

Date: 17.09.2024

<p>To, Chief Manager Listing Compliance Department National Stock Exchange of India Limited (NSE) Exchange Plaza, Plot no. C-1, Block-G, Bandra Kurla Complex, Bandra (E), Mumbai -400 051</p> <p><u>Scrip Symbol: WEL</u> <u>ISIN: INE02WG01016</u></p>	<p>To, BSE Limited Corporate Relation Department 1st Floor, New Trading Ring Rotunga Building Phiroze Jeejeebhoy Towers Dalal Street, Mumbai - 400 001</p> <p><u>Scrip Code: 543449</u></p>
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**Sub: Submission of Corporate Presentation**

Dear Sir/Madam

Please find enclosed the corporate presentation for Investors. The presentation is being submitted in compliance with Regulation 30 read with Schedule III of Para A of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

You are requested to kindly take the same in your records.

Thanking You,

**For Wonder Electricals Limited**

**Dhruv Kumar Jha**  
Company Secretary & Compliance Officer

**Encl: As above**

# Wonder

Electricals Limited

Investor Presentation August 2024



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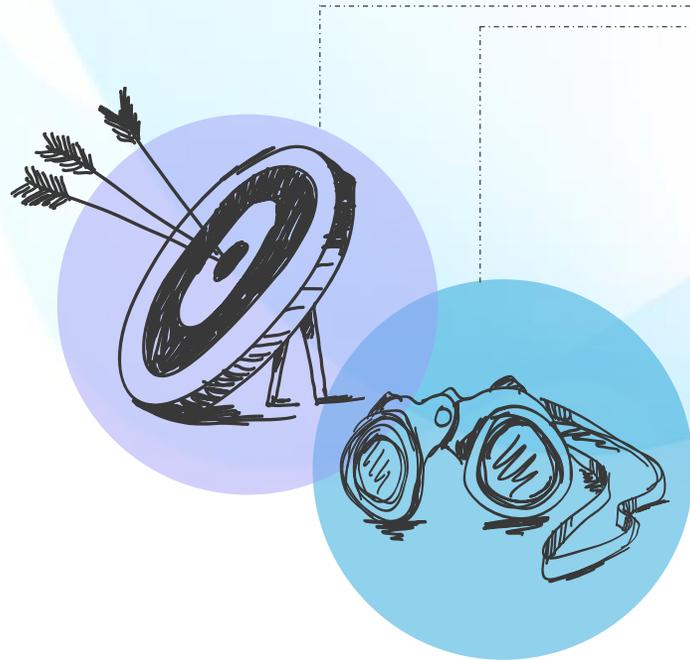
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# About us

<b>01</b>	One of India's leading fans and appliances manufacturer, with a history of over two decades	FY24 Total number of Fans sold: <b>56 Lakh units</b>	<b>06</b>
<b>02</b>	Specializing in both ODM and OEM services	FY24 Operational Revenue: <b>INR 570 Crore</b>	<b>07</b>
<b>03</b>	3 strategically located plants in Roorkee, Haridwar, and Hyderabad spread across 3lakhs+ sq ft of total area	FY24 EBITDA: <b>INR 24.6 Crore</b>	<b>08</b>
<b>04</b>	<b>Product Portfolio</b> – Ceiling, Exhaust, Pedestal & TPW Fans <b>New products added</b> –Heaters, Ventilating Fans & now Kettles	FY24 ROE: <b>11.56%</b>	<b>09</b>
<b>05</b>	Total installed capacity – <b>12 Million Units p.a.</b>	FY24 ROCE: <b>12.37%</b>	<b>10</b>

# Company Overview

# Vision & Mission



## Aims

Outpace market growth and become a leading name by leveraging five key pillars: Branding, Portfolio, Go-to-Market strategies, Operational excellence, and Organizational leadership.



## Diversification

Expand product portfolio to align with evolving consumer trends and technological advancements.



## Growth

Increase presence in motors based on market demand.



## Vision

Become a global leader in energy-efficient fans, motors, home appliances, and related equipment through technology-driven solutions.



## Capacity

Enhance production capacity to meet current market needs.



## Innovation

Prioritize energy efficiency and technology in new products.



## International Expansion

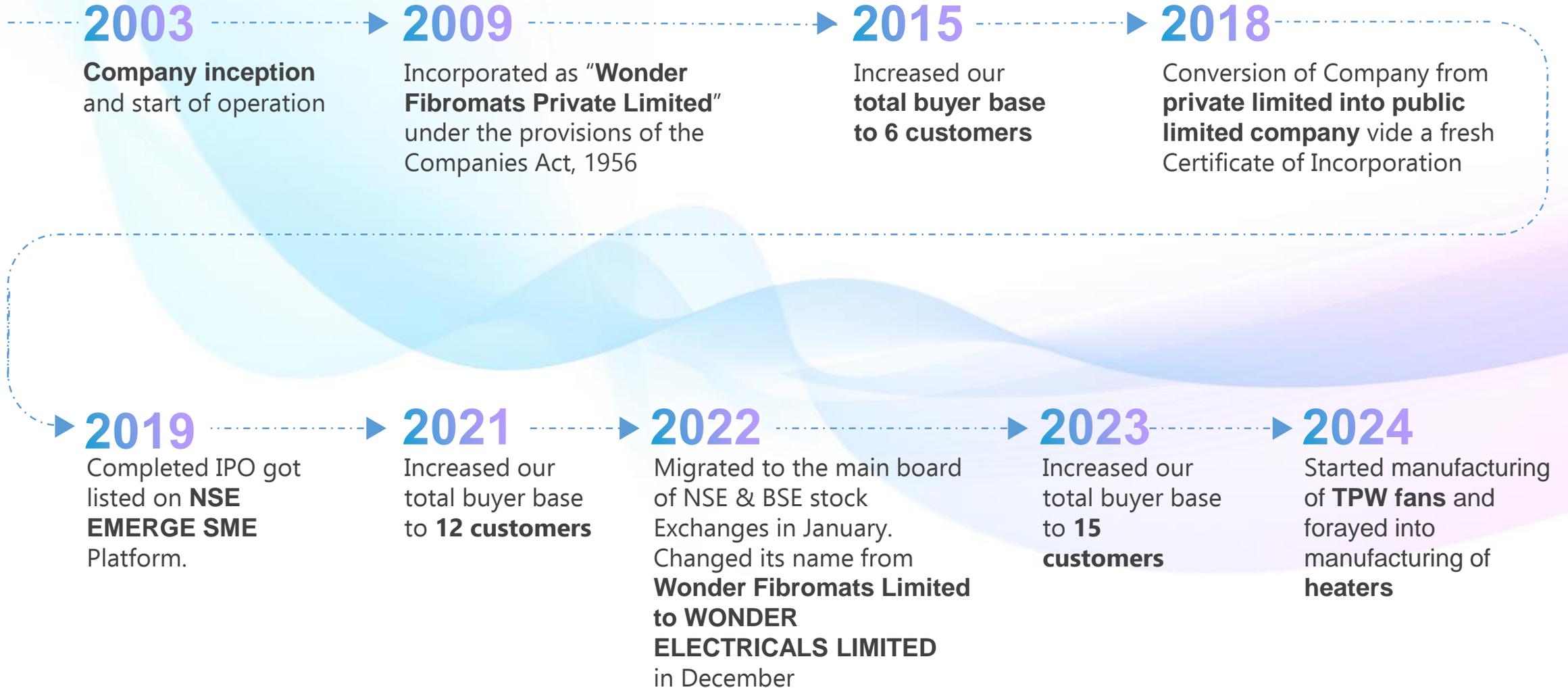
Enter global markets with existing products.



## Product Range

Introduce new products for both domestic and international markets.

# Timeline



**Business**



Overview

# Business Overview

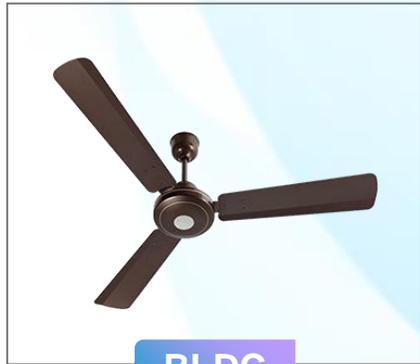


# Key Strengths

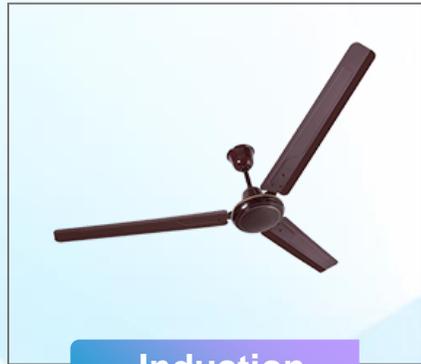
- 01** Efficient mass production with an installed capacity exceeding 12 million units annually, committed to quality and complete customer satisfaction.
- 02** As the company is leading ODM for fans in the country, their In-house design and development team, including engineers, draftsmen, and designers, with expertise in mechanical, electrical, and aesthetic design for quick turnaround is one of their moats and preferred by many customers
- 03** As the market shifts to BLDC fans, Wonder Electricals stands as a leader to capitalize on this opportunity and further expand it's reach
- 04** Their in house manufacturing facilities produces significant synergies for them as they have a complete backward integration of this process
- 05** Extensive and diverse product portfolio which includes ceiling fans with star rating between 1 to 5 star (this is a range of induction & BLDC fans), metal exhaust & farrata fans. We also produce a plastic range of Table, Pedestal and Wall Fans.
- 06** Capacity to produce 40,000 fans in a day, one of the highest capacities in the country
- 07** Guided by a highly experienced management team who possess over 5 decades of Industry experience

# Product Profile of the company

## Fans



BLDC



Induction



Exhaust & Farrata Fans



TPW fans

## Appliances



Electric Heater



Kettles

# Company Management



**Harsh Kumar Anand**

Mr. Harsh, B.Tech (Electrical), is the **Promoter, Director, and Chairman** of the Company. With over 50 years of experience in manufacturing components for electric fans, sales, and client retention, he oversees daily operations and formulates business policies and growth strategies. He has been on the board since June 7, 2013.



**Yogesh Sahni**

Mr. Yogesh Sahni, **Promoter and Managing Director**, holds a Graduate degree from Sri Ram College of Commerce. With over 40 years of diverse industry experience(packaging, stationery, construction) he began fan manufacturing in 1988 and has significantly grown the business. He has been on the board since June 7, 2013.



**Yogesh Anand**

Mr, Yogesh Anand is the **Promoter and CFO** of the Company, holding a Postgraduate degree in Commerce. With over 45 years of experience in fan manufacturing and financial management, he oversees both financial operations and strategy and has overseen similar companies in the past

# Company Management



**Jatin Anand**

Mr. Jatin Anand, a Whole Time Director, holds a B.E. in IT and an MBA. With over 15 years of experience in manufacturing electric ceiling, exhaust, and plastic fans, he manages daily operations, including production and supply chain. He has been on the board since May 12, 2016.



**Karan Anand**

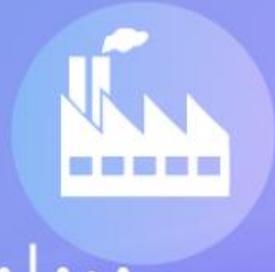
Mr. Karan Anand, a Whole Time Director, holds a B.E. in Computer Science and an MBA. With over 15 years of experience in manufacturing electric ceiling, exhaust, and plastic fans, as well as their components, he has been on the board since May 12, 2016.



**Siddhant Sahni**

Mr. Siddhant Sahni, a Whole Time Director, holds a Bachelor's degree in Business Administration. With over 13 years of experience in consumer electronics and home appliances, particularly in ceiling and exhaust fans, he is known for his strategic vision, operational excellence, and commitment to innovation. He has been on the board since May 12, 2016.

# Manufacturing Facilities



# State-of-Art Manufacturing Facilities



ROORKEE



HARIDWAR

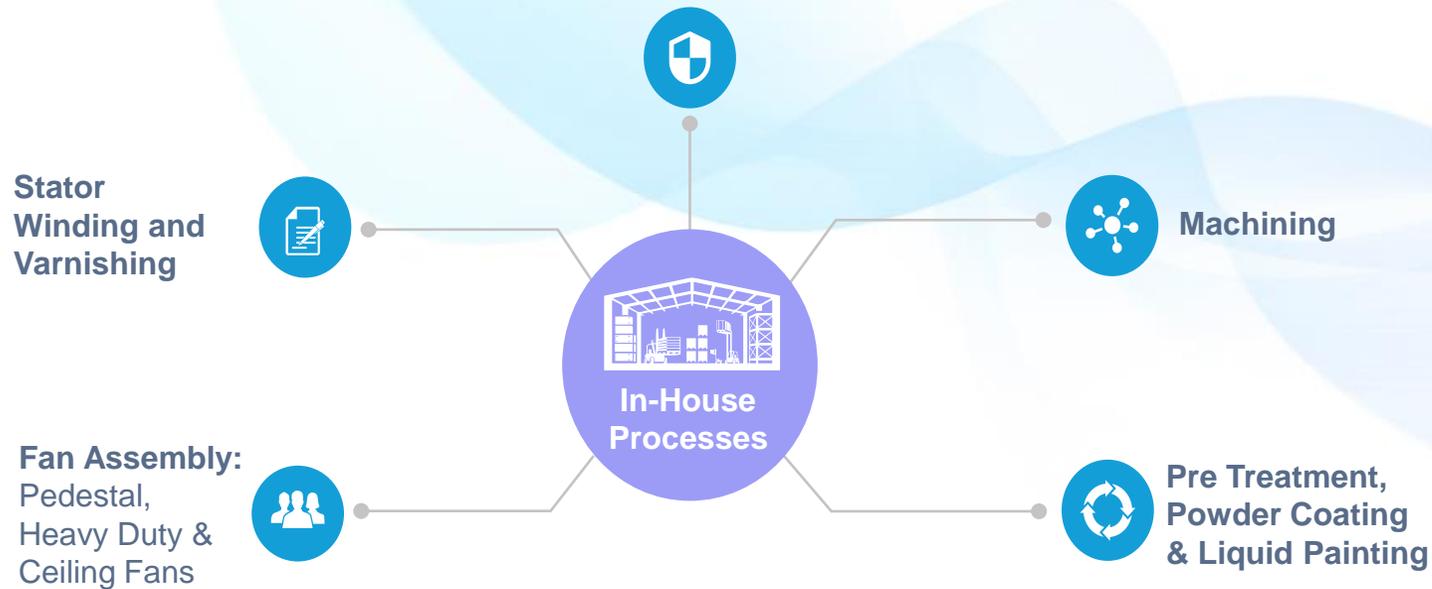


HYDERABAD

# Plant 1 : Roorkee

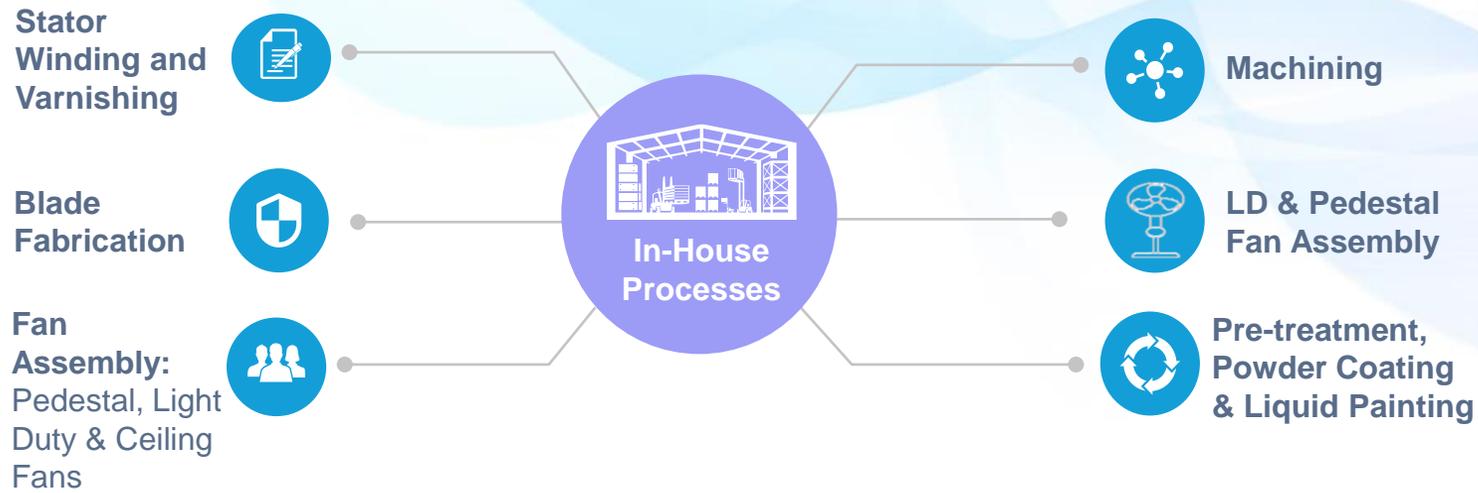
Wonder Electricals Limited – Roorkee Plant	
Land Area	9,500 sq. mtr. Approximately
Covered Area	13,350 sq. mtr. Approximately

## Blade Fabrication



# Plant 2 : Haridwar

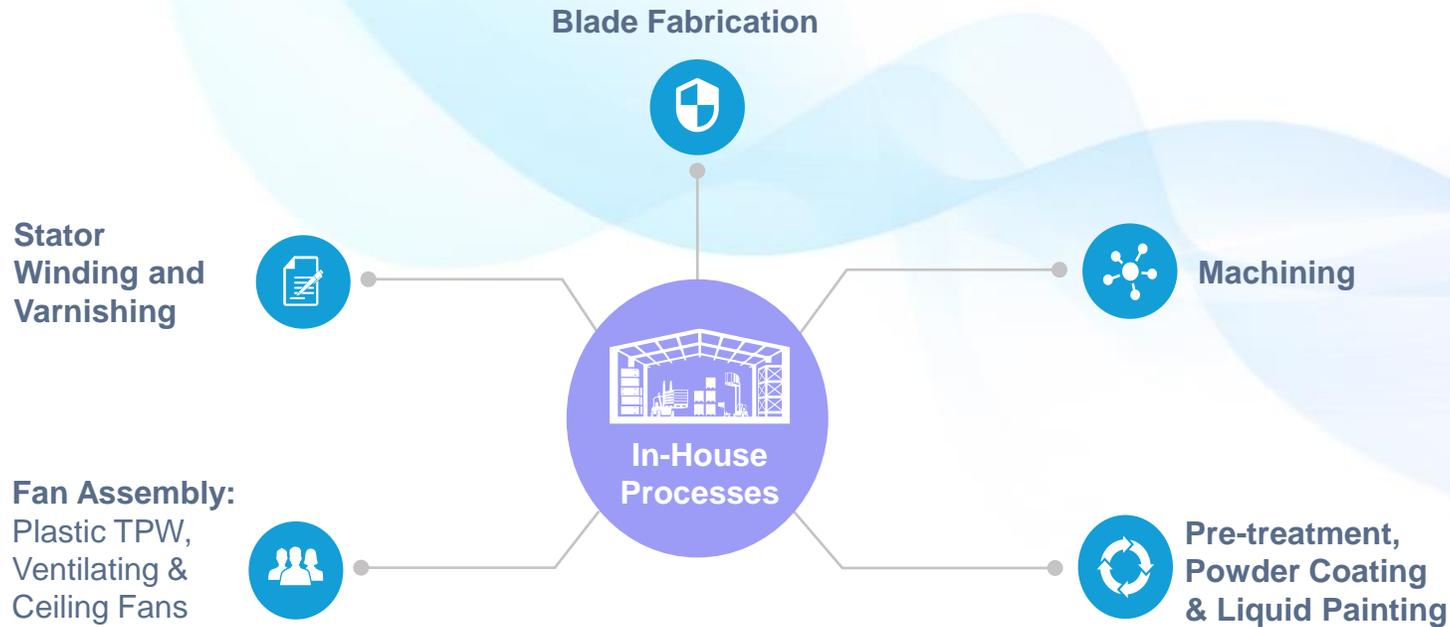
Wonder Electricals Limited – Haridwar Plant	
Land Area	3,600 sq. mtr. Approximately
Covered Area	8,850 sq. mtr. Approximately



# Plant 3 : Hyderabad

## Wonder Electricals Limited – Hyderabad Plant

Land Area	7,200 sq. mtr. Approximately
Covered Area	11,100 sq. mtr. Approximately



# Industry Overview



The **Indian ceiling fan market** is majorly driven by rapid urbanization and the increasing construction of new residential buildings. This is further supported by several initiatives undertaken by the Government of India (GoI) to expand housing projects and develop smart cities across the country.



As per IMF estimates, **India's per capita income** (at constant prices) is expected to grow at 5-6% CAGR in real terms from Fiscal 2025 to Fiscal 2027. Complemented by consumer shift towards premium products, will help in improving realizations for both brands & OEMs



**Housing Growth in India** - In the Union Budget 2023-24, the Finance Ministry announced a commitment of Rs. 79,000 crore for PM Awas Yojana, which represents a 66% increase compared to last year. In the 2024-25 interim Budget, Finance Minister announced a boost for India's affordable housing sector by adding 2 Crore more houses to the flagship scheme PMAY-U.



The **increasing market share of organized players**, driven by a reduction in the price gap between organized and unorganized competitors, indicates that this trend is likely to continue.



**The Hospitality Industry** - In Indian Hospitality Market size is estimated to grow at a CAGR of 13.96% during the forecast period of 2024-2029.



There has been **exponential growth in the use of exhaust fans** across various sectors, including cloud kitchens, restaurants, manufacturing plants, and factories.

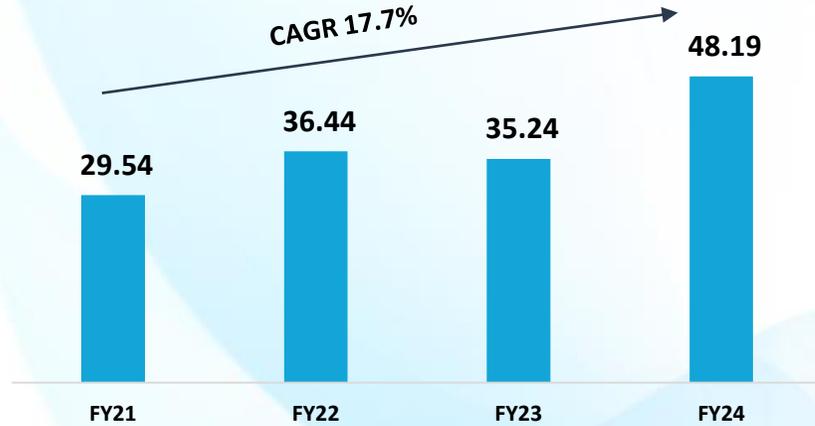
Financial



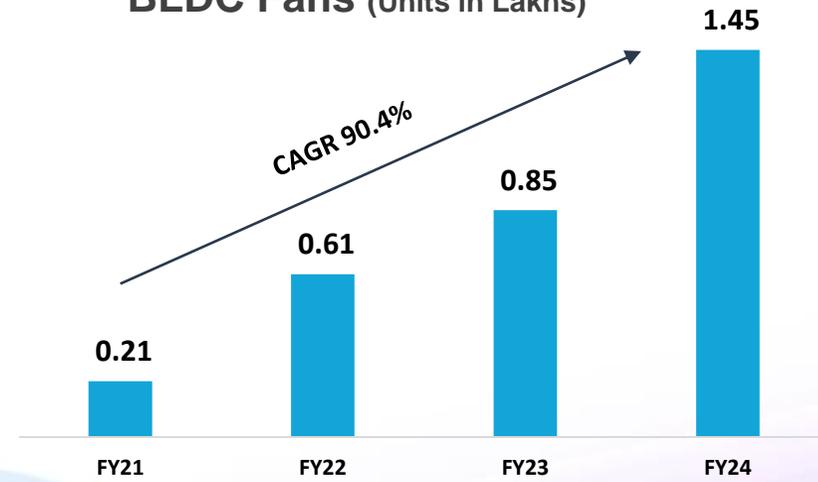
Overview

# Product Sales Mix

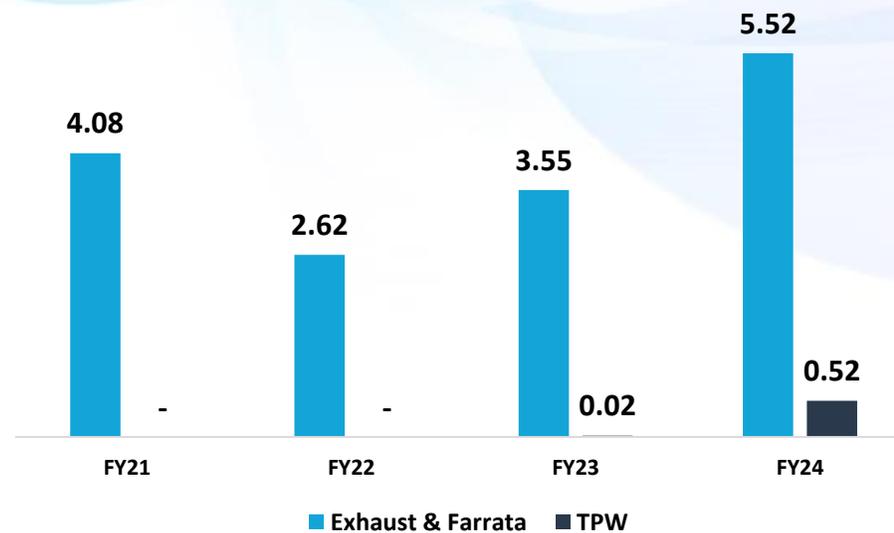
### Induction Fans (Units in Lakhs)



### BLDC Fans (Units in Lakhs)



### Exhaust, Farrata & TPW Fans (Units in Lakhs)

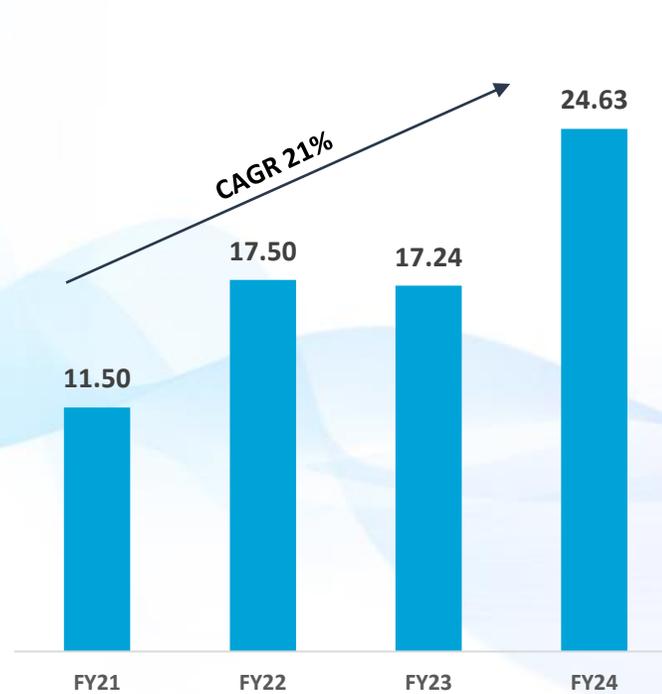


# Financial Highlights

### Operational Revenue (Rs. Crs)



### EBITDA (Rs. Crs)

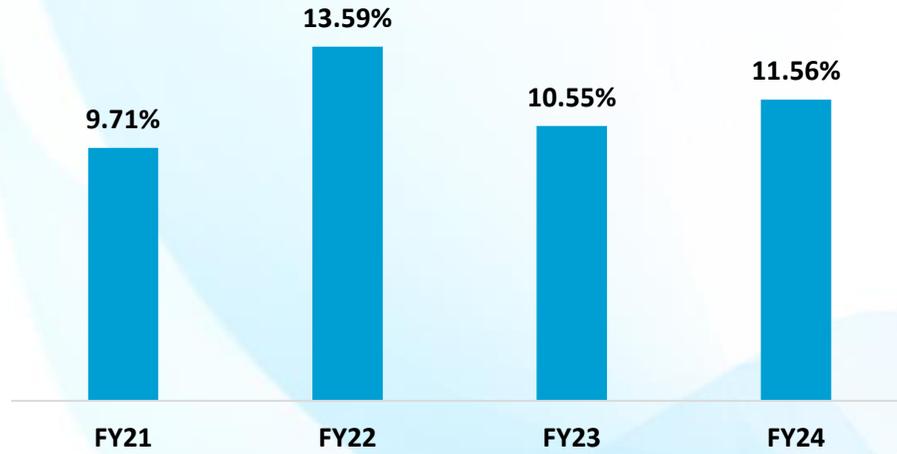


### PAT (Rs. Crs.)

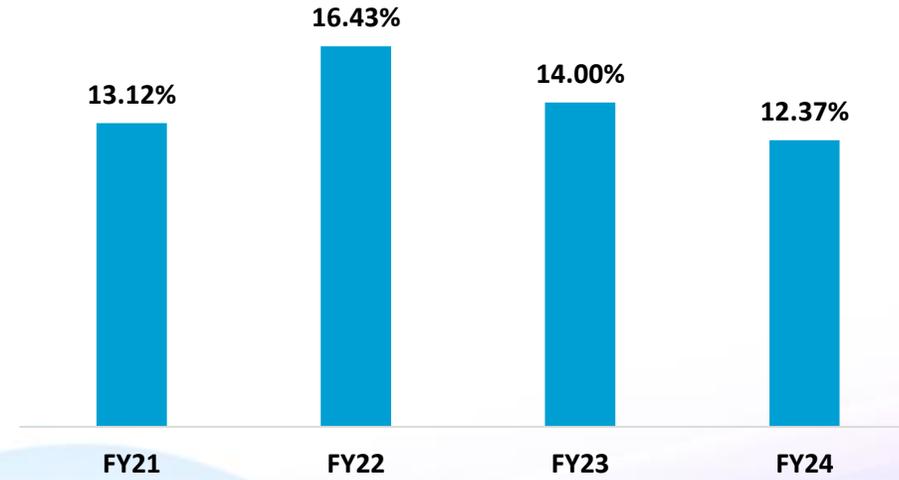


# Key Ratios

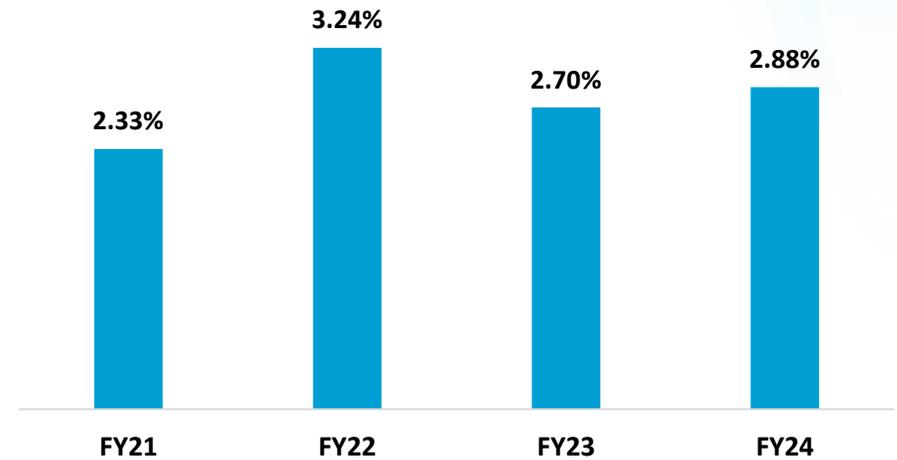
### ROE%



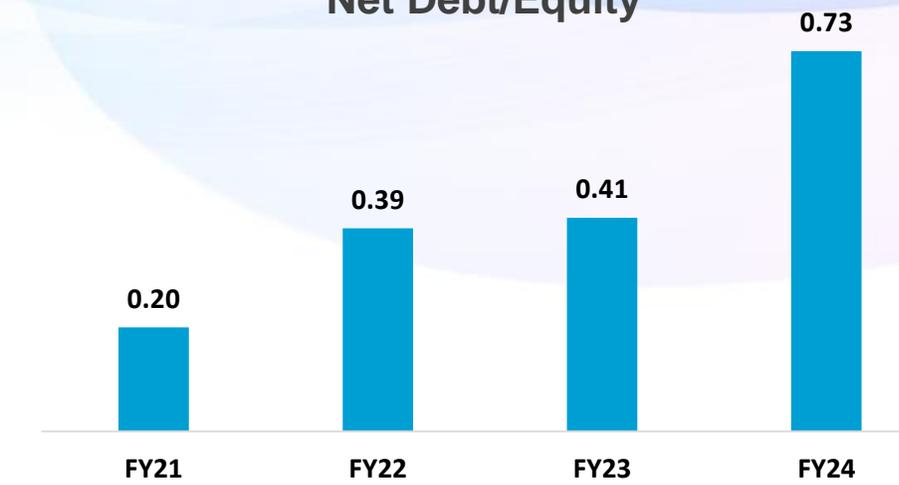
### ROCE%



### ROA%



### Net Debt/Equity



# Quarterly Income Statement

Particulars (Rs. Crore)	Q1 FY25	Q1 FY24	YoY%	Q4 FY24	QoQ%
Revenue from Operations	231.36	116.96	<b>97.82%</b>	259.29	<b>(10.77%)</b>
Other Income	0.00	0.00		-0.85	
<b>Total Operational Revenue</b>	<b>231.36</b>	<b>116.96</b>		<b>258.44</b>	
Raw Materials	212.38	107.95		232.86	
Employee Cost	11.30	5.12		11.46	
Other Cost	1.50	0.78		1.34	
<b>Total Expenditure</b>	<b>225.18</b>	<b>113.86</b>		<b>245.66</b>	
<b>EBITDA (excl. Other Income)</b>	<b>6.18</b>	<b>3.10</b>	<b>99.14%</b>	<b>13.63</b>	<b>(51.65%)</b>
<b>EBITDA Margin (%)</b>	<b>2.67%</b>	<b>2.65%</b>	<b>2 bps</b>	<b>5.26%</b>	<b>(228 bps)</b>
Depreciation	1.54	1.22		1.68	
Interest	1.69	0.74		1.53	
<b>PBT</b>	<b>2.95</b>	<b>1.15</b>	<b>157%</b>	<b>9.57</b>	<b>(66.18%)</b>
Tax	1.16	0.41		3.04	
<b>PAT</b>	<b>1.78</b>	<b>0.73</b>	<b>143%</b>	<b>6.53</b>	<b>(68.55%)</b>
<b>PAT Margin (%)</b>	<b>0.77%</b>	<b>0.63%</b>	<b>14 bps</b>	<b>2.52%</b>	<b>(143 bps)</b>
<b>Basic EPS</b>	<b>1.33</b>	<b>0.55</b>		<b>4.87</b>	

# Annual Income Statement

Particulars (Rs. Crore)	FY24	FY23	YoY%
Revenue from Operations	569.99	402.52	<b>41.61%</b>
Other Income	0.03	0.02	
<b>Total Operational Revenue</b>	<b>569.99</b>	<b>402.52</b>	
Raw Materials	513.53	364.48	
Employee Cost	27.66	17.33	
Other Cost	4.17	3.46	
<b>Total Expenditure</b>	<b>545.36</b>	<b>385.28</b>	
<b>EBITDA (excl. Other Income)</b>	<b>24.63</b>	<b>17.24</b>	<b>42.84%</b>
<b>EBITDA Margin (%)</b>	<b>4.32%</b>	<b>4.28%</b>	<b>4 bps</b>
Depreciation	5.80	5.41	
Interest	4.33	2.96	
<b>PBT</b>	<b>14.52</b>	<b>8.89</b>	<b>53.34%</b>
Tax	4.37	2.60	
<b>PAT</b>	<b>10.16</b>	<b>6.29</b>	<b>47.41%</b>
<b>PAT Margin (%)</b>	<b>1.78%</b>	<b>1.56%</b>	<b>6 bps</b>
<b>Basic EPS</b>	<b>7.58</b>	<b>4.69</b>	

# Annual Balance Sheet

Equity and Liabilities (Rs. Crore)	FY24	FY23
Share Capital	13.40	13.40
Reserves and Surplus	0.00	0.00
Preference Share Capital	19.93	0.00
Other Equity	54.54	46.21
<b>Shareholders Funds</b>	<b>87.87</b>	<b>59.62</b>
Financial Liabilities		
-Borrowings	6.65	5.44
-Other Long term liabilities	0.48	0.81
-Provisions	0.00	0.00
Deferred Tax Liabilities (net)	0.00	0.00
Other Non-Current Liabilities	0.00	0.00
<b>Non Current Liabilities</b>	<b>7.13</b>	<b>6.24</b>
Financial Liabilities		
Borrowings	57.45	18.78
Trade Payables		
-Payable to MSME Creditors	168.51	75.15
-Payable to Other Creditors	17.94	66.11
Other Current Liabilities	0.42	0.52
Provisions	13.16	6.45
<b>Current Liabilities</b>	<b>257.48</b>	<b>167.01</b>
<b>Total Equity &amp; Liabilities</b>	<b>352.48</b>	<b>232.87</b>

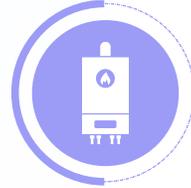
Assets (Rs. Crore)	FY24	FY23
Property Plant & Equipment		
(i) Tangible Assets	39.08	32.86
(ii) Right of Use Assets	0.34	0.65
(iii) Intangible Assets – Goodwill	15.19	0.00
Financial Assets		
Non-current Investment	0.00	0.00
Other Financial Assets	0.00	0.00
Deferred Tax Assets (Net)	0.31	0.31
Other Non Current Assets	0.25	0.38
<b>Non Current Assets</b>	<b>55.16</b>	<b>34.20</b>
Inventories	63.25	37.08
Financial assets		
-Trade receivables	220.72	156.42
-Cash & Cash equivalents	4.37	0.31
-Short Term Loans & Advances	1.97	1.46
Other Current Assets	7.01	3.39
<b>Current Assets</b>	<b>297.32</b>	<b>198.67</b>
<b>Total Assets</b>	<b>352.48</b>	<b>232.87</b>

# Way Forward



## Energy Efficiency Focus

Committed to leading the market with energy-efficient products like BLDC fans, offering fans with 1 to 5 Star ratings and various energy-saving variants.



## Portfolio Diversification

Started manufacturing of heaters, ventilating fans and now kettles



## Margin Improvement

As the customer preference shifts towards BLDC Fans, it would enable margin expansion for the company



## Vendor Support

A robust vendor network ensures strong supply capabilities for the new capacity.



## Plastic TPW Expansion

Plans to grow the Plastic TPW & Ventilating segment, targeting significant growth.



## Capacity Expansion

The company plans substantial capacity increases over the next few years.



## Technology Integration

Advanced technology is employed throughout the production process.

# Thank You

## Wonder Electricals Limited

**Mr. Yogesh Sahni**  
Managing Director

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