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# Organization Snapshot - WIP

## COMPANY OVERSIEW

Name of the Company	Pertech Exports Private Limited
Date of incorporation	30 March 2000
Constitution	Private Limited Company
Industry	Electronics Industry [Mobile Accessories & Printed Circuit Board {PCB}]
Nature of activity	Manufacturing & Trading for Exports (to UAE, UK, Singapore & Germany)
Registered Office	168, Anarkali DDA Market Jhanadewalan, New Delhi 110055 IN
Corporate Office & Manufacturing Unit	SDF No. F-38A, Noida SEZ, Noida, Uttar Pradesh – 201306
Warehouse	SEZ: G-6, Noida SEZ, Noida, Uttar Pradesh – 201306 Outside SEZ: Ecotech, Noida, Uttar Pradesh

### PERTECH EXPORTS PRIVATE LTD.

#### LIST OF SHAREHOLDERS AS ON DATE 31/03/2019

Sr. No.	Name of Shareholders	No. of Share	Face Value	Share Capital	% of Holding
1	Nidhi Khullar	8,36,374	10.00	83,63,740.00	50.00%
2	Vishal Khullar	2,09,094	10.00	20,90,940.00	12.50%
3	Nirmal Kanta Manchanda	2,09,093	10.00	20,90,930.00	12.50%
4	Pramod Vijay Khullar	2,09,094	10.00	20,90,940.00	12.50%
5	Madhu Khullar	2,09,093	10.00	20,90,930.00	12.50%
	<b>Total</b>	<b>16,72,748</b>		<b>1,67,27,480.00</b>	<b>100.00%</b>

## AUTHORIZED OPERATIONS

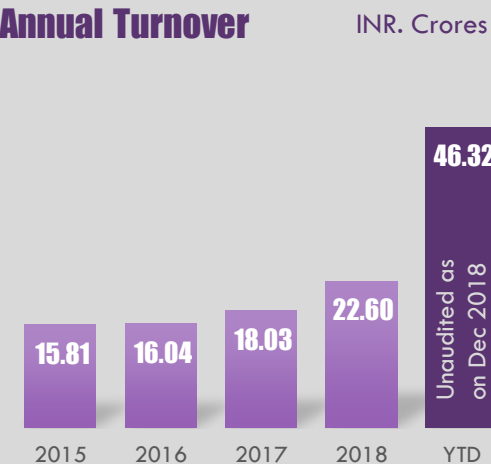
### MANUFACTURING & ASSEMBLY

- PCB (Printed Circuit Boards)
- Power Supply Board
- Operating Unit for LED Bulbs, Tubes and its power supply
- Mobile Phone Accessories:
  - Memory Cards
  - Tempered Glass
  - LCD Display
  - Earphone
  - Charger
  - USB Cable
  - Bluetooth Beacon
- CCTV
- Digital Camera

### TRADING

- Headphone
- Bluetooth Beacon
- Tempered Glass
- Memory Card
- LED/LCD Display
- Projectors
- PC Tablet
- LED/Smart TV
- Mobile Handsets

### Annual Turnover



Exported  
**6 Lakh Units**



By end of Dec 2018

- Memory Card
- Tempered Glass
- Charger
- Data Cable
- PCB
- Earphone

# Promotor Background & Succession (1 / 2)

**NIDHI KHULLAR**

Director  
Pertech Exports



**CIBIL SCORE: 726**



Nidhi is a seasoned entrepreneur having specialization in exports for over 15 years

As an entrepreneur she has conceptualized and nurtured export oriented ventures in Mobile Accessories, LED Lighting, High Fashion, Apparel & Garments

## Education & Academics

- 2014** Curriculum of Living from Landmark, California
- 2007** Export Management from IIFT
- 2005** MBA International Business from IMI, New Delhi
- 2004** MCA from IGNOU
- 2001** FDCT Fashion Clothing from NIFT
- 2001** BCA from IGNOU
- 2001** B. Com from Delhi University

## Experience & Work History

Sr. No.	Name of Organization	Role	Period	Responsibilities
1	Pertech Exports P Ltd	Director	May 2009 – Till Date	Manufacturing , assembling and Trading imports & Exports of PCBs, Power supply, Electronic items Smart and Bar Mobile phones, LED TV, Led panels, Power banks, CCTV camera, Mobile accessories like Data Cable, Ear phones, Mobile back cover & Tempered glass
2	Shimmer International	Proprietor	Mar 2005 – Till Date	in High Fashion embellished Women’s wear and exporting mainly to the US. Almost 9 years of experience in merchandising field with thorough knowledge of the development, Sampling and production process of Women’s Garments and Fashion Accessories and Handling
3	Eventz	Founder	Oct 2011	of Gift Items for exports and domestic market. Brassware, German Silver, Crystal, Silver and Glass, Gold Plated corporate gifts items. Looking after Imports and sourcing from China, Dubai & Turkey etc. Marketing sales of these items for the domestic market and exports to the US.
4	Toni & Guy Beauty Saloon	Franchise Owner	May 2014 – Nov 2015	Franchise of a London Based Beauty Salon Toni & Guy In Moradabad, Uttar Pradesh; India. Worked on the planning implementation and completion of the entire project, experience in developing The Interiors of the place with the architect team in developing the Salon
5	Sino Star Trading Co	Export Manager	Aug 2003 – Sep 2004	Exports of Fashion accessories namely , Fashion garments, fabrics , imitation jewelry , ladies bags shoes ,belts ,shawls , stoles and also into Electronics
5	GAP International Sourcing India	Merchandiser	Jun 2001 – Aug 2003	Ensure efficient management of delivery suppliers avoiding duplication and unnecessary Work. Working with Merchandising, Planning and Finance to validate and/or modify pricing and promotional strategies that maximize Store Experience strategies

# Understanding Our Business

## PRESENT FACTS

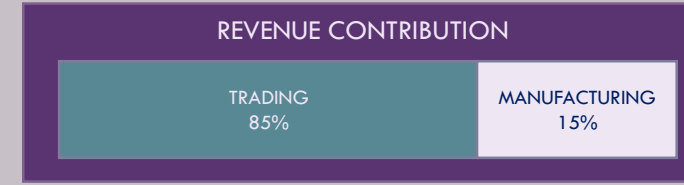
- Total Staff: 25
- Capacity Utilization: 30%
- NSEZ facility: 2 (Manufacturing & Trading)
- YTD Turnover: INR.46 CR as on 31 Dec 2018
- NFE Ratio: Positive (\_\_\_\_\_)

## SALES BY GEO

- UAE: 49%
- Singapore: 33%
- UK: 18%



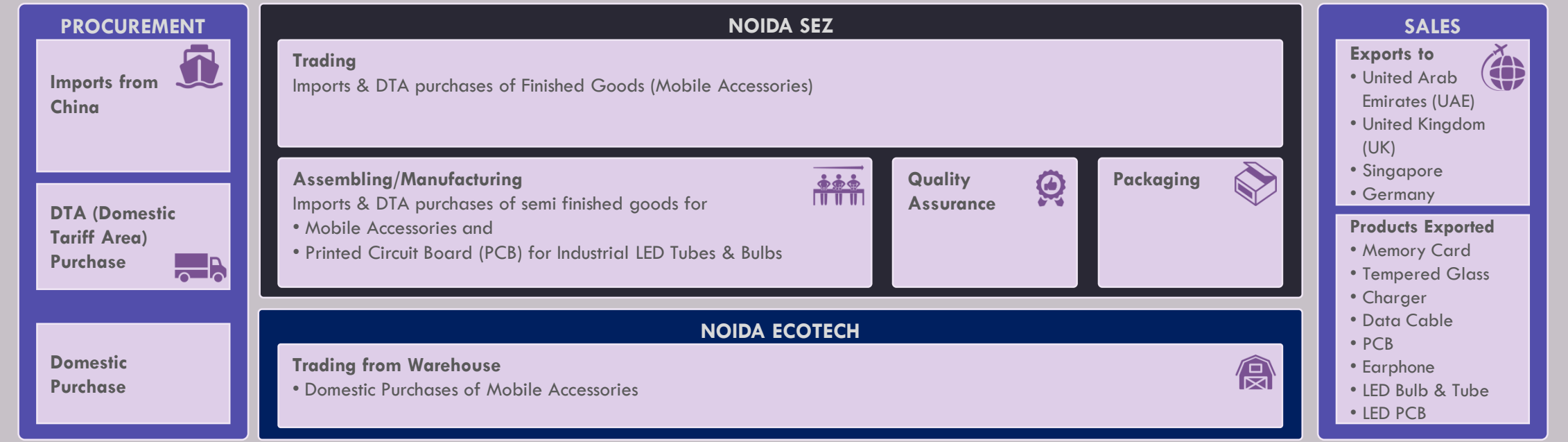
## INCOME SOURCE



## OUR DIFFERENTIATOR

Availing advantage of SEZ having no Indirect Tax Liability like GST & Customs

## OPERATING MODEL



**Forward Looking:** With the steep growth in the current financial year and growing demand from the customers we intend to grow aggressively by leveraging

Manufacturing to contribute majorly in the business by maximising use of installed capacity

Exemption on GST & Custom Duty is extended till 2023. Hence we control our costs & earn better margin

Entering emerging potential geographies like Bangladesh, Nepal, Sri Lanka, other European Countries and even US



# Manufacturing Unit



# Customers & Suppliers

The sales is directly made through exports against customer order along with advance payment of 30%, balance on Bill of Lading at Indian Customs. Material dispatched from 3 physical locations viz 2 in Noida SEZ and 1 warehouse outside SEZ. Purchases includes Imports from China & Hongkong and through DTA

## OUR TOP BUYERS



### UNITED ARAB EMIRATES



Taj Al Saferer Trading LLC



BLACK MAPLE  
GENERAL TRADING LLC

Androlin General Trading LLC



### SINGAPORE



### GERMANY

**Vibtt  
International  
GMBH**



### UNITED KINGDOM

Holy Group Limited

## OUR SUPPLIERS



### CHINA/HONGKONG



**Fine Group Corporation  
Limited**

CENTURY EXPORTS  
LIMITED

EASTLINK TRADING LLC



### DOMESTIC



S.M.Logistics

Alfa India

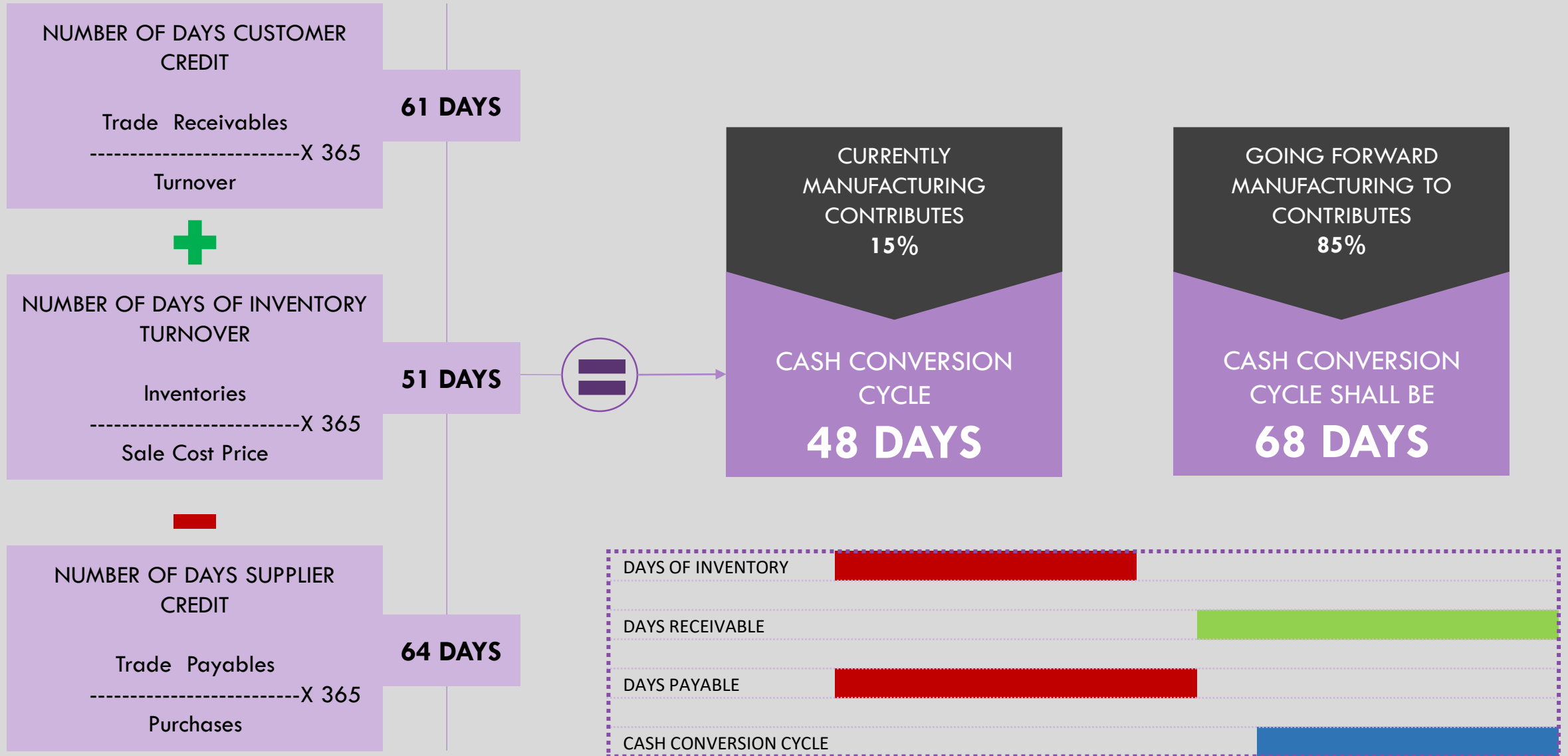
**Dalip International**

**Kumar Sales**





# Cash Cycle





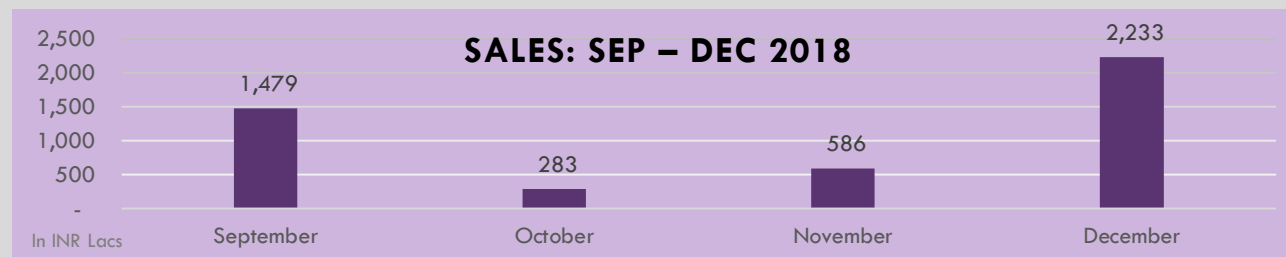
# Financial Snapshot & Traction

## Financial Snapshot

- Company has witnessed **20%** growth in revenues from FY 16-17 in FY 17-18
- Current Year (18-19), the company has grown over **50%** in the first 3 quarters
- Net Profit has seen an increase of **41%** in FY 17-18 as compared to FY 16-17
- EBITDA for the FY 17-18 was 21.19 Lacs, a rise of **32%** from FY 16-17

Particulars In INR. Lakhs	2018	2017	2016	2015
Current Asset	691	522	434	261
Current Liability	414	243	202	52
Debtors	381	254	257	0
Creditor	383	200	160	0
Inventory	297	251	0	1038
Total Asset	706	546	477	330
Total Liabilities	694	546	436	269
Sales	2260	1803	1604	1581
Gross Profit	136	93	422	55
EBIDTA	21	17	14	15

## Traction



## Financial Ratios

Particulars		2018	2017	2016	2015
Liquidity					
Current Ratio	↓	1.67	2.15	2.15	5.38
Cash Ratio	↓	0.01	0.04	0.10	0.37
Cash Conversion Cycle	↑	48.06	64.75	18.37	23.96
Profitability Indicator					
Gross Profit Margin	↑	6.04	5.13	3.01	3.47
Return on Assets	↑	2.08	1.58	0.59	1.57
Return on Equity	↑	3.43	1.86	1.03	1.43
Solvency					
Debt Equity Ratio	↑	0.02	0.14	0.06	0.10
Debt to Total Assets	↑	0.00	0.04	0.02	0.05
Debt Service coverage ratio	↑	12.04	6.05	2.34	3.10
Operating Performance					
Inventory Turnover	↓	47.91	50.71	-	23.96
Debtor Turnover	↓	61.48	51.33	58.54	-
Average Collection Period	↓	61.48	51.33	58.54	-
Fixed Assets Turnover	↑	174.93	103.17	69.75	49.60
Total Asset Turnover ratio	↓	3.20	3.31	3.36	4.79

# Financial Analysis (1 / 2)



## LIQUIDITY

Current Ratio	<b>1.67</b>	Company has a GOOD current ratio of 1.67 in 17-18, which represents sound liquidity. However, it has observed a down trend compared to previous year 16-17 (i.e 2.15) which majorly due to rise in liabilities and almost negligible increase in assets
Quick Ratio	<b>0.01</b>	Company has a weaker Quick ratio of 0.01, which represents liquidity crunch in the company which is majorly due to advance payout to suppliers and staggered payments from buyers
Cash Conversion cycle	<b>48 DAYS</b>	Cash Conversion has seen a positive trend from 65 days to 48 days this year



## PROFITABILITY

Gross Profit Ratio	<b>6.04%</b>	Company Gross profit margins are 6.04%, which is higher than the past year (5.13%) are in lines with Industry. Company expects to increase the margin by increase in manufacturing and exporting
Return on Equity	<b>3.43%</b>	Company has observed significant rise in RoE at 3.43% (in 17-18) up from 1.86 in 16-17. With exceptional growth in 18-19, Company will be able to achieve ___% by end of this year.
Return on Assets	<b>2.08%</b>	Company has achieved 2.08% (17-18) of Return on Total Assets, and expecting to increase the return on assets by ___% by end of 18-19

# Financial Analysis (2/2)



## ACTIVITY

Account Receivable days

**61.4  
DAYS**

Company account receivable collection period is 61 days as per 17-18 financials. However, average collection period is max 45 days as per terms with the customers. Current Year indicates \_\_\_\_ Days as AR

Account payable days

**64.4  
DAYS**

Company account payable days are 64 days as per FY 17-18 financials. However, all payments to the suppliers are made up to the Bill of Lading in case of imports

Inventory Days

**45  
DAYS**

Company stocks as well as made to order scenarios. Going forward the with higher focus on manufacturing the inventory cycle is likely to increase



## SOLVANCY

Debt Service Coverage Ratio

**12.04%**

Company has constantly improved its Debt Service Coverage ratio during past years from 2.34 to 6.05 to 12.04 during the FY 15-16, 16-17 and 17-18 respectively

Debt Equity Ratio

**0.02%**

Low debt-to-equity ratio suggests that the company has under utilized debt to bankroll its growth, Hence lower the better.

Debt to Total Assets Ratio

**0.00%**

Low debt-to-equity ratio suggests that the company has almost not utilized debt to bankroll its growth, Hence lower the better.

# Banking Synopsis

Current account running with SBI & IDFC. BTO is at **266%** without any negative observation in banking behaviour. BTO has been obtained for the period of active transaction and corresponding GST returns filled

Sr. No.	Account Holder Name	Bank Name	Account No.	Account Type	Average Monthly Credits (in lacs)	Average Nos. of Monthly Credit entries	Lowest ABB of last 6 M	Highest ABB of last 6 M	Annualised banking credits	BTO of business accounts
1	PERTECH EXPORTS	IDFC	10028508156	Current Account	588.13	32	0.02	138.28	7,057.51	7,057.51
2	PERTECH EXPORTS	SBI	33657162835	Current Account	451.71	63	0.56	166.20	5,420.47	5,420.47
										<b>12,477.98</b>

## Bank Transaction Analysis

IDFC BANK	Bank Name	IDFC		Account No.	10028508156		Type of Account		Current Account		
	Month	Credits	Nos. of Credit	Nos. of Debit	Inward Bounce	Outward Bounce	Balance on 10 <sup>th</sup>	Balance on 20 <sup>th</sup>	Balance on 30 <sup>th</sup> /31 <sup>st</sup>	Average	
	Sep-18	1.05	3	4	2	0	0.05	-	-	0.02	
	Oct-18	414.86	7	3	0	0	-	0.08	414.76	138.28	
	Nov-18	1,856.31	87	23	0	0	371.42	0.26	0.19	123.96	
	Dec-18	-	1	0	0	0	0.19	0.19	0.09	0.15	
	Jan-19	993.50	47	22	0	0	1.13	6.09	11.46	6.22	
	Feb-19	263.04	17	19	0	0	2.33	2.33	2.33	2.33	
	Total	3,528.75									
	Annualised Banking Credits			7,057.51	Lowest ABB of last 6 months				0.02		

SBI	Bank Name	SBI		Account No.	33657162835		Type of Account		Current Account		
	Month	Credits	Nos. of Credit	Nos. of Debit	Inward Bounce	Outward Bounce	Balance on 10 <sup>th</sup>	Balance on 20 <sup>th</sup>	Balance on 30 <sup>th</sup> /31 <sup>st</sup>	Average	
	Sep-18	762.07	13	32	0	0	6.27	0.11	0.11	2.16	
	Oct-18	1,380.28	11	20	0	0	0.11	0.04	1.52	0.56	
	Nov-18	3,898.94	98	111	0	0	1.17	495.88	1.55	166.20	
	Dec-18	1,118.83	25	75	0	0	1.12	2.41	1.57	1.70	
	Jan-19	1,359.69	43	122	0	0	40.73	165.46	26.13	77.44	
	Feb-19	105.00	5	13	0	0	10.33	50.33	50.33	37.00	
	Total	8,624.81									
	Annualised Banking Credits			5,420.47	Lowest ABB of last 6 months				0.56		

**BTO = 266%**

## Taxation Analysis (GST)

Value in Lacs	PERTECH EXPORTS- SEZ Unit	PERTECH EXPORTS- Non SEZ Unit	Total Turnover
SEP 2018	933.91		933.91
OCT 2018	811.84	98.58	910.42
NOV 2018	504.10		504.10
DEC 2018	532.67	1,169.13	1,701.80
JAN 2018		382.23	382.23
FEB 2018			
Annualised GST TO	2,782.51	1,649.95	4,432.46

# S



## STRENGTH

- Director's experience in Exports
- Significant traction in prominent markets UAE, UK, Germany & Singapore
- Steady Present year turnover of INR 43.6 Crores

# W



## WEEKNESS

- Recent venture in PCB Manufacturing & Exports, which is relatively new
- Seen significant traction by contributing 15% of this year's sales,
- Hence company foresees adequate demand and ease of marketing.

# O



## OPPORTUNITY

- Emergence of 4G & 5G technology and Increase in Smartphone penetration globally has fuelled the demand of mobile accessories and will continue
- Adoption of energy saving methods has encouraged industries and households to opt for LED lighting globally

# T



## THREAT

- Low entry barriers in the industry.
- High dependence on imported raw material and is prone to foreign exchange risk.
- The industry is highly competitive with many Chinese players who are offering attractive discounts and benefits to traders and customers

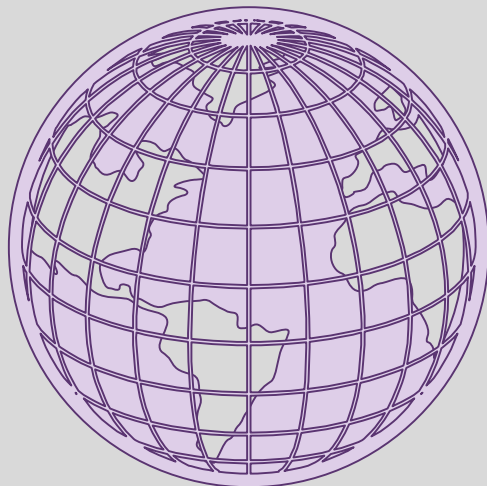


# Market Watch

Product | Industry | Drivers | Trends

# Industry >> Product >> Market – MOBILE PHONE ACCESSORIES

Industry is GROWING @ 6.6% with Asian dominance



## GLOBAL MARKET SIZE 2018

# \$185.23Bn

Geographically, global market for mobile phone accessories is widely segmented into Latin America, Asia Pacific Excluding Japan (APEJ), Western Europe, Eastern Europe, Japan, North America and North America.

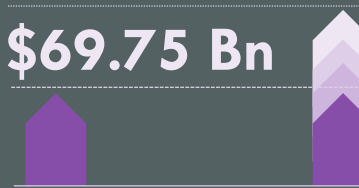
The market for mobile phone accessories is expanding in various countries of Middle-East & Africa (MEA), such as GCC, South Africa, North Africa and other parts of MEA.

### GROWTH BY 2023


 **\$255Bn**

The market size is EXPECTED to reach almost @ **6.6% CAGR**

### INCREMENTAL GROWTH

**\$69.75 Bn** 

### ASIAN DOMINANCE

  
**55%** Of the market share originated from the APAC REGION in 2018

### FASTEST GROWING SEGMENT

	CAGR
Power Bank	<b>8.4%</b>
Protective Case	<b>6.3%</b>
Portable Speaker	<b>5.9%</b>

### SEGMENT WISE MARKET SHARE

Ear/Headphone	20.2
Charger	16.9
Phone Cases	16.9
Battery	12.2
Memory Card	11.3
Power Bank	9.5
Portable Speaker	6.1
Cables	4.6
Others	2.3

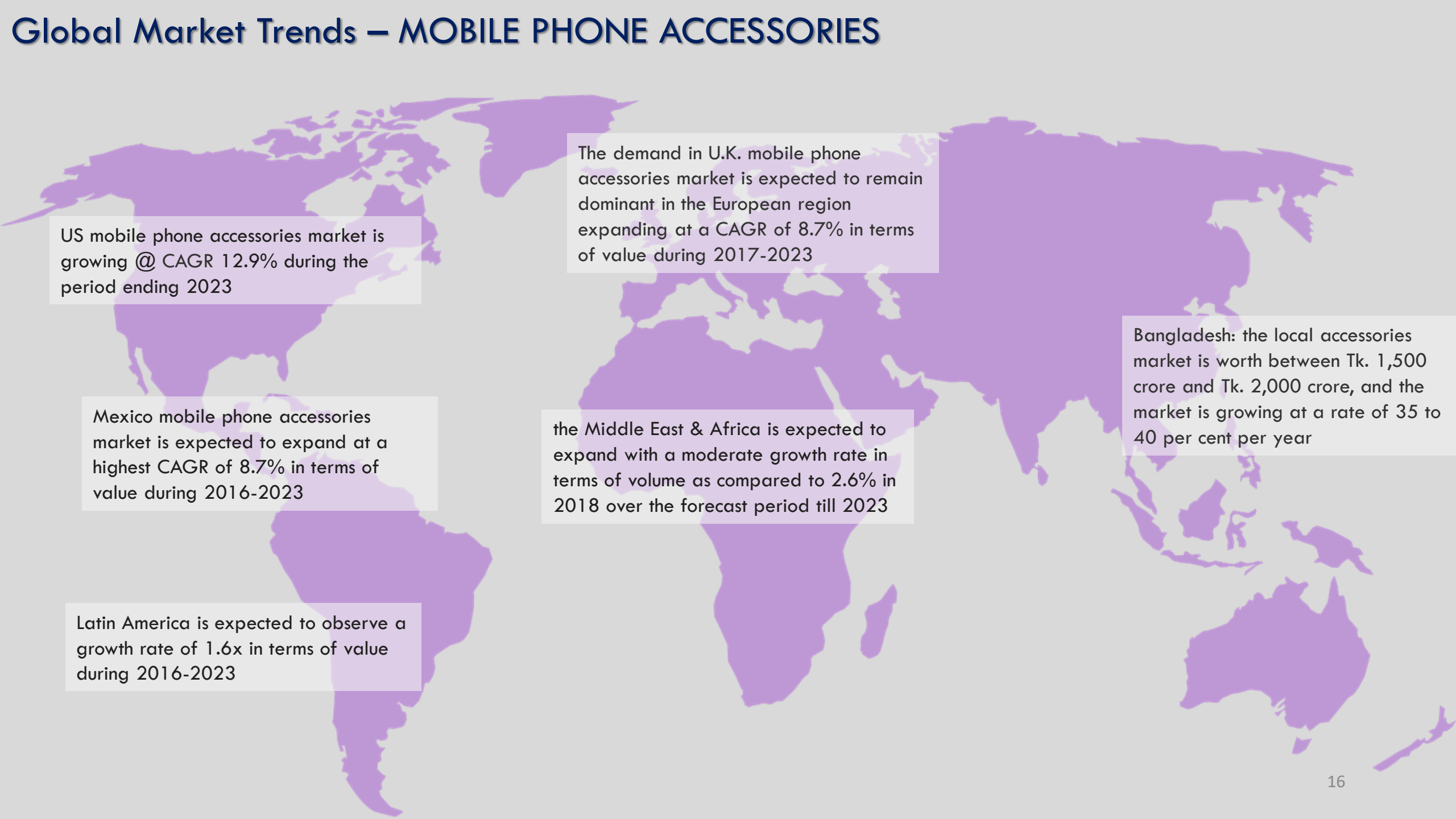
### APEJ EXPORT GROWTH

 **8.6%**

Exports from APEJ (Asia Pacific Excluding Japan) is expected to record 8.6% CAGR throughout

India is expected to register the FASTEST Growth with 10.4% CAGR in exporting the Mobile Phone ACCESSORIES

# Global Market Trends – MOBILE PHONE ACCESSORIES



US mobile phone accessories market is growing @ CAGR 12.9% during the period ending 2023

The demand in U.K. mobile phone accessories market is expected to remain dominant in the European region expanding at a CAGR of 8.7% in terms of value during 2017-2023

Mexico mobile phone accessories market is expected to expand at a highest CAGR of 8.7% in terms of value during 2016-2023

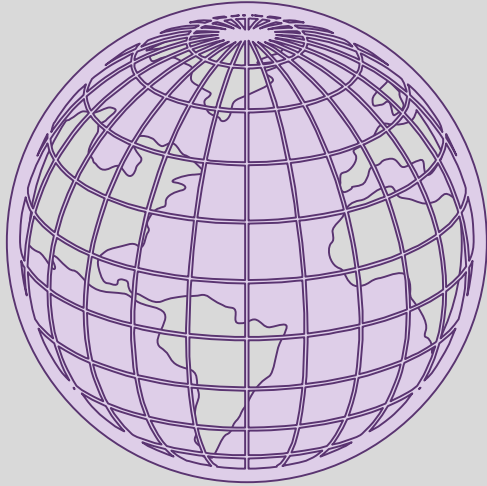
the Middle East & Africa is expected to expand with a moderate growth rate in terms of volume as compared to 2.6% in 2018 over the forecast period till 2023

Bangladesh: the local accessories market is worth between Tk. 1,500 crore and Tk. 2,000 crore, and the market is growing at a rate of 35 to 40 per cent per year

Latin America is expected to observe a growth rate of 1.6x in terms of value during 2016-2023

# Industry >> Product >> Market – LED LIGHTING (BULBS & TUBES)

Industry is GROWING @ 13.66% with Asian dominance



GLOBAL MARKET SIZE 2018

# \$45.57 Bn

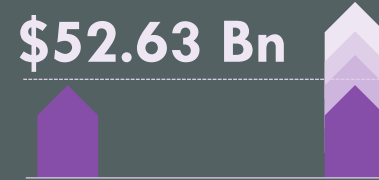
Geographically, global market for LED LIGHTING is widely segmented into LAMEA (Latin America, Middle East & Africa) Asia Pacific, North America & Europe (incl. UK & Russia)

GROWTH BY 2023

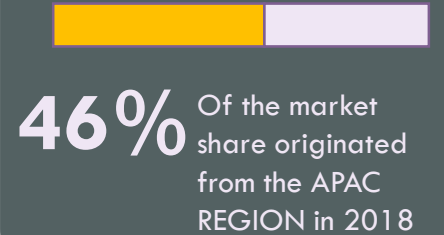


The market size is EXPECTED to reach almost @ **13.66% CAGR**

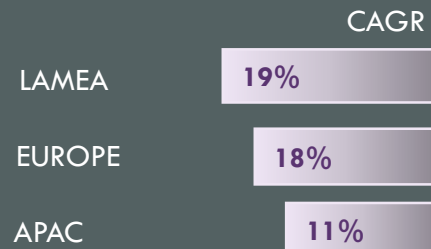
INCREMENTAL GROWTH



ASIAN DOMINANCE



GEOs WITH FASTEST GROWTH



INDUSTRIAL LED LIGHTING

# 14.9%

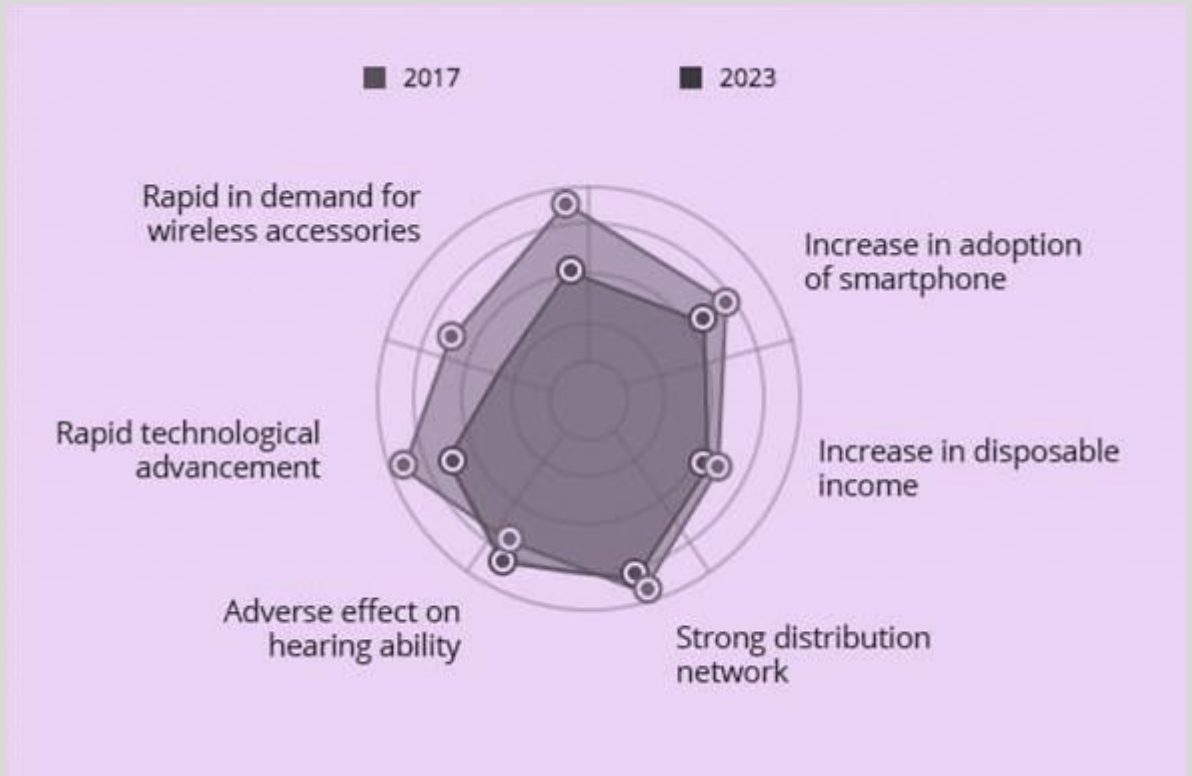
Industrial LED lighting market is expected to grow @14.9% during 2018-2024

GROWTH – ORGANIC LED



OLED lighting is projected to exhibit a significant CAGR of over 23.0% from 2017 to 2025

# Top Impacting Factors Globally





# Innovation in Headphone, Increasing usage Earphone, Power Bank & Memory Card are trending



## Adoption of Designer Cases and Covers

- Protective cases account for a relatively higher revenue share among the various mobile accessories product segments
- Mobile phone protective cases are high in demand



## Increased Usage of Wireless Headset and Earphone

- Technological advancements are triggering an opportunity for sales of wireless headphones and earphones



## Increased Usage of External Batteries and Power Banks

- Turbo chargers are capable of charging mobile devices faster, and are being rapidly adopted by consumers in India
- Turbo chargers can be used to charge smartphones, power banks, Bluetooth speakers, and other mobile accessories



## Memory Card is practically addressing large amounts of constantly streaming data.

- A practical solution to this problem is a microSD memory card
- Smartphones come with inbuilt memory space as well as have slots for inserting external memory cards
- Rise in demand for smartphones, tablets, and digital cameras has created a need for mass data storage devices

## Key Players

# Media References

e-Paper | Sunday Chronicle DECCAN Chronicle

TECHNOLOGY, IN OTHER NEWS

## The future of Indian mobile accessories market looks bright

DECCAN CHRONICLE  
Published Mar 14, 2018, 11:59 am IST Updated Mar 14, 2018, 11:59 am IST

India shall see considerable growth in Mobile Accessories Market in India and Wireless Technologies shall define the future.



The Economic Times **ETRISE** SME Sector LATEST NEWS Hardik's sexist and mis to address such issues

## NEW NISSAN KICKS THE INTELLIGENT SUV - BOOKINGS OPEN

FAST-IN-CLASS FARGUING VIEW MONITOR

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Business News SME Sector SMEs churning more revenues from exports through social media, technology: Report

12:32 PM 11 JAN LIVE MARKET STATS DID YOU KNOW? Unleash the power of SIP - Invest in Mutual funds

SPONSORED SBI Bluechip Direct Plan-Growth Class Equity Category: Large Cap

## SMEs churning more revenues from exports through social media, technology: Report

By Vatsala Gaur, ET Bureau | Updated: Mar 06, 2017, 01:50 PM IST

0 Comments

MUMBAI: Exporting revenue accounts for the majority of the total revenue for SMEs, a study by logistics and supply chain management giant, FedEx, revealed.

In a study titled, "Global Trade in the Digital economy: Opportunities for Small

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## Indian Mobile Components Manufacturing and Assembly Market 2017-2018 & 2023: Market is Expected to Reach \$62 Billion in 2023, from \$20 Billion in 2017

NEWS PROVIDED BY **Research and Markets** →  
Dec 20, 2018, 05:30 ET

THE ECONOMIC TIMES Hardware LATEST NEWS GM's Cadillac will intro

## Mobile accessories market worth Rs 6000 crore in India, expected to grow 25%

By Gulveer Aulakh, ET Bureau | Updated: Jun 06, 2015, 10:59 AM IST

15 Comments

NEW DELHI: After selfie sticks, chips that claim to repel radiation could well be the next accessory toy in town. Despite the government's assurances about emissions from telecom towers being safe, there are takers for chips which claim to provide some sort of a shield from the unconfirmed risks.

ET **Telecom** From The Economic Times

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3G/4G Devices Enterprise Financial Results Industry Infrastructure Internet MVAS/Apps Policy Smartphone International More

Telecom News / Latest Telecom News / Devices

Devices Power Bank Mobile phone Devices charger accessories

## Mobile phone accessories market in India to reach \$3545mn by end of 2026, says study

Mobile phone accessories market in India will reach a value of \$3,545 million by the end of 2026, registering a growth of 10.4%, with further penetration of internet

Niharika Banerjee | ETTelecom | March 08, 2017, 14:48 IST

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Mumbai: Mobile phone accessories market in India will reach a value of \$3,545 million by the end of 2026, registering a growth of 10.4%, with further penetration of internet, a Future Market Insights' report titled "Mobile Phone

**Business Today**

ECONOMY CORPORATE MARKETS MONEY INDUSTRY TECH OPINION PHOTOS

THE NAME IS HECTOR.

Home BIZ WRAP Corporate Story

## Chinese firms now eye India's Rs 10,000 crore mobile phone accessories market

Hong Kong-based WK Life plans to open 200 outlets across India in the next two years, selling mobile phone cases, power banks, earphones and speakers.

New Delhi Last Updated: October 18, 2018 | 15:48 IST

THE ECONOMIC TIMES Hardware LATEST NEWS Security beefed up in murder case; Ram R

## Intex eyes up to 40% growth in accessories business this fiscal

PTI | Updated: May 07, 2017, 02:06 PM IST

0 Comments

NEW DELHI: Home-bred handset maker Intex expects to post 40 per cent growth and Rs 140 crore in revenues from its accessories business -- a segment that is presently dominated by unbranded products.

THE ECONOMIC TIMES Hardware LATEST NEWS Centre can take up K

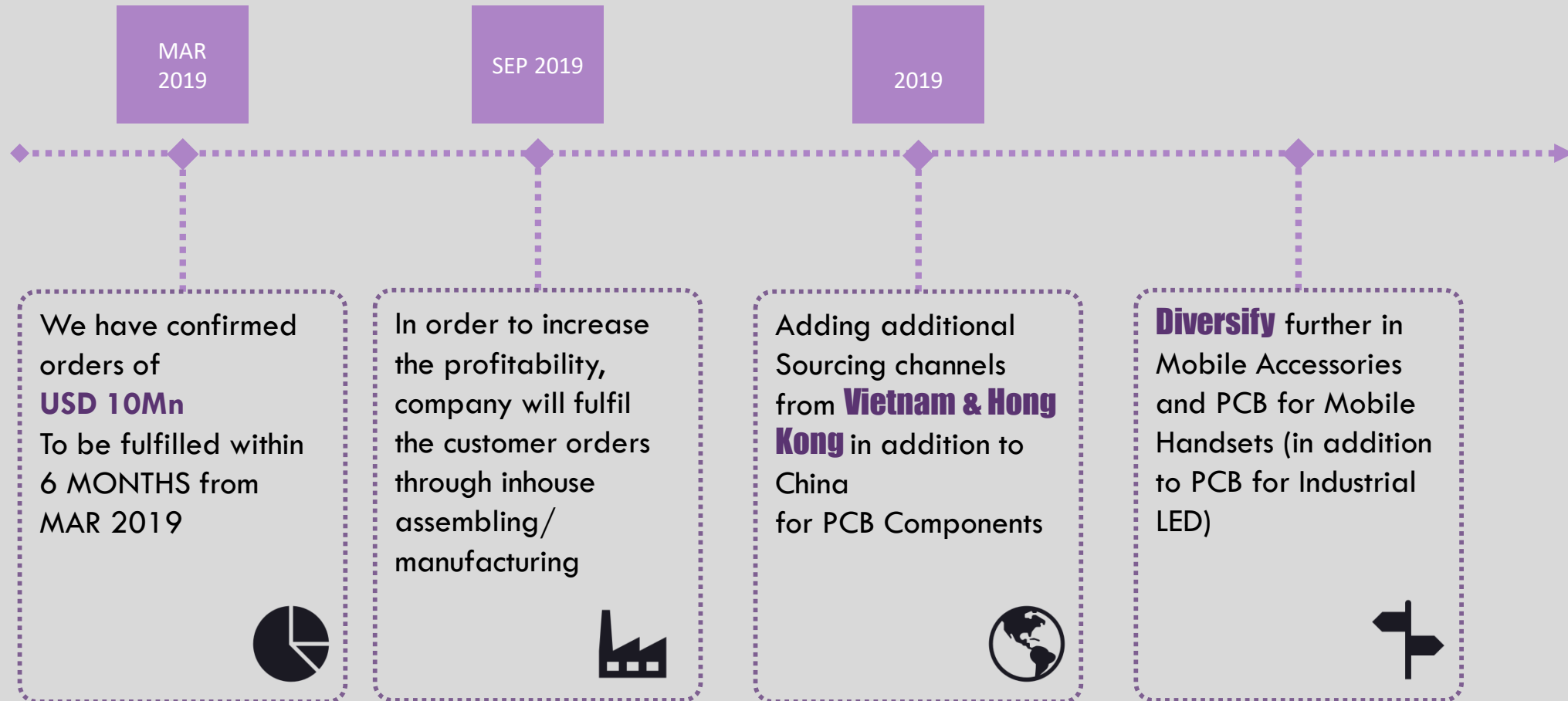
## Chinese companies now eye Indian phone accessories market

By Rashi Bhatia, ET Bureau | Oct 18, 2018, 07:03 AM IST

4 Comments

After conquering the country's smartphone market, the Chinese have now set their sights on India's estimated more than Rs 10,000-crore mobile phone accessories market that is largely unorganised. Hong Kong-based WK Life plans to open 200 outlets in the country in the next two years, selling mobile phone

# The Way Forward



# Financial Projections

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# Glossary

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