



**UMIYA**<sup>®</sup>  
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 four brands, “**MYPHONE**”, “**PHONE PLUS**”, “**PHONE AND PHONE**” & “**LEELA MOBILE**”, 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

**400+**  
No. of Stores

**200+**  
Brands

**1,600+**  
SKUs

**200+**  
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

**2026**

Started expanding in Madhya Pradesh

# 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 2022	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



**30** Owned Stores



**371** Retail Outlets

Stores spread across **81 cities** in Gujarat, **48 cities** in Maharashtra,  
**25 cities** in Madhya Pradesh and **1 city** in Diu

## 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



**400+**

**Total No. of Stores across Gujarat,  
Maharashtra, Madhya Pradesh & 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



**~550 sq. ft**  
Retail footprint



**~600 sq. ft**  
Avg. store size



**91.9%**  
Conversion rate



**89.10%**  
Repeat clientele



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



**₹60–70 lakh**  
Working capital



**300–400**  
SKUs/store

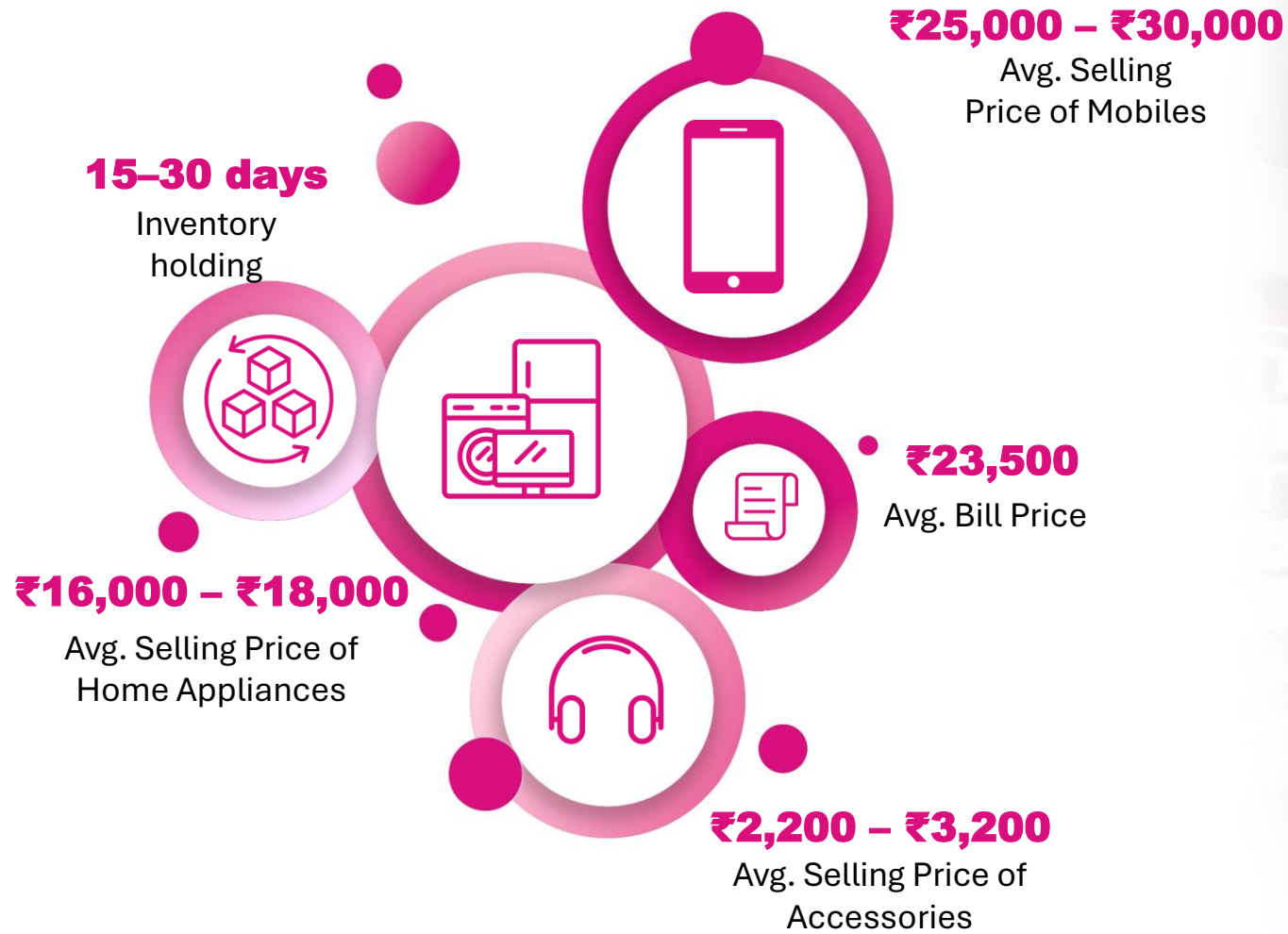


**1 month**  
Monitoring period



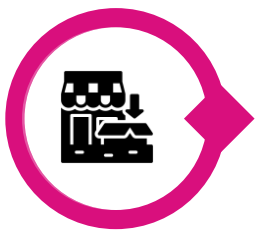
**6–12 months**  
Payback

# Sales and Operations Metrics



## Major Presence - Gujarat

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



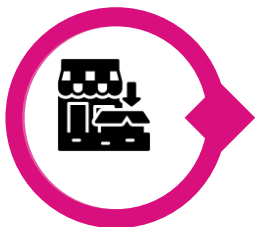
○ Retail Stores  
**186**



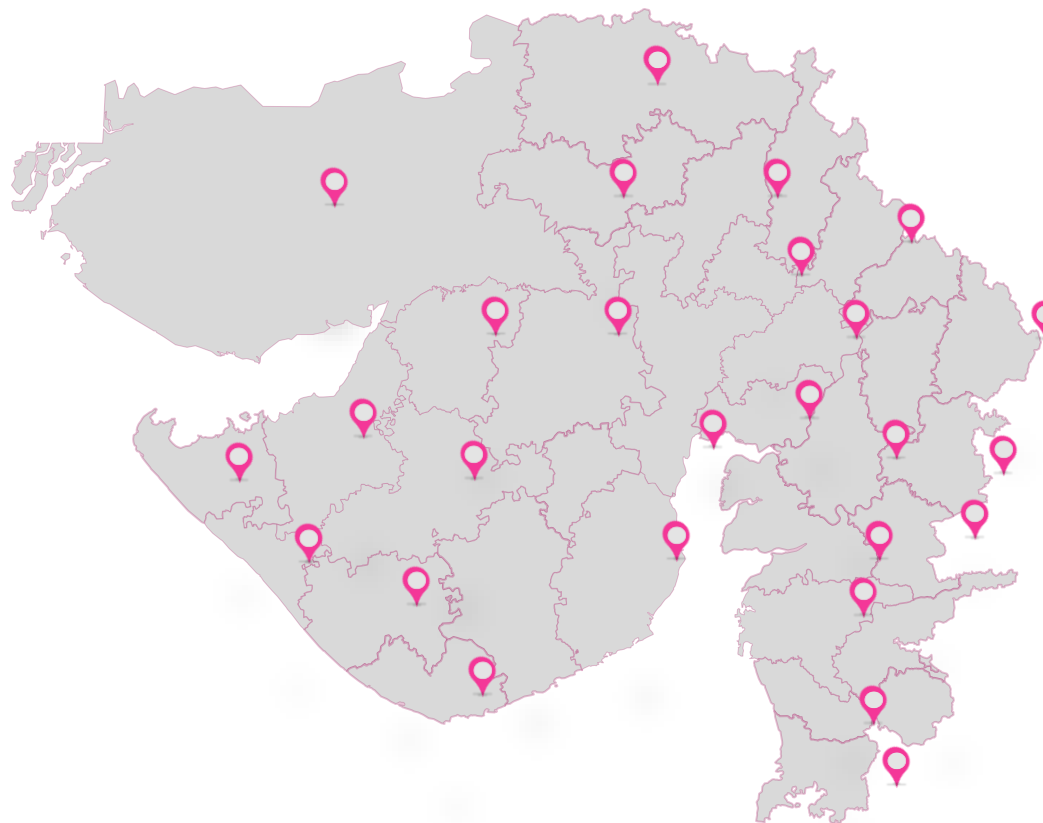
○ Owned Stores  
**25**



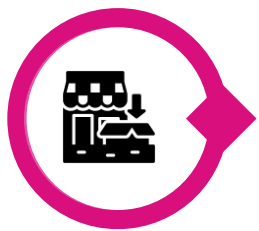
○ Warehouse  
**6**



○ Total Stores  
**217**



# Major Presence - Maharashtra



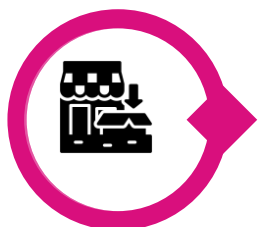
Retail Stores  
**129**



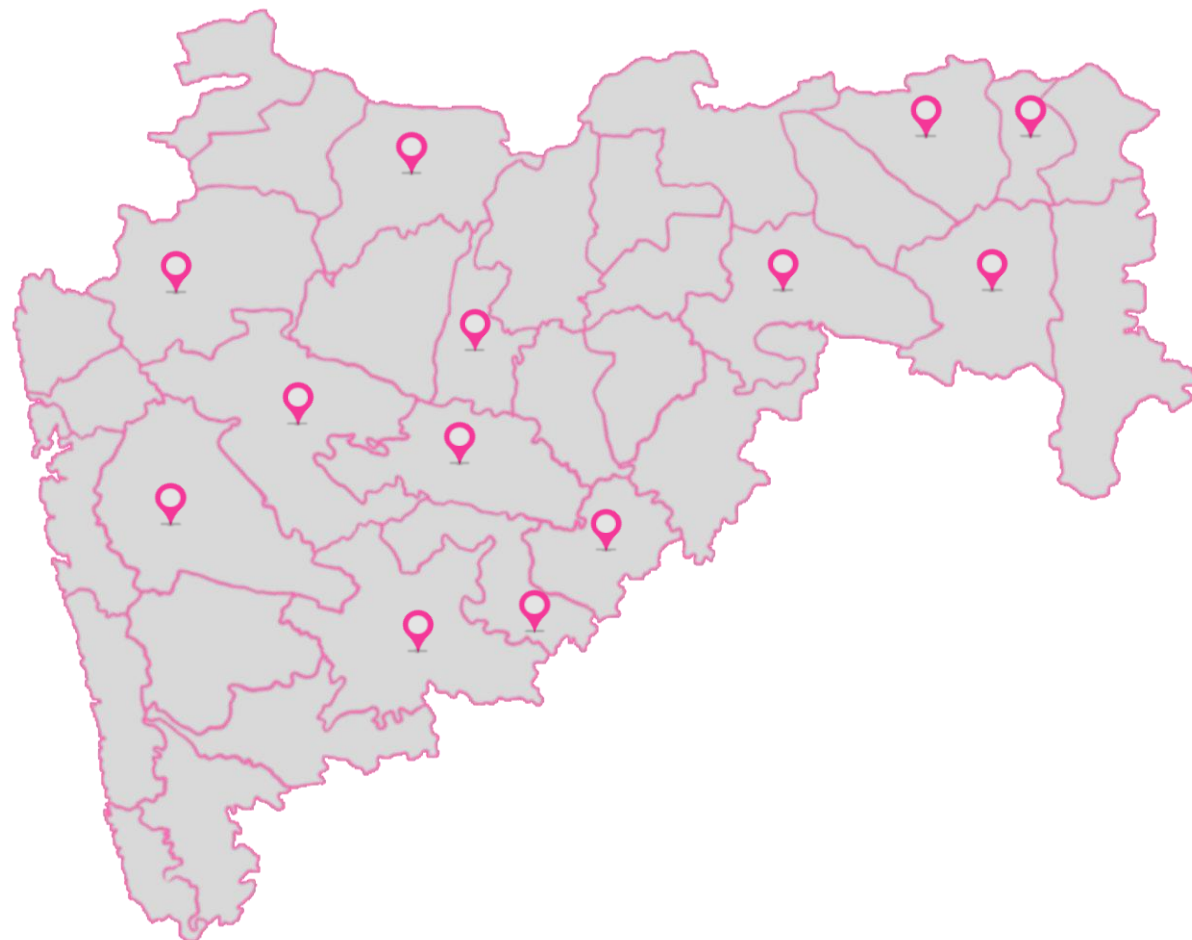
Owned Stores  
**3**



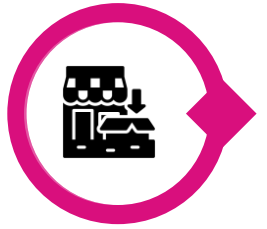
Warehouse  
**5**



Total Stores  
**137**



# Major Presence – Madhya Pradesh



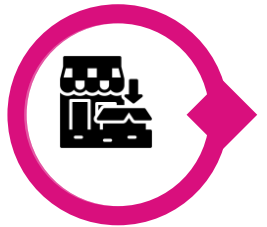
Retail Stores  
**54**



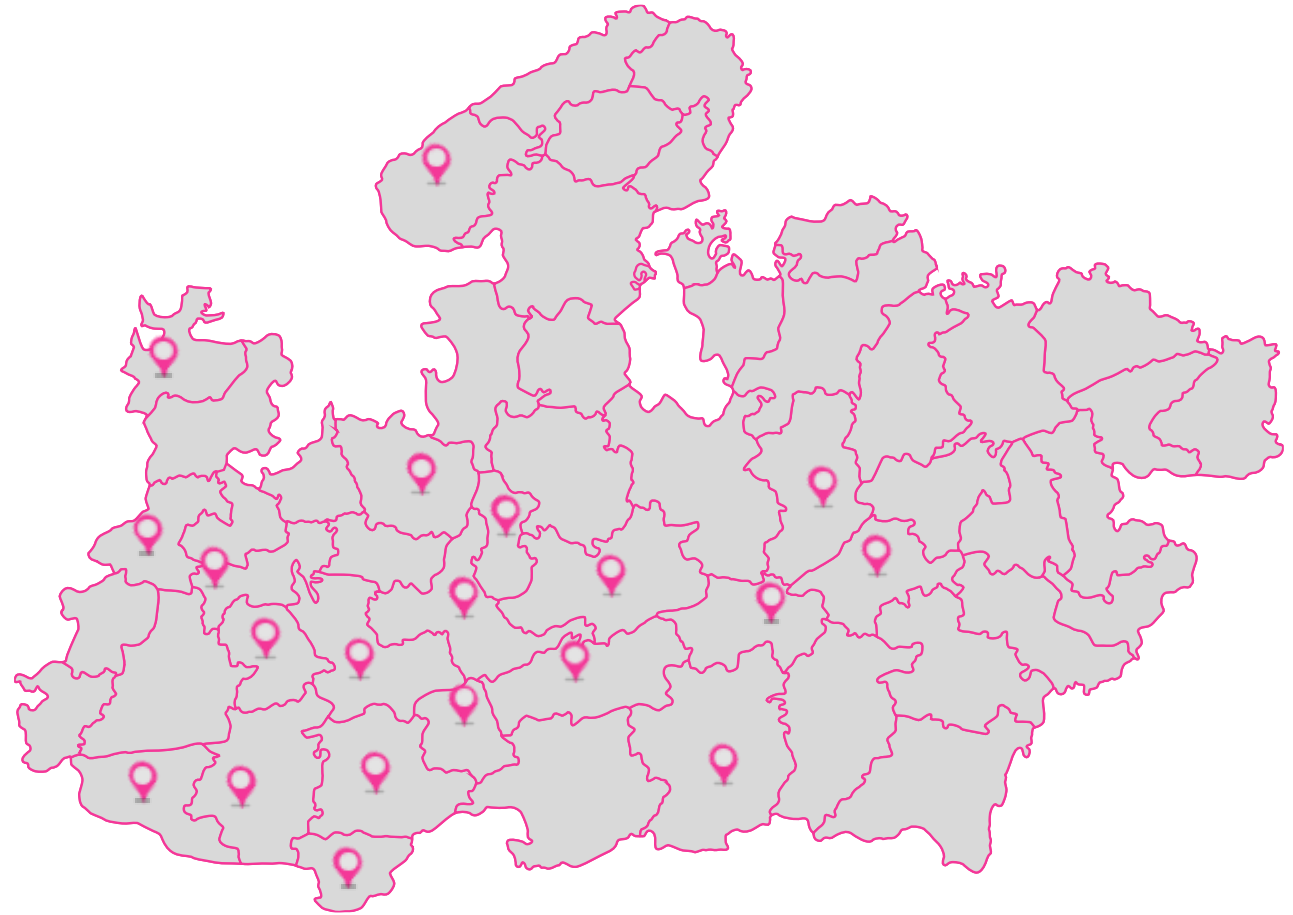
Owned Stores  
**2**



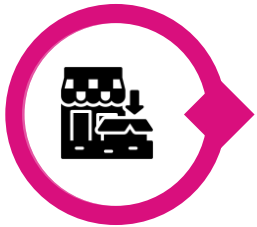
Warehouse  
**1**



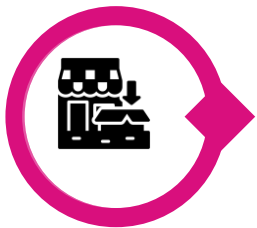
Total Stores  
**57**



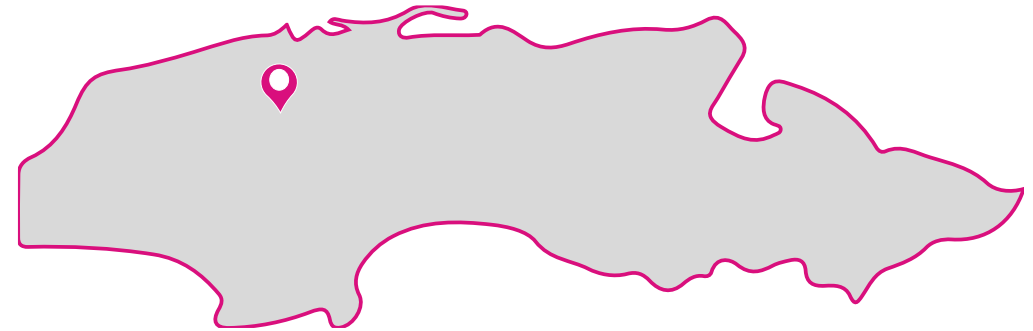
# Diu



**Retail Stores**  
**2**



**Total Stores**  
**2**



# 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**

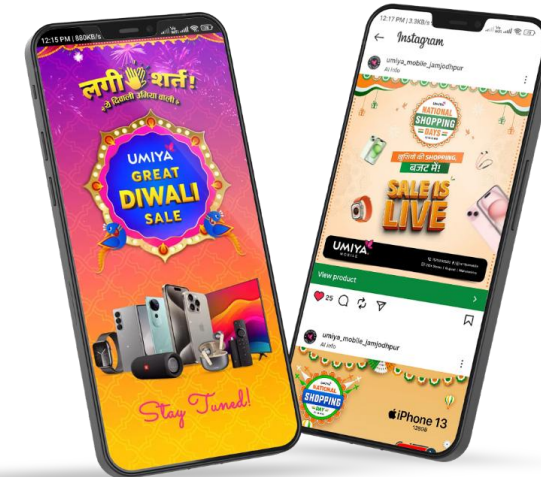


## Video Shoots

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**

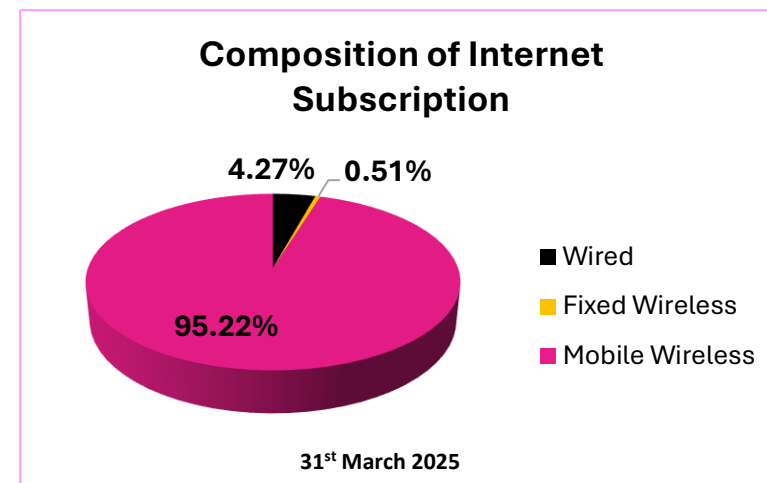
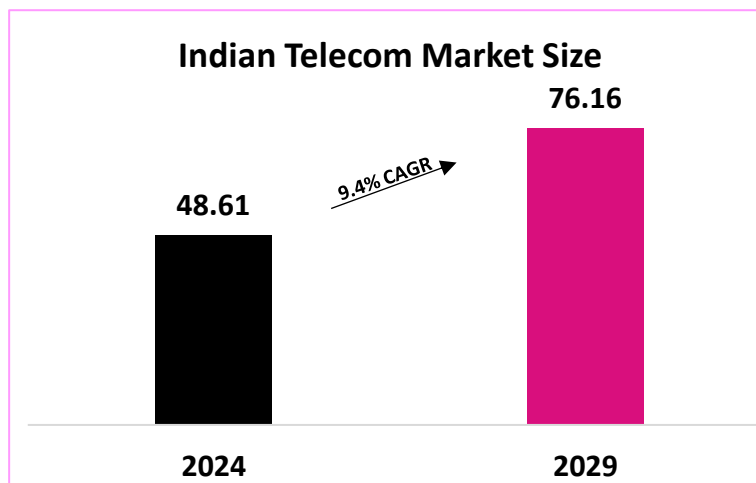
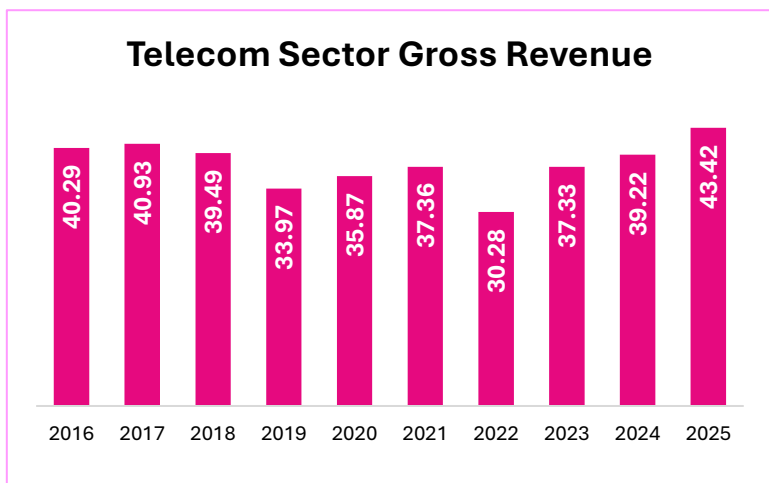
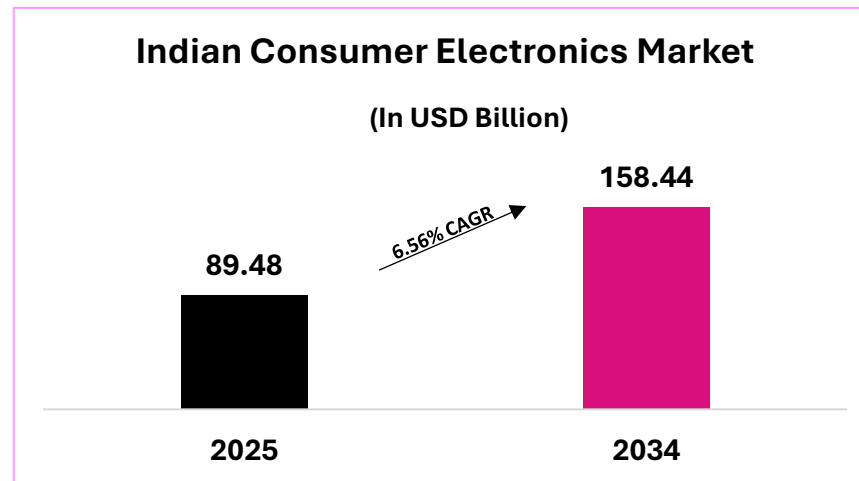
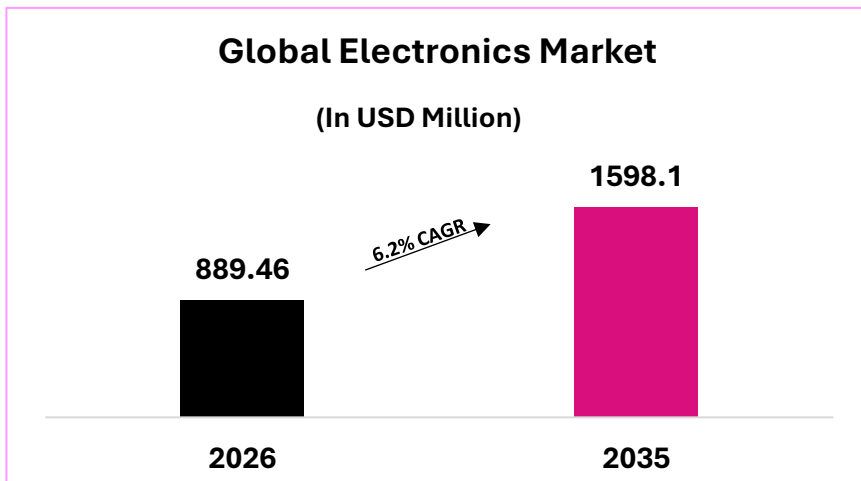
practicing Chartered Accountant with over 9 years of experience. He runs his own firm, Sagparia & Associates, specializing in Audit & Assurance, Corporate Law & Compliance, Taxation, Corporate Finance, and Strategic & Financial Planning.



**Mr. Nathavani Bhavik K**  
**Non- Executive Independent Director**

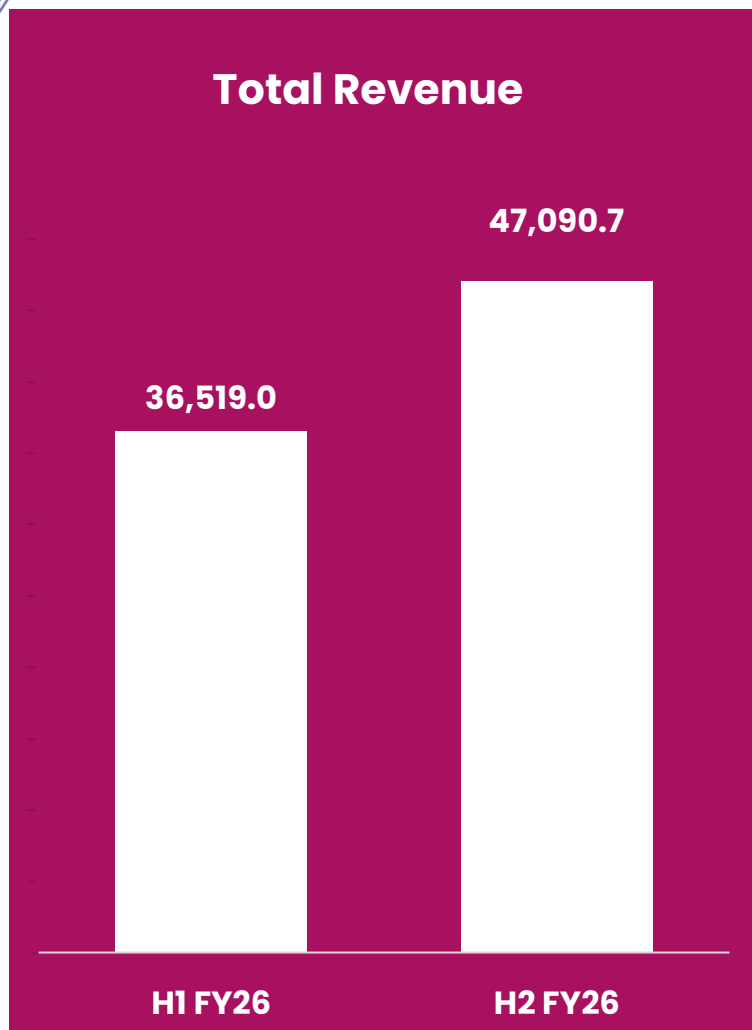
B.Com (Saurashtra University, 2009) and ICAI member since 2012, is a Chartered Accountant with 13+ years of experience. Through Bhavik Nathavani & Co, he specializes in Tax Planning, ERP Implementation, Corporate Finance, and Business Process Optimization.

# Industry Outlook



Sources: [businessresearchinsights](https://www.businessresearchinsights.com) , [imarcgroup](https://www.imarcgroup.com) , [tra.gov](https://www.trai.gov) , [ibef.org](https://www.ibef.org) , [grantthornton](https://www.grantthornton.com)

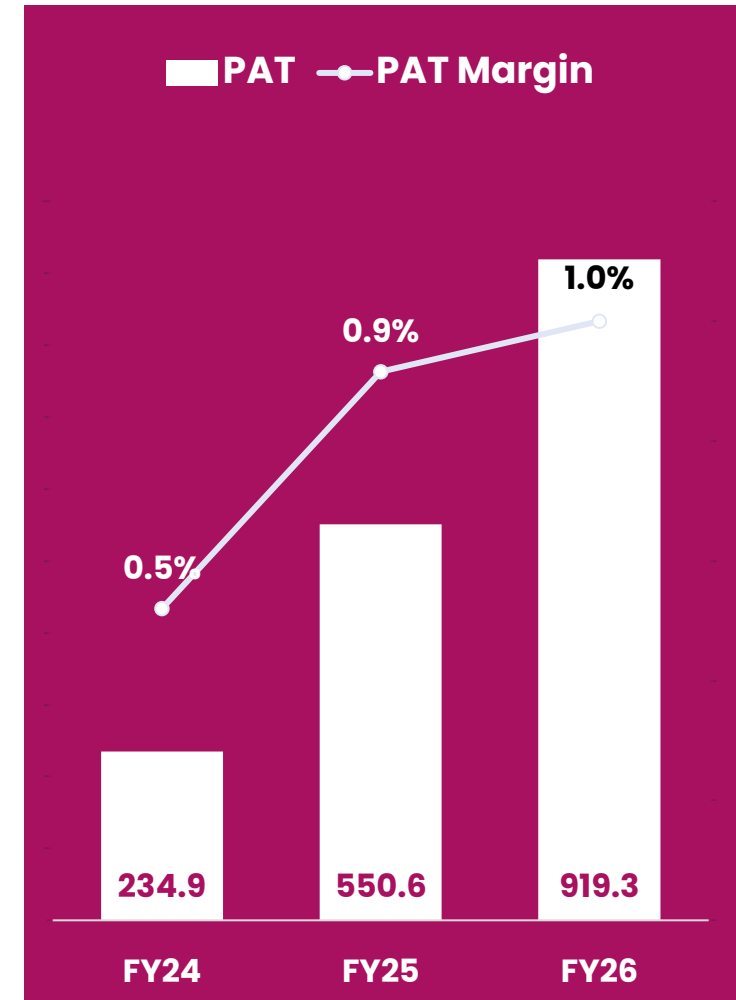
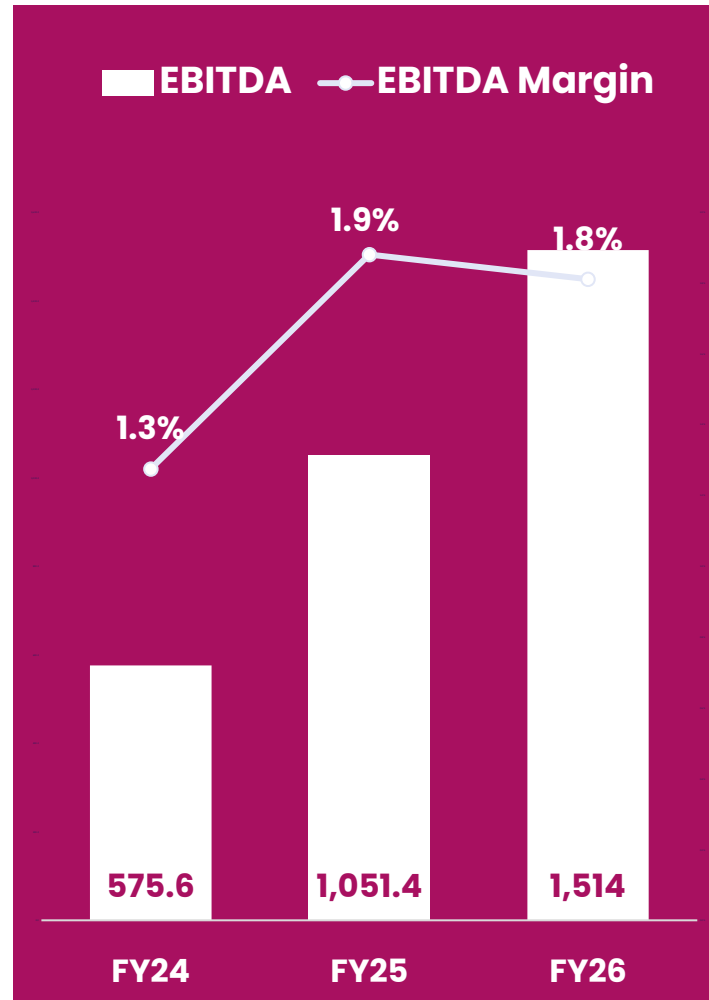
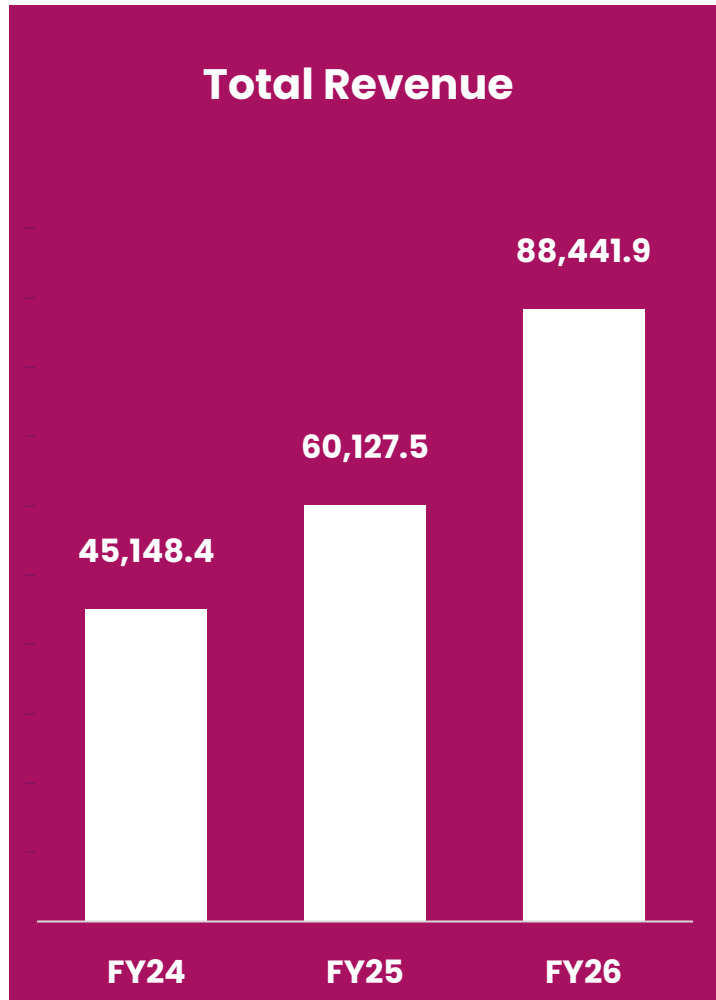
# H2 FY26 Financial Snapshot



Income Statement (in ₹ lakhs)	H2 FY26	H1 FY25	YoY Change
Revenue from operations	47090.71	36518.98	29%
Purchases of Stock-in-Trade	46091.93	40319.43	
Change in Inventories	21.82	-3979.84	
Gross Profit	976.96	179.39	445%
Employee Costs	353.99	283.38	
Other Expenses	2215.01	1622.09	
EBITDA	-1592.04	-1726.08	
Depreciation	45.78	38.97	
EBIT	-1637.82	-1765.05	
Interest	101.46	98.51	
Other Income	2464.34	2367.83	
PBT	725.05	504.27	44%
PAT	540.92	378.45	43%
EPS (Face Value of Rs. 10 /- each)	3.80	3.23	18%

All Figures are in ₹ Lakhs

# Financial Snapshot



All Figures are in ₹ Lakhs & Margins are in %

# Income Statement

Particulars	FY24	FY25	FY26
Revenue from Operations	45,148.40	56,007.92	83,609.69
Purchases of Stock-in-Trade	43,734.30	58,942.21	86,411.36
Change in Inventories	(1,066.26)	(2,549.76)	(3,958.02)
<b>Gross Profit</b>	<b>2,480.36</b>	<b>(384.53)</b>	<b>1,156.35</b>
Employee Costs	367.39	489.34	637.37
Other Expense	1,537.40	2,194.33	3,837.10
<b>EBITDA</b>	<b>575.57</b>	<b>(3,068.2)</b>	<b>(3,318.12)</b>
Depreciation	59.69	71.80	84.75
<b>EBIT</b>	<b>515.88</b>	<b>(3,140)</b>	<b>(3,402.87)</b>
Interest	210.76	237.17	199.97
Other Income	10.03	4,119.61	4,832.17
<b>PBT</b>	<b>315.13</b>	<b>742.44</b>	<b>1,229.32</b>
<b>PAT</b>	<b>234.94</b>	<b>550.68</b>	<b>919.37</b>

All Figures are in ₹ Lakhs

# Balance Sheet

Particulars	FY24	FY25	FY26	Particulars	FY24	FY25	FY26
<b>Share Capital</b>	55.00	1,045.00	1422.00	Tangible Assets	318.26	358.58	459.95
<b>Reserves &amp; Surplus</b>	776.67	386.84	3417.41	Intangible Assets	22.83	25.25	84.85
<b>Shareholder's Equity</b>	831.67	1431.84	4839.41	Other Non-Current Assets	79.71	89.44	384.78
Long Term Borrowing	79.08	-	-	Deferred Tax Assets	7.94	2.61	3.47
Long Term Provisions	20.09	-	-	<b>Total Non-Current Assets</b>	427.74	475.88	933.05
Other Non-Current Liabilities	1,604.31	3,065.56	5174.91	Inventories	4,176.99	6,726.76	10,684.77
Short Term Borrowing	1,668.08	2335.93	633.06	Cash and Cash Equivalents	183.33	322.20	354.2
Trade Payables	2,224.51	2679.17	4915.03	Short-Term Loans & Advances	1,264.82	2,629.71	3,876.02
Short Term Provisions	65.34	251.95	390.52	Trade Receivables	198.82	369.12	654.97
Other Current Liabilities	181.41	805.49	599	Current Investments	6.47	46.27	48.92
<b>Total Current Liabilities</b>	4,139.34	6072.54	6537.61	Other Current Assets	416.25	-	-
<b>Total Equities &amp; Liabilities</b>	6,674.43	10,500.34	16551.93	<b>Total Current Assets</b>	6,246.68	10,094.06	15,618.88
				<b>Total Assets</b>	6,674.43	10,569.94	16,551.93

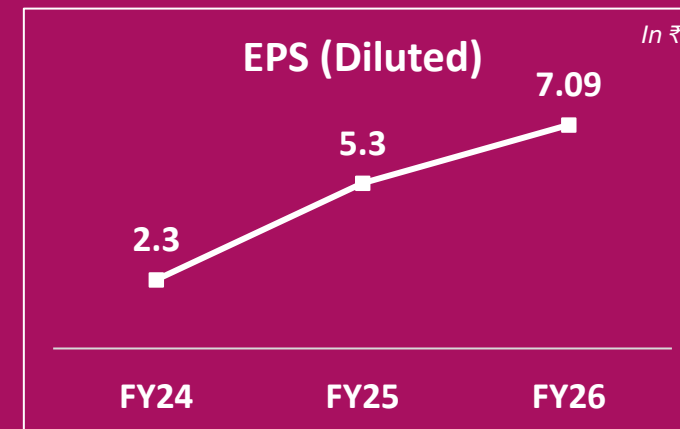
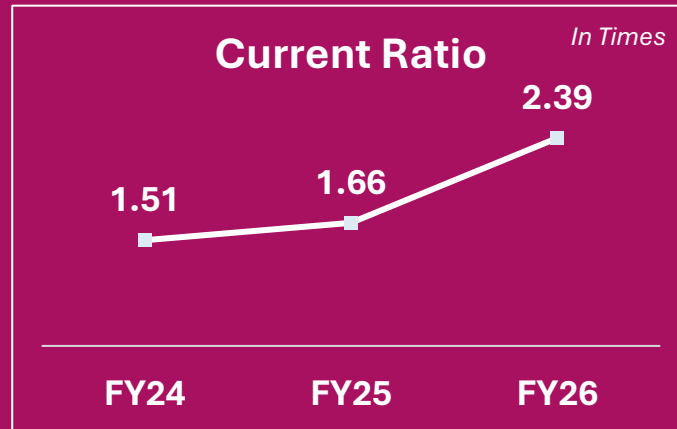
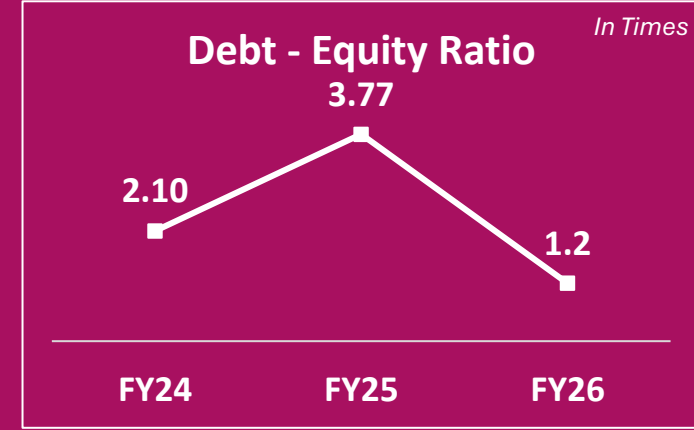
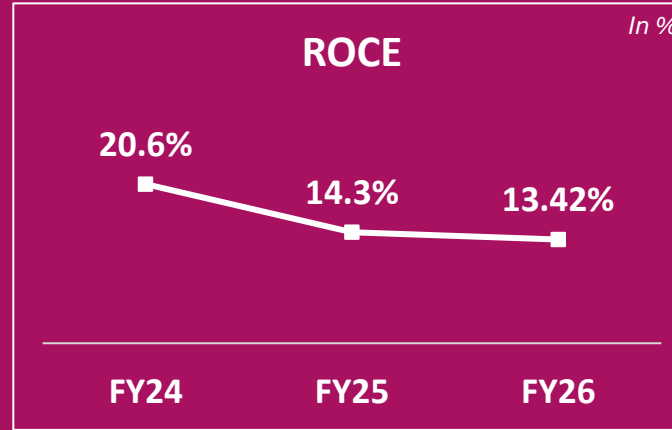
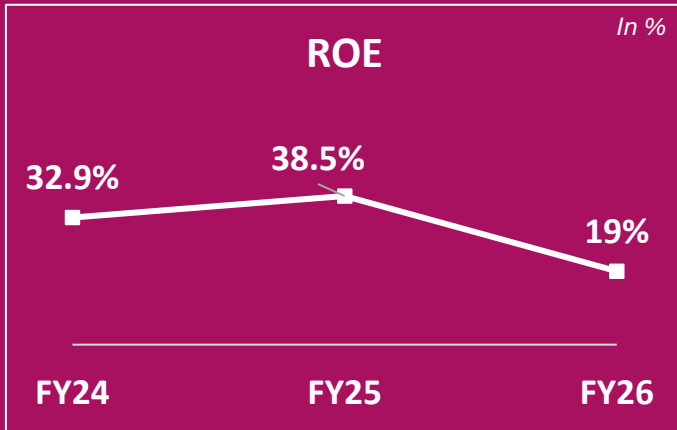
All Figures are in ₹ Lakhs

# Cash Flow Statement

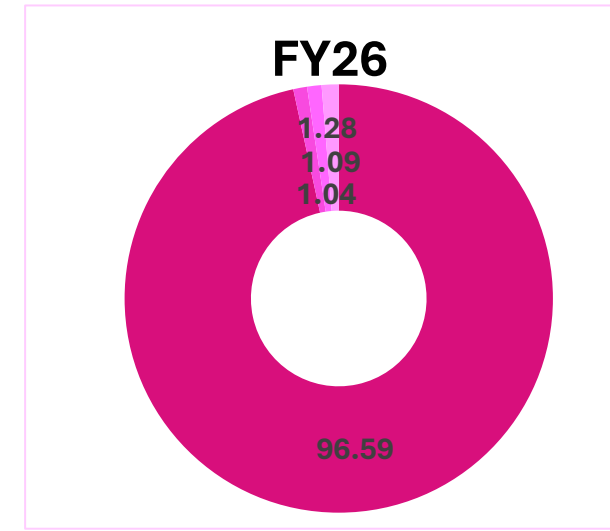
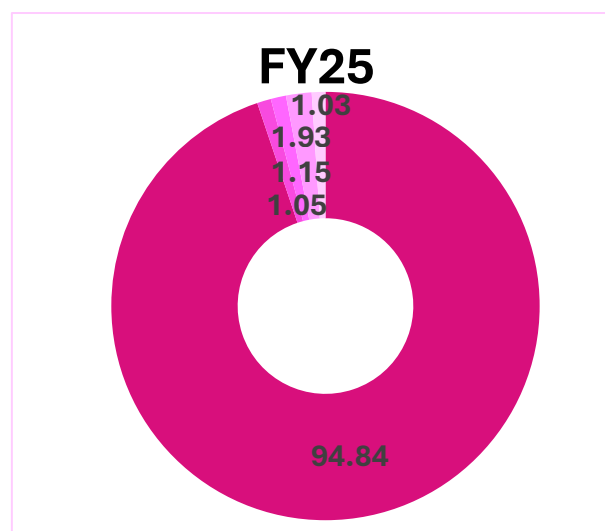
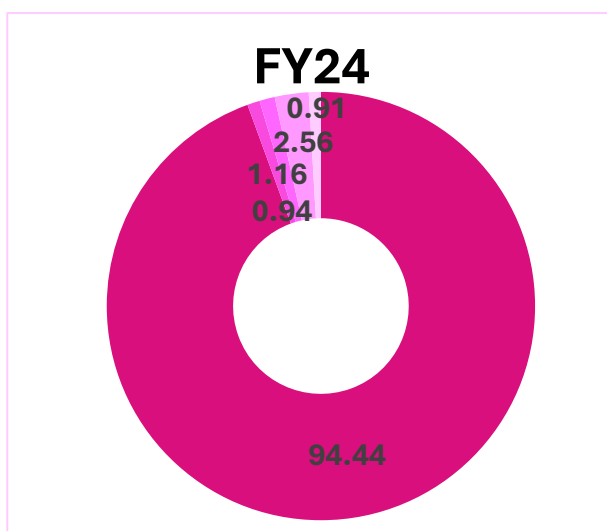
Particulars	FY24	FY25	FY26
Net Cash flow from Operating Activities	(656.91)	(1516.43)	298.08
Net Cash used in Investing Activities	540.69	1303.65	1571.1
Net Cash used in Financing Activities	110.98	351.65	(1837.17)
<b>Net Increase / (Decrease) in Cash &amp; Cash Equivalents</b>	<b>(5.24)</b>	<b>138.87</b>	<b>32</b>
Cash & Cash Equivalents at Beginning of period	188.57	183.33	322.2
Cash & Cash Equivalents at End of period	183.33	322.2	354.2

All Figures are in ₹ Lakhs

# Key Ratios



# Product Wise Revenue Bifurcation

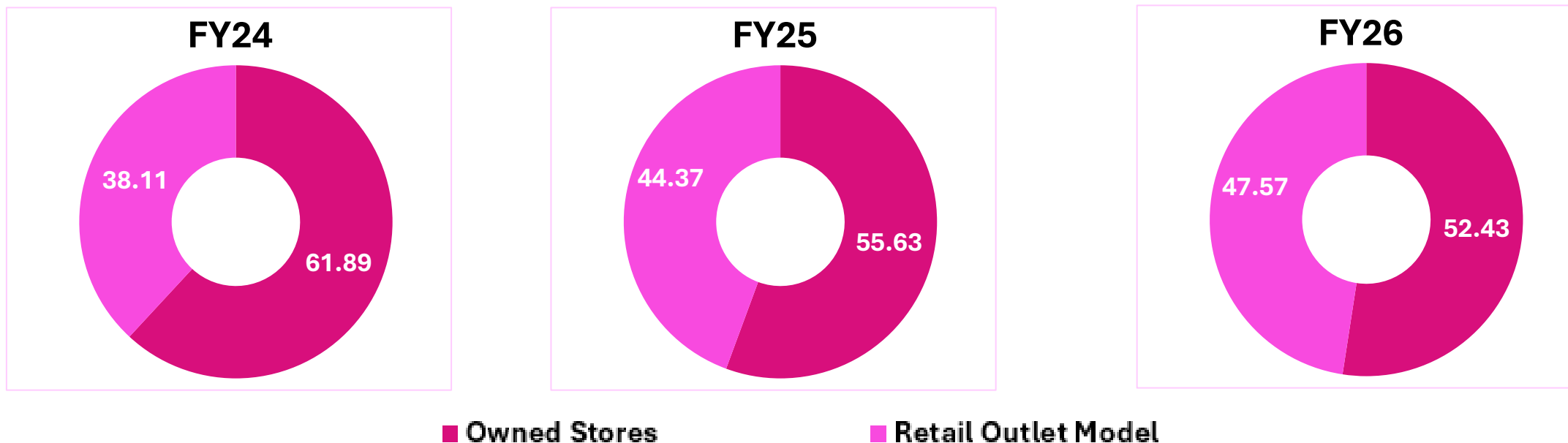


■ Mobile   
 ■ Laptop/Tablet   
 ■ Home Appliances   
 ■ Accessories   
 ■ Services

(₹ in Lakhs)

Particulars	FY26	FY25	FY24
Mobile	80,761.26	53,115.80	40,048.36
Laptop/Tablet	869.90	586.43	397.51
Home Appliances	912.51	646.02	493.51
Accessories	1066.02	1,081.43	1,084.31
Services	-	578.24	384.43
<b>Total</b>	<b>83,609.69</b>	<b>56,007.92</b>	<b>42,408.13</b>

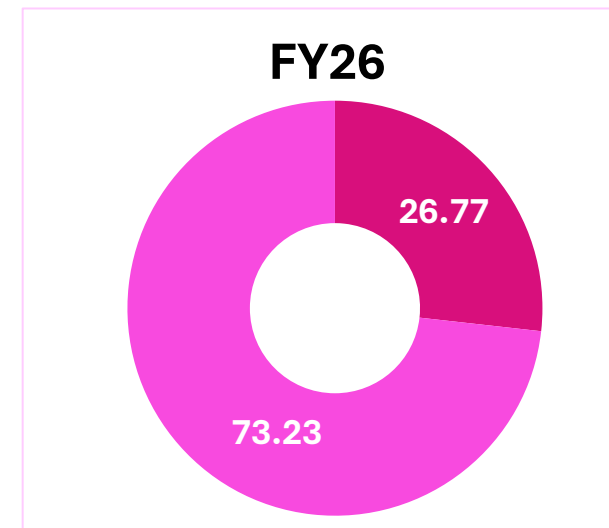
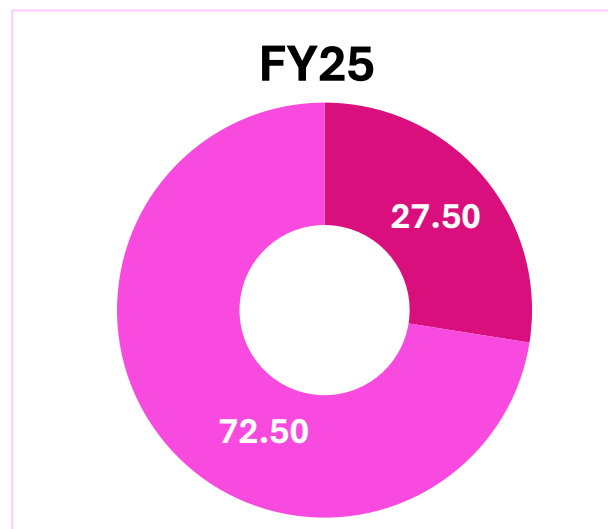
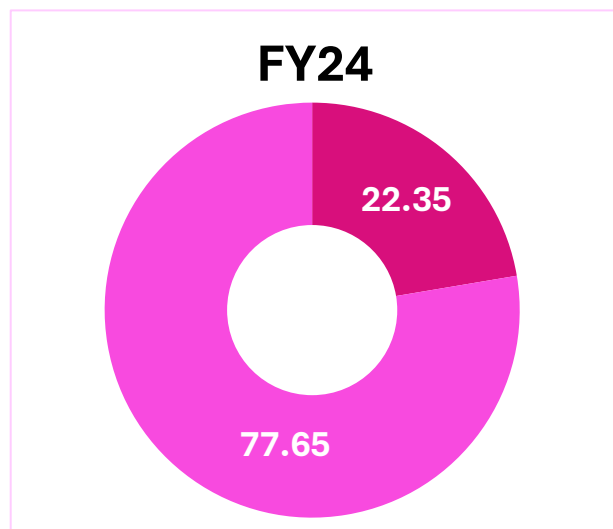
# Store Category Wise Revenue Bifurcation



(₹ in Lakhs)

Particulars	FY26	FY25	FY24
Owned Stores	43,837.18	31,158.57	26,246.25
Retail Outlet Model	39,772.52	24,849.35	16,161.87
<b>Total</b>	<b>83,609.69</b>	<b>56,007.92</b>	<b>42,408.13</b>

# Revenue Bifurcation From B2B & B2C



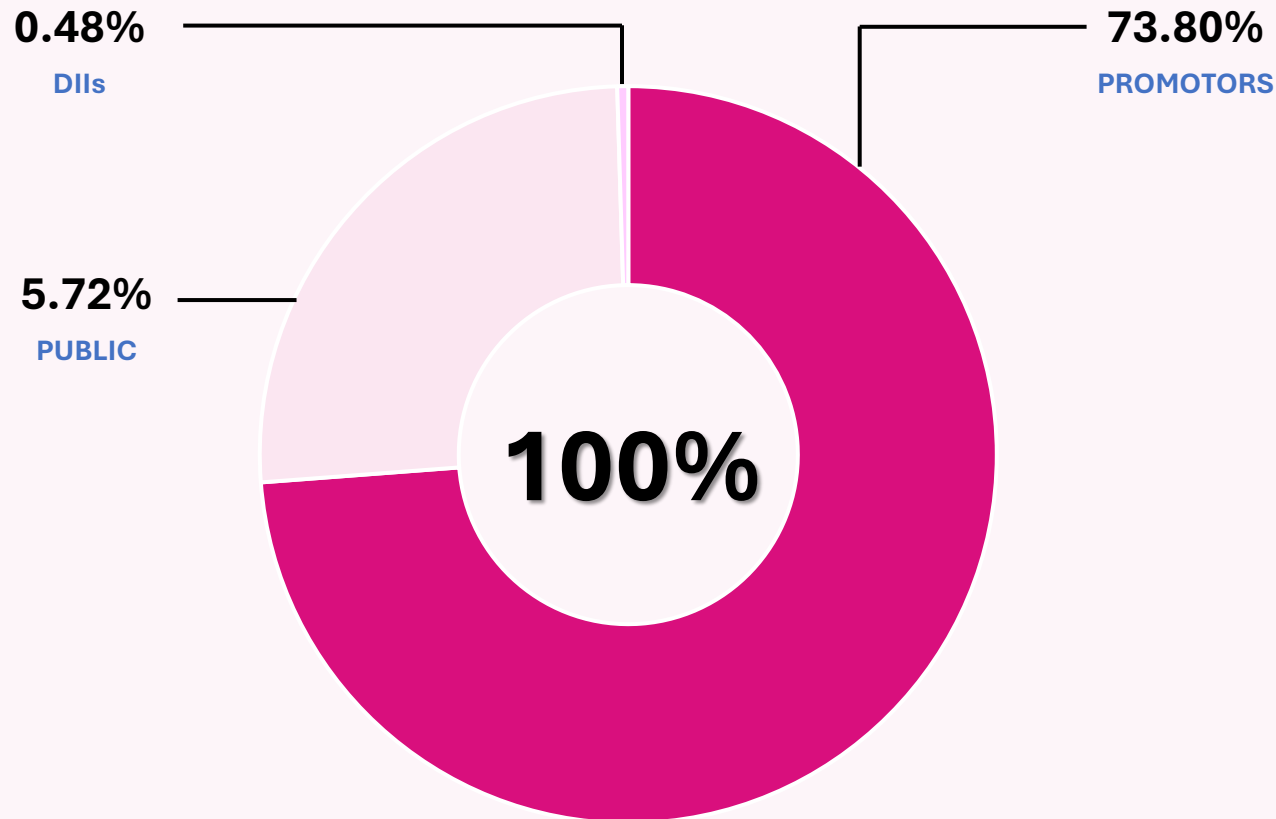
■ B2B ■ B2C

(₹ in Lakhs)

Particulars	FY26	FY25	FY24
B2B	22379.20	15,404.29	9,479.98
B2C	61230.49	40,603.63	32,928.15
<b>Total</b>	<b>83609.69</b>	<b>56,007.92</b>	<b>42,408.13</b>

# Stock Data

## Shareholding Pattern



Shareholding data as of March 2026

CURRENT MARKET PRICE ₹ 51.00

52 WEEK HIGH/LOW ₹ 124.89 / ₹ 41.75

MARKET CAPITALIZATION ₹ 72.75 CR

FACE VALUE ₹ 10

BSE SCRIP CODE BSE - SME: 544464

Market price data as of 22<sup>nd</sup> May 2026

# THANK YOU



## UMIYA MOBILE LIMITED

**Address:** Plot No. 3, Ward No. 7, C.S. No. 5805,  
Vhora Aghat NR PDM COM. Collage,  
Opp. Lathiya Motors, Gondal Road,  
Rajkot - 360004, Gujarat, India

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