

31st May, 2024

To,
National Stock Exchange of India Limited
Listing Compliance Department,
Exchange Plaza, Plot No. C – 1,
Block - G, Bandra Kurla Complex,
Bandra (E), Mumbai – 400051

NSE Symbol – KORE; ISIN – INE0J6801010

Dear Sir/Madam,

Sub.: Investor Presentation for the Half Year and Financial Year ended 31st March, 2024

Ref.: Disclosure under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

With reference to the captioned subject, we enclose herewith the Investor Presentation for the half year and financial year ended 31st March, 2024.

The said Investor Presentation is also being uploaded on the Company's website at www.koremobiles.com

You are requested to take the above on your record.

Thanking you,
Yours faithfully,
For Jay Jalaram Technologies Limited

Mukesh Prajapat
Company Secretary & Compliance Officer

Encl: As above





Jay Jalaram Technologies Limited

H2 FY24
Investor Presentation



Disclaimer

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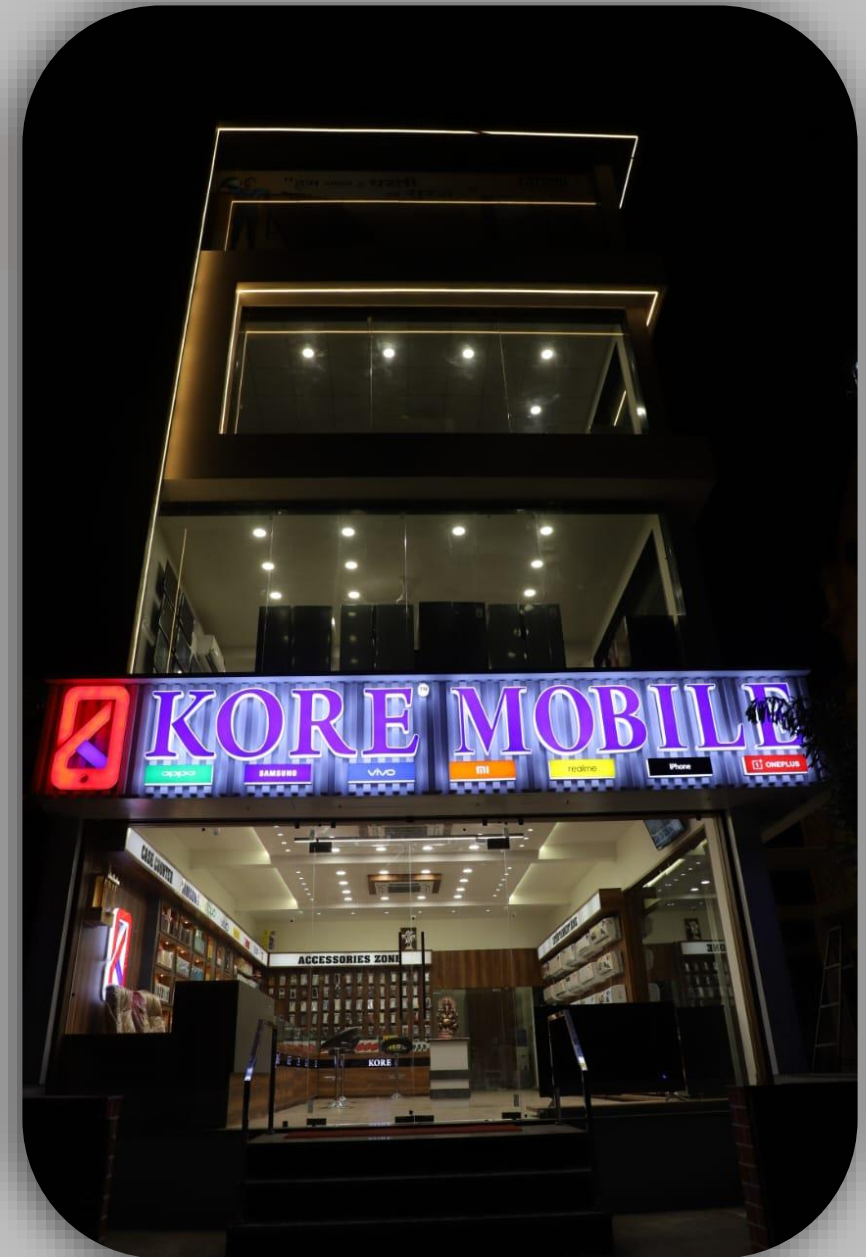
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Company Overview



India's Most Trusted Mobile Retail Chain

- Incorporated in 2012, **Jay Jalaram Technologies Limited** initially started with just **4** stores and has now expanded to over **220+** retail stores.
- The company has developed a diversified and resilient business model in an intensely competitive market, with offerings spanning multiple segments.
- Offers a wide range of smartphones and mobile accessories from top-tier brands including Apple, Samsung, Oppo, Realme, Nokia, Vivo, Xiaomi, and OnePlus.
- Beyond mobile devices, the company also offers a variety of consumer electronics, including smart TVs, air conditioners, refrigerators, and coolers. With brands like TCL, Haier, Daikin, Voltas, Mi, and Realme.
- This strong lineup positions the company as a significant player in the consumer electronics retail market.
- The company's multi-brand and multi-product retail approach, combined with a strategic mix of company-owned and franchised stores, provides a solid foundation for sustained growth.
- Jay Jalaram Technologies' ability to adapt to market trends and expand its product offerings positions it favorably in the evolving retail landscape.



Key Facts



220+

Retail Showrooms



4 brands

Operates stores under



25,000+

Available SKUs
(per store)



2.40+ Lacs

Products Sold Till Date



1,35,000 sq.ft.
(approx.)

Total Retail footprint



₹ 39 Lacs

Avg. capex per store
(Including stock)



55,00,000+

Total Available SKUs



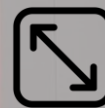
₹1,000 per sq.ft.

Avg. capex per store



60% to 70%

Avg. Repeat Clientele Rate



600 Sq.ft

Avg. Store Size



H2 FY24

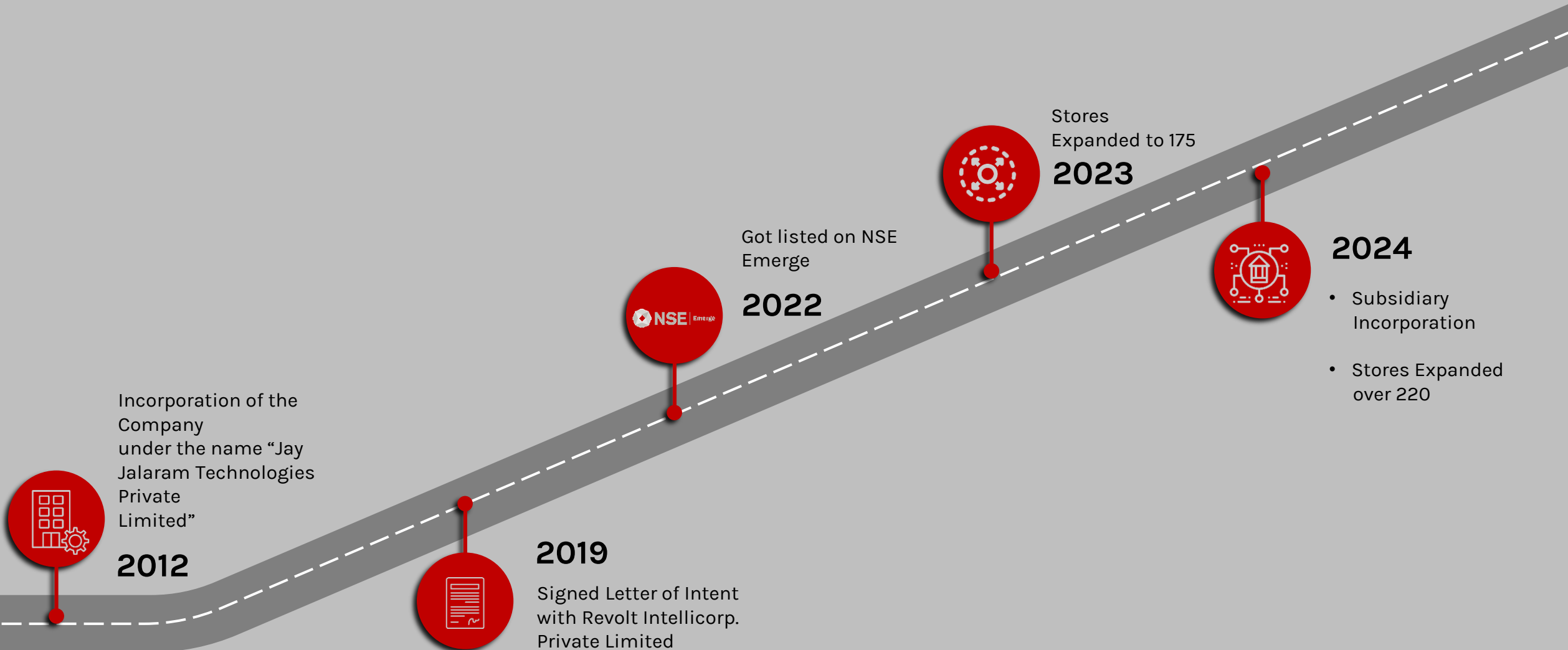
Total Revenue - ₹ 323.20 Cr
EBITDA - ₹ 7.98 Cr
Net Profit - ₹ 4.21 Cr



FY24

Total Revenue - ₹ 539.54
EBITDA - ₹ 10.77
PAT - ₹ 4.86 Cr

Major Milestones





Core Values



Range of diverse products:

We offer a wide range of diverse products through Retail Stores.



Customer first:

We offer a wide range of diverse products through Retail Stores



Prioritizing customers' need:

We prioritize the need of customers and accordingly, we can cater to varied



Effective and efficient distribution mode:

We have proper distribution network that enables us to meet our customers' requirements.



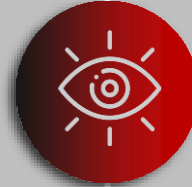
Flexible payment terms:

We are offering products on Equal Monthly Installment ("EMI") basis also.



Products at affordable prices:

We offer our customers shopping experience at an affordable price by way of discounts, cashback, free after sale services etc.



Vision

To be one of the Most Trusted Retail Chain of Mobile Phones of India



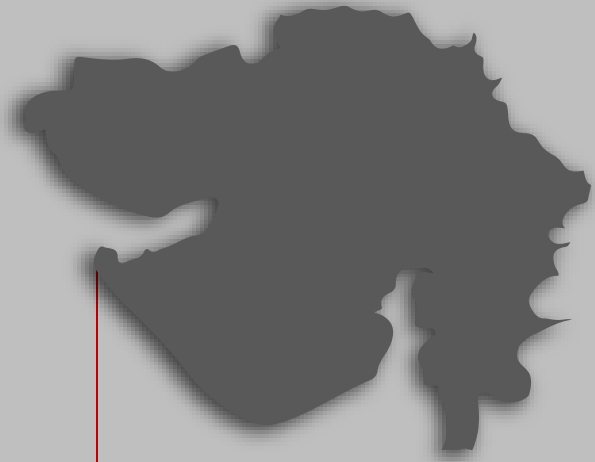
Mission

To serve the people of India in rural, urban and semi-urban areas by providing them wide range of products at the best affordable prices and to deliver value to all the stakeholders of the Company

Nationwide Reach: Every Corner, Every City

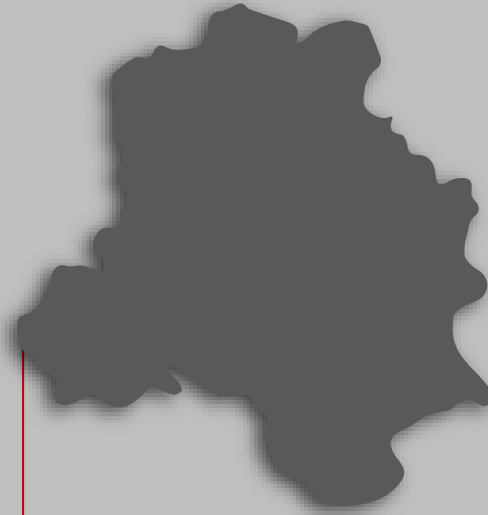
Focused on expanding into the following states:

Gujarat



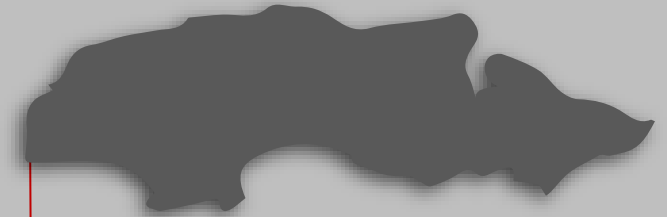
Stores	100
Cities	39
Warehouse	01
Total	101

Delhi



Stores	13
Warehouse	01
Total	14

Diu



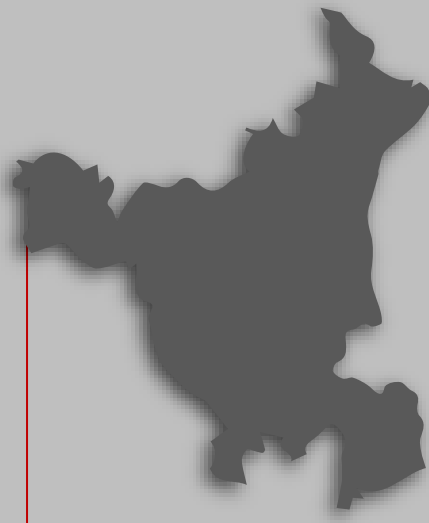
Stores	01
Warehouse	0
Total	01

Rajasthan



Stores	06
Cities	03
Warehouse	01
Total	07

Haryana



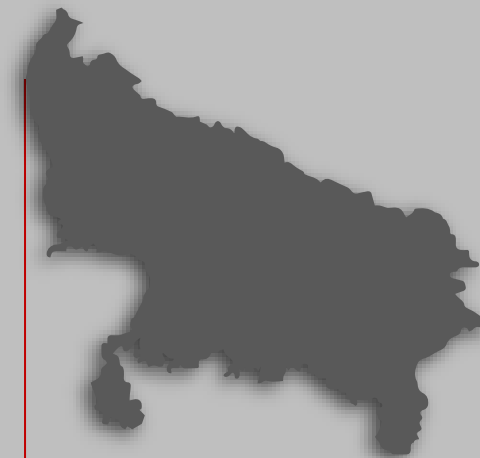
Stores	10
Cities	07
Warehouse	01
Total	11

Maharashtra



Stores	16
Cities	02
Warehouse	02
Total	18

Uttar Pradesh

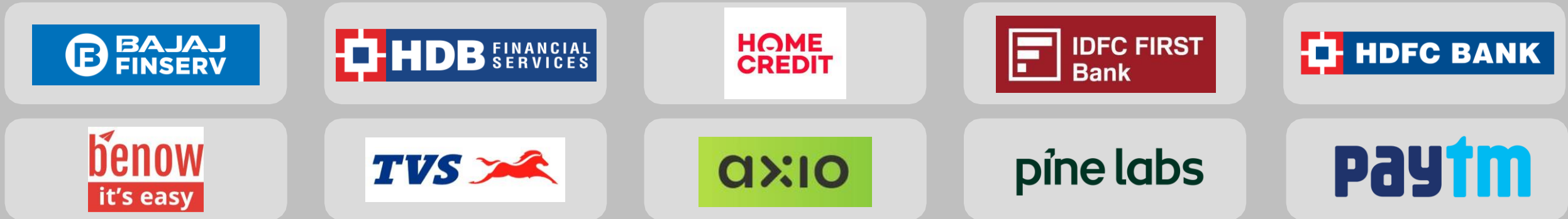


Stores	73
Cities	26
Warehouse	2
Total	75

Retail Partners



Finance Partners



Experienced Promoters and Management Team

The company's experienced management team, with industry knowledge and expertise in retailing smartphones and accessories, drives growth and financial performance, fostering competitive edge and high client satisfaction.

Widespread distribution network

With a widespread distribution network of 220 stores across India, including 44 company-owned and 175 franchise stores, the company ensures extensive geographical coverage.

Wide range of Products

Offering a wide range of products, the company sells smartphones from major brands and various electronic accessories, providing comprehensive electronic communication solutions under one roof.

Strategic location and facilities

Strategically located retail stores with product displays for customer trials attract high foot traffic, enhancing the customer experience.



Recognitions & Credentials



Paytm Achievers Club
Premium Partner



Samsung Galaxy AI
Significant Contribution



Tecno Top Performing
KRO



Sony Z Fo The Select
Few



OPPO Best Performance F21
Pro First Month Sale



Tecno Runner Up Award MB
Surendranagar



OPPO Diamond



OPPO Valuable
Contribution



vivo Connect V29
Partners



vivo Best Performing
Retailer for V-Shield



Fitbit Authorized
Retailer



Narzo Certificate of
Appreciation



OPPO Highest Growth



OPPO Indian Cricket Team
Sponsor



Panasonic Premium Retail
Partner



OPPO Partner's Gratitude
meet



Realme Real Partner &
Authorized Retailer



Samsung 1'22 Champion
Value



Boat



vivo Crown Club Exemplary
Performance



Boat Excellent Contribution



NSE Emerge



OPPO F-seris Prime Partner



Samsung Invaluable
Contribution

Recognitions & Credentials



**Tecno Runner Up Award
Vijay Cross Road**



**Tecno Runner Up Award
UNA**



**OPPO Outstanding
Performance**



**Tecno Best Performance
Award**



OPPO Royal Bandhan Club



**Tecno Outstanding
Performance**



**Samsung Invaluable
Contribution**



Cricket Worldcup Sponsor



**OPPO Best Consistency
Performance**



Intex Best Dealer



Boat



**Realme Award for
Excellence**



**OPPO Recognition of an
Outstanding Growth**



**Motorola Moto Privilege
Club**



**Newspaper Recognition
Club**



**Panasonic Premium Retail
Partner**



**Mi Outstanding
Performance**



**Tecno Outstanding
Performance**



Vivo authorised dealer

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Business Overview



Business Key Metrics

₹ 22,068
Avg. Mobile
Sel. Price

₹ 25,922
Avg. Home
Appliances
Sel. Price

₹ 437
Avg. Accessories
& Other
Sel. Price

56 Days
Inventory
days



₹ 9,481
Avg. Bill
Value



₹ 55,000
Annual sales
per sq.ft



33%
Same store
sales growth
(H2 FY24
vs H2 FY23)



1. Smart Communication Devices & Allied Accessories



Smart Phones



Chargers



Bluetooth Earphones



Mobile Covers



Tablets



Bluetooth Speakers

2. Consumer Durable Home Appliances



LED TVs



Refrigerators



Laptops



Coolers



Air Conditioners



Washing Machines

Business Segments

Sale of Electric Gadgets, Related Accessories & Consumer Durable Electronic goods

Category 1



No. of Owned stores	44
Avg. Store Size	600 sq.ft
Available SKUs	25,000+
Team Size	142
FY24 Sales	₹ 138.72 Cr

Category 2



No. of Franchise stores	175
Avg. Store Size	600 sq.ft
Available SKUs	25,000+
Team Size	525
FY24 Sales	₹ 400 Cr

Category 3



No. of Warehouse	8
Avg. Warehouse Size	1000 sq.ft
Available SKUs	50,000+
Team Size	24

Why Kore Mobile Stands Out



Operates stores under this brands:

KORE



EROK



SIMRON



General Electronics



Why Offline Business Connects Better with the Audience

Operates in urban, rural, and semi-urban areas, maintaining resilience against the online marketplace trend by prioritizing offline engagement.

Personalized Customer Service: In rural and semi-urban areas, customers often prefer face-to-face interactions where they can receive personalized recommendations and support. This builds trust and ensures that customers feel confident in their purchases.

Trust and Credibility: Physical stores often enhance a company's credibility. Customers may feel more secure purchasing from a well-established local store than from an online seller, especially in regions where digital literacy is still developing.

Hands-On Experience: Customers can physically handle and test gadgets in-store, which is particularly important for those who may be unfamiliar with newer technologies. This tactile experience can significantly influence purchasing decisions.

After-Sales Support: In-person technical support and service are more accessible through local stores. Customers can bring their gadgets back for repairs, maintenance, or troubleshooting, ensuring long-term satisfaction with their purchase.

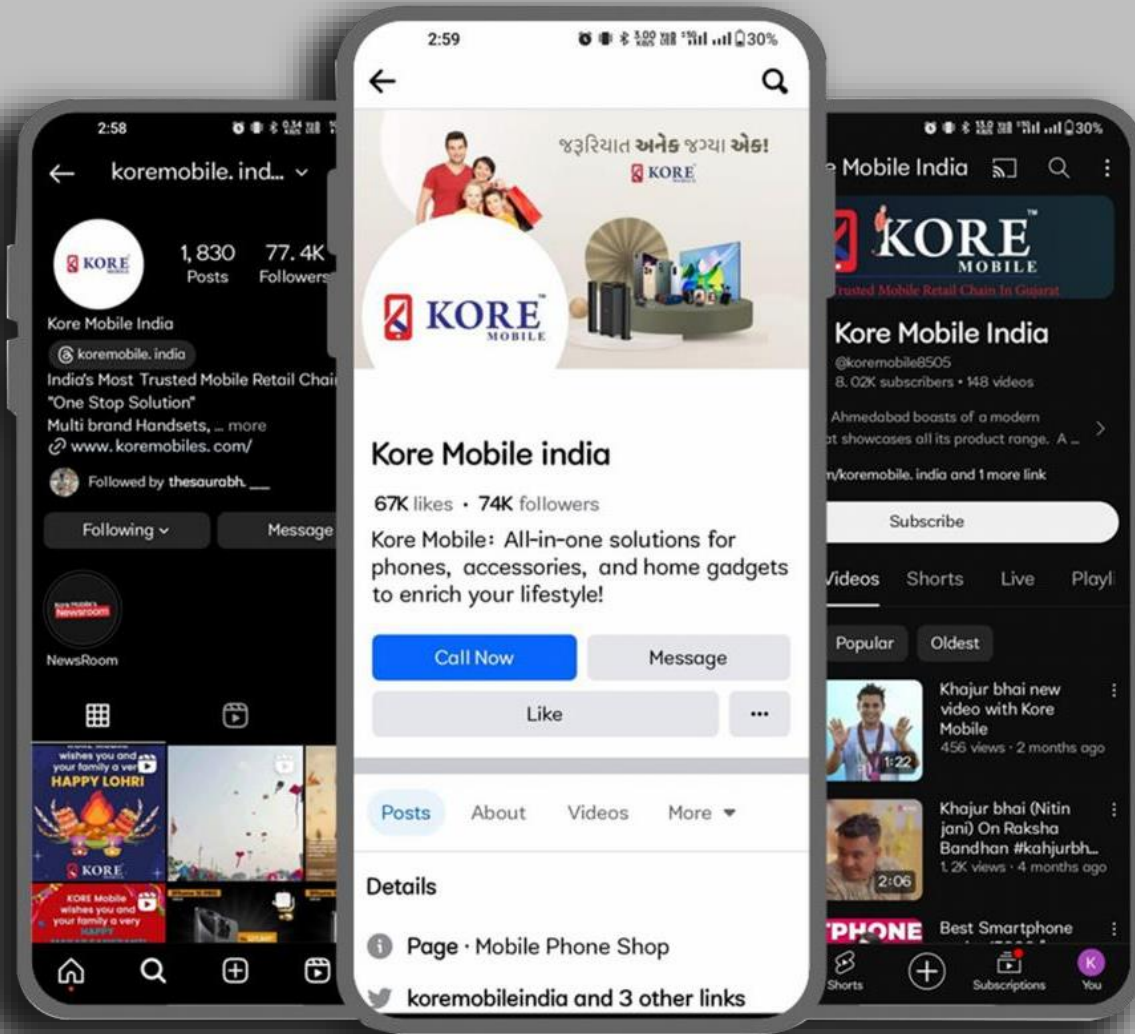
Local Market Understanding: Stores in rural and semi-urban areas can tailor their inventory and promotions to meet the specific needs and preferences of the local population, offering products that are more relevant to their daily lives.

Adaptation to Payment Preferences: Physical stores can accommodate local payment methods, including cash, which might still be prevalent in rural and semi-urban areas. This flexibility can be crucial in markets where digital payment infrastructure is not fully developed.

Immediate Gratification: Unlike online purchases which require waiting for delivery, buying from a physical store allows customers to take their products home immediately. This is a significant advantage in areas where delivery logistics might be slow or unreliable.

Brand Visibility: Having a physical presence in rural and semi-urban areas increases brand visibility and awareness, which can drive both immediate sales and long-term brand loyalty. This is particularly effective in areas with limited internet access where online marketing may have less reach.

Leveraging Social Media Platforms



Social Media Presence

Utilizing Platforms Like:

-  Twitter
-  Instagram
-  Whatsapp
-  Facebook
-  Youtube
-  LinkedIn

Thriving Opportunities

- Demand For Smartphones, 5G Networks, Electronic Goods

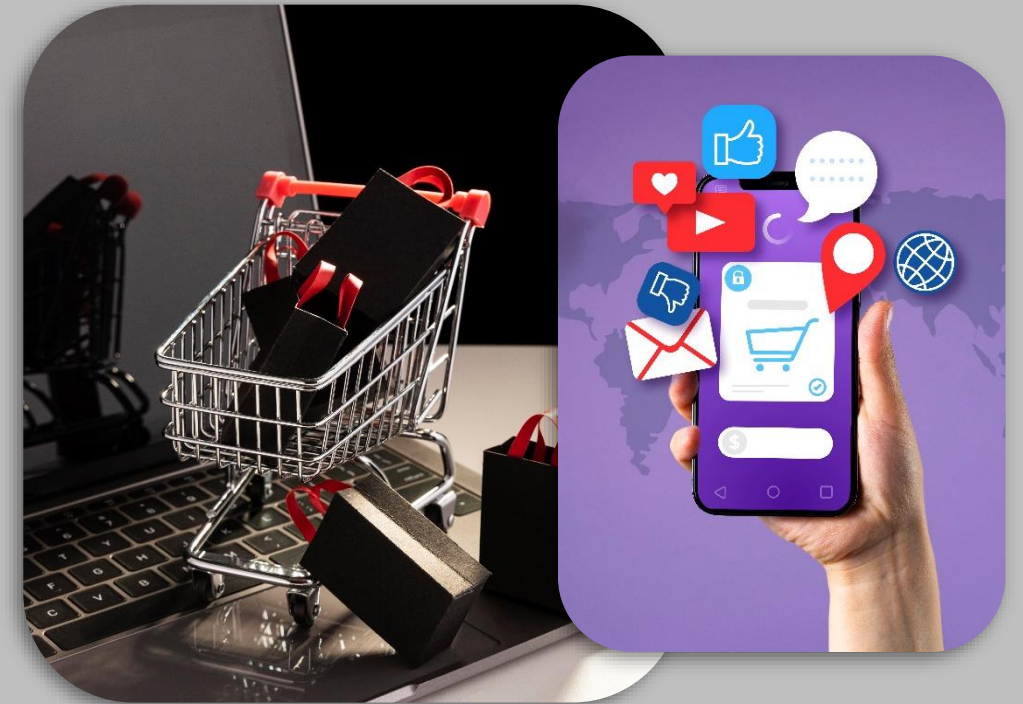
Enhancing Digital Retail Operations

Techgrind Solutions Private Limited has been established as a subsidiary of Jay Jalaram Technologies Limited, with Jay Jalaram Technologies holding a 51% equity stake. This strategic move is set to enhance and diversify Jay Jalaram Technologies' revenue streams by expanding into the digital marketplace.

Specifically, Techgrind Solutions will help the parent company expand its business operations into the digital marketplace for retail trading of mobile phone accessories, audio devices, and related products.

The core business activities of Techgrind Solutions will focus on the software and e-commerce activities including:

- Creating, updating, and maintaining websites.
- Developing and dealing in various software products.
- Providing online platforms for product marketing.
- Offering digital marketing services.
- Managing payment gateways.
- Conducting other e-commerce related activities.



By leveraging these software and digital capabilities, Techgrind Solutions aims to support and enhance the digital retail operations of Jay Jalaram Technologies Limited, thereby facilitating business growth and scalability.

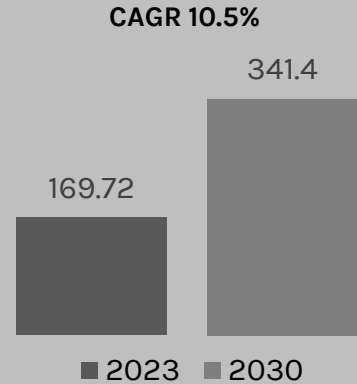
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Industry Overview

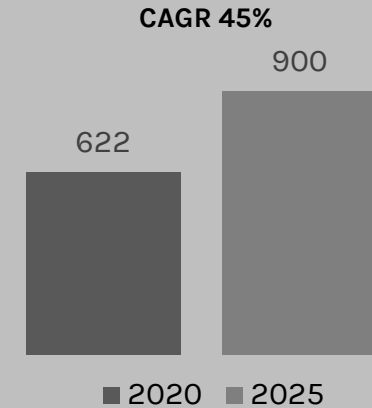


India Smartphone Market Overview

Smartphone Market Market Size (In USD Billion)



Internet Users (In USD Million)



- The B2C e-commerce market in India is expected to grow steadily with a CAGR of 8.68% during 2023-27.
- Affordable, entry-level devices have been the main growth drivers. Increasing demand for latest, higher-end smartphones anticipated.
- India's 5G subscriptions to have 350 million by 2026. accounting for 27% of all mobile subscriptions.

- India is a significant market for smartphones with over 1.3 billion people.
- Smartphone market penetration in India is around 40%, compared to the global average of 60%. Significant potential for growth in smartphone adoption.
- Increasing purchasing power, especially in urban centers and tier 2/3 cities, fueling market growth.

- India is the world's second-largest telecommunications market with a total telephone subscriber base of 1,190.33 million in December 2023 and has registered strong growth in the last decade.
- India ranks 2nd in "international mobile broadband internet traffic" and "international Internet bandwidth."
- Average wireless data usage per wireless data subscriber was 14.6 GB per month in FY21 and is expected to reach to 40 GB by 2026.

Source: *Economictimes, Ibef.e-commerce, Ibef. Telecommunications, maximizemarketresearch*

India's growing middle class is driving demand for high-end household appliances

- The revenue generated in the Household Appliances market in India is estimated to be US\$59.19bn in 2024. It is projected to grow annually by 7.35% (CAGR 2024-2029).
- The largest segment in this market is Major Appliances, with a market volume of US\$38.19bn in 2024.
- In terms of per household revenues, in India is expected to generate US\$205.10 in 2024.
- By 2029, the market volume is expected to reach 505.1m pieces.
- In 2025, the Household Appliances market is anticipated to exhibit a volume growth of 3.3%.
- The average volume per household in the Household Appliances market is projected to be 1.50pieces in 2024.

Market Growth and Potential:

The market has generated USD 75 billion this year and is projected to grow at a CAGR of 5.5% during the forecast period.

Both large and small appliances are driving this growth, with notable categories including air conditioners (AC), washing machines, and refrigerators.

Driving Factors:

Economic growth and changing consumer lifestyles have increased the demand for home appliances. The rise in working individuals, nuclear families, single-person households, and job migration is boosting the need for convenient and time-saving appliances. Emphasis on energy efficiency, digital penetration, and consumer aspirations are key growth drivers. The growing urban middle class and increased demand from rural India, coupled with rising disposable incomes and easy credit availability, are boosting spending power.

Future Prospects:

Increased electrification of rural areas and the influence of social media are anticipated to drive future demand. Legislative changes and government initiatives are expected to support the market's exponential growth in the coming years.

Source: mordorintelligence, statista



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Management Overview



Brief Profiles of Directors



Mr. Kamlesh Thakkar
Chairman & Managing
Director

10+ years of experience

He is having more than 10 years of experience of the retail business of mobile phones, its related accessories, consumer durable electronic goods and other electronic goods.

He has been instrumental in taking major policy decisions of the Company and also in leading the Company.

He is playing vital role in formulating business strategies and effective implementation of the same



Mr. Kamlesh Lalwani
Executive Director

10+ years of experience

He is having more than 10 years of experience of the retail business of mobile phones, its related accessories, consumer durable electronic goods and other electronic goods.

He is generally entrusted with the responsibilities to look after the sales and other general administration of the Company.



Mr. Mukeshkumar Bhatt
Executive Director

10+ years of experience

He is having more than 10 years of experience of retail business of mobile phones, its related accessories, consumer durable electronic goods and other electronic goods.

He is looking after finance, sales & marketing, brand building, human resource, general affairs of retail stores across the Gujarat and business expansion of the Company.



Mr. Vipul Thakkar
Non-Executive Director

10+ years of experience

He is having more than 10 years of experience in the retail business of electronics goods, mobiles & it's related accessories and audio devices. He is generally looking after the sales operation of the Company. He is also looking after finance and accounts.



Ms. Heer Kanjani
Independent Director

2+ years of experience

She is having more than 2 years of professional experience in various corporates laws and compliances.



Mr. Mitesh Mehta
Independent Director

10+ years of experience

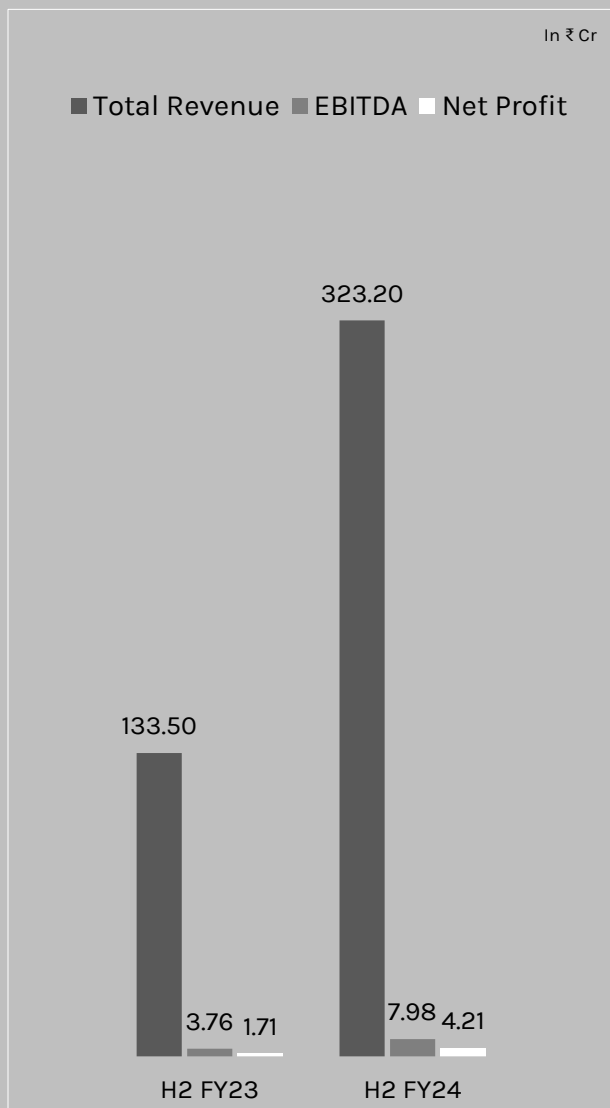
He is having more than 10 years of experience in the fields of accounts, finance, information technology, general administration, business strategy, insurance services, investment banking, portfolio management services and real estate business.

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Financial Overview

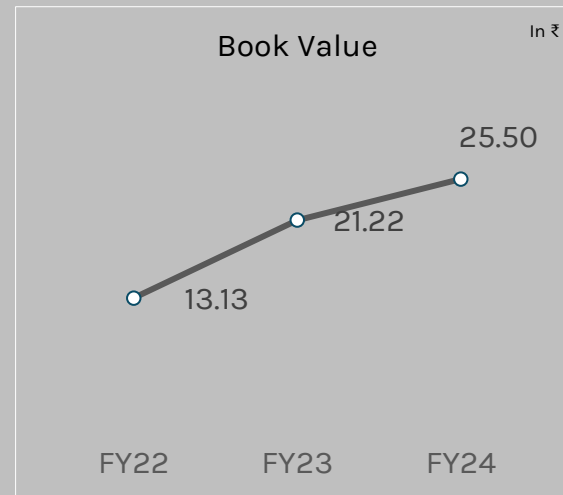
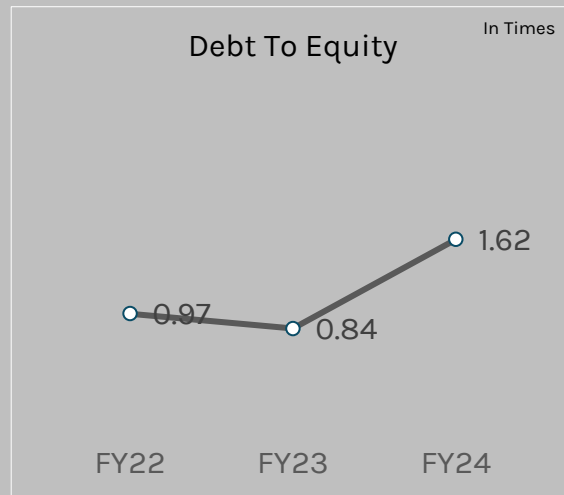
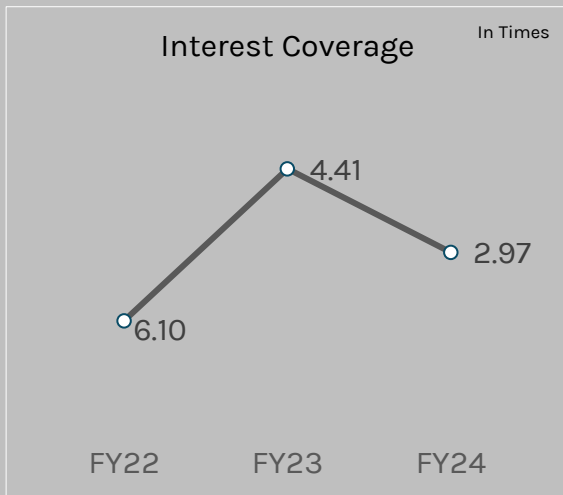
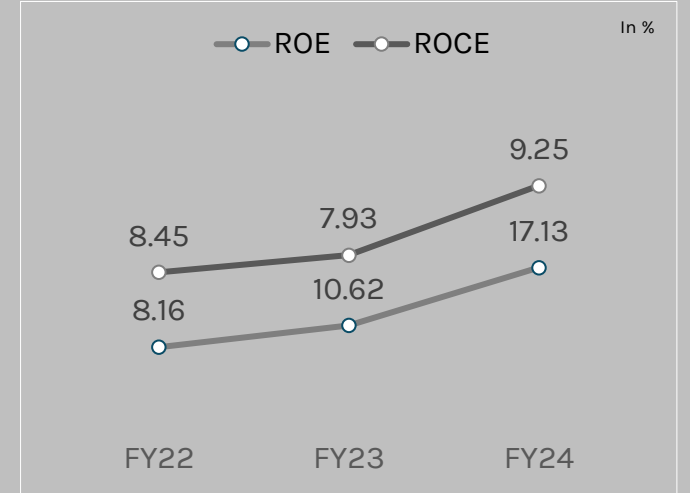
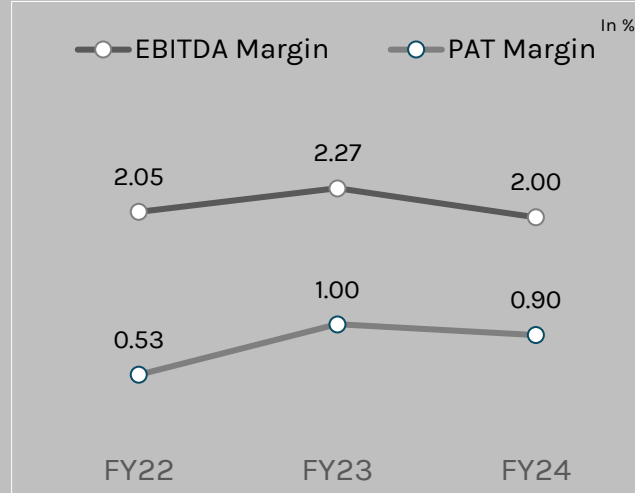
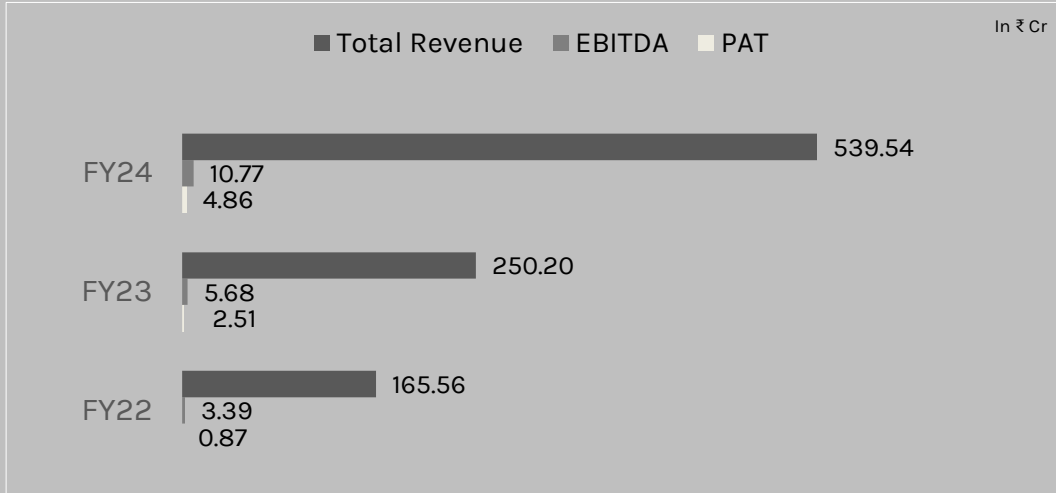
H2 FY24 Financial Highlights (Standalone)

In ₹ Cr



Particulars	H2 FY24	H2 FY23	YoY Growth
Net Sales	322.66	132.82	
Other Income	0.54	0.67	
Total Income	323.20	133.50	142.10%
Expenses			
Raw material	293.64	116.98	
Employee Benefit Expenses	4.68	2.16	
Other Expenses	16.89	10.59	
Total Expenditure	315.22	129.73	
EBIDTA	7.98	3.76	111.97%
EBIDTA(%)	2.47	2.82	-35 Bps
Interest	1.74	0.30	
Depreciation	0.60	0.49	
PBT	5.64	2.98	
TAX Expense (Including Deferred Tax)	1.40	0.64	
PAT	4.24	2.34	81.56%
Other Comprehensive Income	0.03	0.62	
Net Profit	4.21	1.71	145.78%
NPM(%)	1.30	1.28	02 Bps
EPS(₹)	3.79	1.74	117.82%

Key Financial Metrics



Profit & Loss Statement (Standalone)

In ₹ Cr

Particulars	FY24	FY23	FY22
Revenues	538.72	249.20	165.26
Other Income	0.82	1.00	0.30
Total Income	539.54	250.20	165.56
Raw Material Expenses	489.71	221.92	149.21
Employee costs	7.76	3.88	2.43
Other expenses	31.29	18.72	10.53
Total Expenditure	528.77	244.52	162.17
EBITDA	10.77	5.68	3.39
Finance Costs	3.27	1.07	1.37
Depreciation	1.07	0.98	0.95
PBT	6.44	3.64	1.08
Exceptional item	0.11	0.00	0.00
PBT after exceptional item	6.32	3.64	1.08
Tax	1.46	1.13	0.21
PAT	4.86	2.51	0.87

Balance Sheet (Standalone)

In ₹ Cr

Equities & Liabilities	FY24	FY23	FY22
Equity	11.13	11.13	2.71
Reserves & Surplus	17.25	12.49	7.97
Net Worth	28.38	23.62	10.68
Non Current Liabilities			
Non Current Borrowings	10.44	10.13	9.99
Other Long Term Liabilities	30.44	15.95	7.88
Long Term Provision	0.20	0.14	0.11
Total Non Current Liabilities	41.08	26.22	17.98
Current Liabilities			
Current Borrowings	35.64	9.66	0.41
Trade Payables	27.55	17.72	6.25
Short Term Provisions	0.20	1.24	0.29
Other Current Liabilities	13.76	2.68	0.29
Total Current Liabilities	77.14	31.29	7.25
Total Liabilities	146.61	81.14	35.90

Assets	FY24	FY23	FY22
Non Current Assets			
Fixed assets	8.90	7.29	6.87
Non Current Investments	0.01	0.00	0.00
Other Non Current Financial Assets	0.00	0.00	0.68
Deferred Tax Assets (Net)	0.37	0.35	0.40
Other Non Current Assets	1.93	1.83	0.00
Total Non Current Assets	11.21	9.46	7.94
Current Assets			
Inventories	90.63	39.18	18.36
Trade receivables	9.32	3.05	0.51
Cash & Bank Balance	6.78	10.14	4.60
Other Current Financial Assets	19.41	10.20	0.12
Other Current Assets	9.26	9.10	4.37
Total Current Assets	135.40	71.68	27.96
Total Assets	146.61	81.14	35.90

Cashflow Statement (Standalone)

In ₹ Cr

Particulars	FY24	FY23	FY22
Cash from Operation	-24.15	-11.81	-3.09
Cash from Investments	-2.24	-1.08	0.71
Cash from Financing	23.02	18.43	1.48
Net Cash Flow	-3.37	5.54	3.51
Cash Op Bal	10.14	4.60	1.09
Cash Cl Bal	6.78	10.14	4.60

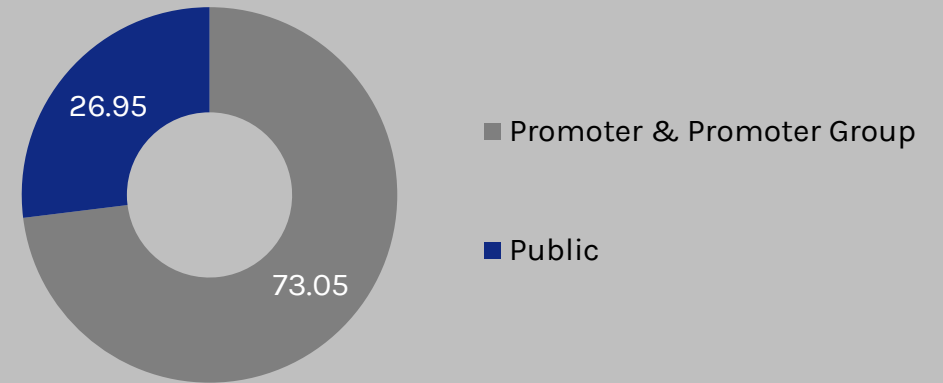
As on 30-05-2024

As on 31-03-2024

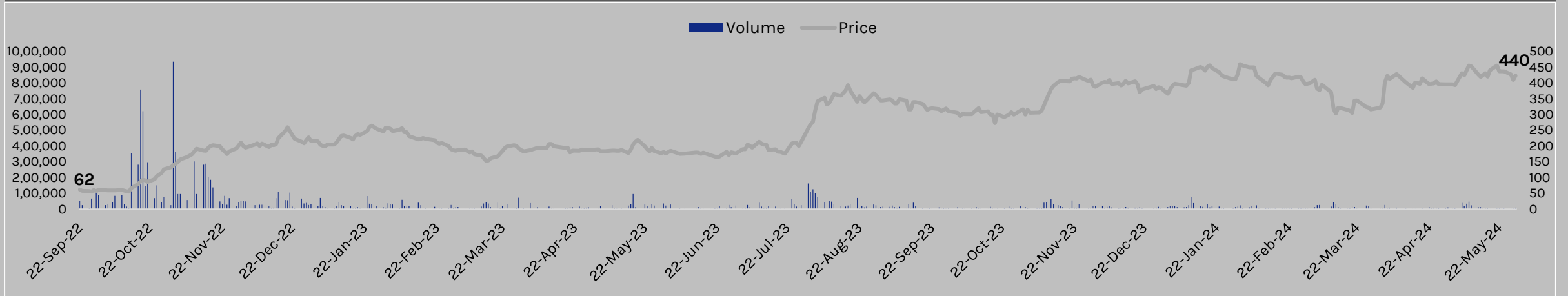
NSE: (INE0J6801010)

Share Price ₹	440.00
Market Capitalization ₹ Cr	489.72
No. of Share Outstanding	1,11,30,000
Face Value ₹	10.00
52 Week High ₹	528.00
52 Week Low ₹	160.00

Shareholding Pattern



Share Performance From 8th September 2022 Till Date



Source: NSE

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The Way Forward







Sales Improvement

Expanding retail stores in Tier 2 and Tier 3 towns across Western India to capture a larger market share and reduce overhead costs. The GST era favors organized players, targeting the lower middle-class segment.



Market Skills And Relationship

Maintaining strong customer relationships and satisfaction through effective follow-ups and leveraging market skills for customer-centric service.



Brand Visibility

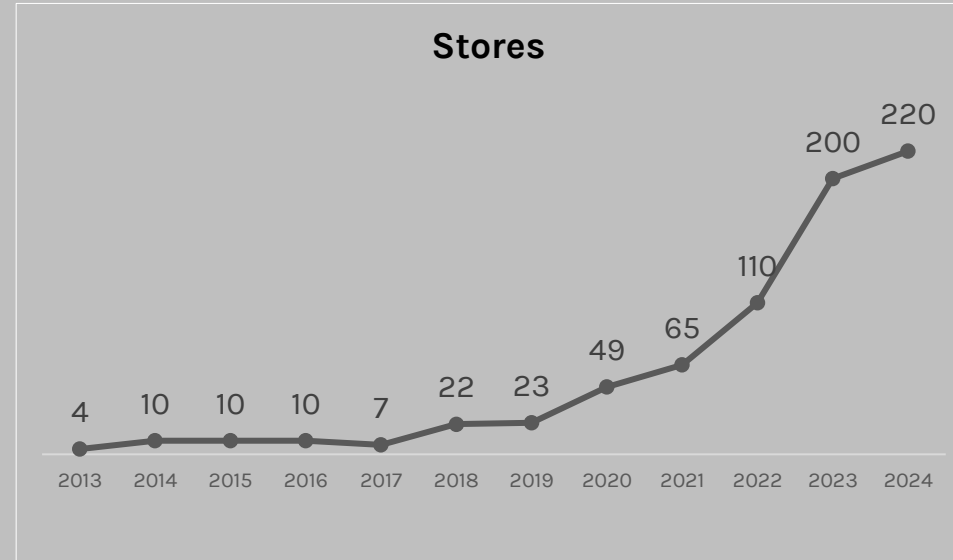
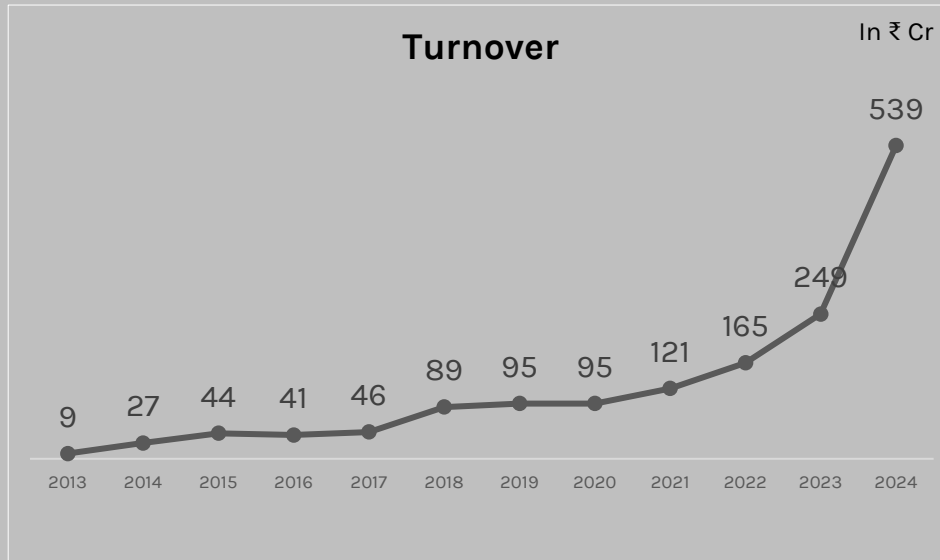
Increasing brand recall and visibility by promoting the brand and expanding the network of channel partners and dealers.



Competitive Edge

Enhancing the product range and introducing new products in high-end and mid-segments to meet rising demand and maintain a competitive advantage.





2024 Company Achievements:

STORES

Nationwide: 220+

Gujarat Uttar Pradesh: 100+

FINANCIAL

Turnover: ₹530+ crore

STAFF

Dedicated Staff: 230+



Thank You



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