

"INDIA'S #1
LUGGAGE BRAND"

safari

SAFARI INDUSTRIES (INDIA) LIMITED

Corporate Presentation



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Sudhir Jatia
Managing Director

Mr. Sudhir Jatia has acquired Safari Industries (India) Limited in the year 2011 and was appointed as its Managing Director from 18th April 2012. Mr. Jatia has more than 3 decades of association and experience with the Luggage Industry in India.

CORPORATE SUMMARY

Safari Industries (India) Limited ("Safari") was incorporated in 1980 and is engaged in the business of manufacturing and marketing luggage, backpacks and travel accessories. The Company has continued to grow ahead of the market led by a well-defined portfolio catering well to diverse consumer needs and a strong go-to-market strategy. As a testimony to this consistent performance, the Safari brand has been adjudged as the 'No.1 Luggage Brand in India'* in revenue terms.

Today, Safari is one of the fastest growing luggage brand in India. The Company has a multi-channel distribution network of >8,800 customer touch points covering E-commerce & D2C, Hyper Markets, Multi-brand outlets, Exclusive outlets, Institutions, Exports and Canteen Stores Department.

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SHARING YOUR SAFARIS SINCE 1974

Safari. What the Swahili call “journey”.

Every journey brings with it new experiences. A potpourri of sights, sounds and colours that captivate your senses and make their way to your album of memories. It is these memories that have inspired our Safari bags. Vibrant colours, exquisite designs and easy-to-use functionality make every Safari bag an ideal travel companion. So, let's start a new journey. A new memory. Happy Safari!



OUR VISION

THE GOAL WE WORKED TOWARD.

To be the most trusted luggage partner for people on the move.

OUR MISSION

THE OBJECTIVES THAT DRIVE US.

Safari is committed to provide value-driven and quality products & solutions for all people on the move.

OUR VALUE

THE CORE OF OUR COMPANY.

- **SPEED** - We know that speed is the key to our success. Speed of thought, action and execution.
- **ALIGNMENT** - We make and support business decisions aligned to our vision through experience and good judgment.
- **FREEDOM OF THOUGHT** – We express our views and opinions openly for the benefit of the organization, customers and community
- **ACCOUNTABILITY** - We accept responsibility for our actions that influences our customers and colleagues.
- **RELIABILITY** – We are committed to give the best in class products and services to our customers without compromising on quality, on time and all the time.
- **INNOVATION** - We believe in meaningful, productive and effective change. And know that solving problems only comes by looking at challenges and opportunities from new angles and exercising our curiosity.

CORPORATE SNAPSHOT

CORPORATE SNAPSHOT

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TOTAL REVENUE (2024- 25)

Revenue of Safari has grown at a pace of 23% year on year from INR 217 Cr in FY2015 to

INR 1,772 Cr
IN FY2025

CUSTOMER TOUCHPOINTS

4,000

CSD's i.e. Canteen Stores
Dept, Govt supplies

1,400

Modern Trade

3,400

Multi Brand Outlets -
MBO

900+

SKU'S across Soft Luggage,
Hard Luggage, Backpacks,
School Bags and Duffles.

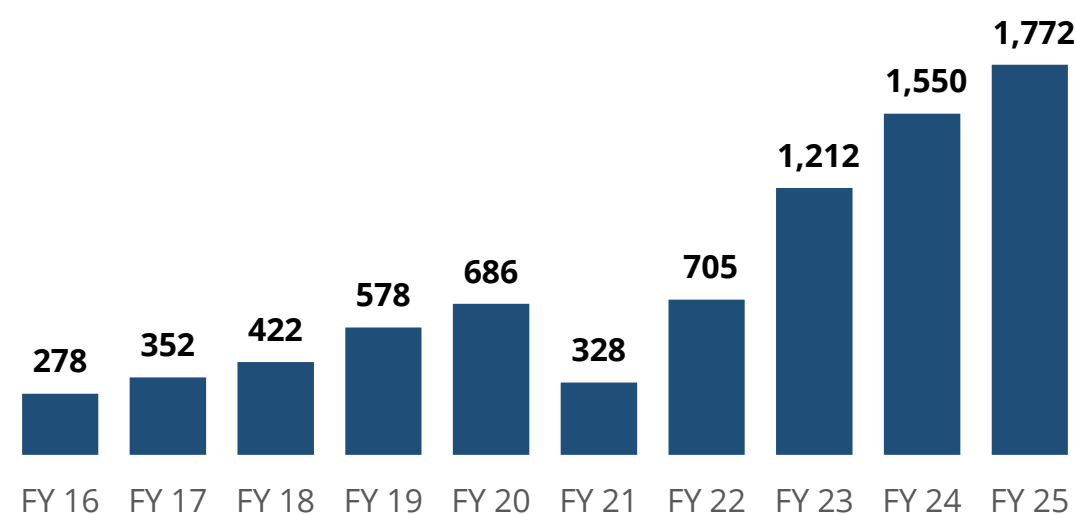
1000+

EMPLOYEES

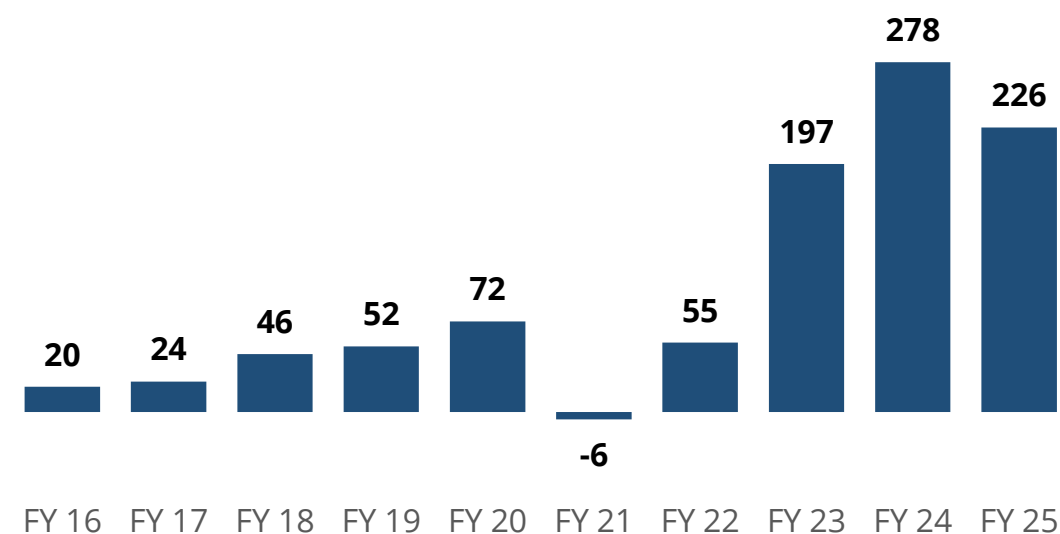
10 YEARS HIGHLIGHTS

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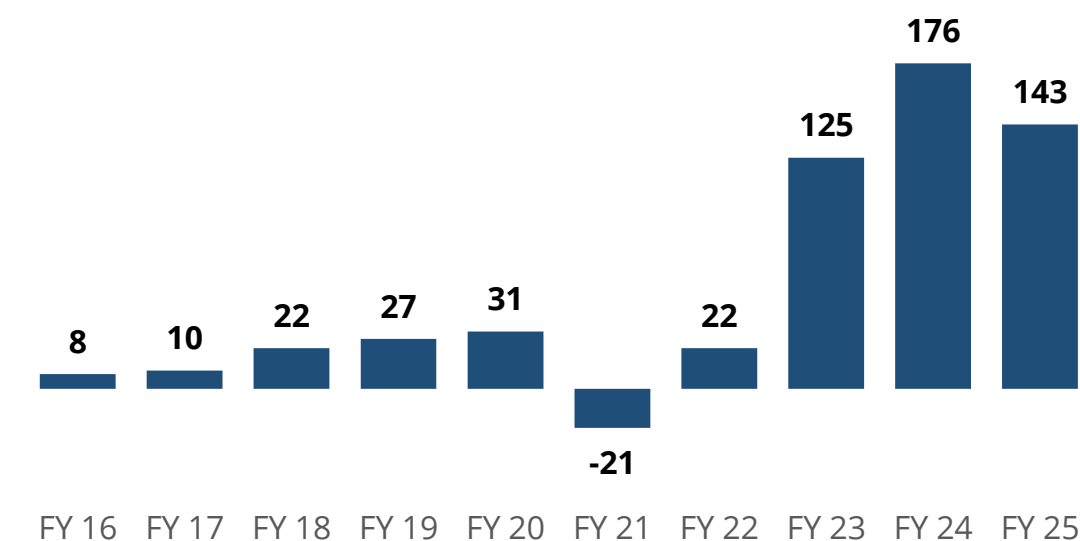
REVENUE (in Crores)



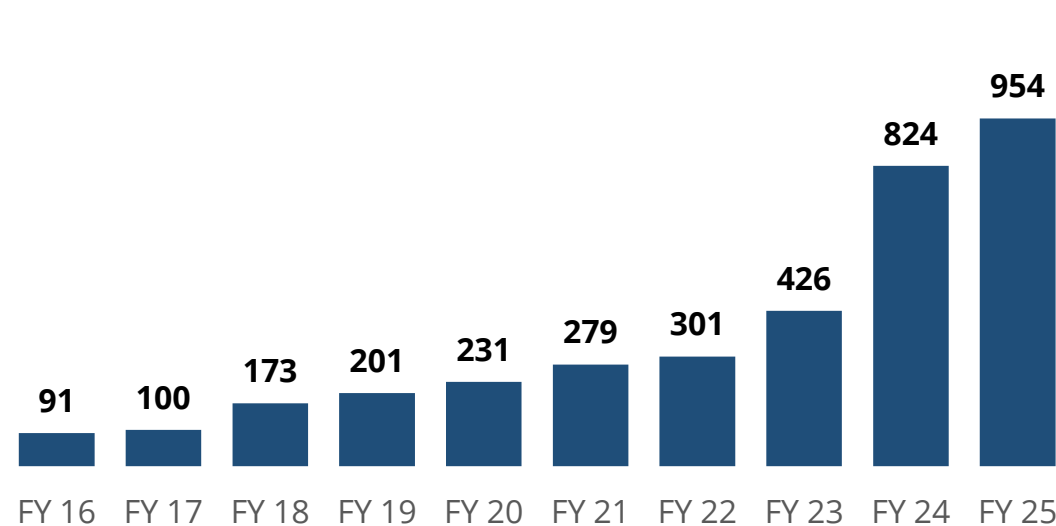
EBITDA (in Crores)



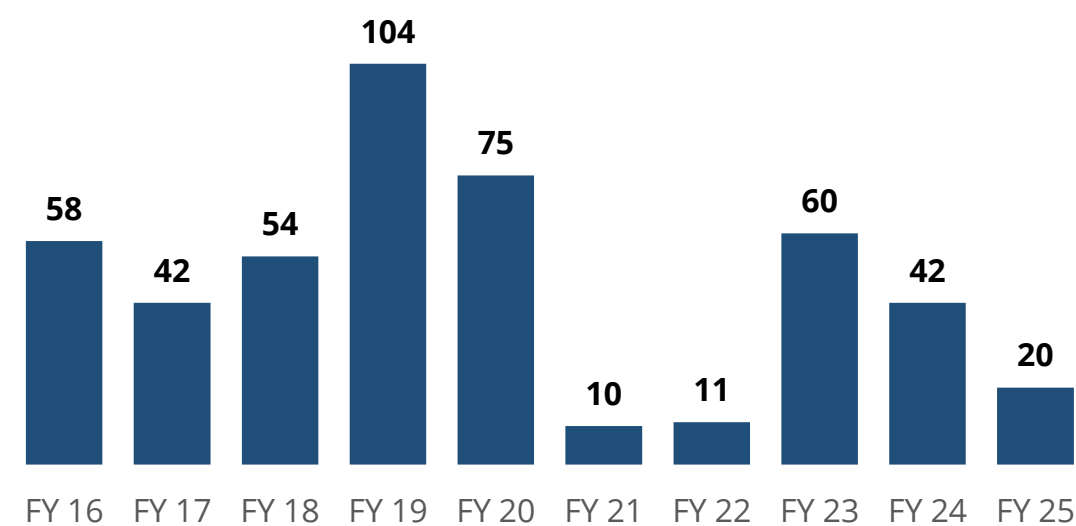
PAT (in Crores)



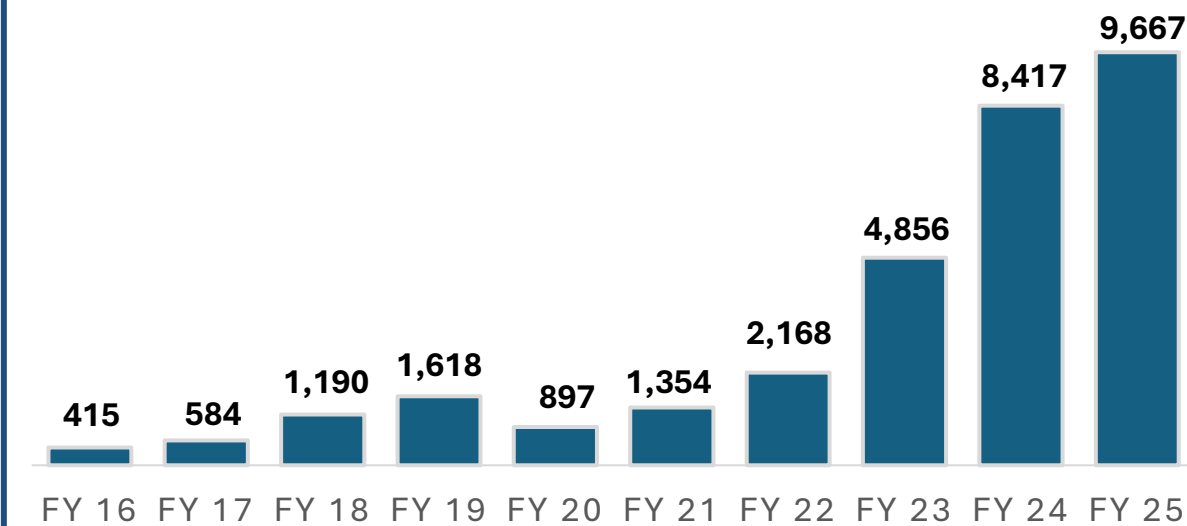
NET WORTH (in Crores)



DEBT (in Crores)



Market Cap (In Crores)



EXECUTIVE SUMMARY

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One of the fastest growing luggage brand in india

- CAGR of 23% from INR 217 Cr in FY2015 to INR 1772 Cr in FY 2025
- 34% CAGR in EBITDA from FY 2015 to FY 2025



Products spanning across all luggage categories

- 900+ SKUs across Hard Luggage, Soft Luggage, Backpacks, School Bags and Travel accessories.
- A multi-brand portfolio targeting the largest consumer segments



Multi channel distribution network with 8800+ customer touchpoints

E-commerce & D2C, Hyper Markets, Multi-brand outlets, Exclusive outlets, Institutions, Exports and Canteen Stores Department.



Experienced management team and Board of Directors

Adhering to high standards of corporate governance.

SAFARI IS INDIA'S #1 LUGGAGE BRAND*

*(Source: Euromonitor International Limited; Personal Accessories 2025 ed; Luggage category; gbn; all retail channel, value rsp terms; 2024 data)

TIMELINE OF KEY EVENTS

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FY 1974 - 2011

- Launched in **1974**.
- Started with limited SKUs primarily catering to adult customers, family travel needs
- Factory in **Halol, Vadodara, India**

FY 12 & 13

- Mr. Sudhir Jatia **acquired majority stake** (77%) in Safari Industries (India) Ltd in May 2012
- Product rationalization & strategy realignment, elimination of non-performing SKUs

FY 14 & 15

- Foray into **PC manufacturing**
- Launched polycarbonate luggage and new product categories e.g. laptop bags
- Introduction of SKUs in CSD segment
- Begun the **E-Commerce** sales
- Opened first **China office**

FY 16 & 17

- Acquisition of **Genie, Genius, Magnum**, Activa, Orthofit, DB&H, Egonauts and Gscape
- Launched backpacks under SAFARI brand and school bags under Genius and Genie brands

FY 18 & 19

- **SAP** implementation in July 2017
- **GST** migration from July 2017
- First **TV advertisement** of Safari backpacks in March 2019

FY 20 & 21

- Listing on **NSE**
- **India sourcing** of raw materials & components of soft luggage, backpacks
- **PC luggage manufacturing capacity expansion**, renovation and construction of modern warehouse at Halol Plant

FY 21 & 22

- 2nd Unit Commissioned for manufacturing **PP Luggage** in the year 2022
- Established an outsourced captive manufacturing facility in **Bangladesh**
- Kickstand the **International Business** Division as part of its diversification strategy.

FY 23 to 25

Safari becomes India's #1 Luggage Brand

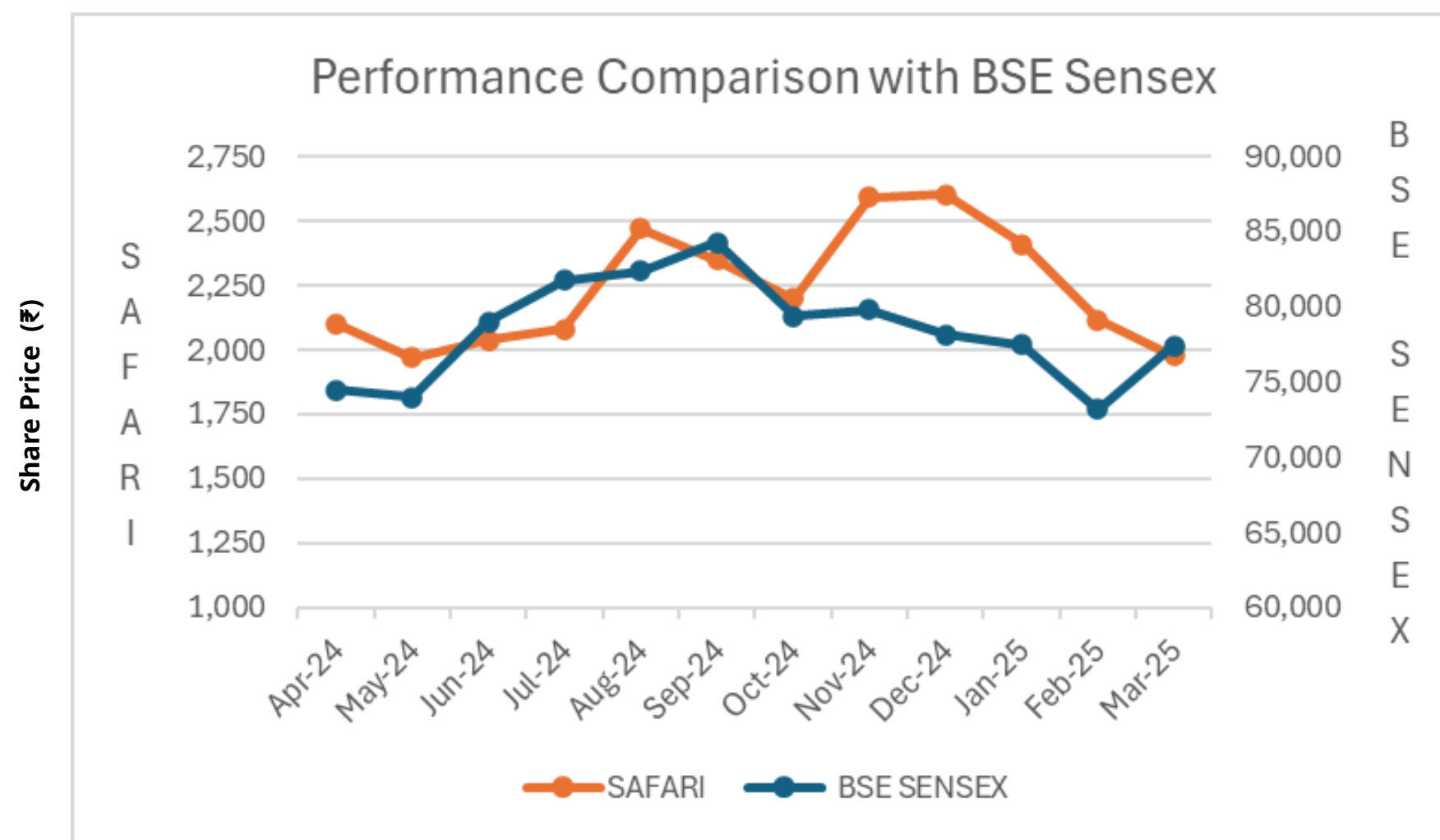
- Integrated **greenfield manufacturing facility** commissioned at **Jaipur**
- Forayed into the premium segment with **Urban Jungle** and **Safari Select**

SHARE PERFORMANCE

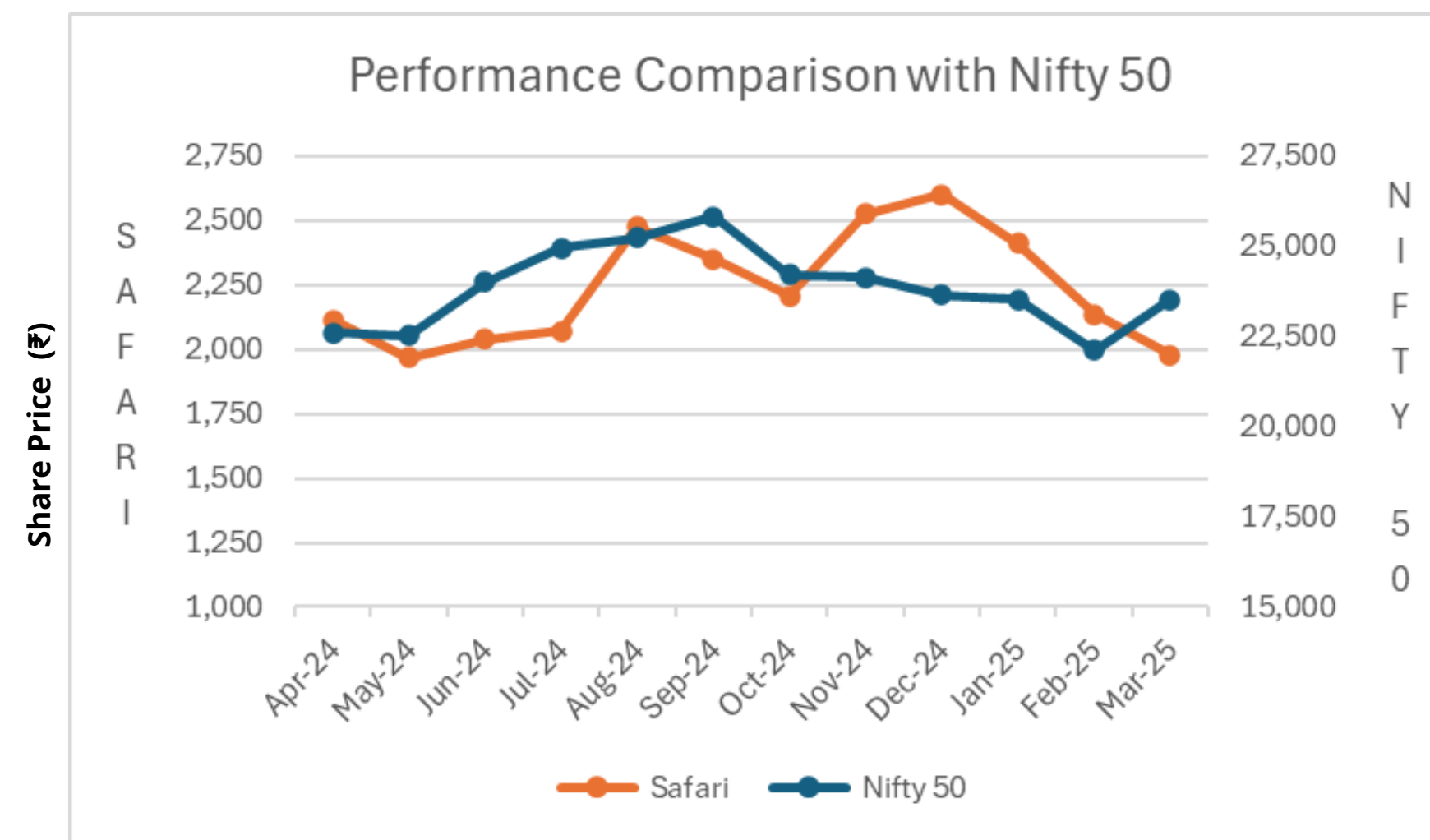
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HISTORICAL STOCK PRICE MOVEMENT FOR FY 24-25

Performance in comparison with BSE Sensex based on monthly closing price

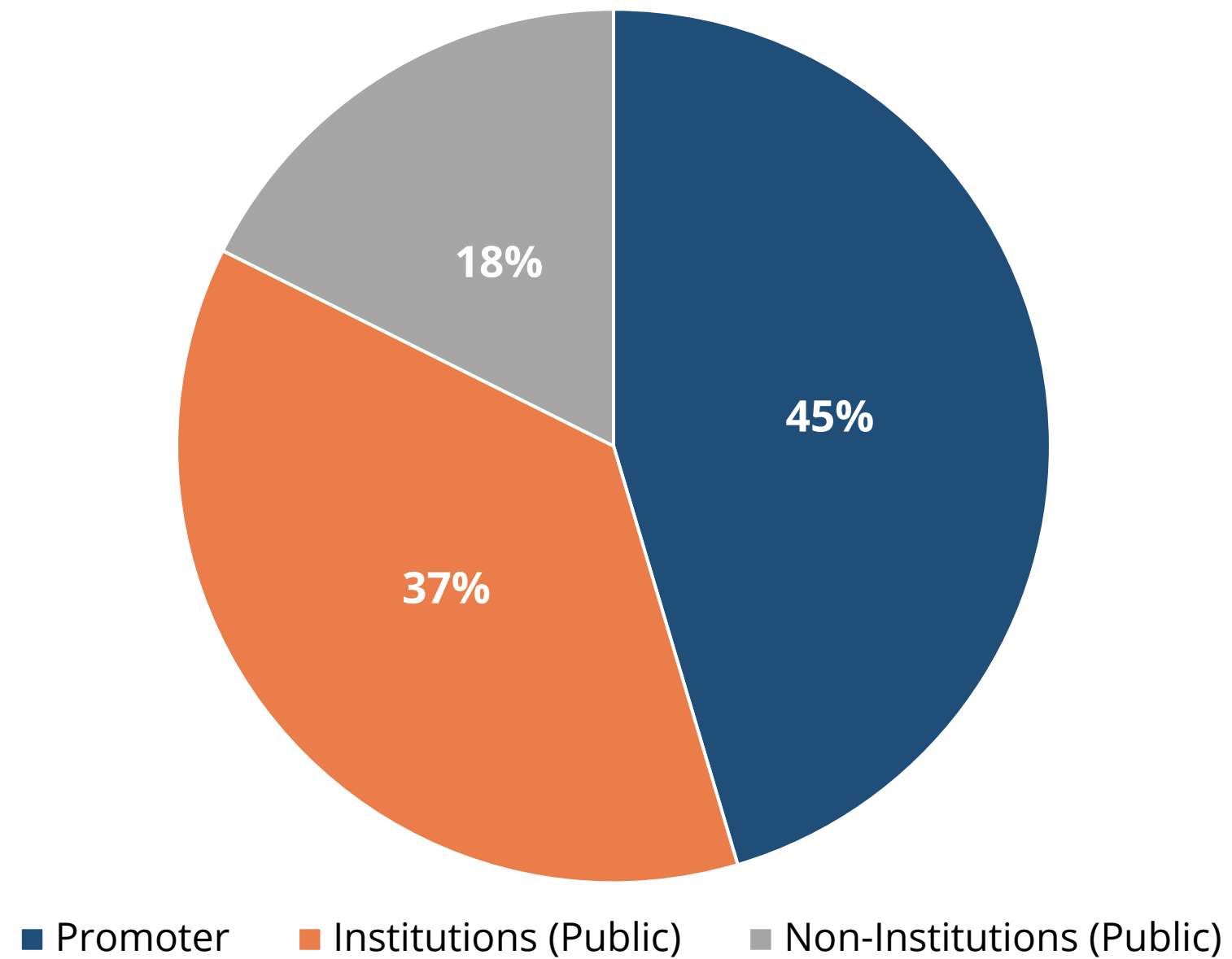


Performance in comparison with NSE Nifty 50 based on monthly closing price:



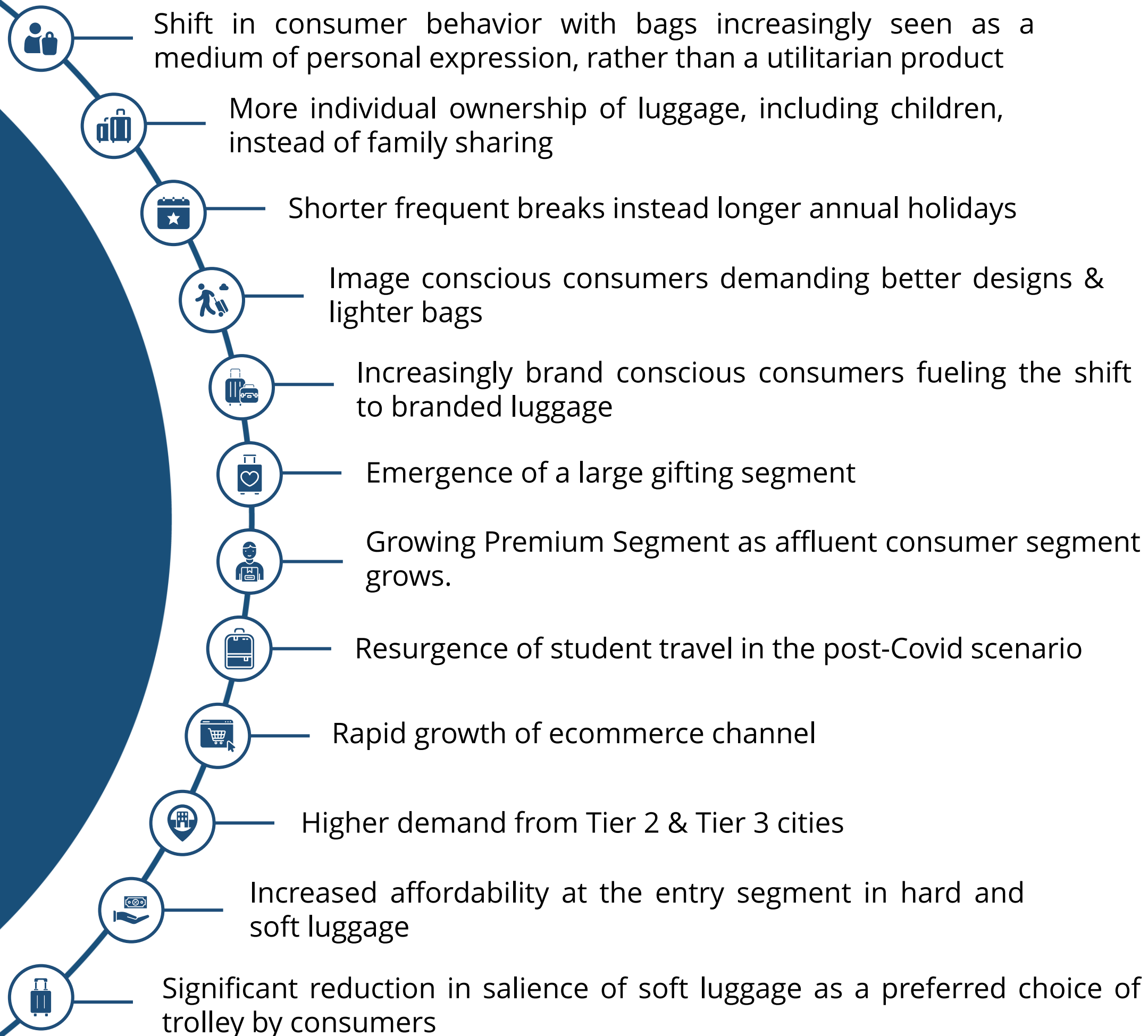
SHAREHOLDING PATTERN AS ON 31ST MARCH 2025

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ATTRACTIVE INDUSTRY DYNAMICS

Sustained growth in travel, increasing purchase frequency and consumer preference for branded luggage set up the organized industry for a period of sustained growth



FUTURE-READY BUSINESS STRATEGY

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A future-ready marketing and business strategy geared up for exponential growth:



Portfolio premiumization

through:

- Urban Jungle brand in the casual premium segment targeting younger affluent consumer
- Safari Select range of premium formal backpacks and luggage
- Expanding the consumer footprint of the premium Genie portfolio to include Young Adults



Ramp-up of Exclusive Stores:

Multi-fold expansion in to capitalize on shift to branded luggage



Focus on E-commerce, Quick Commerce and D2C

(Direct to Consumer) high-growth channels to connect with younger consumers



Establishment of International division

to cater to international markets focusing on China+1 sourcing strategy



Capacity expansion of Hard Luggage to meet increasing demand

CONSUMER SEGMENTATION

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DEMOGRAPHY

- School children
- Teenagers
- College Students
- Adults



NEEDS

- Daily Use
- Leisure
- Business Travel
- Family Travel



PRICE SEGMENT

- Mass market
- Value customers
- Premium customers



Safari offers a comprehensive & diversified product portfolio basis the needs, price segment and demographics

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SEGMENTED BRAND PORTFOLIO

Having a consumer centric approach instead of a pricing centric approach has helped in establishing a portfolio of brands focused on specific target segments. Our product solutions are tailor made to serve the needs of each consumer segment.



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Our Flagship Brand with a dominant share in the Mid and Economy segment.

Safari is now foraying into the premium segment with **Safari SELECT**, offering clutter breaking designs, superior quality & innovation.

**URBAN
JUNGLE**

Urban Jungle in a premium offering that celebrates individuality and aims to resonate with young affluent consumers who seek bold and exciting experiences.

Genie

Genie offers a range of thoughtfully designed, trendy and functional bags designed for confident young girls and women with on-the-go lifestyle.

MAGNUM

Magnum targets the value driven consumer upgrading from unorganized sector with aspirational luggage designs and vibrant colours.

GENIUS

An especially curated kids backpack and luggage collection, makes going to school an altogether fun experience.

WELL-DIVERSIFIED PRODUCT PORTFOLIO

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All customer segments

- School children
- Teenagers/ college students
- Adults

Reaching customers via diversified channels

E-commerce & D2C, Hyper Markets, Multi-brand outlets, Exclusive outlets, Institutions, Exports and Canteen Stores Department.

Suitable for all occasions

- Daily use
- Leisure
- Work
- Business/ Family Travel

Delivering at multiple price points

- Mass market
- Value customers
- Premium customers



Formal Backpacks



School Bags



Overnighters



Soft luggage Uprights



Hard luggage Uprights



Duffles / Rolling Duffles

FOCUSSED PRODUCT CATEGORY STRATEGY

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HARD LUGGAGE

- Inherent strength of Safari, Hard Luggage will continue to be the growth driver in Safari's category mix.
- Focus on premiumization via Urban Jungle and Safari Select.



SCHOOL BAGS

- Given the recent addition to product portfolio, growth is expected via segmented brand approach. Safari to be the lead brand for boys and Genie for girls.



BACKPACKS

- Fastest growing segment with special focus on youth-centric online segments.
- Safari to drive penetration in economy and mid price points, while Urban Jungle will cater to the premium segment.
- Genie backpacks for college and office to explore new avenues of growth for brand Genie.



SOFT LUGGAGE

- Company to maintain selective presence in this category. Given that this category is rapidly declining due to a shift of consumer preference to Hard Luggage.

CONSUMER CENTRIC DESIGN AND INNOVATION

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Safari believes that a strong product portfolio that combines consumer's aesthetic aspirations and innovation driven by their functional needs, is core to building brand preference. This consumer centric approach ensures that evolution of design and product innovation is a constant process.



Safari SELECT Recoil

Hard Luggage with a unique top-opening expandable design for unapparelled ease of packing a hard-side



Safari SELECT Aeroglide

Super Light-weight hard luggage for the frequent flyer



Safari SELECT Brooklyn

Ultra stylish printed luggage inspired by the iconic Brooklyn bridge. A perfect combination of style and function



URBAN JUNGLE Taxi

Distinctive and bold design for those who like to carry their style unabashedly



URBAN JUNGLE Intern

Functional yet stylish backpack construction and with a trendy colour combination

CONSUMER-FIRST DESIGN PROCESS

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Great product design is not an accident, but product of a great consumer-first process, driven by top-class talent:

1. CONSUMER RESEARCH – CONCEPT IDEATION – INNOVATION

Putting the consumer insight process at the center of the development process ensures relevant innovations targeting clear need-gaps.

2. TREND MAPPING

Continuous study of global emerging design trends across adjacent categories such as apparels, shoes, etc, helps understand rapidly changing consumer aesthetic preferences critical to churning out clutter breaking designs.

3. DIVERSE DESIGN TALENT

Our team of designers are some of the best industry talent handpicked from diverse backgrounds like product design/textiles, accessories and engineering.



BRANDING & MARKETING

Marketing strategy that converges brand, product and channel strategies to evolve Safari into a one stop luggage brand



Product, Design & Pricing

- Focusing on thoughtful innovations and providing simple, doable design solutions to common problems
- Creating a distinctive “Design Identity”
- Investing in product communication at point of sale
- Implementing “Focused Product Strategy” across each of the product categories – focus on PP and backpacks
- Evolving from an affordable pricing proposition to competitive, product position linked pricing



Branding, Communication & Marketing

- Continue to increase focus on Digital and Social Media to connect with consumers
- Focus on Brand presence in Modern Trade and MBO channels
- Continue to build brand affinity across key consumer segments
- Increasing focus on Digital advertising on e-commerce platforms



Consumer Research

- Sole focus to be “As close to the consumer” as possible
- Customer insights on product features, structure, utility items, design trends
- Continue to build insights on touchpoints to connect with consumer and build brand awareness and affinity

CHANNEL STRATEGY

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Consciously crafted channel strategy involves balancing volume and value led growth with increasing touch points being the sole focus

E-Commerce, Quick Commerce & D2C

- Focus on building strong presence in existing Horizontal e-commerce platforms & D2C
- Strong advertising investments on digital both on-platform and social media to drive consumer acquisition and brand recognition

Hyper Markets

- Increasing penetration by increasing counters where Safari is present and aided by channel growth
- Adding sales promoters to high performing stores
- Focus on branding, imagery building and demand generation to attract more footfalls

Multi Brand Outlets

- Ramping up dealer and distributor network
- Despite low channel level growth, Safari to expand MBO footprint
- Strategically converting select MBOs into EBOs through asset- light arrangements

EBOs

- Fresh roll-out of EBOs to amplify growth from the channel
- Focus on strategically locating stores in high footfall areas

Institutional & Exports

- Institutional Focus on key account management with large accounts
- Exports Penetration in markets with large India diaspora
- Focus on building a strong base of key accounts

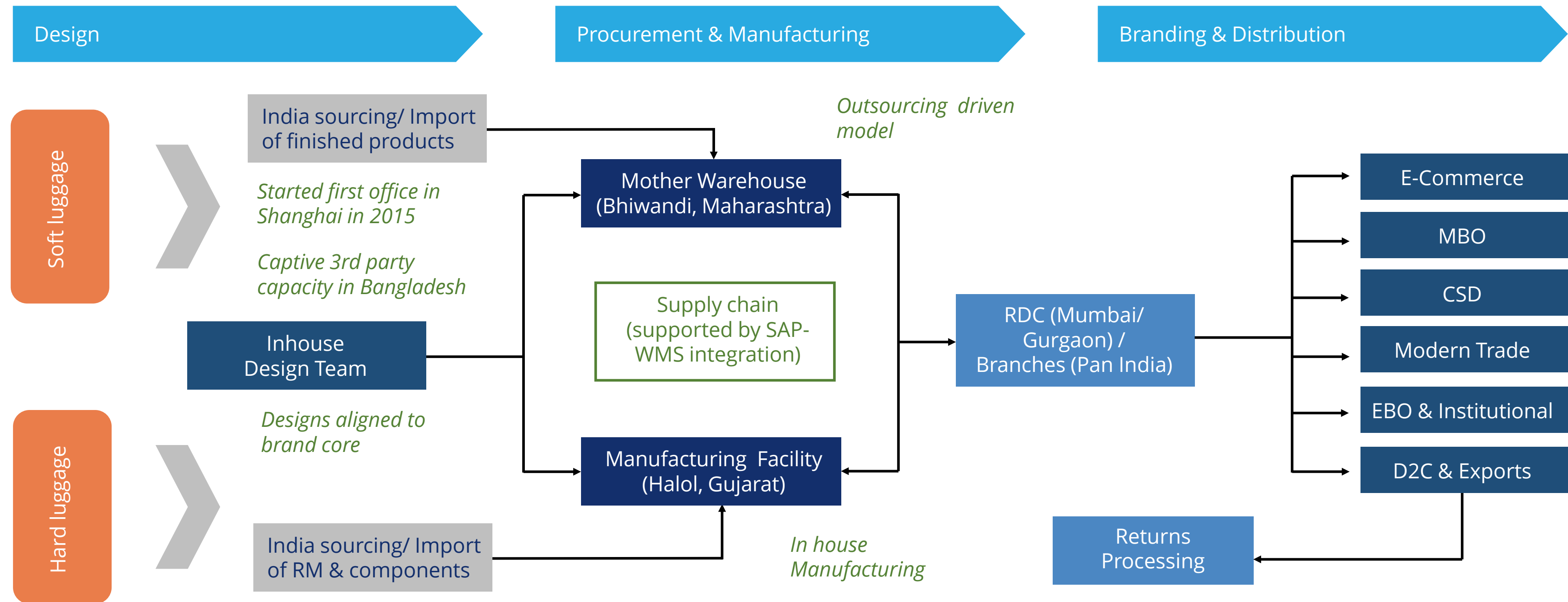
CSDs & CPCs

- Increasing throughput per canteen by adding sales promoters
- Promotion initiatives such as superior in-store SIS and branding



OPERATIONAL VALUE CHAIN

A well controlled and capable value chain, capable of responding well to the changing market needs.



**NORTH
AMERICA**

Canada



EUROPE

Spain
United
Kingdom



ASIA

Nepal
UAE
Saudi Arabia

Brunei
Jordan
Russia

Kuwait
Qatar
Oman



AFRICA

Congo
Mauritius
Tanzania
Uganda



AUSTRALIA

Fiji
Papua New
Guinea



GLOBAL FOOTPRINT

MANAGEMENT TEAM & CORPORATE GOVERNANCE

BOARD OF DIRECTORS



Mr. Sudhir Jatia
(Chairman and Managing Director)

- More than 3 decades year of experience in the Luggage Industry in India;
- Appointed as Managing Director of Safari Industries (India) Ltd from 18th April 2012;
- Studied commerce from Mumbai University and attended the Owner/President Management Program of Harvard Business School.



Mr. Aseem Dhru
(Non-Executive Independent Director)

- Bachelor's degree in commerce from Gujarat University. He is a member of the Institute of Chartered Accountants of India (ICAI) and has been certified by the Institute of Cost and Works Accountants of India (ICWA).
- He is the Managing Director and Chief Executive Officer of SBFC Finance Limited.
- More than 25 years of experience in the banking industry and has been associated with SBFC Finance Limited since September 28, 2017.
- Currently, he is also an Independent Director of Rossari Biotech Limited and a Director of SBFC Home Finance Private Limited.



Mrs. Vijaya Sampath
(Non-Executive Independent Director)

- Over 30 years of work experience and was a Senior Partner heading the corporate practice of Lakshmikumaran and Sridharan and the Ombudsperson for the Bharti group with oversight over the code of conduct;
- Previously, part of global group general counsel and Company Secretary of the USD 15 billion Bharti group;
- CS, LLB and attended Advanced Management Program of Harvard Business School.

BOARD OF DIRECTORS



Mr. Rahul Kanodia
(Non-Executive Independent Director)

- Over 30 years of professional experience and has held several progressively senior and leadership positions;
- Currently, Executive Director of Datamatics Global Services Ltd. and serves as the Chairman for the Western Region of ESC (Electronics and Computer Software Export Promotion Council), Government of India's largest Electronics and IT trade facilitation organization;
- Two Bachelor degrees from HR College (India) and Babson College (USA) with specialization in F&A and MIS respectively and MBA from Columbia University (USA).



Mr. Sridhar Balakrishnan
(Non-Executive Independent Director)

- Post Graduate Diploma in Business Management degree from XLRI, Jamshedpur and a Bachelor's in Technology (Electronics) from Indian Institute of Technology, (BHU).
- He has diverse experience of working across the construction products industry, media and FMCG at the leadership level.
- He has spent the majority of his 29 years of career in the FMCG industry in different roles handling sales, business finance, and supply chain for India to managing P&L across South Asia, Middle East and Africa.



Mr. Sanjiv Kakkar
(Non-Executive Independent Director)

- Mr. Sanjiv Kakkar is a gold medallist graduate in BA (Hons) Economics from Hindu College, Delhi University and received his MBA from the Indian Institute of Management, Ahmedabad.
- He is an inspirational and courageous leader with a distinguished career at Unilever spanning 38 years.
- He retired as Executive Vice President, Unilever heading North Africa, Middle East, Russia, Ukraine, Turkey and Central East Asia. He currently runs his own Advisory Service, aiming to help founders and CEOs unlock the true potential of their business.

BOARD OF DIRECTORS

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Mr. Piyush Goenka
(Non-Executive Non-Independent
Director)

- Over 20 years of experience in PE investing and other financial services;
- He is currently Founder and Managing Partner of Prath India Advisors LLP, an early stage consumer fund. Prath is a INR 225 cr consumer focused fund investing from seed to Series A across consumer and consumer tech, and consumer business enablers.
- Earlier, he was a partner at Tano Capital, an independent mid-market Private Equity Fund Manager. Founded in 2006, Tano Capital manages over USD 200 million across two funds. Tano Capital has made investments across financial services, healthcare, consumer products and services, infrastructure and niche manufacturing
- By qualification, Mr. Goenka is an MBA and has cleared all levels of CFA program.



Mr. Sumeet Nagar
(Non-Executive Non-Independent
Director)

- Over decade of experience in portfolio management and investment analysis as well as tremendous experience in operating roles;
- Graduate from IIT Bombay and MBA with Honors from the Wharton School - University of Pennsylvania.

COMMITTEES

AUDIT COMMITTEE

Name of the Director	Position on Committee	Nature of Directorship
Mr. Aseem Dhru	Chairman	Independent
Mr. Sumeet Nagar	Member	Non-Executive
Mrs. Vijaya Sampath	Member	Independent
Mr. Sridhar Balakrishnan	Member	Independent

NOMINATION, REMUNERATION & COMPENSATION COMMITTEE

Name of the Director	Position on Committee	Nature of Directorship
Mrs. Vijaya Sampath	Chairperson	Independent
Mr. Rahul Kanodia	Member	Independent
Mr. Piyush Goenka	Member	Non-Executive
Mr. Sridhar Balakrishnan	Member	Independent

STAKEHOLDERS RELATIONSHIP COMMITTEE

Name of the Director	Position on Committee	Nature of Directorship
Mr. Aseem Dhru	Chairman	Independent
Mr. Sudhir Jatia	Member	Executive
Mr. Piyush Goenka	Member	Non-Executive

OPERATIONS COMMITTEE

Name of the Director	Position on Committee	Nature of Directorship
Mr. Sudhir Jatia	Chairman	Executive
Mr. Piyush Goenka	Member	Non-Executive

COMMITTEES

CORPORATE SOCIAL RESPONSIBILITY COMMITTEE			RISK MANAGEMENT COMMITTEE		
Name of the Director	Position on Committee	Nature of Directorship	Name of the Director	Position on Committee	Nature of Directorship
Mr. Sudhir Jatia	Chairman	Executive	Mr. Sudhir Jatia	Chairman	Executive
Mr. Piyush Goenka	Member	Non-Executive	Mr. Piyush Goenka	Member	Non-Executive
Mrs. Vijaya Sampath	Member	Independent			
Mr. Sridhar Balakrishnan	Member	Independent	Mr. Aseem Dhru	Member	Independent

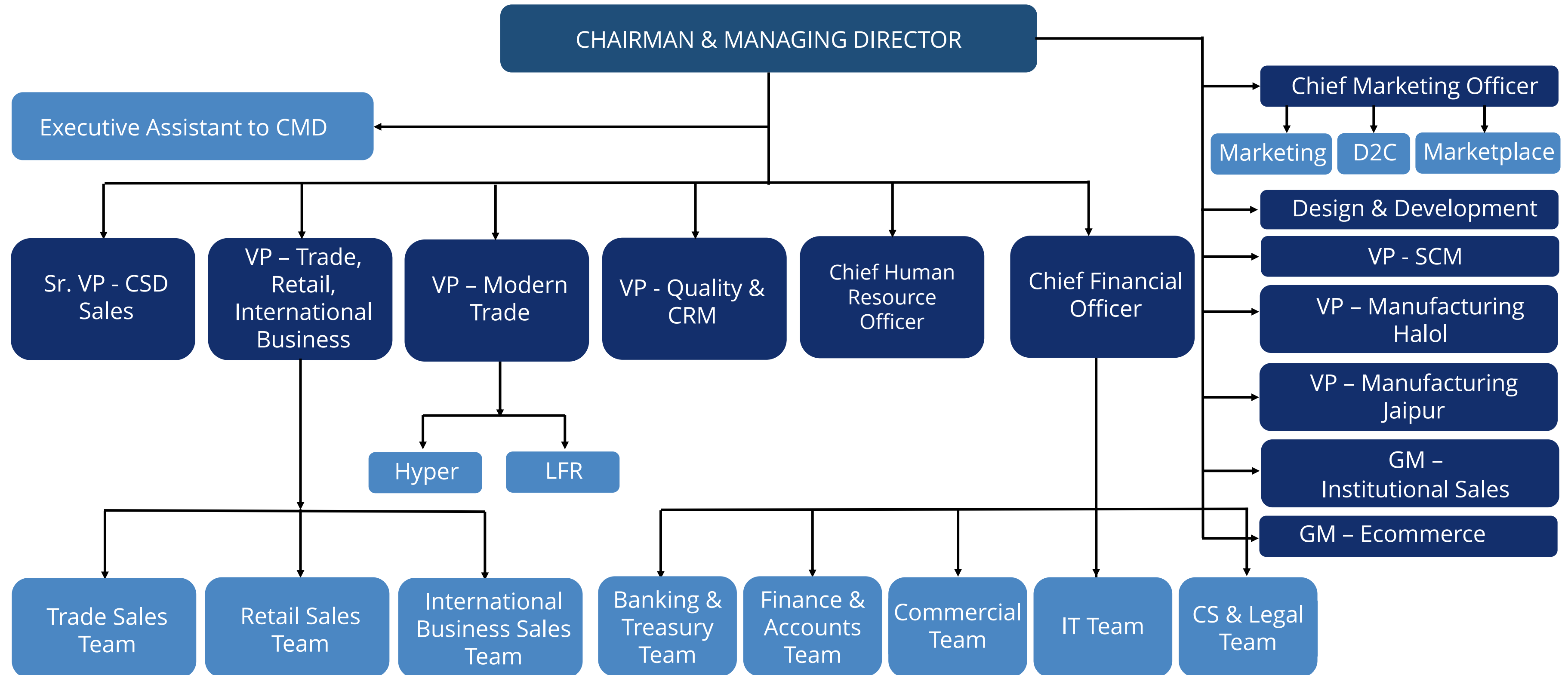
STATUTORY AND INTERNAL AUDITOR

Audit	Auditor
Statutory Audit	M/s. Walker Chandiok and Co LLP
Internal Audit	M/s. Moore Singhi Advisors LLP

BANKERS

Axis Bank Limited	IndusInd Bank Limited
HDFC Bank Limited	ICICI Bank Limited

ORGANIZATION CHART



LEADERSHIP TEAM

**Sudhir Jatia, Chairman & Managing Director**

- Studied commerce from Mumbai University
- Attended Owner/President Management Program of Harvard Business School
- Acquired Safari Industries (India) Limited in the year 2011 and appointed as its Managing Director from 18th April 2012
- More than 3 decades years experience in the Luggage Industry in India

SENIOR MANAGEMENT TEAM

**Vineet Poddar, Chief Financial Officer**

- CA, CS & Commerce graduate - Calcutta University
- 30+ years of Corporate experience with a wide range of companies like Nshama Development LLC (Emaar Dubai), Bombay Dyeing & Manufacturing Co. Ltd, Marsh India, Birla Corporation Ltd., etc.

**Pushkar Jain, Chief Marketing Officer**

- MBA – Marketing from MDI Gurgaon
- 24 years experience with companies like Bluestone.com, Tata Docomo, Akzonobel, Pidilite & FCB Ulka



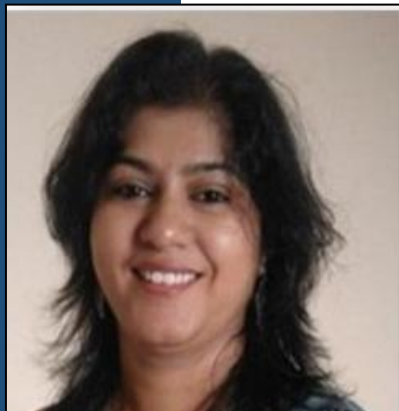
Satyabrata Mitra, Sr. VP - CSD Sales

- M.Com from Calcutta University
- 47 years experience with companies like VIP Industries Ltd., Universal Luggage, Universal Mineral Industries etc.



Paritosh Sinha, VP – Retail & Trade

- PGDBM from School of Management Sciences, Varanasi
- 24 years of experience with companies like Panacea Biotech Ltd., Berger Paints India Ltd., VIP Industries Ltd., Jubilant Agri & Consumer Products Ltd., JK Files (India) Ltd



Sonali Majumdar, Chief Human Resource Officer

- MBA - HR from XISS, Ranchi
- 23 years experience with companies like ABB , ICICI Prudential, BIG FM, Bennett Coleman



Manoj Ghorpade, VP – Manufacturing (SIL Halol)

- Bachelor of Engineering and Diploma in Production Technology
- 27 years of experience with companies like Essel Propack Ltd., Cummins Exhaust India Ltd., Kalyani Forge Ltd., Spicer India Ltd.



Amit Kumar Sharma, VP – Manufacturing (SML Jaipur)

- Bachelors in Industrial Engineering from Nirma Institute of Industrial Engineering & MBA - Operation & Production Management.
- 21 years of experience with companies like Haier Appliances (India) Pvt., Videocon Industries Ltd. and Samsung India Electronics Pvt. Ltd



Suhas Kshirsagar, VP - Quality & CRM

- BE – Mechanical from Dr. Babasaheb Ambedkar Marathwada University
- 29 years experience with companies like VIP Industries Ltd., Lear Corporation, ITC Ltd., Tata Johnson Controls, Nihilent Technologies Pvt Ltd., The Indian Card Clothing Co.Ltd. and S.K.F Bearing (I) Ltd



Deepak Bartwal, VP – SCM

- B. Tech and PGDIE from NITIE - Mumbai.
- 13 years of experience with SC Johnson Pvt. Ltd., Godrej Consumer Products Ltd. And ITC Ltd.

**Niladri Mukherjee, AVP - Commercial**

- Commerce graduate with ICWAI Inter
- 32 years of experience with companies like VIP Industries, Bajaj Electricals, Reliance Telecom etc.

**Ramchalam Krishnaswamy, AVP - Hyper Sales**

- Bcom from Mumbai University and MBA from Institute of Management & Computer Studies.
- 22+ years of experience with companies like Eureka Forbes Ltd., Bajaj Electricals Ltd., Infinity Cars Pvt., Ltd., Saud Bahwan Automotive LLC and Quaser Software Technologies (P) Ltd.

**Abhishek Kumar, GM - Ecommerce**

- PGDBM - Marketing from IIM Bangalore
- 17 years experience with companies like Samsung Electronics India Ltd, Microsoft Corporation, Bharti Airtel and LG Electronics Ltd.

**Nishant Ranjan, GM - Institutional Sales**

- MBA – Marketing from GGSIPU
- 21 years experience in companies like Luxor Writing Instruments, BILT, VIP and Samsung Electronics India Ltd

FINANCIAL SUMMARY

FINANCIAL SUMMARY



PROFIT & LOSS STATEMENT (Consolidated)

(Rs. In Crores)

Particulars	FY 25	FY 24
Revenue from operations	1,772	1,550
Cost of Goods Sold	962	818
Gross Margin	810	732
Gross Margin %	46%	47%
Employee benefits expense	119	98
Other expense	465	357
EBITDA	226	278
EBITDA Margin %	13%	18%
Other Income	28	14
Depreciation & amortization expense	59	52
Finance costs	9	10
PBT	186	230
PBT Margin %	10%	15%
Tax Expense	43	54
PAT	143	176
PAT Margin%	8%	11%
Other Comprehensive Income / (Loss)	-2	-1
Total Comprehensive Income	141	175

FINANCIAL SUMMARY



BALANCE SHEET (Consolidated)

(Rs. In Crores)

	Particulars	Mar'25	Mar'24
A	Assets		
1	Non-current assets		
	Property, plant and equipment	261	139
	Right-of-use asset	152	153
	Capital work-in-progress	12	1
	Intangible assets	1	1
	Financial assets		
	Other financial assets	13	12
	Deferred tax assets (net)	8	6
	Income tax assets (net)	1	2
	Other non-current assets	3	6
	Total non-current assets	451	321
	Current assets		
	Inventories	350	269
	Financial assets		
	Investments	3	149
2	Trade receivables	243	165
	Cash and cash equivalents	12	39
	Other bank balances	214	179
	Other financial assets	6	6
	Other current assets	40	16
	Total current assets	868	824
	Total assets	1,319	1,144

(Rs. In Crores)

	Particulars	Mar'25	Mar'24
B	Equity and Liabilities		
1	Equity		
	Equity share capital	10	10
	Other equity	944	813
	Total equity	954	823
2	Non-current liabilities		
	Financial liabilities		
	Borrowings	8	15
	Lease liabilities	79	74
	Deferred tax liabilities (net)	3	1
	Total non-current liabilities	90	90
3	Current liabilities		
	Financial liabilities		
	Borrowings	12	27
	Lease liabilities	26	31
	Trade payables	200	152
	Other financial liabilities	22	9
	Other current liabilities	11	9
	Provisions	3	3
	Current tax liabilities (net)	1	-
	Total current liabilities	275	231
	Total equity and liabilities	1,319	1,144

ESG Initiatives

- **Safari Industries (India) Ltd.** is committed to embedding sustainability into its core operations and product innovation. Guided by a long-term vision, we integrate environmental and social responsibility across our value chain.
- Our ESG strategy is built on four foundational pillars — **Preserve Planet, Sustainable Product, Empowered People, and Responsible Business** — which shape our initiatives and guide implementation. These priorities were informed by a detailed **materiality assessment** to align with stakeholder expectations and business relevance.
- We have established clear ESG targets — both publicly disclosed and internally retained — covering areas such as energy efficiency, product life cycle analysis, workforce diversity, and responsible sourcing. Oversight is provided by our **CSR Committee** at the board level, while a dedicated **ESG Task Force** drives execution across the company.
- As part of our renewable energy push, we installed a **2.20 MW rooftop solar PV system** at our newly operational **SML Jaipur Plant** in FY 2024–25. This installation is expected to generate approximately **4.44 million kWh** of clean electricity annually, avoiding around **3,231 tCO₂e** in Scope 2 emissions and delivering annual cost savings of approximately **INR 32.44 million**.
- Similarly, our **Halol facility**, which began operations in FY 2023–24, features a **1 MW rooftop solar system**. In its first year, it generated **380,351 kWh**, accounting for **7.8%** of the plant's energy needs. With full-scale operations in FY 2024–25, solar generation increased to **1.6 million kWh**, raising the renewable energy share to **21%** and avoiding **1,163 tCO₂e** of GHG emissions.
- All Safari facilities operate with **Zero Liquid Discharge (ZLD)** systems, supported by **Sewage Treatment Plants (STPs)** for on-site water reuse. We also maintain a strong commitment to workplace safety, achieving **zero safety incidents** over the past **three fiscal years**.

SOLAR ROOFTOP

As part of our renewable energy push, apart from installing a **1 MW** solar rooftop photovoltaic (PV) system at Halol, we installed a **2.20 MW** solar rooftop PV system at Jaipur Plant



CSR Initiative

CSR Initiative

Building school in Jaipur, Rajasthan



CSR Initiative

Coaching students in JNV, Vadodara,
Gujarat





THANK
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Website links:

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