



17.12.2024

To,
National Stock Exchange of India Limited
Listing & Compliance Department
Exchange Plaza, 5th Floor, Plot No. C/1,
G Block, Bandra-Kurla Complex, Bandra
Mumbai - 400 051 India

Symbol: WOMANCART

Subject: Investor Presentation

We are enclosing the Investor Presentation related to the financial details and roadmap of the Company. This intimation is being submitted pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the same on record.

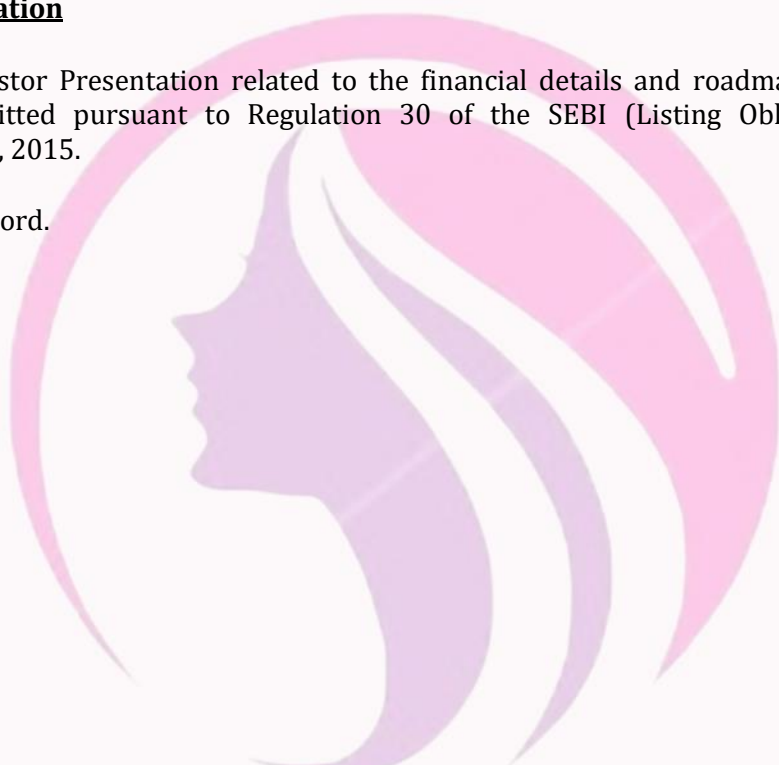
Your faithfully,

For Womancart Limited

Keshutosh Roy

Company Secretary

Place: New Delhi



+919311866860

+91 9811382449



**Womancart Limited (Formerly
known as Womancart Private
Limited)**

**Registered Office Address: F-14/57
IIIrd Floor, Model Town-II, New
Delhi-110009**



info@womancart.in

wcart2018@gmail.com



Madhusudanpahwal970@gmail.com



Your Shopping Angel
HAS ARRIVED



WOMANCART

WomanCart Limited

Investor Presentation

November 2024

Table Of Content

01. About Us	1
02. Our Journey	6
03. Business Model	7
04. Shareholder Value Creation	11
05. Investment Thesis	13
06. On Growth Trajectory: FY27E	23
07. Vision & Mission	24
08. Roadmap Ahead	25
09. Annexure	26

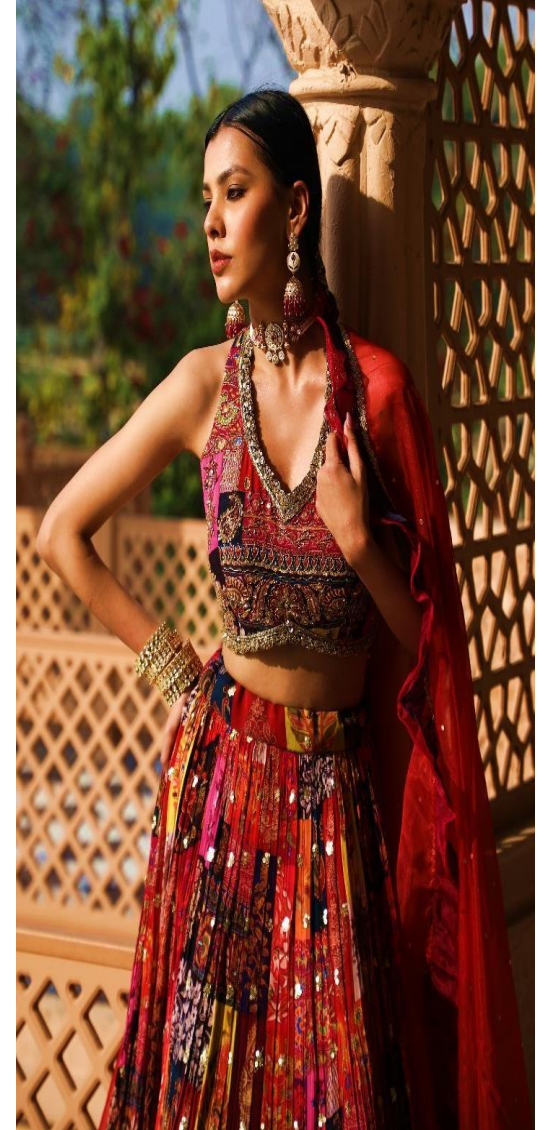
What Problems We are Solving !!



ON A CLICK OF BUTTON

<https://www.womancart.in/>

Business Overview



WomanCart: One stop solution for all Women's needs

- Revolutionize the beauty and wellness retail industry.
- Seamless shopping experience available through- user-friendly website and inviting brick-and-mortar stores.
- Wide range of classic and emerging branded beauty and wellness products for all women at the comfort of home.
- Exciting discounts, fast delivery, exceptional customer service and hassle-free return policy.

12,000+

SKUs

9+

Stores & Warehouse

7+

Own Brand

18.7K

Followers

Rs 21.96 Cr. (H1FY24)

Rs 29.3 Cr (FY24)

Revenue

13%

FY24 EBITDA Margin

10%

FY24 PAT Margin

36%

FY24 ROCE



Makeup



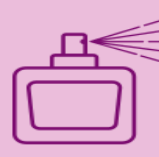
Skincare



Haircare



Jewellery



Fragrance



Personal Care



Mom & Baby



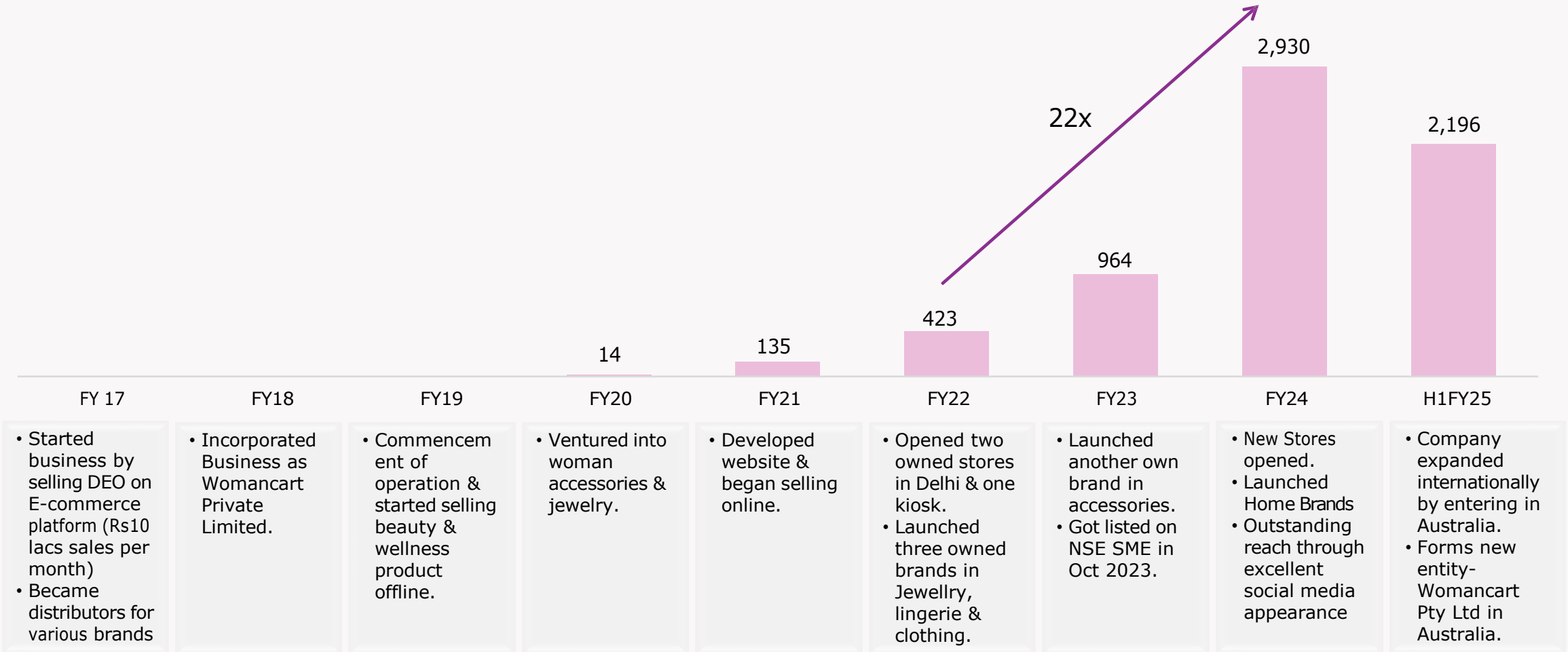
Lingerie & Sleepwear



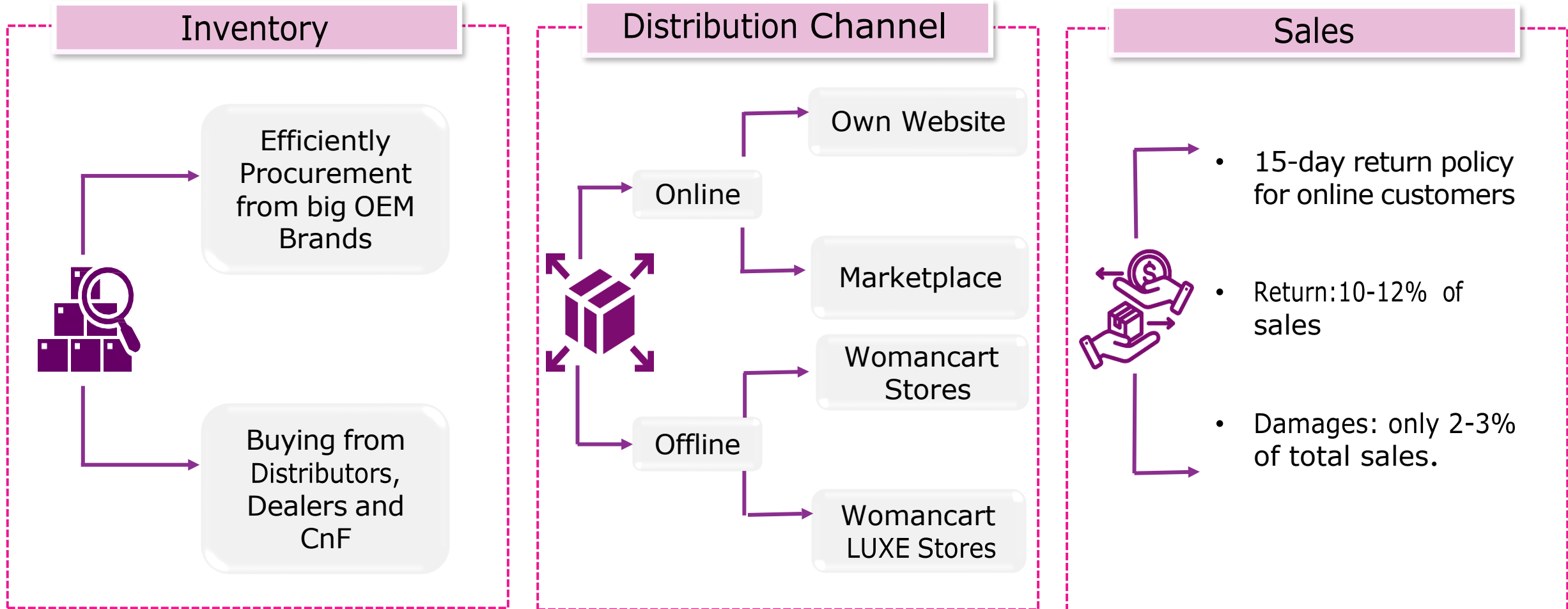
Kitchen Appliances

Our Journey- Revenue Growth 22x in 4 years

Revenue (₹ Lakhs)



Business Model



Online Process

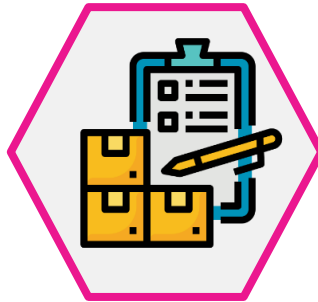
Product Procurement
Order products from vendors via POs



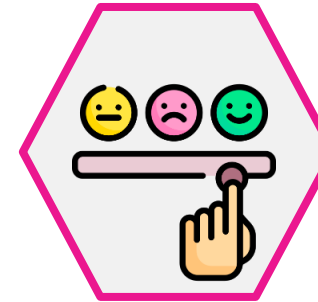
Packaging & Delivery
Sealed with care, delivered with flair.



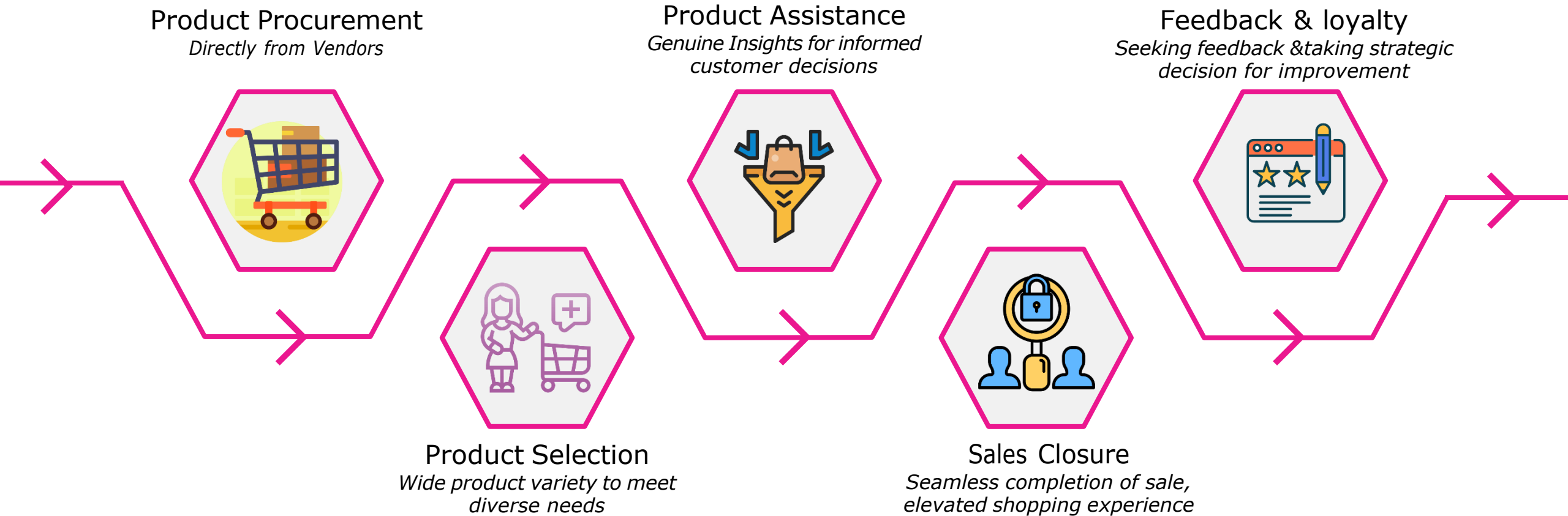
Inventory Management
Streamline shopping experience: manage inventory, process orders, & prepare shipments efficiently.



Customer feedback
Seeking feedback & taking strategic decision for improvement



Offline Process





Mr. Madhu Sudan Pahwa
Managing Director and Chief Financial Officer

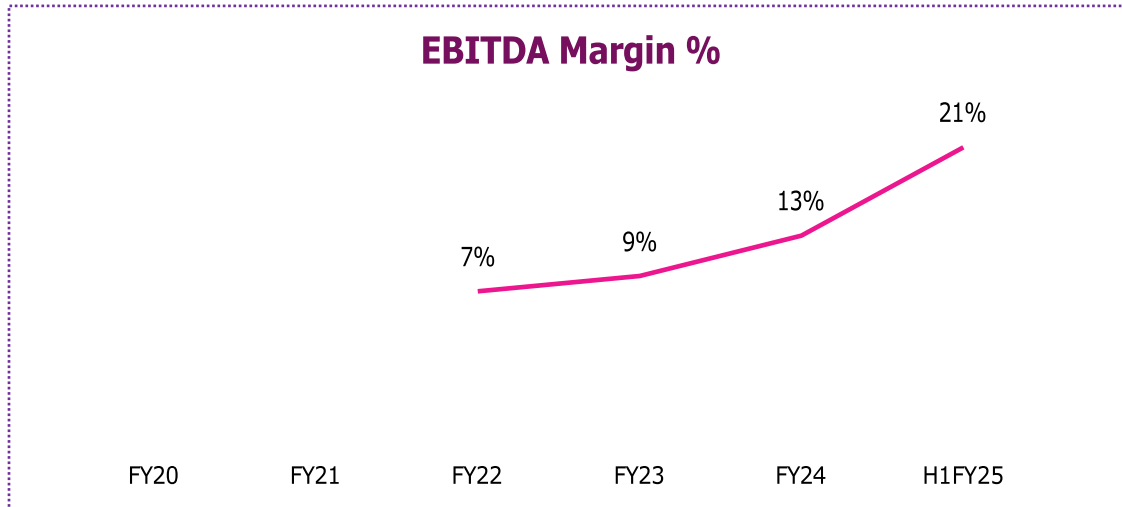
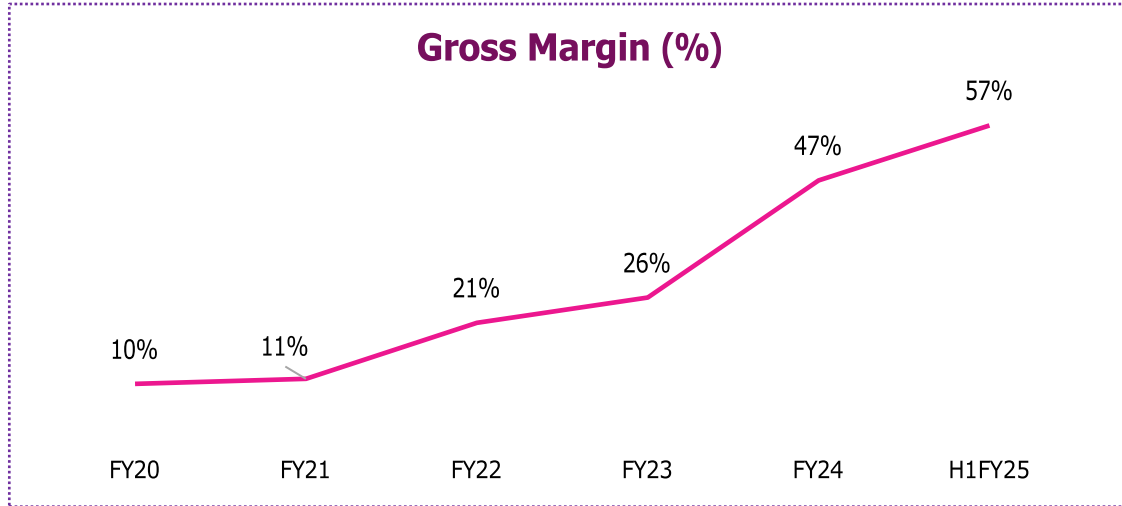


Mrs. Veena Pahwa
Promoter and Whole Time Director

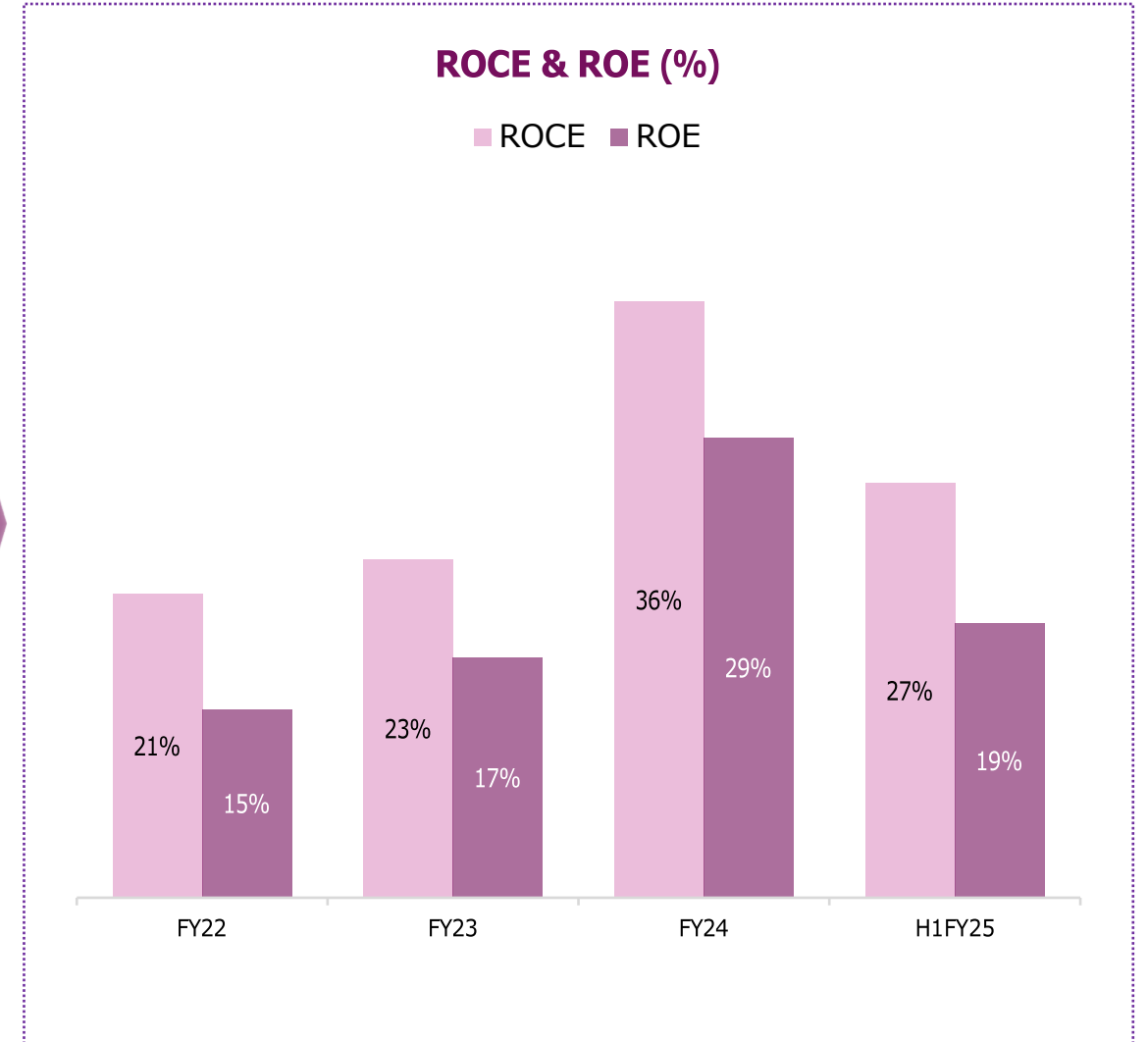
From Management's Desk

"We at Womancart are committed to innovation, quality, and inclusivity. Together, we illuminate beauty in all its forms, empowering women to express themselves with confidence and grace. Our journey is one of continual evolution, and we are immensely proud to embark on this transformative path alongside our dedicated team and loyal customers."

Stakeholder's Value Creation

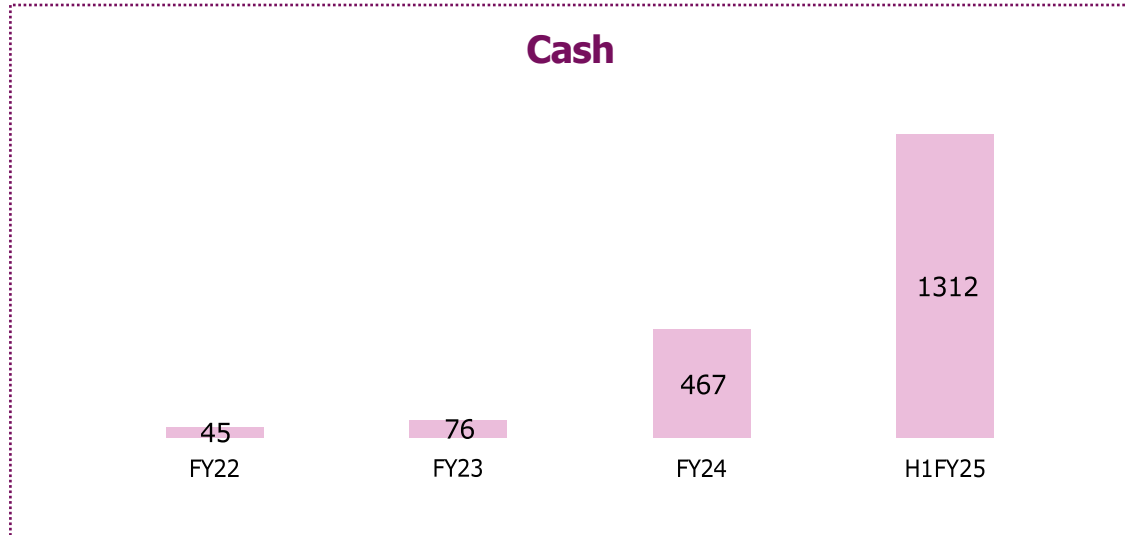
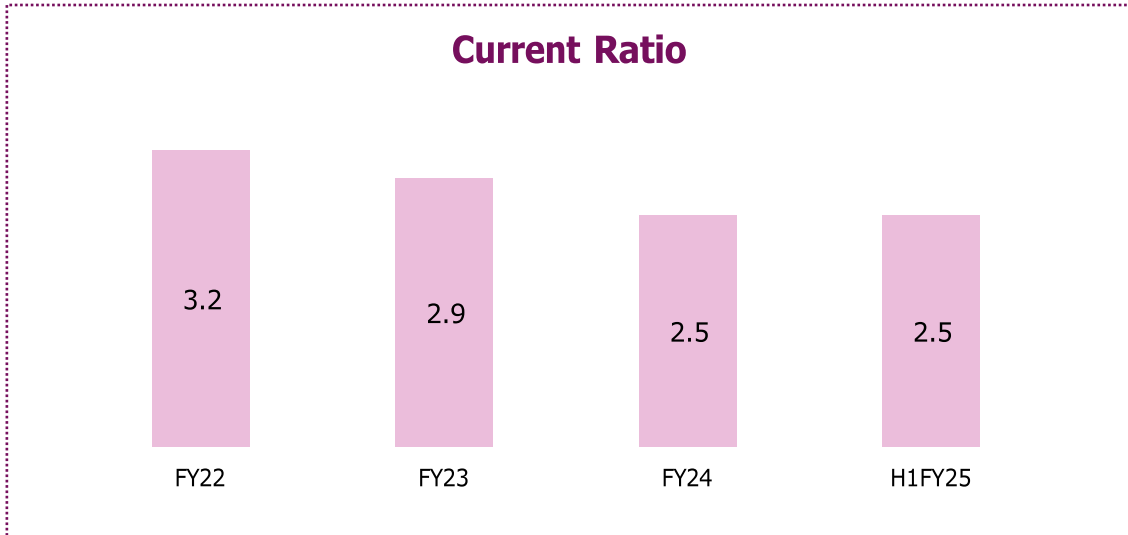
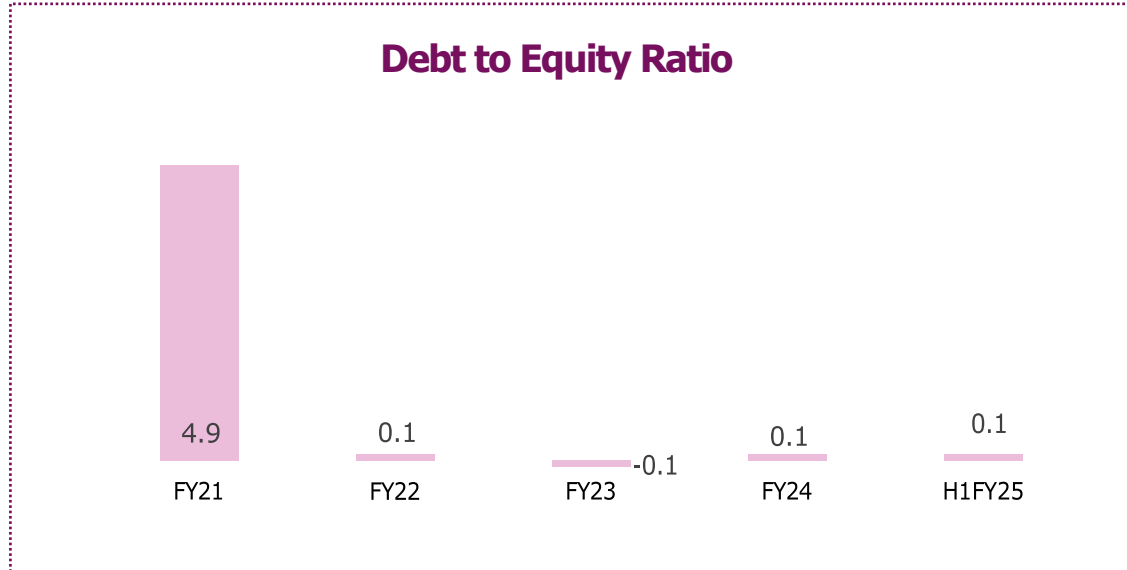
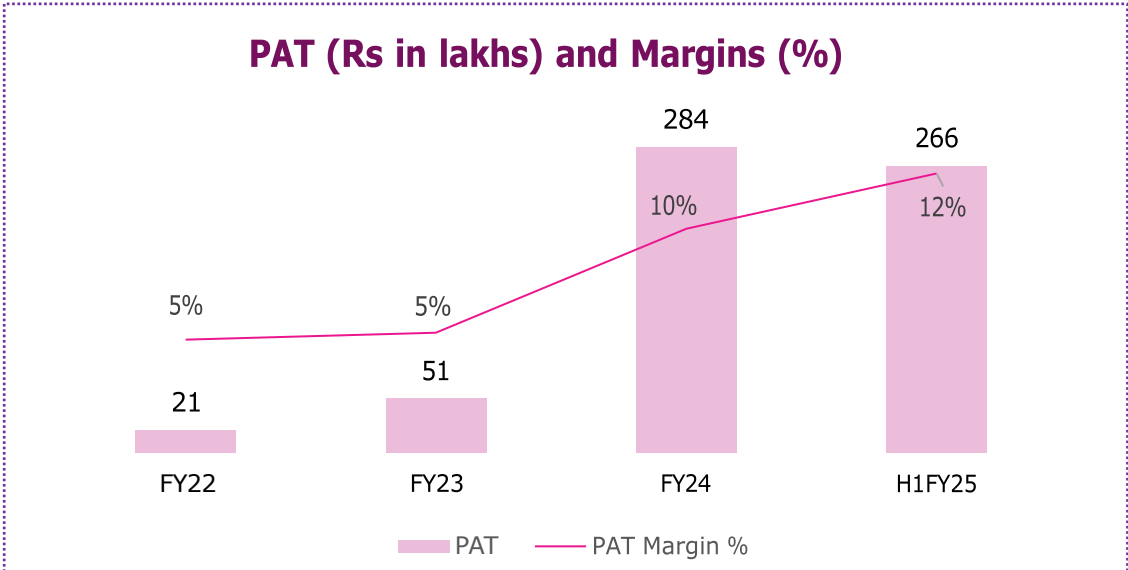


With Size, our EBITDA Margins have improved keeping customer value in focus.

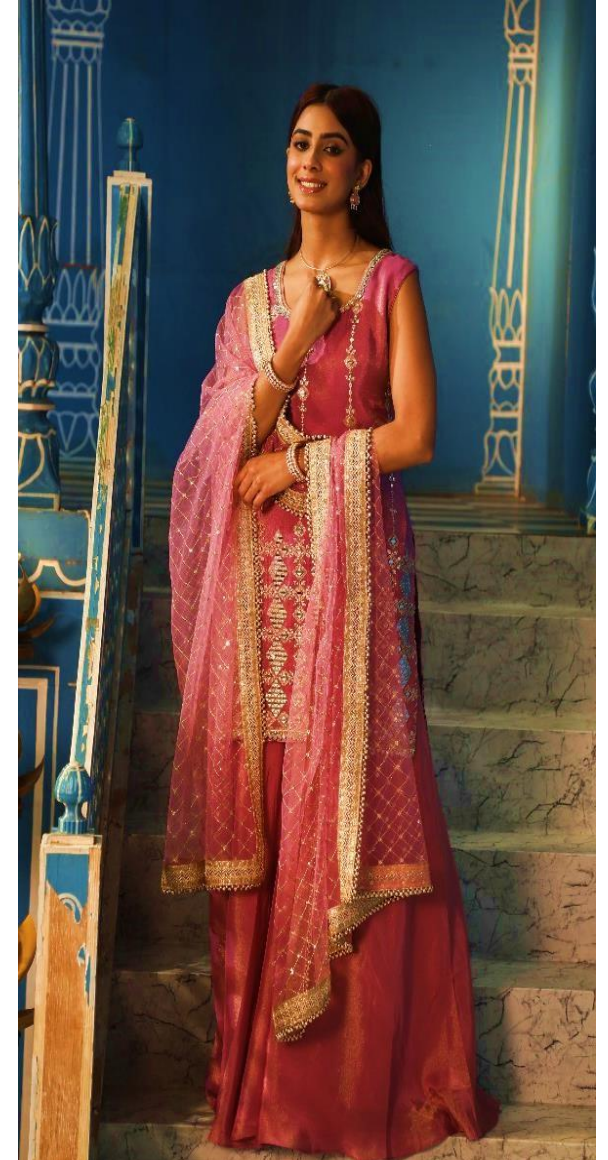
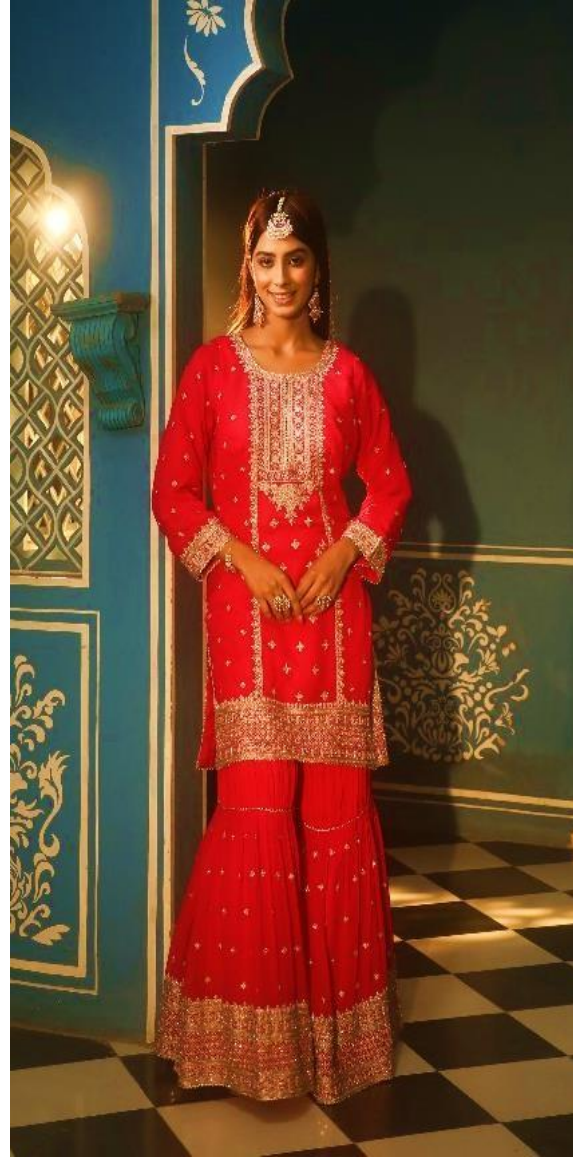


This has translated into Superior Shareholder's Wealth

Profitable Growth and Sound Balance Sheet



Investment Thesis

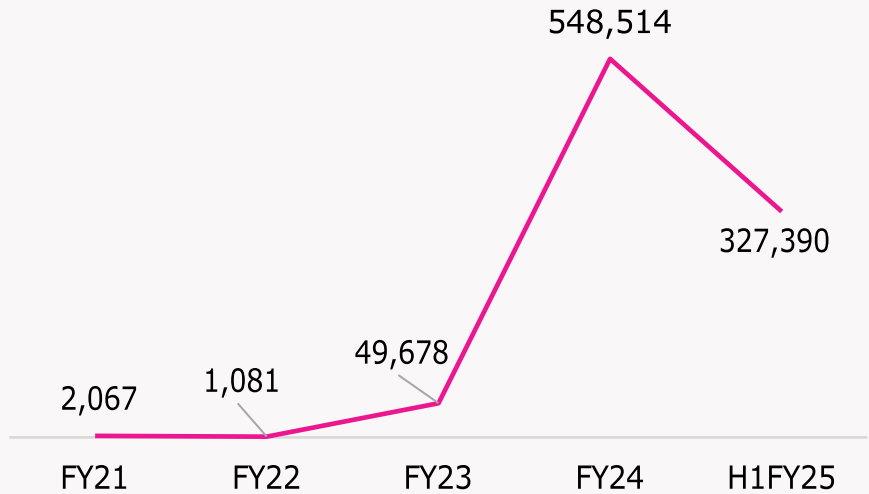


What's sets up apart



Express Delivery Model

Average order to delivered



3

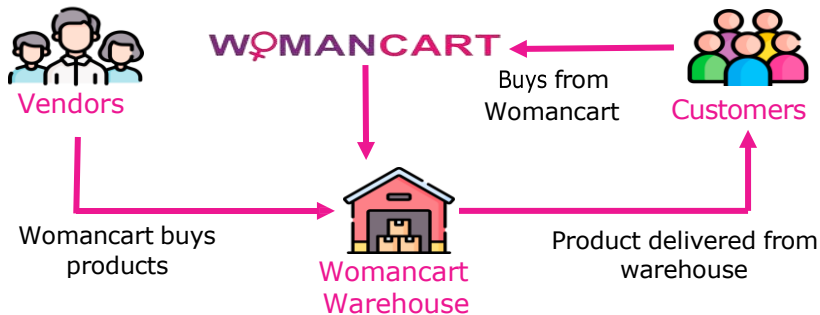
No. of Warehouse

300

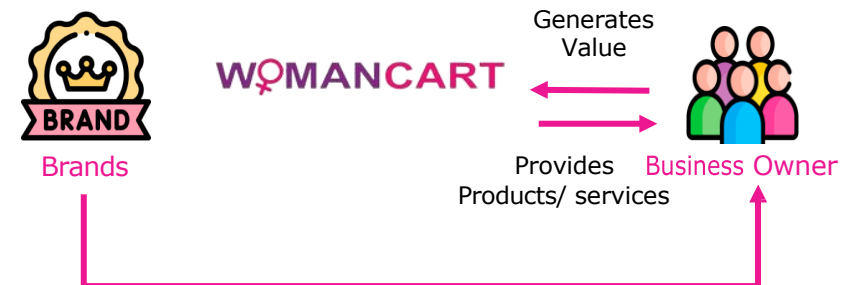
Direct Relationship with Brands

- Implementing an inventory-led delivery model, company ensures faster order fulfillment, minimized stockouts, and increased customer satisfaction through timely product availability
- More than 12k SKUs present Online: Increasing the Visibility and Credibility
- Our tailor personalized shopping experiences, driving greater customer loyalty and repeat business

Inventory Led

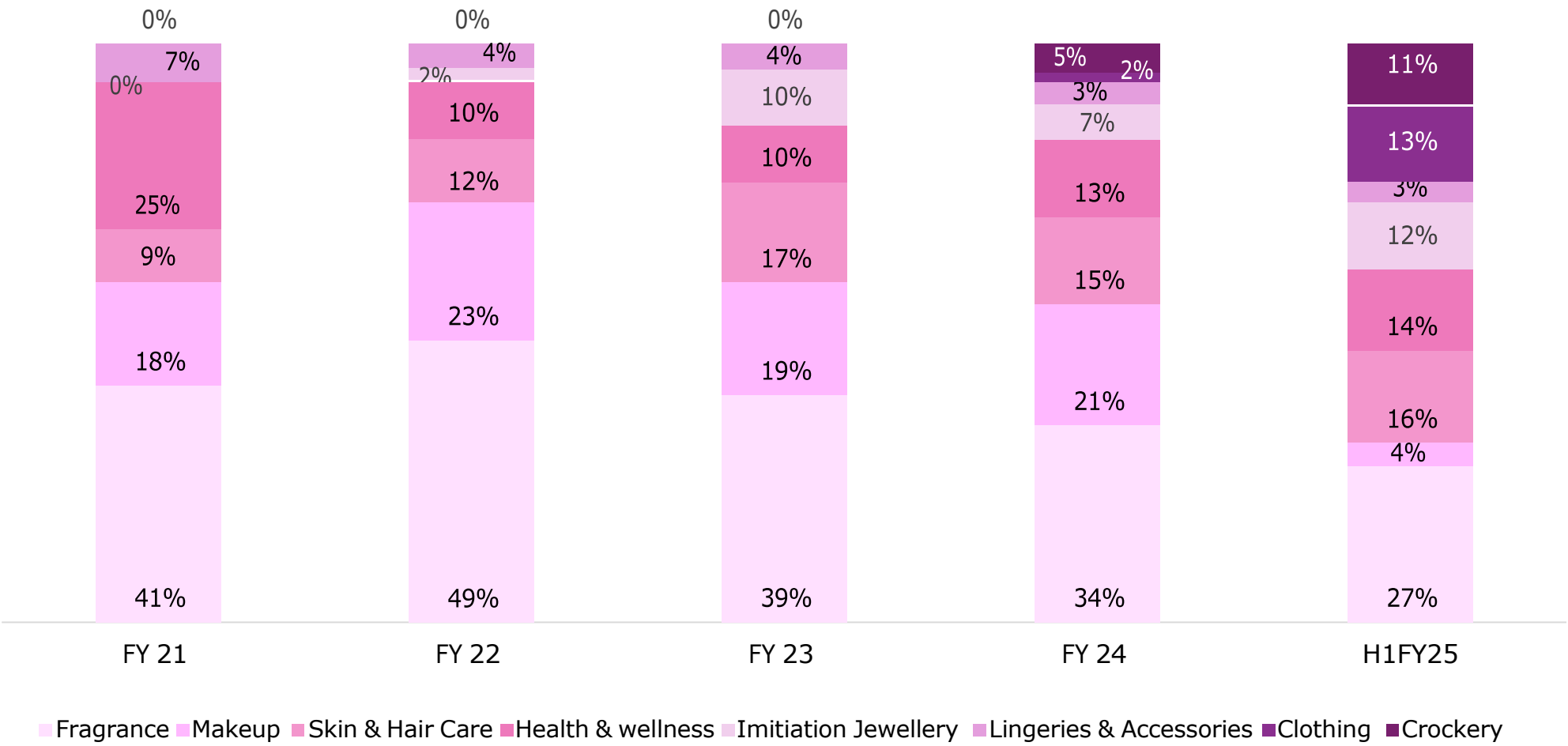


B2B



Diversified Revenue

Categories wise



Home Grown Brand Portfolio

Sayda Jewels



- Specialize in Artificial jewellery that exudes elegance and charm.
- Provide Antique, Fashion, Kundan, temple, Oxidized and American diamond Jewelries.

Faezah



- Specialize in designed dresses for special occasions
- Comfortable yet stylish loungewear
- Impeccable cuts, premium fabric, and meticulous attention to details

Feya



- Provide affordable and delightful assortment of hair accessories and western wear.
- Accessories that allows woman to effortlessly add flair & personality to any hairstyle

Wondercurve



- Stands out as lingerie brand.
- Embraces and celebrate the beauty of every woman's curve
- Profound understanding that each body is unique.
- Wide range of size & design.

Bluex



- Exclusive line of kitchen essentials.
- Seamlessly blend style & functionality.
- Includes sleek utensils and innovation gadgets.
- Redefining must-haves for every home.

Heeley



- It's a footwear brand, easy worn on the feet.
- Serving the purpose of protection against environmental adversities.
- Providing various designs- Flat, Heels, Boots, Shoes, Jutis, etc. in all sizes.
- Comfortable to wear.

Kattly



- Kattly is a clothing brand designed to be worn while sleeping...
- Wide range of Size and designs.
- Provide different material- Satin, Cotton, Rayon, Italian Satin etc.

Empowering women with our carefully curated diverse collection, offering fashion and lifestyle products as tools for self-expression and individuality.

Strong Omnichannel Model



WomanCart LUXE

- Premium and prestige brands and products
- Avg. Area of 250 sq.ft.



WomanCart

- Top brands across various products
- Avg. Area of 350 sq.ft.

- Provide Touch and feel experience of products.
- Capability for hyperlocal Delivery and to accept endless aisle orders, making its entire online assortment available to the store-customer.

Store Location

Name of Stores	Location
Womancart LUXE	Model Town, New Delhi
Womancart LUXE	Kohat Enclave, New Delhi
Womancart	Kamla Nagar, New Delhi
Womancart	Shalimar Bagh, New Delhi
Womancart	Model Town, New Delhi
Kiosk	NSP Pacific Mall, New Delhi

Currently based in Delhi NCR and strategically expanding to tap the growing opportunities in India and World-Wide

Launching exclusive in-house brands worldwide

5 Stores in India and launching App in Australia

Recently opened another Womancart LUXE store in Kohat Enclave, New Delhi

500 sq.ft
Avg. Area for stores launched recently

WomanCart Expands Internationally: Launches in **Australia**



- Womancart ventures into international business starting from Australia; formed a new company- **Womancart Pty Ltd**
- Launched our **E-com** business in Australia with new Website, now live at- <https://womancart.com.au>
- Offerings** clothing, jewelry, footwear, crockery and nightwear
- E-com and **Easy Return Policy**

Womancart Partners with Franchise India



FOCO & FOFO Model



Master Franchise Opportunities
also available



Operating Successfully
for 5+Years

Investment

Rs. 55-70 Lakhs

Areas

400- 600 Sq ft

ROI

70- 80%

Partnering with India's Leading Retail platform for premium Beauty, Wellness & Fashion

Social Media Appearance

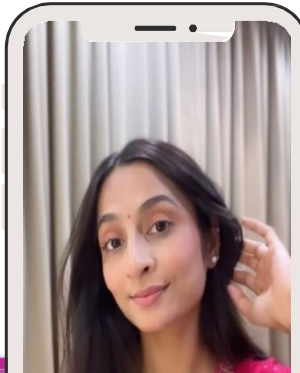


Expanding Brand visibility and credibility through influencer collaboration- Partnering with rising influencer to reach new market and demographics.

18K
Followers
Facebook

18.7K
Followers
Instagram

3.75 Lacs
Average Spend
Influencer Marketing



Marquee Brands

L'ORÉAL

COLORBAR



MAYBELLINE
NEW YORK



Minimalist



SWISS BEAUTY
Let's create new look



LAKMÉ



BIODERMA
LABORATOIRE DERMATOLOGIQUE

SKINN[™]
by TITAN

RENÉE

SKKINVALUE[®]

LOVE[®]
EARTH

Gillette[®]



one8

PARK AVENUE[®]



VEGA

REVOLUTION
MAKEUP REVOLUTION LONDON



Staysure[™]



RIYA

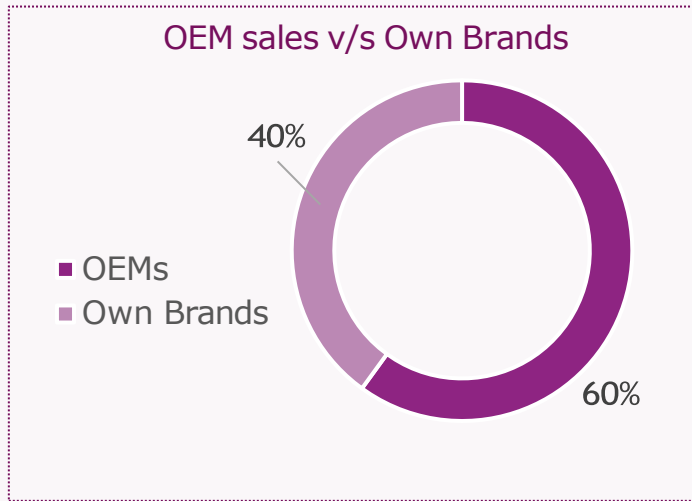
TRESemmé

enamor[®]

L.A. Girl

On Growth Trajectory: FY27E

FY27 Target Sales



130
Retail Stores

10
Own Brands

30
Warehouse

100
Stores In India

100
Tie Ups with Brands

10
Stores in Delhi

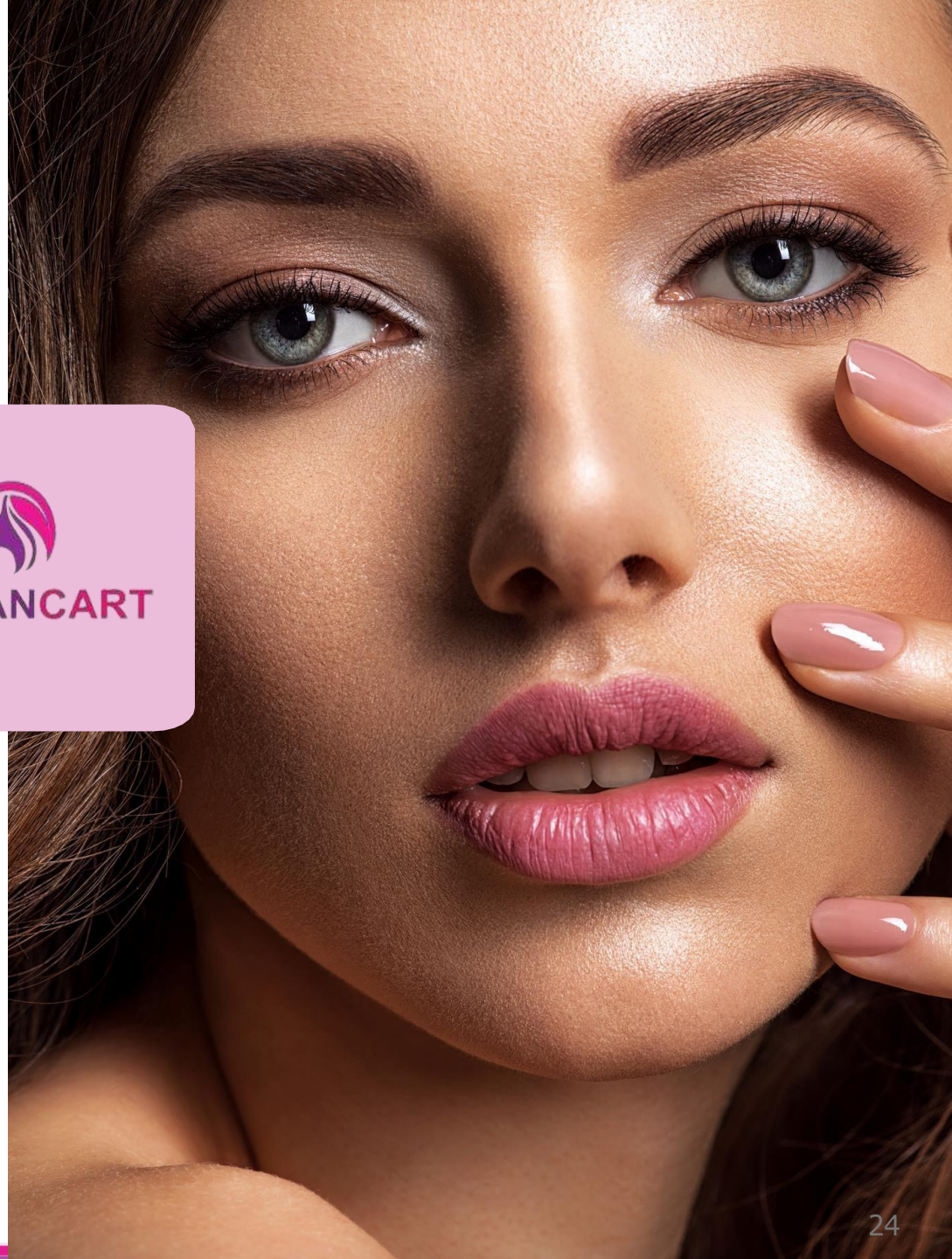
Womancart's Vision and Mission



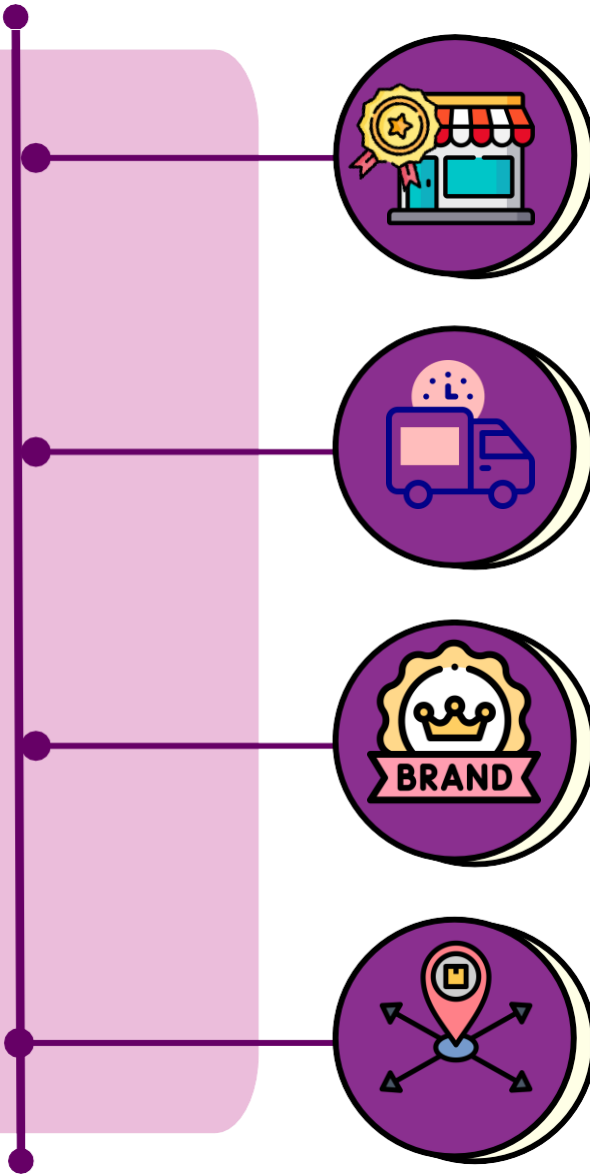
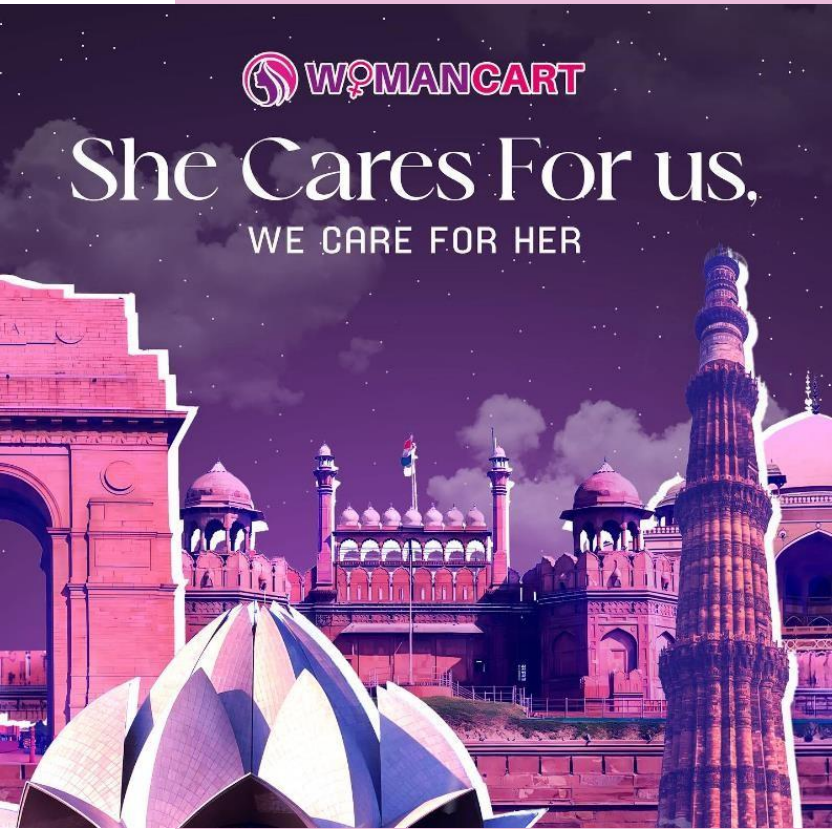
To be the leading destination for women where she discovers products that ignite their confidence and fuel their pursuit of personal fulfilment



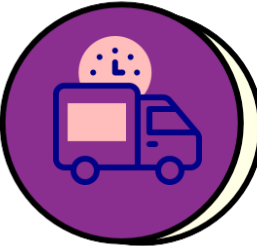
Our mission is to create a welcoming and inclusive space where every woman can explore, experiment, and celebrate her individuality, because we believe that when you look good, you feel good, and when you feel good, you can conquer the world



Roadmap Ahead



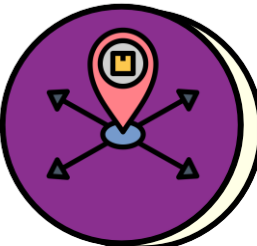
Womancart Luxe Store aims to expand its exclusive offerings and elevate the luxury shopping experience



Launching super-fast delivery in another city, followed by expansion plans nationwide



Focusing on own home brand to strengthen the margins.



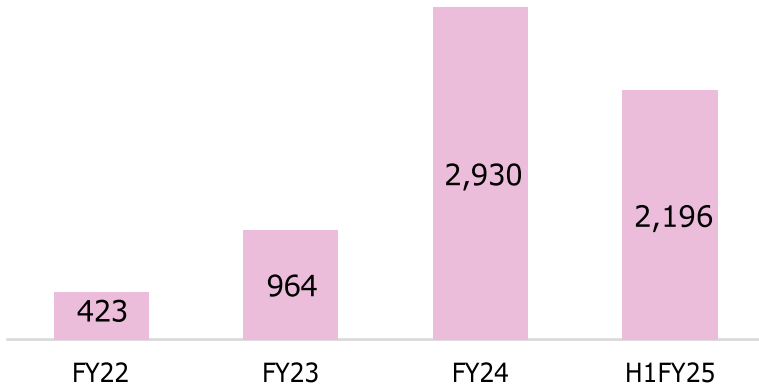
Plans to expand presence beyond the Delhi markets in next 1 to 2 years.

Annexures

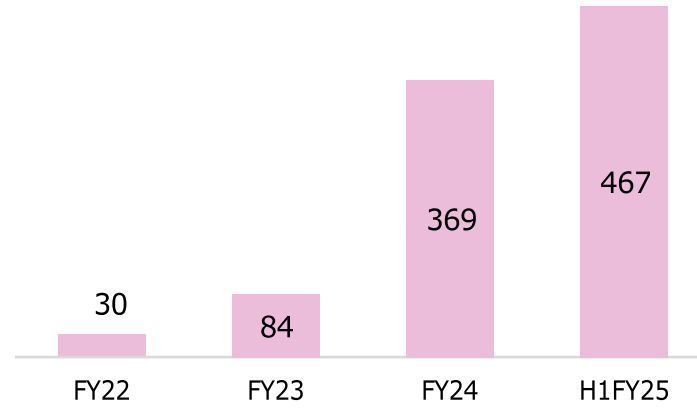


Financial Soundness

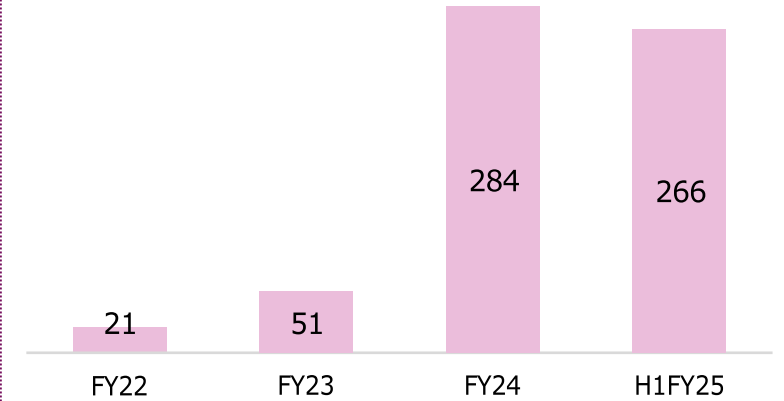
Revenue (₹ Lakhs)



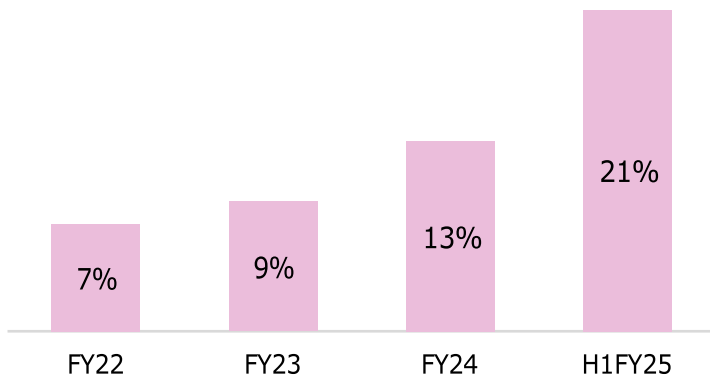
EBITDA (₹ Lakhs)



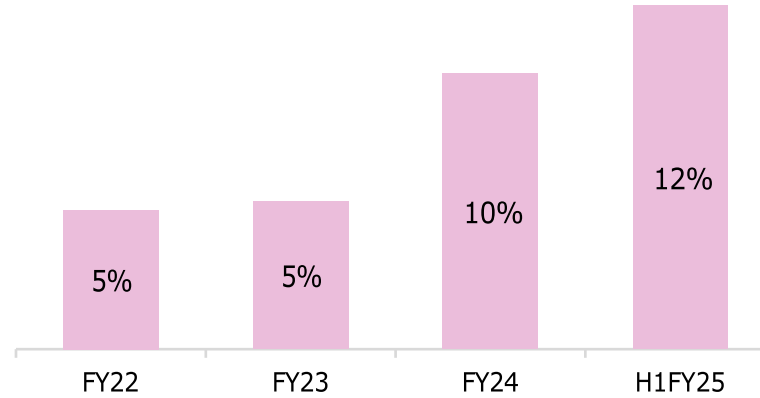
PAT (₹ Lakhs)



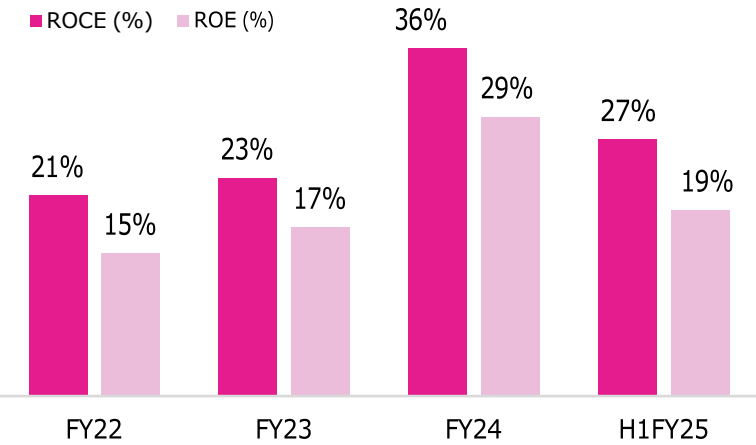
EBITDA Margin (%)



PAT Margin (%)



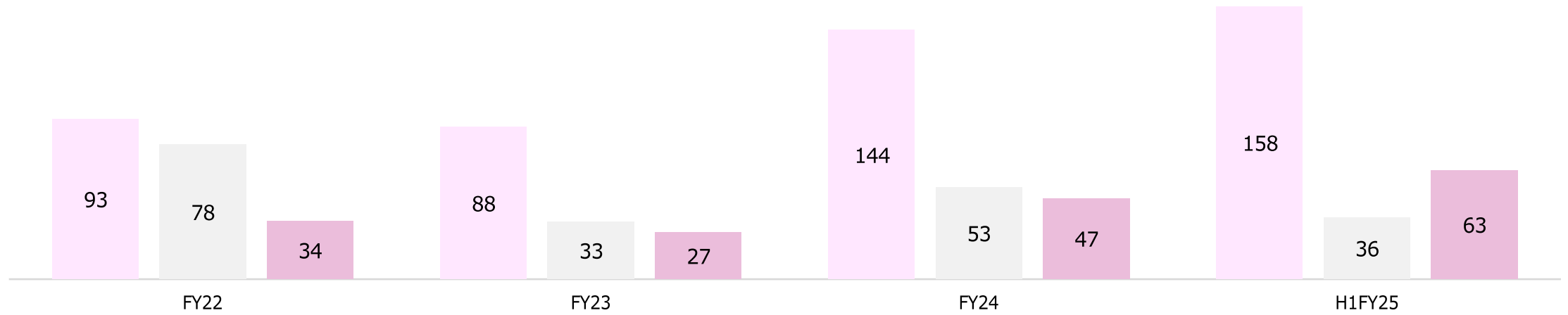
ROCE & ROE (%)



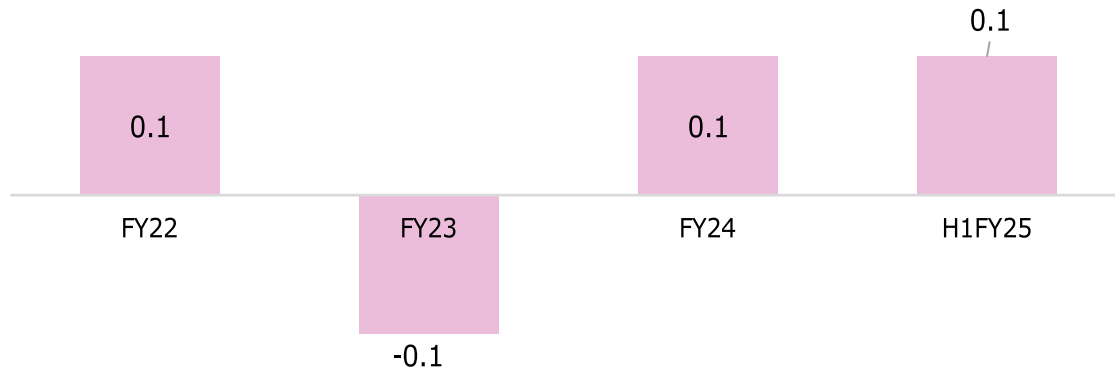
Strong Balance Sheet

Working Capital Management Days

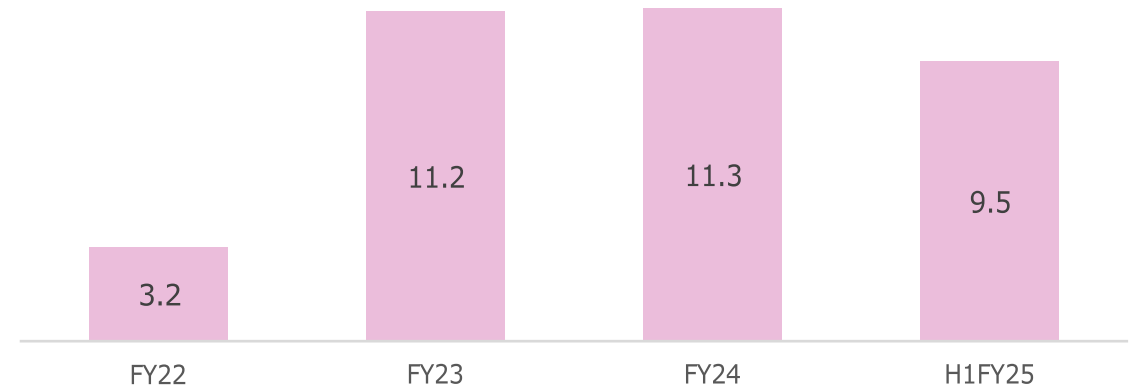
Inventory Days Receivable Days Payable Days



Debt to Equity



Interest Coverage Ratio



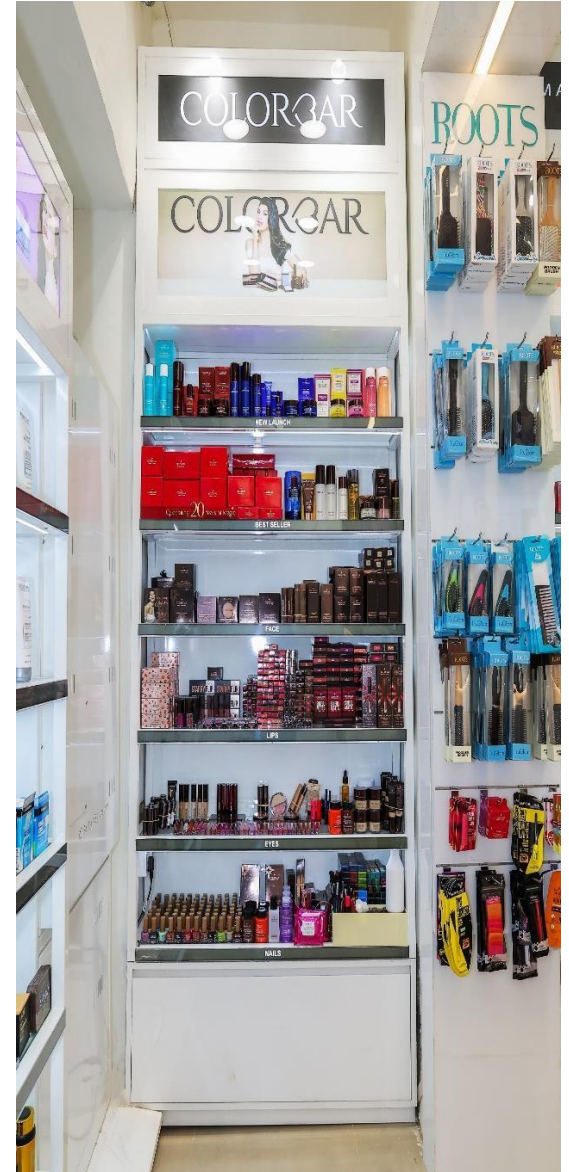
WomanCart LUXE Store at Model Town, New Delhi



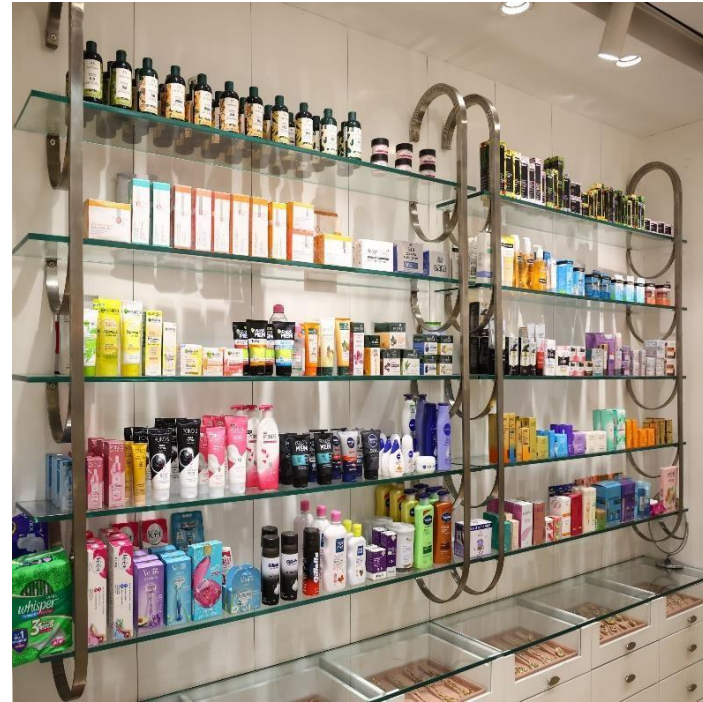
Womancart's New Bridal LUXE Store at Kohat Enclave



WomanCart store at Model Town



WomanCart- Kamla Nagar Store



Profit and Loss Statement

Particulars (Rs. Lakhs)	FY22	FY23	FY24	Sept- 24
Revenue from Operations	423	964	2,930	2,196
Cost of good sold	334	715	1,549	941
Gross profit	90	249	1,381	1,255
Gross Profit Margin (%)	21.2%	25.8%	47.1%	57.1%
Employee Expenses	24	44	188	124
Other Expenses	35	121	825	664
EBITDA	30	84	369	467
EBITDA Margin (%)	7.1%	8.6%	12.6%	21.3%
Depreciation & Amortization	1	10	36	56
EBIT	29	73	332	411
EBIT Margin (%)	6.8%	7.6%	11.3%	18.7%
Finance costs	10	6	34	44
Other Income	2.30	0.86	47	12
PBT	21	68	346	379
Tax & Deferred Tax	0.68	17	62	112
PAT	21	51	284	266
PAT Margin (%)	4.9%	5.3%	9.7%	12.1%

Balance Sheet

Particulars (Rs Lakhs)	Sept- 24	Mar-24	Mar-23	Mar-22	Particulars (Rs Lakhs)	Sept- 24	Mar-24	Mar-23	Mar-22
Non-Current Assets	684	267	79	22	Equity	3,806	1,651	315	264
Property Plat & Equipment	590	191	70	20	Share Capital	495	421	110.8	110.8
Capital Work In Progress	58	49	-	-	Other Equity	3311	1,231	204	153
Intangible Assets	30	22	9	2					
Deferred Tax Asset (DTA)	7	4.8	0.17	-	Total Non-Current Liabilities	96	39	72	8
Other Financial Assets	-	-	-	-	Borrowings	96	38	72	7
Other Non – Current assets	-	-	-	-	Others	-	-	-	-
					Deferred Tax Liabilities (Net)	-	1.1	-	0.38
					Other Non –Current Liabilities	-	-	-	-
Total Current Assets	5,402	2,371	472	363	Provisions	-	-	-	-
Inventories	2,642	1,158	309	157	Total Current Liabilities	2,184	947	164	114
Investments	-	-	-	-	Borrowings	1,611	622	52	72
Trade Receivables	431	429	34	142	Trade Payables	451	199	69	37
Cash & Cash Equivalentents	1,312	467	76	45	Current tax liabilities (Net)	-	-	-	-
Short term Loans	437	64	11	3	Provisions	81	96	17	0.38
Other Financial Assets	-	-	-	-	Other Current Liabilities	41	30	27	4
Other Current asset	580	253	42	17					
TOTAL ASSETS	6,086	2,638	551	385	TOTAL EQUITY & LIABILITIES	6,086	2,638	551	385

Thank You

For Further Information: Please get in Touch

Monali Jain
monali@goindiaadvisors.com

Sheetal Khanduja
Sheetal@goindiaadvisors.com