



OK Play India Ltd.

Investor Presentation
Q2 & H1FY24

November 2023



Safe Harbour

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Company Overview



Company at a Glance

Diversified Business Model



Mix of **Toys** (Plastic Moulded Products), **Automotive Components** and **E-Vehicles**;

Wide Spectrum of User Industries

Highly Experienced Leadership



More than **3 decades** of providing high quality products to customers globally

Strong Retail & Distribution Network



Available in **150+** stores in India and abroad;
100+ Dealer Networks and Touchpoints

Wide & Strong Product Portfolio



75+ Toys SKUs;
12 Variants of Electric 3-wheelers;
85%+ share in Plastic fuel tanks

Manufacturing Excellence



2 state-of-the-art manufacturing facilities located in Sohna, Haryana and Ranipet, Tamil Nadu

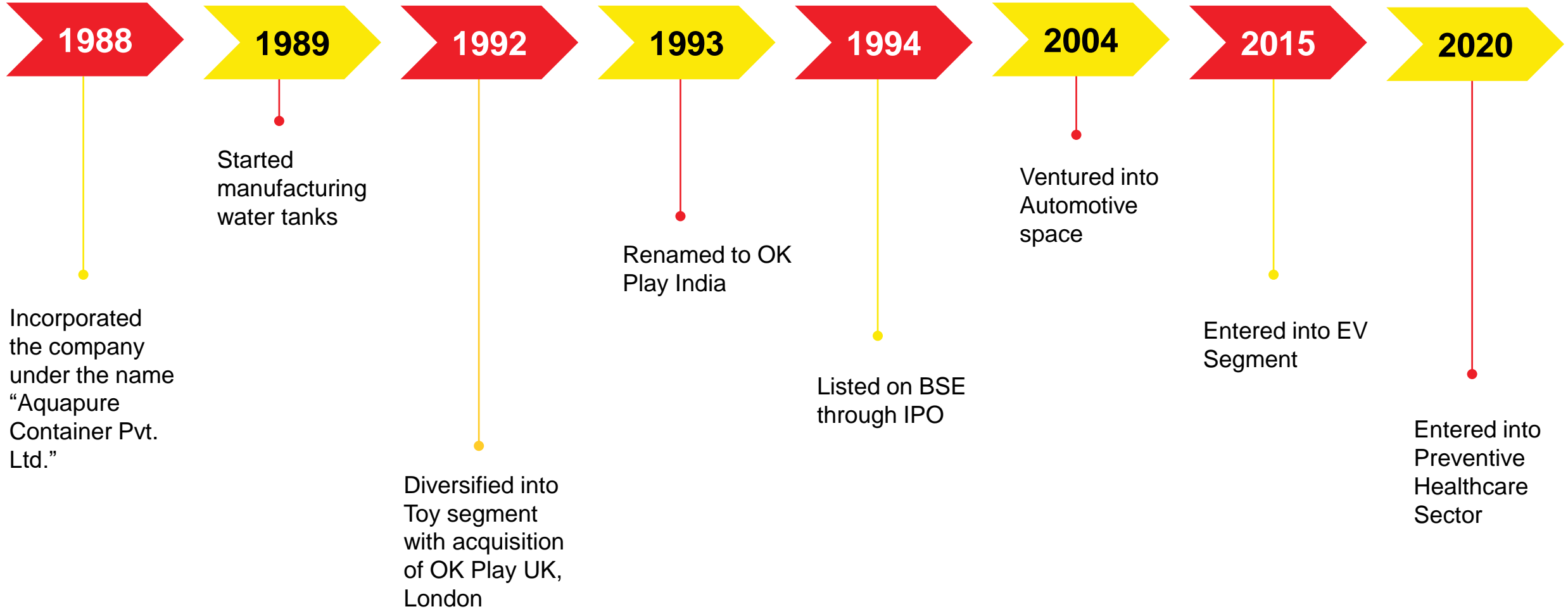
Trusted Partner



Alliances with leading global Companies like **Hamleys, MGA, Kmart, Floteks, HPCL**, and others



Journey So Far





Our Businesses

OK Play India Limited

Toys

(Plastic Moulded Products)

Toys, School Furniture, Outdoor Play Equipment, and Point Of Purchase Products

Automotive Components

Toys, School Furniture, Outdoor Play Equipment, and Point Of Purchase Products

Electric Vehicles

(3-wheelers)

Toys, School Furniture, Outdoor Play Equipment, and Point Of Purchase Products

FY23-24 H1 Revenue Mix

22 %

76.3 %

1.7%



Fully Integrated State-of-the-art Manufacturing Facilities



Sohna, Haryana

Built up area- 1,20,000 sq.ft

- Roto Molding: 8 Machines ranging from 1.5m to 4.3m
- Blow Molding: Machines ranging from 5L to 120L
- Injection Molding: Machines ranging from 80 tons to 180 tons



Ranipet, Tamil nadu

Builtup area- 40,000 sq.ft

- Roto Molding: 4 Machines ranging from 2.2m to 4.3m
- Blow Molding: Machines ranging from 5L to 50L.
- Injection Molding: Machines ranging from 80 tons to 180 tons

Post Molding facilities includes Powder coating, Ultrasonic welding & Assembly lines



Seasoned Board of Directors

Executive Directors

Mr. Rajan Handa, Managing Director

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

Ms. Mamta Handa, Executive Director

- Commerce graduate with over 20 years of experience in Marketing

Dr. Rajan Wadhera, Executive Director

- Phd. In Human Resources
- Looks over Human Resource Management in the Company

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

Mr. Raghav Handa, Executive Director

- Engineering Graduate from State University, Pennsylvania
- Responsible for New Product Development and managing the overall operations of plants

Independent Directors

Mr. Shalabh Jasoria, Independent Director

- Chartered Accountant having over 30 years of experience in the field of accounts and finance

Mr. Pankaj Kalra, Independent Director

- Economics graduate having vast experience in finance and economics related matters

Mr. Atul Nripraj Barar, Independent Director

- A seasoned professional with more than 30 years of experience in strategic and financial planning

Mr. Dhiraj Arora, Independent Director

- Graduate having vast experience in public relations and marketing related functions

Mr. Vikash Kumar Pathak, Independent Director

- A lawyer by profession having extensive and diverse experience in legal matters
- Advises and represents clients on wide range of legal matters



Business Overview



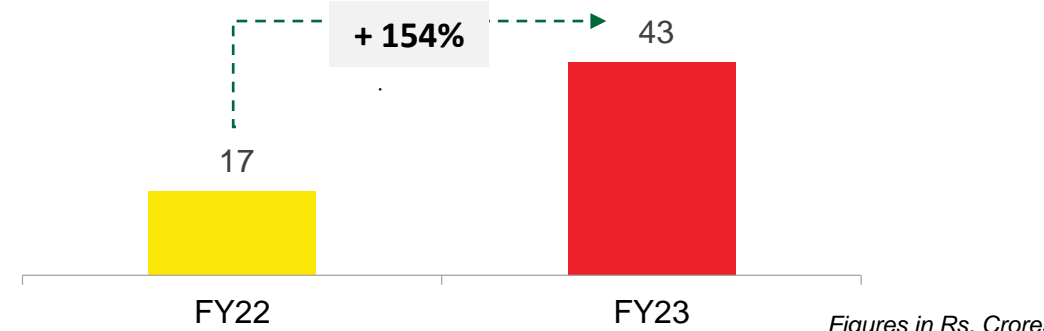
Toys Business

- Toy portfolio includes School furniture and toys
- OK Play is an acquired brand of OK Play UK, London
- Selling products under its own brand name – OK Play
- OK Play uses Roto Moulding, Blow Moulding, and Injection Moulding techniques for their plastic moulded products
- The company's toys price range starts from ₹500 and goes up till ₹3000
- Outdoor equipment and school furniture goes up to lakhs of rupees

Strategies for Growth

- Strategic partnership with Hamleys (Reliance Retail)
- Strategic partnership with MGA Entertainment, the largest toy manufacturer in the world
- Hamleys is expanding extensively and is opening 3-4 stores monthly. The Company currently has ~130-140 toy stores in India and ~35 in international market. OK Play toys are supplied to all of Hamleys stores in India.
- Recently signed contracts for contract manufacturing with a large Indian player and a major global toy manufacturer
- Company will be supplying toys to Middle East, China, Australia and India
- Company intends a major proportion of its revenue from Exports in the coming years

Toys Business Revenue



**OK Play India is
India's Largest
Homegrown Toys
Brand**





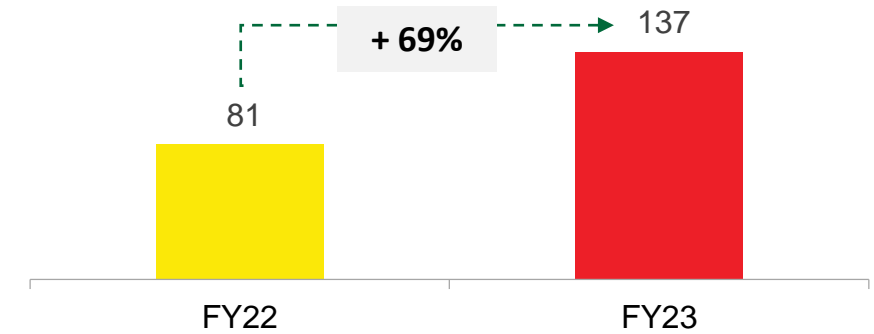
Automotive Components Business

- Company's auto-component segment manufactures plastic fuel tanks, urea tanks and water tanks for commercial vehicles, tractor and construction equipment industries
- The company also manufactures plastic bus seats, fenders, consoles, cabin roofs, etc. for the construction equipment, tractor, and commercial vehicle industries
- Single source supplier to two out of the three largest players in M/HCVs sector

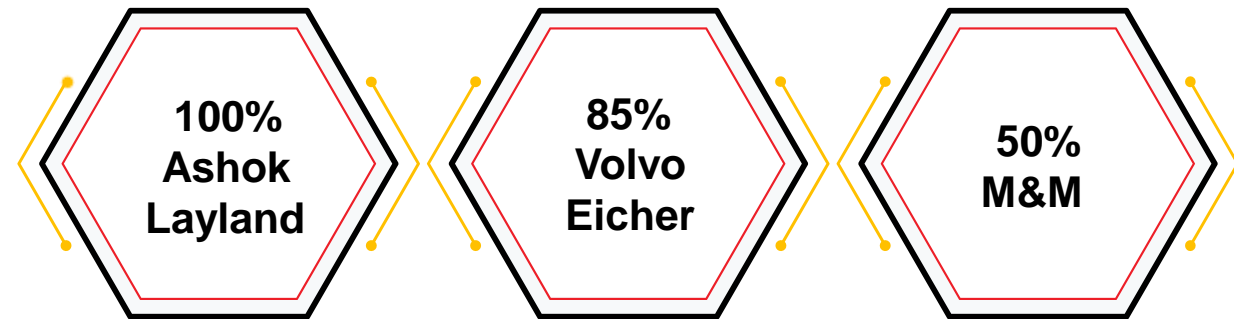
Strategies for Growth

- 10-year technical collaboration with Floteks in 2019
- Shift to BS VI as per regulations brings a 4x growth opportunity over the next three years
- Tie-ups with several renowned names across non-auto segments these includes Man Hummel, Vestas, IndoCool to strengthen its export business

Automotive Components Revenue



Figures in Rs. Crores





Electric Vehicles Business

- Portfolio of over 12 different variants of electric three wheelers across L3 and L5 space
- Currently, company is manufacturing 80-85 units per month
- OK Play ties up with Battery manufacturers
- Company is well-positioned to take advantage of the EV penetration and gain a substantial market share in India

Strategic Partnership with HPCL

- HPCL has invested in OK Play Group company
- Scope of Partnership –
 - Infrastructure** – OK Play will use **HPCL petrol pumps** to set up **swapping stations and experience showrooms** with Energy Operators like VoltUp
 - LPG Delivery** – OK Play will deploy **1,000 vehicles** in Phase 1 to **deliver LPG cylinders** across **Delhi NCR**
- Potential Opportunity – **Opportunity of 80,000+ Vehicles** for LPG Delivery with HPCL alone





Key Strengths



Value For Money

Ok Play Products Prioritize Safety, Quality, And Innovation, Ensuring The Happiness And Satisfaction Of Children.



Quality

We Use Only The Best Quality Raw Materials, Including 100% Virgin, Non-toxic, Fire Retardant, And Uv-stabilized Materials To Ensure That Our Products Meet The Highest Standards Of Quality And Safety.

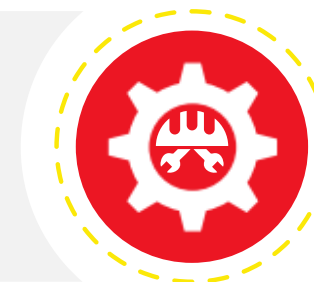
Vibrant Colors

Ok Play Products Are Available In A Range Of Attractive, UV Stabilized Colors.



Easy Installation

Our Products Meet European EN 1176 Standards, Ensuring Easy Installation With Standardized Instructions.



Technology

We Utilize Various Molding Techniques Including Rotational, Blow, And Injection Molding To Manufacture Our Ok Play Products.



Aesthetics

We design our products keeping in mind our young ones and their smiles. Our everyday motto is to ensure that it is not compromised.

Innovation

Innovation Drives Us To Create Standout Designs And Products That Set Us Apart From Our Competitors.



Design & customisation

We offer highly flexible product designs and customization options at Ok Play to meet customers specific requirements.





Marquee Clients

Toy Segment



Auto Components Segment



Electric Vehicles Segment





Industry Overview



Toys Industry

Indian Toys Industry Value (Rs. Crores)



Source: Indian Toys Market Report – imarc group

Exports & Imports of Toys, Games and Sports Requisites (Rs. Crores)



Source: Department of Commerce – Export Import Databank

Industry 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
- Increasing Population & Rising income levels
- Share of organized market is rising with entry of world class toy manufacturers and will have upward bias towards growth

Government Initiatives

- BIS norms in the toys sector to stop Chinese imports from coming into India providing huge opportunity for the company, both domestically as well as internationally
- PLI scheme in the toys sector will also give a huge boost the company to further strengthen its domestic as well as international market.

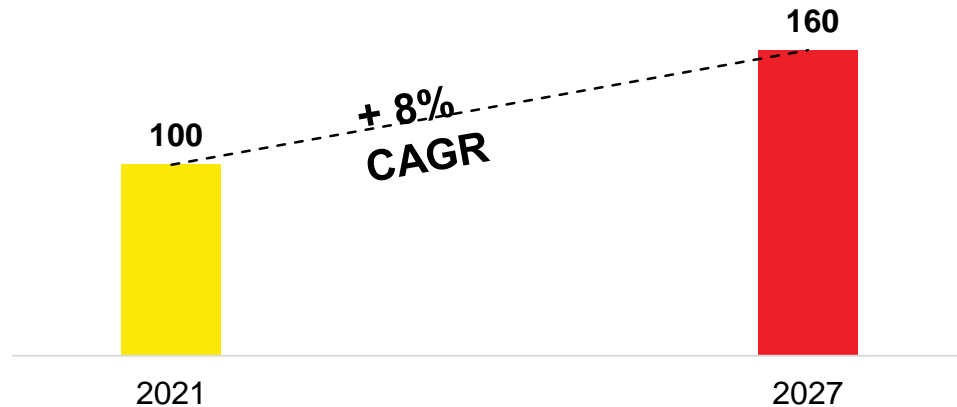
Increasing Export Opportunity

- **Exports** from India of have **risen 42%** from 2019 to 2023; meanwhile **Imports** are have **fallen 25%** from during the same period
- Indian Imports from China has declined by 40% over the same period, with 70% 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



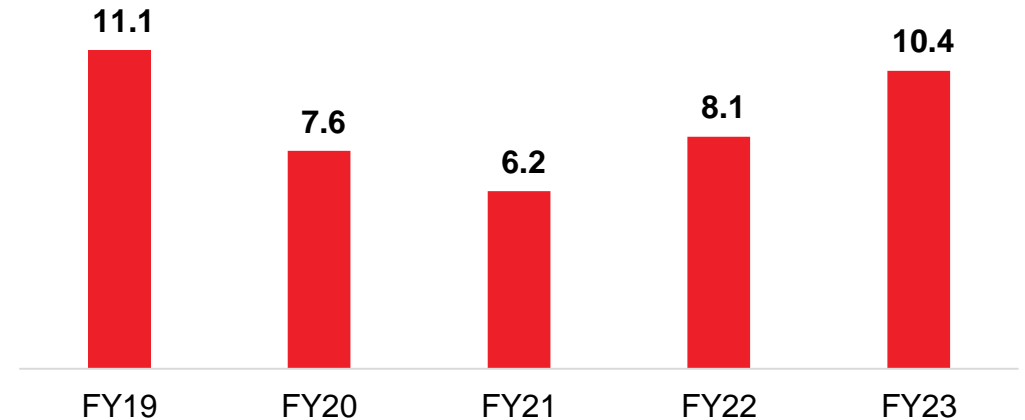
Automotive Industry

Indian Automotive Industry Value (US\$ Billion)



Source: Mordor Intelligence Report

Commercial Vehicles Production in India (in Lacs)



Source: Society of Indian Automotive Manufacturers (SIAM)

Industry Growth Drivers

- Reduction in excise duties in motor vehicles sector
- Growing working population and expanding middle class

Competitive Advantage

- A cost effective manufacturing base keeps production costs lower by 10-25% than Europe and Latin America

Government Initiatives

- 100% FDI is allowed under the automatic route for auto components sector
- Production Linked Incentive (PLI) schemes on Automobile and Auto Components are expected to bring in a Capex of Rs. 74,850 crores in next 5 years
- NATRIP and Automotive Mission Plan 2026

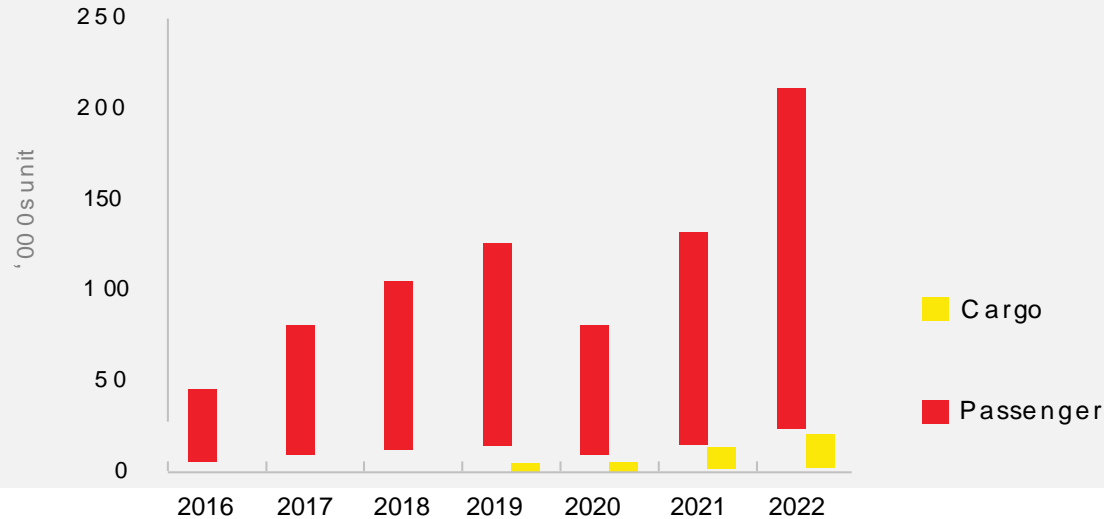
Export Opportunities

- India is emerging as a global hub for auto component sourcing and the industry exports over 25% of its production annually
- Auto component exports are expected to grow and reach US\$ 30 billion by 2026
- India has a competitive advantage in auto components categories such as shafts, bearings and fasteners due to large number of players



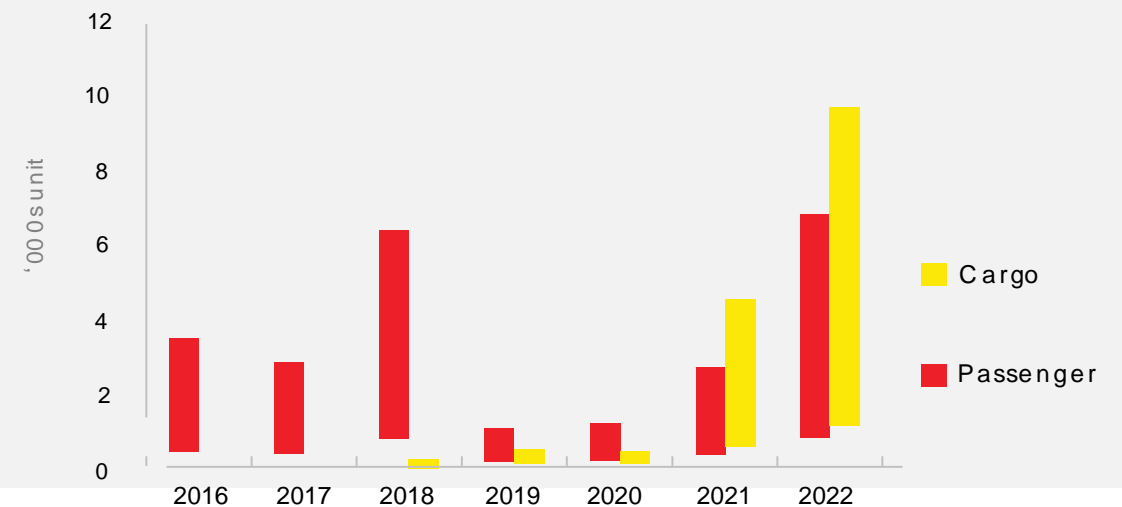
Electric 3-Wheeler Industry

L3 Sales



- 1st Wave of EV Adoption in 3W is led by E-rickshaws
- CAGR of 30% from 2016 to 2022
- Passenger Category > 90% of L3 Category
- Low spec, easy to assemble, 90% use lead acid batteries
- > 375 OEMs in 2021, fragmented market
 - Top 10 OEMs ~40 market share
 - Market predominantly regional and unorganized
- E-rickshaws (L3) to shift to Lithium-ion and Autos (L5) to benefit from a strong TCO rationale

L5 Sales

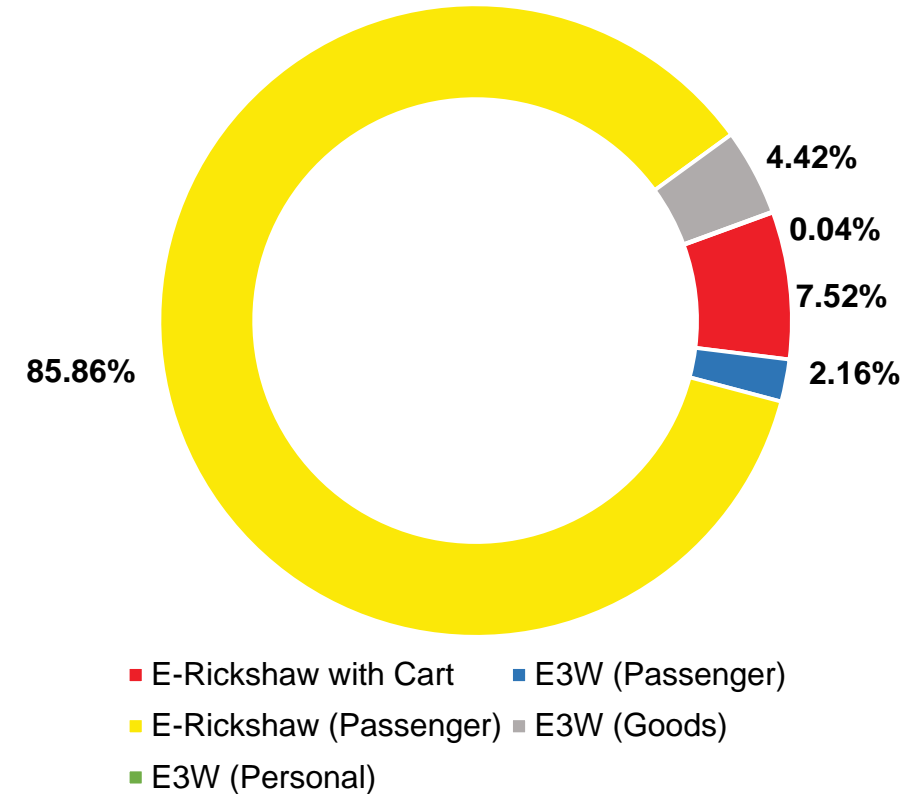
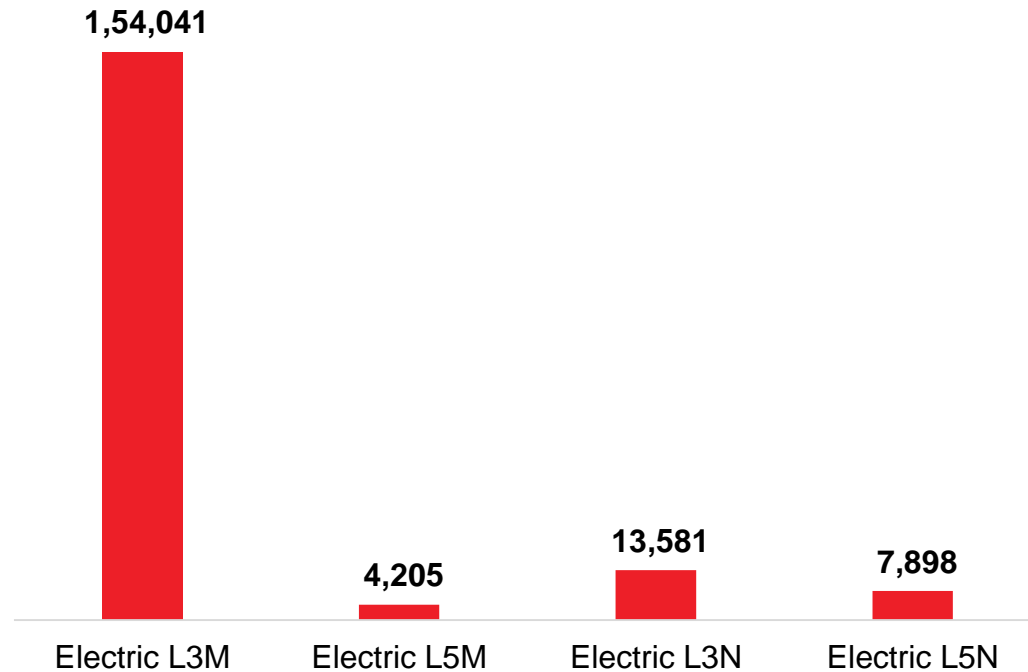


- 2nd Wave of EV Adoption in 3W positioned to be led by the L5 Cargo category driven by last mile delivery for e-commerce
- EV penetration in L5 is only @ 6% (L5 cargo @ 12%) presenting huge market opportunity
- CAGR of 30% from 2016 to 2022 with cargo growing at >250%; Cargo category ~60% of L5 Category
- High specs, differentiated powertrain and Lithium Iron battery tech
- 50 OEMs in 2021, concentrated with traditional, large organised players and VC funded startups;
- Top 5 OEMs > 75% Market Share



3-Wheeler EV Category Wise Share

3-Wheeler EV Sales



- 3-Wheeler Passenger Share – 85%
- 3-Wheeler Cargo Share – 12%

Additional unorganised / unregistered market of 250,000 units exists which would gradually consolidate into registered market, with tightening norms

Source: Vaahan Dashboard

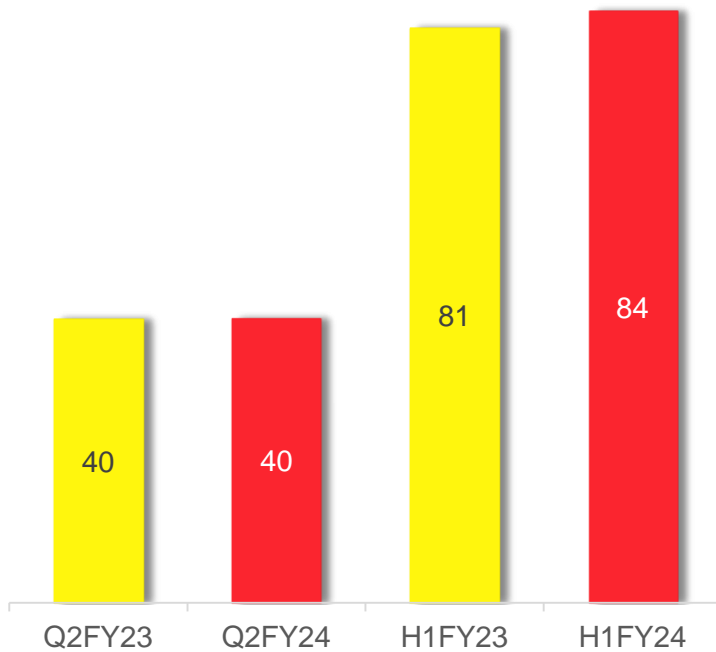


Financial Highlights

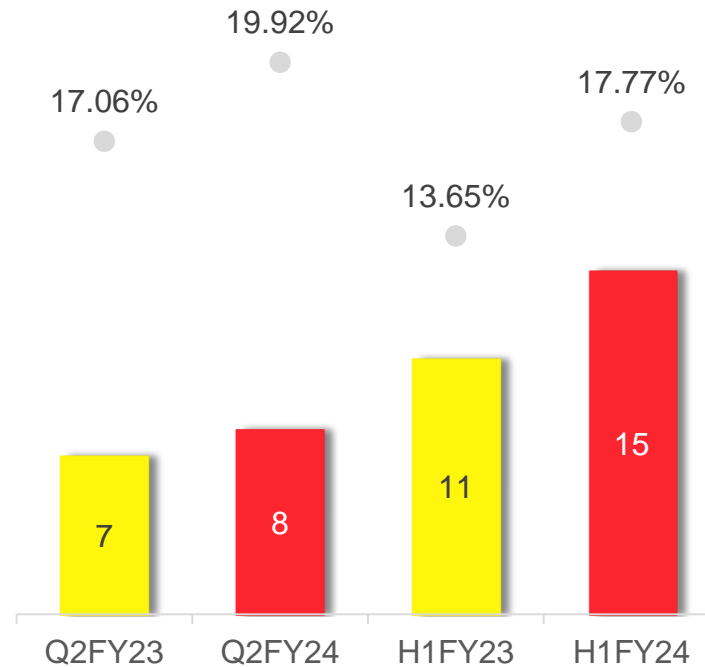


Key Financial Highlights – Q2 & H1FY24

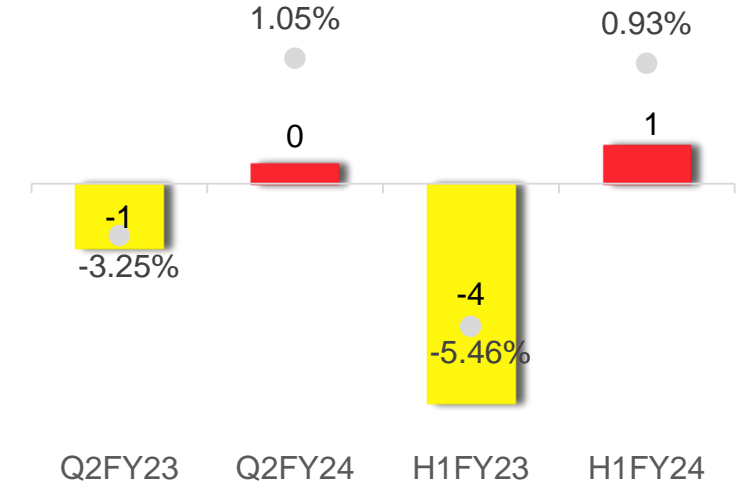
Revenue



EBITDA & EBITDA Margin (%)



PAT & PAT Margin (%)





Profit and Loss Statement

Particulars (Rs Crs)	Q2FY24	Q2FY23	YoY	Q1FY24	QoQ	H1FY24	H1FY23	YoY
Revenue from Operations	40.31	40.09	0.55%	43.25	(6.80%)	83.56	81.20	2.90%
Other Income	0.14	0.11		0.00		0.14	0.11	
Total Income	40.45	40.19	0.63%	43.25	(6.48%)	83.70	81.31	2.94%
Raw Material Costs	23.15	22.46		26.57		49.72	48.71	
Employee Benefit Expenses	4.75	5.43		5.48		10.23	10.68	
Other Expenses	4.52	5.45		4.38		8.90	10.84	
Total Expenditure	32.41	33.35		36.43		68.84	70.23	
EBITDA	8.03	6.84	17.38%	6.82	17.76%	14.85	11.08	34.01%
EBITDA Margin	19.86%	17.03%	283 bps	15.77%	409 bps	17.75%	13.63%	412 bps
Interest	4.31	4.84		3.31		7.62	8.74	
Depreciation	3.03	2.98		2.98		6.01	6.32	
Exceptional Items	0.04	0.09		(0.00)		0.04	0.21	
Profit Before Tax (PBT)	0.65	(1.06)	-	0.53	22.77%	1.18	(4.18)	-
Tax	0.24	0.24		0.17		0.41	0.24	
Profit After Tax (PAT)	0.42	(1.30)	-	0.36	15.39%	0.78	(4.42)	-
PAT Margin	1.03%	(3.23%)	-	0.84%	20 bps	0.93%	(5.43%)	-
EPS (Rs.)	0.19	(0.68)	-	0.16	15.39%	0.41	(2.30)	-



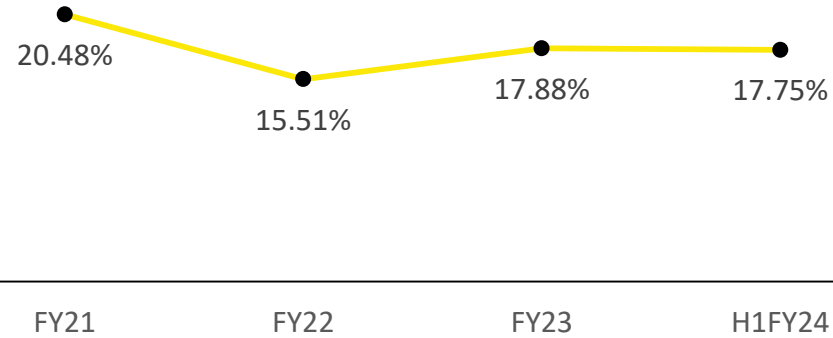
Historical Profit and Loss Statement

Particulars (Rs Crs)	FY21	FY22	FY23
Revenue from Operations	91.91	101.15	181.45
Other Income	0.45	1.22	0.24
Total Income	92.36	102.37	181.69
Raw Material Costs	51.34	39.96	104.96
Employee Benefit Expenses	10.95	11.99	20.65
Other Expenses	11.25	34.73	23.64
Total Expenditure	73.54	86.68	149.25
EBITDA	18.82	15.69	32.44
EBITDA Margin	20.48%	15.51%	17.88%
Interest	17.13	13.17	17.15
Depreciation	10.50	13.05	12.21
Exceptional Items	(0.22)	(0.08)	(0.22)
Profit Before Tax (PBT)	(9.03)	(10.61)	2.86
Tax	(1.05)	(2.90)	4.81
Profit After Tax (PAT)	(7.98)	(7.71)	(1.95)
PAT Margin	(8.68%)	(7.63%)	(1.07%)

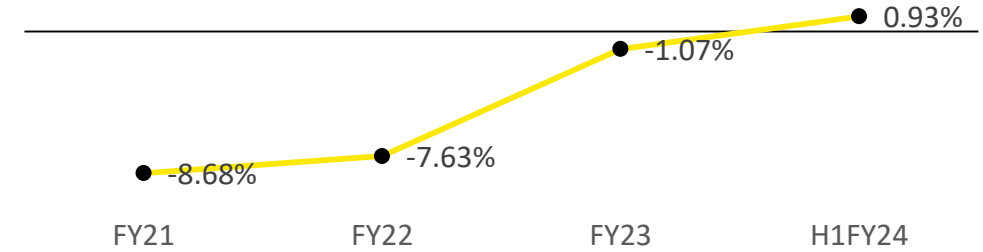


Key Ratios

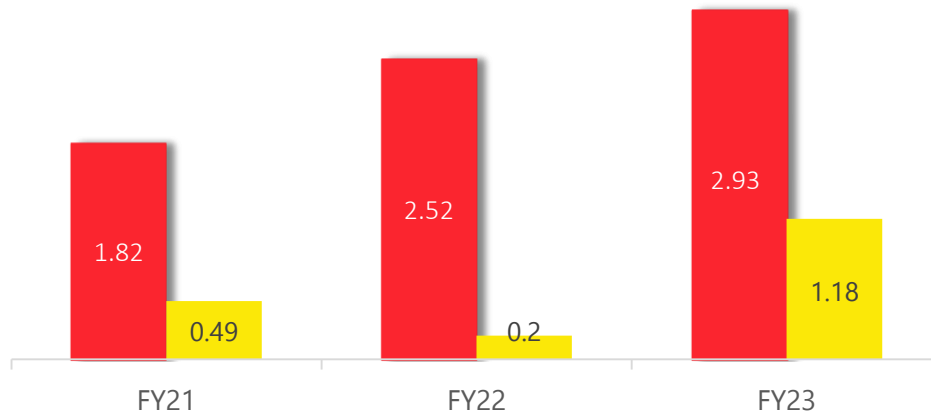
● EBITDA Margin



● PAT Margin



■ Debt-Equity Ratio (x) ■ Interest Coverage (x)



■ Current Ratio (x) ■ Fixed Asset Turnover Ratio (x)





Balance Sheet

Particulars (Rs Crs)	FY22	FY23	FY24*
1. Equities and Liabilities			
Shareholders' Fund (A)	38.89	36.28	90.24
(a) Equity Share Capital	19.20	19.20	26.46
(b) Other Equity	19.65	17.09	54.35
(c) Money Received against Share Warrants	-	-	9.43
(d) Non controlling interest	0.04	-	-
Non-Current Liabilities (B)	58.29	74.05	54.53
(a) Financial Liabilities			
(i) Borrowings	57.10	72.00	52.47
(b) Provisions	1.19	2.05	2.05
(c) Deferred tax liability (net)	-	-	-
Current Liabilities (C)	139.88	128.73	114.91
(a) Financial Liabilities			
(i) Borrowings	40.86	34.38	31.85
(ii) Trade Payable			
1. Dues of Micro enterprises and small enterprises	-	-	-
2. Dues of creditor other than micro enterprises and small enterprises	21.33	24.23	18.43
(iii) Other financial liabilities	-	-	-
(b) Other current liabilities	77.02	69.68	63.79
(c) Provisions	0.68	0.44	0.85
(d) Income tax liabilities (net)			
Total Equities and Liabilities (A+B+C)	237.06	239.07	259.68

Particulars (Rs Crs)	FY22	FY23	FY24*
II. Assets			
Non-Current assets (D)	133.00	124.10	125.71
(a) Tangible assets	76.42	77.38	80.06
(b) Capital work-in progress	0.52	0.52	0.52
(c) Intangible Assets	46.58	41.32	40.17
(d) Financial Assets	1.11	1.24	1.33
(i) Other Financial Assets	0.21	0.22	0.23
(e) Other non-current Assets	8.15	3.40	3.40
Current Assets (E)	104.06	114.97	133.97
(a) Inventories	66.96	75.57	77.67
(b) Financial Assets	-	-	-
(i) Investments	-	-	-
(ii) Trade receivables	12.73	16.10	16.47
(iii) Cash and cash equivalents	1.69	1.17	4.74
(iv) Other Bank Balances	-	-	-
(v) Other Financial Assets	0.11	0.44	0.30
(C) Other current Assets	22.56	21.69	34.77
(d) Current Tax Asset			
Total Assets (D+E)	237.06	239.07	259.68

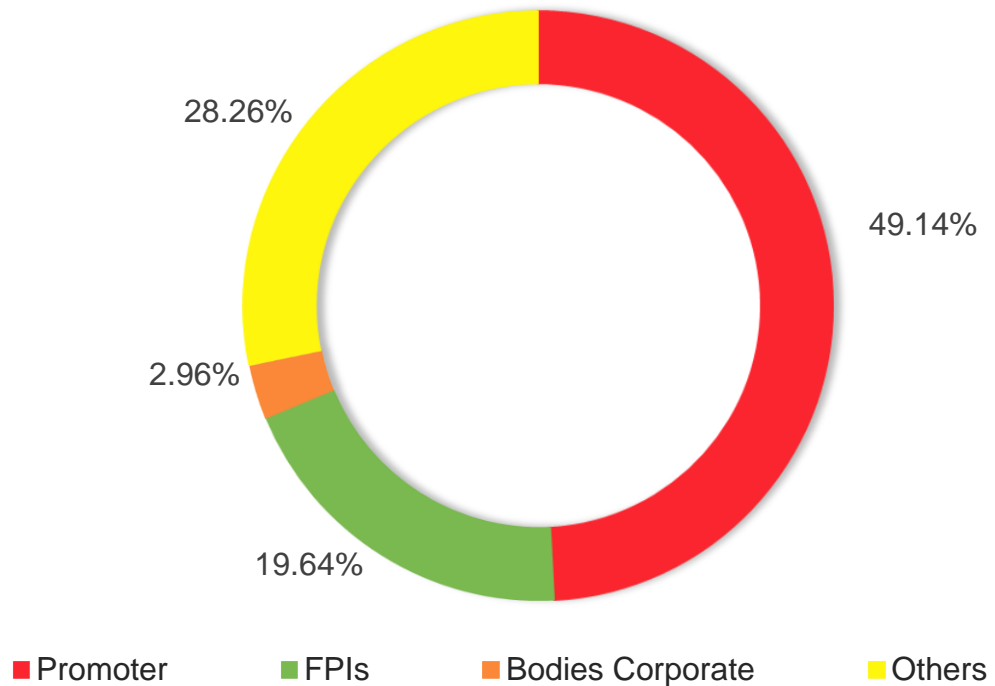


Annexures



Shareholders Information

Shareholding Structure – 30th September 2023



Shareholder Information*

BSE Ticker	526415
Market Cap (in Rs. Crores)	287.90
% Free- float	50.86%
Free Float Market Cap (in Rs. Crores)	138.19
Shares Outstanding (Crores)	2.65
52 Week High (₹)	136.40
52 Week Low (₹)	28.55

* As on 09th November 2023



Certifications





Thank You



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