



May 31, 2025

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

SYMBOL: EFACTOR

Subject: Investor Presentation for Analysts/Investors Call _ Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

This is in reference to our intimation dated May 29, 2025 regarding the Investors Conference Call scheduled for Tuesday, June 03, 2025, at 12:30 PM to discuss the audited financial results for the half year and financial year ended March 31, 2025, please find enclosed herewith the Conference call Presentation.

This Investor Presentation may also be accessed on the website of the Company at <https://www.efactorex.com/>

You are requested to kindly take the same on your records.

Thanking you,

For E Factor Experiences Limited

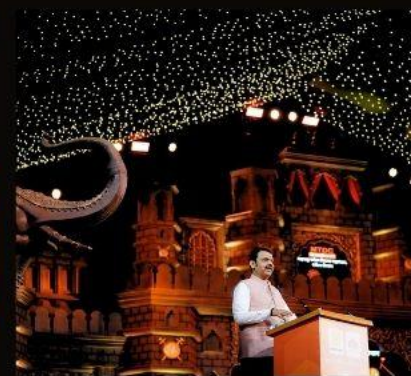
Prachi Sharma
Company Secretary & Compliance Officer

Encl. as above



E FACTOR EXPERIENCES LIMITED

Flag bearer of Experiential Bharat



FACTOR

Investor Presentation

Disclaimer

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About us



25  YEARS IN BUSINESS

24  COUNTRIES

1034  EVENTS

152  AWARDS

60+  EXPERIENCED TEAM

FY25

Compounded Sales Growth

15%

Compounded Profit Growth

31%

Return on Equity

33%

Management Commentary

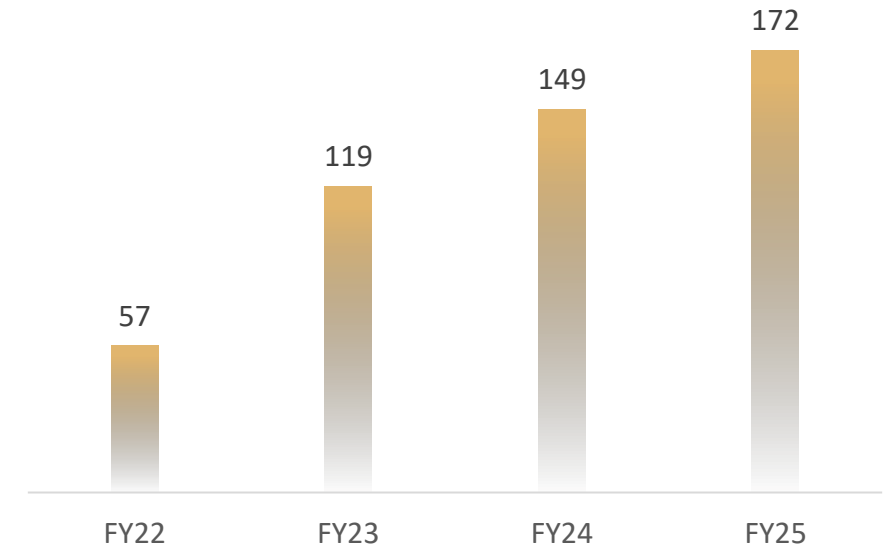


As we close FY25, E-Factor Experiences stands at the forefront of India's experiential transformation journey. This year, we proudly elevated national pride through projects like the India Pavilion at World Expo 2025 and pioneering cultural icons for the Maha Kumbh. Our blend of tradition and innovation powered record engagement across tourism, sports, and cultural events. With sustained client trust, marquee global events, and strong financial fundamentals, we've set the stage for the next chapter of growth. Our people are our strength, and with their passion and skill, E-Factor is ready to scale new heights in FY26 and beyond

Company Overview

- E-Factor Experiences Limited, established in 2001, stands as a distinguished name in the experiential space — renowned for crafting high-impact, immersive, and larger-than-life events that set new standards in premium experience design.
- An **award-winning** Experiential Events Company with a vision to become the Flagbearer of India's experience economy and experiential Bharat.
- With over 25 years of expertise, E-Factor Experiences brings visionary depth and operational excellence across a diverse spectrum of event formats. Its portfolio spans government-commissioned tourism & cultural events, destination creation & management, permanent multimedia light & sound installations at iconic cultural landmarks, museum spaces, sporting events with grand opening and closing ceremonies, corporate conferences and brand showcases, televised productions, mega ground concerts, and high-profile weddings.
- An efficient mix of approximately **60+ experienced and enthusiastic personnel**.
- Offices in **Delhi/NCR, Jaipur & Odisha**.
- Fully developed & functional **in-house design & production** facility.
- Network of **National and International Partnerships** to enable a global footprint.

REVENUE FROM OPERATIONS (RS IN CR)



Journey so Far

THE BEGINNING OF GRAND CELEBRATIONS

Our journey into luxury weddings began with the legendary **Sahara Wedding** in Lucknow — a milestone that redefined scale and style of the Indian weddings.

We continued with landmark celebrations like:

- **Abhishek & Aishwarya Rai Bachchan's wedding (2007)**
- Weddings for renowned industrial families like **Lohia's, GVK, Goenka's, Modi's, Ruia's, etc.**

This era established E-Factor as a pioneer in India's luxury wedding industry.

EXPANSION INTO LIFESTYLE TOURISM services

Skywartz became **India's first government-approved commercial hot air balloon operator**. **Skywartz** also marked our entry into aero sports and experiences, leading to International ballooning festivals over prominent locations in the country across the country like -

- **Taj Balloon Festival (2015)**
- **Araku Balloon Festival (2018-19)**
- **Varanasi Balloon Festival (2021)**

Magnifying Nation's Spirit through Sporting Events

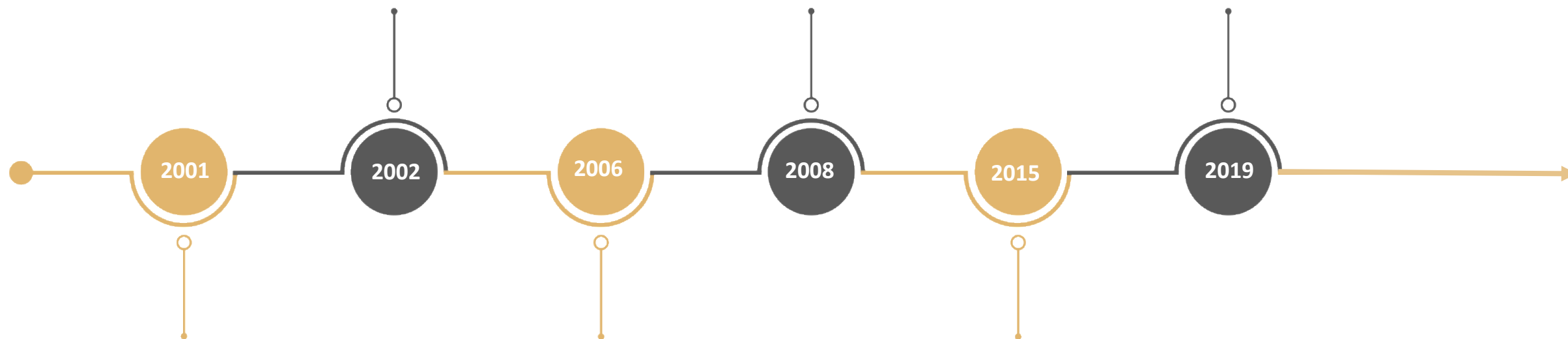
Turning Sports into Spectacle

We entered the sports arena with the **Champions Boat League, Kerala**.

This momentum carried into:

- **Chess Olympiad (2022)**
- **Kho-Kho World Championship (2025)**

Our sports events are not just games — they are high-energy experiences blending tradition, athleticism, and community pride.



INCEPTION

Where It All Began

The foundation of E Factor Entertainment Pvt. Ltd. was laid with a clear vision: to create unforgettable experiences through exceptional event design and execution.

OPENING GLOBAL DOORS TO INDIAN WEDDINGS

Creating Global Wedding Narratives

Since 2006, we've been opening doors to iconic international destinations for Indian weddings.

- **Bali, Antalya, Istanbul, Bodrum (Turkey), London, UK, Barcelona, Spain, Budapest, Hungary, Lake Como, Italy etc**

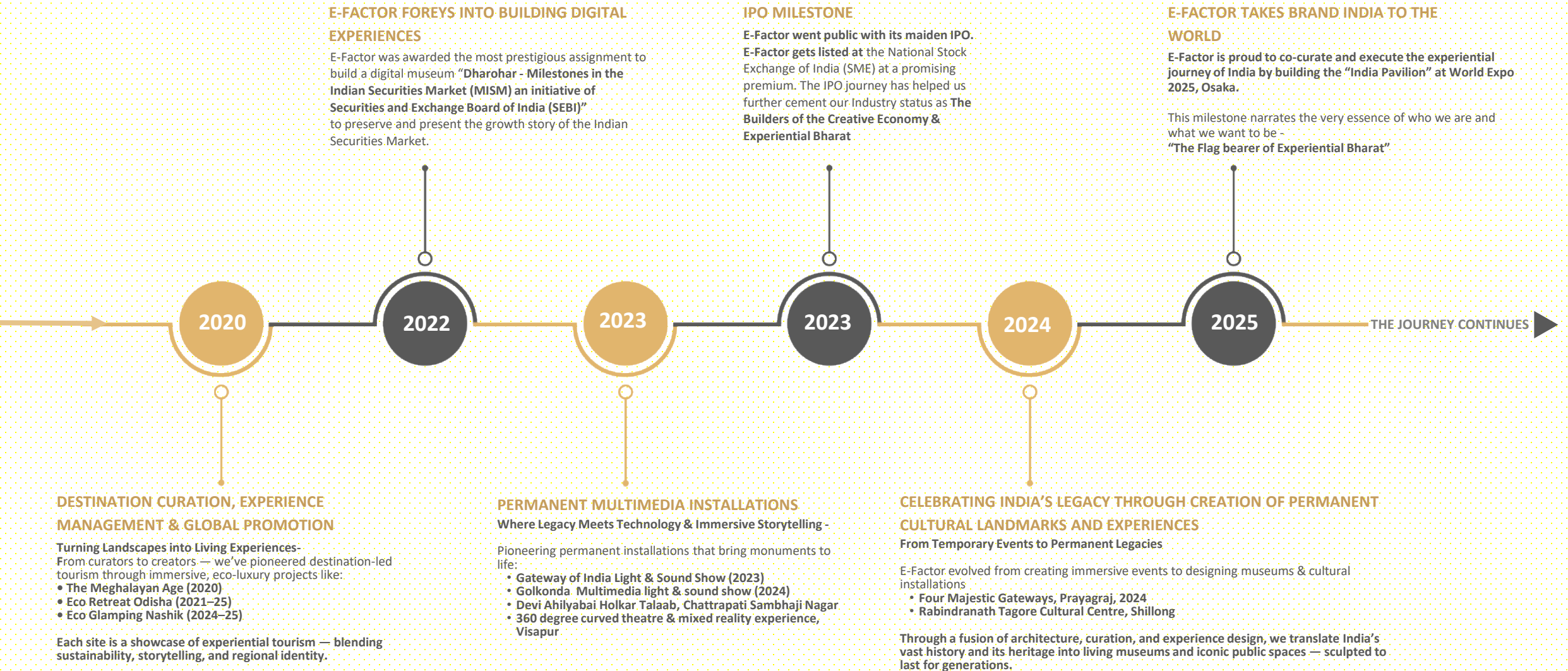
Driving THE Experience India Story with Cultural Events

Bringing India's Culture to Life marked the beginning of our tourism story with **Pushkar Fair**.

This journey was followed through marque events like:

- **Amravati Global Music and Dance Festival (2017), Vishaka Utsav (2017-18), Kashi Balloon Festival Deepotsav, Ayodhya (2021), Shakti Vijayotsav (2024), Ekamra Utsav (2024), Brahmaputra Carnival (2024-25),**

Journey so Far



Leadership



Jai Thakore

Chairman and Whole Time Director
Industry Experience – 25 years
Profile - Designing, creation & programming of contents



Samit Garg

Managing Director Industry Experience
– 25 years Profile - Business Development, Marketing, & execution of various events of the company



Aruna Garg

Whole-Time Director Industry
Experience – 30+ years



Sonali Thakore

Co founder & Vice President
Industry Experience – 24 years



Manika Garg

Co founder & Vice President
Industry Experience – 24 years



Omung Kumar Bhandula

Non-Executive Director
Ace Film & Art Director Industry
Experience – 30 years



Roshan Abbas

Independent Director
Industry Veteran, Creative
Entrepreneur & Investor
Industry Experience – 30 years



Akhilesh Gupta

Independent Director
Alliances & Distribution Networks
Academy Member at International
Emmys Industry Experience
- 20 years

Management Team



Mukesh Agarwal

Chief Financial Officer

Experience – 23+ years



Naveet Bali

Executive Vice President

- Special Projects Experience –
19+ years



Pramod Singh Patwal

Vice President

- Projects & Hospitality Ventures
Experience – 18+ years



Rishi Maharwal

Vice President,

Business Affairs Experience –
15+ years



Neha Gulati

Head - Design & Digital

Experience – 14+ years



Nayanika Singh

Head - Museum

Projects & Research

Experience – 7+ years

The background of the slide is a golden-yellow color. On the left side, there is a faint, glowing map of the world. Overlaid on this map is a network of bright yellow nodes connected by thin, golden lines, representing a global network or data flow. The text 'Business Overview' is written in a large, white, sans-serif font on the right side of the slide.

Business

Overview

Event and Exhibition Market in India

KEY INDUSTRY VERTICALS

The event management industry is extensive in nature and can be further divided into following components and sub-components



Sports Events



Mice



Music &
Entertainment Events



Art & Cultural Events



Weddings



Charity and Social
Cause



Festival And Fairs



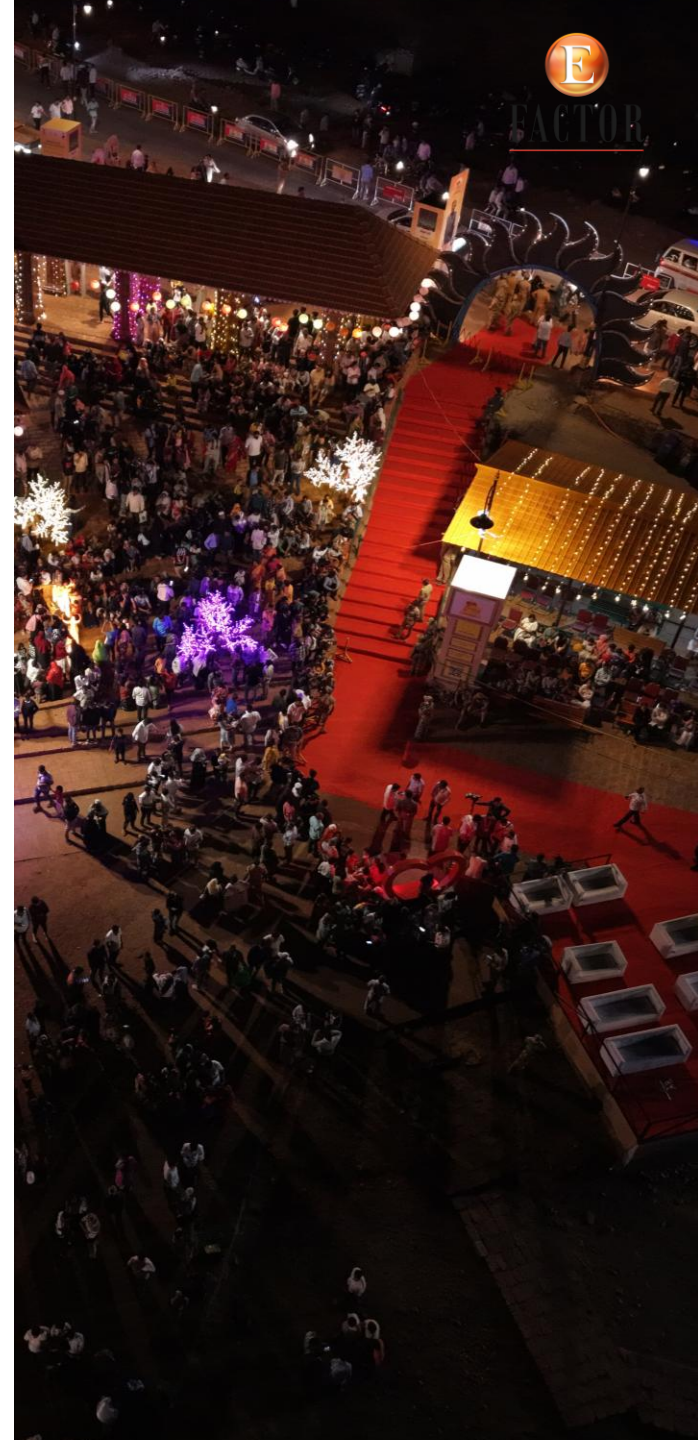
Educational Events



Social Events



Political &
Government Events



E-Factor

AREAS OF EXPERTISE



**DESTINATION CREATION &
MANAGEMENT**



**TOURISM &
CULTURAL EVENTS**



**SPORTING
EVENTS**



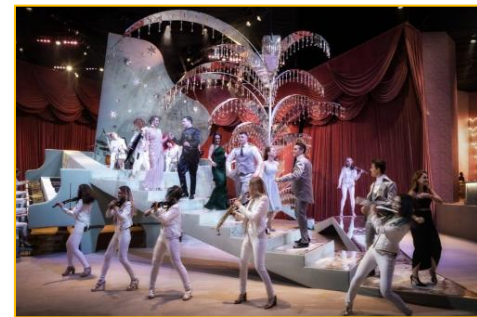
**SPECIAL STATE
EVENTS**



MICE EVENTS



**MULTIMEDIA LIGHT &
SOUND SHOWS**



PRIVATE & SOCIAL EVENTS



**MUSEUMS / INTERPRETATION CENTRES/
CULTURAL LANDMARKS**

Segmental Revenue

INSTITUTIONAL TURNKEY ASSIGNMENTS



Tourism Events



Multimedia Shows



Sporting Events



Government Events

PRIVATE & SOCIAL EVENTS

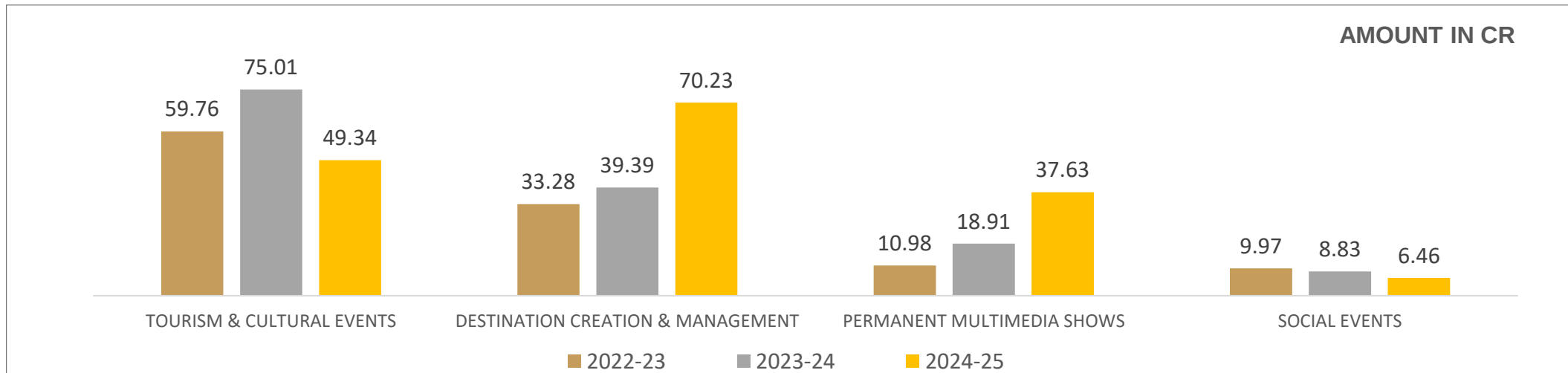


Weddings

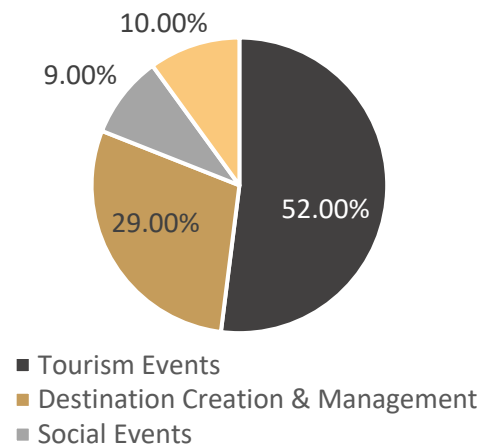


Personal Events

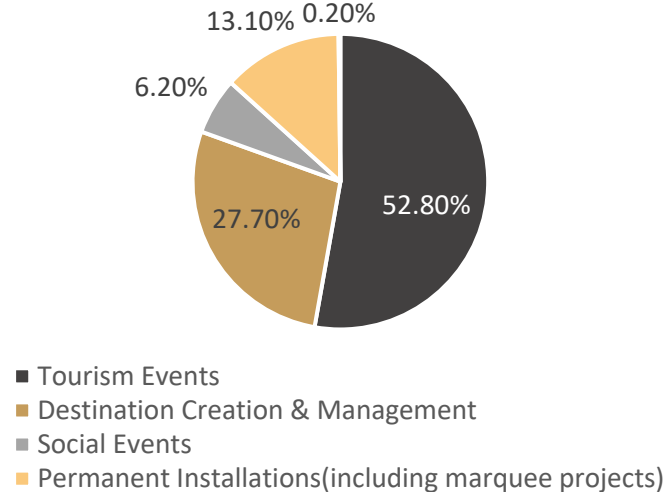
Segmental Revenue



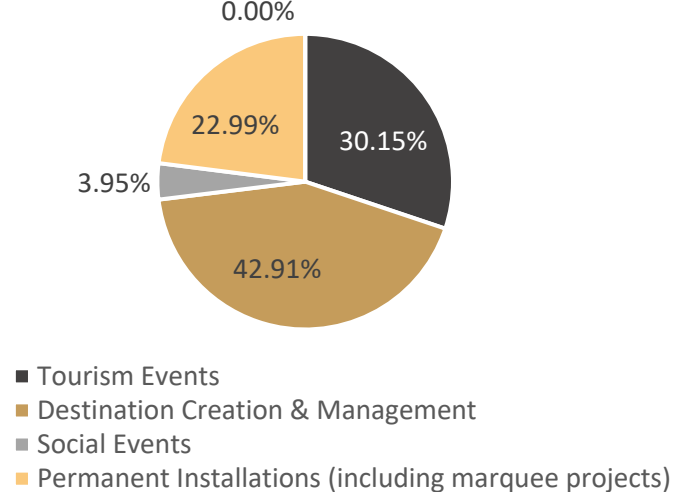
SEGMENTAL REVENUE 2022 - 23



SEGMENTAL REVENUE 2023 - 24



SEGMENTAL REVENUE 2024 - 25



Key Business Strengths

BRAND IMAGE

A strong brand reputation relies on positive client testimonials and consistent high-quality events. Testimonials serve as endorsements of client satisfaction, while reliable execution enhances credibility, establishing the brand as a preferred choice.



REPEAT CLIENTS AND NATURE OF WORK

Working with repeat clients and yearly tenders reflects a stable and reliable business model, emphasizing long-term relationships and consistent service quality.



ESTABLISHED VENDOR RELATIONS

Established relationships with vendors and suppliers provide reliable access to premium resources and services, ensuring seamless event execution and high-quality outcomes.



COMPETENCIES OF THE TEAM

An experienced team with a deep understanding of the industry and client needs allows us to seamlessly execute turnkey events, positioning us as a onestop solution.



Major projects



Museums, Exhibition & Expo

- India Pavilion at the World Expo 2025, Osaka, Japan
- SEBI Digital Museum Indian
- ISKCON Vrindavan Museum on Srila Prabhupada

Sporting Industry

- Kho Kho World Cup Launch Event, Delhi
- 44 FIDE World Chess Olympiad, Tamil Nadu
- Champions Boat League, Kerala
- Kashi Balloon & Boat Race, Varanasi

Marquee Social & Special Events

- Barcelona Wedding, Spain
- Gautam Adani's 60th Birthday Celebration
- Priti Goenka's 60th Birthday Celebrations, Dubai
- Lake Como Wedding, Italy, Budapest Wedding, Hungary
- Inauguration of Abhay Prabhavana Museum

Public Events & Permanent Installations

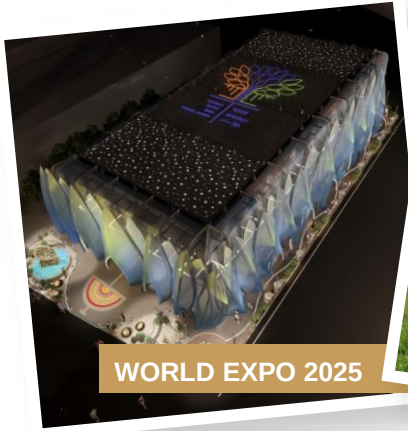
- Multimedia Light & Sound Show, Gateway of India, Mumbai
- Mahaparyatan Utsav, Maharashtra
- Monumental gateways at Mahakumbh 2025, Prayagraj
- Laser Show & Fireworks at Deepotsav, Ayodhya
- Mahadurg Festival Shivneri
- Shakti Vijayotsav, Andhra Pradesh
- Baba Saheb The Grand Musical Show, Delhi
- Ekamra Utsav, Odisha
- Multimedia Show at Golconda Fort, Hyderabad
- DotFest, Bhubaneswar

Hospitality & Tourism Promotion

- Eco Retreat, Odisha (x3 sites)
- Brahmaputra Carnival, Assam
- Glamping Festival, Bhandardara, Maharashtra
- Mandu Festival, Madhya Pradesh
- Meghalayan Age, Meghalaya
- Araku Balloon Festival, Andhra Pradesh

Key projects

FOR 2024 - 2025



WORLD EXPO 2025

This year we were able to grab one of the most prestigious tenders in a joint venture with TATA Eco First Services to build the India Pavilion at the World Expo 2025 currently happening in Osaka, Japan.



GLAMPING FESTIVAL

This year, we have designed and built a 3-month-long luxury Glamping site in the serene beauty of Bhandardara, Maharashtra



DHAROHAR: A SEBI INITIATIVE

Design, Curation and execution of Project DharoHar developed by E Factor is an initiative of SEBI. DharoHar is SEBI's digital initiative showcasing 150 years of India's vibrant, evolving securities market history.



KHO KHO WORLD CUP

E-Factor Experiences designed, executed and operated the first Kho Kho World Cup opening, blending tradition, tech, and spectacle into a powerful, immersive tribute to India's homegrown sport.



ECO RETREAT, ODISHA

Eco Retreat Odisha is a flagship annual glamping initiative by Odisha Tourism and E-Factor, blending luxury with nature.



ISKCON MUSEUM

Design, Curation and execution of the Srila Prabhupada museum for ISKCON Vrindavan.

Case Study



Brahmaputra Carnival

Guwahati, Assam

Client: Assam Tourism Development Corporation

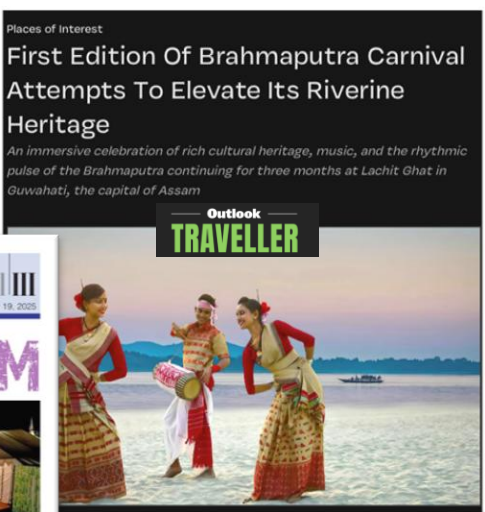
A 90-day mega celebration of Assam’s culture, heritage, and adventure tourism.

Key Highlights:

- **Visitor Footfall:** 1.5–2 lakh attendees
- **Experience Zones:** Glamping, water sports, concerts, artisan markets
- **Star Act beyond expectations:** Live performance by **Amit Trivedi**
- **Sustainability:** Surveillance + waste management integrated

Impact:

- Set a new benchmark for immersive riverfront festivals, blending culture, tourism, and civic engagement
- CM’s social media mention amplified visibility
- Print and online media footprint



Himanta Biswa Sarma   

Have you visited the Brahmaputra Carnival yet? Fun, games, adventure, ethnic cuisine and a lot more await you at the 3 month long festival.

Share your best moments from the Carnival



8:38 pm · 25 Dec 2024 · 9,284 Views

 13

 142

 476

 3



Assam, the gateway to India's Northeast, has been rightfully recognised as one of *The New York Times*' 52 must-visit destinations in 2025. Assam has much to offer travellers looking to explore this part of India, from temples to

Eco Glamping in Nashik

Nashik, Maharashtra

Client: Maharashtra Tourism

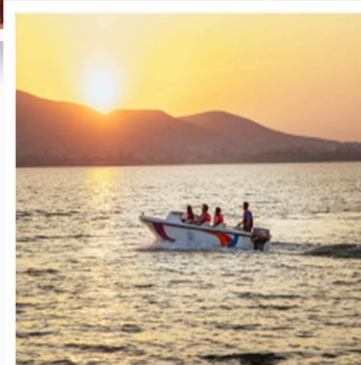
A flagship tourism initiative celebrating Maharashtra's landscape, culture, and outdoor spirit.

Key Highlights:

- Scenic Venue: Hosted in the natural beauty of Nashik's hills and vineyards
- Experiential Stay: Premium glamping tents with curated amenities
- Adventure & Culture: Outdoor sports, folk music, local cuisine, and artisan showcases
- Eco-Focus: Promotes sustainable and low-impact tourism
- Destination Branding: Positions Maharashtra as a hub for experiential travel

Impact:

Blends nature, adventure, and heritage into a distinctive tourism model that appeals to modern-day travelers.



Mighty Gateways To The Maha Kumbh Mela 2025

Prayagraj, Uttar Pradesh

E Factor's architectural vision for Maha Kumbh 2025 came to life through the construction of four grand gateways — Shiva Dwar, Ganga Dwar, Yamuna Dwar, and Saraswati Dwar — that served as more than entry points.

Key Highlights:

- Design Excellence: Each gateway embodies symbolic and spiritual narratives, rooted in Indian mythology and craftsmanship.
- Cultural Impact: These gateways became icons of cultural preservation, amplifying the spiritual atmosphere of the Kumbh.
- Mass Reach: With a footfall of **250-300 million visitors**, these structures had a soft yet powerful cultural impact, seen and experienced by a significant portion of the public.
- Beyond Entrances: Functioning as landmarks and spiritual thresholds, the Dwaars stood as beacons of tradition, guiding pilgrims through the world's largest gathering.

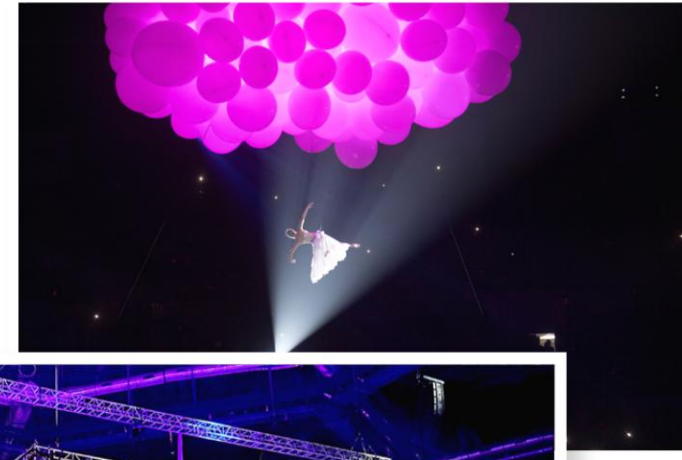


Opening Ceremony 1st Kho Kho World Cup

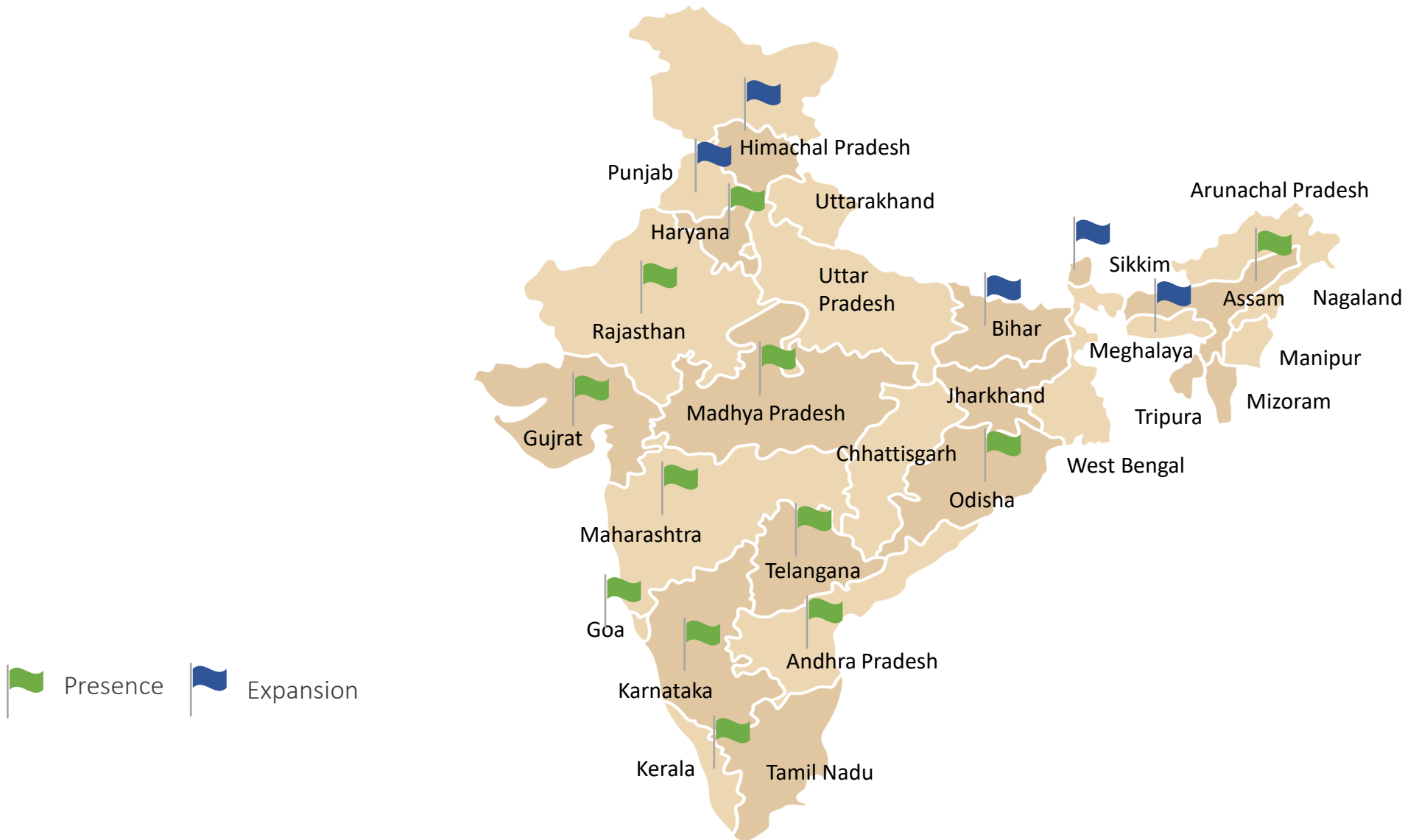
New Delhi

Client: Kho Kho Federation of India

- **Produced & Designed by E-Factor Experiences:** Blending tradition with cutting-edge technology
- **Immersive Central Installation:** Giant cube transformed into dynamic projection canvas
- **Narrative-led Spectacle:** Story of Kho Kho brought to life through visuals
- **Mass Choreographies & Laser Show:** Electrifying performances and light effects
- **State-of-the-Art Mapping:** Enhanced visual storytelling on a grand scale
- **International Artists & Talent:** Global collaboration meets local legacy
- **Celebrating Legacy, Launching Global Future:** A masterclass in storytelling and experience design



National Presence



Global Presence



Key Clients

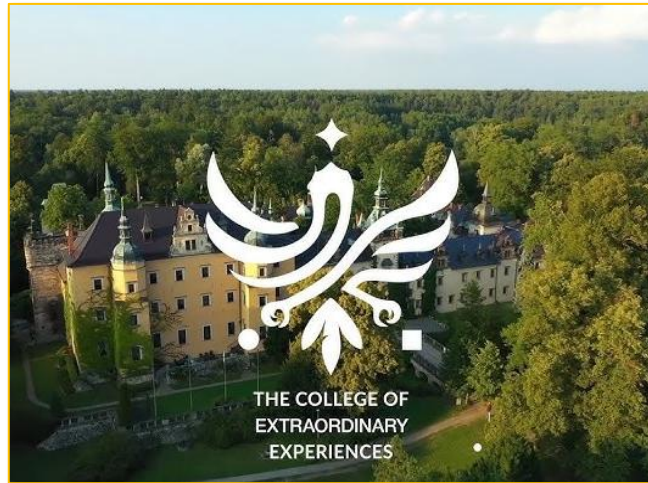


International Collaborations/Global Partners

E-Factor on the Global Stage-Joins the World's Leading Experience Platforms



WXO



**COLLEGE OF
EXTRAORDINARY EXPERIENCES**



BEA AWARDS

Awards

Silver

SANGEET OF THE YEAR

Citadel OMG, 2024

EXCELLENCE IN WEDDING ENTERTAINMENT

Citadel OMG, 2024

**INSTALLATION/GOVERNMENT
SHOW OF THE YEAR**

GOI (Maharashtra), 2023

SPORTS EVENT OF THE YEAR

Kashi Boat Race (Kashi), 2023

SPORTS EVENT OF THE YEAR - 44TH

LIVE EVENT ENTERTAINMENT DECADE

The Elements of the

BEST USE OF TECHNOLOGY IN AN EVENT

Deepotsav

Gold

SIGNATURE EVENT OF THE YEAR

Ekamra Utsav (Odisha), 2024

INSTALLATION SHOW OF THE YEAR

Golconda Multimedia Show Telangana, 2024

GOVERNMENT EVENT OF THE YEAR

Women's Day Celebration at Gateway of
India, 2023

BEST EXECUTION OF A SPORTS EVENT

Champions Boat League

BEST SIGNATURE EVENT (ON-GROUND)

Baba Saheb- The Grand Musical

BEST MICE EVENT (INTERNATIONAL)

– The Serbian Rendezvous

Bronze

GOVERNMENT EVENT OF THE YEAR

Haryali Mahotsav (Delhi) , 2023

FESTIVAL OF THE YEAR

Eco Retreat, Konark (Odisha) , 2023

**EXCELLENCE IN WEDDING
ENTERTAINMENT**

Barcelona

SIGNATURE EVENT OF THE YEAR

The DJ Wedding Reception

BEST PRE WEDDING EVENT

Bonjour Monte Carlo!

BEST GOVERNMENT MINISTRY

/ PSU Event – IISF

BEST WEDDING

The Mittal Wedding



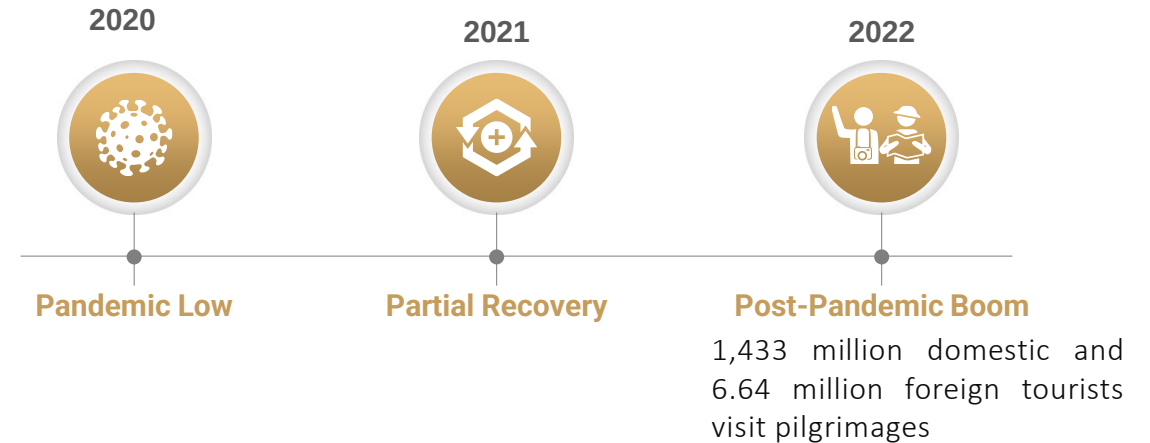
Spiritual

Overview

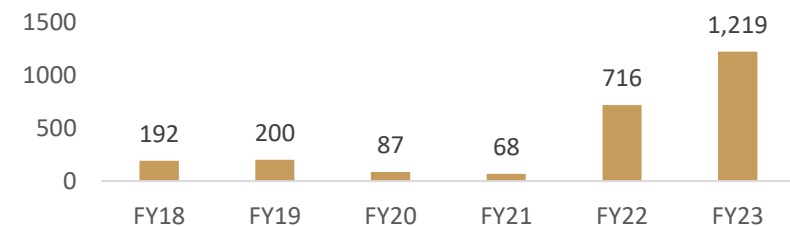
Religious and Spiritual Tourism

- Approximately 20 per cent of the properties inscribed on the World Heritage List have some religious or spiritual connection. Religious tourism in India witnessed a surge in recent years, drawing pilgrims and travelers from across the globe.
- 10 of the 42 UNESCO World Heritage Sites in India fall under the religious heritage category. Additionally, there are numerous (around 4,50,000 plus 2) temples, mosques, gurudwaras, churches under the custody of religious endowments and trusts in the country.
- Religious tourism accounts for over 60 per cent of domestic travel in India. A total of 1,433 million domestic tourists visited Indian pilgrimages in 2022, while 6.64 million foreign visitors arrived.
- The number of people in 2021 was 677 million, while the number of people in 2020 was 1.05 million.

India's Religious Tourism Recovery (2020-2022)



Domestic Tourist Footfall in Varanasi
(In Lakhs)



Tapping into the Sacred Journey: EF's Opportunity in Spiritual Tourism



Natural Alignment with E-Factor's Core Strengths



Untapped Growth Potential



Government Backing + Institutional Momentum



India's Spiritual Tourism = Global Attention



Diversification with Deep Cultural Credibility



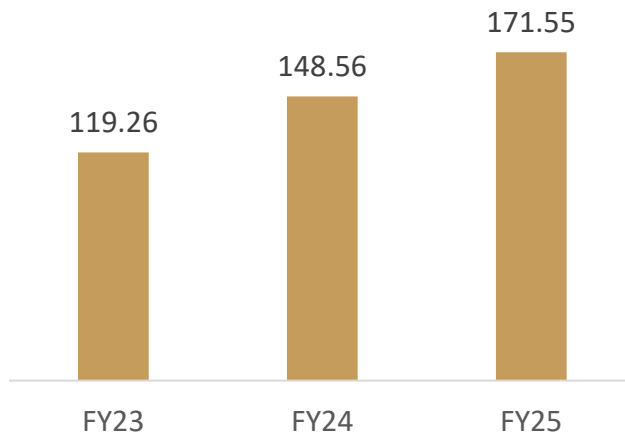
Long-Term Value Creation through Legacy Projects



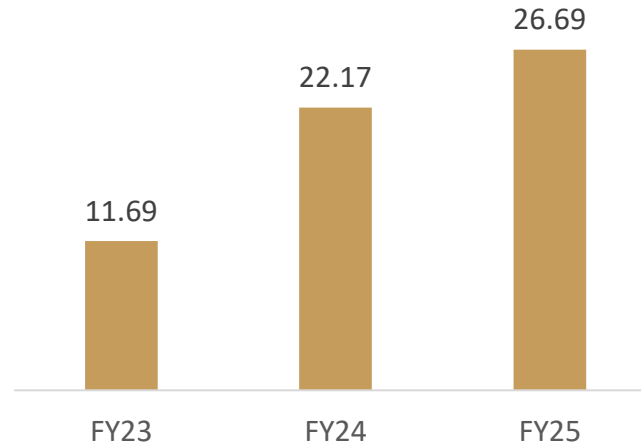
Financial Overview

Financial- Annual

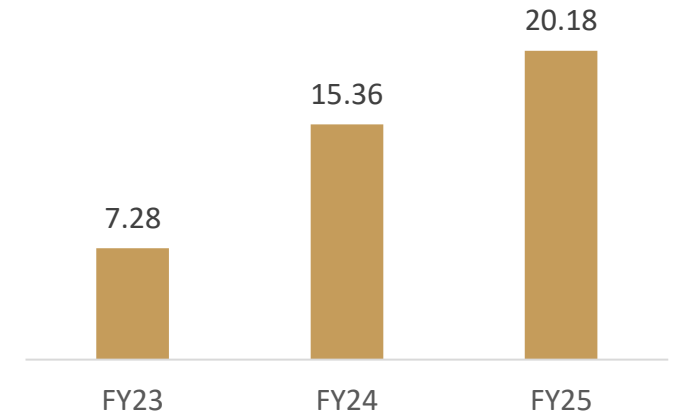
Revenue from Operations (Rs in Cr)



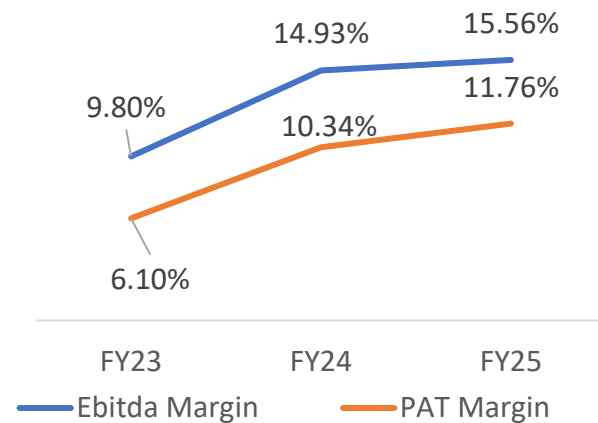
EBITDA (Rs in Cr)



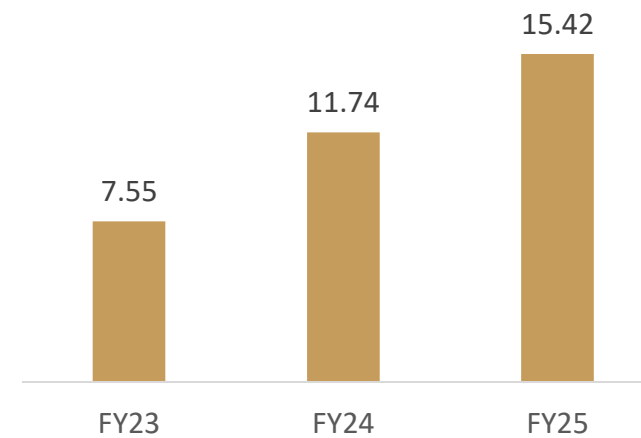
PAT (Rs in Cr)



Profitability Ratio

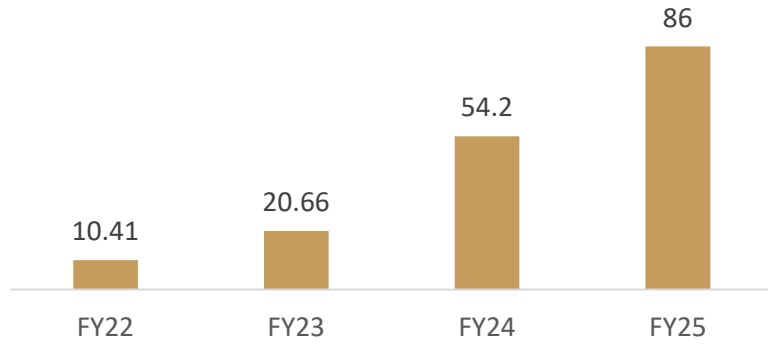


Earnings per Share (EPS) (in Rs)

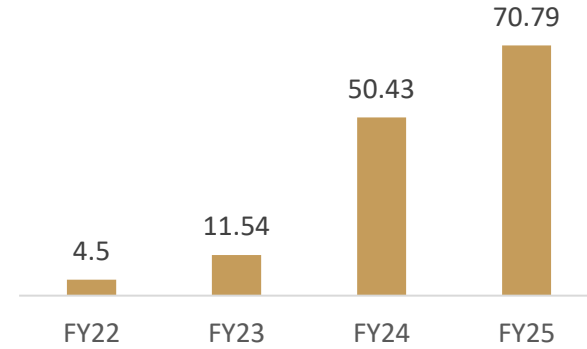


Key Ratios

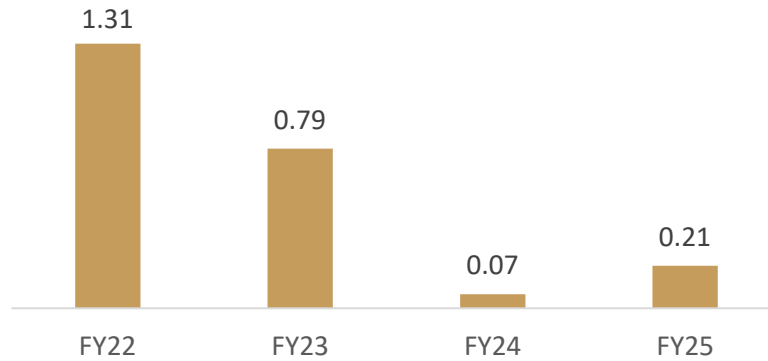
Capital Employed



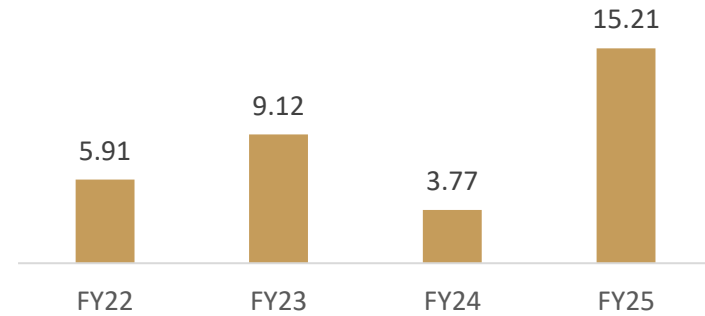
Net worth



Net debt to Equity



Net debt



Financial Performance – Half Yearly

In ₹ Cr	H2 FY25	H2 FY24	Y-O-Y	FY25	FY24	Y-O-Y
Income from operations	153.41	127.31	20.50%	171.55	148.56	15.5%
Other Expenses	127.23	107.01		144.86	126.39	
EBITDA	26.18	20.30	28.97%	26.69	22.17	20.36%
<i>EBITDA Margin %</i>	17.06%	15.94%	112 Bps	15.56%	14.93%	63 Bps
Finance Cost	0.39	0.65		0.52	1.07	
Depreciation and amortisation	0.72	0.61		1.28	1.05	
Other Income	1.83	0.61		2.15	0.68	
Profit / Loss Before Tax	26.89	19.65	36.86%	27.03	20.74	30.37%
Tax Expenses	6.99	5.02		6.85	5.37	
Net Profit / Loss After Tax	19.92	14.63	36.01%	20.18	15.36	31.34%
PAT Margins (%)	12.97%	11.49%	148 Bps	11.76%	10.34%	142 Bps
Basic EPS	15.22	11.18	36.14%	15.42	11.74	31.35%

Financial Performance – Annual

In ₹ Cr	FY23	FY24	FY25
Income from operations	119.26	148.56	171.55
Other Expenses	107.57	126.39	144.86
EBITDA	11.69	22.17	26.69
<i>EBITDA Margin %</i>	9.80%	14.93%	15.56%
Finance Cost	0.99	1.07	0.52
Depreciation and amortisation	0.94	1.05	1.28
Other Income	0.19	0.68	2.15
Profit / Loss Before Tax	9.95	20.74	27.03
Tax Expenses	2.68	5.37	6.85
Net Profit / Loss After Tax	7.28	15.36	20.18
PAT Margins (%)	6.10%	10.34%	11.76%
Basic EPS	7.55	11.74	15.42

Financial- Balance Sheet

PARTICULARS (INR CR)	FY23	FY24	FY25
EQUITIES & LIABILITIES			
Equity			
(A) Equity Share Capital	9.63	13.09	13.09
(B) Other Equity	1.91	37.34	57.70
Equity attributable to owners	11.54	50.43	70.79
Non Controlling Interest	0.14	0.30	0.31
Total Equity			
Non-Current Liabilities			
(A) Financial Liabilities			
(i) Borrowings	3.26	0.65	1.37
(ii) Lease liabilities			
(iii) Other Financial Liabilities	0.01	0.01	0.02
(B) Provisions	0.52	0.67	0.83
(C) Deferred Tax Liabilities (Net)			
(D) Other Non-Current Liabilities			
Total Non – Current Liabilities	3.79	1.32	2.22
Current Liabilities			
(A) Financial Liabilities			
(i) Borrowings	5.86	3.12	13.84
(ii) Lease liabilities			
(iii) Trade Payables	29.71	33.04	51.05
(iv) Other Financial Liabilities			
(B) Other Current Liabilities	6.12	8.27	10.90
(C) Provisions	0.19	0.85	1.91
(D) Liabilities for current tax (Net)			
Total Current Liabilities	41.89	45.27	77.70
GRAND TOTAL - EQUITIES & LIABILITIES	57.37	97.32	151.03

PARTICULARS (INR CR)	FY23	FY24	FY25
ASSETS			
Non-Current Assets			
(A) Property, Plant and Equipment	6.95	7.71	7.58
(B) Capital Work-in-progress	0.24	-	-
(C) Goodwill	0.62	0.62	0.62
(D) Other Intangible Assets			
(E) Financial Assets			
(i) Investments	0.42	0.58	0.58
(ii) Trade Receivables			
(iii) Other Financial Assets			
(H) Deferred Tax Assets (Net)	1.18	0.98	1.06
(I) Other Non-Current Assets	0.41	0.51	0.56
(J) Long Term Loans and Advances	1.86	1.78	2.50
Total Non – Current Assets	11.68	12.18	12.90
Current Assets			
(A) Financial Assets			
(i) Investments			
(ii) Trade Receivables	33.86	50.11	112.14
(iii) Cash & Cash Equivalents	7.58	26.18	18.65
(iv) Bank Balances			
(v) Loans	3.20	5.89	5.10
(vi) Other Financial Assets			
(B) Current Tax Assets (Net)			
(C) Other Current Assets	1.04	2.96	2.24
Total Current Assets	45.69	85.14	138.13
GRAND TOTAL – ASSETS	57.37	97.32	151.03



Way Ahead

Industry Opportunity

- The industry with its allied Segments is estimated to have a market presence of more than INR 500,000 crore.
- Such projection would make this industry larger than the Media and Entertainment (M&E) industry, which has been already given an industry status, however, the event management industry is yet to receive the recognition.
- The industry is projected to experience a CAGR of 8.31% from 2024 to 2029, with the market size reaching USD 5.23 billion in 2024. Additionally, the market concentration remains low, offering significant opportunities for growth and expansion

Sr.No	Sector	Market Size (INR Cr)
1	MICE	37,576
2	Weddings and allied segments	4,13,422
3	Sports	31,235
4	Entertainment live events	4,900

Growth Strategy- Way Forward



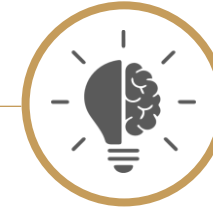
GEOGRAPHIC EXPANSION

Expand in India and the Middle East by increasing territorial presence in states with growing demand and internationally through strategic alliances and new market entries.



COST OPTIMISATION AND EFFICIENCY

- Streamline operations with technology-driven solutions and centralised systems for better coordination and resource management.
- Negotiate vendor partnerships to achieve economies of scale and reduce operational costs



INORGANIC GROWTH THROUGH STRATEGIC ACQUISITIONS

- Acquire companies in key segments like museums, weddings, MICE and live events, along with Intellectual Property (IP) rights, to diversify revenue streams and enhance offerings.
- Leverage expertise and customer bases of acquired entities for seamless integration, market access, and cross-selling opportunities.

Thank You



Ms. Prachi Sharma

CS –E-Factor

cs@efactorexpress.com



Ms. Nishita Bhatt

Mr. Suraj Shinde

Adfactorspr Investor Relations

nishita.bhatt@adfactorspr.com

suraj.shinde@adfactorspr.com