



February 28, 2024

To
Secretary
Listing Department
BSE Limited
Department of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

Scrip Code: 512329

Sub: Investor presentation

In terms of Regulation 30 of the Listing Regulations read with Schedule III to the Listing regulations, please find attached an Investor Presentation that is proposed to be made by the Company at investor meets, if any.

This disclosure along with the enclosures shall be made available on the website of the Company viz. www.sgmart.co.in

You are requested to kindly take the same on your records.

**Yours faithfully,
For SG Mart Limited**

**Shivkumar Niranjani Bansal
Whole Time Director (Joint MD)**

**Date: 28.02.2024
Place: Delhi**

SG MART LIMITED

(formerly known as Kintech Renewables Limited)

Registered & Corporate Off: Unit No. 705, GDITL Tower, Plot No. B-8, Netaji Subhash Place, Pitampura, Shakur Pur I Block, Delhi-110034, India
Tel: +91 - 9205556113 | Email: compliance@sgmart.co.in
Website: www.sgmart.co.in | CIN: L46102DL1985PLC426661



SG Mart

A B2B marketplace for
construction materials



Section 1: Industry Overview

Tech enabled B2B market-place
focussed on construction materials



Addressable market - INR 6 Trillion B2B construction material Industry

Products	2024 Market INR 6 Trillion	2027E Market INR 8 Trillion
Downstream steel	INR 4.1 trillion	INR 5.6 Trillion
Fixtures & Fittings (Bath fittings, Electrical fittings)	INR 1.3 Trillion	INR 1.8 Trillion
Tiles industry	INR 0.4 Trillion	INR 0.6 Trillion

Break up of downstream steel segment - FY 24

Components in constructional steel	Market size (INR Bn)
TMT Bars	2,900
Structural Sections	400
Metal Sheets	600
Welding Rods	60
Mesh net Steel	50
Binding Wire	90
Potential market size	4,100



India is the 7th largest manufacturing hub and the 5th largest retail distribution market globally



Sector yet to be disrupted by technology, with the penetration of B2B marketplaces at c.1% today v. China / USA, where digital adoption is as high as 20%



Factors such as global supply chain de-risking, government PLI schemes etc. are pushing the expansion of domestic and exports opportunity & supporting digitization of B2B commerce in India



Drivers for SG Mart B2B marketplace model



Indian B2B marketplaces experiencing strong macro tailwinds

Covid disruption; Buyer embracing digital



- Traditional supply chains disrupted during COVID; significant push towards digital commerce
- 70%+ MSMEs are looking to digitally transform their businesses to meet customer demands
- 100-300% annual growth in leading B2B marketplaces since COVID – sustained shift in adoption

Evolving buyer behaviour, global supply chain shift and conducive regulations supporting growth

Source : Avendus B2B Marketplaces Report | April 2023

Supportive Regulatory Environment



- Product linked Incentive (PLI) schemes worth INR 2 trillion across 14 key manufacturing sectors
- GST & demonetization leading to formalization of SMBs; adoption of digital payments and processes



Section 2: Company background

Tech enabled B2B market-place
focussed on construction materials



SG Mart – Revenue Model

No of customers – 550+

No of suppliers – 75+

SKUs – 1,795

Distribution model

Problem solved - Fragmented Demand and Fragmented Supply

Wholesale model

Problem solved – A large trading house required to support India's growing manufacturing capacity

Private label products

- TMT Bars
- Welding rods
- Binding wire
- Mesh Net Tapping Screw
- Barbed wire

Distributed products

- HR Sheets
- Light Structural sections
- Miscellaneous (Tiles, Electrical fittings, bath fittings, paints)

Service Centres

- Checkered Sheets
- CTL / Beveling / Polishing

B2B Trading

- Flat / Long steel / Billets

Potential revenue FY27

INR 60 Bn

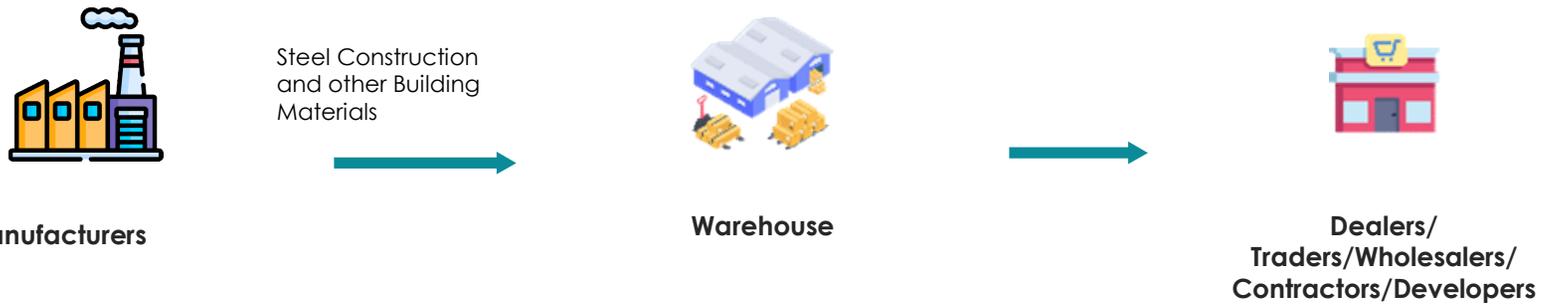
INR 50 Bn

INR 10 Bn

INR 60 Bn

Total
INR 180 Bn

SG Mart – B2B marketplace



1

Provides a platform to manufacturers across the country for construction material products

2

Delivering products of highest quality

3

Caters to traders, contractors, developers, retailers, wholesalers etc.

4

No minimum purchase requirement

SG Mart solutions to challenges faced by the industry

Industry issues

1. Fragmented supplier base
2. Limited vertical integration between different stages of material transformation and its final usage
3. SMEs often have a problem in buying good quality steel due to minimum amount of steel which the manufacturer sells is more than the SME requires
4. Long lead time for delivery to distributors
5. No standardized prices

Our value proposition

1. One stop solution for all construction needs
2. Tech enabled onsite delivery
3. Solves the problem of minimum purchase requirement
4. Improved demand and reach
5. Standardized quality & prices



Product Portfolio

Construction steel products



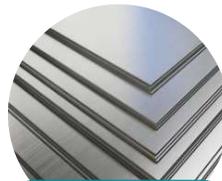
TMT



Wire mesh



Binding Wire



HR Sheet



Checked Sheet



Welding Rod



Tapping Screws



Light Structure - MS
Angle, Bar, channel

Fixtures, fittings and tiles



Bath fittings



Tiles



Cement



Laminates



Paint

And many more...

TMT 550D - Industry size of INR 2.9 Trillion

Premium quality MS TMT
Rebars from 8-32 mm

- Cost Effective
- Better Weldability
- Earthquake Resistant
- Unbreakable
Ductility
- Superior Bonding
Strength



Binding Wire - Industry size of INR 90bn

Premium quality MS Binding wires from 18-22 gauge (0.71 to 1.22 mm)

- Consistent size
- Ductile and strong
- Easy to use
- Reduces cost
- Quicker tying
- Longer lengths
- Secure packaging
- Bundle packing of 25 kg



Wiremesh – Industry size of INR 50bn

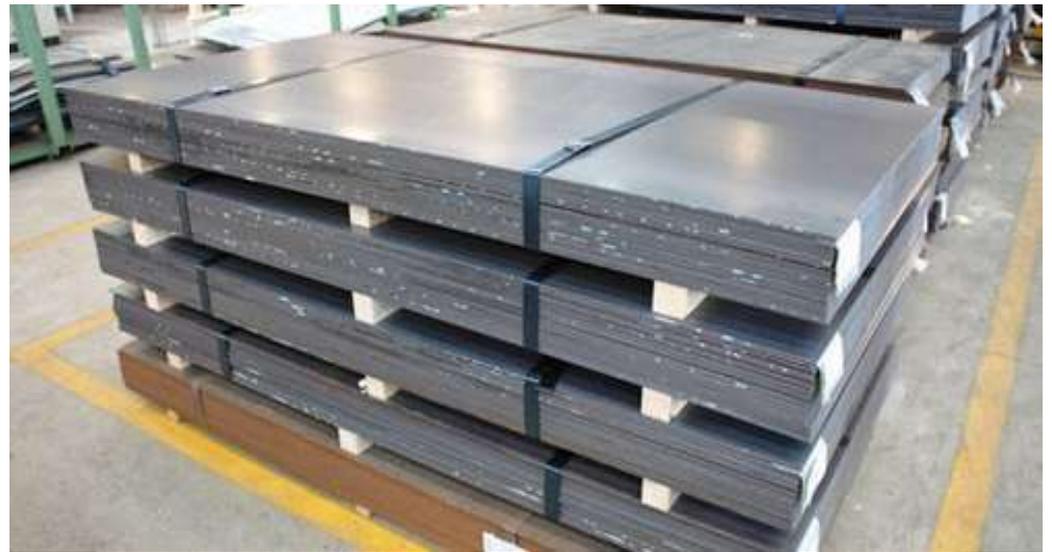
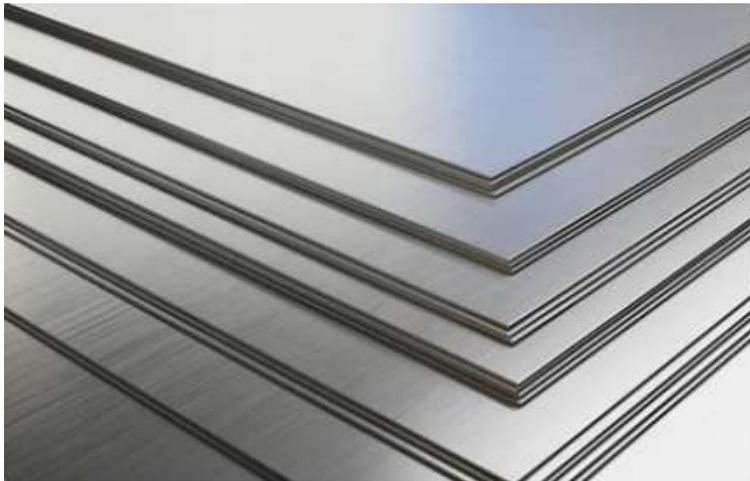
MS steel wire mesh in different sizes. used in construction and infrastructure, agricultural fencing, industrial use

- Square woven, Square welded: 4'x8', 4'x10', 5'x10'
- Hardware & Industrial:
 - Sheet - 3'x8', 4'x8', 4'x10', 4'x12', 5'x10', 6'x10', 6'x12'
 - Coil: 2', 3', 4', 5' & 6'x100'; 3' & 4' x 50'
- Rectangular Woven, Insect Screen, Test Sieves: 3'x8', 4'x8'
- Other styles: 4'x8', 5'x8', 5'x10'



HR Sheet – Industry size of INR 550 bn

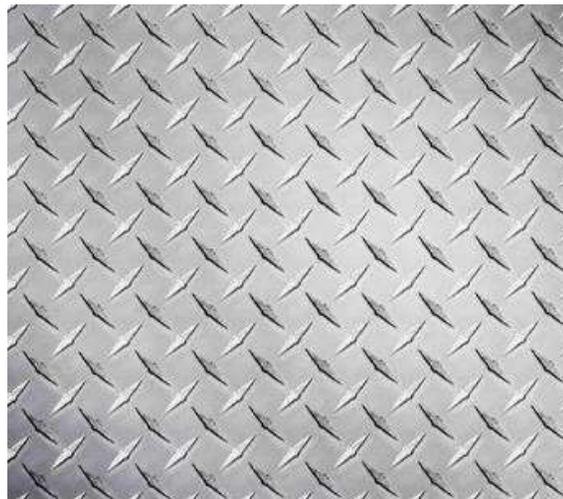
Primary Hot Rolled Sheet size
from 1.8-2.5 mm



MS Checkered Sheet – Industry size of INR 50 bn

- Steel plates with diamond shapes on the surface for slip resistance
- Used for industrial flooring, factory stair boards, truck & bus body, decorative sheets as wall guard
- The plates are easy to form, durable and come with an aesthetic finish

Thickness – 1.6 to 6.0mm
Width – up to 1250mm
Length – Up to 8 meter



Easy to use



Beautiful
Appearance



Slip Resistance



Recyclable

Welding Rods – Industry size of INR 60 bn

- Cellulosic type deep penetrating electrode for all positions welding.
- Stable arc at lower amperage particularly in vertical & over head positions.
- Weld metal is of radiographic quality, ductile and gives excellent toughness at subzero temperatures.
- Suitable for root welding of pipelines, galvanized steel welding and welding with good penetration.
- Packaging Information :
Vaccum / Card Board Packing of 30 KGs
(1,080 electrodes)



Tapping Screws – Industry size of INR 20 bn

Self Drilling screws are of high-quality range & are used for roofing applications

Better corrosion protection



Light Structure – Industry size of INR 400 bn

- Ductile and strong
- Faster erection
- Reduces cost
- Quicker Joints
- Secure packaging

MS Light structures like Angle, channel and bars are key structural members of any engineering infrastructure



Brands partners in Tiles and Fittings



At a Glance – Q3 FY24 (Second Quarter of operation)



₹ 7.5 Bn
Revenue



₹170 Mn
EBITDA



2.3%
EBITDA Margin



₹ 172 Mn
Net Profit



2.3%
Net Profit Margin



₹ 173 Mn
Cash profit



-13 days
Net WC days as on
31-Dec 2023



25%
*ROCE for FY24E



7%
*ROE for FY24E



₹8 Bn
Net cash as on
31-Dec 2023



550+
Customers by end
of 9MFY24



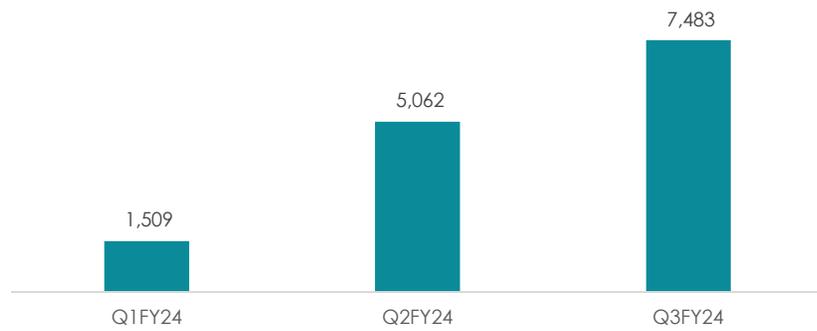
75+
Vendors by end
of 9M24

* ROE/ ROCE annualized for FY24 on Q3FY24 basis. Other income has not been considered for the purpose of EBIT calculation. ROE looks low because of equity infusion on INR 8.8 Bn in Nov-23

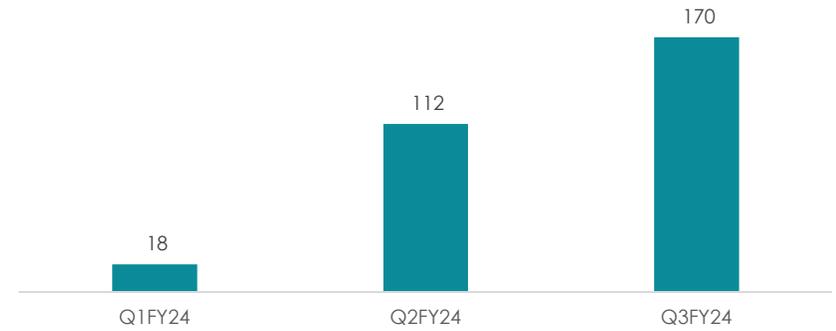
** Capital employed is Total assets minus current liability minus surplus cash as on 31-Dec 2023

Growing strength to strength

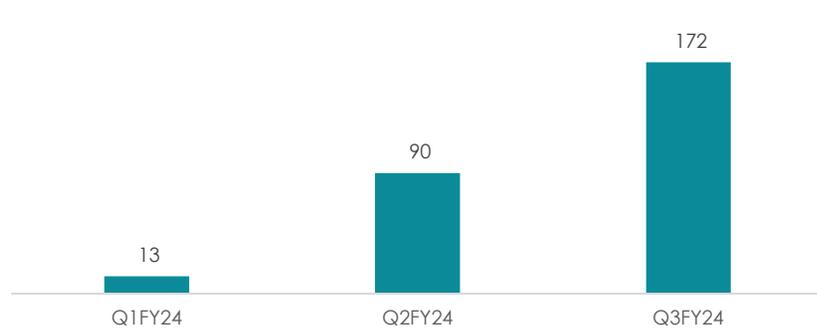
Revenue (Rs Mn)



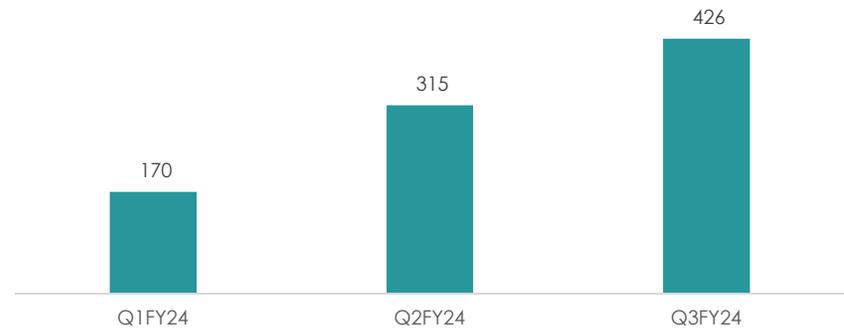
EBITDA (Rs Mn)



PAT (Rs Mn)



No of customers



Profit & Loss Statement

Particulars (Rs Mn)	Q1FY24	Q2FY24	Q3FY24	9MFY24
Net Revenue	1,509	5,062	7,483	14,054
Raw Material Costs	1,479	4,939	7,287	13,704
Employee Costs	5	9	15	29
Other expenses	7	2	10	19
EBITDA	18	112	170	301
EBITDA Margin %	1.2%	2.2%	2.3%	2.1%
Other Income	0	11	96	107
Interest Cost	1	3	34	38
Depreciation	0	1	1	2
Tax	4	30	60	94
Net Profit	13	90	172	274
Net Profit Margin %	0.9%	1.8%	2.3%	2.0%
Operational metrics	H1FY24			9MFY24
NWC (days)	6			-13
ROCE %	47%			25%
ROE %	23%			7%
Net Debt Equity Ratio	-0.4			-0.7

* ROE/ ROCE annualized for FY24 on Q3FY24 basis. Other income has not been considered for the purpose of EBIT calculation. ROE looks low because of equity infusion on INR 8.8 Bn in Nov-23

** Capital employed is Total assets minus current liability minus surplus cash as on 31-Dec 2023

Provisional Balance Sheet & Cash flow – 31 Dec'23

Balance Sheet - Assets (Rs mn)	31 Dec'23
Cash & Bank Balance	10,034
Receivables	768
Inventories	340
Other current assets	2,822
Fixed assets (net)	382
Other assets	196
Total Assets	14,542
Balance Sheet - Liabilities (Rs mn)	31 Dec'23
Trade payables	1,767
Other current liabilities	45
Debt	2,192
Others	3
Shareholders' funds	10,535
Total Equity & Liabilities	14,542

Cashflow Statement (Rs mn)	31 Dec'23
EBITDA	301
Accounts receivables	-768
Inventory	-340
Other WC changes	-1,007
Tax	-94
Other Income	107
Operating cash flow	-1,801
Capex	-382
Investments	0
Interest	-38
Free cash flow	-2,220
Dividend payments	0
Capital increase	10,139
Others	-192
Net change in cash flow	7,725
Net debt beginning	117
Net debt end	7,842



Thank You

For further information, please contact:

Shivkumar Niranjnlal Bansal-Joint MD
Sachin Kumar-CS
SG Mart Limited
Tel: +91 9205556113
Email: compliance@sgmart.co.in

