



UMIYA[®]
MOBILE

UMIYA MOBILE LIMITED

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Umiya Mobile @Glance

Established in 2012, **Umiya Mobile Limited** has evolved into a prominent multi-brand retail player in smartphones, mobile accessories, and consumer electronics. The company operates under two brands, “**UMIYA MOBILE**”, “**MYPHONE**” & “**PHONE PLUS**”, and has built strong customer trust through a wide-ranging portfolio of products from leading global brands.

Its offerings span the latest smartphones from Apple, Samsung, Realme, Xiaomi, Oppo, Vivo, Motorola, Google Pixel, and Infinix, etc. as well as consumer durables including smart TVs, air conditioners, refrigerators, and coolers from renowned brands such as Sony, LG, Panasonic, and Godrej.



Key Facts

12+
Years of
Experience

268
No. of Stores

200+
Brands

1,600+
SKUs

127
Employees

Major Events & Milestones

2006

A small sim card selling outlet.

2012

Incorporation of Company as Private limited company.

2017

3rd Store in Rajkot (Panchayat Chowk)

2020

Started to run on highway with 6th store (Ahmedabad)

2023

Became the fastest growing retail chain

2025

Listed on BSE SME

Certifications & Awards

							
Paytm Premium Partner	UV Club	Oppo Outstanding 2022	Onesite Go Wow Champions	Noice Authorised	Samsung Galaxy AI Conclave	Samsung Sambandh 2009	itel Contribution
							
At This Time	Realme India	Narzo	Vivo The Future is Nex	MI Fortune KP	Samsung The President Club 2022	Oppo Highest F25 Pro Sales	JBL 75 Years
							
Samsung the President Club 2019	Oppo F21	Samsung President Club 2020	Samsing S24 Performance Jan - Feb 24	MI Platinum Partners	Samsung President club 2018	Tecno Premium Partner H2 2021	Samsung President Club 2021
							
Oppo Premier Club Q3	Kotak 2022	Samsung President Club 2021	Rotary Virtual Marathon 2020	Samsung Galaxy AI Conclave	Samsung Growth FY 2024	Samsung Awesome 5G	Oppo Best Overall Performance 2023
							
Tecno 2020	HDFC Bank	Realme	Samsung Road to Glory 2.0	Oppo Royal Bandhan Club 2018	Samsung President Club 2016	Onsitego Partnership	Ramjhat Navratri 2022

Certifications & Awards



Home Credit 2024



Narzo Mighty
Performance Inside



Vivo in Recognition of
the exemplar 2022



Samsung President Club
2024



Vivo V29 Partners



Oppo Royal Bandhan Club



Vivo Membership 2022



Tecno Winner
Fly shanghai 2018



M&I Best seller



Kotak FY 20-21



Samsung H1 - 2023



Oppo Premier Club 2023



Royal Bandhan
Club 2019 Q1



PineLabs Q1 and Q2



Oppo R17 Pro
Certified



Samsung No. 1
Smartphone



Vivo Family Club

Retail Partners

Smartphones



Accessories



Consumer Electronics



Financing Tie-ups

Payment & Transaction Partners



Consumer Financing Partners



Business Model



25 Owned Stores



243 Retail Outlets

Stores spread across **26 cities** in Gujarat and **14 cities** in Maharashtra

Financing Solutions

Credit/EMI options via
banks & NBFC tie-ups
Expands affordability & boosts sales

After-Sales Services

Maintenance, repairs, customer
Support Available at both
owned & retail stores

Warranty & Replacement Process

Manufacturer-backed warranties
Seamless replacement/servicing
through suppliers

Accelerating Network Expansion



268

**Total No. of Stores across Gujarat,
Maharashtra & Union Territory**

Product Portfolio

Mobiles



Accessories



Smart Watch



Soundbar



Mobile Adapter & Cable



Headphone



Car Charger



Memory Card

Product Portfolio

Laptops / Tablets



Home Appliances



Television



Refrigerator



Air Conditioner



Air Cooler



Washing Machine



Wireless Camera

Store Unit Economics



~350 sq. ft
Retail footprint



~600 sq. ft
Avg. store size



91.9%
Conversion rate



85.9%
Repeat clientele



₹35–40 lakh
(with & without stock)
Capex/store



₹60–70 lakh
Working capital



300–400
SKUs/store

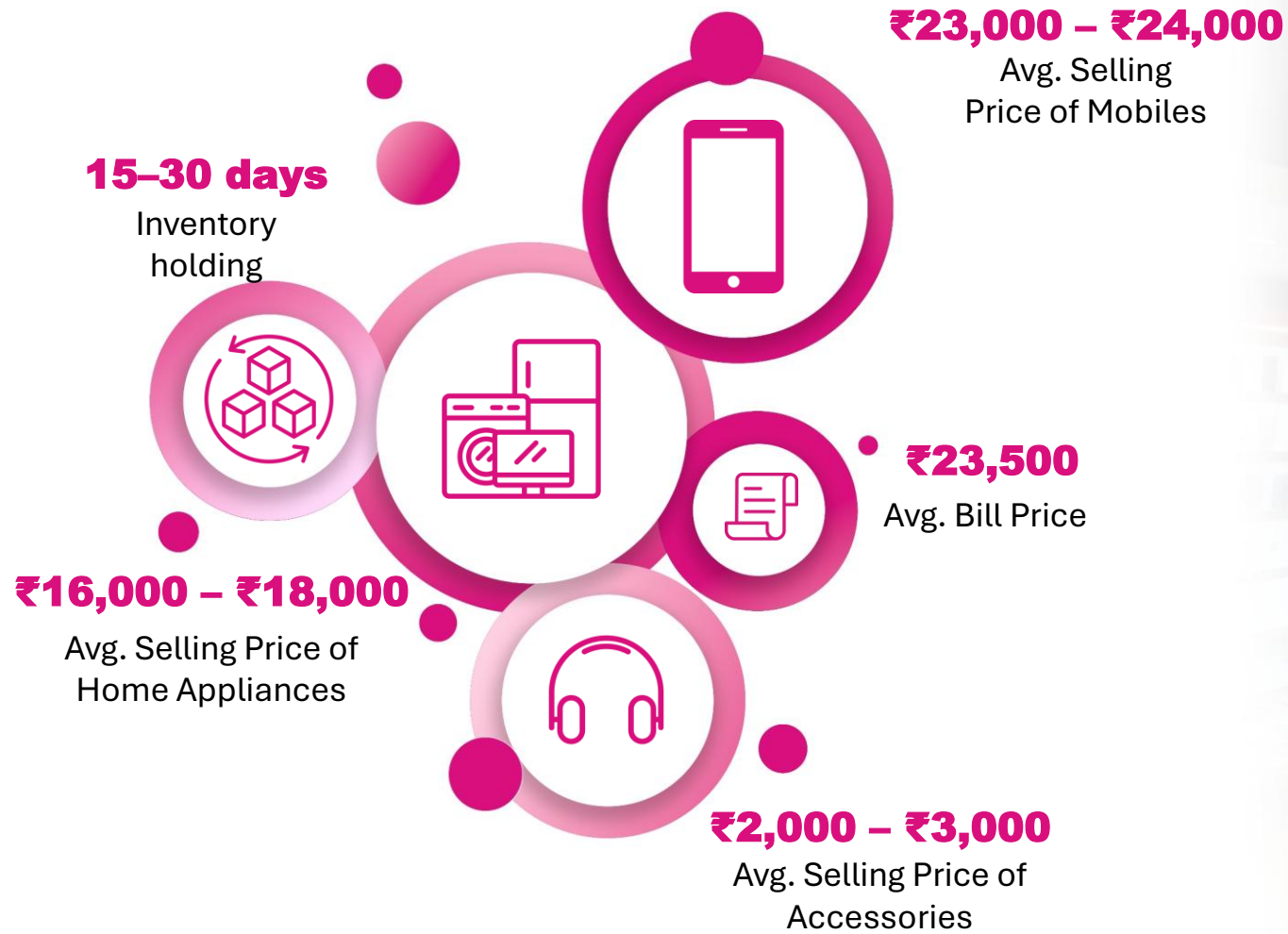


1 month
Monitoring period



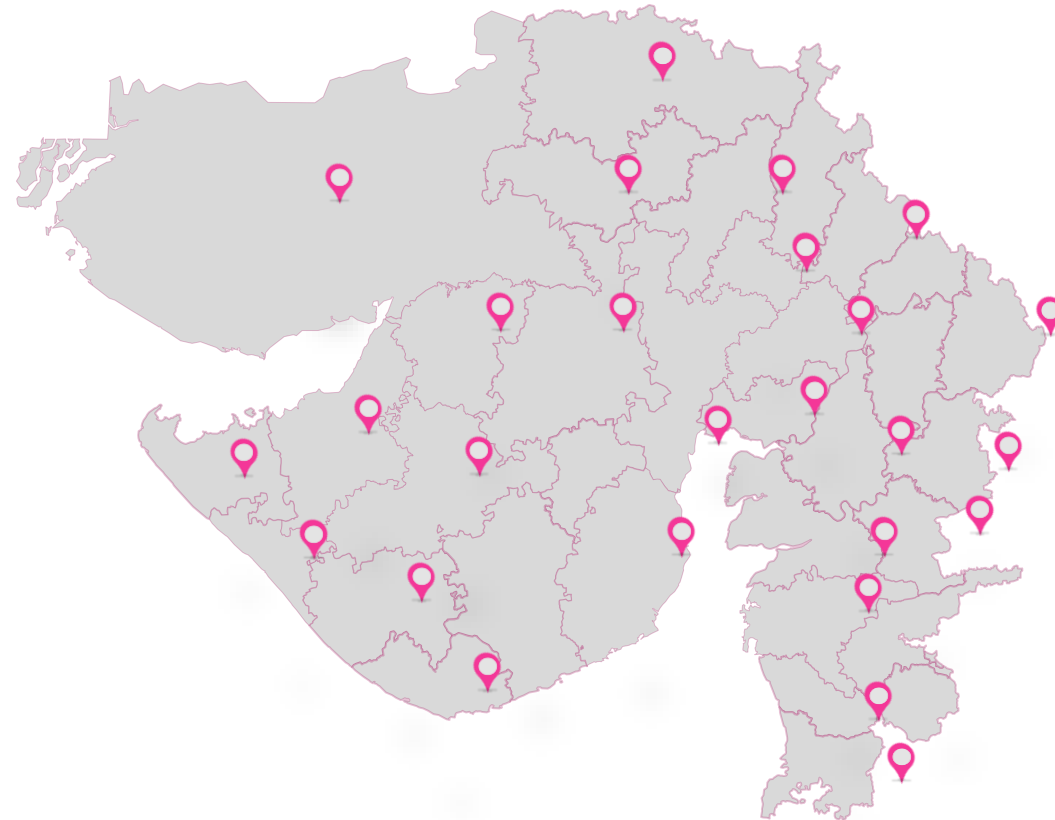
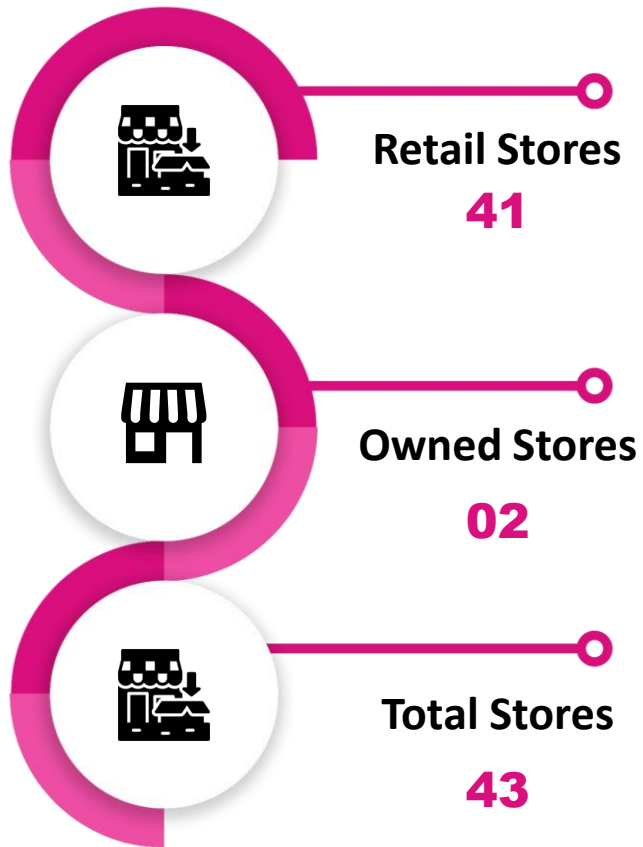
6–12 months
Payback

Sales and Operations Metrics

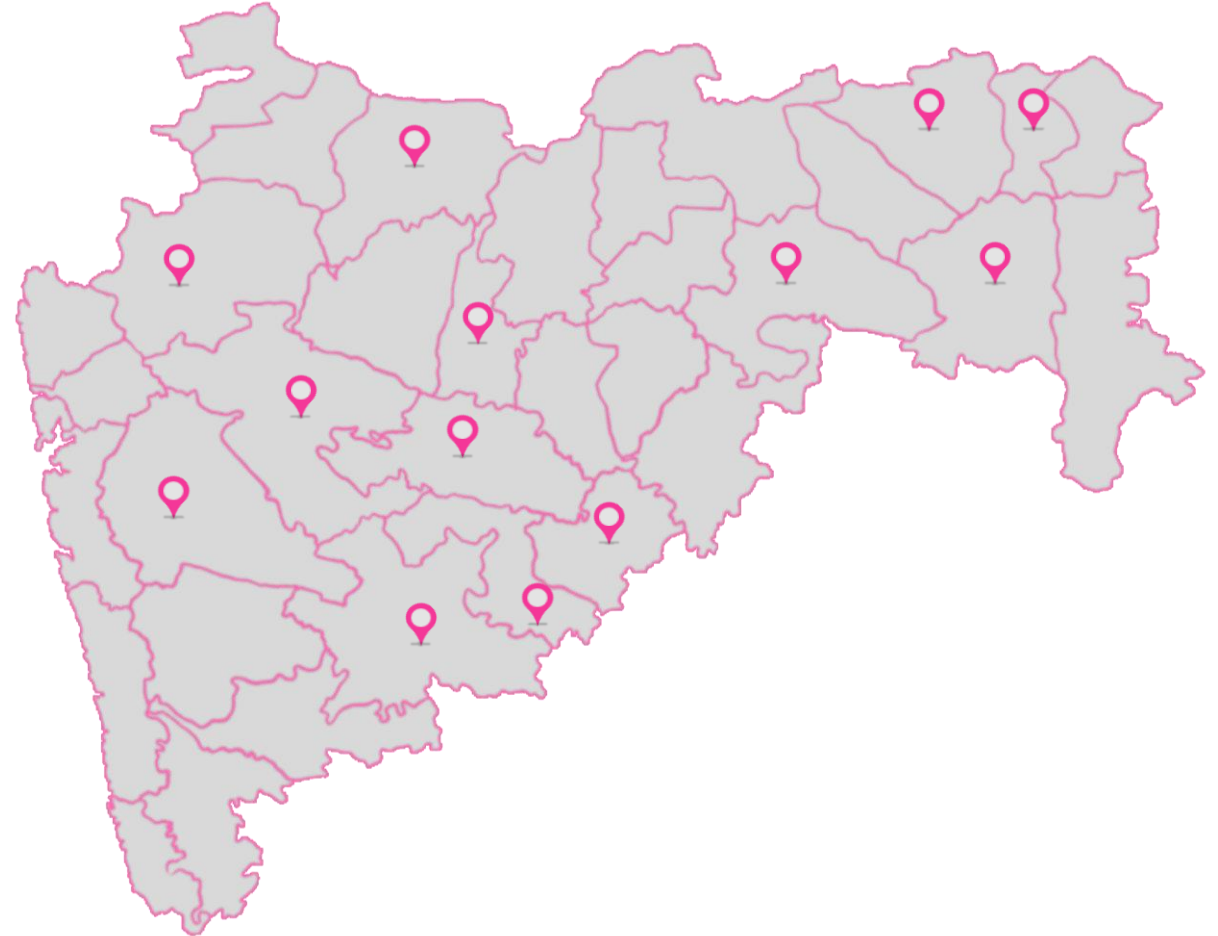
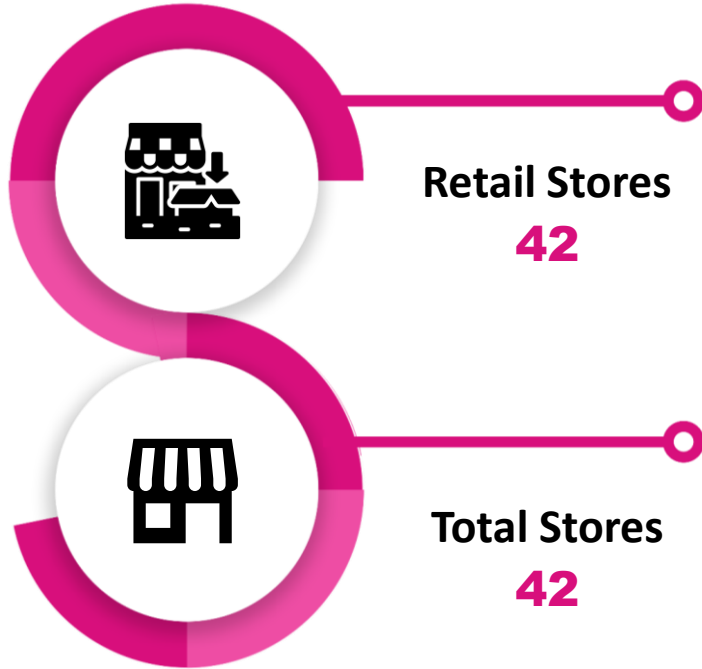


Major Presence - Gujarat

One Of The Third Largest
Turnover Gaining Mobile Chain In Gujarat.



Major Presence - Maharashtra



Business Strategy

Increase Brand Visibility

Expand dealer network to broaden reach, strengthen brand recall, and ensure retention in customers' minds.



Maintain Edge Over Competitors

Scale existing products, add new high- and mid-segment offerings, and expand portfolio to strengthen competitive edge.



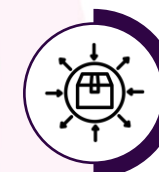
Improve Sales

Expand into Tier 2 & 3 towns, reduce overhead costs, and benefit from post-GST shift from unorganized to organized retail.



Diversify Product Portfolio

Expand beyond smartphones into accessories, smart TVs, home appliances, and electronics with varied price points, exclusive lines, and bundles to drive sales and customer loyalty.



Leverage Market Skills & Relationships

Customer-focused approach with strong relationships, skilled teams, and effective follow-ups to ensure satisfaction.



Improve Debt-Equity Ratio

Repay loans to lower debt-equity ratio, strengthen financial stability, improve efficiency, and enable future expansion funding.



Marketing Activities

Sponsorships during festivals and sports events



Video Shoots

Invest in high-quality video shoots to showcase product design, features, and performance, strengthening brand image and driving customer trust.

National Shopping day offer

Diwali sales Ad



Social Media

Actively connect with customers via popular platforms by sharing content, testimonials, and visuals, while offering direct interaction and prompt assistance.

Brief Profile of Directors



Mr. Jadwani Kishorbhai Premjibhai
Chairman and Managing Director

With 12+ years in electronics and mobile accessories retail, he has been associated with the Company since inception, driving key policy decisions, strategy formulation, and business growth.



Mr. Jadvani Girishkumar Premjibhai
Whole-Time Director

has More than 12 years of experience in the Business of trading in Electronics goods and Mobiles related accessories. He has been associated with our Company since incorporation.



Mr. Vijesh Premjibhai Patel
Whole-Time Director

With 12+ years in electronics and mobile accessories retail, he has been associated with the Company since inception, leading sales, marketing, brand building, HR, retail operations, and business expansion.



Ms. Komal Nishitbhai Ganatra
Non- Executive Independent Director

With 4+ years of experience in accountancy, bookkeeping, and advisory services, she has previously worked with Maverick International and now practices independently under her firm, Vrushti Consultancy..



Mr. Vishwas Odhavjibhai Sagparia
Non- Executive Independent Director

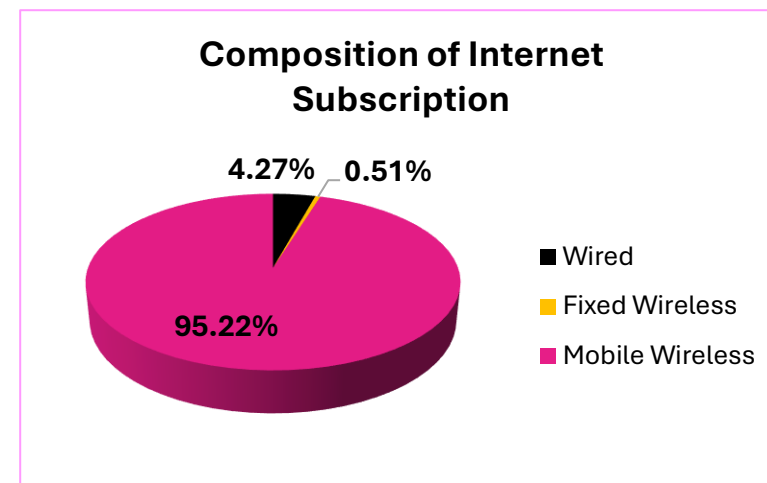
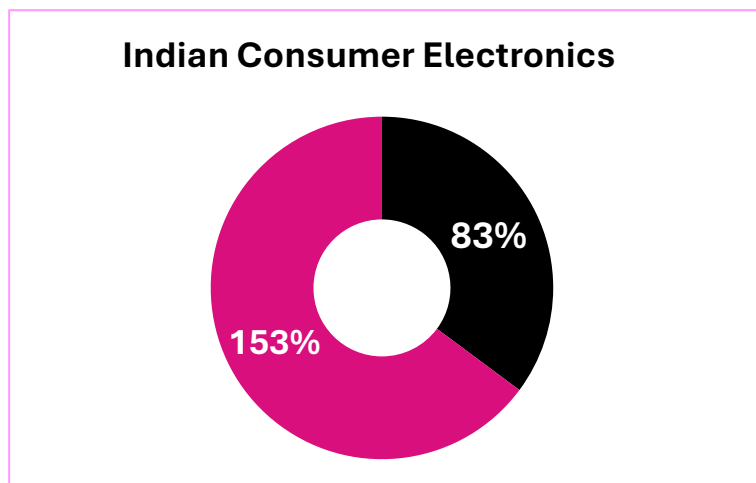
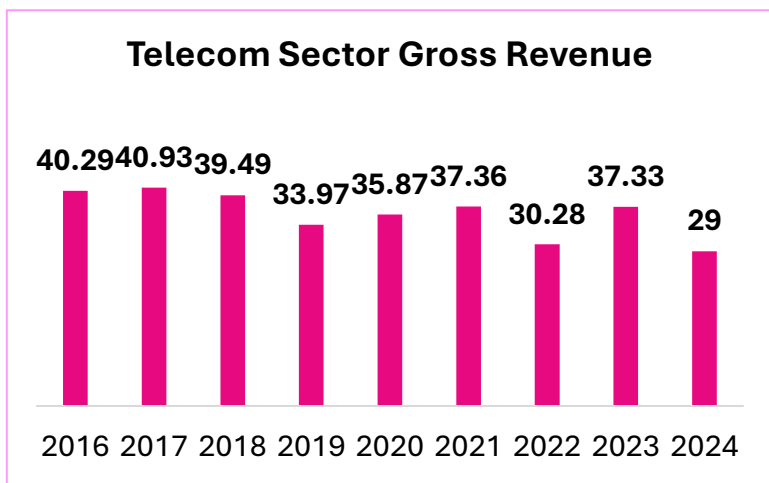
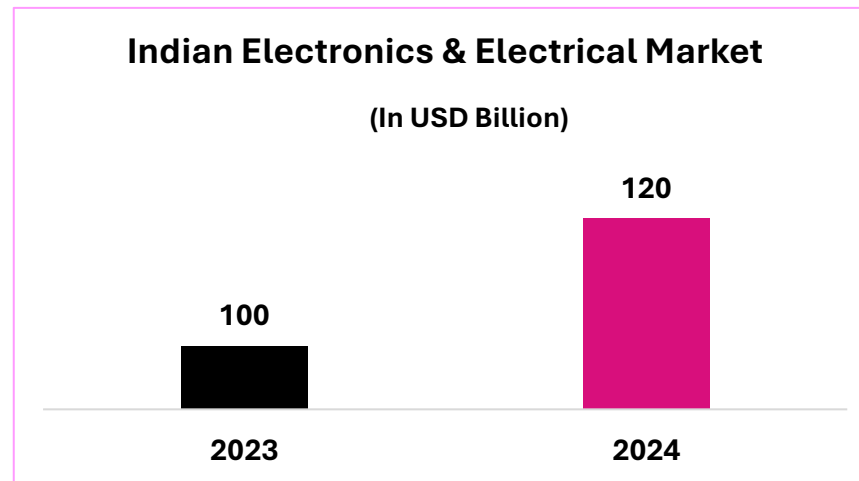
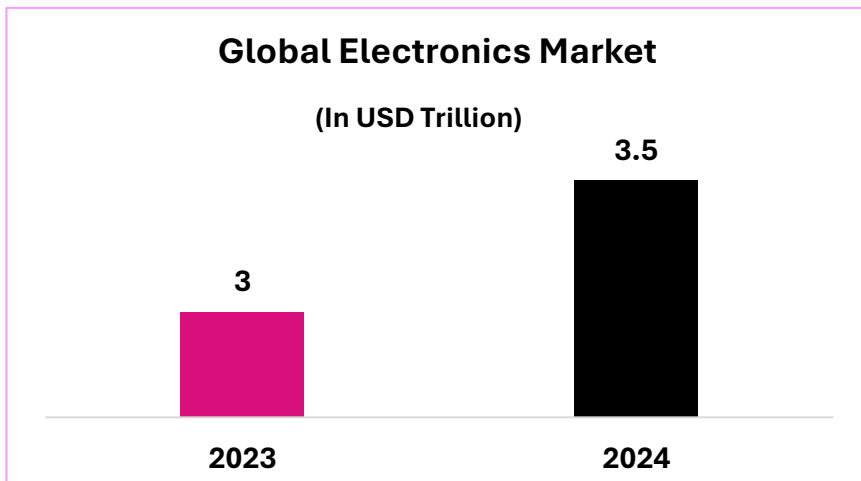
practicing Chartered Accountant with over 9 years of experience. He runs his own firm, Sagparia & Associates, specializing in Audit & Assurance, Corporate Law & Compliance, Taxation, Corporate Finance, and Strategic & Financial Planning.



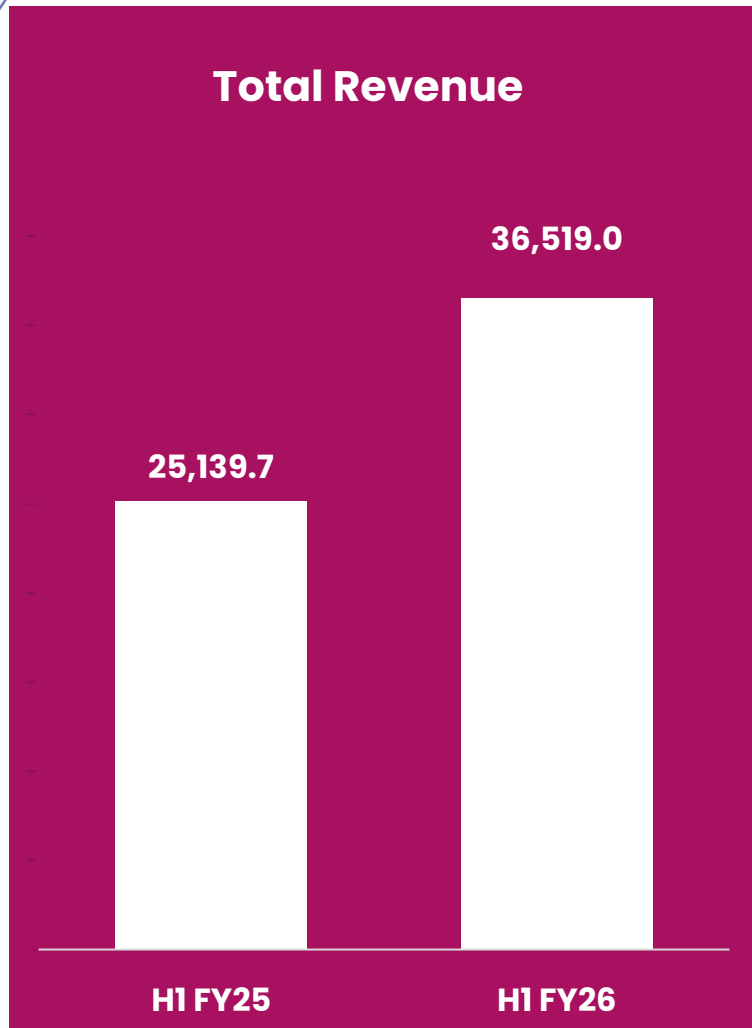
Mr. Nathavani Bhavik K
Non- Executive Independent Director

B.Com (Saurashtra University, 2009) and ICAI member since 2012, is a Chartered Accountant with 13+ years of experience. Through Bhavik Nathavani & Co, he specializes in Tax Planning, ERP Implementation, Corporate Finance, and Business Process Optimization.

Industry Outlook



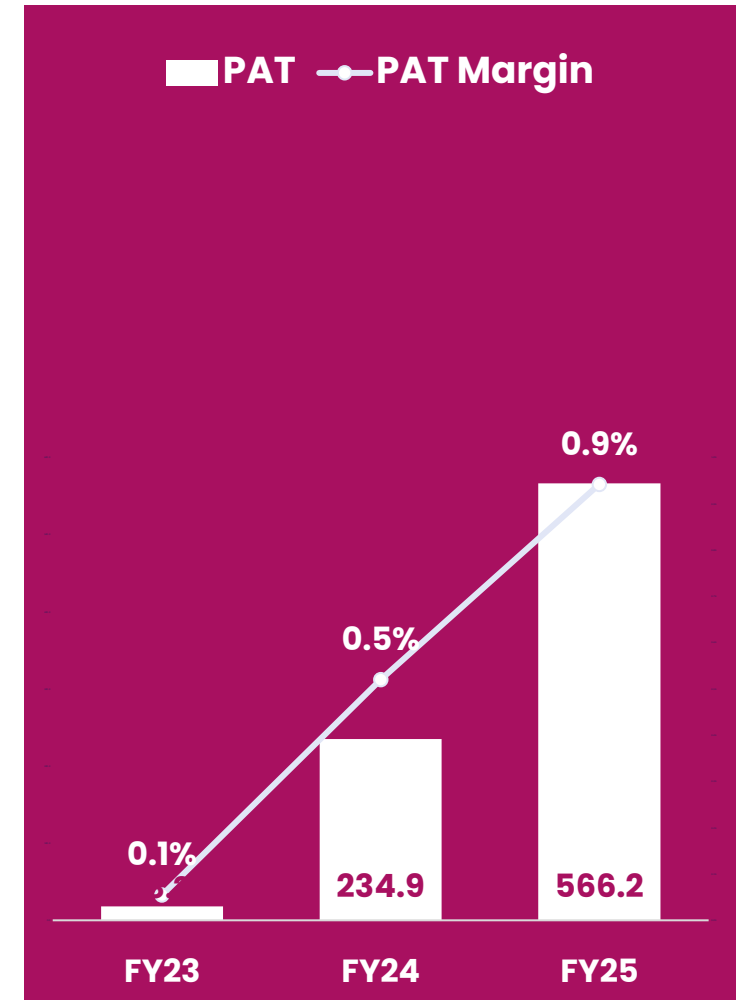
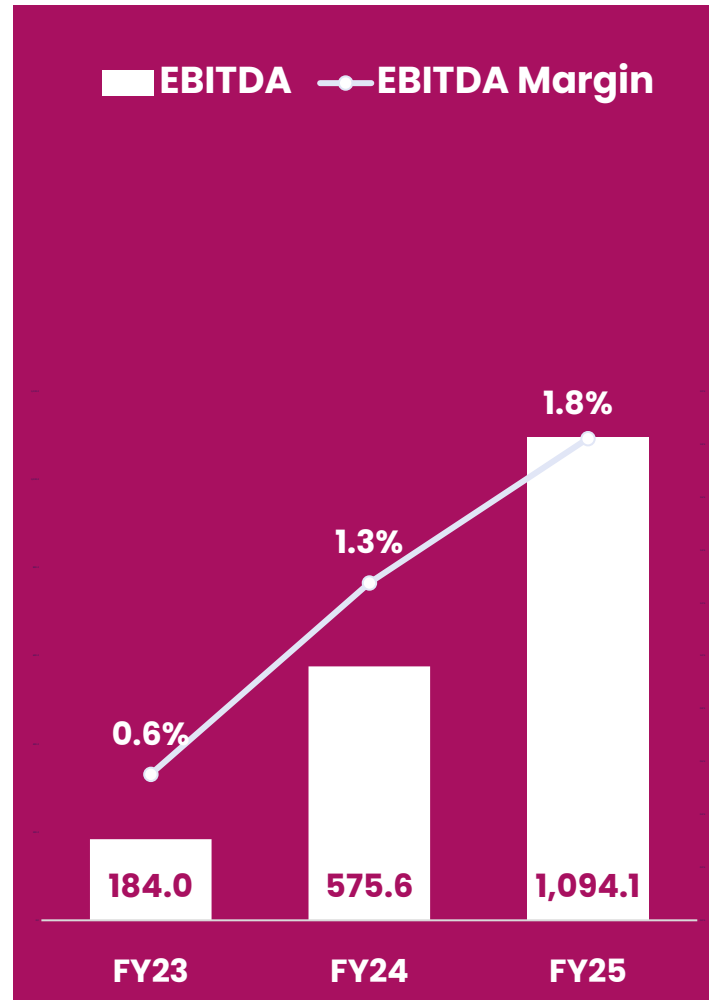
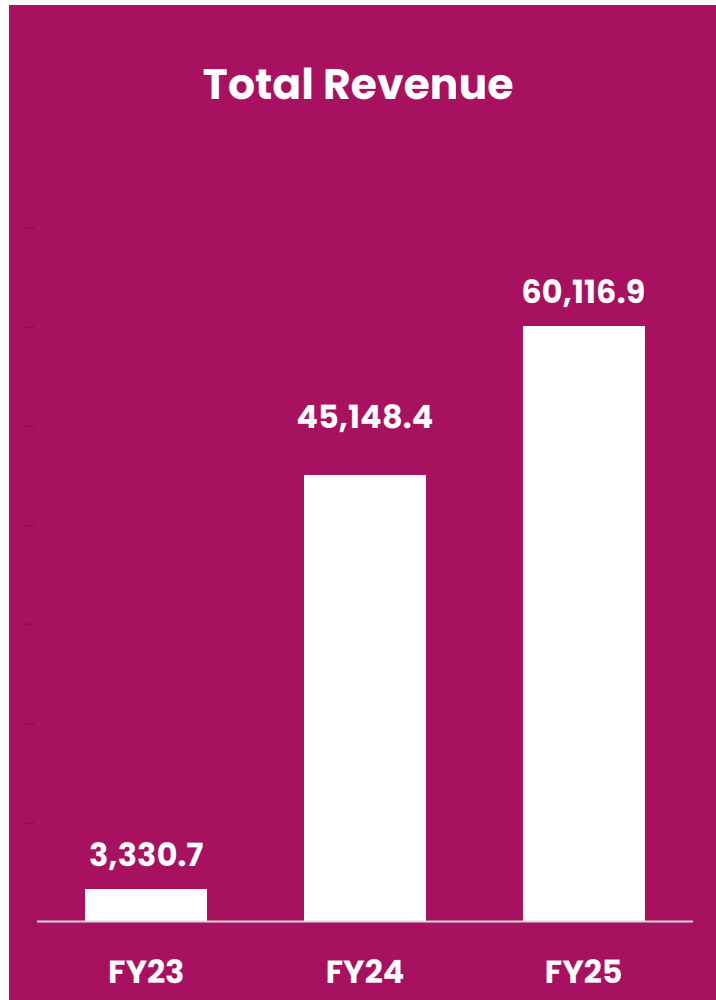
H1 FY26 Financial Snapshot



Income Statement (in ₹ lakhs)	H1 FY26	H1 FY25	YoY Change
Revenue from operations	36,518.98	25,139.74	45%
Purchases of Stock-in-Trade	40,319.43	27,028.97	
Change in Inventories	-3979.84	-1835.58	
Gross Profit	179.39	-53.65	
Employee Costs	283.38	221.66	
Other Expenses	1,622.09	1,047.41	
EBITDA	-1,726.08	-1,322.72	
Depreciation	38.97	34.58	
EBIT	-1,765.05	-1,357.30	
Interest	98.51	100.62	
Other Income	2,367.83	1,909.94	
PBT	504.27	452.02	12%
PAT	378.45	348.21	9%

All Figures are in ₹ Lakhs

Financial Snapshot



All Figures are in ₹ Lakhs & Margins are in %

Income Statement

Particulars	FY23	FY24	FY25
Revenue from Operations	33,330.66	45,148.40	60,116.87
Purchases of Stock-in-Trade	32,444.11	43,734.30	58,942.21
Change in Inventories	-737.20	-1,066.26	-2,549.76
Gross Profit	1,623.75	2,480.36	3,724.42
Employee Costs	363.50	367.39	493.00
Other Expense	1,076.26	1,537.40	2,137.36
EBITDA	183.99	575.57	1,094.06
Depreciation	42.57	59.69	71.80
EBIT	141.42	515.88	1,022.26
Interest	139.58	210.76	267.88
Other Income	23.79	10.03	10.66
PBT	25.64	315.13	765.04
PAT	18.24	234.94	566.23

All Figures are in ₹ Lakhs

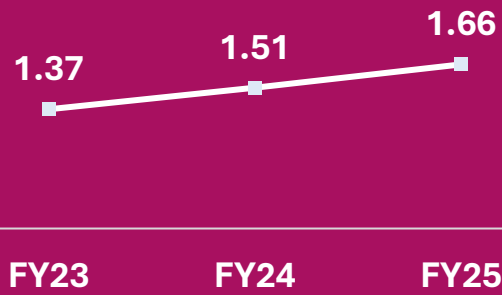
Balance Sheet

Particulars	FY23	FY24	FY25	Particulars	FY23	FY24	FY25
Share Capital	55.00	55.00	1,045.00	Tangible Assets	274.17	318.26	362.83
Reserves & Surplus	541.72	776.67	352.90	Intangible Assets	24.27	22.83	21.01
Shareholder's Equity	596.72	831.67	1,397.90	Other Non-Current Assets	71.10	79.71	129.23
Long Term Borrowing	136.80	79.08	-	Deferred Tax Assets	5.08	7.94	9.05
Long Term Provisions	15.24	20.09	23.40	Total Non-Current Assets	374.62	427.74	522.12
Other Non-Current Liabilities	962.69	1,604.31	3,065.56	Inventories	3,110.74	4,176.99	6,726.76
Short Term Borrowing	1,288.57	1,668.08	2,359.70	Cash and Cash Equivalents	188.57	183.33	322.20
Trade Payables	2,092.21	2,224.51	2,806.02	Short-Term Loans & Advances	925.28	1,264.82	1,918.35
Short Term Provisions	55.72	65.34	3.60	Trade Receivables	470.99	198.82	229.42
Other Current Liabilities	192.50	181.41	844.16	Current Investments	6.47	6.47	6.47
Total Current Liabilities	3,629.00	4,139.34	6,013.48	Other Current Assets	263.78	416.25	775.01
Total Equities & Liabilities	5,340.45	6,674.43	10,500.34	Total Current Assets	4,965.83	6,246.68	9,978.21
				Total Assets	5,340.45	6,674.43	10,500.33

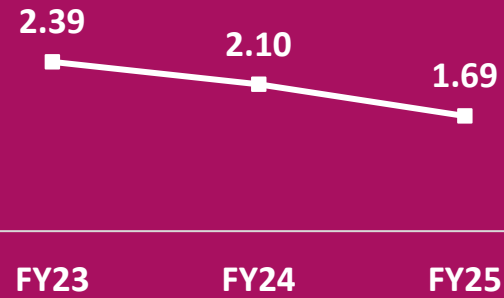
All Figures are in ₹ Lakhs

Key Ratios

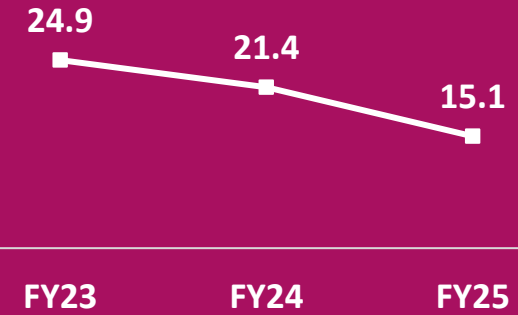
Current Ratio In Times



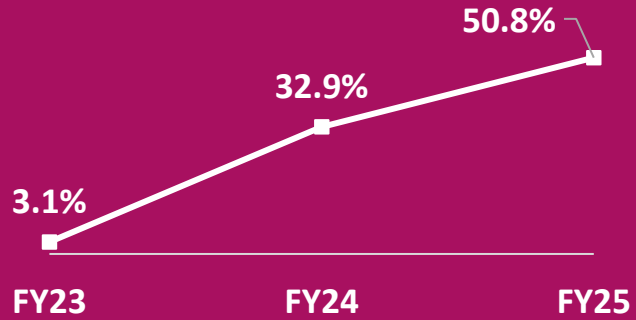
Debt - Equity Ratio In Times



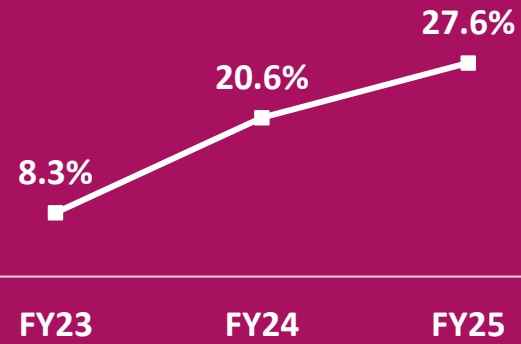
Net Capital Turnover In Times



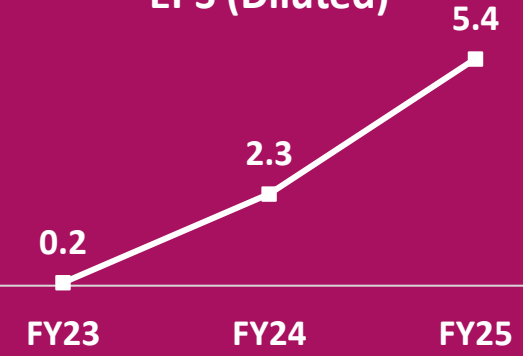
ROE In %



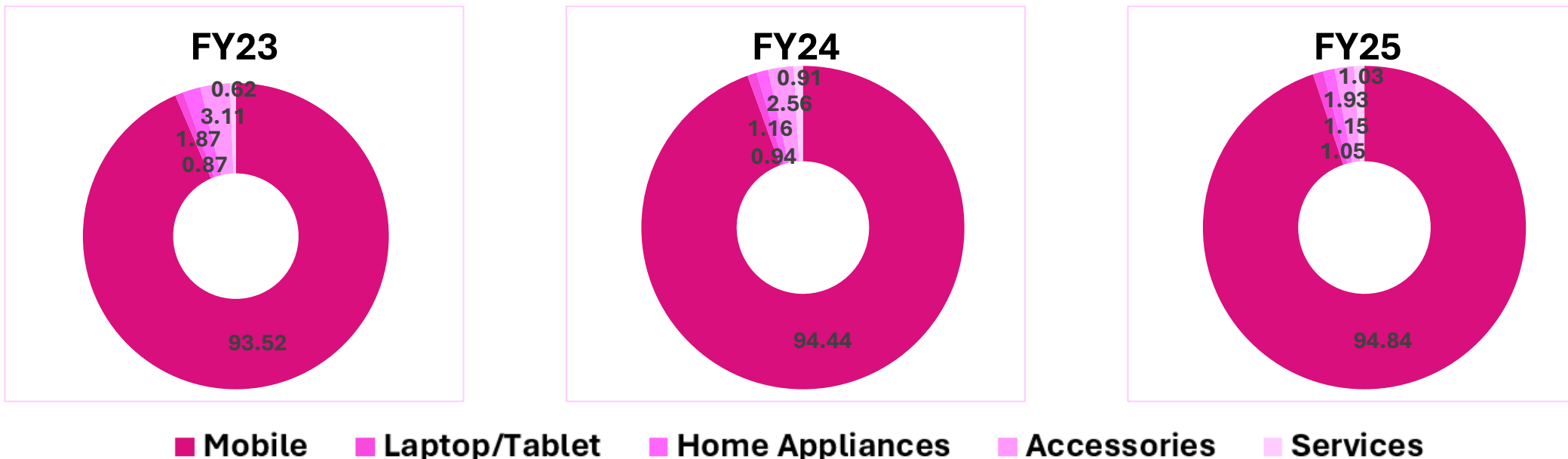
ROCE In %



EPS (Diluted) In ₹



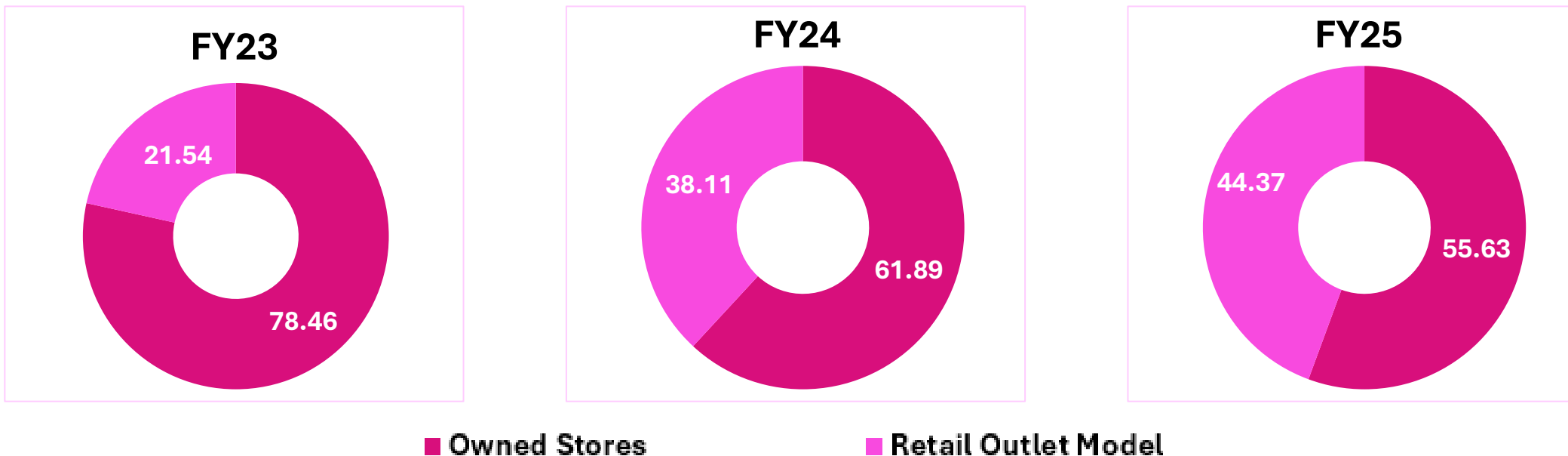
Product Wise Revenue Bifurcation



(₹ in Lakhs)

Particulars	FY25	FY24	FY23
Mobile	53,115.80	40,048.36	29,168.78
Laptop/Tablet	586.43	397.51	272.08
Home Appliances	646.02	493.51	584.52
Accessories	1,081.43	1,084.31	969.83
Services	578.24	384.43	194.55
Total	56,007.92	42,408.13	31,189.75

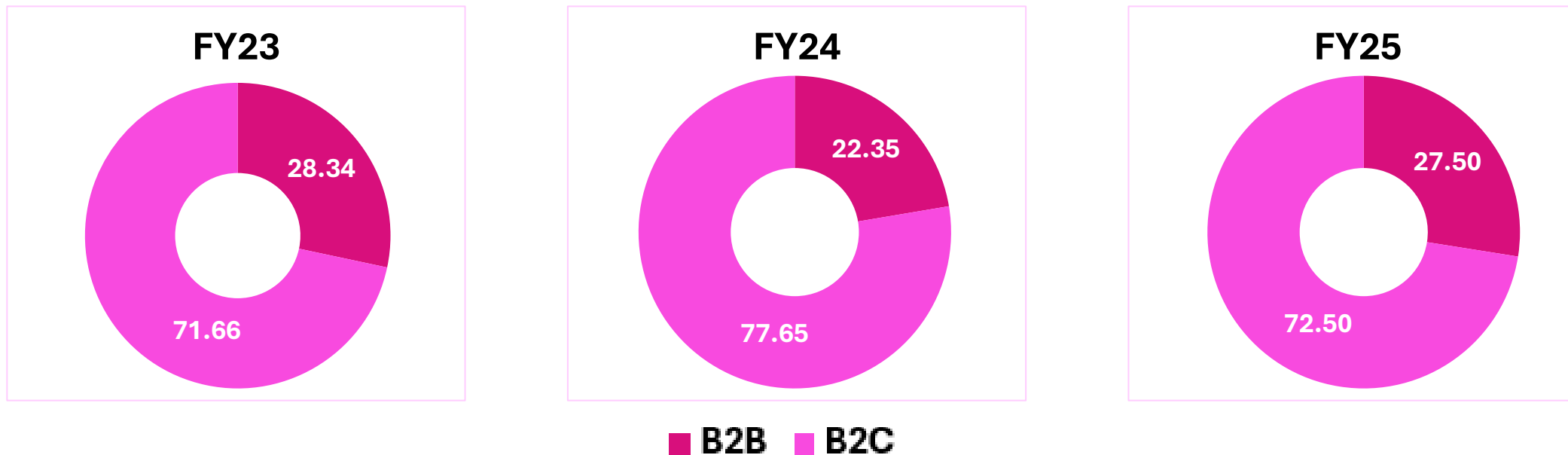
Store Category Wise Revenue Bifurcation



(₹ in Lakhs)

Particulars	FY25	FY24	FY23
Owned Stores	31,158.57	26,246.25	24,472.39
Retail Outlet Model	24,849.35	16,161.87	6,717.36
Total	56,007.92	42,408.13	31,189.75

Revenue Bifurcation From B2B & B2C



(₹ in Lakhs)

Particulars	FY25	FY24	FY23
B2B	15,404.29	9,479.98	8,840.20
B2C	40,603.63	32,928.15	22,349.55
Total	56,007.92	42,408.13	31,189.75

Stock Data

Stock Details

As On 11/11/2025

BSE - SME: 544464

Share Price ₹ 95.90

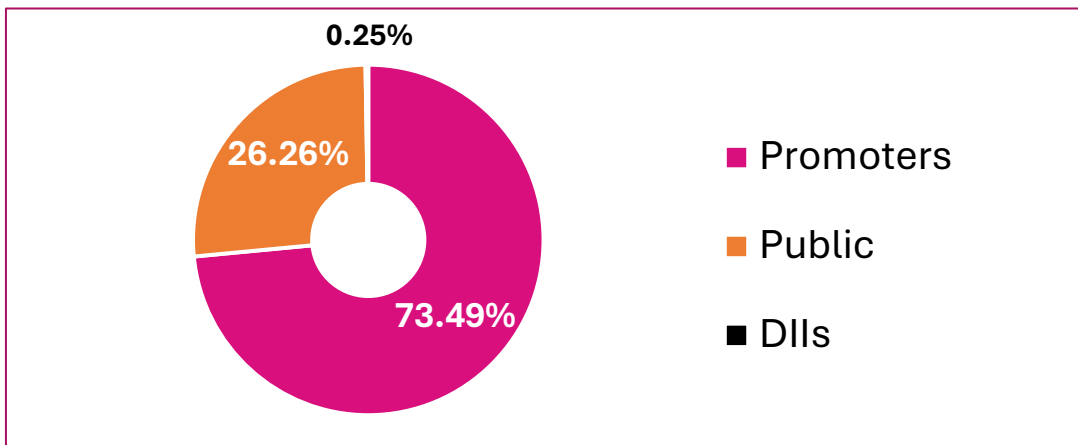
Total Market Cap (₹ Cr.) ₹136.37

Face Value ₹10

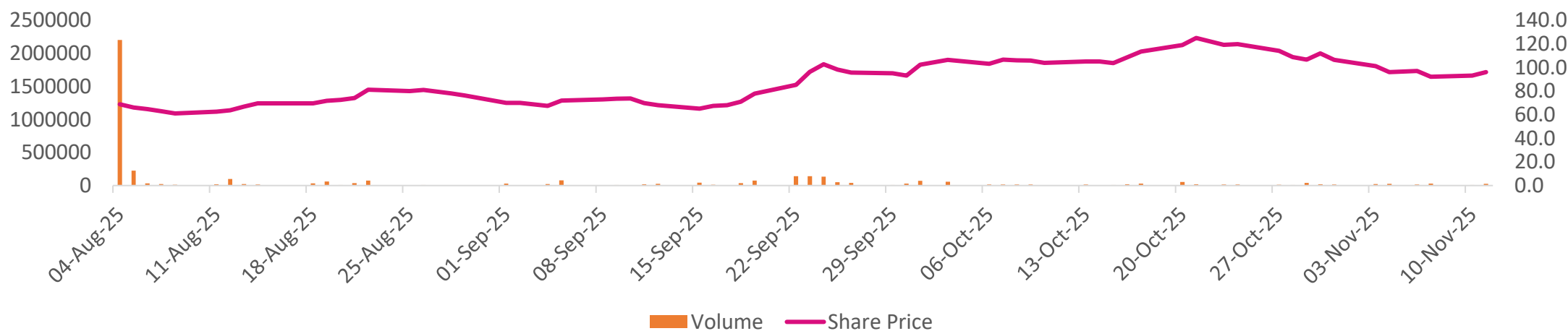
52 Weeks High/ Low ₹124.89/₹58.02

Shareholding Pattern

30th September 2025



Share Performance From 4th August 2025 Till Date



THANK YOU



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