



# ROX Hi-Tech Limited

Investor Presentation

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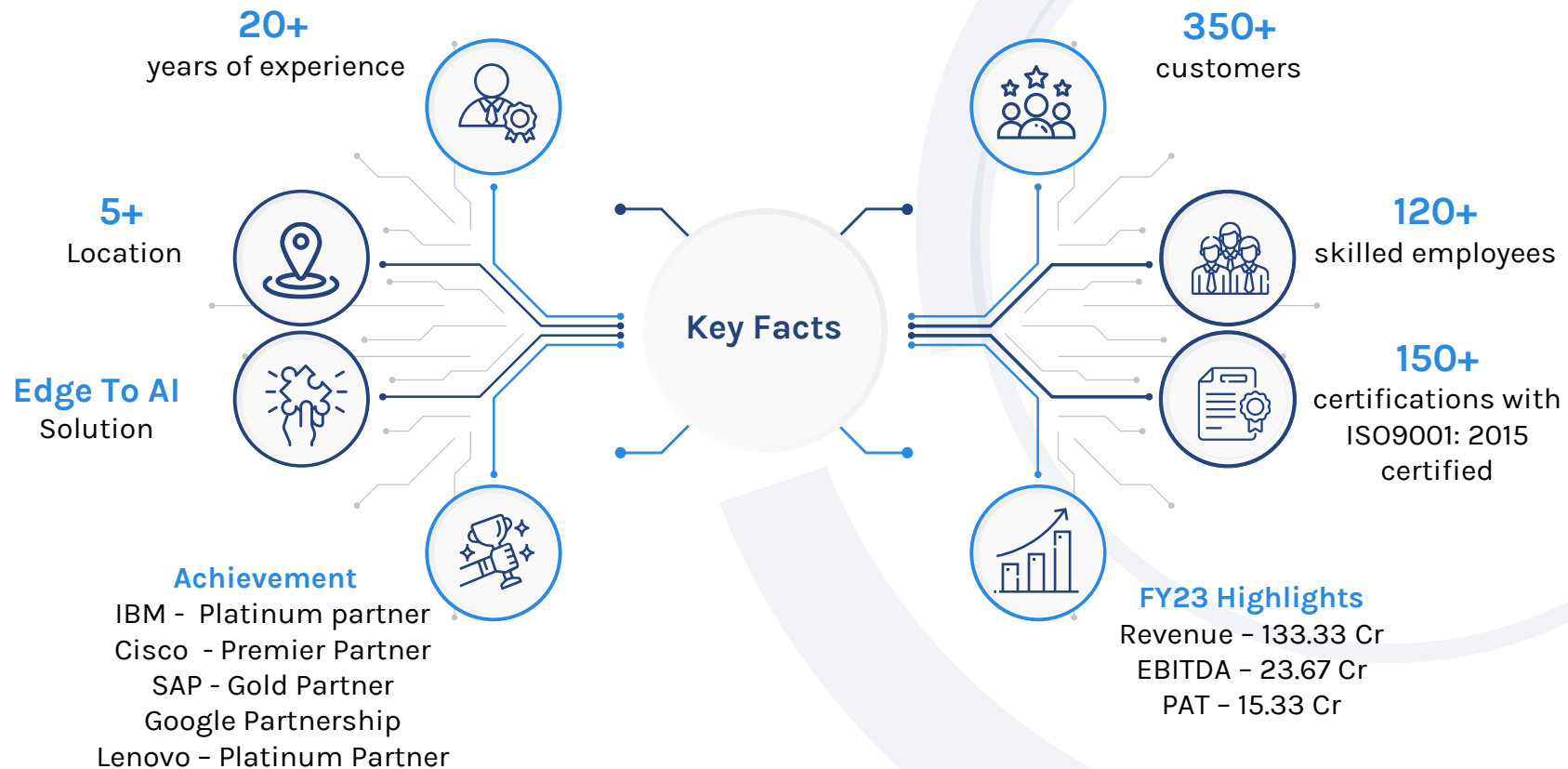
# Company Overview

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ROX, headquartered in Chennai, India, is a customer-centric IT solutions provider committed to excellence. With over 20 years of industry experience, the company has evolved from an IBM Business Partner into a prominent player in the IT segment. As a top system integrator, ROX provides a comprehensive range of distributed IT solutions, including consulting, enterprise and end-user computing, managed print, and network services.

The Company clients are leaders in Fortune 1,000 companies, financial institutions, insurance companies, real estate firms, law firms, healthcare institutions, universities, original equipment manufacturers, global system integrators, and equipment resellers. Partner with us for exceptional technology solutions and experience our remarkable transformation.





## Vision

ROX will be a world class organization that enhances the quality of human life with Hi-Tech solutions that are sustainable to all the stakeholders.



## Mission

Technology Partner of choice for Digital Transformation Journey



# Our Evolution: A Timeline Of ROX Hi-Tech



# Long Standing Relationship With A Marquee Customer Base



Top 10 Clients Contribute 45% of Revenue

Serving To All Major Industry

- Manufacturing
- BFSI
- Healthcare
- IT
- Education



Rikun presented an Appreciation Award to ROX for Outstanding Support on the Establishment of Rikun's One-Stop Solution Manufacturing Unit in 2023



Mr. Stalin, the Chief Minister of Tamil Nadu, honoured ROX for the successful implementation of cutting-edge infrastructure at Loyola



VIT presented ROX with a Token of Appreciation for sponsoring the Riviera event, 2023



Inflow & Cisco awarded ROX for Outstanding Sales Performance during Cisco FY22 Q4



ROX was acknowledged by CIO Review India as one of the "20 Most Promising Cisco Technology Solution Providers - 2019," further highlighting our commitment to excellence



IBM honoured ROX with the Business Excellence Award for exceptional performance as the top partner leveraging systems co-marketing to drive demand in the southern region - 2018



St. Joseph's Institute of Management recognizes Mr. Jim Rakesh as the CEO of the month (14th August 2017)



Silicon India acknowledged ROX's remarkable accomplishment and bestowed upon us the prestigious title of being one of the "Top 10 Best Performing Cisco Solution Providers of 2017" in their annual listing



Lenovo presented ROX with a Certificate of Appreciation in 2015, recognizing ROX's significant contributions and valued partnership



Lenovo recognized ROX for the Highest acquisition Business for the FY 2013 - 2014, RFL Segment





Lenovo awarded ROX with the Certificate of Excellence for the remarkable achievement of winning the Technology Seller Award for 2012 - 2013



Lenovo appreciated ROX with a Certificate of Appreciation for the contribution made in the JFM Quarter, 2012



IBM Partner world Member recognized ROX as an esteemed member of the IBM Partner World from January 1st, 2012, to December 31st, 2012



IBM recognized ROX as an IBM Partner World Member for the Period of January 1st, 2011, to December 31st, 2011



Cisco awarded ROX as the Select Certified Partner for the year 2008 - 2009



Lenovo certified ROX as an authorized warranty service provider for desktops & laptops in India



Lenovo awarded ROX with the Certificate of Recognition, signifying ROX's valued status as a premier partner



Cisco distinguished ROX with an Award, for the Cisco Channel Partner program, highlighting ROX as a Premier Certified Partner



ROX was commended by Lenovo's "Accelerate" program, commemorating ROX as the Ace of Transformation through a prestigious award and medal



Celebrating the legacy of The ThinkPad, Lenovo awarded ROX a Certificate commemorating 25 years of excellence in partnership

Comprehensive Solution: Our "Cable to Cloud" approach offers end-to-end solutions, covering the entire spectrum from physical cable infrastructure to cloud-based services.

Customization and Flexibility: Tailored solutions to meet specific project needs.

One-Stop-Shop: Clients don't need multiple vendors; we handle all aspects of the project.

Seamless Integration: We ensure all technologies and platforms work harmoniously.

Expertise in Greenfield and Brownfield Projects: We excel in both new and existing infrastructure projects.

Scalable and Future-Ready: Solutions designed to adapt and grow with clients.

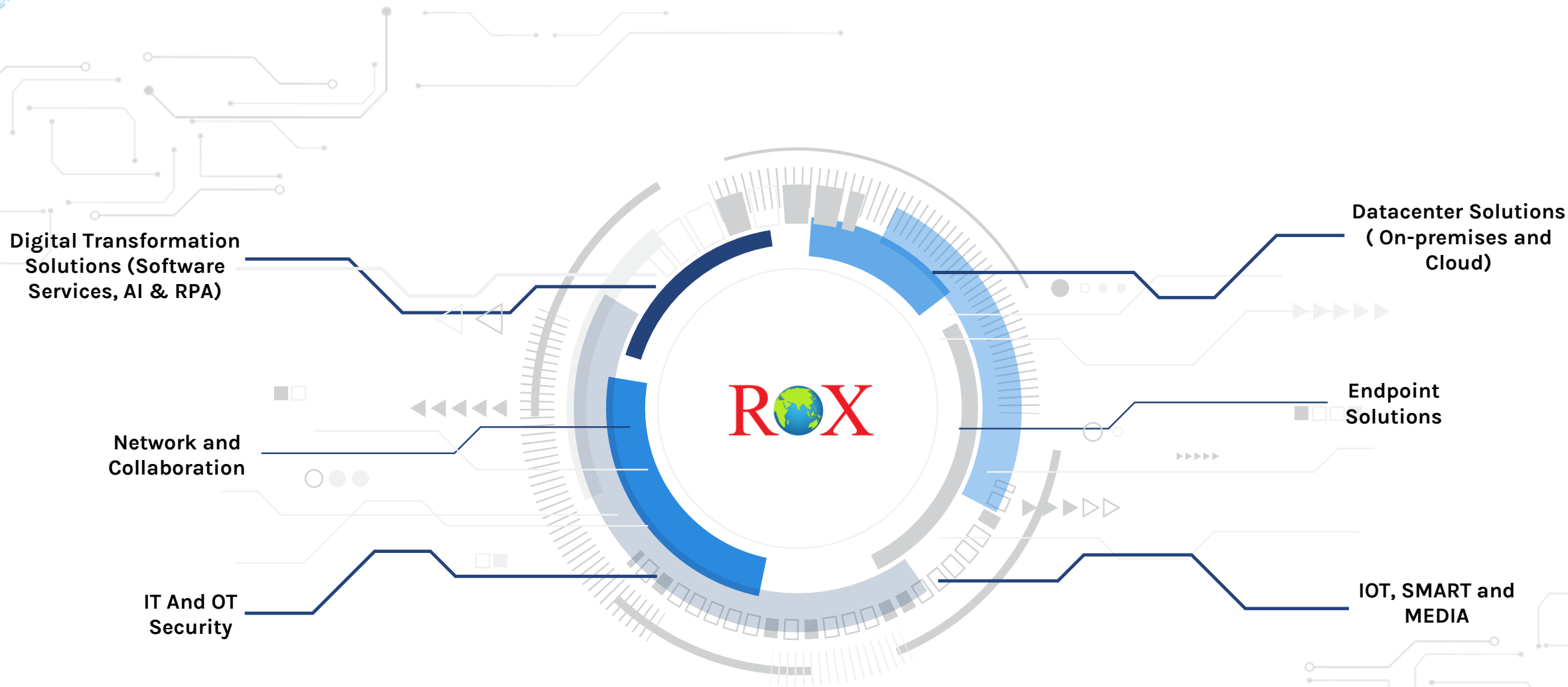
Technical Excellence: Our team can turn business visions into reality with turnkey projects.

Strong Customer Support: Dedicated assistance throughout and after the project.

# Business Overview

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“The Company strong relationship with SAP & IBM makes ROX a one-stop shop for all your business application and underlying hardware requirements”

ROX is a member of the SAP Partner Edge open ecosystem

**First partner in territory to win rise with SAP private cloud and public cloud deals**

## Sell Authorization

Open Cloud Solutions

Open On-Premise Solutions

RISE with SAP S/4H Cloud PE

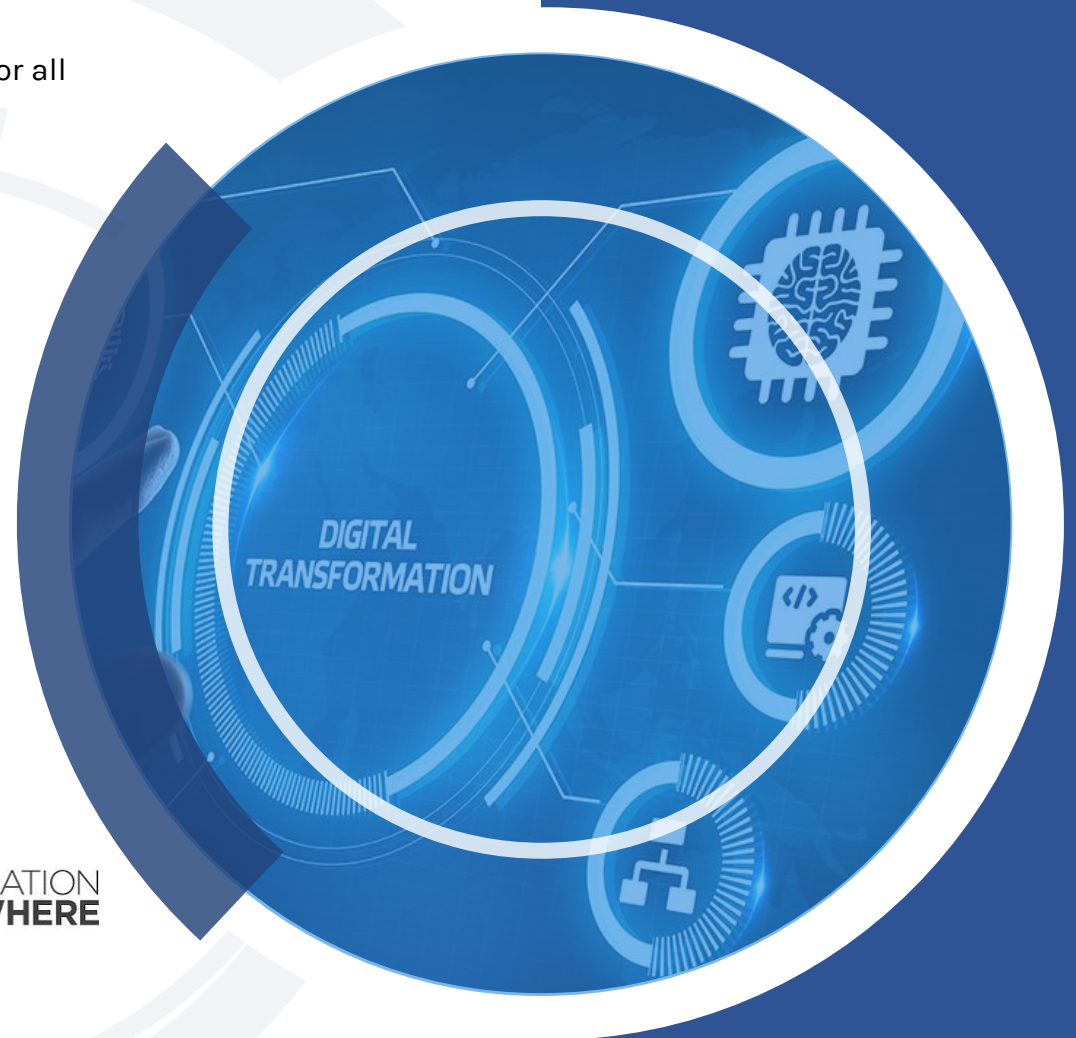
RISE with SAP S/4HANA Cloud

SAP Ariba Solutions

SAP HANA

SAP S/4HANA

**RISE WITH SAP** | Business Transformation as a Service





Offering immersive collaboration

Design & Build reliable, manageable and secure network environments

Offer improved business processes, quick decision-making, and boost productivity

Simplify communication and empower customers to engage with each other, anywhere on any device.



Advanced Enterprise Networks  
Architecture Specialized

Next generation solutions on securing IT infrastructure

Partnership with industry leading OEMS.

Team of security engineers certified in the latest security practices to design and deploy complex solutions

Minimally invasive to the existing infrastructure providing a far secure environment

Providing complete visibility & control of network and security.





Conquer the most demanding workloads with IBM Servers and Storage

IBM Cloud Partnership offering analytics, Artificial Intelligence (AI), Modern HPC

Intel offering on Lenovo & Cisco Compute solutions

Deliver next generation data center advanced specialised Cisco partner

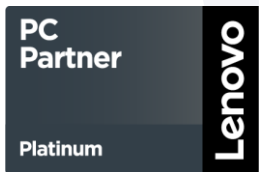




Platinum partner with Lenovo

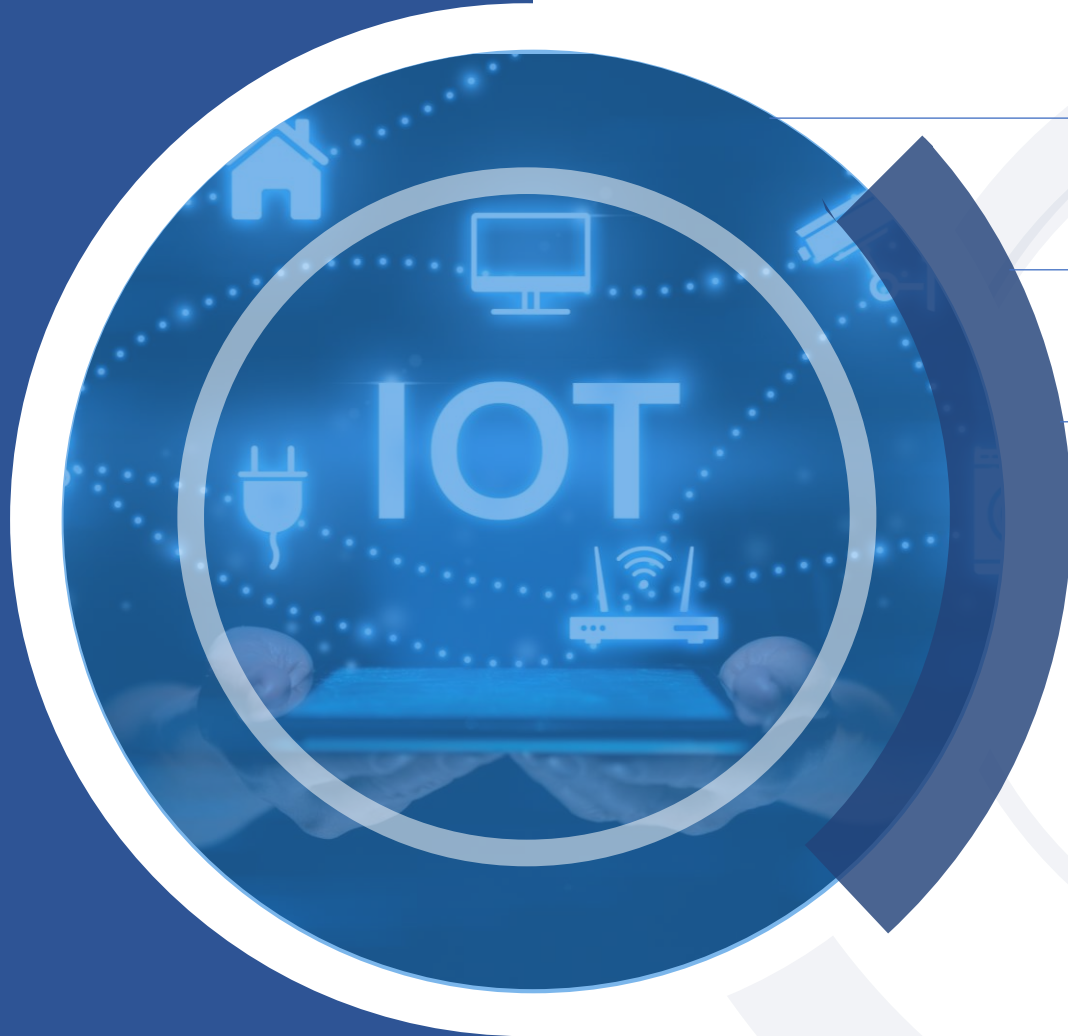
Offering secure and future proof solutions on Desktops, Notebooks, Workstations, AIOs and Mobile Devices

Best in class ROI & TCO to our customers by introducing game-changing products and solutions.



# ThinkPad®






IOT solutions focusing on outcomes & facilitating digital transformation.

End to end solution portfolio offering Components, sensors, adapters, gateways, cloud, connectivity, user experience and analytics


Providing customers with visibility to manage their smart infrastructure





## Medical Automation

- Centre of Excellence (COE) for Medical Automation
- Building an assist system for surgeons using automation and AI
- To minimise the role of emotions in decision making while approaching a medical procedure



## Digital Transformation

- SAP Roadmap: Gold to Platinum
  - Application Support
  - Implementation/Migration
  - Integration of SAP with Third Party Applications
  - Cloud Analytics
  - Intelligent Spend Management
  - Human Experience Management (HXM)



## Network & Security

- Cisco Roadmap: Premier to Gold
- Advance Specialization in Datacenter, Security, Networking and Hybrid Work from Home
- Network Operation Centre (NOC) and Security Operation Centre (SOC)



## Global Sales Office

- To establish the presence in US and EMEA
- Focusing on Digital Transformation and Google Cloud
- Generative Artificial Intelligence and Robotic Process Automation

# Management Overview

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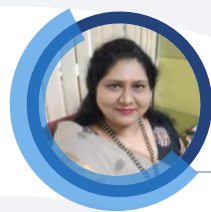


## Jim Rakesh

Managing Director  
25+ Years Of Experience

Jim Rakesh, a computer science engineer and visionary first-generation entrepreneur, set out with a determined ambition: to construct a sustainable business platform that not only delivers technical innovation to clients but also paves the way for future generations' employment prospects.

Under his leadership, ROX has become a pioneer in the IT landscape earning its reputation as a reliable partner for global enterprises.



## Sukanya R

Wholetime Director  
20+ Years Of Experience

Sukanya R, has done MS in Information Technology at BIM and management studies at IIM Bangalore, plays a crucial role in ROX's business development. She oversees the human resource department, administration & financial functions ensuring efficient operations and growth.

Sukanya supports a process-driven methodology and serves as the Chairperson for POSH (Prevention of Sexual Harassment).



## M M Senthil Kumar

Director  
20+ Years Of Experience

MM Senthil Kumar is a techno-commercial expert with numerous certificates has successfully overseen a multitude of Fortune 1000 clients on a global scale. He is highly respected in IT system integration space, for driving impactful outcomes, and enhancing brand and company reputation.

His portfolio showcases the strategic design and seamless deployment of intricate IT infrastructure solutions, spanning network security, data centres, collaborative platforms, and industrial IoT.



## C D Balaji

Independent Director  
20+ Years Of Experience

C D Balaji With more than 20 years of experience in process consulting and enterprise business solutions, he is committed to ensuring company success via the development of outcome-driven solutions based on market insights.

His exceptional talent for building long-lasting client relationships and expert sales operations has led to increased sales. He holds specialization in SAP, IBM (Linux ONE, technical advice, data-driven multi-cloud storage strategy, and cloud pack for integration).



## Rajagopalan Alagar

Independent Director  
30+ Years Of Experience

Rajagopalan Alagar, a 72-year-old Commerce Graduate and Fellow of the Institute of Company Secretaries of India, has been a successful Company Secretary for over a decade.

He has served as an Independent Director at National Fittings Limited in Coimbatore for 18 years, combining industry insights, technical proficiency, business acumen, and governance expertise. His board involvement significantly contributes to company growth and success.



## Ethirajulu

Independent Director  
30+ Years Of Experience

Ethirajulu comes across as a seasoned professional with a distinguished educational background, holding the titles of Fellow Member and Associate Member of the Institute of Chartered Accountants of India.

With 30+ years of experience, he specializes in Finance, Accounts, and Administration across diverse domains. Ethirajulu has demonstrated exceptional leadership in Greenfield projects, showcasing strategic financial acumen and a deep understanding of manufacturing processes.



## Kenny Robert

Non-Executive  
7+ Years Of Experience

He is a skilled Surgical Oncologist and Laparoscopic Cancer Surgeon with an 8-year career focused on Minimally invasive and Advanced laparoscopic oncological procedures. Holding a super speciality (MCh) in Surgical Oncology from Center of Oncology at Government Royapettah Hospital, M.S. from Government Royapettah Hospital, Kilpauk Medical College and an M.B.B.S. from Theni Government Medical College.

He has also pursued Hepato-Pancreato-Biliary Surgery fellowship from CMC Vellore and served as Assistant Professor in General Surgery in Kilpauk Medical College. Currently as the Lead Consultant Surgical Oncologist and Laparoscopic Surgeon at Meridian Hospital Kolathur Chennai, he contributes to holistic oncology care and patient well-being. He possesses a strong enthusiasm for applying automation in the medical field and actively engages in research aimed at finding a cure for cancer and hence transform lives.



## Thenmozhi

Company Secretary  
10+ Years Of Experience

Ms. Thenmozhi is an Associate Member of the Institute of Company Secretaries of India (ACS) and holds a B. Com from the University of Madras. With over 10 years of experience in legal, accounts, and secretarial departments, she has a strong understanding of company goals and plans, as well as sound judgment in conflict situations.

She has worked with various organizations and has a strong background in corporate governance, compliance, and investor relations.

# Industry Overview

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## Global IT Industry

### Overview

- The global IT Industry was estimated to USD 4,817 Bn in FY 2022. The market is forecasted to be USD 5,156 Bn in FY 2023 and is forecasted to reach USD 7,846 Bn by FY 2029 with a CAGR of 7.2% over the forecast period (FY2023-2029).
- Global IT market by computation type is segmented into HPC Systems, Workstations, other devices infrastructure, software, IT business services, Emerging tech and telecom services.
- IT Business services had the second largest share in FY 2022 and is expected to reach USD 2,353.7 Bn by FY 2029 at a CAGR of 7.9%.

### Global IT Industry Market by Geography/Region

- Global IT Industry market by geography is segmented into North America, Europe, Asia Pacific (APAC), South America, and Middle East and Africa (MEA).
- North America region held the largest share (39%) in FY 2022 with a market size of USD 1,855 Bn and is expected to reach USD 2,824.5 Bn by FY 2029 at a CAGR of 6.1%, followed by APAC with a share of 27% in FY 2022 and a market size of USD 1,298 Bn in FY 2022.
- APAC is 160 forecasted to be USD 1,395 in FY 2023 and is expected to reach USD 2,275.3 Bn by FY 2029 with a CAGR of 8.5% over the forecast period (FY2023-2029)

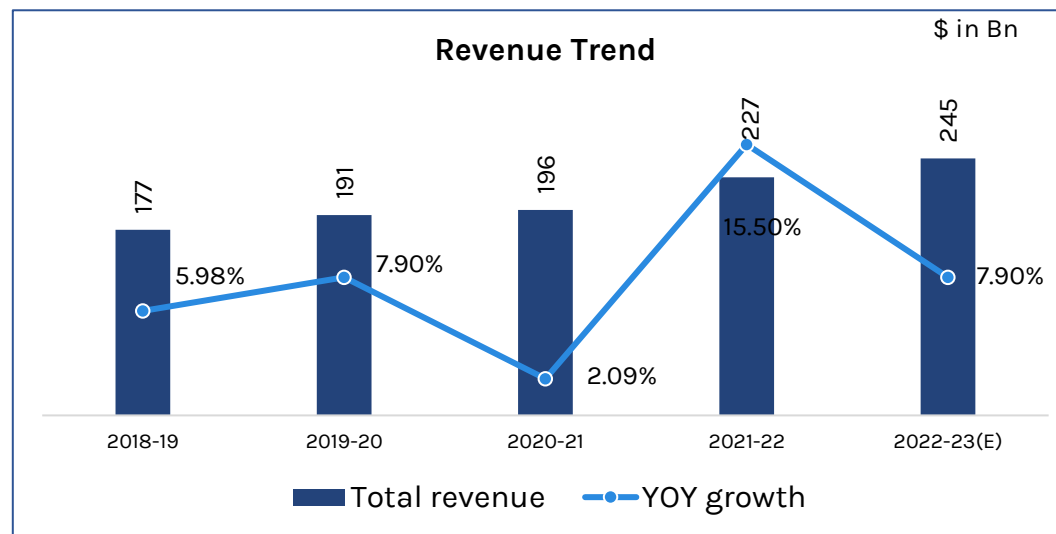






## IT sector India

- IT industry body NASSCOM made a statement that Indian technology sector is set to grow at 8.4% in FY 2023 to reach US\$ 245 Bn market size.
- The India IT Industry market was US\$ 201,000 Mn in FY 2022. The market is forecasted to be US\$ 225,000 Mn in FY 2023 and is forecasted to reach US\$ 372,706 Mn by FY 2029 with a CAGR of 8.8% over the forecast period (FY2023-2029).
- In the Union Budget 2023-24, the allocation for IT and telecom sector stood at Rs. 97,579.05 crore (US\$ 11.77 Bn).
- Revenue in the Enterprise Resource Planning Software market is projected to reach US\$0.63bn in 2023.
- The India artificial intelligence market size reached \$ 680 million in 2022 and further it is expected to reach \$3,935.5 million by 2028, showcasing a growth rate (CAGR) of 33.28% during 2023-2028.
- Revenue is expected to show an annual growth rate (CAGR 2023-2028) of 10.54%, resulting in a market volume of US\$1.04bn by 2028.



## IT Sector Growth Drivers

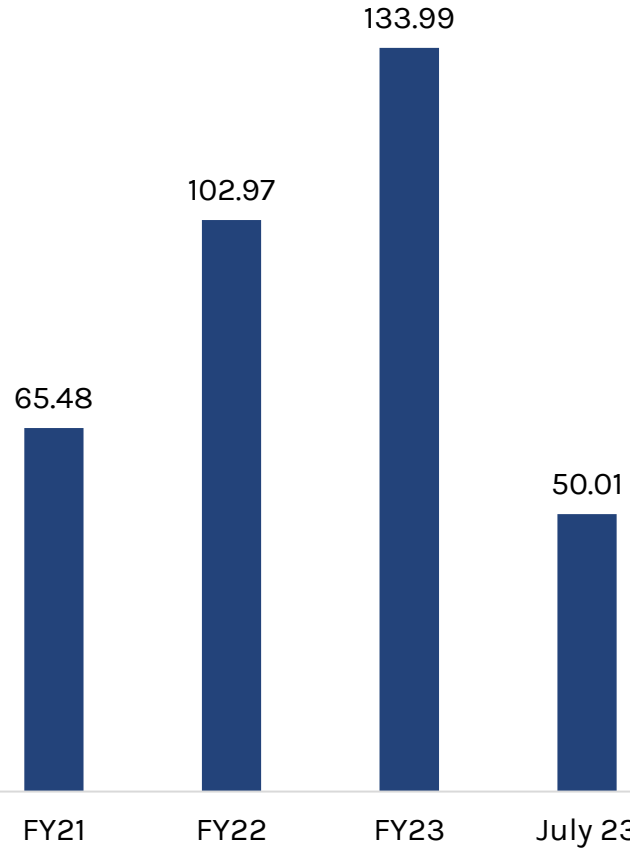
- Low cost of operation and tax advantages
- 'Make in India' Policy & 'PLI Scheme' of the GOI
- Make AI in India & Make AI for work' initiative of the GOI
- Growing demand for cloud-based services
- Upgrading network to 5G technology
- Restriction of Import of Servers, Laptop, & Tablets from Nov 2023 by DGFT

# Financial Overview

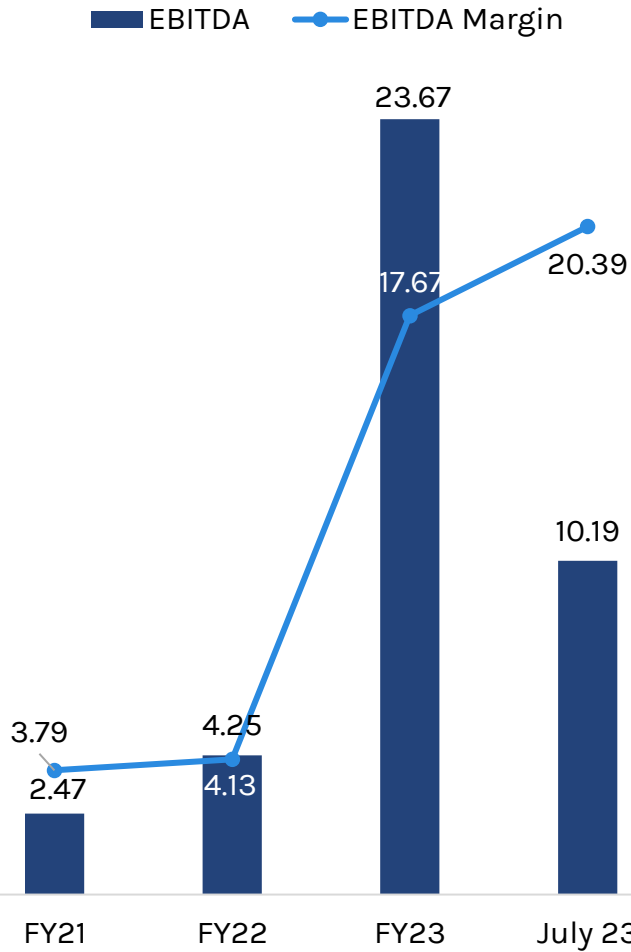
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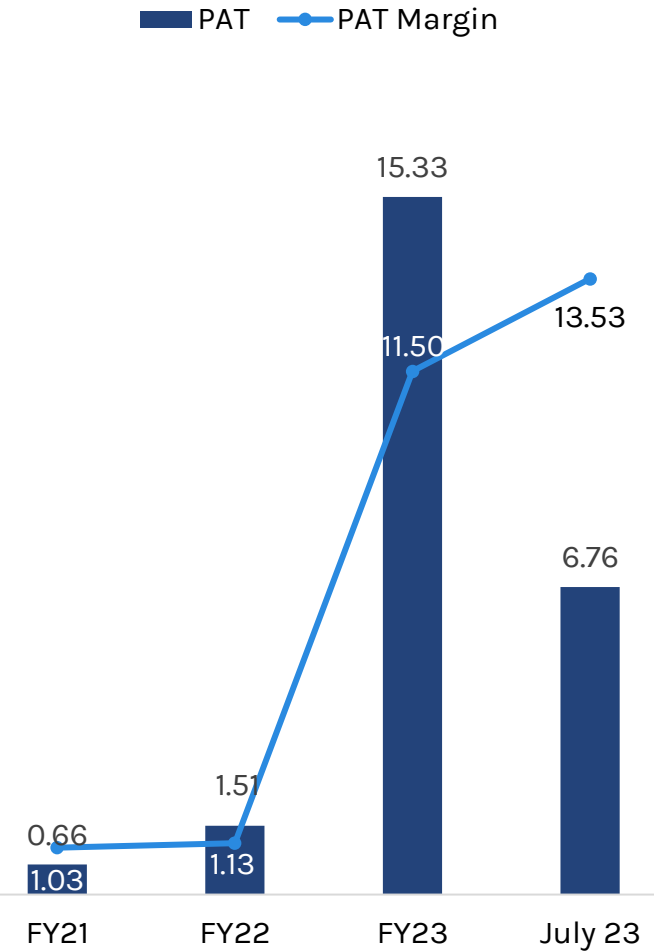
## Total Revenue



## EBITDA & EBITDA Margin



## PAT & PAT Margin



All Figures In ₹ Cr & Margin In %

# Profit & Loss Statement



In ₹ Cr

Particulars	July 2023	FY23	FY22	FY21
Revenues	49.96	133.33	102.86	64.07
Other Income	0.05	0.66	0.11	1.41
<b>Total Income</b>	<b>50.01</b>	<b>133.99</b>	<b>102.97</b>	<b>65.48</b>
Cost of Consumption	37.60	103.51	91.93	58.47
Employee costs	1.37	3.95	3.40	2.51
Other expenses	0.85	2.85	3.39	2.02
Total Expenditure	39.82	110.31	98.72	63.00
<b>EBITDA</b>	<b>10.19</b>	<b>23.67</b>	<b>4.25</b>	<b>2.47</b>
Finance Costs	1.02	2.97	1.96	1.43
Depreciation	0.10	0.23	0.22	0.15
PBT	9.06	20.47	2.08	0.90
Tax	2.30	5.15	0.57	0.24
PAT	6.76	15.33	1.51	0.66
<b>Total Comprehensive Income</b>	<b>6.76</b>	<b>15.33</b>	<b>1.51</b>	<b>0.66</b>
EPS	4.02	9.11	0.90	0.39

July FY24 number are is not Annualised

Equities & Liabilities	July 2023	FY23	FY22	FY21
Equity	16.82	7.48	7.48	3.25
Other Equity	14.09	16.68	1.35	4.06
Non Controlling Interests	0.00	0.00	0.00	0.00
<b>Net Worth</b>	<b>30.91</b>	<b>24.15</b>	<b>8.82</b>	<b>7.31</b>
Non Current Liabilities				
Non Current Borrowings	2.90	3.38	4.23	5.15
Deferred Tax Liabilities	0.00	0.00	0.00	0.00
Long Term Provision	0.33	0.32	0.27	0.23
<b>Total Non Current Liabilities</b>	<b>3.23</b>	<b>3.70</b>	<b>4.50</b>	<b>5.38</b>
Current Liabilities				
Current Borrowings	25.49	19.20	13.72	6.21
Lease Liabilities	0.00	0.00	0.00	0.00
Trade Payables	12.31	8.49	10.85	19.48
Current Tax Liabilities (Net)	0.00	0.00	0.00	0.00
Short Term Provisions	7.47	5.16	0.58	0.29
Other Current Liabilities	0.71	0.33	0.20	0.22
<b>Total Current Liabilities</b>	<b>45.97</b>	<b>33.18</b>	<b>25.35</b>	<b>26.19</b>
<b>Total Liabilities</b>	<b>80.11</b>	<b>61.03</b>	<b>38.67</b>	<b>38.88</b>

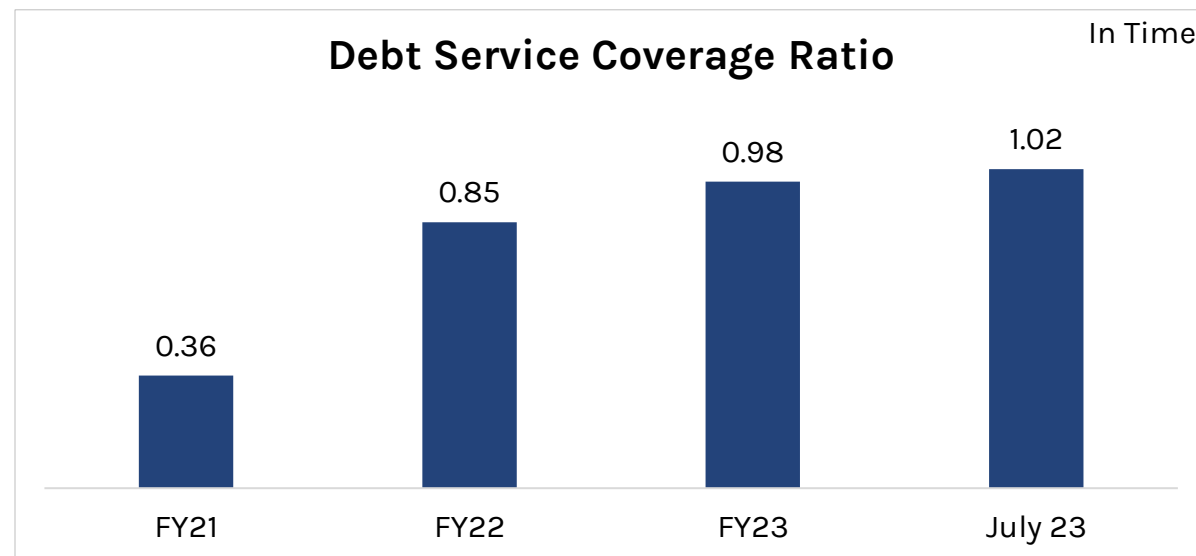
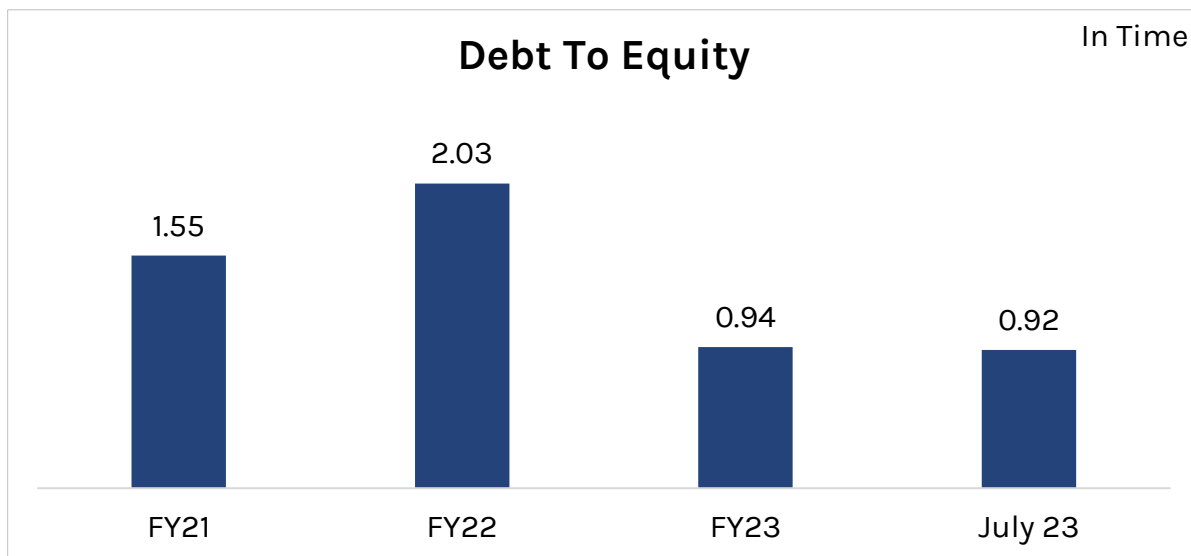
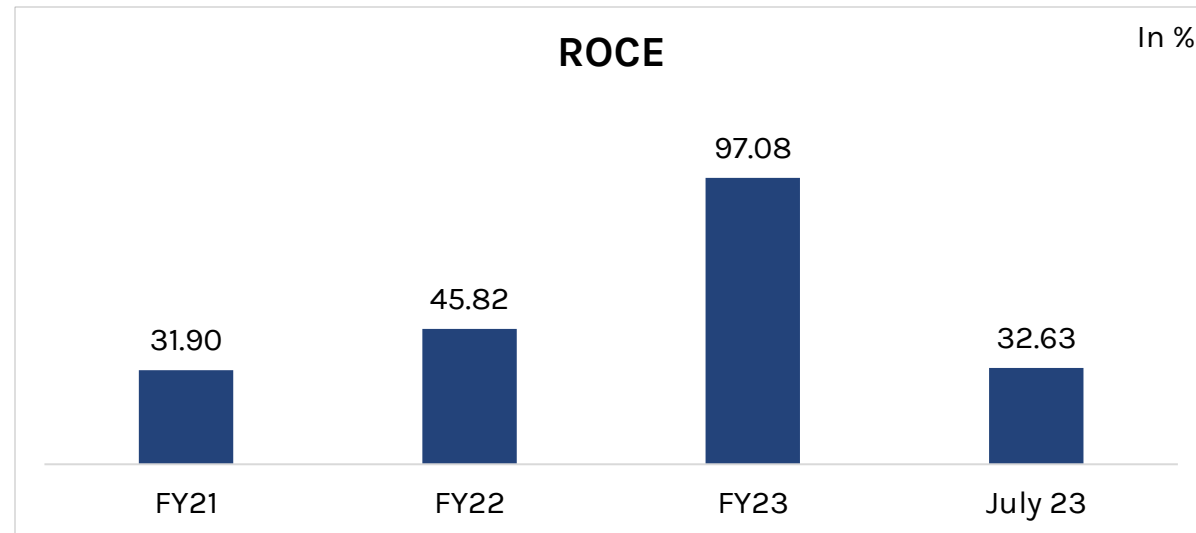
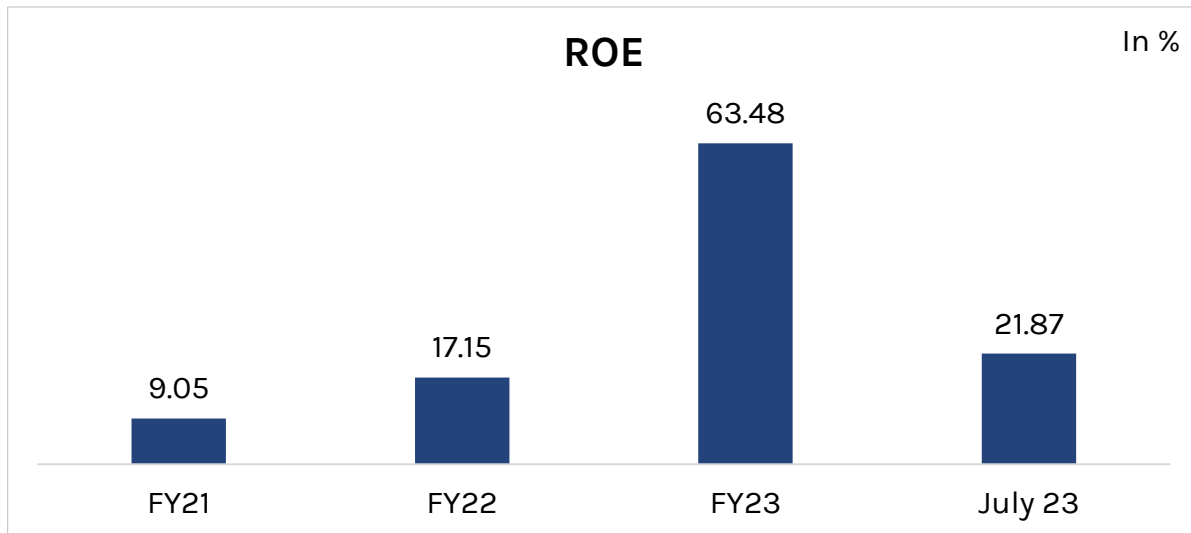
Assets	July 2023	FY23	FY22	FY21
Non Current Assets				
Fixed assets	4.16	4.26	3.87	3.93
Non Current Investments	0.00	0.00	0.00	0.00
Deferred Tax Assets (Net)	0.15	0.15	0.13	0.12
Other Non Current Assets	5.76	6.13	5.34	1.78
<b>Total Non Current Assets</b>	<b>10.07</b>	<b>10.54</b>	<b>9.34</b>	<b>5.83</b>
Current Assets				
Inventories	38.56	30.06	9.97	9.96
Trade receivables	28.69	18.44	16.77	16.72
Cash & Bank Balance	0.00	0.01	1.49	3.37
Current Tax Assets (Net)	0.00	0.00	0.00	0.00
Other Current Assets	2.78	1.99	1.09	2.99
<b>Total Current Assets</b>	<b>70.04</b>	<b>50.50</b>	<b>29.32</b>	<b>33.04</b>
<b>Total Assets</b>	<b>80.11</b>	<b>61.03</b>	<b>38.67</b>	<b>38.88</b>

# Cash Flow Statement



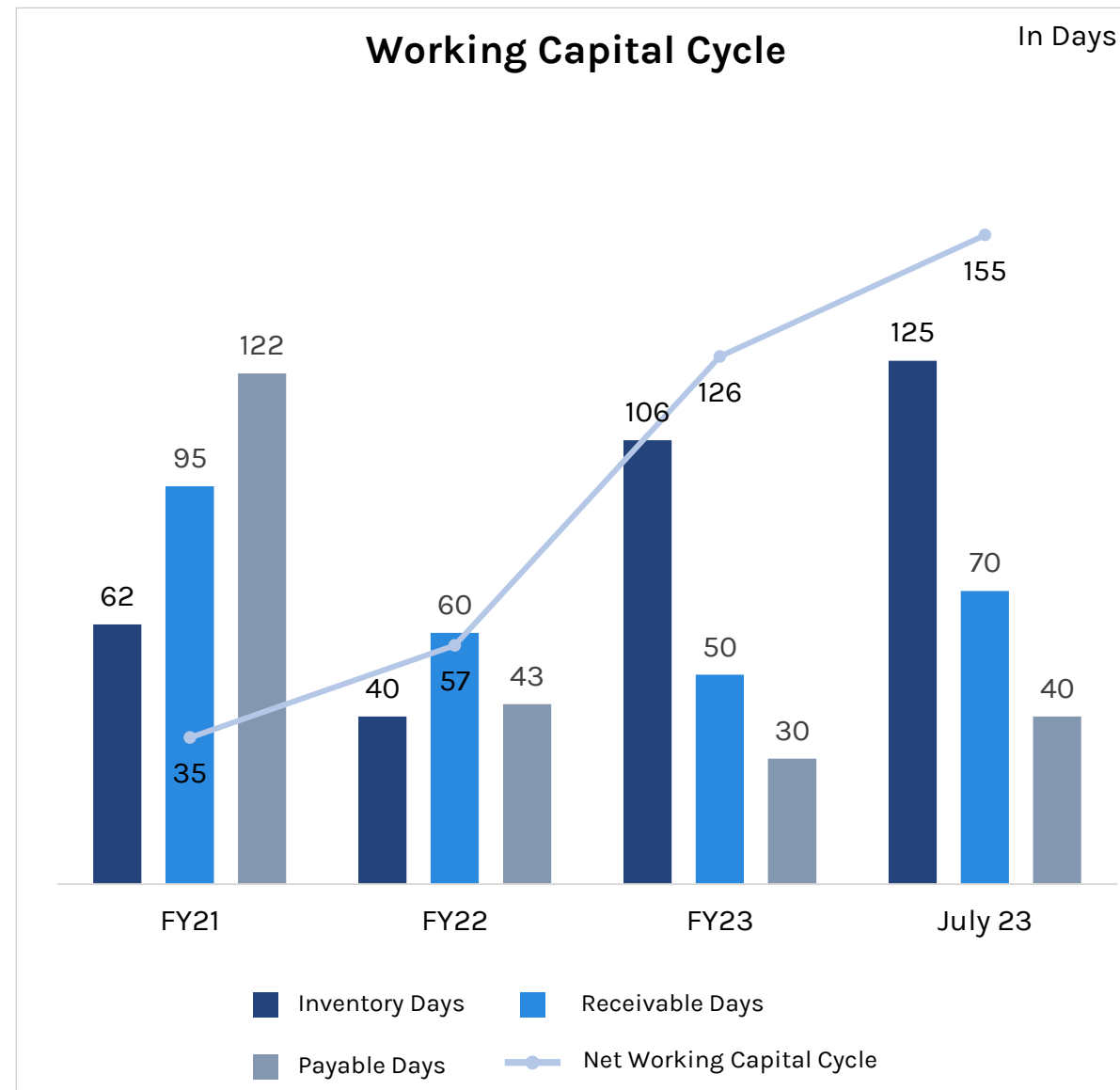
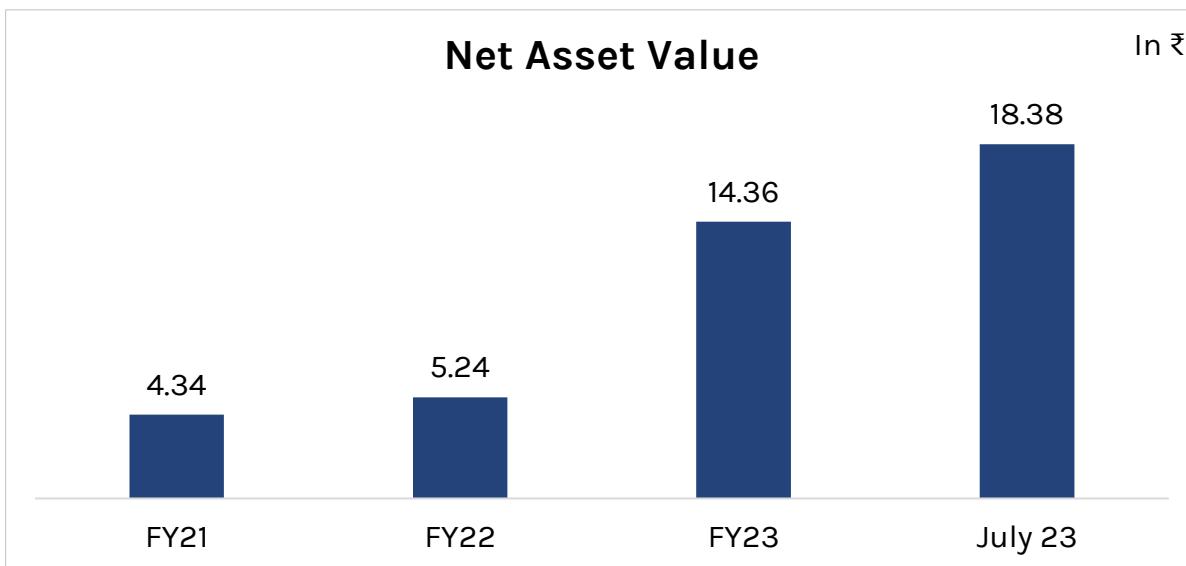
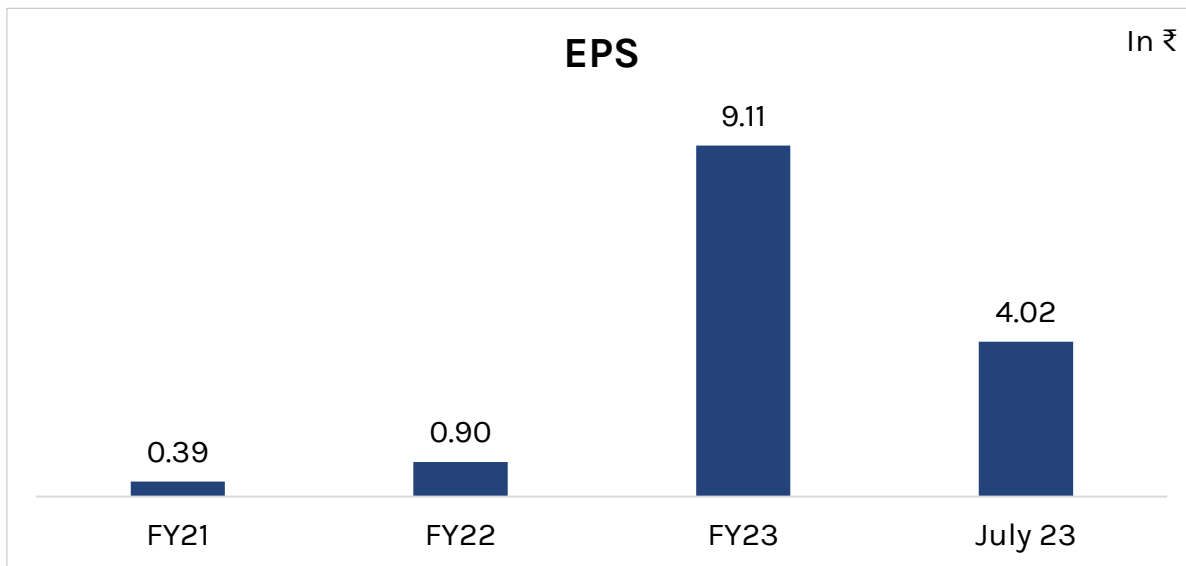
In ₹ Cr

Particulars	July 2023	FY23	FY22	FY21
Cash from Operation	1.08	3.73	-4.87	3.15
Cash from Investments	0.41	-1.40	-0.12	-1.26
Cash from Financing	-1.51	-3.81	3.11	-1.05
Net Cash Flow	-0.009	-1.48	-1.88	0.84



July FY24 number are is not Annualised





July FY24 number are is not Annualised

# IPO Overview

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Offer Size	Up To 65,64,800 Equity Shares
Fresh Issue	Up To 60,17,600 Equity Shares
Offer For Sale	Up To 5,47,200 Equity Shares
Face Value	₹ 10
Offer Size	₹ 52.52 – ₹ 54.49 Cr
Price Band	₹ 80 – ₹ 83 Per Equity Share
Lot Size	1,600 Equity Shares
<b>Offer Period</b>	
Anchor Bidding	November 6, 2023
Offer Opens	November 7, 2023
Offer Closing	November 9, 2023
<b>Offer Structure</b>	
QIB	Up To 26,27,200 Equity Shares
NII	Up To 8,96,000 Equity Shares
RII	Up To 21,93,600 Equity Shares
Market Maker	Up To 8,48,000 Equity Shares

Pre Issue Equity Shares	1,68,18,750 Equity Shares	
Post Issue Equity Shares	2,28,36,350 Equity Shares	
Post Issue Implied Market Cap	₹ 189.54 Cr	
<b>Pre Issue Holding</b>		
Promoter & Promoter Group	1,40,08,042 Equity Shares	83.29%
Public	28,10,708 Equity Shares	16.71%
<b>Post Issue Holding</b>		
Promoter & Promoter Group	1,34,60,842 Equity Shares	58.95%
Public	93,75,508 Equity Shares	41.05%
Dilution	24.34%	
Selling Shareholder	Mrs. Sukanya Rakesh Mrs. Janet Rekha	
Pre Issue Holding	37,08,106 Equity Shares	22.05%
Post Issue Holding	31,60,906 Equity Shares	13.84%
Listing On	NSE Emerge	

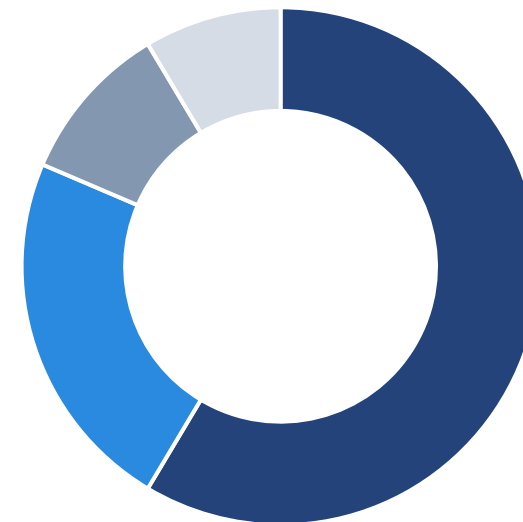
## Issue Proceeds

Particulars	Amount ₹ Cr
Gross Proceeds From The Issue	54.49
Less: Issue Related Expenses	[•]
Net Proceeds Of The Issue To The Company	[•]

## Utilization Of The Net Proceeds

Funding for Capital Expenditure	22.01
Funding our working capital requirements	15.00
General Corporate Purpose	[•]

## Utilisation Of The Fund



Funding for Capital Expenditure	[•] %
Funding our working capital requirements	[•] %
General Corporate Purpose	[•] %
Issue Related Expenses	[•] %

Book Running Lead Manager



Swaraj Shares And Securities Private Limited

Registrar To The Issue



Purva Share Registry India Private Limited

Market Maker



Share India Securities Limited

Banker To The Issue & Sponsor Bank



Axis Bank Limited

Bankers To The Company



HDFC Bank



HSBC

Statutory Auditors Of The Company

P P N And Company

Legal Advisor To The Company

A & G Legal Associates LLP

IPO Advisor To The Company



Aksan Capital Advisory Private Limited

IR, PR Agency & Designing Partner



Kirin Advisors Private Limited

**Thank You**



**ROX Hi-Tech Limited**

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**Book Running Lead Manager**



**Swaraj Shares And Securities Private Limited**

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