

**Date:** February 12, 2025

**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 SEBI (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 R K SWAMY Limited (“the Company”) for the quarter and nine months ended December 31, 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**

**Company Secretary & Compliance Officer**

**Membership No.:** A19995

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**Place:** Mumbai

**R K SWAMY LIMITED**

*Formerly known as “R K Swamy Private Limited”*

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Fort, Mumbai 400 001.

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**Email** [reachout@rkswamy.com](mailto:reachout@rkswamy.com)

[www.rkswamy.com](http://www.rkswamy.com)

**CIN No.** L74300TN1973PLC006304

**Regd Office** 19 Wheatcrofts Road,  
Nungambakkam, Chennai 600 034.

**Offices also at** Bengaluru, Hyderabad,  
Kochi, Kolkata, New Delhi.



# Focus on building blocks

Update for Investors

February 12, 2025

- Company has been focused on many new initiatives, designed to augment core professional capacity and competence, while managing the regular operations.
- Company posted consolidated total income of Rs 79.4 crores, up 8% compared to Rs 73.5 crores during the same period a year ago.
- PBT for this period was Rs 4.3 crores this year versus Rs 7.6 crores last year, due to increased investments in people and capacity addition
- Cost increase was due to investment in people, done consciously to build capacity.

- Customer Experience Centre (CXC) expansion is completed.
- Part of the IPO objectives.
- Current CXC capacity – 1300.
- Added capacity for 600 associates.
- Sales and Marketing efforts to fill this new capacity has commenced.

# Initiative 1 – The new CXC



- The company's current capacity of 400 callers for Computer Aided Telephonic Interviews (CATI) is fully utilized.
- Additional capacity is being set up – adding 346 callers to take the total to 746.
- This will be operational from April 2025.
- This was also part of the IPO objects.

# Initiative 3

- Hansa Research has secured ISO certification in all locations.
- This opens up new opportunities with clients who have been seeking this.

## Quality Management



## Market, Opinion, Social Research



## Information Security Management



- The company has created new AI capabilities that is designed to improve the Customer Experience by enhanced real-time training to its associates.

## VĀRTĀ

Conversational AI solution that transforms conversations into actionable insights

- Details are not disclosed in the public domain for competitive reasons.



- Board has approved the launch of the R K SWAMY Brand & Marketing Consulting Group (BMC). Leadership has been identified
- Specific proprietary protocols developed over years will be showcased by the BMC Group.
- This Group will build on decades of brand building experience and utilise the data collection capacity of the Research team.
- The Group will be scaled progressively in the coming months/years.

- The company experimented with and delivered exceptional video content in a tech-driven anamorphic style for a major international event.
- This augurs well and adds a new facet to the company's capability to deliver 'content at scale'.
- This value-added service enhances the professional capability and delivers impact to clients.
- The company's ability to deliver high-impact content for large-scale events adds a new dimension of service.

# Financial & Operational Metrics (Consolidated)

In Rs lakhs

Metric	Q3 FY 2024	Q3 FY 2025	% change
Total Income <sup>1</sup>	7352	7941	8.0%
Gross Margin <sup>2</sup>	5271	5294	-0.4%
EBITDA	1306	857	-34.4%
<i>EBITDA Margin</i> <sup>3</sup>	<i>17.8%</i>	<i>10.8%</i>	
Profit before tax (PBT)	762	428	-43.8%
<i>PBT Margin</i>	<i>10.4%</i>	<i>5.4%</i>	
Profit after tax (PAT)	562	363	-35.4%
<i>PAT Margin</i>	<i>7.6%</i>	<i>4.6%</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

# Financial & Operational Metrics (Consolidated)

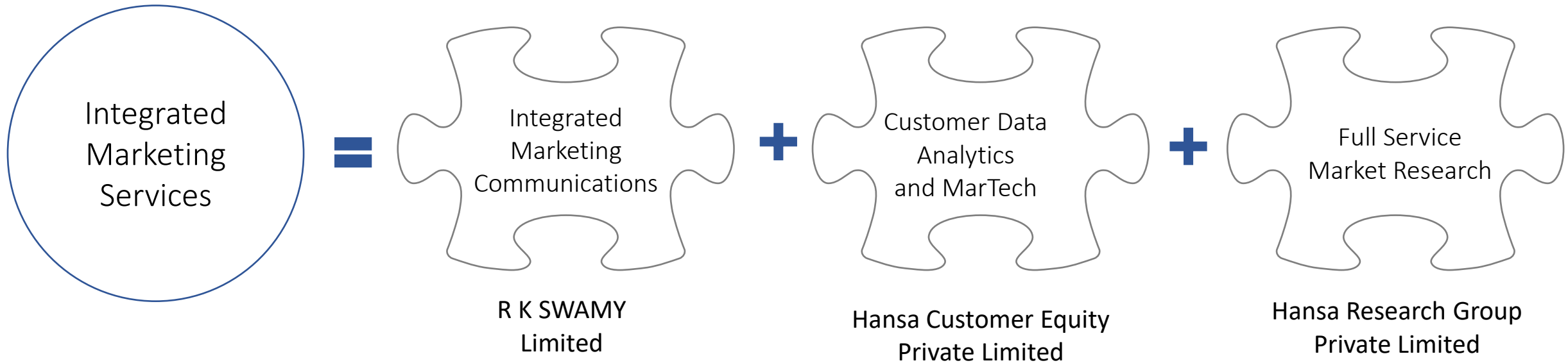
In Rs lakhs

Metric	9M FY 2024	9M FY 2025	% change
Total Income <sup>1</sup>	21607	21904	1.4%
Gross Margin <sup>2</sup>	15191	14830	-2.4%
EBITDA	3403	2168	-36.3%
<i>EBITDA Margin<sup>3</sup></i>	<i>15.8%</i>	<i>9.9%</i>	
Profit before tax (PBT)	1849	955	-48.4%
<i>PBT Margin</i>	<i>8.6%</i>	<i>4.4%</i>	
Profit after tax (PAT)	1355	633	-53.3%
<i>PAT Margin</i>	<i>6.3%</i>	<i>2.9%</i>	

*Notes*

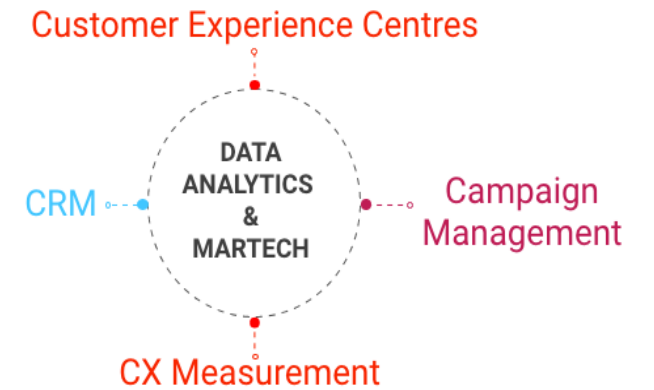
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The Integrated Marketing Communications business uses the **'R K SWAMY'** as well as the **'Hansa'** brands. The Customer Data Analytics and MarTech and Full-Service Market Research disciplines are offered under the **'Hansa'** brand

**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.
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Thank You