

# INVESTOR PRESENTATION



**ROYAL  
SENSE**

[www.royalsense.in](http://www.royalsense.in)

INVESTOR  
PRESENTATION

ROYAL  
SENSE LTD

FEBRUARY  
2024

## INDEX

**CORPORATE OVERVIEW**

**BUSINESS OVERVIEW**

**FINANCIAL PERFORMANCE**

**IPO DETAILS**

[www.royalsense.in](http://www.royalsense.in)

# CORPORATE OVERVIEW

COMPANY SNAPSHOT

ABOUT COMPANY

OVERVIEW

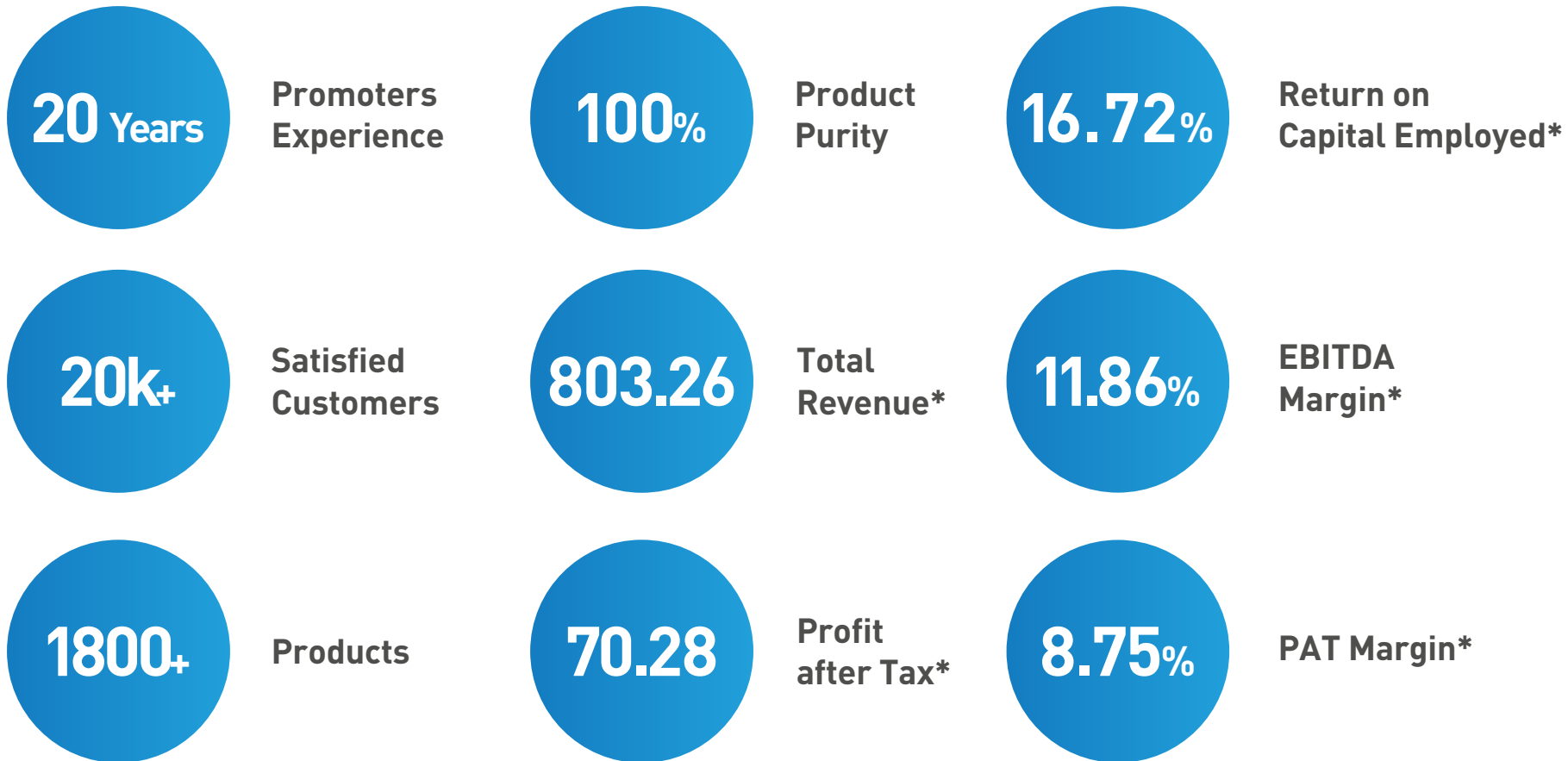
JOURNEY / MILESTONES

TEAM / KEY MANAGEMENT

[www.royalsense.in](http://www.royalsense.in)



# COMPANY SNAPSHOT



\*6 months ended September 2023

## OVERVIEW

<b>FINANCIAL HIGHLIGHTS</b>	<b>FY 2020-21*</b>	<b>FY 2021-22*</b>	<b>FY 2022-23*</b>	<b>FY 2023</b> 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-the-art 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.

# 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.

# 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

SECTOR OVERVIEW

BUSINESS OVERVIEW

BUSINESS SEGMENTS

KEY PRODUCTS

OUR PRESENCE

CLIENTELE

[www.royalsense.in](http://www.royalsense.in)



# 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](http://www.ibef.org)

**US\$ 50 bn**

**Indian market for medical equipment is predicted to increase by 2025**

**4<sup>th</sup>**

**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.**

## 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**



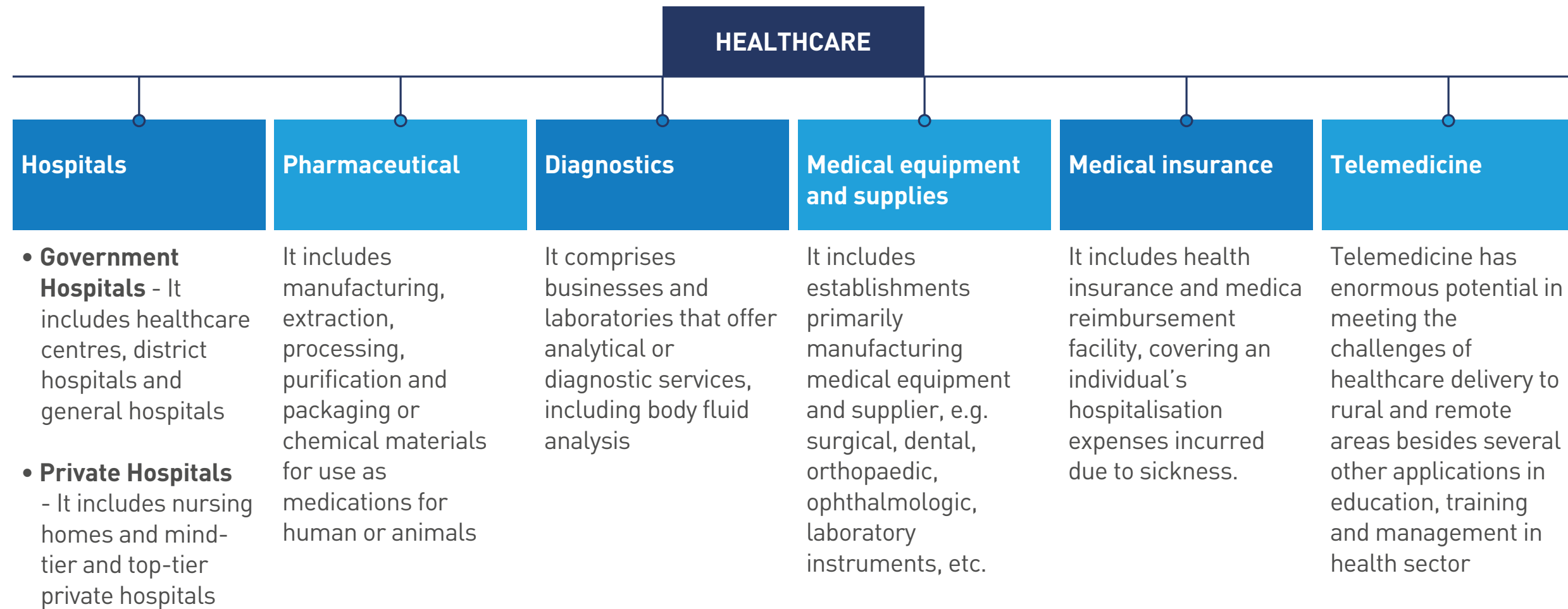
**Strengthening up our business through effective branding, promotional and digital activities**



**Maintaining cordial relationship with our Suppliers, Customer and employees**

# BUSINESS SEGMENTS

## THE HEALTHCARE MARKET FUNCTIONS THROUGH FIVE SEGMENTS

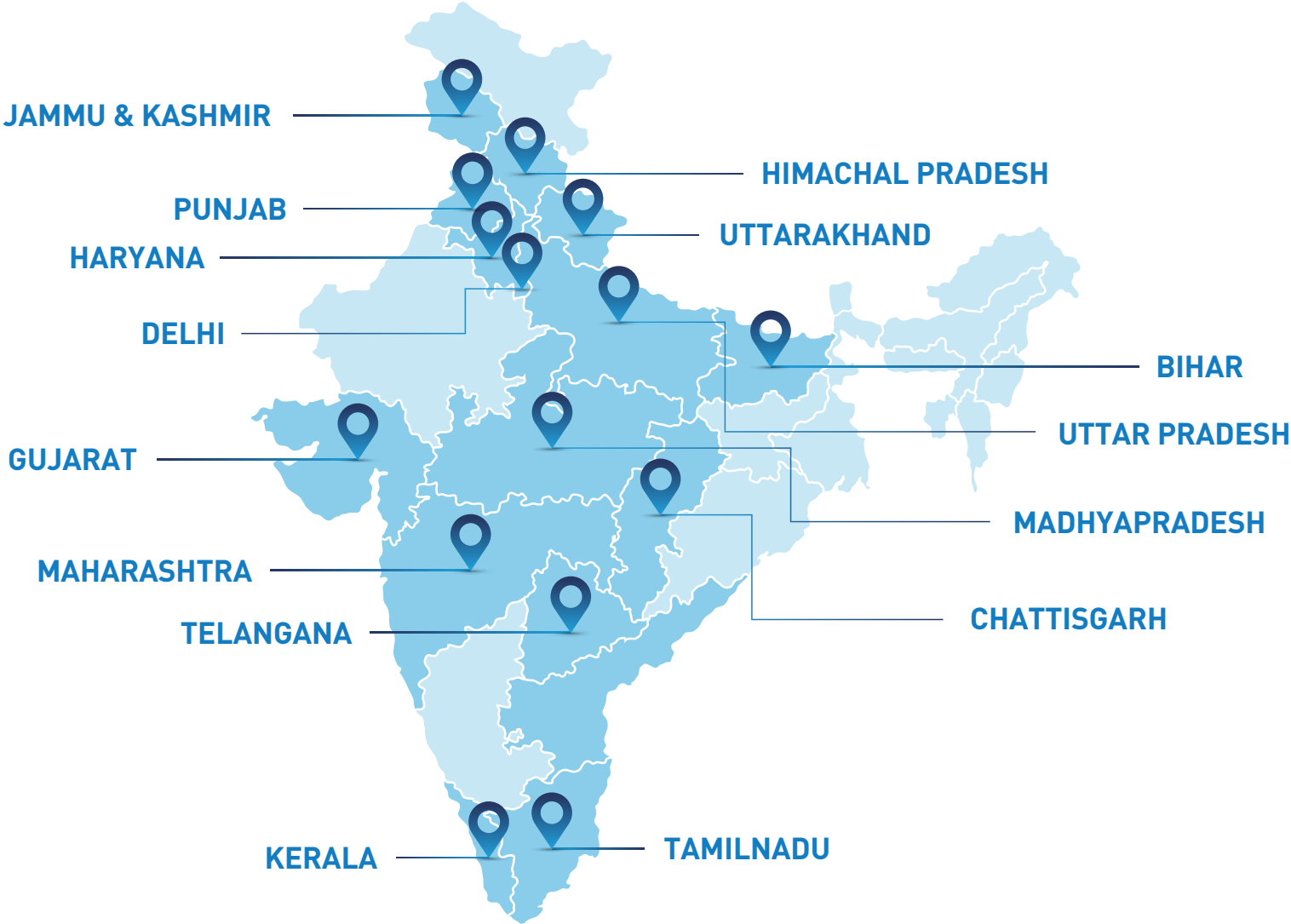


## KEY PRODUCTS

### 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

# OUR PRESENCE



## 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

[www.royalsense.in](http://www.royalsense.in)



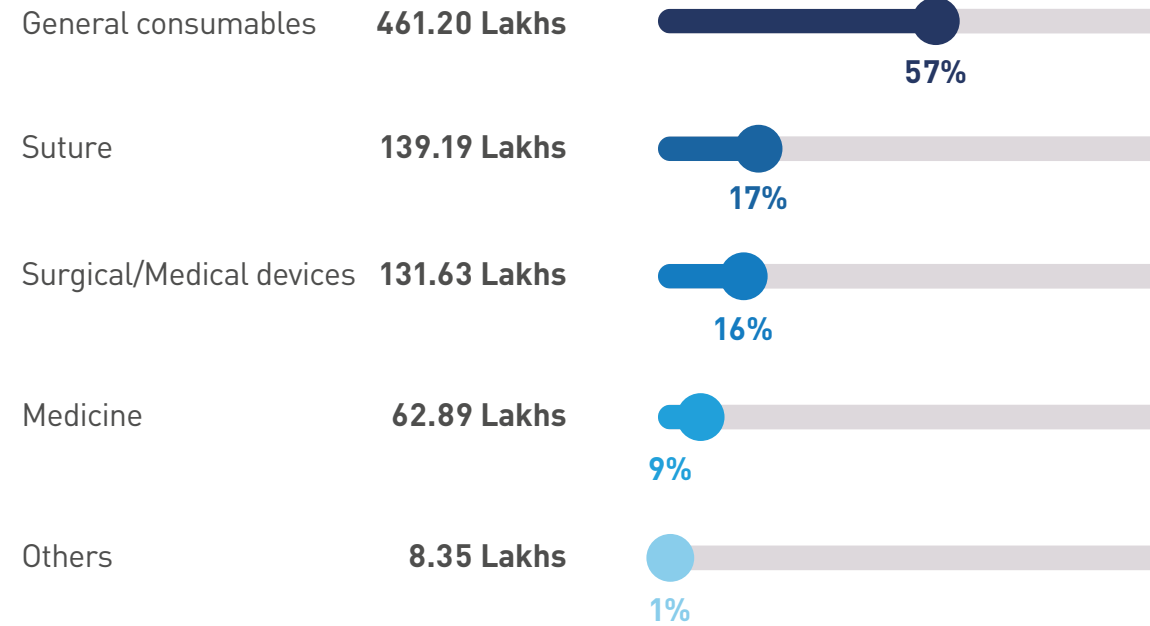
# REVENUE MODEL

**803.26**  
Lakhs

**Total Revenue FY23**  
(As on Sept 23)

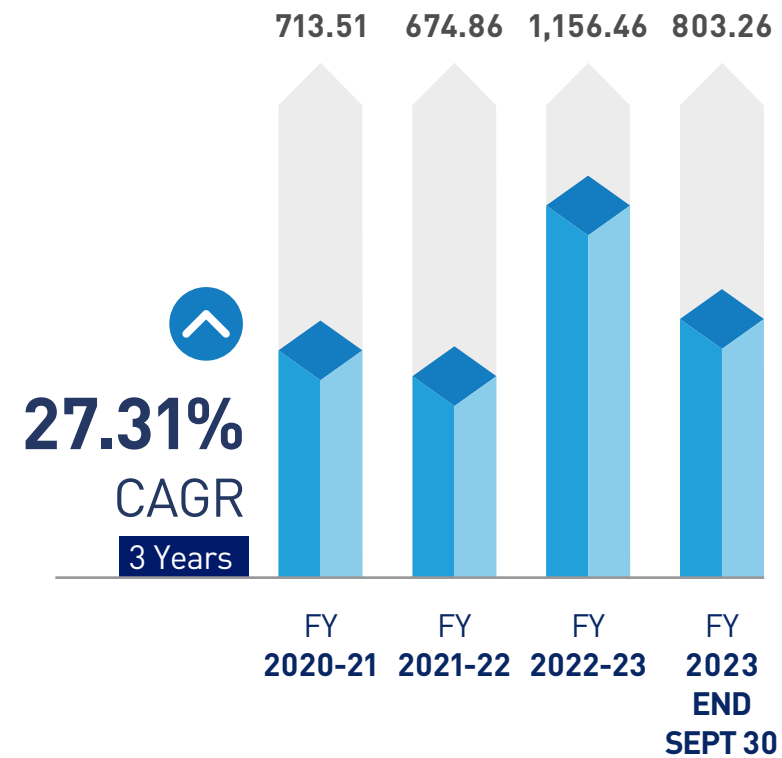
**800+**

**SKUs**

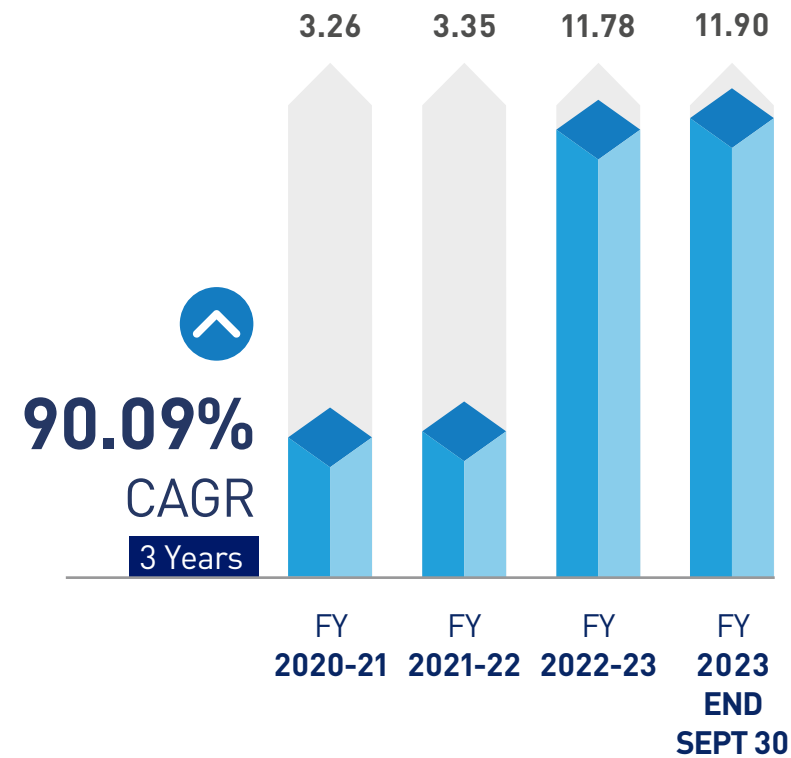


# FINANCIAL PERFORMANCE

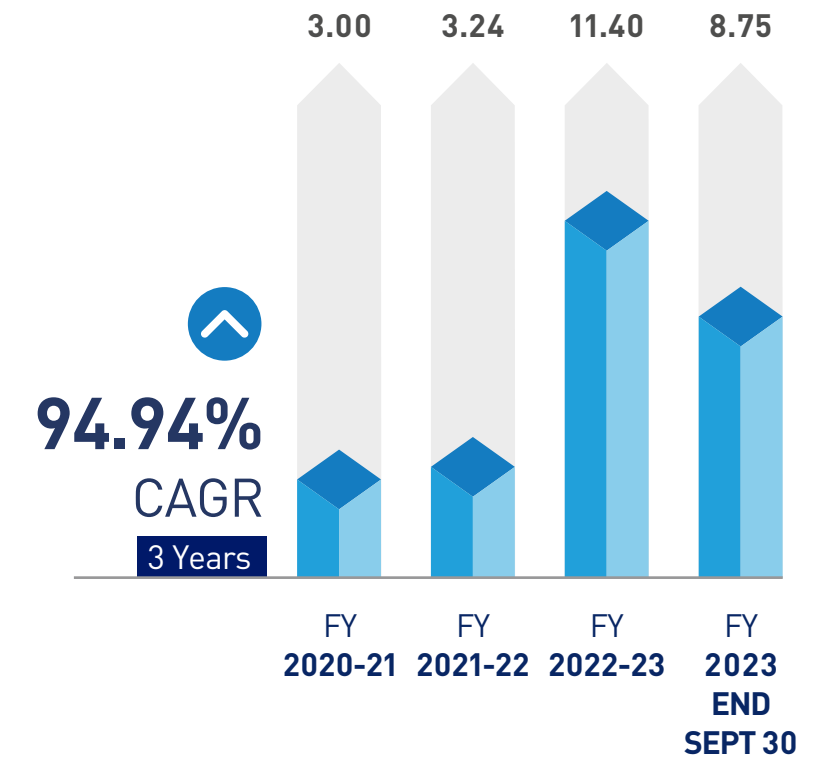
## REVENUE



## EBIDTA%



## PAT%



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

# INVESTMENT RATIONALE

OBJECT OF THE ISSUE

IPO DETAILS

INVESTMENT RATIONALE

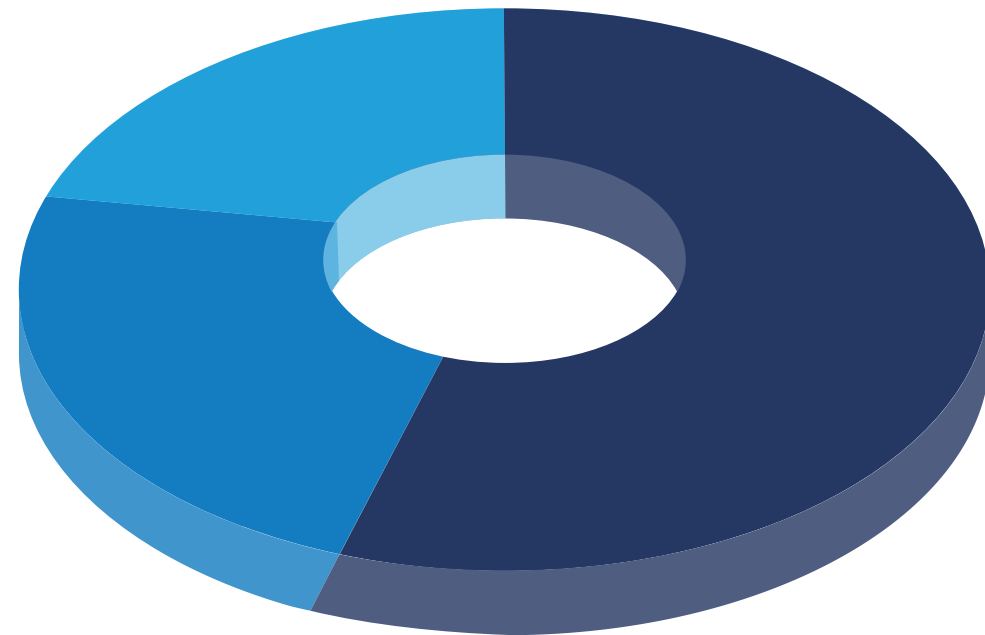
IPO INTERMEDIARIES

CONTACT SLIDE (WITH DISCLAIMER)

[www.royalsense.in](http://www.royalsense.in)



# OBJECT OF THE ISSUE



	Amount <small>(INR in Lakhs)</small>	Percentage
■ Working Capital Requirements	<b>600.00</b>	<b>60.85%</b>
■ General Corporate Purposes	<b>240.00</b>	<b>24.34%</b>
■ Issue Expenses	<b>146.00</b>	<b>14.81%</b>
<b>TOTAL</b>	<b>986.00</b>	<b>100.00%</b>

## IPO DETAILS

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

## 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”**

# IPO INTERMEDIARIES

## LEAD MANAGER OF THE ISSUE

**Expert Global Consultants Private Limited**  
1511, RG Trade Tower Netaji Subhash Place,  
Pitampura, New Delhi – 110 034, India  
Telephone: 011 4509 8234  
Email: ipo@expertglobal.in  
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

**Bigshare Services Private Limited**  
S6-2, 6th Floor, Pinnacle Business Park,  
Next to Ahura Centre, Mahakali Caves Road,  
Andheri (East), Mumbai – 400 093, Maharashtra  
Telephone: +91 22 6263 8200  
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

**Mr. Parvinder Nautiyal**  
57A, Om Vihar Phase-III,  
Uttam Nagar, Delhi-110059  
Enrollment No.: D/958/2020  
Tel: +91 8882017384  
Email: adv.parvindra@gmail.com

## 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

**Axis Bank Limited**  
K-1998, Chittaranjan Park,  
South Delhi, Delhi-110019  
Telephone: +91 9773537011  
Website: www.axisbank.com  
Contact Person: Mr. Vishal Lade  
CIN: L65110GJ1993PLC020769

## DETAILS OF THE UNDERWRITER

**Expert Global Consultants Private Limited**  
1511, RG Trade Tower Netaji  
Subhash Place,  
Pitampura, New Delhi – 110 034, India  
Telephone: 011 4509 8234  
Email: ipo@expertglobal.in  
Website: www.expertglobal.in  
Investor Grievance  
Email: compliance@expertglobal.in  
Contact Person: Mr. Gaurav Jain  
SEBI Registration Number: INM000012874  
CIN: U74110DL2010PTC205995

## MARKET MAKER

**Rikhav Securities Limited**  
922-A, P J Tower, Dalal Street,  
Mumbai-400001, Maharashtra India  
Telephone: +91 022 25935353  
Website: www.rikhav.net  
Email: info@rikhav.net  
Investor Grievance Email Id: info@rikhav.net  
Contact Person: Mr. Hitesh Lakhani  
SEBI Registration No. INZ000157737

## CONTACT

### **RISHABH ARORA**

+91 98705 85865

rishabh\_md@royalsense.in

### **ROYAL SENSE LIMITED**

Registered Office: Plot No - 57, First Floor,  
Phase - 2, Badli Industrial Area, Delhi - 110042  
Mobile No. +91 99719 54523

### **Website**

[www.royalsense.in](http://www.royalsense.in)

### **GAURAVJAIN**

+91 98911 11234

gaurav.jain@expertglobal.in

### **EXPERT GLOBAL CONSULTANTS PRIVATE LIMITED**

1511, RG TradeTower, Netaji Subhash Place,  
Pitampura, New Delhi - 110034  
Landline No. +91 1145098234 • Mobile No. +91 98911 11234

### **Website**

[www.expertglobal.in](http://www.expertglobal.in)

## DISCLAIMER STATEMENT

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be “forward looking statements” based on the currently held beliefs and assumptions of the management of Royal Sense Limited, which are expressed in good faith and in their opinion reasonable, including those relating to the Company’s general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment. Forward looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward looking statements, including future changes or developments in the Company’s business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments. This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. This presentation may not be copied or disseminated, in whole or in part, and in any manner.