

FINANCIAL PERFORMANCE 2012 - 13

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(₹ in Crores)

Particulars	% of Growth/ (De- growth) compare to corresponding period of P.Y.	Quarter Ended Mar 13	Quarter Ended Mar 12	% of Growth/ (De-growth) compare to Previous Year	Year Ended Mar 13	Year Ended Mar 12
Turnover - Gross	6%	502	474	13%	1,840	1,628
Turnover - Net	6%	442	415	12%	1,611	1,435
EBIDT	(28%)	29	40	(14%)	131	152
Interest	(3%)	11	11	7%	43	40
Depreciation	1%	11	11	10%	44	40
PBT	(61%)	7	18	(39%)	44	71
PAT	(67%)	5	14	(44%)	31	56

Performance Snapshot

(₹ in Crores)

Sr. No	Particulars	Standalone		Consolidated	
		Current Year ended Mar 13	Previous Year ended Mar 12	Current Year ended Mar 13	Previous Year ended Mar 12
		Audited	Audited	Audited	Audited
1	Income From Operations				
	(a) Net Sales / Incomes from Operations (Net of Duties and Levies)	1,600.26	1,424.14	1,693.10	1,508.57
	(b) Other Operating Income	10.40	10.47	9.08	7.95
	Total Income from operations (net)	1,610.66	1,434.61	1,702.18	1,516.52
2	Expenses				
	(a) Cost of materials consumed	636.97	554.80	681.47	598.08
	(b) Purchase of stock-in-trade	413.58	352.67	423.98	358.78
	(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	(32.55)	(30.21)	(34.75)	(32.63)
	(d) Employees benefit expense	101.63	90.02	110.28	96.98
	(e) Depreciation and amortisation expense	44.34	40.48	47.58	43.14
	(f) Other expenses	363.28	318.13	383.88	334.49
	Total Expensees	1,527.26	1,325.88	1,612.43	1,398.84
3	Profit from Operations before Other income, Finance Cost and Exceptional Items (1-2)	83.40	108.73	89.75	117.68
4	Other Income	3.22	2.48	2.76	1.56
5	Profit from ordinary activities before finance costs and Exceptional Items (3+4)	86.63	111.21	92.51	119.24
6	Finance Cost	42.97	40.16	44.93	41.02
7	Profit from ordinary activities after finance costs and but before Exceptional Items (5-6)	43.65	71.05	47.58	78.22
8	Exceptional Items	-	-	-	-

Contd...

(₹ in Crores)

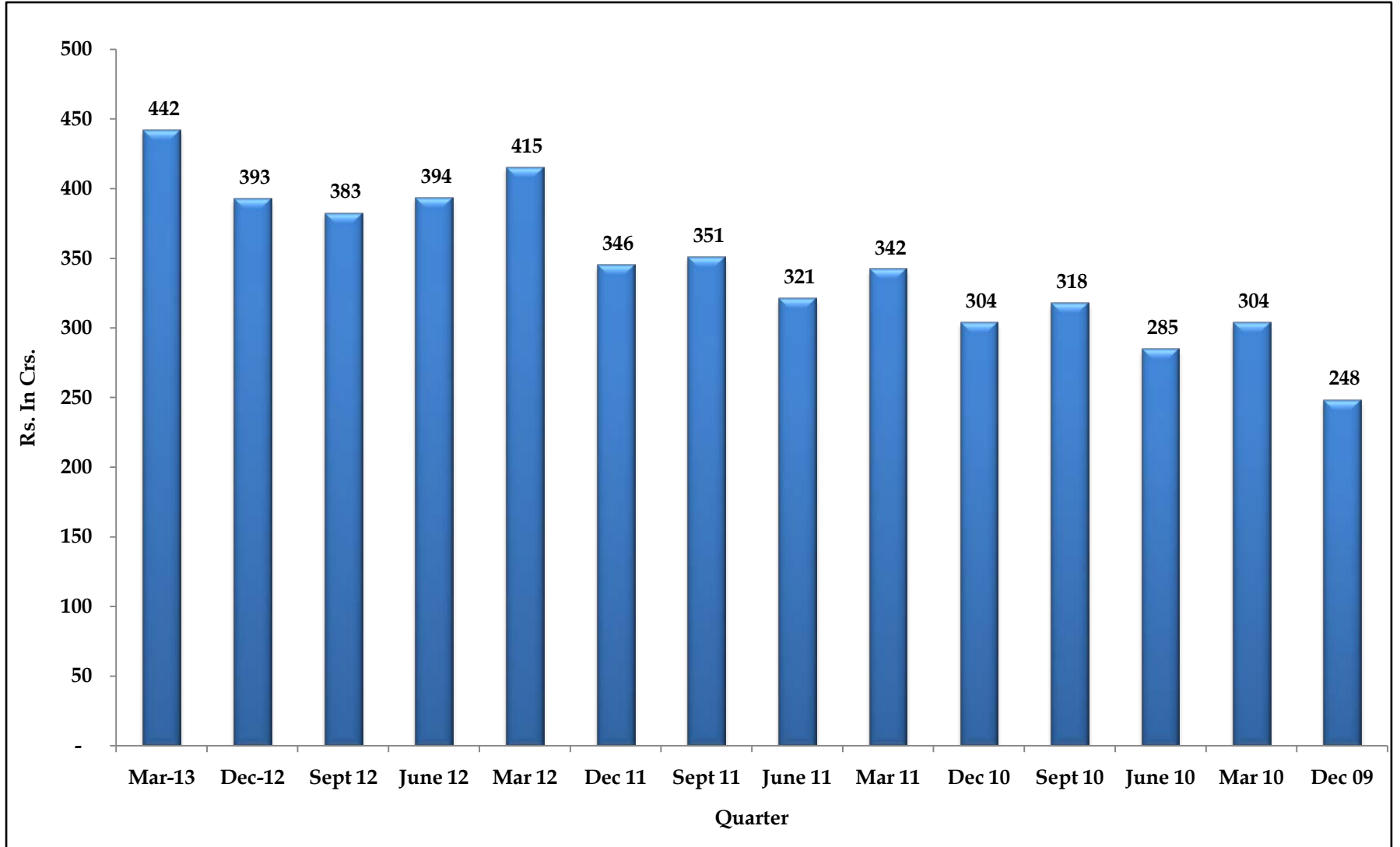
Sr. No	Particulars	Standalone		Consolidated	
		Current Year ended Mar 13	Previous Year ended Mar 12	Current Year ended Mar 13	Previous Year ended Mar 12
		Audited	Audited	Audited	Audited
9	Profit from Ordinary Activities before Tax (7-8)	43.65	71.05	47.58	78.22
10	Tax Expense	12.46	15.45	9.72	16.33
11	Net Profit from Ordinary Activities after Tax (9-10)	31.19	55.60	37.86	61.89
12	Extra Ordinary Items (Net of Tax Expenses)	-	-	-	-
13	Net Profit for the Year (11-12)	31.19	55.60	37.86	61.89
14	Adjustment for Minority Interest	-	-	0.72	0.79
15	Paid-up Equity Share Capital (Face Value of ₹ 10/- per Share)	14.92	14.92	14.92	14.92
16	Reserves excluding Revaluation Reserves as per Balance Sheet of previous accounting year	414.18	389.52	429.96	399.22
17	Earnings Per Share (EPS)				
	(a) Basic and diluted EPS before exceptional Item for the period (₹)	20.90	37.26	24.89	40.95
	(b) Basic and diluted EPS after exceptional Item for the period (₹)	20.90	37.26	24.89	40.95
A	PARTICULARS OF SHAREHOLDING				
1	Public Shareholding:				
	a) Number of shares	56,42,140	56,42,140	56,42,140	56,42,140
	b) Percentage of Shareholding	37.81%	37.81%	37.81%	37.81%
2	Promoters and Promoter Group Shareholding				
	(a) Pledged/ Encumbered				
	- Number of Shares	Nil	Nil	Nil	Nil
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	Nil	Nil	Nil	Nil
	- Percentage of shares (as a % of the total share capital of the company)	Nil	Nil	Nil	Nil
	(b) Non -encumbered				
	- Number of Shares	92,80,385	92,80,385	92,80,385	92,80,385
	- Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00%	100.00%	100.00%	100.00%
	- Percentage of shares (as a % of the total share capital of the company)	62.19%	62.19%	62.19%	62.19%

Segment Wise Revenue, Results & Capital Employed

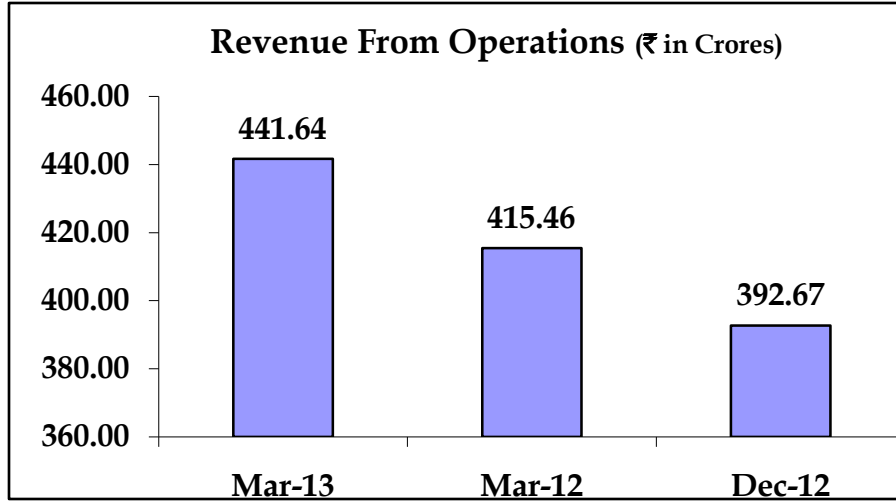
(₹ in Crores)

Sr. No.	Particulars	Standalone		Consolidated	
		Current Year	Previous Year	Current Year	Previous Year
		Audited	Audited	Audited	Audited
1	Segment Revenue				
	(a) Plastics	1,419.54	1,250.75	1,478.02	1,311.35
	(b) Lifestyle Furniture, Furnishings & Accessories	203.93	191.27	203.93	191.27
	(d) Others - Storage Systems, etc.	-	-	36.80	24.34
	Total	1,623.48	1,442.02	1,718.76	1,526.96
	Less: Inter Segment Revenue	12.82	7.41	16.57	10.44
	Net Income from Operations	1,610.66	1,434.61	1,702.19	1,516.52
2	Segment Results				
	(a) Plastics	106.44	122.18	111.45	129.62
	(b) Lifestyle Furniture, Furnishings & Accessories	(7.49)	(3.79)	(7.49)	(3.79)
	(d) Others - Storage Systems, etc.	-	-	1.53	2.36
	Total	98.95	118.39	105.49	128.19
	Less:				
	Interest & Finance Charges (Net)	42.97	40.16	44.93	41.02
	Other Un-allocable expenditure net of un-allocable	12.32	7.18	12.26	8.16
Total Profit before Tax	43.65	71.05	48.30	79.00	
3	Capital Employed [Segment Assets -Segment Liabilities]				
	(a) Plastics	712.57	648.43	743.98	671.10
	(b) Lifestyle Furniture, Furnishings & Accessories	83.90	97.26	83.90	97.26
	(d) Others - Storage Systems, etc.	-	-	20.12	16.68
	(c) Unallocable	(367.37)	(341.25)	(403.12)	(370.89)

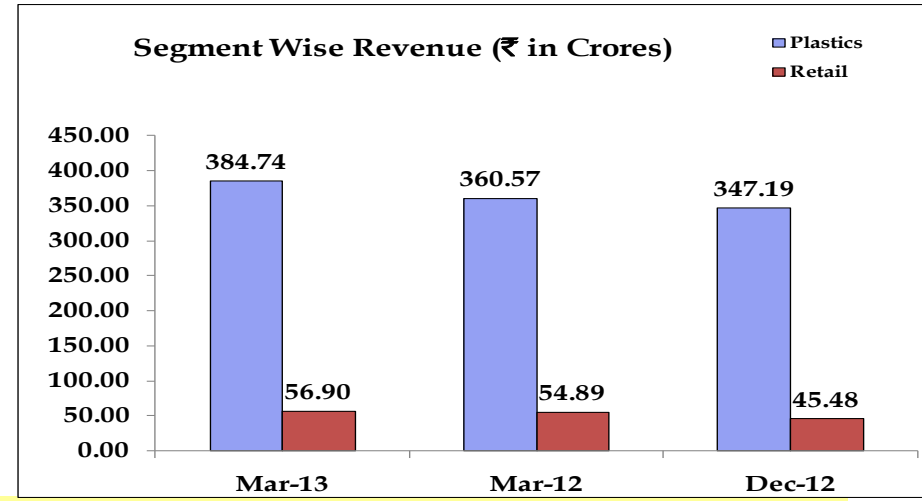
Quarterly Net Sales (Company)



Performance Snapshot (Quarterly)

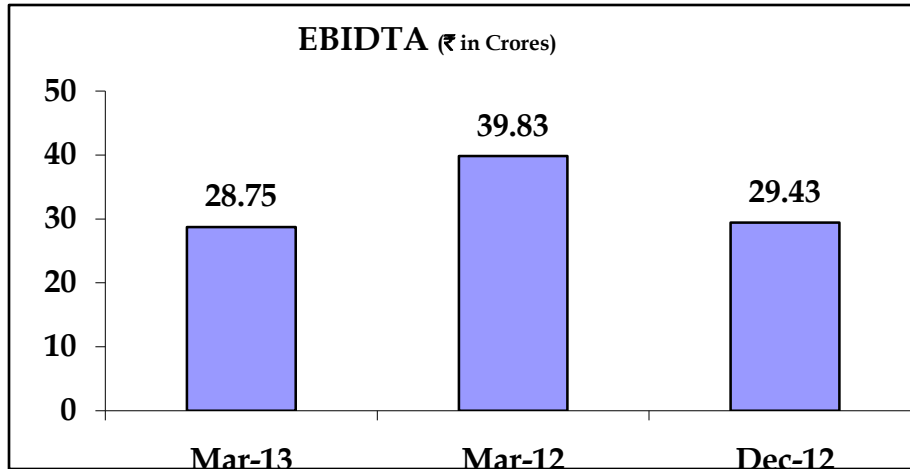


YoY Growth : 6% QoQ Growth : 12%



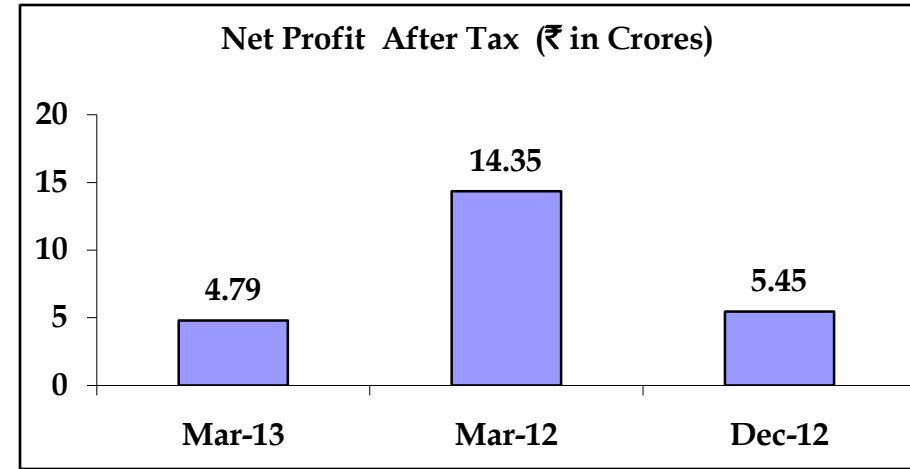
Plastics YoY Growth : 7%; QoQ Growth : 11%

Retail YoY Growth : 4%; QoQ Growth : 25%



YoY Growth/(De-Growth) : (28%)

QoQ Growth/(De-Growth) : (2%)

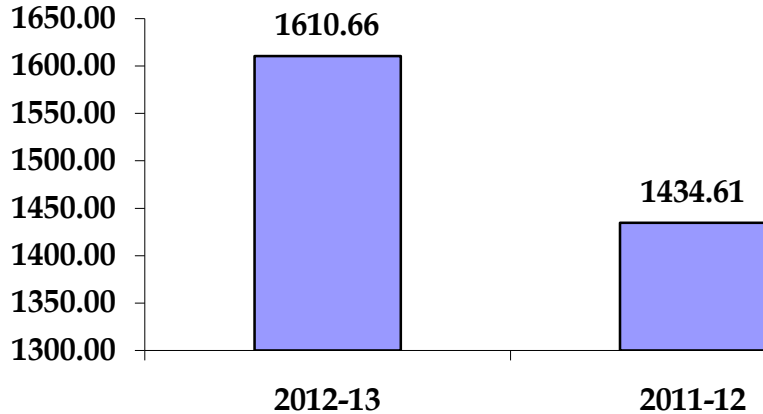


YoY Growth/(De-Growth) : (67%)

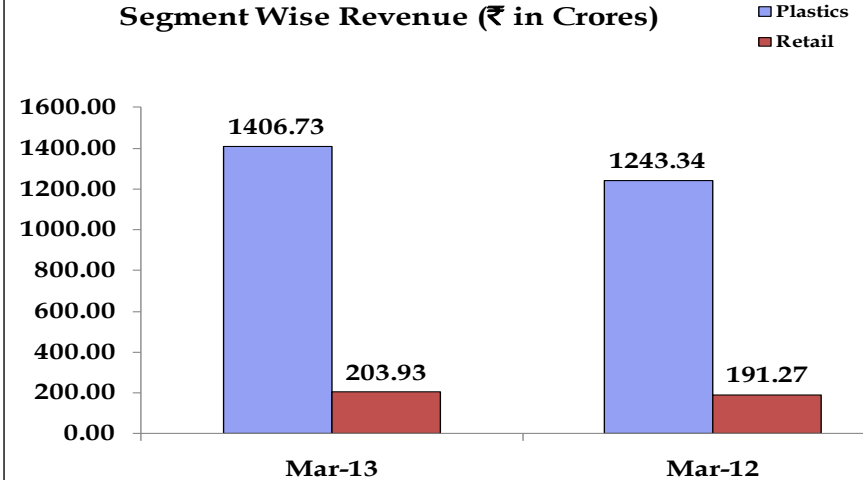
QoQ Growth/(De-Growth) : (12%)

Performance Snapshot (Yearly)

Revenue From Operations (₹ in Crores)



Segment Wise Revenue (₹ in Crores)

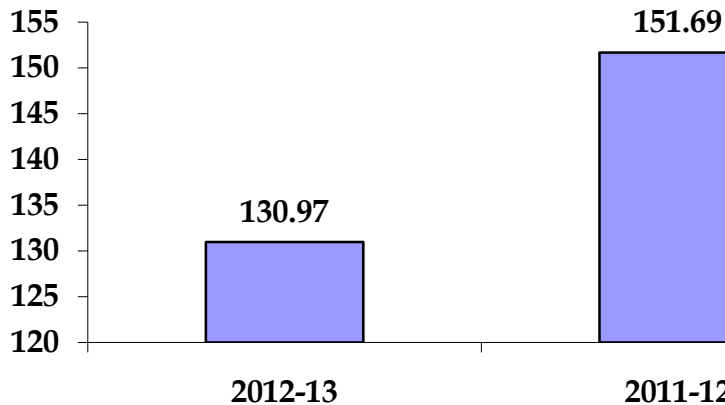


YoY Growth : 12%

Plastics YoY Growth : 13%

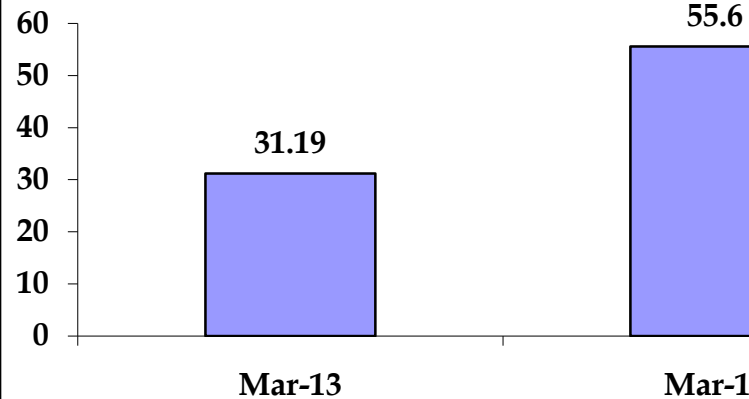
Retail YoY Growth : 7%

EBIDTA (₹ in Crores)



YoY Growth/(De-growth) : (14%)

Net Profit After Tax (₹ in Crores)



YoY Growth/(De-growth) : (44%)

Income Statement Summary (Quarterly)

(₹ in Crores)

Particulars	Quarter ended Mar 13		Quarter ended Mar 12		Quarter ended Dec 12		Growth/ (De-Growth) Over	
	Amt	%	Amt	%	Amt	%	Mar 12	Dec 12
Revenues	442.95	100%	416.69	100%	393.58	100%	6%	13%
Material Consumed	287.82	65%	265.08	64%	245.85	62%	9%	17%
Employees Cost	25.67	6%	22.67	5%	25.44	6%	13%	1%
Operating expenditure	100.71	23%	89.11	21%	92.86	24%	13%	8%
EBIDTA	28.75	6%	39.83	10%	29.43	8%	(28%)	(2%)
Depreciation	10.73	2%	10.66	3%	10.75	3%	1%	0%
Interest and Finance Charges	10.97	2%	11.28	3%	11.21	3%	(3%)	(2%)
Profit before Tax	7.05	2%	17.89	4%	7.47	3%	(61%)	(6%)
Tax Expense	2.26	1%	3.54	1%	2.02	1%	(36%)	11%
Net Profit after Tax	4.79	1%	14.35	3%	5.45	2%	(67%)	(12%)

Income Statement Summary (Yearly)

(₹ in Crores)

Particulars	Year Ended Mar 13		Year Ended Mar 12		Growth/ (De-growth) over
	Amt	%	Amt	%	
Revenues	1613.88	100%	1437.09	100%	12%
Consumption of Raw Material	1018.01	63%	877.25	61%	16%
Employees Cost	101.63	6%	90.02	6%	13%
Operating expenditure	363.27	23%	318.13	22%	14%
EBIDTA	130.97	8%	151.69	11%	(14%)
Depreciation	44.34	3%	40.48	3%	10%
Interest and Finance Charges (net)	42.98	2%	40.16	3%	7%
Profit Before Tax	43.65	3%	71.05	5%	(39%)
Tax Expense	12.46	1%	15.45	1%	(19%)
Net Profit After Tax	31.19	2%	55.60	4%	(44%)

Statements of Assets & Liabilities

(₹ in Crores)

Sr. No	Particulars	Standalone		Consolidated	
		As at 31st Mar 13	As at 31st Mar 12	As at 31st Mar 13	As at 31st Mar 12
		Audited	Audited	Audited	Audited
A	EQUITY AND LIABILITIES				
1	Shareholders' Funds				
	(a) Share Capital	14.92	14.92	14.92	14.92
	(b) Reserves & Surplus	414.18	389.52	429.96	399.22
	Sub- total Shareholders' fund	429.11	404.44	444.88	414.15
2	Minority Interest	-	-	4.65	3.97
3	Non-current liabilities				
	(a) Long term borrowings	111.79	110.42	113.25	111.38
	(b) Deferred tax liabilities (net)	21.90	18.47	22.73	19.18
	(c) Other Long Term Liabilities	32.37	27.16	32.37	27.16
	(d) Long term provisions	7.59	4.14	8.52	4.98
	Sub- total Non-current liabilities	173.66	160.20	176.87	162.70
4	Current Liabilities				
	(a) Short term borrowings	242.55	215.57	253.69	221.39
	(b) Trade Payables	94.29	81.32	101.70	94.75
	(c) Other current liabilities	68.44	65.45	71.70	65.98
	(d) Short term provisions	18.89	19.71	19.12	19.99
	Sub- total current liabilities	424.17	382.05	446.21	402.12
	TOTAL-EQUITY AND LIABILITIES	1,026.94	946.70	1,072.63	982.94

Contd...

(₹ in Crores)

Sr. No	Particulars	Standalone		Consolidated	
		As at 31st Mar 13	As at 31st Mar 12	As at 31st Mar 13	As at 31st Mar 12
		Audited	Audited	Audited	Audited
B	ASSETS				
1	Non-current Assets				
	(a) Fixed Assets	342.42	332.32	369.39	357.71
	(b) Non-current investments	25.30	25.30	0.00	0.00
	(c) Long-term loans and advances	51.85	50.59	52.58	51.30
	Sub- total Non-current assets	419.57	408.20	421.98	409.02
2	Current assets				
	(a) Inventories	305.26	272.91	326.19	288.90
	(b) Trade Receivables	229.74	195.69	246.66	211.68
	(c) Cash and Bank Balance	24.49	20.46	27.39	22.91
	(d) Short-term loans and advances	41.96	42.33	46.24	45.60
	(e) Other current assets	5.91	7.10	4.16	4.82
	Sub- total current assets	607.36	538.49	650.65	573.92
	TOTAL-ASSETS	1,026.94	946.70	1,072.63	982.94

Cash Flow Statement For The Year Ended 31st March 2013

(₹ in Crores)

Particulars		Year ended Mar 13		Year ended Mar 12	
A.	CASH FLOW FROM OPERATING ACTIVITIES				
	Net Profit before tax		43.65		71.05
	Adjustments for :	-		-	
	Depreciation and Amortisation	44.34		40.48	
	Loss on Fixed Assets sold / discarded (Net)	2.25		0.53	
	Finance Costs	42.97		40.16	
	Provision/(Written back) for doubtful debts and advances	0.44		1.11	
	Bad Debts Written off/(Written back)	0.64		0.55	
	Interest income received	(2.67)		(1.37)	
	Dividend Income	(0.55)		(1.11)	
			87.43		80.34
	Operating Profit before Working Capital changes		131.08		151.39
	Adjustments for :				
	Trade and Other Receivables	(34.65)		(63.56)	
	Inventories	(30.73)		(46.57)	
	Trade Payables & Other Liabilities	21.47		30.71	
	Direct Taxes Paid (Net of Refund)	(12.47)		(11.64)	
			(56.37)		(91.06)
	Net Cash Inflow from Operating Activities.....A		74.71		60.33

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Cash Flow Statement For The Year Ended 31st March 2013 (Contd....)

(₹ in Crores)

Particulars		Year ended Mar 13		Year ended Mar 12	
B.	CASH FLOW FROM INVESTING ACTIVITIES				
	Addition to Fixed Assets and Capital Work in Progress	(54.31)		(80.22)	
	Sale of Fixed Assets	0.82		2.39	
	Interest Received	2.54		1.38	
	Dividend received from Subsidiary	-		1.11	
	Net Cash Outflow from Investing Activities.....B		(50.96)		(75.34)
C.	CASH FLOW FROM FINANCING ACTIVITIES				
	Proceeds from Long Term Borrowings	40.13		75.53	
	Repayment of Long Term Borrowings	(36.21)		(42.37)	
	Proceeds from Short Term Borrowings [Net]	26.99		21.59	
	Changes in External Commercial borrowing pending	(6.29)		1.29	
	Finance Costs	(43.69)		(38.09)	
	Dividend paid (including tax on dividend)	(6.93)		(6.94)	
	Net Cash Inflow/(Outflow) from Financing Activities.....C		(26.01)		11.01
	Net Increase in Cash and Cash Equivalents (A + B + C)		(2.26)		(3.99)
	Cash and Cash Equivalents as at the beginning of the year	11.53		15.53	
	Cash and Cash Equivalents as at the year end	9.27		11.54	
			(2.26)		(3.99)
Previous year's figures have been regrouped / recast wherever necessary.					

(in Crores)

Name of the Company	Currency	Year ended Mar 13		Year ended Mar 12	
		Turn Over	Net Profit / (Loss)	Turn over	Net Profit / (Loss)
NBSSPL	INR	73.68	2.16	48.82	4.92
CNPL	INR	16.52	1.60	7.94	1.05
NEPPL	SLR	109.74	6.43	137.30	7.69
	INR	45.27	3.08	57.78	3.66
NEMPL	SLR	2.43	0.21	2.70	0.35
	INR	1.00	0.15	1.14	0.13
NCB- FZE	AED	1.58	0.13	1.07	0.08
	INR	23.38	2.40	13.98	1.19
Total	INR	159.85	9.39	129.66	10.95

- NBSSPL - Nilkamal BITO Storage Systems Pvt. Ltd. (Joint Venture)
- CNPL - Camro Nilkamal Private Limited (Joint Venture)
- NEPPL - Nilkamal Eswaran Plastic Pvt. Ltd (Sri Lankan Subsidiary)
- NEMPL - Nilkamal Eswaran Marketing Pvt. Ltd (Sri Lankan Subsidiary)
- NCB - FZE - Nilkamal Crates & Bins FZE (Ajman subsidiary)

Performance at Glance

(₹ in Crores)

Particulars	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Net Sales	465	757	889	1,028	1,252	1,435	1,611
Profit Before Tax	7	78	12	66	70	71	44
Profit After Tax	7	57	6	47	52	56	31
Share Capital	9	13	13	13	15	15	15
Reserves and Surplus	122	195	199	238	341	390	421
Shareholder's Funds	131	208	211	251	356	404	436
Loan Funds	147	321	285	279	302	362	394
Total Capital Employed	278	529	497	530	658	766	830
Deferred Tax Liability	7	12	14	14	16	18	22
Gross Block	239	402	437	458	562	634	685
Net Block	110	228	233	224	298	332	342
Investments	20	29	24	24	25	25	25
Net Current Assets	156	284	254	295	351	427	484

Financial Performance %	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Domestic Turnover/Total Turnover	98.43	98.12	98.23	98.16	96.52	96.74	97.53
Exports/Total Turnover	1.34	1.75	1.59	1.43	3.21	3.11	2.30
Other Income/Total Turnover	0.23	0.13	0.17	0.41	0.28	0.15	0.17
Raw Material/Total Turnover	64.71	55.23	54.45	53.76	54.18	53.80	55.23
Duties & Levies/Total Turnover	12.75	14.92	13.68	11.45	12.20	11.87	12.45
Overheads/Total Turnover	13.35	16.65	18.94	19.41	19.02	19.55	19.71
Adv & Sales Exps/Total Turnover	0.81	1.41	1.46	1.29	1.87	2.03	1.56
Interest/Total Turnover	1.60	3.02	3.84	2.12	2.11	2.46	2.33
Profit Before Interest & Tax /Total Turnover	2.98	6.54	4.99	7.77	7.01	6.82	4.70
Profit Before Tax/Total Turnover	1.38	3.52	1.15	5.65	4.90	4.36	2.37
Depreciation//Total Turnover	2.88	2.61	3.02	2.76	2.30	2.48	2.41
Tax/Total Turnover	0.08	1.12	0.55	1.60	1.23	0.95	0.68
Net Profit After Tax /Total Turnover	1.39	2.41	0.59	4.05	3.67	3.41	1.69
Cash Profit /Total Turnover	4.47	5.02	3.61	6.81	5.97	5.89	4.10
Return on Capital Employed	6.44	20.89	8.92	14.02	13.92	13.45	9.29
Return on Net Worth	5.40	33.87	2.91	20.42	17.29	14.63	7.42

Ratios Yearly

	Mar 13	Mar 12
PBT %	2.74	4.95
PAT %	1.94	3.88
EBIDTA %	8.13	10.57
ROCE %	9.29	13.45
RONW %	7.42	14.63
EPS (₹)	20.90	37.26
Cash EPS (₹)	50.62	64.39
Book Value	287.55	271.03
Debt Equity	0.90	0.89
Interest Cover	2.33	2.46

Balance Sheet Ratio

Particulars	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Debt-Equity	1.13	1.54	1.35	1.11	0.85	0.89	0.90
Debtors Turnover (days)	44	54	38	42	39	45	47
Inventory Turnover	50	77	56	56	66	69	69
Current Ratio	4.80	4.41	4.09	3.84	3.71	3.63	3.77
Quick Ratio	3.25	2.49	2.43	2.33	1.98	1.95	2.02
Depreciation/Gross Block (%)	6.85	6.01	7.23	7.16	6.31	6.44	6.51
Asset Turnover	4.84	3.54	3.92	4.78	4.85	4.38	4.76

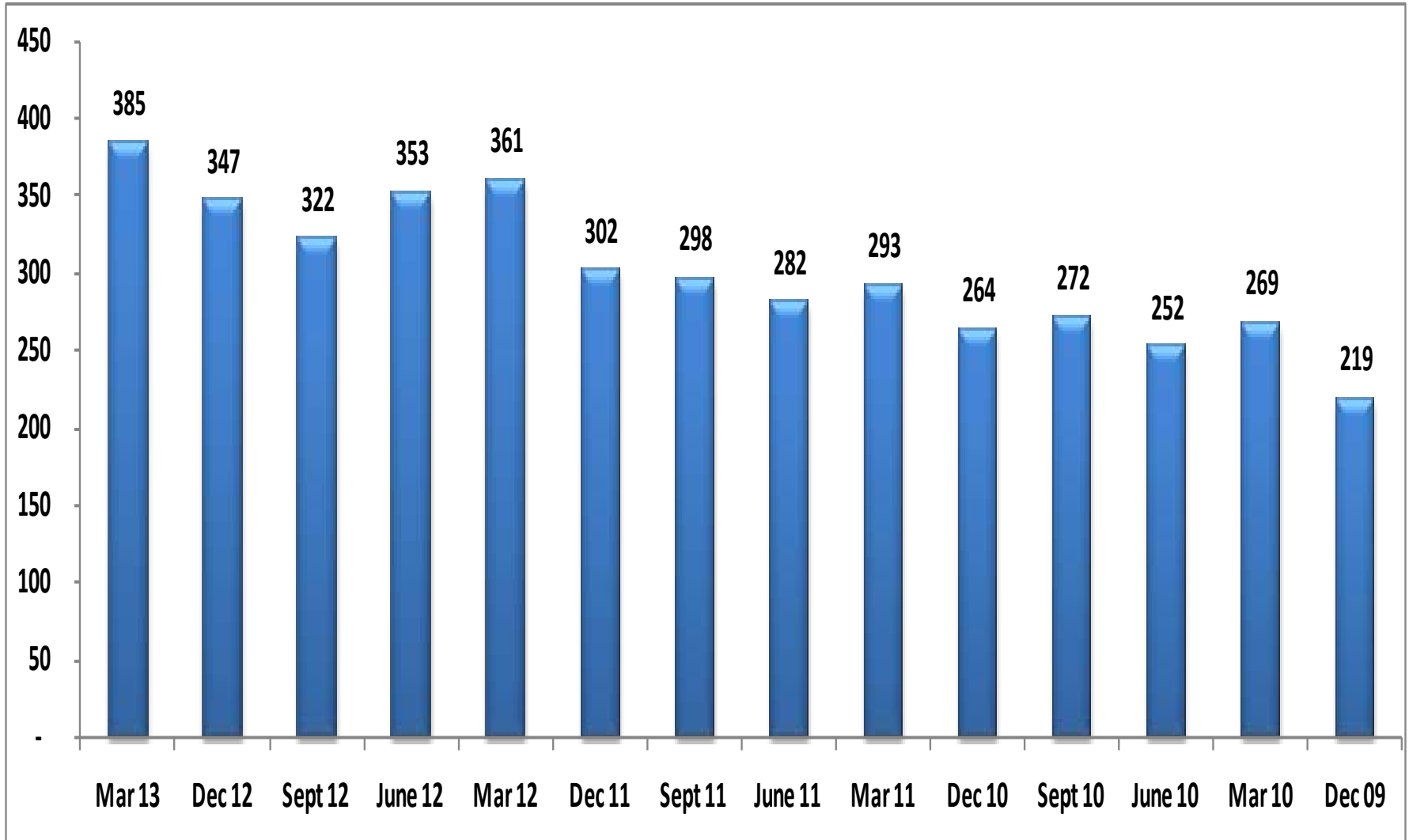
Particulars	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13
Per Share Data							
EPS	8.10	16.79	4.77	36.96	36.80	37.26	20.90
CEPS	26.05	35.01	29.16	62.13	59.91	64.39	50.62
Book Value	152.45	162.72	165.38	196.50	238.42	271.03	287.55
Shareholder Statistics							
DPS	3.00	6.50	2.00	5.00	4.00	4.00	4.00
Dividend (%)	30	65	20	50	40	40	40
Dividend Payout (₹ in Crores)	3.01	9.72	2.99	7.46	6.94	6.94	7
Dividend Payout (%)	43.31	16.95	49.03	15.79	13.22	12.48	22.38

Business Review

Plastics - Business Review

Plastics – Quarter Wise Sales

(₹ in Crores)



Plastics – Income Statement Summary

Yearly

(₹ in Crores)

Particulars	% to Sales	Year Ended Mar 2013	% to Sales	Year Ended Mar 2012
I INCOME				
Gross Sales and Income from Sales		1,611.57		1,415.15
Less : Duties and Levies		204.84		171.81
Net Sales	100	1,406.73	100	1,243.34
Other Income		3.17		2.46
Total Income		1,409.90		1,245.79
II EXPENDITURE				
Materials consumed / Cost of goods traded	64.41	906.09	62.42	776.14
Employees Remuneration & Benefits	6.01	84.60	5.92	73.66
Operating & other expenses				
Stores, Spare Parts Consumed	1.55	21.84	1.46	18.19
Power & Fuel	2.89	40.68	3.02	37.53
Packing Material Consumed	0.84	11.80	0.83	10.29
Travelling Expenses	0.74	10.46	0.79	9.77
Carriage outward	4.80	67.56	4.86	60.45
Other Operating expenses	9.39	132.05	8.64	107.40
Financial Expenses	2.92	41.08	3.09	38.43
Depreciation	2.89	40.68	3.01	37.37
Total Expenditure	96.46	1,356.86	94.04	1,169.22
Profit before Taxation	3.77	53.04	6.16	76.57

Plastics – Income Statement Summary

Quarterly

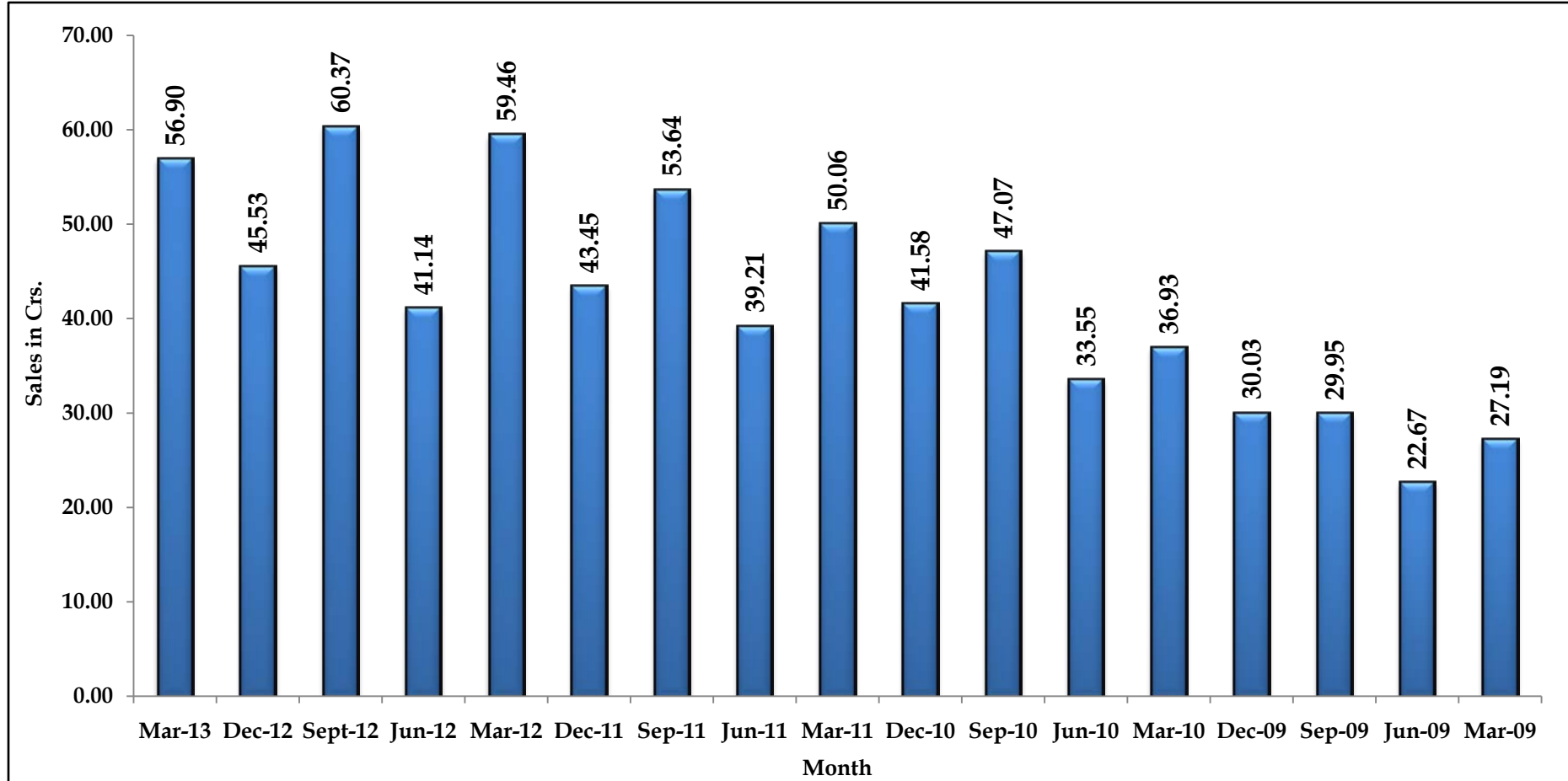
(₹ in Crores)

Particulars	% to Sales	Quater Ended Mar 13	% to Sales	Quarer Ended Mar 12	% to Sales	Quarer Ended Dec 12
I INCOME						
Gross Sales and Income from Sales		438.64		412.17		398.32
Less : Duties and Levies		53.90		51.60		51.10
Net Sales	100	384.74	100	360.58	100	347.21
Other Income		1.30		1.23		0.88
Total Income		386.04		361.80		348.09
II EXPENDITURE						
Materials consumed / Cost of goods traded	66.43	255.58	65.10	234.75	63.82	221.58
Employees Remuneration & Benefits	5.60	21.53	5.19	18.73	6.16	21.39
Operating & other expenses						
Stores, Spare Parts Consumed	1.63	6.29	1.65	5.93	1.59	5.54
Power & Fuel	2.62	10.08	2.92	10.55	2.97	10.32
Packing Material Consumed	0.89	3.44	0.77	2.78	0.86	2.99
Travelling Expenses	0.65	2.50	0.66	2.39	0.84	2.91
Carriage outward	5.15	19.81	4.33	15.61	5.04	17.51
Other Operating expenses	9.20	35.41	8.36	30.15	10.40	36.12
Financial Expenses	2.70	10.39	2.99	10.78	3.12	10.82
Depreciation	2.59	9.96	2.71	9.79	2.84	9.86
Total Expenditure	97.46	374.98	94.70	341.46	97.64	339.04
Profit before Taxation	2.87	11.06	5.64	20.34	2.61	9.06

@home - Business Review

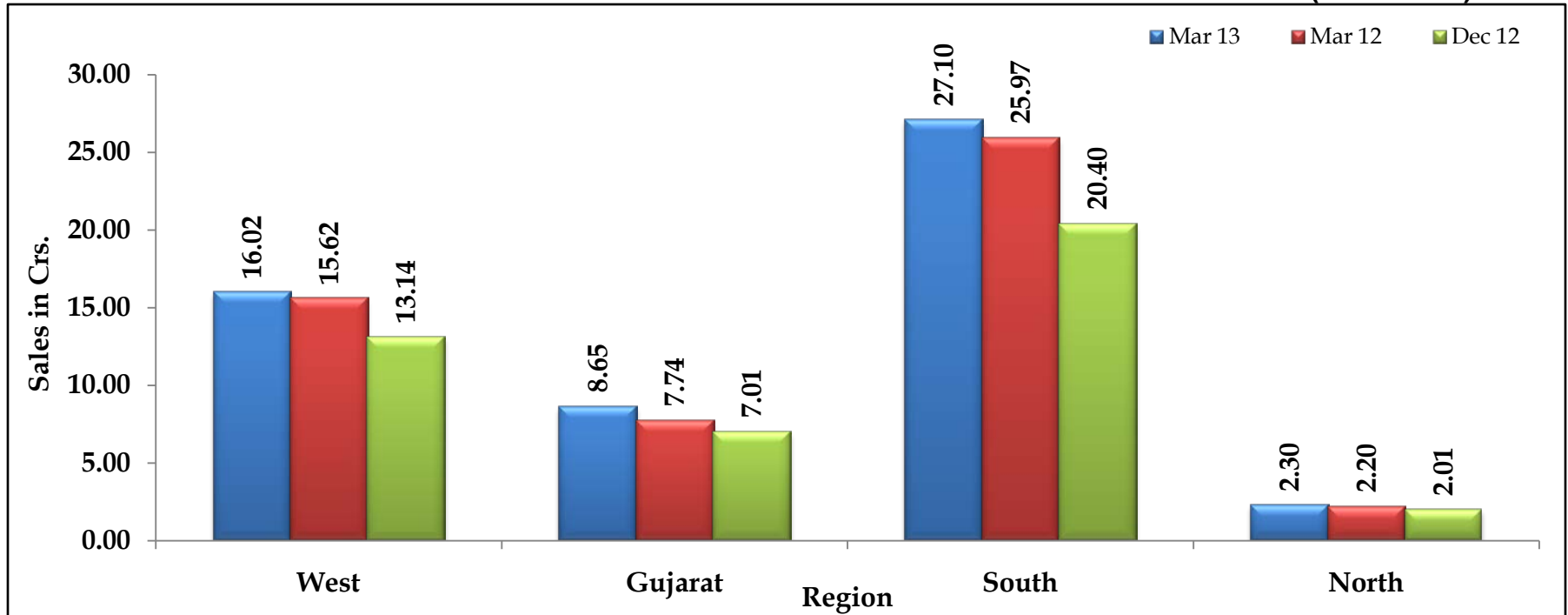
Retail Quarter Wise Sales

(₹ in Crores)



Region wise quarter wise Sales

(₹ in Crores)



No. of Stores

8

3

8

1

Area (Sq. ft.)

108801

35284

171134

21100

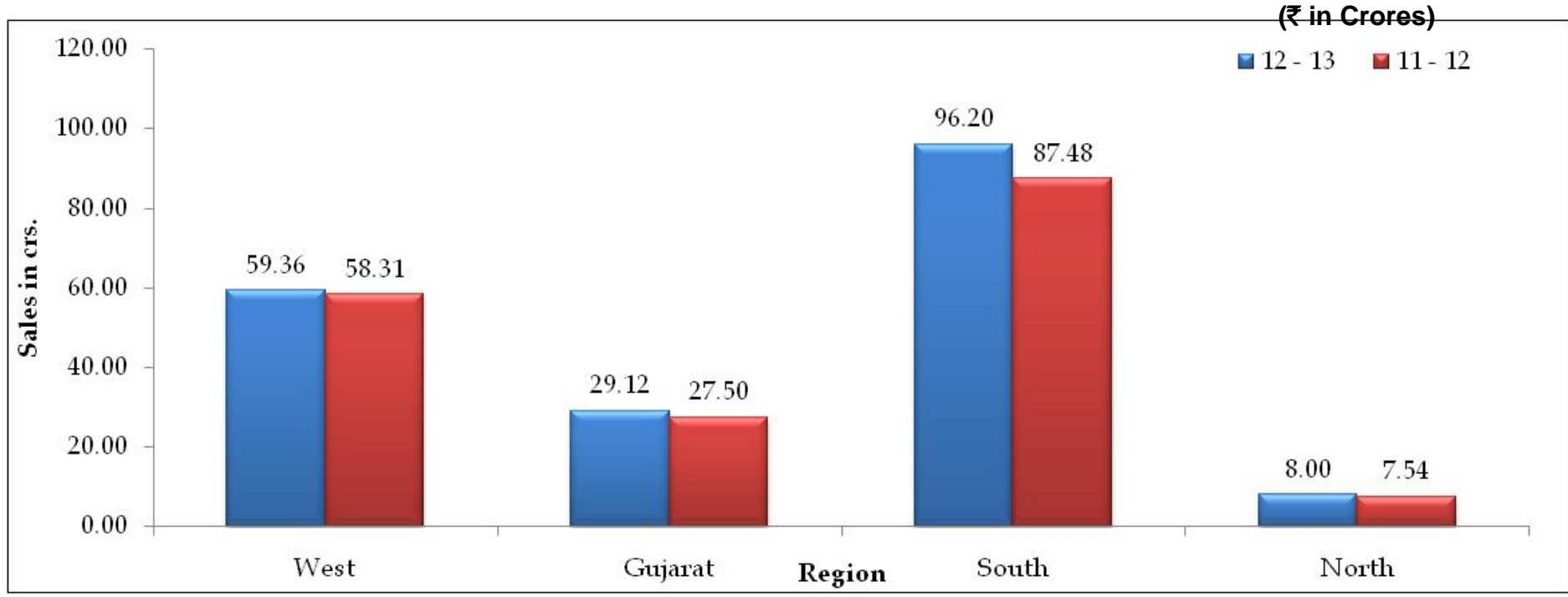
West - YOY Growth : 3%, QoQ Growth : 22%

Gujarat - YOY Growth : 12%, QoQ Growth : 23%

South - YOY Growth : 4%, QoQ Growth : 33%

North - YOY Growth : 5%, QoQ Growth : 15%

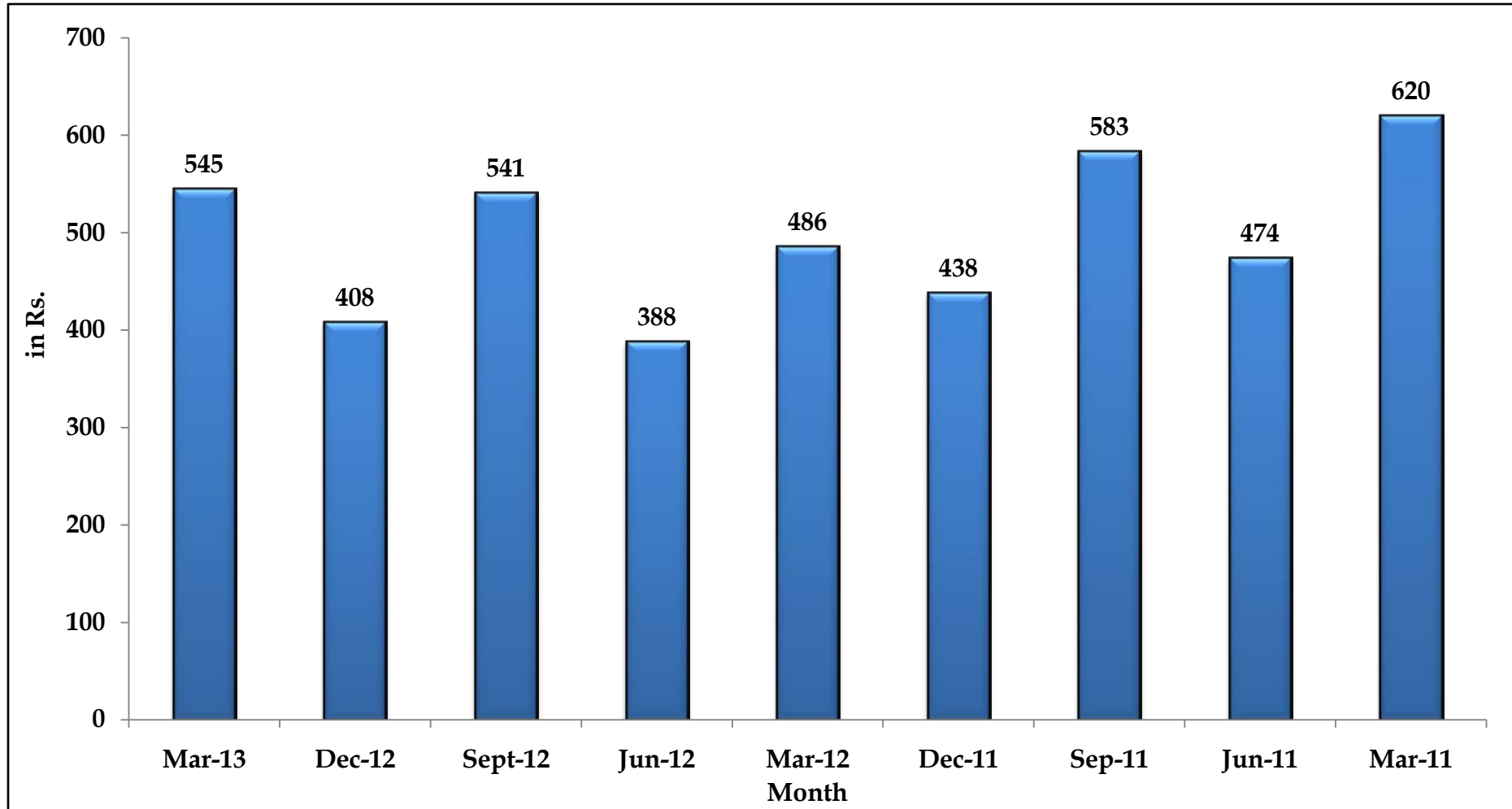
Region wise Year wise Sales



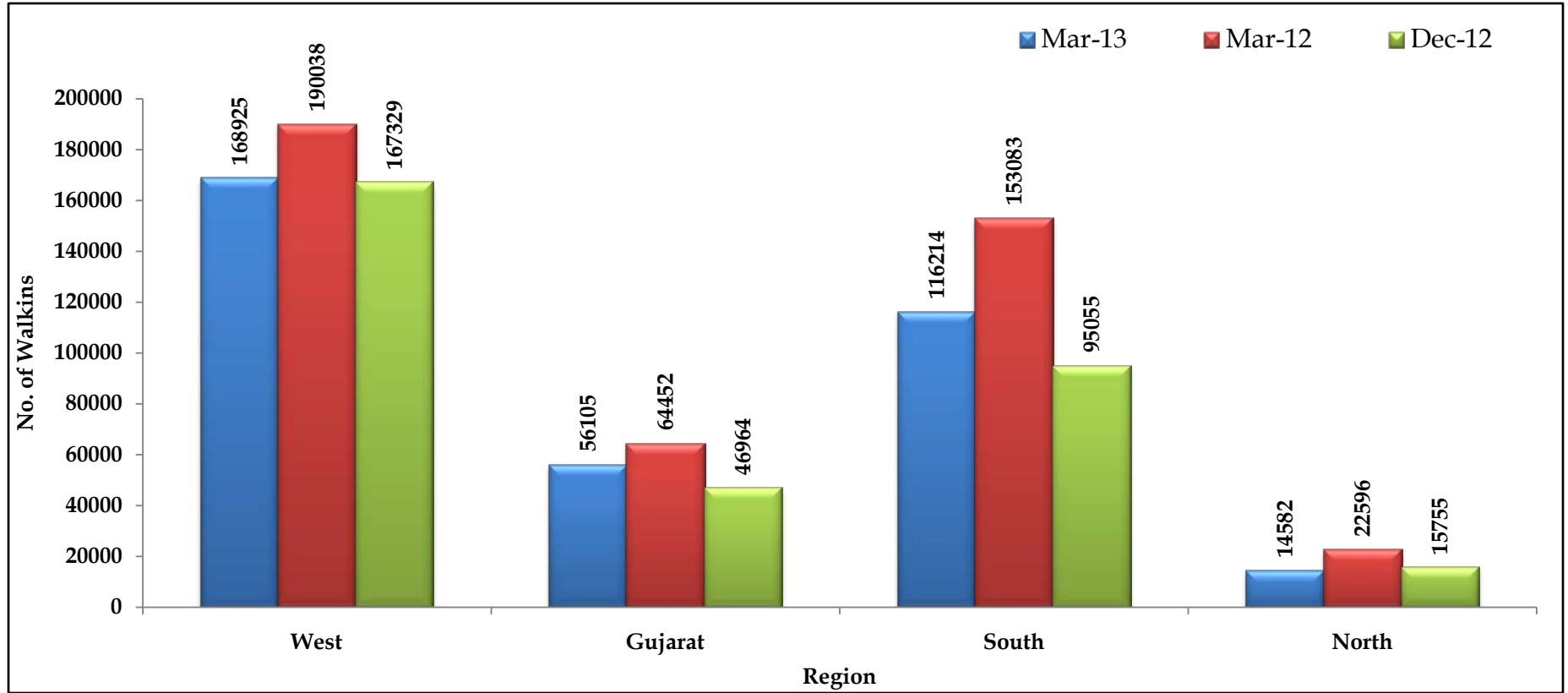
	West	Gujarat	South	North
No. of Stores	8	3	8	1
Area (Sq. ft.)	108801	35284	171134	21100

West - YOY Growth : 2%
 Gujarat - YOY Growth : 6%
 South - YOY Growth : 10%
 North - YOY Growth : 6%

Sales Per Sq. ft. per month



Region wise quarter wise Walk-in (Quarterly)



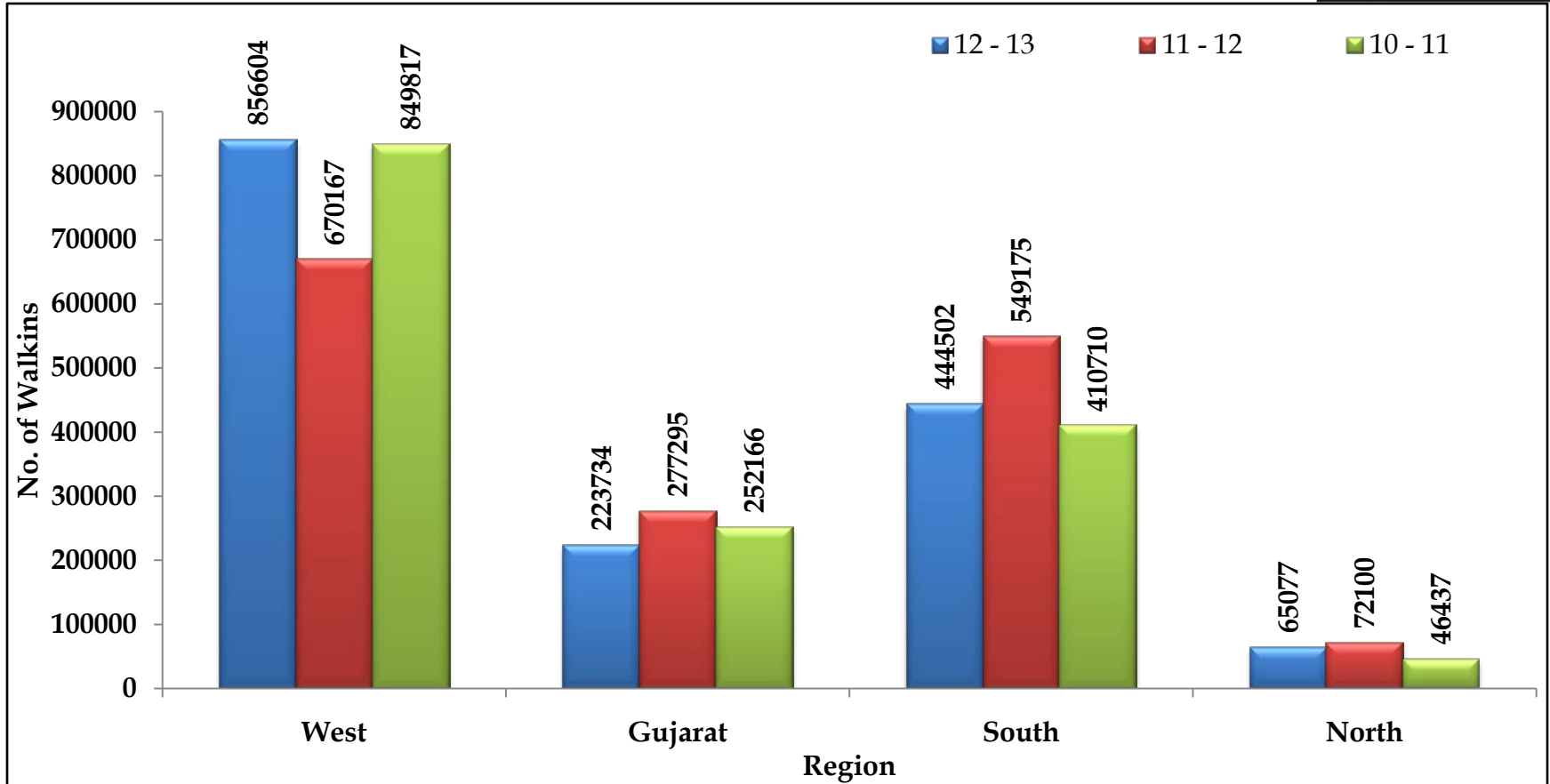
West - YOY Growth/(De-growth) : (11%), QoQ Growth : 1%

Gujarat - YOY Growth/(De-growth) : (13%), QoQ Growth : 19%

South - YOY Growth/(De-growth) : (24%), QoQ Growth : 22 %

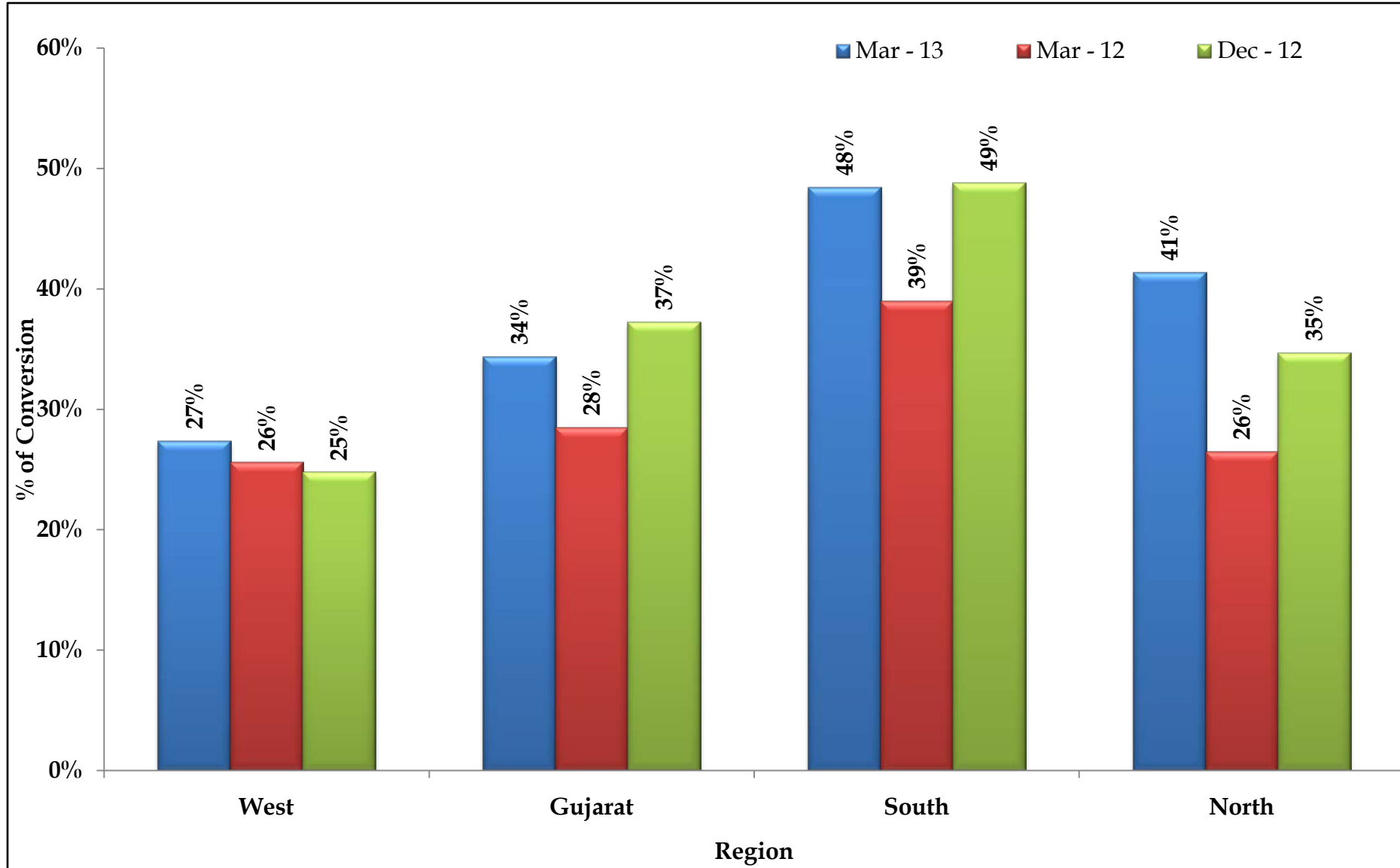
North - YOY Growth/(De-growth) : (35%), QoQ Growth : 7%

Region wise Year wise Walk-in



Region	12-13	11-12	Growth/(De-growth)	10-11	Growth/(De-growth)
West	856604	670167	28%	849817	(27%)
Gujarat	223734	277295	(19%)	252166	9%
South	444502	549175	(19%)	410710	25%
North	65077	72100	(10%)	46437	36%
Total	1589917	1568737	1%	1559130	1%

Region wise quarter wise Conv. %



PARTICULARS	Qtr Ended Mar 13		Qtr Ended Mar 12		Qtr Ended Dec 12	
	%	Amt	%	Amt	%	Amt
I INCOME						
Gross : Sales and Income from Sales		63.79		61.63		50.98
Less : Duties and Levies		6.89		6.67		5.50
Net Sales	100%	56.90	100%	54.96	100%	45.49
Other Income	0%	0.01	0%	(0.07)	0%	0.01
TOTAL SALES TURNOVER		56.91		54.89		45.49
II EXPENDITURE						
Material Consumed	57%	32.24	55%	30.33	53%	24.27
Employees Remuneration	7%	4.15	7%	3.95	9%	4.05
Operating Expenses						
Rent	11%	6.15	12%	6.40	14%	6.28
Electricity	2%	1.31	2%	1.31	3%	1.34
Advertisement	8%	4.83	7%	4.00	3%	1.43
Transportation	3%	1.81	4%	1.94	3%	1.48
Other Operating Exp	15%	8.78	14%	7.75	15%	6.67
Finance Expenses						
Emi Subvansion Charges On Finance Scheme	1%	0.30	1%	0.30	1%	0.28
Credit Card Exp	1%	0.45	1%	0.36	1%	0.26
Other Financial Exp	0%	0.13	0%	0.14	0%	0.13
Depreciation	1%	0.78	2%	0.87	2%	0.89
TOTAL	107%	60.92	104%	57.34	104%	47.08
PROFIT BEFORE TAXATION	(7%)	(4.01)	(4%)	(2.45)	(3%)	(1.59)

(₹ in Crores)

PARTICULARS	Year Ended Mar 13		Year Ended Mar 12	
	%	Amt	%	Amt
I INCOME				
Gross : Sales and Income from Sales		228.58		212.94
Less : Duties and Levies		24.65		21.67
Net Sales	100%	203.93	100%	191.27
Other Income	0%	0.05	0%	0.02
TOTAL SALES TURNOVER		203.98		191.29
II EXPENDITURE				
Material consumed	55%	111.91	53%	101.11
Employees Remuneration	8%	17.03	9%	16.36
Operating Expenses				
Rent	13%	26.05	12%	22.40
Electricity	3%	6.28	3%	4.80
Advertisement	5%	11.05	7%	14.09
Transportation	3%	5.86	3%	6.52
Other Operating Exp	14%	28.25	13%	25.81
Finance Expenses				
Emi Subvansion Charges On Finance Scheme	1%	1.38	0%	0.88
Credit Card Exp	1%	1.55	1%	1.31
Other Financial Exp	0%	0.34	0%	0.41
Depreciation	2%	3.67	2%	3.11
TOTAL EXPENDITURE	105%	213.37	103%	196.81
PROFIT BEFORE TAXATION	(5%)	(9.38)	(3%)	(5.52)

Thank you