



PRO FX Tech Limited
(Formerly PRO FX Tech Private Limited)

Corporate Office

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CIN : L51500KA2006PLC040879
11th August 2026

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 – Q1 FY27**

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: profx.com

Kindly take the aforesaid information on record.

Thank you.

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

MANMOHAN GANESH
Digitally signed by
MANMOHAN GANESH
Date: 2026.08.11
15:29:10 +05'30'

Manmohan Ganesh
Managing Director
DIN:00886018

PRO FX Tech Ltd

Investor Presentation- August 2026

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A vertical decorative image on the left side of the slide showing a modern interior with dark wood slat walls, a large vertical speaker, and a horizontal speaker. Three overlapping yellow circles are positioned near the top of the image.

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01. Quarterly Financial Performance

02. Company Overview

03. Industry Overview

04. Strategic Overview

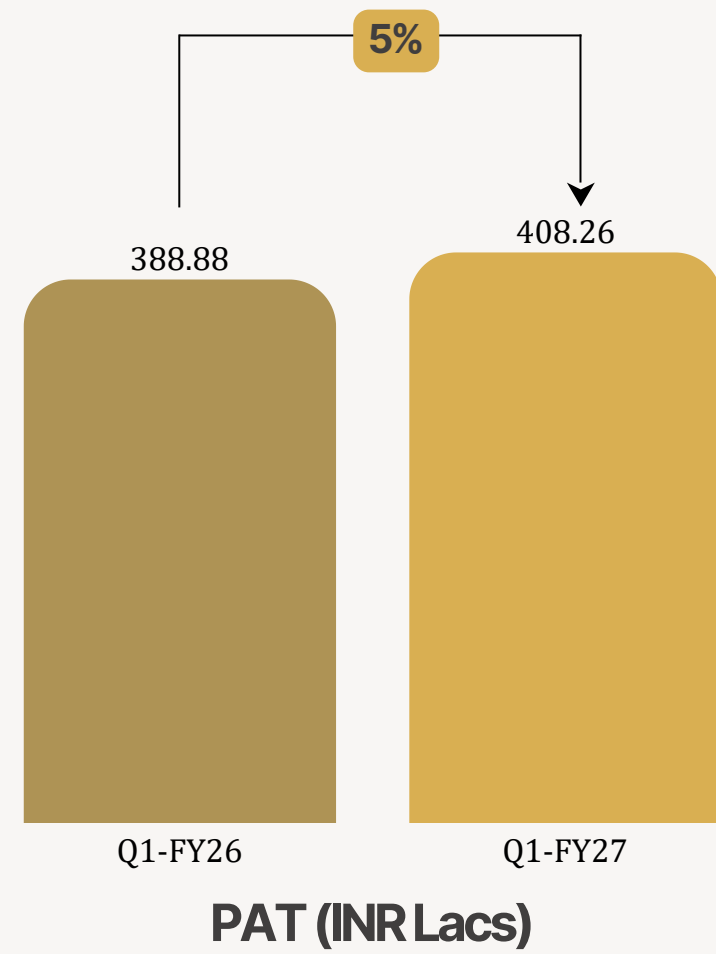
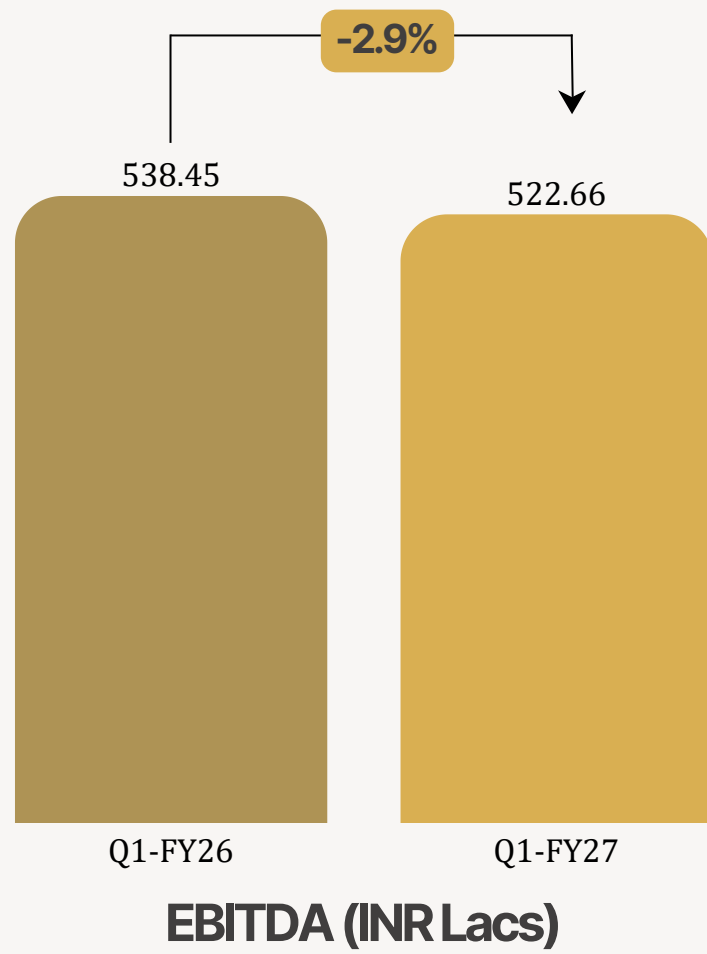
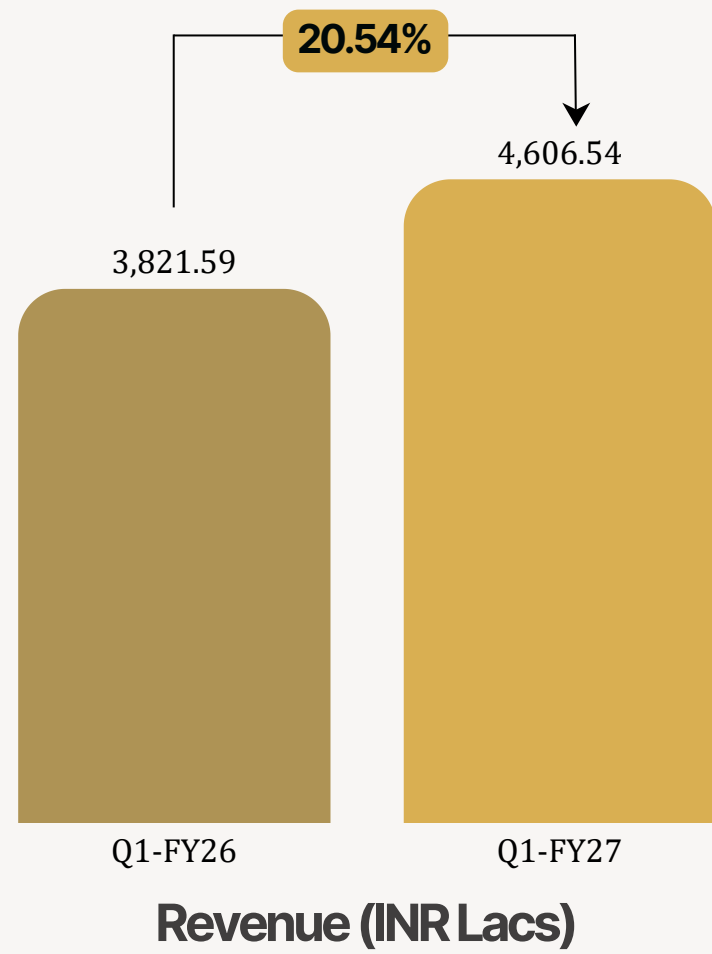
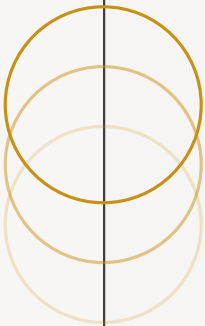
05. Historical Financial Performance

Quarterly

Financial Performance

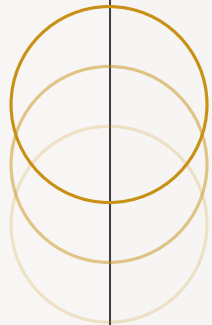


Quarterly Performance Highlights



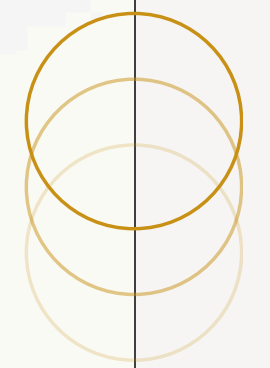
Quarterly Income Statement

Particulars (INR Lacs)	Q1 FY27	Q1 FY26	YoY	Q4 FY26	Q-o-Q	FY26	FY25	YoY
Revenue from Operations	4606.5	3821.6	20.5%	4970.1	-7.3%	17672.8	12937.5	36.6%
Purchase stock-in-trade	3420.4	2714.6		3398.0		14071.2	10544.2	
COGS	0.0	0.0		0.0		-1206.2	-1492.8	
Employee Expenses	369.9	336.6		378.6		1304.1	1019.1	
Other Expenses	293.6	232.4		418.1		1477.3	1158.9	
EBITDA	522.7	538.0	-2.90%	775.4	-32.6%	2026.4	1708.1	18.6%
EBITDA Margin (%)	11.3%	14.1%		15.60%		11.50%	13.2%	
Other Income	31.1	0.4		99.1		104.4	82.9	
Depreciation	6.2	14.0		34.0		64.3	72.4	
EBIT	547.6	524.4	4.4%	840.4	-34.8%	2066.5	1718.6	20.2%
EBIT Margin (%)	11.9%	13.7%		16.9%		11.7%	13.3%	
Finance Cost	2.7	5.2		18.3		53.5	71.9	
Profit before Tax	544.8	519.2	4.9%	822.1	-33.7%	2013.0	1646.7	22.2%
Tax	136.55	130.34		209.74		495.96	420.3	
Profit After Tax	408.3	388.9	5.0%	612.3	-33.3%	1517.1	1226.4	23.7%
PAT Margin (%)	8.9%	10.2%		12.3%		8.6%	9.5%	





Company Overview



Company Snapshot



Note: All numbers are as of FY26

Introduction

- 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.
- Operates across three segments- Distribution (B2B), Home Automation Solutions, and Corporate Solutions- delivering end-to-end AV integration from design and supply to installation and after-sales support.
- Represents globally renowned brands including Denon, Polk Audio, KEF, and JBL, spanning speakers, amplifiers, automation systems, and accessories.
- Headquartered in Bengaluru, with a nationwide presence comprising showrooms, regional offices, and an extensive dealer network across key Indian cities.
- Led by Mr. Manmohan Ganesh, Chairman & Managing Director, with over two decades of expertise in the audio-video and consumer electronics industry.



Our Business Segments



Corporate Solutions



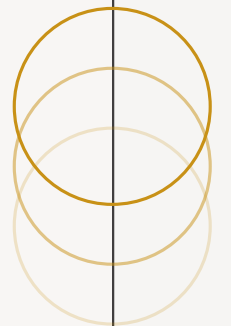
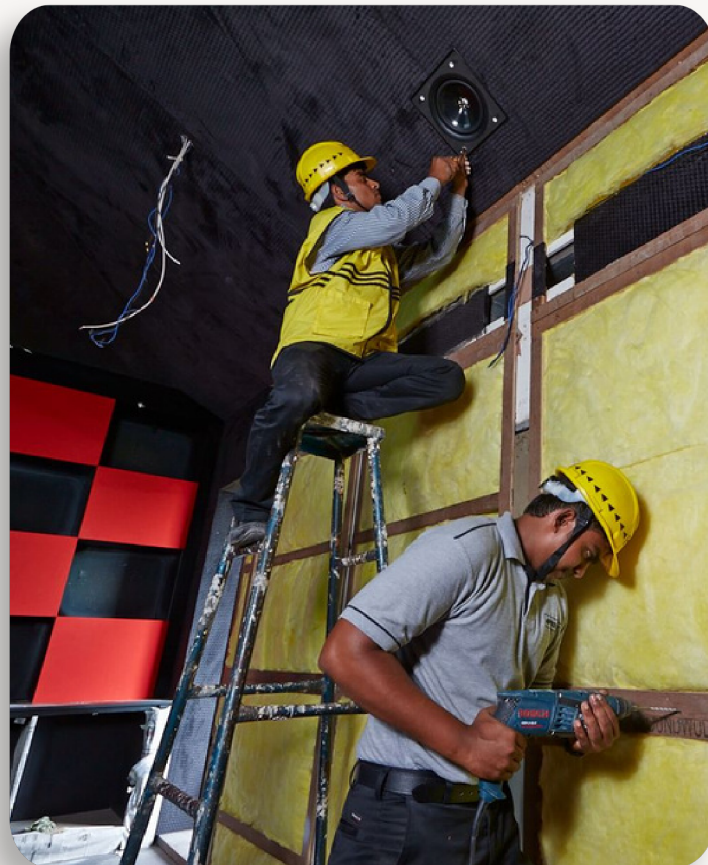
Distribution



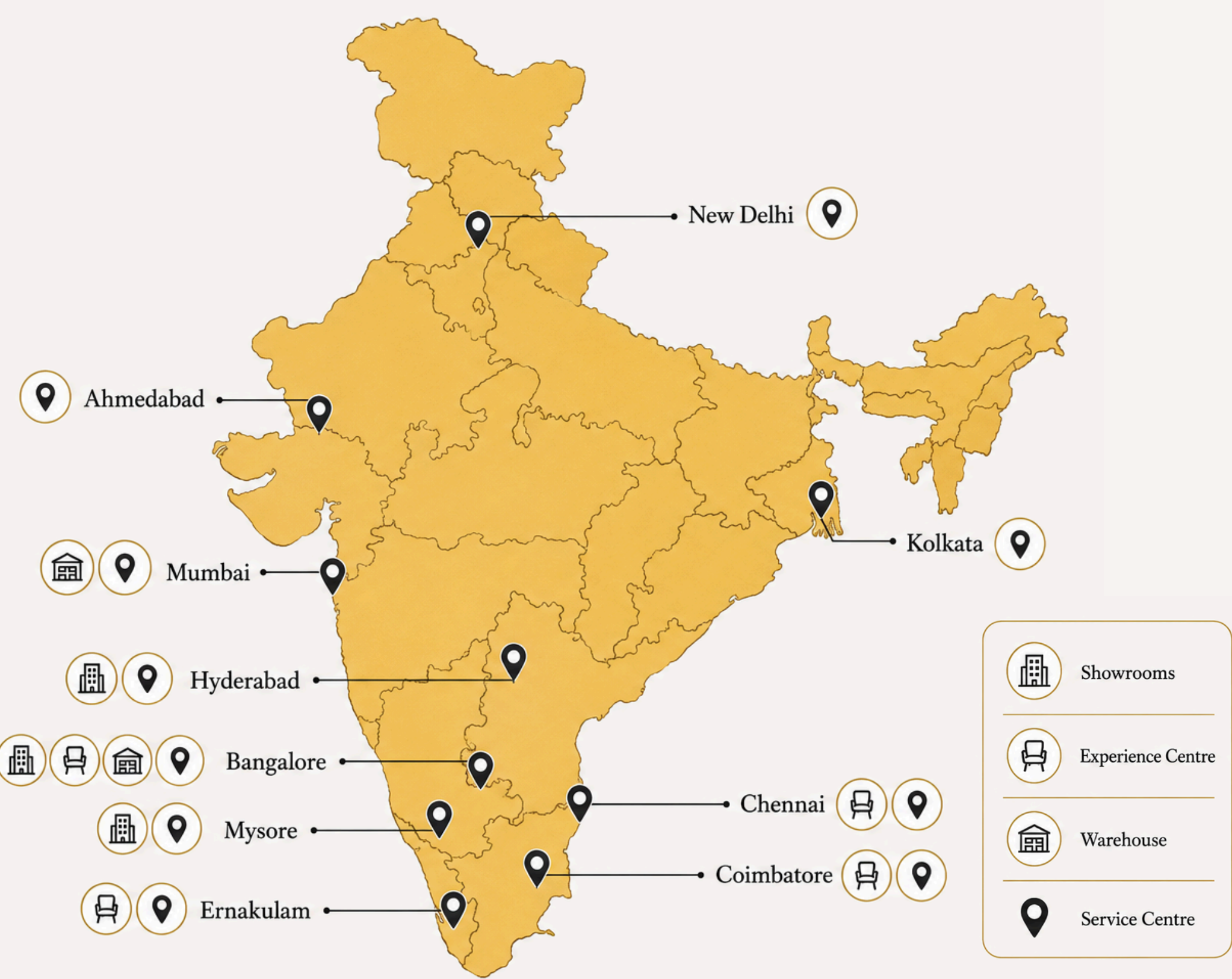
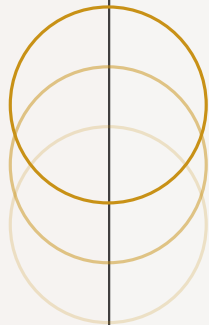
Home Theatre &
Automation Solutions

Installation Process

- **Unmatched Industry Capability:** India's only AV company with a robust service infrastructure backed by deep engineering expertise and advanced acoustics experience.
- **End-to-End Execution by In-House Experts:** Complete design, wiring, installation, calibration, and commissioning handled by PRO FX's trained in-house team with no external contractors involved.
- **Engineering-Led Precision:** Meticulous planning of cable routing, equipment placement, and acoustic treatment ensures superior performance and long-term reliability.
- **Seamless Coordination with Architects & Interior Designers:** PRO FX works closely with architects, interior designers, and project teams to integrate AV and automation seamlessly into the overall design vision.



Geographical Presence



15000+ Satisfied Clients

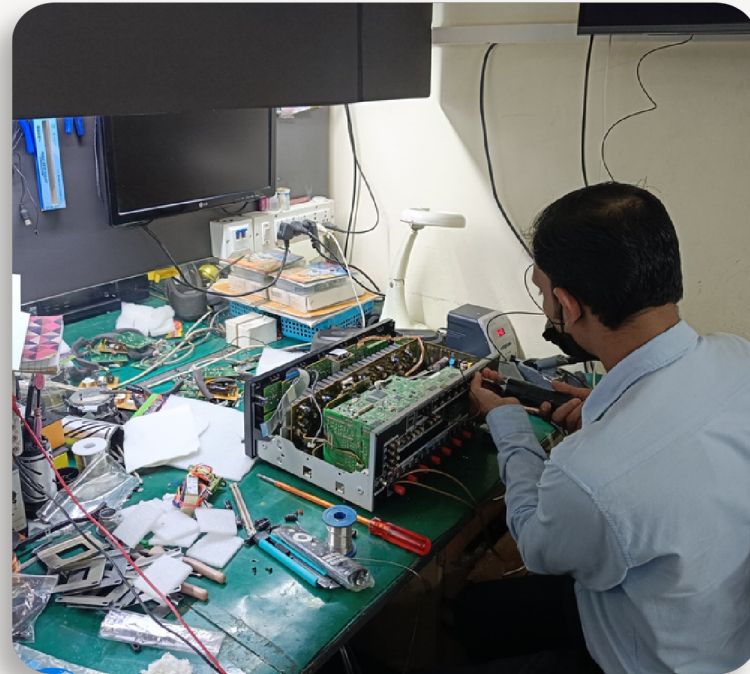
850+ Dealer Network

31 Service Centres

7 Showrooms/ Experience Centres

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.

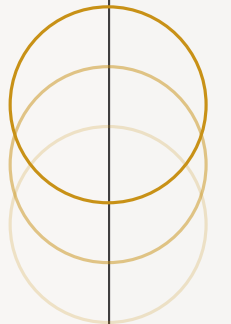


- The company operates a robust network of 31 service centers across India.
- The company provides comprehensive after-sales services, covering installation, connectivity, programming, and maintenance.
- Focused on the premium and luxury product segments, the company ensures high service quality and reliability.
- A skilled team of technicians upholds stringent performance standards, enhancing customer satisfaction and brand trust.

Showrooms & Experience Centres



- The company operates a total of 7 showroom/ 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.



Partnered Brands

DENON

KEF

CHORD[®]
COMPANY

polk

HEGEL[®]
MUSIC SYSTEMS

D.
DEFINITIVE TECHNOLOGY

JBL

THEORY
THEORY AUDIO DESIGN

REVEL[®]
by HARMAN

FENEX[®]

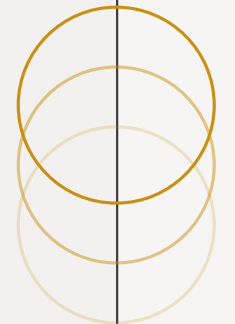
SONODYNE[®]

PRISM

CREST
AUDIO[®]

Nakumatone
invisible loudspeakers

PRO⁾⁾⁾
PROAUDIOTECHNOLOGY



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 centers allow customers to engage directly with high-end audio and automation technologies.

COLLABORATIVE ECOSYSTEM OUTREACH

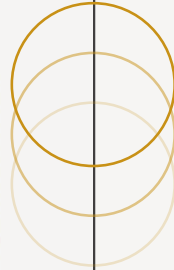
Strategic partnerships with architects, interior designers, and consultants to expand project-based opportunities and referrals.

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 & 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.



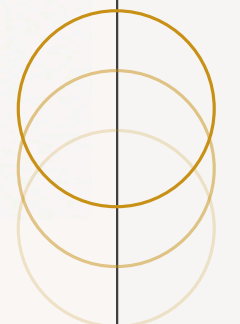
STRONG LEADERSHIP BACKBONE

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.



Strategies

For Sustained Growth

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

02

Diversified Product Portfolio

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

03

Digital-First Transformation

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

04

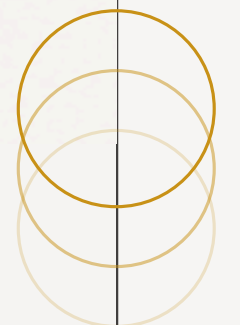
Deepening B2B Engagement

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

05

Operational Modernization

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



Competitive Positioning



Broad Premium Portfolio

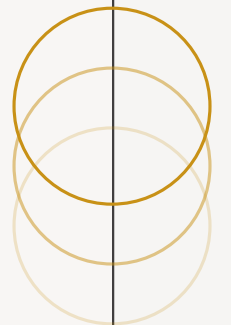
PRO FX distinguishes itself by holding distribution rights for many top AV brands (Denon, KEF, JBL, Polk, etc.) along with partnerships for Crestron, Lutron, Unilumin. This gives it one-stop-shop status for mid/high-end AV & automation products - a wider range than smaller integrators or single-brand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

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 offer bespoke solutions but with narrower product line; and electronic retailers focus on commodity electronics. PRO FX sits in the high-end of both axes - deep integration/service and broad portfolio.

Local Presence & Brand

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



Thank You

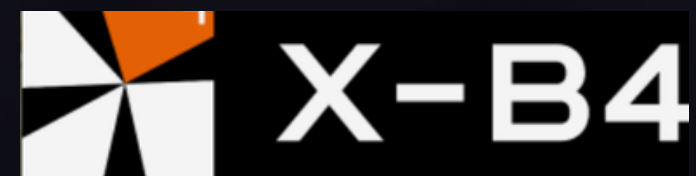
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-Company-



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