



Date: 17th December, 2024

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1,
Block – G, Bandra Kurla Complex,
Bandra (E) Mumbai – 400 051, Maharashtra

NSE Symbol: INM

Sub: Intimation of Investor Presentation for the half year ended September 30, 2024

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

You are requested to take the above information on your record.

Thanking You,
Yours Faithfully

For Interiors & More Limited

MANISH MOHANLAL TIBREWAL

Managing Director

DIN - 05164854

Date: 17.12.24

Place: Mumbai



INTERIORS & MORE LIMITED

Investor Presentation

December 2024



SAFE HARBOR

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ABOUT INTERIORS
& MORE



BUSINESS
OVERVIEW



WAY
FORWARD



FINANCIAL
HIGHLIGHTS



INDUSTRY
OVERVIEW





ABOUT US

INTERIORS & MORE – SNAPSHOT

Manufacturer and trader of high quality artificial flowers, plants, and other home and office décor items since 2012.

- One of the biggest artificial flowers and decor items wholesaler in India having added 1000+ Products in last 3 years.
- Extended Portfolio with new products such as vases, plants, planters, wedding props, lights, furniture, fabric, chandeliers, LED candles and other associated décor items.
- Company's proficiency lies in understanding the specific customer requirements and deliver the final product
- Implemented advanced technology that equips us to design and develop products with various processes
- Recently inaugurated 1 Showroom in U.A.E. (Dubai) with a vision to cater Middle East & African Market
- Vision to Expand the Export market to Promote products manufactured in India

Showrooms

Mumbai – Fort

Wholesale Showroom ~ 10,000 Sq. ft.

Dubai International City (UAE)

Showroom ~ 1,450 sq. ft.

Jaipur – Rajasthan

Franchisee Outlet ~ 6,500 sq. ft.

Factory (Umbergaon, Gujarat)

Unit 1

Production Area 57,000 sq. ft.

Unit 2

Production Area 7,000 sq. ft.

Unit 3 (Upcoming) 2,00,000 sq. ft.
Partially to be operational in Q4FY25

Sales Office & Warehouse

Sales Office

Delhi ~ 1,800 sq. ft.

Central Warehouse (India)

Bhiwandi, Thane ~ 50,000 sq. ft.

Warehouse (Middle East)

Sharjah, U.A.E. ~ 12,000 sq. ft.

Incorporated on
July 30, 2012

IPO Listing Feb 2024

8000+ SKUs

4000+ Products

12+ years
in operations

3,45,000 + sq. ft
Premises

10,000+ Clients

80% Repeat
Customers

VISION & MISSION



VISION

We strive to make grand event grandiose and splendid



MISSION

To be pioneer in Event & Home Decor market

MANAGEMENT TEAM



Mr. Manish Mohan Tibrewal
Managing Director
(Promoter)

- He is a Chartered Accountant with over 23 years of Professional experience and a Bachelor's degree in law.
- He is a Visionary Entrepreneur who has been instrumental in the establishment of our Company's Operations.
- He is Primarily responsible for the entire Business Operations of the Company.



Mr. Rahul Jhunjunwala
Chief Financial Officer
(Promoter)

- With a focus on shifting tactics, they provide Valuable Insight that helps our Company remain at the core of Innovation.
- A key person in the Capital markets, he is known for his strong understanding and Expertise in the Finance Industry.
- He plays a critical role in driving the Company's Performance and Strategic Expansion.



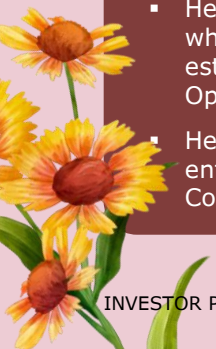
Mrs. Ekta Tibrewal
Co-Founder & Executive Director

- She is the Brand creative soul for the company with 12+ years of Experience
- She has completed BA Economics & Masters in the same field
- She Manages Quality Check and Product Design, ensuring Quality from concept to creation & incorporates artistic flair into all aspects of our Decor Offerings.



Mr. Rajat Vijender Singhal
Executive Director

- He hold a Degree in Masters of Business Administration from O.P. Jindal Global University
- He provides Strategic Direction, guiding the Company to new heights of excellence.
- He is a High-integrity, Dynamic Leader known for his ability to Conceive and implement effective outcomes in Challenging Situations.



JOURNEY

Incorporated "Interiors & More Private Limited"

2012

Added 2000 + SKUs and grew into Multiple showrooms

2013

Shifted into a multi- storey setup with more than 4000+ products

2015

Started assembly and ventured into Lights & Furniture category

2016

Listed on NSE Emerge Platform
Opened Exclusive Showroom in Dubai (UAE)

2024

Converted to Public Company, "Interiors & More Limited"

2023

Expansion of manufacturing facility in Gujarat

2021

Acquired machinery with inbuilt automation to increase production efficiency along with better assembly and packaging & Added Warehouse in Bhiwandi

2018-19

BUSINESS OVERVIEW



BUSINESS OVERVIEW

CONTINUOUS INNOVATION

CUSTOMIZATION OF PRODUCTS

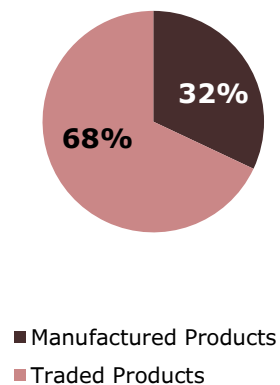
ASSET-LIGHT OPERATIONS

~ 80% REPEAT CUSTOMER

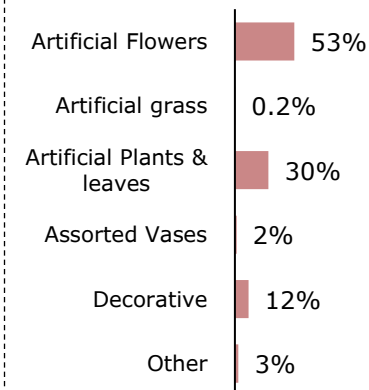
NOMINAL SLOW-MOVING STOCK

- **Founded in 2012**, initially specialized in **trading artificial flowers** through **import and domestic sales**.
- Continuous innovation results in the **development of new products and SKUs**, expanding into **manufacturing and broadening the product range**.
- **Significant revenue** generated from **artificial flowers, plants, and leaves sales**.
- **Product designs and patterns** are constantly being **modified** in response to changing **consumer requirements and aspirations**, as supported by essential **customer feedback and interactions**.
- **Every year, 20% of fast-moving products are Updated/Refreshed**.
- Raw Materials being **sourced from both domestic as well as international markets**.
- **Distribution & marketing** of products **across India** through a **network of dealers, distributors, Event Managers, Decorators and direct marketing channels**.
- Products are offered through **both offline and online channels**, leveraging the company's website for **seamless navigation, comprehensive product information, an effortless purchasing process, and prompt delivery**
- Catering to **wholesale as well as retail consumers**.
- **Ensure a steady supply of our well-organized, high-quality artificial flowers in a variety of colours & shades**.

Revenue Breakup by Products H1FY25



Revenue Breakup by Category H1FY25



Segment wise Revenue Breakup

Particulars	FY23	FY24	H1FY25
B2B	85%	92%	94%
B2C	15%	8%	6%

PRODUCT PORTFOLIO

“ **Artificial flowers and allied products offer enduring beauty with low upkeep, ideal for spaces with limited light and where regular maintenance isn't practical. They aid sustainability by cutting waste and can be reused for various occasions. Crafted with top-notch materials, they boast lifelike appearance with vibrant colors and realistic details, closely resembling fresh flowers.** ”

Artificial flowers are crafted from a combination of fabric and plastic, while their stems comprises of plastic, wire, and fabric components.

Low Maintenance & Easy Upkeep

Unlike real flowers, artificial ones require no watering or specific environmental care

Cost-effective & Longevity

Artificial flowers retain their vibrancy without wilting, serving as a durable decorative option

Versatile

Offered in a wide array of colors, shapes, and sizes, allowing for limitless design options

Allergy-Free

Suitable for allergy sufferers, artificial flowers do not produce pollen.



Artificial Flowers



Plants



Vases



Green Leaves



LED Candles



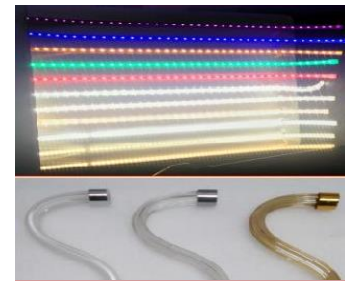
Green Mats



Décor Lighting



Furniture



Accessories

MANUFACTURING FACILITIES

Unit 1: 57,000 sq. ft. (Production Area)

Particulars	Unit 1			
	FY24		H1FY25*	
	Moulding Products (pcs)	Artificial flower (pcs)	Moulding Products (pcs)	Artificial flower (pcs)
Capacity (Units)	72,00,00,000	1,44,00,000	72,00,00,000	1,60,00,000
Utilization (%)	81.9%	74.2%	76.9%	72.5%



Plot No. 301/1, II Phase, GIDC, Umargam, Dist. Valsad, Gujarat, measures 57,000 square feet.

Company has more than 100 Small & Big machines installed in the factory which includes cutting machines, polishing machines, moulding machines, pressing machines, etc.

Unit 2: 7,000 sq. ft.

Particulars	Unit 2			
	FY24		H1FY25*	
	Moulding Products (pcs)	Artificial flower (pcs)	Moulding Products (pcs)	Artificial flower (pcs)
Capacity (Units)	28,00,00,000	56,00,000	28,00,00,000	56,00,000
Utilization (%)	73.7%	76.0%	72.5%	69.8%



7,000 Sq. ft. premises with 60KVA connection located in GIDC Industrial Estate of Umargam, Ta Umargam, Dist. Valsad, Gujarat.

The factory has 20 big injection moulding machines installed.

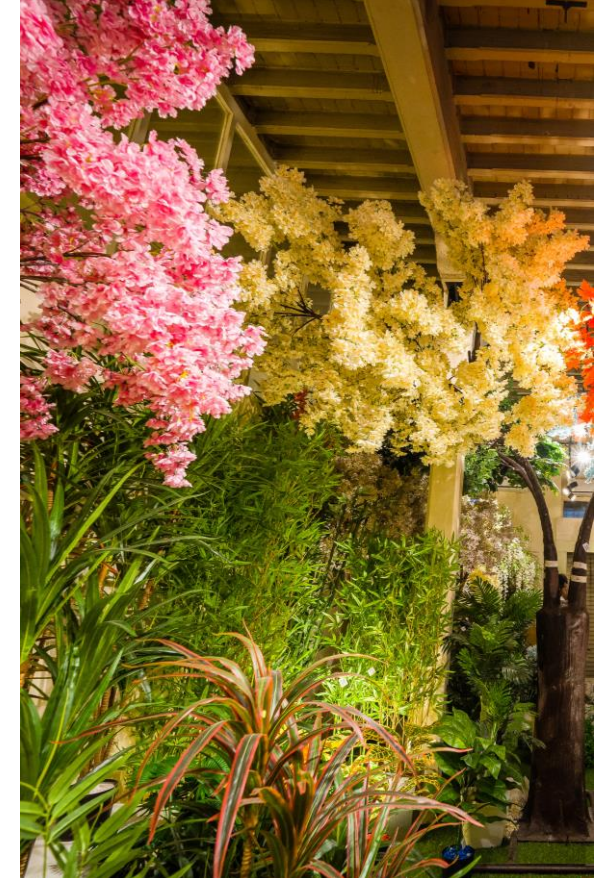
*Annualised

SHOWROOMS

Wholesale Showroom (India)

~ 10,000 sq. ft. (Ballard Estate, Mumbai)

[Click to see video](#)



SHOWROOMS


Exclusive Store Dubai (U.A.E.)

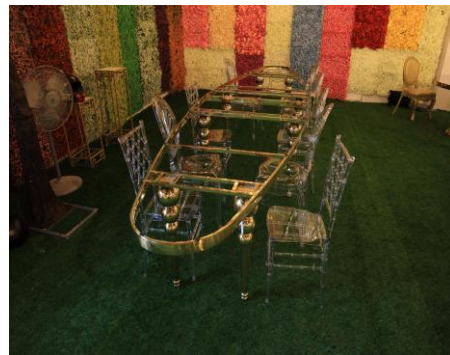
~ 1,450 sq. ft. (Dragon Mart 2)



Franchisee Outlet

~ 6,500 sq. ft. (Jaipur, Rajasthan)

Click to see video 



BUSINESS STRATEGY

Focus on Sales Growth

Focus is to expand sales Volume through local market growth and spread in geographical outreach

Improving Operational Efficiency

Reducing Costs and competitive advantage can be gained by streamlined operations.

Customer-Centric Approach

Customization & Dedicated service to foster excellent relationships with clients

Expansion & Customer Relationship

International distribution to meet demand and establish long-term relationships.

Professional Culture

Transparency and dedication in our team for smooth operations.

Geographical Expansion

Targeting New Regions for market Share growth by providing high-quality & reasonable priced products

Brand Building

Will increase the brand awareness through outdoor media, marketing campaigns, new product lines and brand extensions & online marketing strategies.



COMPETITIVE STRENGTHS

01

Organizational Stability and Management Expertise

12+ years of providing services to Companies of all sizes has shown our company's resilience to business and economic cycles.

02

Scalable Business Model

Development of new products and markets through consumer demand investigations, market knowledge, and consistent product quality.

03

Large & Diverse Product Portfolio

Manufacturing products based on requirements to suit consumer demand and we have the resources, experience, and networks to add more products.

04

Integrated Manufacturing Facility

To ensure that the manufacturing process runs smoothly and to cater to the shifting demands of the market, we aim to update technology and maintain the essential infrastructure.

05

Cordial Customer Relationships

Producing high-quality items and our technical abilities have helped us to Build Stronger connections with our customers and win more business from them.

06

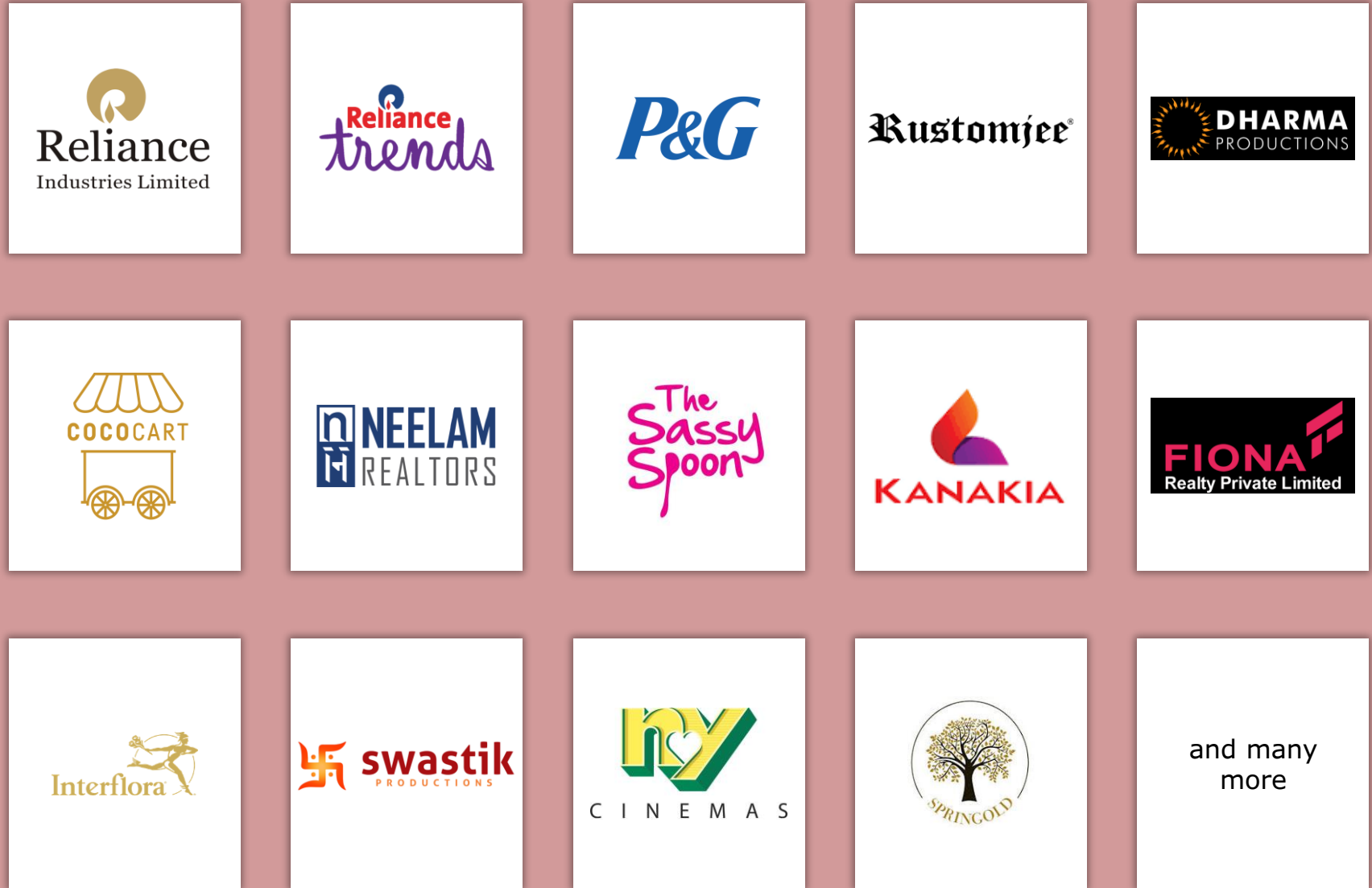
Well-Developed Distribution Network

Developed and Implemented a wide range of networking channels to increase the scope of core customer base and marketing strategies to deliver tailored solutions for clients.

07

Strong Sales, Marketing, and Distribution Capabilities

Creating demand for our products in India is our team's main objective, and having Strong domestic presence helps us maximize the value of our brand.



CLIENTELE



WAY FORWARD



WAY FORWARD

Establish Dubai Showroom for Middle East and Africa Markets

Opening a showroom in Dubai will help us expand our presence in the Middle East and Africa by presenting our Artificial flower collections and engaging directly with local stakeholders.

Expand International Artificial Flower Exports

Planning to increase artificial flower exports to enhance revenue from international markets, focusing on growth to capitalize on new opportunities and strengthen our position in the global industry.

Showcase Artificial Flower Collections Globally

Showcasing diverse artificial flower collections globally through prominent international home décor exhibitions to demonstrate product quality, variety, and innovation to potential customers and industry.

Prioritize Own Manufactured Artificial Flowers

Prioritizing our own manufactured artificial flowers to enhance visibility and build trust among customers.

Target 30% - 40% Revenue Growth in FY25

Targeting a revenue growth rate of 30% - 40% in FY25 through strategic market expansion and product innovation.

Transition to In-house Artificial Flower Production

Transitioning from importing artificial flowers to in-house production for quality control, faster innovation, and improved customer responsiveness.

30% - 35% CAGR (Next 3 - 5 years)

GROWTH DRIVERS

- Artificial flowers are gaining popularity as a more **economical alternative** to real flowers, their **lifelike appearance** and **durability**, delivering a similar appearance.
- **Increased demand** is observed across various sectors including **retail, event planning, hospitality, and interior decoration**.
- The rise of metropolitan regions and the **growth of retail chains** have created **new avenues** for **artificial flower sales**, driving the **industry to grow**.
- Artificial flowers provide a **consistent supply** regardless of season or climate, **meeting year-round demand**.
- Increasing disposable incomes is fueling the **growing demand in interior design** and **home décor**, propelling **significant growth in the industry**.
- **Improved manufacturing methods** have led to artificial flowers closely **resembling real ones, expanding the market**.
- A wide range of colors, styles, and materials allow for **customization to meet diverse design preferences**.
- Artificial Flowers convenience for both **residential and commercial applications** is attributed to their **low maintenance nature, eliminating the need for specific care or watering**.

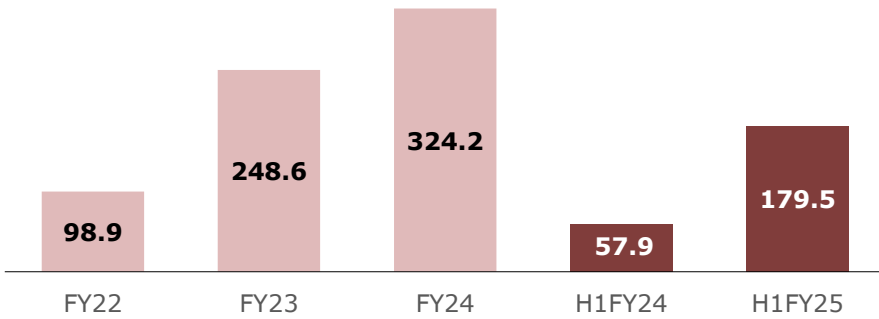




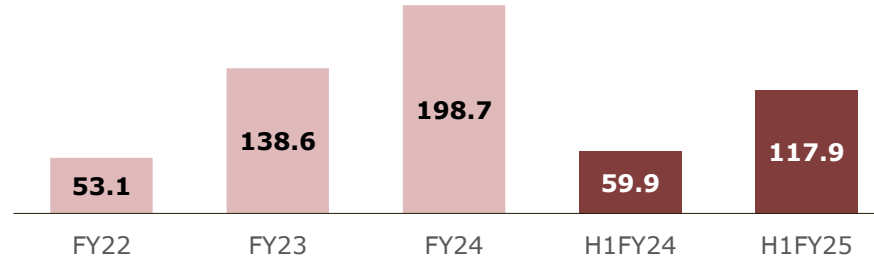
FINANCIAL PERFORMANCE

KEY PERFORMANCE HIGHLIGHTS*

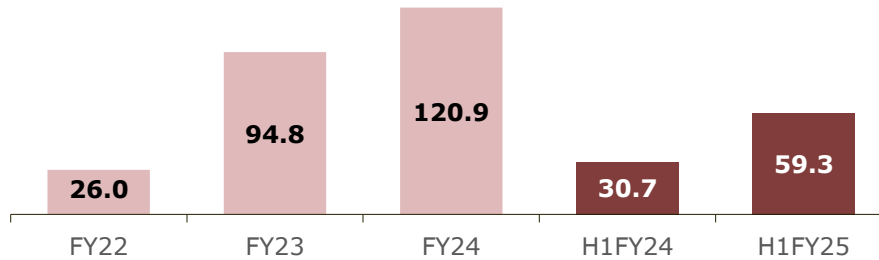
Revenue (Rs. Mn)



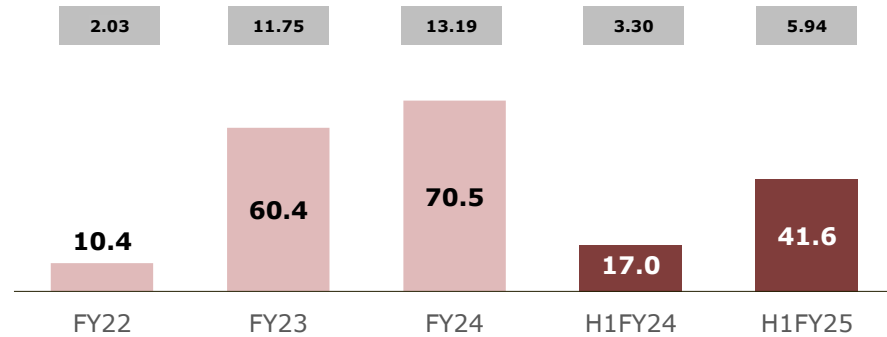
Gross Profit (Rs. Mn)



EBITDA (Rs. Mn)



Net Profit (Rs. Mn) EPS (Rs.)



IMPROVING RETURN RATIOS

ROE*

TTM 16.0 % ↑
FY24 14.0%

ROCE*

TTM 24.1 % ↑
FY24 21.2%

*Consolidated

CONSOLIDATED HALF YEARLY RESULTS

Particulars (Rs. Mn)	H1FY25	H2FY24	H1FY24	YoY%
Net Sales	179.5	266.4	57.9	210.1
Total Expenditure	120.2	176.2	27.1	343.2
Cost of Goods Sold	61.6	127.6	(2.0)	100.0
Employee Expenses	23.3	23.3	18.6	25.5
Other Expenses	35.3	25.3	10.6	232.6
EBITDA	59.3	90.2	30.7	92.8
EBITDA Margin	33.0%	33.8%	53.1%	-2,011 bps
Other Income	2.0	0.4	0.7	168.5
Depreciation	2.4	1.7	2.8	(12.3)
EBIT	58.9	88.9	28.7	104.8
Interest	3.4	9.4	5.0	(32.4)
PBT	55.5	79.5	23.8	133.5
Tax	13.9	24.9	6.0	131.9
Adjusted PAT	41.6	54.5	17.8	134.0
Exceptional Items	0.0	1.1	0.8	(100.0)
Reported PAT	41.6	53.5	17.0	144.8
Reported PAT Margin	23.2%	20.1%	29.3%	-618 bps
Adjusted PAT Margin	23.2%	20.5%	30.7%	-754 bps
Reported EPS (Rs.)	5.94	9.89	3.30	80.1

Revenue

+ 210.1% YoY

Gross Profit

+ 96.7% YoY

EBITDA

+ 92.8% YoY

PAT

+ 144.8% YoY

CONSOLIDATED INCOME STATEMENT

72%
REVENUE CAGR
FY21-24

143%
EBITDA CAGR
FY21-24

153%
PAT CAGR
FY21-24

Particulars (Rs. Mn)	FY21	FY22	FY23	FY24
Net Sales	64.3	98.9	248.6	324.2
Total Expenditure	55.8	72.9	153.7	203.3
Cost of Goods Sold	33.8	45.8	110.0	125.6
Employee Expenses	9.7	11.2	23.7	41.9
Other Expenses	12.2	15.9	20.0	35.9
EBITDA	8.5	26.0	94.8	120.9
EBITDA Margin	13.2%	26.3%	38.2%	37.3%
Other Income	2.0	0.9	4.2	1.1
Depreciation	2.4	3.5	5.0	4.4
EBIT	8.2	23.4	93.9	117.6
Interest	4.2	9.1	14.3	14.3
PBT	3.9	14.3	79.6	103.3
Tax	1.7	3.9	20.6	30.9
Adjusted PAT	2.2	10.4	59.0	72.3
Exceptional Items	-2.1	-	-1.4	1.9
Reported PAT	4.3	10.4	60.4	70.5
Reported PAT Margin	6.7%	10.6%	24.3%	21.7%
Adjusted PAT Margin	3.5%	10.6%	23.7%	22.3%
Reported EPS (Rs.)	1.42	2.03	11.75	13.19

CONSOLIDATED BALANCE SHEET

Particulars (Rs. Mn)	FY23	FY24	H1FY25
Equity & Liabilities			
Equity			
Equity Share Capital	17.2	70.0	70.0
Other Equity	82.4	482.2	523.7
Total Equity	99.5	552.1	593.7
Non-Current Liabilities			
Long Term Borrowings	15.1	0.0	16.2
Deferred Tax Liabilities (Net)	0.7	0.5	1.2
Long - Term Provisions	0.5	2.2	2.2
Total Non-Current Liabilities	16.2	2.7	19.6
Current Liabilities			
Short Term Borrowings	128.9	13.7	72.1
Trade Payables	27.8	54.9	55.2
Other Current Liabilities	21.1	7.1	27.4
Short - Term Provisions	15.9	30.0	43.1
Total Current Liabilities	193.7	105.8	197.8
Total Equity & Liabilities	309.5	660.6	811.1

Particulars (Rs. Mn)	FY23	FY24	H1FY25
Assets			
Non-Current Assets			
Property Plant & Equipment	33.3	48.4	89.0
Non - Current Investments	-	100.0	0.1
Long Term Loans & Advances	8.0	11.5	15.9
Total Non-Current Assets	41.3	159.8	104.9
Current Assets			
Inventories	175.0	339.1	465.3
Trade Receivables	72.0	105.1	134.0
Cash & Cash Equivalents	4.9	21.4	11.4
Short-Term Loans and Advances	16.3	20.5	58.2
Other Current Assets	0.1	14.7	37.3
Total Current Assets	268.2	500.7	706.2
Total Assets	309.5	660.6	811.1

INDUSTRY OVERVIEW



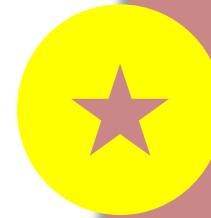
EVENTS & EXHIBITIONS

- **Exhibitions and events** drive **economic growth**, particularly in rapidly **developing economies like India**.
- **Government initiatives** supporting various industries are anticipated to **boost the demand for events and exhibitions nationwide**.
- **Exhibitions drive global trade and economic growth**, serving as powerful platforms for **business development**.
- **India's rapid economic** progress has led to **significant growth in the exhibitions industry**, establishing it as a key **global destination for exhibitions**.

India Event & Exhibition Market

FY 2024	USD 5.23 Billion
FY 2029	USD 7.80 Billion
CAGR (2024-2029)	8.31%

Source: morder intelligence, ET hospitality, business standard, wedmegood



India is one of the prime **exhibition destinations globally**



INDIAN WEDDINGS

The Indian wedding industry has evolved overtime, from Traditional ceremonies to destination wedding, year-round and celeb-inspired weddings.

Professional services like candid photography, videography, event planner and designers, artists, florists, etc. now have a prominent role in putting together a wedding.

The wedding industry has become the fourth largest in India, propelled by increasing urbanisation, rising disposable income, rise of wed-tech, and social media influence.

Planning a wedding requires many services like picking a venue, arranging food, hiring a photographer, and organizing floral decorations.

Floral arrangements and bouquets are iconic elements of weddings

More than **10 Mn**
Weddings every year in India



Wedding Industry

2nd
largest globally

4th
largest in India



Interiors and More Limited

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