PHOENIX®
True way to weigh

- Electronic Weighing Scales & Systems
- Electronic Currency Counting Machines
- Electronic Fare Meters
- Home Automation

NITIRAJ ENGINEERS LTD.
CIN : L31909MH1999PLC119231
Listed on National Stock Exchange of India
ISO 9001:2015 COMPANY
CORPORATE OFFICE & WORKS :
Plot No. J-25, J-26, MIDC, Awadhan,
Dhule - 424 006. (M.S.) INDIA
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Web Site : www.nitiraj.net

Date: - 16/08/2024

To
The Manager
Listing & Compliance Department,
National Stock Exchange of India limited
Exchange Plaza, 5Th Floor, Plot No C/1,
G Block , Bandra-Kurla Complex, Bandra,
Mumbai-400051

(Company ID: NITIRAJ ISIN: INE439T01012)

SUB:- Investor Presentation.

Dear Sir /madam.

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation of the Company.

This is for information of the Exchanges and the Members.

Thanking You,
FOR NITIRAJ ENGINEERS LIMITED

Deepika Amit Dalmiya
Digitally signed by Deepika Amit Dalmiya
Date: 2024.08.16 12:42:32 +05'30'

DEEPIKA DALMIYA
Company Secretary & Compliance Officer
M.NO: A58029

Enclose: As Above

NITIRAJ ENGINEERS LIMITED

Investor Presentation
Q1FY25



SAFE HARBOUR

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- *Journey*
- *Products*
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- *Management*
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RESULT HIGHLIGHTS Q1FY25

Particulars	YOY Growth% Q1'25 vs Q1'24	QOQ Growth% Q1'25 vs Q4'24
Revenue	-62%	-91%
EBITDA	-167%	-113%
PAT	-289%	-122%

Comparison basis on quaterly figures

MANAGEMENT COMMENTS

Q1 FY25 presented challenges for our performance, primarily due to two significant factors. First, the election period led to the suspension of tenders and orders, creating a temporary slowdown in our business activities. Second, our ongoing factory expansion efforts required substantial resources and focus, which, while crucial for our long-term growth, also impacted our short-term performance. Also first quarter for us is always lean due to lower institutional demand.

However, despite these hurdles, we achieved notable operational milestones. One of the key highlights was the successful launch of our new product in the security and automation sector: the GSM Shutter Alarm. This innovative device is designed to enhance security by triggering an alarm and automatically placing phone calls to pre-saved numbers if any attempt is made to open the shutter. The trials for this product were highly successful, indicating strong potential for its market adoption.

In addition to the GSM Shutter Alarm, we made significant advancements in our drone technology. We successfully manufactured two drones and conducted field trials, both of which yielded positive results. These drones represent a strategic step forward in our technological capabilities and position us well in a rapidly growing market.

Moreover, our international endeavors are showing promise, particularly with our projects in Germany, which are progressing steadily through the pipeline. These projects are expected to open new avenues for growth and further establish our presence in the global market.

Overall, while Q1 FY25 posed certain challenges, our operational achievements have laid a solid foundation for future growth. We remain optimistic about overcoming the short-term obstacles and are confident in our strategic direction moving forward.



Mr. Rajesh Bhatwal

MD & CEO

ABOUT US

- We are one of the leading manufacturers of Electronic Weighing Scales and Systems.
- Established in 1989, PHOENIX, our brand is renowned in Electronic Weighing industry in India.
- We also manufacture Currency Counting Machines and a range of Security & Automation Products for homes hotels and offices.
- Installations across 5 countries Middle East, SAARC and African Countries.
- 20 branches across Maharashtra, Odisha and Chhattisgarh
- About 400 dealer network across India
- At present, our company produces more than 100,000 scales per year. Above 250 professionals are working with the company. We have more than 10,00,000 satisfied customers in the country.



JOURNEY

1989–94

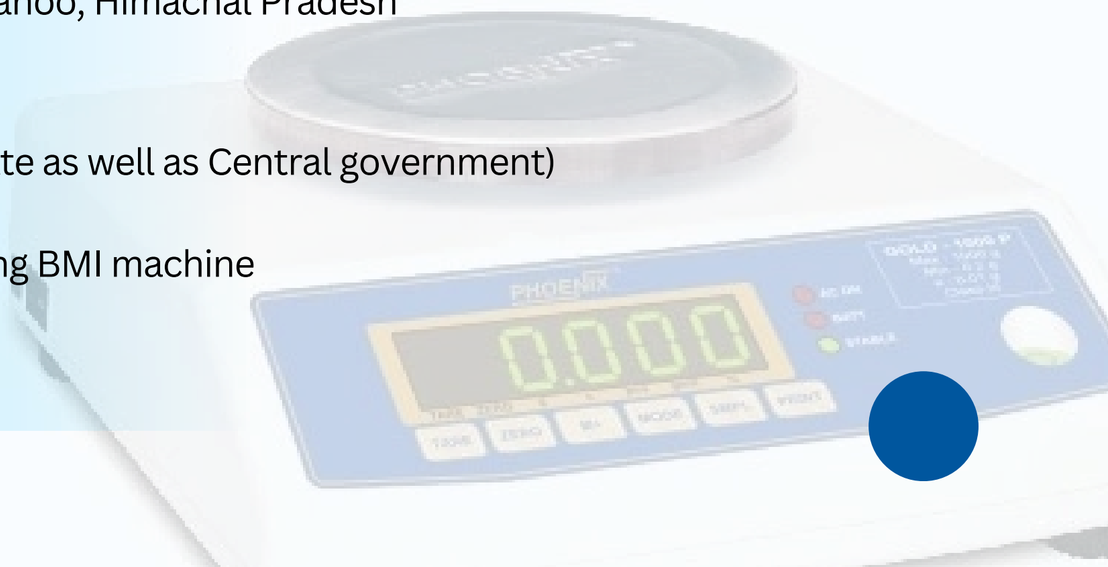
- Started as partnership firm in small town of Maharashtra i.e., Dhule with registered Trademark “PHOENIX’
- Awarded with “ Best Entrepreneur Award” by Government of Maharashtra
- Started manufacturing unit at Silvassa (UT of D&NH)

1998–03

- Awarded with Jamanalal Bajaj Uchit Vyavahar Puraskar for fair trade at national level
- Certified by American Quality Assessors as ISO 9001 Company
- Registered as “Private limited Company”
- Started new Manufacturing Unit at Parwanoo, Himachal Pradesh

2006–09

- Ventured into Government Supplies (State as well as Central government)
- Additional Expansion at Parwanoo Unit
- Launched health range products including BMI machine
- Launched fare meter range of products



JOURNEY

2011–17

- Developed and installed CGMS and MAA in Aanganwadis all over India to control malnutrition amongst children - huge orders under WCD department of Govt. of India
- Started new range of products – Currency Counting Machines
- Listed on “NSE SME “ Platform

2018–21

- New plant commenced operations (in Dhule, Maharashtra with land area of 8 acres)
- Launched Currency Value Counting Machine, EMFR (Analytical Weighing Balances), Infant meters, Stadiometers, Dial Type Weighing Scales, RFID Access Control, Person Weighing Scale & Audio Door Phone
- Migrated to NSE Mainboard and issued Bonus Equity Shares in ratio 1:4

2022–24

- Ventured into Drone Manufacturing.
- New products in pipeline for Home and Office Automation.
- Started exports to Germany

PHOENIX®
True way to weigh

OUR
PRODUCTS

PHOENIX®
True way to weigh

ELECTRONIC WEIGHING SCALES

Weighing scale plays mandatory and important role in day-to-day life.

Weighing solutions starting from milligrams to tons including:

- Person weighing scales
- Jewellery scales with 10 mg accuracy
- Tabletop scales upto 30 kg capacity
- Platform scales upto 5-ton capacity
- Crane scales upto 20-ton capacity
- Weigh bridge upto 100-ton capacity are demanded from market.

Target Market includes Jewellers, homes, retailers, wholesalers, hospitals and health centers, post offices, banks and paper industries, logistics, dairies, mills and industries, building and construction, Government segment form major part of market.



CURRENCY COUNTING MACHINE

- Cash counting and counterfeit note detection is process widely required with high speed and accuracy
- PLNC 3|4 – Currency counting machine with counterfeit note detection
- PVC-101 – Mix note value counter with counterfeit note detection are demanded from market
- Target Market includes;
  - Banks,
  - Jewelers,
  - Retailers and Wholesalers,
  - Commercial establishments,
  - Government segments: post offices, railways
  - Petrol pumps, hospitals and others



SECURITY AND AUTOMATION

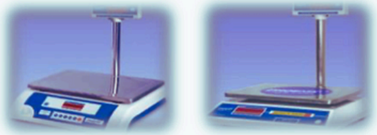
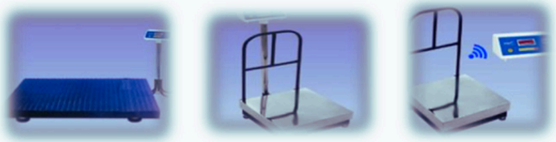
- This segment includes products such as Access control system, video door phones, audio door phones and remote locks for home security and convenience.
- Wired as well as wireless models are available.
- Hotel RFID locks, Room number plates and power saving switches.

Target Market for this segment is Hotels, Home and Offices.
Both commercial and residential real estate are high in demand.

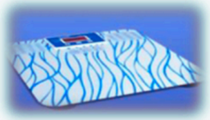
We expect to launch new products in this segment, prototyping is already done.



PRODUCT RANGE

Product Name	Product	Description / Application
Jewellery Scale		▪ Used in Jewellery Shops & Laboratories / Paper Industries ▪ Highest accuracy of 10 mg ▪ Carat counting, percentage & GSM functions
Tabletop Scale		▪ Used by Departmental Stores, Grocery Shops, Packaging Industries etc. ▪ Various models and platter sizes are available. ▪ Accessories suiting various customer applications
Price Computing Scale		▪ Used by Departmental Stores, Grocery Shops, Sweet Shops etc. ▪ Data of 500 commodities can be entered using keyboard or can be downloaded from computer ▪ Bills and reports can be printed directly from weighing scale
Piece Counting Scale		▪ Used by Industries like Spare parts weighing and Automobile Industry ▪ Displays Weight, Unit, Unit Weight & Count ▪ Accessories like 3-LED are widely demanded for packing application
Platform Scale		▪ Used for all heavy-duty applications ▪ Rugged construction with stainless steel / MS platform ▪ Hi-tech and wireless displays available

PRODUCT RANGE

Product Name	Product	Description / Application
Hanging Scales		▪ Used at Steel Plants, Dockyards, Fabricators, Vehicle Junk Yards, Construction Sites, Foundries ▪ IR Remote Control Operation ▪ Pocket scale is widely used for weighing gas cylinders and at airports
Industrial Scales		▪ Very sturdy Pallet Truck with weighing mechanism used at industries, warehouse, godowns and dockyards. ▪ Milk weighing systems are microprocessor based fully electronic weighing systems used by Dairies and Milk Product Manufacturers ▪ Weigh bridges are used for Truck Weighing
Baby Weighing Scale		▪ Ideal for maternity hospitals, Pediatricians, Aanganwadis & Health Care centers ▪ Portable and sturdy design with baby bowl designed as per Govt. norms ▪ Child Growth Monitoring System (CGMS) gives result of child comprising of growth charts namely UNDERWEIGHT, STUNTING and WASTING. It gives category of Underweight, Stunting and Wasting as well as shows amount of Underweight and stunting of child
Adult Weighing Scale		▪ Ideal for Clinics/Hospitals/ Fitness centers ▪ Heavy duty, stable platform made up of cast-iron ▪ Unique design ensuring easy readability of display
Portable Adult Scale		▪ Ideal for Clinics, Hospitals, Fitness centers and households ▪ Available in LED and LCD display with low power consumption ▪ BMI and Bluetooth app features are available

PRODUCT RANGE

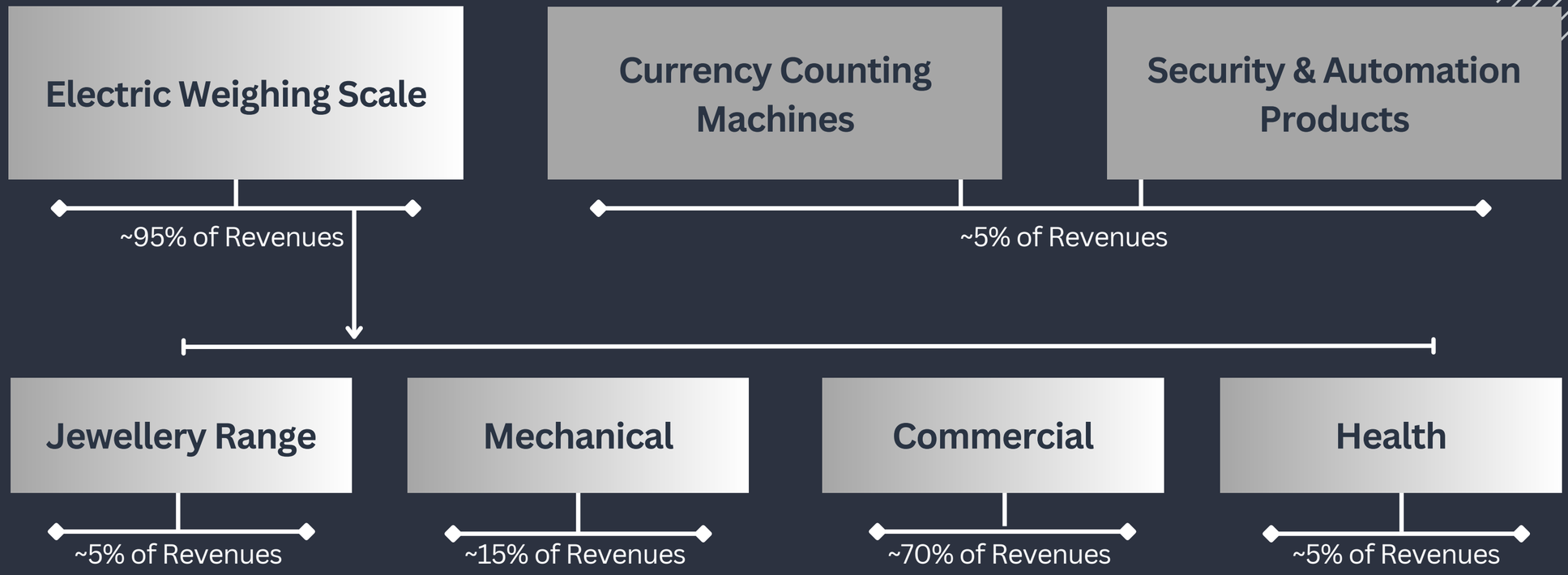
Product Name	Product	Description / Application
Kitchen Scales		▪ Specially designed to weigh recipe items accurately ▪ Light weight, Portable
Body Mass Index (BMI) Scale		▪ Ideal for Hospitals, Clinics, Schools, Health clubs, Physical examination centers, Gym etc. ▪ Automatically measures weight, height & body mass index. It also displays, how much over / under weight person is ▪ Available with GSM (SMS), printer options
Currency Counting Machine	 	▪ Used in Banks, Malls, Hospitals, Shops ▪ In-built Counterfeit Note Detection System ▪ Value counting machine
Electronic Fare Meter	 	▪ Compact, rugged, designed to be adaptable to diverse range of working locations and environment ▪ Separate display fields for fare, waiting time and distance travelled ▪ Approved by RTO Department
Home Automation	  	▪ Access control system, video door phones, audio door phones and remote locks for home security and convenience ▪ Wired as well as wireless models are available

PHOENIX®
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BUSINESS MODEL

INVESTOR PRESENTATION

BUSINESS OPERATIONS



MANAGEMENT

Mr. Rajesh Bhatwal
CEO & MD

He completed his BE in Electronics and subsequently founded the company in 1989. His determination to provide as perfect a product as possible, his passion and love for the company, his unending motivation, problem-solving attitude and guidance to the entire team and his honest and truthful nature, play a key role in the growth of our organization. He has led the company since it was incorporated and had a small area and staff of just 3 people, to a huge manufacturing unit with advanced machineries and a staff of more than 250 people! His vision for PHOENIX brand to achieve newer heights each year, is truly a motivation for all of us!

Mr. Hung Sin
Director

He is BE Computers and is associated with the company since its foundation years. He is based at Mumbai and handles imports and exports for the company.

Mr. Ajay Bhatwal
Vice President, Marketing

He is a CA by profession but a marketing and sales personality. He is heading the overall dealers network of the company and is constantly coming up with feature suggestions from the market.

Mr. Gajendra Deshmukh
Director

Mr. Deshmukh is also associated with the company since its initial years. He has a strong experience of handling institutional business for the company. He also has exposure and has assisted the company in production related activities.

GROWTH DRIVERS

VENTURING INTO DRONES

Key Personnel

Hired an aerospace scientist for development of drones.

Features

Technically sound Reverse Engineered Drones
Competitive Pricing
More Added Features

Target Market

Targeting Agriculture Market
Farmers can save from 5000/- to 10,000/- per acre using these drones

Revenue Model

1. Pilot Training - expecting approval on license from DGCA
2. Drone Sale

Tie-Up

Tied-up with a Maharastra based app called "BHOLA" serving farmers needs.

Capacities

Drone carrying capacity is 12 litres
Reduces pesticides by 40%



New Developments

We manufactured two drones and successfully completed field trial.

Project pipeline is progressing.

COMMERCIAL SEGMENT IN BOOM



High Demand

India’s manufacturing activity hit a 16-year high of 59.1 PMI this March, a survey by S&P Global.

Wide Range

Cater to all types of weighing scales used in industrial and mechanical segments.

Growth

More than 140% growth in revenues from commercial weighing scales in FY24 as compared to last year.

Outlook

Expect revenues to grow by 20-25% on CAGR basis in next 3-4 years.

UPTICK IN SECURITY & AUTOMATION

Development

Testing Phase

Developed a range of new products like audio door bell, remote locks for home security and convenience, Hotel RFID locks, power saving switches, etc

Installation

Improvement

1500 installations have been done and currently review and improvement phase is running. We would be supplying to the market soon targeting hotels, homes and offices.

Entry in B2B

Currently only in B2C

Currently supplying directly to hotels or homes or offices. Plans to enter Builder market where supply would be in bulk for security and sutomation products along with new launches.

Outlook

Expected Growth

Expect revenues to grow by 20-25% on CAGR basis in next 3-4 years.

ENTERING EXPORT MARKET

01 After COVID, Anti-China sentiment lead Germans to look for other country for their weighing scale needs.

02 Germans visited India after COVID and inspected around 16-18 weighing scale manufacturing plants.

03 Germans also visited our manufacturing facility and ordered to supply prototypes.

04 We expect growth in export business amid huge demand from other countries.



EXPANDING DISTRIBUTION

CURRENT

Presence

20 Branch Offices
400 Dealer Network across country

400 Dealers

EXPECTED

Expected Presence

Expect to expand presence in new states including Jharkhand, MP, Rajasthan, Punjab and others.

+6 States



INCREASE IN CAPACITY UTILIZATION

CURRENT

Total Area : Land of 8 acres has been acquired for world-class, state-of-the-art manufacturing facility in Dhule, Maharashtra.

Production Capacity: 3000 machines per day

Capacity Utilisation: 50%

EXPECTED

Total Area : Land of 3 acres is available for any future expansion.

Expected Capacity Utilisation: 60-70%

Capex: Every year 3-4 crores towards maintenance and advancements.

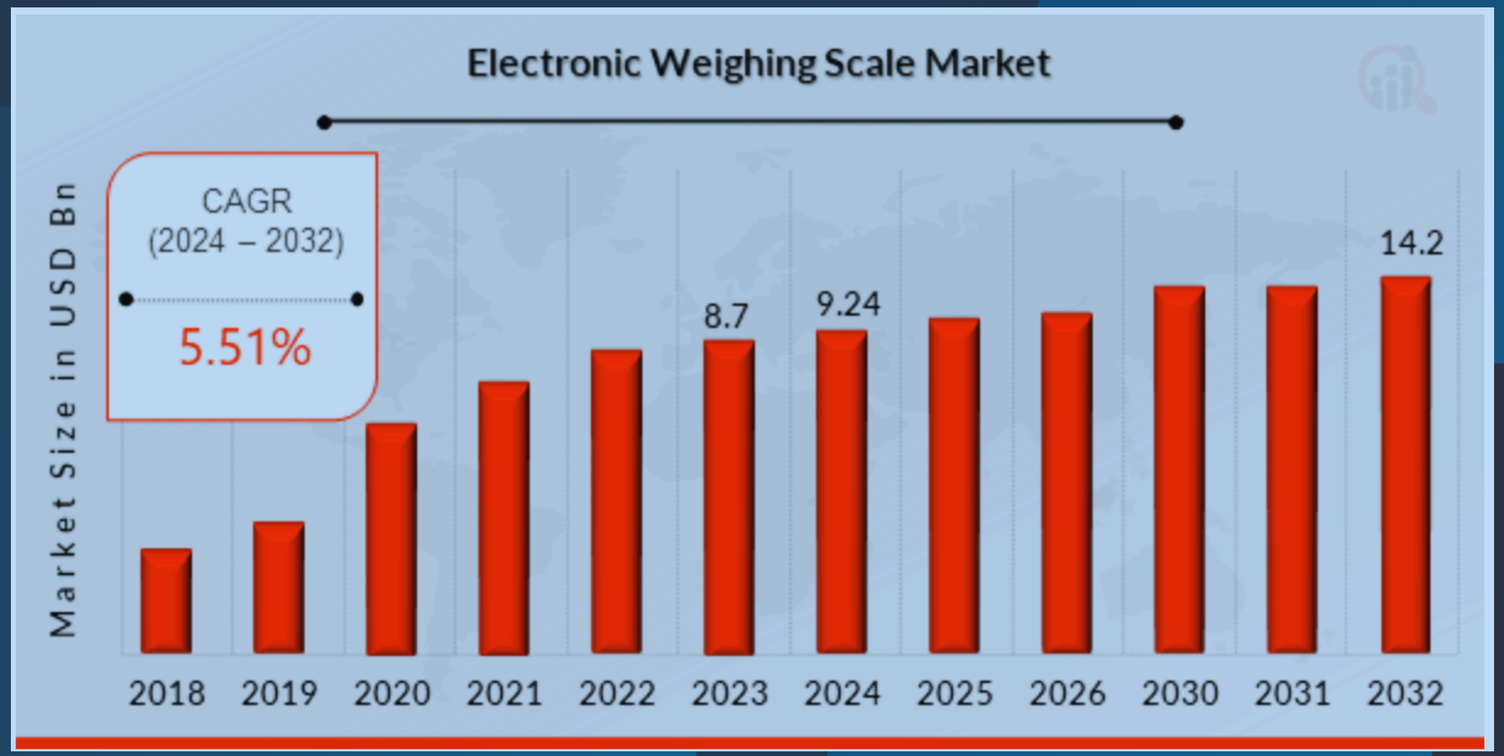
EXPECTED

More repeat orders

5-6 New Product Launches every year

INDUSTRY GROWTH

Global Electronic Weighing Scale Market Size was valued at USD 8.7 Billion in 2023. The electronic weighing scale market industry is projected to grow from USD 9.24 Billion in 2024 to USD 14.2 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 5.51% during the forecast period (2024 - 2032). Increasing industrial automation and the rapid adoption of electronic weighing scales in retail and jewellery stores are the key market drivers enhancing the market growth.



Source: Market Research Future

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True way to weigh

FINANCIAL PERFORMANCE

FINANCIAL PERFORMANCE

In Lakhs

PARTICULARS	Q1 FY 25	Q1 FY 24	YOY%	Q4 FY 24	QOQ%	FY 2024
Net Sales	453.46	1,193.57	-62%	5,307.71	-91%	10,143.20
Total Expenditure	673.70	1,077.03		4,316.73		8,549.00
EBITDA & Exceptional Item	(136.59)	202.85		1,075.78		1,938.64
Exceptional Item						
EBITDA	(136.59)	202.85	-167%	1,075.78	-113%	1,938.64
EBITDA Margin (%)	-30.12%	17%	-277%	20.27%	-249%	19.11%
Depreciation	81.02	81.18		83.20		335.86
PBIT	(217.61)	121.68	-279%	992.58		1,602.77
Interest	2.63	5.14		1.59		8.57
Profit Before Tax	(220.24)	116.54	-289%	990.98	-122%	1,594.20
Tax	(55.43)	29.33		249.41		390.66
Profit After Tax	(164.81)	87.21	-289%	741.57	-122%	1,203.55
PAT Margin %	-36.35%	7.31%	-597%	13.97%	-360%	11.87%
Reported Earning Per Share (Rs)	(1.61)	0.85	-289%	7.23	-122%	11.74

THANK YOU!

Connect with us.

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