

31<sup>st</sup> May, 2025

To,  
**National Stock Exchange of India Limited**  
**Listing Compliance Department,**  
Exchange Plaza, Plot No. C – 1,  
Block - G, Bandra Kurla Complex,  
Bandra (E), Mumbai – 400051

**NSE Symbol – KORE; ISIN – INE0J6801010**

Dear Sir/Madam,

**Sub.: Investor Presentation for the Half Year and Financial Year ended 31<sup>st</sup> March, 2025**

**Ref.: Disclosure under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

With reference to the captioned subject, we enclose herewith the Investor Presentation for the half year and financial year ended 31<sup>st</sup> March, 2025.

The said Investor Presentation is also being uploaded on the Company's website at [www.koremobiles.com](http://www.koremobiles.com)

You are requested to take the above on your record.

**Thanking you,  
Yours faithfully,  
For Jay Jalaram Technologies Limited**

**Mukesh Prajapat  
Company Secretary & Compliance Officer**

Encl: As above





# JAY JALARAM TECHNOLOGIES LIMITED

Empowering  
**Lifestyles with Technology**

## Safe Harbor

This is a Presentation of general background information about the Company's activities as at the date of the Presentation or as otherwise indicated. This Presentation is not an offer to sell any securities or solicitation to buy any securities of Jay Jalaram Technologies Limited ("The Company"). This Presentation is for general purpose only and given in summary form and does not purport to be complete and accurate. By accessing this Presentation, you are agreeing to be bound by the trading window restrictions. Certain statements contained in this document may be statements of future expectations or may be deemed as "forward-looking statements" and other forward-looking statements that are based on management's current view and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. You are urged to view all statements contained herein with caution. Jay Jalaram Technologies Limited does not undertake any obligation to update or revise forward look statements, whether as a result of new information, future events or otherwise.



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# Introduction

The Company was originally incorporated as “Jay Jalaram Technologies Private Limited” under the provisions of the Companies Act, 1956 on 17th January, 2012. Subsequently, the Company was converted into a Public Limited Company from Private Limited Company pursuant to shareholders resolution passed at the Extra-ordinary General Meeting of the Company held on 10th May, 2022 and accordingly, the name of the Company has been changed to “Jay Jalaram Technologies Limited” with effect from 25th May, 2022.

## Primary Business:

Retail selling of electronic gadgets, accessories, and appliances.

## Retail Portfolio:

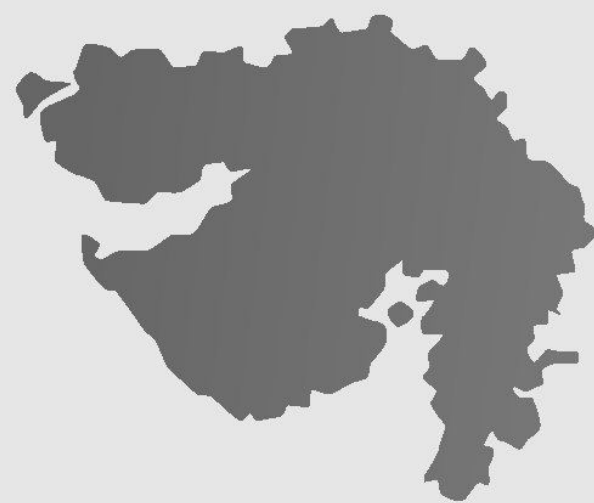
Multi-brand smartphones, accessories, and consumer durable electronics goods. (smart TVs, Air Conditioners, Refrigerators, Coolers.)





# | Our Reach

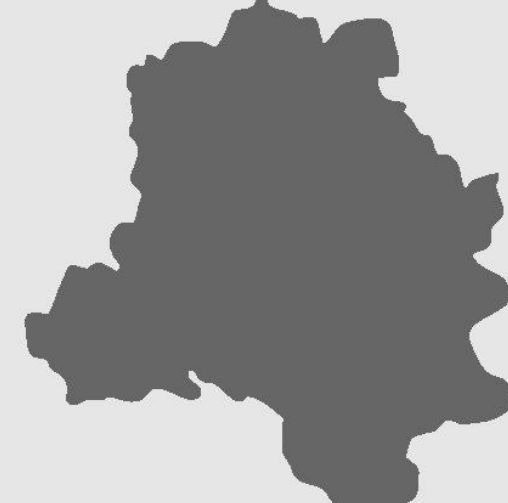
- 180+ Retail Stores across Gujarat, Uttar Pradesh, Delhi, Maharashtra, Haryana, Rajasthan, and Diu till 31.03.2025



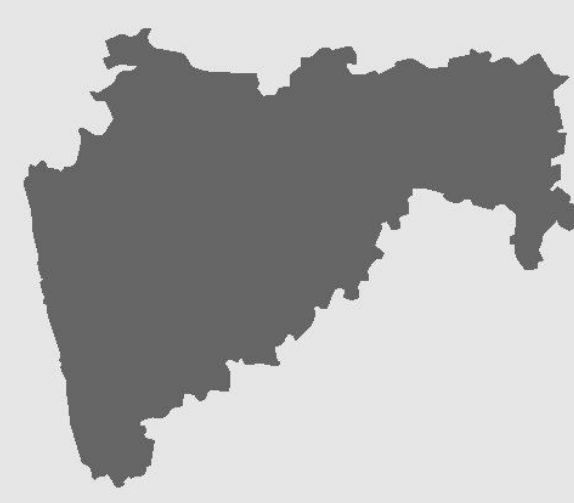
Gujarat



Uttar Pradesh



Delhi



Maharashtra



Haryana



Rajasthan



Diu





# | Industry Overview

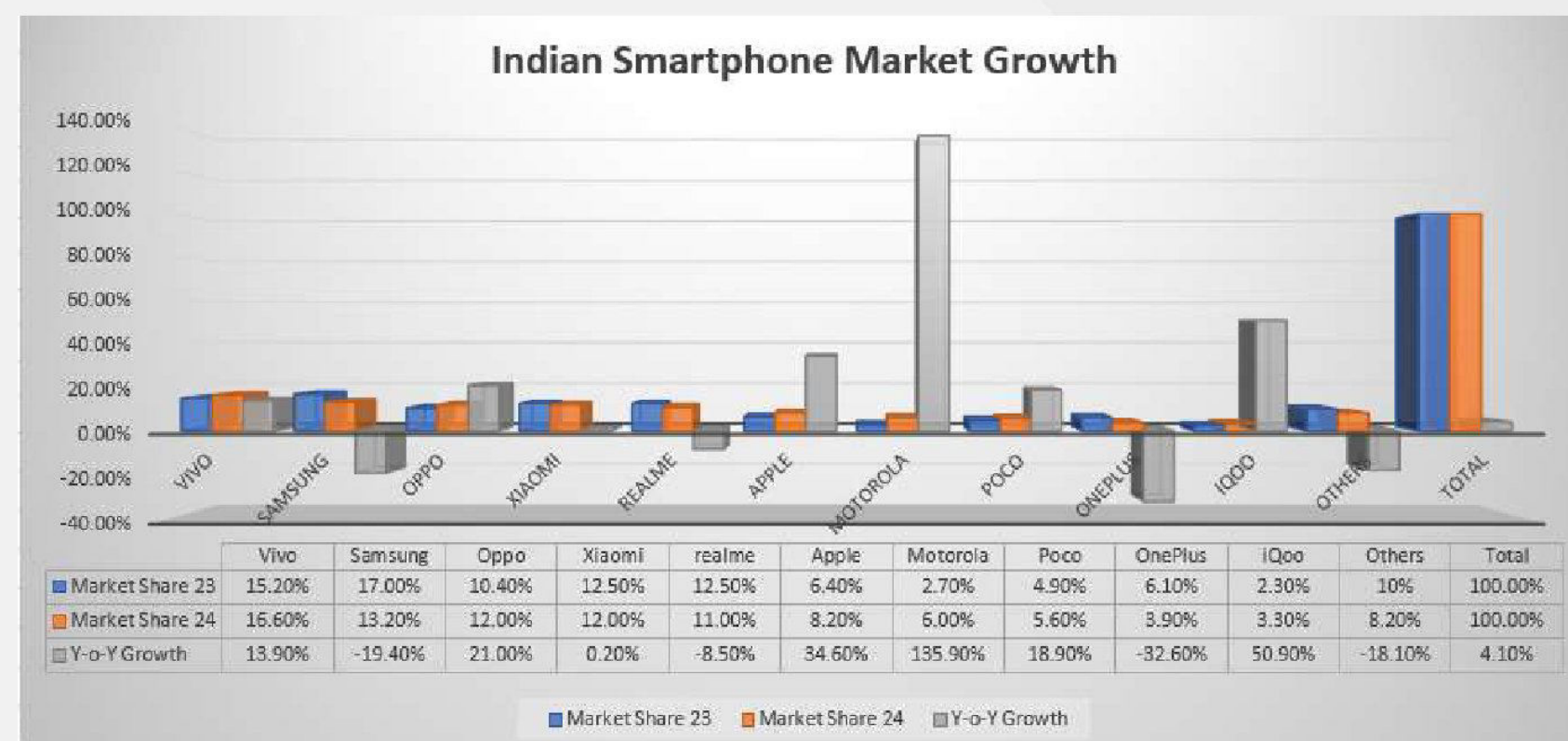




## Indian Market

- India's smartphone market grew 4% YoY in 2024, reaching 151 million units in shipments
- 5G smartphone penetration rose significantly, highlighting a clear consumer shift toward advanced mobile technologies
- India became Apple's fourth-largest market in 2024 (after the USA, China, and Japan), with record shipments of 12 million units and a 35% YoY growth

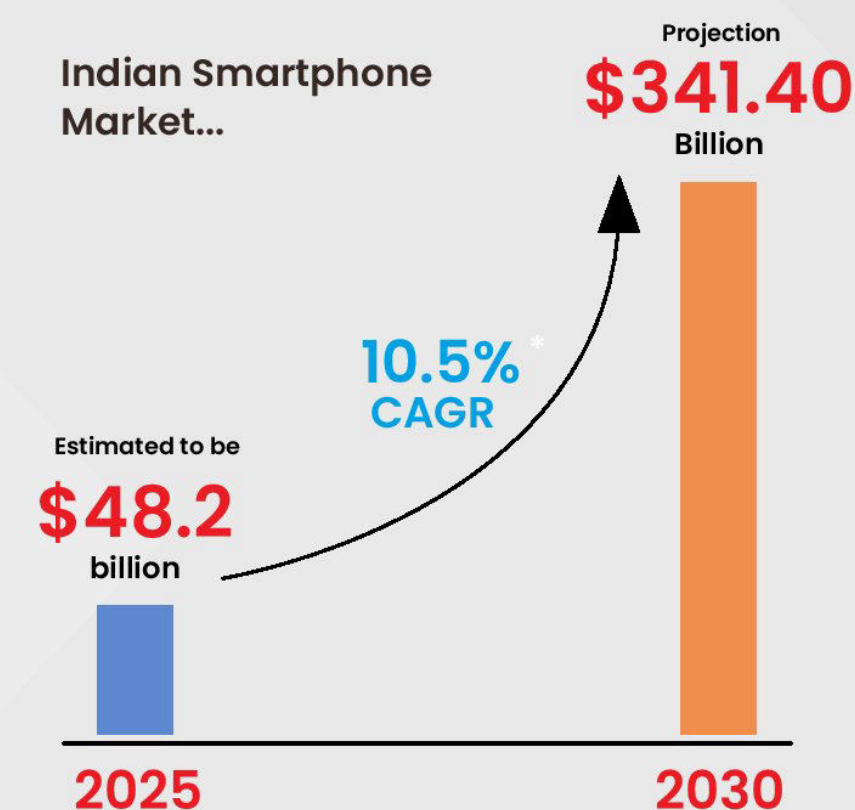
### Indian Smartphones Market Segment Analysis :



- India's smartphone market grew 4.1% YoY in 2024. Motorola led with 135.9% growth, while Apple rose 34.6%, making India its 4th largest market

(Source: <https://my.idc.com/getdoc.jsp?containerId=prAP53185725>)

### Market Size & Growth:



- The India smartphone market is estimated to be USD 48.2 billion in 2025
- It is expected to reach USD 341.40 billion by 2030, exhibiting a CAGR of 10.5% during the forecast period

(Source: <https://www.statista.com/outlook/cmo/consumer-electronics/telephony/smartphones/india>)



## Global Market

### Category

### Details

2025 ASP Forecast	\$434, with slight YoY declines expected through 2029 (ending at \$424).
Long-Term Outlook	1.6% CAGR (2023–2028); slow, steady growth expected.
Top Growth Drivers	Increasing smartphone penetration and premiumization on the high-end.
Challenges	Lengthening refresh cycles and rising used smartphone adoption.

### Global Smartphones Market Segment Analysis :



- Global smartphone market grew 0.4% YoY in Q1 2025, with Apple narrowing the gap with Samsung
- Apple gains ground in a steady Q1 2025, as global smartphone shipments reach 301.4 million units

(Source: <https://www.idc.com/promo/smartphone-market-share/>)

### Market Size & Growth:



- Global smartphone ASP to peak at \$434 in 2025, then ease to \$424 by 2029, with the market growing at a modest 1.6% CAGR (2024–2029)

(Source: <https://my.idc.com/getdoc.jsp?containerId=prAP53217825#>)



## Indian Home Appliance Market Overview

### Market Key Trends

- **Urbanization and Rising Incomes:**  
The increasing urban population and higher disposable incomes are driving demand for household appliances.
- **E-commerce Expansion:**  
Online platforms are becoming significant sales channels, offering convenience and competitive pricing.
- **Energy Efficiency and Smart Features:**  
Consumers are showing a growing preference for energy-efficient appliances with smart features, aligning with sustainability goals and modern lifestyles.



### Key Players:

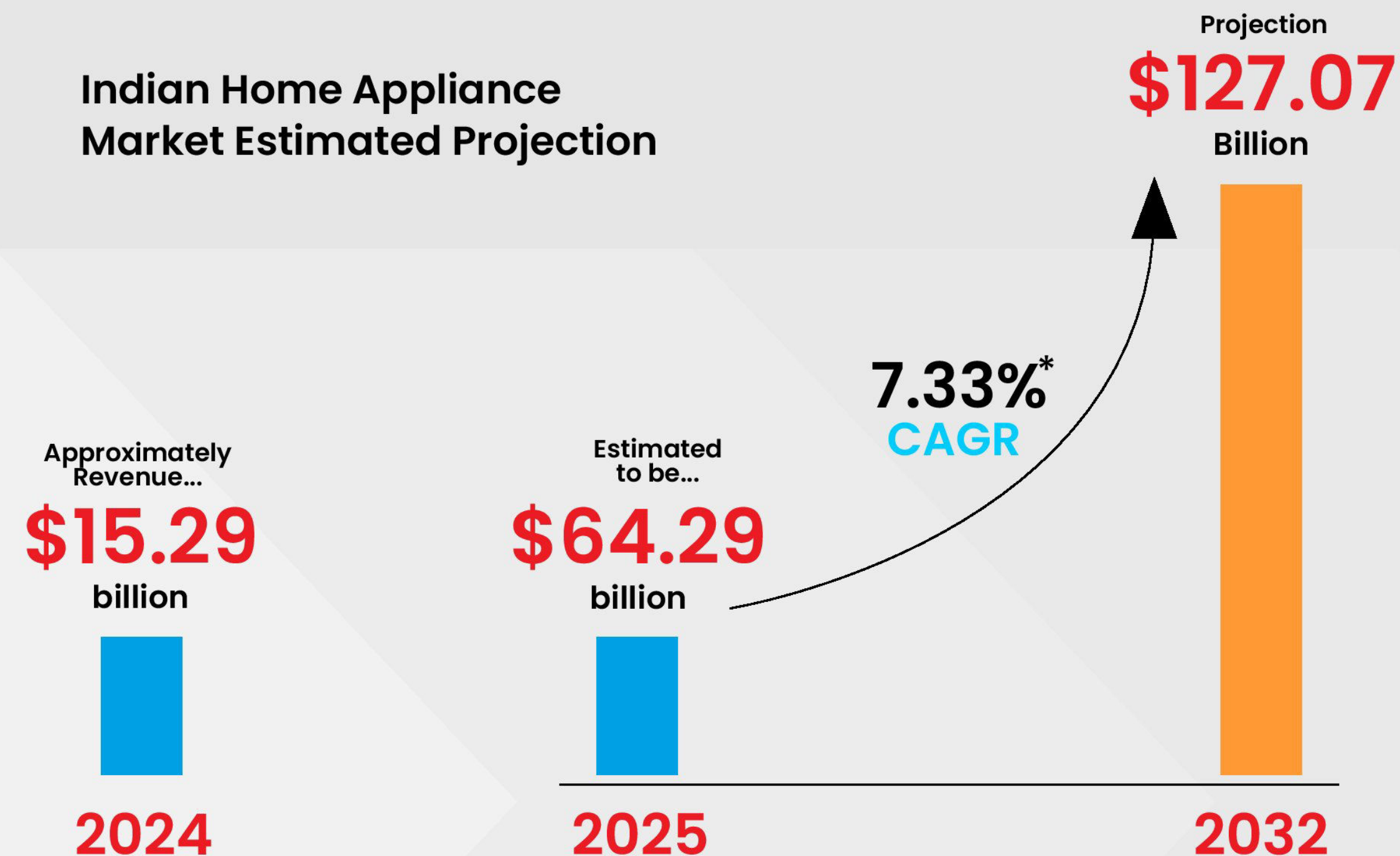
- The India home appliances market features prominent players such as Samsung India Electronics Pvt Ltd, LG Electronics, Whirlpool of India Limited, Voltas Limited, Bosch Limited, Godrej & Boyce Manufacturing Company Limited, Haier Inc., IFB Appliances, and Havells India Limited, among others.

(Source: <https://www.statista.com/outlook/cmo/household-appliances/india>)



## Indian Home Appliance Market Overview

### Market Size and Growth:



### Insightful Statement:

- The Indian home appliance market is expected to generate USD 15.29 billion in 2024, combining both major (\$9.82B) and small appliances (\$5.47B)
- A projected CAGR of 7.33% is anticipated between 2025 and 2032
- Healthy growth is expected in the forecast period (2025-2032), with the market estimated to reach around USD 127.07 billion by 2032

(Source: <https://www.statista.com/outlook/cmo/household-appliances/india>)



# | Why Jay Jalaram Technologies Ltd



Established in 2012, KORE Mobile stands as India's premier large-format specialist retail chain, trusted by countless customers nationwide. With a comprehensive range of multi-brand electric gadgets, accessories, and home electronics, KORE Mobile caters to the diverse needs of every consumer.



Jay Jalaram Technologies Ltd. is the proud owner of KORE MOBILE, one of India's most trusted large-format specialist retail chains.

Built on a foundation of trust, transparency, and customer-centric values, we are committed to delivering excellence in every interaction.

At Jay Jalaram, we don't just sell products, we create experiences. Our mission is to bring smiles to our customers' faces through service, sincerity, and innovation.

With integrity as our compass and responsibility as our commitment, we grow hand-in-hand with our customers, like one big family.

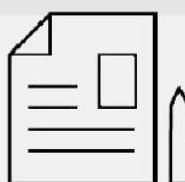


## What makes us UNIQUE apart from other Retails chain businesses?



### **Extensive Distribution Network Management**

We possess extensive experience and expertise in establishing and managing a robust distribution network. They have demonstrated proficiency in optimizing logistics for streamlined supply chain operations.



### **Exceptional Track Record of Distribution Experience**

With decades of expertise in the mobile and distribution industry, We boast an exceptional track record of success. We manage complex distribution tasks very well by using our knowledge and applying smart techniques to make the process highly efficient and successful.



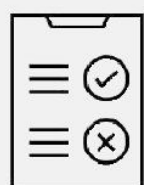
### **In-depth Understanding of Distribution Dynamics**

We hold comprehensive knowledge of the distribution landscape, not just in Uttar Pradesh, but also across Gujarat, Haryana, Delhi, Maharashtra, and beyond. By leveraging localized insights, we foster strong alliances with regional partners and stakeholders.



### **Personal Involvement in Every Aspect of Business**

From distribution oversight to ensuring unparalleled customer satisfaction, We are personally involved in every aspect of the business. Our dedication to maintaining exemplary standards across all operational functions truly sets us apart.

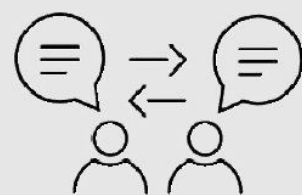


### **Proven Ability to Develop Thriving Business from Scratch**

Demonstrating entrepreneurial aptitude, we have successfully identified opportunities and nurtured early-stage ventures into flourishing enterprises. Our strategic approach continues to drive sustainable growth and expansion.



## What makes us UNIQUE apart from other Retails chain businesses?



### **Cultivation of personalized Customer Interactions**

We emphasize fostering enduring customer connections through tailored, one-on-one engagements. We have possess a keen understanding of customer preferences, delivering tailored solutions and exceptional service.



### **Efficient Operation within Low Capex**

Our directors exhibit strong cost management capabilities, efficiently operating the organization within limited capital expenditure. They optimize resources and streamline processes to drive sustainable growth.



### **Achieving remarkable Business Performance despite Limited Scale**

Leveraging agility and flexibility inherent in a smaller organization, our directors facilitate swift decision-making and adaptability. Despite scale limitations, they achieve remarkable business performance and profitability.



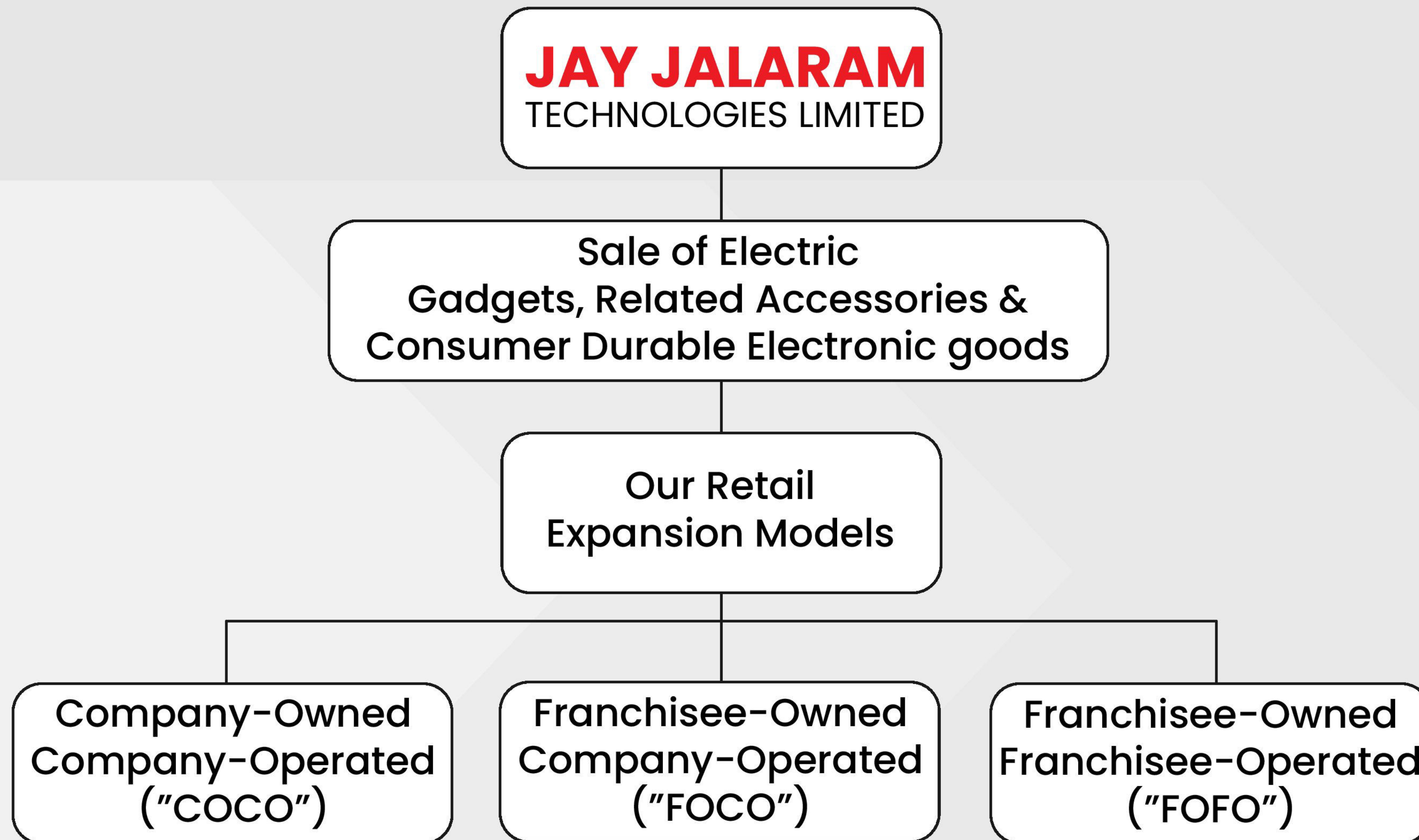
### **Exceptional Performance and Long-Term Growth Focus**

At Kore Mobile, every team member excels in navigating challenges and delivering exceptional outcomes. Our unwavering focus on long-term growth is strengthened by the active involvement of all stakeholders in our collective success.





# | Business Segments





# | Franchise Models

## COCO

### **Company-Operated Excellence:**

Outlets are owned and managed directly by Jay Jalaram Technologies Ltd.

### **Consistent experience:**

Ensures uniformity in operations, service quality, and brand standards

### **Investor opportunity:**

Opportunity for investors to collaborate in operational management and expansion

## FOCO

### **Best of Both Worlds:**

Franchisee-owned business with strong company support

### **Leverage Brand Power:**

Franchisee benefits from established brand recognition and proven operational systems

### **Empowered Operations:**

Greater flexibility and autonomy for the franchisee within a structured framework

## FOFO

### **Perfect for Entrepreneurs:**

Designed for those seeking full ownership and operational independence

### **Full Control:**

Franchisee owns and manages the business independently

### **Strategic Support:**

Backed by the expertise and brand value of Jay Jalaram Technologies Ltd.



## Multi-brand Retail Selling

### Smartphones and Accessories:

Apple, Samsung, Vivo, Oppo, OnePlus, Honor, Nokia, Mi, Realme, Techno, Google Pixel, Motorola, etc.

### Consumer Electronics:

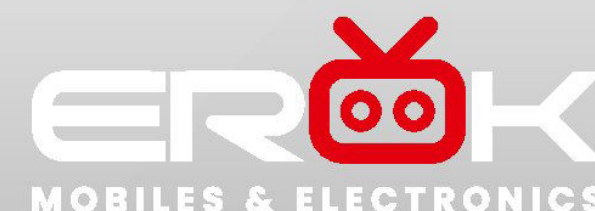
Smart TVs, Air Conditioners, Fridges, Coolers from brands like LG, Voltas, TCL, IFB, Daikin, Panasonic, Kelvinator, Haier



## Brand Stores

Operates Stores under the Brands:

**KORE & EROK**





# | Why Offline Business

Along with urban areas, Jay Jalaram Technologies Ltd. operates in rural and semi-urban areas as well. This remains resilient against the online marketplace trend with offline engagement being preferred for multiple reasons:



- Consumers often seek guidance from sales representatives due to the overwhelming variety of brands
- **Touch-and-feel** experiences are crucial for high-value purchase like, consumer appliances, smartphones, and accessories, something that online transactions lack
- Trust in **establishes retail brands**, such as Kore, & Erok of Jay Jalaram Technologies Ltd., is reinforced by personal connections, fair deals, and prompt service
- **In-store shopping** is often viewed as a family affair, creating a shared experience that goes beyond just purchasing



# | Targeted Audience

## "Connecting with Excellence"

Crafted for those who appreciate the perfect harmony between innovation and elegance.



### Insightful Statement:

At Jay Jalaram Technologies Ltd., we resonate with individuals who value excellence. Whether serving affluent consumers in search of the perfect balance between innovation and elegance, or global audiences who appreciate refined experiences, we go beyond products. We deliver exceptional journeys, driven by trust, technology, and taste.



# | Core Competencies



## **Core Values:**

Respect, Sincerity, Integrity, and Transparency.



## **Diverse Product Range:**

Wide range of products through retail stores.



## **Centric Approach:**

Customer-first philosophy.



## **Effective Distribution:**

Efficient distribution network.



## **Flexible Payment Terms:**

Products offered on Equal Monthly Installment ("EMI") basis.



## **Affordable Prices:**

Shopping experience at an affordable price with discounts, cashback, and free after-sale services.



# Vision & Mission



"To be one of the Most Trusted Mobile Retail Chains in India."



"To serve the people of India in rural, urban and semi-urban areas by providing them wide range of products at the best affordable prices and to deliver value to all the stakeholders of the Company."





# | Board of Directors







**Chairman & Managing Director**

**Mr. Kamlesh Thakkar**

DIN: 05132275

**Experience**

Over 10 years in retail business of mobile phones, accessories, and consumer durables.

**Leadership Role**

Instrumental in major policy decisions, formulating business strategies, and effective implementation.

**Responsibilities**

Handling finance, sales & marketing, general affairs of retail stores, business expansion and overall management of the Company.



**Executive Director**

**Mr. Kamlesh Lalwani**

DIN: 05132770

**Experience**

Over 10 years in retail business of mobile phones, accessories, and consumer durables.

**Responsibilities**

Sales and general administration.



**Executive Director**

**Mr. Mukeshkumar Bhatt**

DIN: 07598386

**Experience**

Over 10 years in retail business of mobile phones, accessories, and consumer durables.

**Responsibilities**

Finance, sales & marketing, brand building, human resource, and general administration.





**Non-Executive Director**

**Mr. Vipul Thakkar**

DIN: 07702963

**Experience**

Over 10 years in the retail business of electronics goods, mobiles, accessories, and audio devices.

**Responsibilities**

Overseeing overall sales operations, accounts, and finance.

**Other Positions held in the Company**

Member of the Audit Committee, Nomination and Remuneration Committee and the Stakeholders Relationship Committee.



**Independent Director**

**Ms. Heer Kanjani**

DIN: 06790698

**Experience**

Over 2 years in corporate laws, security laws & compliances.

**Other Positions held in the Company**

Chairman of the Audit Committee and Nomination and Remuneration Committee and also member of the Stakeholders Relationship Committee



**Independent Director**

**Mr. Mitesh Mehta**

DIN: 05347948

**Experience**

Over 10 years in accounts, finance, information technology, general administration, and business strategy.

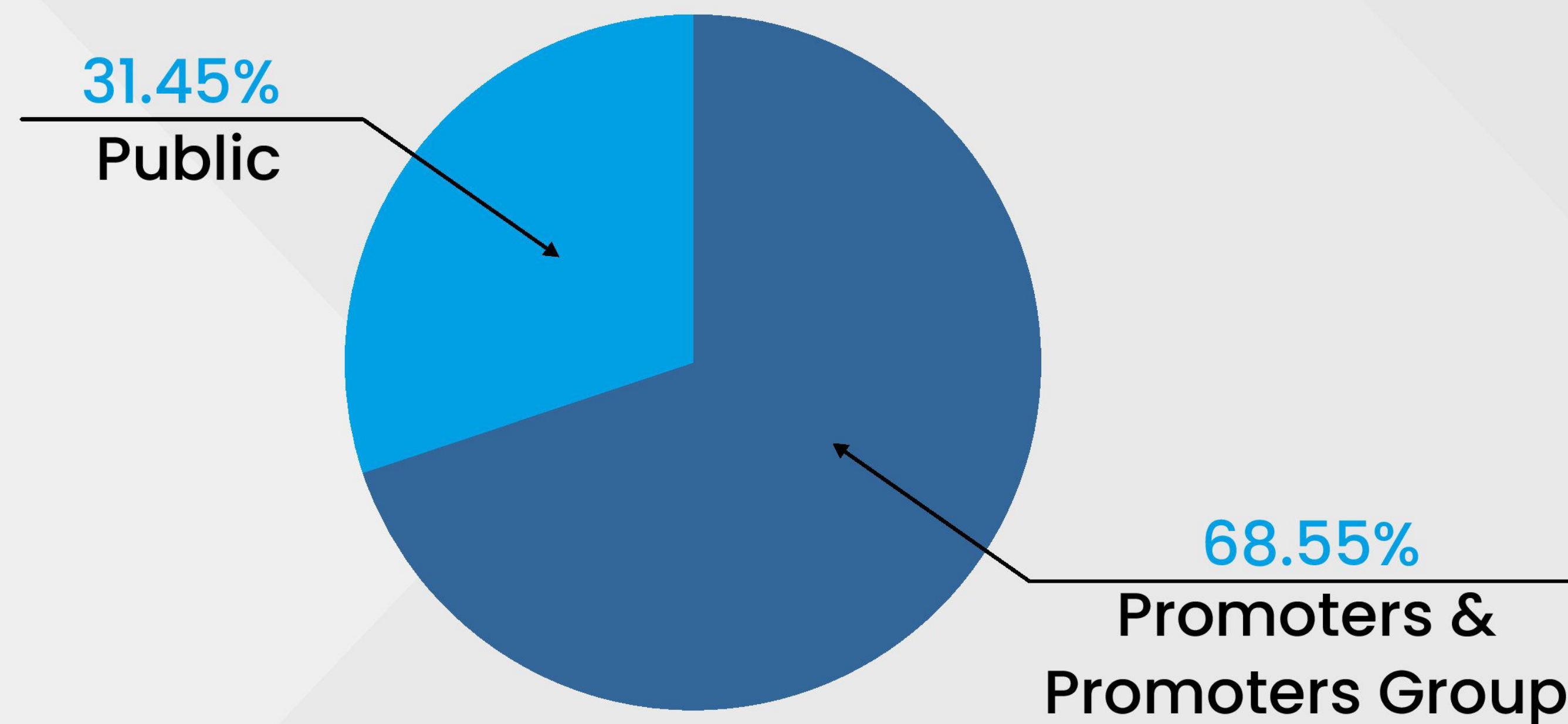
**Other Positions held in the Company**

Chairman of the Stakeholders Relationship Committee and also member of the Audit Committee and Nomination and Remuneration Committee.



# Shareholding Pattern

- The Company, Jay Jalaram Technologies Ltd., operates in the retail sector and is listed on the **National Stock Exchange** of India Limited (NSE Emerge).
- The face value of equity shares is Rs. 10 per share, and the Company has issued **1,18,75,000** equity shares.





# | Stock Information

## Stock Info :

Listing Platform	National Stock Exchange of India Limited (NSE Emerge)
No. of Equity Shares (Issued)	1,18,75,000
Face Value of Equity Shares	₹ 10 Per Share
Market Capitalization As on 31.03.2025	₹ 187.39 Cr.
52 Week High as on 31.03.2025	₹ 873.00 Per Share
52 Week Low as on 31.03.2025	₹ 157.80 Per Share



# Financial Journey

## Jay Jalaram Technologies Ltd: Achieved Balanced Growth and Sustainability in FY 23 – 24 & FY 24 – 25

For the FY 2024–2025, Jay Jalaram Technologies Ltd orchestrated a remarkable narrative of balanced growth and sustainability. With an unwavering focus on propelling momentum while nurturing long-term viability, the company achieved commendable strides across various fronts, cementing its foothold in the market.

### Profitability Redefined:

- Emphasizing resilience and efficiency, our company witnessed substantial growth in profitability. With a remarkable 31.22% increase in EBIT and 39.05% increase in Profit After Tax (PAT), we showcased our ability to translate growth into tangible financial gains

Profitable Growth		
Year	FY 2024-25	FY 2023-24
Revenue from Operations ( ₹ in lakhs )	66768.46	53871.85
Other Income ( ₹ in lakhs )	104.00	81.91
EBIT ( ₹ in lakhs )	1258.48	959.07
Profit After Tax ( ₹ in lakhs )	676.08	486.21



### Capitalizing on Efficiency:

- Our relentless pursuit of capital efficiency bore fruit, with returns on capital employed decreasing from 12.97% to 10.26%. Moreover, our Profit Ratio witnessed a notable uptick, rising from 0.90% to 1.01%, underscoring our commitment to maximizing returns for our stakeholders

Capital Efficiency		
Year	FY 2024-25	FY 2023-24
Net Capital Turnover Ratio ( in times )	9.29	10.91
Net Profit Ratio ( % )	1.01	0.90
Return on Capital Employed ( % )	10.26	12.97
Return on Investment ( % )	1.35	0.72

Working Capital Intensity		
Year	FY 2024-25	FY 2023-24
Inventory Turnover ratio ( in times )	7.46	8.30
Trade Receivables Turnover ratio ( in times )	78.94	87.06
Trade Payables Turnover ratio ( in times )	24.28	23.91



Net Debt to Equity		
Year	FY 2024-25	FY 2023-24
Debt-Equity Ratio ( in times )	0.83	1.62
Debt Service Coverage Ratio ( in times )	0.25	0.27

EPS   ROE		
Year	FY 2024-25	FY 2023-24
Earning per Share	5.78	4.37
Return on Equity Ratio ( % )	14.00	19.00

### Optimizing Operations:

- We prioritized strategic store management, investing in enhancing store infrastructure, accessibility, and layout. Through targeted training initiatives and enhanced customer engagement strategies, we amplified revenue generation per square foot, ensuring optimal utilization of our business resources

### Charting the Course Ahead:

- With a solid foundation built on these achievements, Jay Jalaram Technologies Ltd stands poised, with a net worth of **₹6746.37 lakh** as of 31.03.2025, to continue its journey of success, delivering value to our stakeholders and driving innovation in the technology and retail sectors

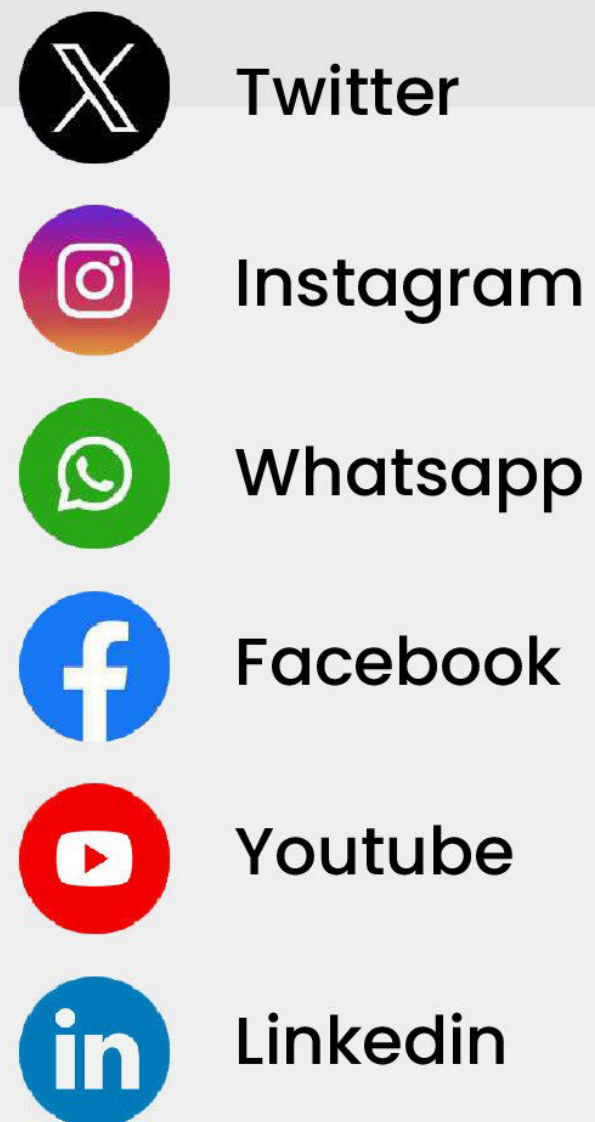


# Marketing Strategies

## Leverage social media platforms

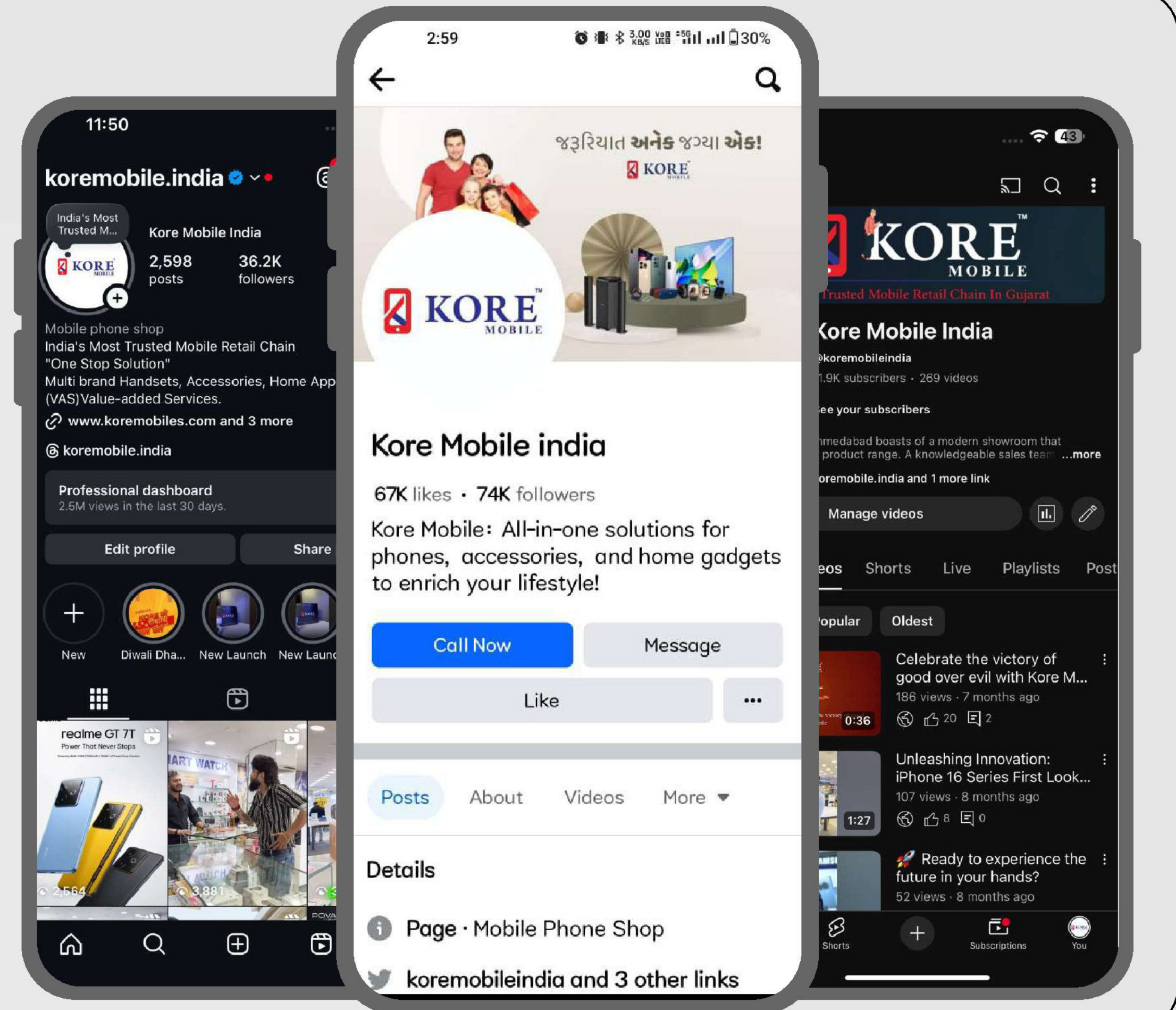
### Social Media Presence:

- Utilizing platforms like



### Thriving Opportunities:

- Demand for smartphones, 5G networks, electronic goods



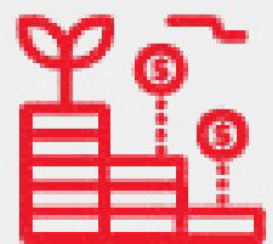


# | Sustainability Commitments



## **Transparency & Reporting:**

Maintaining transparency in our sustainability practices and regularly reporting our progress to stakeholders, demonstrating our commitment to accountability.



## **Energy-Efficient Operations:**

Embracing energy-efficient practices in our retail stores and operations.



# Awards & Recognitions



NSE  
Emerge



Samsung  
Galaxy AI Significant  
Contribution



Tecno  
Top Performing KRO



Sony  
Z Fo The Select Few



OPPO  
Best Performance  
F21 Pro First Month Sale



Tecno  
Runner Up Award  
MB Surendranagar



OPPO  
Diamond



OPPO  
Valuable Contribution



vivo  
Connect V29 Partners



vivo  
Best Performing Retailer  
for V-Shield



Fitbit  
Authorized Retailer



Narzo  
Certificate of  
Appreciation



OPPO  
Highest Growth



OPPO  
Indian Cricket Team  
Sponsor



Panasonic  
Premium Retail Partner



OPPO  
Partner's Gratitude meet



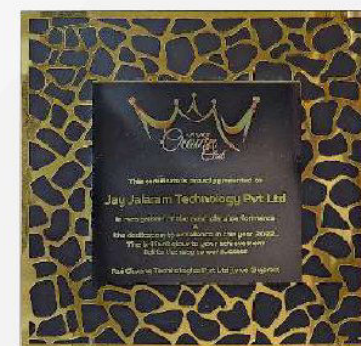
Realme  
Real Partner &  
Authorized Retailer



Samsung  
H1'22 Champion Value



Boat



vivo  
Crown Club  
Exemplary Performance



Boat  
Excellent Contribution



Paytm Achievers Club  
Premium Partner



OPPO  
F-serirs Prime Partner



Samsung  
Invaluable Contribution



# Awards & Recognitions



Tecno  
Runner Up Award  
Vijay Cross Road



Tecno  
Runner Up Award  
UNA



OPPO  
Outstanding Performance



Tecno  
Best Performance  
Award



OPPO  
Royal Bandhan Club



Tecno  
Outstanding Performance



Samsung  
Invaluable Contribution



Cricket Worldcup  
Sponsor



OPPO  
Best Consistency  
Performance



Intex  
Best Dealer



Boat



Realme  
Award for  
Excellence



OPPO  
Recognition of an Outstanding  
Growth



Motorola  
Moto Privilege Club



Newspaper  
Recognition



Panasonic  
Premium Retail Partner



MI  
Outstanding Performance



Tecno  
Outstanding Performance



vivo  
Authorised Dealer



# Our Recognitions & Legal Accreditations

## Certificate

## Issued By

## Purpose

Producer of Waste / Used Battery Registration

Central Pollution Control Board,  
Ministry of Environment,  
Forest and Climate Change

For authorized disposal and management of waste/used batteries under Battery Waste Management Rules, 2022

Extended Producer Responsibility (EPR)

Central Pollution Control Board,  
Ministry of Environment,  
Forest and Climate Change

For recycling and responsible disposal of e-waste from electrical and electronic equipment

Import-Export Code (IEC)

Directorate General of Foreign Trade,  
Ministry of Commerce and Industry

Authorization for import and export of mobile phones and accessories

Registration under Legal Metrology (Packaged Commodities) Rules, 2011

Department of Consumer Affairs,  
Ministry of Consumer Affairs,  
Food and Public Distribution

Registration as an authorized importer for mobile phones ensuring compliance with packaging regulations





# THANK YOU

Contact us :

**JAY JALARAM** TECHNOLOGIES LIMITED

CIN: L32202GJ2012PLC068660

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Phone No. 079 - 48995415

Email: [cs@koremobile.com](mailto:cs@koremobile.com)

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