



PRO FX Tech Limited

CIN: U51500KA2006PTC040879

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10th November 2025

To,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai – 400051
Symbol: PROFX

Subject: Investor Presentation – H1 FY26

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 the investor presentation, which is also uploaded on our website.

The same can be accessed through the link below: www.profx.com

Kindly take the aforesaid information on record.

Thank you.

Yours sincerely,
For **Pro FX Tech Ltd.**



Pro FX Tech Ltd

Investor Presentation - November 2025

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- 03 *Industry Overview*
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- 05 *Historical Financial Performance*



Company Overview

Company Snapshot



19+

Years of experience



6

Showrooms &
Experience Centres



11

No of Brands Servered




6

Presence in Cities



28

Service Centers




7,936.2

Revenue from Operation




979.9

EBITDA



731.9

PAT



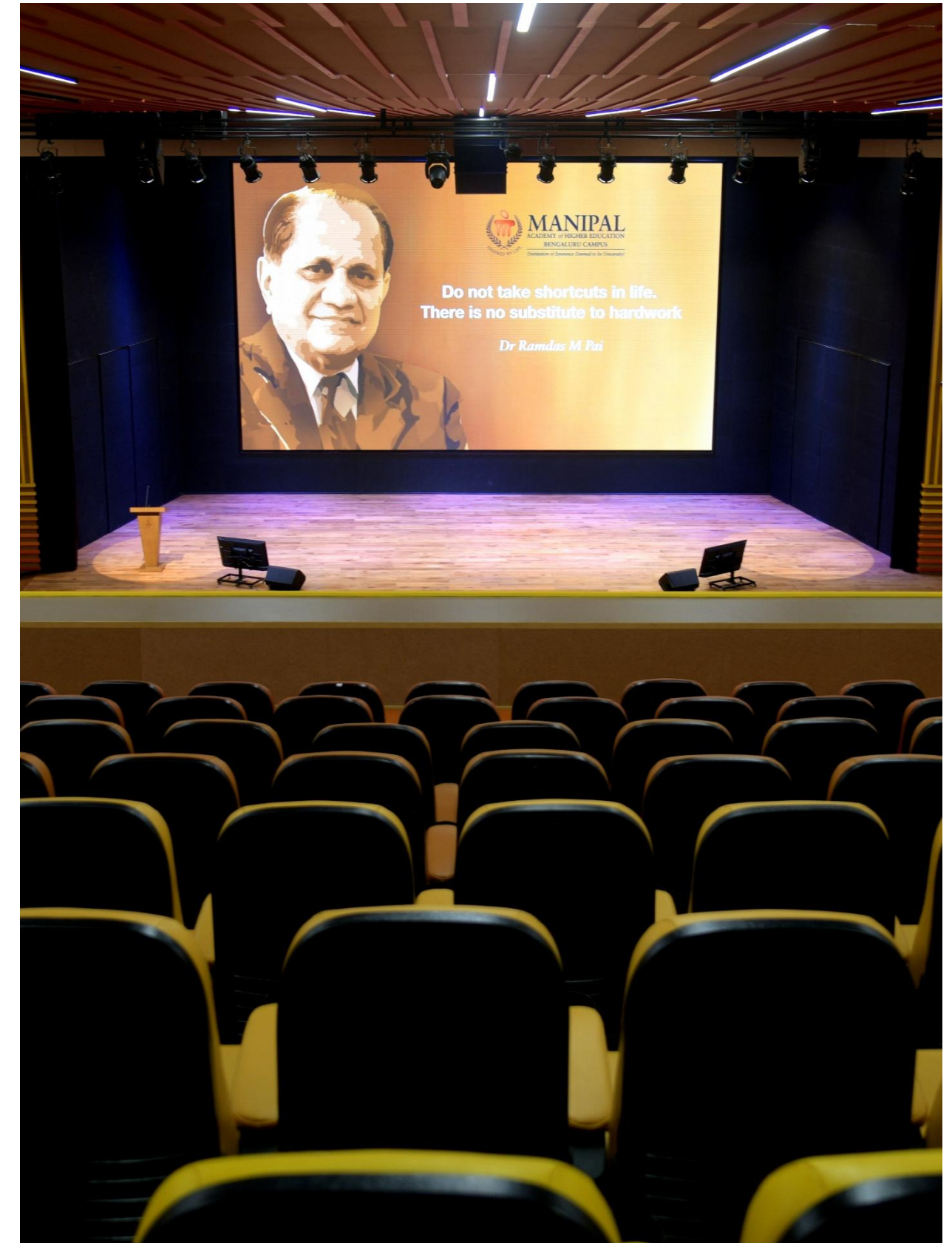
14.5%

3 year Revenue CAGR

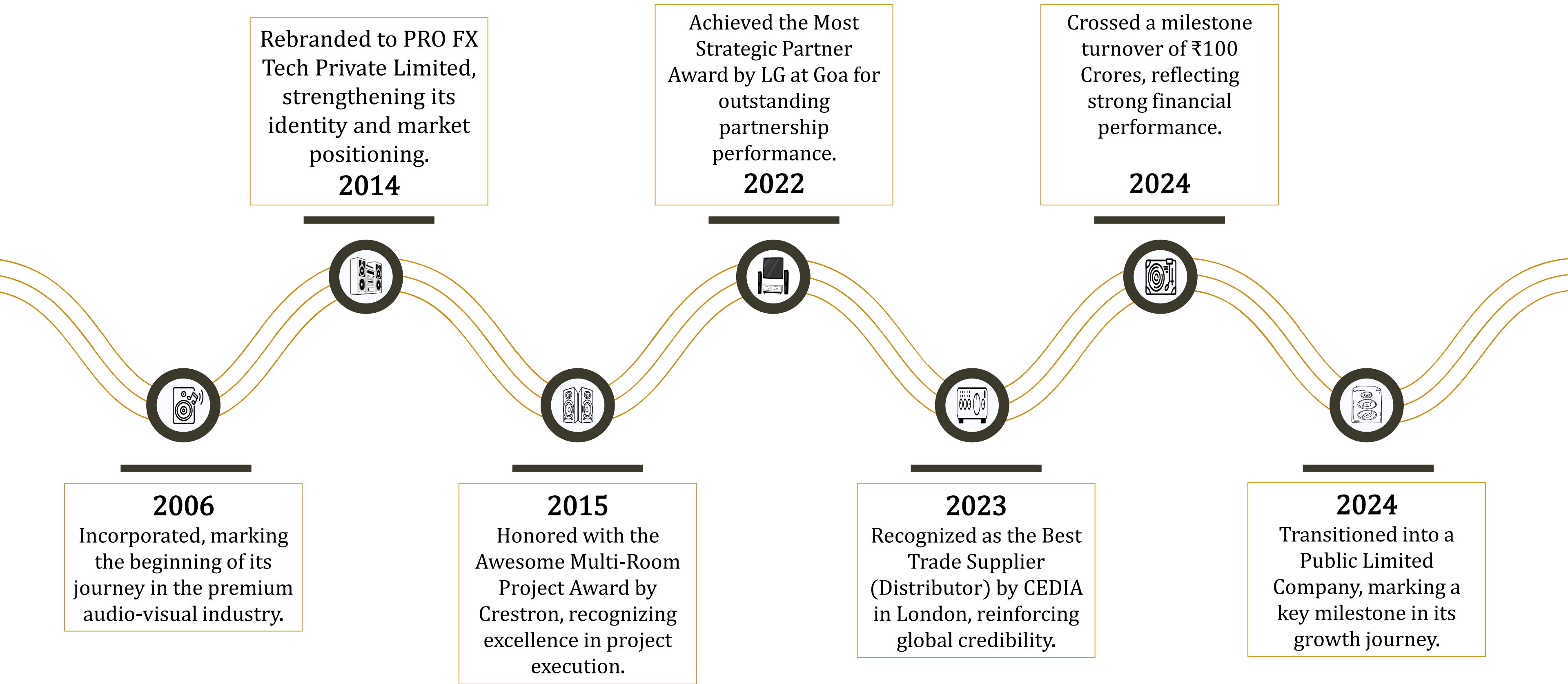
About Pro FX



- Incorporated in 2006, PRO FX Tech Limited (formerly Advanced Audio Solutions Pvt. Ltd.) is a leading **distributor and system integrator** of premium audio-video, automation, and home-theatre solutions in India.
- The company operates through **three primary segments** – **Distribution** (B2B sales to dealers and system integrators), **Home Automation Solutions** and **Corporate Solutions**.
- It represents **renowned global AV brands** such as **Denon, Polk Audio, KEF, and Definitive Technology**, offering a comprehensive range of speakers, amplifiers, automation systems, and accessories.
- PRO FX provides **end-to-end AV integration services** – from design and product supply to installation and after-sales support for residential, corporate, and hospitality projects.
- Headquartered in **Bangalore**, the company has a **nationwide footprint** through multiple showrooms, regional offices, and a dealer distribution network across key Indian cities.
- The business is led by **Mr. Manmohan Ganesh**, a seasoned professional with over two decades of experience in the **audio-video and consumer electronics industry**.



Key Milestones



Distribution



**Home Theatre
& Automation
Solutions**



**Corporate
Solutions**



Distribution



- The Company is engaged in the distribution of premium audio-visual (AV) products through exclusive partnerships with globally renowned brands such as Denon, Polk, Definitive Technology, KEF, Theory, Pro Audio Technology, JBL, and Revel.
- These strategic associations provide the Company with distribution rights across a diverse portfolio of high-end AV solutions, enabling it to offer customers access to world-class, technologically advanced products from trusted international brands.
- The Company has distribution agreements with ten global brands, of which **eight are exclusive and two are non-exclusive** within India.



PRODUCTS OFFERED



Amplifiers and Processors



Speakers



Subwoofers



Sound Bars



Turn Tables



Audio Streamers



Cables

STRATEGIC GROWTH DRIVERS



Expanding retail footprint beyond metros into Tier-2/3 cities



6 showrooms and 2 demo centers across 6 key cities



Strong brand partnerships with Denon, JBL, KEF and others ensuring wide product range



Omni-channel presence through standalone stores, shop-in-shops and online platforms



Aligning with rising demand from emerging urban markets

Corporate Solutions








- The Company provides integrated Corporate Solutions encompassing end-to-end Audio-Video, Automation, and Digital Signage systems designed to enhance communication, engagement, and ambience across business and institutional environments.



- ◆ Design and installation of sound, projection, and display systems
- ◆ Centralized control of lighting, audio, and environmental systems
- ◆ Custom displays for branding and audience engagement
- ◆ Video conferencing and collaboration setups
- ◆ Immersive sound and display systems for enhanced experiences
- ◆ AV and monitoring systems for hospitals and institutions
- ◆ Installation, calibration, and after-sales service

STRATEGIC GROWTH DRIVERS

-  Rising demand from hybrid work, digital offices and smart campuses
-  Enterprises and institutions upgrading spaces with AV, conferencing and digital signage
-  Targeting turnkey projects across boardrooms, hotels, retail outlets and schools
-  Growth supported by government initiatives like Smart City and PM Surya Ghar
-  Integration of energy management and automation creating new solution opportunities

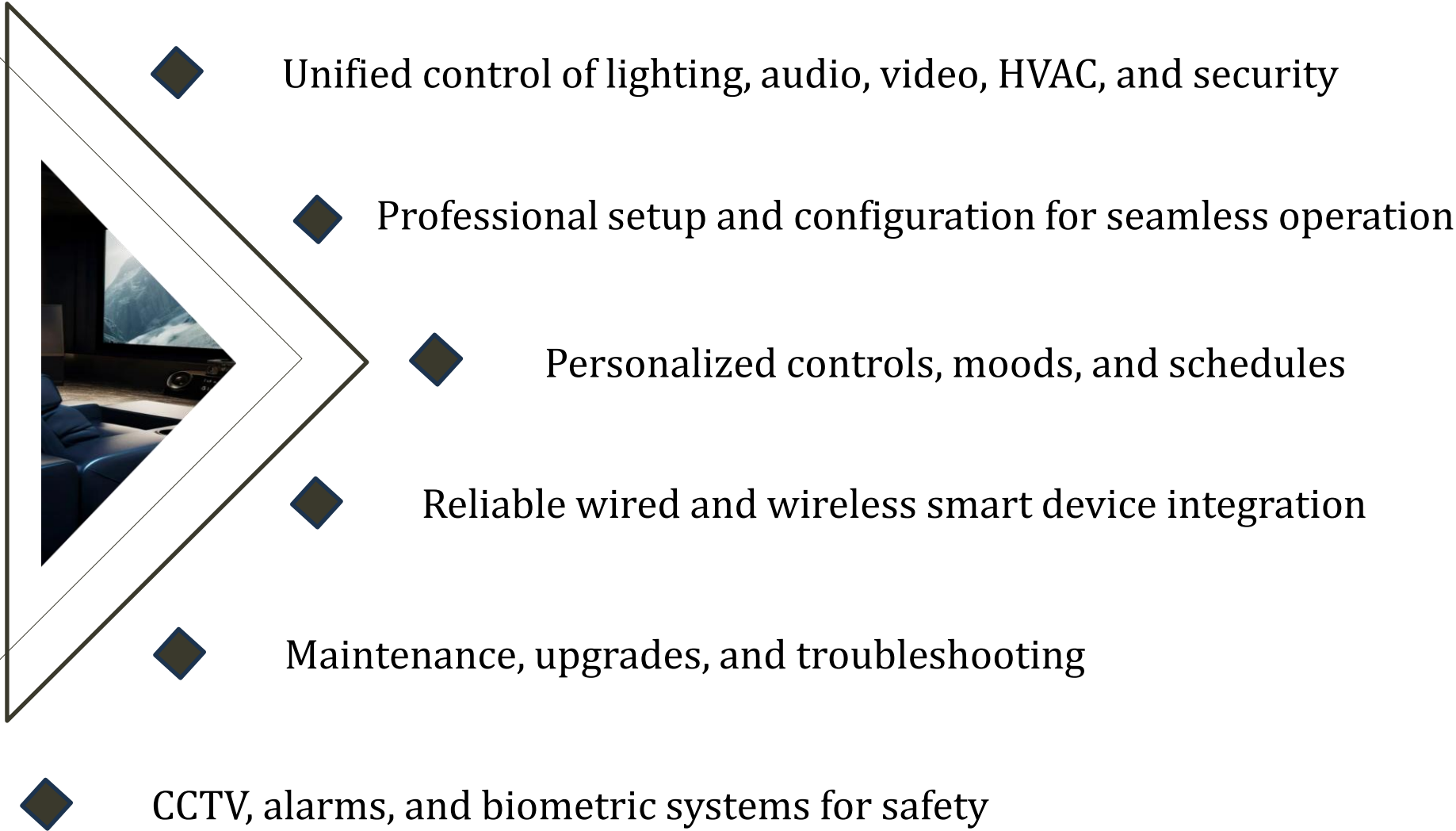
Home Theatre And Automation Solutions



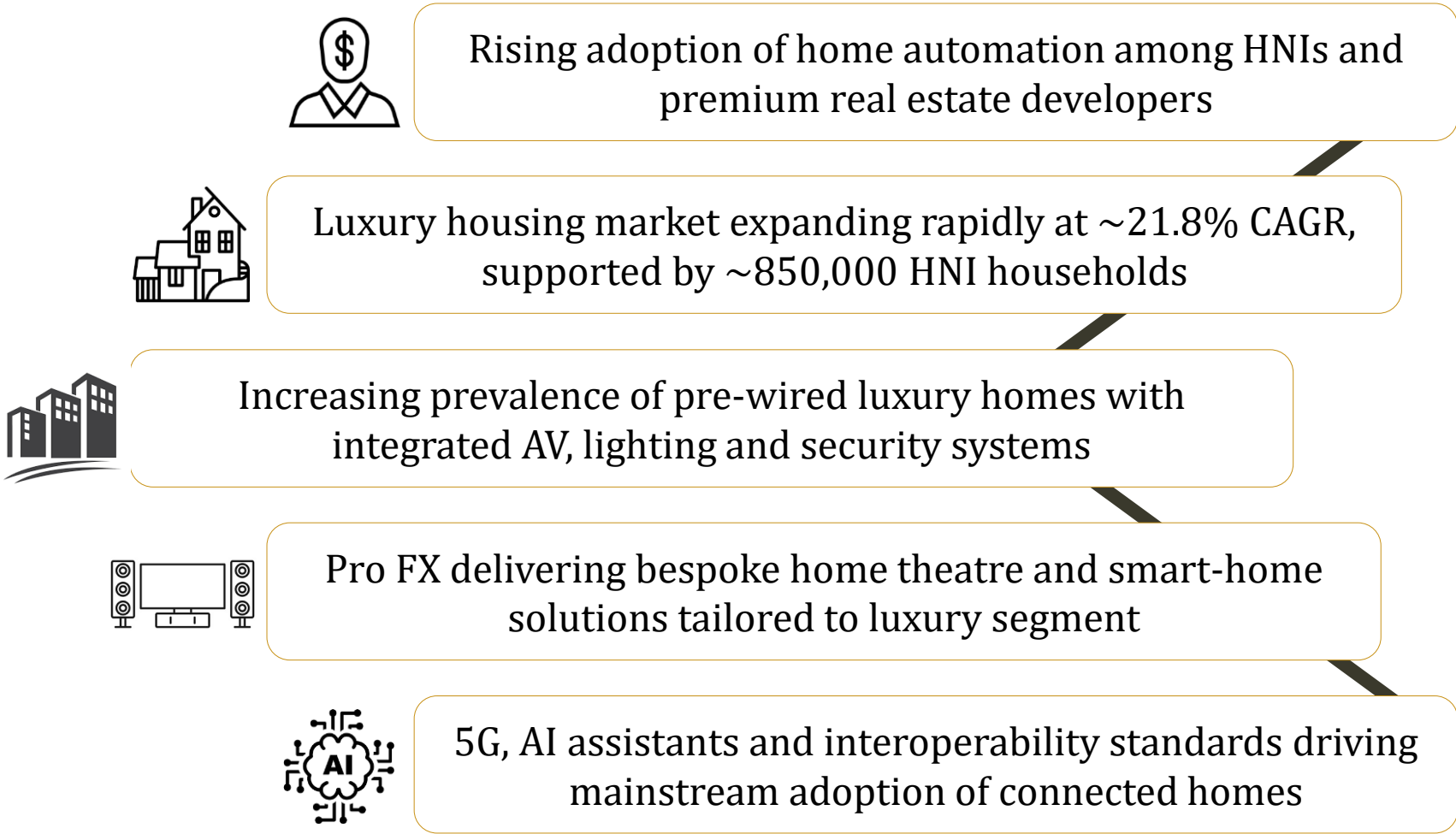
- The Company offers customized Home Theatre and Home Automation Solutions that combine premium AV products with intelligent control systems.
- Through partnerships with leading global brands, we deliver end-to-end solutions, from design and installation to integration and support - tailored to customers' lifestyles and budgets.



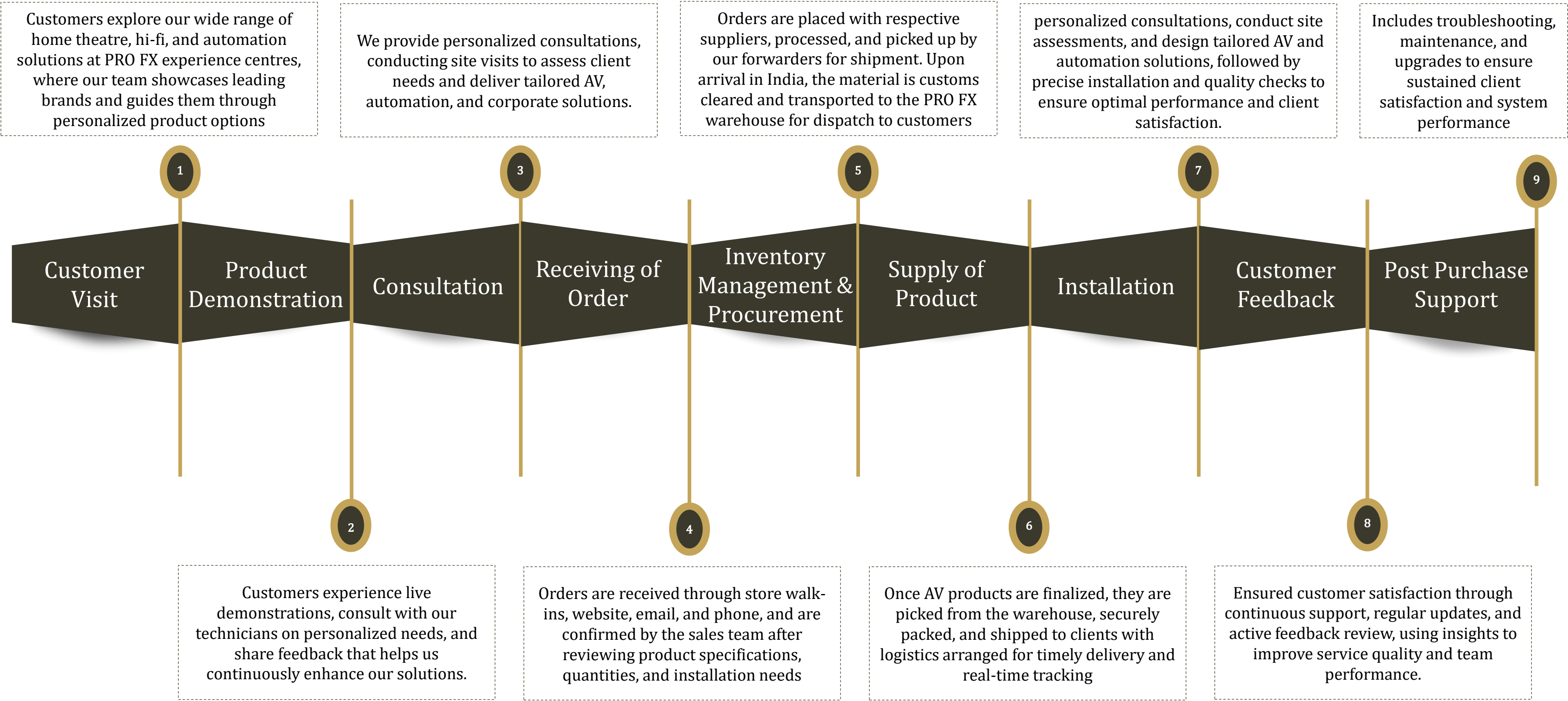
◆ Customized automation layouts based on client needs



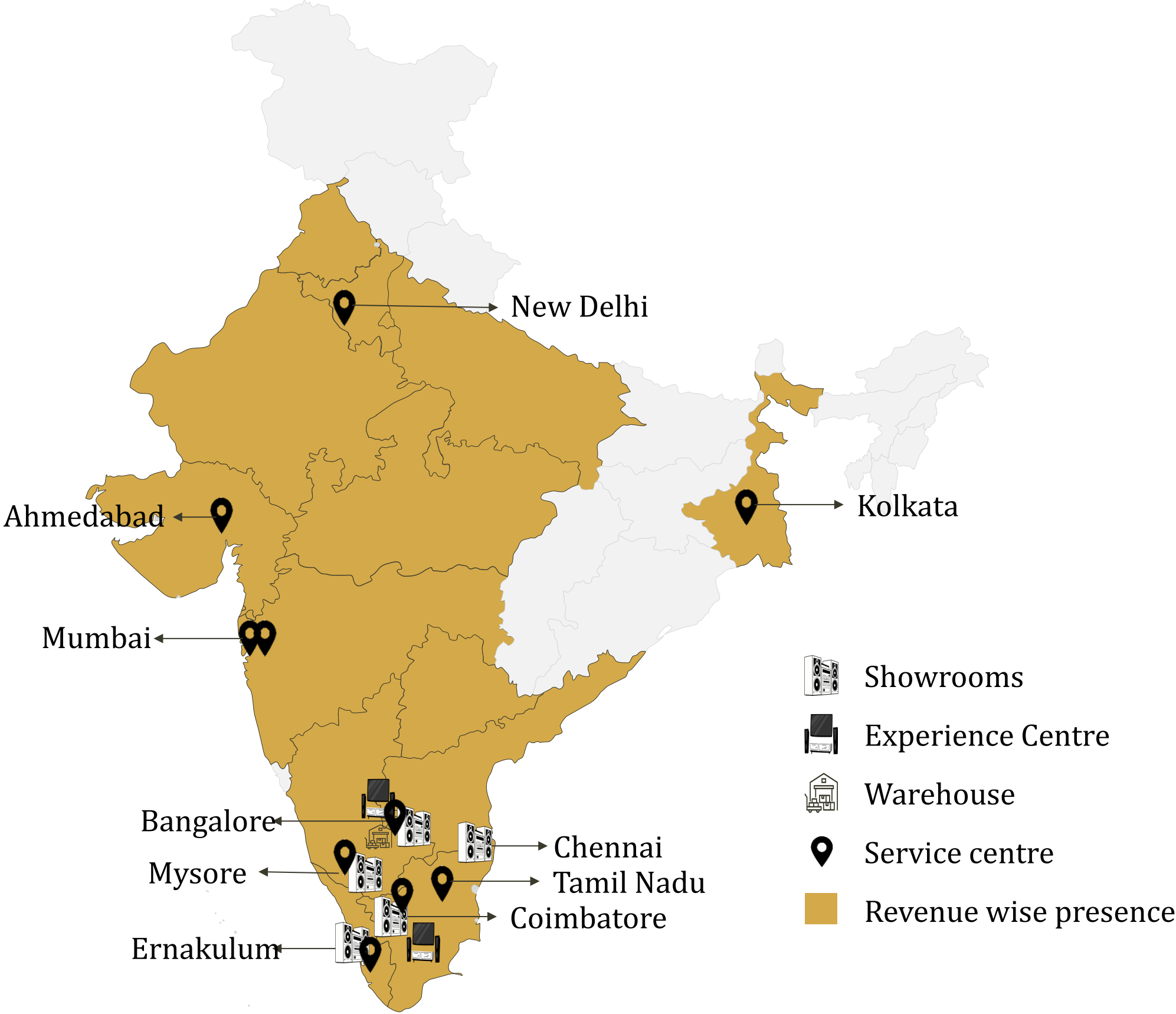
STRATEGIC GROWTH DRIVERS



Work Flow Process

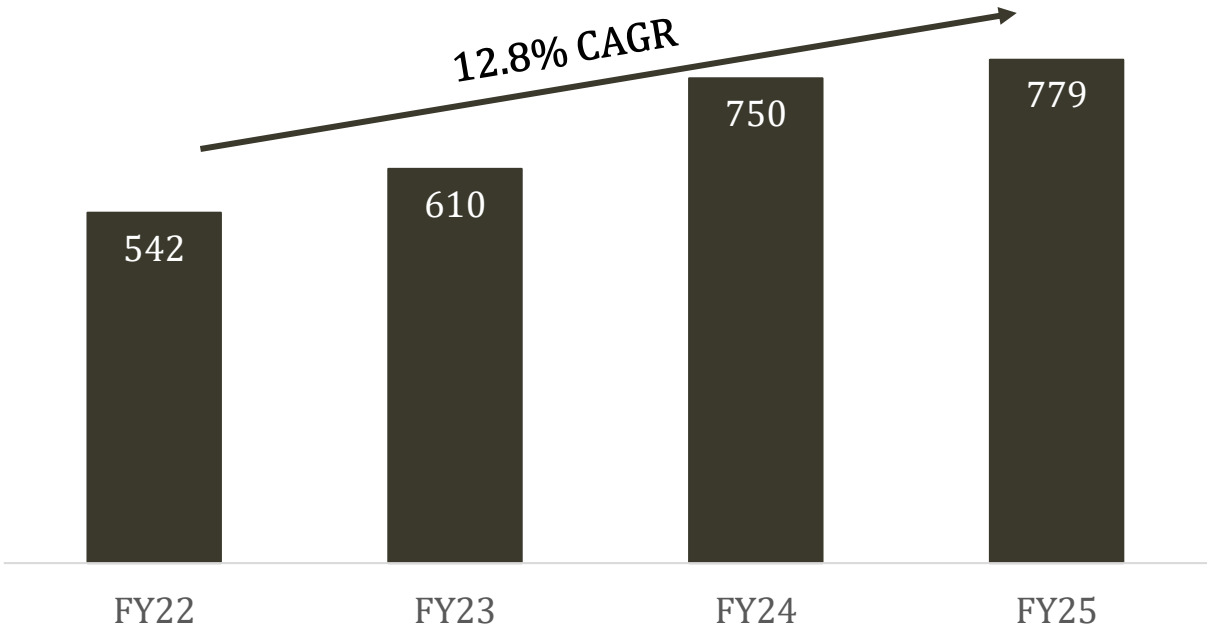


Geographical Prescence



15000+	Satisfied Clients
750+	Dealer Network as on H1 FY26
28	Service Centres
4	Showrooms
2	Experience Centres

Growth in Dealer/ Distributor Network



Warehouse & Service Centres



- The company operates a **15,000 sq. ft. modern warehouse** in Bengaluru, serving as its central storage and distribution hub.
- An efficient **inventory management system** ensures timely order fulfillment and optimal space utilization.
- Products are **dispatched directly from the warehouse**, enabling faster delivery and streamlined logistics.
- The company continuously **monitors warehouse capacity and performance** to maintain operational efficiency.
- It acknowledges that unforeseen disruptions at the facility could affect supply chain continuity and customer commitments.



- The company operates a robust **network of 28 service centers** across India, including **10 company-managed** and **18 franchised facilities**.
- The company provides **comprehensive after-sales services**, covering installation, connectivity, programming, and maintenance.
- Focused on the **premium and luxury product segments**, the company ensures high service quality and reliability.
- A skilled team of technicians upholds **stringent performance standards**, enhancing customer satisfaction and brand trust.



Education: Diploma in Business Administration

Experience: ITC Hotels

BPL India

ProFX: Oversees overall operations, strategy, and global brand collaborations while driving business development and growth initiatives.

MANMOHAN GANESH

Chairman & Managing Director

Education: Masters in Commerce

Experience: 30 Years

ProFX: Oversees sales, marketing, new business development, and the Company's financial management.



A M S JOEKUMAR

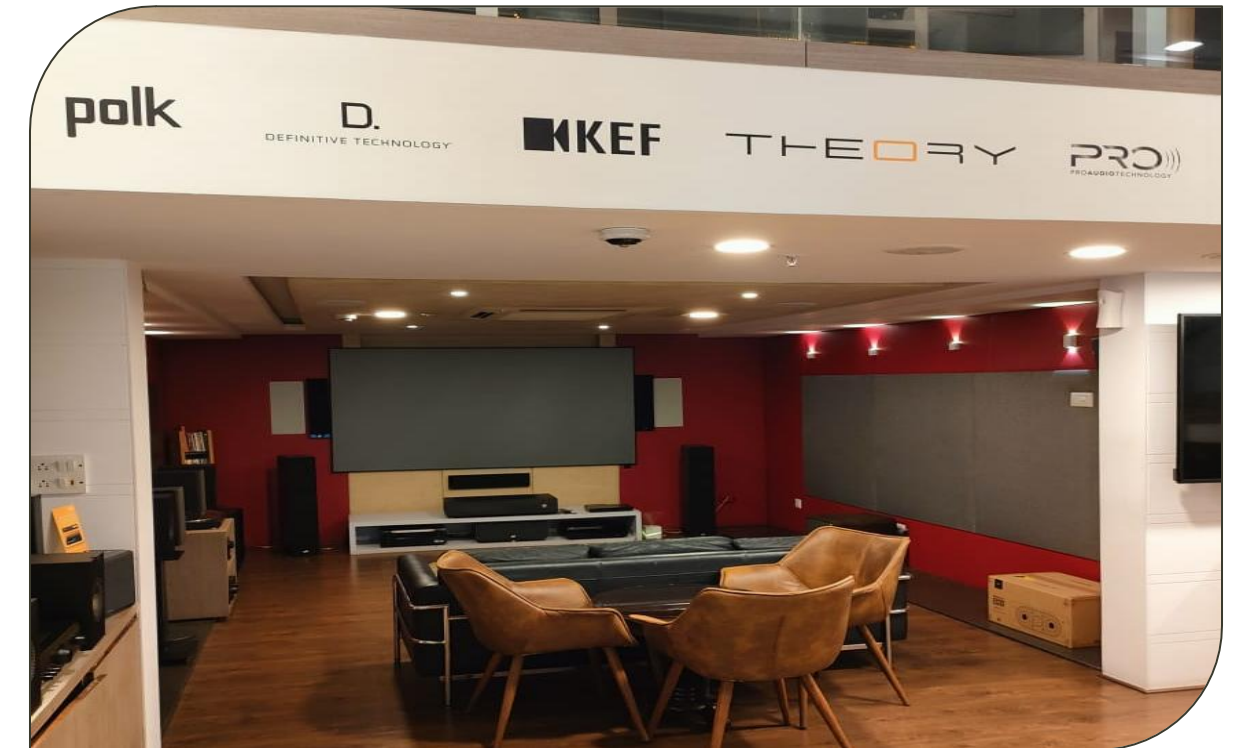
Whole Time Director &
Chief Financial Officer

Showrooms & Experience Centres



- The company operates **six showrooms and two experience centers** across five major cities - Ernakulam, Mysore, Bengaluru, Coimbatore, and Chennai.
- **Experience centers** serve as immersive spaces where clients can explore and interact with advanced AV and automation solutions firsthand.
- **Showrooms** showcase a wide portfolio of premium residential and commercial AV products, reflecting the company's focus on **luxury and lifestyle integration**.
- These centers strengthen **customer engagement, brand visibility, and sales conversion**, supporting the company's overall growth strategy.
- The company plans to **expand its presence** by establishing additional showroom-cum-experience centers across **Tier I and Tier II** cities, enhancing market reach and brand recognition.

Kochi Showroom



Experience Centre at Coimbatore



Experience Centre at Bangalore



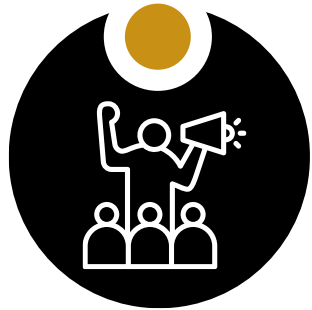
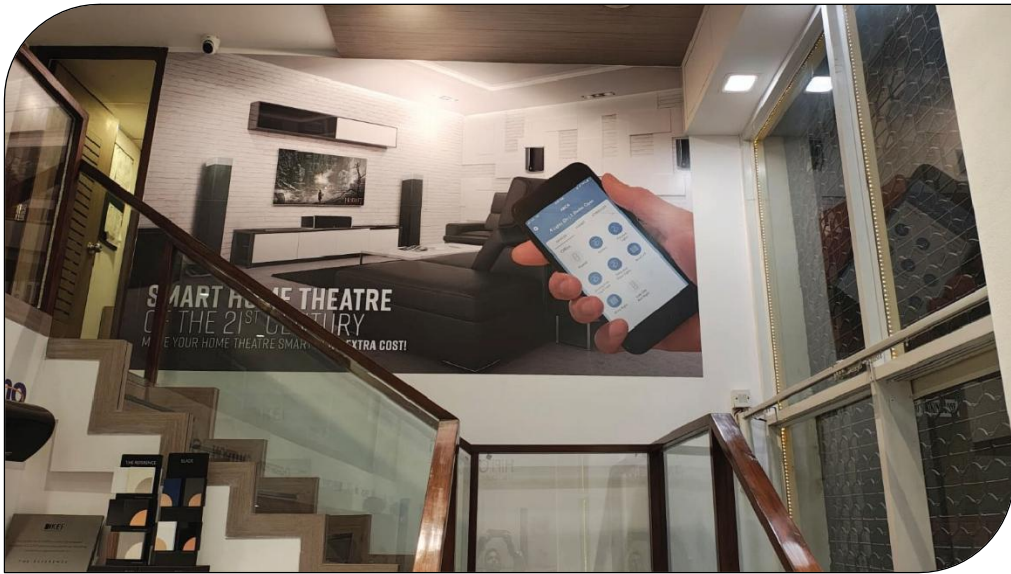
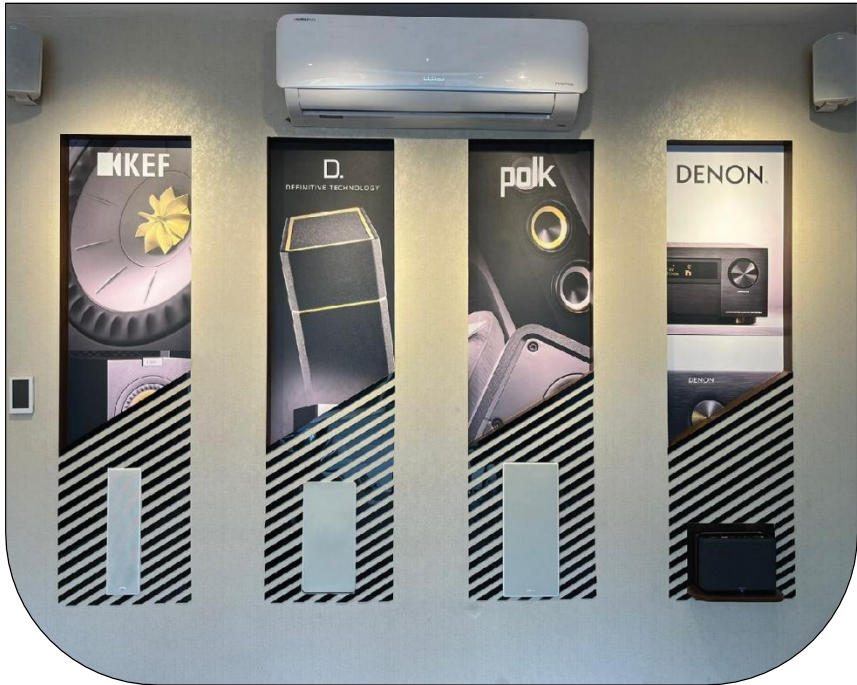
Partnered Brands with



Awards & Recognition



Marketing Initiatives



Holistic Brand Campaigns

Multi-channel marketing across digital, print, and social platforms backed by consistent participation in trade expos and premium lifestyle events



Immersive Product Experiences

Live demos and interactive installations at experience centres allow customers to engage directly with high-end audio and automation technologies



Collaborative Ecosystem Outreach

Strategic partnerships with architects, interior designers, and consultants to expand project-based opportunities and referrals



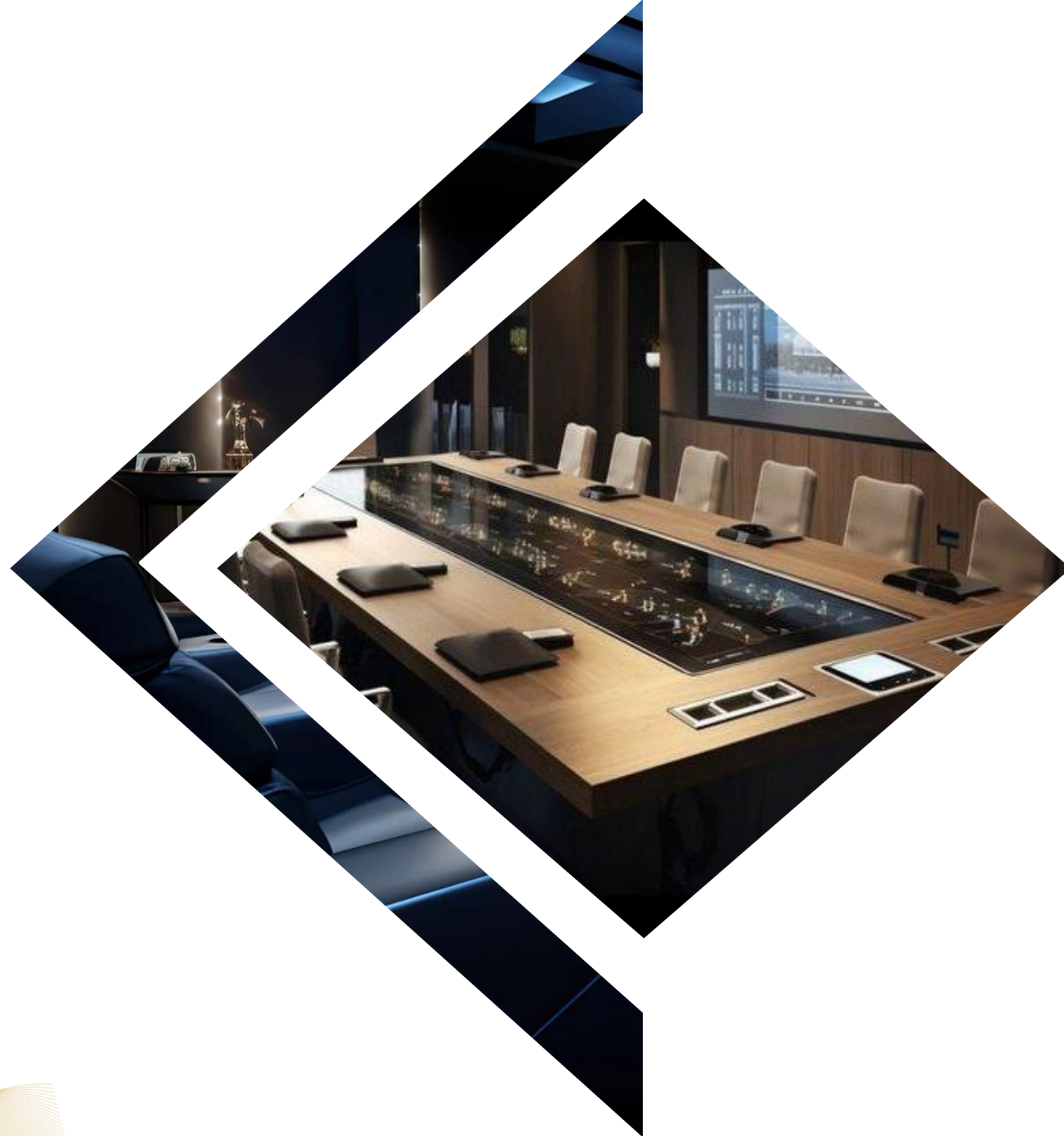
Customer Engagement & Retention

Focused loyalty programs, AMC offerings, and service-driven initiatives ensure repeat business and stronger brand affinity



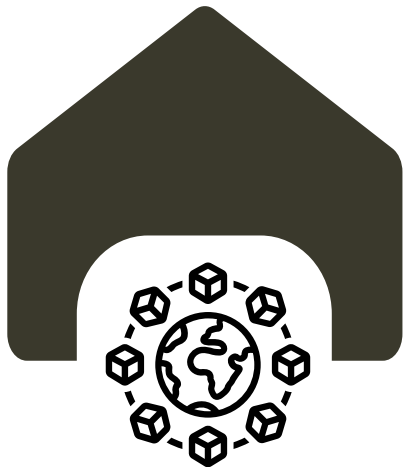
Thought Leadership & Media Presence

Active participation in exhibitions, industry forums, and media features reinforces brand credibility and market leadership



Strategic Overview

Core Strengths - Building on Experience and Excellence



Extensive Nationwide Presence

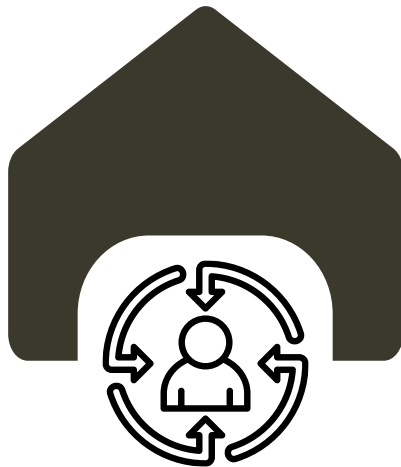
A strong dealer and retail network across India supported by multiple experience centers, ensuring consistent product availability, service access, and deeper market penetration

Exclusive Brand Partnerships
Exclusive distribution rights for globally renowned audio brands like Denon, Polk, KEF, JBL, and more, reinforcing our position in the premium audio-visual solutions space



Comprehensive Solutions Expertise
Proven capability to deliver fully integrated audio, video, and automation systems across residential, commercial, and institutional projects

Strong Leadership Backbone
Led by promoters with over two decades of industry experience, supported by a professional team with deep technical and market knowledge



Customer-Centric Technical Team
Skilled in-house engineers and installers provide tailored solutions and seamless after-sales service, enhancing customer satisfaction and retention

01



Retail & Experience Centre Expansion

Accelerating footprint in Tier-1 and Tier-2 cities through new showrooms and experience hubs to enhance brand presence and customer engagement

Diversified Product Portfolio

Introducing advanced smart automation and acoustic solutions to tap into emerging lifestyle and enterprise technology trends

02



03



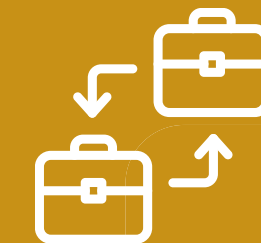
Digital-First Transformation

Scaling digital marketing, virtual consultations, and online product showcases to drive awareness and improve sales conversions

Deepening B2B Engagement

Targeting corporate offices, hospitality, and education sectors with turnkey audio-visual integration capabilities

04

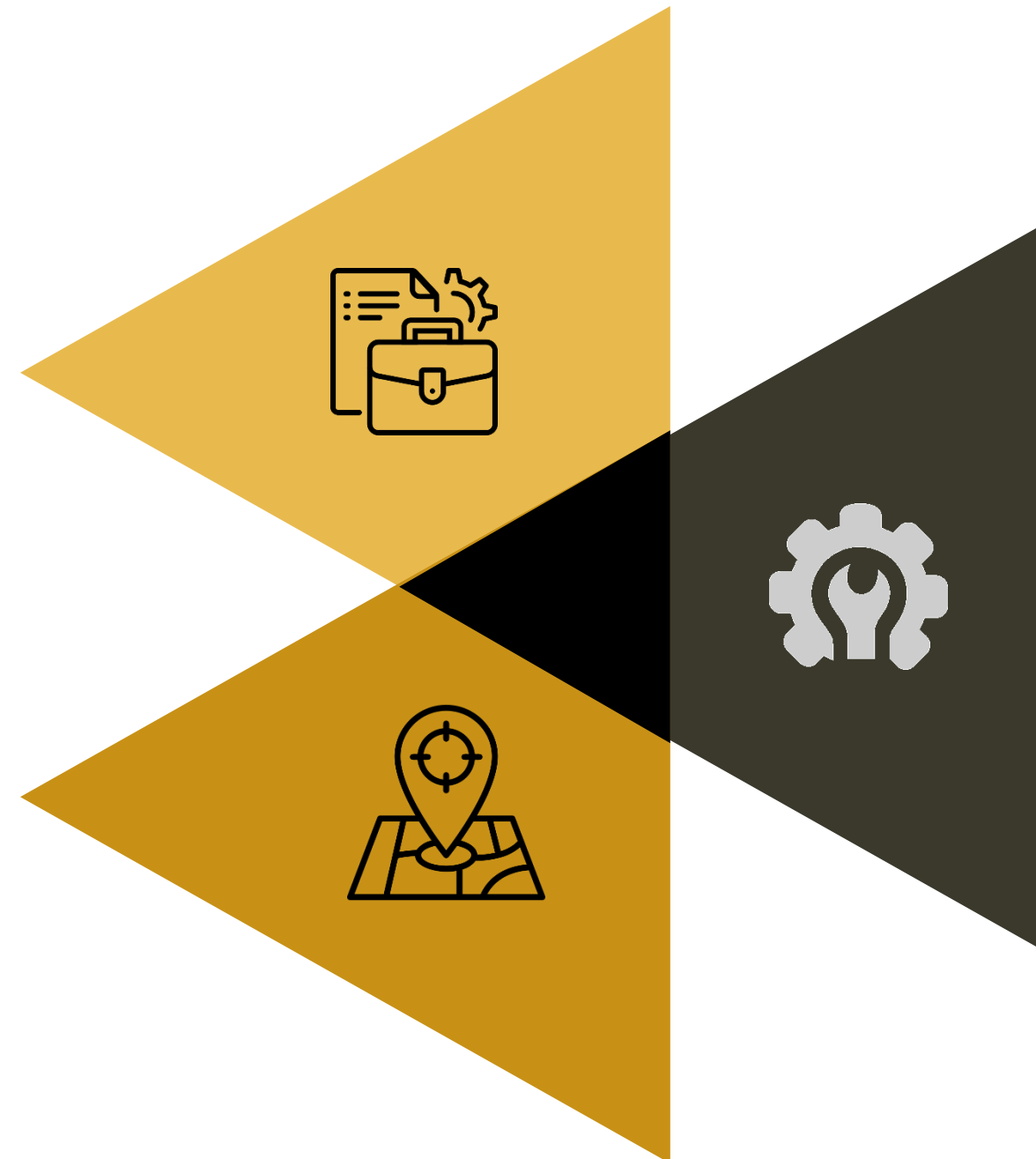


05



Operational Modernization

Enhancing efficiency through CRM integration, supply chain optimization, and employee upskilling to improve execution timelines and service delivery



01

Broad Premium Portfolio

Pro FX distinguishes itself by holding distribution rights for many top AV brands (Denon, KEF, JBL, Polk, etc.) along with partnerships for Crestron, Lutron, Unilumin. This gives it one-stop-shop status for mid/high-end AV & automation products – a wider range than smaller integrators or single-brand dealers.

02

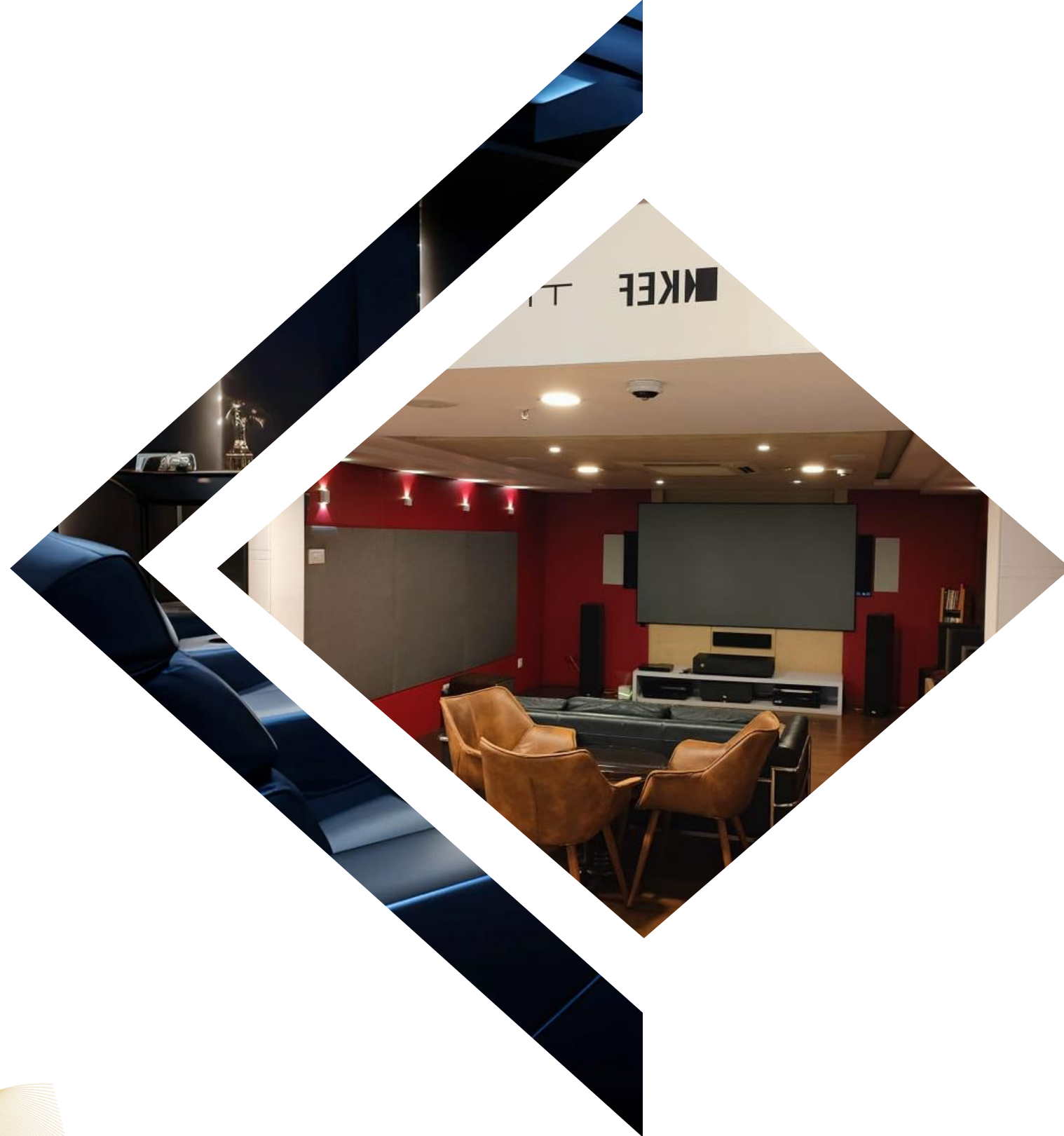
Customization & Service:

Pro FX combines its product breadth with high-end design and installation expertise (custom home theaters, corporate systems). Competitors vary: global OEMs (like Samsung, Sony) sell mass products with limited custom service; niche integrators (e.g. Axis, SASCO) offer bespoke solutions but with narrower product line; and retailers (Amazon, Croma) focus on commodity electronics. Pro FX sits in the high-end of both axes – deep integration/service and broad portfolio.

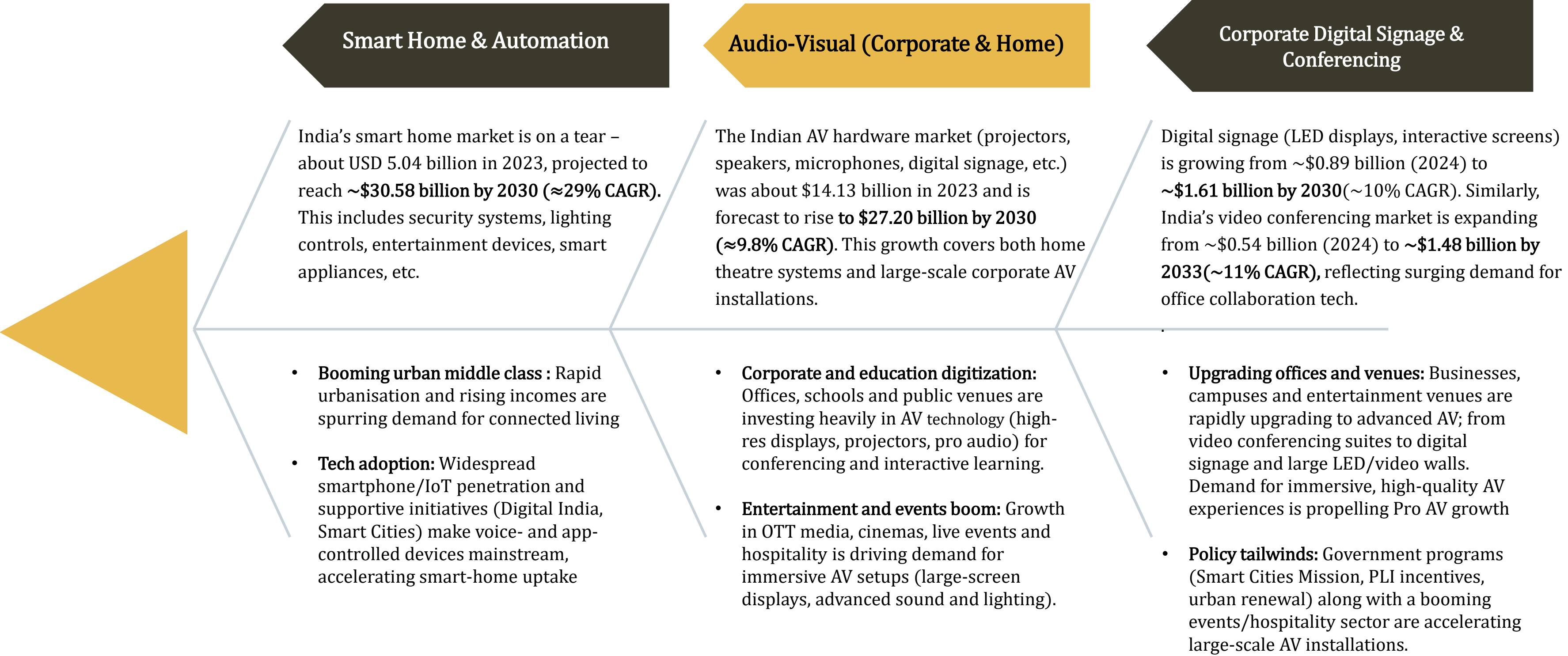
03

Local Presence & Brand

Unlike purely online players, Pro FX has flagship showrooms and demo experience centers (in Bangalore and Mumbai) where clients experience systems firsthand. This retail presence (with trained experts) is a competitive advantage against online-only sellers.



Industry Overview

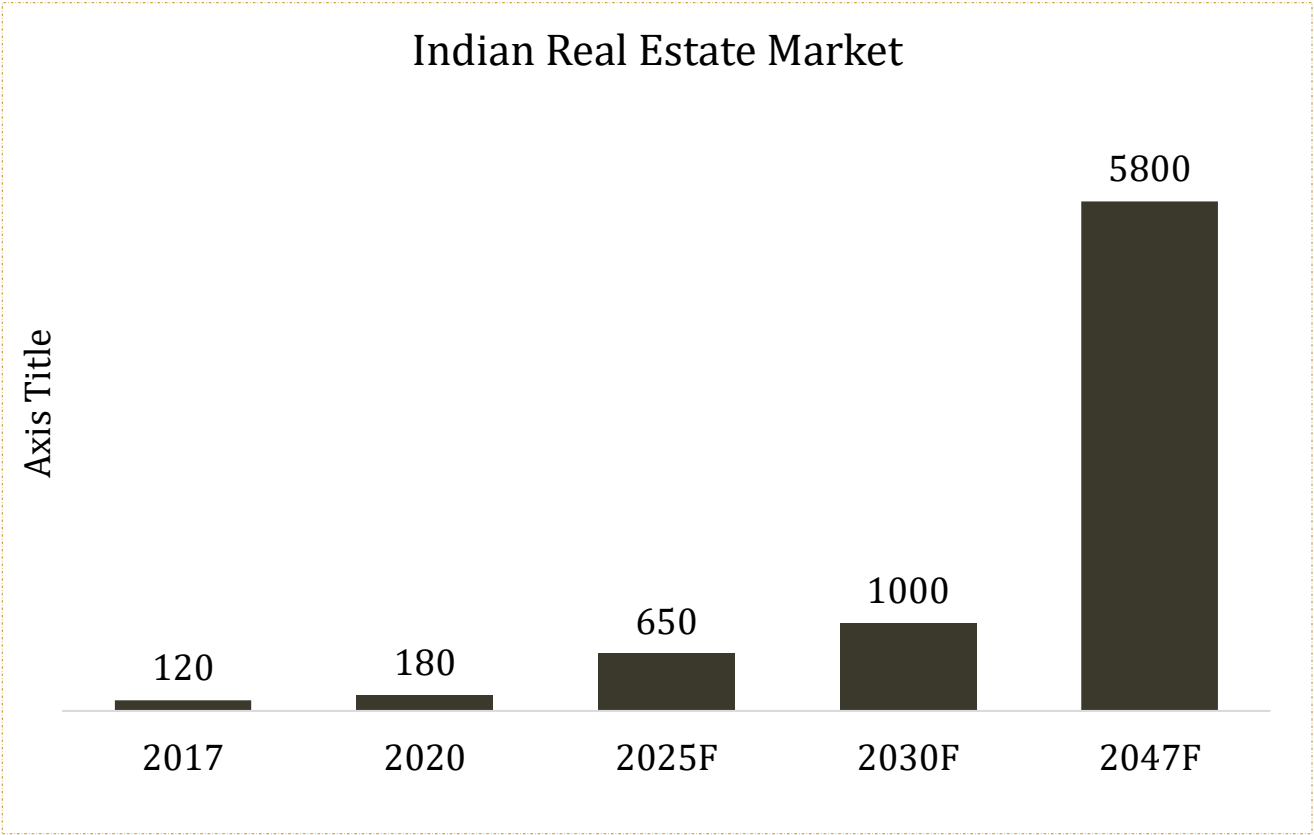


Pro FX Tech is uniquely positioned to capitalize on these trends through its integrated business model; **exclusive distribution of global AV brands, custom home-automation and theatre solutions, and turnkey corporate AV integration**, bridging India's growing demand for premium, connected audio-visual experiences across every customer segment.

Real-Estate Expansion → Untapped AV & Smart-Home Demand



- **India’s real estate sector** is projected to reach US\$1 trillion by 2030, up from around US\$200 billion in 2021, contributing nearly 13% to the country’s GDP.
- **Commercial real estate** is witnessing strong growth, expected to expand to US\$213 billion by 2030, registering a CAGR of about 21.5%.
- **Luxury housing sales are surging** - homes priced above ₹4 crore have risen over 50% year-on-year in major metro markets, creating strong demand for premium automation and entertainment systems.
- **Smart-township developments** are embedding IoT and digital infrastructure at the construction stage, enabling seamless integration of smart-home and AV technologies.
- **Hospitality and retail infrastructure** are adopting integrated AV and automation for enhanced customer experience, further boosting professional AV deployment.



As real-estate supply surges, each new asset becomes a compelling AV + automation opportunity — a structural tailwind for Pro FX.



- The India Pro AV market is projected to grow from USD 6.5 billion in 2025 to USD 17.3 billion by 2031, registering a CAGR of around 12%.

Total untamed opportunity for ProFX: ~Rs. 7,500 crores



High Net Value Product Market is projected to be ~1,500 cr.



Corporate Solutions Market is expected to be ~Rs. 5000 cr.

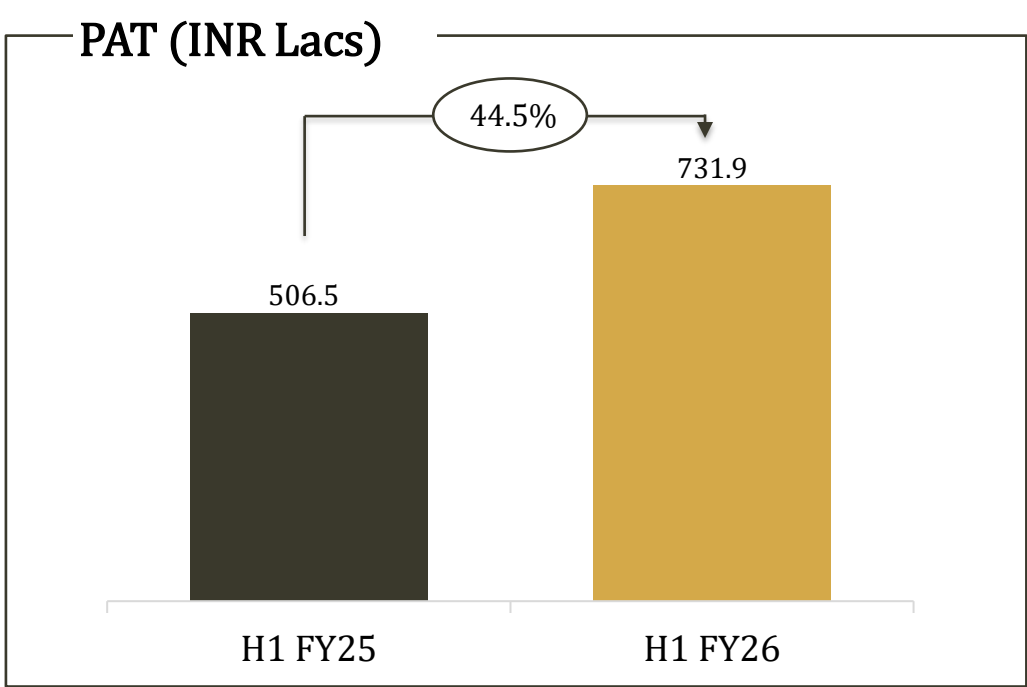
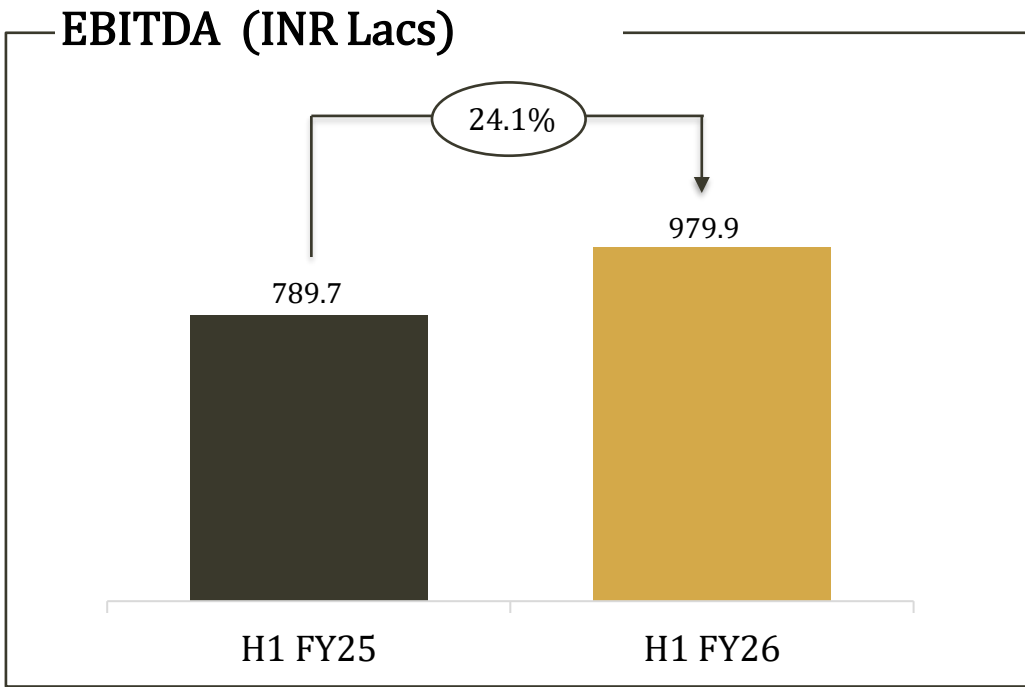
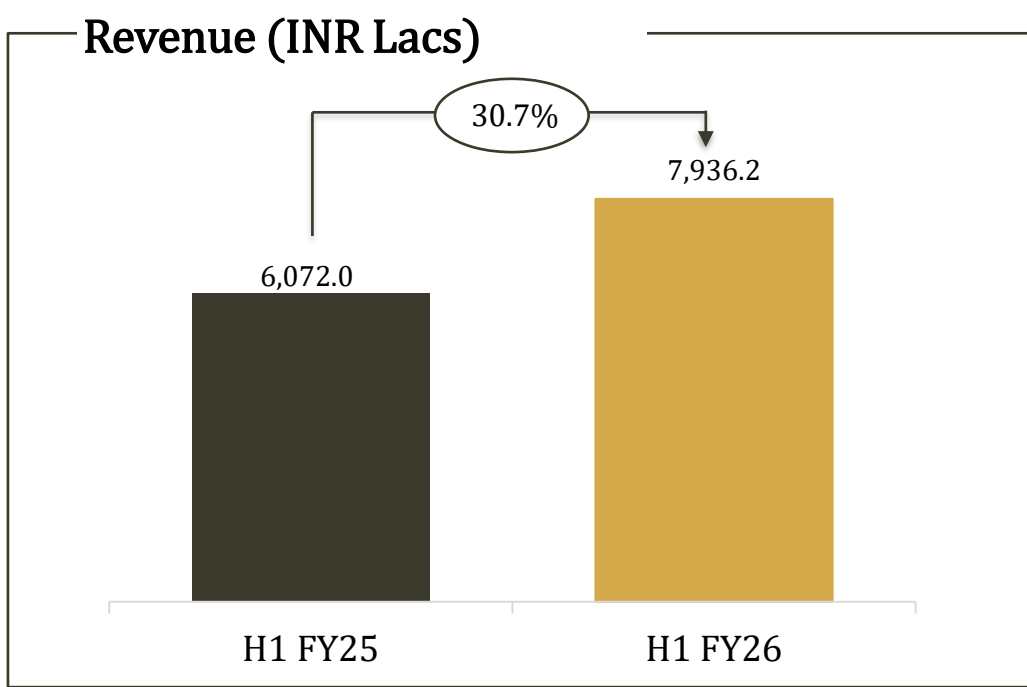


Professional Audio Market is about ~1,000 cr.

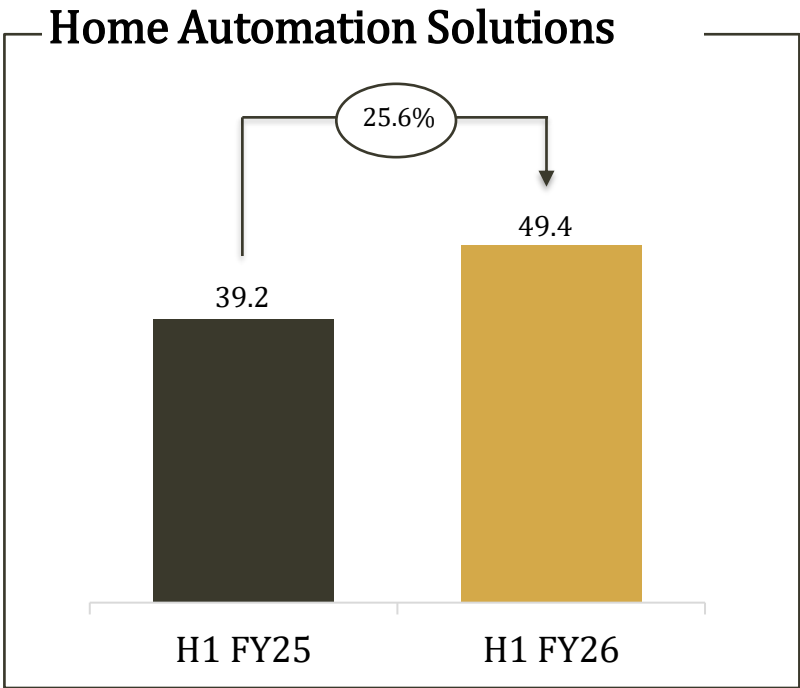
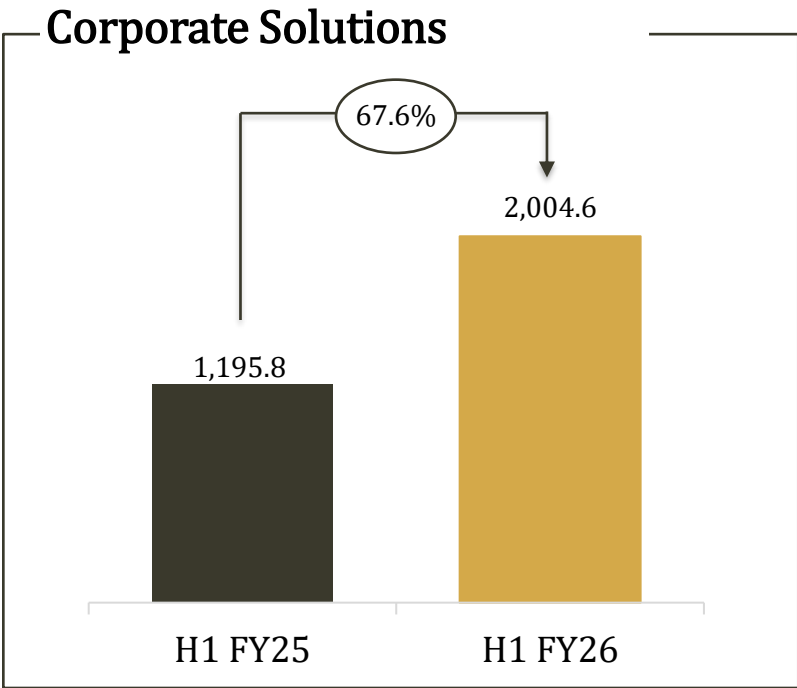
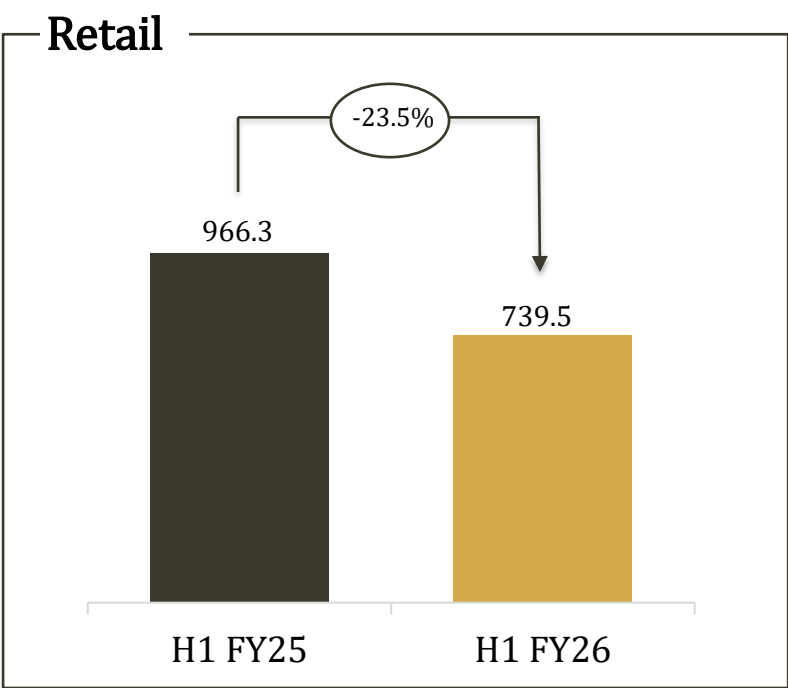
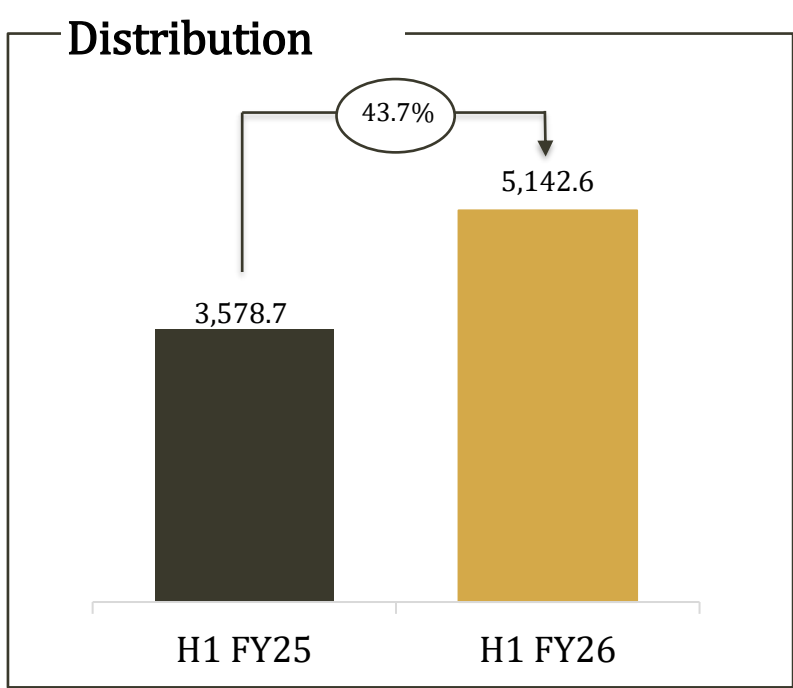


H1 FY26 Financial Performance

Half Yearly Performance Highlights



Segmental Performance (INR Lacs)



Consolidated Income Statement



Particulars (Rs. Lacs)	H1 FY26	H1 FY25	Y-o-Y	FY25	FY24	Y-o-Y
Revenue from Operations	7,936.2	6,072.0	30.7%	12,937.5	11,047.7	17.1%
Purchases of stock-in-trade	6,304.2	4,342.5		10,544.3	7,692.6	
Changes in inventories of stock-in-trade	-600.3	-156.3		-1,492.8	82.9	
Employee benefits expense	626.3	559.7		1,005.3	833.4	
Other Expenses	626.1	536.4		1,149.5	930.5	
EBITDA	979.9	789.7	24.1%	1,731.3	1,508.4	14.8%
EBITDA Margin (%)	12.3%	13.0%	-70 bps	13.4%	13.7%	-30 bps
Other Income	4.8	29.1		67.9	46.5	
Depreciation and amortisation	23.0	36.2		72.4	164.2	
EBIT	961.7	782.5	22.9%	1,726.8	1,390.7	24.2%
EBIT Margin (%)	12.1%	12.9%	-80 bps	13.3%	12.6%	70 bps
Finance Cost	9.7	50.6		71.9	69.2	
Profit before Tax	951.9	731.9	30.1%	1,655.0	1,321.6	25.2%
Tax	220.1	225.4		430.6	336.4	
Profit After Tax	731.9	506.5	44.5%	1,224.4	985.2	24.3%
PAT Margin (%)	9.2%	8.3%	90 bps	9.5%	8.9%	60 bps

Consolidated Balance Sheet



Assets (Rs. Las)	Mar-25	Sep-25
Non - Current Assets		
Property, plant and equipment	74.0	69.8
Right-of-use assets	6.1	1.5
Intangible assets	3.3	10.0
Financial assets		
i) Loan	25.9	38.7
ii) Other financial assets	73.6	90.5
Deferred tax assets (net)	150.8	165.1
Other non-current assets	30.4	49.9
Total Non - Current Assets	364.2	425.5
Current Assets		
Inventories	2,984.0	3,940.9
Financial assets		
i) Trade receivables	2,103.6	2,769.2
ii) Cash and cash equivalents	528.8	3,005.7
iii) Bank balance other than above	211.0	136.0
iv) Loan	18.6	20.0
Other current assets	377.2	287.9
Total Current Assets	6,223.2	10,159.6
Total Assets	6,587.3	10,585.1

Equity and Liabilities (Rs. Lacs)	Mar-25	Sep-25
Shareholders Funds		
Equity share capital	1,287.2	1,750.4
Reserve & Surplus	2,404.6	6,353.5
Total Equity	3,691.7	8,103.8
Non - Current Liabilities		
Financial liabilities		
i) Borrowings	69.8	-1.4
ii) Lease liabilities	0.3	1.8
Provision	207.3	250.8
Total Non - Current Liabilities	277.4	251.2
Current Liabilities		
Financial liabilities		
i) Borrowings	134.8	-
ii) Lease liabilities	8.4	-
iii) Trade payables		
a) Total Outstanding dues of Micro & Small Enterprises	-	-
b) Total Outstanding dues Creditors other than Micro & Small Enterprises	1,486.4	1,411.8
vi) Other financial liabilities	2.3	-
Other current liabilities	527.3	434.3
Provisions	237.9	168.4
Current tax liabilities (net)	221.1	215.6
Total Current Liabilities	2,618.2	2,230.1
Total Equity and Liabilities	6,587.3	10,585.1

Consolidated Cashflow Statement

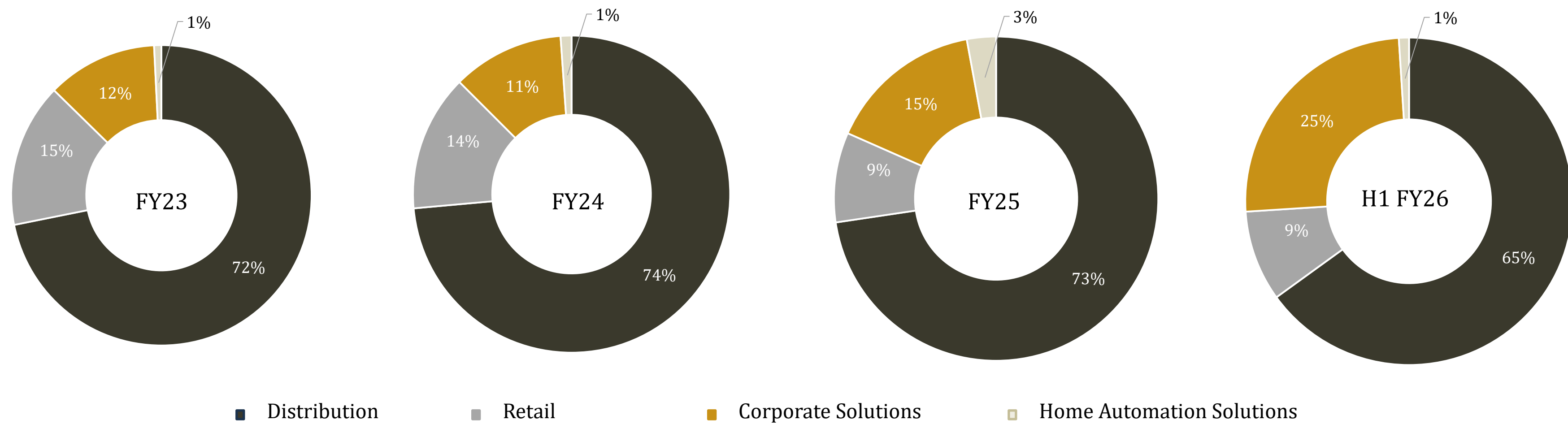


Particulars (Rs. Lacs)	Mar-25	Sep-25
Cash Flow from Operating Activities		
Profit before Tax	1,655.0	951.9
Adjustment for Non-Operating Items	115.3	29.1
Operating Profit before Working Capital Changes	1,770.3	981.0
Changes in Working Capital	-1,122.4	-1,785.9
Cash Generated/Used from Operations	647.9	-805.0
Less: Direct Taxes paid	-339.3	-237.0
Net Cash from Operating Activities	308.6	-1,042.0
Cash Flow from Investing Activities	-67.0	57.4
Cash Flow from Financing Activities	-284.1	3,461.6
Net Increase/(Decrease) in Cash and Cash equivalents	-42.6	2,477.0



Historical Financial Performance

Segmental Revenue Bifurcation

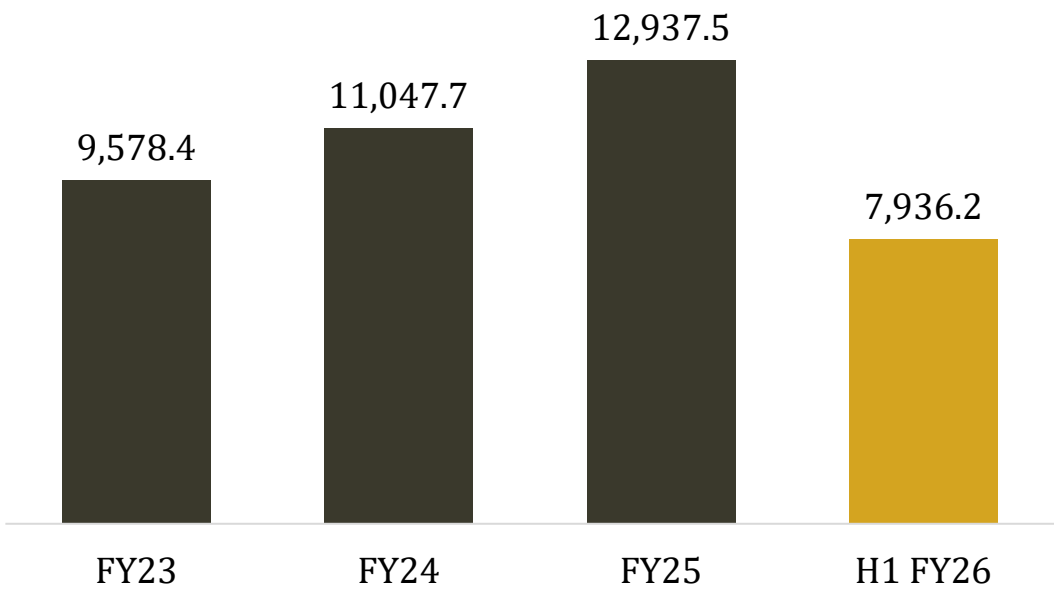


Historical Financials

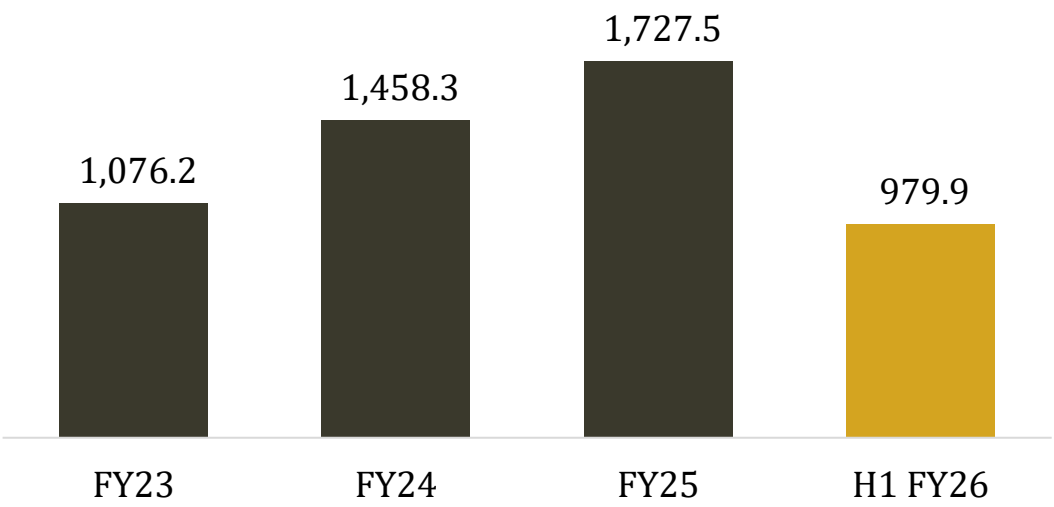


Rs. In Lakhs

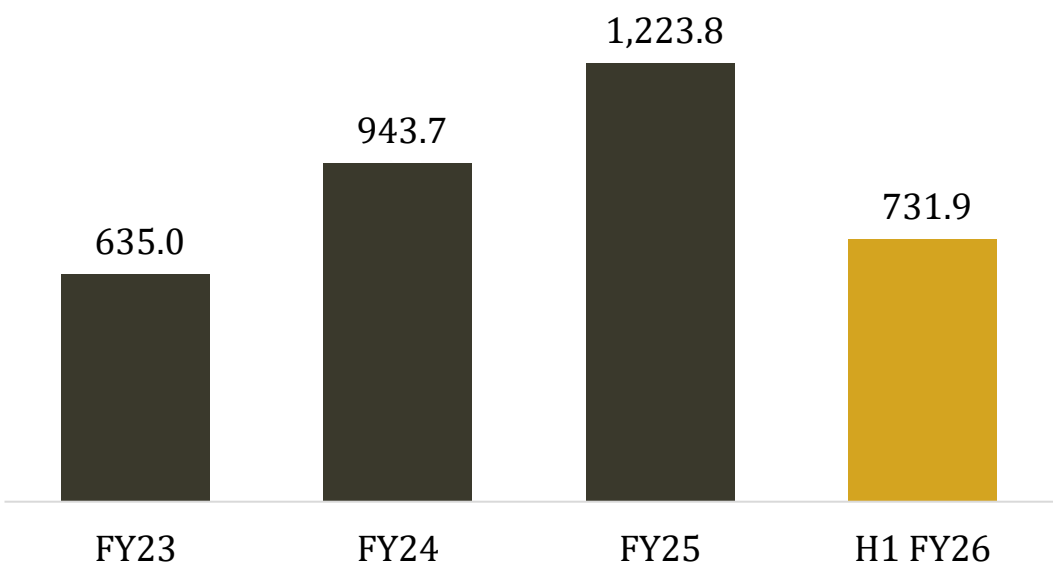
Revenue from Operations



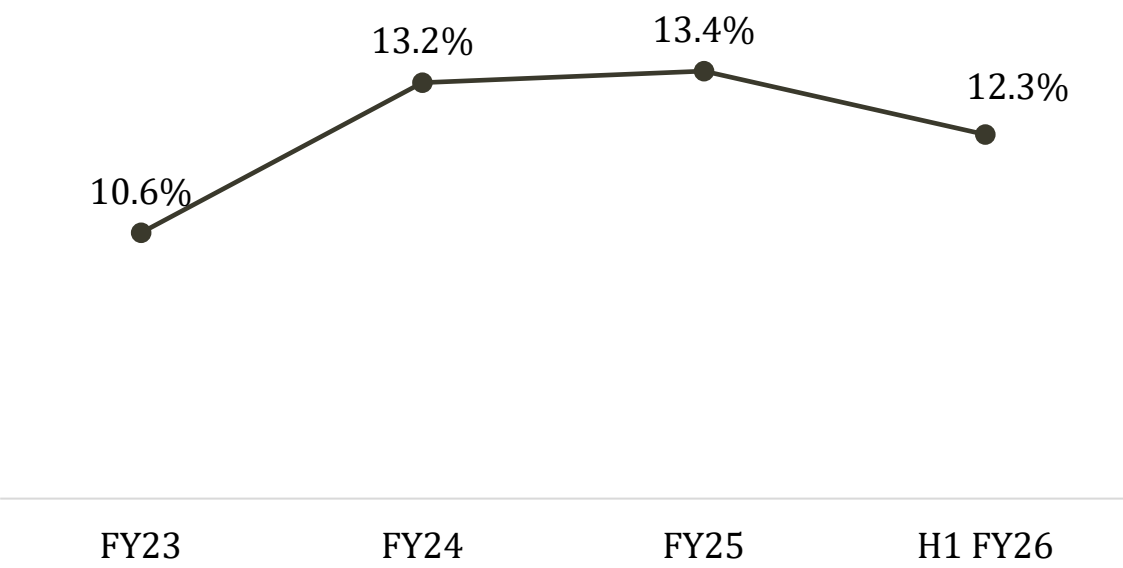
EBITDA



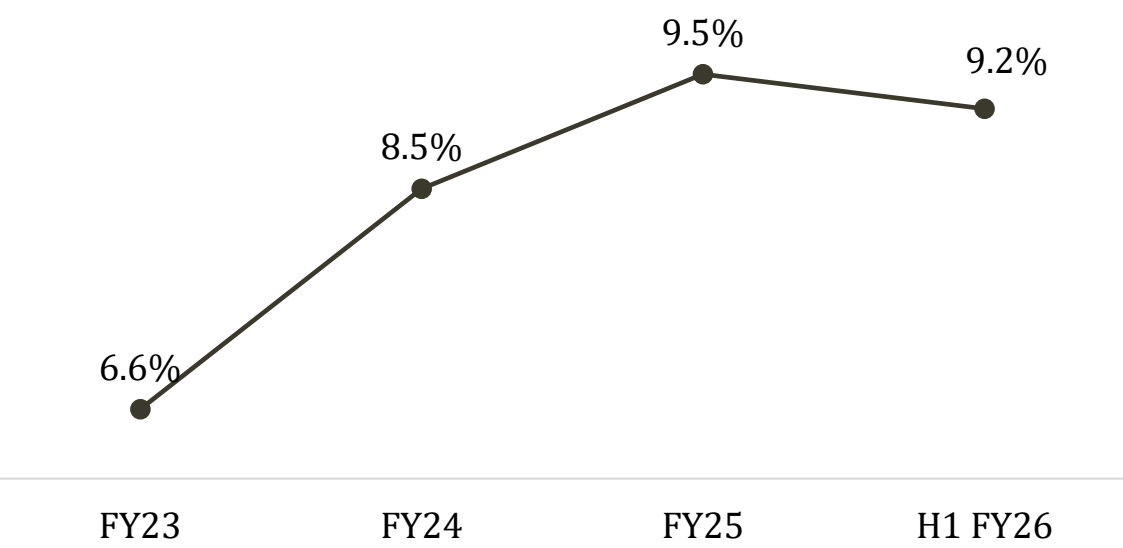
PAT



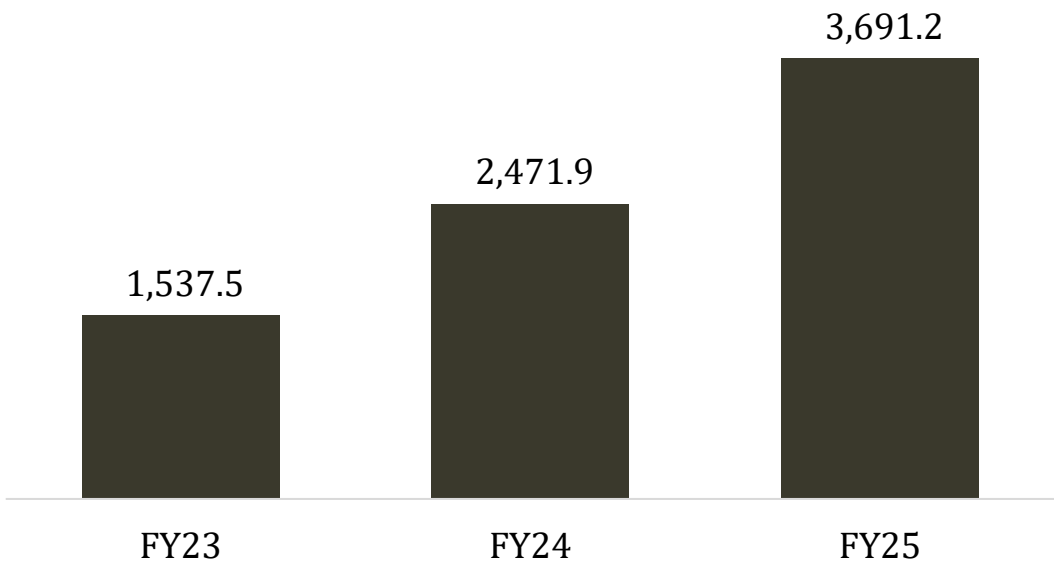
EBITDA Margins



PAT Margins



Net Worth



Consolidated Income Statement



Particulars (Rs. Lacs)	FY23	FY24	FY25	H1 FY26
Revenue from Operations	9,578.4	11,047.7	12,937.5	7,936.2
Purchases of stock-in-trade	7,548.8	7,692.6	10,544.3	6,304.2
Changes in inventories of stock-in-trade	-800.1	82.9	-1,492.8	-600.3
Employee benefits expense	802.9	833.4	1,005.3	626.3
Other Expenses	998.1	980.6	1,149.5	626.1
EBITDA	1,028.7	1,458.3	1,731.3	979.9
EBITDA Margin (%)	10.7%	13.2%	13.4%	12.3%
Other Income	47.6	46.5	67.9	4.8
Depreciation and amortisation	171.5	164.3	72.4	23.0
EBIT	904.7	1,340.5	1,726.8	961.7
EBIT Margin (%)	9.5%	12.1%	13.3%	12.1%
Finance Cost	48.2	69.7	71.9	9.7
Profit before Tax	856.5	1270.9	1,655.0	951.9
Tax	221.6	327.2	431.1	220.1
Profit After Tax	635.0	943.7	1,223.9	731.9
PAT Margin (%)	6.6%	8.5%	9.5%	9.2%

Consolidated Balance Sheet



Assets (Rs. Lacs)	Mar-23	Mar-24	Mar-25	Sep-25
Non - Current Assets				
a) Property, plant and equipment	198.7	88.6	74.0	69.8
b) Right-of-use assets	69.6	33.4	6.1	1.5
c) Intangible assets	1.6	3.2	3.3	10.0
d) Financial assets				
i) Loan	19.4	28.3	25.9	38.7
ii) Other financial assets	47.9	48.4	73.6	90.5
e) Deferred tax assets (net)	125.6	139.8	150.8	165.1
f) Other non-current assets	34.3	32.1	30.4	49.9
Total Non - Current Assets	497.1	373.8	364.2	425.5
Current Assets				
a) Inventories	1574.03	1,491.1	2,984.0	3,940.9
b) Financial assets				
i) Trade receivables	1,171.3	1,895.0	2,103.6	2,769.2
ii) Cash and cash equivalents	278.2	571.4	528.8	3,005.7
iii) Bank balance other than above	146.4	157.3	211.0	136.0
iv) Loan	12.9	13.8	18.6	20.0
c) Other current assets	69.9	138.4	377.2	287.9
Total Current Assets	3,252.8	4,266.9	6,223.2	10,159.6
Total Assets	3,749.9	4,640.7	6,587.3	10,585.1

Equity and Liabilities (Rs. Lacs)	Mar-23	Mar-24	Mar-25	Sep-25
Shareholders Funds				
Equity share capital	1.4	1,287.2	1,287.2	1,750.4
Reserve & Surplus	1536.0	1,184.7	2,404.6	6,353.5
Total Equity	1537.5	2,471.9	3,691.7	8,103.8
Non - Current Liabilities				
Financial liabilities				
i) Borrowings	45.0	236.9	69.8	-1.4
ii) Lease liabilities	42.3	5.6	0.3	1.8
Provision	193.7	198.8	207.3	250.8
Total Non - Current Liabilities	281.1	441.3	277.4	251.2
Current Liabilities				
Financial liabilities				
i) Borrowings	17.1	145.6	134.8	-
ii) Lease liabilities	38.5	36.7	8.4	-
iii) Trade payables				
a) Total Outstanding dues of Micro & Small Enterprises	-	-	-	-
b) Total Outstanding dues Creditors other than Micro & Small Enterprises	1085.9	705.2	1,486.4	1,411.8
vi) Other financial liabilities	0.8	4.3	2.3	-
Other current liabilities	424.3	502.3	527.3	434.3
Provisions	179.3	203.0	237.9	168.4
Current tax liabilities (net)	185.6	130.4	221.1	215.6
Total Current Liabilities	1931.4	1,727.5	2,618.2	2,230.1
Total Equity and Liabilities	3749.9	4,640.7	6,587.3	10,585.1

Consolidated Cashflow Statement



Particulars (Rs. Lacs)	Mar-23	Mar-24	Mar-25	Sep-25
Cash Flow from Operating Activities				
Profit before Tax	856.5	1,270.9	1,655.0	951.9
Adjustment for Non-Operating Items	298.9	230.8	115.3	29.1
Operating Profit before Working Capital Changes	1,155.4	1,501.6	1,770.3	981.0
Changes in Working Capital	-1,143.5	-1,020.6	-1,122.4	-1,785.9
Cash Generated/Used from Operations	11.9	481.0	647.9	-805.0
Less: Direct Taxes paid	169.0	393.5	-339.3	-237.0
Net Cash from Operating Activities	-157.1	87.5	308.6	-1,042.0
Cash Flow from Investing Activities	-21.5	-29.9	-67.0	57.4
Cash Flow from Financing Activities	-171.2	235.5	-284.1	3,461.6
Net Increase/(Decrease) in Cash and Cash equivalents	-349.8	293.1	-42.6	2,477.0

◀ Thank You

Company



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