

Date: 3<sup>rd</sup> August, 2023

To,  
The Manager,  
Compliance Department,  
**National Stock Exchange of India Limited**  
Exchange Plaza, Plot No. C/1,  
G Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai - 400 051.

To,  
The Manager,  
Compliance Department,  
**BSE Limited**  
Corporate Service Department,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai - 400 001.

Dear Sir / Madam,

Re: **Tribhovandas Bhimji Zaveri Limited. Script Code & ID: 534369 / TBZ**  
Sub: **Investors / Analysts' Presentation {Disclosure of Material Event/  
Information under Regulation 30 of SEBI (Listing Obligations and  
Disclosure Requirements) Regulations, 2015}**

Further to our letter dated 25<sup>th</sup> July, 2023 on the Conference Call, and pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, a copy of the Earnings Presentation that we propose to make during the Conference Call for analyst and investors scheduled to be held on **Thursday, 3<sup>rd</sup> August, 2023 at 3.30 p.m. (IST)** is enclosed and the said Earnings Presentation has also been uploaded on the Company's Website at [www.tbztheoriginal.com](http://www.tbztheoriginal.com).

We request you to kindly take the same on record.

Thanking You.  
Yours faithfully  
For **Tribhovandas Bhimji Zaveri Limited**



**Niraj Oza**  
Head - Legal & Company Secretary

Encl: as above



CIN No : L27205MH2007PLC172598

Regd. Office: 241/243, Zaveri Bazar, Mumbai - 400 002. Tel.: +91 22 4046 5000/01, 6130 0505.  
11th Floor, West Wing, Tulsiani Chambers, Free Press Journal Road, Nariman Point, Mumbai - 400 021, Tel.: 022 3073 5000  
[www.tbztheoriginal.com](http://www.tbztheoriginal.com)

tbz<sup>®</sup>

The original since 1864

TRIBHOVANDAS BHIMJI ZAVERI  
SHRIKANT ZAVERI GROUP

ONE TBZ  
PROMISE: 158  
TRUST OF YEARS

# INVESTOR PRESENTATION

Q1FY24 Results

# Disclaimer

This presentation has been prepared by Tribhovandas Bhimji Zaveri Limited ("TBZ") for informational purposes only and does not constitute or form any part of any offer, invitation or recommendation to purchase or subscribe for any securities in any jurisdiction, and no part of it shall form the basis of, or be relied upon in connection with, any contract or commitment on the part of any person to proceed with any transaction.

The information contained in this presentation has not been independently verified. No representation or warranty, express or implied, is made and no reliance should be placed on the accuracy, fairness or completeness of the information presented or contained in these materials.

Any forward-looking statements in this presentation are subject to risks and uncertainties that could cause actual results to differ materially from those that may be inferred to being expressed in, or implied by, such statements. Such forward-looking statements are not indicative or guarantees of future performance. Any forward-looking statements, projections and industry data made by third parties included in this presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

This presentation may not be all inclusive and may not contain all of the information that you may consider material. The information presented or contained in these materials is subject to change without notice and its accuracy is not guaranteed. Neither the Company nor any of its affiliates, advisers or representatives accepts liability whatsoever for any loss howsoever arising from any information presented or contained in these materials. This presentation cannot be used, reproduced, copied, distributed, shared or disseminated in any manner. No person is authorized to give any information or to make any representation not contained in and not consistent with this presentation and, if given or made, such information or representation must not be relied upon as having been authorized by or on behalf of TBZ.

Q1FY24 Results Update

Page

04

About Us

Page

11

Business Model

Page

16

---

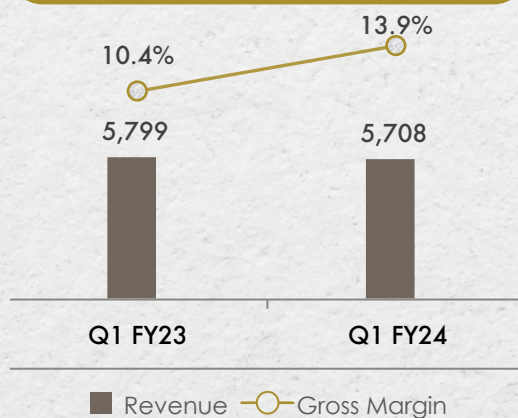
# DISCUSSION SUMMARY

# Q1FY24 RESULTS UPDATE

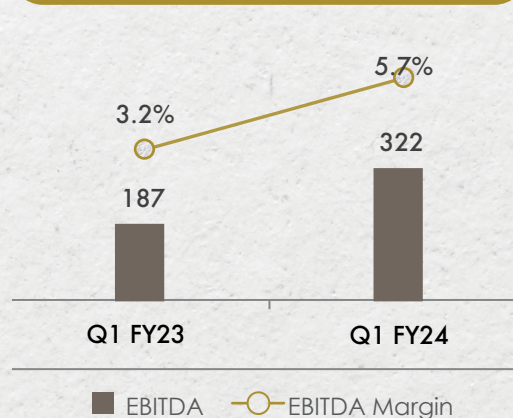


# Q1 FY24 - Result Highlights (In ` Mn)

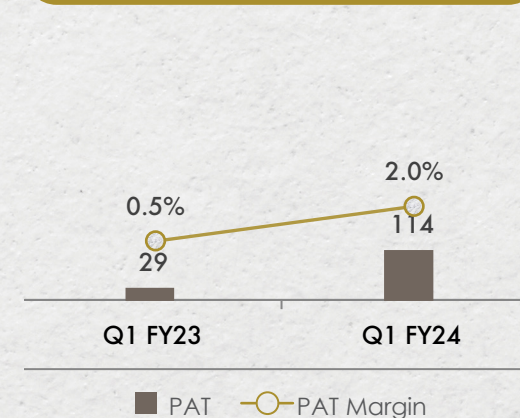
Revenues & Gross Margin (%)



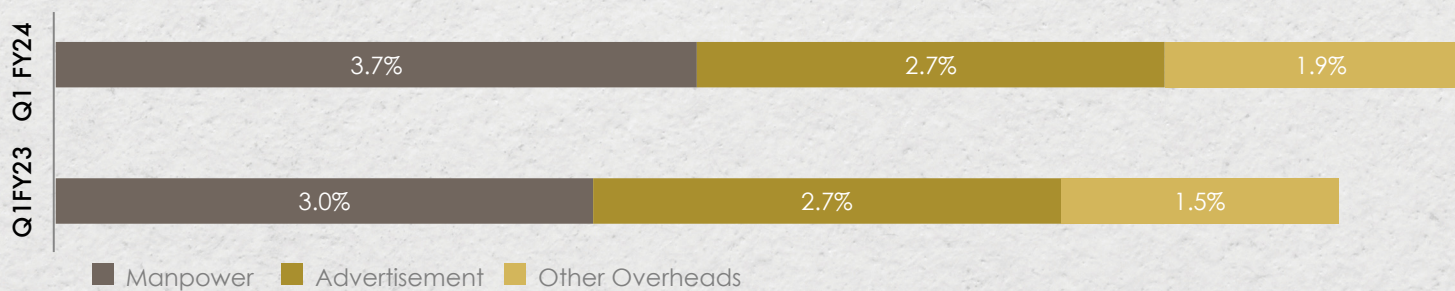
EBITDA & EBITDA Margin (%)



PAT & PAT Margin (%)



Operating Cost (% of Total Revenue)



# Q1 FY24 - Key Takeaways

## Key Margin Highlights:

- The Company's Gross profit achieved an Increase of 30.7% YoY, aided by strategic initiatives and cost optimization measures during the year. Gross Margin improved by 342 bps.
- The Company witnessed a strengthening of its EBITDA by 72.6% YoY to Rs. 32.22 crore, reflecting a healthier balance between revenue generation and cost management.
- EBITDA Margin improved by 243 bps.
- Recorded positive growth in Profit After Tax (PAT) of 293.7% YoY to reach Rs. 11.4 crore, underscoring improving profitability and returns.
- We hosted a grand relaunch for our store of Indore & Kolkata CIT store with Ms. Sara Ali Khan, who also hosted our anniversary celebrations and the launch of our new Kalpavruksha Plan.
- Aggressive advertising and marketing campaigns were activated to attract higher walk-ins.
- Product mix evolved with several new and appealing designs added to the product portfolio.



# Q1 FY24 - Standalone Profit & Loss Statement (In ` Mn)

| Particulars (In ` Mn) | Q1FY24 | Q1FY23 | YoY%    |
|-----------------------|--------|--------|---------|
| Net Revenues          | 5,708  | 5,799  | -1.57%  |
| COGS                  | 4,917  | 5,194  | -5.33%  |
| Gross Profit          | 791    | 605    | 30.73%  |
| Gross Margin (%)      | 13.9%  | 10.4%  | 342 bps |
| Personnel Expenses    | 209    | 176    | 18.82%  |
| Other Expenses        | 260    | 243    | 7.18%   |
| EBITDA                | 322    | 187    | 72.58%  |
| EBITDA Margin (%)     | 5.7%   | 3.2%   | 243 bps |
| Depreciation          | 63     | 56     | 12.14%  |
| Other Income          | 11     | 25     | -53.59% |
| Interest Expenses     | 119    | 116    | 2.63%   |
| Profit Before Tax     | 152    | 39     | 285.40% |
| Tax                   | 38     | 10     | 262.39% |
| PAT                   | 114    | 29     | 293.71% |
| Profit Margin (%)     | 2.0%   | 0.5%   | 150 bps |



# New Store Launch Indore & Kolkata CIT store

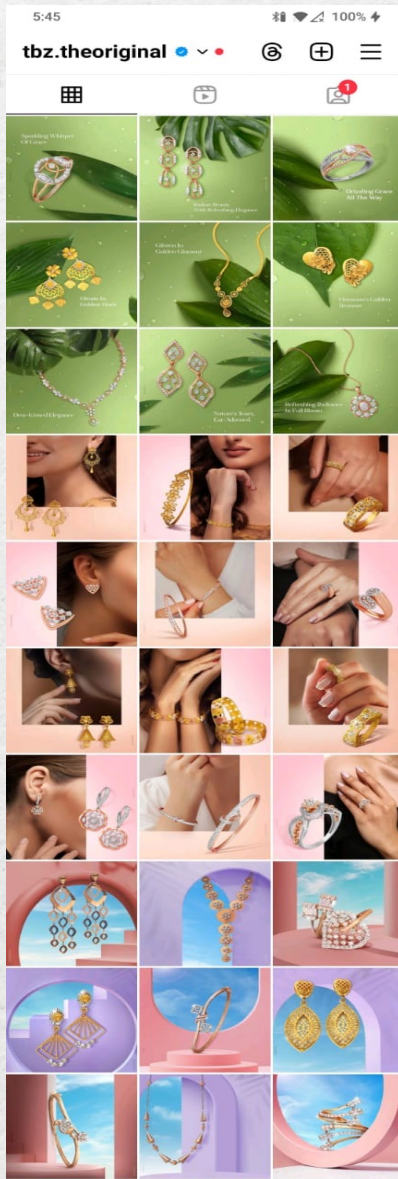


# Marketing Initiatives During the Quarter

- We hosted a grand relaunch for our store of Indore & Kolkata CIT store with Ms. Sara Ali Khan, who also hosted our anniversary celebrations and the launch of our new Kalpavruksha Plan.
- We tied up with SBI Card for a festive offer where the bank funded cashback to customers (up to Rs. 5000 on minimum purchase of Rs. 50,000) via SBI.
- Our digital engagement initiatives garnered a reach of 1353K impressions, with over 1473K followers across social media platforms.
- We launched a new Gold collection "Arya" across our networks, accompanied by the 'Akshaya Tithiya' campaign that garnered reach of 50 million viewers, 96 million impressions, and 2.82 million video views.
- Over 57K customers walked-in in Q1 FY24, with a 10% growth in walk-ins from Q4FY23.



# Marketing Initiatives During the Quarter **contd.**



ONE TBZ PROMISE **158**

Making charges for  
**gold jewellery**  
Now starting at just  
**4.7%\***

**105%**  
on exchange of any old gold

VISIT STORE TO AVAIL SPECIAL OFFERS

**tbz**<sup>®</sup>  
The original since 1864

LAXMI TOWER, OPP TREASURE ISLAND MALL, M. S. ROAD, INDORE, PH: 0731 - 4057682  
(PRESENCE ACROSS INDIA IN 24 CITIES)

ONE TBZ PROMISE **158**

Many ways to Shine this Akshaya Tritiya

**FLAT 50% OFF** ON MAKING CHARGES OF GOLD JEWELLERY

**NO** MAKING CHARGES ON DIAMOND JEWELLERY

PLAN YOUR PURCHASE WITH THE ACQUA/INDORA BUY NOW/PAY LATER PLAN

SBI card  
**₹5,000** CASHBACK

**tbz**<sup>®</sup>  
The original since 1864



# ABOUT US



Why is TBZ

# Different?

**TBZ**

Trusted / Competitive / Advantages

## Pedigree

- 158+ years in jewellery business
- First jeweller to offer buyback guarantee in 1938
- Professional organisation spearheaded by 5<sup>th</sup> generation of the family

## 158+ years of Strong Brand Value

- Healthy sales productivity
- High footfalls conversion
- Multigenerational clientele

## Leader in Specialty Wedding & Occasion Jewellery

- Leader of jewellery in Indian market
- ~ 65% of sales are wedding & occasion related purchases
- Compulsion buying
- Stable fixed budget purchases by customers

## Design Exclusivity

- 8 - 10 new jewellery lines/year
- In-house diamond jewellery production
- Customer loyalty
- Premium pricing

## Scalability & Reach

- 32 stores (1,00,000+ ft.)
- Presence – 25 cities, 12 states

# Distinctive Competitive Advantage: Multigenerational Clientele

## Generational Clientele Strength:

TBZ's multigenerational client base is a significant strength, fostering long-term customer relationships. Families purchasing jewellery from TBZ Ltd. for generations are more likely to continue doing so, resulting in a steady stream of repeat business for the Company.



## Enhanced Brand Awareness:

A multigenerational client base also bolsters brand awareness. Older generations share their positive experiences with younger family members, leading to word-of-mouth referrals and increased market visibility for the Company.



## Deepened Customer Relationships:

Lastly, a multigenerational client base enables TBZ Ltd to strengthen customer relationships. Leveraging families' emotional connections with their jewellery, the Company can establish a deeper bond with customers, increasing satisfaction and loyalty.



## Diversified Revenue Streams:

A multigenerational client base allows TBZ Ltd to diversify its revenue streams. By catering to diverse customers with varying preferences and budgets, the Company can mitigate market fluctuations and maintain a stable revenue stream.



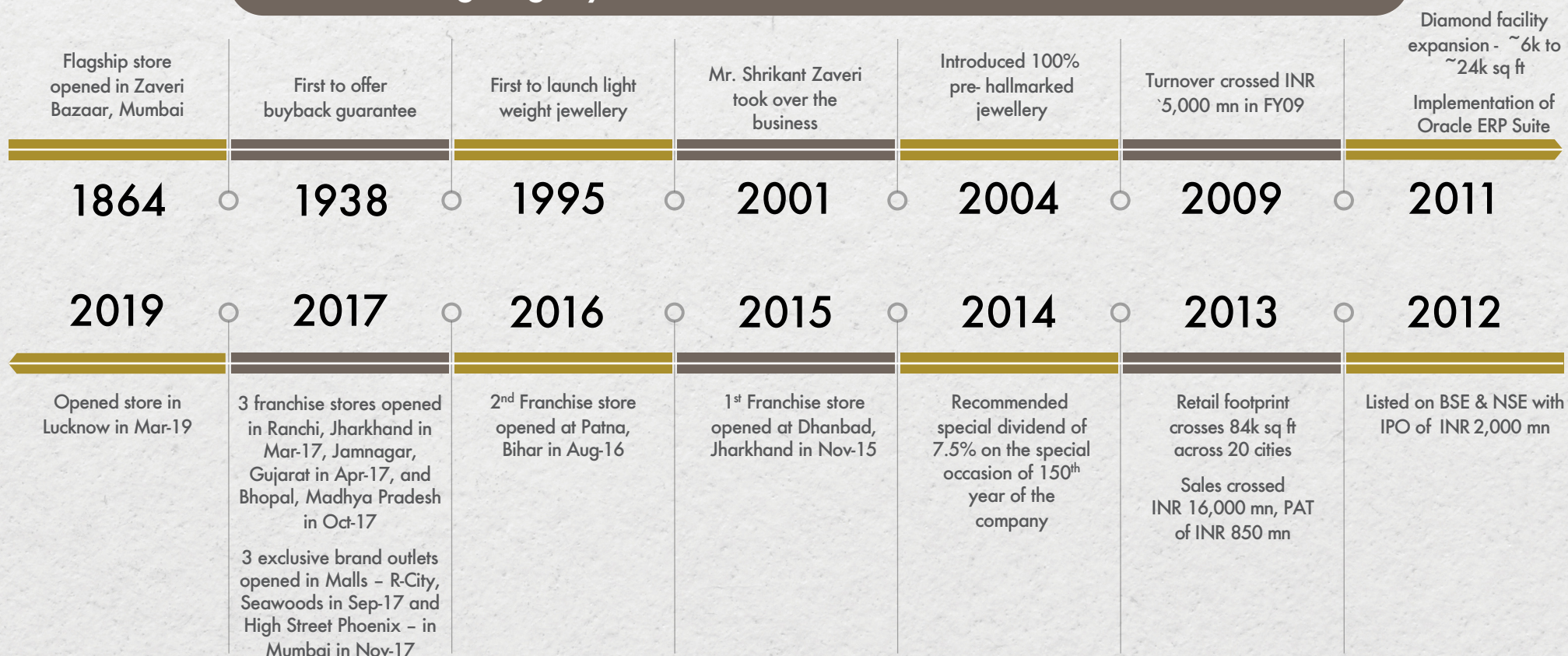
## Informed Product Development:

TBZ Ltd.'s multigenerational client base provides valuable feedback, offering insights into changing preferences and trends among different age groups. This information enables the Company to refine its product development and marketing strategies.



# Key Milestones

Strong Legacy Of More Than 158 Years Built On Trust



Retail

# Presence

Pan-India presence with 32 Stores  
with a Retail Space of ~100,000+ sq. Ft.  
Spread across 25 Cities in 12 States



PRESENT ACROSS  
25 CITIES IN 12 STATES

| Number of Stores                | Till Date  |
|---------------------------------|------------|
| Large Format (> 2,000 sq. ft.)  | 29         |
| Small Format (<= 2,000 sq. ft.) | 3          |
| Total Stores                    | 32         |
| Total Area ( sq. ft)            | ~1,00,000+ |





# BUSINESS MODEL



# Business Model: Manufacturing

## Gold

### Procurement

- Raw Material - Bullion
- Sources:
- Banks – Gold on loan
- Exchange & purchase of old jewellery
- Bullion dealers

### Manufacturing

- Gold jewellery manufacturing is outsourced.
- Vast nation-wide network of 150+ vendors
- Each vendor has an annual gold processing capacity of more than 100 kg.
- These vendors are associated with TBZ since generations and are experts in handmade regional jewellery designs.



# Business Model: Manufacturing contd...

## Diamond

### Procurement

- Raw Material - Cut & polished diamonds

#### Sources:

- DTC site holders

### Manufacturing

- In-house diamond jewellery manufacturing leading to exclusive designs, lower costs, and higher margins
- Manufacturing facility at Kandivali, Mumbai
- The facility also has a sizeable capacity for gold refining and matching capacity for jewellery components manufacturing



# Business Model: Retail

## Efficient Inventory Management



### Small Stores

- $\leq 2,000$  sq ft
- Across the city
- Smaller range
- Lower price points (up to `500k)

### Large Stores

- $> 2,000$  sq ft
- Standalone high street - heart of city
- Wider range
- Higher price points (up to `2,000k)

# Gold Metal Loan: Efficient Sourcing Channel

## Gold Metal Loan Origination

- TBZ takes 10 kg gold from a bank on lease on day 0.
- The contract for gold lease is 180 days.
- TBZ provides a bank guarantee worth 110% of gold leased.
- Total Financing cost (interest on gold lease plus bank guarantee commission) to TBZ is approx. 4.05% p.a.

## Gold Metal Loan Repayment

- TBZ repays the gold daily based on actual sales of gold jewellery.
- The bank converts 1 kg of gold on lease as a sale to TBZ at a reference rate set by them as on day 1.
- TBZ books a purchase of 1 kg of gold.
- The balance 9 kg worth of gold continues to remain on lease.
- TBZ again replenishes the inventory by taking 1 kg of gold on lease from bank on day 1.
- Since TBZ's gold jewellery inventory turns 2-3 times, it repays the gold lease before 180 days.

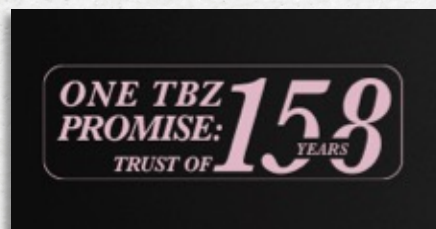
## Gold Metal Loan Advantages

- **Interest Cost Savings:** Borrowing cost on gold lease is significantly lower compared to working capital borrowing cost.
- **No Commodity Risk:** Since gold is taken on lease, there is no gain if gold prices increase or loss if gold prices decrease.

## Gold Metal Loan Limitations

- **Sharp increase in gold prices:** Gold lease is marked to market on a daily basis. So any increase in gold price will cause TBZ to top up its bank guarantee.
- **Bank Guarantee limitations:** Bank guarantee issued by the bank to TBZ is based on the drawing power enjoyed by TBZ.
- **Contract Period:** If TBZ is unable to sell the gold on lease within 180 days, then they will have to convert the balance unutilized gold to purchase.

# Securing Future Growth: Strategic Pillars



## 158+ years of Brand Value Leverage:

TBZ Ltd boasts substantial brand value and a long-standing reputation for quality and craftsmanship. With over 158 years in business, the brand is recognized and trusted by multigenerational customers across India, providing a significant competitive advantage and positioning the Company for continued growth.

## Diversified Portfolio Growth:

TBZ Ltd maintains a diversified product portfolio featuring gold, diamond, and other precious gemstone jewellery. By offering various price points to cater to different customer segments, the Company intends to mitigate market fluctuations' impact and generate a stable revenue stream.

## Retail Expansion Focus:

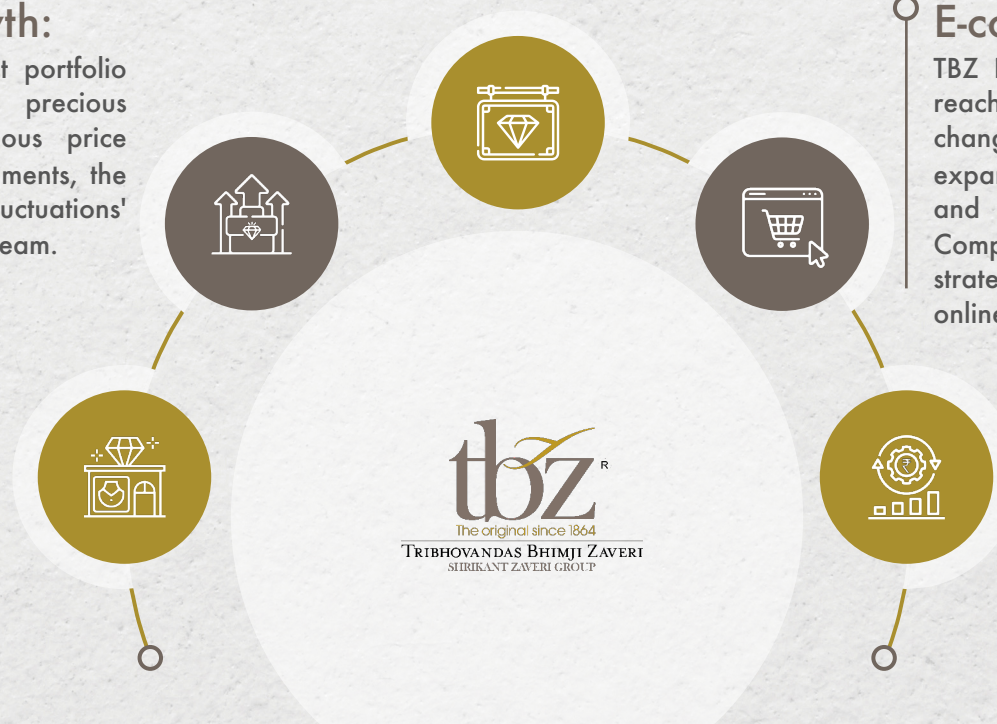
TBZ Ltd focuses on organic growth through its network of stores and judiciously expanding its retail footprint across India by opening new stores in key locations. This strategy will allow the Company to increase its market share and attract new customers. The focus on retail expansion enables TBZ Ltd to leverage its brand value and capture new growth opportunities.

## E-commerce Expansion:

TBZ Ltd is expanding its e-commerce platform to reach a wider audience and accommodate changing customer buying behavior. This expansion has widened the universe of customers and increased sales and revenue growth. The Company will continue focusing on its e-commerce strategy to capitalize on the growing trend of online shopping.

## Financial Performance Strength:

TBZ Ltd is on track to deliver steadily improving financial performance, with consistent revenue growth and profitability. The solid balance sheet, lowering debt levels, and strong cash position sets the Company up for continued growth and expansion in India's exciting growth story.



# Steadfast market steeped in tradition and innovation

## GDP Contribution and Cultural Significance:

The gems and jewellery market contributes approximately 7.5% to India's GDP and 14% to total merchandise exports (IBEF Research). Gold, symbolizing wealth and prosperity, is integral to Indian culture and ceremonies, ensuring continued demand.

## Expanding Middle Class and Disposable Income:

India's middle class is projected to grow from ~30% of the population in 2021 to >60% by 2047 (PRICE Market Research Report). Rising disposable incomes will likely increase spending on luxury items like high-quality, branded jewellery.

## Steadfast Market Growth:

The market was valued at \$78.50 billion in 2021 and is expected to reach \$119.80 billion by 2027, with a CAGR of 8.34%. The popularity of costume and fashion jewellery, especially among younger consumers, contributes to this growth as they seek affordable and versatile options.

## Diamond and Gemstone Awareness:

Growing interest in diamonds and precious gemstones among Indian consumers is expected to boost demand for diamond and gemstone-studded jewellery in the coming years.

## Fashion Jewellery Demand:

The rising popularity of fashion jewellery, particularly among younger consumers, has led to significant growth in this segment, with more consumers seeking affordable, stylish, and versatile options for various occasions.

## E-commerce and Digital Platform Growth:

Increasing internet and smartphone penetration has resulted in a rise in online shopping, expanding the market and increasing accessibility to a wider range of jewellery designs and products.



|                                  |                             |                            |
|----------------------------------|-----------------------------|----------------------------|
| >60% by 2047                     | \$119.80 billion by 2027    | 8.34%                      |
| Middle Class share of Population | Indian Market for Jewellery | Market Size CAGR (2021-27) |

Source: PRICE

# Harnessing Our Core Strengths to Drive Success

## Consumer Trust:

TBZ is an age-old established brand known for its innovative designs, the quality of its artistry, and unquestionable product authenticity, enjoying a loyal base of multigenerational clientele.

## Industry Benchmark:

In the Indian jewellery market, TBZ holds a distinguished position for its exemplary corporate governance, setting it as the industry's peer benchmark.

## Resilient Heritage:

Spanning over 158+ years, the Company has navigated multiple economic disruptions, coming out strong after each cycle.



## Domestic Focus:

Since TBZ primarily concentrates on the domestic jewellery market, it remains protected from the impact of international economic challenges.

## Digital Expansion:

The Company is establishing a robust online presence featuring 'shop-from-home' options and video call functionalities.

## Middle-Class Growth:

TBZ is strategically positioned to capitalize on the remarkable growth of the expanding Indian middle class, and their surging aspirations and spending in India.



# Awards & Recognition

- BEST BRACELET DESIGN AWARD AT THE 9<sup>TH</sup> EDITION OF JJS-IJ Jewellers Choice Design Awards – 2019
- “CONTEMPORARY DIAMOND JEWELLERY AWARD” & “TREASURE OF THE OCEAN ”
- GJC’S NATIONAL JEWELLERY AWARD 2018
- “DIAMOND VIVAH JEWELLERY OF THE YEAR” Retail Jeweller India Awards – 2018
- “INDIA’S MOST PREFERRED JEWELLERY BRAND” UBM India – 2017
- “BEST RING DESIGN OVER Rs. 2,50,000” JJS-IJ Jewellers Choice Design Awards – 2016
- “TV CAMPAIGN OF THE YEAR” 12<sup>th</sup> Gemfields Retail Jeweller India Awards – 2016
- “DIAMOND JEWELLERY OF THE YEAR” 12<sup>th</sup> Gemfields Retail Jeweller India Awards – 2016
- “BEST NECKLACE DESIGN AWARD – 2016” JJS-IJ Jewellers’ Choice Design Award – 2016
- “ASIA’S MOST POPULAR BRANDS – 2014” World Consulting & Research Corporation (WCRC) – 2014



# CSR Initiatives – Project Pankhi

Project PANKHI, a flagship program designed to address the pervasive issue of gender-based violence faced by women in our society.

## Face to Face Counselling

- Counsellors engaged in 4 different community settings in Mumbai, Ahmedabad and Kochi
- 324 counselling case handled in person
- 828 joint and individual counselling sessions conducted

## Awareness and Empowerment

- 1,362 Lives impacted through community awareness sessions on gender-based violence laws
- 59 children made aware of gender equality practices through school workshops

## Telephonic Counselling

- 560 Calls received through helplines
- 26 Women aided through Telephonic counselling

## Implementing Partners:-

- ❖ Stree Mukti Sanghatana, Mumbai, Urja, Mumbai, Cultural Academy for Peace, Kochi, AWAG, Ahmedabad



# CSR Initiatives – Ek Disha: Empowering Minds, Transforming Futures of BMC and TMC School Children

At Ek Disha Project, we believe in the power of Quality Education as a catalyst for achieving sustainable development goals and uplifting the nation as a whole.

- 2 BMC School– Gliderlane, Balaram, BMC schools in Mumbai Central , 1 TMC School – 38 School Number supported in Thane
- 8 Schools - 1103 students to be benefited from the Learning Room Project
- Learning room has digital library and books for creating global perspective

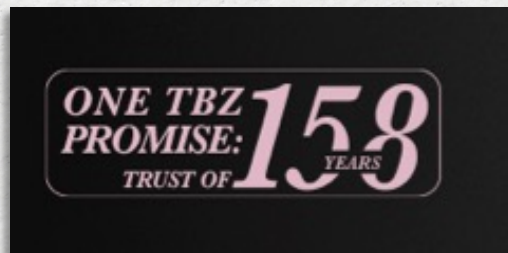
They encourage the students to work towards their dreams through constant learning, skill development, hard work and passion.

- **46 Schooling Sessions** conducted
- **32 Teachers ( 24 teachers at Gilderlane and 8 teachers at Balaram School) are being trained in the Learning Room** to provide quality education to the children studying in the BMC school.
- **600 BMC teachers from M-Ward** are trained through teachers capacity building workshops that focus on delivering impactful teaching experiences in their class rooms.

Employees of TBZ are enthusiastically contributing towards developing the ability of the children by sharing their knowledge, skills and quality time once a month – 50 Students benefited through this engagement.



www.tbztheoriginal.com



THANK  
YOU



**Mukesh Sharma**  
CFO

mukesh.sharma@tbzoriginal.com



**DICKENSON**

**Shankhini Saha**  
Associate Director

tbz@dickensonworld.com