



On Door Concepts Limited



Investor Presentation

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Company Overview



Company Overview

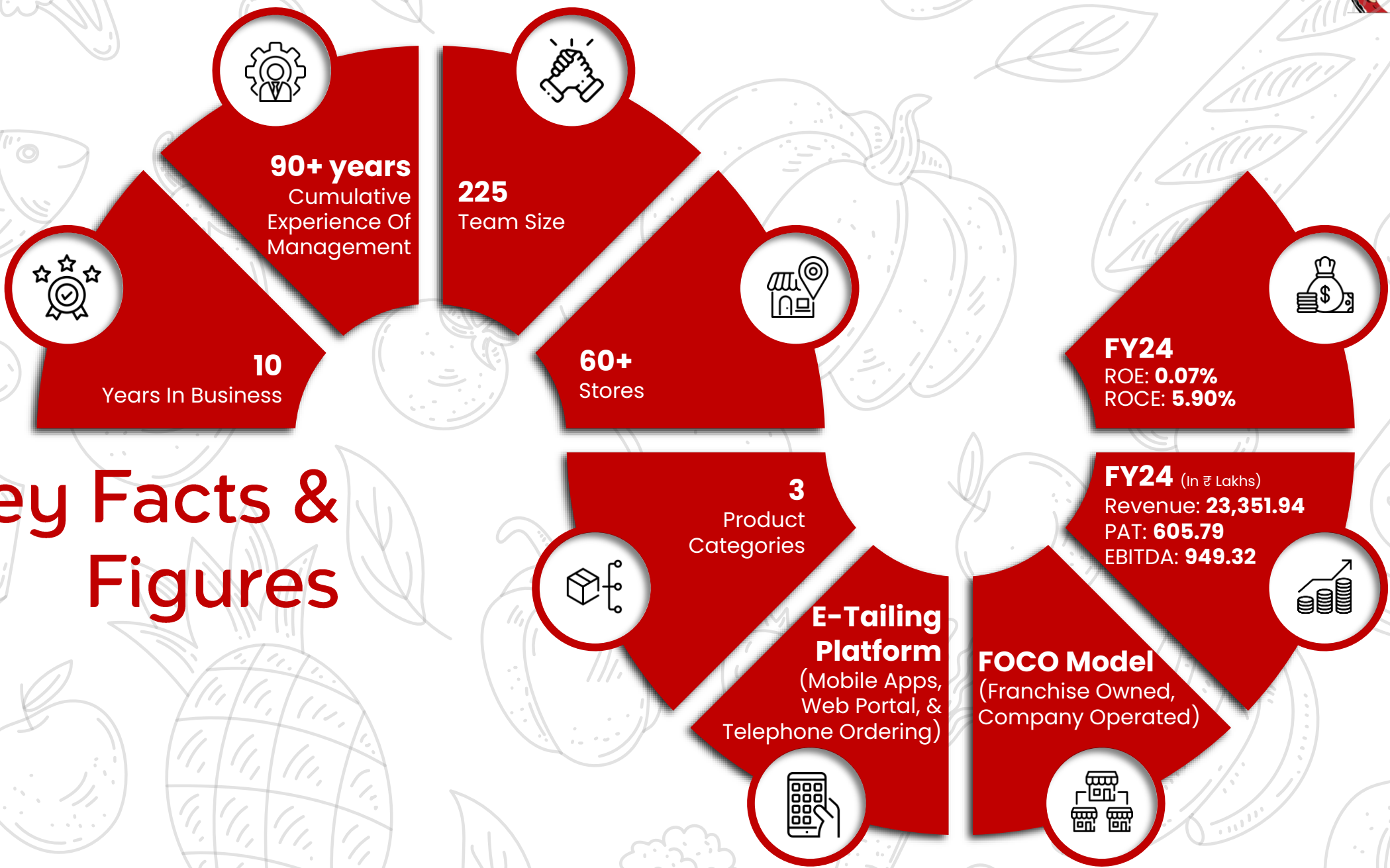
On Door Concepts Limited (On Door, The Company) is an omni-channel grocery retail e-commerce venture established in 2014, offering a wide range of food staples, groceries, household items, personal care products, and more, all delivered conveniently to customer's doorstep. Guided by the motto, "Create value for our customers to build an ever-lasting relationship", On Door stands out by offering competitive prices & reliable, timely home delivery.

As of March 31, 2024, On Door, a prominent regional omni-channel grocery retailer headquartered in Madhya Pradesh, operates 63 stores that include both company-owned and franchised locations. With a strategic focus on smaller cities through a franchise model, On Door 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.

On Door's 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.



Key Facts & Figures





Management Overview

Board Of Directors



Mr. Narendra Singh Bapna

Chairman & Managing Director
18+ years of experience

Mr. Pramod Ramdas Ingle

Whole-time Director
18+ years of experience



Mrs. Shivani Shivshankar Tiwari

Whole-time Director
18+ years of experience



Mr. Ratnakar Venkappa Rai

Independent Director
20+ years of experience



Mrs. Sangita Bhamesh Kamble

Independent Director
20+ years of experience

Mrs. Vaishali Pramod Ingle

Executive Director
10+ years of experience





Business Overview

Product Categories



Food

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.

Dairy & Bread

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



Non-Food (FMCG)

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

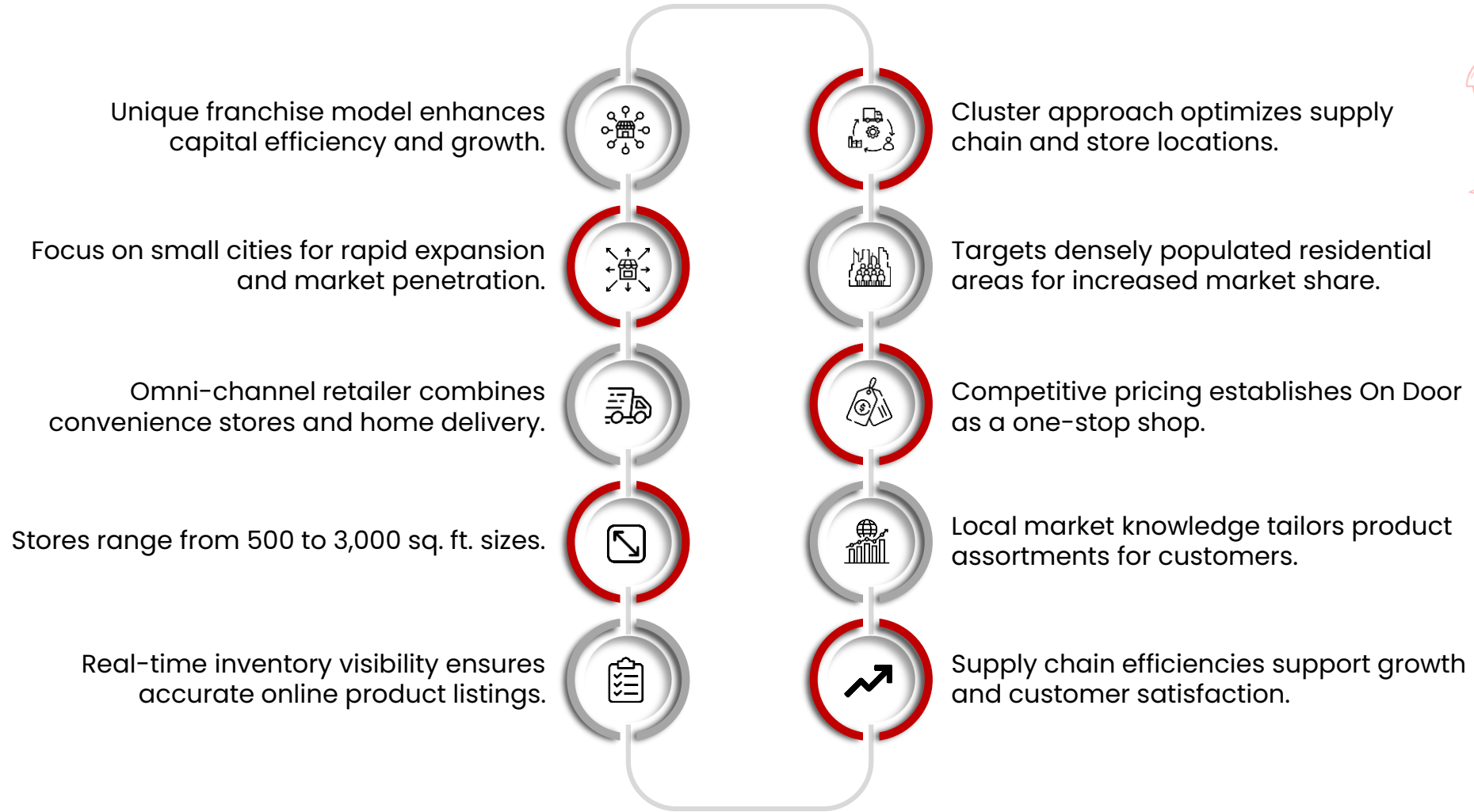


General Merchandise

Household Essentials

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

On Door Franchise Model

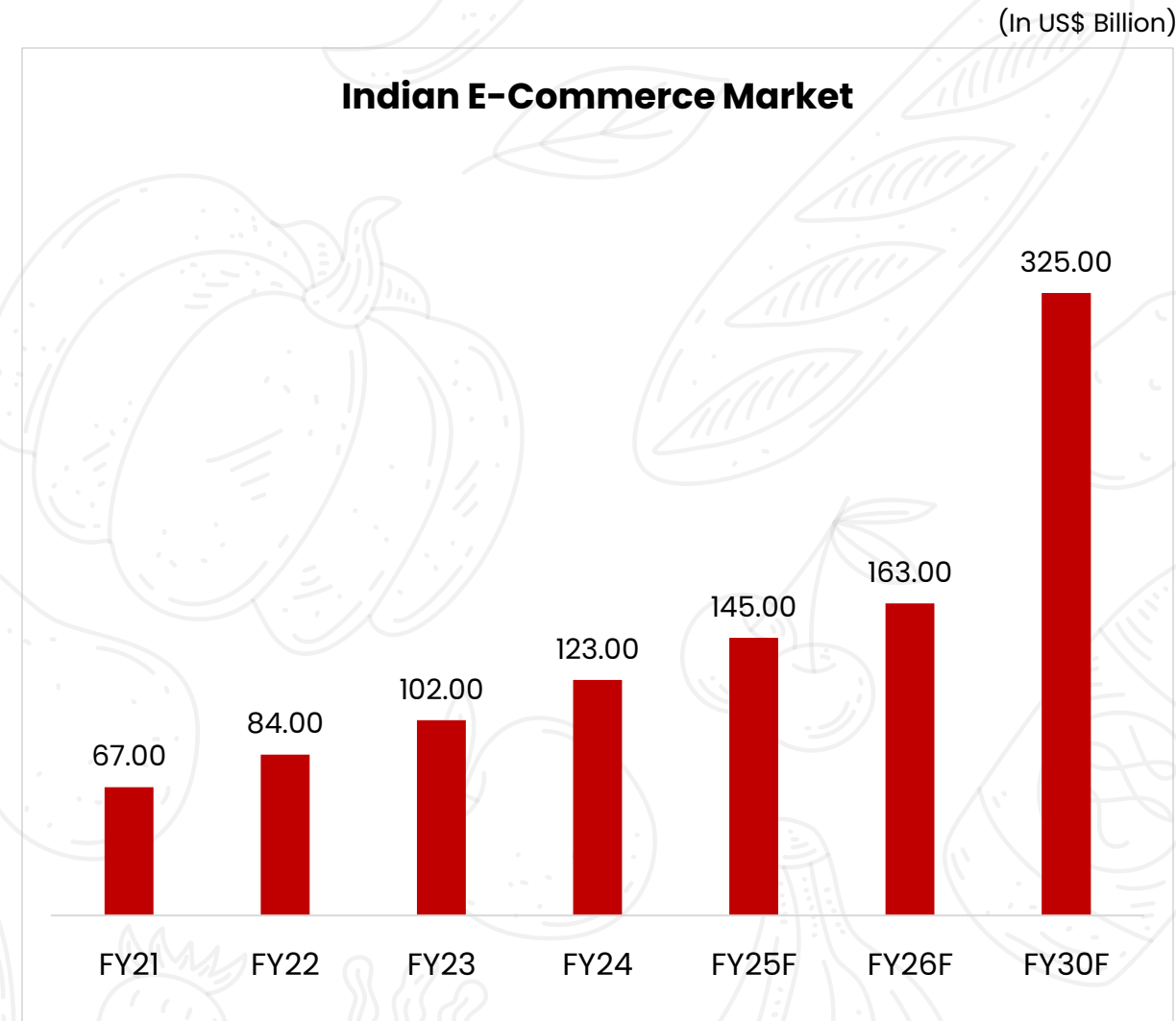




Industry Overview

E-commerce Industry In India

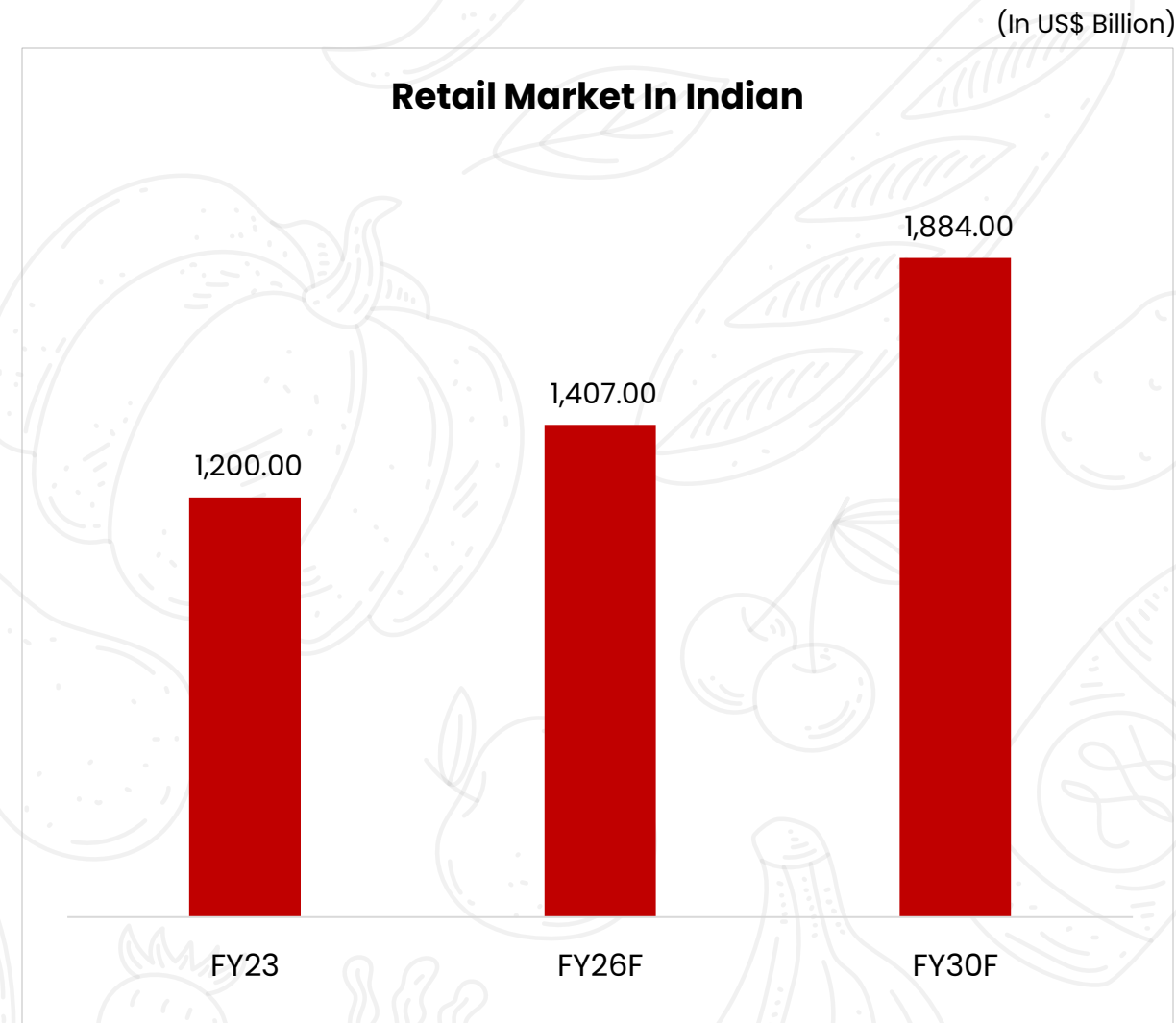
- The Indian e-commerce industry is projected to reach US\$ 325 billion by 2030, experiencing significant growth.
- Third-party logistics providers are anticipated to manage approximately 17 billion shipments within the next seven years.
- India has around 936.16 million internet subscribers, including about 350 million mature online users actively engaging in transactions.
- India's e-commerce platforms achieved a significant milestone, hitting a GMV of US\$ 60 billion in fiscal year 2023, marking a 22% increase from the previous year.
- In 2023, social commerce significantly transformed traditional retail and e-commerce in India, with projections indicating a growth rate of 31% CAGR, reaching US\$ 37 billion by 2025.
- 100% FDI is allowed in B2B e-commerce.
- 100% FDI under the automatic route is permitted in the marketplace model of E-commerce.



Retail Industry In India

- India is one of the most promising and developing marketplaces in the world. There is a great deal of desire among multinational corporations to take advantage of the consumer base in India and to enter the market first.
- Increasing purchasing power has led to growing demand.
- Nearly 60 shopping malls encompassing a total retail space of 23.25 million sq. ft are expected to become operational during 2023-25.
- India's retail sector boasts an impressive market size, ranking fourth globally and contributing over 10% to the nation's GDP.
- Collective effort of financial houses and banks with retailers are enabling consumers to go for durable products with easy credit.
- Many global investors are investing in the retail sector either by buying a stake in existing assets or through greenfield development platforms.
- According to EY, E-commerce companies raised US\$ 2.44 billion in PE/VC funding in 2023 from 85 deals, down from US\$ 5.36 billion across 162 deals in 2022.

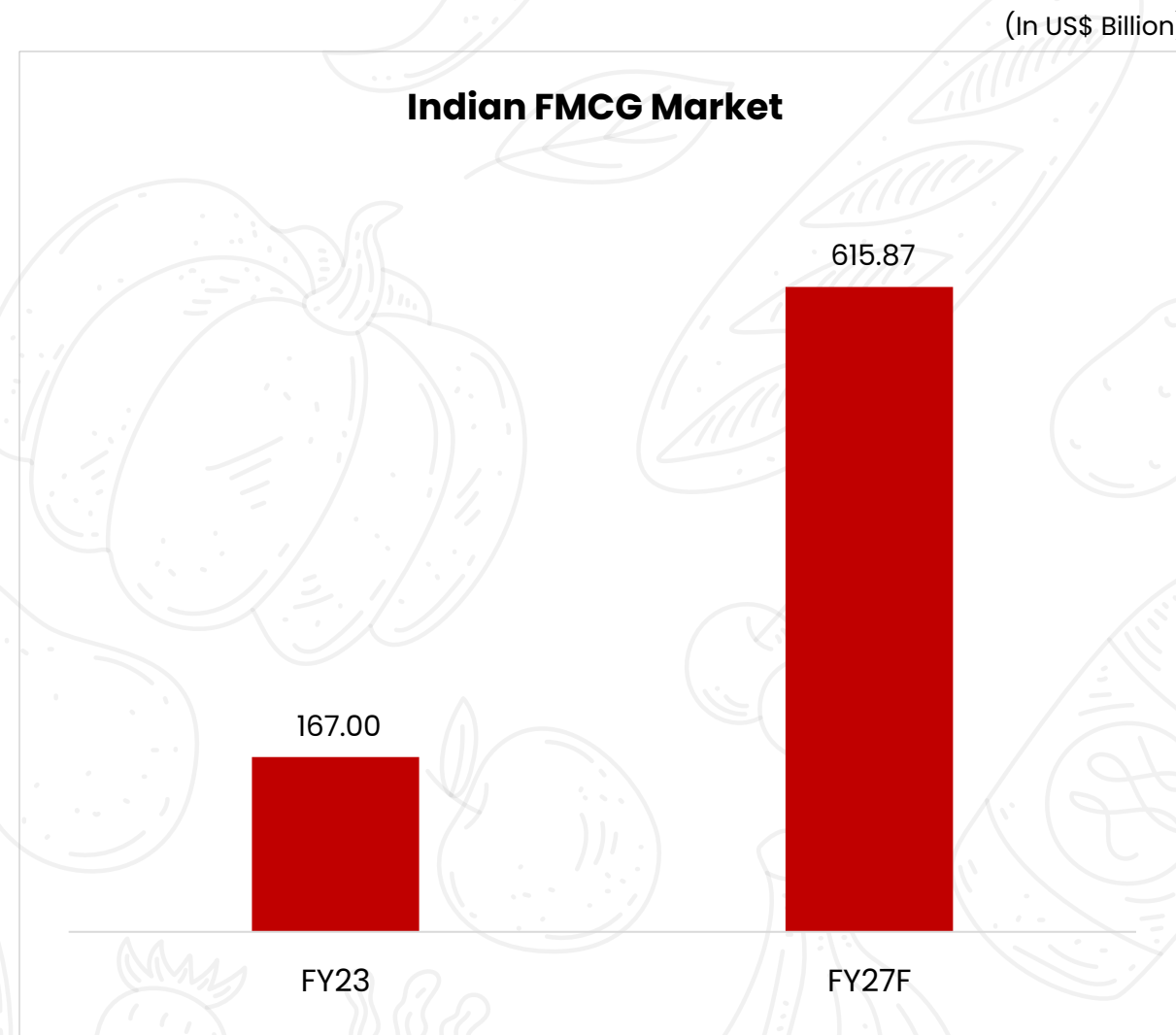
Source: IBEF



FMCG Market In India

- Indian food processing market size reached US\$ 307.2 billion in 2022 and is expected to reach US\$ 547.3 billion by 2028, exhibiting a growth rate (CAGR) of 9.5% during 2023-2028.
- Digital advertising grew to reach US\$ 9.92 billion by 2023, with the FMCG industry being the biggest contributor at 42% share of the total digital spend.
- As per CRISIL, India's dairy industry is projected to experience a healthy revenue growth of 13-14% in FY25, driven by strong consumer demand and increased raw milk supply.
- Entrepreneurs interested in setting up the food-related FMCG industry can set up their processing units in the government-designated agro-processing clusters, which helps cut down the plant setup costs.
- With the advent of online retail and e-commerce, FMCG businesses are able to market and sell their products across the country without investing much in marketing activities.

Note: F-Forecasted
Source: IBEF





The Way Forward

Competitive Strengths

On Door 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.

FOCO Franchise Model

On Door's FOCO model allows individuals and businesses to franchise stores, expanding its presence across Madhya Pradesh.

Value and Convenience

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

Everyday Low Prices

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

One-Stop Retail Chain

Opportunities & Threats

- Increase in emerging technologies.
- Long experience of the promoters in the industry;
- We follow the Quality standards which are followed by leading companies working in the same segment.
- To bring modern trade benefits to the rural and small-town customers.
- Omni-channel and convenient purchase experience to urban consumers.
- Track record of successful execution of projects.
- Experience across various Industry Vertical.

Opportunities

Opportunities highlight key objectives driven by sales performance, market insights, supplier relationships, and seasonal events. Major opportunities for the company include:

Threats

Threats are internal or external factors that could impact revenue growth. Major threats/challenges to the company include:

- Technology dependency
- Integration with various technology
- Manpower retention
- Price Wars with Competitors

Investment Rationale



Diverse Product Range:

Offering a wide variety of products, including food staples, groceries, household items, and personal care products, On Door 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, On Door combines physical stores with online shopping, enhancing customer convenience and accessibility.



Expansion Potential:

With 63 stores and a strategic focus on smaller cities through a franchise model, On Door 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, On Door 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:

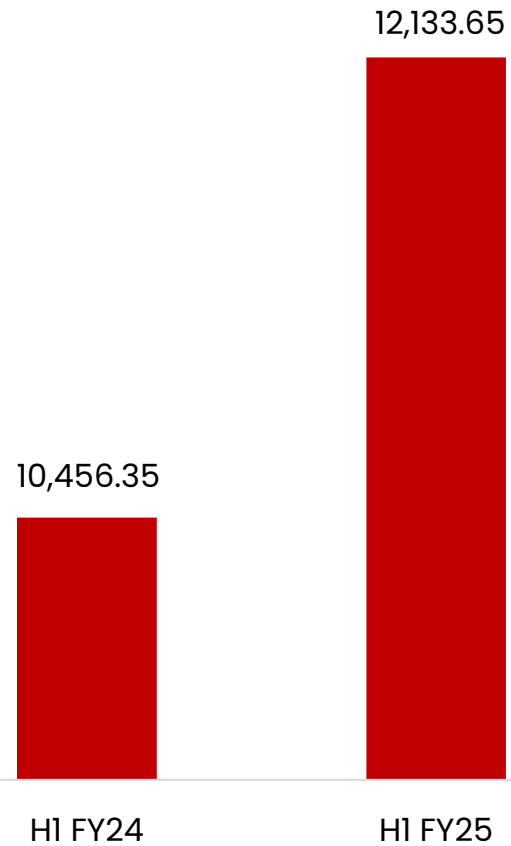
On Door's commitment to providing a one-stop shopping experience and its effective execution of growth strategies have been pivotal in driving success, making it an attractive investment opportunity.



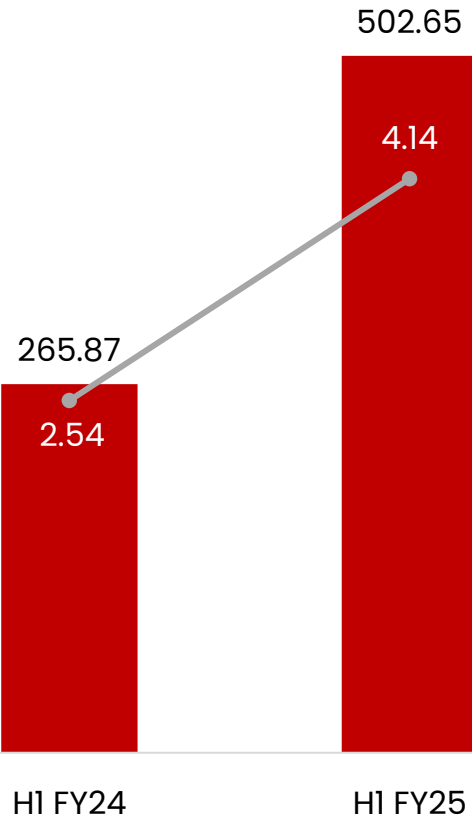
H1 FY25 Financial & Operational Highlights

H1 FY25 Key Financial Highlights

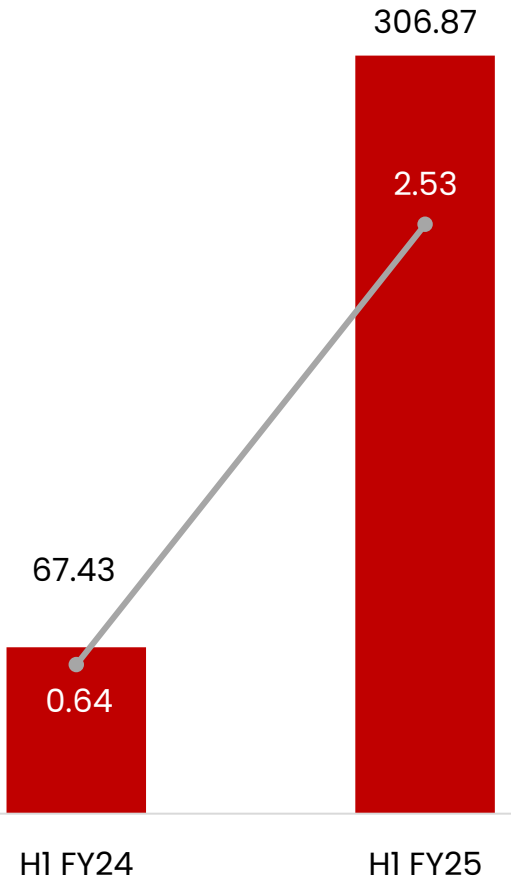
Total Income



EBITDA **EBITDA %**



PAT **PAT %**



All Figures In ₹ Lakhs & Margin In %

H1 FY25 Financial Highlights

In ₹ Lakhs

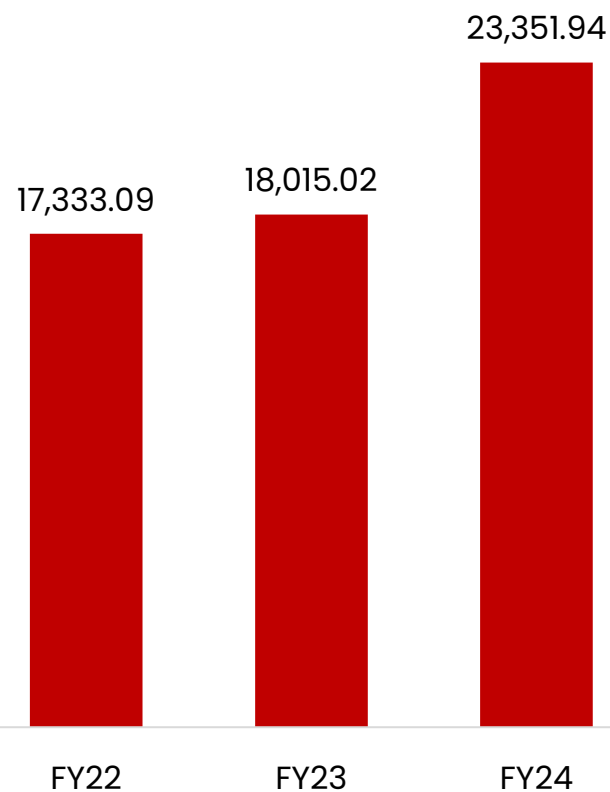
Particulars	H1 FY25	H1 FY24	YoY
Revenues	12,133.65	10,456.35	
Other Income	0.00	0.00	
Total Income	12,133.65	10,456.35	16.04%
Raw Material costs	10,655.31	9,223.67	
Employee costs	298.30	273.22	
Other expenses	677.39	693.59	
Total Expenditure	11,631.00	10,190.48	
EBITDA	502.65	265.87	89.06%
EBITDA Margin %	4.14%	2.54%	159.99 BPS
Finance Costs	4.84	0.00	
Depreciation	202.92	198.44	
PBT	294.89	67.43	
Tax	-11.98	0.00	
PAT	306.87	67.43	355.09%
PAT Margin %	2.53%	0.64%	188.42 BPS



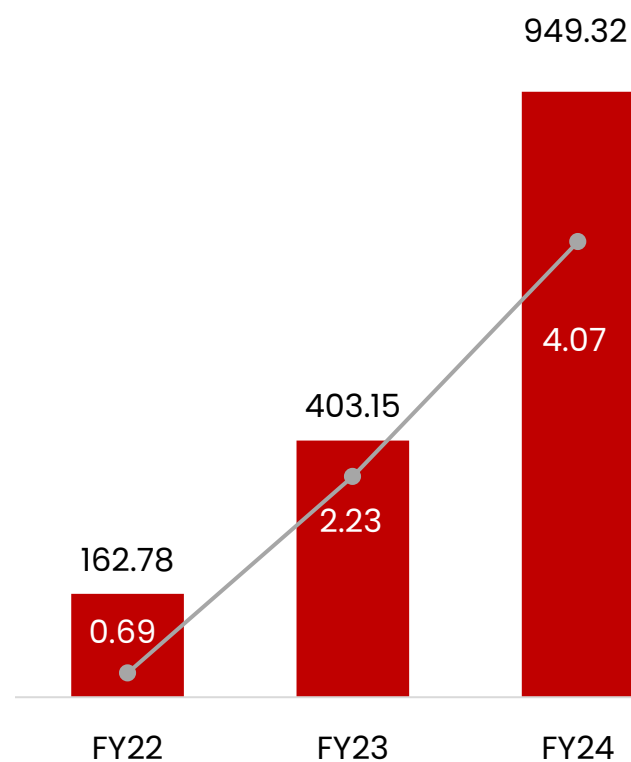
Financial Overview

Financial Highlights

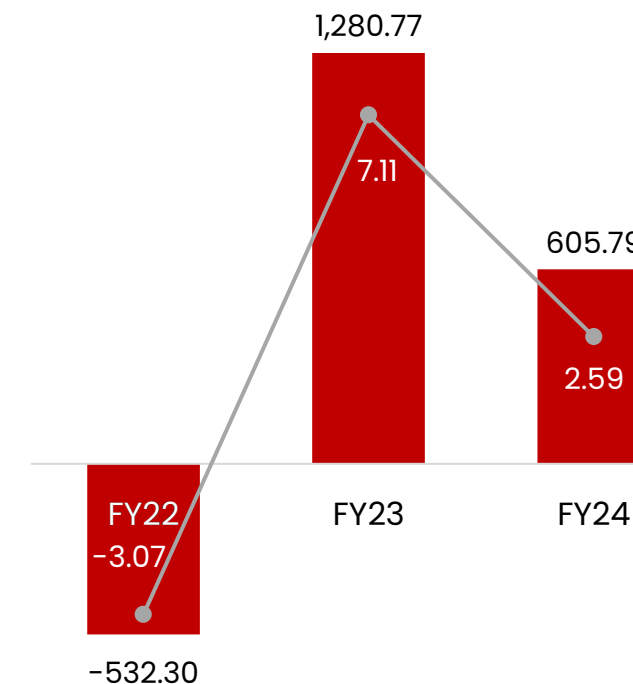
Total Income



EBITDA — **EBITDA Margin**



PAT — **PAT Margin**



Note: The declining PAT margin in FY24 reflects the impact of an exceptional item recorded in FY23.

All Amount In ₹ Lakhs & Margins In %

Profit & Loss Statement

In ₹ Lakhs

Particulars	FY24	FY23	FY22
Revenues	23,351.54	18,014.52	17,314.09
Other Income	0.40	0.50	19.00
Total Income	23,351.94	18,015.02	17,333.09
Raw Materials	20,610.07	15,731.83	14,174.68
Employee benefit Expenses	376.78	626.15	1,199.23
Other expenses	1,415.77	1,253.89	1,796.40
Total Expenditure	22,402.62	17,611.87	17,170.31
EBITDA	949.32	403.15	162.78
Finance Costs	8.76	66.14	348.41
Deprecation and Amortization Expenses	406.02	335.63	394.01
PBT, Extraordinary & Exceptional Item	534.53	1.38	(579.64)
Exceptional Item	5.53	(1,300.00)	0.00
Extraordinary Item	0.00	20.26	0.00
PBT	529.00	1,281.12	(579.64)
Tax	(76.79)	0.35	(47.34)
PAT	605.79	1,280.77	(532.30)

Balance Sheet

In ₹ Lakhs

Equities & Liabilities	FY24	FY23	FY22
Equity	564.86	386.46	202.51
Reserves	8,638.90	4,734.31	(6,802.50)
Net Worth	9,203.76	5,120.77	(6,599.99)
Non Current Liabilities			
Long Term Borrowings	0.00	0.00	11,140.00
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	11,140.00
Current Liabilities			
Short Term Borrowings	87.70	117.50	49.62
Trade Payables	1,238.42	2,654.69	1,823.98
Other Current Liabilities	713.23	917.17	1,204.07
Other financial liabilities	179.31	199.32	0.00
Short Term Provisions	0.00	0.00	164.68
Total Current Liabilities	2,218.66	3,888.68	3,242.35
Total Equites & Liabilities	11,422.42	9,009.45	7,782.36

Assets	FY24	FY23	FY22
Non Current Assets			
Fixed assets	4,681.26	4,760.84	3,607.86
Financial assets	190.26	161.91	0.00
Deferred Tax Assets (Net)	180.66	103.87	99.08
Other Non Current Assets	32.40	13.34	290.29
Total Non Current Assets	5,084.58	5,039.96	3,997.23
Current Assets			
Inventories	3381.25	2459.82	3004.82
Trade Receivables	1613.81	1110.99	203.43
Cash & Bank Balance	656.19	53.69	41.76
Short Term Loans & Advances	0.00	0.00	395.21
Other Current Assets	686.59	344.99	139.91
Total Current Assets	6,337.84	3,969.49	3,785.13
Total Assets	11,422.42	9,009.45	7,782.36

Cash Flow Statement

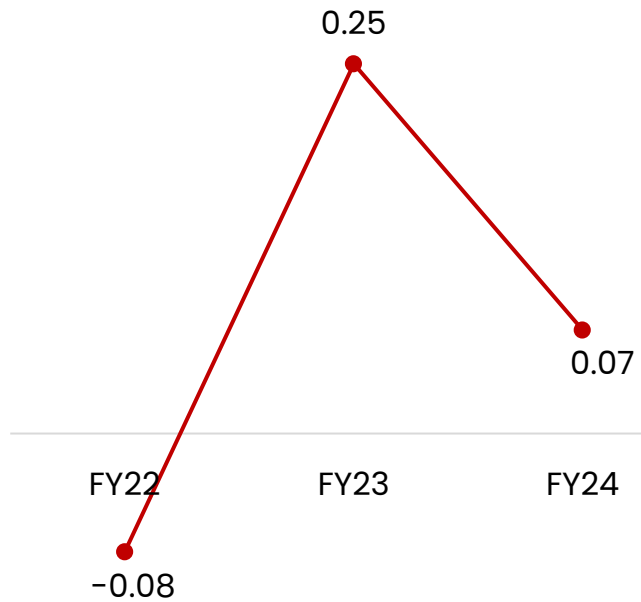
In ₹ Lakhs

Particulars	FY24	FY23	FY22
Cash from Operation	(2,492.09)	2,141.90	1,234.70
Cash from Investments	(373.85)	(1,363.85)	(864.13)
Cash from Financing	3,468.44	(766.14)	(384.41)
Net Cash Flow	602.50	11.93	22.16

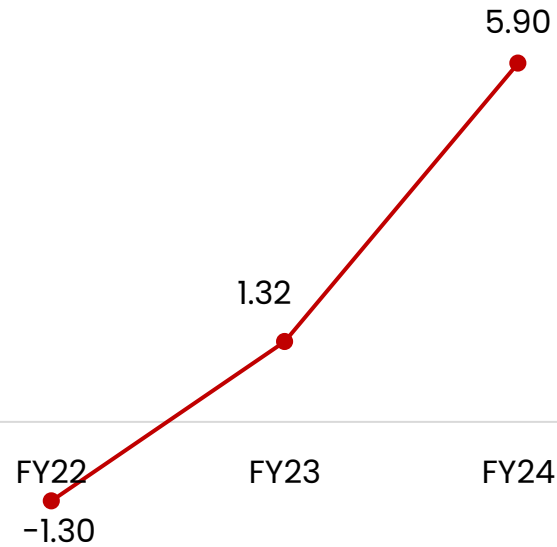
Key Ratios

ROE

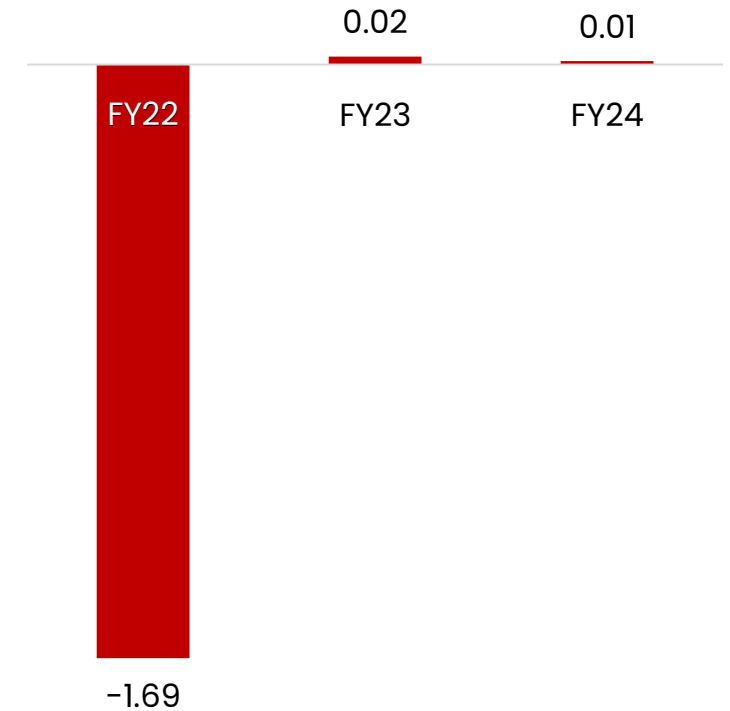
In %

**ROCE**

In %

**Debt to Equity**

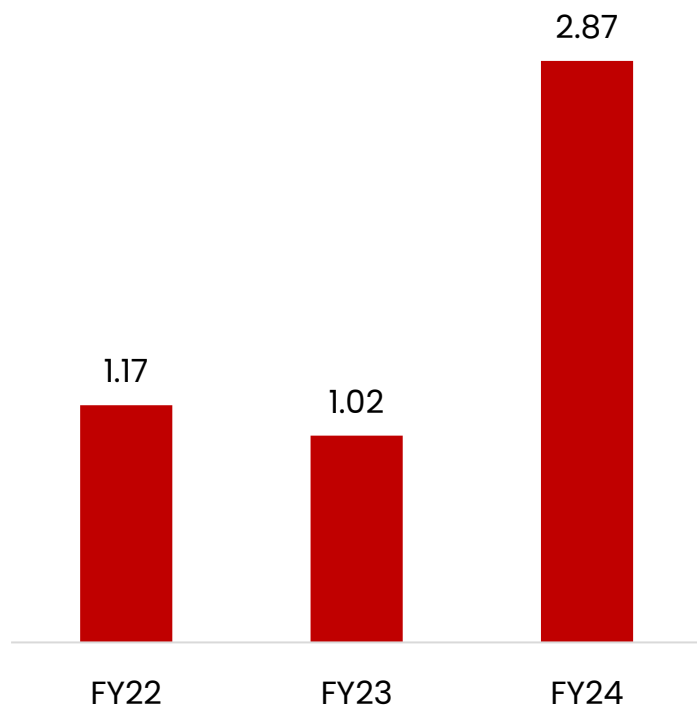
In Times



Key Ratios

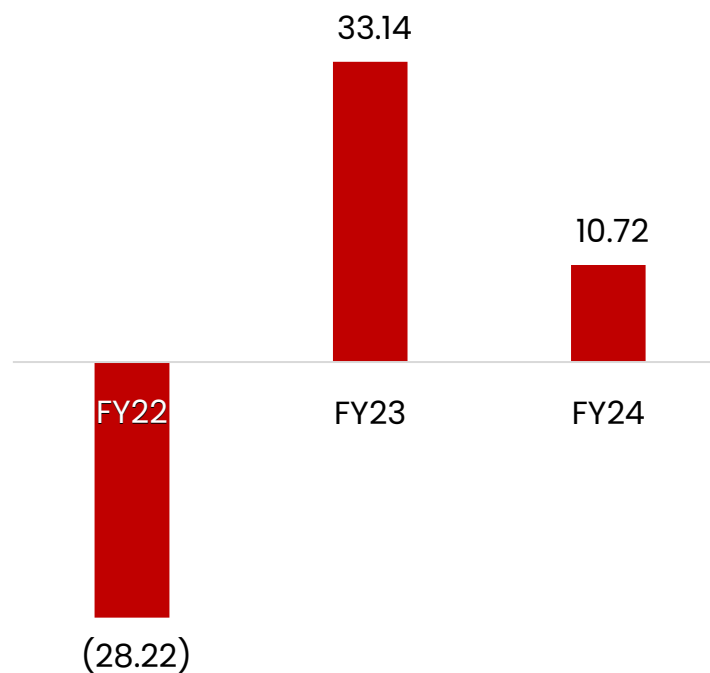
Current Ratio

In Times



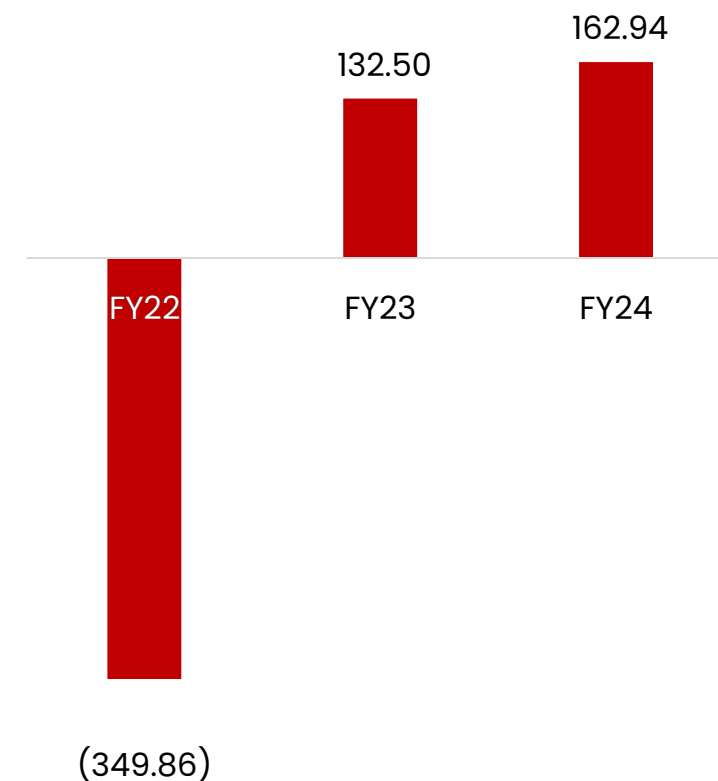
Earnings Per Share

In ₹



Net Asset Value Per Share

In ₹



Stock Data

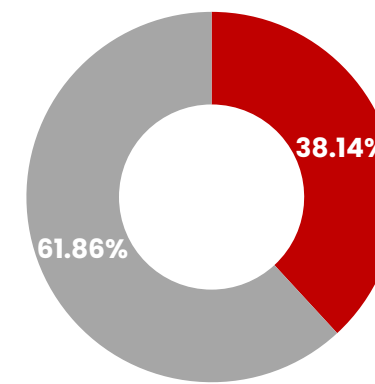
NSE CODE: ONDOOR | ISIN: INE00ER01015

As on 14-11-2024

Share Price (₹)	392.75
Market Capitalization (₹ Cr)	227.07
No. of Shares Outstanding	56,48,612
Face Value (₹)	10
52 week High-Low (₹)	544.90 – 171.10

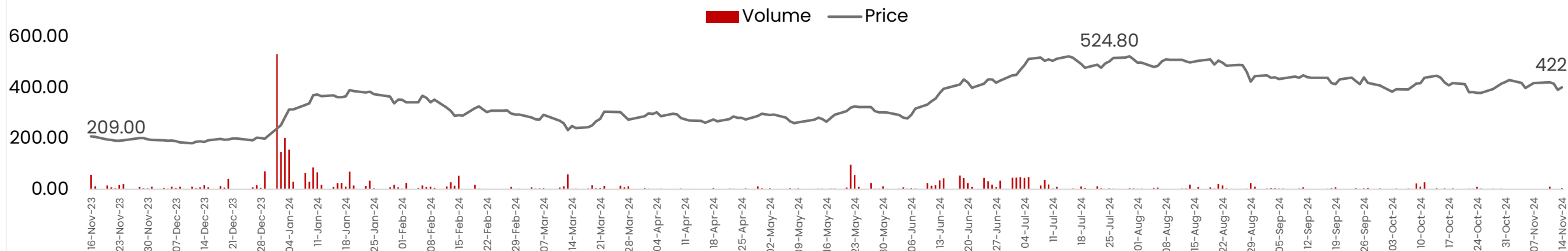
Share Holding Pattern

As on 30-09-2024



■ Promoter & Promoter Group ■ Public

Share Performance From 16th November 2023 Till Date



Source - NSE

Thank You



On Door Concepts Limited

1st and 2nd Floor, Plot No. 13 Railway Colony, E-8, Arera Colony, Bhopal, Madhya Pradesh- 462039

Tel No.: 0755-4509561

Email id: info@ondoor.com

Website: www.ondoor.com



AKMIL Strategic Advisors Private Limited

3B-61, Third Floor,
Highstreet Mall, Kapurbawdi, Thane (W)-400607.

Phone: +91 98209 41925

Email: info@akmiladvisors.com

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H1 FY25

Overview

On Door Concepts Limited, an e-commerce company founded in 2014, delivers food staples, groceries, and household essentials to customers' doorsteps. Operating 63 stores across Madhya Pradesh, it uses a franchise model to expand into smaller cities, targeting middle- and upper-middle-class neighborhoods. Known for competitive pricing, local market insights, and an efficient supply chain, On Door aims to provide a convenient, one-stop shopping experience.

Key Facts



10
Years In
Business



90+ Years
Cumulative
Experience Of
Management



225
Team Size



60+
Stores



E-Tailing Platform
(Mobile Apps, Web
Portal, & Telephone
Ordering)



FOCO Model
(Franchise Owned,
Company Operated)



3
Product Categories

Product Catagories

Foods



Non-Foods



General Merchandise

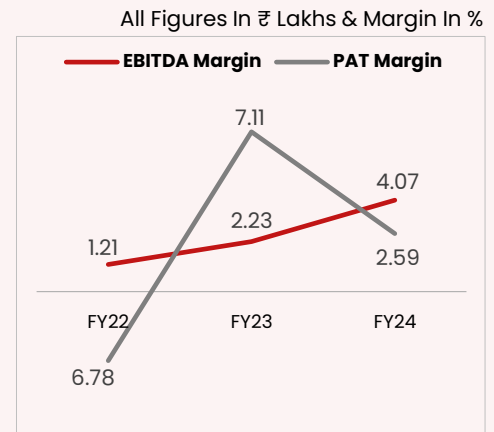
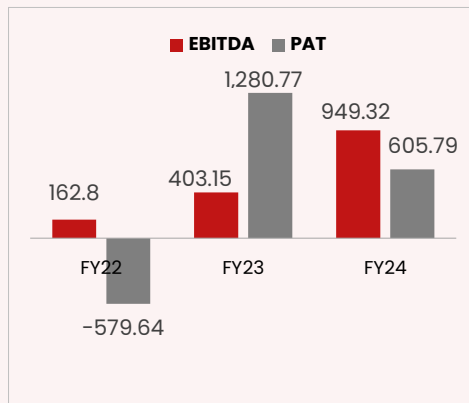
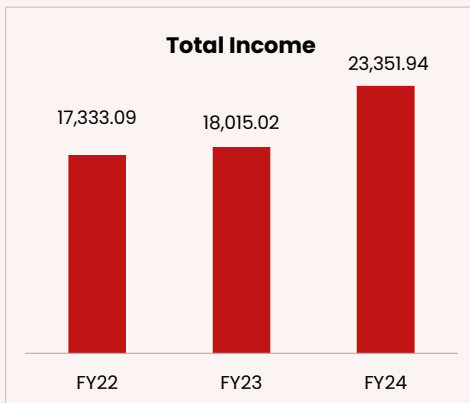


H1 FY25 Financial Highlights

In ₹ Lakhs

Particulars	H1 FY25	H1 FY24	YoY
Total Income	12,133.65	10,456.35	16.04%
EBITDA	502.65	265.87	89.05%
EBITDA Margin	4.14%	2.54%	159.99 Bps
PAT	306.87	67.43	355.09%
PAT Margin	2.52%	0.64%	188.42 Bps
EPS (₹)	5.43	1.62	235.19%

Key Financial Highlights



Note: The declining PAT margin in FY24 reflects the impact of an exceptional item recorded in FY23.

Financial Information

Particulars	FY24	FY23
Revenues	23,351.54	18,014.52
Other Income	0.40	0.50
Total Income	23,351.94	18,015.02
Total Expenses	22,402.62	17,611.87
EBITDA	949.32	403.15
EBITDA Margin (%)	4.07	2.23
Finance Cost	8.76	66.14
Depreciation	406.02	335.63
PBT	529.00	1,281.12
Tax expenses	(76.79)	0.35
PAT	605.79	1,280.77
PAT Margin (%)	2.59	7.11

Key Items For B/S

Share Capital	564.86	386.46
Reserves and Surplus	8,638.90	4,734.31
Net Worth	9,203.76	5,120.77
Total Borrowings	87.70	117.50
Other Liabilities	2,130.96	3,771.18
Total Equity & Liabilities	11,422.42	9,009.45
Fixed Assets	4,681.26	4,760.84
Other Assets	6,741.16	4,248.61
Total Assets	11,422.42	9,009.45

Key Ratios

ROE (%)	0.07	0.25
ROCE (%)	5.90	1.32
Current Ratio (X)	2.87	1.02
EPS (₹)	10.72	33.14

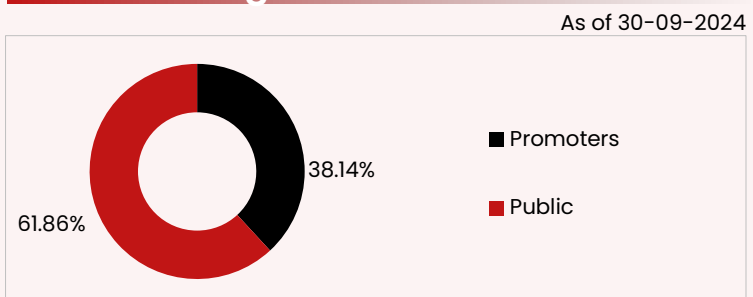
Stock Data

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Market Capitalization ₹ Cr	227.07
No. of Share	56,48,612
Face Value ₹	10.00
52 Week High/Low ₹	544.90 – 171.10

Share Performance From 01st Nov. 2023 Till Date



Shareholding Pattern



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