

# ROX HI-TECH LIMITED

(Formerly known as ROX Trading and Systems Pvt.Ltd & ROX Hi-Tech Pvt.Ltd)

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CIN : L51506TN2002PLC048598  
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ROX | NSE | Investor-Update | 202425

November 15, 2024

To  
The Manager – Listing  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor, 'G' Block,  
Bandra Kurla Complex,  
Bandra (East) Mumbai 400 051

Symbol: **ROXHITECH**

ISIN: **INE0PDJ01013**

**Sub: Announcement under Regulation 30 of Securities Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015.**

**Dear Sir / Madam,**

Pursuant to Regulation 30 of Securities Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015, the Company is hereby submitting the Investor Presentation for the half year ended on September 30, 2024. The aforesaid information will also be available on the website of the company.

Kindly acknowledge and take the same on your records.

Yours Faithfully  
For **ROX Hi-Tech Limited**

**Thenmozhi**  
**Company Secretary & Compliance officer**



# ROX Hi-Tech Limited

Investor Presentation H1 FY25

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This presentation contains statements that contain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating ROX Hi-tech Limited future business developments and economic performance. While these forward looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. We undertakes no obligation to publicly revise any forward looking statements to reflect future likely events or circumstances.

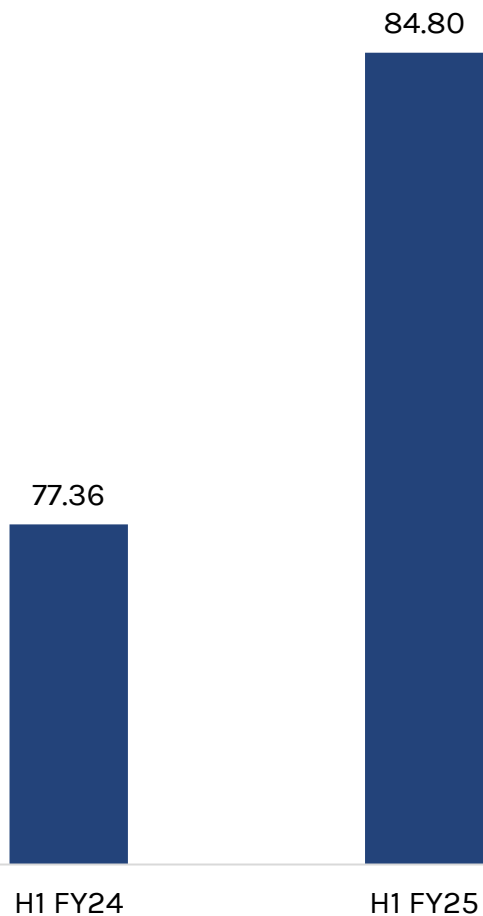
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# H1 FY25 Financial Highlights

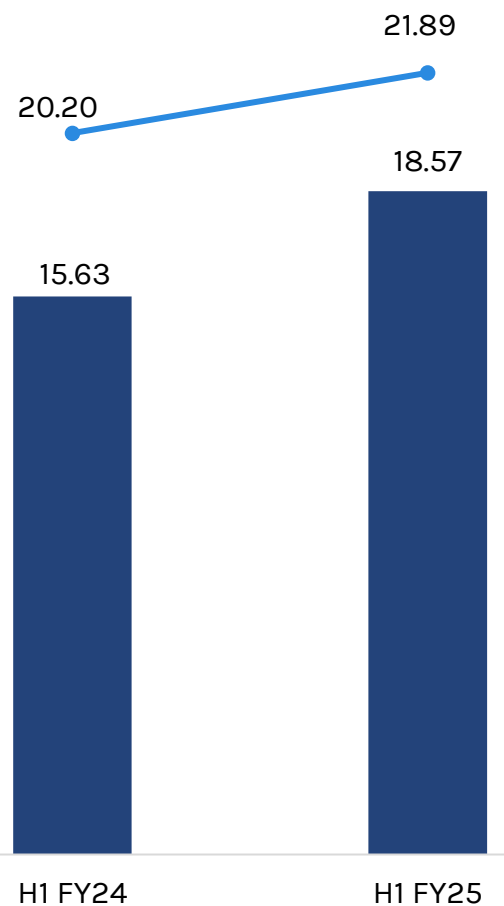
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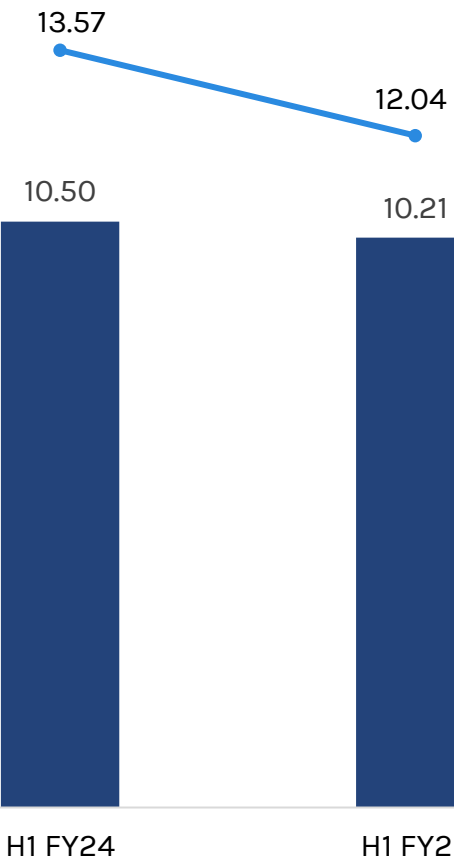
## Total Revenue



## EBITDA



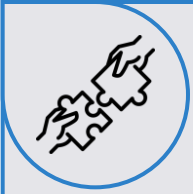
## PAT



All Figures In ₹ Cr & Margin In %

Particulars	H1 FY25	H1 FY24	Y-o-Y %
Revenues	82.67	77.27	
Other Income	2.14	0.09	
<b>Total Income</b>	<b>84.80</b>	<b>77.36</b>	<b>9.62%</b>
Cost of Consumption	58.01	57.67	
Employee costs	4.43	2.02	
Other expenses	3.80	2.04	
Total Expenditure	66.24	61.73	
<b>EBITDA</b>	<b>18.57</b>	<b>15.63</b>	<b>18.78%</b>
Finance Costs	1.88	1.46	
Depreciation	2.01	0.16	
<b>PBT</b>	<b>14.67</b>	<b>14.01</b>	
Tax	4.46	3.51	
<b>PAT</b>	<b>10.21</b>	<b>10.50</b>	<b>-2.78%</b>
<b>Total Comprehensive Income</b>	<b>10.21</b>	<b>10.50</b>	
EPS	4.47	6.24	-28.37%





## Partnership With Everrenew-

The Company has successfully secured a major project to implement Grow with SAP for Everrenew, a forward-looking leader in the renewable energy sector committed to driving digital transformation. Recognizing the need to modernize its operations to accommodate rapid growth and elevate its service portfolio, Everrenew has selected Grow with SAP Premium Edition to power its next phase of expansion.



## ROX Hi-Tech PTE. Limited (Subsidiary Company)-

The Company has established its subsidiary, ROX Hi-Tech PTE. Limited in Singapore, with a paid-up share capital of \$1,000, focusing on the wholesale of computer hardware and peripheral equipment, excluding cybersecurity-related products. This subsidiary will serve as the Company's international arm, strategically positioned to capitalize on global market opportunities and resources.

## Founding Member of the Indian Green Building Council (IGBC)-

The Company has been honored as a Founding Member of the Indian Green Building Council (IGBC), with membership number IGBCFM240522, granting it the privilege to use the prestigious IGBC Founding Membership Certificate and logo on official materials such as letterheads, business cards, and product brochures. The IGBC logo, synonymous with trust and credibility built over two decades of excellence, further strengthens the Company's position as a key advocate of sustainable development in India.



## Certification By TÜV SÜD South Asia Private Limited

# Company Overview

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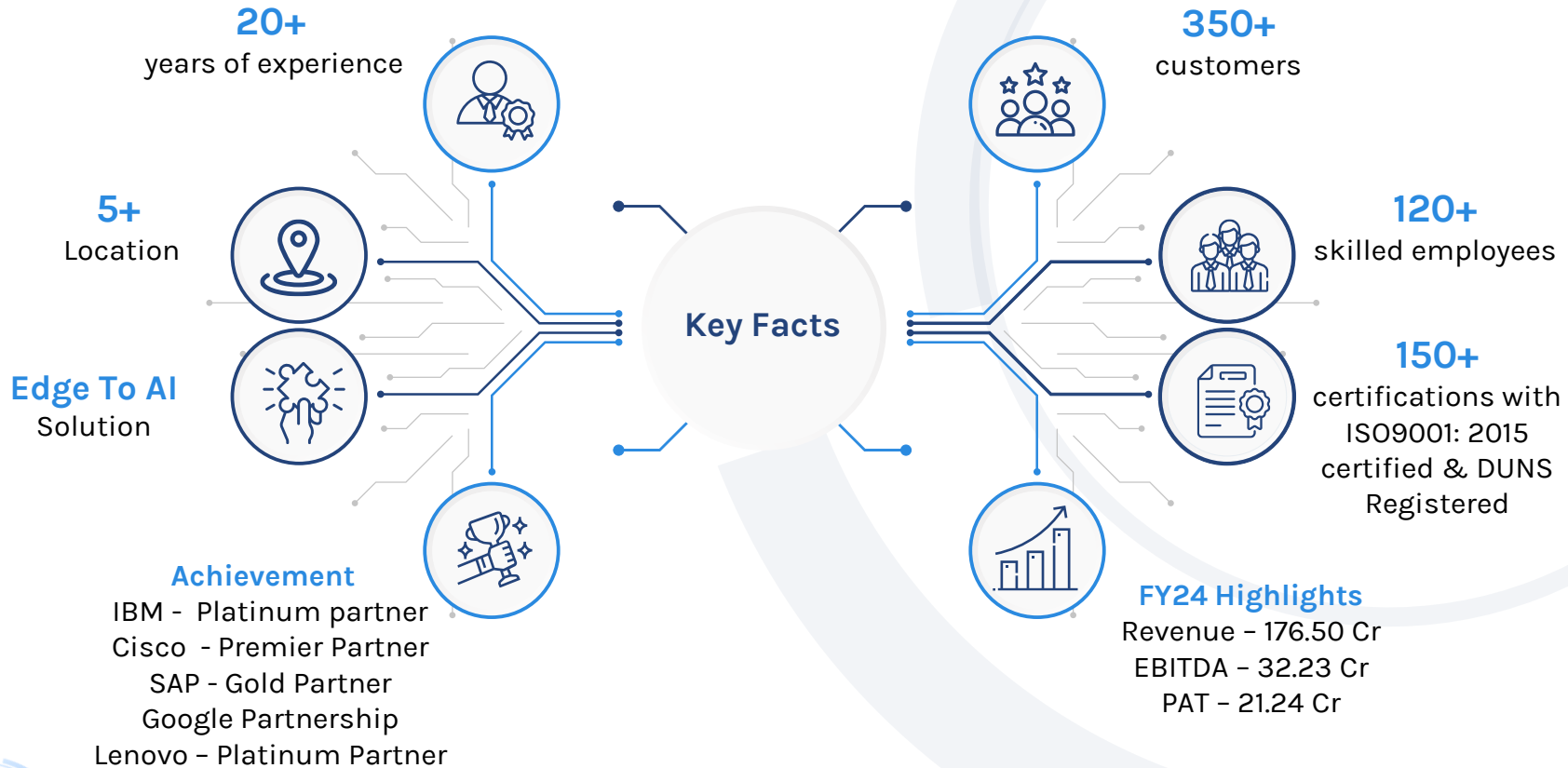




ROX, headquartered in Chennai, India, is a customer-centric IT solutions provider committed to excellence. With over 20 years of industry experience, the company has evolved from an IBM Business Partner into a prominent player in the IT segment. As a top system integrator, ROX provides a comprehensive range of distributed IT solutions, including consulting, enterprise and end-user computing, managed print, and network services.

The Company clients are leaders in Fortune 1,000 companies, financial institutions, insurance companies, real estate firms, law firms, healthcare institutions, universities, original equipment manufacturers, global system integrators, and equipment resellers. Explore exceptional technology solutions by partnering with an experienced provider, witness a remarkable transformation.

In November 2023, Rox Hi-Tech Limited got listed on NSE Emerge platform.





## Vision

ROX will be a world class organization that enhances the quality of human life with Hi-Tech solutions that are sustainable to all the stakeholders.



## Mission

Technology Partner of choice for Digital Transformation Journey



# A Timeline Of ROX Hi-Tech



# Long Standing Relationship With A Marquee Customer Base



Top 10 Clients Contribute 45% of Revenue For FY 2023-24


## Serving To All Major Industry

- Manufacturing
- BFSI
- Healthcare
- IT
- Education



Rikun presented an Appreciation Award to ROX for Outstanding Support on the Establishment of Rikun's One-Stop Solution Manufacturing Unit in 2023



Mr. Stalin, the Chief Minister of Tamil Nadu, honoured ROX for the successful implementation of cutting-edge infrastructure at Loyola



VIT presented ROX with a Token of Appreciation for sponsoring the Riviera event, 2023



Inflow & Cisco awarded ROX for Outstanding Sales Performance during Cisco FY22 Q4



ROX was acknowledged by CIO Review India as one of the "20 Most Promising Cisco Technology Solution Providers - 2019," further highlighting our commitment to excellence



IBM honoured ROX with the Business Excellence Award for exceptional performance as the top partner leveraging systems co-marketing to drive demand in the southern region - 2018



St. Joseph's Institute of Management recognizes Mr. Jim Rakesh as the CEO of the month (14th August 2017)



Silicon India acknowledged ROX's remarkable accomplishment and bestowed upon us the prestigious title of being one of the "Top 10 Best Performing Cisco Solution Providers of 2017" in their annual listing



Lenovo presented ROX with a Certificate of Appreciation in 2015, recognizing ROX's significant contributions and valued partnership



Lenovo recognized ROX for the Highest acquisition Business for the FY 2013 - 2014, RFL Segment





Lenovo awarded ROX with the Certificate of Excellence for the remarkable achievement of winning the Technology Seller Award for 2012 - 2013



Lenovo appreciated ROX with a Certificate of Appreciation for the contribution made in the JFM Quarter, 2012



IBM Partner world Member recognized ROX as an esteemed member of the IBM Partner World from January 1st, 2012, to December 31st, 2012



IBM recognized ROX as an IBM Partner World Member for the Period of January 1st, 2011, to December 31st, 2011



Cisco awarded ROX as the Select Certified Partner for the year 2008 - 2009



Lenovo certified ROX as an authorized warranty service provider for desktops & laptops in India



Lenovo awarded ROX with the Certificate of Recognition, signifying ROX's valued status as a premier partner



Cisco distinguished ROX with an Award, for the Cisco Channel Partner program, highlighting ROX as a Premier Certified Partner



ROX was commended by Lenovo's "Accelerate" program, commemorating ROX as the Ace of Transformation through a prestigious award and medal



Celebrating the legacy of The ThinkPad, Lenovo awarded ROX a Certificate commemorating 25 years of excellence in partnership



Comprehensive Solution: Our “Edge to AI” approach offers end-to-end solutions, covering the entire spectrum from physical cable infrastructure to cloud-based services.

Customization and Flexibility: Tailored solutions to meet specific project needs.

One-Stop-Shop: Clients don't need multiple vendors; we handle all aspects of the project.

Seamless Integration: We ensure all technologies and platforms work harmoniously.

Expertise in Greenfield and Brownfield Projects: We excel in both new and existing infrastructure projects.

Scalable and Future-Ready: Solutions designed to adapt and grow with clients.

Technical Excellence: Our team can turn business visions into reality with turnkey projects.

Strong Customer Support: Dedicated assistance throughout and after the project.

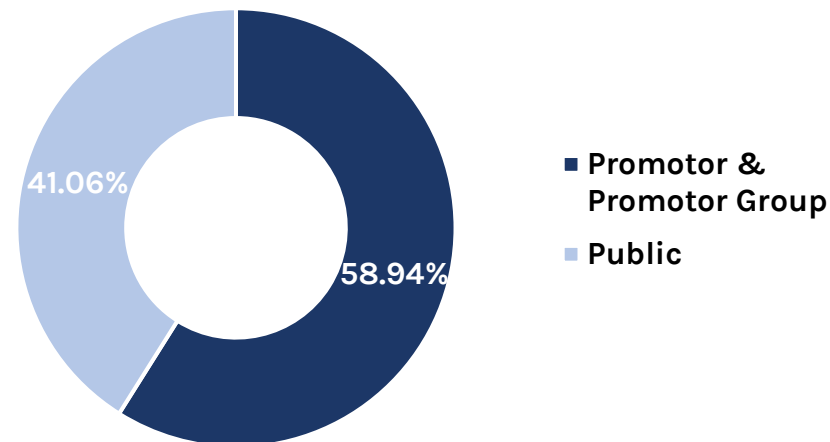
As on 13-11-2024

As on 30-09-2024

## Stock Information

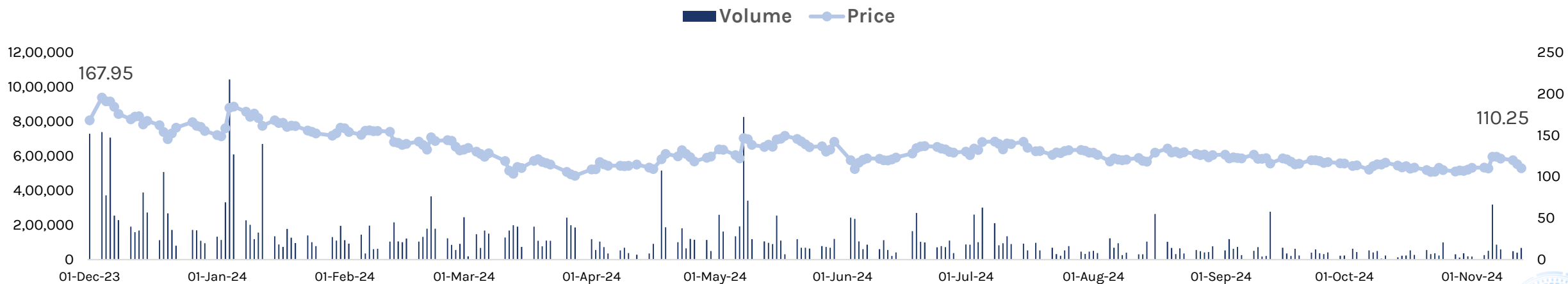
NSE Code	ROXHITECH
ISIN	INEOPDJ01013
Share Price ₹	110.25
Market Capitalization ₹ Cr	251.77
No. of Share Outstanding	2,28,36,350
Face Value ₹	10.00
52 Week High ₹	208.00
52 Week Low ₹	100.15

## Shareholding Pattern



Source: NSE

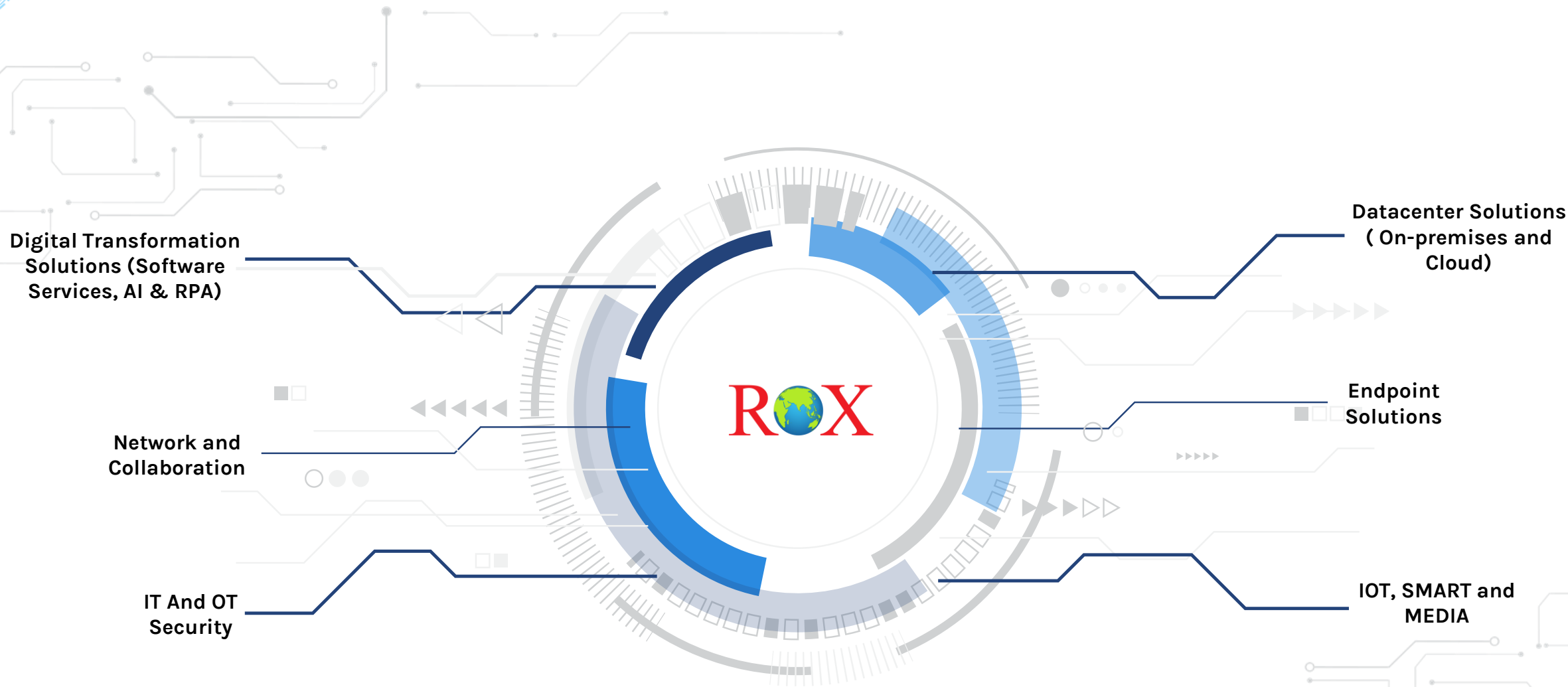
## Share Performance From 1 December 2023 Till Date



# Business Overview

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“The Company strong relationship with SAP & IBM makes ROX a one-stop shop for all your business application and underlying hardware requirements”

ROX is a member of the SAP Partner Edge open ecosystem

**First partner in territory to win rise with SAP private cloud and public cloud deals**

## Sell Authorization

Open Cloud Solutions

Open On-Premise Solutions

RISE with SAP S/4H Cloud PE

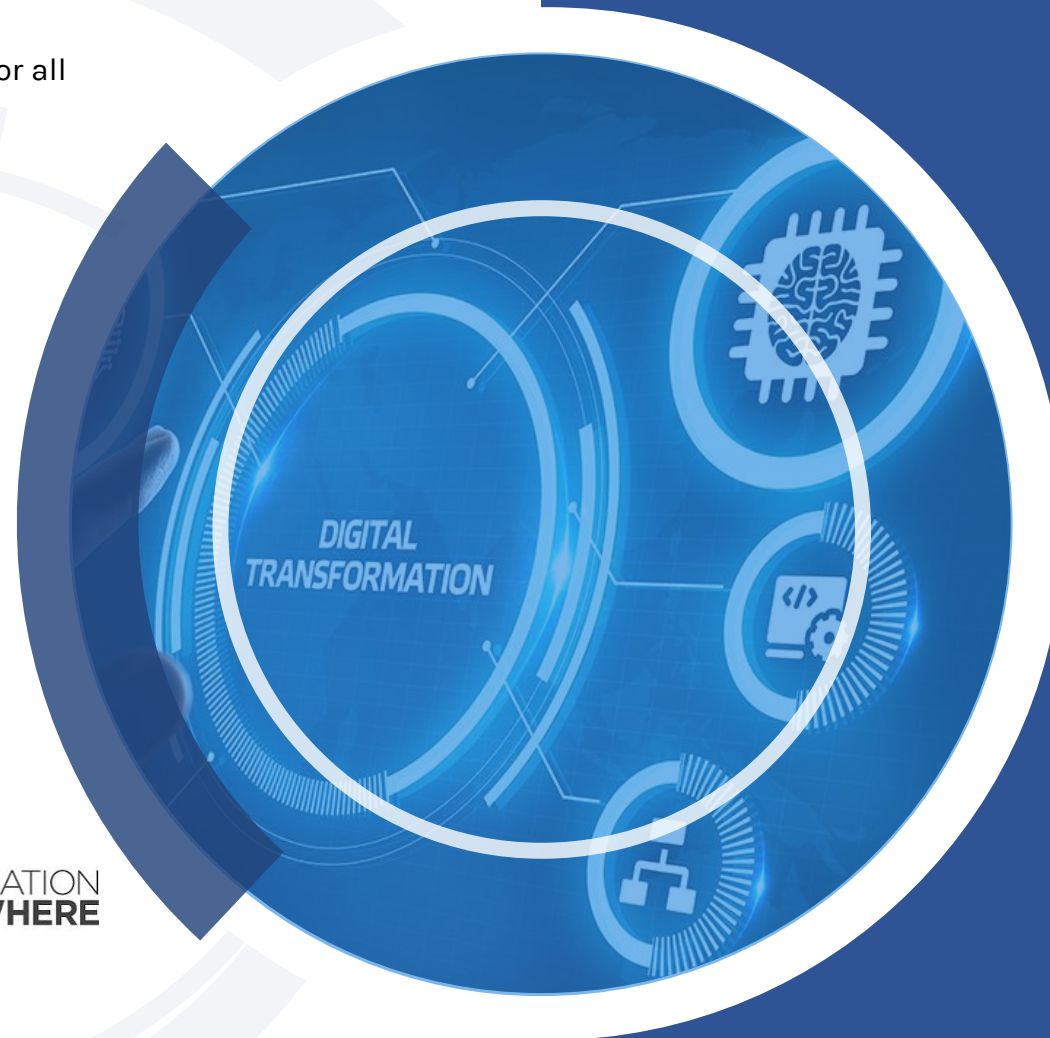
RISE with SAP S/4HANA Cloud

SAP Ariba Solutions

SAP HANA

SAP S/4HANA

**RISE WITH SAP** | Business Transformation as a Service







Offering immersive collaboration

Design & Build reliable, manageable and secure network environments

Offer improved business processes, quick decision-making, and boost productivity

Simplify communication and empower customers to engage with each other, anywhere on any device.



Partner

Advanced Enterprise Networks  
Architecture Specialized





- Next generation solutions on securing IT infrastructure
- Partnership with industry leading OEMS.
- Team of security engineers certified in the latest security practices to design and deploy complex solutions
- Minimally invasive to the existing infrastructure providing a far secure environment
- Providing complete visibility & control of network and security.





Conquer the most demanding workloads with IBM Servers and Storage

IBM Cloud Partnership offering analytics, Artificial Intelligence (AI), Modern HPC

Intel offering on Lenovo & Cisco Compute solutions

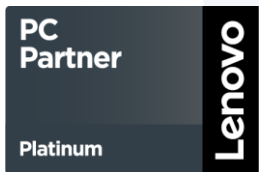
Deliver next generation data center advanced specialised Cisco partner



Platinum partner with Lenovo

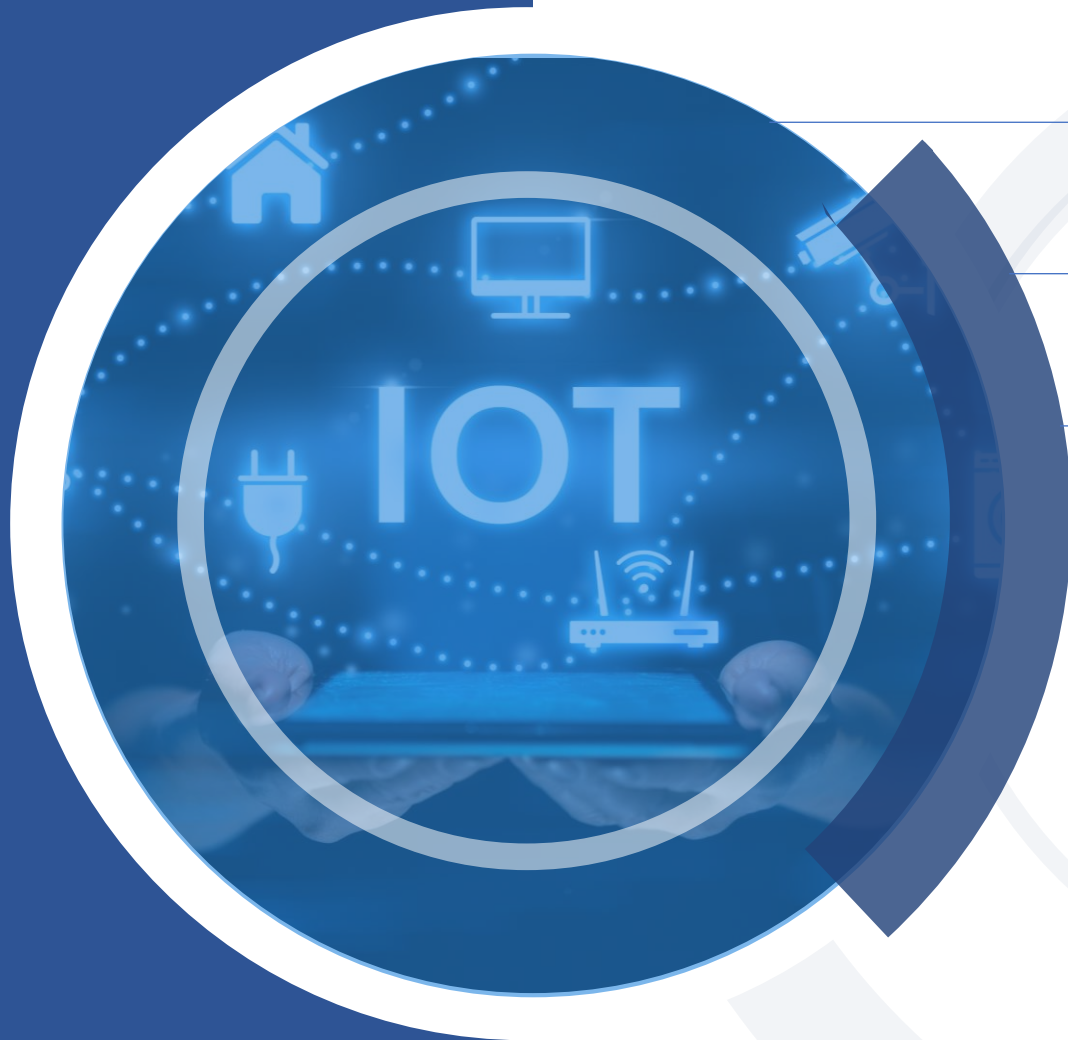
Offering secure and future proof solutions on Desktops, Notebooks, Workstations, AIOs and Mobile Devices

Best in class ROI & TCO to our customers by introducing game-changing products and solutions.



# ThinkPad®





IOT solutions focusing on outcomes & facilitating digital transformation.

End to end solution portfolio offering Components, sensors, adapters, gateways, cloud, connectivity, user experience and analytics

Providing customers with visibility to manage their smart infrastructure



## Medical Automation

- Centre of Excellence (COE) for Medical Automation
- Building an assist system for surgeons using automation and AI
- To minimise the role of emotions in decision making while approaching a medical procedure

## Digital Transformation

- SAP Roadmap: Gold to Platinum
  - Application Support
  - Implementation/Migration
  - Integration of SAP with Third Party Applications
  - Cloud Analytics
  - Intelligent Spend Management
  - Human Experience Management (HXM)

## Network & Security

- Cisco Roadmap: Premier to Gold
- Advance Specialization in Datacenter, Security, Networking and Hybrid Work from Home
- Network Operation Centre (NOC) and Security Operation Centre (SOC)

## Global Sales Office

- To establish the presence in US and EMEA
- Focusing on Digital Transformation and Google Cloud
- Generative Artificial Intelligence and Robotic Process Automation



# Management Overview

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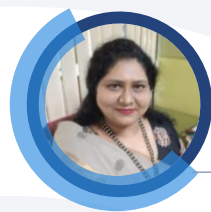


## Jim Rakesh

Managing Director  
25+ Years Of Experience

Jim Rakesh, a computer science engineer and visionary first-generation entrepreneur, set out with a determined ambition: to construct a sustainable business platform that not only delivers technical innovation to clients but also paves the way for future generations' employment prospects.

Under his leadership, ROX has become a pioneer in the IT landscape earning its reputation as a reliable partner for global enterprises.



## Sukanya R

Wholetime Director  
20+ Years Of Experience

Sukanya R, has done MS in Information Technology at BIM and management studies at IIM Bangalore, plays a crucial role in ROX's business development. She oversees the human resource department, administration & financial functions ensuring efficient operations and growth.

Sukanya supports a process-driven methodology and serves as the Chairperson for POSH (Prevention of Sexual Harassment).



## M M Senthil Kumar

Director  
20+ Years Of Experience

MM Senthil Kumar is a techno-commercial expert with numerous certificates has successfully overseen a multitude of Fortune 1000 clients on a global scale. He is highly respected in IT system integration space, for driving impactful outcomes, and enhancing brand and company reputation.

His portfolio showcases the strategic design and seamless deployment of intricate IT infrastructure solutions, spanning network security, data centres, collaborative platforms, and industrial IoT.



## C D Balaji

Independent Director  
20+ Years Of Experience

C D Balaji With more than 20 years of experience in process consulting and enterprise business solutions, he is committed to ensuring company success via the development of outcome-driven solutions based on market insights.

His exceptional talent for building long-lasting client relationships and expert sales operations has led to increased sales. He holds specialization in SAP, IBM (Linux ONE, technical advice, data-driven multi-cloud storage strategy, and cloud pack for integration).



## Rajagopalan Alagar

Independent Director  
30+ Years Of Experience

Rajagopalan Alagar, a 72-year-old Commerce Graduate and Fellow of the Institute of Company Secretaries of India, has been a successful Company Secretary for over a decade.

He has served as an Independent Director at National Fittings Limited in Coimbatore for 18 years, combining industry insights, technical proficiency, business acumen, and governance expertise. His board involvement significantly contributes to company growth and success.



## Ethirajulu

Independent Director  
30+ Years Of Experience

Ethirajulu comes across as a seasoned professional with a distinguished educational background, holding the titles of Fellow Member and Associate Member of the Institute of Chartered Accountants of India.

With 30+ years of experience, he specializes in Finance, Accounts, and Administration across diverse domains. Ethirajulu has demonstrated exceptional leadership in Greenfield projects, showcasing strategic financial acumen and a deep understanding of manufacturing processes.



## Kenny Robert

Non-Executive  
7+ Years Of Experience

He is a skilled Surgical Oncologist and Laparoscopic Cancer Surgeon with an 8-year career focused on Minimally invasive and Advanced laparoscopic oncological procedures. Holding a super speciality (MCh) in Surgical Oncology from Center of Oncology at Government Royapettah Hospital, M.S. from Government Royapettah Hospital, Kilpauk Medical College and an M.B.B.S. from Theni Government Medical College.

He has also pursued Hepato-Pancreato-Biliary Surgery fellowship from CMC Vellore and served as Assistant Professor in General Surgery in Kilpauk Medical College. Currently as the Lead Consultant Surgical Oncologist and Laparoscopic Surgeon at Meridian Hospital Kolathur Chennai, he contributes to holistic oncology care and patient well-being. He possesses a strong enthusiasm for applying automation in the medical field and actively engages in research aimed at finding a cure for cancer and hence transform lives.



## Thenmozhi

Company Secretary  
10+ Years Of Experience

Ms. Thenmozhi is an Associate Member of the Institute of Company Secretaries of India (ACS) and holds a B. Com from the University of Madras. With over 10 years of experience in legal, accounts, and secretarial departments, she has a strong understanding of company goals and plans, as well as sound judgment in conflict situations.

She has worked with various organizations and has a strong background in corporate governance, compliance, and investor relations.

# Industry Overview

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## Global IT Industry

### Overview

- The global IT Industry was estimated to USD 4,817 Bn in FY 2022. The market is forecasted to be USD 5,156 Bn in FY 2023 and is forecasted to reach USD 7,846 Bn by FY 2029 with a CAGR of 7.2% over the forecast period (FY2023-2029).
- Global IT market by computation type is segmented into HPC Systems, Workstations, other devices infrastructure, software, IT business services, Emerging tech and telecom services.
- IT Business services had the second largest share in FY 2022 and is expected to reach USD 2,353.7 Bn by FY 2029 at a CAGR of 7.9%.

### Global IT Industry Market by Geography/Region

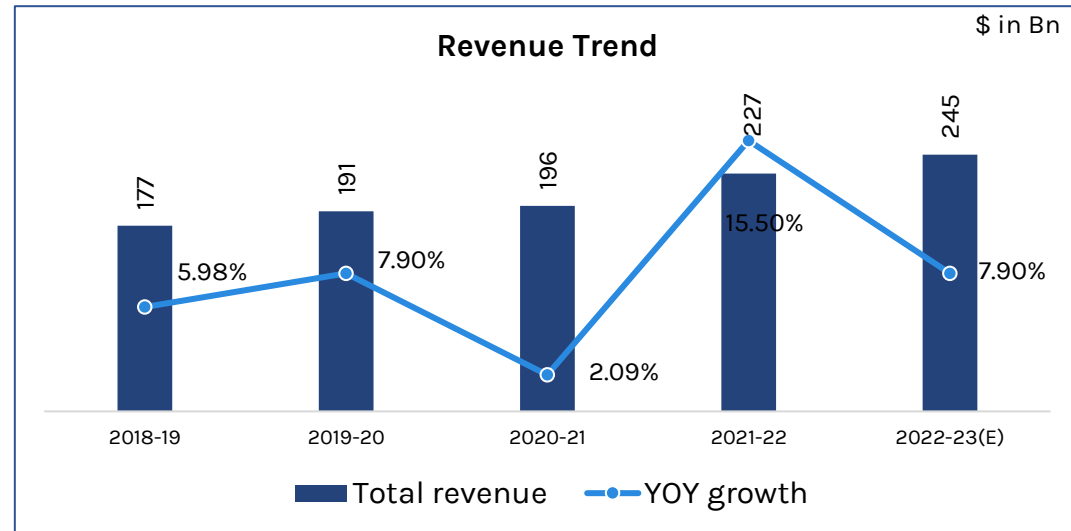
- Global IT Industry market by geography is segmented into North America, Europe, Asia Pacific (APAC), South America, and Middle East and Africa (MEA).
- North America region held the largest share (39%) in FY 2022 with a market size of USD 1,855 Bn and is expected to reach USD 2,824.5 Bn by FY 2029 at a CAGR of 6.1%, followed by APAC with a share of 27% in FY 2022 and a market size of USD 1,298 Bn in FY 2022.
- APAC is 160 forecasted to be USD 1,395 in FY 2023 and is expected to reach USD 2,275.3 Bn by FY 2029 with a CAGR of 8.5% over the forecast period (FY2023-2029)





## IT sector India

- The Indian IT & business services industry is expected to grow to US\$ 19.93 billion by 2025.
- In 2024, the revenue in the IT Services market is projected to reach US\$26.45 billion. It is expected to demonstrate an annual growth rate (CAGR 2024-2028) of 12.98%, ultimately leading to a market volume of US\$43.09 billion by 2028.
- In the Union Budget 2023-24, the allocation for IT and telecom sector stood at Rs. 97,579.05 crore (US\$ 11.77 Bn).
- Revenue in the Enterprise Resource Planning Software market is projected to reach US\$0.71bn in 2024.
- The India artificial intelligence market size reached \$ 680 million in 2022 and further it is expected to reach \$3,935.5 million by 2028, showcasing a growth rate (CAGR) of 33.28% during 2023-2028.
- Revenue is expected to show an annual growth rate (CAGR 2024-2028) of 10.01%, resulting in a market volume of US\$1.04bn by 2028.





## IT Sector Growth Drivers

- Low cost of operation and tax advantages
- 'Make in India' Policy & 'PLI Scheme' of the GOI
- Make AI in India & Make AI for work' initiative of the GOI
- Growing demand for cloud-based services
- Upgrading network to 5G technology
- Restriction of Import of Servers, Laptop, & Tablets from Nov 2023 by DGFT

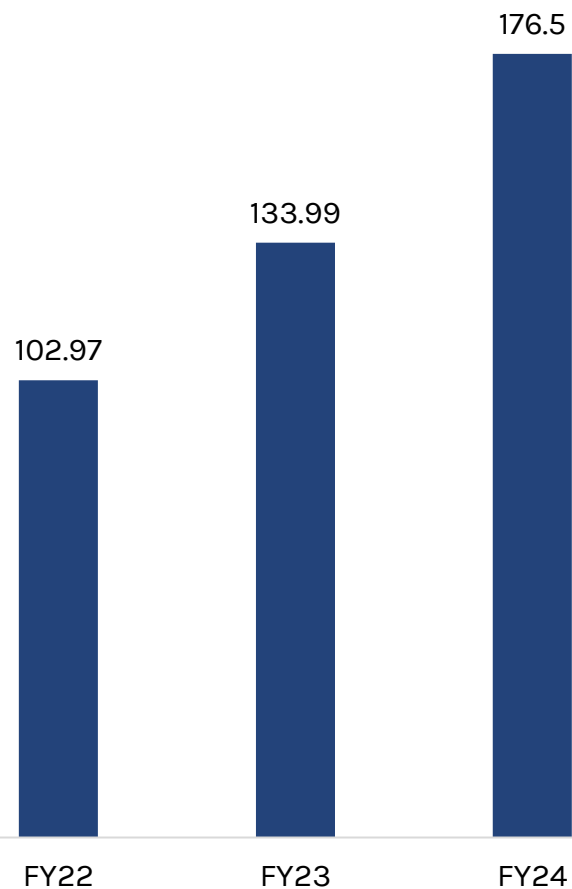


# Financial Overview

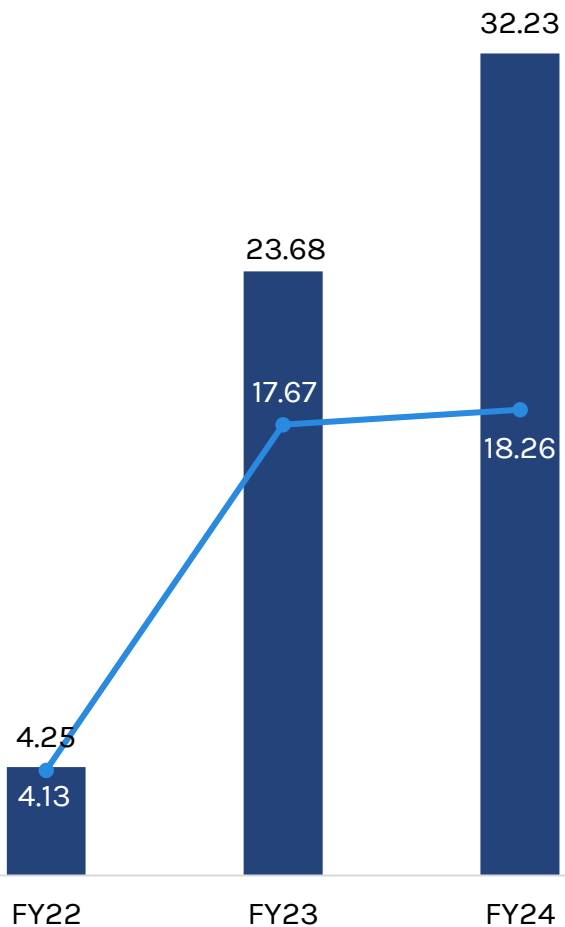
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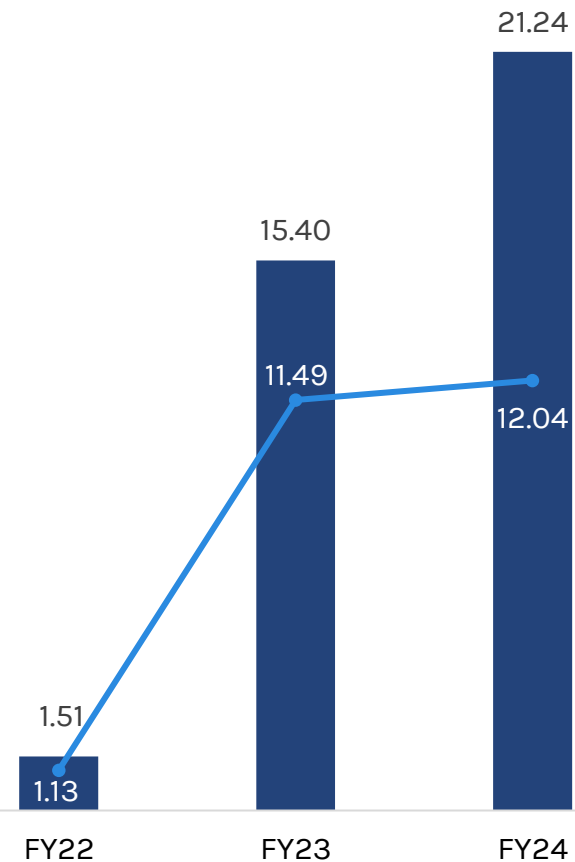
## Total Revenue



## EBITDA Margin



## PAT Margin



All Figures In ₹ Cr & Margin In %

Particulars	FY24	FY23	FY22
Revenues	176.06	133.33	102.86
Other Income	0.44	0.66	0.11
<b>Total Income</b>	<b>176.50</b>	<b>133.99</b>	<b>102.97</b>
Cost of Consumption	133.39	103.51	91.93
Employee costs	5.77	3.95	3.40
Other expenses	5.11	2.85	3.39
Total Expenditure	144.27	110.31	98.72
<b>EBITDA</b>	<b>32.23</b>	<b>23.68</b>	<b>4.25</b>
Finance Costs	3.16	2.97	1.96
Depreciation	0.69	0.23	0.22
PBT	<b>28.39</b>	20.48	2.08
Tax	7.14	5.08	0.57
PAT	<b>21.24</b>	15.40	1.51
<b>Total Comprehensive Income</b>	<b>21.24</b>	<b>15.40</b>	<b>1.51</b>
EPS	9.30	20.60	0.90

Equities & Liabilities	FY24	FY23	FY22
Equity	22.84	7.48	7.48
Other Equity	69.68	16.68	1.35
Non Controlling Interests	0.00	0.00	0.00
<b>Net Worth</b>	<b>92.52</b>	<b>24.15</b>	<b>8.82</b>
Non Current Liabilities			
Non Current Borrowings	2.13	3.38	4.23
Deferred Tax Liabilities	0.07	0.00	0.00
Long Term Provision	0.44	0.32	0.27
<b>Total Non Current Liabilities</b>	<b>2.64</b>	<b>3.70</b>	<b>4.50</b>
Current Liabilities			
Current Borrowings	19.28	19.20	13.72
Lease Liabilities	0.00	0.00	0.00
Trade Payables	27.07	8.49	10.85
Current Tax Liabilities (Net)	0.00	0.00	0.00
Short Term Provisions	7.86	5.16	0.58
Other Current Liabilities	2.11	0.33	0.20
<b>Total Current Liabilities</b>	<b>56.31</b>	<b>33.18</b>	<b>25.35</b>
<b>Total Liabilities</b>	<b>151.47</b>	<b>61.03</b>	<b>38.67</b>

Assets	FY24	FY23	FY22
Non Current Assets			
Fixed assets	11.54	4.26	3.87
Non Current Investments	0.00	0.00	0.00
Deferred Tax Assets (Net)	0.00	0.15	0.13
Other Non Current Assets	7.10	6.13	5.34
<b>Total Non Current Assets</b>	<b>18.64</b>	<b>10.54</b>	<b>9.34</b>
Current Assets			
Inventories	42.13	30.06	9.97
Trade receivables	53.86	18.44	16.77
Cash & Bank Balance	0.17	0.01	1.49
Current Tax Assets (Net)	0.00	0.00	0.00
Other Current Assets	36.68	1.99	1.09
<b>Total Current Assets</b>	<b>132.83</b>	<b>50.50</b>	<b>29.32</b>
<b>Total Assets</b>	<b>151.47</b>	<b>61.03</b>	<b>38.67</b>

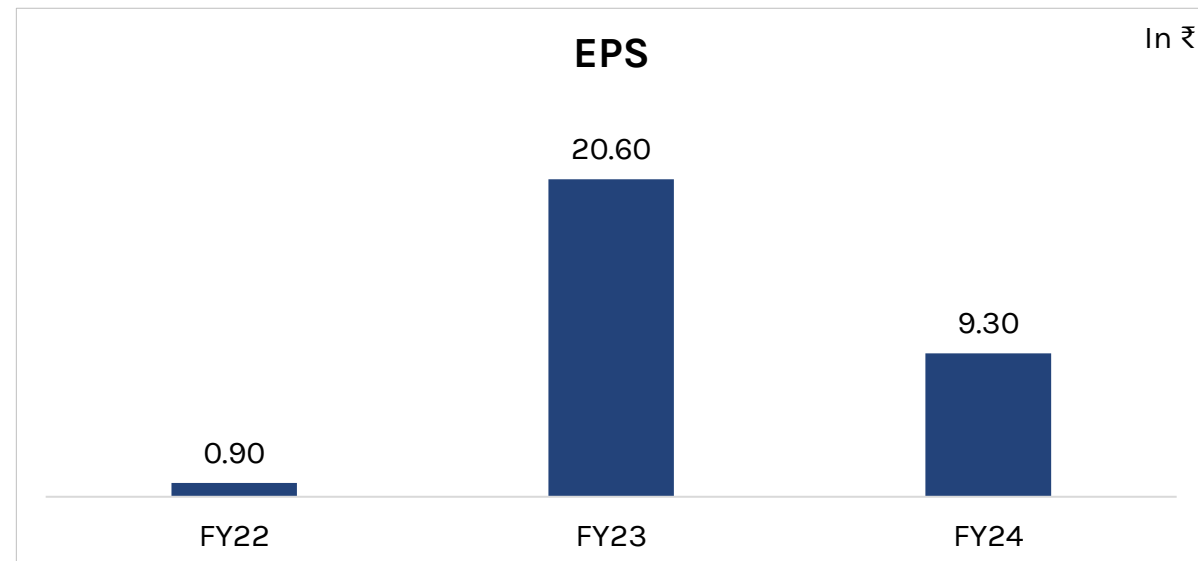
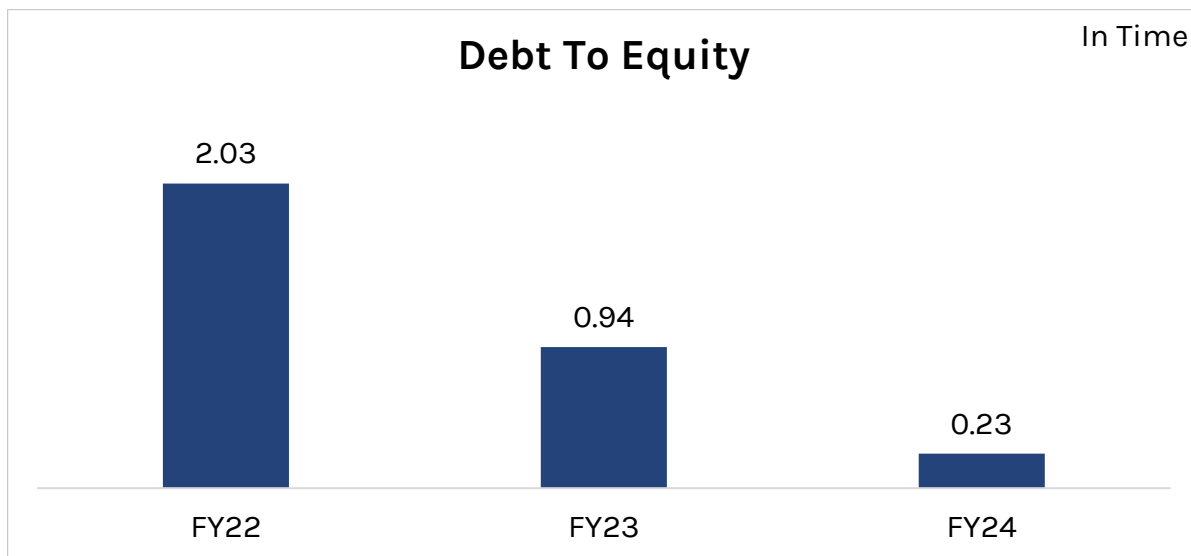
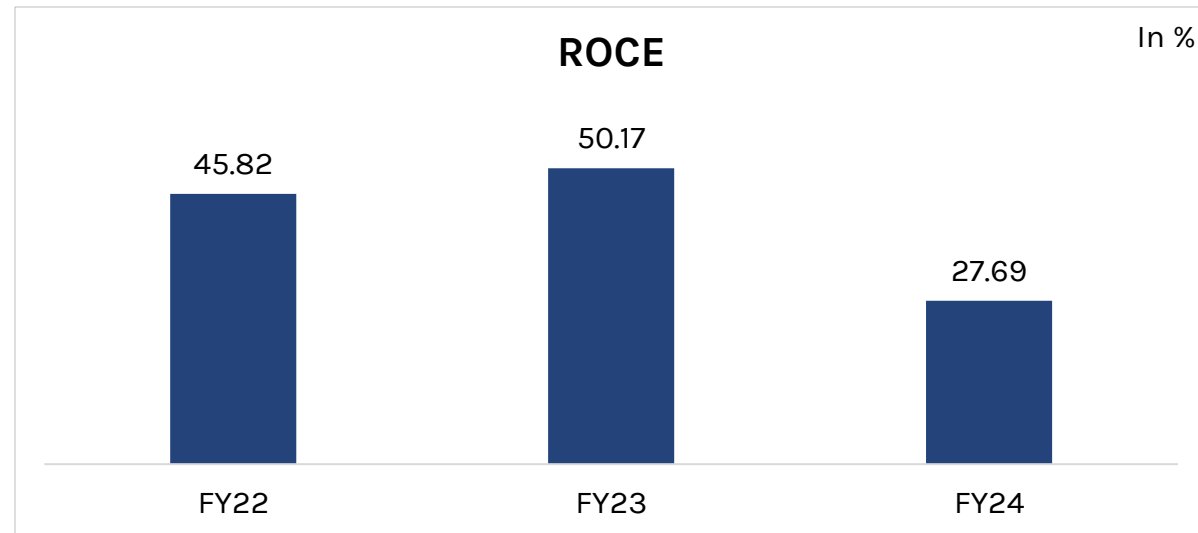
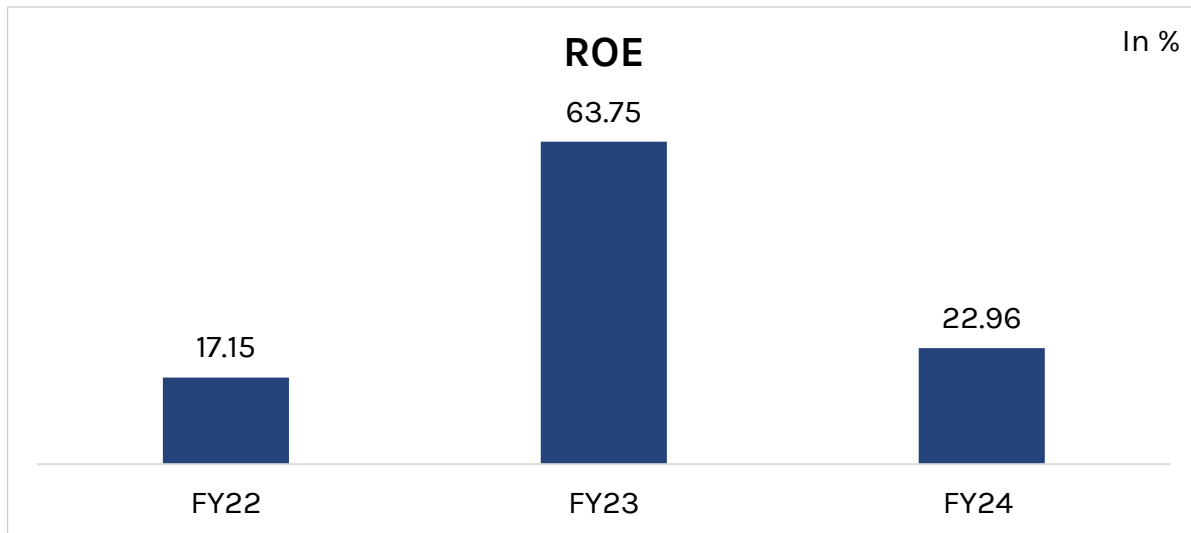
# Cash Flow Statement

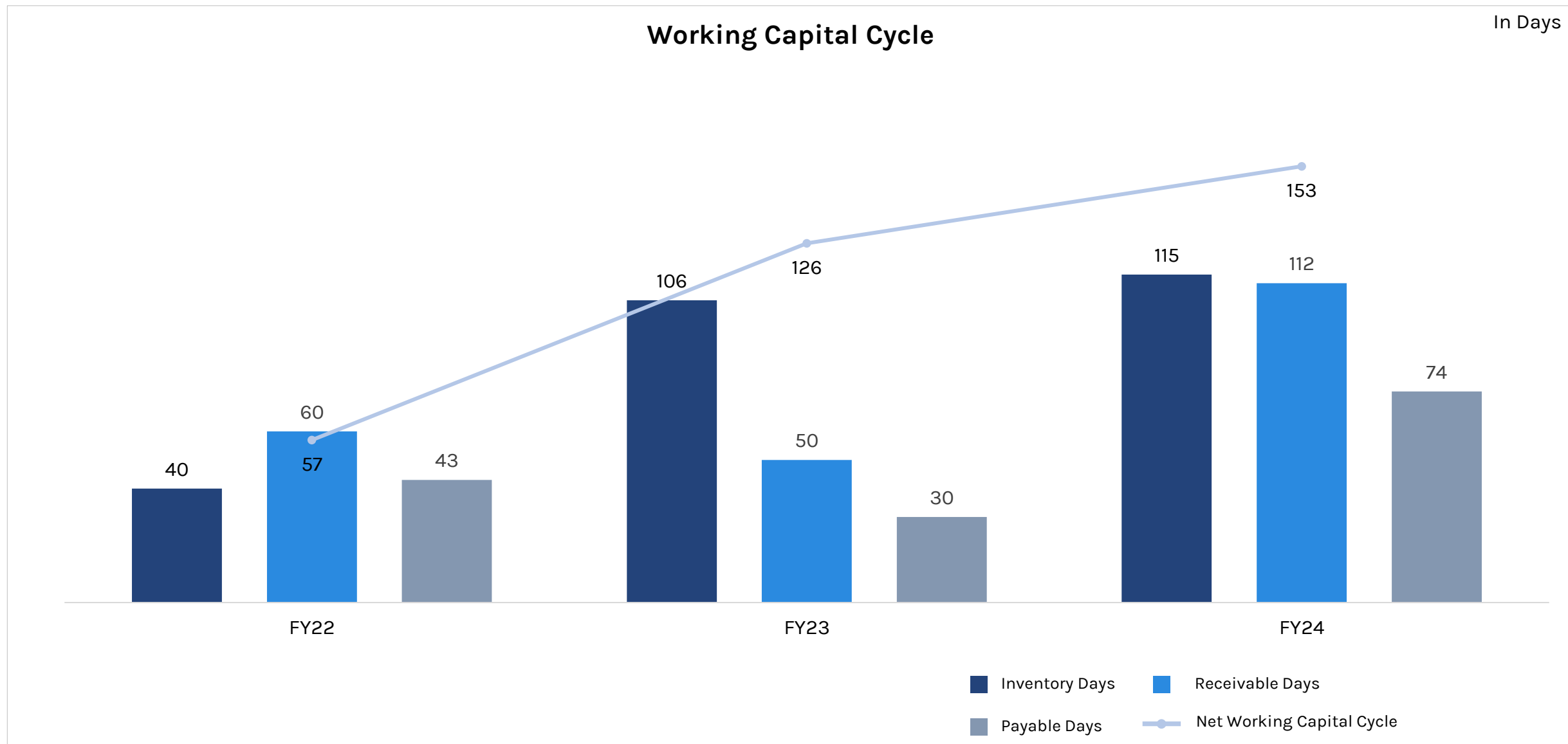


In ₹ Cr

Particulars	FY24	FY23	FY22
Cash from Operation	-33.91	8.75	-4.87
Cash from Investments	-8.81	-11.90	-0.12
Cash from Financing	42.88	1.68	3.11
Net Cash Flow	0.16	-1.48	-1.88









## Innovative IT Solutions:

The company continues to drive innovation in AI-powered cybersecurity solutions, staying ahead of the curve in protecting businesses from evolving threats. Its client-centric solutions have resulted in high customer retention and expanding market presence.



## Strategic Partnerships:

ROX has established strong alliances with domestic & global technology companies, enhancing its product offerings and positioning it as a preferred partner for comprehensive IT security solutions.



## Expanding Client Base:

ROX has successfully grown its client base, attracting high-profile clients across various industries by delivering tailored solutions that address industry-specific challenges.



## Focus on Workforce Development:

The company invests significantly in employee training and development, ensuring a highly skilled workforce. This focus on human resources enhances the company's ability to innovate and deliver top-tier services.



## Financial Ratios:

ROX has notably improved its debt position, reducing the Debt to Equity Ratio from 2.03 times in FY22 to 0.23 times in FY24. Company's cash flow has shown a significant improvement, increasing to ₹ 0.16 crore in FY24 from -₹ 1.88 crore in FY22.

**Thank You**



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