



Phn.: 92122 00000

ROCKINGDEALS CIRCULAR ECONOMY LIMITED

(Formerly known as TECHNIX ELECTRONICS LIMITED)

Regd. office: Shop Kh No 424 Basement Ghitorni, Gadaipur, New Delhi, South West, Delhi, DL- 110030

Corp. office: 12/3 Milestone Near Sarai Metro Station, Mathura Road, Faridabad, Haryana-121003

Date: 13th June 2024

To,

National Stock Exchange of India Limited

Listing Department

Exchange Plaza, C/1, Block G,

Bandra Kurla Complex, Bandra (E), Mumbai –

400051

Trading Symbol: ROCKINGDCE

Subject: H2 & FY 2023-24 Investor Presentation

Dear Sir/Ma'am,

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations 2015, we enclose herewith H2 & FY 2023-24 Investor Presentation.

The Investor Presentation will also be available on the website of the Company at <https://www.rdccl.com>

This is for your information and records.

Thanking You,

Yours Faithfully

For Rockingdeals Circular Economy Limited

(Deepika Dixit)

Company Secretary & Compliance officer

ICSI Membership No: ACS61222



EXTRACTING **VALUE** EXPANDING POSSIBILITIES.

Rocking Deals Circular Economy Limited.

Investor Presentation | H2 FY24

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This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantee of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict.

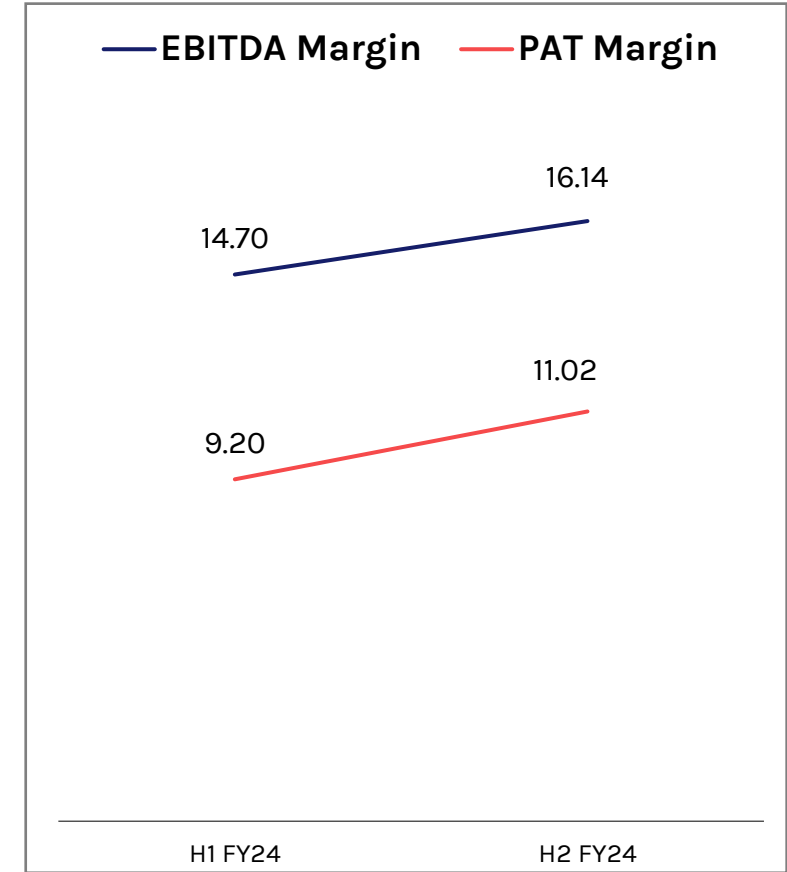
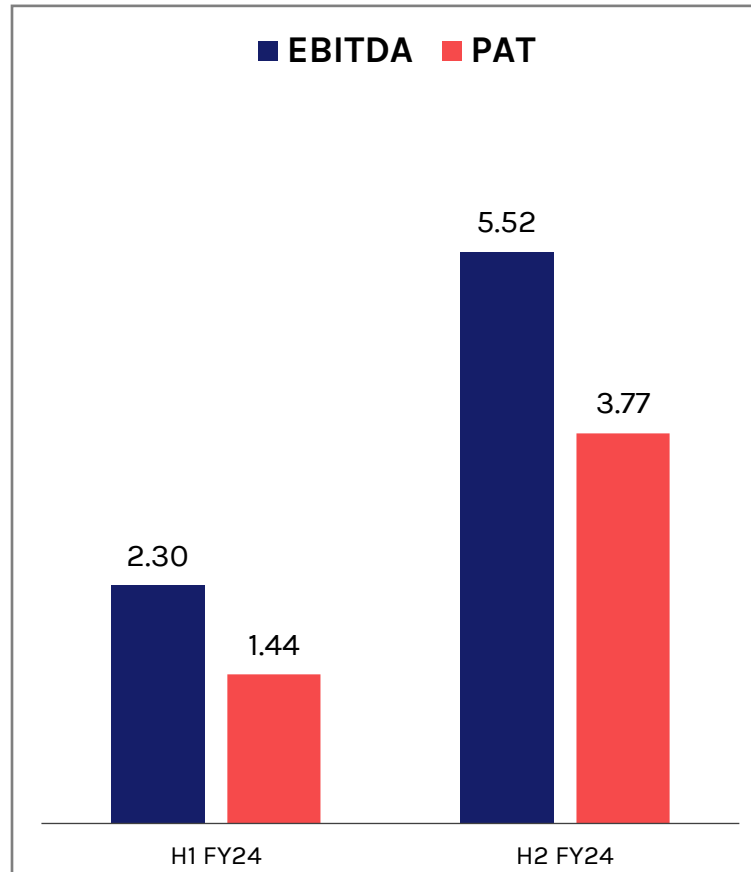
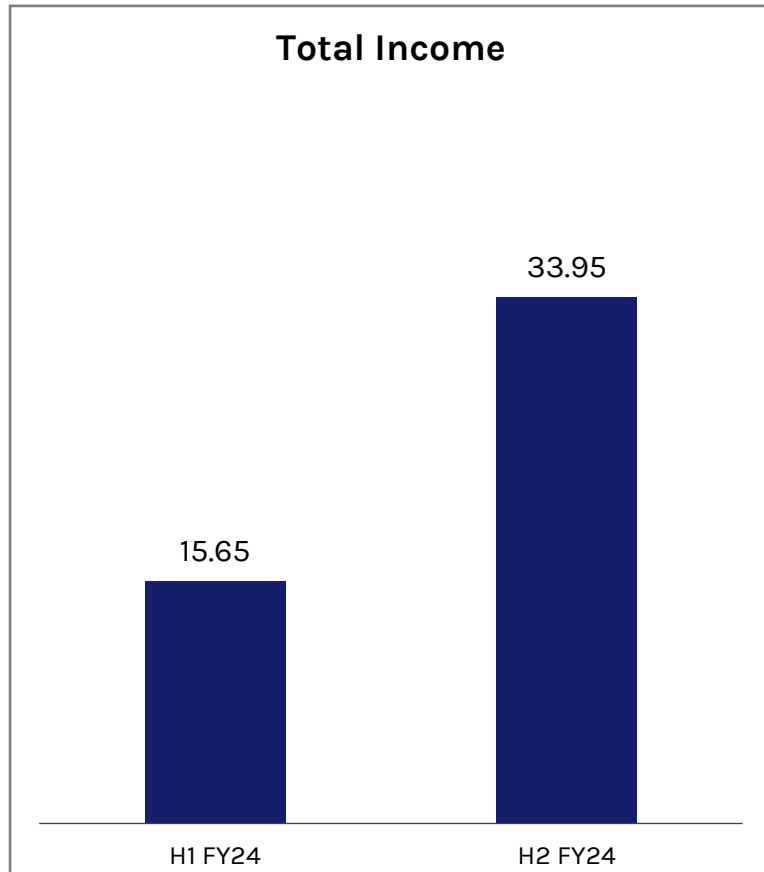
These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks.

The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

H2 FY24 Financial Highlights



H2 FY24 Key Financial Highlights



All Figures In ₹ Cr & Margin in %

H2 FY24 Profit & Loss Statement

In ₹ Cr

Particulars	H2 FY24	H1 FY24	H-o-H
Revenues	33.95	15.61	
Other Income	0.26	0.04	
Total Income	34.21	15.65	118.59%
Raw Material Expenses	27.11	2.16	
Employee Costs	0.60	0.40	
Other Expenses	0.98	0.79	
Total Expenditure	28.69	13.35	
EBITDA	5.52	2.30	140.00%
EBITDA (%)	16.14%	14.70%	144 BPS
Finance Costs	0.07	0.23	
Depreciation	0.15	0.12	
PBT	5.30	1.95	
Tax	1.53	0.50	
PAT	3.77	1.44	161.81%
PAT (%)	11.02%	9.20%	182 BPS
EPS	7.29	3.86	88.86%

A 3D-rendered pile of various colorful fabric scraps, including shades of blue, green, orange, pink, and white. Several bright orange arrows are scattered throughout the pile, pointing in different directions. A semi-transparent white rectangular box is centered over the top of the pile, containing the text "Company & Business Overview" in a red, sans-serif font.

Company & Business Overview

Rockingdeals Circular Economy Limited (Rockingdeals, The Company) Established in 2002 and started operations in 2005, specializes in B2B re-commerce, offering bulk trading of excess and open-box inventory, alongside refurbished products, fostering sustainability in procurement.

The Company have an extensive distribution network covering metros, Tier I, II, III cities, and remote regions, with a special emphasis on North-east markets.

Rockingdeals offers a diverse range of products sourced from leading brands like Samsung, Puma, and Godrej. They prioritize quality and variety in categories including small home appliances, apparel, and electronics, serving retailers, distributors, and corporations seeking eco-friendly procurement at competitive prices.

The Company got listed on NSE Emerge with an IPO size of ₹21 Cr In November 2023.



15+

Years of Experience



30+

Brand Tie ups



15+

Product Categories



20+

Team Size



30,000 Sq. ft.

Warehousing Space



FY24

Total Income ₹ 49.85 Cr
EBITDA ₹ 7.80 Cr
PAT ₹ 5.21 Cr

Growth Trajectory: A Timeline Of Milestones

Diverse Mobile Phone Retailer

Established a business specializing in selling a diverse range of mobile phones, including Tata Indicom and other popular brands.

2005

2007

Honored TATA Sky Selling Agent

Became the selling agent for TATA Sky. In 2007, company has been honoured with certificate of Appreciation - For outstanding performance in selling of TATA Sky.

Expanding into Refurbished Goods

Company entered into the business of excess inventory and refurbished products

2012

2014

Diversifying into Mobile Distribution

Commenced distribution of diverse mobile phone models from various brands.

2017

Redmi's Returns Procurement Initiative

Started purchasing of customer return mobile phones of Redmi.

2018

Snapdeal Affiliates Procurement

Started purchases excess and unboxed inventory from Affiliates of Snapdeal, further company has been honoured with the Seller Excellence Platinum Award in 2018 by Snapdeal.

2021

Flipkart Warehouse Partnership Initiated

Warehouse Tie-up with Flipkart for purchase of customer returned products.

2022

Diversifying Procurement with Multiple Brands

Started purchases of various brands of product such as Gizmore, Salora, Swiss Military.

2023

Strategic Partnerships and Market Listing

- Tie-up with Shopclues & Snapdeal (Juscorp) to sell Excess inventory.
- Tie-up for Zara products with their distributor (Sudhi Enterprises).
- Tie up with various well-known Brands
- Also got listed on NSE Emerge in November 2023

Surging Customer Engagement

Rockingdeals Great Garden Sale attracted over 18,780 visitors

2024



What is ReCommerce?

- ReCommerce involves the selling of excess inventory or returned items/customer returns.
- This process helps extend the lifecycle of products, reduces waste, and often provides opportunities for consumers to find items at lower prices compared to buying new.
- It's become increasingly popular with the rise of online platforms dedicated to facilitating these transactions.



What Company Offer Through ReCommerce?

- Rockingdeals offers valuable service for both sellers and buyers by connecting sellers with buyers.
- The platform facilitates the redistribution of unboxed, excess inventory, or refurbished products, ensuring that these items find new homes where they're appreciated.
- This services benefits sellers by helping them clear surplus inventory while offers buyers access to quality products at reduced prices compared to buying new.

Turning Excess Stock Into New Opportunities



Range Of Product

Rockingdeals caters to diverse consumer needs with its extensive product range, ensuring exceptional value and satisfaction. It remains the top choice for those seeking cutting-edge electronic solutions.

Large and Small Home Appliances

A diverse selection of electrical home appliances from leading brands like **Samsung, Panasonic, LG,** and more.



Apparel and Footwear

A vast range of apparel and footwear from renowned brands like **Zara, Puma, Pierre cardin** and more.



Speaker/ Mobile Accessories/ Watches

A diverse selection of refurbished, open-boxed, and returned mobiles, computers, and accessories from popular brands like **Boat, Realme, JBL,** and more.



Personal Appliances

Offers discounted rates on premium lifestyle products including watches, jewelry, eyewear, grooming tools, and more, enhancing daily routines.




**ROCKING
DEALS**
Top 4 Product
Segments and Brands

Delivering Value & Satisfaction Across Multiple Categories



**Small Home Appliances
Non-Electric**



Apparels



Footwear



**Mobile
Accessories**



Watches & Smart Watches



Speakers



Luggage



Sports Goods



Toys



Large Appliances



Furniture



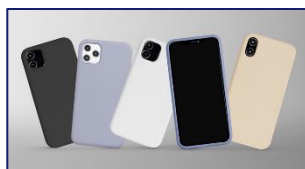
Lighting



Personal Care Appliances



Beauty & Health Care



Mobiles



Desktops & Laptops



Books



**Groceries
Launching Soon**

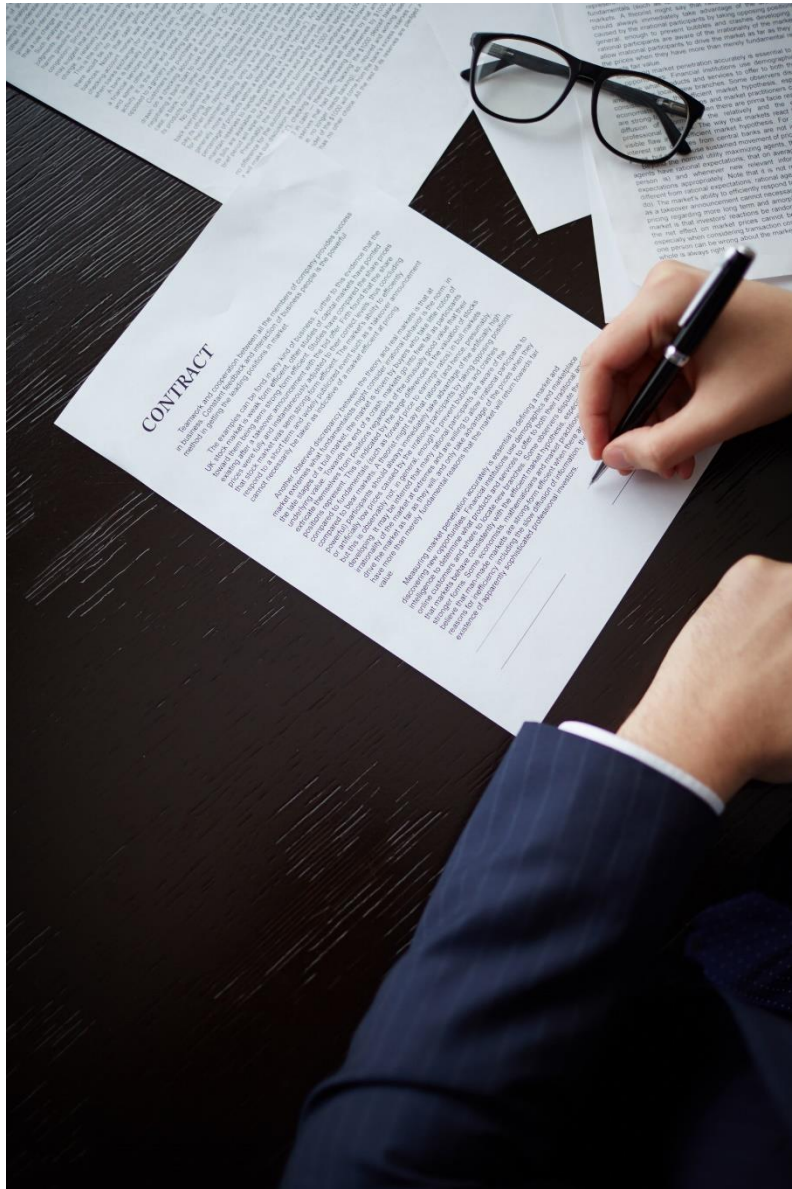
Trusted Partnerships: Delivering Quality Products From Renowned Brands

Rockingdeals sources a wide range of products, including electrical appliances, apparel, footwear, speakers, mobile phones, and accessories, from ecommerce platforms, companies, dealers, and distributors.

	VOLTAS		hindware	morphy richards
SAMSUNG	Whirlpool		PHILIPS	
boAt	Lenovo		BOROSIL®	
	SKECHERS		PUMA	1+ ONEPLUS
		JBL	cello®	

Enhanced Exposure: Expanded Partners Post Listing

	Whirlpool CORPORATION				livpure ^o	LIEBHERR
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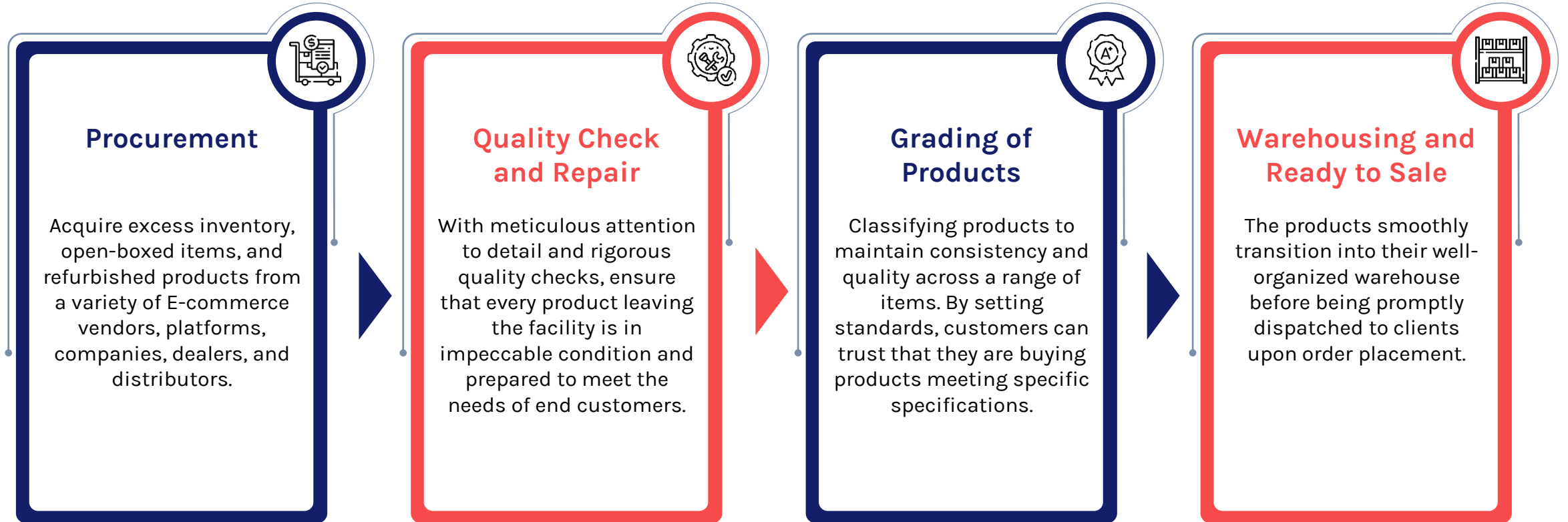


Service Agreement with Shopclues:

Under which Shopclues provided an end-to-end e-commerce technology platform to setup an online store on shopclues.

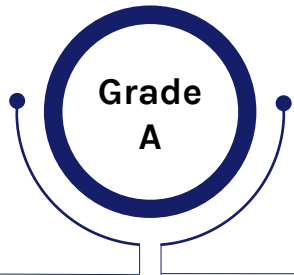
Purchase Agreement with various well-known brands:

To acquire their excess and open boxed inventory. Also, assist businesses in liquidating their surplus stock by providing an efficient and effective solution for managing excess inventory.



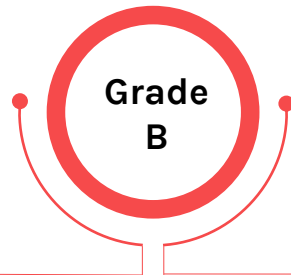
Transparency In Product Quality: A Breakdown Of Grading System

Product just “LIKE
NEW”



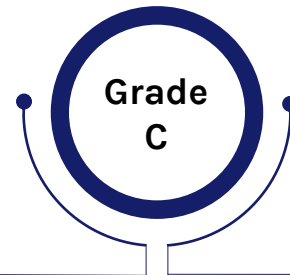
"LIKE NEW" means 99-100% of new, including original box and instructions. "NEW" means factory-packaged with manufacturer's warranty.

Products having
minor scratches
and dents



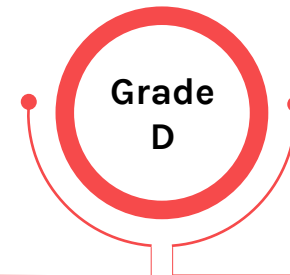
Products in "almost like new" condition contain all accessories and are in working order, rating at 80%-90% of the original condition. They may have minor scratches and dents, with slight imperfections visible only upon close inspection.

Products having
major scratches
and dents



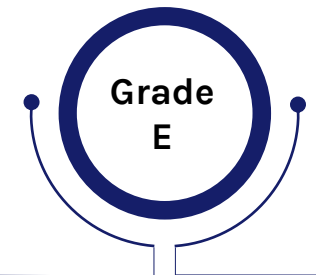
Products in this category, while containing all accessories and functioning properly, have major scratches and dents, rating at 70%-80% of their original condition.

Products without box or
missing parts but all in
working condition



This category includes broken products along with those missing parts or without a box, but all items are in working condition. There's a possibility of small or major dings or scratches on the products.

Products which are
not in working
condition



Faulty and non-working products will be marked with red color. Some parts of these products may still be usable. End-of-life products are those that have reached the end of their useful lifespan or are no longer viable for use.

4
Warehouses

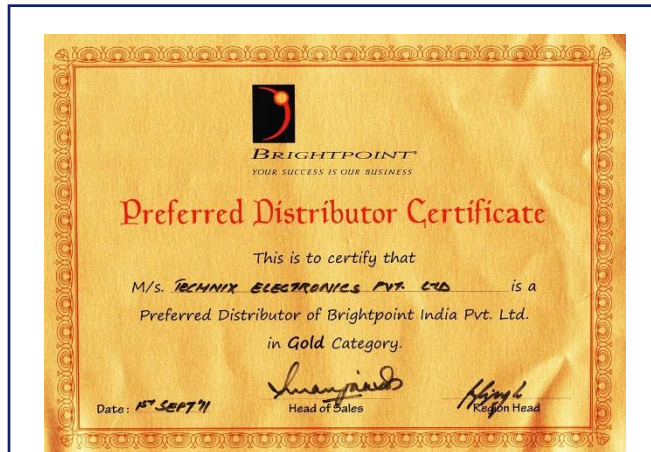
3 Warehouses Located
in Faridabad

30,000 + Sq. ft.
Warehousing space
in Faridabad

New Warehouse Expansion Of
10,000 Sq. ft. in Guwahati



Recognizing Excellence: Award Winning Performance



Preferred Distributor Certificate- For Preferred Distributor In Gold Category.



Extra Mile Award- For Outstanding Performance In 2018



Certificate Of Appreciation- For Outstanding Performance.



Franchise India 2018 Opportunity India Summit - Appreciation Certificate To Mr. Yuvraj Aman Singh



Certificate Of Appreciation- For Technix Stellar Efforts.



Seller Excellence Platinum Award By Snapdeal.



Certificate Of Appreciation- For Exclusive Partnership With TATA Indicom.



Huge Opportunity

Warehouses spanning 30,000 sq. ft. located in Faridabad. An RD L4 Service Center equipped to check and grade 1 million units monthly.

Wide distribution network covering metros, Tier I, II, III cities, and remote areas, with a particular focus on North East markets.



Deep Connects To Bloom

Firm sourcing agreements with marquee brands

Ability to offer the widest range of competitively priced products with partial/ full warranty

Deep discounts unmatched by any manufacturer or distributor



Unique Talent Pool

Well-rounded team of professionals with hands-on experience in delivering in a niche industry

The average age of professionals is at 45 years

Demonstrated experience in successfully partnering with global & national players

Management Overview





Aman Preet

Founder & CEO

Experience : 20+ Years

With a Bachelor's degree from Middlesex University, UK, along with a background in establishing B2B to B2C networks. He pioneered India's refurbished consumer goods market, founding Technix Electronics Pvt Ltd in 2002. He assisted major platforms like Amazon and Flipkart in launching refurbished device segments. Singh's contributions reflect his commitment to advancing India's circular economy vision.



Tarun Goel

Executive Director

Experience : 10+ Years

Bringing a dual degree (BTech + MBA) from IIT Roorkee and a decade of experience in E-commerce, category, and brand management. Previous roles at Syberplace and Shopclues showcased leadership in mobile categories, B2B, and cross-border trade. Currently, applying his expertise at RockingDeals, merging entrepreneurial spirit with industry insight.



Deepika Dixit

Company Secretary

Experience : 7+ Years

Her current role at Rocking Deals involves ensuring legal compliance, regulatory reporting, and corporate governance. She oversees legal adherence across all operations, ensuring the company operates within regulatory frameworks.



Jitender Verma

Chief Financial Officer

Experience : 9+ Years

With a background as a Chartered Accountant in financial planning, working capital management, business operations, and system implementation, he brings a diverse skill set that aligns seamlessly with the unique demands of the e-waste industry. His experience extends beyond traditional finance roles, immersing himself in the complexities of e-waste management and the dynamic landscape of startup environments.




Akash Singh

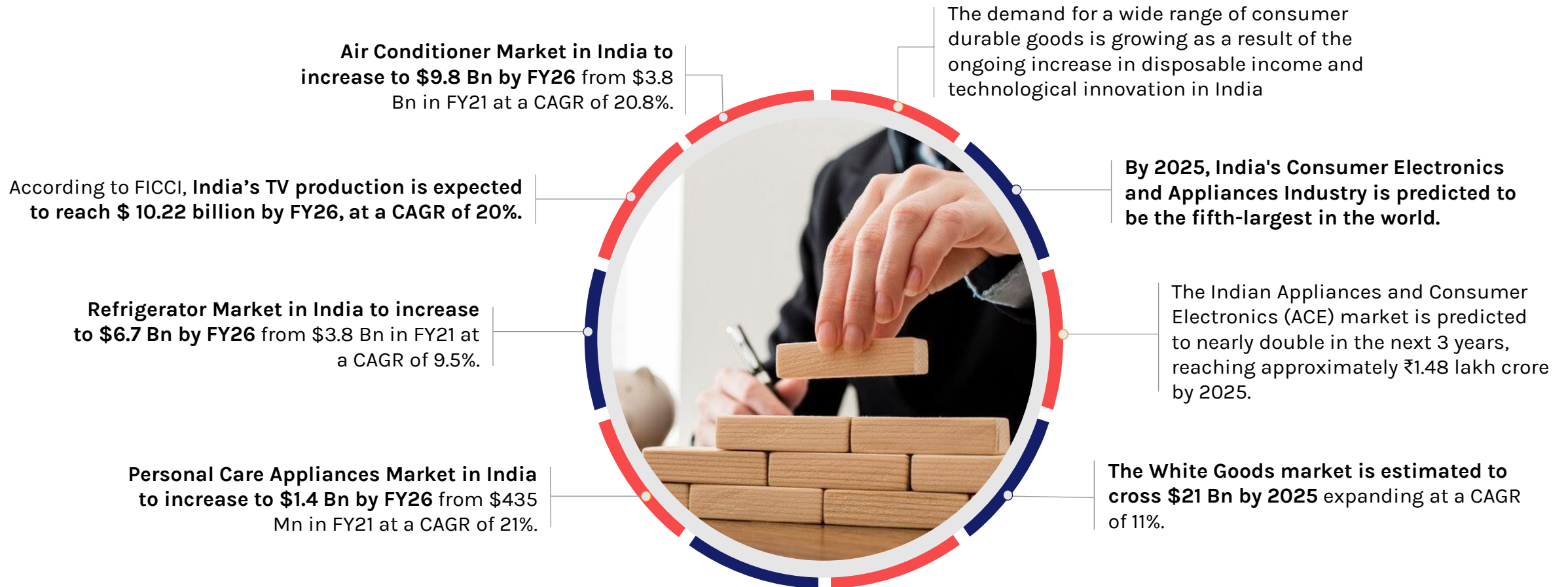
Chief B2B Sales Head

Experience : 10+ Years

With a Post Graduate Diploma in Business Administration, he spearheaded Flipkart's Liquidation category launch, driving substantial growth. His expertise in vendor engagement, distributor management, and sales team leadership now contributes to developing and managing Rocking Deals' Circular Economy B2B vertical.

A top-down view of various travel and lifestyle items arranged on a light-colored wooden floor. The items include a vintage-style camera, a pair of sunglasses resting on a spiral-bound notebook, a brown leather belt with a silver buckle, a tan felt hat, a brown leather bag, a pair of dark brown leather shoes, and a brown bag filled with folded clothes and a blue denim jacket. The items are arranged in a circular pattern, suggesting a collection of travel essentials.

Industry Overview



- A report by Infogence Global Research estimated India's re-commerce at USD 29.54 billion in 2022 and projected it to grow at a CAGR of 6.15 percent by 2027.
- Some of India's leading online marketplaces, too, have taken to re-commerce for refurbished smartphones and appliances.
- The report points out that the used smartphone market is seeing better margins for retailers compared to the sale of new smartphones.
- With the number of smartphone users reaching the 550 million mark, it is estimated that, on average, a re-commerce app user sells more than two smartphones from each household when the need to upgrade to new devices rises, as per Red Seer's research.
- According to a Grant Thornton study, almost 31.5 million tonnes of electronics and appliances are discarded every year, of which many of the components can be recycled or reused.

Government Policies Supporting India's Sustainable Circular Economy

Various regulations, such as Plastic Waste Management Rules, e-Waste Management Rules, Construction and Demolition Waste Management Rules, and Metals Recycling Policy.

Eleven committees were formed, comprising members from NITI Aayog, Ministry of Environment, Forest, and Climate Change (MoEFCC), as well as SMEs and industry representatives.

The National Action Plan on climate change works on developing a comprehensive strategy to address climate change in India, emphasizing emission reduction and adaptation measures.



Refurbished Electronic Product Market

- Indian buyers are increasingly turning to refurbished electronic devices as global supply chain disruptions take up the prices of new products.
- While smartphones are primary growth drivers, other electronic products, too, have seen rising demand amid the growth of organized sellers of refurbished goods.
- IT services major Tata Consultancy Services Ltd sources 100,000 refurbished laptops every year from organized reverse commerce (or re-commerce) companies.
- Refurbished electronics goods market in India could grow to \$11 billion in gross value by March 2026, up from approximately \$5 billion in March 2021.
- Laptops, televisions, headphones, wearables, washing machines, and gaming consoles will constitute about \$1 billion of the market. smartphones account for 90% of the sector.



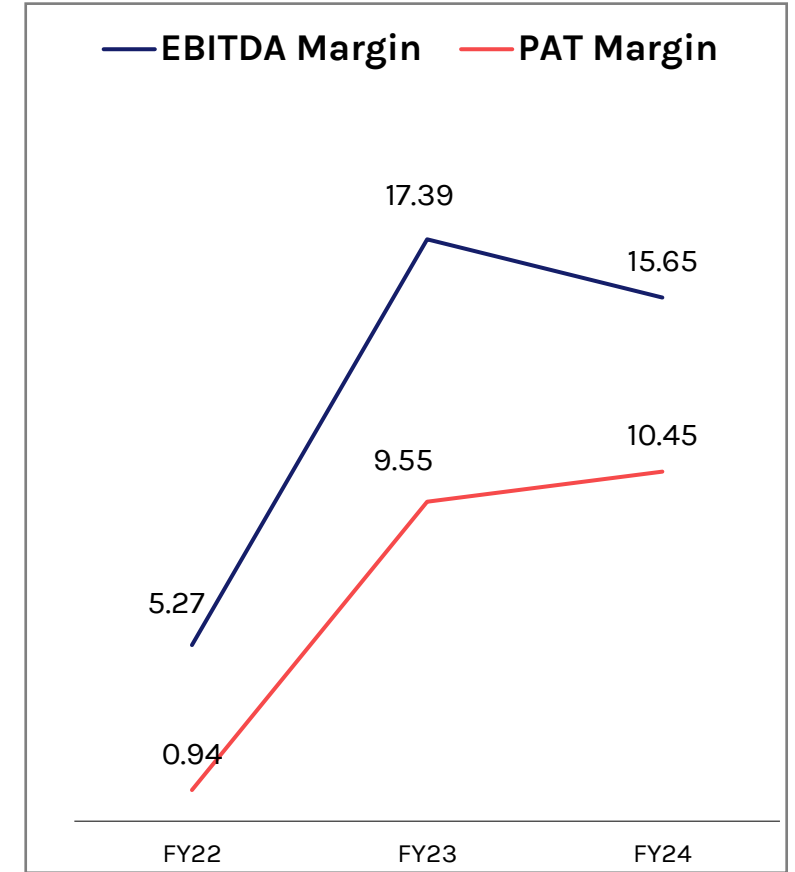
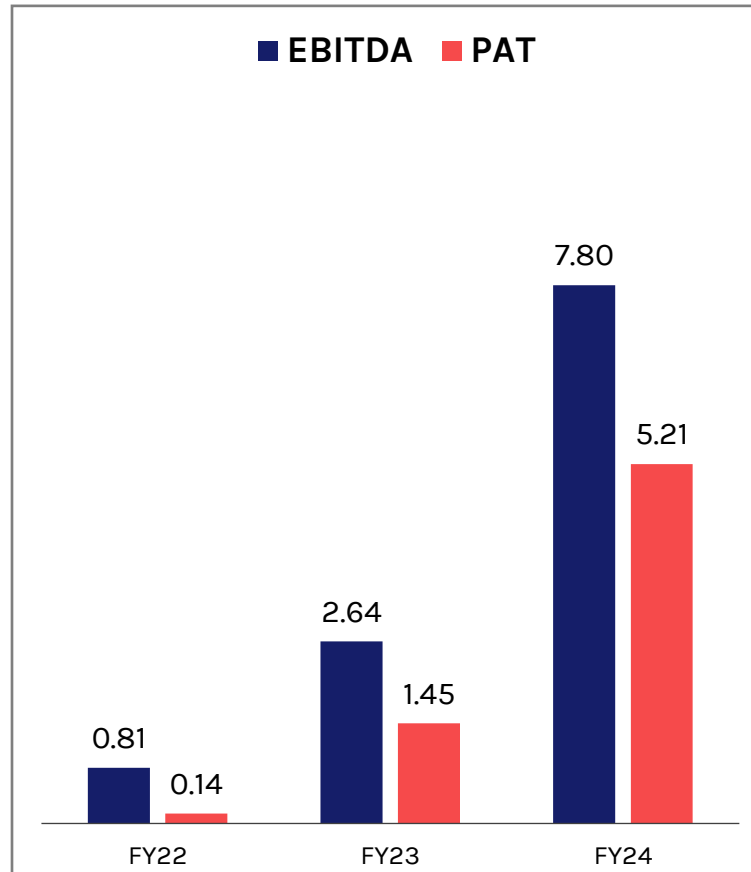
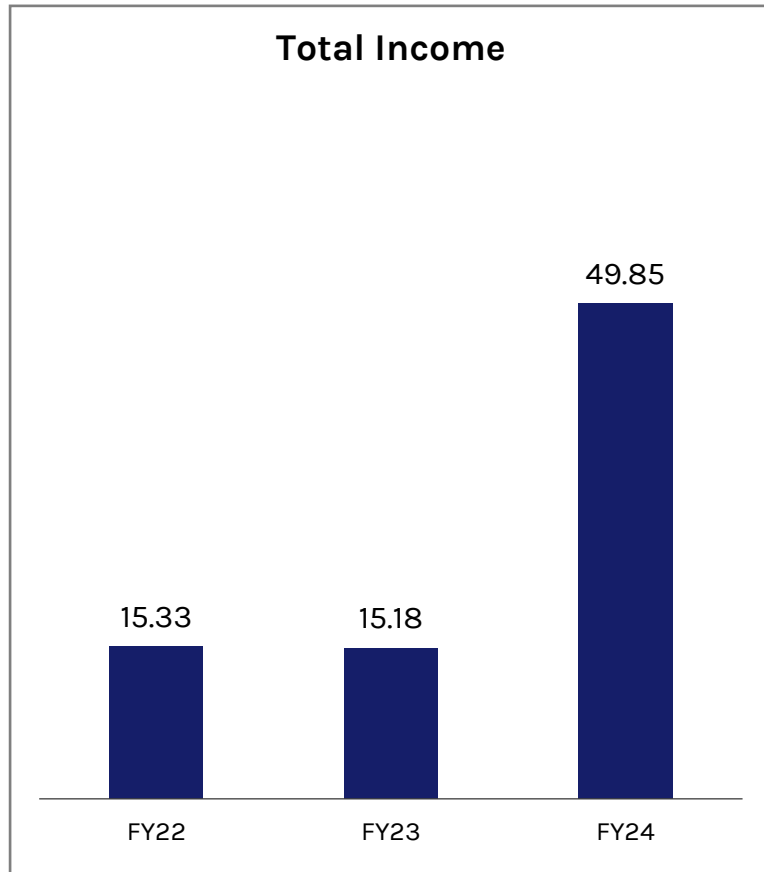
Apparel ReCommerce Market

- The fashion ReCommerce industry in India is still in its early stages, with luxury brands, especially in the ethnic segment, likely to lead the way before it becomes mainstream.
- While fashion rental brands are present, a dedicated fashion ReCommerce player has yet to emerge in India.
- Even Meesha, an Indian Unicorn that initially focused on social commerce, has transitioned to a pure e-commerce marketplace model.

Financial Overview



Consolidated Key Financial Highlights



All Figures In ₹ Cr & Margin in %

Consolidated Profit & Loss Statement

In ₹ Cr

Particulars	FY24	FY23	FY22
Revenues	49.56	15.01	14.83
Other Income	0.29	0.17	0.50
Total Income	49.85	15.18	15.33
Raw Material Expenses	39.27	10.63	12.73
Employee Costs	1.01	0.60	0.70
Other Expenses	1.77	1.31	1.09
Total Expenditure	42.05	12.54	14.52
EBITDA	7.80	2.64	0.81
Finance Costs	0.31	0.43	0.39
Depreciation	0.27	0.25	0.23
PBT	7.24	1.96	0.18
Tax	2.03	0.50	0.04
PAT	5.21	1.45	0.14
EPS	11.72	4.20	0.39

Consolidated Balance Sheet

In ₹ Cr

Equities & Liabilities	FY24	FY23	FY22
Equity	5.66	0.12	0.12
Reserves	29.40	6.81	5.27
Net Worth	35.06	6.93	5.39
Non Current Liabilities			
Long Term Borrowings	0.06	0.37	0.68
Long Term Provision	0.07	0.05	0.09
Total Non Current Liabilities	0.13	0.42	0.77
Current Liabilities			
Short Term Borrowings	0.02	3.56	3.38
Trade Payables	2.23	0.05	4.14
Short Term Provisions	1.83	0.50	0.03
Other Current Liabilities	0.87	0.80	0.26
Total Current Liabilities	4.95	4.91	7.81
Total Liabilities	40.14	12.27	13.97

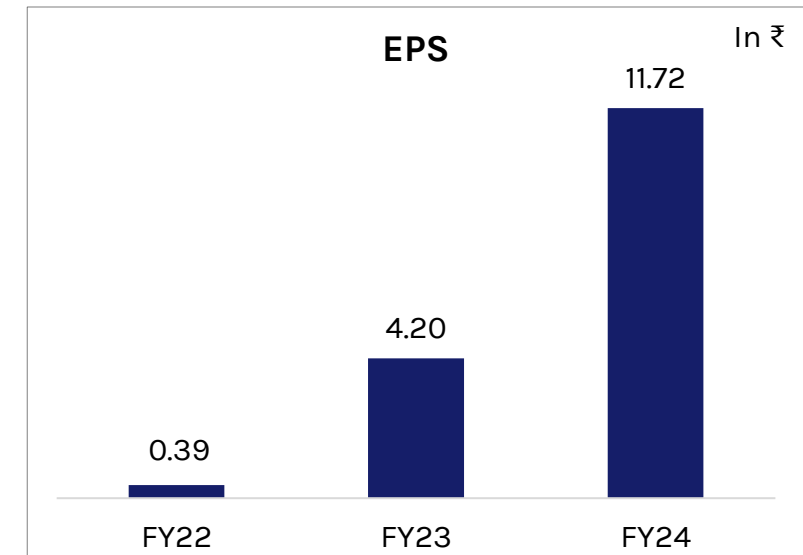
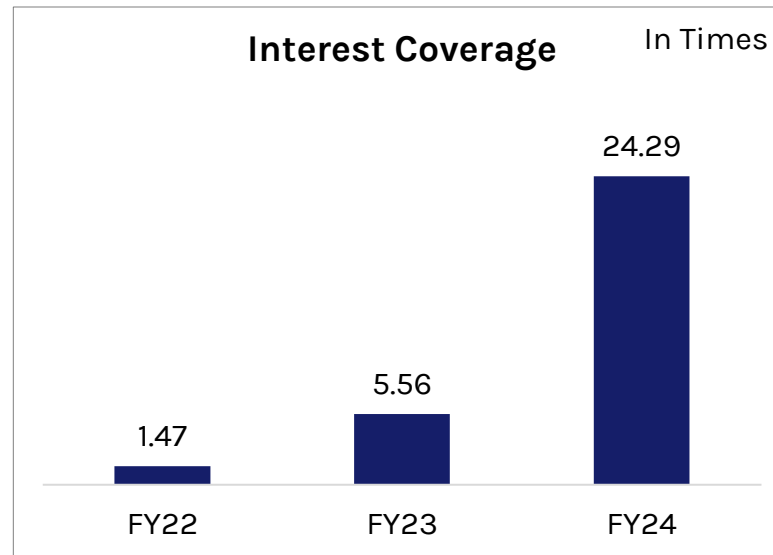
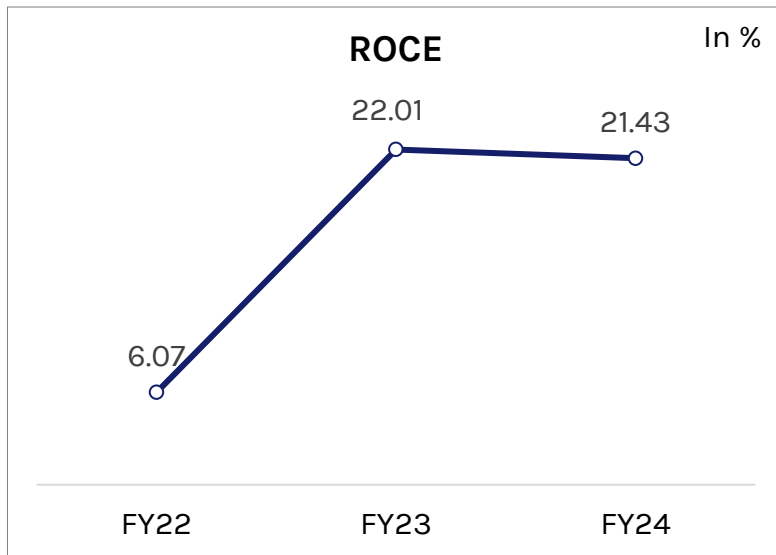
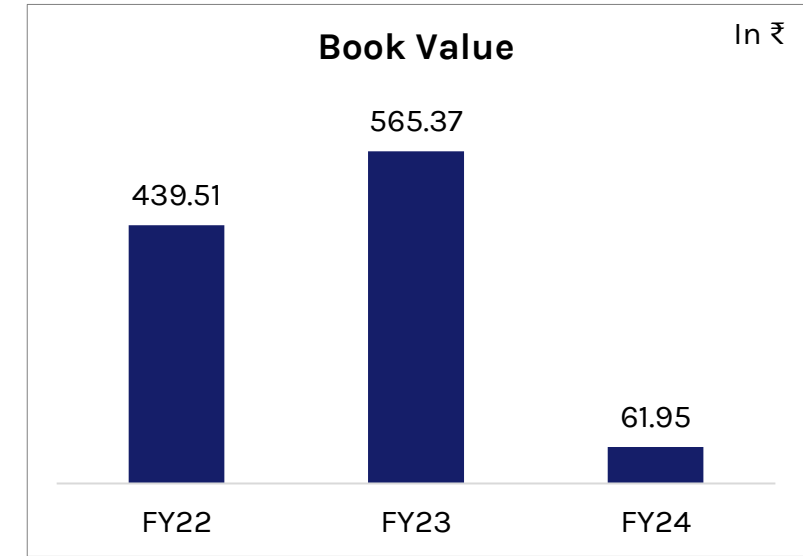
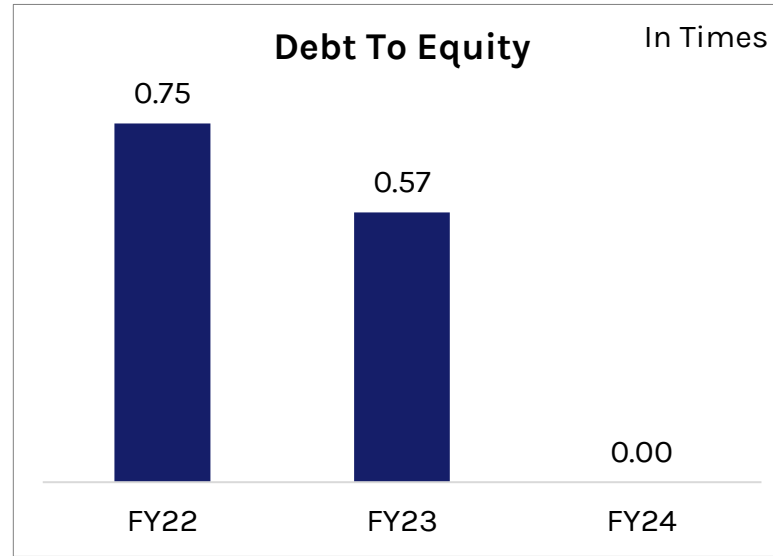
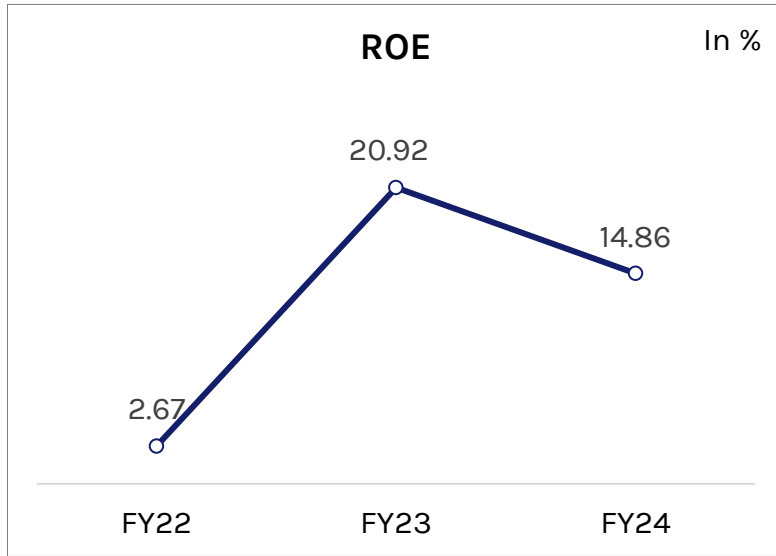
Assets	FY24	FY23	FY22
Non Current Assets			
Fixed Assets	5.47	3.92	4.07
Non Current Investments	0.01	0.01	0.01
Other Non Current Financial Assets	0.90	0.73	0.70
Deferred Tax Assets (Net)	0.05	0.20	0.21
Total Non Current Assets	6.43	4.86	4.99
Current Assets			
Inventories	22.91	5.05	5.07
Trade Receivables	5.88	2.22	3.47
Cash & Bank Balance	1.79	0.06	0.30
Other Current Assets	3.12	0.07	0.13
Total Current Assets	33.70	7.41	8.98
Total Assets	40.14	12.27	13.97

Consolidated Cash Flow Statement

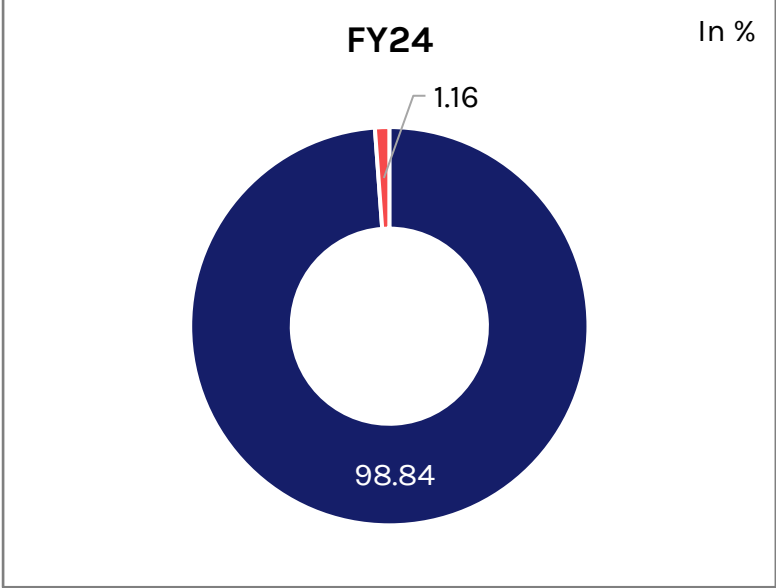
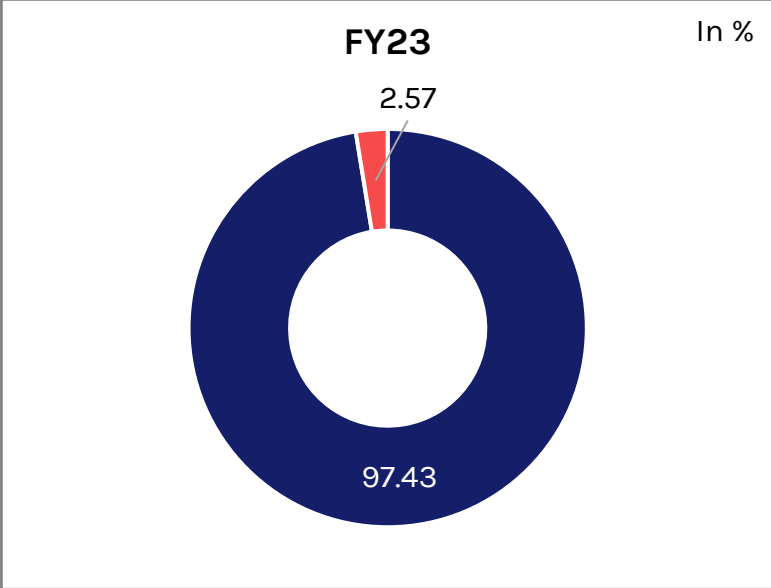
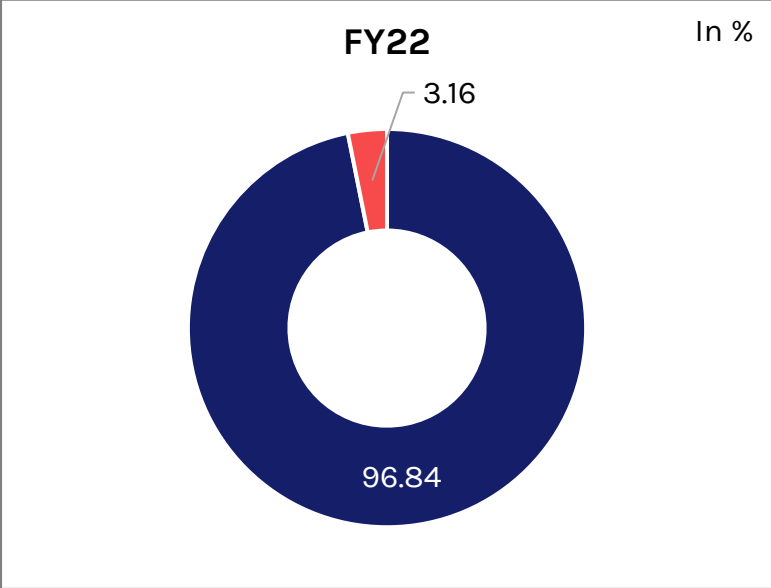
In ₹ Cr

Particulars	FY24	FY23	FY22
Cashflow From Operations	-15.34	0.42	0.56
Cashflow From Investments	-1.69	-0.09	0.03
Cashflow From Financing	18.76	-0.56	-0.45
Net Cash Flow	1.73	-0.24	0.14
Opening Cash & Cash Equivalent	0.06	0.30	0.16
Closing Cash & Cash Equivalent	1.79	0.06	0.30

Consolidated Key Ratios



Revenue Snapshot: Delving Into B2B, B2C



■ B2B ■ B2C

Particular	In ₹ Cr		
	FY22	FY23	FY24
B2B	14.36	14.62	48.98
B2C	0.47	0.39	0.58
Total	14.83	15.01	49.56

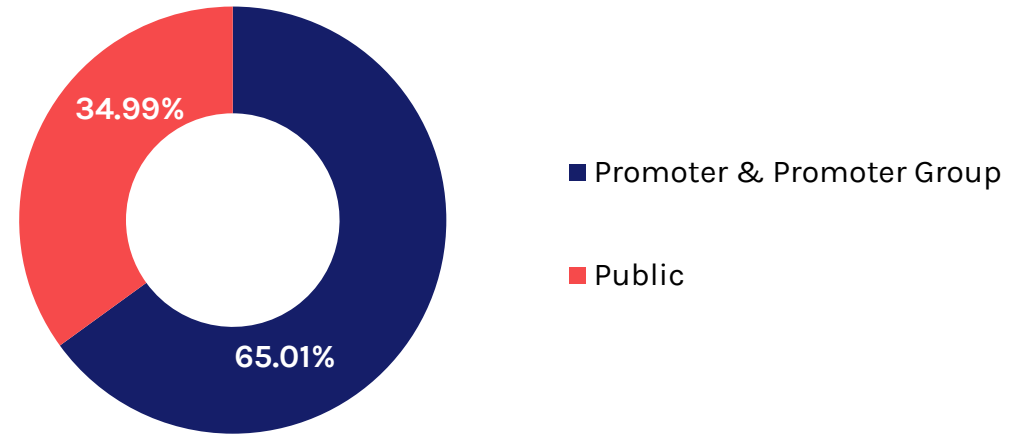
As on 12-06-2024

NSE: ROCKINGDCE

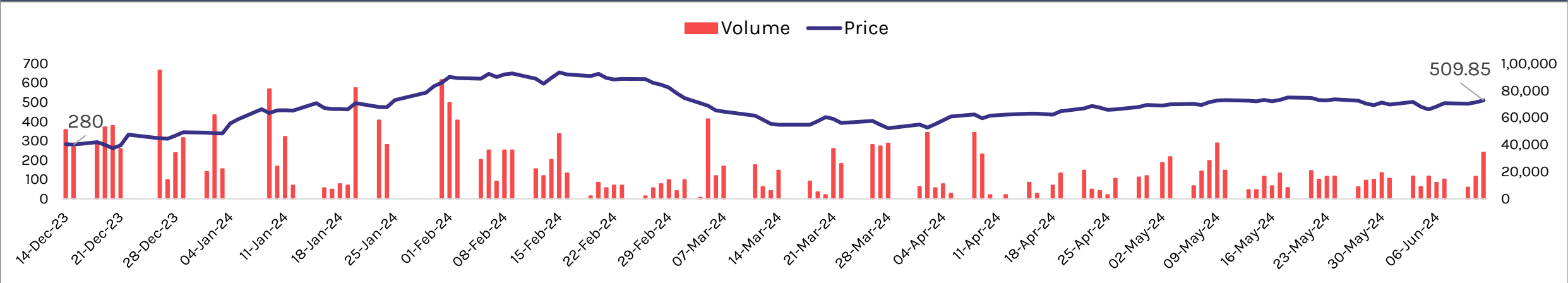
Share Price (₹)	509.85
Market Capitalization (₹ Cr)	311.25
No. of Shares Outstanding	56,59,000
Face Value (₹)	10.00
52 Week High-Low (₹)	659.80 / 256.00

As on 31-03-2024

Share Holding Pattern



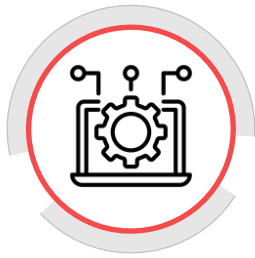
Share Performance From 30th November 2023 Till Date



Source - [NSE](#)

The Way Forward





Planning to bring all business under one Umbrella

Consistent emphasis on broadening exclusive sourcing partnerships with top-tier brands

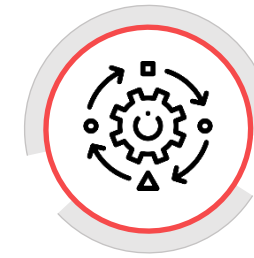
- Focus on Excess Inventory and Customer returned goods
- Venturing into B2B online markets.
- Expanding e-commerce operations on platforms such as Amazon, Shopclues, Snapdeal, etc.



Incorporating e-waste operations to streamline and diversify sourcing practices.

Rocking Deals Retail's ambitious expansion strategies aim to reinforce its position as the sole supplier.

- Expanding store presence twofold and entering the grocery sector.
- Identifying the growing potential in Northeast markets.

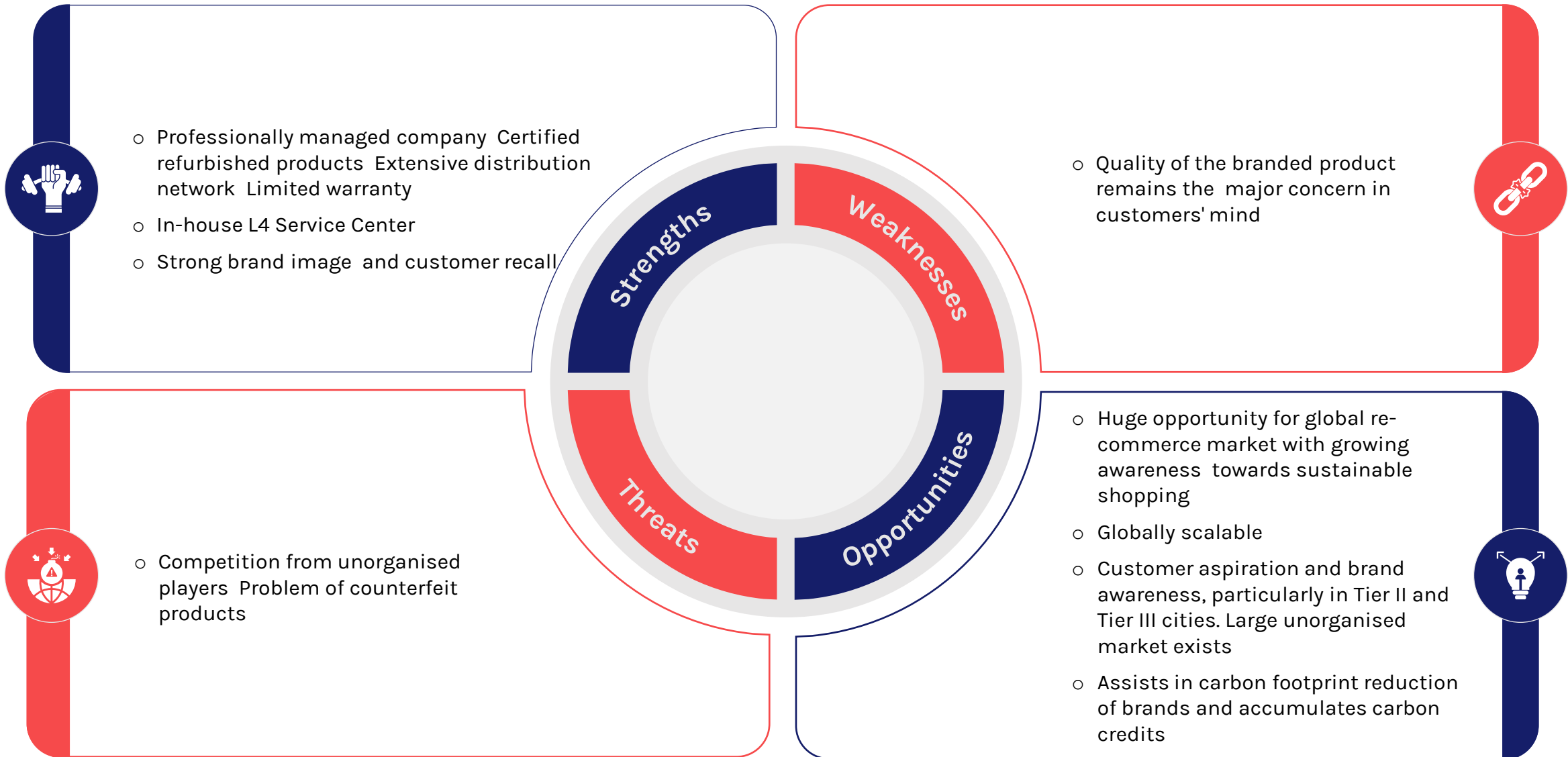


Focusing on value chain

Investments in technology aimed at enhancing grading and pricing strategies.

- Implementing a Customer Relationship Management (CRM) initiative, including the establishment of a call center staffed with 20 agents.
- Introducing component-level repair services, with the goal of transitioning from L4 to L2 and enhancing quality control efforts.

A Strategic Overview: SWOT Analysis



Thank You



Rockingdeals Circular Economy Limited

Contact: +91 - 83760 36354

Website: <https://rockingdeals.in/>

E-mail: compliance@rockingdeals.in



Kirin Advisors Private Limited

Contact: Vastupal Shah

Phone: +91 22 4100 2455

Website: www.kirinadvisors.com

E-mail: vastupal@kirinadvisors.com