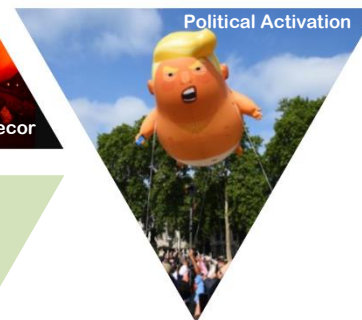




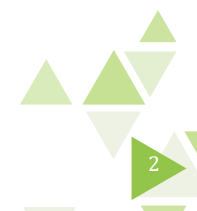
**TOUCHWOOD
ENTERTAINMENT
LIMITED**

November 2019



Agenda

1.	About Us	03
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About Us

November 2019



Who We Are?

Only Listed Event Management Company in India

Wedding Management



With over 100 turnkey weddings, pre and post-nuptials, we know what it takes to be the best

Entertainment



Be it a social party, corporate events, a grand extravaganza, we provide the most experiential entertainment services in India & Abroad

Live Events



The real test of an event management company is how they organize large-scale live events

Political Events



Worked with political parties across the spectrum, delivering effective and impactful on ground campaigns

Exhibitions



Touchwood Exhibits designs and executes exhibition booths right from concept to execution

Design & Decor



Concentrating on celebration décor and ambience. A special day made simply elegant

Curated IPs



Focus on creating unique IPs to drive future growth



Why Touchwood Group?

An award winning enterprise with more than 2 decades of experience in managing the events

1

Two decades of experience and offers expert advice

2

One stop solution to all wedding and event needs

3

In depth market analysis of the latest themes & trends

4

Tie up with all types of hospitality and event partners

5

Dedicated professional team for each project

6

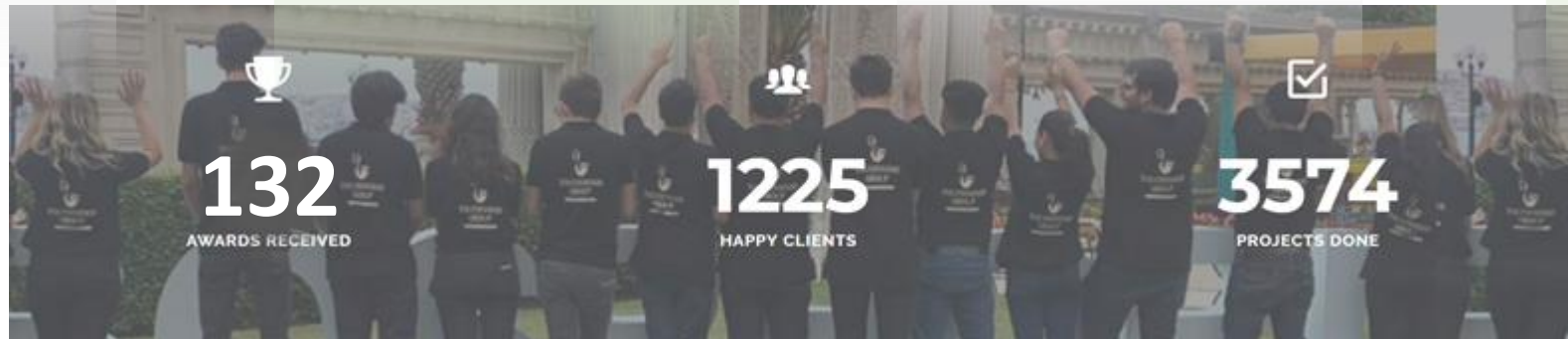
Global presence and experience of hosting events at international levels

7

Empanelment with local City / State government bodies

8

Cater to all kinds of budget



Milestones

1997-2000

- 1997: Founded as a PR firm
- 1999: Ventured into events, mainly college fests and explored entertainment, social and corporate events
- 2000: Entered into talent management

2002-2006

- 2002: Signed 10 Bollywood singers and managed them for more than a decade
- 2005: Became India's No.1 talent management company
- 2006: Ventured into large scale government and public events

2008-2012

- 2008: Ventured into complete wedding management and turnkey wedding projects
- 2011: Ventured into décor and production. Designed some of the largest décor projects in India and Abroad
- 2012: Entered political activations and government fests and events

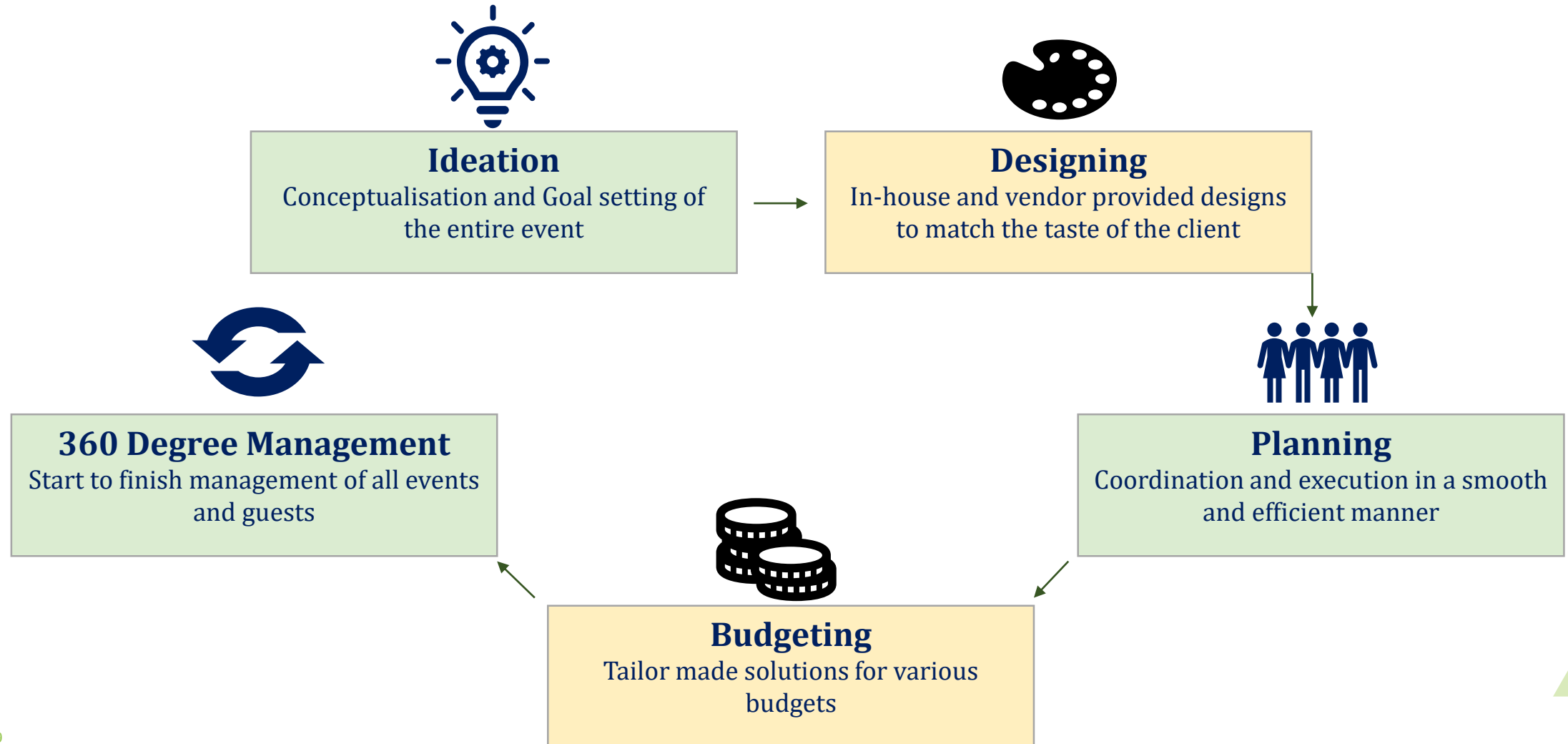
2014-2016

- 2014: Started international destination weddings
- 2015: Started venues in the name of VEDA in Delhi
- 2016: First company to handle international presidential election campaign in Gabon

2017-2019

- 2017: First event management company listed on NSE emerge SME platform; Talent Square becomes largest talent management company in India
- 2018: Started IPs – Make Me Up and Gourmet Entertainment Show
- 2019: Scaled VEDA – Jaipur and beyond; Becomes No.1 agency for weddings, political activities, roadshows and below the line activities
- Board approved migration from SME Emerge Platform to NSE Mainboard Platform

Well defined and professionally managed Event Management Process



Pioneer in managing large format events and weddings



Dilbagh Wedding



Sanghi Wedding



Dawat Basmati Rice



Saifai Mahotsav



TDI Builders

Key Business Highlights

Delivering Consistent Operational and Financial Performance



Global Events

8 countries
International
Presence

12
Total Events

34.6%

3 Year Revenue CAGR

Rs. 3,276
Lakhs

FY2019 Revenue



Domestic Events

30
Cities Covered

1002
Total Events

Rs. 495 Lakhs
15.1 %
FY2019 EBITDA and
Margins

Rs. 310 Lakhs
9.5 %
FY2019 PAT and
Margins



Curated IPs

2018
Started In

8
Total Events

Rs. 2
26.3%
FY2019 Dividend and
Payout

26%
FY2019 ROE

Key Business Highlights – H1 FY2020

Board approved raising of equity capital upto Rs. 50 Crores to fund expansion plans

Rs. 876 Lakhs

H1 FY2020 Revenue

Rs. 173 Lakhs
19.7 %

H1 FY2020 EBITDA
and Margins

Rs. 88 Lakhs
10 %

FY2019 PAT and
Margins

Rs. 0.2
23%

H1 FY2020 Interim
Dividend and Payout

1. Gourmet Entertainment Show (IP)

- Event was successfully held at Convention Centre in Gurgaon on 1 & 2 August 2019
- India's only experiential showcase platform of F&B , Weddings and Events
- 4000+ attendees, 1000+ HNIs and 50+ well renowned artists were present
- 500+ high profile wedding and event planners and 35+ high profile caterers and wedding designers were also in attendance

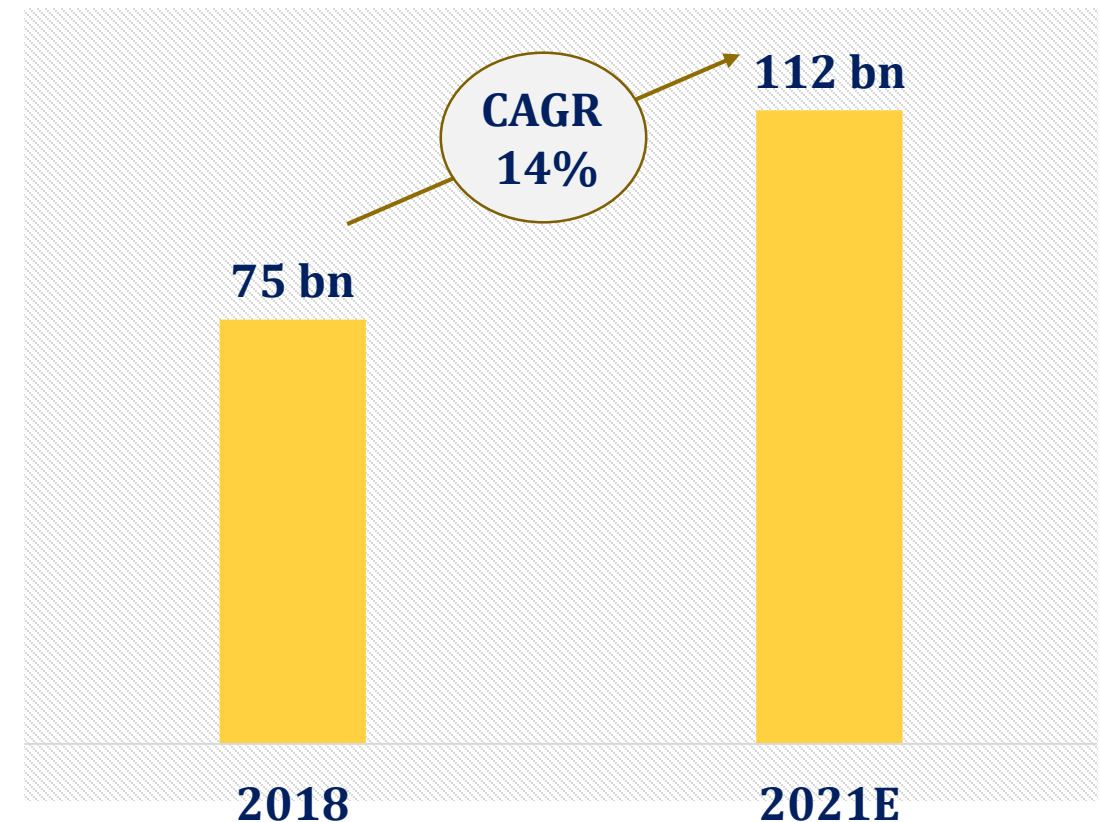
2. Total Events Conducted

- Total 70 events were conducted in H1 FY2020
- International events in countries like Turkey, Batam Islands, Dubai, Thailand, Africa, Sri Lanka
- Weddings for HNI Clients in India
- High level production for Exhibitions including International clientele
- High profile events related to Artist Management – International artists like Boney M, PHA, Shadow & innovative acts from around the world, Germany, UK, Ukraine

Event Management Industry

- The industry grew at **15.6% in 2018** led by the launch of many large format events, intellectual properties (IPs), weddings, sports and digital activation
- The number of **events grew by 9%** over 2017, led by **digital events which grew 35%** and **activations, which grew 21%**
- Events **continued to grow in scale and size** on the back of weddings, sports, government spends and large format concerts and theatricals
- Sector is becoming more and **more organized** and thriving with the **increased popularity of social media**
- **Event industry continues to be resilient to economic downcycles**

Indian Event Management Industry (Rs. billion)



Favourable Demographics

- ❑ Second largest population in the world and **youngest nation** with average age of 28 years
- ❑ **Urbanisation and increase in disposable income** further driving spending on leisure, events and entertainment
- ❑ Changing **consumer spending landscape** which is expected to accelerate growth in event industry
- ❑ Event revenues in tier-II and III cities grew at the same rate or faster than events in larger cities. India's GDP growth over the next few years is expected to be higher in smaller cities and **will result in higher spending on entertainment**
- ❑ Over **250 rallies** and multiple roadshows by major political parties during the election season provide **multiple opportunities for political events**

Digitalization and Social Media

- ❑ Digitization and technological advancements across the value chain are **improving the quality of content, reach, marketing and ensuring success of an event**
- ❑ Emergence of Social Media platforms is playing a **pivotal role in shaping the industry**. People sharing images of events, marriages, live events, exhibitions etc, is creating the need of socializing and thus driving the overall event industry
- ❑ Digitalization will drive efficiencies and **improve Return on Investments (ROI)**

Approx. **50%** of India's **1.3 bn population** is under the age of 30

- 350+ mn individuals within the marriageable age bracket, with approx. 100 mn being unmarried
- An average of **10 to 13 mn weddings each year** until 2021, as young consumer base will get married

Incomes are growing, GDP per capita is expected to reach US\$3,000 by 2023 (8%+ CAGR)

- Indian wedding market is growing at **25 to 30 percent annually**
- Revenues from **international** inbound customers is expected to **expand by 2.5 times by 2022**

Social media penetration leading to showcase of aspirational weddings

- Destination/Curated/ Theme-based weddings, Exotic locations, Professional services will drive the growth momentum
- Ancillary sectors Jewelry, Apparels, Photography/ Videos and others will also witness significant growth

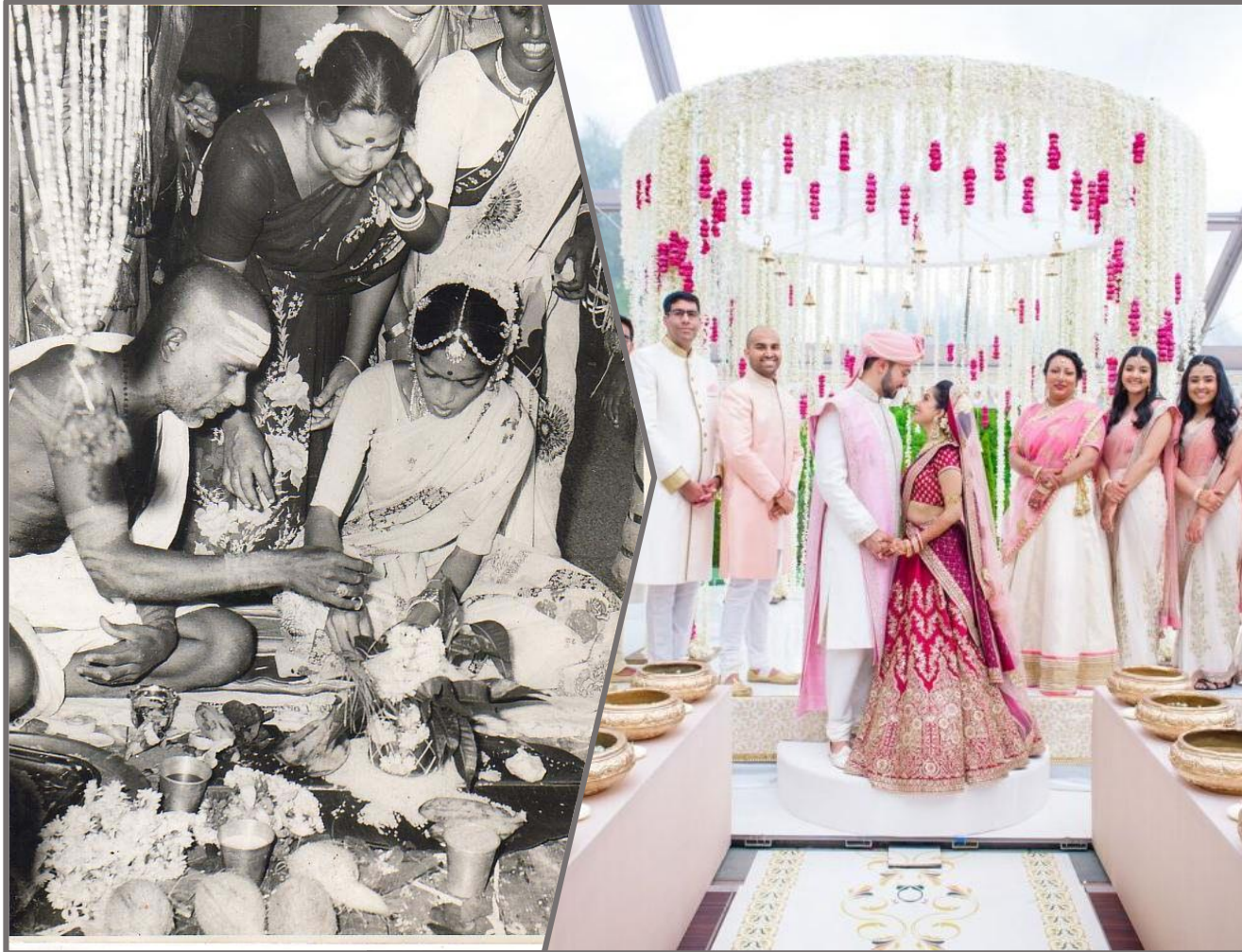
\$50 billion

Indian wedding
market size

Challenges:

- Unorganized industry – driven by multiple fragmented services providers
- Aspirational aspects of quality, experience and technology are lacking
- Inability of existing services providers to innovate due to resource, knowledge and capital constraints

Wedding Trends



Indian weddings, today, are very dynamic and are constantly evolving one

Current status is reflection of changing tastes, social mores, exposure and lifestyle choices of Indian consumers

Hosts and guests alike are in a race to live well, party hard and dress trendy for the occasion with prevailing lifestyle trends

Sophistication in changing fashion choices, food habits and even more developed sensibilities with regard to decor and design

Due to growing length of days, size of budgets, widened scope and limited time availability, people are turning to event planners

Emerging Trends: Theme weddings and destination weddings

Curated Intellectual Properties (IPs)

- IP refers to any event or activation whose intellectual property (i.e., the concept, logo, name, format, etc.) is wholly or partly owned by the event management company. Some **examples of IPs are India International Film Awards, India Bike Week, EVC, Sunburn, etc**
- Event management companies **to focus more on creating IPs**, either owned by them, or in partnership with brands or other event management agencies.
- **While IPs contributed to less than 1% of total events, they provided around 16% of revenues**



Our Key Offerings



1. Wedding Management: International



1. Istanbul



2. Bodrum



3. Antalya



4. Abu Dhabi



5. Dubai



6. Muscat



7. Galle



8. Mauritius



1. Wedding Management: Domestic



Jaipur



Goa



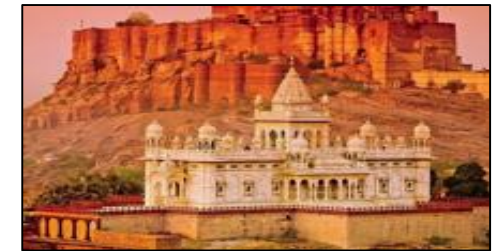
Udaipur



Mussoorie



Kochi



Jodhpur

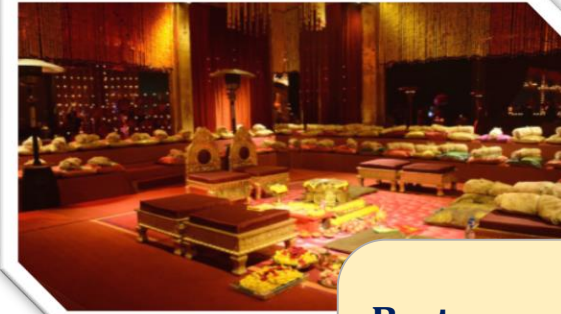
250
Events
Conducted in
Last 5 Years

17%
FY2019
Contribution to
Revenue

1. Wedding Management: Value Proposition



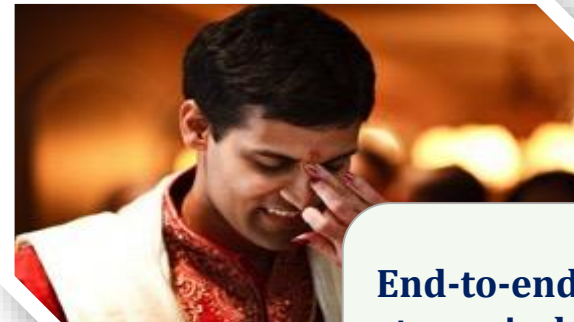
A capable and dedicated team for customized holistic solutions creating unparalleled experiences



Best experts in various fields of floral, set design, décor, etc. on a single platform to create a fantastic, ultra magical experience



Scope starts with the pre-event planning through to execution right up to the post-event winding up



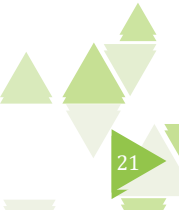
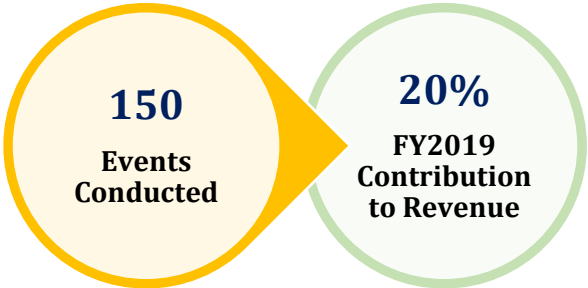
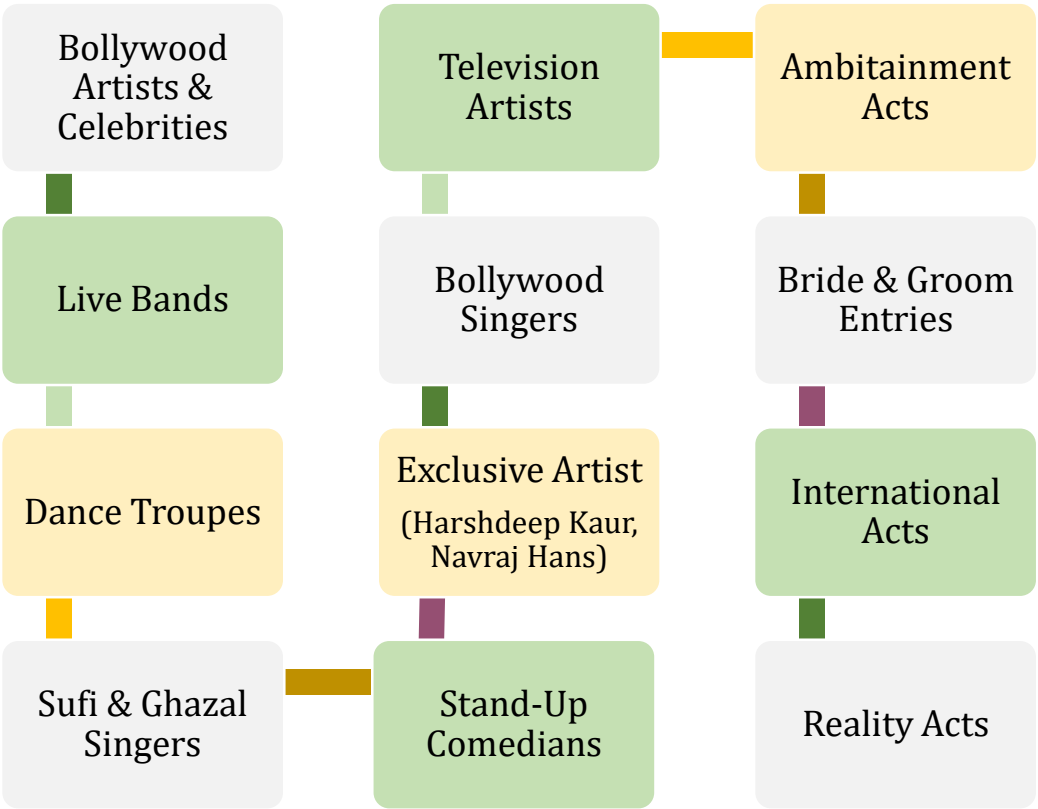
End-to-end solutions backed by our strong in-house production set up and long-established vendor relations in the industry

2. Entertainment

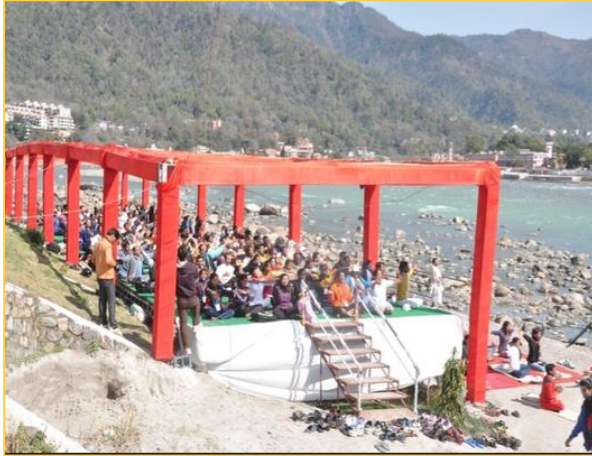


We create and deliver experiential entertainment and are known to execute them flawlessly. We are market leaders in designing and accomplishing highly polished, incredibly glamorous and spell bounding events

Our Expertise Covers



3. Live Events



Yoga Festival



National Youth Festival

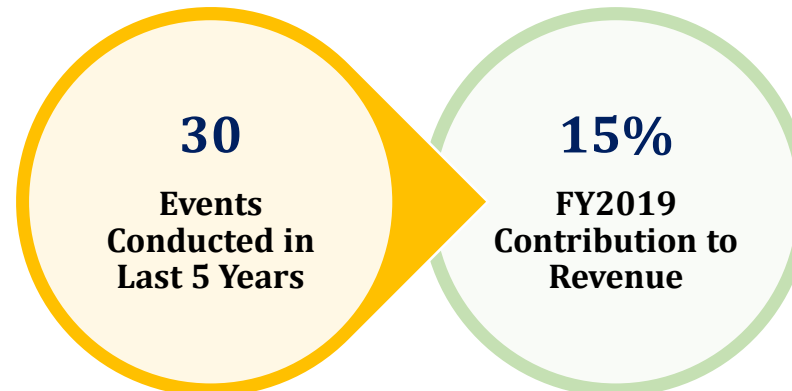


**Indian Gramin
Cricket League**



Bharat Kesari Dandal

November 2019



Saifai Mahotsav

4. Political Events



Leveraging latest technology and insights from social media & data analytics with superior execution to deliver effective and impactful campaign activation for successful political events

Strategy



Define the Objective



Understand Voter Segments



Demographic Information



Party Affiliations



Social Media Insights



Develop Campaign Value Propositions



5. Exhibitions



What We Do



Consultation



3D Booth Design



Graphic Production



Booth Construction



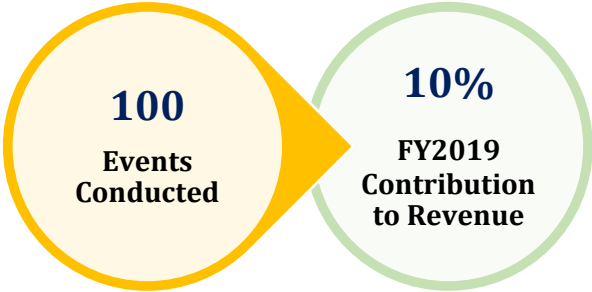
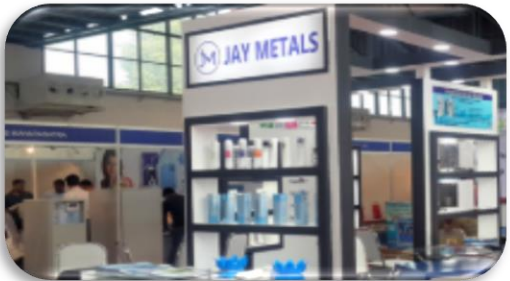
Installation,
Dismantling &
Shipping



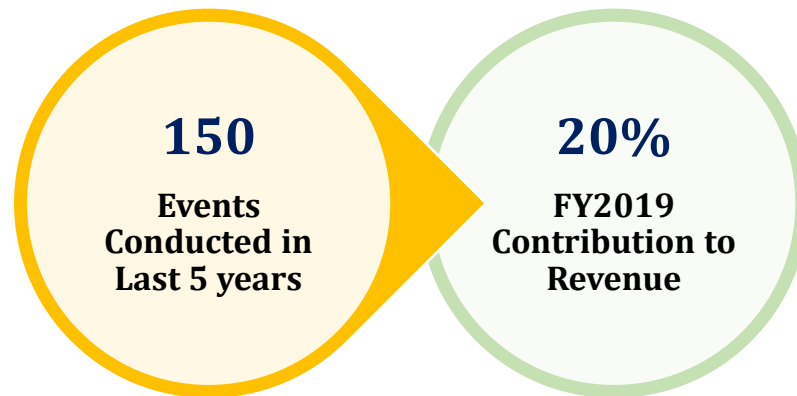
Onsite Supervision



Trade Show Management



6. Design And Décor



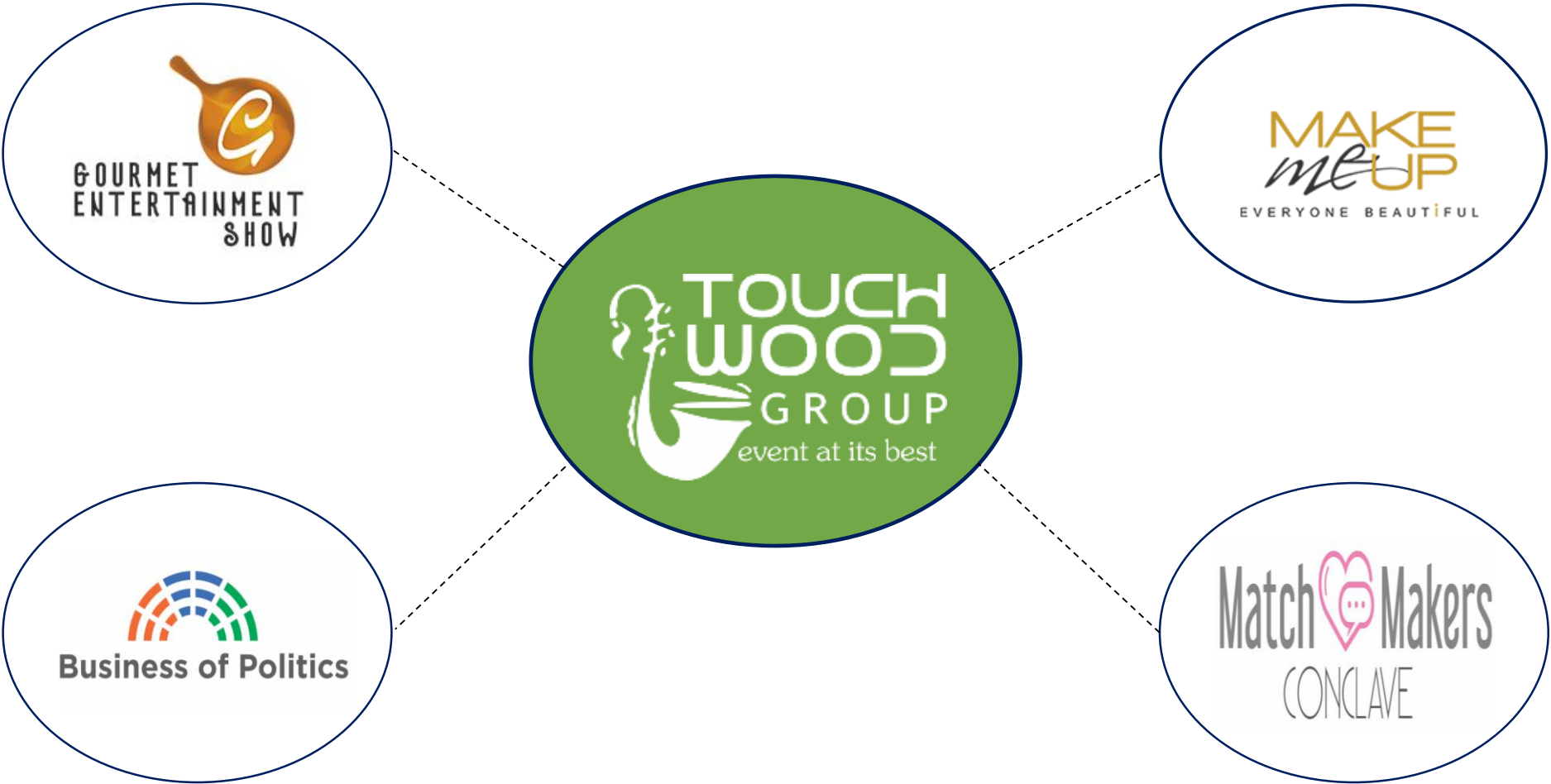
- Integration of creativity and technology to all events
- Provide classy and elegant décor
- Pay attention to every detail

Touchwood Curated IPs



Our Curated IPs

Synergistic to Touchwoods existing business and Curated IP to drive future growth



1. Gourmet Entertainment Show



Platform created to take forward the culinary journey of celebrations in India on to a world stage



Two-day event designed to enable planners to learn from the best in the business of Gourmet Entertainment



Featuring showcases from over 50 of India's TOP Catering Companies, Restaurants and Food Designers



Discussions with leading authorities from the business of F&B, experiential engagements, workshops and masterclasses

1. Gourmet Entertainment Show

4000
Total
Attendees

**Event was held at
Convention Centre in
Gurgaon on 1 & 2
August 2019**

**India's only
experiential
showcase platform
of all things F&B at
Weddings and
Events**

35+
High Profile
Caters &
Wedding
Designers

500+
High Profile
Wedding &
Event
Planners

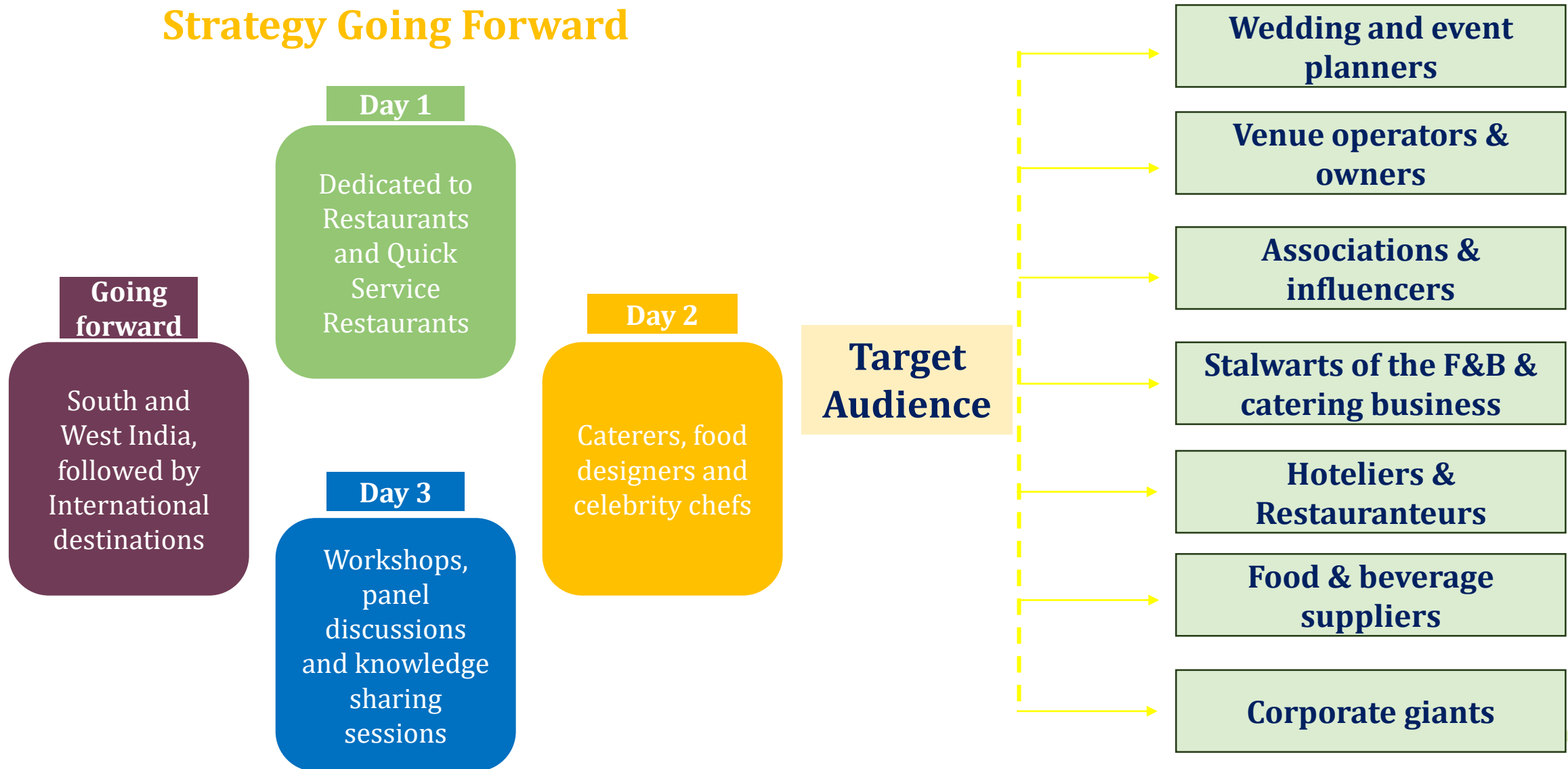
1000+
HNIs

50+
Well
Renowned
Artists



1. Gourmet Entertainment Show: Strategy

Strategy Going Forward



Catering Industry is expected to reach US\$ 185 billion by 2023

Projected to
grow at a
CAGR of more
than 6%

\$ 185 billion
by 2023

45% of
growth from
the APAC
region

Increasing
popularity of
online
catering

Key Industry Highlights

- 70% controlled by local **unorganised sector**
- **Increased mergers and acquisitions** by top players to **improve capabilities**
- Growing awareness towards healthy eating
- Rising demand for customised food
- **Heterogenous market** – varying taste from region to region
- Shift towards **online catering** with the help of **technological advancement**

2. Make Me Up – About Us

An E-Commerce platform containing services as well as products related to the beauty segment



About Us

An **E-Commerce platform** catering to the needs of make up **products and services**



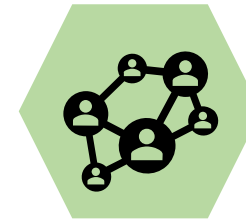
Vision

To create **Make Me Up, India's biggest platform** that connects top beauty professionals, products and provides access to beauty experiences



Model

Subscription based approach to provide all premium services in beauty and health segments



Offering

One stop solution for products and connects experienced make up service professionals

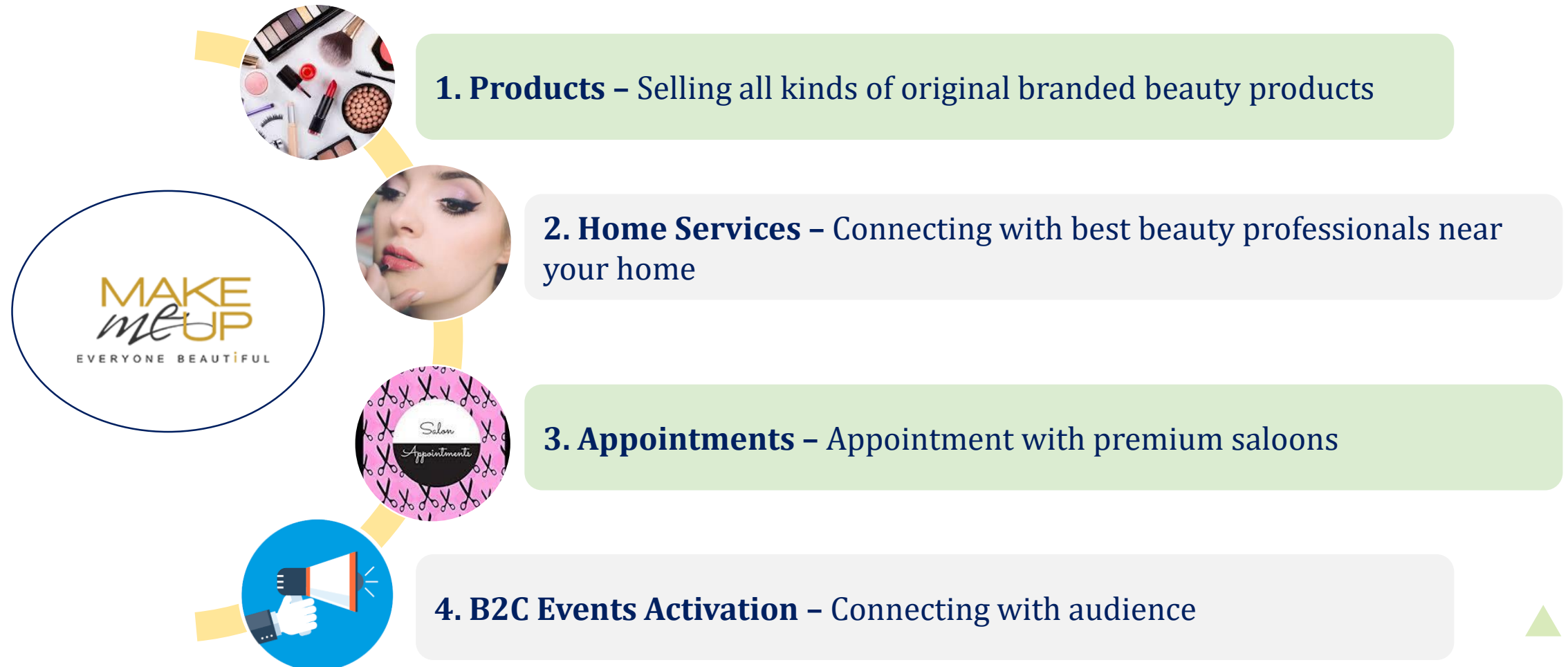


Uniqueness

First B2C platform for beauty products and services in India

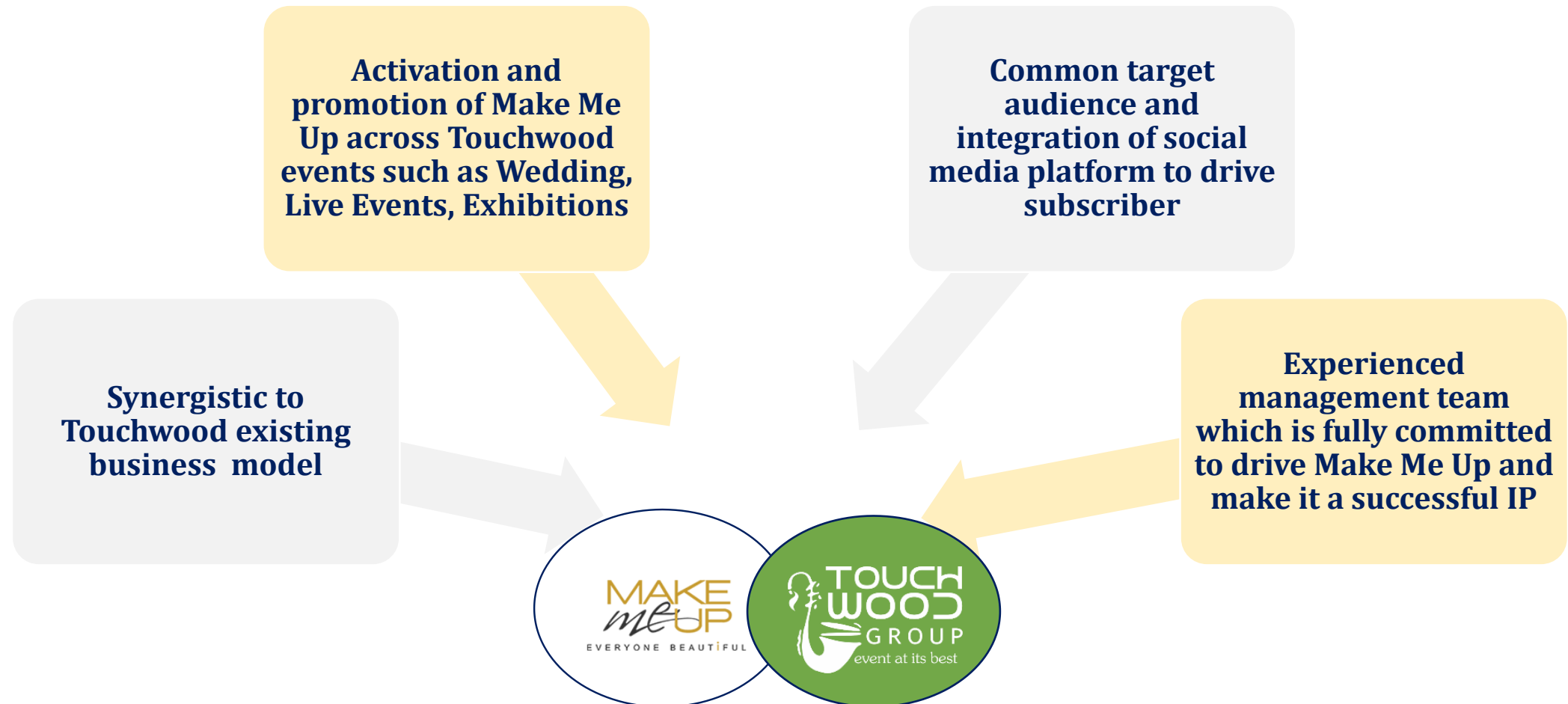
2. Make Me Up – Offerings

Starting with four verticals, subscription-based approach to access all premium services in beauty and health segment & became leader in the metro cities



2. Make Me Up – Why?

Synergistic to Touchwood existing business and Curated IP to drive to future growth



Make Up Industry Overview

Global Market

\$863 Billion

by 2024 with
CAGR of 7%

**Ecommerce
and Social
Media**

- ✓ Digitalization and E-commerce is driving the growth
- ✓ Social media is driving products to be more unique and "shareable"
- ✓ Strong focus on appealing packaging
- ✓ Innovation in digital tools to monitor skin conditions and customizing products

Domestic Market

\$20 Billion

by 2025 with
CAGR of 25%

**Stable
Consumer
Demand**

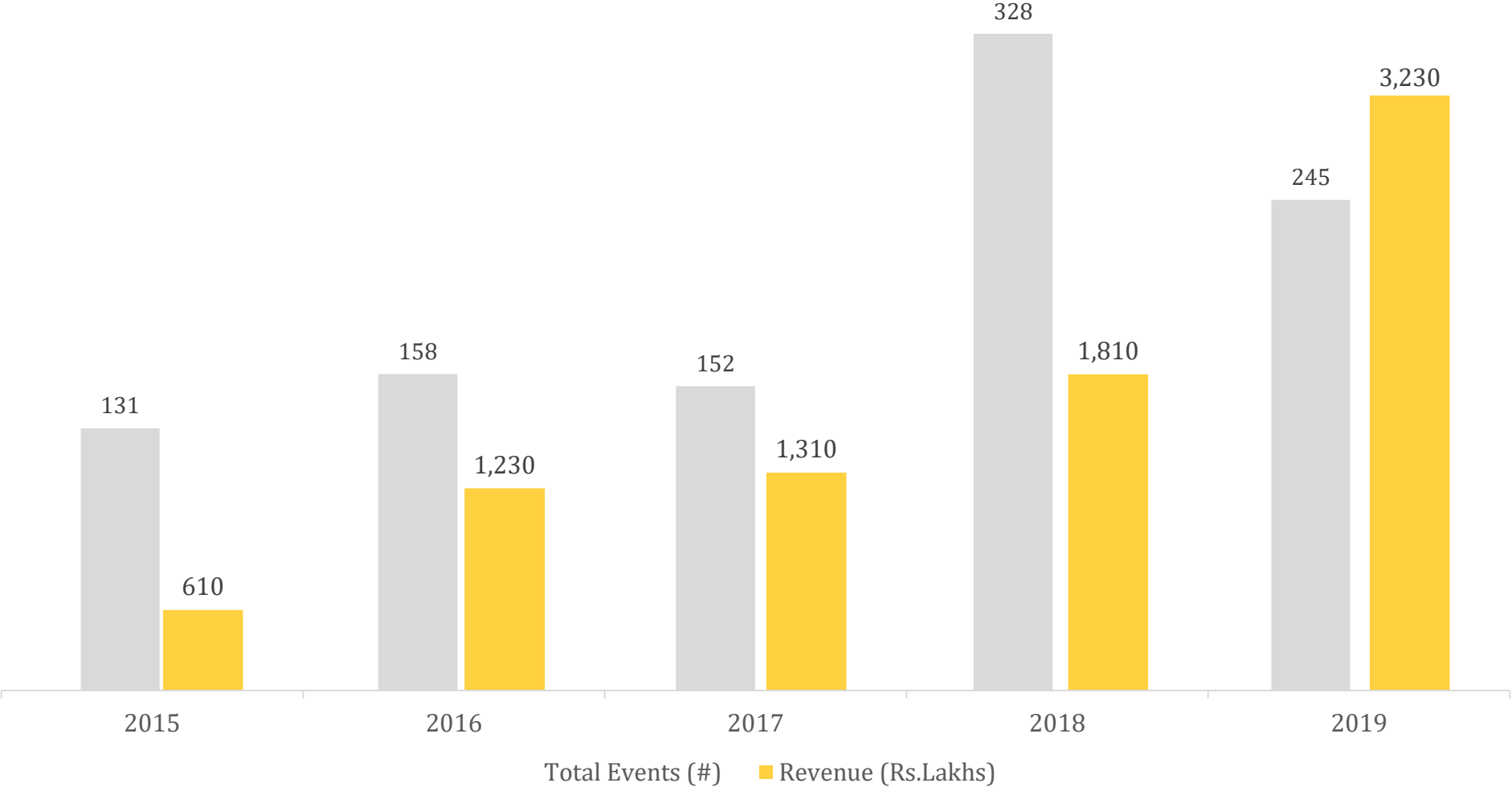
- ✓ Increase in disposable income & spending power to increase domestic demand
- ✓ Increased E-Commerce - Access to Global brands supports

Niche products:

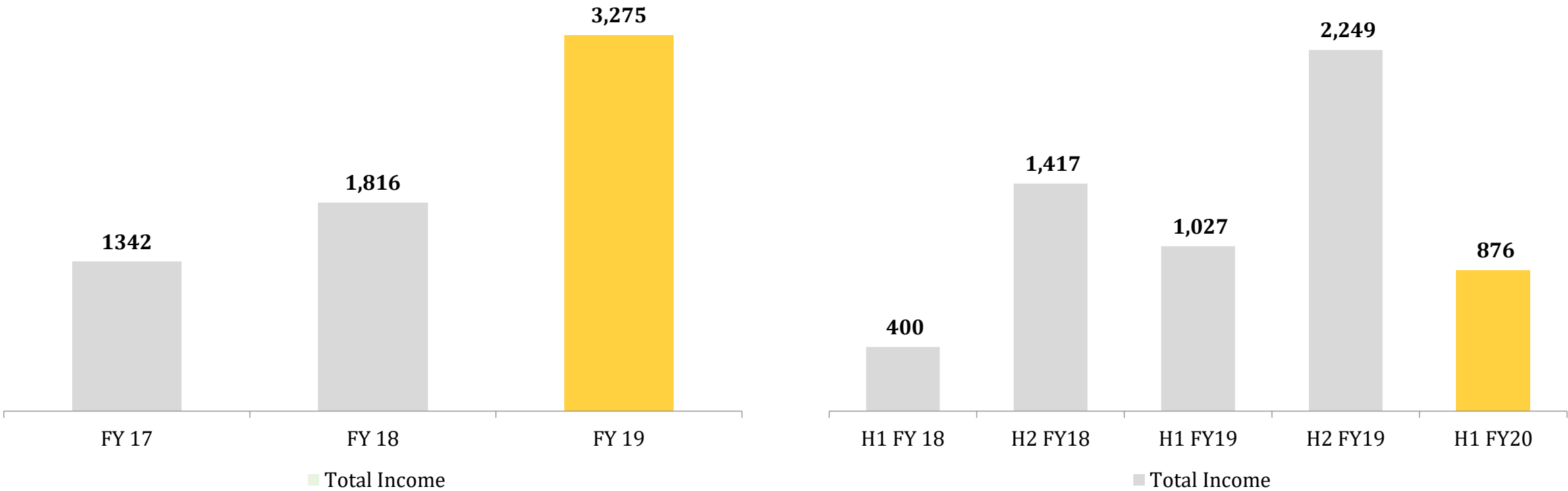
- ✓ Skewed towards adolescent population
- ✓ Low brand loyalty
- ✓ Aged 17-24

Make Me Up Target Market

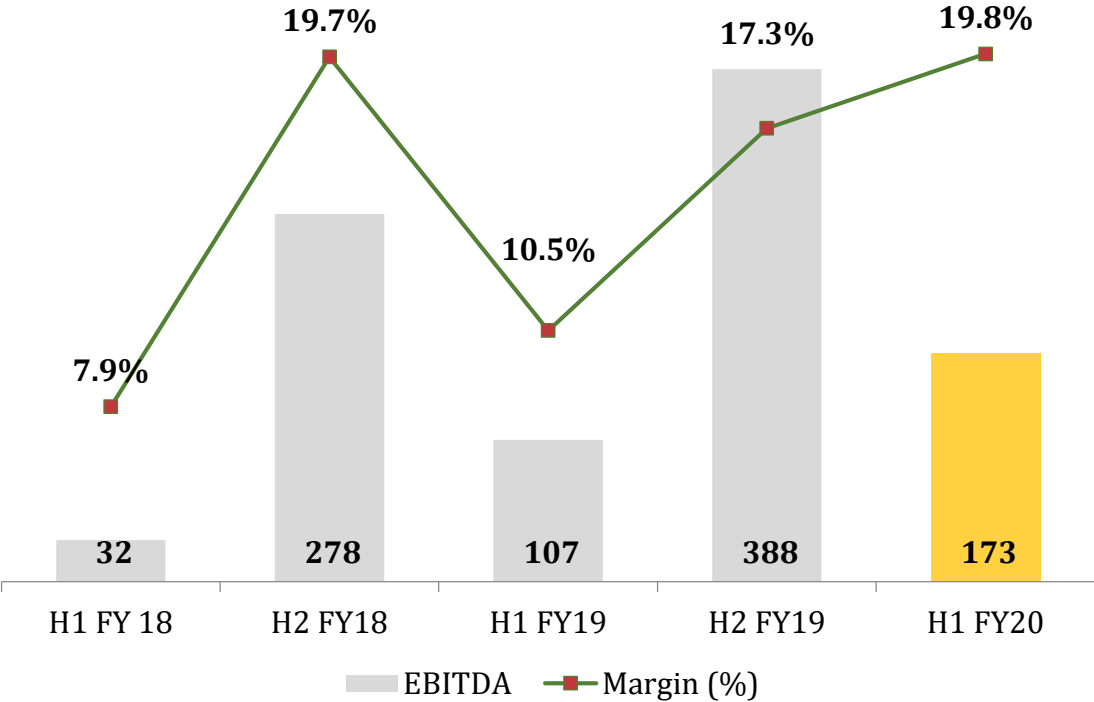
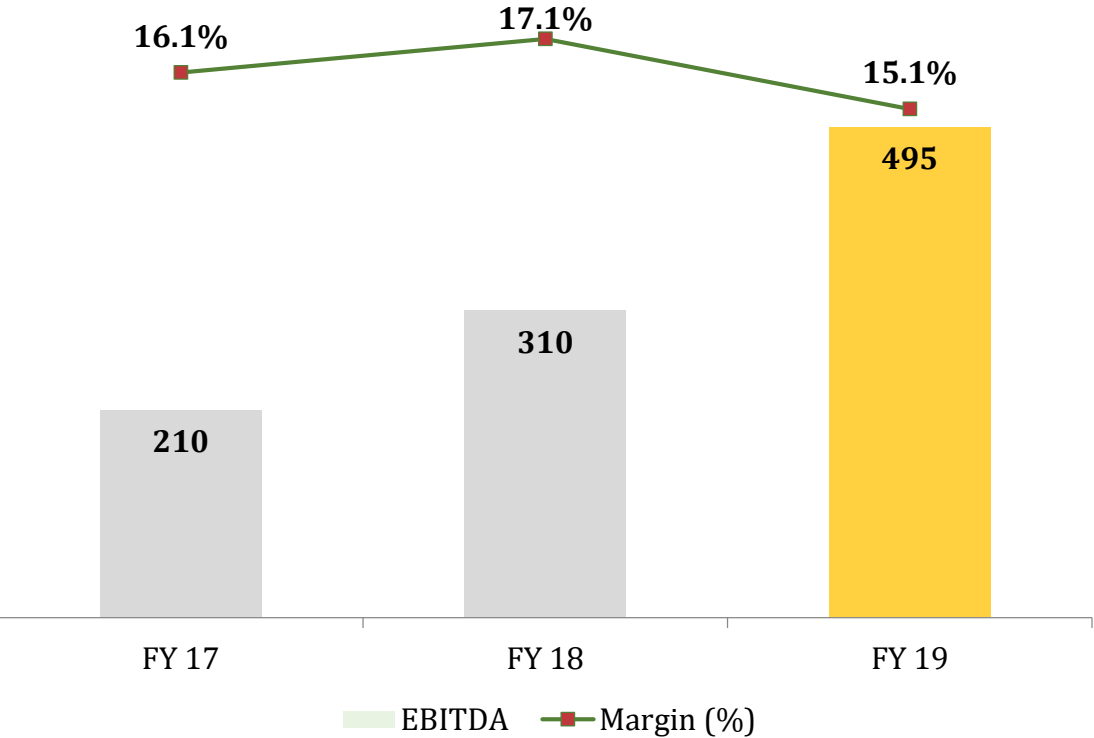
Operational and Financial Performance



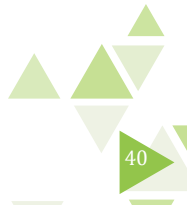
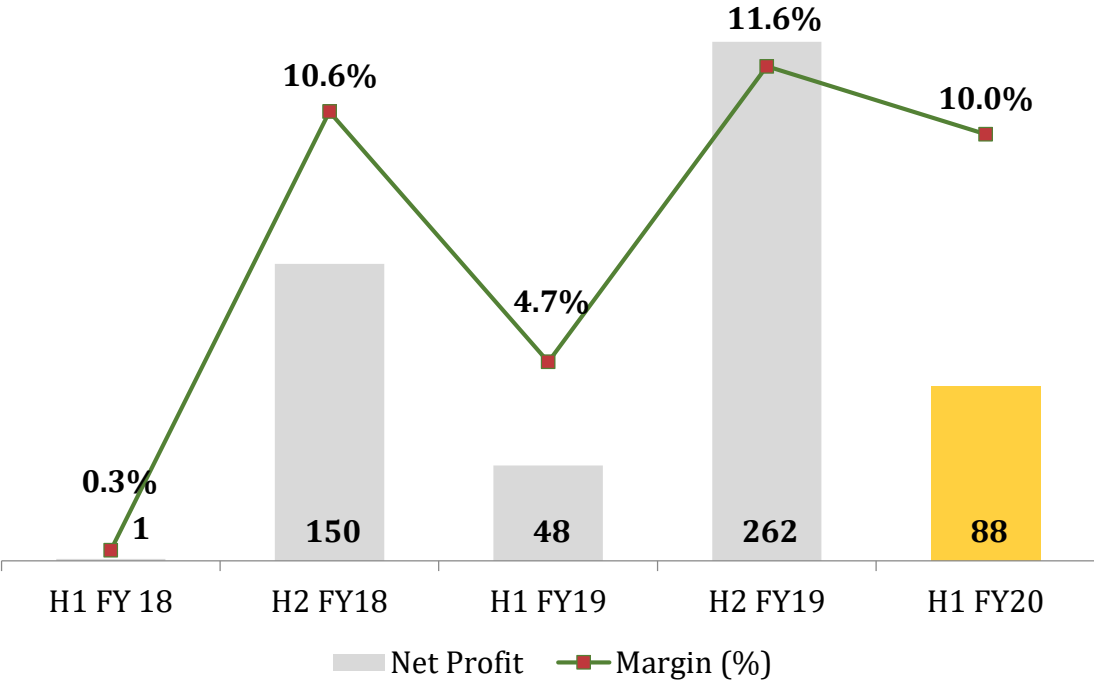
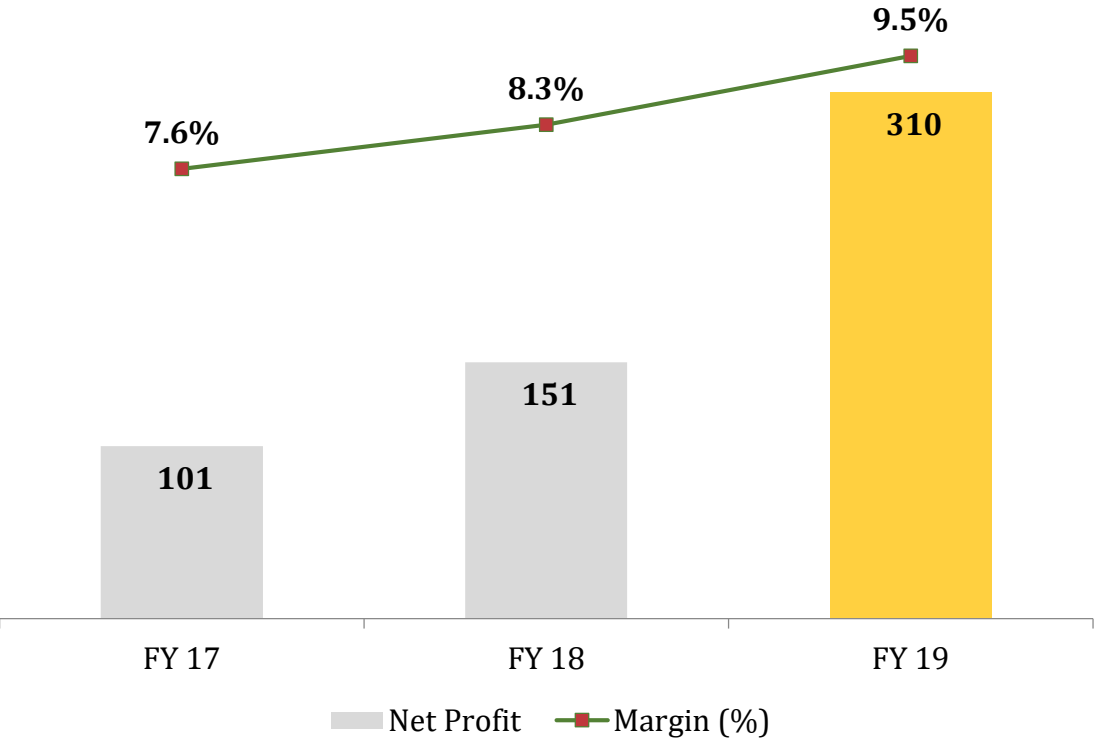
Revenue (Rs. Lakhs)



EBITDA (Rs. Lakhs) and Margins (%)

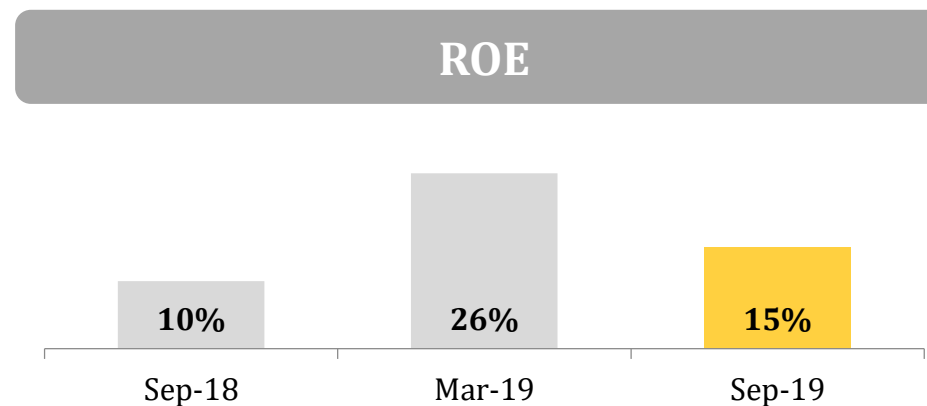
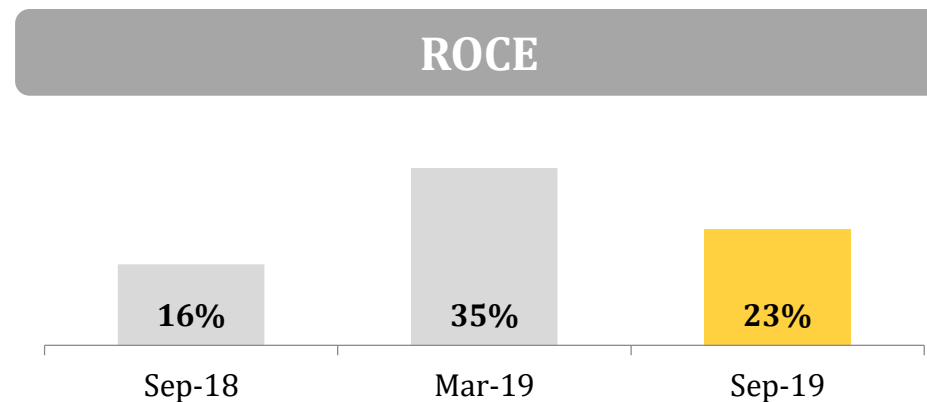


PAT (Rs. Lakhs) and Margins (%)



Financial Performance

(Rs. Lakhs)	Sep-2018	Mar-2019	Sep-2019
Long Term Debt	21	34	21
Short Term Debt	0	0	22
Total Debt	21	34	43
Less: Cash & Cash Equivalents	372	387	294
Net Debt / (Net Cash)	(351)	(352)	(251)
Net Worth	930	1,192	1,181
EBITDA	107	495	173
Net Debt / EBITDA	(3.27)x	(0.71)x	(1.45)x
Total Debt / Net Worth	0.02x	0.03x	0.04x
Capital Employed	951	1,226	1,224
EBIT	76	432	144
Net Profit	48	310	88
ROCE	16%	35%	23%
ROE	10%	26%	15%



H1 FY2020 Dividend/Share	Dividend Payout Ratio
Rs 0.20	23%

Corporate Governance

Experienced Board of Directors



Mr. Manjit Singh

Chairman & Managing Director

Experience: 20 Years in captive and experiential marketing and advertising

Education: MBA



Mr. Vijay Arora

Whole time Director

Experience: 19 Years in managing large format, people & process-oriented deliveries.

Education: B.Com



Ms. Jaswinder Kaur

Director

Experience: 7 years. Internet specific marketing techniques, programming languages, and search engine optimization techniques.

Education: Masters of Computer Application



Ms. Priyanka Arora

Director

Experience: 8 years. creative output across the department developing ideas and hiring and managing the creative teams.

Education: B.Com

Experienced Board of Directors



Mr. Manjeet Singh Saini
Independent Director

Experience: 20 years. Promoter and Director in Nexgtech Net Solutions Pvt. Ltd, in Nexgtech Infratech Pvt. Ltd. and as a partner in Nexgtech Infratel LLP.

Education: M.B.A (International Business)



Ms. Paruldeep Kaur
Independent Director

Experience: 6 years. Consultant in finance and she assists the clients to assess their financial situation including both short and long-term financial goals.

Education: M.B.A



Mr. Michael Anthony Cruz
Independent Director

Experience: 20 years. GM in BPTL Limited and in Taneja Developers & Infrastructures Ltd. Corporate head of Chadha Group and Aerens Goldsouk International Ltd

Education: Higher Secondary



Mr. Vijay Kumar Pugalia
Independent Director

Experience: 17 years. Director and Promoter of Digione Technologies Private Limited.

Education: M.B.A, BE (ELECTRICAL)

Senior Management



Dinesh Singla
Chief Financial Officer

Education: MBA (Finance)



Kanika Arora
Associate Director

Education: Masters In Mass
Communication



Shrey Khandelwal
Associate Director

Education: B.Com



Aayush Kumar
Senior Manager
Entertainment

Education: MBA

Audit Committee

Name of Director	Designation	Nature of Directorship
Paruldeep Kaur	Chairperson	Non-Executive and Independent
Michael Anthony Cruz	Member	Non-Executive and Independent
Manjit Singh	Member	Executive and Non-Independent

Nomination & Remuneration Committee

Name of Director	Designation	Nature of Directorship
Michael Anthony Cruz	Chairperson	Non-Executive and Independent
Paruldeep Kaur	Member	Non-Executive and Independent
Manjeet Singh Saini	Member	Non-Executive and Independent

Stakeholders Relationship Committee

Name of Director	Designation	Nature of Directorship
Manjit Singh	Chairman	Executive and Non Independent
Vijay Arora	Member	Executive and Non Independent
Paruldeep Kaur	Member	Non-Executive and Independent

Statutory Auditors

M/s VSD & Associates,
Chartered Accountants

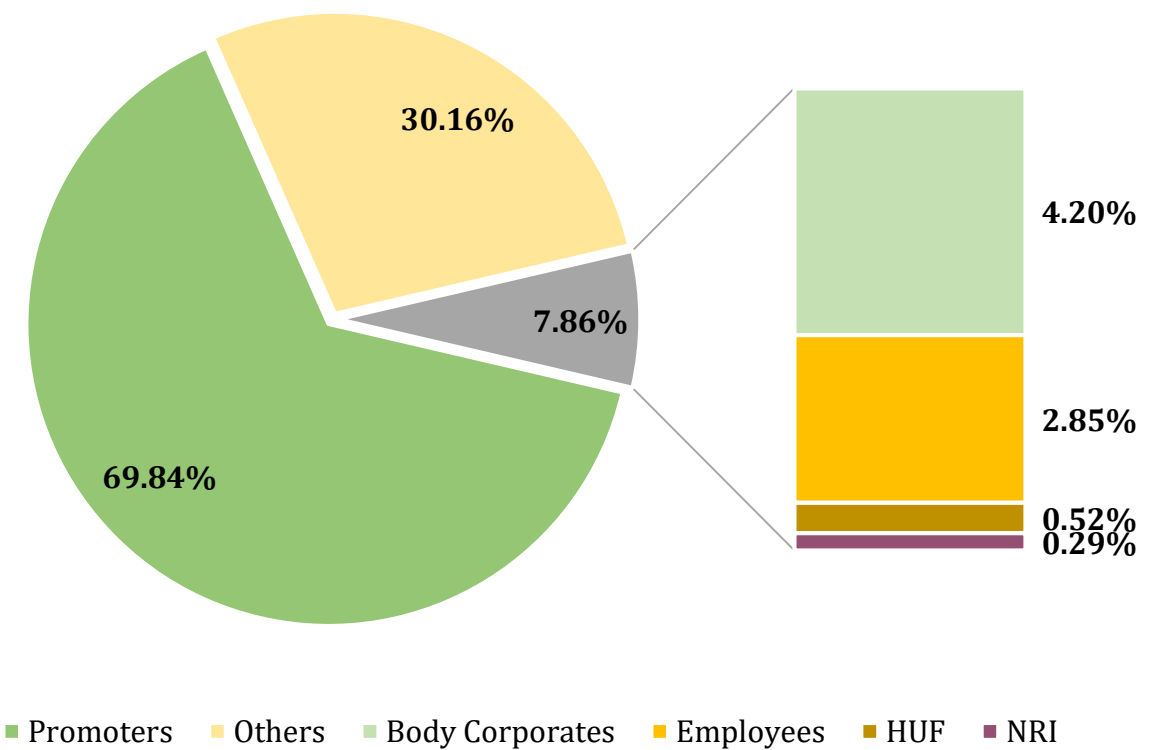
Secretarial Auditors

M/s Advitiya Vyas & Company,
Practicing Company Secretaries

Internal Auditors

M/s. H M D S N & Associates,
Chartered Accountants

Shareholding Pattern



Awards



Key Takeaways

Organic growth of existing businesses through client acquisition and geographic expansion



Expanding event infrastructure chain across offerings and geographies through partnership with associate firms, without incurring capex

Creating Intellectual properties, which will provide competitive advantages and higher brand recognition

**MAKE
me UP**
EVERYONE BEAUTIFUL

**GOURMET
ENTERTAINMENT
SHOW**

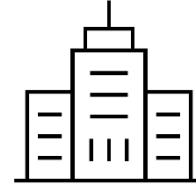


Integration of digital initiatives into all events portfolios resulting in higher consumer engagement and building social media communities

Investment Rationale



Established track record with proven experience of over two decades



Only listed event management company, with strong corporate governance practices



Adequately capitalized balance sheet and robust cash flows



Strong growth prospects & capable management for guidance



Company has wide connect and experience in organizing events across the Country and Globally



Highly scalable asset-light business model



Increase in per capita disposable income indicating people will spend more on weddings and events, with potential to contributing to industry and company revenue growth

1

Track record of delivering a consistent revenue growth with improved margins :

- Revenue grew at a CAGR of 29% in last 3 years
- Dividend payout ratio of 23% in H1 FY2020
- Net cash and cash equivalents of Rs. 294 lakhs at the end of September 2019
- Delivered Return on Equity of 15% in H1 FY2020

2

The only listed event management company with vast experience of managing all types of events;

- Market leader in Wedding Management with experience of managing 450 total events till date
- Well positioned to meet the demands of Theme and Destination weddings both Globally and Domestically
- Strong value proposition and two decade of experience of managing all kinds of events, such as live events, political events, exhibitions, large scale formats

3

Experienced workforce including business associates to cater to the growing demand of event management :

- Total workforce of more than 200, including business associates
- Well defined event management process with an objective to make every event success and customers happy
- Integration of digital initiatives into all events and client communication

4

Strategic focus on creating Intellectual Property (IPs) which will give a competitive edge and higher brand recognition

- The company started focusing on creating IPs in 2018 and have done 8 events with revenues of Rs. 120 Lakhs
- Management is focused on creating Make Me Up as a unique IP, as it is synergistic to existing business and has a potential to become India's biggest ecommerce platform for beauty products and services

This presentation contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Touchwood’ 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.

Touchwood undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances.

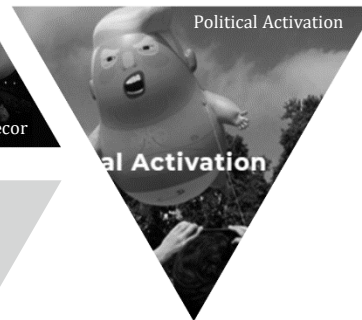
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