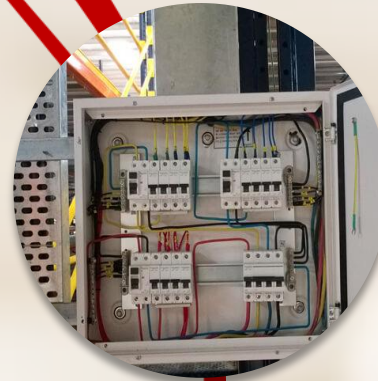




RULKA ELECTRICALS LTD.

Electrifying
The Future



Rulka Electricals Limited

INVESTOR PRESENTATION
MAY 2025



SAFE HARBOR

This document includes certain forward-looking statements which are tentative, based on current expectations of the management of Rulka Electricals Limited. These statements are based on management's current expectations or beliefs and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological, and/or regulatory factors, exchange rate fluctuations, cash flow projections, interest, and other costs. Rulka, its directors, and any of the affiliates or employees are under no obligation to and expressly disclaims any such obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, or otherwise. Rulka does not undertake any obligation to revise or update any forward-looking statement that may be made from time to time by or on behalf of the Company

MANAGEMENT COMMENTARY



Mr. Nitin Aher,
Whole Time Director

“

Mr. Nitin Aher
Whole Time Director

“ During FY 2024-25 we undertook important structural changes that were essential for sustaining future growth.

While we experienced some **spillover losses from legacy civil projects**, these are now largely behind us. More importantly, we made deliberate investments in our organizational capacity, **establishing a new rental office in Mumbai and expanding our workforce by 40%**. These moves, though they temporarily impacted our bottom line, were **necessary steps to strengthen our operational backbone and scale delivery capabilities**.

Looking ahead to FY26, our strategic priorities include cost optimization through streamlined procurement and automation, expansion into renewable energy and smart infrastructure, strengthening our financial position via debt restructuring and working capital optimization, and broadening our geographic footprint and client base to capture high-value projects across new states. These focused initiatives will enable us to drive sustainable growth and create long-term value for our stakeholders.”

”

EVOLVING THROUGH CONSISTENT MILESTONES

2013-14

- Incorporated as a Private Limited Company
- Set up to cater to the growing demand for high-quality electrical services in different sectors and regions

2015-16

- Secured its first Turnkey contract for different kinds of Electrical and associated work
- Expanded to different states and started to undertake small-scale commercial, retails and warehousing projects for few major brands

2017-18

- Acquired License from the Government of Maharashtra to carry out Electrical Works.
- Started to focus on height works in Warehousing and Industrial electrical works to build a competitive advantage
- Secured its first order above Rs.1 crore Electrical & Associated Works for hazardous types of chemical storage warehouse

2018-19

Expanded its services to include security systems, including CCTV surveillance, Fire Alarm, Access Controls, PA systems and the setting up of an in-house safety department.

2020-21

- Received the QMS ISO 9001:2015 Certification - helped secure projects for electrification of large Retail Stores and industrial plants and enabled participation in common infra projects.
- Received its largest order for a premium industrial and logistics park in Bhiwandi of ~Rs.8 crore, covering an area of approximately 100 acres.
- Invested in a multi-floor storage facility at a prime location in Mumbai
- Successfully increased footprint in Pune

2021-22

- Set up an office in New Delhi to cater to expanding the footprint in Northern India.
- Registered with a PWD license in Class "A" from the Government of Maharashtra.

2022-23

- Forayed into offering services for solar systems.
- Received an order for Solar Work of 450 KW capacity in Bhiwandi from our existing client
- Vertical integration into Fire Fighting Works to reduce reliance on external suppliers and contractors.

2023-24

- Converted to a public limited company, Rulka Electricals Ltd
- Initiated IPO listing with NSE Emerge.
- Started bidding & empanelment in various Govt. organization

OVERVIEW



12+

Years Since Inception



133

Projects Under Execution



146

Employees on Roll



17

States Serviced



53.6%

Revenue CAGR in Past 3 Years



100%

Revenue from Turnkey Projects



OFFERINGS



EDC - Electrical Services

Electrical Contracting Services

- Retail & Commercial Electrical & Data Works.
- Electrical Turnkey Projects (Commercial and Industrial)
- DG Installation Testing & Commencing
- Transformer Installation Testing & Commencing
- 2 / 4 Pole Structure Supply & Installations

Commercial Electrical Services

- Execution of Retail & Commercial Electrical & Data Works
- Retail & Commercial Electrical & Data Maintenance with cost-effective solutions.

Data and Voice Cabling Installation Services

- Data & Voice Cabling with trunking or piping.
- Data Rack Supply & Installations
- Voice Krone Box Fixing & Punching
- Establishment of Epax Systems.
- Patch Panel & I/O. Terminations



EDC - Fire Fighting Systems

Industrial and Commercial Installations of:

- Fire Alarms
- Sprinkler Systems
- Fire Extinguishers
- Fire Suppression Systems.
- Fire Hydrants
- Fire Hose Reels
- Fire Safety Signage
- Fire Safety Plans
- Maintenance and Inspections
- Regulatory Compliance

Security Systems

CCTV Systems Services

Public Address Systems

IT & Networking Services

Access Control Systems

Solar Systems

Audio Video Systems Services

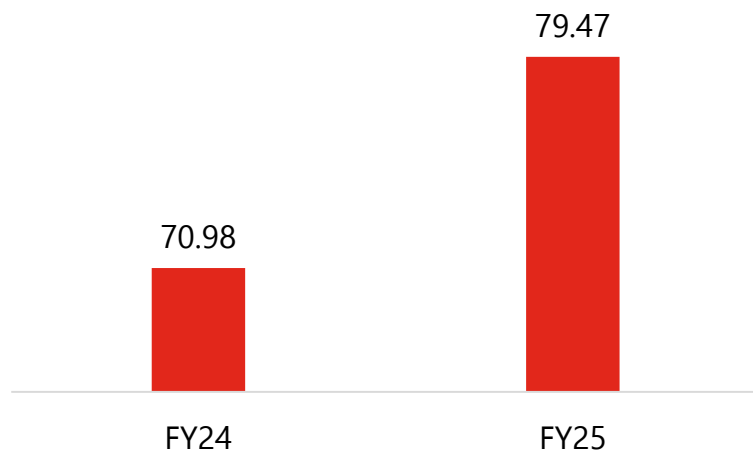
PERFORMANCE HIGHLIGHTS

- Order book reached ₹68.40 crore from H1 FY25 and it grew to ₹93.98 crore in H2 FY25, with total FY25 orders at ₹ 163.28 crore, with the pending orders to be completed by FY'26.
- Expanded client base and secured orders across key states in India during FY 2024-25, including Tamil Nadu, Uttar Pradesh, Madhya Pradesh, Haryana, Gujarat, Andhra Pradesh and Telangana, **with an eye on warehousing and retail sector.**
- Achieved strong revenue growth across key business segments during FY 2024-25 — Electrical Works revenue increased from **₹48.85 crore to ₹58.19 crore** and Firefighting Systems' revenue increased from ₹14.84 crore to ₹21.56 crore.
- Despite maintaining growth momentum in FY25, Rulka Electricals Limited faced significant margin pressure due to **rising input costs, higher labor expenses, increased compliance costs and non-scalable overheads while executing large-scale projects.**



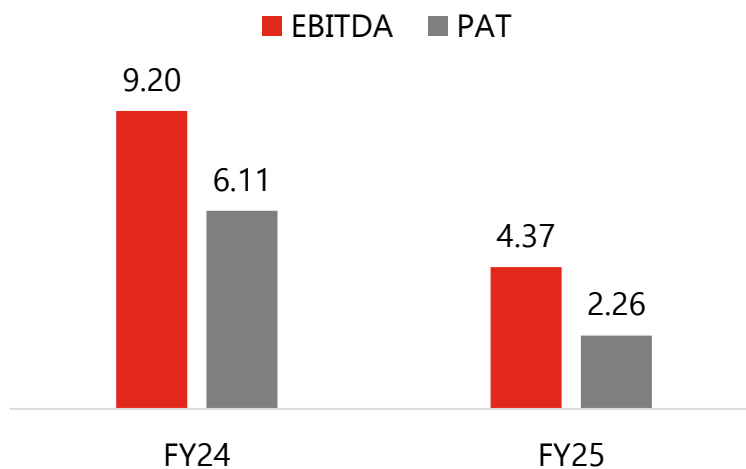
FINANCIAL PERFORMANCE (YoY)

Revenue (In Cr.)



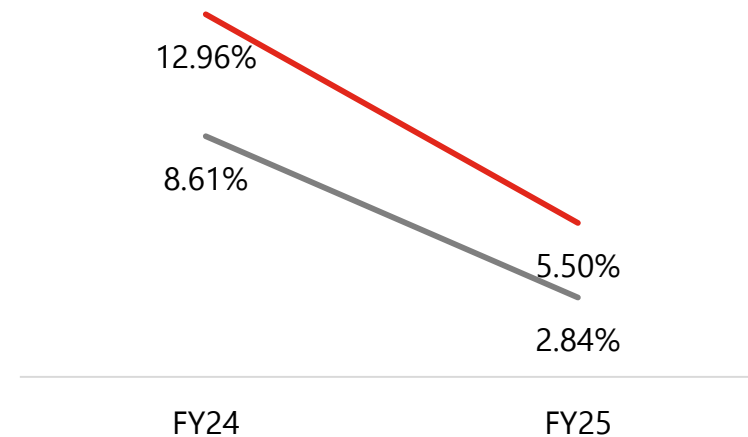
Revenue

Profitability (In Cr.)



EBITDA

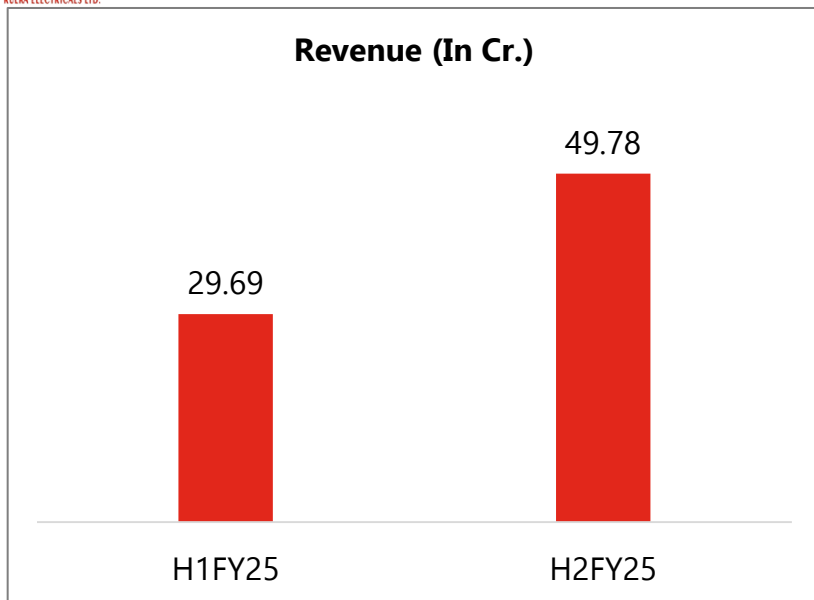
EBITDA Margin (%) PAT Margin (%)



PAT

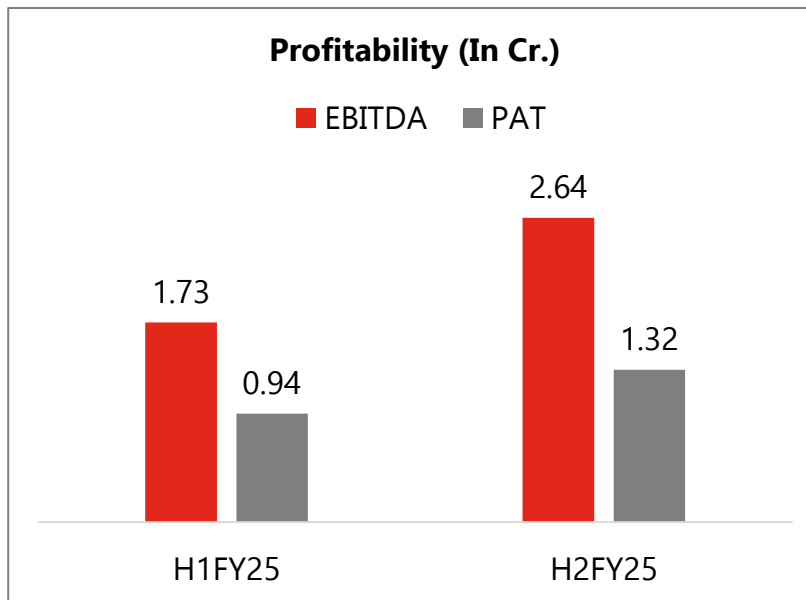
FINANCIAL PERFORMANCE (HoH)

Revenue (In Cr.)



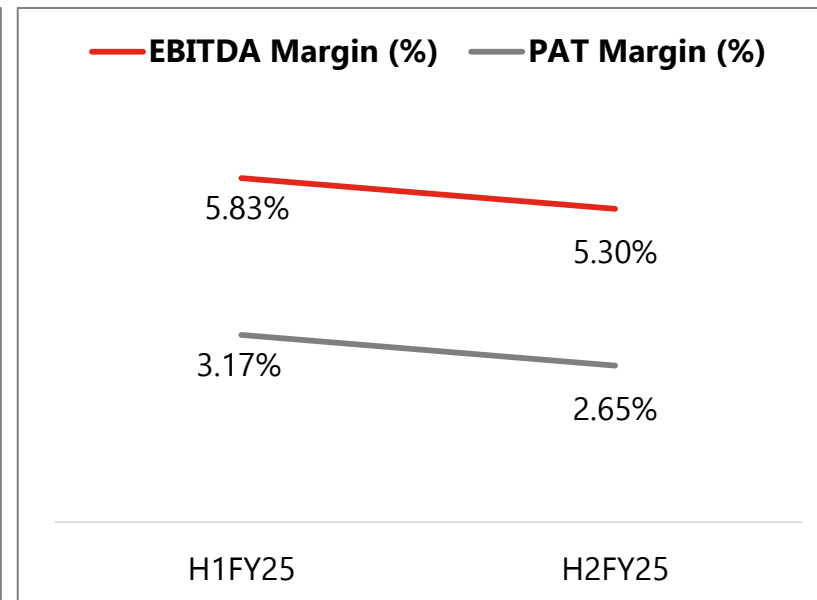
Revenue

Profitability (In Cr.)



EBITDA

EBITDA Margin (%) PAT Margin (%)



PAT

H2FY25
Rs. 49.78 Cr.

H2FY25
Rs. 2.64 Cr.

H2FY25
Rs. 1.32 Cr.

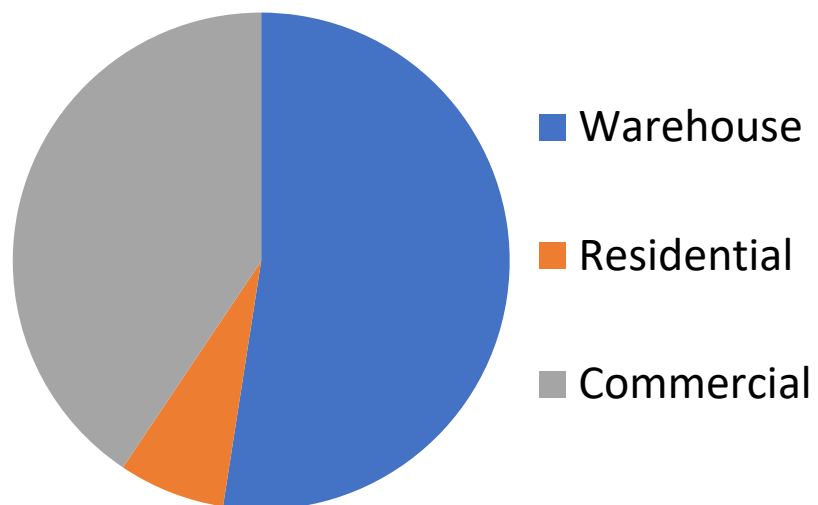
PROFIT AND LOSS STATEMENT

Particulars (In Lakhs)	H2FY25	H1FY25	H2FY24	FY25	FY24	HOH Growth%	YOY Growth%
Total Revenue	4969.33	2984.49	3484.38	7953.82	7128.92	67%	12%
Total Expenses	4512.89	2679.5	2481.21	7192.39	5373.27		
EBITDA	264.33	172.69	541.44	437.02	919.84	53%	-52%
EBITDA %	5.32	5.79	15.54	11.11	12.90		
Finance Costs	54.99	31.36	43.38	86.35	68.89		
Depreciation and amortization Expenses	17.23	9.02	7.47	26.25	15.14		
Profit before prior-Period items and tax	192.11	132.31	461.73	324.42	835.81		
prior - Period items	0	0	0	0	0		
PBT	192.11	132.31	490.59	324.42	835.81	45%	-61%
Tax Expenses	60.31	38.55	118.66	98.86	224.74		
PAT	131.8	93.76	371.93	225.56	611.07	41%	-63%
PAT %	2.65	3.14	10.67	5.79	8.57		
EPS	3.19	2.27	10.91	5.46	17.99		

SEGMENT WISE REVENUE (FY'25)

Warehouse	Residential	Commercial	Total
IN 41.6Cr	INR 5.5Cr.	INR 32.2Cr.	INR 79.4 Cr.

Sales (Cr.)



STRATEGIC ROADMAP FOR GROWTH

Optimal Utilisation of Resources

Consistent focus on investing in the future - develop customized systems and processes to ensure effective management control

Improve operational efficiencies

Eye on the margin
To leverage technology and analytics to further deepen cost reduction without hampering the execution quality

Leverage Relationships

Focus on upskilling talent
Ride on customer goodwill to extend to newer geographies and sectors while capitalising on the India opportunity



STRATEGIC VISION & INVESTOR PROMISE



Future Roadmap

- Actively exploring opportunities in **renewable energy and solar EPC contracts**, aligning with India's sustainability goals.
- Expanding presence in **smart building technology** and **energy-efficient solutions**.
- Strengthening expertise in core business segments (having higher margins): **Electrical Works, Firefighting Systems, IT Infrastructure and CCTV Installations**.

Our Promise to Investors

- **Innovation & Excellence** in delivering high-quality electrical and infrastructure solutions.
- **Transparency & Sustainable Growth** backed by robust financial performance.
- **Strategic Expansion** into new markets including **renewable energy** and **smart infrastructure**.

FY26 ACTION PLAN: GROWTH & OPTIMIZATION



01

Expand into new states beyond current markets, focus on high-value industrial and commercial projects and deepen relationships with both government and private sector clients.



02

Target solar EPC contracts to align with India's clean energy goals, develop smart building technologies for energy efficiency and build strategic partnerships with sustainability-driven enterprises.



03

Undertake debt restructuring to improve liquidity, optimize working capital management for better cash flow and enhance investor engagement to reinforce market confidence post-IPO.



04

Expand into new states beyond current markets, focus on high-value industrial and commercial projects and deepen relationships with both government and private sector clients.

Cost Optimization & Efficiency

Expansion into Renewable Energy & Smart Infrastructure

Strengthening Financial Position:

Geographic Expansion & Client Diversification



OUR TEAM: POWERING PROGRESS



- We are an employee centric company. Their passion and commitment drives our success.
- Through frequent training and development programs, we empower them to excel.
- Their collaborative spirit, dedication and expertise are the HALLMARKS of our team's excellence



HSE Achievement Project –
One Million Safe Hours with
No Loss Time - Kothur
Logistics Park Project - **2023**



Outstanding
Performance in Safety
and Quality at Indospace
Chakan Project - **2023**



Outstanding Contribution to
QHSE at Indospace Chakan
Project - **2023**



Momento of appreciation
from NY Cinema - **2024**



In appreciation with
the Outstanding
Service at DCB Group
of Warehouse,
Chennai - **2024**



Certificate of Appreciation
at WOLP Bhiwandi Project
with No Loss Time Accident
- **2022**



Certificate of Appreciation in
the S200 Warehouse Project
of LP Logiscience LLP,
Bhiwandi - **2023**



Award of Excellent
Performance in EHS at
Power of One Logistic
Parks Pvt. Ltd. - **2024**



Certificate of Appreciation
– Ascendas - **2024**



Certificate of
Appreciation on
successful completion
of Welspun Bhiwandi
Project - **2023**



Warehousing



Commercial

INDOSPACE
a GLP joint venture

LILADHAR PASOO
SINCE 1919

TOLL

firststory
big store for little ones

ANTONOV
INDUSTRIAL PARKS

WELSPUN ONE
Logistics Parks

HORIZON
INDUSTRIAL PARKS

JRGL
ROBINSONS GLOBAL LOGISTICS SOLUTIONS

APTIV

METRO
SHOES

Mahindra
LOGISTICS

LODHA
INDUSTRIAL AND LOGISTICS PARK

b
bigbasket

DELHIVERY
Small World

FM LOGISTIC

DB SCHENKER

D Mart

ascendas FIRSTSPACE
A CapitalLand-Firstspace Joint Venture

INOX
LIVE THE MOVIE

TIMEZONE

ny
COME AND LIVE IN EROD

RUNWAL
With you, always...

TG GROUP

K RAHEJA CORP

EROS
INTERNATIONAL

INT
ADITYA BIRLA CENTRE
FOR PERFORMING ARTS

PHOENIX
MARKETCITY

PACIFICA
COMPANIES

PVR
A PVR INOX EXPERIENCE

SUN
PHARMA

NTT Group

Mastek

AMBROSIA GALAXY
THE ULTIMATE BUSINESS GALAXY

ISPRAVA



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Thank You