



# NewJaisa Technologies Limited

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Investor Presentation

September 2023

*Strictly Private & Confidential*

*Prepared and presented by Indorient Financial Services Ltd*

# Agenda

<b>1</b>	<b>Executive Summary</b>	<b>3</b>
<b>2</b>	<b>Business Overview</b>	<b>5</b>
<b>3</b>	<b>Key Investment Highlights</b>	<b>16</b>
<b>4</b>	<b>Growth Strategy</b>	<b>28</b>
<b>5</b>	<b>Financial Overview</b>	<b>31</b>
<b>6</b>	<b>Issue Overview</b>	<b>37</b>



# Executive Summary

## India's Leading IT Electronics Refurbishing Company

- ✓ **NewJaisa (NJ) is tech driven – full stack D2C brand providing quality bespoke refurbished IT electronics at significant discount (~40–70%) as compared to new products**
- ✓ **Started in 2020 (in peak Covid Phase), NJ has scaled up rapidly selling ~76k refurbished laptops and achieving INR 82 cr+ turnover in under 3 years (cumulative numbers)**
- ✓ **Based in Bangalore, NewJaisa has a robust infrastructure and a ~270+ people strong operational team**

## \$2.5 Bn Addressable Market by 2033

- ✓ **India's PC penetration at 13% is significantly lower than USA (81%), China (47%) and EU (81%) – presenting a high growth potential**
- ✓ **Refurbished laptops present a ~\$2.5Bn market opportunity by FY33 in India**
- ✓ **Organized sector expected to penetrate ~50% of the market by 2028, up from current ~10%**

## Key Investment Highlights

- ✓ **End-to-end Platform for Quality Refurbished IT products** : NJ is disrupting the existing used PC supply chain, eliminating intermediaries and offering L3 level engineering capabilities to create quality refurbished products
- ✓ **Proprietary Refurbishment Processes In Place**: Ability to handle complex refurbishments through 'assembly-line' approach comprising multivariate rule engine and L1/L2/L3 engineering – ensuring OEM quality grade refurbishments
- ✓ **Strong Competitive Positioning**: NJ enjoys strong MOAT against competitors – Market has 2-3 organized players which provide refurbished products but lack L3 engineering capabilities. Unorganized players offering below par product
- ✓ **Hands on Financial Management – focus on profitability** : Revenue CAGR of 100%+ since inception, PAT margin growth from 8% in FY21 to 15% in FY23

## Seeking Primary Equity Infusion upto INR 400 mn

Company is seeking to raise up to INR 400 million through primary issue via an IPO on SME exchange



# Business Overview

# India's Leading IT Electronics Refurbishing Company

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- ▶ NewJaisa is a **tech driven full stack D2C IT electronics brand** providing quality bespoke refurbished electronics at significant discount as compared to new products
- ▶ Started in 2020 with an aim to provide best-in-class, **quality checked refurbished electronics at affordable and economical prices**
- ▶ Managed by an experienced team of ~250 skilled employees, focused on delivering trustworthy aspirational buys at pocket friendly prices

## Key Products

- Desktops / AiOs
- Laptops
- Monitors
- Accessories

## Sales Channels

- Online:
  - NewJaisa.com
  - Leading e-commerce platforms
- Direct B2B Corporate Sales
- Direct Educational Institution Sales

## Customer Categories

- Students
- Corporates
- Working Professionals

## Key Sourcing Channels

- IT Resellers
- Corporate Entities

**NewJaisa's comprehensive platform has delivered 76k+ high quality refurbished PCs in <3 years**

# Our Impactful Journey in Creating a Scalable Business in <3 Years

**FY 21**

**Company started in Aug 20 by Vishesh Handa and R Mukunda with a vision to provide quality refurbished IT electronics**

- Started by selling refurbished desktops and AiOs
- Ended FY21 with 8,928 unit sales and INR 9.6 cr. revenue
- Break-even achieved in the first year with 7.6% PAT margin
- Diwali sale – 1,499 units

## Product & Performance KPIs

## Tech

- Developed a customized ERP system with full production control
- Developed own website – newjaisa.com

## Partnerships

- listed on leading e-commerce websites
- 100+ regional reseller tie-ups

## Operations

- Started in a 1 bhk flat in July 20 and moved to a 3000 sqft. office in Jan 21
- Started with a team of 5 and increased to 30 by year end

**FY 22**

**Company invested in creating streamlined process driven operations to increase refurbishment volumes and reduce refurbishment cost**

- Onboarded two new product categories: Laptops and Tablets
- Ended FY22 with 24,959 unit sales with revenue of ~INR 27.9 cr
- Diwali sale – 3,829 units

- Developed an automated quality check app enabling traceability and trackability of operations
- Established deep ERP integration with sales and customer support channels

- Developed strategic partnerships with multiple recyclers as well as leasing companies

- Moved to a 16k sqft. office around July 21
- Team size grew to 100 by the end of the year

**FY 23**

**Achieved critical mass with 42k+ unit sales – strong platform in place to scale up multifold in 3 years**

- Strengthened B2B sales– Hired senior team for strategic partnerships, account management and overall GTM
- Ended FY23 with ~42,043 unit sales with revenue of ~INR 44.5 cr.
- Product return rate reduced currently at 15%
- Diwali sale – 5,644 units

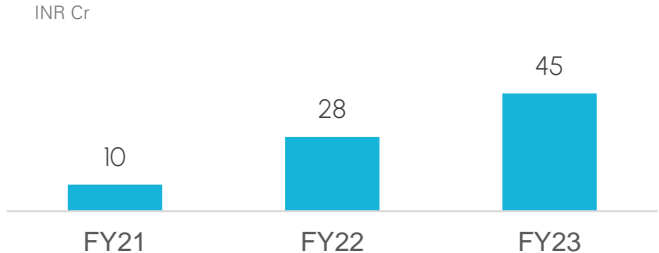
- Developed a quality inspection app to capture precise information at scale
- Cost optimization, streamlined production planning and dynamic routing engine functions

- Executed direct corporate purchases with renowned brands

- Team size grew to ~250 employees

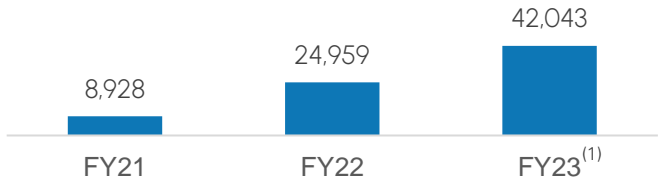
# NewJaisa - Key Business Milestones

## Robust Revenue Growth



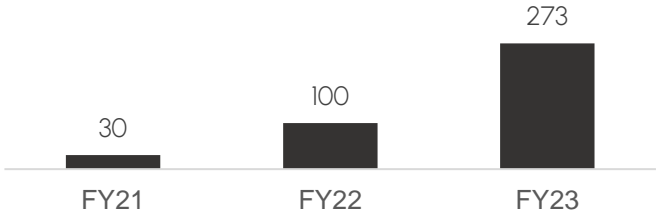
INR **82Cr+**  
Cumulative Sales

## Unit Sales



**~76k**  
Unit Sales

## Team Strength



**270+**  
Strong Team

**44k sqft**

Current refurbishment set-up in Bangalore

**94% +**

Positive Seller feedback (on leading e-commerce website)

**250%**

Increase in component level repairing ratio

**4.4**

Google Rating

**15%**

PAT Margin

**~73%**

ROE

# Quality Refurbished IT Electronics Offered at Attractive Price Points

	Laptops	Desktops / AiOs	Monitors	Accessories
				
<b>Price Range</b>	<b>INR 16,000 – 25,000<sup>(1)</sup></b>	<b>INR 10,500 – 28,500</b>	<b>INR 6,000 – 7,000</b>	<b>INR 400 – 600</b>
<b>Discount</b> (To a similar configured new model)	<b>~ 60 -70%</b>	<b>~ 40 -50%</b>	<b>~ 10 -20%</b>	<b>~ 10 -20%</b>
<b>Key Brands/ Models</b>	<ul style="list-style-type: none"> <li>• Lenovo: ThinkPad range</li> <li>• HP: Chromebook, EliteBook, ProBook range</li> <li>• Apple: MacBook</li> <li>• Dell: Latitude range</li> </ul>	<ul style="list-style-type: none"> <li>• Lenovo: ThinkCentre range</li> <li>• ASUS: Chromebox range</li> <li>• Dell: OptiPlex range</li> </ul>	<ul style="list-style-type: none"> <li>• Lenovo: ThinkVision range</li> <li>• HP: ProDisplay and Compad 19 range</li> <li>• Dell: Dell 19 range</li> </ul>	<ul style="list-style-type: none"> <li>• Keyboards</li> <li>• Mouse</li> <li>• Chargers</li> <li>• RAM</li> </ul>



**Scratch less Unit Guarantee**



**Genuine Hardware and Software**



**30 Days Return Policy No Questions Asked<sup>2</sup>**



**1 Year Warranty Pan India**

*Note 1: Average price of >90% products sold*  
*Note 2: 30 days return warranty on NJ website – On external e-commerce websites return policy aligned as per such website guidelines*



# Strong Demand Across a Diverse Client Base

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## Students

- Value for money at lower price points
- Many streams like engineering require high-powered PCs in which new models are unaffordable
- Future plans to directly tie-up with educational institutions and offer higher value products at further lower price points



## Corporates

- Many SMEs & mid-sized companies prefer refurbished PCs as first choice
- Prefer acquiring IT assets from organized players as opposed to local vendors to ensure warranty, quality and trustworthy service



## Other Professionals

- Professionals like entrepreneurs, practising consultants, freelancers who have used high powered devices in their past jobs, prefer machines with similar set-ups
- Expected to be one of the leading client category for future

**Our diverse client base mitigates risk, ensuring business resilience and long-term sustainability**

# Marquee Business Partners across Functions

## Our Business Model – How it Works

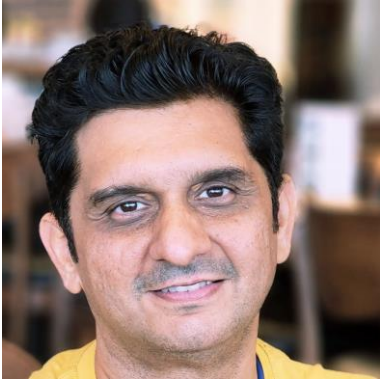


## Our Partnerships

- 1 Sourcing Partners - Recyclers
- 2 Sourcing Partners – Corporates
- 3 Technology Partners
- 4 Financing Partners

Strategic partnership with major corporates helped us secure competitive edge in early business years

# Experienced & Passionate Founding Team



**Vishesh Handa**  
CEO / (Co-Founder)



- With an aim of providing cost-effective, eco-friendly, and aspirational IT products at affordable prices, Vishesh founded NewJaisa to offer high quality refurbished electronics at significant discount to similar new models
- In NewJaisa, as a hands-on founder, he is involved in 360-degree management covering key areas such as strategy planning and execution, new market / product entry, key partnerships, account handling and P&L management
- Previously served as a senior operations & product manager at Google (for 5 years) & along with stints at HSBC, Amdocs and American Express
- 20+ years of combined experience



**R Mukunda**  
COO / (Co-Founder)



- With his strong technical background and domain experience, Mukunda joined Vishesh in co-founding NewJaisa
- Over the years he has gained deep technical knowledge in value chain of key electronic products with focus on R&D and innovation to improve efficiency and deliver quality products
- Has overseen several refurbishment operations including Blubirch (a reverse logistics funded startup), Accel Frontline, etc
- He is instrumental in setting up NewJaisa operations which are spread across 12 departments, and running 3 levels of engineering support for ensuring robust refurbishment function
- An industry veteran with 25+ years of experience

# High Impact 2<sup>nd</sup> Level Management Team

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**Sharad Somani**

(Chief Marketing/Sales Officer)



- 20+ year of experience handling roles in technology, telecom and financial services space covering brand/product marketing, corporate communications, partnerships & alliances, product management/development, sales and business development - in both B2B and B2C setting
- Handled digital business for Western Union for APAC. And built it into a \$50m+ business. Handled Marketing and alliances at MasterCard.
- Engineering from NIT Jaipur and MBA from IIM Calcutta



**Baskar**

(Chief Technical Officer)



- 30+ Years of Experience with 20+ Years in IT field and 10+ years as CTO
- Instrumental in building complete IT infrastructure for TTK group
- Start career as Chiptech Engineer and has expertise across technology stack starting from assembly language to latest technology
- Strong understanding of Electronics repair business and nuisances



**Ashish Nirmal**

(Chief Financial Officer)



- CA by profession, with 8+ years of diverse experience in business and corporate finance
- Helped build finance control and streamlined process in Great learning and Zingbus
- Well acquainted to execute requirements in fast growing startups



**Lokesh MR**

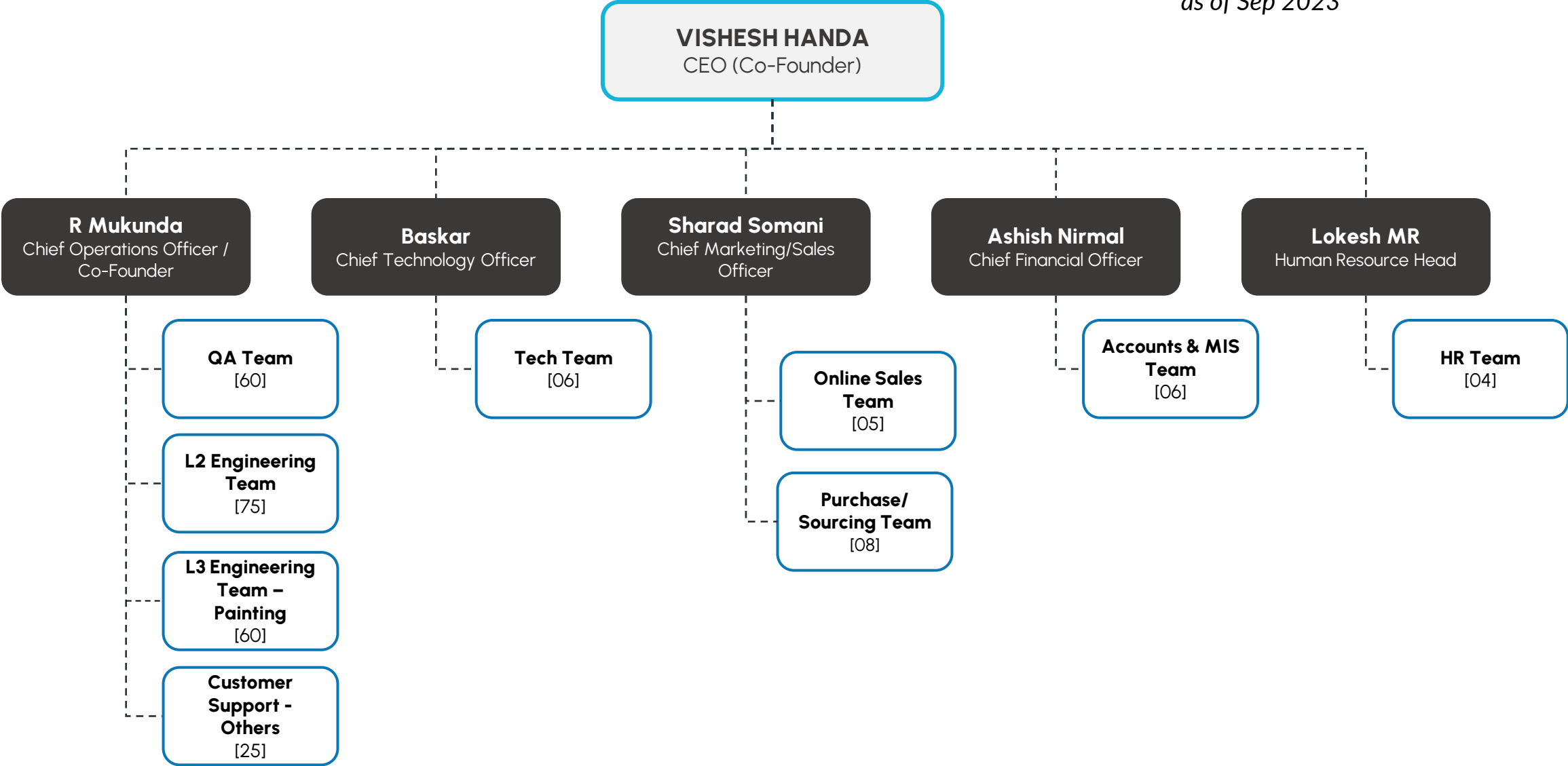
(Human Resource Head)



- Has managed HR functions for companies like Huawei, Trianz, Theorem etc.
- Handled the talent acquisition team as well as was responsible in designing and implementing result driven recruiting strategies in Theorem
- 14+ years of experience

# Organization Structure

as of Sep 2023



# Robust Infrastructure in Place

## Current Setup (Bangalore)



✓ 16k sqft.



✓ 250 seats capacity



✓ 190 units/ day production capacity  
(Up to 125 cr revenue)

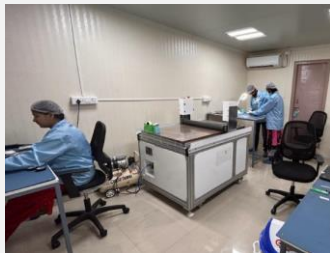


## New Setup (Bangalore – Shifted Aug,23)



- ✓ 28k sqft.
- ✓ 500+ seats capacity
- ✓ Up to 400 units/ day production capacity
- ✓ Scalable – can add 25k sqft. in future if required

## Our Facilities



Clean Room



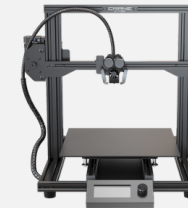
Chip Repair Area with BGA Machines



Paint Booth



Display Lam and Delam Machine



3D Printer  
(Currently Outsourced)



24\*7 Surveillance



**Key  
Investment  
Highlights**

# Key Investment Highlights

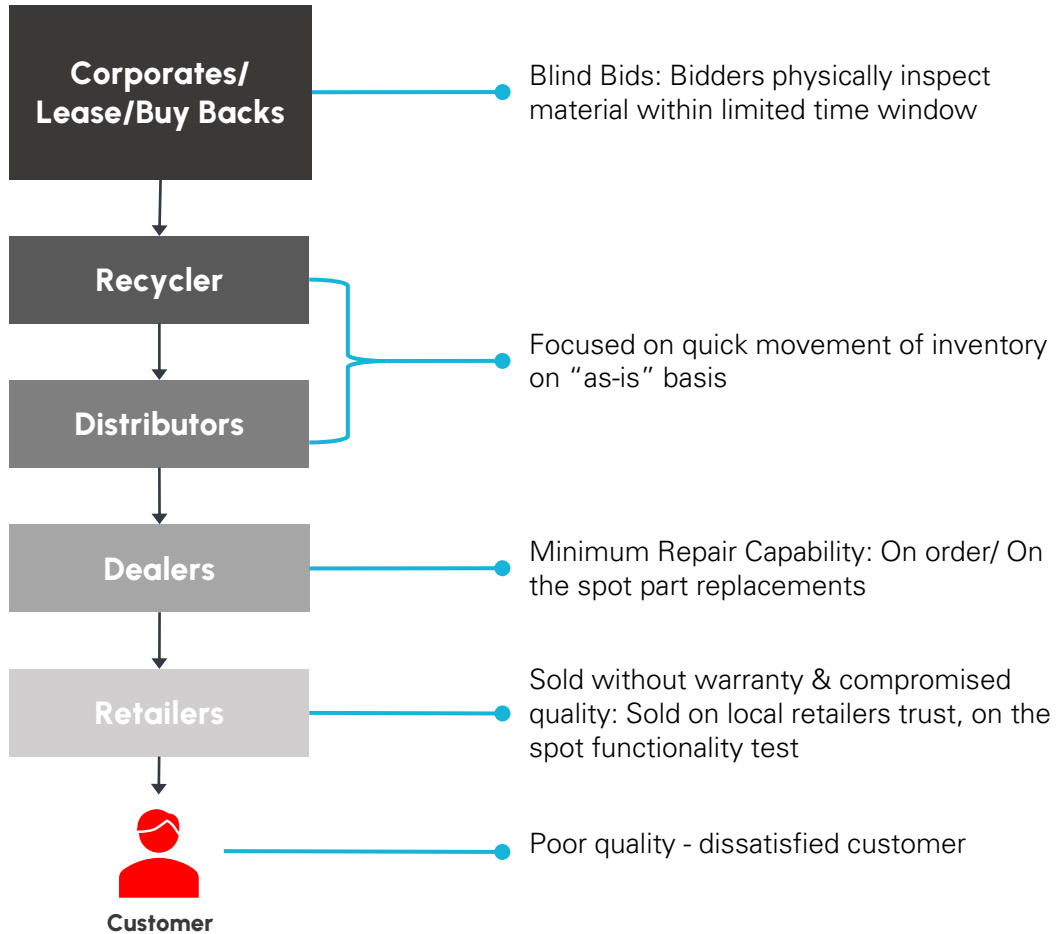


- A** End-to-end Platform for High Quality Refurbishments
- B** Scalable Refurbishment Processes in Place
- C** Market at Inflection Point - \$2.5 Bn Opportunity
- D** Attractive Competitive Positioning
- E** Robust Financial Management



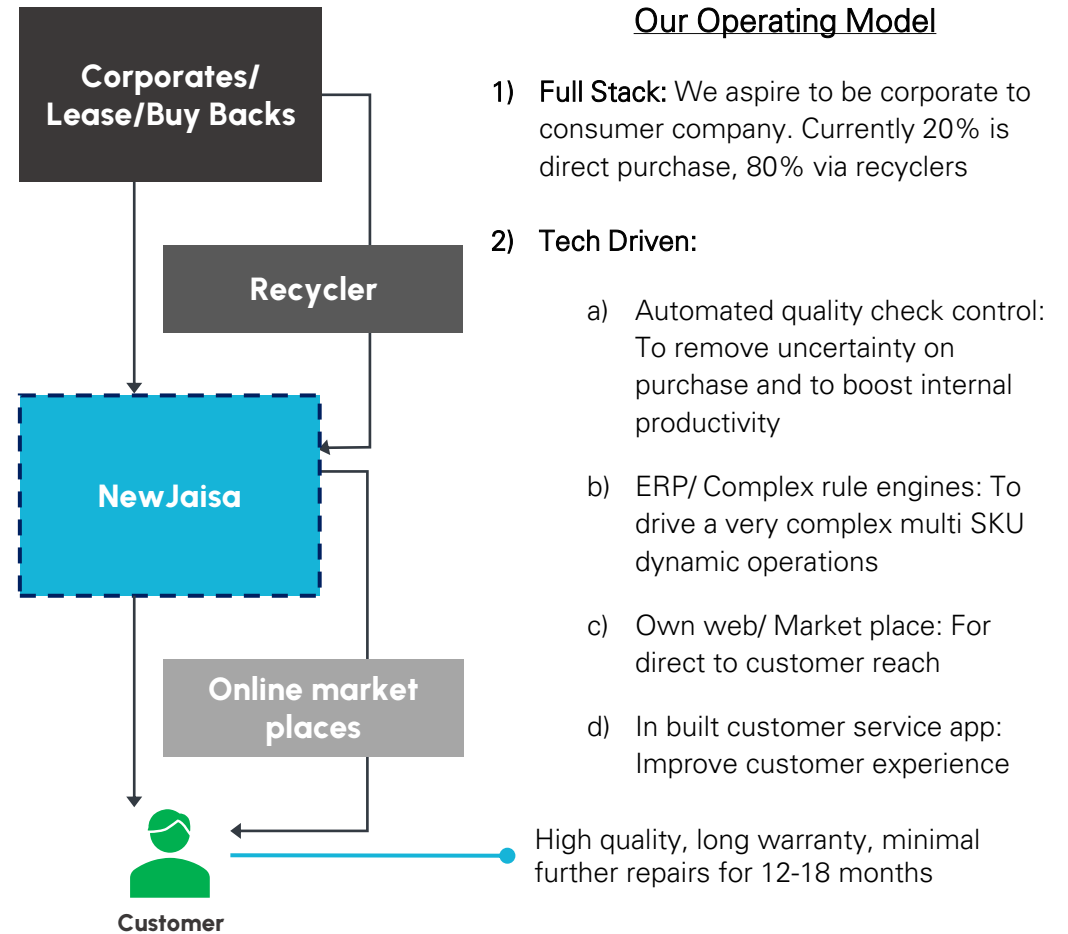
# Full Stack Solution to Disrupt the Existing Refurbished Electronics Supply Chain

**✘ "Current used PC supply chain is broken"**



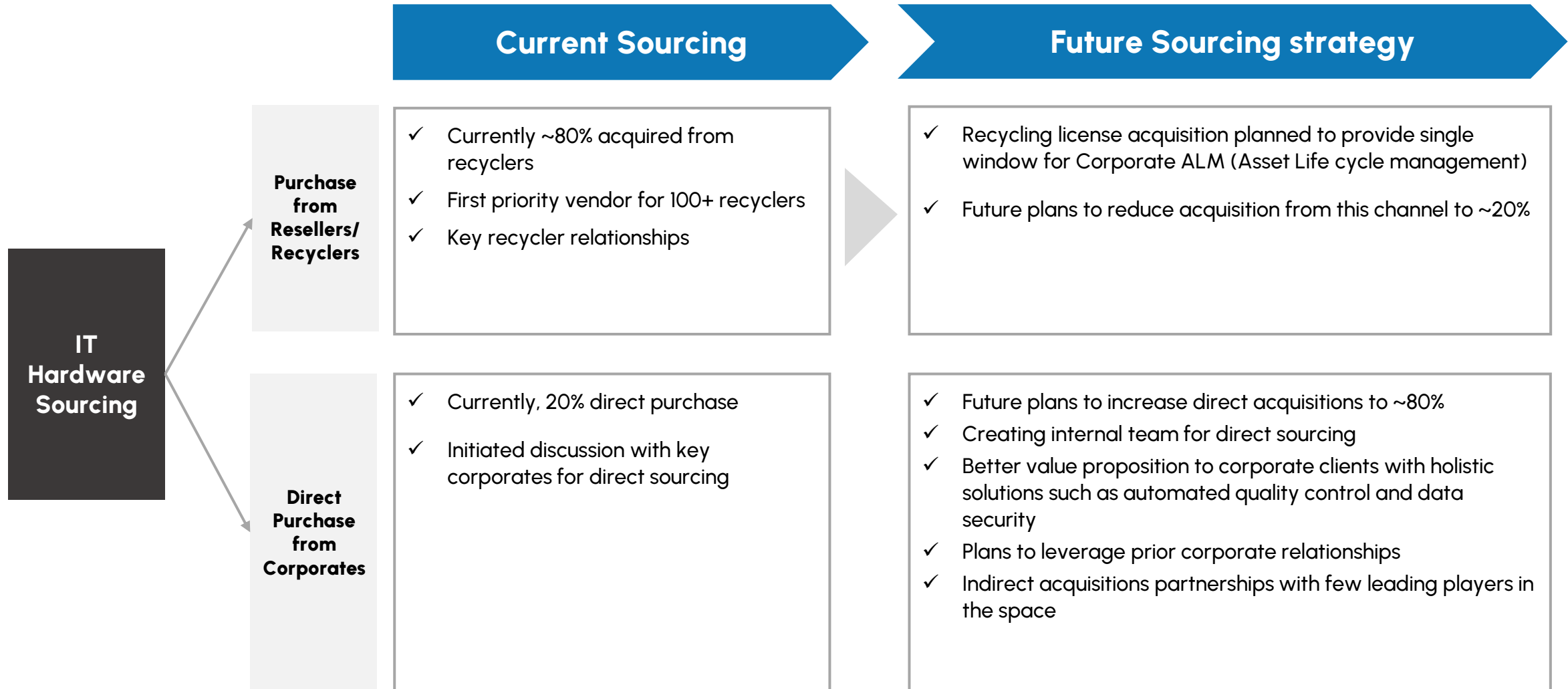
**Trading mentality of intermediaries - no value-addition in refurbished products**

**✔ NewJaisa reinventing the refurbished PC supply chain**



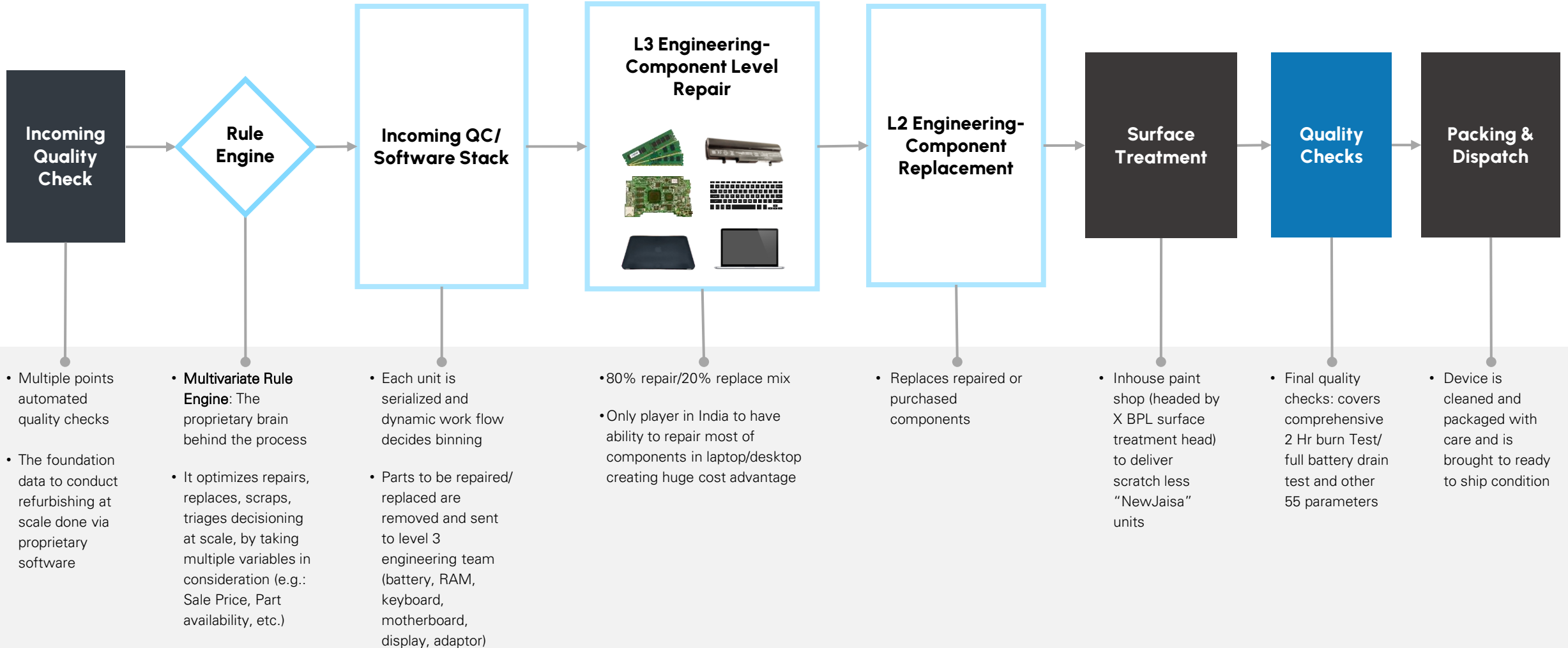
**NewJaisa's "Value-addition DNA" focuses on providing almost new high-quality refurbished products to customers**

# Streamlined Sourcing to Acquire High Quality Assets



**Shifting to direct purchase will gradually increase our EBITDA margins by 3-5%**

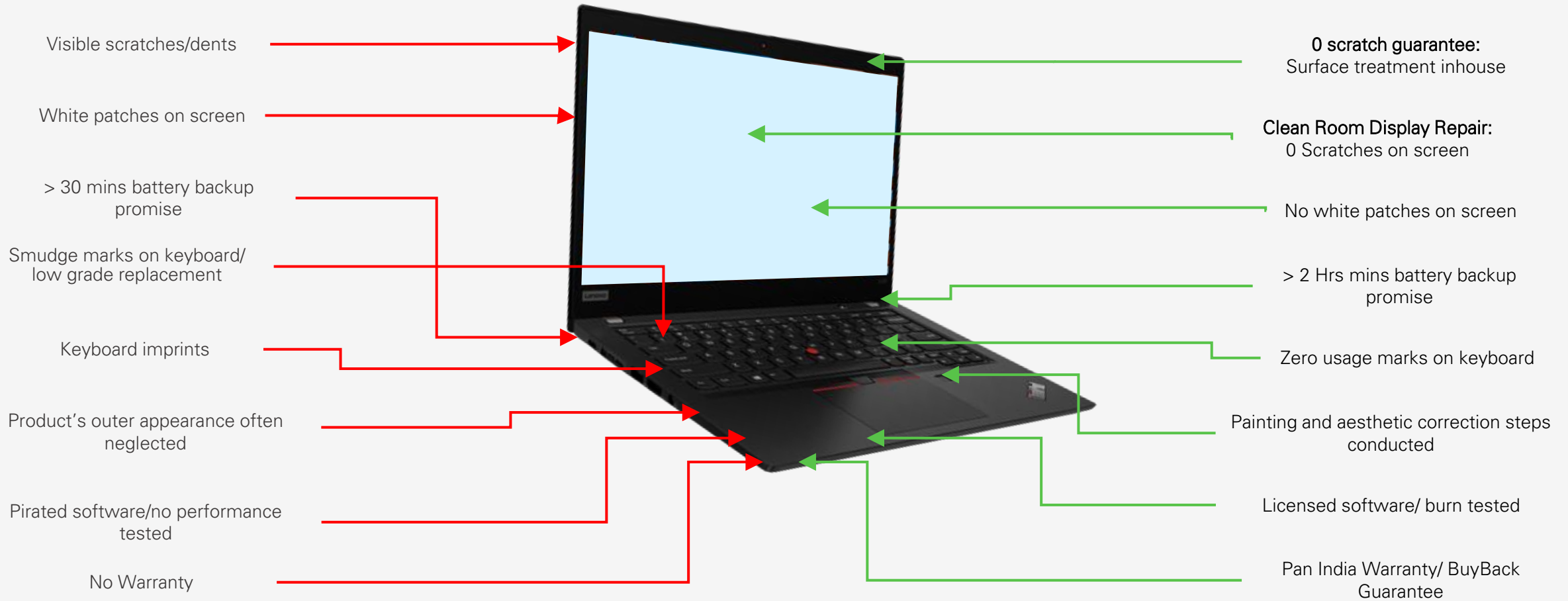
# Strong Operational Capabilities – Proprietary Processes to Handle Complex Refurbishments Efficiently



# Our Value-Added Refurbishments

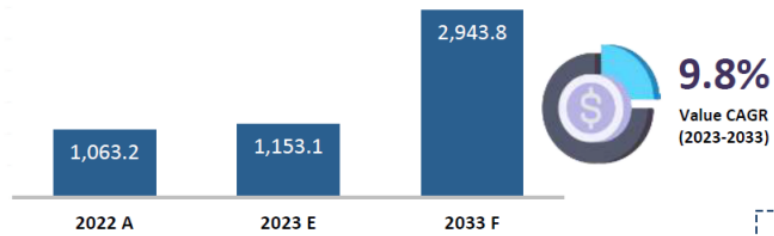
## By Current Ecosystem

## By NewJaisa

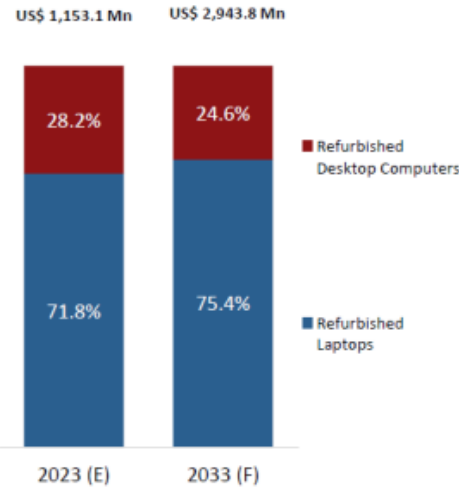


# Refurbished Laptops Present a \$2.5Bn Opportunity by FY33

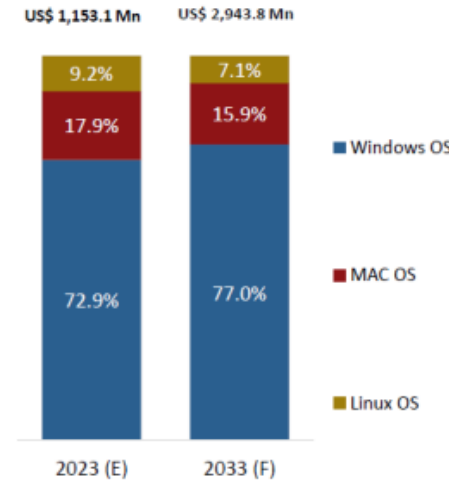
India Refurbished Computer and laptop Market (US\$ Mn)



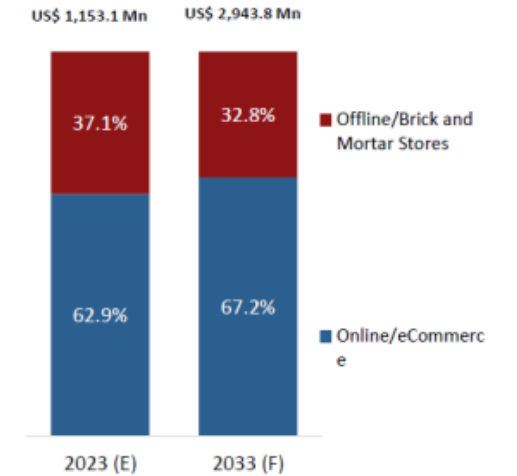
India Refurbished Computers and Laptops Market: Market Share Analysis, by Product – 2023 & 2033



India Refurbished Computers and Laptops Market: Market Share Analysis, by Operating System– 2023 & 2033



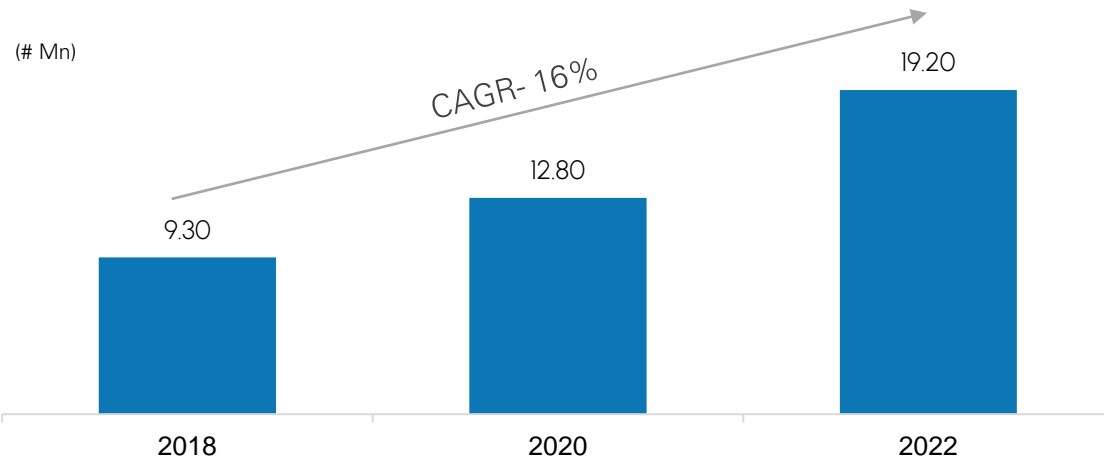
India Refurbished Computers and Laptops Market: Market Share Analysis, by Sales Channel– 2023 & 2033



Source: Canalys, Mint, Company Estimates, FMI

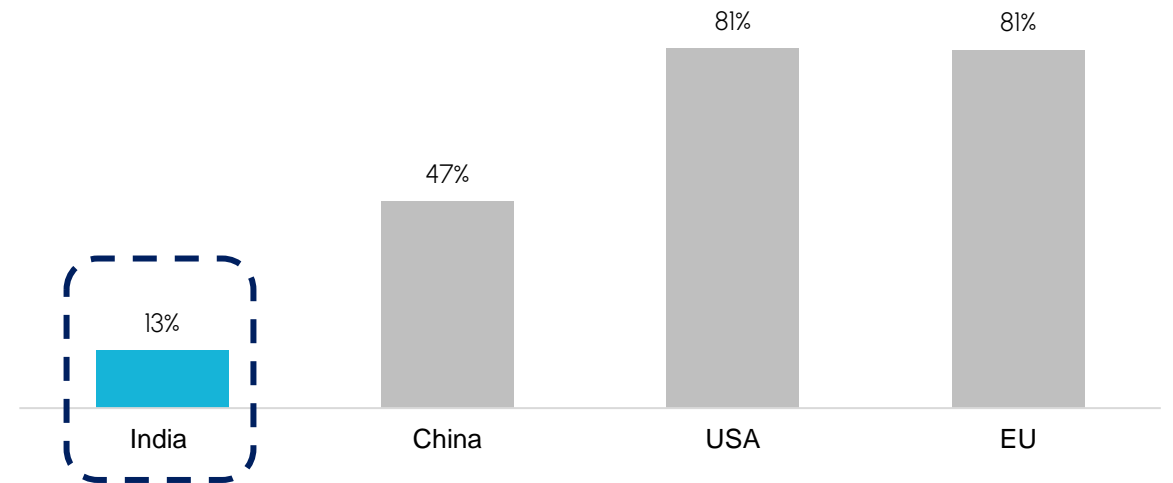
# India's Low PC Penetration Presents High Growth Opportunity

## PC Sales in India



Source: Canalys, CMIE, FSIAPL

## Household PC Ownership



## Key Growth Drivers of Refurbished PC Market



Huge price difference between new and refurbished high configuration PCs



Corporate preference to scrap PCs after 2-3 year warranty period



Impact of reduced carbon footprint drives CSR led demand

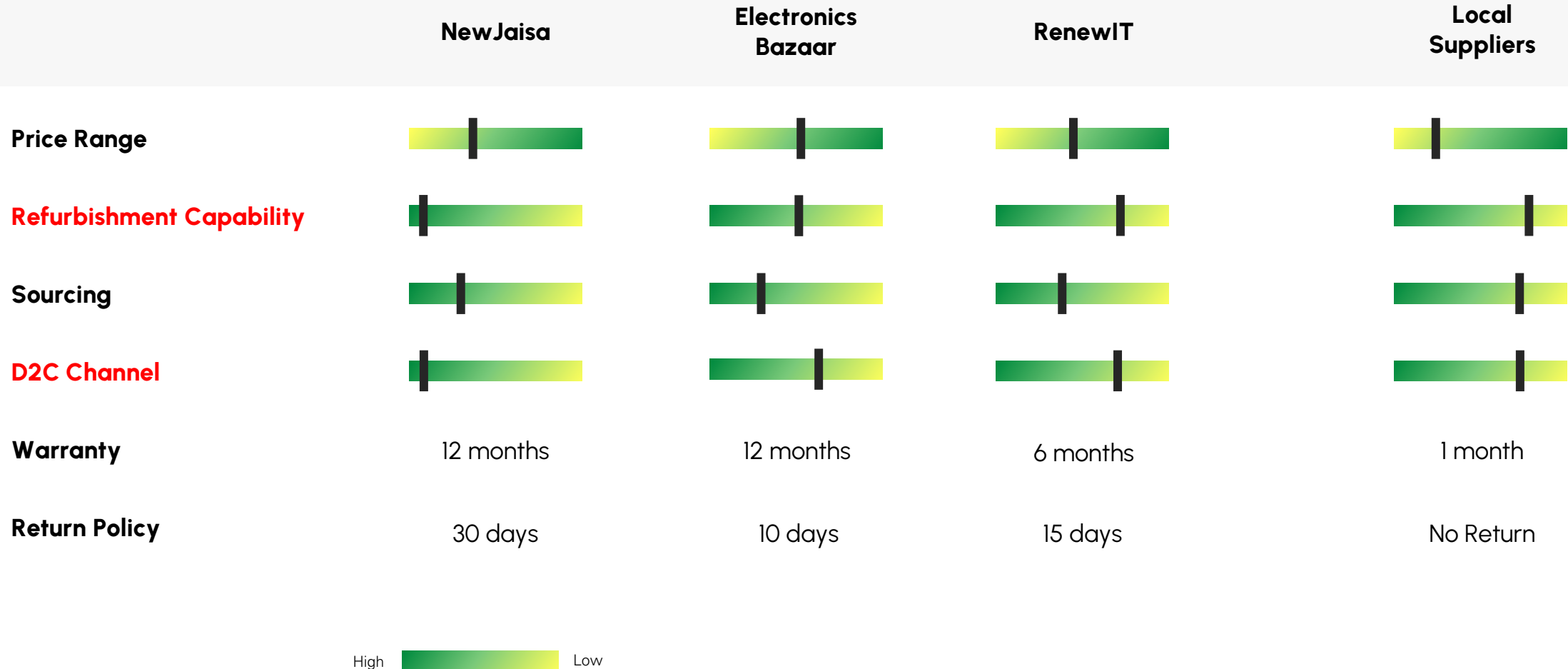


Increase share of organized players offering high quality refurbished products

# Our MOAT: Organized Players Lacking L3 Refurbishments / Unorganized Players Offering Poor Product

## Organised Players

## Unorganised Market



# SWOT Analysis

## Strengths

- Proprietary and scalable refurbishment process
- Partnership with industry leaders
- Highly qualified team with robust experience

## Weakness

- Consistent availability of skilled engineers can be a challenge
- Complex supply chain – Optimal strategy needed to make sourcing efficient

## Opportunities

- Market opportunity from CSR and other ESG linked initiatives
- Expansion into new verticals like tablets and other IT products etc.
- Entry into international market

## Threats

- High competition in sourcing – can drive up the prices of used laptops
- Weak economic climate – can force cost cutting in companies leading to delayed disposal of used laptops
- Radical technology changes which can bring down the prices of new premium laptops

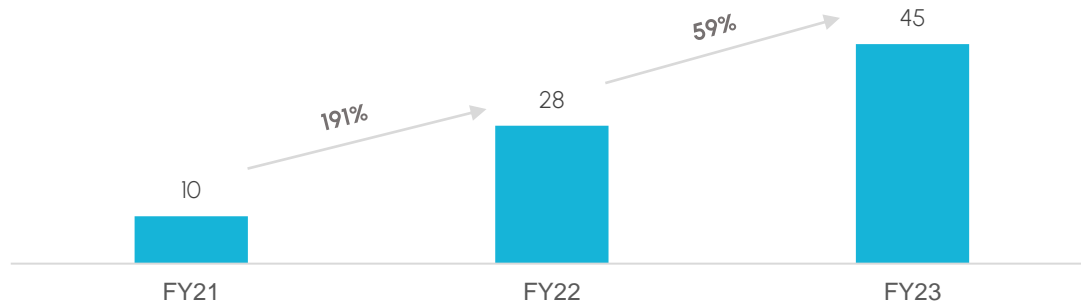
SWOT



# Hands on Financial Management Leading to Growth in Major KPIs

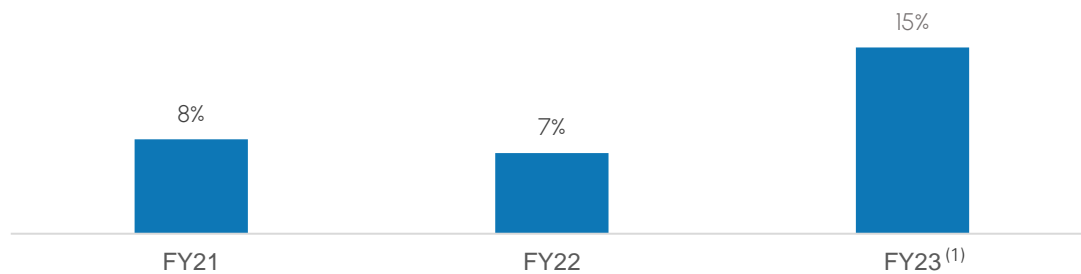
## A) Attractive Revenue Growth

(INR Cr)



- Revenue increased at a CAGR of ~115% over 2 years mainly driven by
  - Favourable seller feedback and increasing demand on leading e-commerce websites
  - Increasing sales to corporate clients

## B) PAT Margin Expansion



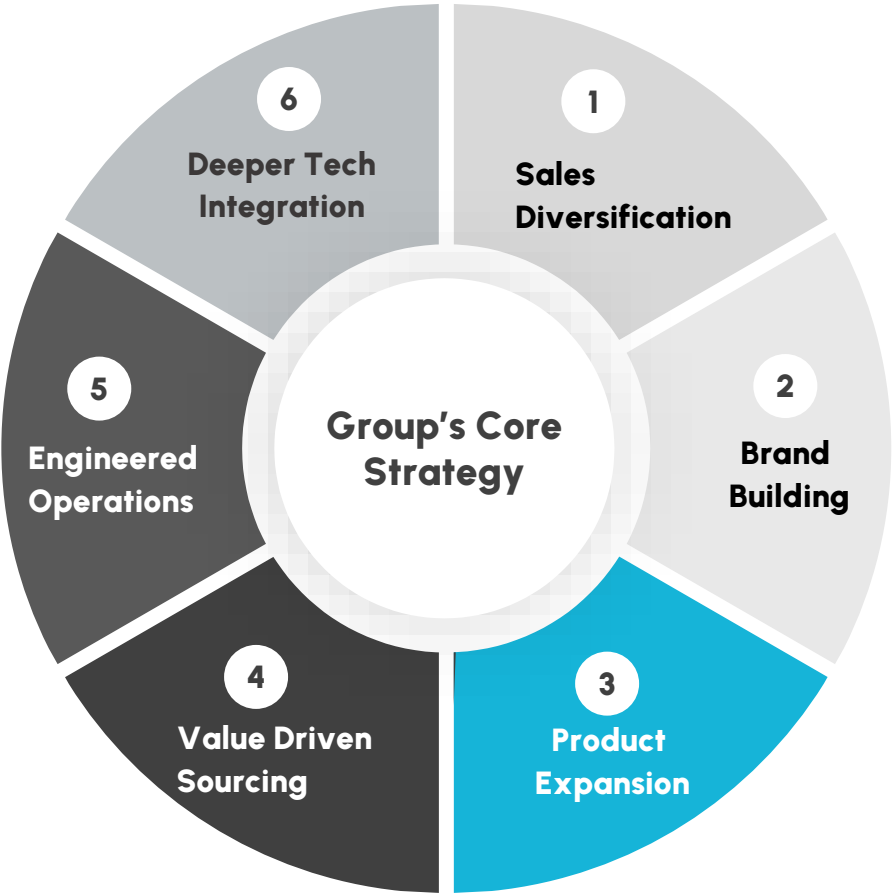
- Margin expansion driven by increased scale leading to:
  - Better bargaining power from resellers
  - Operating leverage advantage of fixed operating costs







**Growth  
Strategy**

# Growth Strategy (1/3)

Clearly defined strategy to focus on markets, customers, operational & financial excellence



## Our Goals (3-5 years)

-  Become #1 refurbished IT electronics brand
-  Develop strong international presence
-  Leverage our platform to increase our reach across new product categories
-  Sourcing majority of our inventory directly from corporate entities

# Growth Strategy (2/3)

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## Sales Diversification

- Build D2C offline channels
  - College/school program offering PCs at further discount to students.
  - SME: Hardware as a Service (HaaS) | Rental mode
  - Modern trade
- Own online channel scale to 30%
- International markets
  - Initiate India as CoE for refurbishing
  - Build sales presence across Africa and South Asia



## Brand Building

- Website overhaul & revamp with latest UI/ UX
- Mobile experience center
- Partnerships & tie-ups – Edtech, SME partners
- Brand promotion & PR
- Influencers & brand ambassador engagement



## Product Expansion

- Plans to leverage existing refurbishment platform to newer product categories

# Growth Strategy (3/3)

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## Value Driven Sourcing

- Target to increase direct sourcing by
  - Strategic partnership with corporates
  - Better value proposition to purchasing partners



## Engineered Operations

- Target to increase productivity improvement through technology development and process improvement
- Increase the proportion of repaired parts in overall refurbishment (as opposed to replacement)



## Deeper Tech Integration

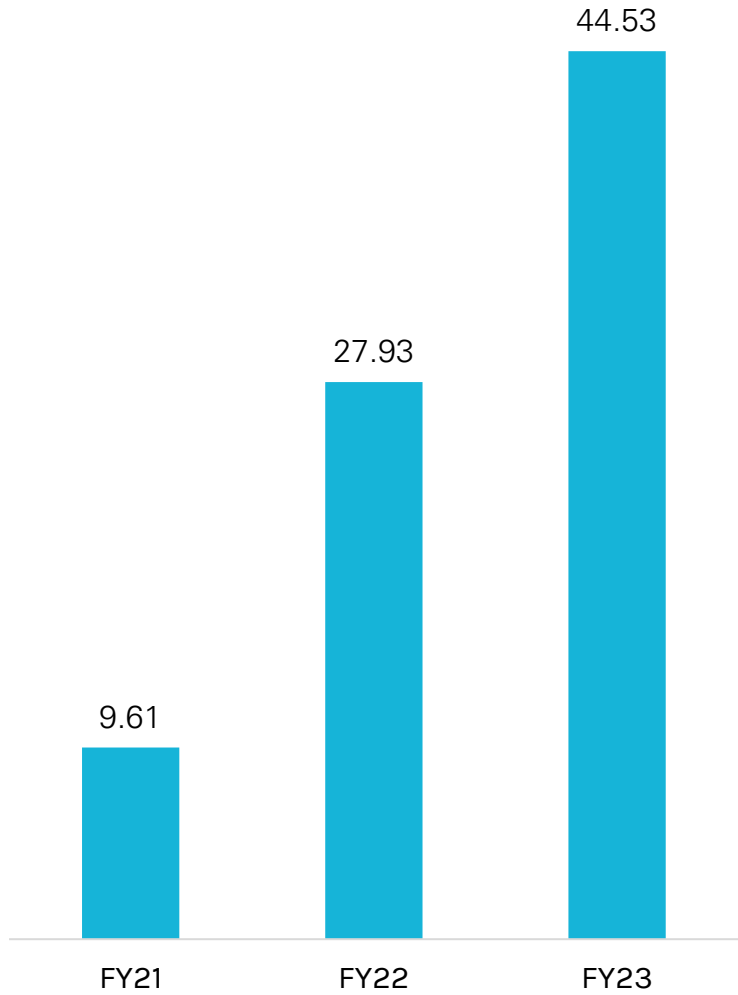
- Corporate liquidation marketplace – Automated platform for entire ecosystem offering features such as asset testing, price discovery, e-auction etc.
- Automated QC V2
- Industry 4.0
- Ground up website
- Deeper ERP integration
- Analytics integration in decision making

The graphic features a central circular ring divided into two segments: a white segment on the left and a blue segment on the right. Two horizontal bars extend from the ring: a white bar on the left and a blue bar on the right. The background is a dark grey with a faint, repeating pattern of a calculator keypad and a spreadsheet with numerical data.

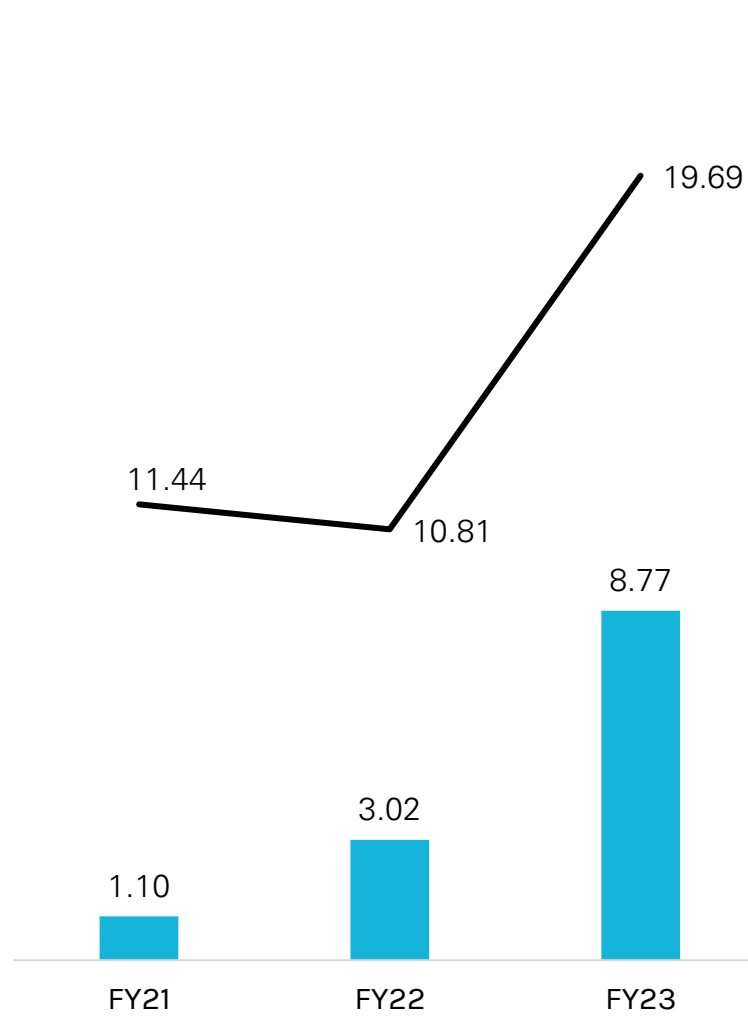
**Financial  
Overview**

# Financial Highlights

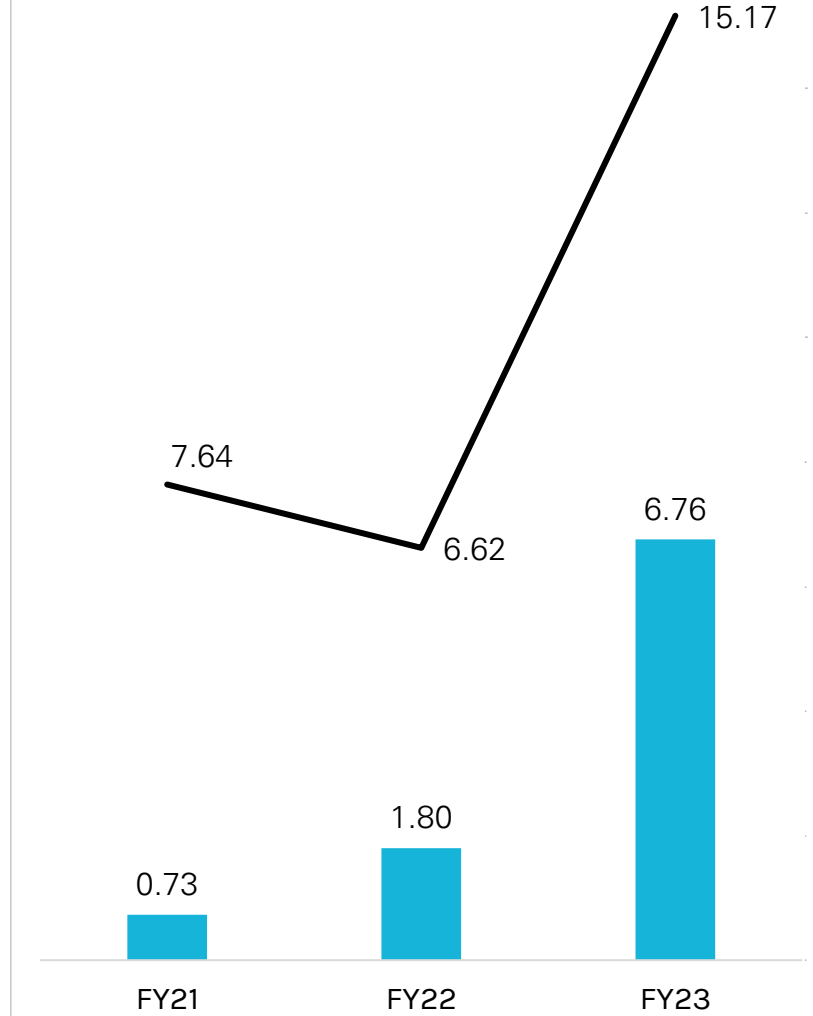
Total Income



EBITDA EBITDA Margin



PAT PAT Margin



All Figures In ₹ Cr & Margin In %

# Profit & Loss Statement

In ₹ Cr

Particulars	FY23	FY22	FY21
Revenues	44.53	27.92	9.61
Other Income	0.00	0.01	0.00
<b>Total Income</b>	<b>44.53</b>	<b>27.93</b>	<b>9.61</b>
Cost of Consumption	25.20	19.07	6.42
Employee costs	4.68	2.23	0.76
Other expenses	5.88	3.60	1.32
<b>Total Expenditure</b>	<b>35.76</b>	<b>24.91</b>	<b>8.51</b>
<b>EBITDA</b>	<b>8.77</b>	<b>3.02</b>	<b>1.10</b>
Finance Costs	0.54	0.54	0.11
Depreciation	0.04	0.02	0.01
<b>PBT</b>	<b>8.19</b>	<b>2.45</b>	<b>0.98</b>
Tax	-1.43	-0.65	-0.25
<b>PAT</b>	<b>6.76</b>	<b>1.80</b>	<b>0.73</b>
<b>Total Comprehensive Income</b>	<b>6.76</b>	<b>1.80</b>	<b>0.73</b>



# Balance Sheet

In ₹ Cr

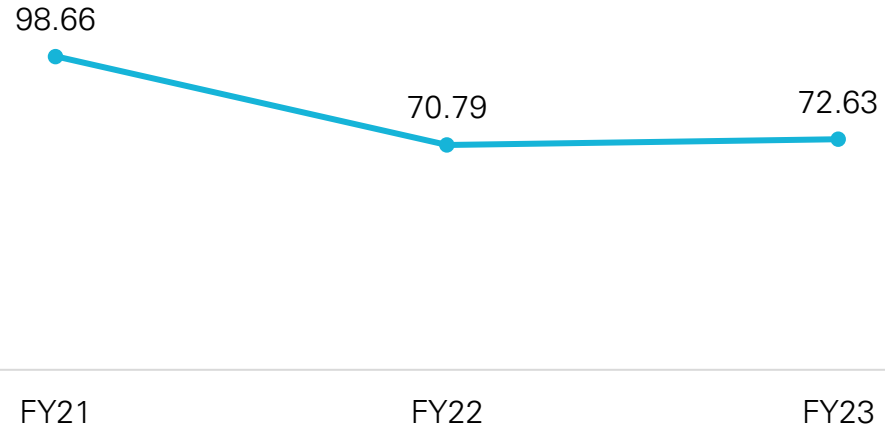
Equities & Liabilities	FY23	FY22	FY21
Equity	0.36	0.36	0.01
Other Equity	8.94	2.19	0.73
<b>Net Worth</b>	<b>9.30</b>	<b>2.55</b>	<b>0.74</b>
Non Current Liabilities			
Non Current Borrowings	0.05	0.03	0.01
Deferred Tax Liabilities	0.00	0.00	0.00
Long Term Provision	0.00	0.00	0.00
<b>Total Non Current Liabilities</b>	<b>0.05</b>	<b>0.03</b>	<b>0.01</b>
Current Liabilities			
Current Borrowings	7.44	1.82	1.63
Trade Payables	3.22	0.00	0.18
Short Term Provisions	0.89	0.12	0.17
Other Current Liabilities	1.19	1.08	0.66
<b>Total Current Liabilities</b>	<b>12.73</b>	<b>3.02</b>	<b>2.63</b>
<b>Total Liabilities</b>	<b>22.09</b>	<b>5.59</b>	<b>3.38</b>

Assets	FY23	FY22	FY21
Non Current Assets			
Fixed assets	0.41	0.25	0.21
Non Current Investments	0.00	0.00	0.00
Other Non Current Financial Assets	0.00	0.00	0.00
Deferred Tax Assets (Net)	0.00	0.00	0.00
Other Non Current Assets	0.11	0.09	0.06
<b>Total Non Current Assets</b>	<b>0.51</b>	<b>0.34</b>	<b>0.27</b>
Current Assets			
Inventories	12.83	3.46	0.70
Trade receivables	5.72	1.48	0.81
Cash & Bank Balance	1.41	0.08	1.38
Current Tax Assets (Net)	0.00	0.00	0.00
Other Current Assets	1.62	0.23	0.23
<b>Total Current Assets</b>	<b>21.57</b>	<b>5.25</b>	<b>3.11</b>
<b>Total Assets</b>	<b>22.09</b>	<b>5.59</b>	<b>3.38</b>

# Key Ratios

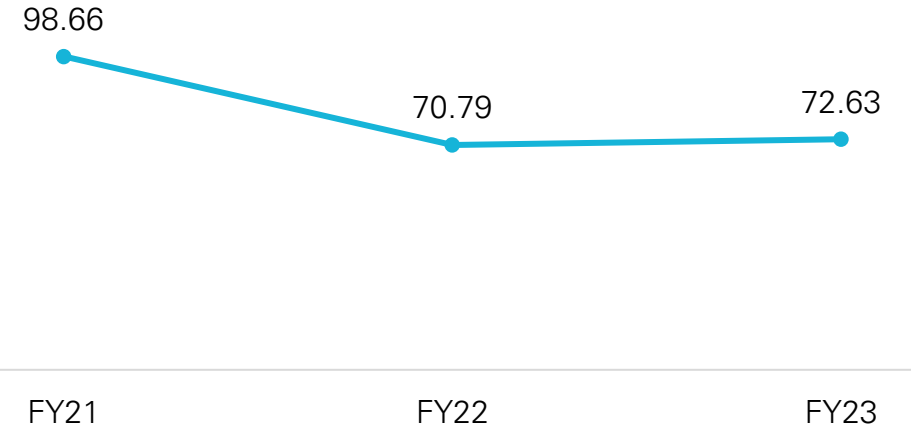
ROE

In %



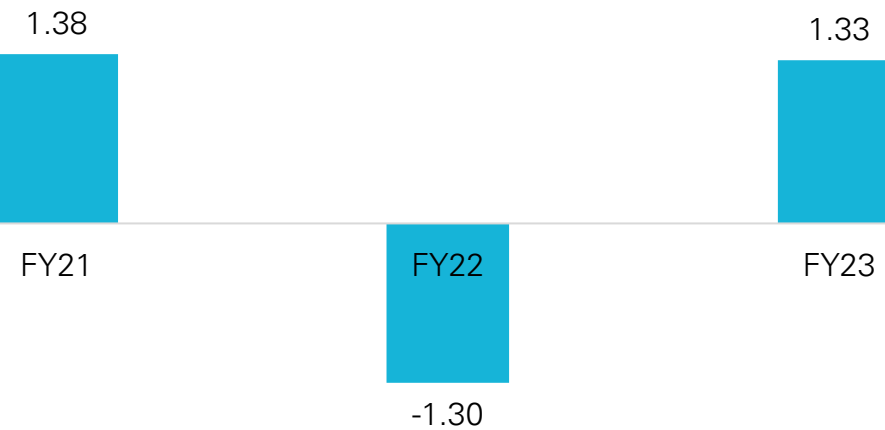
ROCE

In %



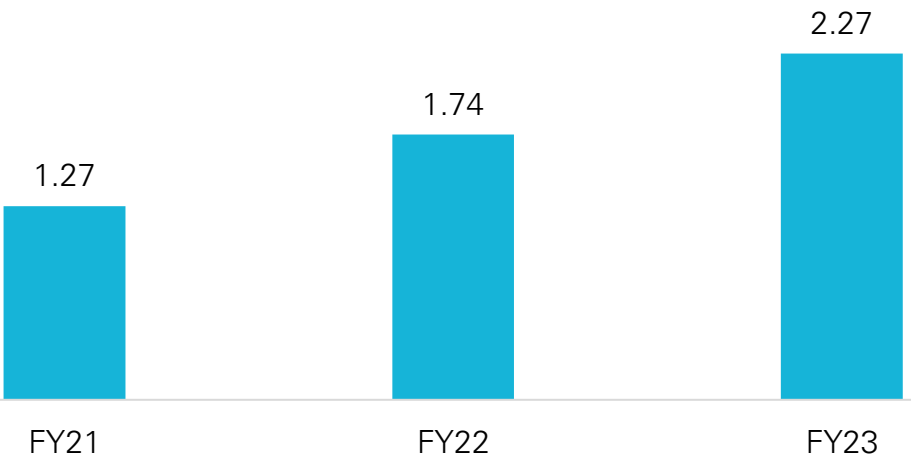
Net Cash Flow

In ₹ Cr

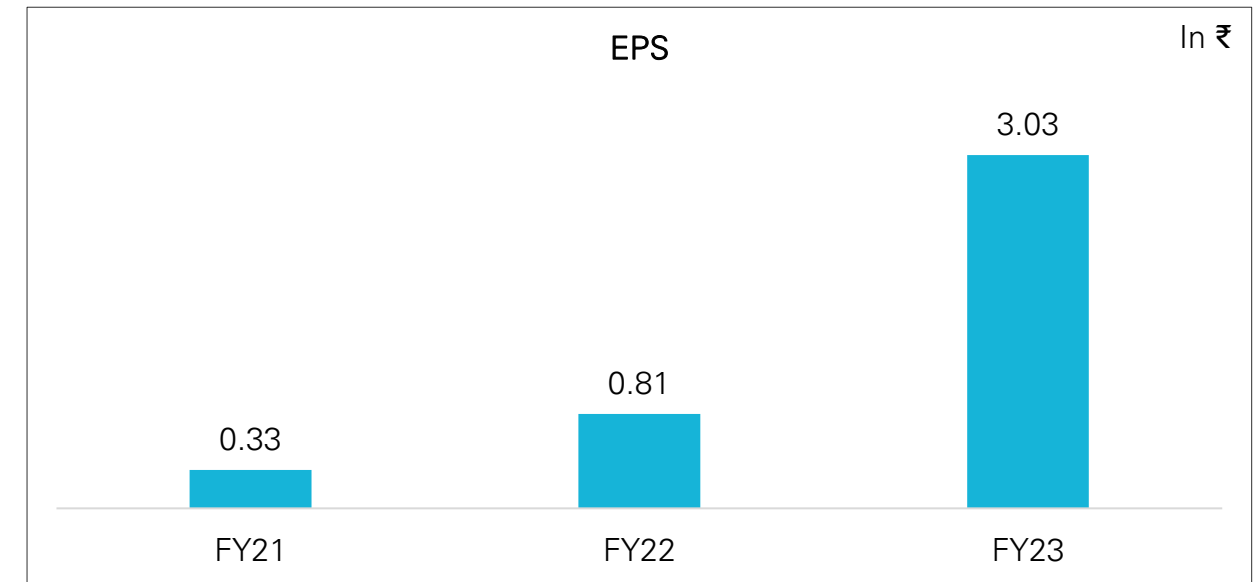
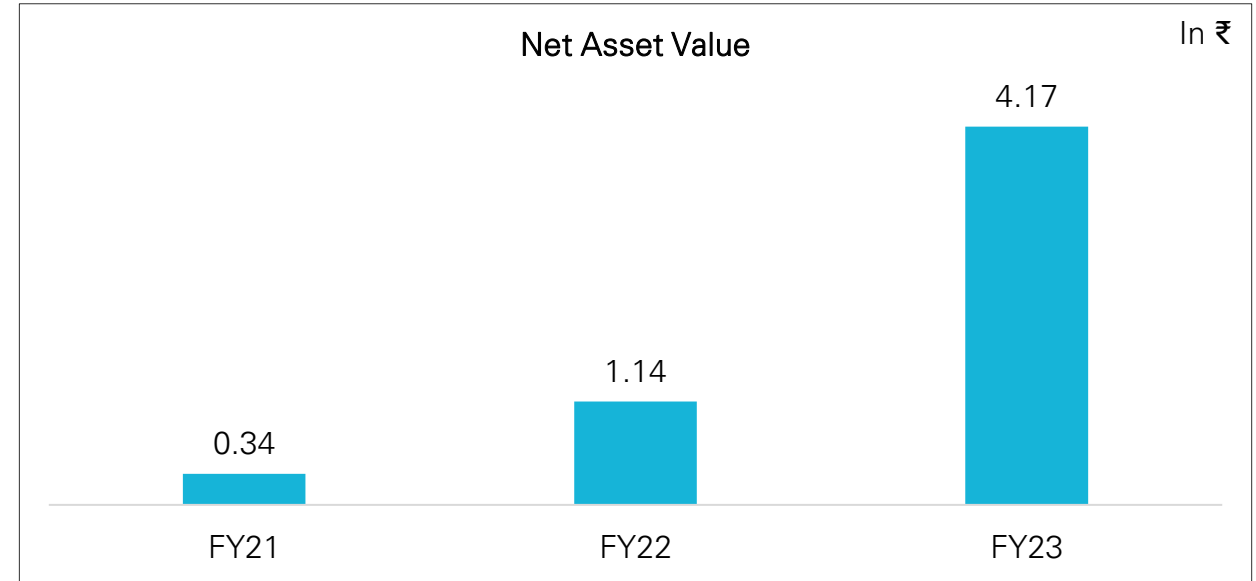
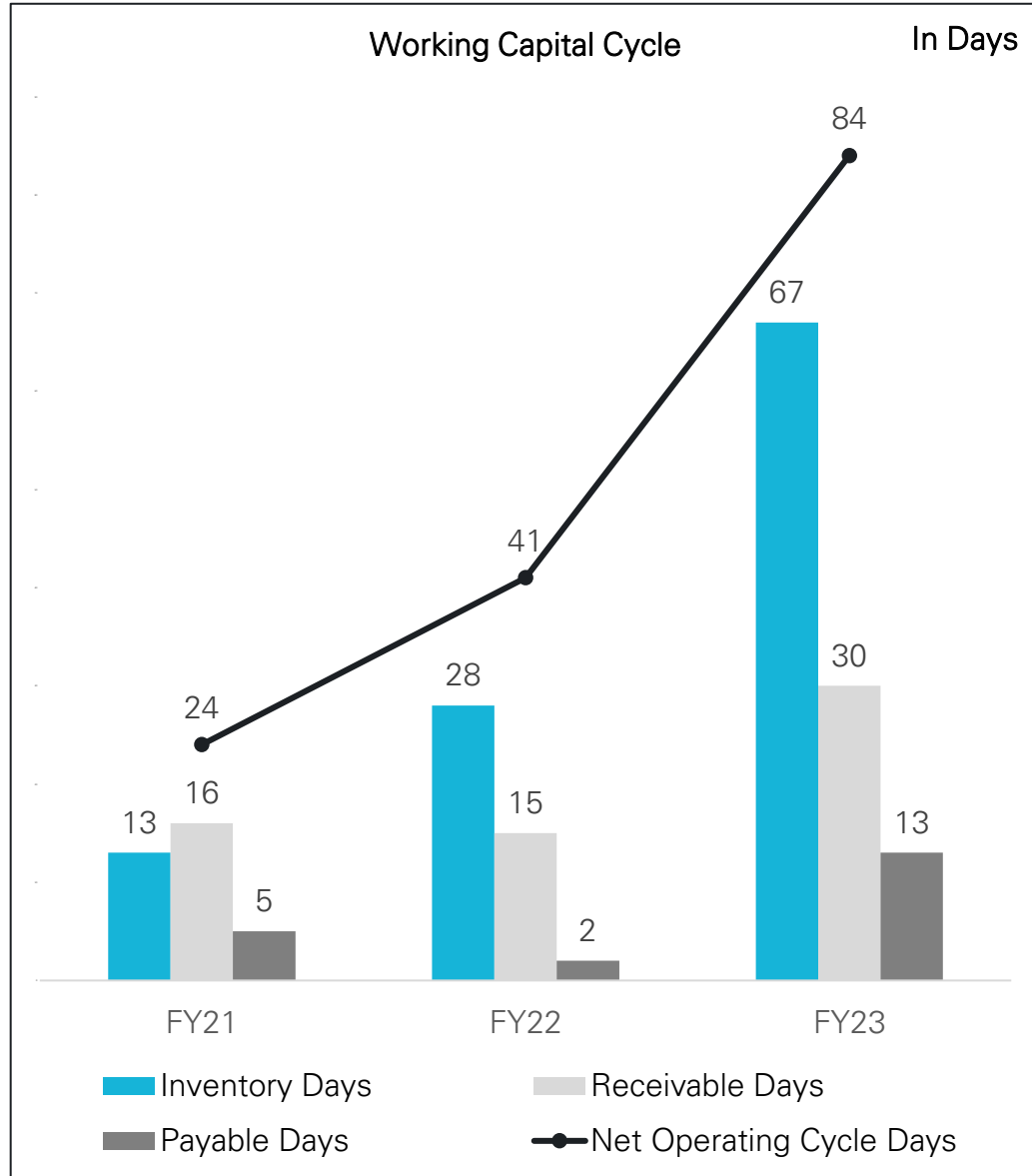



Current Ratio

In Times



# Key Ratios





# Issue Overview

# IPO

# Issue Highlights

Fresh Issue Up To 84,96,000 Equity Shares

Face Value ₹ 5/- Each

Offer Size ₹ 37.38\* - ₹ 39.93\*\* crore

Price Band ₹ 44 - ₹ 47

Lot Size 3000 Equity Shares

## Offer Period

Anchor Bidding 22-09-2023

Offer Opens 25-09-2023

Offer Closing 27-09-2023

## Offer Structure

QIB Anchor Up To 24,18,000 Equity Shares

QIB Up To 16,14,000 Equity Shares

NII Up To 12,12,000 Equity Shares

RII Up To 28,26,000 Equity Shares

Market Maker Up To 4,26,000 Equity Shares

Pre Issue Equity Shares 2,36,87,472 Equity Shares

Post Issue Equity Shares 3,21,83,472 Equity Shares

Post Issue Implied Market Cap xx Lakhs

## Pre Issue Holding

Promoter & Promoter Group 2,23,19,938 Equity Shares 94.23%

Public 13,67,534 Equity Shares 5.77%

## Post Issue Holding

Promoter & Promoter Group xx Equity Shares %

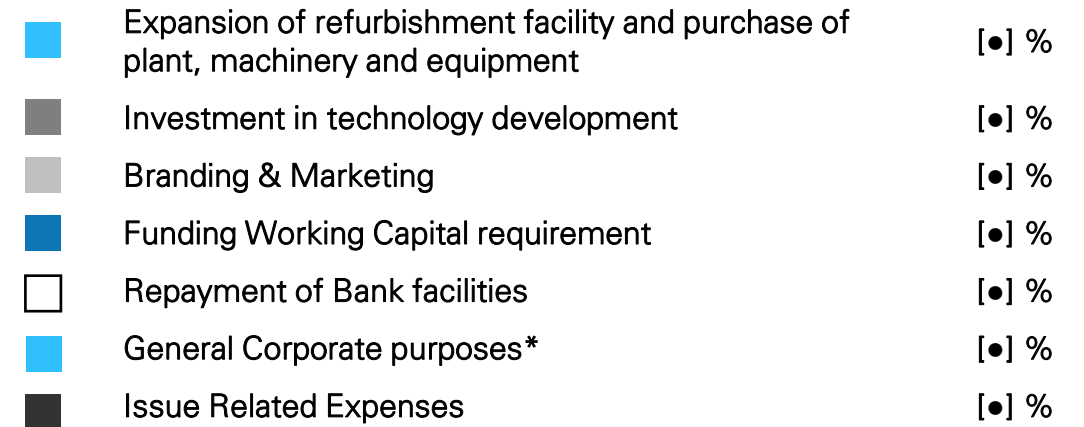
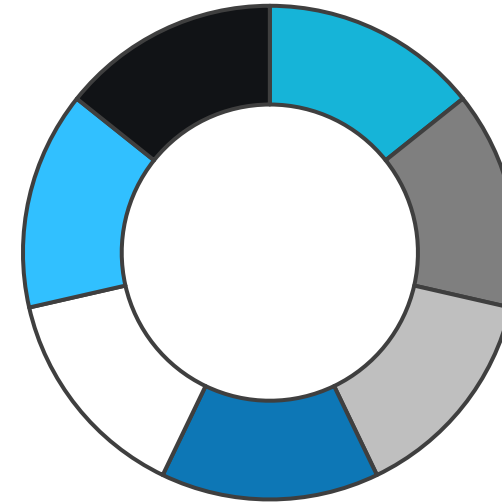
Public xx Equity Shares %

Listing On NSE Emerge

# Object Of The Issue

Issue Proceeds	
Particulars	₹ In Lakh
Gross Proceeds From The Issue (At Upper Band)	Up To
Less: Issue Related Expenses	[●]
Net Proceeds Of The Issue To Our Company	[●]
Utilization Of The Net Proceeds	
Expansion of refurbishment facility and purchase of plant, machinery and equipment	₹ 100.00
Investment in technology development	₹ 200.00
Branding & Marketing	₹ 200.00
Funding Working Capital requirement	₹ 1,545.44
Repayment of Bank facilities	₹ 730.00
General Corporate purposes*	[●]

Utilization Of Issue Proceeds



# Thank You



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