

**Date: November 13, 2024**

**To**  
**The Listing Department**  
**National Stock Exchange of India Limited**  
Exchange Plaza, Sandra Kurla Complex,  
Sandra (E), Mumbai - 400 051

**Sub: Outcome of investor/analyst meeting held on November 13, 2024**

**NSE Code: BLUEPEBBLE**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI notification dated May 05, 2021, we wish to inform you that, Blue Pebble Limited (the 'Company') interacted with various group of investors on Wednesday, November 13, 2024.

During this investor meeting, the Company reiterated the information that was generally available in public domain and no additional information was shared with the investor. Please find in enclosure the presentation placed before investors during the meeting. The audio/video recording of the meeting will be uploaded on the website in due course.

Further, the transcript of the aforesaid Earnings Conference call will be intimated to the Stock Exchanges in due course and will be uploaded on the website of the Company at the aforesaid link.

Please take the above matters on your record.

**For Blue pebble Limited**


Rupal Samdani  
**Company Secretary and Compliance Officer**  
**Membership No. A66064**  
Place: Mumbai

**Blue Pebble Limited**

Works: 112, Nirman Industrial Estate, Malad Link Road, Malad (W), Mumbai-400064 Maharashtra

Registered Office: 1701/1702, Peninsula Park, Plot A-4, off Veera Desai Road, Andheri (W), Mumbai 400053 Maharashtra.

CIN : L74999MH2017PLC299497 | Mobile : +91 9768199800 | E-mail : info@bluepebble.in





**bluepebble**™

Design | Build | Brand Solutions

INVESTOR PRESENTATION





# Company Profile Overview

-  Award-winning spatial design & custom environmental branding solutions company.
-  6 service offerings for both interior and exterior corporate environments.
-  Qualified team delivering quality products & services
-  Diverse clientele, including Banks, MNCs, IT firms etc.
-  Projects executed across all major Indian states.



- Promoters having 30+ years experience in designing, marketing, printing, and branding solutions industry
- In-house design studio and fabrication facility for comprehensive services.
- FY25 H1: Revenue of 23.38 Cr, EBITDA margin of 20.08%, PAT margin of 16.12%.
- 74% CAGR growth in Revenues and 156% CAGR Growth in profit for last 3 years.
- Zero Debt Company

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# Facts & Figures



100%

Debt Free Company



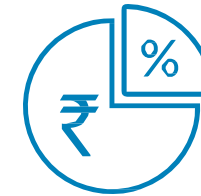
74%

CAGR for revenue FY 21-24



156%

Growth in profit over last 3 years



16%

Profitability Margins FY 25 H1



3+

National Awards



# Key Events & Milestones

Incorporation of the Company in the name of Blue Pebble Private Limited & executed first graphic order with Banking

2017

2018

Diversified to offer large range of custom solutions & services like Signages, Frost Films, clear films, 3D Art, Sculptures, canvas frames, artisanal works

Initiated Digital and Experiential Designs Vertical with first order with a multinational banking client.

2024

2022

Awarded as Most Creative & Innovative Design Agency' 2022 by Design Awards India & 'India's Best Design Studio'

Conversion of the company from Private Limited to Public Limited

2023

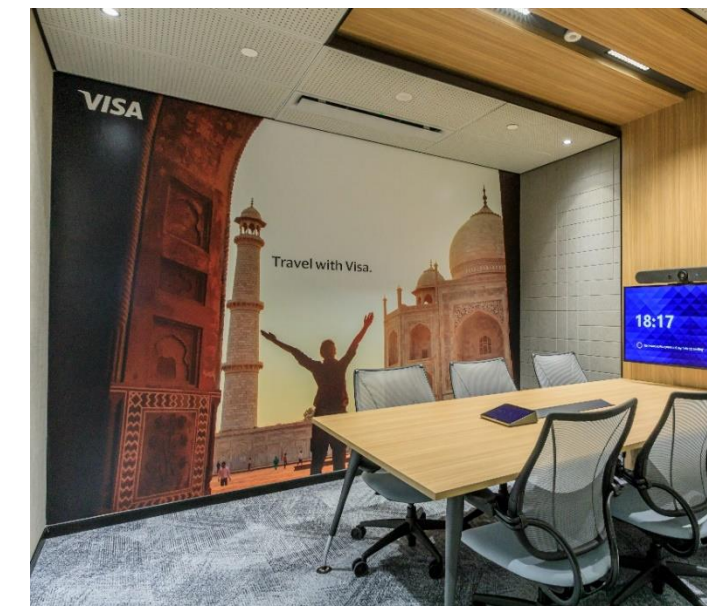
Commenced works on new Design & Build Vertical with largest work order till date.

2024

# Extensive Portfolio of Offerings

## A . ENVIRONMENTAL BRANDING:

- Enhance brand identity, culture through thematic designs .
- Create customized graphics and murals to express the brand's narrative & principles.
- Incorporate digital displays for dynamic brand-related content.
- Infuse the brand's colour scheme, logos, and visuals into the interior design.



# Extensive Portfolio of Offerings



## B. CUSTOM SIGNAGE SOLUTIONS:

- Offer signage services, including wayfinding, informational, branding, digital, outdoor, indoor, and safety signage.
- Utilize latest technology and materials for signs conveying messages, aiding navigation, and boosting space's visual identity.
- Handle design, printing, and installation of custom wall vinyl, vinyl graphics, window graphics, decals, vinyl floor graphics, glass films, and window films.



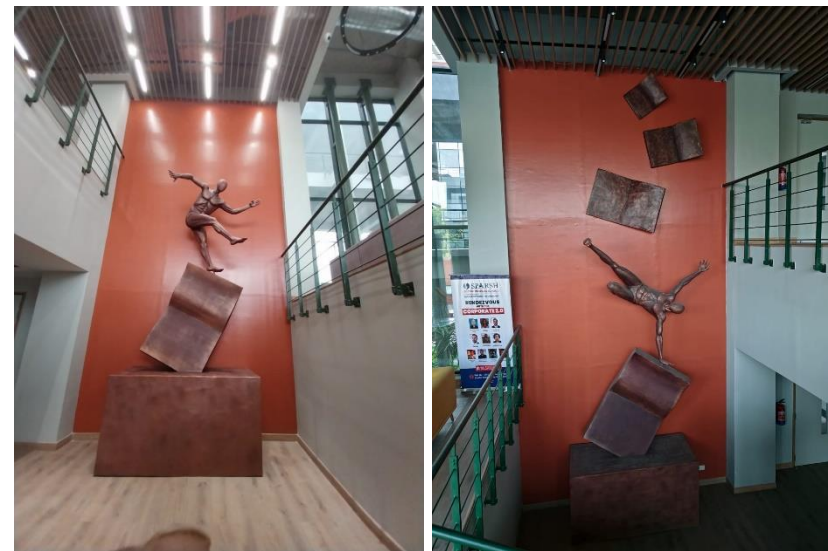
# Extensive Portfolio of Offerings

## C. WALL ARTS, FRAMES AND HAND PAINTING:

- Provide framing solutions for showcasing artwork, photos, or key documents.
- Offer various frame styles, materials, and sizes to cater to client specific needs.
- Utilize mural painting, stenciling, different finishes, and craftsmanship, & attention to detail & design.



# Extensive Portfolio of Offerings



## D. 3D INSTALLATIONS

- Offer installations from sculptures to architectural elements, enhancing depth and texture in indoor or outdoor spaces.
- Create stunning 3D pieces that leave a lasting impression and enhance the aesthetic appeal of spaces.

# Extensive Portfolio of Offerings

## E. SOFT FURNISHINGS

- Offer textile-based elements and accessories for interior decoration and comfort enhancement.
- Provide cushions, curtains, drapes, upholstery, rugs, bed linens, and other fabric-based decor.
- Extensive range of fabrics, designs, and styles to cater to diverse tastes and design themes.



# Extensive Portfolio of Offerings



## F. DESIGN CONSULTANCY

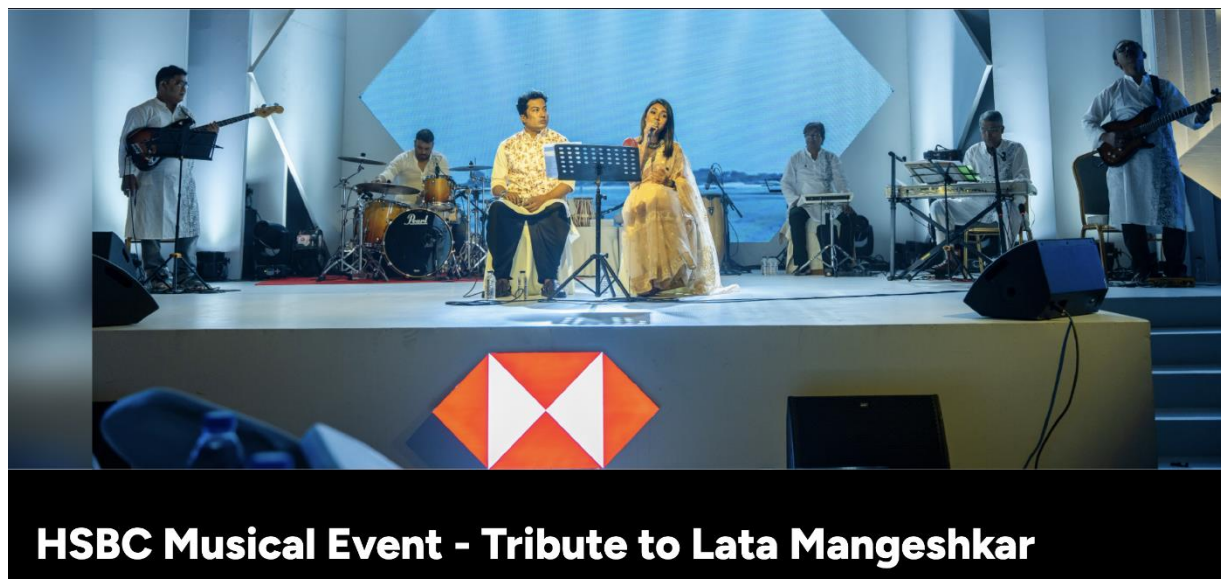
- Offer comprehensive design and consultancy services in Spatial Environment, digital & experiential aspects, and 3D design.
- Provide various services to ensure clients receive expert design advice tailored to their unique needs.

# Extensive Portfolio of Offerings



## G. DIGITAL AND IMMERSIVE EXPERIENCES

- Immersive Experiences are a way to connect with customers deeply emotionally.
- In a simple way, An experience that engages the senses and gives the person the impression that they are a part of the event rather than merely a spectator is an immersive experience.



**HSBC Musical Event - Tribute to Lata Mangeshkar**





# Industry Overview



# Industry Overview – Real Estate



## RESIDENTIAL SPACE

- In 2024, Indian real estate developers are set to complete nearly 600,000 housing units, driven by strong demand in urban centres like Mumbai, Delhi NCR, and Bengaluru.
- India's residential real estate market hit record highs in FY24, with a 20.1% increase in absorbed area and a 9% rise in prices year-over-year. Demand was robust in cities like Bengaluru, Mumbai, and Hyderabad, driven by a shift toward branded, high-end homes. Key developers saw a 39.5% boost in pre-sales, keeping inventory low and sustaining growth.



## COMMERCIAL SPACE

- In 2024, foreign investments in India's commercial real estate reached about \$2.7 billion, driven by strong demand in cities like Mumbai, Bengaluru, and Delhi NCR.
- Investment interest also expands to tier-2 cities like Kochi and Lucknow, supported by high rental yields and favourable policies. Q3 2024 alone saw a 139% year-on-year investment growth, with a notable focus on industrial and warehousing spaces.



## RENTAL SPACE

- In 2024, FDI in India's retail sector has surged, reaching \$2.1 billion in the first half, surpassing the 2023 total.
- Institutional investments in retail real estate continue to rise, fueled by growing demand from multi-brand retail and e-commerce expansion.



## HOSPITALITY SPACE

- India's hotel supply grew significantly in 2023, with 13,700 new hotel keys under development (up from 8,000 in 2022).
- Strong demand from the emerging middle class and rising international interest drive investment.
- Key players like Indian Hotels Co. Ltd. are expanding rapidly, opening 25+ hotels annually.



## SEZs

- As of March 2024, India has 425 formally approved Special Economic Zones (SEZs), with 376 notified and 270 operational.
- Developers anticipate a significant rise in demand for office spaces in SEZs, particularly after recent updates to the SEZ Act.

**BUSINESS OVERVIEW & STRATEGY**





# Facts & Figures



100%

Debt Free Company



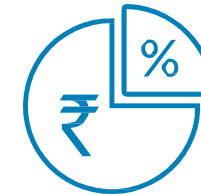
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National Awards



**DESIGN & BUILD – NEW VERTICAL**

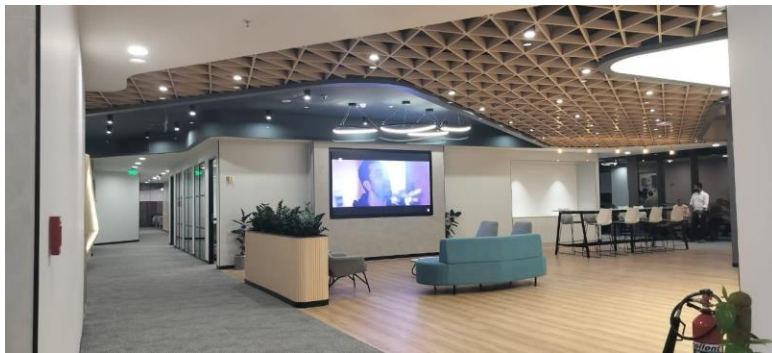
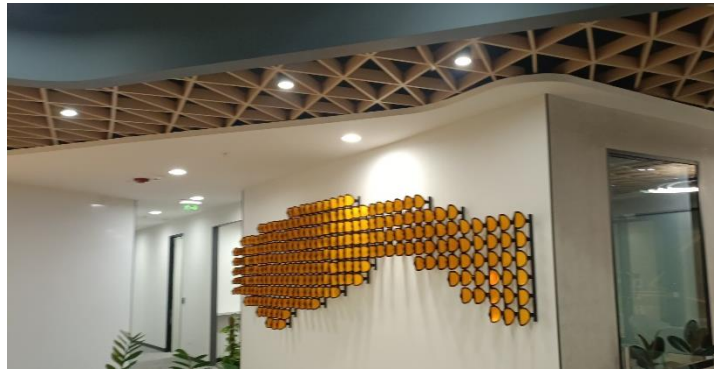


**bluepebble**<sup>™</sup>

Design | Build | Brand Solutions

# Projects in Design & Build

- First Design and Build project - 35,000 Sqft delivered (**3M**) Bangalore delivered before committed date.



# New Projects in Design & Build

- Nacelle & Hub Factory – Admin Office (20,000 Sqft – **Adani Group**) – Mundra – Project Kick Started



**LAST SIX MONTHS KEY PROJECTS EXECUTED**



# Order Book (Major Orders) – November 13, 2024

S.R	PARTY NAME	AMOUNT
1	ADANI	₹ 4,67,47,030
2	WIPRO	₹ 1,48,38,440
3	BLACKROCK GURGAON	₹ 73,38,018
4	AIR INDIA	₹ 83,43,369
6	INFOSYS VIZAG	₹ 20,29,186
7	BACI CHENNAI	₹ 1,73,74,734
8	INFOSYS (MULTIPLE PROJECTS)	₹ 93,93,103
	<b>Total</b>	₹ <b>10,60,63,881</b>



• VISA GROUND FLOOR, BANGALORE

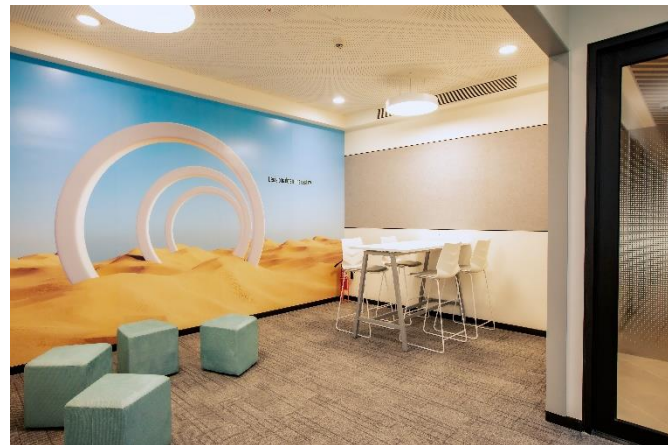
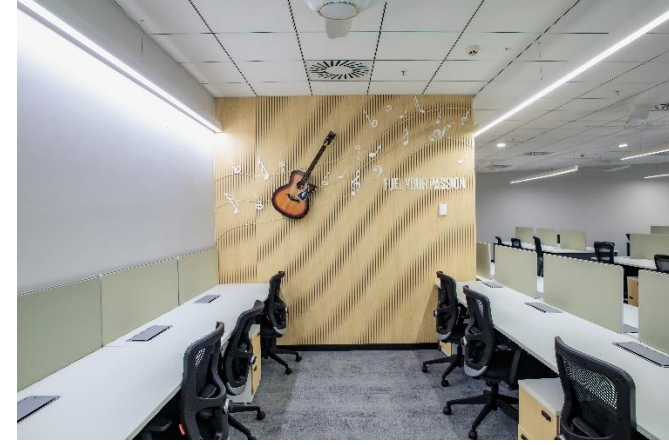
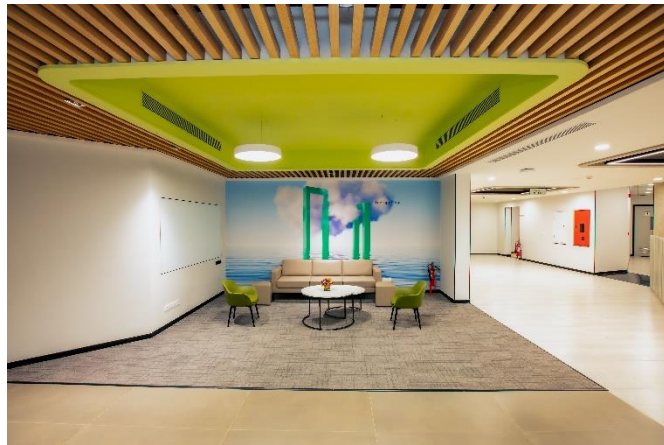


• BANK OF AMERICA - CHENNAI

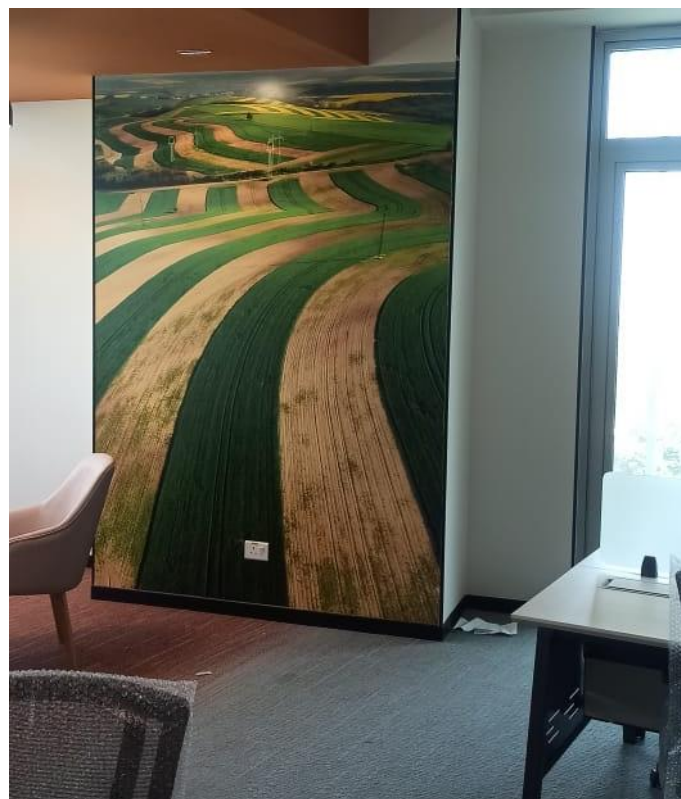
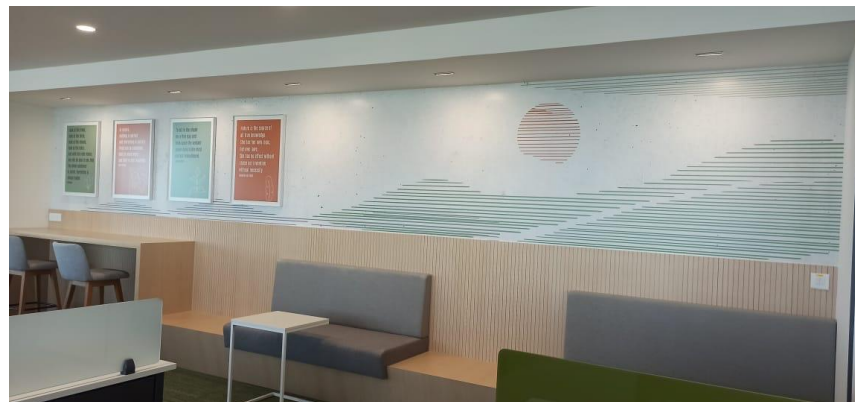




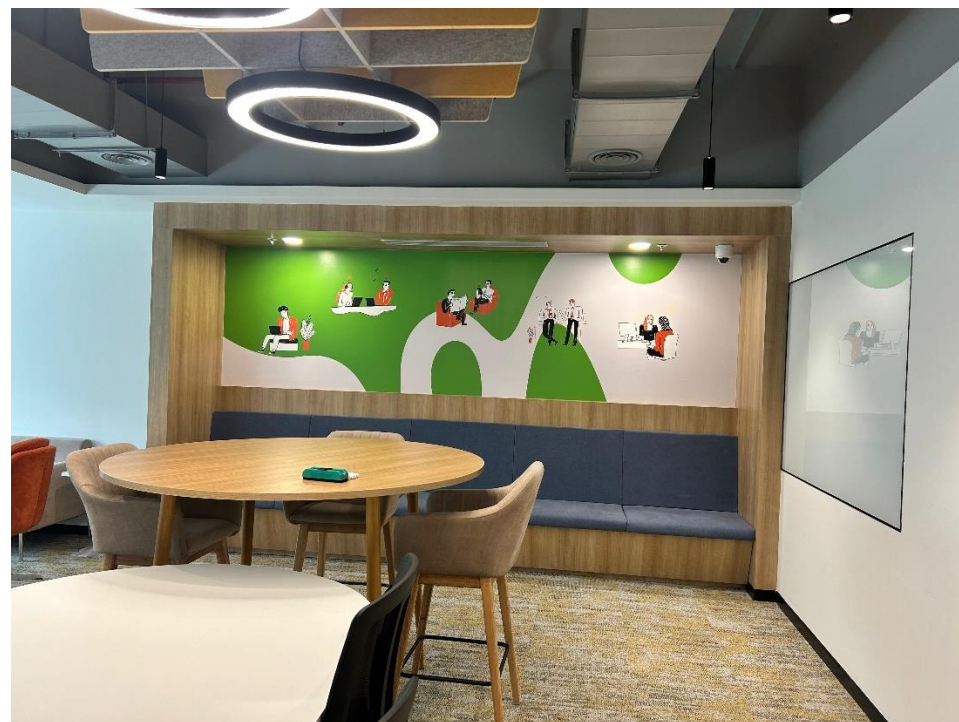
# • INFOSYS BUILDING 28 & 29



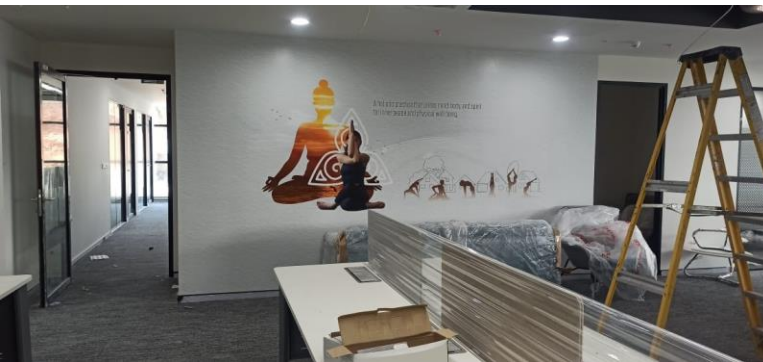
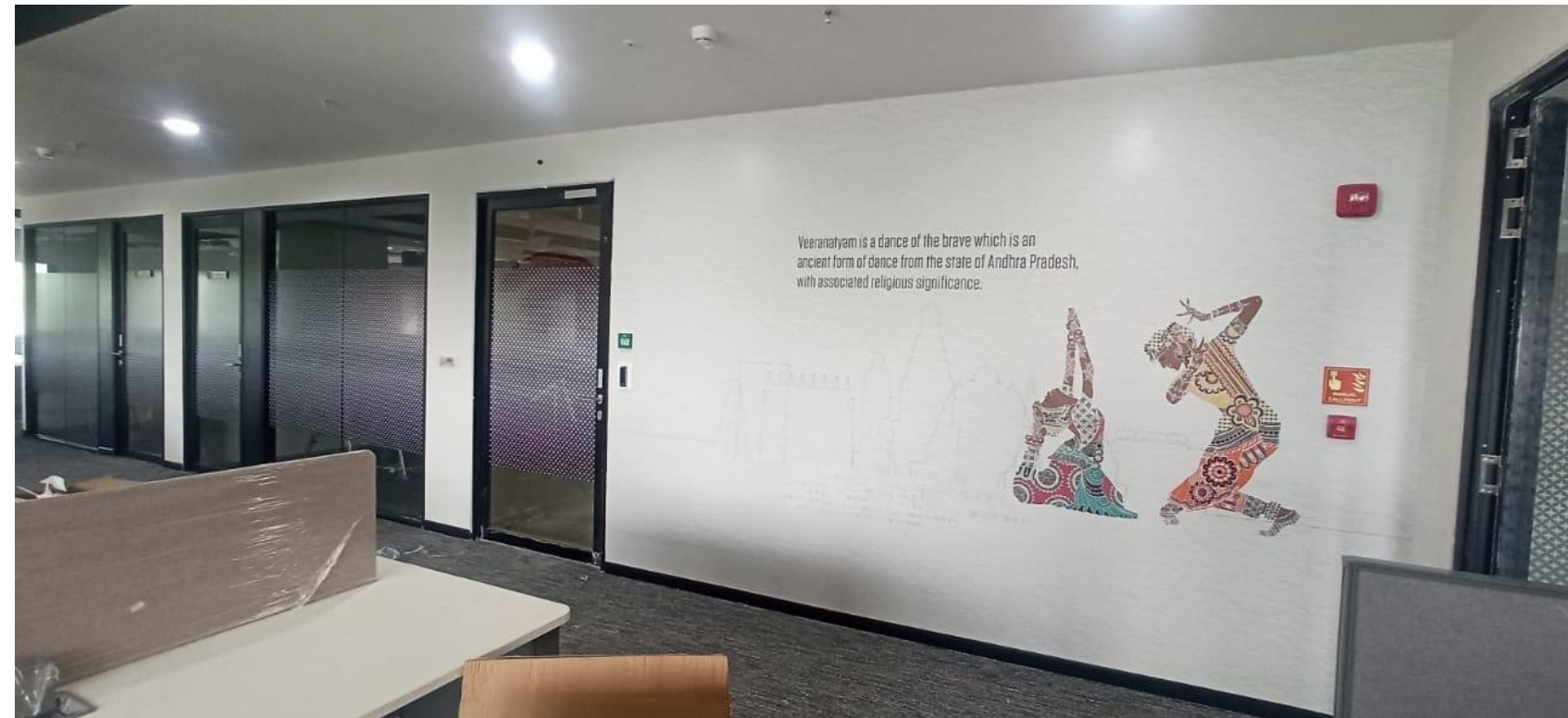
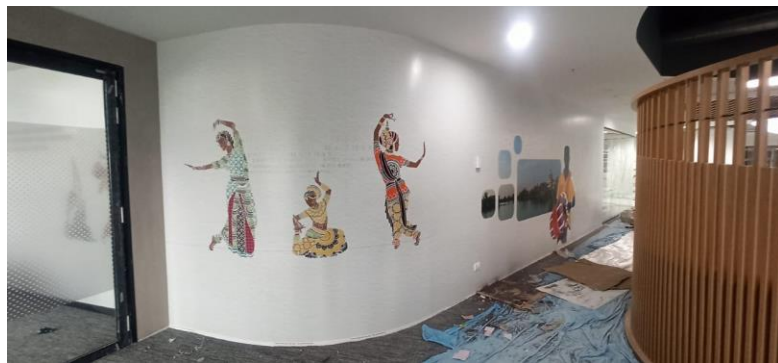
- **WIPRO (NEW ENTRY)**



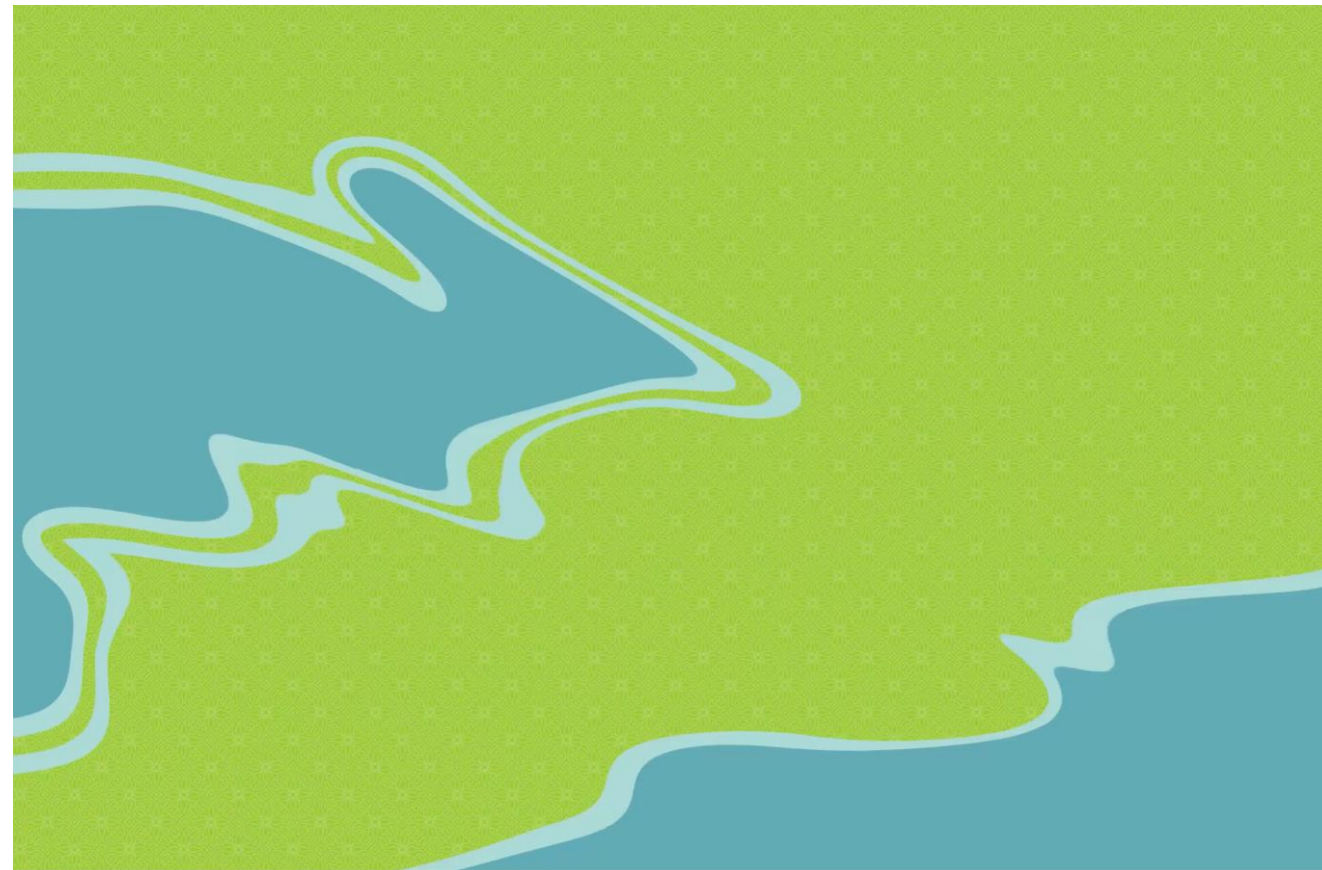
# • ADMIRAL



# • INFOSYS VIZAG



# Extensive Portfolio of Offerings



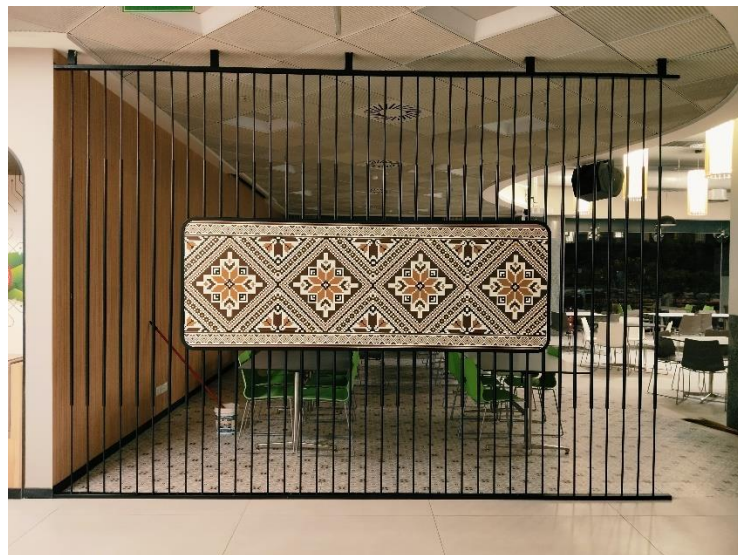
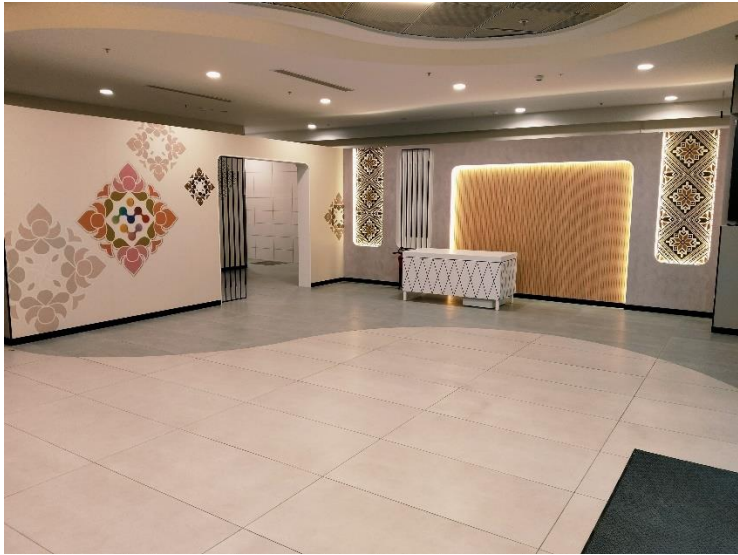
## G. DIGITAL AND IMMERSIVE EXPERIENCES

- Immersive Experiences are a way to connect with customers deeply emotionally.
- In a simple way, An experience that engages the senses and gives the person the impression that they are a part of the event rather than merely a spectator is an immersive experience.
- Additional Immersive solutions done for brands like SEBI, Times of India, Bus Branding, and Anamorphic Branding.

- **BLACKROCK, MUMBAI**



• INFOSYS COIMBATORE

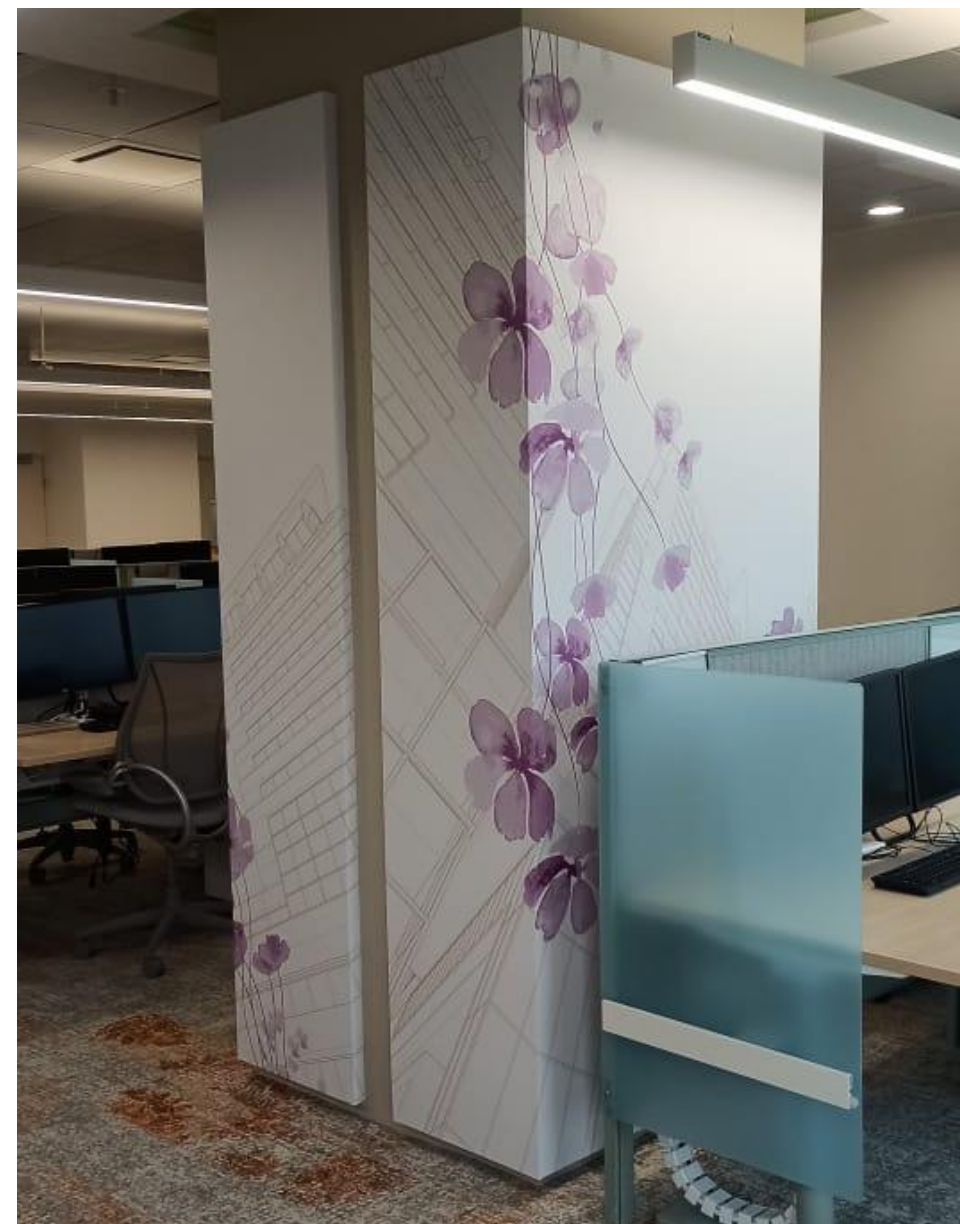
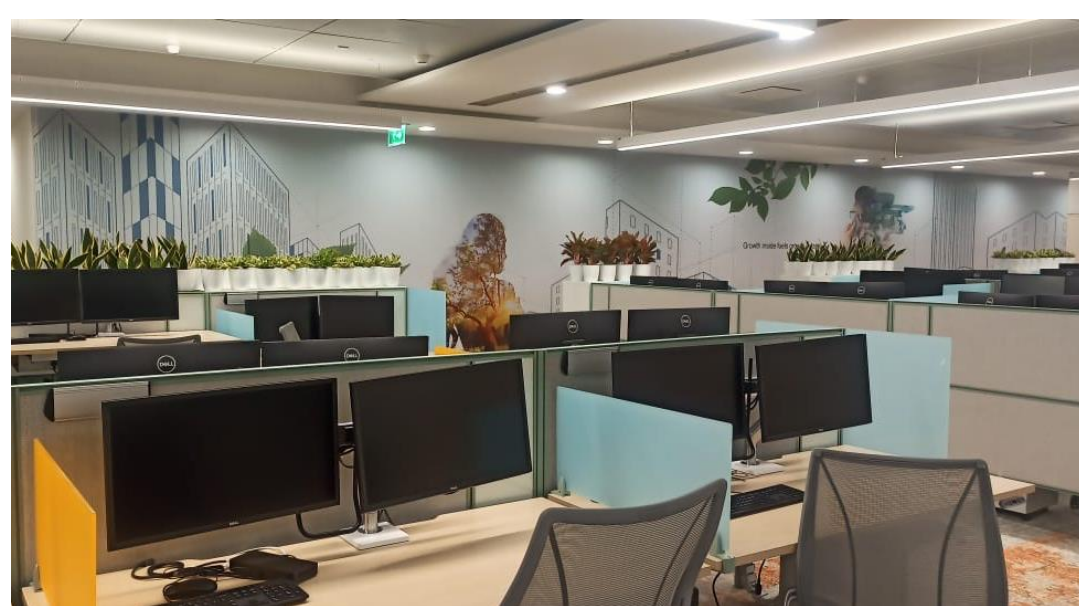


- **HDFC, KOLKATA**





# • CBRE, DELHI



**IMMERSIVE / ENGAGING SOLUTIONS – NEW VERTICAL**



**EXPANSION – IN HOUSE PRODUCTION FACILITY**

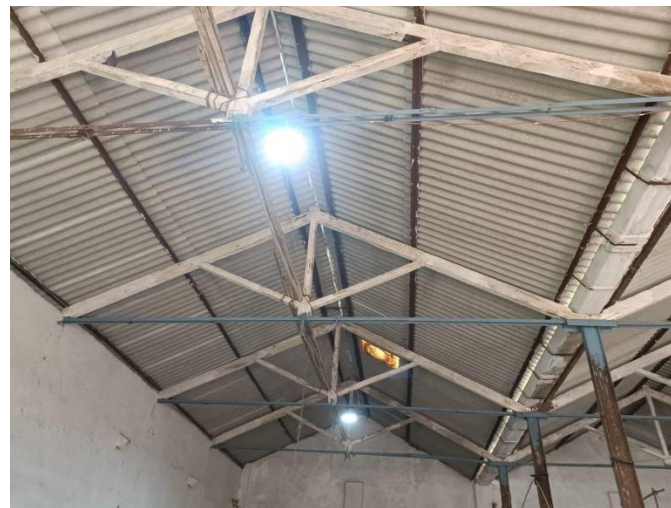


# Established Printing & Designing facilities

We have expanded our operations by investing in additional machinery to enhance efficiency and support growth. This includes a comprehensive in-house fabrication setup designed to meet the increasing demand. Our capabilities now span:

- Large-format printing
- Vinyl printing and lamination
- Fabric and canvas printing
- Signage Manufacturing
- Fabrication of 3D art using a variety of materials

These investments enable us to deliver high-quality, customized solutions at scale.



Location: Ghaswala Estate, Swami Vivekananda Rd, opposite 24, Jogeshwari East, Mumbai, Maharashtra 400102, India

**EXPANSION – SOFTWARE PLATFORM DEVELOPMENT**





# SOFTWARE PLATFORM DEVELOPMENT

## Overview

Our AEC CRM (Customer Relationship Management) platform is an innovative, all-in-one solution tailored for the Architecture, Engineering, and Construction (AEC) industry. This software is designed to streamline project management across planning, budgeting, resource allocation, and real-time execution tracking. A key differentiator of our platform is its **integration with WhatsApp**, enabling seamless, automated communication with third-party contractors, vendors, and clients directly through the widely-used messaging app. This feature provides unprecedented accessibility, allowing all stakeholders to engage in updates, approvals, and reporting in real-time, without needing specialized software.

### Unique Selling Proposition: WhatsApp Integration

Our AEC CRM's WhatsApp integration enables automation and enhanced communication for day-to-day operations:

- **Daily Updates & Reporting:** Contractors and vendors can submit progress reports, material requests, and equipment needs through WhatsApp, which automatically syncs with the CRM.
- **Instant Approvals:** Project managers and clients can approve budgets, resource allocations, and schedule changes directly from WhatsApp, reducing delays and enhancing project agility.
- **Notifications & Alerts:** Stakeholders receive automated notifications for deadlines, material deliveries, inspection requests, and task completions, keeping everyone informed and accountable

This WhatsApp integration not only streamlines workflows but also meets users where they are, minimizing training needs and promoting higher engagement from external collaborators.



# SOFTWARE PLATFORM DEVELOPMENT

## Key Benefits

### 1. Simplified Project Management

The CRM supports efficient project planning and real-time tracking through Work Breakdown Structures (WBS) and advanced scheduling integrations. Teams can quickly define project scopes, monitor progress, and ensure alignment with timelines.

### 2. Enhanced Accessibility for Third-Party Collaborators

By connecting vendors, contractors, and clients through WhatsApp, we eliminate communication barriers, fostering smoother coordination across diverse teams. External parties can easily engage with project updates and requirements without needing to log into specialized software.

### 3. Automated Resource Allocation and Inventory Control

Our CRM's resource and budget tracking tools provide accurate, real-time data on materials, manpower, and equipment usage, helping companies reduce wastage and maintain budget controls. Integration with WhatsApp ensures rapid response times for inventory and material requests.

### 4. Centralized Reporting & Insights

Customizable dashboards provide managers with a holistic view of KPIs, from budget adherence to project progress. Automated reporting delivers insights to inform future project planning, and WhatsApp-based alerts help stakeholders stay updated on key metrics instantly.

# Awards & Recognitions

- Architecture & interior design award in 2022 presented by BeginUp Research Intelligence
- Awarded as Most Creative & Innovative Design Agency' 2022 by Design Awards India
- 'India's Best Design Studio' 2023 by IBDA.
- Trendsetter Architecture and Interior Design Award 2024 by BeginUp Research Intelligence.





## Experienced Leadership Team



**Nalin Gagrani**

Chairman & Managing Director

Experience: 30 years

Qualification: B.E (Mech.),  
Master of Management  
Studies

Looks after the overall  
business operations of the  
Company



**Manoj Bhushan Tiwari**

Whole Time Director & CFO

Experience: 30 years

Qualification: Bachelor of  
Science (B.Sc.) in Chemistry

Responsible for Finance,  
Accounts, Printing & design, HR  
& Admin



**Karuna Nalin Gagrani**

Non-Executive Director

Experience: 25 years

Qualification: B.E  
Computer Science

Overall experience of  
around in design &  
technology and business  
development.



**Amit Mahendra Vora**

Independent Director

Experience: 20 years

Qualification: M.Sc  
(Electrical  
Engineering), MBA

Handled many major  
tech projects in India as  
well as abroad



**Madhukar Rama Rao**

Independent Director

Experience: 40 years

Qualification: Diploma in  
Civil Engineering with  
structural engineering

Experience working in the  
banking and finance sector.

Promoters have three decades of experience in the designing, marketing, printing, and branding solutions industry & their experience has been instrumental in determining the vision and growth strategies

# Senior Management



**Arvind Wagh**  
Chief Creative Officer  
Experience: 25 years  
Qualification:  
Bachelor in Fine  
Arts  
Overall experience of  
Design Thought &  
Concept Creation.



**Aparna Bidal Prashar**  
Sr. Vice President  
Brand Design and  
Communication  
Experience: 19 years  
Qualification: M.Sc  
Journalism  
Experience in  
Creativity Strategy  
to craft impactful  
narratives,



**Avinash Wadhwan**  
Business Head –  
Experiential  
Experience: 20 years  
Qualification: MBA,  
Marketing  
Overall experience in  
Tech Activation,  
Advertising, Consumer  
Engagement  
Campaigns.



**Pramoda Rangari**  
Creative Director  
Experience: 25 years  
Qualification:  
Bachelor in Fine  
Arts  
Experience in Design,  
Communication and  
Creative Strategy,  
rafting multiple  
solutions for clients.



**Shlok Gagrani**  
Project Manager  
Experience: 6 Years  
Qualification: M.Sc  
Management with B.E  
Mechatronics  
Experience working in  
Consulting, Banking  
and Finance and  
Technology sector.

# Competitive Strengths

## Established relationship with customers

- Strong customer relationships, with the ability to offer innovative design solutions within budget, leading to repeat business. ...
- Diverse clientele, including Banks, IT Companies and MNCs.

## Qualified & experienced management team

- Management team with the expertise to drive current operations & future expansions.
- The combined experience of the management & employee team and the Promoters has led to the company's development.

## Established relationship with customers

- Established relationships with material suppliers, providing raw materials like 3D walls, glass films, artifacts, wall panels, murals, and sculptures.

## Designing and execution capability

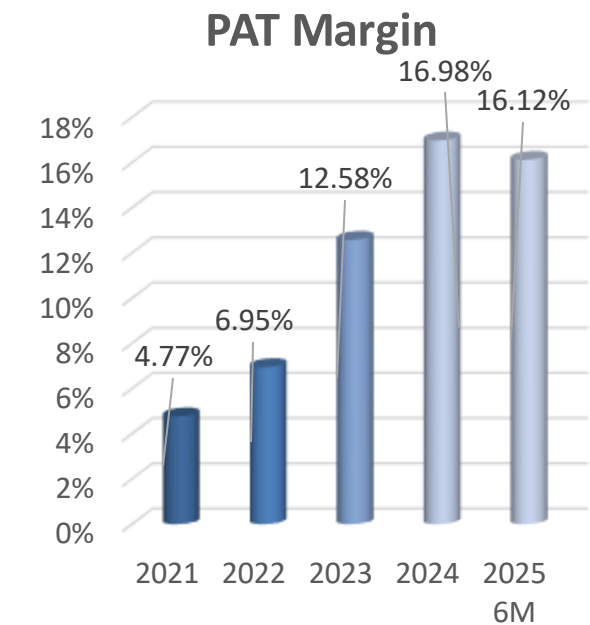
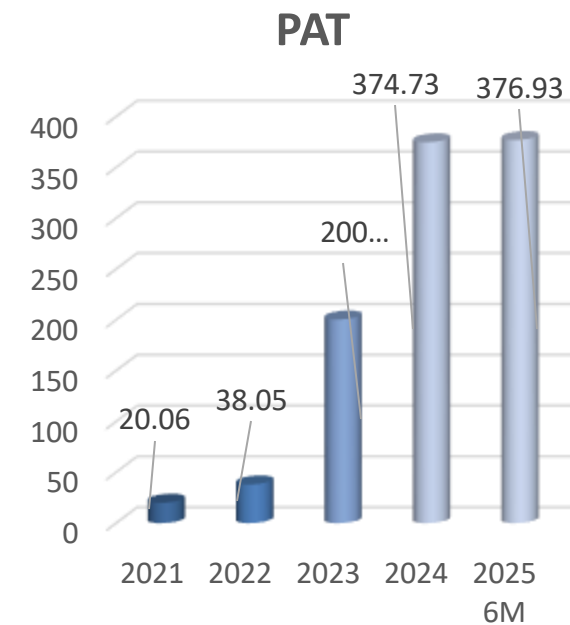
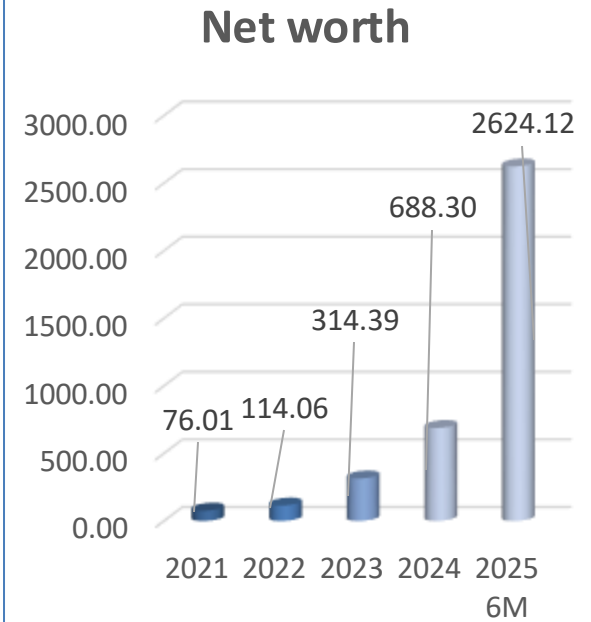
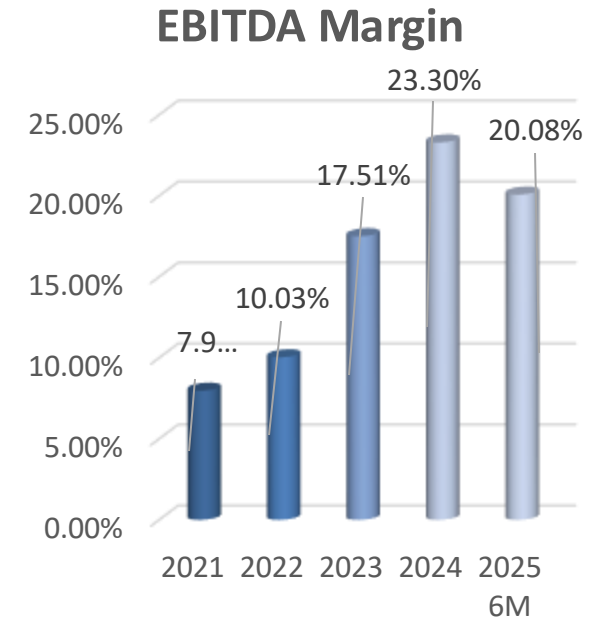
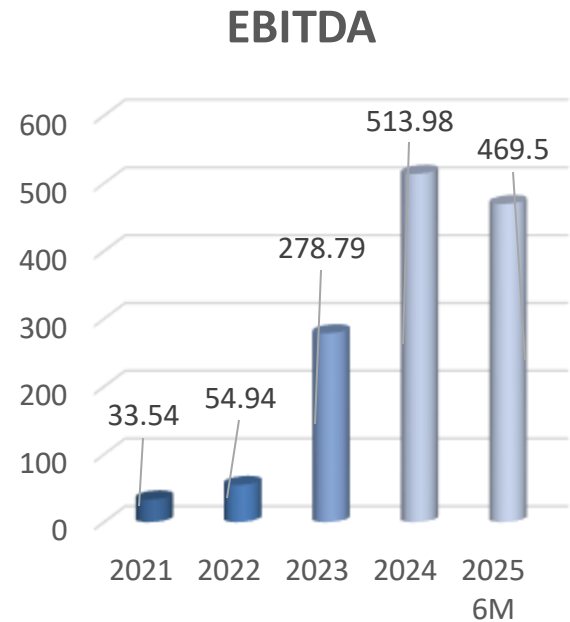
- Proficient in designing & execution, able to turn innovative designs and concepts into practical solutions.



# Marquee Clientele

# Key Financial Performance



# Statement of Assets & Liabilities

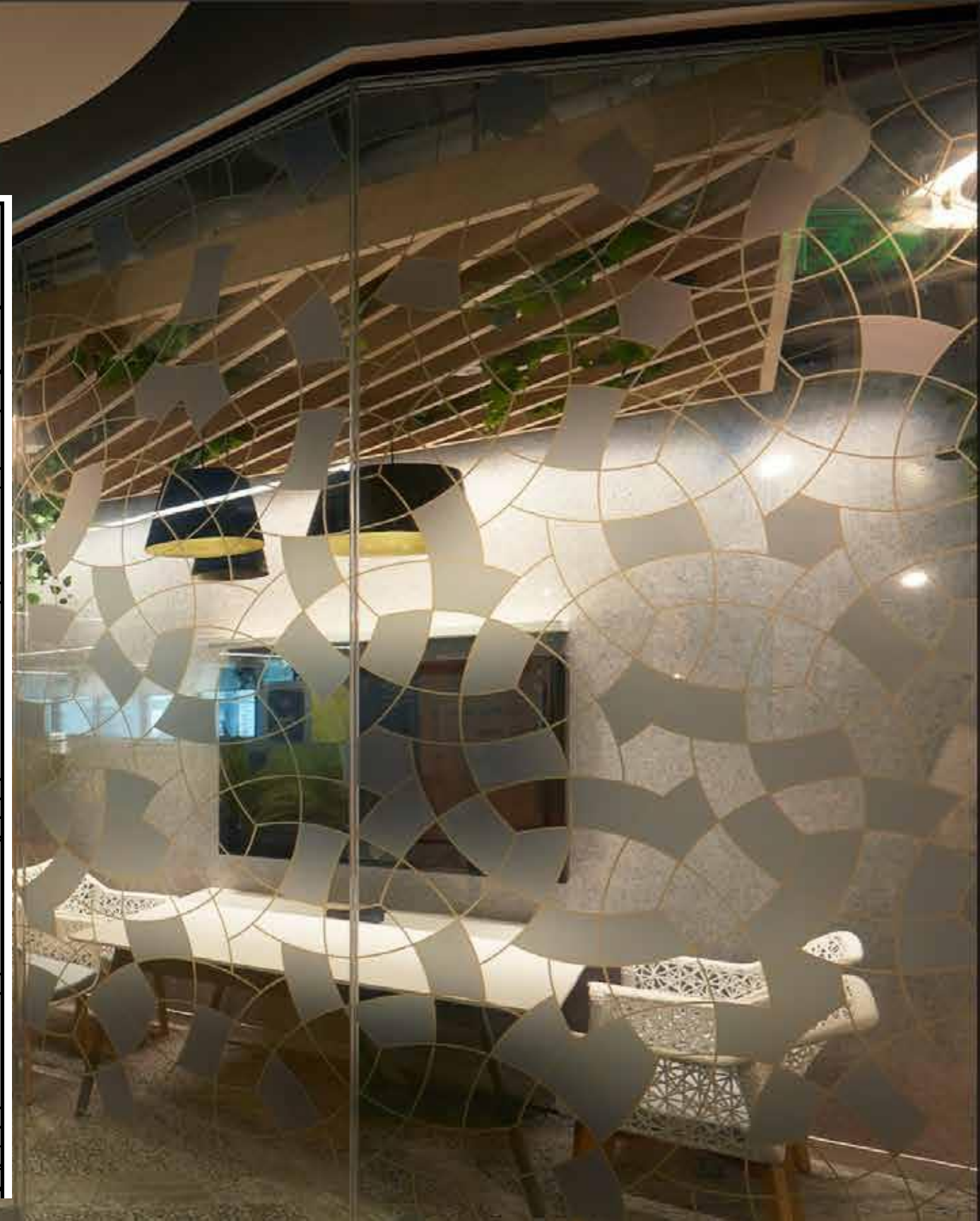
## BLUE PEBBLE LIMITED

CIN: U74999MH2017PLC299497

Unaudited Statement of Assets & Liabilities as at 30th September, 2024

(Rs in Lakhs)

	Particulars	As at 30 Sep 2024	As at 31 March 2024
<b>A</b>	<b>Equity and liabilities</b>		
<b>1</b>	<b>Shareholders' funds</b>		
	Share capital	408.00	300.00
	Reserves and surplus	2,216.12	388.29
		<b>2,624.12</b>	<b>688.29</b>
<b>2</b>	<b>Non-current liabilities</b>		
	Long-term provisions	18.93	16.71
	Long term borrowing	-	-
	Deferred tax liability (net)	-	-
		<b>18.93</b>	<b>16.71</b>
<b>3</b>	<b>Current liabilities</b>		
	Short-term borrowings	-	-
	Trade payables		
	- Total outstanding dues of micro and small enterprises	6.47	13.25
	- Total outstanding dues of creditors other than micro and small enterprises	471.98	175.66
	Other current liabilities	159.69	16.96
	Short-term provisions	369.58	133.45
		<b>1,007.72</b>	<b>339.32</b>
	<b>Total</b>	<b>3,650.77</b>	<b>1,044.32</b>
<b>B</b>	<b>Assets</b>		
<b>1</b>	<b>Non-current assets</b>		
	Property, plant & equipment	117.88	47.67
	Deferred tax asset (net)	4.83	5.38
	Long-term Investments	427.02	170.77
	Long-term loans and advances	39.86	58.00
		<b>589.59</b>	<b>281.82</b>
<b>2</b>	<b>Current assets</b>		
	Inventories	38.23	75.46
	Trade receivables	1,170.41	435.79
	Cash and cash balances	1,653.36	98.43
	Short term loans & advances	21.31	3.29
	Other current assets	177.87	149.53
		<b>3,061.18</b>	<b>762.50</b>
	<b>Total</b>	<b>3,650.77</b>	<b>1,044.32</b>



# Statement of Profit & Loss

## BLUE PEBBLE LIMITED CIN: U74999MH2017PLC299497

Statement of Unaudited Financial Results for the half year ended 30th September, 2024

(Rs in Lakhs Except for EPS)

	Particulars	Half Year Ended			Year Ended
		30 Sep 2024	31 March 2024	30 Sep 2023	31 March 2024
		Unaudited	Audited	Audited	Audited
<b>1</b>	<b>Income</b>				
	Revenue from operations	2,338.52	888.19	1,318.08	2,206.27
<b>2</b>	Other income	48.12	6.46	4.59	11.05
<b>3</b>	<b>Total Income</b>	<b>2,386.64</b>	<b>894.65</b>	<b>1,322.67</b>	<b>2,217.32</b>
<b>4</b>	<b>Expenses</b>				
	Purchase cost	1,321.36	471.77	558.10	1,029.87
	Changes in inventories of stock	37.22	(59.61)	89.32	29.71
	Direct Expense	117.78	65.79	79.26	145.05
	Employee benefits expense	179.79	144.79	118.59	263.38
	Finance costs	-	-	-	-
	Depreciation and amortisation expense	13.82	7.03	6.20	13.23
	Other expenses	212.87	153.11	82.22	235.33
	<b>Total Expenses</b>	<b>1,882.84</b>	<b>782.88</b>	<b>933.69</b>	<b>1,716.57</b>
<b>5</b>	<b>Profit before tax</b>	<b>503.80</b>	<b>111.77</b>	<b>388.98</b>	<b>500.75</b>
	Exceptional / Extraordinary Items	-	-	-	-
<b>6</b>	<b>Profit Before Tax</b>	<b>503.80</b>	<b>111.77</b>	<b>388.98</b>	<b>500.75</b>
	Less: Tax expense				
	Current tax	126.31	30.95	97.80	128.75
	Deferred tax	0.56	(1.79)	(0.93)	(2.72)
<b>7</b>	<b>Total Tax Expense</b>	<b>126.87</b>	<b>29.16</b>	<b>96.87</b>	<b>126.03</b>
<b>8</b>	<b>Profit for the Year/ Period</b>	<b>376.93</b>	<b>82.61</b>	<b>292.11</b>	<b>374.72</b>
<b>9</b>	<b>Earning per equity share (Face value of ₹ 10 each)</b>				
	Basic and Diluted (Adjusted for Previous year)	9.24	2.75	9.74	12.49

Thank You



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**BLUE PEBBLE  
LIMITED**

**Plot A-4 CTS 694, 1701/1702 Peninsula Park,  
Off Veera Desai Road  
Fun Republic Road, Andheri West,  
Mumbai 400053.**

**Website: [bluepebble.in](http://bluepebble.in)  
Tel No. : +91 22-47516581**

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