

**Date:** November 13, 2024

**BSE Limited**  
Department of Corporate Services  
Pheroze Jeejeebhoy Towers,  
Dalal Street, Mumbai-400001

**National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor,  
Plot No. C/1, G Block  
Bandra- Kurla Complex, Mumbai-400051

**SCRIP Code- 544136**

**SYMBOL-RKSWAMY**

**ISIN: INE0NQ801033**

**Subject: : Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI Listing Regulations”) – Investor Presentation:**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 of the SEBI Listing Regulation, we are enclosing herewith a copy of the Investor Presentation on Un-Audited Financial Results (Standalone and Consolidated) of the R K SWAMY Limited for the quarter and half year ended September 30, 2024.

This intimation is also being uploaded on the Company’s website at [www.rkswamy.com](http://www.rkswamy.com)

This is for your information and records.

Thanking you

**For R K SWAMY Limited**

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**Aparna Bhat**  
**Compliance Officer**  
**Membership No.:** A19995  
**Address:** Esplanade House, 29, Hazarimal Somani Marg, Fort, Mumbai 400 001

**Place:** Mumbai



# Driving Sustainable Growth

Update for Investors

November 13, 2024

- First half, April to September 2024, performance:
  - ◇ Total Income declined 2% from Rs 142.55 Crores to Rs 139.63 Crores.
  - ◇ Profit Before Tax declined from Rs 10.87 Crores to Rs 5.26 Crores.
- First half performance in previous year was boosted by special projects.
- In the current year, new business and special projects are expected to impact performance positively in the second half of the year. (See following slides for details)
- Company has retained all major ongoing clients who are continuing to invest in Marketing.

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Growth Drivers

## New Business

- R K SWAMY has gained more than 15 new clients of size and stature in the first half of FY '25.
- Will contribute to additional revenues in second-half, and in the following years. R K SWAMY's track record of client retention and growth is excellent.

## **New Business Pipeline**

- R K SWAMY has a strong pipeline of new clients. There are numerous ongoing conversations and engagements with major opportunities.
- Even a modest success rate has the potential to contribute noticeably to second-half performance, and in the years to come.

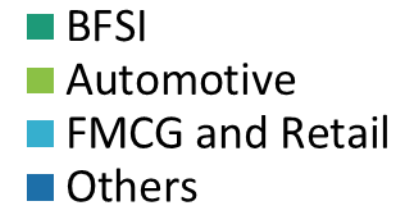
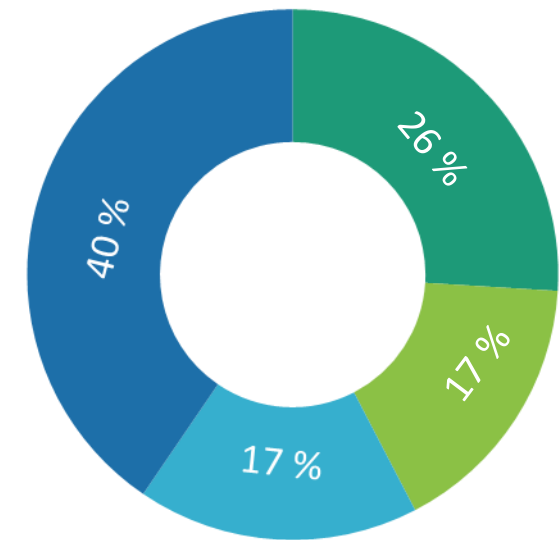
## Expanding Marketing Infrastructure

- Customer Experience Centre (CXC) 600-seats expansion underway – capacity addition of ~50%.
- Computer-Aided-Telephonic-Interviews (CATI) 346 calling stations expansion underway – capacity addition of ~85%.
- Both initiatives will be completed in the months to come.
- Upon full utilization, capacity expansion has the potential to contribute ~10% to the consolidated annual revenue.

## Growth from strong categories

- R K SWAMY has strong presence in the BFSI category, with 25+ marquee clients. This is a high performance sector with increasing marketing investments.

Revenue from operations  
(Fiscal 2024)





## Driven by special capabilities

- R K SWAMY produces Content at Scale for leading institutions and brands.
- R K SWAMY through its wholly-owned subsidiaries – Hansa Customer Equity and Hansa Research – is a leader in Customer Experience Management and Measurement.
- R K SWAMY has in-depth capability in Customer Data Analytics and MarTech.
- All the above special disciplines are fast-growing in the digital ecosystem.

## Nurturing Professional Excellence

- R K SWAMY has an unrelenting focus on professional excellence.

Example: The company is the only one that runs an ongoing Learning Series of fortnightly Webinars beamed to all its employees in the most inclusive program of internal training.

Hundreds of company people – spending thousands of hours – are specially exposed to new knowledge, to enhance standards.

- Professional excellence produces desired results for all.

# Financial & Operational Metrics (Consolidated)

In Rs lakhs

Metric	H1 FY 2024	H1 FY 2025	% change
Total Income <sup>1</sup>	14255	13963	-2.0%
Gross Margin <sup>2</sup>	9920	9536	-3.9%
EBITDA	2097	1312	-37.4%
<i>EBITDA Margin<sup>3</sup></i>	<i>14.7%</i>	<i>9.4%</i>	
Profit before tax (PBT)	1087	526	-51.6%
<i>PBT Margin</i>	<i>7.6%</i>	<i>3.8%</i>	
Profit after tax (PAT)	793	270	-66.0%
<i>PAT Margin</i>	<i>5.6%</i>	<i>1.9%</i>	

*Notes*

1. Total Income includes Other Income
2. Gross Margin is Revenue from Operations less Operating expenses
3. EBITDA Margin is calculated as EBITDA (incl. Other Income) divided by Total Income

4. All figures on this slide have been rounded off to the nearest whole number, and percentages to one decimal
5. Numbers for H1 FY 2024 are neither audited nor reviewed by statutory auditors

# Financial & Operational Metrics (Consolidated)

In Rs lakhs

Metric	Q2 FY 2024	Q2 FY 2025	% change
Total Income <sup>1</sup>	8058	6813	-15.4%
Gross Margin <sup>2</sup>	5538	4872	-12.0%
EBITDA	1544	609	-60.6%
<i>EBITDA Margin<sup>3</sup></i>	<i>19.2%</i>	<i>8.9%</i>	
Profit before tax (PBT)	1018	217	-78.7%
<i>PBT Margin</i>	<i>12.6%</i>	<i>3.2%</i>	
Profit after tax (PAT)	741	52	-93.0%
<i>PAT Margin</i>	<i>9.2%</i>	<i>0.8%</i>	

*Notes*

1. Total Income includes Other Income
2. Gross Margin is Revenue from Operations less Operating expenses
3. EBITDA Margin is calculated as EBITDA (incl. Other Income) divided by Total Income

4. All figures on this slide have been rounded off to the nearest whole number, and percentages to one decimal
5. Numbers for Q2 FY 2024 are neither audited nor reviewed by statutory auditors

# Stable long-standing client relationships

Metric	H1 FY 2024	H1 FY 2025	FY 2024
Revenue from Operations			
-Top 10 clients (%)	49.7	46.1	43.2
-Top 50 clients (%)	75.2	76.3	73.8
Revenue from Repeat Customers (%)*	94 %	89 %	88 %
Clients served	380+	350+	510 +

*\*Compare to previous period*

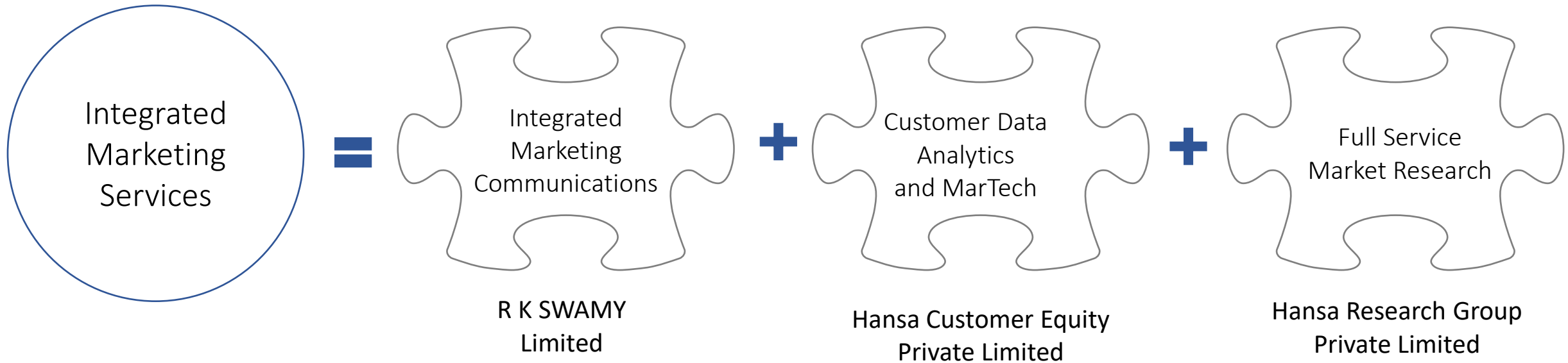


**R K SWAMY**



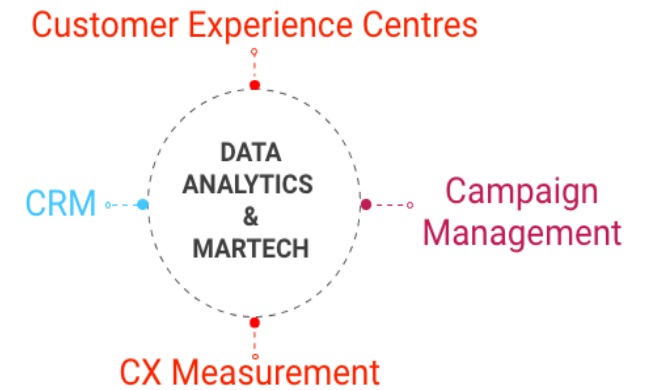
Legacy of five  
decades of  
experience, with  
leadership position in  
Integrated Marketing  
Services

R K SWAMY Ltd – A unique enterprise  
There is no other listed entity on the Main Board of BSE/NSE in this category



The Integrated Marketing Communications business uses the **'R K SWAMY'** as well as the **'Hansa'** brands. The Customer Data Analytics and MarTech and Full-Service Market Research disciplines are offered under the **'Hansa'** brand

**Single window solution for Creative, Media, Data Analytics and Market Research Services**





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- The financial information are on consolidated basis unless otherwise specified.
- Please visit our corporate website [www.rkswamy.com](http://www.rkswamy.com) to go through our Investor section.

Thank You