



On Door Concepts Limited



Investor Presentation

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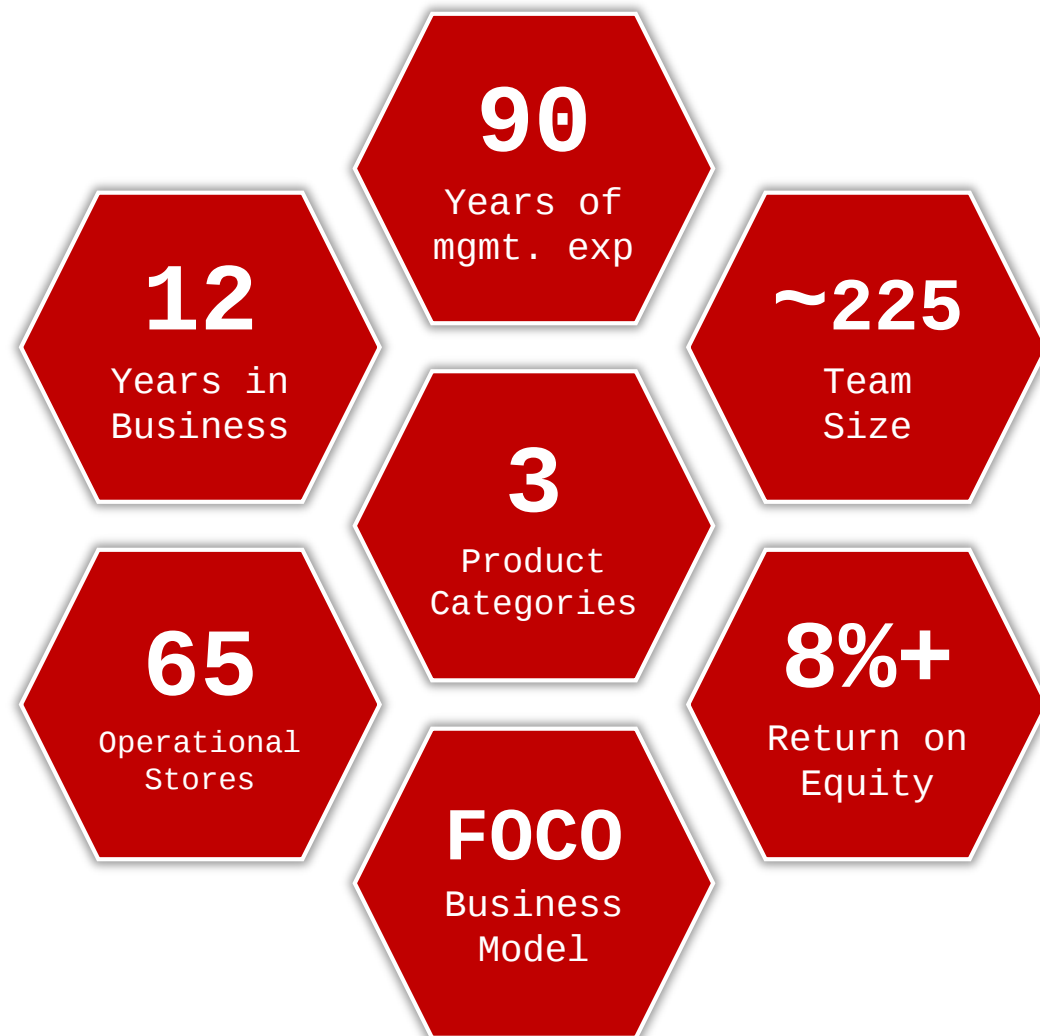
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Company Overview

COMPANY OVERVIEW

- Ondoor Concepts Limited (Ondoor, The Company) is an omni-channel grocery retail e-commerce venture established in 2014, offering a wide range of food staples, groceries, household items, personal care products, and more
- Ondoor stands out by offering competitive prices & reliable, timely home delivery
- As of September, 2025, Ondoor, a prominent regional omni-channel grocery retailer headquartered in Madhya Pradesh, operates 65 stores that include both company-owned and franchised locations. With a strategic focus on smaller cities through a franchise model
- Ondoor aims to expand its footprint using a cluster approach. This strategy prioritizes densely populated residential areas that predominantly feature middle-class and aspiring upper-middle-class consumers.
- Ondoor commitment to providing a one-stop shopping experience for everyday needs, combined with competitive pricing derived from local market insights, thoughtful product selection, and efficient supply chain management, has been pivotal in driving its growth and success.



PRODUCT CATEGORIES



Fruits & Vegetables

Fresh, handpicked fruits and vegetables, including exotic options.

Grocery

A wide selection of high-quality grocery products, including staple food items.

Beverages

Health drinks, coffee, tea, soft drinks, etc.



Personal Care

Cosmetics, baby care, hair care, oral care, skincare, and hygiene products

Household Essentials

Air fresheners, kitchenware, stationery, electrical fittings, and other household supplies



Household Essentials

General household goods that go beyond fast-moving consumer goods (FMCG)

Dairy & Bread

Fresh milk, dairy products, bakery items, and frozen products.

BUSINESS MODEL

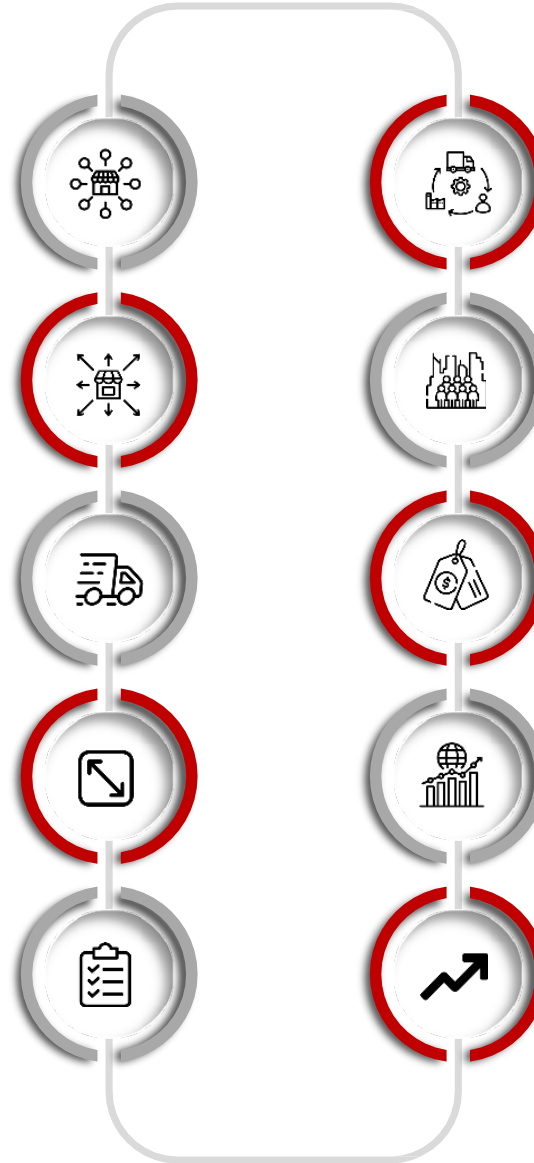
Unique franchise model
enhances capital
efficiency and growth

Focus on small cities for
rapid expansion and
market penetration

Omni-channel
retailer combines
convenience stores and
home delivery.

Stores range from 500 to
3,000 sq. ft. sizes

Real-time inventory
visibility ensures
accurate online
product listings



Cluster approach
optimizes supply chain
and store locations

Targets densely populated
residential areas for
increased market share

Competitive pricing
establishes OnDoor as a
one-stop shop

Local market knowledge
tailors product
assortments for customers

Supply chain efficiencies
support growth and
customer satisfaction

KEY DIFFERENTIATORS

Ondoor offers a seamless online shopping experience with apps, a web portal, phone ordering, and efficient logistics for doorstep delivery.

**Comprehensive
E-Tailing**

The company provides a consistent value-retail experience with accessible pricing and convenience for everyday essentials.

**Value and
Convenience**

Known for its value and convenience, Ondoor is expanding through strategic store acquisitions and a distinct ownership model.

**One-Stop
Retail Chain**

Ondoor FOCO model allows individuals and businesses to franchise stores, expanding its presence across Madhya Pradesh.

**FOCO Franchise
Model**

Ondoor ensures competitive pricing year-round through a strong supplier network and efficient supply chain.

**Everyday
Low Prices**

INVESTMENT RATIONALE



Diverse Product Range:

Offering a wide variety of products, including food staples, groceries, household items, and personal care products, Ondoor caters to essential consumer needs, ensuring steady demand.



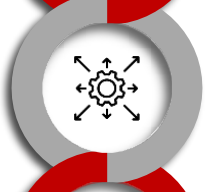
Competitive Pricing Strategy:

The company's focus on competitive pricing, driven by local market insights, allows it to attract cost-conscious consumers and maintain a loyal customer base.



Omni-Channel Retail Model:

As a regional omni-channel grocery retailer, Ondoor combines physical stores with online shopping, enhancing customer convenience.



Expansion Potential:

With 65 stores and a strategic focus on smaller cities through a franchise model, Ondoor has significant growth potential. The cluster approach allows efficient scaling in densely populated areas.



Commitment to Customer Relationships:

Guided by the motto of creating value for customers, Ondoor fosters long-lasting relationships, contributing to customer retention and brand loyalty.



Scalable Franchise Model:

The FOCO (Franchise Owned Company Operated) model enables rapid expansion in Madhya Pradesh by allowing individuals and businesses to franchise stores, reducing capital expenditure and leveraging local entrepreneurship.



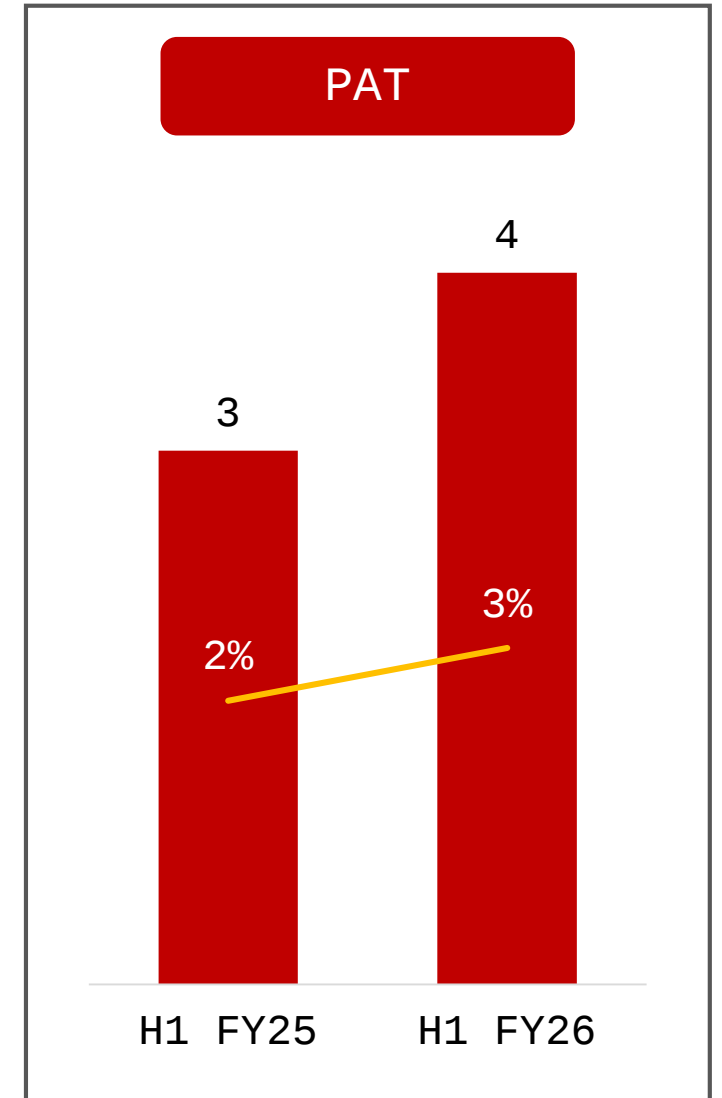
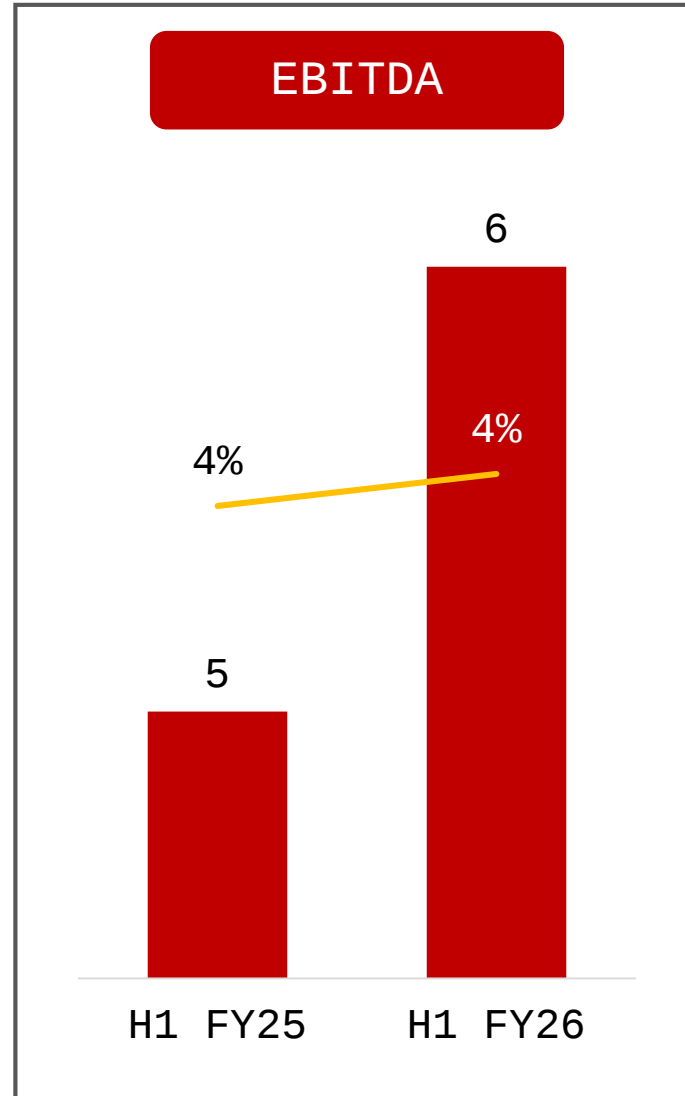
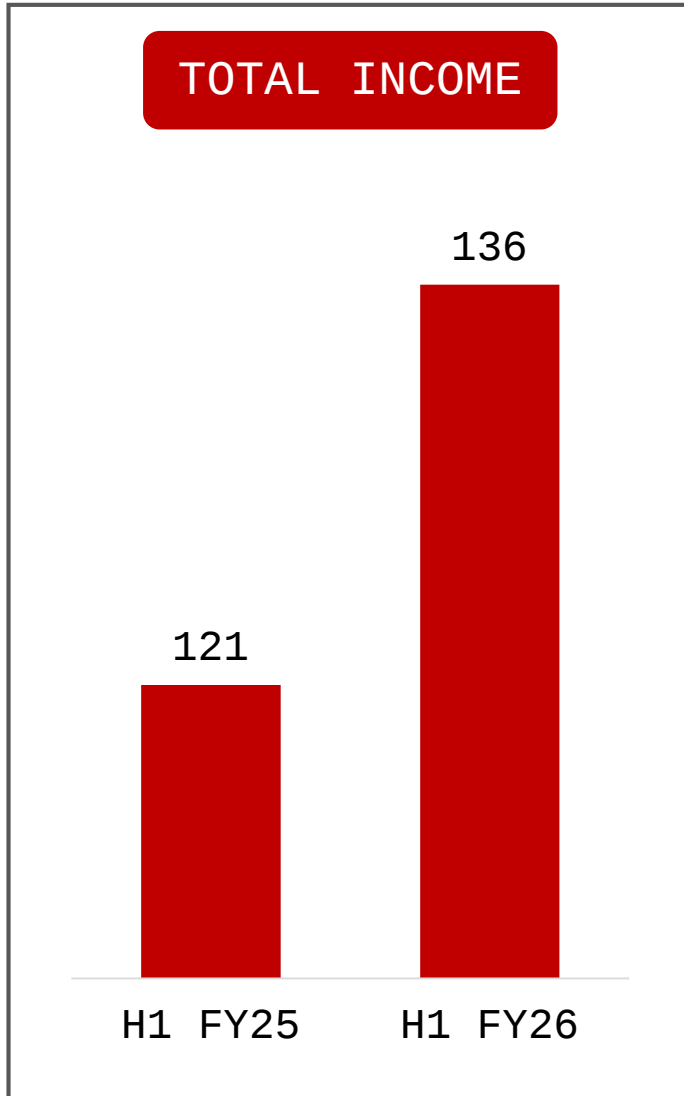
Proven Growth Track Record:

Ondoor's commitment to providing a one-stop shopping experience and its effective execution of growth strategies have been pivotal in driving success, making it an attractive investment opportunity.



Financial Overview

H1FY26 KEY FINANCIAL HIGHLIGHTS



All Figures In ₹ Cr & Margin In %

H1 FY 26 FINANCIAL HIGHLIGHTS

Particulars (INR Cr)	H1 FY26	H1 FY25	H1 FY24
Revenues	136	121	104
Other Income	0	0	0
Total Income	136	121	104
Total Expenditure	130	116	101
EBITDA	6	5	3
EBITDAMargin %	4%	4%	3%
Finance Costs	1	0	0
Depreciation	2	2	2
PBT	4	3	1
Tax	0	0	0
PAT	4	3	1
PAT Margin %	3%	3%	1%

Profit & Loss Statement

In ₹ Lakhs

Particulars	FY25	FY24	FY23
Revenues	27,301.07	23,351.54	18,014.52
Other Income	7.53	0.40	0.50
Total Income	27,308.60	23,351.94	18,015.02
Raw Materials	24,105.06	20,610.07	15,731.83
Employee benefit Expenses	588.01	376.78	626.15
Other expenses	1,418.22	1,415.77	1,253.89
Total Expenditure	26,111.29	22,402.62	17,611.87
EBITDA	1,197.31	949.32	403.15
Finance Costs	40.93	8.76	66.14
Deprecation and Amortization Expenses	395.53	406.02	335.63
PBT, Extraordinary & Exceptional Item	760.85	534.53	1.38
Exceptional Item	0.00	5.53	(1,300.00)
Extraordinary Item	0.00	0.00	20.26
PBT	760.85	529.00	1,281.12
Tax	(17.11)	(76.79)	0.35
PAT	777.96	605.79	1,280.77

Balance Sheet

In ₹ Lakhs

Equities & Liabilities	FY25	FY24	FY23
Equity	564.86	564.86	386.46
Reserves	9,416.86	8,638.90	4,734.31
Net Worth	9,981.72	9,203.76	5,120.77
Non Current Liabilities			
Long Term Borrowings	0.00	0.00	0.00
Long Term Provision	0.00	0.00	0.00
Deffered Tax Liability (Net)	0.00	0.00	0.00
Total Non Current Liabilities	0.00	0.00	0.00
Current Liabilities			
Short Term Borrowings	1,102.80	87.70	117.50
Trade Payables	953.73	1,238.42	2,654.69
Other Current Liabilities	799.99	713.23	917.17
Other financial liabilities	161.60	179.31	199.32
Total Current Liabilities	3,018.12	2,218.66	3,888.68
Total Equites & Liabilities	12,999.84	11,422.42	9,009.45

Assets	FY25	FY24	FY23
Non Current Assets			
Fixed assets	4,698.62	4,681.26	4,760.84
Financial assets	216.57	190.26	161.91
Deferred Tax Assets (Net)	197.77	180.66	103.87
Other Non Current Assets	34.67	32.40	13.34
Total Non Current Assets	5,147.63	5,084.58	5,039.96
Current Assets			
Inventories	4,561.83	3381.25	2459.82
Trade Receivables	1,623.67	1613.81	1110.99
Cash & Bank Balance	669.36	656.19	53.69
Other Current Assets	997.36	686.59	344.99
Total Current Assets	7,852.22	6,337.84	3,969.49
Total Assets	12,999.84	11,422.42	9,009.45

Thank You



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