

Body Mass Index Scale : PBMI SERIES Person Weighing Scale : PW / PWCP SERIES



Child Growth Monitoring System



Currency Counting Machine : PLNC SERIES



Nitiraj Engineers Ltd.
Investor Presentation - 2018

Jewellery Balance : GOLD SERIES



Tabletop Scales : SMART SERIES / NPW SERIES



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Content

☐ **Company Overview**

☐ Product Overview

☐ Marketing Network & Strategy

☐ Manufacturing Facilities

☐ Financial Highlights

☐ Investment Highlights

Company Overview

- Nitiraj is a leading manufacturer of **Electronic weighing scales & systems, Electronic Currency Counting machines and Digital Fare Meters**
- The company develops and sells products under own registered brand **‘PHOENIX’**.
- Producing more than **1,60,000** scales per year. **328** professionals are working with the company
- Has more than **10,50,000** satisfied customers in the country
- **Wide product range and well connected sales and service network of 13 Branch offices, 430 Dealers network spread across India**
- **State of the art manufacturing unit is located at Parwanoo, Himachal Pradesh and another state of the art manufacturing facility is going to come up at Dhule in Maharashtra**

Core Competency

- **Strong R & D facility** provides competence in complete product designing
- Makes own 3-D designs as well as develop the firmware in-house.
- **Developed many technical solutions like wireless RF display**, indicator, inbuilt printer, IR remote control, GPRS, RFID card reader, GSM, Bluetooth solutions with Android APPs, Graphical LCD displays, etc.
- **Developed a special model CGMS** (Child Growth Monitoring System) along with MAA web base software (Malnutrition Assessment & Analysis) which has fetched us bulk orders from the Government

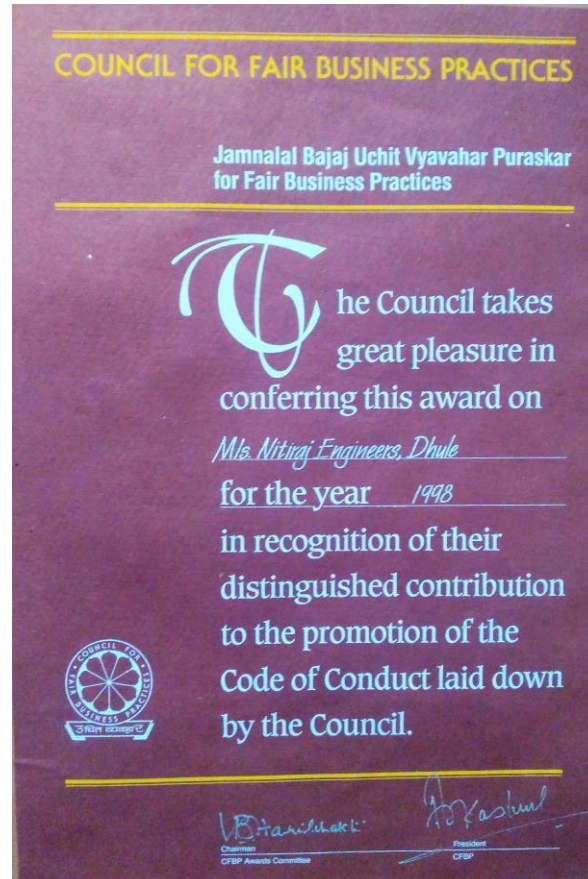
Core Competency

- **In the process of developing special model with GPRS facility for PDS (Public Distribution System)**
- Modern tool room facilities provides capability of making injection molding dies as well as press tools in-house.
- Molding shop comprising of five molding machines **provides capacity to execute bulk orders in time.**
- **Pan India marketing as well as service network** provides prompt solutions and services after sales.
- **Edge over competition from unorganized sector as well as Chinese products**
- **Registered on GeM and fetching business from Govt. Sector**

Awards and Accreditations



**Best Entrepreneur Award
1992**



**Jamnalal Bajaj Uchit Vyavahar
Puraskar for fair Business practices**

Certified by American Quality Assessors as ISO 9001 company in the year 1998. Since then company has successfully complied to ISO quality management system and now conferred ISO 9001 : 2008 standards.

Awarded Quality Certification from "Bureau of Indian Standards"

Have received Jamnalal Bajaj Puraskar: Council for Fair Business Practice has awarded the Jamanalal Bajaj Uchit Vyavahar Puraskar in 1998

Directors and Key Management Personnel (KMP)

Rajesh Bhatwal
(Managing Director)

Shakuntala Bhatwal
(Wholetime Director)

Anil Bangad
(Independent Non-Executive Director)

Kailas Agrawal
(Chief Financial Officer)

Yi Hung Sin
(Executive Director)

Pradeep Shah
(Independent Non-Executive Director)

Ankush Patil
(Company Secretary)

Shabbir Masani
(Independent Non-Executive Director)

SWOT Analysis

Strength:

- ☐ Strong R&D and in-house manufacturing facilities.
- ☐ Brought in lot of technology in weighing scale industry to provide solutions to the customers and having competitive edge.
- ☐ Pan India marketing as well as service network

Weakness:

- ☐ CAPEX and working capital intensive segment

Opportunities:

- ☐ Constant product innovation, linking software and apps
- ☐ Brand building of Phoenix through print and online channels

Threats:

- ☐ Competition from unorganized sector
- ☐ Dependent on Infra expansion and CAPEX spending

Content

- ☐ Company Overview
- ☒ **Product Overview**
- ☐ Marketing Network
- ☐ Manufacturing Facility
- ☐ Financial Snapshot

Product Range

1



**Weighing Scales
& Systems**

2



**Currency
Counting Machine**

3



Digital Fare Meter

Certified by American Quality Assessors as ISO 9001 company in the year 1998. Since then company has successfully complied to ISO quality management system and now conferred ISO 9001 : 2008 standards.

Weighing Scales – Jewellery Range



GOLD SEREIS



GOLD SEREIS (VFD)



**SILVER SMART
SERIES**



SILVER NPW SERIES

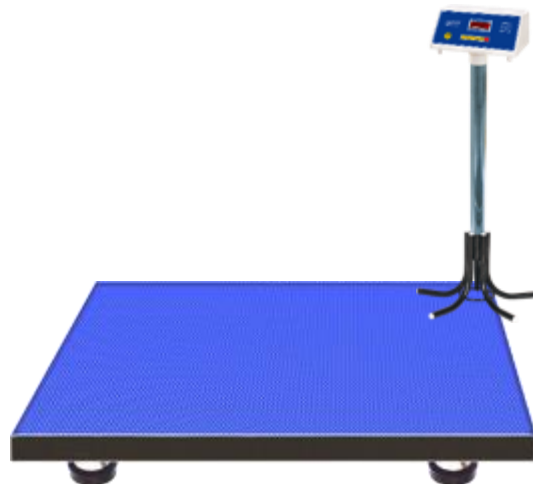
Weighing Scales – Commercial Range

**NPW SEREIS****NEW SEREIS****NEW SEREIS****NBW SEREIS****NES SEREIS****SMART SEREIS****NPC SEREIS**

Weighing Scales – Industrial Range



NEP SEREIS



NEP 4 Load Cell SEREIS



PPT SEREIS



NMW SEREIS



NHS SEREIS



NHS SEREIS (CRANE)



WEIGH BRIDGE SERIES

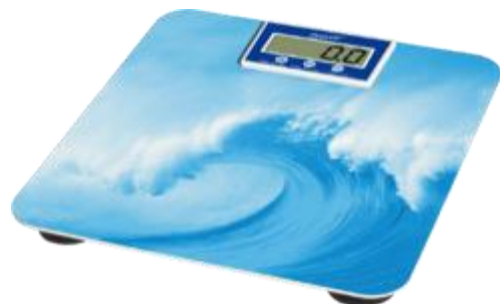
Weighing Scales – Health Range



NBY SEREIS



CGMS SEREIS



PPS SEREIS



3-in-1 SEREIS



PWC SEREIS



PBMI SEREIS

Currency Counting Machines



PLNC - 1



PLNC - 2



PLNC - 3

MAIN FEATURES

- Its robust design ensures accuracy as well as speed. The State-of-the-art technology makes it an ideal choice.
- Automatically detects fake/counterfeit notes while counting using UV(ultraviolet), MG (Magnetic) and IR (Infrared) Sensors.
- Capable of Double Note detection with IR(infrared) Sensors.
- Width variation of notes is detected by Optical Sensor.
- Sensitivity of UV(Ultraviolet),MG(Magnetic) and IR(infrared) detection is settable.
- Suitable for Indian Currency.
- Automatic Start, Stop and clearing.
- Capable of Batching, Adding and Self-examination functions.
- Automatic Torn-Note detection.

Digital Fare Meter



PFM - 1



PFM - 2

Main Features

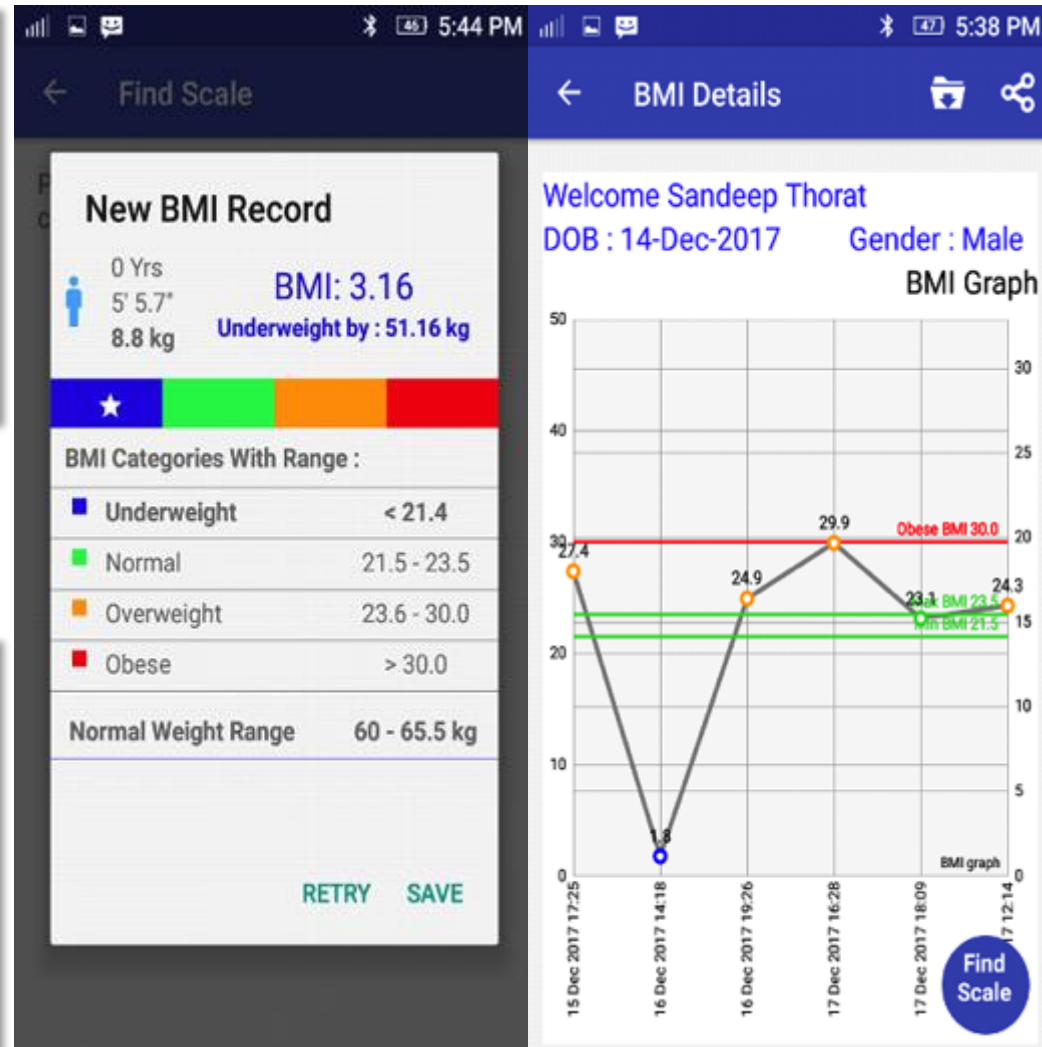
- Highly compact, attractive looking and sturdy.
- Easy-to-read RED LED display.
- Indication for Night Mode.
- Time, Date programmable.
- Separate display fields for Fare, Waiting Time and Distance travelled.
- Indication to show current mode of operation (For Hire/ Hired/ To Pay).
- Time to show on WAIT/RTC display when the meter is in FOR HIRE mode.
- Buzzer indication while changing the mode or while updating the fare.
- Indication at the backside of meter for indicating whether the vehicle is hired or available for hiring.
- Memory recall gives the details of last trip.
- Approved by RTO.
- Available in ABS as well as Aluminum body.

Product Innovations



Introducing Personal Scale With Bluetooth Technology And Mobile App!

- Can add up to 6 users in the app and monitor every family member's health on your mobile phone.
- Set periodic reminders in the app to check your weight. The app notifies you when your health-check date is due
- share your health records in pictorial as well as text formats, with your physician, dietician, family or friends whenever required, via various apps like Whatsapp, ShareIt etc.



With our highly qualified team of developers, we are working towards developing newer range of products

1. Biometric devices based on fingerprint recognition

- Attendance system, security system, Identification systems.
- Product development – 60%
- Estimated launch – June 2018
- Potential Market – Schools, Offices, Industries, Shops, PDS systems.

2. EMFR (Electro-Magnetic Force restoration) Balance.

- Analytical weighing balance with 1 mg / 0.1 mg accuracy.
- Product development – 70%
- Estimated launch – March 2018
- Potential Market – Laboratories, Jewellery Shops

3. Value Counter Machine

- Mixed Currency Value Counter used for counting Denomination wise Currency Notes.
- Provides information about Denomination wise notes as well as total amount.
- Product development – 10%
- Estimated launch – July 2019
- Potential Market – Commercial and Banking sector

With our highly qualified team of developers, we are working towards developing newer range of products

1. Video Door Bell with Mobile App

- Entering in to Home automation series
- Remote door opening facility
- Connected to mobile app, owner can talk to the visitor, intruder alarms and can pair up to 8 mobiles

2. Electronic Cash Register (Billing Machine)

Allows to print the bills and invoices

- After GST large requirement for printed bills
- Cross selling of products
- Provided with Inbuilt Printer and Display connected with Weighing Scale
- Can record 2000 commodities information. Very useful for quick billing and printing
- Connectivity to computer thru USB port and Pen Drive
- Powerful Report Generation and getting FA (Financial Accounting) as well as Inventory Data in Excel Format to update FA package of Customer.

With our highly qualified team of developers, we are working towards developing newer range of products

3. Upgraded weighing system

Person Scale with Mobile App, Scale with Wi-Fi integration, Public Distribution Systems (PDS), Crane scale with Radio Frequency / Bluetooth

Potential market – Government sector (PDS), end user (PAS), increased commercial sector due to hi-tech scales.

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- ☐ Company Overview
- ☐ Product Overview
- ☐ **Marketing Network**
- ☐ Manufacturing Facility
- ☐ Financial Snapshot

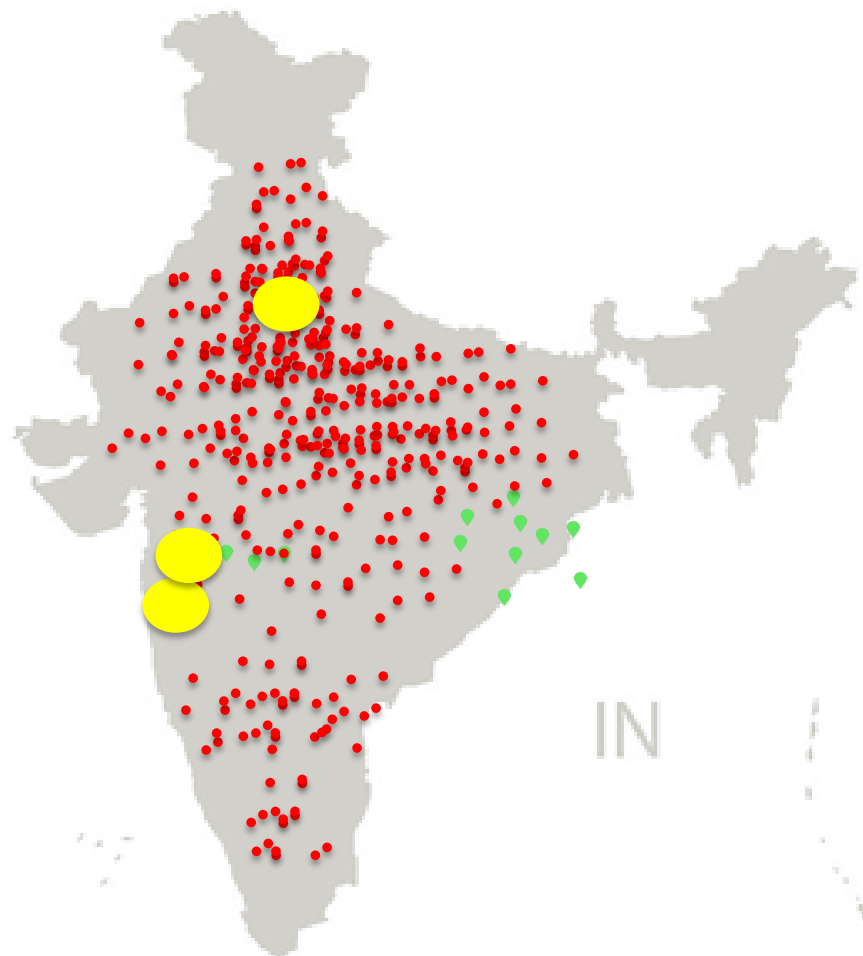
Marketing Network

Existing Network

	13 Branch Offices
	430 Dealers
	Corporate Office - Dhule, M.S. Registered Office - Mumbai, M.S. Factory - Parwanoo, H.P.

Expansion Plan

- Expanding our reach to cover pan-India (every major district).
- Estimated staff recruitments – 10 managerial and 50 field level.
- Estimated implementation – 2 years (gradually).



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- ☐ Company Overview
- ☐ Product Overview
- ☐ Marketing Network
- ☐ **Manufacturing Facilities**
- ☐ Financial Snapshot

Manufacturing Facilities

Existing Facility: Parwanoo (H.P.)

- Modern tool room comprising of VMC machines, wire cut machines, EDM machines, Milling machines, Surface grinder machines, Overhead cranes, etc.
- Molding shop : 5 molding machines from 125 ton to 470 ton capacities.
- PCB assembling line-up, wave soldering machines.
- Testing equipment, calibration equipment
- Storage and warehouse facilities.

New Facility Plan

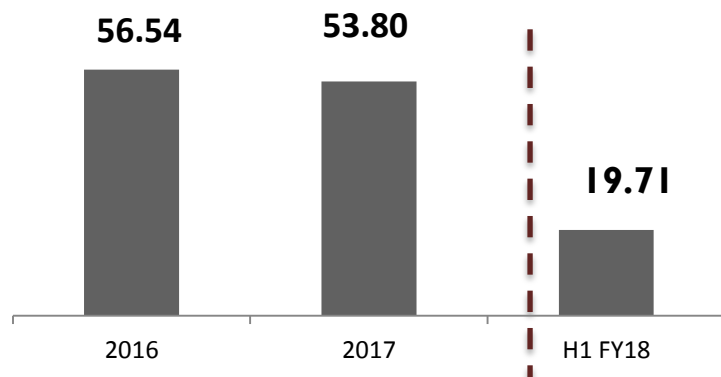
- As we are expanding our products range and adding new products from time to time coupled with growth in demand and also expanding our current production capabilities, we are setting up an entirely new manufacturing unit
- Installing additional machinery including injection molding machines, overhead cranes, Pick & place Machine, Reflow oven, Wave soldering machines.
- Estimated cost involved – Rs. 20 crore
- Land of 8 acres have been acquired
- Would be operational in FY19

Content

- ☐ Company Overview
- ☐ Product Overview
- ☐ Marketing Network
- ☐ Manufacturing Facility
- ☐ **Financial Snapshot**

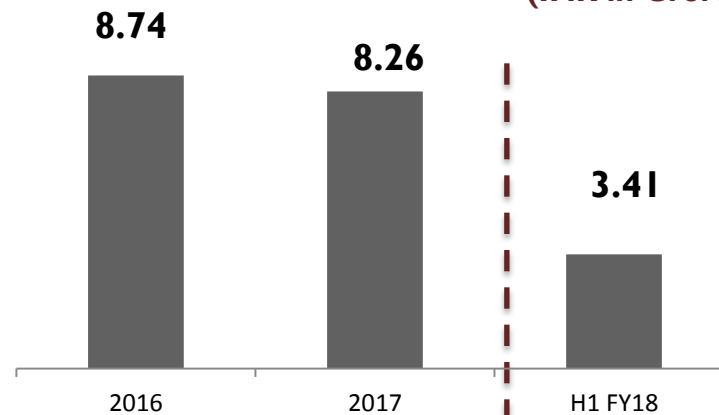
Total Revenues

(INR in Crore)



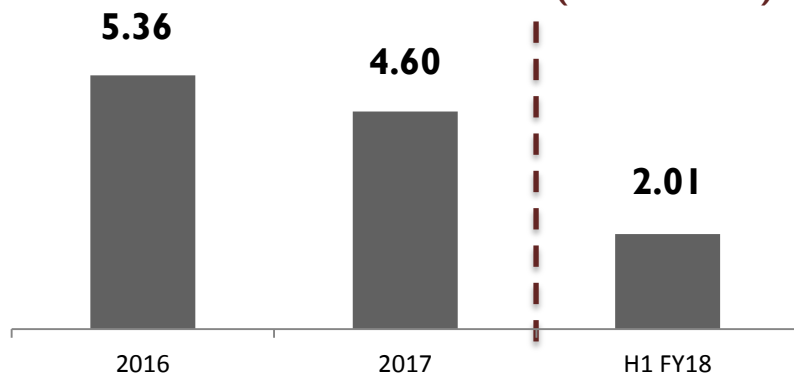
EBITDA

(INR in Crore)



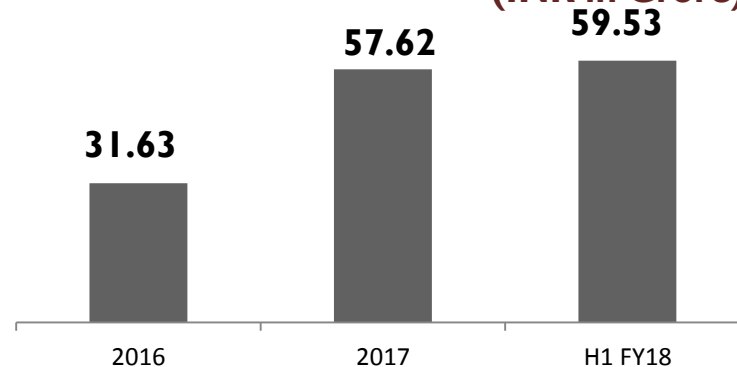
PAT

(INR in Crore)



Net worth

(INR in Crore)



Profit & Loss

FY2017

Particulars	Note No.	For the year ended 31st March, 2017	For the year ended 31st March, 2016
Continuing Operations			
Revenue from Operations (Net)	" 14 "	534,925,476	563,944,576
Other Income	" 15 "	3,086,469	1,482,821
Total Revenue		538,011,945	565,427,397
Expenses			
Cost of Materials Consumed	" 16 "	178,686,574	350,950,791
Changes in Inventory	" 17 "	84,563,648	(76,906,842)
Employee Benefit Expenses	" 18 "	52,996,392	46,065,955
Finance Cost	" 19 "	5,069,393	7,449,812
Depreciation	" 20 "	8,975,027	9,546,385
Other Expenses	" 21 "	135,098,130	153,370,386
Corporate Social Responsibility		2,000,000	2,500,000
Service Tax		2,094,419	2,078,734
Total Expenses		469,483,583	495,055,221
Profit from continuing operations before Tax		68,528,362	70,372,176
Share in profit of associate		1,608	-
Net profit after exceptional items		68,529,970	70,372,176
Tax Expenses			
Current Tax		22,500,000	16,800,000
Deferred Tax		-	-
Total Tax Expenses		22,500,000	16,800,000
Profit for the year		46,029,970	53,572,176
Earnings per share of Rs.10 each			
Basic Earnings per share		5.61	8.93
Diluted Earnings per share		5.61	8.93

Balance Sheet FY2017

Particulars	Note No.	As at 31.03.2017		As at 31.03.2016	
EQUITY AND LIABILITIES					
Share Holders Funds					
Share Capital	" 3 "	82,008,000	576,162,015	60,000,000	316,293,208
Reserves & Surplus	" 4 "	494,154,015		256,293,208	
Current Liabilities					
Short Term Borrowings	" 5 "	-	75,536,963	71,889,890	135,171,809
Trade Payables	" 6 "	75,536,963		63,281,922	
TOTAL			651,698,978		451,465,017
ASSETS					
Non-Current Assets					
Fixed Assets					
Tangible Assets	" 7 "	99,676,680	108,039,620	82,351,158	87,346,678
Intangible Assets		8,362,940		4,995,520	
Non-Current Investments	" 8 "	220,106,533	292,791,405	10,102,925	54,250,980
Long Term Loans And Advance	" 9 "	72,684,872		44,148,055	
Current Assets					
Inventories	"10"	114,310,764	250,867,954	198,421,996	309,867,359
Trade Receivables	"11"	54,233,452		104,059,722	
Cash And Cash Equivalents	"12"	75,487,635		6,531,801	
Other Current Assets	"13"	6,836,106		853,840	
TOTAL			651,698,978		451,465,017



Thank You

For further information please contact:



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