



**November 14, 2024**

To,  
National Stock Exchange of India Limited  
Exchange plaza,  
Bandra-Kurla Complex,  
Bandra (E), Mumbai – 400051.

**SYMBOL: PRAMARA**

**Dear Sir/Ma'am,**

**Sub: Earnings Release.**

With reference to the captioned subject, we enclose herewith the Earnings Release with respect to Unaudited Financial Results of the Company for the half year ended September 30, 2024.

You are requested to take the same on your record.

Thanking You

**For Pramara Promotions Limited**

**Rohit Lamba**  
**Managing Director**  
**DIN: 01796007**

**Pramara Promotions Ltd.**

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Sakinaka, Andheri East, Mumbai 400 072, India.

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CIN: U51909MH2006PTC164247 GST Reg. No.: 27AABCE6463B1ZW



# EARNINGS RELEASE

Q2 & H1 FY25 | November 14, 2024



Makeup Brushes in a Tin Box (PP-BEAMB001)

## About Us:

- Headquartered in Mumbai, India and established more than 25 years ago, we are a leading promotional marketing agency. We are engaged in the business of ideation, conceptualization, designing and manufacturing and marketing of Promotional Toys, Promotional Merchandise and gift items.
- We are a diversified contract manufacturing company providing integrated product solutions across the Toys, Industrial, Home Décor and Consumer Goods industries. By leveraging our manufacturing ecosystems by following vertical integration and factory in factory model for injection moulding along with reliable supply chain efficiencies we cater to global customer base.
- The company boasts manufacturing facility spread over 40,000 sq. feet producing more than 150 million products every year, with an optimum capacity to churn out 250,000 to 400,000 products per day. The facility is certified by various fortune 500 companies and Audit Qualified for Kelloggs, Mondelez, Hersheys, Nestle, P&G, RB.

## Our Clientele:



*And Many more...*

# Our Distinctive Attributes:



# Our Products - Creative, Innovative and Functional:





Continued:

Category wise product images

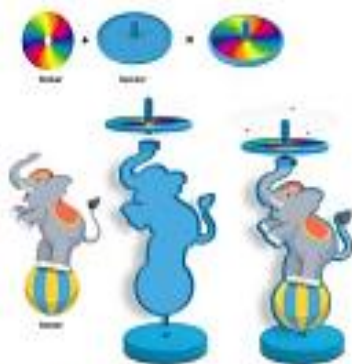
TOYS



MOVIE BREAK BUS



FOOTBALL PENCILBOX



ELEPHANT SPINNER



DANCING PARROT



TRAIN PENCIL BOX



CHIMP SHOOTER



SURPRISE BALL



FIND THE ANIMAL

Continued:

CORPORATE GIFTING



HIP FLASK GIFT SET



WATERPROOF BLETOOTH SPEAKER



FOOTBALL BAG



OVEN MITTS



TEMPERATURE DISPLAY BOTTLE



POWERBANK



COLOUR CHANGING MUGS



NECK PILLOW



SOCCER KOOZIE



COASTERS WITH BISCUIT HOLDER

Continued:

CONSUMER PROMOTIONS



On-the-go cereal container



Spoons



Trousseau box



Spinner pencil box



DIY stencil + pen stand



Batcopter lunch box



Speaker



Sipper bottle



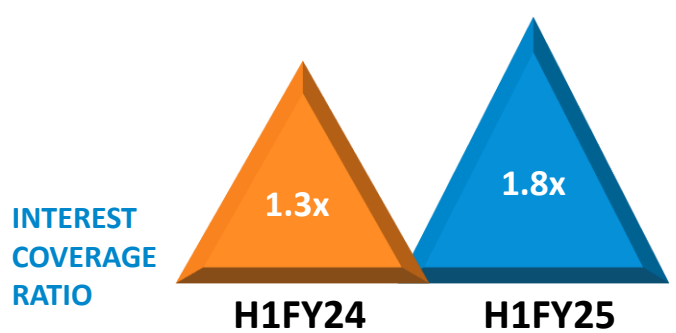
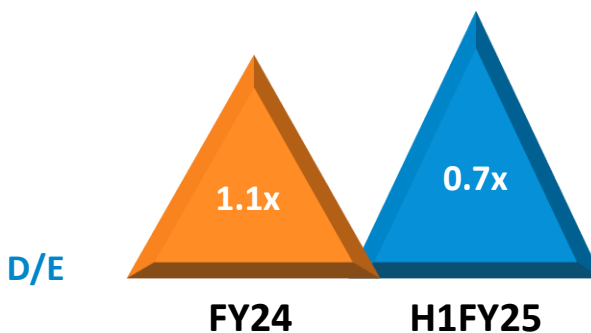
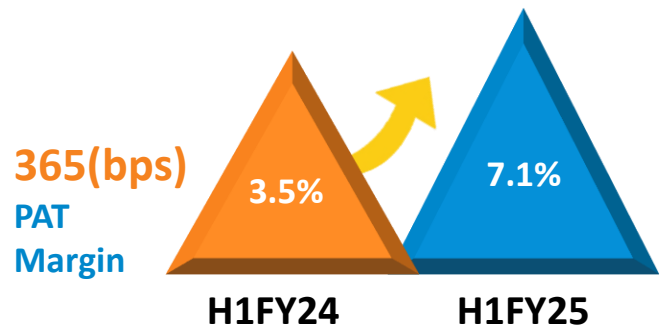
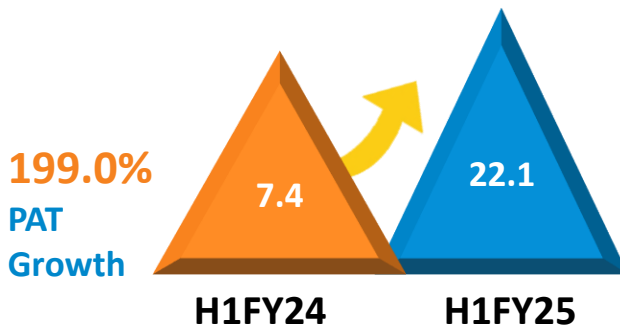
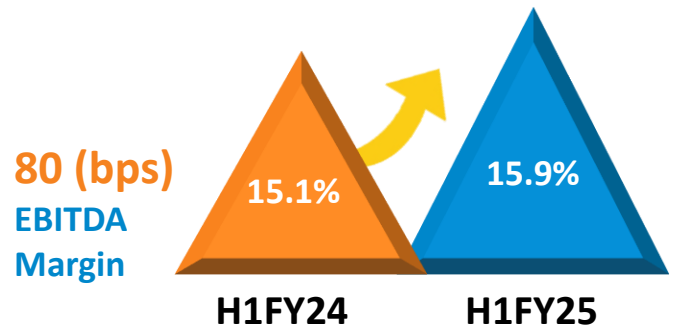
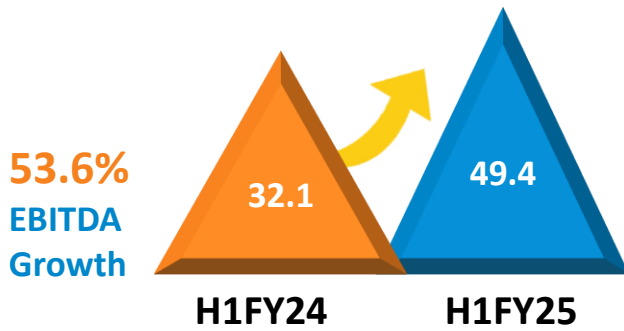
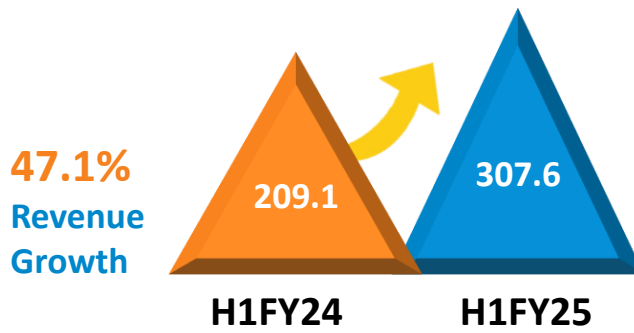
Study sipper



Lunch box with spoon



## Key Financial Metrics:





## Consolidated Income Statement:

Particulars (Rs. In Mn)	H1FY25	H1FY24	Y-o-Y
Revenue from operations	307.6	209.1	47.1%
Other Income	2.7	3.5	
<b>Total Revenue</b>	<b>310.3</b>	<b>212.6</b>	
Total Expenses excluding Finance cost & Depreciation	258.3	177.0	
<b>EBITDA (excl.OI)</b>	<b>49.4</b>	<b>32.1</b>	<b>53.6%</b>
<b>EBITDA Margins</b>	<b>15.9%</b>	<b>15.1%</b>	
Finance Cost	25.7	23.9	
Depreciation & Amortization	4.2	4.4	
<b>PBT</b>	<b>22.1</b>	<b>7.4</b>	
Tax	0.0	0.0	
<b>PAT</b>	<b>22.1</b>	<b>7.4</b>	<b>199.0%</b>
<b>PAT Margins</b>	<b>7.1%</b>	<b>3.5%</b>	
Diluted EPS	1.9	0.8	

## Consolidated Balance Sheet:

Particulars (Rs. In Mn)	As on		Particulars (Rs. In Mn)	As on	
	30th Sept 24	As On 31st Mar 24		30th Sept 24	As On 31st Mar 24
<b>Assets</b>			<b>Equity &amp; Liabilities</b>		
PP&E	81.8	74.8	Equity Share Capital	109.7	90.4
Investments	0.0	0.0	Reserves and Surplus	470.5	239.0
Others financial assets	0.0	0.0	Money Received against share warrants	18.5	0.0
Other non-current investments	5.6	5.6	<b>Shareholders Fund</b>	<b>598.7</b>	<b>329.4</b>
<b>Non-Current Assets</b>	<b>87.4</b>	<b>80.4</b>	Borrowings	124.7	131.2
Inventories	312.2	284.4	Deferred Tax Liabilities	0.4	0.4
Trade receivables	151.4	195.6	<b>Non-Current Liabilities</b>	<b>125.1</b>	<b>131.6</b>
Cash & Bank balances	34.9	37.7	Borrowings	279.5	205.7
Loans	188.0	37.1	Trade Payables	21.9	32.4
Other financial assets	0.0	0.0	Other financial liabilities	0.0	0.0
Current Tax Assets	0.0	0.0	Other Current liabilities	4.6	10.2
Other current assets	267.1	85.2	Provisions	11.3	11.3
<b>Current Assets</b>	<b>953.6</b>	<b>640.1</b>	<b>Current Liabilities</b>	<b>317.3</b>	<b>259.6</b>
<b>Total Assets</b>	<b>1041.0</b>	<b>720.5</b>	<b>Total Equity and Liabilities</b>	<b>1041.0</b>	<b>720.5</b>

## Cash Flow Statement:

Particulars (Rs. Mn.)	H1 FY25	FY24
Cashflow from Operations Activities	(219.6)	(96.0)
Cashflow from Investing Activities	(8.5)	11.9
Cashflow from Financing Activities	225.4	78.7
<b>Cash and Cash Equivalents at end of the period</b>	<b>34.9</b>	<b>37.7</b>

## Management Commentary:

### Reflecting on the performance of H1FY25, the management team stated:

*We are pleased to present an overview of Pramara Promotions Limited's (PPL) performance for H1FY25. PPL achieved a revenue of **Rs 307.6 Mn** for H1FY25, up from **Rs. 209.1Mn** in H1FY24 primarily driven by execution of orders and addition of new client.*

*Our EBITDA for H1FY25 was **Rs. 49.4 Mn**, showing an increase from **Rs. 32.1 Mn** in H1FY24, marking an increase of **53.6%**. Our EBITDA has risen from **15.9%** to **15.1%**, demonstrating the strength of our business model. Moreover, our EBITDA Margin have expanded by **80 bps** indicating our effective efforts in enhancing operational efficiencies and increasing scale of operations.*

*Profit after tax (PAT) for H1FY25 was **Rs. 22.1 Mn**, compared to **Rs. 7.4 Mn** in H1FY24 marking an increase of **199.0%**, PAT Margins were observed at **7.1%** in H1FY25 and **3.5%** for H1FY24 indicating an increase of **365 bps**.*

*We at Pramara are continuously diversifying and expanding our presence in the evolving toy manufacturing landscape in India. India's toy industry is on a trajectory of rapid expansion, projected to reach \$3 billion by 2028, with a robust CAGR of 12% by 2028. We've witnessed a significant shift in the global landscape, with increase of high-value exports, driven by initiatives such as the Toys Quality Control Order (QCO) and the imposition of higher import duties, which now stand at 70%. These measures, coupled with the Bureau of Indian Standards (BIS) approval requirement, have fostered a conducive environment for the growth of the domestic toy market. At the same time, India's toy industry has witnessed a remarkable decline in imports by 57%, while exports surged by an impressive 60% in the fiscal year 2022-23.*

*Government efforts, including the National Action Plan for Toys (NAPT) and cluster-based support schemes, have spurred investment and innovation in the space to make globally competitive products. We believe that PPL is appropriately placed in capturing the opportunity owing to its longstanding relationships with superior domestic and international clients like Kellogs, Mondelez, National Skill Development Corporation.*

*These partnerships have been nurtured overtime, built on a foundation of trust, reliability, and mutual respect. Our commitment to delivering value-added solutions has allowed us to deepen these connections, reinforcing our status as a preferred partner in the industry and continually enabling us to win more clients with global presence.*

*We are pleased to report continuous growth in wallet share from our esteemed clients. Through our proactive approach to understanding their evolving needs and delivering innovative solutions, we have successfully captured an increasing share of their business this is reflective in our strong order book of **Rs. 250-300 Mn** which gives us a strong visibility for sustainable revenue growth in the year to come. Apart from the above, we also plan to launch our own branded toys in this year which would enhance our visibility in the market place and accelerate our revenue growth.*

*In conclusion, Pramara Promotions Limited's performance in H1FY25 reflects our unwavering commitment to excellence, innovation, and long-term value creation. As we continue to leverage our superior quality clients, strengthen relationships, and explore new avenues for growth, we are confident in our ability to navigate challenges and seize opportunities in the dynamic market and scape.*

## **Management Guidance:**

- ❑ *The company anticipates a revenue growth of at least **50%** in FY25, and a further **60%** growth in FY26.*
- ❑ *Revenue from exports in FY25 is expected to account for approximately **9%-10%**, with anticipations for FY26 ranging between **26%** and **32%**.*
- ❑ *EBITDA margins are expected to expand by **20%-25%**.*

## **Disclaimer:**

*Certain statements in this document may be forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward- looking statements. Pramara Promotions Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstance.*

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