



DE NEERS®

Revolution in Hand Tools

EARNINGS

PRESENTATION

H1 FY25



H1FY25 : Performance Highlights



Revenue
₹ 69.46
Crore

17% YoY

EBITDA*
₹14.22
Crore

84% YoY

PAT
₹8.81
Crore

93% YoY

Gross
Margin
28.49%

635bps YoY

EBITDA
Margin*
20.47%

746bps YoY

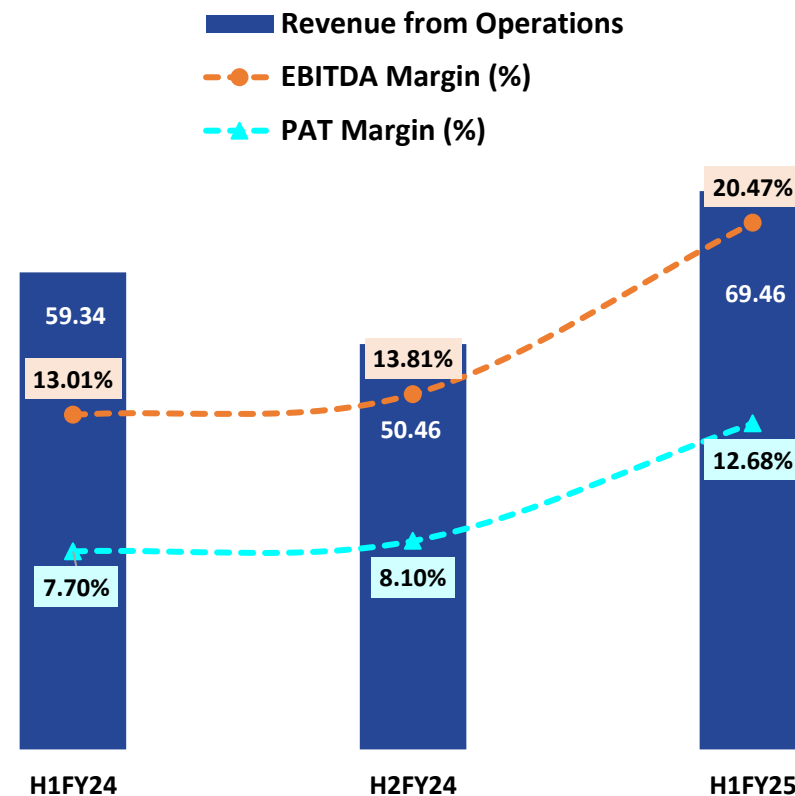
PAT
Margin
12.68%

498bps YoY

**Gross Margin computed using operating revenue less stock-in-trade sold during the year
*To evaluate core operations, EBITDA margin exclude non-operating income

INCOME STATEMENT

Particulars (INR Cr)	H1FY25	H2FY24	H1FY24	FY24
Revenue from Operations	69.46	50.46	59.34	109.80
Operating Costs	55.24	43.49	51.62	95.11
Operating Profit (EBITDA)	14.22	6.97	7.72	14.69
Other Income	0.02	1.78	0.00	1.79
Finance Costs	1.99	2.28	1.21	3.50
Depreciation and amortization	0.36	0.43	0.41	0.84
Profit Before Tax (PBT)	11.90	6.04	6.10	12.14
Less: Tax expense	3.09	1.95	1.53	3.48
Profit After Tax (PAT)	8.81	4.09	4.57	8.66



**To reflect upon our core operations, we have computed EBITDA margin excluding other income (non-operating income)*

BALANCE SHEET

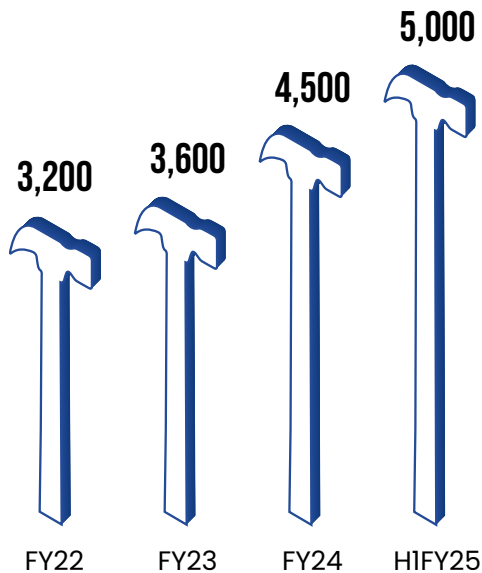
Particulars (INR Cr)	H1FY25	H2FY24
EQUITY AND LIABILITIES		
Shareholder's Fund		
Net Worth	73.99	65.18
Non-current liabilities		
Long Term Borrowings	26.53	32.85
Other non-current liabilities	0.19	0.19
Current liabilities		
Short Term Borrowings	27.18	25.49
Trade Payables	16.37	11.99
Other current liabilities	9.31	7.36
TOTAL - EQUITY AND LIABILITIES	153.57	143.06
ASSETS		
Non-current assets		
Fixed Assets	2.21	2.02
Other non-current assets	1.85	2.08
Current assets		
Inventories	82.32	85.68
Trade receivables	49.60	37.74
Cash and cash equivalents	0.43	0.22
Loans and Advances	16.49	12.51
Other current assets	0.67	2.80
TOTAL - ASSETS	153.57	143.06

OUR GROWTH JOURNEY

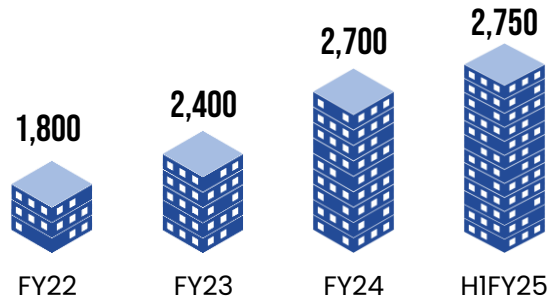
~3,50,00,000

This is the number of hand tool units that we have sold during HIFY25. With our industry size of around INR 10,000 cr, and the emerging trend for DIY (Do it Yourself !) culture in India, we envision to become a household name in coming years.

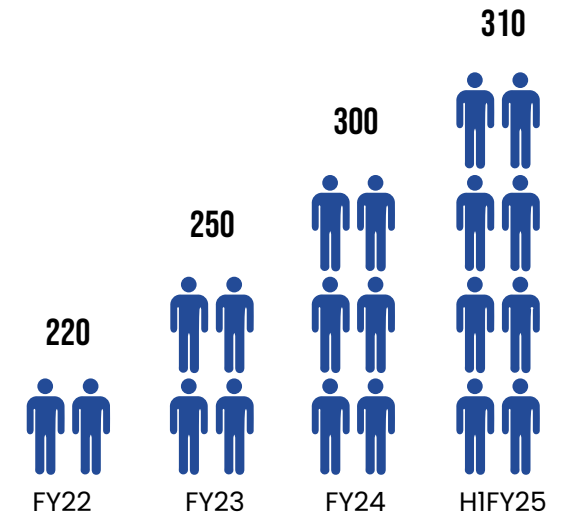
Number of SKUs



Number of Cities Covered (PAN India)



Number of Dealers



ABOUT US

Our company De Neers Tools Ltd. is amongst prominent suppliers of hand tools in India.

Driven by promoters' extensive industry experience, starting from a small setup in Delhi, today we cover multiple states PAN India.

Our hand tools are manufactured under our stringent quality parameters & supervision in production facilities equipped with state-of-the-art technology and robust infrastructural capabilities.

ISO Certified



9001:2015



14001:2015



45001

Dealer Network

300+

Servicing across India via our widespread dealer network

Industries Served

10+

Automotive, Textile, Healthcare, Agriculture, Cement etc.

Stick Keeping Units (SKUs)

~5,000

Hand Tools, Steel Files, Cutting Tools, Non-Sparking Tools, etc.

DE NEERS WARRANTY



OUR PRODUCT PORTFOLIO

Steel Hand Tools



Insulated Tools



Stainless Steel Tools



Tool Kits, Tool-Boxes and Trolleys



Non-Sparking Tools



INDUSTRIES WE SERVE



Automotive



Textile



Mining



Healthcare & Pharma



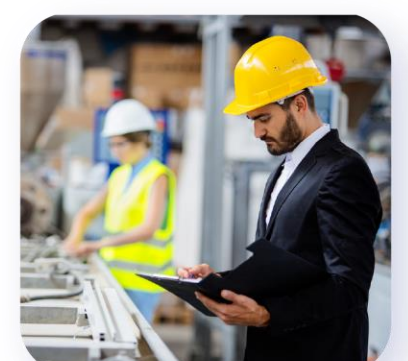
Steel Industries



Infrastructure



Electronics



Engineering



Petro Chemical / Oil & Gas



Cement



Agriculture



Power Sector

INDUSTRY OUTLOOK

The overall industry is dominated by unorganized players:

Driven by unorganized players, the overall industry is expected to grow around CAGR of 7.2%.

However, the organized sector is gradually gaining a larger market share from the unorganized sector owing to below reasons which is stimulating higher growth expectations for organized market:

- Implementation of Goods and Services Tax (GST) has brought many unorganized businesses under the tax net and reduced tax evasion.
- Demonetization has disrupted the cash-based transactions of the unorganized sector and encouraged digital payments.
- The Indian market for hand tools is moving away from a price-sensitive era and toward a quality-conscious era with "industry" or "application" oriented criteria.
- The expansion of industries such as aviation, heavy engineering, automobile/auto service, gardening/horticulture, woodworking & furniture, and construction/infrastructure has prompted an increased demand for quality/specialty tools.

₹ 10,000 CRORE

This is the estimated hand tool industry market size in India



Organized market gradually outpacing unorganized



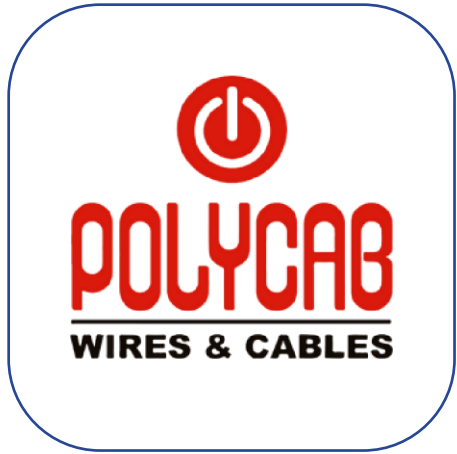
Organic growth of the overall industry



Organized market growth expected to outperform overall industry growth

OUR VALUED CLIENTELE

Below are few of our prestigious clients



POWER OF DIVERSE SKU_s

We possess the industry's most extensive SKU selection, surpassing even our closest competitor whose offering is less than half as extensive.

Key Advantages:

Distinct Brand identity

Our extensive range of hand tools is unmatched in the industry, earning us the reputation as the ultimate solution provider, no matter how niche or rare the requirement.

Customer Convenience

Customers value the convenience of a one-stop shop. Hence, reducing the need to source from multiple suppliers.

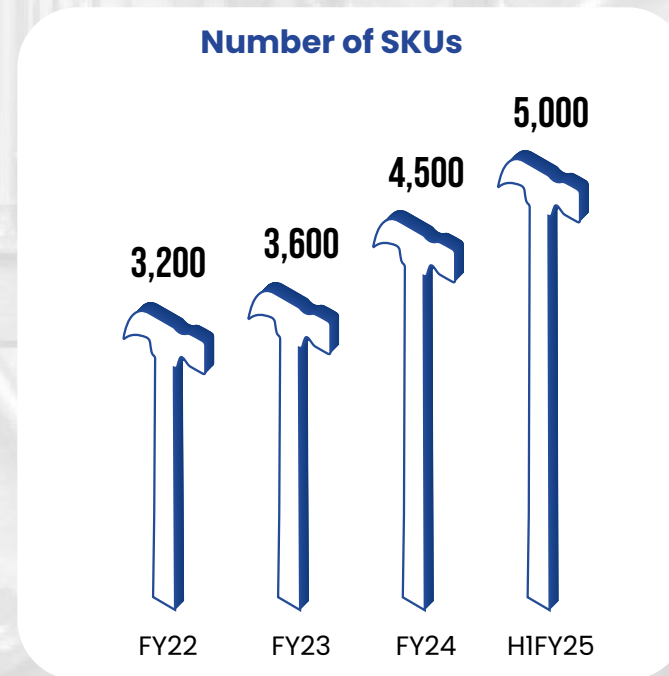
Cross selling opportunities

Advantage of cross-selling related products within the SKU portfolio. Hence, improving the ability to increase average transaction value.



~5000 SKU'S

Our SKUs have expanded by around 40% since last 2 years



RECENT DEVELOPMENTS

Strategic Market Expansion: EV Sector

TIVOLT Approval Secured

- Successfully obtained approval for specialized EV tooling solutions
- Partnership spans both Insulated Tools and Hand Tools categories
- Collaboration with ATS ELGI for TIVOLT's upcoming LCV EV platform

Market Impact

- Strengthens DE NEERS' position in specialized automotive tooling
- Validates our product quality for EV applications
- Opens pathway for broader EV sector opportunities



Tivolt e-SCV

LAUNCH
EXPECTED SOON



RECENT DEVELOPMENTS



Expanding OEM Alliance: Strengthening brand & market presence

- Secured prestigious OEM approval from RENAULT GROUP
- **Immediate commercial success:** Secured maiden order for 30,000 tool kits
- Strengthens De Neers' position as a qualified supplier in automotive segment

International Market Expansion

- Established operational presence in UAE through De Neers Tools LLC, Dubai
- Business operations in process of getting commercialized
- Strategic entry point for Middle East market penetration



RECENT DEVELOPMENTS

Our focus towards Corporate Social Responsibility

Empowering Aspiring Athletes

- Strategic partnerships with sports academies

Focus areas

- Talent identification
- Athletic development
- Resource support for underprivileged athletes

Our Flagship Event

- Successfully conducted "DE NEERS Delhi State Table Tennis Ranking Tournament 2024"
- Platform for showcasing emerging talent



Industry Engagement & Brand Visibility

- Showcased comprehensive product portfolio at India's largest Hand Tools Exhibition in Delhi

Key Outcomes:

- Enhanced brand visibility
- Direct engagement with industry professionals
- New business opportunity pipeline development



VISION 2030 :

Forging Our Path to Excellence

As we look ahead, our strategic initiatives are designed to achieve the following objectives :



OUR LEADERSHIP TEAM



Mr. Neeraj Kumar Aggarwal

Promoter and Managing Director

Mr. Neeraj Kumar Aggarwal completed his Honours degree in Commerce from Shri Ram College of Commerce (SRCC), Delhi University in the year 1994

With over 30 years of experience in industry and with a vision to commence a quality and high-end brand, Mr. Neeraj formed De Neers

At De Neers, he manages Business Development and procurement.



Mr. Kanav Gupta

Promoter, Whole Time Director and CFO

He has completed his Bachelors in Commerce degree from Delhi University.

Further attended a course in strategic management from London School of Economics in UK.

Mr. Kanav began widening his grass root industry view early on in his career specifically focusing on tools industry.

At De Neers, he is managing Finance, all India sales and is keen to make De Neers a global name.

THANK YOU



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