

OK PLAY INDIA LTD



INVESTOR  
PRESENTATION

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SEPTEMBER 2024



## Diversified Plastics Business



**TOYS**



**AIR FILTRATION**



**AUTOMOTIVE COMPONENTS**

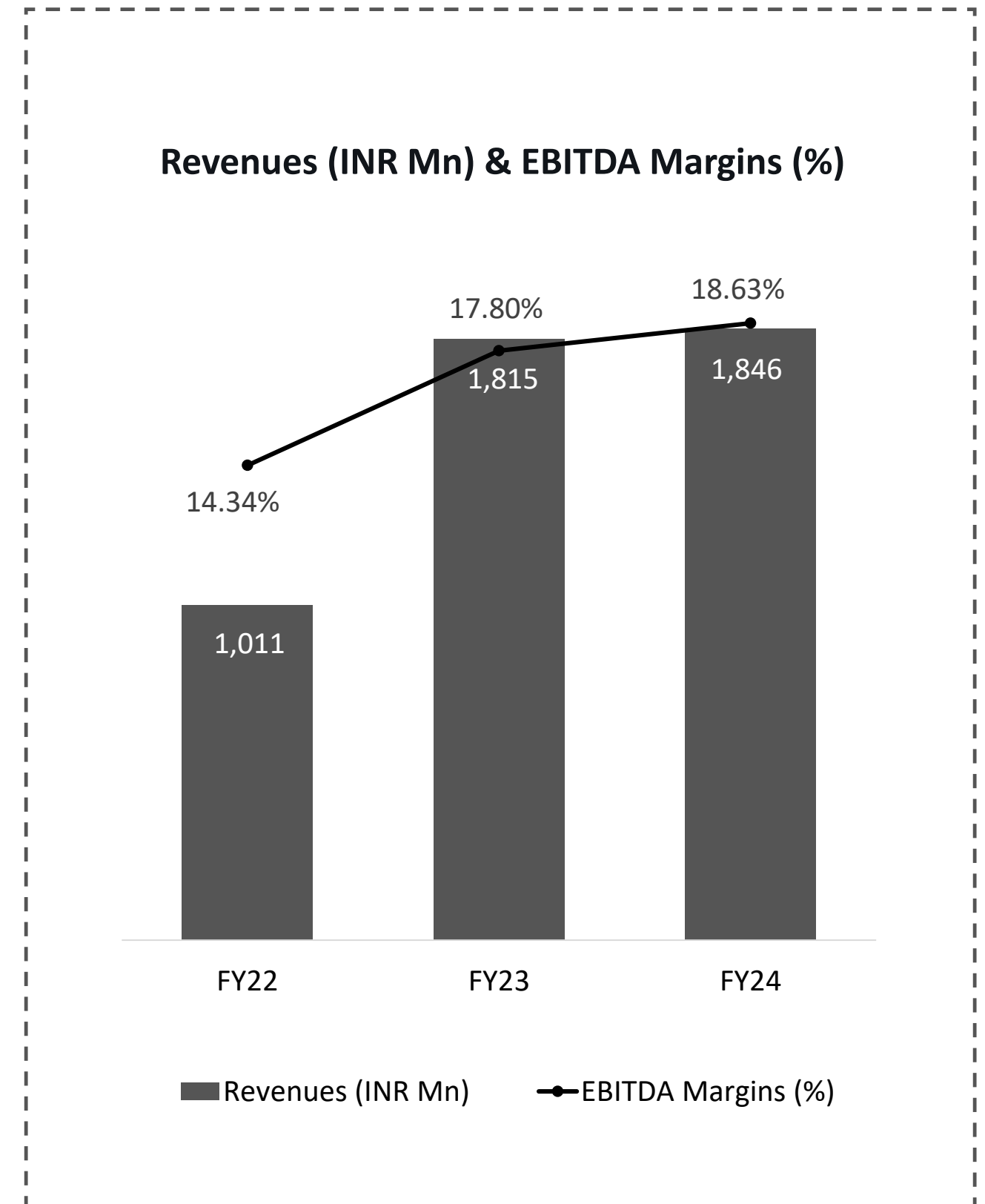


# COMPANY OVERVIEW



# COMPANY OVERVIEW

- Incorporated in 1988, OK Play India Limited is engaged in the manufacturing of plastic moulded products, having three primary business segments of Toys, Automotive components.
- The company has over three decades of experience in plastic products manufacturing.
- Its manufacturing plants are located in Haryana, Tamil Nadu and Rajasthan where advanced technologies such as Roto, Blow, and Injection moulding are used for production.
- The company has a wide range of 75+ SKUs under its Toys segment, where it caters to both retail and institutional clients.
- OK Play is a preferred supplier to top automotive manufacturers such as Ashok Leyland, Volvo Eicher and Caterpillar.
- The engineering and design department are renowned for high proficiency, with a focus on innovation, quality, and sustainability.



# KEY MANAGEMENT PERSONNEL



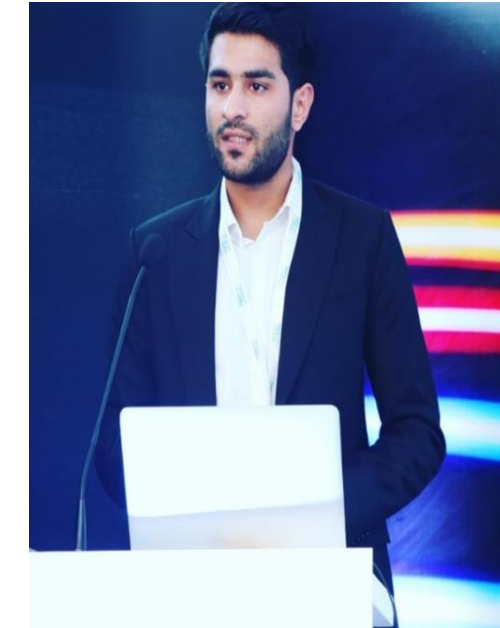
**Mr. Rajan Handa**  
*Managing Director*

- Engineering Graduate from Punjab University
- Promoter of the OK Play Group, manages overall affairs of the Company
- 30 years + experience



**Mr. Rishab Handa**  
*Executive Director & CFO*

- Engineering Graduate from State University, Pennsylvania
- Responsible for financial management, sales, marketing and brand management of all products being manufactured by OK Play
- 9 years + experience



**Mr. Raghav Handa**  
*Executive Director*

- Engineering Graduate from State University, Pennsylvania
- Responsible for New Product Development and managing overall operations of OK Play
- 9 years + experience



**Mr. Sudhir K Patro**  
*Executive Director*

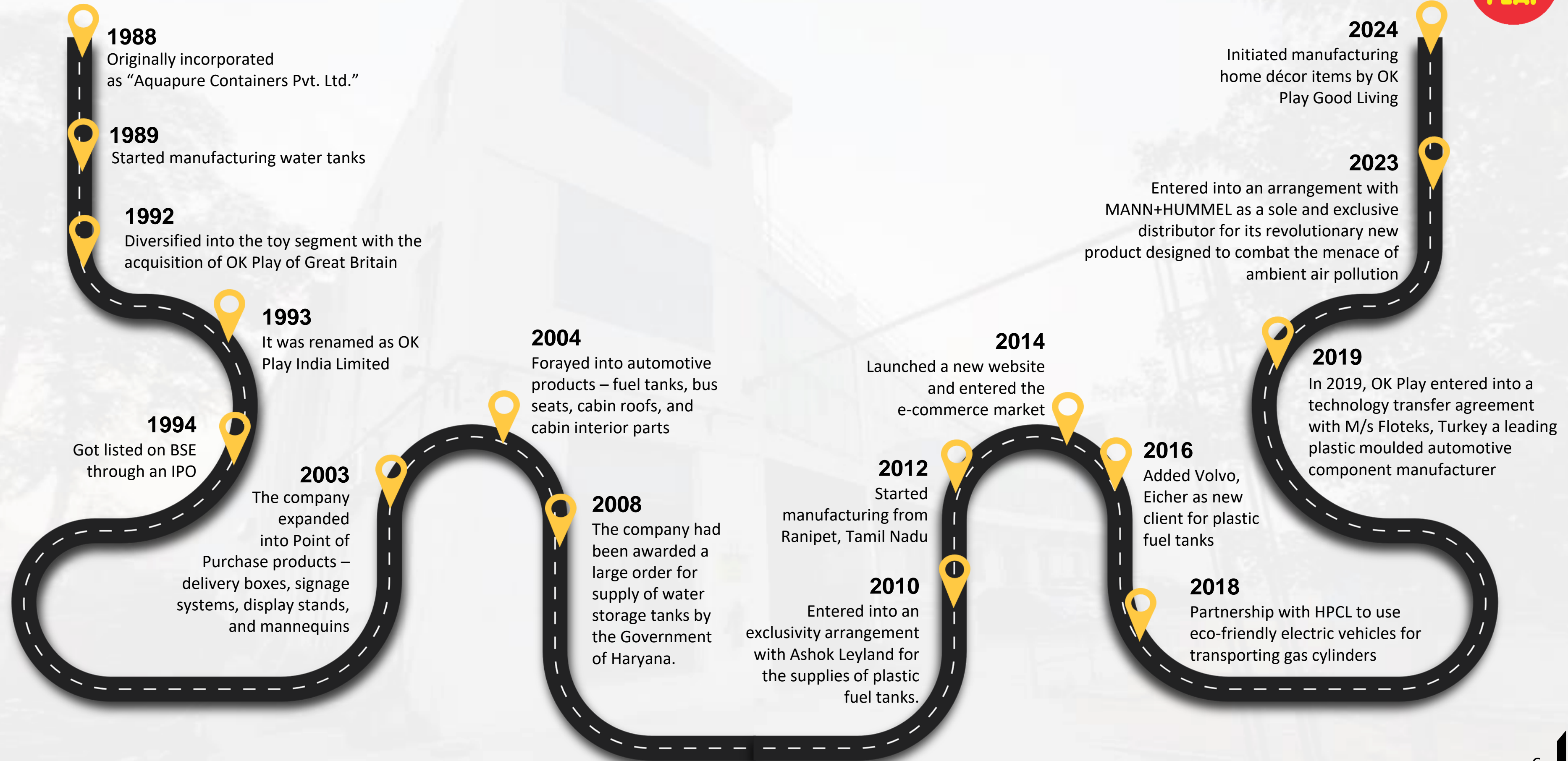
- He is an automobile engineer with an MBA degree and has over 33 years of experience in the automotive components industry and business development



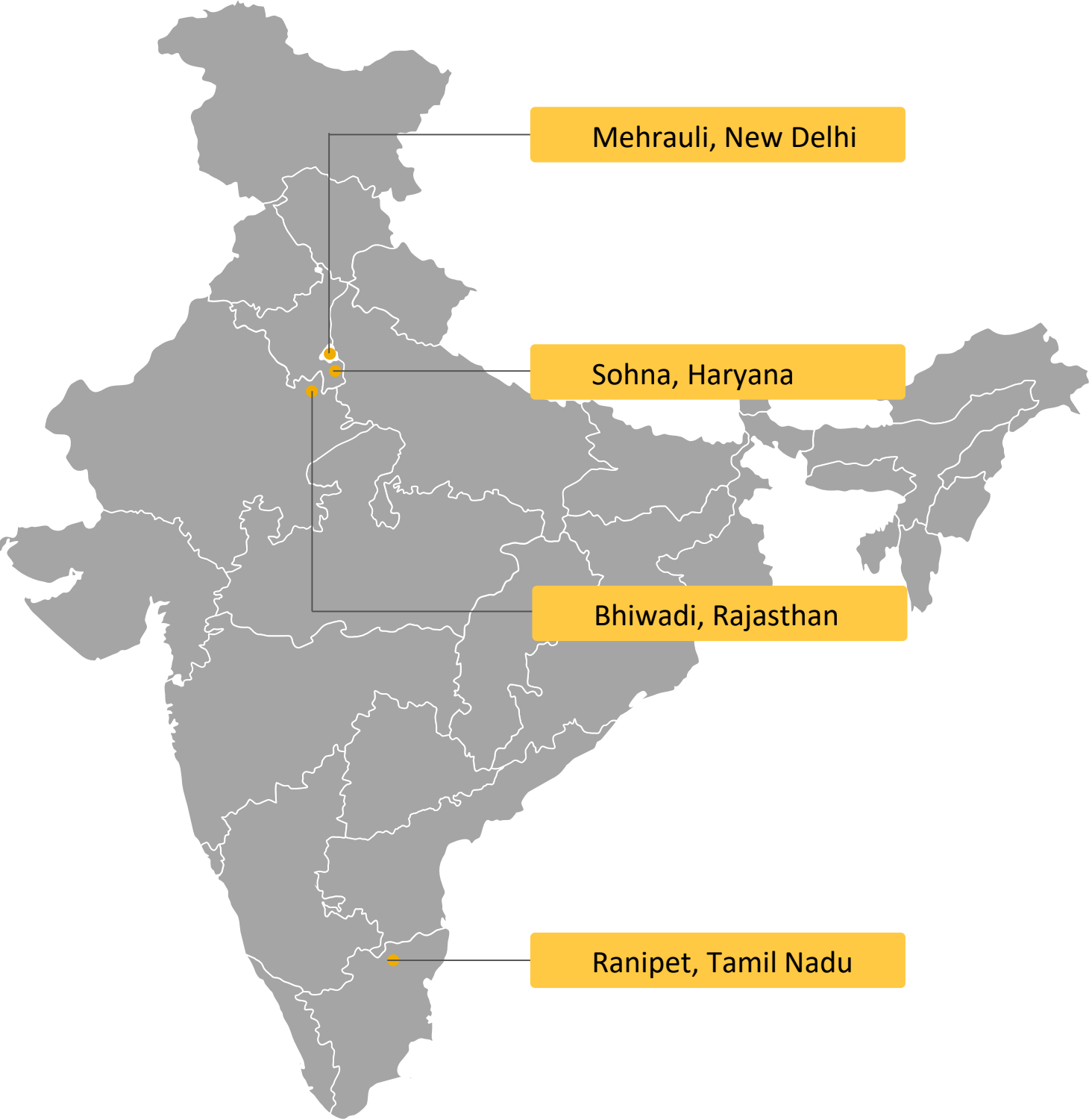
**Mr. Rakesh Bhat**  
*VP - Corporate Quality*

- He is a B.E. (Mechanical) graduate and a certified Six Sigma Black Belt. He has worked as a management representative for IATF 16949, EMS, and OHSAS and has over 24 years of experience working with reputed companies like Tata Motors

# OUR JOURNEY



# MANUFACTURING FACILITIES



**Years of operation** : 36 Years



**Headquarters location:** 124, New Manglapuri, Sultanpur, Delhi-110030



**Country of Origin** : India



**No Of Employees** : 400+



**Manufacturing Location Count:** 03

## MEHRAULI, NEW DELHI

- 124, New Manglapuri, Manglapuri Village, Mehrauli, New Delhi, Delhi- 110030



## SOHNA, HARYANA

- Spread across 4 acres
- Built up area – 1,20,000 sq. ft.
- Utilization – ~80%
- Workforce – 200 per shift
- Ownership – Freehold



## RANIPET, TAMIL NADU (AUTO & TOYS)

- Spread across 11 acres
- Built up area – 40,000 sq. ft.
- Utilization – ~80%
- Workforce – 75 per shift
- Ownership – Freehold
- Surplus -- ~10.08 acres



## BHIWADI, RAJASTHAN (TOYS & AUTO)

- Spread across 1.5 acres
- Built up area – 45,000 sq. ft.
- Utilization – ~75%
- Workforce – 75 per shift
- Ownership – Leasehold



# INTEGRATED MANUFACTURING FACILITIES



## ROTO MOULDING



**Number** : 5 machines  
**Capability** : upto 4,300 mm diagonal length

## BLOW MOULDING



**Number** : 11 machines  
**Capability** : upto 200 litre

## INJECTION MOULDING



**Number** : 2 machines  
**Capability** : upto 180 tons

## VACUUM FORMING



**Number** : 1 machine  
**Capability** : upto 180 tons

## OTHER CAPABILITIES



Tool Room, Extrusion, Pulverizing, PU Foaming, Ultrasonic Welding, Pad Printing, Powder Coating

**NORTH SOHNA PLANT**

**NORTH BHIWADI PLANT**

**SOUTH RANIPET PLANT**

**Number** : 3 machines  
**Capability** : upto 4,300 mm diagonal length

**Number** : 1 machine  
**Capability** : upto 200 litre

**Number** : Nil  
**Capability** : Nil

**Number** : Nil  
**Capability** : Nil

**Tool Room**

**Number** : 1 machine  
**Capability** : upto 200 litre

**Number** : Nil  
**Capability** : Nil

**Number** : Nil  
**Capability** : Nil

**Tool Room, Extrusion, Pulverizing**

**TOYS**



**AIR FILTRATION**



**AUTOMOTIVE COMPONENTS**



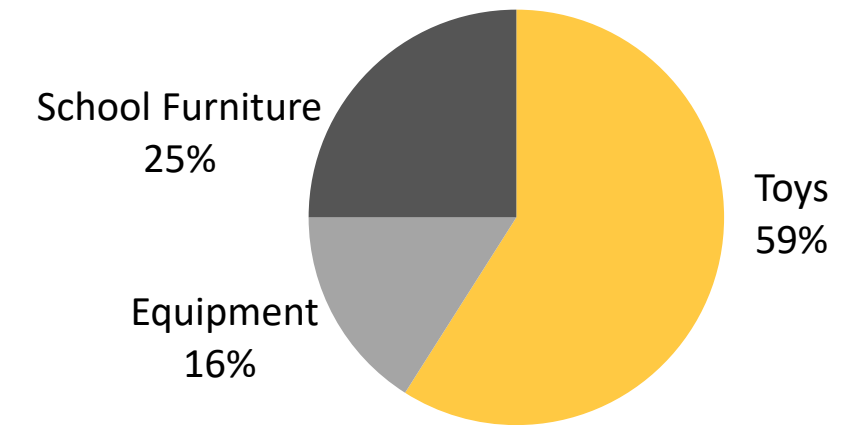
# **BUSINESS OVERVIEW**



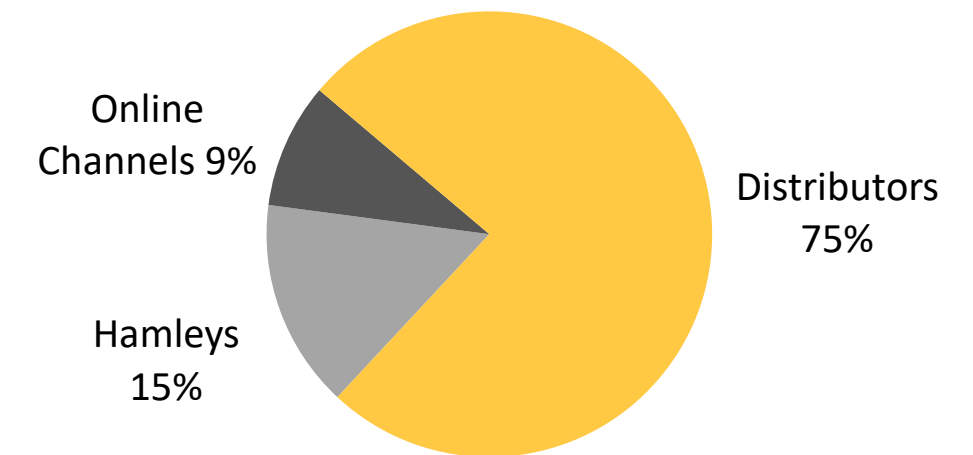
# TOYS

- OK Play India Ltd, established through the acquisition of OK Play United Kingdom in 1992, is among India’s largest homegrown manufacturer of plastic rotational and blow-molded toys, school furniture, and outdoor play equipment.
- Utilizing Roto, Blow, and Injection Molding techniques, the company ensures high-quality production.
- In-house R&D facility supports design and development, including product design, prototype manufacturing, process design, and validation/testing. This comprehensive setup ensures meticulous attention to detail and enables smooth progression through our project's developmental phases.
- A stringent quality control process, encompassing material inspection, testing, feedback integration, compliance monitoring, and training, ensures manufacturing integrity and customer satisfaction.
- With a robust distribution network of over 150+ stores in India and abroad, and 100+ dealer networks and touchpoints, the company also plans to increase exports in the future.
- This distributor channel distribute products for sale in retail stores, online marketplaces, and international markets.
- Major companies including MGA Entertainment and Hamleys (Reliance Industries) have contract manufacturing provisions with the company.
- Institutional Sales is done to Podar, Bal Bharti, Euro Kids, Heritage School, Army Public School, Indian AirForce School, DPS, Navy Children School and Lotus Valley International School.
- Retail Customers includes Firstcry, Hamleys, Babyhug, Shooting Star, Toycra, Zoozi etc.
- Company also sells its products online through websites such as Amazon, Myntra, Flipkart, and Firstcry.
- Offerring white labelling services to industry titans like Amazon, Firstcry, Kmart, and Little Likes.
- Exporting to reputed brands such as Zoozi, Hamleys, MGA Entertainment, Kmart, Little tikes and Anko.
- Successfully launched 500+ Products; Onboarded 80,000+ schools as customers and 5,000+ retail stores.

**FY24 Toys Revenue Mix (INR Mn)**



**Distribution Channel wise Revenue**



# MARQUEE CLIENTS



# PRODUCTS



## TOYS

- OK Play makes colourful, non-toxic, extremely safe toys by instilling learning and other core values required for healthy childhood.
- OK Play has a wide range of toys for children of all age groups ranging from sports, games, active play, ride-ons and pre school.
- Price Ranges from INR 200 – INR 30,000



## EQUIPMENT

- Indoor Play Equipment series comprises of Fun-stations, Easels, Rockers, See-Saws, Slides, Swings, Ride-Ons and many more options
- Outdoor play equipment includes fun stations of various ranges.
- Price Ranges from INR 19,000 – INR 21,84,000



## SCHOOL FURNITURE

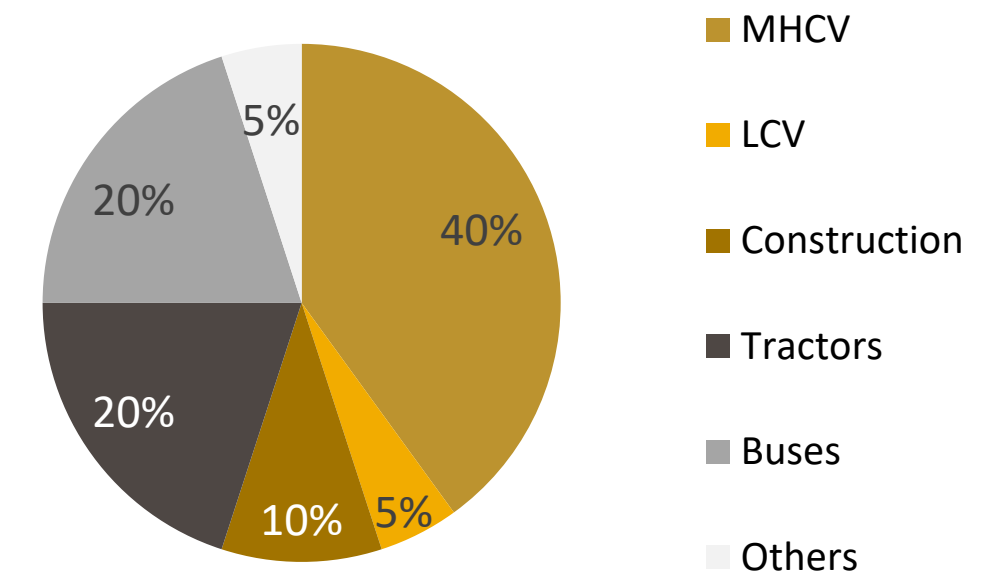
- With options for both primary and secondary school settings, OK Play's school furniture meets European safety standards and is favored countrywide for quality and value.
- Furniture can be divided into two main categories i.e., furniture for primary schools & furniture for secondary schools
- Price Ranges from INR 700 - INR 24,000



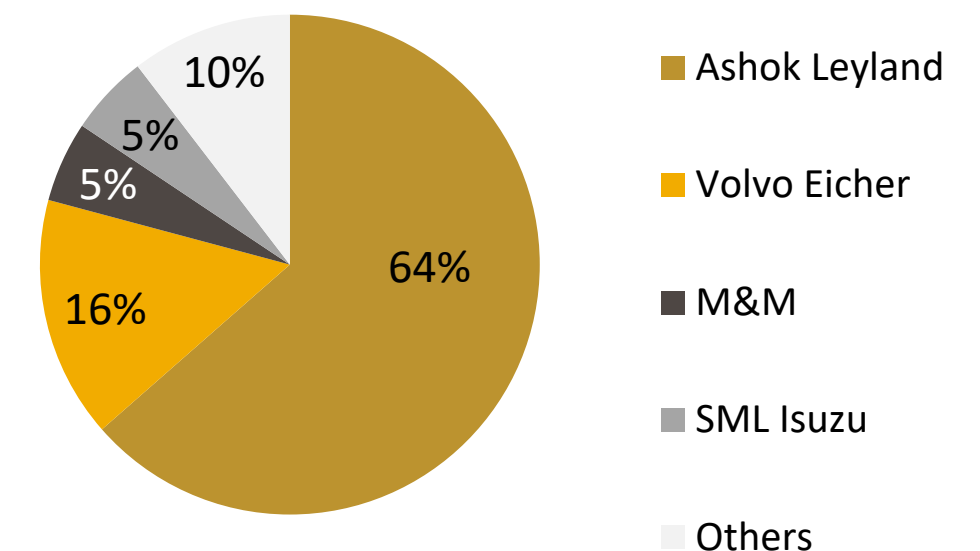
# AUTOMOTIVE COMPONENTS

- In 2004, OK Play expanded into automotive products, including fuel tanks, bus seats, cabin roofs, and interior parts.
- Now operating as OK Play Auto, it's the largest manufacturer of plastic fuel tanks, producing 2,50,000 annually.
- Specializing in plastic components for MHCVs, buses, tractors, OK Play Auto provides end-to-end solutions from mold design to manufacturing.
- Serving as a Tier 1 supplier to 30 OEMs, it's a single-source supplier to companies like Ashok Leyland and CAT.
- Focused on weight reduction and improved fuel efficiency, OK Play Auto uses high-grade plastic materials.
- Having partnered with Floteks in 2019 to comply with BS VI standards and partnering with ATEK Group, which includes Solar Plastics LLC, a leader in roto molding fuel tanks technology.
- Achieving a high growth rate over the last five years with consistent EBITDA margins, a considerable portion of revenue comes from the non-auto sector.
- The company is also seeing positive contributions from new partnerships which are outside the automotive sector as it is now producing rotational and blow molded parts for prominent windmill companies such as Vestas and Indocool.
- Ok Play is exploring entry into the passenger vehicle market with initial focus will be on manufacturing vacuum foam parts and blow molded fuel tanks.

**FY24 Revenue Breakup : Application Wise**



**FY24 Revenue Breakup : Client Wise**



# MARQUEE CLIENTS



# PORTFOLIO OVERVIEW



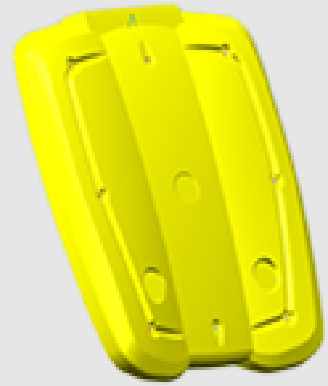
	<p>Fuel Tank, Urea Tank, Snorkel, Mudguard, Fender, Ducts (Air Intake)</p>				
	<p>Fuel Tank, Urea Tank, Bus Seat, Bus Interior Parts</p>				
	<p>Fuel Tank, Canopy, Roof Top, Heat Insulator Cover</p>				
	<p>Fuel Tank, Water Tank, Fender, Consoles, Hydraulic Tank, Expansion Tank, Canopy, Rooftop, Belt Guards, Skirting, Ring Bellow, Light Cover</p>				
	<p>Fuel Tank, Water Tank, Fender, Consoles, Hydraulic Tank, Expansion Tank, Canopy, Rooftop, Belt Guards, Skirting, Ring Bellow, Light Cover</p>				
	<p>Plastic Box, Cell Holder, Chassis, Dashboard, Mud Guard, Side Panel, Wheel Cap, Front Fascia, Driver &amp; Passenger Seat, Door &amp; Roof, Frame, Bumper</p>				
	<p>Fuel Tank For DG Sets, Fan Box, Cooling Tank For Windmills Ducts, Cabinet</p>				
					
					

# PRODUCTS



## EXISTING

## NEW LAUNCH



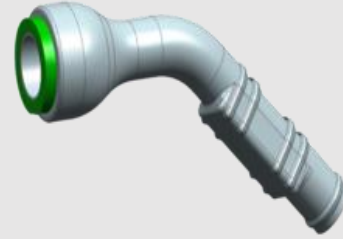
CANOPY /  
ROOF TOP



MUDGARDS



CONTAINER BASED  
SANITATION



REAR PIPELINE



COMBINATION  
TANK



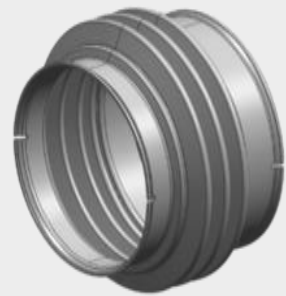
PLASTIC FUEL  
TANKS



CONVENTIONAL  
(Diesel + Urea tank)



BUS SEATS



DUCT (AIR INTAKE)



UREA TANK



FENDERS



COOLING TANK



ELECTROLYTE TANK



COMPTANK  
(single piece tank)

# ROBUST PORTFOLIO



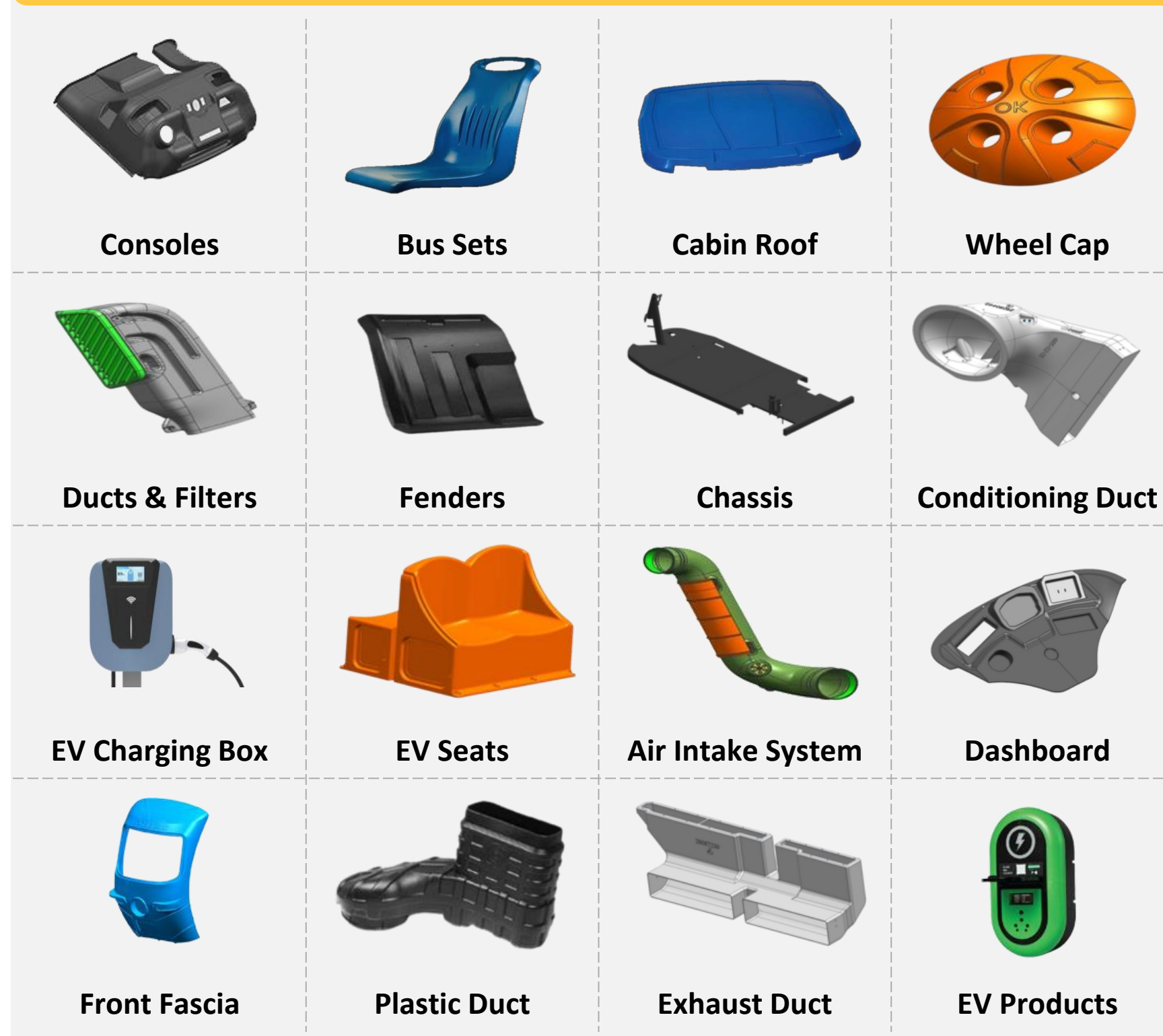
## FUEL TANKS



## UREA / HYDRAULIC / WATER TANKS



## OTHER PRODUCTS



Application : Trucks, Buses, Tractors, Construction Equipment, Off Road Vehicles, Electric Vehicles, DG Sets, Water Treatment, etc.

# COLLABORATION WITH MANN + HUMMEL

MANN+  
HUMMEL



MANN+HUMMEL is a leading global company in filtration technology. Under its two business units - Transportation and Life Sciences & Environment, the Ludwigsburg-based Group (Germany) develops intelligent filtration and separation solutions that enable cleaner mobility, cleaner air, cleaner water, and cleaner industry.

Thus, the 1941 founded family-owned company makes an important contribution to a clean earth and the sustainable use of limited resources. In 2022, over 22,000 employees at more than 80 locations generated a turnover of EUR 4.8 billion.

## TEAMED UP FOR SWIFT LAUNCH IN INDIA

- Tested and certified for fine dust filtration
- German technology with local manufacturing capability
- Partnership with OKPLAY for swift market entry, installation & Service



# MANN + HUMMEL AND OK PLAY INDIA

## INTRODUCE REVOLUTIONARY TECHNOLOGY TO COMBAT THE MENACE OF AIR POLLUTION

OK Play India Limited and global filtration solutions company MANN+HUMMEL, in association with the Indo-German Chamber of Commerce hosted a symposium to create awareness on air-pollution causes, effects and solutions at Hotel Ashok, New Delhi on 15th February 2024. The gathering brought together several senior dignitaries, government functionaries, NGOs, industry and academia to deliberate on solutions that can aid in tackling the incessant issue of air pollution.

### OK PLAY INDIA AND MANN+HUMMEL INTRODUCED THREE PATH BREAKING PRODUCTS AT THE SYMPOSIUM, TARGETED AT TACKLING THE MENACE OF AIR POLLUTION AS UNDER

- **OurAir Mobile Air Purifiers:** Targets indoor air quality, reducing viruses, harmful gases, and allergens with >99.99% virus capture using HEPA H14 filters, including SARS-COV2 and influenza. Also tackles unpleasant odors and harmful gases, promoting a healthier environment and boosting productivity by reducing sick rates.
- **PureAir:** Boasts nano-fiber enhanced filter elements for superior filtration, achieving high clean air delivery rates (CADR) through innovative design. Ideal for vehicles and adaptable for public spaces like Metro stations and convention halls, offering a solution for enhanced air quality and reducing outdoor pollution.
- **Filter Cube:** Designed for outdoor use in pollution hotspots, such as traffic junctions and school yards, effectively reducing air pollutants. Equipped with sensors for monitoring air quality and weather data, with automated filter controls for energy efficiency.



TOYS



AIR FILTRATION



AUTOMOTIVE COMPONENTS

# STRATEGIC OVERVIEW



# KEY DIFFERENTIATORS



## Exceptional Capabilities



- Expertise across the value chain right from conceptualizing to product assembly
- In-house commercial tool room with competency to produce very large plastic components

## Global Partnerships



- International tie ups with global majors for innovative products, patented technology
- Competitive edge and ability to provide better solutions to customers

## Bottomline Focused Approach



- Focusing towards high margin orders vis-à-vis high volume business
- Working with clients/orders which ensure certain minimum profitability

## Illustrious Clientele



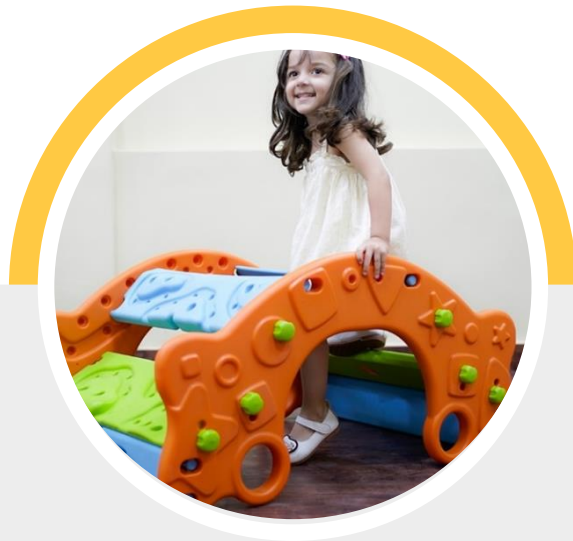
- Fortune 500 companies and global brands are the clients for years
- This is a testimony to the company's product quality, delivery, stringent manufacturing process, audit etc.

## Experienced & Empowered Team



- Professionally led by a dynamic & independent management team with reporting to the BOARD
- Highly skilled and experienced workforce of ~500 including design engineers to machine operators

# FUTURE GROWTH STRATEGY



## TOYS

- Domestic Toys industry to see strong growth potential due to increase in import duties from 20% to 70% in 2023 budget.
- Increase exports due to China+1 strategy deployed by various countries.
- The implementation of the toy Quality Control Order, QCO, in 2021 has enhanced standards and reduced the influx of substandard toys from China.
- Recent pre-trade agreements have granted zero-duty market access for Indian made toys to regions like UAE, the Middle East and Australia
- Existing Partnerships with Hamleys, MGAE, Amazon, etc. offering INR 3,000Mn opportunity in next 2-3 years.
- Company plans to expand capacities by 4x to meet demand from organic growth, envisaged capex INR 1,000mn.



## AUTOMOTIVE COMPONENTS

- The commercial vehicles market to see strong growth in the next 2 – 3 years mainly on account of growth in the infrastructure sector.
- OK Play Auto in collaboration with Floteks, Turkey has successfully developed and commercialized the production of “COMPTANK”.
- Adopted multi pronged strategy – augment product offering, onboard new CV clients, expand non auto segment and increase share of exports.
- OK Play Auto in association with M/s Kohler of USA has developed a revolutionary product – waterless portable toilets – for use in countries like Africa, etc.
- OK Play plans to diversify into blow molded fuel tank for passenger vehicles.
- Additionally, plans are there to diversify Industry segments to non-automotive plastic components like industrials.

**TOYS**



**AIR FILTRATION**



**AUTOMOTIVE COMPONENTS**



# INDUSTRY OVERVIEW



# TOY INDUSTRY OVERVIEW

## Industry Outlook

- From a staggering USD 325 Billion, the global toy market is on track to skyrocket to a whopping USD 440 Billion by 2030, Boasting a thrilling 4.3% annual growth rate
- The Toy Industry in India is INR 15,000 – INR 18,000 crore market wherein the organized market is around INR 3,000 crore – INR 4,000 crore

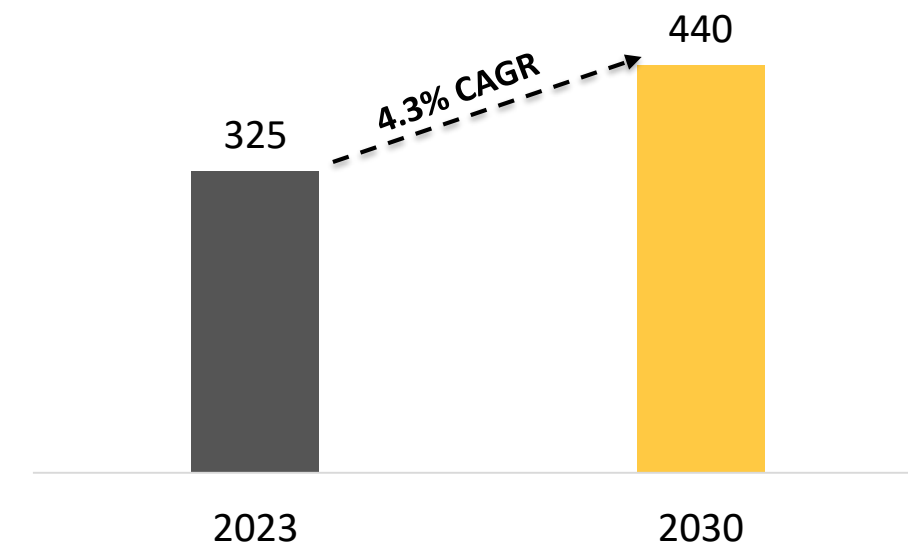
## Growth Drivers

- Shifting preference from conventional toys towards modern and hi-tech electronic toys
- Rising awareness among individuals about the benefits of toys in improving the cognitive capabilities of children
- Indian toy industry is growing at CAGR of 12% between 2022-2028
- Share of the organized market is rising with the entry of world-class toy manufacturers and will have an upward bias toward growth
- Exports from India have risen 42% from 2019 to 2023; meanwhile, Imports have fallen 57% during the same period and import duties rose from 20% to 60%
- Indian Imports from China have declined by 40% over the same period, with 70% of imports coming from China in FY19 to 55% share in FY23
- USA and UK contribute 37% and 13% respectively in India's export of Toys

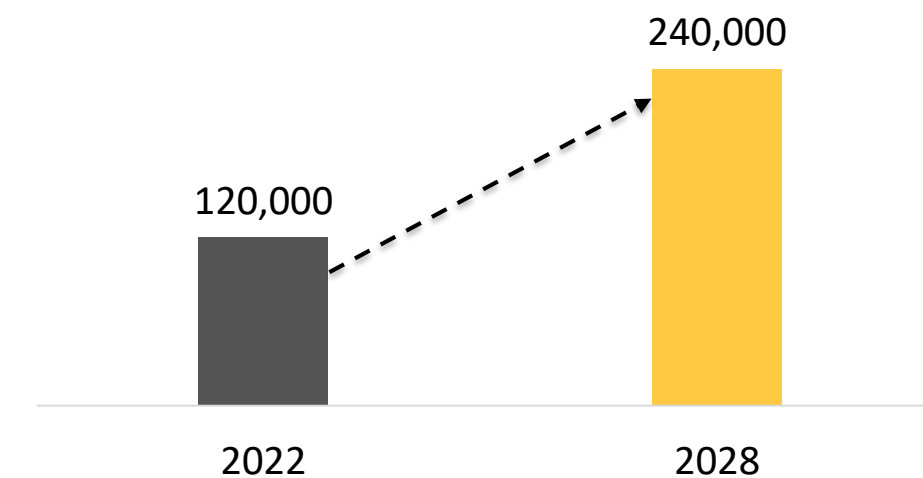
## Government Initiatives

- BIS norms in the toys sector to stop Chinese imports from coming into India provide a huge opportunity for the company, both domestically as well as internationally
- The PLI scheme in the toys sector will also give a huge boost to the company to further strengthen its domestic as well as international market
- Concluded Free Trade Agreements with UAE and Middle East, providing zero-duty market access opportunities for India-made toys

**Global Toy Market (USD BILLIONS)**



**Indian Toys Market (USD MILLIONS)**



# AUTOMOTIVE INDUSTRY OVERVIEW

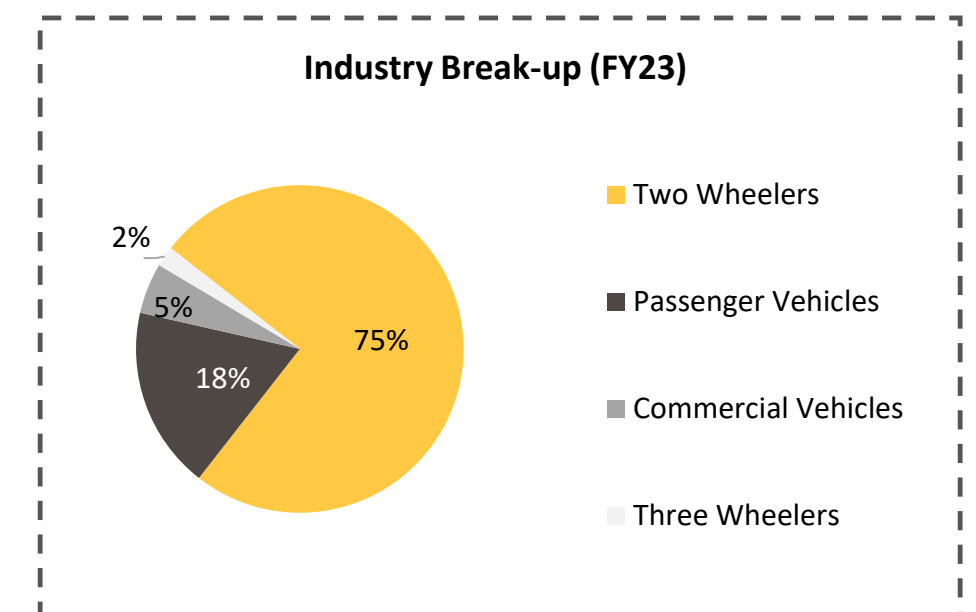
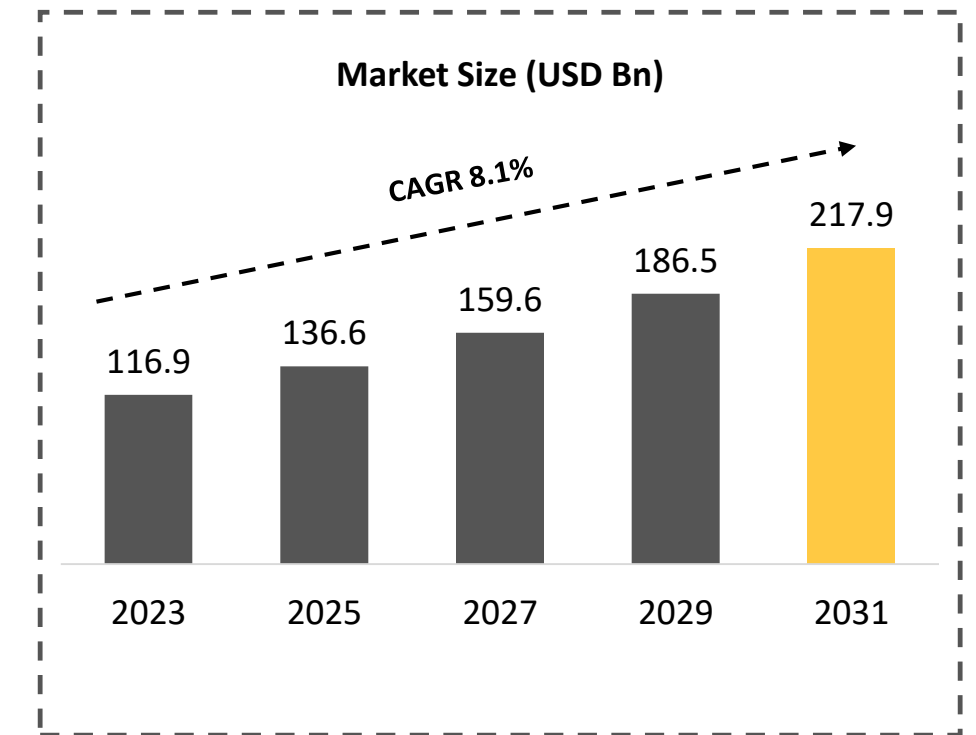


## Industry Outlook

- India is the world's 3rd largest Automobile market and the industry accounts for 7.1% of India's total GDP
- Export of total number of automobiles in FY'23 was recorded at 47,61,487 out of which two wheelers accounted for about 77% of the total exports
- India's annual production of automobiles in FY23 was 25.9 million vehicles
- Automobile Sector resulted in 5.35% of the total FDI inflow
- Automobile sector's share of the national GDP increased from 2.77% in 1992-1993 to around 7.1% presently.

## Government Initiatives

- 100% FDI is allowed under the automatic route for the auto components sector
- National Mission for Electric Mobility 2020
- NATRIP
- The Automotive Mission Plan (AMP) 2016 – 2026 targets a four-fold growth in the automobile sector in India which include manufacturers of automobiles, auto components and tractors over the next 10 years.
- India is also a prominent auto exporter and has strong export growth expectations for the near future.
- Also, the Government initiatives like the Automotive Mission Plan 2026, scrappage policy, and production-linked incentive scheme in the Indian market are expected to make India one of the global leaders in 2-wheelers and 4-wheelers market



**TOYS**



**AIR FILTRATION**



**AUTOMOTIVE COMPONENTS**



# FINANCIAL OVERVIEW



# CONSOLIDATED INCOME STATEMENT



PARTICULARS (INR MN)	FY22	FY23	FY24	Q1 FY25
<b>Revenue from Operations</b>	<b>1,011</b>	<b>1,815</b>	<b>1,846</b>	<b>398</b>
Total Expenses	866	1,492	1,502	374
<b>EBITDA</b>	<b>145</b>	<b>323</b>	<b>344</b>	<b>24</b>
<b>EBITDA Margins (%)</b>	<b>14.34%</b>	<b>17.80%</b>	<b>18.63%</b>	<b>6.03%</b>
Depreciation and amortization expenses	130	122	133	37
Finance costs	132	172	149	33
Other Income	12	2	4	56
<b>Profit before exceptional item</b>	<b>(105)</b>	<b>31</b>	<b>66</b>	<b>10</b>
Exceptional item	(1)	(2)	(18)	-
<b>PBT</b>	<b>(106)</b>	<b>29</b>	<b>48</b>	<b>10</b>
Deferred Tax*	(29)	48	32	-
Other Tax	-	1	5	1
<b>Total Tax Expenses</b>	<b>(29)</b>	<b>49</b>	<b>37</b>	<b>1</b>
<b>PAT</b>	<b>(77)</b>	<b>(20)</b>	<b>11</b>	<b>9</b>
<b>PAT Margins (%)</b>	<b>(7.62%)</b>	<b>(1.10)%</b>	<b>0.60%</b>	<b>2.26%</b>
Other Comprehensive Income	0	(5)	4	-
<b>Total Comprehensive Income</b>	<b>(77)</b>	<b>(25)</b>	<b>15</b>	<b>9</b>
Diluted EPS (INR)	(4.00)	(1.31)	0.04	0.02

\* Due to high deferred tax in FY23 and FY24, Net profits were substantially impacted in these respective years

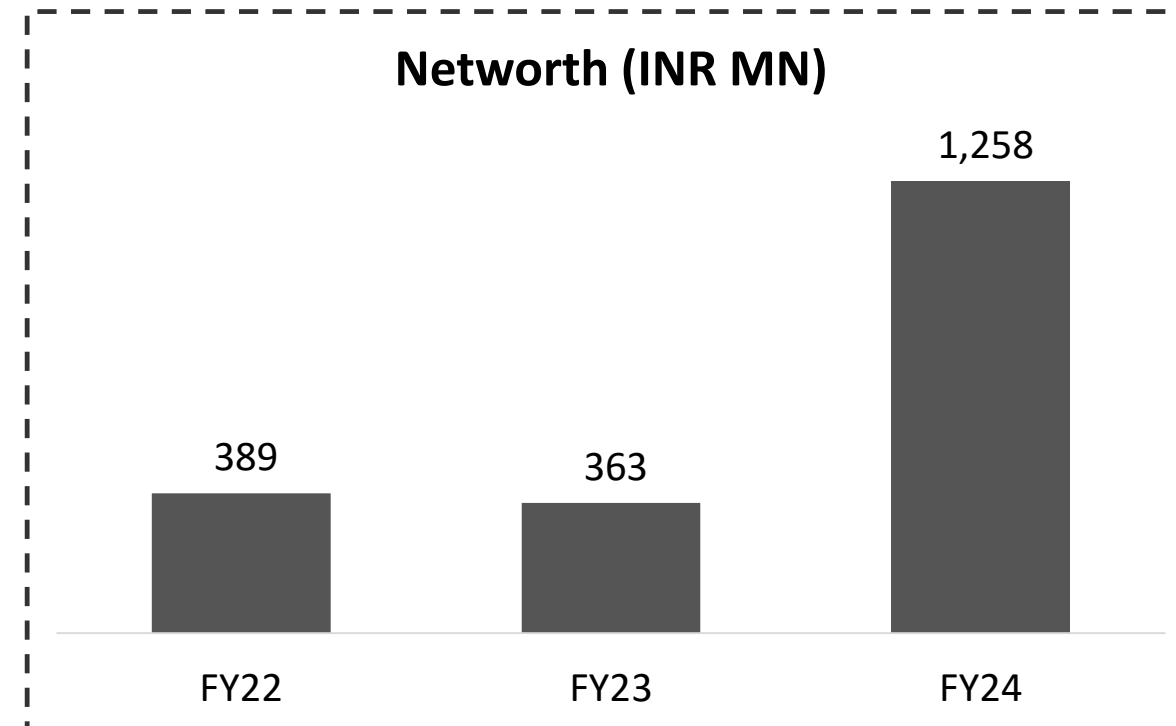
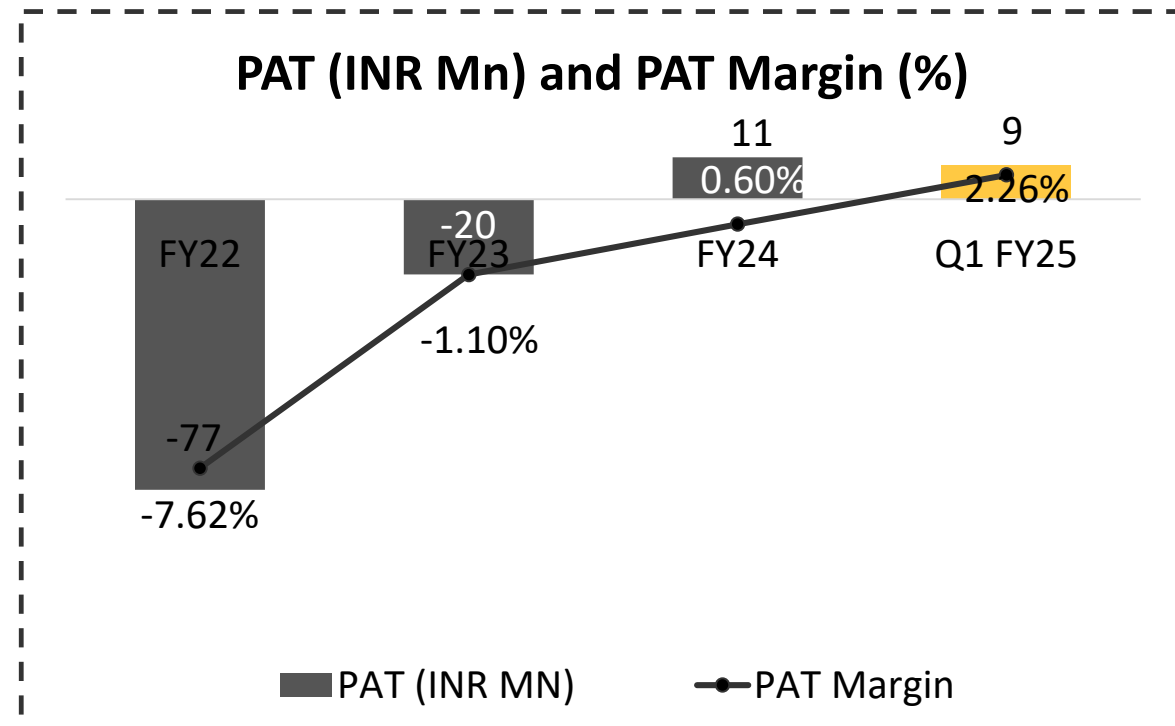
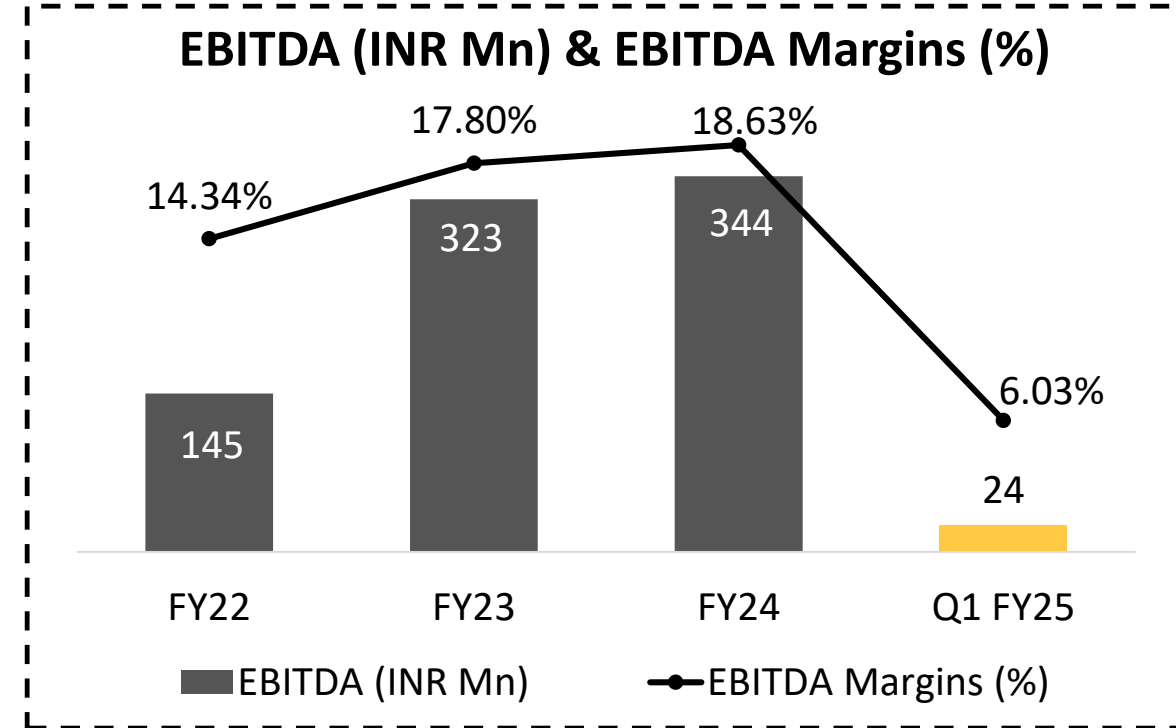
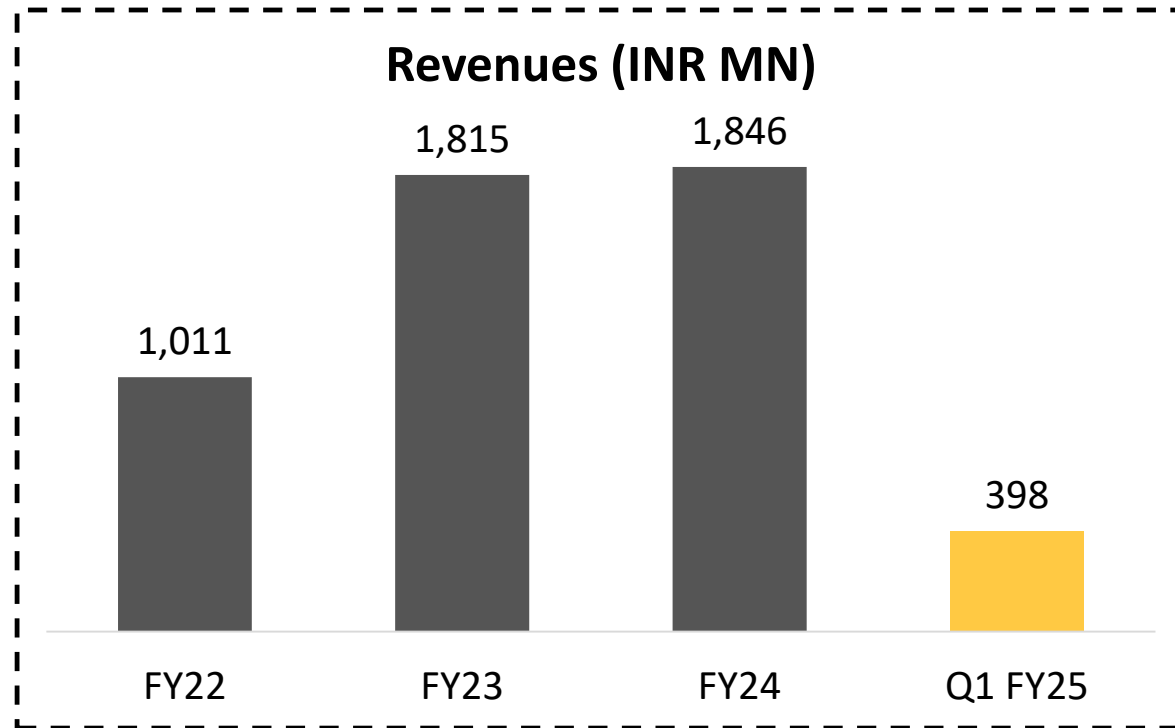
# CONSOLIDATED BALANCE SHEET



PARTICULARS (INR MN)	FY22	FY23	FY24
<b>TOTAL EQUITY</b>	<b>389</b>	<b>363</b>	<b>1,258</b>
a) Equity Share Capital	192	192	290
b) Other Equity	197	171	840
c) Money received against share warrants	-	-	128
<b>Total Non Current liabilities</b>	<b>583</b>	<b>741</b>	<b>502</b>
Financial Liabilities			
a) Long Term Borrowings	571	720	452
b) Provisions	12	21	19
c) Lease Liability	-	-	31
<b>Total Current liabilities</b>	<b>1,399</b>	<b>1,287</b>	<b>1,120</b>
a) Financial Liabilities			
(i) Short Term Borrowings	409	344	323
(ii) Trade payables	213	250	192
(iii) Other Lease Liabilities	-	-	10
(b) Other current liabilities	770	689	586
(c) Provisions	7	4	8
<b>GRAND TOTAL - EQUITIES &amp; LIABILITES</b>	<b>2,371</b>	<b>2,391</b>	<b>2,880</b>

PARTICULARS (INR MN)	FY22	FY23	FY24
<b>Total Non - Current Assets :</b>	<b>1,330</b>	<b>1,241</b>	<b>1,390</b>
a) Property, Plant and Equipment	764	774	943
b) Capital Work - in - Progress	5	5	5
c) Other Intangible Assets	466	413	384
d) Right of Use Assets	-	-	37
e) Financial Assets			
(i) Loans	11	12	16
(ii) Other Financial Assets	2	3	3
f) Deferred Tax Assets (net)	82	34	2
<b>Total Current Assets</b>	<b>1,041</b>	<b>1,150</b>	<b>1,490</b>
a) Inventories	670	756	798
b) Financial assets			
(i) Trade receivables	127	161	256
(ii) Cash and cash equivalents	17	12	22
(iii) Other Financial Assets	1	4	6
c) Other Current Assets	226	217	408
<b>GRAND TOTAL – ASSETS</b>	<b>2,371</b>	<b>2,391</b>	<b>2,880</b>

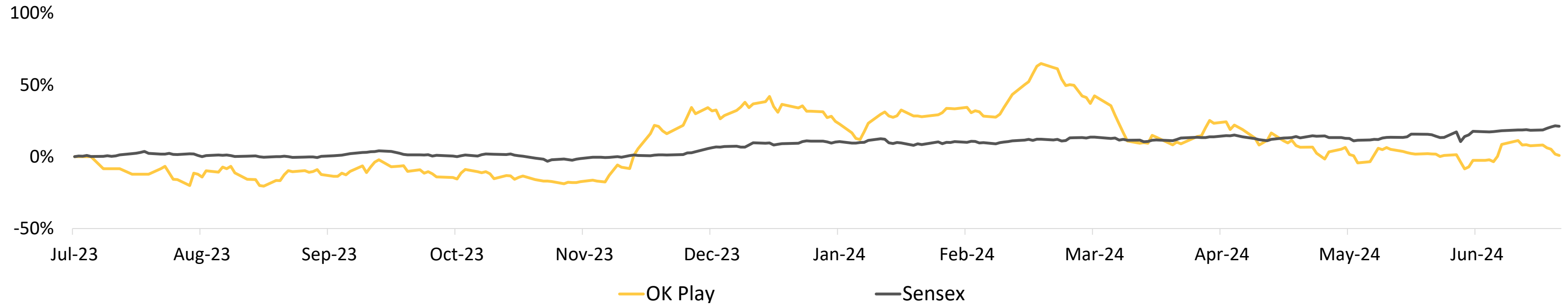
# FINANCIAL GRAPHS



# CAPITAL MARKET DATA

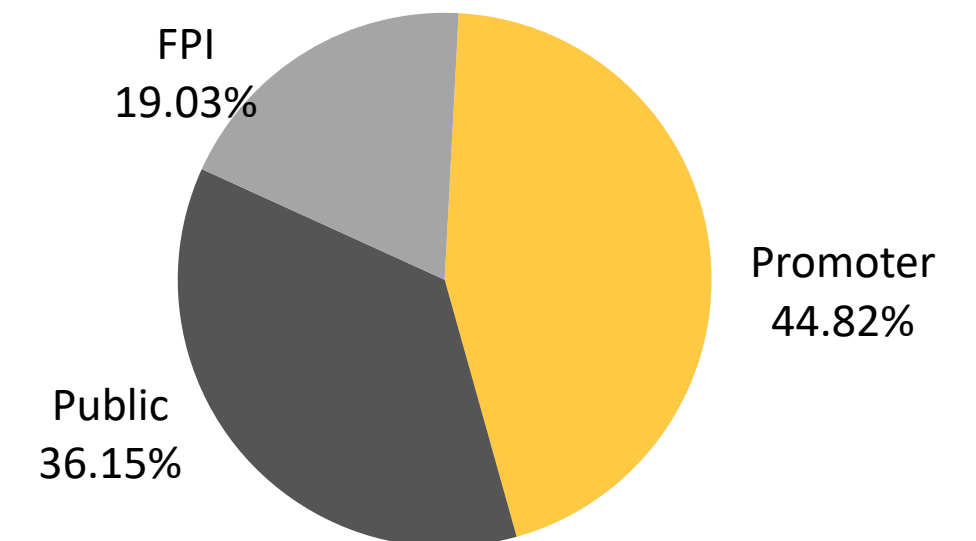


Stock Performance (Up To 30<sup>th</sup> June, 2024)



Market Data (as on 30 <sup>th</sup> June, 2024)	
Face Value	1.0
CMP	13.0
52 Week H/L	21.5 / 9.7
Market Capitalization (Mn)	3,759.1
Shares O/S (Mn)	290.3
Average Trading Volume	160.0

Shareholding Pattern (As On 30<sup>th</sup> June, 2024)



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**THANK YOU**