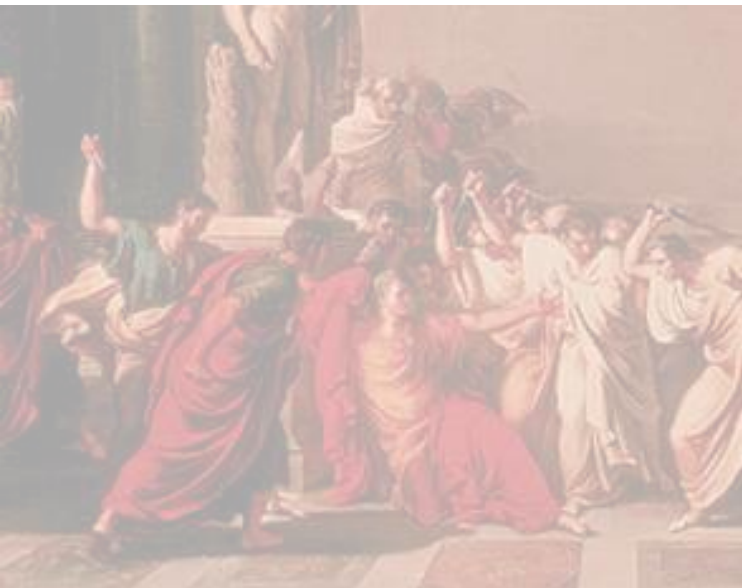




FY 2024 UPDATE FOR INVESTORS



R K SWAMY

June 2024



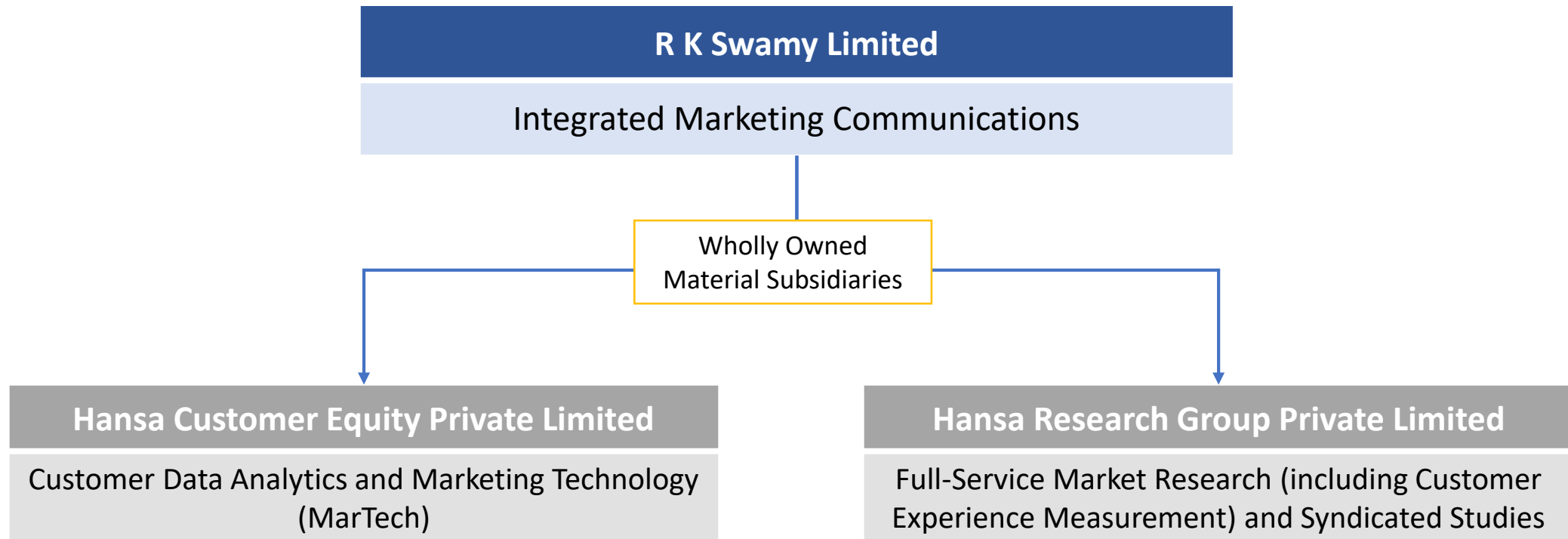


 **R K SWAMY**

Legacy of five
decades of
experience, with
leadership position in
multiple segments

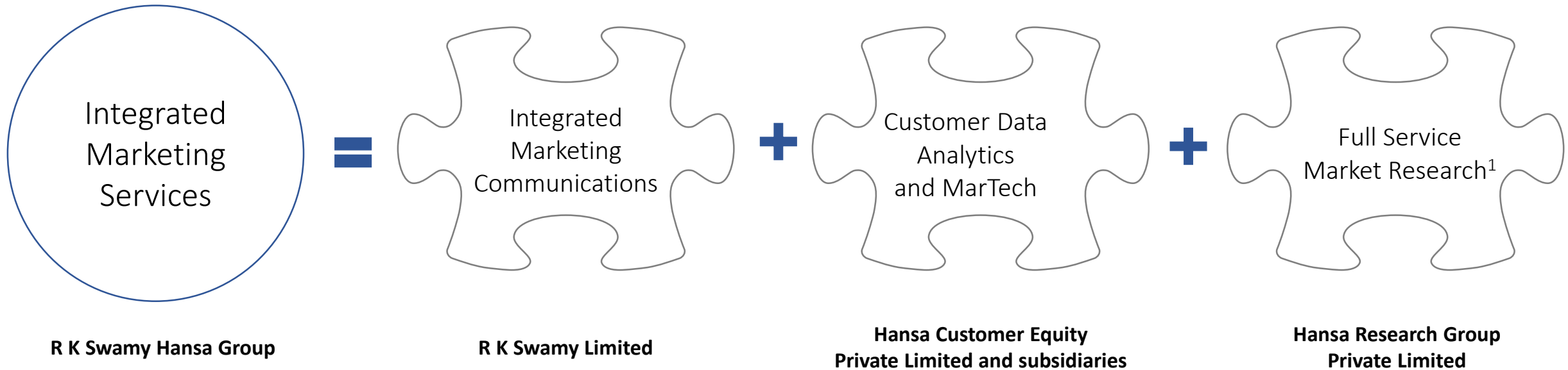
1 | Executive Summary

1. R K SWAMY Ltd became the first Integrated Marketing Services company to list on the main board of BSE Limited and National Stock Exchange of India Limited (on March 12,2024).
2. R K SWAMY derives its revenues from the marketing budgets of leading Private Companies, major Institutions of India, Public Sector enterprises, multinational companies and a host of ambitious Indian brands. The marketing budgets of these organisations get refreshed every year, a rich stream.
3. R K SWAMY and its subsidiaries employed over 1,700 full – time employees serving 400+ clients last year.
4. R K SWAMY derived over 75% of its consolidated revenues from Digital services in FY'24.
5. R K SWAMY's various service disciplines are well accepted and each of them offers opportunities to grow.
6. R K SWAMY commenced the Centre for Study of Indian Markets last year, a group committed to providing sharp insights into the Indian market.



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

Group at a Glance



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

Financial Parameters (Fiscal 2024)

Total Income¹

33539
₹ lakhs

Gross Margin²

23265
₹ lakhs

EBITDA

7429
₹ lakhs

EBITDA Margin (on Total Income)³

22.1%

PBT

5357
₹ lakhs

PBT Margin

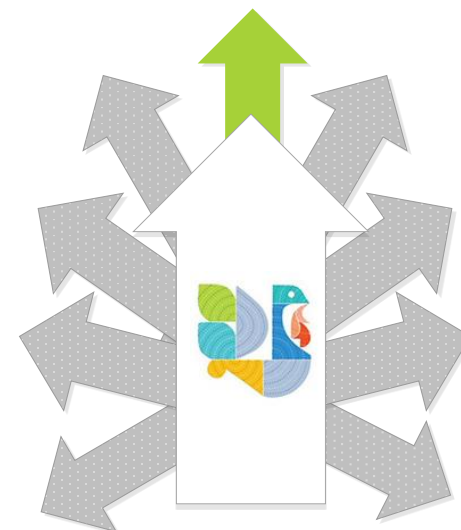
16.2%

PAT

3972
₹ lakhs

PAT Margin

12.0%



ROCE (Post IPO)⁴

16.9%

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. ROCE or Return on Capital Employed is Earnings before Interest and Tax divided by Capital Employed
5. All figures on this slide have been rounded off to the nearest whole number, and percentages to one decimal

Key Financial & Operational Metrics

In Rs lakhs

Metric	Fiscal 2024	Fiscal 2023
Revenue from Operations	33152	29261
Growth	13.3% ↑	
Total Income ¹	33539	29996
Growth	11.8% ↑	
Gross Margin ²	23265	19958
Growth	16.6% ↑	
EBITDA ³	7429	6291
EBITDA Margin	22.1% ↑	21.0%
Profit after tax (PAT)	3972	3126
PAT Margin	12.0% ↑	10.7%
ROCE⁴	16.9% (Post IPO)	29.0%

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. ROCE or Return on Capital Employed is Earnings before Interest and Tax divided by Capital Employed
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THANK YOU