

- Electronic Weighing Scales & Systems
- Electronic Currency Counting Machines
- Electronic Fare Meters
- Home Automation

Date: - 13/11/2024

To
The Manager
Listing & Compliance Department,
National Stock Exchange of India limited
Exchange Plaza, 5Th Floor, Plot No C/1,
G Block, Bandra-Kurla Complex, Bandra,
Mumbai-400051

(Company ID: NITIRAJ

ISIN: INE439T01012)

SUB:- Investor Presentation.

Dear Sir /madam.

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation of the Company for Q2 FY25 Results.

This is for information of the Exchanges and the Members.

Thanking You,
FOR NITIRAJ ENGINEERS LIMITED

DEEPIKA DALMIYA

Company Secretary & Compliance Officer
M.NO: A58029

Enclose: As Above

NITIRAJ ENGINEERS LIMITED

Investor Presentation
Q2FY25



SAFE HARBOUR

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CONTENT

- *Result Highlights*
- *About Us*
- *Journey*
- *Products*
- *Business Model*
- *Management*
- *Growth Drivers*
- *Financials*

RESULT HIGHLIGHTS Q2FY25

Particulars	YOY Growth% Q2'25 vs Q2'24	QOQ Growth% Q2'25 vs Q1'25
Revenue	-20%	+182%
EBITDA	-68%	Positive from Negative
PAT	-99%	Positive from Negative

Comparison basis on quarterly figures

MANAGEMENT COMMENTS

This quarter, we have made significant strides in our expansion efforts. We increased our capacity by 50,000 square feet through an investment of approximately 5 crores, allowing us to integrate our operations further with the addition of modern equipment such as industrial lifts and conveyors. Our focus on strengthening sales and marketing led us to host a major conference attended by over 300 executive dealers and distributors from across the country. Alongside these efforts, we are enhancing internal processes in various departments, implementing ongoing training, and refining product prototyping. This quarter also marked the launch of 10 new products, including weighing scales, currency counting machines, and security and automation solutions. Furthermore, we secured new orders from Maharashtra and Andhra Pradesh, reinforcing our commitment to generating robust demand from both domestic and international markets.



Mr. Rajesh Bhatwal
MD & CEO

PHOENIX[®]
True way to weigh

ABOUT US

- We are one of the leading manufacturers of Electronic Weighing Scales and Systems.
- Established in 1989, PHOENIX, our brand is renowned in Electronic Weighing industry in India.
- We also manufacture Currency Counting Machines and a range of Security & Automation Products for homes hotels and offices.
- Installations across 5 countries Middle East, SAARC and African Countries.
- 20 branches across Maharashtra, Odisha and Chhattisgarh
- About 400 dealer network across India
- At present, our company produces more than 100,000 scales per year. Above 250 professionals are working with the company. We have more than 10,00,000 satisfied customers in the country.



JOURNEY

1989-94

- Started as partnership firm in small town of Maharashtra i.e., Dhule with registered Trademark “PHOENIX’
- Awarded with “ Best Entrepreneur Award” by Government of Maharashtra
- Started manufacturing unit at Silvassa (UT of D&NH)

1998-03

- Awarded with Jamanalal Bajaj Uchit Vyavahar Puraskar for fair trade at national level
- Certified by American Quality Assessors as ISO 9001 Company
- Registered as “Private limited Company”
- Started new Manufacturing Unit at Parwanoo, Himachal Pradesh

2006-09

- Ventured into Government Supplies (State as well as Central government)
- Additional Expansion at Parwanoo Unit
- Launched health range products including BMI machine
- Launched fare meter range of products



JOURNEY

2011-17

- Developed and installed CGMS and MAA in Aanganwadis all over India to control malnutrition amongst children - huge orders under WCD department of Govt. of India
- Started new range of products – Currency Counting Machines
- Listed on “NSE SME “ Platform

2018-21

- New plant commenced operations (in Dhule, Maharashtra with land area of 8 acres)
- Launched Currency Value Counting Machine, EMFR (Analytical Weighing Balances), Infant meters, Stadiometers, Dial Type Weighing Scales, RFID Access Control, Person Weighing Scale & Audio Door Phone
- Migrated to NSE Mainboard and issued Bonus Equity Shares in ratio 1:4

2022-24

- Ventured into Drone Manufacturing.
- New products in pipeline for Home and Office Automation.
- Started exports to Germany

OUR
PRODUCTS

ELECTRONIC WEIGHING SCALES

Weighing scale plays mandatory and important role in day-to-day life.

Weighing solutions starting from milligrams to tons including:

- Person weighing scales
- Jewellery scales with 10 mg accuracy
- Tabletop scales upto 30 kg capacity
- Platform scales upto 5-ton capacity
- Crane scales upto 20-ton capacity
- Weigh bridge upto 100-ton capacity are demanded from market.

Target Market includes Jewellers, homes, retailers, wholesalers, hospitals and health centers, post offices, banks and paper industries, logistics, dairies, mills and industries, building and construction, Government segment form major part of market.



CURRENCY COUNTING MACHINE

- Cash counting and counterfeit note detection is process widely required with high speed and accuracy
- PLNC 3|4 – Currency counting machine with counterfeit note detection
- PVC-101 – Mix note value counter with counterfeit note detection are demanded from market
- Target Market includes;
 - Banks,
 - Jewelers,
 - Retailers and Wholesalers,
 - Commercial establishments,
 - Government segments: post offices, railways
 - Petrol pumps, hospitals and others



SECURITY AND AUTOMATION



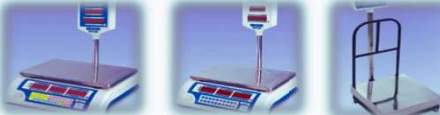
- This segment includes products such as Access control system, video door phones, audio door phones and remote locks for home security and convenience.
- Wired as well as wireless models are available.
- Hotel RFID locks, Room number plates and power saving switches.

Target Market for this segment is Hotels, Home and Offices.
Both commercial and residential real estate are high in demand.

We expect to launch new products in this segment, prototyping is already done.








PRODUCT RANGE

Product Name	Product	Description / Application
Jewellery Scale		<ul style="list-style-type: none"> Used in Jewellery Shops & Laboratories / Paper Industries Highest accuracy of 10 mg Carat counting, percentage & GSM functions
Tabletop Scale		<ul style="list-style-type: none"> Used by Departmental Stores, Grocery Shops, Packaging Industries etc. Various models and platter sizes are available. Accessories suiting various customer applications
Price Computing Scale		<ul style="list-style-type: none"> Used by Departmental Stores, Grocery Shops, Sweet Shops etc. Data of 500 commodities can be entered using keyboard or can be downloaded from computer Bills and reports can be printed directly from weighing scale
Piece Counting Scale		<ul style="list-style-type: none"> Used by Industries like Spare parts weighing and Automobile Industry Displays Weight, Unit, Unit Weight & Count Accessories like 3-LED are widely demanded for packing application
Platform Scale		<ul style="list-style-type: none"> Used for all heavy-duty applications Rugged construction with stainless steel / MS platform Hi-tech and wireless displays available

PRODUCT RANGE

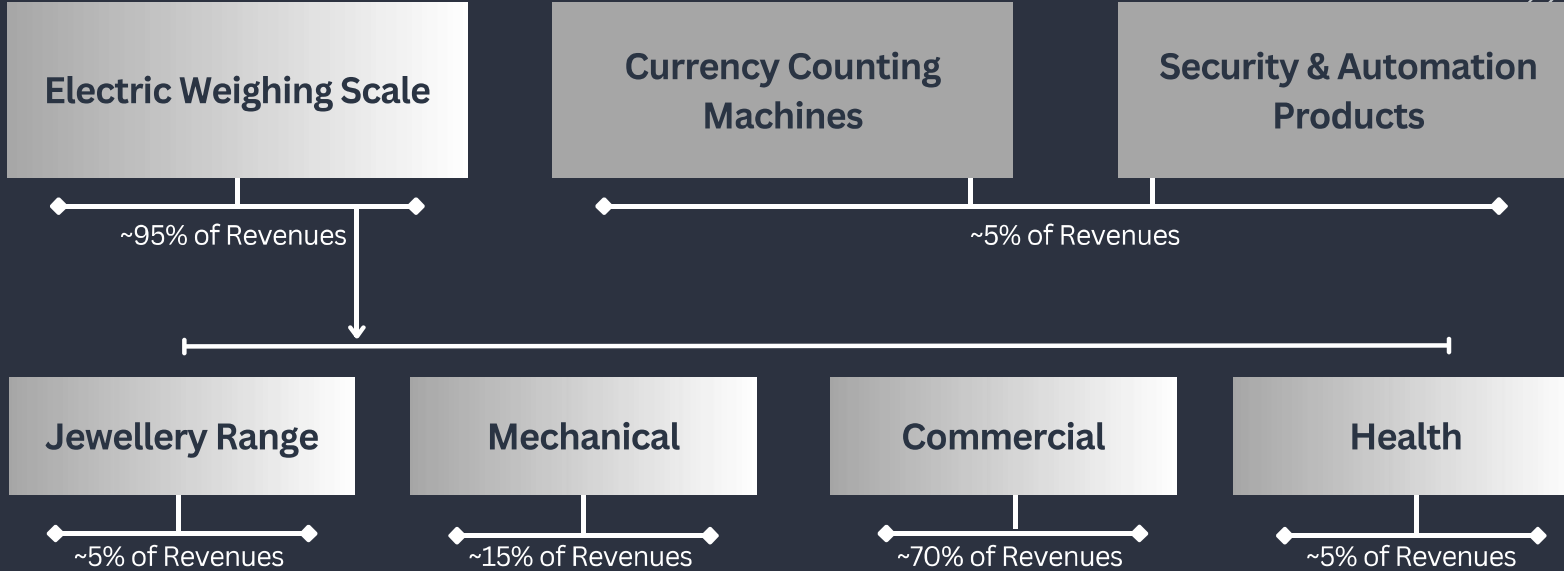
Product Name	Product	Description / Application
Hanging Scales		<ul style="list-style-type: none"> Used at Steel Plants, Dockyards, Fabricators, Vehicle Junk Yards, Construction Sites, Foundries IR Remote Control Operation Pocket scale is widely used for weighing gas cylinders and at airports
Industrial Scales		<ul style="list-style-type: none"> Very sturdy Pallet Truck with weighing mechanism used at industries, warehouse, godowns and dockyards. Milk weighing systems are microprocessor based fully electronic weighing systems used by Dairies and Milk Product Manufacturers Weigh bridges are used for Truck Weighing
Baby Weighing Scale		<ul style="list-style-type: none"> Ideal for maternity hospitals, Pediatricians, Aanganwadis & Health Care centers Portable and sturdy design with baby bowl designed as per Govt. norms Child Growth Monitoring System (CGMS) gives result of child comprising of growth charts namely UNDERWEIGHT, STUNTING and WASTING. It gives category of Underweight, Stunting and Wasting as well as shows amount of Underweight and stunting of child
Adult Weighing Scale		<ul style="list-style-type: none"> Ideal for Clinics/Hospitals/ Fitness centers Heavy duty, stable platform made up of cast-iron Unique design ensuring easy readability of display
Portable Adult Scale		<ul style="list-style-type: none"> Ideal for Clinics, Hospitals, Fitness centers and households Available in LED and LCD display with low power consumption BMI and Bluetooth app features are available

PRODUCT RANGE

Product Name	Product	Description / Application
Kitchen Scales		<ul style="list-style-type: none"> ▪ Specially designed to weigh recipe items accurately ▪ Light weight, Portable
Body Mass Index (BMI) Scale		<ul style="list-style-type: none"> ▪ Ideal for Hospitals, Clinics, Schools, Health clubs, Physical examination centers, Gym etc. ▪ Automatically measures weight, height & body mass index. It also displays, how much over / under weight person is ▪ Available with GSM (SMS), printer options
Currency Counting Machine		<ul style="list-style-type: none"> ▪ Used in Banks, Malls, Hospitals, Shops ▪ In-built Counterfeit Note Detection System ▪ Value counting machine
Electronic Fare Meter		<ul style="list-style-type: none"> ▪ Compact, rugged, designed to be adaptable to diverse range of working locations and environment ▪ Separate display fields for fare, waiting time and distance travelled ▪ Approved by RTO Department
Home Automation		<ul style="list-style-type: none"> ▪ Access control system, video door phones, audio door phones and remote locks for home security and convenience ▪ Wired as well as wireless models are available

BUSINESS MODEL

BUSINESS OPERATIONS



MANAGEMENT

Mr. Rajesh Bhatwal CEO & MD

He completed his BE in Electronics and subsequently founded the company in 1989. His determination to provide as perfect a product as possible, his passion and love for the company, his unending motivation, problem-solving attitude and guidance to the entire team and his honest and truthful nature, play a key role in the growth of our organization. He has led the company since it was incorporated and had a small area and staff of just 3 people, to a huge manufacturing unit with advanced machineries and a staff of more than 250 people! His vision for PHOENIX brand to achieve newer heights each year, is truly a motivation for all of us!

Mr. Hung Sin Director

He is BE Computers and is associated with the company since its foundation years. He is based at Mumbai and handles imports and exports for the company.

Mr. Ajay Bhatwal Vice President, Marketing

He is a CA by profession but a marketing and sales personality. He is heading the overall dealers network of the company and is constantly coming up with feature suggestions from the market.

Mr. Gajendra Deshmukh Director

Mr. Deshmukh is also associated with the company since its initial years. He has a strong experience of handling institutional business for the company. He also has exposure and has assisted the company in production related activities.

GROWTH DRIVERS

VENTURING INTO DRONES

Key Personnel

Hired an aerospace scientist for development of drones.

Features

Technically sound Reverse Engineered Drones
Competitive Pricing
More Added Features

Target Market

Targeting Agriculture Market
Farmers can save from 5000/- to 10,000/- per acre using these drones

Revenue Model

1. Pilot Training - expecting approval on license from DGCA
2. Drone Sale

Tie-Up

Tied-up with a Maharashtra based app called "BHOLA" serving farmers needs.

Capacities

Drone carrying capacity is 12 litres
Reduces pesticides by 40%

New Developments

We manufactured two drones and successfully completed field trial.

Project pipeline is progressing.



COMMERCIAL SEGMENT IN BOOM



High Demand

India's manufacturing activity hit a 16-year high of 59.1 PMI this March, a survey by S&P Global.



Wide Range

Cater to all types of weighing scales used in industrial and mechanical segments.



Growth

More than 140% growth in revenues from commercial weighing scales in FY24 as compared to last year.



Outlook

Expect revenues to grow by 20-25% on CAGR basis in next 3-4 years.

UPTICK IN SECURITY & AUTOMATION

Development

Testing Phase

Developed a range of new products like audio door bell, remote locks for home security and convenience, Hotel RFID locks, power saving switches, etc

Installation

Improvement

1500 installations have been done and currently review and improvement phase is running. We would be supplying to the market soon targeting hotels, homes and offices.

Entry in B2B

Currently only in B2C

Currently supplying directly to hotels or homes or offices. Plans to enter Builder market where supply would be in bulk for security and automation products along with new launches.

Outlook

Expected Growth

Expect revenues to grow by 20-25% on CAGR basis in next 3-4 years.

ENTERING EXPORT MARKET

01

After COVID, Anti-China sentiment lead Germans to look for other country for their weighing scale needs.

02

Germans visited India after COVID and inspected around 16-18 weighing scale manufacturing plants.

03

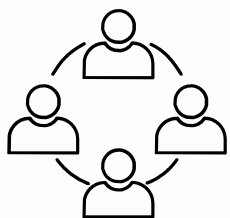
Germans also visited our manufacturing facility and ordered to supply prototypes.

04

We expect growth in export business amid huge demand from other countries.



EXPANDING DISTRIBUTION

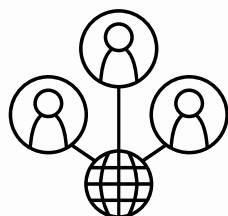


CURRENT

Presence

20 Branch Offices
400 Dealer Network across
country

400 Dealers



EXPECTED

Expected Presence

Expect to expand presence in
new states including
Jharkhand, MP, Rajasthan,
Punjab and others.

+6 States



INCREASE IN CAPACITY UTILIZATION

CURRENT

Total Area : Land of 8 acres has been acquired for world-class, state-of-the-art manufacturing facility in Dhule, Maharashtra.

Production Capacity: 3000 machines per day

We also expanded capacities by 50,000 sqft this quarter

Capacity Utilisation: 50%

EXPECTED

Total Area : Land of 3 acres is available for any future expansion.

Expected Capacity Utilisation: 60-70%

Capex: Every year 3-4 crores towards maintenance and advancements.

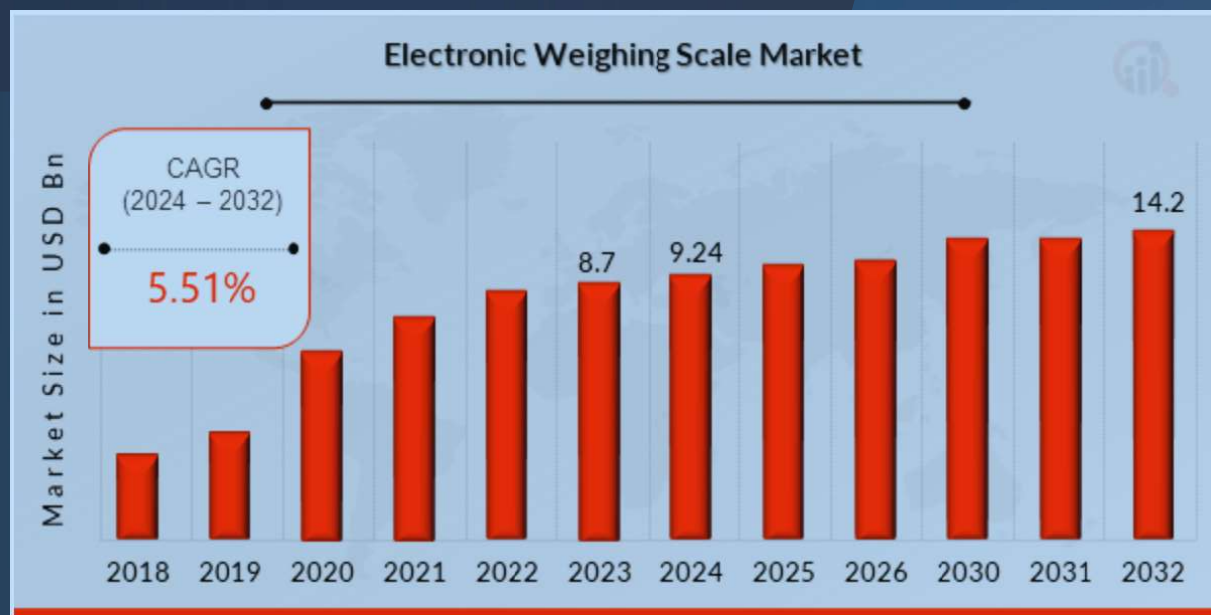
EXPECTED

More repeat orders

5-6 New Product Launches every year

INDUSTRY GROWTH

Global Electronic Weighing Scale Market Size was valued at USD 8.7 Billion in 2023. The electronic weighing scale market industry is projected to grow from USD 9.24 Billion in 2024 to USD 14.2 Billion by 2032, exhibiting a compound annual growth rate (CAGR) of 5.51% during the forecast period (2024 - 2032). Increasing industrial automation and the rapid adoption of electronic weighing scales in retail and jewellery stores are the key market drivers enhancing the market growth.

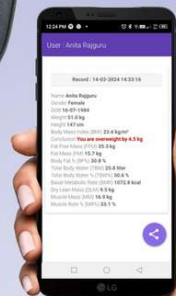


FINANCIAL PERFORMANCE

FINANCIAL PERFORMANCE

PARTICULARS	Q2 FY 25	Q2 FY 24	YOY%	Q1 FY 25	QOQ%	FY 2024	FY H1 2025	In Lakhs FY H1 2024
Net Sales	1,276.93	1,600.02	-20%	453.46	182%	10,143.20	1,730.39	2,793.59
Total Expenditure	1,273.32	1,399.46		673.70		8,549.00	1,947.03	2,476.49
EBITDA & Exceptional Item	90.74	285.91		(136.59)		1,938.64	(45.86)	488.76
Exceptional Item								
EBITDA	90.74	285.91	-68%	(136.59)	Positive from Negative	1,938.64	(45.86)	488.76
EBITDA Margin (%)	7.11	17.87	-60%	-30.12		19.11	(2.65)	17.50
Depreciation	86.47	84.91		81.02		335.86	167.49	166.09
PBIT	4.27	201.00	-98%	(217.61)		1,602.77	(213.35)	322.68
Interest	0.66	0.45		2.63		8.57	3.29	5.58
Profit Before Tax	3.60	200.55	-98%	(220.24)		1,594.20	(216.64)	317.09
Tax	1.58	39.95		(55.43)		390.66	(53.85)	69.28
Profit After Tax	2.02	160.60	-99%	(164.81)	Positive from Negative	1,203.55	(162.79)	247.81
PAT Margin %	0.16	10.04	-98%	-36.35		11.87	-9.41	8.87
Reported Earning Per Share (Rs)	0.02	1.57	-99%	(1.61)	Positive from Negative	11.74	(1.59)	2.42

OUR NEW LAUNCHES



*Comes with Android app that calculates and shows 12 health parameters in list as well as graphical form!



OUR NEW LAUNCHES



OUR NEW LAUNCHES

PHOENIX

Hotel products range



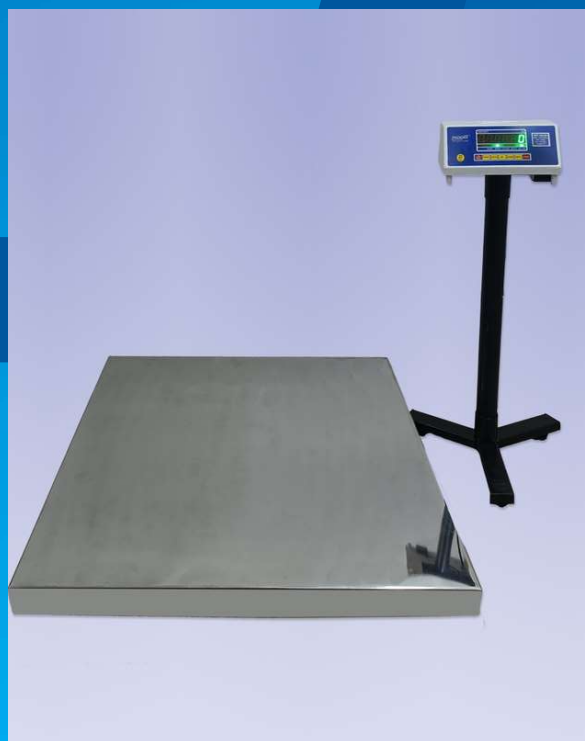
RFID
Card
Lock



Room Number
Plate



RFID Card
Power Switch



OUR FACILITIES

PHOENIX[®]
True way to weigh



THANK YOU!

Connect with us.



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