















Popular Vehicles and Services Limited

Q1FY25 – Investor Presentation August 2024







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Quarterly Business Update

Management Commentary





Mr. Naveen Philip Promoter and MD

Commenting on the performance Mr. Naveen Philip, Promoter & Managing Director said,

"Despite the slow and subdued environment for auto industry we were able to report 7% growth in revenue over same period last year. Revenue growth was on the back of better average selling prices driven by premiumization.

Generally, Q1 is slow for us in terms of business amongst all the quarters in a financial year. Q1 of this financial year saw a greater dip in sales volume compared to the same period last year due to central elections and climatic situations like heatwaves & floods.

EBITDA on Y-o-Y basis was impacted since additional revenue didn't offset the natural fixed cost increase (Inflation/yearly increments/new touch points). As volume picks up, operating leverage will play out resulting in margin expansion.

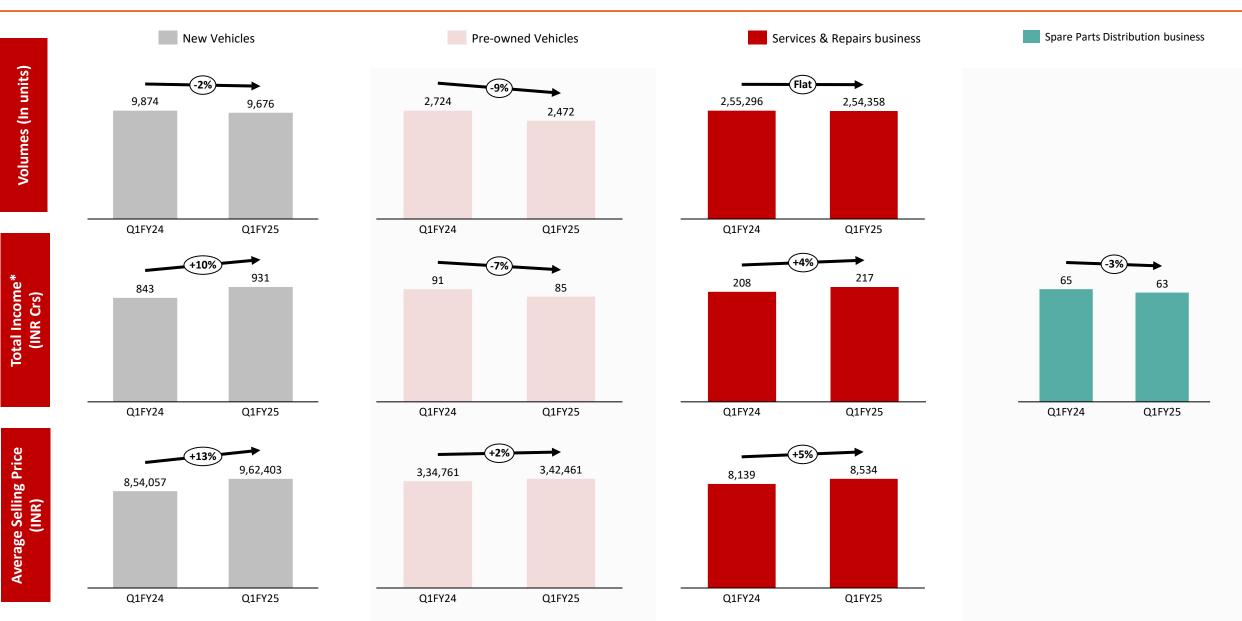
A slowdown in the volume sales resulted into increased in inventory levels which impacted our working capital requirements. This is a short-term phenomenon, and we expect inventory levels to be normalized as festive seasons kick in from Q2 onwards.

In the last 6 months the credit rating for our borrowings has been upgraded for our company and 4 of our subsidiaries. We expect interest cost savings from Q2 on the back of debt reduction & better loan terms.

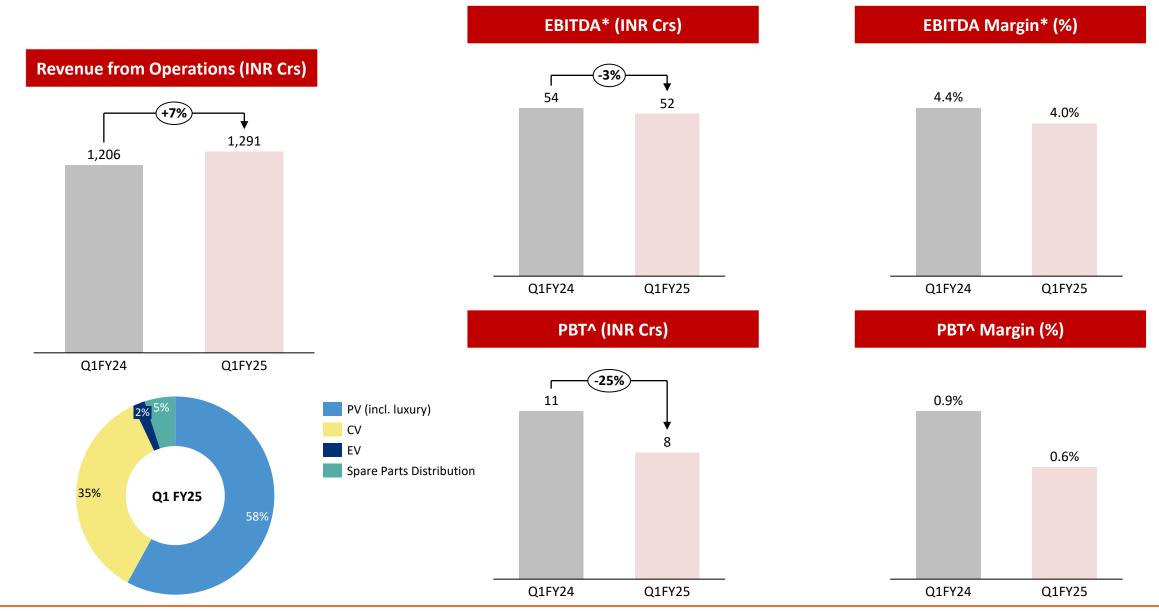
We have started to see traction for the upcoming festival season and expect Q2 to recover the short fall of Q1."

Business Vertical Performance









*Includes Other Income

^Excludes Exceptional Items



- Network Expansion:
 - Our 100% subsidiary Popular Mega Motors (India) Pvt Ltd (PMMIL) expanded its footprints by adding 3 sales outlets & booking offices in Kerala and 1 in Tamil Nadu.
- Credit Rating Update:
 - Our subsidiary, Popular Autoworks Private Limited got credit rating upgraded from CARE BBB- (triple B minus); STABLE to CARE BBB+ (triple B plus); STABLE
 - o Our subsidiary, Prabal Motors Private Limited also got credit rating upgraded from CARE BBB; STABLE to CARE A-; STABLE
- Awards & Recognition:
 - Kuttukaran Group wins the FADA Dealership Excellence Award 2024 in the Big Dealer category.
 - 'Popular Auto Dealers Pvt. Ltd.', company's wholly owned subsidiary has received 2 topmost Platinum Band Achievements Awards for its Bangalore and Kottayam Branches, from Maruti Suzuki India Limited (MSIL) for FY24 in MSIL Parts Distributor Meet and 2 Performance awards at All India level namely Highest Retailer Growth under Average Monthly Net Retails >200 Lakhs category and Highest Retail Growth under Average Monthly Net Retails <= 400 Lakhs category.
- Opex Cost:
 - Additional revenue didn't offset the natural fixed cost increases (Inflation/yearly increments/new touch points), We expect this to be recovered from Q2FY25
 - As and when revenue from this added touch points picks up or reaches some threshold, operating leverage benefit will start kicking in.
- State-vise Q1FY25 Revenue Break-up:
 - o Kerala 60%
 - o Tamil Nadu 26%
 - o Karnataka 9%
 - Maharashtra 5%

Result Performance



Particulars (INR Crs)	Q1FY25	Q1FY24	ΥοΥ	FY24
Revenue from Operations	1,291.4	1,206.0	7.1%	5,615.5
Other Income	7.0	4.1		31.2
Total Income	1,298.4	1,210.1	7.3%	5,646.7
Cost of Goods Solds	1,095.5	1,008.1		4,758.3
Gross Profit	202.9	202.1	0.4%	888.4
Gross Profit Margin	15.6%	16.7%		15.7%
Employee Cost	95.7	92.2		366.5
Impairment losses on financial and contract assets	0.5	0.9		-1.9
Other Expenses	54.8	55.2		237.7
EBITDA	52.0	53.8	-3.4%	286.1
EBITDA Margin	4.0%	4.4%		5.1%
Depreciation	23.7	21.7		91.9
EBIT	28.2	32.1	-11.9%	194.1
EBIT Margin	2.2%	2.6%		3.4%
Finance Cost	20.0	21.1		98.0
Profit before Tax & Exceptional Items	8.3	11.0	-24.5%	96.1
Profit before Tax & Exceptional Items Margin	0.6%	0.9%		1.7%
Exceptional Item Gain / Loss	0.0	1.6*		1.6*
Profit before Tax	8.3	12.6	-34.1%	97.7
Тах	2.8	4.8		21.6
Profit After Tax	5.4	7.8	-29.7%	76.1
Profit After Tax Margin	0.4%	0.6%		1.3%
EPS	0.77	1.24		12.05

*gain on sale of land of Rs. 1.6 crores



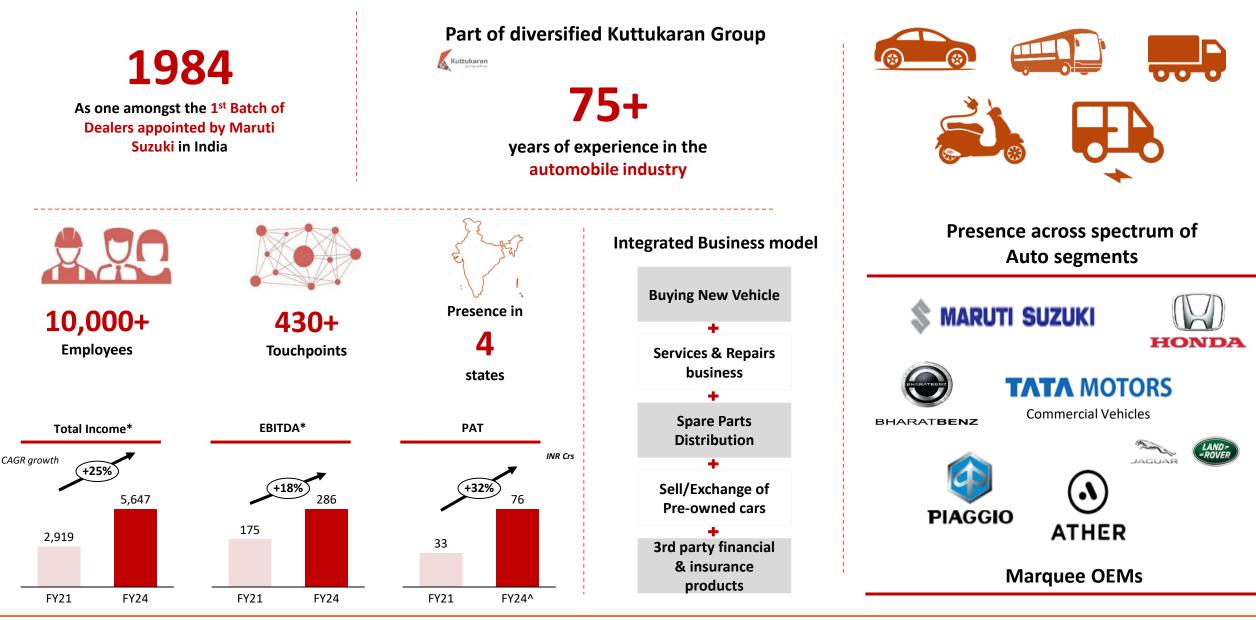




Business Overview

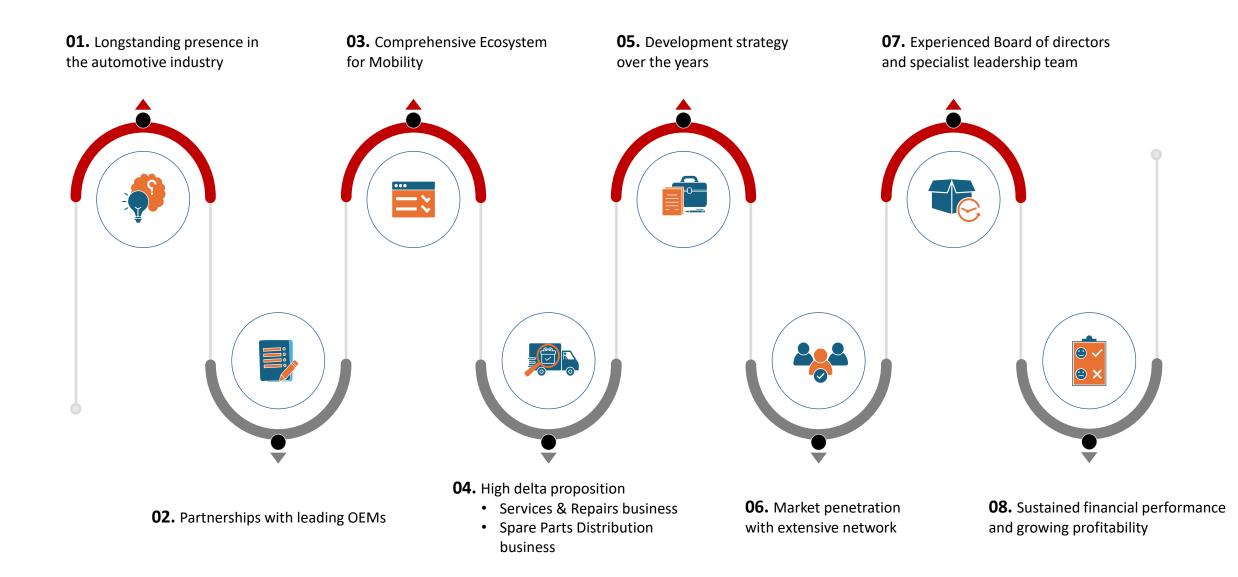
Company Snapshot

Popular Vehicles & Services



Our Story

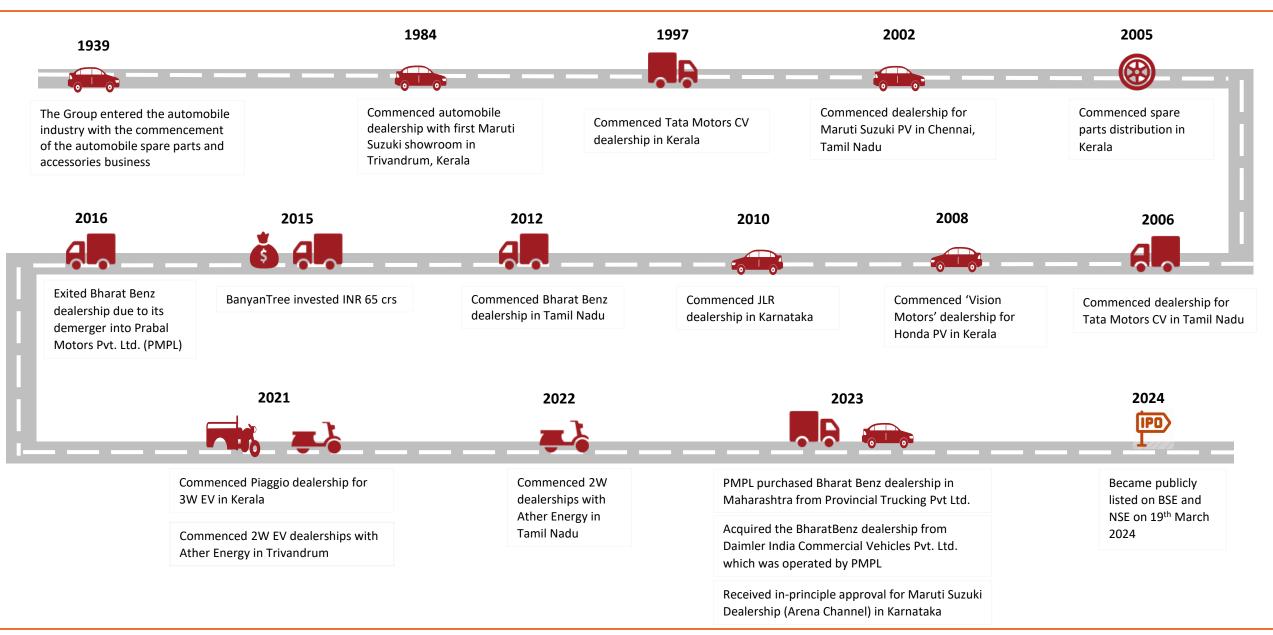




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Long Standing Presence : Major Events and Milestones

Popular Vehicles & Services



Partnerships with leading OEMs



	OFM	Catagory	Years	Rank ¹	Rank ²	Touchaointe^	
	OEM	Category	of Relationship	Sales Volume	Service Provider	Touchpoints [^]	
/ehicles	S MARUTI SUZUKI	Economy to Premium	40	7	1	207	
Passenger Ve (PV)	HONDA	Economy to Premium	16	6	1*	21	
Passe	JAGUAR LAND	Luxury	14	5	3	6	

nercial icles V)	Commercial Vehicles	CV	27	4	3	75
Comm Vehi (C	BHARATBENZ	CV	12	2	-	39

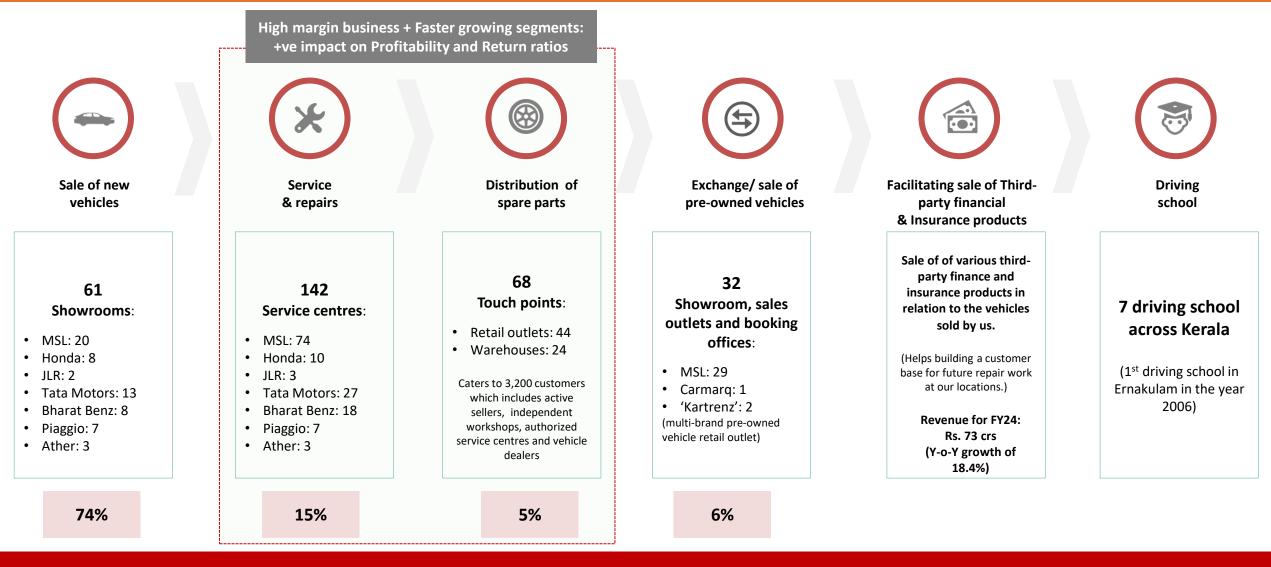
tric cles /)	PIAGGIO	3W	2	5	5	14
Elec Vehi (E)	ATHER	2W	2	9	-	11

1 Ranking in terms of sales by volume, across India as of FY23 2 Ranking in terms of service by volume, across India as of FY23 * Only in Kerala

^ Touchpoints includes (Showrooms, Sales outlets, booking offices and service centres) & is as on 30th June 2024

Building a comprehensive Ecosystem for Mobility

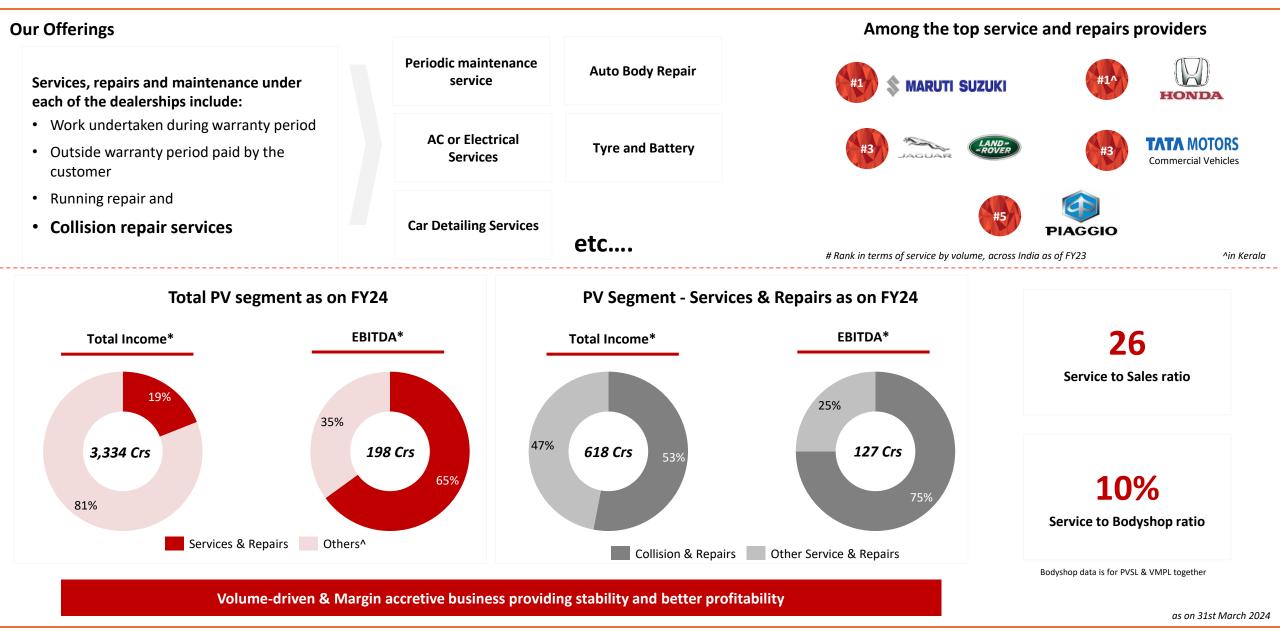




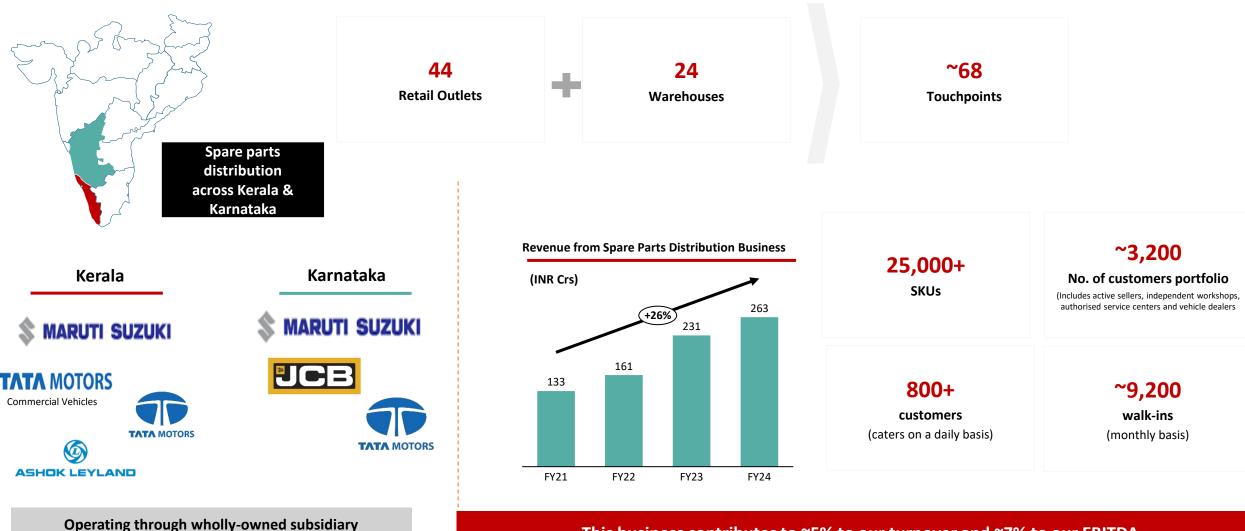
Presence across the lifecycle of vehicle ownership leading to: Customer retention and Revenue diversification

Services & Repairs Business – High delta proposition

Popular Vehicles & Services



Popular Vehicles & Kuttukaran

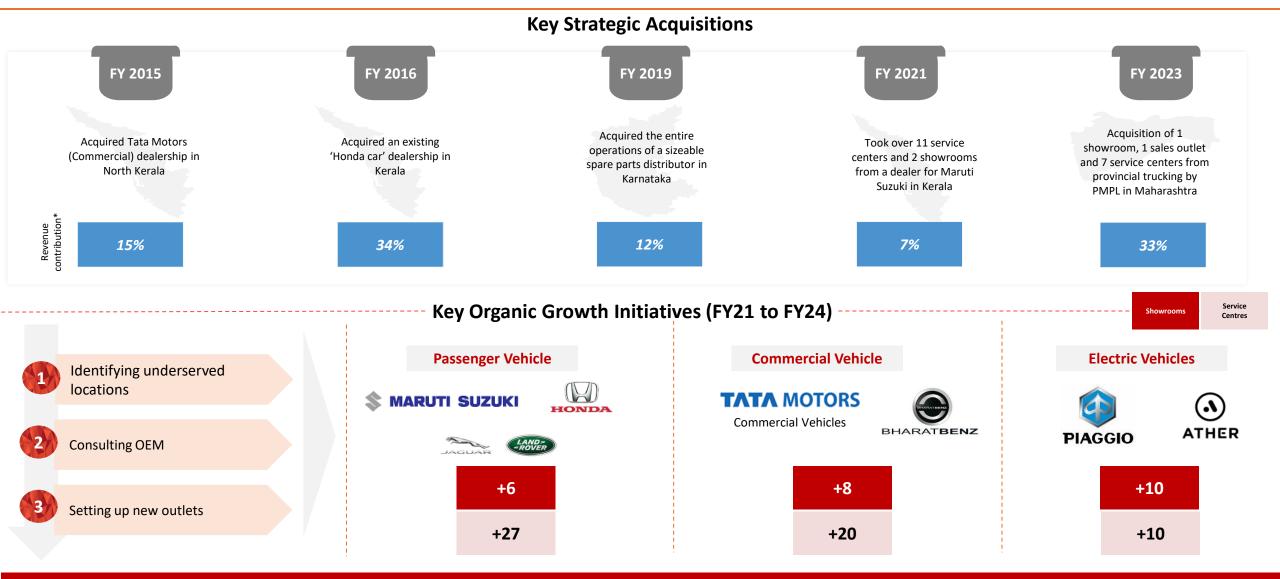


This business contributes to ~5% to our turnover and ~7% to our EBITDA

Popular Auto Dealers Pvt Ltd (PADL)

Development Strategy over the years

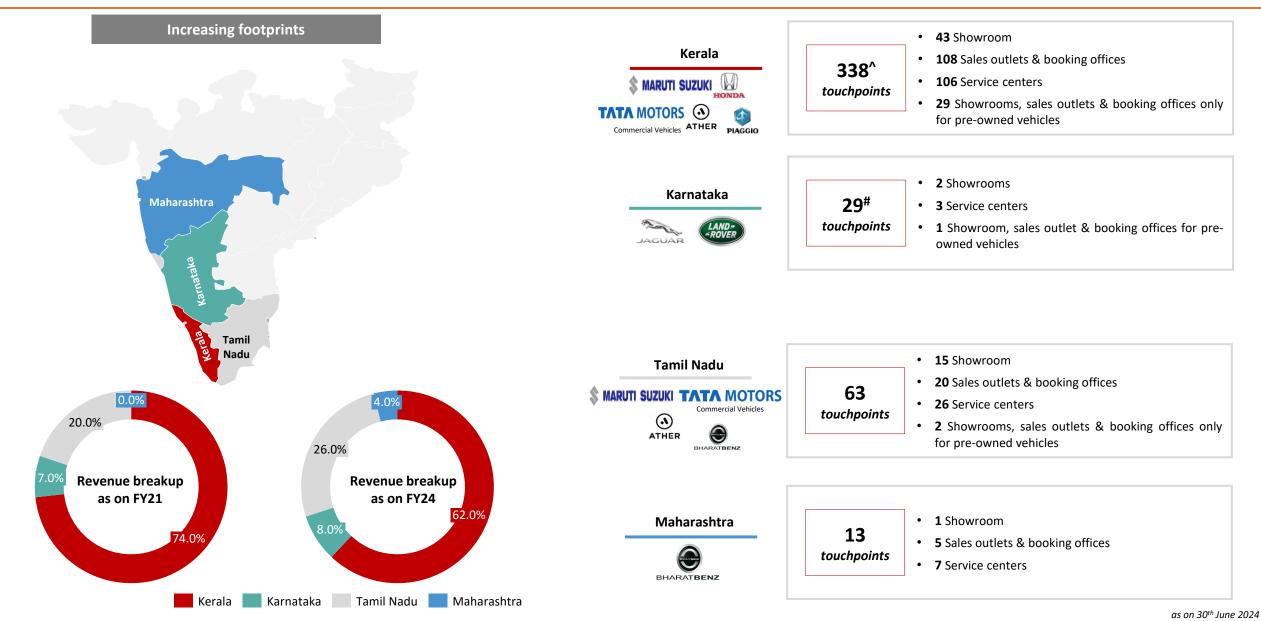




Proven ability to capture organic and inorganic opportunities in the value-chain

Market Penetration: Extensive Network





^ includes 7 driving school, 32 retail outlets, 13 warehouses
includes 12 retail outlets, 11 warehouses

Note: Map not to scale. All data, information, and maps are provided "as is' without warranty or any representation of accuracy, timeliness or completeness

Experienced Board Members





John K. Paul Promoter and WTD

Education: B.E.

Experience: 48+ years of experience in automobile industry, President of Kerala Automobiles Dealership Association, Trustee of the Lawrence School Lovedale Alumni Foundation. Past President of Federation of Automobiles Association.



Jacob Kurian Chairman & Non-Executive ID

Education: B.E., PGD in Management from XLRI Experience: TATA Unisys, TATA Services and **Titan Industries**



Rakesh Kumar Bhutoria Non-Executive Nominee Director

Education: B.Ch.E., MMS Experience: Standard Chartered Bank UAE, **IDFC Bank**



Education: B.E.

Experience: 48+ years of experience in automobile industry, responsible for CSR activities



Non-Executive ID

Education: B.A., Business Management Diploma, XLRI

Experience: Chairperson South Asia at Kantar Consumer Insights, IMRB International, KSA Technopak, VST Industries. She is presently director of ICICI Lombard General Insurance Company Ltd and ICICI Prudential Asset Management Company Ltd.



Naveen Philip Promoter and MD

Education: B.E., PGD in Management from XIM Experience: 26+ years of experience in the automobile industry, member of the FADA Governing Council, previously manager at Godrej Telecom



George Joseph Non-Executive ID

Banking Education: B.Com, Diploma, Certified associate of IIB Experience: Syndicate Bank, Canara Bank, Wonderla Holidays, Independent Director of Muthoot Finance & ESAF Small Finance Bank. He is presently Independent Director of Creditaccess Grameen Limited.

Non- Executive

Director

Strong Leadership Team





Mr. Naveen Philip Promoter and MD

Education: B.E., PGD in Management from XIM

Experience: 26+ years of experience in the automobile industry, member of the FADA Governing Council, previously manager at Godrej Telecom



Mr. Raj Narayan CEO

Education: B.Com, MBA from ICFAI

Experience: Globacom Ltd, Bharati Airtel Limited, Reliance Communications Ltd, Hindustan Uniliver Ltd, Muthoot Finance Ltd.



Mr. John Verghese Group CFO

Education: Associate member of ICAI, B.Com

Experience: CFO of Plant Lipids, President with Rane NSK Steering Systems



Mr. Bju Jose Thomas CEO (Vision Motors Limited)

Education: Associate member of ICAI, B.Com

Experience: Vasudev Adigas Fast Food, Blue Ocean Beverages, Aditya Birla Retail, Supplyco



Mr. A Suresh Kumar CEO - PAWL (JLR Dealership)

Education: PGD, M.Sc in anthropology, MBA

Experience: 4+ years at PAWL, Olympus Motors, A.K. Capital Finance, Sundaram Motors, Saud Bhawan Automatic LLC



Mr. Thomas A. Karedan, Chief Operating Officer- KGPL & KCPL

Education: B.E. from Managalore University

Experience:TechniBharathiPrivateLimited,GlafarEngineering and Contracting LLC



Mr. Mathew Thomas, Chief Operating Officer- PADL

Education: BA from Bangalore University, Diploma in Mechanical Engineering

Experience: Kaltex Lubricants India Private Limited, Tiger Springs Limited, Jamuna Auto Industries Limited



Mr. Kannan Veeraiyan Chief Operating Officer- PMPL

Education: BSc from University of Madras, MBA from University of Bombay

Experience: Wattayah Motors LLC, Nixynova Motoren Private Limited, VST Titanium Motors Private Limited



Mr. Benny K. J. VP - Human Resources

Education: Master's Degree of Arts in Social Work from University of Madras. (Specialization in Human Resource Management)

Experience: Chief People Officer at Rasi Seeds Private Limited, VKL Seasoning Private Limited and Videocon Telecommunications Limited

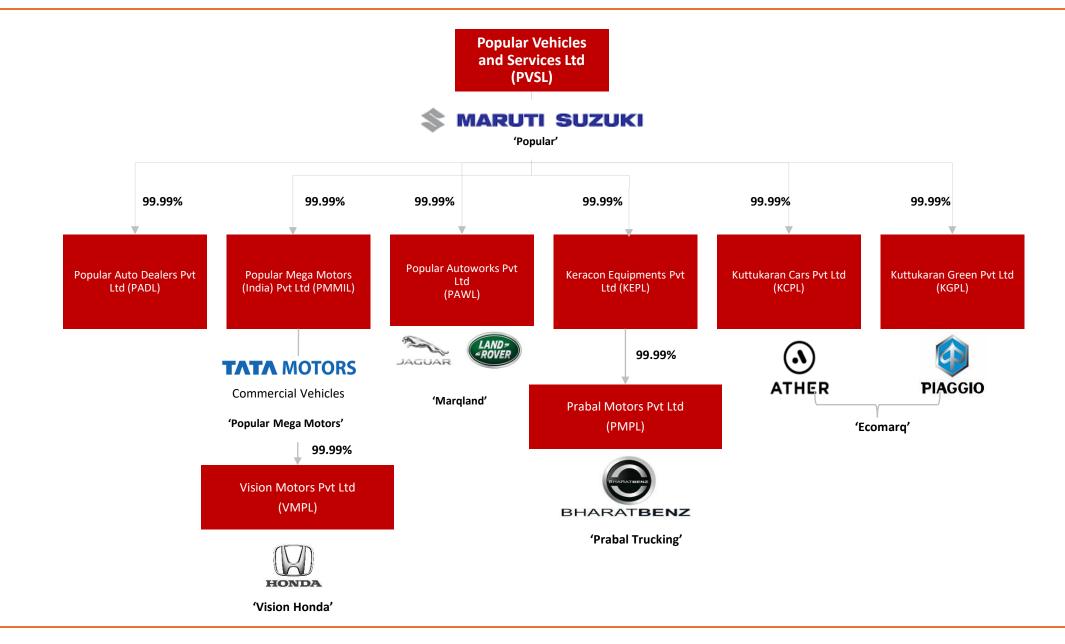


Mr. Varun. T. V. CS & Compliance Officer

Education: B.Com, MBA, Associate member of ICSI

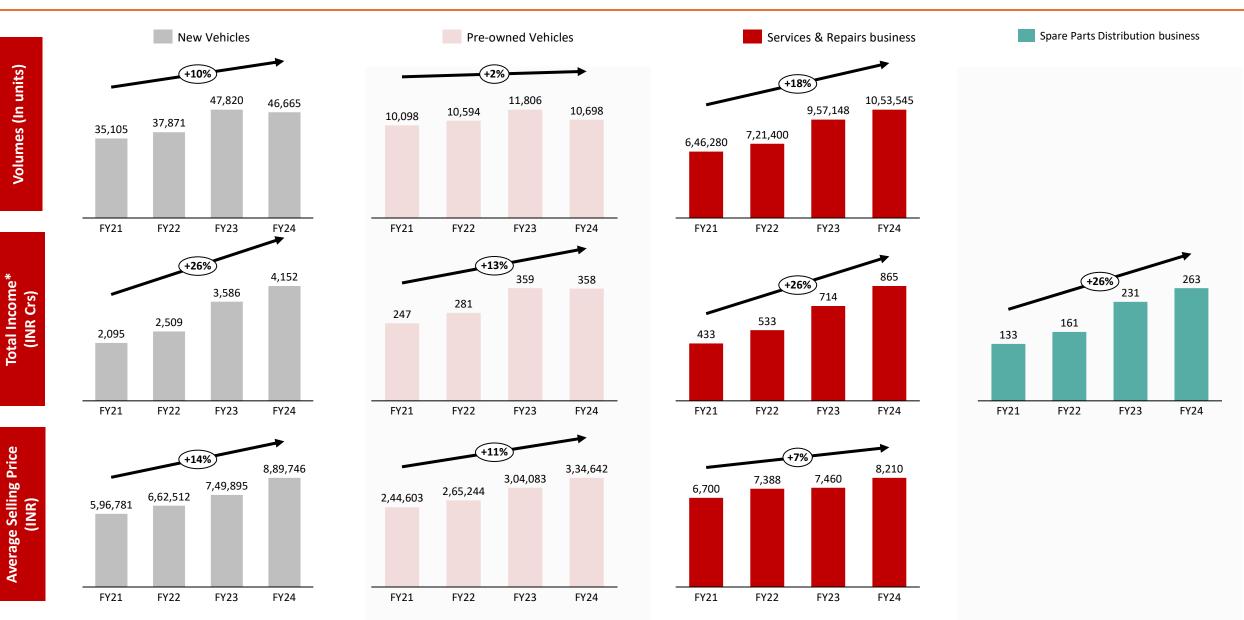
Experience: Company Secretary with Joyalukkas India, and Company Secretary and compliance officer with Muthoot Capital Services





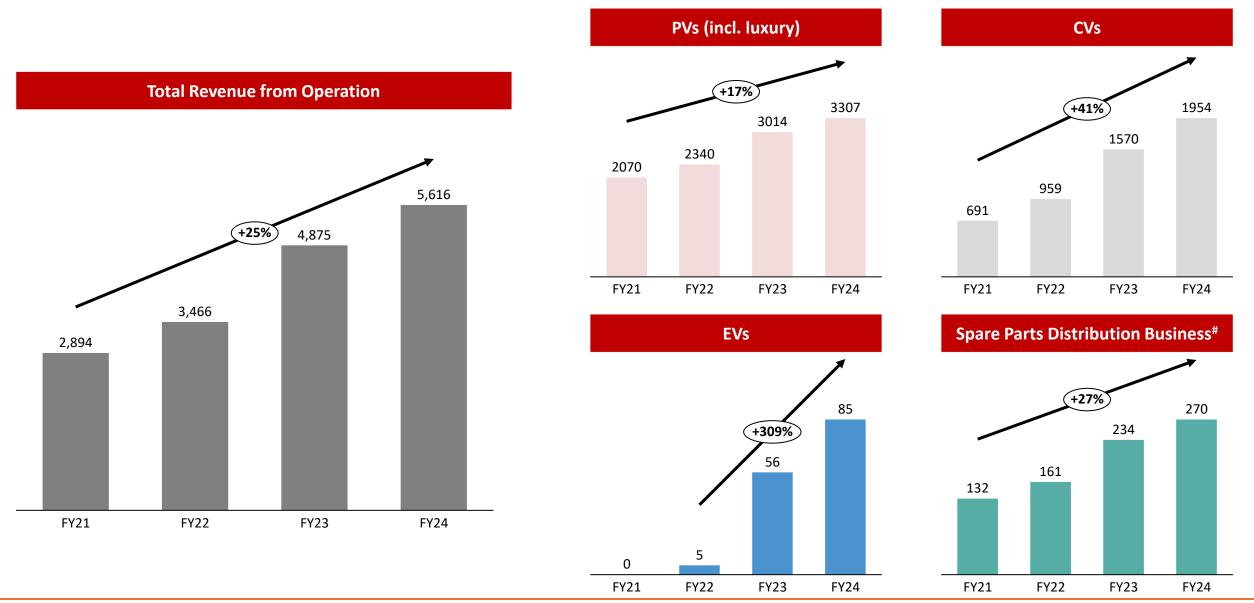
Business Vertical Performance





Popular Vehicles & Services

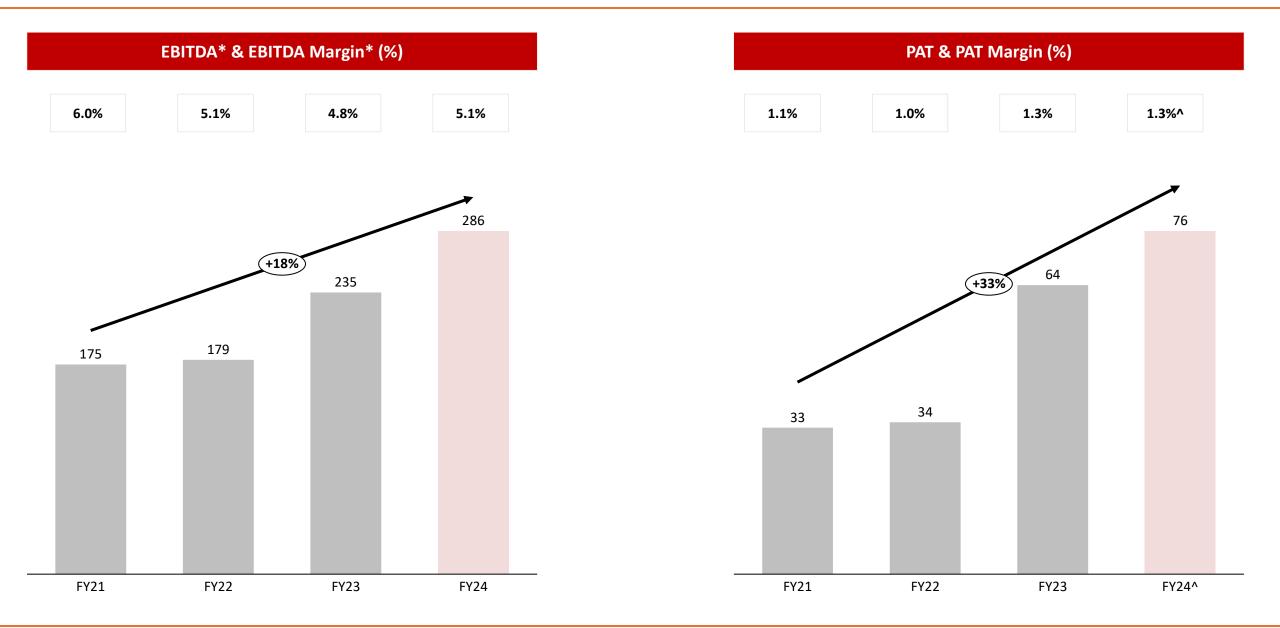
INR Crs



includes multi-brand business revenue

Growing Profitability





Healthy Balance Sheet



Particulars (Rs. Cr)	FY21	FY22	FY23	FY24				Working (Capita	l Cycle (No. of	days)	
Total Equity	246.0	279.9	343.0	653.2	king days							
Total Borrowings	353.0	371.9	505.0	444.6	Net Working Capital days	45		43		41		48
Capital Expenditure	29.5	48.1	85.3	80.7		4	7					
Debt to Equity	1.4x	1.3x	1.5x	0.7x		4	,		45			
Net Debt / Equity	1.2x	1.3x	1.4x	0.6x							38	
Net Debt/EBITDA	1.7x	2.0x	2.0x	1.3x								
					22	20		21				19
ROCE	17.1%	16.8%	18.3%	17.7%				15		17 14		17
ROE	13.2%	12.0%	18.7%	11.6%								
				Impact of Net IPO Proceeds of Rs. 230 crs								
				raised in March 2024		FY21		FY22 Creditor Days	Debto	FY23 or Days Invento		FY24







Strategic Priorities

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Way-forward



	$\langle \mathcal{P} \rangle$	R
Diversification	Focus on High Margin Business	Deeper Penetration
De-risking Revenue Model	Increase Automotive Distribution business	Inorganic Growth Opportunities
New Dealerships	• Increase sale of Services & Repairs business	Organic Growth Opportunities
Increase Product offerings	Increase sale of Premium vehicles	Digital Growth

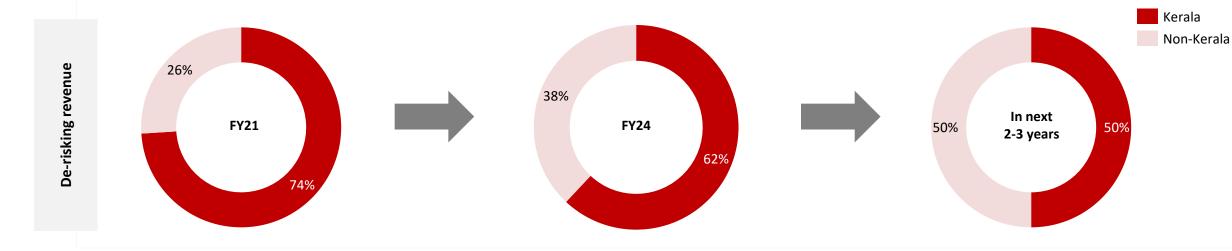
• Increase Product offerings

• Increase sale of Premium vehicles

Digital Growth







New Dealerships

- Setting up new dealerships to capitalize on the increasing demand for new and pre-owned passenger/commercial vehicles by adding new showrooms, sales outlets and booking offices
- Acquire dealerships with high growth OEMs thereby increasing the brand profile of existing portfolio in highly concentrated or growing demographic areas

Increase Product Offerings

- Strategically diversifying existing product offerings by introducing new additional brands to meet changing customer preferences
- Expanding existing dealerships for existing OEMs in the relevant segments
- Adding new markets outside Kerala through existing and new OEMs





Increase Automotive Distribution business

Highly localized business with high SKUs – High Margin business
Focus on Balance sheet led profitable growth

Increase sale of Services & Repairs business

- Increasing the no. of authorized service centers, customer retention, preventive maintenance awareness amongst customers, selling vehicle service contracts & efficient management of parts inventory
- Creating Database through sale of insurance/financial products sell and contacting on regular basis
- Enhancing salesperson training program & increasing our product offerings
- Call Centre for services

Improve Product Mix

 Focus on Product mix by a combination of sale of Luxury and premium vehicles thereby benefitting from higher ASPs and sale of after sales services

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Stability in Revenue

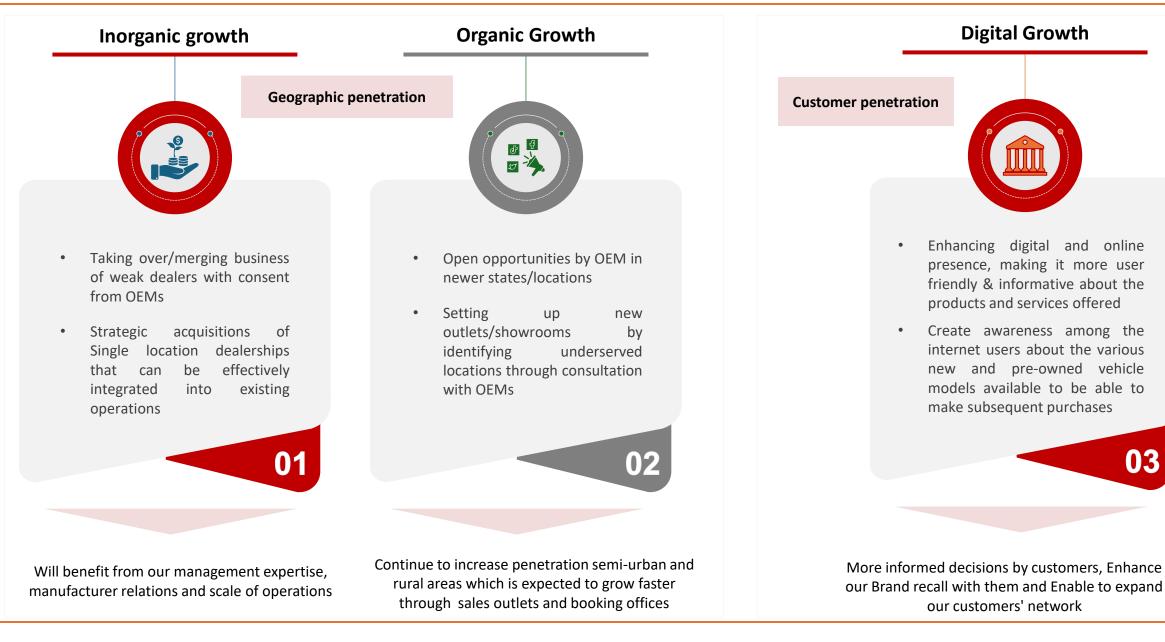
Higher after sales service

Margin expansion

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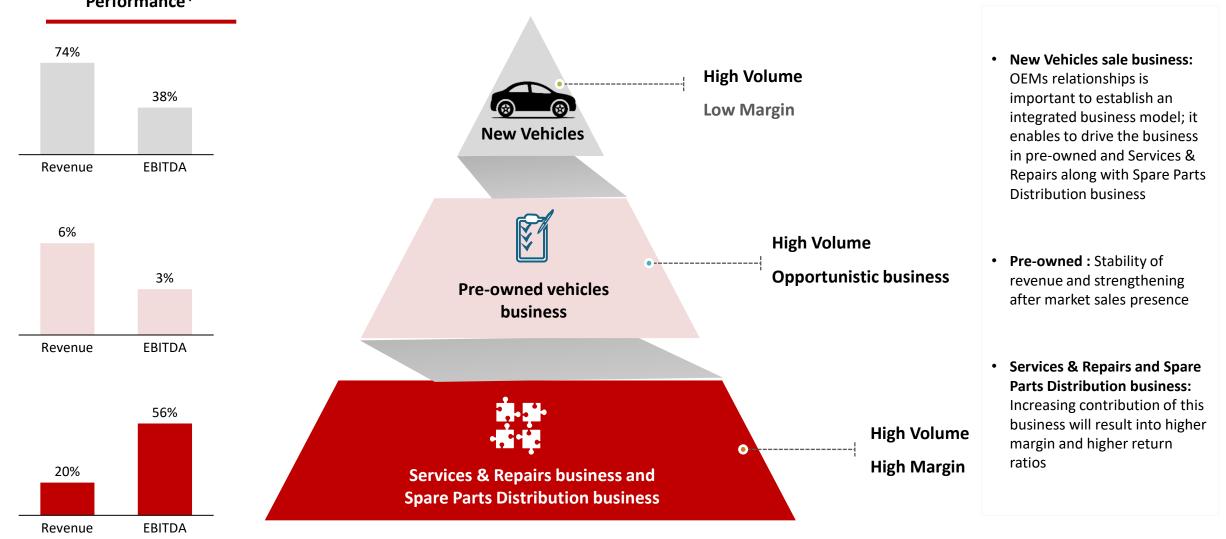








Contribution to Company's Consolidated Performance*









Historical Performance

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Profit & Loss Statement



Particulars (INR Crs)	FY24	FY23	FY22	FY21
Revenue from Operations	5,615.5	4,875.0	3,465.9	2,893.5
Other Income	31.2	17.6	18.3	25.7
Total Income	5,646.7	4,892.6	3,484.2	2,919.3
Cost of Goods Solds	4,758.3	4,142.6	2,916.8	2,433.0
Gross Profit	888.4	750.0	567.4	486.2
Gross Profit Margin	15.7%	15.3%	16.3%	16.7%
Employee Cost	366.5	308.2	242.0	203.5
Impairment losses on financial and contract assets	-1.9	3.1	0.9	2.5
Other Expenses	237.7	203.9	145.8	105.4
EBITDA	286.1	234.8	178.7	174.9
EBITDA Margin	5.1%	4.8%	5.1%	6.0%
Depreciation	91.9	79.4	69.3	72.5
EBIT	194.1	155.4	109.4	102.4
EBIT Margin	3.4%	3.2%	3.1%	3.5%
Finance Cost	98.0	70.5	60.9	55.1
Exceptional Item Gain / (Loss)	1.6*	0.0	0.0	0.0
Profit before Tax	97.7	84.9	48.5	47.3
Profit before Tax Margin	1.7%	1.7%	1.4%	1.6%
Тах	21.6	20.8	14.9	14.8
Profit After Tax	76.1	64.1	33.7	32.5
Profit After Tax Margin	1.3%	1.3%	1.0%	1.1%
EPS	12.05	10.22	5.37	5.17

Balance Sheet



Particulars (INR Crs)	Mar-24	Mar-23	Mar-22	Mar-21	Particulars (INR Crs)	Mar-24	Mar-23	Mar-22	Mar-21
Property, Plant & Equipments	328.8	293.5	246.4	224.4	Share Capital	14.2	12.5	12.5	12.5
Capital Work-in-progress	14.3	7.7	12.3	17.3					
Goodwill	11.5	11.5	1.2	1.2	Other Equity	638.9	330.5	267.3	233.5
Other Intangible assets	13.9	18.2	3.9	5.0	Total Equity	653.2	343.0	279.9	246.0
Intangible assets under development	0.4	0.2	0.0	0.0	Financial Liabilities				
Financial Assets					(i) Borrowings	13.4	91.1	88.1	89.3
(i) Investments	11.3	5.8	4.4	4.9					
(ii) Other financial assets	44.1	37.9	32.9	27.8	(ii) Lease Liabilities	445.6	399.8	357.0	266.5
Right of use of assets	379.3	348.0	313.0	232.9	Provisions	6.1	5.9	6.3	4.8
Deferred Tax Assets (Net)	18.7	16.1	15.8	17.8	Non-Current Tax Liability	0.0	0.2	0.1	0.2
Other Non-Current Assets	27.3	19.3	17.7	14.3	, Other Non-Current Liabilities	25.5	0.0	9.7	20.4
Other Tax Assets (net)	10.9	9.8	8.5	6.8					
Non - Current Assets	860.5	768.2	656.2	552.4	Non-Current Liabilities	490.6	497.1	461.2	381.3
Inventories	592.9	434.9	362.0	311.7	Financial Liabilities				
Financial Assets					(i) Borrowings	431.2	413.9	283.9	263.7
(i) Investments	17.0	0.2	1.6	-					
(ii) Trade receivables	296.9	223.8	176.6	160.7	(ii) Trade Payables	154.3	90.8	86.8	66.3
(iii) Cash and cash equivalents	55.0	23.8	18.4	55.5	(iii) Lease Liabilities	34.7	33.5	27.0	30.4
(iv) Bank balances other than cash and cash equivalents	5.6	4.3	2.0	3.9	(iv) Other Financial Liabilities	38.6	22.8	16.4	15.7
Other Financial Assets	28.3	4.5	5.9	4.6	Provisions	3.7	3.3	2.7	3.6
Other Tax Assets	2.4	0.0	0.0	0.0	Current Tax Liability	0.0	1.2	0.0	0.3
Other Current Assets	98.1	42.5	39.1	28.6	Other Current Liabilities	150.4	98.1	105.4	111.5
Current Assets	1,096.2	734.1	605.6	565	Current Liabilities				
Assets Classified as held for sale	0.0	1.5	1.5	1.5		812.9	663.6	522.2	491.6
Total Assets	1,956.7	1,503.8	1,263.3	1,118.9	Total Equity & Liabilities	1,956.7	1,503.8	1,263.3	1,118.9

Cash Flow Statement



Particulars (INR Crs)	Mar-24	Mar-23	Mar-22	Mar-21
Net Profit Before Tax	96.1	84.9	48.5	47.3
Adjustments for: Non - Cash Items / Other Investment or Financial Items	161.1	141.9	116.8	108.0
Cash generated from operations before working capital changes	257.3	226.8	165.3	155.2
Changes in working capital	-147.5	-92.6	-80.5	-60.5
Cash generated from Operations	109.7	134.2	84.8	94.7
Direct taxes paid (net of refund)	-29.8	-25.3	-15.1	0.5
Net Cash from Operating Activities	79.9	108.9	69.7	95.2
Net Cash from Investing Activities	-88.2	-79.6	-41.4	-6.7
Net Cash from Financing Activities	39.4	-23.8	-65.3	-70.7
Net Increase/Decrease in Cash and Cash equivalents	31.1	5.4	-36.9	17.8
Add: Cash & Cash equivalents at the beginning of the period	23.8	18.4	55.3	37.5
Cash & Cash equivalents at the end of the period	55.0	23.8	18.4	55.3



Thank You

Company:



CIN: L50102KL1983PLC003741

Mr. Varun T. V. CS & Compliance Officer <u>cs@popularv.com</u> **Investor Relations Advisors:**

 $SGA \stackrel{\rm Strategic \ Growth \ Advisors}{}$

CIN: U74140MH2010PTC204285

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