

Date: June 24, 2024

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400 001

SCRIP CODE: 543895

Subject: Intimation of Investor Presentation for the Financial Year Ended March 31 2024.

Dear Sir/ Madam,

With reference to the captioned subject and in accordance with the provisions of Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor Presentation for the financial year ended March 31, 2024. This presentation outlines key financial results and strategic initiatives undertaken by the Company during this period.

Please refer to the enclosed document for a detailed overview of our performance and strategic direction.

Thanking You,

Yours Faithfully

For **Exhicon Events Media Solutions Limited**

Pranjul Jain

Company Secretary & Compliance Officer

Membership No. A67725,

Encl: A/a

EXHICON EVENTS MEDIA SOLUTIONS LIMITED

(Formerly Known as Exhicon Events Media Solutions Private Limited) CIN:U74990MH2010PLC208218

Regd. Office: Unit No. 134 & 146, 1st Floor, Andheri Industrial Estate, Plot No. 22,

Veera Desai Road, Andheri West, Mumbai - 400053, Maharashtra, India

Toll Free: 1800 258 8103 | Email: info@exhicongroup.com | www.exhicongroup.com

EXHICON

Exhicon Events Media Solutions Limited

H2 FY24
Investor Presentation



This presentation, along with its accompanying slides (hereafter referred to as the “Presentation”) has been compiled by Exhicon Events Media Solutions Limited (Exhicon, or "the Company") for informational purposes only. It does not constitute an offer, recommendation, or invitation to purchase or subscribe to any securities and should not be relied upon as the basis for any contractual commitment. Any offering of the Company's securities will be conducted solely through a formal offering document containing comprehensive information about the Company.

The information and data presented herein have been gathered by the Company from sources believed to be reliable. However, the Company makes no express or implied representation or warranty regarding the accuracy, completeness, fairness, or reasonableness of the contents of this Presentation. It may not encompass all relevant information and any reliance placed on it is at the recipient's own risk. The Company expressly disclaims any liability for errors or omissions in this Presentation.

Certain discussions within this Presentation may include forward-looking statements regarding the Company's market potential and business outlook. These statements are inherently subject to risks, uncertainties, and assumptions, and actual results may differ materially from those expressed or implied herein. Factors influencing these forward-looking statements include, but are not limited to, the performance of the Indian and international economies, industry dynamics, competition, successful execution of the Company's strategies, technological advancements, revenue fluctuations, market preferences, and exposure to various risks.

The Company assumes no obligation to update any forward-looking information contained herein. Additionally, any forward-looking statements or projections made by third parties included in this Presentation are not endorsed by the Company, and the Company bears no responsibility for such statements or projections.





Company Overview



Incorporated in 2010, Exhicon Events Media Solutions Limited is a premier provider of comprehensive services for the Exhibitions, Conferences, and Events industry.

The company offers a wide range of products and solutions, including media and integrated marketing, temporary and permanent event infrastructure, and event management.

Exhicon has evolved into an end-to-end services provider, efficiently managing all aspects of the industry.

Key services include designing and constructing B2B and B2C fairs and events and assisting clients with permissions and licenses.

Its clientele includes state governments, domestic associations, and international clients from sectors such as Hospitality, F&B, FMCG, International Trading, and Healthcare.

Exhicon provides event infrastructure and marketing solutions, ensuring operational efficiency and value. The company excels in organizing B2B, B2C, and hybrid events, maximizing visitor attendance at trade shows.

Additionally, Exhicon supplies a wide range of event setups, including large-span steel AC structures, octanorm systems, flooring, carpets, modular registration setups, furniture, lighting, sound, video, branding, signage, CCTV, and hardware, with stocks distributed across five Indian cities.

The company also offers media and advertising services, such as creating and distributing show bulletins, design and printing, and overall outdoor, print, radio, and digital Media. Its subsidiaries further enhance its service offerings.

The Pioneers

India's First 360-Degree Exhibition Company

India's Pioneer Trade Show Media

India's Pioneer Exhibition on Events

For The Records

World's Biggest Performance Stage Executors- Nagpur

World's Most Attended Insurance Event Executors- Pune





Vision

To become world's most admired solution provider for exhibition & events to fulfill promises in the highest form of integrity.



Mission

Contributing for global economic growth by way of facilitating worldwide exhibitions and events; breaking down boundaries of countries, religions and cultures.

Value

Commitment:

We will explore all alternatives and maximize all opportunities to achieve progress for our customers, company and ourselves.

Innovation:

We challenge ourselves in bringing positive change to all our businesses through new ideas and technology.

Quality:

We take pride in being professional, responsible, and reliable in all we do to deliver the highest standards.

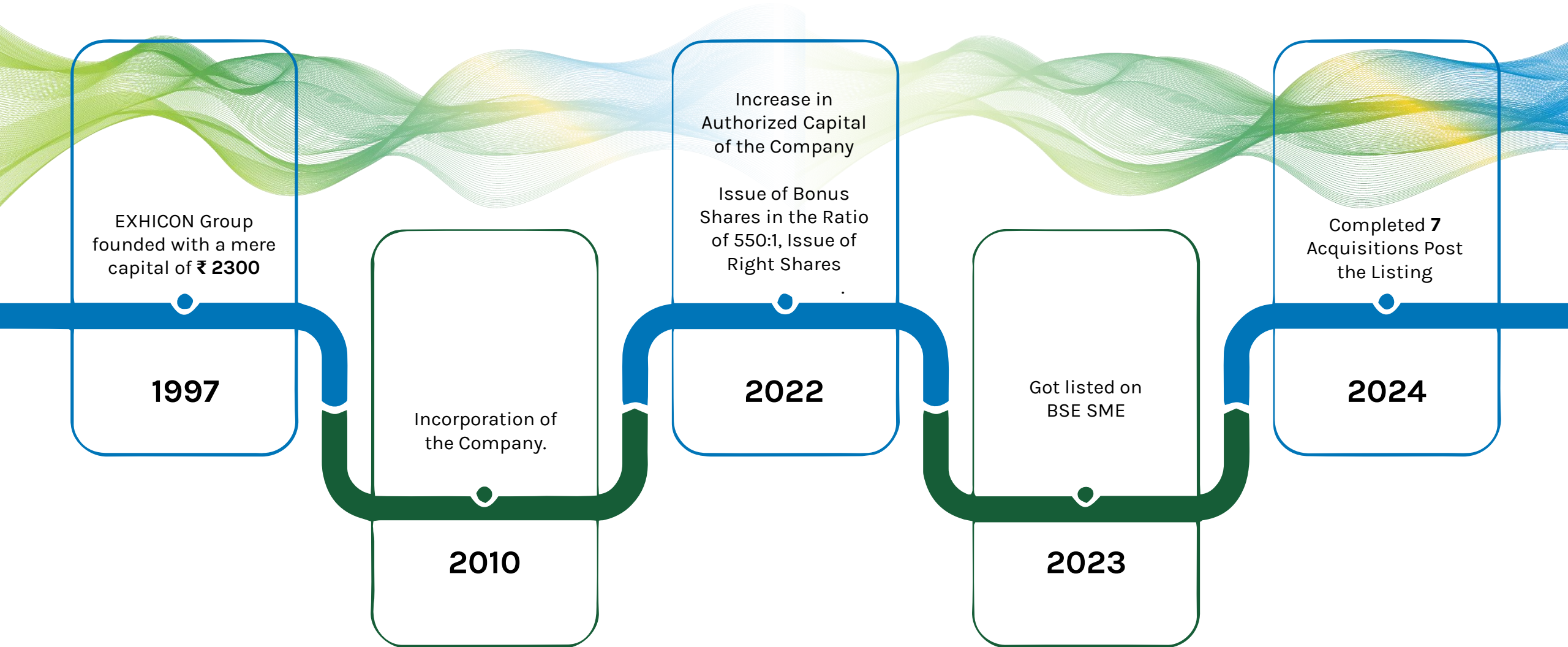
Integrity:

To be honest to our customers and ourselves in whatever we do.

Team Spirit:

To foster a sense of belonging and unity towards our shared goals.

Key Events And Milestones



Pre-IPO Overview

Top Events:
16

Client Repetition Ratio:
70-75%

No. of Subsidiaries Acquired:
3

Team Size:
27

Services Offered:

- 360 Degree Event Solutions
- Exhibition Stall Designing/Building
- Consumer Goods & Retail
- Entertainment
- Real Estate & Property
- Hospitality
- Healthcare & Pharmaceutical

Post-IPO Growth

Top Events:
40+
(till date)

Client Repetition Ratio:
80-85%

No. of Subsidiaries Acquired:
7

Team Size:
150+

New Services Added:

- Sports Events and Corporate Golf Business
- Large Corporate Event Catering
- Brand Communications
- Data base listing for Exhibition Organizers Business
- Govt & corporate MICE (Meeting Incentives Conference and Exhibitions)
- Helicopter Rides for corporates & religious tourism
- Landscaping and MEP Contracting of Events Venue in the UAE
- Dedicated Exhibition Business Centre in the UAE
- TradefairTimes Arabia (UAE's pioneer Trade Show Magazine)

Growth Highlights

Expansion of Services:

Introduced 8 new service areas, expanding from core offerings to niche markets like religious tourism and aviation.

Event Management Success:

Increased the number of top events from 16 to over 40, showcasing significant growth in event management capabilities.

Client Retention Improvement:

Enhanced client repetition ratio from 70-75% to 80-85%, indicating improved client satisfaction and loyalty.

Subsidiary Acquisition:

More than doubled the number of subsidiaries acquired from 3 to 7.

Team Growth:

Expanded the team from 27 to over 150+ members, reflecting substantial scaling of operations.

Acquiring Exhibition Brands & High-Growth Companies



July 2023

Impulse B2B Solutions

Acquired 100% stake.

This move has fortified company's database research capabilities, allowing to extend the reach into international markets across North America and parts of Africa.

January 2024

Pinewoods Golf Club

Acquired 76% stake.

Offering premium lifestyle experiences with prestigious golf courses. This addition provides unique venues for corporate events and private gatherings



April 2024

**UHPL
(United Helicharters Private Limited)**

Recently acquired an 89.99% stake

Enhances company's MRO services for helicopter operations and maintenance.



March 2024

Nucleus Integrated Communications and Entertainment

Acquired a 51% stake.

Enhancing in-house capabilities in corporate events, exhibitions, and brand designing. Their expertise in audio-visual production and animations brings a creative edge to our offerings.



September 2023

Darespark Communications

Acquired 100% stake.

Enhancing the digital marketing and stall designing capabilities. This integration has strengthened company's presence in the exhibition industry and fueled innovation.

1

May 2023

**Maple Heights Business Centre LLC
(Overseas Acquisition)**

Acquired 51% stake.

This venture brought sprawling 15,000 square foot facility that offers comprehensive virtual and physical spaces, secretariat and meeting services, enhancing company's capabilities in hosting and managing world-class events.



June 2024

Green Branch Contracting & Land Scaping LLC

Recently acquired an 76% stake

Enhance Exhicon's 360- degree service portfolio, allowing it to offer comprehensive solutions including temporary and permanent event venue construction, maintenance and landscaping.



7

Exhicon Events Media Solutions Limited has strategically pursued acquisitions to enhance its service offerings and fortify its market position in the exhibition industry. **These acquisitions aim to provide clients with comprehensive, 360-degree solutions, catering to all their exhibition needs under one roof.** By integrating additional services and building an in-house team, Exhicon ensures seamless and efficient solutions, boosting client satisfaction and operational capabilities.



DISCLAIMER

Looking forward, Exhicon Events Media Solutions Limited is accelerating its growth and expansion. The focus on strategic acquisitions will continue to be a driving force, enabling the company to penetrate new markets and diversify its service offerings. With a strong pipeline of potential acquisitions and substantial cash reserves, Exhicon is well-positioned to seize opportunities and drive sustained growth. The forward-looking strategy includes expanding market reach, enhancing the service portfolio, and continuously improving operational efficiency to deliver maximum value to clients. The future holds immense potential for Exhicon Events Media Solutions Limited. The company's commitment to innovation, strategic acquisitions, and operational excellence will guide it in achieving growth objectives and solidifying its position as a leader in the exhibition services industry.

Gamut of Products and Services

- Full range of products and services for the exhibition, conference, and events industry.
- Manages events from concept to completion with in-house infrastructure and integrated marketing solutions.
- Ensures operational efficiency and value delivery for stakeholders.

Meeting expectations of clients

- Strong relationships through comprehensive service offerings.
- Focus on meeting client expectations with research, creative works, and strategic media planning.
- Long-term relationships built on measuring success via brand awareness, sales impact, and client feedback.

Awards

- Awarded as Prestigious Top 500 Brands in Asia in 2019.
- Recognized as one of ABP's Top 100 MSMEs in India in 2022, highlighting business growth and client satisfaction.
- Over 100 Awards won from in the last 10 years.

Core Expertise

- Execution of large format outdoor and indoor exhibitions with in-house infrastructure.
- Conceptualizing new ideas and themes around which exhibitions can be organized.
- Enlisting support and association of relevant trade bodies and industry associations.
- Marketing the exhibition to relevant exhibitors (Clients).
- Attracting relevant visitors through adequate publicity and advertisement to make the exhibition a success.
- Hosting the exhibitions.



- Top 500 Brands in Asia Award (Hong Kong)
- ABP Top 100 MSME in India
- TCEB (Thailand Convention & Exhibition Bureau) Awards
- Media Expo Award
- India for MICE Award
- Pamex Award
- New Poona Catering Association Award
- Global Konkan Festival Award
- IEIA - Make In India Award
- Indian Flower & Plant Industry Excellence Award-2019
- Haywards 5000 Hausle Ki Udaan Award
- Solar Today Expo Award
- Mice International Conclave Award
- India Convention Promotion Bureau Award
- Maharashtra Startup & Innovation Council Award
- Maeshat Summit & Award
- All India Minorities Business Summit Awards
- Business of the Year Award
- Hunar Ratna Award
- Imamia Chamber Of Commerce And Industry
- Indian Flower & Plant Industry Excellence Award
- Desi Homes Realty Icon Award



Governments and Association Organizers

In FY24, Company Generated 20% Of The Revenue From Government Clients

	<p>And many more...</p>
--	-------------------------

Other Corporate Clients



Accredit Solutions



Beacon Events



Biz Integration



C5 Group Canadian Institute



Decarb Connect



Dun & Bradstreet Singapore



Energy Conference Network



Kisaco Research



Media Fusion



MMI Asia Pte Ltd



Ncube Expo



Niche Ideas



Oxford Global



PMG Events



Quartz Business Events



Two Blue Solar











YDP Global Business Solutions Pvt Ltd

And many more...

Domestic: Reputed Trade Fairs Organizers

				And many more...

 <hr/>	 <hr/>	 <hr/>	 <hr/>	 <hr/>
	 <hr/>	 <hr/>	 <hr/>	

International Clients (Operations)



Exhibition IP's



Pioneering Tradefair Magazine Brands



India- Since July 2005



UAE- Since Dec 2023

Group Companies & Subsidiaries



Copo Digital Services (India) Pvt. Ltd



DIGI GLOBE Advertising Pvt. Ltd



Nucleus Integrated Communications & Entertainment Private Limited



Green Branch Contracting & Landscaping LLC



Worldwide Exhibitions Agency Aisa Limited



Maple Heights Business Centre LLC



United Helicharters Private Limited



Pinewoods Golf Club LLP

Group Promoted Companies



Exhicon Healthcare Limited



Paruhang Construction and Suppliers Private Limited



Exhicon Hospitality LLP



Exhicon Real Estate LLC



Exhicon Thailand Co. Limited



Messe Global Pune Laxmi Lawns



Exhicon Impex FZE LLC



VITS - Exhicon Thailand Co. Limited



Business Overview





Temporary Infrastructure for the large format events and exhibitions



Venue, Exhibition Organizing & management



Stall Designing, Creative & Media Solutions, Printing & publishing, including Media Planning / Buying and implementation



Govt & Corporate MICE



Database Analysis & Listings



B2B Websites designing

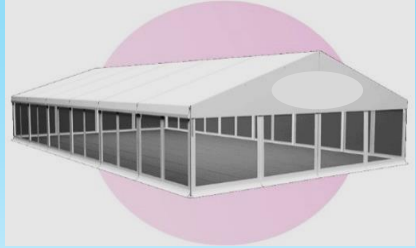


Creative Web Designing & Digital Marketing



Sales and Marketing





360 DEGREE EVENT SOLUTIONS

- B2B & B2C
- German Hangars/Prefab Maxima/Octanorm Systems /Staging/Decor Solutions
- Exhibition Pavilion Designing/Building



MANAGEMENT & EXCLUSIVE RIGHTS OF THE LARGEST EVENT VENUE OF PUNE

- Exhibition & Convention Centers
- Biggest Multipurpose Event Venue in Pune
- Best Suitable for Weddings, Corporate Events, Trade fairs, Concerts, Launches and much more.
- Pinewoods Golf Club by Exhicon



TRADESHOW MEDIA

- Pioneer Tradeshow Magazine Of India
- Pioneer Tradeshow Magazine of UAE
- Newsletters, Webinars, Live Streaming



EVENT IP'S

- Global Kokan
- Vashi, Pune, Vasai, Tarapore Industrial Expo's
- HDIE (Hospital Design Infrastructure Expo 2023)
- Toilet & Sanitation Expo



SALES AND MARKETING

- New Age Event Marketing, B2B Event Space Selling, Sponsorship, Lead Generation, Delegations Sales



HOSPITALITY & F&B

- EXHICON Hospitality
- Al Fresco Hotel
- Luxur Boutique Hotel
- Blue Sky Lounge



INTERNATIONAL TRADING

- Fresh Fruits, Silico Manganese, Dry Fruits, Medical Equipment's, FMCG, Mobile Phones, Commodities



REAL ESTATE (UAE)

- Buying and selling Retail, Commercial, Properties
- Renting and Long Lease Business and Establishment Premises
- Underwriting of Apartments



Healthcare

- EXHICON Healthcare – Full Service PMC for Hospital Designs & Medical Planning
- Medical Oxygen Concentrator
- EXHICON – Medical Oxygen Plants

Glimpses Of Key Events In 2023-2024



Messe Global Pune Laxmi Lawns
Biggest multipurpose event venue.



CII India Gaming Show



G20 Events Pune



NaMo Maharojgar Melawa



Gold Awards Winner Pavilion, UP International trade Show
Uttar Pradesh State Rural Livelihood Mission (UPSRLM),
Government of Uttar Pradesh



Grand Wedding
at Messe Global Laxmi Lawns Pune.



Pharma Lab Chem Expo



MasterCard Mahotsav



AFINdex Exhibition. (Africa India Defense Expo)



IWWA (Indian Water Works Association)

Notable Events Managed

- Bajaj GIFL
- John Deere Family Day
- Eat On Corporate Summit
- Eat On Family Day
- HSBC Technologies Annual Day
- Furniture Expo
- Festival Fiesta (Flee Market)
- AJIO Retailer Expo
- Bharat Tex Delhi
- Maharashtra Film Festival Goa
- Global Kokan Festival - Mumbai
- Namo Job Fair - Mumbai
- AMDOCS Fiesta

Historic Insurance Conference: Exhicon Events Breaks Guinness World Record



Exhicon Events Media Solutions Ltd managed the General Insurance Festival of India (GIFI), setting a new Guinness World Record for the largest attendance at an insurance conference. Held at Messe Global Pune Laxmi Lawns and organized by Bajaj Allianz General Insurance, the event featured:

- Over 250,000 sqft of temporary air-conditioned infrastructure
- German-made large span structures and 3 lac sqft of wooden flooring
- Services for 6,000 delegates and 1,000 guests, including food and beverage, technical staging, and 10,000 KW of temporary power
- A setup executed by 2,400 skilled workers over 15 days and nights in heavy rain
- A 17-acre venue combining semi-temporary and permanent structures

Successfully, converted an outdoor atmosphere into a record-breaking indoor venue despite adverse weather conditions.

MESSE GLOBAL PUNE LAXMI LAWNS

Biggest Multipurpose Event
Venue In Pune
Exclusive Service Rights

Exclusive Event IP's



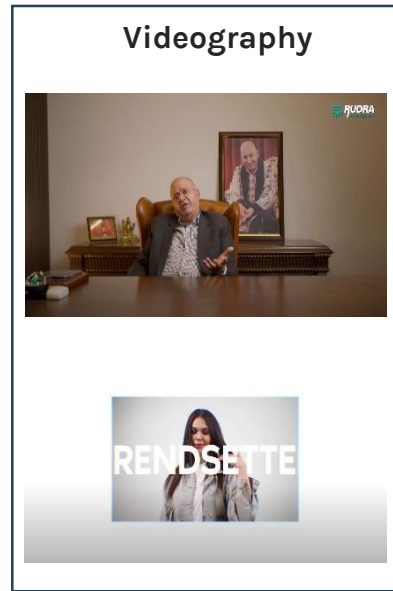
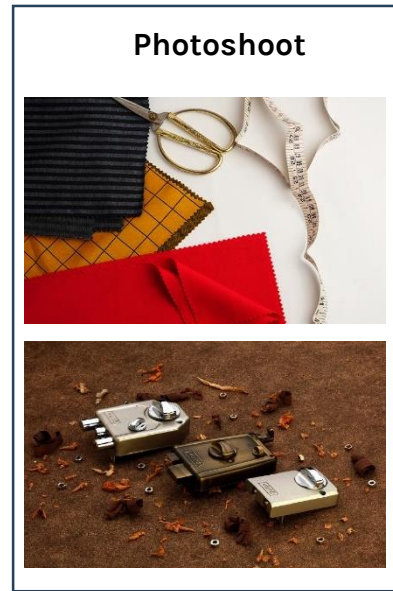
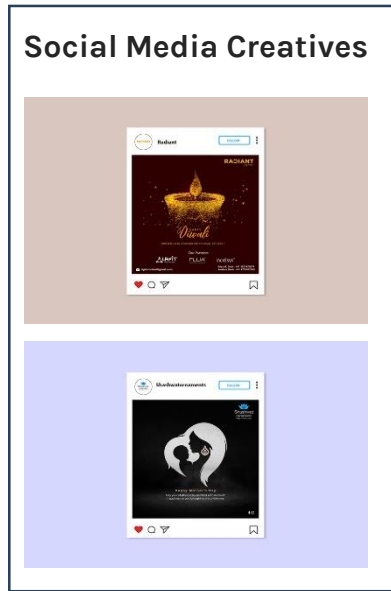
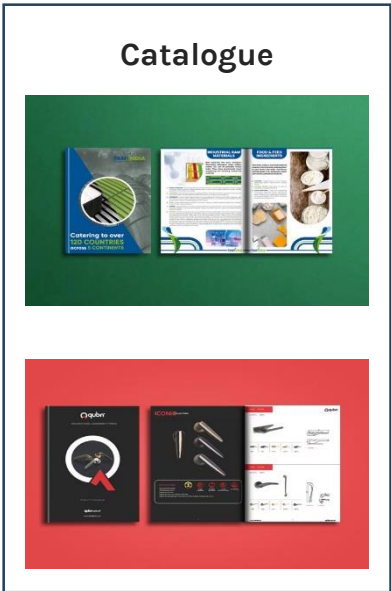
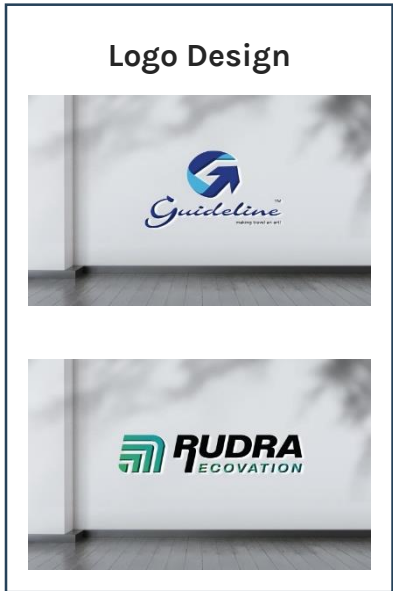
Worlds Largest Exhibition
Space Selling Agency

Notable Events Managed



Maha Kumbh Mela

Events for Sri Sri Ravi Shankar



- 10+ Years Of Experience
- 200+ Clients Served
- 15k S.Q Meter Stalls Executed
- 20+ Brands Established

This subsidiary of us redefining **integrated marketing communication**. Which has an FY24 turnover of ₹21 crore, enhances its capability to operate effectively at the booth level.

The company anticipates an impressive **yearly CAGR growth of 50% over the next five years**. Known for its creative prowess, it employs diverse and dynamic approaches to help brands scale globally and enter new markets.

Digiglobe’s design segment excels in holistic branding and visual storytelling. From strategic brand development to captivating media production, the company collaborates with clients to create compelling narratives and immersive brand experiences that resonate across all touchpoints.

Exhibition

Stall Fabrication & Design Services



Store Interiors



Web Development

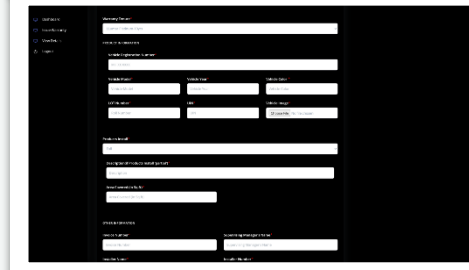
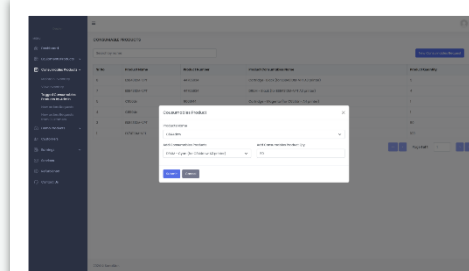


Others Services

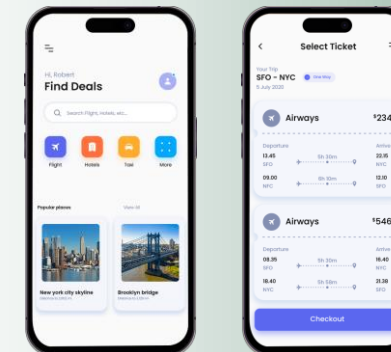
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Analytics & Data Analysis
- Performance Marketing
- Content Marketing

DIGITAL

Custom Software Solutions



App Development





Industry Overview



The India Events and Exhibition Market is projected to grow from USD 5.23 billion in 2024 to USD 7.80 billion by 2029, with a CAGR of 8.31% during this period.

Exhibitions and events play a crucial role in driving economic growth, and the Indian government's initiatives to support various industries are expected to boost the demand for these activities. With its vast consumer market, India presents unparalleled opportunities for enterprises to invest and expand.

Exhibitions are powerful enablers of trade and economic growth, and India's rapid economic development has positioned it as a prime global exhibition destination.

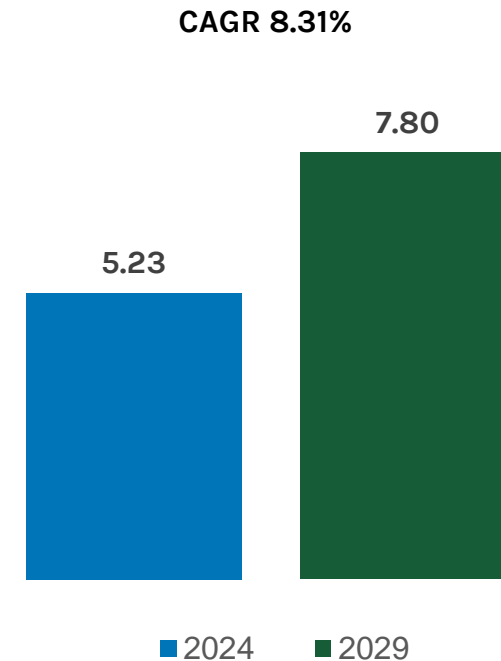
The retail market in India is anticipated to reach USD 1,750 billion by 2026, highlighting the country's economic potential. However, organizers often charge high participation fees to ensure effective marketing and avoid low footfall and sales for vendors.

Emerging trends like geo-cloning—replicating successful events in different locations—are gaining traction. This strategy maximizes success and audience engagement while minimizing the risks associated with launching new events.

The Indian government's support for geo-cloning and large international conventions positively impacts growth, ensuring guaranteed customer footfall and leveraging international brand reputations.

In conclusion, the India events and exhibition market is set for significant growth, driven by strategic government support, technological advancements, and innovative practices like geo-cloning.

Events and Exhibition Market
(In USD Million)



Source: <https://www.mordorintelligence.com/industry-reports/event-and-exhibition-market-india>

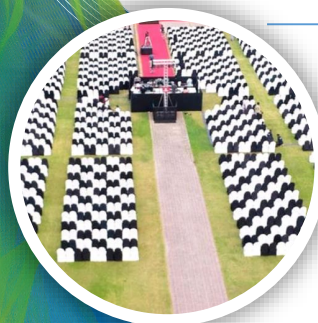


Rising disposable incomes and urbanization:

The expanding Indian middle class, with increased spending power, favors experiences over material goods. This trend benefits event organizers as more people are willing to spend on memorable events like weddings, concerts, and conferences.

Government initiatives and infrastructural development:

Government support through initiatives like "Incredible India" and "Swadesh Darshan" and improved infrastructure (highways, airports, convention centers) aids seamless organization and hosting of large-scale events.



Tech-savvy audience and hybrid events:

India's young, tech-savvy population embraces technological advancements, enabling innovative event experiences like virtual reality, augmented reality, and gamification. The hybrid event model, combining physical and virtual elements, is also gaining popularity, expanding audience reach.



Focus on niche markets and regional events:

Event organizers are expanding beyond metro cities to Tier II and III cities, addressing diverse needs. Niche markets such as healthcare, education, and entrepreneurship are seeing increased event activity, reflecting evolving interests.

Sustainability and responsible event practices:

The Indian event industry is adopting sustainable practices like waste reduction and energy efficiency. This shift resonates with the eco-conscious audience, enhancing the positive impact of events.



Management Overview





Mr. Mohammad Quaim Syed, Promoter and Chairman & Managing Director

He is the founder of Exhicon Group in Mumbai and is a serial entrepreneur with over two decades in the trade fair and events industry. He is the Managing Director of Worldwide Exhibitions Agency Asia in Hong Kong and Editor in Chief of Trade Fair Times. He has held leadership roles in the Imamia Chamber of Commerce and Industry, UNCTAD's Empretec Program, and the Indian Industries Association. Recently, he co-founded the Exhibition Organisers Council of India. His accolades include the Maeshat Media Awards, Realty Icon Awards 2022, and recognition for promoting entrepreneurship among Imamia youth.



Ms. Padma Mishra, Whole Time Director

She holds a degree in Event Trade fairs and Events expert from the Lucknow University. She has over 20 years of experience in the business collaborations & Joint Ventures, International Exhibitions Organizer, Large Scale Industrial Global Expo. She won the prize for the category "Women Power in MICE" in the Annual Women Power Summit & Awards 2022.



Ms. Nisha Quaim Syed, Executive Director

She holds a degree in Master of Arts from University of Mumbai. She worked as a teacher for five years before joining Team Pinnacle Publication in 2002, where she worked as the editor. It later got rebranded as a TradeFairTimes where she further worked for three years. In 2014, she became a managing partner of Exhicon Impex.



Mr. Pechimuthu Udaykumar, Independent Director

He holds a degree in B.E. (Mech.) and Post Graduate Diploma in Management. He is the immediate former Managing Director of National Small Industries Corporations Limited (NSIC) and has about 35 years of experience in various areas of Marketing and Policy formation related to MSME, Petroleum, Fertilizer and Private Equity Sectors and has contributed significantly to the formulation of innovative strategies while working in these areas.



Mr. Hussein Ahmad Sayed, Independent Director

He holds a Master's Degree in Science from University of Bombay. He joined Bombay Customs in the year 1976 and promoted as Superintendent of Customs (Gazetted Officer) in the year 1996. He is retired from Indian Customs as Superintendent in January 2010 after putting in 34 years of meritorious service with Indian Customs Department.



Mr. Raminder Singh, Independent Director

He holds a degree in B.A. from Punjab University and PG Diploma in Foreign Trade from IIFT, New Delhi, PG Diploma in Marketing & Sales Management and in Public Relations and Mass Communication. He has a working experience of about 37 years. Presently he is working as a freelancer to sell exhibitions for various organizers and entails lesioning with Central and State Ministries, law enforcing agencies etc.,

Key Management Team



Mr. Anil Shah

40+ Years Of Industry Experience
Director - Strategic Alliance -
EMS Ltd.



Mr. Ketul Shah

09+ Years Of Industry Experience
CEO - Exhibitor Services
Dare Spark Comm by EMS Ltd.



Mr. Pushkin Agha

21+ Years Of Industry Experience
CEO - Maple Height Business
Center LLC (Dubai)



Dr. Sandeep S

22+ Years Of Industry Experience
CEO & Managing Director
Pinewood by Exhicon



Mr. Nitin Minocha

21+ Years Of Industry Experience
Co-Promoter -
EMS Ltd.



Mr. Sushil Shah (CA)

30+ Years Of Industry Experience
Chief Financial Officer -
EMS Ltd.



Mr. Tanwir Siddiqui

15+ Years Of Industry Experience
Chief Executive Officer -
Data Business



Mr. Asgar Khan

25+ Years Of Industry Experience
Director -
Government Projects EMS Ltd.



Mr. Prakash Nayak

26+ Years Of Industry Experience
Technical Director -
UHPL

Key Management Team



Mr. Riyaz Khambati
28+ Years Of Industry Experience
COO - Operations
EMS Ltd.



Mr. Abul Fazal
08+ Years Of Industry Experience
Chief Strategy Officer -
EMS Ltd.



Mr. Zahir Merchant
17+ Years Of Industry Experience
GM (Finance) -
EMS Ltd.



Mrs. Amrita Singh
21+ Years Of Industry Experience
GM (Operations) -
EMS Ltd.



Mr. Pranjul Jain
03+ Years Of Industry Experience
Company Secretary -
EMS Ltd.



Mr. Umar Nadkar
21+ Years Of Industry Experience
Co-Founder -
Creative Focus



Mr. Asab Shahzi
15+ Years Of Industry Experience
Chief Experience Officer -
EMS Ltd.



Mrs. Tanvi More
17+ Years Of Industry Experience
Head of HR
EMS Ltd.



The Way Forward



Increase Geographical Reach:

- Create new exhibition venues.
- Expand exhibitions to more cities.
- Cross-sell established exhibitions to the same exhibitors in different locations.
- Strengthen sales team and establish new sales offices (Singapore, London, Shanghai and Dubai).

Launch New In-House Exhibitions:

- Introduce new brands in segments like Interior Designing, Hospitality, Real Estate, etc.
- Increase and leverage client relationships to offer a suite of media products.
- Enhance earnings stability by expanding client base.

Enter New Verticals and Value Chain:

- Acquire exhibition brands in tours, travel, minerals, metals, etc.
- Forward integration: Boost in-house stall designing and fabrication.
- Backward integration: Own a semi-permanent exhibition center.
- Aim to reduce third-party dependence, improve service quality, and enhance exhibitor/visitor satisfaction.



Market Focus:

- Primarily engaged in exhibitions rather than events.
- Focus on B2B (Business to Business) more than B2C (Business to Consumer).



Industry Diversification:

- **Hospitality:** Services like hotels and accommodation.
- **Food & Beverages (F&B):** Restaurants, cafes, and other food services.
- **Non-Chemical FMCG:** Personal care and household items without chemicals.
- **International Trading:** Buying and selling goods across countries.
- **Healthcare:** Medical services and products.



International Operations:

- **Key Operational Hubs:**
India, Thailand, Dubai, Switzerland, Hongkong
- **Global Network:**
- Marketing and selling products in over 50 countries.
- Ensuring availability to a diverse customer base worldwide.



Unique Selling Proposition (USP):

- The only company in the trade fair industry with entirely in-house resources, ensuring no outsourcing.
- Emphasizes quality, attracting large exhibitors who prefer established vendors like Exhicon.



Facilities:

- Operates a 2 lakh sq. ft. warehouse in Malad for production and storage.



Revenue Breakdown:

- 70-80% from in-house services including:
- Venue booking
- RSVP/Digital marketing/Promotion/Data management
- Stall fabrication
- Customized stall design
- Prefabricated indoor setups



Quality Management:

- SOPs and a reference library from previous events to avoid recurring issues.



Service Introduction and Improvement:

- Regularly adds new services (e.g., FnB services last year, religious tourism segment in early 2024).
- Exhibition Business Centre in UAE, Data Service, Govt Delegate Management, Corporate MICE, Sports Events Venue, Concerts and Musical IP's. Landscaping & Contracting of Event Venues, Event Space at the Juhu Airport, Helicopter MRO, Event Video Predictions



Retention Rates:

- 70% repeat clients for exhibitions (non-empaneled vendor policies at different venues).
- 80% repeat clients for event business (corporate and social clients).



Long-Term Contracts:

- 30% of business from long-term contracts with corporates, associations, exhibition organizers, and industry promotion councils such as Vibrant Goa Foundation, Bajaj Allianz, CII, FICCI, Urdu Academy, Rajasthan Export Promotion Council.



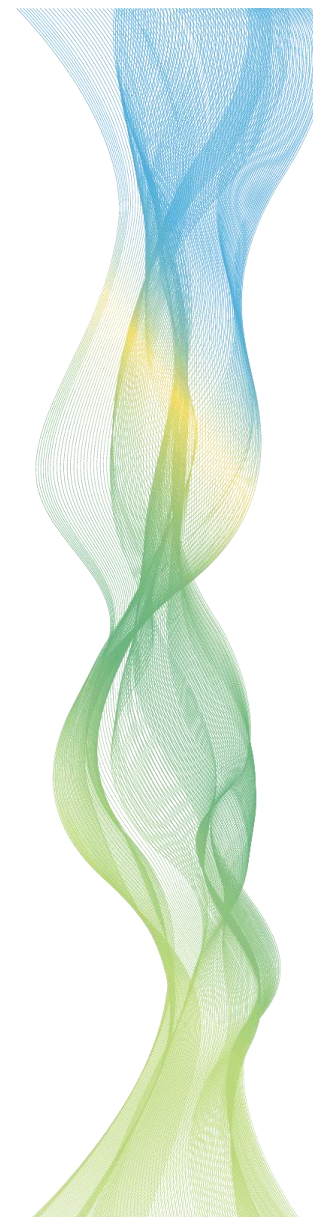
New Client Acquisition:

- Added more than 15 large corporations, PSU's and Government Clients.



Government Organizations:

- 15-20% of business from government organizations where empaneled as Event Planner and Execution Partner.



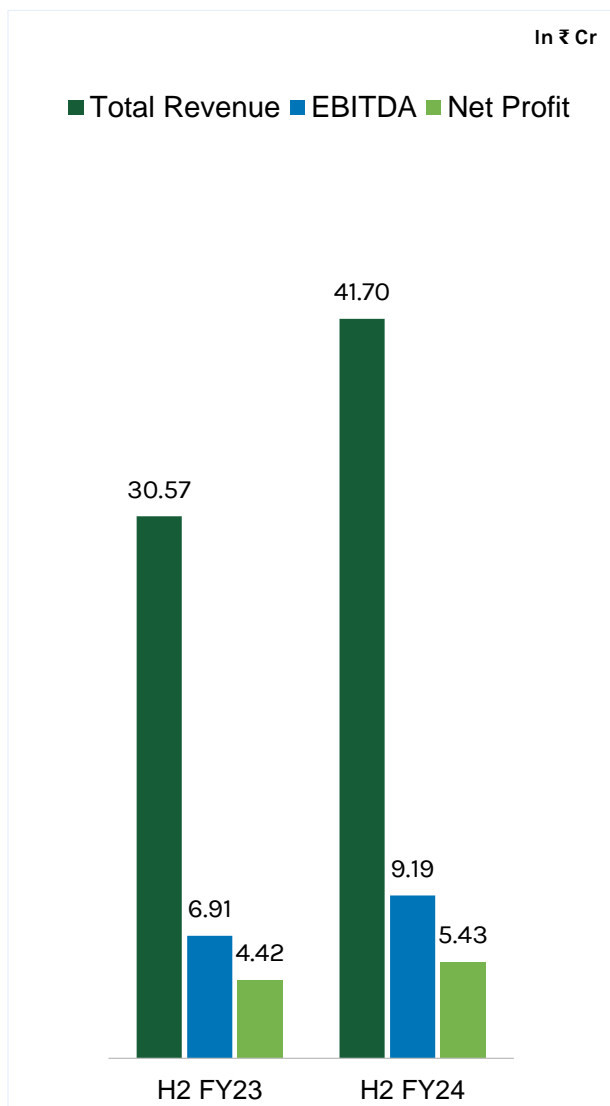


Financial Overview



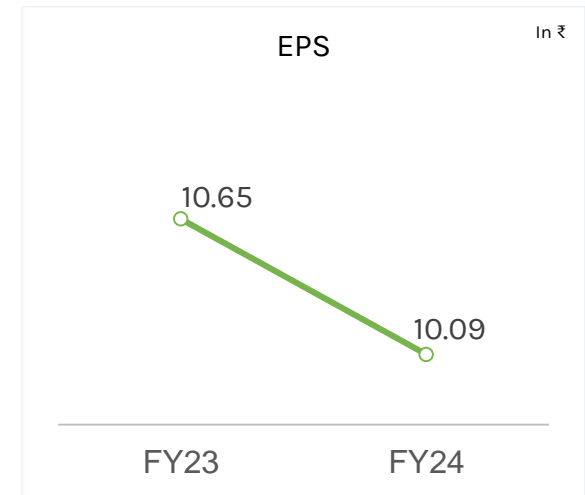
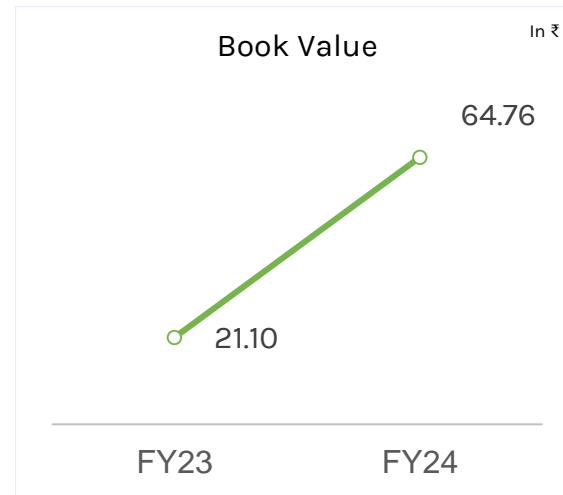
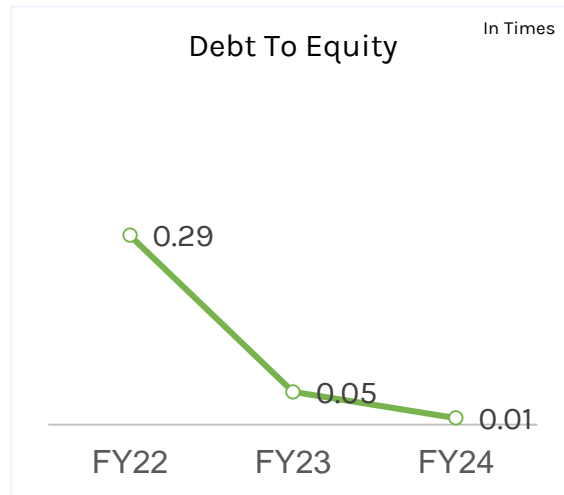
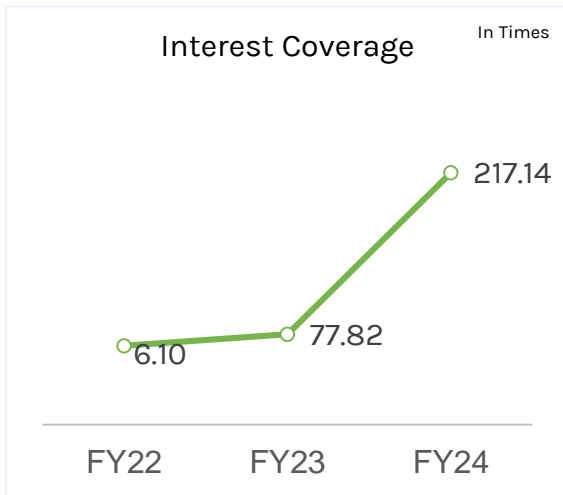
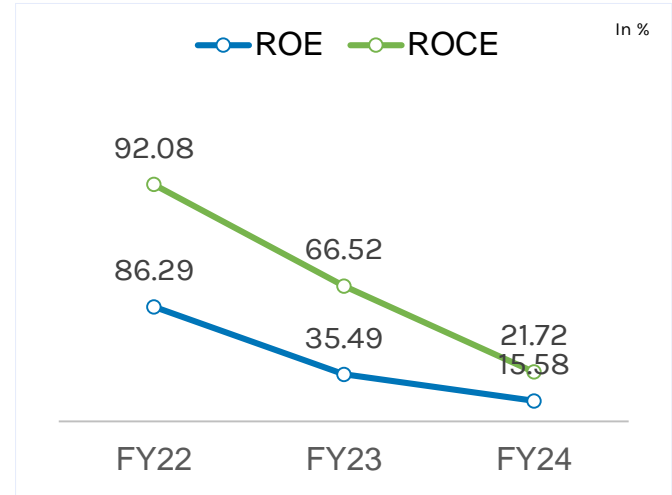
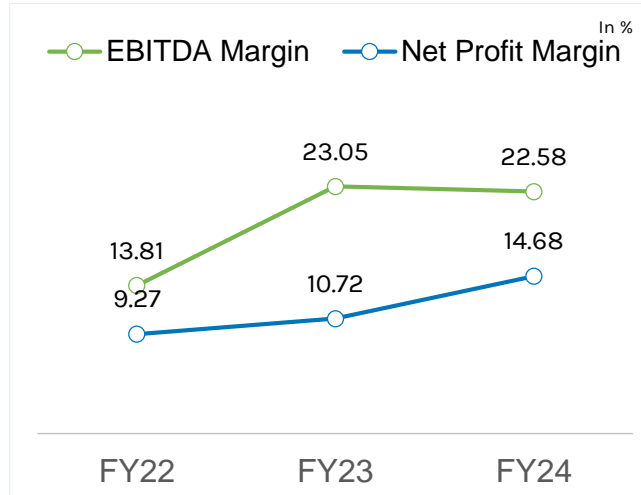
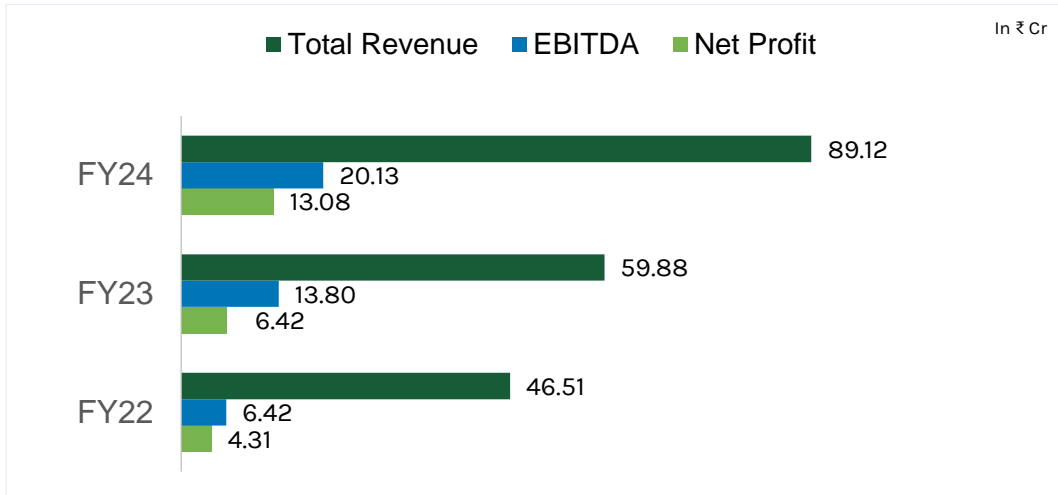
H2 FY24 Financial Highlights (Consolidated)

₹ In Cr, Margin in %



Particulars	H2 FY24	H2 FY23	HoH Growth
Revenues	41.17	29.53	
Other Income	0.53	1.03	
Total Income	41.7	30.57	36.42%
Expenses			
Raw material	25.26	21.39	
Employee Benefit Expenses	2.32	1.21	
Other Expenses	4.93	1.05	
Total Expenditure	32.51	23.66	
EBIDTA	9.19	6.91	32.94%
EBIDTA(%)	22.04	22.61	-2.55%
Interest	0.07	0.13	
Depreciation	0.99	0.73	
PBT	8.13	6.05	34.26%
TAX Expense (Including Deferred Tax)	1.58	1.61	
PAT (before Minority Interest)	6.55	4.45	47.33%
Less Minority Interest	1.12	0.03	
PAT (After Minority interest)	5.43	4.42	22.94%
PAT(%) (Before Minority Interest)	15.7%	14.6%	+.110bps
PAT(%) (After Minority Interest)	13.0%	14.5%	.-150bps
EPS(₹) Full	4.19	5.15	-18.64%
EPS(₹) Weighted average	4.56	5.15	-11.46%

Key Financial Metrics (Consolidated)



Profit & Loss Statement (Consolidated)

₹ In Cr, Margin in %

Particulars	FY24	FY23	FY22
Revenues	88.46	58.84	46.35
Other Income	0.66	1.03	0.16
Total Income	89.12	59.88	46.51
YoY Growth	48.83%	28.75%	-
Raw Material Expenses	59.65	41.74	36.31
Employee costs	3.35	1.84	0.94
Other expenses	6	2.49	2.84
Total Expenditure	69	46.08	40.09
EBITDA	20.13	13.8	6.42
YoY Growth	45.87%	114.95%	-
Finance Costs	0.08	0.16	0.09
Depreciation	1.73	1.22	0.51
PBT	18.31	12.42	5.83
Tax	4.08	3.26	1.52
PAT(Before Minority Interest)	14.23	9.16	4.31
PAT(%) (Before Minority Interest)	16.1%	15.6%	+.50bps
Minority Interest	1.14	0.027	
PAT(After Minority Interest)	13.09	9.133	4.31
PAT(%) (After Minority Interest)	14.7%	15.3%	-.60bps
PAT YoY Growth	43.33%	111.90%	-
EPS(₹) Full	10.09	10.68	-5.52%
EPS(₹) Weighted average	10.98	10.65	3.10%

Balance Sheet (Consolidated)

In ₹ Cr

Equities & Liabilities	FY24	FY23	FY22
Equity	12.96	8.58	0.01
Reserves & Surplus	70.26	9.50	4.99
Minority Interest	0.72	0.01	0.00
Net Worth	83.94	18.09	5.00
Non Current Liabilities			
Non Current Borrowings	0.00	0.00	0.37
Deferred Tax Liability	1.74	0.88	0.00
Total Non Current Liabilities	1.74	0.88	0.37
Current Liabilities			
Current Borrowings	0.74	0.83	1.06
Lease Liabilities	0.00	0.00	8.25
Trade Payables	11.70	3.54	0.00
Short Term Provisions	0.66	0.00	-0.05
Other Current Liabilities	4.47	4.91	3.26
Total Current Liabilities	17.56	9.27	12.52
Total Liabilities	103.25	28.24	17.89

Assets	FY24	FY23	FY22
Non Current Assets			
Fixed assets	13.78	8.98	6.34
Non Current Investments	0.24	0.00	0.00
Deferred Tax Assets (Net)	0.00	0.00	0.00
Other Non Current Assets	0.00	0.00	0.00
Total Non Current Assets	14.02	8.98	6.34
Current Assets			
Inventories	0.00	0.00	0.00
Trade receivables	32.29	17.48	5.85
Cash & Bank Balance	23.22	0.77	2.07
Short Term loans & advances	16.05	0.16	2.26
Other Current Assets	17.67	0.86	1.37
Total Current Assets	89.23	19.27	11.55
Total Assets	103.25	28.24	17.89

Cashflow Statement (Consolidated)

In ₹ Cr

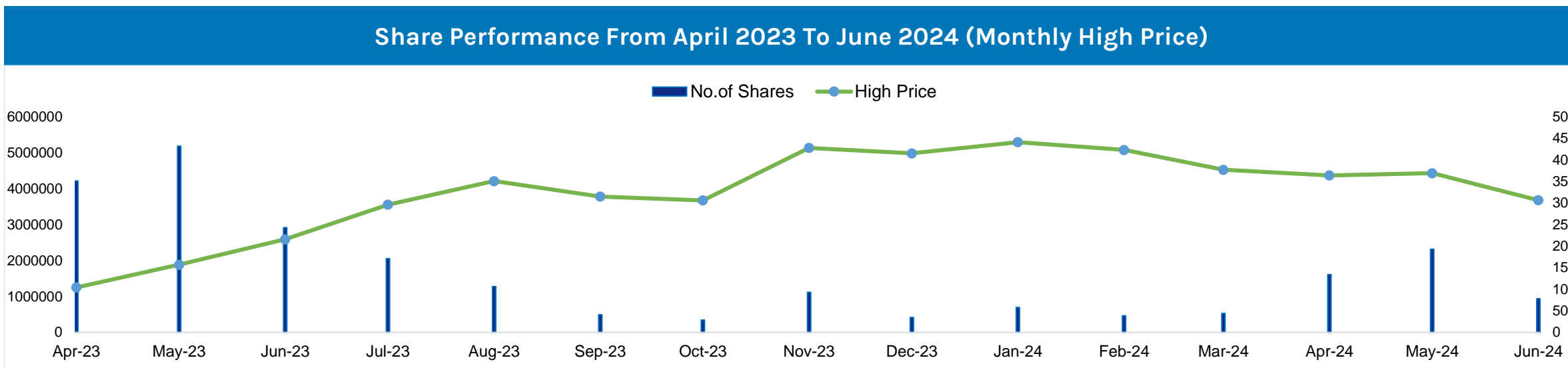
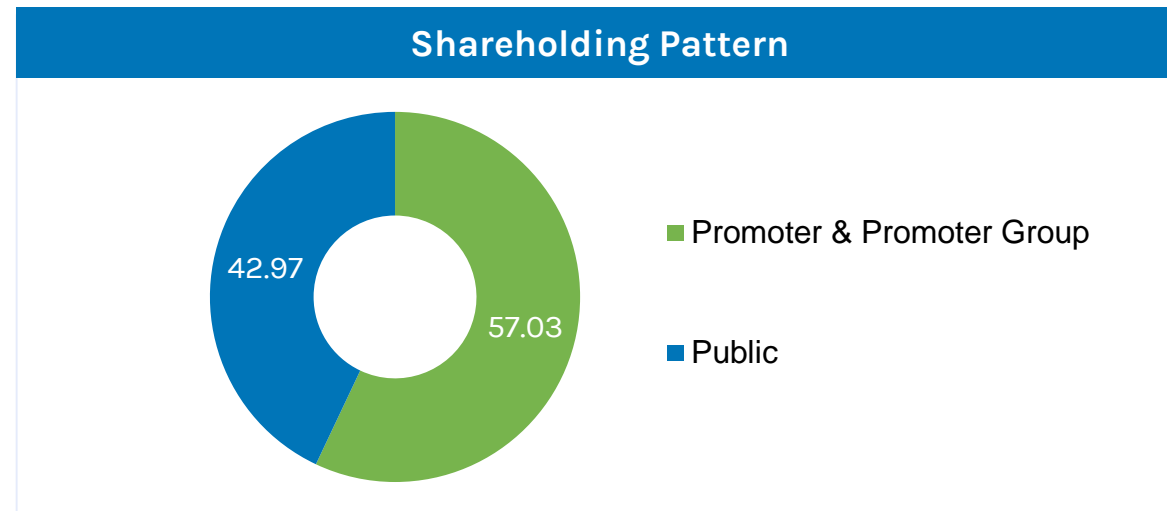
Particulars	FY24	FY23	FY22
Cash from Operation	-28.76	-3.44	3.61
Cash from Investments	52.29	2.38	-1.75
Cash from Financing	-1.08	-0.23	-
Net Cash Flow	22.45	-1.29	1.86
Cash Op Bal	0.77	2.07	0.21
Cash Cl Bal	23.22	0.77	2.07

Stock Performance On The Exchange

As on 20-06-2024

As on 31-03-2024

BSE: (543895 INE008901016)	
Share Price ₹	271.20
Market Capitalization ₹ Cr	351.54
No. of Share Outstanding	1,29,62,500
Face Value ₹	10.00
52 Week High ₹	441.00
52 Week Low ₹	171.50



Source: [BSE](#)



EXHICON

Mumbai Registered Office: Andheri Office- Unit No. 134 & 146, 1st Floor, Andheri Industrial Estate, Plot No. 22, Veera Desai Road, Andheri West, Mumbai, Maharashtra, 400053.

Pune Office: Messe Global Pune, 133, next to Magarpatta, Hadapsar, Pune, Maharashtra 411028.

Delhi Office: Exhicon Events Media Solutions Ltd, Hans Bhavan, GF 11, Wing 2, IP Estate, New Delhi: 110002.

Ayodhya Office: A-1 Next to Tara ji resort Dewkali bypass Ayodhya U.P 224001

Thailand Office: 162/51-52, Phangmuang Saikor Road, Patong, Phuket-83150, Thailand

Hong Kong Office: 1411, Cosco Towers, 183, Queens road, Central, Sheung Wan, Hong Kong

Maple Heights, Dubai UAE : 1601, Al-Moosa Tower 1, Sheikh Zayed Rd., Dubai.

1800 258 8103

info@exhicongroup.com

www.exhicongroup.com

Thank You

 **ConfideLeap Partners**

103-8, Lodha Eternis, MIDC,
Andheri East, Mumbai,
Maharashtra, INDIA - 400093

+91 9819156553

Info@confideleap.com

www.confideleap.com