

Sarathi Capital Advisors Private Limited
Bridging the Gaps



PULZ Electronics Ltd

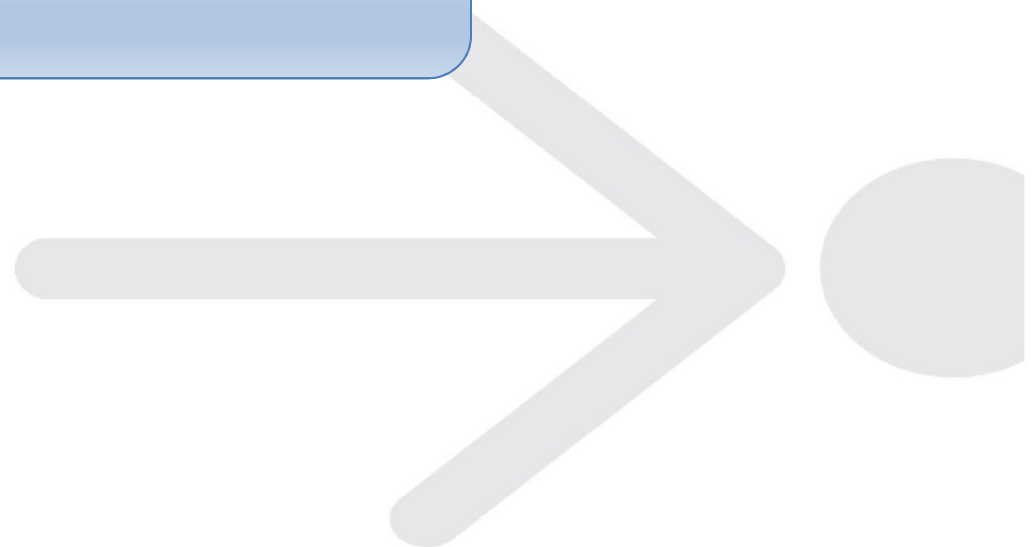
Investor Presentation

January, 2018

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Corporate Overview

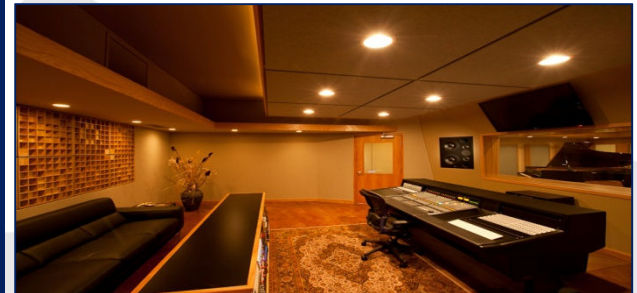


Company Overview



S A R T H I

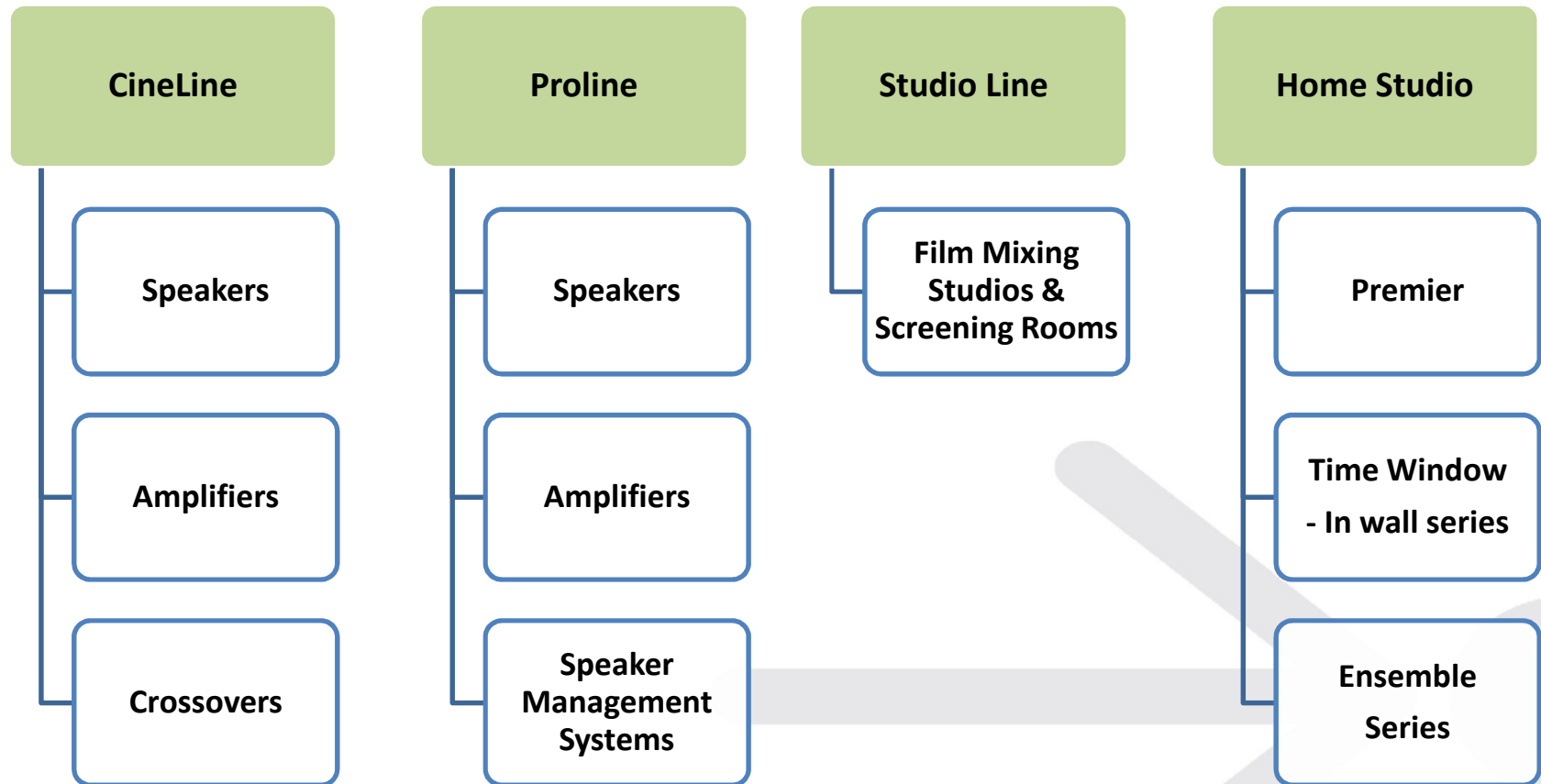
- Incorporated in the year 2005, Pulz Electronics Ltd develops and manufactures audio systems and solutions that capitalize on the emergence of new co-axial technology and line array based speaker systems for the cinema, pro-audio, studio and home audio industries.
- The Pulz manufacturing base is built over 40,000 sq. ft of state of the art facilities on the outskirts of Mumbai at Palghar, India.
- It has a wide array of products specifically designed to cater to object based and channel based futuristic immersive audio formats like Dolby Atmos, DTSX or Auro 3D.
- A dedicated Research team of highly skilled professionals which work relentlessly towards innovation, product development, precision assembly and stringent quality control and has created numerous path-breaking advances in audio technologies
- The Engineering team at Pulz carefully analyzes the venues for both sound and picture perfection and design solutions which meet international guidelines right from system configuration to installation to final optimum calibration.
- Company also provides annual maintenance services to its customers for amplifiers and other equipments installed and also trades in amplifiers, racks and other ancillary equipments.
- A large warehousing facility which is well stocked with off-the-shelf Pulz products enables ultra-fast turn around times for projects that require equipment at short notices.



Product Portfolio



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Product Portfolio - Pulz CineLine Products



S A R T H I



Pulz has a wide array of products specifically designed to cater to object based and channel based futuristic immersive audio formats like Dolby Atmos, DTSX or Auro 3D. With OEMs from Germany, France, Italy and Spain, Pulz products strictly adhere to European standards of ruggedness, reliability, quality and performance.

ISOTOPS



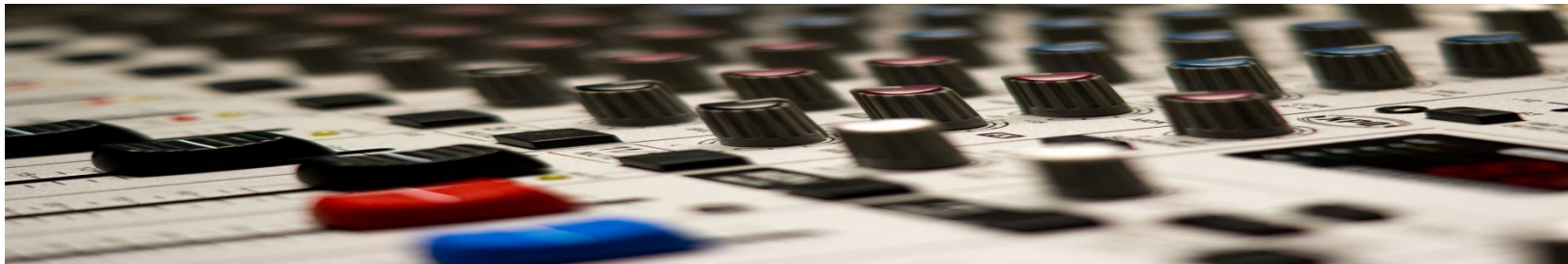
- This system features location specific horns to minimize unwanted reflections from the walls.
- The line source mid-high section is known for unparalleled dialog clarity.
- In combination with a low distortion low frequency section and advanced DSP processing the Isotop system provides a nearfield experience in large auditoriums with high reverberation.

Co-axial Surround Speakers



- Pulz Co-axial surround speakers are developed for surround applications where very high power and precision are paramount.
- These speakers unlike traditional 2 way or 3 way surround speakers provide a uniform frequency response in all directions around it. Being point source, they can be mounted on the wall or ceiling with no adverse effects.

Product Portfolio - Pulz ProLine Products



PROLINE APPLICATIONS



Hi Power and In-wall Subwoofers
Subwoofers with
SIC Technology



Quartet
Line Array Speaker
System



OPEN AIR CONCERTS



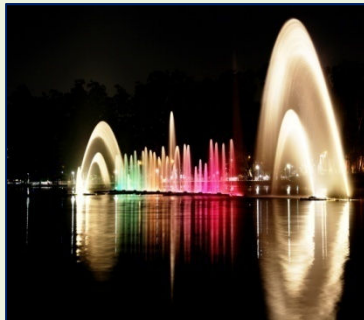
ENTERTAINMENT PARKS



AIRPORTS



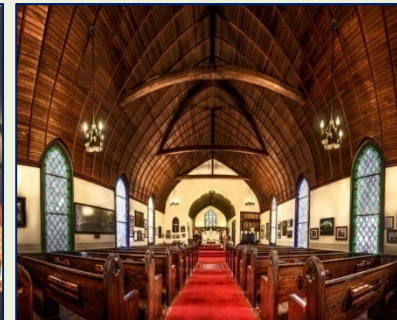
CX Series
Hi Power Co-axial
Speakers



LIGHT & SOUND SHOWS



DISCOS , PUBS & LOUNGES



HOUSES OF WORSHIP



DPT Amplifiers
Dynamic Power
Tracking
Technology

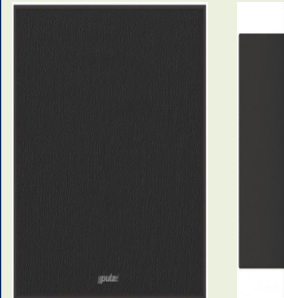


Premiere - Home Theater



- A high-performance Home Theater is a result of much more than just purchasing high-end components; it is the result of a team with years of experience choosing the best components, careful attention to room dimensions, acoustic design, projector and screen design, seating placement and finally installation and correct calibration.
- The **Pulz Premiere Series** is not only a series of audio products from the same design philosophy as those used in critical screening rooms, it comes with a wide array of expert technical advice and design on building the entire home theater and finally the installation and calibration of the audio system.

Time Window Series - In-wall Speaker Systems



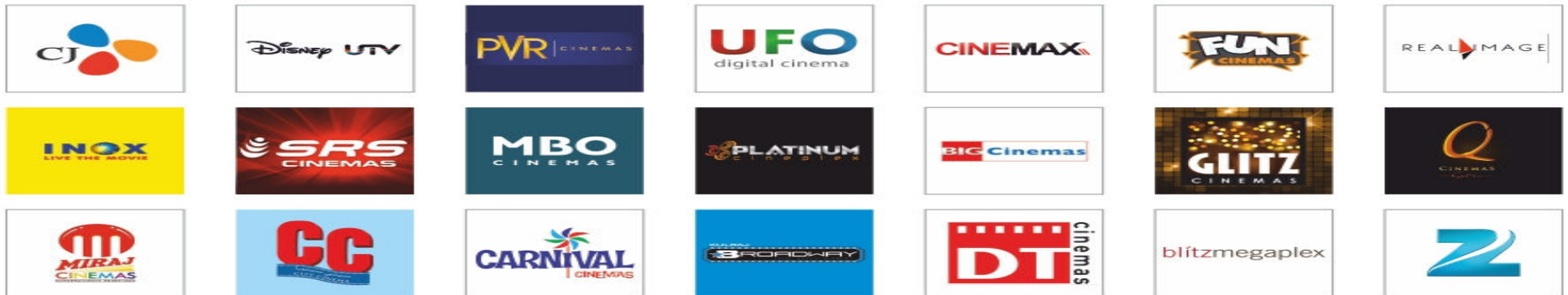
- The **Pulz Time Window** speaker series is a radical departure from conventional speaker designs. The Time Window Series can compete sonically with the uber-high-end floor-standing audiophile speakers.
- The In-wall design allows the speakers to be architecturally highlighted or be invisible. Pictures can be printed on the front grill making the speakers appear like a painting on the wall.

Key Clientele



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CineLine Products



ProLine Products



Operational Overview

Geographical Footprint

EXPORTS

Corporate Office

Plot 10A, Kailashpati,
Veera Desai Road, Andheri
(Wesr.) Mumbai - 400 053
India.

Tel: 022 2673 2593
Fax: 022 2673 2594
E-ail: mumbai@pulz.co.in
Website: www.pulz.co.in

Plant

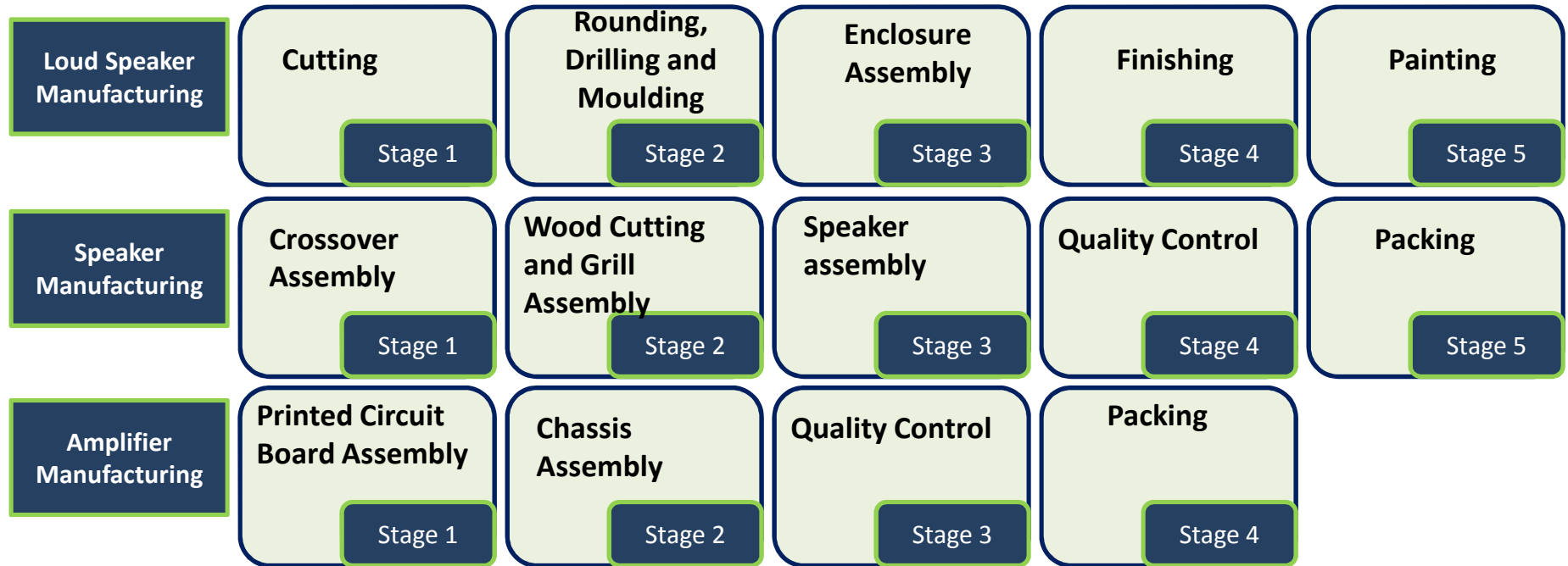
Plot No. 5 Novel Estate Gut
No. 359 H No P Near
sahashraphana Industrial
Complex, Village Nandore
Palghar (East), Taluka
Palghar, Thane- 401405



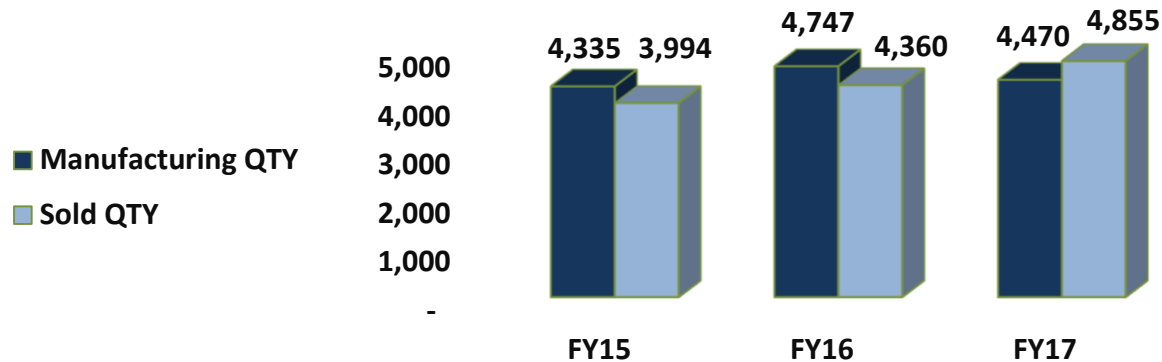
Process Flow Chart / Production Details



SARTHI



Volume Delivered



Board of Directors



Mr. Anirvan Partha Ghose aged 43 years is the Promoter and Managing Director of the Company. He has done his graduation in Bachelor of Science from St. Xavier's College, Kolkata and also completed a course in Computer Hardware from Institute of Electronics and Hardware Technology, Kolkata in 1994. He has done specialized audio video training from Dolby Laboratories, Sim2, Sound Engineering and Sound recording Course from Film & Television Institute of Pune in 1997. His Key Competencies includes designing Auditoriums, Cinemas and Recording Studios, Designing and Manufacturing of Audio Equipment, Installation, Calibration and Maintenance of Audio and Projection Equipment in Cinemas He is member of SMPTE, IFFI Technical Committee and NFDC Technical Committee.



Mr. Ramakrishnan Krishnaraju MandenKattil aged 69 years, is the Promoter and Executive Director of our Company. He holds graduation in Science. His Key Competencies includes designing amplifiers, speaker system, Acoustical measurements and calibration for cinemas, auditoriums and studios. He plays a vital role in the management of the Company.



Mrs. Rumeeta Anirvan Ghose aged 41 years is the Non-Executive Director of the Company. She has done her graduation in Bachelor of Arts in Sociology from Presidency College. She is an experienced qualitative market researcher with 15 years of experience. She has high capability in handling innovation, trigger and barrier studies, consumer profiling and product development.

Independent Directors

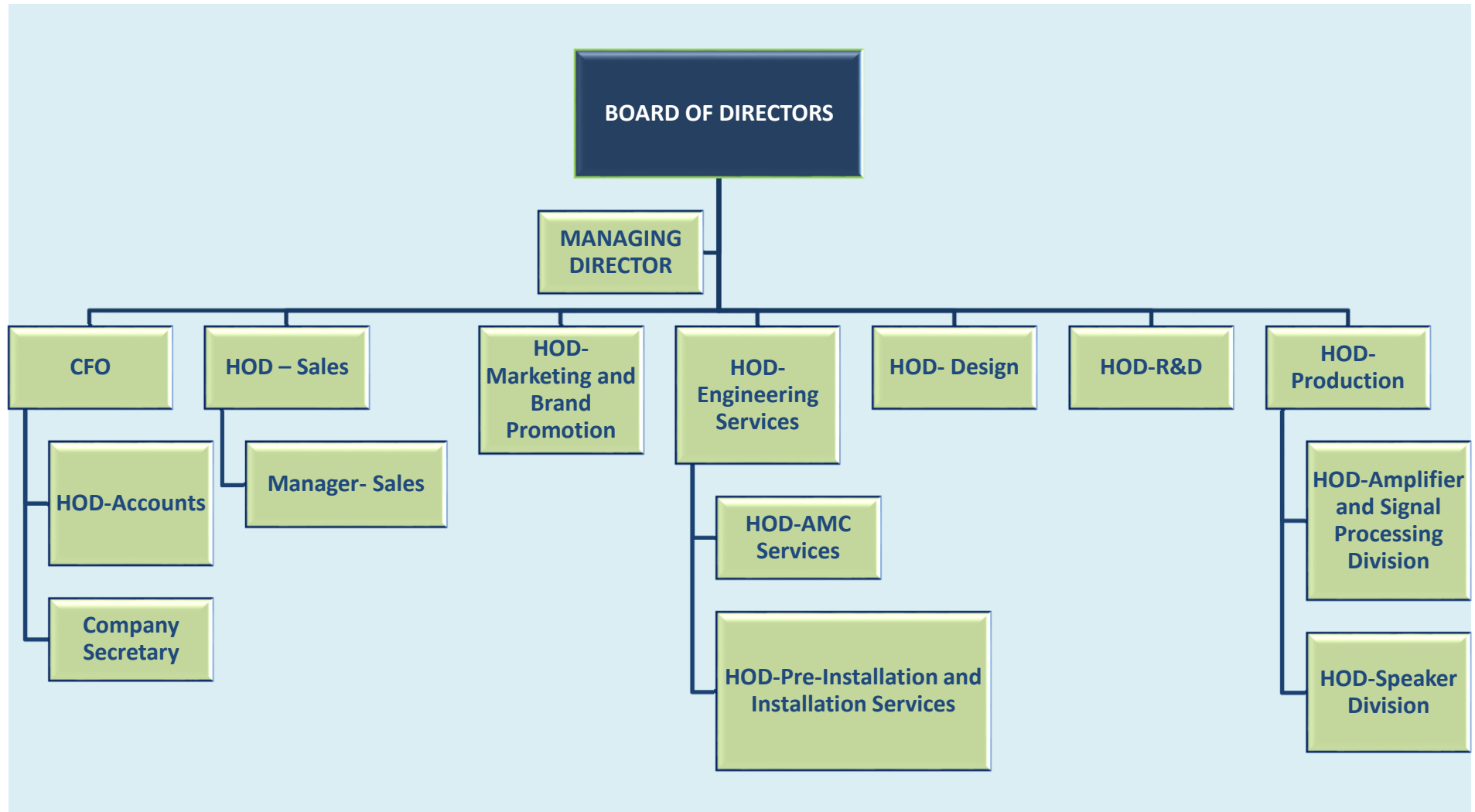


Mr. Naresh Kumar Gaiind aged 70 years is the Non - Executive & Independent Director of our Company. His hindmost experience is in the field of back office, Sales, Marketing, administration and HR Corporate activities

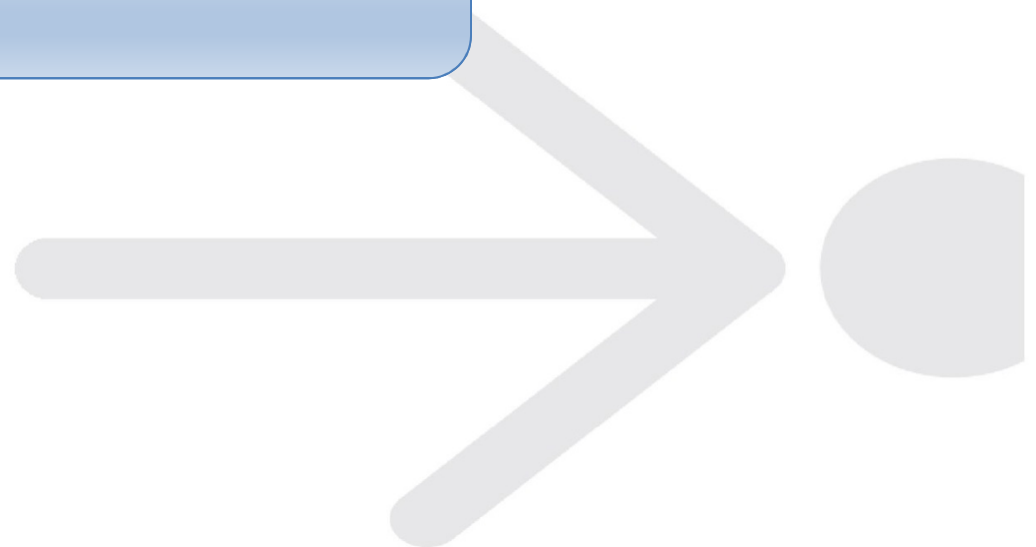


Mr. Nikhil Sunil Arya, aged 27 years, is the Non - Executive & Independent Director of our Company. He has done B.Com. (Accounts & Finance) and LL.B. from Mumbai University. He is an associate member of the Institute of Company Secretaries of India. He is having experience of more than 3 years in the field Corporate Affairs and Compliances

Organizational Structure



Business Outlook

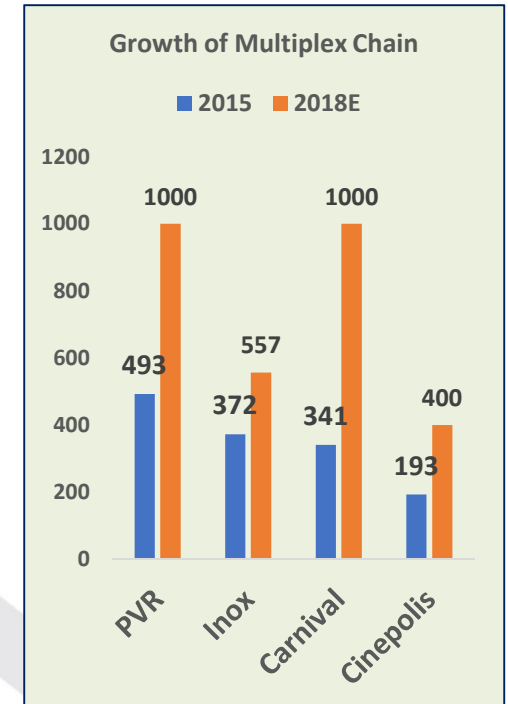


Industry Outlook – Professional Audio Speaker



S A R T H I

- India is home to one of the largest film industries in the world with annual production of 1,500 to 2,000 films in more than 20 languages. It ranks second globally in the number of footfalls at cinemas just behind China.
- Increasing number of malls with multiplexes have also contributed to the shift from single screen theatres to multiplexes. As per ICRA estimates, India currently has around 8,200 film screens of which ~2,200 are multiplex screens and the rest consists of single screen theatres.
- The multiplex industry has seen significant consolidation in recent years with seven major acquisitions valuing over Rs 2,500 crore since November 2012 and has led to considerable change in market dynamics with four major multiplex chains emerging as the prominent players namely PVR (557 screens), Inox (429 screens), Carnival Cinemas (324 screens) and Cinepolis (269 screens) as on September 2016, accounting for 70% of total screen count of the entire Indian multiplex industry.
- As per ICRA report, the number of multiplex screens to cross 3000 by 2019 backed by increasing penchant for movie watching, increasing acceptance of regional as well as Hollywood films especially in tier II and tier III cities which have started to witness development in recent years only.
- Home audio speakers and systems accounted for over 25% of the home audio equipment market size for 2014 and is anticipated to grow at more than 3% by 2022. Growth can be attributed to rising demand for Bluetooth devices.
- Emergence of higher-end models with additional features such as USB connectivity, HDMI inputs, 5-disc platter and 1080i video resolution upscaling technologies will led to higher products penetration in the near future.
- Emphasis on environment-friendly measures in order to avoid hearing loss issues will drive demand from 2015 to 2022.



Promoters and Management

- Mr. Anirvan Partha Ghose and Mr. RamkrishnaKrishnaraju MandenKattil have vast experience in the field of Designing and Manufacturing of Audio Equipment, amplifiers, speaker system and marketing of products.

Range of Product Offerings

- The Company has varieties of products namely Speakers, Amplifiers, Crossover Audio etc. The wide array of products are specifically designed to cater to object based on futuristic immersive audio formats like Dolby Atmos, DTSX or Auro 3D.

Quality Assurance and Standard

- Company is dedicated towards quality products, processes and inputs and gets regular orders from its customers, as it is capable of meeting their quality standards. With OEMs from Germany, France, Italy and Spain, Pulz products strictly adhere to European standards of ruggedness, reliability, quality and performance.

SWOT Analysis



STRENGTHS

- Strong fundamental & technical background
- Strong reputation
- Technical People spearheading
- Own manufacturing
- High durability of products
- Inhouse R&D ensuring quick product development
- All European OEM'S for critical parts
- Good international contacts as sister concern was distributors for Dolby and many other larger brands



WEAKNESS

- Clients are skeptical before initial projects as origin of company is India.
- Limited financial strength to diversify
- Training of technical staff takes few years.



OPPORTUNITIES

- Increasing number of malls/entertainment parks in Tier 1 and 2 cities.
- Increased number of youth population leading to opening of new pubs/lounges and discotheques.
- Over the years, India has become a favourite foreign destination for International Artists for music performance tours.
- Emphasis on environment-friendly measures in order to avoid hearing loss issues with upscaled audio technologies.



THREATS

- Participation by Chinese manufacturers producing speakers at lower cost.
- Stringent foreign trade policies.

Product Development

- Pulz has an efficient research team having technical expertise which continuously makes an effort to innovate products in order to match with current market demand.

Maintain good relations with OEM'S

- Pulz currently imports critical parts from OEM'S in Germany, France, Italy and Spain. It believes that maintaining long term sustainable relationships with them will help achieve organizational goals, increasing sales and entering into new markets.

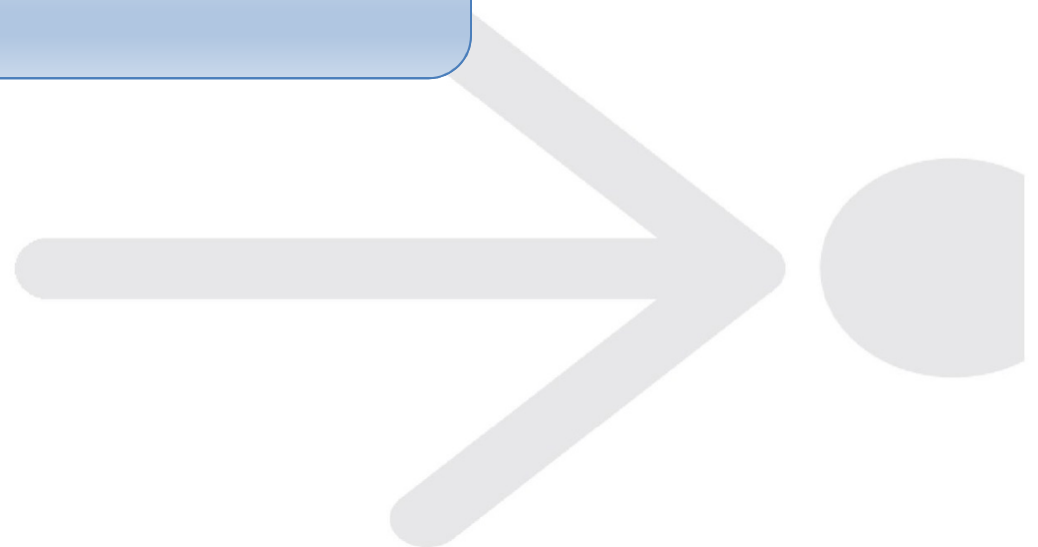
Upgradation in technology

- Constant efforts are made to foresee the future demand and upgrade the technology in order to sustain and compete with foreign players.

Increase in market share

- Company is currently an established player in cinema sound with both of the largest multiplex players as its clients. It aims to increase its market share in other segments like home audio and car audio technologies.

Financials

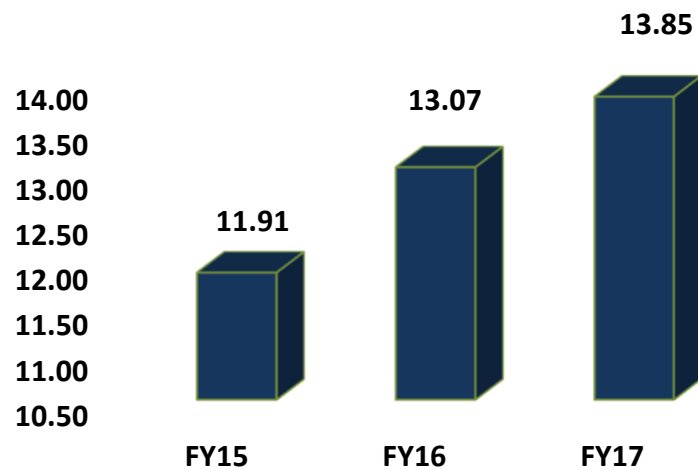


Financial Snapshot

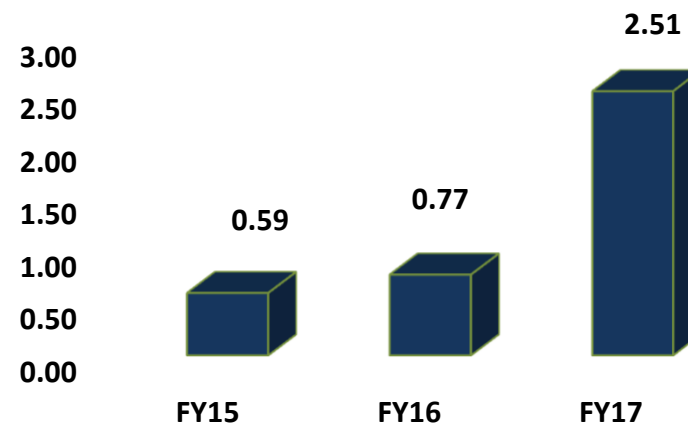


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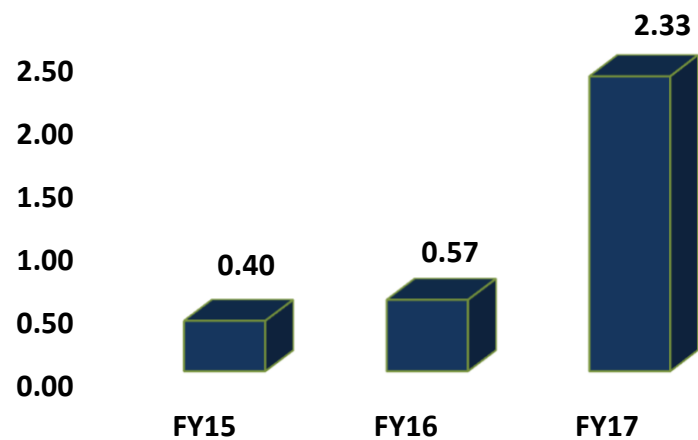
Sales in Rs cr



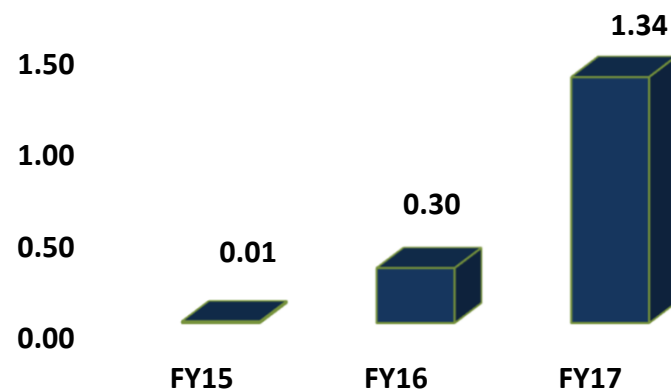
EBITDA in Rs cr



EBIT in Rs cr



PAT in Rs cr



Financials



Rs in Cr

Income Statement	FY15	FY16	FY17
Sales	11.91	13.07	13.85
Expenditure:			
Operating Expenses	6.60	7.22	5.31
Employee Expenses	2.36	2.58	2.80
Other Expenses	2.35	2.50	3.22
Total Expenditure	11.31	12.30	11.34
EBITDA	0.59	0.77	2.51
Depreciation	0.19	0.20	0.19
EBIT	0.40	0.57	2.33
Finance Cost	0.23	0.21	0.19
EBT	0.17	0.36	2.13
Taxes	0.16	0.06	0.79
PAT	0.01	0.30	1.34

Balance Sheet	FY15	FY16	FY17
Share Capital	0.50	0.50	2.00
Reserve & Surplus	1.69	1.99	1.83
Shareholders Funds	2.19	2.49	3.83
Long Term Borrowings	0.00	0.11	0.08
Other long term Liabilities	1.84	1.92	1.95
Current Liabilities			
Short Term Borrowings	1.55	1.59	1.43
Trade Payables	0.81	0.81	1.35
Other Current Liabilities	2.91	1.99	2.77
Total Current Liabilities	5.27	4.39	5.55
Source of Funds	9.38	8.97	11.48
Fixed Assets	2.87	2.99	2.90
Other non current Assets	0.03	0.01	0.01
Current Assets:			
Inventories	4.54	3.80	4.46
Debtors	0.69	1.01	3.11
Cash & Equivalents	0.00	0.05	0.06
Loans & Advances	1.24	1.11	0.93
Total Current Assets	6.48	5.97	8.57
Application of Funds	9.38	8.97	11.48

Ratio Analysis

Ratio Analysis	FY15	FY16	FY17
EBITDA Margin	5.0%	5.9%	18.1%
EBIT Margin	3.4%	4.3%	16.8%
EBT Margin	1.4%	2.7%	15.4%
PAT Margin	0.1%	2.3%	9.7%
RoCE	18.3%	21.8%	59.5%
RoNW	0.4%	12.1%	35.0%

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HAPPY TO HELP....



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Bridging the Gap

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