



**INVESTOR PRESENTATION**



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# FONEBOX RETAIL: A REMARKABLE JOURNEY

**Fonebox Retail Limited**, established in 2021 and headquartered in AHMEDABAD, Gujarat, is a prominent player in the retail distribution sector, specializing in mobile phones and accessories. Originally founded as a Private Limited Company, it successfully transitioned to a Public Limited Company in 2023.

With a commitment to quality and customer satisfaction, Fonebox has rapidly grown its footprint through strategic acquisitions, enhancing its presence in the competitive mobile retail market. The company is dedicated to providing a wide range of products from leading brands while ensuring an exceptional shopping experience for its customers.





# BUSINESS OVERVIEW

Our company is a leading multi-brand retailer specializing in smartphones and consumer electronics. We offer a diverse range of products from renowned manufacturers such as Apple, Samsung, Vivo, Oppo, Realme, Nokia, Redmi, Motorola, LG, and Micromax for smartphones. In addition, our selection of consumer electronics includes laptops, washing machines, smart TVs, air conditioners, and fridges from well-respected brands like TCL, Haier, Lloyd, Daikin, Voltas, Mi, and OnePlus.

We began our journey with the “Fonebox” brand, establishing both company-owned and franchise stores. In 2021, we expanded our portfolio by acquiring other well-known retail brands, including “Fonebook” and “My Mobile.” This strategic growth continued with additional store acquisitions throughout 2022, allowing us to enhance our presence in the market.

To further enhance customer experience, we provide credit and EMI facilities through partnerships with major financial institutions such as Bajaj Finance, HDB Financial Services, HDFC Bank, and IDFC First Bank. Additionally, we offer comprehensive after-sales services for mobile handsets and tablets in both our retail and franchise outlets, demonstrating our commitment to quality and customer satisfaction.



# EXPANSION PLANS

**GUJARAT**

**MAHARASHTRA**

**169**



**14**



**16**



**09**



 **Active stores** (till 15th Nov)

 **Upcoming Stores within this FY**

**TOTAL ACTIVE STORES: 185**  
(till 15th Nov)

# INVENTORY MANAGEMENT SOFTWARE



## Power BI

## POWER BI (Implemented from last 1 year)



### Streamlined Purchase Order Inquiry and Approval

Power BI enables real-time monitoring of purchase orders, simplifying the process with intuitive workflows. This ensures quicker approvals, minimal delays, and enhanced supplier coordination.

### In-depth Historical Sales Data Analysis

Interactive dashboards evaluate past sales patterns across categories, locations, and time periods. This facilitates precise demand planning, improved stock management, and targeted marketing strategies.

### Sales at Active Stores

Power BI analyzes sales performance at operational stores, offering insights into top-performing outlets. It identifies success factors and aids in effective resource deployment for higher returns.

### Product Selling Ratio Insights

Dynamic reports showcase top-sellers, slow-moving stock, and high-margin items. This streamlines inventory planning and refines promotional strategies.

### Accurate Stock Valuation

Real-time valuation tools calculate inventory worth using flexible methods. This enhances financial reporting reliability and ensures effective inventory handling.

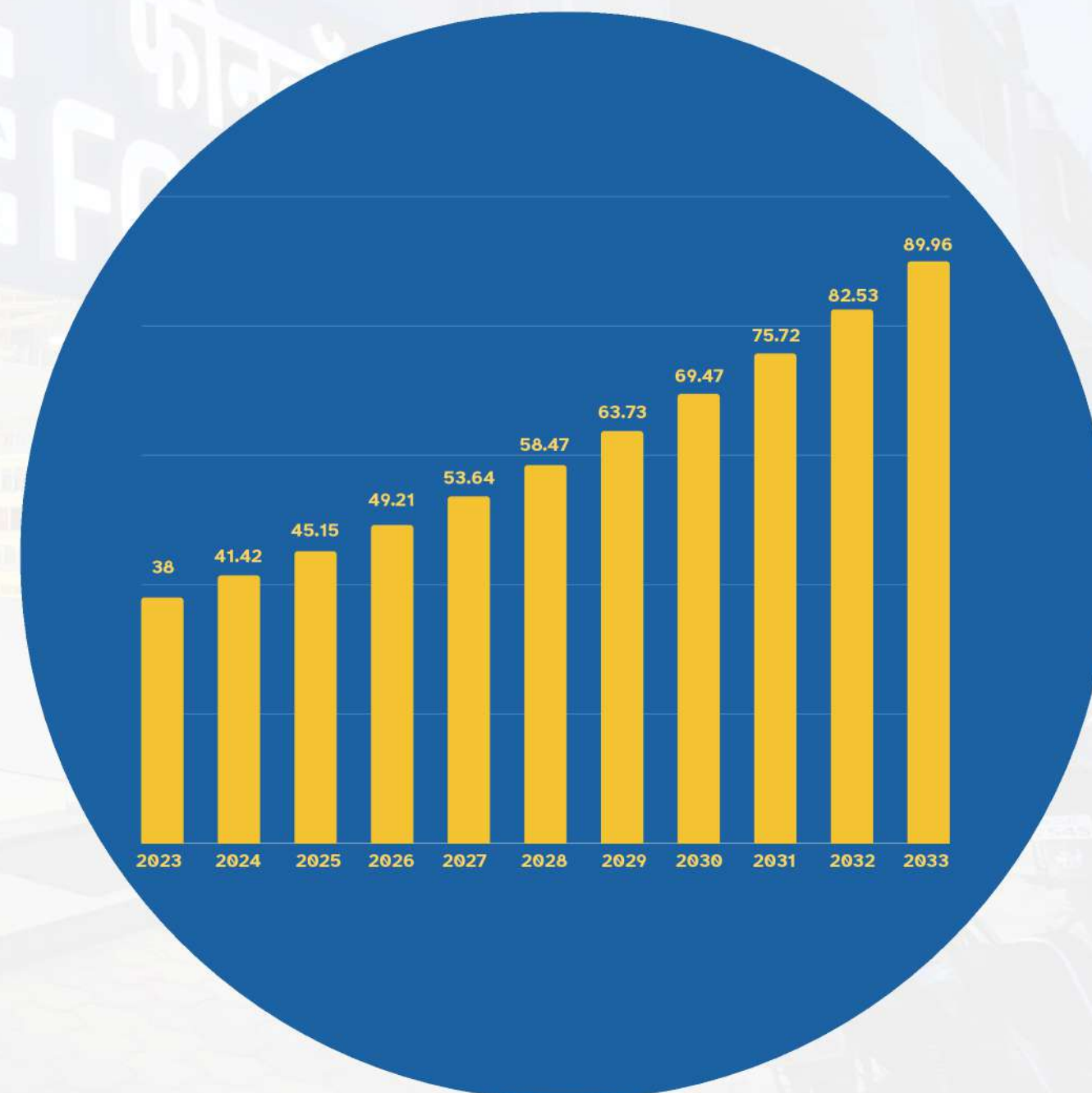
### Growth of Stores and Brand

Power BI provides insights into optimal store locations based on sales and customer data, while identifying high-demand mobile brands, aiding strategic store expansion and targeted inventory planning.

# INDUSTRY OVERVIEW

The smartphone retail market in India was valued at approximately \$45 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 8-10% from 2024 to 2029. This growth is fueled by:

- Increasing smartphone adoption
- Rollout of 5G technology
- Affordable device pricing
- A rising base of young, tech-savvy consumers



# MARKET LANDSCAPE

## Online Marketplaces

Amazon, Flipkart, and official brand stores dominate smartphone sales, especially for budget and mid-range devices.

## Physical Retail

Premium brands like Apple and Samsung operate exclusive stores, while multi-brand retailers (Croma, Reliance Digital) cover a wide range of models.

## Telecom Partnerships

Bundling smartphones with carrier plans is a strategy used by premium brands to increase sales through telecom providers like Airtel, Jio, and Vodafone Idea.







# MARKET POSITION

beyond the imagination

## Product Range

Fonebox offers smartphones from major brands like Apple, Samsung, Vivo, and Oppo, Xiaomi alongside consumer durables such as laptops, A.C. and smart TVs. This broad product range positions it well against competitors who may focus on narrower categories.

## Store Model

Fonebox utilizes both COCO (Company Owned Company Operated) and FOCO (Franchise Owned Company Operated) models, allowing for rapid expansion while maintaining brand control. This dual model helps it cover more ground in the competitive landscape.

# PRODUCT



**Mobile**



**Mobile Accessories**



**Consumer Electronics**



**Gadgets and Tech Accessories**



**Home Electronics**

# SERVICE



**Installation Services**



**After-Sales Support**



**Insurance and extended warranties**

# TIMELINE

2021



## Establishing a Strong Foundation

- **Incorporation:**
  - Fonebox Retail Private Limited was officially incorporated, marking the inception of a visionary venture in the retail landscape.
- **Strategic Acquisitions:**
  - April: Successfully acquired **11 stores** from My Mobile Retail Solutions LLP in Surat, enhancing brand presence under the “My Mobile” banner.
  - June: Expanded further by acquiring **37 stores from M/s. HK Retail** in Ahmedabad, consolidating market share under the “**Fonebook**” brand.

2022



## Accelerated Growth and Milestones

- **Remarkable Turnover:**
  - Achieved an impressive turnover exceeding **Rs. 90 crore within a mere 13 months** of incorporation, underscoring the rapid ascent of the brand.
- **Strategic Store Acquisitions:**
  - February: Enhanced footprint by acquiring stores in Gandhinagar from Safe Zone Mobile, facilitating a robust network.
  - April: Further expanded with the acquisition of **2 stores from iMagic Mobile Private Limited**, solidifying regional presence.
- **Retail Performance:**
  - Consistently clocked **Rs. 10 crore/month** in retail sales across Gujarat, a testament to operational excellence and market demand.

2023



## Transitioning to Public Limited Company

- **Turnover Milestone:**
  - Surpassed a remarkable turnover of **Rs. 195 crore**, showcasing substantial growth and market penetration.
- **Transformation:**
  - Converted into **Fonebox Retail Limited**, embracing the status of a Public Limited Company to enhance capital accessibility and shareholder engagement.
- **IPO Initiation:**
  - Launched an IPO on NSE Emerge to fund working capital, general corporate purposes, and cover public issue expenses, supporting our growth and expansion plans.

2024



## Strategic Expansion and Listing

- **Public Listing:**
  - Achieved a significant milestone by successfully listing on NSE Emerge in February 2024, marking a new chapter in the company’s evolution.
- **Future Endeavors:**
  - Firmed up ambitious plans for **strategic expansion into Maharashtra**, poised to tap into new markets and drive sustained growth.

# PROCESS

## Demand Assessment

- Consumer Preferences: Study trends and technology changes.
- Product Mix Finalized: Select stock based on projected demand.

## Inventory Management

- Supply Distribution: Allocate stock to owned and franchise stores.
- Third-Party Transportation: Deliver devices efficiently.

## Customer Service

- After-Sales Support: Provide guidance post-warranty.
- Installation Services: Assist with setup of consumer durables.
- Warranty Details: Explain coverage and service options.
- Convenient EMI payment options



## Market Research

- Sample Devices Received: Gather from manufacturers.
- Demand Analysis: Assess potential market needs.



## Product Ordering

- Order Placement: Purchase from manufacturers and distributors.
- Storage Solutions: Store devices in owned spaces.



## Retail Operations

- Sales Execution: Sell products directly to customers.
- Finance Options: Offer attractive plans via banking partners.



# TARGET MARKET



## Tech-Savvy Consumers

Profile: Early adopters of technology.

Needs: Cutting-edge features and performance.

Strategy: Targeted ads and tech showcases.



## Young Professionals

Profile: Aged 25-35, career-focused.

Needs: Reliable, stylish devices for productivity and entertainment.

Strategy: Promotions highlighting multitasking and design.



## Families

Profile: Households seeking diverse products.

Needs: Durable devices with family-friendly features.

Strategy: Bundled offers and community engagement.

# BUSINESS MODEL



**1**

**COCO**  
(Company Owned  
Company Operated)

**35 stores** are directly owned and managed by Fonebox.



**2**

**FOCO**  
(Franchise Owned  
Company Operated)

**150 stores** are franchise-owned but operated under Fonebox's management



# AWARDS





# PROFIT & LOSS

(₹ in Lakhs)

Particulars	H1-25	H1-24	H2-24	HOH%	FY24
Revenue from Operations	16465.28	14019.35	15741.17	17%	29760.52
Other Income	1.17	3.63	2.36	-68%	5.99
<b>Total Income</b>	<b>16466.45</b>	<b>14022.98</b>	<b>15743.53</b>	<b>17%</b>	<b>29766.51</b>
TOTAL EXPENSE	16183.70	13736.84	15411.42	18%	29148.26
EBITDA	282.75	286.14	332.11	-1%	618.25
Depreciation and Amortization Expenses	42.05	39.62	43.03	6%	82.65
EBIT	240.7	246.52	289.08	-2%	535.6
<b>Finance Costs</b>	<b>2.25</b>	<b>30.68</b>	<b>27.75</b>	<b>-93%</b>	<b>58.43</b>
PBT	238.45	215.84	261.33	10%	477.16
Tax Expenses	66.67	60.65	73.36	10%	134
<b>PAT</b>	<b>171.78</b>	<b>155.19</b>	<b>187.97</b>	<b>11%</b>	<b>343.16</b>
EPS	1.67	2.25	2.26	-26%	4.51

# BALANCE SHEET

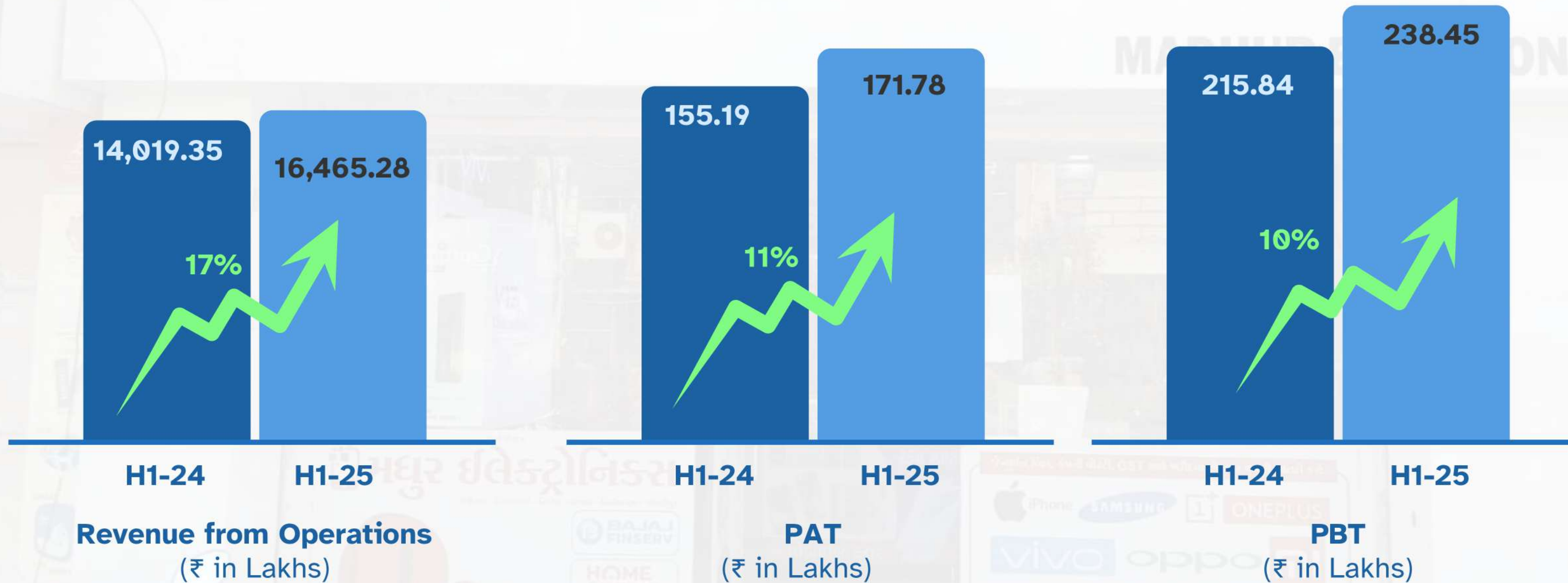
(₹ in Lakhs)

PARTICULARS	24-Sep	24-Mar
Equity capital	1026.00	1026.00
Reserves	2140.85	1969.07
Borrowings	230.14	18.81
Other liabilities	3509.96	3135.08
<b>Total Liabilities</b>	<b>6906.95</b>	<b>6148.96</b>
Fixed Aseets	414.97	434.43
CWIP	2.94	0
Other Assets	6489.04	5714.53
<b>Total Assets</b>	<b>6906.95</b>	<b>6148.96</b>

# FINANCIAL ANALYSIS

<b>Revenue Momentum</b>	A robust 17% increase in Revenue from Operations (₹14,019.35 lacs in H1-24 to ₹16,465.28 lacs in H1-25) reflects strong market positioning and demand. This growth emphasizes our ability to scale effectively.
<b>Expense Management</b>	Despite higher revenues, total expenses only grew by 18%, maintaining control over operating costs relative to revenue increases.
<b>Finance Cost Reduction</b>	A notable 93% reduction in Finance Costs reflects an efficient capital structure and lower interest burden, a key factor in enhancing profitability.
<b>PAT</b>	PAT grew by 11%, from 155.19 to 171.78, marking net profit growth aligned with business expansion and signaling overall financial health.
<b>Strengthened Equity Base</b>	Reserves increased from ₹1,969.07 lacs to ₹2,140.85 lacs, reflecting strong retained earnings and a solid equity position, which bolsters the company's financial stability.
<b>CWIP</b>	A small investment in Capital Work in Progress (CWIP) of ₹2.94 lacs highlights ongoing projects, signaling a commitment to future growth and expansion.
<b>Well-Balanced Financial Position</b>	Total Liabilities grew proportionally with Total Assets, maintaining a stable debt-to-equity ratio and ensuring a balanced financial structure for sustainable growth.

# KEY RATIOS



# MARQUEE BRAND PARTNERSHIPS

## SMART PHONE BRANDS



## CONSUMER ELECTRONICS BRANDS



## LAPTOP BRANDS



# ROBUST FINANCING PARTNERSHIPS

Easy and instant zero-cost financing options provided at Point of Sale both at self-owned and franchise stores.



# OUR TEAM



## Manishbhai Patel

Founder Promoter, Chairman,  
and Executive Director

**Education:**

Bachelor of Electrical Engineering, Sardar Patel University

**Professional Background:**

Over 17 years of experience in the Hotel and Retail Distribution industries.

Instrumental in establishing Fonebox Retail's vision and strategic direction.

Known for his leadership in driving operational excellence and business growth.



## Amitkumar Patel

Founder Promoter and  
Managing Director

8+ years of experience in the Hotel and Retail Distribution sectors.

Responsible for overseeing daily operations and driving company performance.

Focused on enhancing customer experiences and fostering strong vendor relationships.



## Jigar Desai

Promoter

**Professional Background:**

More than 16 years of experience in the Retail Distribution Industry.

Expertise in market analysis and competitive strategy.

Plays a key role in expanding the company's market presence and brand recognition.



## Parth Desai

Promoter, Executive Director  
and Chief Financial Officer

**Education:**

Management Graduate, Maharaja Sayajirao University of Baroda, Vadodara

Completed a specialized training program on Marketing of Rural Products at the Entrepreneurship Development Institute of India, Ahmedabad

**Professional Background:**

11+ years of experience in Sales & Marketing, with a strong focus on finance.

Instrumental in driving business expansion strategies through both organic and inorganic growth.

Responsible for financial planning, budgeting, and overall fiscal management.



## Contact Us



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