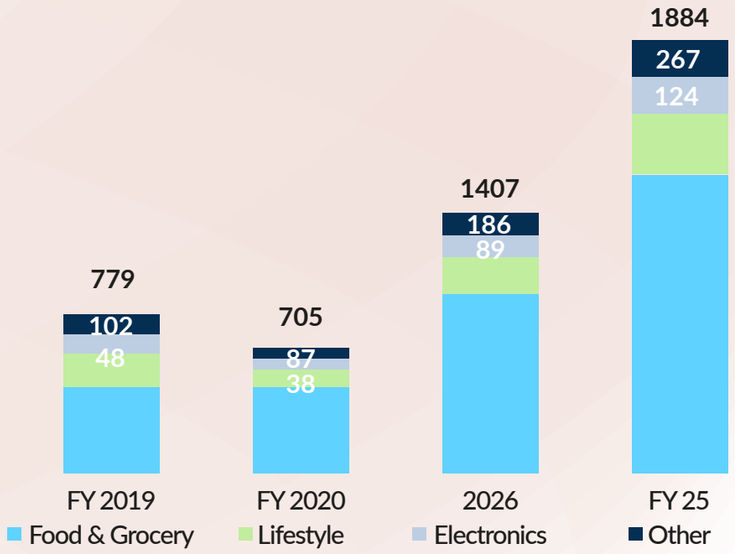
Approval of FDI limit in multi-brand retail up to 51%

Increasing Investment

Sector attracted US$ 4.74 billion FDIs between April 2000-September 2024

100% FDI in single-brand retail under the automatic route

Retail Market Size (US$ billion) *CAGR 9%



Robust Demand

a. c. India ranka fourth globally and contributes over 10% to the nation's GDP.

Over 750 new stores opened in 2024

b. Market expected to grow at a Compound Annual Growth Rate (CAGR) of 10% to US$ 1.6 trillion by 2026.



KEY PLAYERS FUELING THE TREND

Trent Limited (operating Westside, Zudio, Utsa, etc.) now runs ~1,100+ stores, including 248 Westside and 765 Zudio outlets with addition of 295 stores in FY 25 include 2 stores in Dubai.

Aditya Birla Fashion & Retail– 2903 Lifestyle brand stores, 350 other brand stores, 38286 Multi-brand outlets, 7036 shops in shops across department stores.

Metro Brands Limited – now runs 908 stores in all the states & UT with net 70 store additions in FY25.

Reliance Retail- Operates 19,340 Stores as on FY 25.



mint

Trent sticks to the long-term goal of growing 25% every year

Trent is aggressively pursuing growth, aligning with chairman Noel Tata's vision of growing the retailer 10 times its current size.

Vaeshnavi Kasthuril, Suneera Tandon

Published • 19 Jun 2025, 03:37 PM IST

Nykaa makes biggest physical expansion in retail space in FY25, adds 50 new stores

ET Online • Last Updated: May 30, 2025, 06:18:00 PM IST

FOLLOW US SHARE FONT SIZE SAVE PRINT COMMENT

Leasing of retail space in 2025 to surpass levels of 2023, top 7 cities to add 9 million sq ft: JLL

ANI • Last Updated: Jan 25, 2025, 09:16:00 PM IST

FOLLOW US SHARE FONT SIZE SAVE PRINT COMMENT

COMPANY & ITS SOLUTIONS

- Company (SERFL) into Merchandising solutions providing shop interior solutions from conceptual design and prototyping to manufacturing and installation, tailored to meet the specific needs of Customers.

- Subsidiary Safe Enterprises Retail Technologies Private Limited, accredited with UL Certification offers innovative shop fittings solutions including modular, electrified shop fittings that integrate seamlessly with various digital technologies such as LED lighting, IoT, digital screens, display stands etc.

TRADITIONAL FIXTURES (CUSTOMIZED SOLUTIONS)

- Also known as bespoke solutions, involves working closely with retailers to understand their unique needs design performance, & space constraints.

- Design, manufacture, supply and install shop fittings that are individually crafted to meet the specifications aligning with the retailer's brand identity and store layout.

SHOP FITTING SYSTEMS (INNOVATIVE SOLUTIONS)

- Divide into 9 shop fitting lines, build in with plug & play merchandise support, reconfigured to instantly adapt to retailer's latest planograms.

- These advanced shop fitting systems offers optimum utilisation of retail spaces & align with the modern consumer's expectations for a phygital shopping experience.



TRADITIONAL FIXTURES

Products include:

Storage racks, storage systems, cabinets, partition systems, digital display screens, Touch enabled monitors, display tables, Full glass counter, single/double horizontal stand, cash counter etc across varied store categories such as fashion and apparel, departmental stores, electronics, gifts & novelties.











INNOVATIVE SOLUTIONS

Systems Includes:

Wall-Mounted Display with Hook & Shelves, Glass Shelving Unit, Counter Display Unit with Horizontal Brackets, Round Gondola Shelving Unit, Tower Display with Integrated Lighting etc. which are used to create modern retail experiences across varied store categories such as footwear, fashion and apparels, gifts & novelties, pharmacy etc.





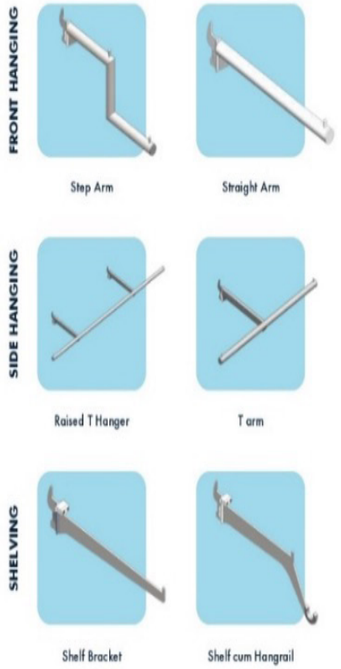






PRODUCT IMAGES – INNOVATIVE SOLUTIONS

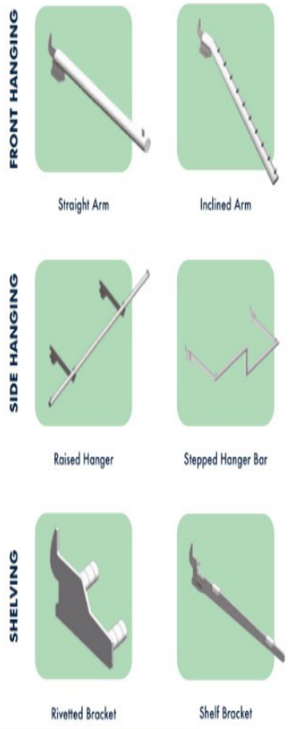
ENGAGE ACCESSORIES



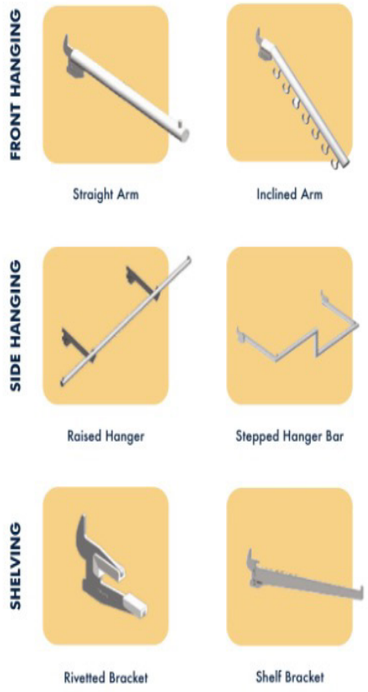
SYNTRACK ACCESSORIES



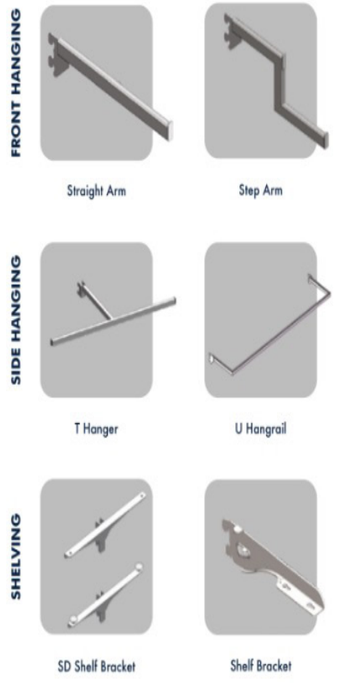
SNAPFIT ACCESSORIES



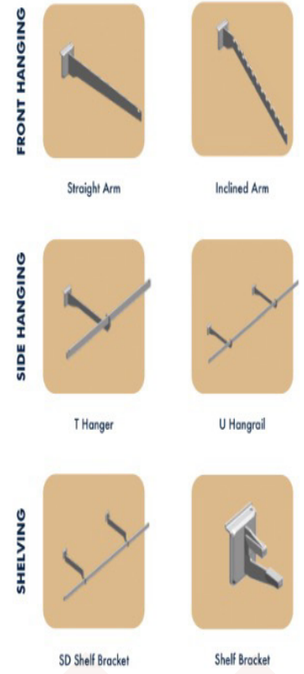
INHANCE ACCESSORIES



FORTE ACCESSORIES



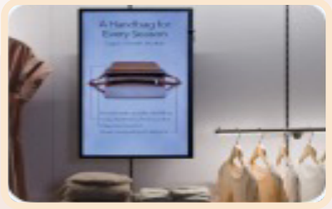
MICROSLAT ACCESSORIES



INNOVATIVE SOLUTION WITH VARIED APPLICATIONS ACROSS RETAIL FORMATS







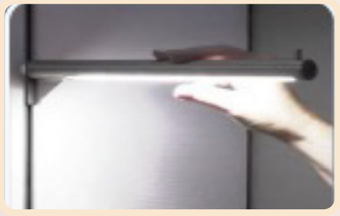
Touchscreens enable omni-channel retail that engages shoppers.



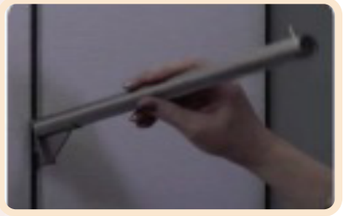
IoT smart system uses RFID-empowere d components,



Components are inter-changeable and mount to electrified tracks.



Merchandise is perfectly lit with LED lights embedded into shelves, and face-outs.



Components safely lock into tracks; no laterol movement.

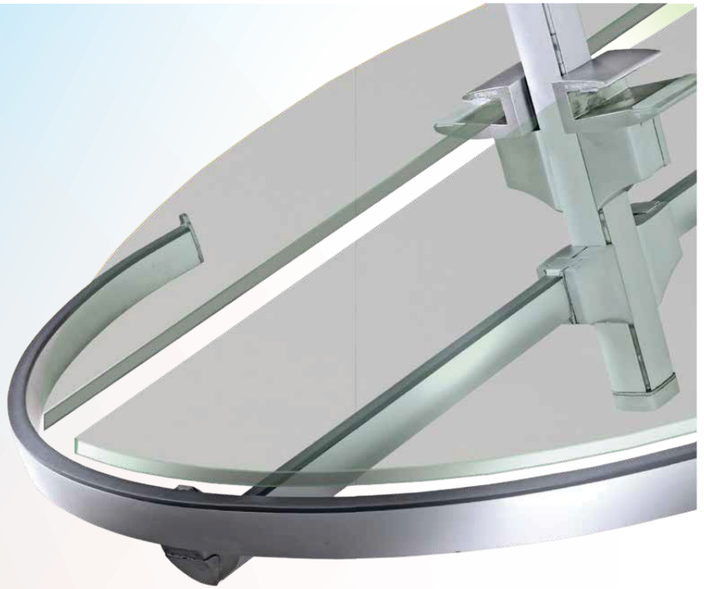


Backlit fabric graphics con be placed anywhere.

Fit N Light Fixtures are Perfect for Pop Up Stores.

MANUFACTURING CAPABILITIES

- Operate from four **Manufacturing Units. 3 in company, 1 in subsidiary.**
- Unit I situated in Sanpada, Navi Mumbai, Maharashtra.
- Unit-II, is situated in Turbhe, Navi Mumbai, Maharashtra.
- Unit-III, is situated in Nerul, Navi Mumbai, Maharashtra.
- Unit-IV, GAT No 95, Aalandi-Markal Road, Solu Near Bharat Petroleum, Talkhed, Pune, Maharashtra, 412105
- ISO 9001:2015 for Quality Management and ISO-10001:2018 for Quality Management and Customer Satisfaction
- Equipped with required facilities to execute all types of manufacturing activities such as design and prototyping, metal and wood fabrication, powder coating, cutting, printing, polishing & packaging, etc.



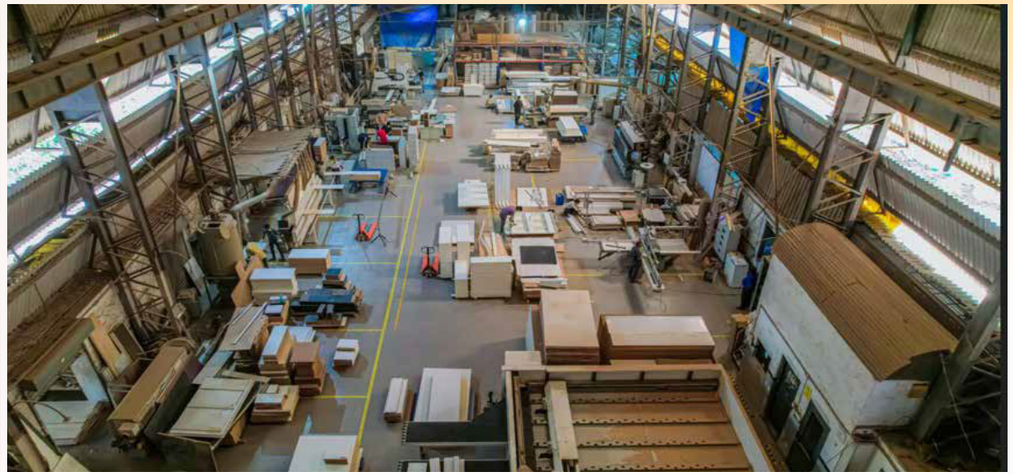
Production & Installed Capacity in the Company and Subsidiary

Particulars	FY 2022-23	FY 2023-24	FY 2024-25
For metal works (In tons)			
Installed Capacity	11,165.00	14,392.50	15,335.00
Actual Production	7,860.30	12,595.51	13,851.62
Capacity Utilization (in %)	70.40%	87.51%	90.33%

Particulars	FY 2022-23	FY 2023-24	FY 2024-25
For Wood works (in Sq. Feet)			
Installed Capacity	33,63,000.00	36,01,213.00	39,10,000.00
Actual Production	21,24,000.00	30,32,600.00	34,36,890.00
Capacity Utilization (in %)	63.16%	84.21%	87.90%

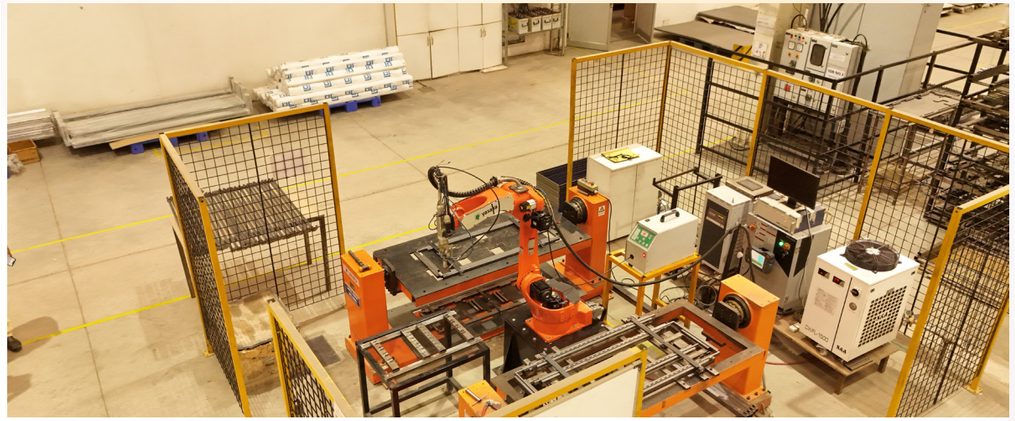
MANUFACTURING CAPABILITIES





Registered Office & Manufacturing Unit I & III - Mumbai Facility





Unit IV - Pune Facility

SUCCESS STORIES

zudio

Project Details

Location: Hyderabad

Products Used: Forte Double Slotted

Project Area: 8000 sq.ft

Category: Fashion Large Format Store



vision express

Project Details

Location: Mumbai

Products Used: Engage Fit N Light | Engage Inlay

Project Area: 500 sq.ft

Category: Health & Beauty

METRO SHOES

Project Details

Location: Hyderabad

Products Used: Engage Inlay

Project Area: 1000 sq.ft

Category: Footwear & Leather



LOTUS Electronics Supermarket

Project Details

Location: Bhilai

Products Used: Forte Single Slotted | Engage Inlay

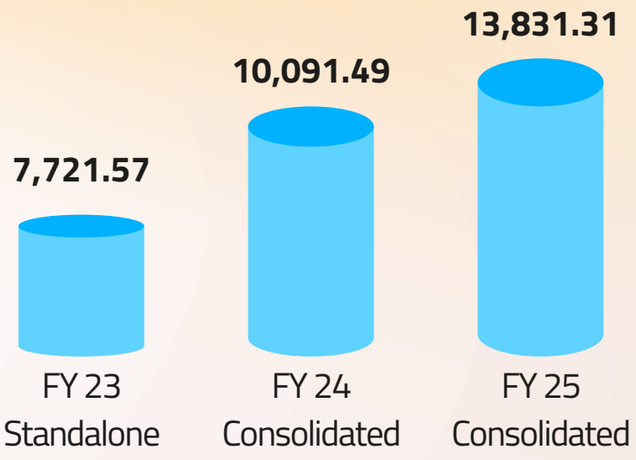
Project Area: 2000 sq.ft

Category: Electronics

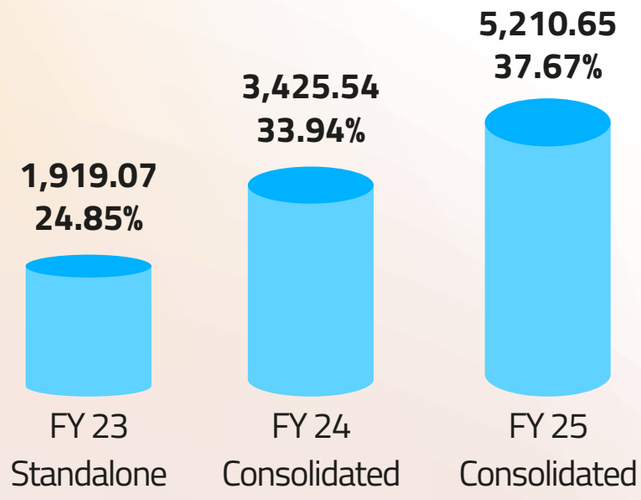
SNAPSHOT OF FINANCIAL PERFORMANCE

(₹in Lakhs)

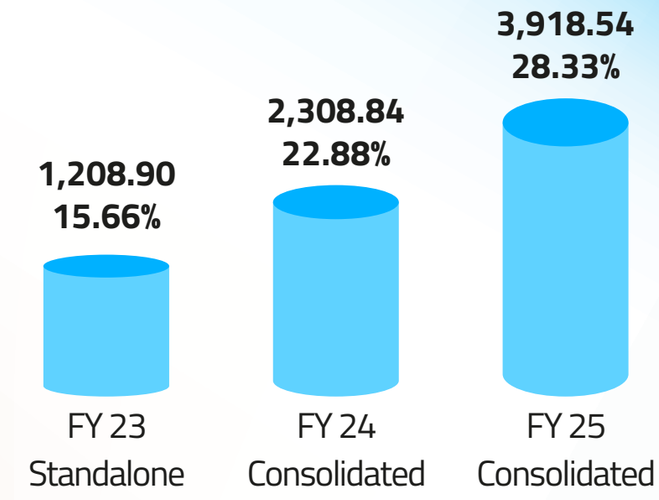
REVENUE FROM OPERATIONS



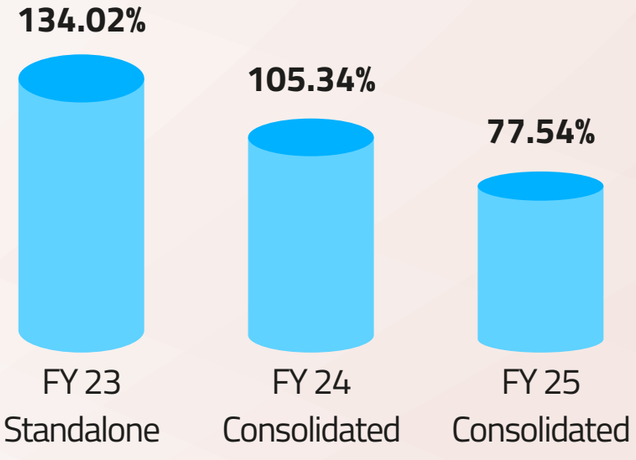
EBITDA & EBITDA Margin



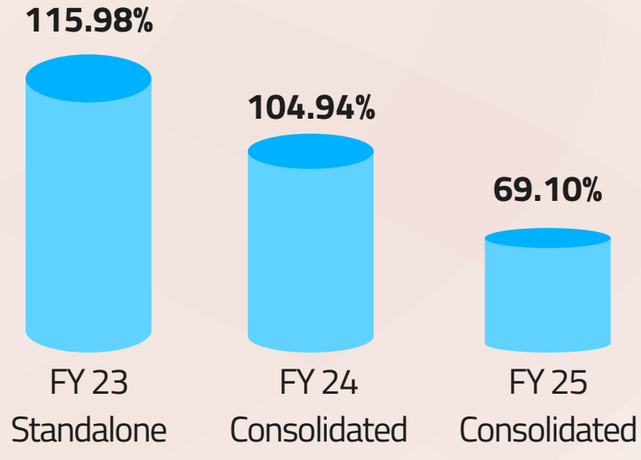
PAT & PAT MARGIN



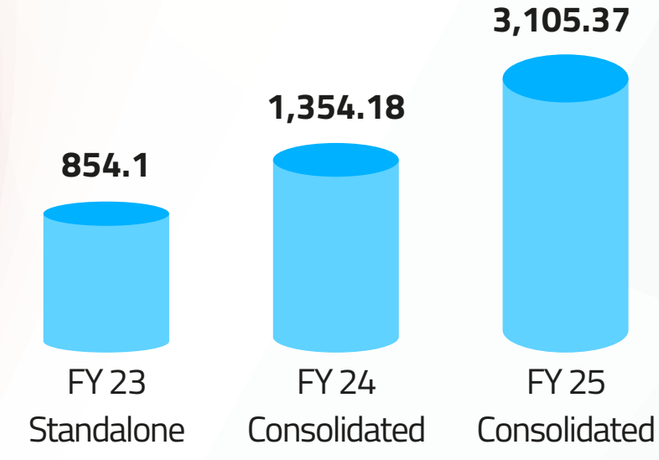
RoE(%)



RoCE (%)



CASHFLOW FROM OPERATIONS



PROFIT & LOSS

(₹in Lakhs)

Particulars	For the year ended March 31,		
	2025	2024	2023
	Consolidated	Consolidated	Standalone
A Revenue:			
Revenue From Operations	13,831.31	10,091.49	7,721.57
Other Income	141.86	46.1	13.63
Total Revenue	13,973.18	10,137.59	7,735.19
Expenses:			
B Cost of Material Consumed	5,986.91	4,725.64	4,048.15
Changes in inventories of finished goods and work in progress	-525.42	-60.21	-38.73
Employee benefit expenses	1,572.32	917.23	774.77
Finance Costs	6.03	14.84	25.15
Depreciation and amortization expenses	79.9	57.49	52.93
Others Expenses	1,853.72	1,355.94	1,017.10
Total Expenses	8,973.46	7,010.93	5,879.37
C Profit before exceptional ,extraordinary items and tax	4,999.71	3,126.67	1,855.82
Less: Exceptional Items	-	-	-
Profit before extraordinary items and tax (A-B)	4,999.71	3,126.67	1,855.82
Prior Period Items	-	-	
D Profit before tax	4,999.71	3,126.67	1,855.82
Share in Profit of Associate Enterprise	268.42	274.29	
Profit/(Loss) for the period	5,268.13	3,400.95	1,855.82
Tax expense :			

(₹in Lakhs)

Particulars	For the year ended March 31,		
	2025	2024	2023
	Consolidated	Consolidated	Standalone
Current tax	1,358.66	1,098.30	652.3
Deferred Tax Expense/(income)	-9.07	-6.18	-5.38
Profit/(Loss) for the period After Tax- PAT	3,918.54	2,308.84	1,208.90
Share in Profit of Associate Enterprise	-	-	-
Profit/(Loss) for the period	3,918.54	2,308.84	1,208.90
E Weighted Average no. of Shares	34304220	34303706	34303706
F Earning per Equity Share: Basic/Diluted			
(1) Basic	11.42	6.73	3.52
(2) Diluted	11.42	6.73	3.52

Note- Safe Enterprises Technologies became a subsidiary in Nov'24. Line-by-line consolidation is done from Nov'24 onwards. Earlier, only share of profit was accounted as an associate.



BALANCE SHEET

(₹in Lakhs)

Particulars	As at March 31,		
	2025	2024	2023
	Consolidated	Consolidated	Standalone
I. EQUITY AND LIABILITIES			
(1) Shareholder's Funds			
(a) Share Capital	1,715.22	2,463.51	1,484.47
(b) Reserves and Surplus	5,492.36	435.64	-
(2) Minority Interest	159.51		
(2) Non-Current Liabilities			
(a) Long-Term Borrowings	24.16	58.5	96.74
(b) Deferred Tax Liability(Net)	9.61	3.38	9.57
(c) Other non current liabilities	355.04	283.56	286.06
(d) Long-term Provisions	140.93	110.03	92.19
(3) Current Liabilities			
(a) Short Term Borrowing	0.17	31.07	29.96
(b) Trade Payables			
(i) total outstanding dues of micro enterprises and small enterprises; and	17.37	368.01	251.06
(ii) total outstanding dues other than micro enterprises and small enterprises903.5	572.34	782.75	
(c) Other current liabilities	1,335.80	1,081.34	669.68
(d) Short-Term Provisions	40.48	32.46	236.65
Total	**10,194.16**	**5,439.85**	**3,939.13**

(₹in Lakhs)

Particulars	As at March 31,		
	2025	2024	2023
	Consolidated	Consolidated	Standalone
II.ASSETS			
(1) Non-Current Assets			
(a) Property, Plant and Equipment & Intangible Assets			
(i) Property, Plant and Equipment	965.06	453.73	487.92
(ii) Intangible Assets	29.92	0.38	0.38
(iii) Capital WIP	14.94	-	-
(b) Non-Current Investment	153.13	901.71	91.01
(c) Deferred Tax Assets (net)	-	-	
(d) Long-term loans and advances	1,045.13	412.53	-
(e) Other non-current assets	1,735.80	901.15	155.26
(2) Current Assets			
(a) Inventories	959.29	195.46	100.85
(b) Trade receivables	2,381.05	2,157.88	2,062.69
(C) Cash & Other Bank Balances	2,738.89	133.53	682.92
(d) Short-Term Loans And Advances	76.53	252.45	319.09
(e) Other Current Assets	94.41	31.02	39
Total	**10,194.16**	**5,439.85**	**3,939.13**

Note- Safe Enterprises Technologies became a subsidiary in Nov'24. Line-by-line consolidation is done from Nov'24 onwards. Earlier, only share of profit was accounted as an associate.

CASHFLOW STATEMENT

(₹in Lakhs)

Particulars	For the year ended March 31,		
	2025	2024	2023
	Consolidated	Consolidated	Standalone
Cash Flow From Operating Activities:			
Net Profit before tax as per Profit And Loss A/c	**4,999.71**	**3,126.67**	**1,855.82**
Adjustments for:			
Depreciation & Amortization Expense	79.9	57.49	52.93
Interest on RD	-1.1	-1.14	-1.49
Interest on Fixed Deposit	-100.26	-25.96	-4.93
Interest Received on Loan	29.00	13.93	23.95
Provision for Gratuity	32.46	19.13	21.86
Gain on Foreign Exchange	-6.65	0.4	-8.77
Loss On Sale of Fixed Asset	-	-	-
Dividend 0	-	0	
Operating Profit Before Working Capital Changes	5,037.55	3,203.72	1,939.36
Adjusted for (Increase)/ Decrease in:			
Short Term Loans & Advance	304.82	66.64	-20.28
Trade Receivable	510.16	-95.58	-1,047.63
Inventories	-538.31	-94.61	23.94
Other non Current Liabilities	1.48	-2.5	48
Other Current Liabilities	210.43	411.66	127.32
Trade Payables	-182.11	-93.46	350.3
Other Non Current Assets	-789.06	-745.89	-122.36
Other Current Assets	52.44	7.98	-6.48
Deferred Tax	-	-	-
Cash Generated From Operations	535.02	-545.76	-647.19
Appropriation of Profit			
Net Income Tax paid/ refunded	1,397.15	1,303.78	438.07

(₹in Lakhs)

Particulars	For the year ended March 31,		
	2025	2024	2023
	Consolidated	Consolidated	Standalone
Net Cash Flow from/(used in) Operating Activities: (A)	**3,105.37**	**1,354.18**	**854.1**
Cash Flow From Investing Activities:			
Net Purchases of Fixed Assets (including capital work in progress)	-196.01	-23.3	-91.02
Net (Increase)/Decrease in long term loans and Advances	661.43	-426.46	-
Interest on RD	1.1	1.14	1.49
Interest on Fixed Deposit	100.26	25.96	4.93
(Increase)/Decrease in Investments	560.47	-375.05	-91
Net Cash Flow from/(used in) Investing Activities: (B)	-1,046.22	-677.82	-226.05
Cash Flow from Financing Activities:			
Net Increase/(Decrease) in Long Term Borrowings	-50.28	-38.24	2.9
Net Increase/(Decrease) in Short Term Borrowing	-30.91	1.11	-34.66
Net (Withdrawal)/Contribution of Partners	-825	-1,055.51	-44.09
Increase/(Decrease) in Minority Interest	159.51		
Interest Expenses	-4.48	-13.21	-23.95
Net Cash Flow from/(used in) Financing Activities (C)	**-751.15**	**-1,105.86**	**-99.8**
Net Increase/(Decrease) in Cash & Other Bank Balances (A+B+C)	**1,308.00**	**429.50**	**528.26**
Cash & Cash Equivalents As At Beginning of the Year	**580.28**	**547.55**	**19.29**
Cash & Cash Equivalents As At End of the Year	**1,888.28**	**118.05**	**547.55**

Note- Safe Enterprises Technologies became a subsidiary in Nov'24. Line-by-line consolidation is done from Nov'24 onwards. Earlier, only share of profit was accounted as an associate.

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