NEWJAISA TECHNOLOGIES LIMITED
(Newjaisa Technologies Private Limited)
CIN: U32106KA2020PLC134935
Reg office: Sy No. 38/1B, 39/1, 39/2 and 39/3, Arekere Village,
Begur Hobli, Bangalore South Taluk, Bangalore 560076, Karnataka
Email: cs@newjaisa.com; Phone: +91-8088403455
Website: https://newjaisa.com

Date: 27/09/2024

To,
National Stock Exchange of India Limited ("NSE").
Exchange Plaza, Plot No. C/1, G- Block,
Bandra –Kurla Complex, Bandra (East),
Mumbai-400051

Scrip Code: NEWJAISA

Sub: Analysts/ Investors Meet- update

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that enclosed presentation was made during analysts/ investors meet held today i.e., September 27, 2024.

For Newjaisa Technologies Limited
(Formerly known as Newjaisa Technologies Private Limited)

VISHESH HANDA Digitally signed by VISHESH HANDA Date: 2024.09.27 18:14:56 +05'30'

Vishesh Handa
Managing Director
DIN: 07842847

NewJaisa

TABLE OF CONTENTS

01 About Us

02 Business Overview

03 Industry Overview

04 Key Performance Highlights

05 Financial Overview

06 Way Forward

01

ABOUT US

ABOUT US

- Started in 2020, We are a Technology driven full stack **Direct-to-consumer** refurbished IT electronics company.
- We provide quality refurbished electronics at **significant discount as compared to new products**.
- Our key goal is to reduce e-waste, by life extension of IT assets and to deliver High quality computing devices to end customer in **as good as new** condition, with warranty at affordable prices
- We currently are focused and operate in Indian market and cater to our **Pan India customer base** via ecommerce and our online platforms and caters its products across industries.
- The **four key customer segments** for us include students, home users, SME and working professionals.
- Our business is **helping reduce growing e-waste problem** on one hand and, at same time, help **serve large underserved Indian population** that currently has low personal computing ownership, by delivering quality product at very affordable prices with service guarantee via our warranties.
- We **service more than 20,000 pin codes in India**, with our centralized team and plant in Bangalore.

OUR JOURNEY

	FY 21	FY 22	FY 23	FY 24
	Company started in Aug 20 by Vishesh Handa and R Mukunda with a vision to provide quality refurbished IT electronics	**Company invested in creating streamlined process driven operations to increase refurbishment and substantially reduce TAT**	**Achieved critical mass with 36k+ unit sales – strong platform in place to scale up 15-20x in 3 years**	**Successful IPO and listing on the National Stock Exchange & Started Operations in Bengaluru Facility**
Product & Performance KPIs	• Started by selling desktops and AiOs • Ended FY21 with 5600 unit sales and INR 9.5 cr revenue • Break-even achieved in the first year with 8% PAT margin • Amazon Preferred Partner	• Onboarded two new product categories: Laptops and Tablets • Ended FY22 with 18000 unit sales with revenue of ~INR 28 cr	• Strengthened B2B sales– Hired senior team for strategic partnerships, account management and overall GTM • Ended FY23 with ~36500 unit sales with revenue of ~INR 45 cr • Product return rate reduced from 15% to 11% since inception	• Relaunched website. Activated direct sales channels • Ended FY24 with 54,322 unit sales with revenue of ~INR 62 cr • Product return rate reduced from 15% to 7.5% since inception
Tech	• Launched a customized ERP system with full production control • Launched own website – newjaisa.com	• Launched an automated quality check app enabling traceability and trackability of operations • Established deep ERP integration with sales and customer support channels	• Developed a quality inspection app to capture precise information at scale • Streamlined cost optimization, production planning and dynamic routing engine functions	• Revamping the technology platform • Enhanced capacity for component level repair
Partnerships	• Got listed on Amazon/Flipkart • 100+ regional reseller tie-ups	• Developed strong strategic partnerships with multiple recyclers such as Greenscape, Recykal as well as leasing companies such as RentAlpha	• Executed direct corporate purchases with renowned brand names such as IBM, Ola, Cytel, Tech Mahindra and Huwaei	
Operations	• Started in a 1bhk flat in July 20 and moved to a 3000 sqft. office in Jan 21 • Started with a team of 5 and increased to 30 by year end	• Moved to a 22k sqft. office around July 21 • Team size grew to 100 by the end of the year	• Team size grew to ~250 employees	• Team size grew to ~400 employees • Added another refurbishment

MANAGEMENT TEAM

Vishesh Handa, CEO (Co-Founder)

- With an aim of providing cost-effective, eco-friendly, and aspirational IT products at affordable prices, Vishesh founded NewJaisa to offer high quality refurbished electronics at significant discount to similar new models
- In NewJaisa, as a hands-on founder, he is involved in 360-degree management covering key areas such as strategy planning and execution, new market / product entry, key partnerships and account handling and P&L management
- Previously served as a senior operations & product manager at Google (for 5 years) & along with stints at HSBC, Amdocs and American Express
- 20+ years of combined experience

R Mukunda, COO (Co-Founder)

- With his strong technical background and domain experience, Mukunda saw and brought in Vishesh's vision in co-founding NewJaisa
- Over the years he has gained deep technical knowledge in value chain of key electronic products with focus on R&D and innovation to improve efficiency and deliver quality products
- Has overseen several refurbishment operations including Blubirch (reverse logistics funded startup), Accel Frontline, etc
- He is instrumental in setting up NewJaisa operations which are spread across 12 departments, and running 3 levels of engineering support for ensuring state-of-the-art refurbishment function
- An industry veteran with 25+ years of experience

HIGH IMPACT 2nd LEVEL MANAGEMENT TEAM

Sharad Somani
(Chief Marketing Officer)

- Sharad has handled roles in technology, payments, telecom, and financial services space covering digital business management, brand/product marketing, digital marketing, corporate communications, partnerships & alliances, product management / development, sales, and business development - in both B2B and B2C setting over last 20+ years.
- He is MBA from IIM Calcutta and B.E from MNIT, Jaipur

Baskar
(Chief Technical Officer)

- Baskar is the brain behind all Newjaisa technology to automate laptop/desktop diagnosis, properitiary engine that optimizes repair, replace, scrap, triage decisioning at scale, by taking multiple variables in consideration sourcing, ERP implementation and industry 4.0 initiatives.
- He has 30+ years of experience and most recently was CTO at TTK

Ashish Nirmal
(Chief Financial Officer)

- Ashish is a seasoned professional with over 8 years of extensive experience across diverse industries, including CA firms, Edtech, Construction, and Passenger Mobility.
- As a Chartered Accountant by profession, Ashish exemplifies his dedication and proficiency in the financial realm.

Lokesh MR
(HR Head)

- Partnered with various business leaders and has managed HR across country for companies like Huwaei, Trainz, Theorem etc.
- Handled the talent acquisition team as well as was responsible in designing and implementing result driven recruiting strategies in Theorem
- 14+ years of experience

STATE-OF-THE-ART INFRASTRUCTURE

Current Setup (Bangalore)

45,000 sqft.

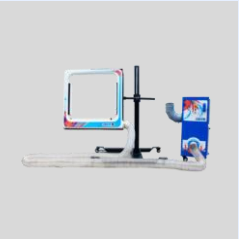
500 seats capacity

400 units/ day production capacity (Up to 250 cr revenue)

Our Facilities

Clean Room

Chip Repair Area with BGA Machines



Paint Booth

Display Lam and Delam Machine

3D Printer (Currently Outsourced)

24*7 Surveillance

Scalable:

can add 20,000 sqft.

in future

if required

02

BUSINESS OVERVIEW

BUSINESS MODEL

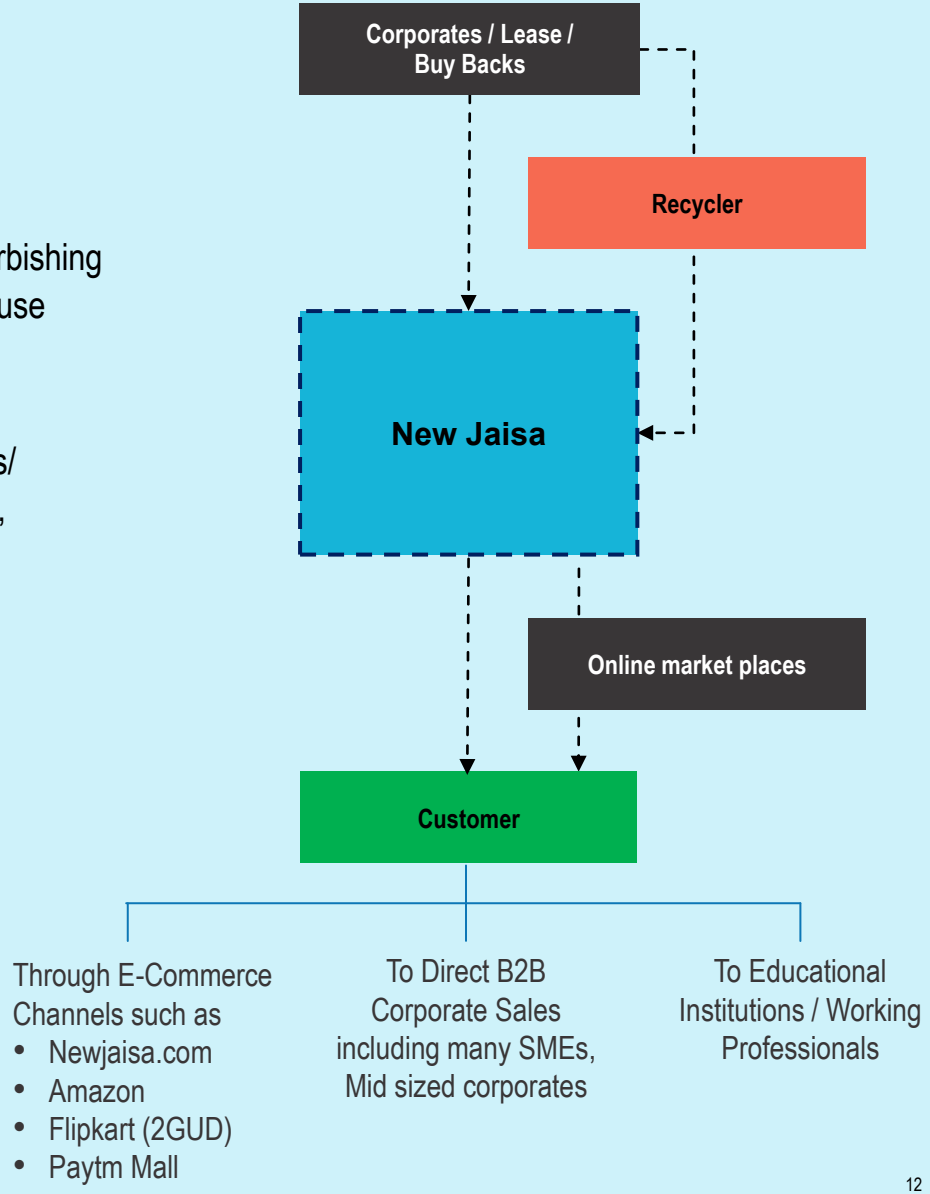
1. Our business model encompasses end to end reverse supply chain for IT assets.

2. It involves procuring used IT assets (laptops, desktops and peripherals), refurbishing them to as close to new computer condition, and selling them directly to end use customers – businesses or retail.

3. Currently the Company is engaged into direct sales of IT Products i.e Laptops/ Chromebooks,Desktops/Chromeboxes/ Monitors and Accessories (Keyboard, Mouse, WiFi, Speakers) which is its key revenue model

4. High quality, long warranty, minimal further repairs for 12-18 months

NewJaisa's "Value-addition DNA" focuses on providing almost new high-quality products to customers



CUSTOMER CATEGORIES

NewJaisa's comprehensive platform has delivered 60,000+ high quality refurbished PCs in <3 years

Corporates:

- Increase direct sourcing by Strategic partnerships with corporates
- Increasing the value proposition for purchasing partners / resellers.
- Providing unified ERP solution spanning across supply chain from corporates till end customer life cycle
- Management will help the company to implement lean manufacturing capabilities

Students:

- Diversified sales channels by focusing on direct sales in particular in students and SME segments
- High demand for refurbished laptops in student segment

Other Professionals:

- Professionals like entrepreneurs, practising consultants, freelancers who have used high powered devices in their past jobs, prefer machines with similar set-ups
- Expected to be one of the leading client category for future

MARQUEE BUSINESS PARTNERS ACROSS FUNCTIONS

Sourcing Partners - Recyclers

recykal

greenscape

Sourcing Partners – Corporates

DELL Technologies

lenovo Business Partner

Microsoft AUTHORISED Refurbisher

hp Business Partner

PROMANTIA The Partner for Open Source Solutions

Technology Partners

IBM

TECH mahindra

OLA

BYJU'S The Learning App

Cytel

Financing Partners

HDFC BANK

AXIS BANK

swastika

IDFC FIRST Bank

CREDABLE

Strategic partnership with major corporates helped us secure competitive edge in early business years

KEY PRODUCTS

Laptops

- Lenovo: Thinkpad range
- HP: Chromebook, Elitebook, ProBook range
- Apple: MacBook
- Dell: Latitude range

Desktops / AiOs

- Lenovo: Thinkcentre range
- ASUS: Chromebox range
- Dell: Optiplex range

Monitors

- Lenovo: ThinkVision range
- HP: ProDisplay and Compad 19 range
- Dell: Dell 19 range

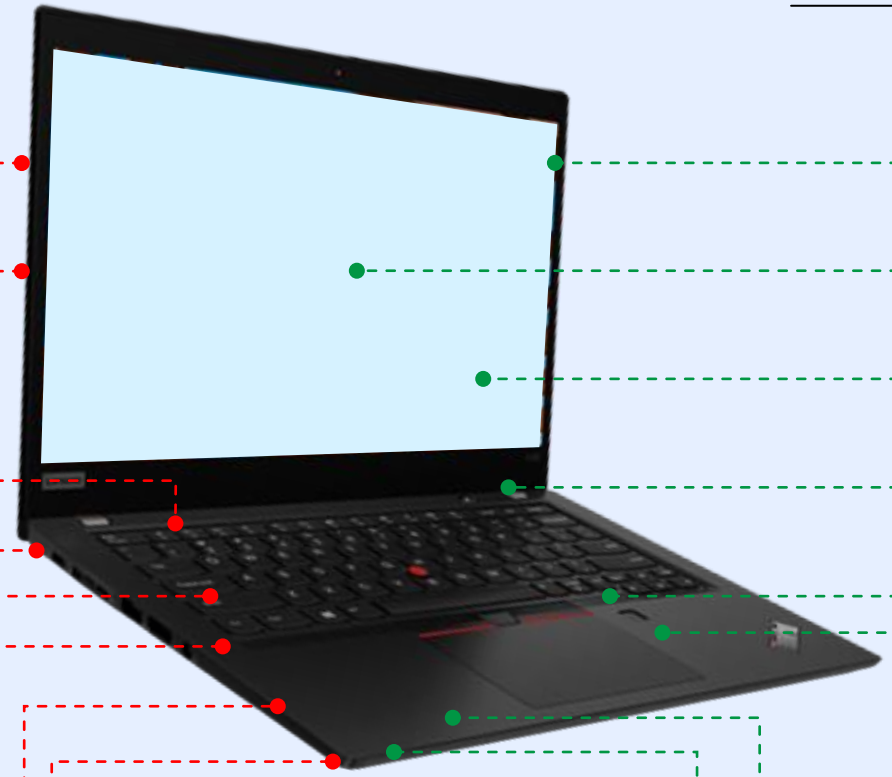
Accessories

- Keyboards
- Mouse
- Chargers
- RAM

OUR VALUE-ADDED REFURBISHMENTS

By Current Ecosystem

- Visible scratches/dents
- White patches on screen
- More than 30 mins battery backup promise
- Smudge marks on keyboard/ low grade replacement
- Keyboard imprints
- Product's outer appearance often neglected
- Pirated software/no performance testing
- No Warranty



By NewJaisa

- **0 scratch guarantee:** Surface treatment inhouse
- No white patches on screen
- More than 2 Hours battery backup promise
- **Clean Room Display Repair:** 0 Scratches on screen
- Zero usage marks on keyboard
- Painting and aesthetic correction steps conducted
- Licensed software/ burn tested
- Pan India Warranty/ Lifetime BuyBack Guarantee

SWOT ANALYSIS

Attractive Competitive Positioning

STRENGTHS

- Proprietary and scalable refurbishment process
- Partnership with industry leaders
- Highly qualified team with robust experience

WEAKNESS

- Consistent availability of skilled engineers can be a challenge
- Complex supply chain – Optimal strategy needed to make sourcing efficient

OPPORTUNITIES

- Market opportunity from CSR and other ESG linked initiatives
- Expansion into new verticals like tablets and other IT products etc.
- Entry into international market

THREATS

- High competition in sourcing – can drive up the prices of used laptops
- Weak economic climate – can force cost cutting in companies leading to delayed disposal of used laptops
- Radical technology changes which can bring down the prices of new premium laptops

CASE STUDIES

Educational Institute:- L.R. Academy explored various options to address this challenge.

- They considered purchasing refurbished laptops and desktops as a potential solution.
- Refurbished technology includes Cost-effective, Environmentally friendly and High-quality performance.
- By embracing refurbished technology, L.R. Academy has increased access to technology, improved learning outcomes, cost savings and reduced environmental impact. (https://newjaisa.com/blogs/case-study/l-r-academy-partners-with-newjaisa)

Entrepreneur:- Neo Group had problem of securing client's sensitive data.

- They needed Enterprise-grade laptops, On-site support and Agile procurement.
- Newjaisa suggested Dell Latitude 3400 for security of data. This benefitted the firm to secure their sensitive data and performance of the laptop as well. (https://newjaisa.com/blogs/case-study/inside-story-of-neo-group-it-transformation)

Engineering College:- Marathwada Institute of Technology (MIT), relied on a local vendor to procure used laptops and desktops for its students.

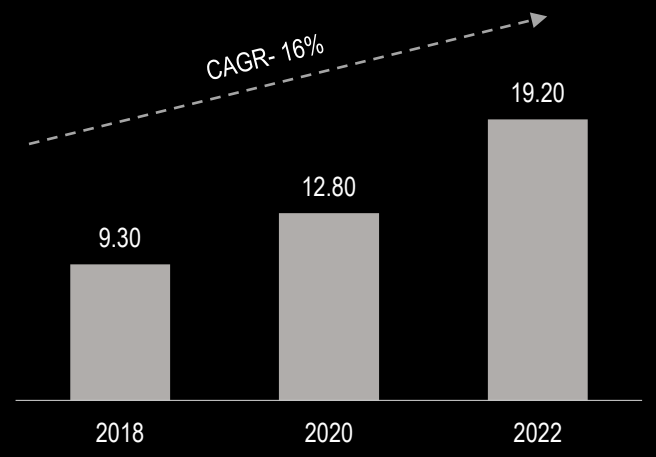
- It was unsatisfactory due to Unreliability, Lack of Warranty, Minimal Support and No Buyback Option.
- For more sustainable and cost-effective technology solution, MIT approached Newjaisa.
- The collaboration between two helped technology infrastructure and enhanced students learning experience. It helped in Cost Savings, Reliability Improvement, Extended Equipment Lifespan, Comprehensive Warranty, Buyback Option, Environmental Sustainability and Student Awareness. (https://newjaisa.com/blogs/case-study/mit-embraces-refurbished-technology)

03

INDUSTRY OVERVIEW

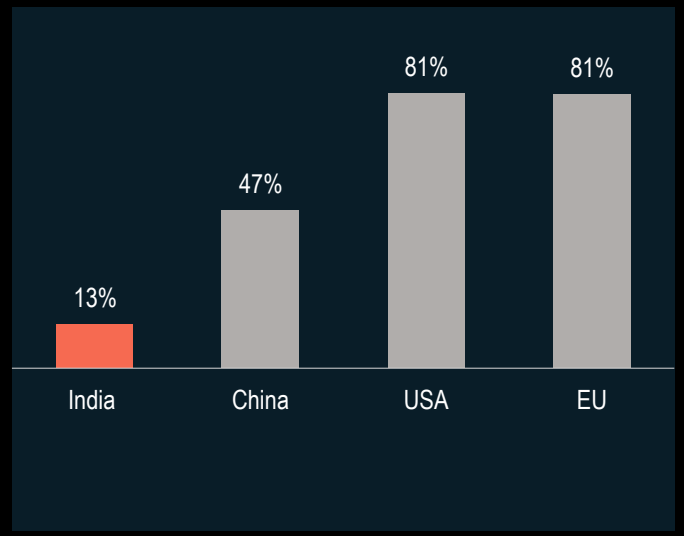
INDIA'S LOW PC PENETRATION PRESENTS HIGH GROWTH OPPORTUNITY

PC Sales in India (# Mn)



Source: Canalys, CMIE, FSIAPL

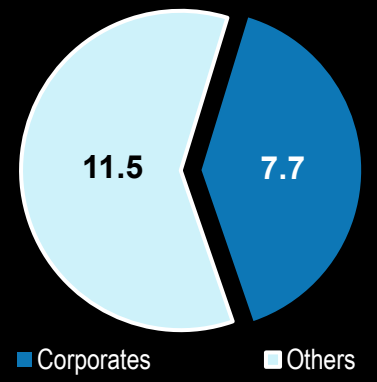
Household PC Ownership



- Huge price difference between new and refurbished high configuration PCs
- Corporate preference to scrap PCs after 2-3 year warranty period
- Impact of reduced carbon footprint drives CSR led demand
- Increase share of organized players offering high quality refurbished products

REFURBISHED LAPTOPS PRESENT A $2.5BN OPPORTUNITY BY FY28 IN INDIA- ADDITIONAL $1BN POTENTIAL IN OTHER IT HARDWARE CATEGORIES

Total Addressable Market
(mn units sold annually)



Approx ~40% of total PCs estimated to be purchased by Corporate entities

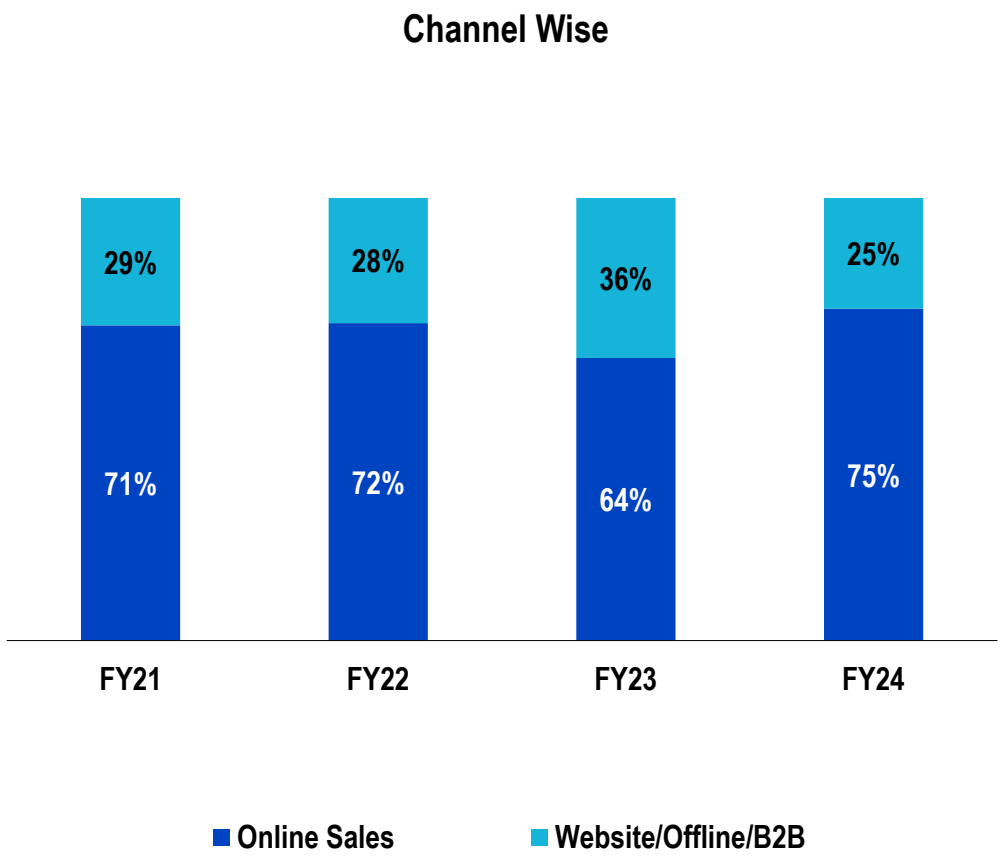
Laptops Refurbished	Average Selling Price	Serviceable Market (Refurbished PCs) (2022)	Estimated Serviceable Market (Refurbished PCs) (2028)
30%	INR 20,000	~ INR 45 Bn (~ $ 575 Mn)	~ INR 200 Bn (~ $ 2.5 Bn)
Estimated units refurbished in 2-3 year time span	Average price of a refurbished Laptop	Market expected to reach $2-2.5 Bn by FY28 Organised sector expected to cover ~50% of the market in 2028, up from current ~10%	

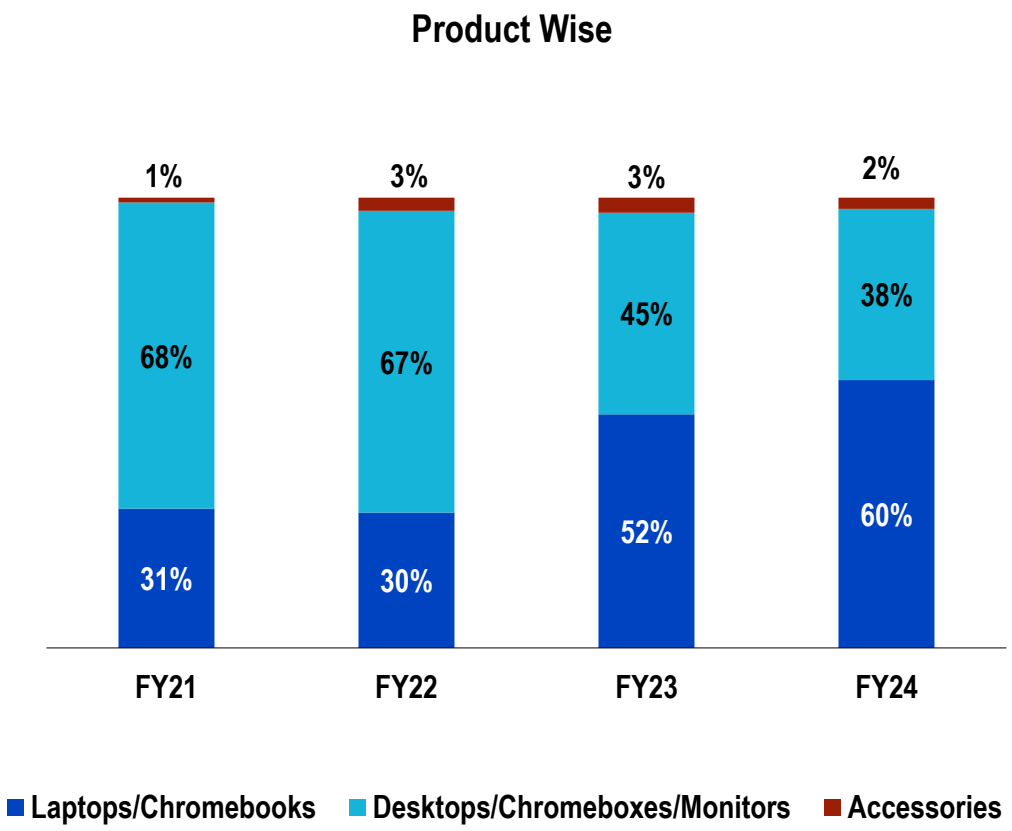
Source: Canalys, Mint, Company Estimates

04

KEY PERFORMANCE HIGHLIGHTS

REVENUE BREAKUP

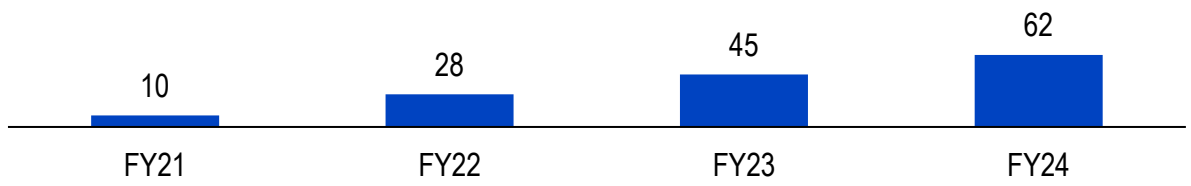




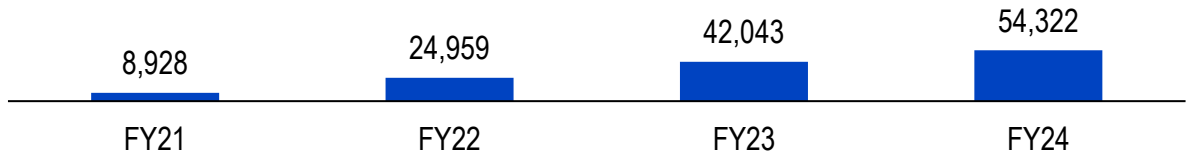
KEY BUSINESS MILESTONES

INR Cr

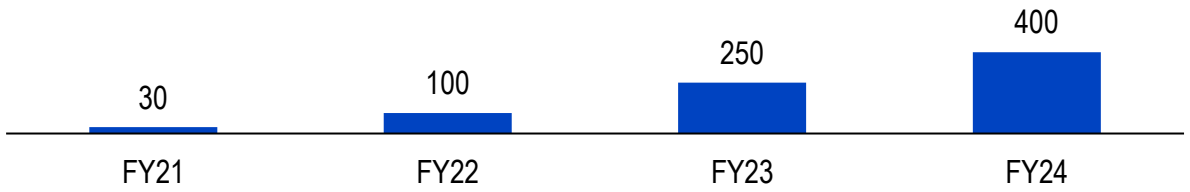
Robust Revenue Growth



Unit Sales



Team Strength



INR **62**Cr
FY24
Sales

54,322
FY24
Unit Sales

400+
Strong Team

45,000 sqft

Current refurbishment facility in Bangalore

50+

Detailed refurbishment checks and parameters

95% +

Seller feedback (on Amazon)

4.5

Google Rating

HALF YEARLY INCOME STATEMENT

Particulars (Rs. in Lakhs)	H2FY24	H1FY24	H2FY23	YoY%	HoH%	FY24	FY23	YoY%
Revenue from Operations	**3,557.8**	**2,615.4**	**3,044.6**	16.86	36.03	**6,173.2**	**4,453.0**	38.63
Cost Of Goods Sold	1,832.6	1,459.3	1,712.9	6.99	25.59	3,291.9	2,520.2	30.62
Gross Profit	**1,725.1**	**1,156.2**	**1,331.6**	29.55	49.21	**2,881.3**	**1,932.8**	49.07
Gross Margin	**48.49%**	**44.21%**	**43.74%**	**+ 475 bps**	**+ 428 bps**	**46.67%**	**43.40%**	**+ 327 bps**
Employee Cost	738.2	347.0	333.7	121.20	112.76	1,085.2	468.1	131.84
Other Cost	505.9	403.6	392.7	28.83	25.37	909.5	588.0	54.67
EBITDA	**481.0**	**405.6**	**605.2**	-20.52	18.57	**886.6**	**876.7**	1.13
EBITDA Margin	**13.52%**	**15.51%**	**19.88%**	**- 636 bps**	**- 199 bps**	**14.36%**	**19.69%**	**- 533 bps**
Other Income	5.6	1.6	0.3	2,144.00	254.43	7.2	0.3	2,772.00
Depreciation	58.6	2.5	2.1	2,715.87	2,252.21	61.1	3.7	1,541.40
Interest	6.7	51.8	37.7	-82.12	-87.00	58.6	54.3	7.82
PBT	**421.3**	**352.9**	**565.6**	-25.53	19.37	**774.2**	**818.9**	-5.46
Tax Expenses	79.2	63.2	98.4	-19.51	25.23	142.4	143.3	-0.66
PAT	**342.1**	**289.7**	**467.3**	-26.79	18.10	**631.8**	**675.6**	-6.48
PAT Margin	**9.62%**	**11.08%**	**15.35%**	**- 573 bps**	**- 146 bps**	**10.23%**	**15.17%**	**- 494 bps**
EPS (Rs.)	**1.24**	**2.45**	**4.19**	-70.4	-49.3	**2.29**	**3.03**	-24.4

05

FINANCIAL OVERVIEW

ANNUAL INCOME STATEMENT

86%
REVENUE CAGR FY21-24

101%
EBITDA CAGR FY21-24

105%
PAT CAGR FY21-24

Particulars (Rs. in Lakhs)	FY21	FY22	FY23	FY24
Revenue from Operations	**960.7**	**2,791.9**	**4,453.0**	**6,173.2**
Cost Of Goods Sold	642.1	1,907.1	2,520.2	3,291.9
Gross Profit	**318.6**	**884.8**	**1,932.8**	**2,881.3**
Gross Margin	**33.16%**	**31.69%**	**43.40%**	**46.67%**
Employee Cost	76.3	223.1	468.1	1,085.2
Other Cost	132.4	360.5	588.0	909.5
EBITDA	**109.9**	**301.2**	**876.7**	**886.6**
EBITDA Margin	**11.44%**	**10.79%**	**19.69%**	**14.36%**
Other Income	0.0	0.6	0.3	7.2
Depreciation	0.5	2.5	3.7	61.1
Interest	11.3	54.3	54.3	58.6
PBT	**98.1**	**245.0**	**818.9**	**774.2**
Tax Expenses	24.8	64.8	143.3	142.4
PAT	**73.4**	**180.2**	**675.6**	**631.8**
PAT Margin	**7.64%**	**6.45%**	**15.17%**	**10.23%**
EPS (Rs.)	**0.33**	**0.81**	**3.03**	**2.29**

ANNUAL BALANCE SHEET

Equity & Liabilities (Rs. in Lakhs)	FY22	FY23	FY24
Share Capital	36.00	36.00	1,609.17
Reserves & Surplus	218.55	894.12	3,912.78
Total Equity	**254.55**	**930.12**	**5,521.95**
Long Term Borrowings	-	-	214.92
Deferred Tax Liabilities	(0.02)	0.27	4.46
Long Term Provision	3.08	4.83	11.15
Non-Current Liabilities	**3.06**	**5.10**	**230.53**
Short Term Borrowings	181.82	743.70	542.45
Trade Payables	-	321.72	135.56
Other Current Liabilities	108.21	119.38	142.25
Short Term Provisions	11.51	88.68	66.83
Current Liabilities	**301.54**	**1,273.48**	**887.08**
Total Equity & Liabilities	**559.15**	**2,208.70**	**6,639.57**

Assets (Rs. in Lakhs)	FY22	FY23	FY24
Fixed Assets	25.10	36.08	1,218.88
Capital Work-In-Progress	-	4.50	-
Other Non-Current Assets	9.00	10.66	59.40
Non - Current Assets	**34.10**	**51.24**	**1,278.28**
Inventories	346.48	1,282.75	2,748.73
Trade Receivables	147.56	572.17	856.49
Cash & Cash Equivalents	7.91	140.71	723.63
Short Term Loans and Advances	23.10	161.83	1,032.43
Current Assets	**525.05**	**2,157.46**	**5,361.29**
Total Assets	**559.15**	**2,208.70**	**6,639.57**

06

WAY FORWARD

GROWTH STRATEGY (1/2)

Clearly defined strategy to focus on markets, customers, operational & financial excellence

Group's Core Strategy

1. Sales Diversification
2. Brand Building
3. Product Expansion
4. Value Driven Sourcing
5. Engineered Operations
6. Deeper Tech Integration

Our Goals (3-5 years)

Become #1 refurbished IT electronics player with **15-20% share of overall market**

Develop strong international presence across **various countries**

Leverage our platform to increase our reach across **2-4 new product categories**

Source **80% materials** directly from corporate entities

GROWTH STRATEGY (2/2)

Sales Diversification

Build D2C offline channels
- College/school program offering PCs at further discount to students. E.g. JIIT and Phoenix Green
- SME: Hardware as a Service (HaaS) | Rental mode
- Modern trade

Own online channel scale to 30% International markets
- Initiate India as COE for refurbishing
- Build sales presence across Africa and South Asia

Brand Building

- Website overhaul & revamp with latest UI/ UX
- Mobile experience center
- Partnerships & tie-ups – Edtech, SME partners
- Brand promotion & PR
- Influencers & brand ambassador engagement

Product Expansion

Plans to leverage existing refurbishment platform to newer product categories
Products of interest –
- IT Accessories
- ACs
- Mobile Phones

Value Driven Sourcing

Deliver 80% direct corporate purchase | OEM tieups
- Strategic partners
- Better value proposition: ReCycle + CSR + Security

Engineered Operations

- Deliver 30% productivity improvement
- Increase the proportion of repaired parts in overall refurbishment (as opposed to replacement)
- Laptop refurbishment productivity per employee to increase from 1.0x to 2.5x

Deeper Tech Integration

- Corporate liquidation marketplace – Automated platform for entire ecosystem offering features such as asset testing, price discovery, e-auction etc.
- Automated QC V2
- Industry 4.0
- Ground up website
- Deeper ERP integration
- Analytics integration in decision making

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THANK YOU !

NewJaisa