INVESTOR PRESENTATION

ROYAL SENSE

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CORPORATE OVERVIEW

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COMPANY SNAPSHOT

20 Years	Promoters Experience
100%	Product Purity
16.72%	Return on Capital Employed*
20k+	Satisfied Customers
803.26	Total Revenue*
11.86%	EBITDA Margin*
1800+	Products
70.28	Profit after Tax*
8.75%	PAT Margin*

*6 months ended September 2023

ROYAL SENSE

OVERVIEW

FINANCIAL HIGHLIGHTS	FY 2020-21*	FY 2021-22*	FY 2022-23*	FY 2023 ENDED SEPT 30
REVENUE FROM OPERATIONS	713.51	674.86	1,156.46	803.26
EBIDTA	23.25	22.64	136.28	95.26
EBIDTA (%)	3.26	3.35	11.78	11.90
PAT	21.43	21.84	131.78	70.28
PAT (%)	3.00	3.24	11.40	8.75
NET-WORTH				415.29

*Consolidated sales of Royal Traders, PHT & Anaya that merged in to Royal Sense in April 2023

ABOUT COMPANY

At Royal Sense Limited, we stand at the intersection of technology and medicine, delivering advanced solutions that redefine patient care and elevate medical practices. We are a leading force in the realm of medical devices dedicated to transforming healthcare through innovation and excellence.

Commitment to Quality
Quality is the cornerstone of everything we do. Rigorous standards, meticulous testing, and adherence to global regulatory requirements ensure that each product bearing our name is synonymous with reliability and excellence. We take pride in the precision of our devices, knowing that they play a crucial role in the lives of both patients and healthcare providers.

Innovative Solutions
Explore our diverse portfolio of innovative medical devices designed to address the evolving needs of the healthcare landscape. From diagnostic imaging equipment to therapeutic devices, our solutions are crafted with a keen understanding of the challenges faced by medical professionals. We leverage the latest technological advancements to provide tools that empower practitioners, enabling them to deliver superior care.

Patient-Centric Approach
Our commitment extends beyond medical professionals to the heart of healthcare – the patients. We prioritise creating devices that not only meet clinical standards but also contribute to a positive patient experience. From user-friendly interfaces to non-invasive procedures, our devices are engineered with the well-being and comfort of patients in mind.

Collaboration and Partnerships
At Royal Sense Limited, we recognise that progress is a collective effort. We actively seek collaboration with healthcare institutions, research organisations, and industry partners to foster innovation and drive advancements in medical technology. By working together, we aim to build a network that accelerates the pace of discovery and brings transformative solutions to the forefront.

Sustainability
Mindful of our impact on the environment, we are committed to sustainable practices. From eco friendly manufacturing processes to recyclable materials, we strive to reduce our carbon footprint and contribute to a greener future. Our dedication to sustainability aligns with our broader mission of creating a healthier world for generations to come.

Our **Vision** and **Mission**

At the core of our identity is a vision to create a healthier world by pioneering state-of-theart medical devices. Our mission is to empower healthcare professionals with cutting-edge tools that enhance diagnostic accuracy, treatment effectiveness, and overall patient outcomes. We believe in pushing the boundaries of what's possible to shape a future where healthcare is not just reactive but proactive and personalised.

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JOURNEY/MILESTONES

2015

Royal Traders embarked on its journey in 2015 under proprietorship as M/s Royal Traders with a vision to revolutionize the medical consumables industry, particularly in government hospitals.

2018

In 2018, recognizing the potential for growth and diversification, Royal Traders took a strategic step by establishing a subsidiary firm named PHT (Prescription Healthcare Technologies). This move allowed the company to broaden its portfolio and cater to a more diverse range of healthcare needs.

2020

Building on its success and strategic foresight, Royal Traders continued its expansion trajectory by founding another subsidiary, Anaya, in 2020. Anaya was envisioned as a platform to introduce specialized medical products and services, further enhancing the company's competitiveness and market presence.

2023

The year 2023 marked a significant milestone in the company's journey as Royal Traders, PHT, and Anaya merged to form a unified entity under the banner of Royal Sense Limited.

This strategic consolidation capitalized on the strengths and synergies of the three entities, streamlining operations, optimizing resources, and maximizing market impact. The birth of Royal Sense Limited heralded a new era of growth and innovation, as the company set its sights on broader horizons and heightened ambitions.

The merger enabled Royal Sense Limited to leverage its collective experience, expertise, and resources to better serve its customers and stakeholders. With a diverse portfolio encompassing medical consumables, healthcare technologies, and specialized products, the company positioned itself as a one-stop solution provider for healthcare institutions and professionals. The unified approach also facilitated enhanced efficiency, agility, and adaptability in responding to evolving market dynamics and customer needs.

Under the leadership of visionary management and a dedicated workforce, Royal Sense Limited embarked on a trajectory of sustained growth and expansion. The company remained committed to its core values of integrity, innovation, and excellence, driving continuous improvement and advancement across all facets of its operations. Embracing digitalization and technological advancements, Royal Sense Limited embraced a future-oriented mindset, positioning itself at the forefront of the healthcare industry's .transformation.

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TEAM/KEY MANAGEMENT

BOARD OF DIRECTORS

Rishabh Arora
Managing Director & CFO

Mr. Rishabh Arora, aged 39 years, is the Promoter, Chairman and Managing Director of our Company. He has been director on the Board since incorporation. He has completed M.sc Psychology from University of Rajasthan; and has completed his bachelor's in B.Sc Psychology, from Alagappa University, D-Pharmacy From Hindu College of Pharmacy He has more than Twenty years of experience being a Pharmacist. He is a visionary entrepreneur and has played a pivotal role in setting up business of our Company. He primarily looks after the overall business operations of the Company including business development, administration and formulation of policies. Under his guidance our Company has witnessed continuous growth.

Harmeet Singh
Whole Time Director

Mr. Harmeet Singh, aged 39 years, is Whole Time Director of the Company. He has been director on the Board since incorporation. He has completed B.Com from V.B.S Purvanchal University, Jaunpur and having more than Sixteen years of experience in the fields of Operations and Sales.

Vikas
Non-Executive Director

Mr. Vikas, aged 26 years, is a Non-Executive Director of the Company. He has been appointed on the Board with effect from March 04, 2024. He has completed his B.com from Swami Vivekanand Subharti University in the year 2021 and has more than 5 years of experience in trading pharmaceutical and surgical equipments.

Mukta Ahuja
Independent Director

Ms. Mukta Ahuja, aged 41 years, is Independent Director of the Company. She has been appointed on the board with effect from May 12, 2023 for a term of 5 years.

Amit Singh Tomar
Independent Director

Mr. Amit Singh Tomar, aged 41 years, is Independent Director of the Company. He has been appointed on the board with effect from April 20, 2023 for a term of 5 years.

BUSINESS OVERVIEW

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SECTOR OVERVIEW

The Indian medical devices industry is currently valued at around US$ 5 billion which is 2% of the US$ 250 billion industries. The overall healthcare industry in India is valued at USD 90 Billion which is expected to reach US$ 220 billion by the year 2020. Thus India's medical devices, surgical equipment and pharmaceutical industry is poised to grow significantly in the coming years and emerge cost effective supplier of the products to the whole world. The Indian surgical equipment, medical device and pharmaceutical machinery industry is fragmented with close to 1,800 domestic firms who are predominantly MSMEs, primarily competing in the range of low to medium technology products. However, in recent years there has been a paradigm shift in the manufacturing landscape and which now have expanded for producing more cost-effective to number high end products including hi tech R&D and testing in the sector.

The Indian surgical consumables market was estimated to be worth USD 364.1 million in 2020 and is expected to grow at a CAGR of 9.0% (2021-25), reaching USD 610.7 million in 2025. The market witnessed a slowdown due to COVID-19 and impact of lockdowns on surgical procedures, resulting in 14.9% value decline in 2020. The Indian surgical consumables market is expected to grow at a CAGR of 15.47% over the next two calendar years, driven by surgery volumes growing at a CAGR of 9.83% (2021-25).

The Indian market for medical equipment is predicted to increase to US$ 50 billion by 2025. As of 2020, the medical devices market is estimated to be at US$ 12 billion in India. India is the 4th largest Asian medical devices market after Japan, China, and South Korea, and among the top 20 medical devices markets globally. India has an overall 75-80% import dependency on medical devices. Export of medical devices from India stood at US$ 2.90 billion in FY22. The US, Germany, China, Brazil, Iran, etc. are a few key countries that import Indian medical devices. Gujarat, Maharashtra, Karnataka, Haryana, Andhra Pradesh, Telangana and Tamil Nadu are the manufacturing hubs for medical devices in India. In BioAsia 2021, key stakeholders in the panel discussion on medical technologies stated that India would become self-sufficient in domestic medical devices manufacturing by 2025-26.

Source: www.ibef.org

US$ 50 bn

Indian market for medical equipment is predicted to increase by 2025

4th

India is the 4th largest Asian medical devices market

US$ 12 bn

Medical devices market is estimated to be at US$ 12 billion in India

Indian surgical consumables market was estimated to be worth USD 364.1 million in 2020 and is expected to grow at a CAGR of 9.0% (2021-25), reaching USD 610.7 million in 2025

The Indian medical devices industry is currently valued at around US$ 5 billion which is 2% of the US$ 250 billion industries.

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BUSINESS OVERVIEW

We "Royal Sense" are suppliers of high quality goods that meet international standards required for hospitals, laboratories, institutions and clinics to provide health services. We trade and offer a wide range of surgical accessories, tools, equipment and other things. The supplied assortment can be modified according to the requirements of the clients and is offered in a wide range of parameters.

Currently In addition, we work tirelessly, which positions us as a one-stop solution for customers to meet their complete requirements for medical equipment, surgical instruments, surgical consumables, laboratory equipment, laboratory reagents, disposable medical supplies and diagnostic kits. We have extended our supply chain to government e-procurement systems, i.e.tender systems, GEM Portal etc.

We supply our products to the Ministry of Health of Various states like Uttar Pradesh, Himachal Pradesh, Rajasthan, Jammu & Kashmir and in domestic by our self or through distributors/ sub-distributors. we also supply to both to Govt. Institutions and private hospitals in all over India.

OUR STRENGTHS

- Experience of our promoter and core management team
- Existing well established reputation and customer relationships
- We offer a diversified range of products
- Quality Assurance and safety of products

OUR STRATEGY

- Focus on consistently meeting quality standards
- Deepen and expand our geographical presence
- Strengthening up our business through effective branding, promotional and digital activities
- Maintaining cordial relationship with our Suppliers, Customer and employees

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BUSINESS SEGMENTS

THE HEALTHCARE MARKET FUNCTIONS THROUGH FIVE SEGMENTS

HEALTHCARE

Hospitals

- **Government Hospitals** - It includes healthcare centres, district hospitals and general hospitals
- **Private Hospitals** - It includes nursing homes and mid-tier and top-tier private hospitals

Pharmaceutical

It includes manufacturing, extraction, processing, purification and packaging or chemical materials for use as medications for human or animals

Diagnostics

It comprises businesses and laboratories that offer analytical or diagnostic services, including body fluid analysis

Medical equipment and supplies

It includes establishments primarily manufacturing medical equipment and supplier, e.g. surgical, dental, orthopaedic, ophthalmologic, laboratory instruments, etc.

Medical insurance

It includes health insurance and medica reimbursement facility, covering an individual's hospitalisation expenses incurred due to sickness.

Telemedicine

Telemedicine has enormous potential in meeting the challenges of healthcare delivery to rural and remote areas besides several other applications in education, training and management in health sector

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KEY PRODUCTS

PRODUCTS WE DEAL IN

1. Catgut Plain Suture
2. Chromic Catgut Suture
3. Polyglactin 910 Suture
4. Polyglactin Fast Absorbable
5. Polyglactin Antibacterial
6. Polyglecaprone 25 Suture
7. Polydioxanone Monofilament Sutures
8. Black Braided Silk
9. Polyamide Sutures
10. Polyester Sutures
11. Polypropylene Sutures
12. Polypropylene Hernia Mesh
13. 3 Ply Face Mask
14. Skin Stapler
15. Surgical Blade
16. IV (Intravenous) Cannula
17. Sharp Container
18. Adhesive Surgical Tape
19. Nebuliser Mask
20. Oxygen Mask

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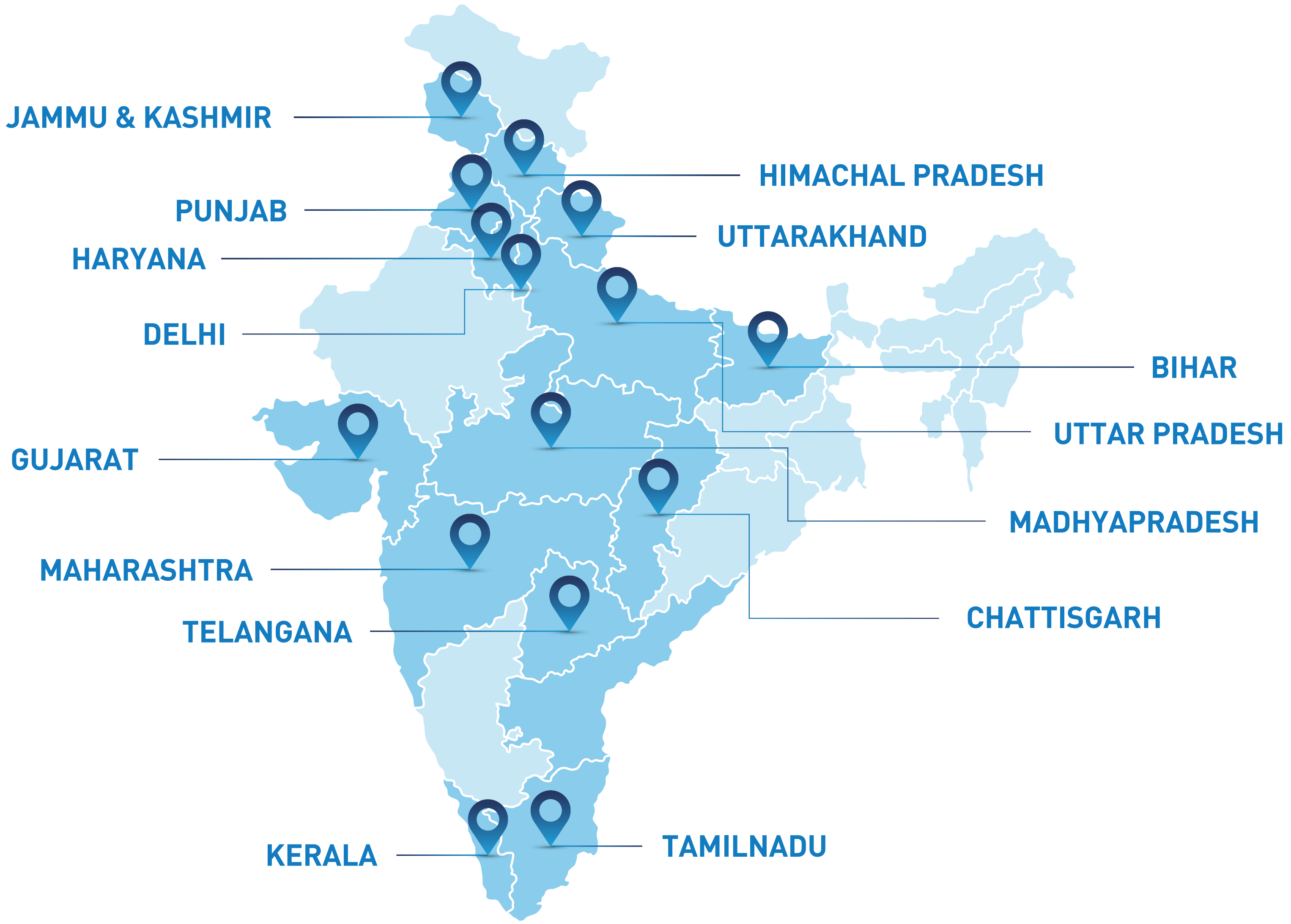
OUR PRESENCE



ROYAL SENSE

CLIENTELE

AIIMS

INDIAN ARMY

BSF

ESIC

HBCH

ICMR

IHBAS

INDIAN RAILWAYS

NEIGRIHMS

DR. RAM MANOHAR LOHIA HOSPITAL AND PGIMER

FINANCIAL PERFORMANCE

REVENUE MODEL

FINANCIAL PERFORMANCE

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REVENUE MODEL

803.26 Lakhs

Total Revenue FY23
(As on Sept 23)

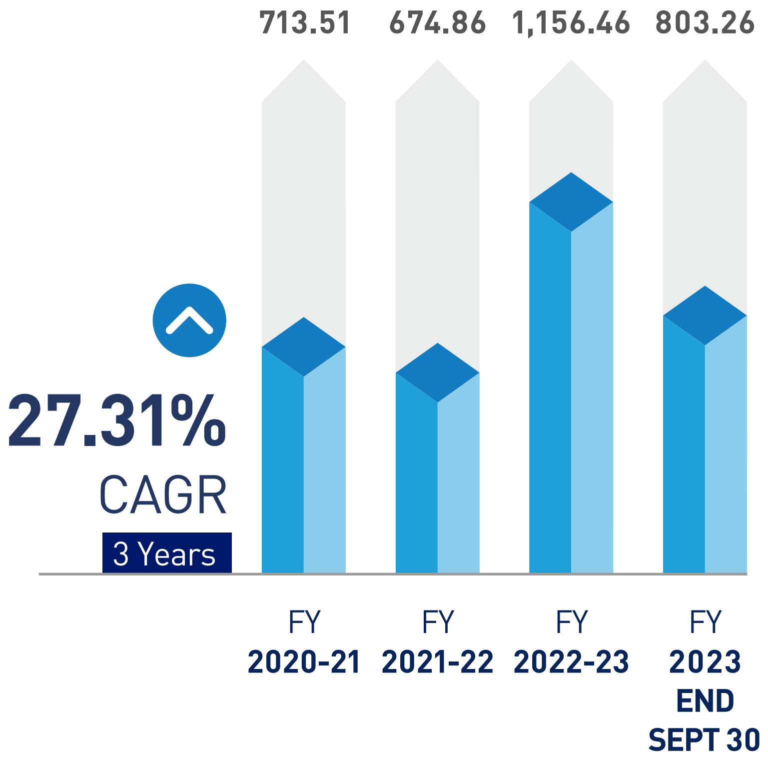
800+

SKUs

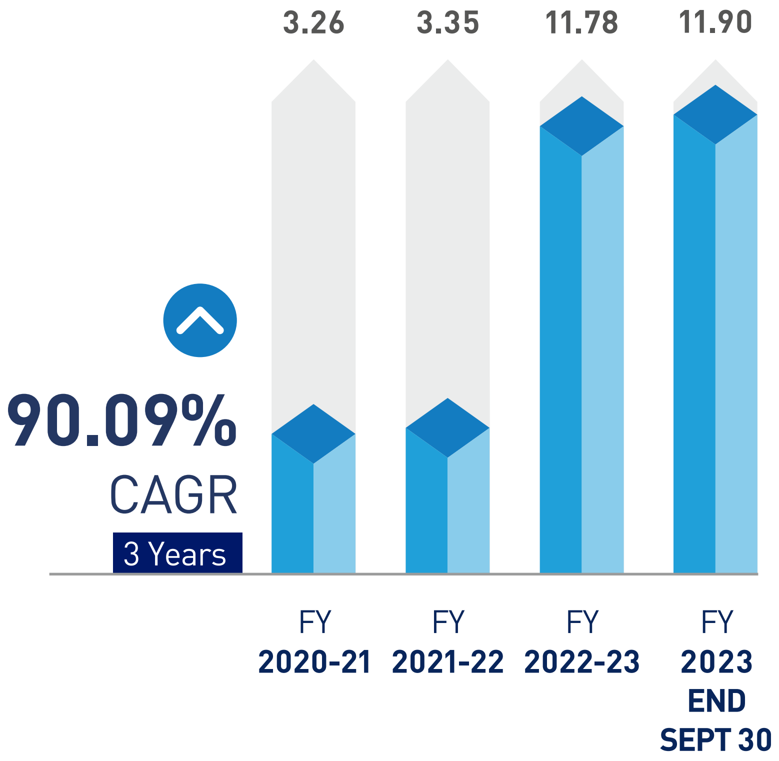
General consumables	461.20 Lakhs	57%
Suture	139.19 Lakhs	17%
Surgical/Medical devices	131.63 Lakhs	16%
Medicine	62.89 Lakhs	9%
Others	8.35 Lakhs	1%

FINANCIAL PERFORMANCE

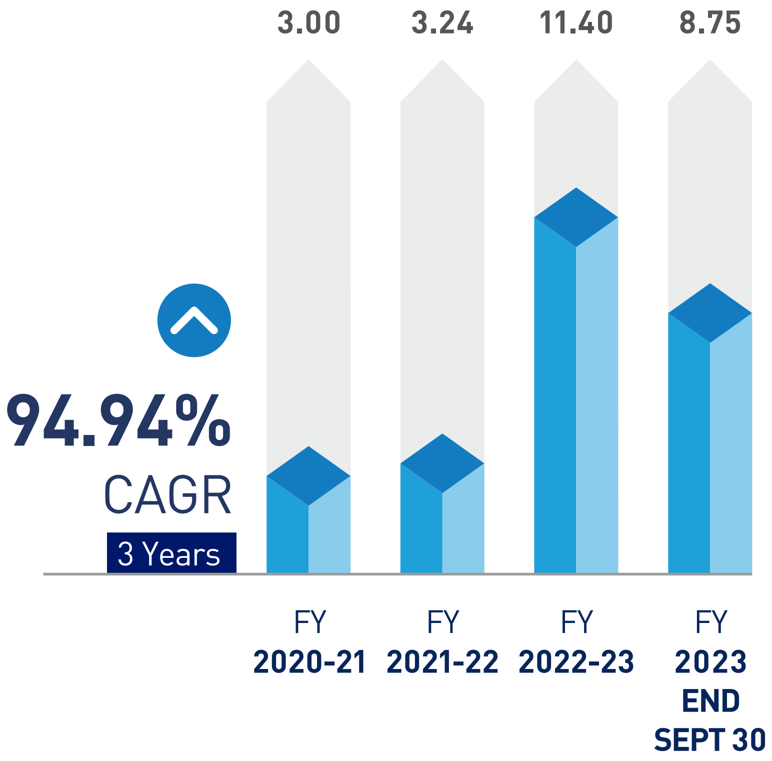
REVENUE



EBIDTA%



PAT%



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INVESTMENT RATIONALE

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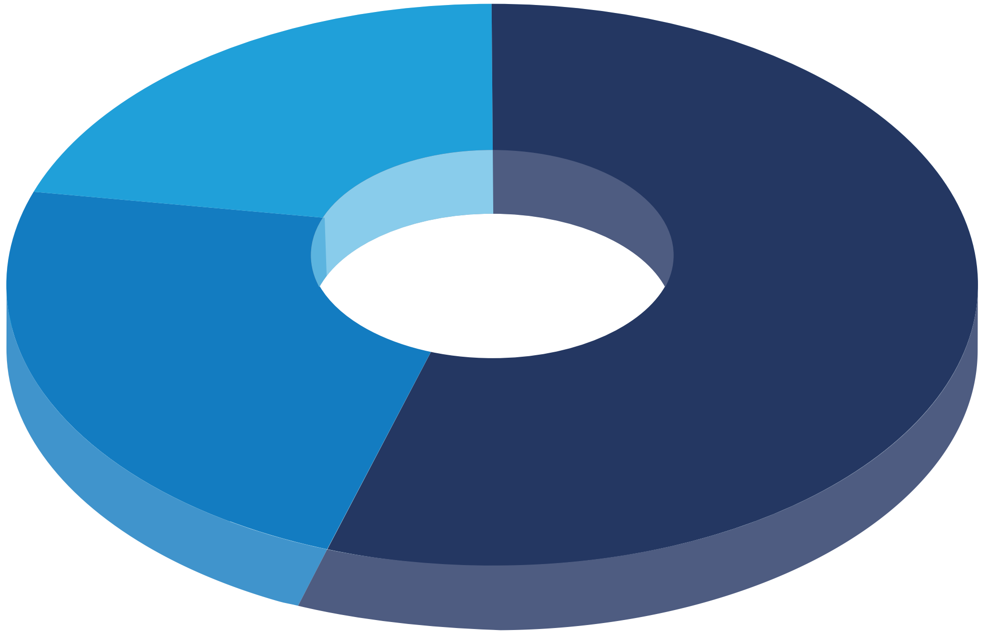
OBJECT OF THE ISSUE



	Amount (INR in Lakhs)	Percentage
Working Capital Requirements	600.00	60.85%
General Corporate Purposes	240.00	24.34%
Issue Expenses	146.00	14.81%
TOTAL	**986.00**	**100.00%**

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IPO DETAILS

Issue Open	**12th March, 2024**
Issue Close	**14th March, 2024**
Number of shares	**14,50,000**
Issue size	**9.86 Cr**
Fixed price	**68**
Lot size	**2000**
Listing on	**BSE SME**
Registrar	**Big Share Services Private Limited**

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INVESTMENT RATIONALE

- **Cash balances are greater than debt**
- **High and stable margins**
- **Limited players** in the industry
- Return on net worth is **around 17%**
- **Asset Light Model**, Negligible Fixed Assets in the Company
- Diverse range of products, more than **800+ SKUs**
- Exclusive dealership rights for products under brand name **"STERGIC"**

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IPO INTERMEDIARIES

LEAD MANAGER OF THE ISSUE

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Website: www.expertglobal.in
Investor Grievance
Email: compliance@expertglobal.in
Contact Person: Mr. Gaurav Jain
SEBI Registration Number: INM000012874
CIN: U74110DL2010PTC205995

REGISTRAR TO THE ISSUE

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Fax: +91 22 6263 8299
Email: ipo@bigshareonline.com
Investor Grievance
Email: investor@bigshareonline.com
Contact Person: Babu Rapheal
Website: www.bigshareonline.com
SEBI Registration Number: INR000001385

LEGAL ADVISOR TO THE ISSUE

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57A, Om Vihar Phase-III,
Uttam Nagar, Delhi-110059
Enrollment No.: D/958/2020
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STATUTORY AUDITORS

Tattvam & CO.
D-2c, 2nd Floor, Pitampura,
Metro Pillar No. 355,
New Delhi-110034
Telephone: +91 9650777079;
Email: mail@tattvamgroup.in;
Website: www.tattvamandco.com;
Contact Person: Gaurav Saraf;
Firm Registration: 015048N;
Membership Number: 535309;
Peer Review Number: 012129

BANKERS TO THE COMPANY

Bank of Maharashtra
Ground Floor, KP-27,
Community Centre, Pitampura,
New Delhi-110034;
Website: https://bankofmaharashtra.in/
Contact Person: Deepak Antil
Designation: Branch Manager
Contact Number: 8928594439;
Email id: bom1356@mahabank.co.in

BANKERS TO THE ISSUE/SPONSOR BANK

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Telephone: +91 9773537011
Website: www.axisbank.com
Contact Person: Mr. Vishal Lade
CIN: L65110GJ1993PLC020769

DETAILS OF THE UNDERWRITER

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Investor Grievance
Email: compliance@expertglobal.in
Contact Person: Mr. Gaurav Jain
SEBI Registration Number: INM000012874
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Email: info@rikhav.net
Investor Grievance Email Id: info@rikhav.net
Contact Person: Mr. Hitesh Lakhani
SEBI Registration No. INZ000157737

ROYAL SENSE

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