

ROCKINGDEALS CIRCULAR ECONOMY LIMITED

(Formerly known as TECHNIX ELECTRONICS LIMITED)

Regd. office: Shop Kh No 424 Basement Ghitorni, Gadaipur, New Delhi, South West, Delhi, DL- 110030

Corp. office: 12/3 Milestone Near Sarai Metro Station, Mathura Road, Faridabad, Haryana-121003

15th November 2024

To,

National Stock Exchange of India Limited
Listing Department
Exchange Plaza, C/1, Block G,
Bandra Kurla Complex, Bandra (E), Mumbai –
400051

Trading Symbol: ROCKINGDCE

Subject: H1 FY 25 Investor Presentation

Pursuant to regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we enclose herewith H1 FY 25 Investor Presentation.

The Investor Presentation will also be available on the website of the Company at www.rdcel.com

This is for your information and record.

Thanking You,
Yours Faithfully

For Rockingdeals Circular Economy Limited

Deepika Digitally signed
by Deepika Dixit
a Dixit Date: 2024.11.15
13:32:08 +05'30'

(Deepika Dixit)

Company Secretary & Compliance officer

ICSI Membership No: ACS61222

Encl: As above

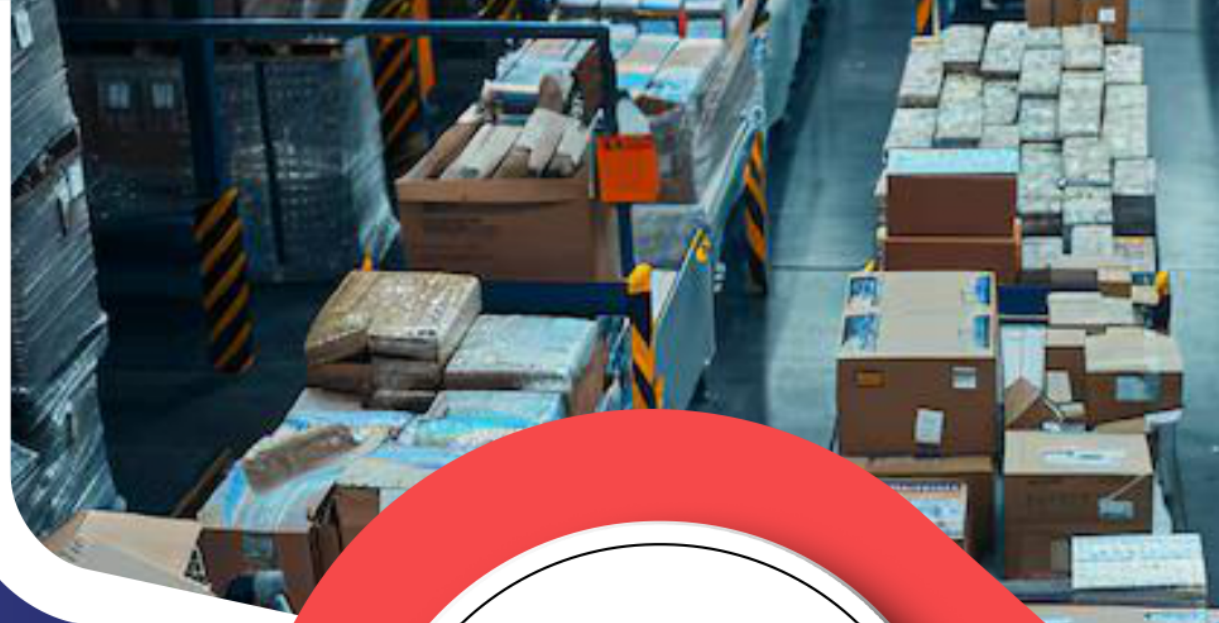




EXTRACTING **VALUE** EXPANDING POSSIBILITIES.

Rocking Deals Circular Economy Limited.

H1 FY25 INVESTOR PRESENTATION



**ROCKING
DEALS**

Mapping the Path from Linear to Circular Economy



Less than 10%
in 2022 and 2023
Circular Economic
Activity



8.6%
of the global economy
is circular



100 billion tonnes
Approx. raw materials
extracted from Earth
annually



90%+
Biodiversity loss comes
from resource extraction
and processing



50 million tonnes
E-waste generated
annually, only 20%
recycled



10%
Produces global
carbon emissions



92 million tonnes
Generates textile
waste annually



\$4.5 trillion
Potential economic
benefits by 2030

Data-driven Circular Economy Outlook

53.17%

Yearly Global
Search Growth

7.50%

Industry Growth in
the last year

Over 9,200

Funding Rounds

41,000+

Patents

USD 37 million

Average Investment
per Round

Over USD 3 billion

Top Investor Contributions
combined

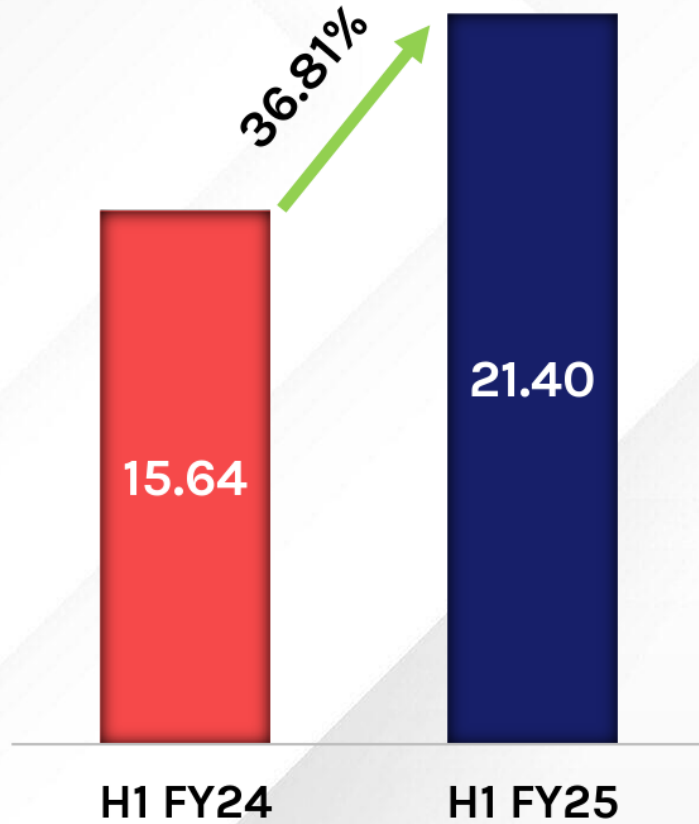
Source: [startus-insights](#), [wikipedia](#)



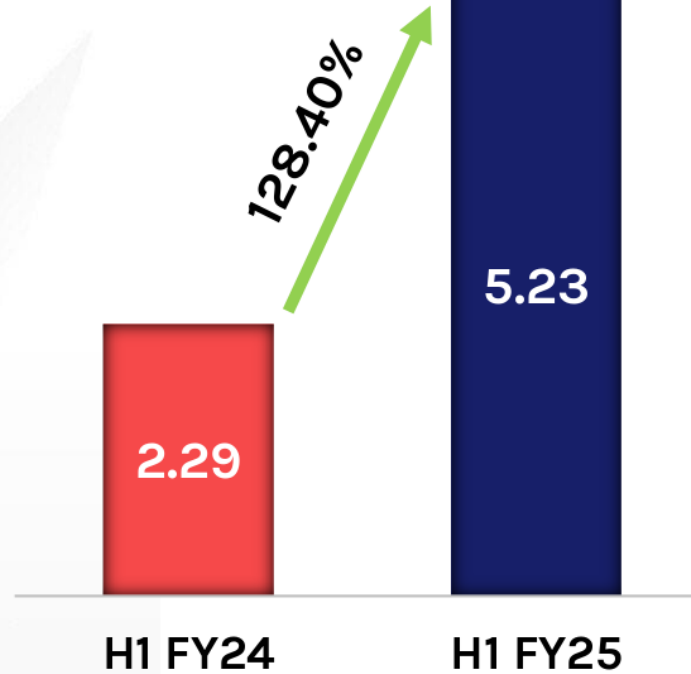


H1 FY25 FINANCIAL HIGHLIGHTS

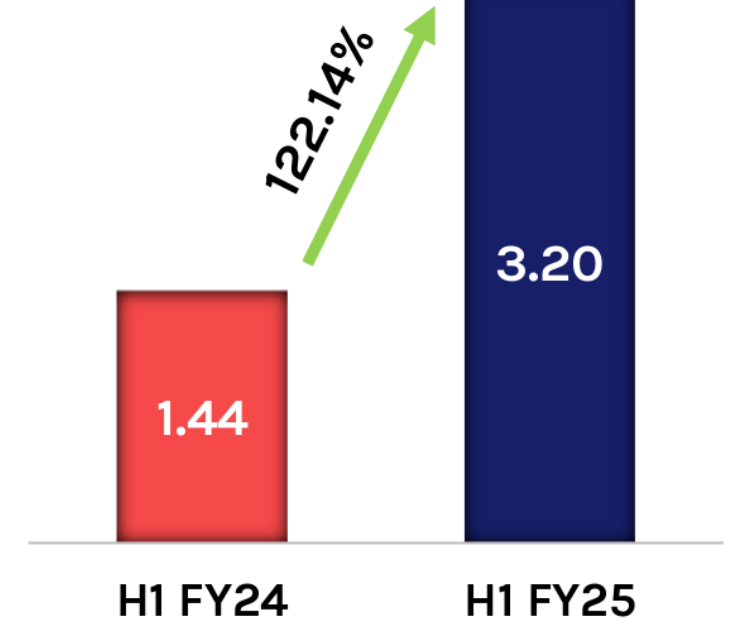
Total Income



EBITDA



PAT



(In ₹ crore except %)

Revenue Composition

(In ₹ Cr)

Particulars	H1 FY25	H1 FY24	Y-o-Y Growth
Total Income	21.40	15.64	36.81%
Total Expenditure	16.17	13.35	
EBIDTA	5.23	2.29	128.40%
EBIDTA(%)	24.45%	14.64%	980 Bps
PBT	4.32	1.94	122.61%
PAT	3.20	1.44	122.14%
PATM(%)	14.93%	9.20%	573 Bps
EPS(₹)	5.65	3.87	45.99%



Company Overview



Rocking Deals Circular Economy Limited

Established in 2002, **Rockingdeals Circular Economy Limited** is a leading Indian B2B recommerce company specializing in excess inventory management and sustainable procurement solutions.

The company serves as a sophisticated bridge between premium brands and value-conscious buyers, specializing in bulk trading of excess inventory, open-box inventory management, refurbished product distribution, and sustainable procurement solutions.

In promoting circular economy principles, Rockingdeals plays a crucial role by extending product lifecycles, reducing electronic waste, offering sustainable procurement alternatives, and creating value through recommerce.

Key Facts & Figures



Timeline of Milestones

Started business with
Tata Indicom,
Blackberry, Micromax
and CDMA Mobiles

2005

2007

Became the DSA
for TATA Sky

2012

- Bags its first excess inventory deal from ZTE
- Launched customer returns inventory liquidation for Flipkart & executed the first lot
- Bagged orders for Sony refurbished products

2014

Started distribution for
Huawei,MTS, IDEA,
Blackberry, TATA
Indicom, Lenovo,
Micromax & Aircel

2015-
2016

- 100% inventory purchases across all categories of LetsBuy
- Becomes a pioneer in e-comm flash sales and exclusive agreement with Shopclues to sell refurbished category Xiaomi & Amazon (selling side) & buy-back agreements

2017

- Process-driven SOP checks less than 2% defect ratio
- Agreement with redmi for their customer returns

2019-
2021

- Exclusive warehouse agreement with Flipkart
- Agreement with Flipkart to refurbish and supply to 2Gud across 10 different categories

2022

Tie-ups with renowned
brands such as Swiss
Military, Gizmore, and
Salora

2023

- Got listed on NSE SME
- Exclusive tie-up with Shopclues & Snapdeal to sell Excess inventory
- Tie up with Bajaj Electricals for their excess inventory of 3 zones
- Rights for Sketcher, Hindware, Livpure, Marshall , Dyson, Boat
- Excess inventory for Micromax

Certifications & Awards



Preferred Distributor Certificate- For Preferred Distributor In Gold Category



Extra Mile Award- For Outstanding Performance In 2018



Certificate Of Appreciation- For Outstanding Performance



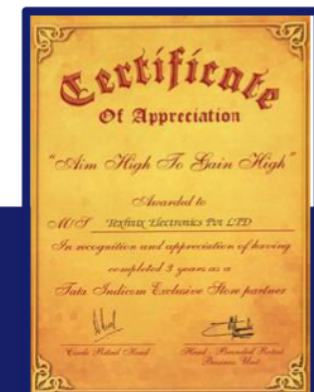
Franchise India 2018 Opportunity India Summit - Appreciation Certificate To Mr. Yuvraj Aman Singh



Certificate Of Appreciation- For Technix Stellar Efforts

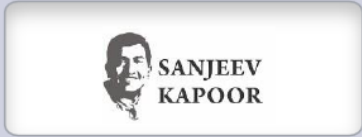


Seller Excellence Platinum Award By Snapdeal.



Certificate Of Appreciation- For Exclusive Partnership With TATA Indicom

OEM Partnerships



Enhanced Exposure: Expanded Partners Post Listing



Leveraging Social Media Platforms

Twitter



Facebook



Instagram



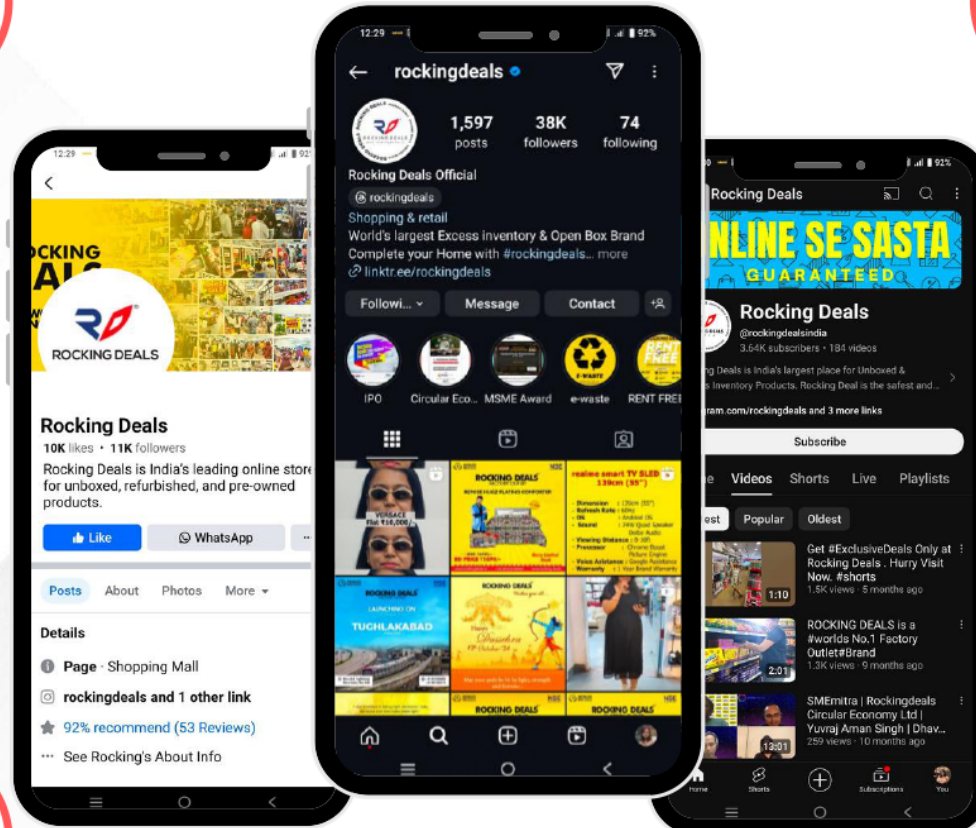
Youtube



Whatsapp

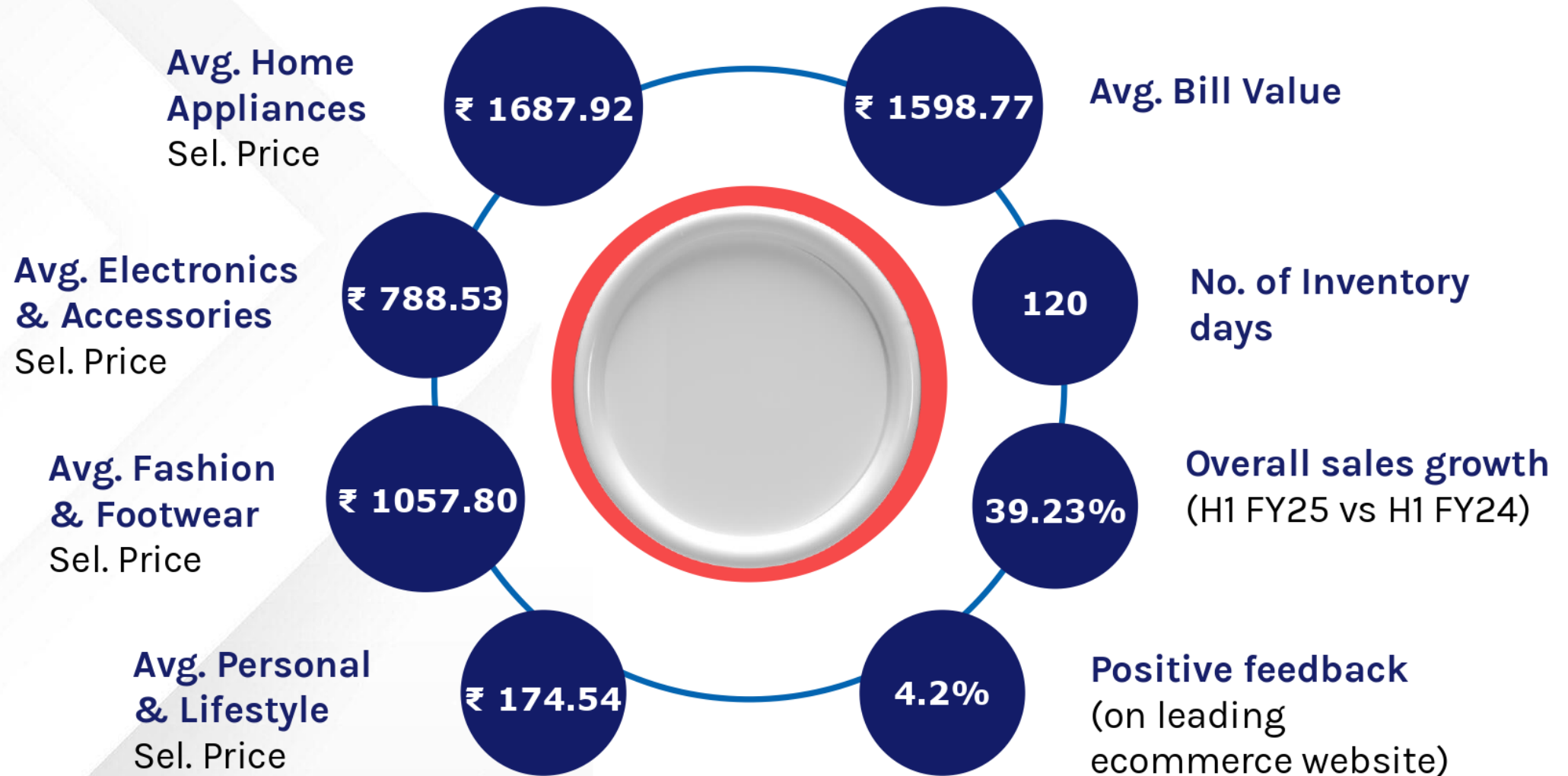


Linkedin





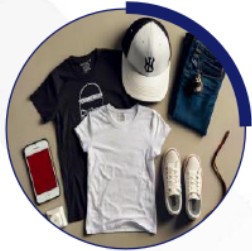
Business Overview



Diversified Market Segments



Small Home Appliances
Non- Electric



Apparels



Footwear



Mobile Accessories



Watches & Smart
Watches



Speakers



Luggage



Sports Goods



Toys



Large Appliances



Furniture



Lighting



Personal Care
Appliances



Beauty & Healthcare



Mobiles



Desktop & Laptops



Books



Groceries
Launching Soon

The company meets diverse consumer needs through its extensive product portfolio, offering a wide range of solutions.

Home Appliances (Large & Small)

Offer an extensive range of premium electrical appliances from leading global and national brands including:

- Premium Brands: Samsung, LG, Panasonic, Bajaj, Morphy Richards, Sony, Livpure, Sanjeev Kapoor
- Consumer Favorites: Havells, Philips, Usha
- Smart Tech: Mi, OnePlus, Realme
- Entertainment: Thomson, Vu
- Home Comfort: Symphony, Luminous
- Kitchen Specialists: Wonder Chef
- Lighting & Electronics: Syska, Eveready



Fashion & Footwear

Feature a curated collection of premium fashion brands with attractive discounts:

- Premium Athletic: Sketchers, Puma, Fab India
- Fashion Forward: Zara, Myntra, Fab India
- Footwear Specialists: Bata, Red Tape



Electronics & Accessories

Provide certified refurbished, open-box, and returned products at substantial discounts:

- Audio Excellence: Boat, JBL, Bose, Sony, Marshall, Gizmore, HP, Sennheiser, Realme and other premium brands
- Mobile Technology: VIVO, MI, OnePlus



Personal & Lifestyle Products

Lifestyle collection features premium products to enhance your daily experiences:

- Accessories: Watches & Jewelry, Designer Eyewear (Frames & Sunglasses)
- Personal Care: Grooming (Trimmers & Shavers), Styling (Hair Straighteners & Irons)
- Travel & Fashion: Premium Backpacks, Lifestyle Essentials



Product Classification and Grading System

"LIKE NEW" (99-100%)

Grade
A

- Condition equivalent to 99-100% of new product
- Includes original packaging and instructions
- Comes with manufacturer's brand warranty
- Appears and functions as new
- No visible wear or damage

"EXCELLENT" (80-90%)

Grade
B

- Equipment in excellent condition (80-90% of original condition)
- Minor cosmetic imperfections
- Light scratches
- Small dents
- All accessories included
- Fully functional
- Defects only visible under close inspection

"GOOD" (79-80%)

Grade
C

- Equipment in good condition (70-80% of original condition)
- Major cosmetic imperfections
- Noticeable scratches
- Visible dents
- All accessories included
- Fully functional
- Cosmetic issues do not affect performance or functionality

"FAIR"

Grade
D

- Functional but incomplete
- May be missing:
- Original packaging
- Some accessories or parts
- May include repaired products
- Cosmetic conditions vary:
- Minor to major scratches
- Visible dents
- Core functionality maintained

"NON FUNCTIONAL"

Grade
E

- Product not in working condition
- Marked with red color identifier
- Characteristics:
- Non-functional or severely damaged
- May have salvageable parts
- End-of-life status
- Obsolete or outdated
- Beyond practical repair

Notes:

- All grades except Grade E represent functional products
- Grading considers both cosmetic condition and functionality
- Grade E products are clearly marked for parts/recycling purposes
- Assessment includes physical condition, accessories, and operational status

Business Verticals Advancing the 4R's of the Circular Ecosystem

2.1 Tn USD
Circular Economy
Market Size



RDCEL's Playbook	Reduce	Reuse	Recycle	Recover
Excess Inventory				
Off - price Retail	✓	✓	✗	✓
E-waste/ Reburnished	✗	✓	✓	✗
Tech – Reverse Logistic	✓	✓	✓	✗
3PL – Reverse Warehouse	✗	✓	✓	✗
Barter	✗	✗	✗	✓

Excess Inventory

Refers To Surplus Stock Exceeding Current Demand Or Sales Forecasts.



Note: xx

- Specializes in bridging the gap between excess inventory holders and budget-conscious shoppers.
- Excess and export surplus items are highly sought after by value-conscious consumers.
- The company directly sources from reputable warehouses and manufacturers.
- Consumers can access quality products at affordable prices.
- All products undergo thorough inspection to ensure they meet quality standards.

Example:

Godrej overstocked 1,000 units of their latest refrigerator model due to a miscalculation in demand forecasting. Rockingdeals purchases this excess inventory at a 40% discount from Godrej's wholesale price.

Advantages:

- Helps Godrej quickly recover partial costs on overstocked items
- Allows Rockingdeals to offer premium Godrej refrigerators at competitive prices
- Prevents wastage of perfectly good appliances
- Maintaining brand integrity by avoiding heavy discounts, ensuring regular sales channels and trade partners remain unaffected

Business Factors

- **Cost Benefits** - Lower purchasing costs from excess inventory, Higher profit margins possible & Competitive pricing advantage
- **Market Appeal** - Attractive to price-sensitive consumers, Appeals to sustainability-conscious buyers & Helps suppliers manage inventory
- **Strategic Advantages** - Unique market positioning, Strong supplier relationships & Multiple revenue streams

Market Potential

- **Expansion Opportunities** - Global reach through e-commerce, Partnership possibilities with manufacturers & Cross-border market access
- **Future Prospects** - Growing environmental regulations favor the business model, Increasing consumer focus on sustainability & Rising demand for affordable electronics
- **Market Potential** - Scalable and adaptable for global expansion.

Environmental Impact

- **Waste Reduction** - Prevents unsold electronics from becoming e-waste, Reduces landfill burden & Decreases waste management issues
- **Product Lifespan Extension** - Promotes circular economy through reuse, Reduces need for new manufacturing & Minimizes raw material extraction
- **Resource Conservation** - Efficient use of existing materials, Less demand for new production & Lower energy consumption in manufacturing

This business model effectively combines environmental benefits with strong market potential, creating a sustainable and profitable operation that addresses both ecological and economic needs.

Refurbished Product

A used item that has been restored to a like-new condition and is sold again.



Note: xxx

- Items are carefully selected from reputable manufacturers and sellers, originally returned for various reasons.
- These products have undergone thorough refurbishment, ensuring full functionality with minimal wear.
- Rigorous quality control guarantees the flawless function of all refurbished items.
- Promotes reuse and repurposing of electronic devices, contributing to environmental consciousness.

Example:

Rockingdeals receives a lot of 50 Whirlpool air conditioners with minor issues. Their technicians repair, update, and recertify these ACs before selling them as "refurbished" with a warranty.

Advantages:

- Provides high-quality Whirlpool ACs at lower prices
- Builds consumer trust through warranties and certification processes on known brands
- Requires specialized skills in refurbishing Whirlpool products, creating a barrier to entry for competitors

Business Advantages:

- **Financial Benefits** - Reduced production expenses, Higher profit margins & Lower material costs
- **Market Position** - Strong brand reputation, Innovation opportunities, Local economic support & Competitive differentiation

Market Growth Indicators:

- **Current Trends** - Rising eco-conscious consumers, Strong refurbished market demand & Growing circular economy focus
- **Future Projections** - Resale market reaching \$350B by 2030, Expanding government support & Increasing sustainability regulations
- **Key Growth Sectors** - Fashion (vintage/second hand), Technology (refurbished) & Sustainable lifestyle products

Environmental Value Chain:

- **Direct Impact** - Diverts waste from landfills, Preserves natural resources & Reduces carbon emissions
- **Indirect Benefits** - Minimizes industrial pollution, Lowers chemical usage & Promotes sustainable consumption habits

This business model effectively combines environmental stewardship with profitable market opportunities, positioning the company for sustainable growth in an increasingly eco-conscious market.

E-Waste:



Services that deal with the disposal, recycling, or recovery of electronic waste

Comprehensive e-waste management solutions are provided, focusing on sustainable disposal, recycling practices, and full regulatory compliance.

Services include collection, segregation, secure data destruction, environmentally-friendly disposal, recycling of valuable materials, and professional handling of hazardous components with complete documentation.

End-to-end Extended Producer Responsibility (EPR) compliance solutions are offered for manufacturers, ensuring legal compliance, reduced liability, and enhanced brand reputation.

Example:

Rockingdeals collects old Lenovo appliances that are beyond repair. They partner with certified e-waste recyclers to properly dispose of these devices, recovering valuable parts.

Advantages:

- Positions the company as environmentally responsible, complementing Lenovo's sustainability initiatives
- Potential revenue stream from recovered materials
- Provides a full-cycle solution for Lenovo products

Barter System:



Alternative method of trading where goods and services are exchanged directly for one another without using money as an intermediary

Specializes in corporate barter and media planning, with over a decade of experience.

Advertising via barter helps enhance cash flow by reducing cash spent on media while ensuring confirmed sales, as the company consumes or sells inventory through its retail outlets.

Media barter provides cost efficiencies on media spend and increases the reach of campaigns by allowing clients to explore new ad channels with less risk.

Example:

Rockingdeals enters into a barter agreement with IndiaMedia Group. Rockingdeals provides ₹50 lakhs worth of refurbished electronics (including brands like Wipro smart TVs and Whirlpool appliances) to IndiaMedia. In exchange, IndiaMedia offers ₹75 lakhs worth of advertising inventory across their various platforms - television, radio, digital, and print media.

Advantages:

- Rockingdeals gains high-value advertising without cash expenditure
- Can positively impact financial metrics like inventory turnover
- Cost-effective way to build brand presence in new geographic markets

1. Cost Savings

Example: Company A has excess office furniture worth ₹5 lakhs, while Company B has surplus IT equipment of similar value. Instead of each company buying new items with cash, they can exchange these items, saving money for both parties.

2. Inventory Management

Example: A textile manufacturer has 10,000 meters of fabric that didn't sell well in the current season. Instead of storing it (incurring costs) or selling at a loss, they can barter it for raw materials they'll need next season.

3. Cash Flow Protection

Example: A startup needs office equipment but wants to preserve cash. They can trade their excess inventory of promotional merchandise for the furniture they need.

4. Sustainable Practice

Example: Rather than scrapping 100 outdated computers, an IT company can barter them with a small business that doesn't need the latest technology, reducing electronic waste.

5. Network Building

A paper manufacturer connects with a packaging company through barter, leading to long-term business relationships beyond just barter exchanges.

6. Tax Benefits

Example: Instead of selling products at a loss and showing negative profits, companies can barter them for items they need, potentially offering better tax efficiency.

7. Market Expansion

Example: A company manufacturing industrial cleaning supplies can enter new markets by bartering with businesses in those regions, testing demand without financial risk.

This creates a circular economy where:

- No cash is exchanged
- All companies get rid of excess inventory
- Each company receives needed items
- Warehouse space is freed up
- Environmental impact is reduced
- Working capital is preserved

So Called Used Products :



Nearly New Items, Originally Purchased Through Various E-commerce Platforms.

Despite being categorized as returned or used, these products are essentially new, having only been used once or returned. In most cases, the original customers have not used these products.

This offering creates a win-win situation for customers, providing high-quality products at potentially lower prices.

Original manufacturers often still provide warranty services for these items.

Example:

Rockingdeals acquires a batch of Puma running shoes that were used as display models in stores for two months. After thorough cleaning and quality checks, these are sold as "lightly used" at a 35% discount from retail price.

Advantages:

- Offers budget-friendly options for consumers seeking branded Puma shoes
- Taps into the growing market of conscious consumers who prefer second-hand items
- Extends the lifecycle of Puma products, promoting sustainability

Unboxed/ Open Boxed Products:



Previously purchased and returned items, typically in unused or like-new condition.

The company procures a diverse range of unboxed products from vendors of popular e-commerce platforms including Flipkart, Snapdeal, Amazon, and others.

Despite being unboxed, these products meet the company's standards for functionality and condition.

Also, Cartoon Damage in transit

Example:

A customer returns a high-end Wipro Garnet LED smart bulb set after opening the box but not using the product. Rockingdeals acquires this item, verifies its condition, and resells it as "open box" at a 15% discount.

Advantages:

- Provides discounts on premium Wipro smart home products to price-sensitive customers
- Higher profit margins for Rockingdeals compared to selling new Wipro products
- Reduces waste by giving "like new" Wipro products a second chance in the market

Export Surplus :



Export surplus products are typically new and unused, produced for export but unsold in the intended market. These items may include garments (branded or unbranded) from cancelled orders or with minor quality issues.

The company acquires excess inventory from manufacturers and exporters who need to recoup production costs for unsold export goods.

Customers can purchase high-quality export-grade products, often from well-known brands, at significantly reduced prices compared to regular retail.

Example:

A manufacturer has 5,000 Eltus Mode Pvt Ltd t-shirts that didn't meet export quality standards due to minor color variations. Rockingdeals buys this surplus and sells it domestically at a discount.

Advantages:

- Access to high-quality Eltus Mode products at very low prices
- Helps Eltus Mode recover costs on products that would otherwise be a total loss
- Offers unique or limited edition Eltus Mode products to domestic consumers

Demo Unit :



Premium electronic devices and other consumer electronics that have been used for in-store demonstrations

Demo units are strategically placed in retail stores and showrooms to provide customers with hands-on experience of product features and capabilities.

Demo units are offered at attractive discounts of 20-30% off the original retail price, making premium technology more accessible.

Example:

After a tech expo, Samsung sells 30 demo units of their latest smart LED TVs to Rockingdeals. These are thoroughly checked, reset, and sold as "demo units" at a 25% discount.

Advantages:

- Offers latest models of Samsung smart TVs, attracting tech-savvy customers
- Demo units are typically well-maintained, reducing refurbishment costs
- Provides an affordable entry point for premium Samsung products

➤ Market Leadership & Strategic Position

Industry Dominance

- Leading player in multiple high-growth sectors
- First-mover advantage in emerging markets
- Minimal direct competition in core segments
-

Operational Excellence

- Seamlessly integrated business units
- Cross-functional synergies across divisions
- Strong operational efficiency in all verticals

➤ Revenue Growth Catalysts

Consumer Market Trends

- Growing demand for cost-effective solutions
- Shift towards sustainable consumption
- Increasing preference for refurbished products

Product Portfolio

- Premium refurbished products
- High-quality excess inventory
- Certified open-box items
- Professional-grade demo units

Innovative Trading Solutions

- Unique barter system platform
- Flexible payment options
- Customized trading solutions

➤ Sustainability at Core

Environmental Impact

- Pioneer in circular economy practices
- Zero-waste initiatives across operations
- Industry benchmark for sustainable practices

Resource Optimization

- Advanced recycling programs
- Innovative product lifecycle management
- Waste reduction through smart technology

➤ Strategic Future Roadmap

Growth Trajectory

- Planned market expansion
- New product line development
- Technology integration initiatives

Sustainability Goals

- Enhanced environmental practices
- Expanded circular economy initiatives
- Reduced carbon footprint targets

Market Opportunities

- Strategic partnerships
- Innovation in sustainable solutions

RDCEL VS Unorganised Market Competitors

➤ Price Range



➤ Sourcing



➤ Refurbishment Capability



➤ Warranty



12 Months

12 Months

Warehousing Facilities

04 - Total Warehouses
65,000 + Sq. ft. - Total
Warehousing space

Faridabad- Location
03 - Warehouses
55,000 + Sq. ft. -
Warehousing space

Guwahati - Location
01 - New Warehouse
Expansion
10,000 Sq. ft. -
Warehousing space



RDCEL's distribution network provides extensive coverage in metropolitan areas, strong presence in Tier I, II, and III cities, and a targeted focus on North-eastern markets through efficient supply chain management.

Forged strategic partnerships with Shopclues for end-to-end e-commerce technology platform capabilities

JV with UTC Digital Technologies Pvt Ltd (Digi2L) to establish a new company focused on mutual growth in the reverse logistics, trading, and refurbishment sectors.

RDCEL will hold a **58%** share in the newly formed entity.

Exclusive agreements with leading brands for excess inventory acquisition.



Management Overview

Key Managerial Personnel



Mr. Aman Preet

Founder & CEO

20+ Years of Experience

- Middlesex University graduate with proven expertise in B2B and B2C networks across India's tech sector.
- Founded Technix Electronics Pvt Ltd (2002), pioneering India's refurbished electronics market.
- Key consultant for Amazon and Flipkart's refurbished device segments.
- Champion of circular economy initiatives in India's consumer electronics industry.



Mr. Jitender Verma

Chief Financial Officer

09+ Years of Experience

- Chartered Accountant with expertise in financial planning, working capital management, business operations, and system implementation.
- Combines financial acumen with specialized knowledge in e-waste management and startup ecosystem dynamics.



Mr. Akash Singh

Chief B2B Sales Head

10+ Years of Experience

- Post Graduate in Business Administration; instrumental in launching and scaling Flipkart's Liquidation category.
- Leverages expertise in vendor relations and distributor management to lead Rocking Deals' Circular Economy B2B vertical



Ms. Deepika Dixit

Company Secretary

07+ Years of Experience

- Leads legal compliance, regulatory reporting, and corporate governance standards implementation.
- Ensures complete alignment of operations with regulatory frameworks and applicable laws.



Industry Overview

Total Circular Economy Size - 2.1 Trillion USD

Economic Considerations

shop secondhand in pursuit of a bargain

78%

Avoid inflation-driven high prices

58%

34%

Aim to sustain lifestyle on a budget

Why Consumers are buying Recommerce

Environmental Awareness is a social trend

Americans feel less stigma towards second hand

76%

See second hand as a status symbol

41%

62%

Gen z and Millennials prefer sustainable brands

Why should Brands participate in Recommerce

82%

Prefer branded recommerce platforms

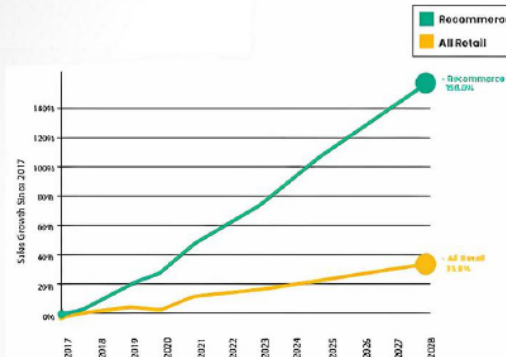
75%

Of recommerce users are loyal to brands supporting it

15%

Of recommerce sales involve upselling a new item

Recommerce is growing 4x Faster than all Retail



Market Segmentation

Fashion & Apparel

- Growth Rate: ~24.6% CAGR
- Market Size (2022): ~US\$ 72.12 Billion
- 2032 (Projected): ~US\$ 652.3 Billion

Smartphone

- Value: \$4.6 billion
- Volume: 51 million units by 2025
- 19% year-on-year growth in 2022
- Expected to achieve 2X growth by 2025

Electronics

- Market Size 2023: USD 97.24 Billion
- Projected Market Size 2032: USD 262.19 Billion
- CAGR (2024-2032): 13.20%

Luxury

- Market Size (2021): US\$32.61 billion
- Expected Value (2026): US\$51.77 billion
- Growth Rate: 9.68% CAGR (2022-2026)

Recommerce Market Size & Growth

- Market valued at USD 29.54 billion in 2022
- Projected CAGR of 6.15% through 2027

Economic Impact & Sustainability

- UNCTAD estimates potential savings of \$624 billion annually by 2050
- Savings contingent on adoption of circular economy principles

Strategic Significance

- Contributes to country's circular economy aspirations
- Indicates positive shift in consumer behavior towards sustainable commerce

Off Price Retail Market

- Market Size (2024): US\$ 342.62 billion
- Projected Market Size (2031): US\$ 606.49 billion
- CAGR: Projected growth rate of 8.5%

Sources: [ibef](#), [timesofindia](#)

Segment-wise Breakdown

Refurbished Furniture & Appliances Market

- Market Size (2020): ~US\$ 5.7 billion
- Value (2025): ~US\$ 9.8 billion
- Total Growth: US\$ 4.1 billion
- Annual Growth: ~US\$ 820 million
- Market Expansion: 72%

Refurbished Electronics Market

- Market Size (March 2021): ~US\$ 5 billion
- Projected value (March 2026): US\$ 11 billion
- Implies a more than 2x growth in 5 years
- Represents CAGR of approximately 17%

Fashion Resale

- Market Share: 30%
- YoY Growth: 25%



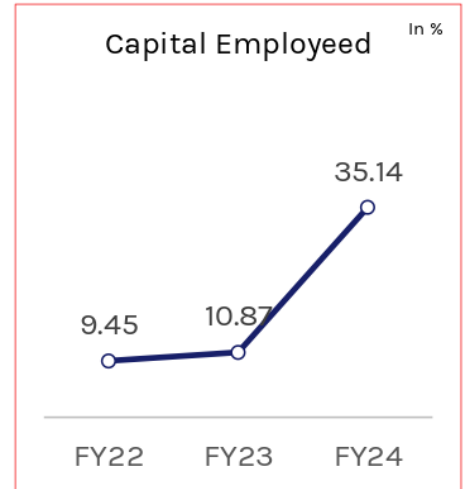
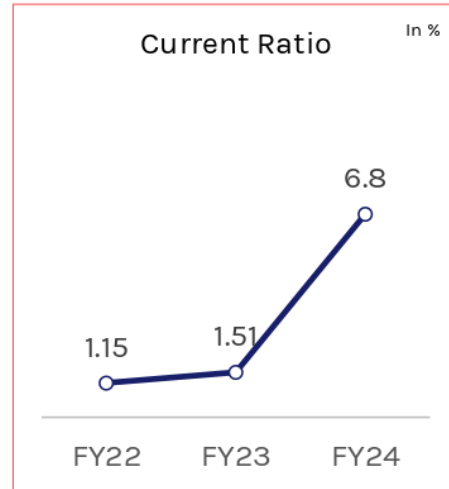
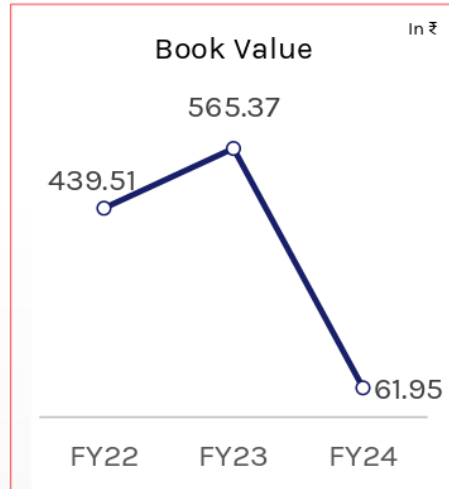
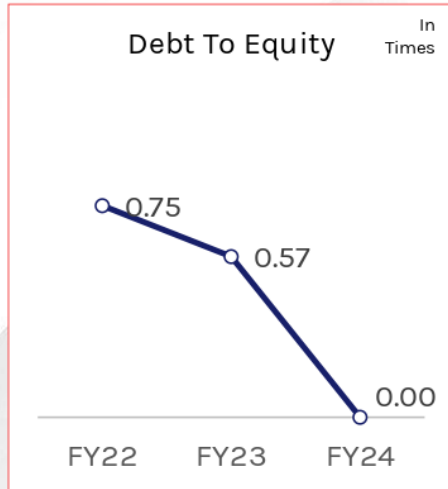
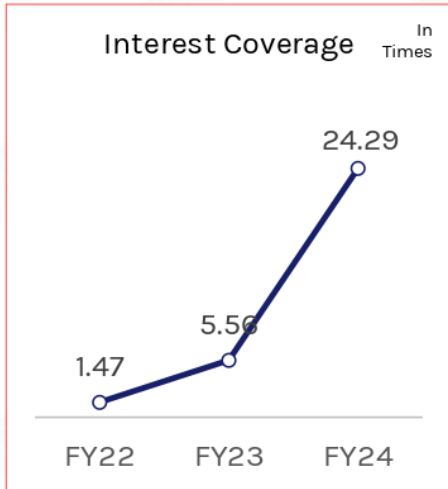
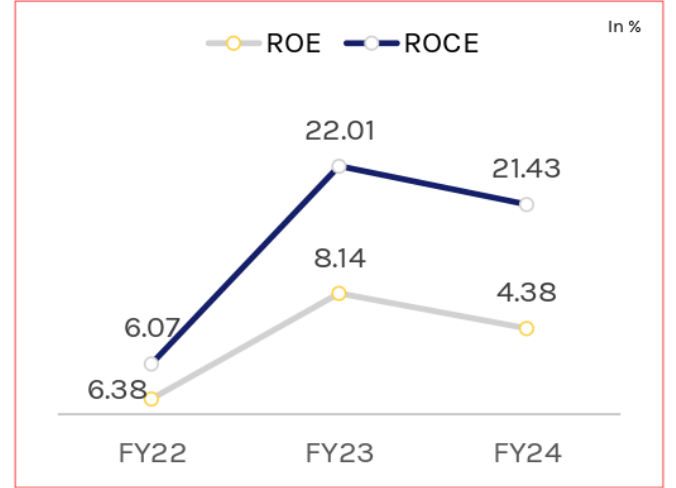
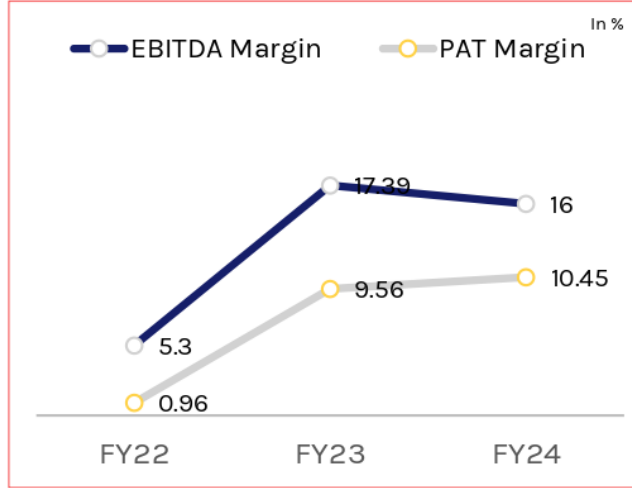
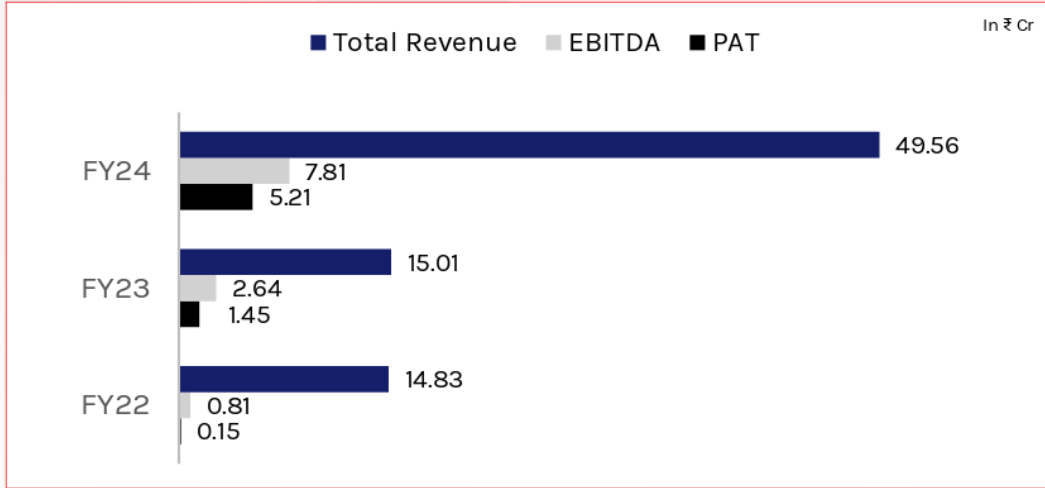
Top reasons Consumers prefer shopping second-hand alongside new

- Wider variety of price points
- Wider selection of products
- More likely the brand's products are durable
- More likely the brand's products are high-quality
- More likely the brand cares about the environment



Financial Overview

Key Financial Metrics



Profit & Loss Statement

Particulars	FY24	FY23	FY22
Revenues	49.56	15.01	14.83
Other Income	0.29	0.17	0.50
Total Income	49.86	15.18	15.33
Raw Material Expenses	39.27	10.62	12.73
Employee costs	1.01	0.60	0.70
Other expenses	1.77	1.31	1.09
Total Expenditure	42.04	12.54	14.52
EBITDA	7.81	2.64	0.81
Finance Costs	0.31	0.43	0.39
Depreciation	0.27	0.25	0.23
PBT	7.24	1.96	0.19
Tax	2.03	0.51	0.04
PAT	5.21	1.45	0.15
EPS	11.72	3.94	0.39

Balance Sheet

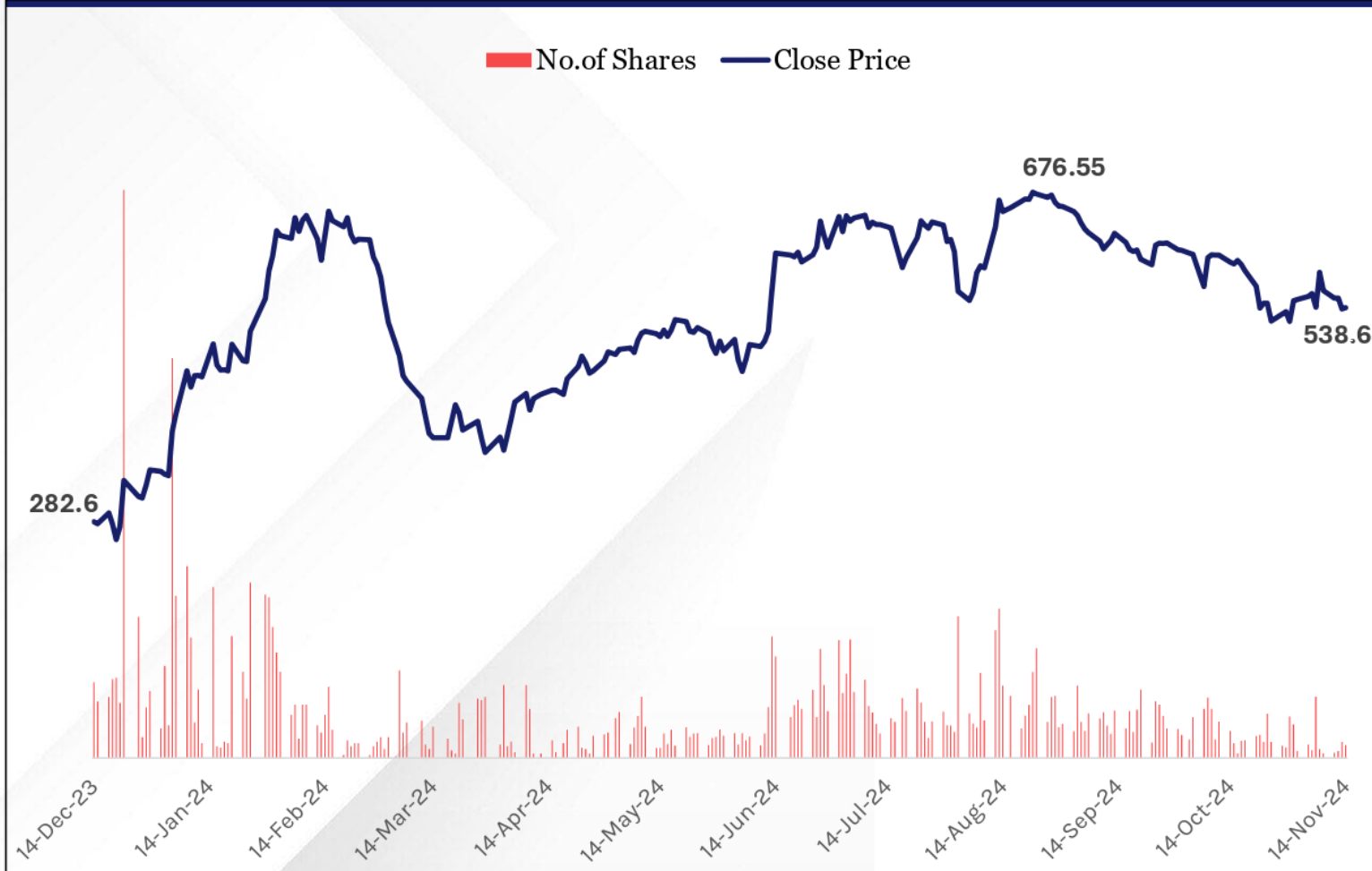
Equities & Liabilities	FY24	FY23	FY22
Equity	5.66	0.12	0.12
Reserves & Surplus	29.40	6.81	5.27
Net Worth	35.06	6.93	5.39
Non Current Liabilities			
Non Current Borrowings	0.06	0.37	0.68
Total Non Current Liabilities	0.13	0.42	0.77
Current Liabilities			
Current Borrowings	0.02	3.56	3.38
Trade Payables	2.23	0.05	4.14
Current Tax Liabilities (Net)	-	-	-
Short Term Provisions	1.83	0.50	0.03
Other Current Liabilities	0.87	0.80	0.26
Total Current Liabilities	4.95	4.92	7.81
Total Liabilities	40.14	12.27	13.97

Assets	FY24	FY23	FY22
Non Current Assets			
Fixed assets	5.47	3.92	4.07
Other Non Current Financial Assets			
Deferred Tax Assets (Net)	0.05	0.20	0.22
Other Non Current Assets	0.91	0.74	0.70
Total Non Current Assets	6.43	4.86	4.99
Current Assets			
Inventories	22.91	5.05	5.07
Trade receivables	5.88	2.22	3.47
Cash & Bank Balance	1.79	0.06	0.30
Other Current Financial Assets	0.00	0.00	0.00
Current Tax Assets (Net)	0.00	0.00	0.00
Other Current Assets	3.12	0.07	0.13
Total Current Assets	33.71	7.41	8.98
Total Assets	40.14	12.27	13.97

Cash Flow Statement

Particulars	FY24	FY23	FY22
Cashflow from Operations	5.12	0.42	0.56
Cashflow from Investments	-1.14	-0.09	0.03
Cashflow from Financing	-3.99	-0.56	-0.45
Net Cash flow	-0.01	-0.24	0.14
Opening Cash & Cash Equivalent	0.06	0.30	0.16
Closing Cash & Cash Equivalent	1.79	0.06	0.30

Share Performance From 30th November 2023 Till Date



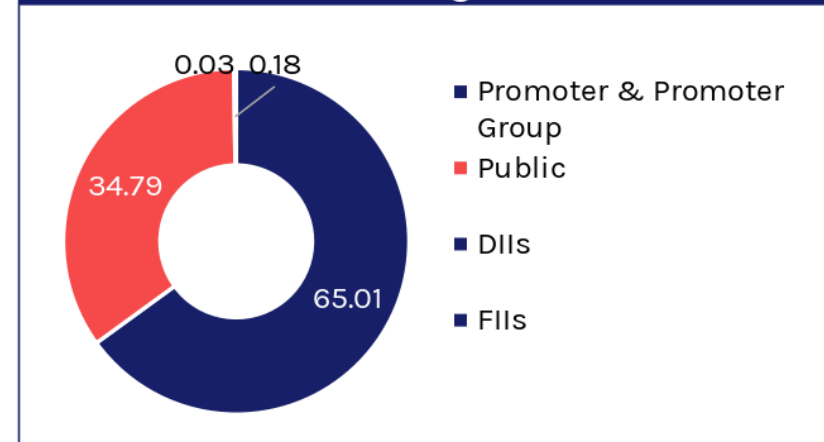
Source: [NSE](#)

NSE:

Share Price ₹	538.95
Market Capitalization ₹ Cr	304.99
No. of Share Outstanding	49,60,500
Face Value ₹	10.00
52 Week High ₹	687.50
52 Week Low ₹	256.00

As on 30-09-2024

Shareholding Pattern





The Way Forward

Strategic Business Expansion

- Strong pipeline of **20+ potential brand partnerships**, demonstrating robust growth trajectory
- Strategic expansion of exclusive agreements with **premium brands like Puma, Fab India** to strengthen market position
- Planned international **expansion starting with Dubai operations**, showcasing global market ambitions
- Focused penetration into **tier-two Indian cities** to capture emerging market opportunities

Operational Excellence & Innovation

- Pioneer status as **first-mover in Amazon's refurbished** category
- Development of **360-degree circular economy solution**, incorporating:
 - E-waste management operations
 - Enhanced grading systems
 - Advanced pricing strategies
- Evolution towards **full-stack e-commerce capabilities**, encompassing:
 - Strategic inventory acquisition
 - Quality control processes
 - Multi-channel sales optimization
 - End-to-end refurbishment services

Distribution & Retail Network Enhancement

- Strategic **expansion of retail footprint** through:
 - Company-owned stores
 - Franchise partnerships
- Strengthening **distribution network** with increased touchpoints
- Optimization of **inventory management** through:
 - Diversified **sourcing to mitigate cyclical risks**
 - Exceptional **inventory control with <1% write-offs**
 - Strategic **liquidation through garden sales and exhibitions**

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A circular graphic with a white center and a red outer ring. Inside the white center is the Rocking Deals logo, which consists of a stylized 'R' with a red and blue swoosh, followed by the words 'ROCKING DEALS' in a bold, black, sans-serif font.

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