Retail Equity Research

Sector: Consumer Durables-EMS

PG Electroplast Ltd.



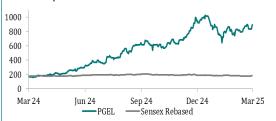
Accumulate

24th March 2025

						Target	Rs.1,084
Stock Type	Bloomberg Code	Sensex	NSE Code	BSE Code	Time Frame	CMP	Rs.942
Small Cap	PGEL:IN	76,906	PGEL	533581	12 Months	Return	+15%

Data as of: 21-03-2025

Company Data			
Market Cap (Cr)			26,667
52 Week High — Low (Rs.)			1,055 - 154
Enterprise Value (cr)			25,702
Outstanding Shares (Rs cr)			28.3
Free Float (%)			51
Dividend Yield (%)			0.02
6m average volume (cr)			0.1
Beta			1.1
Face value (Rs)			1
Shareholding (%)	Q1FY25	Q2FY25	Q3FY25
Promoters	53.6	53.4	49.4
FII's	11.1	10.7	10.3
MFs/Insti	9.9	9.8	16.2
Public	25.5	26.1	24.1
Total	100.0	100.0	100.0
Promoter Pledge	Nil	Nil	Nil
Price Performance	3 Month	6 Month	1 Year
Absolute Return	-6%	46%	415%
Absolute Sensex	-5%	-11%	5%
Relative Return*	-1%	57%	410%
*over or under performance to bench	ımark index		



Standalone (cr)	FY25E	FY26E	FY27E
Sales	4,427	5,711	7,170
Growth (%)	61.2	29.0	25.6
EBITDA	443	577	739
EBITDA Margin(%)	10.0	10.1	10.3
PAT Adj.	288	389	543
Growth (%)	109.9	35.2	39.8
Adj.EPS	10.2	13.7	19.2
Growth (%)	109.9	35.2	39.8
P/E	92.7	68.6	49.1
P/B	9.4	8.3	7.1
EV/EBITDA	58.1	44.4	34.2
ROE (%)	14.9	12.9	15.6
D/E	0.1	0.1	0.1

Author: Antu Eapan Thomas, Sr Research Analyst

Multiple growth levers in action...

PG Electroplast Ltd (PGEL), the flagship entity of PG Group is a leading electronic manufacturing service provider in India, having a diverse portfolio and pan-India presence.

- The Indian Room Air Conditioner (RAC) industry is poised to deliver a healthy 15% CAGR over FY24-FY27E, led by rising consumption and low penetration (8%) compared to global markets (42%).
- PGEL is currently the second largest RACs player & second largest ODM (Original Design Manufacturer) for washing machine.
- A prominent player in the consumer durable industry, diversified from a plastic moulding company to an EMS player with the capability to manufacture RAC, WM, sanitaryware, and TV.
- We expect PGEL's revenue to register 27% CAGR over FY25E-FY27E.
- The focus on backward integration and growing demand for consumer durables, we expect EBITDA margin to improve from 9.5% in FY24 to 10.3% in FY27.
- PGEL's ROE may dip in FY25 due to the impact of QIP, we expect an improvement in asset turnover and PAT margins could enable ROE to improve to 15% by FY27E.

Investment Rationale

- PGEL's product business (RAC, WM, air cooler) contributes 68% of the total revenue (9MFY25). We expect this segment will continue to contribute a hefty part of the top-line going forward and factor a revenue CAGR of 29% over FY25E -FY27E.
- The company is planning to add more capacity in IDU, ODU, and window AC in FY26 to cater to the need for aspirational buyers and changing weather patterns in India.
- We expect the plastic and other component business to register 20% CAGR revenue over FY25E-FY27E by investing in key technologies for making importsubstitution products in India.
- PGEL, with its subsidiary PG Technoplast (PGTL), has entered into a strategic partnership with Spiro Mobility (Africa) to manufacture EVs, lithium-ion batteries, and related components.

Outlook & Valuations

The stock is currently trading above its Avg + 1SD P/E of 54x. Given PGEL's lean balance sheet and planned foray into EV, compressor manufacturing are expected to support the current premium valuation. We are initiating coverage on PGEL with an Accumulate rating and a TP of Rs 1,084, based on a P/E of 56x on FY27E EPS.

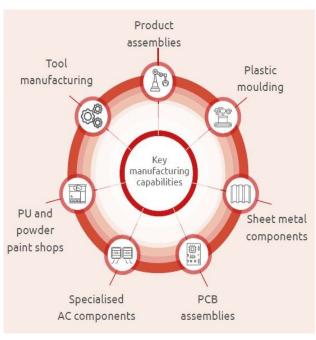


About the company

PG Electroplast Limited (PGEL), the flagship entity of PG Group, is a leading electronic manufacturing service provider in India, having a diverse portfolio and pan-India presence. PGEL has a manufacturing footprint spanning 10 units across Greater Noida in Uttar Pradesh, Roorkee in Uttarakhand, and Ahmednagar in Maharashtra. It specialises in original design manufacturing (ODM), original equipment manufacturing (OEM), and plastic injection moulding. The company's wholly owned subsidiary, PG Technoplast Private Limited (PGTL), manufactures air conditioners, coolers and components for various consumer durables. In FY24, the company forged a new joint venture partnership – Goodworth Electronics Limited – to augment its TV and hardware business



Manufacturing capabilities



Source: Company, Geojit Research.

Key Business Verticals



Key Clients



Source: Company, Geojit Research.





Industry Outlook

Indian Consumer Durables market is expected to accelerate further...

Over the past five years, the consumer durables market in India has experienced significant growth. Looking ahead, this market is expected to accelerate further, fueled by increasing rural consumption, a shorter product replacement cycle, greater retail penetration, and a wide range of brands and products available at different price points.

India's consumer durables market has been transformed by a developing economy, increased consumer spending, and better access to high-quality products at affordable prices. The market size for FY25 was estimated at Rs. 1,670 billion, with an expected growth rate of 13.7% CAGR until FY28.

India's consumer durable market to grow at a healthy 14% CAGR..



Source: Frost & Sullivan Analysis, Geojit research

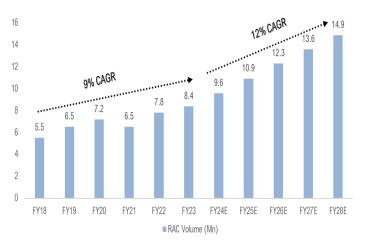
Growth drivers of consumer durable industry...



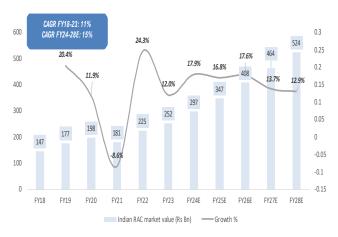
Rising penetration in RAC segment to fillip growth...

The RAC (Room Air Conditioner) industry volume experienced a 9% CAGR in FY18-FY23 (5.5mn to 8.4mn) due to rising urbanization, the digital revolution, and lifestyle changes. The availability of numerous brands and products at various price points will accelerate the penetration of the RAC market, currently RAC penetration is only at 8% compared to 42% globally. The consumers adoption towards e-commerce is expected to rapidly increase the buying decision. Indian RAC market is a fairly organized market with participation of prominent global and Indian brands with a wide range of products. Voltas, Havells (Lloyd), Daikin, LG, Hitachi, and Blue Star are the top 6 brands that account for 67% of RAC sales in FY23. The RAC industry volume is expected to increase from 9.6mn in FY24E to 14.9mn in FY28E (12% CAGR). In terms of value, the industry is expected to grow from Rs 252bn in FY23 to Rs 524bn in FY28E, 15% CAGR.

India's RAC market (volume) is expected to grow at a healthy 12% CAGR..



Indian RAC market sales value to grow at 15% CAGR over FY24-28E



Source: RHP, Geojit research

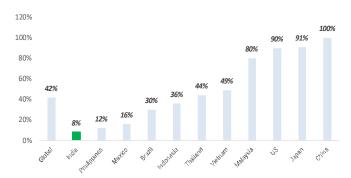
Source: RHP, Geojit research



Penetration of RAC in India and outlook...

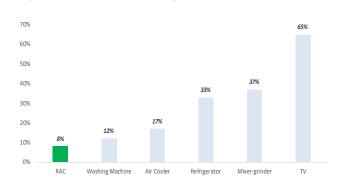
Penetration of RAC is extremely low in India when compared to various developed economies, standing at just one-fifth of the global average. There is tremendous potential in the Indian market, as the overall RAC penetration is relatively low at 8%.

Low penetration, an opportunity for a tremendous growth



Source: RHP, Frost & Sullivan Analysis, Geojit research

RAC penetration is lower among other consumer durables



Source: RHP, Frost & Sullivan Analysis, Geojit research

Growth drivers of Indian RAC market

Air conditioner is no more a luxury, but a necessity: Due to enhanced purchasing power and increasingly erratic climatic conditions in India, air conditioners are no more considered a luxury but a necessity among most middle-class Indian households.

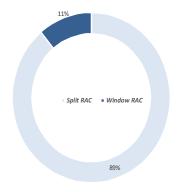
Growth in residential construction: Driven by the sustained demand for housing and supportive government policy, residential construction is expected to grow at a 6.5% CAGR till 2030, according to a Fitch 2021 report. A strong residential supply pipeline is expected to create strong demand for RAC in the short-to-medium term.

Growing purchasing power: India's per capita income has steadily grown from USD 1,351 in 2010 to USD 2,379 in 2022 at a CAGR of 4.8%. Due to this, India in the last few years has seen a significant expansion of middle-class households which is the key demand generator for Room Air Conditioners.

Availability of Financing options: A key deterrent in RAC adoption among Indian households is the very high price of the product. The availability of financing options thus made RAC affordable to a large section of Indian households. This has reduced immediate burden on consumers' wallets and allowed them to pay the amount over a long period.

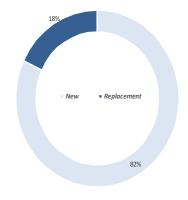
Climate change and rising temperature: Climate change has resulted in longer, more intense heat waves during the summer, forcing India to balance its cooling requirements. As temperatures have gone up, there has been a sharp rise in the demand for cooling products, especially air conditioners and air coolers.

Indian RAC market, breakdown by product type ...



Source: RHP. Frost & Sullivan Analysis. Geoiit research

Indian RAC market, breakdown by Demand



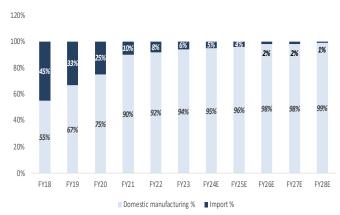
Source: RHP. Frost & Sullivan Analysis. Geoiit research



Indian RAC market segmentation by domestic manufacturing vs imports

In a bid to promote domestic manufacturing, the Indian government has banned the import of completely built units of air-conditioners with refrigerants from FY21. The share of imported RACs has shown a steep decline from about 25% in FY20 to a mere 6% in FY23. As a result, India's domestic manufacturing of RAC has grown at a 22% CAGR, from 3.0 million units in FY18 to 7.9 million units in FY23. Domestic manufacturing is expected to grow further at 13% CAGR and is expected to reach 14.7 million units by FY28.

Domestic vs import mix %



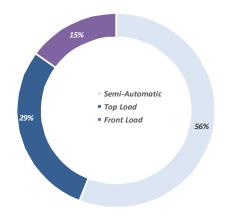
Source: RHP, Frost & Sullivan Analysis, Geojit research

Indian Washing Machine Market



Source: RHP, Frost & Sullivan Analysis, Geojit research

Indian WM Market volume break up



Source: RHP, Frost & Sullivan Analysis, Geojit research

Key growth drivers for domestic manufacturing of RACs in India

- Phased Manufacturing Programme (PMP): An increase in custom duties on RACs and components in a phased manner, which made imports an expensive option.
- BIS Certification Requirement: is mandatory for selling RACs and components in India. This proved cumbersome for exporters in China, Thailand, etc.
- PLI Scheme: Sales and capex linked incentives were announced for local manufacturing of components
- Ban on import of gas charged units: A complete ban on import of gas charged units impacted imports and forced MNC brands to evaluate local manufacturing.

Key growth drivers

- The rising penetration (currently 12-13%) is expected to aid the volume growth od 13% CAGR over FY24-FY28E.
- Rising consumer aspiration, convenience and energy efficiency will be the driving factors.
- In FY21, the company has developed ODM platforms for fully automatic WM.
- Currently the company has a capacity to manufacture 12 lakh semi-automatic WM units and 1.8 lakh fully automatic WM units.
- The capacity is expected to increase to 18 lakh semiautomatic units and 2 lakh fully automatic WM units by FY26.



Investment Rationale



Rising penetration in consumer durables augur well for RACs & WM market.

Capacity expansion to strengthen its product offerings.





Plastic component business a growth driver.

Backward integration an opportunity to grow.





Planned foray into EV mobility to aid growth and expansion.

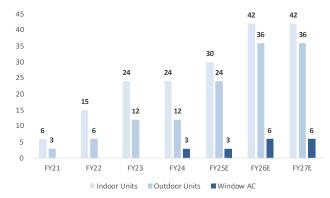
Rising penetration in consumer durables augur well for product business

The penetration in RAC and WM in India is currently at 8% and 12%, respectively which is low as compared to other global markets. We expect the rising trend in aspirational buying, urbanization, and increasing disposable income will augur well for the white goods market. PGEL's product business (RAC, WM, air cooler) contributes 68% of the total revenue (9MFY25). We expect this segment will continue to contribute a hefty part of the top-line going forward and factor a revenue CAGR of 29% over FY25E-FY27E.

Revenue Mix 100% 80% 60% 40% 73% 71% 62% 20% 0% FY21 FY22 FY23 FY24 FY25E FY26E FY27E ■ Products Plastic and others ■ Electronics

Source: Company data, Geojit research

Second largest player in RAC sales to OEMs (Lakh units)



Source: Company data, Geojit research

Capacity expansion to strengthen its product offerings

- Due to increasing demand owing to rising temperatures and aspirational buying, the company has ramped up its RAC capacity by 46% in FY25 to 57 lakh units.
- In FY21, the company was endorsed with 4 brands, which have now increased to 30 brands, and it expects to add more in the coming years.
- The management is planning to add more capacity in IDU, ODU, and window AC in FY26 to cater to the need for aspirational buyers and changing weather patterns in India.
- WM capacity stood at 13.8 lakh units (semi and fully automatic) and is expected to increase to 20 lakh units by FY26 to aid growth.
- In FY21, PGEL catered to 10 brands in WM and is now delivering to 26 brands.

Plastic component business a growth driver

- The company is the largest manufacturer of plastic moulding for the consumer durables and consumer electronics industries.
- PGEL continues to drive growth in specialty plastic mouldings, particularly in high margin (8-8.5%) segments such as sanitaryware and fans.
- We expect the plastic and other component business to register 20% CAGR revenue over FY25E-FY27E by investing in key technologies for making import-substitution products in India.

Second largest ODM player for WM in India (Lakh units)



Source: Company data, Geojit research



Backward integration an opportunity to grow.

- PGEL is looking into the manufacturing of compressors for Acs, which will help to get more orders from customers.
- With this backward integration, the company can cover ~80% of the bill of materials in AC.
- Currently, ~90% of the EMS companies in India are not manufacturing compressors.
- The vertical integration will cushion margins and offer high quality product.
- PGEL has recently raised Rs1,500cr via QIP to integrate into new categories.
- The management is expecting to start the initial production in the next nine months.

Planned foray into EV mobility to aid growth and expansion.

- PGEL, with its subsidiary PG Technoplast (PGTL), has entered into a strategic partnership with Spiro Mobility (Africa) to manufacture EVs, lithiumion batteries, and related components.
- PGTL will set up and manage manufacturing facilities for EVs, lithium-ion batteries, and related components, sourcing parts specified by Spiro. Spiro will handle R&D, marketing, sales, and distribution of the EV products.
- The company plans to begin its EV operations with a new capacity, requiring an initial investment of \$3-4 mn, and expects the EV business to generate Rs 500-600cr in revenue over 2-3 years.
- The company has a volume commitment of ~20,000 units per year from Spiro.

Capital Expenditure and Infrastructure Development

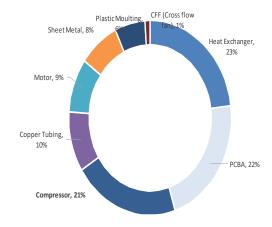
The company has planned a capital expenditure of Rs 380cr for FY25. This investment will be directed towards establishing a new integrated unit for manufacturing RAC in Rajasthan, constructing a new building in Greater Noida, and further expanding the AC manufacturing capacity at the Supa facility. These initiatives align with the growth objectives and will aid in enhancing the operational capabilities.

Peer Analysis

		Reve	nue	EBITDA	Margin	P.	AT	D/E	ROE	ROCE
Company	Mcap (Rs cr)	FY24	FY25E	FY24	FY25E	FY24	FY25E		FY24	
PGEL	25,309	27%	61%	9.5%	10.0%	76.9%	109.9%	0.4	18.8	13
Amber Enterprises *	22,941	-3%	46%	7.6%	6.8%	-17.2%	102.7%	0.7	6.7	7
E-pack Durable *	3,464	-9%	54%	5.7%	7.4%	10.4%	36.9%	0.4	5.9	6

^{*} Bloomberg Consensus

Compressor manufacturing will enhance the opportunity



Source: Frost & Sullivan Analysis, Geojit Research.



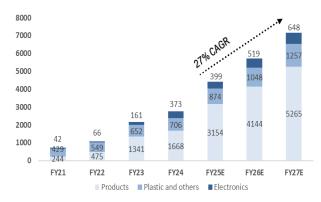


Financial Analysis & Valuation

Product business to drive growth

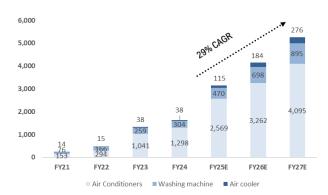
- PGEL's revenues grew at a 44% CAGR in the FY20-24 period to reach Rs 2,746cr. The tremendous growth was driven by the stupendous growth in the product business, which grew by 90% CAGR during the above period.
- The product business constituted 35% of the overall revenue in FY21, with the change in management strategy to focus more on RACs & washing machines from their conventional plastic moulding manufacturing business providing a fillip to their top-line.
- We expect the revenues to grow at 27% CAGR in FY25E-27E driven by continued traction in product business with 29% CAGR. Other segments like, the plastic business (23% mix), are to register a 20% CAGR over FY25E-27E, led by sanitaryware, automotive, consumer electronics, and others.
- Despite the TV business being transferred to JV Goodworth Electronics (50-50), we expect the PCB and EV businesses to generate
 healthy growth in the coming years.

Revenue to grow at 27% CAGR over FY25E-FY27E (Rs Cr)



Source: Company data, Geojit Research

Product segment to grow at 29% CAGR over FY25E-FY27E (Rs Cr)



Source: Company data, Geojit Research

Margins to stabilise...



Source: Company data, Geojit Research

PAT to expand at 37% CAGR over FY25E-FY27E...



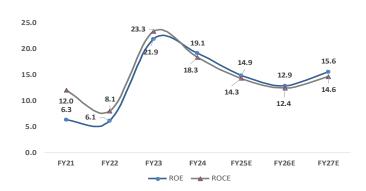
Source: Company data, Geojit Research

- Margins expanded by 322 bps YoY in FY23, led by continued expansion in production capacity and innovation in the product portfolio.
- The increased shift towards local manufacturers by reducing imports and backward integration will provide stability in margins going forward.
- We expect margins to stabilise around 10-10.3% due to cost-controlling measures, improved execution, focus on the higher margin plastic moulding business and operating leverage.
- PAT is expected to expand at 37% CAGR over FY25E-FY27E, led by strong operational metrics.



Return ratios

PGEL's FY27E ROE/ROCE are expected to be at 15% /14.4% respectively.



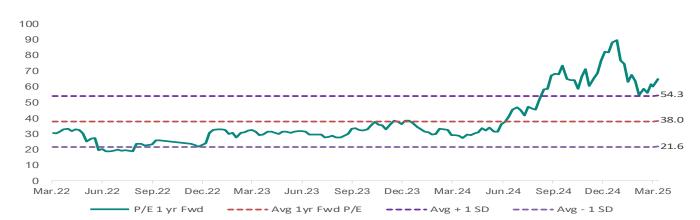
Source: Company data, Geojit Research

- PGEL's ROE improved from 6.1% in FY22 to 21.9% in FY23, led by 158% CAGR growth in earnings.
- While ROCE expanded from 8.1% in FY22 to 23.3% in FY23, leading to better asset utilization.
- Return ratios are likely to drop in FY25 due to the impact of Rs 1,500cr QIP.
- However, we expect ratios to improve to 15.1/14.4 (ROE/ROCE) in FY27 due to expansion in PAT margin to 7.3%.

Valuation

After FY24, PGEL witnessed a rerating in valuation led by the company's strong addition in capacity in the product segment and margin expansion. A shift towards RACs and WM manufacturing from the traditional plastic segment and benefit from the shift in global electronics manufacturing aided the company for a sustained growth. The increasing demand in consumer durables and penetration, we expect revenue to expand 38% CAGR over FY24-FY27E. The stock is currently trading above its Avg + 1SD P/E of 54x. Given PGEL's lean balance sheet and planned foray into EV, compressor manufacturing is expected to support the current premium valuation. We are initiating coverage on PGEL with an Accumulate rating and a TP of Rs 1,084, based on a P/E of 56x on FY27E EPS.

1Y Fwd.PE



Source: Bloomberg; Company research, Geojit

Key Risks

- Any increase in competition intensity.
- Volatility in raw material prices and currency fluctuations.
- Change in weather patterns.
- Rise in interest rates and inflation can impact operational efficiency.
- Any inability to upgrade its technology can hinder its ability to offer advanced products.



Consolidated Financials

PROFIT & LOSS

I NOI II & LOOU					
Y.E March (Rs. cr)	FY23A	FY24A	FY25E	FY26E	FY27E
Sales	2,160	2,746	4,427	5,711	7,170
% change	111	27	61	29	26
EBITDA	176	262	443	577	739
% change	249.1	48.7	69.1	30.3	28.0
Depreciation	35	47	66	82	90
EBIT	141	215	377	495	649
Interest	48	52	37	34	29
Other Income	4	13	20	26	43
PBT	98	176	359	486	663
% change	260.3	80.9	103.7	35.2	36.3
Tax	20	39	72	97	119
Tax Rate (%)	20.6	22.4	20.0	20.0	18.0
Reported PAT	77	137	288	389	543
Adj.*	0	0	0	0	0
Adj. PAT	77	137	288	389	543
% change	401.4	76.9	109.9	35.2	39.8
No. of shares (cr)	28	28	28	28	28
Adj EPS (Rs)	3	5	10	14	19
% change	276	77	110	35	40
DPS (Rs)	0.0	0.2	0.2	0.2	0.2

CASH FLOW

Y.E March (Rs. cr)	FY23A	FY24A	FY25E	FY26E	FY27E
Net inc. + Depn.	132	223	425	568	752
Non-cash adj.	50	58	18	8	-14
Changes in W.C	-137	-95	-437	-478	-330
C.F. Operation	46	186	6	99	408
Capital exp.	-155	-227	-387	-30	-150
Change in inv.	-2	-9	-4	-6	-7
Other invest.CF	3	8	20	26	43
C.F - Investment	-173	-399	-371	-11	-114
Issue of equity	3	492	1,500	0	0
Issue/repay debt	109	-257	-24	1	9
Dividends paid	0	0	0	0	0
Other finance.CF	0	0	0	0	0
C.F - Finance	112	234	1,492	20	36
Chg. in cash	-15	22	1,127	108	330
Closing cash	9	30	1,157	1,265	1,595

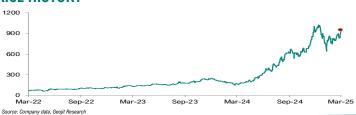
BALANCE SHEET

Y.E March (Rs. cr)	FY23A	FY24A	FY25E	FY26E	FY27E
Cash	40	182	1,286	1,368	1,663
Account Receivable	438	553	910	1,252	1,473
Inventories	353	543	770	989	1,245
Other Cur. Assets	78	127	161	198	240
Investments	2	6	6	6	6
Gross Fixed Assets	694	942	1,322	1,422	1,572
Net Fixed Assets	577	781	1,096	1,113	1,174
CWIP	2	63	70	0	0
Intangible Assets	1	3	4	4	4
Other Assets	20	49	53	59	66
Total Assets	1,510	2,308	4,355	4,988	5,870
Current Liabilities	487	784	1,037	1,253	1,562
Provisions	7	9	9	9	10
Debt Funds	543	361	321	301	281
Other Liabilities	74	114	160	208	258
Equity Capital	23	26	28	28	28
Reserves & Surplus	373	1,012	2,800	3,188	3,732
Shareholder's Fund	396	1,038	2,828	3,217	3,760
Total Liabilities	1,510	2,308	4,355	4,988	5,870
BVPS	14	37	100	114	133

RATIOS

Y.E March	FY23A	FY24A	FY25E	FY26E	FY27E
Profitab & Return					
EBITDA margin (%)	8.2	9.5	10.0	10.1	10.3
EBIT margin (%)	6.5	7.8	8.5	8.7	9.0
Net profit mgn.(%)	3.6	5.0	6.5	6.8	7.6
ROE (%)	21.9	19.1	14.9	12.9	15.6
ROCE (%)	23.3	18.3	14.3	12.4	14.6
W.C & Liquidity					
Receivables (days)	55.0	65.8	60.3	69.1	69.4
Inventory (days)	66.1	74.2	68.2	71.2	71.8
Payables (days)	68.2	85.7	83.6	86.4	85.2
Current ratio (x)	1.1	1.5	2.6	2.7	2.7
Quick ratio (x)	0.6	0.8	1.9	1.9	1.9
Turnover &Leverage					
Gross asset T.O (x)	4.2	3.4	3.9	4.2	4.8
Total asset T.O (x)	1.7	1.4	1.3	1.2	1.3
Int. covge. ratio (x)	2.9	4.2	10.1	14.5	22.3
Adj. debt/equity (x)	1.4	0.3	0.1	0.1	0.1
Valuation					
EV/Sales (x)	12.6	9.8	5.8	4.5	3.5
EV/EBITDA (x)	154.3	102.5	58.1	44.4	34.2
P/E (x)	344.2	194.6	92.7	68.6	49.1
P/BV (x)	67.4	25.7	9.4	8.3	7.1

PRICE HISTORY



Dates	Rating	Target
24-Mar-25	Accumulate	1,084

Downgrade

Investment Rating Criteria

Ratings	Large caps	Midcaps	Small Caps
Buy	Upside is above 10%	Upside is above 15%	Upside is above 20%
Accumulate	-	Upside is between 10%-15%	Upside is between 10%-20%
Hold	Upside is between 0% - 10%	Upside is between 0%-10%	Upside is between 0%-10%
Reduce/sell	Downside is more than 0%	Downside is more than 0%	Downside is more than 0%

Not rated/Neutral

Definition:

Buy: Acquire at Current Market Price (CMP), with the target mentioned in the research note; Accumulate: Partial buying or to accumulate as CMP dips in the future; Hold: Hold the stock with the expected target mentioned in the note.; Reduce: Reduce your exposure to the stock due to limited upside.; Sell: Exit from the stock; Not rated/Neutral: The analyst has no investment oninion on the stock No Change

Symbols definition:

To satisfy regulatory requirements, we attribute 'Accumulate' as Buy and 'Reduce' as Sell.

Upgrade

The recommendations are based on 12 month horizon, unless otherwise specified. The investment ratings are on absolute positive/negative return basis. It is possible that due to volatile price fluctuation in the near to medium term, there could be a temporary mismatch to rating. For reasons of valuations/ return/lack of clarity/event we may revisit rating at appropriate time. Please note that the stock always carries the risk of being upgraded to BUY or downgraded to a HOLD, REDUCE or SELL.

Not rated/Neutral- The analyst has no investment opinion on the stock under review.

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Geojit Investments Ltd. Registered Office: 7th Floor 34/659-P, Civil Line Road, Padivattom, Kochi-682024, Kerala, India. Phone: +91 484-2901000, Website: www.geojit.com/GIL. For investor queries: customercare@geojit.com GRIEVANCES

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